

JICMAIL

Q3 2020 Results Analysis

November 2020



Mail Media Metrics



What happened during Q3 2020

1

There has been significant growth in digital actions prompted by mail in Q3 2020 – including going online to find out more information, visiting the sender’s website and using a mobile device.

2

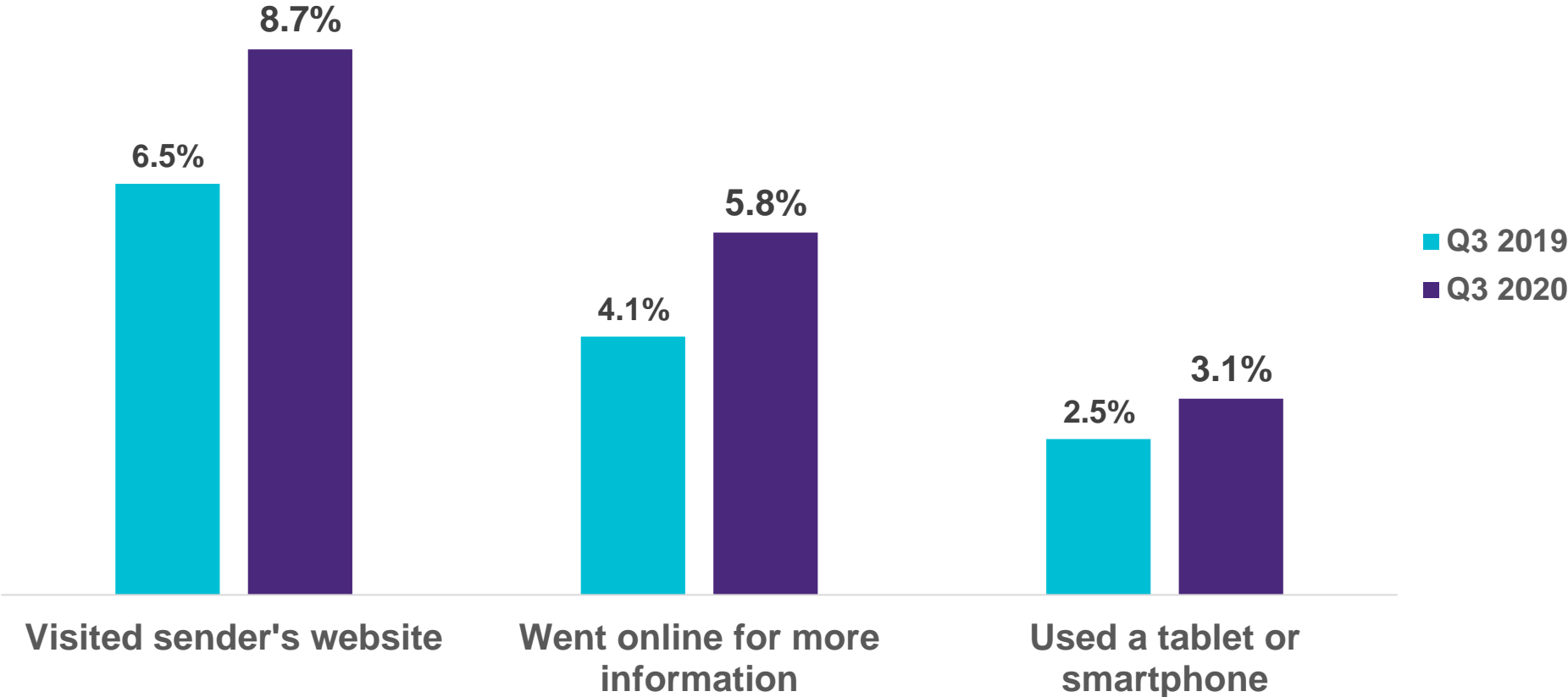
Mail reach, frequency and lifespan remain high, but with the first lockdown ending over the summer months, mail metrics have not hit the record levels seen in Q2.

3

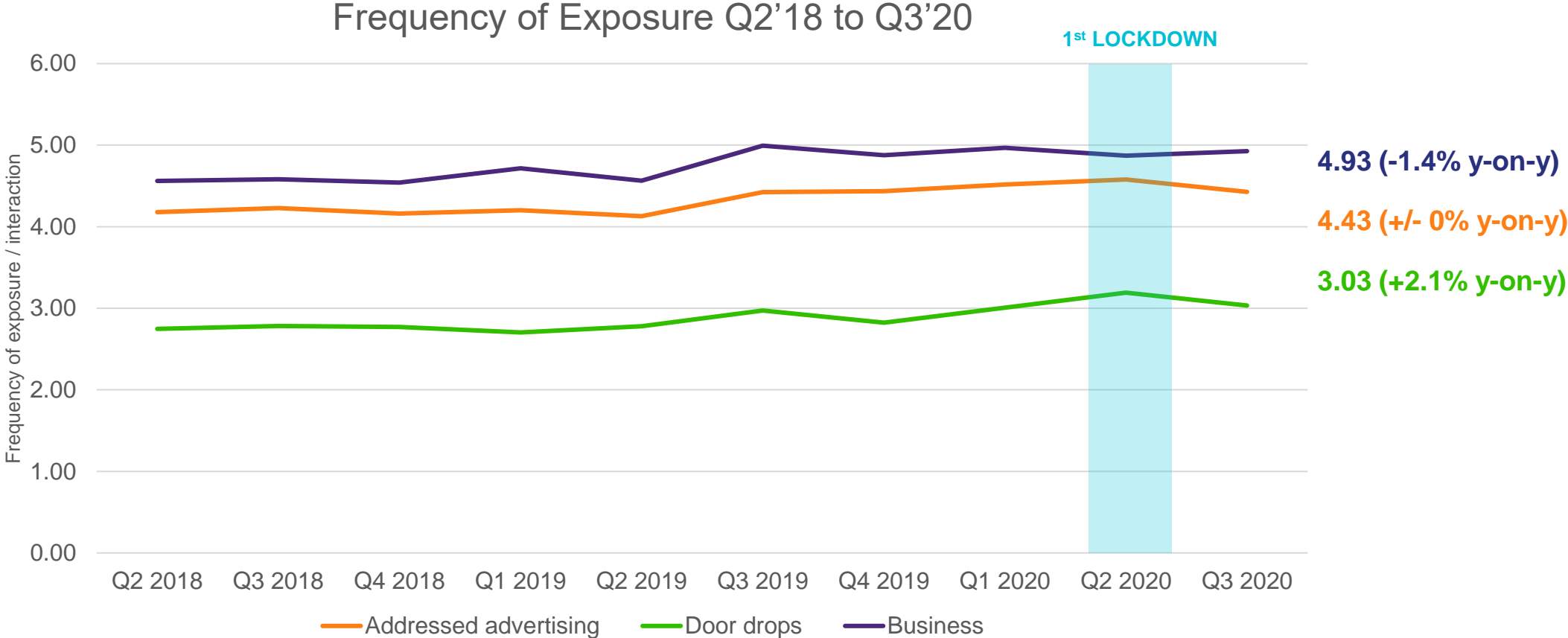
NHS’s activity in the market is seen through increased appointment content interaction.

Significant growth in digital actions prompted by mail in Q3 2020 3

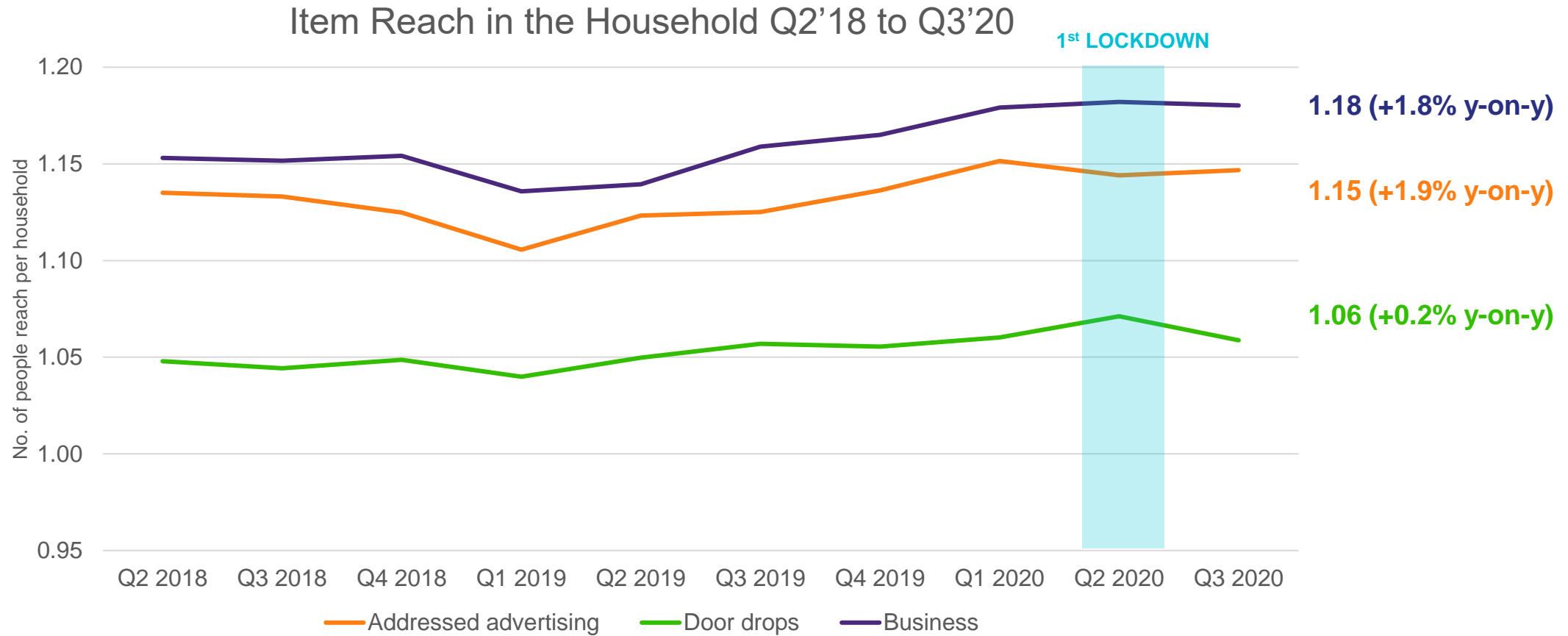
Digital Response Rates (All Mail Types) % of mail items



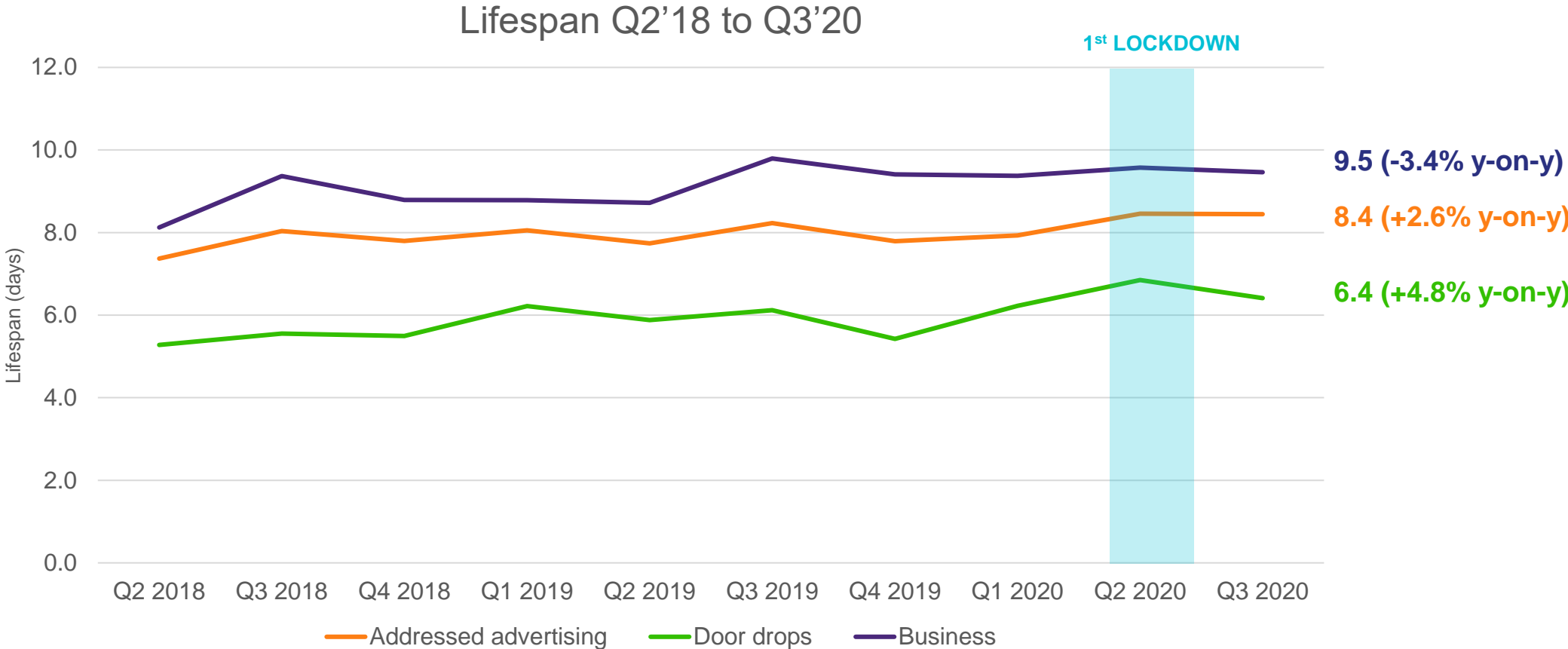
A return to normal seasonal interaction rates with mail in Q3



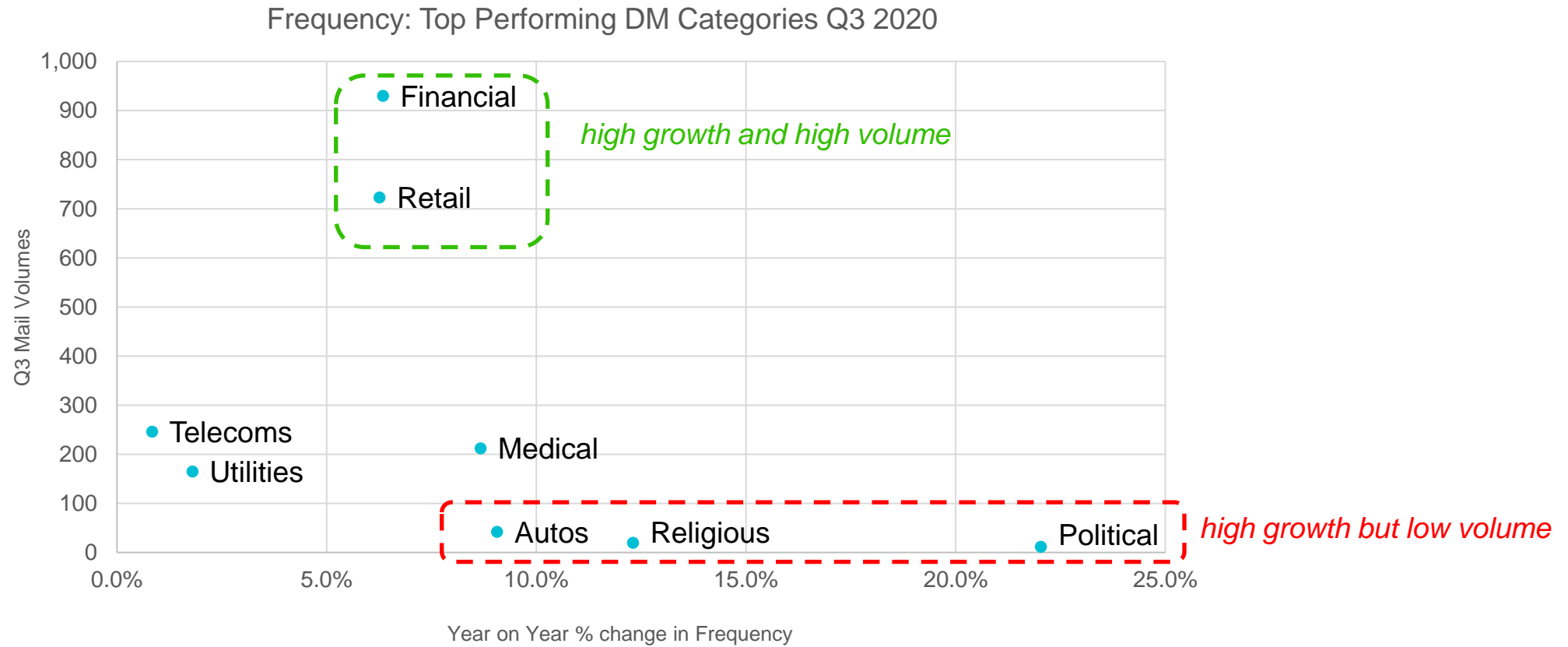
Item reach – i.e. mail sharing – continues to steadily improve



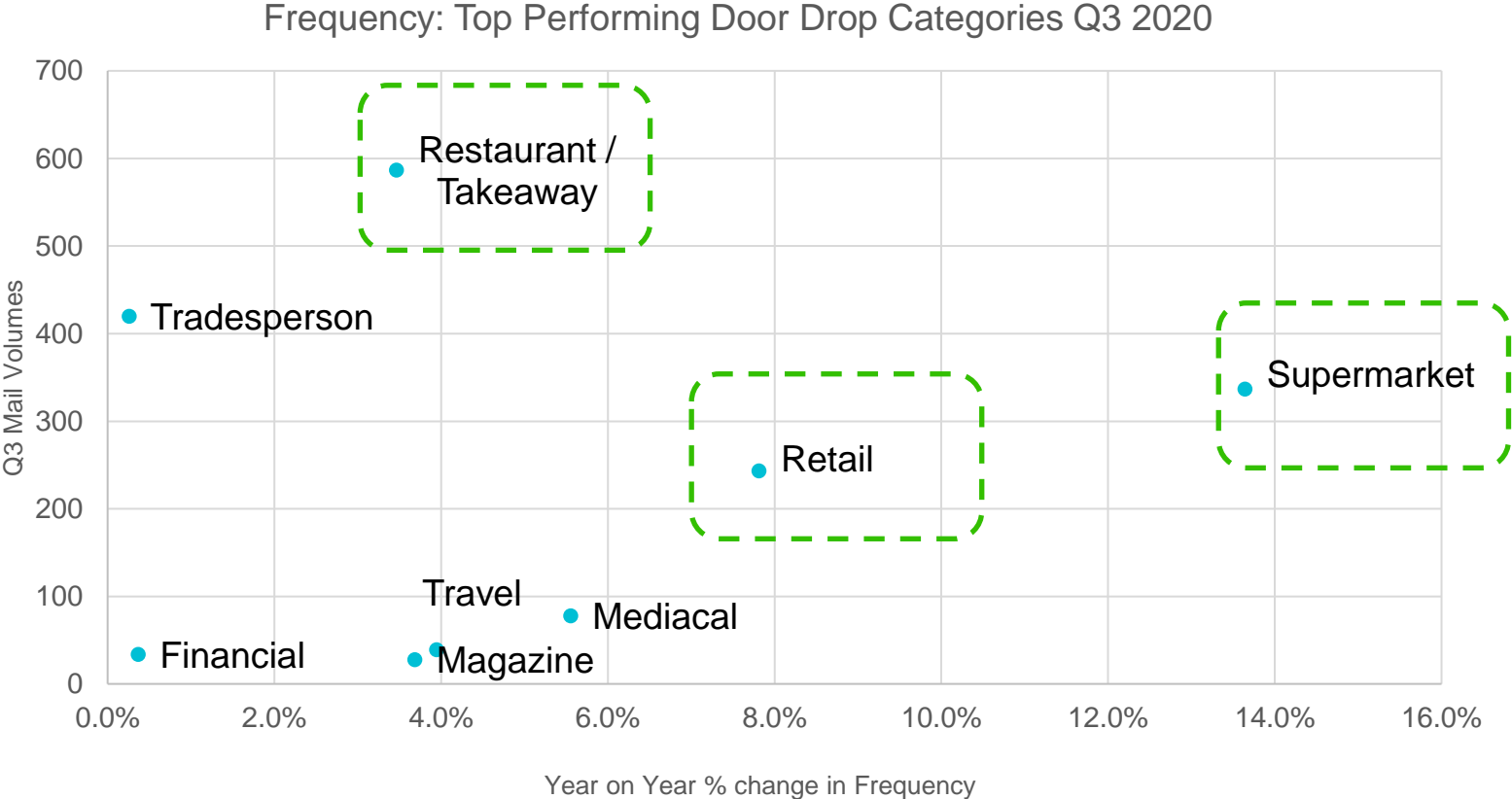
Modest year on year improvements in mail lifespan for Direct Mail and Door Drops



Finance and retail are big contributors to DM frequency

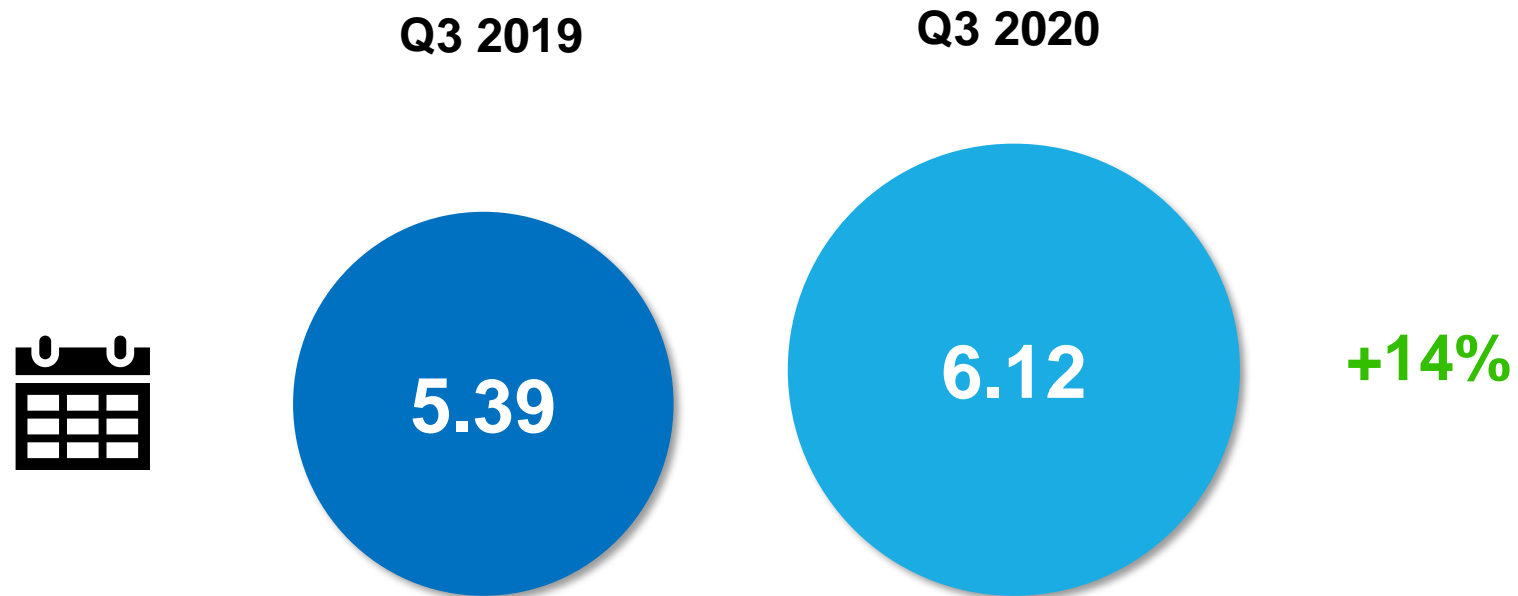


Retail, Supermarkets and Restaurants recording high Door Drop volume and frequency growth



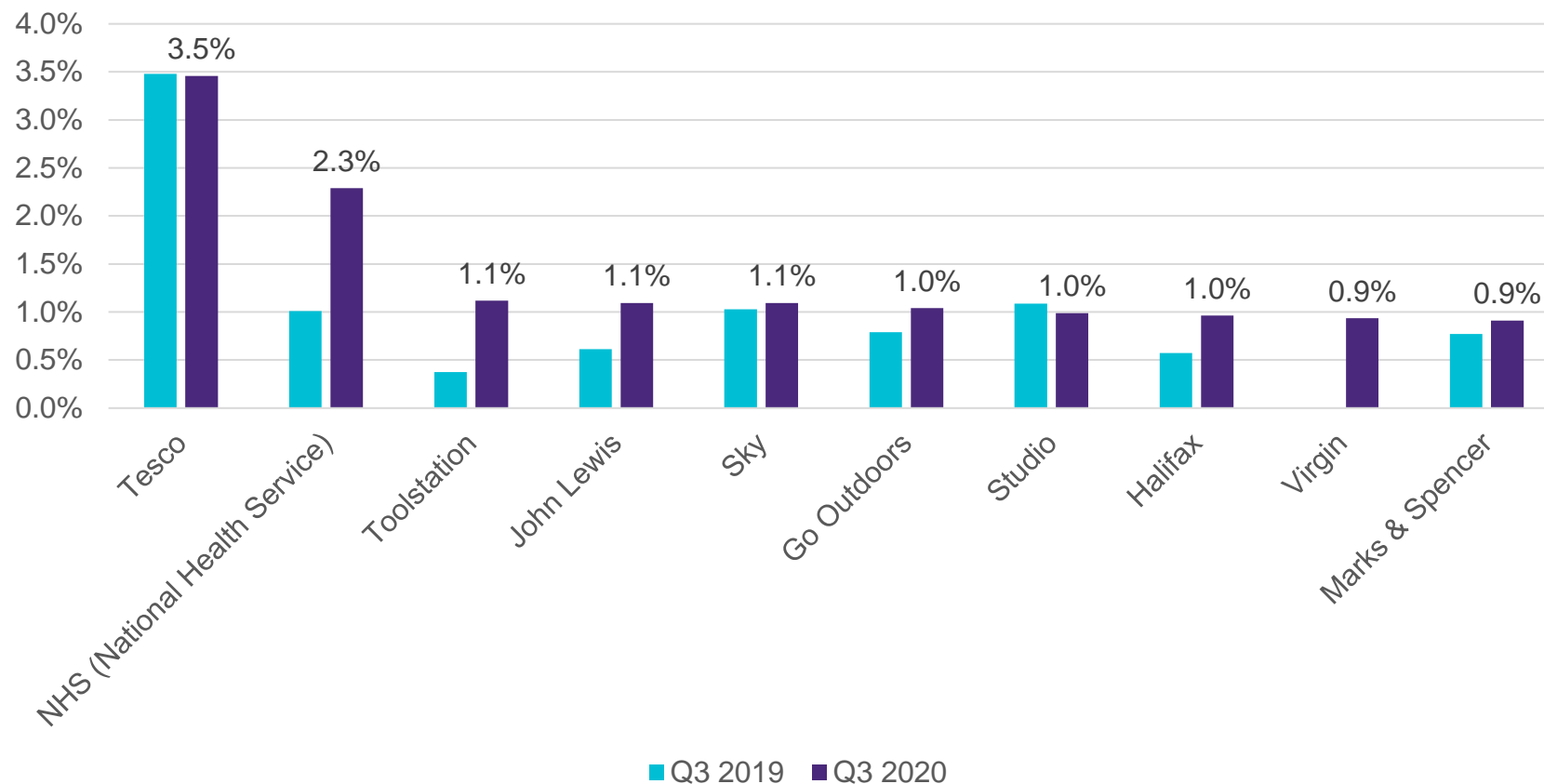
Appointment related content interacted with more in Q3

DM Frequency of Interaction with Appointment Related Information



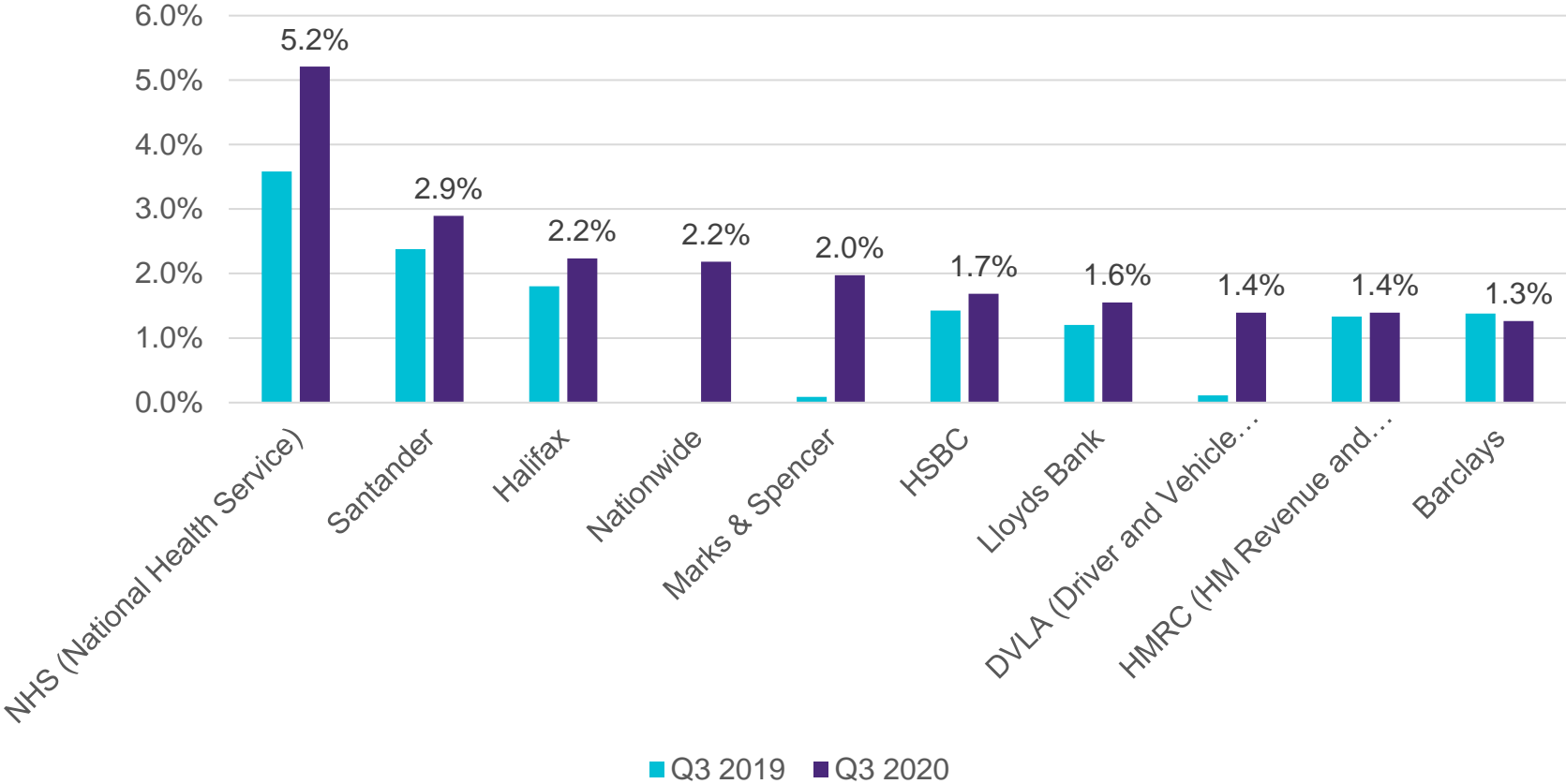
Tesco and NHS top the DM volume rankings. Tool Station jumps in to third place.

Share of Voice (% of DM items)
Q3 2020 vs Q3 2019



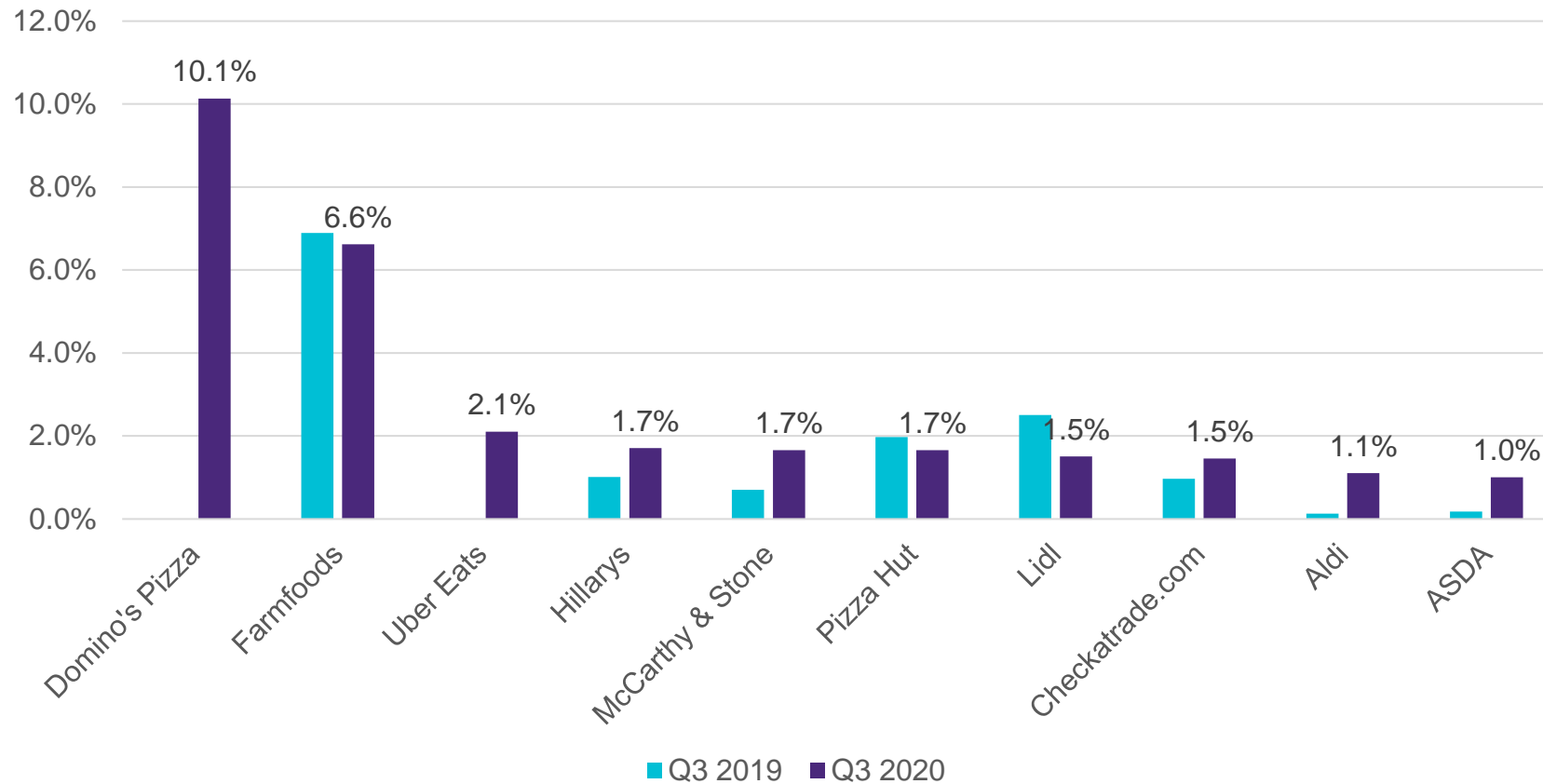
Significant Business Mail share-of-doormat increases for NHS, Nationwide and M&S

Share of Voice (% of Business Mail items)
Q3 2020 vs Q3 2019



Dominos had a very active Q3 vs a year ago. Uber Eats activity increases.

Share of Voice (% of Door Drop items)
Q3 2020 vs Q3 2019



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NHS’s activity in the market is seen through increased appointment content interaction.

Thanks

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