



NHS Email Analytics 2024

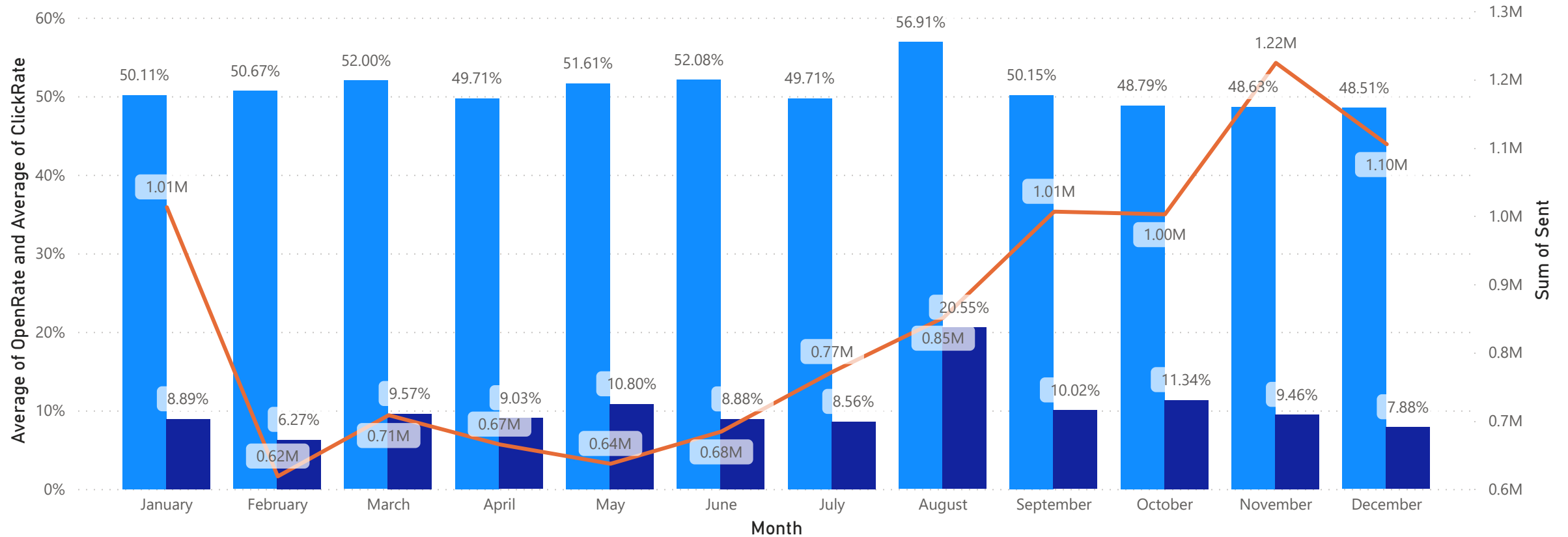




Accounts 16	Sum of Sent 10,285,415	Average of Open Rate 50.76%	Sum of Opened 4,930,206	Average of Click Rate 10.40%	Sum of Clicked 306,518
Campaigns 2072	Sum of Total Opens 8,206,872	Sum of Total Clicks 540,002	Desktop Rate 69.11%	Mobile Rate 28.69%	Tablet Rate 2.16%

Average of OpenRate, Average of ClickRate and Sum of Sent by Month

● Average of OpenRate ● Average of ClickRate ● Sum of Sent



Subject Line 0 - 25

Length	Subject	Campaigns	Sent	Open Rate	Click Rate	Links
11	PACS issue	1	5,174	43.47%	0.00%	2
20	PACS issue resolved	1	5,174	42.46%	0.00%	2
17	A338 Road closure	1	5,634	53.90%	0.00%	1
23	Acute Pain Nurse Update	1	5,233	42.31%	0.36%	2
19	All Staff Briefings	1	5,233	50.87%	6.12%	5
24	Armistice Day observance	1	5,586	44.30%	2.00%	2
3460		174	836,578	51.90%	3.20%	1379

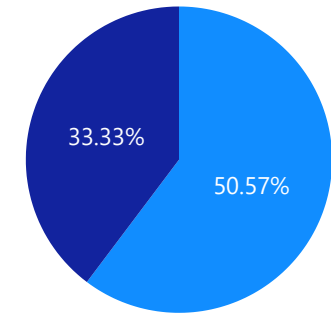
Subject Line 25 - 75

Length	Subject	Campaigns	Sent	Open Rate	Click Rate	Links
29	2nd Test email - please reply	1	7	100.00%	14.29%	3
63	EPR Engagement Lead sessions - have you registered for one yet?	1	6	100.00%	66.67%	9
48	Maternal Mental Health Service referral process	1	3	100.00%	33.33%	5
48	Supporting Mandatory Training compliance in DDTS	1	7	100.00%	28.57%	3
65	Improving Together AHP event: Look forward to seeing you tomorrow	1	17	94.12%	12.50%	4
76496		1702	8,519,571	50.05%	10.67%	37909

Subject Line 75 +

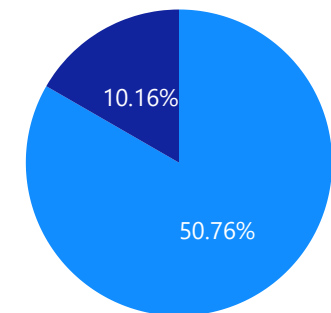
Length	Subject	Campaigns	Sent	Open Rate	Click Rate	Links
158	Supporting Mandatory Training compliance in Donor Experience and Communications	2	15	92.86%	25.00%	6
728	Congratulations! You are a Finalist in the Salisbury NHS Foundation Trust Staff Awards 2023	8	35	87.68%	87.50%	80
77	NHS Staff Survey – Your voice counts + Your Weekly Staff Newsletter: 28.09.23	1	7,310	82.74%	7.21%	36
77	EPR Engagement Lead - Download the feedback session recordings and	1	111	81.98%	31.87%	12
15274		167	820,736	56.30%	15.71%	3071

Personalised subject line Open Rate and Click Rate



● Open Rate ● Click Rate

Non personalised subject line Open Rate and Click Rate



● Open Rate ● Click Rate

OPEN RATE HEATMAP

The average open rate by day and time.

Hour	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total
06:00		61.95%	54.23%					58.09%
07:00			42.11%		39.96%	42.85%		41.88%
08:00	52.85%	37.49%	48.02%	47.81%	46.64%	66.67%	43.40%	46.32%
09:00	46.45%	43.26%	44.96%	48.83%	48.40%			46.28%
10:00	50.32%	46.00%	48.04%	46.58%	51.73%	44.30%		47.99%
11:00	51.74%	47.06%	52.48%	51.64%	51.57%			50.84%
12:00	59.28%	53.80%	57.43%	47.28%	55.68%			54.71%
13:00	56.75%	53.89%	49.02%	47.78%	53.51%		44.57%	52.13%
14:00	54.92%	49.38%	50.00%	52.27%	53.36%			52.08%
15:00	53.47%	48.82%	47.84%	50.77%	49.61%			50.05%
16:00	56.74%	51.51%	51.21%	52.84%	48.37%			52.29%
17:00	52.13%	45.92%	54.01%	56.03%	48.06%			51.40%
18:00		80.04%	45.05%	50.12%	56.37%			55.62%
19:00		39.58%	42.27%					42.10%
20:00				55.77%				55.77%
21:00	63.33%		59.89%					61.61%
Total	54.52%	48.58%	49.16%	50.11%	51.53%	51.27%	43.98%	50.76%

CLICK RATE HEATMAP

The average open rate by day and time.

Hour	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total
06:00		0.60%	9.26%					4.93%
07:00			10.47%		24.36%	0.04%		11.05%
08:00	3.49%	10.95%	5.18%	2.80%	5.10%	13.64%	1.70%	5.75%
09:00	2.48%	7.98%	3.07%	6.54%	2.05%			4.80%
10:00	9.94%	11.99%	3.63%	17.22%	7.06%	2.00%		11.02%
11:00	5.28%	9.63%	9.65%	11.39%	7.29%			8.43%
12:00	14.74%	9.01%	11.55%	10.62%	9.38%			11.39%
13:00	10.72%	12.33%	4.80%	13.35%	14.49%		0.27%	11.96%
14:00	13.74%	9.76%	8.88%	14.35%	16.14%			12.90%
15:00	14.91%	8.02%	7.33%	13.00%	9.57%			10.47%
16:00	17.37%	8.55%	5.35%	13.18%	10.35%			11.27%
17:00	8.85%	6.87%	14.94%	13.02%	8.35%			10.52%
18:00		35.17%	0.28%	12.33%	2.57%			9.58%
19:00		10.17%	10.37%					10.36%
20:00				0.10%				0.10%
21:00	57.89%		0.09%					28.99%
Total	12.03%	9.54%	7.34%	12.43%	10.19%	5.23%	0.99%	10.40%

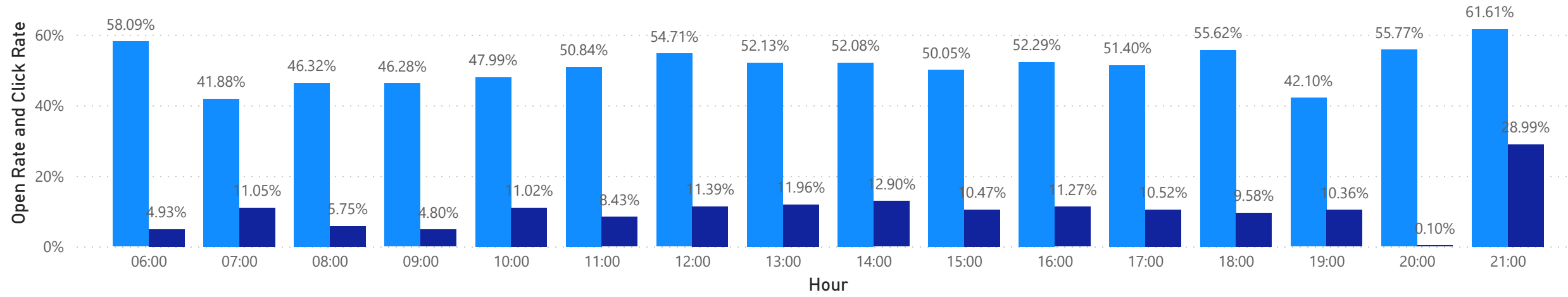
Hour	Campaigns	Sum of Sent	Open Rate	Click Rate
06:00	2	7,714	58.09%	4.93%
07:00	6	15,199	41.88%	11.05%
08:00	79	335,348	46.32%	5.75%
09:00	156	764,236	46.28%	4.80%
10:00	193	760,052	47.99%	11.02%
11:00	175	829,941	50.84%	8.43%
12:00	244	991,434	54.71%	11.39%
13:00	206	941,735	52.13%	11.96%
14:00	256	1,343,116	52.08%	12.90%
15:00	357	2,017,582	50.05%	10.47%
16:00	245	1,462,802	52.29%	11.27%
17:00	101	666,841	51.40%	10.52%
18:00	17	41,392	55.62%	9.58%
19:00	32	104,303	42.10%	10.36%
20:00	1	1,845	55.77%	0.10%
21:00	2	1,875	61.61%	28.99%
Total	2072	10,285,415	50.76%	10.40%

Month	Campaigns	Sent	Open Rate	Click Rate
January	186	1,012,694	50.11%	8.89%
February	140	618,472	50.67%	6.27%
March	158	708,085	52.00%	9.57%
April	137	665,268	49.71%	9.03%
May	140	636,929	51.61%	10.80%
June	140	684,130	52.08%	8.88%
July	164	771,540	49.71%	8.56%
August	214	850,637	56.91%	20.55%
September	201	1,006,242	50.15%	10.02%
October	196	1,002,321	48.79%	11.34%
November	217	1,224,145	48.63%	9.46%
December	179	1,104,952	48.51%	7.88%
Total	2072	10,285,415	50.76%	10.40%

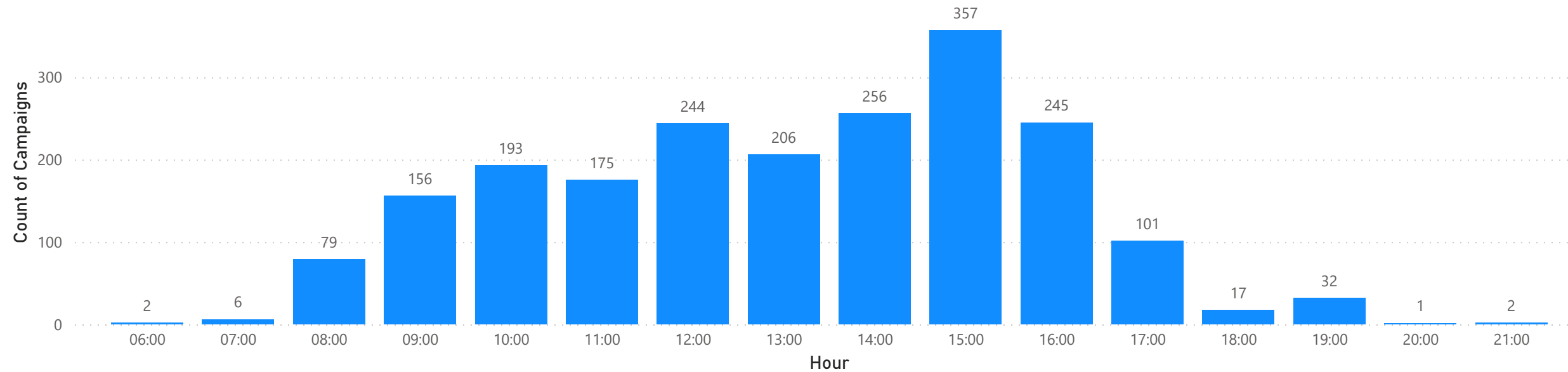
Day Of Week	Campaigns	Sent	Open Rate	Click Rate
Monday	379	1,523,053	54.52%	12.03%
Tuesday	391	2,101,259	48.58%	9.54%
Wednesday	373	2,043,764	49.16%	7.34%
Thursday	481	2,182,654	50.11%	12.43%
Friday	443	2,413,069	51.53%	10.19%
Saturday	3	11,096	51.27%	5.23%
Sunday	2	10,520	43.98%	0.99%
Total	2072	10,285,415	50.76%	10.40%

Open Rate and Click Rate by Hour

● Open Rate ● Click Rate

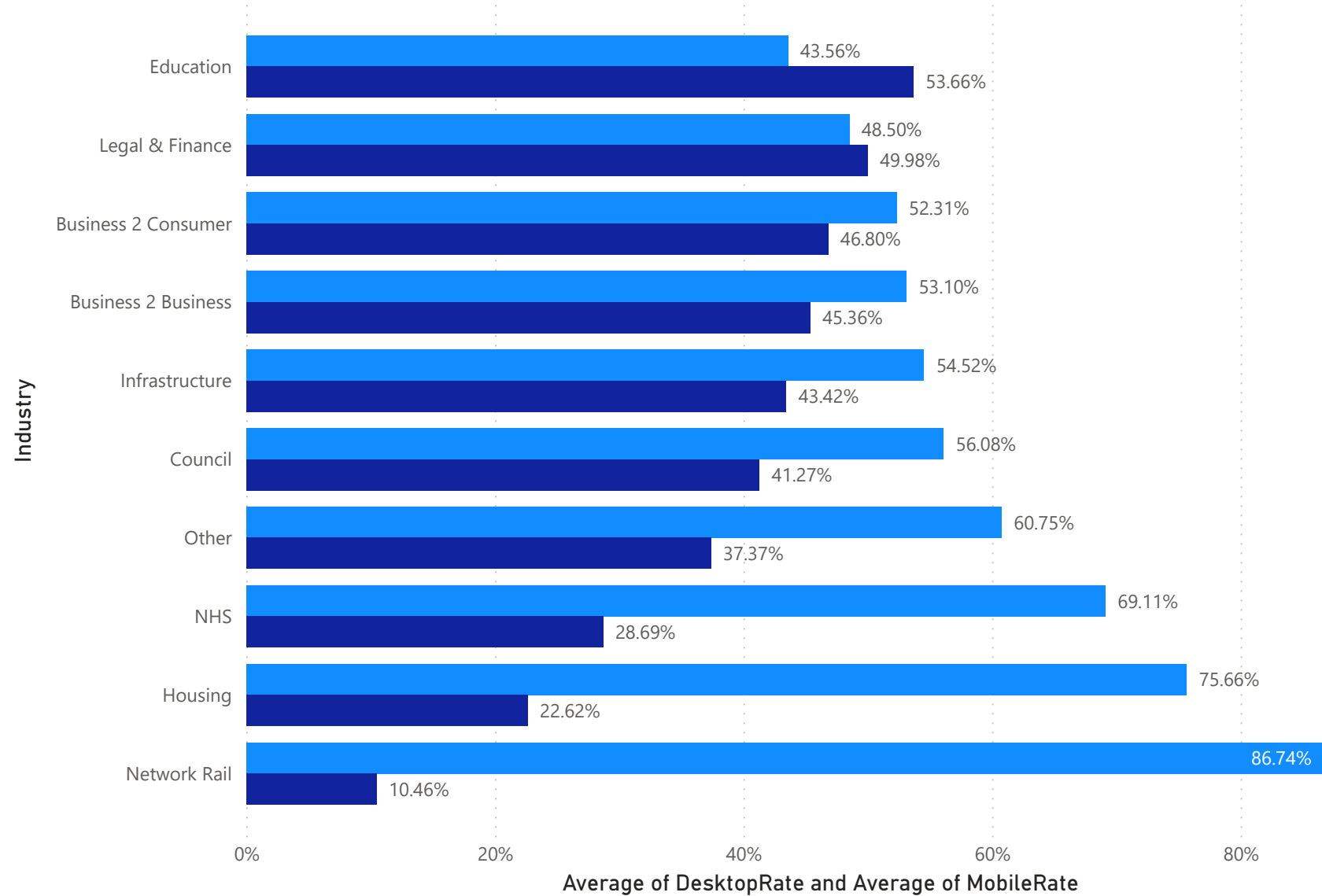


Count of Campaigns by Hour



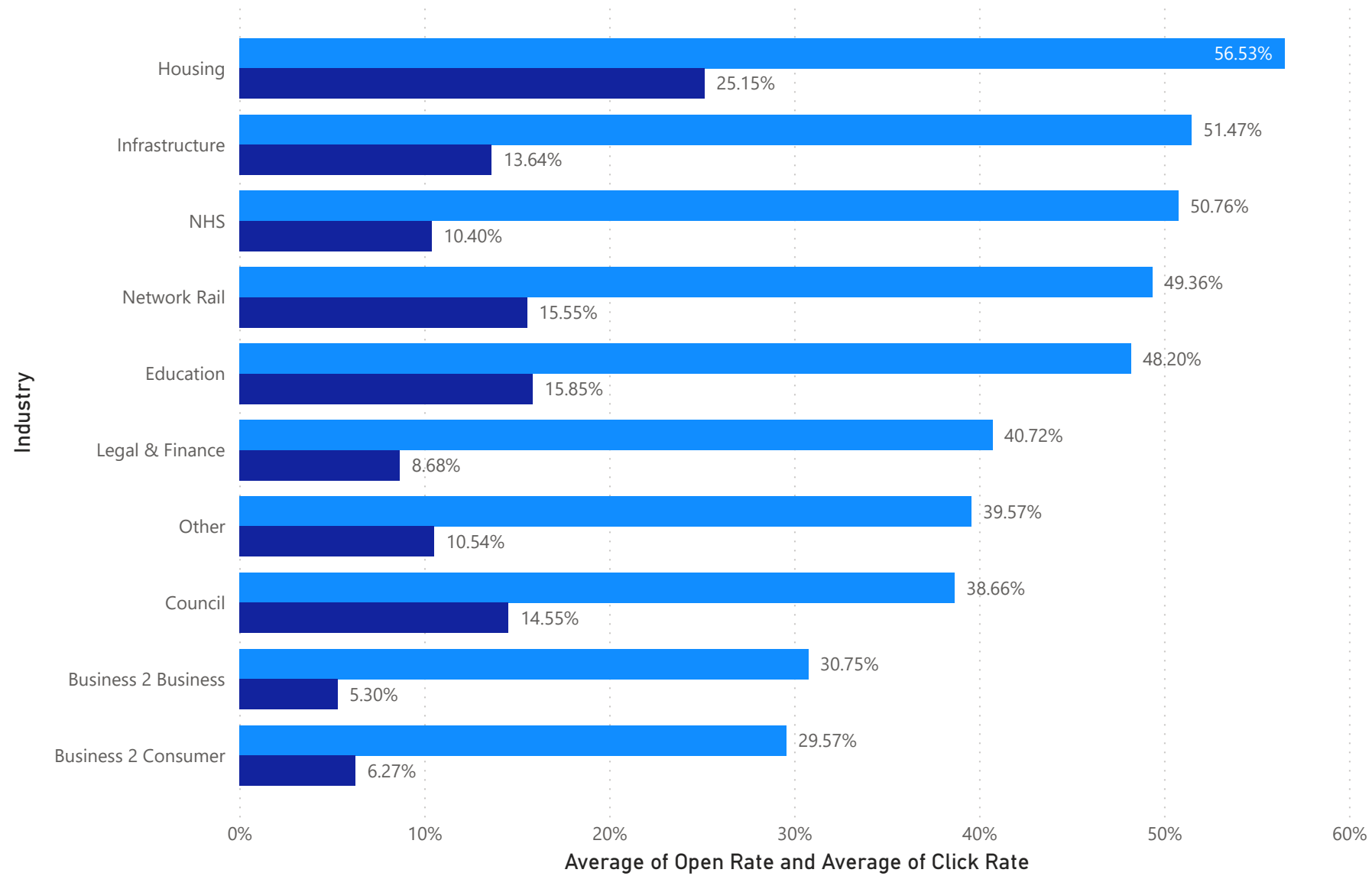
Average of DesktopRate and Average of MobileRate by Industry

● Average of DesktopRate ● Average of MobileRate

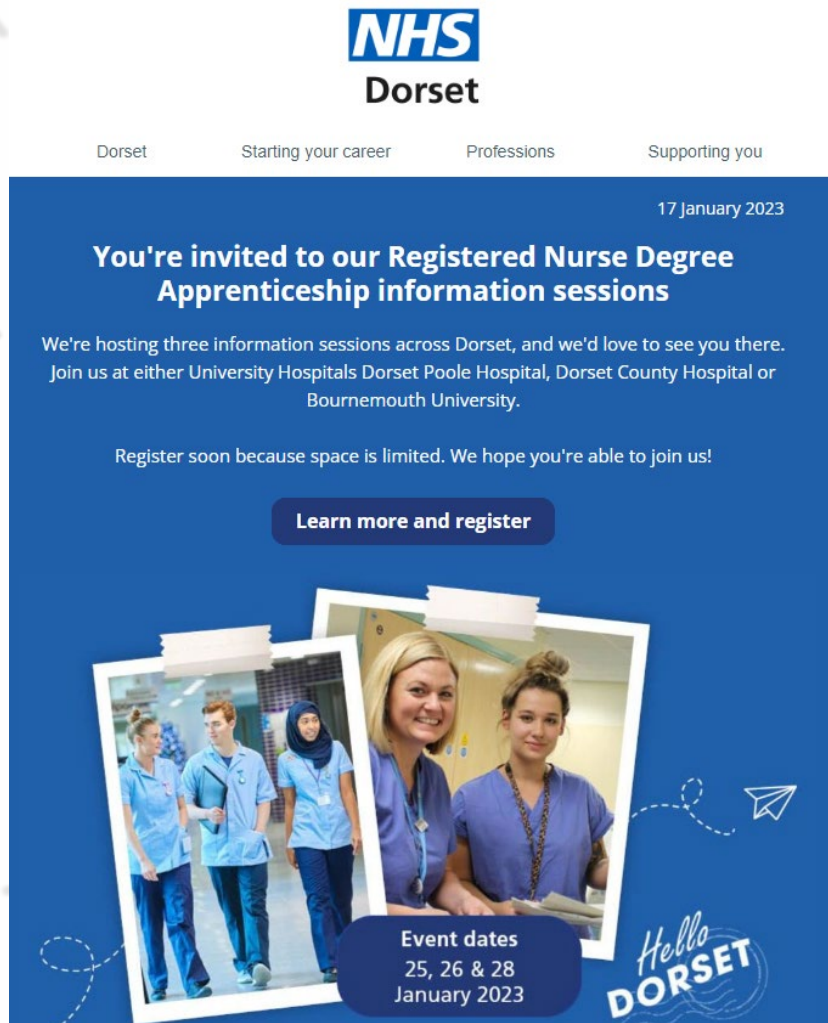


Average of Open Rate and Average of Click Rate by Industry

● Average of Open Rate ● Average of Click Rate



Great Email Examples



Account: NHS Dorset

A proactive and dedicated NHS organisation using NewZapp to promote vacancies and courses to registered applicants.

Average open rate: 47.5%

Average click Rate: 25.3%

View full email: [Click Here](#)

NewZapp Notes

Love this email campaign, nothing more to say! Love the imagery, love the full width background colour, love the layout, love the style.

Fantastic open rate for external campaigning. One of the few emails you will see bringing a real sense of website vibes to email and we, well... Love it!

Great Email Examples



Account: Royal Papworth Hospital
Royal Papworth Hospital is a specialist heart and lung hospital, located on the Cambridge Biomedical Campus in Cambridgeshire. Using NewZapp for internal communications, sending a weekly campaign.
Average open rate: 58.1%
Average click Rate: 16.1%
View full email: [Click Here](#)

NewZapp Notes

One of a few customers who send full width (900px wide emails). These very well constructed comms utilising all the tools inside NewZapp to produce a “publication” worthy email for their staff.

Colourful, informative and interesting. Has a fantastic “magazine like” quality to it which we like.