

 **marketreach**
unleash the magic of mail



ROYAL MAIL CREDIT CARD INCENTIVE 2024-2025

Introducing an incentive to add more mail into your plan

September 2024

MARKET SIZE & FORECAST



Mintel estimates that gross credit card lending will grow by 6.8% in 2024, with further expansion over the next five years as consumers continue to turn to credit.

MARKET SIZE 2024

**£280
billion**

In gross credit card
lending

GROWTH IN 2025

6.5%

Gross lending is forecast
to reach £298 billion in
2025

LONG-TERM GROWTH

4.6%

Average annual growth
will produce £343 billion
in gross lending by 2029

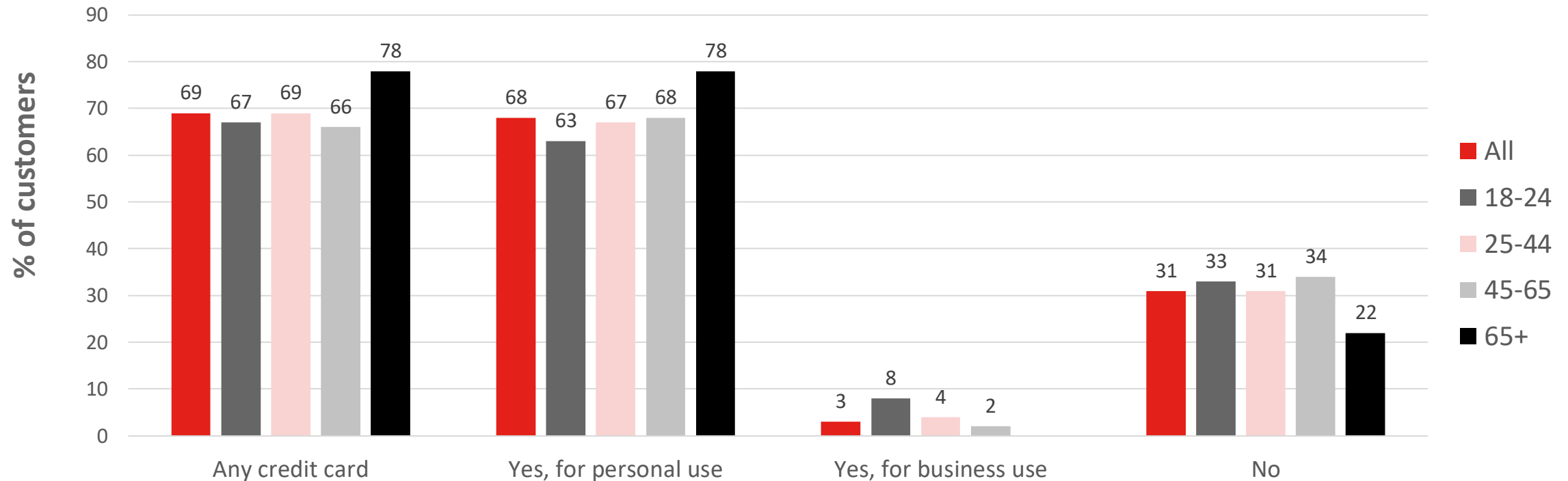


CREDIT CARDS REMAIN ONE OF THE MOST COMMONLY OWNED FINANCIAL PRODUCTS



Older demographics are more likely to have a credit card and more likely to be focused on rewards on their spending

UK: credit card ownership, by age, 2024



CREDIT CARD BRANDS

These are the credit card brands we can see in the JICMAIL data – the bank brands cannot be pulled out separately



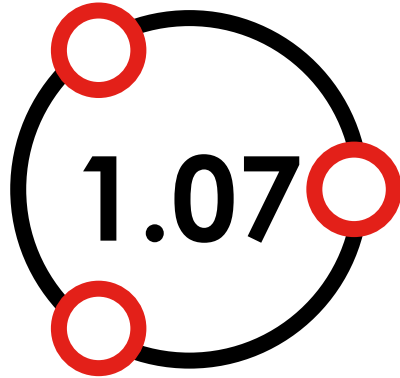
barclaycard



VANQUIS

KEY MEDIA METRICS CREDIT CARDS

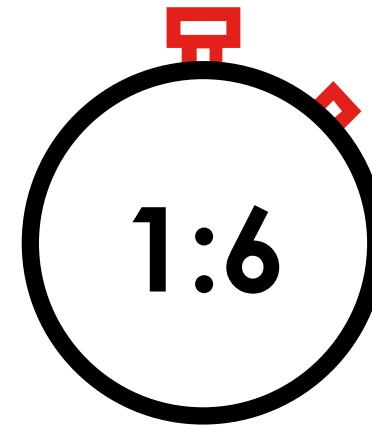
Advertising mail from credit card lenders get good rates of physical engagement and enjoy good dwell time



Reach
Number of people who see mail



Frequency
Number of times mail returned to



Attention
Average number of minutes attention per mail item





MAIL ACHIEVES CUT THROUGH

Mail from credit card lenders gets the highest engagement rate



100%

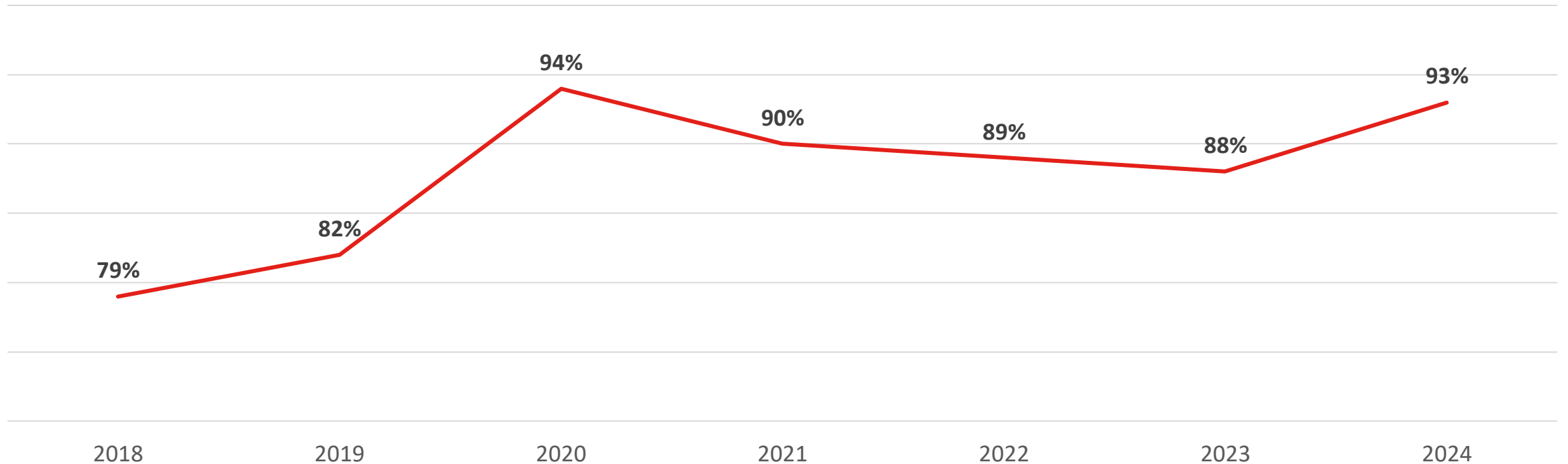
Engagement Rate



STEADY UPTICK IN OPEN RATES



Open rates with Credit Card mail – 2018 to 2024

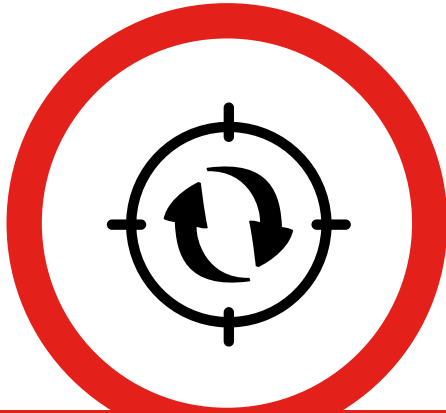




INCENTIVE DETAILS

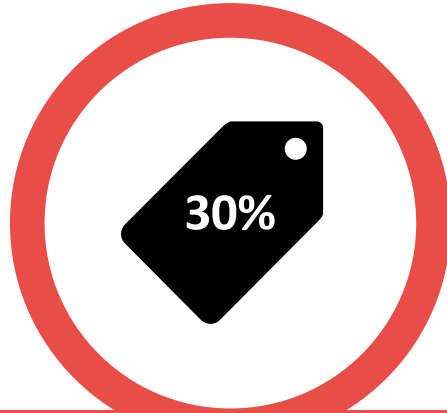
ADVERTISING MAIL

Incentive for new incremental mail



WHO IS IT FOR?

Customers within the Credit Card Sector when you add more advertising mail to your planned mail activity.



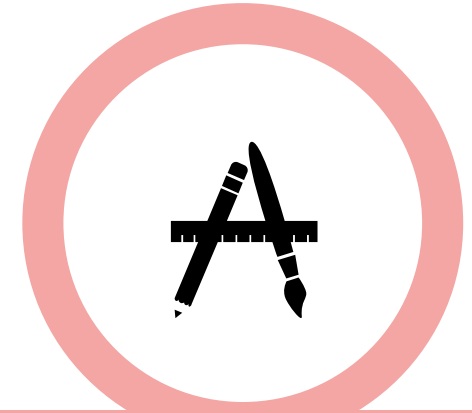
CREDIT

A postage credit is available on eligible advertising mail posted in Trays.



TO QUALIFY

The minimum incremental volume is 250k items across the duration of the incentive.

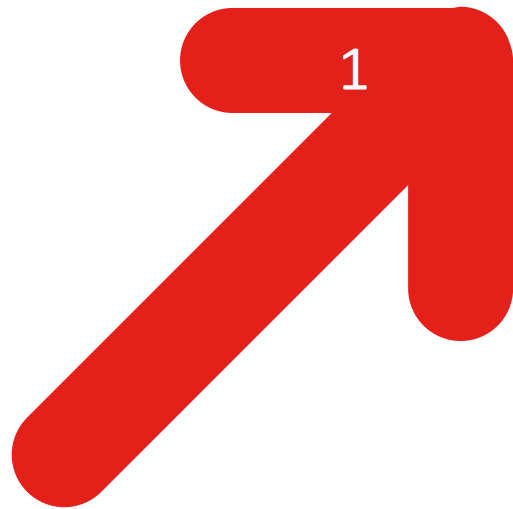


TO APPLY

For more information and to apply go to www.royalmailwholesale.com



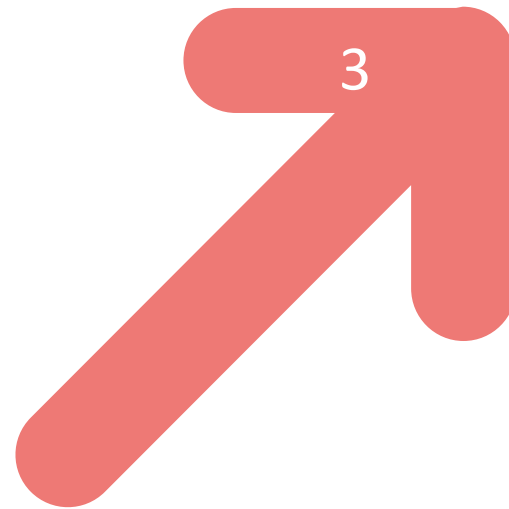
ENTRY REQUIREMENTS



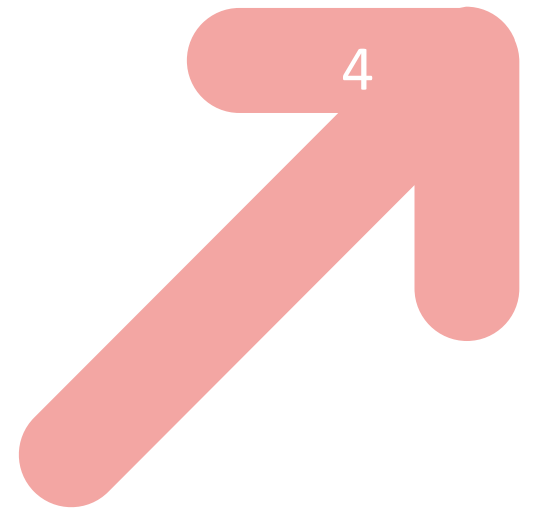
Incremental addressed letter items sent using Advertising Mail Mailmark Letters.



Measure the performance of the incremental mail and share the results with us so we can understand whether the tests we invest in achieve their objectives.



To qualify, incremental mailings must include a minimum of 250k advertising mail items and a maximum of 1m items over the incentive period. Items must be posted in Trays



Submit your application form 10 days before the start date.



OFFER DATES



Applications open



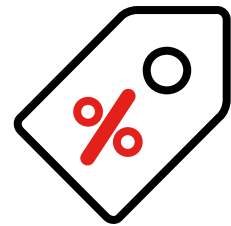
Last application



Last posting date

POSTAGE CREDITS

30%



Get postage credit of:

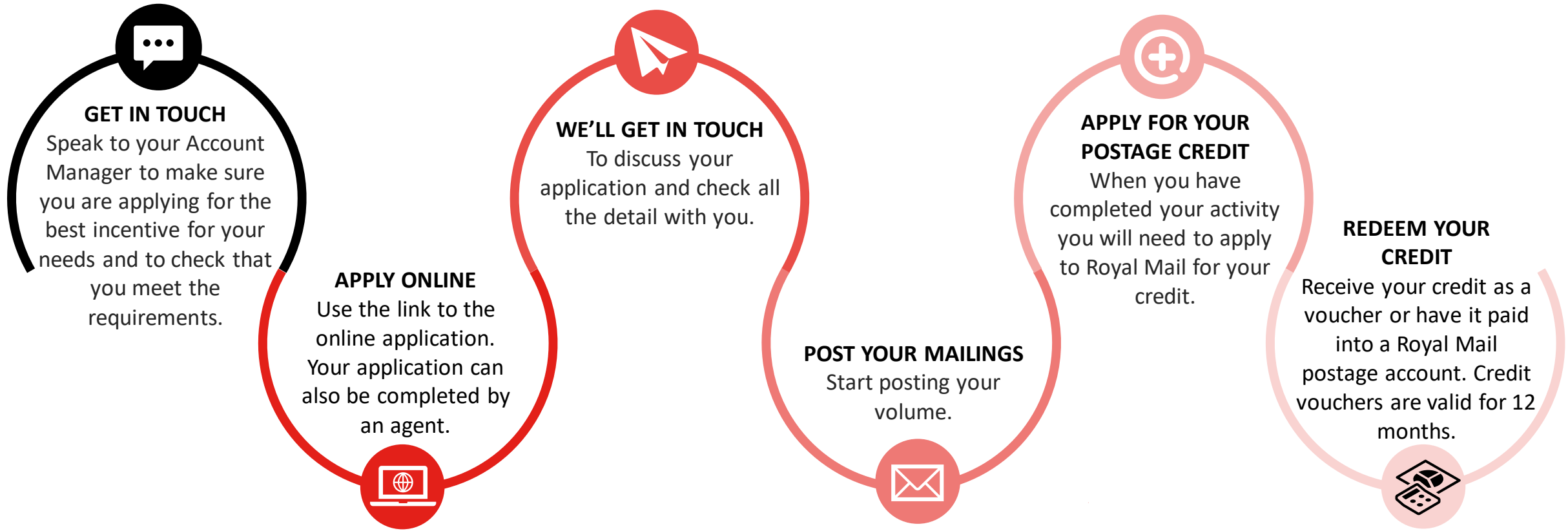
- 30% for up to 1m incremental advertising mail items

THE APPLICATION AND CREDIT PROCESS

Offer open for postings mailed by 28th March 2025



Go to the application form here



THE MORE DETAIL THE BETTER!

The more information you can provide will help us process your application

Why are you testing?

- Can you tell us about the objectives and strategy for your new activity
- Confirm what your planned volume was and what you are doing to generate the incremental volume. Explain how this is something new to your marketing plan
- Outline the strategic thinking on why you are including mail now
- Are you returning to mail after a break?

What are the details of the test?

- Who are you targeting and why?
- What targeting strategy have you used e.g. profiling? existing customer base

How are you measuring the results?

- Please tell us the incremental volume you are posting.
- What are the main KPIs for this campaign – predicted response rate, sales, ROI
- Is there anything else you want to achieve with the campaign? Drive to digital, push to store or other softer brand measures, for example?

FREQUENTLY ASKED QUESTIONS



How will I provide details of my planned volume?

You must provide the planned volume in the application form. Additionally, you will be asked to provide supporting evidence e.g., mailing plan before and after the incentive, internal communication of the volume being added, sign off from a director.



Can I send standard Advertising Mail Mailmark items and qualify for postage credits?

Yes, you can use either Standard or Economy Mailmark Advertising Mail Letter format posted in Trays.



Can I use postcard formats?

Traditional postcards are not eligible, please see the Machinable Postcard and One Piece Mailer Guide for options to use with incentives at www.royalmailwholesale.com/incentives



How long will my postage credit vouchers be valid for?

Postage credit vouchers are valid for 12 months from date of issue.



 **marketreach**
unleash the magic of mail



THANK YOU

