

Test and Learn Solutions for Mail

May 2024

**JIC
MAIL**

Mail Media Metrics

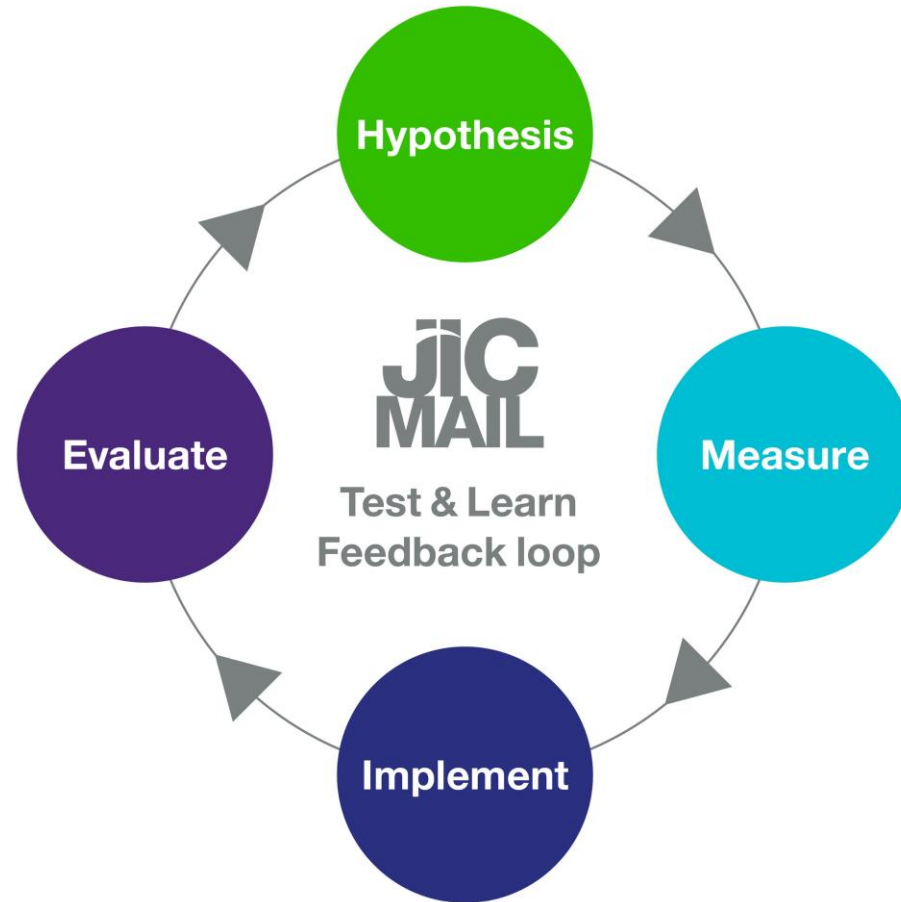


JICMAIL has partnered with a number of third parties to offer additional campaign effectiveness measurement

These studies can be funded by advertisers, agencies or intermediaries

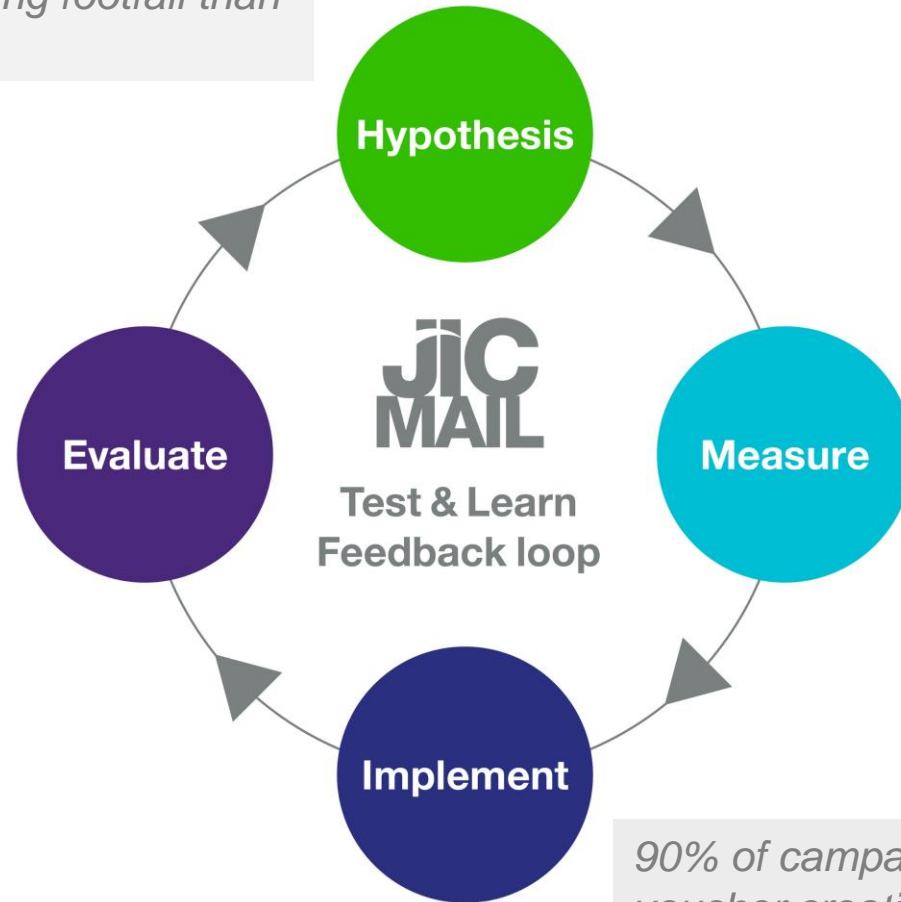
Or they can be funded using JICMAIL credits earned by those who have levy payments in excess of £5,000

The more you measure, the more you grow



The more you measure, the more you grow

Direct Mail containing vouchers is more effective at driving footfall than DM that does not



Results tell us that vouchers are x3 as effective at driving footfall. Vouchers usage will be upweighted next campaign

We will run an A/B test, evaluating creative that contains vouchers vs mail that does not simultaneously

90% of campaign delivered using non-voucher creative. 10% delivered to a matched audience using voucher creative

10%-30% savings through Royal Mail testing and innovation incentives

ADVERTISING MAIL TEST & INNOVATE SCHEME		ADVERTISING MAIL FIRST TIME USER SCHEME		BUSINESS MAIL TEST & INNOVATE SCHEME	
WHO IS IT FOR?	For brands innovating mailing plans or testing new activity.	WHO IS IT FOR?	Brands new to mail or not used the channel for 24 months or more.	WHO IS IT FOR?	For brands innovating mailing plans or testing new activity.
CREDIT	<p>10% per item for a standard test.</p> <p>15% per item for an exceptional test.</p> <p>7% per items for Partially Addressed Letters</p>	CREDIT	You can earn up to 20% postage credits on advertising mail and 7% on Partially Addressed Letters.	CREDIT	<p>10% per item for a standard test.</p> <p>30% per item for an exceptional test.</p> <p>10% per item for roll out.</p>
TO QUALIFY	Test from 4k to 200k. 10k for Partially Addressed. Maximum is 1m items.*	TO QUALIFY	Post a minimum of 4k Advertising Mail and 10k for Partially Addressed. Maximum is 1m items.	TO QUALIFY	Test from 4k to 200k Maximum is 10m items.*
TIMESCALE	One off campaign or series of tests over 6 months.	TIMESCALE	12 month period.	TIMESCALE	One off campaign or series of tests over 6 months. 12 month extension available.

Test and learn solutions from JICMAIL



**KANTAR
LINK**



STARCOUNT



Selecting the right solution

WHAT / HOW ARE YOU MEASURING?	RAM Creative Testing	Kantar Link Testing	JICMAIL Panel Campaign Tracking	Starcount Audience Testing	Unifida MTA and MMM	PaperPlanes Programmatic DM
Optimising Creative?	X	X	X		X	
Optimising Targeting?			X	X	X	X
Pre-testing Campaign?	X	X				
Testing Live Campaign?			X	X	X	X
Existing Customers?	X	X	?		X	X
New Customers?	X	X	X	X	?	
Addressed Mail	X	X	X		X	X
Door Drops / Partially Addressed	X	X	X	X		
Measuring Impact on Brand Metrics?	X	X				
Measuring Impact on Commercial Metrics?			X	X	X	X
Turnaround Time	2-3 weeks	2-3 weeks	4-6 weeks	1-2 weeks	4-6 weeks	Various
Costs	< £5k	> £5k	Circa £10k	> £3k	£10k to £20k	Various

1. RAM Creative Testing



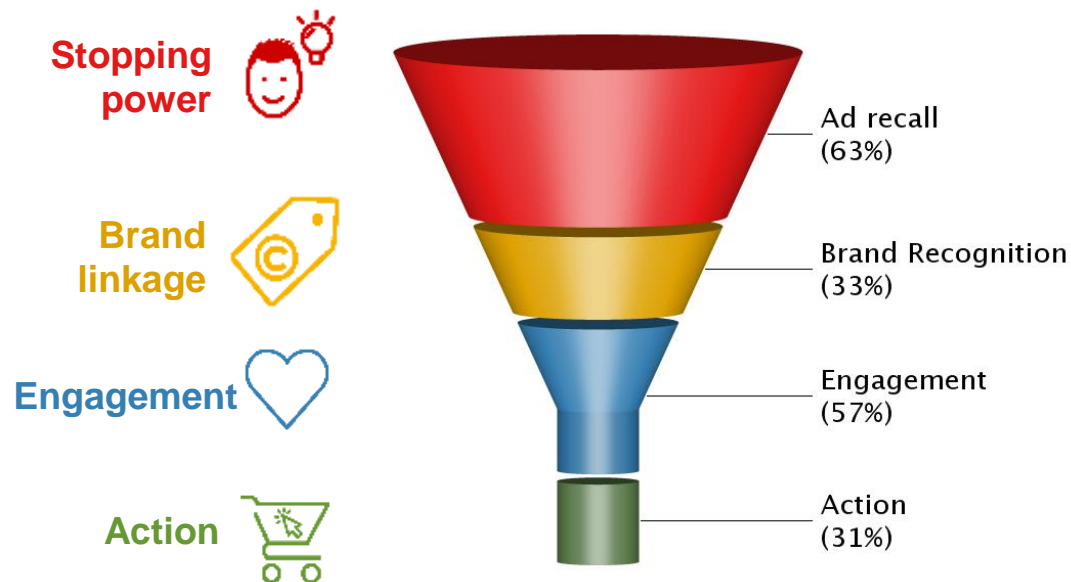
RAM Tests - Questions

CREATIVE (COPY & IMAGE) TESTING



- Which of your creative executions are most effective at shifting key marketing metrics?
- Which execution is most likely to prompt and encourage the behaviours you are seeking, or the alter the attitudes you wish to influence?
- Which executions switch-on or switch-off your key audiences?
- How does performance compare to JICMAIL industry benchmarks?
- How does performance compare to RAM international benchmarks?
- Costs: start at £1.5k for live testing of existing creative/content through to £5k for A/B content/creative testing with additional client questions
- Timeline: 2 weeks from sign off of questionnaire and creative

RAM Tests: Methodology and Outputs



OUTPUTS

- Clients supplied with a template questionnaire to complete that outlines the JICMAIL and RAM standard questions with space for additional client questions.
- Specification for images quality, format and size is also provided
- Draft versions of the questionnaire are provided in Word and online format by RAM for client review.
- Results are provided with significance testing as standard and debrief to the client.
- PowerPoint deck and data tables of results supplied.

METHODOLOGY

- Digital mock-up of mail item sent to nationally representative panel.
- Questions relate to ad recall, brand metrics and JICMAIL commercial actions.
- Bespoke client questions can be added.
- Benchmark results against established JICMAIL and RAM norms.
- Cost effective method of choosing between two or more creative/content options.

The RAM Metrics used in the A/B Test

1

BRAND RECOGNITION

Previous knowledge of the advertiser

2

ENGAGEMENT

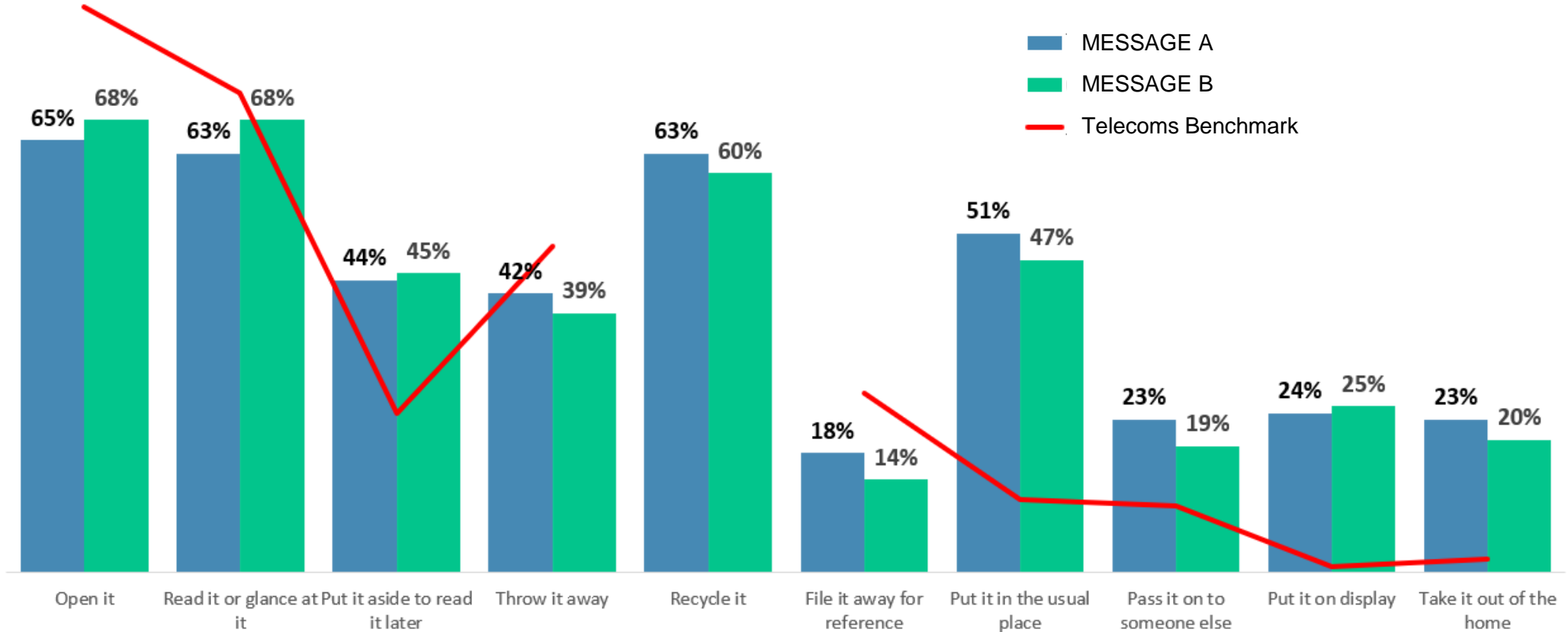
Did people engage with the campaign – creativity, benefit, likeability, trigger emotion

3

ACTION

Are people going to look for more information, visit the website, discuss

The JICMAIL benchmarks provide sector level insights



2. KANTAR Link Testing



**KANTAR
LINK**

- **LINK NOW**

- Is my mail / door drop copy strong enough to run?
- Which ads should I have in my rotation and which should I drop?
- Which ads should I invest more or less behind?

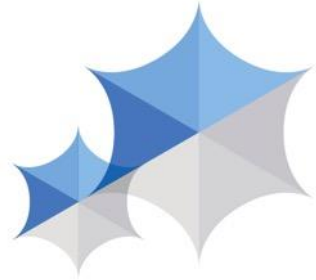
- **LINK EXPRESS**

- What's driving the creative performance of my ad(s)?
- What areas might I address to it/make them work harder?



Kantar Link tests apply their long standing copy testing methodology to the mail channel

- Engagement



- Creative stopping power
 - Brand linkage

- Brand associations



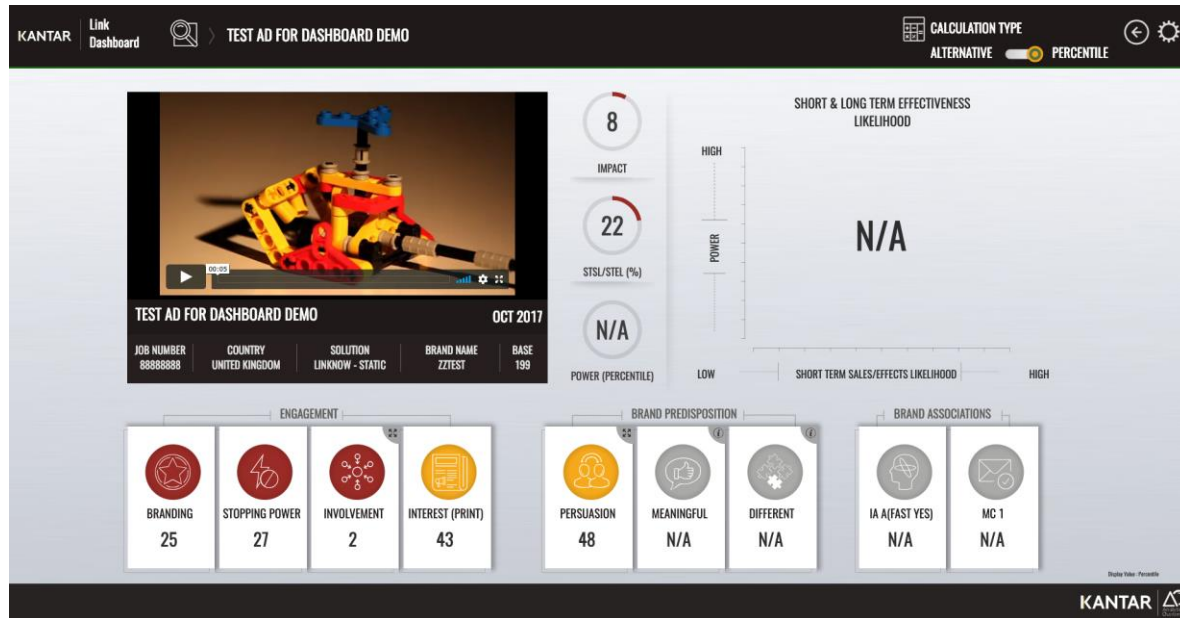
- Impressions about the brand

- Brand predisposition



- Short-term persuasion
- Longer-term equity building potential*

Ad diagnostics delivered via dashboard



- Results are delivered in an intuitive online deliverable.
- Scores that have a proven link to sales are presented in a normative context.
- Downloads are available in a number of popular formats.



3. JICMAIL Panel Live Campaign Tracking



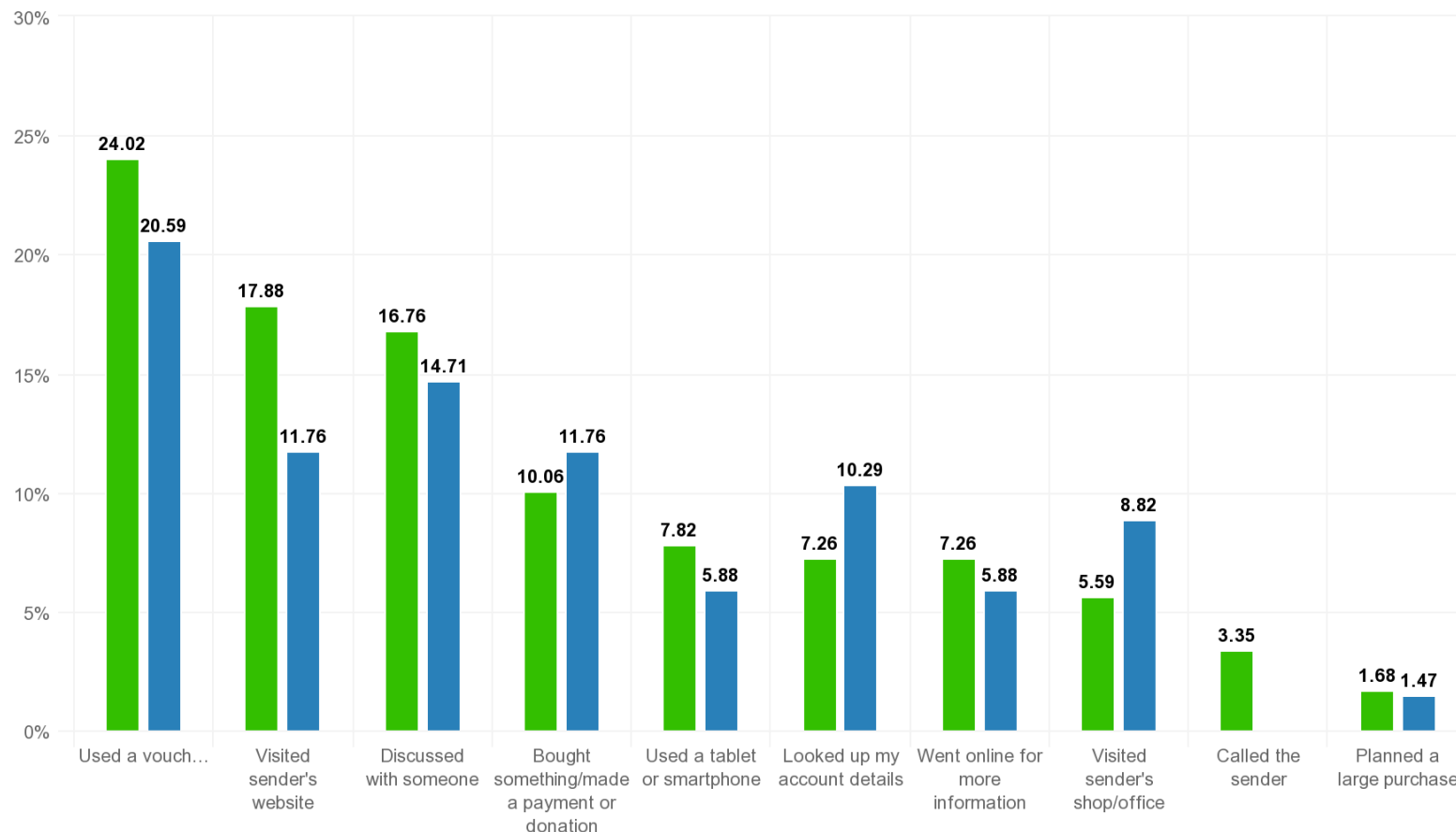
Live Campaign Tracking: key questions answered



- What do the key JICMAIL metrics of frequency, item reach (i.e. mail sharing) and lifespan look like for my specific campaign or creative alternatives?
- How has my campaign performed in terms of driving the types of commercial actions tracked by JICMAIL?
- How has my campaign performed against my organisation's own JICMAIL benchmarks, as well as that of my competitive set?
- Only applicable to addressed mail acquisition packs (no CRM targeting)
- Indicative cost: £10,000 - £12,500 depending on complexity
 - Actual mail item/s sent to nationally representative JICMAIL panel of 1100
 - Standard JICMAIL Questions related to Reach, Frequency, Lifespan and JICMAIL commercial actions applied
 - Panellists are unaware of the test
 - Outputs benchmarked against established JICMAIL sector or competitor norms
 - Kantar holds panellists' details subject to GDPR. regulations
 - Results are provided in Excel tables with relevant cross tabulations.
 - PowerPoint deck of results supplied

Live Campaign Tracking: how it's done

- Only solution that tests the real physical mail pack
- Combining gold standard industry mail measurement with ad effectiveness tracking
- Seed the JICMAIL panel with a client campaign to track key JICMAIL metrics at the campaign level
- Data made available to client only and is removed from the overall quarterly data set.



4. STARCOUNT Audience Testing



STARCOUNT

**JIC
MAIL**

Mail Media Metrics

Creating more detailed acquisition targeting segments using digital and financial data

STARCOUNT

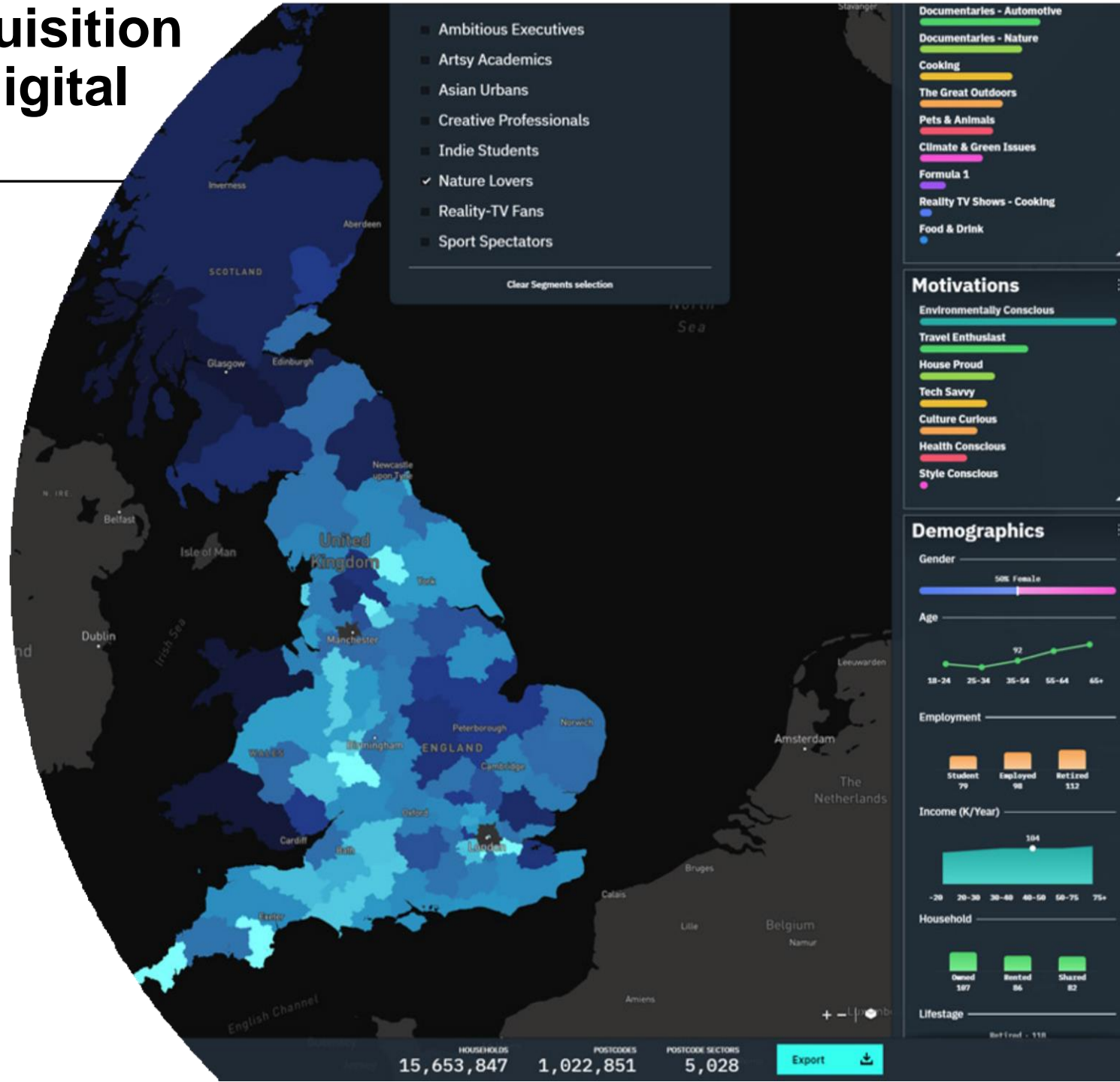
BRINGING GRANULAR DIGITAL TARGETING TO THE MAIL CHANNEL

- 55 million demographics
- 30 million social media behaviours
- 22 million banking spend behaviours
- 1000s of points of interest



Mail Media Metrics

WE DON'T JUST KNOW WHAT YOU BUY, WE KNOW WHY YOU BUY





- How can you enhance the targeting of your acquisition campaigns?
- How can digital browsing / interest data combined with financial transaction data enhance campaign targeting?
- How does an enhanced target audience segment perform vs your standard acquisition target data?

An enhanced target list can either be created using an advertiser's customer data to create a lookalike profile; or a new audience can be built from scratch using social browsing and financial data.

Indicative cost: £2,500 per enhanced audience target list – i.e. a list of post codes to be used in Door Drop and / or Partially Addressed campaigns

Option 1: Building an audience acquisition profile using advertiser customer matching

CUSTOMER MATCH & LOOKALIKES

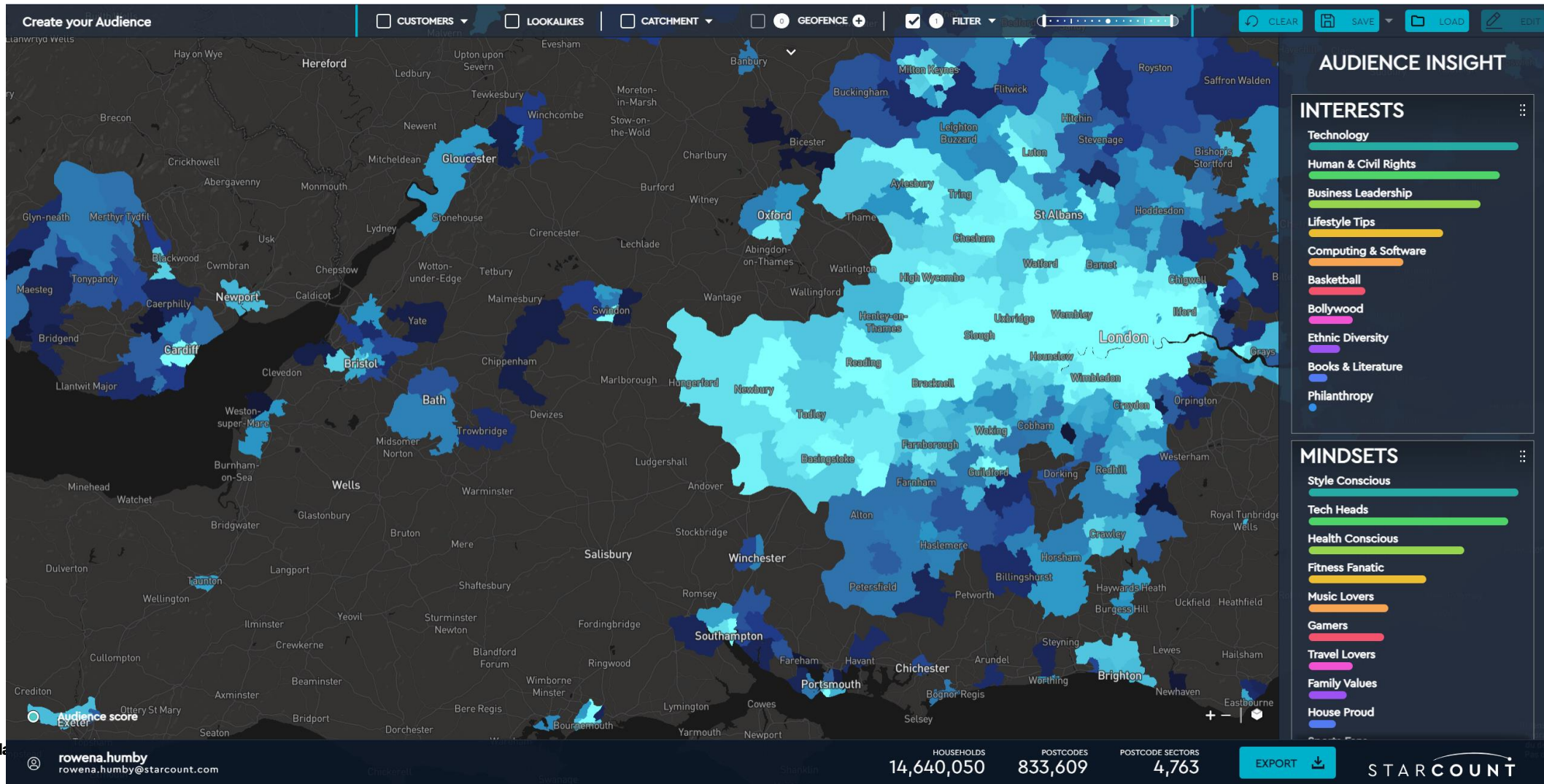


Option 2: Best-build target audiences based solely on Starcount data

BUILD BEST TARGET AUDIENCES



A list of key postcodes is the key deliverable

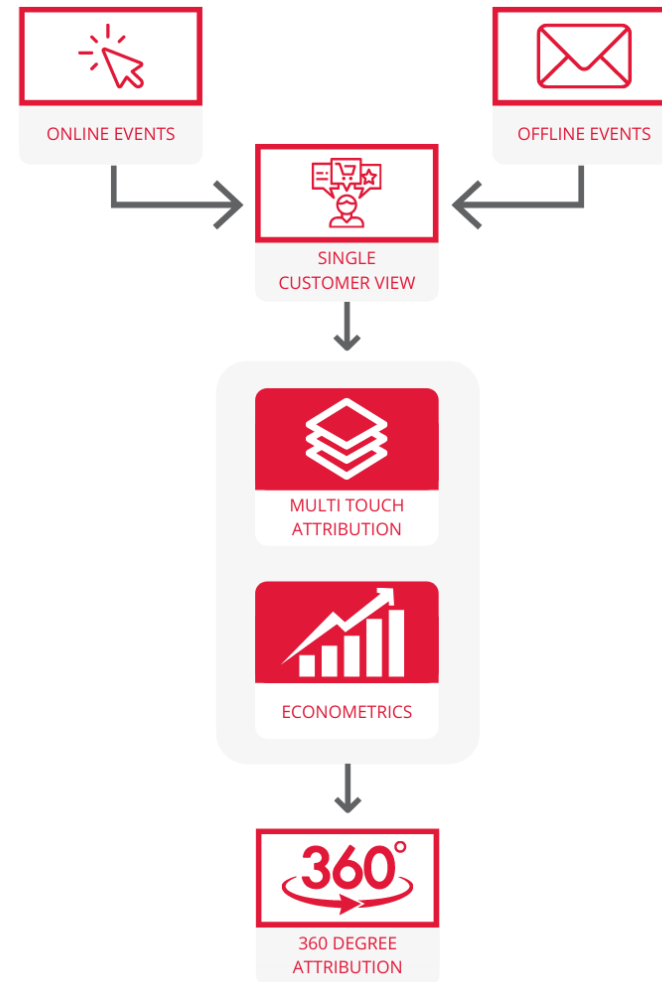


5. UNIFIDA Multi-touch attribution modelling and MMM














- Last click-attribution models under-estimate the impact of non-digital channels.
- Third party data dependent attribution models are on their way out along with third party cookies.
- Multi-touch attribution models that are fuelled by customer data provide a full picture of campaign impact and apportion appropriate value to the mail channel.
- Additionally, these MTA exercise can be used to inform and calibrate econometric (MMM) exercises

A single customer view



Example of increase in print attribution when compared to last click attribution measurement

Channel		Share of Value	% Share of Value	GA % Share of Value
Affiliates		£21,912	4.7%	9.6%
Catalogue		£162,359	34.7%	-
Direct Entry		£54,831	11.7%	17.8%
Email		£5,851	1.2%	0.5%
Facebook		£26	0.0%	0.0%
Instagram		£106	0.0%	-
Internal		£49,046	10.5%	-
Pay-Per-Click		£38,428	8.2%	12.0%
Referrals		£2,402	0.5%	1.5%
Search Engine		£23,128	4.9%	21.3%
No Event		£110,419	23.6%	37.3%
Total		£468,509	100%	100%

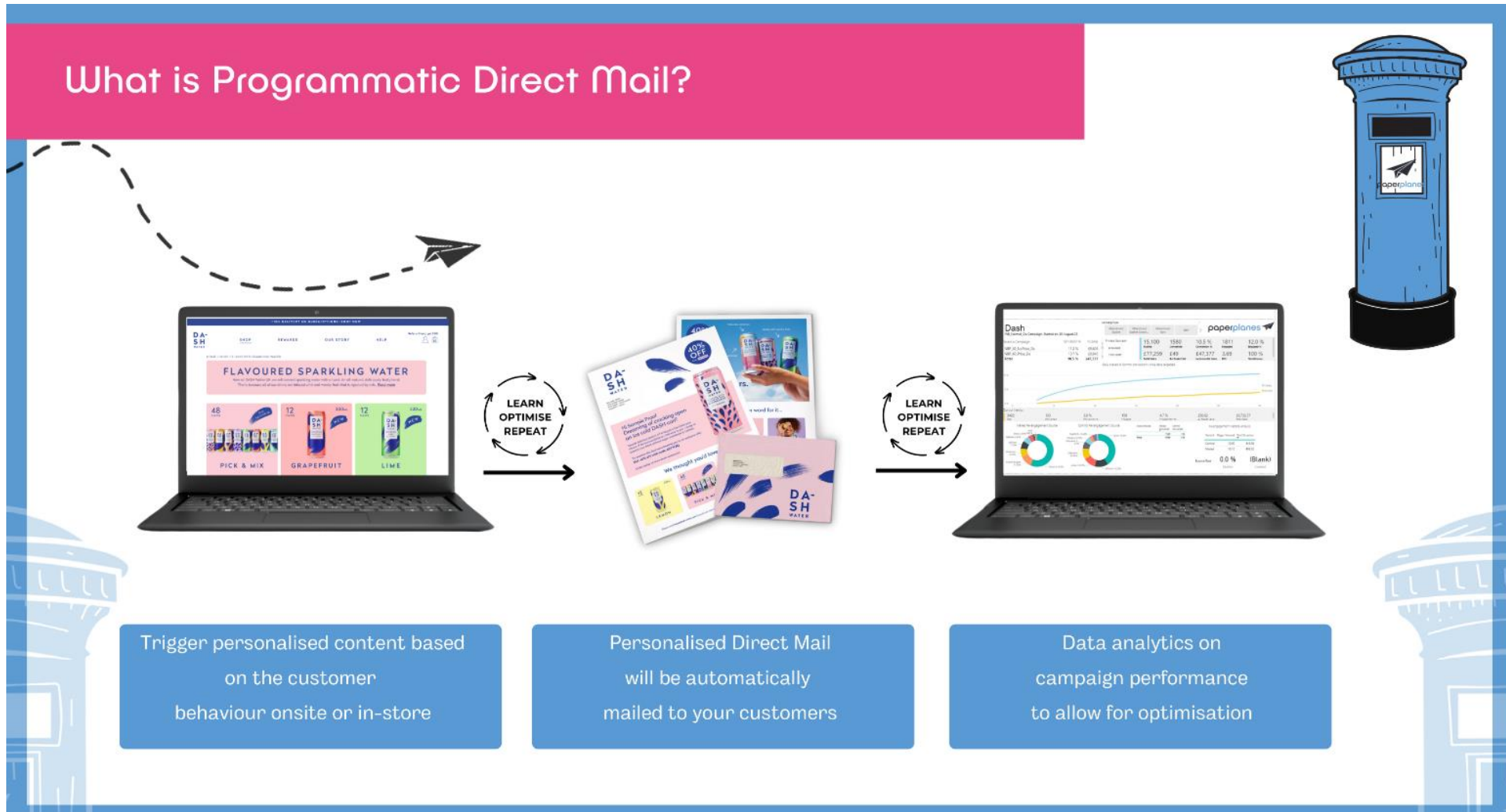
5. PAPER PLANES Programmatic Mail



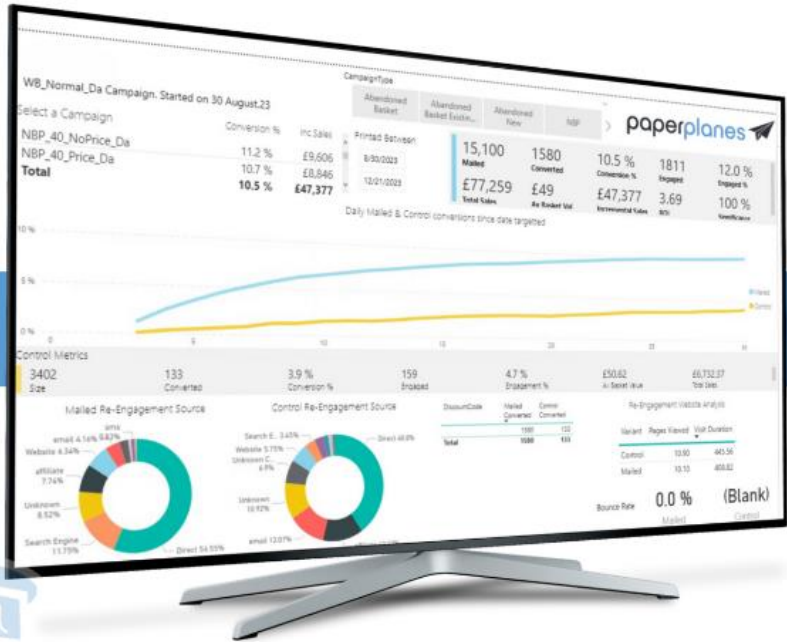
- Plug the abandoned shopper cart gap through automated mailers that encourage customers to complete purchases.
- First party data solution more relevant than ever in a world of third-party cookie decline.
- Personalised comms in an era of ad saturation in which marketers are struggling with cut through.

What is programmatic mail?

What is Programmatic Direct Mail?



Data-driven conversion optimisation for mail



Triggers personalised content based on the customer behaviour onsite

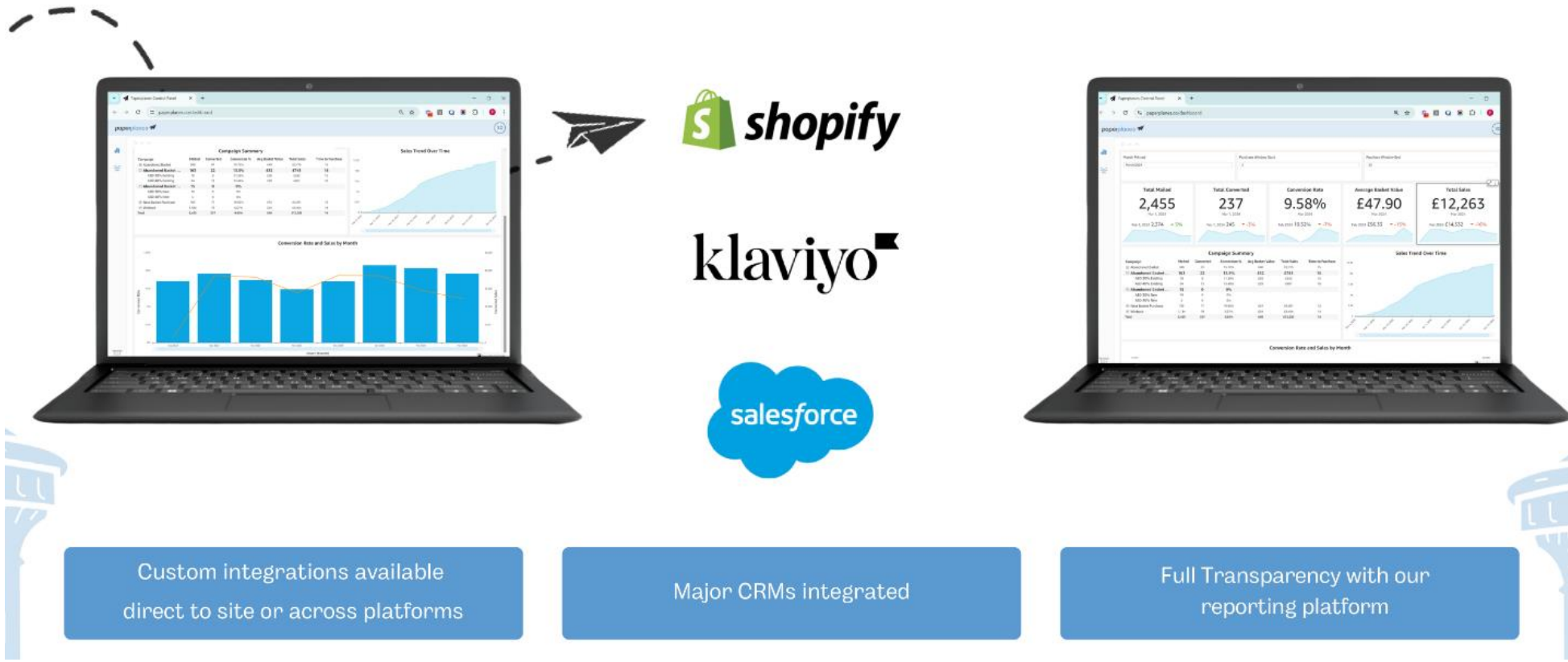


Personalised Direct Mail will be automatically mailed

Data analytics on campaign performance presented daily

Integrated digital and physical conversion optimisation

Data-driven decisions can inform optimisation and conversion opportunities.



Please get in touch to discuss Test & Learn

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