GRANICUS

DIGITAL COMMUNICATIONS IN THE PUBLIC SECTOR

IMPROVING METRICS THAT MATTER

A GRANICUS
BENCHMARK REPORT

2016

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INTRODUCTION

MEANINGFUL DATA FOR DIGITAL COMMUNICATIONS IN GOVERNMENT

In a connected world, private companies talk about using a "customer-centric" approach to drive more revenue and higher customer retention rates. In the public sector, a "citizen-centric" approach to service delivery and citizen communications is paramount, and central to bringing about positive change in the sector. In order for organisations to have a greater impact in citizens' lives, they must understand the needs of their audience. Success requires technology that supports service transformation: technology that's built to drive public awareness, increase citizen involvement, and provide valuable insight into behaviours, needs and dispositions in order to assist with continual service improvement. To have a real impact in society and achieve tangible outcomes, you have to reach today's citizen at the right time and in the right way. And you must be able to communicate at scale.

A fundamental part of successful service transformation is using digital communications to reach more people and get those people to take action. Over 1,800 government organisations have chosen to use Granicus to capitalise on the opportunity cloud-based communications afford. Agencies from the U.S. Census to the European Parliament to GOV.UK use Granicus to increase the size of their audience audience, engage millions of people, and improve citizen experiences in diverse and meaningful ways. The result is safer communities, happier commuters, healthier families, and more effective public services.

In fact, government organisations send over 1 billion messages each quarter through Granicus by email and text message to over 120 million individuals. This high volume of communications gives Granicus insights into benchmarks across key metrics as well as ways to drive the best possible results.

With this report, Granicus has developed the first-of-its-kind set of proven metrics for measuring government digital communications success. These metrics lean heavily on email metrics because email is the most widely used channel across all types of communications and organisations. Email is also the type of communication that is easiest to measure - in terms of its readership.

GOVERNMENTS SEND OVER

1 BILLION

MESSAGES TO OVER

120 MILLION INDIVIDUALS

THROUGH GRANICUS
EVERY QUARTER.

The most important step an organisation can take in transforming the citizen experience is identifying its key priorities and objectives using whatever solutions it has at its disposal to achieve them. This study provides public sector benchmarks of key metrics to help government organisations evaluate their current performance, and identify improvement opportunities. Crucially, this report serves to help the public sector have greater impact with its digital outreach activity.

INTRODUCTION

APPLES AND ORANGES: IMPORTANT DIFFERENCES BETWEEN PUBLIC AND PRIVATE SECTOR METRICS

Without benchmarking metrics specific to the public sector, many government organisations have previously used private sector digital marketing as a template for benchmarking efforts and evaluating the effectiveness of their digital communications. Private sector metrics fall short of guiding government digital outreach efforts for various reasons. Marketers limit communication to times and audiences known to deliver results – for example when people are most likely to buy. By contrast, government communicators benefit from being able to reach as many people as possible, and at any moment – such as in an emergency situation..

In addition, critical information communicated by the public sector can often be fully conveyed in a subject line or short message, which detracts from open and click rates while still meeting messaging goals. Many public sector emails are solely informational and do not require links, or are urgent notifications that are sent as they occur instead of at optimal times for open or click rates.

For example, consider a severe-weather email alert appearing on your smart phone. The subject line contains all the information needed to inform the recipient, and the email is deployed at a time which corresponds to the urgency of the subject matter, rather than what would be deemed an optimal send time based on traditional private sector metrics.

The public sector succeeds when it aligns its communication approach with the outcomes it needs to achieve. Typically, boosting reach together with engagement is the best formula for public sector organisations which desperately need to use digital communications as a way to help deliver real outcomes according to tough objectives.

The pages that follow offer definitions and baseline numbers for key digital communications metrics specific to the public sector, along with tips for improving the performance of each.

Finally, a note: many organisations in the public sector are still emerging digital communicators. Their digital engagement maturity levels are below others - and that's okay. It's to-be-expected. If you find your numbers are not matching or exceeding the metrics you see in this report, don't worry: know that over time, your numbers will get better as you get smarter and more sophisticated in the way you reach citizens.

BOOSTING

REACH TOGETHER WITH ENGAGEMENT
IS THE BEST FORMULA FOR SUCCESS.
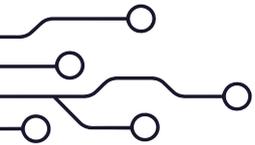
THE DATA

HOW TO INTERPRET AND APPLY IT

ABOUT

The metrics in this report are based on annual data and broken out by Granicus' 3,000 U.S. federal and state/local/ transit (SLT) clients in the U.S. A single, overall figure is provided for each U.K. metric.

Public sector metrics measured by vertical (or organisation type) can be viewed in the addendum to the report on page 17.

UPSTREAM VS. OUTCOME

This report examines "upstream" metrics, which measure activity of digital messages. These metrics are often, but not always, correlated to "outcome" metrics. Outcome metrics measure the attainment of mission goals, such as an increase in programme participants, online business applications, job placements, license renewals, grant applications, a reduction in crime rates, healthier communities, more taxes paid on time, cleaner streets and more.

RESOURCES AND TIPS

At the end of each section is a list of helpful tips that can improve metrics.

VARIANCE BY SUBSECTOR

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

METRICS EXAMINED:

| ENGAGEMENT RATES | OPEN RATES | CLICK RATES | OVERLAY RATES | SUBSCRIPTIONS PER SUBSCRIBER |

On the other hand, content that is local or more specific to a community is more likely to have higher engagement based on the nature of the update. In other words, a notice from a local park informing nearby residents it will be closed could be more relevant to a user than a broad change in federal guidelines.

Additionally, content that comes from state and local governments is generally more immediately actionable (think council tax notices, etc.) – items that citizens need to open, read and act upon.
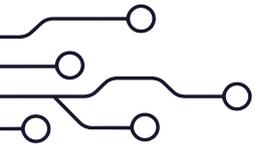
THE DATA

REACH: THE MOST CRITICAL METRIC AND ONE WITHOUT A PERFECT BENCHMARK

Metrics matter in your digital communications effort. But there's one area without a perfect metric that should be top priority for most government organisations, as it significantly affects their ability to get the right messages to the right people in order for citizens to take meaningful action. That metric is reach.

Reach is a critical yet often under-prioritised area of government digital communications.

Put simply, it is the number of people you are connecting with directly through email and text messages. And, if governments don't grow reach to a relevant level for their organisation, many of the other metrics used to measure the success of communications, won't mean much. While communications can help transform citizen services in strategic ways, you have to build that audience first. Think about it this way: the services delivered by government are only as effective as their reach. It's great if 100 people are sent a targeted email to remind them about their flu jabs – but it would be even better if 10,000 people received that message, because then a far greater number of people will take action.

So how can governments improve their reach and build their audience? One way is to join the GovDelivery Network. Granicus clients are automatically connected to the GovDelivery Network, which allows citizens who subscribe to updates from one organisation to be offered sign-up options from related government organisations as a final step in the sign-up process.

How does it work? Many people are accustomed to seeing a recommended list of related products, services or accessories appear when shopping online.

The GovDelivery Network was designed with the same idea in mind for the public sector, created to provide citizens with fast, convenient access to related government services they may find useful.

The idea is simple. When an individual signs up to receive emails on a government website, a page displays a pick-list of related topics to which they can subscribe. Citizens can sign up to multiple updates in seconds by ticking a few boxes, without having to visit multiple websites and re-enter contact information.

When you open a new inbound channel for growing your reach with the GovDelivery Network and cross-promote your content with other government organisations, you're tapping into a network of over 1,800 public sector agencies and over 120 million digitally engaged citizens to help you grow your own audience.

TAP INTO A NETWORK OF OVER

1,800

GOVERNMENT AGENCIES

The GovDelivery Network is a unique way to grow reach, but it is not the only way. Granicus allows you to "mine" your organisation and upload existing contact lists to a central place. There is also massive impact on reach from prominently calling out opportunities to "receive updates" across all web properties. For example, use of overlay functionality is something all Granicus clients have access to. Web pages are "darkened" and first-time visitors are presented with an "overlay" window inviting them to join a community of people receiving updates directly from the organisation.

GRANICUS

ENGAGEMENT RATES

INTRODUCTION

For government organisations looking at the performance of their communications, engagement rate is one of the most important metrics.

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 these individuals as "engaged." This number is then divided by the total number of email recipients who received an email during that time period. If this rate holds steady or improves while the total reach grows, an organisation typically sees improving impact of digital communications over time*.

*Note that users viewing subject lines only or using email clients that disable graphics may not be reported as engaged even when they are, so these numbers are typically underreported.

The engagement rate adjusts for the public sector by showing how many individuals are interacting with your content and responding to your communication efforts over time. It also considers that the information coming from government is often time-sensitive, meaning that messages such as storm warnings or closure alerts may not require a click-through to be successful. That is why engagement rate is a more accurate parameter of overall communications success than other metrics.

> **ENGAGEMENT RATE:**
>
> **TRACKING YOUR MOST ACTIVE RECIPIENTS**

ENGAGEMENT RATE OVERVIEW

ENGAGEMENT RATE	OVERALL	UK	FEDERAL	SLT
MEDIAN	53.30%	57.78%	46.01%	55.38%
TOP 20	64.70%	68.40%	56.12%	65.71%

TIPS

Be Balanced in Assessing Reach vs. Engagement: If engagement is at or near the median while outreach is growing, you are on track for continuous improvement in your outcomes.

Try Testing: The best way to improve engagement is to use basic testing functionality or to invest in Granicus's advanced Marketing module to further streamline A/B testingm(A/B testing is a method of comparing two versions of an email to see which performs better), so you can see what most moves the needle in engagement.

Be Relevant: You want your audience to find value in your communications, and the more relevant your information is to their lives, the better. Consider adding more topics or better segmenting your audience.

Use Relatable Imagery: This will lead the eye directly to the main call to action.

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.

Use Strong Calls to Action: Compare the impact of a hyperlink labeled "Click here to learn more" to "Protect your family with these toy safety tips."

Focus on Value: Connect your message to your mission – this makes your communications more memorable and encourages meaningful action.

ENGAGEMENT RATES
EXAMPLE

Content and design elements which help drive up engagement rates:

1 Compelling subject line which grabs reader's attention.

2 Relatable imagery that represents a memorable and meaningful message that will resonate with its audience.

3 The message is short and provides a strong call to action ("Don't Miss Out!")

GRANICUS VALUE:

A strong communications stragegy is built on meaningful intel. Granicus is designed to provide in-depth analytics on subscriber engagement and makes it easy to test what resonates with readers.

ADDITIONAL RESOURCES:

20 TIPS TO BOOST YOUR ENGAGEMENT: Granicus compiled a list of 20 tips that will help your organisation improve its digital communication and boost engagement right now, whether you want to improve email engagement rates or define your audience personas.

DOWNLOAD RESOURCE

GRANICUS

OPEN RATES
INTRODUCTION

Open rate is an important metric that feeds into the overall engagement rate. Open rates of individual messages are widely considered the most telling metrics of digital marketing for the private sector. This is because marketing emails are typically designed to sell something, which requires a recipient to open an email and learn more about a product or service before deciding to buy.

In contrast, a significant percentage of public sector emails are effective without being opened — and certain content can be emailed to the same individuals many times a month or even daily, and frequency tends to undermine open rates.

Although open rates should be built in to tracking reports as a data point for every government digital communications engagement strategy, do not base critical communication strategy decisions based on this metric alone.

The engagement rate and the total opens you are seeing over time as you look at growth in subscriber base (combined with open rates) are better long terms indicators.

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 approach works best for the message and target audience.

OPEN RATE:
THE NUMBER OF RECIPIENTS WHO OPENED AN EMAIL
COMPARED TO
THE NUMBER WHO RECEIVED IT

PER MESSAGE OPEN RATE OVERVIEW

OPEN RATE	OVERALL	UK	FEDERAL	SLT
MEDIAN	**21.47%**	**23.84%**	**14.20%**	**24.30%**
TOP 20	**31.33%**	**36.97%**	**22.05%**	**32.63%**

TIPS

Know Your Audience: The most effective way to increase open rates is to understand your readers: do you know what they care about? Granicus has list segmentation that allows readers to receive the information they care about (free for customers!).

Be Timely: Personalise 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.

Perfect the Art of a Good Subject Line: Generally, these include calls 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.

Personalise the Sender 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."

Consider Bundling Non-critical Emails: If frequency is exceeding two messages per day per individual, look for opportunities to consolidate messages if it does not limit effectiveness

OPEN RATES

EXAMPLES + RESOURCES

This message demonstrates a strong email campaign that generated successful open rates. It includes:

1 A series of messages that are geared towards a local audience.

2 The benefits from timeliness based on upcoming events.

3 Strong subject lines with calls to action and clear language.

1

Summer Meals are Here!

Thank you for signing up for information about the Summer Food Service Program Meet Up and Eat Up.

Meet Up and Eat Up is a way to help parents and caregivers identify places where kids 18 and younger can gather for healthy, free summer meals at hundreds of sites across Michigan. We encourage you to share our updates with your family and friends.

Take the next step by finding the closest Meet Up and Eat Up.

Find a Site

Share this with Friends!

2

Upcoming Event - this Thursday!

Meet Up and Eat Up is a way to help parents and caregivers identify places where kids 18 and younger can gather for healthy, free summer meals at hundreds of sites across Michigan.

This Thursday, you're invited to a **Meet Up, Eat Up, and Read Up** in Flint. If you can't make it, but know someone who might be interested, we encourage you to share these event details with them!

Free lunch will be provided for children 18 and under. There will also be free books, face painting, and kid's gardening activities and giveaways! We hope to see you there.

...unity Action Resource Development Agency (GCCARD)
...ead Up!
...015, 11:00am - 2:00pm
...CARD)

...ll (810) 235-3567

...and Eat Up meal sites here:

Find a Site

...e this with Friends!

3

Top 3 Ways to Spread the Word!

Dear Colleague,

Happy August! We're working hard to keep the Summer Food Service Program Meet Up and Eat Up going strong! Let's get as many meals as possible into the hands of our children.

Below are three easy ways you can help spread the word and share news about Meet Up and Eat Up.

1. Invite your audiences to sign up for Michigan Department of Education summer meals news and updates! Your audience can follow this link to sign up here.

2. Promote text to subscribe to invite your audience to get updates! Download these images and share on Facebook or Twitter!

3. Tweet #MeetUpEatUpMI! Here's a pre-populated tweet. Just click and sh...

Thank you for all your help!

Share this with Friends!

GRANICUS VALUE:

Many Granicus clients use Granicus' Digital Engagement Services team to run the highest priority campaigns where added skill and capacity ensures the best possible results are achieved.

ADDITIONAL RESOURCES:

7 STEPS TO BETTER DIGITAL ENGAGEMENT:
Nurturing the interests of an audience can make all the different when it comes to creating real change, and building a meaningful brand can enhance any communications strategy.

DOWNLOAD RESOURCE

GRANICUS

CLICK RATES

INTRODUCTION

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.

Within a single email or group of emails, click rates can be used to evaluate the performance of various links, placements, and the wording used to entice recipients to interact with your message. These, combined with the total reach of a given message, drive the total number of clicks. Clicks are often one of the most critical metrics for communications activities, particularly if you're trying to drive people to take action online.

However, because many public sector emails are solely informational and don't require any link clicks — say, for a severe weather warning or road closure announcement - click rates are not always an accurate means of determining whether a message has

resonated with its intended audience. Messages of this nature also tend to be urgent, so they may not be going out at an optimal time of the day for maximising click performance.

CLICK RATE:
THE PERCENT OF RECIPIENTS WHO CLICKED ON AT LEAST ONE HYPERLINK WITHIN AN EMAIL

COMPARED TO

THE TOTAL NUMBER WHO RECEIVED IT.

PER MESSAGE OPEN RATE OVERVIEW

CLICK RATES	OVERALL	UK	FEDERAL	SLT
MEDIAN	**2.92%**	**3.50%**	**2.06%**	**3.19%**
TOP 20	**6.8%**	**8.24%**	**4.29%**	**7.22%**

TIPS

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.

Experiment: Test different calls to action, such as a button or an image instead of hyperlinked text, for example, to see if you can drive more clicks.

Know Your Audience: Consider how people will engage with you, and build your content to support that experience.

Make it Easy: Focus your audience's attention with streamlined content and an immediate call to action right up front. Use a button to highlight your

primary call to action. It's more tempting to click a big colourful button than hover over and follow a hyperlink.

Prioritise: For emails with multiple calls to action, prioritise them for the viewer within the message. Repeat priority links twice in a message.

Gather Stories and Feedback: Ask about the event attended or the service received in a follow-up email and make adjustments to content based on feedback.

CLICK RATES

EXAMPLES + RESOURCES

This example is an effective message because:

1 It's geared towards its audience.

2 It's easy to identify where the audience's attention should be (relevant imagery supporting the message).

3 It has a clear button which links to more info.

GRANICUS VALUE:

GovDelivery Communications Cloud's Advanced Package allows you to streamline A/B testing and create focused segments and campaigns to increase open and click rates.

ADDITIONAL RESOURCES:

PUBLIC SECTOR EMAIL DESIGN GUIDE: Granicus' comprehensive email design guide explores the best practices and a citizen-centric approach to email design. Use it to deliver effective email communications which result in your audience opening, reading and engaging with your messages.

DOWNLOAD RESOURCE

G GRANICUS

OVERLAY RATES

INTRODUCTION

People first need to know about upcoming events, projects or initiatives before they can participate. To drive awareness and outcomes, reaching a large number of the right people is critical. Adding an overlay to websites has proven to be a simple and effective tool for doing just that.

An overlay is a simple, semi-opaque "window" box on a web page that allows organisations to capture contact information from website visitors. You can then contact them later with relevant info according to their subscription choices, e.g encourage them to register for an event, read a policy change or download a report.

Overlays are easy to create (and free for Granicus clients), and they can be customised to be secure, accessible for people with disabilities and mobile-responsive. Overlays are proving to be the fastest and most effective method available for growing a digital audience, capable of achieving a 200 percent to 500 percent increase in the number of subscribers to an organisation's e-updates. This helps agencies boost

their reach - one of the most important metrics, resulting in more website traffic, more video views and greater participation in your services in the way you have encouraged - e.g. an increase in online transactions and access to your resources.

OVERAY IMPACT:
THE INFLUENCE AN OVERLAY WINDOW HAS
ON GETTING VISITORS TO A WEBSITE
TO SIGN UP TO RECEIVE IMPORTANT UPDATES VIA EMAIL

PER MESSAGE OPEN RATE OVERVIEW

OVERLAYS	OVERALL	UK	FEDERAL	SLT
MEDIAN	**174%**	**236%**	**295%**	**230%**
TOP 20	**584%**	**637%**	**608%**	**416%**

TIPS

Just do it: Implementing an overlay is an easy step towards engaging more of your website visitors in your e-updates too.

Simplify: Overlays should be simple, unobtrusive and appear straightaway when a visitor arrives on any of your web pages.

Avoid Being a Nuisance: Manage overlays so they display to first-time visitors only.

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: After someone submits their details via an overlay window, make sure they are then presented with a tailored list of further e-update options to which they can subscribe. This will help you build a captive audience, ensuring the messages you send relate to topics a subscriber has specifically asked to receive.

OVERLAY RATES
EXAMPLES + RESOURCES
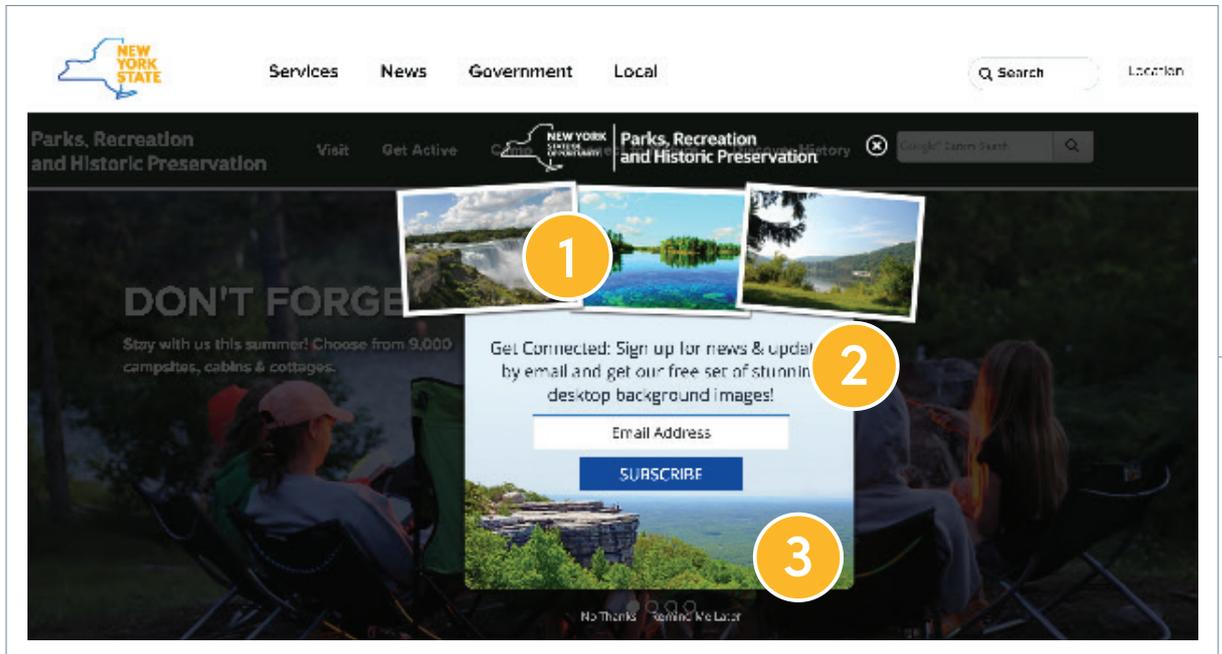
The message above is a strong example of an overlay in use on a website homepage.

1 The overlay is simple.

2 It explains what information the user will receive.

3 It has additional imagery to help encourage sign-ups.

GRANICUS VALUE:

Overlays are simple to create, customisable, and free to Granicus clients.

ADDITIONAL RESOURCES:

THE GUIDE TO DIGITAL OUTREACH AND ENGAGEMENT: While digital communications can transform the citizen experience in strategic ways, building an audience is the first step.

DOWNLOAD RESOURCE

GRANICUS

SUBSCRIPTIONS PER SUBSCRIBER

INTRODUCTION

When people sign up for your communications, they open the door to an ongoing relationship with your organisation. But organisations evolve over time, adding services or initiatives that may not have existed when a subscriber first signed up. This results in new opportunities to share content on behalf of your organisation, and boost access to and participation in your new initiatives

Whether you've recently launched a digital communications platform or have been sending digital communications for years, you likely have a list of existing subscribers that may not be interacting with your content, and who you could reengage. There's an opportunity to reignite your relationship by inviting these people to subscribe to your new topic updates - a broader range of content from your organisation.

The subscriptions-per-subscriber metric is an effective way for government organisations to measure the success of this reengagement and work to broaden the number of topics on which an organisation can reach people.

SUBSCRIPTIONS PER SUBSCRIBERS:

THE NUMBER OF TOPICS FOR WHICH ONE INDIVIDUAL HAS SIGNED UP TO RECEIVE EMAIL UPDATES,

CALCULATED BY DIVIDING TOTAL SUBSCRIPTIONS BY TOTAL SUBSCRIBERS.

SUBSCRIPTIONS PER SUBSCRIBER OVERVIEW:

SUBSCRIPTIONS PER SUBSCRIBER	OVERALL	UK	FEDERAL	SLT
MEDIAN	2.48	2.36	2.95	2.30
TOP 20	4.86	6.37	6.08	4.16

TIPS

Connect Quickly: By using Granicus' default templates for engaging 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 with these audiences and remind them of additional content they could receive.

Identify Opportunities: Discuss internally with other departments to identify cross-promotional opportunities like events or external content that could include a pitch for signing up for your updates.

Ongoing Communication: As your organisation evolves and different groups set up new email distribution lists, send a monthly or quarterly message to those subscribers to let them know what new email subscriptions are available.

Let Others Help Spread the Word: A simple, and easy way to increase subscriptions is to ask employees to add a sign-up link to their email signatures.

Organise Subscription Lists by Group: When bundling your subscription topics, it is best practice to group them into themes. (Example: place "Sexual Health" under a group topic option of "Your Health and Wellbeing")

SUBSCRIPTIONS PER SUBSCRIBER
EXAMPLES + RESOURCES

1 This message demonstrates an email sign-up page that could attract new subscribers to multiple topics.
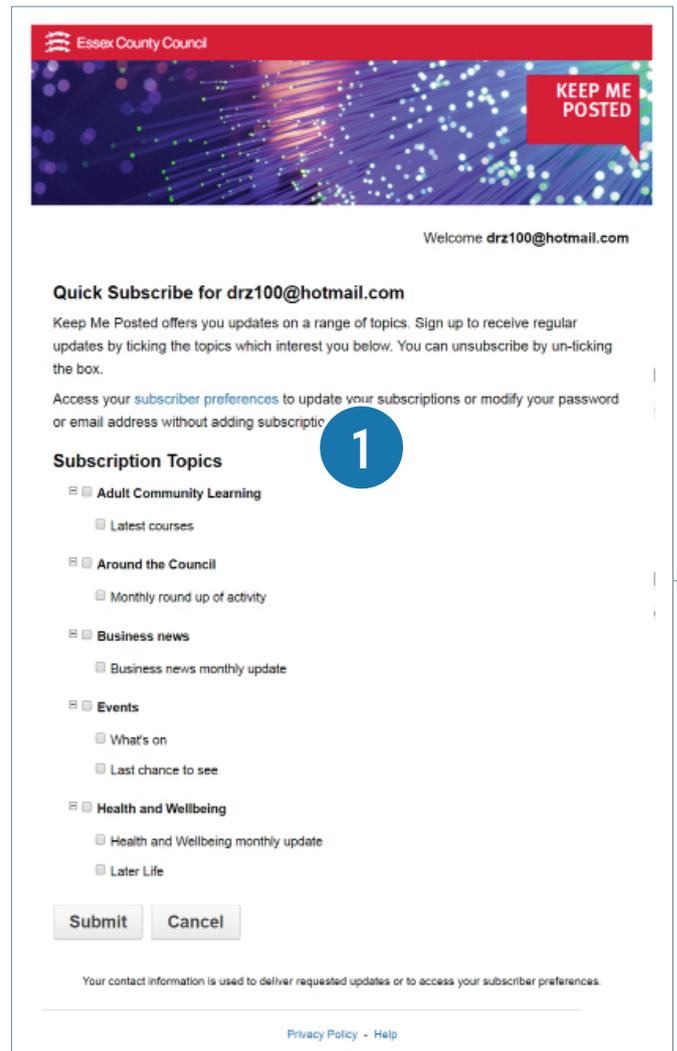
GRANICUS VALUE:

Many organisations upload a number of subscribers to only one list which often pulls down these numbers and averages. Inviting uploaded subscribers back to signup for more information is one way of increasing numbers from this group. New subscribers signing up are given complete signup options typically pull up these numbers.

ADDITIONAL RESOURCES:

ENGAGE THEN RE-ENGAGE:
Audience engagement (and re-engagement) is a leading goal for public-sector communicators. But, engagement doesn't always come easy. Whether you are able to prompt action at first, or later down the line, here are some tips to increase engagement through digital marketing.

DOWNLOAD RESOURCE
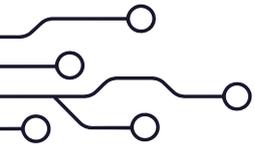
GRANICUS

ADDITIONAL STATS
YOU MAY FIND HELPFUL

Granicus clients averaged 25,000 landing page views a day in 2016 and more than 33 percent of those came from social media, with the majority coming from Facebook. Below are a few of the most popular Granicus bulletins shared through social this year.

POPULAR SHARED ARTICLES:

"Why I'm filing my VA claim, Do you agree with this Veterans Appeals report?"
from U.S. Department of Veterans Affairs

"10 State Parks with Stunning Views"
from Texas Parks and Wildlife Department

"USDA In Case You Missed It - #USDAResults: Chapter 1 - Celebrating America's Farmers and Ranchers"
from USDA Office of Communications.

"Showcasing the DNR: Pheasant restoration effort sees progress at halfway point"
from Michigan Department of Natural Resources
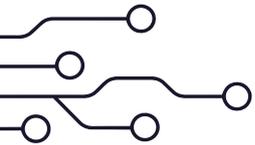
CONCLUSION

THE IMPORTANCE OF METRICS

Metrics are vitally important to helping organisations at all levels of government optimise email 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 numbers stack up against the industry averages.

The high volume of communication that Granicus clients generate every day tells a compelling story, and supports the recommendation that public sector communication efforts should focus on boosting reach and engagement instead of private sector marketing measurements like open rates and click rates. The public sector can have an enormous impact on the citizen experience by getting messages to as many people who would benefit from hearing them as possible, regardless of whether that requires opening an email or not.

Granicus hopes this benchmark report provides new clarification and insights that you can you can apply to help make sustainable improvements to your digital communication campaigns. Ultimately, more effective government communications can contribute to the significant improvement of service-user experiences and outcomes for citizens.

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. For more information on Granicus, visit uk.granicus.com.

Learn more about this report and how to increase your metrics? We'd love to help - email us at info@granicus.com.

uk.granicus.com | 0800 032 5769
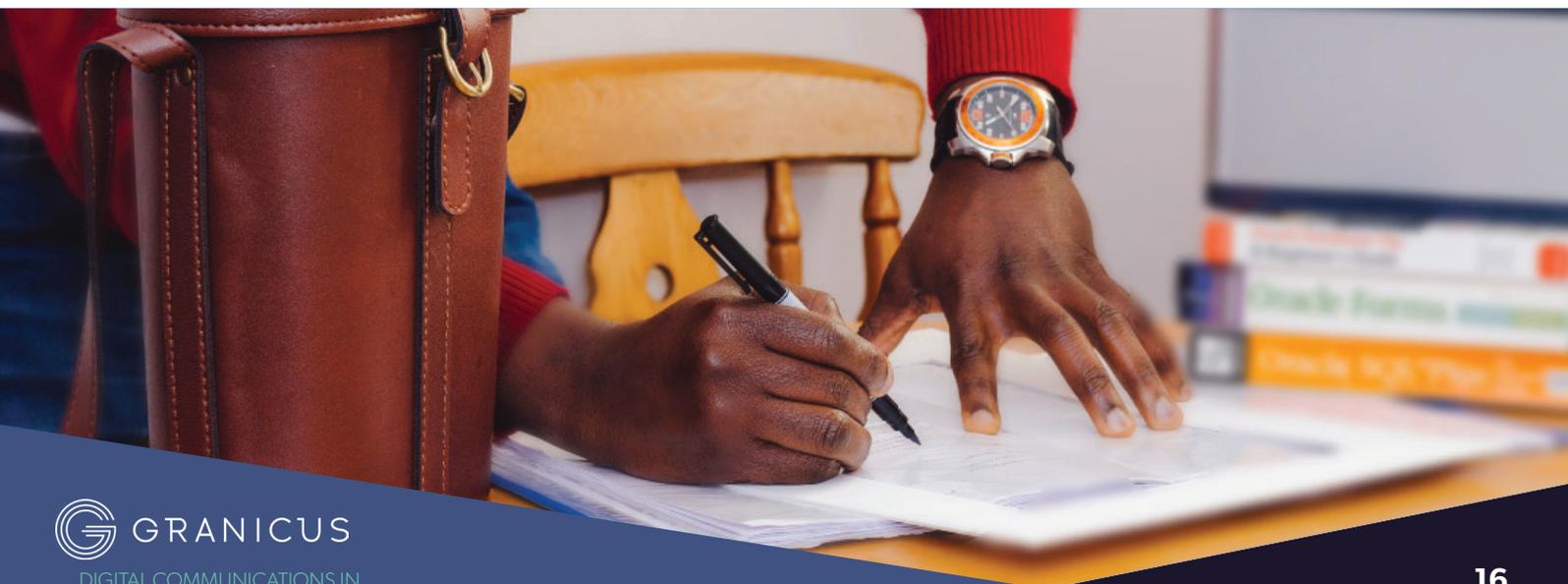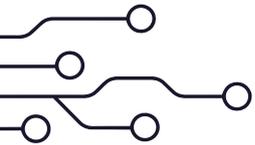
ADDENDUM
METRICS THAT MATTER BY INDUSTRY

In developing the first-of-its-kind digital communications benchmarking report for the public sector, Granicus has included an overview of metrics which relate to its 3,000+ client base.

Clients vary by industry and audience type. This section of the report identifies key metrics according to each industry, to help you see how you compare against others in your area and other verticals. The data used relates to a 12-month period.

Throughout this report, Granicus exercised best judgment in determining what metrics to measure and include.

INTERNAL EMPLOYEE COMMUNICATIONS

	OPEN RATE	CLICK RATE	SUBSCRIPTIONS PER SUBSCRIBER	OVERLAY IMPACT	ENGAGEMENT RATE
MEDIAN	24.31%	4.12%	2.48	248%	53.26%
TOP 20	45.84%	8.86%	4.64	464%	84.10%

AGRICULTURE

	OPEN RATE	CLICK RATE	SUBSCRIPTIONS PER SUBSCRIBER	OVERLAY IMPACT	ENGAGEMENT RATE
MEDIAN	22.83%	3.36%	3.64	364%	54.37%
TOP 20	27.85%	5.55%	6.32	632%	60.54%
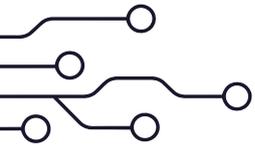
ADDENDUM
METRICS THAT MATTER BY INDUSTRY

COURTS & OFFICE OF PUBLIC DEFENSE

	OPEN RATE	CLICK RATE	SUBSCRIPTIONS PER SUBSCRIBER	OVERLAY IMPACT	ENGAGEMENT RATE
MEDIAN	22.25%	10.88%	2.23	223%	72.20%
TOP 20	37.72%	28.56%	3.68	368%	79.67%

DEFENSE & VETERAN AFFAIRS

	OPEN RATE	CLICK RATE	SUBSCRIPTIONS PER SUBSCRIBER	OVERLAY IMPACT	ENGAGEMENT RATE
MEDIAN	13.34%	1.44%	2.51	251%	51.21%
TOP 20	21.33%	3.37%	3.86	386%	58.76%

ECONOMIC DEVELOPMENT

	OPEN RATE	CLICK RATE	SUBSCRIPTIONS PER SUBSCRIBER	OVERLAY IMPACT	ENGAGEMENT RATE
MEDIAN	22.24%	2.91%	2.37	237%	49.68%
TOP 20	31.09%	5.08%	3.65	365%	56.51%
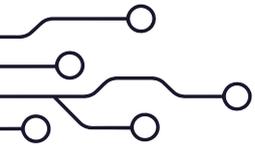
ADDENDUM
METRICS THAT MATTER BY INDUSTRY

EDUCATION

	OPEN RATE	CLICK RATE	SUBSCRIPTIONS PER SUBSCRIBER	OVERLAY IMPACT	ENGAGEMENT RATE
MEDIAN	26.52%	3.54%	2.17	472%	55.97%
TOP 20	36.52%	7.06%	3.87	387%	64.36%

ELECTED OFFICIAL

	OPEN RATE	CLICK RATE	SUBSCRIPTIONS PER SUBSCRIBER	OVERLAY IMPACT	ENGAGEMENT RATE
MEDIAN	22.10%	1.35%	1.45	691%	56.20%
TOP 20	30.80%	2.55%	2.44	244%	69.42%

ENVIRONMENT & CONSERVATION

	OPEN RATE	CLICK RATE	SUBSCRIPTIONS PER SUBSCRIBER	OVERLAY IMPACT	ENGAGEMENT RATE
MEDIAN	23.08%	3.39%	2.53	413%	44.59%
TOP 20	27.75%	6.34%	4.54	454%	57.56%
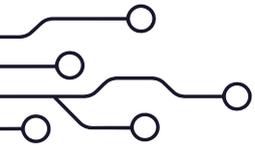
ADDENDUM
METRICS THAT MATTER BY INDUSTRY

FISH, GAME, PARKS & RECREATION

	OPEN RATE	CLICK RATE	SUBSCRIPTIONS PER SUBSCRIBER	OVERLAY IMPACT	ENGAGEMENT RATE
MEDIAN	24.93%	3.33%	2.95	449%	51.09%
TOP 20	35.69%	4.99%	5.26	526%	56.21%

HEALTH & HUMAN SERVICES

	OPEN RATE	CLICK RATE	SUBSCRIPTIONS PER SUBSCRIBER	OVERLAY IMPACT	ENGAGEMENT RATE
MEDIAN	17.83%	2.53%	2.55	148%	51.73%
TOP 20	26.76%	6.94%	5.37	537%	60.86%

LABOUR & WORKFORCE DEVELOPMENT

	OPEN RATE	CLICK RATE	SUBSCRIPTIONS PER SUBSCRIBER	OVERLAY IMPACT	ENGAGEMENT RATE
MEDIAN	19.01%	2.29%	2.01	83%	45.80%
TOP 20	24.14%	3.53%	4.64	464%	79.09%
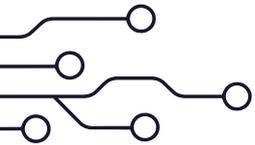
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LOCAL GOVERNMENT

	OPEN RATE	CLICK RATE	SUBSCRIPTIONS PER SUBSCRIBER	OVERLAY IMPACT	ENGAGEMENT RATE
MEDIAN	26.07%	3.75%	2.45	83%	59.15%
TOP 20	35.48%	7.88%	4.28	428%	67.99%

OVERSIGHT

	OPEN RATE	CLICK RATE	SUBSCRIPTIONS PER SUBSCRIBER	OVERLAY IMPACT	ENGAGEMENT RATE
MEDIAN	16.40%	2.05%	2.54	207%	45.74%
TOP 20	24.76%	4.46%	5.08	508%	55.95%

PUBLIC SAFETY

	OPEN RATE	CLICK RATE	SUBSCRIPTIONS PER SUBSCRIBER	OVERLAY IMPACT	ENGAGEMENT RATE
MEDIAN	16.80%	2.06%	2.09	103%	47.84%
TOP 20	30.78%	5.20%	4.04	404%	63.59%
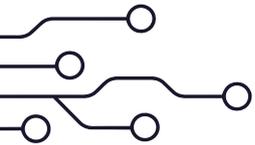
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REGULATORY & STANDARDS

	OPEN RATE	CLICK RATE	SUBSCRIPTIONS PER SUBSCRIBER	OVERLAY IMPACT	ENGAGEMENT RATE
MEDIAN	19.44%	2.24%	2.39	83%	45.63%
TOP 20	27.18%	7.16%	4.20	420%	57.05%

SCIENCE & RESEARCH

	OPEN RATE	CLICK RATE	SUBSCRIPTIONS PER SUBSCRIBER	OVERLAY IMPACT	ENGAGEMENT RATE
MEDIAN	13.35%	3.09%	2.50	7%	43.21%
TOP 20	21.07%	4.08%	6.23	623%	47.48%

ROADS & TRANSPORT

	OPEN RATE	CLICK RATE	SUBSCRIPTIONS PER SUBSCRIBER	OVERLAY IMPACT	ENGAGEMENT RATE
MEDIAN	16.83%	1.18%	3.67	124%	53.35%
TOP 20	20.91%	2.90%	8.52	852%	65.25%
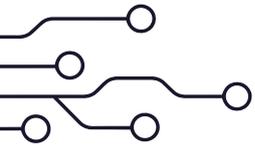
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TRANSPORTATION

	OPEN RATE	CLICK RATE	SUBSCRIPTIONS PER SUBSCRIBER	OVERLAY IMPACT	ENGAGEMENT RATE
MEDIAN	21.74%	3.18%	3.66	83%	56.21%
TOP 20	30.68%	6.98%	7.81	781%	68.27%

TREASURY & REVENUE

	OPEN RATE	CLICK RATE	SUBSCRIPTIONS PER SUBSCRIBER	OVERLAY IMPACT	ENGAGEMENT RATE
MEDIAN	22.54%	2.86%	2.68	895%	52.25%
TOP 20	30.98%	6.96%	3.76	376%	58.67%

TRADE & COMMERCE

	OPEN RATE	CLICK RATE	SUBSCRIPTIONS PER SUBSCRIBER	OVERLAY IMPACT	ENGAGEMENT RATE
MEDIAN	19.29%	2.22%	3.90	251%	45.24%
TOP 20	23.98%	5.68%	7.83	783%	53.48%

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