

 **marketreach**
unleash the magic of mail



HOW DONORS ENGAGE WITH THEIR MAIL AND WHY IT MAKES SENSE TO USE IT FOR ACQUISITION

June 2022



UNLEASHING THE MAGIC OF MAIL

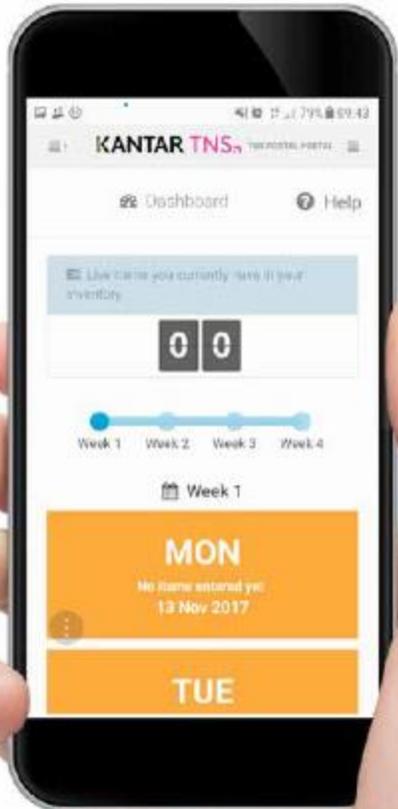
- A deep dive into mail top 10 charity mailers
- Looking at charity by brand who are using advertising mail combined with mail content “request for a donation” as the closest proxy for cold mail
- Looking closely at how each age group interacts with this type of mail
- And showing how you might consider using JICMAIL to hone your targeting and help you reach the best prospects you can
- Just some inspiration on where you might look



JICMAIL DIARY COLLECTS 2 MAIN SETS OF MEANINGFUL METRICS

**JIC
MAIL**

Mail Media Metrics



PHYSICAL ACTIONS



Opened it

Read / looked at / glanced at it

Put it on display e.g. fridge / noticeboard

Passed it on / left out for the person it's for

Put it aside to look at later

Threw it away / recycled

Took it out of the house e.g. to work

Used / did something with the information

Put it in the usual place

This delivers mail media metrics – reach and frequency for mail

COMMERCIAL ACTIONS



Bought something/made a payment

Used a voucher/discount code

Planned a large purchase

Discussed with someone

Visited sender's shop/office

Went online for more information

Looked up my account details

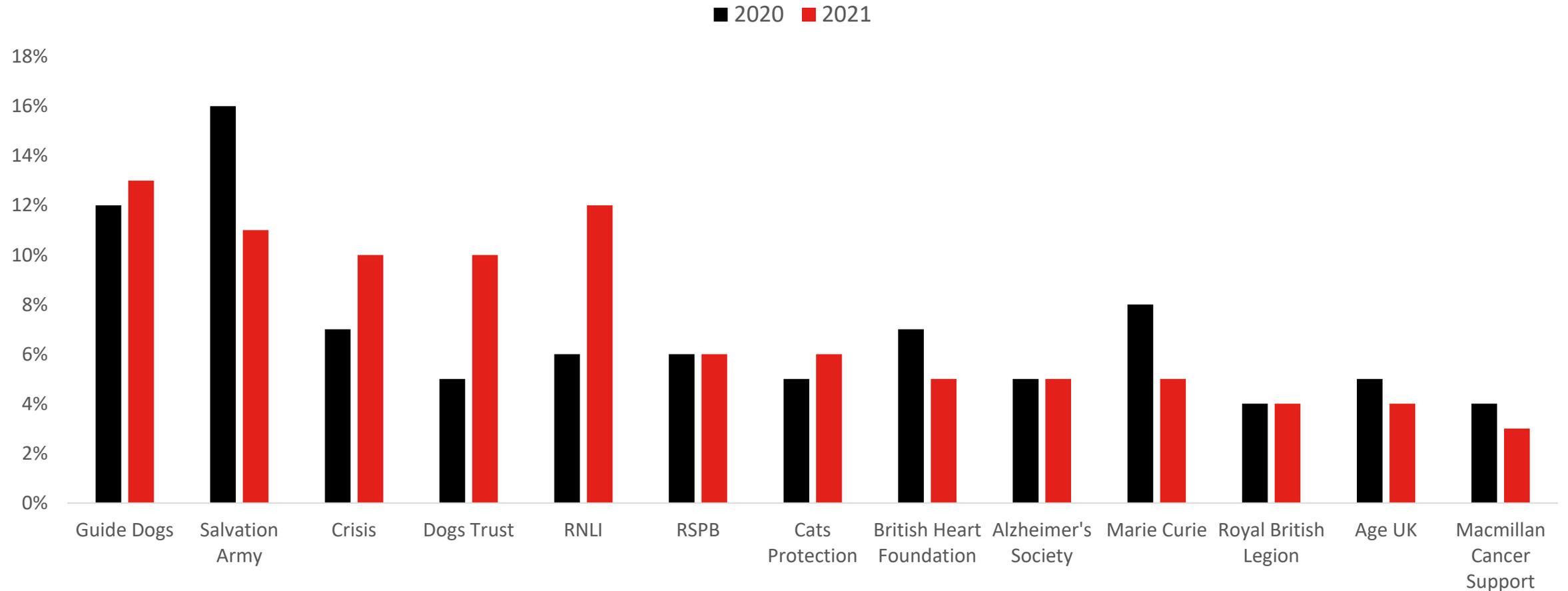
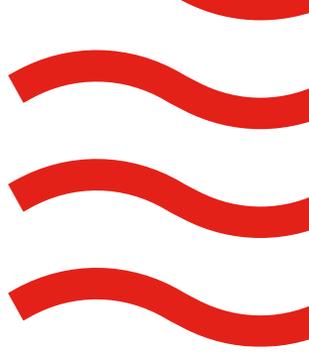
Used a tablet or smartphone

Called the sender

These are commercial actions, counted separately from reach and frequency

UNDERSTANDING SHARE OF VOICE

What are your competitors doing? What could you do to achieve your objectives?



ENGAGEMENT RATES WITH CHARITY MAIL OF ALL TYPES



ENGAGEMENT = opening, reading, sorting, putting aside for later, filed, put on display, put in the usual place



Source: JICMAIL, Advertising Mail, Charity, n=7,835

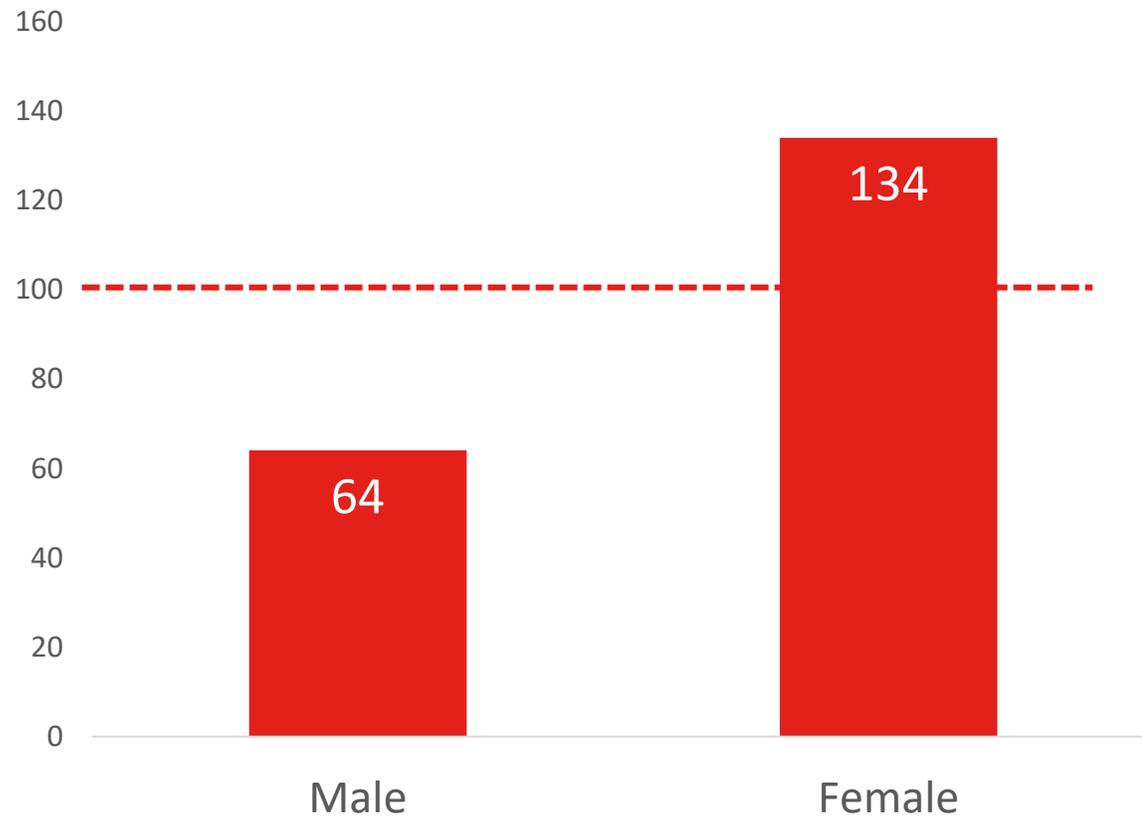


TWO KEY METRICS

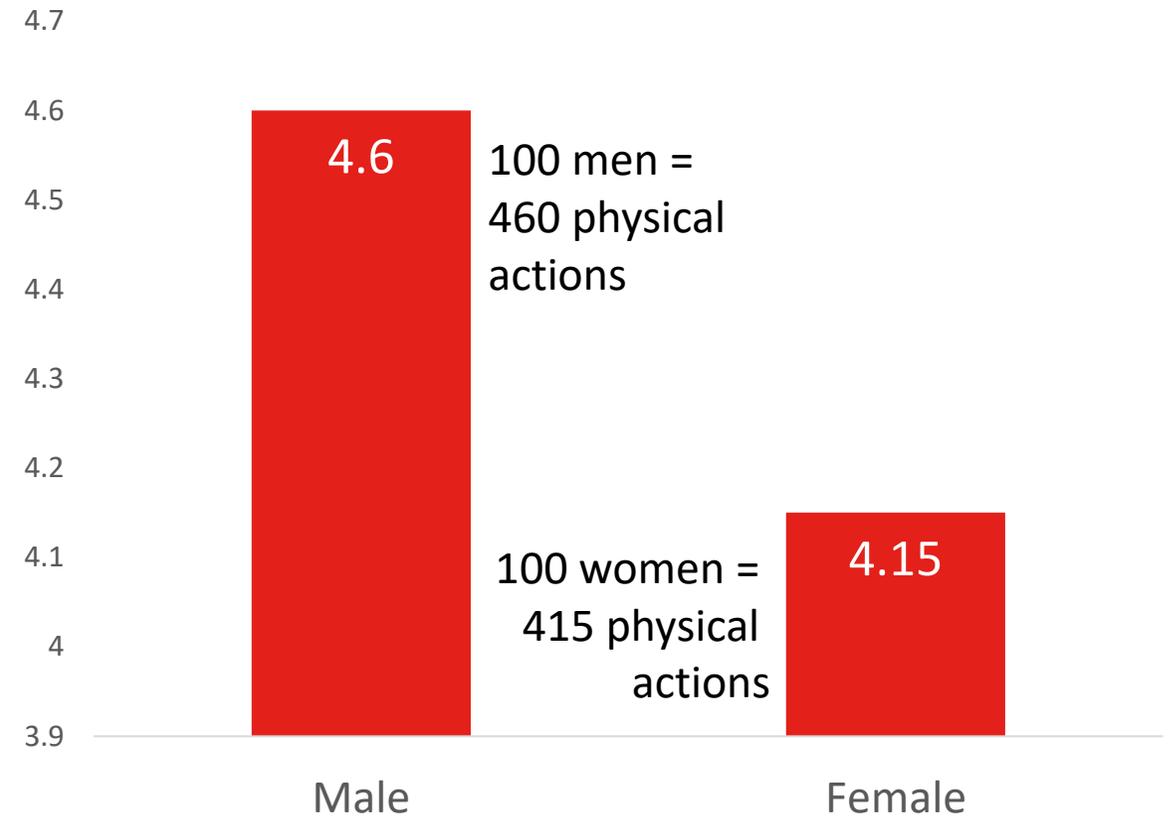
Which should help you when targeting but it's not clear cut



How likely are they to get mail from charities

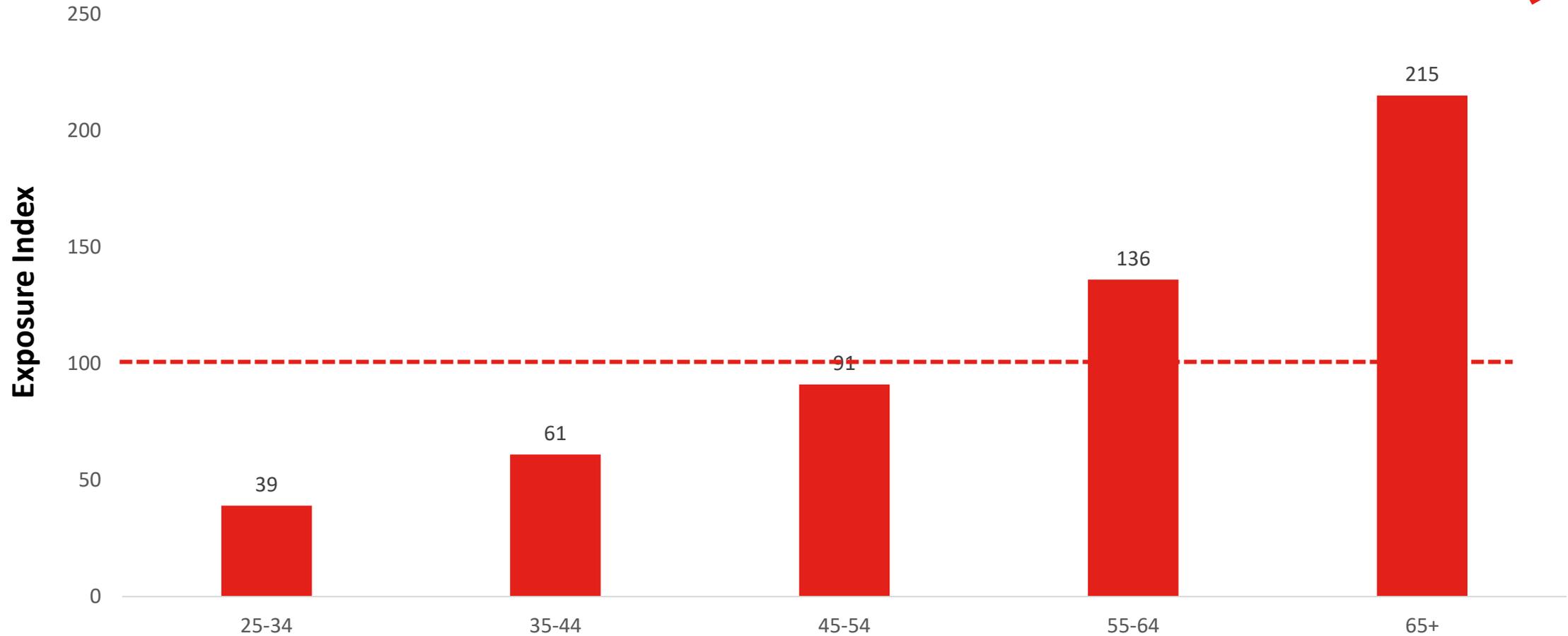


How often do they interact with mail

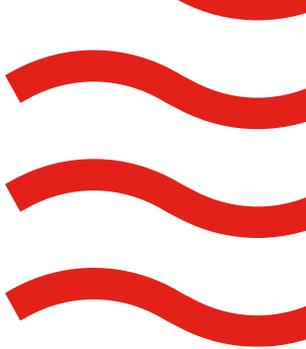


AGE REALLY DOES MATTER

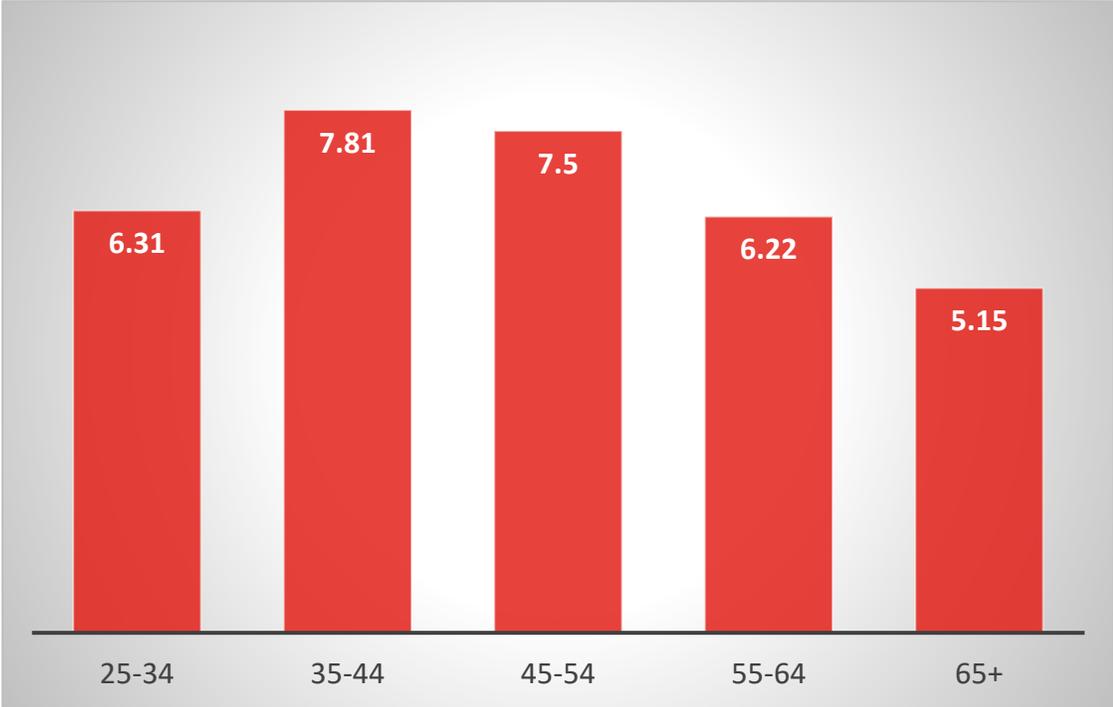
The over 65s very much more exposed to mail than younger groups



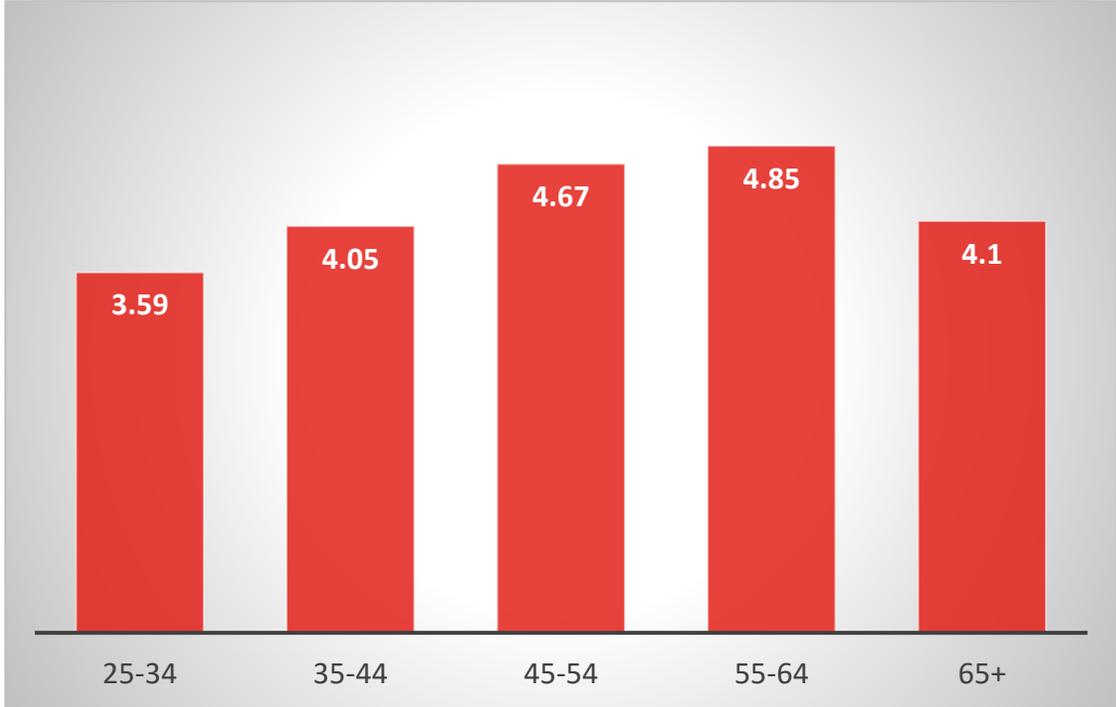
BUT OLDER PEOPLE MORE DECISIVE WITH THEIR MAIL FROM CHARITIES



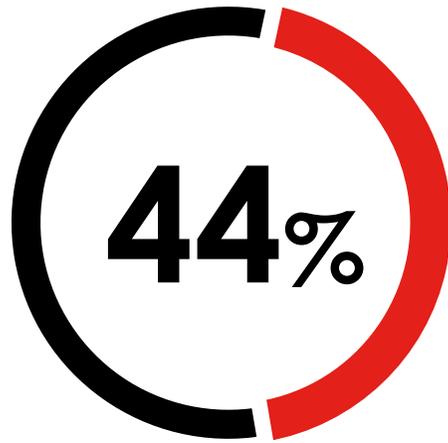
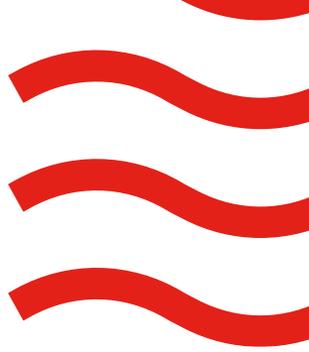
How long mail stays in the home



How frequently mail is interacted with



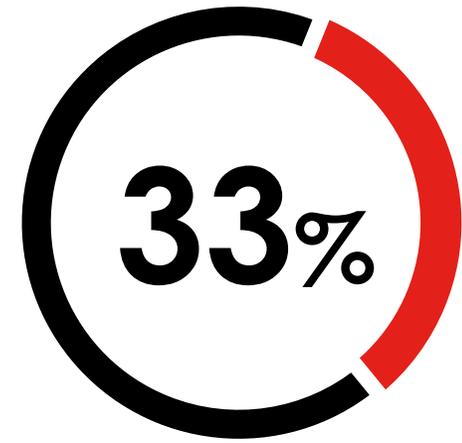
COMMERCIAL ACTIONS TAKEN



17-34 Year Olds



35-54 Year Olds

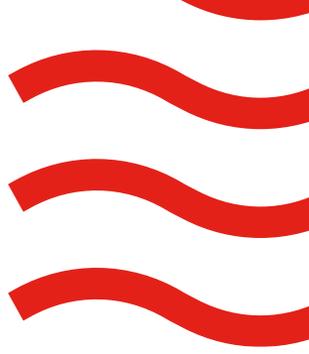


55+ Year Olds

Here's what they do on to do



COMMERCIAL ACTIVITY WITH CHARITY MAIL



ANY COMMERCIAL ACTION

44%

30%

33%

Commercial Action	17-34 year olds	35-54 year olds	55+ year olds
Made a donation	5%	26%	72%
Discussed with someone	19%	45%	24%
Visited sender's shop			2%
Visited sender's web site	12%	14%	18%
Went online for more information	5%	14%	9%
Used a tablet or smartphone	2%	13%	9%
Posted a reply to the sender		15%	45%



COMMERCIAL ACTIVITY WITH CHARITY MAIL



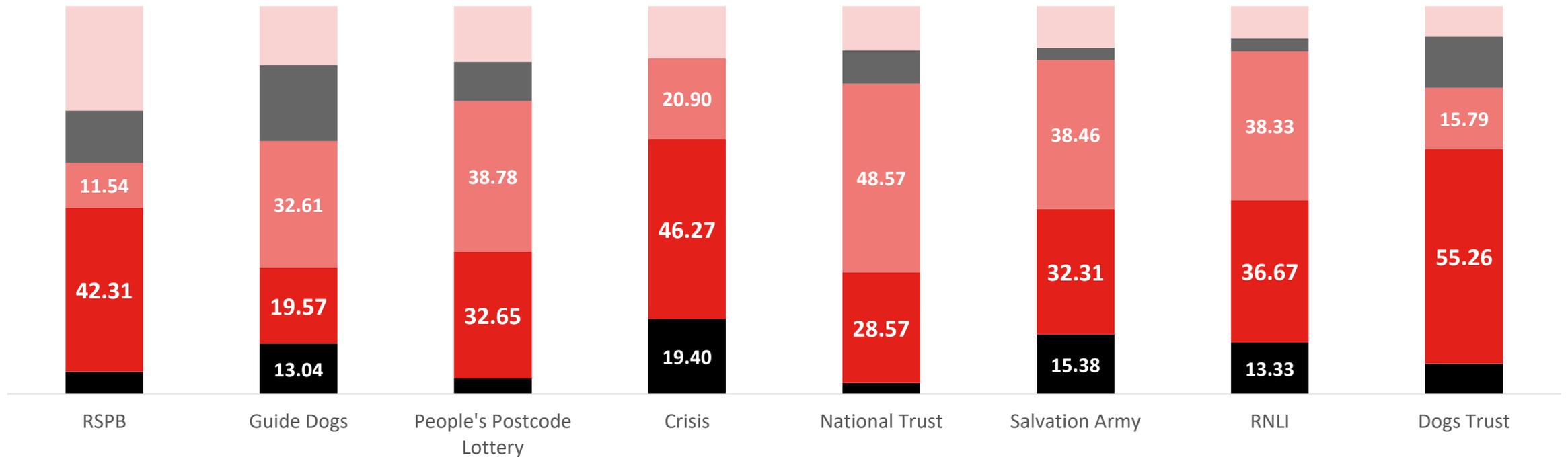
Commercial Action	17-34 year olds	35-54 year olds	55+ year olds
Made a donation	Donors in training	Donating and creating brand advocacy	Still the generation most likely to give and go to the sender's web site
Discussed with someone			
Visited sender's shop			
Visited sender's web site			
Went online for more information			
Used a tablet or smartphone			
Posted a reply to the sender			



NOT ALL CHARITIES HAVE THE SAME PROFILE

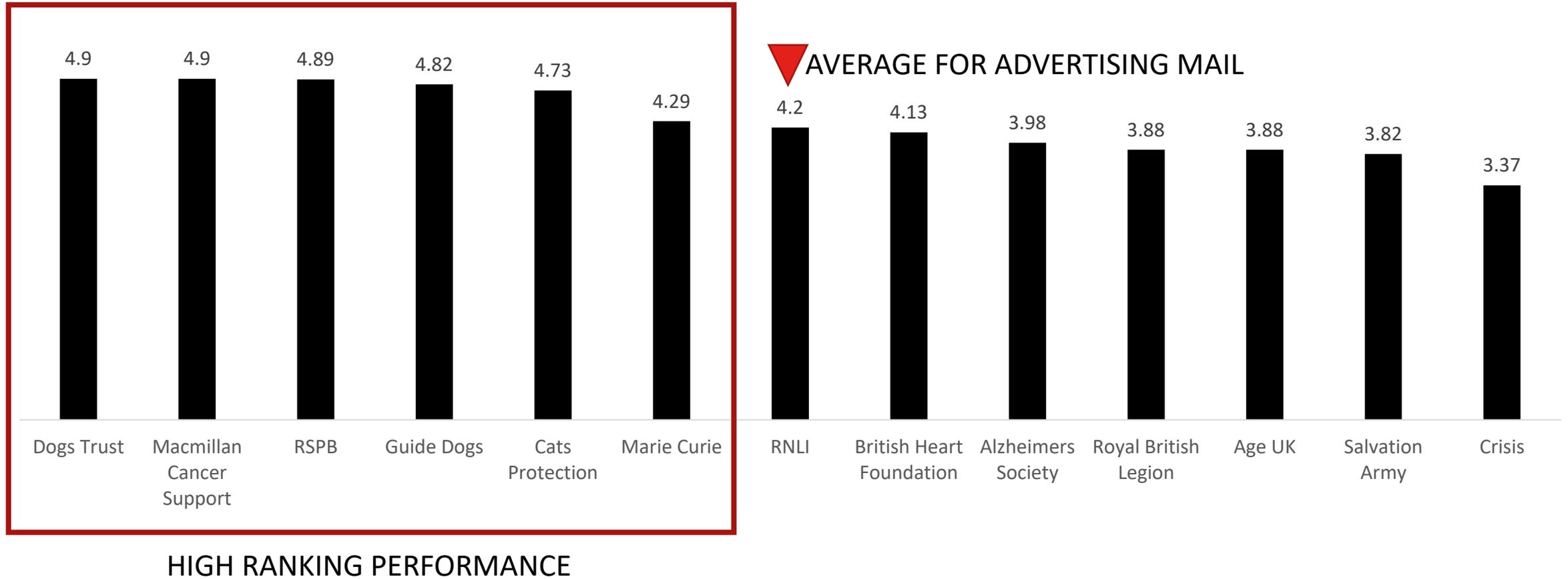
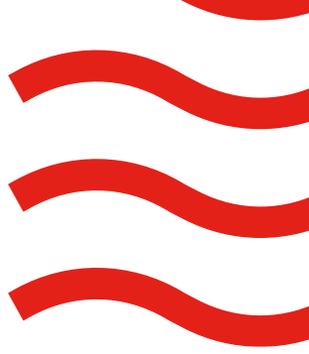


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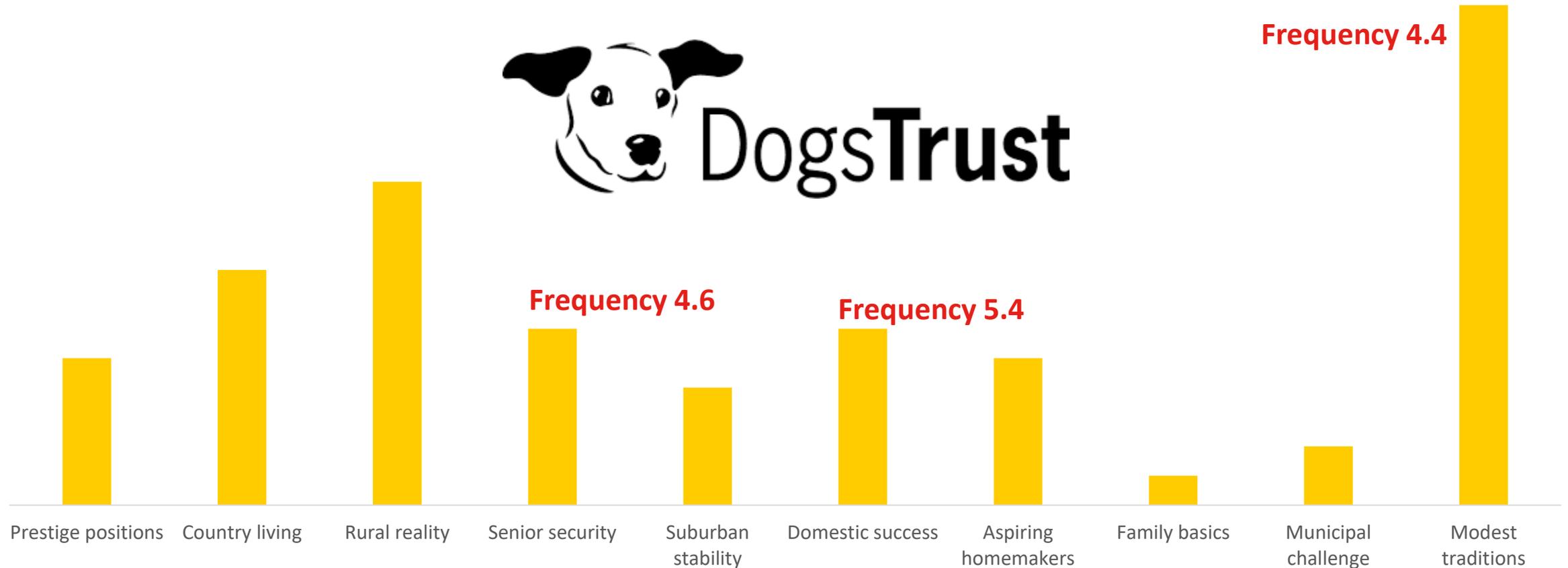


NOT ALL CHARITY PACKS ARE EQUAL

What drives higher performance



IDENTIFY POTENTIAL AUDIENCES YOU MIGHT NOT BE REACHING



FIND NEW AUDIENCES

And maximise your mail's performance



MODEST TRADITIONS
1.16 = ITEM REACH
4.4 = ITEM FREQUENCY
SEND 1000 MAILINGS
CAMPAIGN REACH = 1,158
CAMPAIGN IMPACTS = 5,141

DOMESTIC SUCCESS
1.03 = ITEM REACH
5.4 = ITEM FREQUENCY
SEND 1000 MAILINGS
CAMPAIGN REACH = 1,034
CAMPAIGN IMPACTS = 5,550

Campaign performance uplift of nearly 8% - but beware!
Modest traditions 41% take any commercial action and Domestic success just 20% do
BUT Senior Security 56% take commercial actions!



CASE STUDIES

For more detail visit: www.jicmail.org.uk

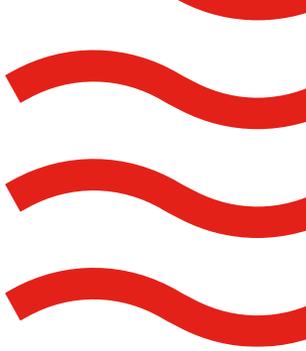


1

Dragonfly were working with a charity client that needed to attract new donors but their database was really mixed by both age group and demographic – so there was no clear target audience. They looked at the 45-54 age group and males who had higher frequency but get less charity mail. Taking an omni channel approach with mail, follow up mail and email results surpassed targeted KPIs by 28%.

2

Sense needed to recruit new cash supporters at Christmas. Their core target were females aged 50+ who are socially conscious and aligned to Sense's values. This group are more than 2 times as likely to be targeted by charities, 2.5 times more likely to put aside mail to look at later and have higher levels of exposure. Overall reach and impacts exceeded expectations and was their most responsive campaign for the last 4 years.



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THANK YOU

