

e-Luton statistics report – May 2017



Following mostly positive feedback from the first issue of e-Luton in April, May's issue was sent to Luton residents last week. The results are as follows. April figures are shown in red for comparison.

Subject: Luton Council's digital update, bringing latest Council news to your inbox

Date sent: Thurs 11 May 2017

Time sent: 11am

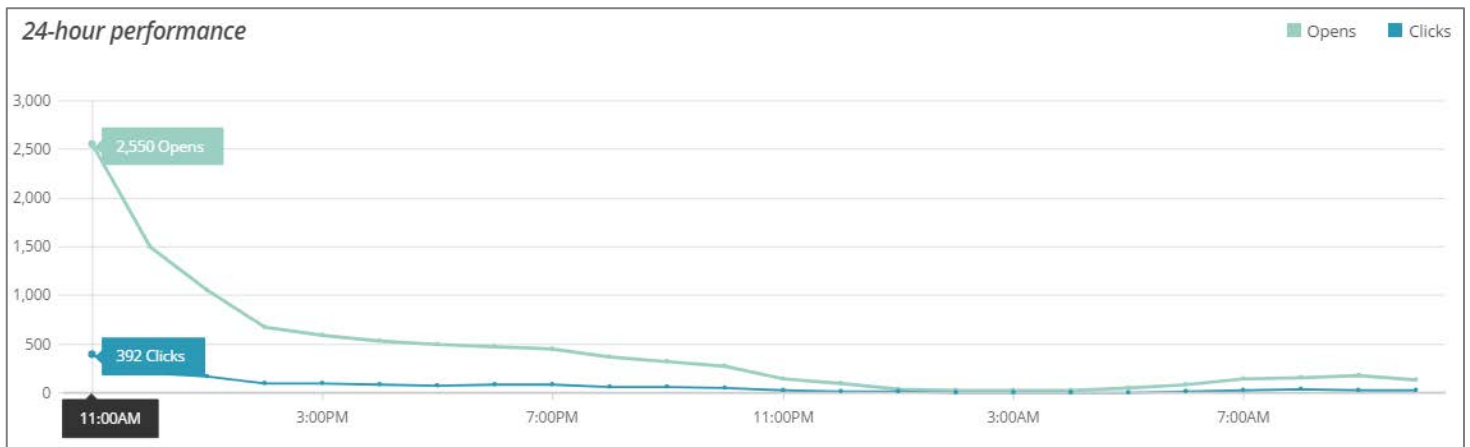
List size: 32,902 (32,992)

- **Delivered:** 32,591 / 99.1% (32,636 / 98.9%)
- **Unique open rate*:** 29.29% / 9,548 opens (36.48% / 12,025)
- **Total opens:** 52.48% / 17,104 (82.9% / 27,052) - not all unique - email 'opened' up to 118 times by some users**
- **Unique click rate:** 5.43% / 1,771 unique clicks (5.18% / 1,689)
 - Click rate per unique open – 14.73% (14.0%)
- **Total clicks:** 3825 (3,246)
- **Bounce rate***:** 0.9% / 311 bounces (1.1% / 356)
 - Soft bounces: 0.79% / 262 (1.17% / 262)
 - Hard bounces: 0.15% / 49 (0.29% / 94)

The number of soft bounces remains the same as last month. In time, if these continue to soft bounce, they will be treated as invalid email addresses and will be removed from the list.

- **Unsubscribes:** 105 0.32% (179 - 0.55%)
 - No longer interested – 47 (78)
 - Did not sign up – 7 (29)
 - Inappropriate content – 0 (3)
 - Spam – 1 (0)
 - Other – 19 (24)
 - Unspecified 33 (47)

This number is still higher than the industry average, but has reduced from April and will continue to do so as people become accustomed to receiving e-Luton.



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 – 29.99%		
Industry average	22.5%	1.33x (1.63)
List average	43.1%	0.70x (0.85)
Click rate – 5.43%		
Industry average	3.5%	0.65x (0.62)
List average	7.7%	1.55x (1.48)
Bounce rate – 0.79% / 0.15%		
Industry average - soft	0.48	1.65x (2.44)
Industry average - hard	0.39	0.38x (0.74)
Unsubscribes - 0.32%		
Industry average	0.13	2.46x (4.23)

Clicks per link

Link	Total clicks	Unique clicks
Luton International Carnival 2017	436 (11%)	295 (12%)
Chapel at Vale Cemetery to undergo refurbishment	415 (11%)	326 (13%)
Make sure that you have a licence for your HMO	351 (9%)	260 (10%)
Jobsite	285 (7%)	225 (9%)
Closure Orders granted on two Luton properties	268 (7%)	203 (8%)
Music in the Museum	254 (7%)	188 (8%)
GOV.UK Register to vote	234 (6%)	151 (6%)
https://luton.roadworks.org/	194 (5%)	143 (6%)
Picnic in the Park returns	192 (5%)	123 (5%)
Digital strategy consultation	176 (5%)	46 (2%)
Somerries Infant School is outstanding	166 (4%)	109 (4%)
Register to vote video	150 (4%)	69 (3%)
Luton unites for Dementia Awareness Week	142 (4%)	65 (3%)
Active Luton (advert)	121 (3%)	57 (2%)
Make sure you are registered to vote	113 (3%)	38 (2%)
News homepage	92 (2%)	73 (3%)
Update preferences	92 (2%)	54 (2%)
Luton Culture - Sarah and Duck event (advert)	42 (1%)	28 (1%)
Sundon Park by-election	34 (1%)	9 (0%)
Luton.gov.uk	21 (1%)	5 (0%)
YouTube	21 (1%)	5 (0%)
Twitter	20 (1%)	5 (0%)
Facebook	20 (1%)	5 (0%)

Feedback

There were far fewer comments this month compared to April, due to the fact that e-Luton is no longer 'new'. The comments received are as follows:

"e-Luton is a brilliant idea..feel more connected & informed of what's going on in my town. Well done! Thanks."

"I am truly impressed by the new e-luton magazine. It is so easy to read and find which area you are interested in thanks for making life easier for a 70 something reader."

"Very good for people with email but in Dunstable yesterday and again picked up one of their monthly magazines, and they cater for the over 65 with a lunch in June and entertainment, but alas Luton is without a Theatre which Dunstable and maybe the Council in Dunstable care more about the community than Luton Council do, all about the Carnival and if it was like last year displays good – conduct not."

"Luton Town is nice and peaceful."

* An open rate is calculated by dividing the number of email messages opened by the number of email messages delivered. This number is then expressed as a percentage.

** It can appear that a user has opened an email multiple times when in fact, subscribers who have a 'preview pane' feature enabled in their email client can record multiple opens inadvertently when clicking the email or scrolling.

*** A hard bounce means the email address/domain name does not exist or the email server has completely blocked delivery. A soft bounce means the user's mailbox is full; the email server is down/offline or the email message is too large. A hard bounce is removed from the list; a soft bounce is only removed when it has soft bounced up to 15 times.