



Advertising Mail
Test and Innovate
Incentive (TIS)





Advertising Mail Test and Innovate Scheme



Who is it for?

For when you try something new



What do you get?

A postage credit of up to 15% is available on eligible Advertising Mail (minimum of 10K items)



How do you qualify?

The minimum volume is 10,000 items. The maximum test period is 6 months



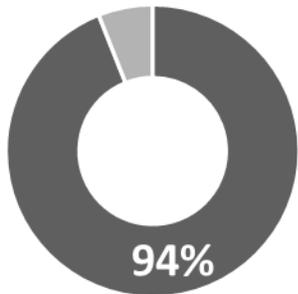
How do I apply?

For more information and to apply speak to your Account Manager or email us incentives@thedeliverygroup.co.uk

The first 3m items = 25% discount
Volume above 3m = 30% discount
Postage credit rates vary depending on the volume



Test To Get More From Your Mail



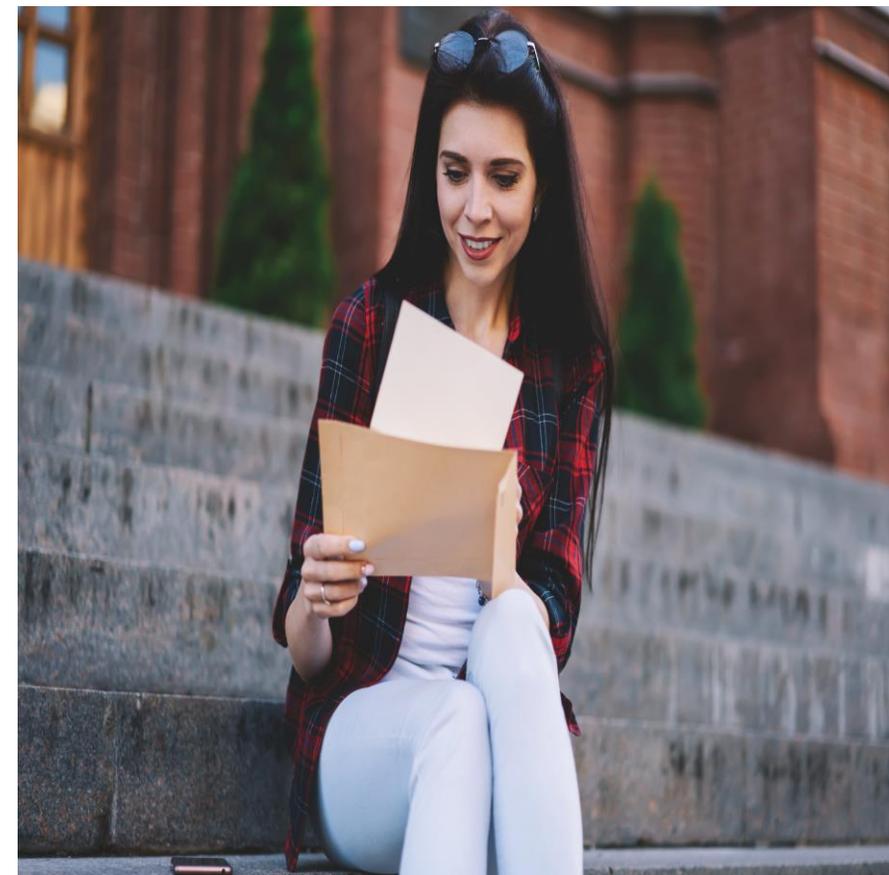
Of mail is engaged with opened, read, sorted, put aside, put on display or in the usual place



Every 100 mail packs sent reach another 13 individuals



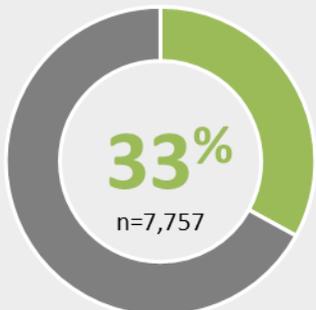
Each piece of mail is revisited 4.2 times by individuals



Source: JICMAIL Q1 2017-Q1 2019, Advertising Mail, n=43,042



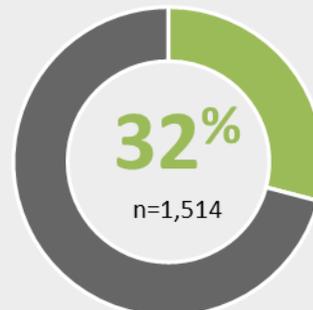
Advertising Mail Drives High Commercial Engagement



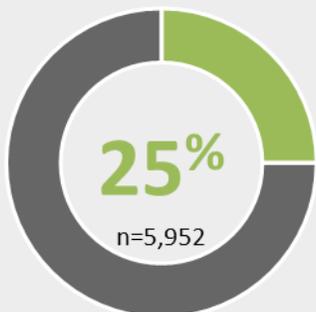
High Street Retailer



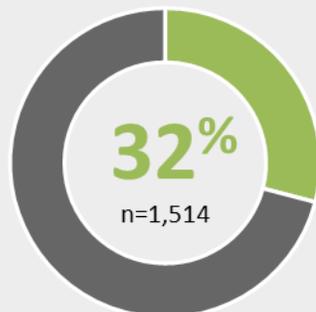
Financial and Insurance
Services



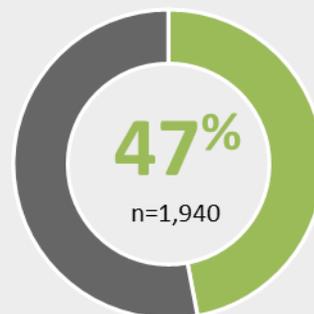
Utilities Provider



Mail Order/Online
Retailer



TV/Broadband/
Landline/Mobile



Local and Central
Government

Commercial Actions Included

- Used a voucher or discount code
- Ordered a catalogue
- Visited sender's website
- Called the sender
- Planned a large purchase
- Went online for more information
- Visited the sender's website



Entry Requirements

1

Test addressed Letters or Large Letter format items sent using Advertising Mail or Responsible/Sustainable Mail

2

Measure the performance of the test and share the results with us so we can understand whether the tests we invest in achieve their objectives

3

To qualify, test mailings must include Mail a minimum of 10,000 advertising mail items and a maximum of 1m items over the 6-month period

4

Submit your application form at least two weeks before the start date of your test.



Postage Credits 2021 - Advertising Test Incentive (TIS)



Format	Product Description	Weight Range	Standard rate	Higher rate
Letter	Access ECON Advertising Mail 70 Mailmark	0-100g	10%	15%
Letter	Access ECON Responsible Mail (ENT/ INT) 70 Mailmark	0-100g	10%	15%
Letter	Access STD Advertising Mail 70 Mailmark	0-100g	10%	15%
Letter	Access STD Advertising Mail 1400 Manual	0-100g	10%	15%
Letter	Access STD Responsible Mail (ENT/ INT) 70 Mailmark	0-100g	10%	15%
Letter	Access STD Responsible Mail (ENT/ INT) 1400 Manual	0-100g	10%	15%
Large Letter	Access STD Advertising Mail 70 Mailmark	0-100g	10%	10%
Large Letter	Access STD Advertising Mail 1400 Manual	0-100g	10%	15%
Large Letter	Access STD Responsible Mail (ENT/ INT) 70 Mailmark	0-100g	10%	10%
Large Letter	Access STD Responsible Mail (ENT/ INT) 1400 Manual	0-100g	10%	15%
Large Letter	Access STD Advertising Mail 70 Mailmark	101-250g	10%	15%
Large Letter	Access STD Advertising Mail 1400 Manual	101-250g	10%	15%
Large Letter	Access STD Responsible Mail (ENT/ INT) 70 Mailmark	101-250g	10%	15%
Large Letter	Access STD Responsible Mail (ENT/ INT) 1400 Manual	101-250g	10%	15%
Large Letter	Access STD Advertising Mail 70 Mailmark	251-500g	10%	15%
Large Letter	Access STD Advertising Mail 1400 Manual	251-500g	10%	15%
Large Letter	Access STD Responsible Mail (ENT/ INT) 70 Mailmark	251-500g	10%	15%
Large Letter	Access STD Responsible Mail (ENT/ INT) 1400 Manual	251-500g	10%	15%
Large Letter	Access STD Advertising Mail 70 Mailmark	501-750g	10%	15%
Large Letter	Access STD Advertising Mail 1400 Manual	501-750g	10%	15%
Large Letter	Access STD Responsible Mail (ENT/ INT) 70 Mailmark	501-750g	10%	15%
Large Letter	Access STD Responsible Mail (ENT/ INT) 1400 Manual	501-750g	10%	15%

- Postage credit rates vary depending on the type of test you undertake.
- We will offer postage credits at the standard rate unless they qualify as an “Exceptional” test

Standard Test Discount = 10%
Exceptional Test Discount = 15%

* The % discount will be taken off the Access Price paid



Exceptional Mailing Tests Qualify at a Higher Rate



EXCEPTIONAL TESTS	EXAMPLES
A brand new or incremental mailing	A brand-new communication using mail that you have not tried before or an extension of an existing mailed communication to reach a brand-new audience
Increase to your postage costs	Increasing the size of your item from Letter to Large Letter format or material increased weight as a result of additional pages
Major changes to the design of your existing mailpack	Radical overhaul of mail pack
Types of tests not supported: change of a commercial offer, digital stamp, tests that reduce the cost of postage	

Terms and Conditions apply



Test New Innovation to get the Higher Rate Incentive



Test a QR code in your mailing pack to drive people seamlessly to any kind of digital content



Test programmatic mail where you can re-target someone visiting your web site with a timely mail piece to remind them to buy



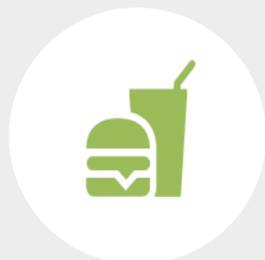
Test mail with addressable TV



Make the most of developments in Artificial Intelligence, use it to tailor your mail to different audiences



Use augmented reality or near-field reality to create a truly immersive customer experience



One drinks company made their print edible so you could sample their new flavor by tearing a piece of paper off and eating it!



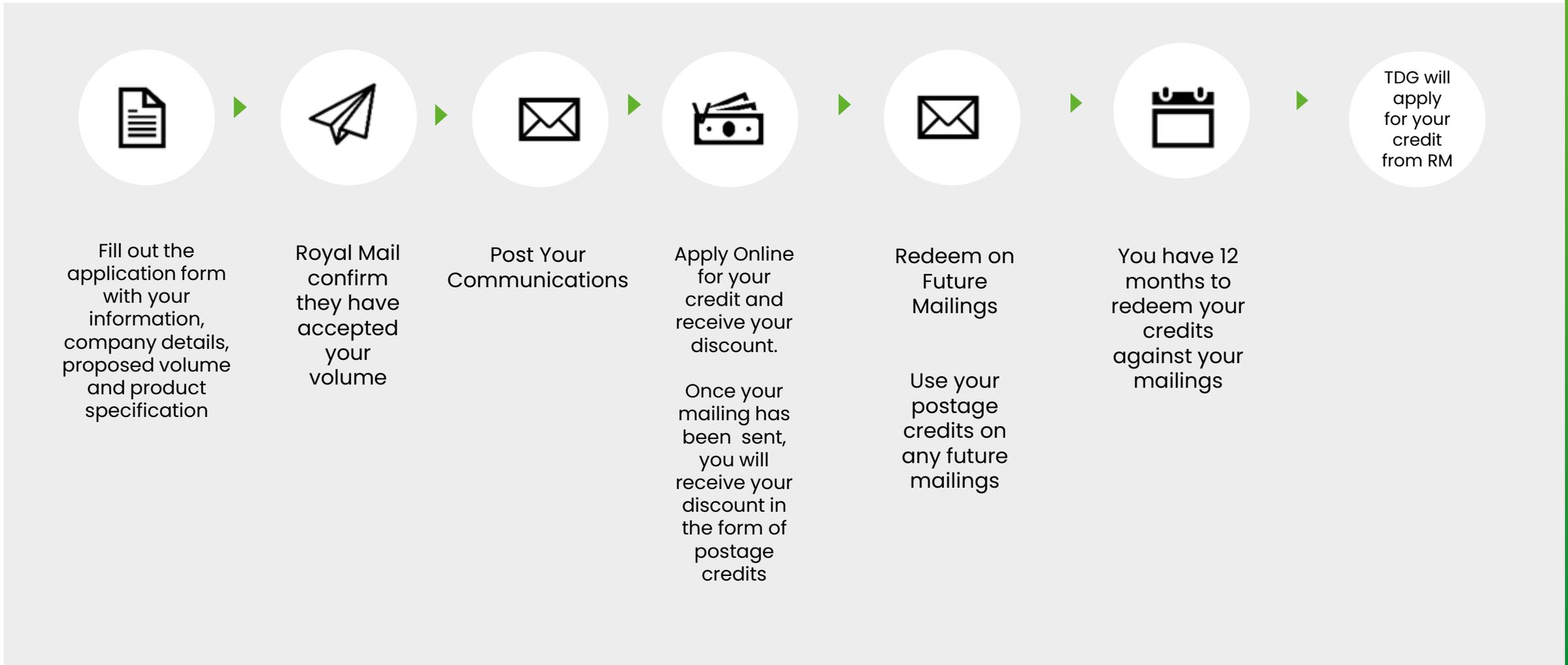
Use smell, a pet insurer used smelly mail to reach dog or cat owners with packs their pets could literally smell



Test the use of voice activation in your mailing to drive people to online content/data capture



The Application Process





Who has used Innovation in Mail Successfully



A predominantly online cosmetics company used programmatic mail to re-target a group of people browsing some of their top brow products on their web site. 37% uplift in sales of eyebrow products online with an average transaction value of over £40. Incremental visits were up and engagement levels had risen to over 28% as a result of activity.



A pet insurer wanted to reach online enquirers about their pet insurance quickly – before they bought elsewhere - to convert them to purchase. They sent ‘smelly packs’ (peppermint for cats, bacon for dogs) and created a story about how their pet knew a good thing when they saw it – or smelt it. Sales during the campaign rose by 21% achieving an ROI of 3.8:1.



A high street children’s toy retailer integrated a smart app and free print catalogue. When the special children’s retailer icon was activated with a smart phone or tablet, it delivered an engaging digital experience for the children (and their parents).



Provide as much information about your test as you can



TELL US WHY YOU ARE TESTING

Is there a business issue you want to overcome with trialing a new approach?
What are the outcomes you want to achieve by testing?
Is there a new approach for a new audience that you want to try?



PROVIDE DETAILS OF THE TEST

What are you testing?
What specific audiences are you hoping to reach?
What are the goals of the test and do you have a control



ARE YOU CHANGING AN EXISTING PACK?

Provide a description of the changes you want to make to an existing mailing?
If the test is a change to the creative have you provided us with an example of the old and new creative, along with a description of the changes?



PROVIDE DETAILS OF THE TEST

How are you planning on measuring the impact of your campaign?
What are the proposed KPIs? Target response rate, sales and return on investment.
Are there any other measures you are looking to prove?

Let's work together.

The Delivery Group

Unit 2

Catalina Approach

Omega South

Warrington

WA5 3UY