SOLUTIONS
GovDelivery Communications Cloud (Active since 2009)

Digital Engagement Services

SITUATION
The Met Office recently launched a new mobile weather app to help more people stay one step ahead of the weather. They wanted to make people aware of the new app and increase downloads, setting a target of 5,000 downloads to be attributable to a time-bound digital campaign delivered in partnership with Granicus. The Met Office also wanted to increase the number of people subscribing to email updates (especially their National Severe Weather Warnings), and to maximise the impact of this channel on app downloads.
The Met Office enlisted the support of Granicus’ dedicated Digital Engagement Services team during winter 2016/17 for an email outreach campaign to increase awareness and downloads of the new app among new and existing subscribers.

To help maximise the campaign reach, the Met Office took a prominent position in the GovDelivery Network; a network exclusively for organisations using Granicus’ digital engagement technologies which provides access to millions of citizens who have opted to engage with other central and local government organisations. As citizens subscribe to one organisation’s digital updates, as a final step, they are invited to subscribe to the Met Office’s services too.

This visibility in the network, coupled with a powerful website “overlay” message, enabled the Met Office to engage and “convert” thousands more people into action; specifically, to sign up for email updates and download the app.

To drive more downloads of the app among subscribers, Granicus designed and implemented a custom footer (see example opposite) for use across the Met Office’s email updates. Granicus crafted a series of five email messages targeting existing subscribers, aligning the artwork and messaging with the Met Office’s winter campaign collateral.
RESULTS (see next page too)

By collaborating with Granicus for this one-month campaign, the Met Office smashed its target of 5,000 downloads by 120%, prompting 11,000 people to download the app. Spikes in downloads correlated with email sends. The emails deployed during this campaign achieved an average open rate 43% higher than the Met Office’s average, and a click rate 121% higher than usual.

The campaign saw significantly higher engagement rates than the Met Office’s average.

Results continued on next page >
A HIGHLY EFFECTIVE AUDIENCE ACQUISITION TACTIC

Prime placement in the GovDelivery Network led to an 11% increase in subscribers originating from the network (on the previous year). The website overlay was in place for two weeks only and drove 4,673 people to subscribe to updates; a 618% increase on the same period the year before, and a 1,160% increase in comparison to the same timeframe during each of the previous six months.

Results attributed to Granicus and Met Office’s collaborative campaign.

### ABOUT GRANICUS

Granicus provides technology that empowers government organisations 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 150 UK public sector organisations and 3,000 worldwide, Granicus helps turn government missions into quantifiable realities. Granicus products connect than 10 million citizens in the UK and 150 million globally, creating a powerful network to enhance government transparency and citizen engagement. By optimising decision-making processes, Granicus strives to help government realise better outcomes and have a greater impact for the citizens they serve.

For more information, visit [uk.granicus.com](http://uk.granicus.com)

To schedule a consultation, email us at [info@granicus.com](mailto:info@granicus.com)