# Finance Doordrop Market Intelligence Report January to June 2022

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# 109m Doordrop Items Distributed to June 2022

**+29%** growth in Doordrop Volumes for Finance Doordrops in H1 2022

**16million** Doordrops from Travel Insurance Companies

**56%** of Financial Doordrops from Life Insurance Companies

| Category | H1 2022 | | | New Doordrop Users | | |
|---|---|---|---|---|---|---|
| | No. of Companies | Volume (Millions) | Year on Year % | No. of Companies | Volume (Millions) | % 2022 Volume |
| Bank / Loan | 11 | 6m | -29% | 3 | 300k | 5% |
| Home & Motor Insurance | 17 | 18m | 78% | 8 | 900k | 5% |
| Life Insurance | 19 | 61m | -5% | 5 | 6m | 10% |
| Other | 28 | 24m | +1353% | 18 | 18m | 77% |
| Total | 75 | 109m | 29% | 34 | 25m | 23% |

Source: Ebiquity Jan – Jun 2022

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# Doordrops Household Journey

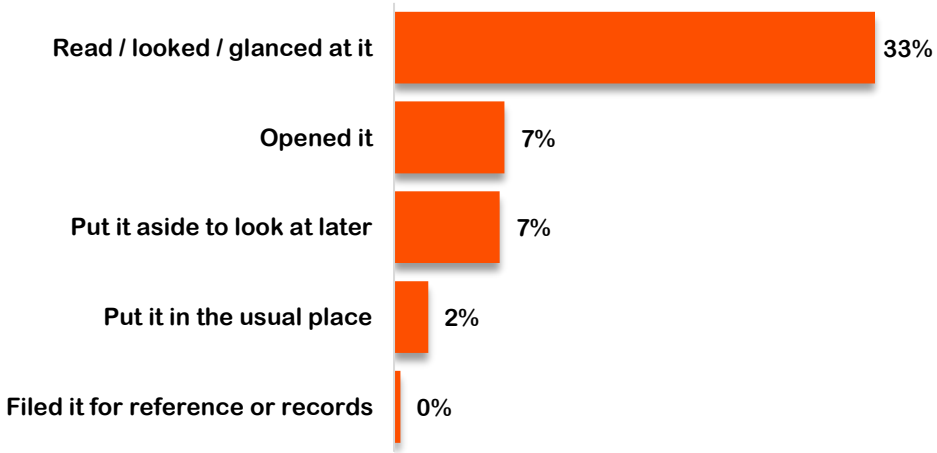
**Seen By 114m People**

**Finance**
Volume: 109m
Reach: 1.04
Frequency: 2.72

**Read 309m Times**

## Physical Action

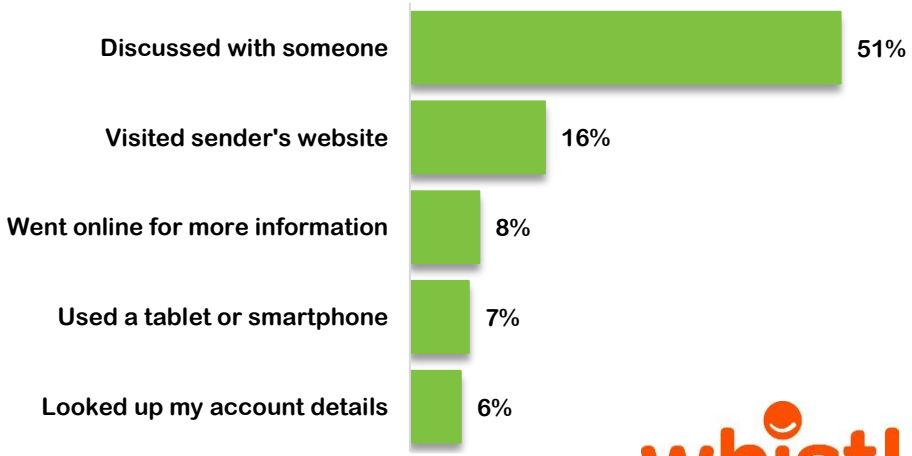
### Proportion of Physical Actions




Source: JICMail Jan - Jun 2022

## 6% Resulted in a Commercial Action

### Proportion of Commercial Actions

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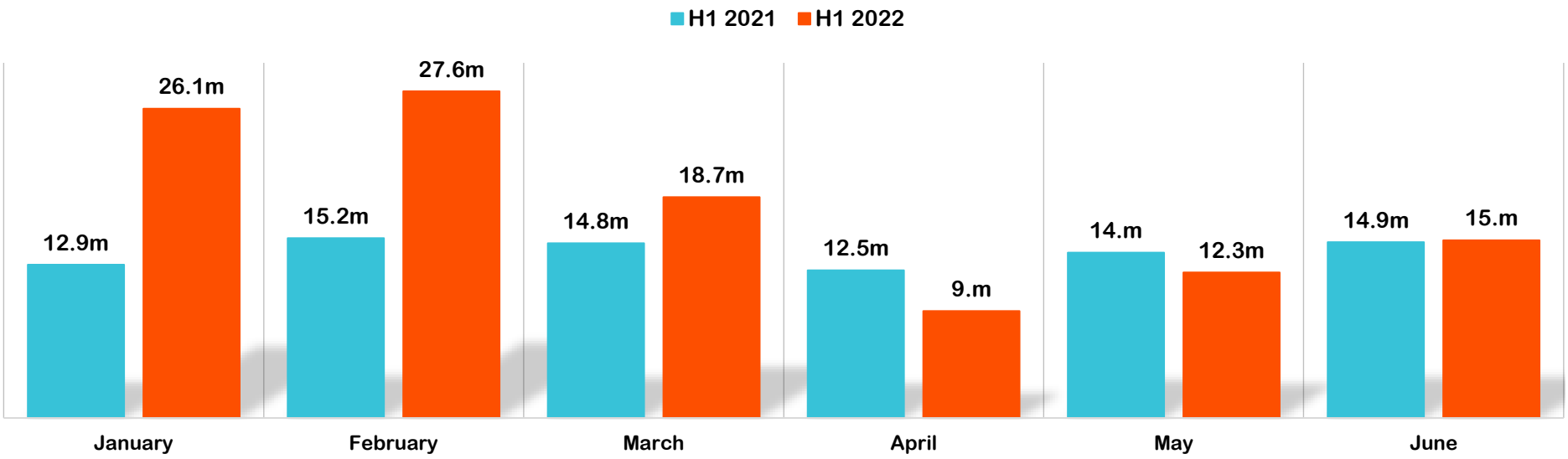
# Competitive Periods in H1 2022

**Financial Doordrop Volumes by Month**

**YOY growth in January & February showing signs of post covid optimism**

**The Cost of Living Crisis appears to have tempered volumes back down to covid levels**




Source: Ebiquity Jan – Jun 2022

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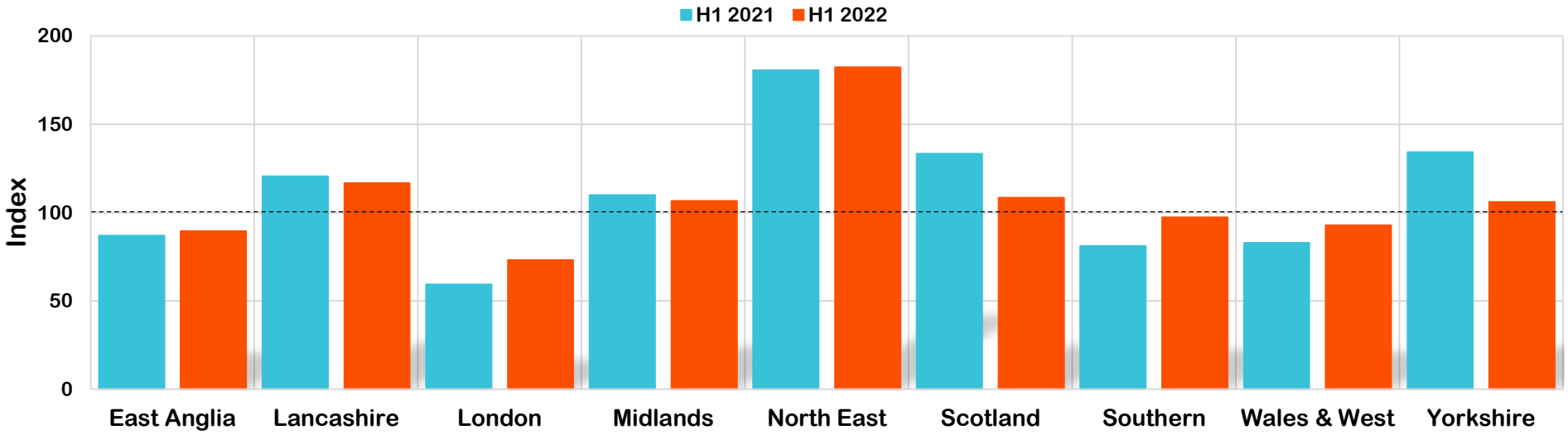
# Where did Finance Companies Reach Out To?

H1 2022 Volume Index by Region

North East Lancashire & Scotland are the most competitive regions in H1 2022

All regions saw an increase in volume with London the largest at +70%




Source: Ebiquity Jan – Jun 2022

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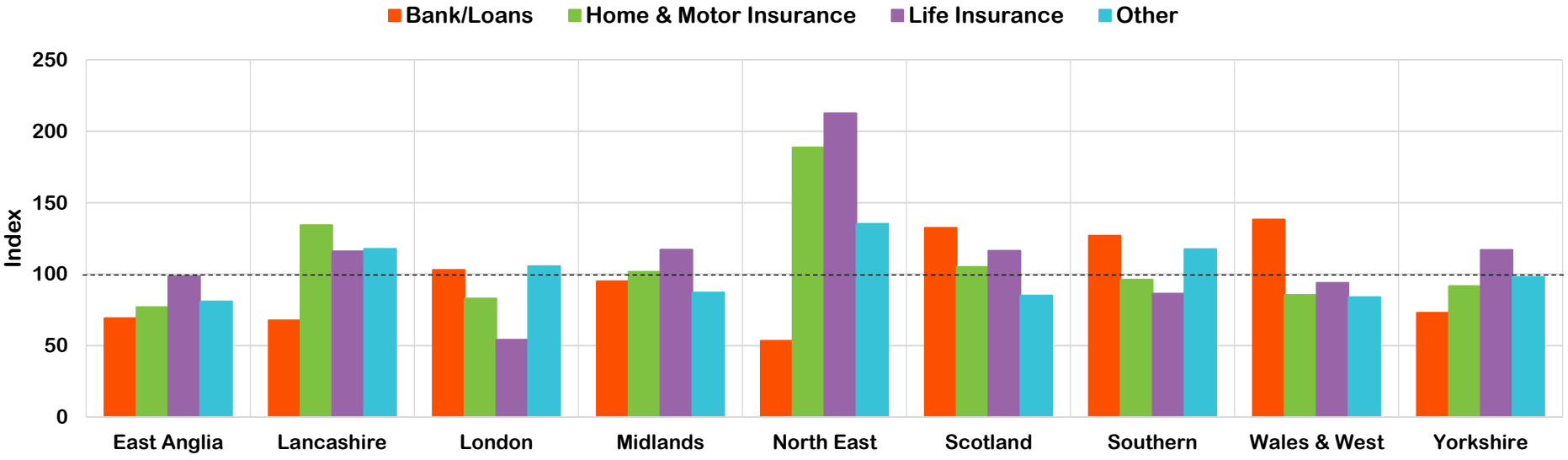
# Where Finance Companies Reach Out To In H1 2022

2022 Volume Index by Region & Finance Sector

Bank/Loans heavily targeted Wales and the West

Life Insurance and Home & Motor Insurance companies both targeted the North East




Source: Ebiquity Jan – Jun 2022

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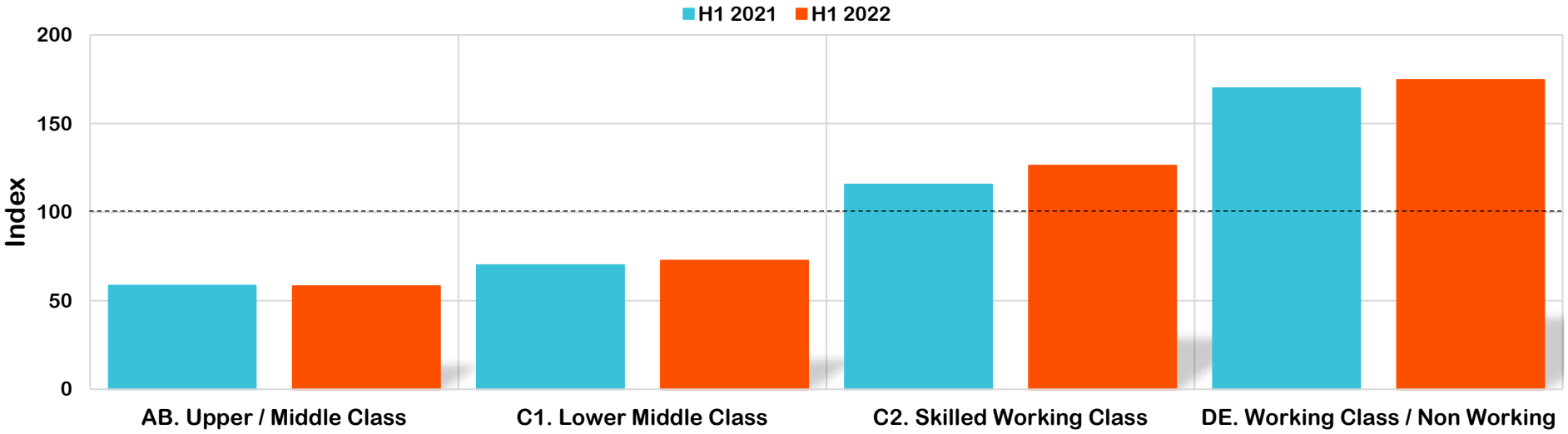
# Who Are Finance Companies Targeting?

H1 2021 & 2022 Volume per Household by Social Class

All Social Classes saw increased Doordrop volumes. C1 largest at +58%

DEs receive far higher volume of Doordrops per HH from Finance Companies overall




Source: Ebiquity Jan – Jun 2022

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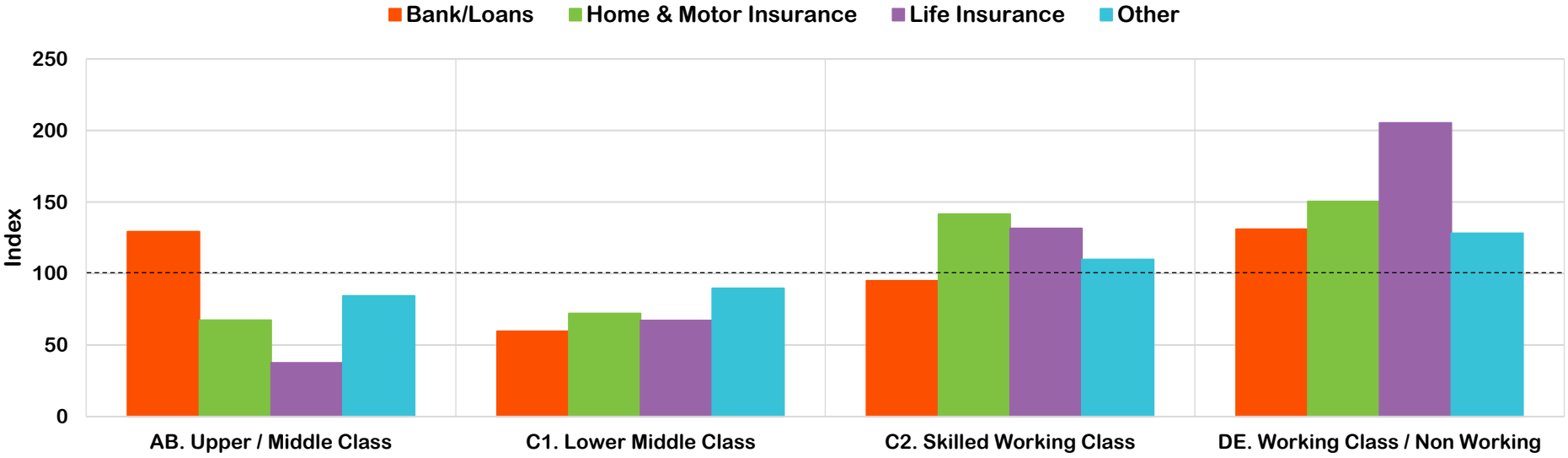
# Who Are Finance Sectors Targeting?

H1 2022 Volume per Household by Social Class & Finance Sector

C2. Skilled Working Class & DE. Working Class / Retired received more Doordrops per Households

Most Life Insurance Companies favour targeting DE. Working Class / Retired




Source: Ebiquity Jan – Jun 2022

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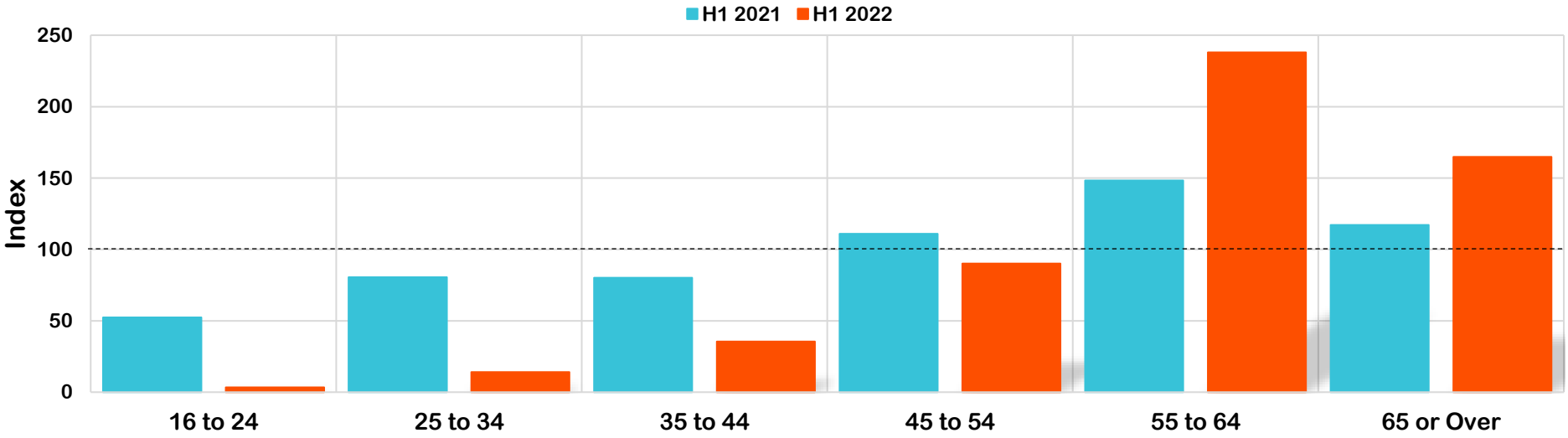
# Who Are Finance Companies Targeting?

H1 2021 & 2022 Volume per Household by Age Group

Finance Companies increasingly target older generations 55-64 year olds (+64% YOY)

Doordrop Volumes decreased by **-67%** for those under 45 years old but increased by **+76%** for 45+ years old




Source: Ebiquity Jan – Jun 2022

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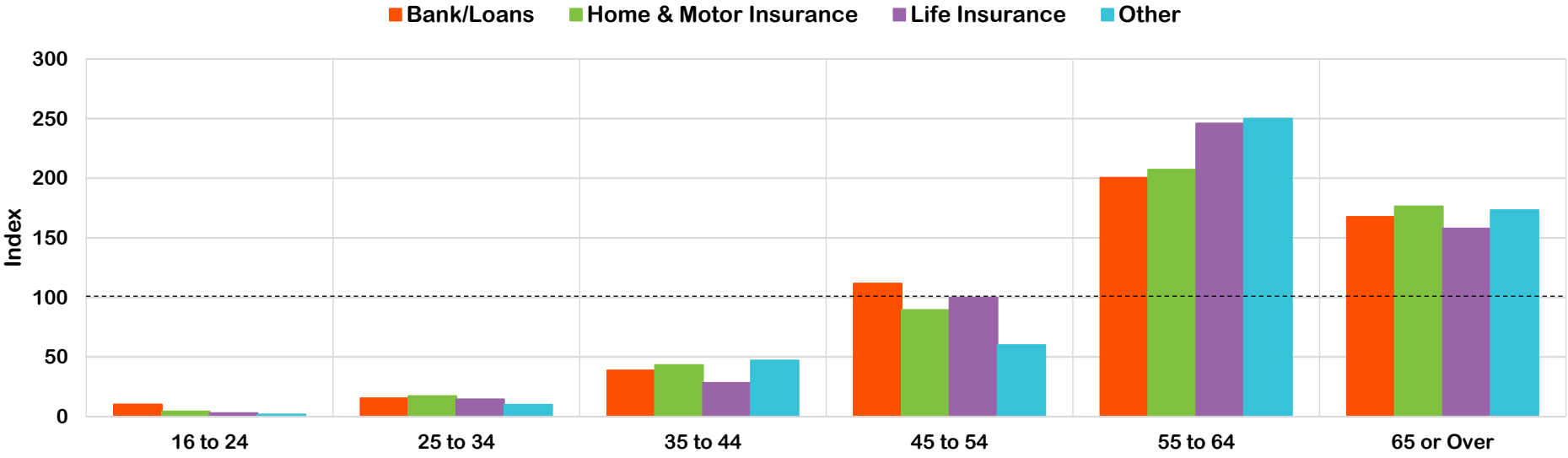
# Who Are Finance Sectors Targeting?

H1 2021 & 2022 Volume per Household by Age Group & Finance Sector

All Finance Sectors target the older generation 55+ year olds

All Finance Sectors reduced their Doordrop volume to 18-44 year olds




Source: Ebiquity Jan – Jun 2022

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# The Top 5 Finance Companies in H1 2022

## Most Doordrop Volume in H1 2022

| | | | | | |
|---|---|---|---|---|---|
| **Charity:** | SunLife | Pure Cremation | CORGI Gas | Staysure | avanti Travel Insurance |
| **H1 2022 Volume: Vs. H1 2021:** | 20 - 25m (+5%) | 20 - 25m (+167%) | 10 - 15m (+252%) | 10 - 15m New User | 4 - 6m New User |
| **Category:** | Life | Life | Home & Motor | Other | Other |

## Biggest Growth in Doordrop Volume in H1 2022

| | | | | | |
|---|---|---|---|---|---|
| **Charity :** | Pure Cremation | Staysure | CORGI Gas | avanti Travel Insurance | Distinct Cremations |
| **H1 2022 Volume: Vs. H1 2021:** | 20 - 25m (+167%) | 10 - 15m New User | 10 - 15m (+252%) | 4 - 6m New User | 4 - 6m New User |
| **Category:** | Life | Other | Home & Motor | Other | Life |

Source: Ebiquity Jan – Jun 2022

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# SunLife Creative: Example

**Format:**
2 page A4

**Weight:**
6g

**Message:**
"Worried about funeral prices? Here's something good to know…"

**Incentive:**
£100 Gift Card

**Response Type:**
Telephone Number / Online Sign-up / Pre-Paid Post

**Market:**
Finance: Life Insurance

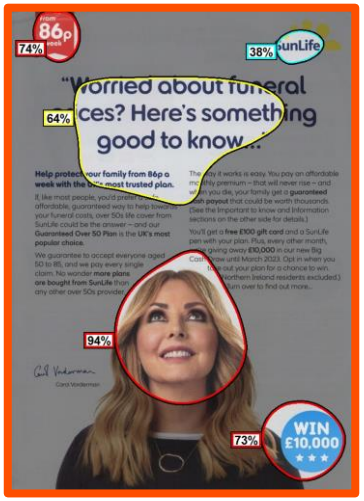
**Month:**
March 2022

Source: Ebiquity

# SunLife Creative: Analysis

The objective is to dispel worries about funeral costs. The readers first glance would be drawn to Carol Vorderman's face, as indicated by the heat map. Warm colours and sharp edges are also high visual attractors, highlighting the low cost per week. This followed by the roundel with the chance to win to encourage action.

The visual gaze shows good coverage however, the Sunlife logo is unlikely to be noticed at first glance.

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# SunLife Creative: Target Audience

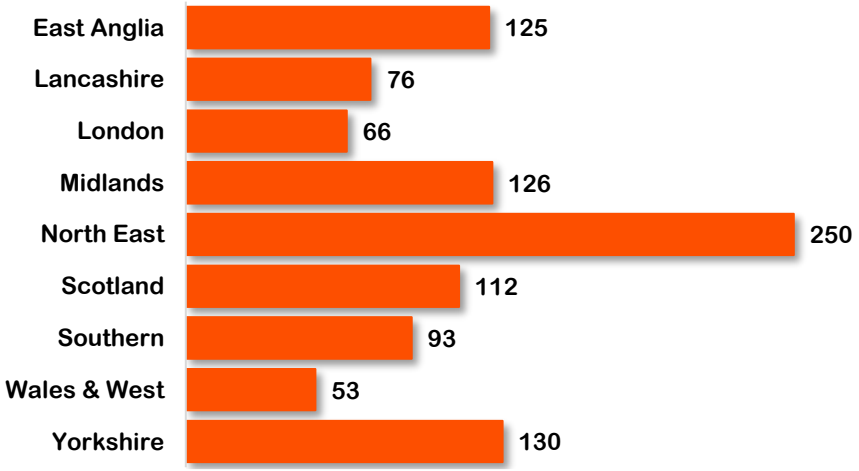
## Targeting:

55+ years old &
DE. Working Class / Non Working

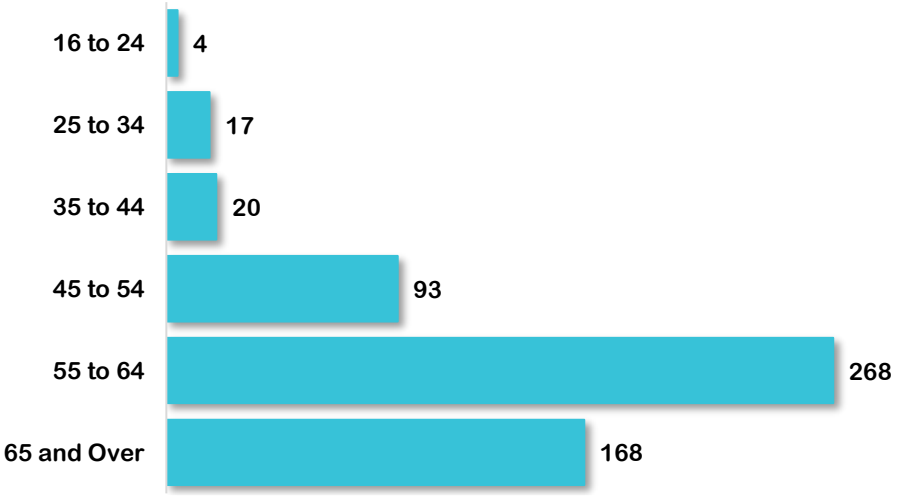
## Geography:

Most likely North East
Followed by Yorkshire, Midlands & East Anglia

## BARB Regions

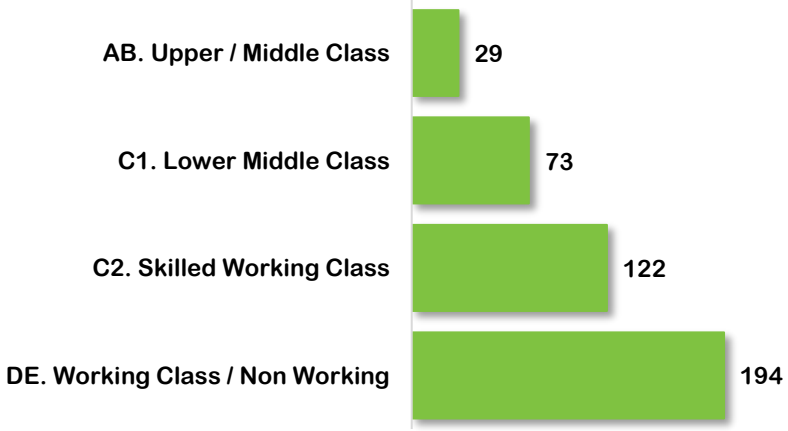



## Age Group




Source: Ebiquity

## Social Class

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# A Finance Success Story

**Client:** Anonymous

**Campaign:** Increase New Customer Acquisition

**Category:** Finance

**100% increase in Response Rate**

## Campaign Objective

Whistl built a bespoke propensity model that used latest data blending and analytical techniques to identify the likely demographics and financial behaviours for this client.

A ranked targeting model enabled them to target Doordrops to their best prospect audiences across the UK, including London.

## Campaign Results

Doordrops proved to be a highly effective acquisition channel with campaigns receiving between 0.010% and 0.020% Response Rate.

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# Data Sources

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# Ebiquity

- Ebiquity captures, organises and analyses advertising communications from the UK.
  - Providing clients with the visibility they require to react to competitor activity.
  - Giving clients greater confidence to develop successful communication strategies.
- Used by advertisers, agencies and media owners to understand who, where, what, and how much is spent on advertising.
- All volumes are based upon a robust panel size demographically weighted & nationally representative & then up weighted to represent a national booking.
- Although some numbers may not be 100% accurate, figures have not been updated with actual known numbers to provide a consistent approach and overall comparable picture against all advertisers.

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# JICMAIL - A Media Currency For Mail & Doordrops

Founded By

- JICMAIL helps media planners understand the power of these channels using exactly the same measurement standards as other media channels.
- JICMAIL is a joint industry initiative supported by the IPA and ISBA that measures readership reach and frequency of exposure to those tangible print items delivered to the home.
- The data from the JICMAIL panel informs us that 68% of all Doordrops are read or looked at and average frequency of 2.94 times, with a lifespan of up to 28 days.

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# Experian: Mosaic 7

- Experian Mosaic 7 provides in-depth understanding across all UK households.
- Accurate reflection of the UK consumer by demographic, lifestyle, behaviour.
- Providing rich and details consumer insight to build efficient campaigns.
- Key Factors Include:
  - Age Band
  - Household Income
  - Property Type
  - Education
  - Family
  - Adoption to technology

# Kantar Media: TGI Survey

KANTAR

- Drawing on an annual sample of 24,000 adults, the survey is updated four times a year.
- Questions on spending behaviours, attitudes & methods to shopping, e.g.:
  - I have life insurance
  - I spend £500+ on my credit card per month
- Key lifestyles and attitudes, including:
  - Financial
  - Spending Habits
  - Hobbies and leisure activities

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# Thank you

**For further information or enquiries please contact the team at Whistl:**

**By Telephone: 01628 816 872**
**Or via our website: www.whistl.co.uk**

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