

GovDelivery Message Analytics

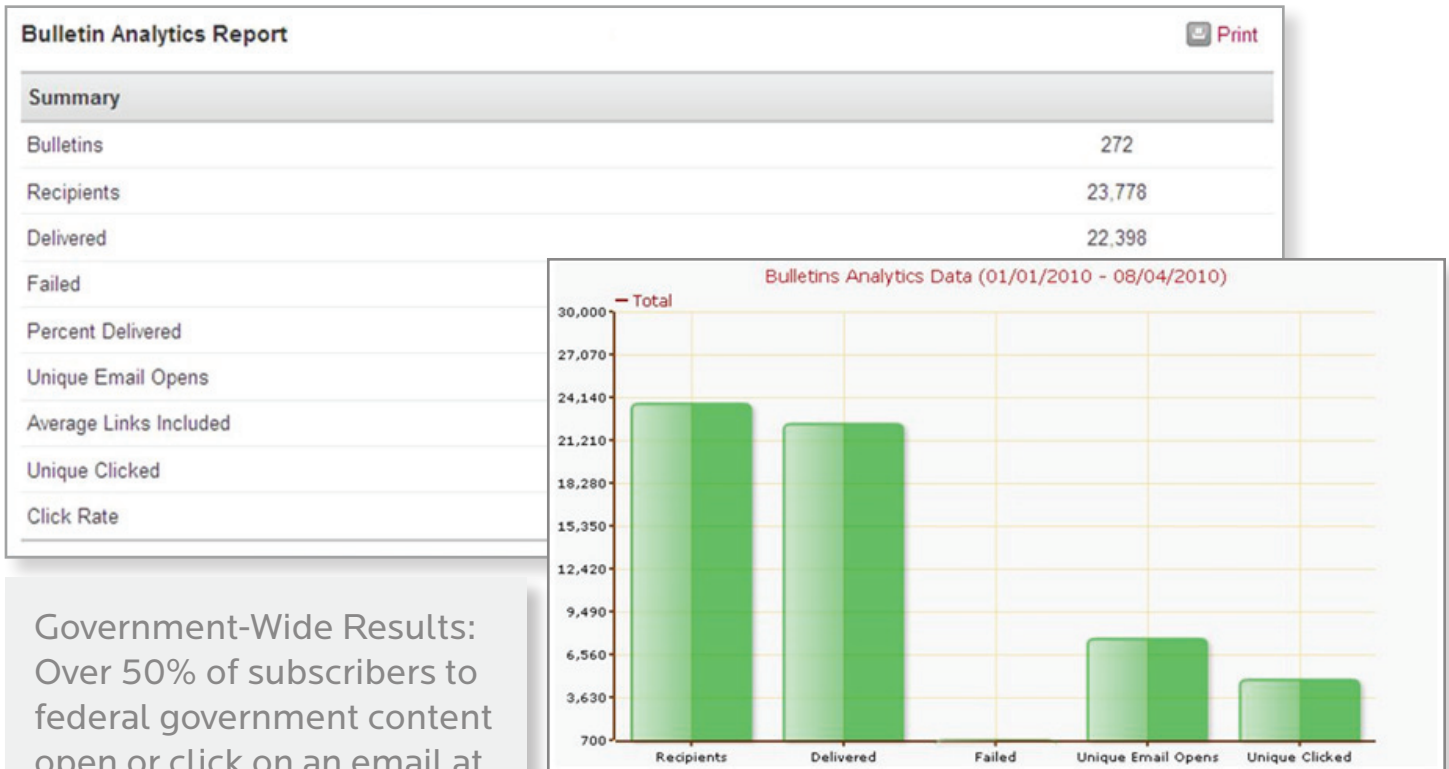
Detailed reporting capabilities are fundamental to measuring and improving the effectiveness of subscription topics and messages sent. Real-time email tracking and reporting from GovDelivery enables system users to view email delivery metrics to ensure that communications are achieving their desired goals. With email delivery and response tracking, users can view aggregated and individual email results; enabling them to see who opened the email and which links subscribers clicked. Reporting shows aggregated statistics and which topics, email messages, and even specific links generated the most subscriber interest. This valuable information can help organizations determine what subscribers find most interesting and valuable, allowing the organization to modify its content to satisfy that trend.

GOVDELIVERY'S EMAIL DELIVERY METRICS SHOW:

- Email bulletins sent and delivered
- Recipients who opened each email and clicked-through to the content on the website
- Links which generated the most activity
- Deliverability data for individual items

Administrators can access and download detailed information on all delivery activity.

For more information, visit www.govdelivery.com/solutions/advanced-reporting/



Government-Wide Results:
Over 50% of subscribers to federal government content open or click on an email at least once every 45 days

