

Importance of the personalisation of mail. fast.Map Research

Date: March 2011

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Ever since *fast.MAP* launched the Marketing-GAP Tracking Study in 2005, householders have said they are most likely to open and read personally-addressed mail, from brands or companies they know, about products or services which interest them. It's as simple and unchanging as that.

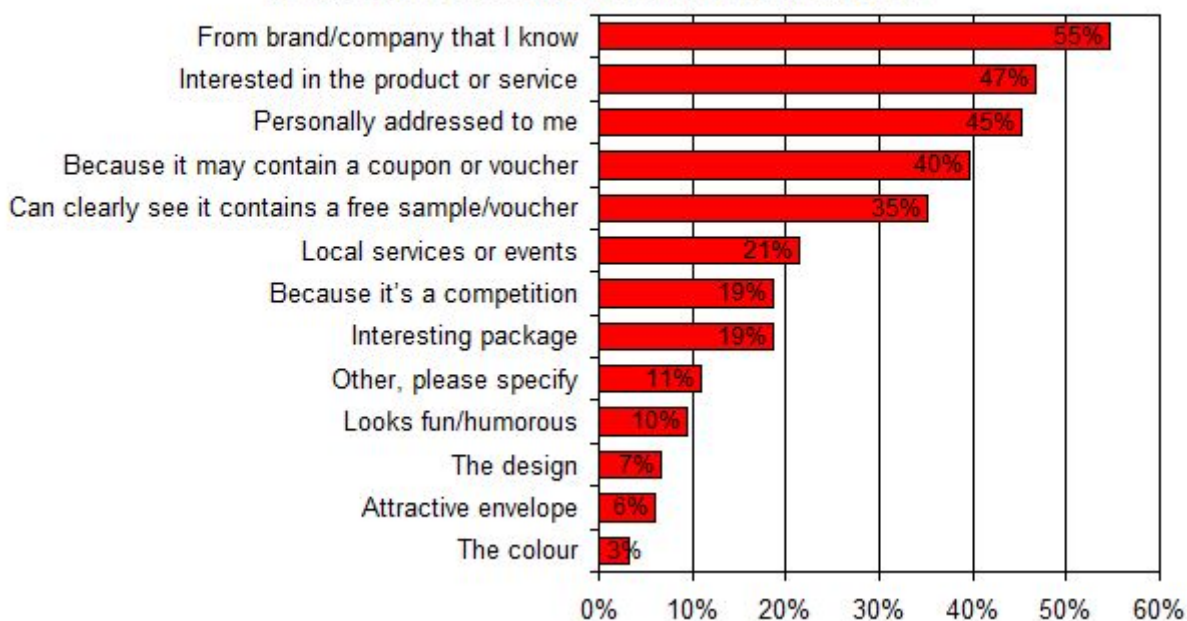
Although the percentages change from year to year, on average, more than half (55% in the current research) always say "known company" is their main motivation to open and read.

A personal address was always the second biggest motivation – until the current study - of 1,430 adults whose profile mirrors that of the UK, conducted in 4th quarter of 2010 - when "interested in the product or service" jumped by five per cent to 47%, moving it into second place.

'Personally-addressed' dropped two points to 45% and into third place, probably because the steady increase in personalisation has led to it being viewed as the norm, rather than the exception.

Consistently, in all six studies, consumers have judged the aesthetics of a pack – the design, envelope and colour - to be of least significance in their decision to open.

What makes you decide to open/read a direct mail pack? Please tick all of the answers, which you think apply. Source: 6th *fast.MAP* Marketing-GAP Tracker, September 2010, conducted 4th quarter of 2010



Three quarters of householders do open marketing mail

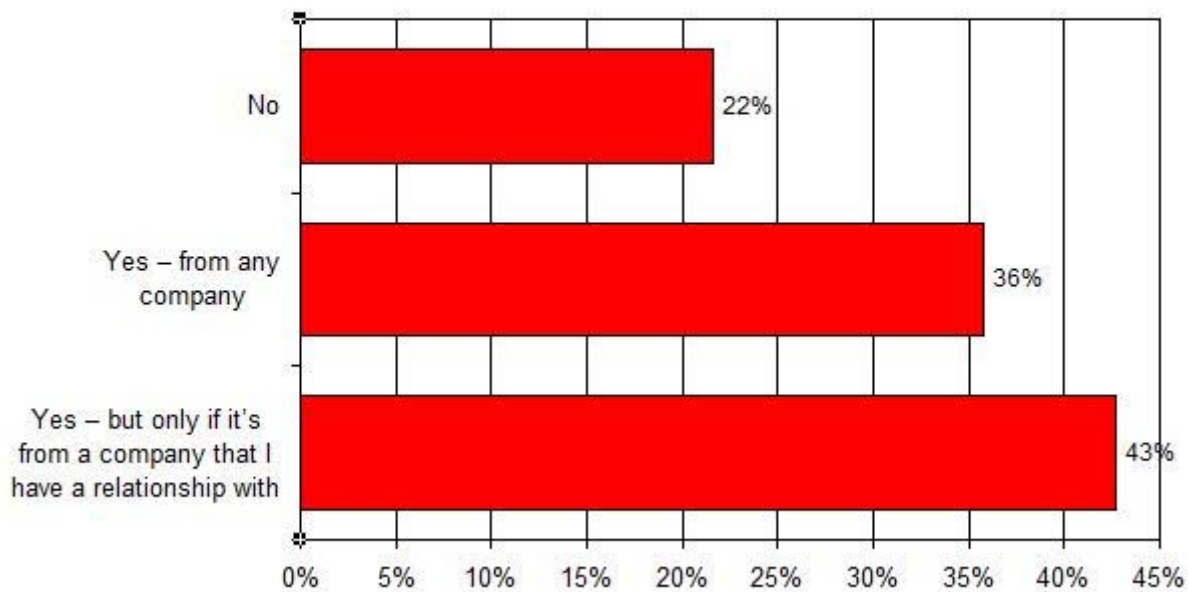
Almost eight out of ten adults open and read promotional mail.

But although impressive, this figure actually represents a seven per cent decline - from 86% in 2008 and 2009 to 79% in 2010.

The overall figure masks a 6% increase in those opening mail from companies they use, to 43%, which has been subsumed into a 13% decline in those opening any mail, to 35%.

Some 22% do not open promotional mail, up from 14% in 2008 and 2009, but still well below the 2005 figure of 26%, showing that mail has become more popular despite the growth of email.

Do you open or read any of the direct mail pieces that you receive? Source: *fast.MAP Marketing-GAPTracker, conducted 4th quarter of 2010*



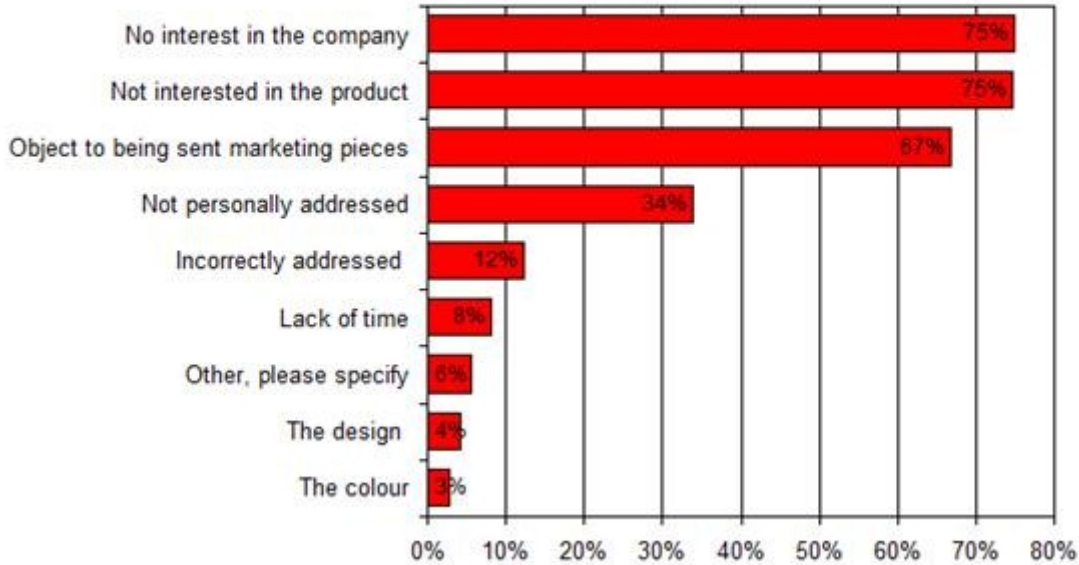
Things that stop people opening marketing mail

Three quarters of those who throw away **some** unopened marketing mail do so when they are not interested in the product or company. But although this has been the case since 2005, both issues have increased in importance year-on-year. All other reasons have decreased in significance.

Shortage of time has become less of an issue since the previous study when 19% cited this as the reason they disposed of some packs unopened. This year only 8% mentioned time, making it less of an issue than an incorrect address - 34%.



What makes you decide to throw away an unopened mail pack? Please tick all of the answers, which you think apply Source: 6th fast.MAP Marketing-GAP Tracker, conducted 4th quarter of 2010



Consumers' Top Ten direct mail favourites

Please tick to indicate the subjects you would be happy to receive direct mail about? Source: 6th fast.MAP Marketing-GAP Tracker, conducted 4th quarter of 2010

- | | |
|---|-----|
| 1. Supermarkets/Stores | 48% |
| 2. Local Restaurants/Take-aways | 47% |
| 3. Local Services/Trades people/Local shops | 43% |
| 4. Newspaper subscriptions/discount vouchers/offers | 37% |
| 5. Competitions | 37% |
| 6. Banking | 36% |
| 7. Mail order catalogues | 35% |
| 8. Events/entertainment | 34% |
| 9. Holidays | 34% |
| 10. Utility companies | 33% |

