An Introduction to Intelligent Doordrop Media

How to acquire new customers cost-effectively and compliantly

Module 1

Whistl Doordrop Media

whistl

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

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

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

whistl

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

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**

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

whistl

Users of Doordrop Media by sector

FMCG

Retail

Utilities

Charities

Travel

Telecoms

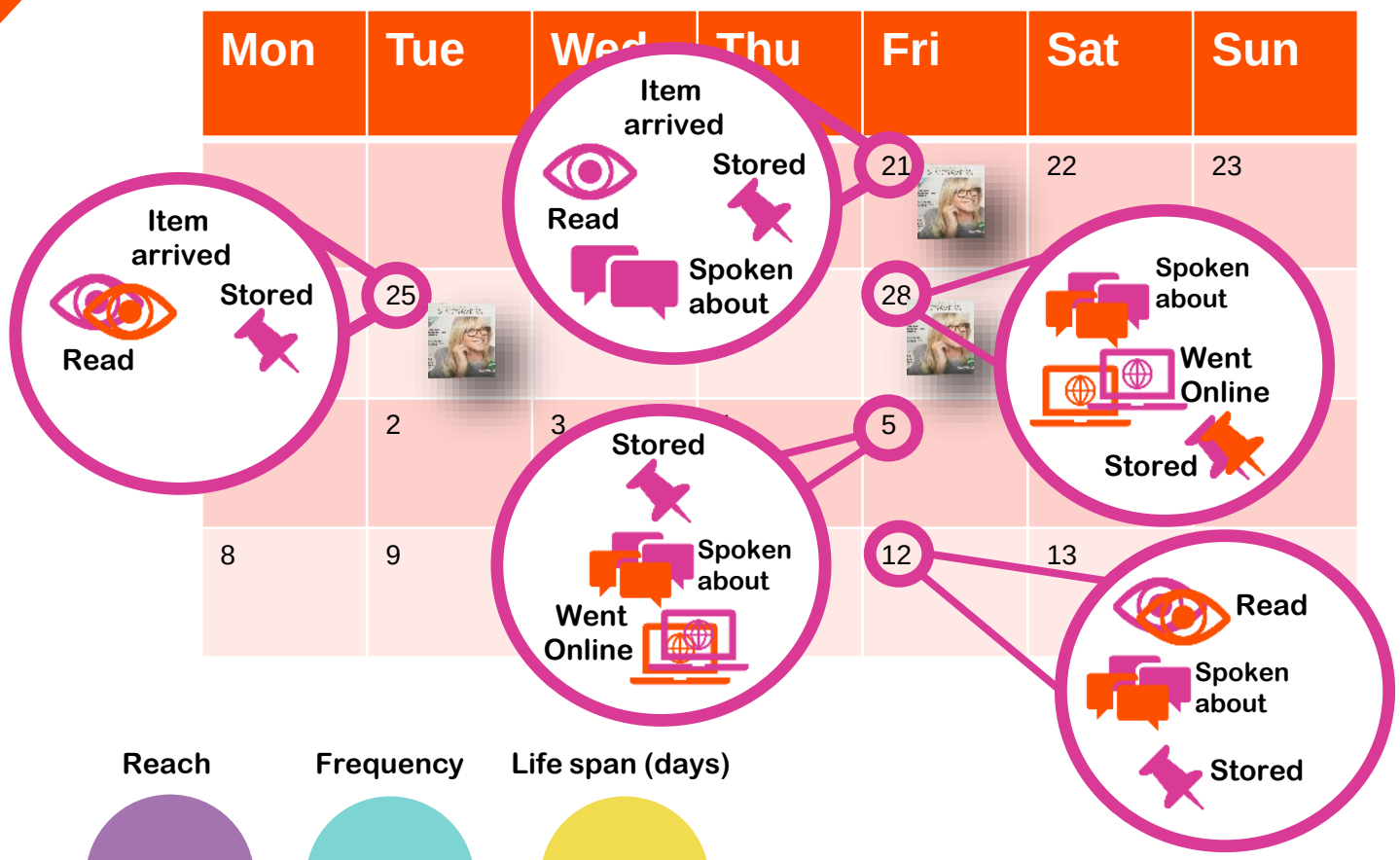
Financial

Home Improvement

E-commerce

Estate Agents

Doordrops now have their own Media Currency

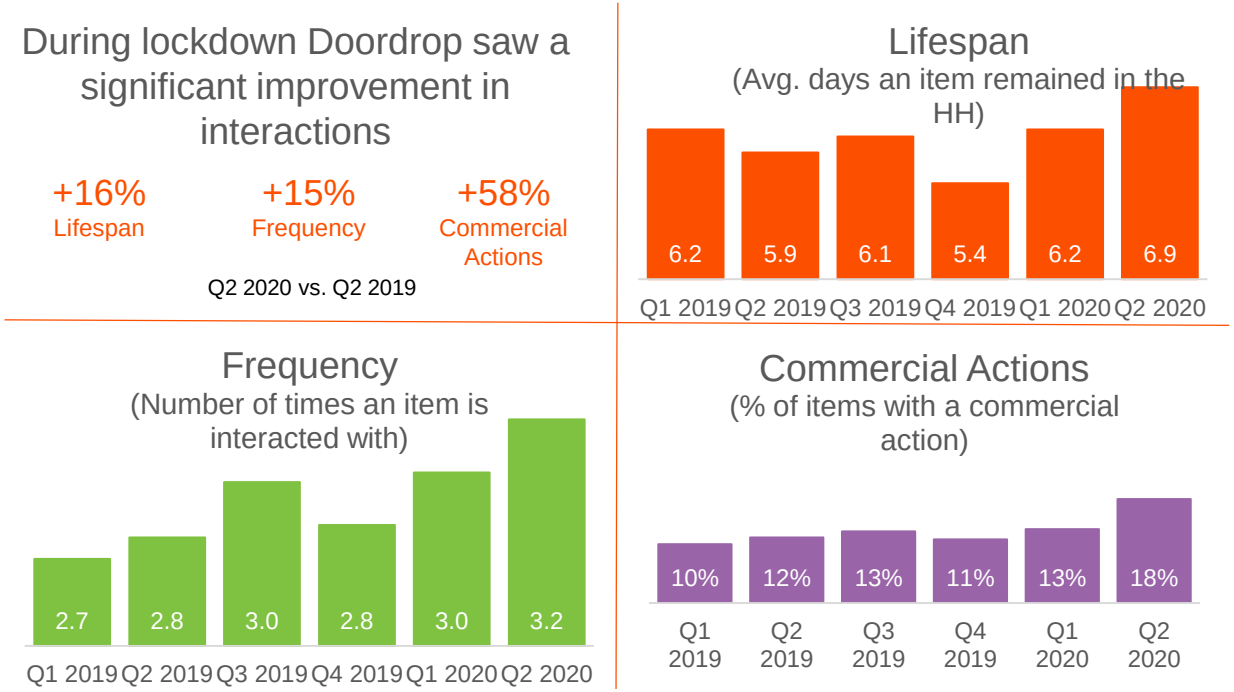


Reach	Frequency	Life span (days)
1.05	2.76	5.49

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

whistl

JICMAIL: 2020 Lockdown Insights

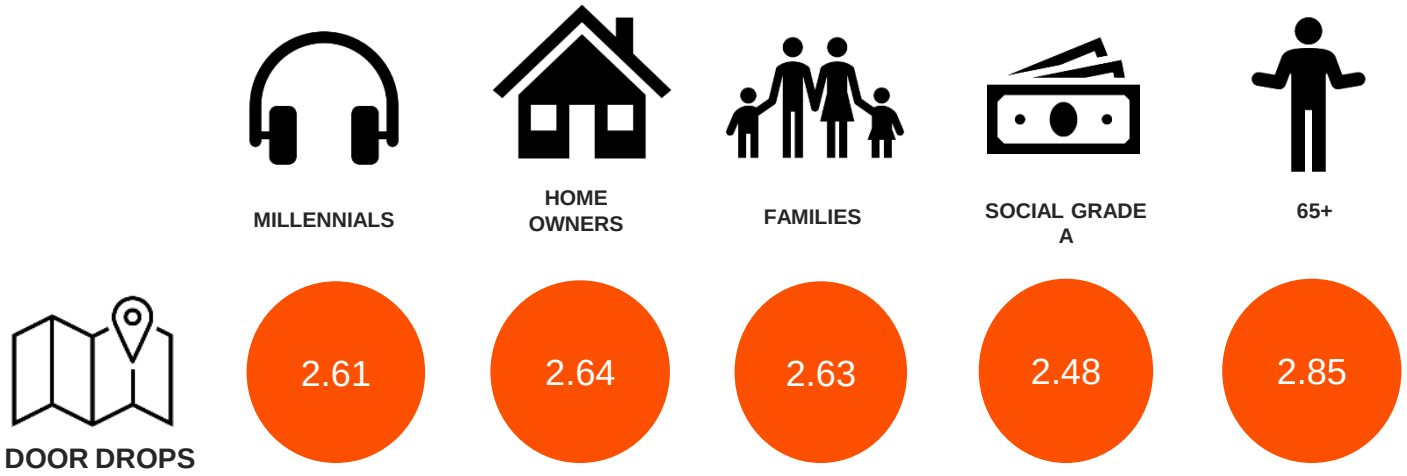


The JICMail audience research panel reported best ever interactions with doordrop media during the Q2 lockdown with all key metrics up year on year

Doordrops reach all audiences

High Doordrop interaction rates across all life stages

Frequency of exposure

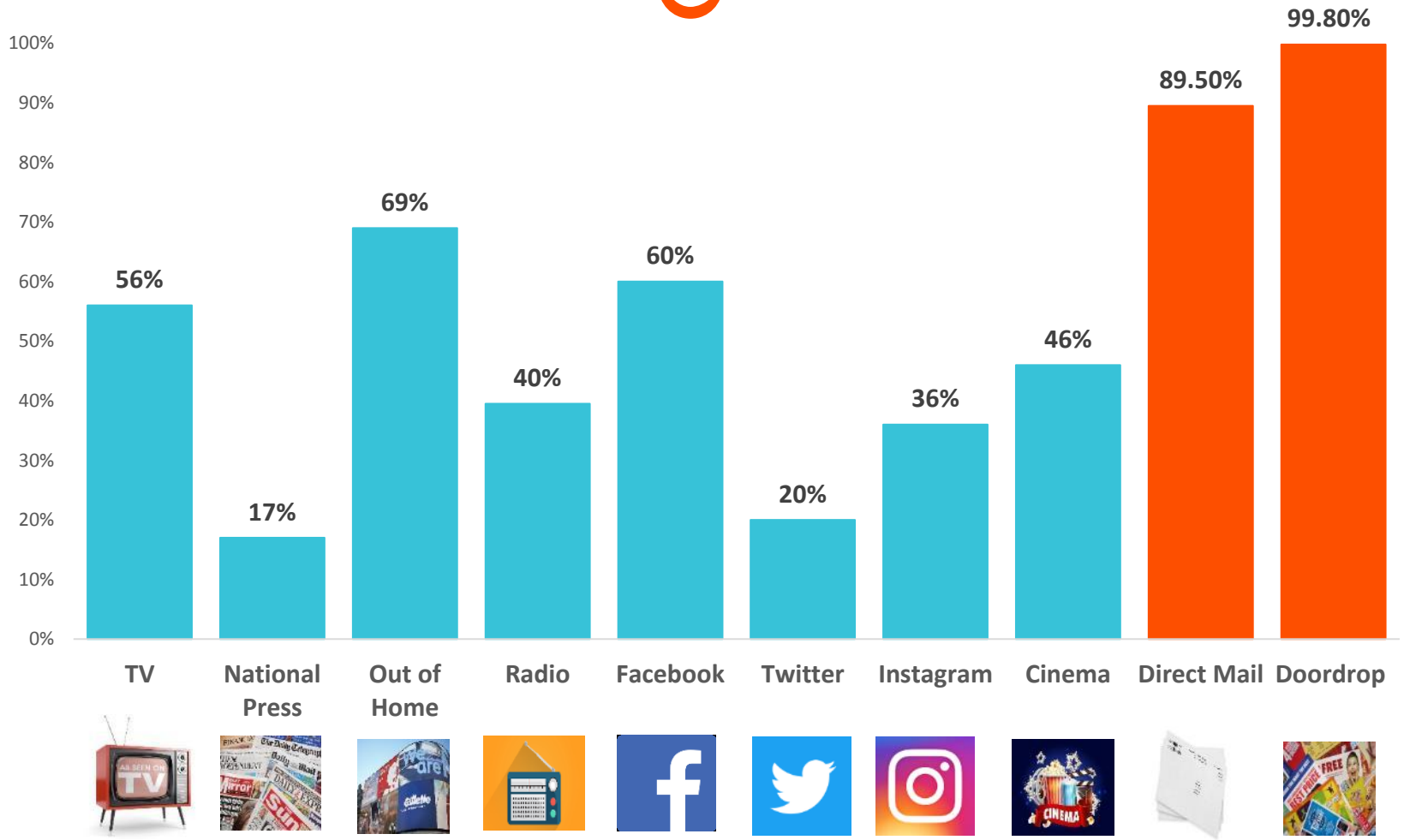


Again insight from JICMail busts the myth that doordrops are only effective at reaching older demographics. In reality all audiences engage in a similar fashion with the channel

Source: JICMAIL AUDIENCE DATA Q4 ‘17 TO Q4 ’18
Door Drop Audience n=4,710

Doordrop reaches all geographies

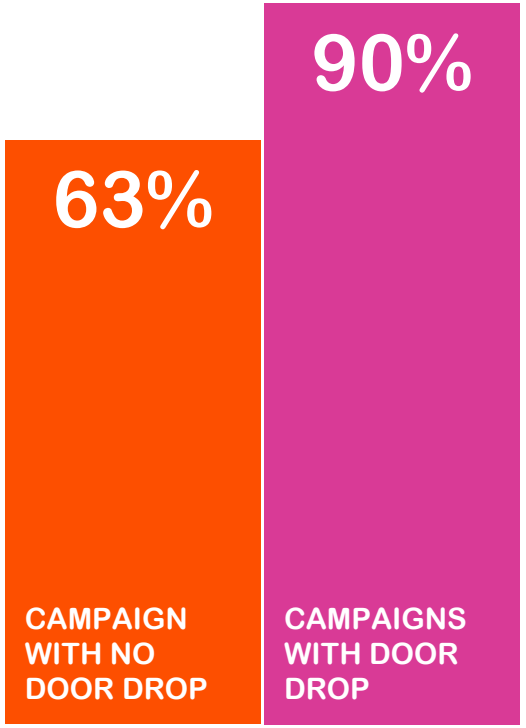
Chart shows potential media reach by channel if budget were not limited



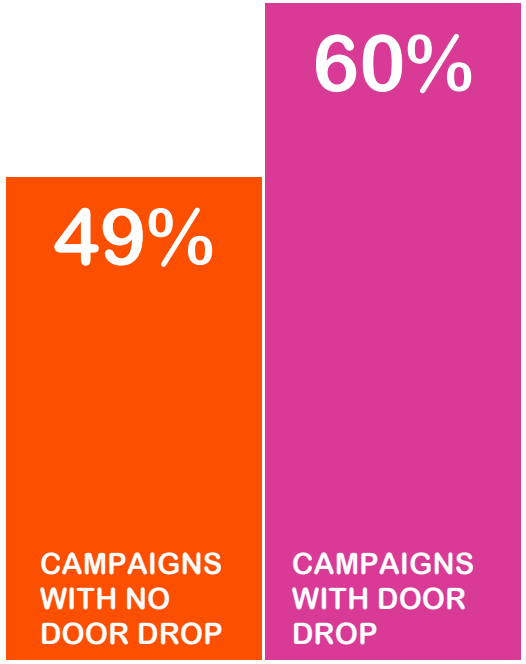
Source: Kantar, We are social, ABC,DMA

Doordrop Drives Sales and Customer Acquisition

% OF ALL DMA ENTRIES REPORTING AN INCREASE IN ACQUISITION



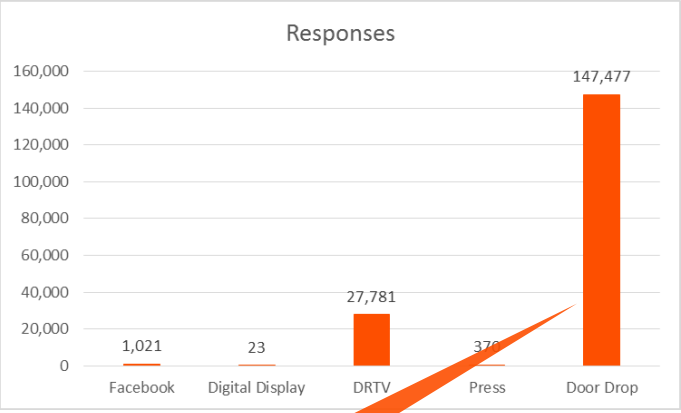
% OF ALL DMA ENTRIES REPORTING AN INCREASE IN SALES

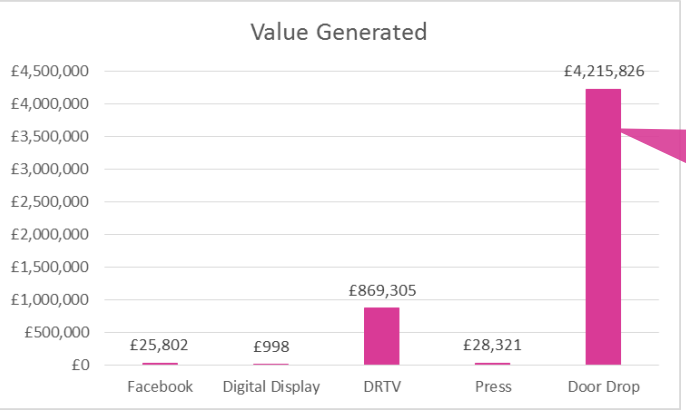


Source: Royal Mail, Doordrop Entries, DMA Awards Meta Analysis . Base sizes: 887 (No Doordrop,), 88 (including Doordrop)

Doordrops in the acquisition mix

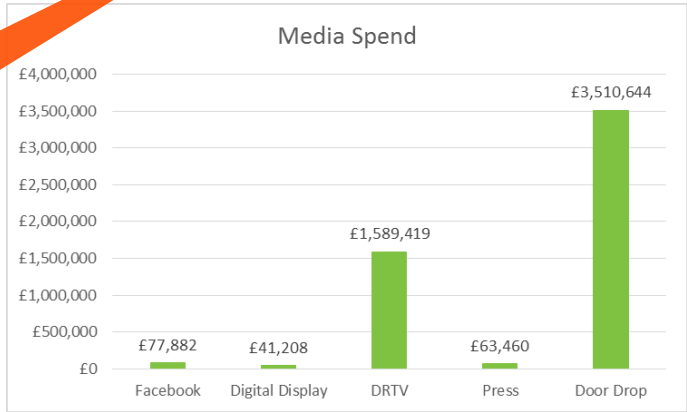
A case study from a Charity client showing doordrop's ability to deliver effectiveness at a national scale

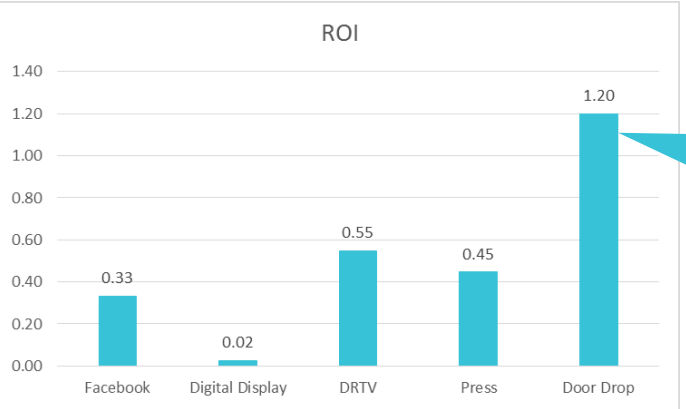




Doordrops delivered 82% of the donation value from only 66% of the budget

Doordrops drives new acquisition reach and performance





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

whistl

Doordrops in the acquisition mix

A case study from an eCommerce client

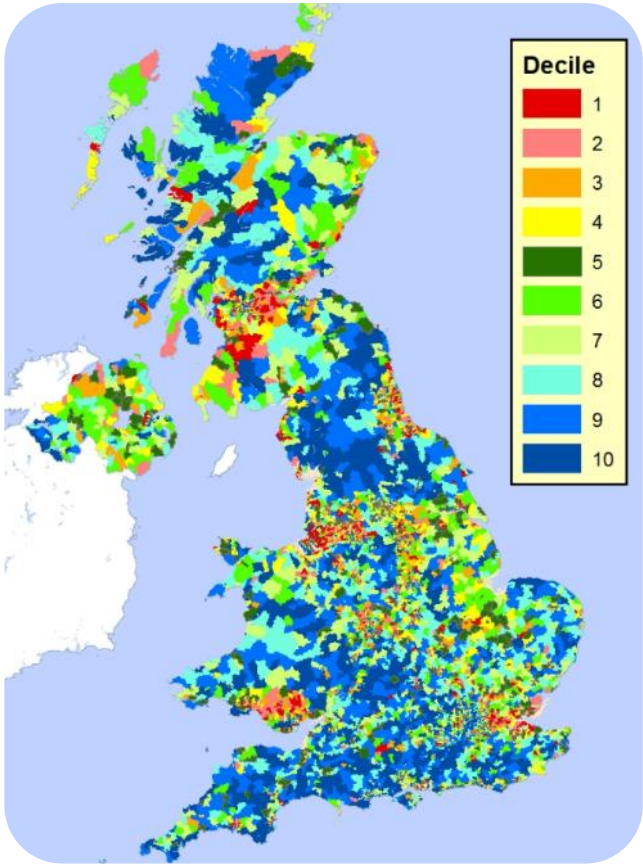
- This campaign was the first test of Doordrops by a pureplay e-commerce fashion retailer

Key statistics

- The campaign drove an ROMI of £4.45

New customers

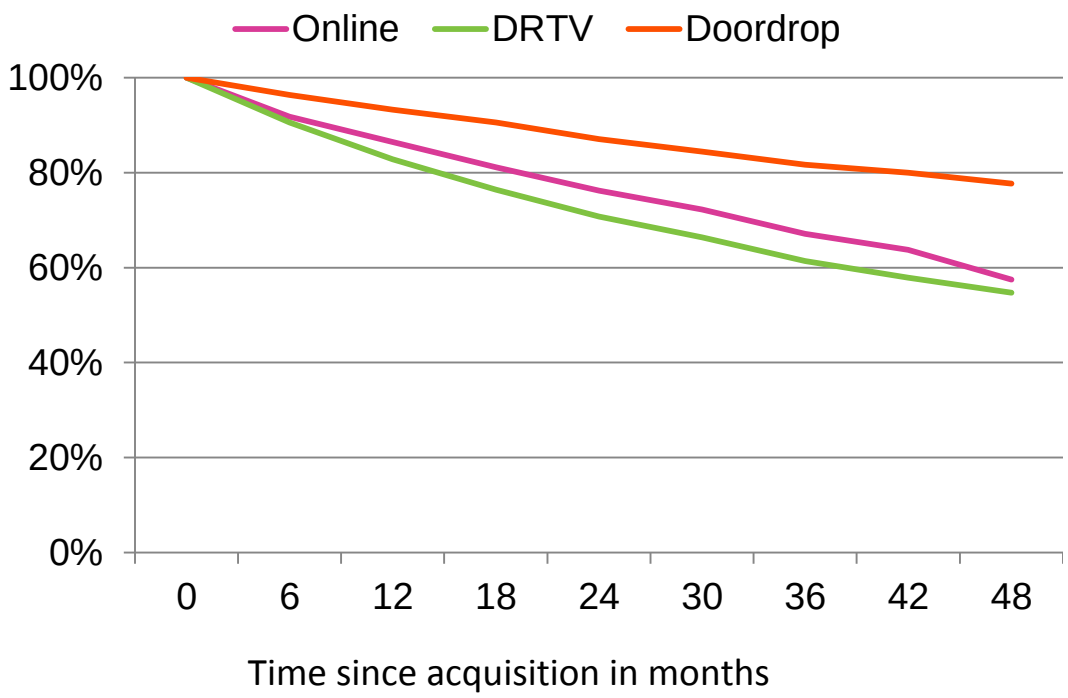
- Of the total transactions generated by the Doordrop 76% came from new customers
- This equated to 69% of the total sales from the campaign



Effectiveness Beyond ROI – Lifetime Value

Key Highlights

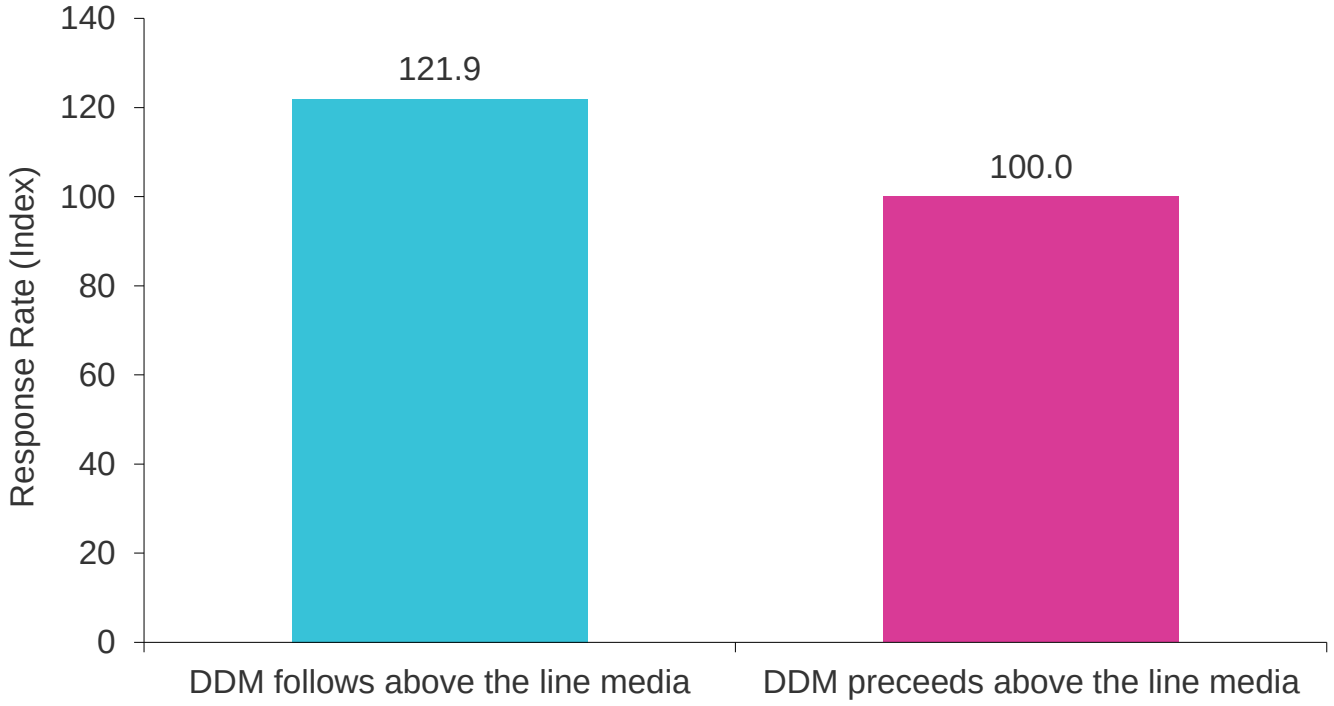
- After 4 years, 80% of door drop customers are still loyal compared to under 60% for online or TV customers
- Doordrop customers are twice as likely to repurchase
- Doordrop customers drive 50% more net revenue



Source: MC&C client; mass market; multichannel

Integrating with Broadcast Media

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



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

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

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

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

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

Granular Learnings
Geographic learnings
Timeframe of response
Influence on other media

Apply learning
Adjust
Refine
Optimise

Thank you

whistl