

# Doordrop Media

## Best in Class Measurement



**Module 6**

**Whistl Doordrop Media**





# 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



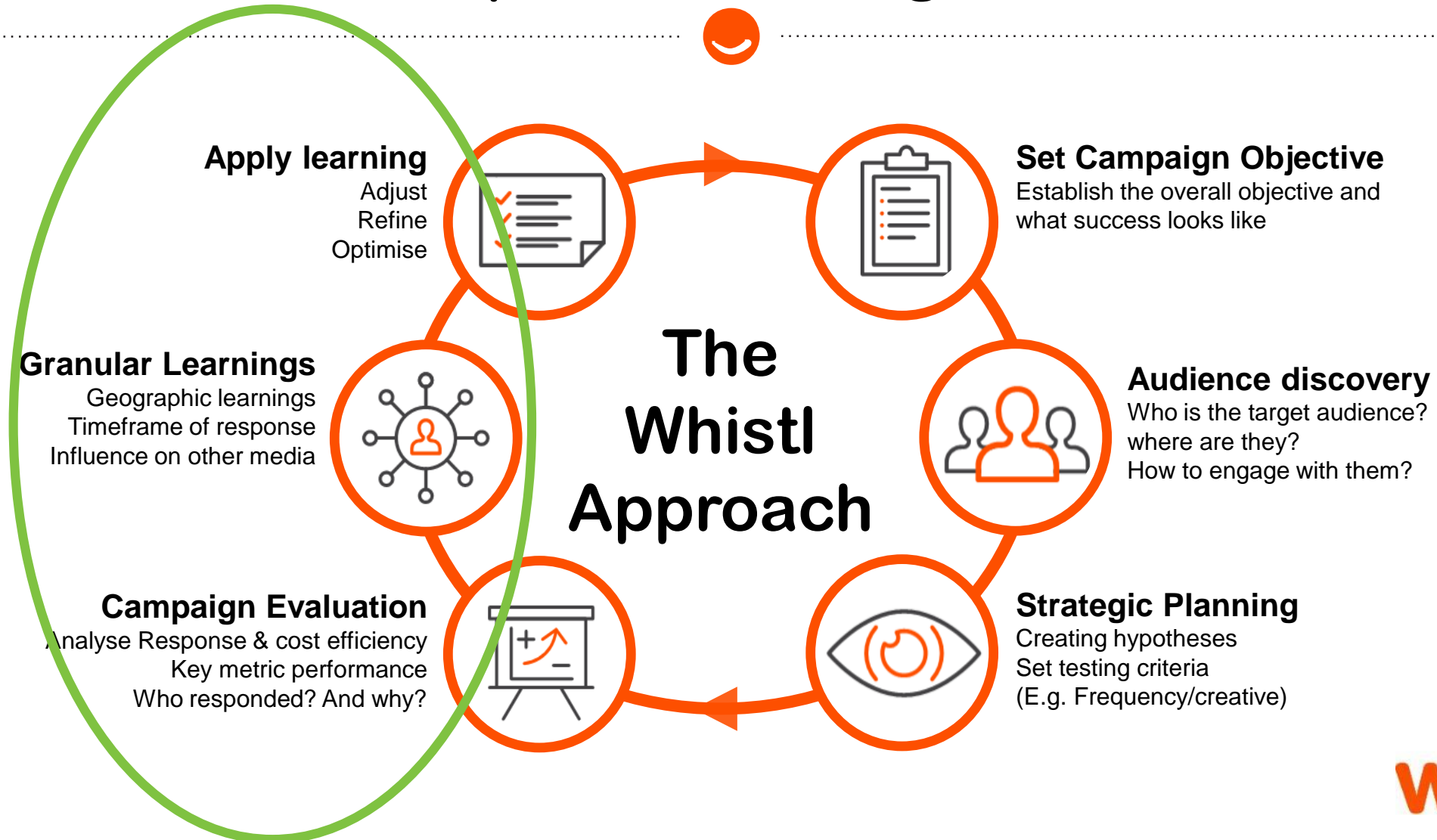
## **Module 6**

Host:  
Sonia Hitzelberger  
Best in Class  
Measurement





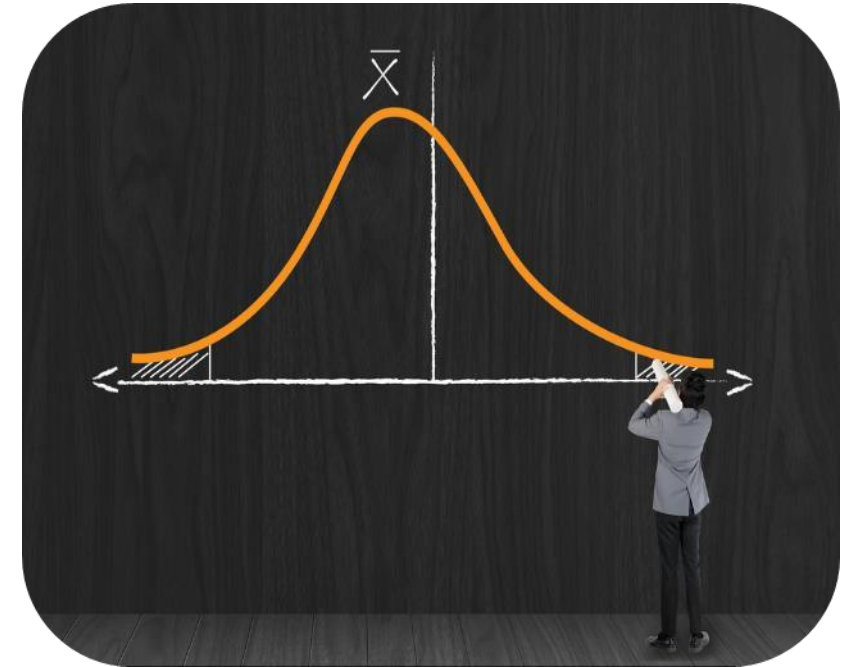
# Whistl's 360° Approach and support of this media channel provided to Agencies





# 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)**





# 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)





# 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?

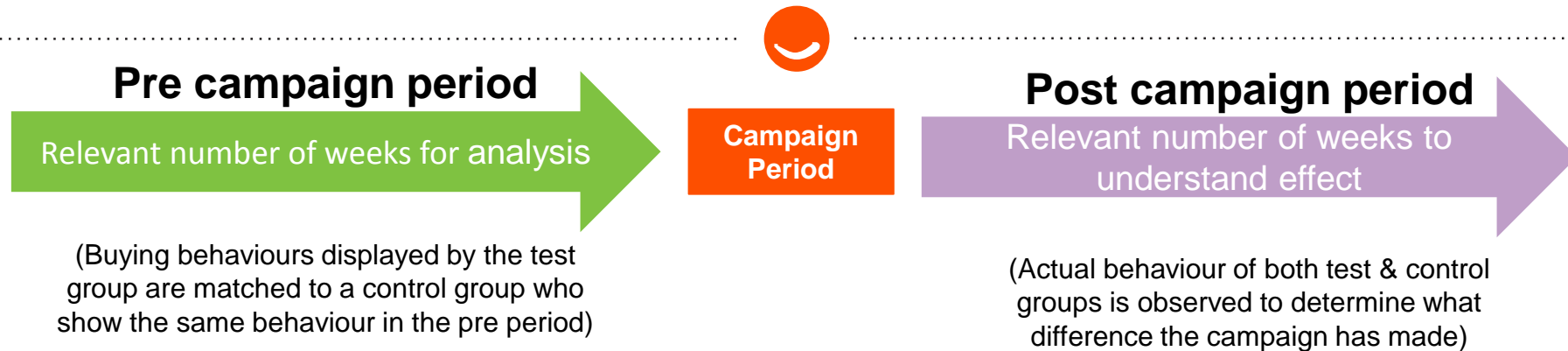


# Data needed for an Allocation Evaluation

- 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)



# Uplift Evaluation Methodology



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

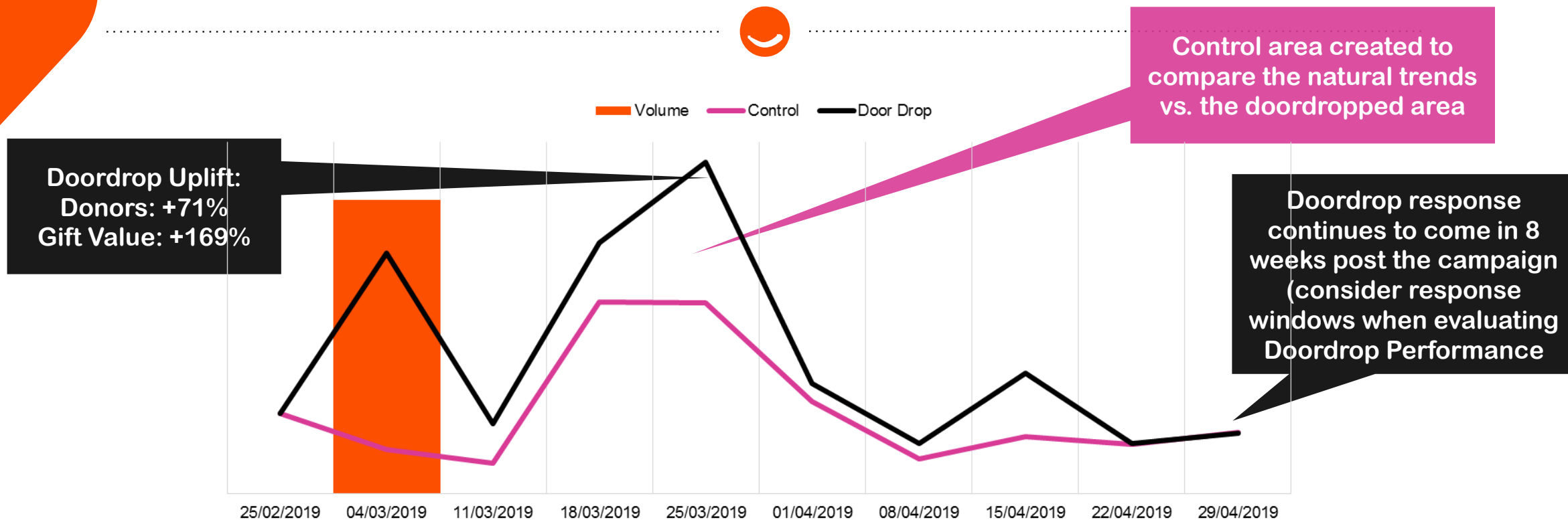
This is then compared to the actual response levels received from the doordrop area with the difference being the uplift generated by the doordrop campaign

## 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)



# Charity Example - Uplift Evaluation



Area	Control	Door Drop	Uplift	Uplift %
Donors:	75	128	53	71%
Value:	£8,327	£22,436	£14,109	169%



## 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



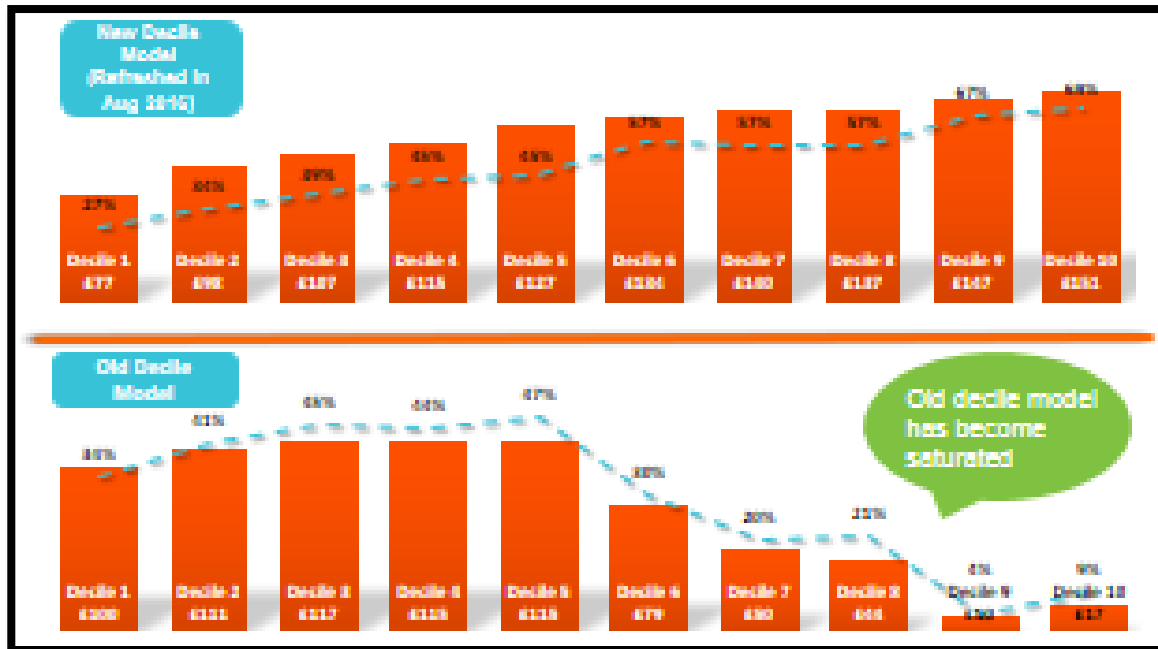
# Data needed for an Uplift Evaluation

- ☺ 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)



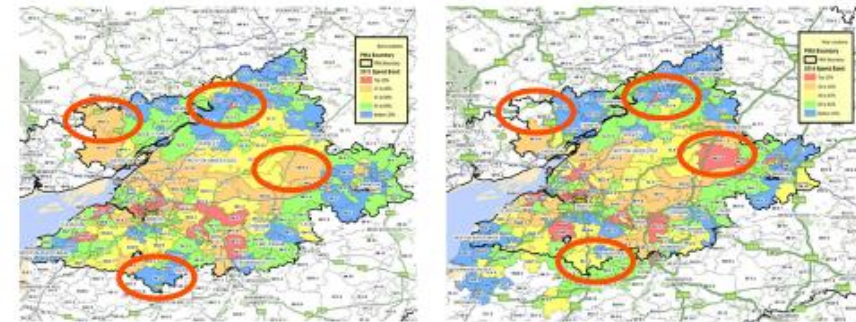
# Applying Campaign Evaluation Learnings for Improved Future Doordrop Performance

- ☺ To complete the 360° Whistl approach, all learning gets fed back into client models to ensure performance enhancement



Using spend data to identify and Measure Performance and find NEW areas of opportunity/improvement

- Distribution optimised using customer profiles and spend data year on year





# Applying Campaign Evaluation Learnings for Improved Future Doordrop Performance Ctn'd

- 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



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

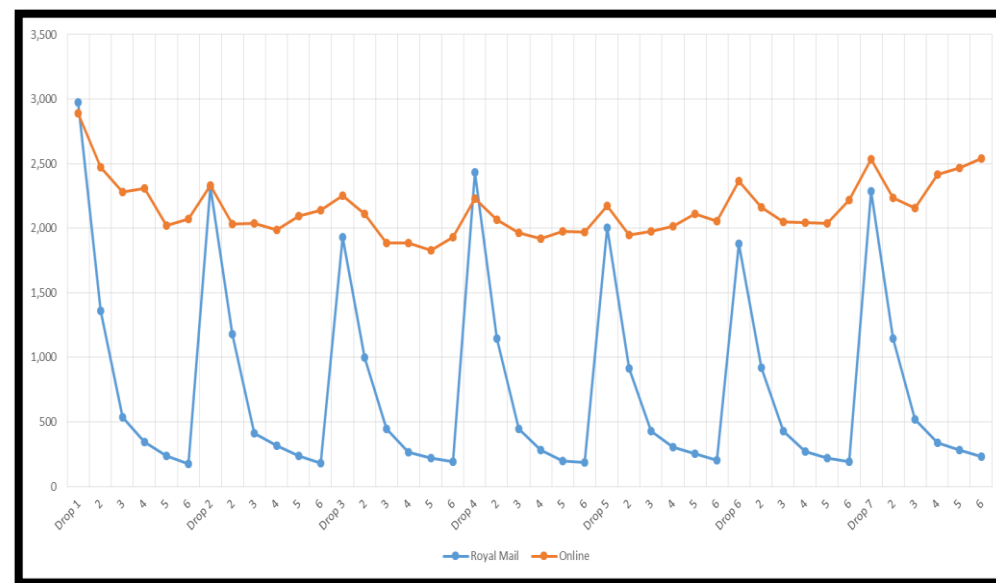


Standard Response view (Linear view)



- 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





# 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)



# 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 its relationship with other channels



# 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**

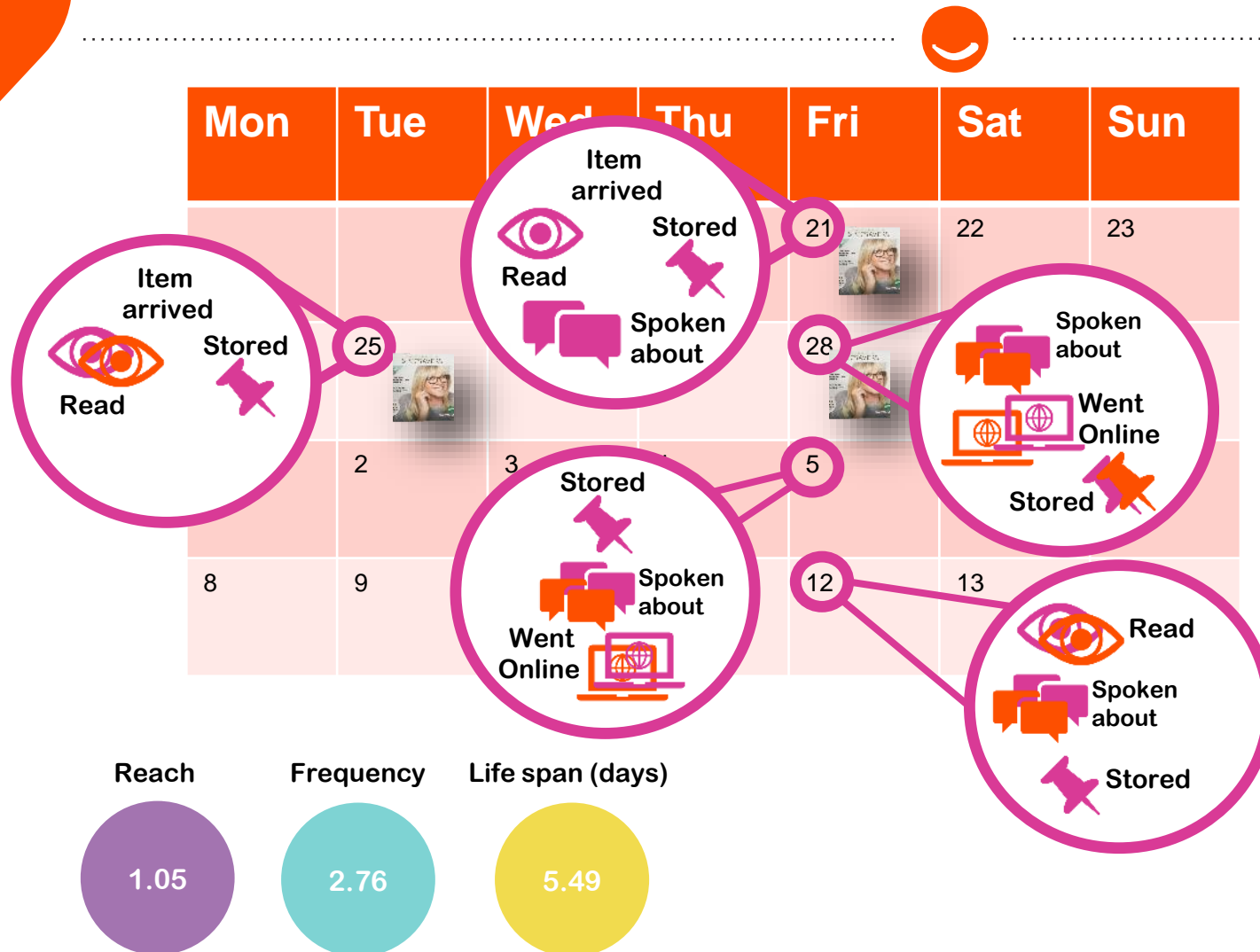
## Conclusion:

- 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





# Doordrops now have their own Media Currency Ctn

- 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 whistl'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.



# JICMAIL: Doordrop Interactions during Lockdown

During lockdown Doordrop saw a significant improvement in interactions

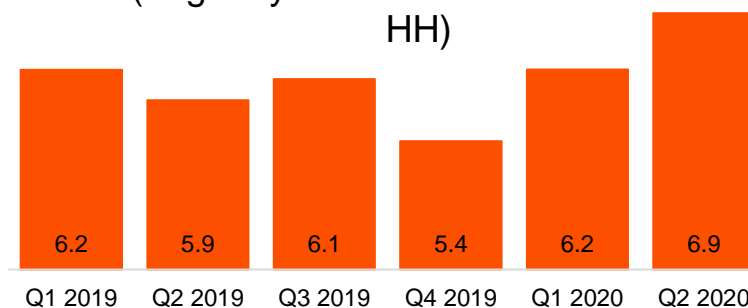
**+16%**  
Lifespan

**+15%**  
Frequency

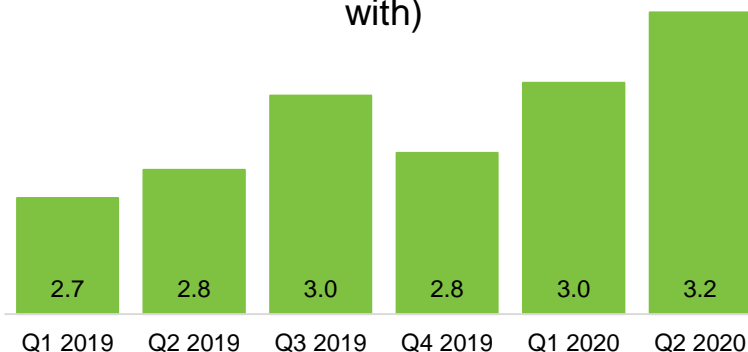
**+58%**  
Commercial  
Actions

Q2 2020 vs. Q2 2019

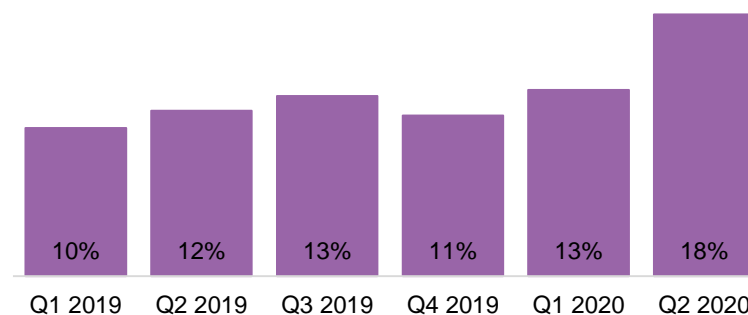
**Lifespan**  
(Avg. days an item remained in the HH)



**Frequency**  
(Number of times an item is interacted with)



**Commercial Actions**  
(% of items with a commercial action)



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



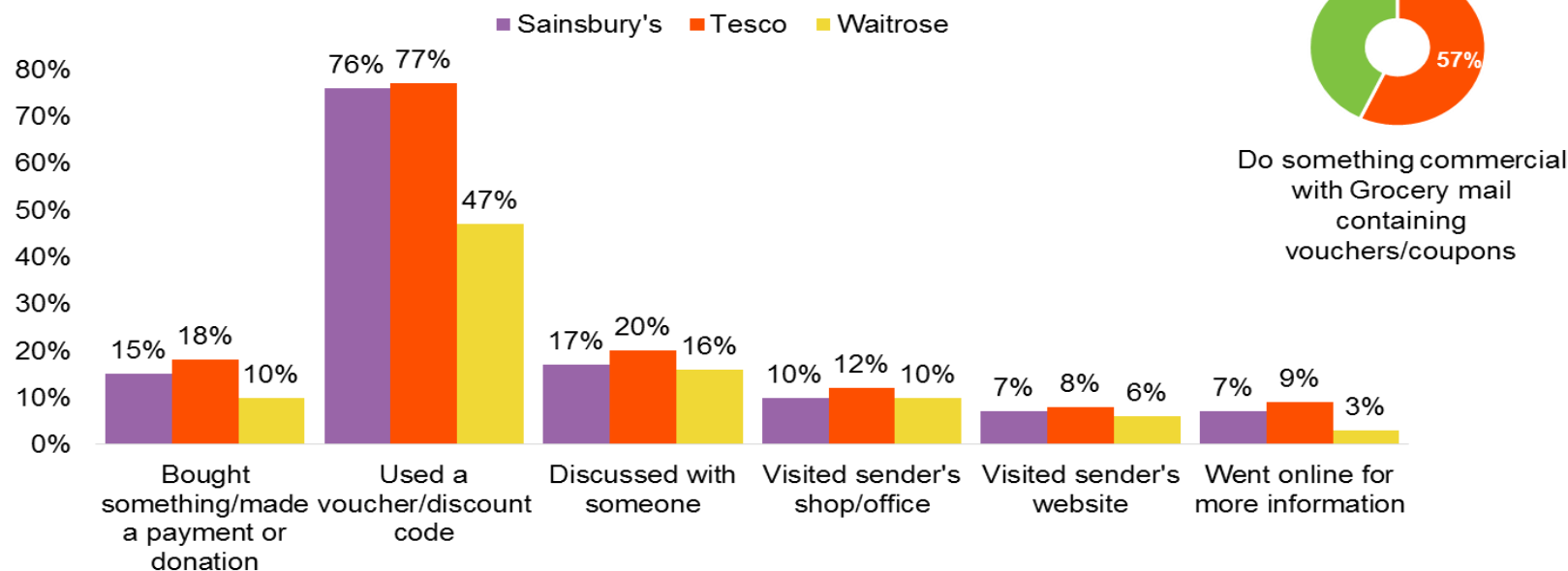
# JICMAIL: Doordrop Interactions during Lockdown Ctn'd

- 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



# 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 %





# How Doordrops drive different Commercial Actions Ctn

- 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



# 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 an 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



# Summary: Measurement Considerations

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## Best in class measurement

- Econometric analysis alongside 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 doordropped 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



# Summary: Measurement Considerations Final

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## 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**



# Thank you



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