

METRIC	WHY IT IS IMPORTANT	WHERE TO GET IT
REACH		
Subscriber Growth	Increased Opportunity to interact with the public.	Account Performance Report
Total Number of Bulletins Sent	Shows overall activity.	Account Performance Report
Total Emails Sent	Shows reach of communication, number of times audience is "touched".	Account Performance Report
Text Messaging Volume	Shows reach of other communication strategies.	Account Performance Report
Overlay Subscriber Growth	Shows the overall effectiveness of your overlay at growing your digital audience	Account Performance Report
Featured Topic Subscriber Growth	Are you effectively growing your subscriber base through the Network with featured topics?	Compare Topic/Category Report and Featured Network Topics
ENGAGE		
Clicks and Open Rates	Does this content inspire people to click or open? Does this content capture your audience's interest?	Bulletin Analytics Report
Popular Bulletins by Total Opens	Does what captures your audience's interest align with what you are trying to promote?	Bulletin Analytics Report
Engagement Rate	Opens + Clicks. This shows the effectiveness of your campaigns.	Account Performance Report
Subscriptions per Subscriber	Shows citizen engagement across topics. Subscribers with more subscriptions show a broader impact.	Account Performance Report
Number of Bulletins Sent to the Topic with the highest number of subscribers	Does your citizen interest align with your communication goals?	Topic Category Report
CONVERT		
Total Number of Clicks	This shows that the audience is no longer passive, but involving themselves with the content.	Bulletin Analytics Report
Popular Bulletins by Total Clicks	How does this compare to your communication goals? Use popular bulletins to increase citizen involvement.	Bulletin Analytics Report
Number of clicks compared with Bulletin Design	Are design elements in your bulletins driving audience involvement? Leverage design elements with high involvement for repeated success.	Bulletin Analytics Report
Total and Unique Clicks by Bulletin Link	Identify the specific bulletin links driving citizen involvement.	Bulletin Links Report
DRIVING OUTCOMES		

Monitor opens and clicks data for specific bulletin calls to action to reliably track downstream outcomes. Combine this data with internal and open data to build a 360-degree view of customer engagement. While each agency is unique, most have access to many supplementary datasets that can help tie engagement to overall outcomes. If your communication goal was to reach 90% of the citizens in your city, correlating open US Census data with subscriber growth can help prove that you successfully reached your goal. Publish this combined, actionable data to influence communication decisions. Report these findings to key stakeholders as proof of the impact of your communications.