

2017 GRANICUS BENCHMARK REPORT

Insights for Mapping an
Effective Digital Strategy

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Introduction

Benchmarking in the Public Sector

Across all levels of the public sector, organizations are faced with unprecedented realities. With limited budgets or a lack of specialized staff, public sector employees are also met with the rising expectation to accomplish more every year – whether it’s providing life-saving information, building stronger bridges or reducing poverty levels, to name a few.

Unlike the private sector, these vital outcomes are not measured by revenue generated – they are measured by lives impacted. Regardless, in today’s digital landscape, the public sector is still held to the same high standard when it comes to making meaningful connections with its customers (aka citizens) and driving them to action. For both the private and public sectors, audience engagement is essential to their missions and must be guided by world-class marketing tactics in order to be truly successful.

Engagement rate tracks your most active audience members (those who clicked or opened an email) over a period of 90 days.

This is why Granicus produced the first-ever *Benchmark Report in 2016* – to help guide the public sector’s communications tactics and compare digital engagement metrics with the very best communicators in government. The goal was to help the public sector answer the

questions: How are we doing, and what can we do in order to perform even better?

This year’s Benchmark Report is no different. It is Granicus’ mission to support the important work that government organizations do each day. The 2017 benchmark metrics are meant to guide organizations as they explore new tactics and tools for connecting with citizens.

The Value of Email in Government

A majority of this report is focused on monitoring and measuring email metrics for a few important reasons. First (and most importantly), email is still the most highly effective tactic used to drive a large audience to action. Even the *private sector agrees*: Email has the greatest return on investment for marketers and is not going extinct anytime soon. In government, this means that email is more likely to assist in converting citizens to action, which translates to impacting more lives.

Second, one of the greatest value-adds of email marketing is helping government reach an authentic audience, or citizens who raise their hand and opt in to receive messages. Giving an audience a choice to connect is empowering, and has been proven to be one of the *strongest* sustainers of real change.

Lastly, email has the greatest chance of reaching an audience of any other platform. In the private sector, companies are able to focus on the bottom line or the overall revenue generated by marketing efforts. Large companies don't need to expand to rural or low-income communities because they are driven by profit – that is their focus. By contrast, government organizations are responsible for all citizens in all places. And with over [240 million email users in the U.S.](#), email accounts for nearly 90 percent of all internet users and nearly 74 percent of the population.

Remember: Email is simply the most comprehensive form of communication, and can help both large and small organizations accomplish their outcomes.

This doesn't mean that other tactics like text messaging or SMS can't be extremely powerful depending on the strategy. In the last year, government organizations sent 275 million text messages through the [GovDelivery Communications Cloud](#) with powerful reminders, transportation alerts, surveys and more.



DID YOU KNOW?

Another important portal to connect with citizens is your website. Granicus' [CivicaCMS](#) platform has launched over 300 of them in the last 20 years. Did you know that the median website page views of organizations using [CivicaCMS](#) is 151,921 per month?

Key Takeaways and Highlights

The 2017 Granicus Benchmark Report was published in order to help government organizations measure, monitor, and improve outcomes. Having the right metrics enables the public sector to determine which digital strategies should be updated or changed in order to improve key digital outcomes.



Data from June 2016 to June 2017



Data from 3,000 public sector organizations



1.4M+ emails sent to 9.8B addresses



Activity among 267M citizen subscribers



Median Subscriptions Per Subscriber went up by 2.7



Median Engagement Rate went down by 8%

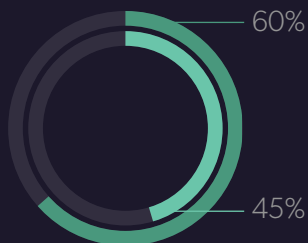


Top 20% Overlay Rate went up by 980%

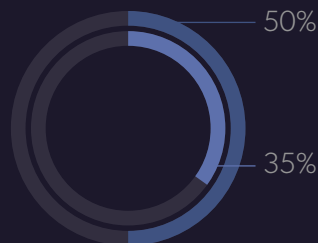
Median Top 20% Median Top 20% Median Top 20% Small Medium Large



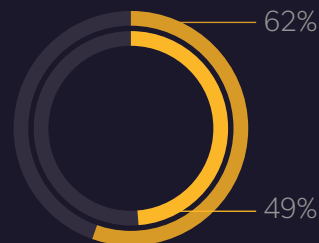
ENGAGEMENT RATE



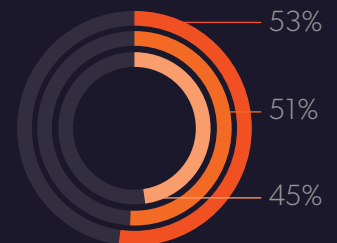
2017 Overall Granicus Email Benchmarks



Highlights for Federal Government



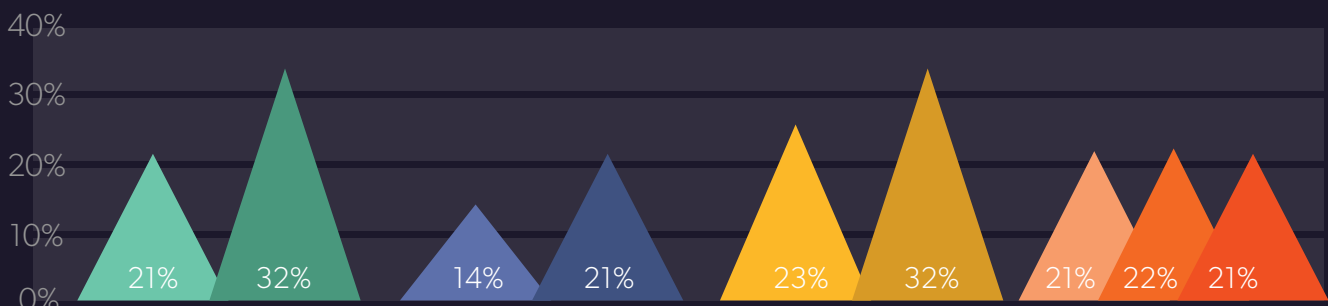
Highlights for State & Local Government



Highlights by Granicus Admin Size



OPEN RATE



2017 Overall Granicus Email Benchmarks

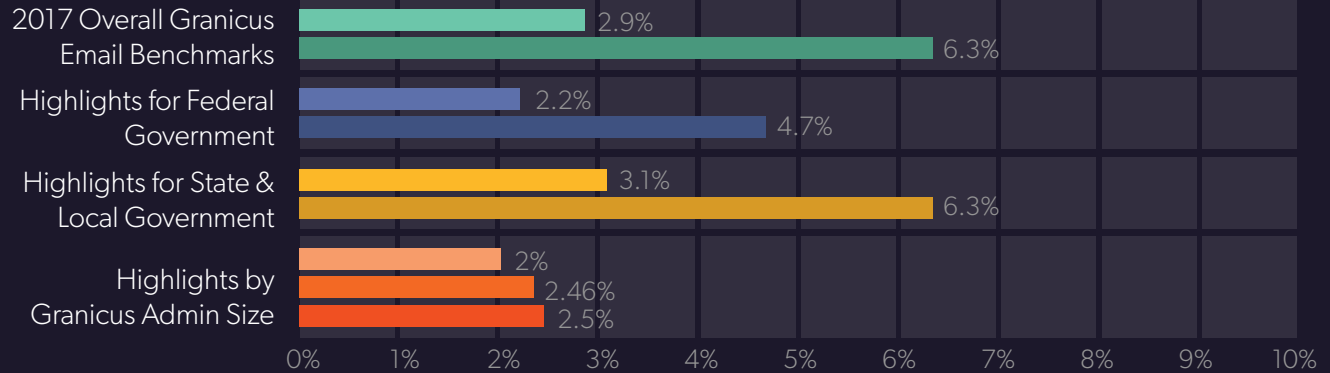
Highlights for Federal Government

Highlights for State & Local Government

Highlights by Granicus Admin Size



CLICK RATE



SUBSCRIPTION PER SUBSCRIBER

2017 Overall Granicus Email Benchmarks



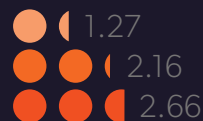
Highlights for Federal Government



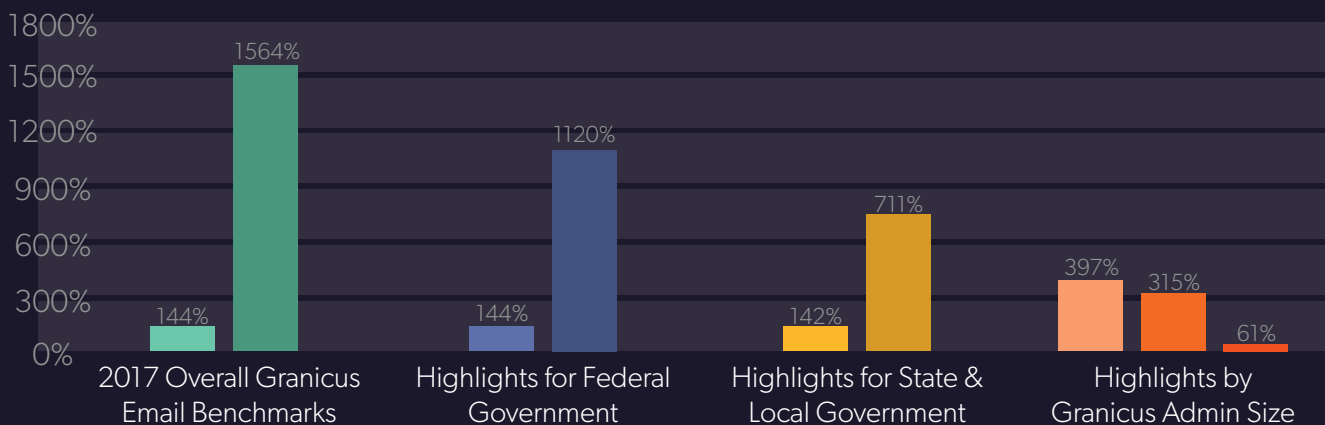
Highlights for State & Local Government



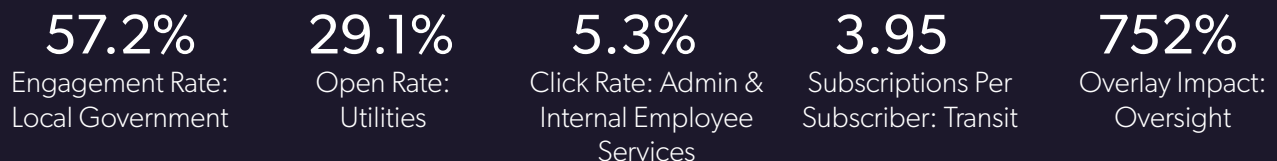
Highlights by Granicus Admin Size



OVERLAY IMPACT



TOP 5 MEDIAN BENCHMARKS BY VERTICAL



Comparing Sectors

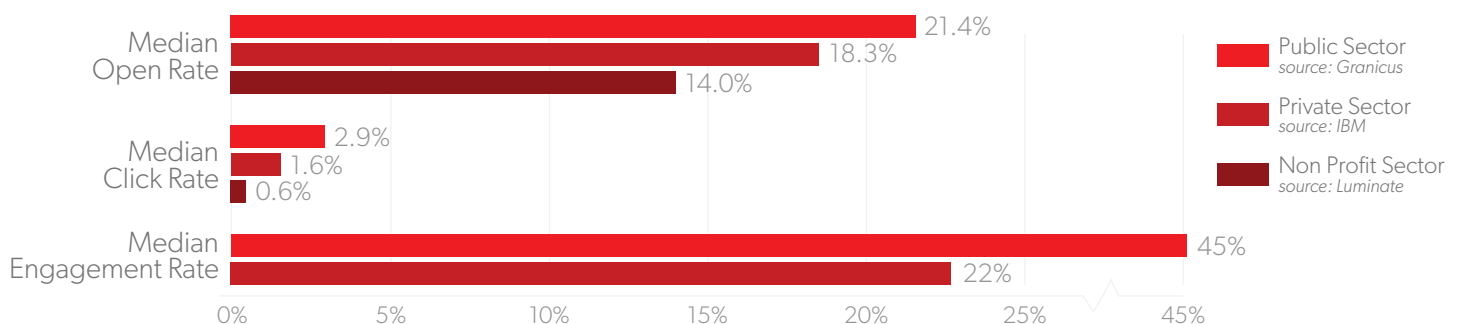
Comparing Public Sector Benchmarks to Other Sectors

When using benchmarking data to compare your organization to your peers in government, it is helpful to understand the larger context of email metrics – particularly those in the private and nonprofit sectors.

For years, benchmarking metrics have been used in the private and nonprofit sectors to help inform and guide digital engagement strategies. It wasn't until [Granicus' 2016 Benchmark Report](#) that the public sector had data solely dedicated to how government is communicating across verticals.

Again this year, Granicus' benchmarking data highlights a compelling story in the world of government communications. When standard median metrics, including open rate, click rate, and engagement rate are compared across the public, private and nonprofit sectors, it is clear that government messages are being opened, clicked on and engaged with more than other industries.

EXAMPLES FROM LEADING PRIVATE- AND NON-PROFIT-SECTOR INDUSTRY REPORTS:



When using benchmarking data to compare your organization to your peers in government, a helpful exercise to understand the larger context of email metrics – particularly those in the private and nonprofit sectors.

This data emphasizes the value of email communications in government, and its effectiveness at reaching citizens. As a source of timely and relevant information – from providing local flu shot information to foreign policy details – public-sector communications continues to see strong acknowledgment from citizens in the form of strong benchmark metrics and even outperforms private- and nonprofit-sector metrics.

The GovDelivery Network

This year's data also highlights the importance of the GovDelivery Network, which is a strong contributing factor to the higher metrics. Organizations that leverage the GovDelivery Communications Cloud are automatically connected to the 150 million citizens within the GovDelivery Network, which allows these citizens who subscribe to updates from one organization to be offered sign-up options from related government organizations as a final step in the sign-up process.

The [GovDelivery Network](#) leads to greater access to subscribers and authentic audience members than any other platform, which is represented in the higher benchmark metrics for government compared with other industries.

500%+

As a direct result of participating in the GovDelivery Network, organizations are seeing a 500 percent or more increase in their subscriber base.

Top Trends

Top Digital Communications Trends for 2017

Each year, Granicus asks government employees for their take on challenges, opportunities and trends for the coming year in two reports: the [Public Sector Digital Communications Trends Report](#) and the [State of the Clerk Report](#). According to both annual reports, the top challenge in government continues to be lack of resources, or budgetary constraints.

Government communicators are content marketers. Over 50 percent of responses in the Public Sector Digital Communications Trends Report indicated that the No. 1 digital communications priority for the public sector in 2017 will be to increase engagement with content.

At the same time, there are still great opportunities ahead – primarily, according to the Public Sector Digital Communications Trends Report, by engaging citizens with content.

For more guidance on content marketing in government, be sure to download the recent piece [A Guide to Content Marketing in the Public Sector](#) published by Granicus. This guide highlights the top five types of content in the public sector, including email and newsletter bulletins. See the trending tags from 2017 to the chart to the right.

Benchmarking for Success

How will government communicators measure success in 2017? By measuring digital engagement metrics, according to 40 percent of responses in the Public Sector Digital Communications Trends Report. This is why the annual Granicus Benchmark Report is the perfect complement to this year's primary government trend of engaging citizens with content and the intent to measure success by monitoring metrics. This Benchmark Report provides the metrics you need in order to measure, monitor and report out on success in the coming year.

Success in 2017 will be measured by digital engagement metrics. Forty percent of respondents in the Public Sector Digital Communications Trends Report said success in 2017 will be measured by digital engagement metrics.



2017 TOP TRENDING BULLETIN TAGS

- ① Current Job Opportunities
- ② Life Insurance Benefits
- ③ DNR License
- ④ Text Messaging
- ⑤ School Nutrition Programs
- ⑥ Regulatory Environment
- ⑦ New License Plate
- ⑧ Smart Phone
- ⑨ New Traffic Signals
- ⑩ Household Waste Recycling

The Data

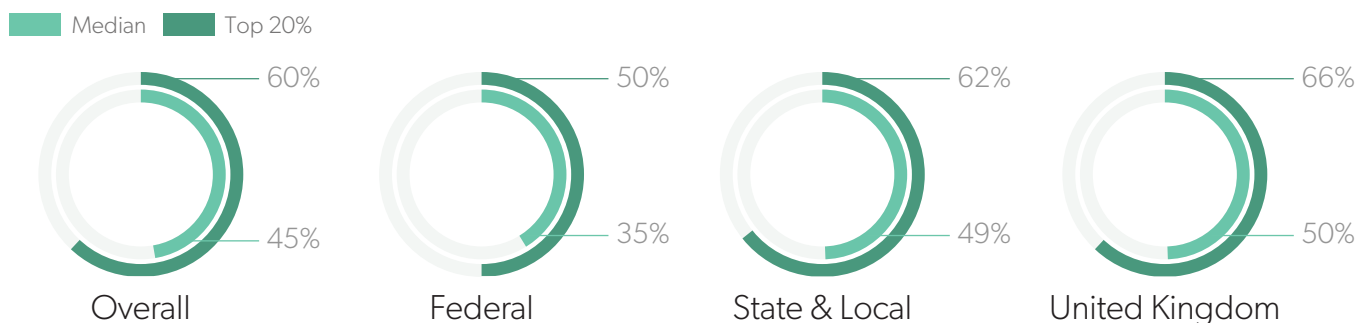
Benchmark 1: Engagement Rate

Engagement rate is one of the most important metrics to measure and monitor consistently, as it can provide great insight into how a strategy is working over a longer period of time.

Engagement rate tracks your most active audience members (those who clicked or opened an email) over a period of 90 days.

Granicus calculates this metric by taking the number of unique email recipients who opened an email or clicked on a link in an email over a period of 90 days, and labeling those individuals as “engaged.” That number is then divided by the total number of email recipients who received an email during that time period. If the rate holds steady or improves while the total reach grows, an organization typically sees improving impact of digital communications over time.

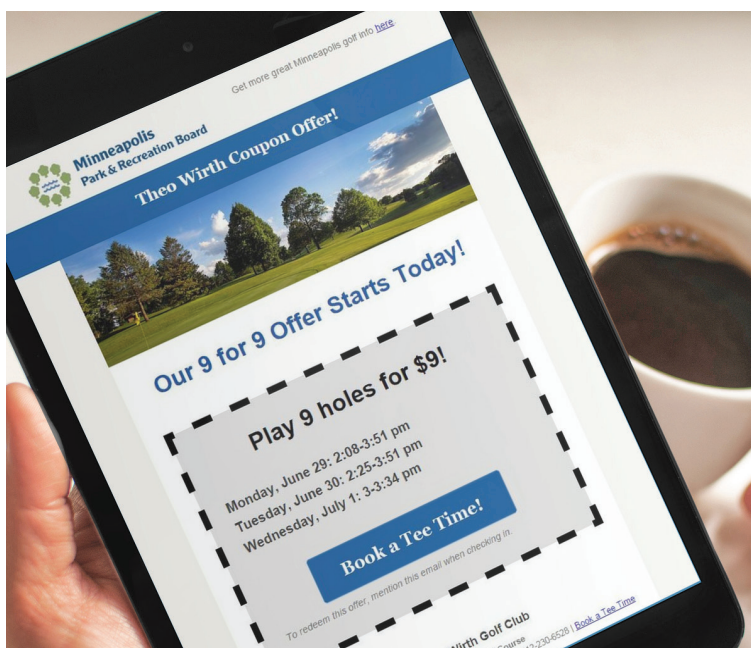
ENGAGEMENT RATE OVERVIEW



ENGAGEMENT EXAMPLE

Why We Love it:

- The message is targeted at a specific audience.
- Content is short, but meaningful and impactful.
- Images are used in balance with other interesting elements.



TIPS FOR IMPROVING ENGAGEMENT RATE



Utilize the Three “Ts”

A strong engagement rate effectively balances the three Ts: tone, timing and targeting. Finding the right tone for your message, coupled with sending your message at the right time to the right audience is a recipe for success.



Test What Works

The best way to improve engagement is to use basic testing functionality or to invest in GovDelivery’s [Advanced Package for Communications Cloud](#) to further streamline [A/B testing](#) (a method of comparing two versions of an email to see which performs better). This allows you to see what most moves the needle in engagement.



Balance Imagery With a Strong Subject Line

Because engagement rate measures both open and click rates over a period of time, having a strong subject line in addition to a relatable image in the header can lead to higher engagement rates over time. Looking for guidance on best subject line words to use? Check out this [blog on Granicus.com](#) with five recommendations.



Keep it Short

As word counts go up, readership goes down. Messages should be brief, scan-able and high-level, with trackable links offering access to more detail.



Target Your Messages

Whether it’s an alert to renew a license or a reminder to pay a bill, one-to-one messaging is critical to the transactional functions of governments at every level. Granicus’ [Targeted Messaging Service \(TMS\)](#) allows millions of personalized messages to be sent at once so our organization can deliver and track transactional emails and SMS messages.

ADDITIONAL RESOURCES

Looking to take your engagement to the next level? Dive deeper with this recent webinar, [20 Tips to Boost Engagement](#), that covers everything from email best practices to integration with Customer Relationship Management Systems (CRM).

The Data

Benchmark 2: Open Rate

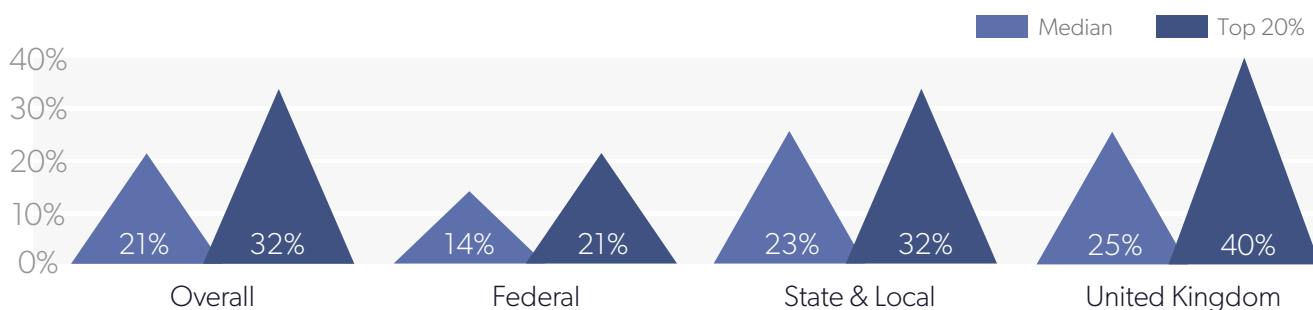
Open rate is best used to understand the effectiveness of two similar messages when comparing over time or in a side-by-side test to determine which approaches work best for the message and target audience. One of the most telling attributes to a strong open rate is the subject line or the “hook” the captures your audience’s attention. Of course, other factors

Open rate is the number of recipients who opened an email compared to the number who received it.

are attributed to strong open rates like sender information, time of day, quality of the contact list and many other factors.

Although open rates should be built in to internal tracking reports as a data point for every government digital communications engagement strategy, do not base critical communication strategy decisions on this metric alone. It’s important to keep in mind that open rates are not a comprehensive metric. They don’t always capture all opens due to images not being downloaded in HTML emails.

OPEN RATE OVERVIEW

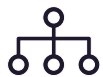


OPEN RATE EXAMPLE

Why We Love it:

- The content is formatted to make it visually interesting to the reader.
- Similar content is grouped and organized to make it easier to get to important details.
- Stories are condensed to their most meaningful elements, and linked out to websites.

TIPS FOR IMPROVING OPEN RATE



Segment Your Audience

The most effective way to increase open rates is to understand your readers. Do you know what they care about? If so, maximize the power of Granicus' list segmentation that allows readers to receive the information they truly care about.



Time Your Message With a Hook

Personalize your content to people's location, community, an actual event or things happening now in people's lives. This gives them a reason to open your email.



Keep Your Subject Line Simple

Generally, good subject lines include a call to action and are under 54 characters. The best way to find what works is to A/B test several subject lines for a single email.



Personalize Using a Name

Test sending high-priority messages (those that are more marketing-oriented than informationally oriented) from an individual sender such as "Director Jane Smith, Department." People are much more likely to open a message from an individual than from an organization.



Consider Bundling Non-Critical Emails

If frequency is exceeding two messages per day per individual, look for opportunities to bundle messages into one email. You could also consider turning groups of information into weekly or monthly newsletters.

ADDITIONAL RESOURCES

Looking for inspiration on your next email? Check out the latest [12 Awesome Emails](#) guide that has real-life examples of strong government messages.

The Data

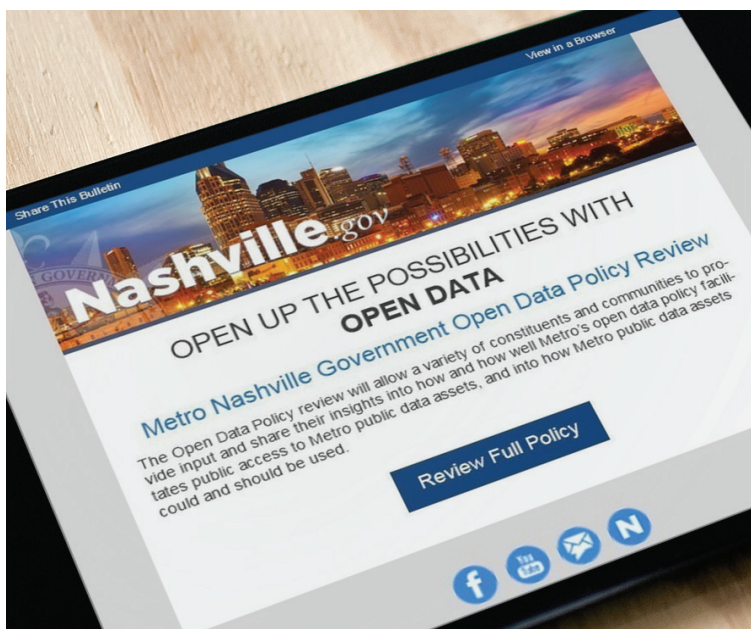
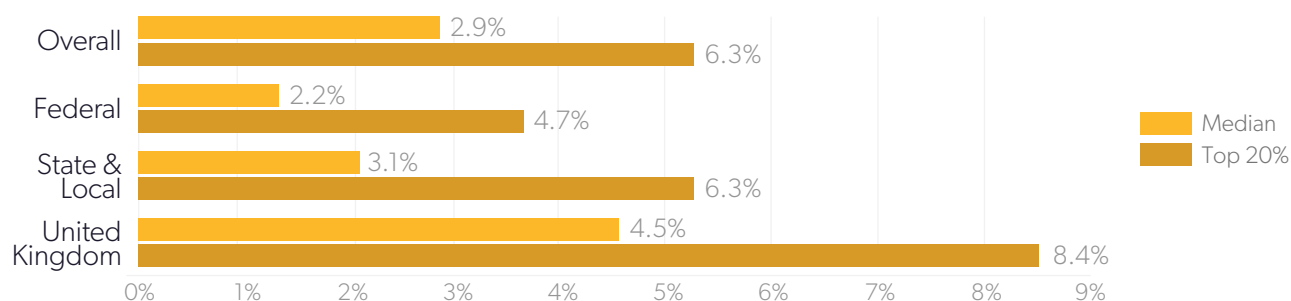
Benchmark 3: Click Rate

The click rate of an email is a more revealing metric than open rate for several reasons. Most often (including how it is measured in this report), click rate refers to the measurement of recipient action of an email message. Click rates represent the number of recipients who clicked on at least one clickable feature within an email, divided by the total number who received the message.

Click rate is the number of recipients who clicked on an email compared to the total number who received it.

Most emails are designed to encourage an action or drive a recipient to a piece of content on your website. For this reason, click rates can be an excellent metric for determining which messages prompt action and which need to be refined. Because many public-sector emails are solely informational, however, and don't require any link clicks — say, an email alerting residents to a snow emergency or weather advisory — click rates are not always an accurate means of determining whether a message has reached its intended audience. Messages of this nature also tend to be urgent, so they may not be going out at an ideal time of the day for optimizing click performance.

CLICK RATE OVERVIEW



CLICK RATE EXAMPLE

Why We Love it:

- The banner image puts the agency in a positive light and encourages trust in the brand.
- The message is condensed to give the most meaning to the audience.
- The call to action button stands out and is obviously the action the reader is meant to take.

TIPS FOR IMPROVING CLICK RATE



Keep an Eye on Total Clicks

Click rates will rarely be through the roof, but a large and growing subscriber base combined with stable or improving click rates will position your digital communications effort to make a growing impact over time.



Test Your Call to Action

The more opportunities your audience has to click, the higher your click rate will go. Consider testing your call to action location – maybe it's in the header, a few links within the copy and one at the footer – to see which works best for your audience.



Make it Easy

Focus your audience's attention with streamlined content and an immediate call to action right up front. Try using a colored button to highlight your primary call to action. It's more tempting to click a big colorful button than to hover over and follow a hyperlink.



Don't Forget Your Hero Image

It's becoming increasingly common for organizations to hyperlink a hero image (or a header image) at the top of the email. Think strategically about which hyperlink you want your audience to be directed to, and track its success along the way.



Get Even More Insight

Agencies that use the GovDelivery Communications Cloud see a 10-point increase in their average opens and click rates. You might explore diving deeper into the data with [Advanced Analytics](#), which can give you greater insight into the metrics that matter to your organization when it comes to improving your outcomes.

ADDITIONAL RESOURCES

Are you looking to simplify your messaging? Granicus' [Plain Language Playbook](#) emphasizes that simpler messages put through the plain language process have a greater chance of making an impact.

The Data

Benchmark 4: Subscriptions Per Subscriber

One of the greatest value-adds of prompting email subscriptions is enabling government to reach an authentic audience. Citizens who raise their hand, ask to hear from you and opt in to receive your messages, are incredibly valuable to your efforts. Giving your audience a choice is empowering, and has been proven to be one of the strongest indicators of real change.

Subscription Per Subscriber is calculated by dividing total subscriptions signed up for by total subscribers.

Whether you've recently launched a digital communications platform or have been sending digital communications for years, organizing and monitoring subscriptions for subscribers can be a great metric to monitor and gauge the level of interest in your communications.

The subscriptions per subscriber metric is also an effective way for government organizations to measure the success of this re-engagement and work to broaden the number of topics on which an organization can reach more people.

SUBSCRIPTIONS PER SUBSCRIBER OVERVIEW

Overall



Federal



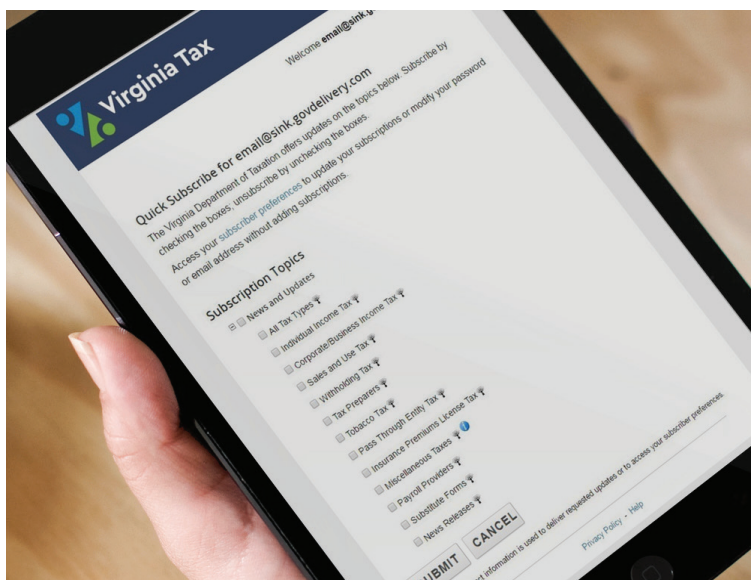
State & Local



United Kingdom



● Median
● Top 20%



SUBSCRIPTIONS PER SUBSCRIBER EXAMPLE

Why We Love it:

- Proper use of white space makes content easier to read.
- Simple banner with flat color background is a key element of modern design tactics.
- A neutral background centers the focus on the main content.

TIPS FOR IMPROVING SUBSCRIPTIONS PER SUBSCRIBER

Re-Connect With New Topics



By using Granicus' default templates for receiving new subscribers, you will automatically offer many topics to each new subscriber. Subscribers who signed up to receive emails for the first time within the last two months are also the most likely to sign up to be on additional email lists if invited to do so. Re-connect on a regular basis with these audiences and remind them of additional content they could receive.

Send a Welcome Message



Welcome messages often have strong open and click rates because your audience is new and you have their attention. Take the opportunity to send a welcome message offering more subscription options.

Identify Opportunities



Connect internally or with other agencies locally to identify cross-promotional opportunities like events or external content that could include a pitch for signing up for your lists. For example, it may seem like Departments of Natural Resources and Departments of Transportation have few topics in common, but some organizations are seeing the opportunity to cross-promote for driving safety tips during deer season or on the way to a deer opener. You may be surprised at the number of opportunities.

Organize Subscription Lists by Group



When bundling your subscription topics, it is a best practice to group them by topic in a user's mind. For example, Veterans Information or Paying for College.

ADDITIONAL RESOURCES

Are you looking for creative ways to engage citizens? Download the recent guide [7 Steps to Better Digital Engagement](#) to learn more.

The Data

Benchmark 5: Overlay Impact

An overlay is a clean, understated light window box that allows organizations to capture contact information from website visitors, so that you can connect with them later and encourage them to visit a park, inform them of a policy, download a report, or register for an event.

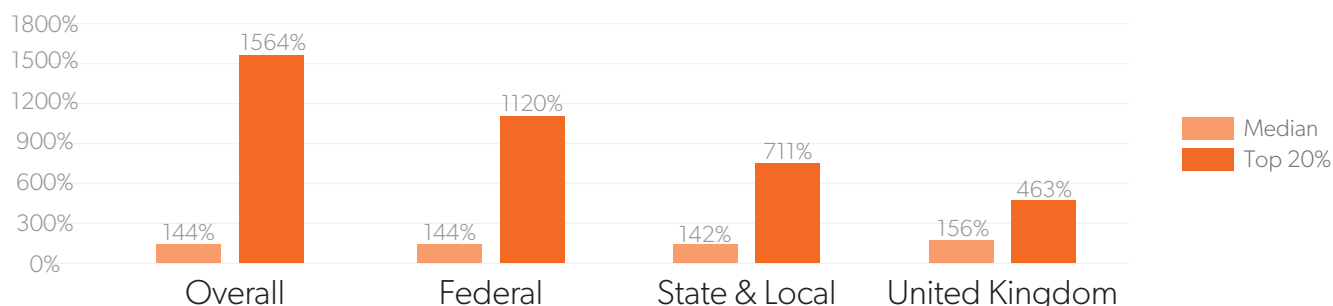
Overlays appear for first-time or repeat visitors on a webpage that prompts an action. Often, overlays subscribe the visitor to an email list.

Overlays are proving to be the fastest and most effective method for growing a digital

audience, capable of achieving a 150 percent to 1,500 percent increase in the number of people who elect to hear from an organization every day, driving up reach, which is one of the most important metrics.

For organizations worried about visitors being bothered by overlays, know that there are many sophisticated ways to prevent that from happening. For example, when setting up an overlay, you can control the settings so if a visitor closes an overlay or fills in their information, they never see it again.

OVERLAY IMPACT OVERVIEW



OVERLAY EXAMPLE

Why We Love it:

- Content is designated for the single purpose of getting interested visitors to subscribe.
- Information is clear on what the subscriber is signing up for.
- Is an overlay for a particular topic, so the branding is specific to the target audience.

TIPS FOR IMPROVING OVERLAY IMPACT



Just Try it

If you aren't using an overlay now, you may want to consider implementing one on your website's most visited web pages. Implementing an overlay is an easy step toward better impact and conversion of website visitors.



Start With Something Simple

Overlays should be simple, unobtrusive and appear right away when a visitor arrives on the website in multiple locations. When considering an overlay, simple is the best way to start.



Display One Step at a Time

If you are using your overlay to gather more information, and the process is multi-step, make sure your overlay only displays one step at a time. This can reduce subscription fatigue, where a subscriber sees a large number of fields to submit and abandons the sign up form before they have submitted it.



Explain

Go into detail about what your audience will receive if they sign up. Useful text could be "Connect with us!" or "Be the first to know" or "Sign up to receive our premium content."



Transition Quickly

Once signed up with an overlay, direct users to a customizable topic list for building your audience. Users will feel more empowered if they sign up for select information, and will ensure they receive information they want.

ADDITIONAL RESOURCES

Are you looking for more examples of what an overlay looks like? Visit the recent Granicus Blog [4 Types of Overlays That Can Have a Huge Impact](#) to learn more.

Next Steps

Conclusion: The Importance of Monitoring Metrics

Metrics are vitally important to helping organizations at all levels of government optimize outreach and engagement efforts. But to get the most from such intelligence, it is critical to first understand which metrics are most important to the public sector and why, as well as how your organization stacks up against industry averages.

1

Focus on Building an Authentic Reach

The high volume of communication that Granicus organizations generate every day supports the recommendation that public sector communication efforts should focus on boosting their overall authentic reach and have capacity to connect with even more citizens on a regular basis. The strong value emphasized by high metrics (especially compared to private- and nonprofit-sector benchmarks) underscores the enormous impact that government can have on the citizen experience by getting messages to as many people as possible.

2

Consider Additional Platforms for Connecting

In addition to providing information via email, governmental organizations should also be considering other digital solutions based on where your audience is connecting. Consider leveraging other platforms in addition to your website or content management system. Depending on your strategy, that might be exploring interactive text messaging or webcasting your public meetings. No matter the strategy, make sure that analyzing metrics is a regular part of your annual planning.

3

Use the Benchmark Report Regularly

Granicus hopes this benchmark report provided new clarification and insights that you can apply toward making sustainable improvements to your email programs, and can support your work in transforming the citizen experience at your organization. Make sure to use benchmarking metrics regularly in your strategic planning for connecting with citizens, and have designated checkpoints to revisit the benchmark report in order to monitor how tactics are working.

4

Connect With a Granicus Expert

Are you unsure where to start in using benchmark metrics to enhance your strategies? Connect with us! Our client success consultants would love to walk you through your metrics and dive deeper into actions to take in the coming year. The best way to set up a meeting is to email us at info@granicus.com.

ADDITIONAL RESOURCES

A Guide to Content Marketing in the Public Sector

Until recently, content marketing was seen as a “nice to have” in government. The public sector is now understanding the value that content marketing can have on reaching, engaging, and converting citizens to action. [Download this guide](#) to learn what content marketing is and how to create and execute a strategy.

Your Government Content Calendar Template

[Download this guide](#) to help you through the first stages of planning a strategy, all the way to publishing a full year’s worth of content. This guide includes calendar templates to facilitate your content planning, a cheat sheet of important metrics you should track to gauge engagement, and questions for developing your plan.

The Ultimate Guide to an Efficient and Transparent City Hall

[Download this guide](#) to learn how digital solutions can increase the efficiency and transparency of four primary processes that towns, townships, cities, counties and special-purpose local governments share: managing day-to-day operations, optimizing meetings, increasing engagement with citizens and streamlining records management.

3 Ways Small Cities Are Thriving With Automation

For the more than 16,000 municipalities in the U.S. with populations under 10,000 people, there is a familiar motto of doing more with less. [Download this guide](#) for success stories from highly productive small cities using cost-effective automation solutions.



FOLLOW THE GRANICUS BLOG

For the most up-to-date information about how government can use digital solutions to connect with citizens, be sure to follow Granicus’ blog: [Reach the Public](#).

Methodology

About the Data

The metrics in this report are based on annual data and broken out by the nearly 3,000 federal, state, local and transit (SLT) organizations that use Granicus' solutions. A single, overall figure is provided for each U.K. metric. Benchmark metrics measured by vertical (or subsector) can be viewed in the addendum to the report.

Primary Metrics and Definitions

The primary metrics measured in this year's Benchmark Report are open rate, click rate, engagement rate, subscriptions per subscriber and overlay impact. Here are the definitions of the five primary metrics measured



Engagement Rate

The number of unique email recipients who opened an email or clicked on a link in an email over a period of 90 days, then divided by the total number of email recipients who received an email during that time period.



Open Rate

The number of recipients who opened an email compared to the number who received it.



Click Rate

The number of recipients who clicked on an email compared to the total number who received it.



Subscription-Per-Subscriber

The number of topics for which an individual has signed up to receive email updates, calculated by dividing total subscriptions by total subscribers.



Overlay Impact

A small box that appears for first time or repeat visitors on a webpage that prompts an action. Most often, overlays suggest the visitor subscribes for an email list.

Variance by Vertical

In measuring Granicus metrics, the differences across federal, state/local/transit (SLT) and in the U.K. are due to a number of factors. Primarily, federal clients tend to send more notices that do not require immediate action by huge audiences of subscribers, often resulting in lower metrics. This lower engagement with federal government is typically offset by the massive audiences with which they communicate.

Variance by Admin Size

This year's Benchmark Report includes email metrics by number of administrators (admins), or those who have administrator access to the GovDelivery Communications Cloud from within an organization. Most often, the number of administrators with an organization can correlate to number of subscribers (i.e. larger organizations have more administrators). The categories are measured by the following:

Large = 20 or more administrators

Medium = 5-19 administrators

Small = Less than 5 administrators

Monitoring metrics by number of administrators can be helpful when considering the organization's capacity and size when executing a digital communications strategy. For example, the impact of an overlay might be under 75 percent (less than the overall benchmark), but if the organization is large or has many admins that median rate is 61.24 percent - putting the 75 percent overlay impact rate above the median.

ABOUT GRANICUS

Granicus provides technology that empowers government organizations to create better lives for the people they serve. By offering the industry's leading cloud-based solutions for communications, meeting and agenda management, and digital services to more than 3,000 public sector organizations, Granicus helps turn government missions into quantifiable realities. Granicus products connect more than 150 million people, creating a powerful network to enhance government transparency and citizen engagement. By optimizing decision-making processes, Granicus strives to help government realize better outcomes and have a greater impact for the citizens they serve.

Addendum

Benchmark Metrics by Vertical



Admin & Internal Employee Services

Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Overlay Impact	Top 20% Overlay Impact
53.4%	71.1%	28.9%	49.8%	5.3%	9.5%	2.1	3.1	154%	499%



Agriculture

Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Overlay Impact	Top 20% Overlay Impact
53.9%	60.6%	19.5%	32.9%	1.7%	2.9%	3.7	6.2	416%	969%



Courts & Office of Public Defense

Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Overlay Impact	Top 20% Overlay Impact
56.0%	68.4%	25.4%	33.5%	3.7%	13.2%	1.3	3.5	405%	585%



Defense & Veteran Affairs

Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Overlay Impact	Top 20% Overlay Impact
47.7%	58.3%	15.9%	26.4%	1.8%	3.8%	2.1	3.7	485%	1514%



Economic Development

Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Overlay Impact	Top 20% Overlay Impact
47.5%	57.7%	19.9%	29.4%	2.8%	4.5%	2.4	3.9	222%	406%



Education

Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Overlay Impact	Top 20% Overlay Impact
52.5%	59.1%	12.6%	26.8%	0.3%	4.2%	1.85	2.7	403	1277%

1st highest
 2nd highest
 3rd highest



Elected Official

Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Overlay Impact	Top 20% Overlay Impact
46.0%	65.6%	23.1%	31.1%	1.6%	3.6%	1.0	2.0	183%	1527%



Environment & Conservation

Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Overlay Impact	Top 20% Overlay Impact
47.5%	57.2%	22.9%	25.8%	2.7%	5.5%	2.6	3.5	148%	468%



Fish, Game, Parks & Recreation

Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Overlay Impact	Top 20% Overlay Impact
50.1%	57.0%	25.9%	31.9%	3.6%	6.1%	2.8	4.8	405%	571%



Health & Human Services

Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Overlay Impact	Top 20% Overlay Impact
50.4%	57.7%	18.5%	33.1%	2.2%	5.7%	2.2	4.6	157%	577%



History, Arts & Culture

Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber
44.0%	51.0%	17.9%	22.8%	1.6%	6.3%	2.2	2.6



IT & Enterprise Services

Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Overlay Impact	Top 20% Overlay Impact
53.4%	71.0%	22.5%	43.6%	3.4%	5.9%	2.1	3.9	104%	206%

Addendum

Benchmark Metrics by Vertical



Labor & Workforce Development

Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Overlay Impact	Top 20% Overlay Impact
44.3%	54.3%	18.4%	25.6%	2.0%	3.8%	1.6	4.2	130%	416%



Local Government

Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Overlay Impact	Top 20% Overlay Impact
57.2%	67.3%	25.6%	36.1%	3.5%	6.6%	2.4	3.9	131%	415%



Oversight

Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Overlay Impact	Top 20% Overlay Impact
45.3%	53.2%	18.2%	30.3%	2.5%	4.0%	2.4	4.8	752%	1245%



Public Safety

Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Overlay Impact	Top 20% Overlay Impact
51.7%	66.0%	23.4%	34.1%	1.8%	6.0%	1.9	4.1	553%	876%



Regulatory & Standards

Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Overlay Impact	Top 20% Overlay Impact
50.1%	59.2%	22.5%	37.2%	3.3%	7.3%	1.9	4.1	66%	519%



Science & Research

Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Overlay Impact	Top 20% Overlay Impact
38.8%	51.5%	14.9%	20.3%	2.0%	3.7%	2.6	6.3	13%	41%

1st highest
 2nd highest
 3rd highest



Tourism

Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Overlay Impact	Top 20% Overlay Impact
41.7%	44.2%	22.1%	36.0%	3.5%	20.3%	2.2	3.1	181%	889%



Transit

Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Overlay Impact	Top 20% Overlay Impact
52.5%	64.1%	14.1%	19.5%	0.9%	2.8%	4.0	7.5	32%	255%



Transportation

Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Overlay Impact	Top 20% Overlay Impact
52.8%	65.6%	21.9%	27.3%	2.3	4.8%	3.6	8.0	128%	200%



Treasury & Revenue

Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Overlay Impact	Top 20% Overlay Impact
49.3%	61.1%	25.6%	33.0%	3.6%	5.6%	3.0	4.2	259%	779%



Utilities

Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Overlay Impact	Top 20% Overlay Impact
56.7%	62.9%	29.1%	33.1%	2.3%	3.8%	1.7	2.2	428%	1113%



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