



The Importance of Tracking Internal Email Communications

HOW ORGANIZATIONS BENEFIT FROM EMAIL ANALYTICS

Why is it important to measure internal emails in large companies?

Although internal communicators are diversifying by adding more social and collaborative communications channels to their digital communications, email still remains one of the most widely used communication mediums across most organizations.

Email is used to drive employees to alternate channels such as the company intranet, and is an effective tool for delivering company updates, announcements, and newsletters.

“The three most popular [internal communication channels] remain unchanged year-on-year: central emails (93%), intranet (82%), and electronic newsletters (75%)”

State of the Sector Report 2014-2015, Gatehouse UK

Failing to measure email communications leaves a giant question mark when evaluating the overall effectiveness of an organization's communications strategy.

Many organizations have relied on employee surveys and intranet metrics to provide some visibility into engagement, but failing to measure email communications leaves a giant question mark when evaluating the overall effectiveness of an organization's communications strategy.

To get a true idea of engagement, it is vital for communicators to know how many employees are tuning in to the commonly used channels within their organization. What employees say versus what employees do often doesn't line up exactly, so a combination of qualitative and quantitative data will

provide the most accurate view of engagement with communications across an organization.

What does adding email measurement provide to the company?

Adding email tracking is a simple and low cost way to allow communications teams to gain instant visibility into how their emails are being consumed. Tracking provides basic insights such as how many employees are opening the emails they send out, as well as more detailed statistics on which content employees are interacting with, the time of day at which employees consume content, where engaged employees are located globally, and which devices are used to access the content. This information can be used as a starting point to develop KPIs for communications teams and to create tangible measurements for improvement over time.

“Strategic KPIs that align IC to business goals enable us to measure what we do in ways that matter to the broader organization”

Measurement matters. Make yours work harder. **Megan Sheerin** for **Melcrum**

Email measurement statistics provide key engagement indicators for communicators to be able to measure their own activity

Email measurement statistics provide key engagement indicators for communicators to be able to measure their own activity, as well as provide quantitative data to senior management regarding the effectiveness of their email communications strategy.

How can measuring emails improve internal communications as a whole?



5094

Total Unique Opens



399

Total Clicks



27%

Repeat Open Rate

Statistics such as unique opens, link clicks and repeat open rates can now be recorded for each email sent to employees and provide accurate insight into engagement.

This data can also be segmented by location (country or city) and recipient device type (desktop vs. mobile).

Implementing email tracking provides communicators the necessary data to get a clear idea of how emails are being received across their organization. Detailed metrics and customizable reporting help outline opportunities to improve engagement with the content that is being delivered to employees based on their past behavior. Once communications teams have measurement data in place, they can use those benchmarks to determine what works and what doesn't. Testing different content, formats, delivery times, senders, etc. can provide valuable information on how these changes influence the degree to which the content is being seen and acted on.

Email analytics allow communicators to:

DETERMINE WHICH DELIVERY CHANNELS ARE MOST EFFECTIVE

Tracking emails can help determine if employees are opening and taking action on internal emails, and can also help show how emails are driving traffic to other channels. For example, email measurement works alongside intranet page views to show how many users are accessing the intranet from emails as opposed to alternate digital channels.

DELIVER CONTENT EMPLOYEES ARE INTERESTED IN

Once communications teams are aware of what

employees are interested in, they are able to develop and deliver similar content that they know will engage employees and improve readership. Simple!

ALLOCATE COMMUNICATIONS RESOURCES EFFICIENTLY

Internal communicators spend a lot of their time developing content and want to ensure that it is being seen. Once teams have tracking metrics in place, they can determine to what extent their content has been consumed and determine their plan of action going forward. For example, if only 5% of employees click on a video that took weeks to create, it may determine that this was not the most efficient use of time, or that it needs to be sent again (and possibly through an alternate delivery method).

REDUCE INFORMATION OVERLOAD

Managing communications can be a balance of making sure each message is seen and overwhelming employees with too much information delivered too often. Adding measurement quantifies to what degree content has been consumed so communicators can verify that it has been delivered to their satisfaction.

Why email tracking should be implemented in your organization:

For communicators to be most effective, it is crucial that they are aware of how communications are being received in order to improve engagement with the content they are delivering.

“Think measurement before launching any communication campaign, and use any possible metric to measure impact”

Recommendations from *State of the Sector Report 2014-2015*, Gatehouse UK

Email tracking provides the valuable metrics that internal communicators need to use email more effectively and deliver interesting and engaging content to employees.