



YOUR INSIGHT ENGINE RESULTS

SECTOR **RETAILER** | MAIL TYPE **ALL ADVERTISING MAIL**

We've analysed the data to give you these key insights into how consumers in your sector respond to mail. Using the tool will help you plan more effective mail campaigns to really deliver on your targets.

REACH, FREQUENCY AND LONGEVITY OF MAIL



3.1

PEOPLE REACHED

The average number of people who saw each item of mail.



3.7

TIMES VIEWED

The average number of times, or frequency, each item of mail was looked at.



7.0

DAYS IN THE HOME

The average number of days each item of mail was kept.

COMMERCIAL ACTIONS TAKEN

ALL RESULTS ARE PER 1000 ITEMS RESULTING IN ACTION



Discussed with someone



Bought, donated or redeemed



Went online



Contacted the sender



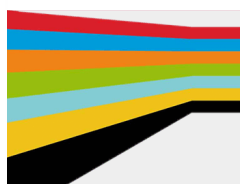
Went shopping or planned to

COMMERCIAL ACTIONS TAKEN BY MAIL TYPE

	ALL ADVERTISING MAIL	CATALOGUES	DOOR DROP	PARTIALLY ADDRESSED	ADDRESSED
BOUGHT SOMETHING/MADE A PAYMENT OR DONATION	59	61	31	0	78
USED A VOUCHER/DISCOUNT CODE	95	23	31	55	140
CALLED THE SENDER	7	4	7	0	7
POSTED A REPLY TO THE SENDER	5	1	0	35	8
DISCUSSED WITH SOMEONE	89	72	59	116	110
LOOKED UP MY ACCOUNT DETAILS	12	13	0	36	20
USED A TABLET OR SMARTPHONE	17	30	6	0	24
VISITED SENDER'S WEBSITE	62	108	15	36	94
WENT ONLINE FOR MORE INFORMATION	32	44	14	36	44
PLANNED A LARGE PURCHASE	21	24	11	0	27
VISITED SENDER'S SHOP/OFFICE	24	14	15	35	31
ALL COMMERCIAL ACTIONS	260	223	129	277	349
DAYS IN THE HOME	7.0	7.7	5.6	9.6	8.0
TIMES VIEWED	3.7	4.1	3.0	3.9	4.2
PEOPLE REACHED	3.11	1.11	1.07	1.16	1.13

WHO WE ARE

A dedicated team of specialists with a unique set of skills, tools and free services to help you make money. We're on hand to enhance your marketing strategy through mail for your sector so your campaigns get the best possible results. Call us on **0800 177 7209** or visit marketreach.co.uk



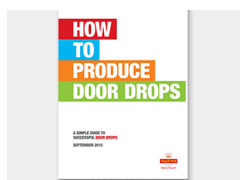
TURN GDPR INTO AN OPPORTUNITY USING MAIL

Start building even stronger relationships with customers in your sector now GDPR has come in. You'll find our invaluable GDPR guide at marketreach.co.uk/GDPR



HOW TO BUILD YOUR BUSINESS WITH MAIL

From catalogues to direct mail, take advantage of our how-to guides that will help your business grow. Download them at marketreach.co.uk/downloads



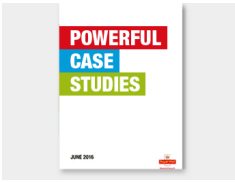
HOW TO TARGET NEW CUSTOMERS WITH DOOR TO DOOR

Find out how to take your business to 29 million UK households, or just your local area. Take a look at marketreach.co.uk/downloads



EXCLUSIVE LIFESTAGES OF MAIL REPORT

People of all ages and life stages read and respond to mail. But as their lives change they respond in different ways. Discover how at marketreach.co.uk/reports



POWERFUL CASE STUDIES

See how businesses of all sizes have used mail to boost their marketing strategy and leave lasting impressions with their customers. Browse our case studies at marketreach.co.uk/casestudies



JICMAIL Data available through key planning tools Telmar, Nielsen and Kantar Media

Performance results

On behalf of JICMAIL, Kantar TNS surveyed 1,846 households in quarter 2 & 3 of 2017. The data has been weighted to reflect a nationally representative sample. Respondents registered every piece of mail they received, reporting on what they did with that mail over the following four weeks and what commercial actions resulted from them receiving their mail, such as 'bought something', 'going online', 'going in-store' or 'phoning the sender'. The results were used to create an interactive tool to help people understand the impact on consumers and to help with campaign planning.

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