

# JICMAIL Campaign Measurement

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Test and Learn Solutions from JICMAIL

November 2024



Mail Media Metrics





Media measurement is vital for making sound decisions about how to spend your media budget. Putting your pounds in the right place is more important than ever. Attention metrics may be useful for understanding how consumers engage with your media, but what your business really needs to know is the media's impact on sales. If you're considering adding mailings to your media plan, to take advantage of what looks like cost-efficient advertising, then also consider what you need to put in place to know how well it's working and get the most out of it. It'll bring your CFO on board and help marketing add value to your business.”

Grace Kite – Founder, Magic Numbers

**JICMAIL campaign measurement should be considered additive to your existing mail measurement efforts.**

**It helps you plug the measurement gap by reporting on outcomes and metrics not measurable elsewhere.**

**Crucially it becomes another lens by which you contextualise the results of your existing measurement, providing a platform for test and learn by experimenting with new hypotheses on which to optimise campaign performance.**

# Introducing JICMAIL+

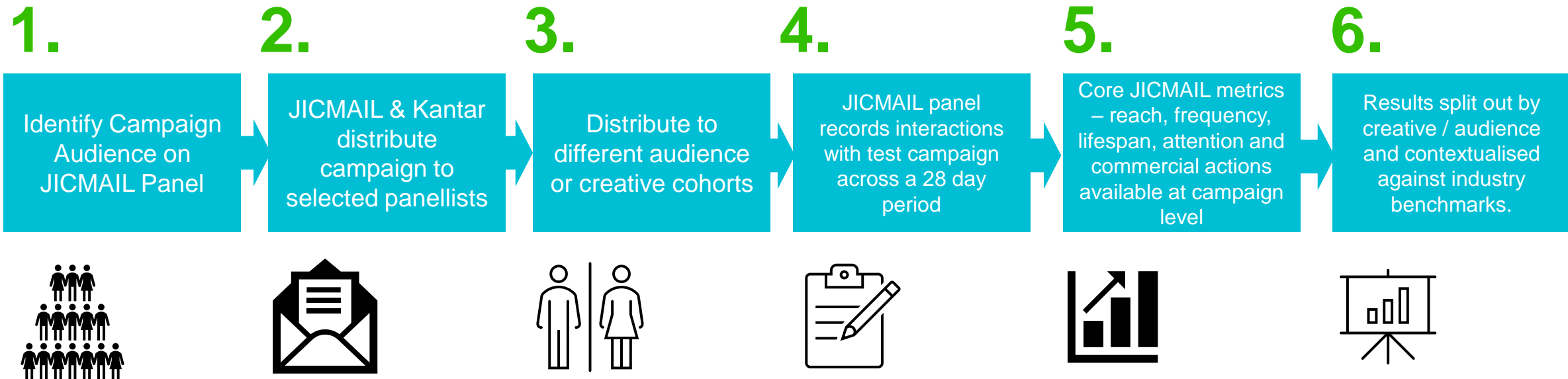
Through a pool of third-party measurement vendors, JICMAIL has to a access suite of campaign measurement solutions to help mail users:

1. Test audience receptivity to mail **creative**.
2. Identify new **acquisition audiences** using previously untapped data signals.
3. Measure **mail's contribution** to overall marketing effectiveness.

At the heart of these campaign measurement solutions sits **JICMAIL+**.

JICMAIL+ is a mail measurement solution completely unique to JICMAIL that enables marketers to seed our 1,100 strong panel of UK households with live campaign or test creatives to report on outcomes that are directly comparable with JICMAIL benchmarks, including: Item Reach, Frequency of Interaction, Lifespan, Attention and Commercial Actions taken.

# How does JICMAIL+ work?



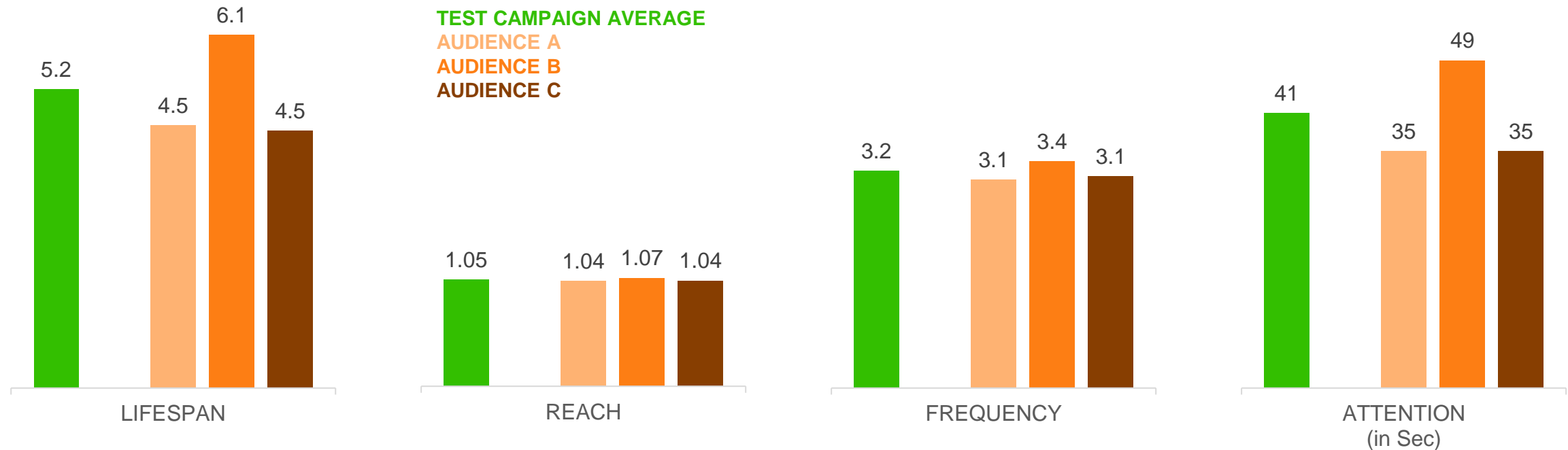
# Ten key questions answer by JICMAIL+

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1. How many people did my **campaign reach**? i.e. what was the average item reach of my campaign?
2. How many **impressions / impacts** did my campaign generate? i.e. what was the frequency of interaction with my campaign?
3. What was the **longevity of my campaign**? i.e. how many days did it stay live in the home before being discarded or filed away?
4. How much **attention** did campaign generate? i.e. how many seconds was my campaign interacted with across a 28 day period?
5. What was my campaign **open rate, read rate**, and how else was it physically interacted with?
6. Did my campaign result in **purchase actions** online, in-store, via the usage of vouchers or as part of a decision making process for a large purchase?
7. Did my campaign drive traffic to the **website or store**?
8. Did my campaign generate **discussions**?
9. Did my campaign generate **digital actions** such as searches, app downloads or QR code scans?
10. How do the above metrics vary by creative execution or audience?

# JICMAIL+ example analysis

Audience B showed higher levels of engagement and attention with the test campaign and kept it in the home for longer.



# JICMAIL+ example analysis

Despite comparable volumes, the campaign delivered to Audience Cohort B reached more people, generated more ad impressions and generated 40% more attention overall.

	Volumes	Item Reach	Audience Reach	Frequency	Impressions	Time Spent	Total Attention (minutes)
<b>B</b>	<b>668,745</b>	1.07	<b>715,557</b>	3.4	<b>2,273,733</b>	49 secs	<b>546,142</b>
<b>C</b>	<b>665,752</b>	1.04	<b>692,382</b>	3.1	<b>2,063,831</b>	35 secs	<b>388,355</b>



# JICMAIL+ can be combined with additional creative, audience and attribution insights to further optimise results

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Each solution can also be used independently without seeding the panel

1. + CREATIVE



Mail Media Metrics

Which mail creative executions resonate with your audience and why?

2. + AUDIENCE



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What new acquisition audiences can you uncover and how receptive will they be to mail?

3. + ATTRIBUTION



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What does the mail channel contribute to a multi-channel campaign in terms of effective outcomes?

# What questions could you answer with JICMAIL+ Creative?

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1. What types of mail creative copy will resonate with your audience?
2. How do you choose between two different creative approaches with your mail?
3. What difference in impact is seen between offer-lead vs brand-lead creative?
4. What value can you place on highly creative copy?
5. Should you remain consistent with your mail creative or is time for a change?
6. How does your mail creative appeal to different types of audience?



# What questions could you answer with JICMAIL+ Audience?

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1. If you are embarking on a new round of customer acquisition activity, what new audiences should you be targeting?
2. Have you maxed out on sales from your current acquisition data pool and / or you experiencing declining engagement: What other third-party data signals could be used to enhance your definition of acquisition audiences?
3. What impact does social listening data have on your acquisition targeting and can you target people discussing yours or competitor brands?
4. What impact does third party financial and transactional data have on your acquisition targeting?
5. How can you use behavioural economics insight to enhance your targeting? i.e. exploring where brand buying interactions are likely to be strong and why



# What questions could you answer with JICMAIL+ Attribution?










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1. What ROI is mail delivering relative to your other channels?
2. What credit should be assigned to mail for delivering the final sale?
3. Are your attribution models still working on a last-click basis and assigning all credit to digital channels?
4. What is the opportunity cost of not investing in mail?
5. What media-effectiveness multiplier does mail bring to the rest of your media schedule?
6. What does mail contribute to paid media effectiveness? E.g. TV, OOH, social.  
What does mail contribute to owned media effectiveness- e.g. email, app, website, CRM
7. How can mail be factored in to your existed MMM?



# Selecting the test and learn measurement solution for you

WHAT / HOW ARE YOU MEASURING?	JICMAIL+	(JICMAIL+) Creative	(JICMAIL+) Audience	(JICMAIL+) Attribution
Optimising Creative?	X	X		X
Optimising Targeting?	X		X	X
Pre-testing Campaign?	X	X		
Testing Live Campaign?	X		X	X
Existing Customers?	x	x	X	X
New Customers?	X	X	X	X
Addressed Mail / Business Mail	X	X	X	X
Door Drops / Partially Addressed	X	X	X	X
Potential Measurement Partners	 + 	 	  	 
Indicative Cost	£10k-£12k	£3k to £8k	£3k to £8k	£15k+
Indicative Turnaround Time	2-3 months	1 month	1-2 months	2-3 months