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**The JICMAIL levy goes live offering a fresh opportunity for all to build value from their mail campaigns in 2021**

The new JICMAIL levy has recently gone live for Royal Mail Door-to-Door customers in March, and is going live shortly, for Royal Mail, Retail and Wholesale advertising mail customers on April 22nd.

This is an important moment for JICMAIL as it opens-up data access across the industry through a transition to a new funding model of the levy. The levy is set at 0.3% (equating to a fractional per item charge of £3 per £1000 of advertising mail postage expenditure) and for 2021, is capped at £5,000 for any levy payer.

This means that there is now universal access to this gold standard industry research data at no cost, a move which supports the quest by all for improved marketing effectiveness. A goal which has never been more important when faced with the challenges of coherent and systematic measurement in a complex comms ecosystem. JICMAIL offers mail users the essential standards of audience and item insight to take into their own measurement and performance frameworks and support their journeys to campaign effectiveness.

This democratisation of JICMAIL’s industry wide accepted metrics is complementary to ISBA’s own important cross media measurement initiate, Origin with a shared aim of encouraging more holistic joined up measurement with common metrics.

The latest data release from JICMAIL captured the changing patterns of media behaviour across the COVID era, revealing that mail is now driving commercial impact with even greater efficiency from the campaign impressions generated. Such patterns would be invisible without JICMAIL data and enabled by a transparent funding model, there is an exciting opportunity to encourage new value gains. ([For more details see the ISBA blog post here](https://www.isba.org.uk/article/jicmail-levy-goes-live-offering-fresh-opportunity-build-value-mail-campaigns))

The benefits all ladder up to helping all mail users (large and small) plan and deliver more efficient and effective campaigns with the levy offering the fairest, equitable and transparent means to democratise this important data. It represents we believe, a welcomed transformation and an opportunity for value, timed to help during this extraordinary era we are in.