e-Luton statistics report – April 2017

The very first issue of our digital update, e-Luton, was sent to the Luton resident database in place of our printed newspaper, Lutonline. The e-update is created and managed in-house with minimal costs, in comparison to the newspaper, which incurred printing and distribution costs. This report shows the statistics after sending the e-update.

Subject: Luton Council's first digital update, bringing latest Council news to your inbox
Date sent: Thurs 6 April 2017
**Time sent:** 10.36pm
List size: 32,992

- **Delivered:** 32,636 / 98.9%
- **Unique open rate*:** 36.8% **/** 12,025 opens
- **Total opens:** 82.9% / 27,052 - not all unique - email has been 'opened' up to 2,361 times by some users**
- **Unique click rate:** 5.18% **/** 1,689 unique clicks
    - Click rate per unique open - 14.0%
- **Total clicks:** 3,246
- **Bounce rate***:** 1.1% / 356 bounces
    - Soft bounces: 1.17% / 262
    - Hard bounces: 0.29% / 94

  We anticipated that bounce rates would be higher than average, as some of this data used is fairly old meaning some email addresses and domain names could be out of date or invalid. This has proven not to be the case, and these rates are similar to industry averages (see below).

- **Unsubscribes:** 179 - 0.55%
    - No longer interested - 78
    - Did not sign up - 29
    - Inappropriate content - 3
    - Spam - 0
    - Other - 24
    - Unspecified 47

  This number is higher than the industry average, but is not a worrying figure given that this is the first issue of e-Luton. We anticipate subscribes will reduce in the next issue.
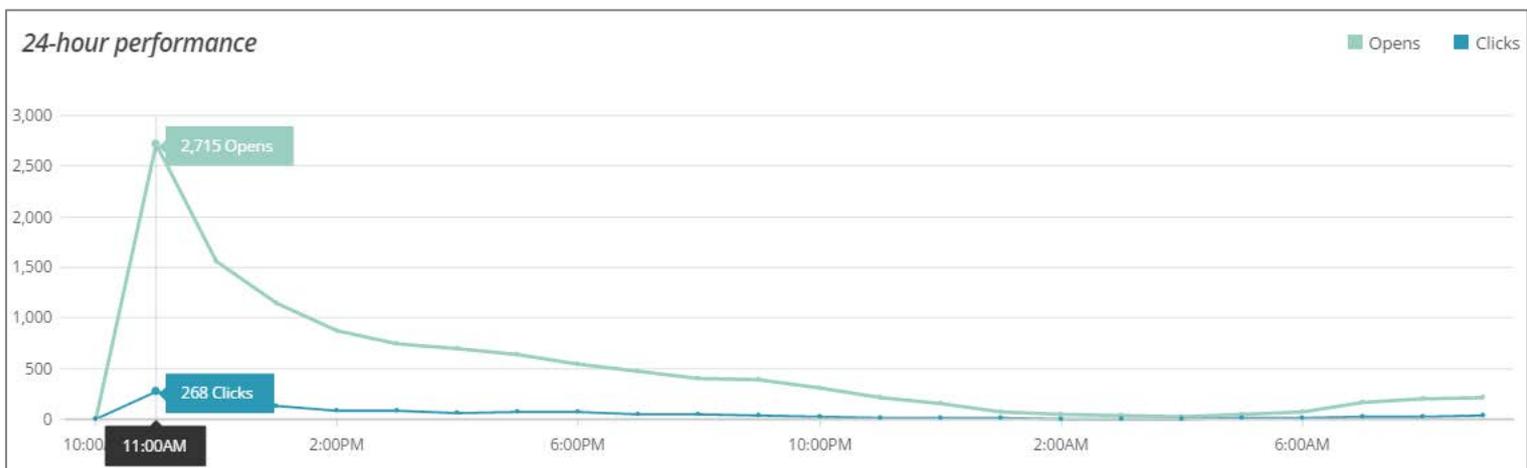
Graph to show number of opens and clicks in the first 24 hours after update sent

Industry (government) and list averages

	Average	E-update comparison
Open rate – 36.8%		
Industry average	22.5%	1.63x
List average	43.1%	0.85x
Click rate – 5.2%		
Industry average	8.4%	0.62x
List average	3.5%	1.48x
Bounce rate – 1.17% / 0.29%		
Industry average - soft	0.48	2.44x
Industry average - hard	0.39	0.74x
Unsubscribes - 0.13%		
Industry average	0.13	1.00x

Clicks per link

Link	Total clicks	Unique clicks
Jobsite	648 (20%)	553 (24%)
Roadworks	328 (10%)	285 (12%)
Stockwood Country Fair	306 (9%)	267 (12%)
Don't fly tip by mistake	277 (9%)	206 (9%)
www.luton.gov.uk	203 (6%)	135 (6%)
St. George's Day celebrations	182 (6%)	122 (5%)
Beyond Borders event	180 (6%)	144 (6%)
Luton Borough Council - a year of ambition video	171 (5%)	95 (4%)
Do it online	152 (5%)	75 (3%)
Update email preferences	151 (5%)	74 (3%)
Be an eggscellent recycler this Easter	135 (4%)	78 (3%)
Baby Buddy app comes to Luton	118 (4%)	54 (2%)
Being targeted for who you are - it's hate crime	101 (3%)	43 (2%)
News homepage	97 (3%)	70 (3%)
Active Luton	96 (3%)	66 (3%)
YouTube	35 (1%)	7 (0%)
Twitter	34 (1%)	7 (0%)
Facebook	32 (1%)	9 (0%)

Comments

We included a feedback option on e-Luton, allowing recipients to tell us what they think. **56.52%** of the emails we received we positive, with **30.43%** expressing dissatisfaction, mostly around the issue of users who cannot access the internet. **13%** of the emails were not related to e-Luton but concerning a specific council service.

Here is a selection of comments received:

"Looks fantastic! Clean and modern and relevant articles."

"Brilliant idea. Most people including myself would find it easier reading from a digital newspaper."

"Rubbish just a political leaflet. Bring back Lutonline."

"Excellent initiative - fully support this."

"I am disappointed by the council's decision to completely stop supplying the newspaper without any prior consultation."

"It's rather disappointing to see the council's news pages simply re-formatted. I'm not sure how this really adds to our offering."

"Great for me but what about the elderly or poor people who don't have computers? Could you offer a limited paper edition for them if they get someone to contact you?"

"Less interesting than the printed version. Printed version draws you in to things you may not usually attend to. Nothing here drew me in to explore further. Definitely not interested in videos."

"Brilliant and enjoyable to read."

"Great idea."

"Yet again people assuming all have internet access not true by any means."

"Good info, I found the roadworks info particularly helpful and other local items very interesting."

"Well done, very good! Keep it going LBC."

"A very welcome step forward, I prefer digital news and glad to see the back of bulky newsprint."

"Thank you for the first e-Luton newsletter online. I liked that I could read little paragraphs from each topic. That gives me an insight in each topic and choice, if I am interested to open them to read more, or leave for later."

"I am fortunate and use a computer, this change is ok for me. How will those without computers, ie mostly the elderly and house bound, have access to the information you will be sending electronically?"

"This is really great I am told 85%of us now have computers let's make god use of them. Something to think about it may be helpful to add a lost and found. Keep up the good work."

"I think this is a great idea! Would be really good to get everyone in Luton to engage more with the Council and authorities plus having local information via email is very handy!"