

# JICMAIL: 'Gold standard' audience and item data for advertising mail

---

Discover how this award-winning data adds insight and value throughout the campaign planning cycle for brands

**JIC  
MAIL**

Mail Media Metrics



Awards 2018  
Winner  
Media Research

## Discover the value of JICMAIL

JICMAIL is gold standard audience research data that gives insight into the actions taken with direct mail, door drops and business mail in the home.

This joint industry research is designed to support users from across sectors, informing their work across the planning cycle.

From revealing hidden insights for audiences as they interact with their mail on its journey in the home, through to multi media planning, detailed channel and content execution, JICMAIL contributes to the evidence base of how mail works in an omnichannel world.

Additionally, users of TGI, IPA TouchPoints and YouGov data can see the reach and relevance of mail in their multi-channel campaign schedules.

For Subscriber support and access to training or to learn more about JICMAIL, contact [tara@jicmail.org.uk](mailto:tara@jicmail.org.uk)

## JICMAIL Mail Item Database – now with over 133,000 items

Unique mail journeys are available to view and download in the JICMAIL Mail Item Database with over 400 users now accessing in excess of **133,000** examples.

You will be able to see:

- When consumers open your mail
- What they do with it and the commercial actions they take
- How long your mail item stays in the home

Ad Mail supports digital marketing, driving word of mouth, website visits and purchases.

Mail Content	Advertiser Brand	Lifespan	Month	Frequency
Newspaper/magazine articles	Eden	15-21 days	September 2018	4
Vouchers/coupons	No product identification	2 days	September 2018	3
Information about products/services	No product identification	1 day	July 2018	2
Financial statements/bills/updates, Administrative information (e.g account details)	Liverpool City Council	2 days	July 2018	3
Information about products/services	Liverpool City Council	15-21 days	July 2018	3

## Gold Standard Insights

What people do with direct mail and door drops

**95%** of direct mail is engaged with (not discarded immediately) and 67% is read or looked at

**74%** of door drops are engaged with and 65% are read or looked at

**25%** of direct mail is put aside and looked at later

**10%** of direct mail initiates an online journey

**14%** of direct mail is discussed with someone

**6%** of door drops are discussed with someone

**7.92 days** Direct mail is live in the home for 7.92 days on average

**5.72 days** Door drops are live in the home for 5.72 days on average

The item and audience reach of ad mail in the home

Item reach for direct mail: **1.14**

Door drops: **1.06**

This means direct mail has an additional item reach of **14%** than it is otherwise given credit for, and door drops an additional **6%**.



The frequency of ad mail interaction

Frequency for direct mail: **4.23**

Door drops: **2.81**

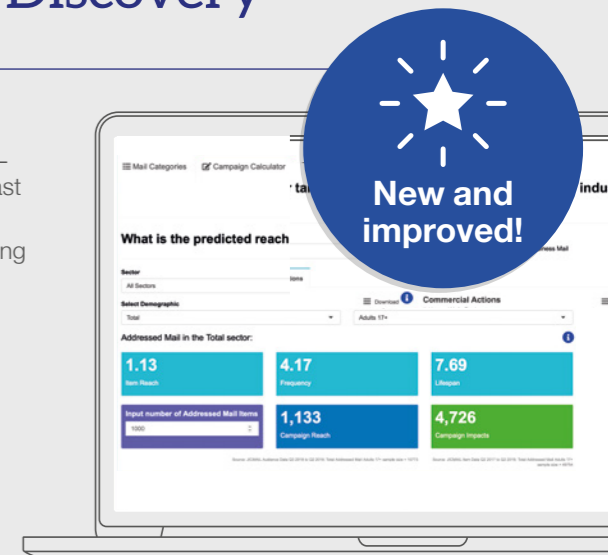
Ad mail builds repeat exposures throughout the month, offering new knowledge and insights across the journey of exposure.

## Your essential metrics – in 10 minutes – with JICMAIL Discovery

New, improved functionality for JICMAIL Discovery now enables you to extract fast insight from JICMAIL data to inform and improve your campaign planning, pitching and evaluation.

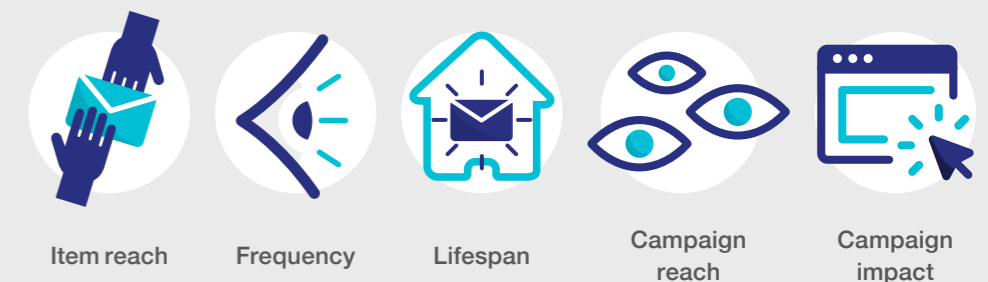
Discovery allows you to:

- Calculate five new metrics for every mail schedule
- Calculate an audience figure for your mail campaigns
- See the mail journeys for your mail



## Campaign Calculator

Predict the impact of your campaign instantly with our new dashboard features:



You must be a subscriber to access JICMAIL Discovery. For more information go to [www.jicmail.org.uk/data/jicmail-discovery](http://www.jicmail.org.uk/data/jicmail-discovery)

## Gain your certification to JICMAIL – with our three steps to Gold!

Proficiency in using JICMAIL improves how you pitch, plan and measure your mail. With this insight at your fingertips, your mail proposals, presentations and schedules will include gold standard data and facilitate best in class planning.



Take our three step challenge to JICMAIL supremacy!

- Bronze** – beginner level of accessing basic insight
- Silver** – intermediate level of applying JICMAIL across client briefs
- Gold** – advanced level of extracting full value for your clients

## Need help and information?

For your support and training with JICMAIL, or information on how to access JICMAIL data in 2021, please contact [tara@jicmail.org.uk](mailto:tara@jicmail.org.uk)

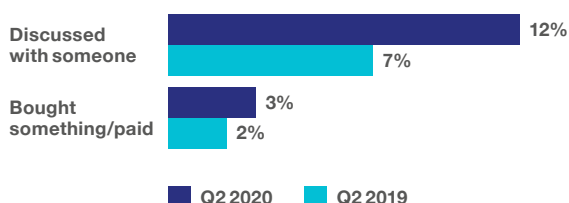
# Mail in Lockdown

## Door drops

More time spent at home due to the COVID-19 pandemic has led to big increases in response rates to door drops. The Q2 2020 data shows year on year:

## +50% transaction rate

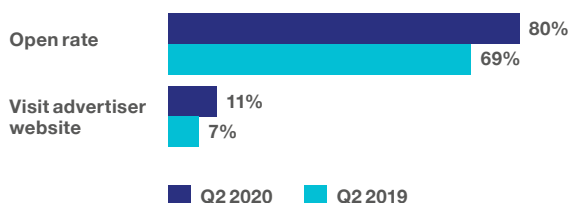
transaction rate = % making a claimed purchase



## Direct mail

Similarly with direct mail, the COVID-19 period has seen open rates increase from 69% to 80% and read rates from 68% to 74%. Transaction rates for direct mail are up 20% year on year and direct mail initiating visits to senders' websites is up by 57% compared to Q2 2019.

## +50% digital traffic



Source: JICMAIL Item data Q2 2017 to Q2 2020; n= All Mail 150,316; Addressed Mail 69,023; Door Drops 31,633

# Contact us

## JICMAIL

70 Margaret Street,  
Fitzrovia, London W1W 8SS

**e** [tara@jicmail.org.uk](mailto:tara@jicmail.org.uk)

**w** [www.jicmail.org.uk](http://www.jicmail.org.uk)

**in** /JICMAIL

**t** @JICMAILUK

