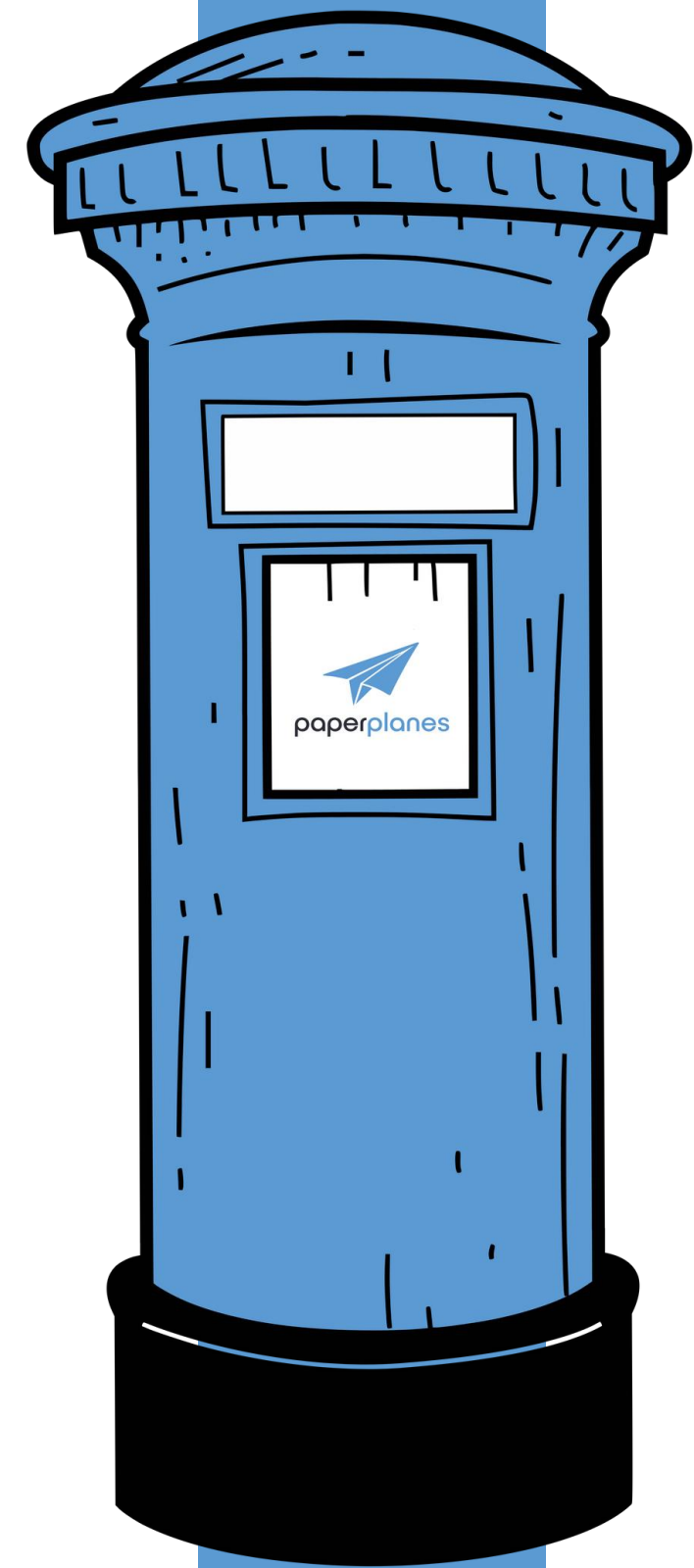




Bringing Mail back to the future..

Dan Dunn Co-Founder, Paperplanes

Oliver Gunning, Your Golf Travel



There are more cost-effective channels than Google or META



META ADS

3.26%

Average conversion rate for
META Ads

GOOGLE ADS

0.59%

Average conversion rate for
GOOGLE DISPLAY ads

DIRECT MAIL

14.2%

Average conversion rate for
sending a data-driven
DIRECT MAIL

EMAIL

1-3%

Average conversion rate for
EMAILS

Email holds 8 seconds of a customer's attention..



...but is that long
enough?



108
seconds

Average Direct Mail letter
generates 108 seconds of
attention across 28 days

8
seconds

Average e-mail generates
8 seconds of attention
across 28 days

Postal Marketing can help you reach more customers than email

☰ BREAKING NEWS



Do we need consent for postal marketing?

If you're sending direct marketing by post, you don't need consent.

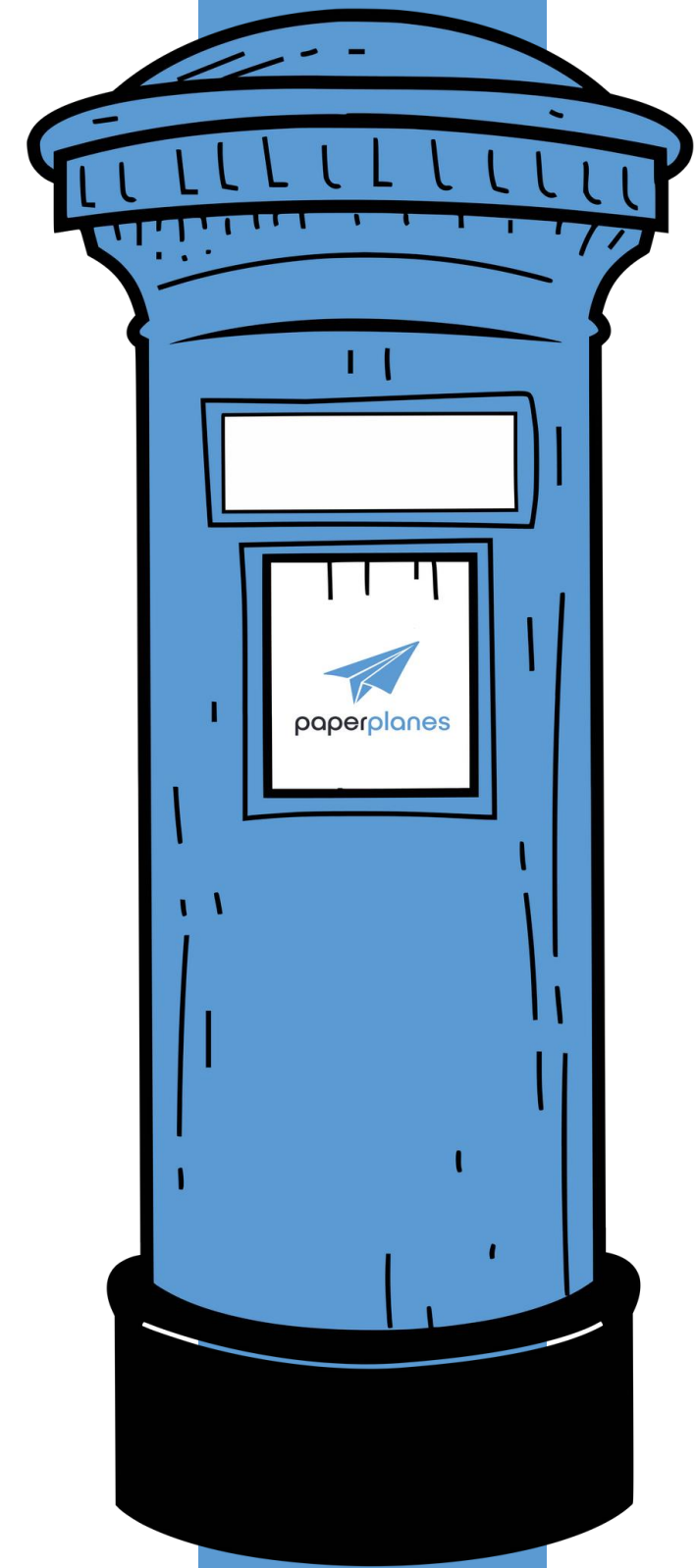
Make sure you're clear and open about how you'll use people's information from the outset. As with all forms of direct marketing, you also must stop sending direct marketing by post if the person asks you to stop.

[Article Link](#)





SO!!! What are we learning?



Automation creates effectiveness across multiple factors

Abandon works just as well as loyalty mailings



Product personalisation drives conversion



When creatives are tailored for individual customer experience, they over-deliver!



+29%
conversion increase

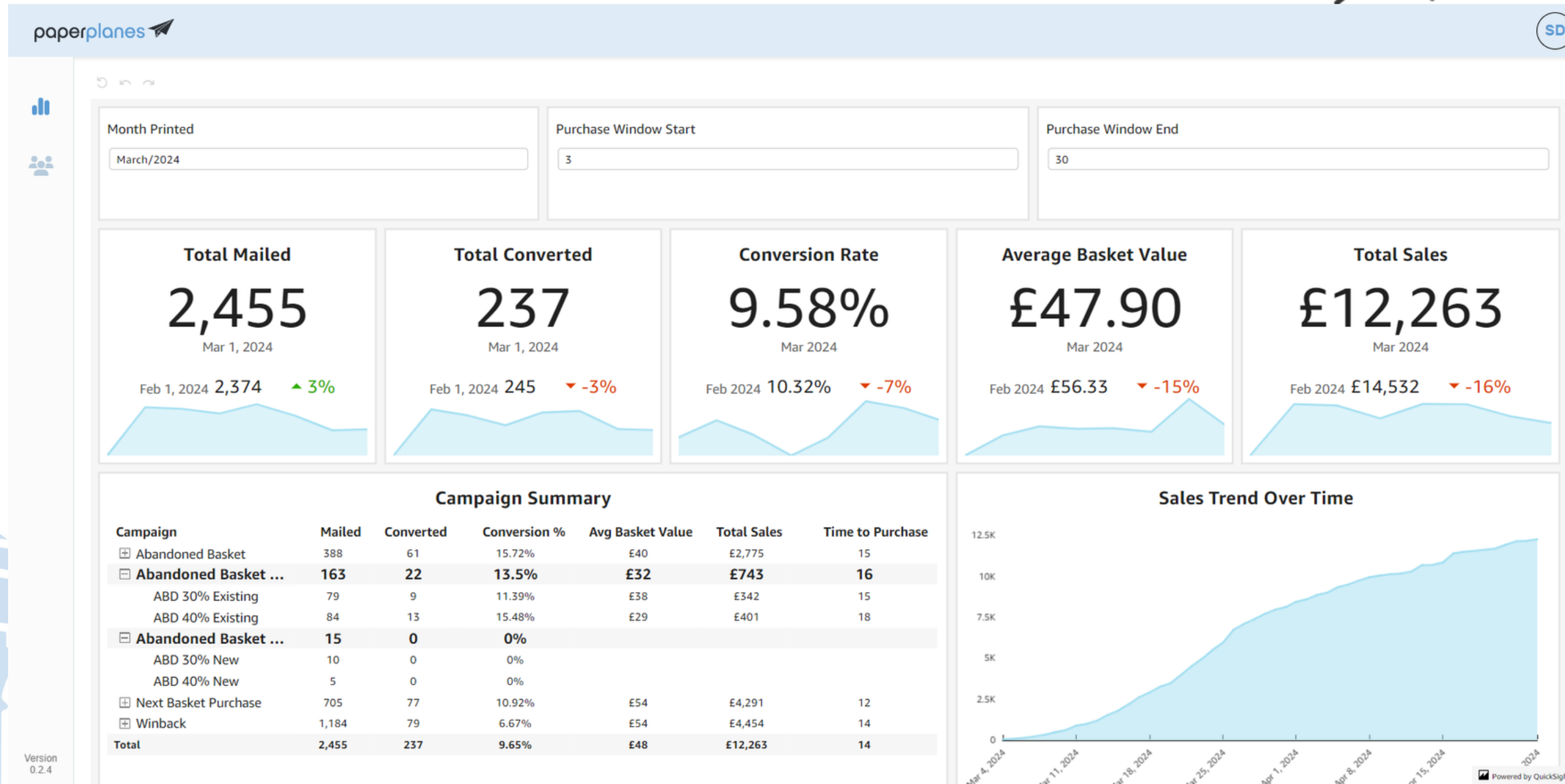
+21%
more site returns

+18%
2nd purchase

+17%
basket value

We must learn quickly based on client level insights

Our Data Centre 'Inflight' provides you with Data-driven analytics optimise performance



Full result transparency with our reporting platform

JICMAIL data helps outline to brands why Direct Mail matters



This data helps you build the case for reach and influence of direct mail

Full result transparency with our reporting platform

Share of Door Mat

% of mail items accounted by a specific advertiser within a specific competitive set within the JICMAIL panel.

Advertiser	Share of Door Mat (%)
Thompson & Morgan	48%
You Garden	31%

- Thompson and Morgan's share is 35.38% higher than You Garden
- You Garden's share is 33.33% higher than Suttons
- Thompson and Morgan's share is 56.92% higher than Suttons

Attention

Attention refers to the number of seconds a piece of mail is physically interacted with over a 28-day period

Advertiser	Attention (seconds)
Thompson & Morgan	287.91
Suttons	207.50
You Garden	126.05

- Thompson and Morgan's attention is 22.52% higher than You Garden
- You Garden's attention is 39.25% higher than Suttons
- Thompson and Morgan's attention is 52.93% higher than Suttons

Item Reach

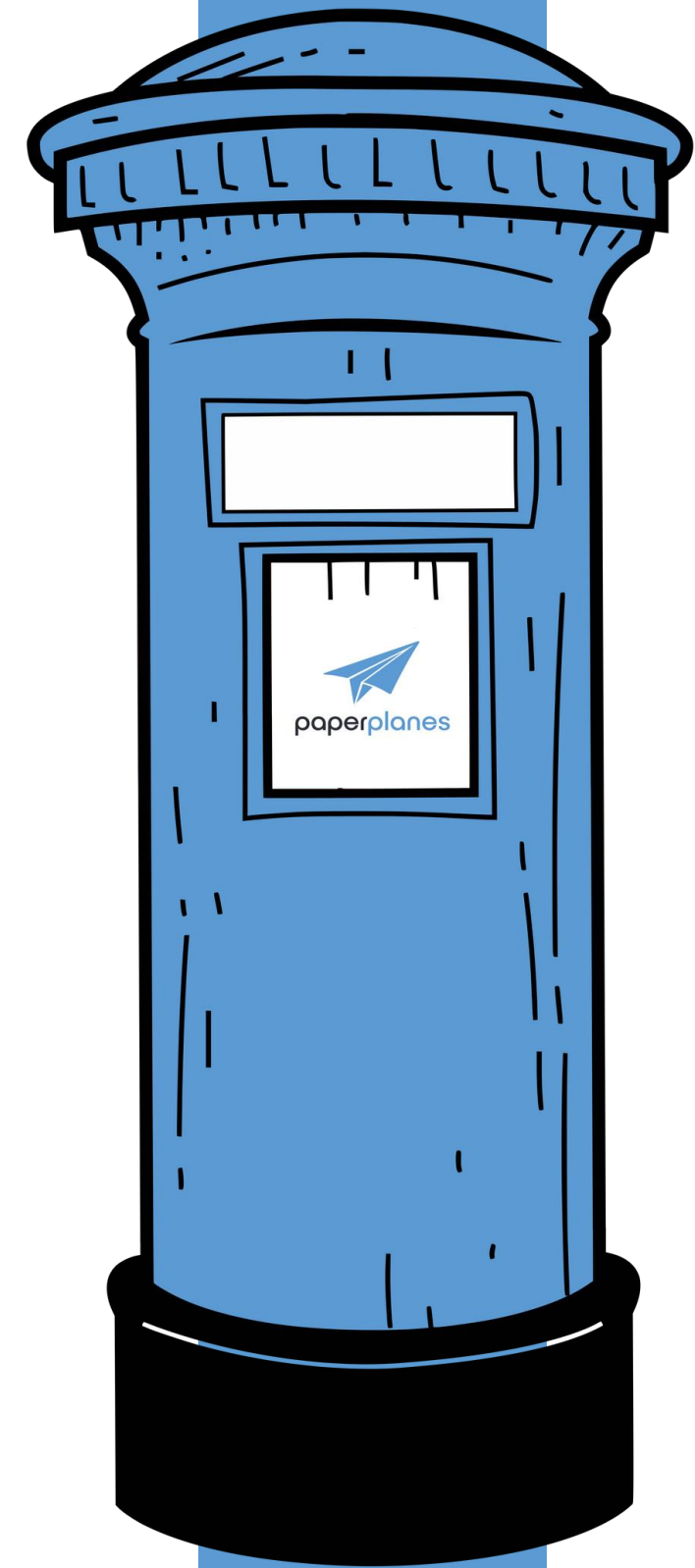
The number of people who interact with a piece of mail within a household

Advertiser	Item Reach
Suttons	1.25
Thompson & Morgan	1.22
You Garden	1.11

- Thompson and Morgan's item reach is 5.43% higher than You Garden
- You Garden's item reach is 9.02% higher than Suttons
- Thompson and Morgan's item reach is 13.95% higher than Suttons



Where is your proof?



In Practice



MADE
BY
COUSIN



yourgolftravel.com

**5% increase
Booking Rate**

**47X
Return On
Investment**

"Paperplanes transformed our abandoned basket recovery. The personalised direct mail approach proved to be a game-changer"

The image shows several direct mail pieces from yourgolftravel.com. One piece features a tropical beach scene and the headline "Workshop Golf Adventure At Your Fingertips". Another piece has a QR code and the text "WE'RE READY TO TAKE YOU TO...". A paper airplane graphic is shown flying towards the right, with a green coin icon below it.

Case Study

MADE
BY
COUSIN



Context

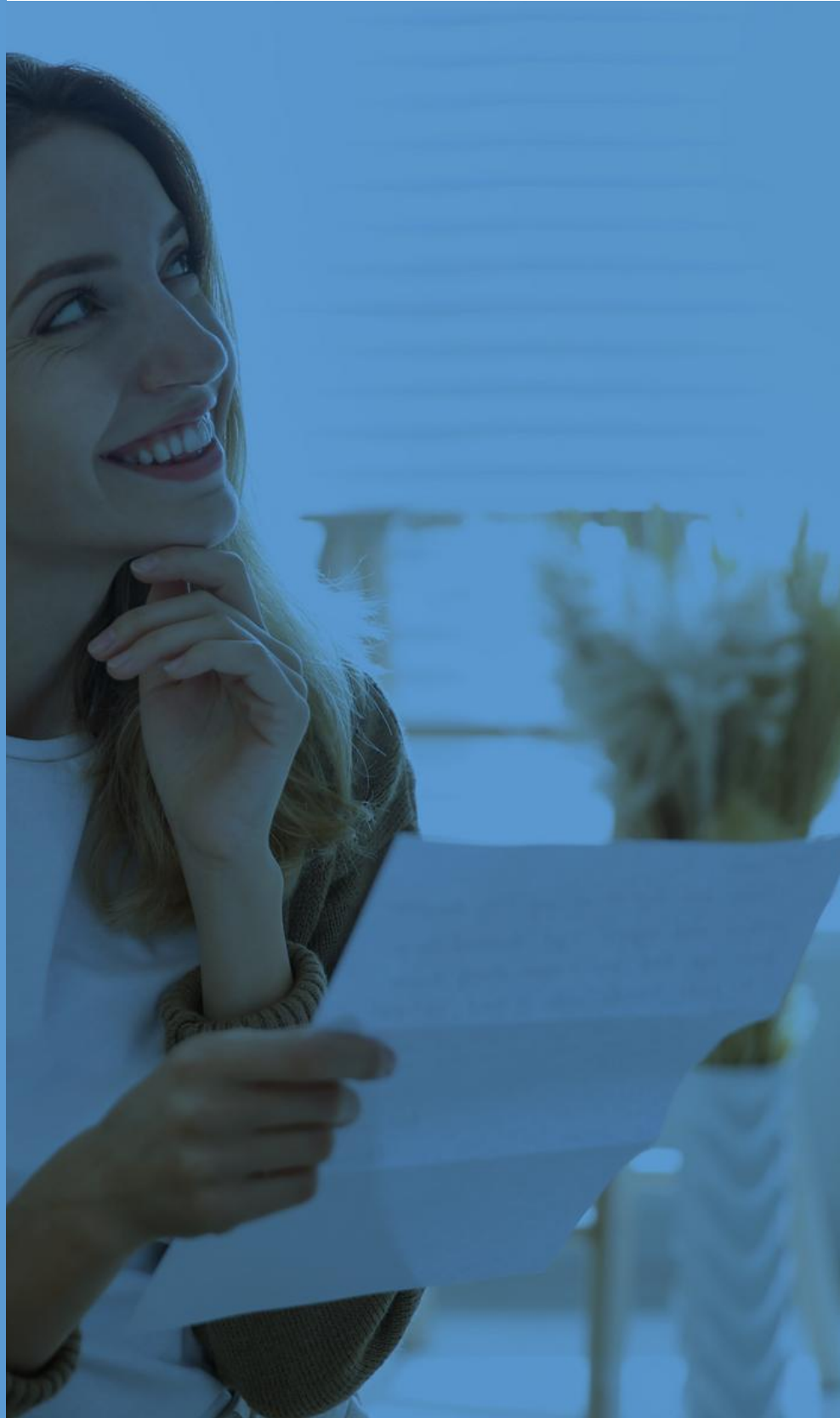
Your Golf Travel is a leading provider of bespoke golf holidays, offering customers a wide range of destinations and packages tailored to their preferences. To enhance their customer engagement and conversion rates, Your Golf Travel partnered with Paperplanes to pilot a programmatic direct mail initiative. The campaign focused on re-engaging customers who had recently browsed golf holidays but had not returned, with the aim of driving online engagement and increasing conversions.

Action

Paperplanes collaborated with Your Golf Travel to personalise an abandoned basket campaign, targeting customers who had enquired about golf holidays but had not returned within 24 hours. Using data pulled via BigQuery, the campaign triggered personalised physical media designed to remind customers of their enquiry and encourage them to take the next step. The direct mail emphasized the unique appeal of Your Golf Travel's offerings, creating a persuasive re-engagement experience to drive results.

Result

The campaign was a huge success, achieving a 5.2% conversion rate for abandoned basket customers and delivering a return on investment of 47%. In addition to driving impressive engagement, the initiative generated significant revenue, with an average basket value of £5,111. These outstanding results highlight the potential of direct mail with Paperplanes as an effective strategy for re-engaging customers and driving incremental sales for Your Golf Travel.



'Codes? Where we're going
DM attribution doesn't need
codes'

