The Value of Super Touchpoint Planning

A DMA Effectiveness Databank Analysis

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JIC MAIL
Mail Media Metrics

DMA
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/ The Value of Super Touchpoint Planning

1. More is More

Multi-channel planning is a key driver of effectiveness. The more channels used in acquisition campaigns the more effects are generated, up to the usage of ten plus channels. However, retention campaign effectiveness peaks where six channels are used.

2. Super Touchpoint Strengths

Channels with Super Touchpoint strengths related to factors such as trust, creativity, targeting capabilities, customer-data integration, measurement and insight, generate more effects overall, yet **there is significant room for growth in the use of Super Touchpoint channels.**

3. Channel Combinations

55% of marketers think they should be investing more time planning across Super Touchpoint channels in the next 12 months: i.e. identifying channels most likely to contain effective **touchpoints** while seeking channel combinations that generate both short and long-term effectiveness.

4. Super Touchpoint Effectiveness

Super Touchpoint channels outperform the channel effectiveness average by +25%. TV, Direct Mail, Door Drops, OOH and Radio over-index for likelihood to contain Super Touchpoint strengths, and are arguably under-invested in vs channels where these strengths are less prevalent.

/ Contents

/ Foreword

Consumer attention is being atomised across more channels than ever before. Super Touchpoints is a powerful framework to help planners build big from these lots of littles.

We've never had a more complex set of channels to navigate. But marketers have never been under pressure to make so many assets by the platforms or 'to do more with less' by their C-suite leaders.

Which means there's never been such a big gap between what marketers could do and what they should do. In other words, we need to be much smarter about the choices we make.

There's a danger of more clutter, more low attention, low value touchpoints. A danger that if we're not smart, all these littles don't add up to something big.

With a channel eco-system that's so disconnected, with a world of proprietary data and walled gardens, there's a huge need for better frameworks to cross boundaries and help join things up.

Enter JICMAIL's Super Touchpoints - a framework designed to help planners navigate all this.

It's a great and much needed idea - it's not just a compelling research report, it's also a strategic framework designed to help identify the high performance media channels that deliver exceptionally high levels of consumer attention, engagement, trust and memory encoding.

Its super-smart STEP (Super Touchpoint Evaluation Points) framework helps planners identify where the most valuable contact points actually sit and helps planners distinguish between mere fleeting impressions from touchpoints which can make deeper connections and so carry disproportionate weight.

Everyone now knows that not all impressions are equal. And with Super Touchpoints now everyone's got access

to a framework to help them know which impressions can really make an impact.

Ultimately it's all about helping brands choose the channels that will lead to greater effectiveness. It proves certain 'anchor' touchpoints act as a force multiplier, significantly increasing the effectiveness of the rest of a brand's digital and broadcast media mix. It proves that using Super Touchpoints can help brands outperform the average channel effectiveness by +25%. It shows that more can be more - and that for customer acquisition campaigns, layering more channels consistently drives higher effectiveness, with the number of generated effects increasing all the way up to the usage of ten or more channels.

I especially love how it helps to unify thinking across media, creative, and customer data. And how it links spend directly to the business outcomes - profit, market share, and pricing power - that senior stakeholders actually care about.

I can't recommend JICMAIL's new report, "The Value of Super Touchpoint Planning" and resulting action plan highly enough."

Tom Roach
VP Brand Strategy, Jellyfish

/ Introduction

One year on from the launch of "Mail: The Super Touchpoint" and the language of Super Touchpoint planning is really catching on.

From references during Andrew Tindall and Mark Ritson's Creative Dividend paper presented at Cannes; to collaborative industry planning roundtables featuring the likes of Direct Line Group, Carat and VCCP, there is increasing acknowledgement that if advertising is broken, then Super Touchpoint planning might just be the way to fix it.

And advertising is broken. Growing movements such as "Advertising: Who Cares?" spearheaded by ad veterans Nick Manning and Brian Jacobs speak to the growing concern with ad bombardment, declining creativity, poor effectiveness and rising levels of ad fraud. Newswork's Attention study released in September 2025 reports that ad investment has divested away from high attention media to lower attention media to a new norm of 70:30

in favour of low attention; while a comparison of PwC and Reuters data shows that the total amount of money Meta makes from fraudulent ads now surpasses the total global ad revenue of news brands in print and online.

To fix the broken advertising eco-system, Advertising: Who Cares "advocates for a return to quality in advertising, prioritizing creativity, authenticity, and meaningful brand impact." It's these values that so clearly echo the Super Touchpoints planning framework established by JICMAIL, The DMA and a roundtable of industry experts (including the IPA, System 1 and a handful of leading advertisers and agencies) in late 2024.

JICMAIL has been encouraging marketers to use an evaluation framework that applies a STEP score (Super Touchpoints Evaluation Points) to existing and proposed marketing plans across acquisition, retention, brand building and response activity".

Channels and platforms that contain a high weighting of Super Touchpoint strengths related to factors such as transparent measurement, strong creativity, data ethics, trust, attention, targeting accuracy and cross-channel integration will rise to the top, while poor performers will raise questions as to their role in marketing plans.

As the Joint industry Currency for Mail, measurement in particular is a topic close to JICMAIL's heart, and the vital role that the UK's JICs play in delivering transparent measurement in a world of platform dominance and signal loss is highlighted in the recently released "Signals in the Noise" paper from the IPA.

To help planners on this journey, JICMAIL will this year release an AI-driven Super Touchpoints evaluation tool. Aimed at kick-starting the process of STEP scoring across key touchpoints and channels, the tool will take an early reading of publicly available resources from key UK JICs, trade bodies, research agencies and measurement specialists to pre-populate the STEP framework – scores which can then be sense checked and over-written by proprietary client data and planning information.

As JICMAIL continues to propagate the principles of Super Touchpoint planning, and of course the role of the mail channel within that, we are constantly on the look-out for proof points that support such an approach.

Dr Grace Kite's narrative around "Lots of Little" channels adding up to greater than the sum of their parts was ably continued by Tom Roach at 2025's IPA Effectiveness Conference. A crucial finding highlighted that similar ads running across different platforms but well customised to the media channel in which they appear result in a 60% uplift in brand equity effects vs campaigns with poor channel and creative integration. Creative consistency doesn't have to mean the same ad running everywhere. A consistent look and feel that takes advantage of the unique platform capabilities of different channels will have a profound impact on effectiveness: an important finding for a tactile medium like mail which is rich in creative potential.

At the same time Oxford University's Professor Felipe Thomasz has challenged the wisdom of reach-based planning, drawing on data from WPP to prove that selecting the best four touchpoints for a campaign based on a deep understanding on their role in the customer journey, will lead to twice the impact on consumer behaviour than when four touchpoints are selected without this knowledge. Furthermore he highlights that marketers should look beyond paid media. On average, channels containing owned, shared and earned touchpoints are nearly three times more powerful than paid media alone in converting someone from bias to purchase. For the mail channel which has the ability to acquire new customers, retain existing ones and ignite brand conversations, this is a telling finding that should prompt a re-evaluation of the channel.

> To add further to this growing pool of evidence JICMAIL has teamed up with the Data and Marketing Association to explore the DMA's Effectiveness Databank of nearly 2,000 DMA Award-entering campaigns.

The insight presented in this report makes a strong case for the multiplicative power of layering in more channels to achieve broad mass-marketing goals related to customer acquisition, while acknowledging that there is nuance to this picture when looking to achieve other goals related to maximising efficiency or customer retention. Yet it is not just the quantity of channels that makes a difference to effectiveness, but the quality too... and this is where Super Touchpoint planning comes in.

The findings in this report have been supplemented by comments from a roundtable run by **JICMAIL and the DMA, and attended by Direct Line Group, Carat and VCCP** in November 2025. At the very least, this report should provide evidence as to the power of aligning the right channels with the right Super Touchpoint strengths to maximise marketing effectiveness, while encouraging planners to get serious about Super Touchpoints planning.

Ian Gibbs
Director of Data Leadership & Learning, JICMAIL; Insight and Planning Director, DMA UK

Mark Cross
Engagement Director, JICMAIL

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55%

of marketers think they should be investing more time planning across Super Touchpoint channels in the next 12 months
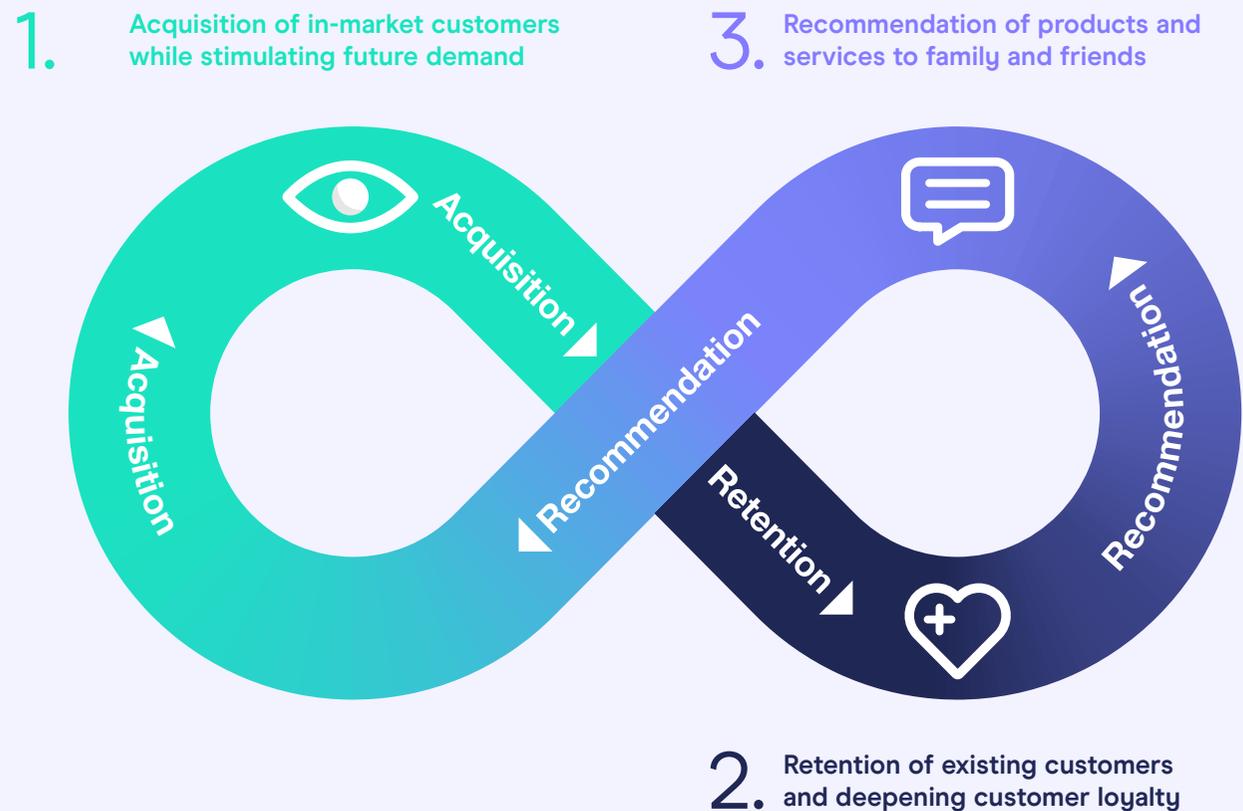
Source: DMA Award Judges Survey 2025

/ 1. **The State of Marketing Effectiveness**

DMA

Data &
Marketing
Association

Super Touchpoints and the customer journey loop

Despite constantly being told that we're living through an era of profound change, the fundamental objectives of marketing are constant.

Marketers want to acquire new customers (either in the near-term using performance / direct response advertising or in the long-run using brand advertising); retain them through loyalty and engagement efforts; and if they're in an appropriate category, get customers to discuss and recommend the brand to others.

Super Touchpoint channels have the ability to touch on all areas of this marketing cycle, yet overall effectiveness trends across response and brand activity have differed across the last few years.

1. Acquisition of in-market customers while stimulating future demand

3. Recommendation of products and services to family and friends

Acquisition

Recommendation

Acquisition

Recommendation

Retention

2. Retention of existing customers and deepening customer loyalty

/ Response effectiveness is recovering but Brand effectiveness is accelerating

Response Marketing Effectiveness

(Index 100 = average no. of response effects 2020-2025)

+7%

Year	Value
2020	132
2021	91
2022	97
2023	75
2024	100
2025	107
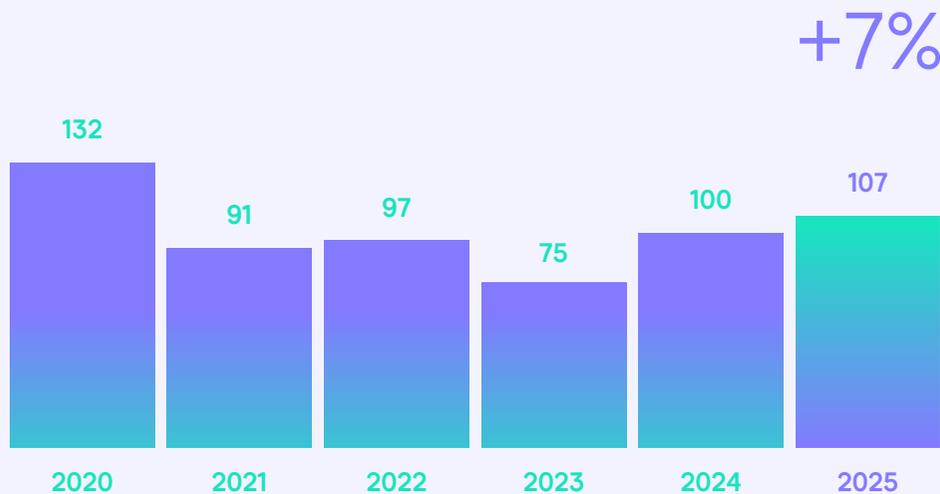
Brand Marketing Effectiveness

(Index 100 = average no. of brand effects 2020-2025)

+22%

Year	Value
2020	65
2021	50
2022	76
2023	95
2024	116
2025	138

DMA Effectiveness Databank 2020-2025
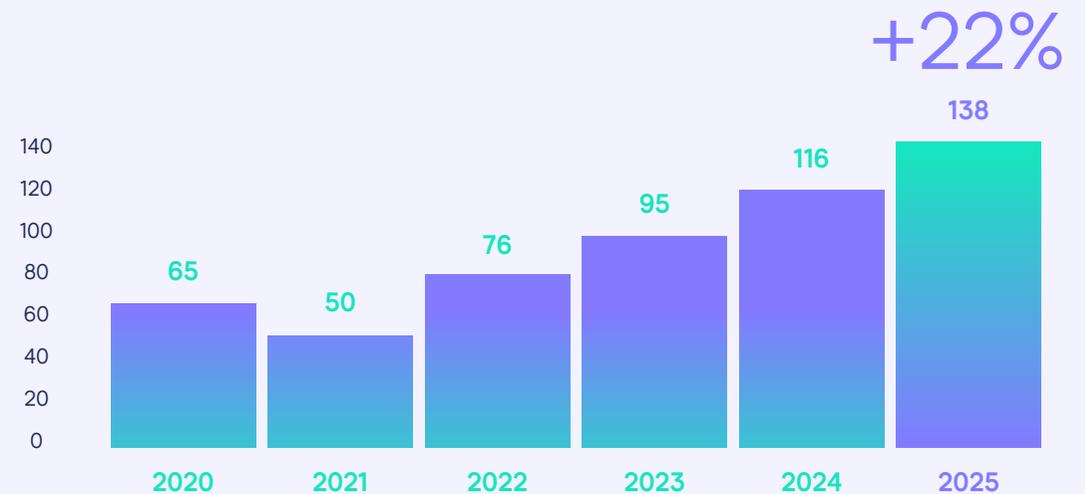
Over the last half-decade, performance / response marketing has had a rocky ride.

Tasked with driving short-term sales and customer acquisitions, performance marketing effectiveness has declined from the highs recorded during the Covid lock-downs of 2020, suffering in the face of the cost-of-living crisis and muted economic growth. Since the lows of 2023 however, performance has steadily improved across the last two years with a 7% growth in the number of effects recorded in 2025.

While performance marketing effectiveness has been recovering, brand marketing effectiveness has been accelerating, with consistent growth seen across the last five years and a 22% uplift in the average number of brand effects recorded per campaign in 2025 alone. While this finding doesn't necessarily tell us that the industry as a whole is investing enough in brand, it does tell us that those who are investing are doing so with increasing amounts of success.

With brand building tasked with stimulating future demand, the long-term impact of improved brand activity is one possible cause of the turnaround

in response effectiveness over the last couple of years. However, in order to maximise the output of their budgets, marketers should be asking themselves what else they can proactively do to ensure response while building brand and long-term business outcomes at the same time.

The Super Touchpoint planning checklist supports the case for a joined-up approach in planning for effective outcomes.

Channels that offer a quick route to sales might not always be the ones that offer the highest lifetime value. A focus on channels (and the touchpoints within those channels) that offer a platform to deliver creative, emotionally engaging, well-targeted and well-synchronised comms will deliver full-funnel effectiveness that is both insight driven and measurable.

However, before exploring the question of the **quality** of channels currently used in our marketing plans (as measurable by their Super Touchpoint strengths), this report will first explore what the **quantity** of channels and touchpoints deployed offers to marketing effectiveness.

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

/ 2. Less is More vs More is More

/ Acquisition Marketing: More is More

The taxonomy of channel selection is an increasingly complex one and it is a topic that requires consensus and clarity if planners are to make informed Super Touchpoint planning decisions:

Marketers have a selection of advertising media to choose from: Ad Mail, TV, Out of Home, Audio, Digital etc; and within each media there are channels: Direct Mail, Door Drops, Linear TV, BVOD, SVOD, Radio, Podcasts, Digital Display, Social etc; and within channels there are touchpoints. Each touchpoint is a channel multiplied by a myriad of different planning factors: the ad format and targeting used, location, time-of-day, mood, need-state, context, and attention-levels to name but a few.

While the DMA Effectiveness Databank does not quantify the number of touchpoints used in a campaign, it does quantify the number of channels used, which at least gives us a sense of how effective a multi-channel strategy is when looking to generate marketing effects.

Acquisition Effectiveness:

When it comes to customer acquisition, layering in more channels has a positive impact on effectiveness. More channels equates to more effects generated, right up to the usage of ten or more channels. A multi-channel strategy enables marketers to cast the net as wide as possible in searching for new prospects, while taking advantage of the relative strengths of different marketing channels in delivering a well integrated piece of marketing activity.

This finding seems broadly consistent with other industry norms - for example the recently published findings from the IPA that the most effective trust-building campaigns use 10.7 channels on average, and the subsequent positive impact that trust has on customer acquisition.
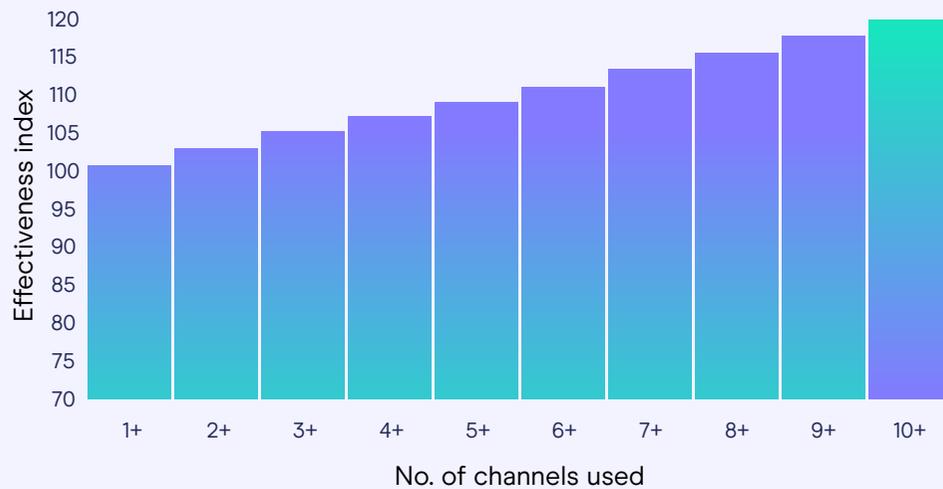
Recommendation Effectiveness:

Want to get people talking about and recommending your brand? A multi-channel strategy also pays off, with steeper increases noted in effectiveness than those recorded for acquisition effects. Spread the net wider, maximise reach efficiently across mutually-effective channels and if you're in the right category you'll get more people talking about your brand.

> "The mantra of full integration across paid, owned and earned channels has been around for years, but its potential is only fully realised where true touchpoint-based planning is being adopted.

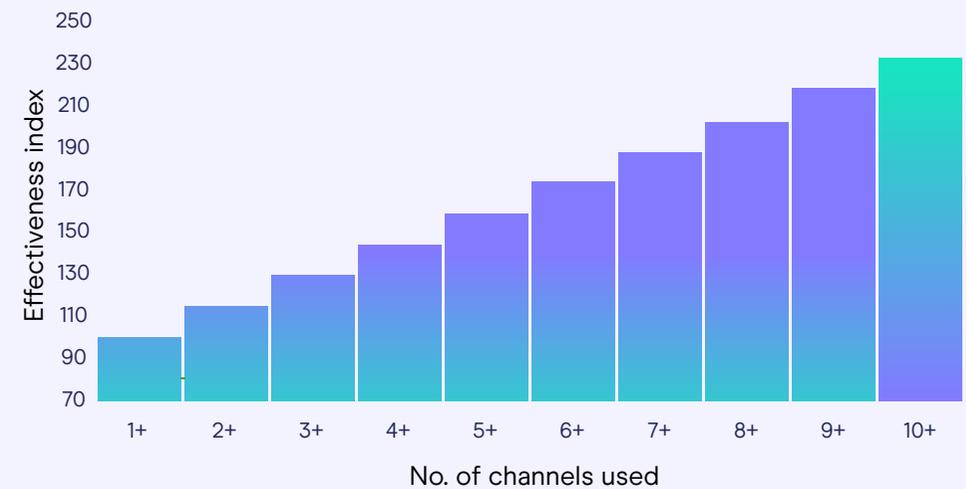## Acquisition marketing effectiveness by no. of channels used
(Index 100 = 1+ average)

Recommendation effectiveness by no. of channels used
(Index 100 = 1+ average)

DMA Effectiveness Databank 2017-2025
Acquisition Effectiveness Index = no. of response marketing effects for acquisition campaigns
Recommendation Effectiveness Index = no. of recommendation, advocacy, discussion, NPS & sentiment effects

/ Efficiency peaks with 2+ channels

ROI tends to peak when fewer channels appear on the marketing plan: at the 2+ channel level.

As channels accumulate ROI tends to decline. However, it is important to note that ROI is still positive right up to 10+ channels appearing on media plans, and while activity is profitable it should always be under consideration.

Wider channel usage is a hallmark of bigger budget campaigns within the DMA's Effectiveness Databank. And at higher investment levels working from higher baselines, it is simply harder to return the same profit multiples possible with lower investment. For example, consider the fact that it is much easier to double £100 of investment than it is £100,000.

ROI Index by no. of channels used
(Index 100 = 1+ average)

DMA Effectiveness Databank 2017-2025
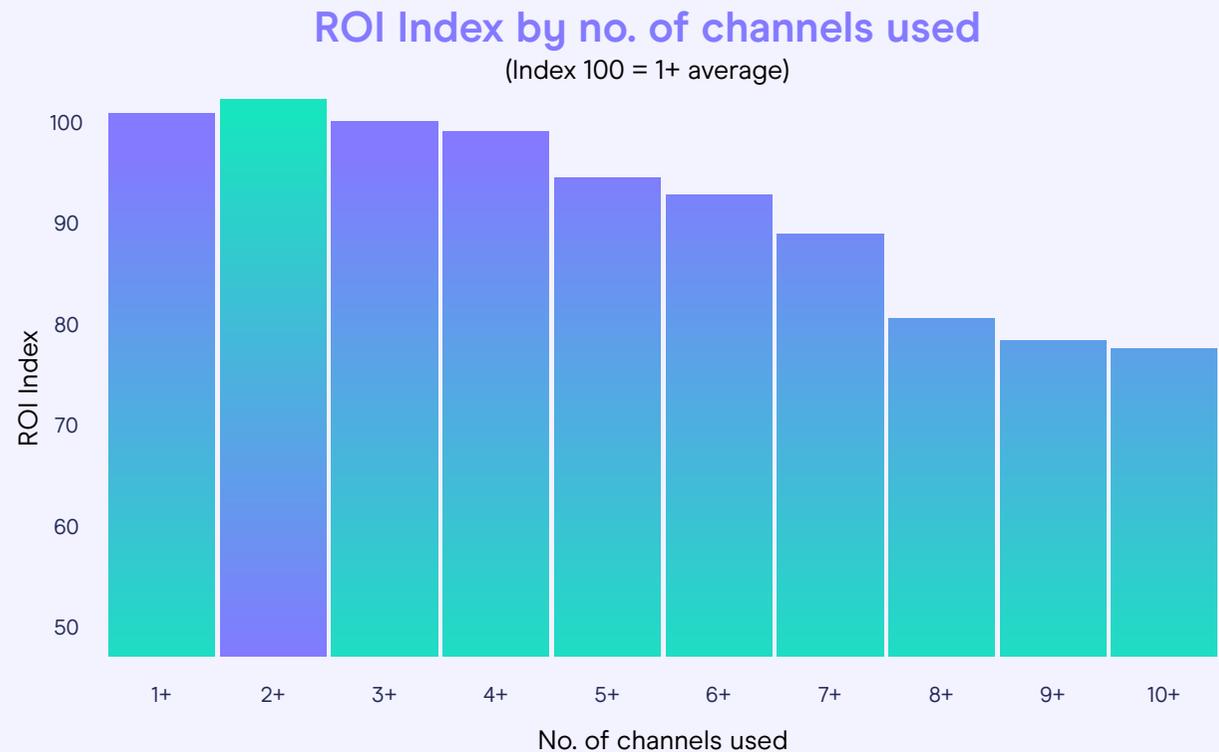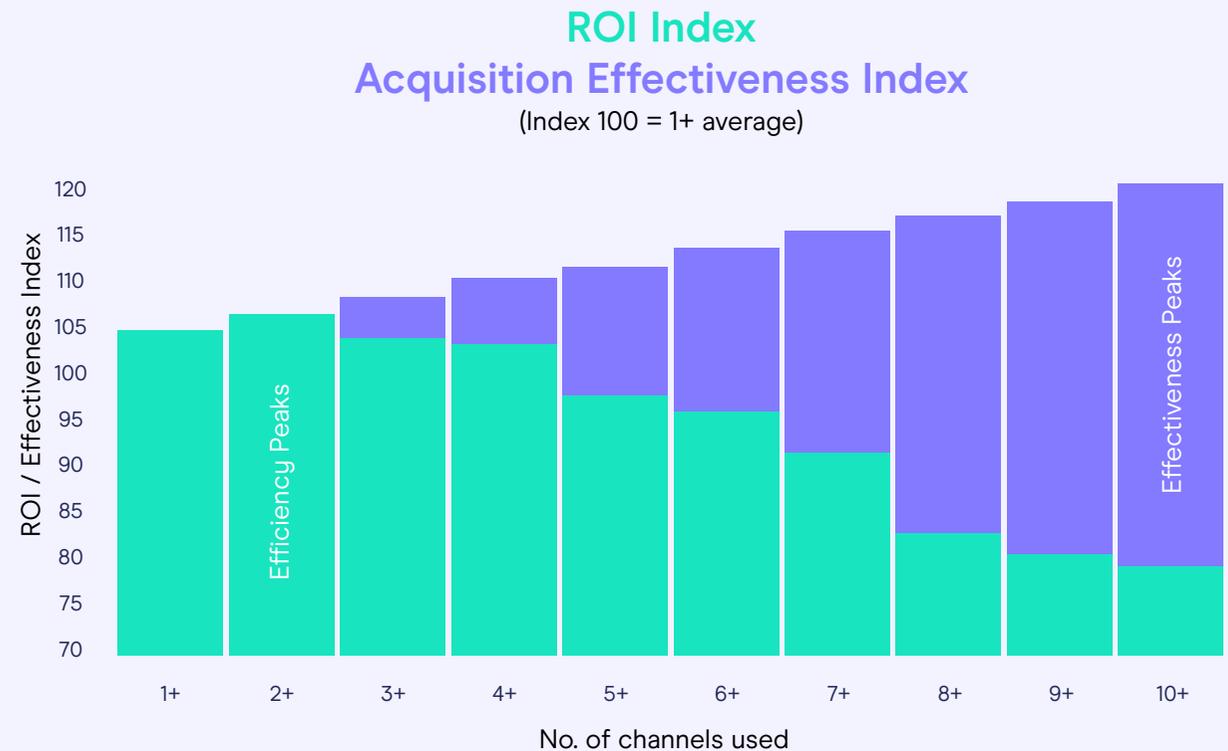
/ Effectiveness peaks with 10+ channels

Optimise effectiveness and measure efficiency.

ROI should be measured in an effort to spend hard-fought marketing budget as efficiently as possible.

It should not be used as a metric to optimise towards – to do so would be to limit the ability of marketers to unlock the larger number of effects recorded with broader channel usage, such as new customer acquisitions, sales, revenue, conversions and footfall.

Take the example using dummy data on the following page. ROI at 10+ channel usage might be half that of single channel usage, but given that ten times the investment is required to run across 10+ channels, total profit returned is five times higher.

Sadly the marketing industry is not taking this advice. As Les Binet revealed in his 2025 presentation **"Go Big or Go Home," total advertising ROI has increased 4% post-covid, yet overall profit levels are down 11%**.

DMA Effectiveness Databank 2017-2025
Acquisition Effectiveness Index = no. of response marketing effects for acquisition campaigns

ROI Index
Acquisition Effectiveness Index
(Index 100 = 1+ average)

ROI / Effectiveness Index (y-axis: 70 to 120)

No. of channels used (x-axis: 1+ to 10+)

Efficiency Peaks

Effectiveness Peaks

/ Why Effectiveness Beats Efficiency

No. of Channels	Spend	ROI	Profit Returned
1+	£200,000	10:1	£2,000,000
10+	£2,000,000	5:1	£10,000,000

Please Note: dummy data used for illustrative purposes

/

"Integration across paid, owned, and earned channels—and between teams— is critical for maximising effectiveness. Regular cross-functional meetings and shared objectives help break down silos and ensure campaigns are joined up. Synchronicity is a key driver of emotional connection and overall campaign success."

DMA Roundtable Attendee

/ Retention Marketing: Less (six) is More

Retention Effectiveness:

A lot of the perceived wisdom about bigger being better is built on the back of big mass-market above-the-line campaigns. When it comes to retaining customers through increased loyalty and engagement, effectiveness peaks when 6+ channels are used and drops off beyond that.

When attempting to unpick this trend, it is worth recognising the types of channels that tend to be used in retention marketing: they are generally owned channels such as email, direct mail, app, SMS, tele-marketing and website comms.

For acquisition, the focus of media plans is on paid channels such as Door Drops, TV, OOH, Display, Video, Radio, Press and Magazines.

The question is, how effectively can the latter really be used to retain customers?

Retention marketing effectiveness by no. of channels used
(Index 100 = 1+ average)
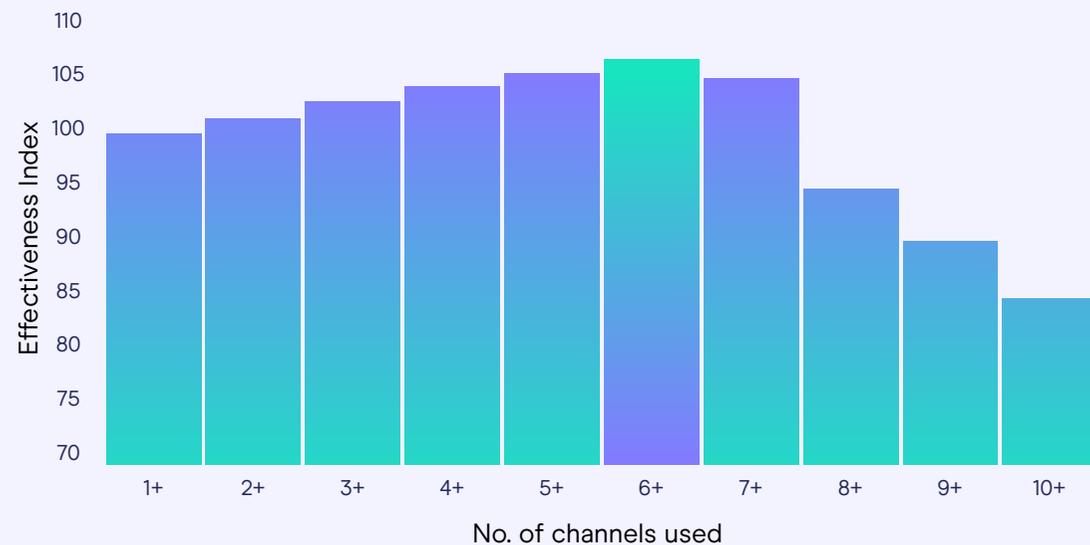
DMA Effectiveness Databank 2017-2025
Retention Effectiveness Index = no. of response effects for retention campaigns
Please note: low sample size at 10+ channels

/ Retention effectiveness peaks with the use of owned channels
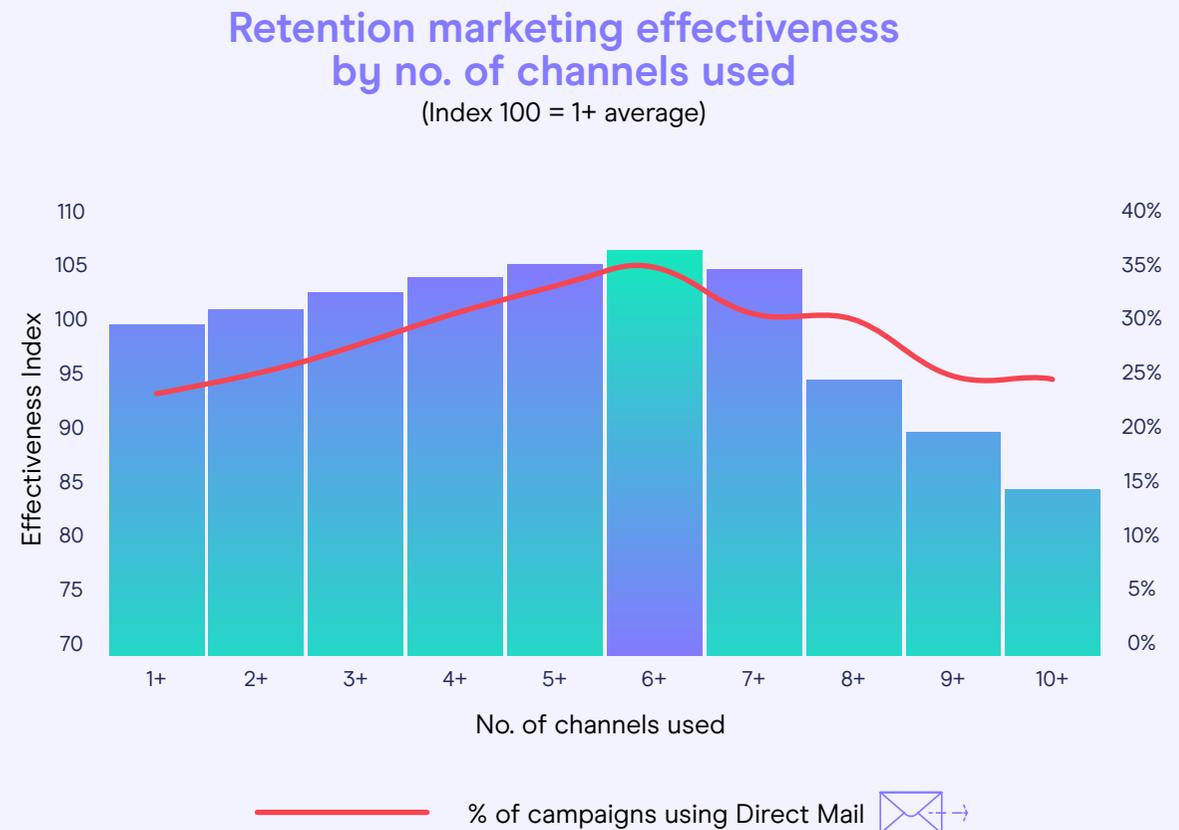
Six Sells

When you have spoken to customers using all owned channels available, the next place to turn are paid media channels.

Whereas existing customers can be directly targeted with owned media using addressable customer data, searching for them using paid media is a more challenging task.

Taking Direct Mail as an example – an owned channel as far as its usage of existing customer data is concerned - it is clear that where its usage peaks at 6+ channels, so does retention marketing effectiveness. As its usage declines from 7+ onwards (a level where owned media channel selection is exhausted), effectiveness declines.

Retention activity by its very nature does not require a mass-marketing approach. There is less excuse to spend budget inefficiently, and only by clearly matching the channel mix to business objectives will its full effects be realised. Comms planners well-versed in creating connected and integrated plans should again consider how this thinking applies across paid, earned and owned channels.

DMA Effectiveness Databank 2017-2025
Retention Effectiveness Index = no. of response effects for retention campaigns

Retention marketing effectiveness by no. of channels used
(Index 100 = 1+ average)

—— % of campaigns using Direct Mail

/

"No paid media channel can do retention better than an owned one.

Why pay more to go after your own customers when you can reach them with owned channels?"

DMA Roundtable Attendee

/ 3. Channels with Super Touchpoint Powers

DMA

Data & Marketing Association

/ How Super Touchpoint planning works

Channel Type

Channel Quantity

Super Touchpoint Effectiveness Factors

Channel Quality

Channel Synchronicity

/ The Value of Super Touchpoint Planning

The quantity of channels used matters. However, it is only by quantifying the *quality* of channels, and the myriad touchpoints that they contain, that planners can truly start to take advantage of their Super Touchpoint capabilities.

JICMAIL's "Mail: The Super Touchpoint" report released at PwC in January 2025 includes both a topline checklist of the ten key themes that can be used to identify Super Touchpoints, plus a more detailed evaluation framework that details over thirty-five different criteria and encourages marketers to evaluate different touchpoints against each one using a STEP score (Super Touchpoints Evaluation Points).

This approach was road-tested with a roundtable of marketers across a range of specialisms (for example, retention, acquisition, brand, performance, CRM, creative and data) all unified around a common client and one of the top insurance brands in the UK: The Direct Line Group.

The value of Super Touchpoint planning in part stems from its acknowledgement that media, creative and customer data should be fully integrated into a single unified conversation around marketing strategy.

"To have both Carat and VCCP in attendance alongside Direct Line Group highlighted the value of a joined-up approach to planning.

The feedback to the STEP score evaluation process as a means to providing an alternative lens on channel and touchpoint strengths was positive, with useful feedback provided to JICMAIL and the DMA on how to develop the system further (for example, including more cost and value-based evaluation criteria).
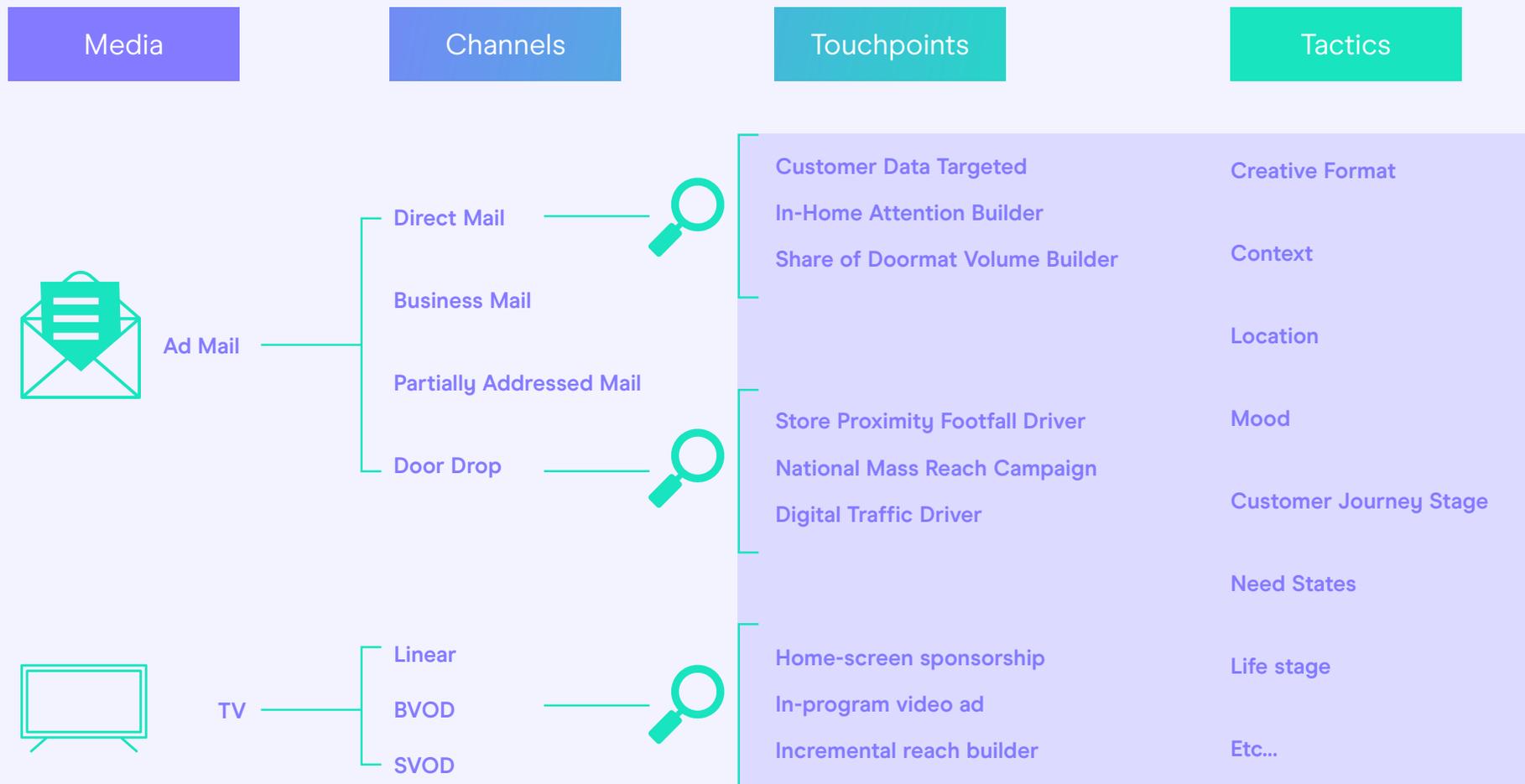
One essential output of the roundtable explored the additional build of synchronicity when it comes to maximising the impact of multi-channel campaigns. For Super Touchpoint planning to work then the right channels of the right quality and of the appropriate quantity must be identified. However, in addition it is the sequencing of those channels that unlocks further growth potential.

✓ What is the first channel that a consumer is likely to interact with?
....

✓ What is the next most appropriate channel to pick up the comms journey and when?
....

✓ How can creative consistency and channel nuance be delivered at the same time across different channels in the chain?
....

✓ How does channel synchronicity differ according to need states, location, time of day etc?
....

✓ How do "traditional" channels hand over to digital channels and vice-versa?

/ How are you identifying Super Touchpoints?

Media	Channels	Touchpoints	Tactics

Ad Mail
- Direct Mail
- Business Mail
- Partially Addressed Mail
- Door Drop

Direct Mail:
- Customer Data Targeted
- In-Home Attention Builder
- Share of Doormat Volume Builder

Door Drop:
- Store Proximity Footfall Driver
- National Mass Reach Campaign
- Digital Traffic Driver

TV
- Linear
- BVOD
- SVOD

TV:
- Home-screen sponsorship
- In-program video ad
- Incremental reach builder

Tactics:
- Creative Format
- Context
- Location
- Mood
- Customer Journey Stage
- Need States
- Life stage
- Etc...

Different Super Touchpoint strengths generate different effects

A Super Touchpoint channel enables you to...

✓ **1.** Harness a unique audience insight
....

✓ **2.** Harness the power of creativity
....

✓ Create an emotional connection
....

✓ Deliver sensory marketing comms
....

✓ **3.** Leverage trust
....

✓ Deliver carefully synchronised comms
....

✓ **4.** Hyper-target or build scale
....

✓ **5.** Explore rich targeting opportunities
....

✓ Build full-funnel effects
....

✓ **6.** Deploy best practice measurement

Index 100 = effectiveness of average campaign. Strategic Insight = top strategy score quartile; Creativity = top creative score quartile. Trust = campaigns that recorded an increase in trust; Customer Data Targeted = used CRM or loyalty data in campaign targeting; Geo Targeted = used location data in campaign targeting; Measurement Best Practice = used MMM, MTA, sales or brand uplift, pre-testing or brand tracking in measurement

Key Super Touchpoint Attributes vs Effectiveness Index

Legend:
- Response Effects
- Brand Effects
- Business Effects
- Average Effectiveness

Axes:
1. Strategic Insight
2. Creativity
3. Trusted
4. Customer Data Targeted
5. Geo Targeted
6. Measurement Best Practice

Scale: 0, 50, 100, 150, 200

Best practice measurement is a universal driver of effectiveness

While it is not possible to use the DMA Effectiveness Databank to identify a data point corresponding to every point in the Super Touchpoints checklist, the handful that can be identified offer useful evidence as to differing roles that different touchpoint strengths play in driving effectiveness.
Of the six that can be identified in the databank, it can be revealed that:

1. **Measurement Best Practice is a key Super Touchpoint strength.** Marketing that employs a best practice measurement technique such as MMM, MTA, uplift studies and brand tracking, results in 30% more Response Effects, 11% more Brand Effects and 44% more Business Effects. Parallels for these findings can be seen in research from Gain Theory which reports that businesses with good measurement capabilities are more likely to record revenue growth.

2. **Marketing that harnesses strategic insight well generates 26% more Brand Effects** than the average campaign and 11% more Business Effects. Strategic Insight is less likely to be a driver of short-term Response Effects.

3. **Marketing that leverages trust results in x3 Brand Effects and 36% more Business Effects.** Again the impact on immediate response is less evident. This finding strongly echoes recent work from the IPA and Marketreach that highlights how trust-building campaigns drive business growth and brand consideration.

4. Marketing that is proficient in using **CRM or loyalty data in its targeting generates 31% more immediate Response Effects** and 45% more Business Effects. There is less evidence of an impact on Brand Effects.

5. **Marketing that explores rich targeting opportunities** such as geo-targeting, is associated with 56% more Brand Effects and 54% more Business Effects.

6. Campaigns which sit in the **top quartile of creativity scores assigned by DMA Awards judges generate 18% more brand effects** and 25% more business effects. This echoes the strong case for creativity made in System 1's recent Creative Dividend report.

/

"We have to be careful —
platforms always overclaim.
Incrementality is the only
way to know what's real."

DMA Roundtable Attendee

/

"The more you show up being the same everywhere, the more trust you build."

DMA Roundtable Attendee

/ 55% to 59% of campaigns display at least one of six Key Super Touchpoint Strengths

Super Touchpoint weighting in multi-channel campaigns
% With at least one Key Super Touchpoint Strength
Acquisition Effectiveness Index

No. of channels used
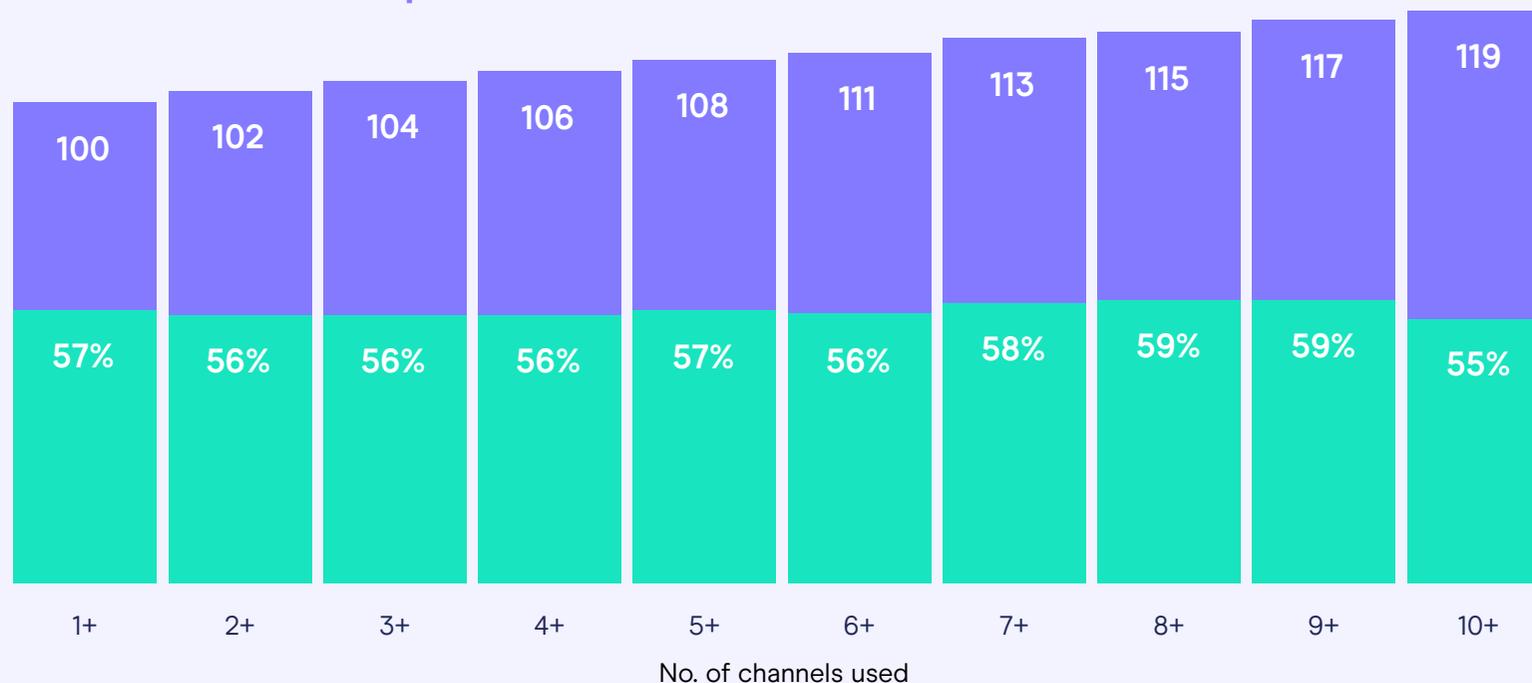
DMA Effectiveness Databank 2017-2025, Base: All Campaigns
Acquisition Effectiveness Index = no. of response marketing effects for acquisition campaigns
Key Super Touchpoints Strength: Strategic Insight = top strategy score quartile; Creativity = top creative score quartile. Trust = campaigns that recorded an increase in trust; Customer Data Targeted = used CRM or loyalty data in campaign targeting; Geo Targeted = used location data in campaign targeting; Measurement Best Practice = used MMM, MTA, sales or brand uplift, pre-testing or brand tracking in measurement

/ Headroom for Super Touchpoint growth in multi-channel campaigns?

Focusing on the six Super Touchpoint attributes that can be identified in the DMA Effectiveness Databank, it is revealed that between just 55% and 59% of campaigns have at least one of these Super Touchpoint strengths. The picture changes little for multi-channel campaigns, with similar levels of Super Touchpoint strengths notable for campaigns using one channel versus ten plus channels.

Given that overall effectiveness grows as channels accumulate (a trend which is fundamentally driven by acquisition rather than retention marketing), there is potentially an additional effectiveness multiplier to be harnessed for those willing to fully explore the potential of Super Touchpoints planning.

The effectiveness multiplier of channel quantity multiplied by channel quality is there to be tested and explored, and there is a significant opportunity cost at play for those unwilling to dive into the nuance of touchpoint-based channel planning.

Using these same criteria, the Super Touchpoint strengths of campaigns employing different channels can be explored. Campaigns which include Ad Mail, TV, Out-of-Home, Radio and Owned Media channels are all more likely than average to have Super Touchpoint strengths. The prevalence of digital display and social in those that under-index is notable.

When comparing the Super Touchpoint strengths of individual channels to their share of UK ad spend, there is a case to be made

that TV, Radio, Ad Mail and OOH, are currently being under-invested in versus their potential effectiveness. Simply throwing these channels in to the media mix without consideration is not the recommendation, but rather planners should re-evaluate these channels and look for the vital touchpoints within them that bring to life the benefits of trust, transparency, measurement, effectiveness, creativity and data as is appropriate to campaign objectives.

Applying these channels to a carefully synchronised and choreographed plan that acknowledges how they hand over to each other at different stages of the decisions making process is the final, but no less important consideration for maximising effectiveness.

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"The brand idea has to live beyond the hero assets. If it doesn't manifest across every touchpoint, you lose effectiveness."
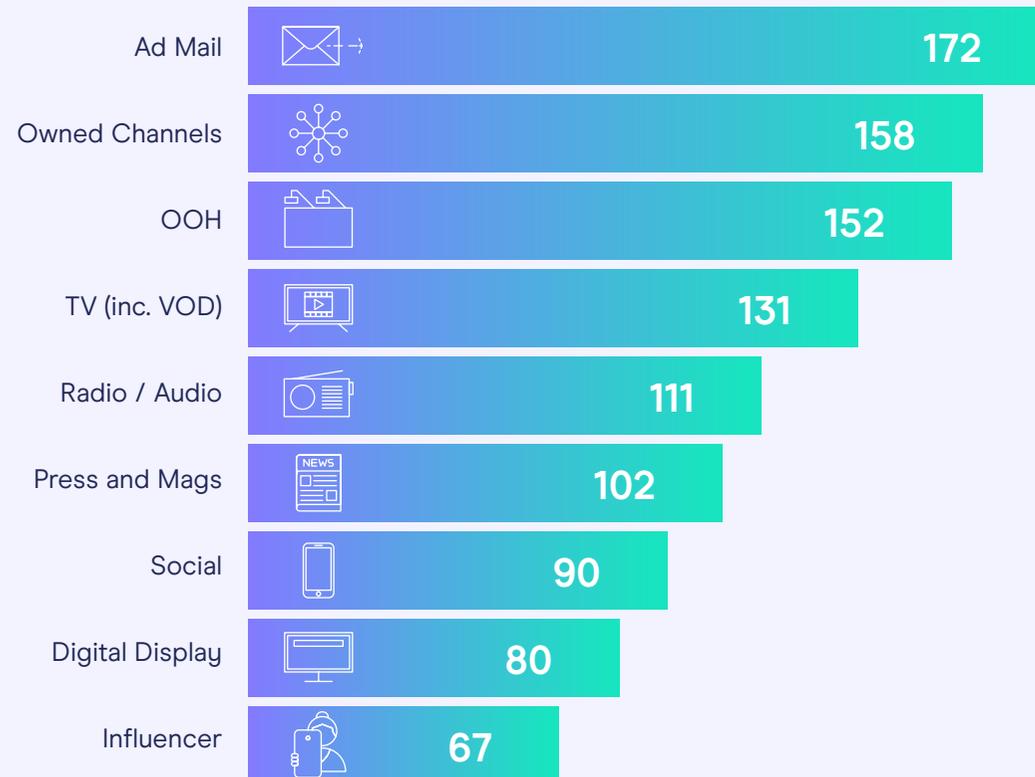
DMA Roundtable Attendee

/ Ad Mail and "traditional media" index well for Super Touchpoint strengths

Campaigns that include (but are not limited to) the following channels: **likelihood to have Super Touchpoint strengths...**

Super Touchpoint Index

(Index 100 = likelihood of average campaign to have at least three of six key Super Touchpoint strengths)
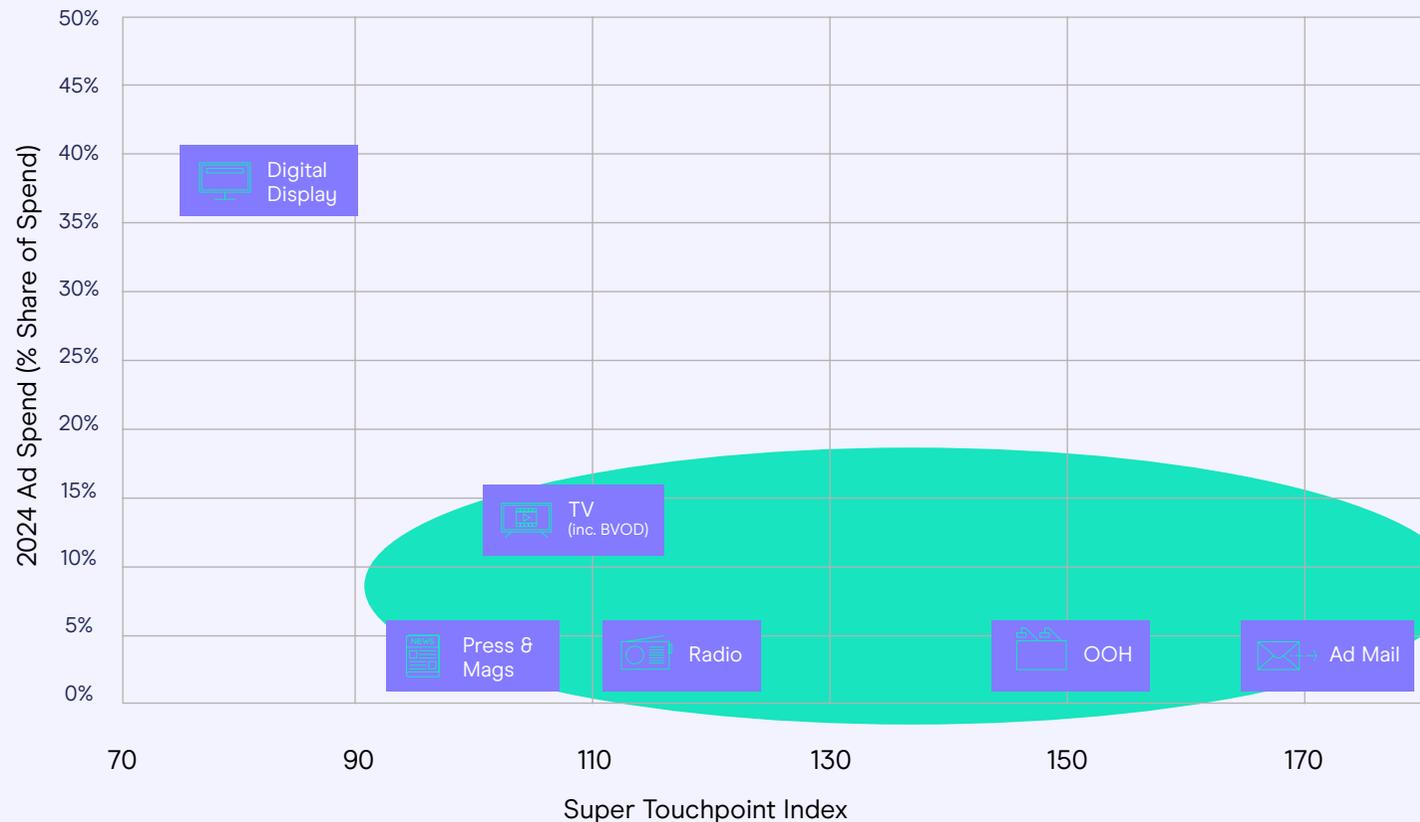
Channel	Index
Ad Mail	172
Owned Channels	158
OOH	152
TV (inc. VOD)	131
Radio / Audio	111
Press and Mags	102
Social	90
Digital Display	80
Influencer	67

DMA Effectiveness Databank 2017-2025

/

"The mail channel appears top because it's good at CRM and acquisitions at the same time and ignites lots of household conversation as well.

It's good to see an independent data set other than JICMAIL [i.e. the DMA Effectiveness Databank] confirm its power."

DMA Roundtable Attendee

DirectLine Group   CARAT   VCCP

/ An under-investment in Super Touchpoint media?

Super Touchpoints channel effectiveness vs usage

2024 Ad Spend (% Share of Spend)

Super Touchpoint Index

Digital Display

TV (inc. BVOD)

Press & Mags

Radio

OOH

Ad Mail

Channels currently under-used vs their Super Touchpoint strengths?

DMA Effectiveness Databank 2017-2025
WARC AA UK Ad Spend 2024

"The quality of Door Drops has come a long way. When something feels premium, people spend more time with it."

DMA Roundtable Attendee

**Effective Super Touchpoint
Channel Combinations**

DM A

Data &
Marketing
Association

/

"It's not just about the number of channels—it's the order you use them in as the customer moves through their life stage."

DMA Roundtable Attendee

/ Effective Super Touchpoint channel combinations

Acquisition effectiveness peaks at 10+ channels and retention effectiveness at 6+.

But for those dipping their toes in to multi-channel planning, and for those with more limited budgets, there will be an appeal to looking for appropriate channel combinations given that ROI tends to peak when 2+ channels are employed.
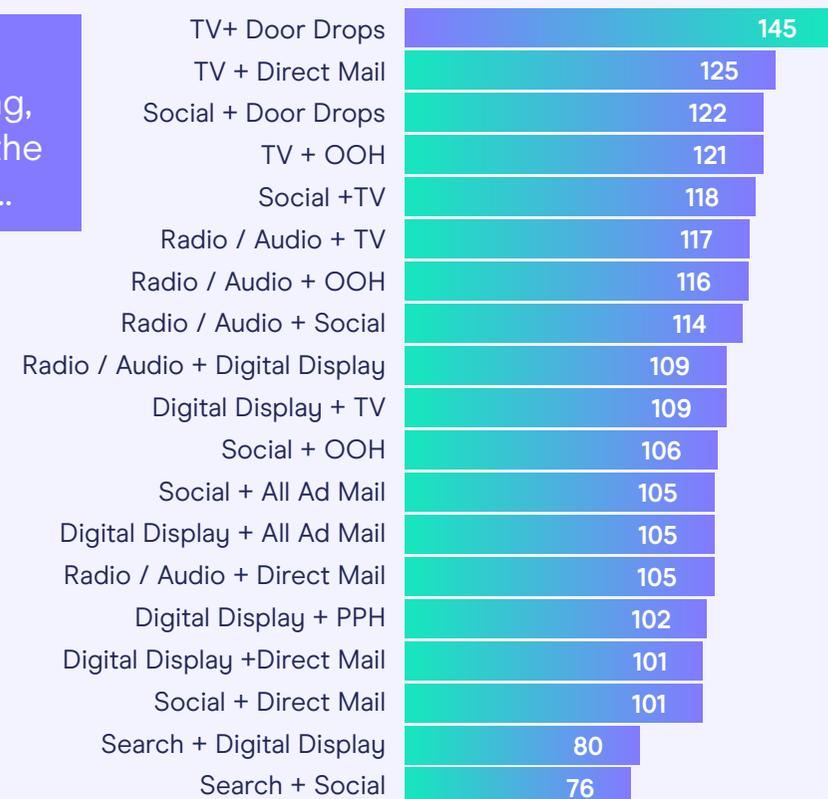
The DMA's Effectiveness Databank paints a revealing picture of the channel combinations that appear at the top of the pile when total effectiveness across brand, response and business effects are combined. TV + Door Drop campaigns tend to be 45% more effective than the average campaigns and TV + Direct Mail, 25% more effective.

Marketers should look to build effectiveness across, as well as within, channels. The order and synchronisation of these channel contacts is a vital planning consideration.

DMA Effectiveness Databank 2017-2025

### Total Effectiveness Index
(Index 100 = likelihood of average campaign to generate brand, response and business effects)

Chart displays campaigns including, but not limited to, the following channels…

Channel Combination	Index
TV+ Door Drops	145
TV + Direct Mail	125
Social + Door Drops	122
TV + OOH	121
Social +TV	118
Radio / Audio + TV	117
Radio / Audio + OOH	116
Radio / Audio + Social	114
Radio / Audio + Digital Display	109
Digital Display + TV	109
Social + OOH	106
Social + All Ad Mail	105
Digital Display + All Ad Mail	105
Radio / Audio + Direct Mail	105
Digital Display + PPH	102
Digital Display +Direct Mail	101
Social + Direct Mail	101
Search + Digital Display	80
Search + Social	76

Super Touchpoint channel combinations have both short and long-term effects

Response Effectiveness vs Business Effectiveness of Touchpoint Combinations
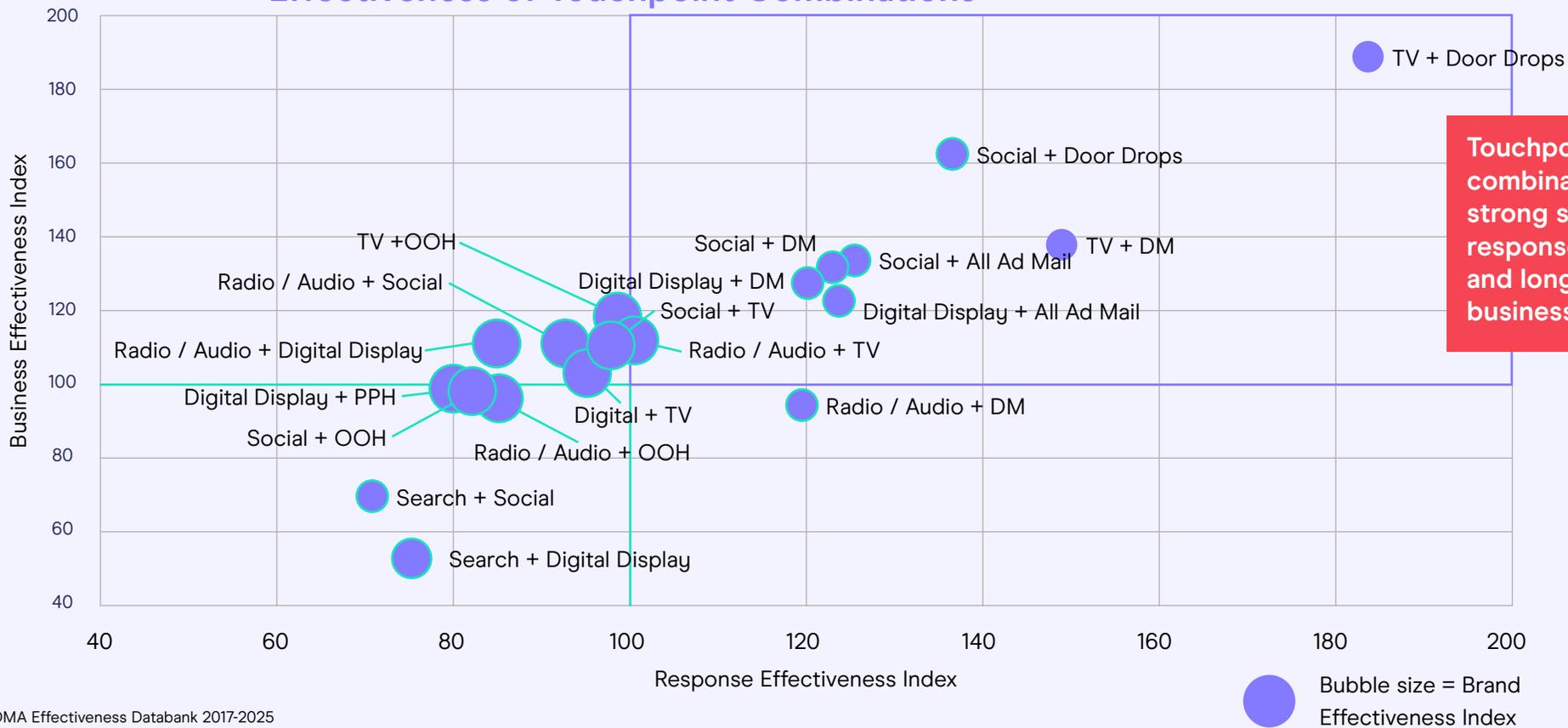
Touchpoint combinations with strong short-term response effects and long-term business effects

- TV + Door Drops
- Social + Door Drops
- Social + DM
- Social + All Ad Mail
- TV + DM
- TV +OOH
- Radio / Audio + Social
- Digital Display + DM
- Social + TV
- Radio / Audio + Digital Display
- Radio / Audio + TV
- Digital Display + PPH
- Digital Display + All Ad Mail
- Social + OOH
- Digital + TV
- Radio / Audio + OOH
- Radio / Audio + DM
- Search + Social
- Search + Digital Display

Business Effectiveness Index

Response Effectiveness Index

Bubble size = Brand Effectiveness Index

DMA Effectiveness Databank 2017-2025

Perhaps more useful than looking at an overall picture of effectiveness by channel, is to ascertain which are more likely to have short-term impact (such as that which tends to be delivered by performance marketing, measurable through response effects), and which are more likely to have long-term impact (i.e. shifting the dial on the types of business effects that senior stakeholder really care about – for example, profit growth, pricing power and market share gains).

A strong case could be made for those channel combinations which over-index for both response and business effectiveness being considered to have Super Touchpoint strengths and it is no coincidence that TV and Ad Mail often appear in the strongest combinations. The method by which channel pairings deliver effectiveness will vary by combination. Sometimes effectiveness will be driven by optimising frequency of exposure and message reinforcement across channels. Other times effectiveness will be driven by optimising to reach; or by targeting different stages of the customer journey with different channels; or by planning carefully synchronised messaging which hands off from one channel to the other. Each channel combination will drive effectiveness using different mechanisms.

TV and Door Drops appear as strong drivers of both business and response effects. The power of a mass-marketing brand campaign on TV backed up with the response-driving strength of Door Drops are a tried and tested combination for the retail sector and beyond. Social and Direct Mail combine the power of mass-reach acquisition marketing with highly targeted retention-based comms for example. Ad Mail in fact appears in many of the Super Touchpoint combinations, with its strengths apparent when twinned with TV, social and digital display.

TV and Out of Home are strong business effect drivers, while Radio / Audio and Direct Mail are strong response effect drivers. While marketers must clearly overlay their own objectives, planning data-sets and measurement frameworks on top of any channel planning decision, the process of looking for Super Touchpoint channel combinations should be a vital step in this process.

Whatever channel combination is selected, marketers must think carefully about the implementational tactics that are most appropriate for driving effectiveness according to campaign objectives. For example:

✓ What is the right format, messaging and comms synchronisation best employed across specific channel combinations?

....

✓ What key moments in the customer journey, consumer context and emotional drivers will drive the desired response?

....

✓ How can one touchpoint piggy-back on another to provide a mutually-beneficial effectiveness boost?

....

✓ This level of executional detail is vital for fine-tuning marketing plans and yet is too often overlooked in a world of fragmented planning and siloed execution dominated by walled garden platforms.

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"Performance ads don't have
to be boring price points.
Emotional and creative
performance ads work better."

DMA Roundtable Attendee

Looking Forward and
Putting Super Touchpoint
Planning into Practice

DM A

Data &
Marketing
Association

/ An A.I. driven "fast start" to Super Touchpoint planning

For an industry wedded to chasing cheap reach and response, the adoption of new planning processes doesn't come easily. Planners are increasingly time-poor, being pressured to do more with less, all while being expected to understand every element of complex media delivery supply chains.

With positive feedback from the joint JICMAIL DMA Super Touchpoints roundtable with Direct Line Group, VCCP and Carat, and with more collaborative sessions across advertisers and their key agencies in the works for 2026, JICMAIL is developing an A.I. driven Super Touchpoints evaluation tool with the analytics experts Vieta. The tool is designed to provide a starter-for-ten position for marketers taking their first steps into

Super Touchpoint planning by providing an A.I. generated evaluation of around forty different touchpoints – assigning a STEP score across the detailed evaluation framework first published in the "Mail: The Super Touchpoint" paper.

This "fast-start" A.I. planner will scour openly available data published by trade bodies, Joint Industry Currencies, media owners and research agencies to provide detailed STEP scores by channel and a handful of touchpoints within each channel.

The system is not intended to provide de-facto scores by channel, but rather an opening position that can be over-written by marketers based on their own judgment, data sources and proprietary planning systems.

In addition, the system enables planners to upweight and down-weight the importance of different evaluation criteria according to their relevance to the brief. Trust might end up being of huge importance to a mass-marketing brand campaign for example, and the ability to hyper-target of less concern. Weighting can be adjusted accordingly, both at the over-arching Top-10 Super Touchpoints checklist level, and by each individual diagnostic that ladders down from the checklist.

While the system will provide pre-set weightings for brand, response, acquisition and retention campaigns, users will have the ability to create their own bespoke plans and save their preferences accordingly.

The Super Touchpoints A.I. tool is intended as a key planning assistant in helping marketers evaluate their plans and re-appraise channels. Access will be available via JICMAIL's Discovery Data Portal and will be freely available to the market. JICMAIL welcomes feedback and input from the planning community as it builds and iterates upon this tool and looks to support best practice planning.

/

+25%

Business Effectiveness for Super Touchpoint channels vs campaign average

/ Key Multi-Channel planning effectiveness considerations

Acquisition Marketing

Multi-channel planning matters for **acquisition campaigns**. When looking to grow your customer base and getting people to talk about your brand, the more channels the better. The number of effects generated per campaign increases right up to the usage of **ten or more channels**.

Retention Marketing

For **retention marketing** the picture is more nuanced. Effectiveness increases when using up to **six channels** but tails off beyond that. Owned channels such as Direct Mail are the most effective way of talking to existing customers and their usage peaks in line with retention marketing effectiveness.

Return on Investment

Effectiveness and efficiency are not the same thing. **ROI peaks where 2+ channels are used** but tails off after that, even as the total number of effects grows. ROI is still positive right up to the usage of 10+ channels, but marketers should not expect the same ROI multiples achievable at the lower spend levels associated with more limited channel usage.

Channel Combinations

There are distinct channel combinations that deliver both short-term response effectiveness and broader business outcomes. **TV, Direct Mail, Door Drops, Social and Digital Display appear frequently in the top performing combinations**. Planners should consider how to exploit the synchronicity of channel combinations when building their marketing plans.

Planning Taxonomy

Planners should look to build an **improved and clearer taxonomy** of media, channels, touchpoints and tactics to unlock the full potential of multi-channel planning.

/ Giving Multi-Channel planning a Super Touchpoints effectiveness boost

1. Effectiveness Boost

Marketing plans that contain Super Touchpoints and are using channels that are more likely to have Super **Touchpoint strengths, will derive a significant effectiveness boost**. Marketing that harnesses a unique strategic insight, leverages trust, employs high levels of creativity, deploys customer data, has an array of targeting options and conforms to measurement best practice will lead to above average brand, response and business effects.

2. Upweighting Super Touchpoints

55% to 59% of channels used at all levels of multi-channel campaigns – from 1 to 10+ channels – **have at least one of six key Super Touchpoint strengths**. Identifying Super Touchpoints and increasing their weighting in plans in both single-channel and integrated campaigns, will lead to increased effectiveness.

3. Channel Reappraisal

Ad Mail, OOH, Radio and TV are channels with **above-average Super Touchpoint strengths**. Given the relative amount of marketing spend devoted to these channels vs their effectiveness, there is a strong case for planners to re-appraise these channels, evaluate their Super Touchpoint strengths and identify Super Touchpoints that sit within them in order to transform the effectiveness of their marketing spend.

4. Evaluation Frameworks

Planners should use the **Super Touchpoint evaluation framework** laid out by JICMAIL and endorsed by agencies and advertisers: applying **a STEP score (Super Touchpoints Evaluation Points)** to individual channels and Touchpoints and assessing their relative strengths accordingly. The Super Touchpoints A.I. tool being developed by JICMAIL gives planners a useful "fast-start" in assigning STEP scores which can then be accepted or over-written by planners.

An industry-endorsed action-plan for Super Touchpoint planning

The collaborative industry roundtable run by the DMA and JICMAIL and attended by Direct Line Group, Carat and VCCP was a vital step in re-affirming the validity of a Super Touchpoints planning framework in principle. The success of bringing together client, media and creative, brand, performance and customer data planners together in to one room provides a template for the type of joined up thinking that will enable planners to take full advantage of a Super Touchpoints planning boost to their marketing budgets.

From the roundtable an action plan for implementing such an approach can be framed as follows:

1.	Embrace Super Touchpoint planning now to boost marketing effectiveness.	✓
2.	Apply the principles of Super Touchpoint planning across all paid, owned and earned channels.	○
3.	Hold a collaborative round table featuring partners, agencies and measurement practitioners.	○
4.	Test the Super Touchpoints planning framework on upcoming campaigns and re-orientate your understanding of effectiveness accordingly.	○
5.	Develop new ways of working to share knowledge related to media, creative, customer data and insight across all partners in the supply chain.	○

6.	Incorporate a clarified Super Touchpoints taxonomy in to your existing measurement frameworks.	○
7.	Scrutinise walled-garden measurement and planning data and push for inter-operability in measurement.	○
8.	Ask yourself whether your current marketing spend is under-powered and how you can affect organisational change to turn the tide.	○
9.	Integrate a comprehensive Super Touchpoint evaluation framework in to proprietary planning systems and ask yourself how these systems are currently evaluating media choices.	○
10.	Link marketing spend to the measurable business outcomes that will appeal to the board. Use Super Touchpoint planning.	○

/ The final word on Super Touchpoints

"The session identified a strong relationship between the JICMAIL Super Touchpoints framework and our evolving integrated planning approach. We're all agreed on the need to think beyond channels toward touchpoint-level emotional, contextual and combinational value, and to strengthen cross-team planning structures. Further collaboration is a must, particularly around journey mapping, testing, and piloting the Super Touchpoints approach along side our creative and media agencies."

Tony Miller – Chair of the DMA & Interim CMO DLG

/ A Note on Methodology

The primary source for the analysis in this report is the DMA Effectiveness Databank – a database built on 1,950 DMA award entering campaigns running from 2017 to 2025.

The DMA's Effectiveness Databank captures over 200 campaign KPIs. The ones that are most meaningful are used to chart the evolution and drivers of marketing effectiveness.

The number of business effects, brand effects and direct response effects generated by DMA Award submissions are used as a proxy for effectiveness. Simply put: the more KPIs that the campaign has shifted the dial on, the more effective it is deemed to have been.

Business Effects

Profit

Sales

Market Share

Penetration

Loyalty

Price Sensitivity

Brand Effects

Awareness

Consideration

Brand Perceptions

Purchase Intent

Direct Response Effects

Conversations

Leads

Acquisitions

Bookings

Footfall

The language of the boardroom

The language of the marketing department
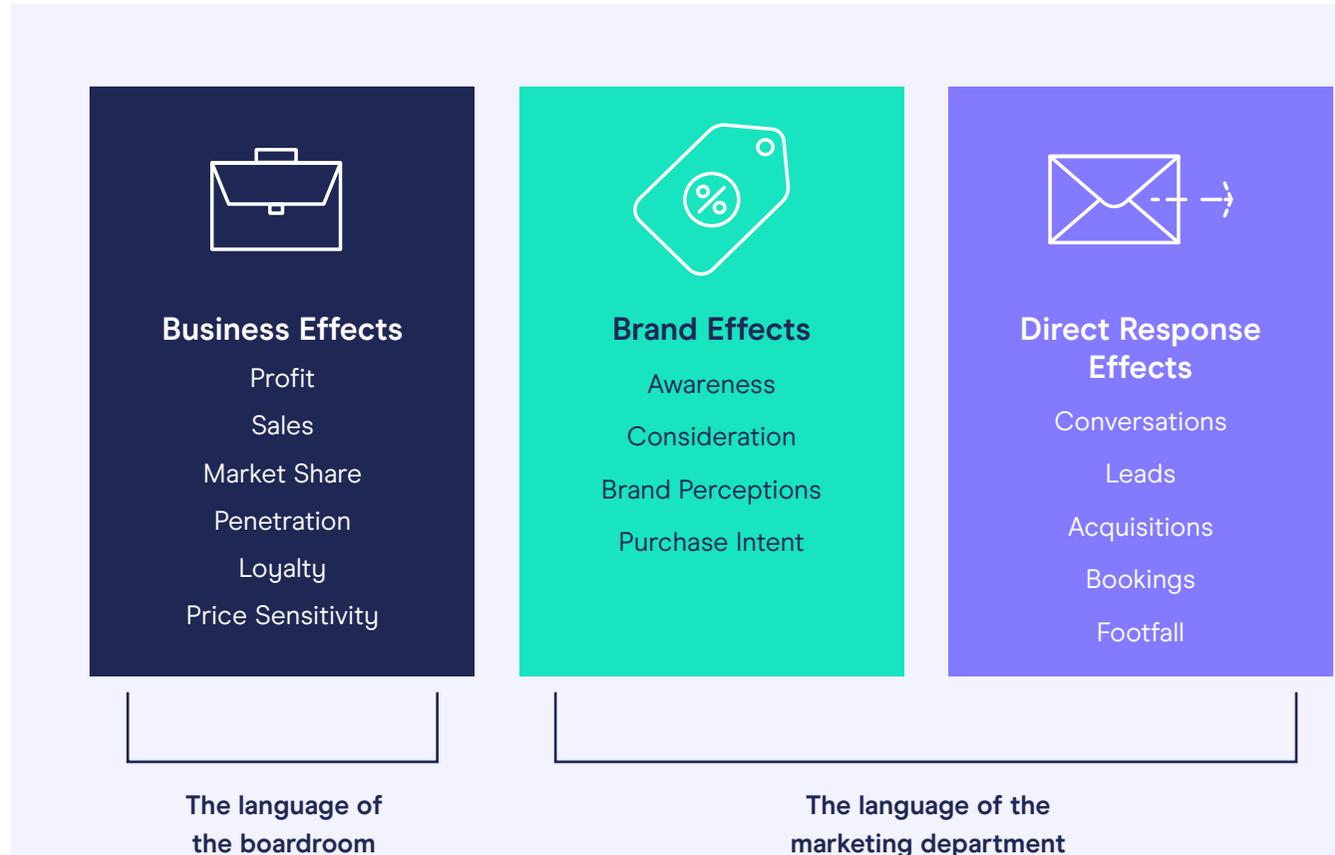
/ About JICMAIL

JICMAIL (Joint Industry Committee for Mail) delivers gold-standard, industry-owned audience measurement data for **Direct Mail, Door Drops, Partially Addressed Mail**, and **Business Mail**. Established by the **IPA, ISBA**, the **DMA**, **Royal Mail Marketreach and Whistl**, JICMAIL provides planners, agencies, and advertisers with the same level of granular data for mail that is available for other major media channels like TV or Radio.

JICMAIL and its wealth of data tools and associated training resources are freely available to the industry.

To find out more visit **jicmail.org.uk** or contact **admin@jicmail.org.uk**

JIC MAIL

Mail Media Metrics

/ About the DMA

The DMA is the UK's trade association for the data and marketing industry. Our vision is a data and marketing industry where every organisation takes a 'customer first' approach. As the voice of the data and marketing industry, our responsibility is to prove the responsible and innovative use of data in marketing drives business growth.

We set the standards for the good of marketers, and most importantly, customers. We empower marketers to drive growth and prove the value of data through public affairs, resources, learning, and talent.

With over 700 organisations, the DMA is the UK's largest community made up of 27,000+ marketers.

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