An Introduction to Intelligent Doordrop Media

How to acquire new customers cost-effectively and compliantly

Module 1

Whistl Doordrop Media

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Doordrop Media

- **Doordrop Media** enables brands to connect with consumers in their homes using insight and data analytics to target households who fit specific geo-demographic profiles. It is the unaddressed delivery of a marketing message in print and is primarily used as a new customer acquisition channel
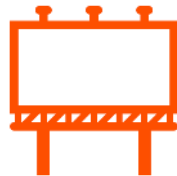
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A Unique Channel: Targeted Broadcast

Broadcast

TV

Outdoor

Press

Cinema

Radio

Doordrop

One to One

Email

Mail

Search

Display

Doordrops go to every household in the targeted geographies

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The Regulatory Opportunity for Doordrop Media

- DDM is a GDPR-compliant new customer acquisition channel, targeting households rather than people using anonymised data-sets

- It remains opt-out post GDPR and e-Privacy Regulation

- It offers the widest reach of any marketing channel and this reach has not been diminished by GDPR

"If an organisation is sending mail or leaflets to every address in an area and does not know the identity of the people at those addresses, it is not processing personal data for direct marketing, and the GDPR rules will not apply."
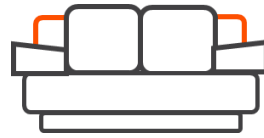
ICO

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Why use Doordrop media?

Highly Targeted

National Reach

Home Mind-set

Cost Effective

Integrated

Fuels Acquisition

Deepens Brand Engagement

Drives Online

Creative Freedom

GDPR Compliant

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Doordrop Media to postcode sectors

- Postal Area:
  - SL = c180,0000 homes
- Postal District:
  - SL7 = c8,000 homes
- **Postal Sector:**
  - **SL7 1 = c 2,500 homes**

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Unlocking the postcode

PO
Portsmouth

- 368K Households
- 862K Population
- AB Social Grade
- 65+ Years Old

Did You Know?
Tesco holds 26% market share through its 45 stores in Portsmouth

ST
Stoke

- 298K Households
- 667K Population
- DE Social Grade
- 55-64 Years Old

Did You Know?
1 in 7 people work within the skilled trade industry

CO
Colchester

- 298K Households
- 436K Population
- C1C2 Social Grade
- 65+ Years Old

Did You Know?
People who live in Colchester are likely to donate £200 - £249 to charity each year

DE
Derby

- 340K Households
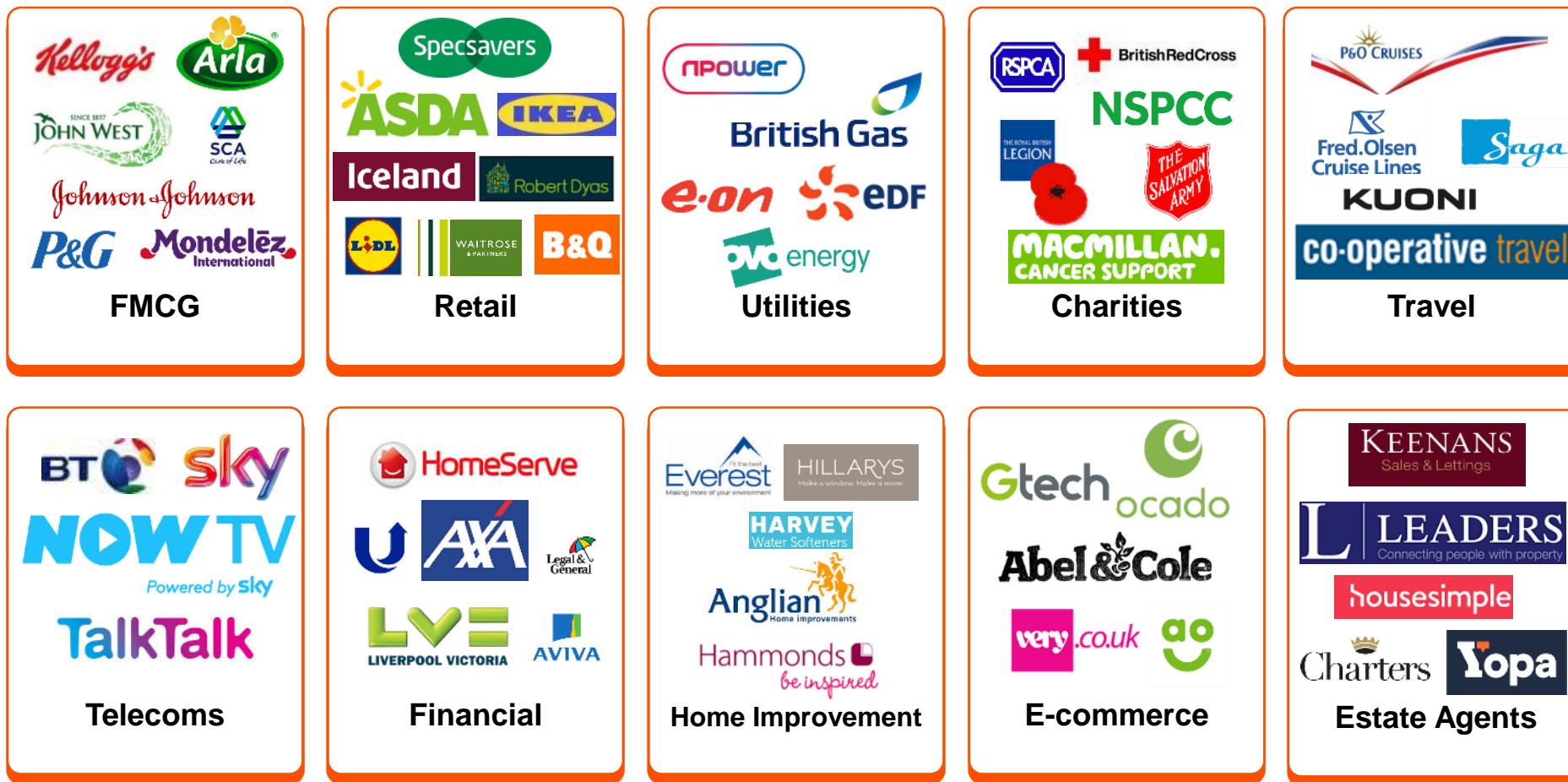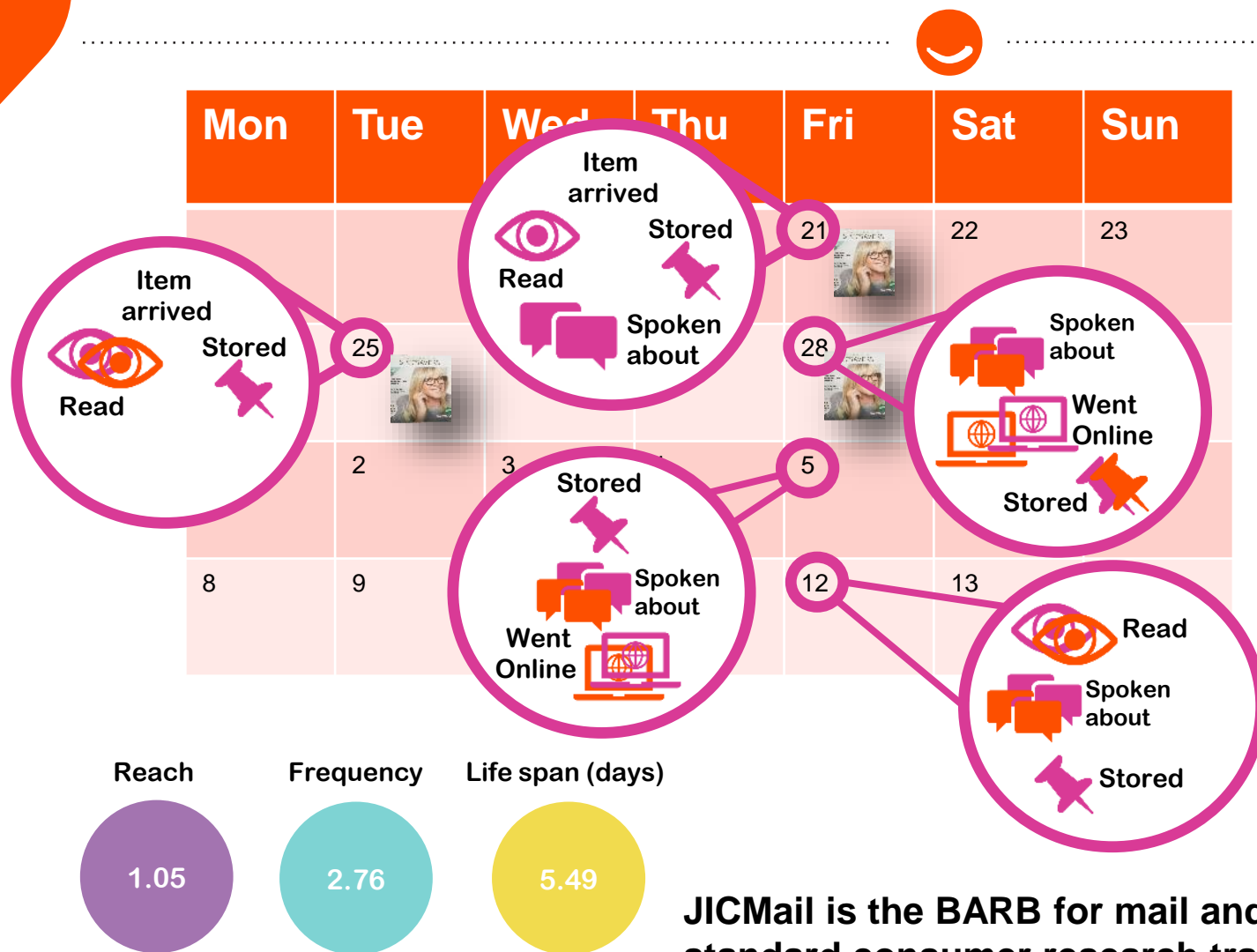- 760K Population
- DE Social Grade
- 15-19 Years Old

Did You Know?
1/3 of people who live in Derby drive a Ford or Vauxhall car

The insight available to us from an anonymised postcode is extraordinary

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Users of Doordrop Media by sector

FMCG

Retail

Utilities

Charities

Travel

Telecoms

Financial

Home Improvement

E-commerce

Estate Agents

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Doordrops now have their own Media Currency

Mon	Tue	Wed	Thu	Fri	Sat	Sun
				21	22	23
25				28		
	2	3		5		
8	9			12	13	

Item arrived · Read · Stored

Item arrived · Read · Stored · Spoken about

Stored · Spoken about · Went Online

Spoken about · Went Online · Stored

Read · Spoken about · Stored

Reach — 1.05

Frequency — 2.76

Life span (days) — 5.49

JICMail is the BARB for mail and doordrops – gold standard consumer research tracking media interaction

JIC MAIL
Mail Media Metrics

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JICMAIL: 2020 Lockdown Insights

JiC MAiL
Mail Media Metrics

During lockdown Doordrop saw a significant improvement in interactions

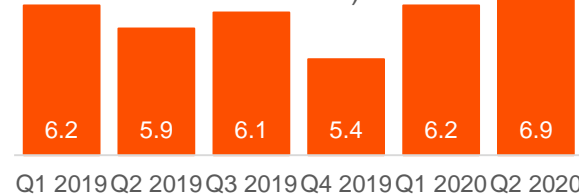**+16%**
Lifespan

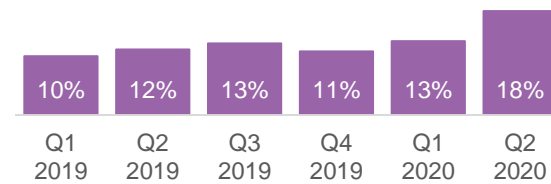**+15%**
Frequency

+58%
Commercial Actions

Q2 2020 vs. Q2 2019

Lifespan
(Avg. days an item remained in the HH)

Q1 2019	Q2 2019	Q3 2019	Q4 2019	Q1 2020	Q2 2020
6.2	5.9	6.1	5.4	6.2	6.9

Frequency
(Number of times an item is interacted with)

Q1 2019	Q2 2019	Q3 2019	Q4 2019	Q1 2020	Q2 2020
2.7	2.8	3.0	2.8	3.0	3.2

Commercial Actions
(% of items with a commercial action)

Q1 2019	Q2 2019	Q3 2019	Q4 2019	Q1 2020	Q2 2020
10%	12%	13%	11%	13%	18%
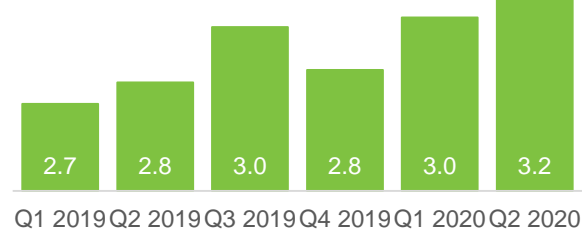
The JICMail audience research panel reported best ever interactions with doordrop media during the Q2 lockdown with all key metrics up year on year
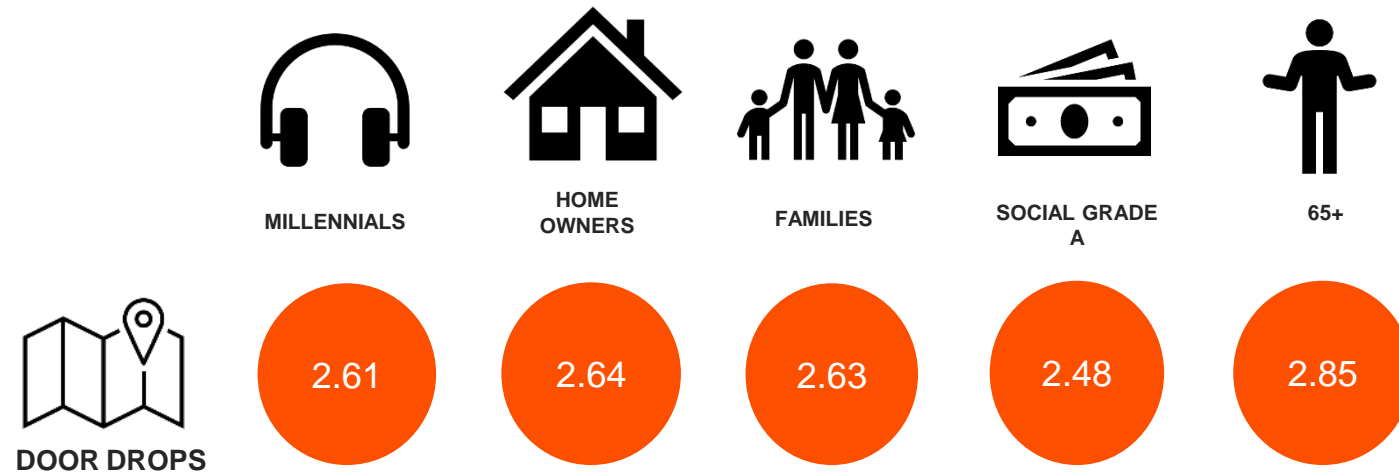
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Doordrops reach all audiences

High Doordrop interaction rates across all life stages
Frequency of exposure

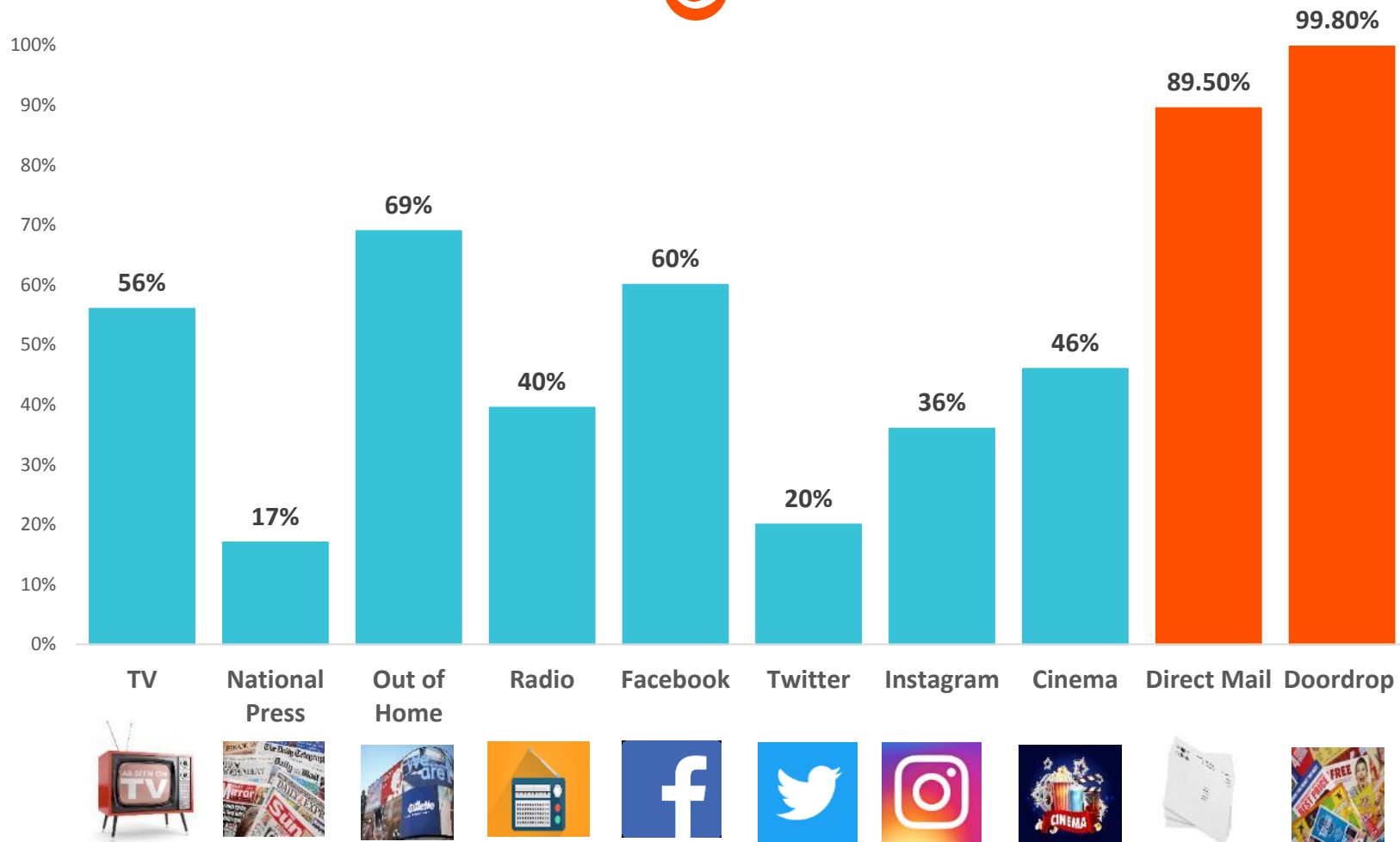|	MILLENNIALS	HOME OWNERS	FAMILIES	SOCIAL GRADE A	65+
DOOR DROPS	2.61	2.64	2.63	2.48	2.85

Again insight from JICMail busts the myth that doordrops are only effective at reaching older demographics. In reality all audiences engage in a similar fashion with the channel

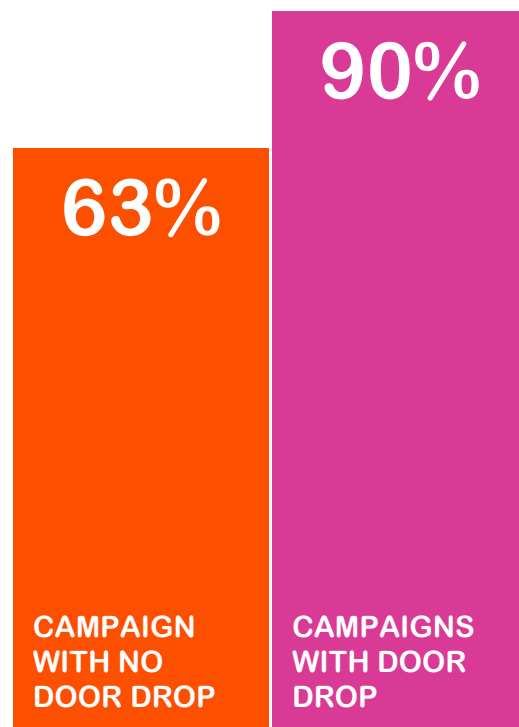whistl

Doordrop reaches all geographies

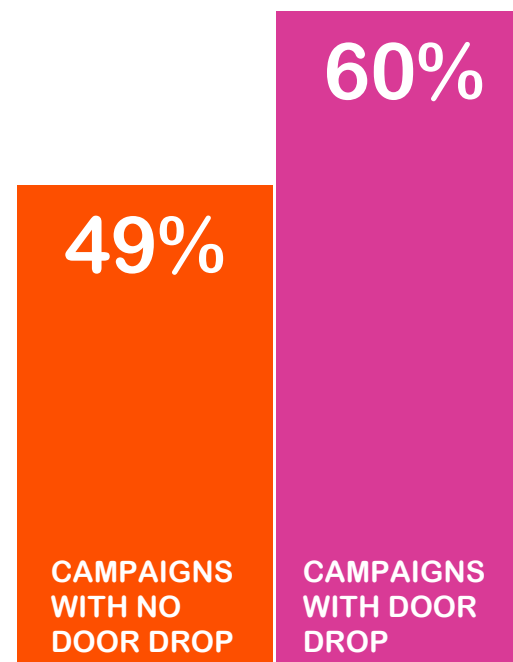Chart shows potential media reach by channel if budget were not limited

Potential media reach by channel (%):

- TV: 56%
- National Press: 17%
- Out of Home: 69%
- Radio: 40%
- Facebook: 60%
- Twitter: 20%
- Instagram: 36%
- Cinema: 46%
- Direct Mail: 89.50%
- Doordrop: 99.80%

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Source: Kantar, We are social, ABC, DMA

Doordrop Drives Sales and Customer Acquisition

% OF ALL DMA ENTRIES REPORTING AN INCREASE IN ACQUISITION

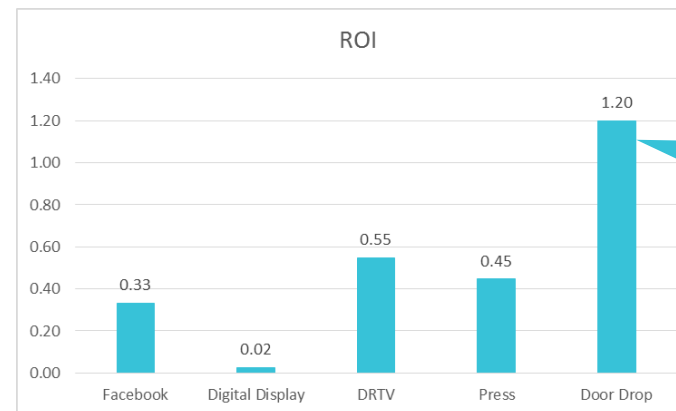**% OF ALL DMA ENTRIES REPORTING AN INCREASE IN SALES**

63%
CAMPAIGN WITH NO DOOR DROP

90%
CAMPAIGNS WITH DOOR DROP

49%
CAMPAIGNS WITH NO DOOR DROP

60%
CAMPAIGNS WITH DOOR DROP

Source: Royal Mail, Doordrop Entries, DMA Awards Meta Analysis . Base sizes: 887 (No Doordrop,), 88 (including Doordrop)
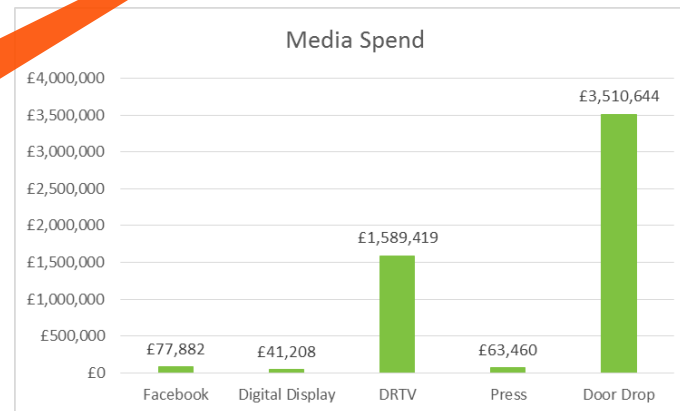
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Doordrops in the acquisition mix

A case study from a Charity client showing doordrop's ability to deliver effectiveness at a national scale

Responses

Facebook	1,021
Digital Display	23
DRTV	27,781
Press	370
Door Drop	147,477

Value Generated

Facebook	£25,802
Digital Display	£998
DRTV	£869,305
Press	£28,321
Door Drop	£4,215,826
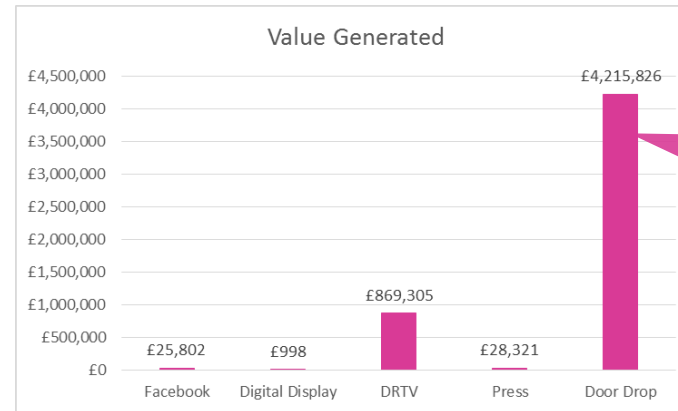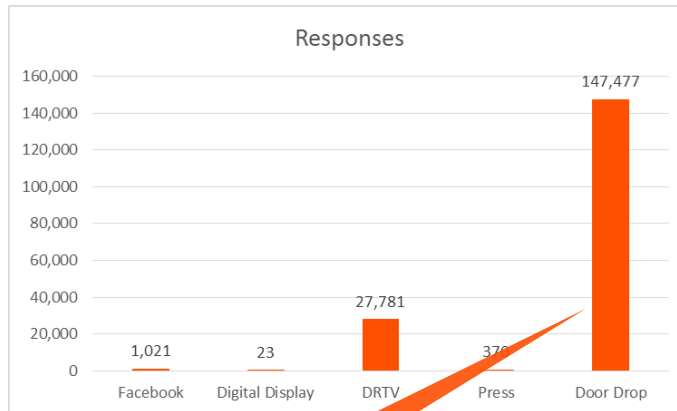
Doordrops delivered 82% of the donation value from only 66% of the budget

Media Spend

Facebook	£77,882
Digital Display	£41,208
DRTV	£1,589,419
Press	£63,460
Door Drop	£3,510,644

ROI

Facebook	0.33
Digital Display	0.02
DRTV	0.55
Press	0.45
Door Drop	1.20

Doordrops drives new acquisition reach and performance

Doordrops delivered positive ROI at a national scale (69% of the total response)

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Doordrops in the acquisition mix
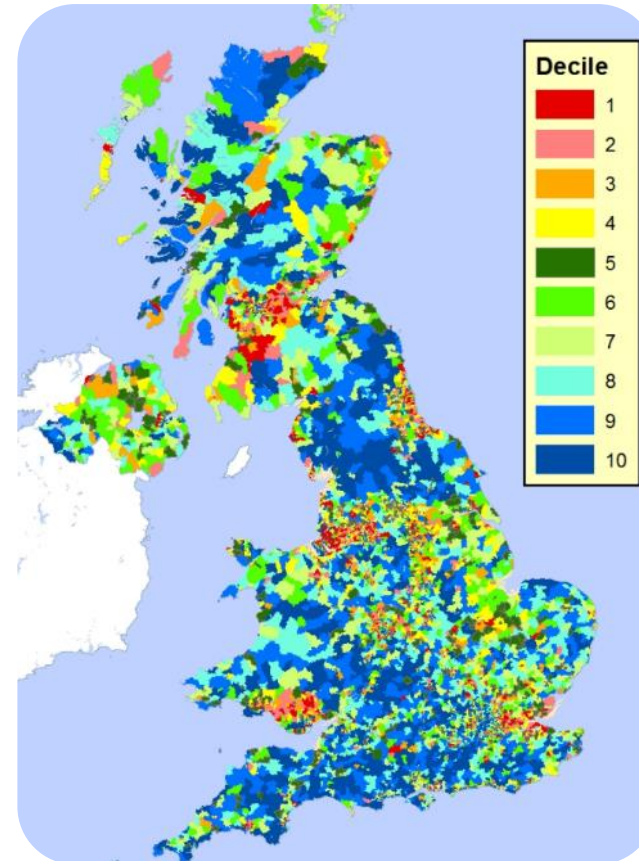
A case study from an eCommerce client

- This campaign was the first test of Doordrops by a pureplay e-commerce fashion retailer

Key statistics
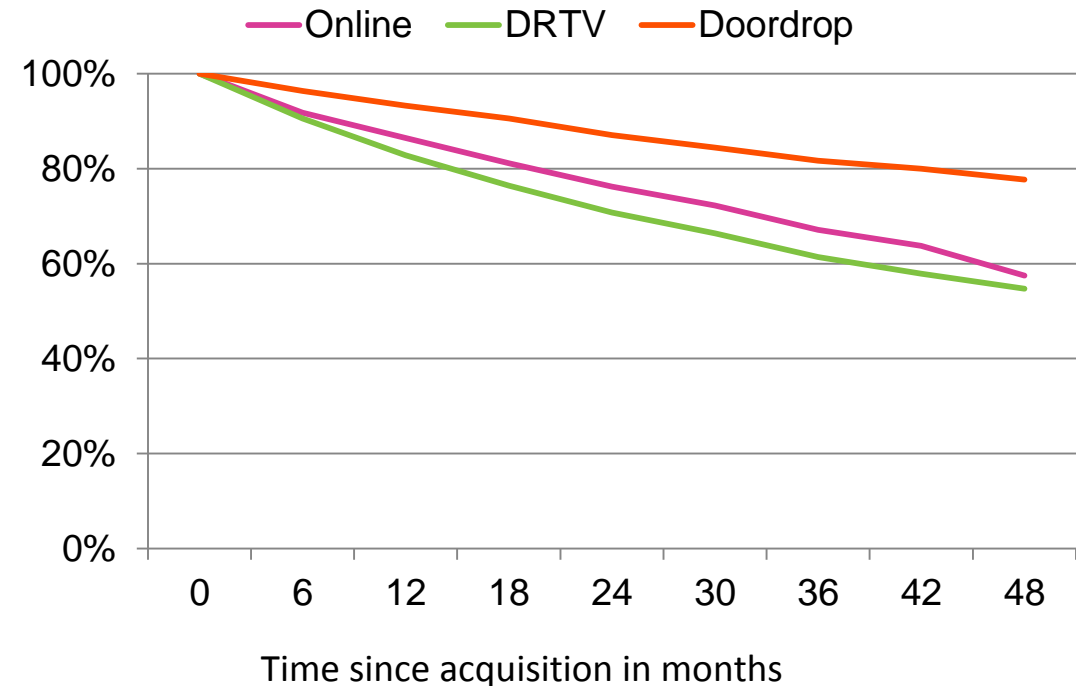
- The campaign drove an ROMI of £4.45

New customers

- Of the total transactions generated by the Doordrop 76% came from new customers

- This equated to 69% of the total sales from the campaign

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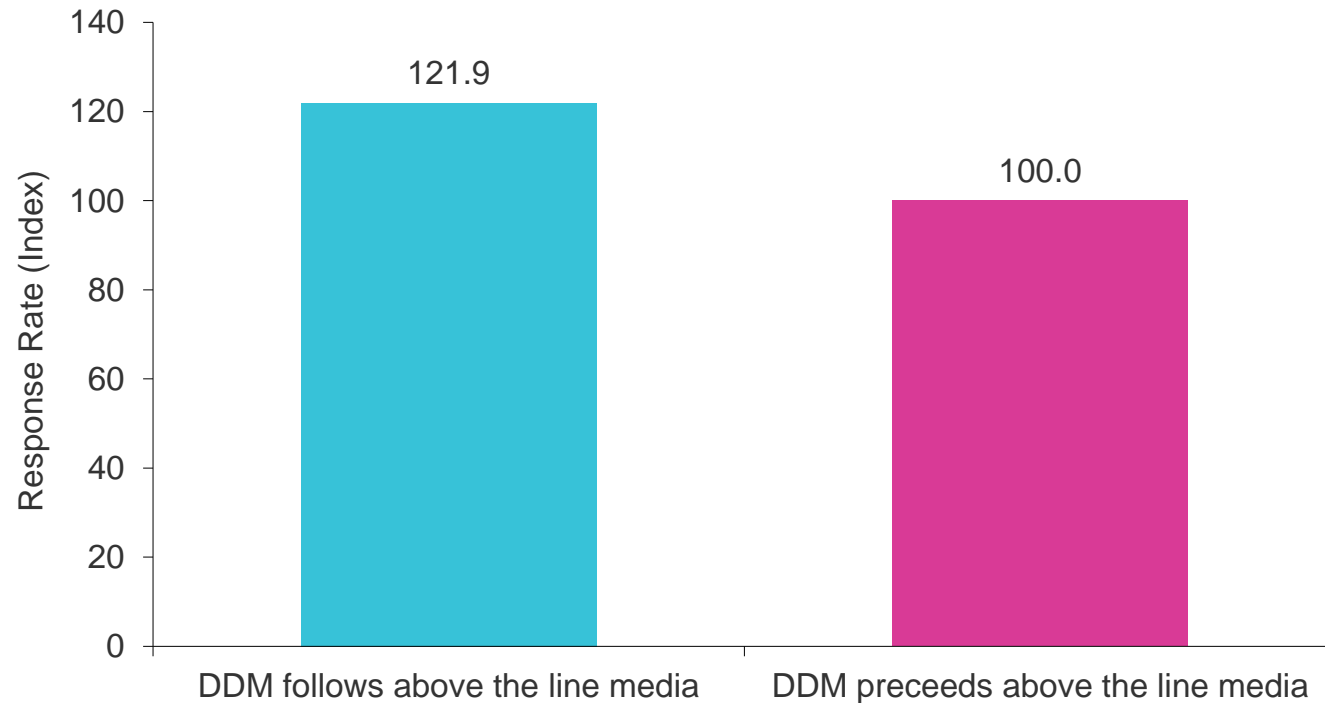# Effectiveness Beyond ROI – Lifetime Value

Key Highlights

- After 4 years, 80% of door drop customers are still loyal compared to under 60% for online or TV customers

- Doordrop customers are twice as likely to repurchase

- Doordrop customers drive 50% more net revenue

Legend: Online, DRTV, Doordrop

Y-axis: 100%, 80%, 60%, 40%, 20%, 0%

X-axis: 0, 6, 12, 18, 24, 30, 36, 42, 48

Time since acquisition in months

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Integrating with Broadcast Media

- Doordrop performance is improved by over 21% when it follows less targeted mass media (TV, Radio etc)

Bar chart — Response Rate (Index)

- DDM follows above the line media: 121.9
- DDM preceeds above the line media: 100.0

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Whistl's 360° Approach and support of this media channel provided to Agencies

Apply learning
Adjust
Refine
Optimise

Set Campaign Objective
Establish the overall objective and what success looks like

Granular Learnings
Geographic learnings
Timeframe of response
Influence on other media

The Whistl Approach

Audience discovery
Who is the target audience?
where are they?
How to engage with them?

Campaign Evaluation
Analyse Response & cost efficiency
Key metric performance
Who responded? And why?

Strategic Planning
Creating hypotheses
Set testing criteria
(E.g. Frequency/creative)

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Doordrop Media
Busting the myths

Module 2

Whistl Doordrop Media

Myth: Doordrops just get thrown away

92%
Of people say they read the Doordrops they receive.

20%
Of Doordrops are shared around the household
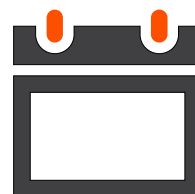
6.9
Days on average that a Doordrop stays in the home

3.19
Times on average that a Doordrop is revisited

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Myth: Doordrops don't drive Brand Engagement

- Market Reach did some neuroscience research on how our brain responds to doordrops and mail and what's clear is that memory responses are much greater when you can physically touch the item as well as see it

- The brain responds more strongly to mail compared to email & social media

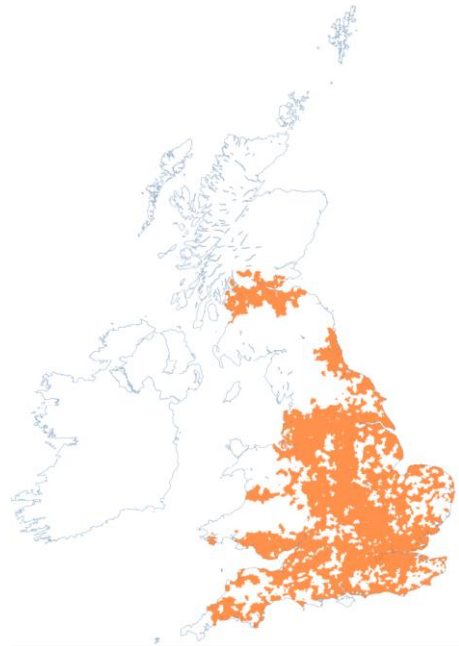- A reading of 0.7 or more indicates a response that is likely to be powerful enough to impact future behavior

Strength of brain response

	Mail	Email	Social Media
	0.77	0.58	0.57

■ Mail ■ Email ■ Social Media
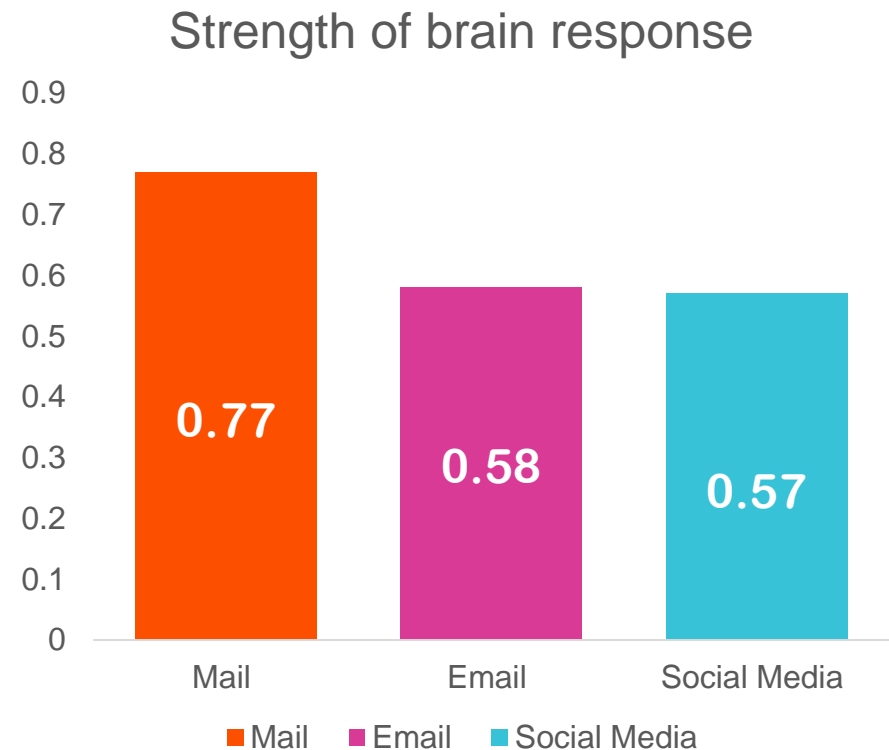
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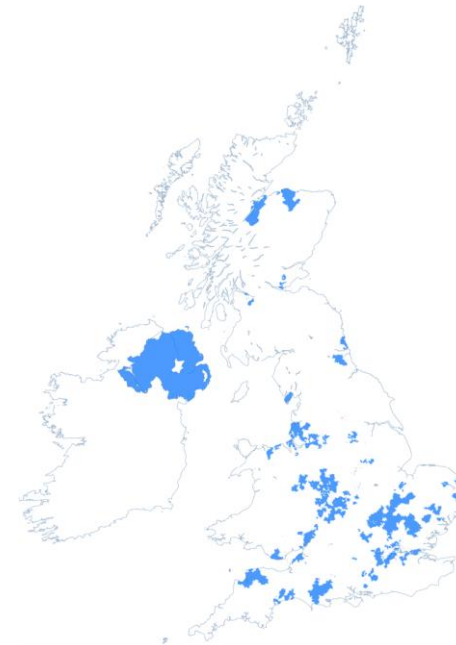# Myth: Doordrop Media lacks the reach digital channels have
Fact: You can deliver to all 29m households with a Doordrop!

**Royal Mail
29m Households**

**Whistl Home Network
21m Households**

**Newshare
3m Households**

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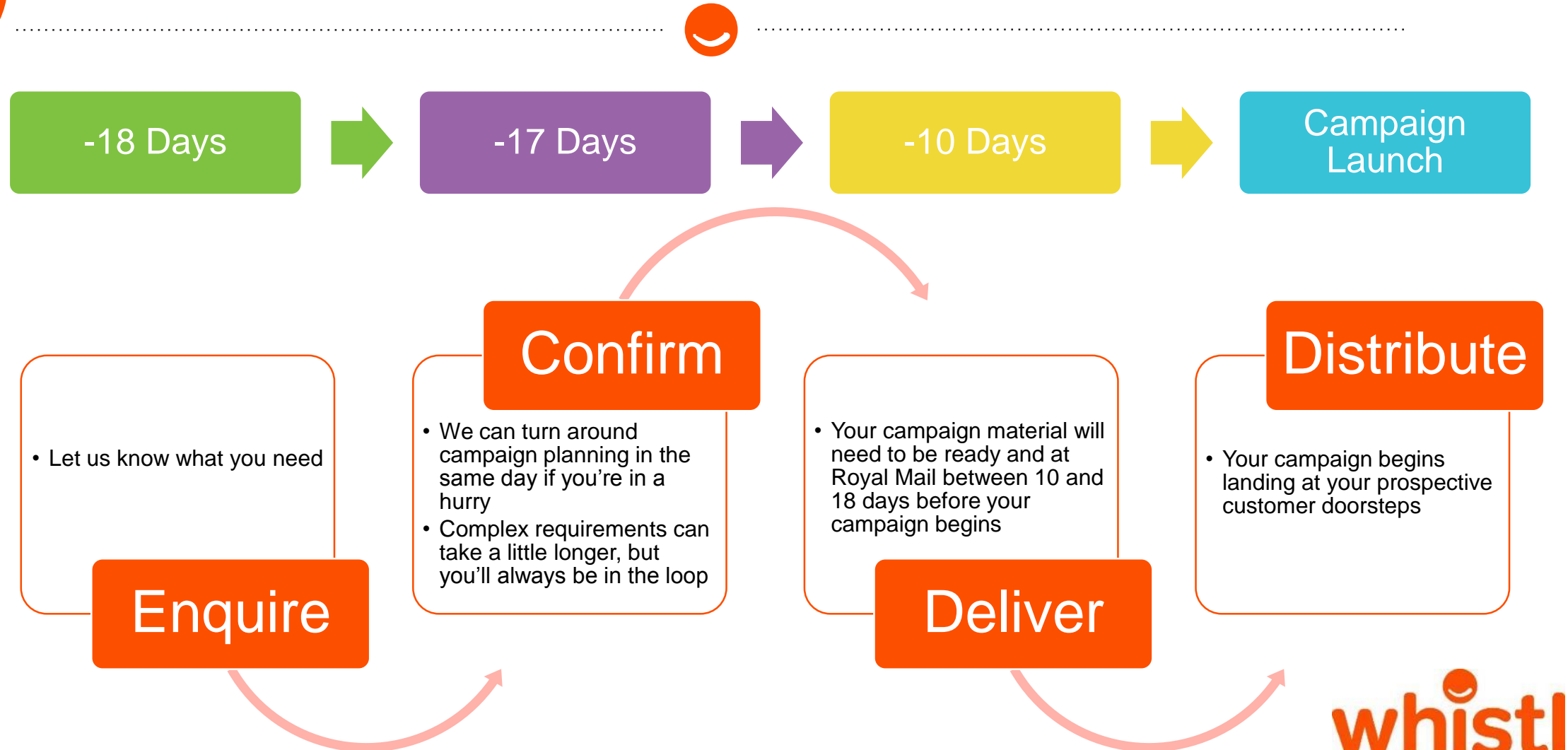# MYTH: It takes ages to arrange!

Within as little as 18 days we can have your targeting done, your doordrop booked, print ordered and your items going through millions of household doors

PLUS Royal Mail can now take your items with only a 2 week lead time if you know what you want straight away!

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Doordrop Timelines

| -18 Days | → | -17 Days | → | -10 Days | → | Campaign Launch |

Enquire
- Let us know what you need

Confirm
- We can turn around campaign planning in the same day if you're in a hurry
- Complex requirements can take a little longer, but you'll always be in the loop

Deliver
- Your campaign material will need to be ready and at Royal Mail between 10 and 18 days before your campaign begins

Distribute
- Your campaign begins landing at your prospective customer doorsteps

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MYTH: I can never get the sectors I want

- Royal Mail now take a maximum of 7 non competing items at any one time making it easier than ever for everyone to get a piece of the action

- 99% of postcode sectors are rarely fully booked, the only reason you may not get your postcode sectors are because there may be a competing item at the same time. Therefore your leaflet will not land on the door mat at the same time as your competitor.

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Myth: I can't book Doordrops over Christmas

Doordrops & Whistl Doordrop Media are available all year round

Myth: I'll need to speak to various European suppliers to book a European doordrop campaign

- Your account team at Whistl can book your European Doordrops for you just as they would do for a campaign in the UK.

- European Letterbox Marketing Association was founded by Whistl in 1990

- Dedicated to supporting best practice in Doordrop marketing across Europe, ELMA represents 24 markets across Europe (180m households)
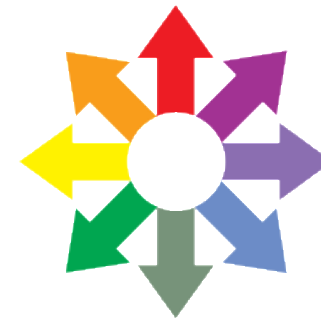
ELMA
European Letterbox
Marketing Association

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Simple steps to a Successful Doordrop

1. AGREE YOUR OBJECTIVES

Have a clear idea about what you want your door drop to achieve, e.g. increase footfall in store, drive sales online, or generate leads to follow up. If you have one clear goal, this will help your campaign succeed.

2. TARGETING THE RIGHT PEOPLE

Understand who your best customers are. What are their key characteristics, where do they live, how do they reach your business? Use this information to target similar looking prospects.

3. YOUR OFFER AND WHAT TO SAY

For your message to stand out, is there something you offer that is uniquely different from your competitors? Are you able to give an incentive to drive people to respond?

4. THE CREATIVE AND PRINT

You want people to notice your message, so make sure the design and format of your printed door drop has sufficient impact to stand out on the doormat.

5. RESPONSE AND MEASUREMENT

Think about how you want your customers to respond to you: visit your store, website, phone or email you. And, how the door drop fits in with your other marketing communications.
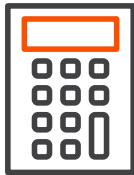
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Source: A Guide to Doordrops. Royal Mail Market Reach

The Key Benefits - Royal Mail

Delivered alongside the post

Slightly more expensive but reliable

GDPR Complaint . Doordrops don't use personal data

No competing items delivered in same week

Access to over 28 million homes

90% of campaigns that include Doordrops see an increase in new customer acquisition

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The Key Benefits - Whistl Home Network

Delivered alongside 1 or 2 items (likely to be delivered Solus)
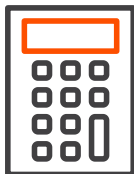
Similar price to the Royal Mail

GDPR Complaint . Doordrops don't use personal data

No competing items delivered in same week

Access to c.20 million homes
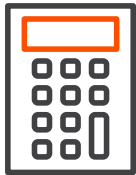
Ability to deliver bulky items or samples over 5mm

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The Key Benefits - Newshare

Delivered alongside the local newspaper

Delivered at the end of the week, in time for weekend offers

Less expensive but reliable

Access to over 3 million homes

GDPR Complaint . Doordrops don't use personal data

High readership numbers due to the local environment of the newspaper

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Let us take care of it for you
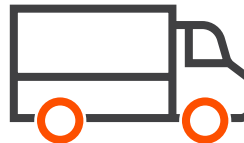
Client Brief

Audience Discovery

Strategic Planning

Creative Optimisation

High Quality Print

Distribution & Logistics

Evaluation & Insights

Whistl will act as a one-stop shop so help you with all aspects of your doordrop

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Myth: It's hard to book a doordrop

- Whistl are on hand to take all the pain away and do it all for you. You will be given a dedicated Account team to work on your booking

- Or, if you want to still do it all yourself, you can use our innovative online tool to target and organise your print and distribution within minutes

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Introducing… leafletdrop.co.uk

Providing agencies to ability access market leading Doordrop distribution and print through a one stop shop web platform.

The on-line tool is for smaller/simpler campaigns and Leaflet drop allows you to book your customers doordrop yourself, which can be quicker than you writing an email to Whistl!
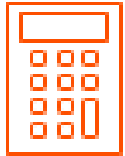
Affordable
From just 8p per leaflet for distributing 7,500 leaflets. Excl. print.
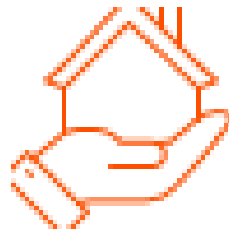
Reliable Delivery
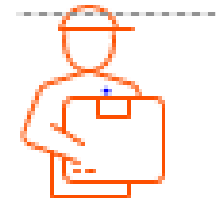We partner with Royal Mail to deliver your leaflets alongside the peoples post.

Target online
Fast and simple campaign builder. Target, book print and distribution in minutes.

Quality print
Upload artwork and our print partners will print and deliver to Royal Mail.

Expert support
We'll assist you or your advertisers with everything, keeping you up to date all the way.

www.leafletdrop.co.uk

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Doordrop Media
Insight & Planning Introduction

Module 3

Whistl Doordrop Media

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Contents

- Postal Geography Levels

- Whistl's 360° Approach

- Planning
  - The Datasets
  - Audience Discovery
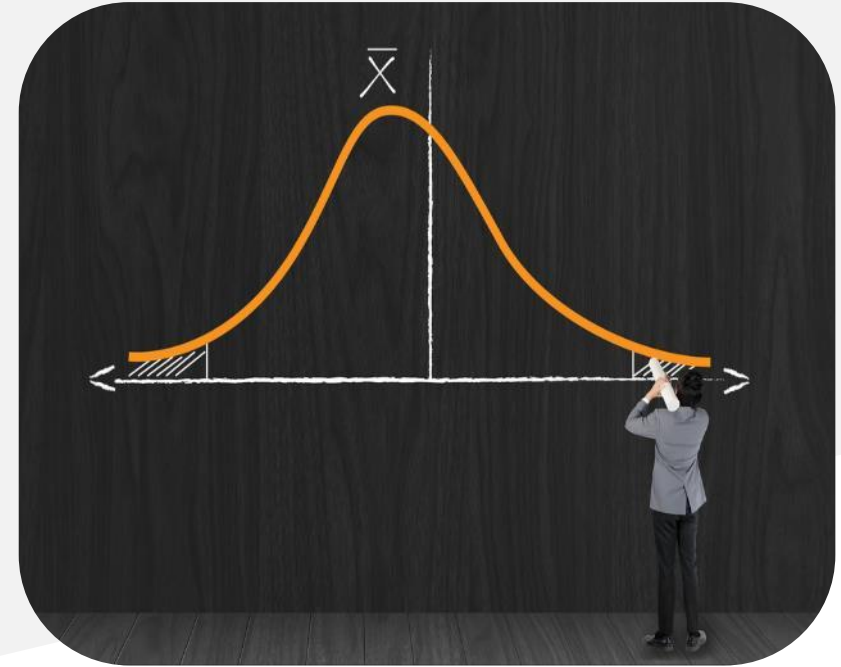
- Insight
  - Build targeting models
  - Evaluation

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Postal Geography Example

Postal Area
Description: Slough
Area: SL
Avg. HH: 240,000

Postal District
Description: Marlow
Area: SL 7
Avg. HH: 10,000

Doordrop Delivery Unit →

Postal Sector
Description: Marlow Bottom
Area: SL 7 1
Avg. HH: 3,000

Data source level →

Postal Code
Description: Fieldhouse Lane
Area: SL 7 1TB
Avg. HH: 15

DPS
Description: The Delivery Point
Area: SL 7 1TB H2
Avg. HH: 1

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A Complete 360° Approach

The Whistl Approach

Apply learning
Adjust
Refine
Optimise

Set Campaign Objective
Establish the overall objective and what success looks like

Granular Learnings
Geographic learnings
Timeframe of response
Influence on other media

Audience discovery
Who is the target audience?
where are they?
How to engage with them?

Campaign Evaluation
Analyse Response & cost efficiency
Key metric performance
Who responded? And why?

Strategic Planning
Creating hypotheses
Set testing criteria
(E.g. Frequency/creative)

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Planning & Insight

Datasets & Software

Geo-demographics

- experian
- mosaic
- Financial Strategy Segments
- acorn — The consumer classification
- CACI

Market Research

- JiC MAIL — Mail Media Metrics
- KANTAR MEDIA
- ebiquity
- TGi — TARGET GROUP INDEX

Other Datasets

- DVLA
- YouGov
- esds — Economic and Social Data Service
- Emma's Diary
- Grocery Market Share
- 2011 Census

Software

- alteryx
- Micromarketer Generation3
- KANTAR MEDIA — Choices 4
- Arc GIS (ESRI)

Geography

- High Street & Retail Parks
- Grocery Catchments
- Drivetime / Radii
- Media Boundaries
- Government Administrative

Free source Data

- Office for National Statistics
- ofgem
- Ofcom
- Ordnance Survey
- CAF — Charities Aid Foundation

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6

Mosaic 7 Improved Insights

Consumer segmentation is the practice of dividing a consumer base into **groups of individuals** that are similar in specific ways relevant to marketing, such as **age, interests, life-stage, and spending habits**

Groups your customers together based on similar characteristics

Understand catchment profiles and customers within those areas

Understand their demographics, lifestyle, behaviours and preferences

Target prospects that look like your existing customers

Mosaic 7

850m+
Source Records

15
Groups

66
Types

950+
Variables

51m individuals

25m households

1.7m postcodes
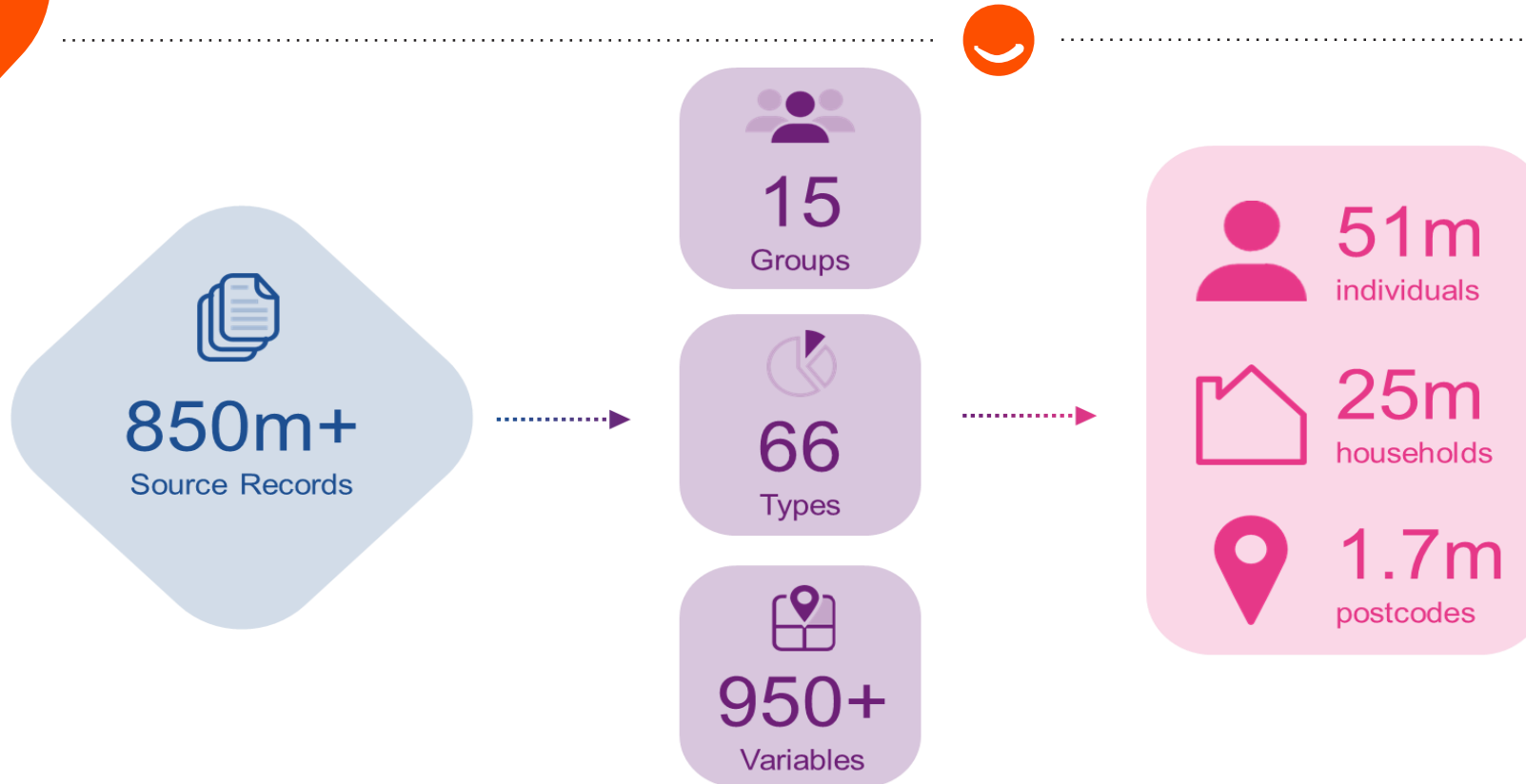
Draws on over 850 million data records and 30 years of advanced data modelling to create the most up-to-date segmentation.

- Inclusion of additional data sources to improve allocation.
- Includes the latest consumer data and trends incl. lifestyle, technology and attitudinal insights

Key Changes from Mosaic 6

New product structure
Simplified structure to create more flexible and up to date insights

Deeper insights
Over 300 additional data profiles

Allocation Changes
Inclusion of additional data sources to improve allocation

Mosaic Type household Changes from Mosaic 6
28% of households have changed Mosaic type from Mosaic 6

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A Mosaic Profile Explained

Number of records in the target (customer) file. The records are matched and then displayed as a distribution across groups and types.

Number of records in base file. This is the base against which the target data is compared.

Target penetration of the base.

The index is a measure of the % distribution of the target file compared to the % distribution of the base file.

A smoothed index has been calculated to take into account the inequalities caused by the different base percentages. Ensuring the base is statistically comparable for a more accurate profile

	Mosaic Group	Target	%	Base	%	Pen	Index	Z-Score	S-Index
A	City Prosperity	1	0.1	1,222,483	4.4	0.00	2	-8	21
B	Prestige Positions	174	12.1	1,858,933	6.7	0.01	181	8	181
C	Country Living	36	2.5	1,779,025	6.4	0.00	39	-6	40
D	Rural Reality	21	1.5	1,915,666	6.9	0.00	21	-8	20
E	Senior Security	151	10.5	2,214,578	8.0	0.01	132	4	135
F	Suburban Stability	137	9.5	1,602,432	5.8	0.01	165	6	160
G	Domestic Success	227	15.8	2,246,085	8.1	0.01	195	11	205
H	Aspiring Homemakers	327	22.7	2,562,642	9.2	0.01	246	18	274
I	Family Basics	149	10.3	2,106,455	7.6	0.01	137	4	139
J	Transient Renters	42	2.9	1,697,751	6.1	0.00	48	-5	50
K	Municipal Challenge	10	0.7	1,844,351	6.6	0.00	10	-9	11
L	Vintage Value	38	2.6	1,935,941	7.0	0.00	38	-6	36
M	Modest Traditions	48	3.3	1,332,101	4.8	0.00	70	-3	74
N	Urban Cohesion	21	1.5	1,287,174	4.6	0.00	32	-6	44
O	Rental Hubs	59	4.1	2,218,278	8.0	0.00	51	-5	46

A typical Mosaic Group profile using the database profile against the UK as the base

whistl
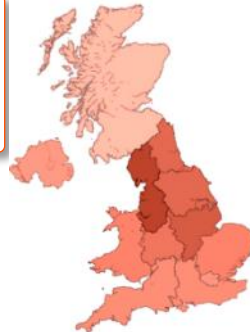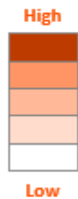
Turning a Profile into a Ranking

- A ranking is a universe with data sets appended on e.g. Mosaic, TGI, Census, Consumer Expenditure etc
- It is normally ranked by an individual data set
- Whistl score every sector against the profile allowing us to rank sectors in order of value to the campaign
- The universe is dictated by the brief and can be the whole UK, a TV region, a drive time around a specific postcode, a grocery catchment etc.

| ITV Region	Distance (miles)	Drive Time	Sector	Descriptor	Combined index	Royal Mail HH	RM Avails 17/02
North West	7.25	18.99	WA150	Hale Barns, Hale, Ashley	184	1936	1936
North West	8.66	22.13	WA169	Knutsford (Incl Allostock, Lower Peover)	184	1750	1750
North West	10.00	31.43	SK221	Birch Vale, Rowarth	183	385	385
North West	1.08	3.30	SK104	Prestbury, Adlington	182	2639	2639
North West	3.20	8.94	SK96	Gravel Lane, Wilmslow	182	1903	1903
North West	3.58	11.78	SK71	Bramhall, Woodford	178	3199	3199
North West	9.16	23.65	CW48	Goostrey, Cranage	178	2474	2474
North West	4.47	12.51	SK87	Glandon Drive, Cheadle	177	3768	3768
North West	6.35	17.53	SK110	Sutton, Rushton Spencer, Lyme Green	175	1923	1923
North West	5.45	15.32	SK76	Hazel Grove, Torkington, Stockport	174	2666	2666
North West	4.62	12.74	SK119	Chelford, Gawsworth	173	2110	2110
North West	9.10	24.31	WA143	Bowdon, Hale, Millington	170	1935	1935
North West	9.02	27.15	SK65	Marple Bridge, Mellor	170	2595	2595
North West	8.56	22.52	WA159	Hale	170	2190	2190
North West	9.22	20.36	M203	Manchester (Incl Withington (West))	168	2533	2533
North West	6.26	18.39	SK68	High Lane, Hazel Grove	166	1809	1809
North West	6.58	14.90	SK84	Gatley, Heald Green	165	3729	3729

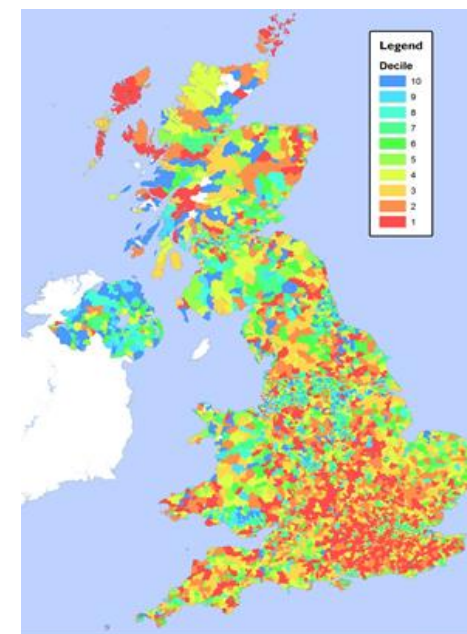# Blending Data Sets To Create A Model

Customer Data
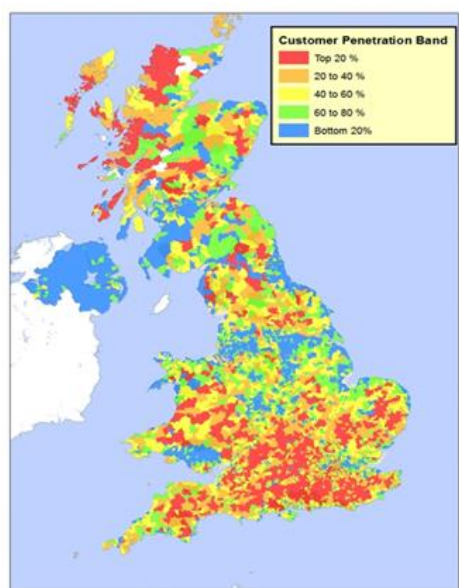
Modelled Data
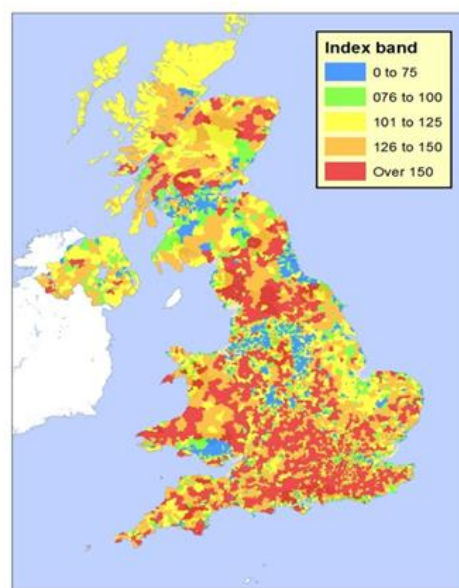
Proposed Targeting Model

All datasets blended together using the most up to date data analytical and data blending techniques

Each UK sector scored using a complex algorithm taking into account all datasets
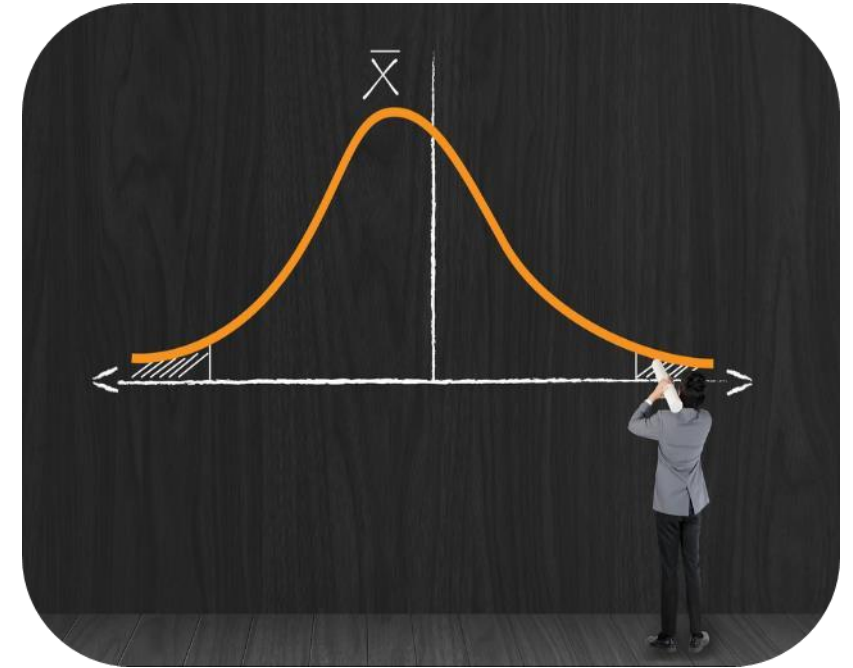
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Building a Predictive Model

- A decile model is a propensity model. It is used to identify those most likely to be the target audience
- In statistics a decile model will split the ranked data into ten equal parts, so that each part represents one tenth of the sample population.
- Decile 1 would contain those most likely to likely to respond and decile 10 the least likely to be the target audience.
- There are a multitude of data sets available when building a decile model ranging from Experian Mosaic to Census
- A ranking algorithm is created to score each sector taking all data sets into account in order to target the correct audience
- Once built, the model is tested against all datasets to ensure the targeting is discriminating across all key metrics

Decile	Customer Data			Regional Mosaic Profiles			TGI Statements		Census Data	
	Total Doordrop Leads	Total Sales	Total Sales Value	Doordrop Leads	Doordrop Sales Index	Doordrop Value	Have or Plan to make Major Home Improvements within the Year	Spent £5k+ on Conservatory OR £750+ on Windows last year	Socially Rented Properties	Property Type: Flats
1	2,970	20,259	£103,831,524	256	179	197	115	148	50	52
2	1,593	14,056	£72,033,052	203	162	171	117	139	57	55
3	614	11,458	£55,592,463	173	144	148	114	128	63	58
4	379	8,983	£43,267,391	157	135	138	110	121	69	66
5	256	7,276	£34,230,312	132	119	120	106	119	82	74
6	142	5,499	£24,866,282	110	106	106	103	113	90	79
7	98	3,837	£17,400,715	88	95	94	100	107	101	88
8	61	2,950	£12,637,617	61	79	75	92	96	114	104
9	30	2,071	£8,520,770	38	56	51	86	80	135	136
10	19	1,248	£5,395,888	13	33	29	81	54	173	234

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Doordrop Evaluation

A typical Evaluation will provide analysis of the following areas & key metrics:

- Overall Performance.

- Geographical Performance

- Creative Performance

- Frequency

- Targeting Model Analysis

- Return on Investment (ROI)

- Average transaction value (ATV)

- New Customer %.

- Campaign on campaign.

- Influence on other Channels (online, TV etc.)

Doordrop Media
Creative Solutions

Module 4

Whistl Doordrop Media

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Make sure the campaign objectives can be achieved with the creative

- If your role is to provide media choices to brands who need to be able to attribute sales performance, or measure customer acquisitions on a linear basis, then please ensure that the creative is highly considered

- The creative is ONE of the most important elements of a doordrop campaign. It is the physical item that the audience actually sees. All the hard work undertaken in planning and evaluating who your audiences are, it's the creative that your audience sees!

- Doordrop Media is a hard working channel delivering numbers, and the creative should allow you to measure them

- Looking at these images here, pick your favourite one and ask yourself what you like most about it. Think about your client base and think about how your clients can create something equally compelling. The important part aside from the imagery is ensuring you can evaluate its success!

whistl

Formats

Find out which captivating intelligent doordrop creative format will gain you the greatest impact from your media budget.

- Typically a format is dictated by a budget And the campaign objective. For simple messages driving customers online to claim an offer a simple A4/A5 format does the trick

- An understanding of what formats have worked well before be it in doordrop or other media OR a different PRINT media channel can usually be adapted to suit doordrop

- Look at what your competitors do, they are using doordrops for a reason!

- The next few slides describe the different formats in more detail, however to give an initial overview ALL formats give **you a National reach, however classic formats give you a lower cost of entry,** giving you cost-effective access to all 29 million households in the UK. Our geodemographic targeting allows you to reach valuable consumers with the least wastage.

- Typical questions asked by clients will be if an envelope is needed . An envelope can create intrigue, they establish credibility if done well, or if there is a variety of items that you need to send to the target audience, typically seen in charity donor acquisition campaigns. The 5 seconds it takes for someone to decide to open the envelope are important, so the envelope outer is key.

Classic doordrop

Partially addressed

Sampling doordrop

Localised doordrop

Enveloped doordrop

Bespoke doordrop

Multi-page doordrop

Coin Carrier

whistl

Classic Doordrop

National reach with low cost of entry

By blending distribution across Royal Mail, Newshare and The Whistl Own Network, Classic doordrop campaigns give you cost-effective access to all 29 million households in the UK. Our geodemographic targeting allows you to reach valuable consumers with the least wastage.

whistl

Case study

> **Whistl's Printer was exceptional, they were able to create over 250,000 unique codes for the doordrop in exceptionally tight deadlines. The quality of the print and creative has far exceeded our expectations.**

Helena Jennison, Marketing & Communications
Director UK at Movember Foundation

- Movember generated a response rate of **1.48**%

- The doordrop generated circa **2,933** NEW donors, and incremental sign ups from **780** existing donors

- 5,000 FREE Razors were redeemed from the doordrop, giving a redemption rate of 2%

whistl

Partially Addressed Mail

A new media opportunity to grab a larger share of your target market

This unique and high-impact format draws together doordrop media and direct mail to create partially addressed mail. This new media type is hard to ignore alongside normal mail you can target an occupier, home owner or campaign specific titles for example "Jet setter" ensuring GDPR compliance.

Enveloped Doordrop

Deliver a longer or more complex message at scale

Enveloped doordrops gives you the opportunity to intrigue consumers while establishing credibility. This format is ideally suited to conveying a more detailed or complex message about your brand or offering, and can optionally include a reply-paid card or other enclosure.

whistl

Sampling Doordrop

Let consumers experience your brand in the comfort of home

Allowing consumers to try your product in the home environment can produce a strong and sustained uplift in sales and a halo effect across your other product ranges. Create engagement with your brand and deliver a creative impact.

whistl

Localised Doordrop

There's no place like home with a local campaign

Advertisers are increasingly recognising the value of bringing a local significance to national campaigns to get closer to consumers. Using print partners with the latest digital techniques, we can deploy localised creative cost-effectively across a national doordrop campaign to deliver stronger recall and receptivity.

whistl

Bespoke Doordrop

Harness outstanding creative to create a truly memorable campaign

Today's sophisticated die-cut techniques, eye-catching finishes and innovative formats allow you to create an exclusive doordrop that just begs to be explored. Bespoke doordrop brings your brand to life and differentiates your product launch.

Multi-page Doordrop

Cost-effective, informative advertising and showcasing

A Multi-Page doordrop like a catalogue or brochure creates a perfect flow of factual information such as product descriptions, prices and store locations. This format brings the store experience to life in the home, enabling consumers to focus on purchasing decisions, driving online and in-store visits.

Brands whose products or services have a high order value, (holidays/luxury items) may need a 'multipage'. Catalogues are known to stay in the home for longer periods of time.

whistl

Increasing pagination can improve Response Rates
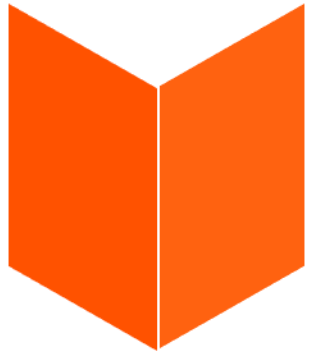
A5/A4
2/4 pages

Limited Content

0.18% to 0.4%

210mm x 195mm
12 pages

All Content

0.3% to 0.8%

210mm x 195mm
16 pages

All Content

0.36% to 1%

Average Response Rates:

- There are a lot of different formats for consideration AND what a slide can't show you is paper thickness and paper quality, this is known as GSM grams per square meter.

- Premium brands will need to show more depth and quality, and typically this is done by using the correct type of paper weight and finish. Uncoated and thicker gsm paper stock allows for a more premium look and feel. The higher the GSM number the thicker the paper is.

- So on balance format, paper quality, and pagination come hand in hand. Whistl can help you here by suggesting what to use within your budget. We can manage the whole print element for you, as well as make recommendations on creative improvement

whistl

Creative tools and tips

whistl

The average UK letterbox *230mm wide 30mm deep (internal dimensions)*

## Understanding reach within deliverable homes

- If items are outside average letterbox dimensions, the item may still be delivered but may require additional households to be visited. Allowing for replacement homes that cannot accept the delivery due to letterbox size

- NB: For optimal Royal Mail rates, items under 5mm in depth are recommended

- Think about ALL the printed items you produce in other channels…..and then think about how nicely they would fit through your target audiences' letterbox! In their home….no need to rely on walking past an Out of home poster, or limiting your possible audience reach to a publication….and to add, currently doordrops offer a non-competitive environment….you would literally be the only brand in a particular category

- **Did you know?** People ask themselves **at least 20 unspoken questions** as they go through the process of picking up a mail item, deciding whether to open it, deciding whether to read it, reading it, and deciding whether to respond.

- That might seem like a lot of questions but don't forget, people think quickly, much more quickly than they speak or type.

- If you design your creative to lead people through these questions and give positive answers to them, then you have the best chance of getting the response you want.

- The MESSAGE is important and can determine the success of the campaign, and all the wonderful planning undertaken from Module 3 needs the support from a powerful creative

200mm

38mm
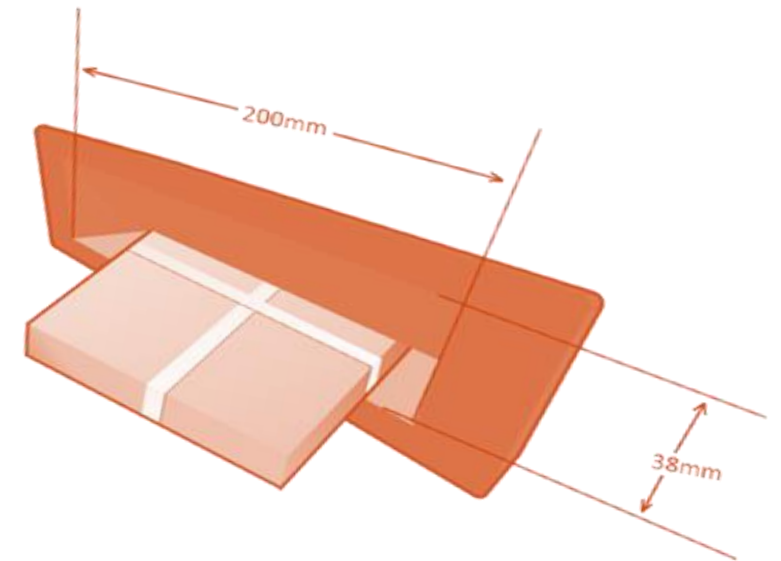
whistl

I only have budget for a A5 Single Page/Postcard

- Whistl recommend adapting a current DM postcard or your Insert Creative, however consider the following:
  - Improved paper quality is needed for a postcard, start at 250gsm, however ideally use 350gsm from a quality perspective
  - The Doordrop creative does NOT 'need' to have any Royal Mail indicia's, this frees up space as per the Toyota creative
  - An A5 **or** postcard is a great starting point, they weigh under 20grams, so by default fall within the cheapest weight bracket with Royal Mail. We strongly recommend that if you are NEW to doordrop yet have tested postcards or A5 in inserts or DM before then absolutely adapt it for doordrop. The great thing about doordrop is that anything that was a DM creative WILL have more space for more messaging with doordrop, just for the sheer fact that you don't need the space for an address or return address – just look at that blank space on these DM examples which could be adapted for more imagery, similar to the Toyota creative. Doordrops free up SO much space on DM formats, and it means you have a creative benchmark to work against
  - In comparison to DM, the Doordrop creative must NOT have a reply address and must NOT have any address details on it. This means there is LOADS of space on the current format!
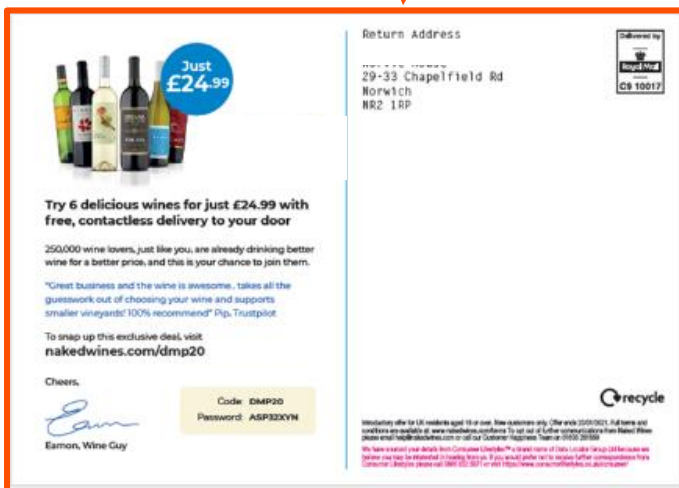
How can I make my message / offer stand out?

- The Front should lead with what you sell! Product or Service is the KEY feature. Add in the offer and list anything 'FREE' i.e. tumblers, discounts, free delivery, use roundels. Include Trust Pilot, App to Download. The KEY ways to measure the 'success' and campaign objectives need to be clear

- Establishing or reinforcing your company's brand and being aesthetically appealing, as well as giving the consumer an idea of what's inside. You want to encourage existing and prospective consumers to explore the item further

- Driving traffic to multiple sales channels by prominently displaying the phone number and web address. Much of what applies to the front cover applies to the back too. Featuring products on your front cover could prompt immediate sales- and helps measure HERO products

- Typically on the back you see the Recycling or FSC icons, this is really important if you have gone to the effort to use recycled paper tell your audience that you've used recycled paper
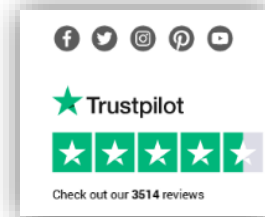
I need to be able to MEASURE.
Do I need a Unique Code?

- In order to truly measure doordrops on a linear basis, you need a unique code for the 'channel'. A unique code can be a URL, and unique telephone number, a QR code, or/and a unique discount code. Search Terms can also be used, as seen on this Vodafone creative by calling out 'search online Vodafone press'.

- A key point to make however, that with URL's **WE** can be lazy consumers and just use google, this means we lose the trackable nature of a doordrop and at times

- Alongside the code, in most cases a postcode is captured at the 'checkout' which can then be allocated BACK to the distribution schedule for measurement

- Some advertisers go one step further, and create a 'unique code' for each doordrop item, which allows the recipient to enter their 'unique code' at checkout.

- The Movember, Sainsbury's and Moonpig example show the use of unique codes, this helps reduce the campaign from 'over redeeming' and reduces 'Voucher Code' websites from benefiting from response.
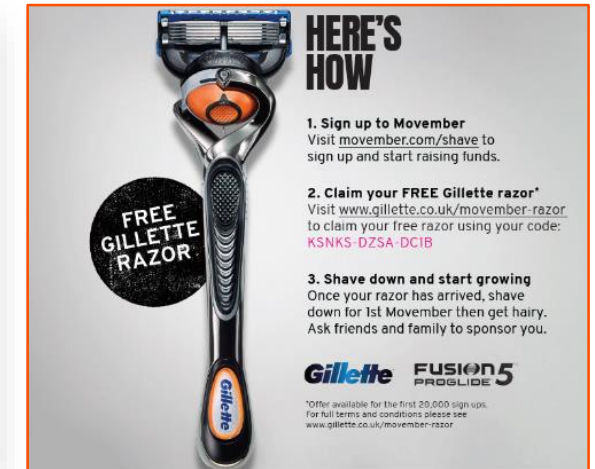
Call to Action & Measurement

- The call to action should to be on **front** and **back** pages. Include Website (ideally a URL), Phone Number (Unique). Both back and front need to have the same doormat presence

- Think about colour fonts for standout, Landscape vs Portrait

- Use a 1, 2 3 step guide and/or symbols to visualise the steps, i.e. a van to symbolise free delivery, or 'How It Works' Our brains pick up on these icons quickly and saves the audience reading words

- Order Now on XYZ HURRY Offer Ends 01/01/0000

- Call to action and measurement is so important, use powerful words, language and imagery to create impact

- Allow an online/digital option for sign up, more important now for charity donations, this reduces anonymous donors and allows a younger audience to respond in a way that they like

- Always look to repeat key information that you would include on the front cover, such as offers, contact details, brand, and so on

whistl

When to use a FACE and Eye Contact

😊 Use Eye Contact, especially to get a point across. The impact of including human faces will help improve **linger** time

😊 Typically we see this in fashion and charity doordrops.

😊 The RSPCA image has a cute kitten looking directly into the camera lens with its leg wrapped up in a bandage. And with the powerful words "Please don't throw me away again". it really gets the point across doesn't it?

When to use Shapes

- Typically shapes are used for doordrop presence and stand out, as most creative are classic A4/A5 a shape will absolutely get noticed over and above standard formats.

- Use shapes when you can't sample an item, hazardous items for example which cant be delivered as a sample

- Electronics to help visualise what the product is

- Die cut to make the item look like what you would find on the shelf, or a shape to demonstrate quickly what the product does. The CIF example is a dustpan and brush shape to demonstrate the tough cleaning message

- The a money off coupons help to incentivise purchase, giving an average response rates of 2.5% Greater value or free offer messages can get between 5 and 10%.

- Electricals, Utilities, Telecoms all use shapes from time to time, this helps creative tire and gives the audience the ability to truly understand what the product can do

whistl

How do Chilled or Frozen brands doordrop then?

- Create the doordrop to look like the item on the shelf

- Add a coupon as this gives consumers that chance to find it quickly and easily in store or on their online shop and can very quickly and easily add it into their basket!

- The Carrot image is for birds eye frozen carrots, where sampling was not a viable option, therefore a super sized die cut carrot with a coupon on the back was created, with a clever bite mark die cut into the creative to showcase just how great they taste.

whistl

Well what about products with a short shelf life?

- Creating a paper based campaign and make it look like the product on the shelf.

- Have a coupon with it. A brilliant way to drive engagement and sales uplift, especially if sampling is tricky due to short product dates

whistl

My client does a lot of TV/ABTL, how can Doordrops Integrate with what they currently do?

- Create the doordrop to look like the OOH/TV is the best starting point, and make it fun!

- The creative examples on this slide demonstrate the power of integration, for example, British gas used Wilbur the Penguin in all of their doordrop campaigns to tie in with their TV.

- EDF used Zingy the flame on their doordrops to tie in with above the line.

- Hellman's mayonnaise took theirs one step further by using using valentines day theme (which also tied in with their above the line) and the envelope was made to look like a valentines day card.

- And if you want to be truly unique the McVities Jaffa Cakes creative was the product packaging as 'the leaflet' and a post-it note was attached to the front offering a money off coupon with very clever messaging
  - "Sorry I was supposed to deliver these but I ate them all as they are so tasty, P.T.O for your money off coupon"

whistl

So when would I use an envelope instead then?

- If you already have a DM creative letter/envelope, then adapt this for Doordrop! Add a Doordrop to your current print run

- Create intrigue- why open me? If you received an envelope asking you to "throw it away" …..what would you do? Of course you will open it.

- Coin Carriers as per the RSPCA and PDSA examples generate strong response rates, at least 0.8%.

How can I avoid alienating my existing customers?

High Definition. Now it's for everyone.
Visit **sky.com/hd** or call **08442 410 835**
One month's free HD Pack when you buy Sky+HD online.

If you are an existing Sky TV customer, please pre-register for Sky+HD at sky.com/hd
£49 box price for your first Sky+HD box only – when you take the HD Pack and another 12 months of Sky TV.

12 months half price home broadband for our mobile customers
From just £6.25 a month if you've been with us for 2 years or more

Do you have a friend or relative who might be interested in this service?
If so, please pass this information on to them.

**Home for Life - Here's how it works**

If you are already helping the British Red Cross, please accept our thanks.
You might like to pass this letter on to someone you know. Thank you.

- As a Doordrop can at times be received by 'Existing' customers, there are tips and tricks to keep them engaged and re-activate an 'order'

- The charity sector typically include 'if you are already a XYZ donor, thank you and do pass this on to someone you know'. You could include messaging in a similar way to Sky, who acknowledge the fact that the doordrop 'might' be received by an existing Sky customer
  - 'If you are already a customer, then enter this code XYZZYXC and there will be a gift waiting for you in your basket'
  - Or a completely separate offer for existing customers, as in the O2 example on the bottom right, half price 12 months broadband if you've been with us for 2 or more years

- Above the line media (TV, Radio) as examples, cannot differentiate between a new or existing customer, with doordrop media planning Whistl can find ways to reduce existing customers from receiving the doordrop, by looking at headroom and by applying an existing customer penetration score against each postcode sector. Ask yourself, will it be detrimental to a campaign for an existing customer to receive the doordrop? Think about how you can GIVE an existing customer something unique, typically when we look at evaluations, specifically for the charity sector, you will be surprised how doordrop reactivates existing donors or generates an incremental donations

- If it IS detrimental to the campaign for an existing customer to receive the doordrop **or** if the brands is particularly niche, then Whistl can help you with Partially Addressed Mail which completely removes any existing customer from receiving the creative.

whistl

Regionalisation can improve performance
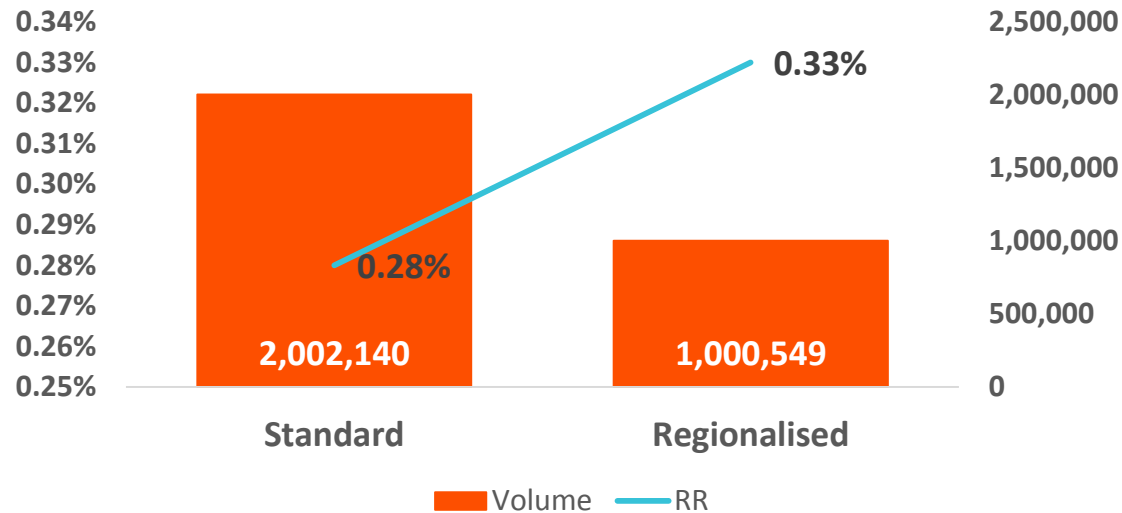
Creative	Response Rate	Volume	Donors
Standard Creative	0.28%	2,002,140	5,606
Regional Test	0.33%	1,000,549	3,302
Totals	0.30%	3,002,689	8,908

- Regionalisation of creative can increase RR by **20%** on average.

- The outer must have the regionalisation to show the locality of the item and entice the consumer to open / read it

- The more "local" feel you give the item the higher response you will receive.
  - Example: If you are a national brand and some of your doordrop covers Scotland for example, you may wish to put a more local Scottish phone number on the creative rather than the 0800 national number.
  - Local charities should call out where they are, for example to the people of Manchester. In this table and chart you can see the uplift the regionalised charity creative has versus the standard format, giving an improved response rate

- If you are localising the creative around a 'location', consider showing a map or detail, as in this Jessops example, calling out where the nearest store is. Whistl's targeting will allow the brand to target within a specific catchment and Whistl can version the postcode sector geography to the creative for you

Doordrop eye tracking service

Using the latest eye tracking software, Whistl can assess your creative and provide recommendations which can help drive response rates.

Crisis Creative Analysis

The Crisis creative is a simple but effective envelope.

A strong focus on both the brand and the message, both are which has an 80%+ likelihood of being noticed in the first 3 – 5 seconds
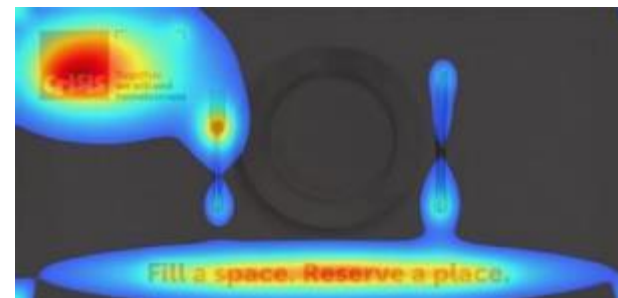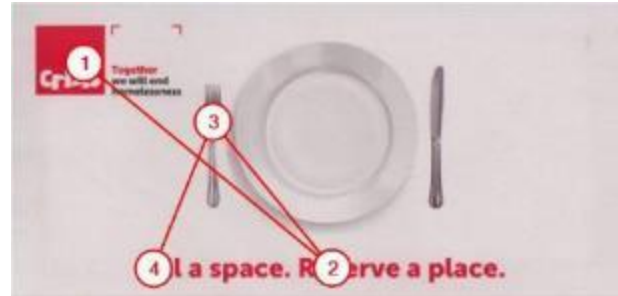
- Whistl can offer eye tracking technology to agencies, and customers who book their doordrop campaigns directly with Whistl.

- Eye tracking allows us to scan your clients creative through the software and allows us to predict what people are likely to see in those critical seconds. There are 3 KEY reports Whistl can produce for you.

- 1) The Sequence Report which indicates the first 4 most likely eye fixation points, in order, so where you would look first. Shown here on the top right

- 2) The Regions Report graphically represents the likely distribution of visual attention, this is recorded as a %

- 3) The Heatmap Report graphically represents the likely distribution of visual attention. Red areas are most likely to attract attention, followed by Yellow/Orange and Blue areas are colder. Areas that have no colour overlay are unlikely to attract visual attention

- There is a strong focus on both the brand and the message on this Crisis creative, it is a simple but effective envelope, which has an 80%+ likelihood of being noticed in the first 3 – 5 seconds

Paper sustainability
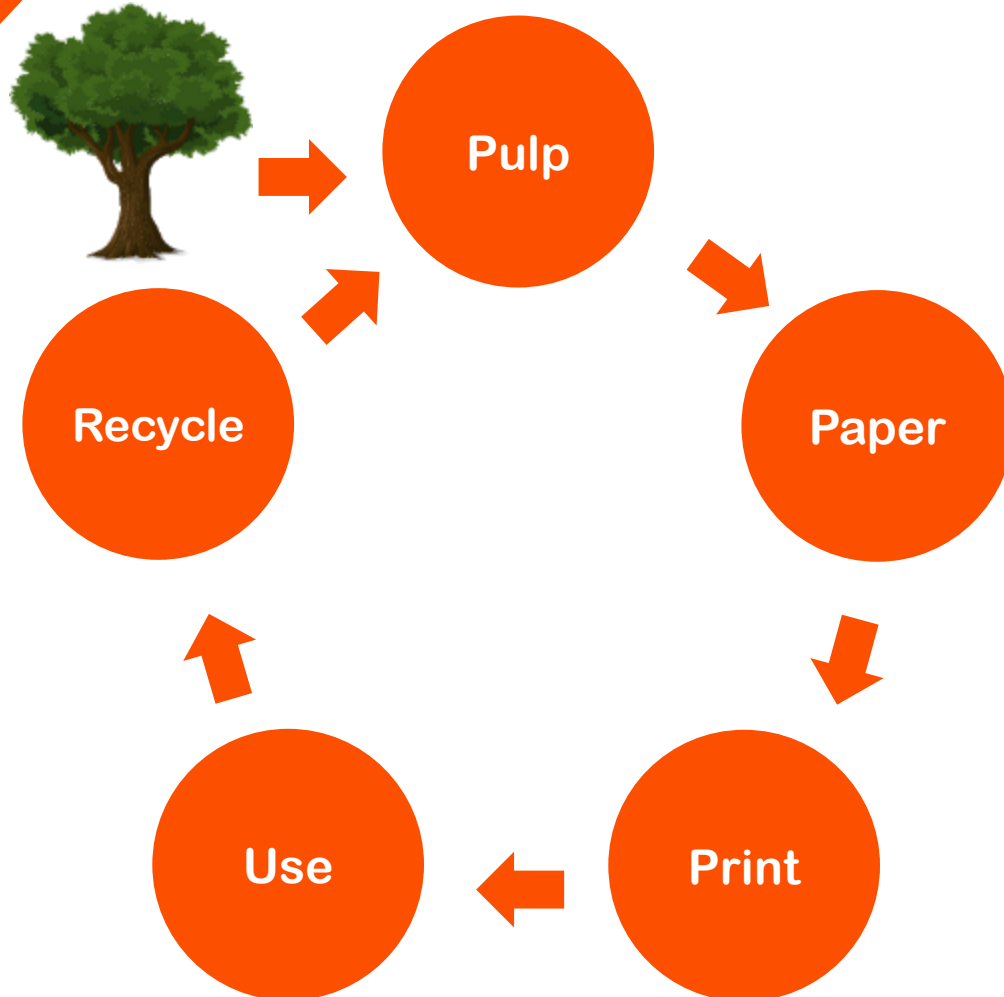
Did you know?

- Paper accounts for less than 14% of the world's harvested timber. Most of the virgin fibre paper products used from our print partner are made from certified sustainably managed forests, such as FSC® and PEFC.

- Paper is a truly sustainable product, and recycled paper is an absolute example of a circular product in action. Paper fibre can be re-used between 6 and 8 times. Thereafter it has a use in agriculture and construction.

- Door drop media items are more often printed on a sustainable forest sourced paper and usually printed with Vegetable inks, so this tends to please brands and allows them to use this scalable high reach channel in the right way.

- The two most recognisable certifications are the Forest Stewardship Council® (FSC®) and the Programme for the Endorsement of Forest Certification (PEFC™). Use these certifications on the creative.

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Final Thoughts

- It's amazing how an image can spell a thousand words.

- People are spending more time at home and the way we consume media and the way brands build trust and drive customer action has also changed.

- IT has never been **more** important for brands to build deeper, more engaging relationships with their consumers, and by sending them something tangible through their letterbox, that ties in with what they do in other media, surely will only ADD to that engagement

- ….and of course if there's a nice cheeky offer or freebie this will ALWAYS help

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Doordrop Media
Integrating Doordrop Media & Other Media

Module 5

Whistl Doordrop Media

DMA on media integration with Doordrop Media

"Doordrops offer a unique opportunity to deliver a hard hitting message and call to action; this can be especially effective as part of an integrated marketing strategy. Distributions can be easily co-ordinated to run alongside complementary advertising campaigns."

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Examples of Potential Media Integration

Integrating Doordrop Media with Radio Whistl has access to all Radio Catchments

- Enhance your reach and campaign awareness, You can get your doordrops through letterboxes of people that also had exposure to the Radio advertising

- Use in house radio catchment geography for an integrated Radio and Doordrop campaigns. We will provide you with the pos

- Doordrop performance is improved by over 21% when it follows less targeted mass media (TV, Radio etc)

Index

	Over 250
	176 to 250
	126 to 175
	101 to 125
	051 to 100
	0 to 50
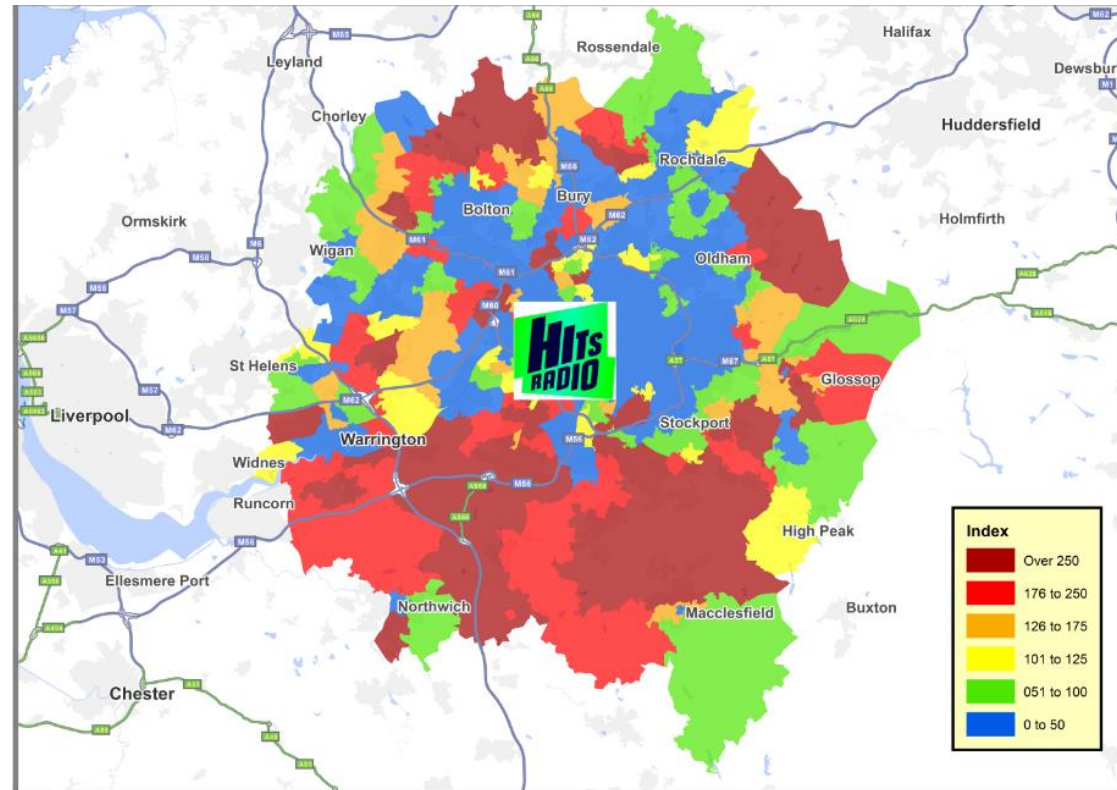
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Integrating Doordrop Media with TV
Whistl has access to all TV Catchments

Doordrop performance is improved by over 21% when it follows less targeted mass media

Enhance your reach and campaign awareness, You can get your doordrops through letterboxes of people that also had exposure to the TV advertising
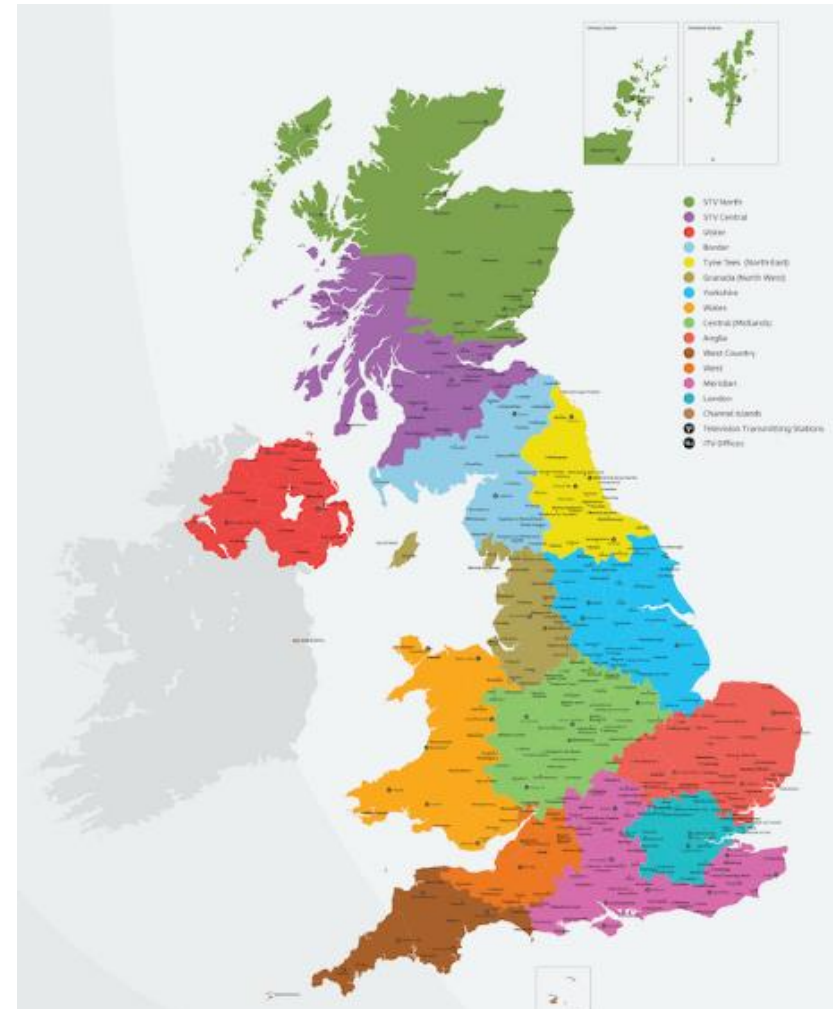
This fabulous creative linked the above the line campaigns with the doordrop through the visual.
It also epitomised the diverging offering of brands with Greggs now being delivered to the home and how this is fantastically supported by doordrop media.

LET THE GOOD TIMES ROLL

ONLY DELIVERED BY JUST EAT

Yep, you guessed it – you can now get Greggs delivered to your door for just £1.99, only on Just Eat.

:: GREGGS

DID SOMEBODY SAY

JUST EAT

Selected stores only. £1.99 inclusive of delivery fee & service charge. T&Cs apply.

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Integrating Doordrop Media with Out of Home
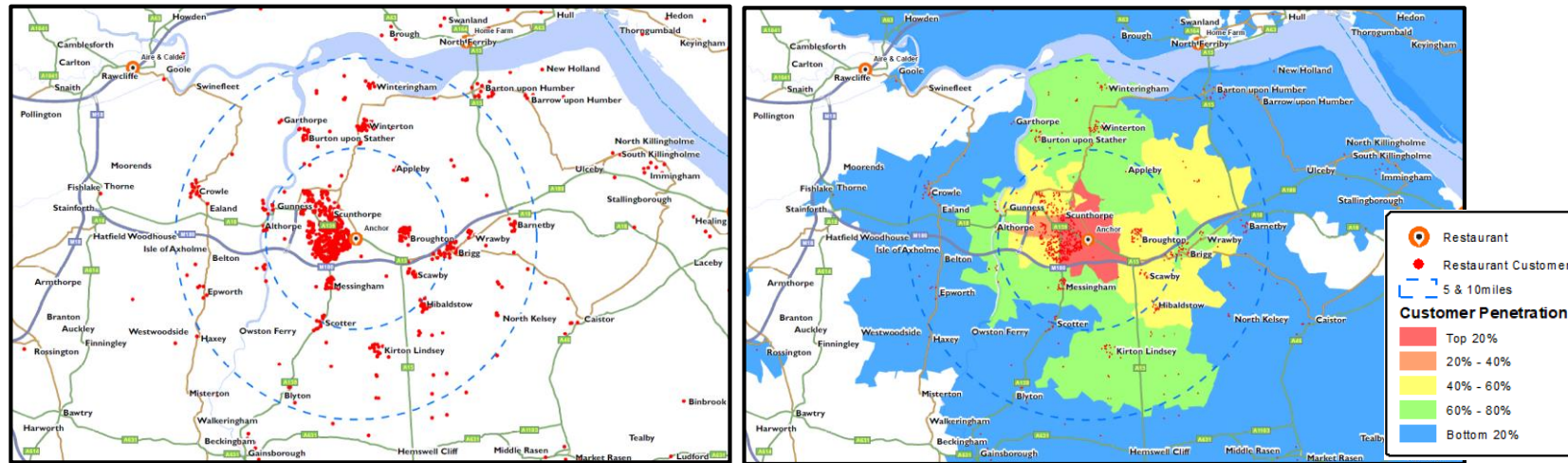
- Plotting the customers specific to each location to identify where current customers are travelling from in relation to the visited location

- We can then identify the highest penetrating areas to establish the locations catchment

- Using this methodology, OOH can be planned in Doordrop areas for enhanced awareness and improved effectiveness

Integrating Doordrop Media with Press/Inserts

- Inserts drive efficiency

- But doordrop drives reach with circulations reducing

- Integrate your insert campaigns with doordrop media for increased reach and efficiency

Paid for press circulation continues to reduce

The Role of Doordrop in the Acquisition Mix - Charity
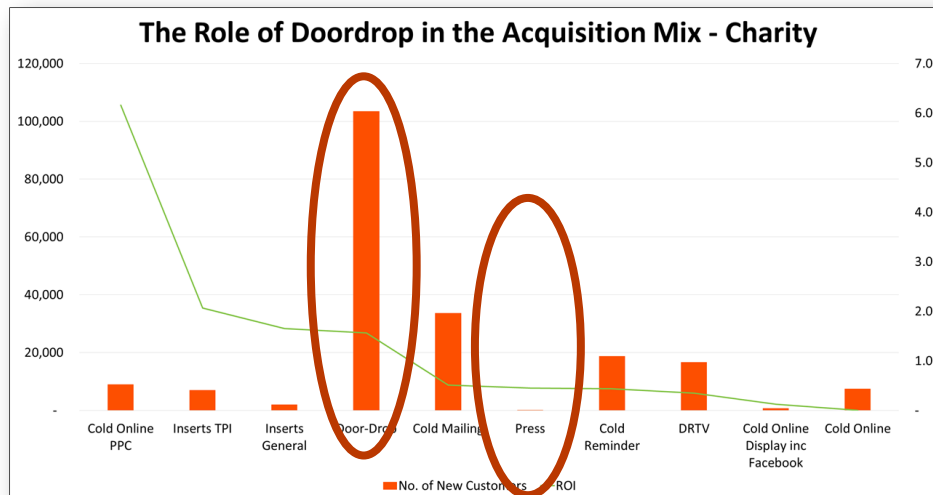
Multi-channel Customer Acquisition

**Direct Mail and Doordrop Media
combined delivers stronger results**

- These channels are often planned in silos but are both stronger when the thinking is integrated
- Get a better media plan without spending one penny more!
- Phased activity delivers results
- Lead with Doordrop Media to build brand awareness in the home
- Follow-up with Direct Mail to continue the brand journey leading to higher acquisition
- Building an effective strategy to maximise marketing investment
- Align targeting, creative, timing and geography

Doordrop media

Fast coverage build

Targeted households

Putting brand front of mind

Direct Mail

Reaching warmer and more receptive prospects

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Integrating Doordrop Media and Admail

40%
The average increase in Direct Mail response rates, pre to post Doordrop campaign for a leading retail client

38%
The average increase in response rates when DM & Doordrop were combined for a financial services client

25%
The average increase in sales uplift when DM & Doordrop were combined for a major telecoms client

-212%
The average reduction in Direct Mail response rates when Doordrop Media lands in the same week for a Charity client

Source: internal Whistl pre-post campaign data analysis

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Make Social Media Work Harder

- Mail can give a powerful boost to your social media advertising too. Neuroscience shows that people who are primed by receiving mail first, spend 30% longer looking at a brands promoted post

- To understand more, download the full Neuroscience report from Marketreach

30% Longer

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Integrating Doordrop Media with Digital Media

Effect of doordrop & digital integration

+10%   -2%   +113%

Week 1
PPC & Social

Week 2
PPC & Social

Week 3
PPC & Social

Week 4
PPC, Social & Doordrop

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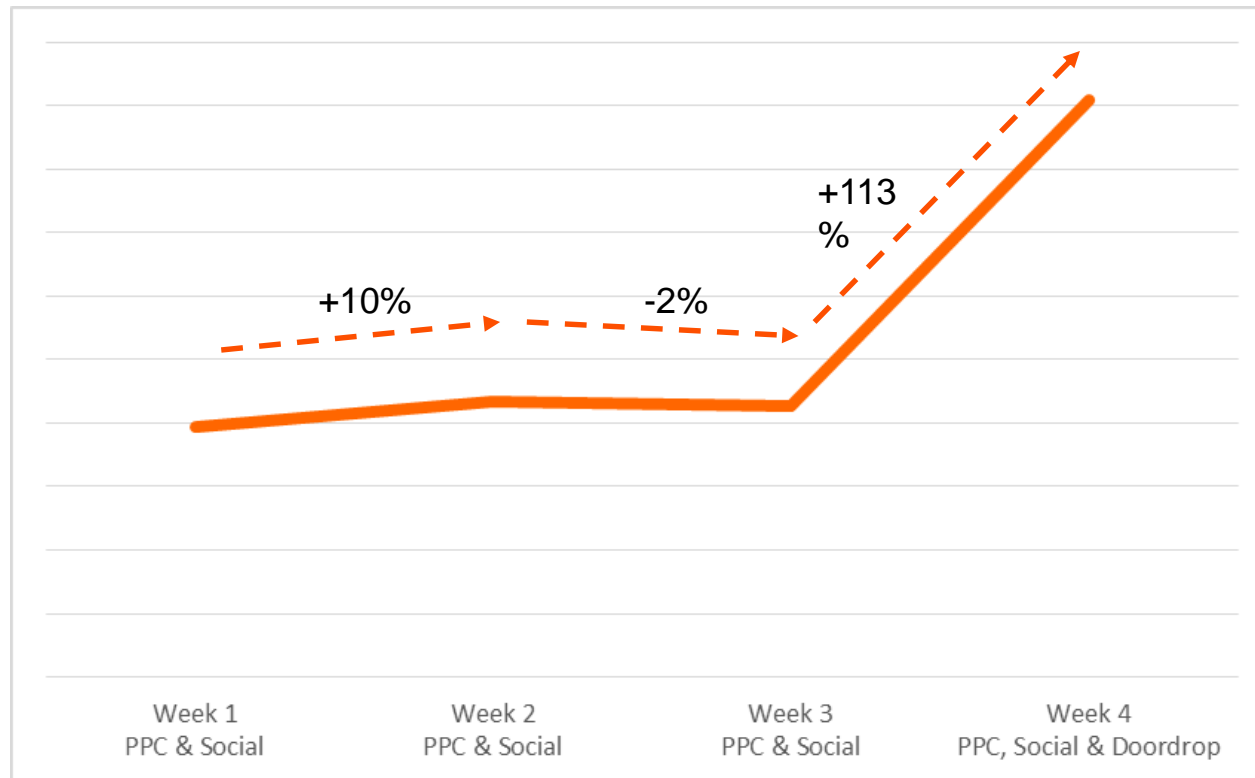
The Halo Effect Of Door Drop

To understand how media integrates it is imperative to understand how the performance of one channel uplifts the performance of other media.

Representative control cell created based on sectors outside of the distribution with similar targeting to benchmark against the Door Drop sectors performance

An additional 761 orders were generated from the Doordrop

Volume — **Control Value** — **DD Value**

+24%
Uplift in orders from dropped areas

Week	18/11/2019	25/11/2019	02/12/2019	09/12/2019	16/12/2019	23/12/2019	30/12/2019	06/01/2020	20/01/2020
Control Orders	432	693	312	325	303	178	354	334	59
DD Orders	673	985	362	341	338	176	421	357	71
Uplift	241	292	50	16	35	0	67	23	12

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HOT OFF THE PRESS! JICMAIL Q3 2020 results reveal a +33% growth in web visits attributed to ad mail

Digital actions prompted by mail continue to grow in Q3

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

Q3 2019
Q3 2020

Visited sender's website — 6.5% / 8.7%
Went online for more information — 4.1% / 5.8%
Used a tablet or smartphone — 2.5% / 3.1%

Source: JICMAIL Item Data Q3 2020 n=9,995 Commercial Mail items
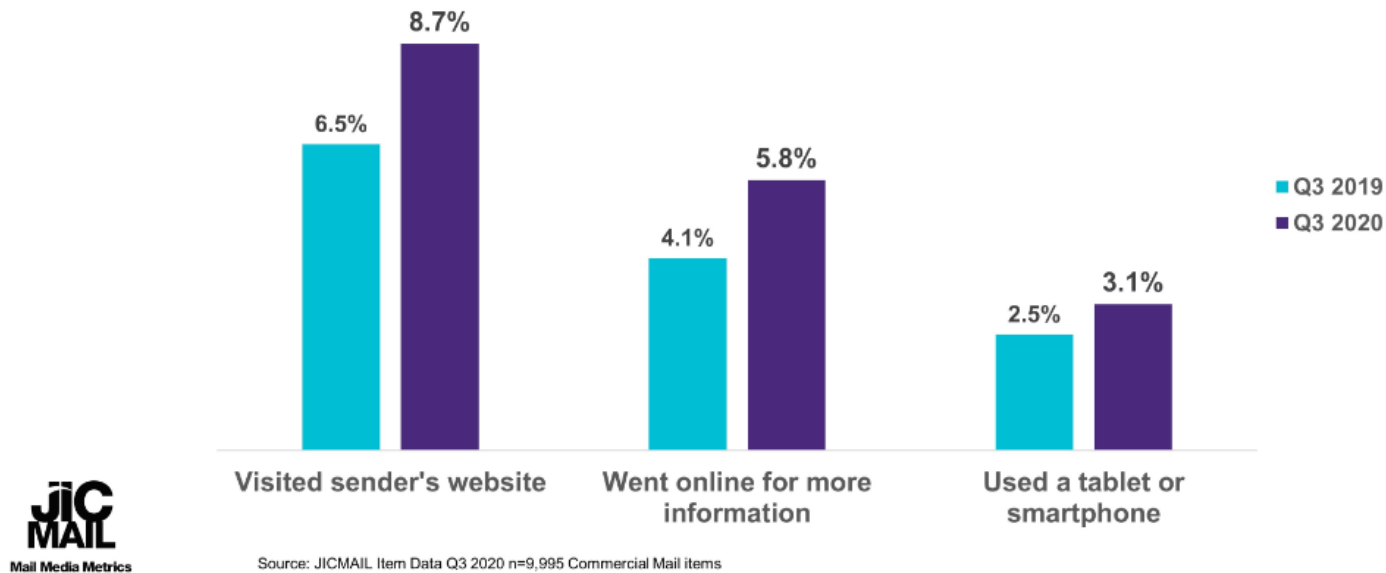
Admail covers DM, PAM and Doordrop

Doordrop Media
Best in Class Measurement

Module 6

Whistl Doordrop Media

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The completed Lockdown Learning series (available online)

Module 1
Host:
Mark Davies
Introduction to
Doordrop Media

Module 2
Host:
Karen Roberts
Busting the Myths

Module 3
Host:
Rob Wilcox
Insight & Planning

Module 4
Host:
Susie Idle
Creative Solutions

Module 5
Host:
Jayne Raynsford
Integration

Module 6
Host:
Sonia Hitzelberger
Best in Class
Measurement

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Doordrop Media Lockdown Learning

Six webinar series from Whistl Doordrop media

Whistl's 360° Approach and support of this media channel provided to Agencies

The Whistl Approach

Apply learning
Adjust
Refine
Optimise

Set Campaign Objective
Establish the overall objective and what success looks like

Granular Learnings
Geographic learnings
Timeframe of response
Influence on other media

Audience discovery
Who is the target audience?
where are they?
How to engage with them?

Campaign Evaluation
Analyse Response & cost efficiency
Key metric performance
Who responded? And why?

Strategic Planning
Creating hypotheses
Set testing criteria
(E.g. Frequency/creative)

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A typical Doordrop Evaluation will provide analysis of the following areas & key metrics:

- Overall Performance
- Geographical Performance
- Creative Performance
- Frequency Performance
- Targeting Model Analysis
- Return on Investment (ROI)
- Average transaction value (ATV)
- New Customer % (Very Relevant for Customer Acquisition campaigns)
- Campaign on campaign performance
- **Influence on other Channels (online, TV etc)**

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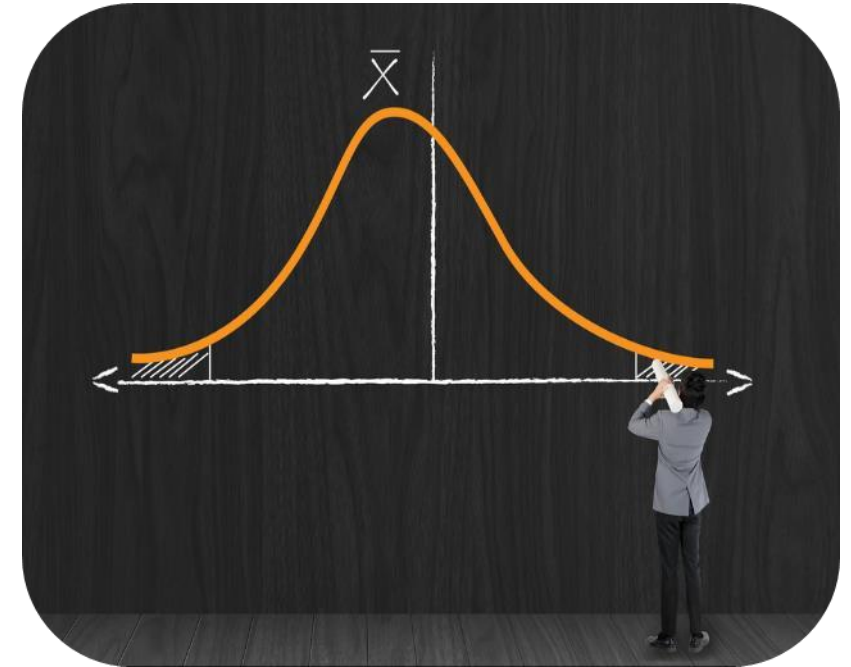
Allocated Evaluation Methodology

An allocation evaluation is where we match the responses received from a campaign back to the schedule by geography and time, ensuring we report on areas that received a doordrop item, since the item was distributed

Gross figures are also reported to capture the anonymous responders

A typical Allocated Evaluation will provide analysis of the following areas & key metrics:

- Overall Performance
- Campaign on Campaign
- Geographical Variances
- Creative Testing
- Targeting Model Analysis

- **Response Rate (RR)**
- **Cost per Response (CPR)**
- **Conversion Rate (Conv.)**
- Average monetary value (ADV / ATV)
- Return on investment (ROI)

Campaign Overview

Objective
Doordrop volumes distributed to drive additional orders and attract new customers

Campaigns
610k total items distributed

At a total cost of £52.8k

Gross
1,524 Orders
(CPR: £35)

1,380 New Customers
(91% of orders)

Allocated
1,319 Orders
(CPR: £40)

1,196 New Customers
(91% of orders)

Gross: Total response provided within the response files
Allocated: The response we were able to match back to the distribution schedules against geography & time

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Sainsbury's Example – Allocated Evaluation

- The unique codes are flagged as 'doordrop' codes meaning the channel can be accurately measured
  - **Recommendation:** Why not have a better offer for Doordrop items vs PPC offers so PPC doesn't benefit from the Doordrop items

- Alongside the code, as this particular doordrop campaign is to drive online shopping, a postcode is captured at the 'checkout' which again can then be allocated BACK to the distribution schedule

- Whistl **Recommendation:** Why not have a better offer on Doordrop items vs PPC offers so that PPC doesn't then benefit from the Doordrop items – just food for thought and a way to differentiate between different media performance perhaps?

Data needed for an Allocation Evaluation

- Customer ID (if applicable)
- New or existing customer flag
- Customer Postcode
- Order Date
- Product Type (if applicable)
- Sale/Donation Value
- Media Channel of the response
- Anything more customer relevant (high value, regular giving)
- Copy of the creative and print costs (for ROI calculations)
- Consider response window (explained later)

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Uplift Evaluation Methodolody

Pre campaign period

Relevant number of weeks for analysis

Campaign Period

Post campaign period

Relevant number of weeks to understand effect

(Buying behaviours displayed by the test group are matched to a control group who show the same behaviour in the pre period)

(Actual behaviour of both test & control groups is observed to determine what difference the campaign has made)

Using a representable non doordrop area we are able to determine the natural trends that occur over time and apply these trends to the doordrop area to calculate the natural response levels received

This is then compared to the actual response levels received from the doordrop area with the difference being the uplift generated by the doordrop campaign

A typical Uplift Evaluation will provide analysis of the following areas & key metrics:

- Overall Performance
- Uplift by key performance areas
- Geographical Uplifts
- Creative Testing
- Targeting Model Analysis

- **Uplift %**
- **Uplift Attributed Values**
- **Uplift Response Rate (RR)**
- **Uplift Cost per Response (CPR)**
- **Uplift Return on investment (ROI)**

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Charity Example - Uplift Evaluation

Legend: Volume, Control, Door Drop

Doordrop Uplift:
Donors: +71%
Gift Value: +169%

Control area created to compare the natural trends vs. the doordropped area

Doordrop response continues to come in 8 weeks post the campaign (consider response windows when evaluating Doordrop Performance

Dates (x-axis): 25/02/2019, 04/03/2019, 11/03/2019, 18/03/2019, 25/03/2019, 01/04/2019, 08/04/2019, 15/04/2019, 22/04/2019, 29/04/2019
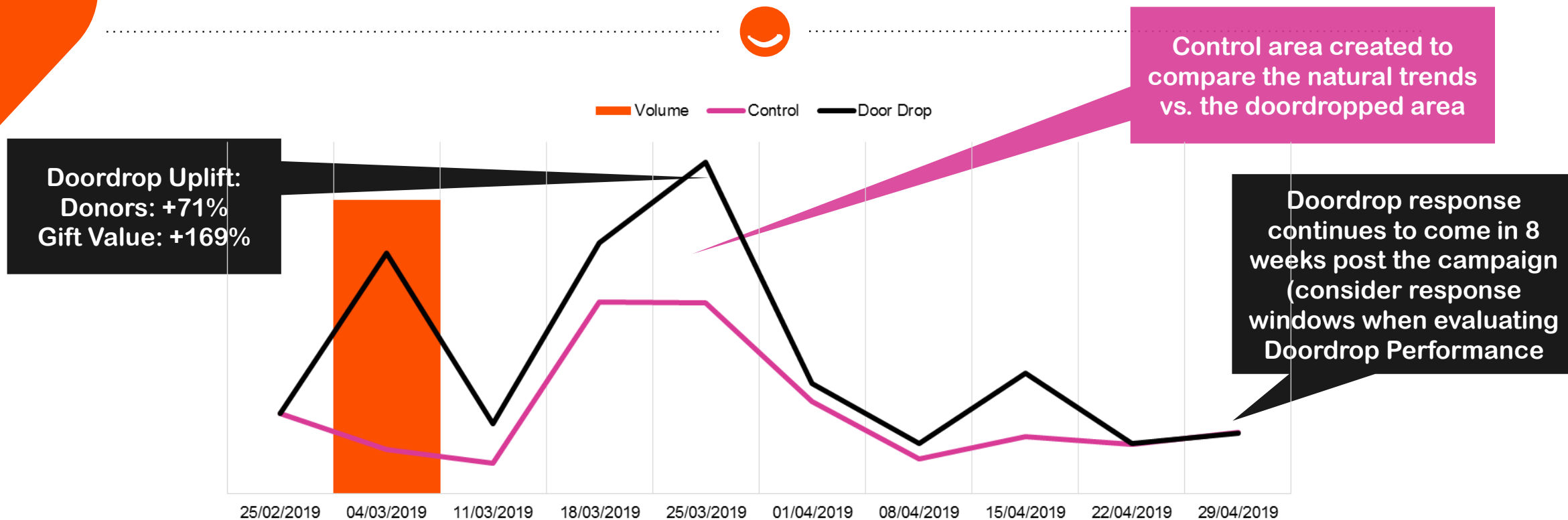
| Area	Control	Door Drop	Uplift	Uplift %
Donors:	75	128	53	71%
Value:	£8,327	£22,436	£14,109	169%

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Charity Example - Uplift Evaluation Cntd

- In this example, we can see there is a 71% uplift in donors from the control in this period and 169% uplift in donation value

- As an aside, if you have an offer valid date or response by, on the DD item, this type of evaluation could also form part of ongoing considerations as it will also give you some valuable insights around the DD response curve, for when you plan future campaigns and understanding what this curve is

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Data needed for an Uplift Evaluation

- **Agree pre and post period for data**
- Customer ID (if applicable)
- Transaction ID
- New or existing customer flag
- Customer Postcode
- Transaction Date
- SKU (if applicable)
- Product Type (if applicable)
- Sale Value
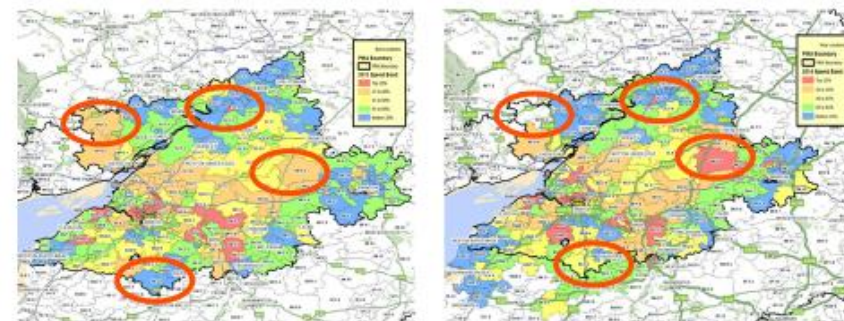- Was the item bought online or phone (to be appended to each record)

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Applying Campaign Evaluation Learnings for Improved Future Doordrop Performance

- To complete the 360° Whistl approach, all learning gets fed back into client models to ensure performance enhancement
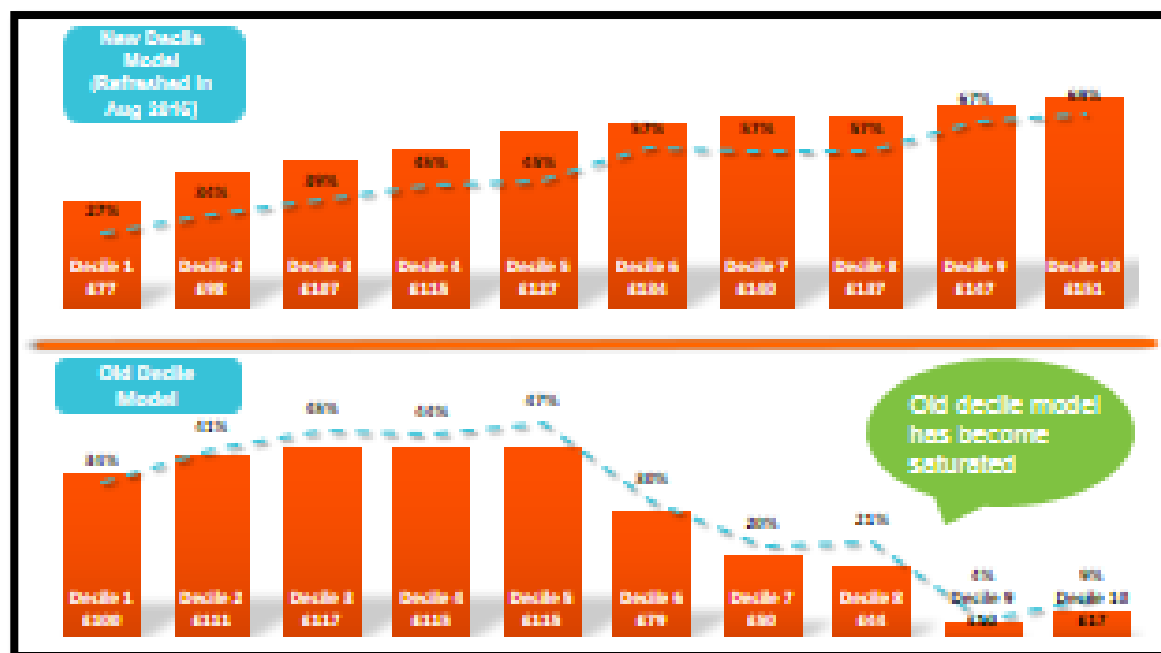
Applying Campaign Evaluation Learnings for Improved Future Doordrop Performance Ctnd

- On the right gives you 2 heat maps of the same area for a retailer, 1 pre and 1 post the campaign
- The same 4 areas are circled on each and you should be able to see how the areas have changed colours (ie gone up or down the ranking, or got hotter or colder)
- The chart on the left is showing us a decile model (one old and one new), new at the top and old at the bottom
- The top decile chart is showing us how the new model is predictive, (you can see a nice upward trajectory from decile 1 to 10, left to right)
- The bottom decile model is giving us an older view, for the same client, that had been saturated and was now tired and not predictive
- So, to finish on this, IF we're not evaluating campaigns to this level or at all, we could be missing an opportunity to further enhance performance, especially for regular users of the media

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Full Measurement of doordrop media to be considered for a real view of performance

For more information or to book a free hearing test call **0800 085 7970** or visit specsavers.co.uk/hearing

Specsavers Audiologists

Standard Response view (Linear view)

- Acquisition Offline
- Existing Customers Offline
- Acquisition Online
- Existing Customers Online
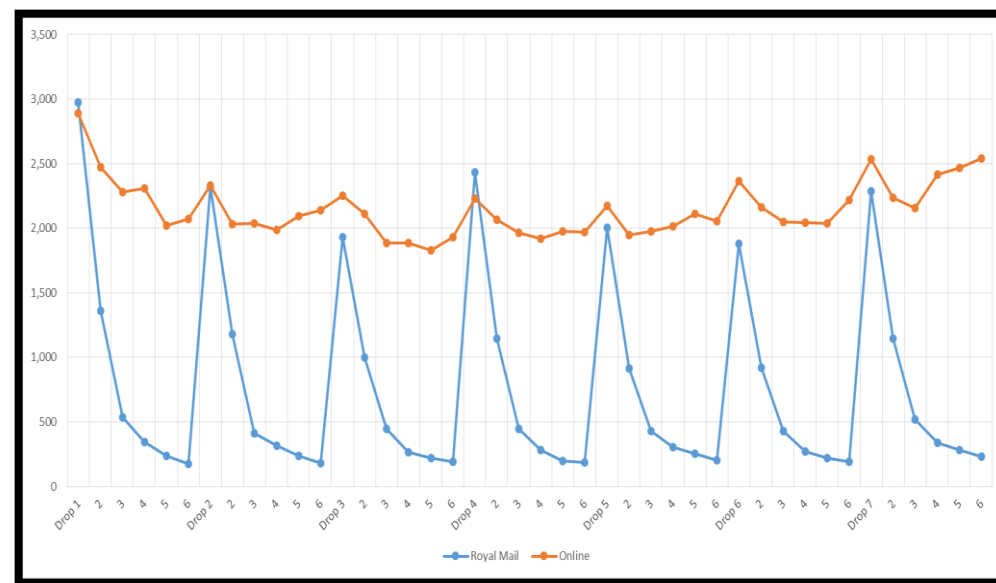
😊 Increasing trend away from landline telephone response means tracking web response back to postcode is key

😊 Evidence can be seen that there is correlation between Doordrop delivery and online response peaks

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Full Measurement of doordrop media to be considered for a real view of performance Ctnd

- Traditionally, direct response doordrops have been measured via a unique phone number or URL for the campaign

- We know that people are responding in very different ways and different audiences will response differently too

- We need to fully understand the impact of the campaign and not just look at the linear results. On the right hand side, we have charted in blue when the doordrops have gone out (ie the peaks) with the pretty flat line in orange being the online traffic, but IMPORTANTLY showing peaks each time there is a DD volume peak

- This is clearly demonstrating a correlation between when the doordrop goes out and what's happening online

- We often find a lack of understanding around this area or to be fair, sometimes it's getting access to the right data or people to get the data, then it's too easy to fall back on Linear results, which may not be achieving the same results as it did in the past (due to how people are responding differently)

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Measure inter-relationships between Media channels

Challenges:

- Within Econometrics, some channels can be determined to have strong performing ROIs while others are weak, however this can be because channels are being looked at in isolation
  - What is the impact of broadcast media (eg.TV and Door Drops) in driving strong ROIs for PPC for example?

- Question: For other paid channels, do they need an additional media channel prompt, to solicit a reaction?
- Question: Are consumers receiving a doordrop, then we're losing the attribution to google search?

A broader approach and other analysis should answer these questions:

- Impact of media on consumer touchpoints (Organic Search, Web Visits, Phone Calls and Bookings)
- Synergise the impact of each channel and it's relationship with other channels

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Case Study: A major retailer's econometric report

- TV and PPC performance were heavily impacted by Doordrops
- PPC, as a viral media can achieve higher ROIs due to low cost and reach
- Yet, Doordrops and other media are influencing these and this is not always drawn out
- Case Example: 56% of the PPC ROI is from pure PPC
- TV is driving 24% of the ROI and **Door Drops 14% of the ROI**

Conclusion:

- Door Drops can have a low ROI in isolation – however, it's a key influencer on all other Media channels – driving higher ROIs for these channels

Doordrops now have their own Media Currency

Mon	Tue	Wed	Thu	Fri	Sat	Sun
				21	22	23
25				28		
	2	3		5		
8	9			12	13	

Item arrived — **Read** — **Stored**

Item arrived — **Read** — **Stored** — **Spoken about**

Spoken about — **Went Online** — **Stored**

Stored — **Spoken about** — **Went Online**

Read — **Spoken about** — **Stored**

JICMAIL
Mail Media Metrics

Reach	Frequency	Life span (days)
1.05	2.76	5.49
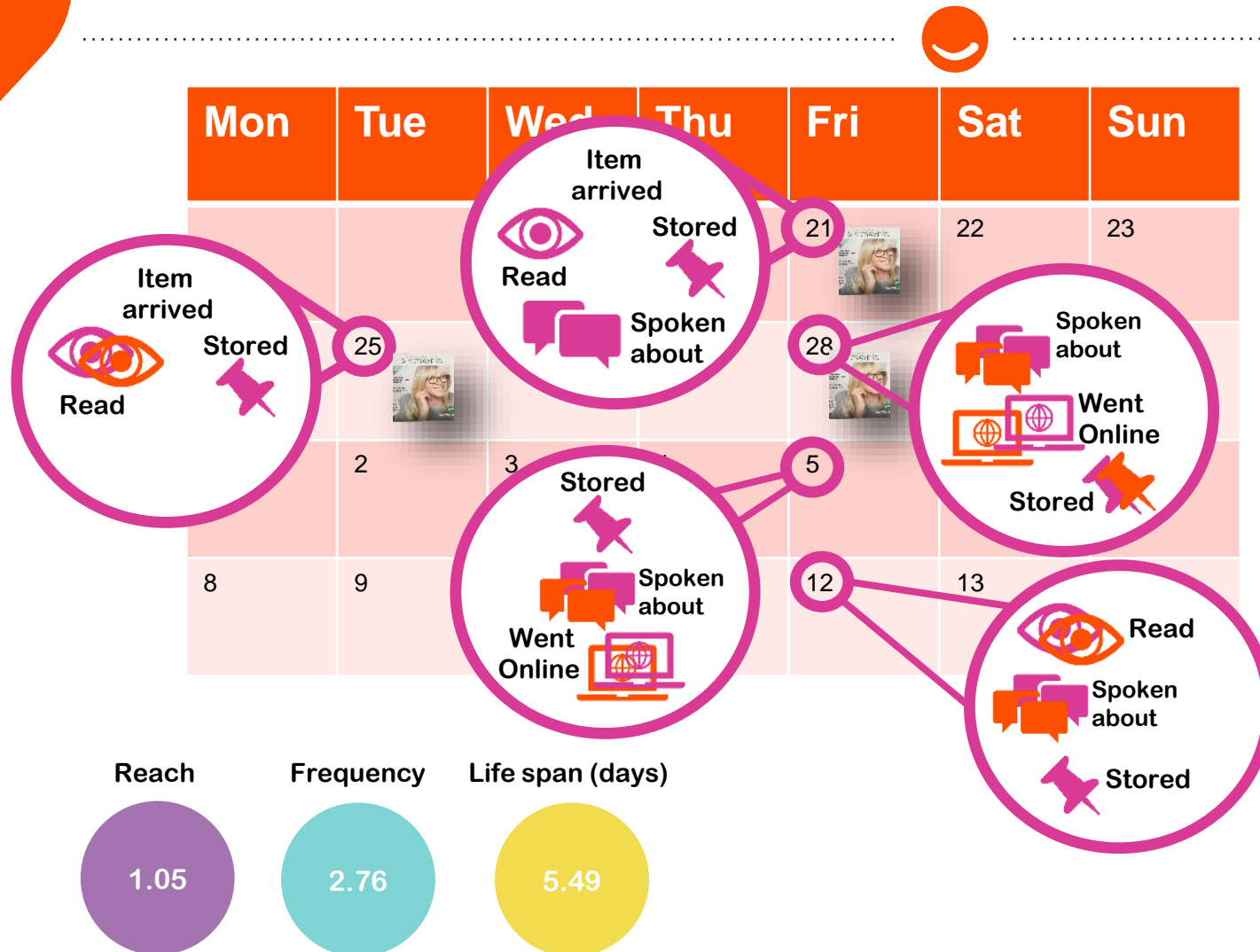
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Doordrops now have their own Media Currency Ctnd

- We're now in a place where the best ever insights and understanding of how consumers use our channel are available for the doordrop Media channel and with whislt's investment into JIC mail (along with the RM, DMA and others) we have created a Media currency (our BARB)

- We need to debunk the myth that 1 mail item is seen by one person when measuring campaigns, especially when looking at econometrics

- TV for example, will be seen by x many people x many times as part of a TV campaigns measurement, so JIC mail looks to give you the same insight into your doordrop campaigns and should form part of your overall measurement of the campaigns effectiveness

- In this real Specsavers DD example, we can see that after the item arrived, it was read, spoken about , they then went online more than once and then it was stored, so a number of interactions

- We should always be looking at, the reach of the Doordrop item and Frequency to understand the interaction from that 1 DD item

- Pre Covid stats gave us the reach of 1.05, ie for every 100 items delivered, 105 people saw the item, 2.8 times, so actually, this 100 items had 294 views or impressions.

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JICMAIL: Doordrop Interactions during Lockdown

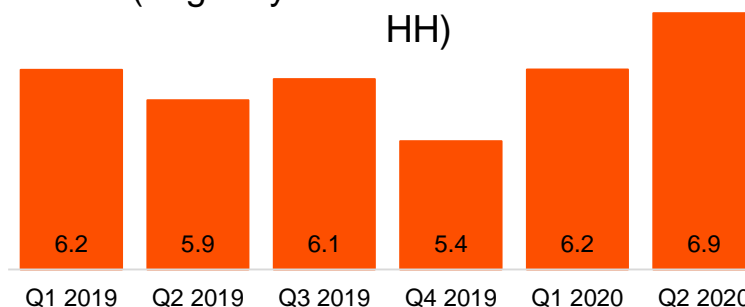**During lockdown Doordrop saw a significant improvement in interactions**
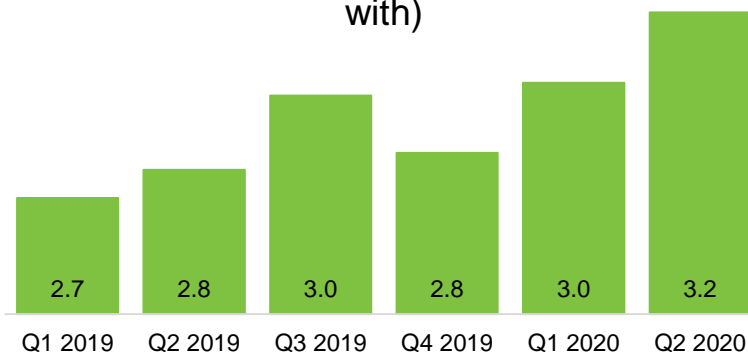
+16%
Lifespan

+15%
Frequency

+58%
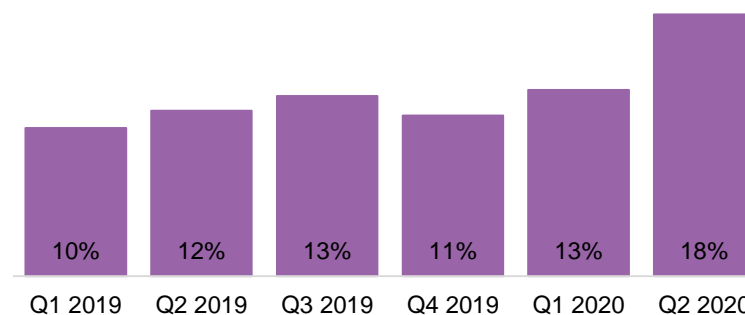Commercial Actions

Q2 2020 vs. Q2 2019

Lifespan
(Avg. days an item remained in the HH)

Q1 2019	Q2 2019	Q3 2019	Q4 2019	Q1 2020	Q2 2020
6.2	5.9	6.1	5.4	6.2	6.9

Frequency
(Number of times an item is interacted with)

Q1 2019	Q2 2019	Q3 2019	Q4 2019	Q1 2020	Q2 2020
2.7	2.8	3.0	2.8	3.0	3.2

Commercial Actions
(% of items with a commercial action)

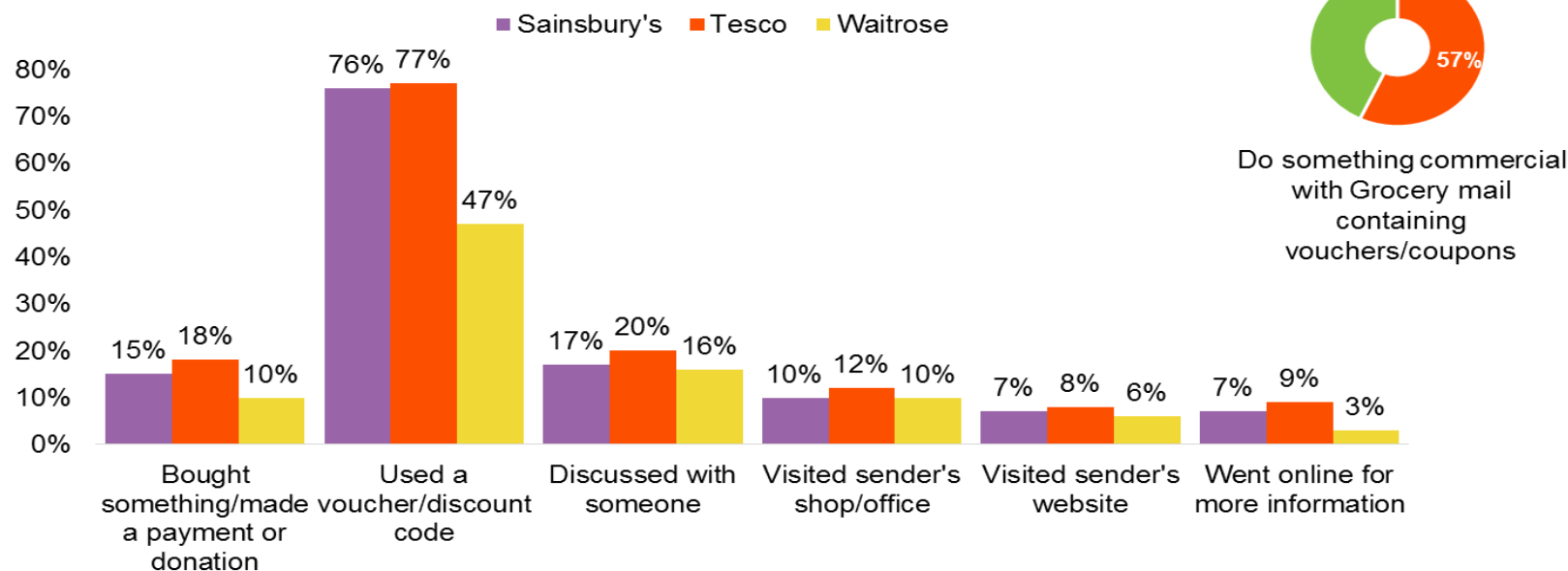| Q1 2019	Q2 2019	Q3 2019	Q4 2019	Q1 2020	Q2 2020
10%	12%	13%	11%	13%	18%

● Door Drops are far more likely to be read and kept in the home, while response rates have increased 50% on average

JICMAIL: Doordrop Interactions during Lockdown Ctnd

- With DDs being more relevant in this new world with more people at home, we can see how JIC Mail insights are supporting the uplifts in YoY Responses we're also seeing

- DD's are staying in the home longer, they're being looked at more often and they're driving more commercial actions

- So, this level of insight and understanding of what consumers are doing, go hand in hand with actual sales results and add further weight to the campaign's effectiveness

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How Doordrops drive different Commercial Actions

- Of the 57% who do something commercial with a grocery doordrop, the chart below shows us what they actually do

- We can see a number of commercial actions are done (including going online) but using the voucher is by far the highest %

Do something commercial with Grocery mail containing vouchers/coupons

Source: JICMAIL 03/07/2017 – 05/04/2020, Voucher/coupon, Sainsbury's (541), Tesco (1,533), Waitrose (392)

How Doordrops drive different Commercial Actions Ctnd

- Some further JIC MAIL insights is an example of how doordrops drive different commercial actions FURTHER underpinning that attributable sales should not be the only measure when looking at the impact of the campaign

- We can see in the chart that of the 57% who do something commercial when they get a doordrop from these grocers, using the voucher is by far the highest % of commercial actions, but with Tesco in particular we can see 17% of people went online too. So are these been attributed to the Doordrop?

- Think back to allocated and uplift evaluations and how we can draw out some of these extra insights for you

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The challenge with measuring Doordrop Media with econometrics

Data availability

Common language around mail measurement

Last touch attribution

Response vs brand effects

https://www.jicmail.org.uk/data/econometrics/

The challenge with measuring Doordrop Media with econometrics Ctnd

- What do JICMail see as the biggest challenges with econometrics and doordrop media

- We can see data availability can be and issue

- Last touch attribution

- Language (we shouldn't be measuring 1 mail piece to one person/view) but mail impressions, like we would with digital, or views for TV, ie the real reach and frequency of a doordrop

- What was response as well as the effect on the brand with that campaign

- We recommend looking at the link for more information

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Summary: Measurement Considerations

Best in class measurement

● Econometric analysis **<u>alongside</u>** response and sales figures will determine "real" media impact

Regional vs National measurement

● Geographically targeted Doordrops need to be measured based on where the mailings went vs where they didn't
● TV will go to a whole region and measured, whereas Doordrop is targeted specifically to much smaller pockets of households within a Region, so shouldn't be measured against a non doordroped base

Production Costs

● When measuring Doordrops, production, data and media costs are always included, whereas some other media only measures against the media cost – is this negatively impacting the DD econometric performance

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Summary: Measurement Considerations Final

JIC Mail
- All other media channels have a "currency" (BARB, NRS, ABC etc)
- Doordrop Media has historically been measured in circulation and NOT readership
- The reach and frequency of doordrops needs to be understood as all other channels in the analysis will be benefiting from these weightings

Doordrop Impact on Other Media (deeper dive Econometrics)
- Don't forget the Case Study

Door Drops can have a low ROI in isolation, however, it's a key influencer on all other Media channels, driving higher ROIs for these channels

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Thank you