

# Top Tips: Using JICMAIL in your award submission



# Use JICMAIL data to boost your entries

---

The inclusion of JICMAIL data is now requested in each of these DMA Awards categories:

- Unaddressed Print and Door Drops
- Mail
- Charity
- Integrated
- Media Strategy

The use of JICMAIL data displays your wider understanding of the mail channel and the preferences of your audience.

The image shows a screenshot of a form with five text input fields, each with a 150-word limit. The categories are: Unaddressed Print and Door Drops, Mail, Charity, Integrated, and Media Strategy. Each field is currently empty and has a '150 words remaining' indicator at the bottom left.

Unaddressed Print and Door Drops Category - Please indicate if and how you used JICMAIL data to support your work. (150 words max)

150 words remaining

Mail Category - Please indicate if and how you used JICMAIL data to support your work. (150 words max)

150 words remaining

Charity Category - If you used Mail, Unaddressed Print or Door Drops in your work, please indicate if and how you used JICMAIL data to support your work. (150 words max)

150 words remaining

Integrated Category - If you used Mail, Unaddressed Print or Door Drops in your work, please indicate if and how you used JICMAIL data to support your work. (150 words max)

150 words remaining

Media Strategy Category - If you used Mail, Unaddressed Print or Door Drops in your work, please indicate if and how you used JICMAIL data to support your work. (150 words max)

150 words remaining

# Congratulations to **PSE** achieving the Gold Award in the Mail category at the DMA Awards 2023

The Gold winning entry from PSE used JICMAIL data to validate engagement and response rates in this category, for example, one of the JICMAIL metrics used was 'frequency':

Travel Mail has an average frequency (number of interactions) of 4.6, showing how often this mail is returned to and interacted with.

Find out more [here](#)



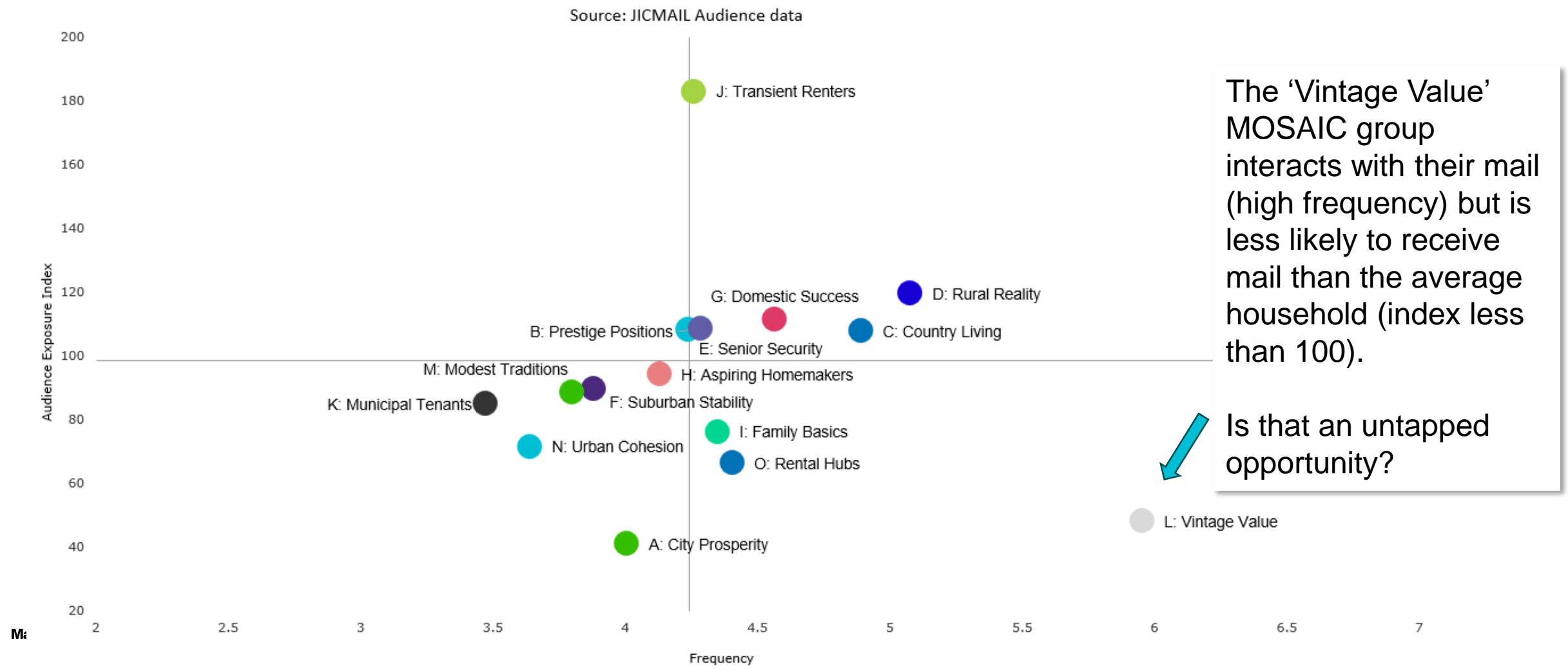
# Use JICMAIL data to answer the following...

---

- How did JICMAIL influence your campaign targeting?
- Did you use JICMAIL to inform mail content?
- Have you uncovered any insightful mail journeys in JICMAIL?
- Have you used JICMAIL to report on campaign effectiveness?
- Have you created cross media cost efficiency comparisons?

Each of these examples are shown on the following slides

# How did JICMAIL influence your campaign targeting?



# Did you use JICMAIL to inform mail content?

Content: Information about products/services + 17 s... x

Mail Type: Door Drop v

Actions: Bought something/made a payme v

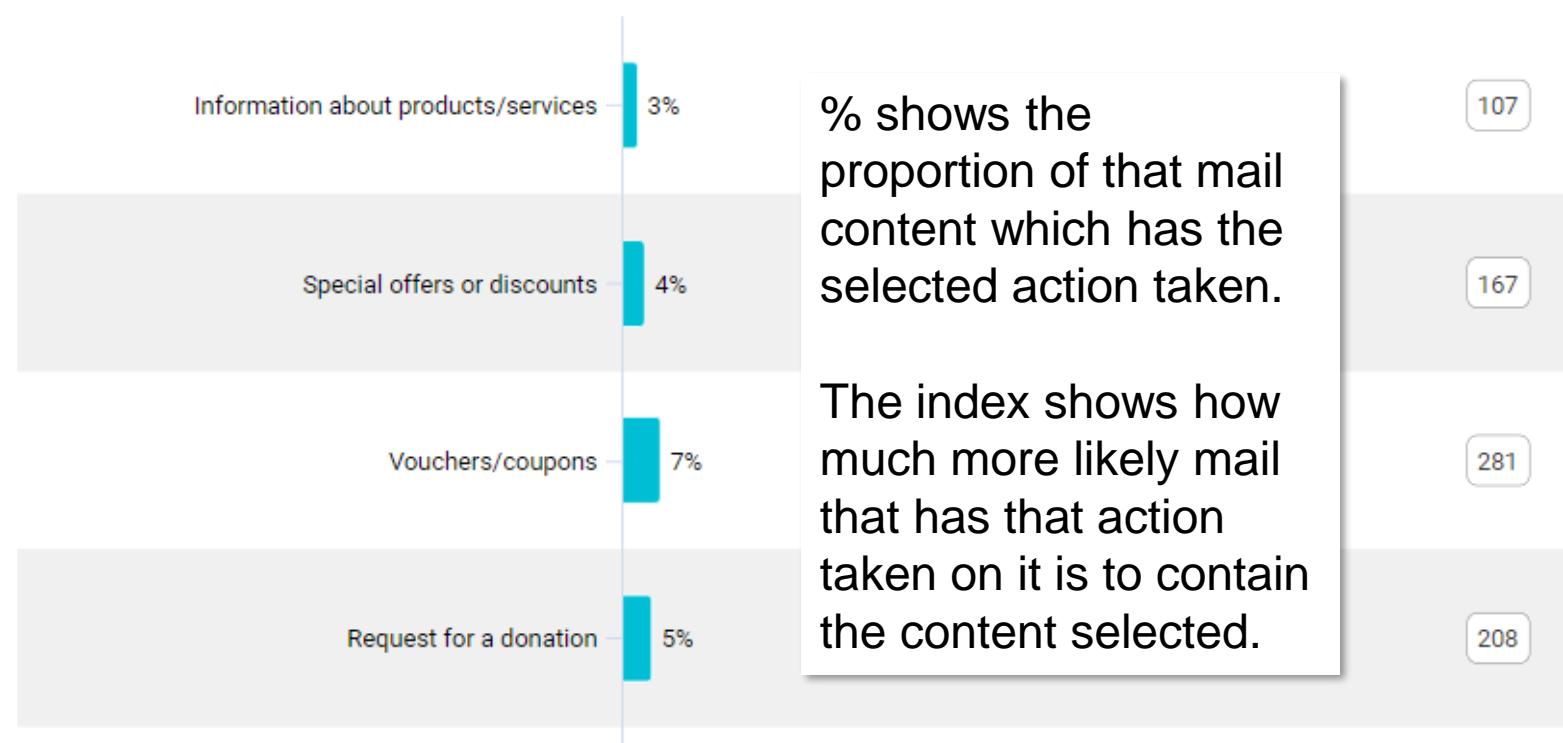
Select Den: All Resp

Action selected is 'Bought something/made a payment or donation'

Compare which **mail content is most associated with each action**, for Door Drop

Source: JICMAIL Audience data Q1 2023 to Q4 2023

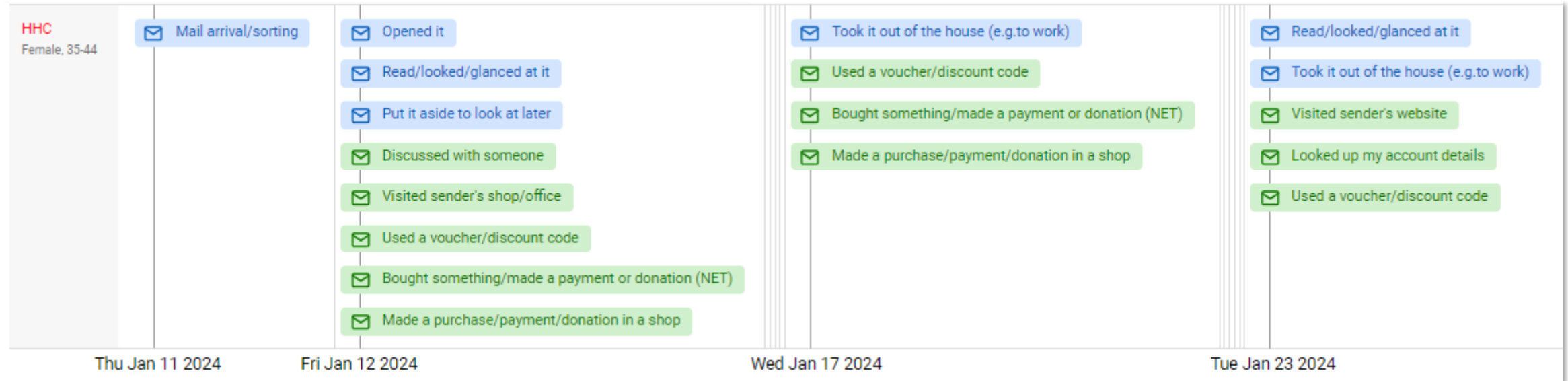
N of items = 49 673



% shows the proportion of that mail content which has the selected action taken.

The index shows how much more likely mail that has that action taken on it is to contain the content selected.

# Have you uncovered any insightful mail journeys in JICMAIL?



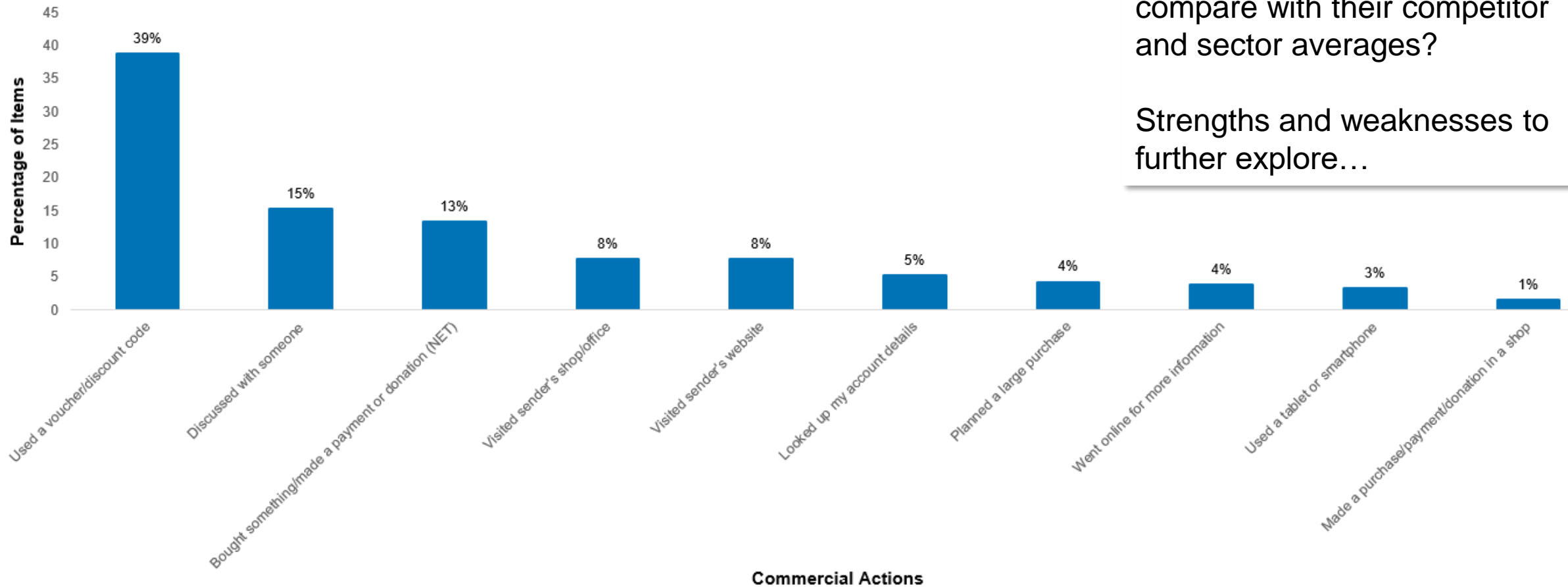
Multiple actions taken across several days, prompting in-store visits, purchases, voucher redemption and an online visit.

Is this a typical or exceptional journey for that brand? What was in the creative execution: was there a strong call to action, great imagery, compelling offer etc?

How does it compare to competitor mail journeys?

# Have you used JICMAIL to report on campaign effectiveness?

Source: JICMAIL Advertiser Attribution



How does this brand's commercial action rates compare with their competitor and sector averages?

Strengths and weaknesses to further explore...



# Have you created cross media cost efficiency comparisons?

## Audience Comparison Tool

Did you achieve true value for money and cost efficiencies with an optimum cross-media channel selection?



ACT is designed to help users understand the cost efficiency with which mail delivers advertising impacts (or impressions) to key target audiences vs other media channels. JICMAIL data has been included within this tool to provide insight into the wider effects of using mail in comparison to other media channels. Any costs used with the tool are the responsibility of the user and not JICMAIL.

Input Budget £

100000

Select Demographic

ABC1 Adults

Compare to

Online Channels Offline Channels



	CPT £	Purchased Impacts	Delivered Impacts	Audience Impacts CPT	Difference vs Buy
Mail 	Door Drop 50	2,000,000	5,616,000	£17.81	-64 %
	Partially Addressed 170	588,235	2,303,647	£43.41	-74 %
	Cold Acquisition (DM) 210	476,190	2,087,857	£47.9	-77 %
Online 	Digital Display 3	33,333,333	20,000,000	£5	67 %
	Social 5	20,000,000	12,000,000	£8.33	67 %
	PPC 200	500,000	500,000	£200	0 %
	Email 30	3,333,333	700,000	£142.86	376 %

# Watch Webinar: How to get your award-worthy mail campaigns recognised

Watch this recording from the DMA Awards team and JICMAIL to discover how to leverage the power of planning and measurement data.

Chaired by Dave Robinson, Customer Strategy and Analytics Director, Virgin Red, and including speakers from Abel & Cole, Sky Creative, PSE - Offline Marketing, Whistl and HelloFresh.



Tuesday 12 March  
@DMA\_UK #dmaevents

## / Webinar: How to get your award-worthy mail campaigns recognised



Sponsored by



Mail Media Metrics



**For help to support your entry or to access JICMAIL data, tools and training, please contact:**

**[ian@jicmail.org.uk](mailto:ian@jicmail.org.uk)**

**or**

**[tara@jicmail.org.uk](mailto:tara@jicmail.org.uk)**



**GOOD LUCK!**

# Sign up to JICMAIL today!

---

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

 [linkedin.com/company/jicmail](https://linkedin.com/company/jicmail)

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

 [@jicmailuk](https://twitter.com/jicmailuk)

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

**JIC  
MAIL**

Mail Media Metrics