

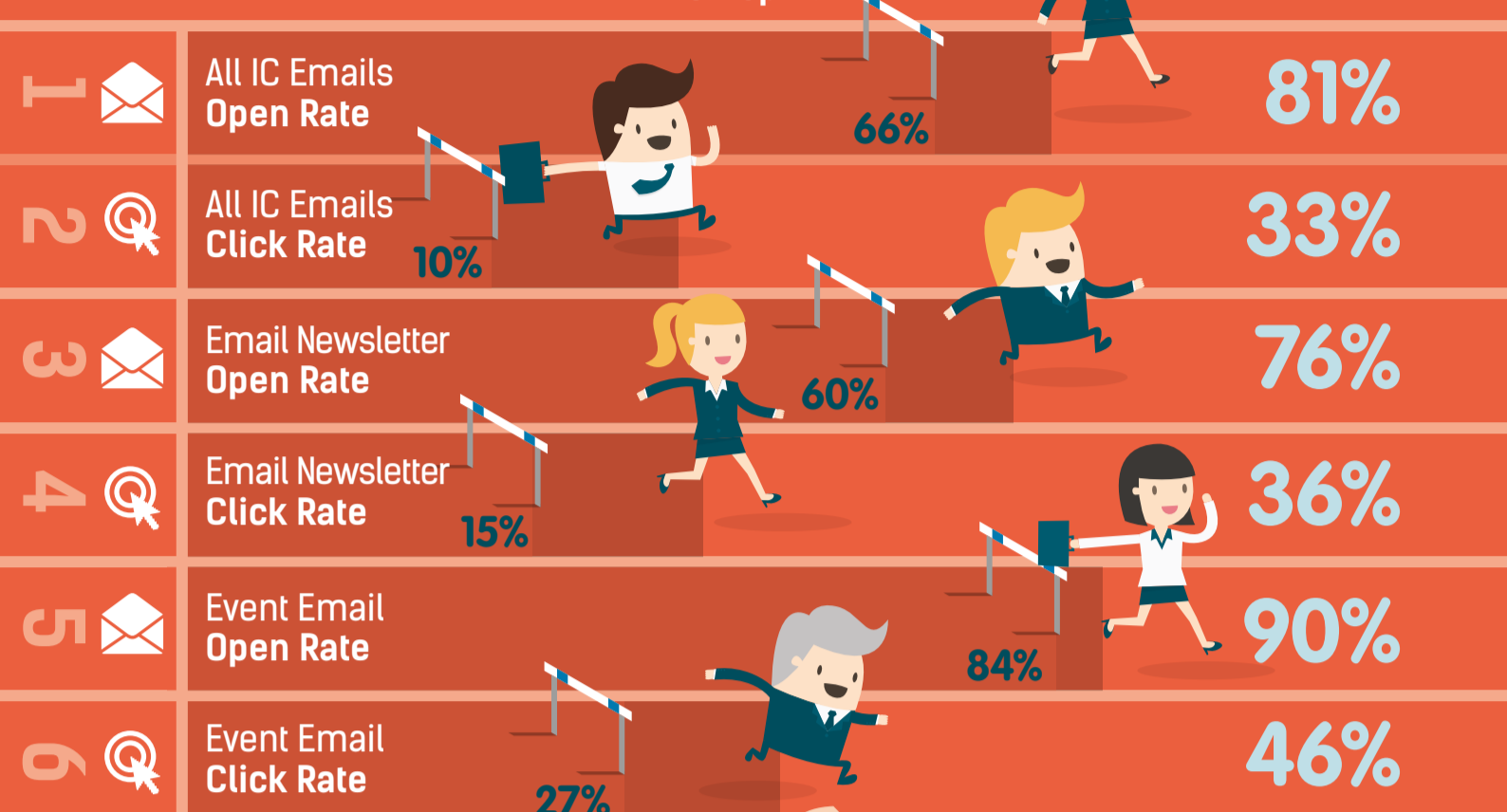


Improve Your Internal Email Performance

The Benchmark of Successful Internal Email Campaigns

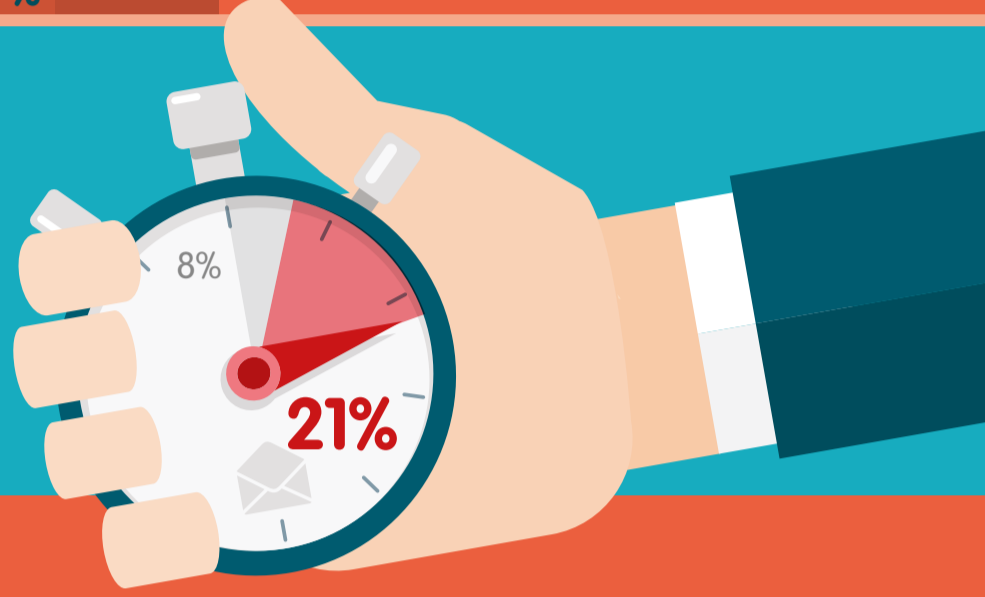
Email Types

■ Average Open and Click rates ■ Organization Results for Top 25



Mobile Devices

The percentage of opens per email with mobile devices has increased from 8% in 2011 to 21% today



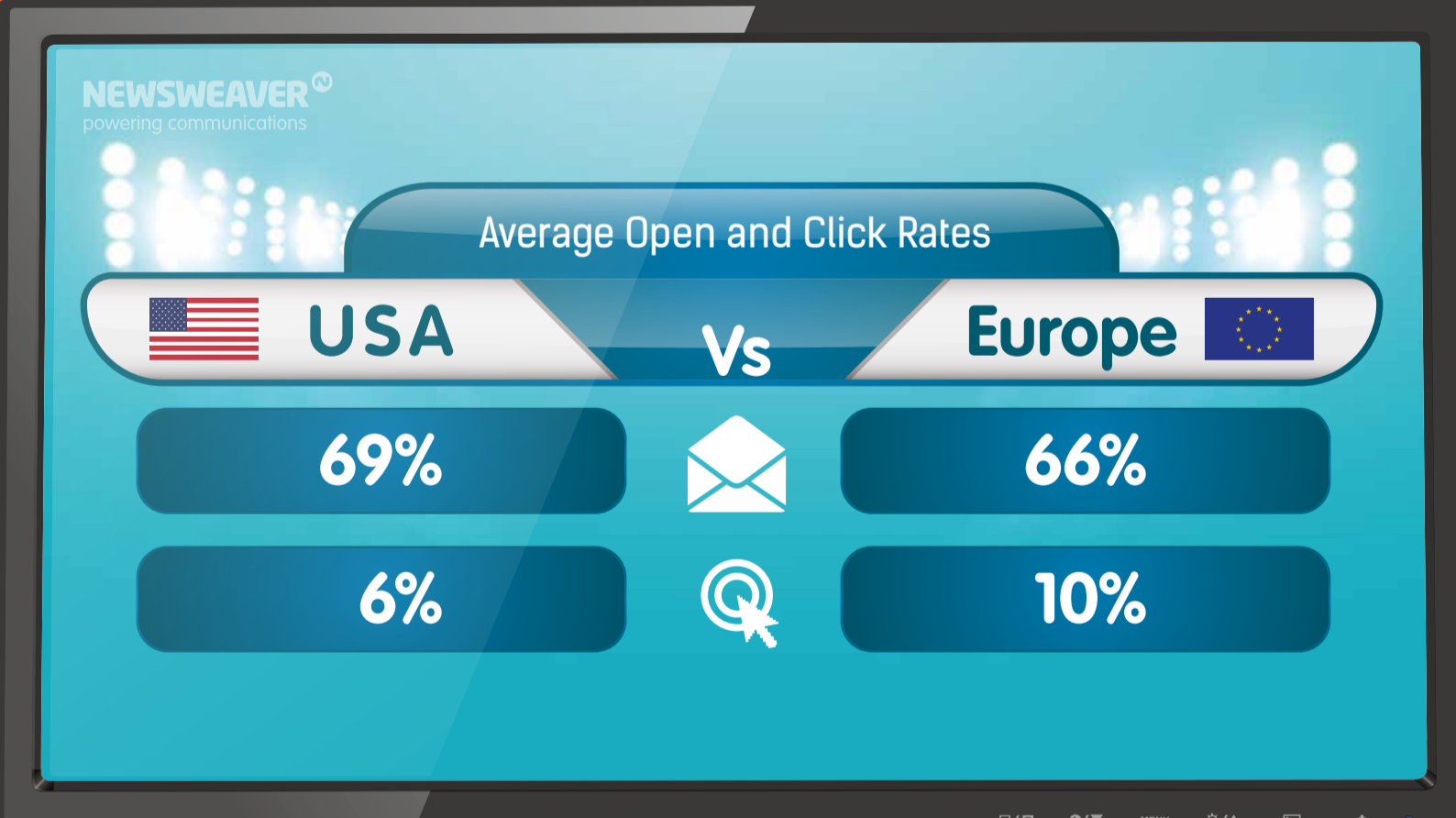
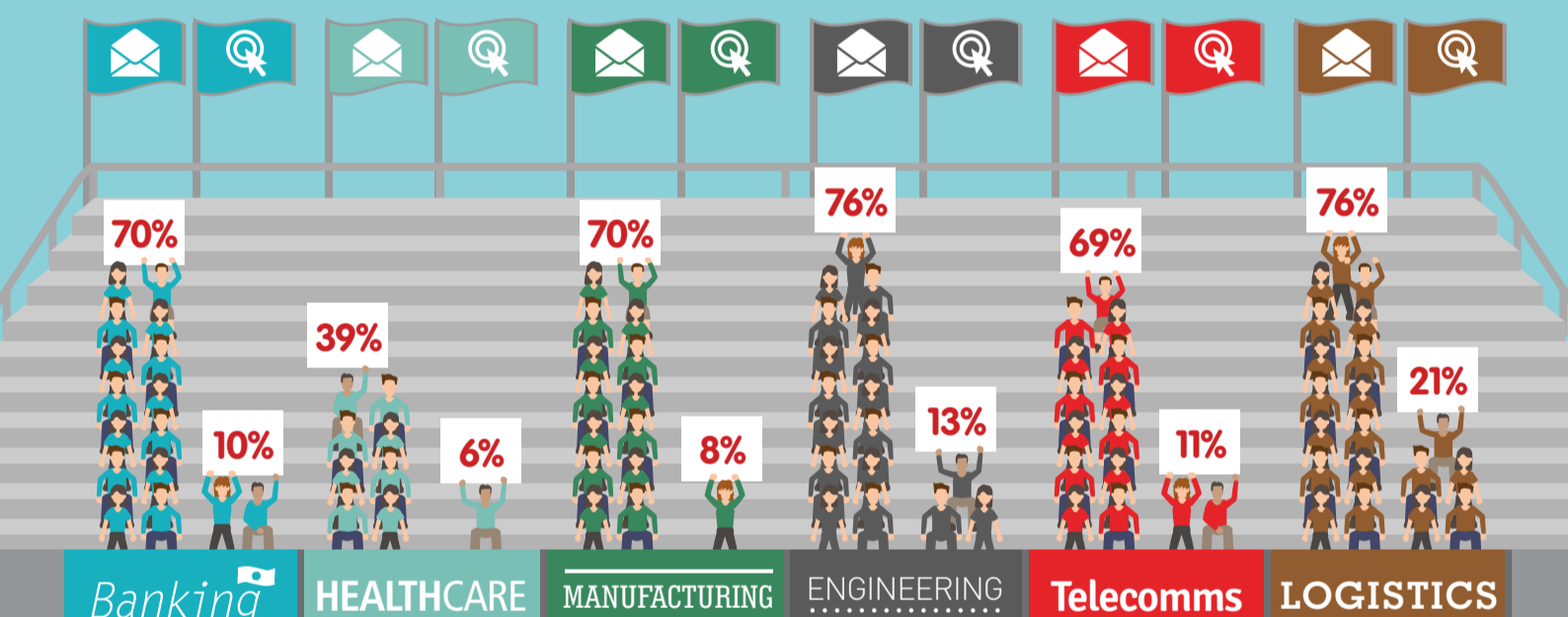
3 Top Tips

- Use your employee data – Emails with targeted content perform better than group emails.
- Measure, benchmark and improve – Use insight to improve engagement and prove business value
- Send it from someone meaningful – match the message to the sender (i.e. CEO, Manager, team leader)



Emails by Industry

Average Open and Click rates



When to Send

SCHEDULE

Best time to send

- Between 8am and 9am has the best average open rate
- The afternoon achieves above average open and click rates
- Lowest average results are mid-morning

Best day to send

- Do you send global messages in one go? Our research has shown that messages sent between 08:00 and 09:00 or 12:00 and 14:00 achieve above average open rates.
- Even the day you send out messages can have an impact. The same research shows that Monday, Tuesday and Friday mornings and Thursday afternoons achieve above average open and click rates.
- Tuesday and Friday afternoons should be avoided.



Data has been aggregated across Newsweaver Internal Connect accounts. The sample size was 32,718 emails sent using Newsweaver Internal Connect between October 2014 and October 2015.