



Metrics that Matter:

Tips for Capturing Program Engagement

June 7, 2023

Granicus is Transforming how Government and People Connect Digitally

Serving
the public's
needs &
interests since
1999



Connecting
with
government-
provided
information and
services

Today's Speakers



Adam Van Scoyoc

Practice Lead,
Data & Insights,
Granicus Experience
Group



Danielle Harvie

Sr. Manager, Granicus
Experience Group



Charlotte Lee

Strategic CX & Innovation
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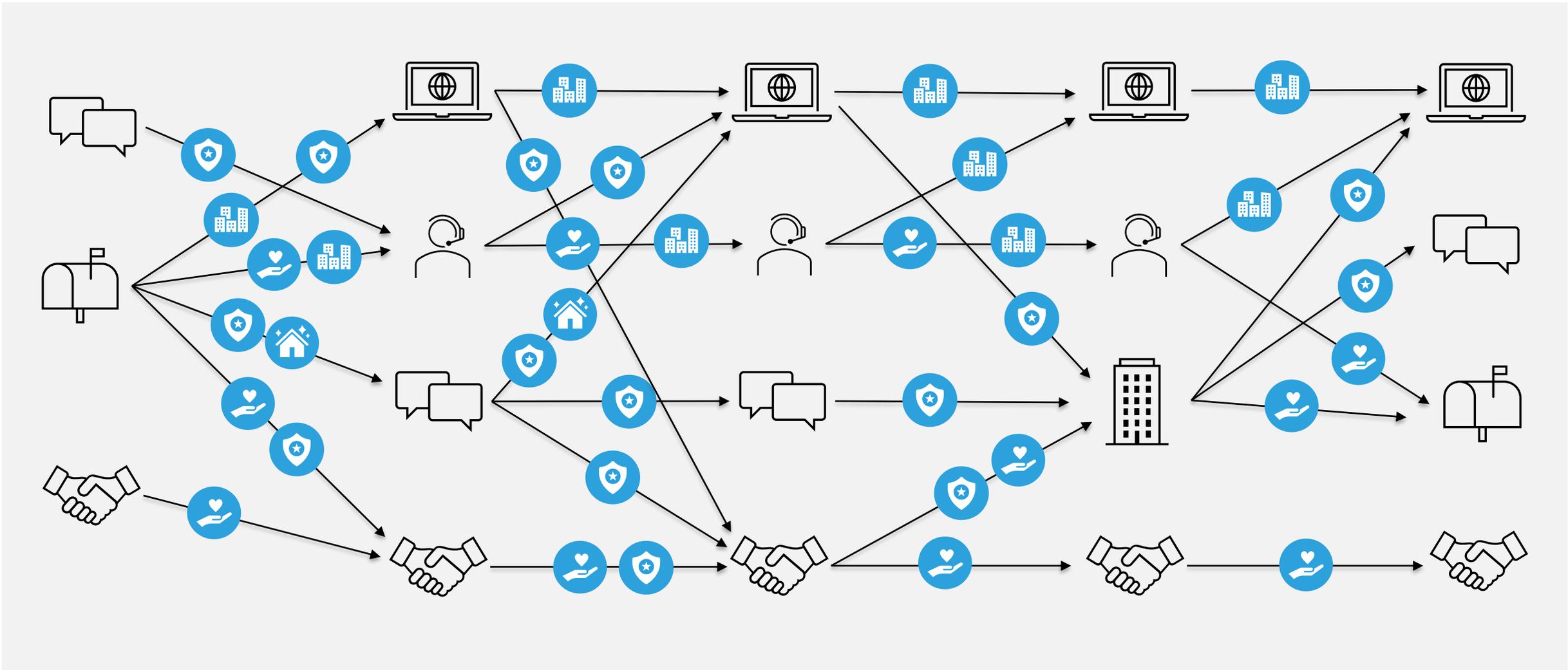


The Federal Government must design and **deliver services** in a manner **that people of all abilities can navigate.**

We must use technology to modernize Government and implement services that are **simple to use, accessible, equitable, protective, transparent** and **responsive** for all people of the United States.

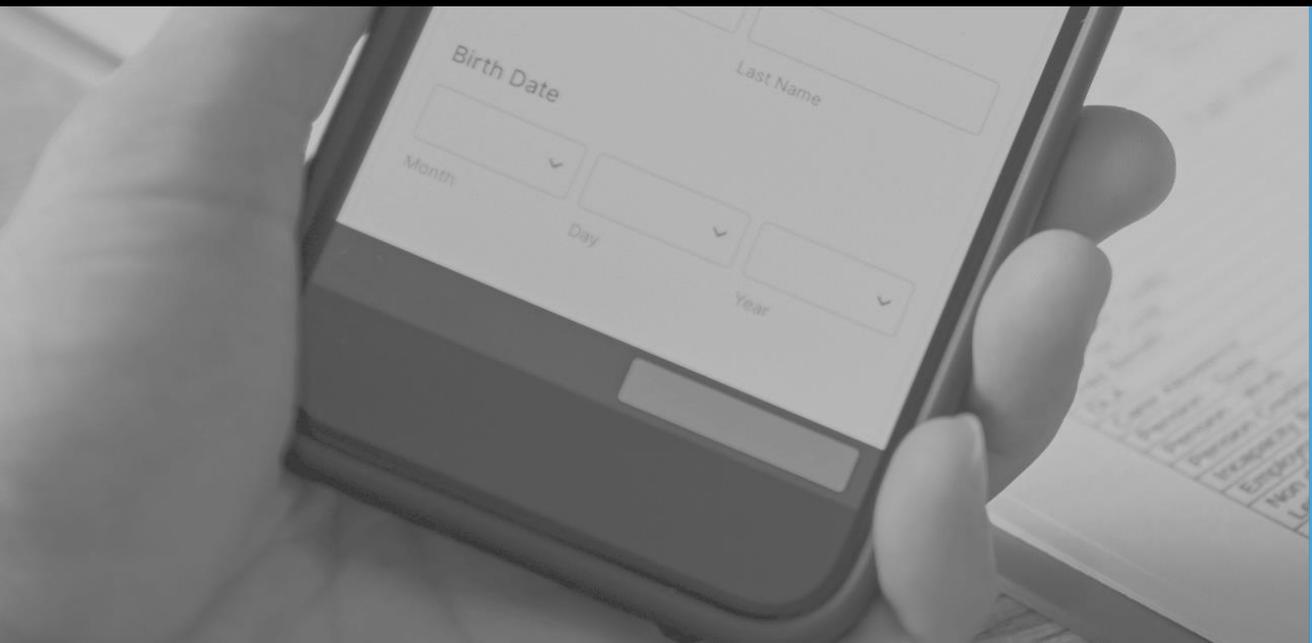
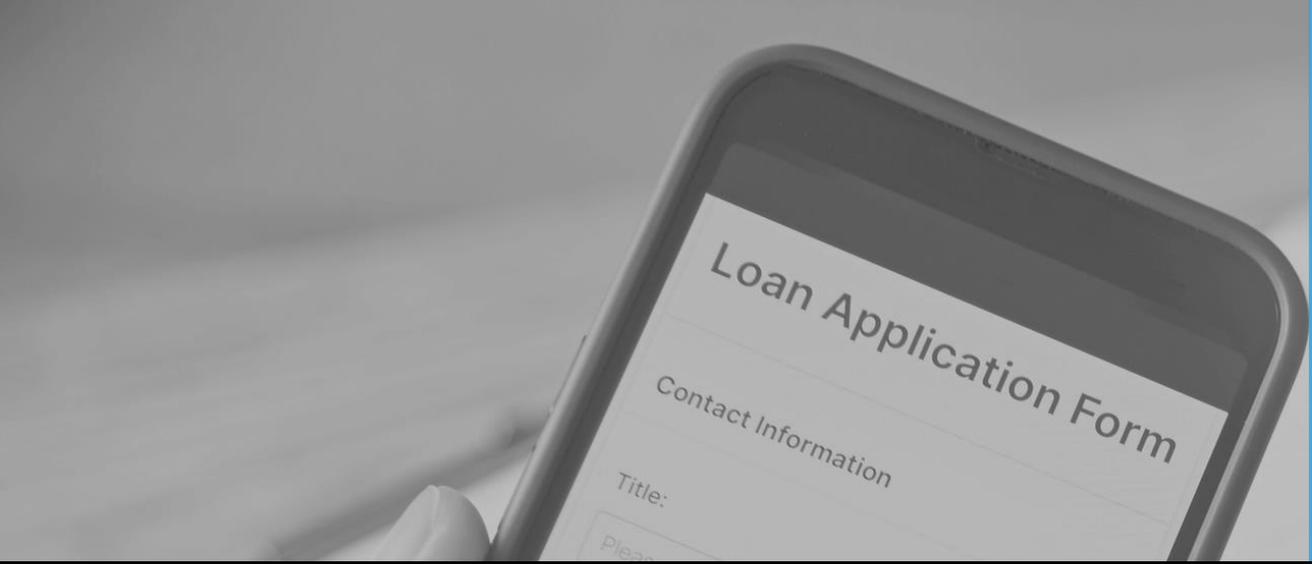


President Joe Biden
Executive Order on Transforming Federal CX and Service Delivery
to Rebuild Trust in Government

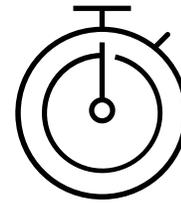


How does this feel?

For government to
guide 8 people to submit
a claim or an application online, they need
6,000 people to be aware
of the program.

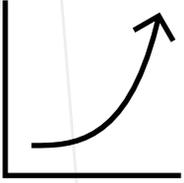


**CONNECT COMMUNICATIONS
WITH EXPERIENCE**



SPEED OF DELIVERY

Don't wait for time-intensive service modernization. Improve experience challenges **now**.



MEASUREMENT & UNDERSTANDING

Leverage treasure trove of data on your subscribers to **benchmark** your:

- ✓ Customer experience
- ✓ Customer understanding
- ✓ DEI&A impact



CONNECT COMMUNICATIONS
WITH EXPERIENCE

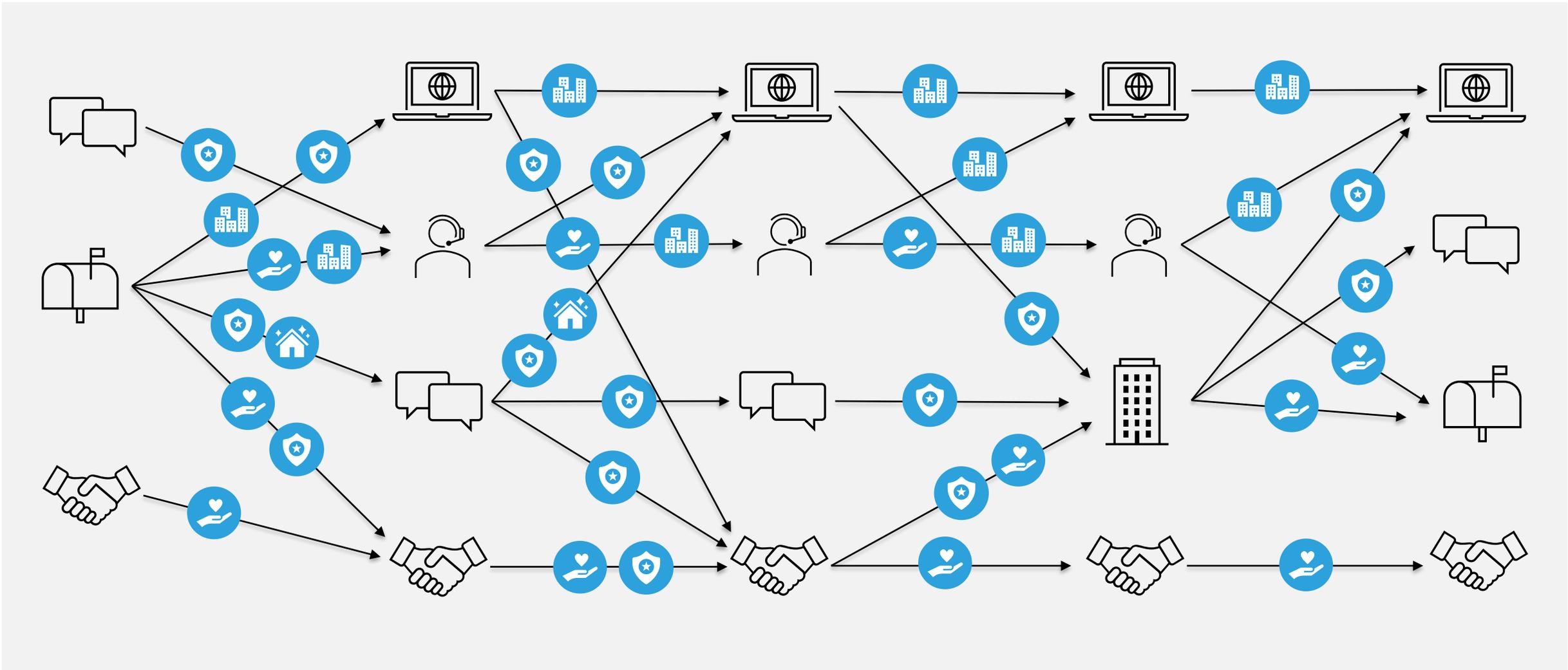
CONNECT COMMUNICATIONS WITH EXPERIENCE



TRANSPARENCY & TRUST

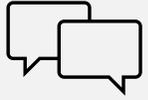
Demonstrate **respect** for your audiences by valuing their time.

Get people what they need when they need it.



So, instead of this ...

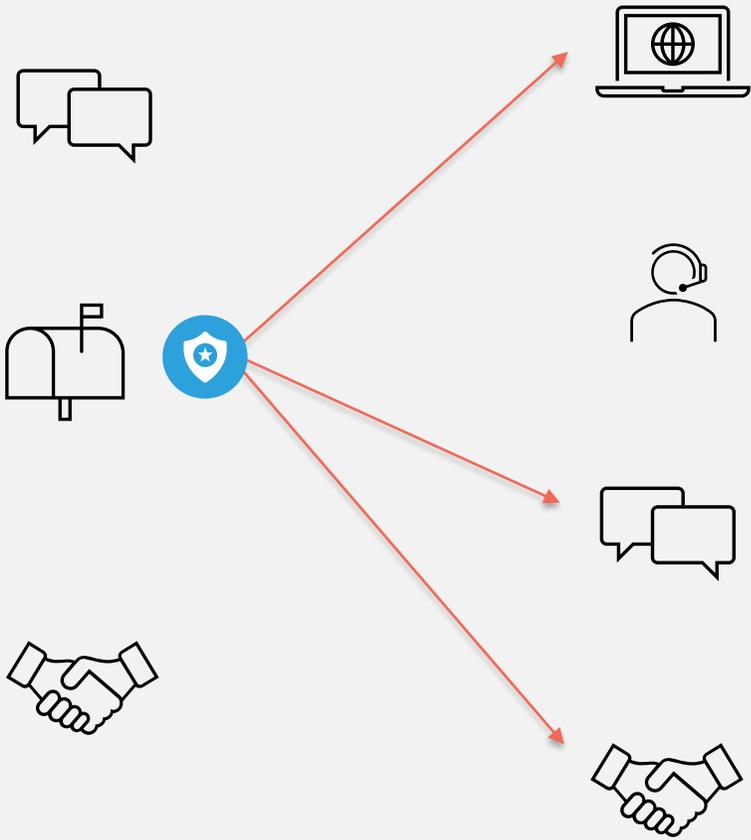
Awareness



Use empathy & data
to guide a multichannel journey

Awareness

Trust & Consider

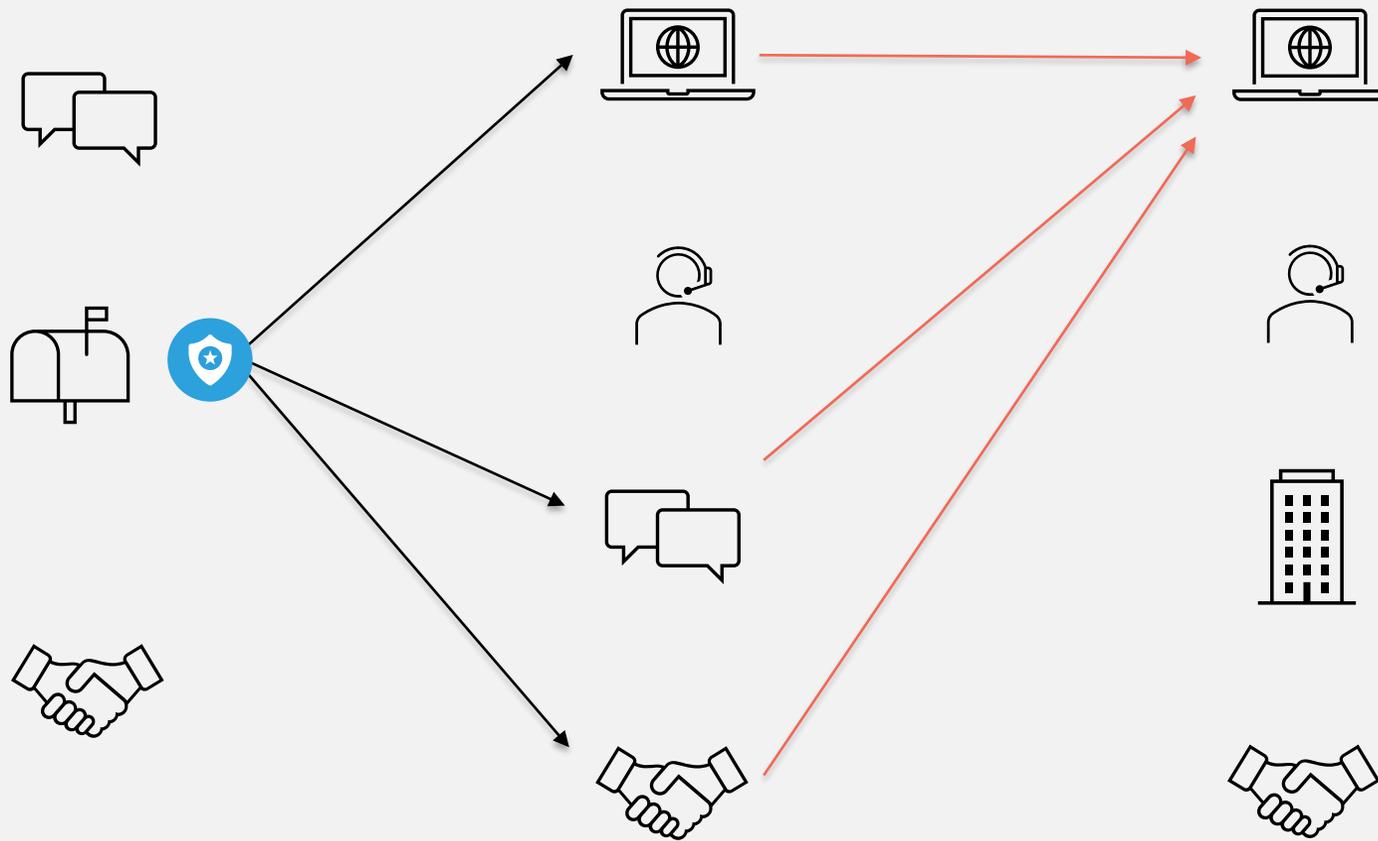


Respected.

Awareness

Trust & Consider

Decision & Action



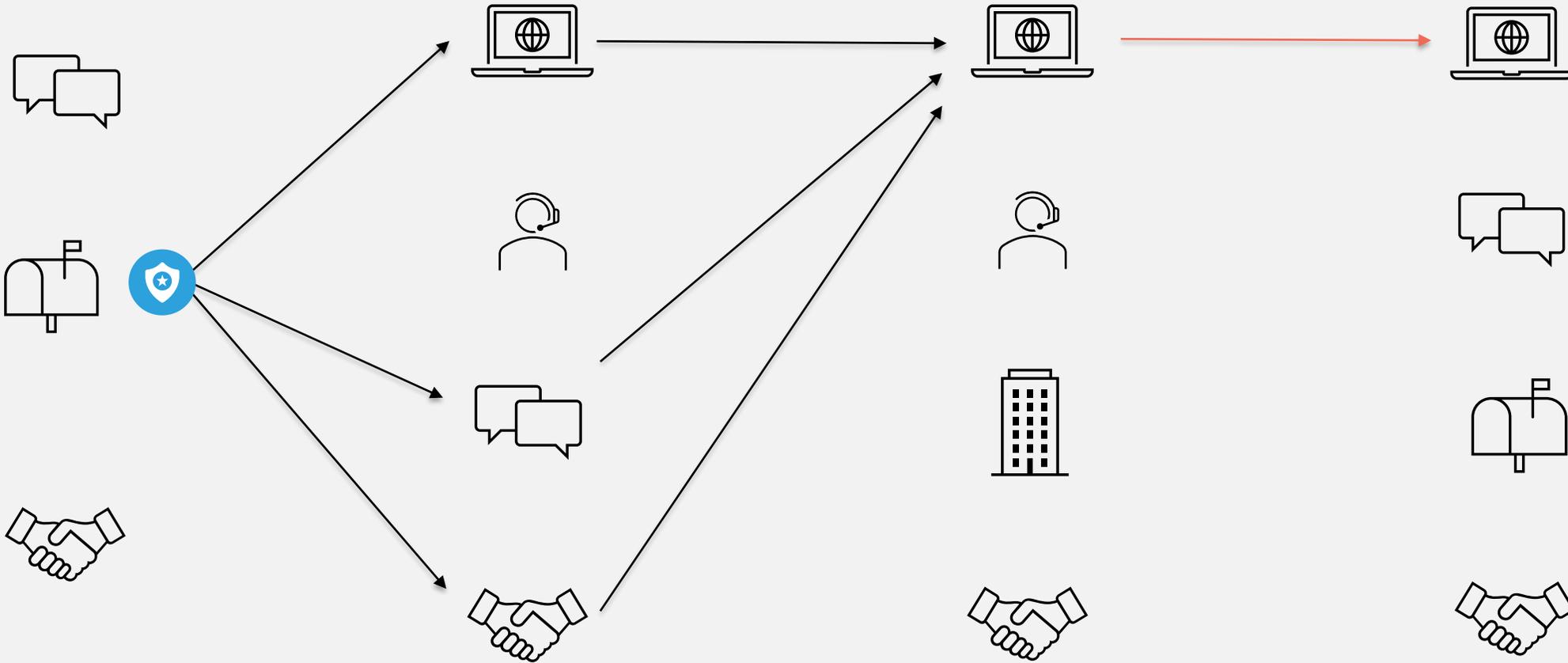
Respected. Remembered.

Awareness

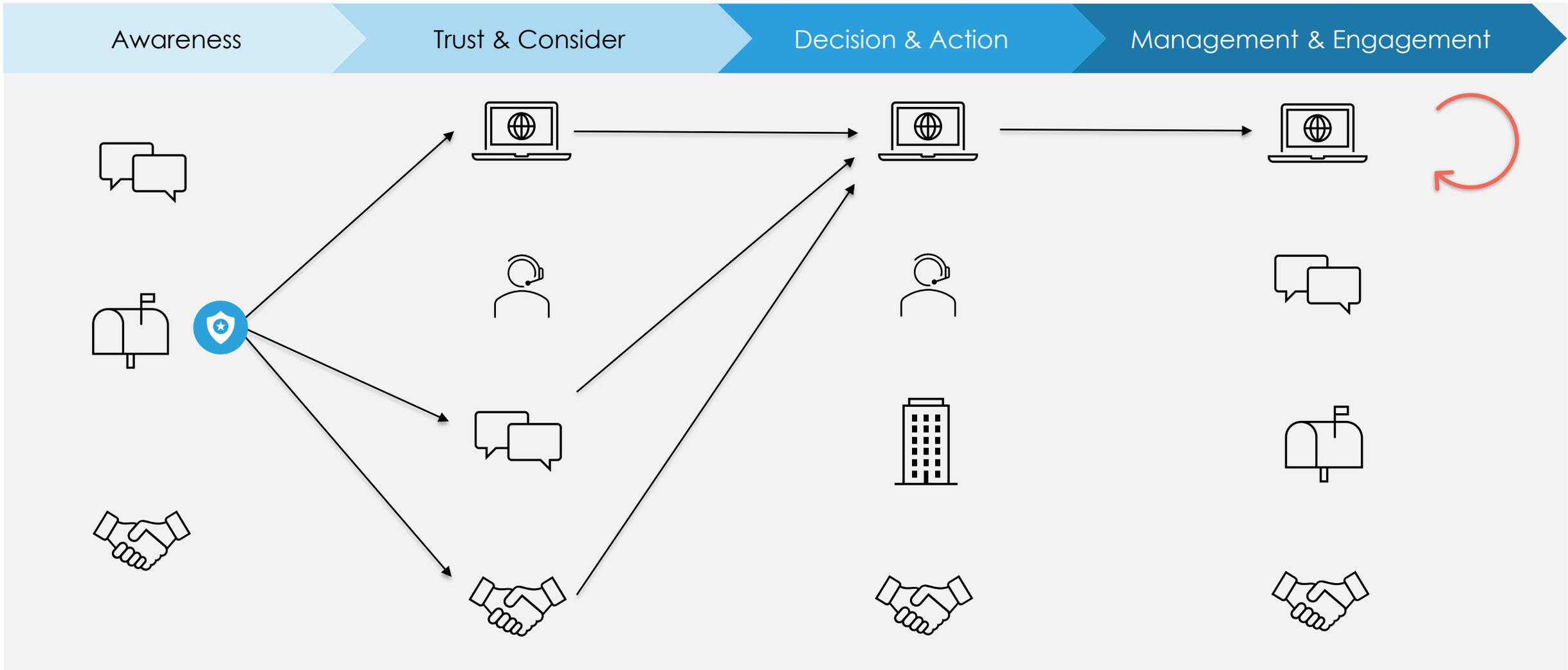
Trust & Consider

Decision & Action

Management & Engagement



Respected. Remembered. Responded to.



Respected. Remembered. Responded to. **Reminded.**

BUILT ON PROVEN APPROACH:

Drive Program Awareness, Adoption & Impact

Our lessons learned from managing millions of journeys for Granicus customers:

1. Raise awareness, build trust, and increase participation of programs
2. Proactively journey map the customer experience to nurture interest and drive participation
3. Provide measurable results that show agency value and CX engagement



HealthCare.gov



Medicare.gov

VA



U.S. Department of Veterans Affairs



Introducing: Connect360

Communications for Transparency — the Cornerstone of Trust

Our **Connect360** solutions provide public sector agencies with **measurable** program outcomes that **build trust**.

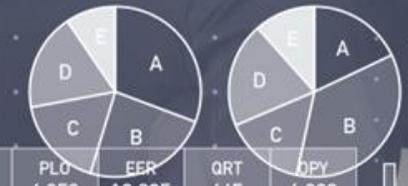
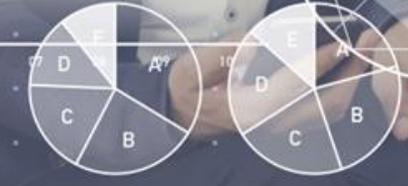
- **Reach constituents** on powerful channels.
- **Increase program awareness** among people who most need support.
- **Enhance digital service delivery** by guiding people through complex processes.





Key Metrics

1.822	10,811,000
3.680	298,510,000
1.062	85,678,000
485	8,359,000
8.569	149,301,000
6.602	102,698,000
890	24,697,000
6.280	76,002,000
2.436	37,000,000



AIU	HJI	WWE	PLD	EER	QRT	DPY
1.822	20,369	890	6,350	10,985	665	6,800
(-35)	(+580)	(-20)	(-200)	(+580)	(-15)	(-115)
MBC	LJH	MJB	PON	NFR	UGH	OMJ
3,605	9,542	2,609	7,654	6,522	1,632	3,652
	(-128)	(+35)	(+169)	(+122)	(-54)	(+182)
			UIT	KLM	CCX	EMH
				502	1,901	3,280
					(-101)	(-120)



Key Email Metrics

Know what to measure for email performance

Deliverability Rate

Percentage of bulletins that successfully delivered to recipients (Bulletins Sent divided by Total Delivered). Includes all email, wireless, and digested message recipients.

Delivered Emails

Total Email Recipients

Unique Email Open Rate

The percentage of email subscribers who received a bulletin and opened it at least once. This is calculated by dividing the number opened by the number of sent emails (including plain-text email subscribers).

Unique Opens

Delivered Emails

Unique Email Click Rate

The frequency with which recipients are clicking unique links in a bulletin. The Click Rate is determined by the number of Unique Bulletin Link Clicks divided by the total number of delivered bulletins.

Unique Link Clicks

Delivered Emails

Total vs. Unique

Unique opens and unique clicks represent the number of times an email was opened or a link was clicked by an individual subscriber. This is often (but not always) more impactful to measure in reporting than total opens and clicks.

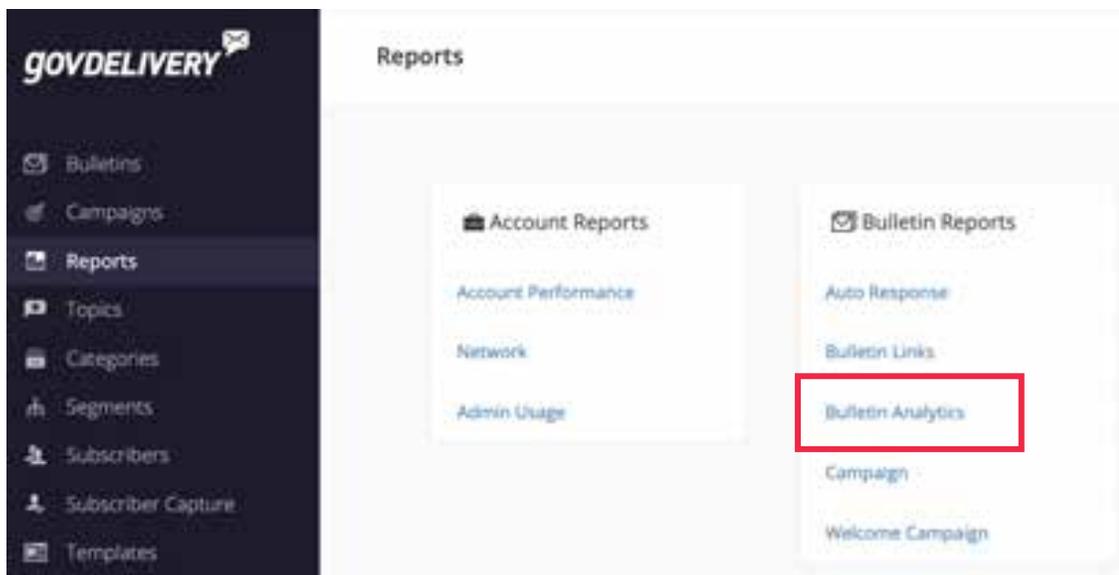


Finding Email Metrics in govDelivery

Know where to look

Bulletin Analytics Report

This report is a complete list of all bulletins sent by your organization with detailed delivery and response tracking metrics. This report shows the impact of your multi-channel communication efforts in a timely manner. You can go beyond just who you communicated with, analyzing who opened, clicked on, and shared your information.



Viewing the Report

1. In the left navigation menu, click **Reports**.
2. Under **Bulletin Reports**, click **Bulletin Analytics**.
3. Select a **Start Date** and an **End Date**.
4. Click **Show Report**.



Key Subscriber Metrics

Know what to measure for subscriber analysis



SUBSCRIBER PROFILES

These refer to the unique users who have signed up for their first topic within your account, creating a new subscriber account. A new subscriber might sign up for multiple topics at once.



SUBSCRIPTION TOPICS

These refer to the number of new topic subscriptions created across all subscribers, old and new. For example, if a new subscriber signed up for two topics, both are counted here. If an existing subscriber added another topic subscription, it is also counted here.



SOURCE OF NEW SUBSCRIBERS

Subscribers can come from several possible sources. It's important to measure if they're coming from your website, lists being uploaded, etc.

Sources in govDelivery:

- Direct
- Overlay
- Signup Builder
- Network
- Upload
- Other
- Deleted



CHANGE IN TOTAL SUBSCRIBERS/ SUBSCRIPTIONS

This number combines all the above data metrics including any added or deleted subscribers and subscriptions to provide a total net growth number.

Key Subscriber Metrics

Know why to measure subscriber data

Depending on the goal of the outreach program, here are some common questions you may have about your subscribers:

- ① Where did subscribers originate?
- ① Which topics (i.e., lists in govDelivery) are people signing up for?
- ① Are subscribers signing up for more than one topic? If so, how many?
- ① How is my subscriber growth rate changing over time?
- ① Which variant of my subscriber capture A/B test is working better to maximize signups?

Finding Email Metrics in govDelivery

Know where to look

Subscriber Activity Report

This report provides comprehensive information regarding subscriber and subscription growth over time.

With these metrics, organizations can monitor trends, identify important sources of subscribers, and observe audience growth. Reports can be printed or exported and shared as a PDF.

Date	Total Subscribers	New Subscribers	Direct Subscribers	Overlay Subscribers	Network Subscribers	Unpaid Subscribers	Dropped Subscribers	Subscriber Change	Subscription Change
09/01/2016	1,194,750	446	274	0	169	1	46	0.037	0.1%
09/02/2016	1,194,750	196	146	0	140	141	161	0.016	0.1%
09/03/2016	1,194,750	167	124	0	129	129	171	0.014	0.1%
09/04/2016	1,194,750	207	114	0	96	0	107	0.017	0.1%
09/05/2016	1,194,750	124	122	0	97	0	164	0.01	0.1%
09/06/2016	1,194,750	249	167	0	112	1374	70	0.021	0.1%
09/07/2016	1,194,750	161	124	0	127	124	107	0.014	0.1%
09/08/2016	1,194,750	441	244	0	196	103	140	0.037	0.1%
09/09/2016	1,194,750	446	311	0	130	81	16	0.037	0.1%
09/10/2016	1,194,750	366	265	0	142	1	144	0.031	0.1%
09/11/2016	1,194,750	120	114	0	114	0	10	0.01	0.1%
09/12/2016	1,194,750	114	114	0	114	0	10	0.009	0.1%
09/13/2016	1,194,750	421	221	0	141	0	140	0.035	0.1%



Viewing the Report

1. In the left navigation menu, click **Reports**.
2. Click **Subscriber Activity**, under the **Subscriber Reports** section.
3. Customize the date range to view specific subscriber activity by typing dates or clicking the calendar icon.
4. Click **Show Report**.

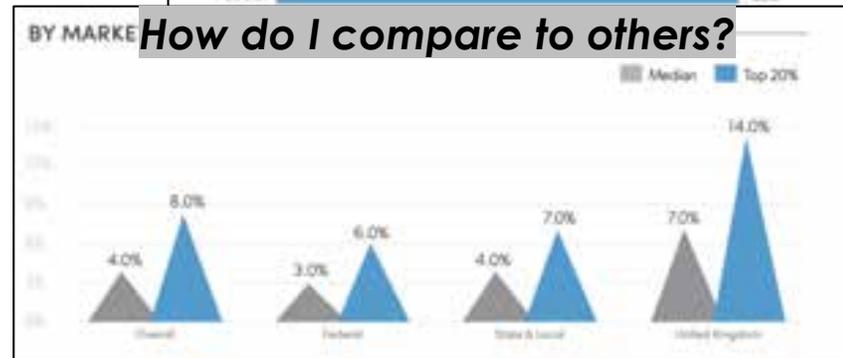
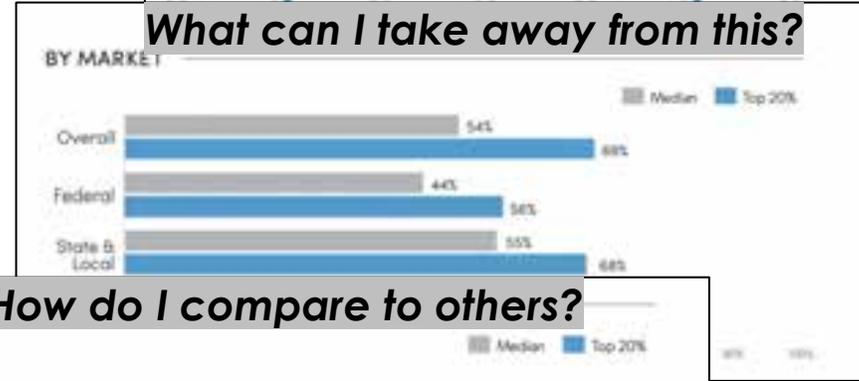
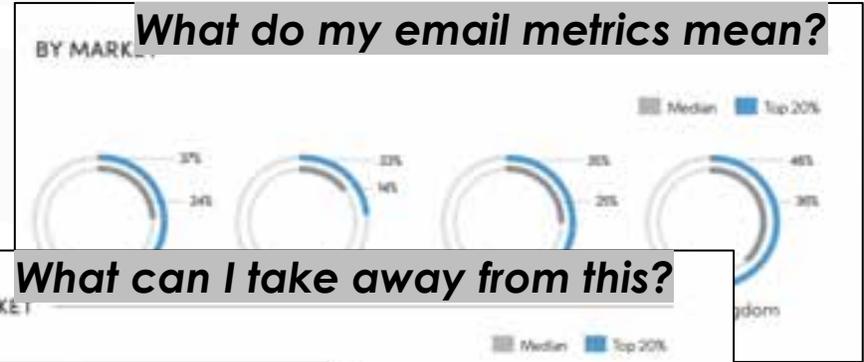


Benchmarks

How do I know if I have higher quality engagement?

Measuring the impact of outreach allows you to put numbers behind your efforts, document progress, and help influence decisions around how and why to make strategic adjustments that will ultimately help achieve communications goals or outcomes.

After sending consistent messages to subscribers over the course of time, users can create benchmarks more specific to agency or audience messaging.



Market and vertical benchmarks are a great place to compare outreach measures with peers.



Experience metrics

Use Metrics to Improve Experiences

What do metrics tell us about experience with government?



DELIVERABILITY

The total number of emails delivered vs. recipient total indicates the health of an email subscriber list.



OPEN RATE

Comparing your email open rate to your vertical or market benchmark offers an easy initial comparison.



CLICK RATE

Much like open rates, compare click rates to existing benchmarks, as well as past outreach to the same audience, to see impact.



A/B TESTING

Know what resonates with audiences best by testing various components of email outreach.



LINK ENGAGEMENT

Looking at bulletin analytics shows which links within an email resonated most or least with subscribers.



SUBSCRIBER GROWTH

Tracking the growth rate of topic per account indicates if subscriber growth is outpacing unsubscribes. This means audience expectations are met and outreach interest is growing.

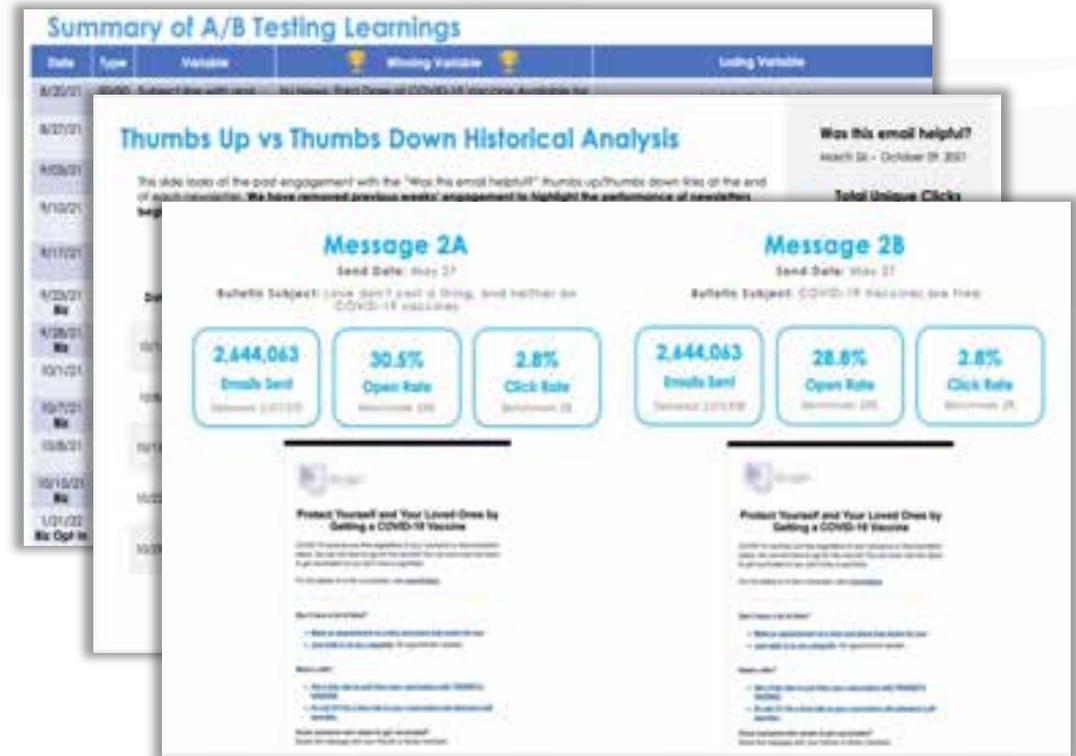
A/B Testing

Finding what resonates through data

Email campaigns have a greater impact when subscribers are opening and engaging with bulletins. One effective method for increasing subscriber engagement is using A/B testing to compare bulletin elements to see what resonates with an audience.

23 A/B tests in 2021 measuring impact of:

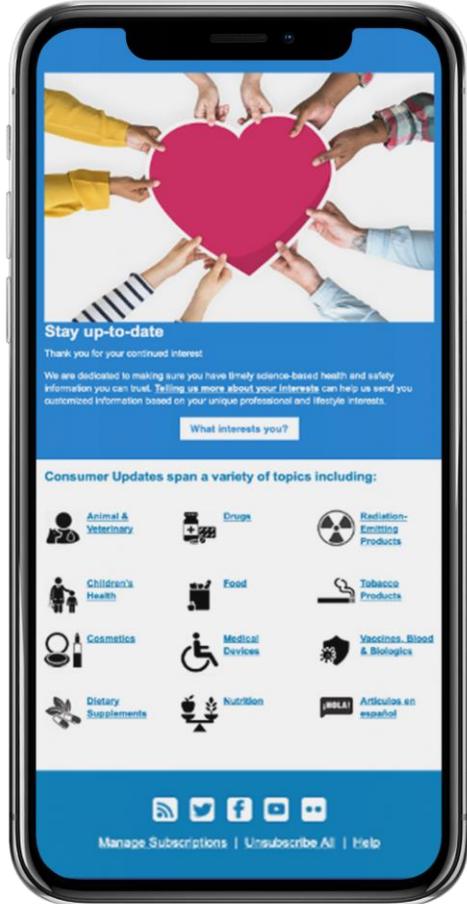
- subject lines
- number of stories
- message layout on subscriber engagement



Newsletter continues to boast an impressive open rate, with an average of 41.7%, which is significantly higher than the state benchmark of 25%, and even surpasses the top 20% of state clients at 35%.

Optimizing Audience Targeting

Re-engaging existing subscribers



Subscriber Self-Responses

Category	M1	M2	Total
Animal & Veterinary	45		45
Drugs	59	1	60
Food	115	2	117
Medical Devices	47	1	48
Vaccines, Blood, Biologics	50	2	52
Total	316	6	322



Another way to **increase subscriber engagement and better the customer experience** is to reach out to existing subscribers and gauge interests. Doing this not only gives feedback on why people sign up for communications, but also provides insight into who the audience is. This can help plan outreach targeted to audience needs.



Best Practices

Best Practices

Preparing for outreach success

Trusted From Address and Branding

Keep the "From" address consistent so subscribers become familiar with it. This helps build brand recognition.

Clear, Compelling Subject Lines

Keep subject lines under 60 characters and use language that encourages subscribers to open.

Action-Oriented CTA's

Effective CTA's use clear, timely, and action-oriented language. Icons and bold clickable elements also help drive readers' attention.

Personalization

Using personalization in the Subject Line and/or in the body of the email is effective in driving engagement.

Action Oriented CTA

A/B Test Use Case



 U.S. Government Organization

Make Decisions about Your Medicare Coverage

Subscriber,

Medicare sent your ["Get Ready for Medicare" package](#) in the mail. Be sure to read this package carefully.

One of the biggest decisions you'll need to make is which way you want to get your Medicare coverage. There are two main ways to get your Medicare coverage — Original Medicare (Part A and Part B) or Medicare Advantage (Part C).

[Compare Coverage](#)

Your coverage decisions also include how you'll get prescription drug coverage. To get [Medicare drug coverage \(Part D\)](#), you can join either a Medicare drug plan or Medicare Advantage plan with drug coverage.

Even if you don't take prescription drugs now, you should consider getting Medicare drug coverage. If you don't sign up now for Medicare drug coverage, you'll have to pay a late enrollment penalty if you aren't covered by creditable prescription drug coverage (like from an employer or union). This penalty goes up the longer you wait to enroll.

Visit [Medicare.gov](#) to explore your coverage choices and see what's right for your needs.

Before



 U.S. Government Organization

Are you still interested in updates from Medicare?

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit:

- In voluptate
- Dolore eu fugiat
- Velit esse cillum
- Nulla pariatur

[Yes, Send Me Updates](#)

To stay informed, click the button to confirm that you still want to get Medicare updates. If we don't hear from you by January 31, 2022, we'll remove you from our email list.

Sincerely,

The Medicare Team

You can update your preferences or use our ["click to unsubscribe"](#) to stop receiving messages from the Medicare Team.

 This message is paid for by the U.S. Government Organization. You're receiving this message because you signed up for email updates from the team.

After



Thank you

Questions? Contact info@granicus.com