

FBMH e-marketing analysis

August 2019

Faculty of Biology, Medicine and Health



FBMH e-marketing analysis

This report looks at CommuniGator activity over the last academic cycle for UG and PG courses.

The aim is to evaluate what has taken place and make recommendations for the next year.

Content:

- Numbers at a glance
- Executive summary (UG and PG)

UG

- Overview of emails
- Example emails

PG

- Overview of emails (UG)
- Example emails (UG)

Alumni and progression

Appendix



Numbers at a glance

92

UG emails sent (across all subjects)

90

PG emails sent



Career and placement (blogs) content is high performing (UG)

19%

average
engagement
across UG
emails

12%

average
engagement
PG conversion
emails

	Unique opens	Unique clicks
UG	78%	17%
PG	69%	12%
Industry (source: mailchimp)	22%	2%



Course specific blogs perform well in PG conversion emails



Executive summary

Section 1: UG

UG scheduling

Certain subjects received higher levels of email contact during certain months

For example, Psychology and Dentistry received 3 each during April and Medicine received 5 each during April.

UG content

Top performing content related to offer holder days and social media invites

This content relates to invitations rather than content that has been created to specifically engaged with.

Top performing content minus the above relates to placements, scholarships and career options/alumni examples

Aim to ensure this content is available across the subject areas with the aim of rolling out across PG priority courses too.

Some courses have less content than others

Work with the audiology and SLT teams to increase blog and video content.

UG style and engagement

Emails with clear call to actions performed well. Those with one article and link received high engagement e.g. placement and alumni/career emails.

Event those low on engagement in comparison to our other emails still perform well when evaluated against the industry standard.

UG actions – at a glance

Develop CRM workflows to ensure even scheduling throughout the year.

Continue to communicate offer holder events and social invites via email.

Build on placement and career/alumni blogs.

Improve content for audiology and SLT.

Ensure calls to action continue to be clear.

Executive summary

Section 2: PG

PG scheduling

Emails were generally sent at set intervals throughout the application cycle

Continue to work to a content calendar. We did find that keeping to deadlines was very dependant on support from the programme team. Year on year we'll build up this content and incorporate into a workflow.

PG content

Top performing content related to course specific blogs

Once invites and event data was removed, the most engaged with content was very course specific.

Some courses have less content than others

Not all priority courses received the same amount of content. It is important to recognise that without programme director support only a certain degree of content can be created. Aim to make programme teams aware of this and use this year's engagement as an example.

UG style and engagement

Emails with clear call to actions performed well. Unlike UG, high performing PG emails didn't necessarily have to be short. Those with multiple links and articles performed well although generally the audience did only click one link (the one that was most relevant to their course).

PG actions – at a glance

Develop CRM workflows to ensure even scheduling throughout the year.

Meet with programme directors in September/October to encourage content creation for all priority courses.

Build on course specific blog content for priority courses.

Aim to include minimal links within emails so that calls to action remain clear.

Make sure course specific information is sent to course offer holders and not grouped subjects (only general content e.g. accommodation to go to groups).

Overview – UG emails

UG	Total
Offer holders (Conversion)	80 (some of these were duplicated and sent during the cycle to new offer holders)
Post open day	9
Clearing	3 (Pharmacy, Audiology, Nursing)

Course	Conversion (offer holders)	Post open day	Clearing	Total
Audiology	4	1	1	6
Bioscience	9	1		10
Dentistry	8			8
Medicine	10	1		11
Midwifery	8	1		9
Nursing	10	1	1	12
Optometry	6	1		7
Pharmacy	9	1	1	11
Psychology	9	1		10
SLT	7	1		8

Example UG emails

Dear



Join the Bioscience Facebook offer holder group



- Connect with current students and other offer holders
- Ask your questions
- Prepare for studying at Manchester

Join today!



The University of Manchester
T: +44 (0)161 275 5032
E: ug.biosciences@manchester.ac.uk
Royal Charter No. RC000797



Your career in medicine

As you embark on your Medicine degree, you're probably just thinking about getting stuck into studying. That being said, it's always worth keeping one eye on the future and looking forward to what you want to do after your undergraduate course. Take a look at what some of our students have gone on to do after graduation.

Best of three

James Ashcroft's time at The University of Manchester set him up for an amazing academic career.

Not only has James received recognition by having a paper published in a peer-reviewed journal, but he even went on to study at Harvard and is now working on a research programme at Imperial College London.

Hear what he had to say about being able to study at three of the best universities in the world and how it all started here at Manchester

[Read James' blog here](#)



Offer holder
Facebook
group

Queries about
your offer?



Living
costs



Faculty of Biology, Medicine and Health
The University of Manchester

Tel: +44 (0)161 306 0211
Email: ug.medicine@manchester.ac.uk
Royal Charter Number: RC00079

Example UG emails

Dear ,



Thank you for visiting!



We understand that making an informed decision about where you're going to study is important.

We hope you found out everything you need to know about Pharmacy at The University of Manchester, however if you have any further questions please don't hesitate to contact us.

T: +44 (0)161 275 2334

E: ug.pharmacy@manchester.ac.uk

What next?

- Watch our [short video](#) about careers in pharmacy.
- Check out the [course page](#) on our website.
- Ask our friendly staff any questions you may have using the contact details above.

[Pharmacy course page](#)



The University of Manchester
Royal Charter No. RC000797



Applying for Accommodation



Have you found your new home yet?

The hard part is done with now: you've already received an offer from us to study here at The University of Manchester - congratulations by the way! Now, if you haven't done so already, you just need to login into your UCAS portal and decide whether you want to firm us as your first choice.

Once you have done this, we encourage you to start applying for accommodation as soon as possible in order to have the best chance of securing your first choice of accommodation. If you haven't already started looking, click the link below and take a look at our full list of accommodation.

[Find your perfect place here](#)

Finding your Feet in First Year

There's a place for everyone and everyone has their place. Have a read of our students' overview of the wide range of accommodation that The University of Manchester has to offer.

The **FBMH Student Blog** posts regular content every week, so make sure you check keep an eye for new posts on anything and everything to do with studying at Manchester.

[Read 'From Squirrels to the City Centre'](#)



Offer holder
Facebook
group

Queries about
your offer?

Living
costs



Faculty of Biology, Medicine and Health
The University of Manchester

Tel: +44 (0)161 275 2411
Email: ug.optometry@manchester.ac.uk
Royal Charter Number: RC00079

**BIOLOGY, MEDICINE
AND HEALTH**

Overview – PG emails (conversion and events)

PG	Total
Offer holders (Conversion)	47
Post open day / event	43

Course	Content overview	Total
Priority courses - Advanced Community Pharmacy Practice	Webinars, FAQ.	2
Priority - Advanced Leadership for Professional Practice (Nursing/Social Work)	Post open day, FAQ.	3
Priority - Genomic Medicine	Post open day, blog (part-time study), newsletter (incl. blog, accommodation and SU info).	3
Priority - Infection Biology	MRes vs MSc blog.	1
Priority - Medical Humanities	2 blogs (1 per email).	2
Priority - Specialist Practice (Cancer)	Blog, FAQ.	2
Priority - Translational Medicine	Reading list, FAQ, Blog.	3
Priority - Clinical Biochemistry	N/A.	0
Priority - Restorative and Aesthetic Dentistry	Blog.	1
Social Work	Post open day, webinar, FAQs, support, international, comparison, skills prep.	8
Conversion other non-priority courses	Post open day, PIAT Summer School, IND/rankings, Rep and Preg email, subject area newsletters.	65

Example PG emails

Dear ,

MANCHESTER
1824
The University of Manchester

MRes vs MSci: Infection Biology



What's the difference?

Manchester offers a variety of Master of Research courses but for many, the distinction between an MRes and other postgraduate programmes, like an MSc or an MSci, is not so clear.

We recently sat down with Anya Morrison, a current Infection Biology student, to ask her the very same question. Here's what she had to say.

[Read Anya's blog here](#)



The University of Manchester
T: +44 (0)161 306 5439
E: pglaught.biosciences@manchester.ac.uk
Royal Charter No. RC000797

Dear ,

MANCHESTER
1824
The University of Manchester



Thank you for your interest in [MSc Skin Ageing and Aesthetic Medicine](#) at the recent Open Day at Manchester.

We hope that the day was helpful to you.

Further information on the course can be found via the [course page](#).

Best wishes

Admissions Team
The Faculty of Biology Medicine and Health

[Submit a question](#)

If you have any questions that weren't answered on the day, please let us know so that we can get back to you.



Alumni and progression emails

Emails promoting career progression through extra qualifications are sent to both existing students due to finish and alumni.

Alumni emails go through the alumni office and therefore we don't have statistics for how well these perform. In future these will be part of targeted emails by the alumni team rather than individual emails about one specific course.

Action:

Whilst a valued method of communicating we should liaise closely with the alumni team on the effectiveness and engagement levels of our content within these emails.

PG	Total
Alumni	x6 (Advanced Community Pharmacy Practice, Genomic Medicine, Translational Medicine, Advanced Leadership for Professional Practice, Infection Biology)
Progression (through CG to existing students)	x3 (Biomedical Egyptology , Social Work, Advanced Restorative Dentistry)


The University of Manchester



Progress your career with a specialist qualification

MSc Advanced Restorative Dentistry

Our Restorative Dentistry course is aimed at dentists who want to develop skills in this area.

- Study advanced restorative techniques on a first blended learning postgraduate course.
- Benefit from the combined expertise of the University's dentistry staff and other invited knowledge leaders.
- Gain practical experience of techniques such as advanced anterior/posterior restorations and aesthetics, bonding and cementation, occlusion and clinical photography through residential sessions.

Any questions?
Email tutor |

[Find out more / apply today](#)

Appendix



Appendix 1: Content breakdown

UG (offer holders, open day, clearing)

Key		
Blog	Blog and video	Video

Area	Sep	Oct	Nov	Dec	Jan	Feb	Mar		Apr	May	Jun	Jul	Aug	Aug - CLEARING	Total
Central		Welco me	Accom mocatio n		Finance		Your Future Stellify		Manchest er	Cam pus / Stell ify				3 x clearing	
Audiology						X2 emails - Join Social (also sent to new offer holders in Mar and Apr / tele campaign			1 st yr accom			Post open day	Career / video	Course video and blogs	5
Bioscience INC IN MY MANCHESTER		OH Day follow up		Zoology Placement	Join social (sent x8 to new OH)	X2 emails Mentorin g (x4 to new OH) / tele camp	Scholarship (x10 by country/ new OH)	Interna tional webina r (x8)	1 st yr accom			Post open day	Career / video		10
Dentistry						Tele campaign	X2 emails – Stellify and OH day invite	Join social (x2)	X3 emails OH day survey and reminder and Accom				Career		8
Medicine					Join Social (x3 to new OH)	Tele campaign	Stellify	OH Day invite	X5 emails - OH Day survey (x2) / tele campaign / OH reminder / Accommo dation		Post open day		Career		11
Midwifery					Join Social (x3)	Tele campaign	OH day invite (x2)	Stellify	X3 emails - 1 st yr accom / OH Day invite / OH Day follow up			Post open day	Career		9

Appendix 1: Content breakdown continued...

UG (offer holders, open day, clearing)

Key		
Blog	Blog and video	Video

Area	Sep	Oct	Nov	Dec	Jan	Feb	Mar		Apr	May	Jun	Jul	Aug	Aug - CLEARING	Total
Nursing				Placement	Join Social (x3)	Tele campaign	X3 OH Day invite (x5) / OH Day follow up (x2) / London invite	Stellify	Accommodation	In Nursing Day		Post open day	Career / video	Course video and blogs	12
Optometry				Placement		X2 emails Join Social (x3) / Tele campaign	Stellify		1 st yr accom			Post open day	Career		7
Pharmacy			OH Day thanks for attending	Pharmacy at Mcr		X2 emails Join Social (x3) / Tele campaign	X2 emails International newsletter / Stellify	London even invite	1 st yr accom			Post open day	Career / video	Course video and blogs	11
Psychology	Conversion			Placement	Join Social (x3)	Tele campaign	Stellify	London even invite	X3 emails Webinar (x6) / follow up/ Accom			Post open day	Career / video		10
Speech and Language Therapy				Placement	Join Social (x2)	Tele campaign	Stellify	OH Day invite	1 st yr accom			Post open day	Career / video		8

Appendix 2: UG statistics

My Manchester	Opened %	Engagement %
2018	72%	57%
2019	71%	22%

AUDIOLOGY								
Campaign Name	StartDate	Delivered	UniqueUser Opens	UniqueUser Opens%	UniqueMobile Opens	UniqueUser Clicks	Unique User Clicks%	Engagement (unique clicks / unique opens) %
Audiology OH FB Invite	11/02/2019 12:00:00	27	24	88.89%	18	8	29.63%	33.33
UG Audiol OH FB (2)	19/03/2019 10:09:00	21	15	71.43%	10	5	23.81%	33.33
UG OH - Audiology - Stellify	25/03/2019 12:00:00	50	41	82.00%	26	6	12.00%	14.63
UG OH FB - Audiol (3)	08/04/2019 13:59:00	6	5	83.33%	3	1	16.67%	20.00
UG OH - Audiol - Accom.	30/04/2019 12:00:00	56	37	66.07%	24	2	3.57%	5.41
Audiology post open day	02/07/2019 15:39:00	20	18	90.00%	10	5	25.00%	27.78
UG OH - Audiology - Alumni/Career	01/08/2019 15:15:00	50	38	76.00%	24	7	14.00%	18.42

OPTOMETRY								
Campaign Name	StartDate	Delivered	UniqueUser Opens	UniqueUser Opens%	UniqueMobile Opens	UniqueUser Clicks	UniqueUser Clicks%	Engagement (unique clicks / unique opens) %
Offer Holder - Placement - Optometry	12/12/2018 17:00:00	100	92	92.00%	57	61	61.00%	66.30
Optom OH FB Invite	11/02/2019	120	84	70.00%	47	21	17.50%	25.00
UG Optom OH FB (3)	19/03/2019	193	139	72.02%	76	37	19.17%	26.62
UG OH - Optometry - Stellify	25/03/2019	358	277	77.37%	160	23	6.42%	8.30
UG OH FB - Optom (4)	08/04/2019	43	32	74.42%	15	5	11.63%	15.63
UG OH - Optom - Accom.	30/04/2019	424	298	70.28%	157	64	15.09%	21.48
Optometry post open day	02/07/2019	137	94	68.61%	52	14	10.22%	14.89

SLT								
Campaign Name	StartDate	Delivered	UniqueUser Opens	UniqueUser Opens%	UniqueMobile Opens	UniqueUser Clicks	UniqueUser Clicks%	Engagement (unique clicks / unique opens) %
Offer Holder - Placement - SLT	12/12/2018	33	29	87.88%	15	10	30.30%	34.48
SLT OH FB Invite	11/02/2019	95	81	85.26%	46	42	44.21%	51.85
UG SLT OH FB (3)	19/03/2019	36	22	61.11%	11	11	30.56%	50.00
SLT OHD invite_2019	19/03/2019	101	94	93.07%	55	35	34.65%	37.23
UG OH - SLT - Stellify	25/03/2019	105	89	84.76%	45	10	9.52%	11.24
SLT OHD invite_2019_2	08/04/2019	12	11	91.67%	10	3	25.00%	27.27
SLT OHD Follow-up	16/04/2019	24	23	95.83%	15	8	33.33%	34.78
UG OH - SLT - Accom.	30/04/2019	20	17	85.00%	6	7	35.00%	41.18
SLT post open day	02/07/2019	42	28	66.67%	17	3	7.14%	10.71
UG OH - SLT - Alumni/Career	02/08/2019	87	63	72.41%	35	19	21.84%	30.16

Appendix 2: UG statistics

BIOSCIENCE								
Campaign Name	StartDate	Delivered	UniqueUserOp	UniqueUserOpe	UniqueMobileC	UniqueUserC	UniqueUserCli	Engagement (unique clicks / unique opens) %
Biosci OD follow up	22/10/2018 10:49:00	6	2	33.33%	1	0	0.00%	0.00
Bioscience FB Offer Holder Invite	07/12/2018 12:00:00	396	301	76.01%	162	82	20.71%	27.24
Offer Holder - Placement - Biosci	12/12/2018 17:00:00	1075	924	85.95%	461	213	19.81%	23.05
Bioscience FB Offer Holder Invite (2)	21/12/2018 10:22:00	673	486	72.21%	253	121	17.98%	24.90
Bioscience Facebook Invite (3)	14/01/2019 14:47:00	47	38	80.85%	12	13	27.66%	34.21
UG Biosci FB Invite (4)	29/01/2019 12:00:00	35	23	65.71%	8	8	22.86%	34.78
UG Biosci OH - Mentoring (China)	01/02/2019 15:42:00	111	89	80.18%	62	4	3.60%	4.49
UG Biosci OH - Mentoring	01/02/2019 15:47:00	307	254	82.74%	71	20	6.51%	7.87
Biosci OH FB Invite (5)	11/02/2019 12:00:00	183	148	80.87%	49	38	20.77%	25.68
UG Biosci OH - Mentoring (China)_22	22/02/2019 08:40:00	25	18	72.00%	6	3	12.00%	16.67
UG Biosci OH - Mentoring_220219	22/02/2019 08:42:00	159	124	77.99%	31	9	5.66%	7.26
UG Biosci OH FB Invite (6)	27/02/2019 12:14:00	512	332	64.84%	161	95	18.55%	28.61
UG Scholarship - SBS Excellence	01/03/2019 14:53:00	307	275	89.58%	86	80	26.06%	29.09
UG Scholarship - SBS Excellence (Chir	01/03/2019 14:54:00	110	85	77.27%	49	7	6.36%	8.24
UG Scholarship - SBS Excellence_2	01/03/2019 15:04:00	159	134	84.28%	40	40	25.16%	29.85
UG Scholarship - SBS Excellence (Chir	01/03/2019 15:09:00	110	83	75.45%	50	4	3.64%	4.82
UG Biosci OH FB	19/03/2019 09:05:00	686	474	69.10%	204	121	17.64%	25.53
UG Biosci International Webinar (Ma	19/03/2019 15:16:00	3	3	100.00%	1	0	0.00%	0.00
UG Biosciences International Webina	19/03/2019 15:45:00	535	409	76.45%	137	7	1.31%	1.71
UG OH - Stellify - Biosci	22/03/2019 12:00:00	686	481	70.12%	219	41	5.98%	8.52
UG Bioscience Webinar Warm-up	26/03/2019 11:00:00	74	57	77.03%	12	0	0.00%	0.00
UG Biosciences Webinar warm-up (2)	27/03/2019 09:58:00	102	66	64.71%	18	1	0.98%	1.52
UG Biosciences Webinar warm-up (2)	28/03/2019 08:40:00	169	90	53.25%	43	0	0.00%	0.00
UG Biosciences Webinar warm-up (2)	02/04/2019 09:00:00	150	116	77.33%	24	2	1.33%	1.72
UG Biosciences Webinar warm-up (3)	03/04/2019 12:00:00	38	27	71.05%	8	1	2.63%	3.70
UG Biosciences Webinar warm-up - C	03/04/2019 12:00:00	102	68	66.67%	20	0	0.00%	0.00
UG OH FB - Biosci (8)	08/04/2019 14:30:00	475	322	67.79%	129	108	22.74%	33.54
UG SBS Scholarship China	09/04/2019 11:40:00	39	28	71.79%	19	6	15.38%	21.43
UG SBS Scholarship Non China (3)	09/04/2019 11:42:00	224	190	84.82%	54	74	33.04%	38.95
UG SBS Scholarship (4)	16/04/2019 08:41:00	20	19	95.00%	10	8	40.00%	42.11
UG SBS Scholarship China (4)	16/04/2019 08:46:00	38	29	76.32%	23	2	5.26%	6.90
UG OH - Biosci - Accom.	30/04/2019 12:00:00	3844	2652	68.99%	1168	514	13.37%	19.38
UG SBS Scholarship Non China (5 - Fir	29/04/2019 14:18:00	11	10	90.91%	4	4	36.36%	40.00
UG SBS Scholarship China (5 - Final)	29/04/2019 14:19:00	4	4	100.00%	1	2	50.00%	50.00
Bioscience post open day	02/07/2019 15:47:00	1196	726	60.70%	390	45	3.76%	6.20
UG OH - Biosci - Alumni/Career	01/08/2019 15:44:00	1845	1131	61.30%	538	132	7.15%	11.67

Appendix 2: UG statistics

DENTISTRY								
Campaign Name	StartDate	Delivered	UniqueUserOpens	UniqueUserOpens%	UniqueMobileOpens	UniqueUserClicks	UniqueUserClicks%	Engagement (unique clicks / unique opens) %
UG Dent OH FB	19/03/2019 10:32:00	170	153	90.00%	93	86	50.59%	56.21
Dentistry Offer Holder Day Invite	22/03/2019 17:00:00	178	168	94.38%	105	0	0.00%	0.00
UG OH - Dentistry - Stellify	25/03/2019 12:00:00	172	157	91.28%	92	30	17.44%	19.11
UG OH FB - Dent (2)	08/04/2019 16:08:00	10	9	90.00%	4	2	20.00%	22.22
Dentistry offer holder day survey 2019	11/04/2019 11:02:00	32	32	100.00%	19	0	0.00%	0.00
Offer holder reminder (Dentistry)	18/04/2019 15:00:00	152	150	98.68%	93	112	73.68%	74.67
UG OH - Dent - Accom.	30/04/2019 12:00:00	180	152	84.44%	91	34	18.89%	22.37
UG OH - Dent - Alumni/Career	01/08/2019 15:47:00	130	112	86.15%	67	32	24.62%	28.57
MEDICINE								
Campaign Name	StartDate	Delivered	UniqueUserOpens	UniqueUserOpens%	UniqueMobileOpens	UniqueUserClicks	UniqueUserClicks%	Engagement (unique clicks / unique opens) %
Med OH FB Invite	11/02/2019 12:00:00	560	521	93.04%	314	349	62.32%	66.99
UG Med OH FB (3)	19/03/2019 10:24:00	582	511	87.80%	289	288	49.48%	56.36
UG OH - Medicine - Stellify	25/03/2019 12:00:00	1082	971	89.74%	567	145	13.40%	14.93
Medicine Offer Holder Open Day	26/03/2019 16:16:00	1186	1116	94.10%	681	0	0.00%	0.00
UG OH FB - Med (4)	08/04/2019 16:09:00	17	14	82.35%	6	3	17.65%	21.43
Medicine Offer Holder Day Survey 1 2019	11/04/2019 10:33:00	101	92	91.09%	50	0	0.00%	0.00
Int. Tele-campaign - Medicine - 15th April 2019	12/04/2019 16:28:00	38	31	81.58%	18	0	0.00%	0.00
Offer Holder Day feedback 2	15/04/2019 13:13:00	84	75	89.29%	44	0	0.00%	0.00
Offer holder reminder (Medicine)	18/04/2019 15:00:00	1001	964	96.30%	560	667	66.63%	69.19
UG OH - Med - Accom.	30/04/2019 12:00:00	1178	942	79.97%	500	227	19.27%	24.10
Medicine post open day	28/06/2019 14:37:00	1302	847	65.05%	497	67	5.15%	7.91
UG OH - Med - Alumni/Career	01/08/2019 15:49:00	858	667	77.74%	402	130	15.15%	19.49

Appendix 2: UG statistics

MIDWIFERY								
Campaign Name	StartDate	Delivered	UniqueUserOpens	UniqueUserOpens%	UniqueMobileOpens	UniqueUserClicks	UniqueUserClicks%	Engagement (unique clicks / unique opens) %
UG Midwif FB Invite	29/01/2019 12:00:00	64	53	82.81%	38	21	32.81%	39.62
Midwif OH FB Invite (2)	11/02/2019 09:01:00	19	17	89.47%	9	13	68.42%	76.47
Midwifery OHD invite_2019	19/03/2019 11:00:00	130	118	90.77%	74	14	10.77%	11.86
UG OH - Midwifery - Stellify	25/03/2019 12:00:00	141	125	88.65%	78	22	15.60%	17.60
Midwifery OHD Invite (2)	27/03/2019 15:37:00	34	30	88.24%	25	9	26.47%	30.00
UG OH FB - Midwif (3)	08/04/2019 16:11:00	25	21	84.00%	16	8	32.00%	38.10
Midwif OH day invite (12th)	09/04/2019 16:07:00	6	6	100.00%	4	0	0.00%	0.00
Midwif OH day (add-on)	10/04/2019 11:19:00	1	1	100.00%	0	1	100.00%	100.00
Midwifery OHD_ follow up_2019	18/04/2019 15:46:00	44	40	90.91%	25	20	45.45%	50.00
UG OH - Midwif - Accomm.	30/04/2019 12:00:00	168	121	72.02%	72	23	13.69%	19.01
Midwifery post open day	02/07/2019 15:36:00	81	47	58.02%	27	5	6.17%	10.64
UG OH - Midwif - Alumni/Career	01/08/2019 15:51:00	141	106	75.18%	71	19	13.48%	17.92
NURSING								
Campaign Name	StartDate	Delivered	UniqueUserOpens	UniqueUserOpens%	UniqueMobileOpens	UniqueUserClicks	UniqueUserClicks%	Engagement (unique clicks / unique opens) %
Offer Holder - Placement - Nursing	12/12/2018 17:00:00	119	106	89.08%	73	41	34.45%	38.68
UG Nursing OH FB Invite	29/01/2019 12:00:00	355	264	74.37%	191	118	33.24%	44.70
Nursing OH FB Invite (3)	11/02/2019 12:00:00	111	86	77.48%	53	37	33.33%	43.02
Tele_email_Nurs_firms_200219	20/02/2019 09:19:00	91	81	89.01%	57	0	0.00%	0.00
Nursing OHD invite 21 Mar 19	06/03/2019 17:00:00	303	260	85.81%	172	23	7.59%	8.85
Nursing OHD 280319 invite	06/03/2019 17:00:00	205	186	90.73%	119	26	12.68%	13.98
London OHD Nurs Reminder	08/03/2019 14:08:00	67	59	88.06%	29	2	2.99%	3.39
Nursing OHD invite 21 Mar 19_2	18/03/2019 11:58:00	306	264	86.27%	175	25	8.17%	9.47
Nursing OHD 280319 invite_2	18/03/2019 12:01:00	176	155	88.07%	93	12	6.82%	7.74
UG Nursing OH FB (4)	19/03/2019 09:24:00	251	179	71.31%	100	63	25.10%	35.20
Nursing OHD follow up 2019	20/03/2019 16:00:00	60	54	90.00%	34	14	23.33%	25.93
UG OH - Nursing - Stellify	25/03/2019 12:00:00	678	552	81.42%	341	67	9.88%	12.14
Nursing_OHD_Cancellation	28/03/2019 11:05:00	4	4	100.00%	2	0	0.00%	0.00
UG Nursing - OH Day Follow-up (2)	28/03/2019 15:00:00	54	46	85.19%	29	10	18.52%	21.74
UG OH FB - Nursing (5)	08/04/2019 16:13:00	31	26	83.87%	13	13	41.94%	50.00
UG OH - Nurs - Accomm.	30/04/2019 12:00:00	785	519	66.11%	300	124	15.80%	23.89
International Nurses Day Email (incl	12/05/2019 09:00:00	785	527	67.13%	318	29	3.69%	5.50
Nursing post open day	03/07/2019 12:48:00	337	205	60.83%	116	28	8.31%	13.66
UG - Post Open Day Mop-up - Nursing	09/07/2019 09:54:00	1	1	100.00%	0	0	0.00%	0.00
UG OH - Nursing - Alumni/Career	01/08/2019 15:53:00	538	370	68.77%	232	113	21.00%	30.54

Appendix 2: UG statistics

PHARMACY								
Campaign Name	StartDate	Delivered	UniqueUserOpens	UniqueUserOpens%	UniqueMobileOpens	UniqueUserClicks	UniqueUserClicks%	Engagement (unique clicks / unique opens) %
Pharmacy Thank You for Attending (A	16/11/2018 15:30:00	15	15	100.00%	10	5	33.33%	33.33
Offer Holder - Placement - Pharm	12/12/2018 17:00:00	159	150	94.34%	81	46	28.93%	30.67
Pharmacy OH FB Invite	11/02/2019 12:00:00	254	190	74.80%	94	59	23.23%	31.05
Pharma_Opt_email_210219	21/02/2019 09:00:00	393	344	87.53%	201	0	0.00%	0.00
London OHD Pharma	08/03/2019 14:38:00	59	35	59.32%	15	4	6.78%	11.43
UG Pharm OH FB (3)	19/03/2019 09:58:00	176	134	76.14%	61	43	24.43%	32.09
UG Pharmacy International Newslette	21/03/2019 09:00:00	112	82	73.21%	41	8	7.14%	9.76
UG OH - Pharmacy - Stellify	25/03/2019 12:00:00	469	376	80.17%	185	27	5.76%	7.18
Pharmacy_OHD_LDN	28/03/2019 15:04:00	5	4	80.00%	4	1	20.00%	25.00
UG OH FB - Pharm (4)	08/04/2019 16:18:00	98	74	75.51%	38	19	19.39%	25.68
UG OH - Pharm - Accom.	30/04/2019 12:00:00	697	510	73.17%	250	102	14.63%	20.00
Pharmacy post open day	02/07/2019 15:50:00	168	87	51.79%	48	10	5.95%	11.49
UG OH - Pharm - Alumni/Career	01/08/2019 15:58:00	431	316	73.32%	163	37	8.58%	11.71
PSYCHOLOGY								
Campaign Name	StartDate	Delivered	UniqueUserOpens	UniqueUserOpens%	UniqueMobileOpens	UniqueUserClicks	UniqueUserClicks%	Engagement (unique clicks / unique opens) %
Psychology conversion	10/09/2018 12:12:00	6	5	83.33%	3	0	0.00%	0.00
Offer Holder - Placement - Psych	12/12/2018 17:00:00	742	596	80.32%	347	148	19.95%	24.83
Psych OH FB Invite	11/02/2019 12:00:00	1268	849	66.96%	469	231	18.22%	27.21
London OHD invite Psychology	01/03/2019 17:00:00	294	192	65.31%	107	13	4.42%	6.77
Psychology_OHD_London Reminder	08/03/2019 14:56:00	343	212	61.81%	115	12	3.50%	5.66
Psych OH FB (3)	19/03/2019 09:42:00	241	157	65.15%	77	37	15.35%	23.57
UG OH - Psychology - Stellify	25/03/2019 12:00:00	1265	807	63.79%	440	48	3.79%	5.95
UG Psych OH Webinar - Far East	03/04/2019 20:27:00	123	77	62.60%	29	0	0.00%	0.00
UG Psych OH Webinar - Middle East	03/04/2019 20:29:00	34	21	61.76%	9	0	0.00%	0.00
UG Psych OH Webinar - Reminder	08/04/2019 08:34:00	123	87	70.73%	35	0	0.00%	0.00
UG Psych OH Webinar - Reminder (2)	08/04/2019 08:54:00	34	23	67.65%	8	0	0.00%	0.00
UG Psych Webinar - Corrected ME	08/04/2019 10:18:00	34	29	85.29%	13	0	0.00%	0.00
UG Psych Webinar - Corrected FE	08/04/2019 10:20:00	123	97	78.86%	40	1	0.81%	1.03
UG OH FB - Psych (4)	08/04/2019 16:21:00	30	19	63.33%	6	4	13.33%	21.05
UG OH - Psych Webinar - Follow-up (11/04/2019 15:06:00	157	112	71.34%	53	12	7.64%	10.71
UG OH - Psych - Accom.	30/04/2019 12:00:00	1729	981	56.74%	530	174	10.06%	17.74
Psychology post open day	02/07/2019 15:45:00	536	306	57.09%	166	22	4.10%	7.19
UG OH - Psych - Alumin/Career	01/08/2019 15:59:00	702	405	57.69%	249	71	10.11%	17.53

Appendix 3: PG statistics (conversion emails only)

UG/PG	Course	StartDate	Delivered	UniqueDelivered	Opened	UniqueOpened	UniqueUserOpens	UniqueMobileOpens	UniqueMobileOpens	Clicks	UniqueUserClicks	UniqueMobileClicks	UniqueMobileClicks	ClicktoOpenRate	Engagement (unique clicks / unique opens)
PG	Dentistry	09/04/2019	123	23	47	19	82.61%	11	47.83%	14	7	30.43%	6	26.09%	36.84
PG	Dentistry	06/06/2019	134	34	83	30	88.24%	14	41.18%	13	7	20.59%	7	20.59%	23.33
PG	Dentistry	19/07/2019	141	41	52	26	63.41%	14	34.15%	12	6	14.63%	3	7.32%	23.08
PG	Nursing, Midwifery, Social	12/04/2019	1120	120	210	76	63.33%	35	29.17%	38	15	12.50%	11	9.17%	19.74
PG	Bioscience	06/06/2019	1229	229	569	180	78.60%	84	36.68%	45	35	15.28%	27	11.79%	19.44
PG	Psychology	11/04/2019	145	45	87	37	82.22%	21	46.67%	11	7	15.56%	6	13.33%	18.92
PG	Audiology	06/06/2019	192	92	423	82	89.13%	32	34.78%	26	15	16.30%	12	13.04%	18.29
PG	Genomics	10/04/2019	140	40	97	30	75.00%	11	27.50%	8	5	12.50%	2	5.00%	16.67
PG	Finance	18/06/2019	11382	1382	2692	1062	76.85%	523	37.84%	289	174	12.59%	103	7.45%	16.38
PG	Psychology	06/06/2019	183	83	162	63	75.90%	29	34.94%	13	10	12.05%	8	9.64%	15.87
PG	Optometry	06/06/2019	126	26	76	21	80.77%	9	34.62%	5	3	11.54%	2	7.69%	14.29
PG	Genomics	10/07/2019	150	50	119	35	70.00%	13	26.00%	9	5	10.00%	4	8.00%	14.29
PG	Social Work	11/07/2019	154	54	71	36	66.67%	19	35.19%	5	5	9.26%	4	7.41%	13.89
PG	Pharmacy	06/06/2019	159	59	159	38	64.41%	21	35.59%	6	5	8.47%	4	6.78%	13.16
PG	Medicine	06/06/2019	1538	538	1127	395	73.42%	178	33.09%	79	51	9.48%	33	6.13%	12.91
PG	Medicine	19/07/2019	1499	499	725	321	64.33%	161	32.26%	45	38	7.62%	29	5.81%	11.84
PG	Medicine	11/04/2019	0451	451	859	319	70.73%	132	29.27%	72	37	8.20%	24	5.32%	11.6
PG	Bioscience	10/04/2019	1181	181	426	140	77.35%	52	28.73%	28	15	8.29%	11	6.08%	10.71
PG	Reproduction and Pregnan	19/07/2019	113	13	19	10	76.92%	8	61.54%	2	1	7.69%	0	0.00%	10
PG	Social Work	20/06/2019	049	49	108	42	85.71%	21	42.86%	4	3	6.12%	3	6.12%	7.14
PG	Nursing, Midwifery, Social	05/08/2019	184	84	61	46	54.76%	25	29.76%	4	3	3.57%	3	3.57%	6.52
PG	Pharmacy	12/04/2019	130	30	56	18	60.00%	11	36.67%	1	1	3.33%	0	0.00%	5.56
PG	Social Work	04/06/2019	147	47	112	36	76.60%	19	40.43%	4	2	4.26%	1	2.13%	5.56
PG	Pharmacy	19/07/2019	1109	109	70	36	33.03%	27	24.77%	3	2	1.83%	1	0.92%	5.56
PG	Social Work	17/07/2019	154	54	96	38	70.37%	21	38.89%	2	2	3.70%	1	1.85%	5.26
PG	Nursing	12/05/2019	0120	120	151	66	55.00%	33	27.50%	10	3	2.50%	2	1.67%	4.55
PG	Pharmacy	19/07/2019	096	96	129	65	67.71%	34	35.42%	2	2	2.08%	1	1.04%	3.08
PG	Adv Leadership	03/06/2019	171	71	242	46	64.79%	17	23.94%	5	1	1.41%	1	1.41%	2.17
PG	Psychology	17/07/2019	176	76	136	59	77.63%	34	44.74%	1	1	1.32%	1	1.32%	1.69
PG	Social Work	28/06/2019	010	10	14	8	80.00%	3	30.00%	0	0	0.00%	0	0.00%	0
PG	Translational Medicine	05/07/2019	110	10	15	8	80.00%	5	50.00%	0	0	0.00%	0	0.00%	0

Appendix 4: Industry comparisons

Industry	Open rate	Click rate	Bounce rate	Unsubscribe rate
Education and training (Source: Mailchip)	21.80%	2.48%	0.54%	0.20%
Higher Education e.g. colleges, universities, trade schools (Source: knowledgebase.constantcontact.com)	15.89%	7.22%	8.84%	0.01%