

JICMAIL Highlights

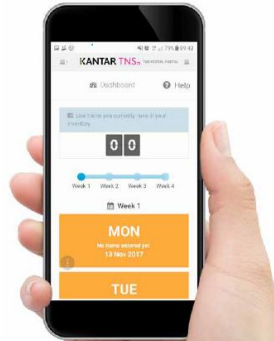
**JIC
MAIL**

Mail Media Metrics

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

**JIC
MAIL**

Mail Media Metrics

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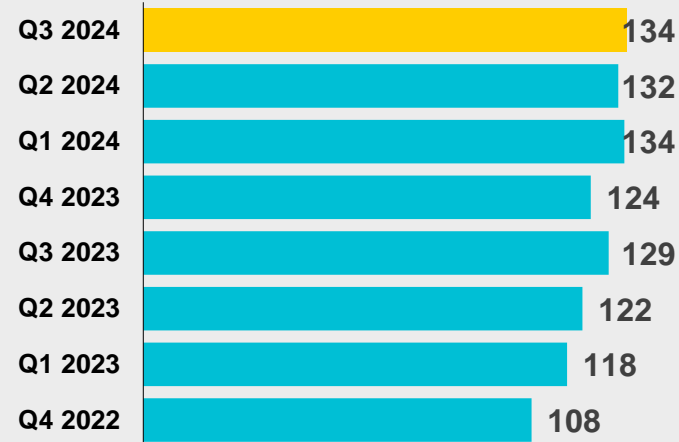
Increased Panel Data Capture



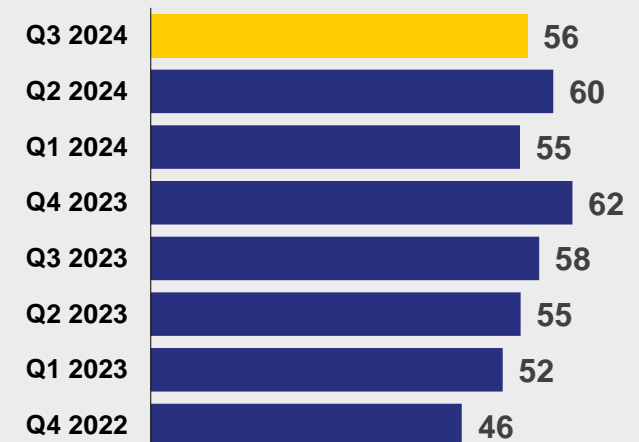
Mail Media Metrics

We've now been measuring attention for two years

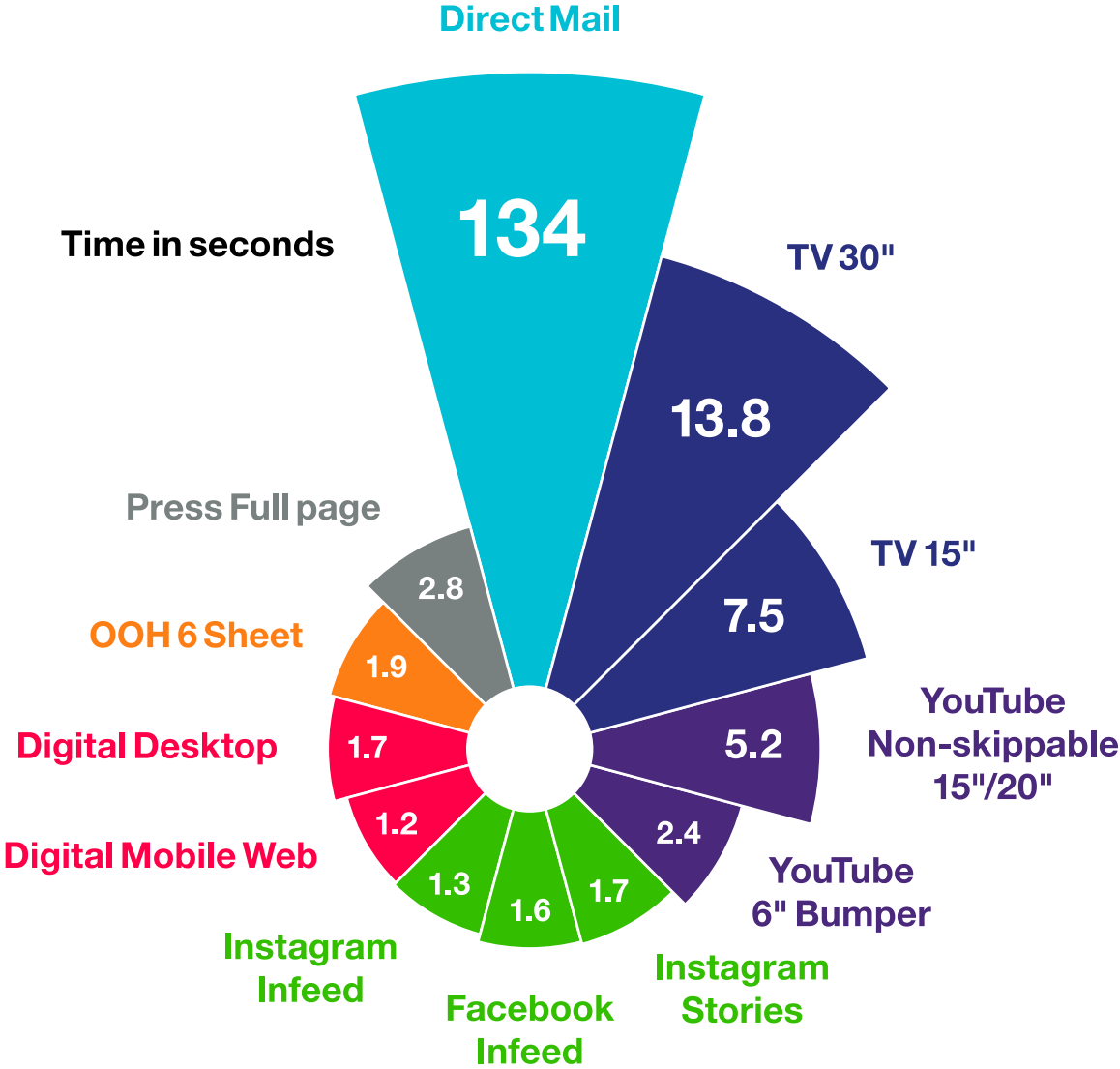
Direct Mail Attention (seconds interacted with per item)



Door Drop Attention (seconds interacted with per item)



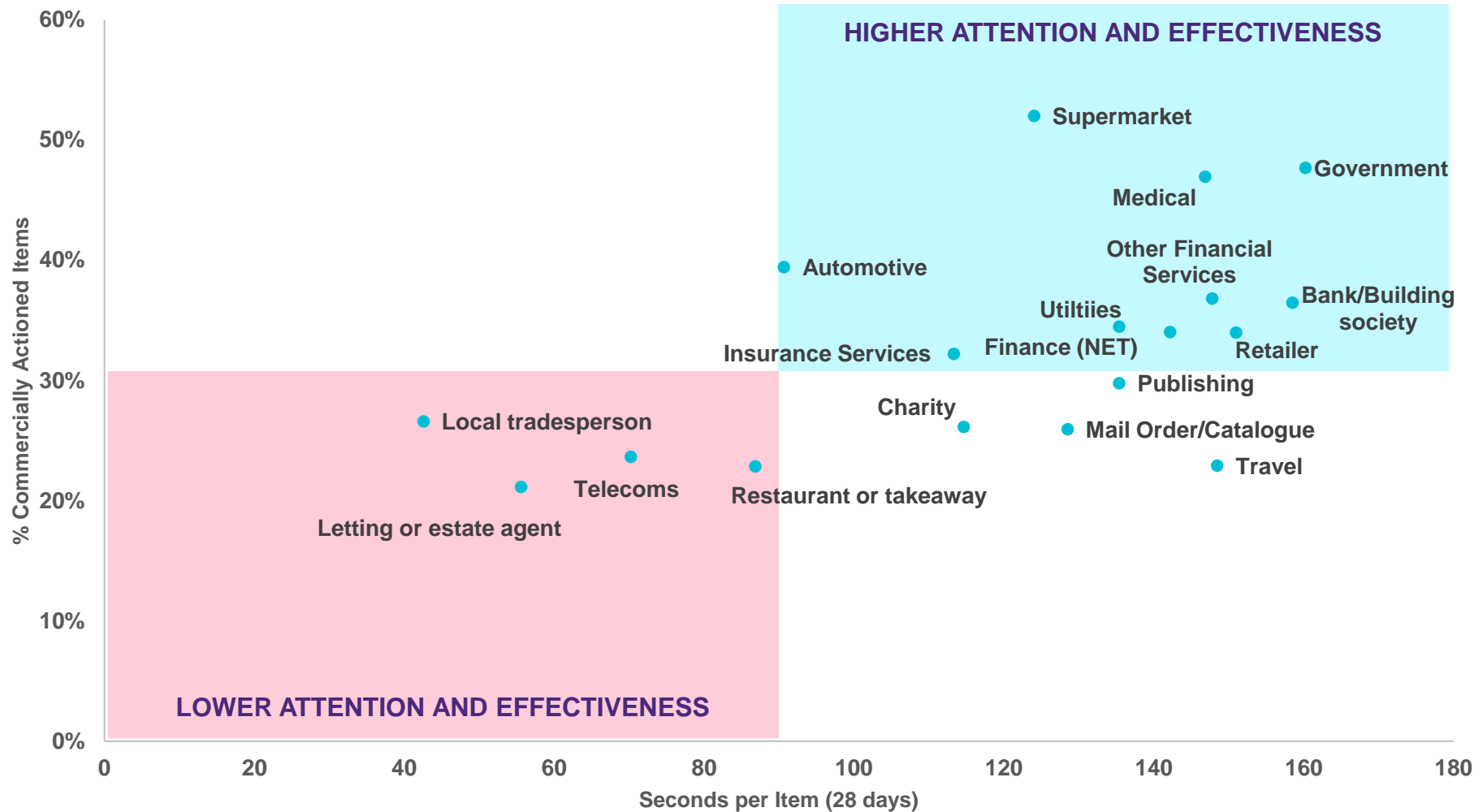
How 'mail' attention stacks up against other media



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

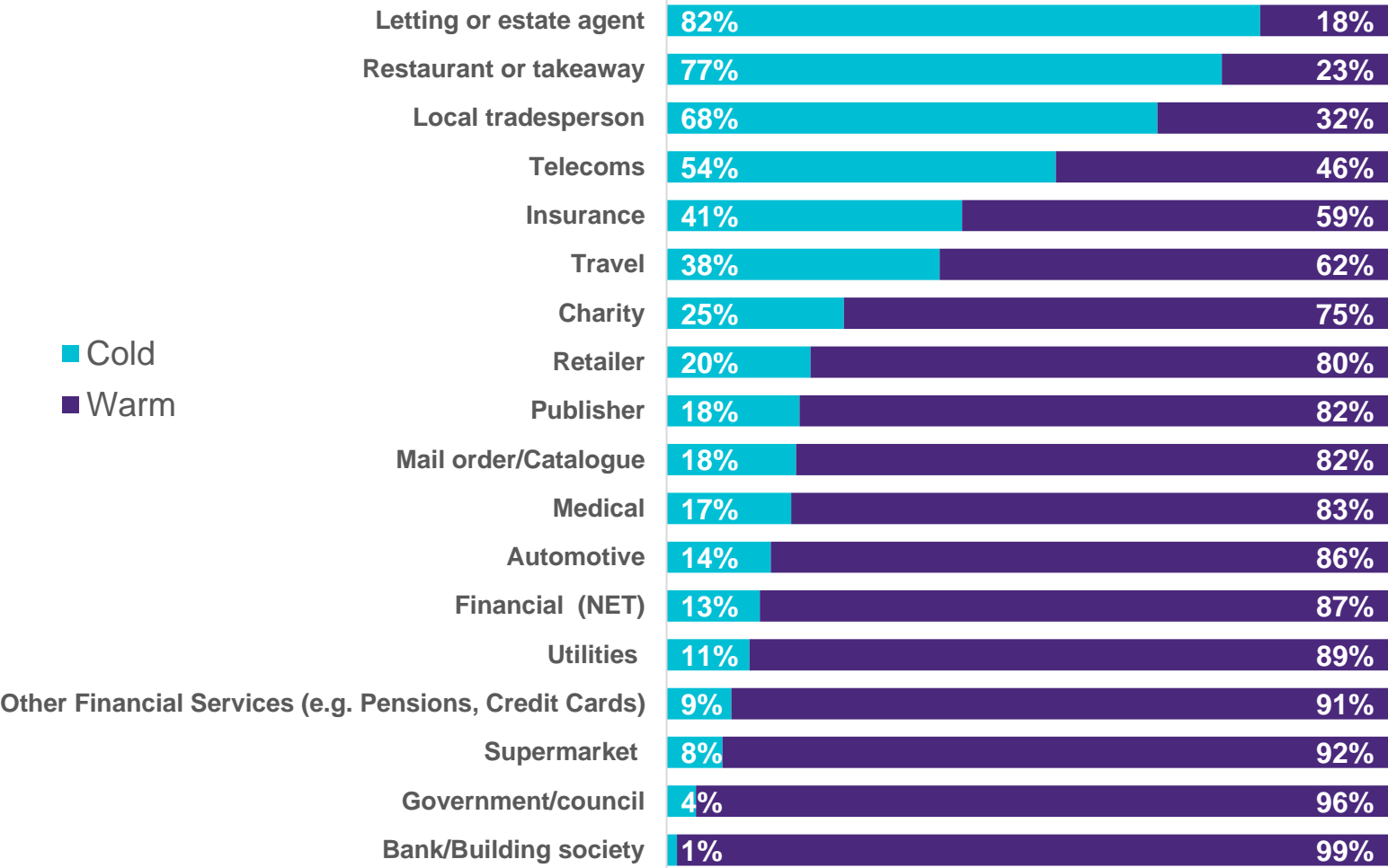
There is still a strong relationship between attention and commercial effectiveness

Direct Mail Attention vs Effectiveness by sector Q3 2024



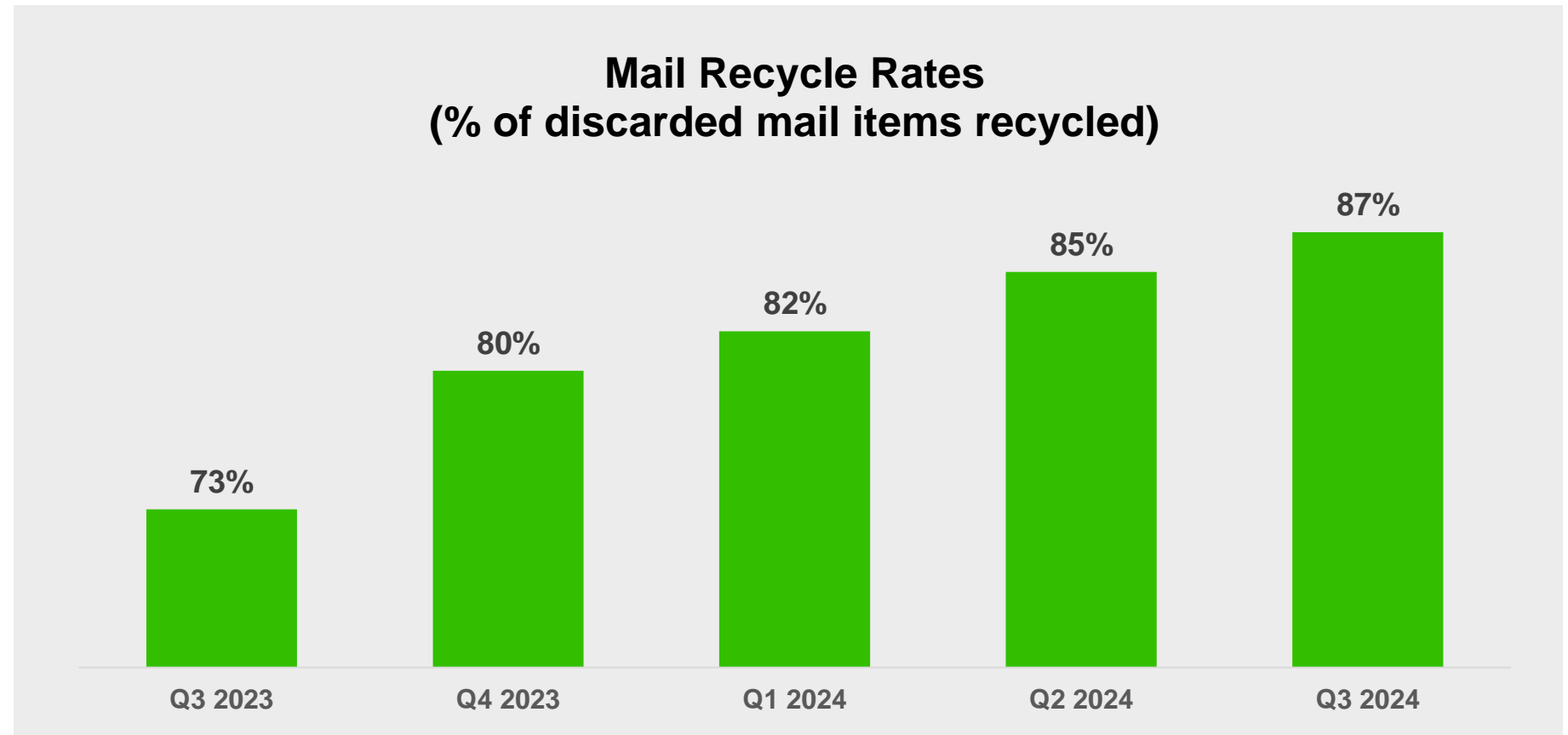
We can now identify warm vs cold DM

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

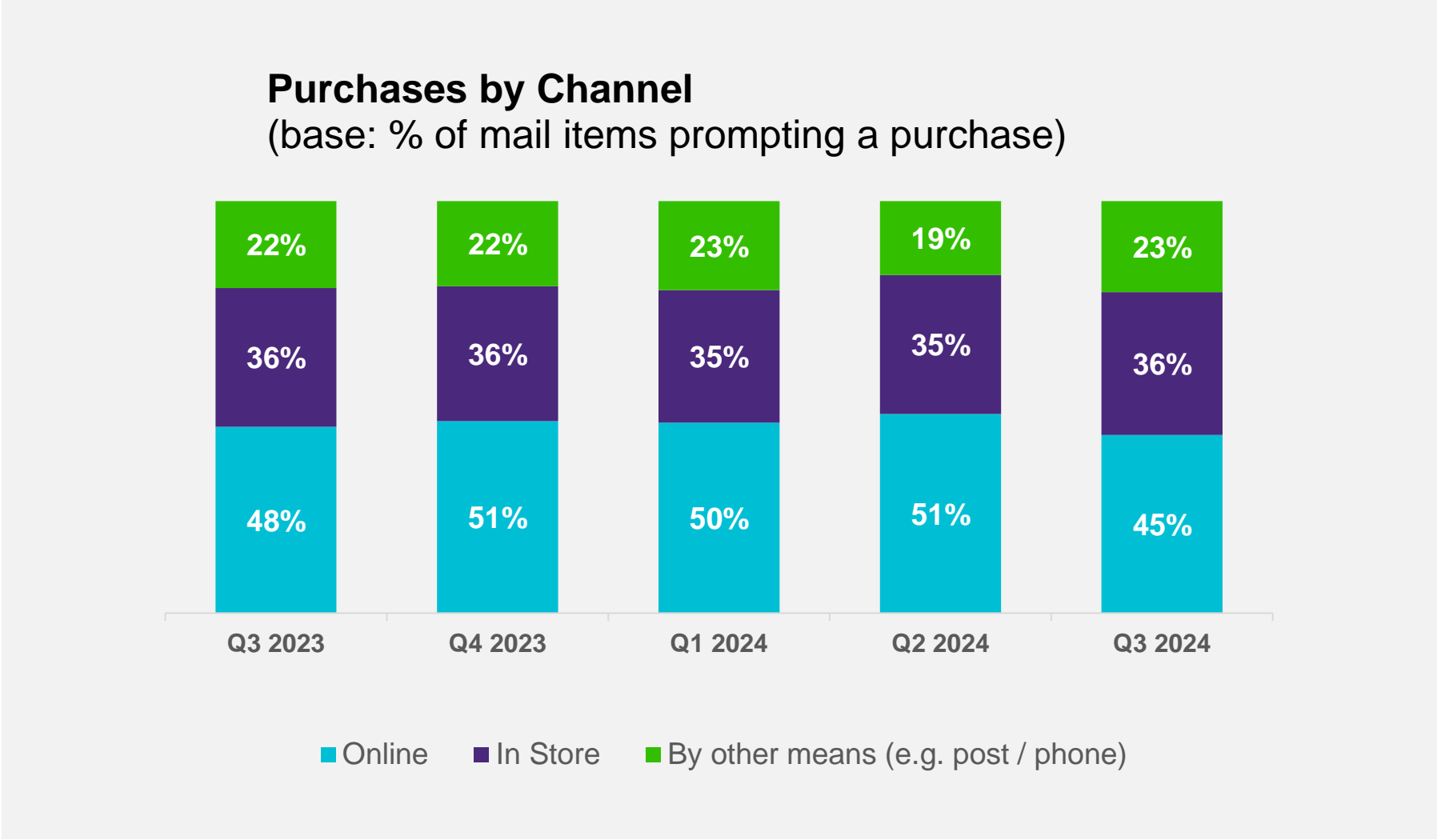


Source: JICMAIL Item Data Q3 2023 to Q3 2024 n=21,848 Direct Mail ail items

And have data points to support mail's sustainability creds



We can identify the channel of purchase fulfilment



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

JICMAIL Highlights

The Response Rate Tracker Expands

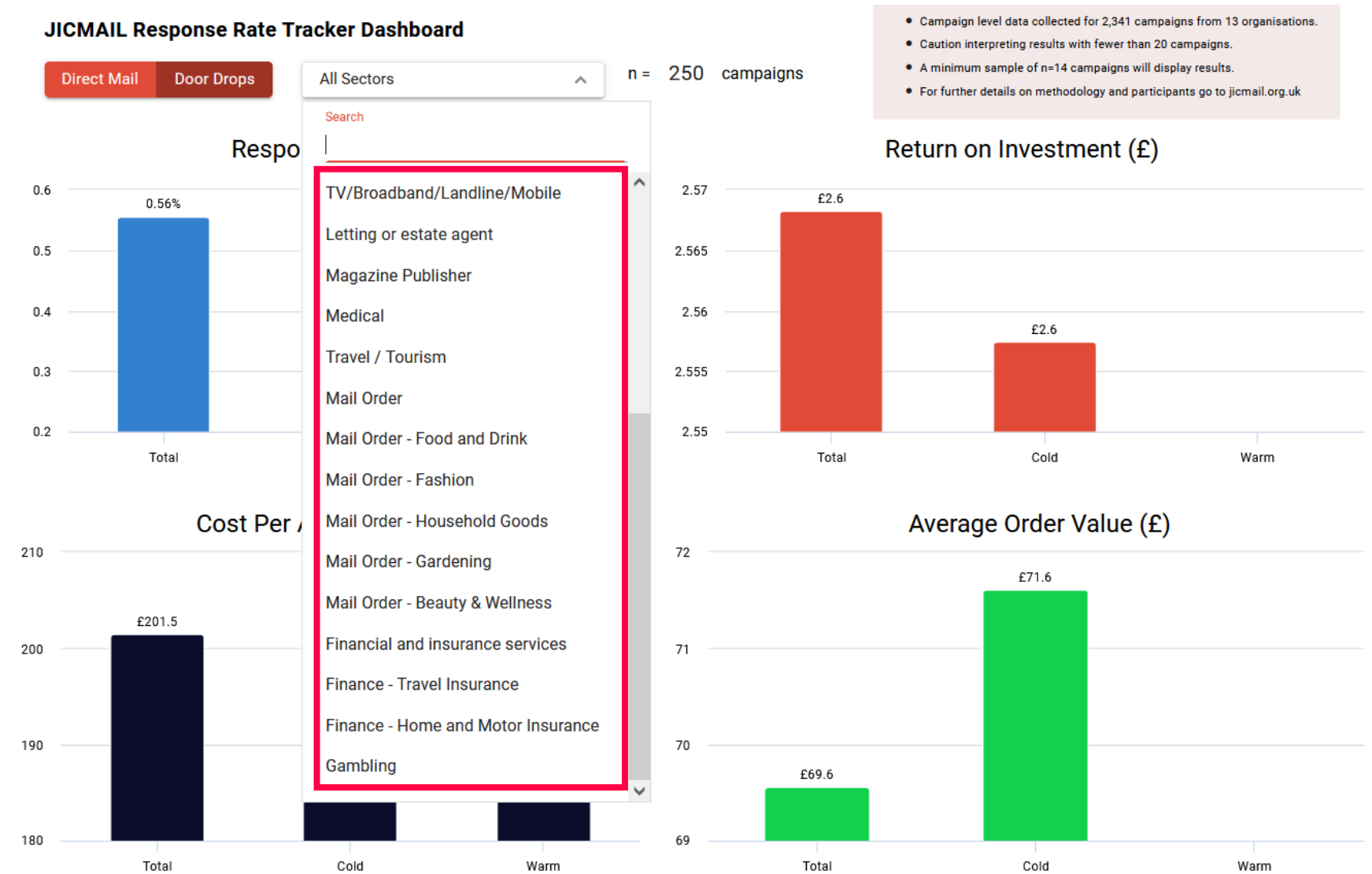


Mail Media Metrics

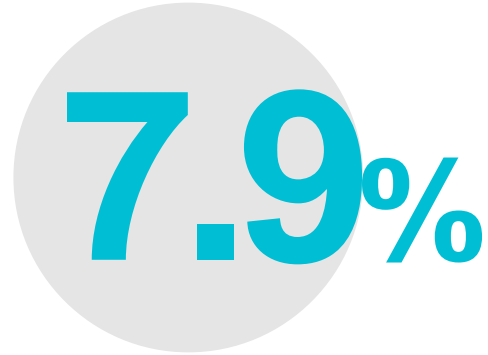
The Response Rate Tracker: 2,300+ Campaigns; 13 Organisations



Twenty-two sectors / product levels now available

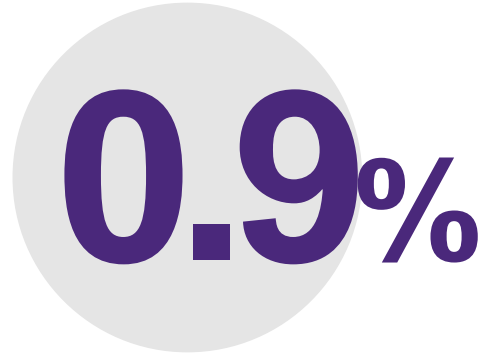


Response rate, ROI, AOV and CPA data published



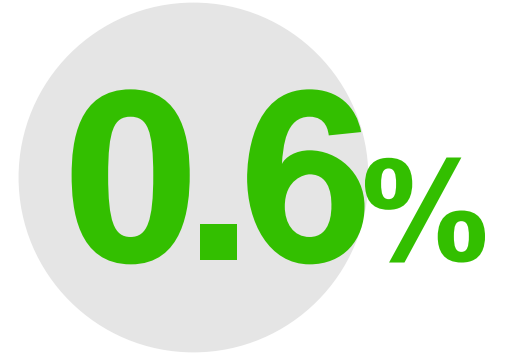
**Warm Direct Mail
average response
rate.**

£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



Mail Media Metrics

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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.

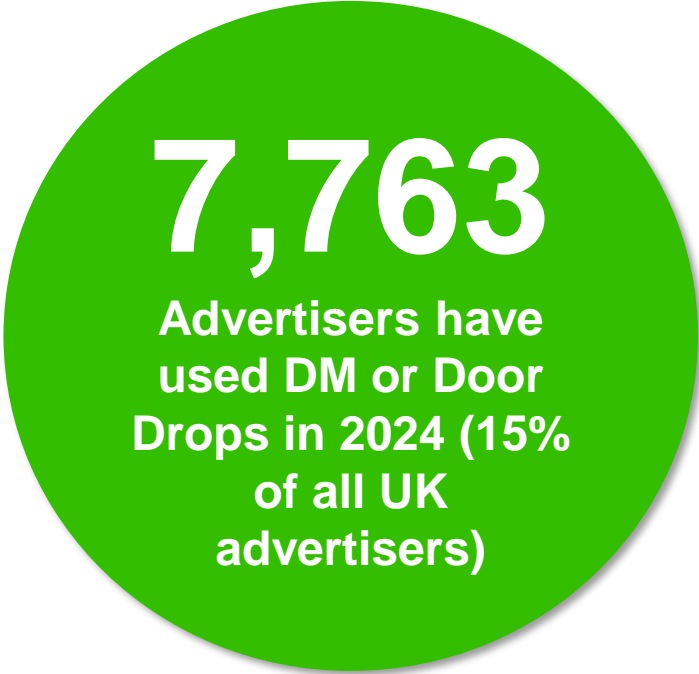
The resulting dataset gives a much more accurate view on mail volumes and spend by advertiser and mail type (direct mail and door drops)

4.

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

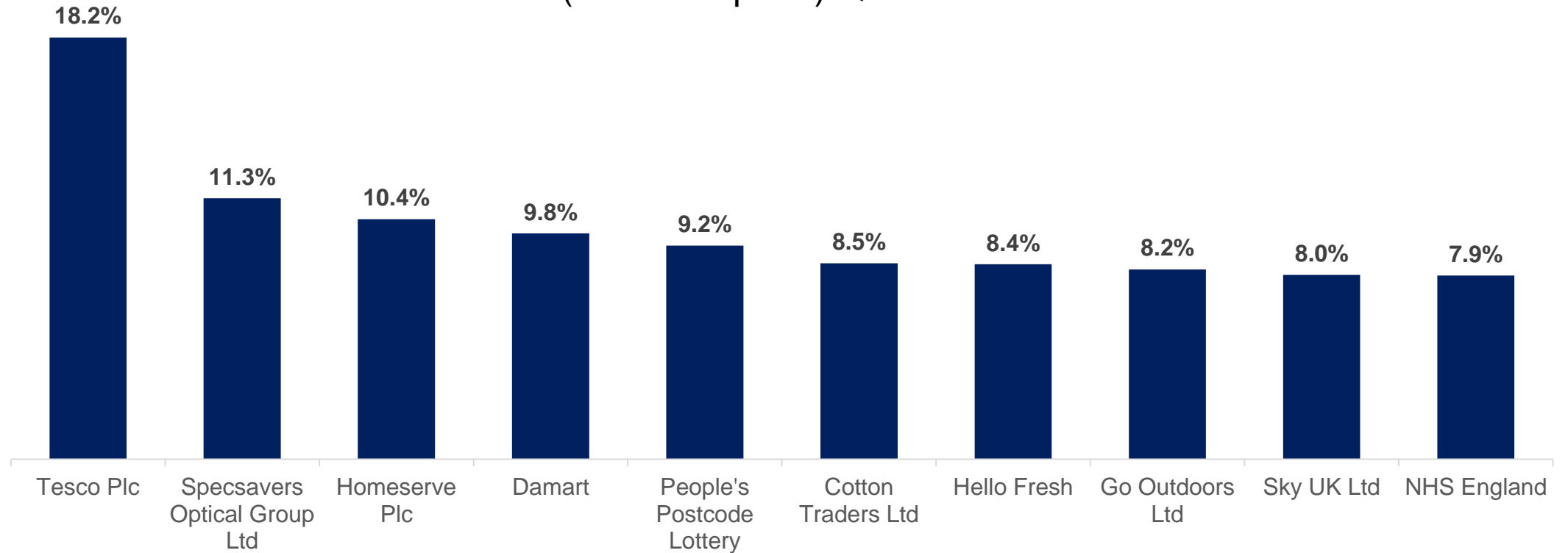


Headline Nielsen Circulation Number



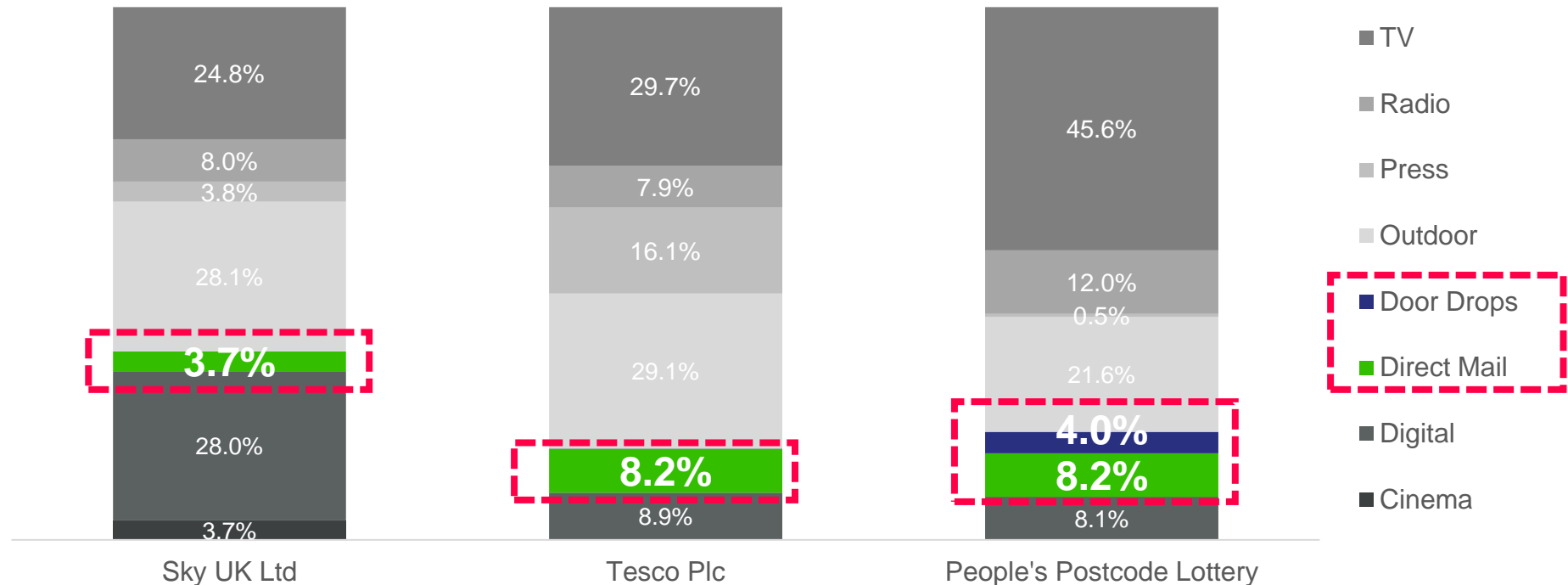
Calculate your relative share of voice

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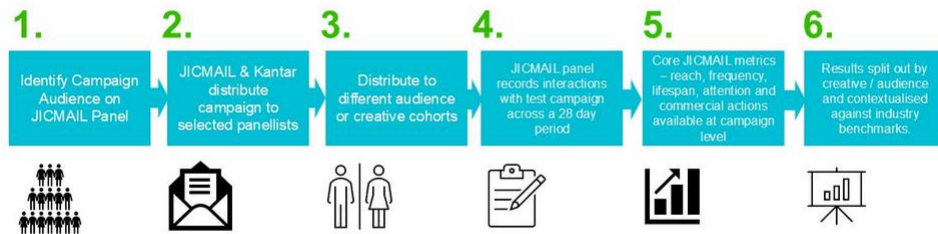
**Just the tip of the
iceberg...**



Mail Media Metrics

A lot of ground has been covered

How does JICMAIL+ work?



Origin



Congratulations to JICMAIL Platinum Partners 2025! 🙌 🙌

paperplanes   mba  group™  precision

ai  address intelligence

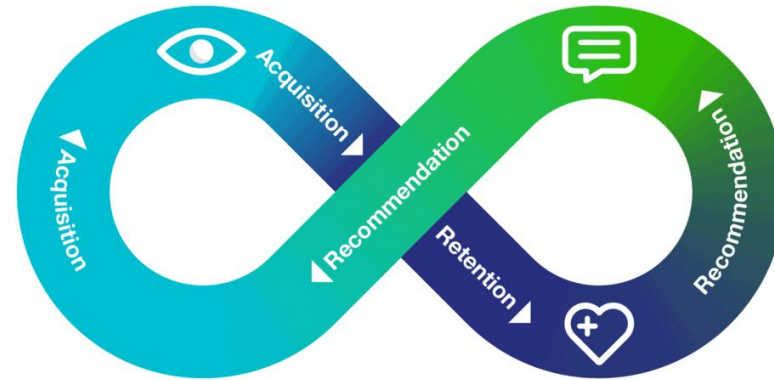
Dragonfly  THE BOUNTIFUL COW  CustomerKNECT  Delivering Excellence Sustainable Marketing

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The Rise of the Super Touchpoint



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