

E-Mail Campaign Expansion

August 12, 2020

Campaign Overview

| Email Metrics | Emails 1 and 2 |
|-----------------------------|----------------|
| # of Total Recipients | 56,753,894 |
| # of Messages Delivered | 32,180,174 |
| Delivery Rate | 56.7% |
| Unique Email Opens | 2,279,970 |
| Unique Open Rate | 7.1% |
| Unique Bulletin Link Clicks | 337,629 |
| Unique Click Rate | 1.0% |

| 2020census.gov Metrics | As of 8/10 |
|------------------------------|------------|
| Visits | 224,290 |
| Unique Visitors | 209,152 |
| Page Views | 263,954 |
| ISR Clicks | 152,032 |
| Unique Visitors w/ ISR Click | 136,875 |
| ISR CVR | 62.4% |
| Average Page Views per Visit | 1.17 |
| Average Time on Site | 51.2 |
| Bounce Rate | 30.3% |

Initial insights show campaign is cost effective

- **Lower CPA:** For email 1, ISR CPA is ~\$2 and has dropped for email 2. This is a lower CPA than most digital tactics and is most comparable to Google search in which users are actively seeking information about the Census.
- **Higher ISR conversion:** Users who clicked through to 2020census.gov from email were more likely to click through to the ISR than general site traffic (~60% ISR CVR vs. ~30%)

| Cost per ISR Click (as of 8/10) | |
|------------------------------------|------------|
| Total Cost | \$576,000 |
| # of emails sent | 50,000,000 |
| % complete | 40% |
| Cost to date | \$230,400 |
| # of ISR clicks | 132,541 |
| Cost per ISR click | \$1.74 |

Low deliverability could be a risk

- **Lower deliverability:** Deliverability rates for this campaign are low compared to Census' traditional opt-in email campaigns (~40% vs. 90+%).
 - This is likely due to the age and source of emails in the data set.
 - There is potential the campaign will be flagged as spam if we send too many emails too quickly. Granicus is pulling data points for risk assessment.
 - However, deliverability is likely to increase over time as "bad" emails are removed from the list.

| SENT DATE | BULLETIN SUBJECT | TO | TOTAL RECIPIENTS | TOTAL DELIVERED | PERCENT DELIVERED |
|-------------------------------|---|---|------------------|-----------------|-------------------|
| 02/18/2020 08:00 AM EST | Final Reminder: Complete the U.S. Census Study | Subscribers of Contact Frame who were... | 93,207 | 74,313 | 79.7 |
| 02/13/2020 09:57 AM EST | Reminder: Complete the U.S. Census Study | Subscribers of Contact Frame who were... | 96,273 | 76,255 | 79.2 |
| 02/10/2020 08:00 AM EST | 15-minute U.S. Census Study | Subscribers of Contact Frame who were... | 179,151 | 77,585 | 43.3 |

Current email campaign plan and budget

- Current contract covers 125M emails.
- List size is less than expected due to removal of undeliverable emails.
- Most likely will not reach 125M emails without expanding the contact list.
- Current budget allocation could allow for 375M emails, if desired.

| Emails | RR <50% |
|----------------------------|-------------------|
| <i>Estimated List Size</i> | 35,000,000 |
| Send 1 | 38,000,000 |
| Send 2 | 15,000,000 |
| Send 3 | 15,000,000 |
| Send 4 | 15,000,000 |
| Total | 98,000,000 |
| Email Budget | 125,000,000 |
| Difference | 27,000,000 |