

JICMAIL Quarterly Results

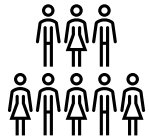
Q1 2024



Mail Media Metrics



Q1 2024 Highlights



Reach and Frequency:

Up year-on-year for most mail types in Q1



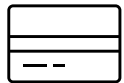
75.9%

Read rate. Up 1% point year-on-year



20.2%

Of mail filed away: a three year high



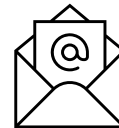
6%

Of mail prompted a purchase (up 43% y-on-y)



46%

online vs 32% in store: mail purchase rate channel mix



38%

Conversion from website visits to online purchase prompted by mail



£0.11 & £0.07

DM vs Door Drops mail attention efficiency calculations updated



1.

Mail Engagement

Ad Mail engagement continued to grow in Q1 2024: Frequency is up for DM, Door Drops and PAM.

Reach is up for DM, PAM and Business Mail.

2.

Mail effectiveness

Mail's effectiveness in driving lower funnel metrics continues to grow. Purchases driven by mail are up to 6%, representing 43% growth year on year.

46% of these purchases are fulfilled online vs 32% in store. The conversion rate from online visit to purchase is 38%.

3.

Advertiser performance

The NHS and Cotton Traders have taken a disproportionately large share of DM attention in Q1 2024, while Farm Foods and The Conservative Party have done the same with Door Drops.

Hello Fresh, ROL Cruises and the AA are among the most prominent users of cold DM.

Mail Engagement Q1 2024

Reach, Frequency, Lifespan and Attention



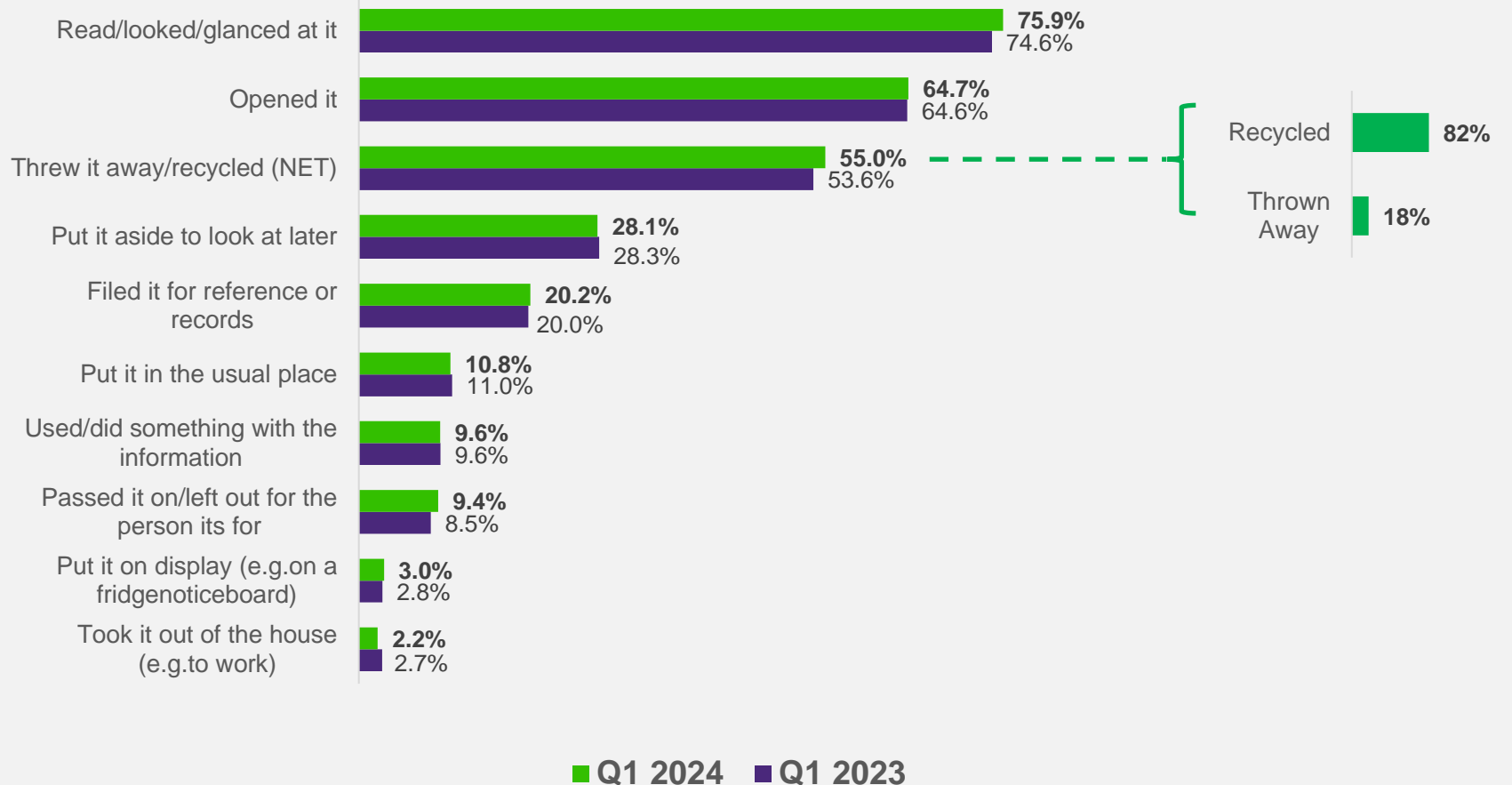
Mail Media Metrics

Mail interaction rates virtually stable year on year

Mail interactions are virtually stable year on year, with a marginal up-tick in read rates and a one percentage point increase in the amount of mail being passed on to others.

Of the mail discarded, 82% is recycled as opposed to thrown away.

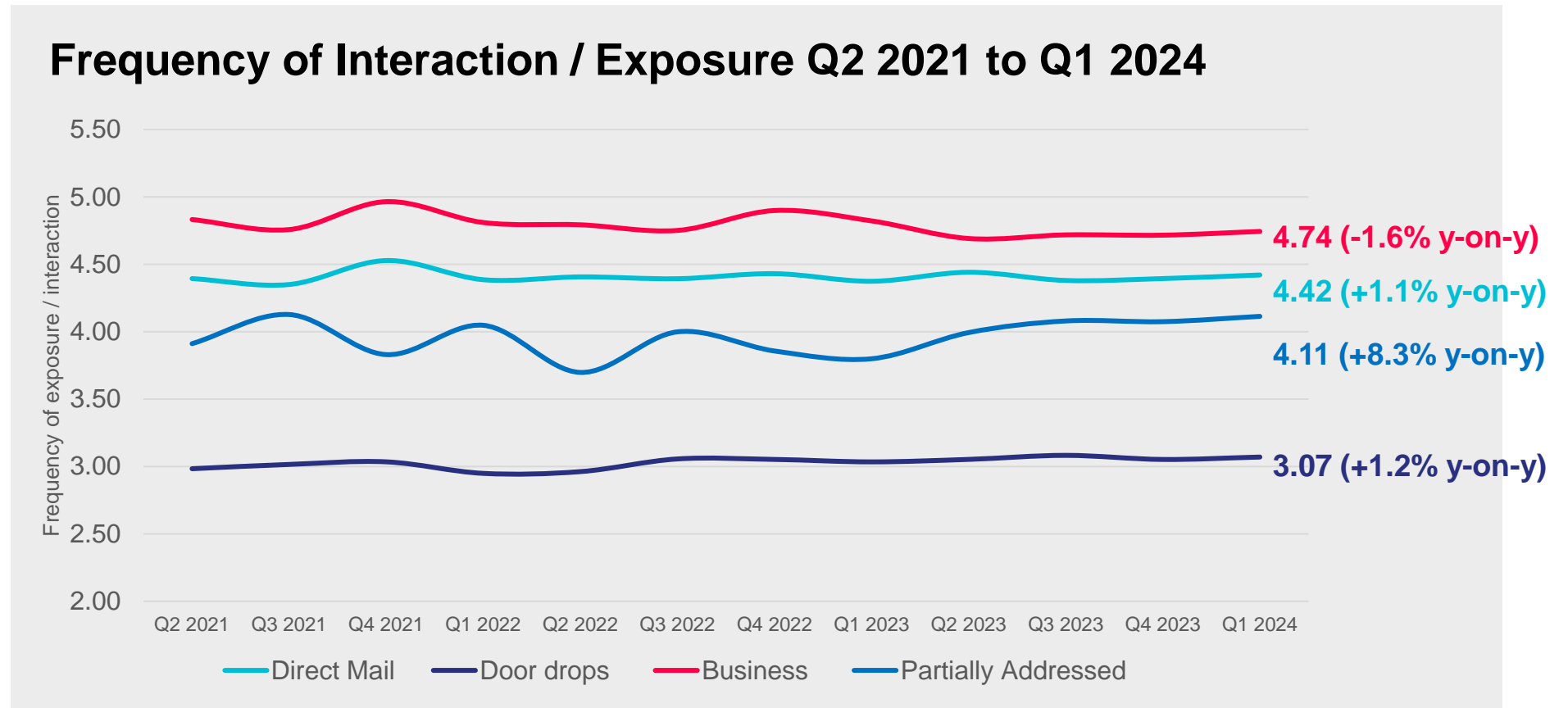
Physical Actions (All Mail Types) % of mail items



Source: JICMAIL Item Data Q1 2023 n=11,214 mail items; Q1 2024 n=10,590 mail items

Frequency of interaction increases for DM, Door Drops and Partially Addressed Mail

For the second quarter in a row, Partially Addressed Mail has recorded the largest increase in frequency of interaction (+8.3% in Q1 2024 vs +5.7% in Q4 2023). It represents a small amount of volume however: 3% of the total sample.

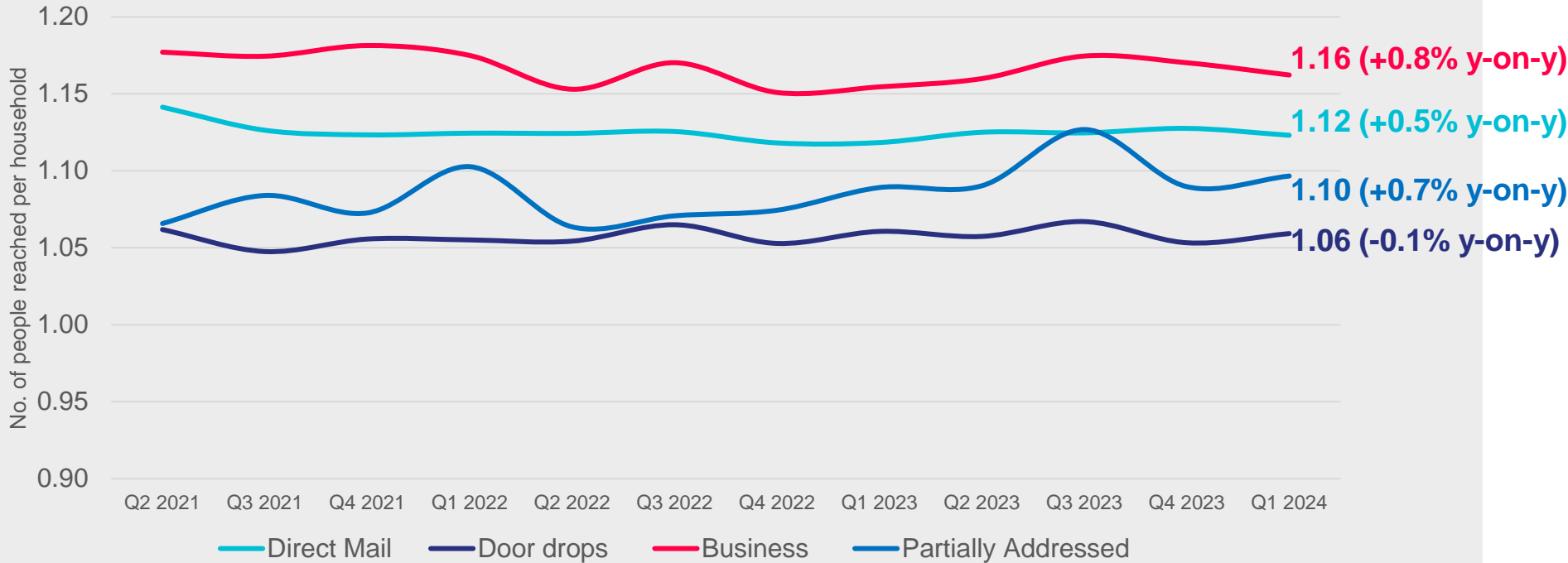


Source: JICMAIL Item Data Q2 2019 to Q1 2024 n=218,590 mail items

Mail sharing again records incremental improvement in Q1

Mirroring the increased pass-on rate recorded in Q1 2024, Business Mail, Direct Mail and Partially Addressed have all recorded increased item reach.

Item Reach in the Household Q2 2021 to Q1 2024

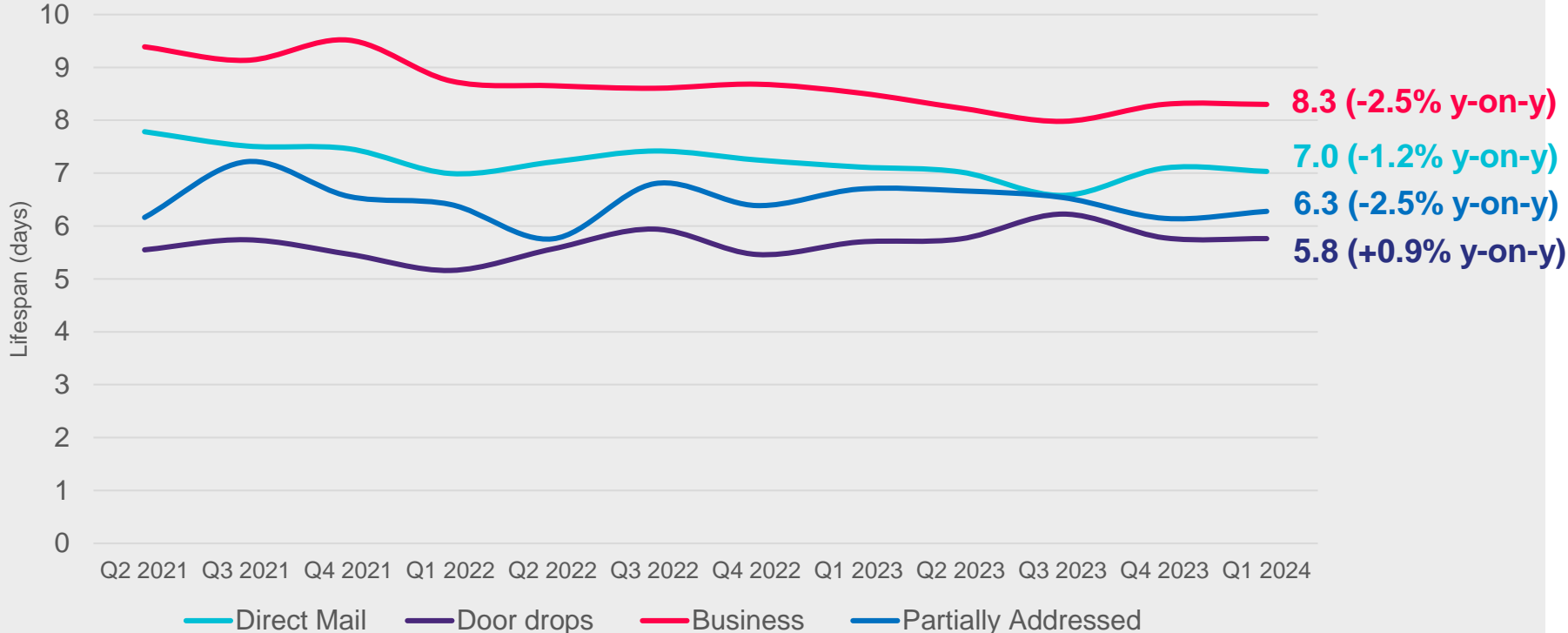


Source: JICMAIL Item Data Q2 2019 to Q1 2024 n=218,590 mail items

Door Drop lifespan increases for sixth quarter in a row

While all addressed mail lifespans have declined year on year, file-away rates are at a three-year high. While not necessarily “active”, mail that is filed away is still present in the home although no longer contributing to lifespan calculations.

Lifespan (days) Q2 2021 to Q1 2024



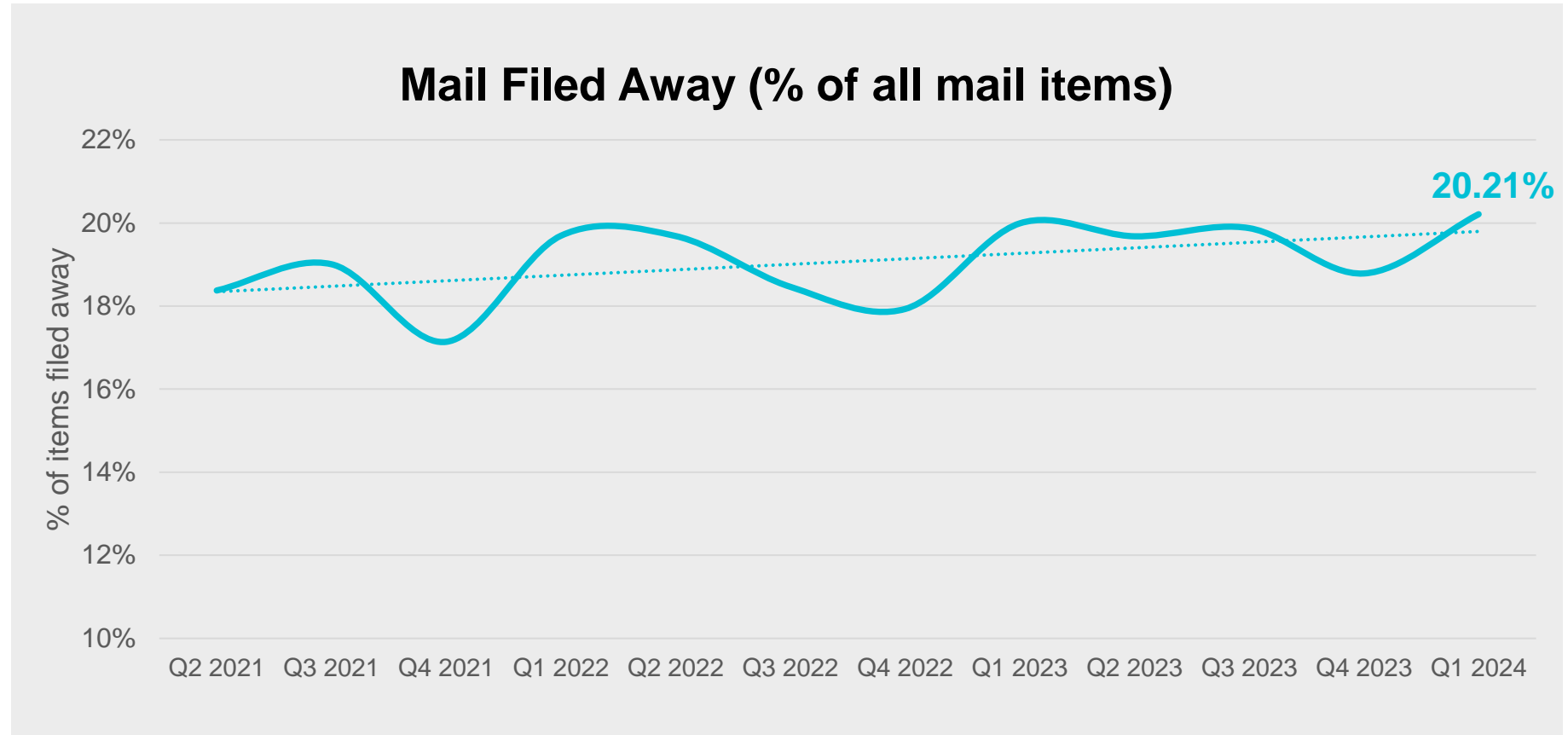
Source: JICMAIL Item Data Q2 2019 to Q1 2024 n=218,590 mail items



Mail file-away rates reach a three-year high

Over 20% of mail was filed away within a 28 day period in Q1 2024 – the highest reading for twelve quarters.

DM Financial Statements and Notifications / Reminders are most commonly filed away along with Door Drop special offers and information about events.

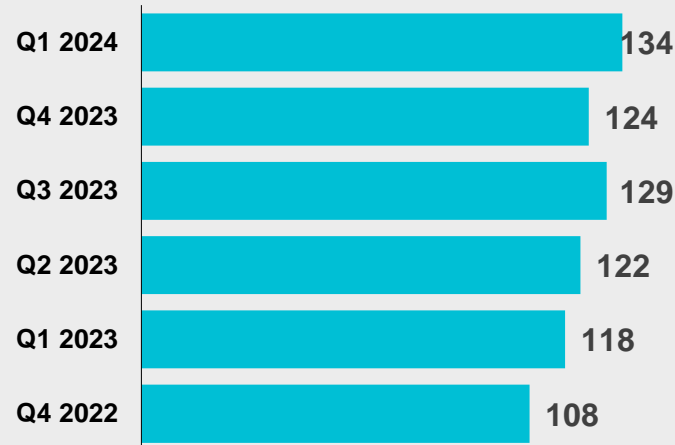


Source: JICMAIL Item Data Q2 2019 to Q1 2024 n=218,590 mail items

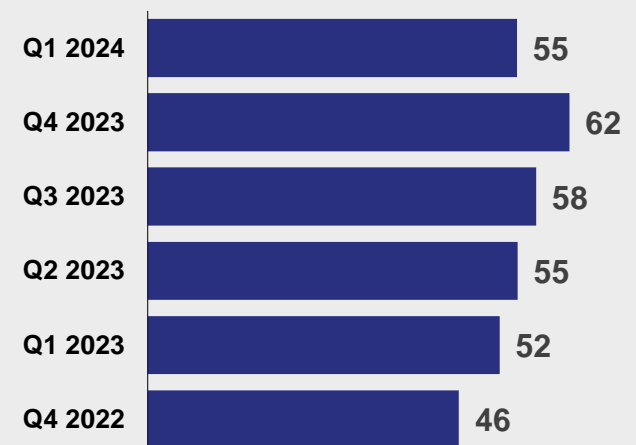
The average Direct Mail item was engaged with for 134 seconds in Q1 2024. The average Door Drop for 55 seconds

Attention remains strong across the mail channel. It should be noted that attention metrics represent interactions with the mail item across any household member that interacted with that item.

Direct Mail Attention (seconds interacted with per item)

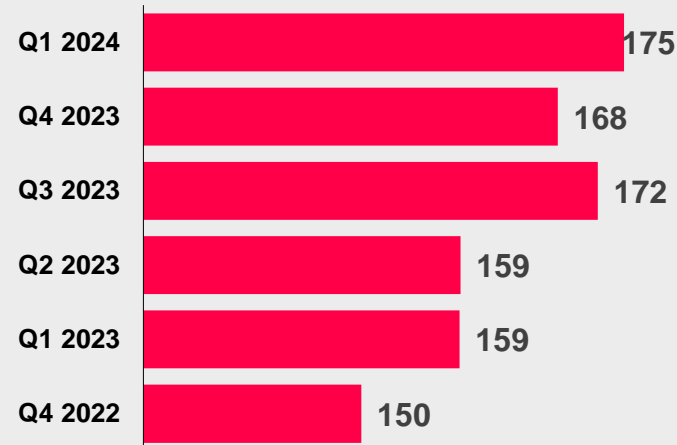


Door Drop Attention (seconds interacted with per item)

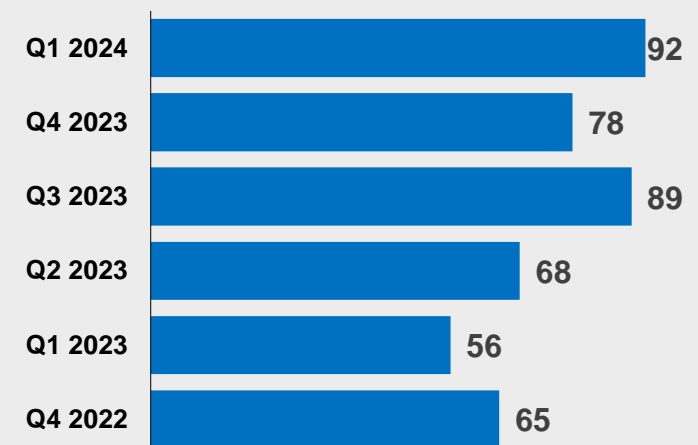


Business Mail and Partially Addressed attention also up year on-year

Business Mail Attention (seconds interacted with per item)

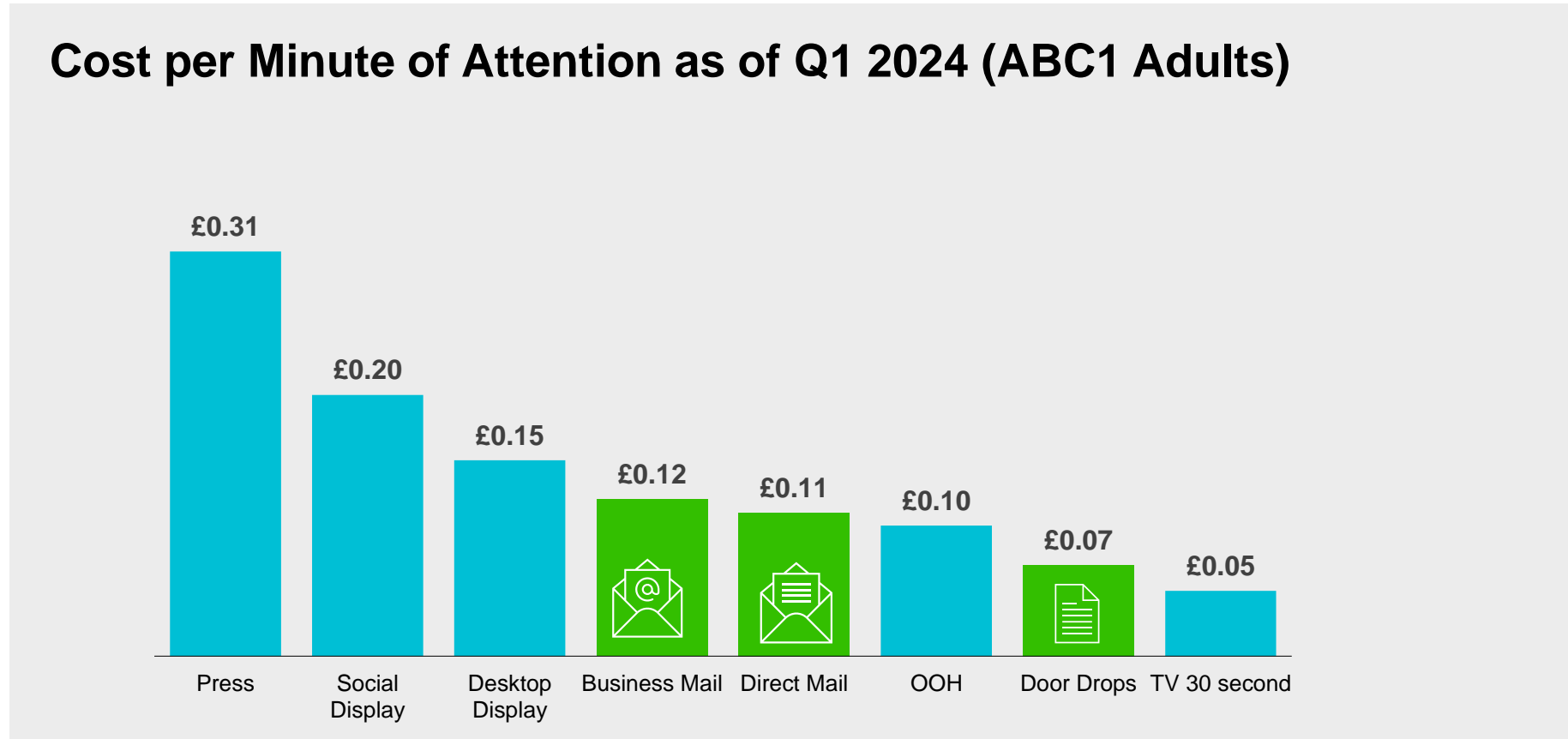


Partially Addressed Mail Attention (seconds interacted with per item)



Mail is still as attention efficient as any other channel

Building on the analysis first presented in [The Time We Spend With Mail](#) attention study, CPM data has been updated with 2023 rates along with mail attention figures. Mail is still in contention as a highly attention efficient channel.



Source: JICMAIL Item Data Q1 2024.; Lumen; TVision; 7Stars 2023 CPM data. Note: Attention is measured using an eye-tracking methodology for all channels apart from mail. Mail attention is a claimed metric measured using the JICMAIL diary survey and verified by observed video analytics data. Viewability and % Viewed metrics have not been taken into account as standard across this analysis. OOH data based on roadside only.

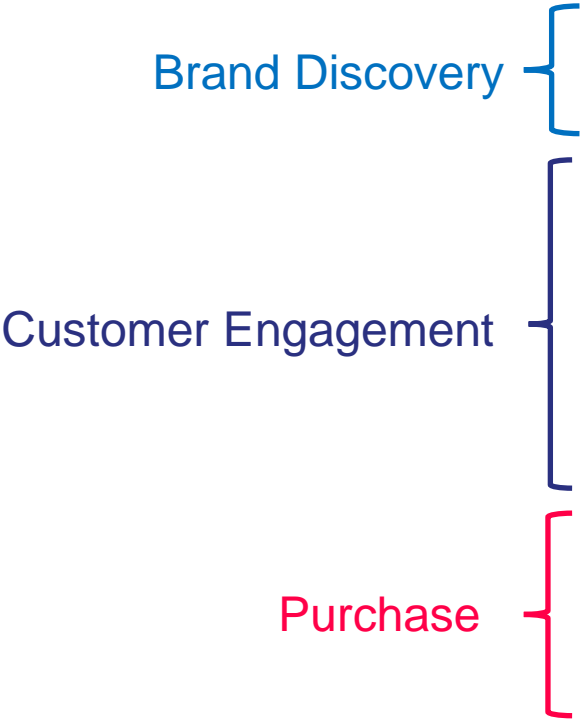
Mail Effectiveness Q1 2024

Commercial Actions

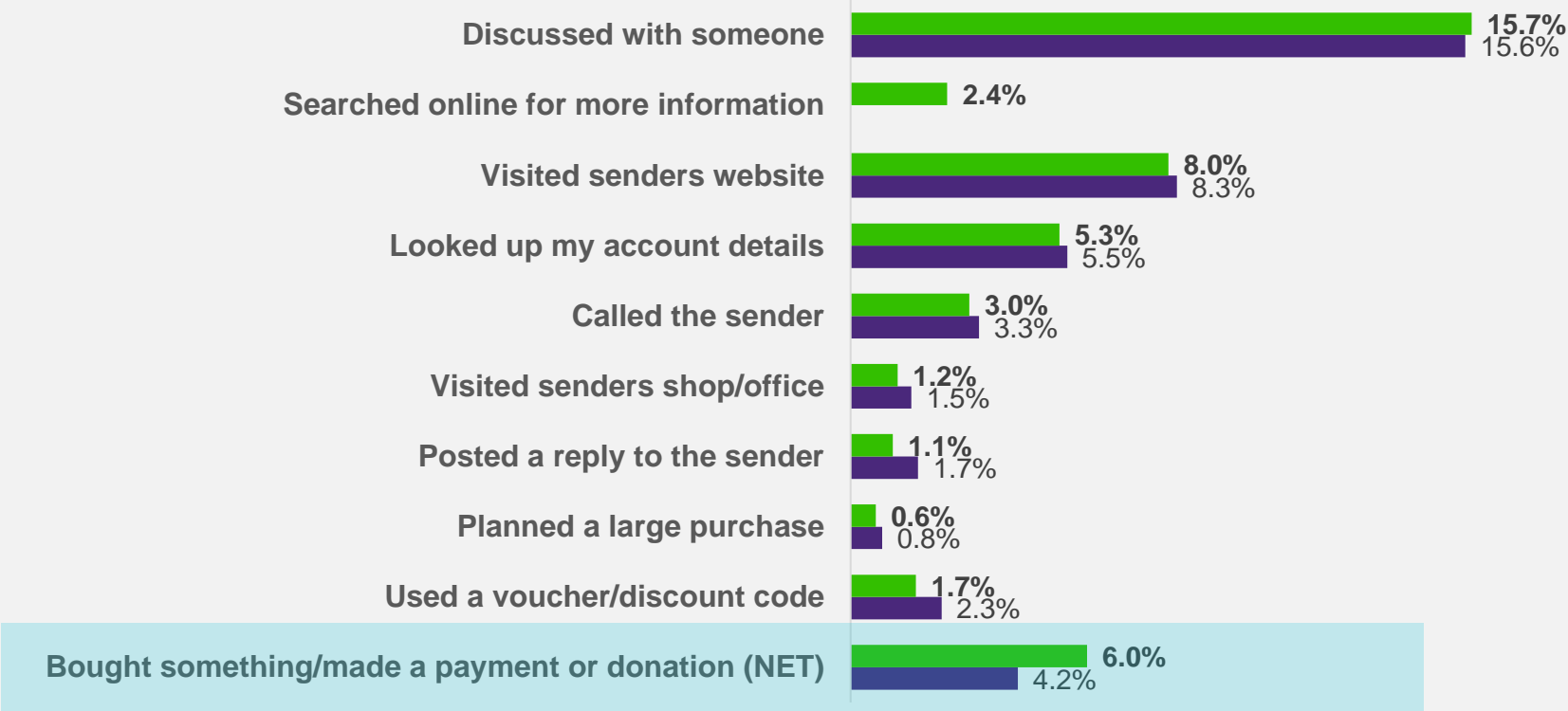


Mail Media Metrics

Mail's effectiveness at prompting purchases has again increased ¹⁴



Commercial Actions (All Mail Types) % of mail items



■ Q1 2024 ■ Q1 2023



Source: JICMAIL Item Data Q1 2023 n=11,214 mail items; Q1 2024 n=10,590 mail items

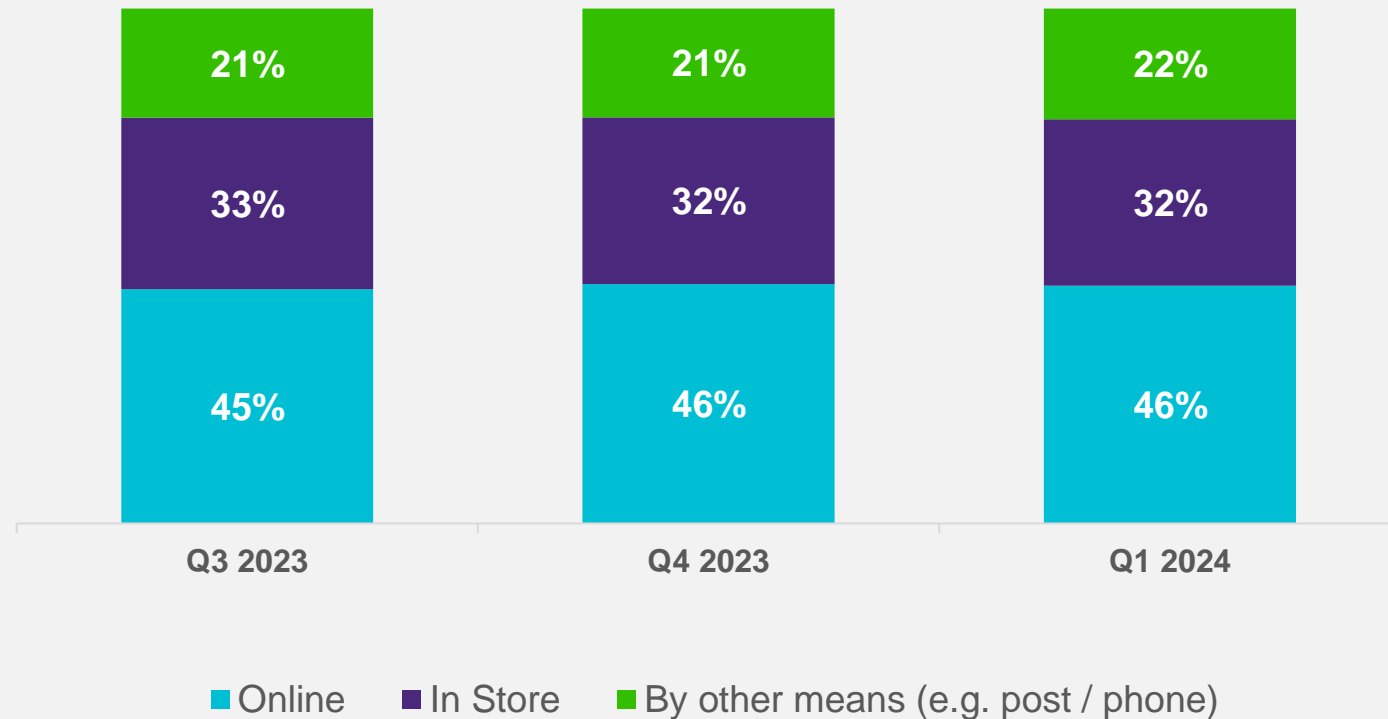
Mail is a vital component of the omni-channel shopping experience

JICMAIL has now been tracking a more granular view of purchase behaviours for three quarters.

Just under half of the mail items driving purchases are doing so online, a third in store and the remainder via other means such as via post and phone (typically related to bill payments and postal donation forms from charities)

Purchases by Channel

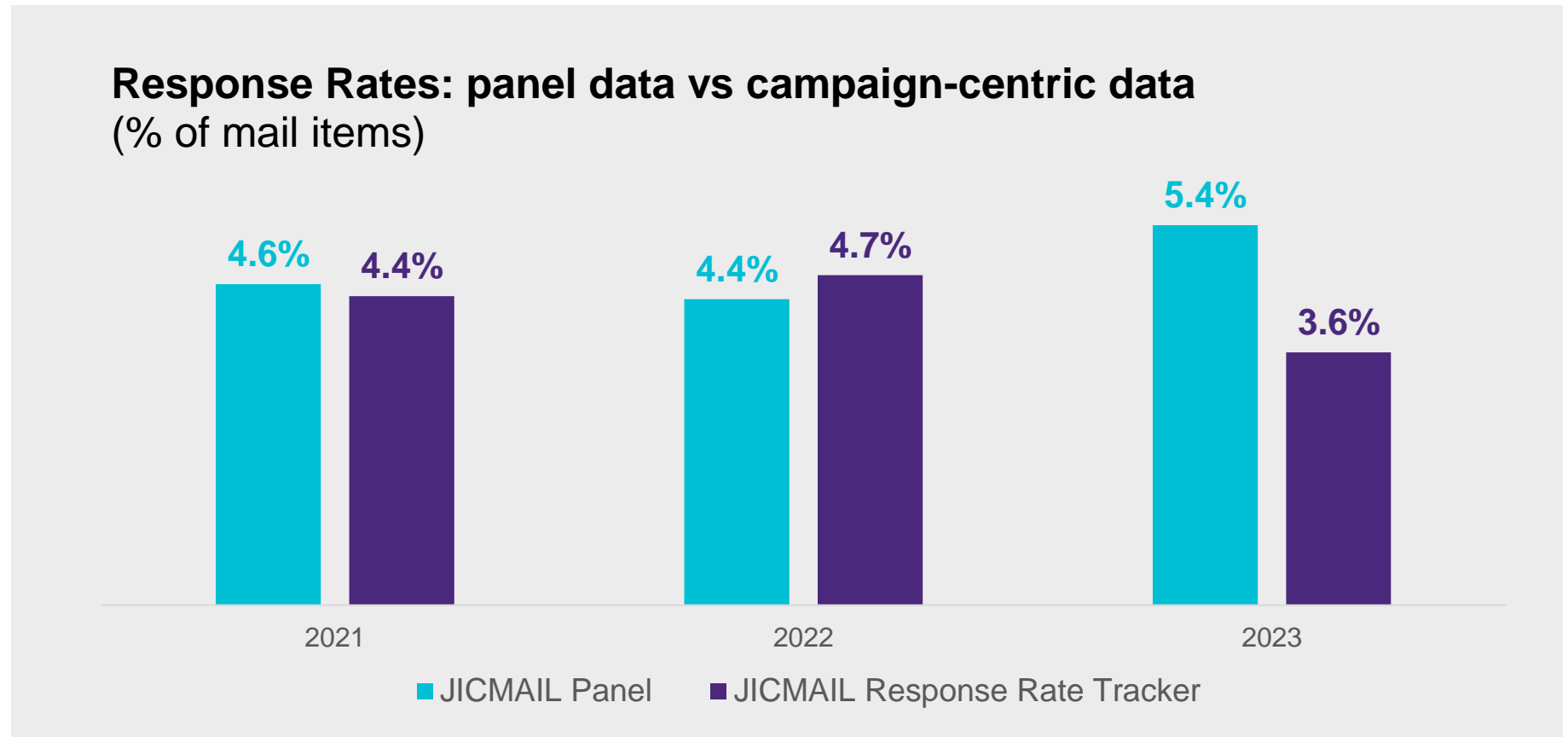
(base: % of mail items prompting a purchase)



Comparisons with the Response Rate Tracker highlight essential differences how effectiveness can be measured

JICMAIL has just released the results of its latest [Response Rate Tracker](#) – taking in the results of over 2,300 campaigns. While employing a very different methodology to the claimed purchase rate of the panel, the two numbers have been well aligned historically.

The divergence in 2023 coincides with the broader range of purchases now recorded by the panel (e.g. online, instore, post, phone) – purchases that might have previously been attributed to other channels using campaign-centric measurement methods.

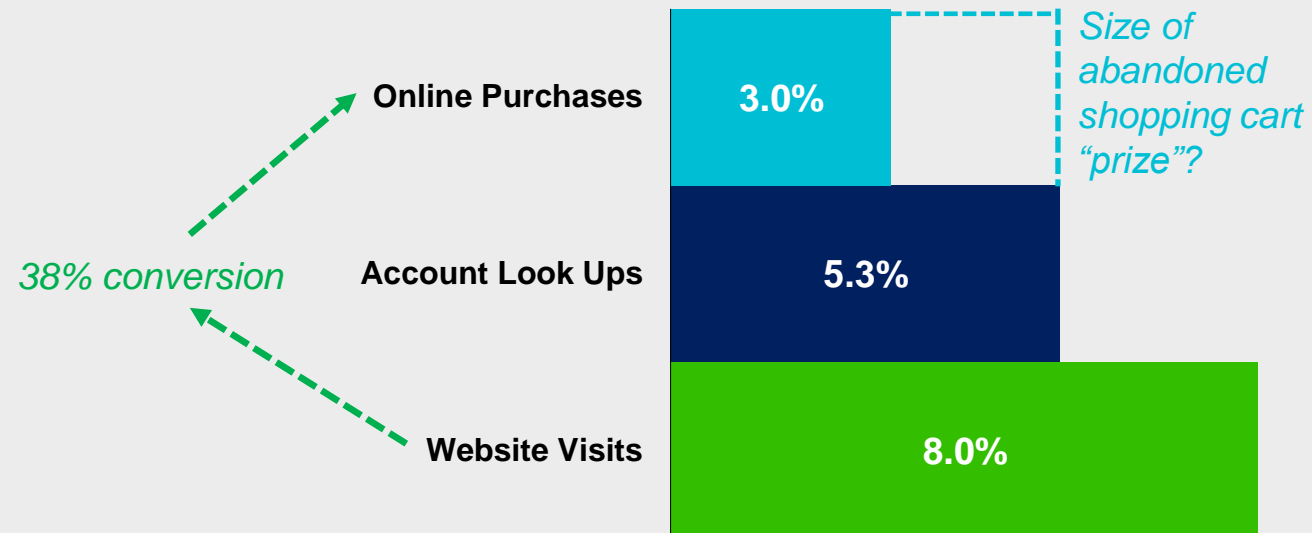


38% conversion rate from website visits

38% of website visits prompted by mail convert into an online purchase.

However, there is a 2.3% gap between the proportion of mail prompting account look ups vs an online purchase. This demonstrates the potential scale of abandoned online shopping carts – a gap which solutions such as programmatic mail are adept at filling.

Digital path to purchase actions (% of mail items)

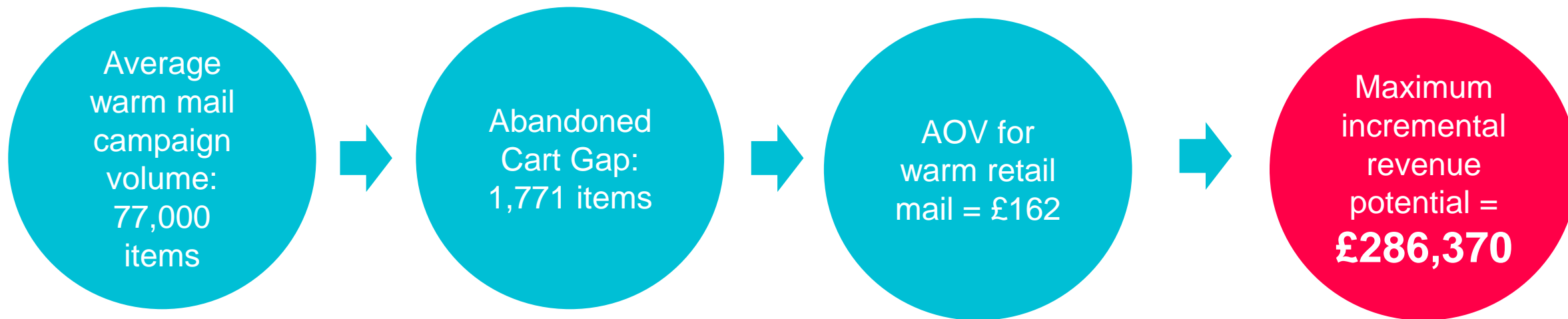


Mail Media Metrics

Source: JICMAIL Item Data Q1 2024 n=10,590 mail items

What is the maximum potential value of the abandoned shopper cart opportunity to businesses?

Assuming....



With an election looming, mail is a vital channel for political parties

JICMAIL's [recent From Letterbox to Ballot Box](#) webinar highlighted the important of the mail channel in delivering vital political messages in an era of declining trust. These findings are again highlighted with the release of Q1 data.

Direct Mail Attention with Political Content (per item)

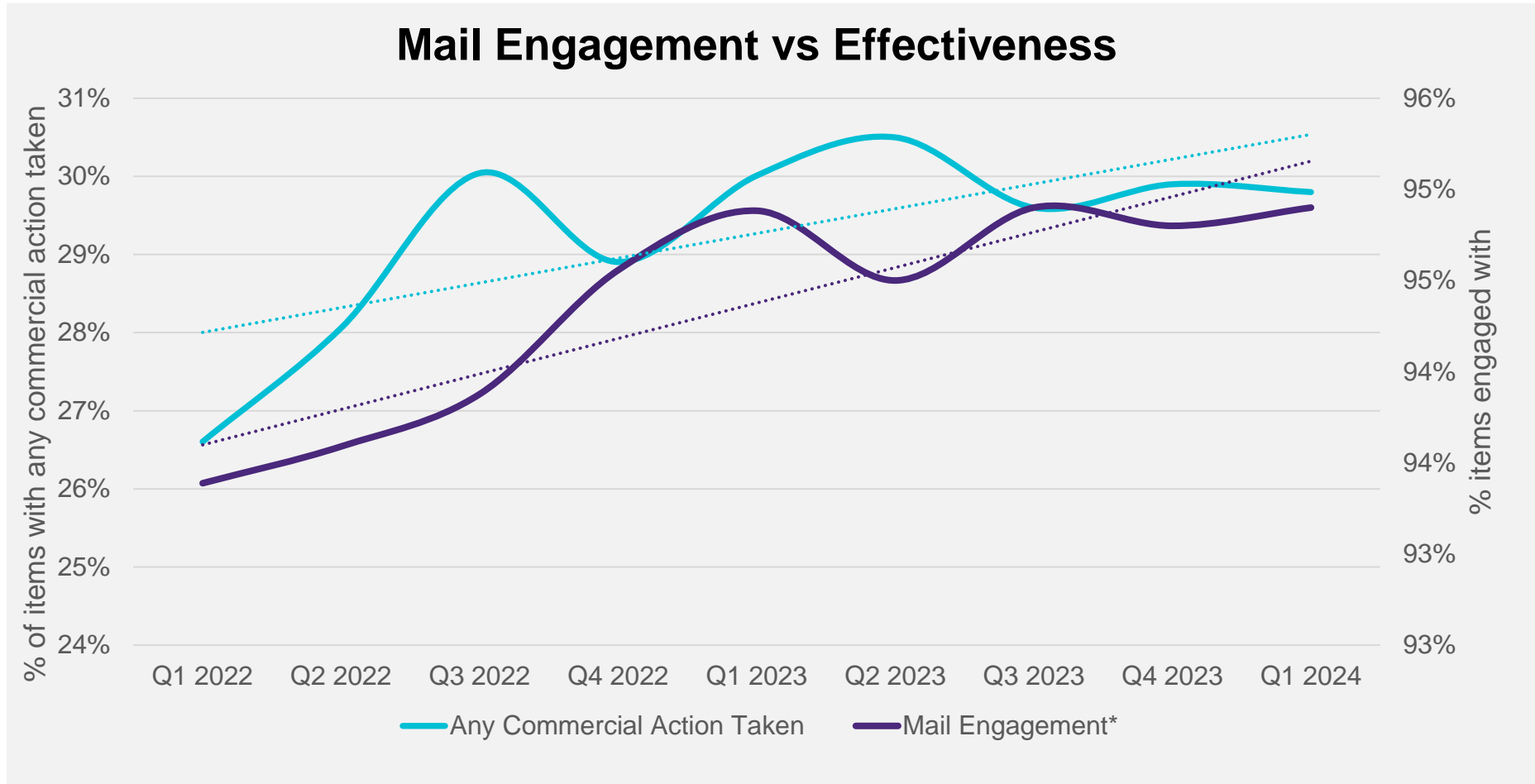


Political Party Door Drop Effectiveness



Mail engagement and effectiveness on a long-term upward trend

95% of mail had some sort of physical action taken with it, other than being immediately discarded. 30% of mail prompts a commercial action.



Source: JICMAIL Item Data Q1 2022 to Q1 2024 n=96,220 mail items

* Engaged Mail = % of mail with any physical action taken other than being immediately thrown away



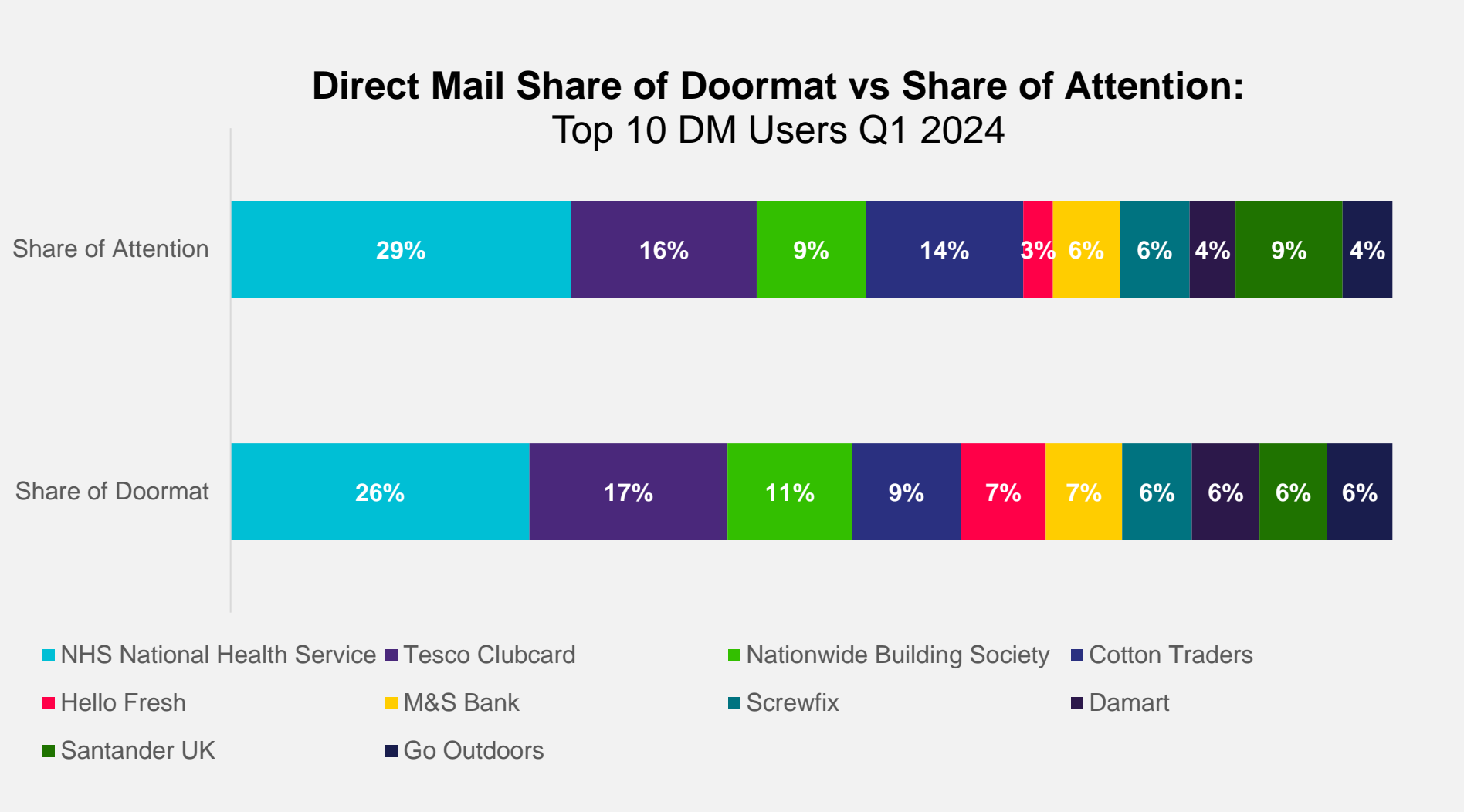
Advertiser Activity Q1 2024

Share of Doormat and Attention



Mail Media Metrics

NHS, Cotton Trader and Santander outperform in terms of mail attention in Q1 2024



Source: JICMAIL Advertiser Attribution Data Q1 2024

Top users of cold acquisition Direct Mail in Q1 2024



97%
Cold DM

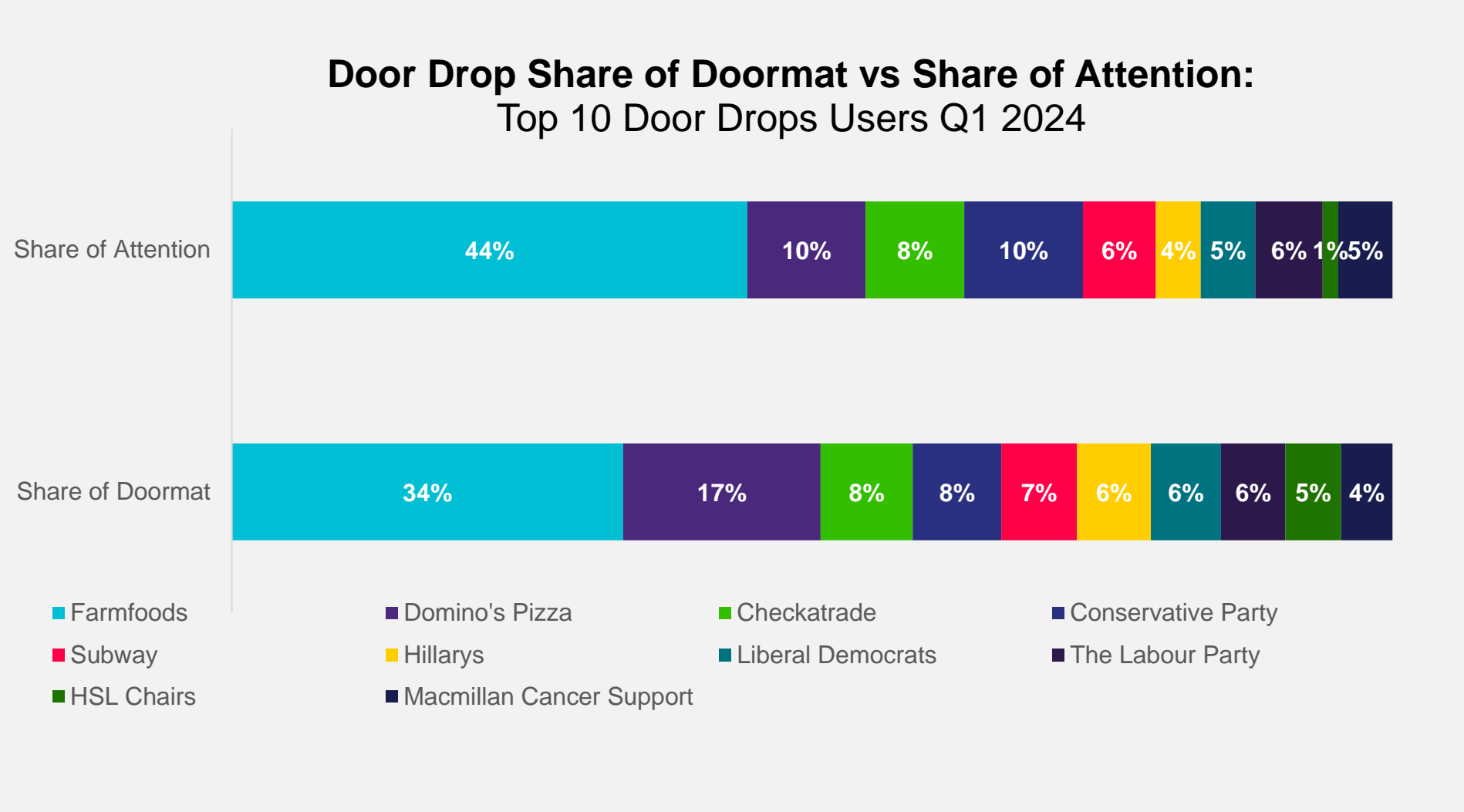


82%
Cold DM

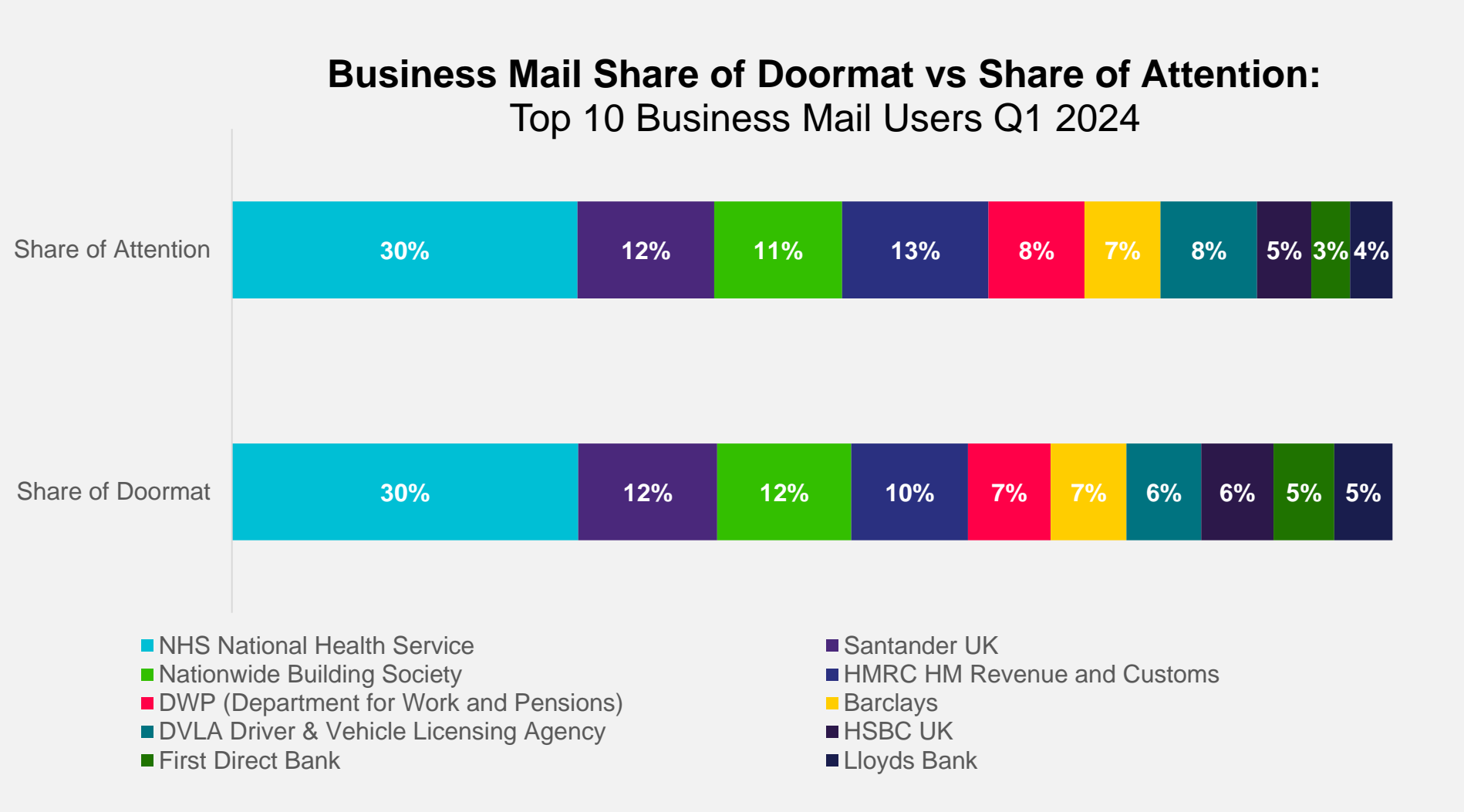


52%
Cold DM

Farmfoods Door Drops, along with The Conservative Party command a disproportionately high share of audience attention



Share of doormat and attention fairly well aligned for Business Mail. HMRC overperforming for attention



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Thanks

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