

# How to Use JICMAIL Endorsed Circulation Data

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July 2024

**JIC  
MAIL**

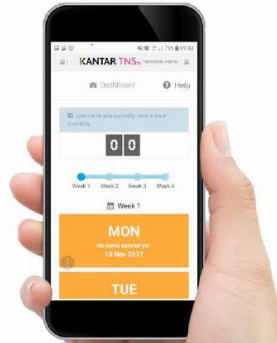
Mail Media Metrics



# Gold standard circulation data: the latest addition to JICMAIL

1.

The JICMAIL Panel: 1,000 households, mail R&F and effectiveness



**KANTAR**

2.

Response Rate Tracker: 2,300 campaigns, response, ROI, AOV and CPA

13 Industry Organisations

3.

Custom Research: e.g. attention research, campaign effectiveness studies

4.

NEW: Circulation Data

 Nielsen

# What is different about re-booted circulation data?

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1.

As of January 2024 updated mail circulation data endorsed by JICMAIL is available via Nielsen AdIntel

2.

Whereas previously published circulation data relied on Nielsen's panel, the mail supply-side now provides near-census level mail volumes for publication

3.

The resulting dataset gives a much more accurate view on mail volumes and spend by advertiser and mail type (direct mail and door drops)

4.

The data is only available to Nielsen Ad Intel subscribers. JICMAIL can provide broad guidance on how to use the data.



# How can re-booted circulation data help you?

<i>Use...</i>	<i>Used by...</i>
<b>1. Measuring advertiser share of voice</b>	Advertisers and agencies looking to understand what relative advantage they can gain by using the mail channel.
<b>2. Measuring mail's share of ad spend vs other channels</b>	Advertisers and agencies looking to optimise their media mix and gain a full picture of what they are spending and where.
<b>3. Tracking the number of advertisers using the mail channel</b>	Sell-side organisations looking to track advertiser activity in the mail channel.
<b>4. Calculating campaign reach and frequency</b>	Combine circulation data with JICMAIL reach and frequency data to calculation audiences reach and impressions delivered.
<b>5. Assessing phasing of mail activity alongside other channels</b>	Planners looking to ensure maximum multi-channel impact but phasing mail activity to land either in or around above-the-line campaign dates.
<b>6. Tracking competitor activity regionally</b>	Advertisers looking to understand where their competitors are targeting in the mail space.
<b>7. Accessing high quality mail creative</b>	Creative and integrated agency planners looking to inspire creativity and understand what is and isn't working for other brands in their client's category.
<b>8. Granular volume data for Marketing Mix Modelling</b>	Measurement practitioners looking to enhance their econometric models when quantifying campaign performance by channel.

Campaign Reporting Deep Dive

1.

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# Measuring advertiser share of voice



# The difference between SOV and share of doormat

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## Share of Doormat

Sourced from JICMAIL Panel

Based on 1,000 households

Share of volumes

User-defined product category

Topline read on share of activity

Mail channel only

## Share of Voice

Source from Nielsen AdIntel

Near-census level data (i.e. a capture of all activity)

Share of spend

Pre-defined product categories

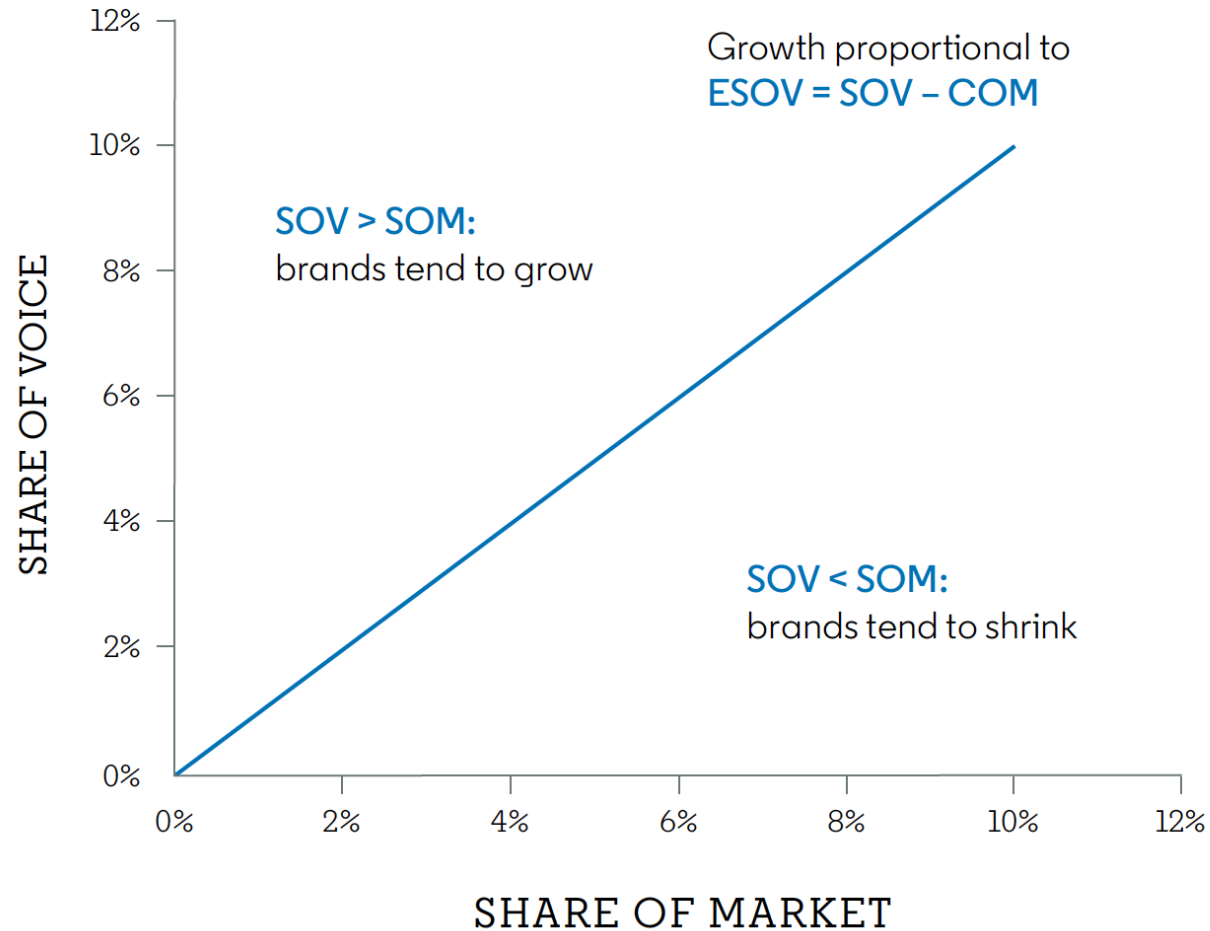
Detailed read on share of activity

Comparable to other media channels



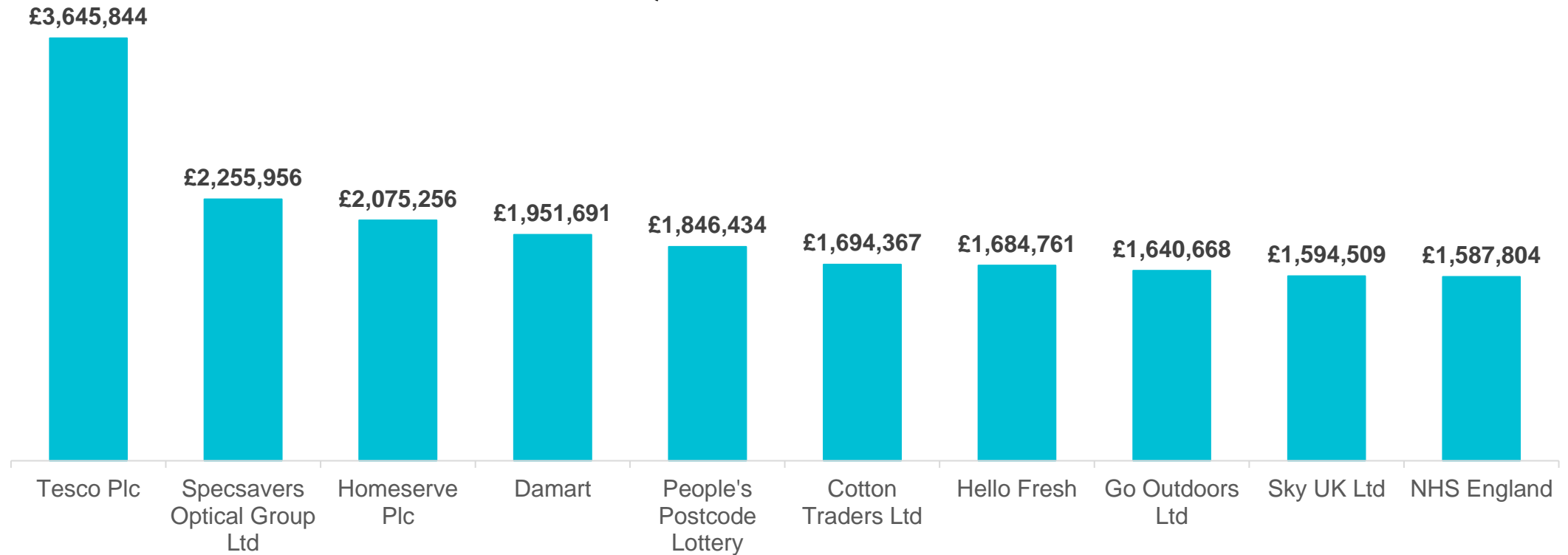
# Why SOV is important

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# Assess how much your competitors are spending

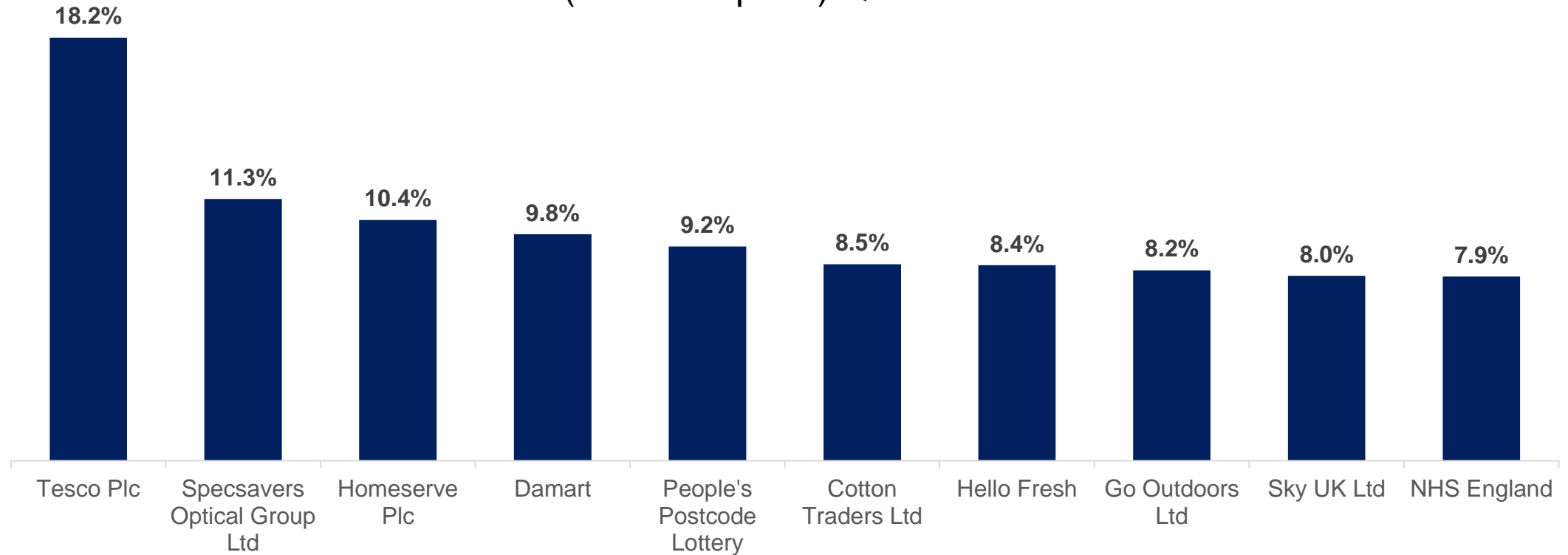
## Top 10 Advertisers Direct Mail Spend Q1 2024





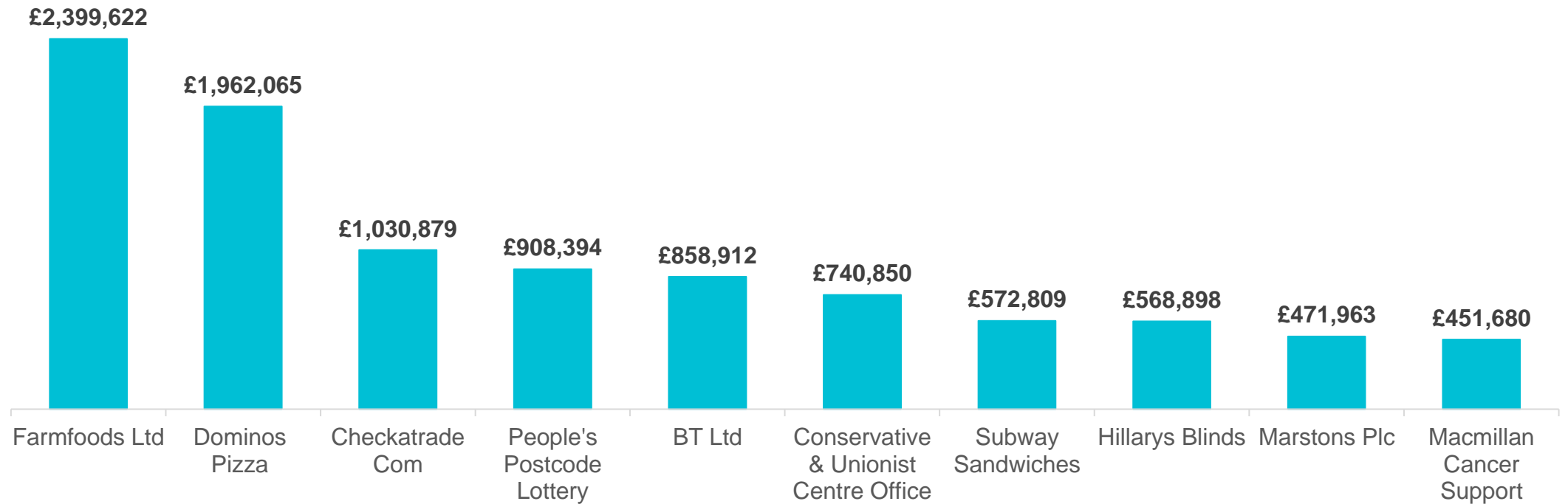
# Calculate your relative share of voice

**Top 10 Advertisers Direct Mail Share of Voice**  
(share of spend) Q1 2024



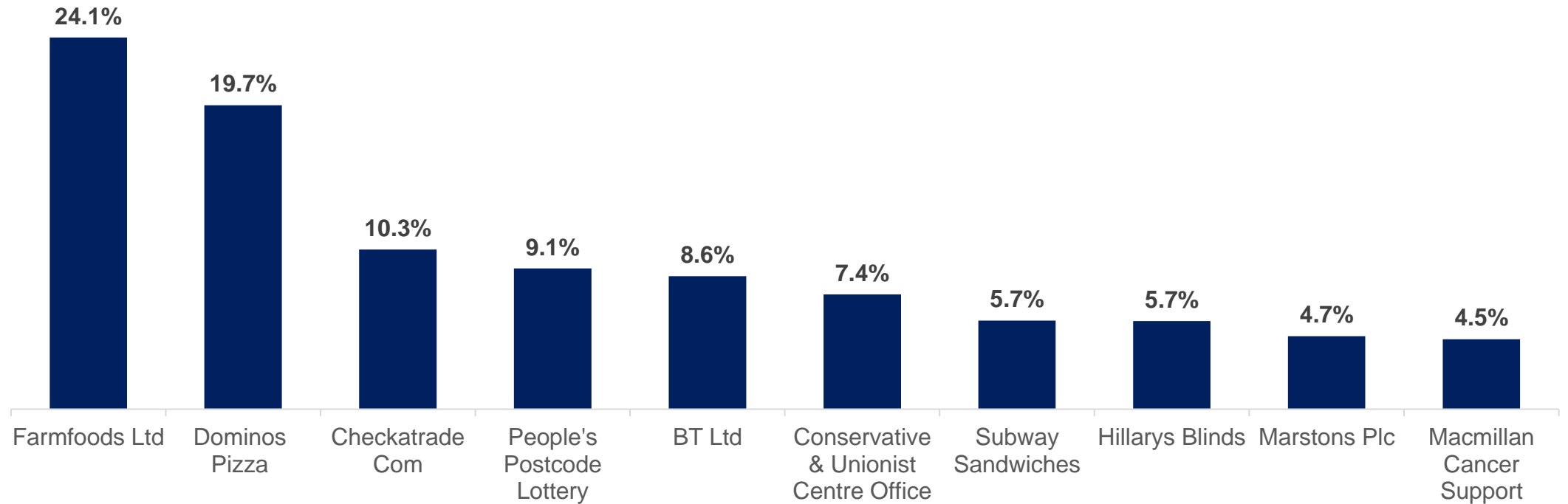
# Assess Door Drop spend

## Top 10 Advertisers Door Drop Spend Q1 2024



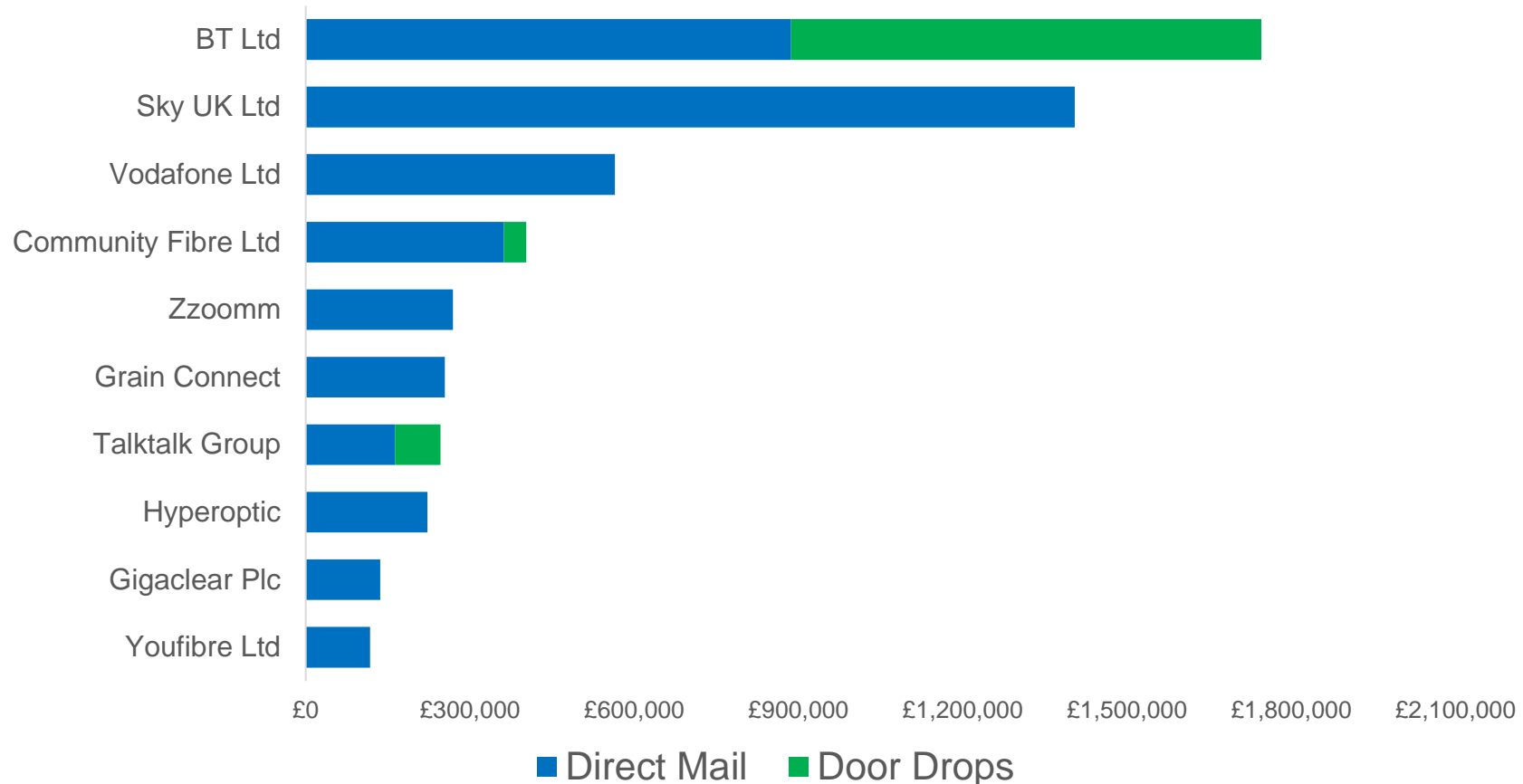
# Assess Door Drop share of voice

**Top 10 Advertisers Door Drop Share of Voice**  
(share of spend) Q1 2024



# Assess who's spending what by industry sector

## Top 10 Telecoms Advertisers Mail Spend Q1 2024



2.

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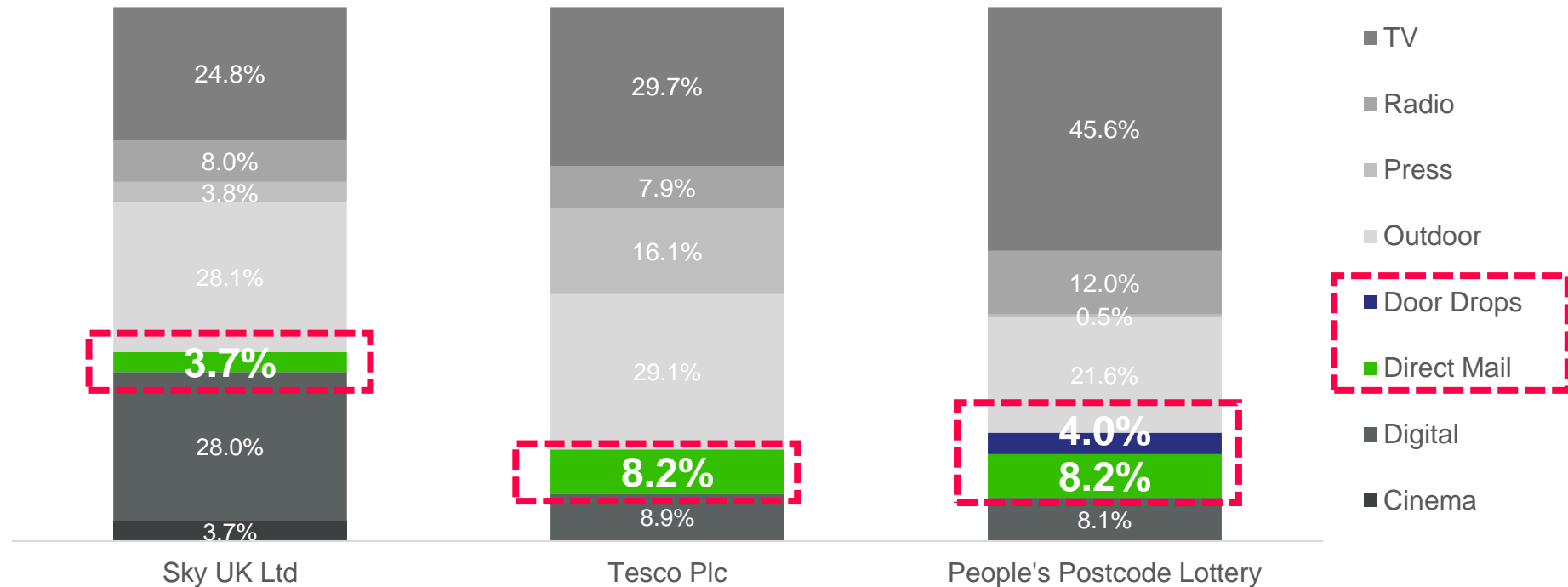
## Measuring mail's share of ad spend vs other channels



Mail Media Metrics

# Assess share of spend relative to other media

## Share of Ad Spend by Media for Select Top Advertisers Q1 2024



3.

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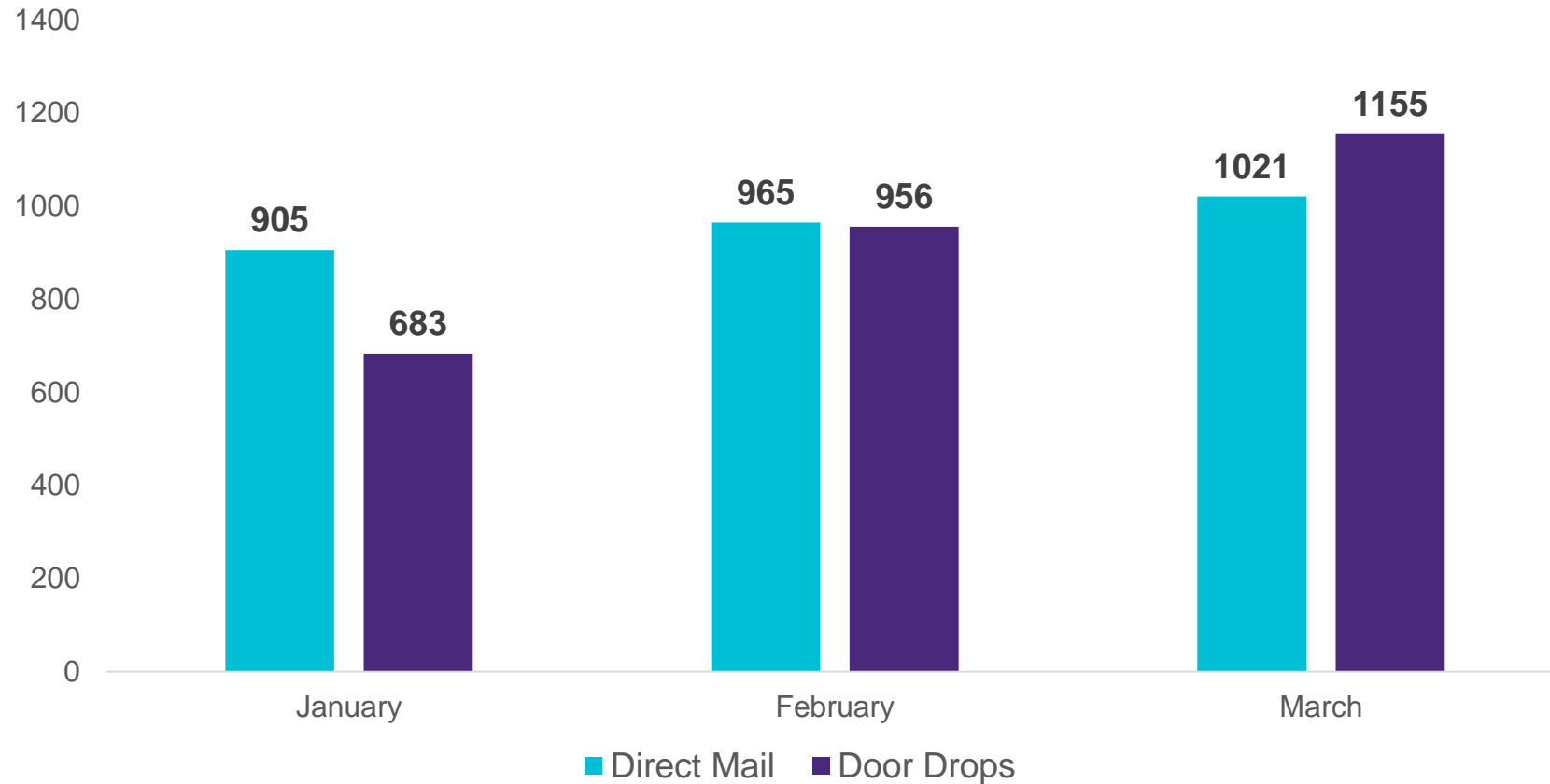
**Tracking the number  
of advertisers using  
the mail channel**



# The number of brands using mail is growing in 2024

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No. of Advertisers using Mail Channel in Q1 2024





# 4.

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## Campaign Reporting Deep Dive

- Calculate mail campaign reach and impressions
- Assess phasing of mail activity alongside other channels
- Track competitor activity regionally
- Access high quality creative imagery

# Calculate campaign reach and impressions

**Menu** Campaign Calculator

**Sector or Content**  
BY SECTOR

**Mail Type**  
 Addressed Mail  Door Drop  Business Mail  Partially Addressed

**Category**  
Retailer (In-store or online)

**Select Commercial Objective**  
None

**Select Demographic**  
Adults 17+

**Quarter**  
Q1 2024

*Please note: minimum sample size of 30+ displayed. Filter new Q3 2023 variables on Q3 2023 date filter onwards.*

What is the **predicted reach** of your mail campaign?

Addressed Mail in Retailer (In-store or online):

<b>1.13</b> Item Reach	<b>4.4</b> Frequency	<b>7.62 days</b> Lifespan
<b>2500000</b> Input number of Mail items	<b>2,813,047</b> Campaign Reach	<b>12,384,916</b> Campaign Impacts

Plug in Nielsen Ad Intel mail circulation data here

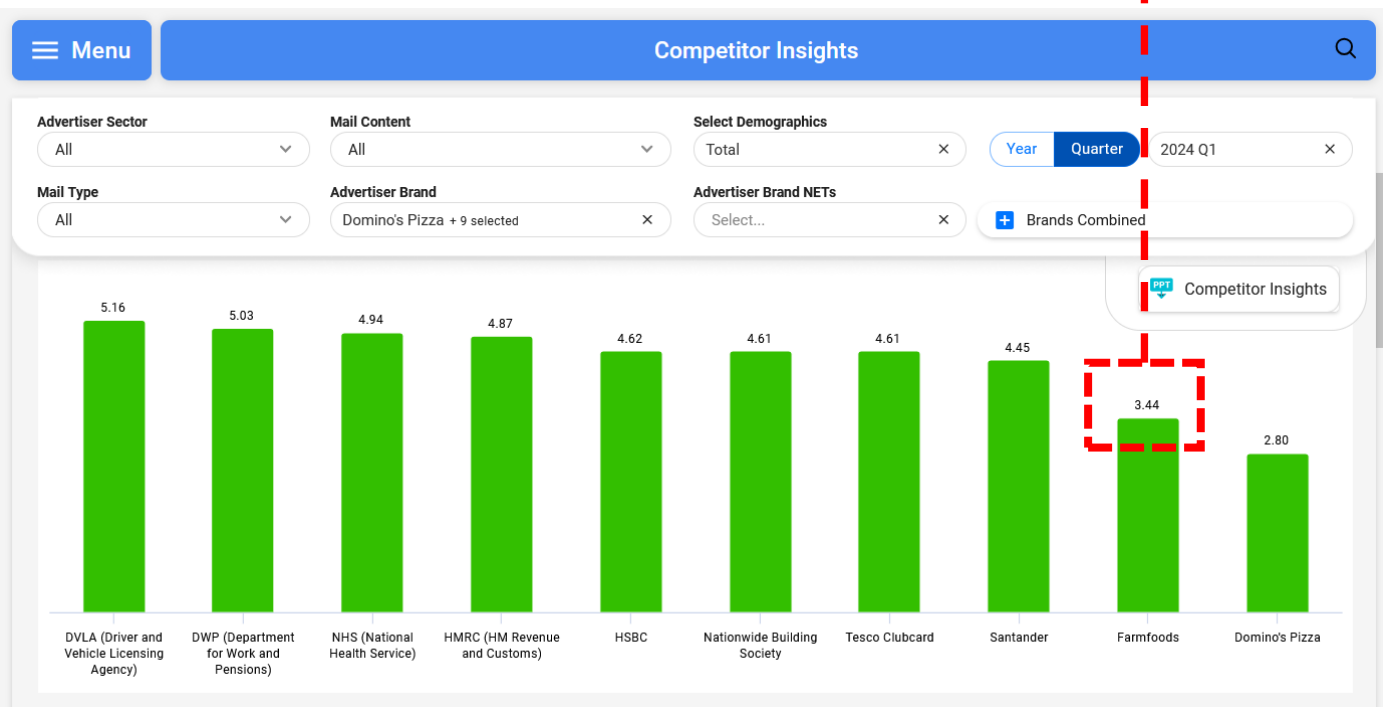
**Reach = Circulation Volumes x Item Reach**  
**Impressions = Circulation Volumes x Frequency of Interaction**

# Use advertiser specific reach and frequency scores where available

What is the predicted reach of your mail campaign?

Addressed Mail in Retailer (In-store or online):

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Input number of Mail items <b>2500000</b>	<b>2,813,047</b> Campaign Reach	<b>12,384,916</b> Campaign Impacts



# Do you want to phase your mail activity concurrently to other media activity or phase it to run separately?

Tesco Activity Q1 2024	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10
Door Drops	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Dark Blue
DM	Dark Blue	Dark Blue	Light Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Light Blue
TV	Light Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue

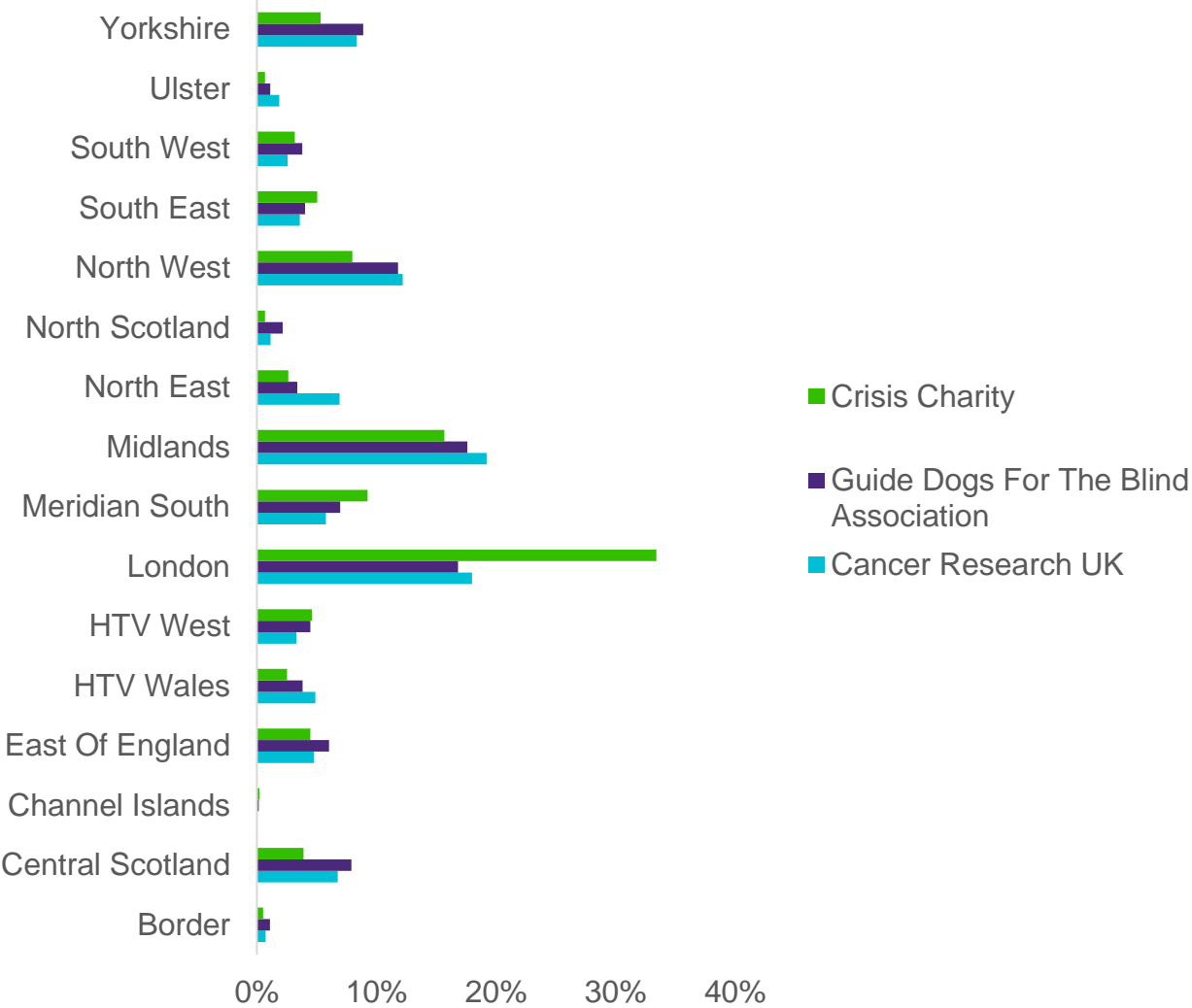
Direct Mail runs in isolation in week 1. Campaign impact easier to measure?

Door Drop activity runs concurrently in week 10. Multi-channel effectiveness multiplier achieved?

# Run activity in the same regions as similar organisations to maintain share of voice or explore new regions to build unique share of voice

Q1 2024 mail spend by region	Cancer Research UK	Guide Dogs For The Blind Association	Crisis Charity
Border	£1,870	£4,466	£437
Central Scotland	£17,624	£32,434	£3,311
Channel Islands	£0	£624	£183
East Of England	£12,419	£24,784	£3,782
HTV Wales	£12,743	£15,653	£2,145
HTV West	£8,586	£18,387	£3,907
London	£46,951	£69,110	£28,357
Meridian South	£15,042	£28,635	£7,840
Midlands	£50,143	£72,301	£13,299
North East	£18,014	£13,874	£2,217
North Scotland	£2,981	£8,830	£574
North West	£31,809	£48,433	£6,762
South East	£9,351	£16,533	£4,268
South West	£6,682	£15,580	£2,686
Ulster	£4,897	£4,528	£559
Yorkshire	£21,795	£36,445	£4,522

Share of mail spend by region (%)

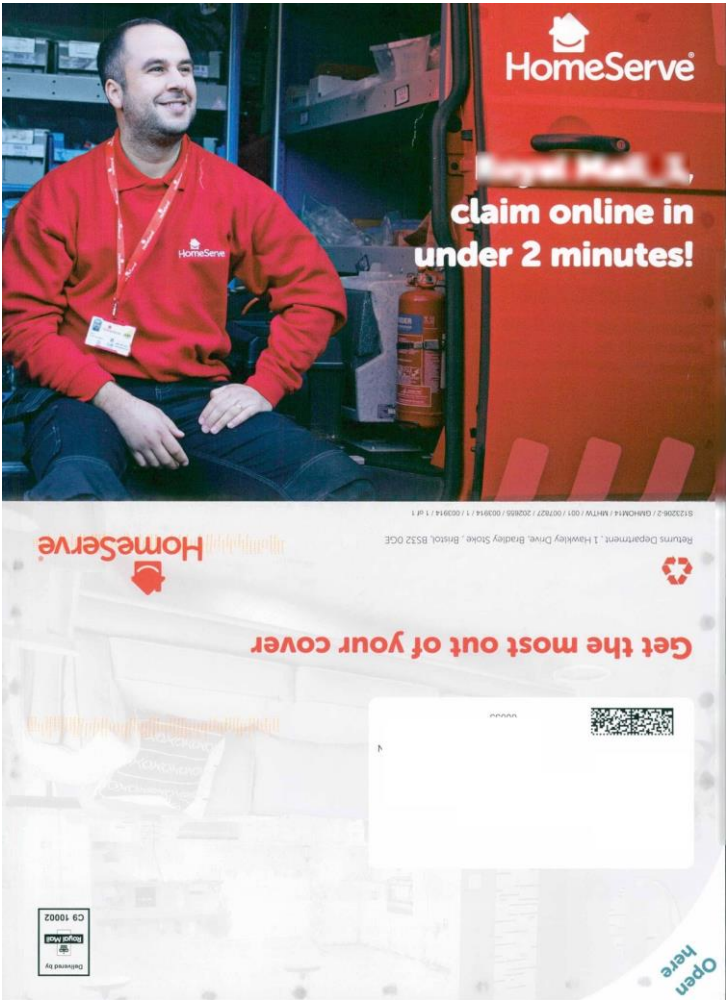


Source: Nielsen AdIntel Q1 2024

# Door Drops creative review







**Hello F... 1,**

**Your details at a glance**  
 Policy number:  
 Policy name: Plumbing & Drainage Plus  
 Start date: 16 November 2022

When it comes to your plumbing and drainage, you can relax knowing that whatever your home needs, we'll be on our way. But what if you haven't got time to hang around on the phone when you want to make a claim? No problem. Say hello to My HomeServe!

**It's free to set up, safe and simple to use and once you're registered you can log in any time and book one of our Home Experts in under 2 minutes.**

**With My HomeServe you can do all of this too...**

- ✓ **View your cover details**  
Quickly check what you're covered for and what you're not.
- ✓ **Track your appointment**  
Check the status of your claim and the time your Home Expert is due.
- ✓ **Update your info**  
Need to make a change? You can do that here too.

**You can count on us 24/7**  
 If there's an unexpected problem that's taken care of by your cover, simply log into My HomeServe or if you'd prefer to call, we're ready to help on **0330 0247 999\***.

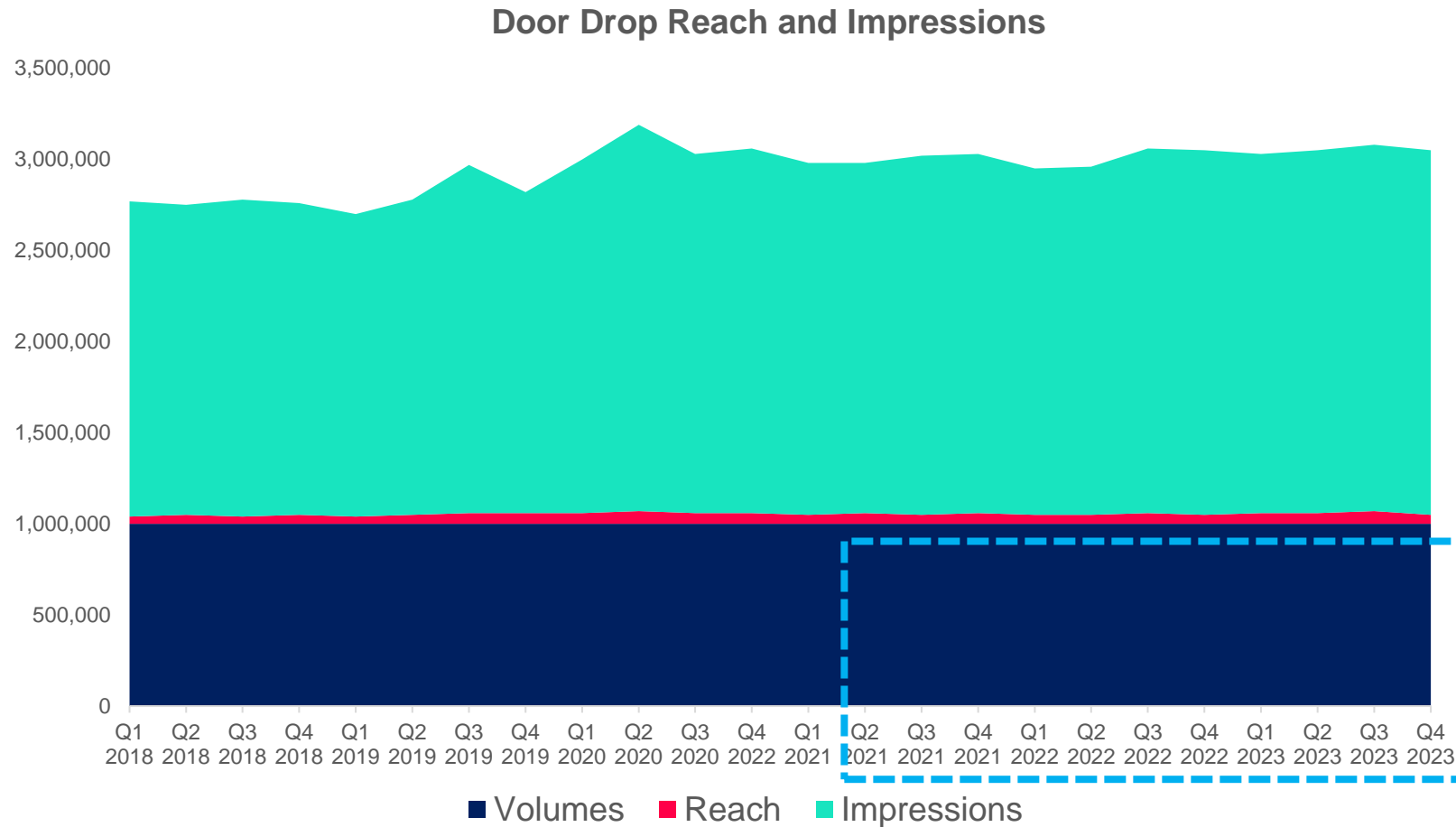
**Make a claim online in 3 simple steps**

1. Log in to your My HomeServe account.
2. Tell us what's happened and describe the problem.
3. Book a Home Expert for a date and time slot to suit you.

**Be prepared with My HomeServe**  
 With an online account you can log in any time from anywhere. Not set yours up yet? What are you waiting for? Take a minute to register at [homeserve.co.uk/account](https://homeserve.co.uk/account)

This information can be provided in large print, in Braille or as an audio version.  
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# Calculate reach and impressions using a combination of circulation data and JICMAIL reach and frequency data

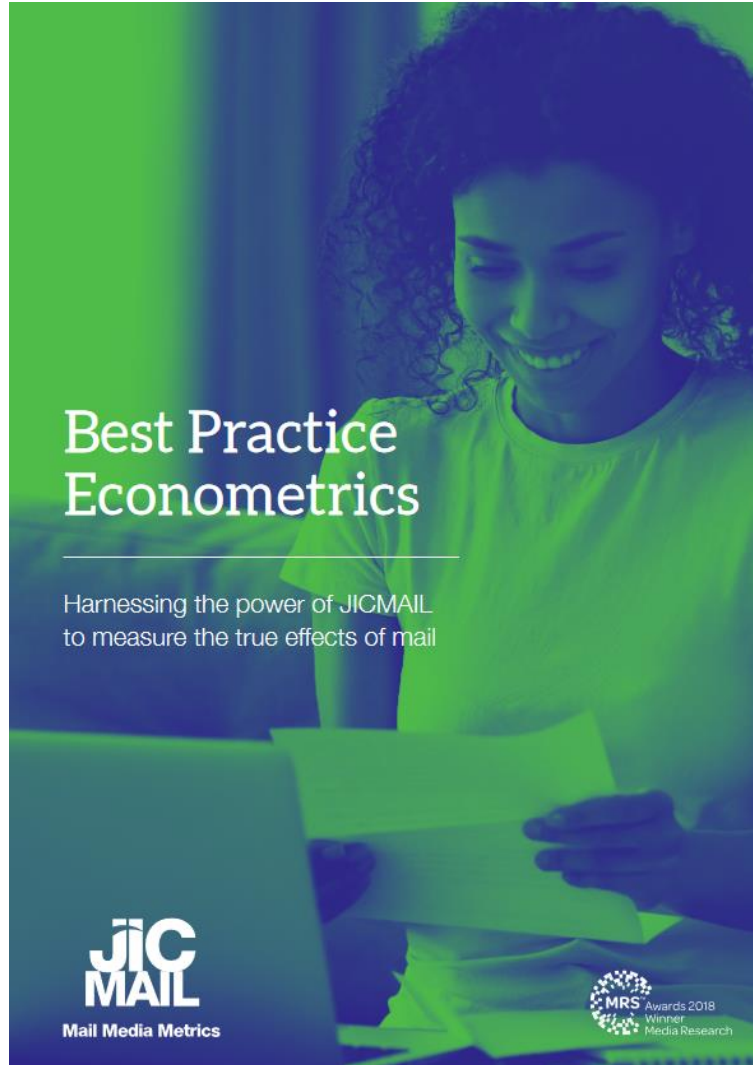


At least three year's worth of back data are required to build econometric models. This will be reached by 2027 in AdIntel



**Reach = Circulation Volumes x Item Reach**  
**Impressions = Circulation Volumes x Frequency of Interaction**





Best Practice Econometrics

JICMAIL Best Practice Econometrics checklist

Use this checklist to ensure you are considering mail in all stages of econometric model building

Action	Check
Inputs	✓
1. Convert mail items to reach and impression metrics	✓
2. Factor JICMAIL trend data into underlying model assumptions.	✓
3. Factor mail item to impressions / impacts multiplier into underlying model assumptions.	✓
4. Use the JICMAIL Mail Item Database to give a detailed view of campaign audiences reached by mail type.	✓
Development and Interpretation	✓
5. Use the JICMAIL Mail Item Database for data on campaign performance over time and for competitor performance within the same frame.	✓
6. Use JICMAIL data as the basis for formulating and testing hypotheses relating to a multiple mail behaviours	✓
7. Use JICMAIL data to explain and help validate newer innovations in the market such as partially addressed mail, along with 17 different mail content types.	✓
8. Identify overarching mail effects by using physical mail interactions and mail lifespan against numerous audience and mail types	✓
9. For larger advertisers use JICMAIL brand specific data to calculate campaign average interaction rates.	✓
10. Convert brand mail items into impressions to evaluate brand-level halo effects	✓
Evaluation and Implementation	✓
11. Use JICMAIL commercial outcomes by sector, mail, and audience type to enhance and supplement the output from the econometric modelling.	✓
12. Factor in mail propensity to drive digital traffic.	✓