

Use JICMAIL data in your awards entry



Use JICMAIL data in your award submission

Using JICMAIL data demonstrates your wider understanding of the mail channel, the preferences of your audience and provides trusted supporting evidence for the Judges.

Include JICMAIL data in your DMA Award entry - it is specifically encouraged in these DMA Awards categories:

Unaddressed Print
and Door Drops

Mail



Mail Media Metrics

Unaddressed Print and Door Drops Category - Please indicate if and how you used JICMAIL data to support your work. (150 words max)

150 words remaining

Mail Category - Please indicate if and how you used JICMAIL data to support your work. (150 words max)

150 words remaining

Charity Category - If you used Mail, Unaddressed Print or Door Drops in your work, please indicate if and how you used JICMAIL data to support your work. (150 words max)

150 words remaining

Integrated Category - If you used Mail, Unaddressed Print or Door Drops in your work, please indicate if and how you used JICMAIL data to support your work. (150 words max)

150 words remaining

Media Strategy Category - If you used Mail, Unaddressed Print or Door Drops in your work, please indicate if and how you used JICMAIL data to support your work. (150 words max)

150 words remaining

Show how mail acts as a Super Touchpoint in a multi-media mix 3

To help you show how mail acts as a Super Touchpoint, you can find great research and results in the latest joint report from DMA and JICMAIL: The Value of Super Touchpoint Planning.

See charts with key metrics that show the inclusion of mail in the mix should lead to disproportionately better outcomes for your campaigns.



<https://www.jicmail.org.uk/flagship-research/joint-report-the-value-of-super-touchpoint-planning/>

Use JICMAIL data in your award submission

Demonstrate mail's Super Touchpoint qualities within multi-media campaigns by using JICMAIL data in these DMA Awards categories:

Charity

Integrated

Media Strategy

Unaddressed Print and Door Drops Category - Please indicate if and how you used JICMAIL data to support your work. (150 words max)

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Media Strategy Category - If you used Mail, Unaddressed Print or Door Drops in your work, please indicate if and how you used JICMAIL data to support your work. (150 words max)

150 words remaining

6 Ways to include JICMAIL

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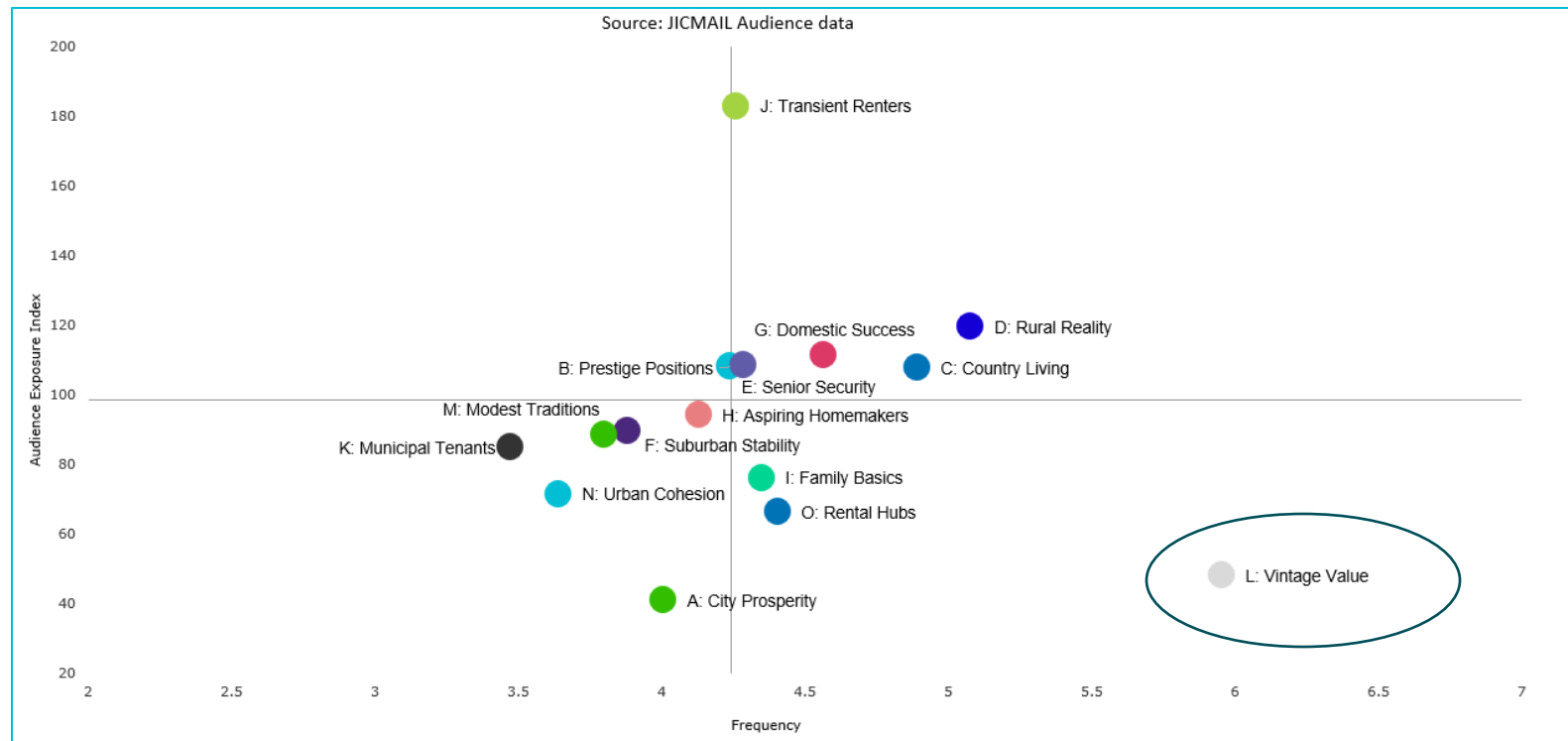
Each of these uses of JICMAIL data is explained further on the following slides

1. Show how JICMAIL influenced your campaign targeting

Use the Audiences tab in JICMAIL Discovery

In this example, the 'Vintage Value' MOSAIC group interacts with their mail (high frequency) but is less likely to receive mail than the average household (index less than 100).

This shows a good targeting opportunity.



2. Demonstrate how your target audience interacted with mail using the JICMAIL TGI integration

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Use TGI Integration in JICMAIL Discovery.

Define your target audiences using over 300 TGI variables and demonstrate to award judges:

A) how likely that audience is to currently receive mail

B) how often they engage and interact with mail



Mail Media Metrics

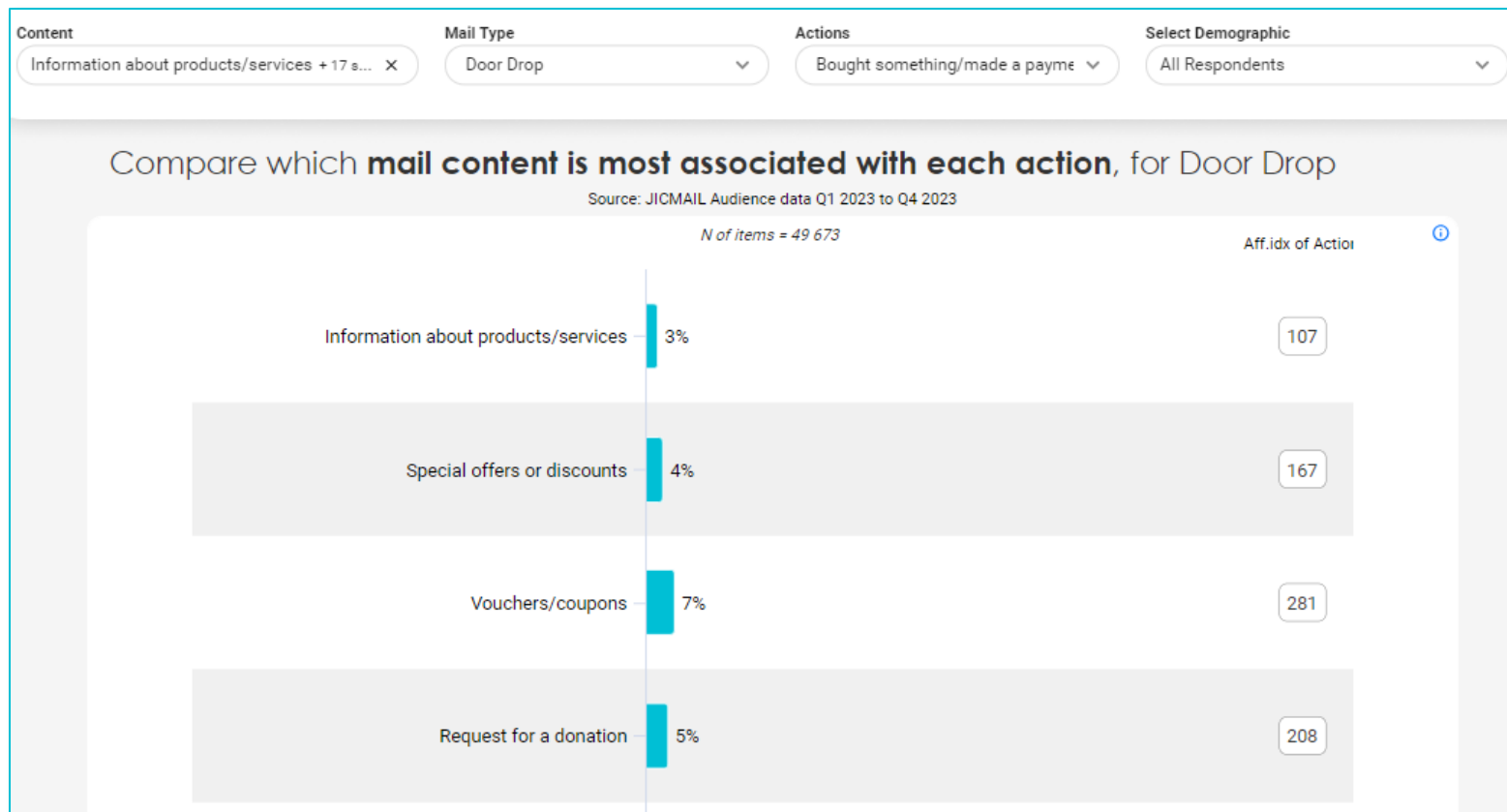


3. Show how JICMAIL data informed mail content

Use Action Drivers in JICMAIL Discovery

The % shows the proportion of that mail content which has the selected action taken.

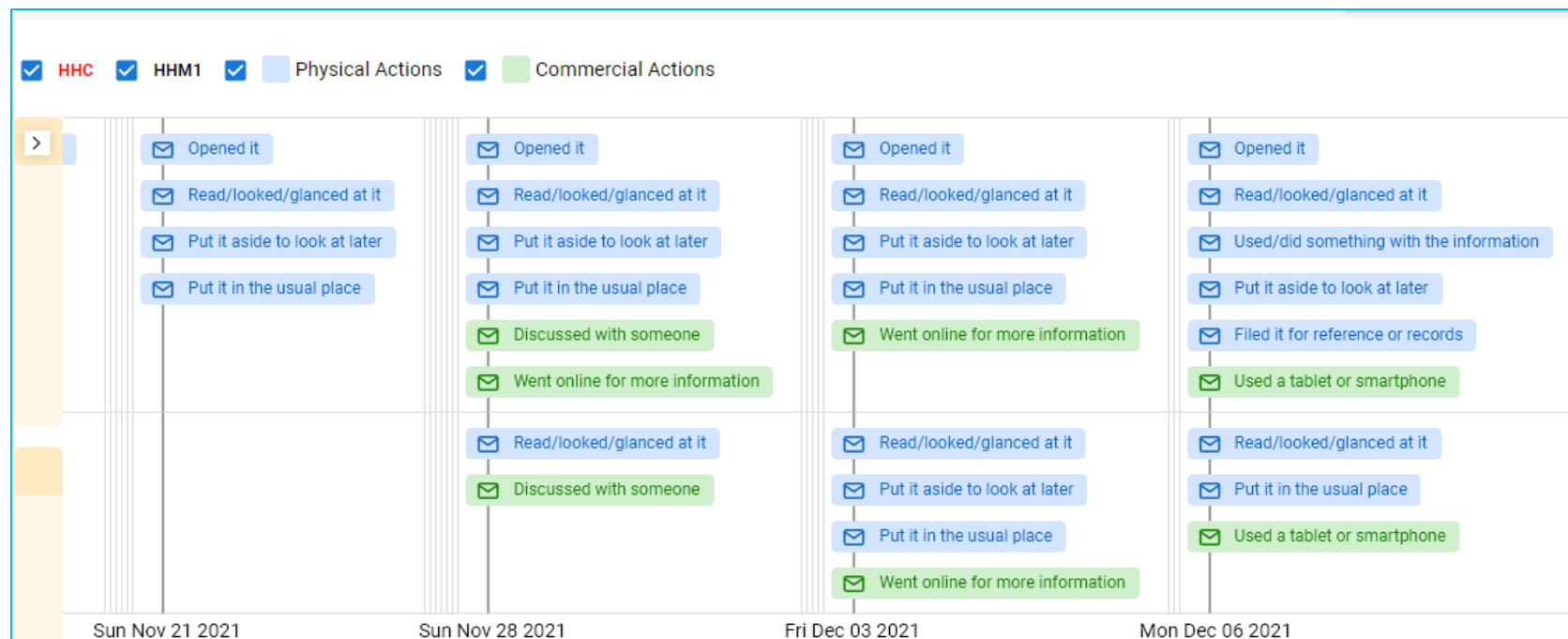
The index shows how much more likely mail that has that action taken on it is to contain the content selected.



4. Include useful JICMAIL mail journeys

Use Mail Item Database in JICMAIL Discovery.

Use mail journeys for your mail item and brand and show the difference made by the creative execution, strong call to action, great imagery or compelling offer.

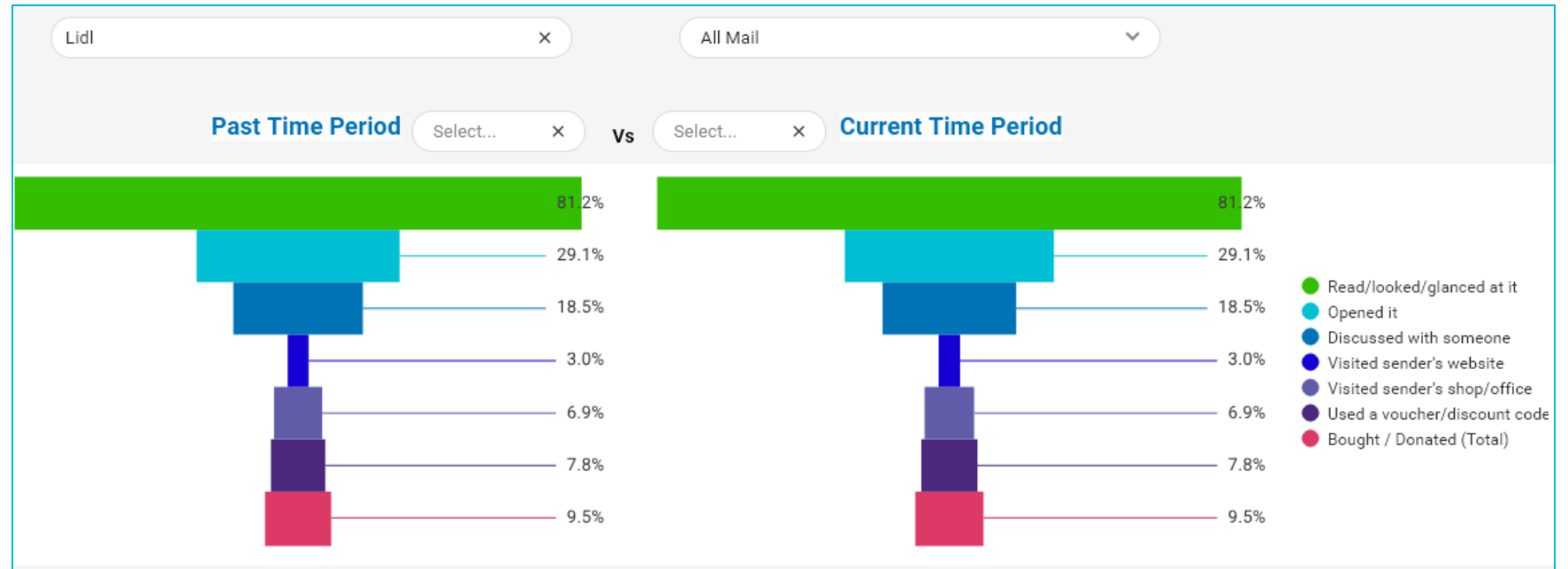


5. Show how you have used JICMAIL to report on campaign effectiveness

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Use Advertiser Performance Snapshot in JICMAIL Discovery.

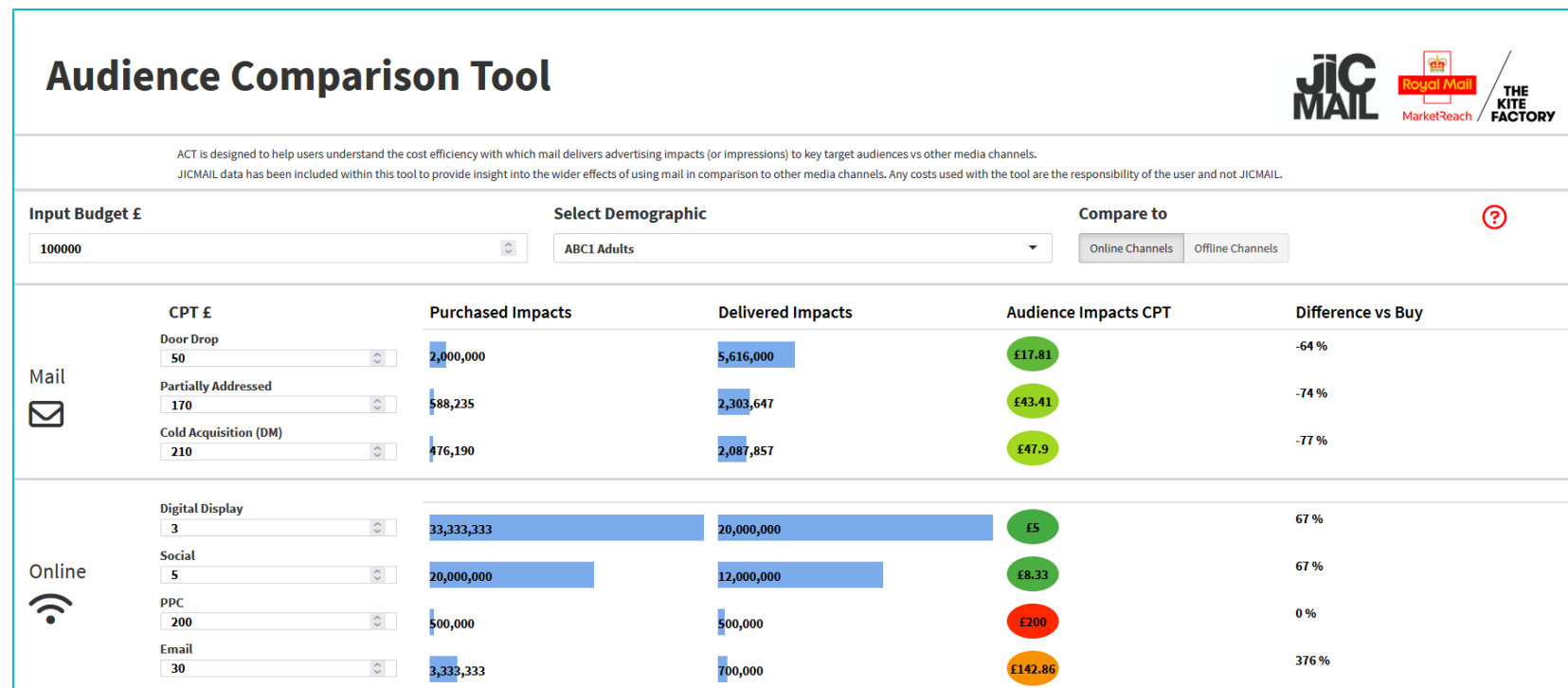
Show how a brand's commercial action rates compare with their competitor and sector averages.



6. Create cross media cost efficiency comparisons

Use the Audience Comparison Tool in JICMAIL Discovery.

Show how to achieve true value for money and cost efficiencies with an optimum cross-media channel selection.



Need help?

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**For help to support your entry
or to access JICMAIL data,
tools and training, please
contact:**

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