



# WHAT ARE CONSUMERS DOING WITH THEIR PUBLISHING MAIL

WHAT JICMAIL DATA CAN TELL US ABOUT BEHAVIOUR WITH PUBLISHING MAIL

23 November 2018



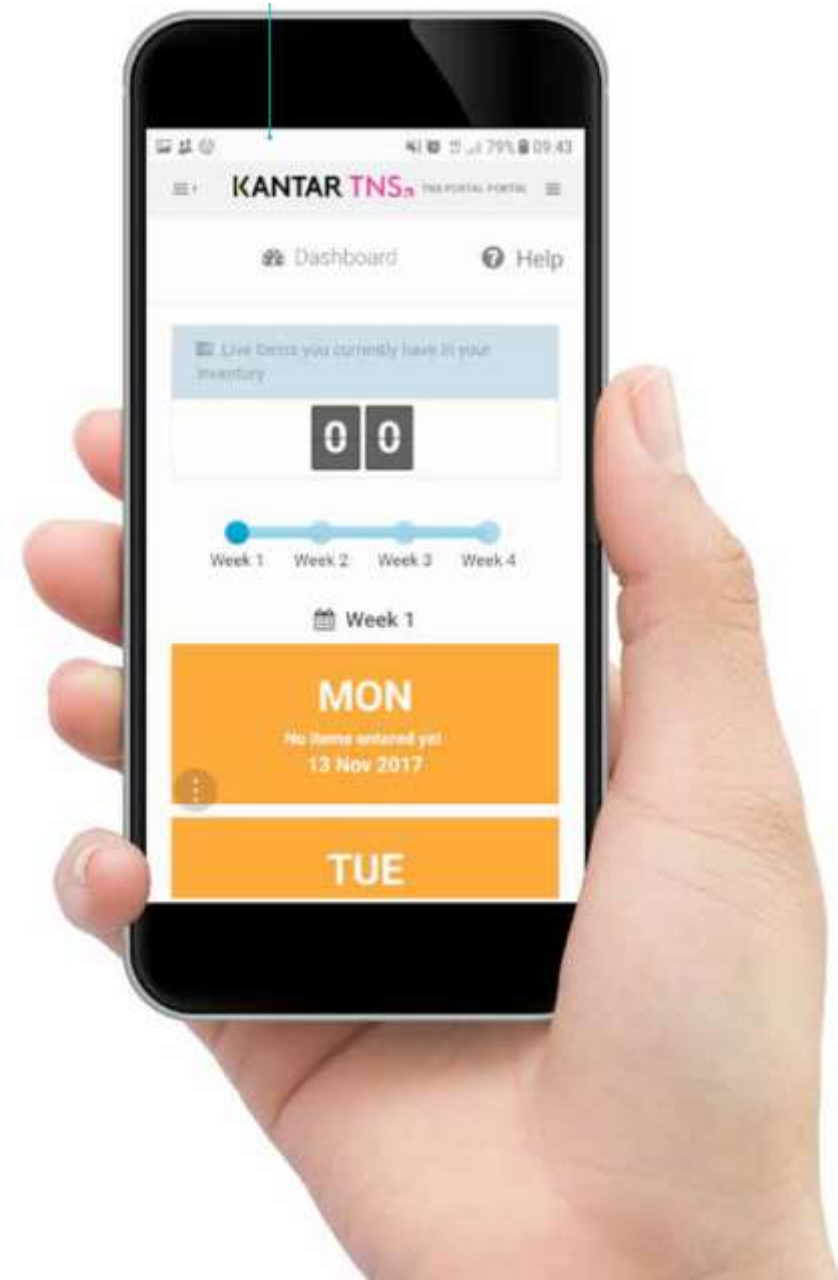
MarketReach

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# WHAT IS JICMAIL?

- JICMAIL launched in January 2018
- It is the Joint Industry Committee for Mail, supported by the buy and sell side of the industry
- Data is collected by a consumer panel of 1000 households monthly
- They collect all mail received in the first seven days – categorise them and take a picture (we exclude local freesheets)
- Then they track that mail for a full twenty-eight day period
  - They tell us what they do with the mail physically
  - They tell us what they do with it commercially
- This provides gold standard data that equals the other major JICs like BARB, Rajar and Route



# PUBLISHING MAIL WORKS DIFFERENTLY

## Type of mail

Letter addressed to me

Letter addressed to someone else in the household

Letter addressed to “householder” or “occupier”

Letter for someone else who doesn’t live here

Leaflet/flyer or other mail with an address

Catalogue addressed to me or someone else in the household



## Contains the following

Financial statement/bill/update

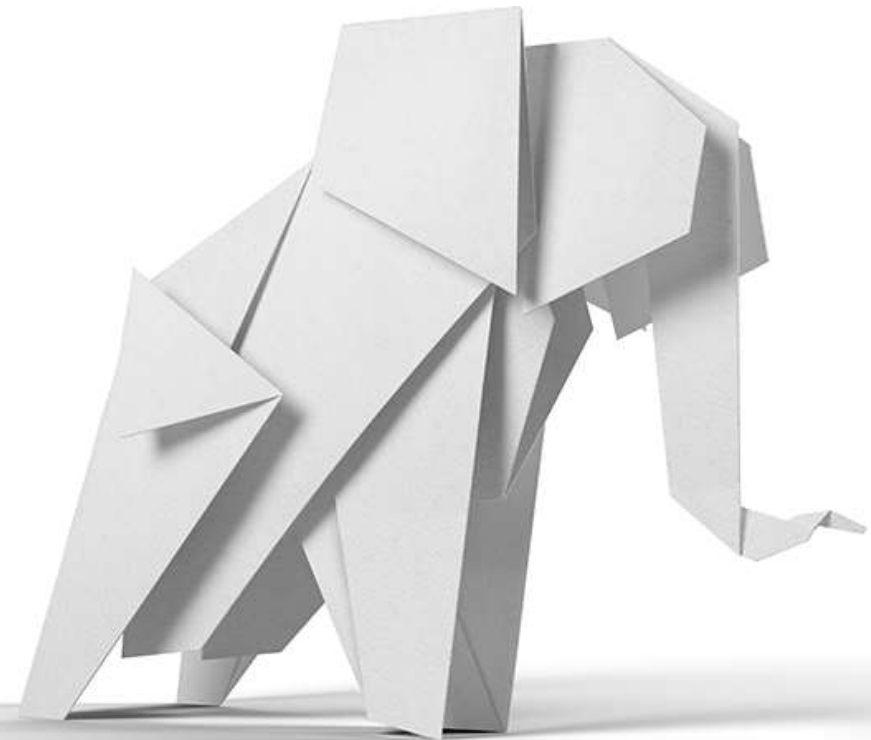
Loyalty reward statement

News/update/magazine articles

Notification reminder

Administrative information (e.g. account details)

Appointment related information

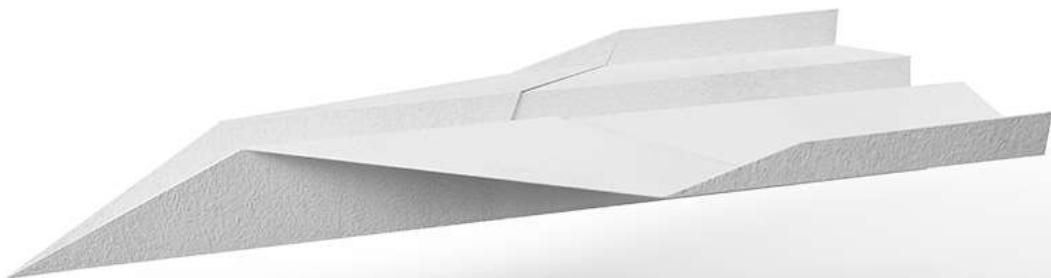


**MAIL IS REMEMBERED**

**= 1,187 items**



# THEY CAN ALSO SAY IT CONTAINED

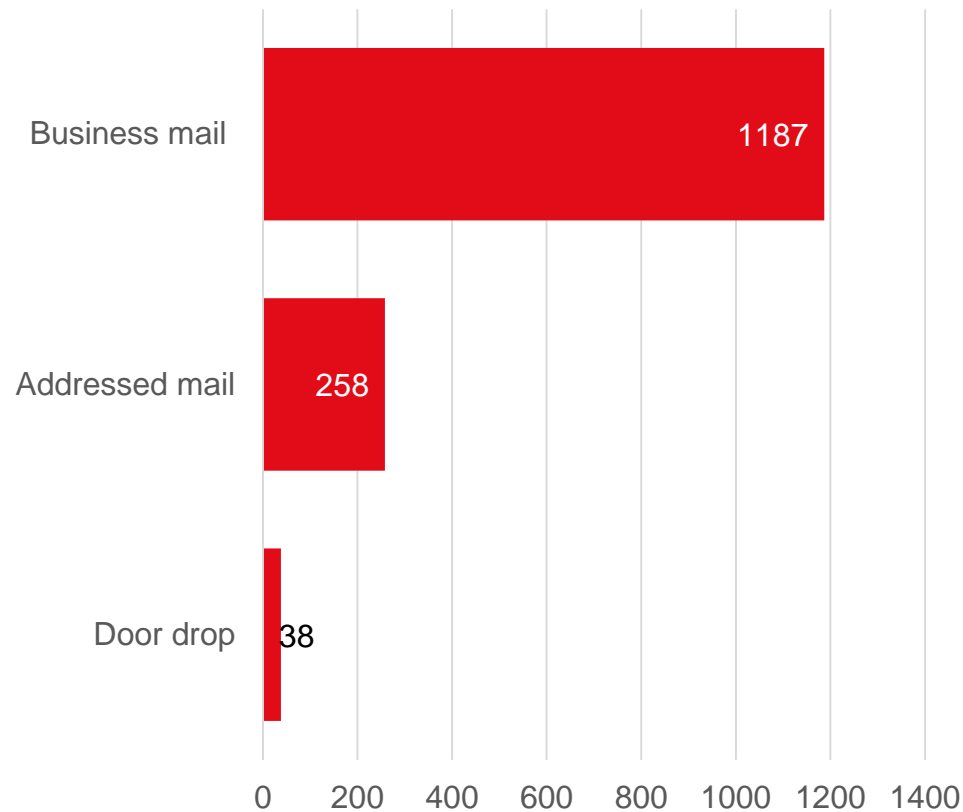


**MAIL REACHES EVERYONE**

Information about products / services
Information about local services
Information about entertainment or activities
Invitation/information about a specific event
Special offers or discounts
Vouchers/coupons
Request for a donation
Sender's contact details (e.g. web site, phone number)
Political content
Postal reply

# WHAT PUBLISHER MAIL IS COLLECTED

THEY'RE SENDING OUT THEIR MAGAZINES

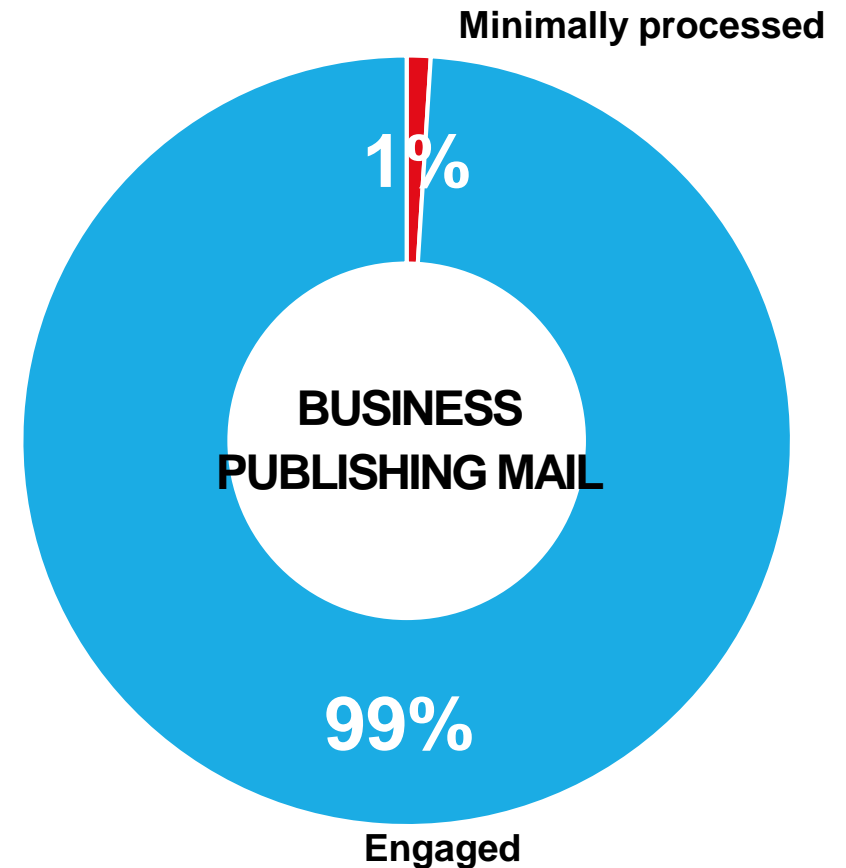
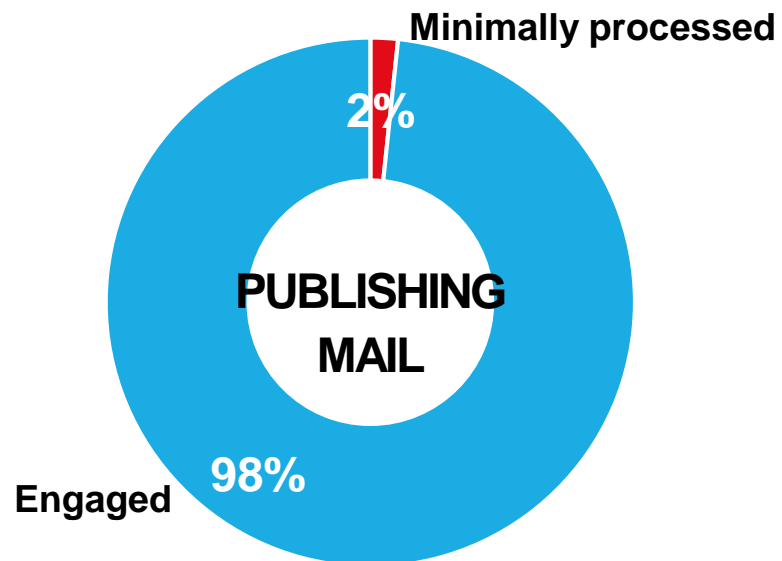


- Most of the items recorded fall into business mail, so the magazine being mailed and in our world this is called publishing mail
- Few in this sector are sending addressed mail
- And very few of you are sending door drops
- Then we can select that the mail contains News/update/magazine articles
- They have also selected the piece contained:
  - Information about products & services 279
  - Information about events or activities 187
  - Special offers / discounts 117
  - Vouchers 49

# ENGAGEMENT RATES

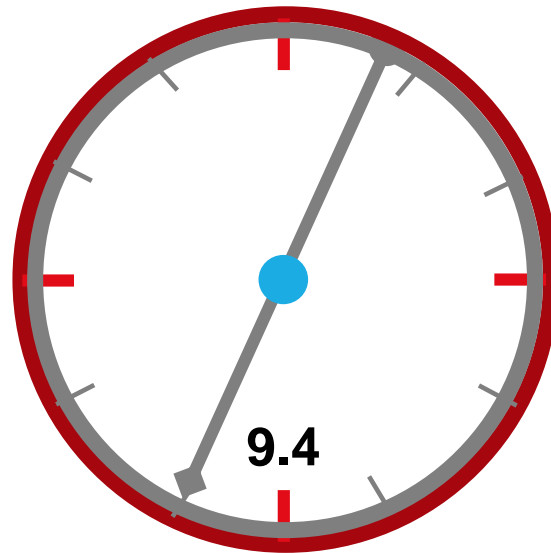
## PUBLISHING MAIL OVERALL ENGAGEMENT RATES

- Engagement rates with mail generally are high at 90% - opening, reading, sorting, put aside for later, filed, put on display, put in the usual place
- But when we look at publishing mail it is higher than the average at 98%

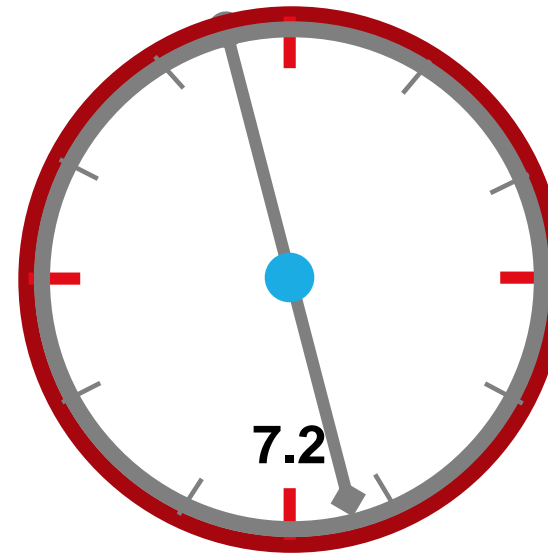


# TIME IN THE HOME

PUBLISHING MAIL IS WAY ABOVE AVERAGE IN ITS STAYING POWER



**BUSINESS**

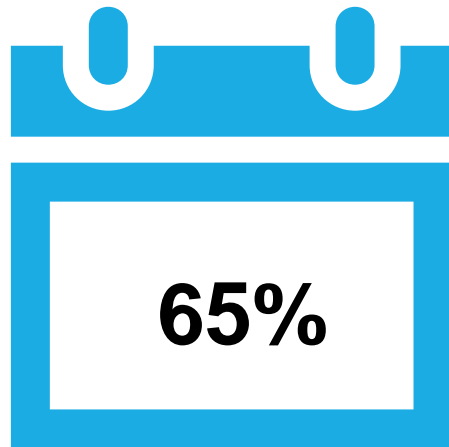


**ADDRESSED**

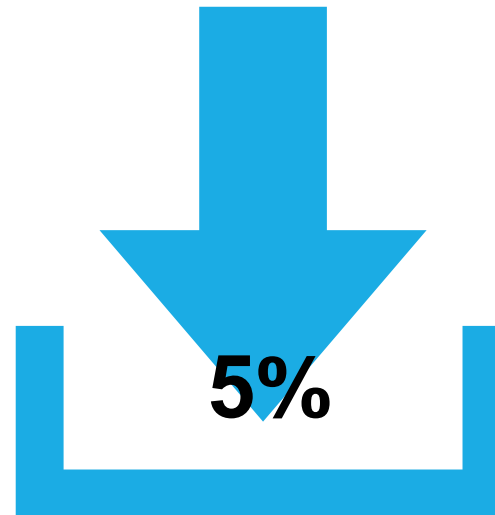
# LIVE IN THE HOME AFTER 4 WEEKS

PUBLISHING MAIL STICKS AROUND

The industry average after 4 weeks is 36% and 21% filed



**NOT FILED**

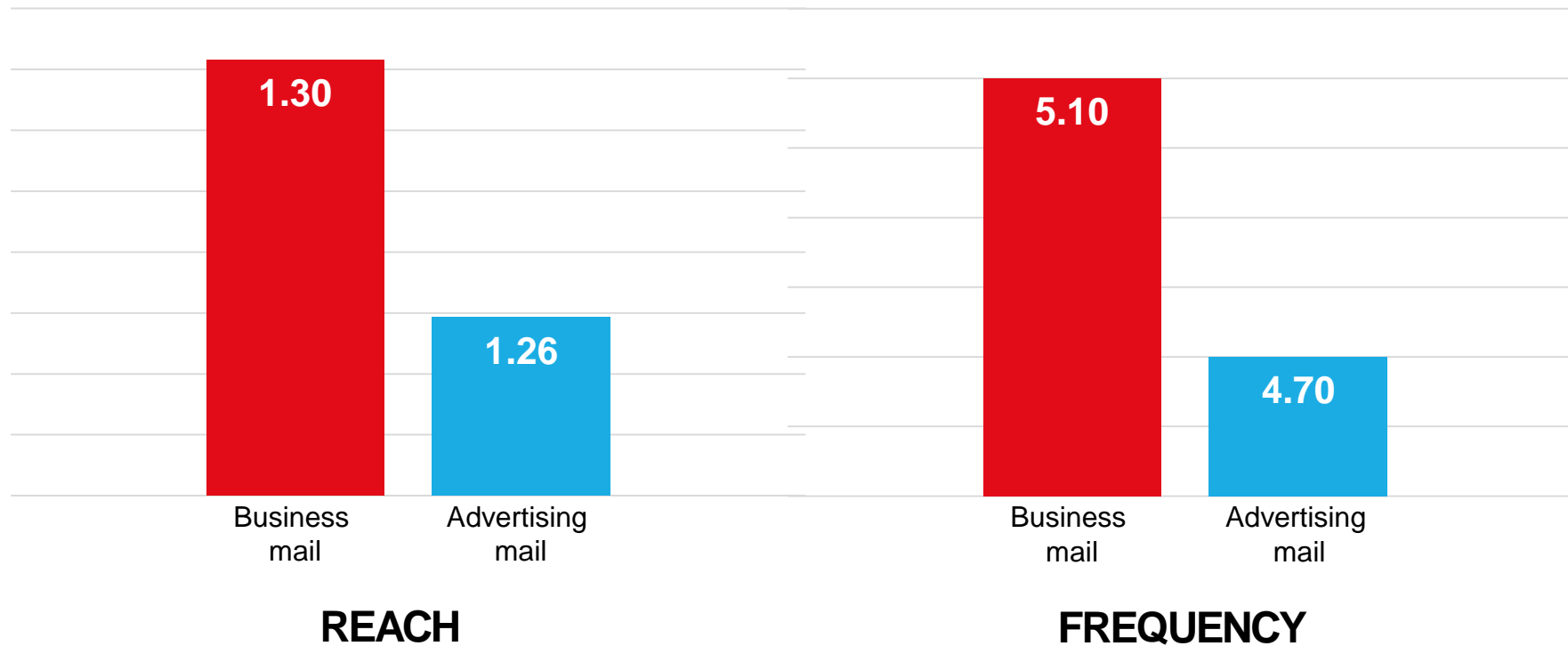


**FILED**



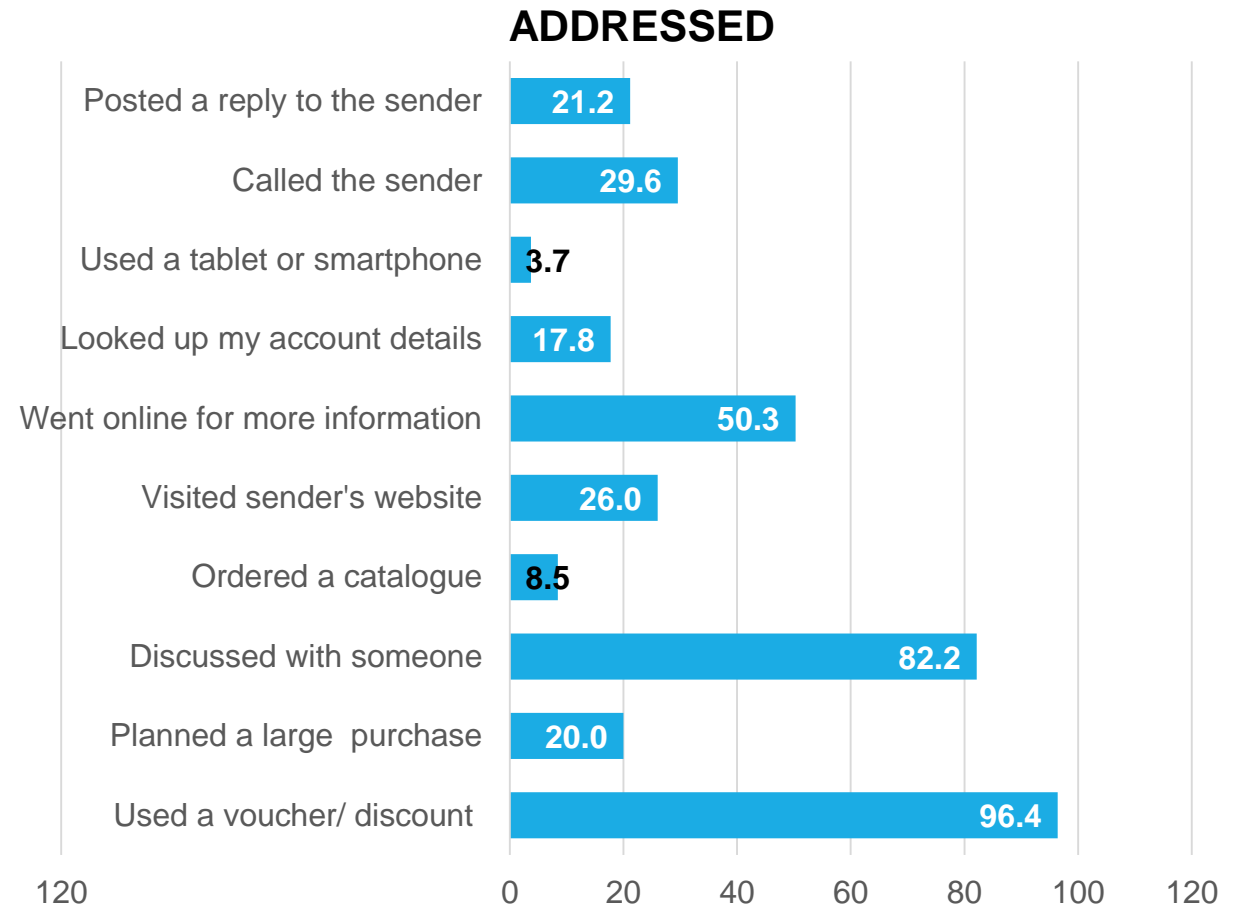
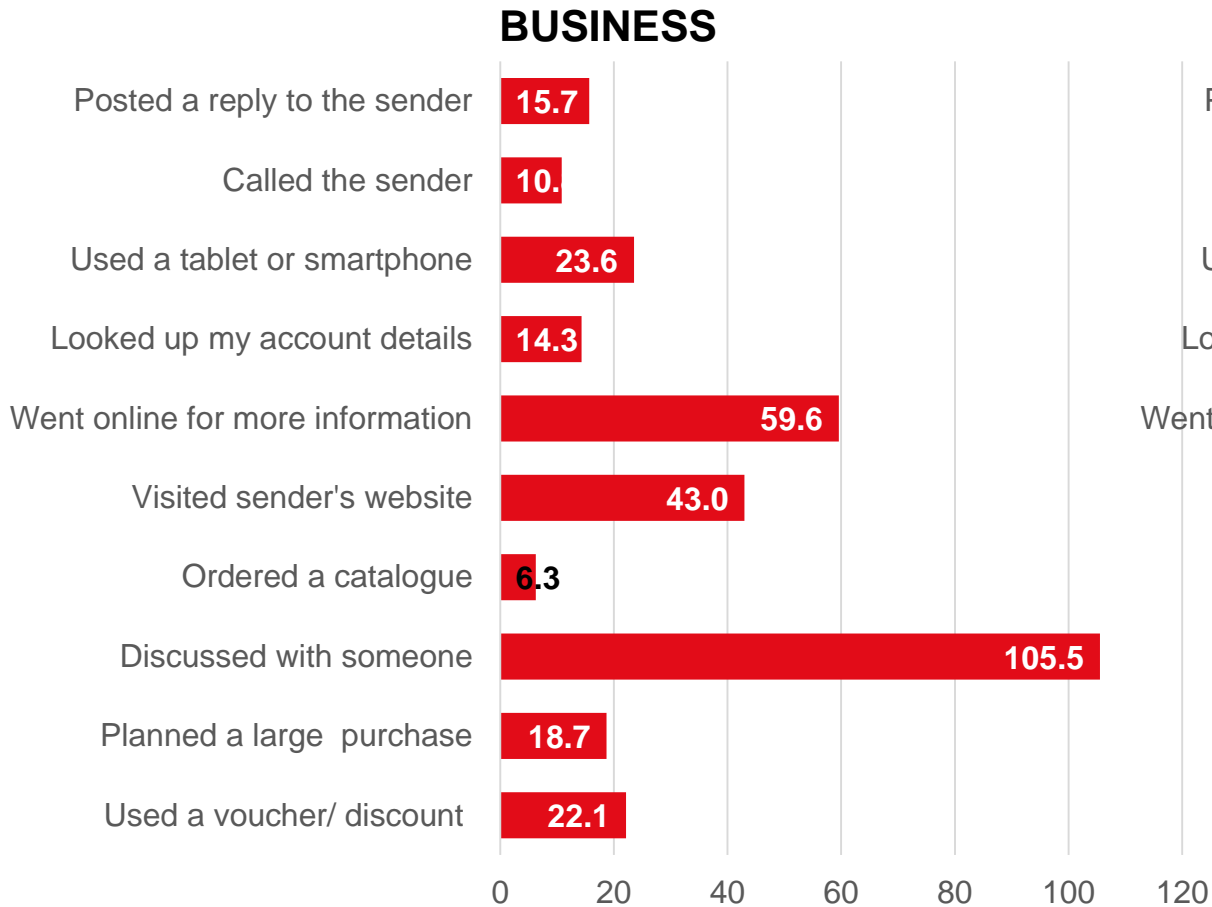
# REACH AND FREQUENCY

PUBLISHING MAIL IS HIGHER THAN AVERAGE



# COMMERCIAL ACTIONS

WHAT BEHAVIOUR IS BEING DRIVEN BY TYPE OF MAIL





# THANK YOU



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