

JICMAIL Conference 2025

The Rise of the Super Touchpoint

Welcome

**JIC
MAIL**

Mail Media Metrics

9.30am - Welcome & Year Highlights

Mark Cross, Engagement Director, JICMAIL

Mail: The Super Touchpoint - Report Launch

Ian Gibbs, Director of Data Leadership & Learning, JICMAIL

Keynote Address: The lots of littles route to modern brand building

Dr Grace Kite, CEO and Founder, Magic Numbers

Retail Media Trends and the Role of Mail - Panel Session

Chair: Ian Gibbs, Director of Data Leadership & Learning, JICMAIL

Nick Ashley, Client Development Director, Tesco Media/Leonardo Oliveira, Digital Strategy Director, MediaSense/

Dan Larden, Head of Media, ISBA

11.00am – Break

Delivering herd mentality through the letterbox

Tom Ridges, CEO, Herdify

Back to the Future... the shifting shape of Direct Mail in 2025

Dan Dunn, CEO, Paperplanes & Oliver Gunning, CMO, Your Golf Travel

JICMAIL Best Practice Showcase

Our Journey with JICMAIL: Insights and Experiences: Laura Sanjurgo, Commercial Director, and Lyndsay Abrahams, Account Director, Whistl Mail

Making Mail an Insight led Media Channel: Gary Howard, Chief Digital Officer, Precision Marketing Group

Key Takeaways & Learnings - Panel Session

Chair: Mark Cross

Dr Grace Kite/Rachel Aldighieri, CEO, DMA/ Laura Sanjurgo/Tom Ridges

12.45pm – Close (JICMAIL Discovery Demo post Lunch) at 1.30pm



Outlook for 2025





“Talk to people who want to be talked to, in a way that they want to be talked to.

The idea that marketers are in charge and can demand attention whenever they want is totally over.

It’s not about you. It’s about me.

You don’t invade my privacy if I ask you to talk to me.

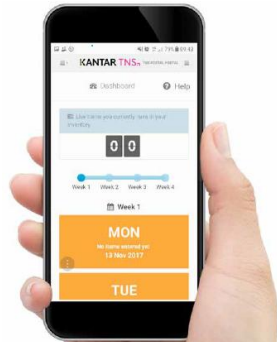
And the only way I’m going to ask you is if you offer me something of great value, or create a product that is remarkable”

Seth Godin c 2005 (!)

JICMAIL is now many things to many people

1.

The JICMAIL Panel: 1,100 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.

Circulation Data: Share of voice, value and volume data

 Nielsen

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The Response Rate Tracker Expands

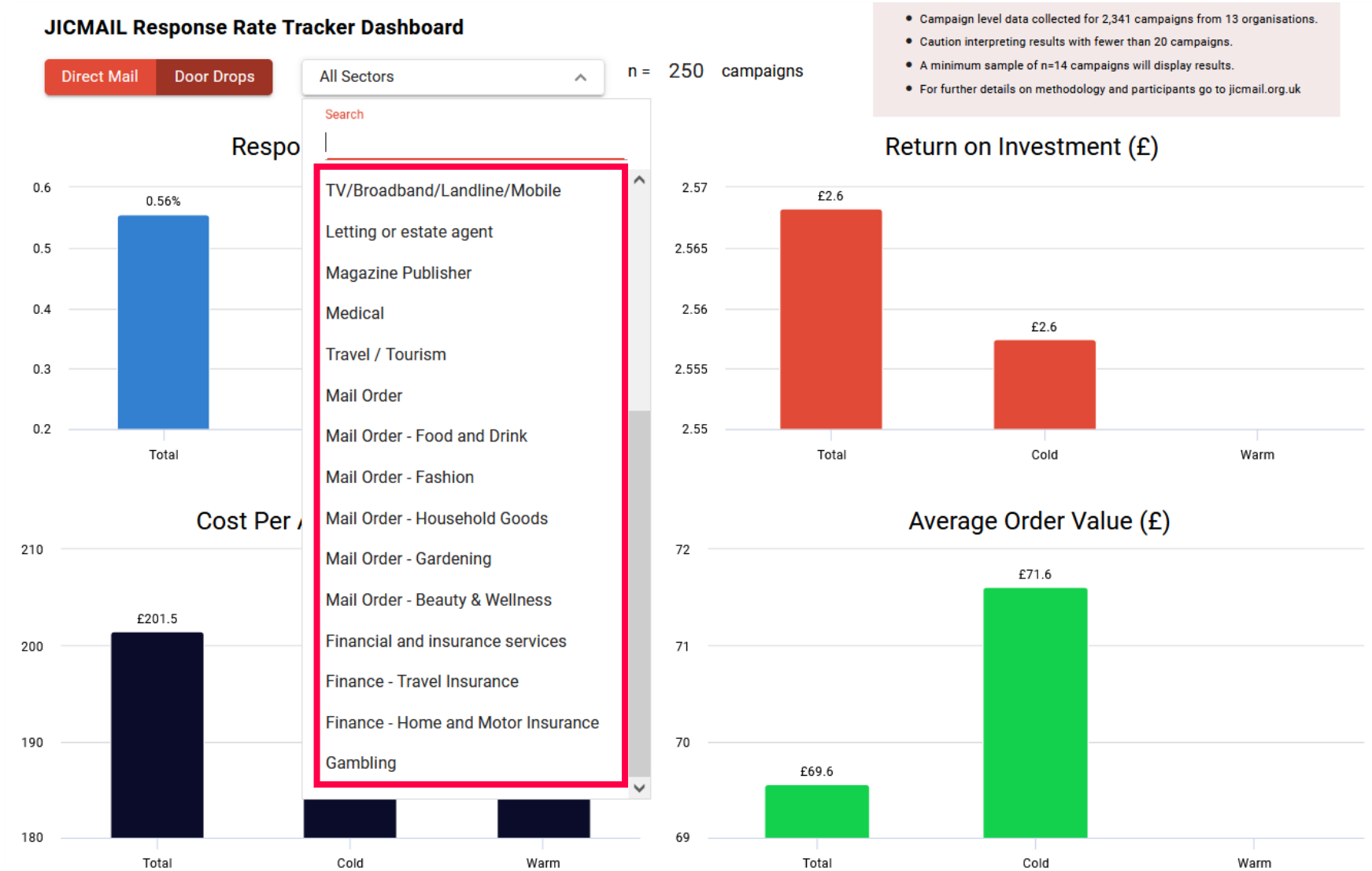


Mail Media Metrics

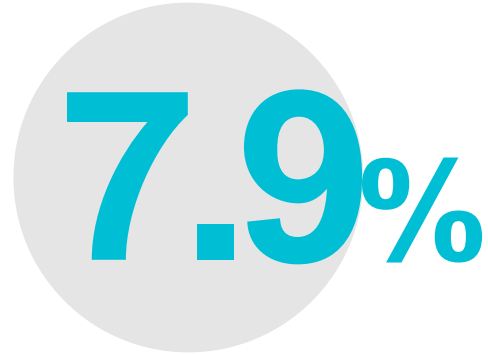
The Response Rate Tracker: 2,300+ Campaigns; 13 Organisations



Twenty-two sectors / product levels now available

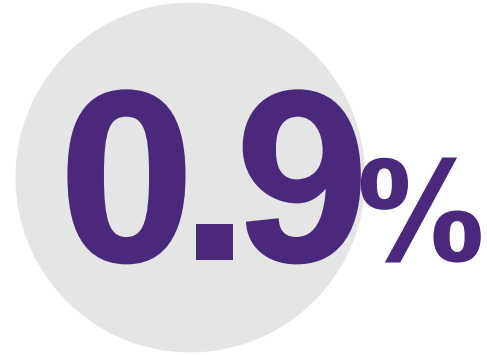


Response rate, ROI, AOV and CPA data published



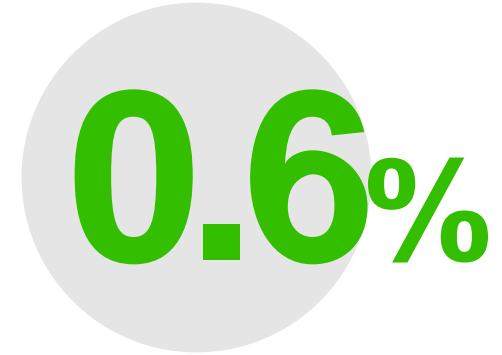
**Warm Direct Mail
average response
rate.**

£9.0 ROI



**Cold Direct Mail
average response
rate**

£3.9 ROI



**Door Drops average
response rate**

£2.6 ROI

Indicative comparisons look good for mail!

Advertising has an average short-term profit ROI of £1.87 per pound invested which increases to £4.11 when sustained effects are included

	% of advertising investment	% of profit volume				Full payback ROI	Short-term ROI
		% of full payback	% of sustained payback	% of short-term payback	% of immediate payback		
All media	100%	100%	100%	100%	100%	£4.11	£1.87
TV (Linear + BVOD)	43.60%	54.70%	64.30%	41.50%	27.80%	£5.61	£1.79
Linear TV only	35.00%	46.60%	55.70%	33.90%	20.50%	£5.94	£1.82
Generic PPC	18.90%	14.60%	8.80%	22.50%	30.50%	£3.52	£2.29
Paid Social	13.20%	9.40%	8.00%	11.40%	15.10%	£3.20	£1.62
BVOD only	8.60%	8.20%	8.60%	7.60%	7.30%	£4.25	£1.66
Audio	6.20%	6.90%	6.00%	8.20%	8.60%	£4.98	£2.47
Print	3.30%	4.80%	4.70%	4.90%	4.80%	£6.36	£2.74
Online video	3.90%	3.40%	3.20%	3.70%	3.60%	£3.86	£1.76
OOH	5.00%	3.10%	3.00%	3.10%	3.30%	£2.78	£1.19
Online display	5.50%	2.90%	1.80%	4.40%	5.90%	£2.34	£1.50
Cinema	0.40%	0.30%	0.20%	0.30%	0.30%	£2.56	£1.19



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Rebooted Circulation Data Launches



Mail Media Metrics

What is different about re-booted circulation data?

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

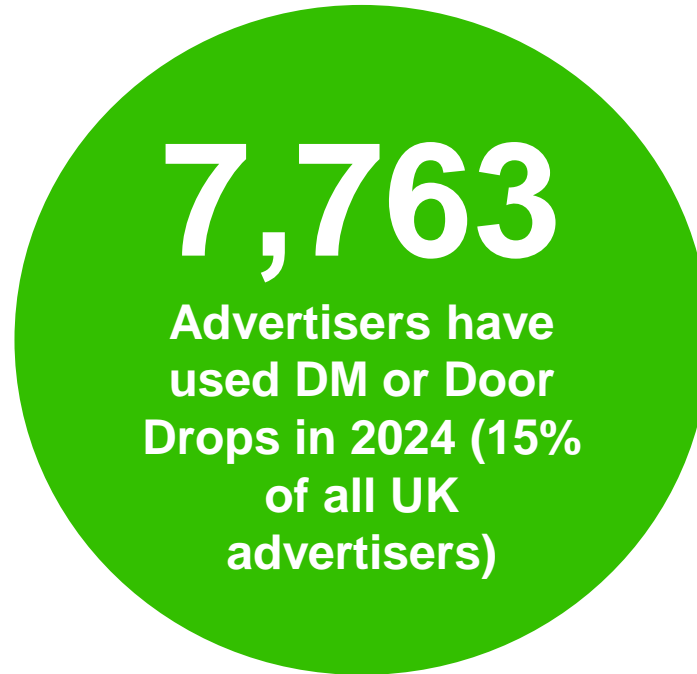
3.

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.

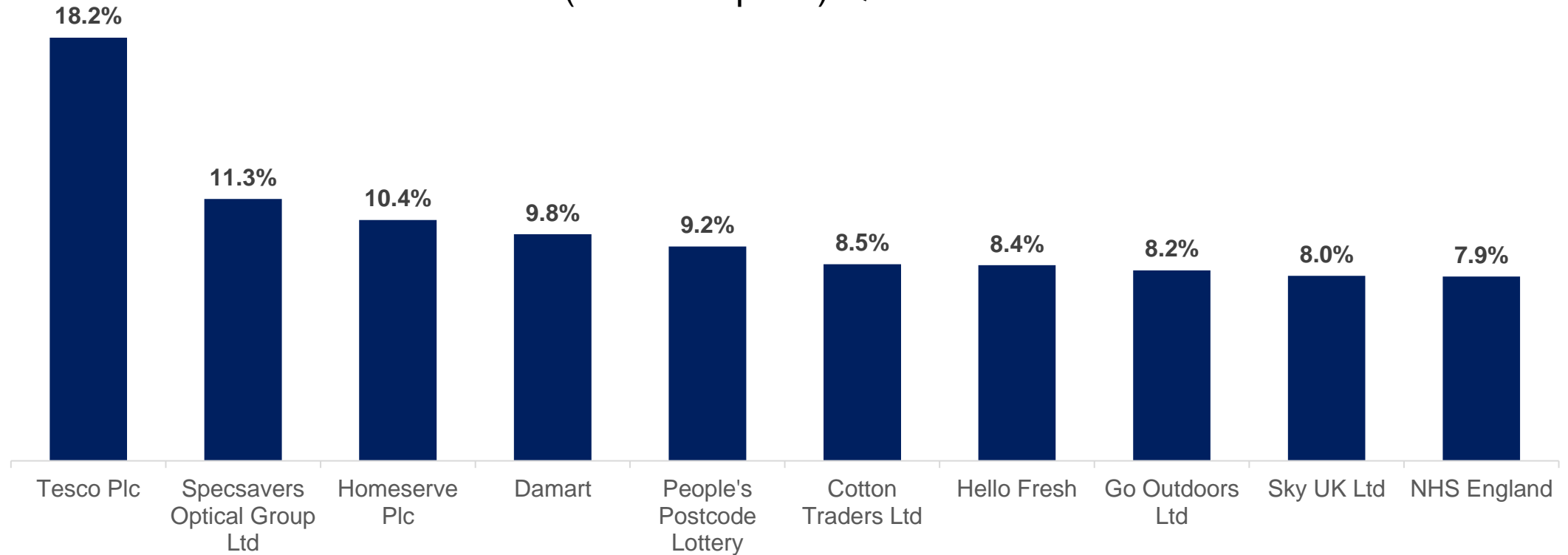
The data is only available to Nielsen Ad Intel subscribers. JICMAIL can provide broad guidance on how to use the data.





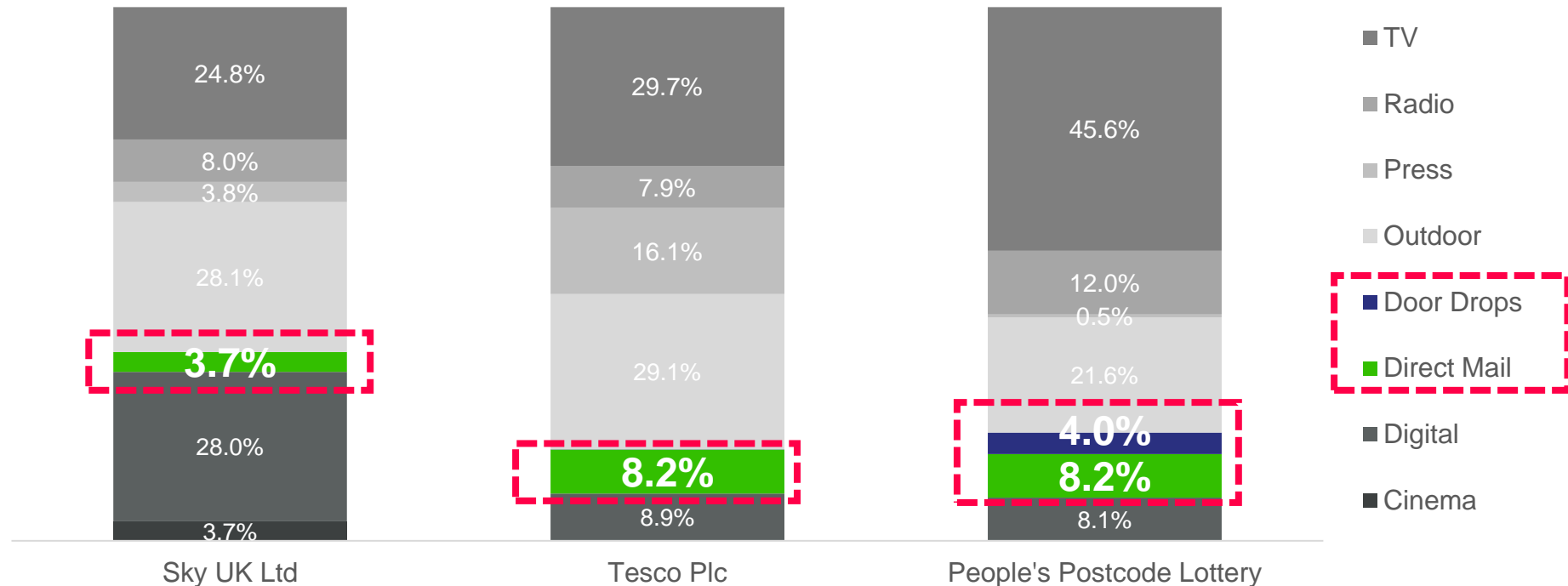
Calculate your relative share of voice

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



Assess share of spend relative to other media

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



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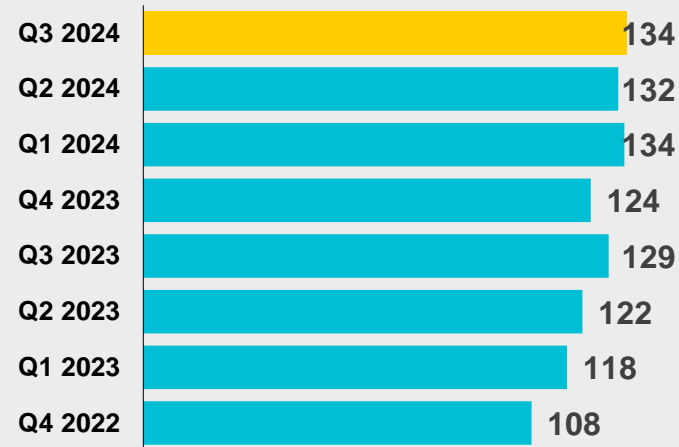
Increased Panel Data Capture



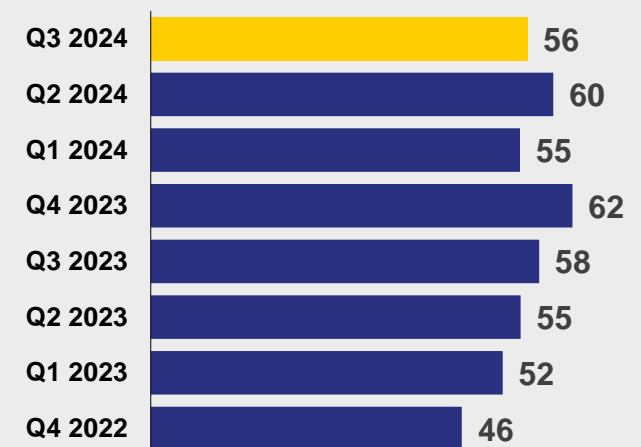
Mail Media Metrics

We've now been measuring attention for two years

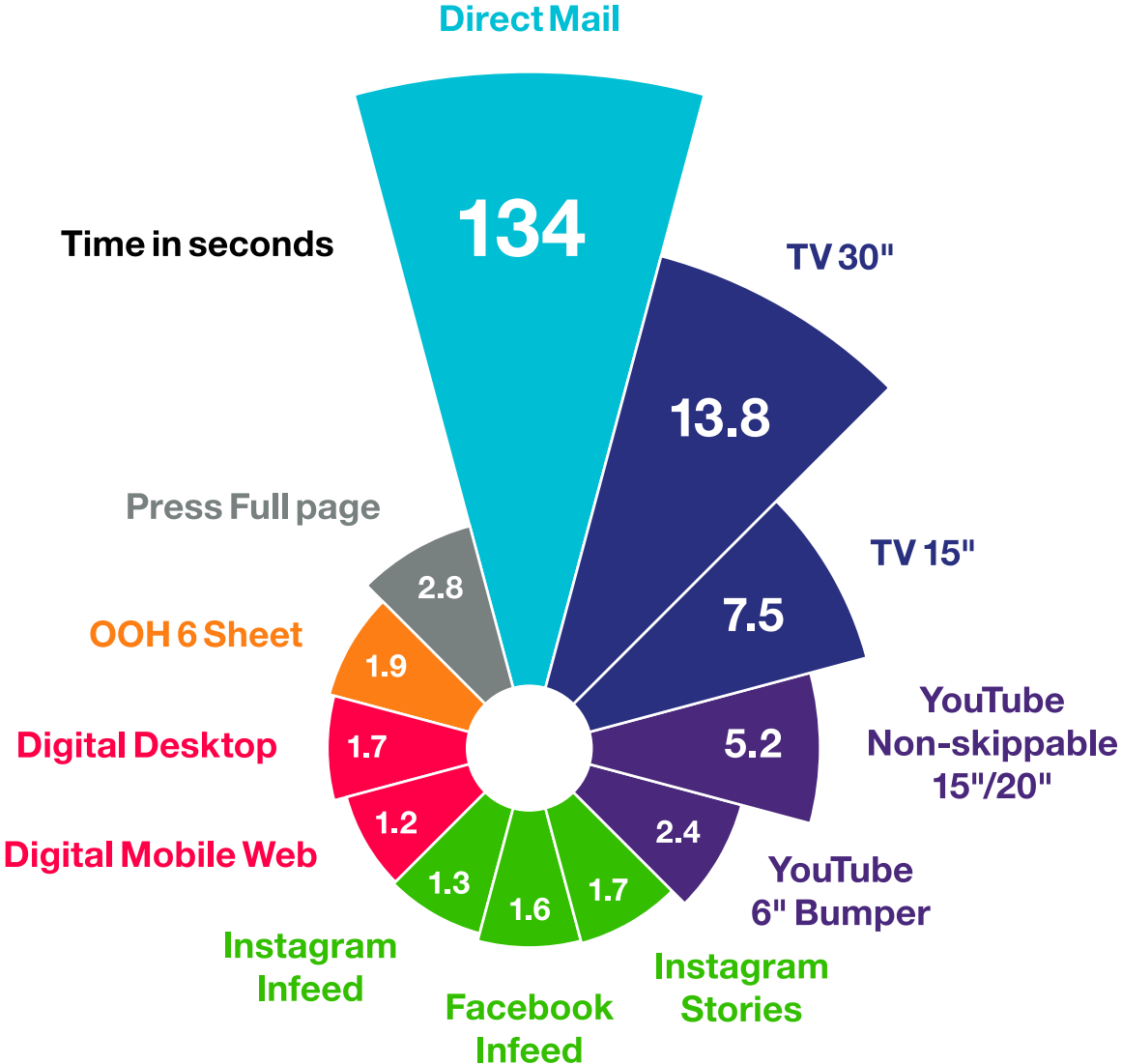
Direct Mail Attention (seconds interacted with per item)



Door Drop Attention (seconds interacted with per item)



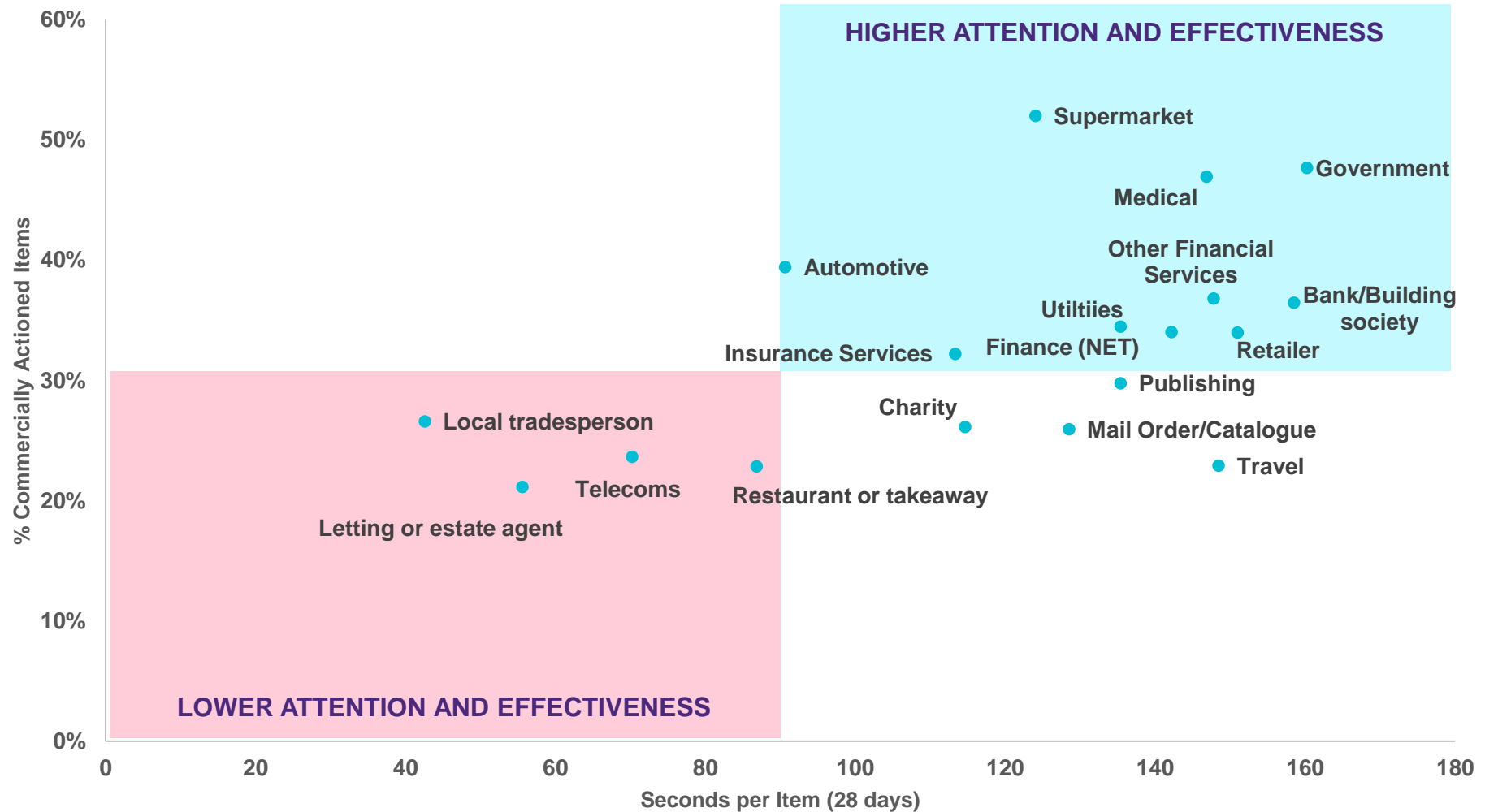
How 'mail' attention stacks up against other media



Sources: Attention data from Tvision, Lumen (Digital, Print, OOH), JICMAIL 'The time we spend with mail' 2023

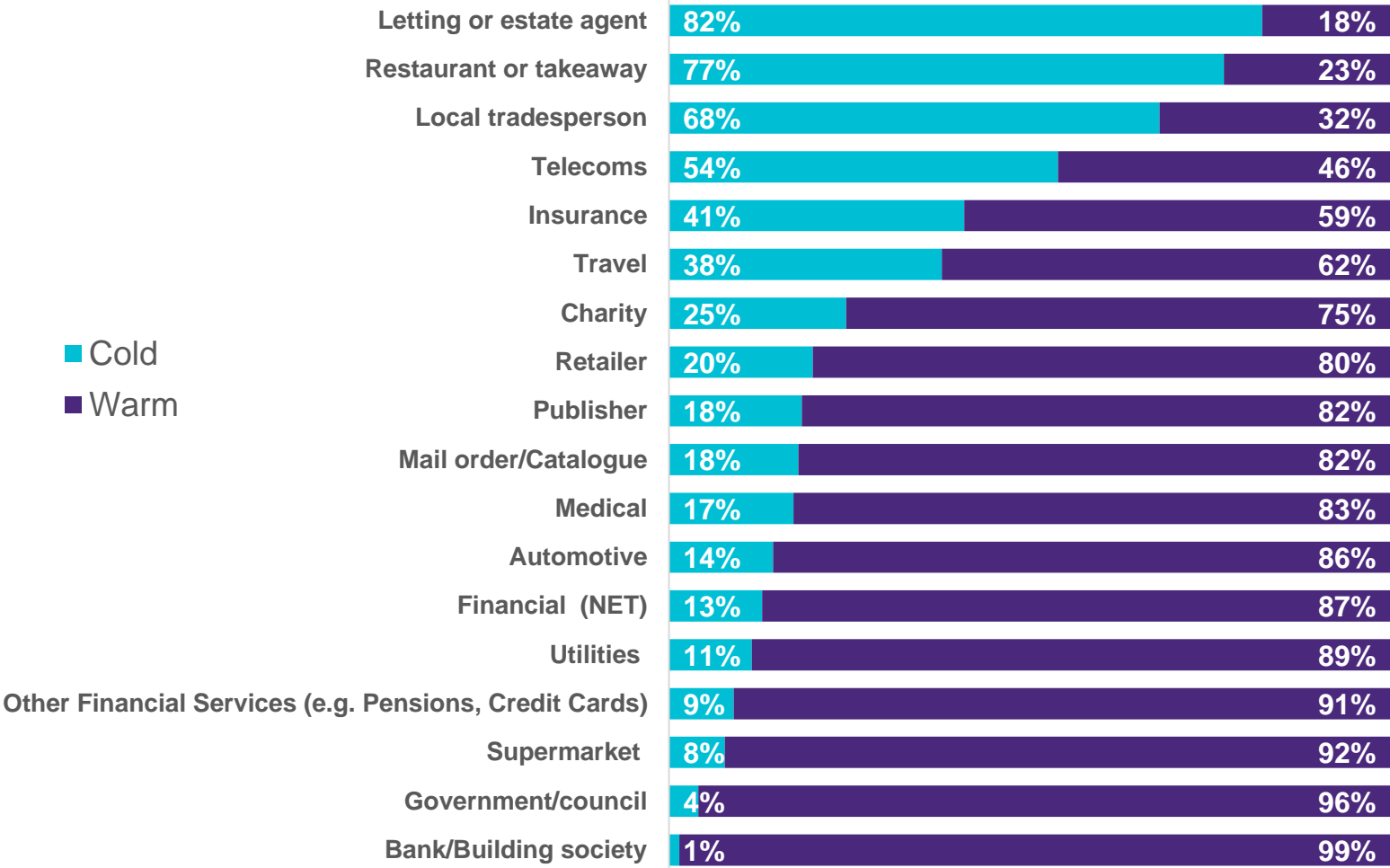
There is still a strong relationship between attention and commercial effectiveness

Direct Mail Attention vs Effectiveness by sector Q3 2024



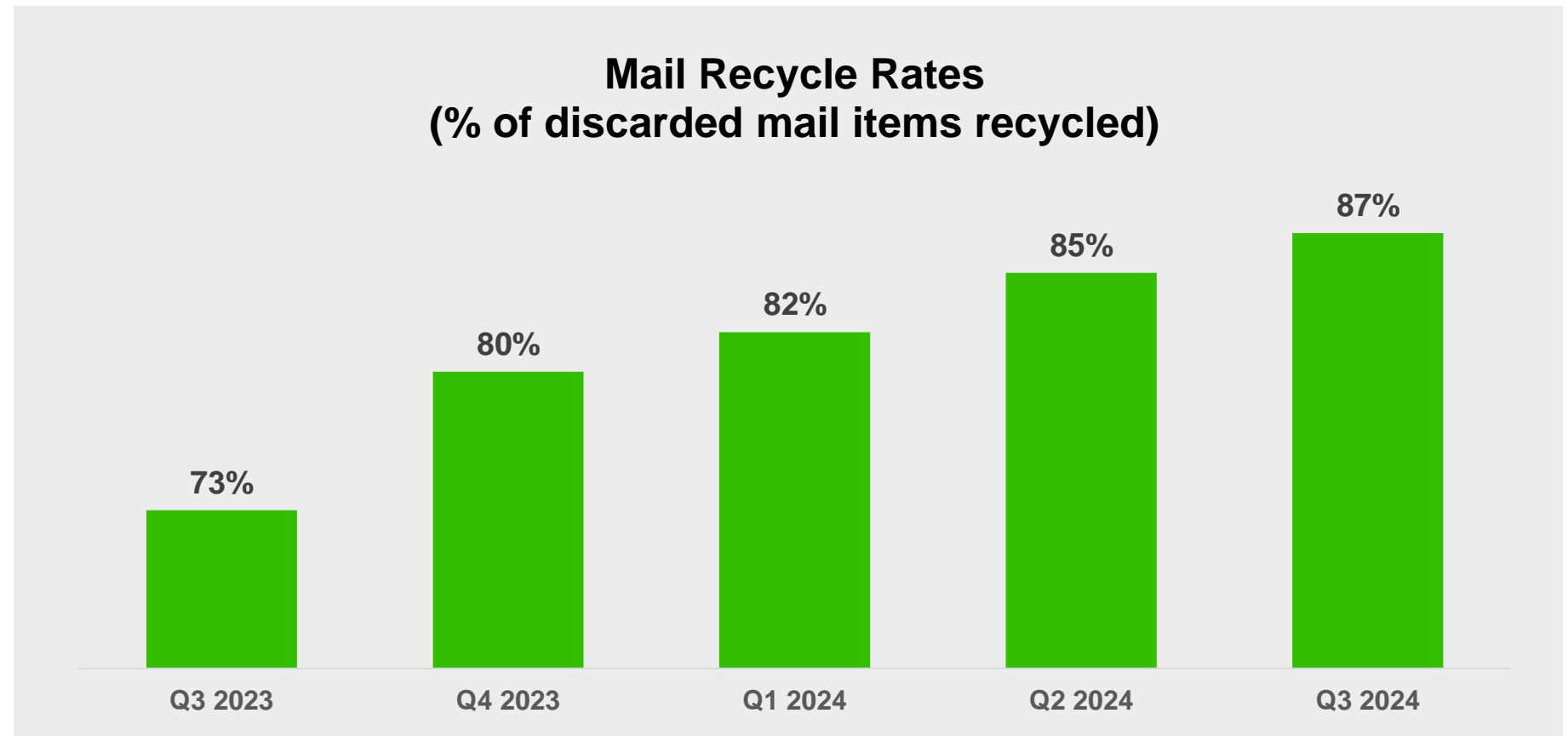
We can now identify warm vs cold DM

Usage of Cold vs Warm Direct Mail (% of DM items)



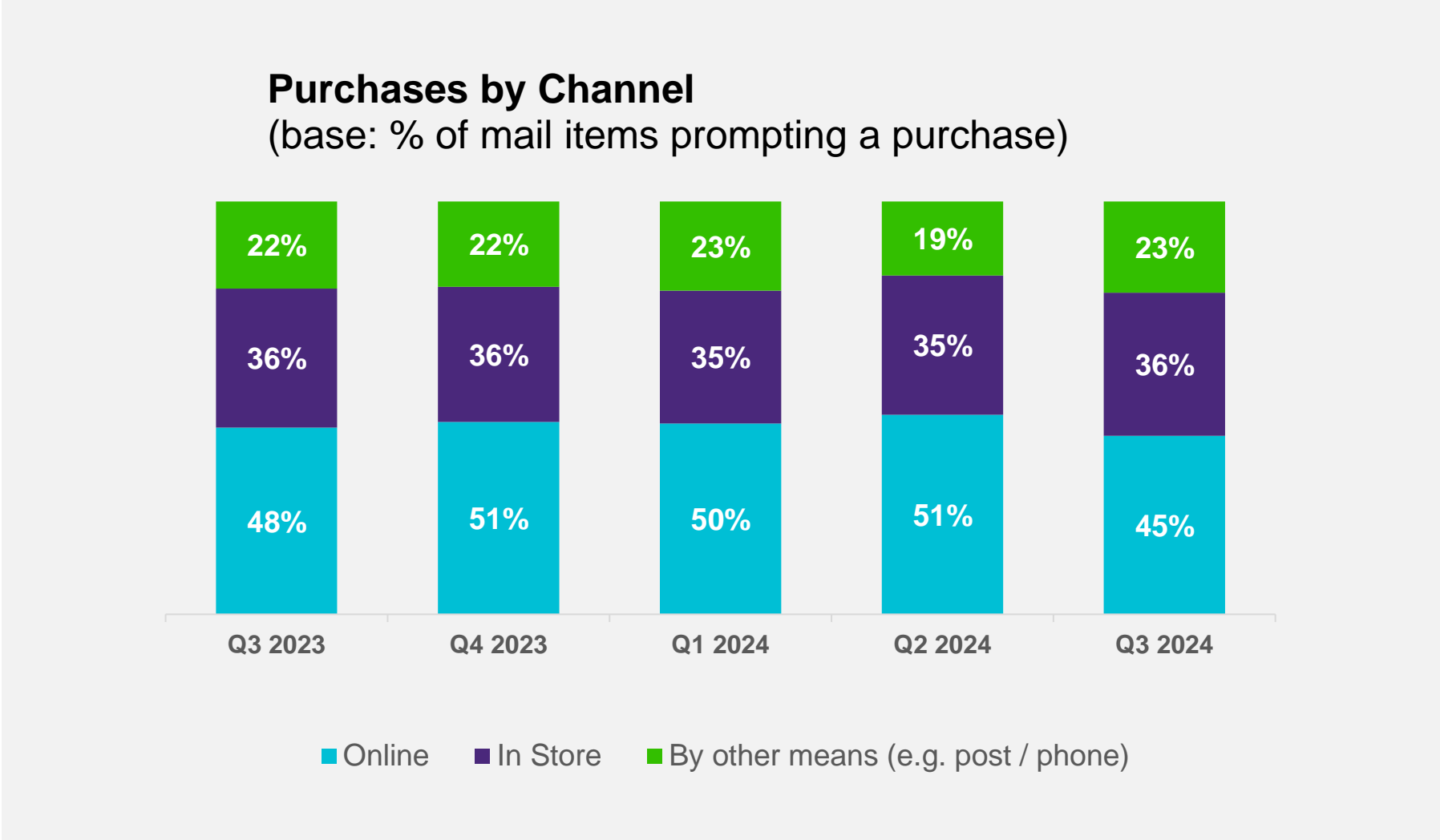
Source: JICMAIL Item Data Q3 2023 to Q3 2024 n=21,848 Direct Mail ail items

And have data points to support mail's sustainability creds



Source: JICMAIL Item Data Q3 2023 to Q3 2024 n=52,806 mail items

We can identify the channel of purchase fulfilment



Source: JICMAIL Item Data Q3 2023 to Q3 2024 n=52,806 mail items

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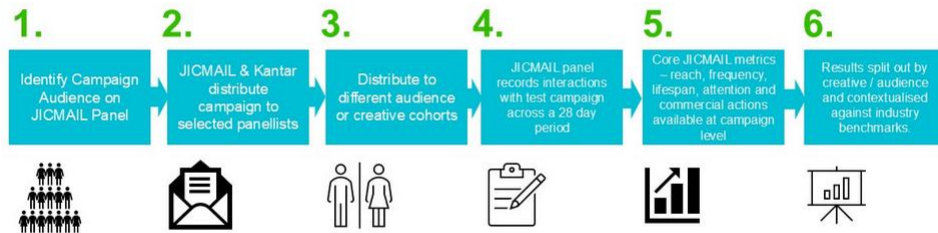
**Just the tip of the
iceberg...**



Mail Media Metrics

A lot of ground has been covered

How does JICMAIL+ work?



Origin



Congratulations to JICMAIL Platinum Partners 2025



Where next for mail?

