

BUSINESS MAIL A WINNING OPPORTUNITY

A guide to unlocking the
true value of business mail



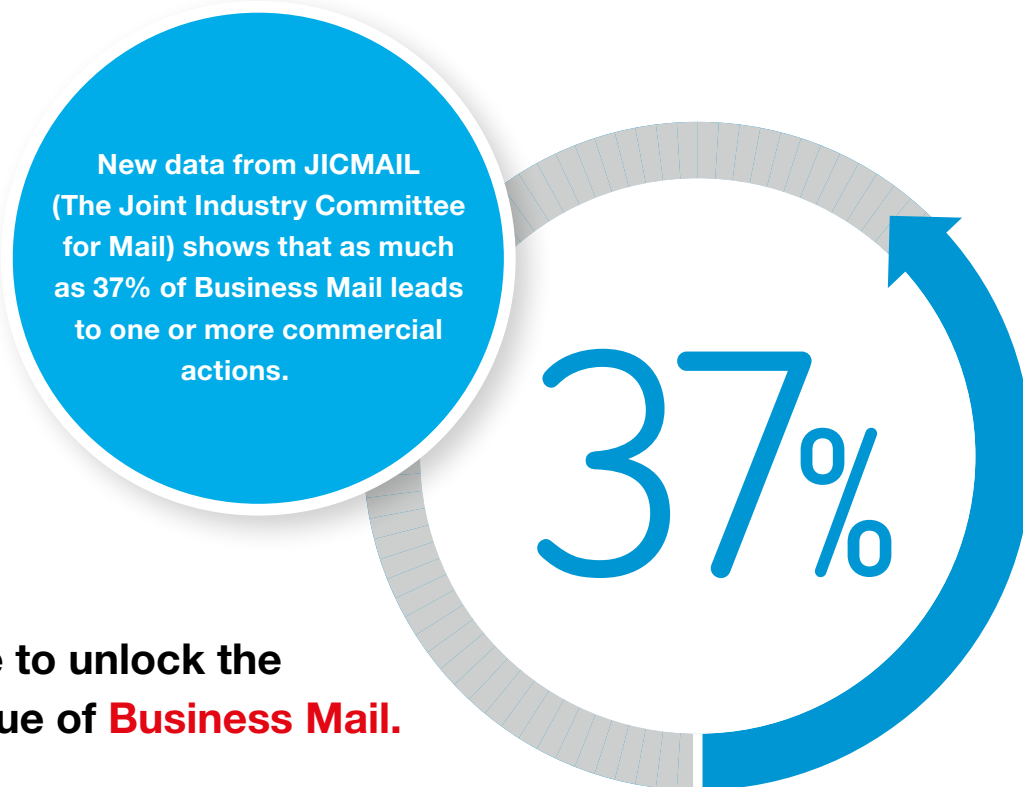
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INTRODUCTION

In today's GDPR world, it's never been more important to show that you value and respect your customers. Mail is proven to be welcomed, trusted and valued, which makes it the perfect channel for communicating important and sensitive information.

Almost all companies send Business Mail — things like bills, reminders and administrative information. But what they may not realise, is just how hard Business Mail can work, making an impact far beyond its primary functional purpose.



It's time to unlock the true value of **Business Mail**.

WHAT IS BUSINESS MAIL?

The mail industry separates mail into two postage categories — Advertising Mail and Business Mail. It's a distinction largely invisible to customers, who are likely to see all mail as the same.



BUSINESS MAIL

Mail that delivers important information from organisations to their existing customers.

This includes:

- **Bills and statements**
- **Pension and tax information**
- **Appointments and reminders**
- **Product or service updates**
- **Changes to terms & conditions or price changes**
- **Administrative information**



ADVERTISING MAIL

Mail that focuses on commercial behaviours, like sales, enquiries, visits and registrations.

BUILDING RELATIONSHIPS

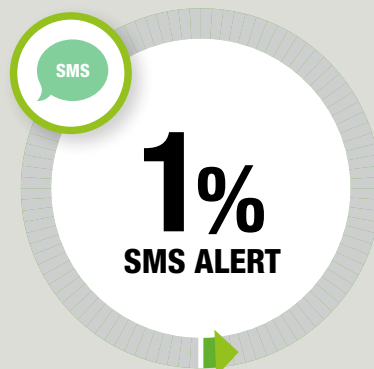
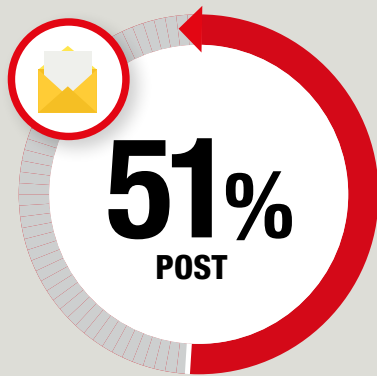
GOOD FOR CUSTOMERS

Business Mail connects customers to organisations in a uniquely personal way. It delivers the most important information of all such as statements, appointments and contracts. Done correctly, it reassures and makes customers feel valued and in control. Putting the information they want and need, directly into their hands.

GOOD FOR BUSINESSES

Business Mail allows organisations to build strong relationships with their customers. As a trusted channel, it's a great way to clarify information, communicate changes and reiterate benefits. This could help to reduce call-centre traffic, cut down on branch visits, and reduce costly missed appointments.

MAIL IS PERCEIVED AS SAFE, PRIVATE AND SECURE, WITH 51% OF PEOPLE PREFERRING TO RECEIVE SENSITIVE OR CONFIDENTIAL INFORMATION BY POST.*



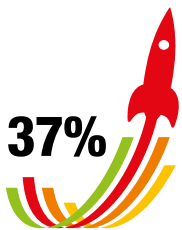
*When asked: Thinking about how companies or organisations contact you, what is your preferred method of contact for sensitive or confidential information?

MAKE A LASTING IMPRESSION

In a world that's seen an explosion in new media choices – from digital and social to mobile, it's more important than ever to match the right channel to your objectives.

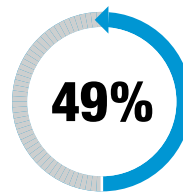
Research shows that **99% of Business Mail is engaged with in some way.***

It's opened, read, shared and discussed. So if you want to make a lasting impression, Business Mail should be a key part of your customer journey.



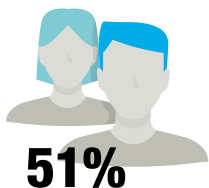
MAIL DELIVERS RESULTS

37% of Business Mail drives commercial actions, like buying or visiting a website.*



MAIL IS REMEMBERED

Mail has a powerful effect on long-term memory encoding – 49% stronger than email.**



MAIL IS TRUSTED

51% of people prefer to receive sensitive or confidential information by post, as opposed to 35% by email.^



MAIL REACHES MORE PEOPLE

Business Mail has a reach of 1.19 – that means for every 1,000 items opened, 190 are passed on and shared.*



MAIL STAYS IN THE HOME

75% of Business Mail stays in the home for over 4 weeks, and is revisited an average of 5 times.*

Visit marketreach.co.uk/businessmail for more information, or call our Business Mail experts on 0800 177 7261

*JICMAIL, Kantar TNS, Q2 2017 - Q1 2018. **Royal Mail MarketReach, Neuro-Insight, 2018.
^The Value of Mail in Uncertain Times, Kantar TNS, 2017.

DRIVE COMMERCIAL ACTIONS

Business Mail works incredibly hard for your business, and your customers. On average, 37% of Business Mail drives people to take one or more commercial actions. After receiving Business Mail, customers may:

- VISIT THE COMPANY WEBSITE
- BUY SOMETHING
- MAKE A DONATION
- PLAN A LARGE PURCHASE
- USE A VOUCHER/CODE
- VISIT THE SENDER'S SHOP
- ORDER A CATALOGUE
- DISCUSS WITH SOMEONE

Results vary in different sectors. For instance, in the retail sector, 21% of Business Mail leads to buying behaviour. In the Telco sector, 24% of Business Mail leads to an online visit, and in the Leisure sector, 23% of Business Mail was discussed with someone else.* Use our [interactive tool](#) to see how Business Mail performs in your sector.

Research also shows that different types of Business Mail drive different levels of action.

Business Mail Type	% of Business Mail that resulted in a commercial action
Appointment related information	55%
Notification / Reminder	51%
News / update / magazine articles	19%
Financial statement / bill / update	38%
Loyalty rewards statement	50%
Administrative information (e.g. account details)	41%
Average	37%

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MAIL IN THE CUSTOMER JOURNEY

Every media channel has its place in the customer journey and its own key role to play. TV, for instance, drives mass brand awareness, email is great for quick updates, while social media is good for further engagement.

Business Mail should be strategically integrated into the customer journey, working alongside other channels to deliver the maximum value.

For example, mail and email work on different levels, but in ways that complement each other. Email is ideal for delivering messages that have a short impact and lifespan. Business Mail has a longer-lasting impact and helps build a positive relationship between customer and brand.



Royal Mail MarketReach, Mail and Email, 2014.

MAKE IT PERSONAL

Business Mail can significantly contribute to the mix by delivering a unique 1-to-1 connection with your customers. It's the channel to consider when you want customers to take notice, keep and remember information.

In a world where it is easy for customers to switch brands in an instant, mail can help you build brand engagement and strengthen relationships, so your customers have a reason to connect and stay with you.

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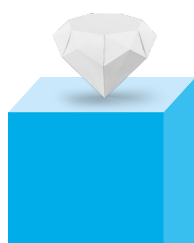
HOW CAN MARKETREACH HELP?

DISCOVER OUR RANGE OF FREE SERVICES, DESIGNED TO HELP YOU DELIVER COMMERCIAL SUCCESS WITH MAIL.



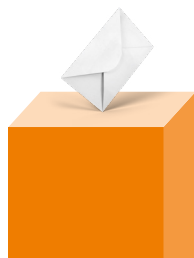
REACH CUSTOMERS 1-TO-1

- Build the best plan using our audience insights, market expertise and the latest research.
- Work with us to plan and optimise your mail and door drop targeting.
- Get the most from your data. We'll ensure it's clean, accurate and up-to-date.



GET MORE FROM YOUR MEDIA MIX

- We can help you understand how mail best integrates with your other channels to give you maximum value.
- Optimise your mailings using our creative insight, research and tools.
- Discover fresh insights on mail's reach, frequency, and the commercial actions it drives.



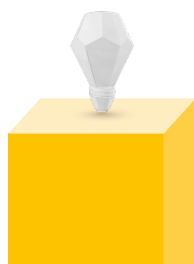
ACHIEVE MAIL EXCELLENCE

- Access our knowledge centre for mail best practice and case studies.
- We'll provide you with expert advice on the design of your mail, as well as technical support.
- For high-quantity mail customers, we offer free effectiveness workshops to help you develop and maximise campaigns.



MAXIMISE COMMERCIAL OUTCOMES

- We have a range of unique tools and data that shows how consumers use and respond to mail.
- We can help you measure and evaluate the commercial impact of your campaigns.
- Our range of financial incentives is designed to help you get the most from your budget.



BE INSPIRED

- We share the latest mail innovations from around the world and help you put them into practice.
- We work with partners who are leading the way in mail innovations – across programmatic, augmented reality and near field communication.
- Work with us to develop bespoke mail solutions for your marketing needs.



As the UK's leading expert on the power of mail, we help organisations to achieve their goals by unleashing the magic of mail.

Whether you need broad market insight or have a question about making mail work for your organisation, we've got it covered. And our advice is always available for free.

For more information, visit marketreach.co.uk

 **marketreach**
unleash the magic of mail

