An Introduction to Intelligent Doordrop Media

How to acquire new customers cost-effectively and compliantly
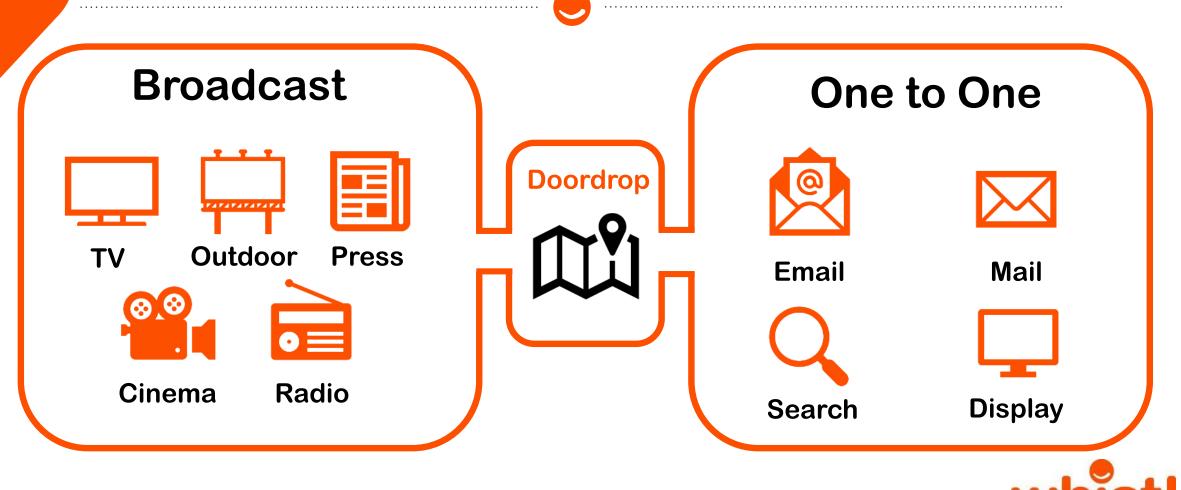
Module 1

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

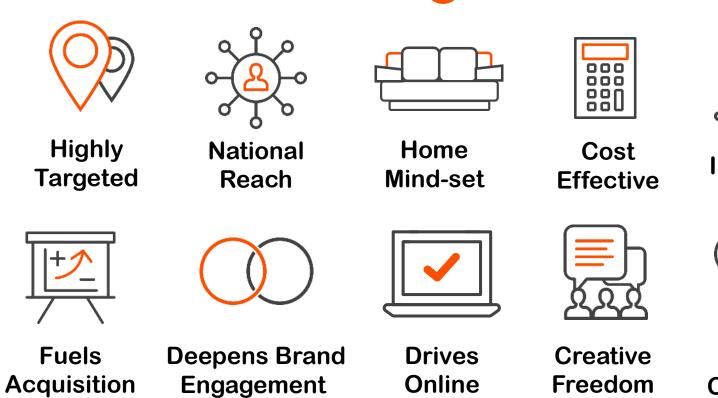Doordrops go to every household in the targeted geographies

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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."

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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**

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
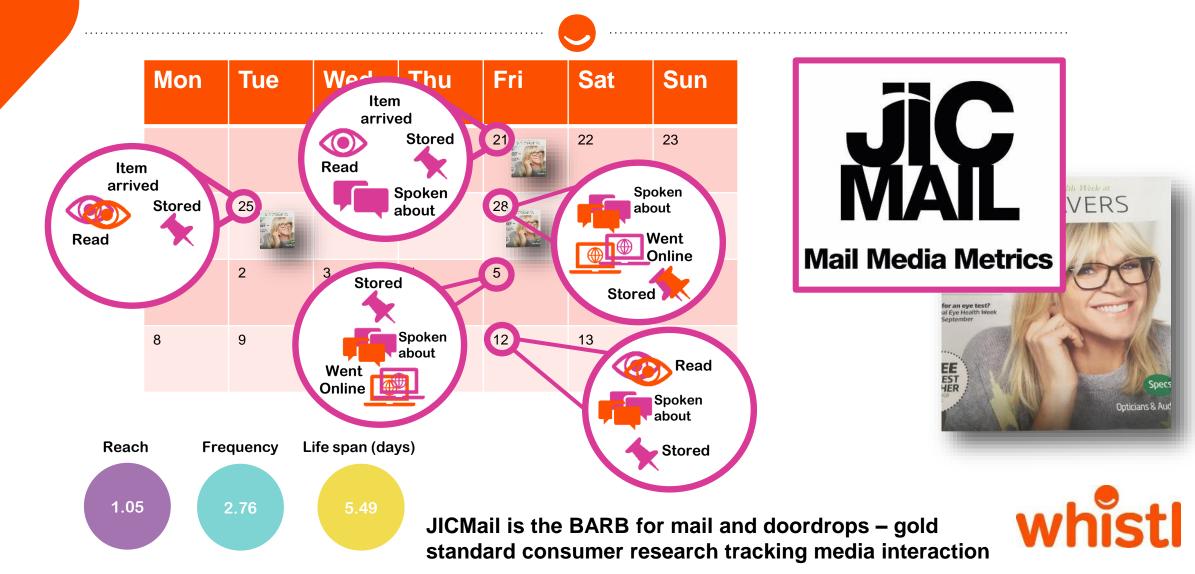
The insight available to us from an anonymised postcode is extraordinary

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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		2	3	5	28	
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**

JIC MAIL — Mail Media Metrics

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

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JICMAIL: 2020 Lockdown Insights

JIC MAIL
Mail Media Metrics
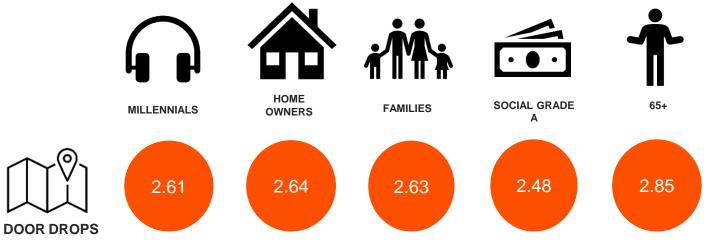
During lockdown Doordrop saw a significant improvement in interactions

+16%	+15%	+58%
Lifespan	Frequency	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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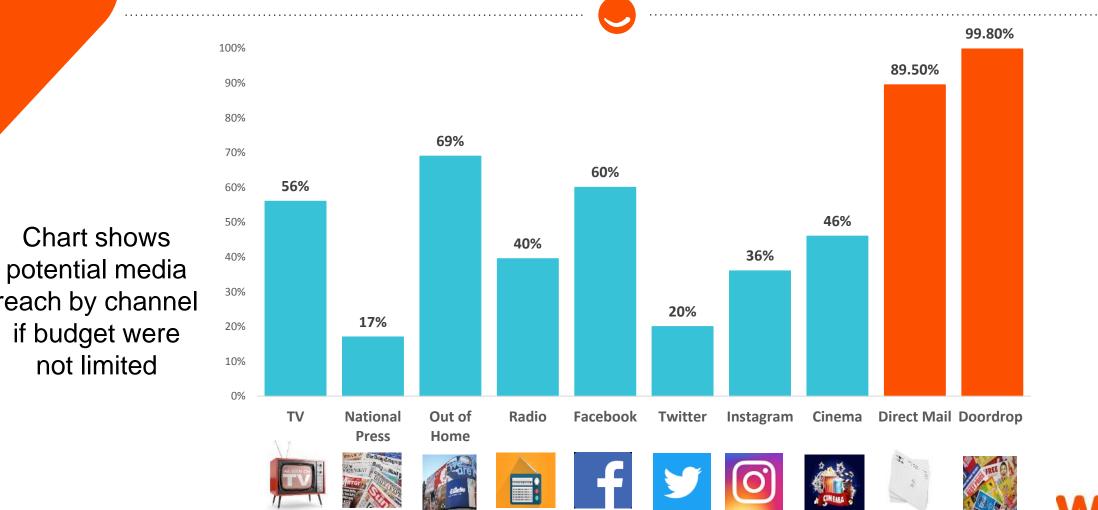
Doordrops reach all audiences

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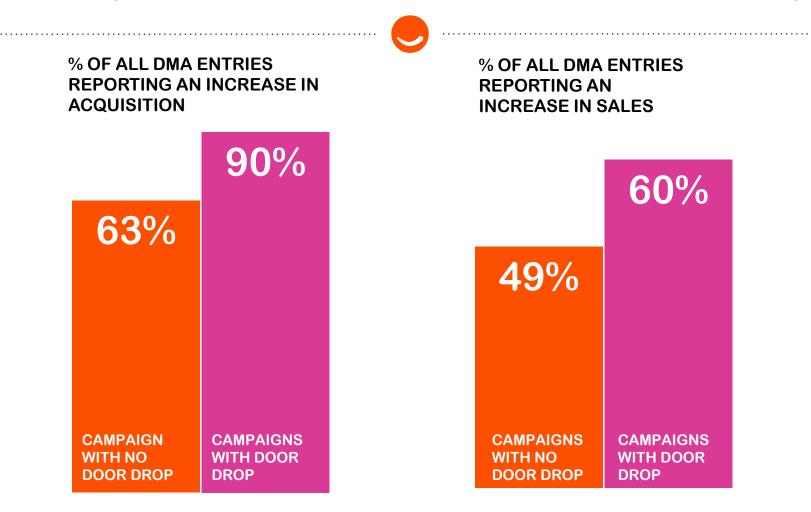
Again insight from JICMail busts the myth that doordrops are only effective at reaching older demographics. In reality all audiences engage in a similar fashion with the channel

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Doordrop reaches all geographies

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

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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Doordrop Drives Sales and Customer Acquisition

% OF ALL DMA ENTRIES REPORTING AN INCREASE IN ACQUISITION

90%

63%

CAMPAIGN WITH NO DOOR DROP

CAMPAIGNS WITH DOOR DROP

% OF ALL DMA ENTRIES REPORTING AN INCREASE IN SALES

60%

49%

CAMPAIGNS WITH NO DOOR DROP

CAMPAIGNS WITH DOOR DROP

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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

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
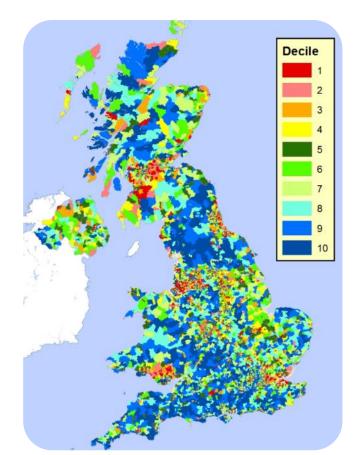
A case study from an eCommerce client

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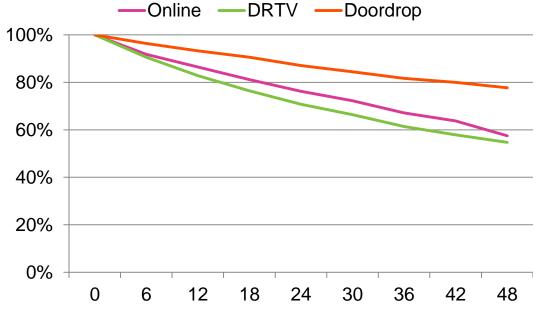
- This equated to 69% of the total sales from the campaign

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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
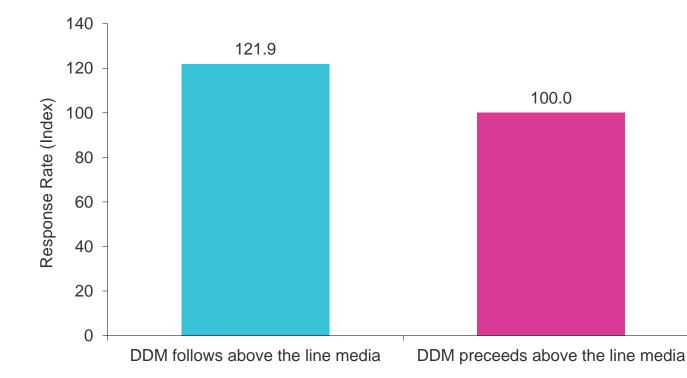

Time since acquisition in months

Source: MC&C client; mass market; multichannel

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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)

Response Rate (Index)

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

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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Thank you