



NHS CAMPAIGN ANALYSIS

Welcome to our NHS campaign analysis. This benchmarking report details the statistics and success rates of all of the NHS Trusts we have sending via NewZapp. You can use the filters on the right to drill down by send year, month & time.

Year ▼

Month ▼

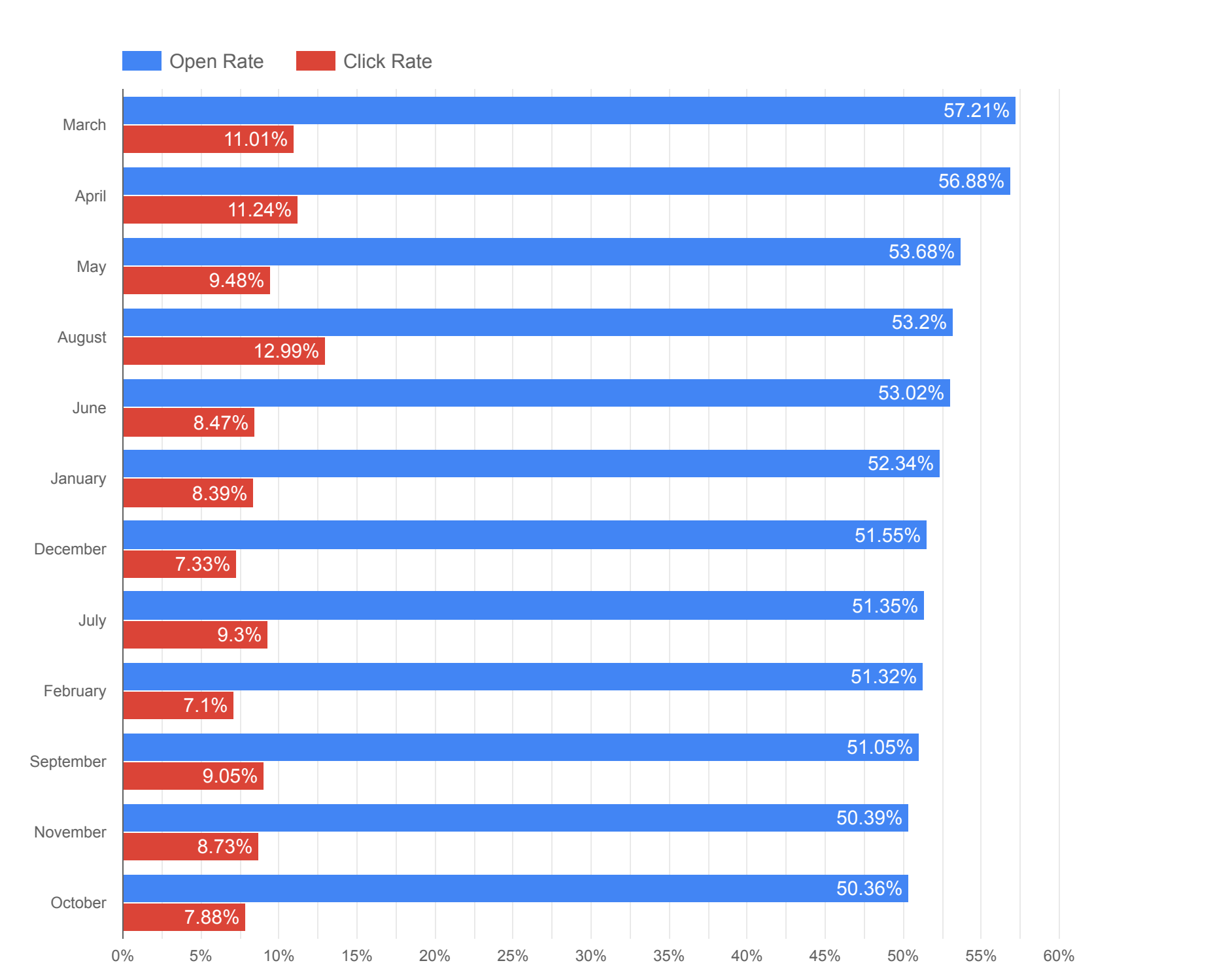
Time ▼

Emails Sent 8,072,841	Campaigns 1,542	Proofs 3,601
Total Opens 6,542,581	Open Rate 52.2%	Desktop Rate 71.4%
Total Clicks 541,374	Desktop Rate 71.4%	Mobile Rate 34.6%



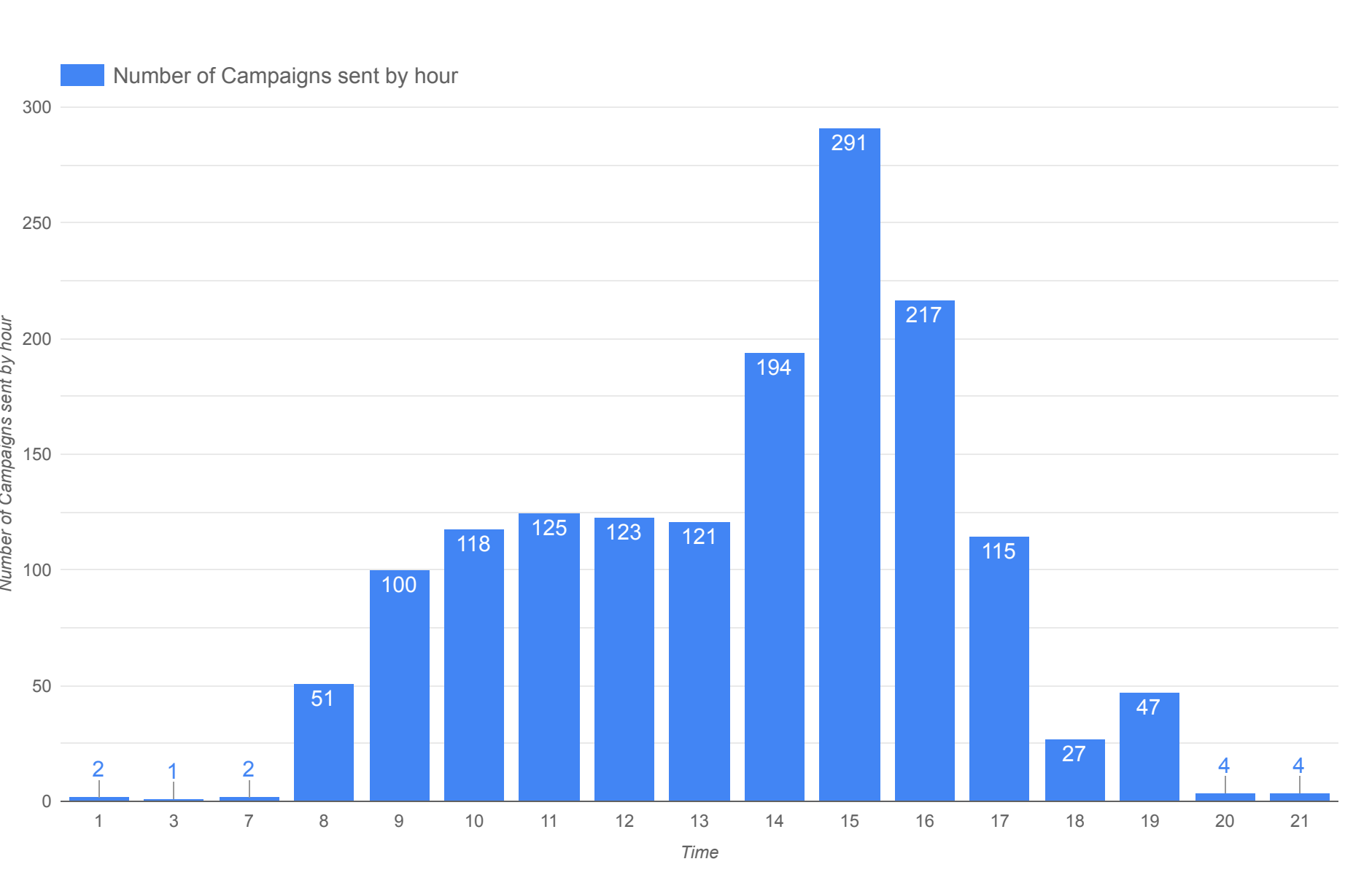
Average open and click rate by month

March and April lead the way for employee engagement. August shows high click rates whilst October and November sit on the bottom.



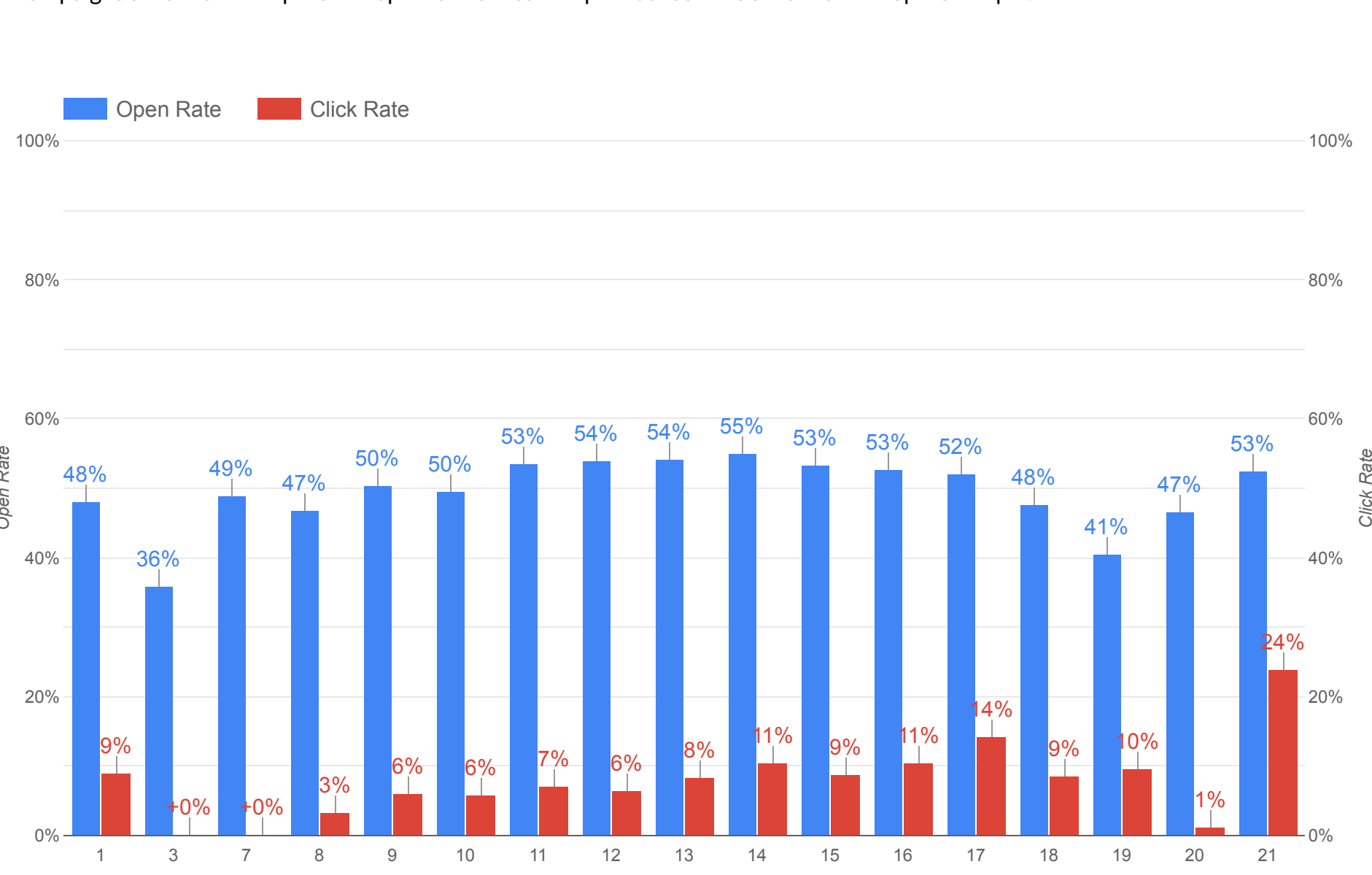
What time are the campaigns being sent

Our Trusts predominantly send between 2pm and 5pm with the busiest hour between 3pm and 4pm. Afternoon sending is preferred to morning and we can see a few sending through the night between 7pm and 7am.



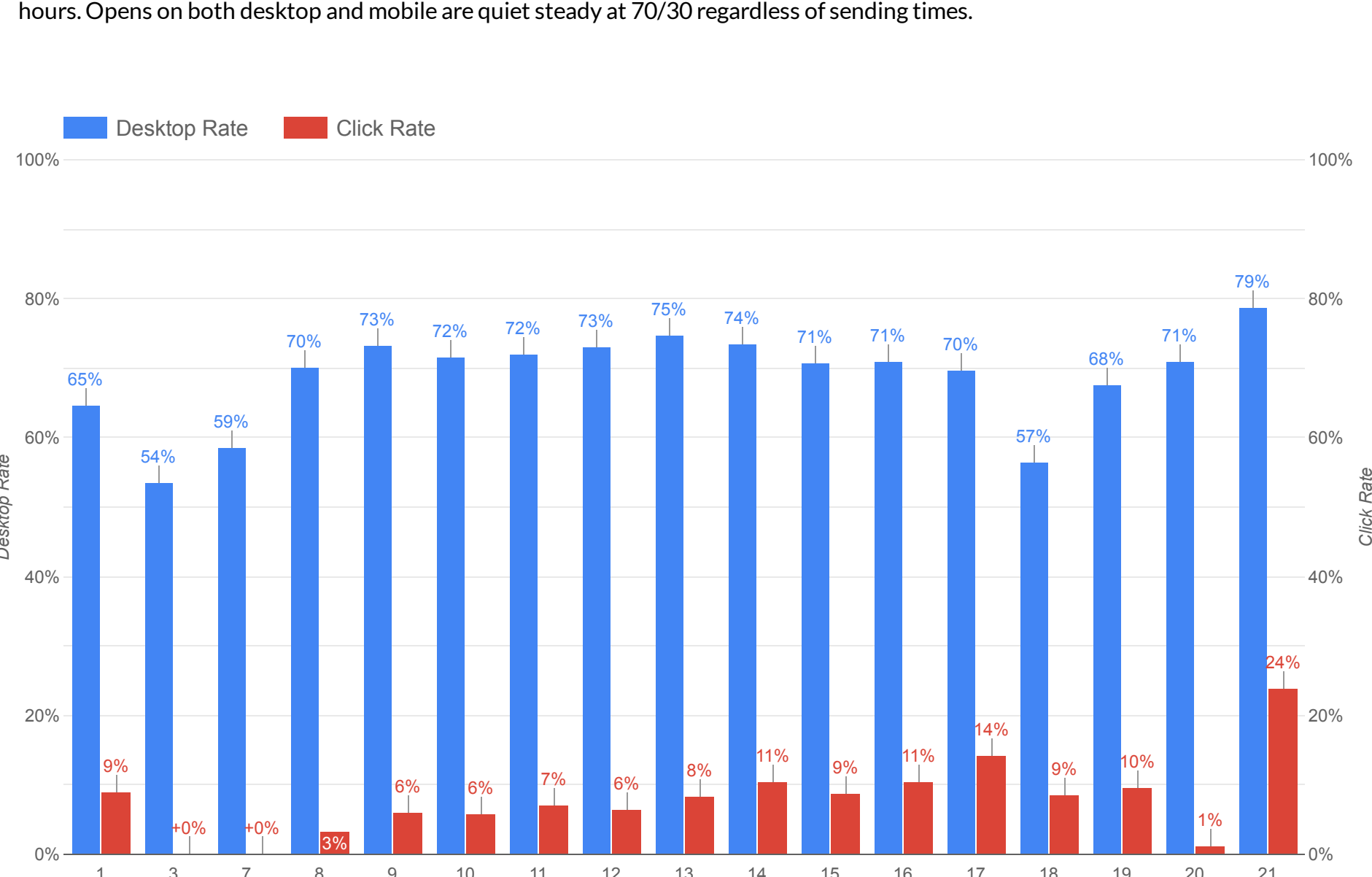
Open and click rate by hour

Whilst the busiest sending hour is between 3pm and 4pm, the best open rates occur on campaigns 3 hours before then. Interestingly campaigns sent between 9pm and 10pm have the same open rate as ones sent between 3pm and 4pm.



Desktop or mobile rate by hour

The NHS is a 24/7 organisation and as such there is no surprise seeing campaigns being opened on desktops out of "traditional" office hours. Opens on both desktop and mobile are quiet steady at 70/30 regardless of sending times.



Open rate and click rate by subject line length

By the narrowest of margins campaigns with between 0 and 25 character subject lines have the best open rate, followed closely by campaigns with 75 or more characters. For click rates, by a considerable difference, the sweet spot looks to be between 25 and 75 characters. These rates are driven by campaigns sent with 60 - 70 characters.

N.B The recommended length for subject lines on mobile is between 9 words or up to 60 characters.

0-25 Characters		Sent	Open Rate	Click Rate
1.	22	36,002	58.78%	6.18%
2.	11	15,219	58.3%	0.17%
3.	20	655,915	56.92%	7.77%
4.	21	291,248	56.29%	4.73%
5.	18	27,674	52.86%	1.2%
Grand total		1,294,940	55.29%	5.54%

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25 - 75 Characters		Sent	Open Rate	Click Rate
1.	66	60,392	62.24%	30.55%
2.	60	52,825	60.32%	22.41%
3.	61	52,304	60.04%	7.75%
4.	75	28,665	59.76%	16.15%
5.	41	89,318	57.51%	8.31%
Grand total		5,734,608	50.97%	10.26%

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75 + Characters		Sent	Open Rate	Click Rate
1.	97	4,934	81.55%	20.25%
2.	122	4,773	69.7%	1.2%
3.	125	1,399	66.6%	7%
4.	109	4,857	65.3%	0.2%
5.	116	9,714	64.1%	0.05%
Grand total		1,043,293	55.17%	5.89%

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