



Market Movements — Direct Mail

Market Movements

<http://www.marketmovements.com/>

The UK's first Direct Mail monitor has been established since 1987. The Nielsen Media Research panel is 10,000 strong nationally and measures Direct Mail, Door Drops and Statement Inserts.

You can pinpoint competitive strategies using the Mosaic demographics linked to our panel. Easily find and download creatives linked to spend using the weight of pack and postage costs. You'll also have access to our archive of original Direct Mail creatives.

Market Movements is tailored to the specific needs of the direct marketer, with easy to use searching, reporting, automatic charts and email alerts. Consumer and Business markets can be viewed quickly and easily through this easy to use package.

Market Movements is online, so you can use it wherever you are. It is packed with features to help you understand your marketplace.

You can track direct mail and door drop spend by campaign, and obtain up to fifteen scanned mail pack images for non financial items and up to 25 images for financial items.

You won't miss a thing, because you can have creatives emailed directly to you, wherever you are.

Company 1	Company 2	Brand	Comment	Date	View	Panel Ref. No.	Request
AA Automobile Assn		AA - AA Mag	Customer mailing encloses magazine. Includes articles on vehicle purchasing, member savings and vehicle hire. Also offers £15 M&S vouchers per recommendation of friend and discount vouchers enclosed. Response by www for more details	04/2006		NF158302	
AA Automobile Assn		AA - Membership	Customer mailing invites upgrade of breakdown cover. Offers home start cover option for extra £10 per year before specified time. Response by 0800	04/2006		NF158528	
AA Automobile Assn		AA - Membership	Customer drive piece mailing invites renewal of membership. Offers 50% discount before specified time, 24 hour cover and extra £11 discount when paying by direct debit. Response by 0800	04/2006		NF158540	
AA Automobile Assn		AA - Membership	Customer mailing invites upgrade to joint membership. Offers premiums from £5 and compares premiums with cover options. Response by 0800	04/2006		NF158473	
AA Automobile Assn		AA - Membership	Doorstep campaign promotes breakdown cover. Offers premiums from £50 and claims to be able to fix 8 out of 10 breakdowns at roadside. Response by 0800 or www	04/2006		DC29587	
AA Automobile Assn		AA - Membership	Doorstep campaign promotes breakdown cover. Offers premiums from £20 and free £10 M&S voucher. Claims to be able to fix 8 out of 10 breakdowns at roadside. Response by 0800 or www	04/2006		DC29587A	
AA Automobile Assn		AA - Membership	Doorstep campaign promotes breakdown cover. Offers premiums from £29 and chance to enter prize draw to win Honda Civic 1.8i SE. Claims to be able to fix 8 out of 10 breakdowns at roadside. Response by 0800 or www	04/2006		DC29587B	
AA Automobile Assn		AA - Membership	Doorstep campaign promotes breakdown cover. Offers premiums from £38 and free £10 M&S voucher. Claims to be able to fix 8 out of 10 breakdowns at roadside. Response by 0800 or www	04/2006		DC29587C	





Panel

The panel is owned exclusively by Nielsen. Each month, our participants send us their direct mail, door drops and statement inserts.

The team collect all the duplicates, scan the packs and enter key information about each one.

You can report on all of this information by:

- ◆ Envelope type
- ◆ Demographic target
- ◆ Call to action
- ◆ Production information including weight and postage details
- ◆ Credit Card APR reports

Special Reports

We produce these for you and they're available across Statement Inserts, Direct Mail, Door Drops and provide a snapshot view of the market.

Direct Mail search form

Only show creatives with panel data? Only show new creatives?

Use Saved Search

Results Order

Default Report

Report Title

Search for all Direct Mail where the ...

Company Group is

Company is

Type of mailing

Major Category

Mid Category

Major Category

Mid Category

Minor Category

Between this date

and this date

Keyword Items, enter keywords to search for, separated by a comma

Brands are

Keywords are ?

Response Requested

Lifestyle data

Age Range

TV Region

Mosaic Group

Print & Production

Type of envelope

Outward Postage

Find a specific item

ID Number

To delete an item from a list box, select the item and press 'D'

To find out more about how Market Movements can help you monitor your competition, contact your account handler or our New Business Team.