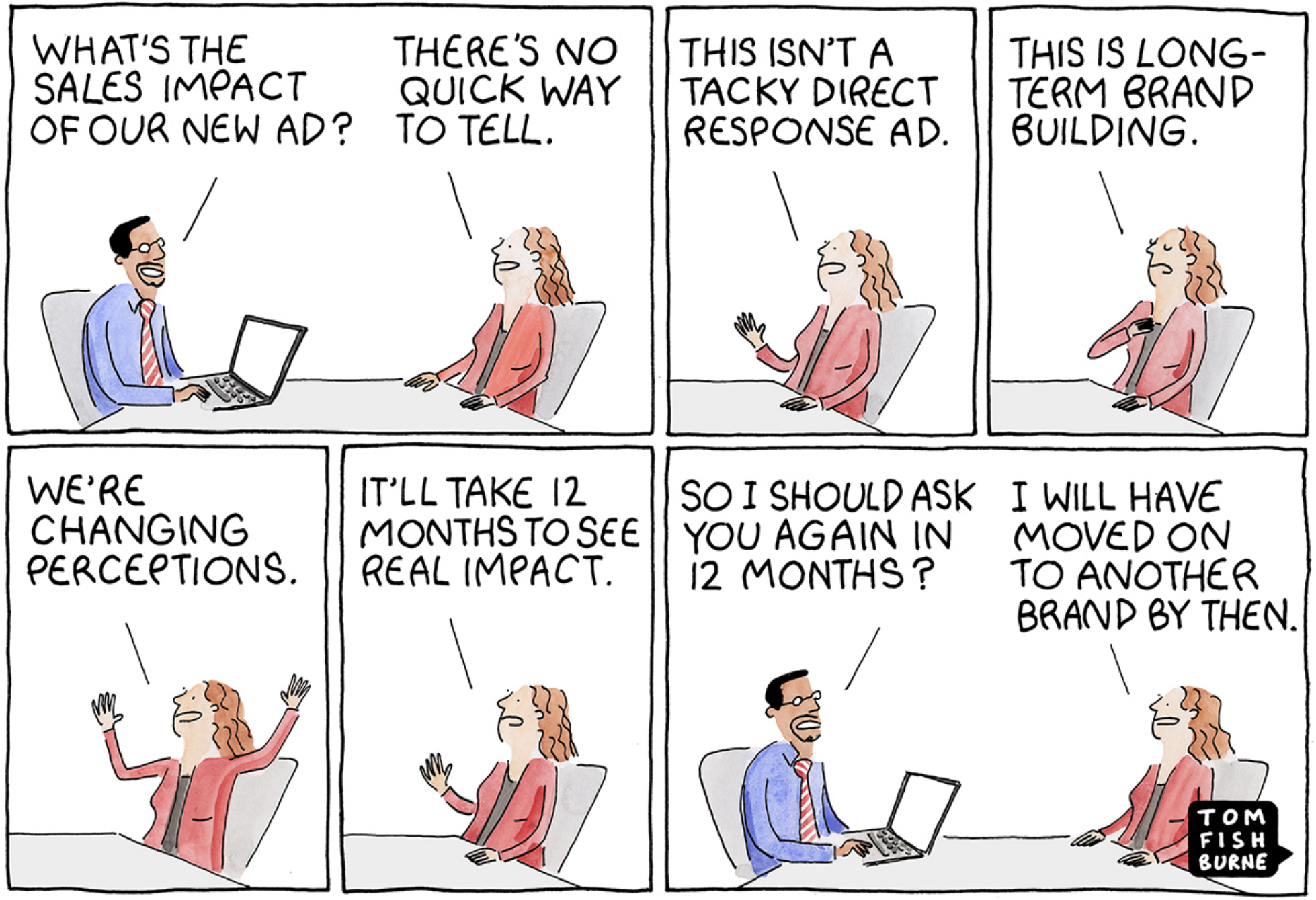
/ Creativity, Measurement & Effectiveness: How mail can help turn the performance marketing tide

Rachel Aldighieri
Managing Director, DMA UK

Data & Marketing Association

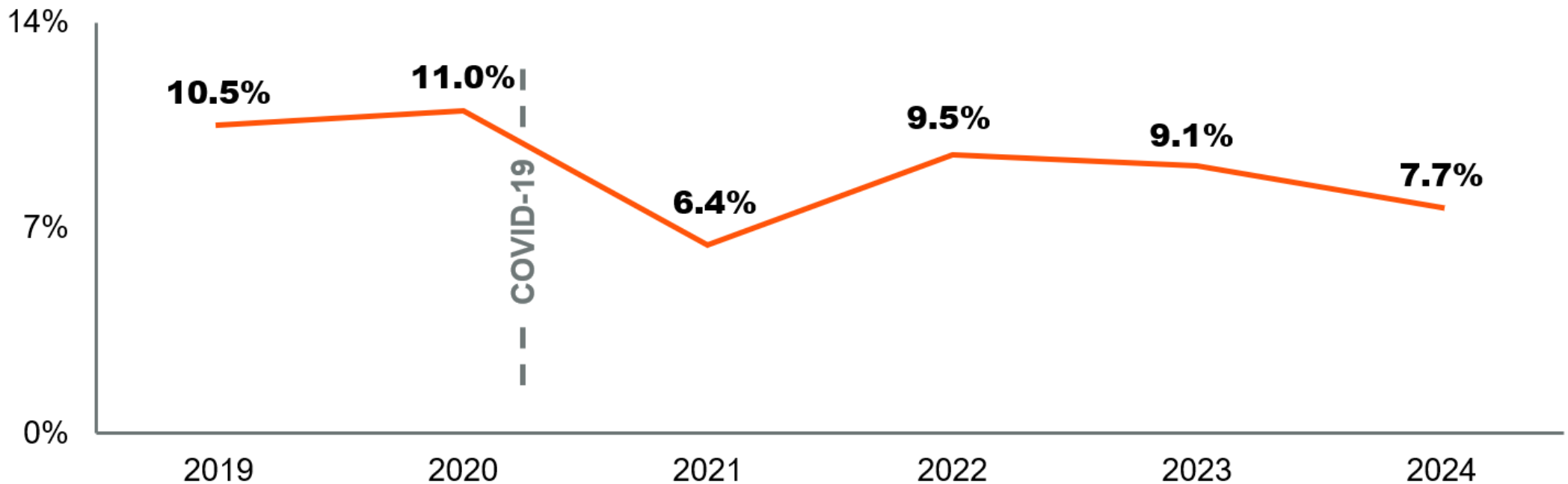

WE'RE GOING TO HAVE
TO DO MORE WITH LESS.
TOM
FISH
BURNE
©marketoonist.com



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Average Budgets Fall to Post-Pandemic Low

2024 Marketing Budget as a Percent of Total Revenue



n = 395 (2024); 410 (2023); 400 (2021); 342 (2020); 342 (2019); 618 (2018); 350 (2017); 375 (2016) CMOs, Excluding “Don’t Know”

Q. What percentage of your revenue is being allocated to your total marketing expense budget in 2022?

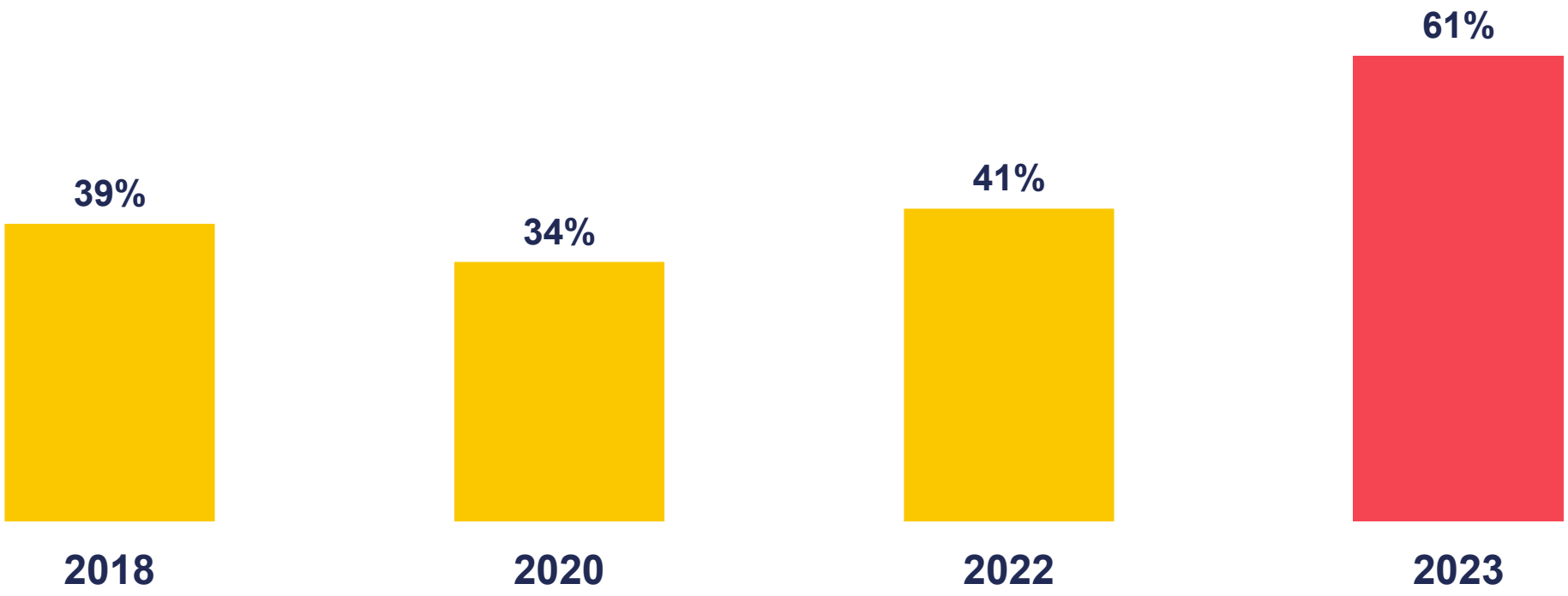
Source: 2024 Gartner CMO Spend Survey

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Gartner

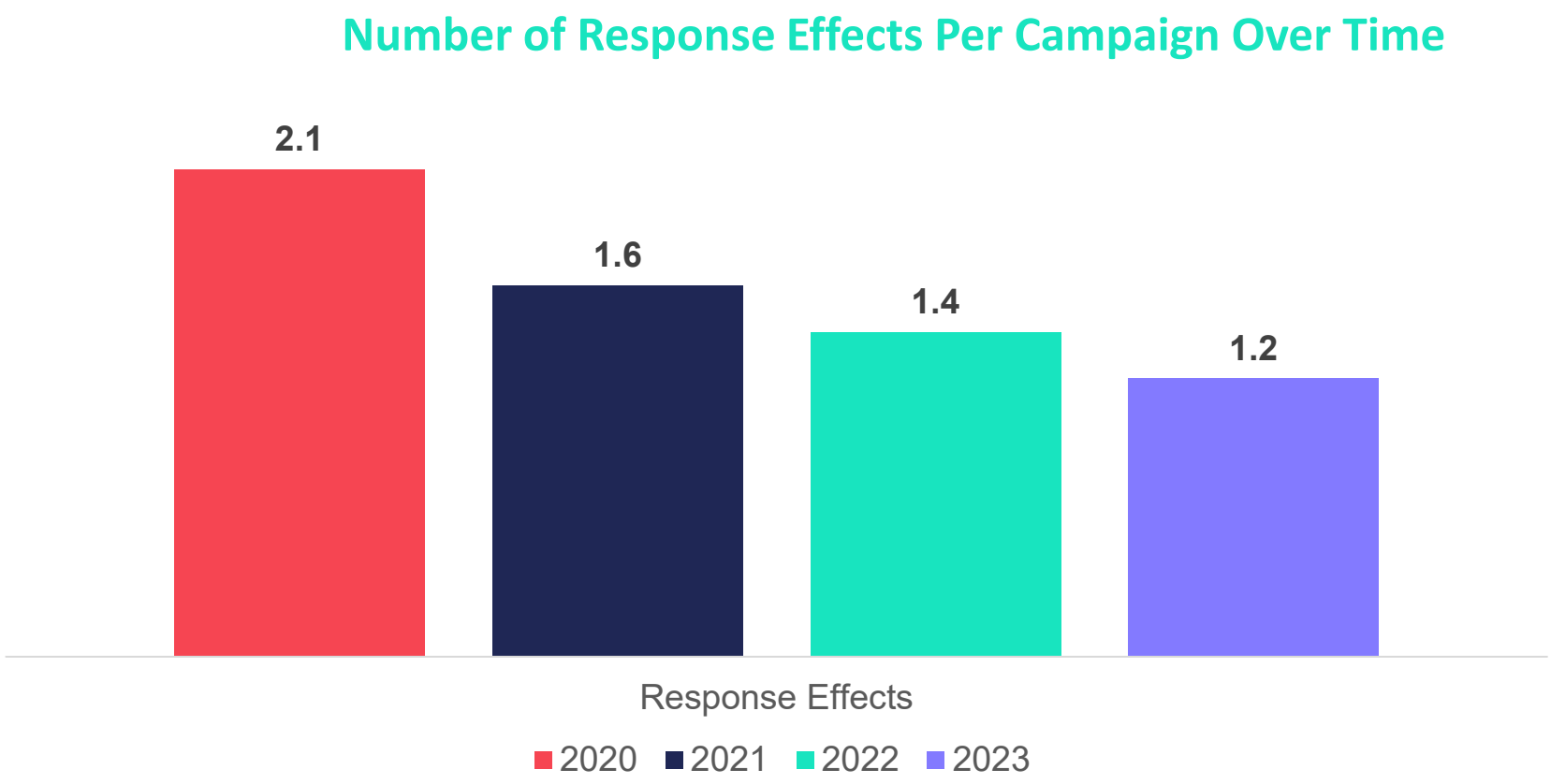
A crisis in loyalty…

% agree “I feel I am less loyal to brands and companies now than a year ago”



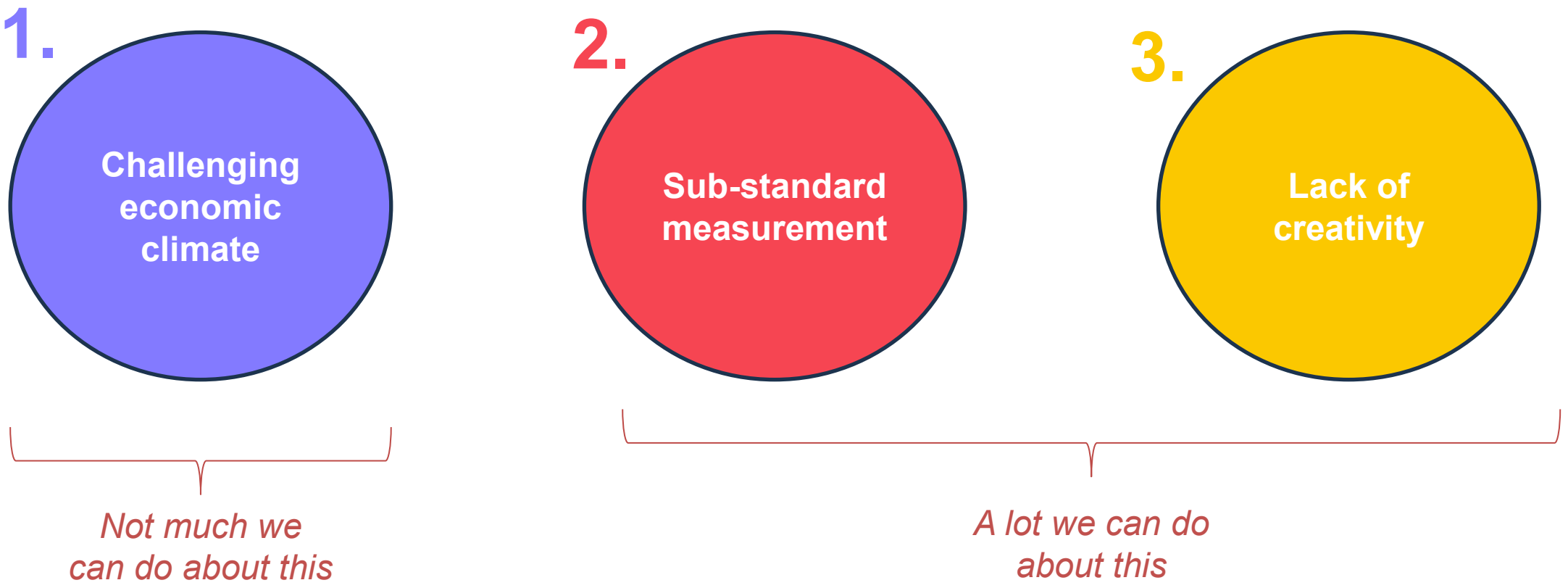
DMA How to Win Back Customers and (re)Build Loyalty 2024

…and a crisis in performance marketing effectiveness



DMA Value of Measurement 2024

Three fundamental causes




The Value of Measurement 2024
A DMA Effectiveness Databank Report
Sponsored by
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Mail Media Metrics
DMA
Data & Marketing Association



The Value of Creativity 2024

Insights from the DMA Effectiveness Databank

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189

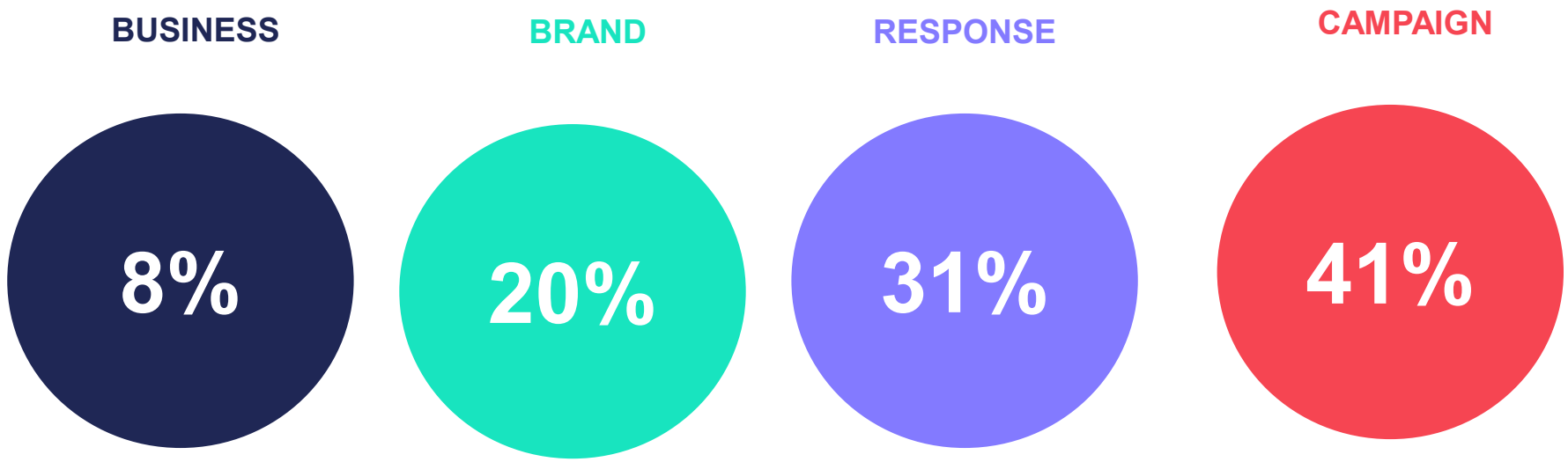
METRICS USED IN TOTAL

The four groups of effectiveness metrics



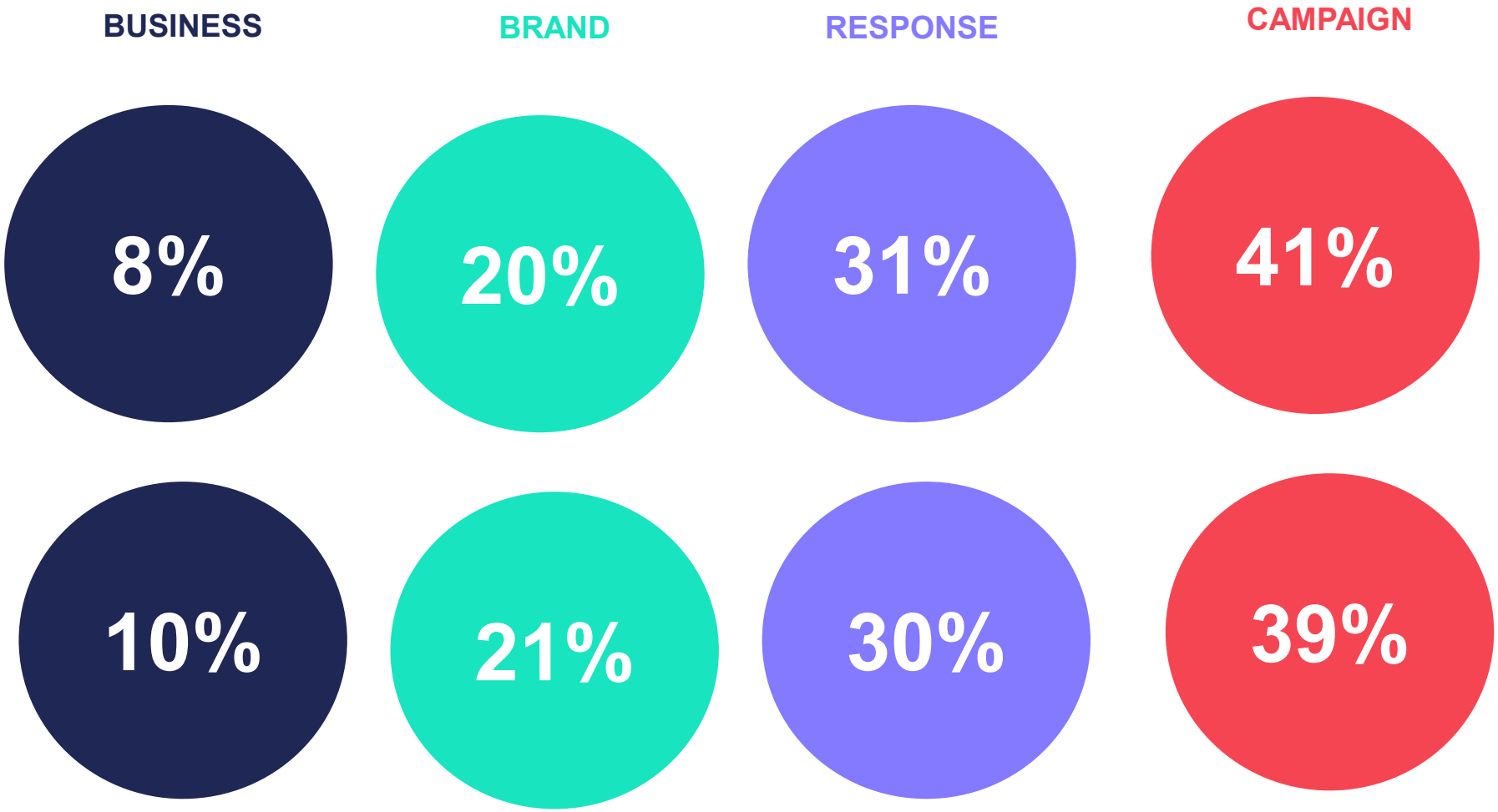
Are marketers still too focused on campaign metrics?

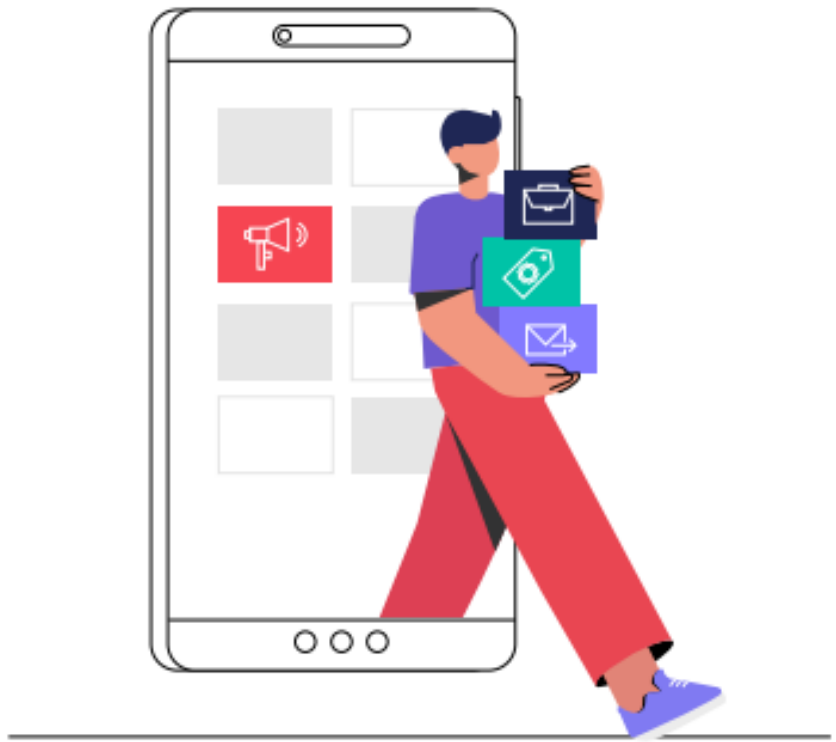
% of metrics reported by group



Yes

% of metrics reported by group





67%

uplift in the number of **Business Effects** for campaigns which **avoid focusing** on the reporting of **campaign metrics**.

/ The reasons are simple

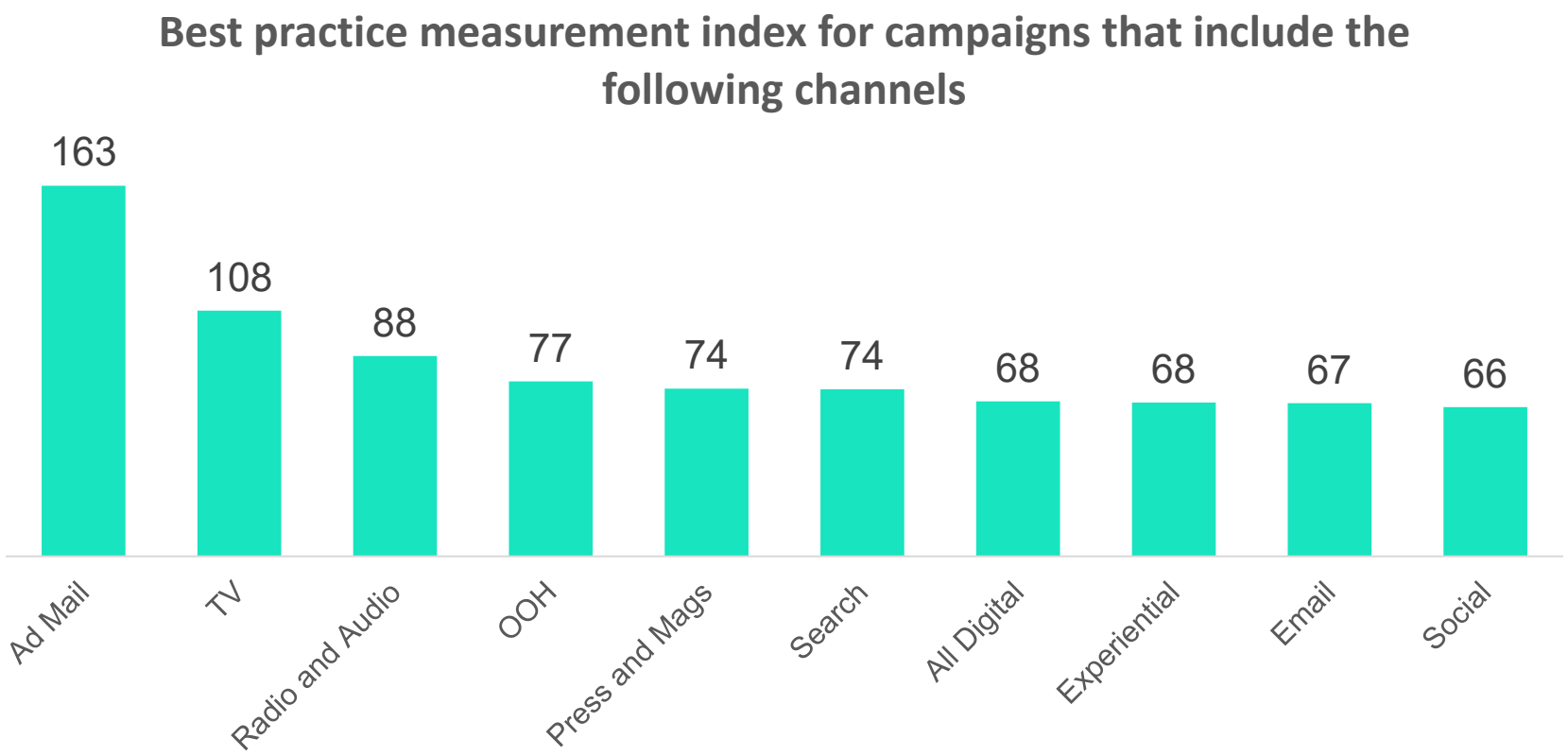
1. Those who have invested time, budget and effort in focusing on real effectiveness measurement are able to unearth more meaningful effects.

2. Those who are focusing on real effectiveness metrics are likely to have a better culture of effectiveness and measurement with which to optimise campaign performance.

3. Those who are focusing on less meaningful campaign metrics are optimising performance to the wrong metrics, resulting in a detrimental impact on performance.

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Direct mail and door drops: top-performers in best practice measurement



Note: the chart does not display solus use of the channel in question

Index 100 = likelihood of campaign to avoid using campaign delivery metrics in effectiveness reporting

/ Print and the Value of Creativity

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Marketing
Association



Performance marketing is not performing! Surely this is a clarion call to clients to invest in creativity rather than more digital detritus.

Emma De La Fosse – Chief Creative Officer, Edelman

/ A definition of creativity that's measurable



Emotional

Marketing communications that create emotional connections with the intended target audience.



Recognisable

Marketing communications that are easily recognised and understood.

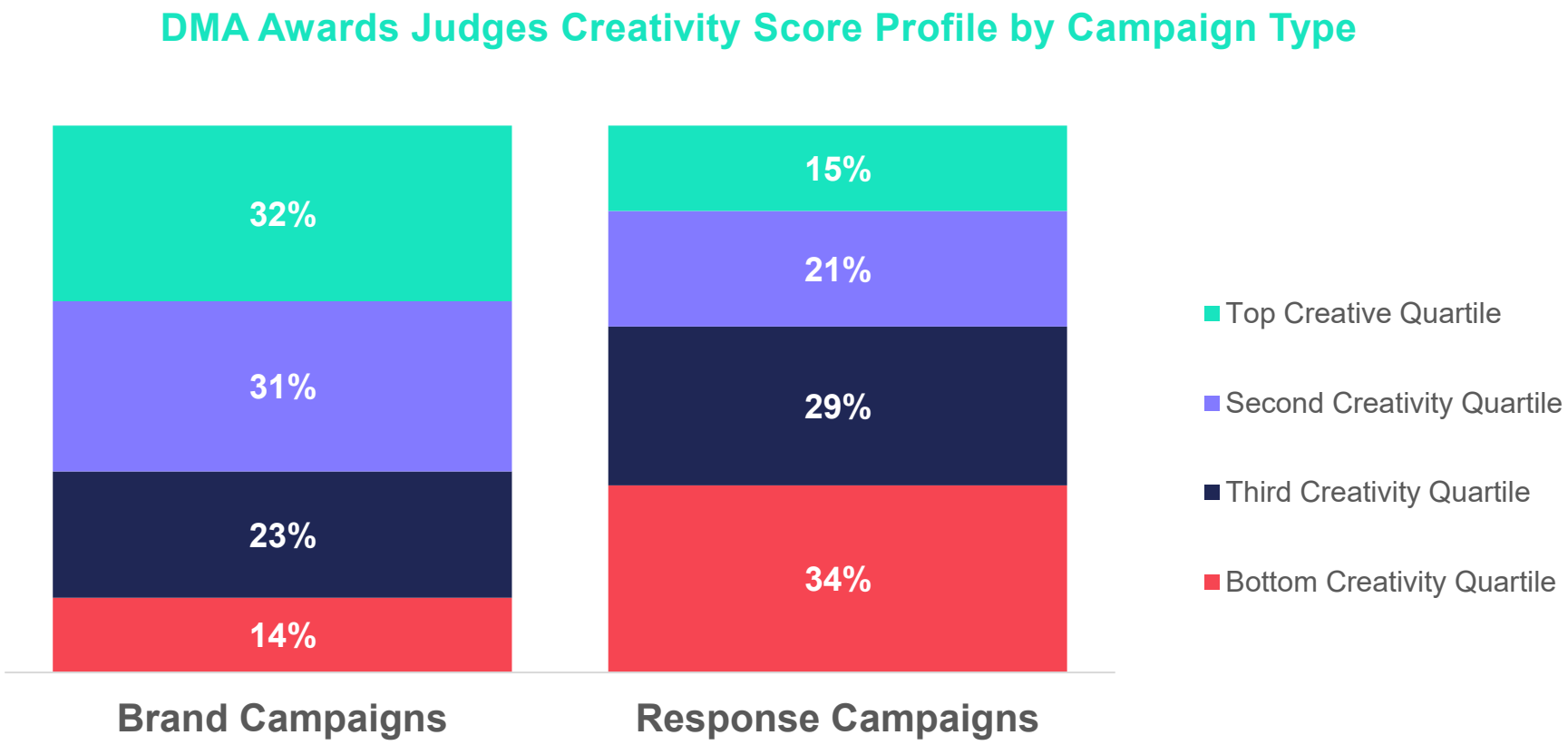


Sensory

Marketing communications that deliver a memorable experience through audio, visual, or tactile means.

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Performance marketing campaigns are half as likely to be highly creative

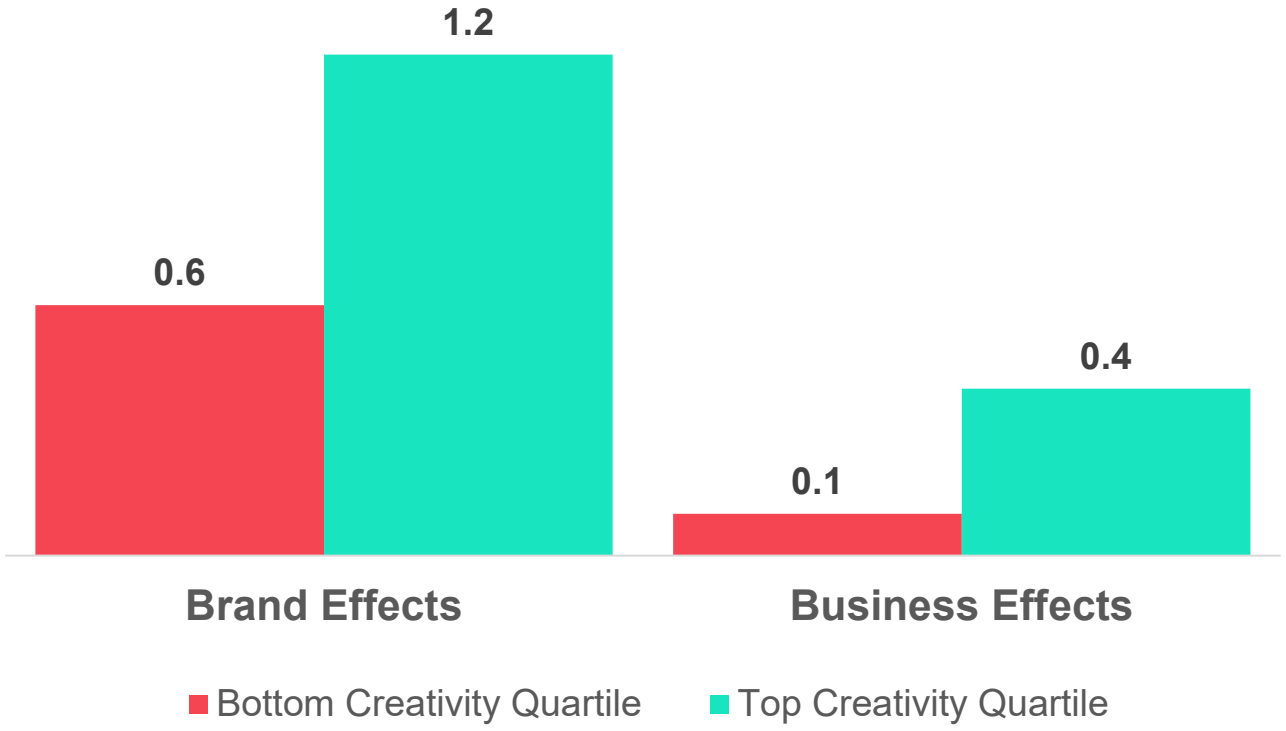


Yet there is a significant effectiveness multiplier for highly creative campaigns

x4

Business effect multiplier for highly creative campaigns

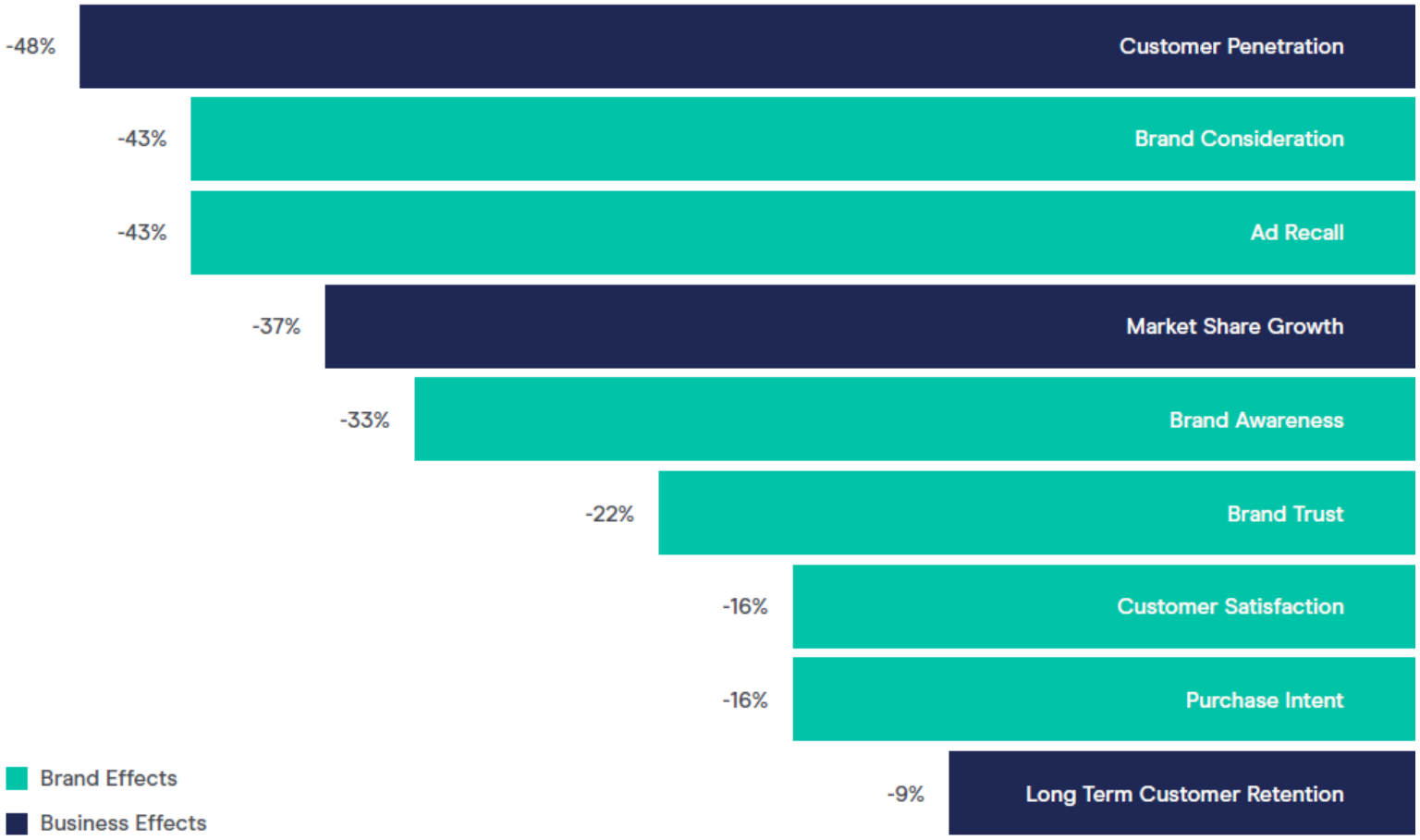
Effectiveness of campaigns by creativity score (Average no. of effects, 2021 to 2023)



There is a significant long-term cost to low creativity

The Impact of Low Creativity (Likelihood of Below Average Creativity Campaigns to Record Effect vs Average)

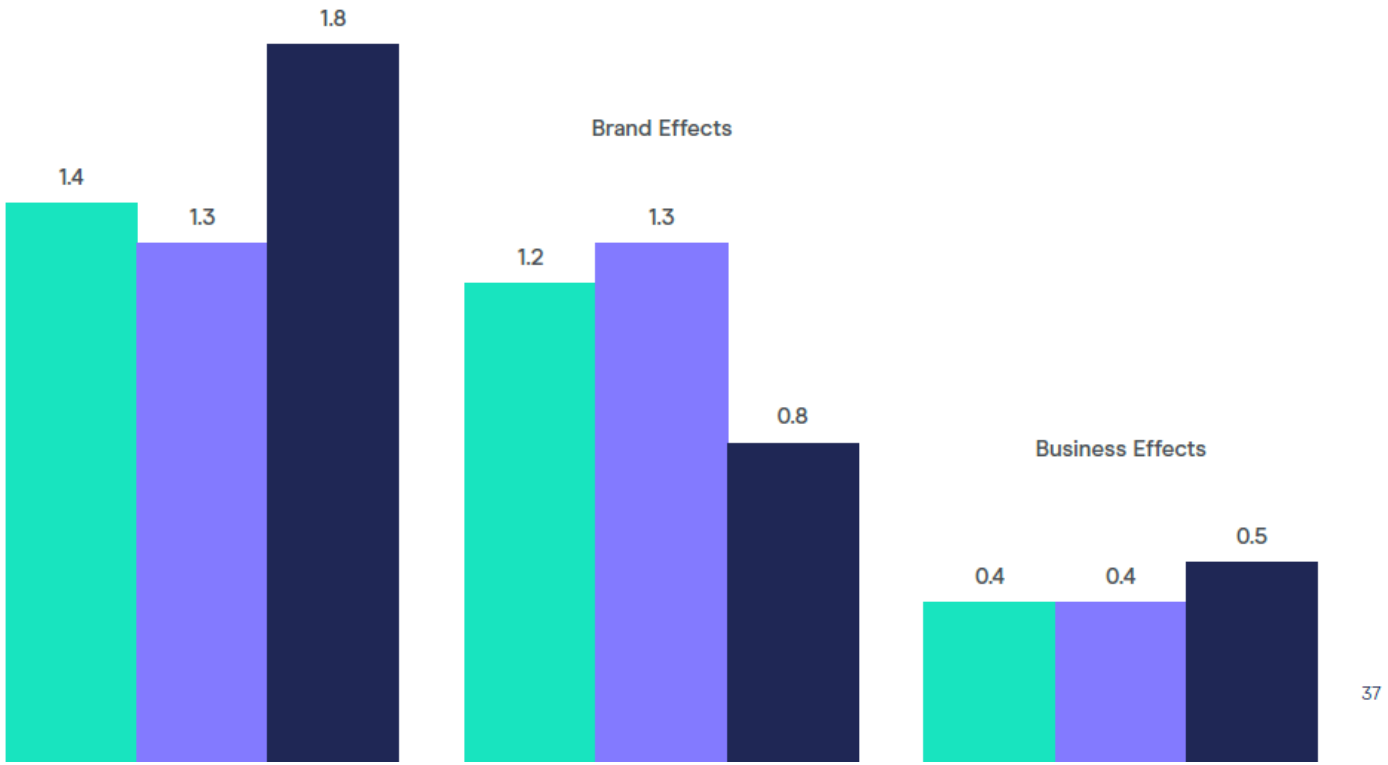
Source: DMA Effectiveness Databank 2024

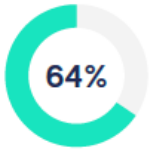


Effectiveness by Sensory Experience (number of effects)

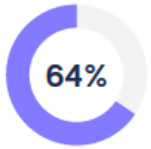
Source: DMA Effectiveness Databank 2024

- Audio & Video
- Outdoor and Experiential
- Tactile / Physical





of audio & video campaigns rank above average for creativity

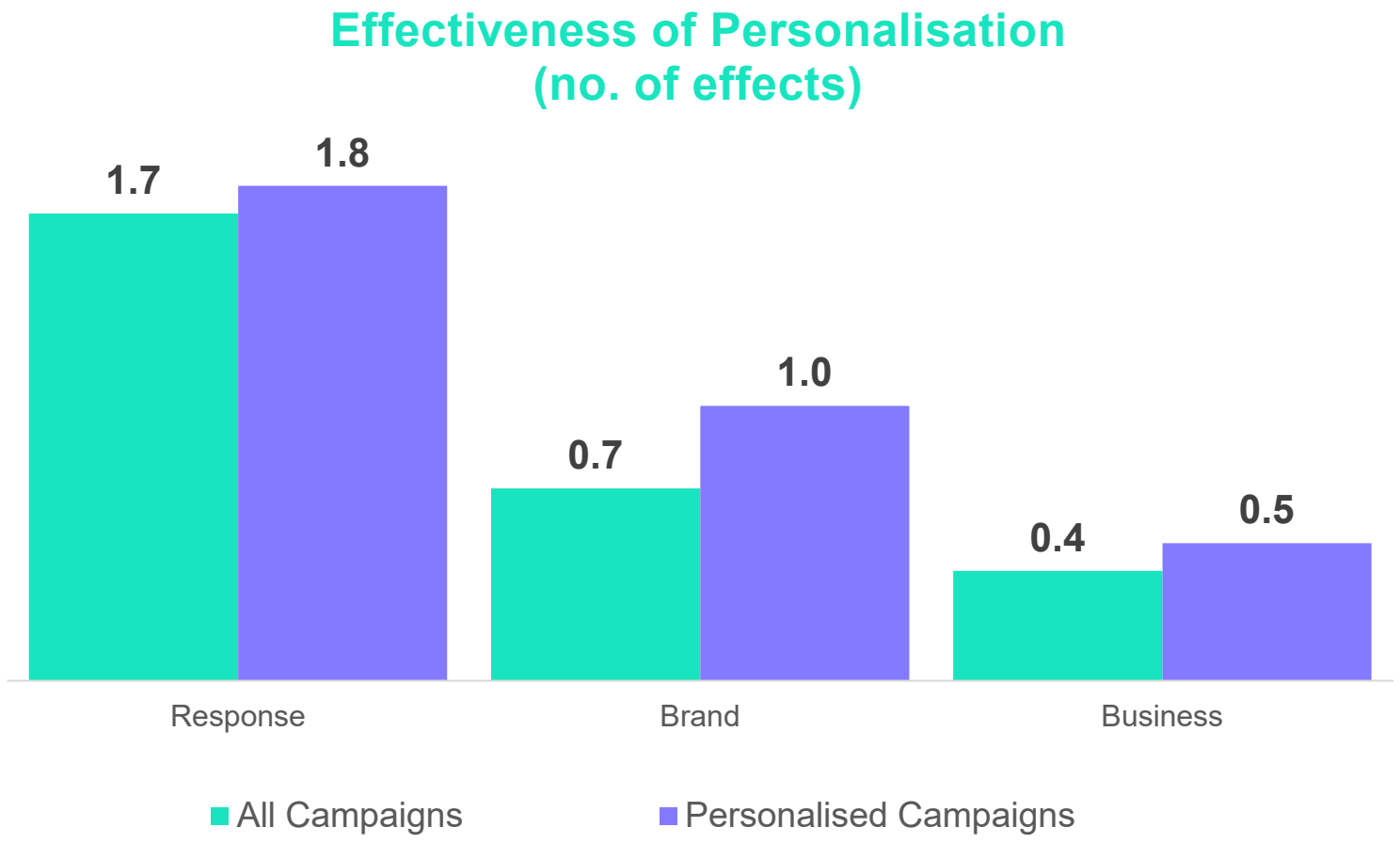


of outdoor/experiential campaigns rank above average for creativity



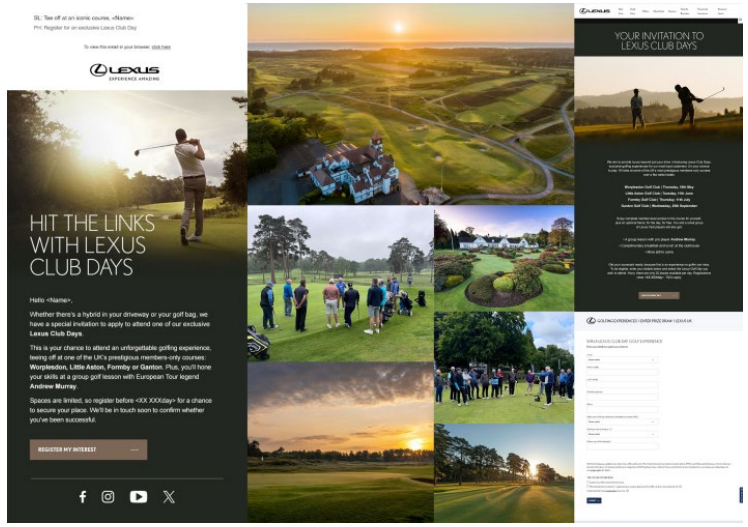
of tactile/physical campaigns rank above average for creativity

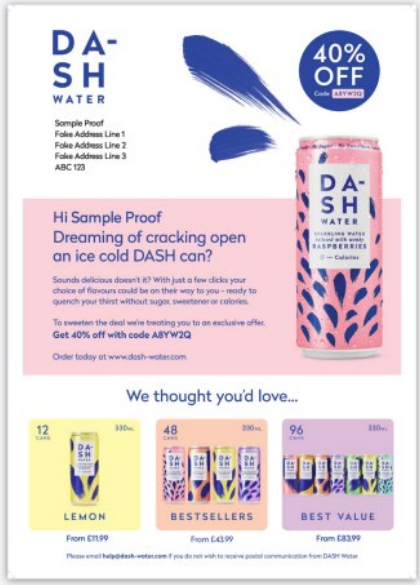
Print is a channel ripe for personalisation.















DMA Data & Marketing Association Awards

Rewardingly hard to win

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Sample Proof
Fake Address Line 1
Fake Address Line 2
Fake Address Line 3
ABC 123

Hi Sample Proof
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To sweeten the deal we're treating you to an exclusive offer.
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Made with wonky fruit
ydrated
rs.
r word for it...

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THE LEXUS CLUB DAY

THE CHALLENGE

The UK automotive landscape is shifting. Consumer loyalty, once renowned for its club like allegiance, is fading. Expensive costs for new vehicles combined with consistently high interest rates mean the demand for new vehicles has dropped by 15% over the last month alone. And of the buyers who are in the market, 79% are open to switching brands.

For Lexus, who rely on loyal base this posed a particular challenge. Traditionally 46% of first time Lexus purchasers go on to buy a second Lexus. And once a customer has bought their second Lexus, their likelihood to repurchase again increases to 66%.

THE SOLUTION

We understood our customers loved golf with Lexus owners being 10x more likely to be members of a golf club compared to owners of other car brands.

Lexus, therefore, to reinforce a deeper personal connection, created Lexus Club Days - tailored golf experiences for those we knew, were golf obsessed.

Tee'd off with an unforgettable invitation, that once opened, rolled out the green carpet to be a putting green. The perfect practice piece for our golf mad customer. Whilst becoming a constant branded fixture in our customers' homes.



THE EVENTS

This series of exclusive events, held at prestigious golf courses across the UK, treated guests to a round with expert advice, surrounded by a display of the latest Lexus models. Improving their driving in more ways than one.

Whilst in the clubhouse, our post-event emails highlighted our long game, encouraging test drive bookings and repeat purchases.

THE RESULTS

The "Lexus Club Days" campaign exceeded all expectations, achieving an unprecedented 100% response rate to the direct mail invitations. This overwhelming engagement translated into a memorable and impactful experience for Lexus's most valued customers.

Beyond the immediate positive sentiment, the campaign led our customers to test driving the latest models and in total, 78 Lexus cars were purchased.

In fact, it's been so successful, more rounds are being organised later this year.

"The person who designed the 'You've made the cut' invitation – Genius!! Even my kids loved it."

100%
Direct Mail response rate

5 highly personalised touchpoints

4 bespoke events
held at luxury golf courses

73%
Email open rates

78 Lexus cars purchased

Story-led approach



RSPCA Royal Society for the Prevention of Cruelty to Animals

<Title> <First Name or Initials> <Last Name>,
<Address Line 1>,
<Address Line 2>,
<Address Line 3>,
<Address Line 4>,
<Town> <Post Code>
<Campaign Code> / <KGD>



January 2024

Your kindness gave Marley a life worth living. Could your love for animals help save even more?

Dear <informal greeting>,

I wanted to let you know about Marley, a gentle border collie the RSPCA saved – or I should say, you saved.
Because it was your <regular gift> that made his new life a reality.

I'm Joanne, and I'm a volunteer fosterer for RSPCA Southridge Animal Centre. I provide a temporary home for dogs while they recover from abuse and neglect. I want to thank you for your generous <regular gift>, because I've seen exactly what a difference it makes to animals' lives.

Marley was in a really bad way when he was found on the side of a road. He was so underweight you could see his ribs. He had a terrible case of fleas, as well as an untreated skin condition, all of which contributed to him losing half his fur. I'm so grateful somebody found him and called the RSPCA, who would love and care for him.

The support you give animals like Marley means the world to us, <Name> – you're truly making a difference. But so many more animals desperately need your help. If you can, would you increase your support by <£Add1> a month?

Your love for animals is changing lives every month, with Marley's amazing recovery proof of that. Let me tell you a bit more about him...

When you help us rescue an animal, you're not just helping us find them a new home. A neglected dog like Marley needs veterinary treatment – and has a lot of love and care to catch up on. At first, he was looked after by our vets at RSPCA Finsbury Park Animal Hospital. They put him on a feeding plan and gave him medicated baths to

Please turn over...

RSPCA 200 YEARS

Here's to 200 years of the RSPCA.

Over two centuries, you've helped us to change industries, laws, hearts, minds, and animals' lives for the better. But today, the threats facing animals are mounting – and we must rise to meet them.

That's why 2024 isn't just an anniversary. It's a new chapter in our story. This is our chance to work together, everyone for every animal.



Yes, I want to save more animals like Marley.

RSPCA

Your details: (please amend below if they are wrong in any way)

<Title> <First Name or Initials> <Last Name>
<Address Line 1>, <Address Line 2>,
<Address Line 3>, <Address Line 4>,
<Town> <Post Code>
<Campaign Code> / <KGD>

My current monthly gift is: **<Current DD Amount>**

I would like to increase this amount to: ☐ <£Com1> ☐ <£Com2> ☐ <£Com3>

OR, my own choice of: £ _____ starting on: <Collection Date> / /24
and monthly thereafter. *(Please state above the month you'd like this new amount to start from.)*

Reference Number: **<DDI Ref>**

Signature: _____

Date: D D / M M / 2 4

DIRECT Debit

If you would like to make any other changes to your regular monthly payment, or how we contact you, please call our Customer Engagement Team on 0300 123 0346 or email supportercare@rspca.org.uk. How we use your information is set out in our privacy notice at www.rspca.org.uk/privacy. Thank you for increasing your gift – it will be used to further our work where it is needed most.

Please do not return this form to your bank or building society. Instead, detach and return in the envelope.

gift aid it

For every £1 you donate, we can claim an extra 25p from the tax office.

Thank you for confirming that you want to Gift Aid your donation. This means that for every £1 you donate, RSPCA can claim an extra 25p from the UK Government. You must pay enough UK Income Tax and/or Capital Gains Tax to cover the amount we claim in the tax year. If your circumstances change in the future, you can cancel your Gift Aid declaration at any time by contacting us. You understand that it is your responsibility to pay any difference. Today's Date: / /



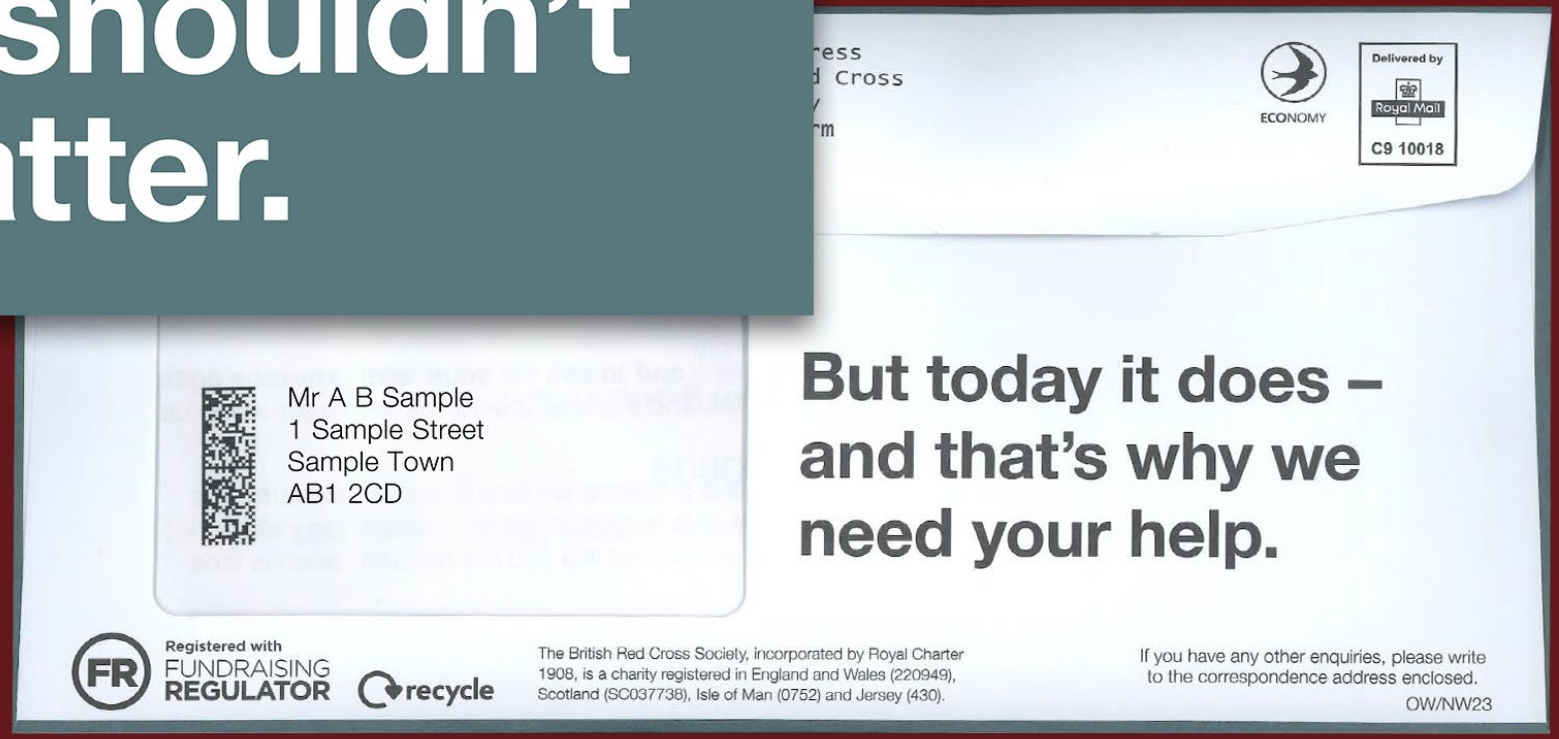
RSPCA

Hello friend,

Your love got Marley back on his paws and I thought you might like to see this recent photo of him in his favourite place. He's never happier than when pottering around the garden or playing fetch with his ball!

I hope this photo makes you smile as much as it does me, and that you'll keep it as a reminder of the difference you make. You helped Marley be Marley again, and both of us will always be grateful for that.

In humanity's darkest hours, money shouldn't matter.





THE MELANOMA LAW

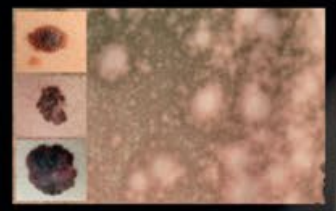
Showing how the law regulating sunbeds isn't worth the paper it's written on

Use of sunbeds before the age of 35 increases can increase your risk of skin cancer by 60%. Despite this they remain legal and relatively unregulated in the UK, with 38% of people using them being unaware of the risks.

We used the law itself to show policy makers how much damage sunbeds can do. Placed on a sunbed for the average time an adult spends over a year, the printed law became damaged, showing the effect it has on people's skin.

The process was filmed, and used to raise awareness to the wider public of the dangers of sunbed use. Whist encouraging them to call for change to the legislation.

The damaged law was sent to politicians, journalists and influencers. Lobbying parliament to change the way sunbeds are regulated in the UK.











ROSS ROBINSON
EX SUNBED USER WITH A LESION ON HIS BACK

8,100%	353M	226	13,000	185%
INCREASED SEARCHES FOR SUNBEDS SKIN CANCER	REACH	PIECES OF COVERAGE	ENGAGEMENTS ON TIKTOK	INCREASED SEARCHES FOR MELANOMA

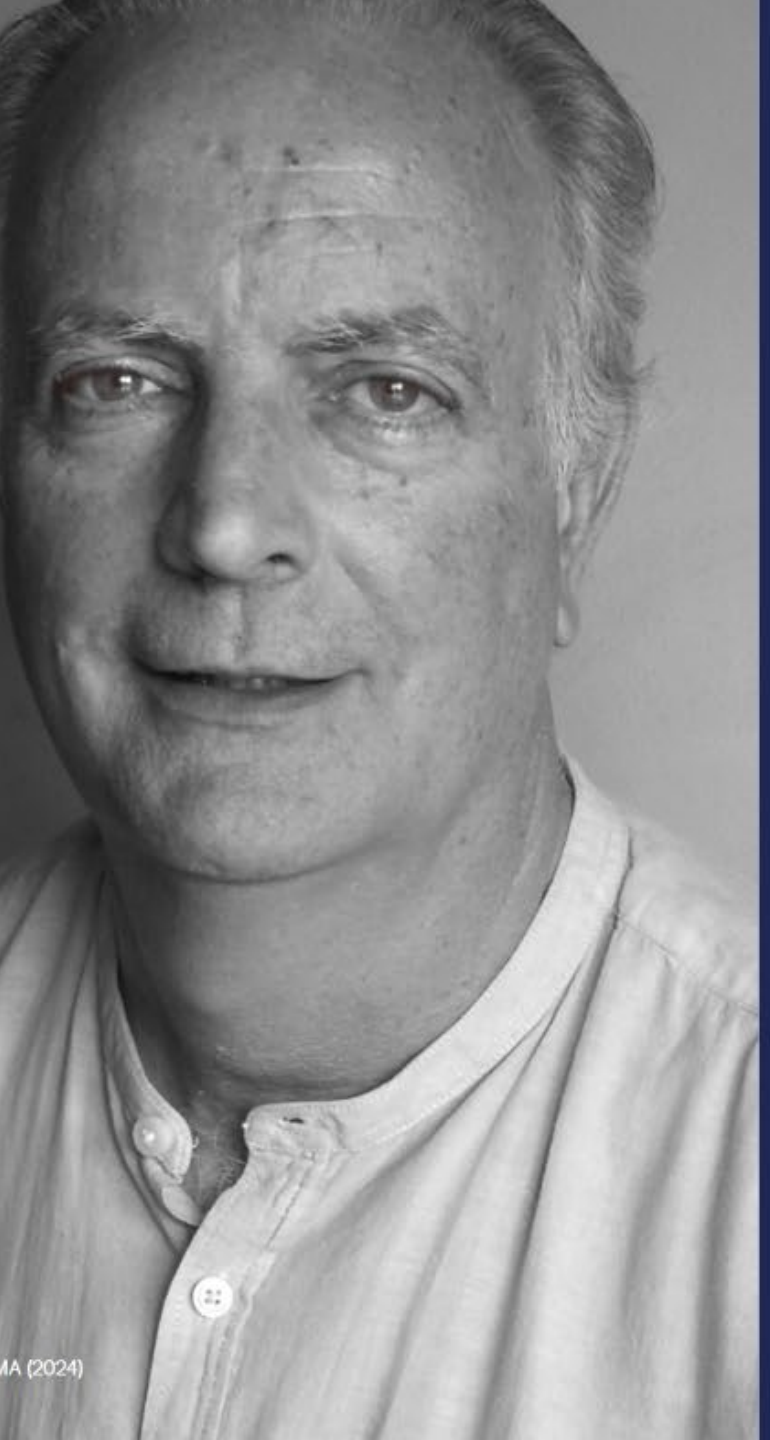
"WOULD THIS PUT YOU OFF GOING FOR A SUNBED?"
Daily Mail

"THE MOVE COULD SAVE LIVES"
INDEPENDENT

"THEY HAVE NO PLACE ON OUR HIGH STREETS"
AMY CALLAGHAN MP
SCOTTISH NATIONAL PARTY

"A VERY POWERFUL PIECE OF SHORT-FILM"
STEVE BRINE MP
CHAIR HEALTH SELECT COMMITTEE





In a world dominated by virtual interactions, the human touch cuts through. Mail as a high attention channel triggered by touch and a sense of anticipation, provides a unique opportunity for a brands distinctive assets to journey through the home, spending days accumulating powerful connections on the way.

Mark Cross – JICMAIL



The cost of dull for response campaigns is often ignored because short-term response doesn't suffer, but this powerful new DMA data starkly reveals the long-term business cost of running dull response campaigns. A much needed wake-up call to response marketers.

Peter Field – Peter Field Consulting

Boost performance and defend and grow your marketing budget

1. Consider **best practice measurement**. Link marketing spend to meaningful business effects.

2. Harness the **power of creativity** and test and learn to unpick what works for your brand.

3. Deploy the **power of print** to unlock the value of measurement and creativity

Data & Marketing Association

/ Filter / Bookmarks / Contribute / Member directory / Search



Rachel Aldighieri
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- About us
- Access the Membership Hub
- Membership
- Corporate Training
- Qualifications & Training
- Government-Funded Skills Bootcamps
- Events & Upcoming webinars
- Best practice and guidance
- The Code
- Webinar Library
- Research
- DMA Awards
- Great British Creativity
- Customer Engagement
- Responsible Marketing
- Diversity & Inclusion
- DMA Talent
- Marketing Jobs Board
- Contact us

DMA DMA
Data & Marketing Associations

24 Oct 2024

Breaking: Government Tables New Data Bill

The milestone Data Use and Access Bill is set to "put technology and data protection at the heart of the economy."



17 Sep 2024

PSE: Mastering Direct Mail - A Six-Step Approach that delivers a great ROI

In an age dominated by digital noise, making your marketing stand out can be a challenge. You discovered how to cut through the clutter in our webinar with PSE, where they showcased the transformative power of direct mail through their award-winning six-step approach.



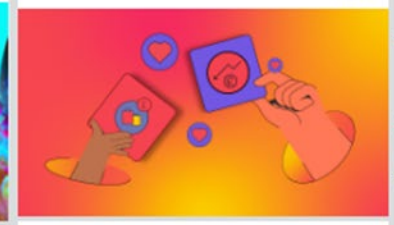
05 Jun 2024

Discover how mail helps consumer navigate the messy middle of the purchase journey

31 Oct 2024

Using Customer Data to Build Loyalty in a Price-Sensitive Market

In a market driven by rising costs, brands face the challenge of building loyalty without resorting to endless discounts. This article explores how this trend risks fostering a loyalty crisis, as customers increasingly chase deals over brand connection.



25 Sep 2024

Innovations in Mail

In modern marketing, precision and personalisation are vital to your success, but how can you harness these in your direct mail campaigns?



10 Jul 2024

Door Drop Report 2024

When was the last time you considered Door Drops? If it's been years, you're not alone — and that's exactly why this often overlooked channel presents a golden opportunity. In a world of saturated digital spaces, Door Drops offer a refreshing way to cut through the noise and reach your...

24 Oct 2024

Value of Creativity Report 2024

Looking to transform your marketing effectiveness? Download our comprehensive report for detailed insights, case studies, and actionable recommendations to enhance your creative strategy.



24 Oct 2024

Is your obsession with clicks costing you growth? Why marketers need a measurement reset!

Measurement has always been a fundamental part of marketing. We might like to think it's only really emerged in the digital era, but that's not the case. If anything, the need for refreshed thinking on measurement is needed now, more than ever.



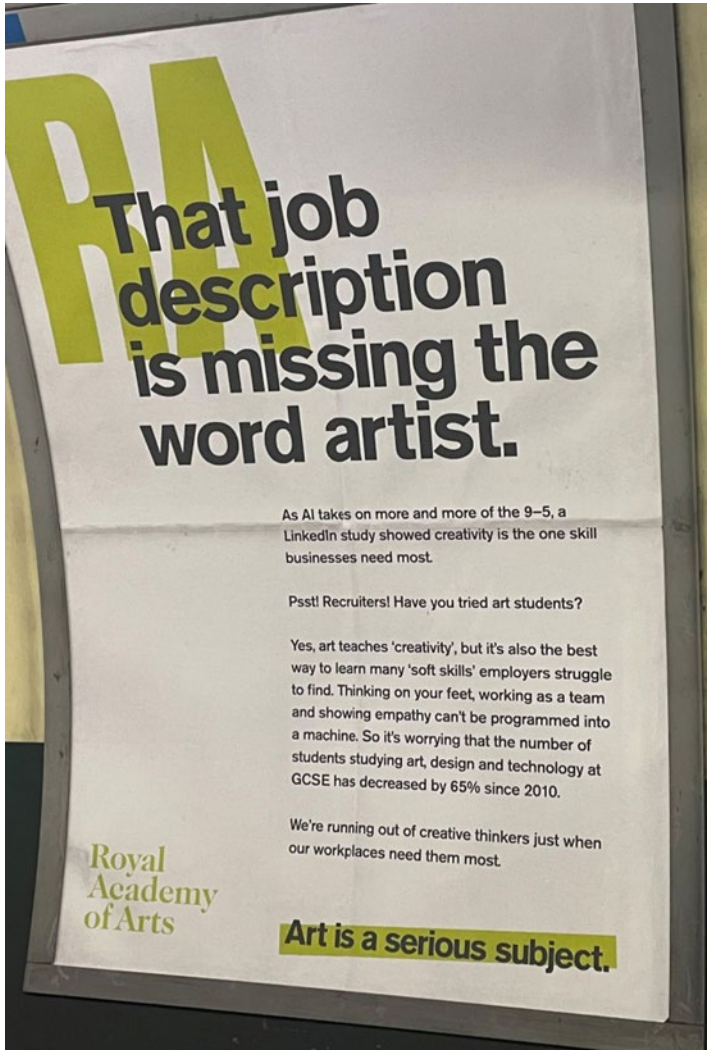
04 Sep 2024

DMA Awards 2024 - Introduction to Innovation for Good

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Professionalising our industry



/ Professionalising our industry

From Trained to *Transformed*

The key to sustained growth lies not just in your marketing strategy, but in the execution of it by a well-rounded, highly skilled team. Transform your team into 360° digital marketeers with our Digital Marketing Strategy Skills Bootcamp. Empower them with the latest tools and insights to fuel your campaign results. Drive innovation, improve performance, and deliver better ROI across all digital touchpoints.

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/ From just £296, Government funds up to 90%
/ Industry recognised level 5 qualification
/ Next cohort begins: 1 November 2024

Register Your Interest



96% of Skills Bootcampers have transformed their skills and taken on new responsibilities

DMA Award in Direct Mail

– Powered by Royal Mail

From crafting creative to targeting your audience and measuring your results, this qualification will equip you to deliver impactful, data-driven mail campaigns seamlessly integrated with your digital channels.

marketreach
unleash the magic of mail

Royal Mail

Accredited by IDM 2024

