



8 June 2017

Dear Advertising Mail Customer

Significant new benefits for mail users

The mailing industry and key trade bodies have come together to create a Joint Industry Currency (JIC) for mail. The JIC will provide advertisers and their agencies with new tools and research to improve mail media understanding and planning, ultimately enabling better informed investment choices for when advertising using mail.

A year ago the DMA Advertising Mail Council identified a need to create new insight and intelligence for mail just like other media channels such as TV, Radio, Press and Outdoor. These channels already provide advertisers with insight and channel metrics through their respective Joint Industry Currencies. As advertising customer representatives, alongside the Institute of Practitioners in Advertising and the Incorporated Society of British Advertisers, we have worked together with others in the mail industry to develop the systems to provide mail users with robust research and audience data. The DMA are pleased that this gives mail its own JIC just like all other main stream media.


As sending customers this will mean;

- You are able to compare your mail advertising usage and share of voice with that of competitors and make better-informed decisions on where to spend your mail advertising budget. If you are already using systems for this, these will become much more accurate.
- You are able to more accurately compare the price of mail against the price of other media channels.
- You will be able to better understand consumer engagement with mailings and adapt messages accordingly.
- You'll be able to measure how often people read advertising mailing and how frequently they share it. A recent pilot study for the readership, reach and frequency of mail showed:
 - 80% of all mail is opened and read;
 - For every 100 advertising mailing packs sent, another 36 people see them;
 - A mailing pack is viewed a staggering 7 times on average.

I fundamentally believe that the JIC will change the way we can plan, execute and buy mail. The DMA considers that the industry will significantly benefit from the "Gold Standard" audience measurement tool we are jointly putting in place as advertisers use the insight to maximise return from mail. We trust you will see the significant benefits this new initiative will bring.

I hope you too will be supportive of what I think is the most ground breaking initiative the industry has ever witnessed.

Yours sincerely


Christopher Combemale
CEO

Direct Marketing Association (UK) Ltd, DMA House, 70 Margaret Street, London W1W 8SS
t 020 7291 3300 f 020 7291 3301 e dma@dma.org.uk w www.dma.org.uk

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