

Best Practices for Increasing Engagement with Corporate Mailers & Survey Invitations

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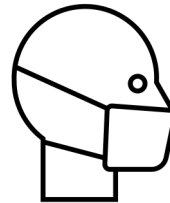
Increasing Engagement with Corporate Mailers & Surveys

Our exploratory research aimed to identify **best practices** for increasing engagement with corporate mailers, including survey invitations.

3 Research Goals:



Identify the most effective techniques for increasing click rates & internal survey participation.



Understand how survey participation fluctuated during different periods of the pandemic.



Evaluate whether survey reminder emails led to meaningful changes in Net Promoter Scores (NPS).

Questions we Explored

1

Do we observe higher click rates when mailers are sent at certain times of the day?

2

Do we observe higher click rates when mailers are sent at certain days of the week?

3

Do we observe higher click rates when mailers are sent from executives?

4

Do we observe higher click rates for specific types of mailers?

5

How did the pandemic impact survey click rates?

6

Do survey reminder emails significantly impact NPS margin of error?

Dataset, Methods & Analyses

Dataset 1

Internal Mailers

- We examined **3,767 internal mailers** sent between April 2017 – November 2021 (total of 19,401,402 emails delivered).
- Majority of mailers had **less than 1,000 recipients**.
- **Our main dependent variable was click rate**, which represents the percentage of recipients who clicked on something within an email (*note this is NOT merely opening an email*).

Dataset 2

Survey Invitations

- We examined **781 survey invitations** were sent between April 2017 – November 2021 (total of 3,344,883 individual survey invites delivered).
- **50% of surveys mailers 1,000 or fewer recipients**, while 42% had 1K-12.5 emails delivered.
- **Our main dependent variable was click rate**, which represents the percentage of recipients who clicked on a survey link within the email (*note this is NOT merely opening an email*).
- **Reminder emails were 1) only sent to those who did not click the survey link in the initial emails** and 2) typically sent 7 days after the initial survey invitation.

Analyses & Outcomes

A series of separate one and two-way ANOVAs

were conducted on our two primary dependent variables:

Mailer click rates

% of those who click on a link in the mailer.

Survey click rates

% who clicked on the survey link to launch the survey from the mailer.

 = significant finding using $p < 0.05$ and a Bonferroni correction

	Mailer Click Rates	Survey Click Rates
Time of Day <i>Early Morning (midnight-8am)</i> <i>Morning (8am-noon)</i> <i>Early afternoon (noon -4pm)</i> <i>Late afternoon (4pm-8pm)</i>		
Day of Week <i>Monday-Friday</i>	<i>not significant</i>	<i>not significant</i>
Sender Role <i>Executive</i> <i>Employee</i> <i>Automatic</i>	<i>not significant</i>	
Objective of Mailer <i>Notification</i> <i>Awareness</i> <i>Required Action</i>		N/A
Impact of COVID-19 <i>Click rates before & after March 2020</i>	N/A	
Survey Reminder Email <i>Effect of NPS Margin of Error</i>	N/A	<i>not significant</i>

Question 1:

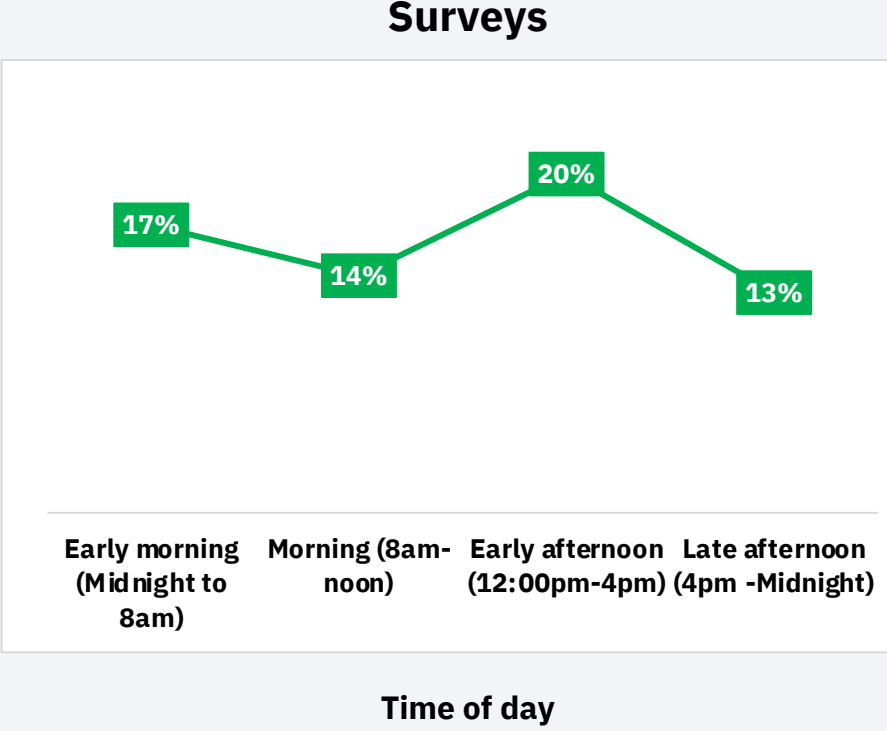
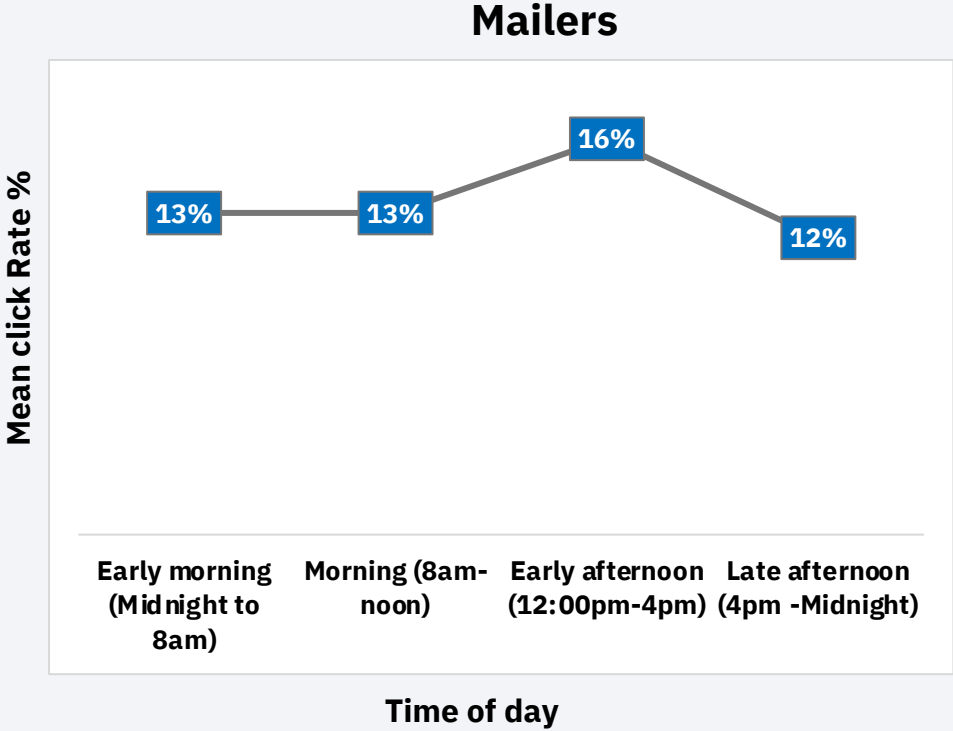
Do we observe higher click rates when mailers are sent at certain times of the day?

Click Rates x Time of Day

Our analysis revealed that mailer and survey click rates were significantly higher when mailers or surveys were sent during early afternoon (12pm-4pm) in comparison to those sent during other times of day.

Label	Time
Early Morning	12am-8am
Morning	8-12pm
Early Afternoon	12pm-4pm
Late Afternoon/Evening	4pm-12am

Mean click rates on mailer and survey links by time of day



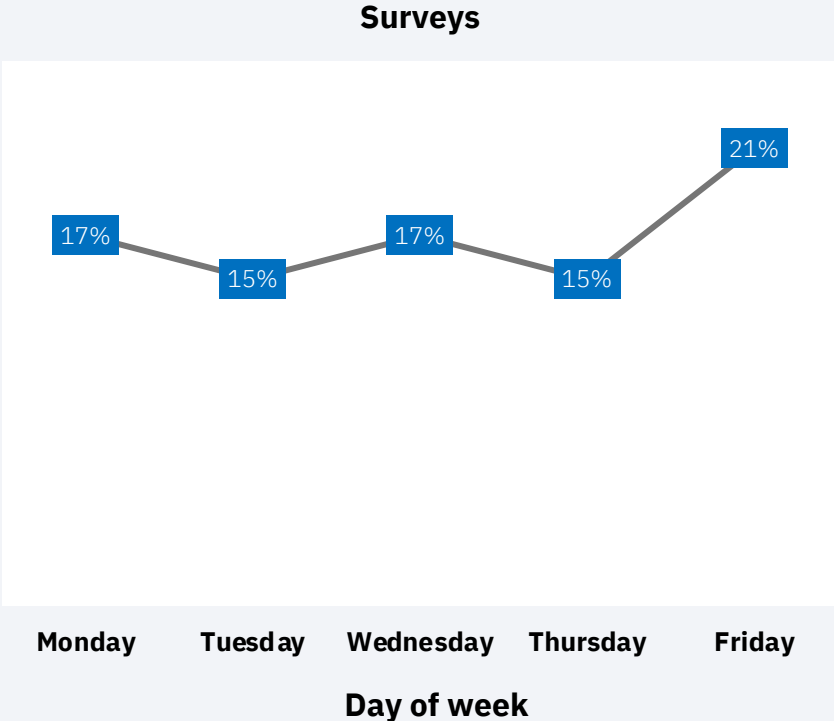
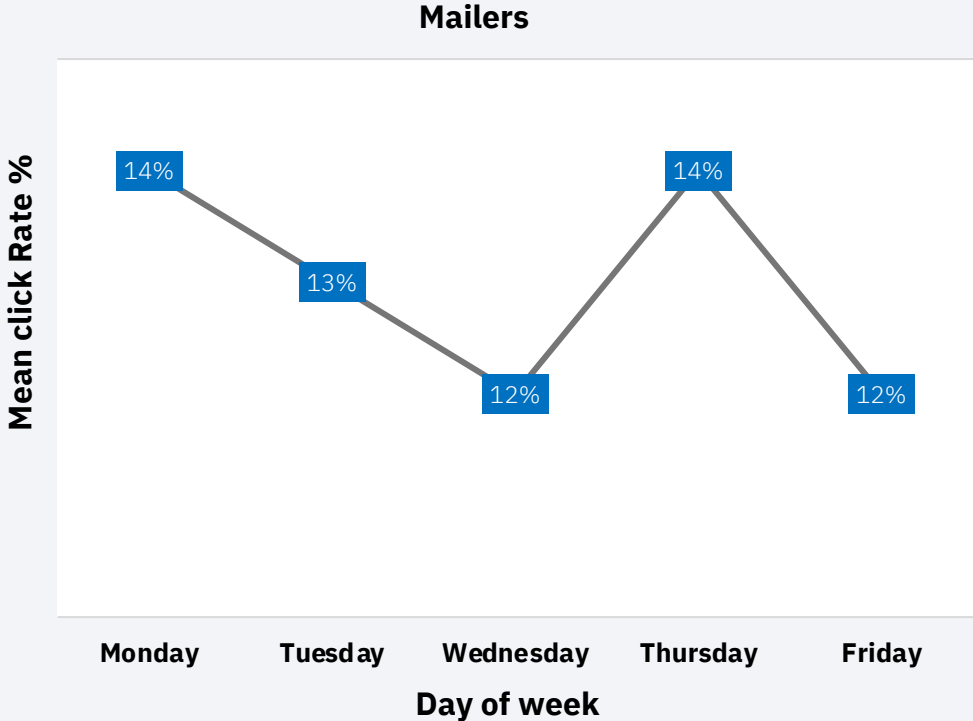
Question 2:

Do we observe higher click rates when mailers are sent on certain days of the week?

Click Rates x Day of Week

Our analysis revealed that mailer and survey click rates were not significantly different when mailers or surveys were sent on any day of the week (Mon-Fri).

Mean click rates on mailer and survey links by day of the week



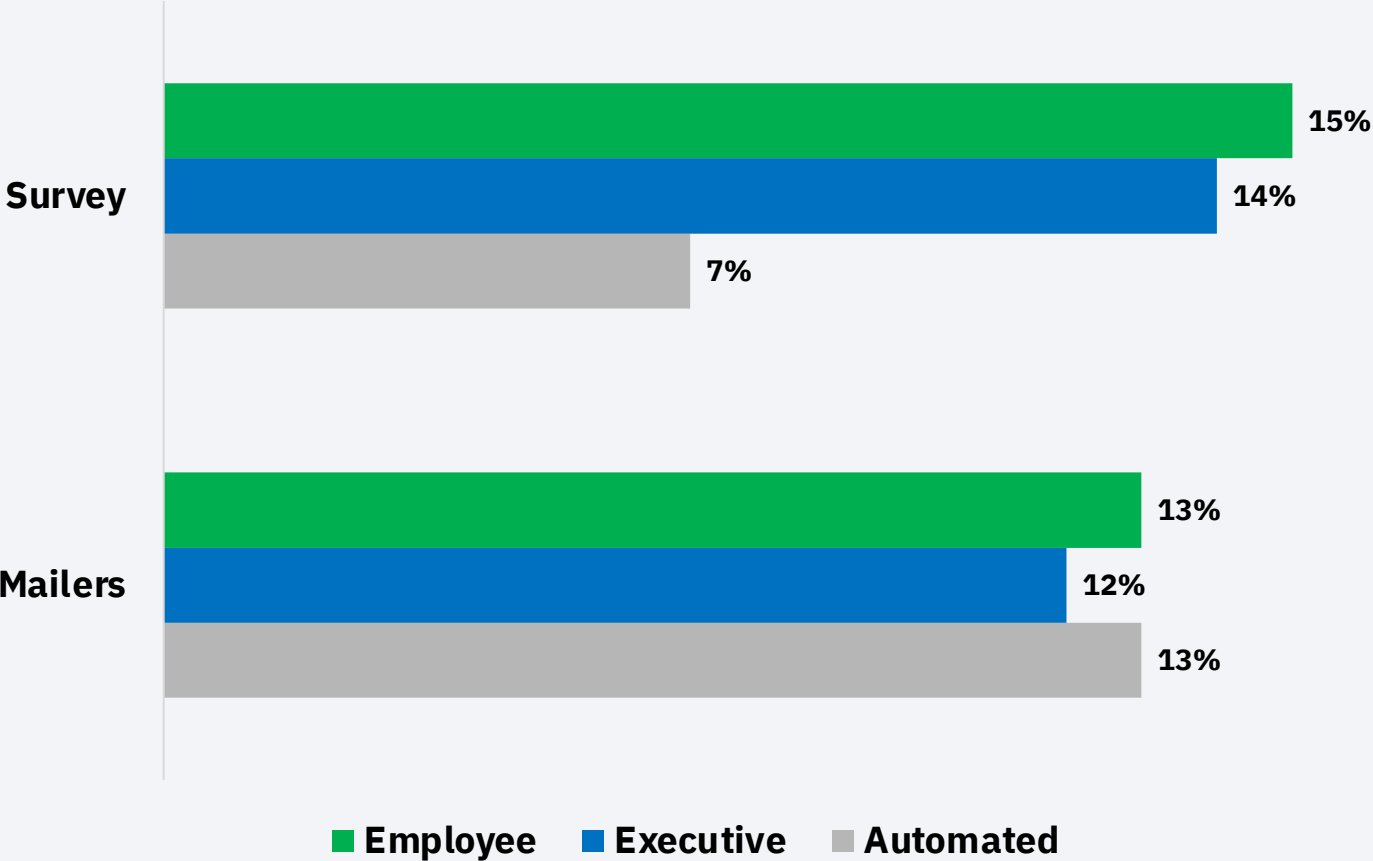
Question 3:

Do we observe higher click rates when mailers are sent from executives?

Click Rates x Sender

Our analysis revealed a that only survey click rates were affected by the sender type. Surveys coming from either an executive or employee were significantly higher than those coming from an automated sender.

Mean click rates on survey and mailer links by email sender type



Question 4:

Do we observe higher click rates for specific types of mailers?

Click Rates x Objectives

Notification: *“Your meeting room is ready”*
(more relevant to the person).

Action: *“Please give us your feedback”*

Awareness: *“Welcome John, our newest team member”*

Notification mailers had significantly higher mean click rates than action mailers or awareness mailers

Mean mailer click rates based on mailer objective



Note: all surveys were labeled as an “action” mailer.

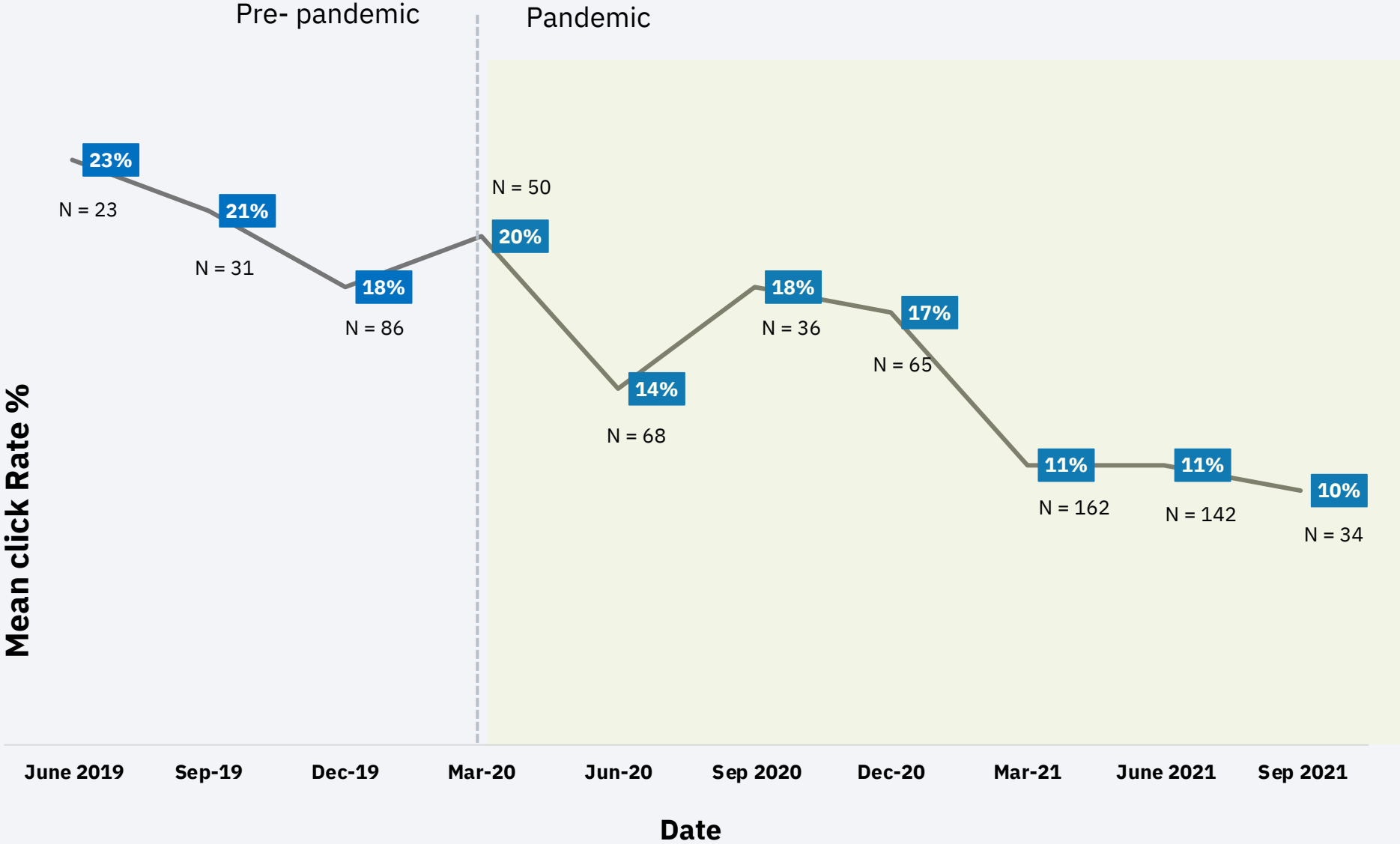
Question 5:

How did the pandemic impact survey click rates?

Survey Click Rates During the Pandemic

Survey click rates appeared to be on the decline before the pandemic began in March 2020, making it difficult to determine whether the pandemic had a direct impact on the declining click rates.

Mean Survey Click Rates 2019, 2020, & 2021 (N=number of surveys)



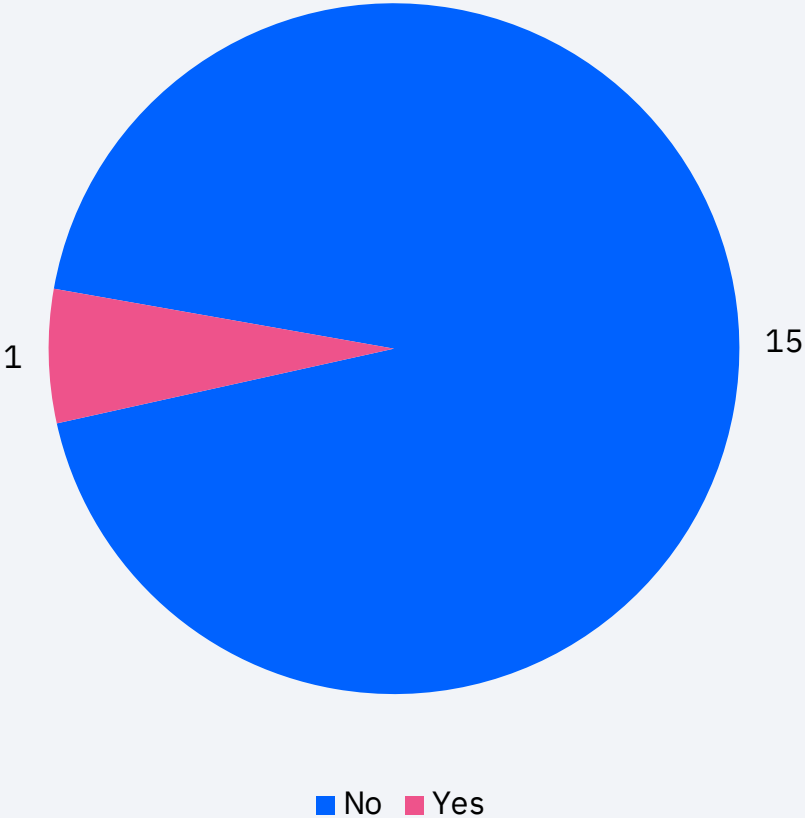
Question 6:

Do survey reminder emails significantly influence NPS margin of error?

NPS Margin of Error (MoE)

When an NPS had an unacceptably large MoE based on only survey responses to the initial survey mailer, **the MoE remained unacceptably large** when also including survey responses to the reminder survey mailer.

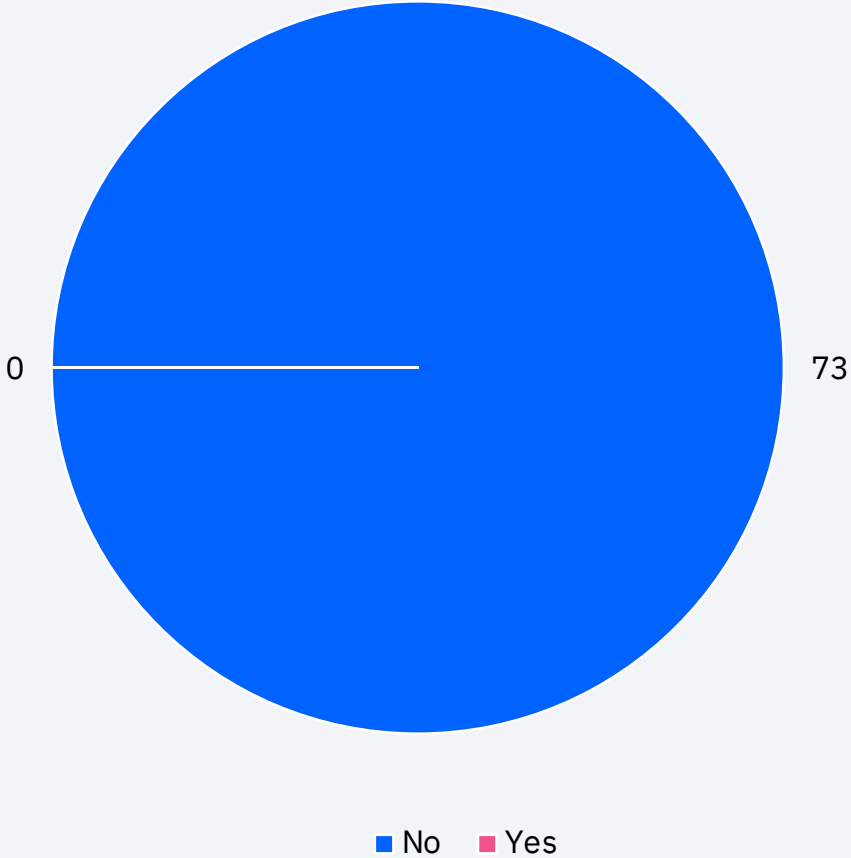
NPS MoE measurements that moved from unacceptable to acceptable
(N=16 NPS scores)



NPS Value

When an NPS had an acceptable MoE based on only survey responses to the initial survey mailer, **NPS did not significantly change** when also including survey responses to the reminder survey mailer.

NPSs that changed significantly
(N=73 NPS scores)



Best Practices

Recommendations & Observations

1

Send mailers in the afternoon (12-4pm).

2

The day of the week when mailers are sent does not appear to impact click rates.

3

For the best click rates, send surveys on behalf of an employee of any type.

4

The more relevant the mailer is to the individual, the higher the click rate (with notifications being the most relevant).

5

Survey rates have continued to decline throughout the pandemic so consider increasing the size of your distribution list.

6

Initial findings suggest quantitative measurements such as NPS are NOT significantly impacted when additional responses from reminder emails are included in the analysis.



Questions?

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