

FROM INK TO IMPACT

Hosted by



WEBMART®



whistl

**DRIVING ROI
THROUGH MAIL**



WELCOME
TOM MASKILL, WEBMART



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FROM INK TO IMPACT

13:00 – 13:15	SUPER TOUCHPOINTS	IAN GIBBS, JICMAIL
13:15 – 13:30	INTEGRATED CAMPAIGNS TO DRIVE ENGAGEMENT	ALISON CHAPMAN, WEBMART
13:30 – 13:45	PLANNING, SEGMENTATION & TARGETING	SONIA HITZELBERGER, WHISTL
13:45 – 14:00	DESIGN THAT DELIVERS - OPTIMISING YOUR MAIL FORMATS	ALLIE OLDHAM, BHC TOM MASKILL, WEBMART
14:00 – 14:30	BREAK – (30 MINS)	
14:30 – 14:45	PHYSICALLY IRRESISTIBLE REPORT	ROB SYME, THE GATE (MARKETREACH)
14:45 – 15:00	SCALING UP SUSTAINABILITY	TOM MASKILL, PRINTGREEN
15:00 – 15:20	MANAGING ATTRIBUTION AND IMPROVING THROUGH TESTING	NIC EDWARDS, &YOU
15:20 – 16:00	BREAK - EXPERT CLINIC (40 MINS)	
16:00 – 16:30	CASE STUDY PANEL DISCUSSION	ALEX BARBIER - EXODUS TRAVELS NIC EDWARDS – MAJESTIC MELANIE WYNNE - PDV AGENCY
16:30 – 16:45	THANK YOU & CLOSE	MARK DAVIES, WHISTL

SUPER TOUCHPOINTS

IAN GIBBS, JICMAIL



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Mail: The Super Touchpoint

A JICMAIL 2025 REPORT



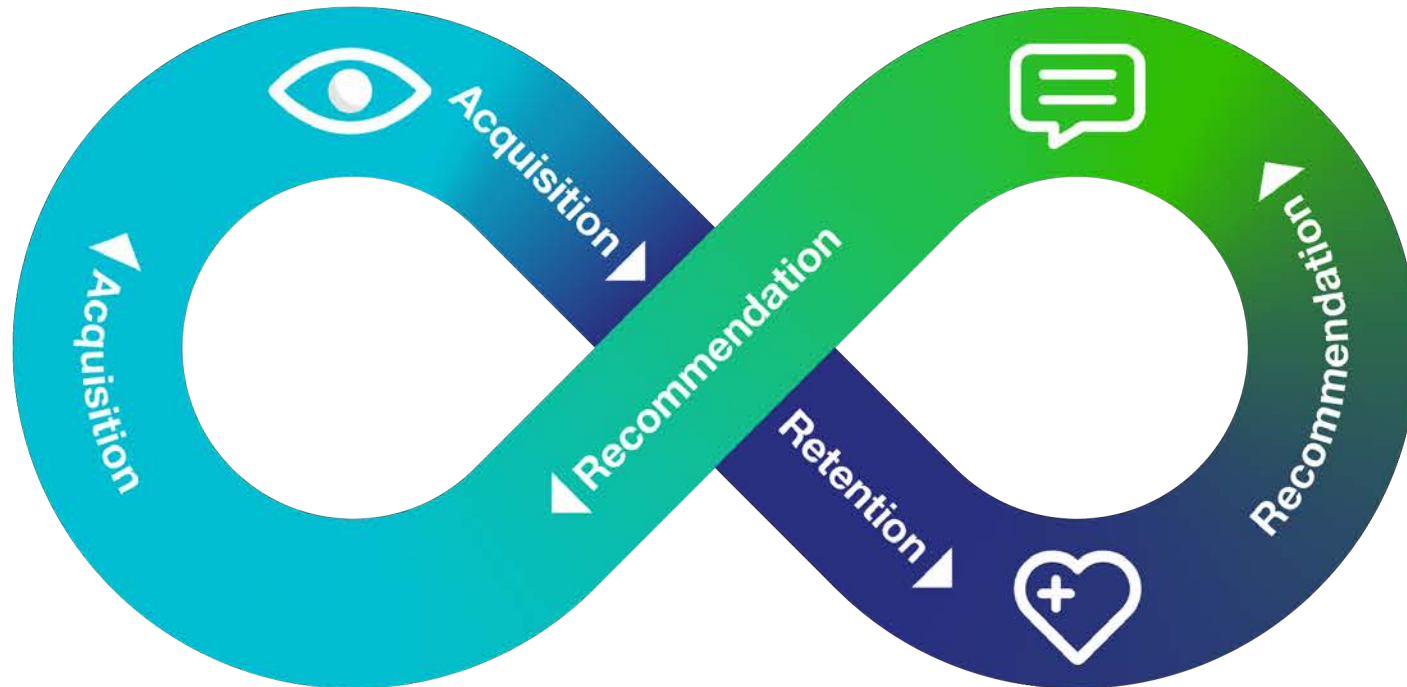
Mail Media Metrics

Fundamental marketing objectives remain unchanged

6

1 Acquisition of in-market customers
while stimulating future demand

3 Recommendation of products
and services to friends and family



2 Retention of existing customers
and deepening customer loyalty

If only it were so simple

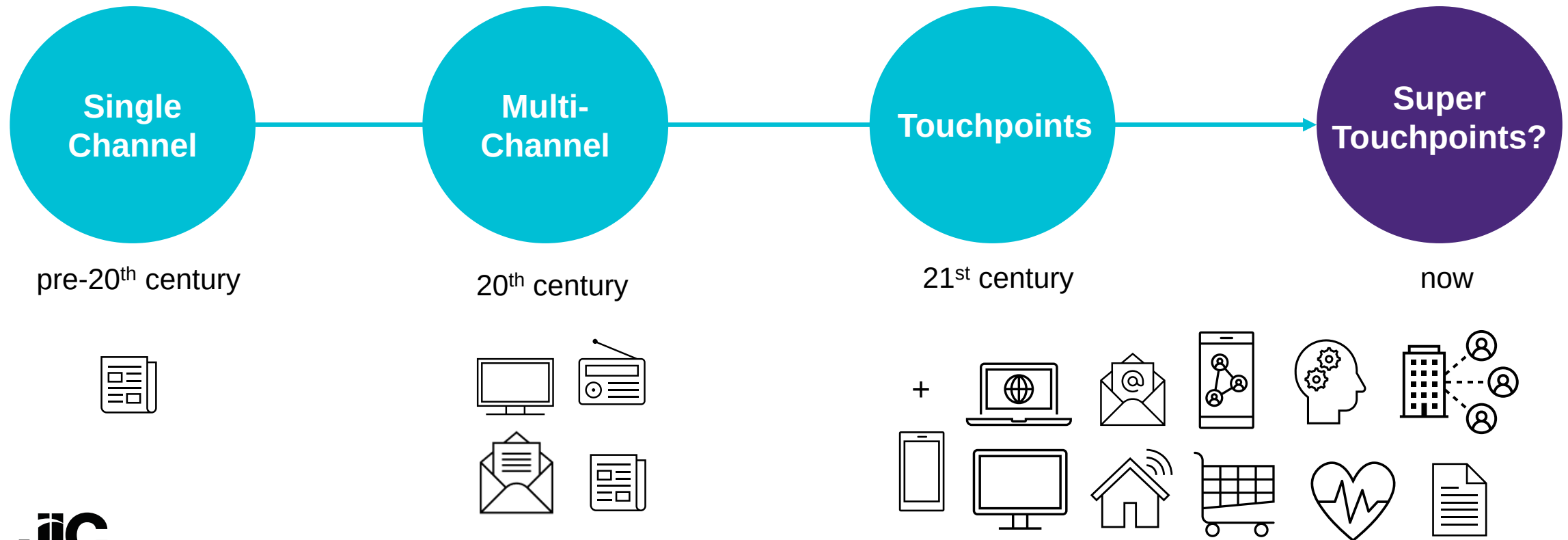
7

1. Lack of big platform inter-operability
2. Non-transparent measurement
3. Ad fraud
4. Increased CPAs
5. Persistence of third-party cookie usage
6. Increased price-sensitivity
7. Ad saturation
8. Declining creativity
9. Competition for consumer attention



An unscientific history of multi-channel planning

8



We asked the industry to define “Super Touchpoint”

9



Disproportionately large investment for disproportionately effective outcomes

10

01

A **Super Touchpoint** enables marketers to merge audience-first planning with a cut-through behavioural or creative insight, to deliver disproportionately effective outcomes for consumers and brands alike.

02

A **Super Touchpoint** creates deeper emotional connections with consumers; delivers a stimulating sensory experience that attracts attention; provides advertisers with a platform for brand storytelling and/or inspires consumers to start a conversation.

03

Any channel can be a **Super Touchpoint**. If it conforms to best practice measurement; has the tools available to create a genuine and surprising customer insight; and has the potential to drive impact at all stages of the purchase cycle then it should encourage marketers to think about a disproportionately large investment to drive disproportionately effective outcomes.



The Super Touchpoints checklist

11

A Super Touchpoint channel
enables you to...

- ✓ Harness a unique audience insight
- ✓ Harness the power of creativity
- ✓ Create an emotional connection
- ✓ Deliver sensory marketing comms
- ✓ Leverage trust
- ✓ Deliver carefully synchronised comms
- ✓ Hyper-target or build scale
- ✓ Explore rich targeting opportunities
- ✓ Build full-funnel effects
- ✓ Deploy best practice measurement



Mail Media Metrics

A framework for Super Touchpoint planning

12

MAIL: THE SUPER TOUCHPOINT

SUPER TOUCHPOINT PLANNING

08

✉

Create a detailed evaluation grid and assign a STEP* score to each Super Touchpoint

		Evaluate how your Super Touchpoints are working here				
		High-quality immersive Direct Mail piece	Offer-based Door Drop	In-feed social	Proximity small size OOH	Premium non-interactive WGD in streaming
		STEP score 1-5	STEP score 1-5	STEP score 1-5	STEP score 1-5	STEP score 1-5
1. Harness a unique audience insight	What need state/category entry point can you take advantage of? Is there a strong value exchange with your audience? Does it fully harness the creative opportunity? What are the levels of measurability? What is the quality of impressions delivered?					
2. Harness the power of creativity	Does it trigger the right emotional response across the journey? Is the emotion being used to drive brand impact? Can emotion be leveraged to stimulate a direct response? Does it provide a platform for brand storytelling?					
3. Create an emotional connection	Does it trigger a strong sensory response? Is it attention rich? Does it drive word of mouth? Does the media touchpoint elicit trust? Does it have strong data ethics?					
4. Deliver sensory marketing content	Does it enable you to tap in to "magic" moments of advantage? Does it seamlessly connect to the next touchpoint on the journey? Does it prompt multiple actions/outcomes? Are there specific media touchpoint combinations that maximise impact? What paid, owned and earned combinations maximise impact?					
5. Leverage trust	Does it add incremental reach? Does it build effective frequency levels in your schedule? Is it personal/addressable? GDPR compliant? Can you geo target accurately and in a verifiable way? Does it harness the power of its surrounding context?					
6. Deliver carefully synchronised content	Does it have a sustained impact/low decay rate? Are its effects immediate and short lived? Does it drive multi-media effects, including online? Does it contribute to a strong campaign outcome?					
7. Hyper-target or build scale	Can you test it? Is it captured in your measurement framework? Is it part of your learning agenda?					
8. Explore rich targeting opportunities						
9. Build full-funnel effects						
10. Deploy best practice measurement						
Total: (Add up your STEP scores here)						

*STEP = Super Touchpoint Evaluation Points

MAIL: THE SUPER TOUCHPOINT

SUPER TOUCHPOINT PLANNING

09

✉

Rank your Touchpoints in STEP score order and action your media plan accordingly

Rank	Touchpoint	Category	Potential actions
1	Touchpoint A	Top 25%	Invest, Upweight, Test
2	Touchpoint B	Top 25%	Invest, Upweight, Test
3	Touchpoint C	Top 25%	Invest, Upweight, Test
4	Touchpoint D	Middle 50%	Optimise, Performance review, Test
5	Touchpoint E	Middle 50%	Optimise, Performance review, Test
6	Touchpoint F	Middle 50%	Optimise, Performance review, Test
7	Touchpoint G	Middle 50%	Optimise, Performance review, Test
8	Touchpoint H	Middle 50%	Optimise, Performance review, Test
9	Touchpoint I	Middle 50%	Optimise, Performance review, Test
10	Touchpoint J	Bottom 25%	Divest, Down-weight, Test
11	Touchpoint K	Bottom 25%	Divest, Down-weight, Test
12	Touchpoint L	Bottom 25%	Divest, Down-weight, Test

Step score = 90%+

How many of your touchpoints are Super Touchpoints – i.e. have a STEP score of 90%+?

Why Mail is a Super Touchpoint channel

13

Mail...



Attracts
CONSUMER
Attention.



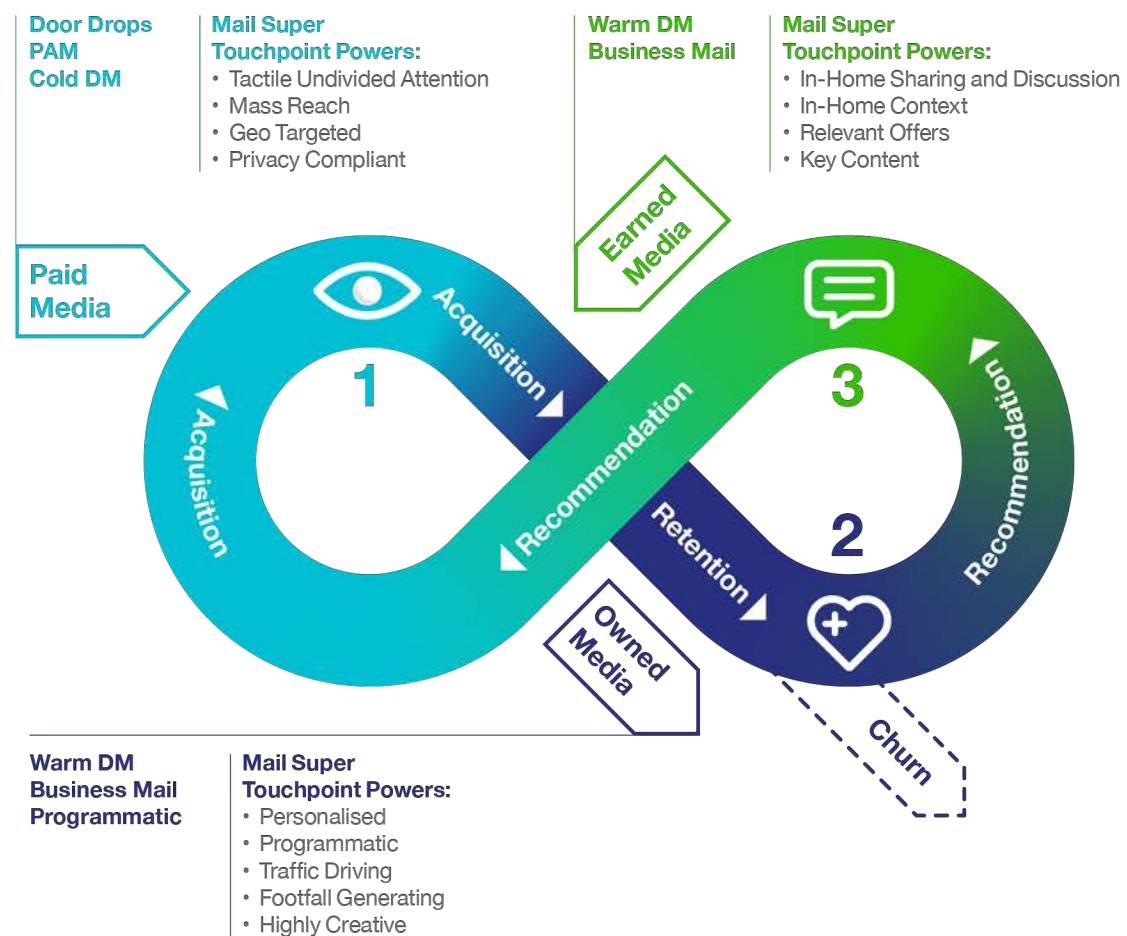
Deepens
CUSTOMER
Relationships.



Ignites
HOUSEHOLD
Conversations.

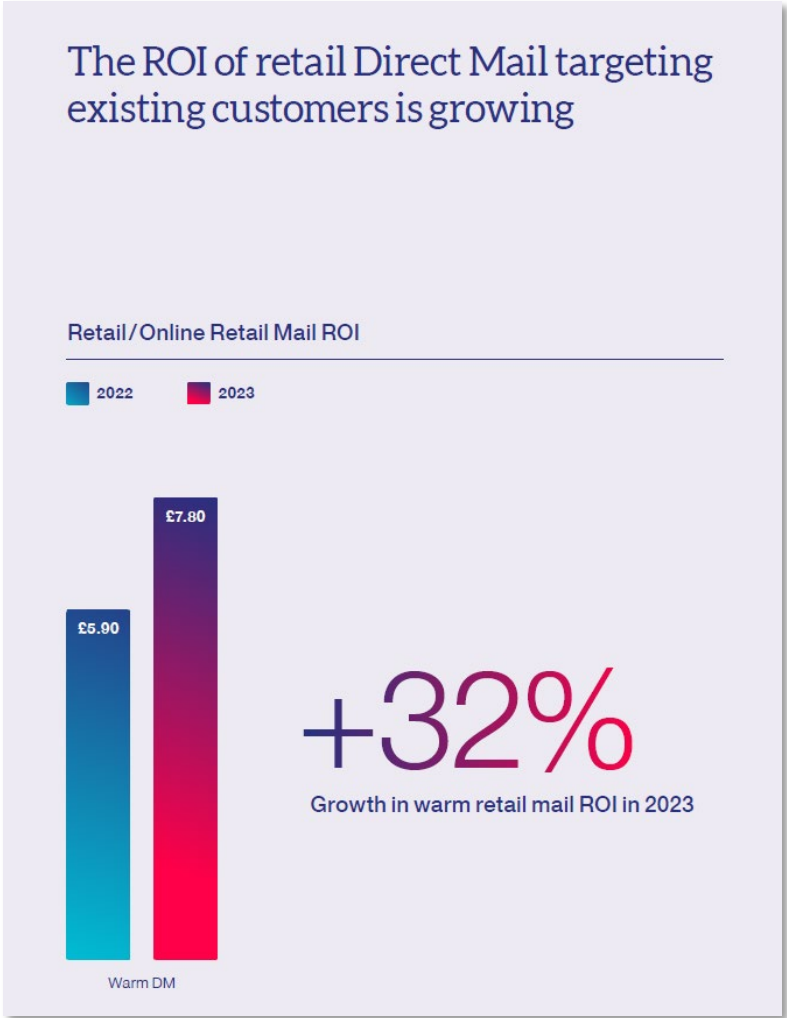
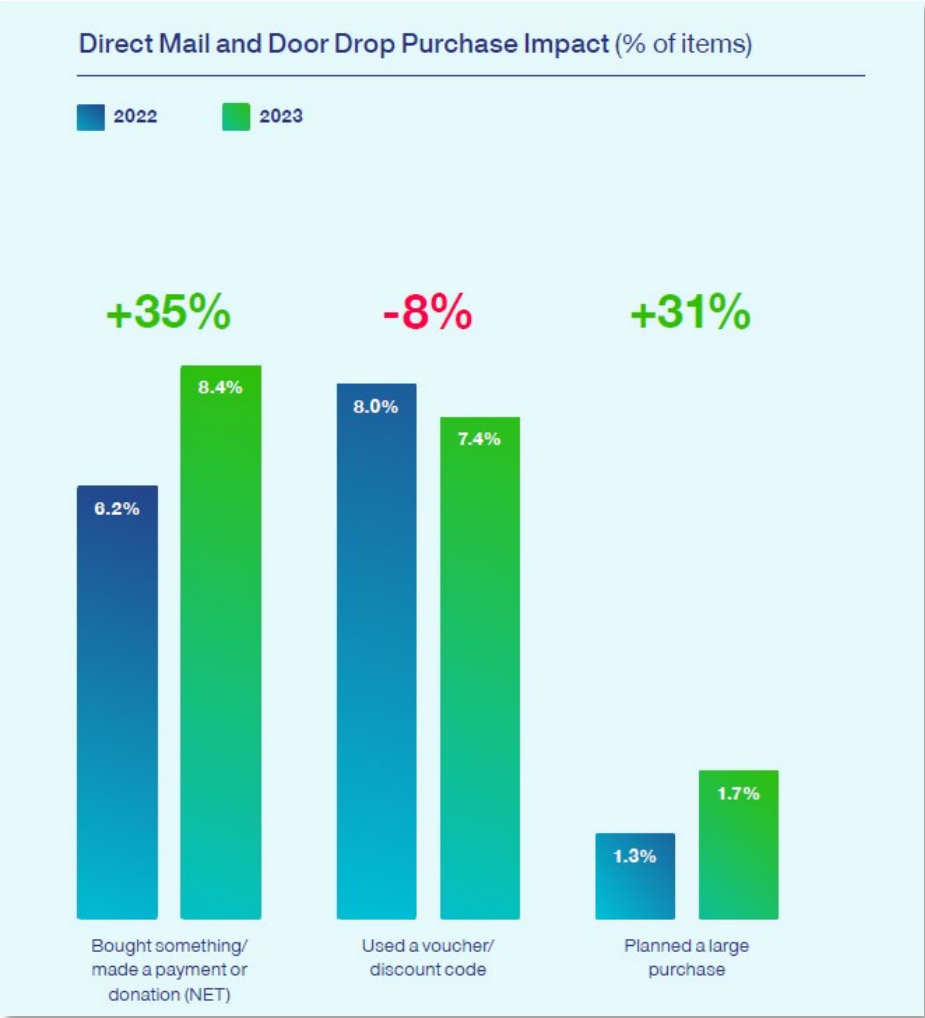
Mail's Super Touchpoints strengths

14



- 1 Attract Customer Attention
- 2 Deepen Customer Relationships
- 3 Ignite Household Conversations

Mail's effectiveness is growing



Big brand spenders enjoy high mail engagement



Effectiveness for smaller businesses keeps growing

Door Drop Commercial Effectiveness for Local Tradespeople
(% of mail items with any commercial action taken)



Mail deepens customer value

Assuming...

77,000

Average warm mail campaign volume: 77,000 items

£207

AOV for warm retail mail = £207

1,469

Abandoned Cart Gap: 1,469 items

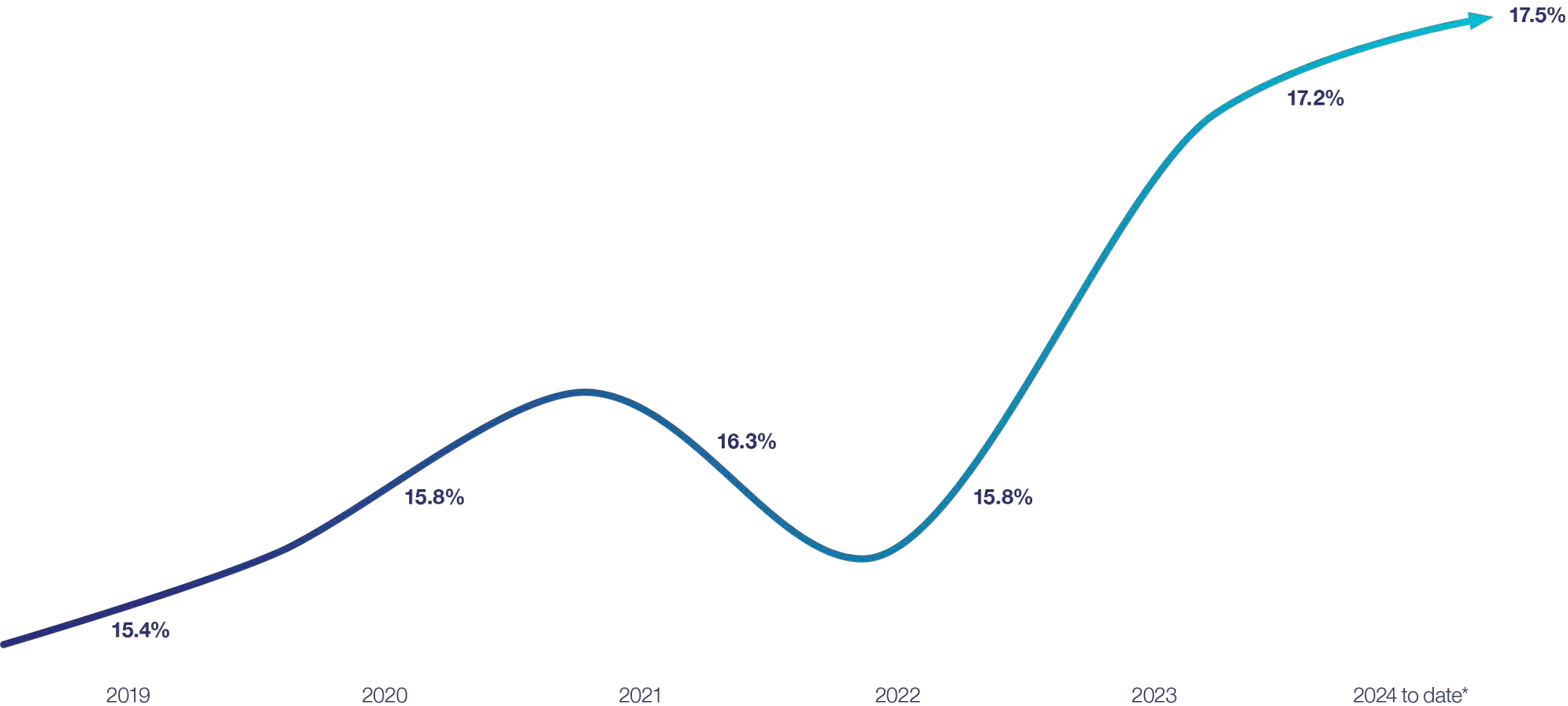
£304,000

Abandoned shopper cart revenue gap = £304,000



Mail ignites household conversations

% Direct and Business Mail Prompting Discussion



Mail tackles these challenges head on

20

1. Lack of big platform inter-operability
2. Non-transparent measurement
3. Ad fraud
4. Increased CPAs
5. Persistence of third-party cookie usage
6. Increased price-sensitivity
7. Ad saturation
8. Declining creativity
9. Competition for consumer attention



Don't just take it from us

21



“The JICMAIL study is a masterful piece of research, which is valuable considering the often overlooked role of direct mail among traditional media planners, despite it being bigger than Channel 4 in terms of revenue (UK).”

Faris Yakob

Mail: The Super Touchpoint

A JICMAIL 2025 REPORT



Mail Media Metrics

INTEGRATED CAMPAIGNS TO DRIVE ENGAGEMENT

ALISON CHAPMAN, WEBMART



WEBMART®

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INTEGRATED CAMPAIGNS TO DRIVE ENGAGEMENT



HOLLYWOODLAND

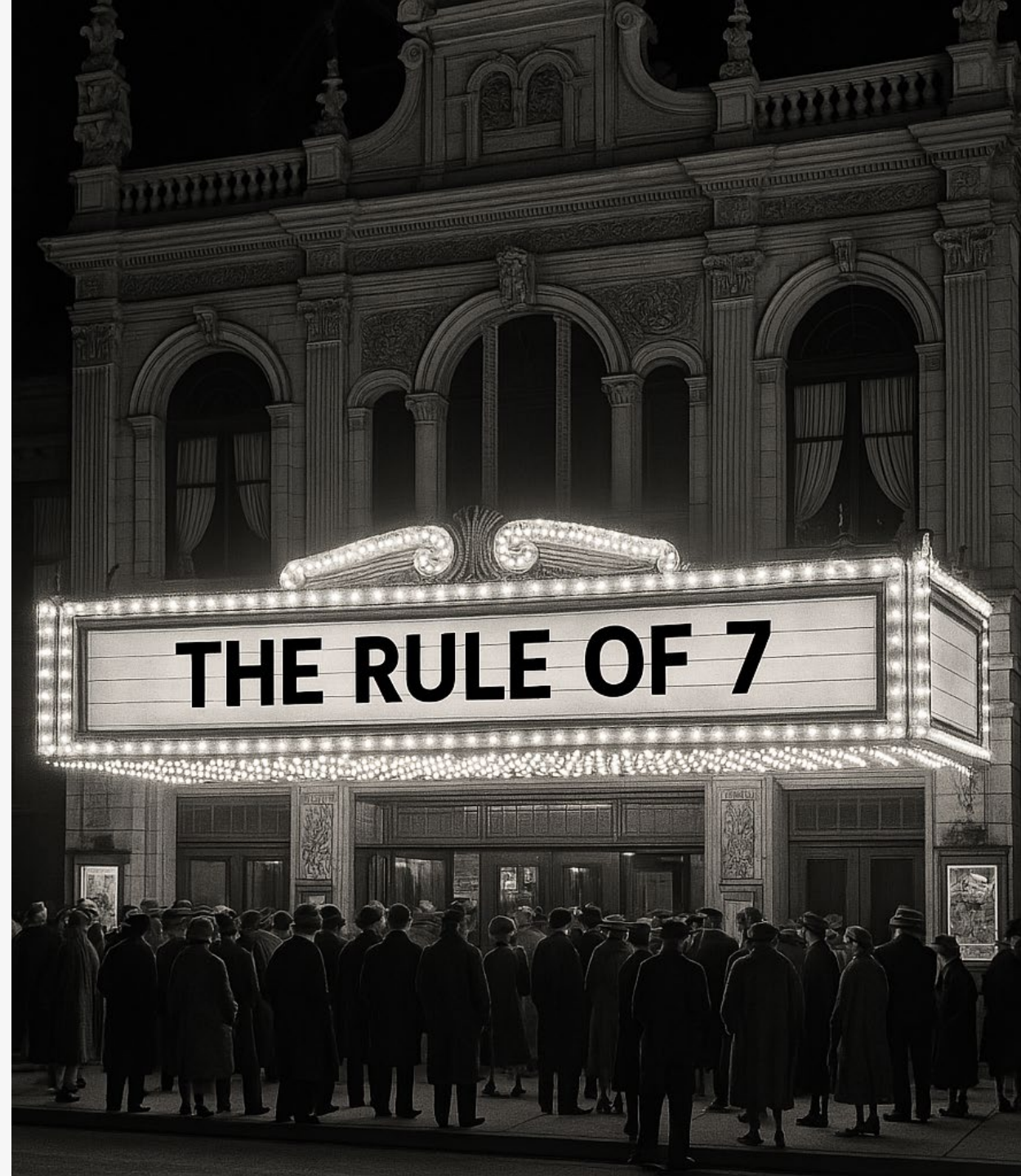


A NEW MARKETING PRINCIPLE EMERGES!

The Classic Rule: *“A consumer needs to hear/see a message 7 times before taking action”*

- * Emphasises the importance of repeated exposure to build **recognition and familiarity**
- * The more interactions a consumer has with a brand, the more **memorable** that brand becomes
- * **Trust and credibility** are organically built through repeated exposure

Super easy!...Right!?





MARKETING IN 2025 – BEAUTIFUL CHAOS?

Social Media

Digital Display

Content

TV

Door Drops

Video

Radio

Podcasts

SMS

Direct Mail

Email

Inserts

Influencer

Programmatic

OOH

VOD

Affiliate

SEO

→ Eeek, that's a lot of choice!!



WHY INTEGRATION MATTERS MORE THAN **EVER**

Marketing is not linear. It's a **slightly** chaotic multichannel journey.

- * Modern consumers interact with brands across 20+ touchpoints
- * They experience your brand across your different channels, not in silos
- * Disconnected messaging = confused customers
- * Integrated experiences increase trust, engagement and ROI.

Integration brings coherence to the chaos.

10,000+
**MARKETING MESSAGES
SEEN PER DAY**



SUCCESSFUL INTEGRATED MARKETING STARTS INTERNALLY

The 3C Framework





THE ALL-AGENCY ADVANTAGE

Silos don't just happen internally.

They can happen with your agency network too.

- * The strongest campaigns are created in shared meetings, leveraging different skillsets.
- * All-agency meetings help to align teams early on; across creative, print, digital, CRM and media.
- * Provide guidance and fresh perspective on customer journey mapping and personas.
- * We can encourage contribution and challenge at the start of the process, not at the end.
- * Build mutual KPI's across stakeholders and ensure coherence.

Integration doesn't just happen. It needs to be orchestrated.





CASE STUDY: FORTNUM & MASON

Driving in-store traffic and online sales for a seasonal collection

Channels: Direct Mail, Email, Social Retargeting

Direct Mail: Mailed a luxury catalogue mailer that had QR codes linking to exclusive online content.

Email: 3 days later an email was sent to the same audience, reinforcing the messaging within the Direct Mail.

Social Retargeting: Once a consumer interacted with the campaign, social retargeting was activated!

Results: +35% engagement uplift with Direct Mail recipients converting at three times the previous average rate





CASE STUDY: SPECSAVERS

Re-engaging lapsed customers.

Channels: Direct Mail + Email

Direct Mail: Personalised reminders sent to lapsed customers via mail with a QR code that allowed for easy online booking

Email: A few days later, Direct Mail recipients that hadn't yet converted were sent an email that matched the DM creative and call to action.

Results: +30% higher booking rate achieved from the Mail + Email recipients vs Email only. Showing the power that integration can have!





MAIL & DIGITAL – THEY'RE BETTER TOGETHER

Mail is slow-burn. It lives in the home, sparks curiosity, ignites conversation.

Digital is real time. It enables immediate clicks, conversions and continuation.

But together:

- * Integrated campaigns are **35%** more effective. *Kantar, Getting Media Right.*
- * Multichannel campaigns help to increase purchase intent by **90%**. *Google/Ipsos.*
- * Direct Mail boosts Digital engagement by up to **63%**. *Royal Mail MarketReach.*





THE INTEGRATED CAMPAIGN CHECKLIST

Setting Up For Success

- ☒ Have you defined a clear campaign goal with consistent message and creative?
- ☒ Are you clear on your customer journey?
- ☒ Are you activating across multiple channels that are **relevant** to your audience?
- ☒ Are you collecting, analysing and acting on your data?
- ☒ Are you ensuring that insights from one platform inform and enhance others?
- ☒ Are your channel owners aligned and communicating clearly?
- ☒ Are you tracking and attributing performance beyond last click here?
- ☒ If you can't achieve this all internally, have you got the right agencies supporting you?



BUT REMEMBER..

This isn't about using more channels.

It's about using the right
channels to help build a
better connection that drives
engagement.





THANK YOU.

GET IN TOUCH

Alison.Chapman@webmartuk.com

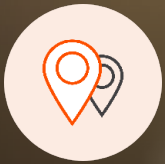
PLANNING, SEGMENTATION & TARGETING

SONIA HITZELBERGER, WHISTL



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The Whistl logo is located in the top left corner. It consists of the word "whistl" in a white, lowercase, sans-serif font. Above the letter 'i' is a small, white, stylized smiley face icon. The logo is set against a solid orange circular background.

Planning, Segmentation & Targeting Mail Marketing

Next



Mail Marketing enables brands to connect with consumers in their homes

Apply insights and data analytics to target households that fit specific geo-demographic profiles or direct to consumer data



Mail Marketing Strategic Outreach for...



- 1 Doordrop Media
- 2 Partially Addressed Mail (PAM)
- 3 Direct Mail



Mail Marketing

Best In Class Planning, Segmentation & Targeting

Doordrop Media



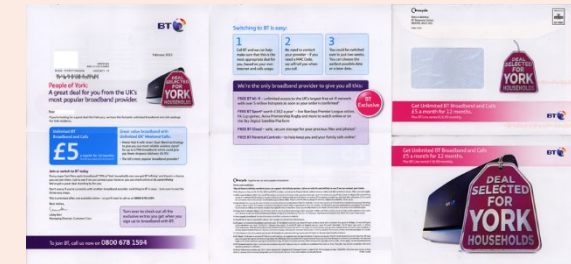
Intelligent **postcode sector** targeting solutions, proven to drive acquisition and retention by using geo-demographic targeting with both customer & modelled data

Partially Addressed Mail



Identify prospect customers using sophisticated targeting to **postcodes**, without the use of personalised data

Direct Mail



Modelling and segmentation ensuring you target the right **individuals** with the right offer



360° Approach

Set Campaign Objective

Establish the overall objective and what success looks like

Audience Discovery

Who is the target audience?
where are they?
How to engage with them?

Strategic Planning

Creating hypotheses
Set testing criteria
(E.g. Frequency/creative)

Apply Learning

Adjust, Refine, Optimise

Granular Learnings

Geographic learnings
Timeframe of response
Influence on other media

Campaign Evaluation

Analyse Response & cost efficiency
Key metric performance
Who responded? And why?



Targeting Doordrop Media & PAM Campaigns

Datasets available to target your audience

Geo-Demographics

Market Research

Other Datasets

Software

Geography

High Street & Retail Parks

Grocery Catchments

Drivetime / Radii

Media Boundaries

Government

Administrative Bespoke

Free Source Data

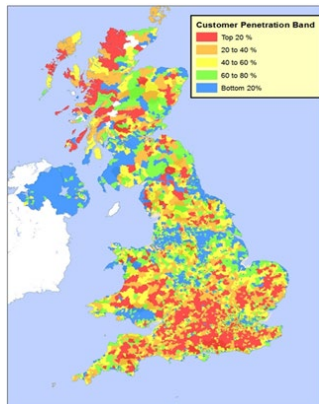


Model Build and Blending Data for improved results

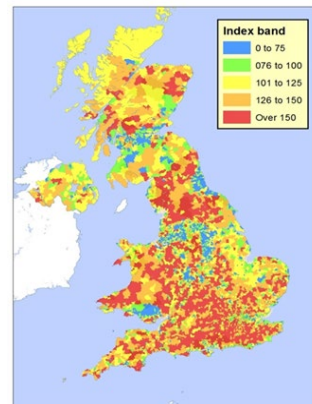
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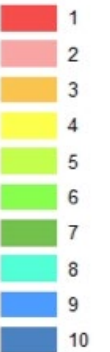
i Customer data



i Modelled data



Decile





Evaluating Mail Marketing Success



A typical evaluation will provide analysis of the following areas & key metrics:

- Overall Performance
- Geographical Performance
- Creative Performance
- Frequency
- Targeting Model Analysis
- Return on Investment (ROI)
- Average transaction value (ATV)
- New Customer %
- Campaign on campaign
- Influence on other Channels (online, TV etc)

Best in class Approach



Apply learning

Adjust, refine, optimise



Granular learnings

Geographical learnings
Timeframe of response
Influence on other media



Campaign evaluation

Analyse response & cost efficiency
Key metric performance
Who responded? And why?



Mail Marketing In Summary

Best In Class Planning, Segmentation & Targeting

Doordrop Media



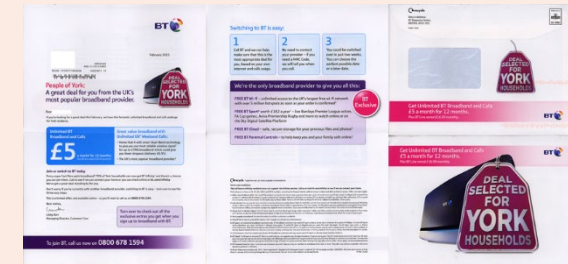
Intelligent **postcode sector** targeting solutions, proven to drive acquisition and retention by using geo-demographic targeting with both customer & modelled data

Partially Addressed Mail



Identify prospect customers using sophisticated targeting to **postcodes**, without the use of personalised data

Direct Mail



Modelling and segmentation ensuring you target the right **individuals** with the right offer

 CONTACT US

Let's talk and help you meet your goals.



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**Doordrop
Media**



Mail



Parcels



**Cross-Border
Solutions**



Fulfilment

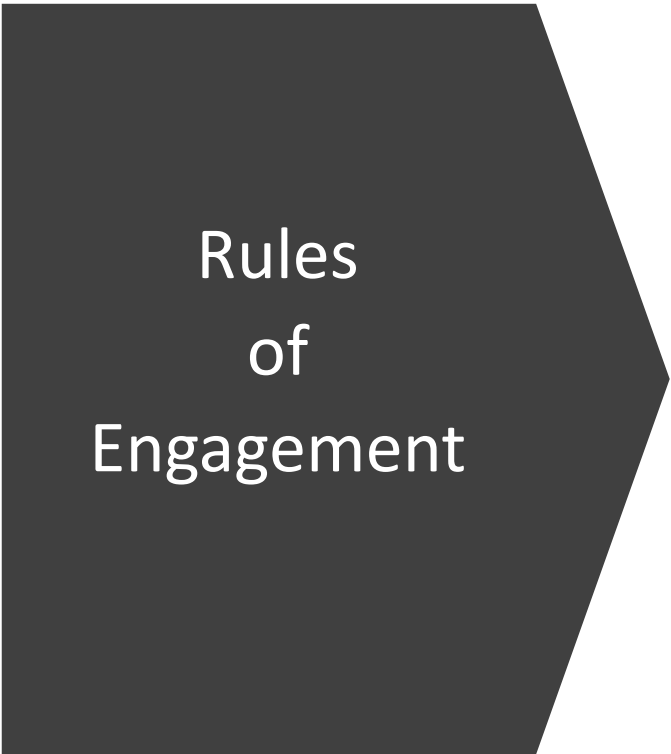
DESIGN THAT DELIVERS – OPTIMISING YOUR MAIL FORMATS

ALLIE OLDHAM & TOM MASKILL



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Rules of Engagement

To access Mailmark rates:

- Formats must weigh less than 100g
- Sealed on all edges and we're
- Mailing volumes more over 4,000

Mailing costs

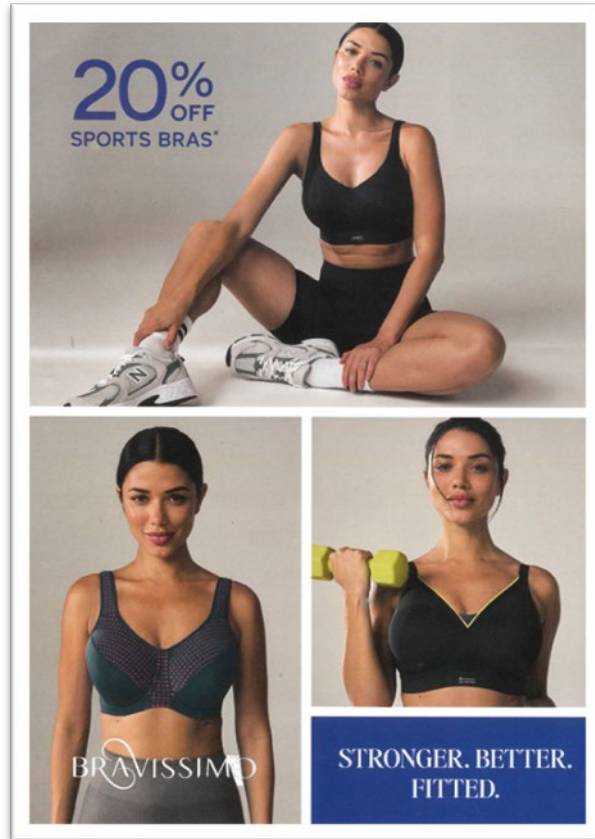
It's often cheaper at lower volumes to mail catalogues naked on a higher postage tariff.

At higher volumes, it then becomes cheaper to wrap and send on a mailmark rate.

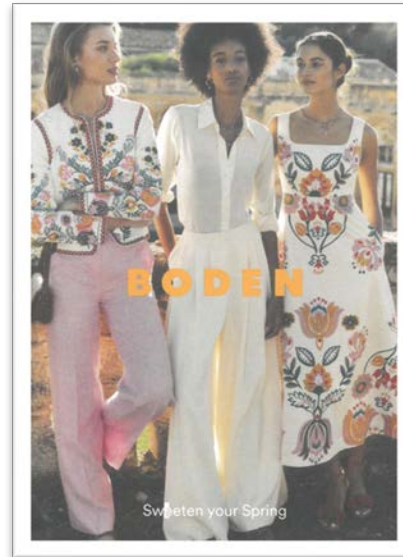
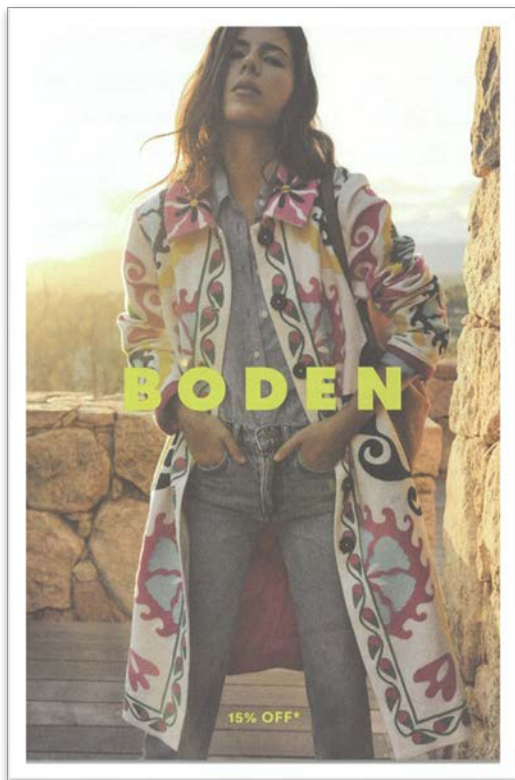
Royal Mail offer incentives:

- For first time users
- For testing and innovation.

Postcards – great for SALE and Special offers



Price variance A5 vs A6. +28% for print and paper.
Only +2.5% for total cost. Postage the same for both sizes.



New 8pp Roll Fold Specification Go live: 22 April 2025

1.6.1.2 Roll Fold Mailer

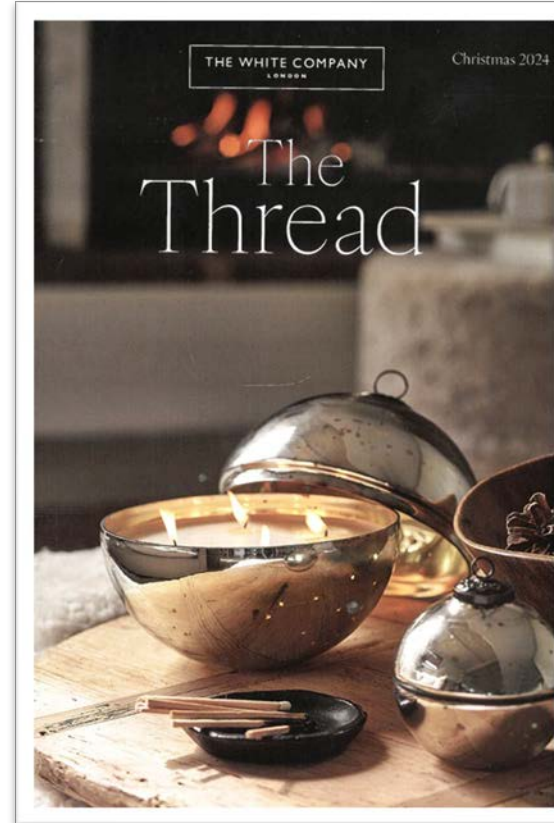
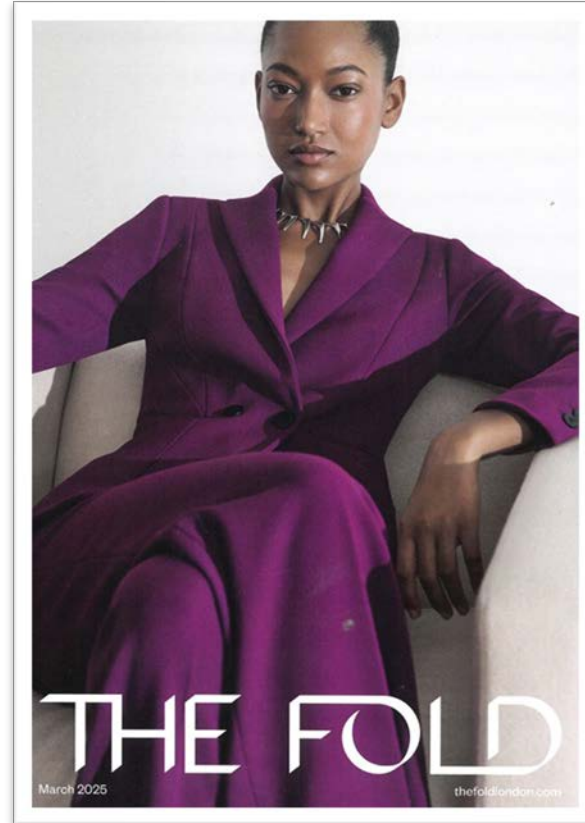
Physical Reqs	8pp Roll Fold with an opening flap
Purpose	This option is an 8pp Roll Fold mailer with an opening flap along the top edge of the mailpiece ³⁸.  To date, this is the only roll-fold mailer design that has been tested successfully.
Inserts	(M) No inserts are permitted.
Shape	(M) Rectangular only
Folds	(M) The long edges of the finished mailpiece must be folds, and the short edges and flap must be sealed. There will be four folds including the fold of the opening flap.
Reference Edge	• (M) The reference must be a folded edge on the mailpiece • (M) For landscape items, the folded reference edge is the edge beneath the address. • (M) For portrait items, the folded reference edge is the edge to the left of the address and indicia.
Dimensions	(M) Finished pack: 210mm (long) x 148mm (high) (M) Open pack: 210mm (long) x 620mm (high)
Thickness	(M) Minimum – 0.25mm, Maximum – 1mm
Max Weight	(M) Maximum – 16g
Paper Weight	(M) 130gsm
Flaps	• (M) The Mailer must include a flap on the front or on the back of the mailer. • (M) The width of flap width must be 40mm. • (M) The flap must be at the top of the mailer on the opposite side to the reference edge :- ○ For landscape items, the flap is on the edge above the address. ○ For portrait items, the flap is the edge to the right of the address and indicia.
Adhesive Application	Where there are gaps in the continuous seal adhesive application, they should be ideally located at top of the mailer and may be on left and / or the right side and the gaps should be no more than 5-10mm long (H ³⁹)
Sealing	(M) All unfolded sides (including the flap) must be glued using a continuous strip of adhesive.

Maltese Cross

- 10 pages
- 148mm x 148mm
- 4 process colours throughout
- 300gsm uncoated stock



A5 Letter Format



A5 (210x145mm) cost effective format.
Same postage up to 100g
Can send naked or wrapped.

A5 Letter Format



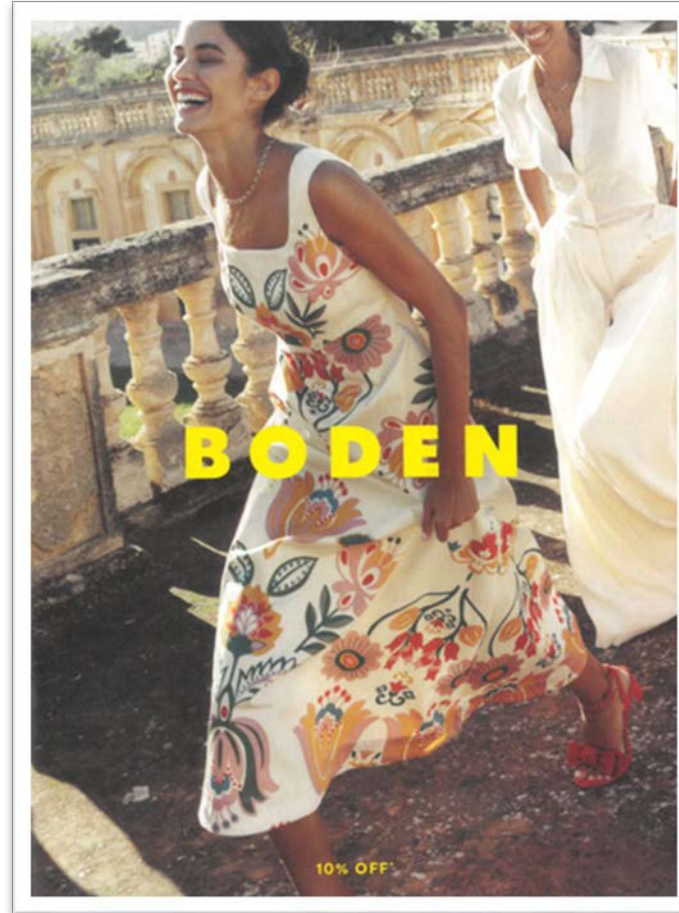
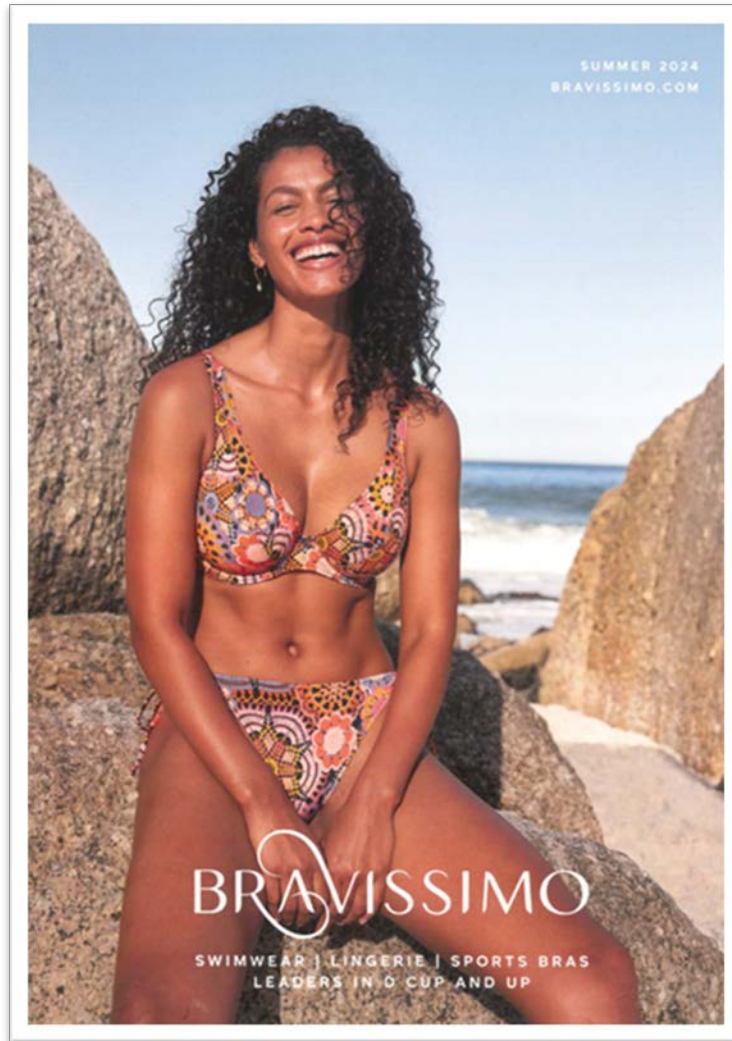
Max 240x165mm (versions in between)
Same postage up to 100g
Can send naked, wrapping more difficult

A5 Landscape

- 145x210mm
- Ideal for the brand
- Doormat impact
- There is a cost premium for this format.



Large Letter Format



- Up to 250g same postage
- Cost implications have reduced the number of large format mailings.
- 90% in the mail cost from A5
- Stand out from the crowd.

Fully Assembled Buttermilk Vegetable Store
 Topped by a roll-front dark storage compartment, this lovely old-world ladder has two drop-front compartments for storing fruit and vegetables, showing off the colourful produce through its service windows. Measures 81.5 x 34.5 x 28cm. Delivered assembled (handles need attaching on arrival). Exclusive. 197 4497 Winchcombe Buttermilk Vegetable Store **£99.95**

WINCHCOMBE
 Fully Assembled

Elegant Tabletop Glass Dish Keeper Butter Fresh and Spreadable
 Never tear up your toast with fridge-hard butter again or risk it going rancid when left out. This two-part glass dish uses just a little cold water to seal on air, keeping butter soft, sweet and fresh for weeks, without refrigeration - and it looks good on your table too. Overall 17 x 10cm dia.
201 929H Glass Dish Keeper **£49.95**

Compact, Easy-to-Use Meat Mincer
 Burgers and sausages taste better when you know what's in them. Easy-to-use countertop meat mincer has a wide hopper, three blades (fine, coarse and chopping), sausage nozzle, pusher and strong suction base. 27 x 13 x 34cm. Hand wash only.
 202 790S Meat Mincer **£19.95**

Slip-on Spout Turn any Bowl or Pan into a Drop-free Pouring Jug
 Made of durable flexible silicone, these handy spouts slip over the rim of virtually any container and twist to create a pouring funnel. Suitable for 'dry' ingredients too. Dishwasher safe. Set of 2.
208 508 Slip-on Spouts (2) **£9.95**

Turn Almost Any Pan into a Non-stick Fat-free Griddle
 Just slip this 15cm aluminium disk into a pan. The Grid Disk creates and distributes heat evenly for flavourous searing and authentic grill marks and helps drain away excess fat. Dishwasher safe.
 202 712H Grid Disk (Set 9/95) **NOW £7.95 SAVE £2**

Improved Dexterity at High Temperatures
 Made of a high-quality cotton-polyester blend, these gloves are highly flexible enabling you to handle hot pans and dishes safely. The cuffs will protect your wrists from hot oven shelves. Measures 21.5cm in length x 10cm at the elasticated wrist. One size only.
184 400 Heat-resistant Oven Gloves (Pair) **£49.95**

Slip-Up Covers Keep Food Hot Without Re-heating Two For £12.95
 These smart covers keep hot foods hot. They store flat and simply pop-up with a clever internal spring. Set comprises 35.5cm and 41cm dia. covers, both 15cm high.
144 405 Insulated Food Covers (2) **£12.95**

Range Mat is a Kitchen Comfort From Yesteryear
 Inspired by those that once stood before the range oven - the real heat of the home, this country-style rug is a still a nice touch of comfort and practicality at the stove or another busy spot such as this sink or a food prep area. Durable, fade-resistant and machine washable, it has a low-profile polypropylene pile and anti-slip back. 60 x 100cm. Choose Terracotta Brown or Grey. Please specify colour when ordering.
206 532K Country Range Mat **£29.95**

Cooked Paper Towel Holder
 Invite this fine fellow to sit on your countertop and he'll conjure a cool country air as he keeps a roll of kitchen towel conveniently to hand. Made from pine wood and polyurethane with finely modelled farmhouse-style and hand-painted features. Height 31.5cm, takes a standard size roll. Requires home assembly.
193 129K Kitchen Towel Holder (Was £12.95) **NOW £9.95 SAVE £3**

KITCHEN HELPERS

WAS £24.95 NOW £24.95

Electric Knife Sharpener Automatically Adjusts to Ensure Perfectly Sharpened Knives
 This electric sharpener is so efficient and easy to use we had no qualms about putting the Scotts of Stone name to it. Suitable for all non-serrated edges and for all types and grades of steel it features multiple ceramic blades that revolve at high speed, automatically adjusting according to the precise angle of the edge that is passing through. The results are infallible, creating ultra-sharp knives every time - no special skills needed. You have heavy solid base for safety and stability, and stores completely when not in use. Mains, 60W. Measures 7 x 18 x 15cm.
194 520H Scotts of Stone Electric Knife Sharpener (Was £29.95) **NOW £24.95 SAVE £5**

NEW

Seal & Pour Bag Clips
 Finally... a simple way to reseal opened packets of cereal, sugar and any plastic or paper bags. And the clever built-in spout allows for easy spill-free pouring. Six per set in assorted colours. Freezer safe.
206 606S Seal & Pour Clips (6) **£9.95**

Broody Hon E Country Kitchen
 Delightfully style nesting her eggs, quirky and stylish kitchen. Crafted in glazed porcelain. Measures 22 x 21cm.
202 652N Porcelain **£29.95**

Easy spill-free pouring

38 Our aim is to match or beat all prices offered in our competitors' catalogues Visit www.scottsofstone.co.uk or call 01292 252525. Delivery to most areas. Order 24hrs, 7 days. 0844 452 1234. Delivery to most areas.

A two-page spread from a magazine featuring swimwear. The left page has a headline "We love GIVING YOU OPTIONS" in a mix of script and bold sans-serif fonts. Below it, a quote from Andiea reads: "I didn't even know underwired swimwear was a thing - I can't believe how much more uplifted I feel!" The right page features a quote from Saint Lucia Bikini Top: "I never knew underwired swimwear was a thing - I can't believe how much more uplifted I feel!" Both pages show models wearing various styles of blue and white polka-dot swimwear. The left page includes a photo of a model in a blue bikini and a photo of a model in a blue one-piece swimsuit. The right page includes a photo of a model in a blue one-piece swimsuit and a photo of a model in a blue bikini. The magazine's masthead "InStyle" is visible in the top right corner of the right page.

Italian spring

Perfect dresses for a spring wedding or special occasion

Italian Printed Jersey Dress

It's all about the print this season. This smart printed jersey dress would look stunning at a spring wedding. Soft and sleek, full sleeves with matching, the pull-on style is very easy to wear.

1-6 hand length: 100cm, 100% cotton
75 cotton, 25% silk, 100% polyester
Machine wash. Size 8-14. Available in Black

AD5389 £129

Italian Stretch Crepe Dress

Fashioning, glamorous, sophisticated - the perfect dress for a smart occasion.

The sleek wrap neckline is subtly draped and the asymmetric draping at the front adds a modern touch. The stretch in the crepe fabric keeps an elegant fluid shape. Centre back zip. Works well with our coordinating belt.

1-6 hand length: 100cm, 100% polyester
70% cotton, 4% elastane, 100% polyester
Machine wash. Size 8-14.
Available in Black

ADR5689 £129

Italian Textured Cropped Cardigan

Cover-ups are a vital part of any British woman's wardrobe. This lovely cardigan is worn like a jacket, and looks great with dresses. The edge-to-edge rib is simple and elegant but it's the detail that stands out with some beautiful texture in the body and pleated arms. There are no side seams, which gives it a luxurious feel.

Length 52cm, 100% cotton, 100% polyester
Hand wash. Size 8-14, 10, 12, 14, 16, 18, 20, 22, 24
Machine wash. Size 8-14. Available in Black and Blue

AKNC16 £89

Buy our Dress and
Cardigan SAVE £30

Blush

Black

*The topless color AD5389 and ADR5689 are purchased together. Any combination of colors will not be purchased together. The above conditions are valid only for the UK.

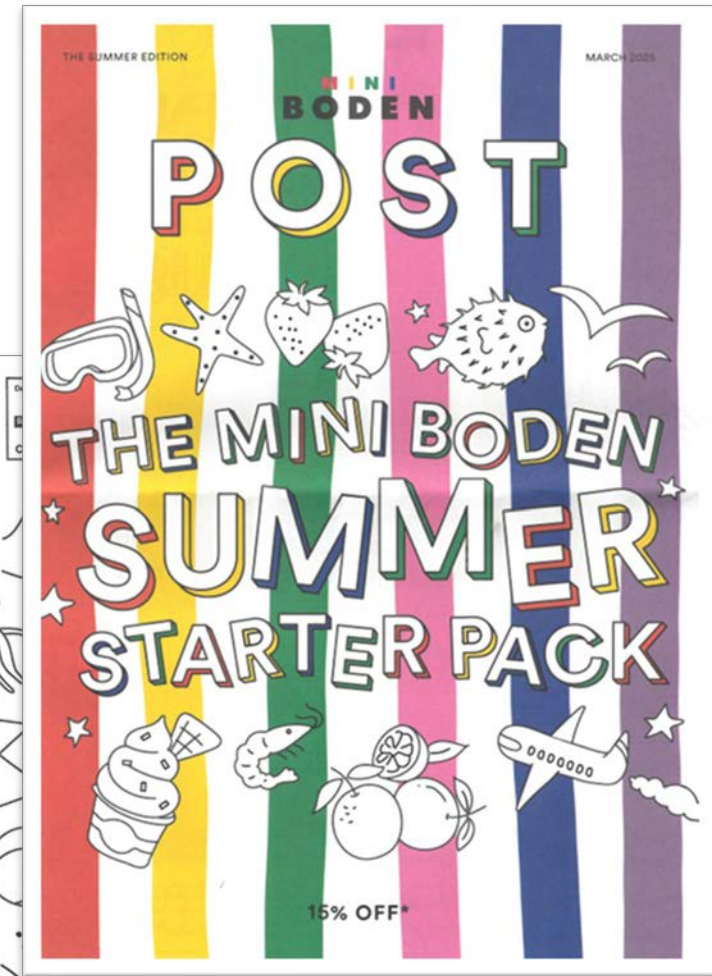
save
£20
When you
buy dress &
cardigan*

Order by phone 0844 482 2345 or online www.artisano.co.uk

9

MINI
BODEN

15% OFF*





TEST... TEST...
and TEST again!

- Keep it fresh
- Don't just do what you always do
- Surprise and delight your customer
- What used to work might not work now. Conversely what didn't work might now.
- Work with your suppliers to understand the implications.

BREAK
30 MINUTES



WEBMART®

whistl

PHYSICALLY IRRESISTABLE

ROB SYME, THE GATE



WEBMART®

whistl

PHYSICALLY IRRESISTIBLE

 **marketreach**
unleash the magic of mail



SIMPLY ENGAGE

Mail doesn't have to be expensive or use complicated technology or printing techniques to be effective. Sometimes all you need is a plain piece of paper and some brilliant storytelling.

na tva aliya

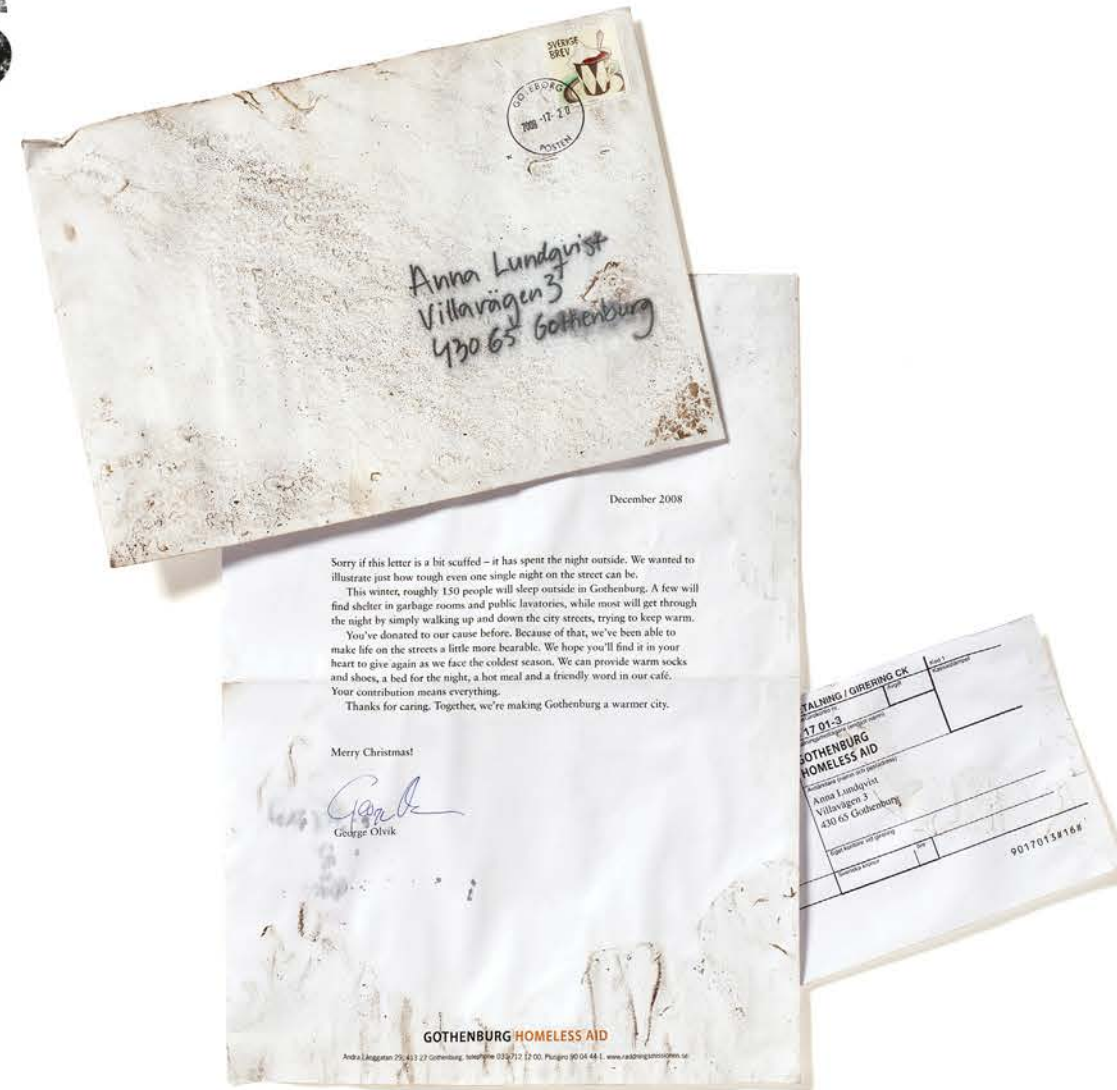
Feel it let yourself

With digit
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ROUGH LETTERS



Gothenburg Homeless Aid wanted to stand out amongst all the other charities asking for help during the busy Christmas period. So they created an experiential idea and delivered it through mail. They wrote letters asking for donations, but first put the letters out in the streets for a whole night. When the wet and muddy mail landed on the recipients' doorsteps, they stood out for all the wrong reasons, but also brought home to them the plight of the homeless. And it worked – raising a whopping 163,000 euros for the city's rough sleepers.



A TECH-TILE EXPERIENCE

When you mix tech with a physical format, you create a seamless experience for your customer – one that they remember, for all the right reasons. We're not just talking about videos and holograms – Direct Mail can be informed by customer journeys, plugging into data gathered from browsing habits. Your customers can find the products they want to order through image recognition. And they can press a button to automatically trigger an email to book test drives. That's a lot of exciting tech – and they all arrive at your customers' doors in a piece of Direct Mail.

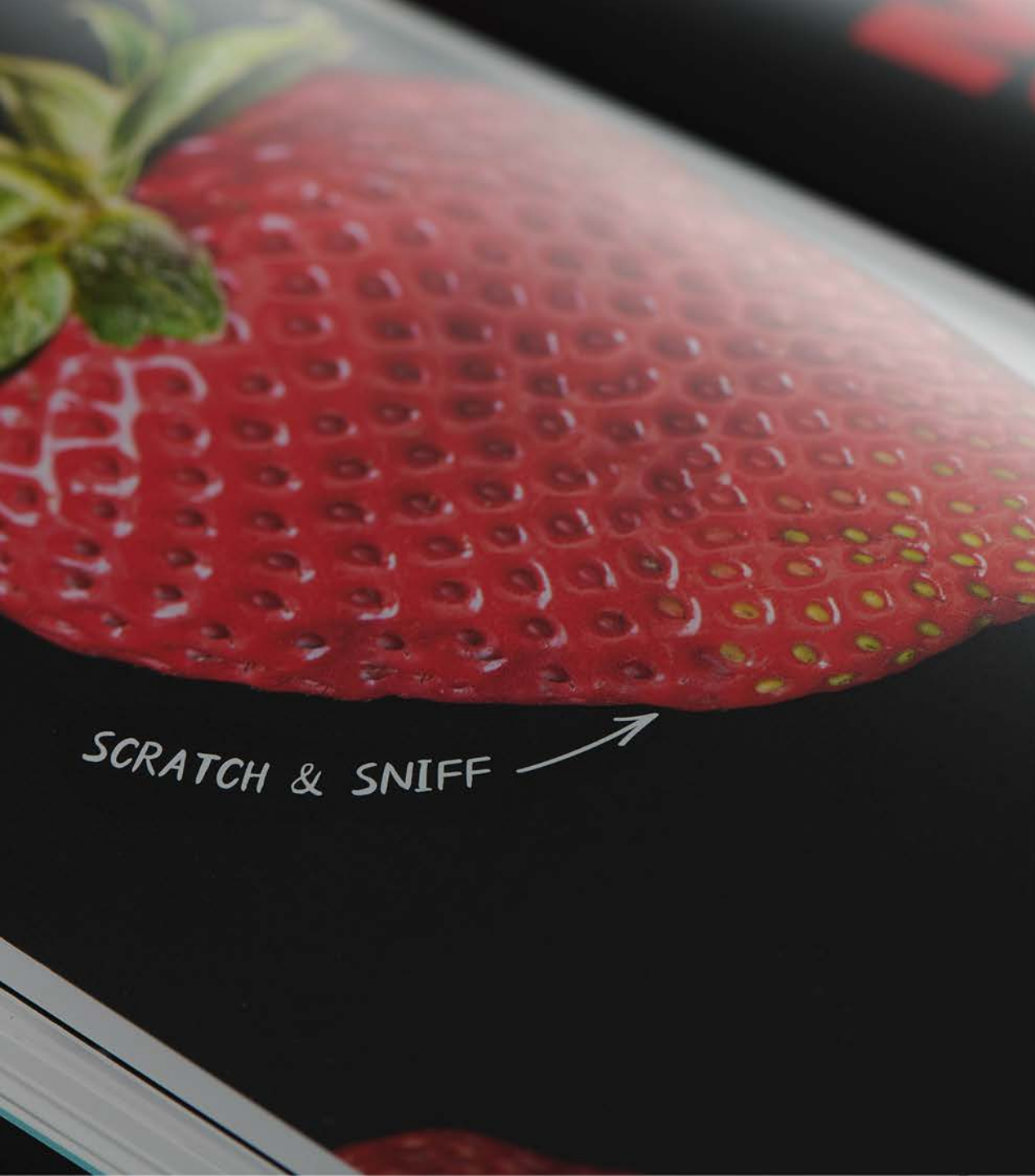


A TOOLSTATION WHEREVER YOU ARE

Customers love Toolstation's quarterly catalogue. But thumbing through 800 pages and then visiting the store to find the item isn't as efficient as shopping on the website. Instead of the full catalogue, Toolstation and their agency Havas CX Helia sent a 4-page mailing with 6 QR codes that directed customers to the departments they shopped most often – quickly. 143,000 pack iterations ensured hyper-personalisation – all by crunching shopping data – and smashed targets by 300%.

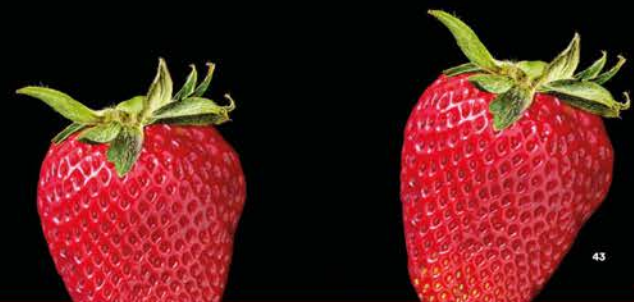
BRAND: TOOLSTATION | CAMPAIGN: TURN ANYTHING INTO YOUR TOOLSTATION | AGENCY: HAVAS CX HELIA





MAKES SENSE

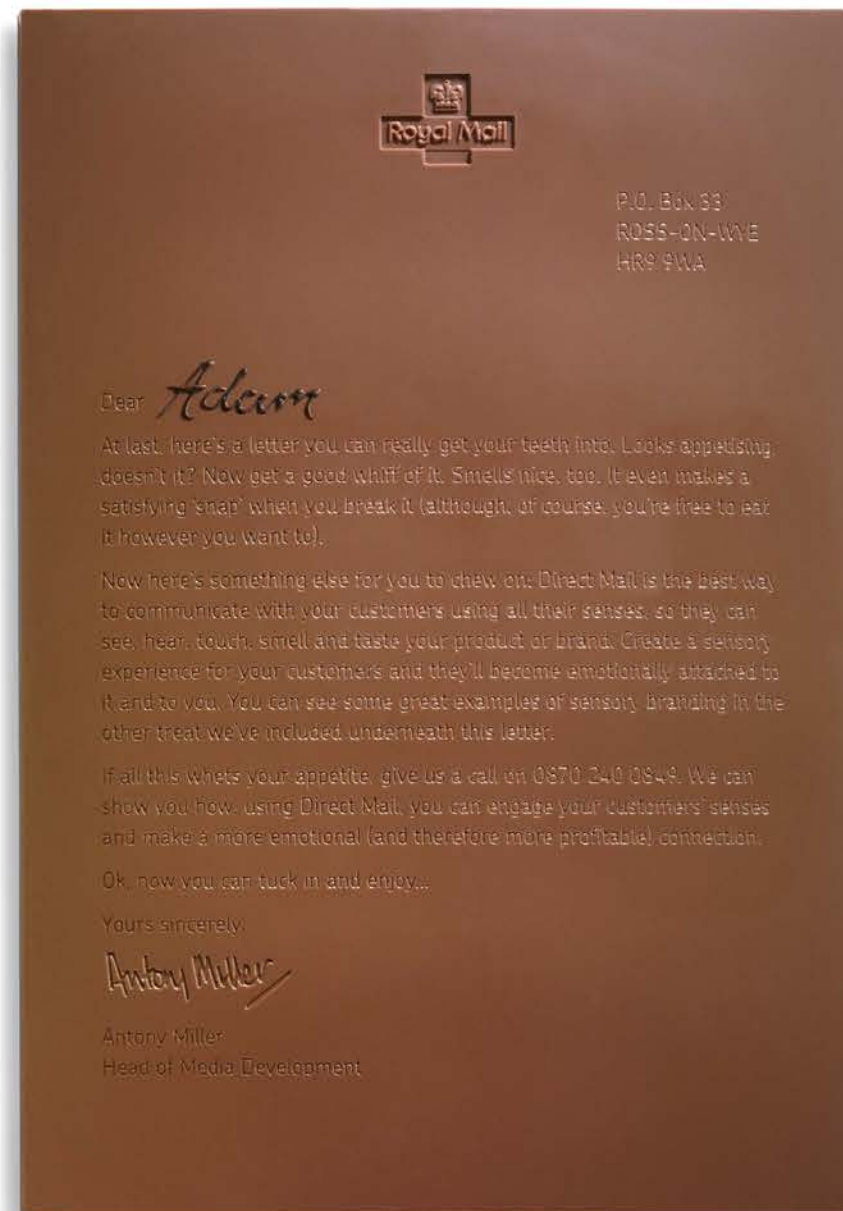
Mail isn't just a treat for the eyes and fingers, it can engage all five senses. You can make it smell using scented inks and patches, play music, or even taste good, with edible paper. The strawberries on these pages for example, could leave your fingers smelling of Wimbledon when you touch them, or taste as deliciously sweet as they look. This type of multi-sensory explosion builds brand memory. Make sense?



Eat our words



Marketing decision-makers were sent a sweet reminder that proved DM does build a more emotive connection with customers. Recipients were sent personalised letters made of the finest milk chocolate. Giving them something to hold, read and even taste. And demonstrating that when multiple senses are engaged, you get a better brand experience. Success tastes sweet, indeed.





PERFORATED CUT THROUGH

Sky's Winback programme aimed to bring back lapsed customers through creative print, finishing, and Direct Mail. The challenge was to create visually appealing mail packs that stood out and encouraged engagement alongside regular mail campaigns. Sky's creative team developed six highly impactful, interactive mailings with themes tied to seasonal events. One pack showcased Sky Glass, featuring a shaped double zipper perforation resembling TV wires. The interactive Direct Mail campaign smashed expectations.



PHYSICALLY IRRESISTIBLE

 **marketreach**
unleash the magic of mail



SCALING UP SUSTAINABILITY

TOM MASKILL, PRINTGREEN



WEBMART®

whistl

IT'S TIME TO TRANSFORM PRINT.

Mail Masterclass 2025

PRINT **GREEN**



TOM MASKILL

Chief Client Officer



Chair of PrintGreen
Manage Webmart's Sustainability
Initiatives



Consult with marketing
departments to improve
performance and reduce
emissions

SUPPORTERS

BPIF
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DM
Data &
Marketing
Association



marketreach
unleash the magic of mail



nutshell

PARAGON



TRADEPRINT



The Strategic
Mailing
Partnership™

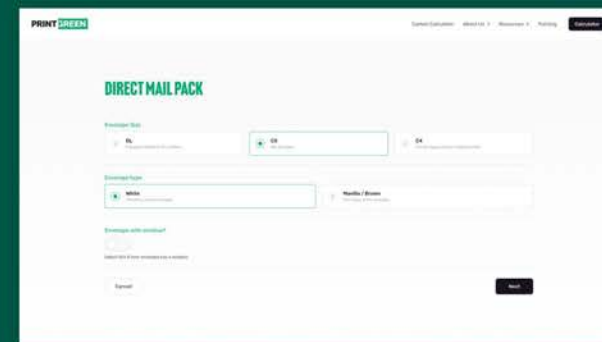
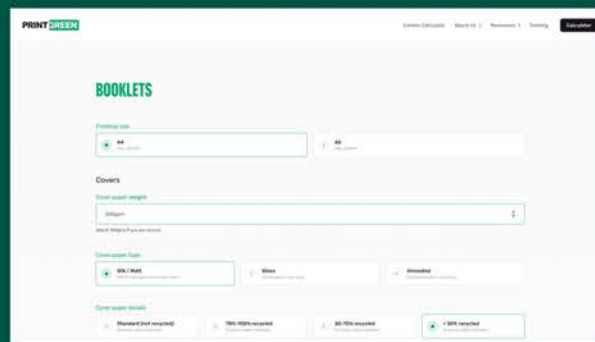
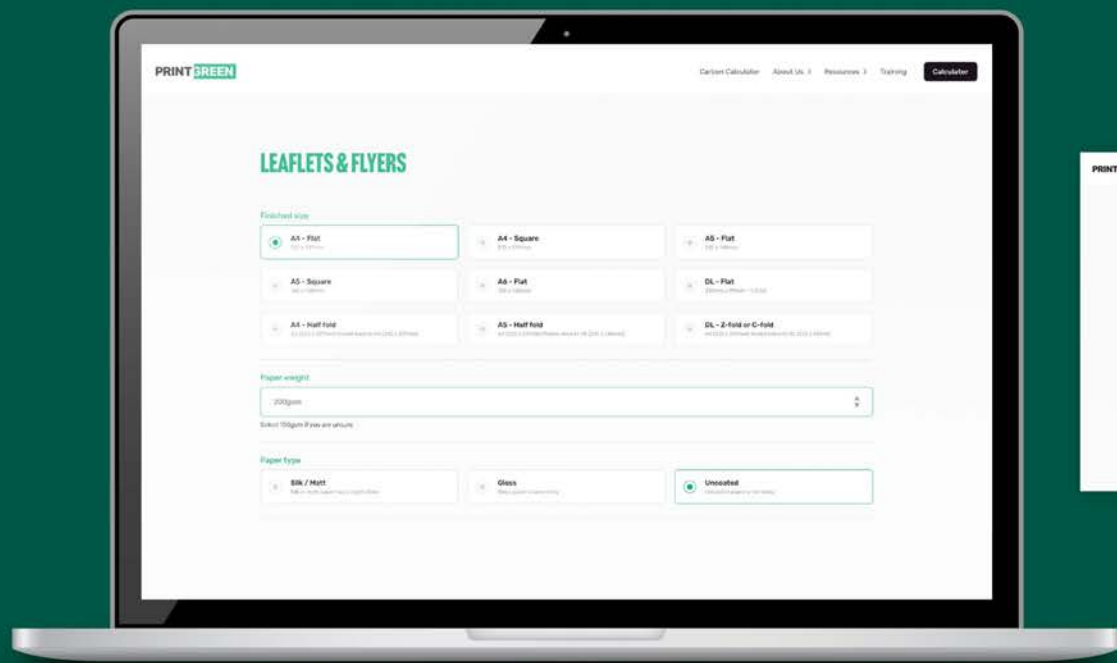


WEBMART™
Sustainable Marketing

PRINT GREEN

CARBON CALCULATOR

QUANTIFIABLE INSIGHTS
TRANSPARENCY & ACCOUNTABILITY
COMPETITIVE & MARKETING ADVANTAGE



PRINT GREEN

WHAT PEOPLE SAY



At People's Postcode Lottery, we believe in promoting a comprehensive understanding of environmental impacts. Our direct marketing and print media in particular, often face misconceptions, leading to potential under evaluation from stakeholders and our players.

By accurately incorporating the resource from PrintGreen into our strategies, we can better use and promote print as a sustainable option in our marketing efforts.

Isla Munro – Direct Marketing Specialist – People's Postcode Lottery



WHAT PEOPLE SAY



As organisations focus on reducing the environmental impact of their business, their media choices and how they are produced will come under increased scrutiny.

Defining the environmental footprint and sustainability for physical print will provide brands, agencies, printers and the wider industry with real advice and choice on managing and reducing the impact of their physical communications.

Justin Cairns - Ogilvy UK - Head of Offline Production



INSPIRING AND EMPOWERING BRANDS TO PRODUCE MEANINGFUL INTEGRATED MARKETING CAMPAIGNS THAT PUT OUR PLANET FIRST.



Calculate

Calculating the impact a campaign has on the environment is always the first step. We use granular data to accurately determine the carbon footprint of any print or mailing campaign.



Mitigate

Using this insight, we can effectively mitigate the carbon footprint, through re-engineering, data and consultancy.



Offset

What we can't mitigate away, we then offset, to ensure your campaigns have a neutral impact on the environment.



Communicate

Finally, we communicate the carbon footprint to the recipient, so they both understand the environmental impact, and that you have been responsible and sustainable in your marketing communications.

Specification

Pagination	A5 32pp (28+4pp cover)
Cover	130gsm Silk
Text	90gsm Silk
Colours	4/4
Finishing	Saddle Stitched
Delivery	100k to Leicester

Specification

Pagination	A5 32pp (28+4pp cover)
Cover	FSC Recycled 130gsm Silk
Text	FSC Recycled 90gsm silk
Colours	4/4
Finishing	Saddle Stitched
Delivery	100k to Leicester

Text Paper	4.839 tonnes of Woodfree silk 90gsm	5,608.40
Cover Paper	1.039 tonnes of Woodfree silk 130gsm	1,204.20
Text Press	5.3675 hours on a Cutstar B1 press for 12 page section (2 up)	155.66
Text Press	5.3675 hours on a Cutstar B1 press for 16 page section (2 up)	155.66
Cover Press	1.3498 hours on a Cutstar B1 press (8 up)	39.14
Text Ink	270.9955kg of ink	991.06
Cover Ink	117.6863kg of ink	430.39
Plate	16 x 0.3mm plates with an area of 0.55m2	56.60
Cutting	4.551 hours of cutting	3.50
Binding	101000 copies with saddle stitched binding	141.40
Proof	PDF proof	0.42
Packing	400 x Carton packed	98.40
Delivery	4.9745 tonnes travelling 80.47km to Midlands	288.33

Total CO2e (kg) 9,173.16

1,476.88
kgCO2e
Reduction

Text Paper	4.839 tonnes of FSC 100% Recycled Woodfree silk 90gsm	4,482.11
Cover Paper	1.039 tonnes of FSC 100% Recycled Woodfree silk 130gsm	853.61
Text Press	5.3675 hours on a Cutstar B1 press for 12 page section (2 up)	155.66
Text Press	5.3675 hours on a Cutstar B1 press for 16 page section (2 up)	155.66
Cover Press	1.3498 hours on a Cutstar B1 press (8 up)	39.14
Text Ink	270.9955kg of ink	991.06
Cover Ink	117.6863kg of ink	430.39
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Binding	101000 copies with saddle stitched binding	141.40
Proof	PDF proof	0.42
Packing	400 x Carton packed	98.40
Delivery	4.9745 tonnes travelling 80.47km to Midlands	288.33
Total CO2e (kg)		7,696.28

Return Address
Exodus Travels Ltd
DST House
St Mark's Hill
Surbiton
KT6 4BH



Mr A B Sample
55 Sample Building
Sample Street
Sample District
Sample Town
Sampleshire
SS11 1SS



**Committed to reducing our
climate impact.**



Pavers' story so far...



3,675,503

Number of items mailed with Enviromail.



16,856kg

Total amount of postage carbon dioxide offset by Enviromail.



318

Equivalent number of oak saplings*.

* @ 50cm circumference. For calculations visit [here](#).

PERFORMANCE



Carbon Cost per Acquisition through Doordrop =
137.3 kgCO₂e,
down from **185.8 kgCO₂e**

IT'S TIME TO TRANSFORM PRINT.

Calculate your impact

PRINT **GREEN**

MANAGING ATTRIBUTION & IMPROVING THROUGH TESTING

NIC EDWARDS, &YOU



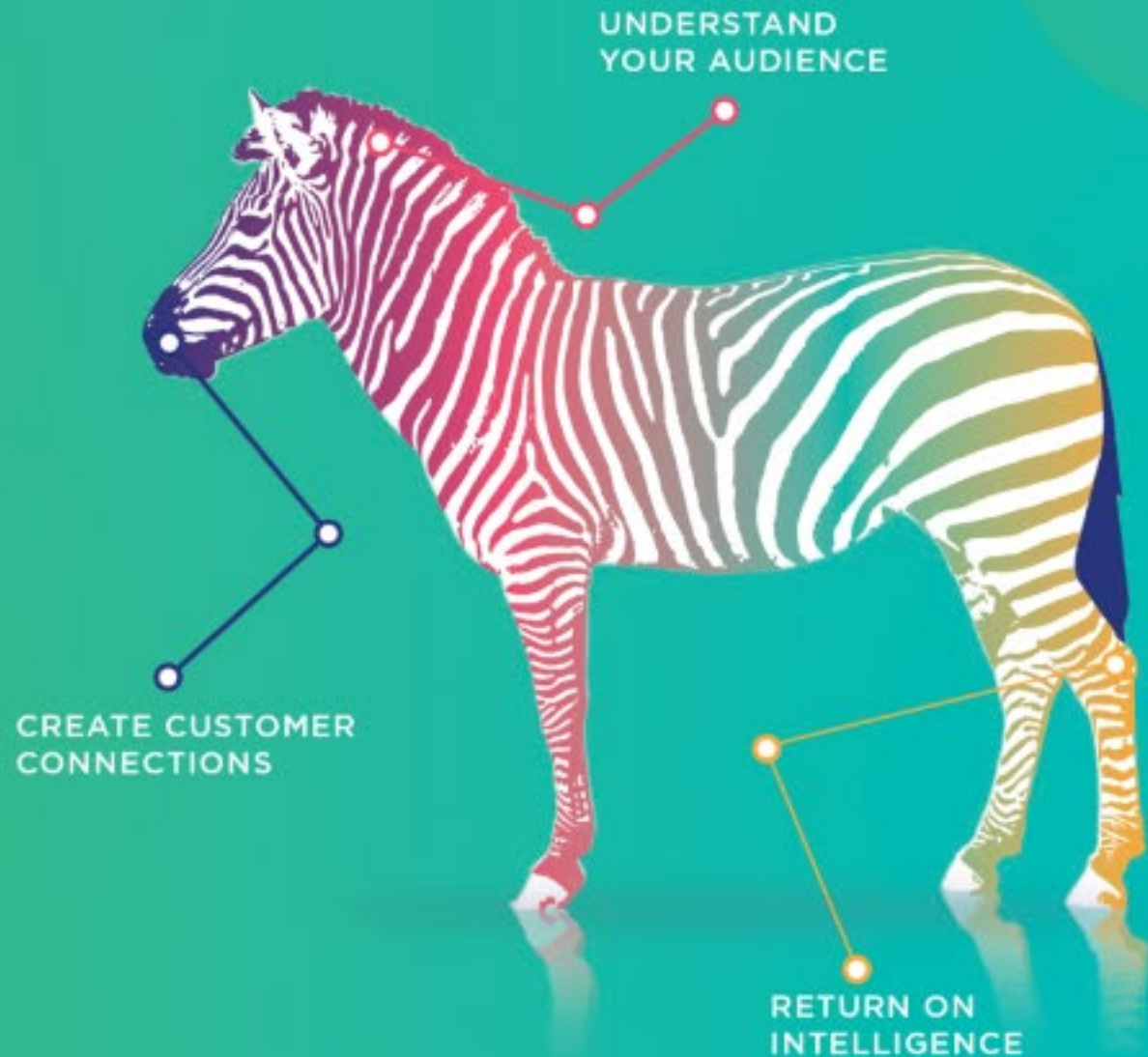
WEBMART®

whistl

‘Mail Measurement - Managing attribution and improving performance through testing’

Nic Edwards - &You Founder

3 April 2025





We're an **award-winning data-driven marketing agency** – established 15 years ago!

We help businesses **build stronger connections** with their customers by creating **better understanding** of audience demographics & behaviours using the latest digital technologies in research, attribution & data analytics

We do this by **transforming data into a 360 view of customers** using our '*Evidential Marketing*' approach to deliver full colour communications

We deliver commercial insights to **win** new customers, **keep** existing customers and **grow value** from your database

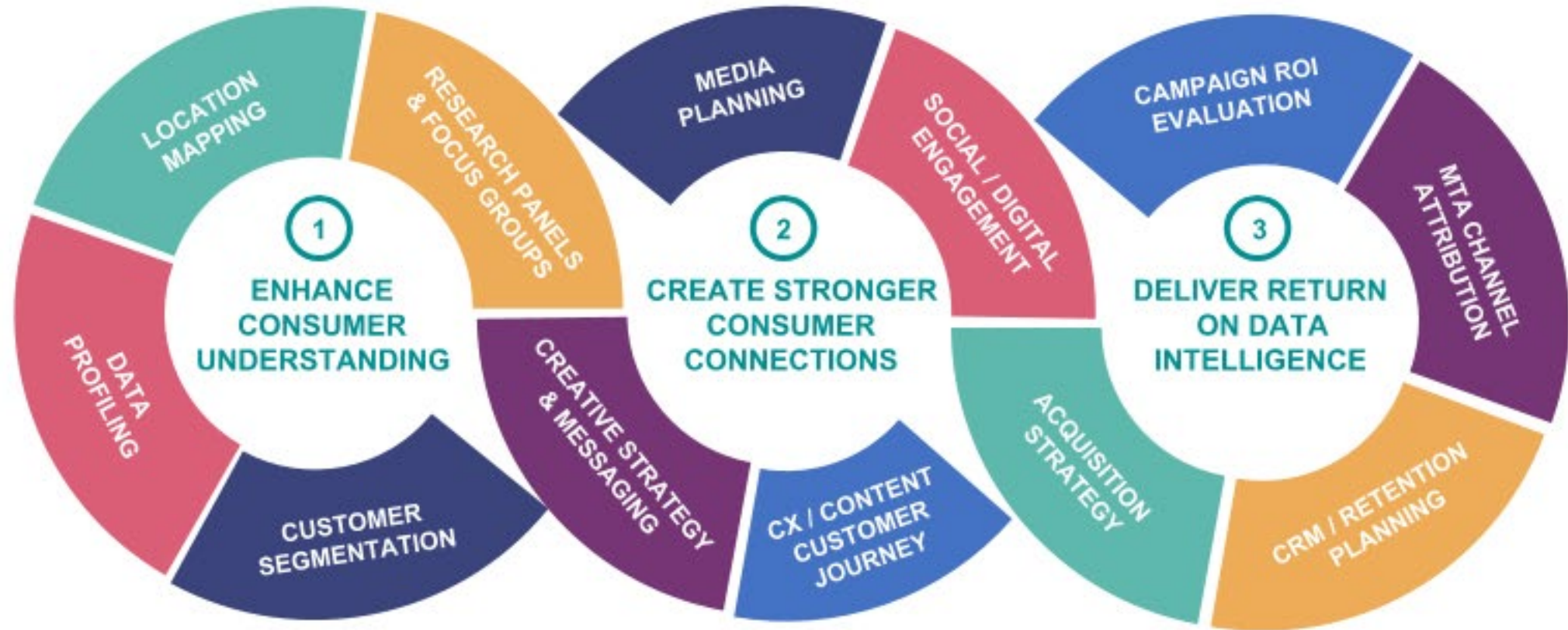
We're driven by **continuously improving campaign performance** and delivering bottom line profits



Brand experience



Our Evidential Marketing Approach





© marketoonist.com

The rise & rise of campaign data analysis

1960's

1970's

1980's

1990's

2000's

2010's

2020's

2030's

Postal
Coupons

Telephone
call
volumes

Database
Size

Website
Traffic

Email
Analytics

CRM
Journey
Tracking

Social
Media
Analytics

Econometric
Modelling

Cross-
Channel
Attribution

Ai &
Machine
Learning



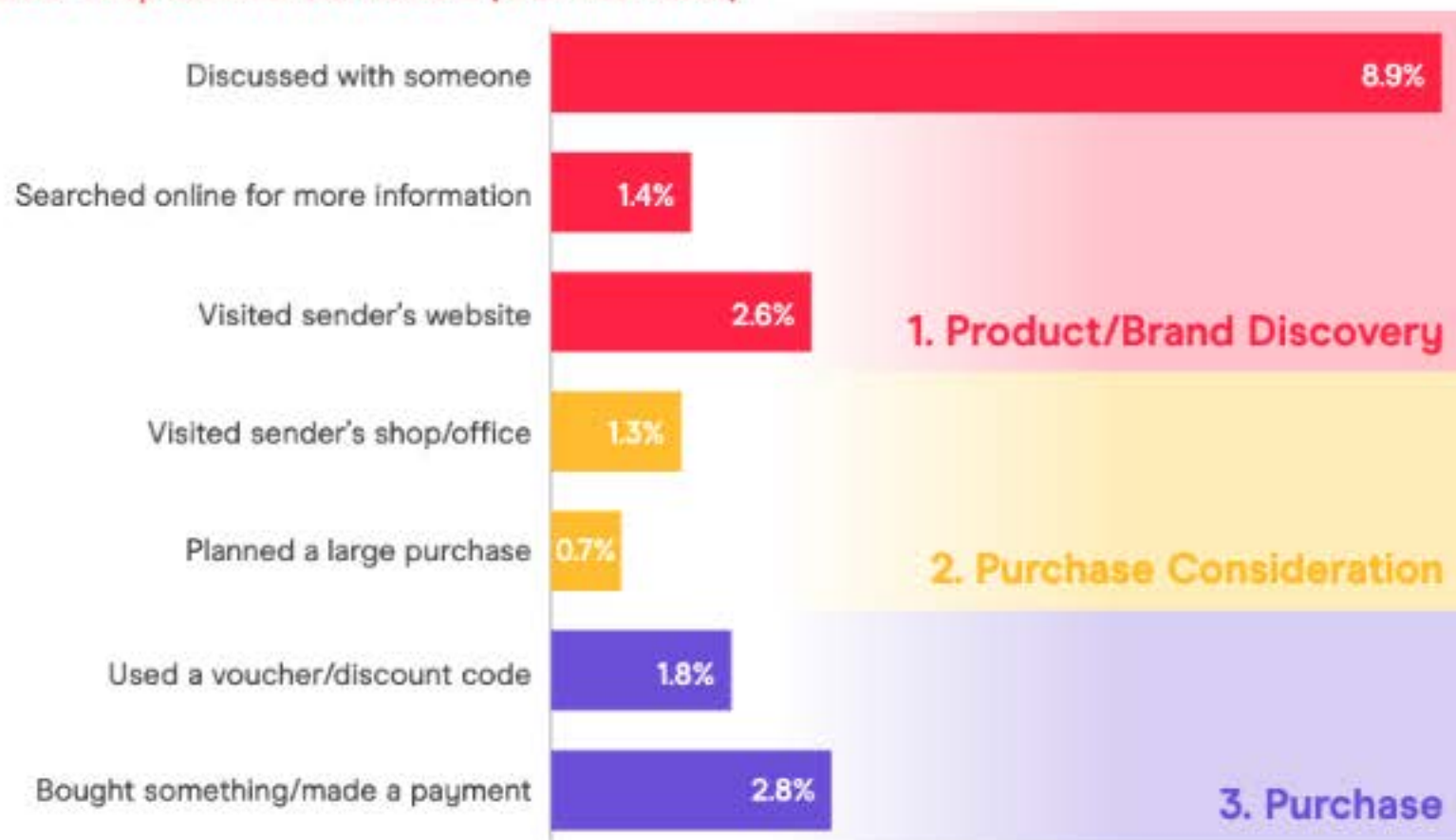
Google
Analytics





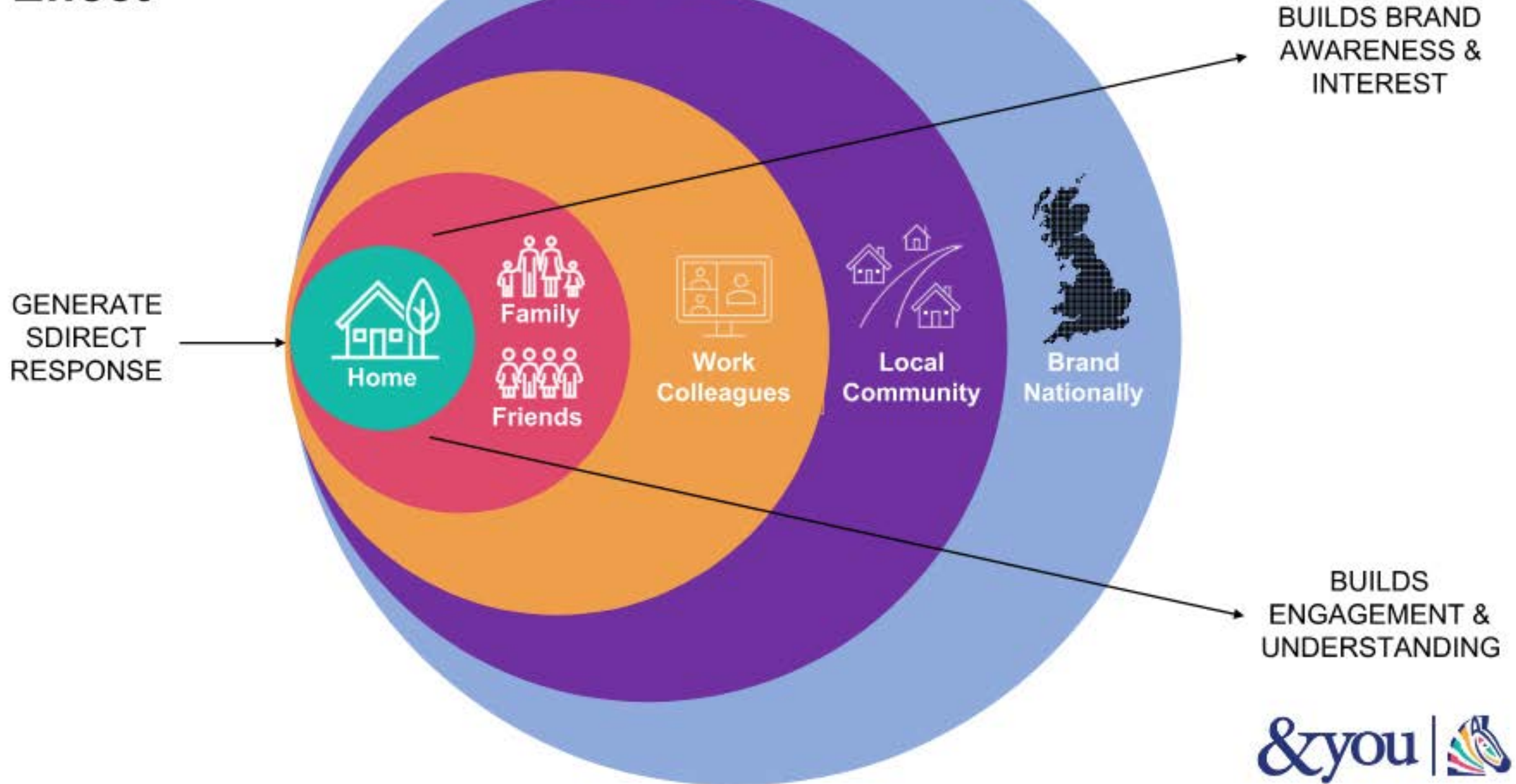
The Case for Door Drops – JICMail 2024

Door Drop Commercial Actions (% of mail items)



Source: JICMAIL Item Data Q1 2023 – Q4 2023 Door Drops = 9,608 items

The Offline Effect



Getting the basics, right?

ROI / CAC / CPA
CLV / RR

Set Clear Goals

Profile Existing
Loyal Customers Identify top sectors

Postcode Sector Targeting

Map sectors around
retail network

Creative Development

Format > Manage
Unit Cost

Messaging > Impact
> Relevance

Offers > Trigger Action

A/B Testing

Unique URLs &
QR Codes

HOLD OUT Control Zones

Excluded areas with
no Doordrops

Effective Measurement

Effect on customer
segments: existing,
lapsed & new

Tracked Sales &
Page Visits

Performance of
Door Drops sectors
vs Hold Out Zones

Uplift Effect on all Marketing Channels

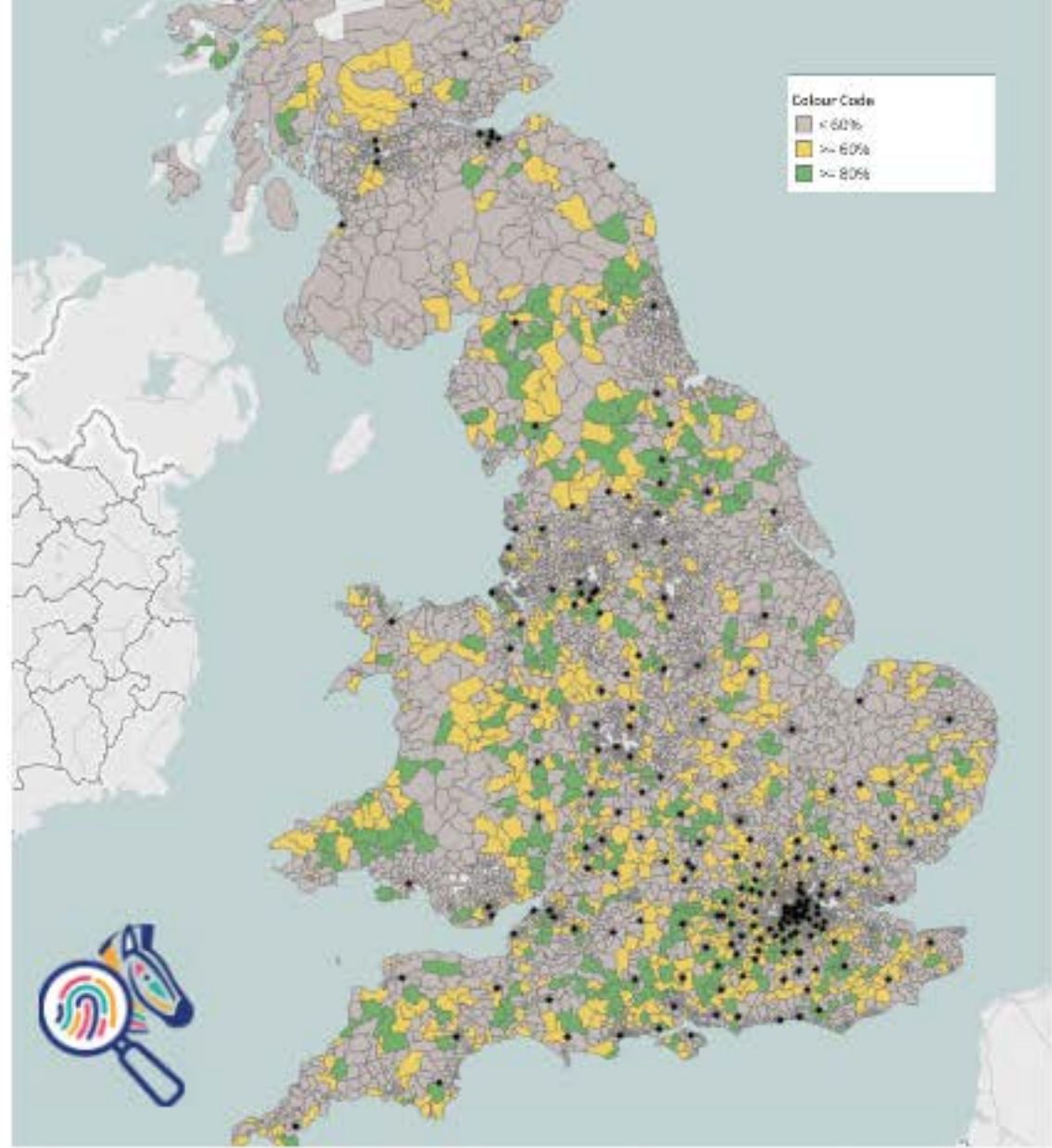
True value of Door Drops
vs. other channels

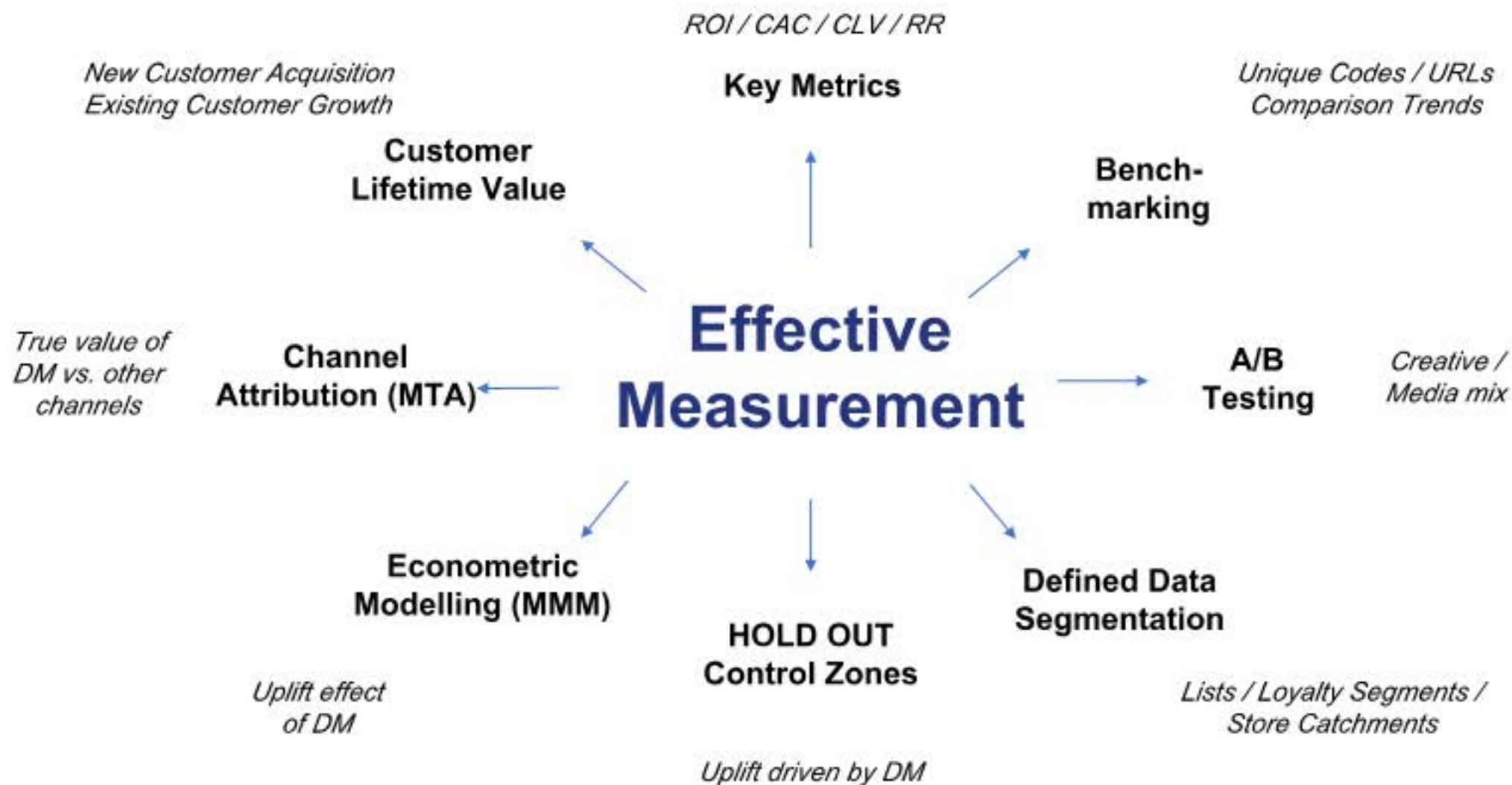
Simple Visual Dashboards
for non-marketers

Channel Attribution (MTA) +
Econometric Modelling (MMM)

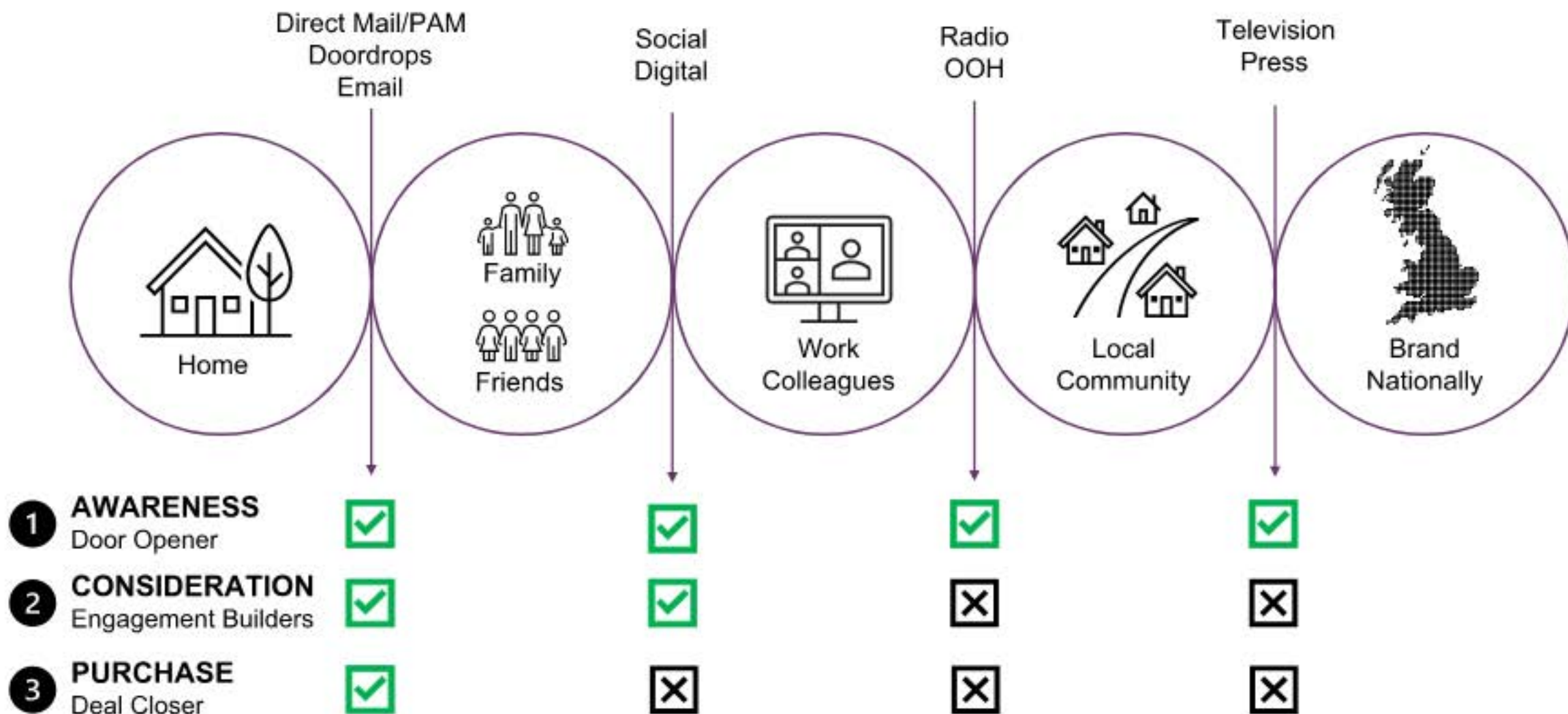
Sector Mapping & Targeting

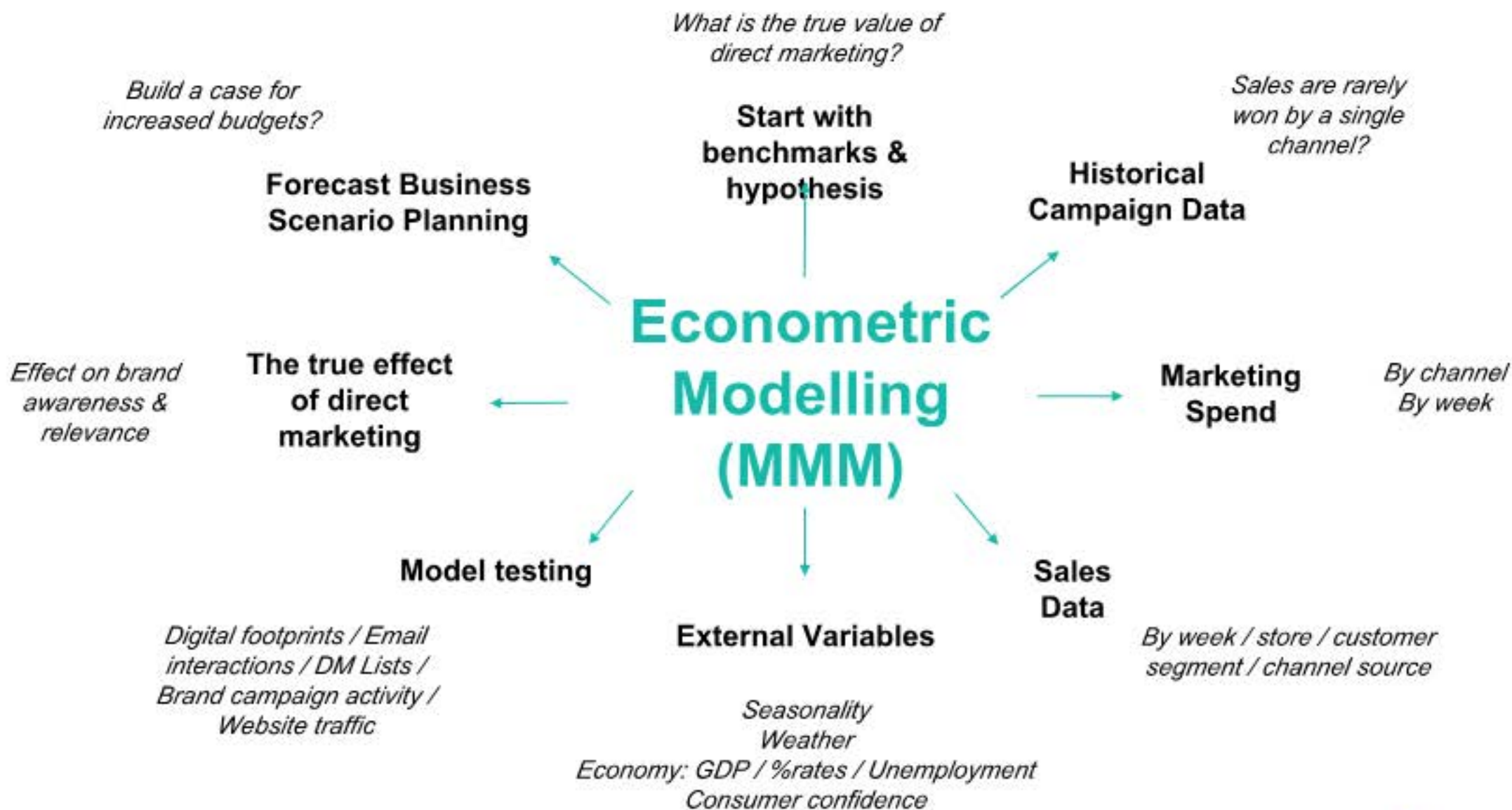
- &You built a sector targeting system around store catchments called '**Zebra**'
- Sectors are ranked by coverage of audience profiles to optimise offline targeting: door drops & PAM
- It identifies sectors with highest acquisition potential
- Sector targeting can shape media planning: OOH, Radio and TV

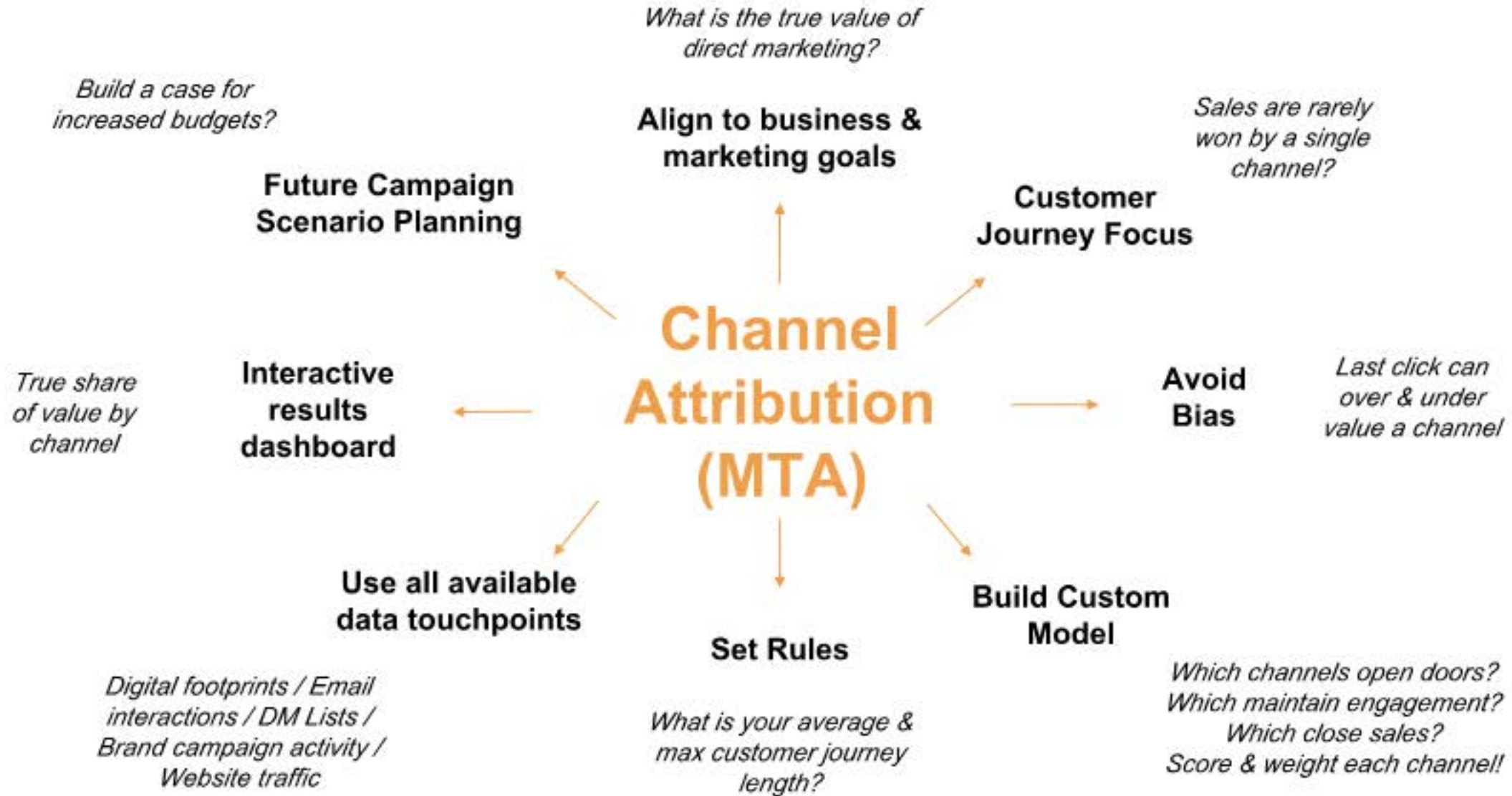




Omni-Channel Effective Measurement







Effective measurement!



Set Clear Goals - measurable goals that all stakeholders understand & buy into!



AB/Testing – Still vital way to prove effectiveness.



Hold Out Zones – Control areas vital to prove uplift of DM.



Uplift Performance – Offline isn't a solus channel, so plan alongside your other channels.



Historic Data – Use past campaign data to build powerful '**Econometric Models**' for the future.



Channel Attribution (MTA) – Not just last click, see the bigger picture from channel attribution.



Dashboards – Turn complex data into accessible insights for all business stakeholders !



Actionable Findings – to optimise future DM strategy and drive incremental sales.



Nic Edwards, Owner & Founder

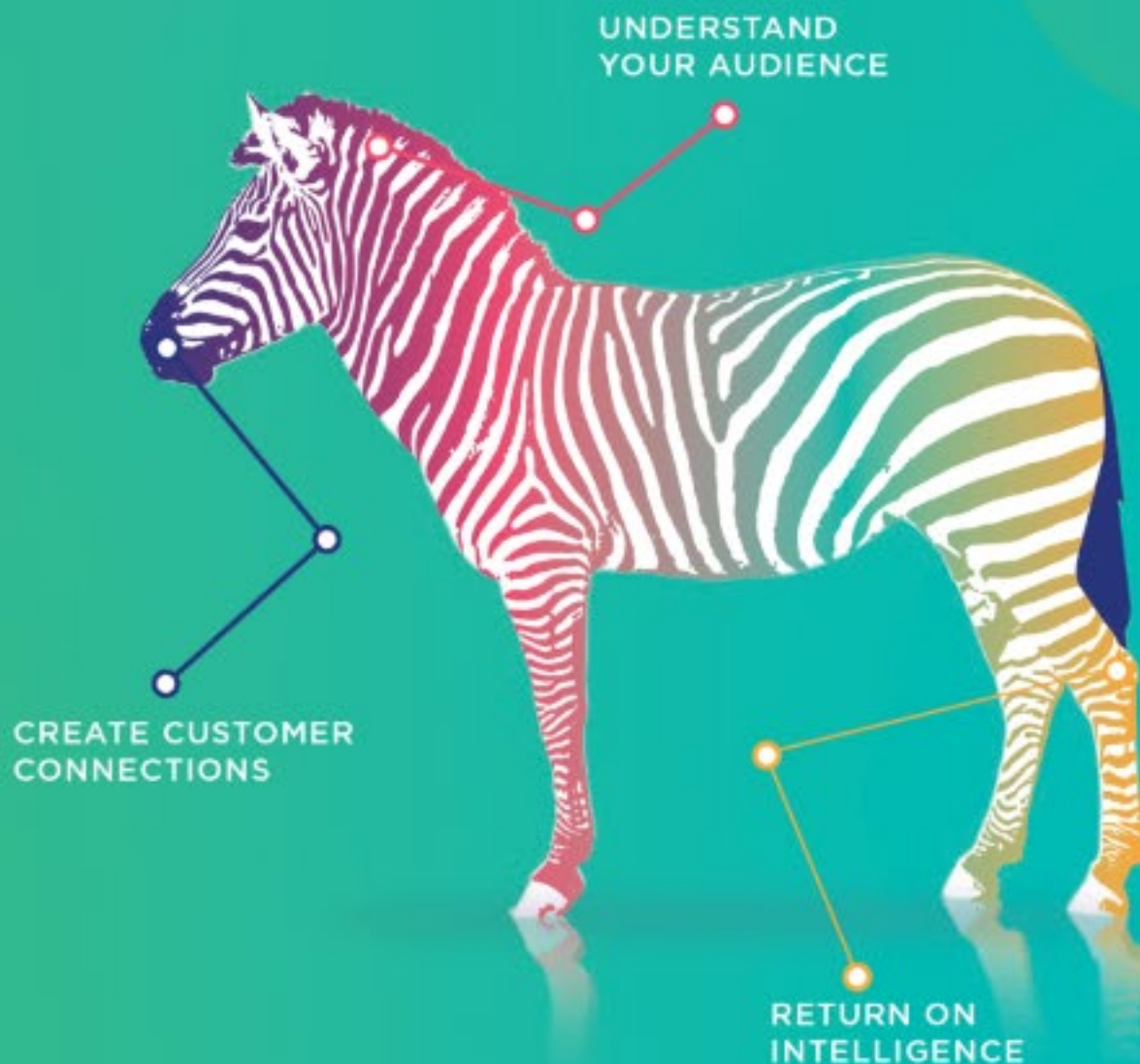
07540 837358
nedwards@andyou.london

Nic has over 25 years direct marketing experience - client and agency side - which has seen him work on a range of brands across travel, finance, retail, entertainment, automotive, health and property sectors.

He is an active member of the DMA Customer Engagement Committee.

Having founded &You in 2009 he created the '&You Evidential Marketing' process to unite data intelligence with consumer behaviours, and engagement with brands to drive sharper and more profitable marketing campaigns.

He has helped brands such as Majestic, Uber Eats, MoneyGram, IKEA Family, Papa John's, Oddbox & GoCompare to transform their 'big' data into vibrant and colourful creative communications.



Transforming your Data into Full Colour Communications

BREAK – EXPERT CLINIC

40 MINUTES



IAN GIBBS
JICMAIL



ALISON CHAPMAN
WEBMART



SONIA HITZELBERGER
WHISTL



ALLIE OLDHAM
BHC



ROB SYME
THE GATE



TOM MASKILL
WEBMART



NIC EDWARDS
&YOU



MARK DAVIES
WHISTL



LAURA SANJURGO
WHISTL



WEBMART®

whistl

CASE STUDY – PANEL DISCUSSION

EXODUS TRAVELS, MAJESTIC AND PDV AGENCY



ALEX BARBIER



NIC EDWARDS



MELANIE WYNNE

THANK YOU
MARK DAVIES, WHISTL

 PLEASE JOIN US FOR DRINKS AT ALL BAR ONE, MOORGATE 