



MEMORANDUM

To: City Council
From: Jill Finney, communications director
Re: Email Newsletter Report
Date: Jan. 6, 2016

It's been a little more than three months since we began sending out regular email newsletters to subscribers using Constant Contact, and I'd like to share our results with you.

First, we currently have 6,992 subscribers, 63 of those are new in the last 30 days. Since sending our first newsletter on Sept. 17, 2015, we've had 105 people unsubscribe (only 15 of those in the last 30 days).

We've received most of our email addresses through utilities and parks. Each department is continuing to gather emails as they interact with the public and sharing those with me. Currently, I get weekly reports from the utilities office with email addresses of new residents who've sign up for utilities.

We've sent a total of four emails so far: Sept. 17, Oct. 12, Oct. 27 (special one on electric issues), and Nov. 23. We've had very good open rates for each of these emails, with our highest open rate nearing 50 percent. These open rates (which you can find in more detail in the attachment with this memo) are well above industry averages. According to Constant Contact, the industry average for open rates from governmental services is around 23 percent, with a click-thru rate of 15 percent.

When we send out an email, I like to keep the messages short and include a link that people can click for more information (which usually goes back to our web site). The most popular links from the Nov. 23 newsletter were the rise in development activity and the No-Shave November fundraiser that the Police participated in.

For right now, we are only sending out one newsletter a month unless we have something we need to inform people about. For example, when we were getting inquiries about all the power outages this fall, we sent out an additional email that just focused on that subject. We decided to skip the month of December to not crowd people's inboxes during the holidays. We'd like to send our next newsletter out around Jan. 7-11 and include a link to our customer service survey. Also, in 2016, I would like to focus on growing our subscriber list with sign ups on the new web site as well as social media.

Attached to this memo, you will find a full three-month report from Constant Contact. On this report, you will find the open rates, click rates, and bounces, as well as how people view the emails. Don't worry, if you don't understand something (like what a bounce is), there's also an index.

As always, please let me know if you have comments, questions, or suggestions.



City of Nixa
Email Tracking Report
12/23/2015

Comparative Metrics

	Sent	Bounces	Opens	Clicks	Forwards
Overall	27920	7.3% (2044)	42.9% (11109)	16.4% (1818)	0.0% (4)
Last 3 months	20960	7.4% (1548)	41.1% (7969)	15.5% (1234)	0.0% (2)

Emails

Date Sent	Email Name	Sent	Bounces	Spam Reports	Opt-outs	Opens	Desktop	Mobile	Clicks	Forwards
11/23/2015	November 2015	6988	7.5% (521)	2	0.6% (14)	37.7% (2435)	38.2%	61.8%	18.9% (460)	0
10/27/2015	Electric outages	6981	7.4% (516)	0	0.3% (8)	48.4% (3130)	30.6%	69.4%	1.9% (61)	0.0% (1)
10/12/2015	October 13, 2015	6991	7.3% (511)	3	0.8% (19)	37.1% (2404)	34.1%	65.9%	29.7% (713)	0.0% (1)
9/17/2015	First Nixa News September 2015	6960	7.1% (496)	3	1.8% (57)	48.6% (3140)	42.2%	57.8%	18.6% (584)	0.1% (2)

Key For Table

Sent	The total emails sent, including bounces.
Bounces	Emails sent, but not received by your contacts.
Bounced percent	Number of bounced emails divided by the number sent.
Spam Reports	Number of complaints received from an email.
Opt-outs	Contacts who unsubscribed from your list.
Opt-out percent	Number of opt-outs divided by the number sent.
Opens	Emails your contacts received and viewed.
Opened percent	Number of opened emails divided by the number of emails delivered (delivered = emails sent minus emails bounced).
Desktop/Mobile Opened percent	The percent of your contacts who viewed this campaign on computers vs. mobile devices.
Clicks	Contacts who clicked on a link within your email.
Click-through percent	Number of clicks divided by the number opened.
Forwards	Number of times the email was forwarded using the Forward Email to a Friend link.
Forward Email to a Friend percent	Number of forwarded emails divided by the number opened.
Overall	Totals since using Constant Contact.
Last 3 months	Totals for the last three months.