

**\*\*\*\*INTRODUCTION OF JIC LEVY ON ALL ADVERTISING MAIL\*\*\*\***

On **22<sup>nd</sup> April 2021**, JICMAIL launched a new JICMAIL Levy to support the ongoing funding of JICMAIL, they are also simplifying the process for capturing data opt-out information.

**The way you opt out of the Data Provision for JICMAIL has changed.**

The old process of opting out via your data upload is no longer the process used by JICMAIL. The new process to opt out needs to be done on an annual basis via The Delivery Group. You can do this by completing the TDG JIC Opt out form and send over to [JIC@thedeliverygroup.co.uk](mailto:JIC@thedeliverygroup.co.uk). You must also specify on any new client UCID set up if you wish to be opted out.

If you do not opt out the following data will be shared:

- The Industry Input Data relating to the mailing, which consist of the identity of the Originating/Advertising customer/brand;
- Volume disaggregated to SSC level (but no lower); and/or
- The 'Mailing Reference'

Completing the opt out form via The Delivery Group does not mean you are exempt from having to pay the Levy. The Levy must continue to be paid and you must then retrospectively claim the Levy back following the process below. The opt out is only valid for 12 months at which time your data will be included unless you request to be opted out for a further 12 months.

**JICMAIL levy**

The JIC Levy will be applied to **all** advertising mail mailings and you must then claim the Levy back by writing directly to JICMAIL if you wish to, on an annual or quarterly basis, explaining the detailed reasons for opting out of the scheme and verifying the refund required. The request must be sent to:

**The Treasurer**  
**JICMAIL Limited**  
**DMA House**  
**70 Margaret Street**  
**London**  
**W1W 8SS**

The Levy is 0.3% on the qualifying postage expenditure and represents £3 for every £1000 expenditure. The Levy is capped at £5,000 for the first year. For average mail campaigns spending say £400,000 on advertising mail or door drops, the contribution would be £1,200 per year and would provide access the data captured as described below, and most typical smaller mail users spending say £50,000 per year would contribute £150 per year.

## What is JIC Mail?

JICMAIL (The Joint Industry Currency for Mail) is the industry standard audience measurement data for advertising mail, covering business mail, addressed advertising mail and door drops, and serving the marketing services community. This joint industry research is designed to support users from across sectors, informing their work across the planning cycle. From revealing hidden insights for audiences as they interact with their mail on its journey in to the home, through to multi-media planning, detailed channel and content execution, JICMAIL contributes to the evidence base of how mail works in an omnichannel world.

## What data is captured?

The JICMAIL currency is based on a nationally representative panel of UK households, enabling the measurement of the reach and frequency across different mail types. These JICMAIL metrics provide the same level of data for evaluating the audiences and impact of direct mail that has been available for TV, radio and press for a number of years, and is now giving planners a common currency for advertising mail in the wider mix. The data shows that a piece of direct mail received in a household is not a single event, but rather achieves a frequency of more than four exposures. Advertising mail has multiple touchpoints that can resonate for days, weeks and even months. JICMAIL quantifies how people return to pieces of mail, they share them with others and, importantly, go on to take tangible commercial actions.

## How will agencies and intermediaries access JICMAIL data?

Agencies and intermediaries will be required to attain a competency level in using JICMAIL data on behalf of their clients and undertake an accreditation process to become an approved user on their behalf. The accreditation process will be supported with training modules provided by JICMAIL to achieve the standard and will be subject to annual review. For more information on the JICMAIL accreditation process please visit [www.jicmail.org.uk](http://www.jicmail.org.uk)

## Liability

The option to opt out of the JIC Data initiative is the responsibility of the entity who has the commercial relationship with The Delivery Group (TDG). If you are a client of TDG, but are not the Originating/Advertising customer you must ensure that you have informed the Originating/Advertising customer of the auto data opt-in.

If the 'opt out' has not been actioned as per this document, this shall be treated as a legally binding acceptance that the TDG client has gained express permission from the Advertising/Originating customer to 'opt in' to the JIC DATA Initiative and as such have their data shared as outlined above. TDG will not be held accountable if you do not opt out a client who would like to opt out.

## How do I access the data?

JICMAIL data is accessed through JICMAIL Discovery on the JICMAIL website, through channel planning software and/or via excel and other data tables. JICMAIL Discovery is an online data visualisation tool that provides customisable charts detailing Mail Type, Sector or Content and Customer Demographic. JICMAIL data is also available through the industry software planning systems, Telmar, Nielsen IMS and Kantar Choices and available in excel or other data spreadsheets. All access to the data is subject to the signing of a data user agreement. These can be obtained from [www.jicmail.org.uk](http://www.jicmail.org.uk).

## What support do I get from JICMAIL in using the data?

The JICMAIL team support all subscribers with training, certification, and additional data insight for specific projects. Online training resources are also available, along with pre-recorded webinars and in-depth analysis presentations on sector use of JICMAIL.

## Where can I go to find out more about JICMAIL?

Go to [www.jicmail.org.uk](http://www.jicmail.org.uk) for more insight and information or contact the team on [jic@thedeliverygroup.co.uk](mailto:jic@thedeliverygroup.co.uk)

