



marketreach
unleash the magic of mail



HOW MATURE AUDIENCES ENGAGE WITH RETAIL MAIL

Making a physical impact in a digital world

March 2022

5 BRANDS WHO TARGET MATURE AUDIENCES



CELTIC & CO.



DAMART

Woolovers

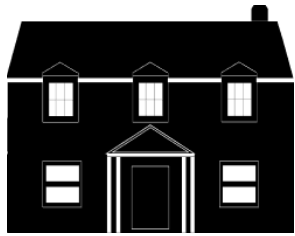
Cosyfeet[®]
extra roomy

JICMAIL DATA

- Running since Q4 2017, providing the gold standard metrics for mail
- Now with over 195,000 individual mail journeys
- With over 45,000 retail mail examples
- Analytics available at a sector or brand level
- Now available to everyone through JICMAIL Essentials

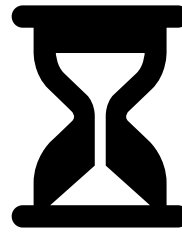


WHAT DO THESE AUDIENCES LOOK LIKE?



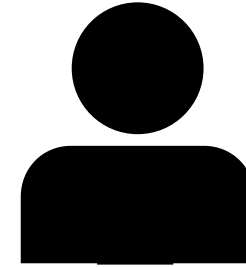
HOUSEHOLDS
NO CHILDREN

77%



HOUSE TENURE
OVER 10 YEARS

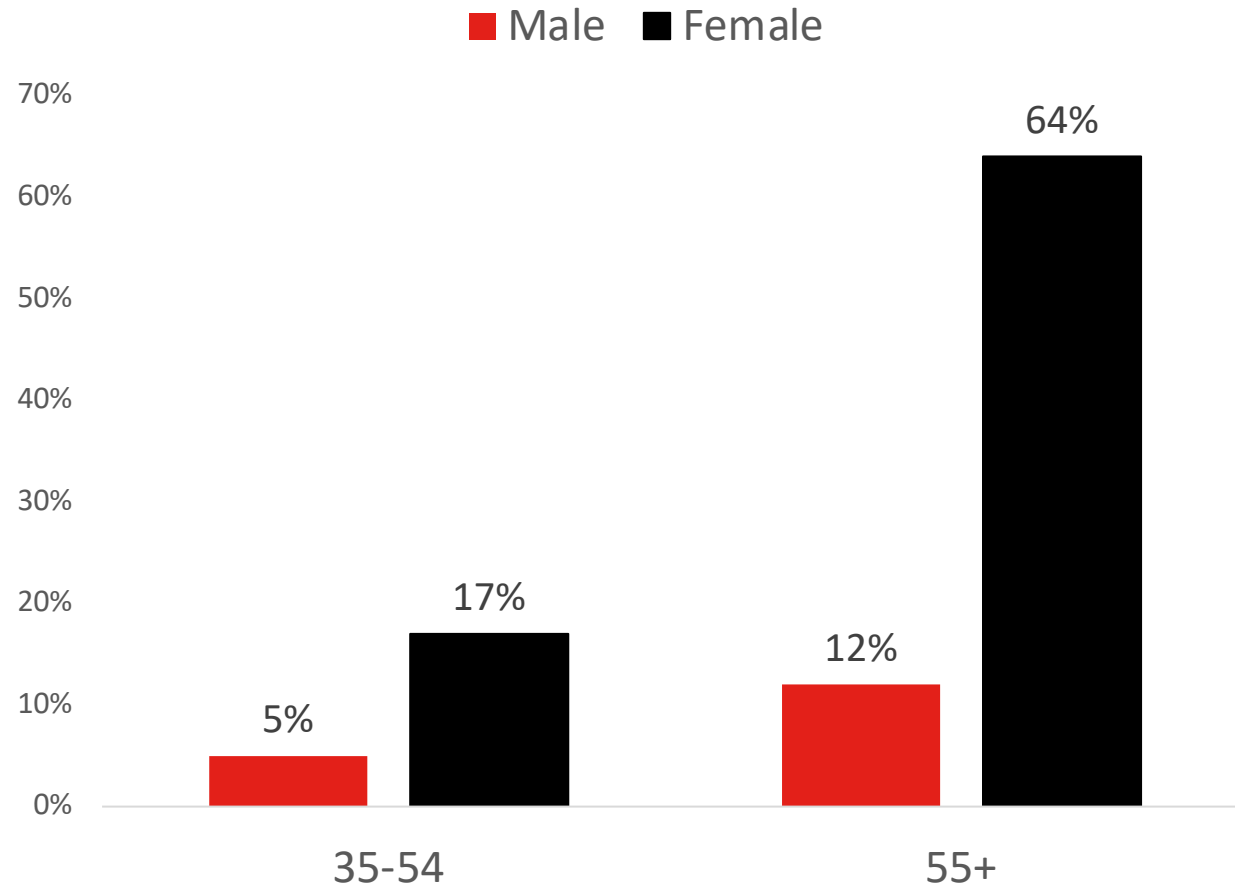
61%



LIVE ALONE

<1%

CUSTOMER AGE PROFILE



76%

GETTING MAIL FROM
THESE 5 BRANDS ARE
OVER 55





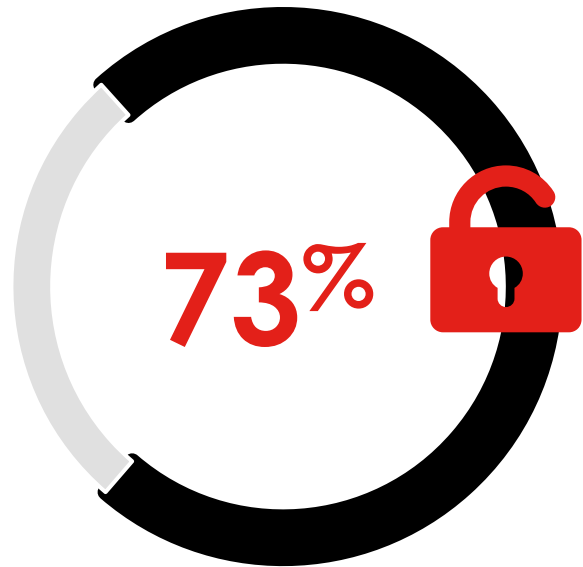
ENGAGEMENT



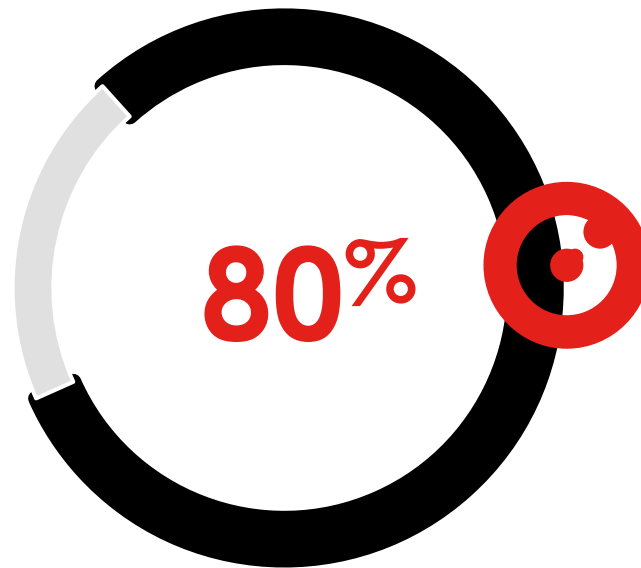
100%

Source: JICMAIL Item Database, 2017-2021, n=1,031
Celtic & Co, Cotton Traders, Damart, Woolovers, Cosyfeet

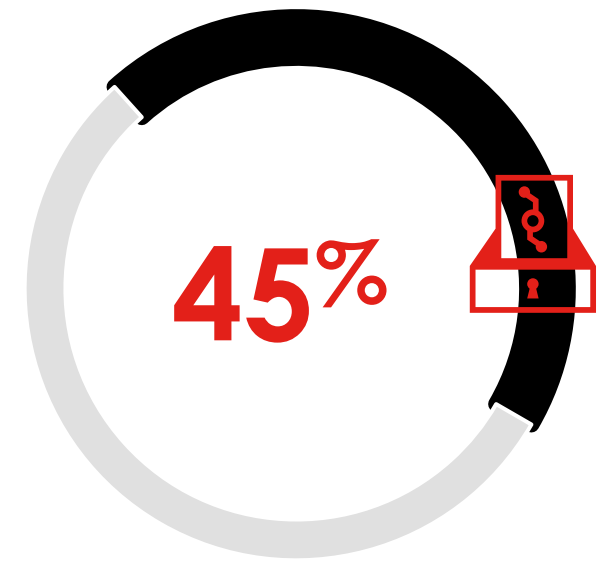
PHYSICAL INTERACTIONS HIGH



OF MAIL IS OPENED



OF MAIL READ, LOOKED
OR GLANCED AT



PUT ASIDE TO LOOK AT
LATER





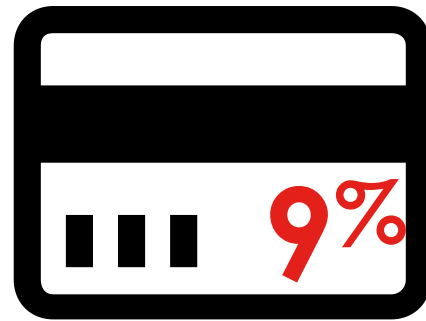
ENGAGEMENT



OF ALL MATURE TARGETS
GO ON TO TAKE ANY
COMMERCIAL ACTION

Buying, using a voucher, planning a large purchase,
discussing, visit a shop, visiting the sender's web site,
going online, calling the sender or posting a reply

THE MOST SIGNIFICANT COMMERCIAL ACTIONS



GO ON TO MAKE A
PURCHASE

Versus 8% for all of retail

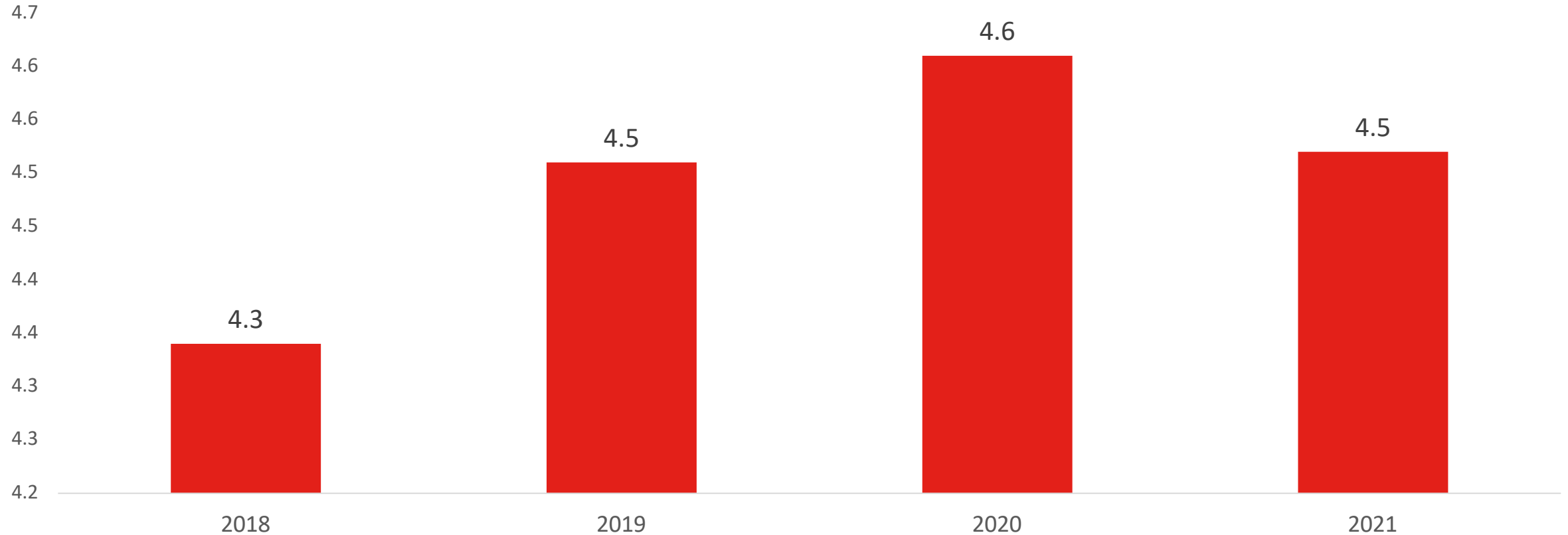


VISIT THE SENDER'S
WEB SITE

Versus 16% for all of retail

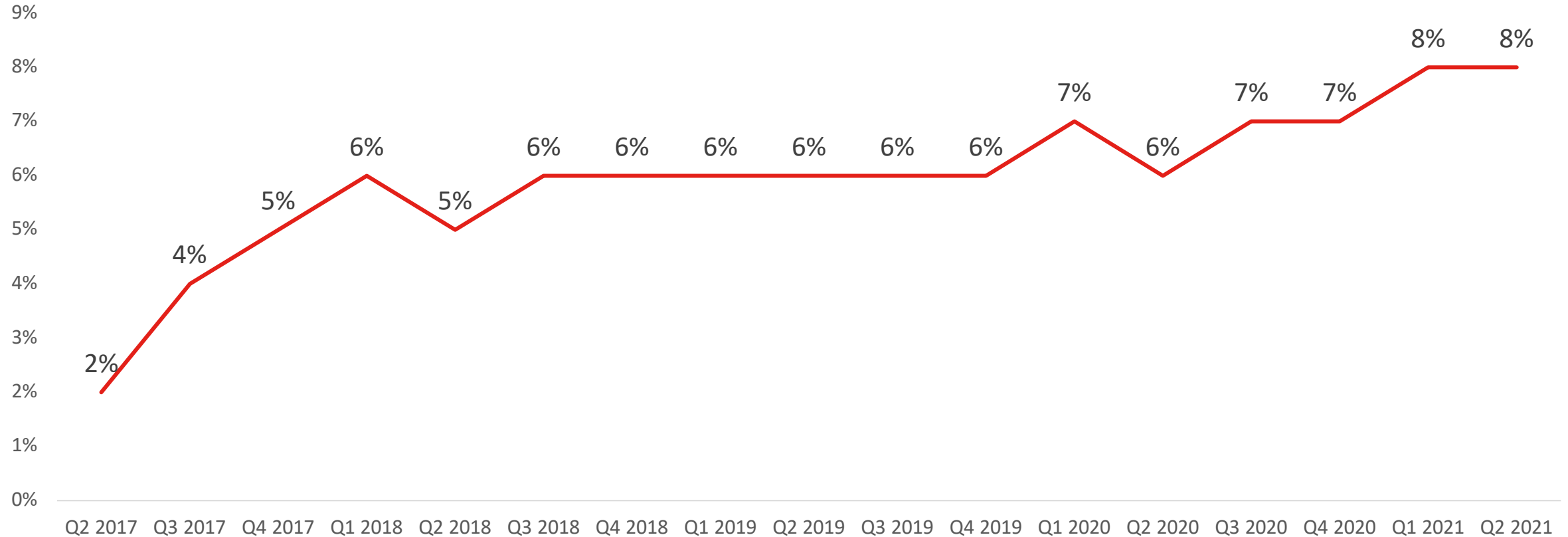
FREQUENCY OF DM INTERACTION

GREATER EFFICIENCY OF SPEND / IMPRESSIONS DELIVERY FOR THOSE TARGETING OVER 55S IN 2020



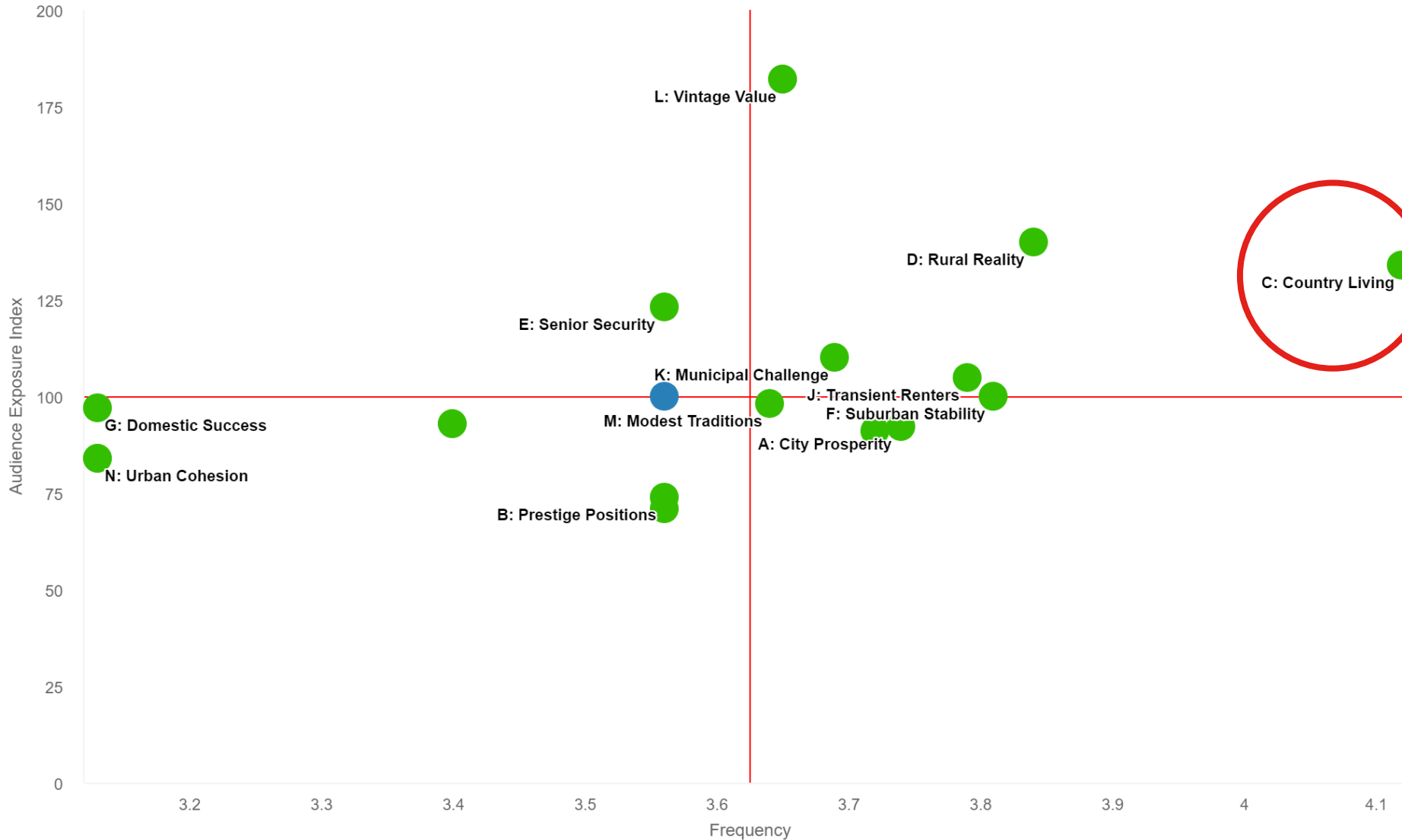
OVER 55s TAKING ONLINE ACTIONS

300% increase for over 55's in online actions initiated by mail since 2017



NOT ALL OVER 55'S ARE THE SAME


And they don't interact with mail in the same way

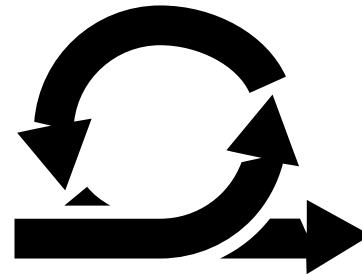



COUNTRY LIVING
Exposure to mail = 134
Frequency = 4.12
Identifying headroom

USING NEW TECHNOLOGY TO DRIVE FRICTIONLESS OFFLINE TO ONLINE



87% 
OF ADULTS OWN
A SMARTPHONE
IN 2020



72% 
MOBILE INTERNET
PENETRATION RATE
IN 2020

81% 
SEARCH FOR GOODS
AND SERVICES

ENHANCE YOUR ATTRIBUTION

The latest technology at your fingertips

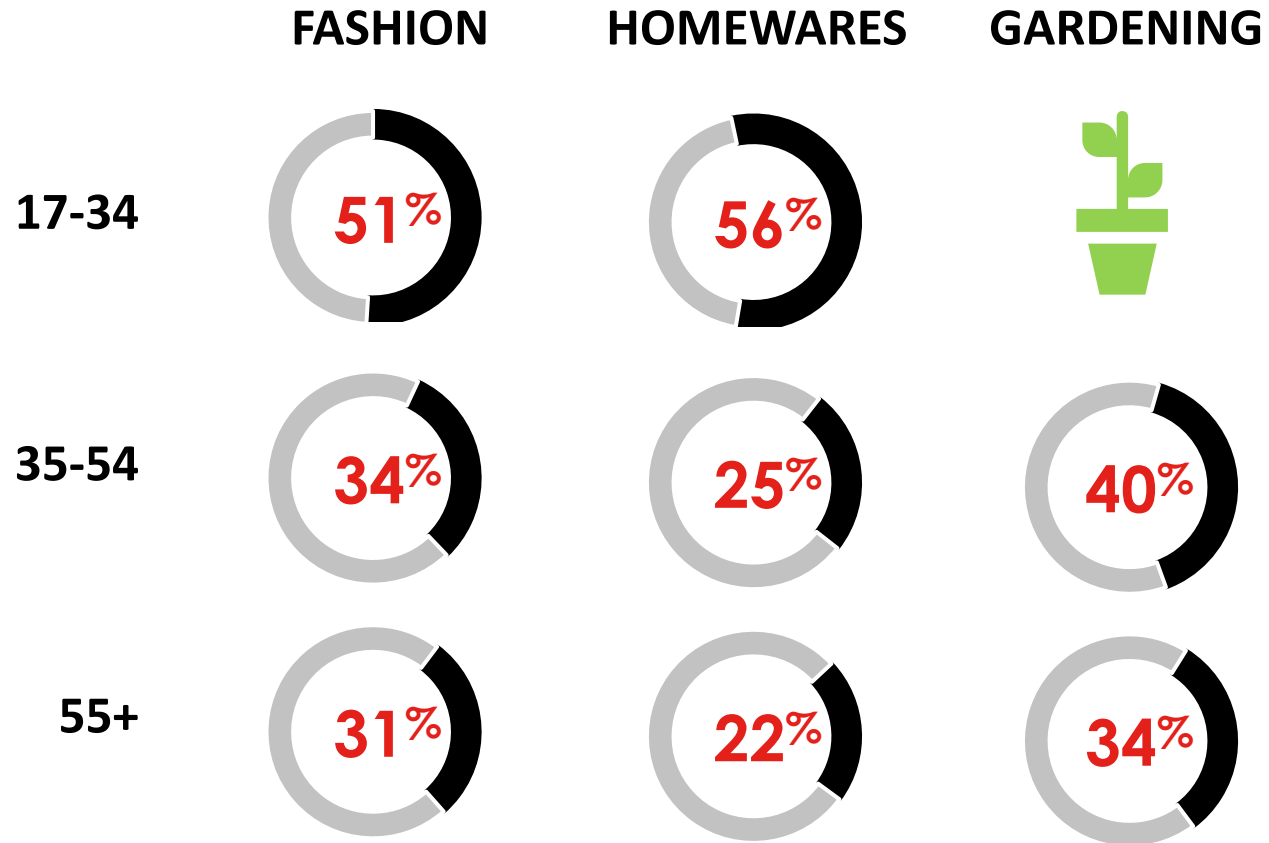


Used hyper-personalised QR codes to help builders shop most used departments



Used digital image recognition to help shoppers get to products quickly in their Christmas catalogue

DON'T FORGET YOUR CUSTOMERS OF THE FUTURE



Bought something, used a voucher, planned large purchase, discussed, visited sender's shop, visited sender's website, went online, looked up account, used smartphone, called the sender, posted reply


unleash the magic of mail



THANK YOU

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