

By Angela Sinickas

Melcrum's Measurement Newsletter

A free monthly e-newsletter for internal communicators



February 12, 2008

Are "click-throughs" a reliable measure?

A recent posting on [Melcrum's Communicators' Network](#) asked if there's any research about group e-mails – how many staff read them and how many delete without opening. The query also asked about measuring readership and click-throughs to intranet content from e-newsletters.

For a recent client, we asked if they were more likely to read individual group e-mails from different departments or a weekly consolidation of them written as an electronic newsletter. The consolidated e-newsletter won about 85 to 15.

My survey database shows that the usefulness of electronic newsletters

is about 66% for weekly/monthly newsletters and 74% for daily newsletters. Frequency matters a great deal.

The percentage of employees who say they read or skim at least half of each e-newsletter ranges from a low of 25% to a high of 63%. That's where the content makes a big difference, as does the length.

Click-through considerations

It's a bit tricky to put click-throughs into context. Some e-newsletters include more content in the original e-mail so there's less "need" to click through. It's also very misleading to just track or compare click-throughs per issue since this will vary greatly by how many links are included in each issue. The more links, the more there are potential click-throughs.

Finally, many companies make the entire e-newsletter available to people clicking on it directly from within the intranet. Many of these people completely ignore and delete the e-mailed newsletter summary because they've already read or skimmed it in its entirety.

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A better measure might be how many unique visitors read any part of the e-newsletter.

See you next time.

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