

UK SPACE AGENCY COLLABORATES THROUGH GOVDELIVERY TO RAISE INTERNATIONAL PROFILE.

SITUATION

Portray UK industrial, academic, and scientific excellence in space worldwide.

After a recent transition onto the GOV.UK website, the UK Space Agency wanted to significantly increase traffic to their new site. To achieve this, the Agency created a proactive communications initiative in an effort to regain worldwide interest in the agency's endeavors.

SOLUTION

GovDelivery delivers vivid digital communications and expands reach through collaboration with ESA and NASA.

The agency created a monthly newsletter anchored by vivid, awe-inspiring images to engage stakeholders and convey its compelling story. The imagery in the newsletters inspires readers and encourages them to click through to the website for full news stories.

In order to build an engaged audience to sign up for its newsletters and consequently drive more traffic to its website, UK Space Agency used the GovDelivery Network to collaborate with other government organisations communicating with similar audiences.

The GovDelivery Network operates similar to major online retailers that advertise products of interest based on a person's purchase history ("People who purchased this item also bought this item"). With the GovDelivery Network, after an individual signs up for messages from one public sector organisation, the GovDelivery



ABOUT

The UK Space Agency is responsible for all strategic decisions on the UK civil space programme and provides a clear, single voice for UK space ambitions.

At the heart of UK efforts to explore and benefit from space, the Agency is responsible for ensuring that the UK retains and grows a strategic capability in space-based systems, technologies, science and applications. It leads the UK's civil space programme in order to win sustainable economic growth, secure new scientific knowledge and provide benefit to all citizens.

Network displays topics from other relevant government organisations. This cross-promotion and collaboration maximises outreach for each organisation participating in the Network, ultimately growing audiences by significant percentages each day.

The GovDelivery Network is driving a 1660% increase in the UK Space Agency's monthly subscriber growth, with the vast majority coming from National Aeronautics and Space Agency (NASA) and European Space Agency (ESA).



RESULTS

The emails people are increasingly signing up for through the Network have generated explosive website traffic growth for the UK Space Agency. Its email following has increased website visitors by more than 400% over just a few months—from approximately 4,500 visitors per month to more than 20,000. GovDelivery communications are the second highest contributor to this dramatic improvement, second only to Google in Web traffic referral.

By getting more people to sign up for emails through its increased Network collaboration, the UK Space Agency was able to drive more engagement with the agency, ultimately meeting its initial goal of increasing website traffic. In total, the campaign helped the UK Space Agency engage over 400,000 individuals in two months, measured by an increase in website traffic, social media engagement, and email sign-ups.

Engaging these stakeholders at national, European, and international levels has exceeded expectations and the agency expects to comfortably complete its target of 750,000 engaged individuals, all made aware of the UK’s contribution to the space sector.



METRICS

25K NEW EMAIL OPT-INS

1660% SUBSCRIBER GROWTH

1.8 SUBSCRIPTIONS PER PERSON

58K OPENS & CLICK THROUGHS IN TWO MONTHS

400% GROWTH IN WEBSITE TRAFFIC



2014 WINNER
DIGITAL STRATEGY
& IMPACT AWARDS

ABOUT GOVDELIVERY

Over 1,000 public sector organizations use GovDelivery’s highly-secure cloud solutions every day to enhance the citizen experience for more than 100 million people. GovDelivery offers leading solutions for managing government communications, internal and external learning, and open data. The GovDelivery Network offers a unique and impactful way for public sector organizations to work together to cross promote content and increase digital reach. Organizations using GovDelivery see higher utilization of citizen services and greater citizen engagement.