Eyetracking: maximising the effectiveness of door drops

The latest eyetracking research reveals how consumers scan and filter their mail. It offers some strong pointers on how to get the most out of door drop design to ensure you maximise performance.
Background insights

● The new digital reading eye is used to jumping around for information that’s relevant:
  • Consumers start centre left rather than top left.
  • More effective when key information ‘sound bites’ are highlighted.

● Consumers enjoy buying, but don’t like being sold to:
  • They prefer mailings and door drops that provide relevant information and entertainment.
  • Focus should be on facilitating buying rather than selling.

Source: eyetracker.co.uk
Key recommendations: door drops

- Use the top fronts to grab consumers’ attention and whet their appetites.
- Place the key visual or offer in the top centre left.
- Place the branding above the key visual or offer.
- Place any further offers and visuals towards the right.
- If you want consumers to look elsewhere on the page, be big and bold.
- Use pictures, samples and coupons to attract attention.
- Use samples and coupons to encourage trial of your brands.
- Use colour to help your sample stand out.
- Make coupons easy to tear off – perforated plus a maximum of two sides to tear.
- Advertise the ‘inside’ on the ‘outside’.
- Make recycling easy.

Source: eyetracker.co.uk
Consumers pay more attention to the front of mail than the back

Front gained 6 times as many ‘hits’

Front gained 74% of ‘hits’ (inside just 2%)

Front gained 70% of ‘hits’

Source: eyetracker.co.uk
They pay more attention to the tops than the bottoms

Place the key visual or offer top centre left.

- On the Heinz door drop, consumers started by looking at the image top centre left, then moved up and right to the brand benefit.

Source: eyetracker.co.uk
Place the branding above the key visual or offer

Having checked out the offer, the consumer’s eye moves upwards.

• Consumers read on only if it’s a brand they trust.
• This also holds true for envelopes and letters.

Source: eyetracker.co.uk
Place any further visuals or offers towards the right

As the consumer’s eye moves to the right, they’re more likely to see coupons on the right.

The Heinz coupon attracts less interest: the bottom left gets less attention

The Special K coupon attracts less interest: the bottom gets less attention

Source: eyetracker.co.uk
Offer positioning is very important

Coupons attract significant attention when placed towards the right.

- The Lurpak door drop is big and bright.
- The top right gains more attention... as the consumer’s eye moves to the right.

Source: eyetracker.co.uk
Another option is to use bold text or visuals at the bottom

Drag the consumer’s eye down to the bottom using big, bold text or visuals.

- Consumers started by looking at the Special K brand top centre left, then moved up to brand benefit.
- Then the large text at the bottom drags their eyes down... before they move right.

Source: eyetracker.co.uk
Use pictures, samples and coupons to attract consumer attention

• The Heinz door drop attracted the most interest.
• It included pictures of food, samples and recipes.

Source: eyetracker.co.uk
Use samples and coupons to encourage consumer trial of your brands

Many people prefer trialling food at home.

- They’re under less pressure at home than trying food in the supermarket.
- It also means all the family can sample the food.

Source: eyetracker.co.uk
Use colour to help your sample stand out

Including a sample doesn’t guarantee it will get noticed – or used.

- Consumers are more likely to notice – and use – a sample if it’s placed on a contrasting colour.
- If it’s not noticed immediately, consumers may well throw it away.

Source: eyetracker.co.uk
Make coupons easy to tear off

Once you’ve got the coupons noticed you need to ensure they’re used.

- If the coupon is easy to tear off – perforations along a maximum of two sides – they’ll do it and use it.
- If it’s not, they won’t:
  - If they have to find scissors.
  - If they have to cut along four sides.

Source: eyetracker.co.uk
Advertise the ‘inside’ on the ‘outside’

Without any advertising on the front, inside coupons receive little attention.

- The American Pizza door drop fails to attract recipients to look inside.
- Simply referencing them on the outside of the mailer would have encouraged consumers to discover – and use – the offers.

Source: eyetracker.co.uk
Be ‘green’ – make recycling easy
Consumers don’t like material that’s hard to recycle.

- Plastic windows and plastic wrappings are hard to recycle.
- Biodegradable alternatives are available.

Source: eyetracker.co.uk
Methodology

• In August 2010, MMC commissioned specialist research agency eyetracker to carry out the ‘Through the letterbox’ eyetracking study.

• The study had three stages:
  • **Eyescreen**, using a screen-based eye tracker. Each respondent was shown 11 images for five seconds each to see what attracts the eye in those ever-important first five seconds.
  • **Mobile eye**, using real-world eye tracking. Each respondent was asked to collect the post from their doormat. Ten items had been posted through the letterbox, a mix of direct mail and door drop items, most personally addressed. Each was asked to sort the mail into two piles a) interested and b) rejected, and then asked to open two from pile a).
  • **Qualitative interview**.

• The study was run over four days at two residential locations in Buckinghamshire with a demographically representative consumer sample.
To find out more about the information in this presentation:

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