

GovDelivery Analytics Report

TRBS

Jake Goebel 6/25/24

Background

Scope:

Past 24 months

Key metrics:

Unique open rate

Click-through rate

Research questions:

Which communications perform the best?

Longitudinal trends?

Does the weekday or time posted impact performance?

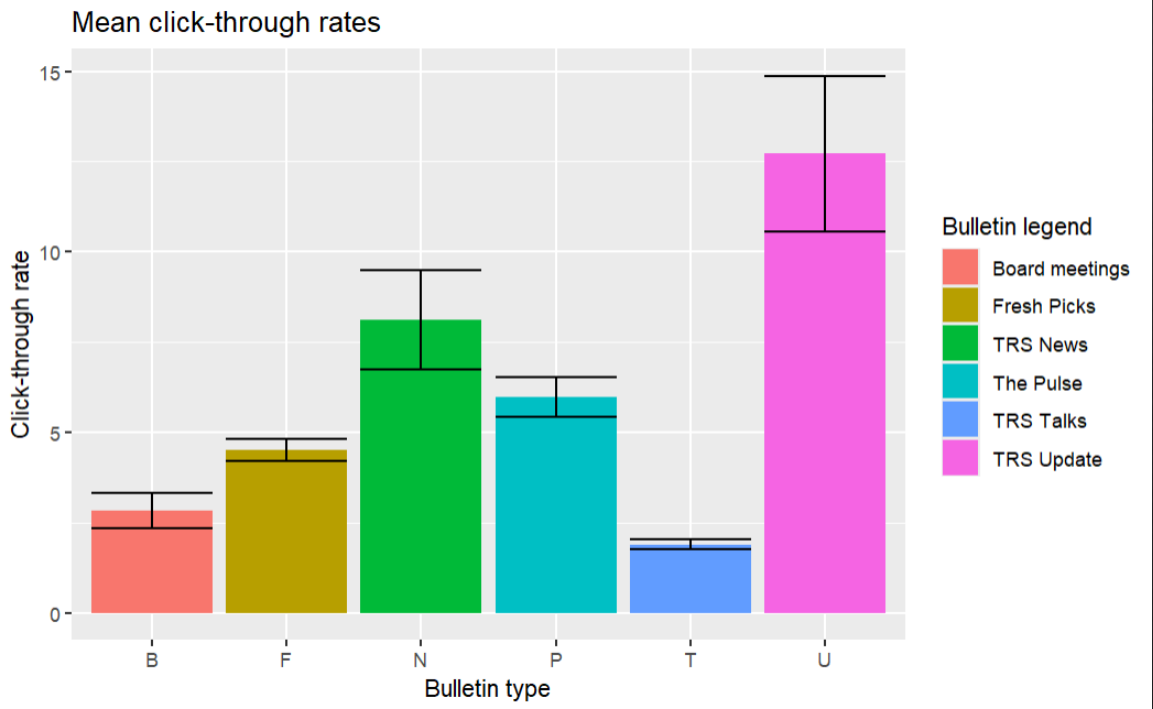
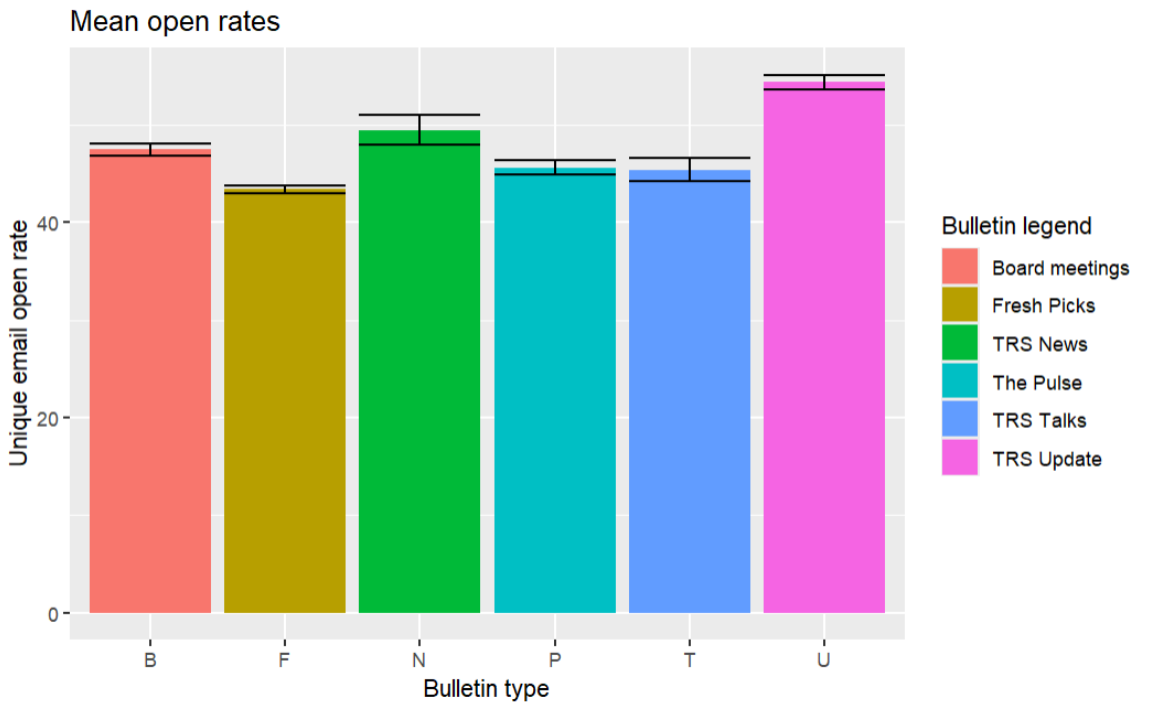
Does the number of links included matter?

Does mentioning a current event in the header matter?



At a glance...

Performance across GovDelivery communications





Best Performers



TRS Update Newsletter does particularly well

The Pulse:

“The Pulse: Express Scripts Checklist”

“The Pulse: Know Your Benefits”

“TRS-ActiveCare Enrollment Resources”

“The Pulse: Annual Enrollment is Coming”

Fresh picks:

“Prop. 9 Passes + More News from TRS”

“Unlock the latest news from TRS!”

“New Member Tips + Retirement Sessions + Health News”

“Your TRS Benefit and Pension News - July issue”

TRS News:

Subscribers of “TRS News Requests” are particularly engaged

“Your August 2022 TRS News is Here!”

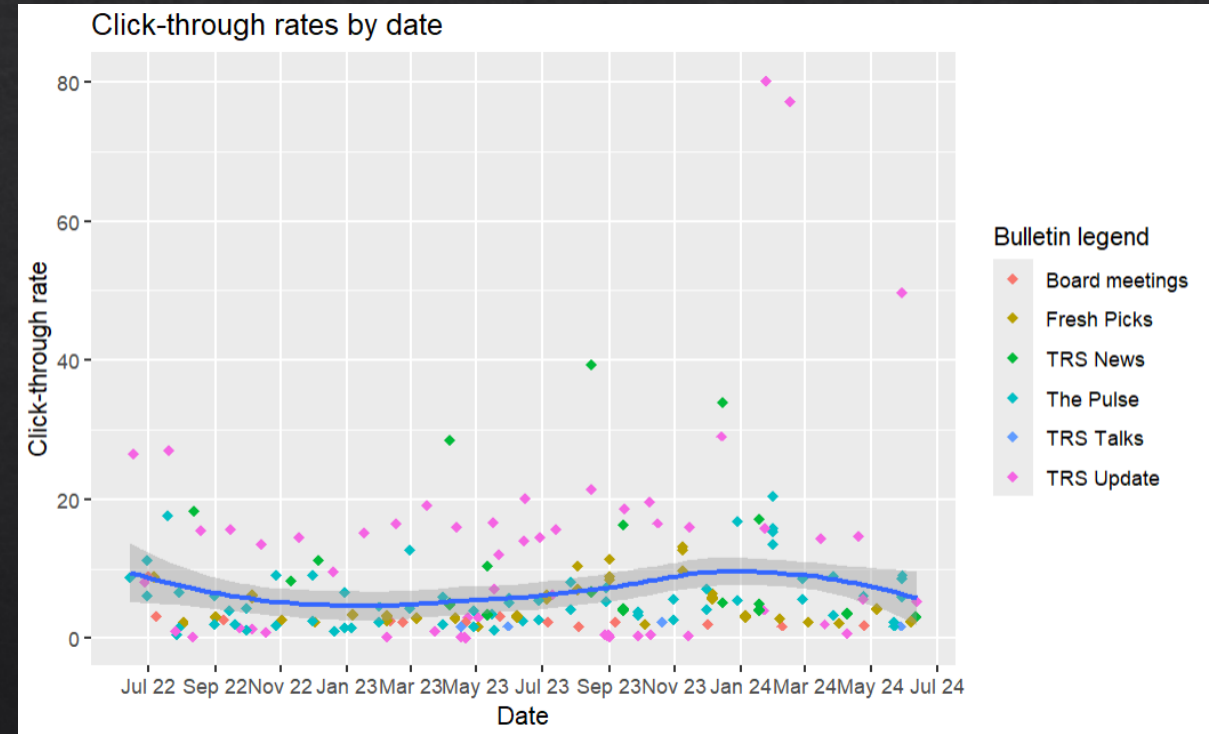
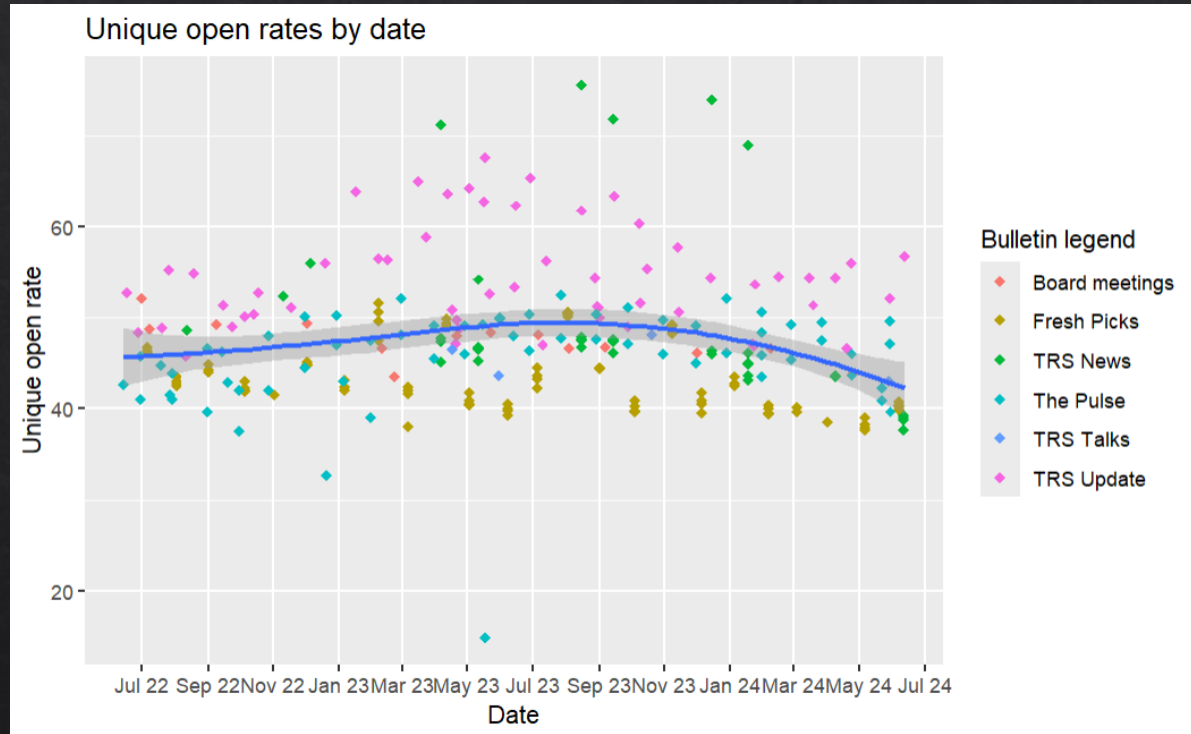
“Your New TRS Benefits Handbook is Here”

“Your December 2022 TRS News is Here!”

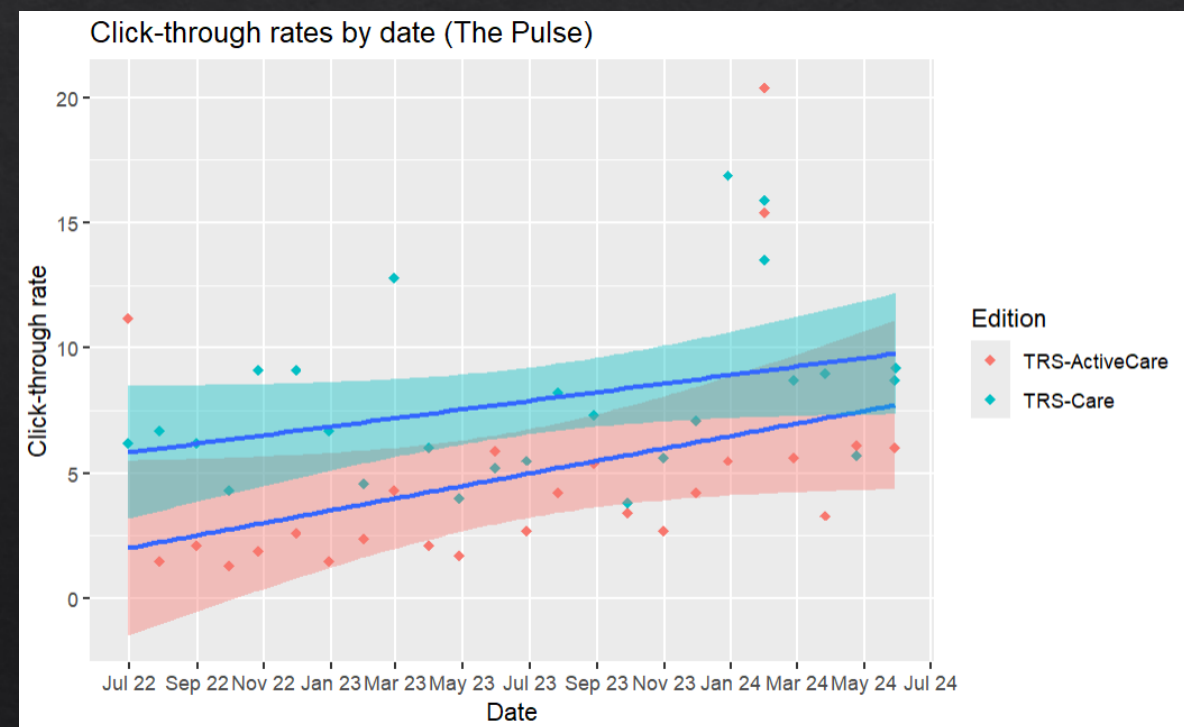
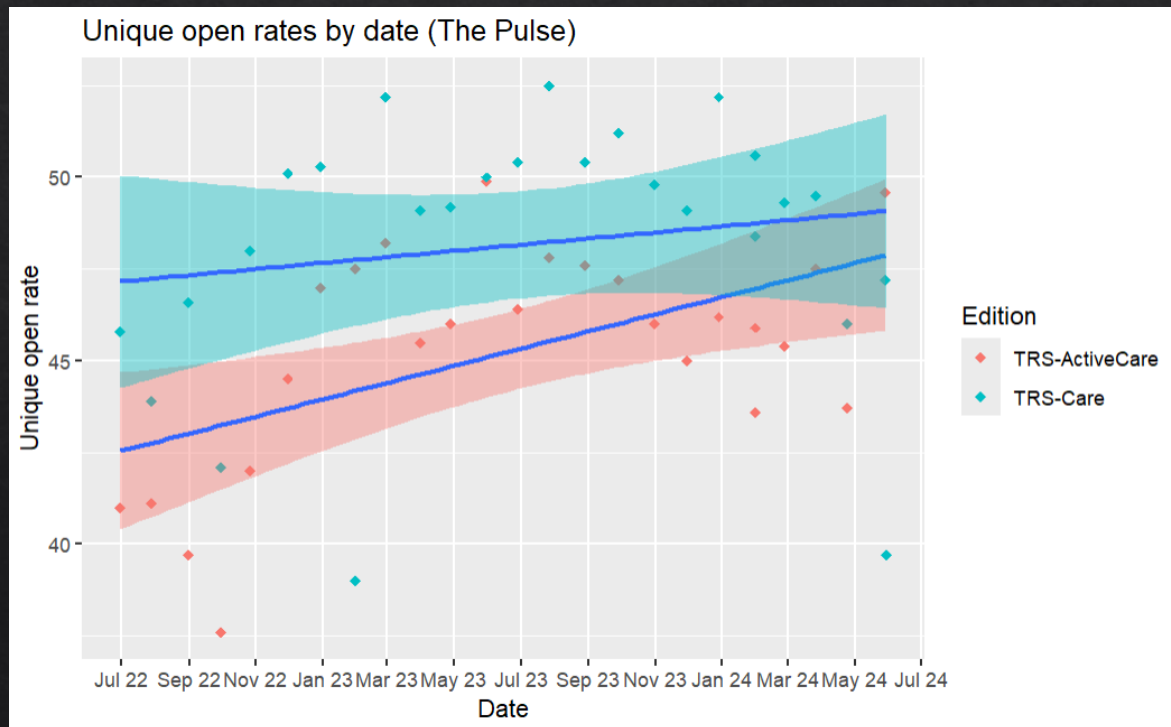
“TRS News' Legislative Edition is Here”

Longitudinal trends?

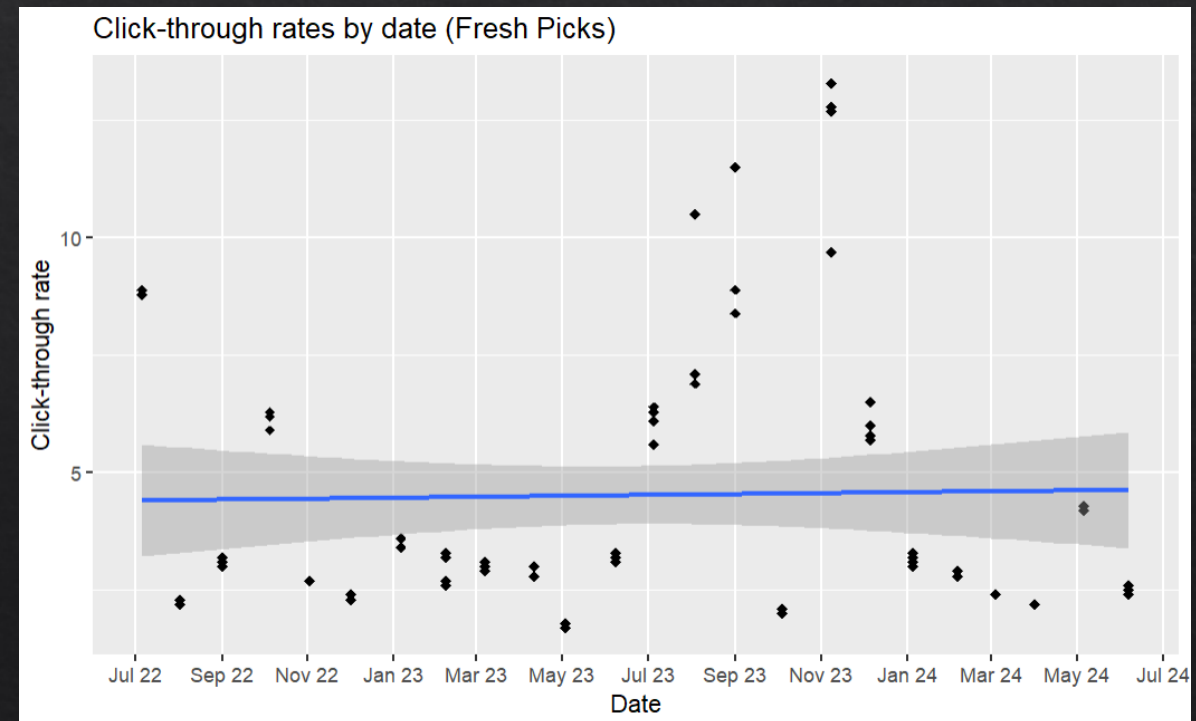
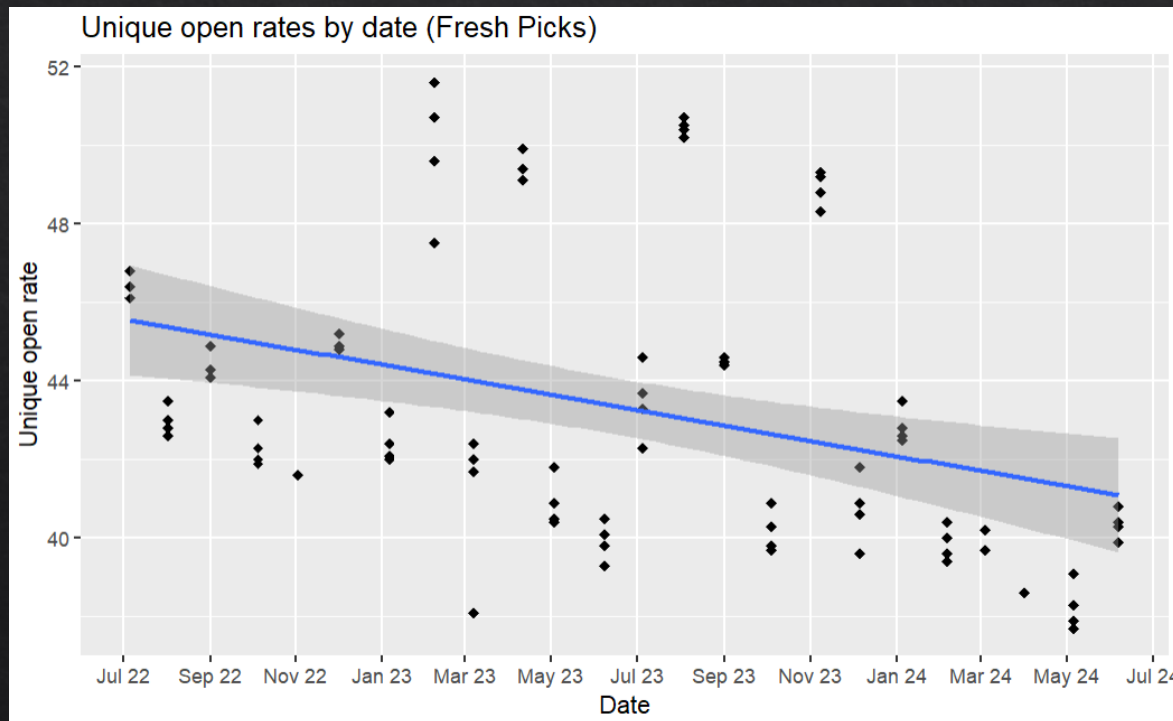
Performance across time



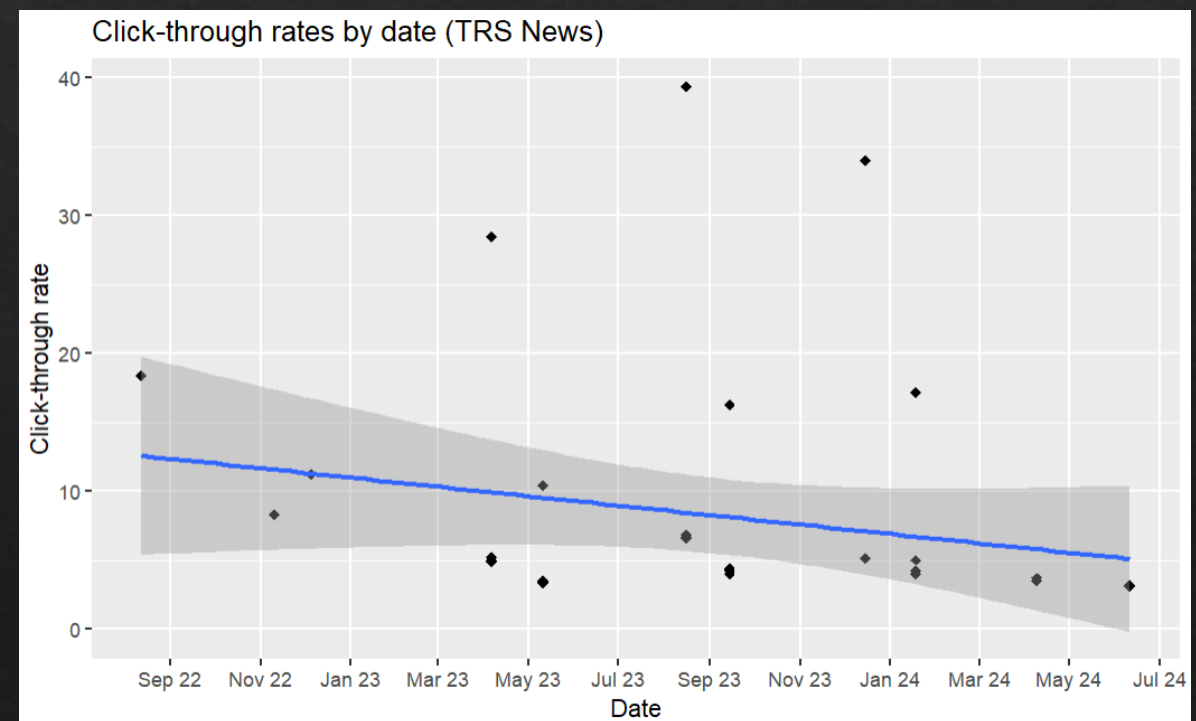
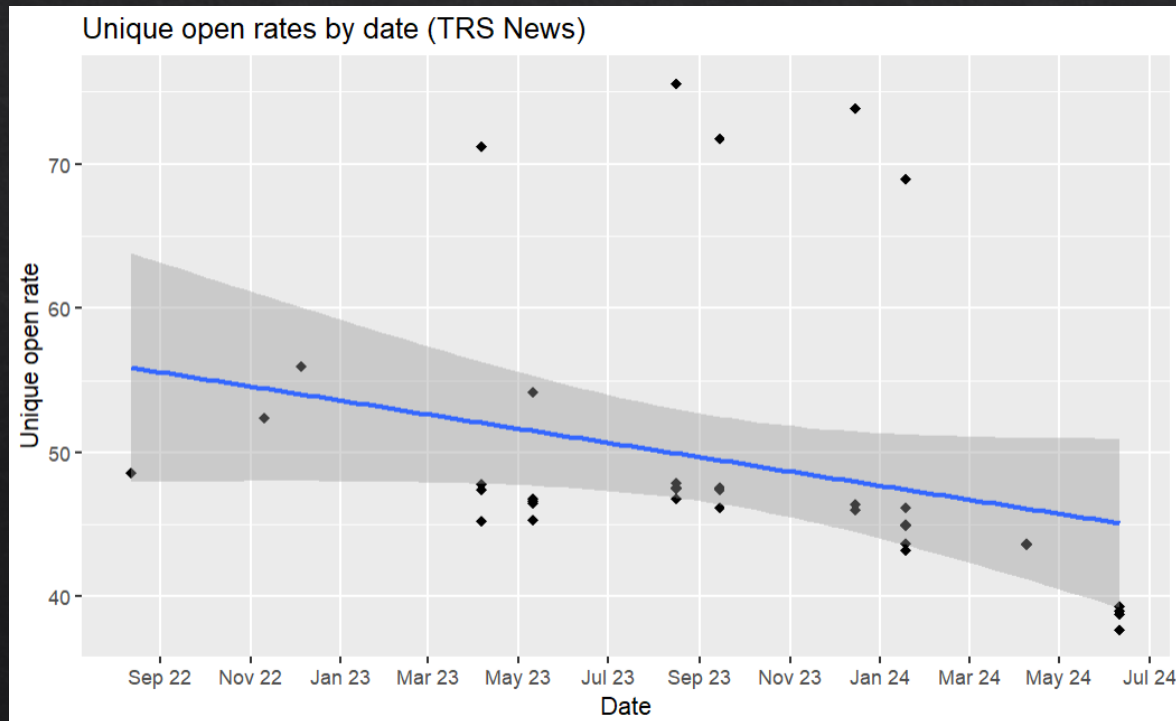
Performance across time (The Pulse)



Performance across time (Fresh Picks)

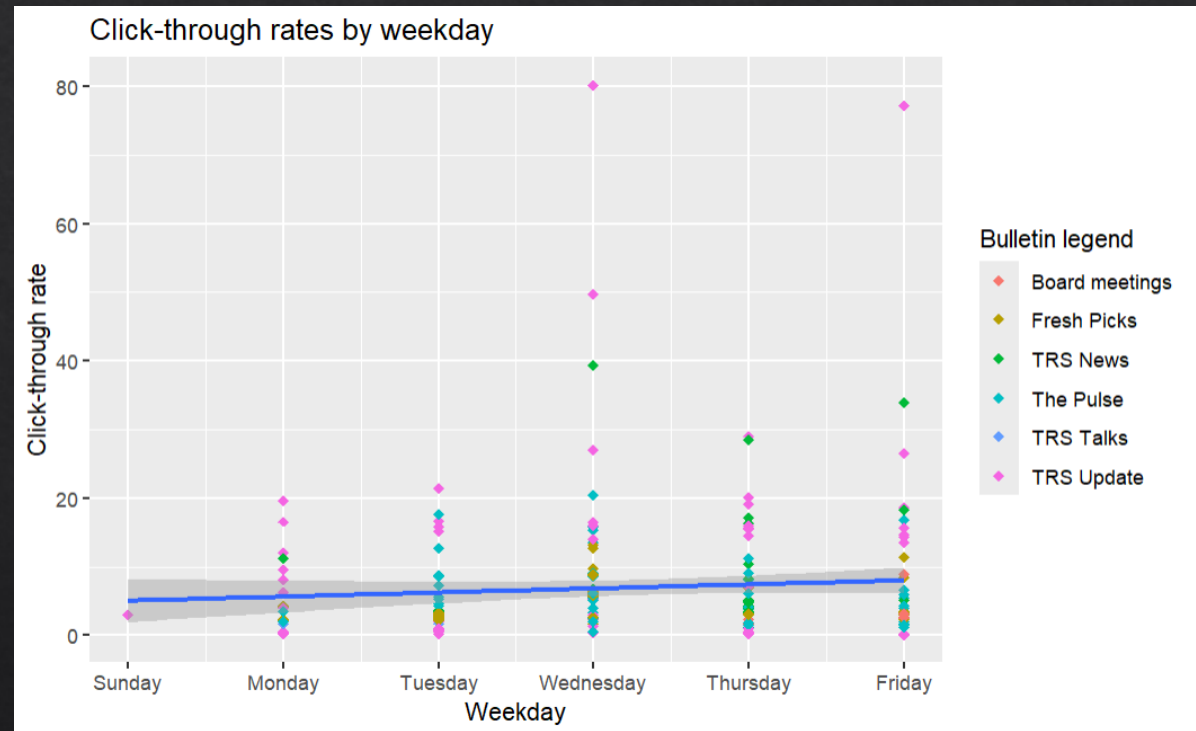
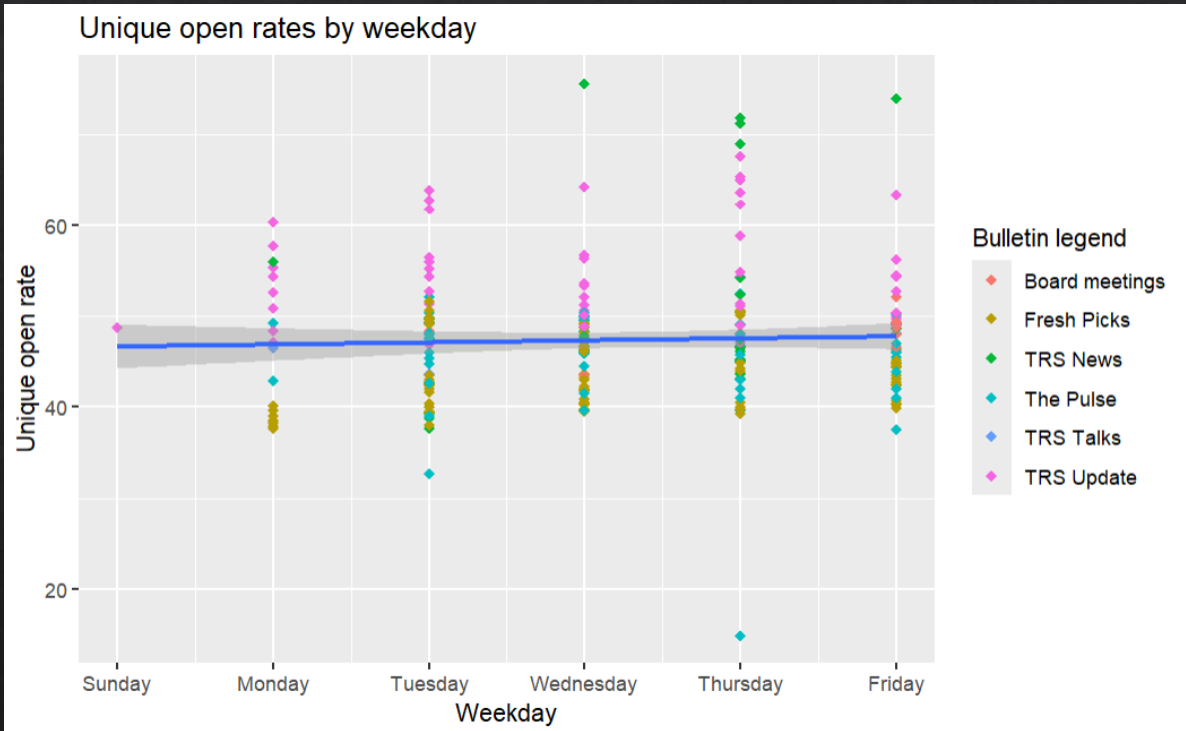


Performance across time (TRS News)

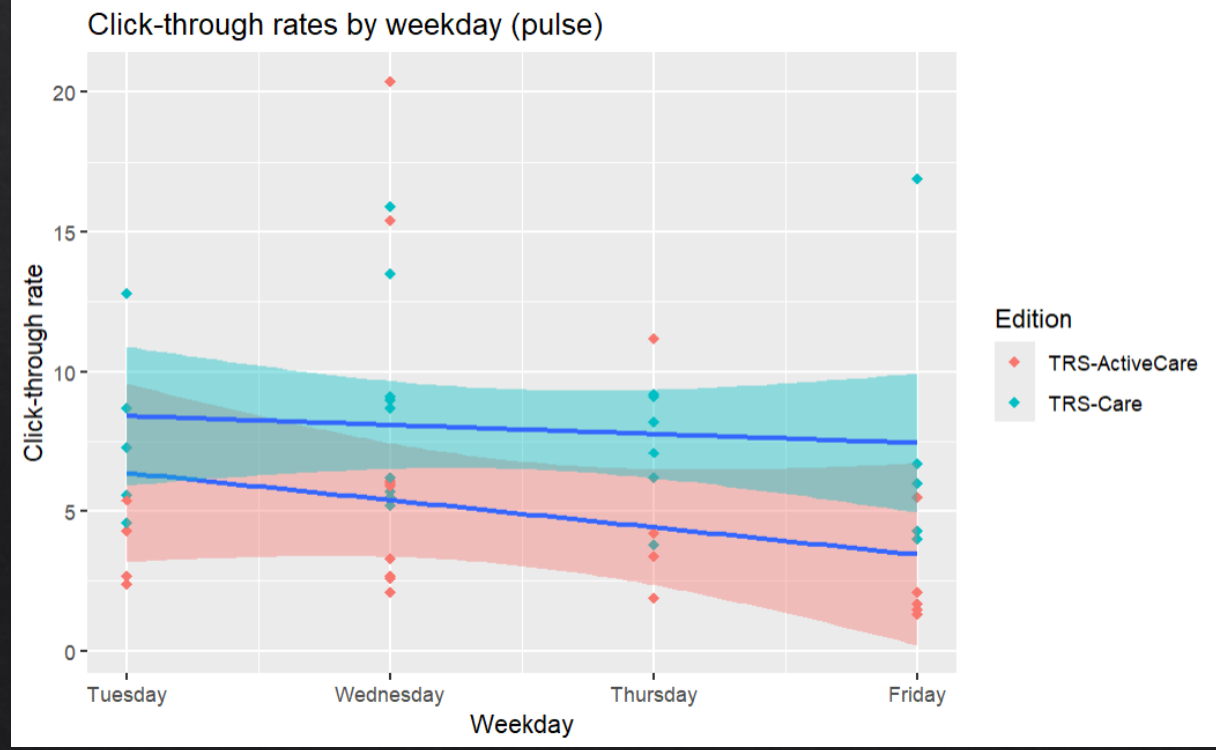
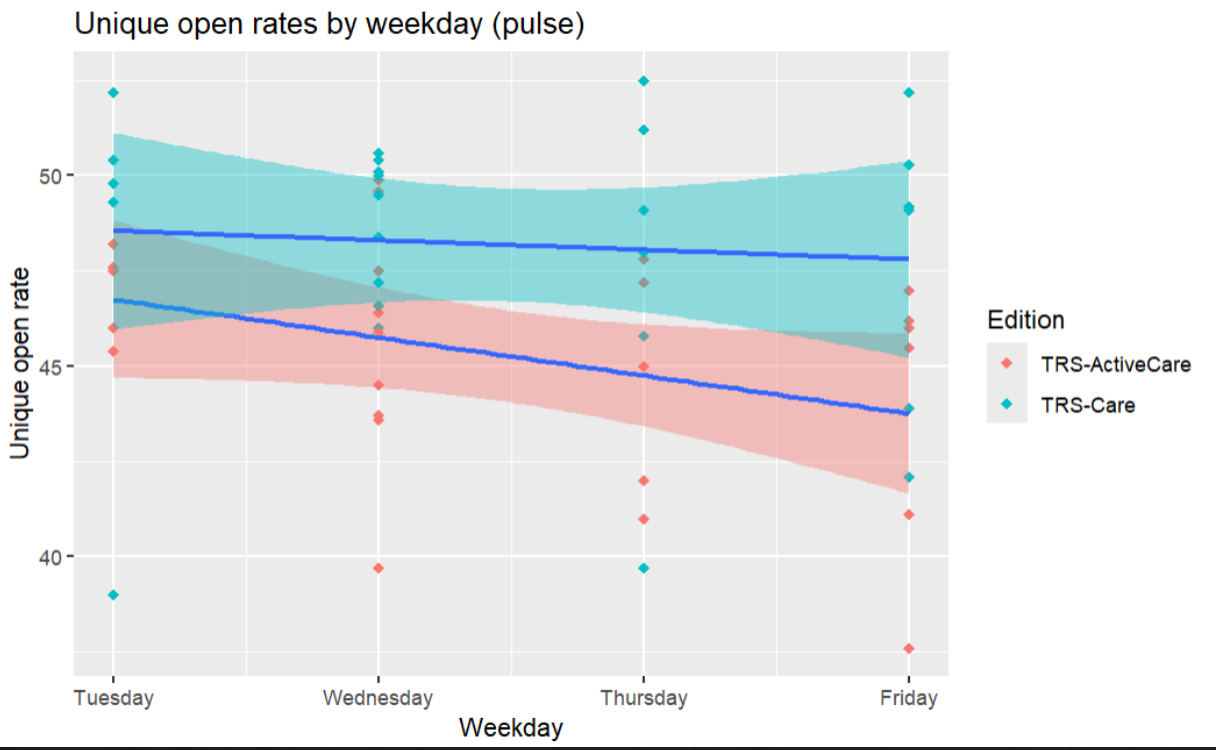


Does the day of the week matter?

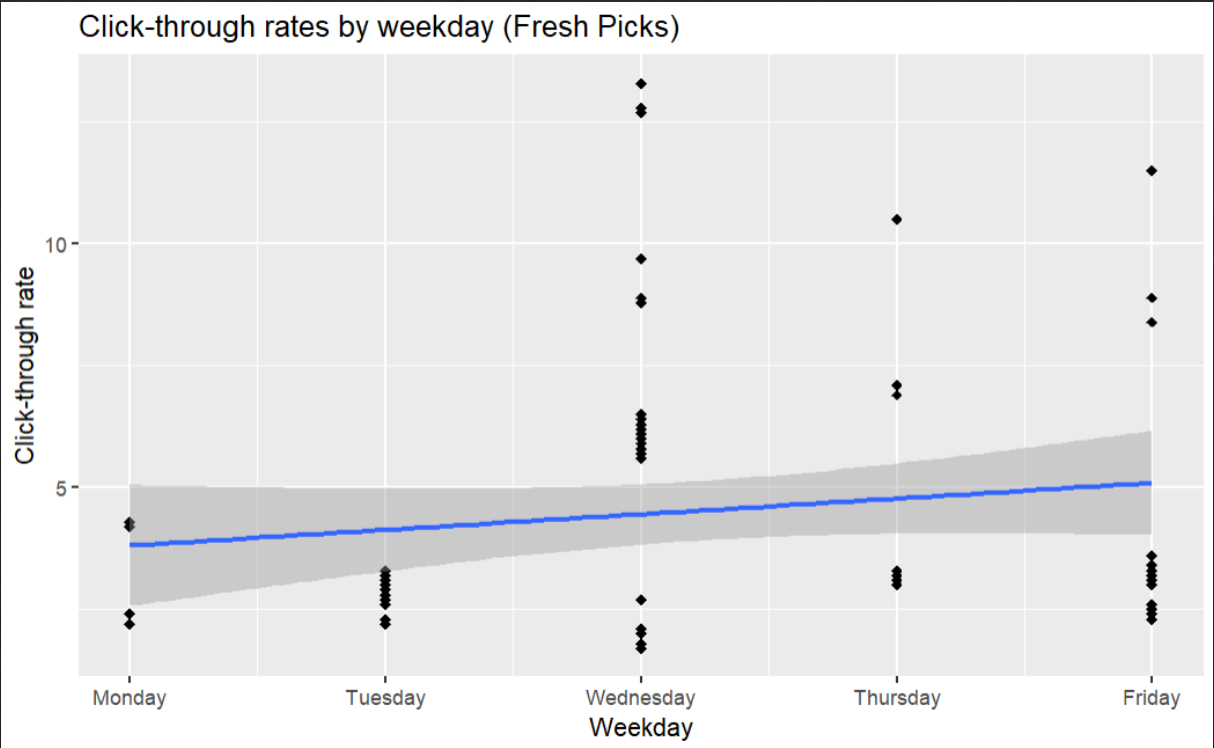
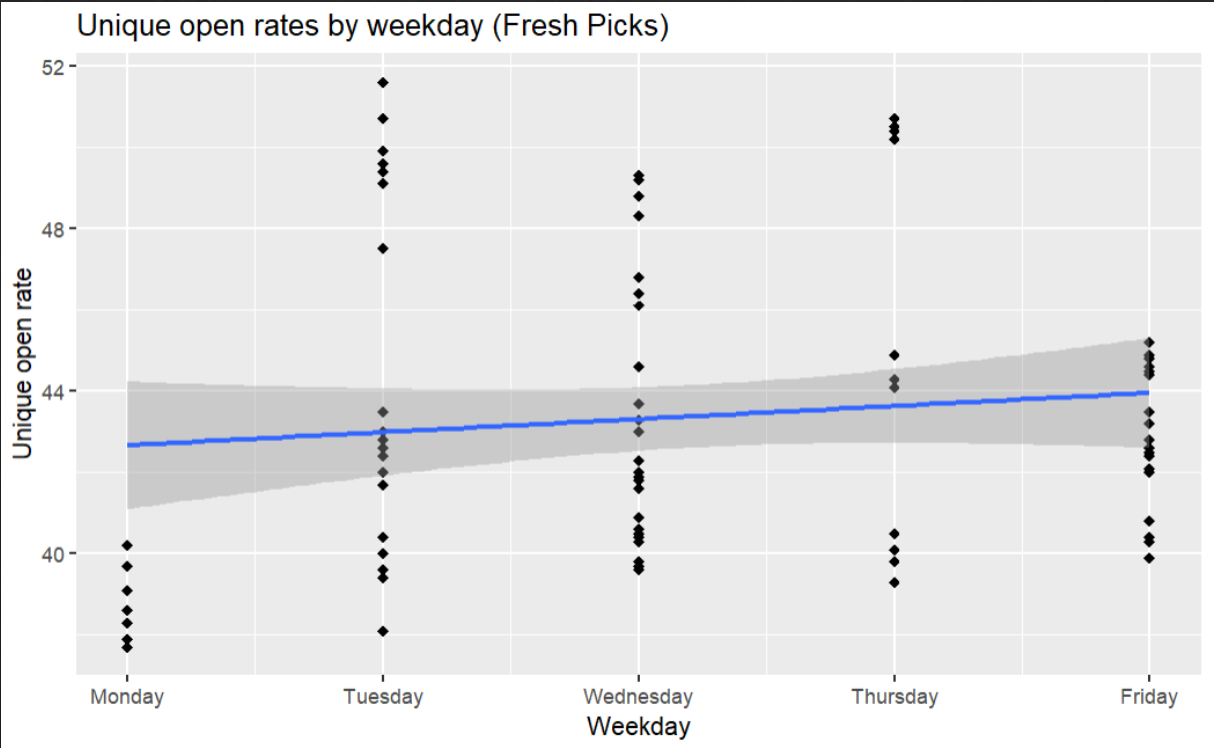
Performance by weekday posted



Performance by weekday posted (The Pulse)



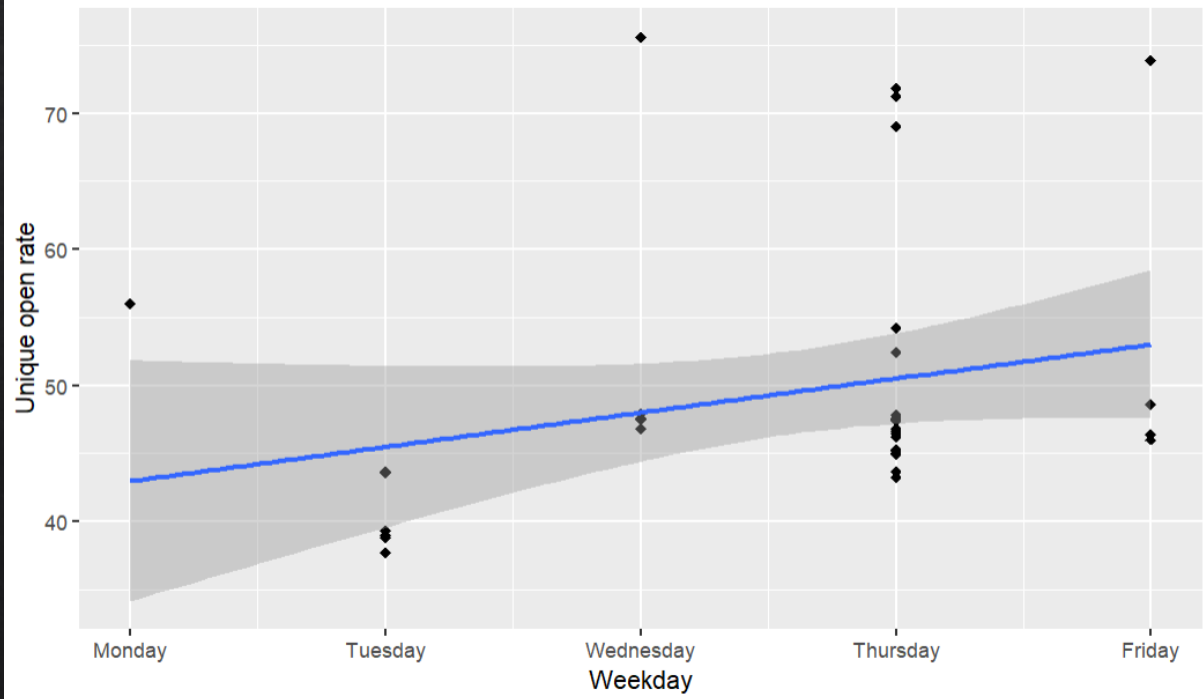
Performance by weekday posted (Fresh Picks)



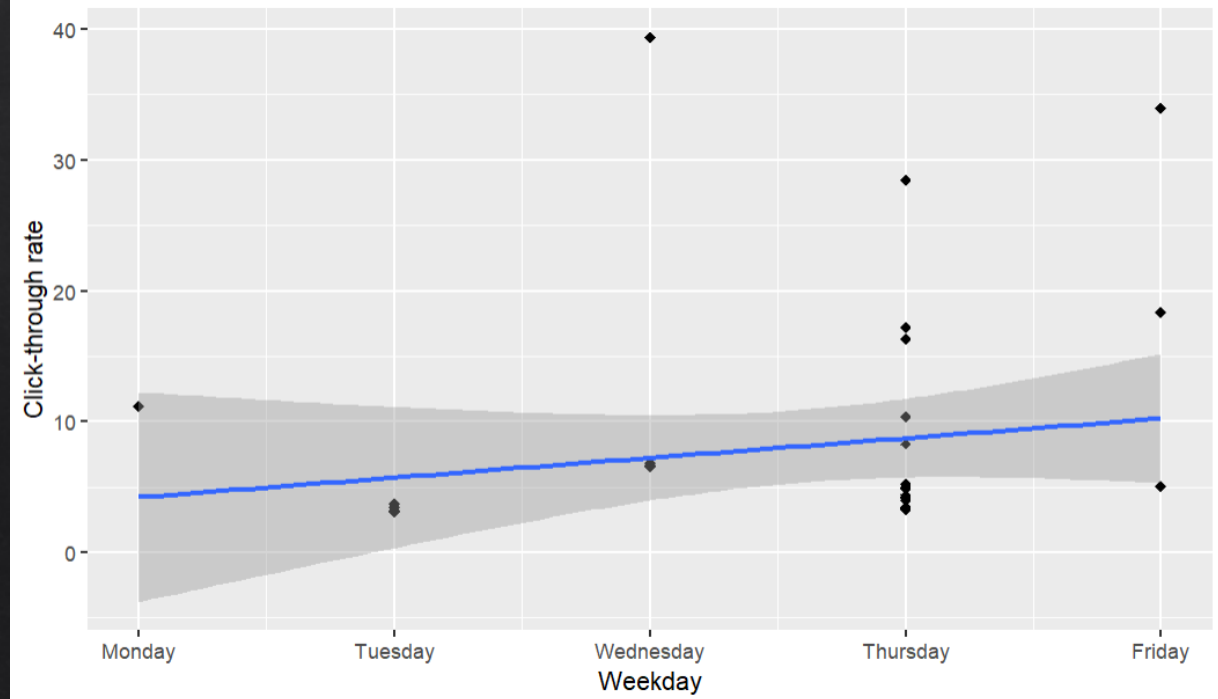
Performance by weekday posted (TRS News)



Unique open rates by weekday (TRS News)



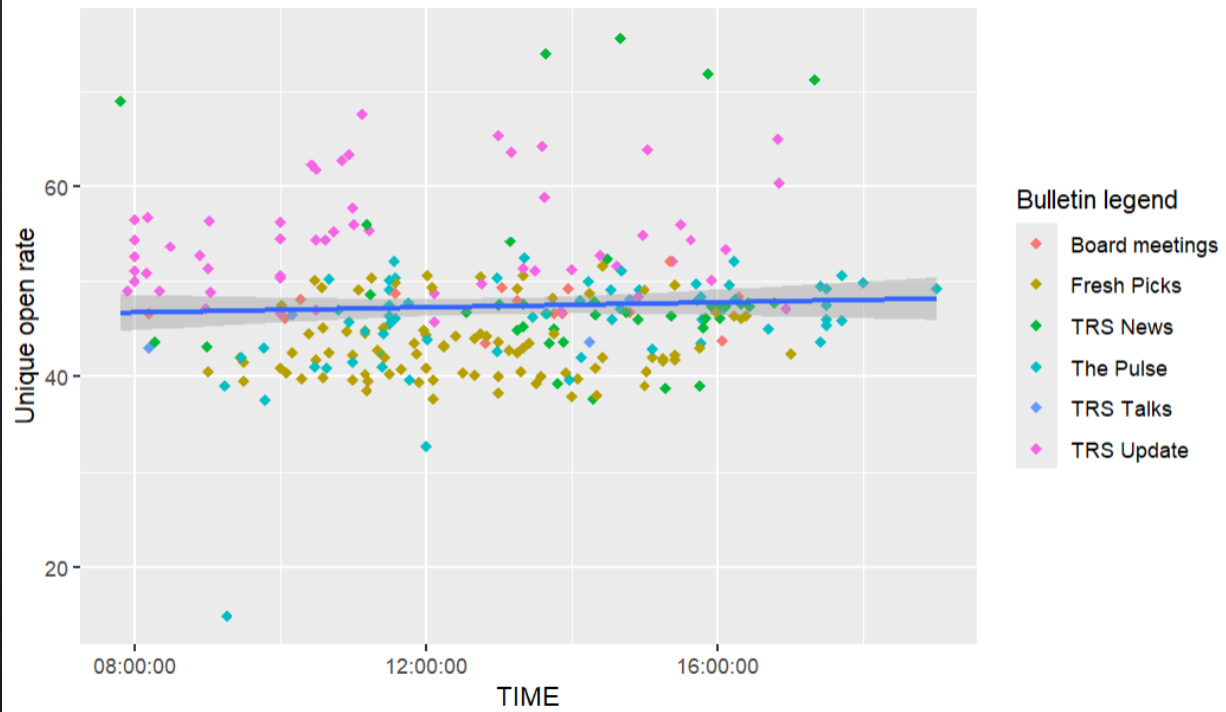
Click-through rates by weekday (TRS News)



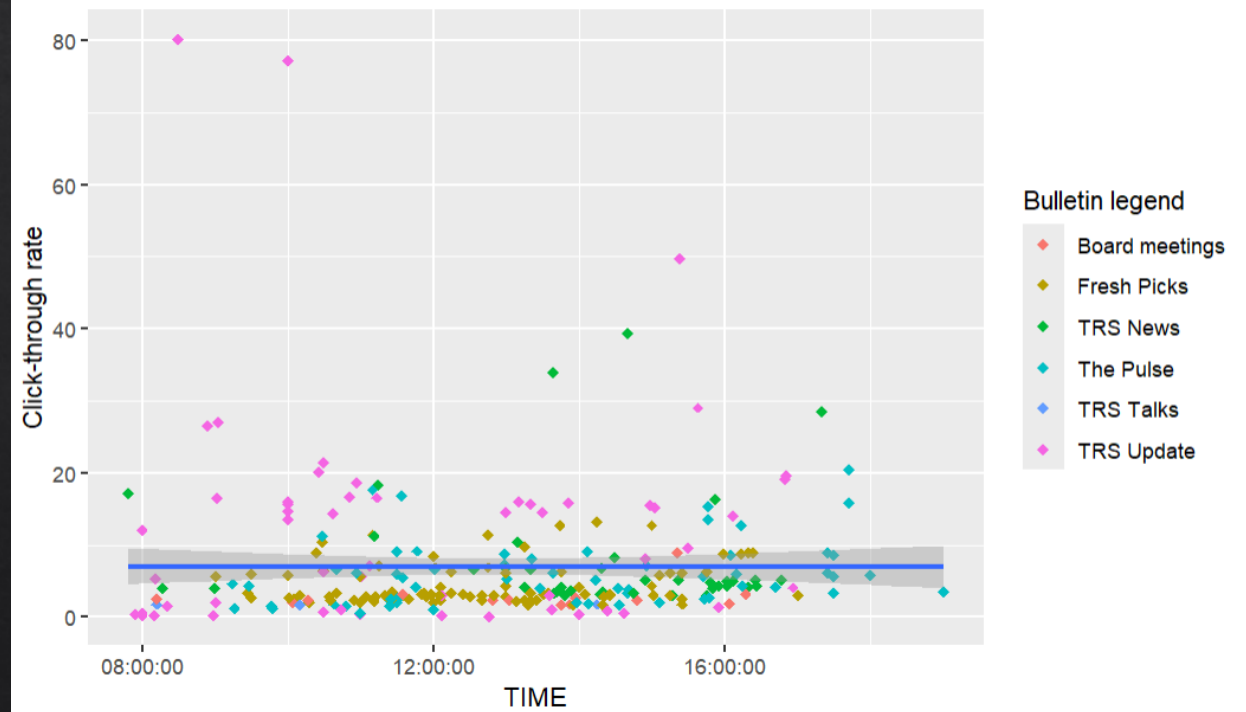
Does the time of day matter?

Performance by time posted

Unique open rates by time of day



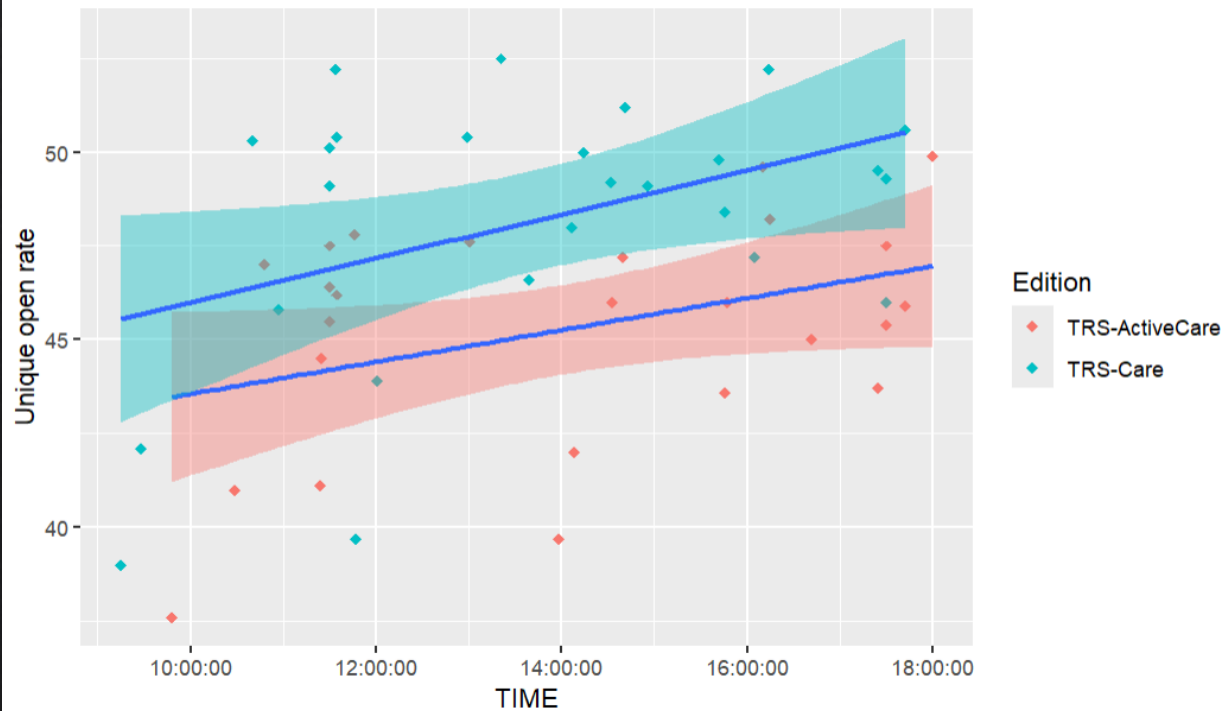
Click-through rates by time of day



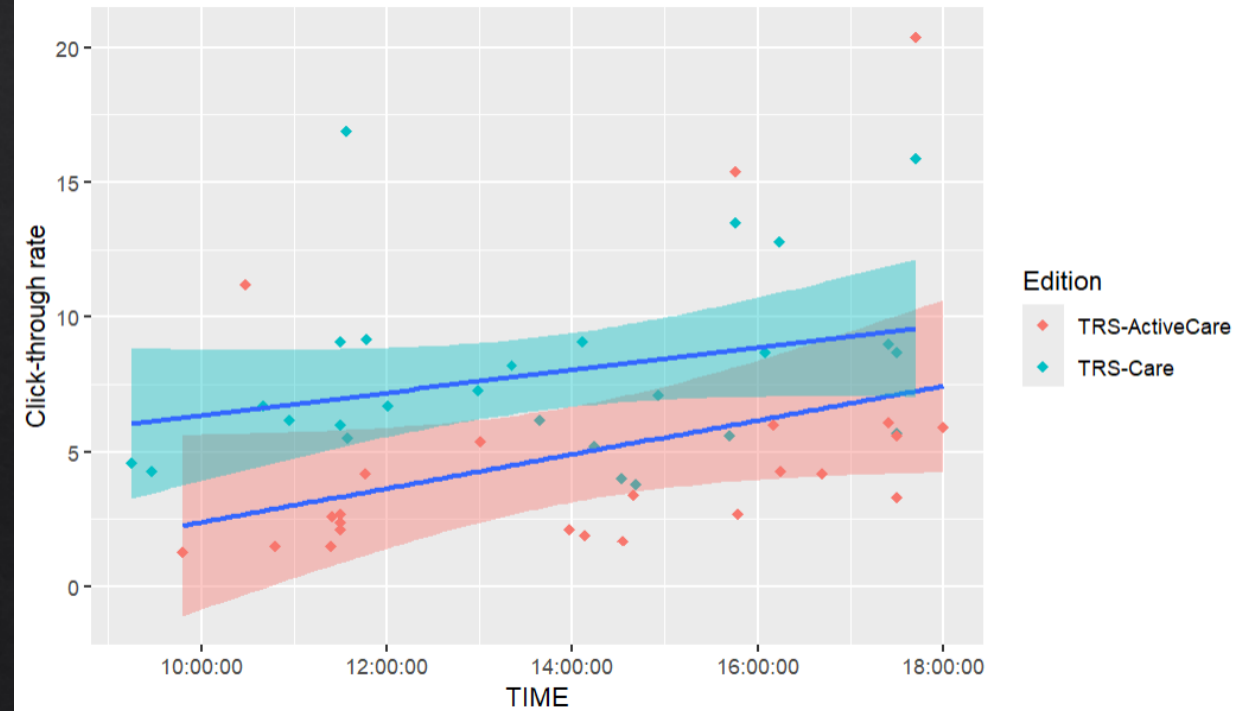
Performance by time posted (The Pulse)



Unique open rates by time of day (pulse)



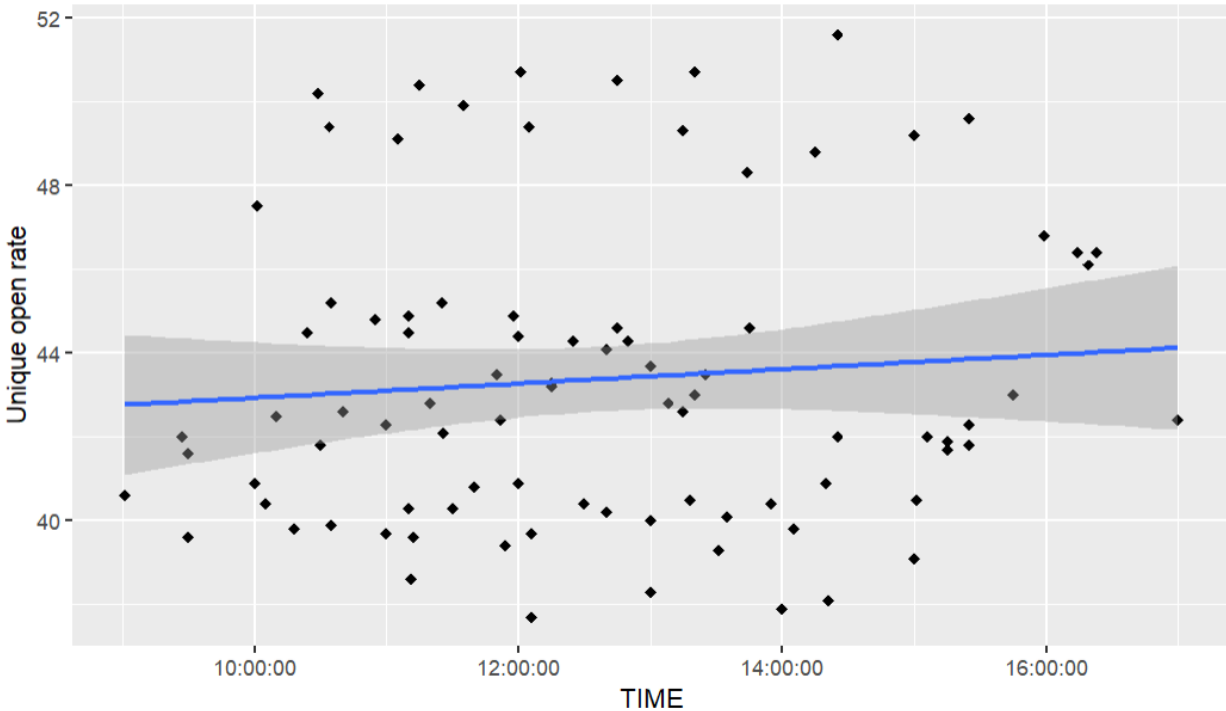
Click-through rates by time of day (pulse)



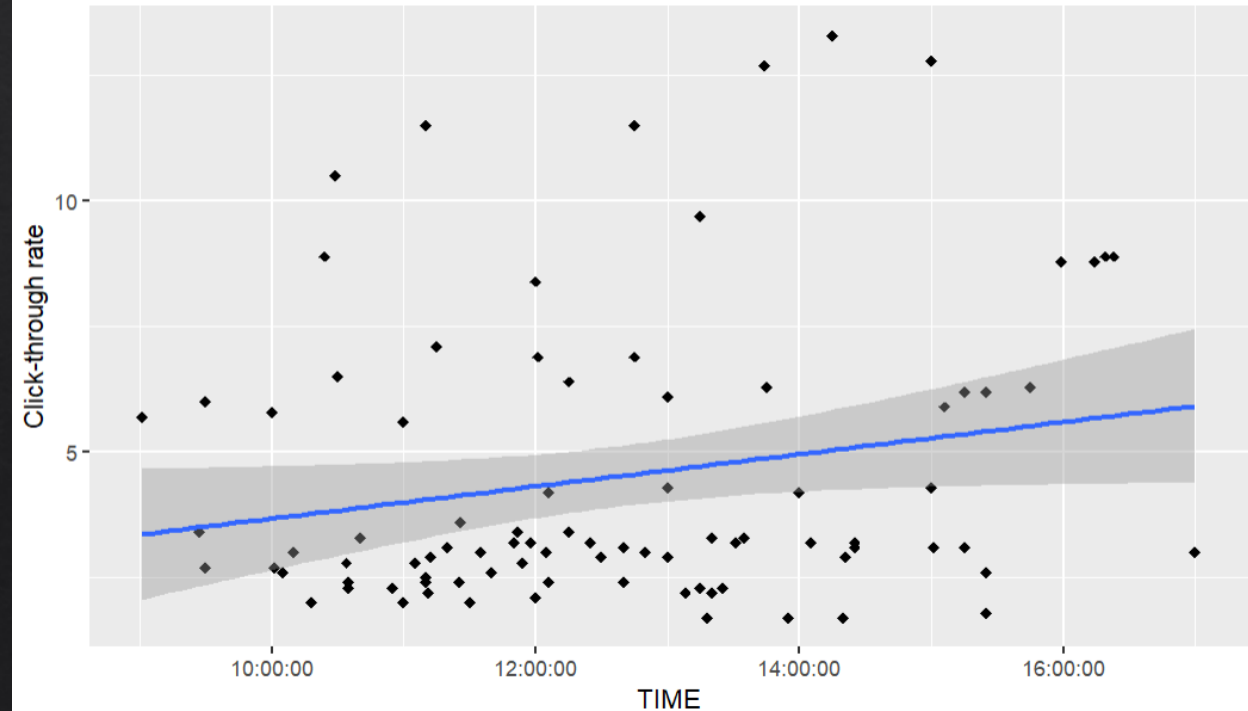
Performance by time posted (Fresh Picks)



Unique open rates by time of day (Fresh Picks)



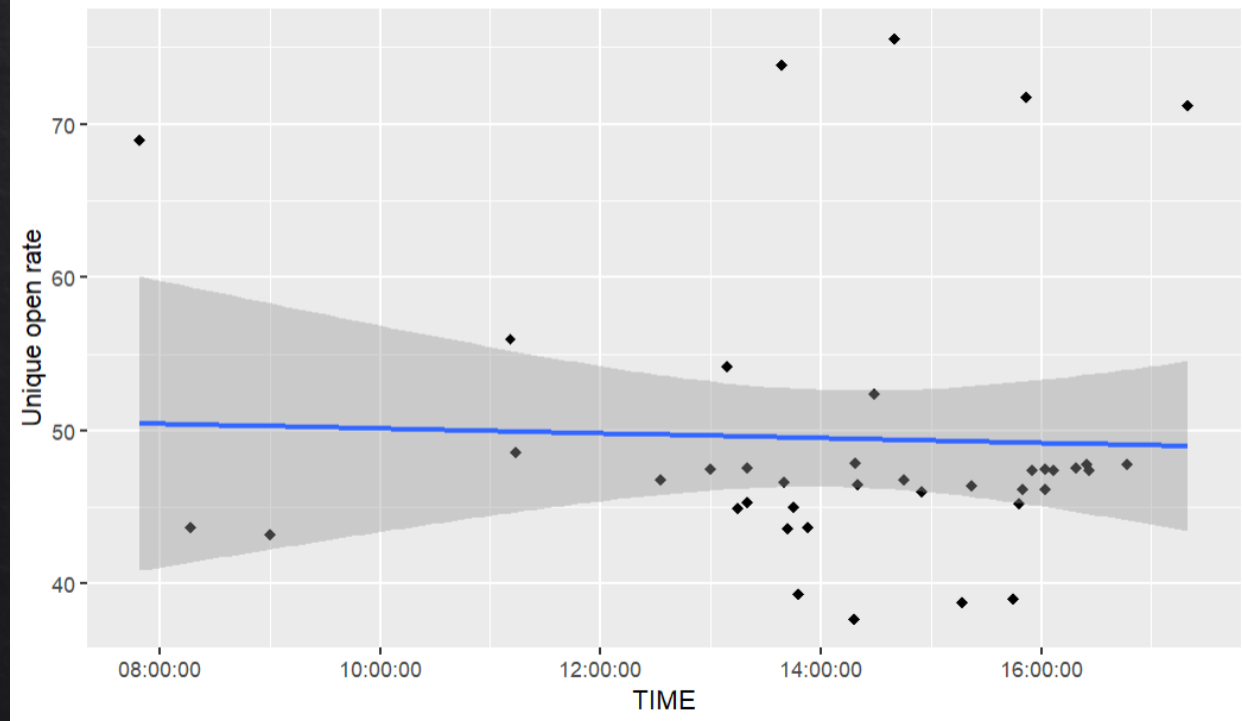
Click-through rates by time of day (Fresh Picks)



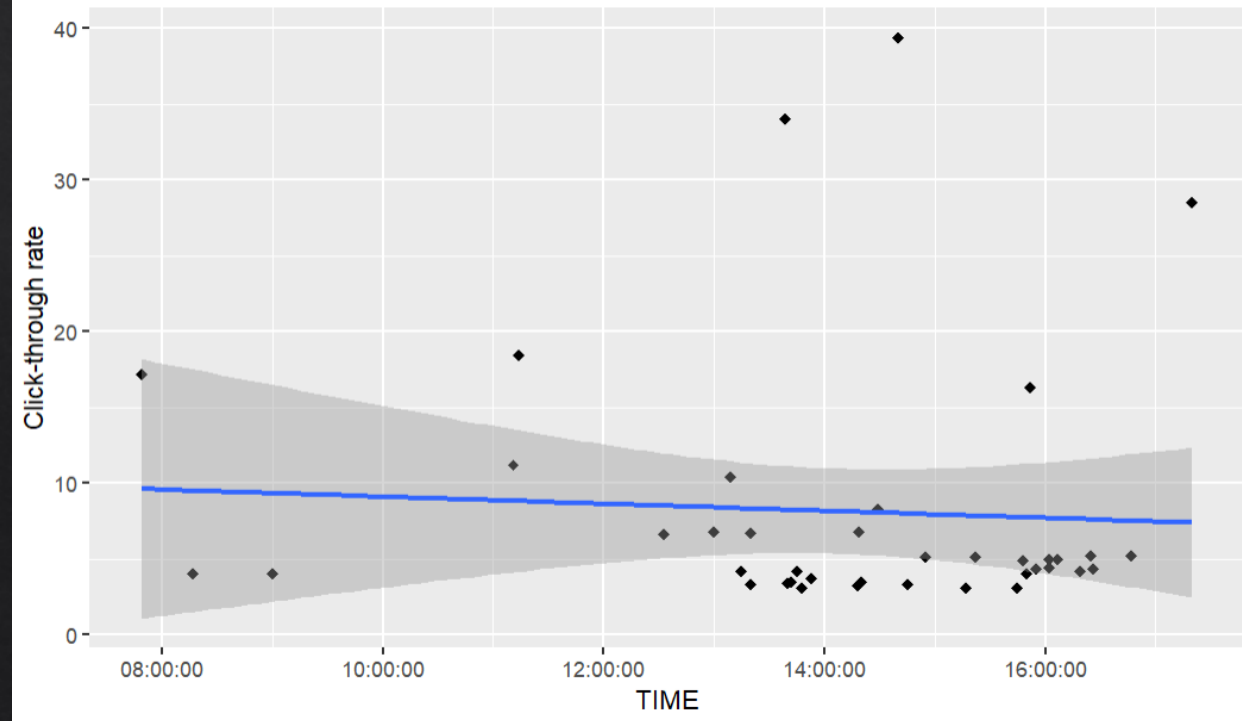
Performance by time posted (TRS News)



Unique open rates by time of day (TRS News)

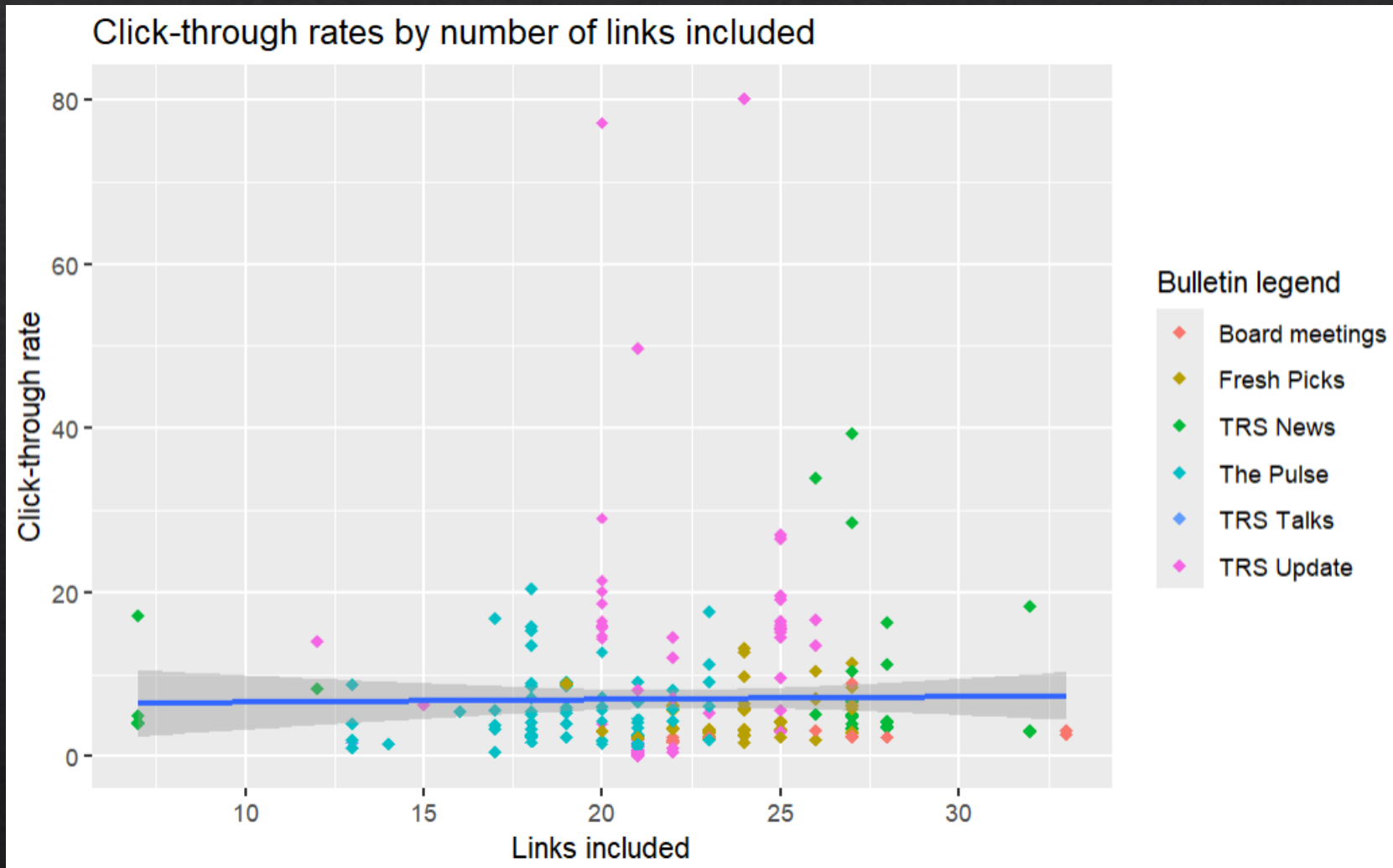


Click-through rates by time of day (TRS News)

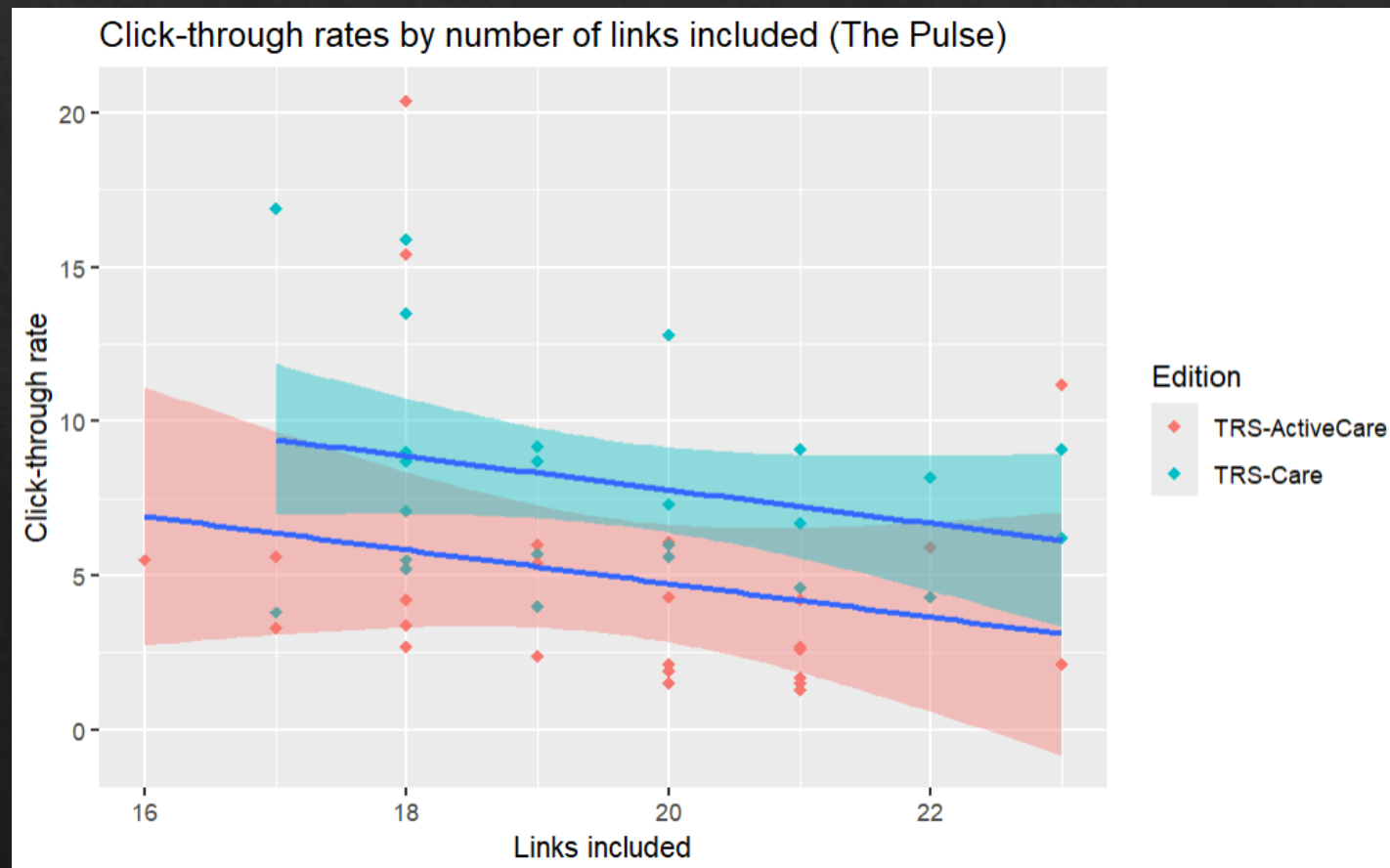


Does the embedded link count matter?

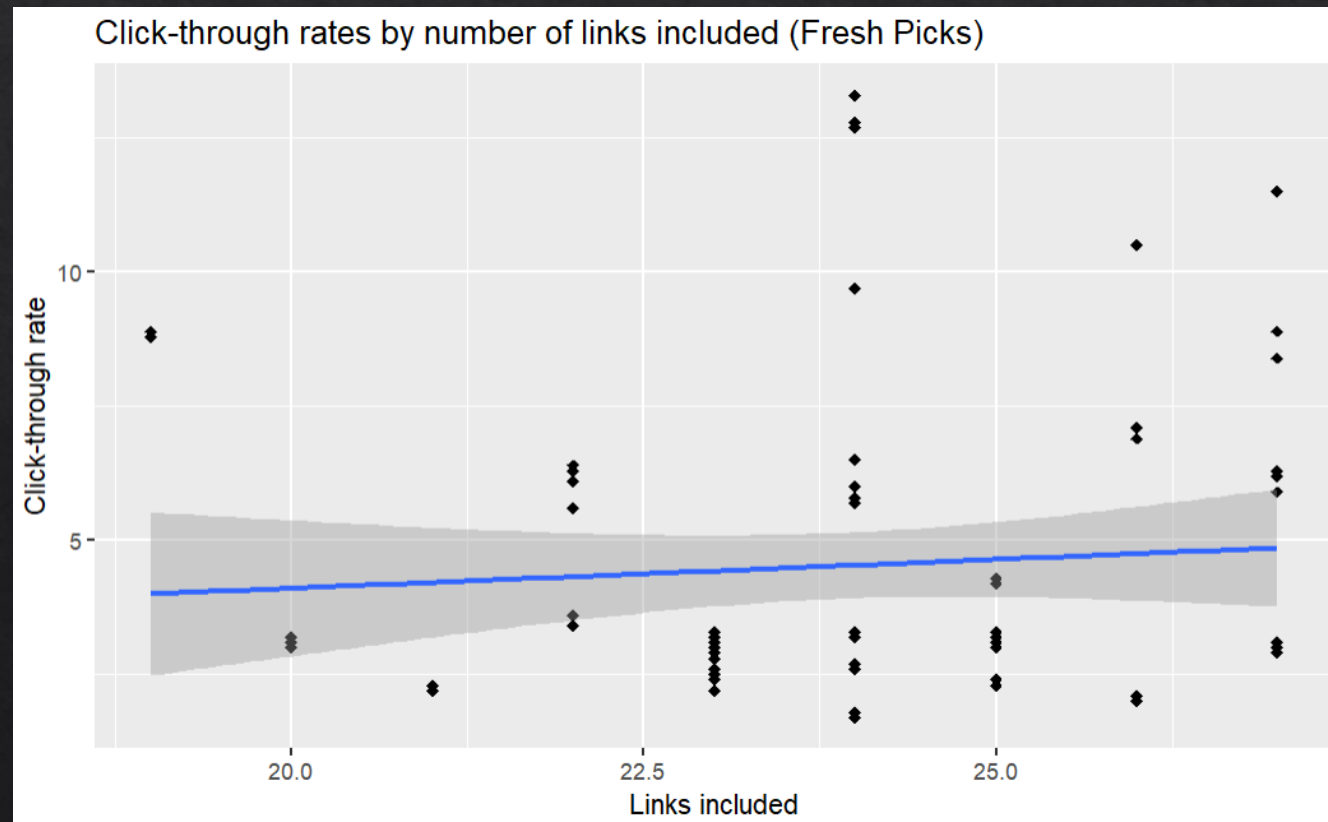
Does link count matter?



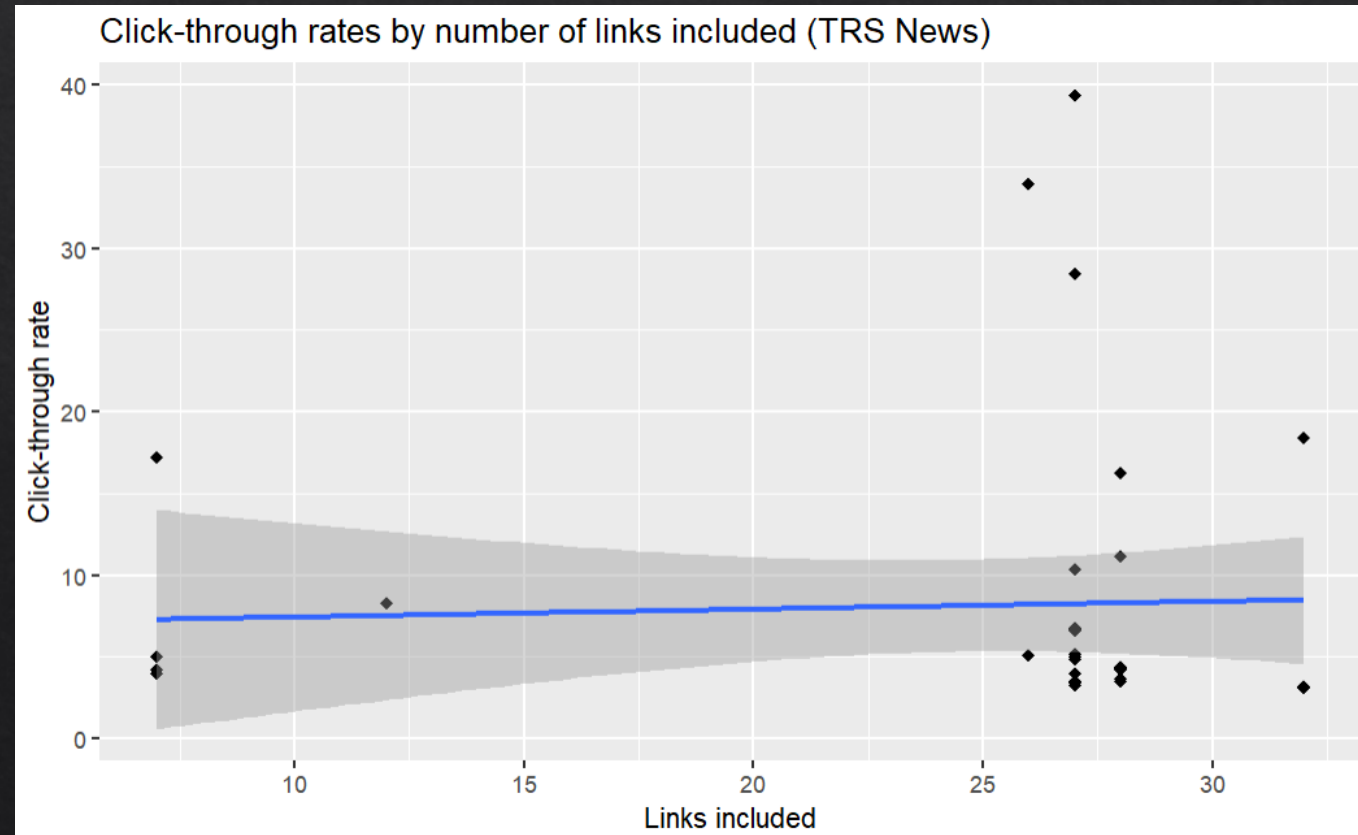
Does link count matter? (The Pulse)



Does link count matter? (Fresh Picks)



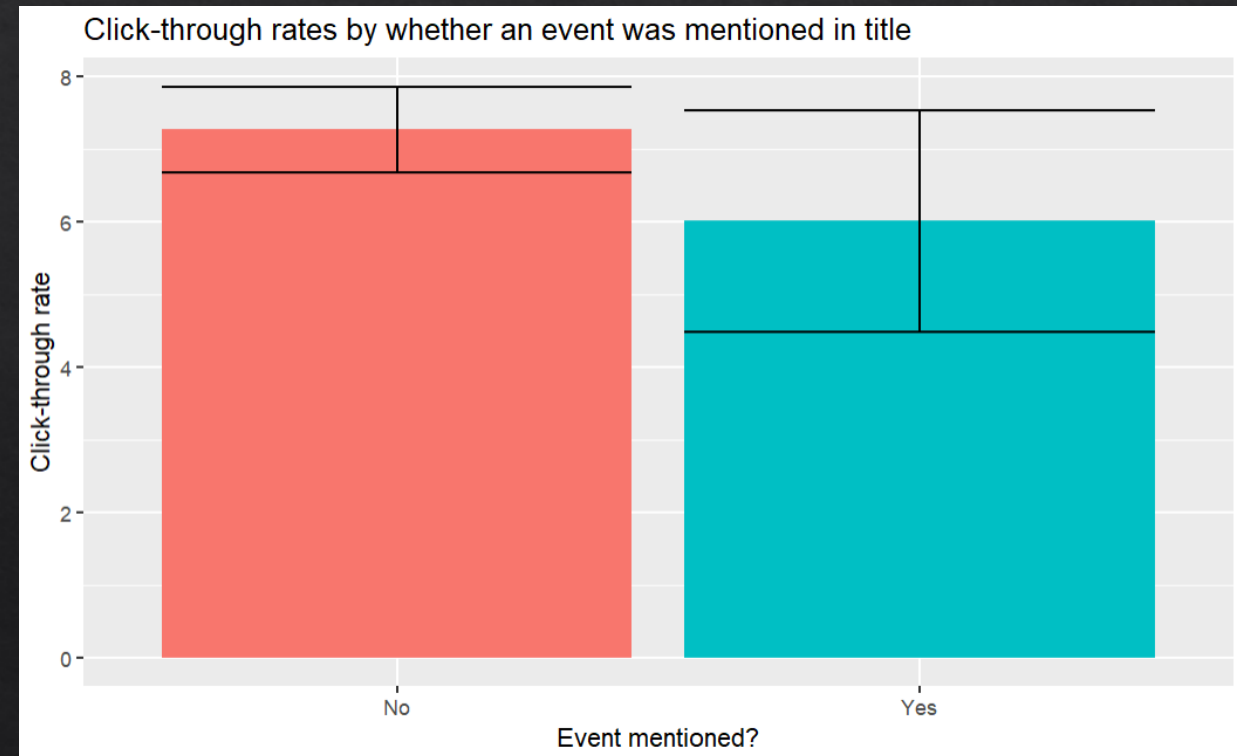
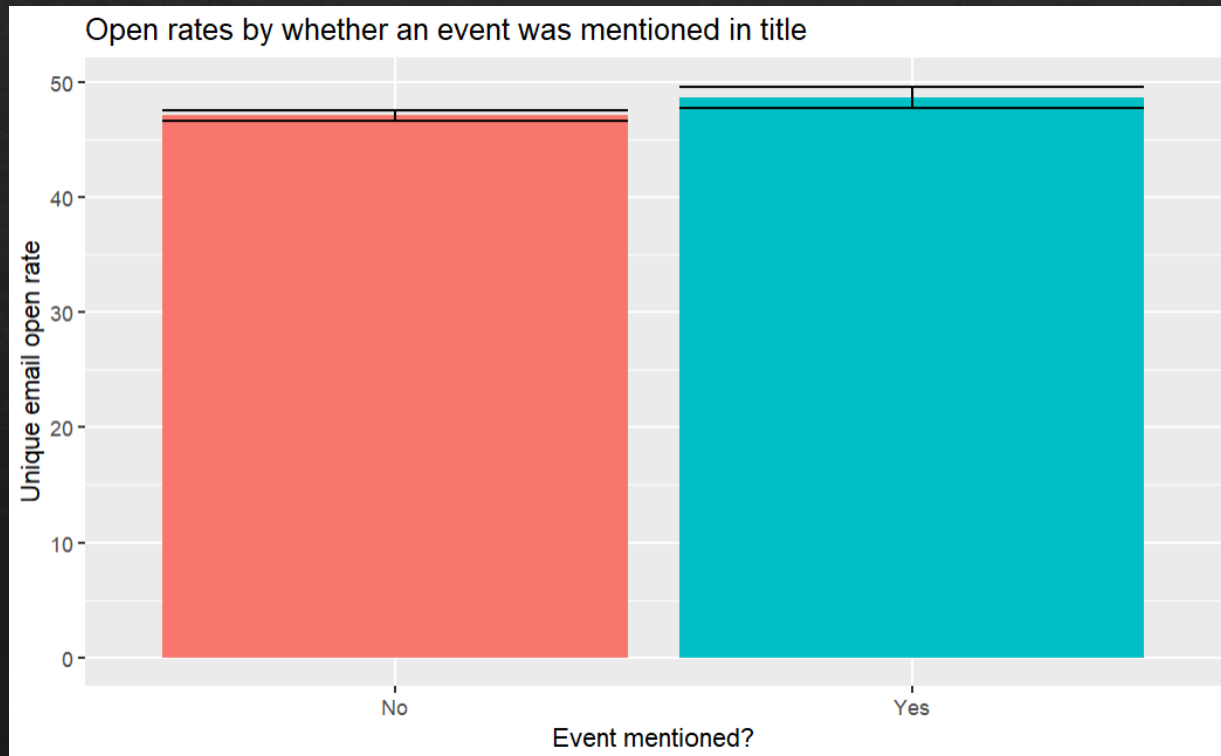
Does link count matter? (TRS News)



Does mentioning a current event matter?

Does mentioning a current event matter?

People often prefer to engage with 'novel' or 'fresh' content (e.g., content pertinent to current events)¹



¹Goebel et al. (2024)



Key takeaways

In general, posting **later in the week** seems to be most effective

Likewise, it might be beneficial to post **later in the day** (afternoon / early evening)

Data suggest that **mentioning current events** in headers can improve open rates

People like to stay informed

Seeking information about a current event might help people establish a sense of control over their lives (i.e., manage uncertainty)¹

Mixed evidence on link count

¹Heider (1958)



Other suggestions

Any ways to better address recipients' **uncertainties**?

Could asking a question in the header that email content answers be effective?

Specific calls to action are key to promoting behavior change¹ and attitudes formed through direct experience are often relatively strong²

Strong, specific, personally relevant attitudes best predict behavior³

Applying content to core **values** (e.g., fairness) is also effective⁴

More direct calls to action or value linkages might improve performance for financial/consumer tips correspondence

Fixed vs. growth mindsets around financial literacy?⁵

¹Leventhal et al. (1965) ²Regan & Fazio (1977) ³Ajzen & Fishbein (1973) ⁴Wolsko et al. (2016) ⁵Dweck (2006)