**Changes to JICMAIL: Q&As**

**What is JICMAIL?**

* JICMAIL (The Joint Industry Currency for Mail) is the industry standard audience measurement data for advertising mail, covering business mail, addressed advertising mail and door drops, and serving the marketing services community

**How is JICMAIL governed?**

* JICMAIL is structured like other Joint Industry Currencies (such as BARB, RAJAR or PamCo), is a not for profit organisation with independent governance from across the buy side (represented by ISBA & IPA) and the sell side (represented by Royal Mail & Whistl) and is independently chaired by the DMA

**What data is captured?**

* The JICMAIL currency is based on a nationally representative panel of UK households, enabling us to measure the reach and frequency across different mail types. These JICMAIL metrics provide the same level of data for evaluating the audiences and impact of direct mail that has been available for TV, radio and press for a number of years, and is now giving planners a common currency for advertising mail in the wider mix.
* The data shows us that a piece of direct mail received in a household is not a single event, but rather achieves a frequency of more than four exposures. Advertising mail has multiple touchpoints that can resonate for days, weeks and even months. JICMAIL quantifies how people return to pieces of mail, they share them with others and, importantly, go on to take tangible commercial actions.

**Who operates the JICMAIL panel?**

* The panel is recruited and managed on behalf of JICMAIL by Kantar, a global research and data organisation with a heritage in media measurement services such as JICMAIL.

**Why are you changing the funding model?**

* A commitment to improving marketing effectiveness and transparency has galvanised our industry and the need to ensure robust independent audience data from sources such as JICMAIL, is recognised as an essential element within this effort. Given this context, subscribers have suggested changing the current subscription model to a levy, to accelerate and normalise the access to JICMAIL across the full marketplace so that the benefits of the data can be more widely felt. The coronavirus pandemic has amplified these compelling reasons to change.

**Who will benefit from this change?**

* Everyone in the advertising and marketing industry with a stake in the mail channel. Specifically, all payers of the levy and their approved agencies and intermediaries who will have access.
* A significant benefit of the change is to open up JICMAIL’s availability to all mail users regardless of size, and thereby supporting SMEs at this critical time. In effect, democratising the impact of this industry data set.

**How will the new levy be billed?**

* As is currently the case with MASBOF levy, it will be billed either directly or through intermediaries, to the organisation paying the postage charges to Royal Mail. It will be marked on all Royal Mail invoices for transparency.

**Will Subscribers pay less under the Levy?**

* Over the medium term, the levy represents a significantly more cost-efficient data access model for advertisers than a subscription model and will be available free for all their nominated intermediaries and agencies subject to their accreditation from JICMAIL. The level of the levy set and the use of the cap for advertisers will together ensure that all advertiser spenders on mail will be able to access the data at levels significantly below a subscription alternative and for a very large majority of participants, the industry wide levy makes access possible for the very first time.

**What will the Levy be on average?**

* The Levy is capped at £5,000 per year so no advertiser would spend more than under a subscription model alternative. For average mail spenders spending, £400,000 on advertising mail or door drops, they would contribute around £1200 per year and access the data, and most typical smaller mail users spending at for example, £50,000 per year on the relevant on mail product, they would contribute £150 per year and access the data.

**Can I opt out of the levy?**

* Opting out will be possible, although the industry will rely upon a widely shared consensus to normalise the levy payment. But for those levy payers wishing to opt out, they will need to write directly to JICMAIL, explaining the reasons for opting out and verify the refund required. To enable this you must submit a written retrospective claim to JICMAIL, on a quarterly or annual basis, to be sent to The Treasurer, JICMAIL Limited, DMA House, 70 Margaret Street, London W1W 8SS (or such other address as may be advised from time to time), giving the following information:
  + evidence confirming that you have paid the JICMAIL Levy, and confirmation of the amount paid; and
  + an explanation (in reasonable detail) setting out the reason for your request for a refund.

**How will agencies and intermediaries access JICMAIL data?**

* Agencies and intermediaries will be required to attain a competency level in using JICMAIL data on behalf of their clients and undertake an accreditation process to become an approved user on their behalf. The accreditation process will be supported with training modules provided by JICMAIL to achieve the standard and will be subject to annual review.
* All existing subscribers will be granted temporary accreditation across 2021 but will be subject to confirmation before the year end.
* JICMAIL will publish a list of accredited agency and intermediary users on its website.
* For more information on the JICMAIL accreditation process please visit jicmail.org.uk.

**How does the Levy compare across other JICs?**

* Joint industry currencies in the UK are long established and exist across all the main UK media channels, including for example with BARB (Broadcasters Audience Research Board) for Television, Rajar (Radio Joint Audience Research) for Radio and Route for Out of Home. They are non-profit making organisations owned by the industry interests (advertisers agencies and media owners) to provide both industry accountability and audience based planning and buying ‘currencies’, or what is known as ‘gold standard data’, which are accepted across all the industry interests of each channel. Their funding structures are tailored to the distinct needs in each case, but they typically produce commercial rate-cards for non-underwriter subscriptions which are then incorporated by media owners and agencies into their charges for services onto advertisers. But the JICMAIL levy applied at the point of all expenditure on the qualifying advertising mail and door drop postage charges presents a very transparent and direct charging model and as such, represents a new JIC funding approach, making the data universally available across the mail industry.

**How do I access the data?**

* JICMAIL data is accessed through JICMAIL Discovery on our website, through channel planning software and/or via excel and other data tables. JICMAIL Discovery is an online data visualisation tool that provides customisable charts detailing Mail Type, Sector or Content and Customer Demographic. JICMAIL data is also available through the industry software planning systems, Telmar, Nielsen IMS and Kantar Choices and available in excel or other data spreadsheets.
* All access to the data is subject to the signing of a data user agreement. These can be obtained from www.jicmail.org.uk.

**What support do I get from JICMAIL in using the data?**

* The JICMAIL team support all subscribers with training, certification, and additional data insight for specific projects. Online training resources are also available, along with pre-recorded webinars and in-depth analysis presentations on sector use of JICMAIL.

**Where do I go to find out more about JICMAIL?**

* Go to [www.jicmail.org.uk](https://www.jicmail.org.uk/) for more insight and information or contact the team on [tara@jicmail.org.uk](mailto:tara@jicmail.org.uk).