

# POLITICAL PARTY MAIL

*A review of performance and key metrics using JICMAIL, the industry's planning currency data*

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*May 2024*

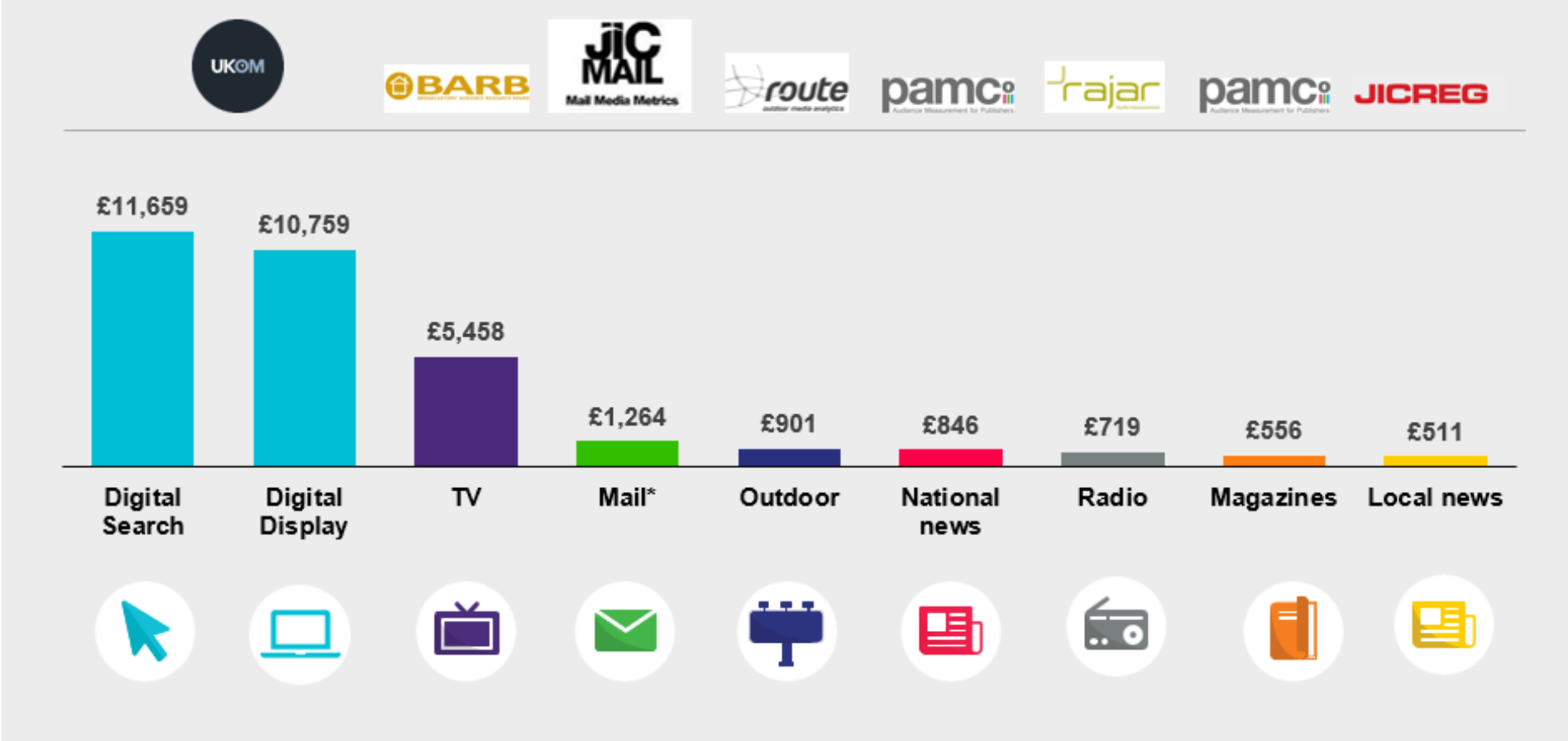
**JIC  
MAIL**

**Mail Media Metrics**



# JICMAIL is part of the UK Audience Measurement Eco-system

## UK Ad Spend (£m) 2022



Source: WARC 2022  
\* Mail = WARC Direct Mail figure + DMA Door Drop Report figure. Excludes Business Mail

# JICMAIL is an independent, not-for-profit data and research organisation

Owned jointly by both the buy-side and sell-side of the industry

Funded by a levy on Admail



Mail Media Metrics



SELL SIDE



BUY SIDE



## JICMAIL panel

**300,000 + mail items logged**

- Diary based survey app
- Recording all mail interactions across a 28-day period
- 1,000 UK households
- 20,000+ effective sample p.a.
- 250+ subscribers
- Quarterly data releases
- Operated by Kantar



Please watch video for  
details on methodology

<https://www.jicmail.org.uk/data/methodology/>

# 4000 Political Mail journeys captured by the JICMAIL panel

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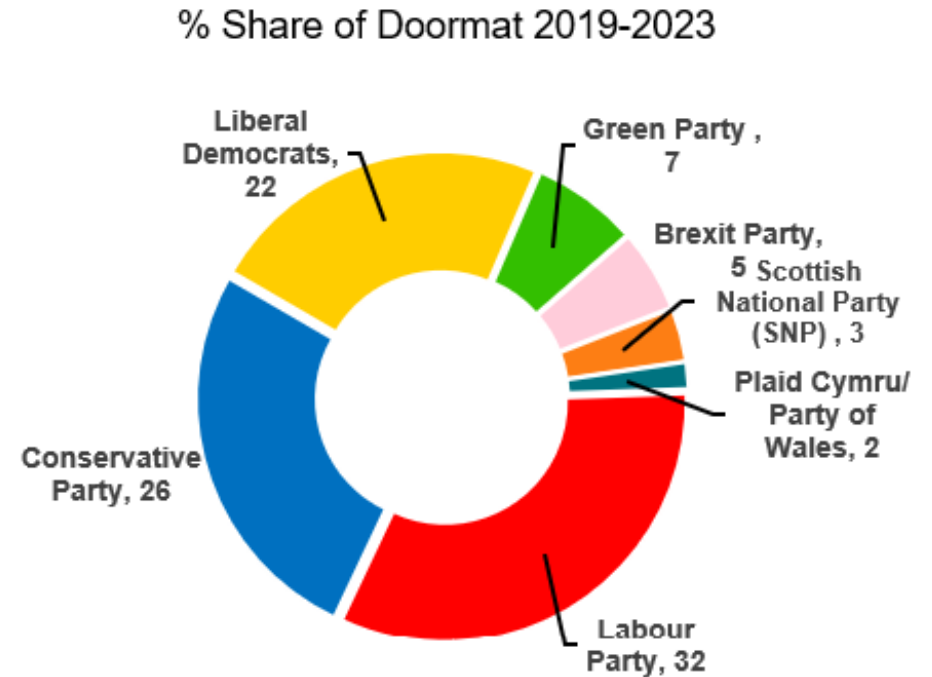
Mail Media Metrics

# Reliable benchmark for 'Any Political Party' versus Party specific metrics

## Labour Party leads in share of Doormat

Understanding the sample

|  | Sample Mail Items |            |
|--|-------------------|------------|
| <b>Total Political Mail</b>            | <b>3982</b>       |            |
| <b>Consisting of;</b>                  |                   |            |
| Election Communication (Non Party)     | 1052              |            |
| <b>Any Political Party (Benchmark)</b> | <b>2930</b>       |            |
| <b>Consisting of;</b>                  |                   | <b>%</b>   |
| Labour Party                           | 930               | 32         |
| Conservative Party                     | 751               | 26         |
| Liberal Democrats                      | 659               | 22         |
| Green Party                            | 203               | 7          |
| Brexit Party                           | 157               | 5          |
| Scottish National Party (SNP)          | 102               | 3          |
| Plaid Cymru/ Party of Wales            | 51                | 2          |
| Democratic Unionist Party (DUP)        | 18                | 1          |
| Reform UK                              | 15                | 1          |
| Ulster Unionist Party                  | 14                | 0.5        |
| English Democrats                      | 12                | 0.4        |
| UKIP                                   | 12                | 0.4        |
| Social Democratic and Labour Party     | 6                 | 0.2        |
| <b>Total</b>                           | <b>2930</b>       | <b>100</b> |



Mail Media Metrics

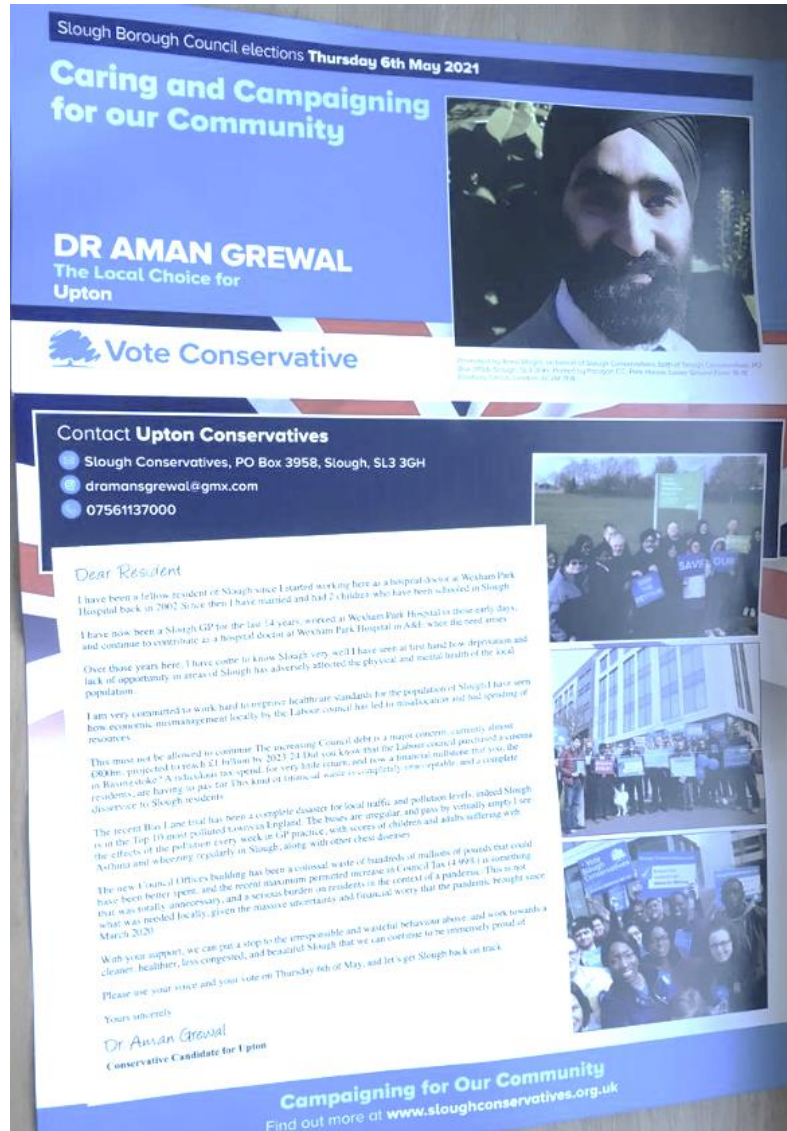
# Some example Mail Journeys

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‘The building blocks of JICMAIL data’

# Building blocks of JICMAIL data

Conservatives: Item 1/ 751



## Item Information

Advertiser Brand: Conservatives

Sender: Political parties

Format: Door drop

Content: Political content

Reach: 4

Frequency: 7

Commercial Actions: 5

## Household Information

Region: London

Social Grade: B

Household Size: Live with others (HH size = 2+)

People in Household: Couple, Household With Children, Lives

Tenure Length: Over 10 years

Tenure Type: Owned/mortgaged

Mosaic Group: B: Prestige Positions

Acorn Group: B. Executive Wealth

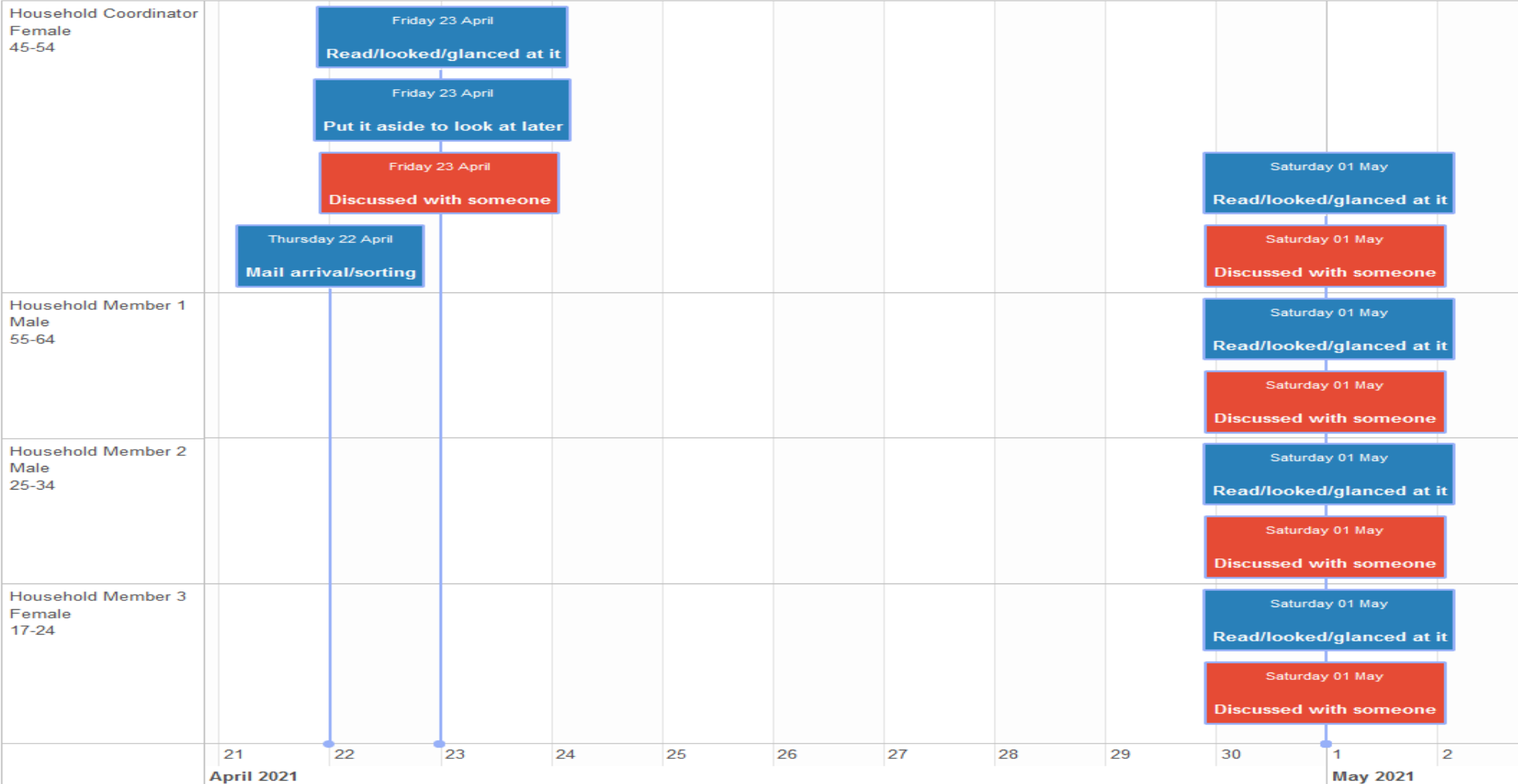
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Mail Media Metrics

Please note: Images are captured by panellists and the quality is variable



# The Conservative's item reached 4 people, and was read and discussed multiple times



# 1/659: LibDems Mail item captured by the panel



## Item Information

Advertiser Brand: Liberal Democrats

Sender: Political parties

Format: Addressed Mail

Content: Political content; Information about local services

Reach: 2

Frequency: 6

Commercial Actions: 2

## Household Information

Region: North West

Social Grade: C2

Household Size: Live with others (HH size = 2+)

People in Household: Couple

Tenure Length: 3-5 years

Tenure Type: Owned/mortgaged

Mosaic Group: E: Senior Security

Acorn Group: I. Comfortable Seniors

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Mail Media Metrics

Please note: Images are captured by panellists and the quality is variable

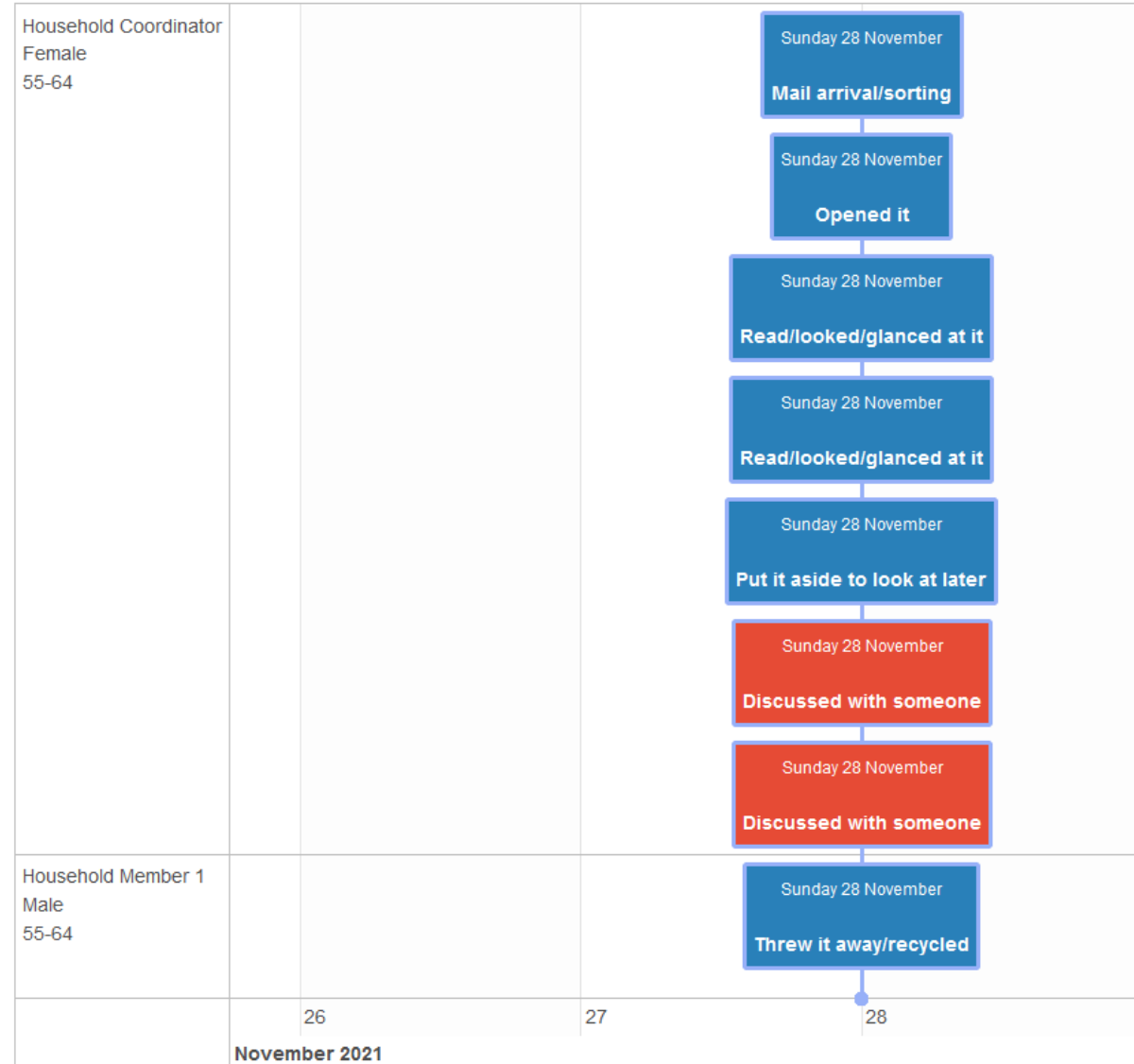
# All in one day!

The LibDems item reached 2 people, was open/ read 3 times and initiated two conversations!

## Item Actions Timeline

Physical actions in blue

Commercial actions in red



Mail Media Metrics

# SNP Mail item 1/102



## Item Information

Advertiser Brand: **SNP**

Sender: **Political parties**

Format: **Door drop**

Content: **Information about products/services; Invitation/information about a specific event; Information local services**

Reach: **2**

Frequency: **6**

Commercial Actions: **5**

## Household Information

Region: **Central Scotland**

Social Grade: **B**

Household Size: **Live with others (HH size = 2+)**

People in Household: **Couple, Household With Children**

Tenure Length: **6-10 years**

Tenure Type: **Owned/mortgaged**

Mosaic Group: **G: Domestic Success**

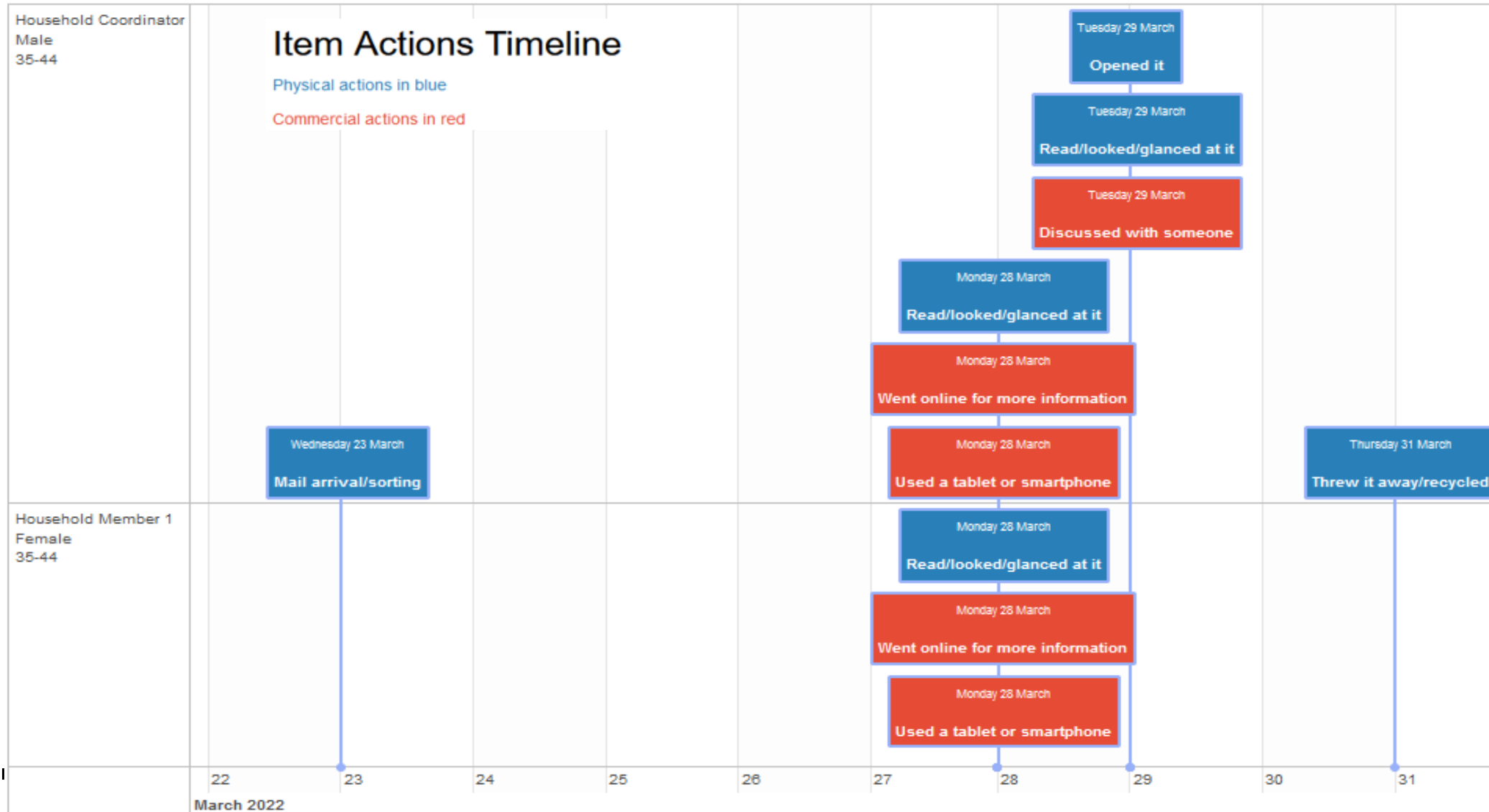
Acorn Group: **C. Mature Money**

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Mail Media Metrics

Please note: Images are captured by panellists and the quality is variable

# The SNP item reached 2 people, initiated multiple interactions, 2 online journeys and an in-home discussion



# Overlaying time spent scores

## Labour Party: 2/930



Jicmail has been measuring TIME SPENT WITH MAIL since Q2 2023

How many seconds of ATTENTION did this mail item generate in the home?

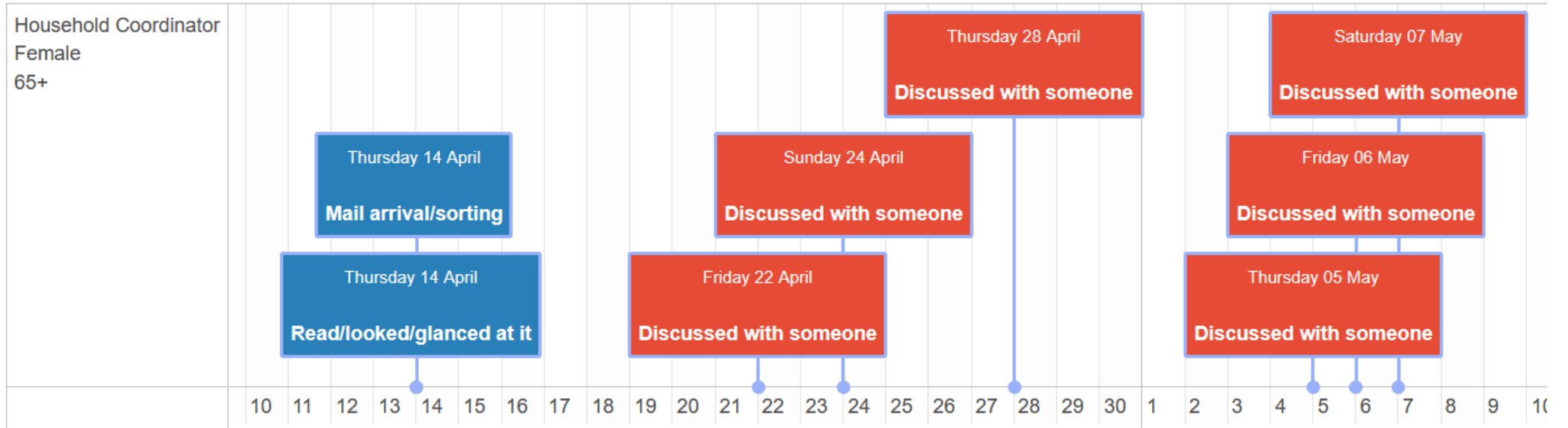
**JIC  
MAIL**

Mail Media Metrics

Please note: Images are captured by panellists and the quality is variable

The item was live for 23 days, initiated multiple discussions and created over 1 and a half minutes of attention across 8 interactions

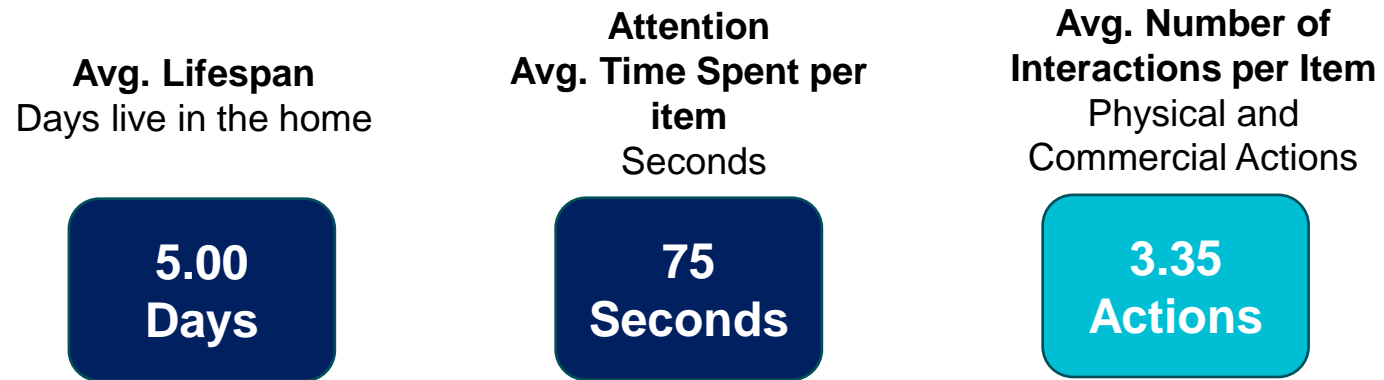
91 seconds of attention created across 8 interactions



Let's unpack in-home metrics for mail across the set

# Political Party Mail is live in the home for 5 days and in this time garners 75 seconds of attention across 3.4 interactions

Key Metrics: Mail Lifespan and Attention (Time Spent)



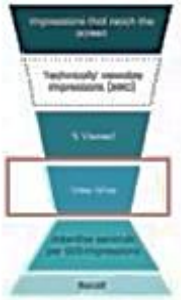
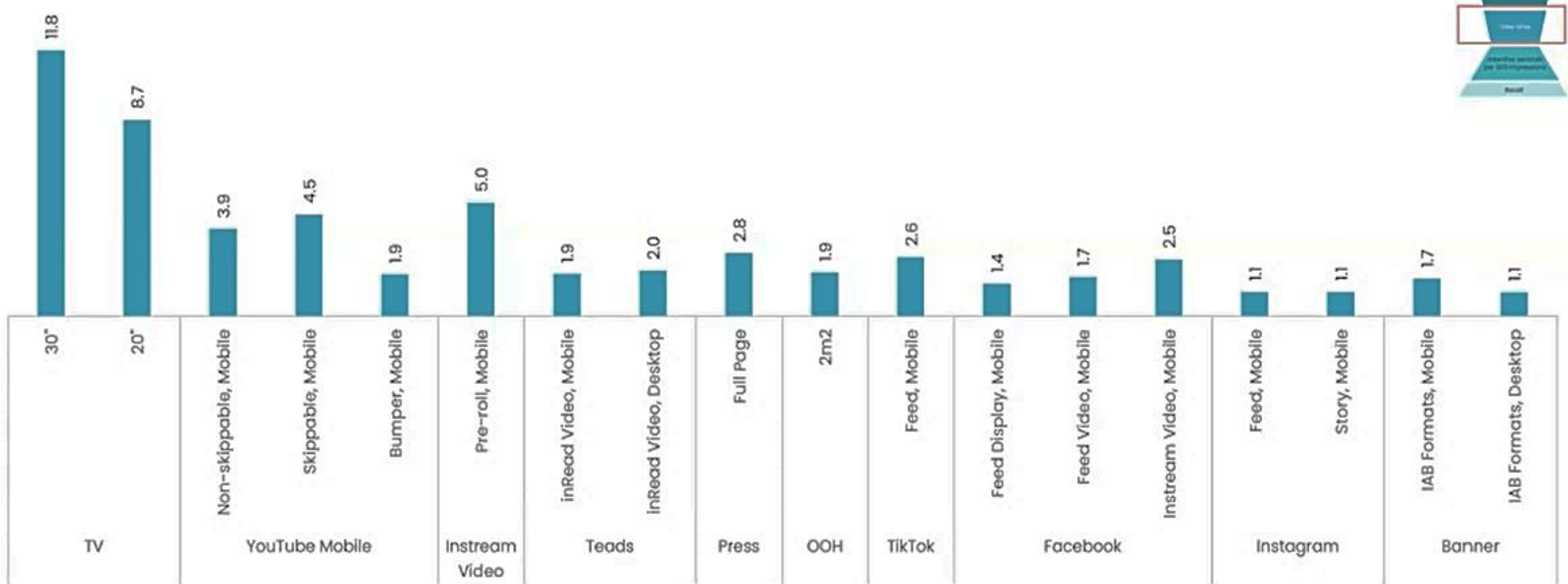
But how do attention scores vary across media channels?



# Attention/ Actual Viewing Times across channels

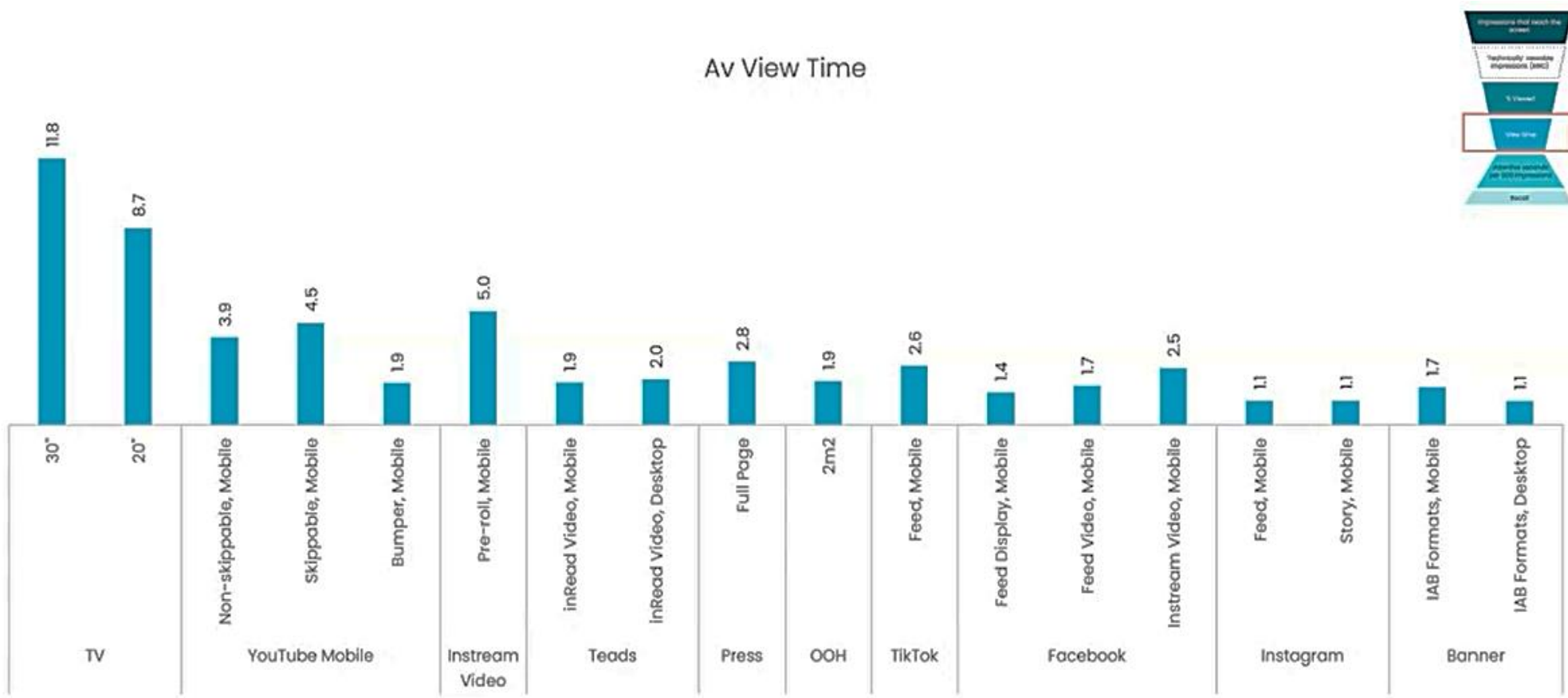
With thanks to Mike Follett - Lumen

Av View Time



What happens when we overlay the metrics for Political mail?

# Mail brings a whole different order of magnitude to the table when it comes to Time Spent with Advertising!



**75 Sec**

**Political Mail**  
Avg. Time Spent Across 28 days Avg.

Sources: TV: Tvision/Lumen UK TV Panel. YT, Instream, Teads, Facebook Feed, Banners: Lumen digital panels. Press: Lumen Omnibus. OOH: AM4DOOH project. IG, FB Watch, TikTok: Lumen studies (weighted to be consistent with passive panel)

# Attention is selection for Action

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Daniel Kahneman's: *Thinking Fast and Slow* (2011)

A direct fixing of the human gaze upon ad messaging is deliberate and conscious and well aligned to a number of key marketing objectives

Prof. Wayne Wu, *Attention*(2013)

- Attention is selection for action
- Drives memory encoding
- Recall and Recognition

**Recall, recognition and action – all critical factors in the voting booth!**

# Understanding the value of a mail impression

(and why this matters in a multi-channel world?)

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Are all ad impressions equal?

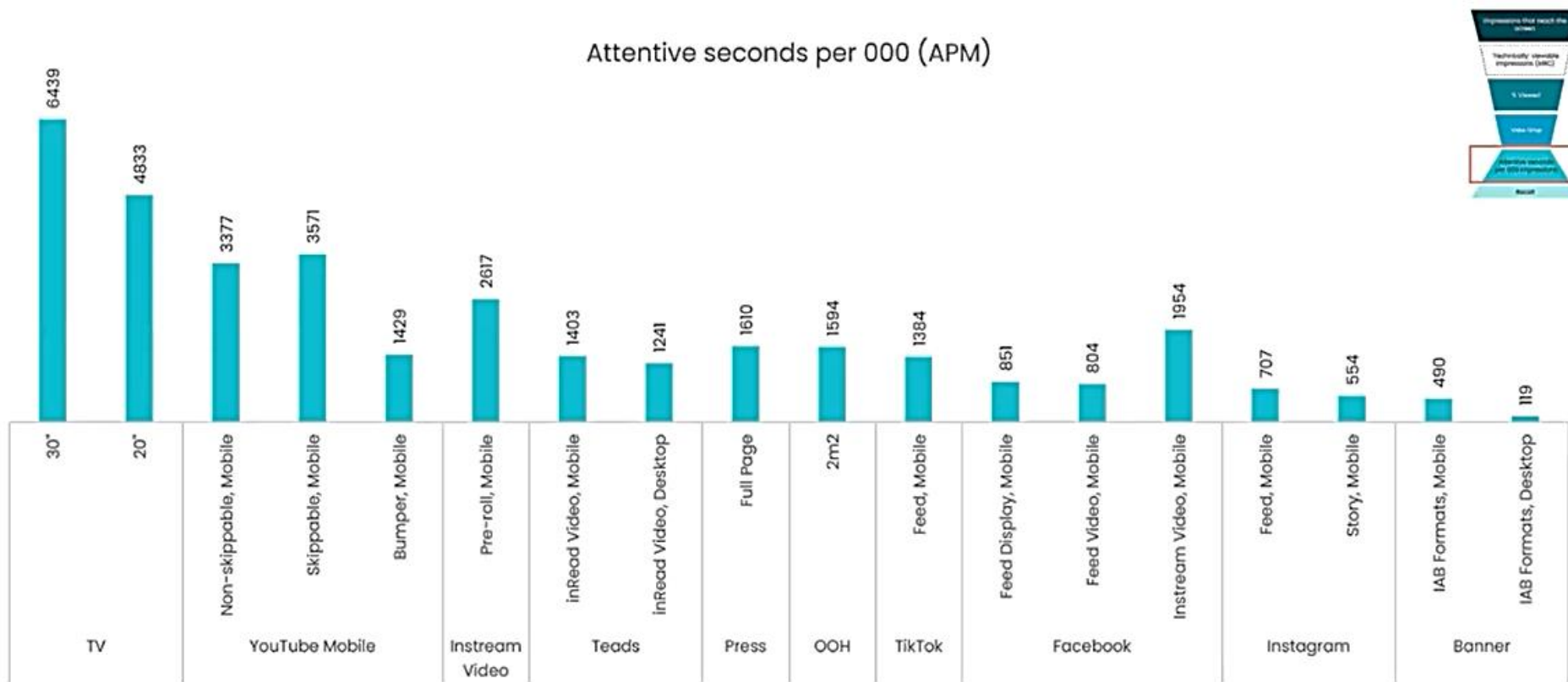


Mail Media Metrics

# Direct Mail dwarfs other channels in the key Attentive Seconds per thousand planning metric (APM)

Any Direct Mail

Attentive seconds per 000 (APM)



18,086

Political Mail  
Avg. APM

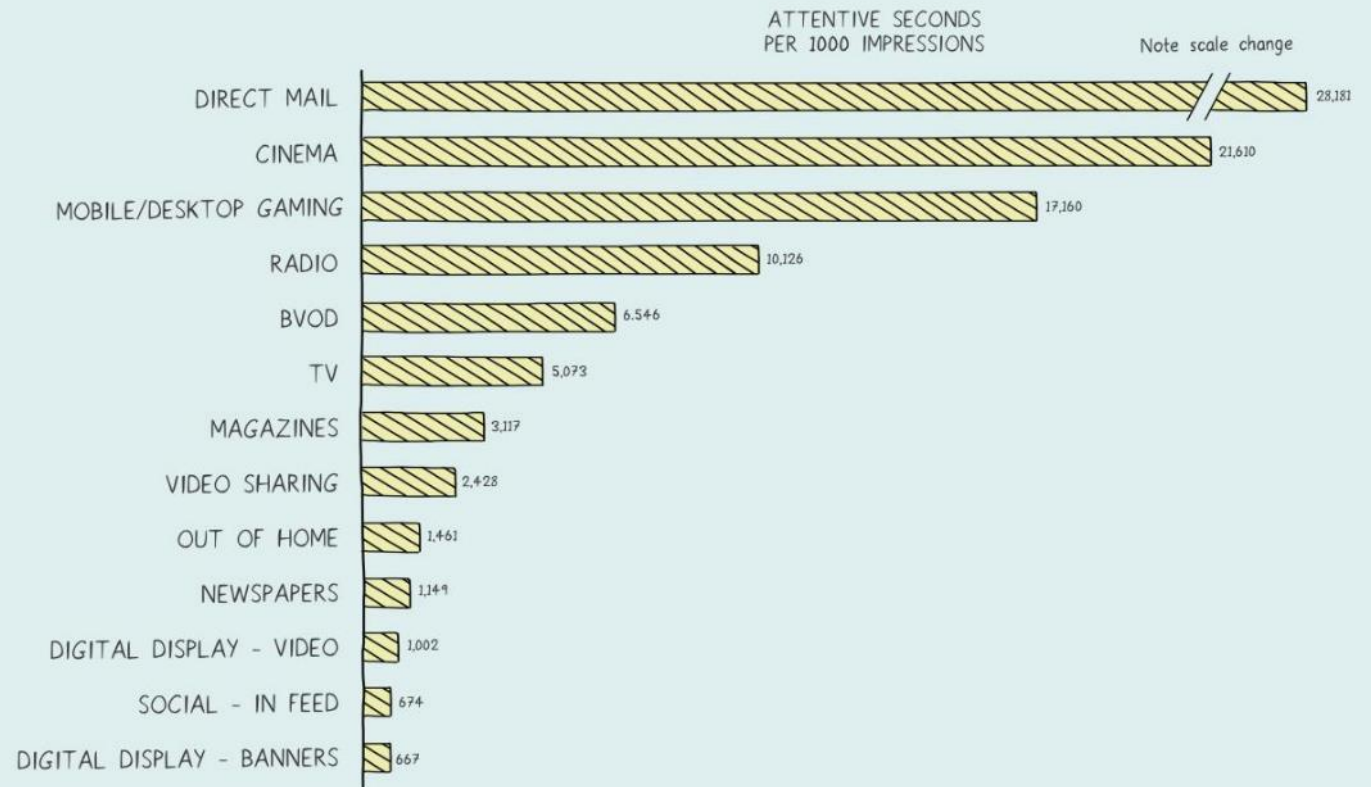
T»VISION

Sources: TV: Tvision/Lumen UK TV Panel, YT, Instream, Teads, Facebook Feed, Banners: Lumen digital panels. Press: Lumen Omnibus. OOH: AM4DOOH project. IG, FB Watch, TikTok: Lumen studies (weighted to be consistent with passive panel)


# And Dan White Head of smartmarketing.me, highlighted the same mail insight recently – in his own unique style

## ATTENTION GAINED BY DIFFERENT MEDIA

These figures are the total number of seconds of viewers' attention an advertiser can expect to gain from different media, assuming average creative quality. They reflect how many people are likely to pay any attention at all to the ad, and if they do, for how many seconds. This should be considered when deciding which media channels to use, alongside the cost and reach of each medium. Longer attention tends to mean greater memorability, but this may not be relevant depending on the objectives of the campaign and the creative.



SOURCE: DM - JICMAIL; TV - TVision; other platforms - Lumen. Figures vary by ad duration/size.

© Dan White  www.smartmarketing.me



# Why does this matter?

## Mail outperforms Social and On-line cost per thousand very significantly (at under £1 per 1000 attentive seconds)

Political Direct Mail

With thanks to Mike Follett - Lumen  
Cost per 000 attentive seconds

aCPM



 **The high levels of 'Time Spent' with Mail in households creates awareness, memory encoding and recall in the voting booth**

 **Mail creates high levels of focussed attention compared to competing channels and significant cost benefits**



# Benchmarking Political Party mail metrics

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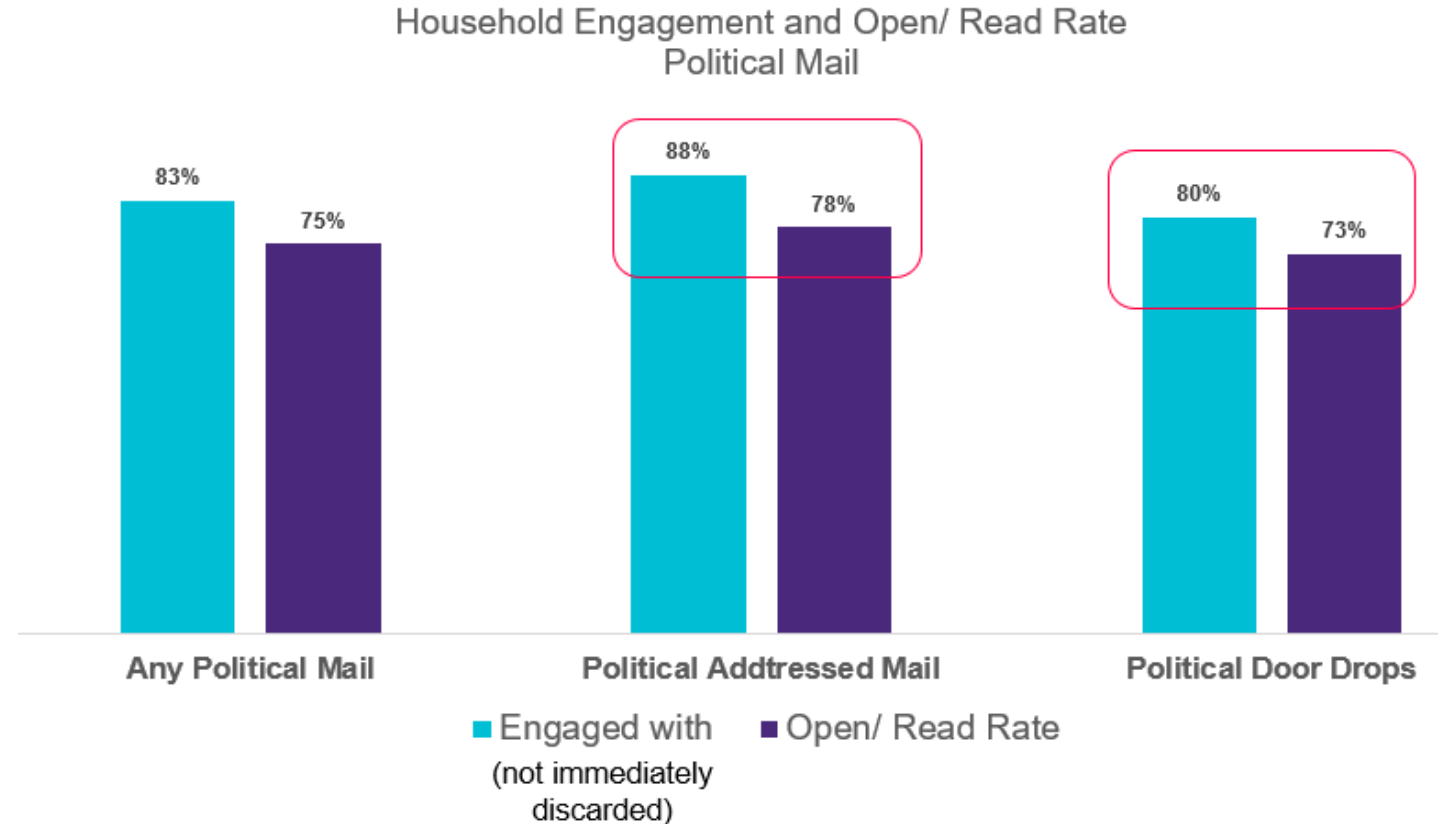
Mail Media Metrics

# Over 80% of Political Mail is 'Engaged With' and the Open/ Read Rate is 75%

**Both Addressed Mail and Door Drops cut through at significant levels**

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Voter Engagement

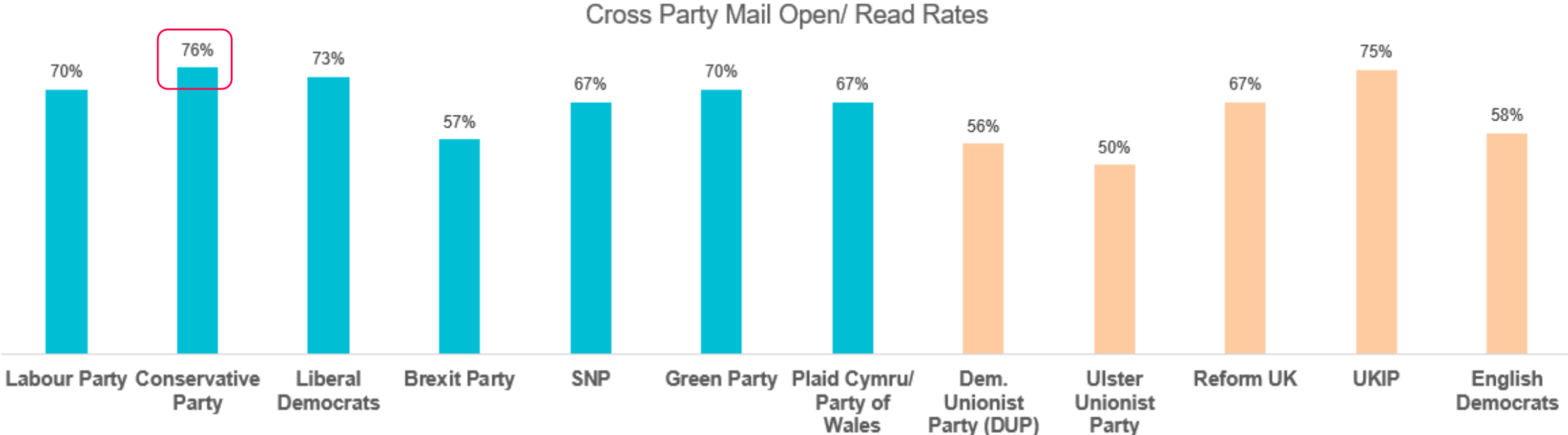


Mail Media Metrics

Source: Kantar TNS item data Q12019 – Q42023, n=272,937. Of which Political Mail 3,983

# Conservatives marginally outperform with an Open/ Read rate of nearly 80%

Open/ Read Rate



Caution: Low Sample

But which parties are stimulating discussions or advocacy in the home with their mail?



Mail Media Metrics

Source: Kantar TNS item data Q12019 – Q42023, n=272,937. Of which Total Political Mail 3982. Consisting of Political Parties; Labour Party 930, Conservative Party 751, Liberal Democrats 659, Green Party 203, Brexit Party 157, Scottish National Party (SNP) 102, Plaid Cymru/ Party of Wales 51, Other Smaller Parties 77

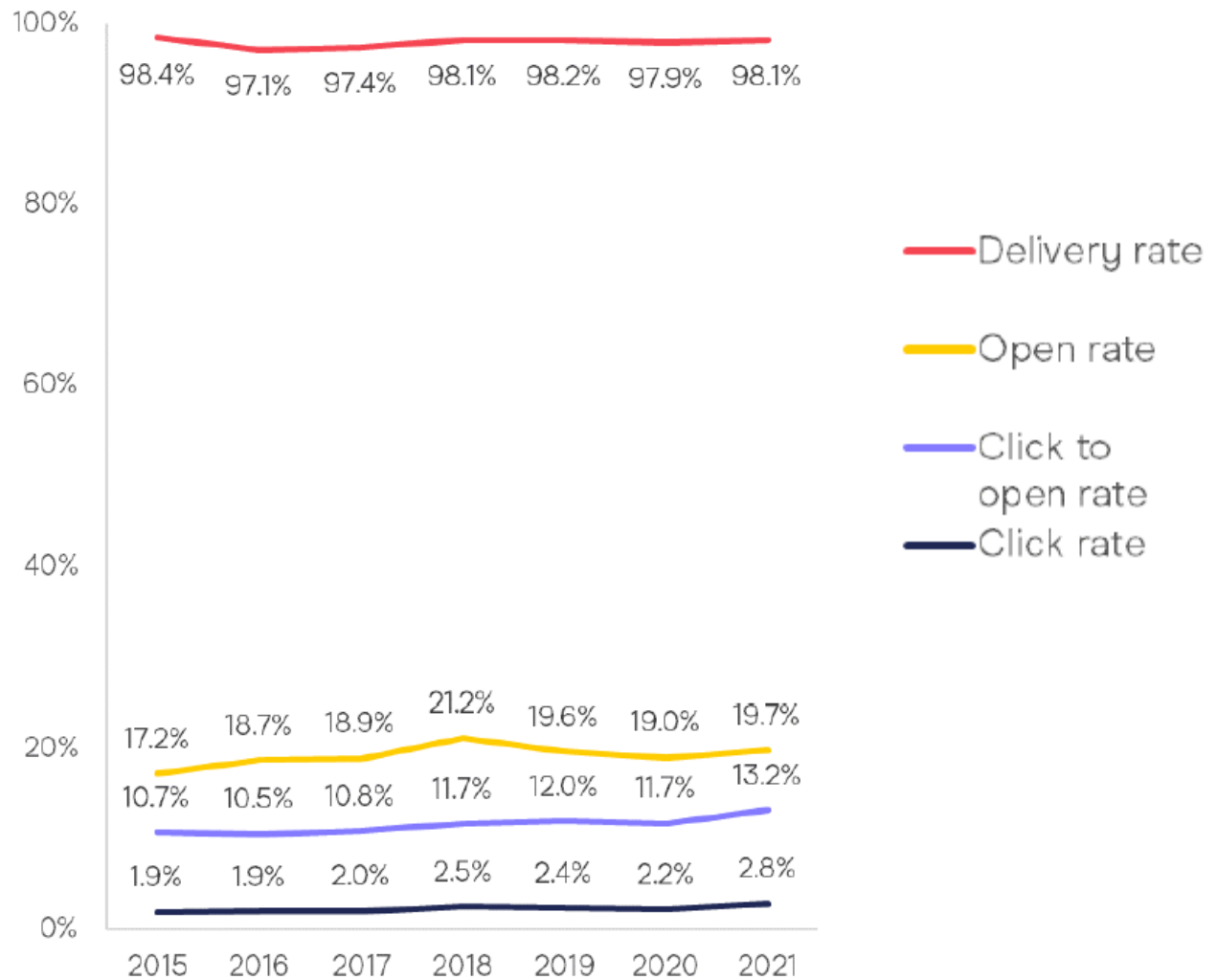
# The equivalent Email open/ read rate is 10-20%

## The DMA provides perspective on the email open/ read rate

Email Open/ Read Rate (All Sector Average)

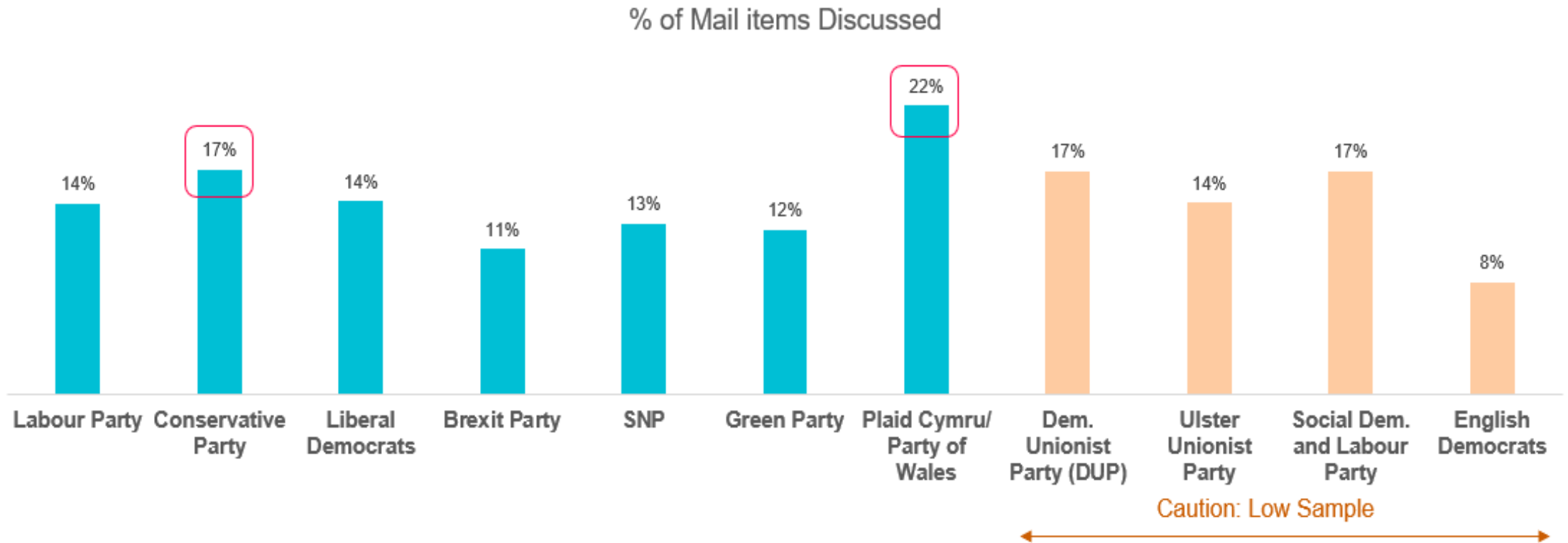


Email Benchmark Averages, 2015-2021



# Political Party Mail is initiating discussions in the home at very high levels. Plaid outperforms at 22% of items stimulating an in-home conversation

Discussed in the Home  
All Party Avg. 15%

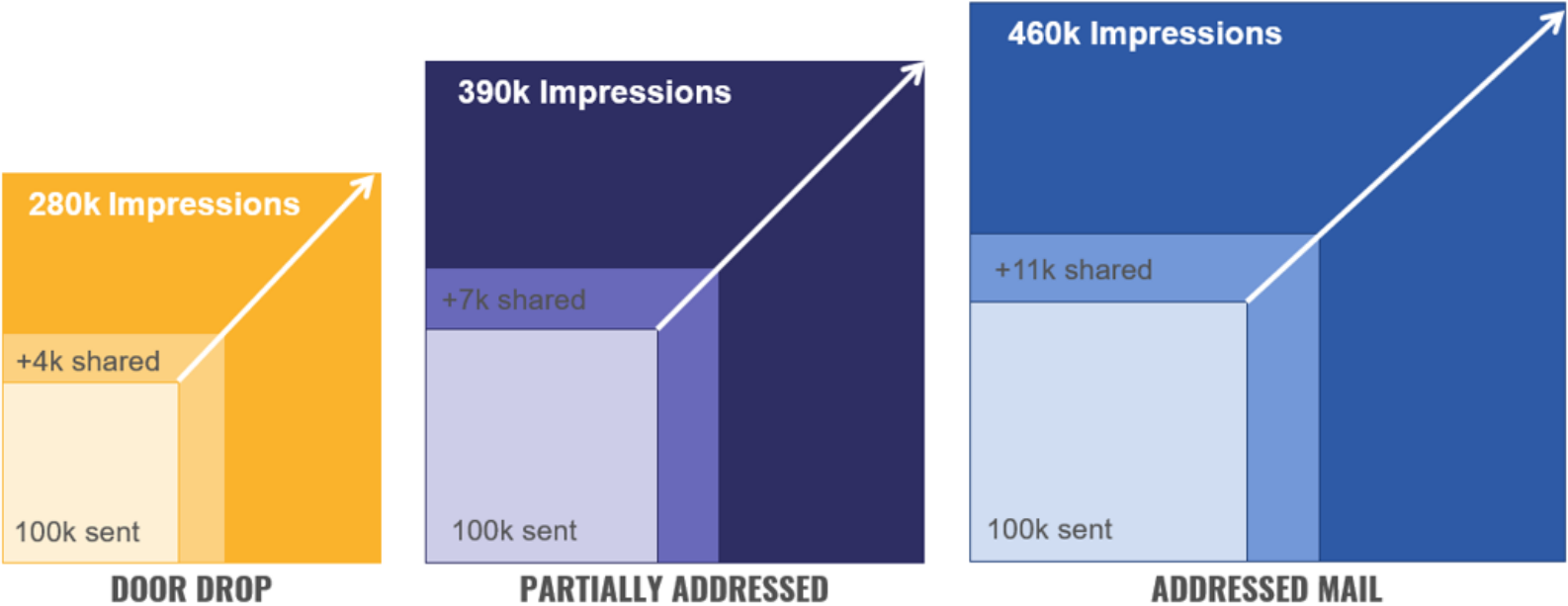


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# Key Take-out 2

**Mail is shared, discussed and interacted with multiple times, creating a multiplier effect**  
There are variations by mail type



# Because Political Party Mail is shared and interacted with frequently a 100,000 circulation creates over 300,000 impressions or ‘opportunities to see’

Key Mail Metrics: Any Political Party

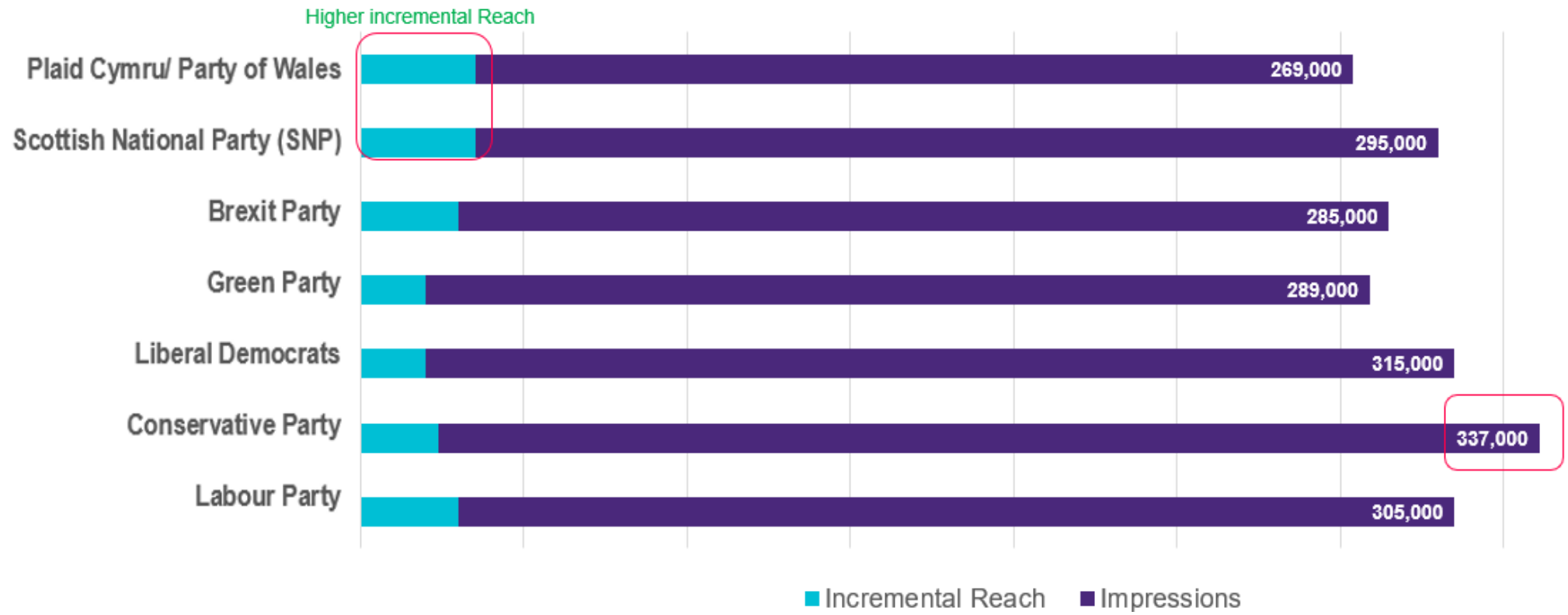


But which party is maximising ‘opportunities to see’ ?

# No party stands out significantly in generating incremental Reach or Frequency

Signalling opportunity to use Test & Learn, Eye Tracking etc to optimise effectiveness

Impressions per 100,000 circulation



Mail Media Metrics

Source: Kantar TNS item data Q12019 – Q42023, n=272,937. Of which Total Political Mail 3982. Consisting of Political Parties; Labour Party 930, Conservative Party 751, Liberal Democrats 659, Green Party 203, Brexit Party 157, Scottish National Party (SNP) 102, Plaid Cymru/ Party of Wales 51, Other Smaller Parties 77



# Key Take-out 2

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## Mail primes voters for action



**By cut-through in the home - high open/ read rate**

**By Initiating discussions - growing advocacy**

**By creating focussed attention in the home**



**Lastly – Let's examine Mail and Precision Targeting of voters**

# Optimising Targeting for Political Mail

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Mail Media Metrics

# How do Mail Metrics differ across...?

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- ➡ **Generations – Baby Boomer v Gen. Z**
- ➡ **Life Stages – Student Life v Comfortable Seniors**
- ➡ **Gender and Social Grade**
- ➡ **Geographies and Nations**

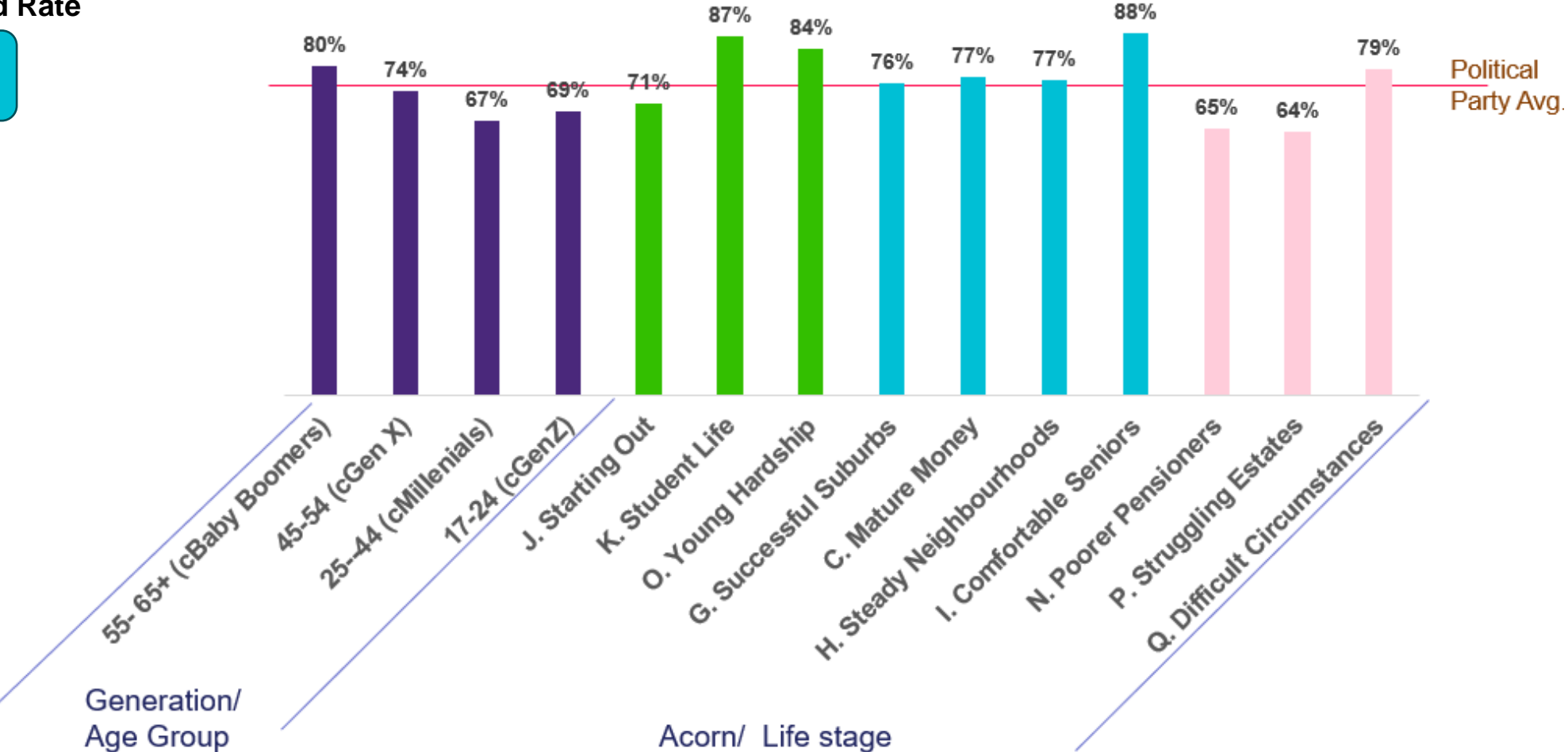
# No evidence for Generational or Lifestage differences in voter behaviours with mail

Political Party Mail

Open/ Read Rate

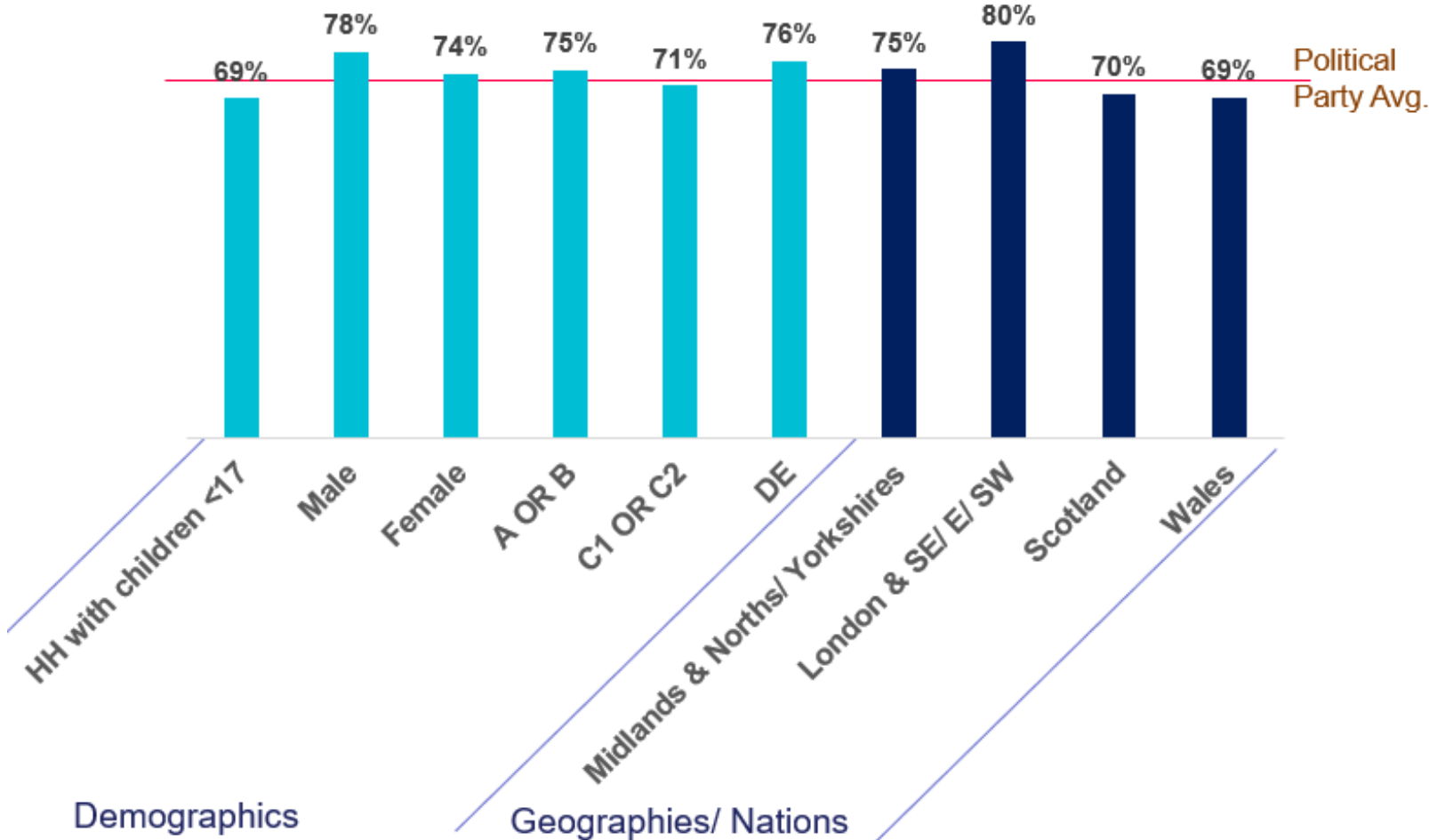
75%

Variations from the benchmark (red line) are minor

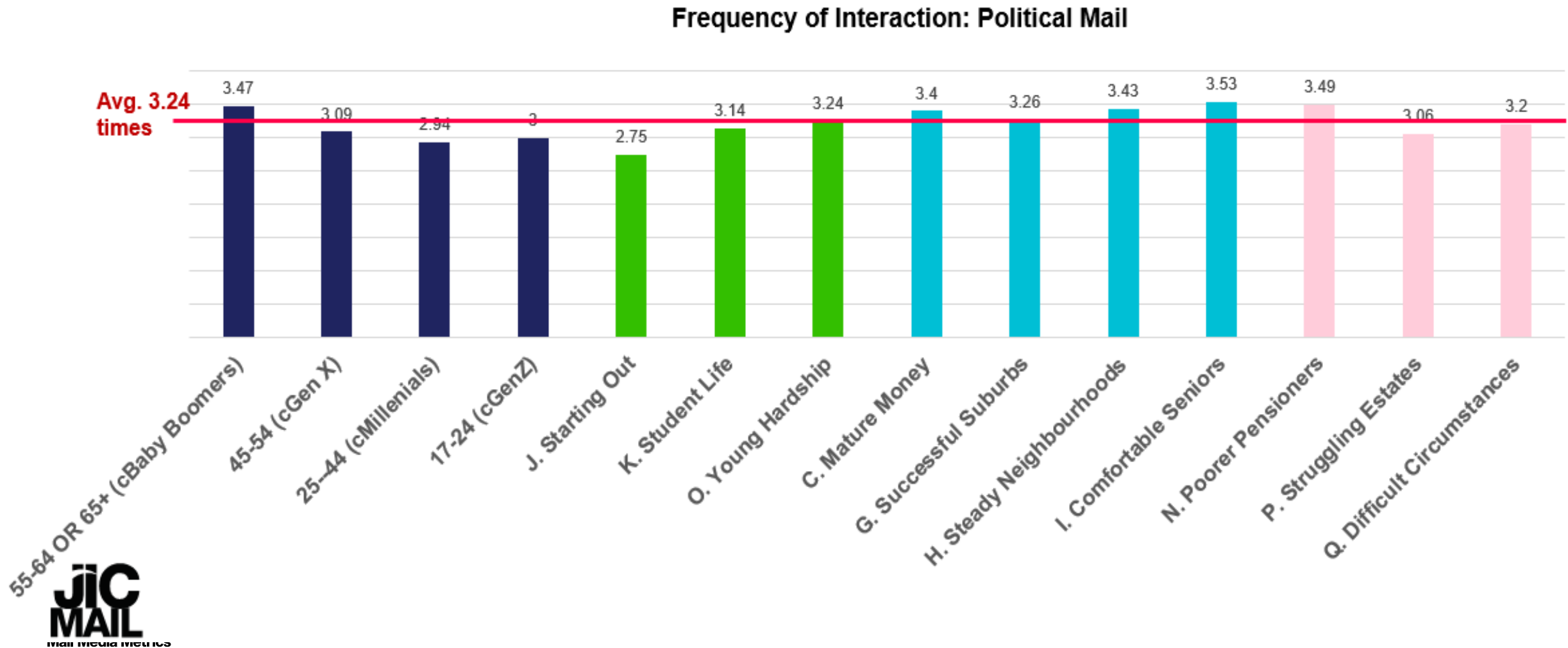


Source: Kantar TNS item data Q12019 – Q42023, n=219,774. Of which Political Party Mail 3,961 (GenZ proxy sample= All Mail)

# and very minor variations across Social Grade, Gender and Geographies



# Frequency of Interaction with Political Mail is also remarkably consistent across Generations and Life-stages



Source: Kantar TNS item data Q12019 – Q42023, n=219,774. Of which Political Party Mail 3961 (GenZ sample= All Mail)

# Key Take-out 3

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- ➡ **Mail cuts through across all voter segments**
- ➡ **There are no significant generational, geographical or social differences in voter engagement with mail**

# In Conclusion

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Mail Media Metrics



# The Evidence Shows Mail creates synergies

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- ➡ **Mail primes voters for action**  
**Mail creates high levels of attention in the home**  
**Yields high cut-through across population segments**
- ➡ **Stimulates Conversations**  
**Is live in the home for long periods**  
**Stimulates advocacy and online Discovery**
- ➡ **Is cost effective when attributed scientifically**

# Panel Discussion and Q&A

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With Mark Cross, JICMAIL Engagement Director



Mail Media Metrics

# Thank you

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 [jicmail.org.uk](http://jicmail.org.uk)

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 [peter@jicmail.org.uk](mailto:peter@jicmail.org.uk)

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