



# BECOME A BENCHMARK CHAMPION

IN THE PUBLIC SECTOR!

IMPROVE YOUR METRICS, **BETTER YOUR OUTCOMES.**

## 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 GOVDELIVERY EVERY QUARTER.

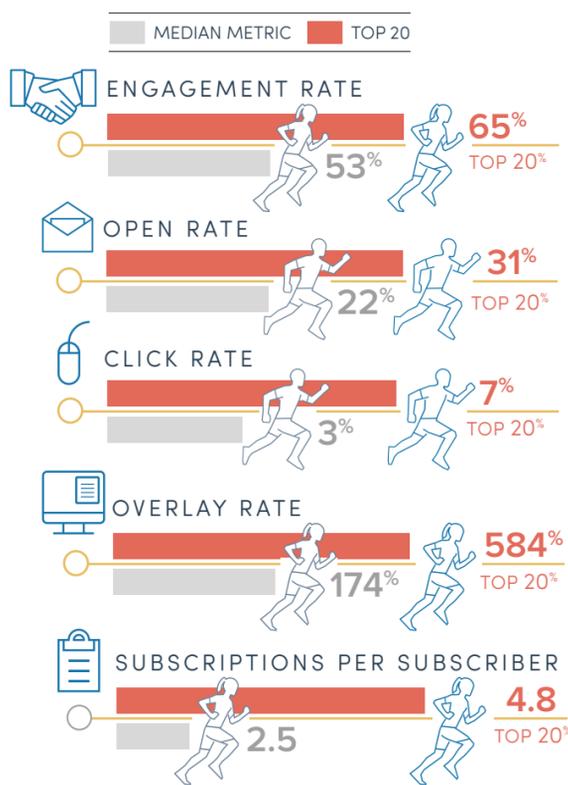


METRICS CAN HELP YOU  
INCREASE SUBSCRIBERS BY OVER **4000%**  
BY HELPING YOU  
**MONITOR & TRACK**  
YOUR SUCCESS.

ENGAGEMENT ▷ METRICS ▷ OUTCOMES

## STUDY THE NUMBERS

### WHAT SHOULD I BE TRACKING? EMAIL METRICS:



### DON'T FORGET OTHER CHANNELS! CHECK THE NUMBERS:

**300M**

text messages have been sent with GovDelivery in the past year.

**97%**

percent of Americans text at least once a day. (Pew Internet)



**25K**

average page views a day in 2016 for GovDelivery users.

**33%**

of landing page views came from social media.

## TOP 5 TIPS

- PERFECT THE SUBJECT LINE**  
Try to keep them under 54 characters.
- TRY A/B TESTING**  
A/B testing is the most used testing method for improving conversion rates.
- INCLUDE IMAGES**  
Colored visuals increase people's willingness to read a piece of content by 80%.
- PERSONALIZE THE NAME**  
68% percent say they base their decision to open an email on the "from" name.
- STRENGTHEN YOUR CTA**  
Emails with a single call to action increased clicks by 371%.

We use upstream metrics to drive outcome metrics.

## YOUR PROGRAM OUTCOMES



- ★ GRANT APPLICATIONS
- ★ BUSINESS FILINGS
- ★ LICENSE RENEWALS
- ★ FOSTER PARENT ENROLLMENT
- ★ CHILDREN'S LITERACY

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For more information about this data, click below.

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