



HOW RETAIL MAIL ENGAGES CUSTOMERS AT EVERY LEVEL

USING MAIL TO DRIVE SALES

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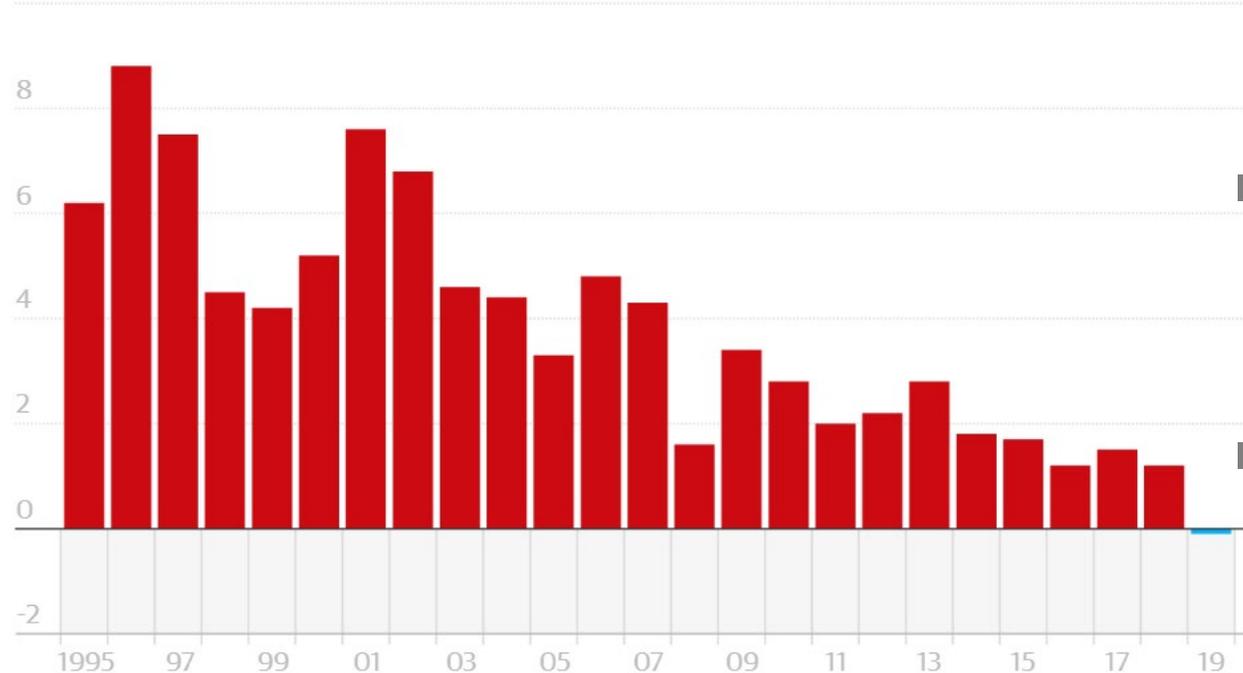
THE STATE OF RETAIL IN THE UK

THE RETAIL SECTOR IS HAVING A HARD TIME



2019 was the worst year for retail since BRC/KPMG's records began in 1995

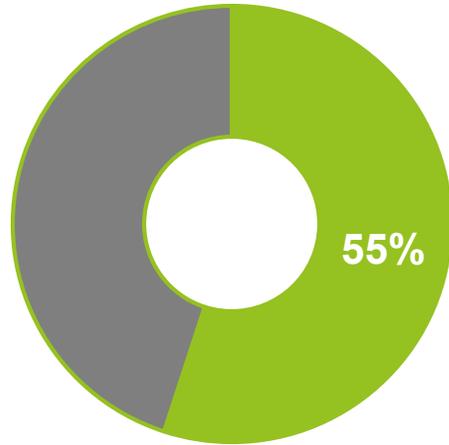
Total year-on-year UK sales growth, %
10



- Total sales slipped by 0.1% in 2019, according to the British Retail Consortium (BRC) and advisory firm KPMG, the lowest since they began monitoring the sector in 1995
- The downturn was influenced by a 0.9% fall in sales in the crucial final two months of the year when many retailers get most of their annual profits
- That decline was partly driven by online sales rising by 2.6% in November and December

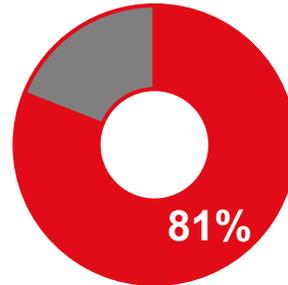
CONSUMERS' SHOPPING BEHAVIOUR

HAS CHANGED AND TRUST CANNOT BE RELIED ON... IT HAS TO BE EARNED

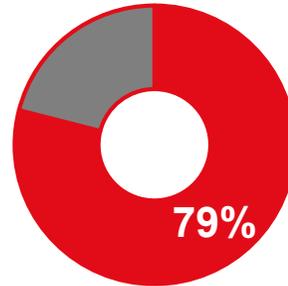


Claim to buy from brands they know even when they know they could be getting a cheaper deal elsewhere

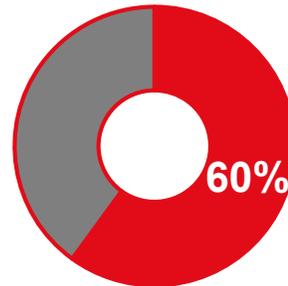
BUT



Agree they are willing to spend time shopping around to get the best value



Said they would switch to a brand's competitor within a week of having a negative experience



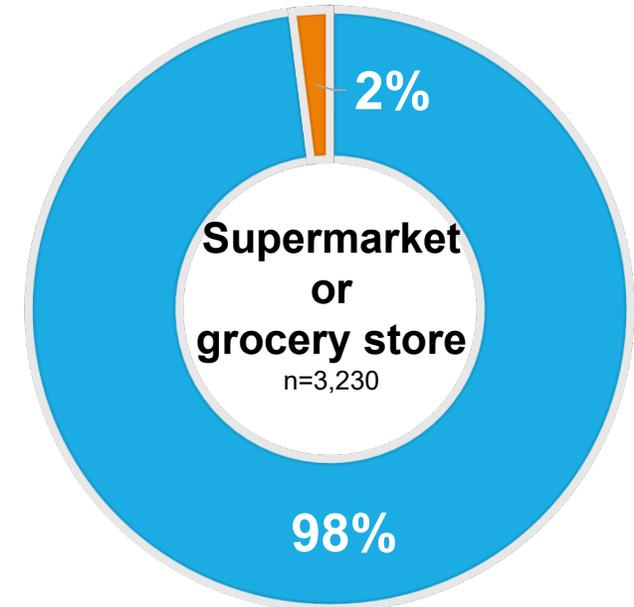
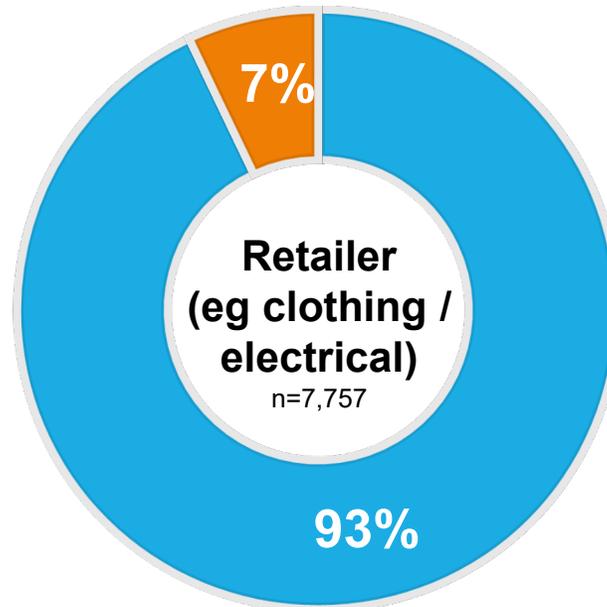
Would purchase elsewhere if their preferred method of delivery wasn't available

ENGAGEMENT RATES WITH MAIL ARE HIGH

ACROSS ALL RETAIL SECTORS FOR ADDRESSED MAIL, BUT ESPECIALLY SUPERMARKETS

Engaged

Minimally processed

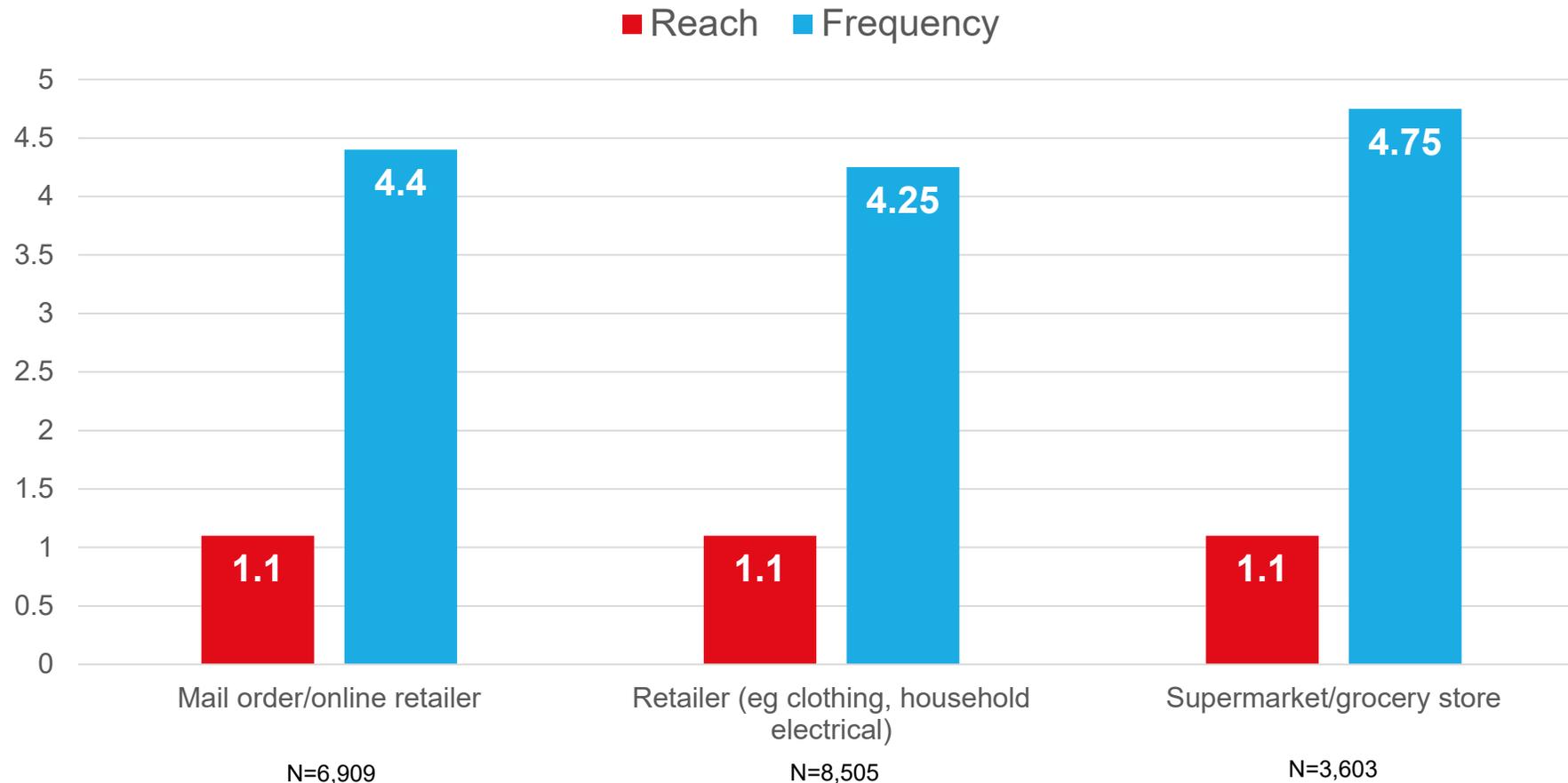


ENGAGED: % of mail processed in some way including – opening, reading, sorting, put aside for later, filed, put on display, put in the usual place.

MINIMALLY PROCESSED: % of mail thrown away only.

ALL TYPES OF RETAIL MAIL ARE INTERACTED WITH

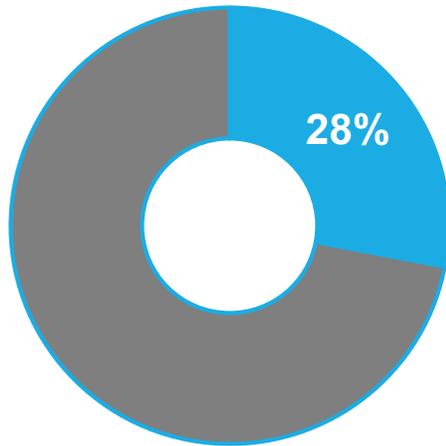
PEOPLE TYPICALLY RETURNING TO A PIECE MORE THAN FOUR TIMES
FOR EVERY 100 PACKS MAILED ANOTHER 10 PEOPLE WILL ENGAGE WITH IT



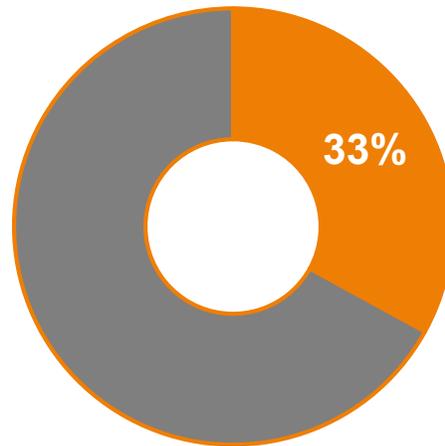
These are the physical actions people take with mail: opening, reading, putting aside, filing, doing something with the information.

RETAIL MAIL DRIVES COMMERCIAL ACTION

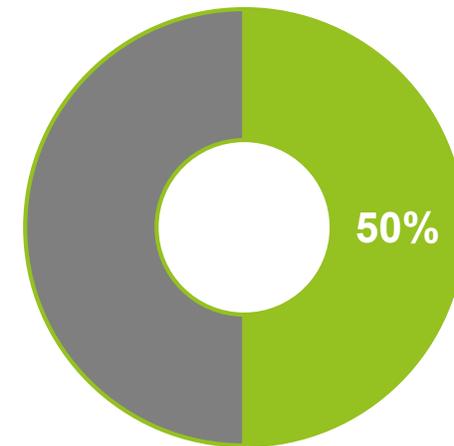
THE AVERAGE FOR MAIL DRIVING COMMERCIAL ACTIONS IS THAT 32% OF ALL PEOPLE ACROSS ALL SECTORS GO ON TO DO SOMETHING COMMERCIAL WITH THEIR MAIL



Mail order /
online retailer



Retailer
e.g. clothing / electrical



Supermarket

WHAT COMMERCIAL ACTIONS ARE THEY TAKING?

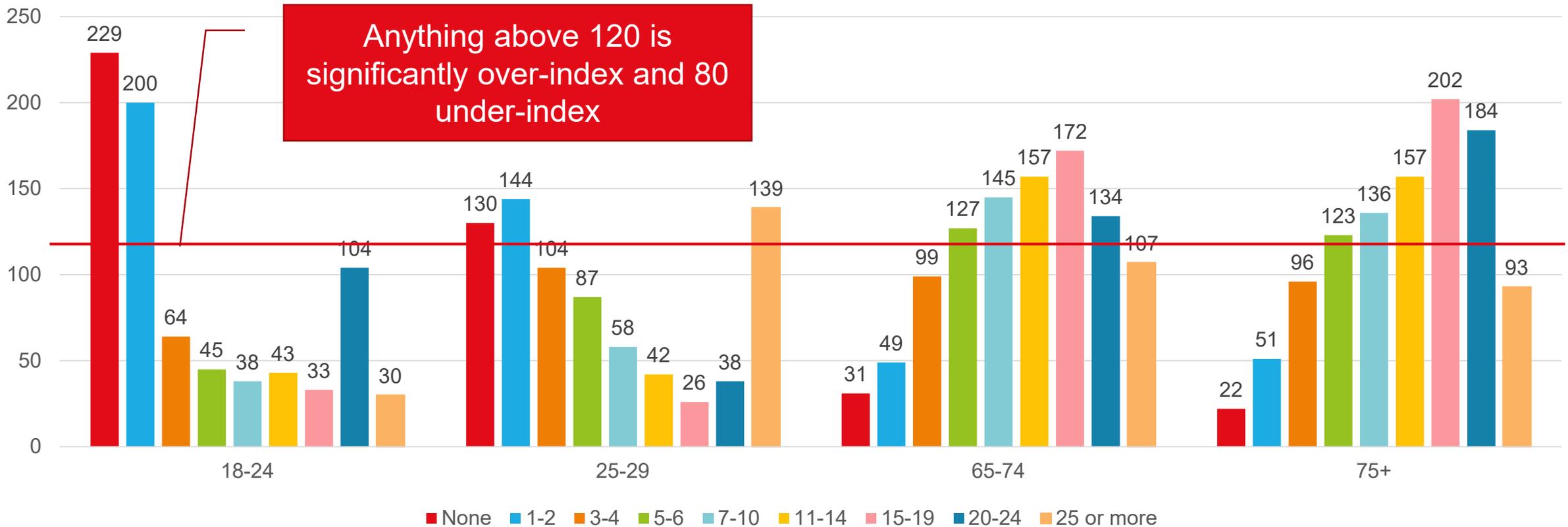
THESE ARE THE MAIN TYPES OF MAIL CONTENT THEY ARE ENGAGING WITH



WHICH AGES RECEIVE MAIL

NUMBER OF MAILING PACKS RECEIVED BY AGE GROUP EACH WEEK

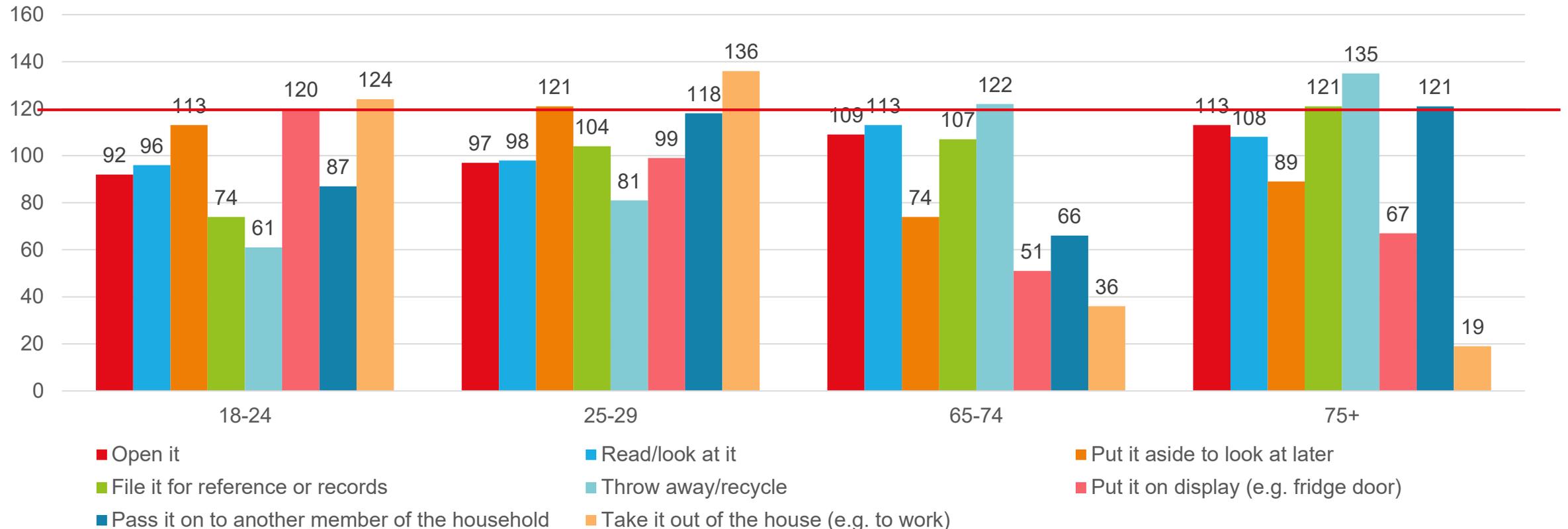
- If you are under 30 you are much more likely to be receiving no mail or just 1-2 pieces of mail a week. But by the age of 25-29 this starts to change as you get more established in your own household
- In the older cohort you are much more likely to receive more than 15-19 for those over the age of 75. You have been at your address much longer (20 years +) and have deeper brand connections



WHAT DO THEY DO WITH IT

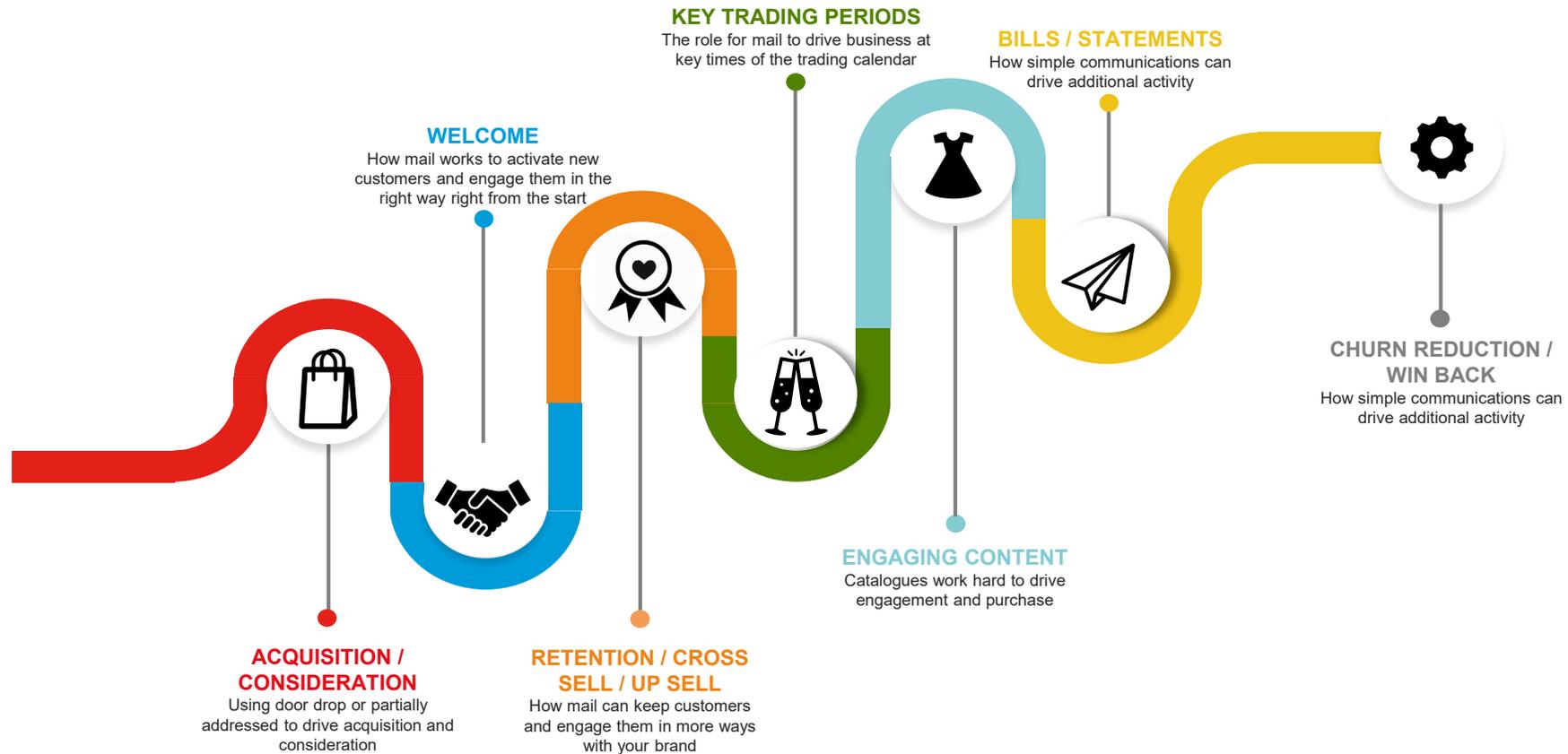
WHAT DIFFERENT AGE GROUPS DO WITH THEIR MAIL

- The younger age groups interact with mail in a broadly similar way to older groups but are more likely to put off dealing with it by putting it aside to look at later and significantly more likely to take it out of the house
- The older group look like they deal with their mail more decisively with more recycling and less putting aside



MAIL IS RELEVANT AT ALL POINTS

OF THE CUSTOMER JOURNEY BECAUSE IT DRIVES BEHAVIOUR



EXCLUSIVE INVITATION

GETS THE OTHER HALF INVOLVED IN BUYING

studio

 **SOCIAL GRADE: DE YORKSHIRE**

 **FEMALE 25-34 HHC**

 **MALE 25-34**

 **FEMALE 35-44**

 **MALE 25-34**

 **MALE 0-16**

REACH = 5
FREQUENCY = 15
COMMERCIAL ACTIONS = 15



A BIG FLURRY GETS AN UPGRADE

WITH THIS SIMPLE UPGRADE



**SOCIAL GRADE: B
MERIDIAN WEST**

**MALE
35-44
HHC**

**FEMALE
35-44**

**FEMALE
0-16**

**MALE
0-16**

**REACH = 2
FREQUENCY = 10
COMMERCIAL ACTIONS = 3**



STI IN THE HOME

THANK YOU

