Mail: The Super Touchpoint

A JICMAIL 2025 REPORT

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Mail Media Metrics

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Foreword from JICMAIL

In recent years the media planning discipline has increasingly reframed media selection decisions as considerations related to consumer touchpoints – a move much popularised by the IPA's launch of its powerful Touchpoints planning system. Touchpoints transcend media channels in that they are context, time, location, mind-set and need-state specific, and consequently are vital for stimulating consumer response in an increasingly fragmented media landscape.

With marketing efforts now struggling for cut-through in a world dominated by an excess of low quality messaging and spend funnelled towards big tech platforms that lack inter-operability, it is JICMAIL's contention that now more than ever we are entering a planning era that demands an evaluation of **Super Touchpoints**.

Super Touchpoints enable marketers to unlock moments of magic to create comms with exceptional cut-through and disproportionately effective results.

As the Joint Industry Currency for Mail, JICMAIL now curates multiple data sets that enable an evaluation of Direct Mail, Business Mail, Partially Addressed Mail and Door Drops in the era of the Super Touchpoint. From our long-running panel of 1,100 nationally representative UK households recording everything that they do with their mail; to our growing Response Rate Tracker database of campaign results; to mail circulation and share of voice data published on Nielsen Ad Intel; to custom campaign effectiveness research solutions, the mail channel has never had such a wealth of independent planning and measurement data available at its fingertips.

Funded by the JICMAIL levy, this invaluable data is freely available to the supply-side and buy-side alike. JICMAIL encourages the planning community to:

- **Evaluate whether the language of Super Touchpoint planning is relevant to your business.**

- **Re-evaluate the role of the mail channel in the context of Super Touchpoint planning.**

- **On-board JICMAIL data to enable cost-effective data-driven planning in the mail channel.**

We hope you enjoy reading this report and welcome feedback from the marketing community.

Mark Cross
Engagement
Director

Ian Gibbs
Director of
Data Leadership
and Learning

The fundamental role of marketing remains unchanged

Yet marketers face mounting challenges across all areas

1 Acquisition of in-market customers while stimulating future demand

3 Recommendation of products and services to friends and family

Acquisition

Acquisition

Recommendation

Recommendation

Retention

Recommendation
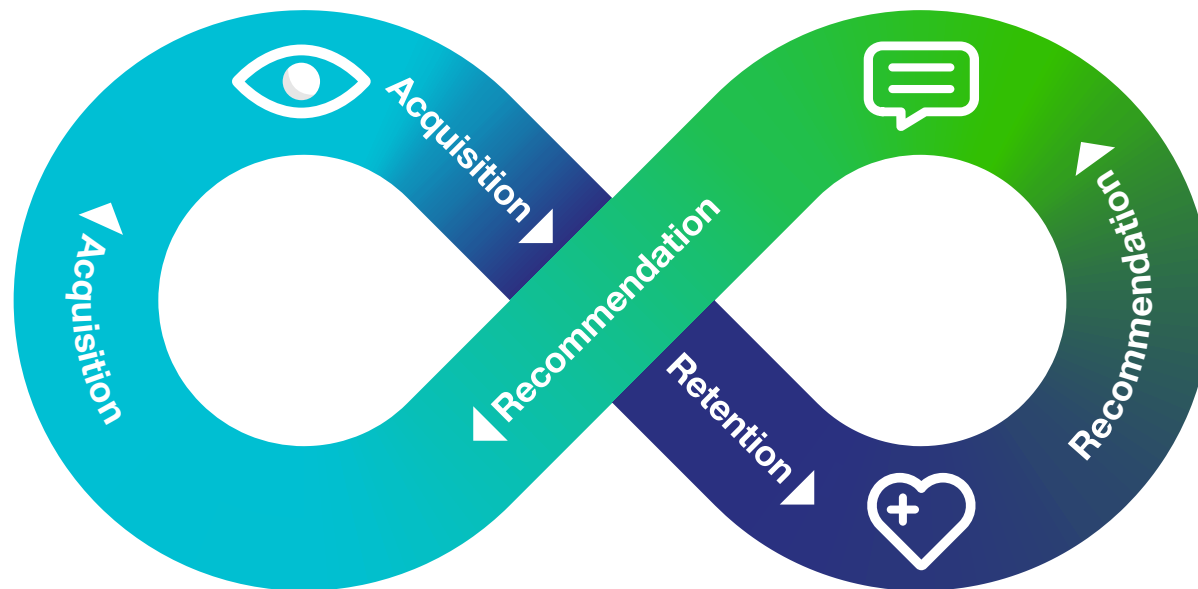
2 Retention of existing customers and deepening customer loyalty

1. **Lack of big platform inter-operability**

2. **Non-transparent measurement**

3. **Ad fraud**

4. **Increased CPAs**

5. **Persistence of third-party cookie usage**

6. **Increased price-sensitivity**

7. **Ad saturation**

8. **Declining creativity**

9. **Competition for consumer attention**

We spoke to a cross-section of industry experts to discuss…

01

What best practice planning principles should be adopted to help marketers achieve their goals while dealing with the numerous challenges presented by the modern media landscape.

02

Whether the concept of a **Super Touchpoint** is useful for helping marketers frame their thinking on how to address these challenges and plan fit-for-purpose campaigns.

03

What media channels could reasonably be positioned as **Super Touchpoints** and what implications does this have for media planning and measurement.

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How did our panel of industry experts define 'Super Touchpoint'?

01
A **Super Touchpoint** enables marketers to merge audience-first planning with a cut-through behavioural or creative insight, to deliver disproportionately effective outcomes for consumers and brands alike.

02
A **Super Touchpoint** creates deeper emotional connections with consumers; delivers a stimulating sensory experience that attracts attention; provides advertisers with a platform for brand storytelling and/or inspires consumers to start a conversation.

03
Any channel can be a **Super Touchpoint**. If it conforms to best practice measurement; has the tools available to create a genuine and surprising customer insight; and has the potential to drive impact at all stages of the purchase cycle then it should encourage marketers to think about a disproportionately large investment to drive disproportionately effective outcomes.

The Super Touchpoints checklist

A Super Touchpoint channel enables you to…

- ☑ **Harness a unique audience insight**
- ☑ **Harness the power of creativity**
- ☑ **Create an emotional connection**
- ☑ **Deliver sensory marketing comms**
- ☑ **Leverage trust**
- ☑ **Deliver carefully synchronised comms**
- ☑ **Hyper-target or build scale**
- ☑ **Explore rich targeting opportunities**
- ☑ **Build full-funnel effects**
- ☑ **Deploy best practice measurement**

✓ **The more boxes ticked, the greater the chance of delivering disproportionately higher outcomes**

Key considerations when Super Touchpoint planning

01 AVOID CHANNEL MYOPIA

Avoid a channel-centric approach to planning. Identify a shortlist of Super Touchpoints and evaluate them using a Super Touchpoints evaluation grid.

02 BE TOUCHPOINT SPECIFIC

Remember that **touchpoints are components within** channels, and that not all touchpoints within channels are the same.

03 BE AUDIENCE FIRST

The Super Touchpoint shortlist should be created by using **industry planning tools alongside custom data and analytics** to unearth consumer-centric insight as to how likely they are to come in to contact with marketing comms throughout their daily lives and how receptive they will be.

04 PLAN FOR FULL EFFECTS

Identify and build out your Super Touchpoints shortlist across your **entire customer journey**: from acquisition to retention to recommendation.

05 SEEK MULTIPLIER EFFECTS

Consider how all **paid, owned and earned opportunities** can act as Super Touchpoints and **think about how they work in combination**.

06 CONNECT SYNERGIES

Go one step further when thinking about the multi-channel mix. Super Touchpoints should not simply stand alongside each other building up either incremental reach and/or frequency – they should **seamlessly connect/ hand-over to the next touchpoint** in the customer journey as audiences go about their daily lives.

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Create a detailed evaluation grid and assign a STEP* score to each Super Touchpoint

		Evaluate how your Super Touchpoints are working here					
		High-quality immersive Direct Mail piece	Offer-based Door Drop	In-feed social	Proximity small size OOH	Premium non-skippable VOD in streaming	List all your candidate touchpoints
		STEP score 1–5	STEP score 1–5	STEP score 1–5	STEP score 1–5	STEP score 1–5	
1. Harness a unique audience insight	What need state/context/category entry point can you take advantage of?						
	Is there a strong value exchange with your audience?						
2. Harness the power of creativity	Does it fully harness the creative opportunity?						
	What are the levels of viewability?						
	What is the quality of impressions delivered?						
3. Create an emotional connection	Does it trigger the right emotional response across the journey?						
	Is the emotion being used to drive brand impact?						
	Can emotion be leveraged to stimulate a direct response?						
	Does it provide a platform for brand storytelling?						
4. Deliver sensory marketing comms	Does it trigger a strong sensory response?						
	Is it attention rich?						
	Does it drive word of mouth?						
5. Leverage trust	Does the media touchpoint elicit trust?						
	Does it have strong data ethics?						
6. Deliver carefully synchronised comms	Does it enable you to tap in to 'magic' moments of advantage?						
	Does it seamlessly connect to the next touchpoint on the journey?						
	Does it prompt multiple actions/outcomes?						
	Are there specific media touchpoint combinations that maximise impact?						
	What paid, owned and earned combinations maximise impact?						
7. Hyper-target or build scale	Does it add incremental reach?						
	Does it build effective frequency levels in your schedule?						
8. Explore rich targeting opportunities	Is it personal/addressable? GDPR compliant?						
	Can you geo target accurately and in a verifiable way?						
	Does it harness the power of its surrounding context?						
9. Build full-funnel effects	Does it have a sustained impact/low decay rate?						
	Are its effects immediate and short-lived?						
	Does it drive multi-media effects, including online?						
	Does it contribute to a strong campaign outcome?						
10. Deploy best practice measurement	Can you test it?						
	Is it captured in your measurement framework?						
	Is it part of your learning agenda?						
	Total: (Add up your STEP scores here)						

*STEP = Super Touchpoint Evaluation Points

09

Rank your Touchpoints in STEP score order and action your media plan accordingly
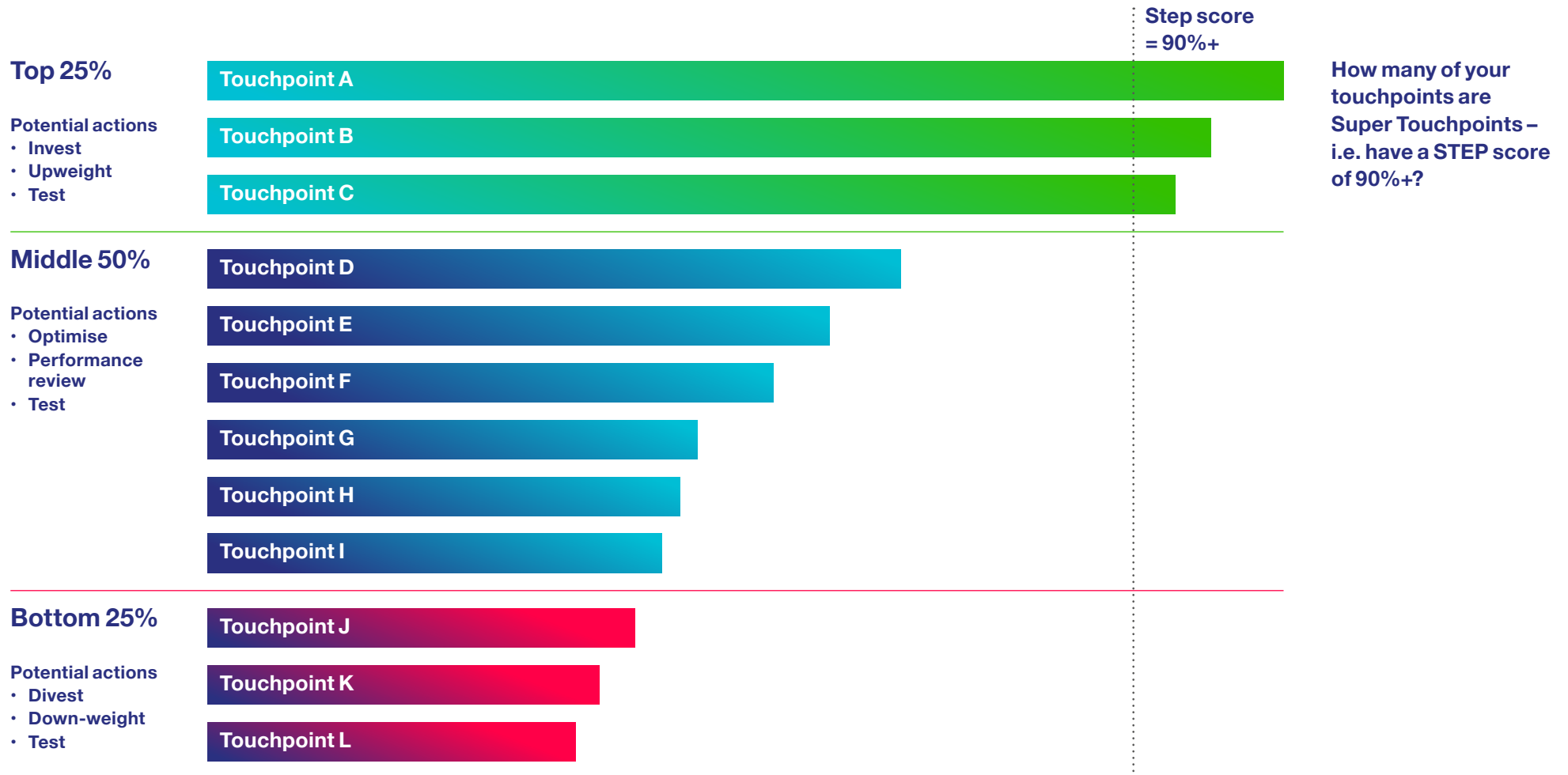
Step score = 90%+

Top 25%

Potential actions
- **Invest**
- **Upweight**
- **Test**

Touchpoint A	
Touchpoint B	
Touchpoint C	

Middle 50%

Potential actions
- **Optimise**
- **Performance review**
- **Test**

Touchpoint D
Touchpoint E
Touchpoint F
Touchpoint G
Touchpoint H
Touchpoint I

Bottom 25%

Potential actions
- **Divest**
- **Down-weight**
- **Test**

Touchpoint J
Touchpoint K
Touchpoint L

How many of your touchpoints are Super Touchpoints – i.e. have a STEP score of 90%+?

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Break down the silos with Super Touchpoints

For Super Touchpoints to deliver meaningful outcomes for marketers, they must first be built on the principles of best practice planning: from creating SMART objectives; to building an idea around unique audience insights; and from a sound strategic approach; to fully joined up thinking between media and creative.

These are tried and tested planning principles that are as relevant in the era of the Super Touchpoint as they have ever been.

For the Super Touchpoint opportunity to be fully realised, silos must be broken down within and between all areas of the marketing supply chain.

The perfect confluence of client marketer, creative, media, data and measurement practitioner acting in a true partnership will deliver effective marketing comms for advertiser and consumer alike.

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WHY MAIL....

is a Super Touchpoint

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JICMAIL's view on Mail's power as a Super Touchpoint

Direct Mail, Door Drops, Partially Addressed Mail and Business Mail provide **a vital moment of connection** between advertisers and consumers/customers/households – either at scale or on a highly targeted basis.

These moments don't just last for seconds: they last for minutes, days and weeks, and drive outcomes **throughout the purchase journey**.

As a print medium, mail is a channel that generates tactile, undivided attention which appeals to the senses and has the potential to deploy rich creative ideas that create **lasting emotional connections** with consumers.

Mail is a highly **measurable and trusted** channel. Mail is a Super Touchpoint.

As a Super Touchpoint mail inspires action among Consumers, Customers and Households

Mail…

Attracts CONSUMER Attention.

Deepens CUSTOMER Relationships.

Ignites HOUSEHOLD Conversations.

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HOW MAIL....

Attracts Consumer Attention

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"The JICMAIL study is a masterful piece of research, which is valuable considering the often overlooked role of direct mail among traditional media planners, despite it being bigger than Channel 4 in terms of revenue (UK). In terms of attention, direct mail commands 108 seconds of attention on average, which dwarfs the <2 second attention thresholds for most social display advertising."

**Faris Yakob –
Author of Paid Attention**

Source: Marketreach Article – One Thing Leads to Another:
The Marketing Attention Rub – published May 2024

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How mail...
attracts consumer attention

Mail is as attention efficient as any other channel

Using an ongoing panel of 1,100 UK households JICMAIL provides an unrivalled view on how consumers engage with their mail across the month using a diary-based app.

Each mail interaction recorded equates to an opportunity to be exposed to the key marketing messaging, while also creating a moment of positive friction that generates attention.

JICMAIL's The Time We Spend With Mail study demonstrates that high attention mail items are more likely to result in positive commercial outcomes for advertisers.
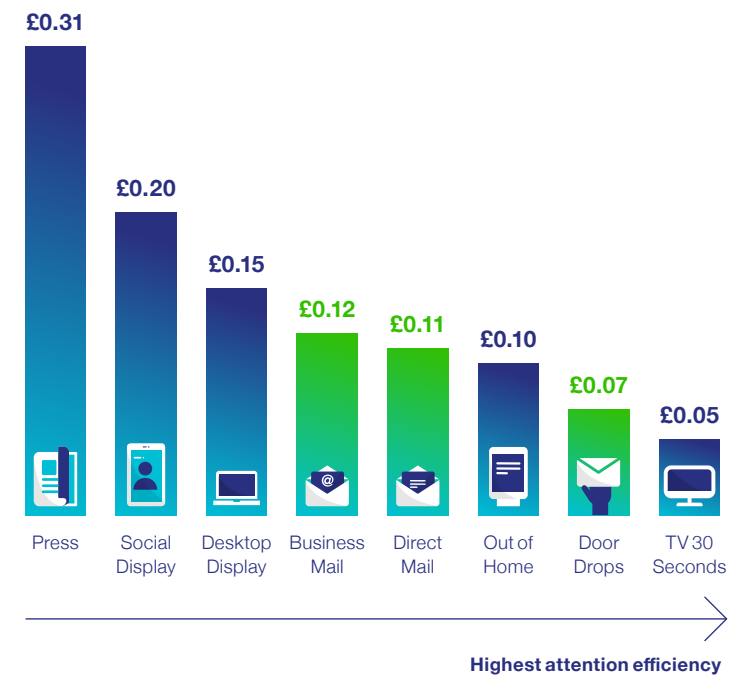
These outcomes can be generated at scale using broad reach acquisition campaigns, or they can be delivered to highly targetable segments defined by geography or customer-data-centric audience cohorts.

Mail targeting is highly privacy compliant, and is one of the reasons that mail is one of the most trusted media channels among consumers overall, and number one for 18–34 year olds.*

Mail's Super Touchpoint strengths enable it to cut-through, capture consumer attention and act as a vital tool in acquiring new customers.

Cost per Minute of Attention as of Q1 2024
(ABC1 Adults)

£0.31	£0.20	£0.15	£0.12	£0.11	£0.10	£0.07	£0.05
Press	Social Display	Desktop Display	Business Mail	Direct Mail	Out of Home	Door Drops	TV 30 Seconds

→ **Highest attention efficiency**

Source: JICMAIL Item Data Q1 2024.; Lumen; TVision; 7Stars 2023 CPM data

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How mail…
attracts consumer attention

	1.	2.	3.	4.	5.
Mail's Super Touchpoint Strength:	A Tactile/ Physical Medium	Provides Undivided Attention	Privacy Compliant	Mass Reach	…or Geo Targeted
The proof point:	Engagement Rate for Direct Mail: 96%; Door Drops: 80%	99% solus reading: only 1% of mail is read while watching TV or listening to the radio	GDPR compliant legitimate interest-based customer prospecting	Nearly 29 million households targetable with ad mail	Targetable at the individual, household, postcode, or postcode sector level
What's the benefit?	High Ad Attention: 134 seconds for DM; Door Drops: 55 seconds	Attention Effectiveness Multiplier: x2–x3 for DM; x3–x5 for Door Drops	Mail is the most trusted media amongst 18–34 year olds*	In-Home Visibility: 1 million DM items generate 4.3 million impressions. For Door Drops: 3.1 million	Effective Targeted Comms: £3.90 ROI for Cold DM, £2.60 for Door Drops

Source: JICMAIL Item Data 2024; JICMAIL Response Rate Tracker 2024; *IPA Touchpoints 2024
Engagement Rate = % of mail items that have any physical action taken with them other being than being immediately discarded only
Attention = seconds mail item is physically interacted with across 28 days

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Mail's role in the purchase journey is evolving

A s the DMA's Value of Measurement paper reports, performance marketing effectiveness has been declining over the last four years, plagued by a challenging economic climate, poor creativity and sub-standard measurement.

At the same time, the opposite trend has been noted in the mail channel: The last full calendar year of JICMAIL data tells us that the proportion of mail items triggering a purchase increased by 35%, demonstrating the crucial role that the channel plays in the path to purchase.

While vouchers and discounts tend to be a highly effective method of drumming up short-term demand in challenging times, advertisers who have noticed the knock-on effects of increased price sensitivity and declining customer loyalty, have begun to be more measured in their usage of price promotions vs a year prior.
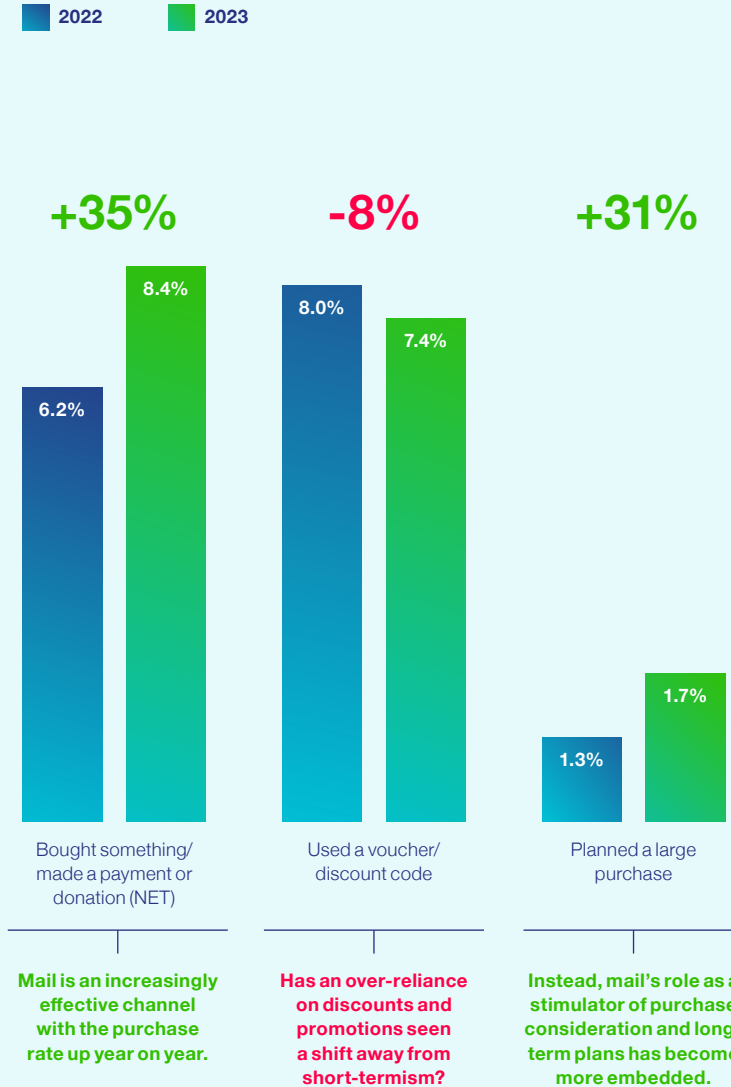
In the retail space, there is evidence that mail is increasingly playing a role in marketers' longer-term plans – stimulating future demand and becoming part of the consideration process for discretionary purchase. The proportion of mail being used to plan a large purchase has subsequently grown year on year.

The equivalent of

10,000 Years

...are spent by consumers engaging with Direct Mail and Door Drops each year

*Nielsen Ad Intel Q3 2023 to Q2 2024 mail volumes x Q2 2024 JICMAIL average attention per item

Direct Mail and Door Drop Purchase Impact (% of items)

■ 2022   ■ 2023

+35%   **-8%**   **+31%**

	2022	2023
Bought something/made a payment or donation (NET)	6.2%	8.4%
Used a voucher/discount code	8.0%	7.4%
Planned a large purchase	1.3%	1.7%

Mail is an increasingly effective channel with the purchase rate up year on year.

Has an over-reliance on discounts and promotions seen a shift away from short-termism?

Instead, mail's role as a stimulator of purchase consideration and long-term plans has become more embedded.

n = 19,373 supermarket, retail and mail order items: Direct Mail and Door Drops

How mail works for advertisers large and small

Mail is a democratised media channel with few barriers to entry. That said, there is evidence that big brand spenders enjoy disproportionately more effective mail campaigns than the average brand.

A cohort of ten top brand advertising spenders identified on the DMA's Effectiveness Databank and within the JICMAIL database, have recorded higher levels of purchase effectiveness, voucher redemption, mail engagement and lifespan than the average mail item.

Byron Sharp's law of double jeopardy suggests that larger brands have an advantage through their larger customer penetration and higher levels of loyalty which in turn translates in to higher ad effectiveness. For big brand advertisers not using the mail channel, there is clear opportunity to be gained by experimenting with its usage.

Mail effectiveness isn't just the preserve of the largest players in the market however. It's rich geo-targeting capabilities make it the ideal solution of local advertisers – a fact that many have increasingly cottoned on to over the last two years. The effectiveness of Door Drops driving business for local tradespeople has been on an upward trajectory over most of the last couple of years.

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Double Jeopardy: Big brand spenders enjoy higher mail engagement and effectiveness

9.4%
of mail prompts **voucher usage** (vs 3.1% average)

7.7%
of mail prompts **account look-ups** (vs 5.0% average)

4.34
frequency of **mail interaction** (vs 4.12 average)

Top Brand Advertisers

1.4%
of mail prompts **planning of a future purchase** (vs 0.9% average)

8.01
days **mail lifespan** (vs 7.77 average)

Source: Top Brand Advertisers from DMA Effectiveness Databank: P&G, Unilever, Samsung, EE, Eon, BT, Virgin Media, Tesco, Barclays, John Lewis. JICMAIL Advertiser Attribution Data 2019–2023 n=8,429 Direct Mail, Business Mail and Door Drops

But mail works for smaller companies too. The effectiveness of Door Drops for local tradespeople is on an upward trajectory

Door Drop Commercial Effectiveness for Local Tradespeople
(% of mail items with any commercial action taken)

Q4 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023	Q1 2024	Q2 2024
6.5%	7.1%	8.2%	8.8%	9.2%	9.9%	10.7%
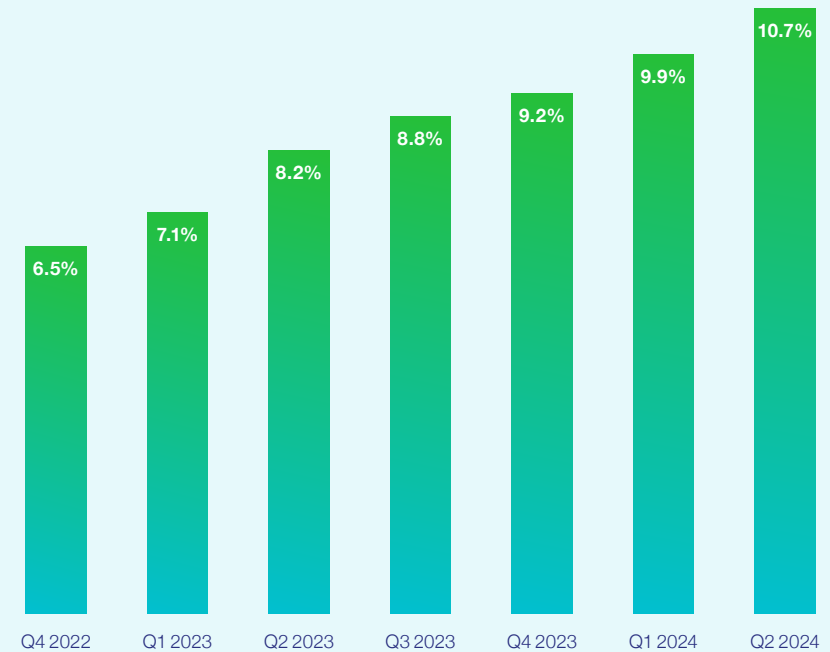
n = 4,192 Local Tradespeople Door Drops

"

Now, there's another interesting fact about adding the extraordinary potency of adding the locality. Which it's not just more relevant social proof. I've always had a strong belief with direct mail that localisation actually is a very strong form of personalisation. Not everything has to be about you as an individual, but anything that has kind of 'Kent' on it is automatically of interest to me."

Rory Sutherland

Source: Marketreach Mail Unleashed Interview 2024

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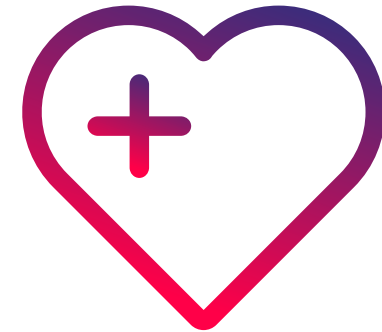Mail Media Metrics

HOW MAIL....

Deepens Customer Relationships

How mail…
deepens customer relationships

A longside JICMAIL's core panel-based mail measurement, the Response Rate Tracker provides campaign-centric data on which key performance benchmarks can be observed across Direct Mail and Door Drop campaigns. With ROI, AOV (average order value), CPA (cost per acquisition) and response rate data spanning thirteen organisations and 2,300 campaigns, The Response Rate Tracker definitively shows that it is typically five times more expensive to generate a response from a new customer than an existing one.

Customer retention and loyalty efforts are vital in an era in which marketers face numerous challenges related to heightened price competition according to the latest DMA Customer Engagement research. Mail is a channel that arguably has the longest history in harnessing the power of owned customer data and as such is adept in deepening customer relationships.

From the higher interaction rates and lifespan of warm Direct Mail and Business Mail, to its power at driving both digital traffic and physical store footfall, through to its programmatic capabilities: as a Super Touchpoint channel, mail has the ability to combine the power of data, creativity and technology to drive results from existing customers.

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How mail…
deepens customer relationships

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Mail's Super Touchpoint Strength:	**1.** Highly Personalised	**2.** Programmatic Capabilities	**3.** Traffic Driving	**4.** Footfall Generating	**5.** Highly Creative
The proof point:	Addressed Mail has 45% more interactions than partially or unaddressed mail	There is a £304k abandoned shopping cart potential upside for the average warm DM mailing	12% of Warm DM drives a website visit	Warm DM is more than twice as likely to drive store footfall vs Cold DM	Print media is more likely to be awarded a high creativity score by DMA Award judges
What's the benefit?	Cut-through and longevity: Addressed mail stays in the home for 8 days on average	Maximise cross-sell and up-sell opportunities: AOV for warm DM doubled in 2023	Owned Media working harder: 7% of addressed mail prompts account log-ins	Response and ROI: Warm Retail DM has a response rate of 3.5% and ROI of £7.20	Highly creative campaigns generated x4 business effects vs low creativity campaigns

Source: JICMAIL Item Data 2024; JICMAIL Response Rate Tracker 2024, DMA Value of Creativity Report
AOV = Average Order Value

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Plugging the abandoned shopper cart revenue gap with programmatic mail

The word 'programmatic' has become a term almost synonymous with digital display advertising in recent years, yet its application in the world of mail speaks to technology driven delivery solutions that are privacy-first, customer data-centric and powerful drivers of customer engagement.

In the context of abandoned shopper carts, where existing customers are only part-way through an online purchase journey before dropping out, programmatic mail can trigger the delivery of a mailer designed to encourage the final transaction to take place (see this explainer from JICMAIL Platinum Partner Paperplanes for more detail).

An analysis of JICMAIL's panel tracking and campaign response data gives a sense of potential revenue gap that could be plugged using programmatic Direct Mail.

Based on an average warm campaign mail volume of 77,000 items observed in the Response Rate Tracker, 8,162 items are likely to drive website visits.

Of these items, 31% prompt customers to look up their account details online yet only 13% result in an online purchase. This 18% gap equates to 1,469 mail items, which when multiplied by an Average Order Value benchmark of £207 for warm retail DM, results in a revenue gap of £304,000.

This £304k revenue gap represents the maximum potential opportunity cost per campaign of not plugging the abandoned shopper cart gap: a gap that programmatic mail is adept at filling.

The ROI of retail Direct Mail targeting existing customers is growing

Retail/Online Retail Mail ROI

■ 2022   ■ 2023

£7.80

£5.90

Warm DM

+32%

Growth in warm retail mail ROI in 2023

Source: JICMAIL Response Rate Tracker 2024

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Plugging the abandoned shopper cart revenue gap with programmatic mail

Assuming…

77,000
Average warm mail campaign volume: 77,000 items

£207
AOV for warm retail mail = £207

1,469
Abandoned Cart Gap: 1,469 items

£304,000
Abandoned shopper cart revenue gap = £304,000

Source: JICMAIL Item Data + Response Rate Tracker 2024

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HOW MAIL....

Ignites Household Conversations

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"

I think there's a perception that it has taken time or money to send a piece of direct mail. In the way there isn't that perception for an email. And one of the big ideas in behavioural science is this idea of costly signalling. The greater effort a communicator has gone to. The more believable their message."

**Richard Shotton –
Author of The Choice Factory**

Source: Marketreach Mail Unleashed Interview 2024

How mail...
ignites household conversations

Out of the twelve commercial actions tracked by JICMAIL, there is one that consistently ranks as number one across Direct Mail, Door Drops, Business Mail and Partially Addressed Mail: that is, mail's ability to prompt discussions.

Brand conversations are not simply the preserve of social media and influencer marketing. Most conversations take place in the real world between real people, and the mail channel has a huge role to play in influencing what they say.

Mail is shared in the home, with the location of the mail item in the household having a big influence on attention levels depending on the product category.

As covered in last year's The Time We Spend With Mail report, in-home contextual planning involves harnessing key behavioural insights about where your mail is most likely to be engaged with in order to maximise attention – and as a result key commercial actions such as brand conversations.

Creative content drives differing levels of discussion according to target audience and campaign objective with special offers, information about local services and entertainment related content all likely to stimulate conversations and conversions.

High brand advocacy can be a huge efficiency driver for those marketers looking to harness the power of earned media and pick up some of the slack from future paid media spend. Mail's Super Touchpoint strength at driving discussions provides the ideal platform for advocacy to flourish.

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How mail…
ignites household conversations

	1.	2.	3.	4.	5.
Mail's Super Touchpoint Strength:	Highly Shareable	Driving Household Discussions	In-Home Contextual Planning	Offer Relevancy	Content that Captures the Imagination
The proof point:	The average piece of Warm DM is engaged with by 1.13 people per household	19% of Business Mail prompts a discussion about the contents; 17% for Warm DM	The kitchen and living room are the highest mail attention zones in the home	Business Mail containing special offers is 37% more likely to be discussed	Mail content related to local services, entertainment or events prompts conversation
What's the benefit?	Efficiencies derived from mail's reach multiplier: 1 million items reaches 1.13 million people	The power of earned media: mail that is discussed is 71% more likely to prompt purchase	Planning to have mail read in contextually relevant locations maximises attention	From conversation to conversion: discussions stimulated while the purchase decision is live	Conversation likelihood 40–60% higher for local, entertainment or event-based mail content

Source: JICMAIL Item Data Q2 2024

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Mail discussion is on a long-term upward trend

I n 2024, the proportion of addressed mail driving a conversation hit a six year high.

As a tactile medium that can delight and surprise and sends a clear signal to the recipient that the sender values your custom enough to commit a message to printed comms, the mail channel's talkability factor is on the rise.

Furthermore, an analysis of JICMAIL's panel data reveals a key relationship between conversions and conversations: typically 2.5 times as many mail items drive a discussion vs a purchase. Planners must ask themselves what creative and audience targeting levers they can pull to further leverage brand discussions. Mail that contains information about local services and mail that contains information about entertainment activities and events has much bigger talkability conversion to conversation multiplier for example: typically of a factor of x6 to x7.

% Direct and Business Mail Prompting Discussion

17.5%

17.2%

16.3%

15.8%

15.8%

15.4%

| 2019 | 2020 | 2021 | 2022 | 2023 | 2024 to date* |
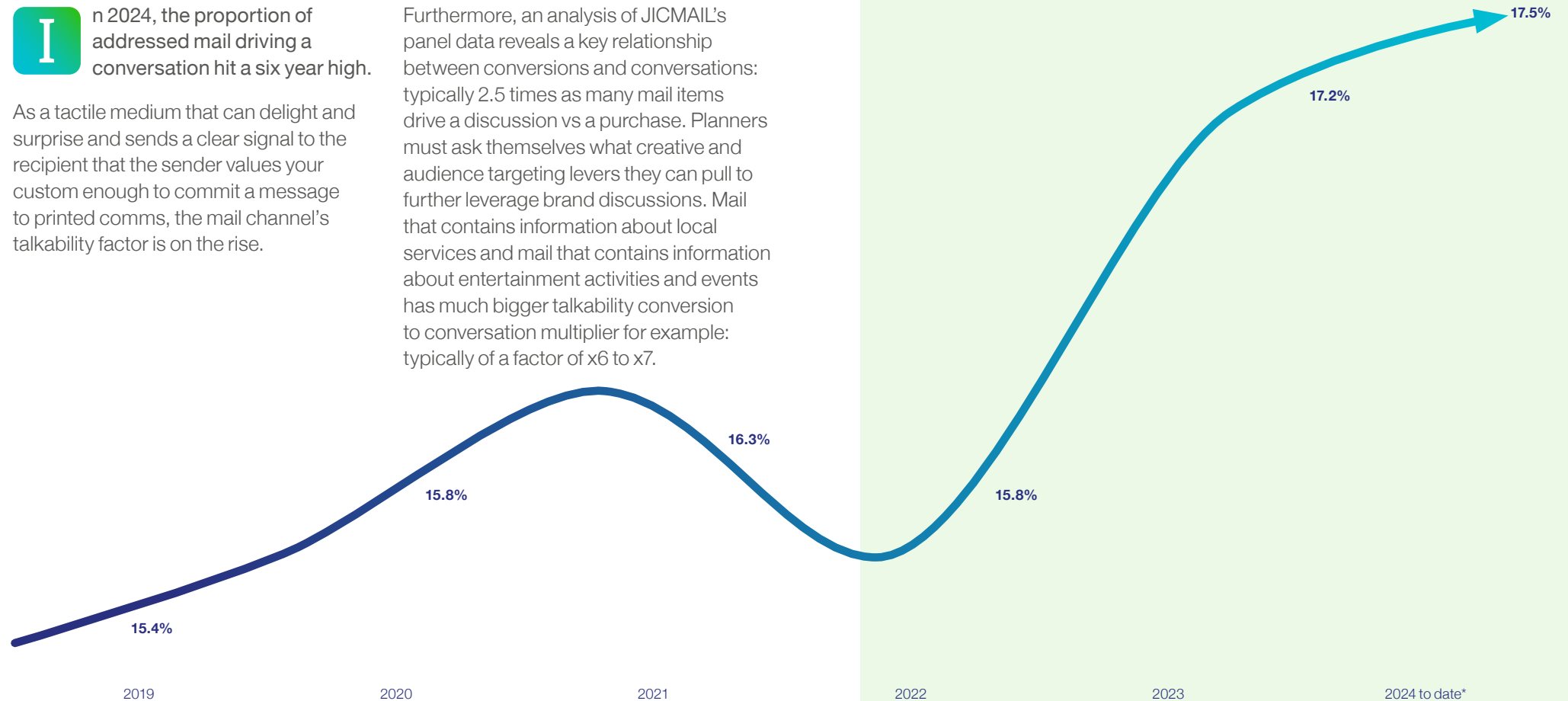
Source: JICMAIL Item Data 2024. *2024 = Q1, Q2 and Q3 only

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From conversion to conversation: x2.5 Golden Rule

x2.5

Purchase to conversation multiplier across DM and Business Mail

x6–7

For mail including information on entertainment/activities; information about an event; or local service information

Source: JICMAIL Item Data Q2 2024

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BRINGING IT ALL TOGETHER

The Super Touchpoint Planning Loop

The Super Touchpoint Planning Loop

Mail has a role to play at all stages of the typical planning cycle.

Door Drops, Cold Direct Mail and Partially Addressed Mail are vital tools for attracting consumer attention and acquiring new customers, whether that be when used in isolation or as part of a broader multi-channel campaign.

Warm DM, Business Mail and Programmatic Mail speak directly to customers, improving average order values by cross-selling and up-selling and shifting the dial on customer retention efforts while being used as part of an integrated campaign across one-to-one channels.

Warm DM, Business Mail (and to an extent Door Drops) stimulate discussions, helping brands harness the power of earned media and complementing future customer acquisition efforts through advocacy and recommendation.

Planners should consider the Super Touchpoints strength of all media channels throughout this planning loop when looking to make data-driven and informed media choices.

Mail's power as a Super Touchpoint

Door Drops
PAM
Cold DM

Mail Super Touchpoint Powers:
• Tactile Undivided Attention
• Mass Reach
• Geo Targeted
• Privacy Compliant

Warm DM
Business Mail

Mail Super Touchpoint Powers:
• In-Home Sharing and Discussion
• In-Home Context
• Relevant Offers
• Key Content

Paid Media

Earned Media

1

Acquisition

Acquisition

Recommendation

3

Recommendation

2

Retention

Owned Media

Churn

Warm DM
Business Mail
Programmatic

Mail Super Touchpoint Powers:
• Personalised
• Programmatic
• Traffic Driving
• Footfall Generating
• Highly Creative

1 Attract Customer Attention

2 Deepen Customer Relationships

3 Ignite Household Conversations

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BRINGING IT ALL TOGETHER

How do we know mail works?

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How do we know mail works?

I ndependent proof points help paint a picture of advertising mail effectiveness that adds weight to the contention that the channel is a Super Touchpoint.

Re-booted mail circulation data from Nielsen AdIntel now provides both the sell-side and buy-side of the mail channel with a highly accurate view of advertiser activity. Against a back-drop of marketing budget pressure, the first half of 2024 has seen a 9% quarter-on-quarter increase in the number of advertisers using the mail channel across Direct Mail and Door Drops.

The Data and Marketing Association's recently released Value of Creativity report reveals part of the reason why. Campaigns that employ tactile media channels (i.e, mail and print) tend to generate both more immediate response effects (i.e. the types of effects that short-term response campaigns are tasked with such as acquisitions, sales, bookings and footfall), and a greater number of

meaningful business effects (i.e. the types of effects that senior stakeholders really care about – such as profit growth and market share gains) than average.

When it comes to unpicking why the mail channel can lay claim to such vital effectiveness, the DMA's Value of Measurement report shines a further light on the channel. Campaigns that include mail in the mix tend to index highest for conforming to best-practice measurement – in other words they are most likely to avoid using less meaningful campaign delivery and vanity metrics when reporting on outcomes.

Best practice measurement that is both transparent and trusted is a key components of a Super Touchpoint channel.

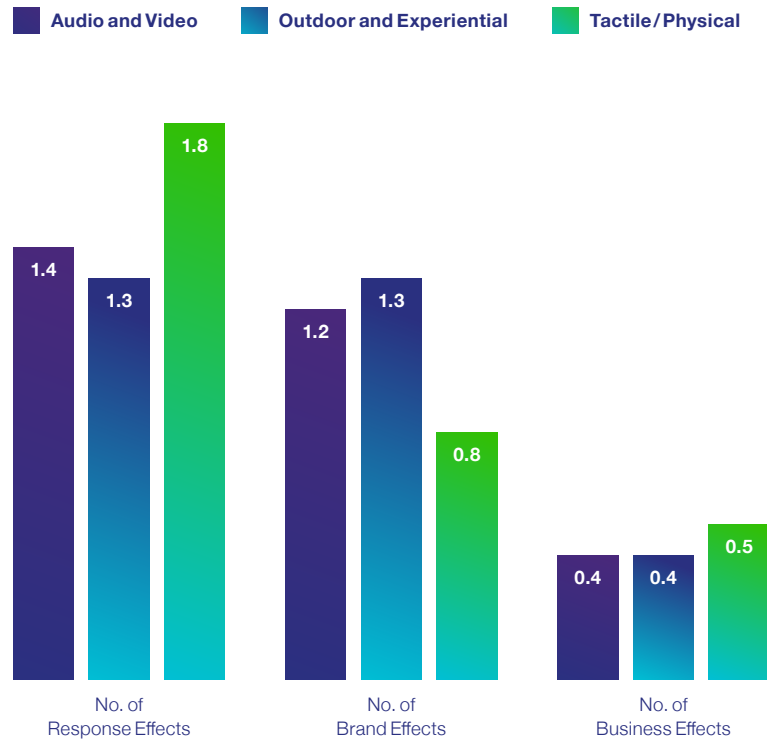**9% increase in the number of advertisers using the mail channel**

Q1 2024 — **3,656**

Q2 2024 — **3,986**
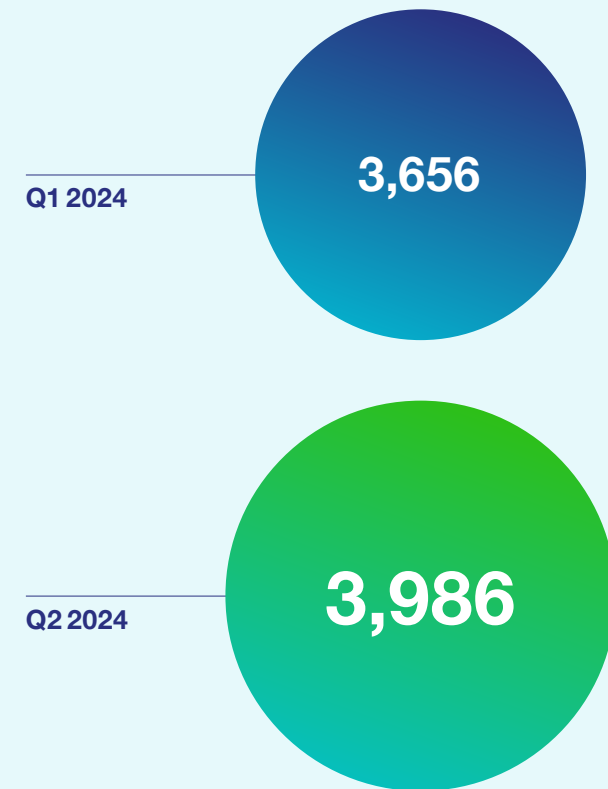
…mail advertisers tracked in Nielsen Ad Intel

Source: Nielsen Ad Intel Q1 to Q2 2024, Door Drop plus Direct Mail

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Tactile campaigns are number one for driving response effects and business effects

Mail tops the rankings for best-practice measurement

Effectiveness by Sensory Experience (no. of effects)

■ **Audio and Video**   ■ **Outdoor and Experiential**   ■ **Tactile / Physical**

	Audio and Video	Outdoor and Experiential	Tactile / Physical
No. of Response Effects	1.4	1.3	1.8
No. of Brand Effects	1.2	1.3	0.8
No. of Business Effects	0.4	0.4	0.5

Source: DMA Effectiveness Databank 2024, Value of Creativity Report 2024

Best Practice Measurement Index

Channel	Index
Ad Mail	163
TV	108
Radio and Audio	88
OOH	77
Press and Mags	74
Search	74
All Digital	68
Experiential	68
Email	67
Social	66

Source: DMA Effectiveness Databank 2024, DMA Value of Measurement 2024
Index 100 = Likelihood of average campaign to avoid using campaign delivery metrics when reporting on results
Note: the chart does not display solus use of the channel in question

JIC MAIL
Mail Media Metrics

BRINGING IT ALL TOGETHER

Test and Learn with JICMAIL

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"Media measurement is vital for making sound decisions about how to spend your media budget. Putting your pounds in the right place is more important than ever. Attention metrics may be useful for understanding how consumers engage with your media, but what your business really needs to know is the media's impact on sales. If you're considering adding mailings to your media plan, to take advantage of what looks like cost-efficient advertising, then also consider what you need to put in place to know how well it's working and get the most out of it. It'll bring your CFO on board and help marketing add value to your business."

**Grace Kite –
Founder, Magic Numbers**

Source: Marketreach article – Feeling the squeeze from your CFO?
Adding mail to the mix can boost ROI – March 2024

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Test and Learn with JICMAIL

JICMAIL campaign measurement should be considered additive to your existing mail measurement efforts.

It helps you plug the measurement gap by reporting on outcomes and metrics not measurable elsewhere.

Crucially it becomes another lens by which you can contextualise the results of your existing measurement, providing a platform for test and learn by experimenting with new hypotheses on which to optimise campaign performance.

Introducing JICMAIL+

Through a pool of third-party measurement vendors, JICMAIL has access to a suite of campaign measurement solutions to help mail users:

1. **Test audience receptivity to mail creative.**
2. **Identify new acquisition audiences using previously untapped data signals.**
3. **Measure mail's contribution to overall marketing effectiveness.**

At the heart of these campaign measurement solutions sits **JICMAIL+**.

JICMAIL+ is a mail measurement solution completely unique to JICMAIL that enables marketers to seed our 1,100 strong panel of UK households with live campaign or test creatives to report on outcomes that are directly comparable with JICMAIL benchmarks, including: Item Reach, Frequency of Interaction, Lifespan, Attention and Commercial Actions taken.

How does JICMAIL+ work?

1. Identify Campaign Audience on JICMAIL Panel

2. JICMAIL & Kantar distribute campaign to selected panellists

3. Distribute to different audience or creative cohorts

4. JICMAIL panel records interactions with test campaign across a 28 day period

5. Core JICMAIL metrics – reach, frequency, lifespan, attention and commercial actions available at campaign level

6. Results split out by creative/audience and contextualised against industry benchmarks

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JICMAIL+ can be combined with additional creative, audience and attribution insights to further optimise results

Each solution can also be used independently without seeding the panel

1. + CREATIVE   Which mail creative executions resonate with your audience and why?

2. + AUDIENCE   What new acquisition audiences can you uncover and how receptive will they be to mail?

3. + ATTRIBUTION   What does the mail channel contribute to a multi-channel campaign in terms of effective outcomes?

Selecting the test and learn measurement solution for you

What / How are you measuring?	JICMAIL+	(JICMAIL+) Creative	(JICMAIL+) Audience	(JICMAIL+) Attribution
Optimising Creative?	●	●		●
Optimising Targeting?	●		●	●
Pre-testing Campaign?	●	●		
Testing Live Campaign?	●		●	●
Existing Customers?	●	●	●	●
New Customers?	●	●	●	●
Addressed Mail / Business Mail	●	●	●	●
Door Drops / Partially Addressed	●	●	●	●
Potential Measurement Partners	JICMAIL Mail Media Metrics / KANTAR	RAM Research and Analysis of Media / KANTAR	HERDIFY / paperplanes / STARCOUNT	UniFida / m

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Mail Effectiveness Case Studies

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Abel & Cole

Abel & Cole is an established subscription brand with a loyal and engaged following. However, due to diminishing ROAS (return on advertising spend) acquisition costs were skyrocketing. It wanted to use the power of its existing communities to find new customers.

Strategy

Working with Whistl and Herdify and using community detection insights, the team was able to identify where consumers were talking about the brand in the real world. In behavioural science terms, these community conversations are 92% more likely to result in a sale compared to any other type of advertising, because people trust recommendations from people they know.

Abel & Cole used its control envelope creative, the best-performing format across the brand's print media channels.

A strong offer was used, giving £30 savings across the first three shops. This meant new customers would benefit from at least three boxes, thus more likely to become a long-term customer.

The envelope was purposely bold using the yellow brand colour, and included the offer in a roundel, as well as the hero fruit and vegetable box image. A TASTE2023 QR offer code and the customer postcode aided measurement.

Results

Abel & Cole benefitted from response up to 10 weeks after the Door Drop hit targeted homes.

198 new customers were recruited from the Door Drop, exceeding the target.

There were 538 QR code scans, an exceptional scan rate of 0.17% and well aligned with the QR code scan benchmark measured by JICMAIL.

This campaign won silver in the Unaddressed Mail / Door Drop category at the 2023 DMA Awards.

Jaguar Landrover

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Campaign Overview

With two body designs, six trim levels, seven exterior colours and 119 individual accessories, New Defender was the most customisable Land Rover ever.

Working with Edit and Spark44, the challenge was to cut complexity and help customers understand how to tailor the car to their lifestyle.

Strategy

New Defender could be customised to meet any need. But the pandemic caused huge disruption to prospects' lives, driving them constantly online and making them unable or unwilling to visit retailers. How could they easily explore their perfect vehicle?

The answer was a Direct Mail 'offline configurator', to stimulate interest, educate people about the different models and options available, and help them overcome choice paralysis when they came to configure their car. Building their own New Defender would also leverage the 'IKEA effect', making them more invested in the purchasing process.

The tangibility of Direct Mail helped the car manufacturer stand out from the many digital communications customers were receiving during lockdown. Appealing to families would also give the communication more interest and longevity, with Direct Mail typically being consumed by 1.2 people in each in each household according to JICMAIL.

Results

This absorbing Direct Mail pack generated significant renewed interest and led to 2,455 New Defender prospect enquiries – a response rate of around 25%.

In total, 431 sales were prompted, generating an ROI of 514:1.

The pack also generated social buzz with customers hugely enjoying its interactivity, and some customers requesting additional packs.

This campaign won gold for best use of mail at the 2021 DMA Awards.

Mr and Mrs Smith

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Campaign Overview

The luxury end of the travel industry is awash with aspirational imagery but little that creates an emotional connection to the brand. Mr & Mrs Smith carved a niche against the Goliath industry players, so the team needed to create a mailing that appealed to active and lapsed customers alike.

The creative brief asked for an aspirational piece that fed the emotional travel feelings without being a traditional January peak "sale and hard sell".

Strategy

Working with PSE and using the JICMAIL insight that a travel mailing will be interacted with 4.6 times, the goal was to create something that built on that and 'lived' on the coffee table for a longer time period.

With Client and Agency collaborating at every stage and using the client's in-house studio, they developed a content plan based on insights.

The content included a mix of shorter breaks and longer stays, a blend of UK and overseas, all with an immersive approach so that the customer could see themselves in that place. To create an immediate differentiation from other luxury operators, the outer envelope used the line 'HOTEL LOVERS ONLY ASK ONE QUESTION… … BUT IS IT A SMITH HOTEL?' Inside was an eight page newspaper called 'Room Service' that stood out from all the brochures being sent by competitors.

This campaign won gold for best use of mail at the 2023 DMA Awards.

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How to use JICMAIL when planning with the Super Touchpoints loop

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How to plan a Super Touchpoint campaign using JICMAIL

Objective	Mail Super Touchpoint Strength	Mail Channels	Key Metrics	JICMAIL Discovery Planning Tools	Test and Learn Solutions
Acquisition	Attract Consumer Attention	Door Drops PAM Cold DM	Time-spent	Mail Categories; Competitor Insights	JICMAIL+ Creative JICMAIL+ Audience JICMAIL+ Attribution
			Engagement Rate	Action Benchmarks	
			Reach and Frequency	Campaign Calculator; IPA Touchpoints	
			Response Rate	Response Rate Tracker, Action Benchmarks	
			ROI	Response Rate Tracker	
			Share of Voice	Circulation data via Nielsen AdIntel	
Retention	Deepen Customer Relationships	Warm DM Business Mail Programmatic Mail	Open Rates	Action Benchmarks; Competitor Insights	JICMAIL+ Creative JICMAIL+ Audience JICMAIL+ Attribution
			AOV	Response Rate Tracker	
			% Driving Traffic/Footfall	Action Benchmarks; Action Drivers	
			% Offer Redemption	Action Benchmarks; Action Drivers	
Recommendation	Ignite Household Conversations	Warm DM Programmatic Mail	Item Reach	Campaign Calculator; Mail Categories	JICMAIL+ Creative JICMAIL+ Audience
			% Discussions prompted	Action Benchmarks; Competitor Insights	
			Offer Redemption	Action Benchmarks; Action Drivers	
			Response Rate	Response Rate Tracker, Action Benchmarks	

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About JICMAIL

For more information on how you can access JICMAIL data and use it to plan more efficient and effective mail campaigns, please visit www.jicmail.org.uk or email admin@jicmail.org.uk

JICMAIL data is gathered from a panel of 1,100 households a month. The mail activity of every household member is tracked using a diary based app. Every mail item they receive over the course of a week is captured, and everything they do with that mail item over the course of a month is recorded.

Anonymised campaign benchmarks are also published through the Response Rate Tracker, and JICMAIL-endorsed mail circulation data is available via Nielsen Ad Intel.

JICMAIL data is used by advertisers, agencies, printers, mailing houses and mail sell-side organisations to demonstrate the value of mail, plan more efficient and effective mail campaigns, track mail performance and provide detailed competitor insight.

JICMAIL is a Joint Industry Currency – an independent organisation with a board comprising both the buy-side and sell-side of the mail channel.

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