GRANICUS

2022 Public Sector

Digital Communications
BENCHMARK REPORT

TABLE OF CONTENTS

INTRODUCTION

Communications continues to be at the core of digital transformation in the public sector, and while some organizations were already leveraging the power of digital communications in the last decade prior to the pandemic, the importance of sending vital messages digitally to audiences remains.

The trends since returning from shutdowns shows that the communications lessons learned during those crises have become a bedrock part of the new normal, with insights applied to increasing engagement and connecting with a broder group of communities. Messaging continues to be the most direct way for governments to make inroads in these efforts to build trust and relationships with communities. In return, audiences are reaching out to connect with their governments for information.

That same connection creates new pathways to engagement and is illustrated in the data in the past year. In 2022, 106,819,442 subscribers were added through the govDelivery system, with 527,711,104 new subscriptions. While those numbers alone suggest that audiences are progressively seeing and engaging with messages, a deeper dive into the data shows that those organizations who provide a variety of different subscription channels for information are finding even greater success at engagement.

NUMBER OF MESSAGES SENT BY GOVERNMENTS

	Email Messages Sent	SMS Messages Sent
Federal	11,827,315,438	133,897,275
SLT	5,296,651,601	394,830,270
U.K.	939,564,076	49,301
Total	**18,063,531,846**	**528,776,846**

The majority of these subscriptions continue to be sourced from websites versus mobile devices, despite a shift from the lockdown policies that kept audiences at home where they were more likely to engage on a computer than a cell phone.

Organizations looking to further transform their digital communications can find opportunities in increasing click rate and the impact of overlay messaging, both of which saw declines this year compared to the previous year.

The data around digital messaging shows that audiences have become comfortable with engaging with their governments and other organizations through digital messaging when they are presented with targeted, useful information. The challenge for governments in the next phase of transformation is focusing on strategy and using performance data to further identify messaging tactics.

About Our Data

The metrics in this report are based on annual data gathered between August 2021 and July 2022 from the 5,500 U.S. federal, state, local, and transit (SLT); and U.K. organizations that use Granicus' govDelivery solution. For email metrics, figures represent the median. A single, overall figure is provided for each U.K. metric. Benchmark metrics measured by vertical (or subsector) can be viewed in the appendix.

106,818,442
subscribers added through the govDelivery system in 2022

527,711,104
new subscriptions to a variety of different subscription channels

41%
of subscriptions coming in from mobile devices.

58%
of subscriptions coming in from websites.
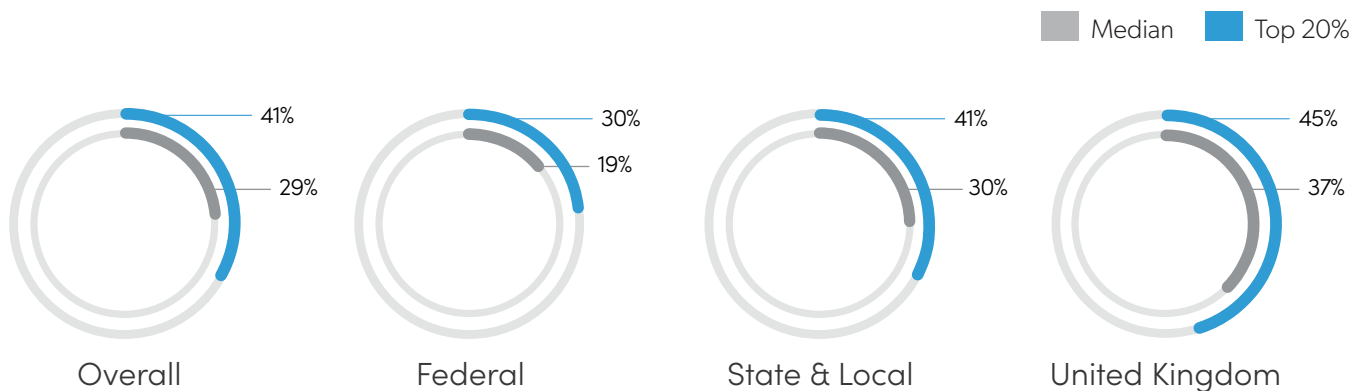
GRANICUS

METRIC

Open Rate

The number of recipients who opened an email compared to the number who received it.

Open rates are a high-value metric for many communicators, but the seemingly simple definition of this metric can lead to some misleading results. While this metric is valuable for information such as a/b subject line testing, open rates can be negatively influenced by the impact of large images or embedded pixels that must be loaded before being tracked as "opened." Often, a reader may open the email, read the information, and delete the message before all components have loaded and tracked. As a result, communicators should consider open rate a vital metric, but consider it in relation to other equally important metrics.

YEAR OVER YEAR

	2022	2021	2020
Median	29% ∧	24% —	24%
Top 20%	41% ∧	37% —	37%

BY MARKET

■ Median   ■ Top 20%

Overall — 41% / 29%

Federal — 30% / 19%

State & Local — 41% / 30%

United Kingdom — 45% / 37%

BY VERTICAL

Indicates Top 3

VERTICAL	OVERALL	TOP 20%	VERTICAL	OVERALL	TOP 20%
Agriculture	28%	37%	Housing	35%	58%
Courts & Public Defense	25%	34%	Internal Administration	33%	49%
Defense & Reserve	19%	31%	IT & Enterprise Services	35%	46%
Diplomacy & Foreign Policy	14%	23%	Metro Planning Org	24%	27%
Economic Dept. & Labor	26%	37%	Port & Harbor	24%	32%
Education	13%	37%	Public Safety	24%	32%
Elected Official	22%	33%	Public Works & Utilities	24%	32%
Electric	41%	43%	Regulatory & Standards	30%	45%
Environmental Protection	26%	33%	Science & Research	18%	20%
Finance & Commerce	25%	35%	Tourism	28%	30%
Fire	30%	37%	Transportation & Transit	24%	32%
Fish, Game & Parks	32%	38%	Veterans	24%	29%
Health & Human Services	28%	40%	Water & Sanitation	36%	42%
History, Arts & Culture	26%	34%	Other	31%	36%

KEY TAKEAWAYS

The increase of open rates last year is one of the strongest indicators that governments are transforming not only the way that they communicate with audiences, but how audiences expect to receive information.

Even for those organizations that find their open rates at numbers below the median benchmark, it does not mean a communications have been missed. Communicators often use subject lines to convey actionable information without any need for audiences to open the message. Critical and timely information such as weather alerts, transit route changes, or other emergency notifications are such examples of emails where action can be taken solely based on the subject line.

Factors such as audience segmentation and delivery time can have an impact on open rates. However, as audiences become more savvy toward digital communications from government organizations, crafting strong subject lines becomes even more important for open rates. Creating attention-getting subject lines, while reflecting the proper tone and persona of the organization, is critical to moving open rates in a positive direction.

METRIC
Click Rate

The number of recipients who clicked on a link within an email compared to the total number who received the email.
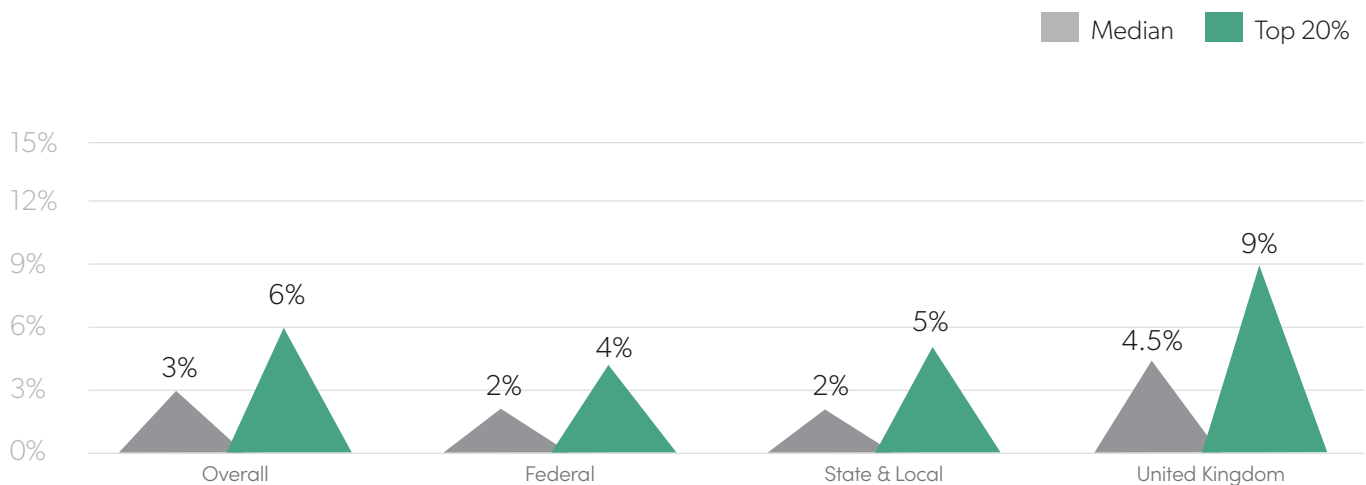
Many communications from government organizations encourage audiences to take some kind of action. As a result, seeing how often a link in an email has been clicked becomes an important metric. Click rate reflects what kind of messages drive people to action, such as enrollments, event sign-ups, or participation in online processes.

Knowing the desired outcome of a messaging campaign is important when considering click rate. If the goal is for an audience to take action, communicators would want to see a higher click rate. However, if a campaign is solely informational, such as a calendar reminder or an informational newsletter, click rates might be lower and a less-reliable indicator of how well the intended audience was reached.

YEAR OVER YEAR

	2022	2021	2020
Median	3% ⌄	4% ⌄	5%
Top 20%	6% ⌄	8% ⌄	10%

BY MARKET

Legend: ▪ Median ▪ Top 20%

	Overall	Federal	State & Local	United Kingdom
Median	3%	2%	2%	4.5%
Top 20%	6%	4%	5%	9%

BY VERTICAL

Indicates Top 3

VERTICAL	OVERALL	TOP 20%	VERTICAL	OVERALL	TOP 20%
Agriculture	2.0%	3.0%	Housing	5.0%	8.6%
Courts & Public Defense	3.0%	9.0%	Internal Administration	3.5%	6.0%
Defense & Reserve	1.0%	2.0%	IT & Enterprise Services	3.0%	4.0%
Diplomacy & Foreign Policy	1.0%	1.0%	Metro Planning Org	8.5%	10.6%
Economic Dept. & Labor	2.0%	4.0%	Port & Harbor	2.0%	3.0%
Education	2.0%	4.6%	Public Safety	2.0%	6.0%
Elected Official	1.0%	2.0%	Public Works & Utilities	2.0%	4.0%
Electric	1.0%	1.0%	Regulatory & Standards	3.0%	6.0%
Environmental Protection	2.5%	5.6%	Science & Research	2.0%	2.0%
Finance & Commerce	3.0%	6.0%	Tourism	3.5%	5.4%
Fire	4.5%	6.6%	Transportation & Transit	1.0%	4.0%
Fish, Game & Parks	2.0%	3.0%	Veterans	2.0%	3.0%
Health & Human Services	3.0%	6.0%	Water & Sanitation	2.5%	7.6%
History, Arts & Culture	3.0%	5.0%	Other	2.5%	3.2%

KEY TAKEAWAYS

Click rates again slightly decreased over the last 12 months, continuing a trend from 2020, that placed it at levels from 2019 and 2018. Despite that, click rates from top performers still outpace the median by almost double the click rate in all areas, suggesting that a messaging strategy plays an important role in transforming messages that encourage audiences to take action through a click.

This is further seen by the top performing verticals in click rate, such as metropolitan planning and housing organizations, whose median click rates were nearly three to four times greater than other areas. These areas frequently have hot-button political topics that require action to participate in open forums. Other time-sensitive verticals, such as fire departments, also outpaced the median. However, a sector that does not typically rely on time-sensitive information, tourism, also placed well above the median, showing that the content of messaging can play an important role in click rate.
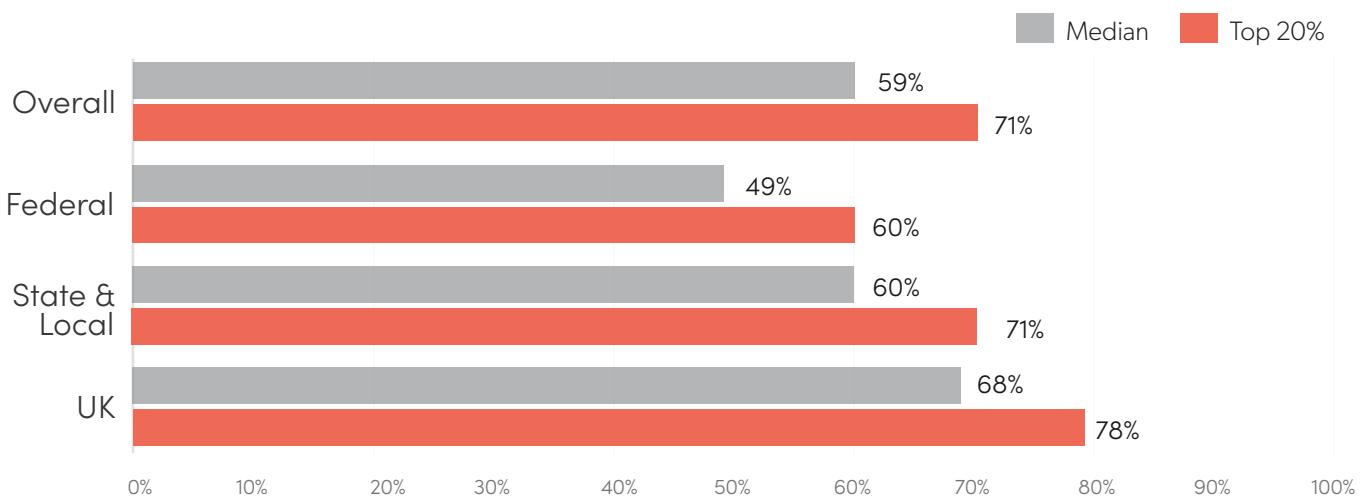
METRIC

Engagement Rate

The number of active unique email recipients measured over 90 days.

While the first two metrics provide valuable insight for communicators into how they can better transform specific areas of their messaging, engagement rate combines both those metrics to give a better understanding of audience behavior toward messaging. By considering what portion of an email's audience has either opened or clicked a link in an email over a 90-day period, communicators can better determine how much of their audience is "engaged." As audience numbers grow, maintaining a stable or growing engagement rate reflects successful digital communications strategies.

YEAR OVER YEAR

	2022	2021	2020
Median	59% ⌃	54% ⌄	56%
Top 20%	71% —	69% ⌄	71%

BY MARKET

Legend: Median (gray), Top 20% (red)

Market	Median	Top 20%
Overall	59%	71%
Federal	49%	60%
State & Local	60%	71%
UK	68%	78%

9

BY VERTICAL

Indicates Top 3

VERTICAL	OVERALL	TOP 20%
Agriculture	58%	70%
Courts & Public Defense	60%	67%
Defense & Reserve	53%	62%
Diplomacy & Foreign Policy	53%	58%
Economic Dept. & Labor	53%	64%
Education	62%	68%
Elected Official	38%	71%
Electric	53%	53%
Environmental Protection	52%	62%
Finance & Commerce	54%	62%
Fire	64%	65%
Fish, Game & Parks	60%	70%
Health & Human Services	57%	67%
History, Arts & Culture	52%	61%

VERTICAL	OVERALL	TOP 20%
Housing	62%	69%
Internal Administration	62%	69%
IT & Enterprise Services	61%	75%
Metro Planning Org	62%	69%
Port & Harbor	53%	66%
Public Safety	58%	67%
Public Works & Utilities	56%	58%
Regulatory & Standards	57%	70%
Science & Research	46%	54%
Tourism	52%	55%
Transportation & Transit	57%	66%
Veterans	55%	62%
Water & Sanitation	62%	68%
Other	54%	62%

KEY TAKEAWAYS

Perhaps more than in any other metric, the increase in engagement rate over the last 12 months demonstrates that the digital transformation for communications between organizations and their audiences is taking place. After a slight decline in 2021, as post-pandemic changes created flux, the increases in both top-performing and median engagement rates illustrate that audiences are becoming more comfortable engaging with digital communications from governments. Most notably, the 5% increase in median rates (versus 2% in the Top 20) implies that more governments are finding better engagement rates with their audiences overall.

This can also be seen in engagement rates in different channels, where a variety of topic channels found median rates over 60%. Specific and targeted channels, such as fire, education, water and sanitation, and housing all rated high. This again highlights the importance of messaging that speaks directly to connecting audience needs with services in order to drive more positive engagement.

METRIC

Subscription per Subscriber

The number of topic channels to which an individual audience member subscribes.

One of the most impactful results of digital transformation for government is the ability to change the image of government as a large, singular monolith. Instead, audiences are discovering the reality that governments are made of individual agencies and departments dedicated to providing service that meets their specific needs. By creating different messaging channels, audiences can subscribe to receive information that pertains to their interests, helping make that change.

From August 2021 to July 2022, the Granicus Subscriber Network saw 106,819,442 network subscribers connecting with 527,711,104 network subscriptions. That means that residents who subscribe to the Granicus Subscriber Network are doing so with multiple topics when they find useful and pertinent information.

YEAR OVER YEAR

	2021	2020	2019
Median	2.0 ∨	2.0 ∨	2.1
Top 20%	3.7 —	3.7 ∨	3.9

BY MARKET

■ Median ■ Top 20%

Overall	Federal	SLT	UK
2.0	2.4	2.0	1.9
3.7	4.7	3.4	3.4
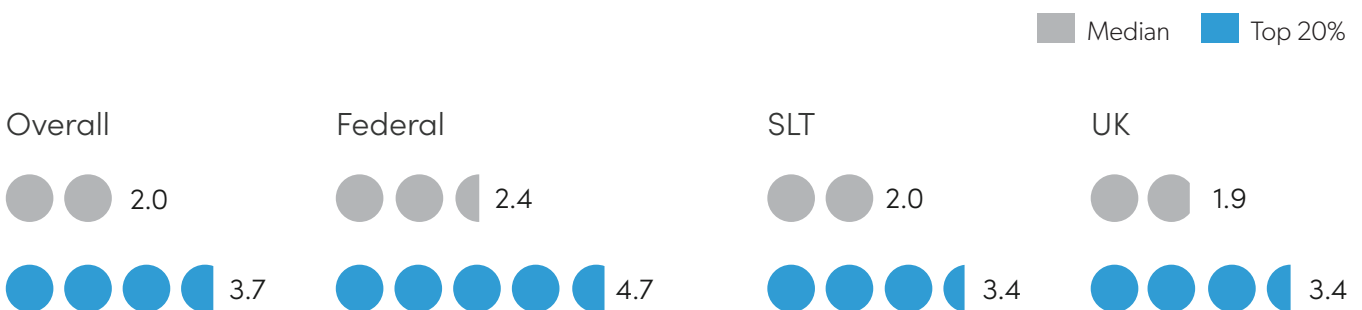
BY VERTICAL

Indicates Top 3

VERTICAL	OVERALL	TOP 20%	VERTICAL	OVERALL	TOP 20%
Agriculture	2.7	6.7	Housing	1.6	1.9
Courts & Public Defense	2.0	3.0	Internal Administration	2.3	3.8
Defense & Reserve	1.5	2.7	IT & Enterprise Services	1.4	2.6
Diplomacy & Foreign Policy	7.5	7.5	Metro Planning Org	3.1	3.3
Economic Dept. & Labor	1.9	3.7	Port & Harbor	1.7	2.5
Education	2.0	2.9	Public Safety	2.1	3.4
Elected Official	1.0	1.7	Public Works & Utilities	1.5	3.3
Electric	2.8	3.4	Regulatory & Standards	2.1	4.3
Environmental Protection	2.7	4.5	Science & Research	3.0	6.1
Finance & Commerce	1.7	3.0	Tourism	1.7	2.4
Fire	2.6	3.2	Transportation & Transit	2.5	5.7
Fish, Game & Parks	3.8	5.5	Veterans	2.2	3.7
Health & Human Services	2.0	3.5	Water & Sanitation	2.6	3.9
History, Arts & Culture	2.0	2.5	Other	2.5	5.1

KEY TAKEAWAYS

Providing subscription options to audiences is one of the easiest ways to create segmentation for communications campaigns. With any communications strategy, identifying, segmenting, and targeting audiences is a critical early step. For government, it becomes even more critical when understanding audience needs and provide information directly to channels that reflect those needs. Doing so, strengthens the relationship between government and community and can lead to increased subscriptions and network impact.

Subscription options should be easy for audiences to find when first visiting a governments or organization's website. Channel subscriptions also offer an opportunity for communicators to better identify and serve audiences who are otherwise underserved, by developing content that speaks to their specific needs and increases their engagement with content channels.

METRIC

Overlay Impact

The number of overlay subscribers divided by the total number of direct subscribers.
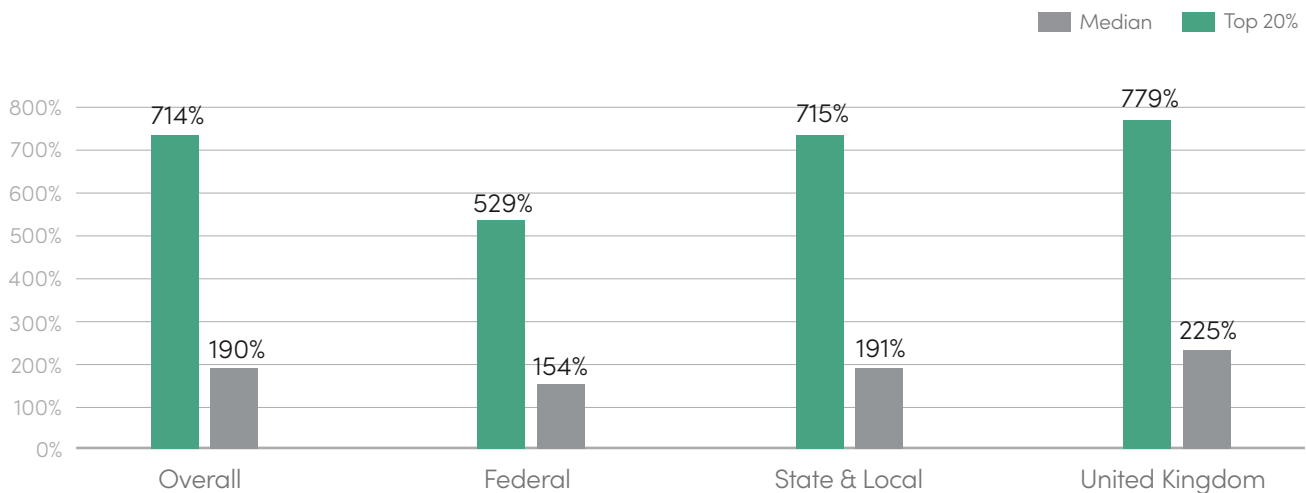
Governments aren't in the business of advertising, and overlays shouldn't be considered pop-up ads. For messaging, the small overlay window that may pop up on a website for first-time or repeat visitors and prompting them to act, is a critical tool for connecting audiences with content and messaging channels that can help meet their needs. This overlay can connect audiences with a report download, registration for an upcoming event, or a targeted newsletter sign-up.

When used properly, overlays are a fast and effective method for enhancing a digital audience. As with most messaging, the difference between a useful and annoying overlay is in the value it provides the user. Consider what is being presented in overlays and if it is meeting the needs of the audience or promoting something in which they might not be interested. Overlays can also be adjusted so that visitors don't see repeat overlays once they close the box one time.

YEAR OVER YEAR

	2022	2021	2020
Median	190% ⌄	211% ⌃	168%
Top 20%	714% ⌄	723% ⌃	677%

BY MARKET

Legend: Median (grey), Top 20% (green)

	Overall	Federal	State & Local	United Kingdom
Top 20%	714%	529%	715%	779%
Median	190%	154%	191%	225%

BY VERTICAL

Indicates Top 3

VERTICAL	OVERALL	TOP 20%
Agriculture	87%	485%
Courts & Public Defense	13%	172%
Defense & Reserve	154%	154%
Economic Dept. & Labor	149%	450%
Education	257%	513%
Elected Official	156%	972%
Environmental Protection	58%	378%
Finance & Commerce	180%	999%
Fire	82%	123%
Fish, Game & Parks	400%	1,037%
Health & Human Services	182%	1,432%
History, Arts & Culture	401%	401%

VERTICAL	OVERALL	TOP 20%
Internal Administration	49%	543%
IT & Enterprise Services	49%	509%
Port & Harbor	50%	50%
Public Safety	360%	799%
Public Works & Utilities	70%	135%
Regulatory & Standards	281%	1,141%
Science & Research	163%	181%
Transportation & Transit	95%	432%
Veterans	437%	2,161%
Water & Sanitation	225%	1,519%
Other	205%	294%

KEY TAKEAWAYS

Overlays saw a small decline in impact from 2021, but still surpassed 2020 when vital public health information was often communicated through overlays. This continued overall positive trend in overlay impact shows that organizations are better understanding how to create effective overlays that encourage engagement without overloading audiences with irrelevant information.

Successful overlays are simple, unobtrusive, and quickly appear when a visitor is on a page. Simplicity can be seen in easy, one-step actions that are clearly explained and offer a seamless transition. Consistent messaging and design are also important to make the overlay experience a positive one. That includes both an easy way to take action as well as an easy way "opt out" and exit the overlay.

Overlays have the most impact on an organization's most-visited website pages and can transform website visitors into action takers. Still uncertain about overlays? Start by testing one on an internal page and monitor impact on bounce rates and subscriber signups.

CONCLUSION

The digital transformations grown during times of crisis solidified into best practices in 2022, not only meeting the needs of communities who have come to expect convenient and efficient digital experiences but raising the bar on how governments can better understand how, where, and to what extent their communications impact the people they serve.

The question for 2023 is no longer whether digital government will continue evolving. Rather governments need to fully embrace the ways that digital government has changed the daily life of staff and communities alike. In turn, governments should reflect on the ways they can apply strategic thinking to these digital tools and use the insights provided improve not only service, but the digital experience connected to their communications.

Not only can digital communications create new efficiencies for both the public sector and community members, it can also save organizations both time and money, and help build public trust with through transparency, ease-of-use, and increased access channels to information.

An experience seemingly custom-tailored to the unique needs of an audience begins with effective and strategic communication driven by data and strategy. It leads to increased equity, reaching underserved communities, and building improved engagement with government; all goals that digital services will continue to serve in the coming years.

Granicus builds success

Whether ahead of the curve or struggling to develop a communications strategy, Granicus connects governments with the tools to build their digital vision. Reach out to a Granicus Digital Engagement expert to walk through your agencies metrics and help develop an action plan for the coming year.

Get in Touch

APPENDIX

AGRICULTURE

Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Overlay Impact	Top 20% Overlay Impact
2.7	6.7	58%	70%	28%	37%	2.0%	3.0%	87%	485%

COURTS & PUBLIC DEFENSE

Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Overlay Impact	Top 20% Overlay Impact
2.0	3.0	60%	67%	25%	34%	3.0%	9.0%	13%	172%

DEFENSE & RESERVE

Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Overlay Impact	Top 20% Overlay Impact
1.5	2.7	53%	62%	19%	31%	1.0%	2.0%	154%	154%

DIPLOMACY & FOREIGN POLICY

Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Overlay Impact	Top 20% Overlay Impact
7.5	7.5	53%	58%	14%	23%	1.0%	1.0%	–	–

ECONOMIC DEVELOPMENT & LABOR

Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Overlay Impact	Top 20% Overlay Impact
1.9	3.7	53%	64%	26%	37%	2.0%	4.0%	149%	450%

EDUCATION

Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Overlay Impact	Top 20% Overlay Impact
2.0	2.9	62%	68%	13%	37%	2.0%	4.6%	257%	513%

ELECTED OFFICIAL

Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Overlay Impact	Top 20% Overlay Impact
1.0	1.7	38%	71%	22%	33%	1.0%	2.0%	156%	972%

ELECTRIC

Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Overlay Impact	Top 20% Overlay Impact
2.8	3.4	53%	53%	41%	43%	1.0%	1.0%	-	-

ENVIRONMENTAL PROTECTION

Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Overlay Impact	Top 20% Overlay Impact
2.7	4.5	52%	62%	26%	33%	2.5%	5.6%	58%	378%

FINANCE & COMMERCE

Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Overlay Impact	Top 20% Overlay Impact
1.7	3.0	54%	62%	25%	35%	3.0%	6.0%	180%	999%

FIRE

Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Overlay Impact	Top 20% Overlay Impact
2.6	3.2	64%	65%	30%	37%	4.5%	6.6%	82%	123%

FISH, GAME & PARKS

Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Overlay Impact	Top 20% Overlay Impact
3.8	5.5	60%	70%	32%	38%	2.0%	3.0%	400%	1,037%

HEALTH & HUMAN SERVICES

Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Overlay Impact	Top 20% Overlay Impact
2.0	3.5	57%	67%	28%	40%	3.0%	6.0%	182%	1,432%

HISTORY, ARTS & CULTURE

Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Overlay Impact	Top 20% Overlay Impact
2.0	2.5	52%	61%	26%	34%	3.0%	5.0%	401%	401%

HOUSING

Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Overlay Impact	Top 20% Overlay Impact
1.6	1.9	62%	69%	35%	58%	5.0%	8.6%	–	–

INTERNAL ADMINISTRATION

Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Overlay Impact	Top 20% Overlay Impact
2.3	3.8	62%	69%	33%	49%	3.5%	6.0%	49%	543%

IT & ENTERPRISE SERVICES

Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Overlay Impact	Top 20% Overlay Impact
1.4	2.6	61%	75%	35%	46%	3.0%	4.0%	49%	509%

METROPOLITAN PLANNING ORGANIZATION

Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Overlay Impact	Top 20% Overlay Impact
3.1	3.3	62%	69%	24%	27%	8.5%	10.6%	–	–

PORT & HARBOR

Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Overlay Impact	Top 20% Overlay Impact
1.7	2.5	53%	66%	24%	32%	2.0%	3.0%	50%	50%

PUBLIC SAFETY

Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Overlay Impact	Top 20% Overlay Impact
2.1	3.4	58%	67%	24%	32%	2.0%	6.0%	360%	799%

PUBLIC WORKS & UTILITIES

Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Overlay Impact	Top 20% Overlay Impact
1.5	3.3	56%	58%	24%	32%	2.0%	4.0%	70%	135%

REGULATORY & STANDARDS

Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Overlay Impact	Top 20% Overlay Impact
2.1	4.3	57%	70%	30%	45%	3.0%	6.0%	281%	1,141%

SCIENCE & RESEARCH

Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Overlay Impact	Top 20% Overlay Impact
3.0	6.1	46%	54%	18%	20%	2.0%	2.0%	163%	181%

TOURISM

Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Overlay Impact	Top 20% Overlay Impact
1.7	2.4	52%	55%	28%	30%	3.5%	5.4%	–	–

TRANSPORTATION & TRANSIT

Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Overlay Impact	Top 20% Overlay Impact
2.5	5.7	57%	66%	24%	32%	1.0%	4.0%	95%	432%

VETERANS

Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Overlay Impact	Top 20% Overlay Impact
2.2	3.7	55%	62%	24%	29%	2.0%	3.0%	437%	2,161%

WATER & SANITATION

Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Overlay Impact	Top 20% Overlay Impact
2.6	3.9	62%	68%	36%	42%	2.5%	7.6%	225%	1,519%