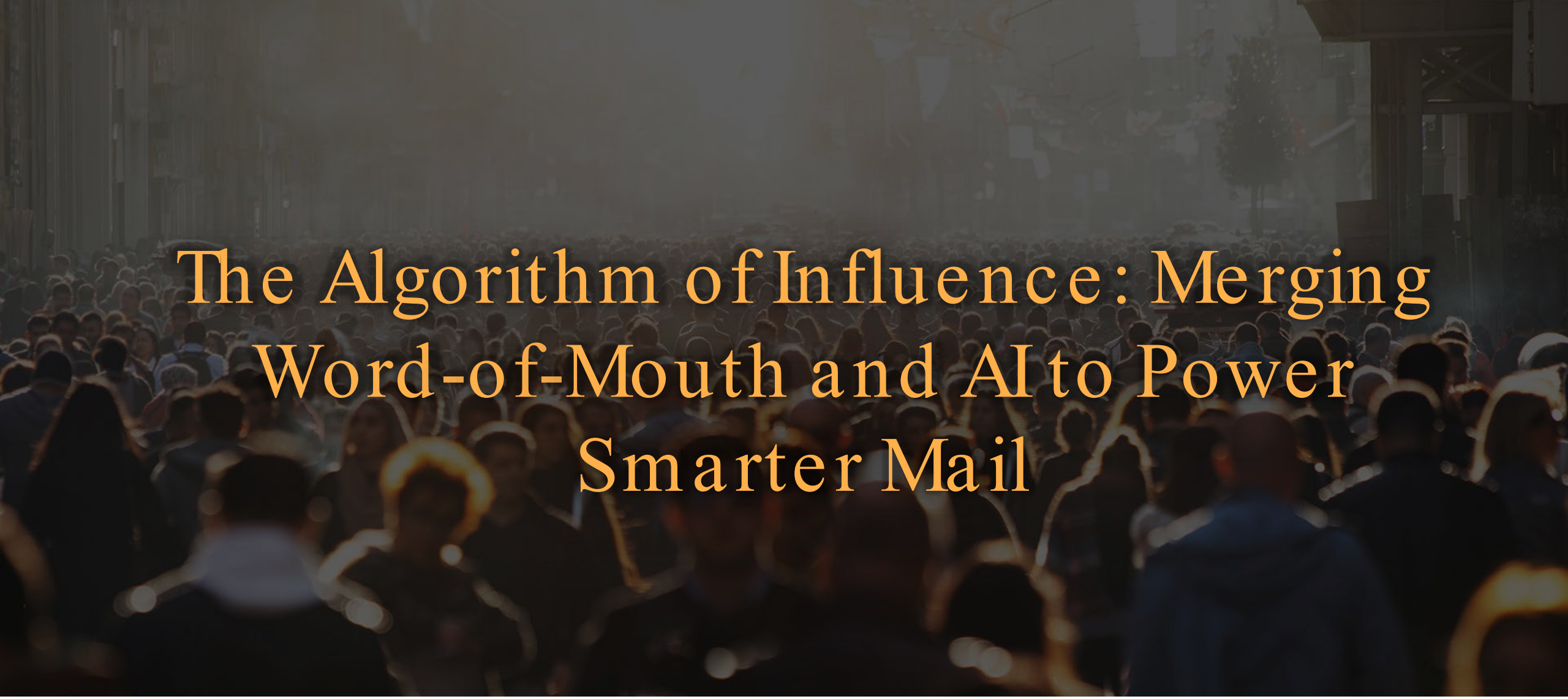


The Algorithm of Influence: Merging Word-of-Mouth and AI to Power Smarter Mail

HERDIFY

Join the Dots
Salocin Group

Agenda

- Behavioural Science and AI with Herdify
- Bringing it to life with Join The Dots

HERDIFY

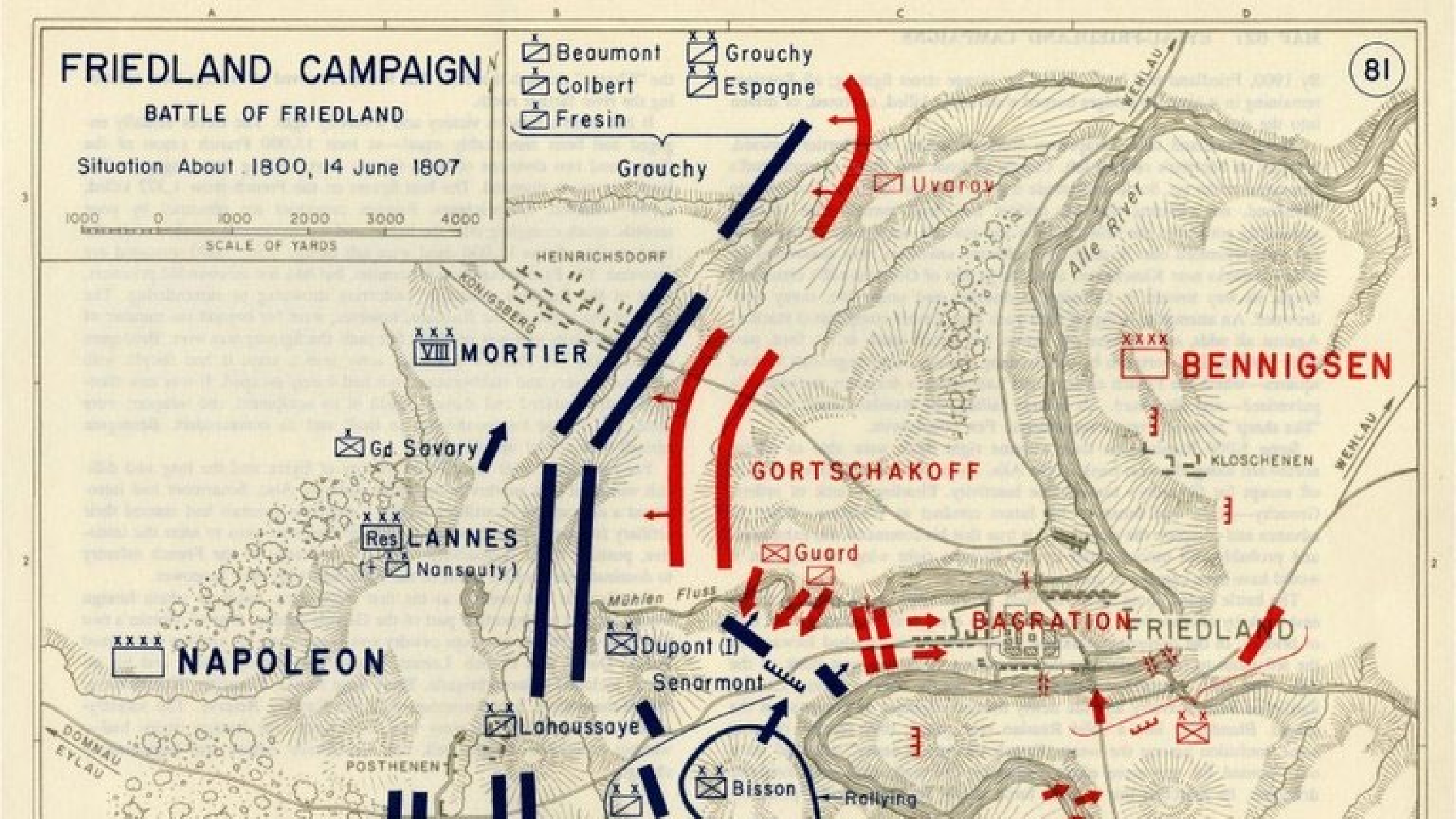
Join the Dots
Salocin Group

How do we get more people using mail?

HERDIFY

“We’ve tried door drops, and they don’t work for us”

HERDIFY


FRIEDLAND CAMPAIGN
BATTLE OF FRIEDLAND
Situation About 1800, 14 June 1807
1000 0 1000 2000 3000 4000
SCALE OF YARDS
81
Beaumont
Colbert
Fresin
Grouchy
Grouchy
Espagne
Uvarov
HEINRICHSDORF
KÖNIGSBERG
Alle River
EHLAU
VIII MORTIER
BENNIGSEN
Gd Savary
GORTSCHAKOFF
KLOSCHENEN
Res LANNES
(+ Nansouty)
Guard
Mühlen Fluss
BAGRATION
FRIEDLAND
NAPOLEON
Dupont (I)
Senarmont
Lahoussaye
DOMNAU
EYLAU
POSTHENEN
Bisson
Rallying



Targeting = where and when

HERDIFY

Existing data tells you the where, not the when



These are all the locations for an Experian Mosaic group.



HERDIFY

Humans don’t behave like economists think they do



Behavioural science to the rescue

HERDIFY

We've been chasing advocacy for years...

Peer-to-Peer advocacy
1950s–1980s

Word-of-mouth 1.0: "Tell a friend"

Rise of review platforms
(2000s)

Shift from private advocacy → public recommendation.

Referral marketing platforms boom
(2010s)

Paying for referrals

Influencer marketing goes mainstream
2010s–2020s

Amplifying trust with paid endorsements

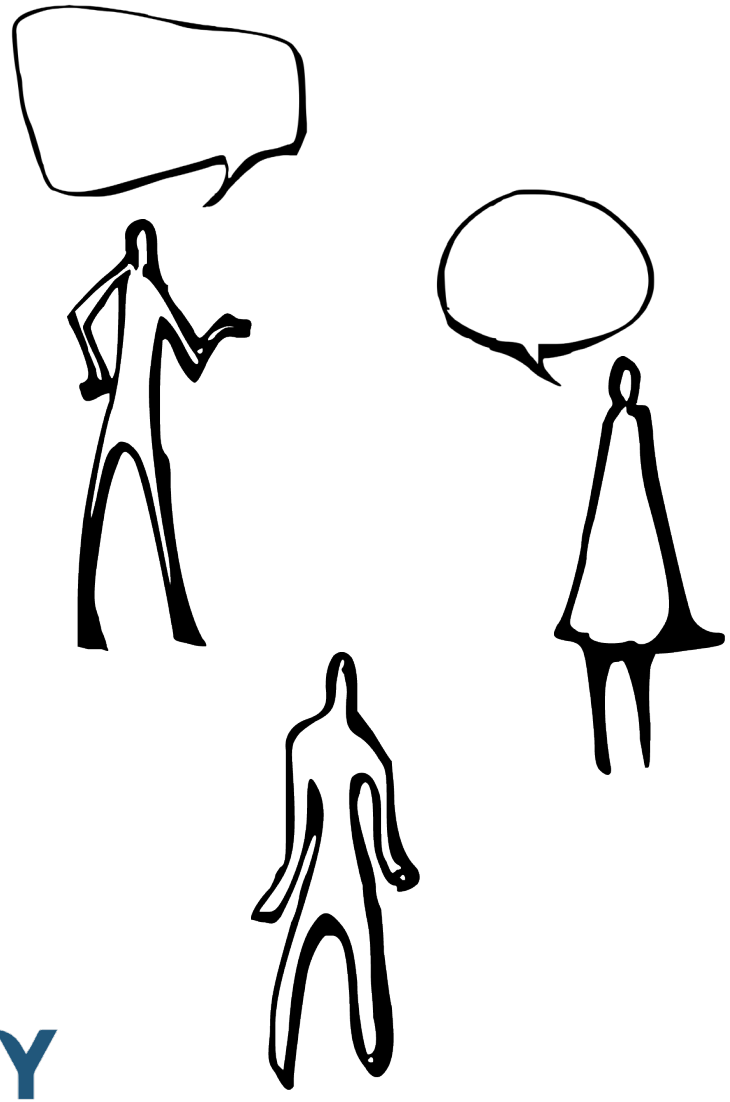
HERDIFY

...but they all end up losing trust.

What hasn’t changed in 1000’s of years?



People, still, trust each other



89% of consumers trust word-of-mouth

Which makes sales easier

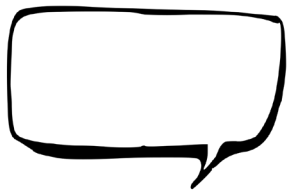
Up to 5x more likely to make a purchase

And increases loyalty and LTV

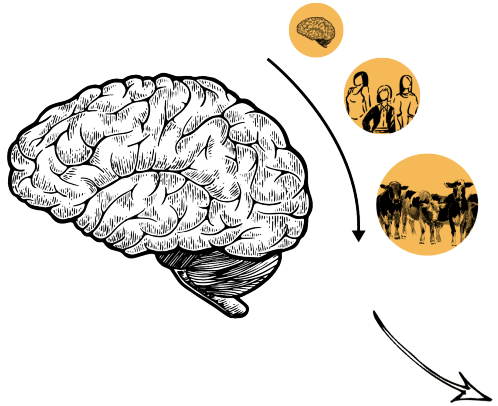
They stay 37% longer and spend 16% more

HERDIFY

Why does word-of-mouth work?



Word-of-mouth trumps everything else



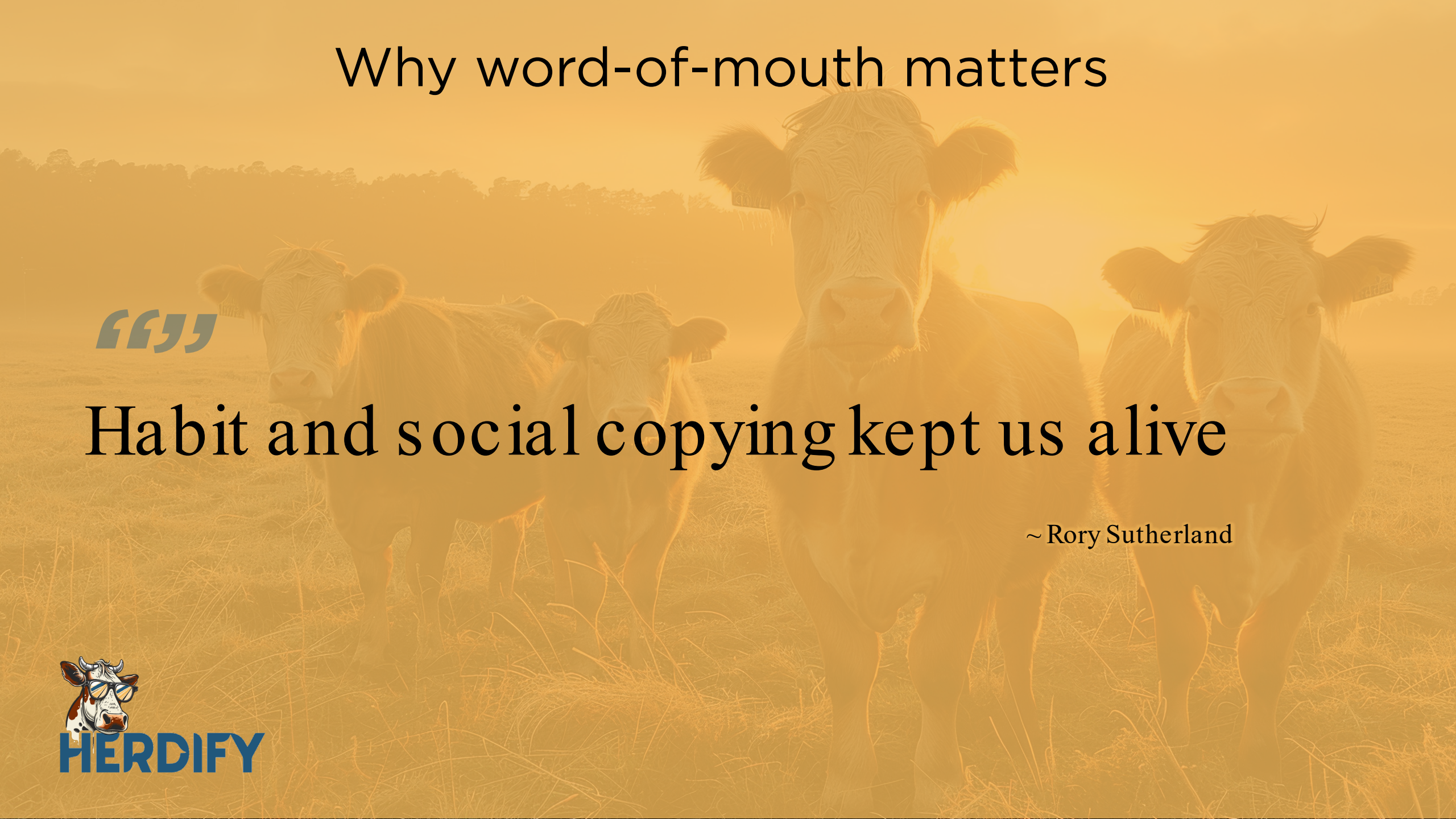
Because copying provides psychological safety



Which is why we buy things that people around us buy

HERDIFY

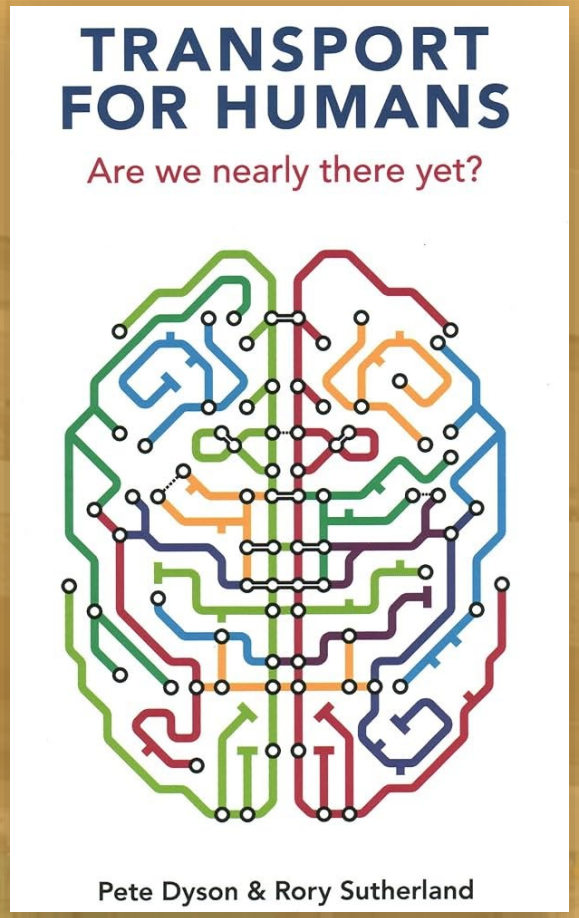
Why word-of-mouth matters



> Habit and social copying kept us alive
>
> ~ Rory Sutherland

HERDIFY

We live our lives locally



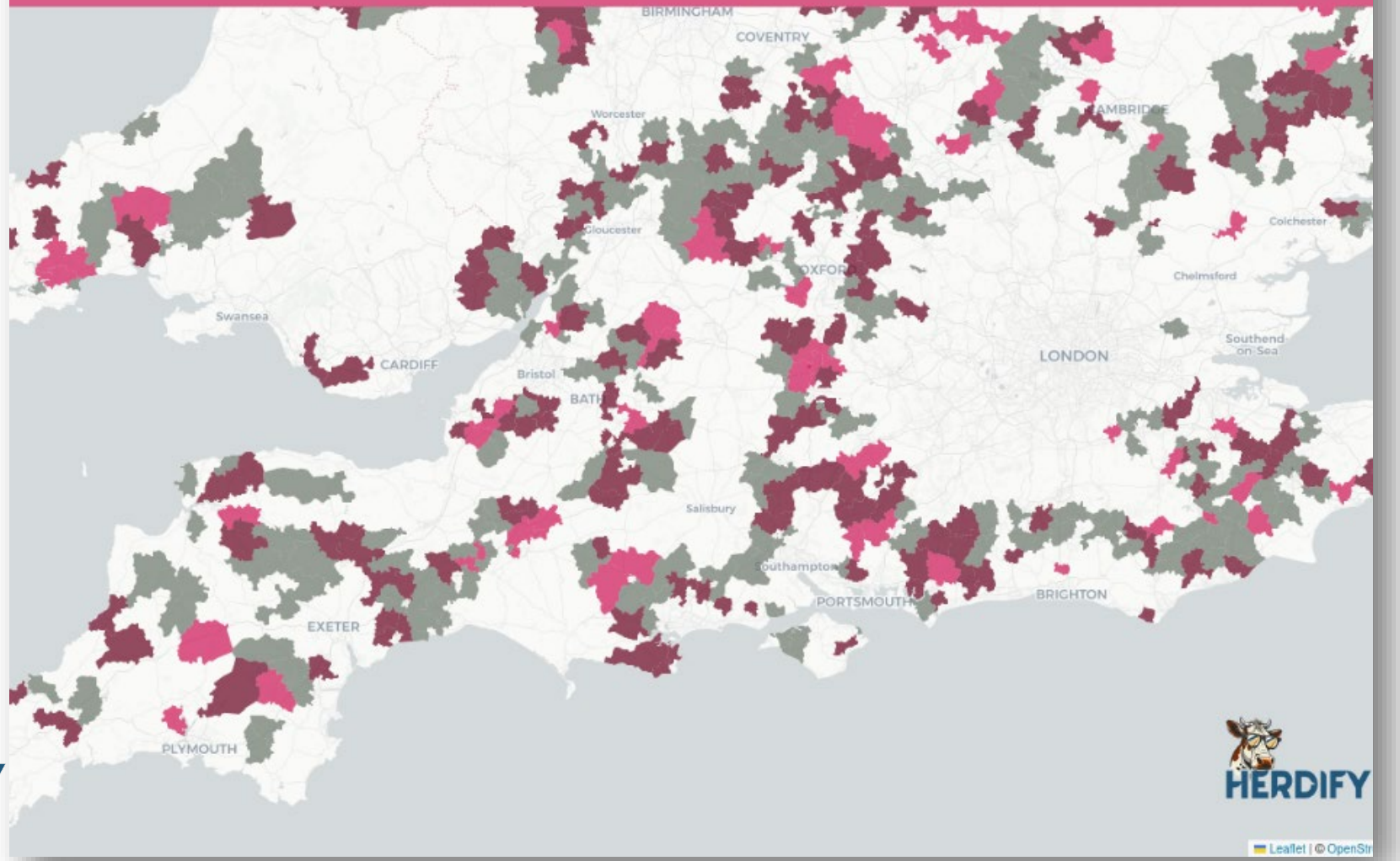
> “60%
>
> of journeys are under five miles
>
> ~ Rory Sutherland

HERDIFY

Where people are talking about you, gives you the when



Update your targeting as new word-of-mouth hotspots are found, ensuring you're always optimised.



HERDIFY

Herdify: Example

Henley-on-Thames

On the River Thames

Rowing town

London commuter town

Have a Gails bakery

Avg. house price £755,427



Marlow

On the River Thames

Rowing town

London commuter town

Have a Gails bakery

Avg. house price £746,280



HERDIFY



Why people choose, what they choose

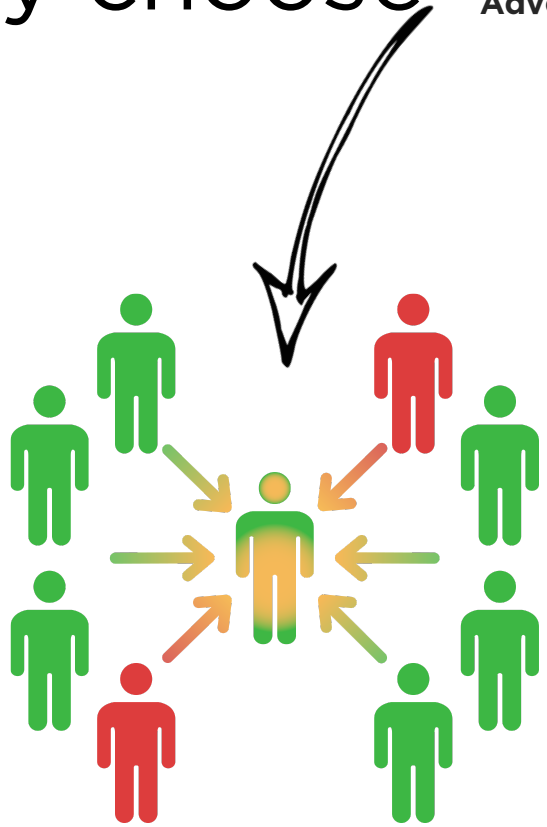


Undecided

There is **more negative** than **positive influence.**

Sales are unlikely (right now!)

Advertise here!



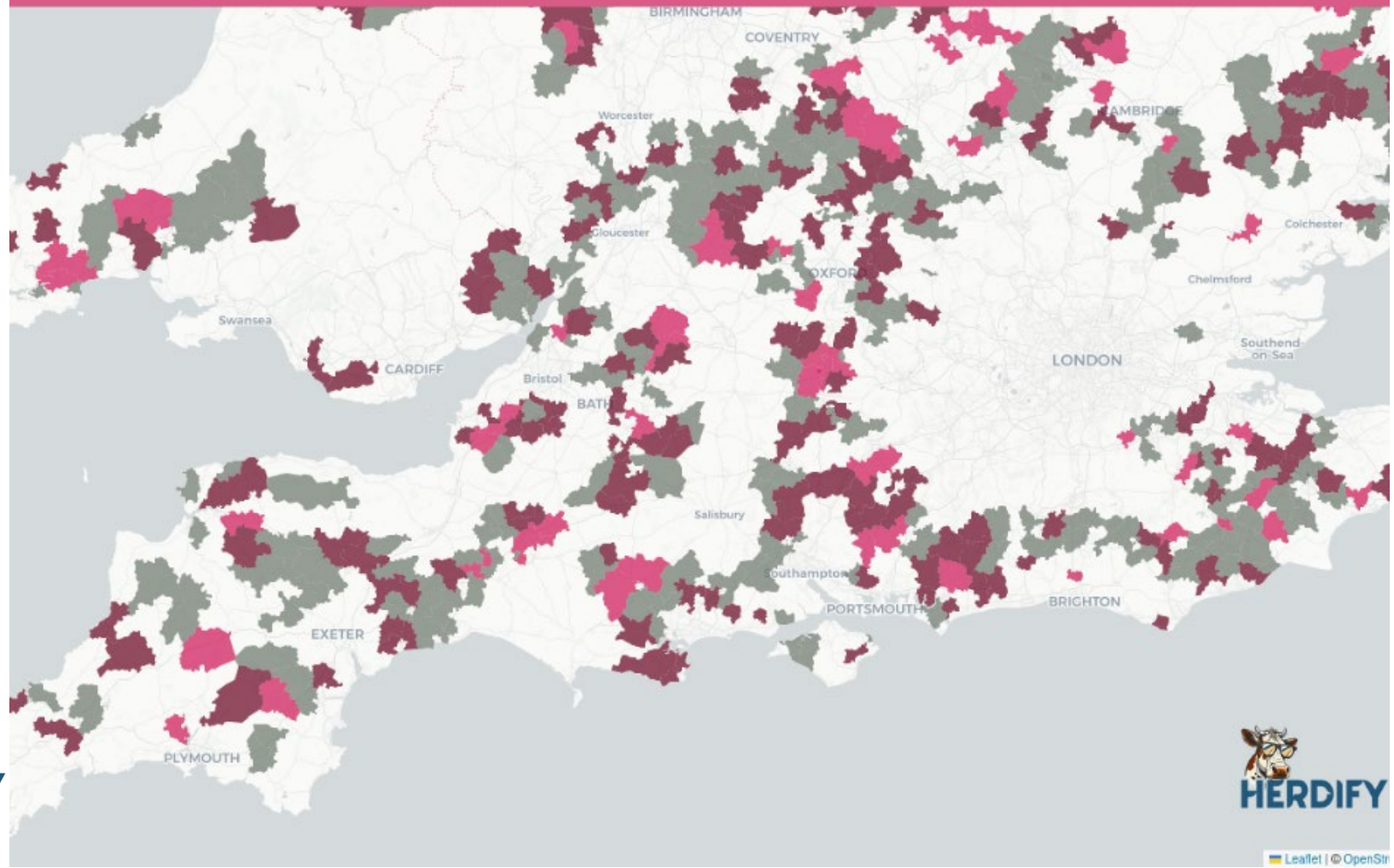
There is **more positive influence** than **negative**.

Sales more likely.

HERDIFY

Original image credit: Damon Centola, University of Pennsylvania

Update your targeting as new word-of-mouth hotspots are found, ensuring you're always optimised.



HERDIFY

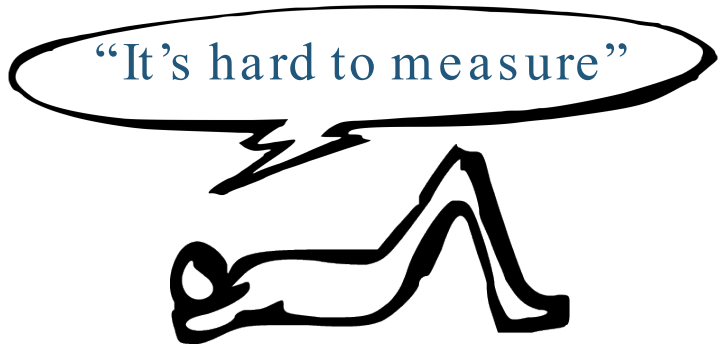
Not so fast...



You love word-of-mouth, but...





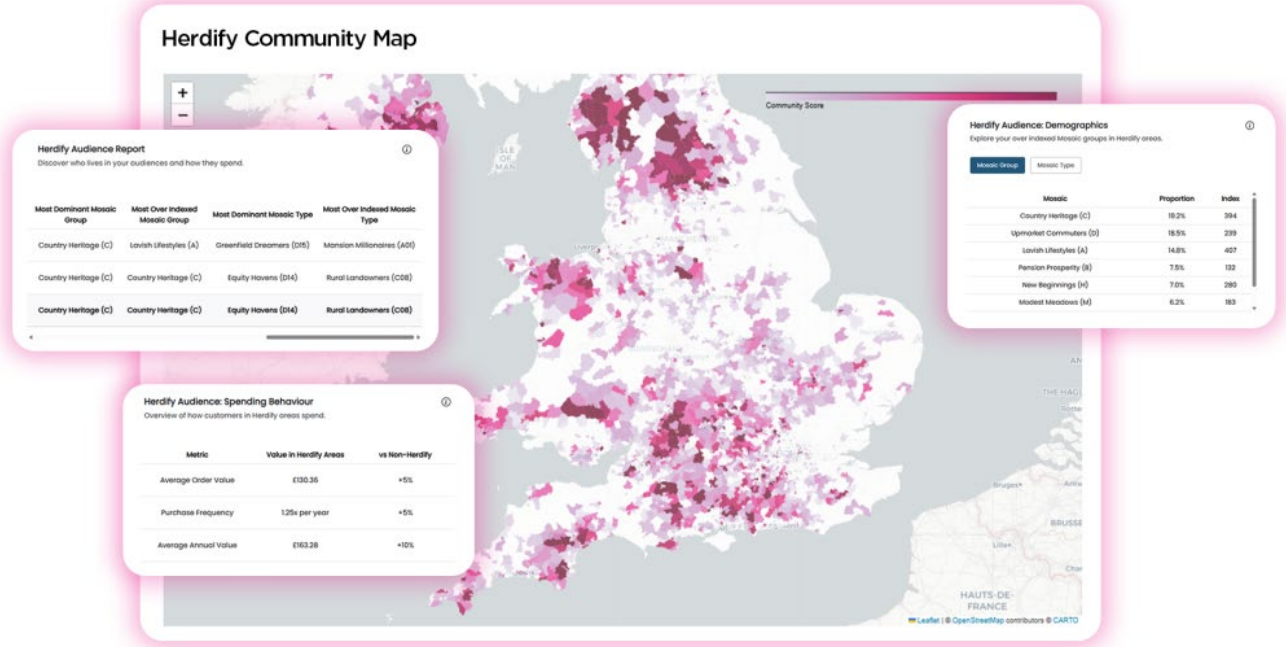


HERDIFY

Making word-of-mouth tangible and measurable

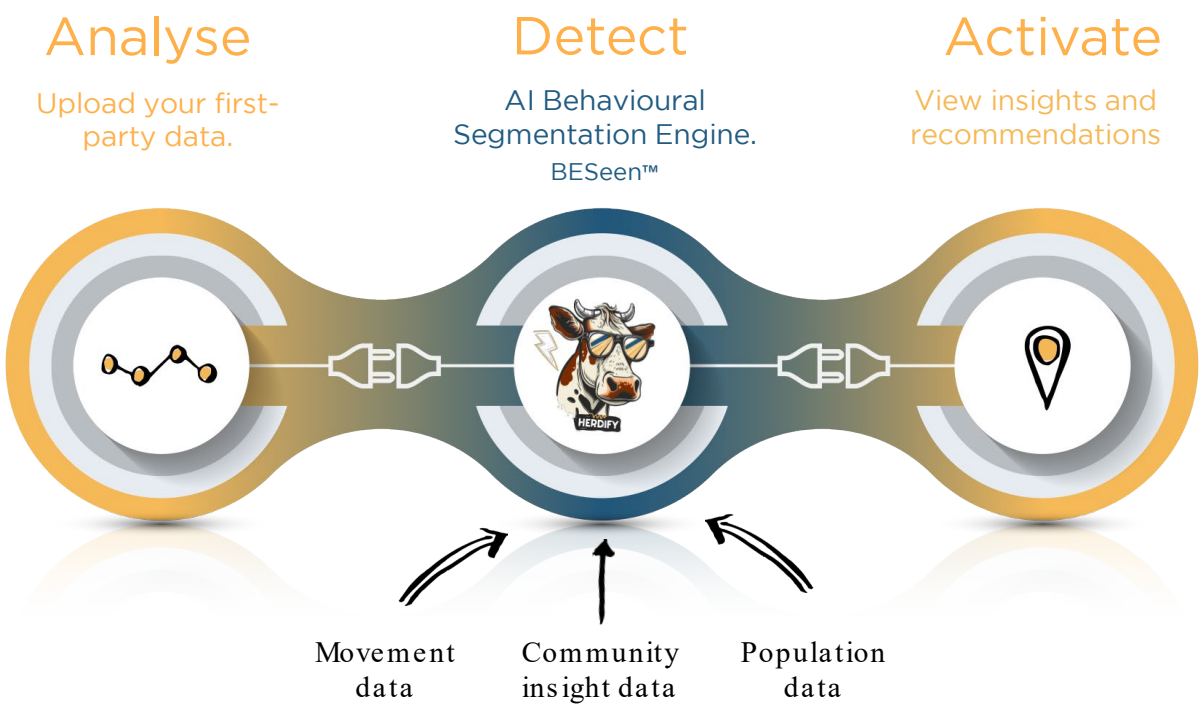
We show brands where the offline conversation is happening

Advertising in these areas give you people who buy faster, spend more and have higher loyalty…and spread your brand.



HERDIFY

A simple to use insight tool



The Process Is Simple and Fast

Our unique AI system gives you a competitive edge by revealing exactly where your brand is gaining traction in real-time.

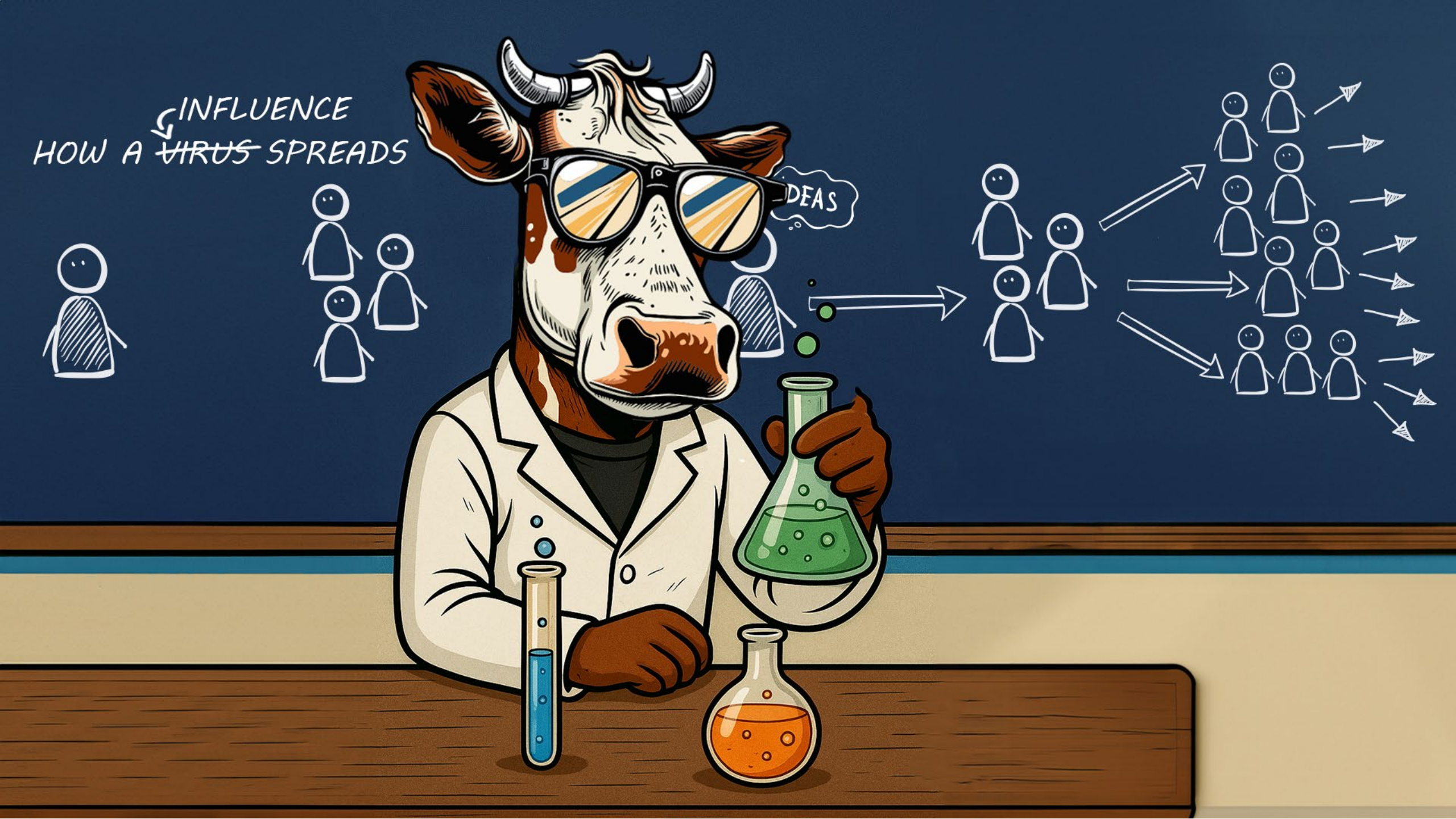
Secure Data Integration: We securely access your anonymized sales data, combined with a variety of demographic and population data points.

Real-Time Analysis: This data is fed into our bespoke AI system, which instantly identifies patterns of accelerated sales growth within specific communities.

Actionable Insights: We show you exactly where Word of Mouth is already driving sales, and where it's starting to show early signs of explosive growth.

Gain Certainty and Drive Profitable Growth

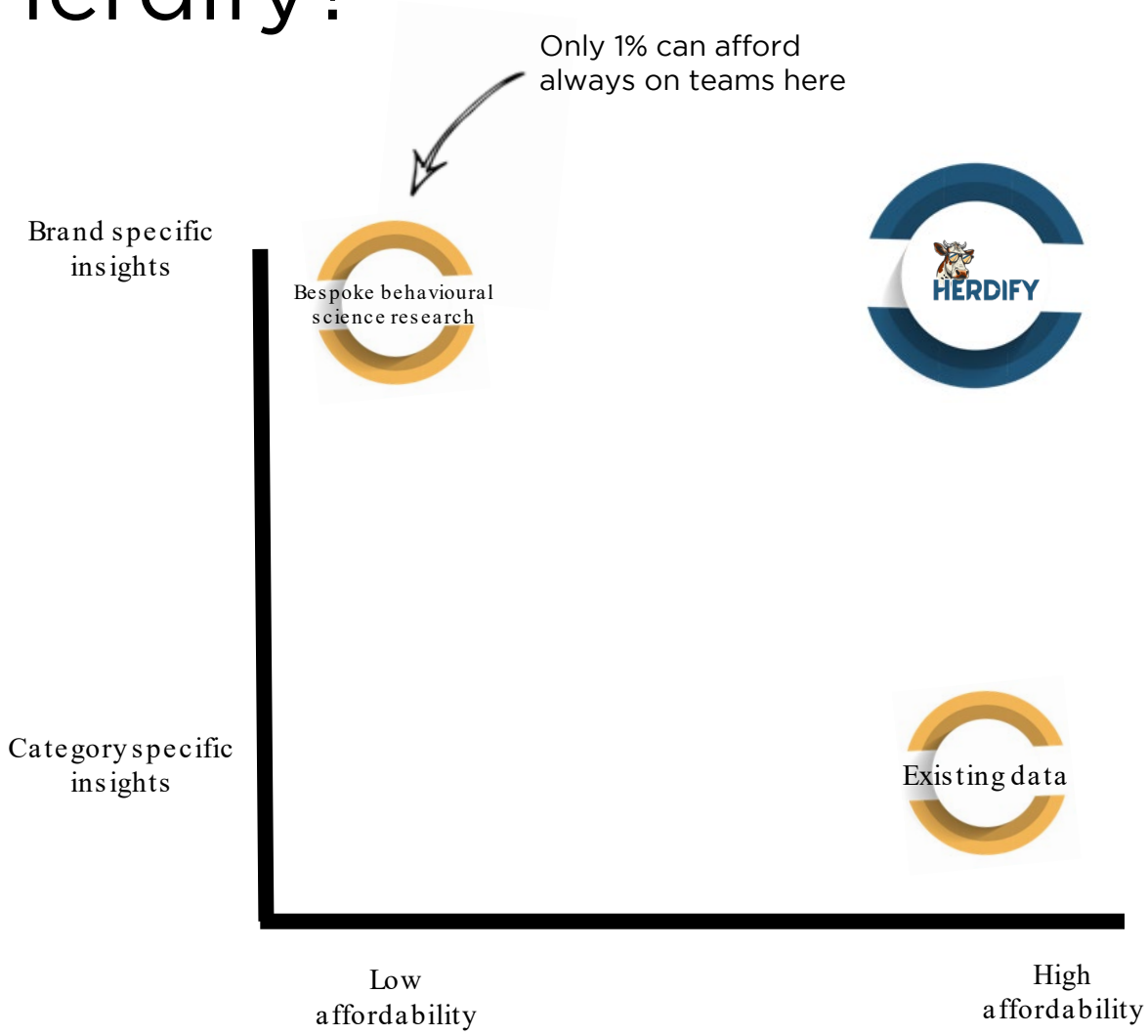
HERDIFY


INFLUENCE
HOW A ~~VIRUS~~ SPREADS
IDEAS

Why Herdify?

Democratising access to always on behavioural science insights.

Herdify delivering enterprise-grade, bespoke insights at a price point to reach the whole market.



HERDIFY

How is it different?

Behavioural based

People do not make rational decisions, they copy.

Brand specific

Category data treats every brand the same.

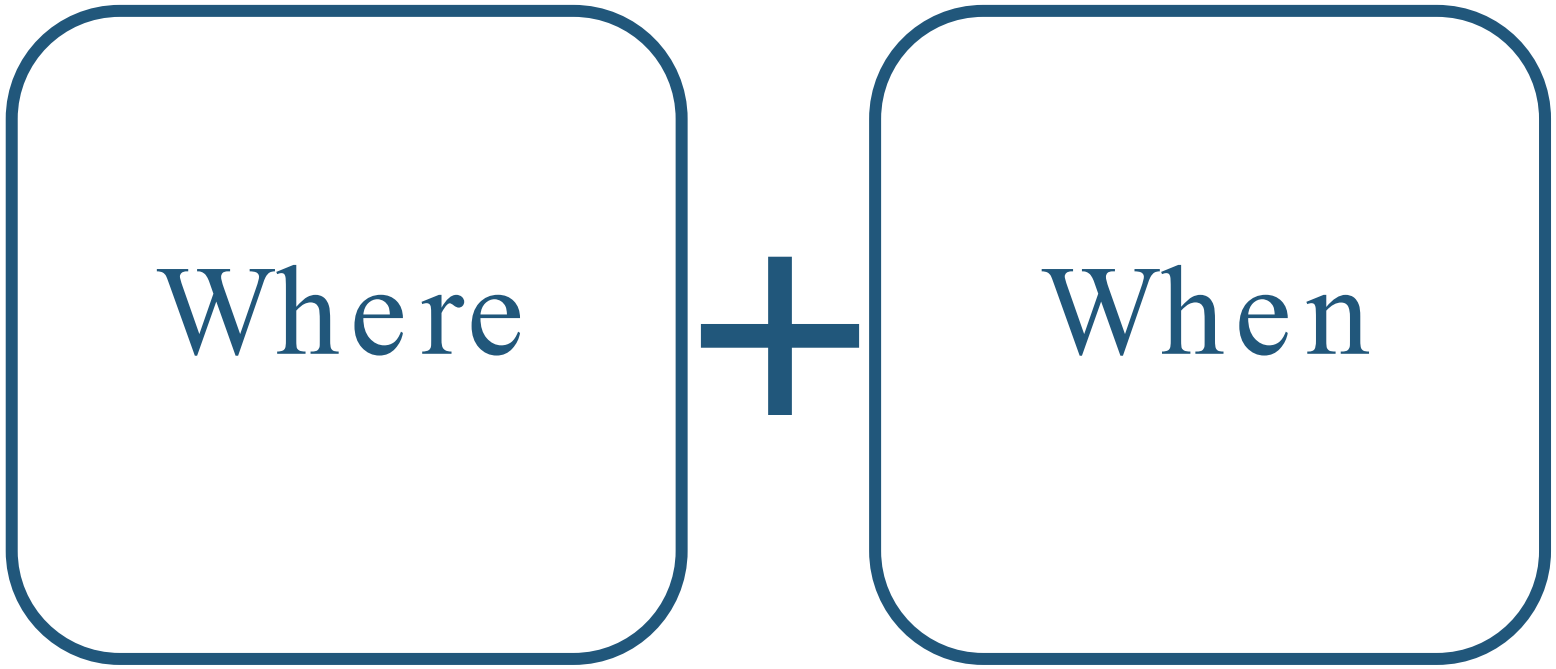
It predicts buyers of the category, not your brand.

Responsive

Human behaviour constantly shifts but most data is static.

HERDIFY

Targeting = where + when



Existing data

Behavioural science & AI

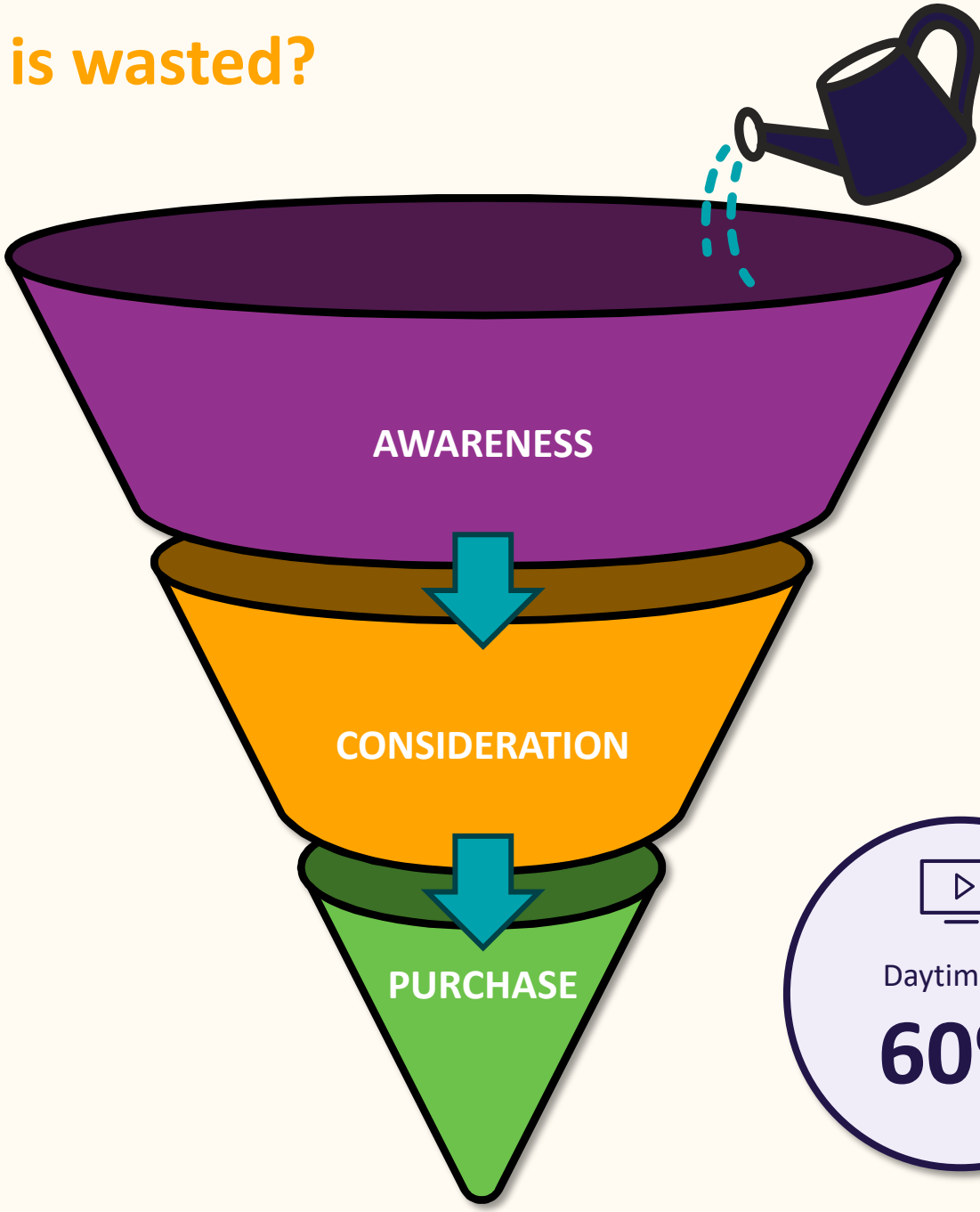
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Mail + Word-of-Mouth = The advocacy driven advertising channel

HERDIFY

How much budget is wasted?

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Programmatic
64%

Press
70%

Daytime TV
60%



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PERFORMANCE

With response rate, income, donors and average gift all increasing

Income
+181%

Donations
+139%

Volume
+72%

Avg. gift
+18%

Response rate
+94%

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Turning intelligence into impact



Reducing wastage through ensuring your data is accurate



Using data more intelligently to give you more for less with your acquisition budget



Leverage data to enhance creative impact to drive effectiveness

Everything starts with data

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Your audience data is key to success



It enables us to create the most effective strategy to reach your objectives

And every audience is multi-faceted



It allows for segmentation and customisation which drives response from people more likely to convert

We use a combination of different data sets to see the full picture



It helps inform the creative strategy so that media and creative work in tandem to drive the best possible result

The benefits of our approach?



It reduces wastage so your media spend works harder and benefits the environment

Layering insight to create the best target audience

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Clean data



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Salocin Group

Introduction

Data is at the heart of everything that we do, and its importance is only growing. It's a foundational element to anything that you're trying to achieve.

It **informs** decision making, segmentations and machine learning

It **supports** good planning, compliance and brand perception/reputation

It **drives** efficiency & outcomes



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Data changes quickly, in 2024…

Over 500,000 people in the UK died.

More than 1.3 million homes were sold, with an average of 2.4 adults per household – that's 3.1 million people moving home.

2 million renters move home each year

The net migration number was 431,000.

How many of these people are you trying to contact?

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What's the worst that can happen?

O2 has apologised after two items of "shocking" racist hate mail were sent to a British-Iraqi family in London.

Addressed to "Mr Isis Terroriste" and "Mr Getout Ofengland" at the exact family address in Wembley, north London, they contained free pay-as-you-go Sim cards ordered online in August 2017 by an unknown third party.

The Conservative Party has apologised after a couple from south London received a letter from Theresa May addressed to "Mr Youmustbe F******joking".

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Technology is critical, but so is the data



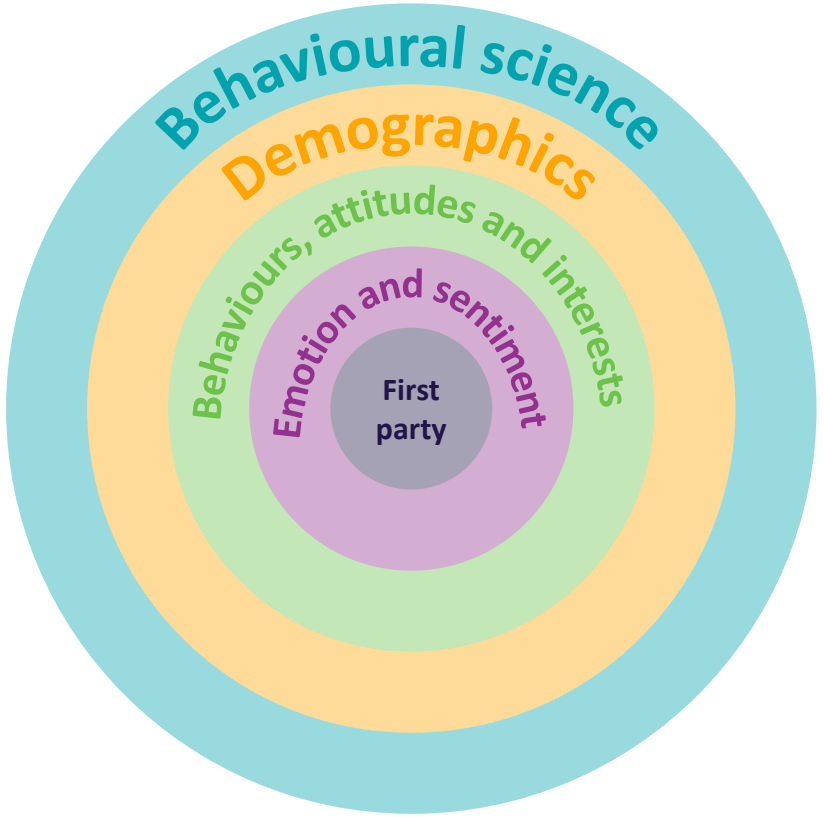
The data in your CRM is degrading at the same rate, and the same principles apply.
Managing your data is protecting your investment in your chosen technology.

Layering insight to create the best target audience

Join the Dots
Salocin Group

Clean data

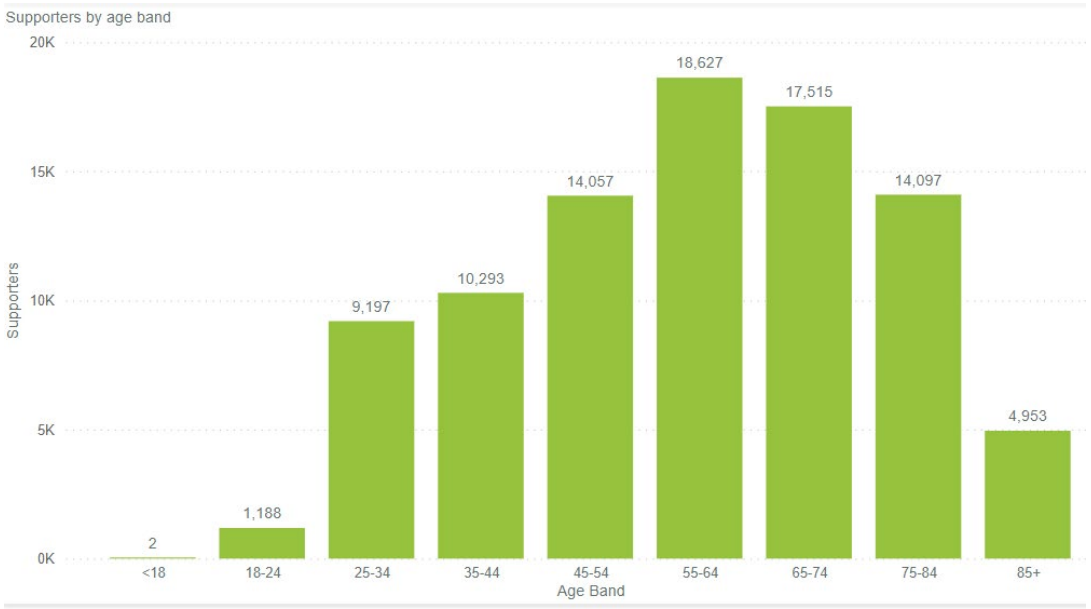
Identifying the correct prospects to engage and help formulate a growth strategy

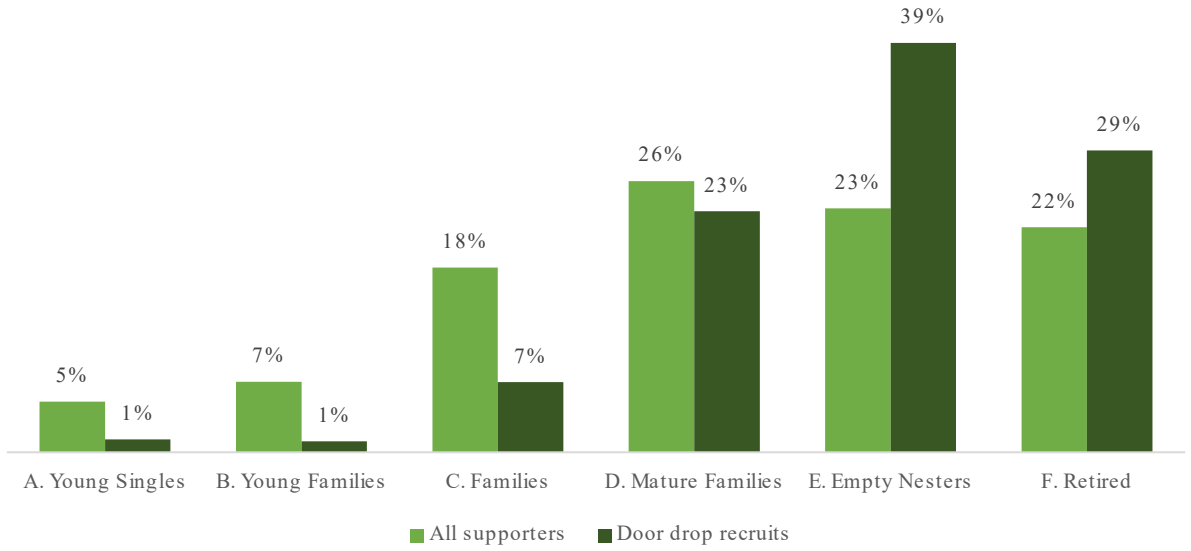


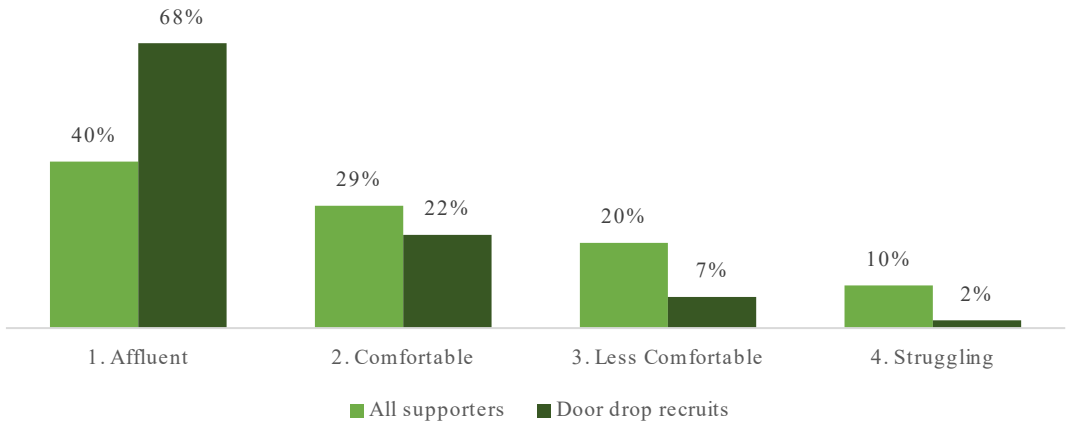
Measurement

Using Wood for Trees' data platform, InsightHub, we can understand the general demographics of existing donors

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- 40% of donors are age 55-74
- 40% donors are 'affluent'
- 'Mature families', Empty nesters' & 'Retired'

Source: InsightHub data 2024

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Third-party profiling and TGI highlight the different mindsets of people who are demographically the same

Tom and Ben are both ABC1 Males 40+.

Tom, however, is a dog person, whereas Ben likes cats.

Ben gets the train to work and listens to a podcast Spotify whereas Tom drives to work after the school run in listening to Heart.

Tom uses shampoo and conditioner, whereas Ben wishes he had the choice.

We can apply these learnings to both media and creative.



BEN



TOM

PRECISION TARGETING

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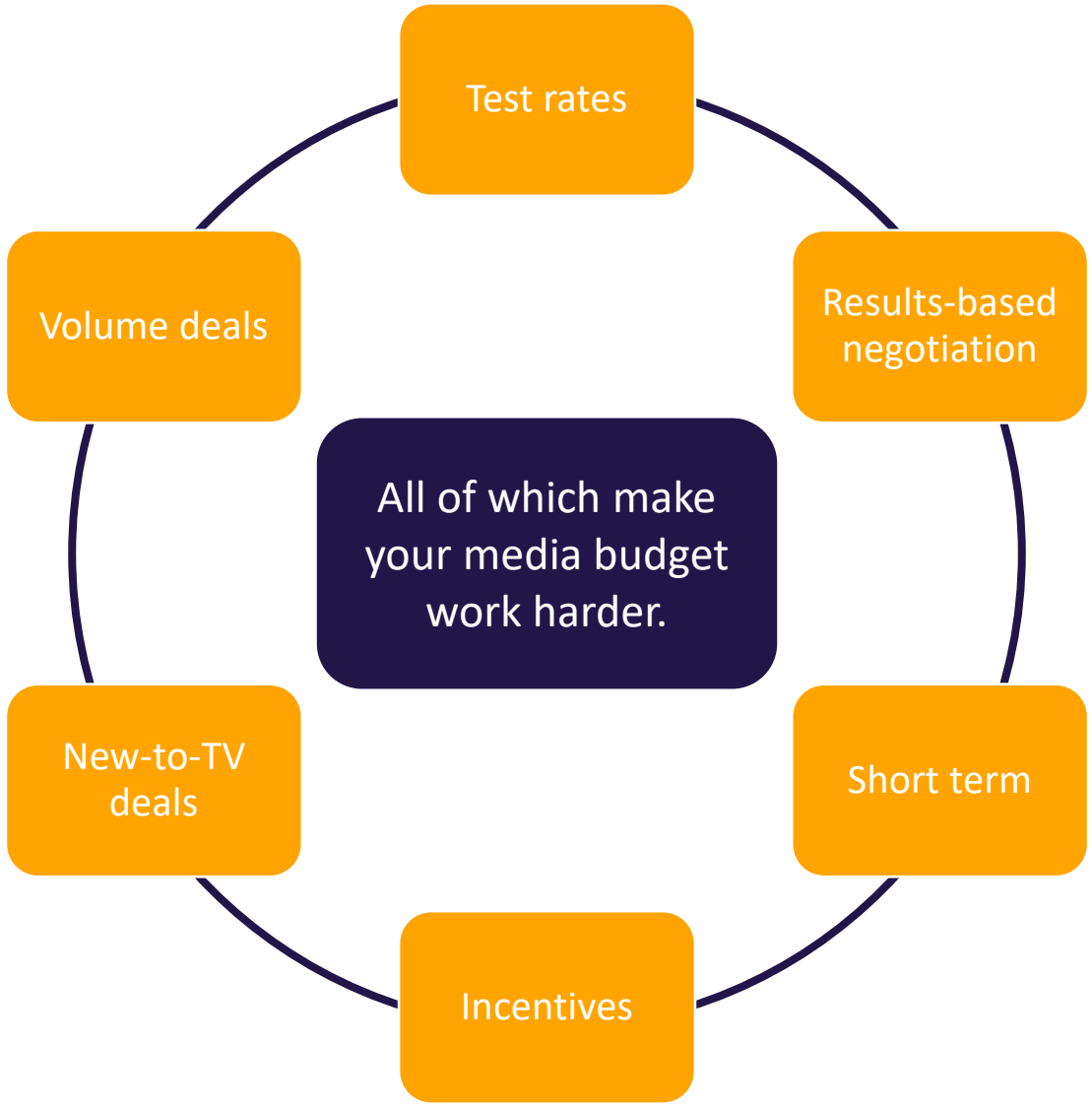
Behavioural science data takes it one step further



Identifying not just people who donate to **a specific type** of brand but people who donate to the brand.

Strategic negotiation to drive media cost-efficiency

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The integration across the entire supply chain is more important than ever



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Differentiating your message



Understanding how other brands in your sector spend



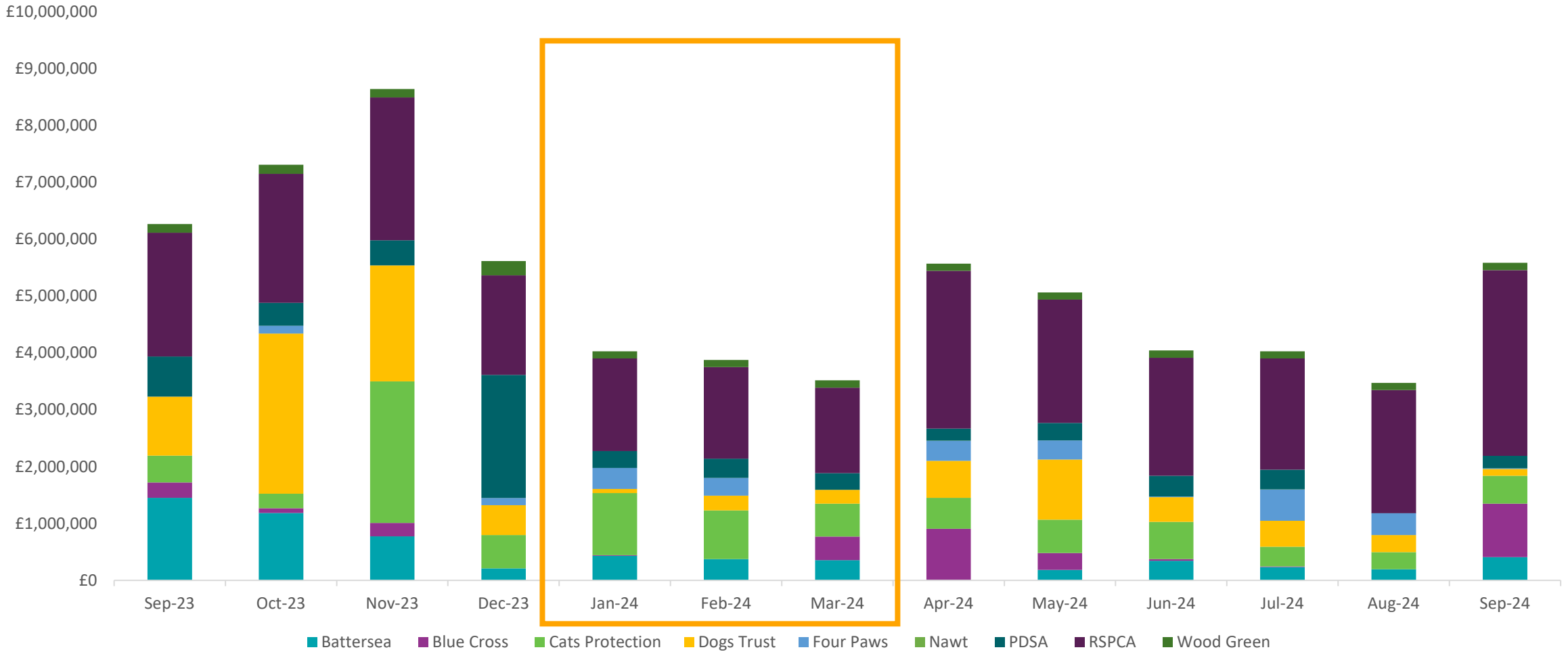
Audience identification – not just who/where, but why



Creativity – insight-led, bringing creative to life, vas tracking

Typically, Q1 is a low-spend quarter for animal charities, making this a perfect time to achieve greater cut-through

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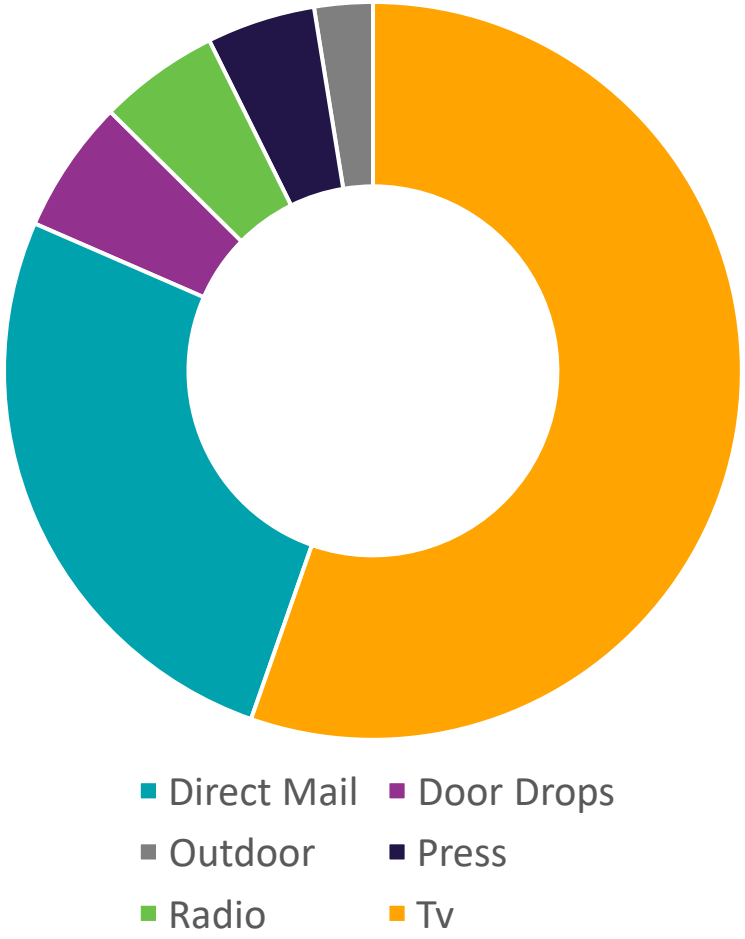


Source: AdIntel 2024

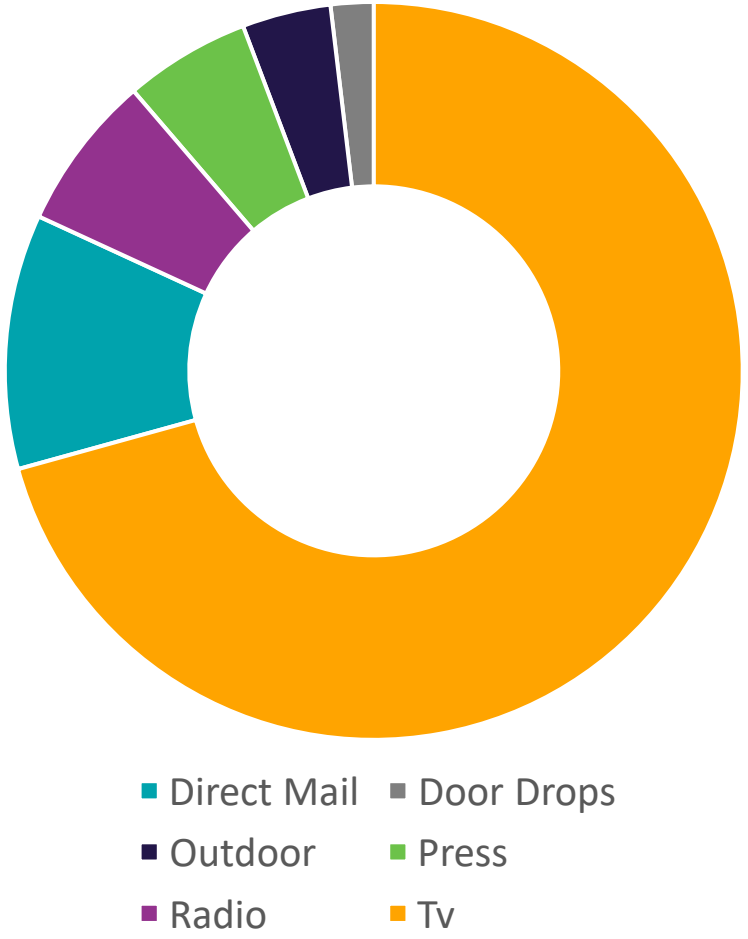
For charities – sector spend is consistently dominated by TV

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2023

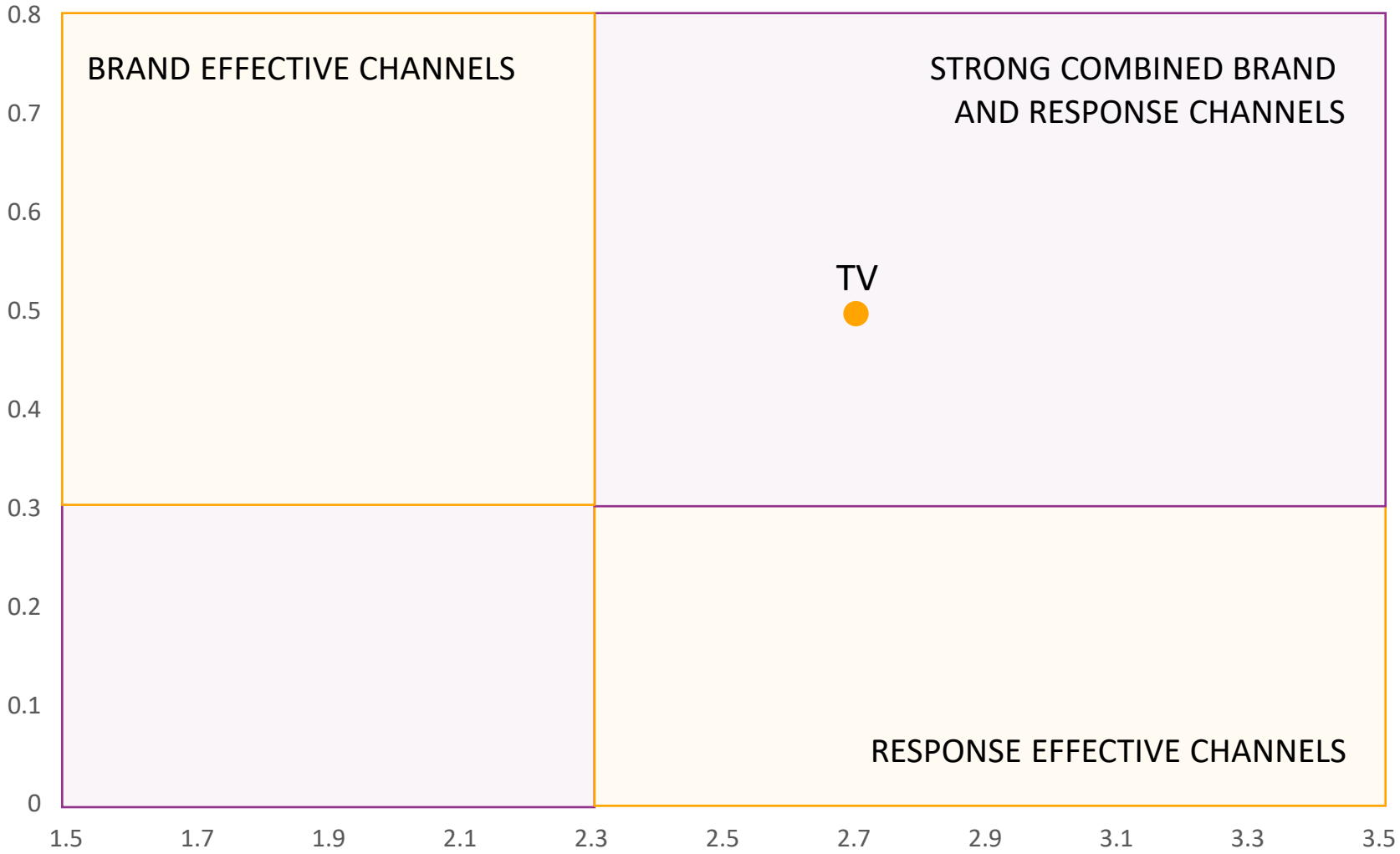


2024



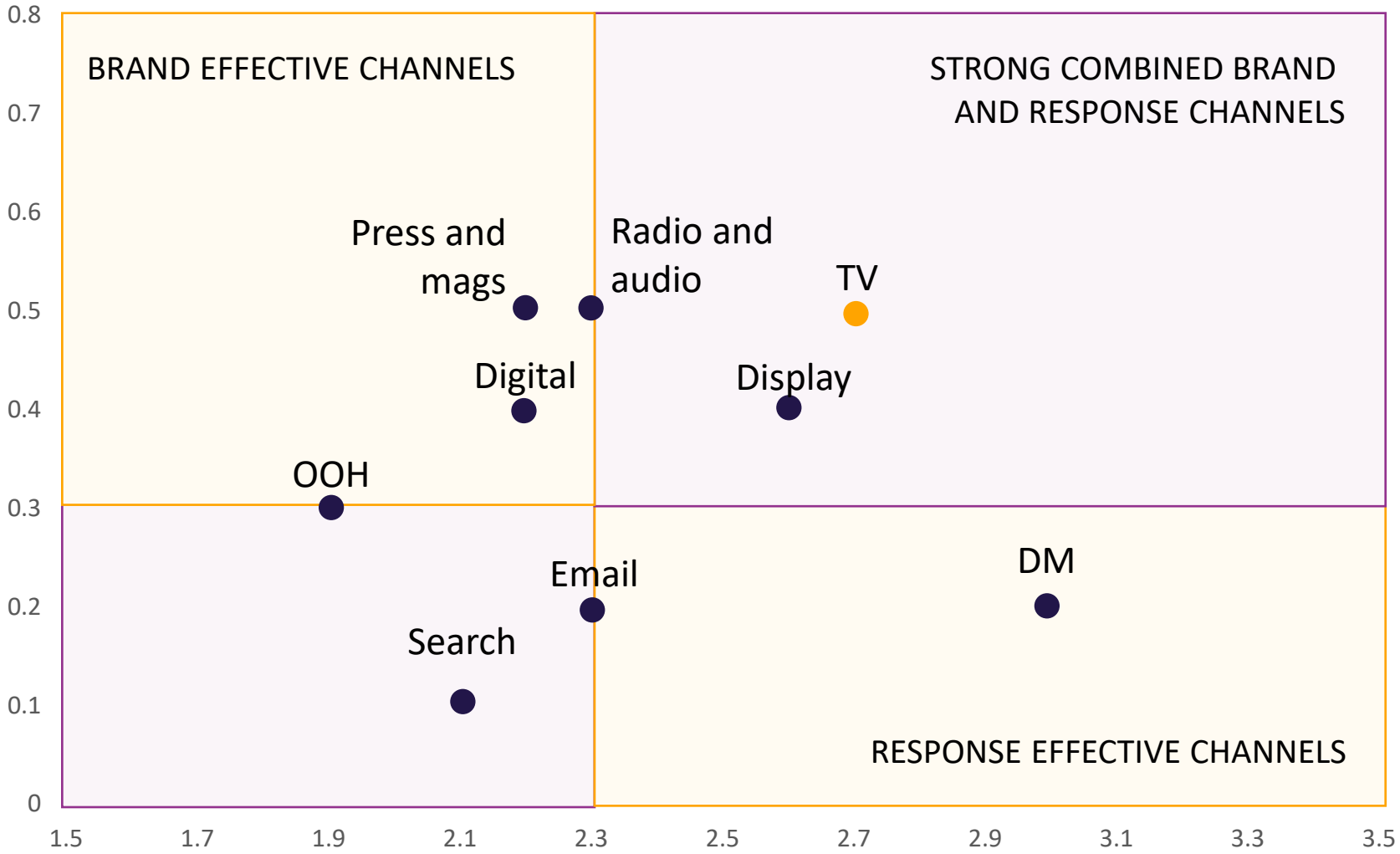
Source: AdIntel 23-24

Why? Because TV is a good all-rounder for charities



Source: DMA Meaningful Marketing Measurement 2022

But there are others that aren't always considered



Source: DMA Meaningful Marketing Measurement 2022

Segmenting the audience by need – not just who/where, but why?

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Why do people give to The Salvation Army?



Their faith compels them to



They want to help others less fortunate at Christmas



A belief the government doesn't do enough

Source: NFP Research 2021

This helps us identify key moments of receptiveness and the media to reach them in those moments

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Sunday



Press, magazines, TV

When they're doing their Christmas shopping



OOH

Watching/reading the news



TV, newspapers

All of which **increase response rate** and **average gift**

PRECISION TARGETING

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We can even use physical location as an expression of intent



A cash appeal for the NAWT

Ads mirrorred door drop distribution in a 7-mile radius of NAWT centre location, plus anyone in the area visiting:

- Pet stores
- Vets
- Dog events (Crufts)

98% new donor rate

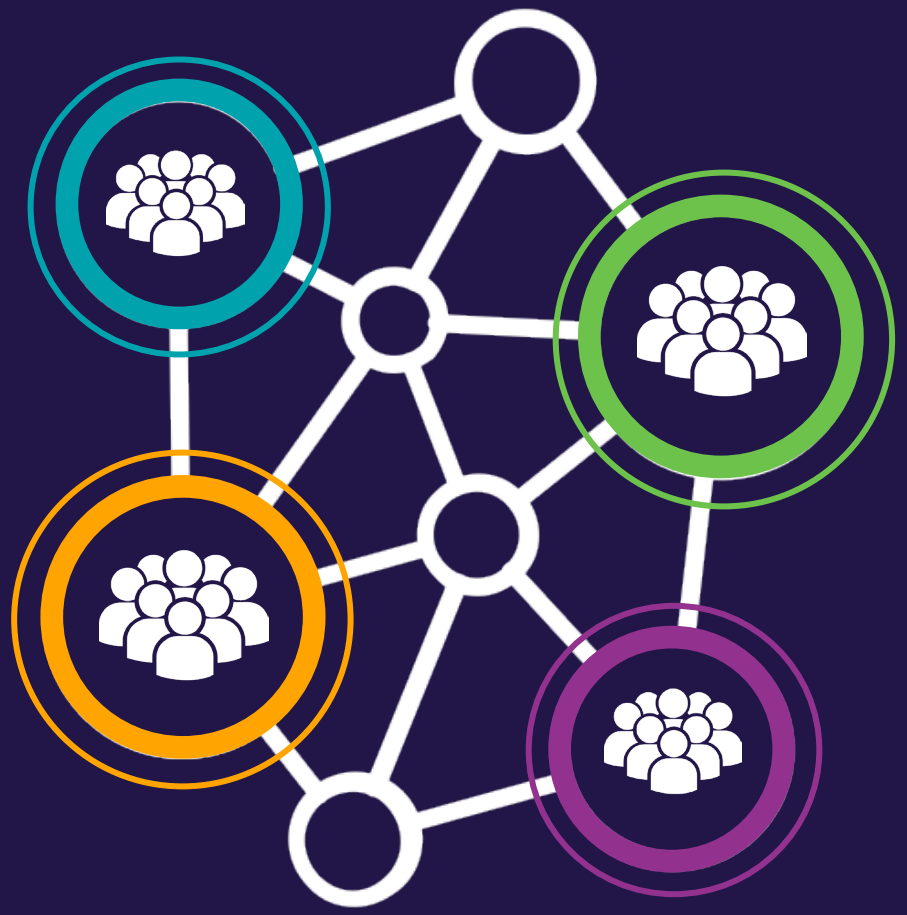
And as part of motivations, we also use data to set prompt levels

Annual donation value	% of audience who donate this amount to war relief charities	Index vs national average
Under £10	15%	209
£10-25	19%	201
£26-50	10%	148
£51-100	20%	284
£101-149	8%	234
£150-249	2%	99
£250+	25%	556

- In this example, there is some polarisation here
- It suggests therefore that different prompts should be tested to maximise income

Source: TGI 2025

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But data on its own is meaningless

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You need to **connect** through media…





…and **inspire** through creative

Creative is the number one controllable factor in a campaign that affects ROI

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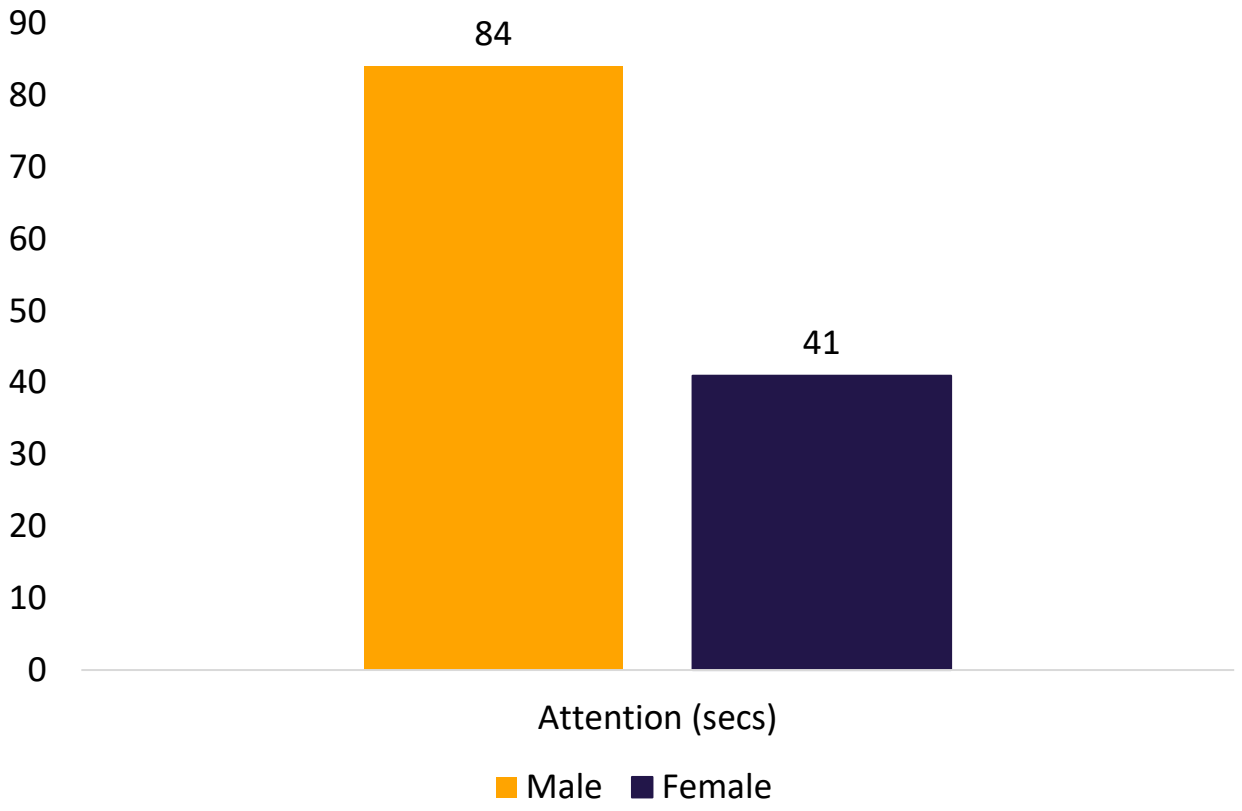
Potential multipliers of advertising profitability (2023)



Source: The Drivers of Profitability, 2023, Paul Dyson – accelero, ROI multiplier = area of circle


love island
TikTok

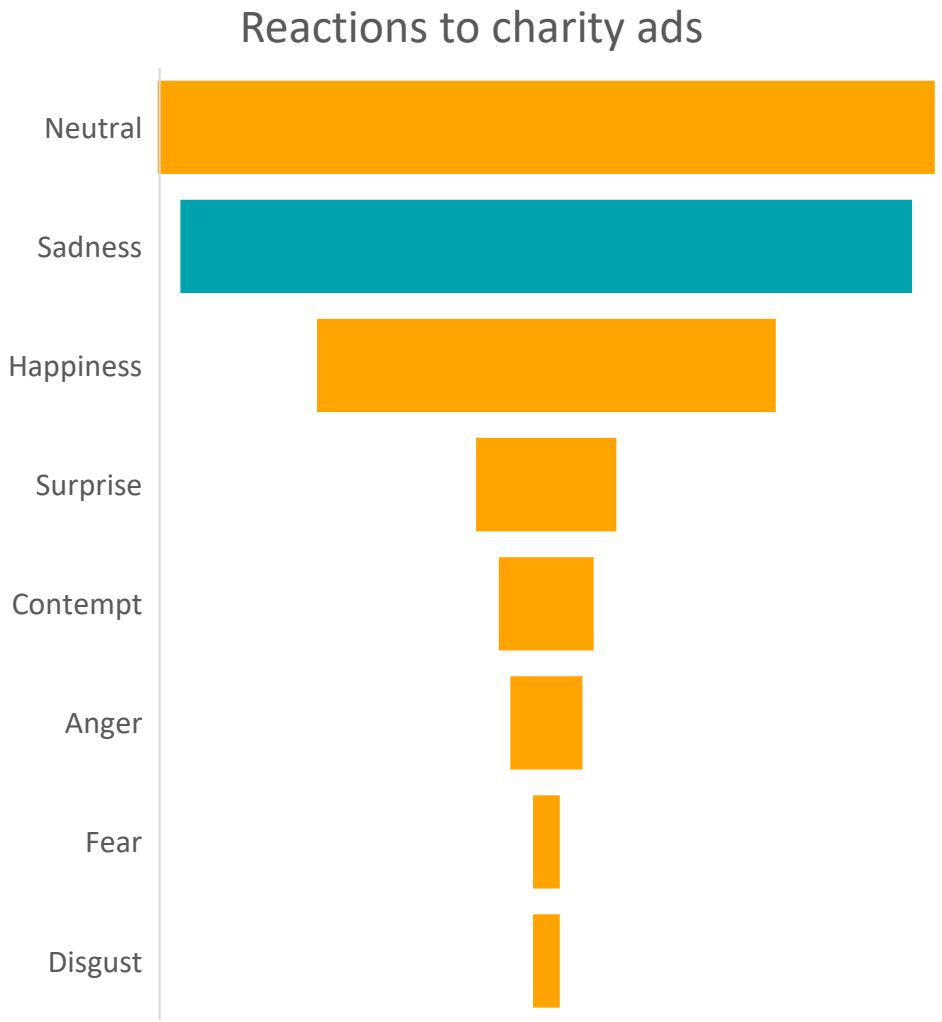
Data-led creativity



- JICMAIL data showed men give mail from homeless charities **twice the amount of attention** that women do
- And that they interacted with the charity mailing more frequently than women
- This led to testing a more “male” creative which **increased response rate**

Source: JICMAIL

The role of emotion within data



System 1 Research found the emotion people most experienced with charity ads was sadness.

And yet this can cause the ostrich effect – making people feel guilty leads to head in the sand, or disengagement.

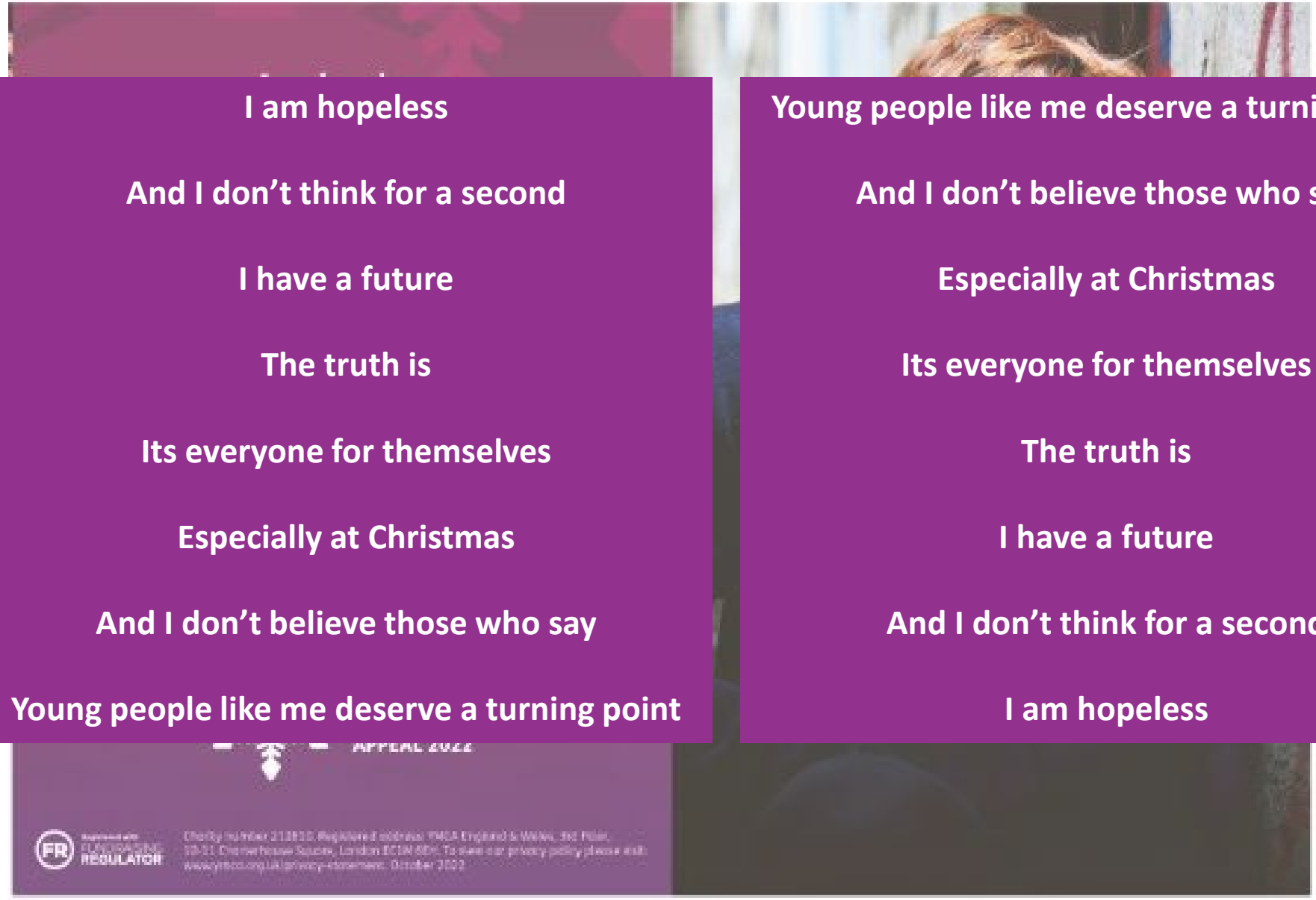
And for many, the ads left them feeling neutral or “emotionless”.

The research showed positivity and high emotion drive better long-term results.

Source: System 1 Group PLC

Turning negativity into positivity

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I am hopeless

And I don't think for a second

I have a future

The truth is

Its everyone for themselves

Especially at Christmas

And I don't believe those who say

Young people like me deserve a turning point

Young people like me deserve a turning point

And I don't believe those who say

Especially at Christmas

Its everyone for themselves

The truth is

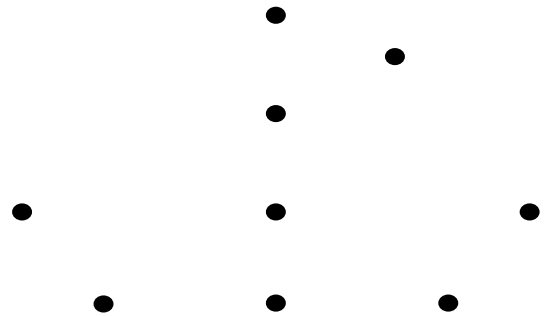
I have a future

And I don't think for a second

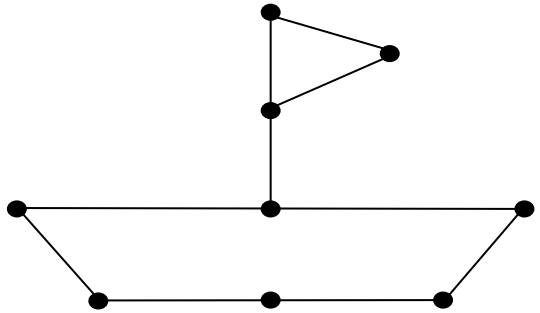
I am hopeless

This interconnectivity through data will drive *real* outcomes

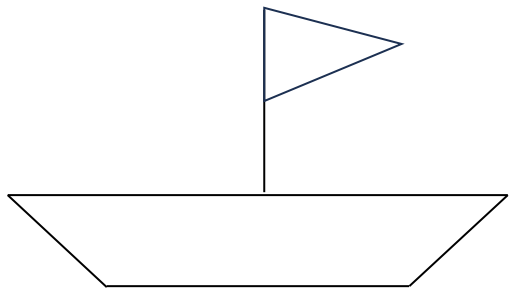
Join the Dots
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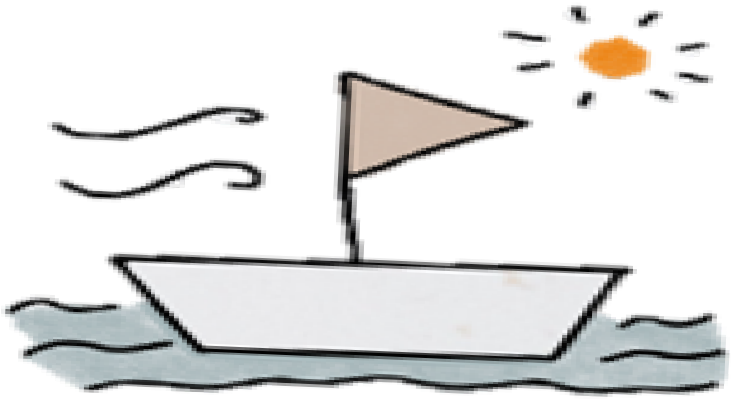
Data



Insights



Strategy



Outcomes



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KSS
AIR AMBULANCE CHARITY
KENT SURREY SUSSEX

KSS

Choppers don’t come cheap

- The total amount raised stands at an astonishing **£1.9m**
- **13,948** people donated
- **6,368** people have donated for the first time
- More than **2,100** have donated £100 or more to have their name on the helicopter
- The media campaign reached around **360m** across the globe

The client: Able & Cole

An online grocer that delivers organic, sustainable, and ethical food to homes across the UK.

Channel	Sector	Product
Letterbox	D2C	Sales

164%

increase in RR% in areas with communities

18%

increase in AOV

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RESULTS

The Herdify factor

Source		Control							Herdify						
	Quarter	Sales	rr%	Deliveries	AV Deliveries	Income	AOV	CPA	Sales	RR%	deliveries	AV Deliveries	Income	AOV	CPA
Source 1	**Total**	**827**	**3.44%**	**4.29**	**3,549**	**£144,988.00**	**£175.32**	**£10.97**	**1,132**	**4.70%**	**4.33**	**4,898**	**£194,400.00**	**£171.73**	**£8.02**
	Qtr1	286	1.19%	1.81	519	£17,544.00	£61.34	£31.72	391	1.63%	2.05	801	£25,952.00	£66.37	£23.21
	Qtr1	383	1.59%	4.11	1,575	£64,895.00	£169.44	£23.69	526	2.19%	4.44	2,334	£97,733.00	£185.80	£17.25
	Qtr3	158	0.66%	9.21	1,455	£62,549.00	£395.88	£3.17	215	0.89%	8.20	1,763	£70,715.00	£328.91	£2.33
Source 2	**Total**	**53**	**3.99%**	**3.49**	**185**	**£8,151.00**	**£153.79**	**£10.74**	**80**	**6.02%**	**4.80**	**384**	**£14,838.00**	**£185.48**	**£7.11**
	Qtr1	15	1.13%	1.47	22	£390.00	£26.00	£4.23	29	2.18%	1.62	47	£1,541.00	£53.14	£2.19
	Qtr2	26	1.96%	3.23	84	£3,335.00	£128.27	£2.44	34	2.56%	5.03	171	£6,240.00	£183.53	£1.87
	Qtr3	12	0.90%	6.58	79	£4,426.00	£368.83	£3.22	17	1.28%	9.76	166	£7,057.00	£415.12	£2.27
Source 3	**Total**	**19**	**2.35%**	**3.32**	**63**	**£1,917.00**	**£100.89**	**£18.02**	**59**	**7.31%**	**3.53**	**208**	**£6,526.00**	**£110.61**	**£5.80**
	Qtr1	8	0.99%	2.25	18	£526.00	£65.75	£2.36	22	2.73%	1.55	34	£1,647.00	£74.86	£0.86
	Qtr2	8	0.99%	2.00	16	£584.00	£73.00	£2.36	30	3.72%	3.57	107	£3,171.00	£105.70	£0.63
	Qtr3	3	0.37%	9.67	29	£807.00	£269.00	£20.11	7	0.87%	9.57	67	£1,708.00	£244.00	£8.62
Source 4	**Total**	**86**	**3.33%**	**5.36**	**461**	**£16,925.00**	**£196.80**	**£12.73**	**207**	**8.02%**	**3.99**	**826**	**£42,400.00**	**£204.83**	**£5.29**
	Qtr1	34	1.32%	2.21	75	£2,420.00	£71.18	£2.88	82	3.18%	1.72	141	£4,320.00	£52.68	£1.19
	Qtr2	34	1.32%	5.71	194	£8,090.00	£237.94	£2.88	85	3.29%	3.96	337	£16,820.00	£197.88	£1.15
	Qtr3	18	0.70%	10.67	192	£6,415.00	£356.39	£8.62	40	1.55%	8.70	348	£21,260.00	£531.50	£3.88
Source 5	**Total**	**124**	**3.03%**	**3.64**	**451**	**£20,921.00**	**£168.72**	**£12.27**	**211**	**5.16%**	**5.16**	**1,089**	**£56,628.00**	**£268.38**	**£7.21**
	Qtr1	50	1.22%	1.80	90	£3,386.00	£67.72	£3.59	81	1.98%	2.06	167	£6,882.00	£84.96	£2.22
	Qtr2	50	1.22%	3.68	184	£7,796.00	£155.92	£3.59	79	1.93%	5.57	440	£22,514.00	£284.99	£2.27
	Qtr3	24	0.59%	7.38	177	£9,739.00	£405.79	£3.52	51	1.25%	9.45	482	£27,232.00	£533.96	£1.66

Sustainability matters

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In a survey conducted by business consultancy Yonder Consulting in September 2023:

8/10
said charities have **a responsibility** to be environmentally sustainable

8/10
said environmental sustainability is important for a charity when carrying out its **core purpose activities**

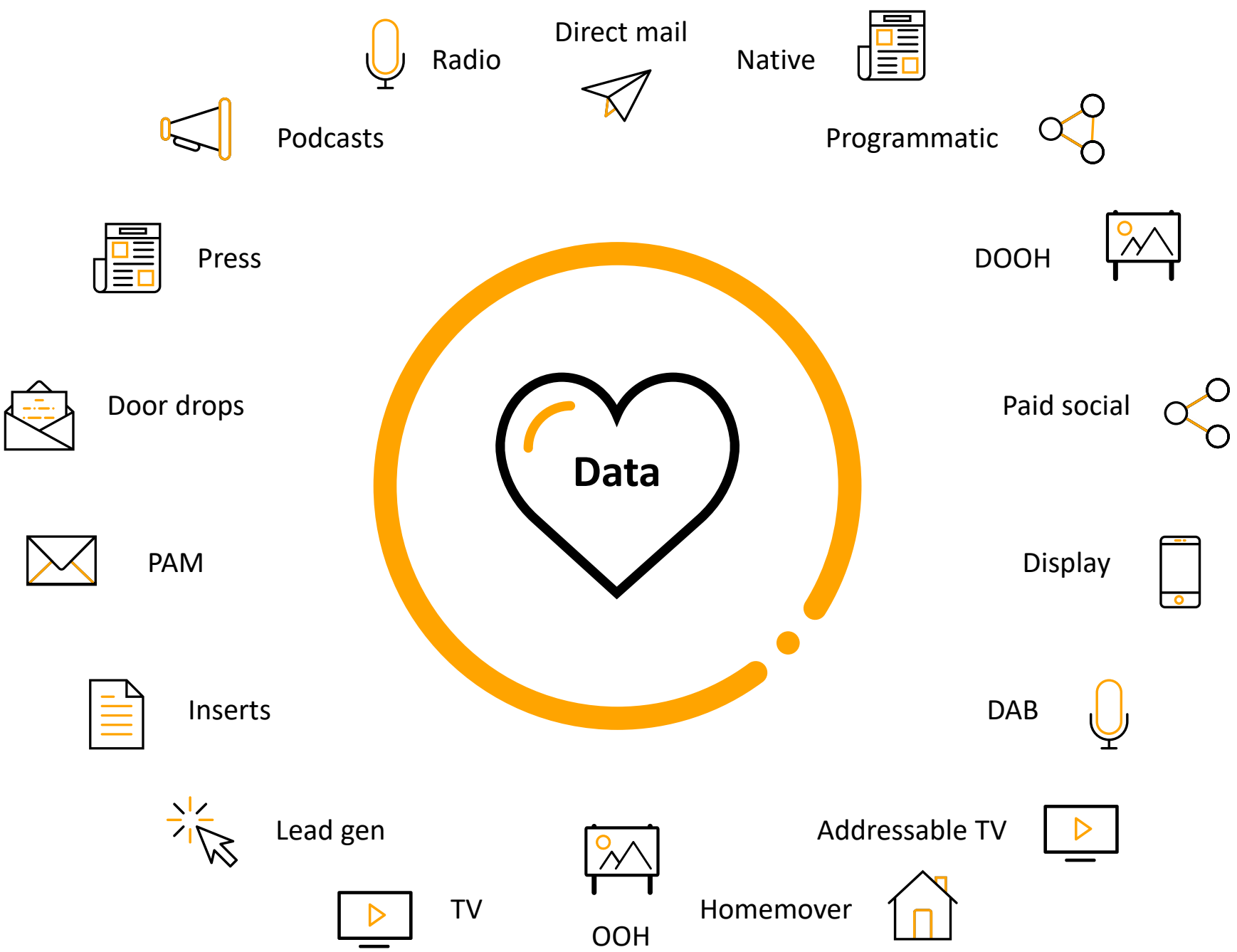
4/10
said they would be **more likely to donate to a charity** if they heard that it invested funds into operating more sustainably

8/10
said that environmental sustainability is important for a charity **when running it's shops, events and fundraising**

When it comes to volume versus precision, precision is the sustainable choice.

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Join the Dots to put data at the heart of your planning



insights to further optimise results

Each solution can also be used independently without seeding the panel

1. JICMAIL Mail Media Metrics **+ CREATIVE**

Which mail creative executions resonate with your audience and why?

2. JICMAIL Mail Media Metrics **+ AUDIENCE**

What new acquisition audiences can you uncover and how receptive will they be to mail?

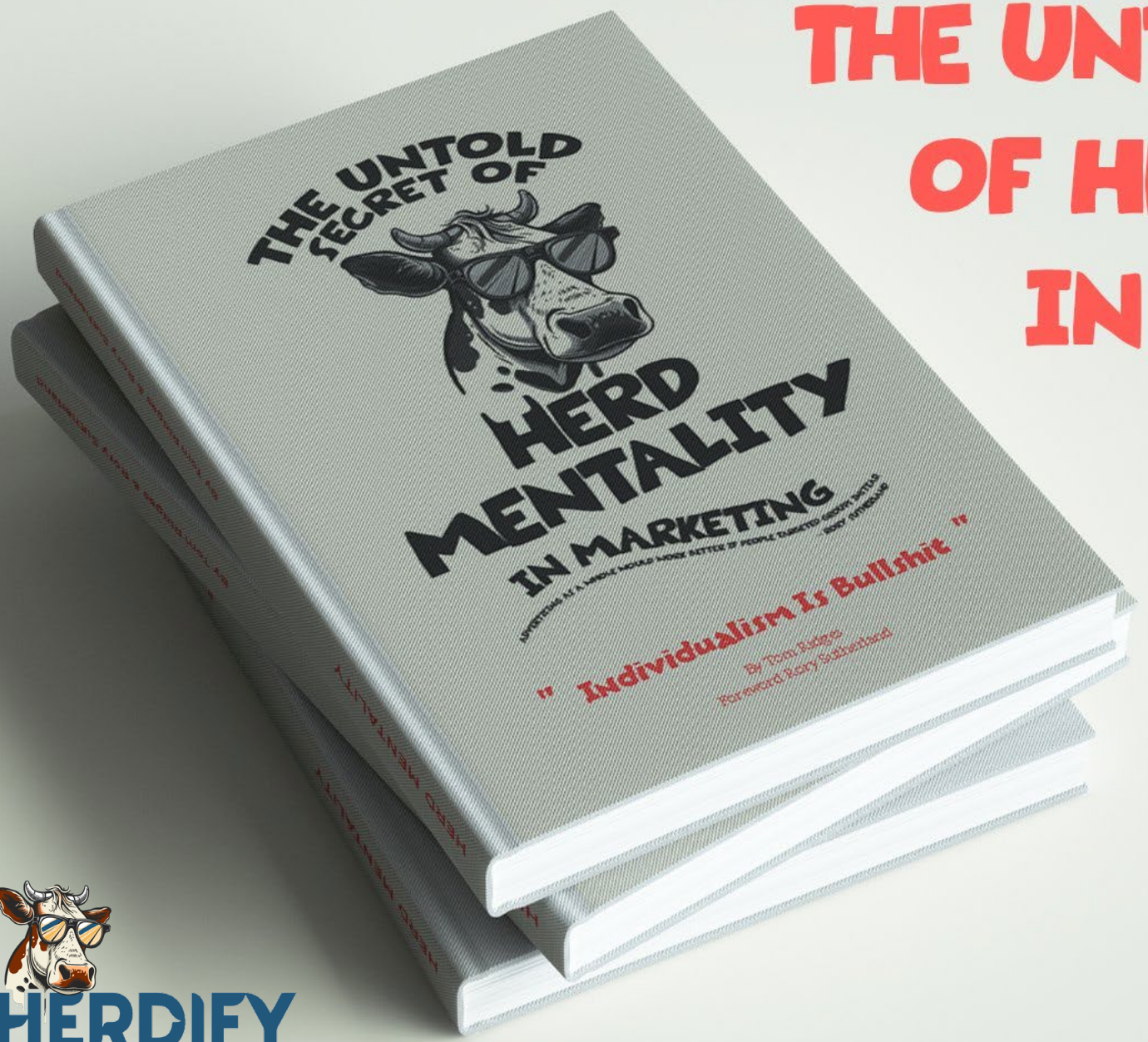
3. JICMAIL Mail Media Metrics **+ ATTRIBUTION**

What does the mail channel contribute to a multi-channel campaign in terms of effective outcomes?

Selecting the test and learn measurement solution for you

What / How are you measuring?	JICMAIL+	(JICMAIL+) Creative	(JICMAIL+) Audience	(JICMAIL+) Attribution
Optimising Creative?	●	●		●
Optimising Targeting?	●		●	●
Pre-testing Campaign?	●	●		
Testing Live Campaign?	●		●	●
Existing Customers?	●	●	●	●
New Customers?	●	●	●	●
Addressed Mail / Business Mail	●	●	●	●
Door Drops / Partially Addressed	●	●	●	●
Potential Measurement Partners	JICMAIL Mail Media Metrics, KANTAR	RAM Research and Analysis of Media, KANTAR	HERDIFY, paperplanes, STARCOUNT	UniFida, m

THE UNTOLD SECRET OF HERD MENTALITY IN MARKETING



"Individualism is bullshit"

By Tom Ridges

Forewored by Rory Sutherland

HERDIFY



Thank you

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HERDIFY

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