



## Lyceum Analytics

Stan Lukoff



We have come a long way in our New Garden Lyceum newsletter since our first issue was launched in June of 2014. That issue was delivered to 239 subscribers and the list keeps growing as more residents get on board. The September newsletter was sent to 379 subscribers, The December newsletter was sent to 410 subscribers, and our current count is at 423. The New Garden Communications team would love to see us reach 1000 subscribers by the end of 2015. Please forward this issue to your friends and neighbors that may be interested in signing up. The link for sign-up is here-> <http://eepurl.com/SO4V5>. You can also update your profile using the same link and completing the first 4 required fields.

The New Garden Township Facebook page (<https://www.facebook.com/pages/New-Garden-Township/304711206258155>) is also in development, and future issues (including this one) will be posted there as well as being sent to our subscribers email address. If you are a Facebook user, please “like” the New Garden Township page for even more timely information that will be posted as that site develops and matures.

The technology that we are using to assist with the Lyceum e-newsletter is an application called MailChimp. MailChimp’s features and integrations allow us to send informational emails, automated messages, and targeted campaigns. It is used by more than 7 million people and business around the world, and allows us to focus on the e-newsletter content, and not the technical details of electronic publication and distribution.

Some interesting stats from the first 3 newsletters:

- The June issue was opened by a subscriber traveling in Japan, and the most read article was the one on public works activities.
- The September issue was opened by more international travelers (6 from UK; 4 from Germany; 1 from Japan; and 1 from Chile). The most read article from that issue was the one on the trails.
- The December issue was opened by travelers in India and Mexico, and the most read article was the one for public works followed by the article on the new Township Manager.
- Our average open rate for the 3 newsletters has been about 70% which is higher than the industry average of 23%.

The graphic below is an example of some of the mail campaign analytics from the December 2014 Lyceum. This helps the Communications Team understand what articles were clicked and most popular, as well eventually getting us information on social media (ie Facebook) performance.

If you have any suggestions for future articles or have interest in joining the New Garden Communications team, please send an email to [newsletter@newgarden.org](mailto:newsletter@newgarden.org).

# New Garden Lyceum -December 2014 Newsletter

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Overview Activity ▾ Links Social eCommerce360 Conversations Analytics360

## 410 Recipients

List: New Garden Township Communications List

Delivered: Mon, Dec 22, 2014 09:00 am

Subject: New Garden Lyceum -December 2014 Newsletter

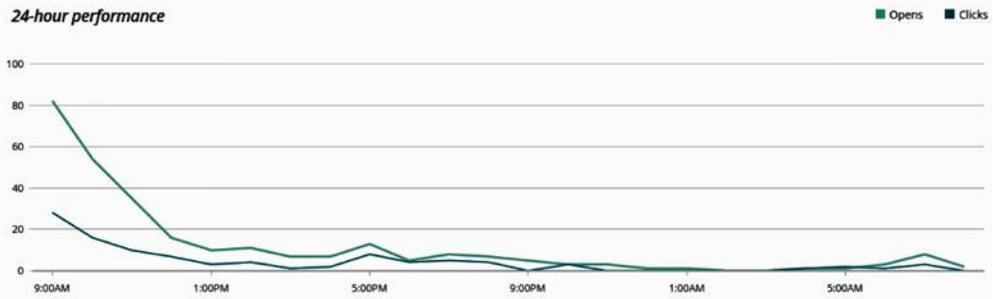
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Open rate	60.1%	Click rate	27.1%
List average	63.9%	List average	22.4%
Industry average (Government)	23.4%	Industry average (Government)	3.6%

246 Opened	111 Clicked	1 Bounced	0 Unsubscribed
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Successful deliveries	409 99.8%	Clicks per unique opens	45.1%
Total opens	589	Total clicks	284
Last opened	2/9/15 1:45PM	Last clicked	1/26/15 2:14PM
Forwarded	0	Abuse reports	0

## 24-hour performance



## Top links clicked

<a href="http://newgarden.org/newsletter/public%20works%20dec2014.pdf">http://newgarden.org/newsletter/public works dec2014.pdf</a>	42
<a href="http://newgarden.org/linkpage.php?content=newmanagerTS&amp;classname=homepage&amp;titlename=New%20Manager">http://newgarden.org/linkpage.php?content=newmanagerTS&amp;classname=homepage&amp;titlename=New%20Manager</a>	41
<a href="http://newgarden.org/newsletter/RR%20of%20landenberg-V4.pdf">http://newgarden.org/newsletter/RR of landenberg-V4.pdf</a>	31
<a href="https://gallery.mailchimp.com/defb289a84b2ab43a20109a5b/files/A_few_words_from_BOS_DEC_2014_final.pdf">https://gallery.mailchimp.com/defb289a84b2ab43a20109a5b/files/A_few_words_from_BOS_DEC_2014_final.pdf</a>	31
<a href="http://newgarden.org/newsletter/14.03.Lyceum%20Newsletter.pdf">http://newgarden.org/newsletter/14.03.Lyceum Newsletter.pdf</a>	28

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## Top locations by opens

USA	583 99.0%
India	5 0.8%
Mexico	1 0.2%

