WHY DO METRICS MATTER?

GovDelivery developed the first-of-its-kind benchmark report that provides the public sector with metrics that can help measure, monitor and improve outcomes. Having the right metrics enables government organizations to determine where they are and where they should be headed.

GOVERNMENTS SEND OVER 1 BILLION MESSAGES TO OVER 120 MILLION INDIVIDUALS THROUGH GOVERNMENy EVERY QUARTER.

METRICS CAN HELP YOU INCREASE SUBSCRIPTIONS BY OVER 4000% HELPING YOU MONITOR & TRACK YOUR SUCCESS.

WHAT SHOULD I BE TRACKING?

EMAIL METRICS:

- **Engagement Rate**: 65% (top 20%)
- **Open Rate**: 53% (top 20%)
- **Click Rate**: 31% (top 20%)
- **Overlay Rate**: 22% (top 20%)
- **Subscriptions Per Subscriber**: 4.8

DON'T FORGET OTHER CHANNELS!

- **BENCHMARK CHAMPION IN THE PUBLIC SECTOR!**
- **IMPROVE YOUR METRICS, BETTER YOUR OUTCOMES.**

WHAT DO METRICS MATTER?

STUDY THE NUMBERS

1. **Perfect the Subject Line**: Try to keep them under 54 characters.
2. **Try A/B Testing**: A/B testing is the most used testing method for improving conversion rates.
3. **Include Images**: Colored visuals increase people’s willingness to read a piece of content by 80%.
4. **Personalize the Name**: 68% percent say they base their decision to open an email on the “from” name.
5. **Strengthen Your CTA**: Emails with a single call to action increased clicks by 371%.

BENCHMARK CHAMPION

- **GRANT APPLICATIONS**
- **BUSINESS FILINGS**
- **LICENSE RENEWALS**
- **FOSTER PARENT ENROLLMENT**
- **CHILDREN’S LITERACY**

YOUR PROGRAM OUTCOMES

IMPROVE YOUR METRICS. BETTER YOUR OUTCOMES.

For more information about the data, click below.

Connect with us at info@govdelivery.com.

govdelivery.com