



Internal Email Benchmark Report 2024



Every year as part of ContactMonkey's global survey, we ask internal communicators for their preferred internal communications channel. And year after year, we hear the same answer—email remains the most valuable tool in the internal comms arsenal.

Email is simple to use, efficient, and cost-effective. It allows for targeted messaging, enables asynchronous communication, and provides a convenient permanent archive for information employees will need to refer to again.

But email can go even further. With internal email platforms like ContactMonkey, email becomes a powerful tool for tracking, measuring, and—ultimately—improving employee engagement in an organization.

Email analytics provide actionable insights into employee behavior and allow communicators to set realistic targets. Communicators can understand how engaged employees are, see which style of communication works and which doesn't, and then refine their internal communication strategy accordingly.

That's where the **Internal Email Benchmark Report** comes in.

We analyze email campaign data sent through ContactMonkey to provide you with detailed email benchmarks for 20 key industries.¹ Ever wondered if your 62% email open rate is good? Now you can see how it compares to similar companies.

We encourage communicators to use this report as a jumping-off point when setting their own internal benchmarks. Hopefully, a better understanding of how your comms metrics stack up against your industry will empower you to take your internal communications to the next level!

ContactMonkey

¹ All internal email campaigns compiled in this report were anonymized prior to use

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1. Data Overview

The data for this report was taken directly from (anonymized) email campaigns sent through ContactMonkey's internal email platform. For our 2024 report, this data included:

1.1 Email Campaigns Analyzed

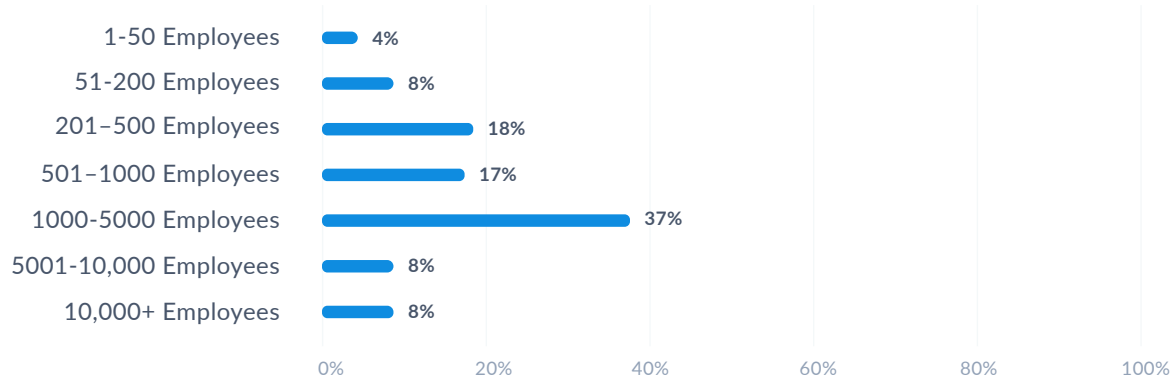
 **140,000+**

1.2 Industries Analyzed

- | | |
|--------------------------|---------------------------|
| 1. Automotive | 11. Law |
| 2. Construction | 12. Media & Entertainment |
| 3. Consulting | 13. Mining & Metals |
| 4. Consumer | 14. Not for Profit |
| 5. Education | 15. Pharmaceuticals |
| 6. Financial Services | 16. Real Estate |
| 7. Food & Beverage | 17. Retail |
| 8. Government | 18. Technology |
| 9. Hospital & Healthcare | 19. Telecommunications |
| 10. Insurance | 20. Utilities |

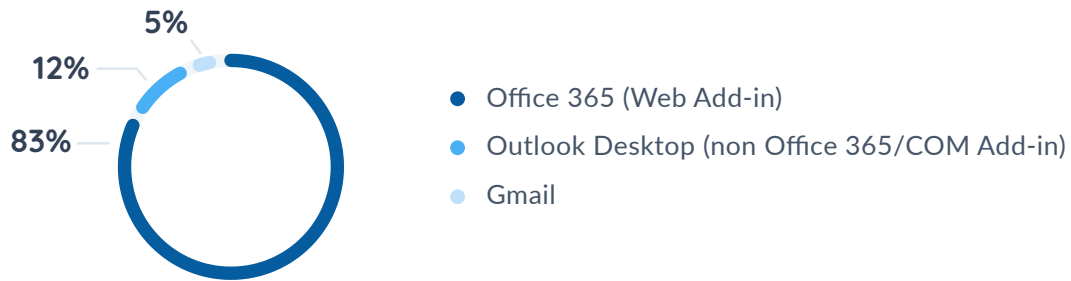
1.3 Company Size

We analyzed data from companies of the following sizes:



1.4 Email Platform Breakdown

Campaigns examined in this report were sent via these platforms:



2. Metrics Analyzed

To give you a better understanding of how to analyze benchmark data, we've defined the metrics used in this report below.

2.1 Interaction Metrics

Email Open Rate: The email open rate refers to the percentage of recipients who opened an email out of the total number of recipients.

Click Rate: The click rate of an email is the percentage of recipients who clicked on links in that email out of the total number of recipients.

Click-to-Open Rate: The click-to-open rate of an email refers to the percentage of recipients who clicked on links in that email out of the total number of recipients who opened the email. Since this metric only considers the people who viewed the email, it is a more accurate measurement of how effectively your email content and design engaged your audience.

2.2 Read Time Breakdown

Read time refers to the amount of time a recipient spends reading an email. Our data splits read times into percentages of recipients who glanced, skimmed, and read an email.

Glanced: Recipients who glanced at an email spent 1–3 seconds reading the email.

Skimmed: Recipients who skimmed an email spent for >3–9 seconds reading the email.

Read: Recipients who read an email spent more than 9 seconds reading the email.

2.3 Device Breakdown

The device breakdown shows the percentage of recipients who viewed an email on a **desktop** versus a **mobile device**.

2.4 Best Sending Times Breakdown

The internal email benchmarks report includes industry-specific guidelines on the best time of day and the best day of the week to send internal emails. These guidelines are based on an analysis of the top email open rates for each industry.

Eg. Automotive industry internal emails sent on Wednesdays have an average open rate of 75%, significantly higher than the next highest average open rate of 72% on Fridays.

3. Internal Communications Email Metrics (Overall)

These email metrics reflect overall averages across all campaigns (and industries) examined for this year.

3.1 Average Email Open Rate



Highest open rate: **99%**

Lowest open rate: **10%**

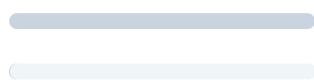
3.2 Average Click Rate



Highest click rate: **98%**

Lowest click rate: **1%**

3.3 Average Click-to-Open Rate



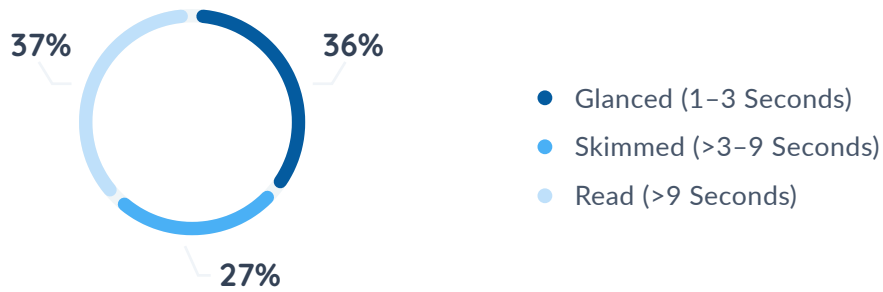
Highest click-top-open rate: **99%**

Lowest click-top-open rate: **1%**

3.4 Device Breakdown



3.5 Average Read Times



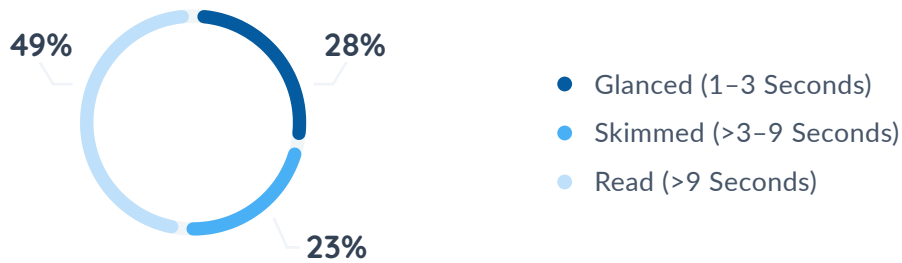
4. Email Metrics by Industry

These metrics reflect the averages for internal communication emails sent within 20 key industries.

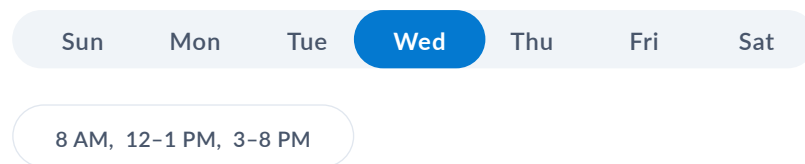
4.1 Automotive



Average read time:



Best Time and Day for Internal Emails:



4.2 Construction

73%

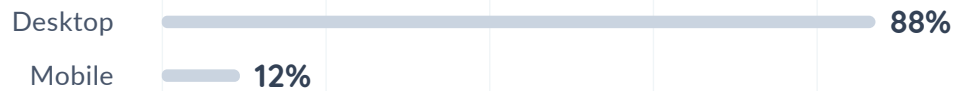
Avg. Open Rate

14%

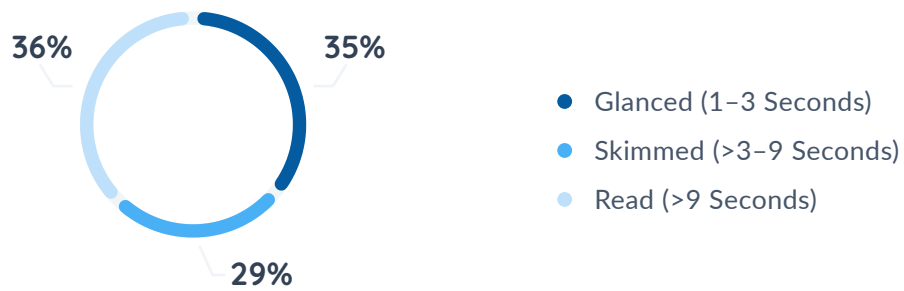
Avg. Click Rate

19%

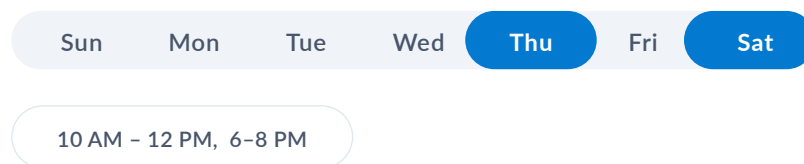
Avg. Click-to-Open Rate



Average read time:



Best Time and Day for Internal Emails:



4.3 Consulting

79%

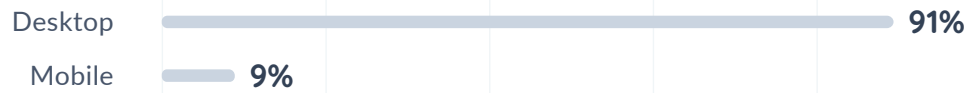
Avg. Open Rate

9%

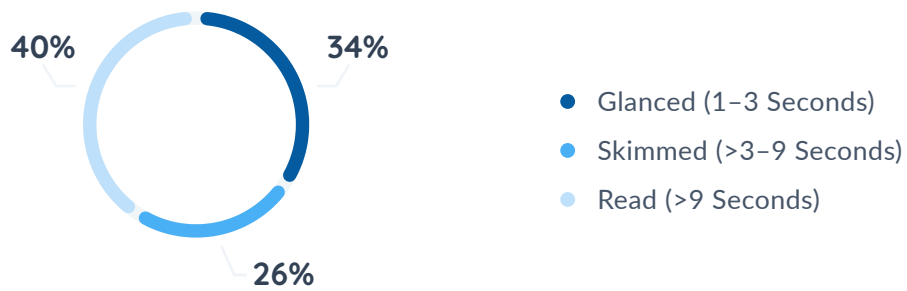
Avg. Click Rate

10%

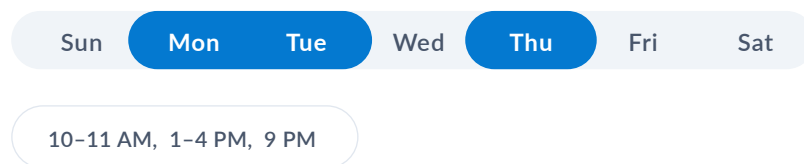
Avg. Click-to-Open Rate



Average read time:



Best Time and Day for Internal Emails:



4.4 Consumer

66%

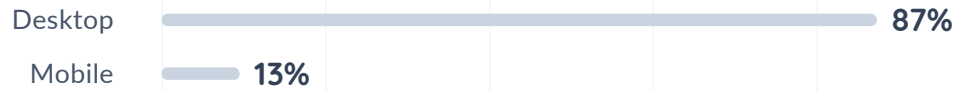
Avg. Open Rate

10%

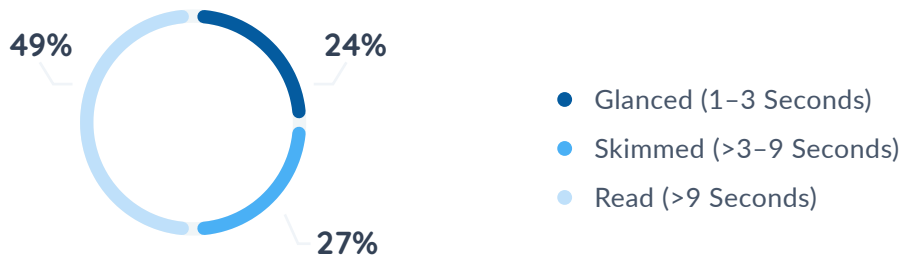
Avg. Click Rate

14%

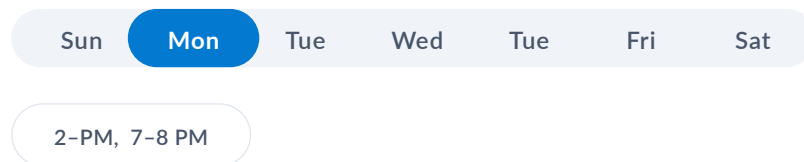
Avg. Click-to-Open Rate



Average read time:



Best Time and Day for Internal Emails:



4.5 Education

66%

Avg. Open Rate

9%

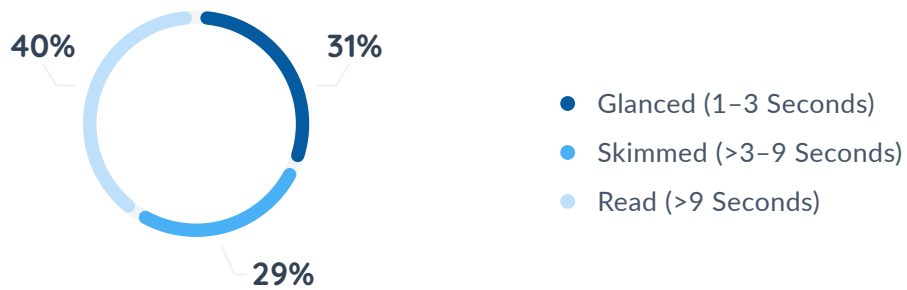
Avg. Click Rate

13%

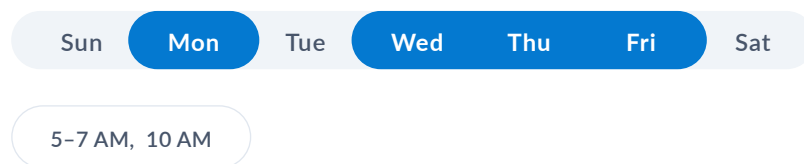
Avg. Click-to-Open Rate



Average read time:



Best Time and Day for Internal Emails:



4.6 Financial Services

75%

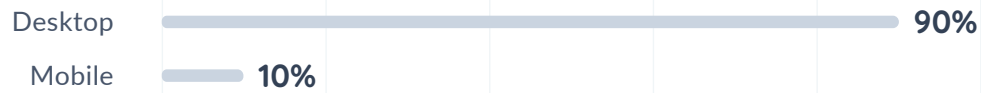
Avg. Open Rate

13%

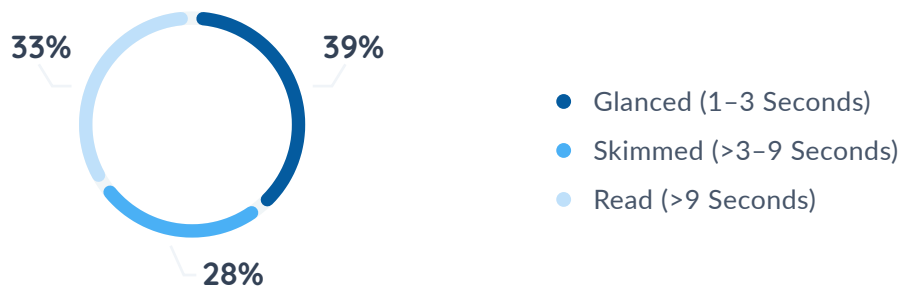
Avg. Click Rate

17%

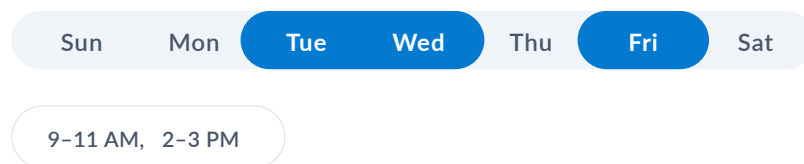
Avg. Click-to-Open Rate



Average read time:



Best Time and Day for Internal Emails:



4.7 Food & Beverage

61%

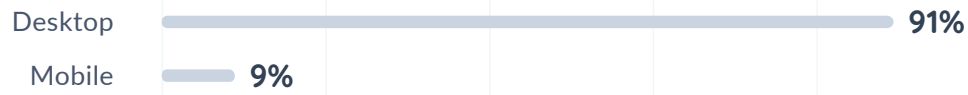
Avg. Open Rate

8%

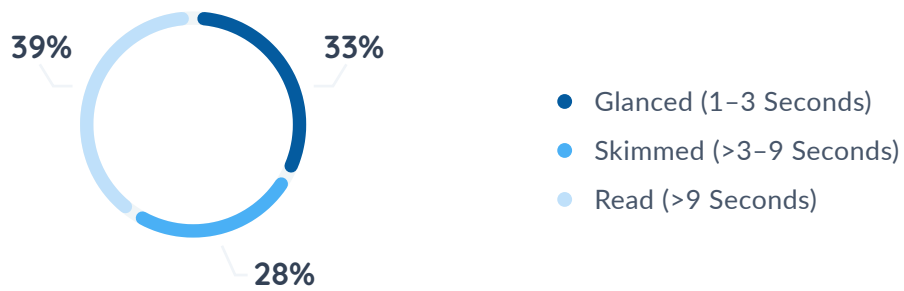
Avg. Click Rate

13%

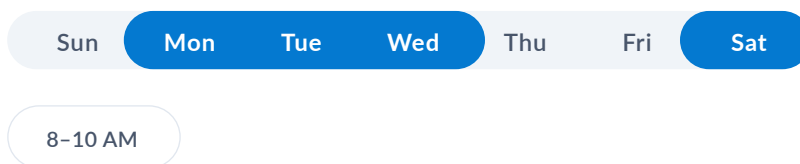
Avg. Click-to-Open Rate



Average read time:



Best Time and Day for Internal Emails:



4.8 Government

69%

Avg. Open Rate

10%

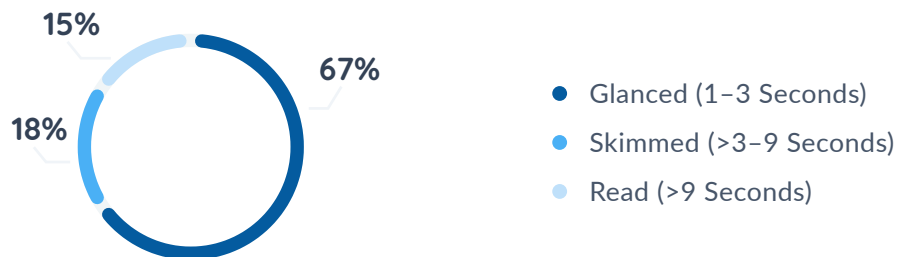
Avg. Click Rate

14%

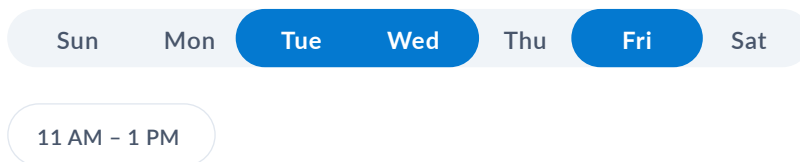
Avg. Click-to-Open Rate



Average read time:



Best Time and Day for Internal Emails:



4.9 Hospital & Healthcare

66%

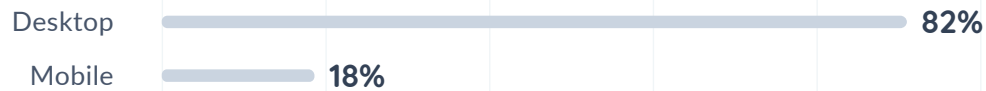
Avg. Open Rate

10%

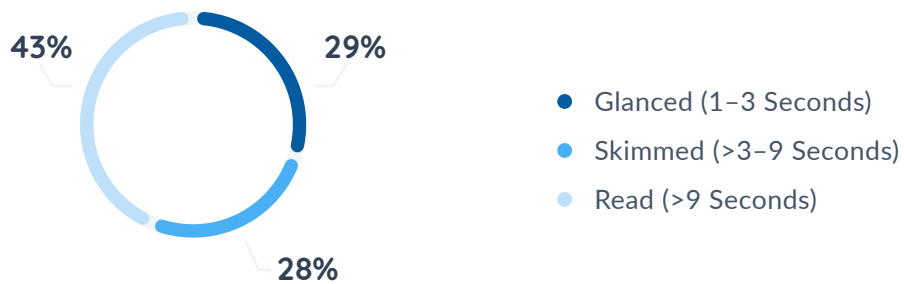
Avg. Click Rate

14%

Avg. Click-to-Open Rate



Average read time:



Best Time and Day for Internal Emails:



5-6 AM , 3-5 PM

4.10 Insurance

77%

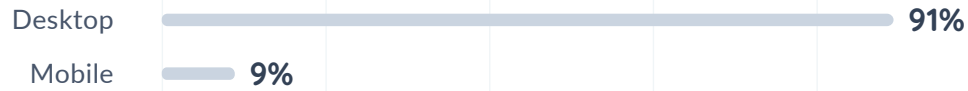
Avg. Open Rate

15%

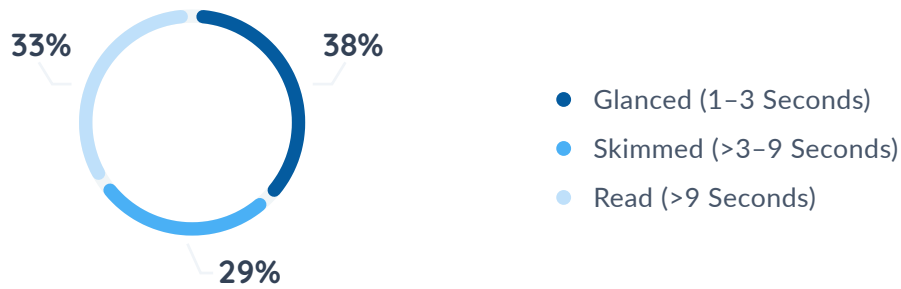
Avg. Click Rate

18%

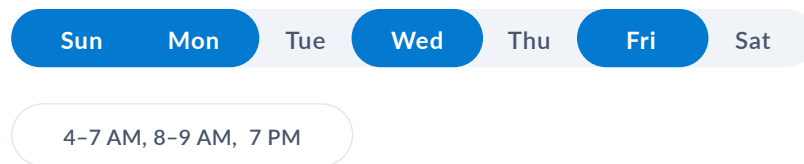
Avg. Click-to-Open Rate



Average read time:



Best Time and Day for Internal Emails:



4.11 Law

61%

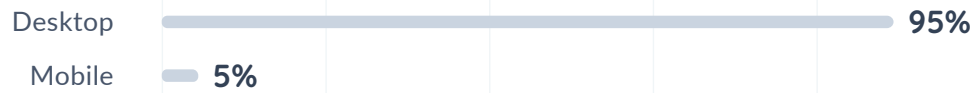
Avg. Open Rate

9%

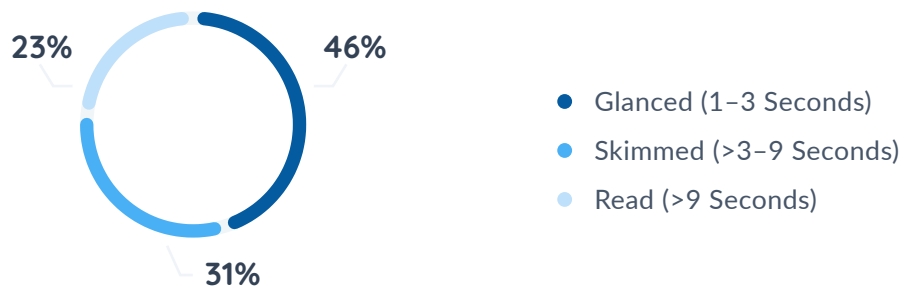
Avg. Click Rate

12%

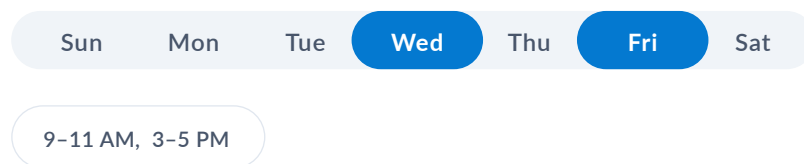
Avg. Click-to-Open Rate



Average read time:



Best Time and Day for Internal Emails:



4.12 Media & Entertainment

57%

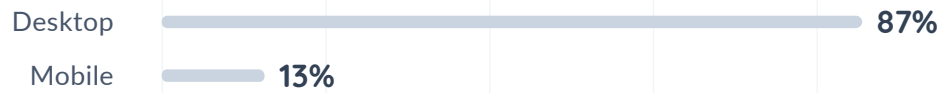
Avg. Open Rate

8%

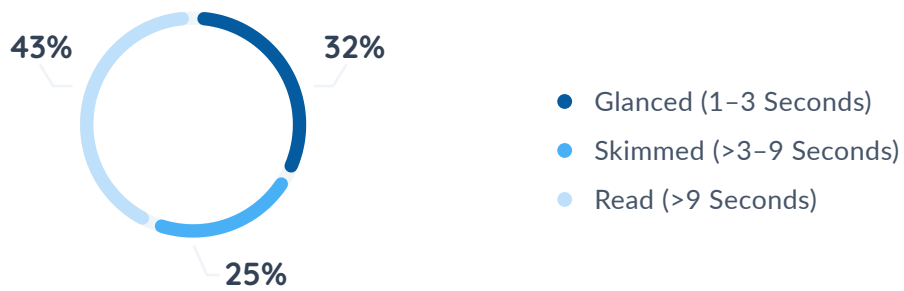
Avg. Click Rate

14%

Avg. Click-to-Open Rate



Average read time:



Best Time and Day for Internal Emails:



6 AM, 8 AM, 4-6 PM

4.13 Mining & Metals

61%

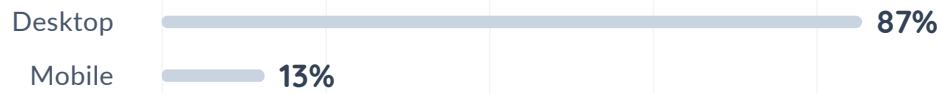
Avg. Open Rate

12%

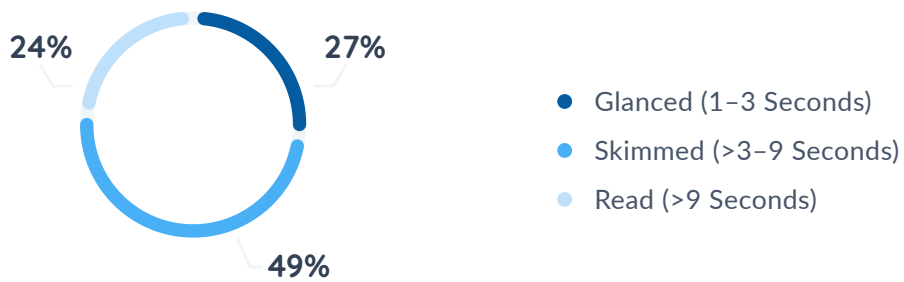
Avg. Click Rate

20%

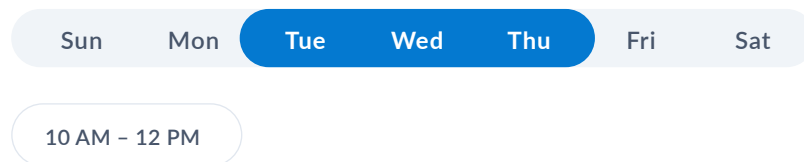
Avg. Click-to-Open Rate



Average read time:



Best Time and Day for Internal Emails:



4.14 Not-for-Profit

60%

Avg. Open Rate

10%

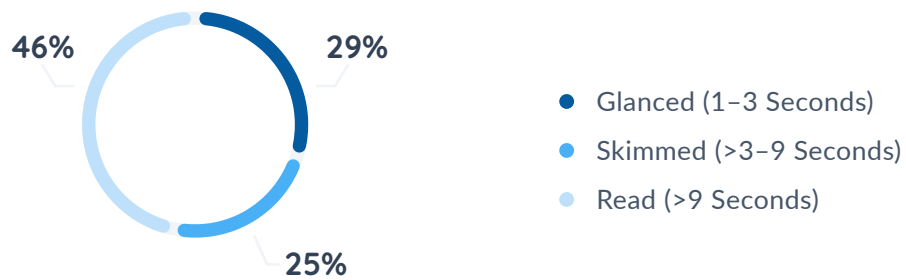
Avg. Click Rate

19%

Avg. Click-to-Open Rate



Average read time:



Best Time and Day for Internal Emails:

Sun Mon Tue Wed Thu **Fri** Sat

9-11 AM, 1 PM, 6-8 PM

4.15 Pharmaceuticals

69%

Avg. Open Rate

9%

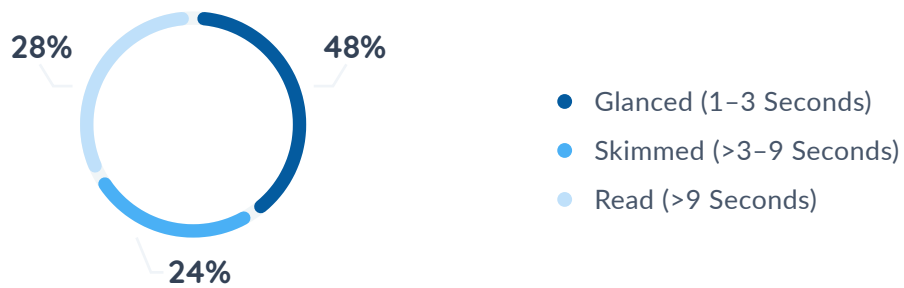
Avg. Click Rate

13%

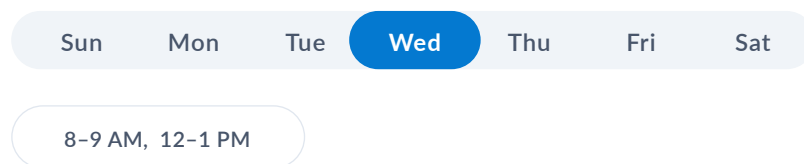
Avg. Click-to-Open Rate



Average read time:



Best Time and Day for Internal Emails:



4.16 Real Estate

74%

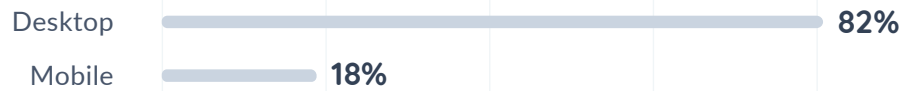
Avg. Open Rate

13%

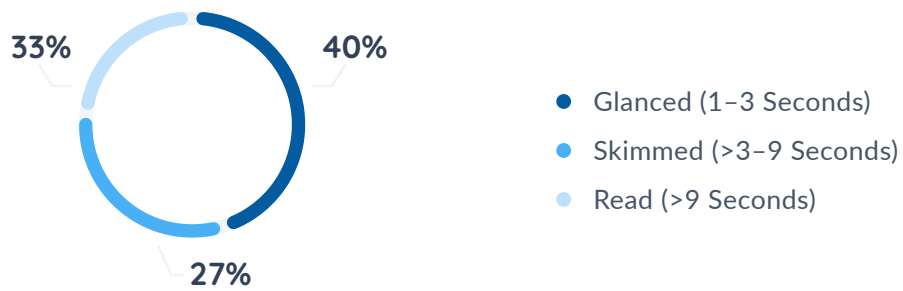
Avg. Click Rate

17%

Avg. Click-to-Open Rate



Average read time:



Best Time and Day for Internal Emails:



8 AM, 10 AM - 12 PM, 4-5 PM

4.17 Retail

71%

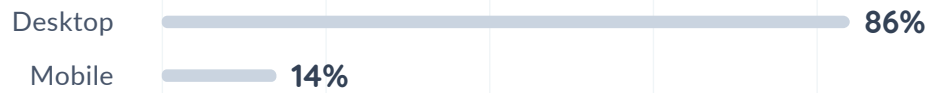
Avg. Open Rate

8%

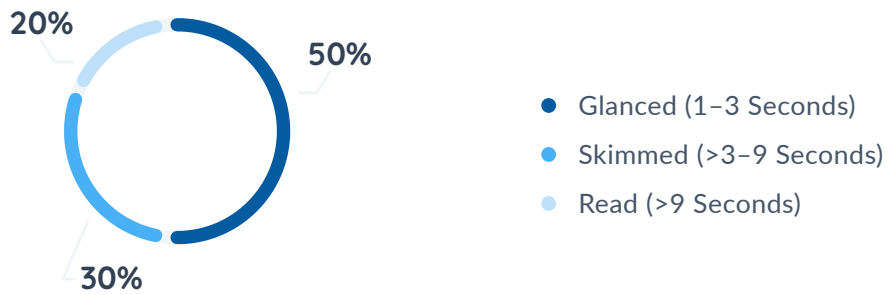
Avg. Click Rate

12%

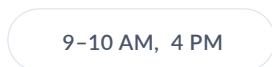
Avg. Click-to-Open Rate



Average read time:



Best Time and Day for Internal Emails:



4.18 Technology

71%

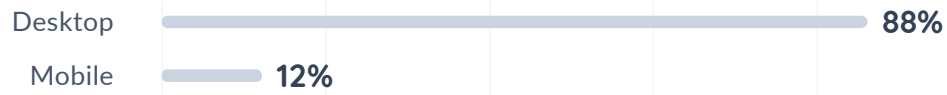
Avg. Open Rate

8%

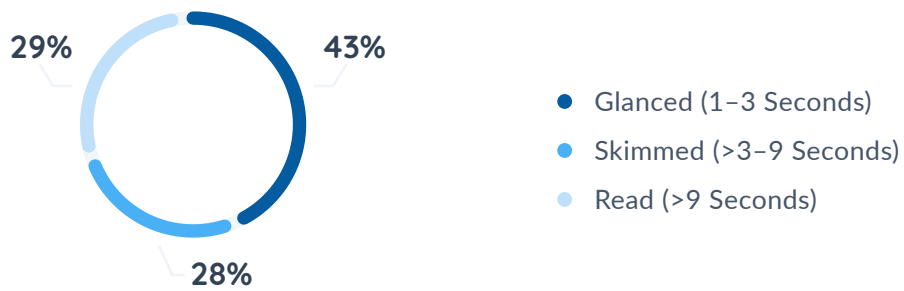
Avg. Click Rate

10%

Avg. Click-to-Open Rate



Average read time:



Best Time and Day for Internal Emails:

Sun **Mon** Tue Wed Thu Fri Sat

6 AM, 9 AM-12 PM, 3 PM

4.19 Telecommunications

68%

Avg. Open Rate

7%

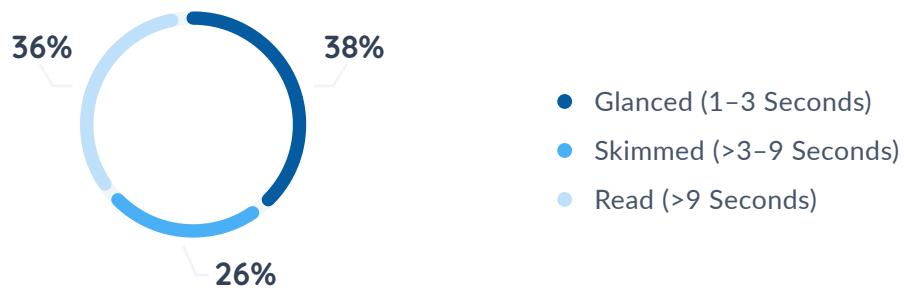
Avg. Click Rate

11%

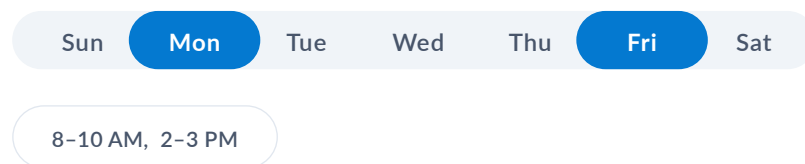
Avg. Click-to-Open Rate



Average read time:



Best Time and Day for Internal Emails:



4.20 Utilities

71%

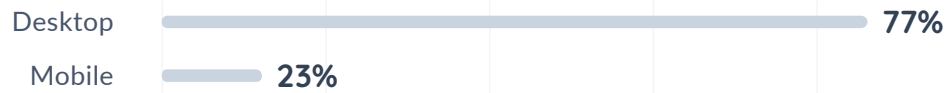
Avg. Open Rate

12%

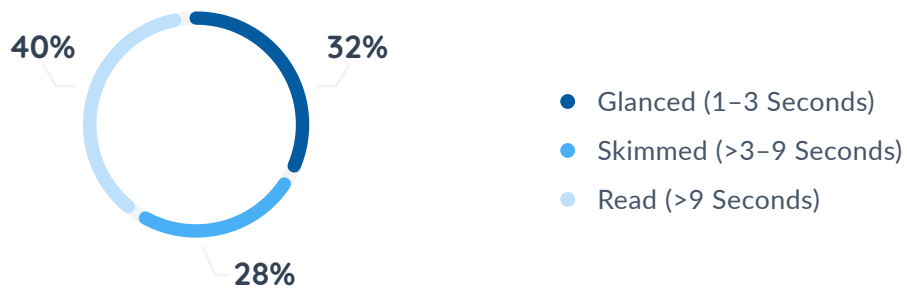
Avg. Click Rate

16%

Avg. Click-to-Open Rate



Average read time:



Best Time and Day for Internal Emails:

Sun

Mon

Tue

Wed

Thu

Fri

Sat

8 AM, 10 AM-12 PM, 6-7 PM

5. Email Metrics by Employee Size

The table below indicates internal email benchmarks for companies based on the number of employees within a company.

Number of Employees	1-50	51-200	201-500	501-1000	1001-5000	5001-10,000	10,001+
Avg. Open Rate (%)	69%	68%	73%	66%	68%	67%	71%
Avg. Click Rate (%)	11%	14%	14%	10%	10%	8%	10%
Avg. Click to Open Rate (%)	15%	20%	19%	14%	15%	12%	14%
Avg. Desktop (%)	64%	79%	85%	84%	86%	78%	93%
Avg. Mobile (%)	36%	21%	15%	16%	14%	22%	7%
Avg. Read time < 3 sec	32%	34%	35%	35%	35%	33%	42%
Avg. Read time > 3 -9 sec	25%	29%	28%	29%	27%	28%	30%
Avg. Read time 9 < sec	43%	37%	37%	36%	38%	39%	28%

6. Internal Email Best Practices and Tips

In this section, we will share some best practices for refining your internal communication strategy. Please note, however, that the first step of an internal communication strategy overhaul should always be to implement comprehensive data collection and analytics.

Internal email tracking not only helps you establish a baseline for how employees are interacting with your communications, but it also helps you track the effects of new initiatives and refine your strategy in a data-informed way. Without analytics, you won't know for sure if your new strategies are having a positive effect. Or worse—a negative one.

That being said, let's explore some internal email best practices!

6.1 Email Frequency

6.1.1 Don't over or under-communicate

An ideal internal email frequency can be tricky to nail down. Some companies find increasing frequency to work wonders; for others, it completely backfires.

To determine whether you're communicating enough (or too much), information is key. Compare your email metrics for communications sent over single days, weeks, and months to see what patterns you can find. For example, if there's a drop-off in engagement after a certain number of communications in a day, that amount might be the right upper limit for daily communications.

You also shouldn't be afraid to go straight to the source! Survey employees on their feelings about the current email frequency. Adjust your frequency accordingly and send follow-up surveys to see whether survey responses become more positive.

6.1.2 Consistency is key

Another key aspect of finding the right email frequency is establishing a consistent cadence for your communications. Sending out emails at consistent intervals helps you build trust with your employees over time.

If employees receive a weekly newsletter on a specific day, for example, they'll feel confident that any important information will be communicated to them on that day. They'll look forward to receiving company updates and announcements and not worry that they might be kept in the dark about company goings-on.

Plus, since employees will know when to expect the communications, they'll be more likely to engage with those communications when they're sent.

6.1.3 Prioritize your sending

Be mindful of the fact that opening and reading an email takes time and that task switching can interrupt an employee's workflow. Not every piece of information needs to be communicated immediately! Plus, if an employee is getting constant irrelevant emails, they're less likely to notice communications that are actually urgent.

If you find yourself communicating too frequently, consider consolidating less time-sensitive emails into a daily or weekly digest. Employees won't be overwhelmed with emails, and they'll know that anything that comes outside of those digests must be of immediate importance.

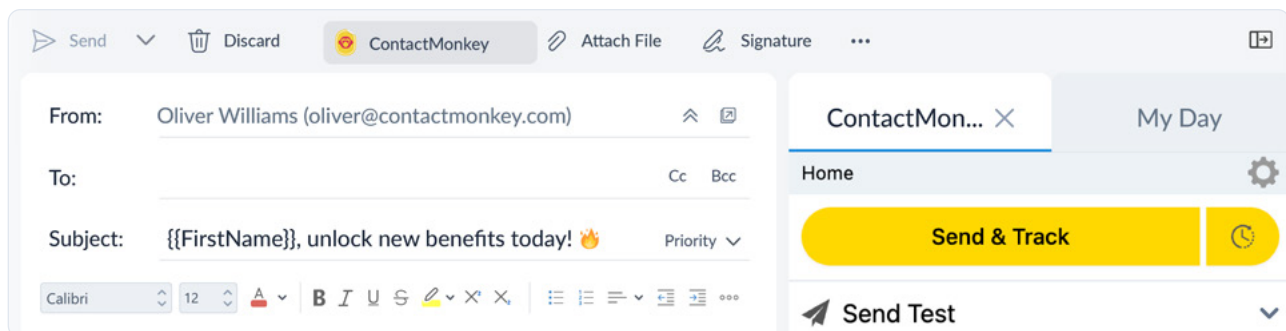
6.2 Improving Open Rates

6.2.1 Use captivating subject lines

Your email subject line is the first thing your employee sees, so the open rate will largely depend on whether your subject line captures their attention. Here are a few tips for creating captivating internal email subject lines:

Personalize your subject lines: Seeing one's own name immediately captures an email recipient's attention, which is why personalizing subject lines can increase open rates by up to 26%.

Here's how ContactMonkey makes it easy to personalize your internal email subject lines using merge fields:



Be specific: Use subject lines to clearly communicate the contents of your emails so that employees know immediately whether the information applies to them. Employees don't have time to decode cryptic subject lines—they're more likely to skip over them altogether.

Create a sense of urgency: Make it impossible for a recipient to ignore important emails by conveying a sense of importance with your subject line. Try "Immediate attention required," "Reply by [DATE]," or even just words like "Critical" or "Urgent" to get the point across.

Check your character count: Keep your top email subject lines to no more than 42 characters. This ensures that your messages won't get cut off in mobile inboxes!

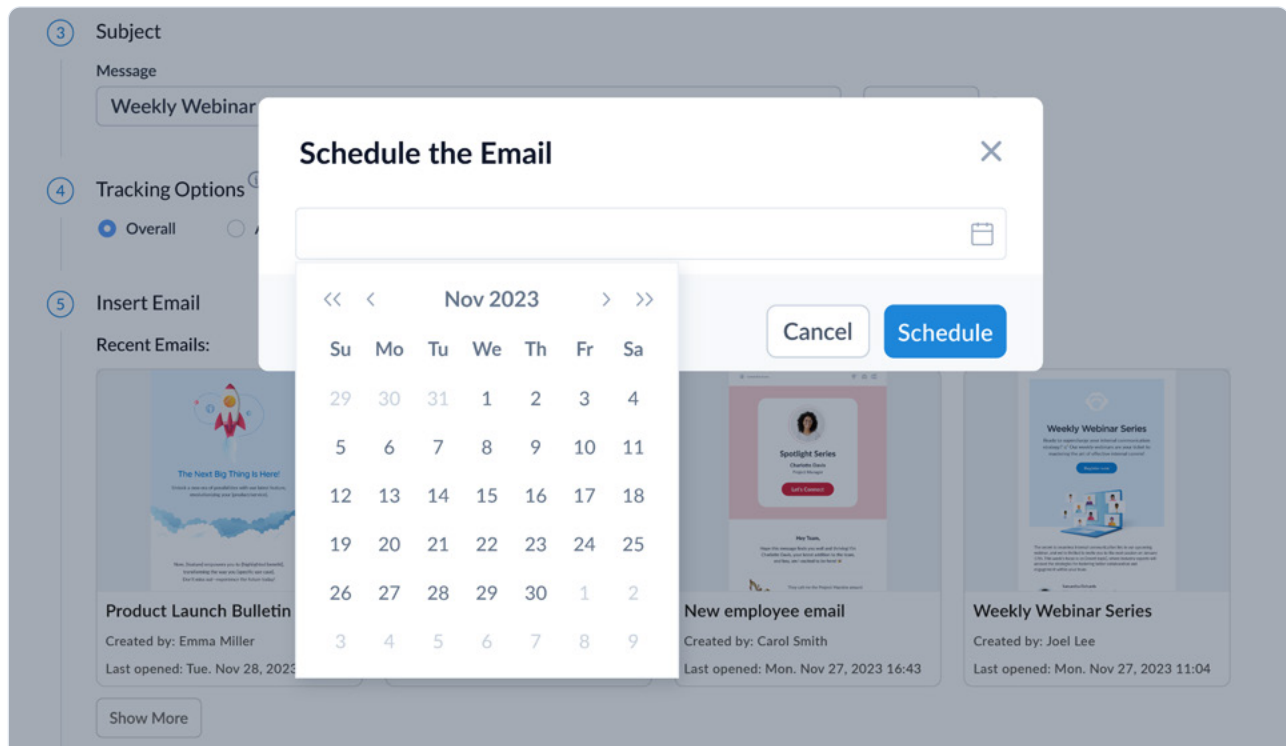
Consider using emojis: Using emojis in your email subject line can [potentially increase your email open rate by up to 29%](#). Some companies have found emojis extremely effective at capturing the audience's attention—test it out to see if it works for you.

6.2.2 Identify best sending times

The time and even the day of the week that you send an email can have a dramatic effect on its open rate. That's why you should avoid sending emails on an ad hoc basis whenever possible.

Instead, schedule emails so they reach your employees at the perfect time. Consult the best sending times listed in this report to find the ideal day and time for your industry. If you have multiple offices across multiple time zones, you should also take time zones into consideration.

Here's how you can easily schedule emails using ContactMonkey:

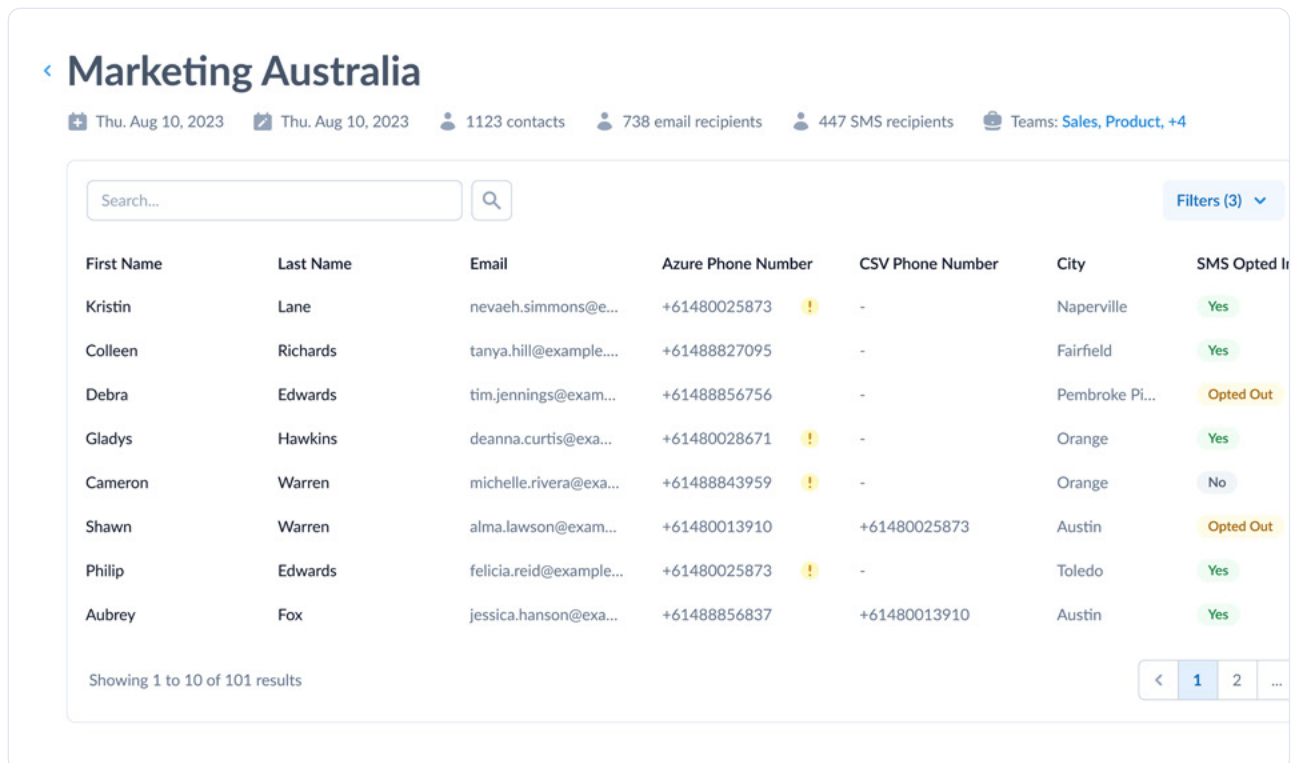


6.2.3 Create distribution lists for more targeted communication

Create segmented distribution lists so you can send more intentional internal emails. With employee distribution lists, team members only receive communications that are relevant to them, so they're much more likely to engage with your emails. This has a direct, positive impact on key email metrics such as open rates, click rates, and read time.

ContactMonkey's list management feature lets internal communicators take complete control over their employee email lists. Create distribution lists directly in the ContactMonkey dashboard, use existing Outlook distribution lists or Gmail groups, or upload a CSV with all the relevant fields. Plus, with integrations with Azure Active Directory, Workday, or your Human Resources Information System (HRIS), your lists can sync automatically with no manual updates required.

[Learn more about List Management with ContactMonkey](#)



The screenshot shows the 'Marketing Australia' dashboard in ContactMonkey. At the top, it displays the date 'Thu. Aug 10, 2023', a calendar icon, and summary statistics: '1123 contacts', '738 email recipients', and '447 SMS recipients'. Below this is a search bar and a 'Filters (3)' dropdown. The main content is a table of contacts with the following columns: First Name, Last Name, Email, Azure Phone Number, CSV Phone Number, City, and SMS Opted In. The table contains 10 rows of data, with some rows marked as 'Opted Out' or having a warning icon. At the bottom, it shows 'Showing 1 to 10 of 101 results' and a pagination control with '1' selected.

First Name	Last Name	Email	Azure Phone Number	CSV Phone Number	City	SMS Opted In
Kristin	Lane	nevaeh.simmons@e...	+61480025873	-	Naperville	Yes
Colleen	Richards	tanya.hill@example...	+61488827095	-	Fairfield	Yes
Debra	Edwards	tim.jennings@exam...	+61488856756	-	Pembroke Pi...	Opted Out
Gladys	Hawkins	deanna.curtis@exa...	+61480028671	-	Orange	Yes
Cameron	Warren	michelle.rivera@exa...	+61488843959	-	Orange	No
Shawn	Warren	alma.lawson@exam...	+61480013910	+61480025873	Austin	Opted Out
Philip	Edwards	felicia.reid@example...	+61480025873	-	Toledo	Yes
Aubrey	Fox	jessica.hanson@exa...	+61488856837	+61480013910	Austin	Yes

6.2.4 Match messenger to message

The account an email is sent from provides employees with context clues on the email's importance and how likely it is to be relevant to them. Sending emails from an alternative email address or on behalf of another person within your organization is a good way to make sure the message comes from an appropriate source and thus gets opened.

For example, communicators may want to send a message from the CEO directly from the CEO's email address. Or they may want to remind employees about a company policy from a shared team account rather than their personal email address.

With ContactMonkey, your pre-existing permissions are inherited from Outlook and all the mailboxes you send 'From' will be available. That means you can choose the appropriate sender for every email and newsletter you dispatch.

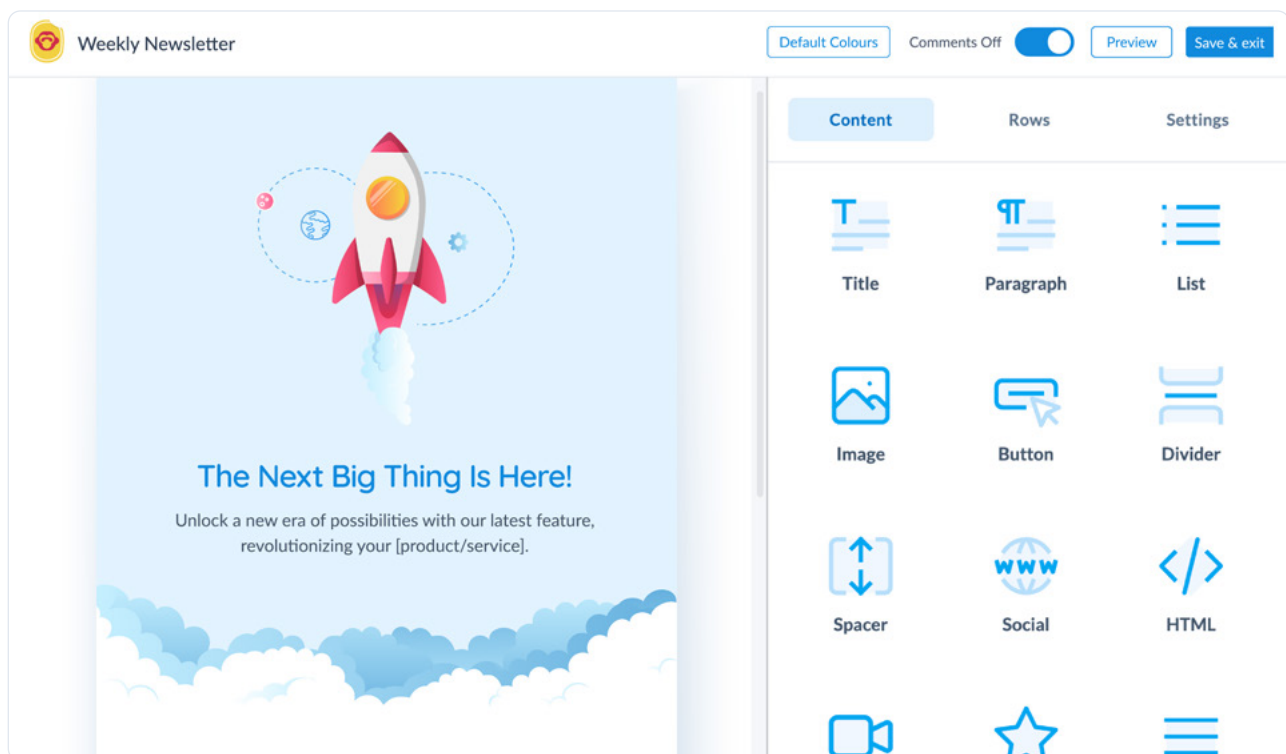
6.3 Improving Click Rates

6.3.1 Don't overlook email design

Beautiful and responsive emails should be the cornerstone of your internal email strategy.

Email design is a great opportunity to showcase your brand personality and company culture. Plus, custom branding can be an especially impactful way to bridge the gap for remote team members who don't get to experience the workplace culture at the office.

Not only that, but thoughtful, well-designed email layouts also have a direct impact on email engagement. Design helps make an email easier and more engaging to read by guiding recipients through the important content. An effective layout should be clean, easy to navigate, and mobile-friendly. This will not only increase clicks and create a seamless user experience for employees, but also encourage them to engage with future internal emails.



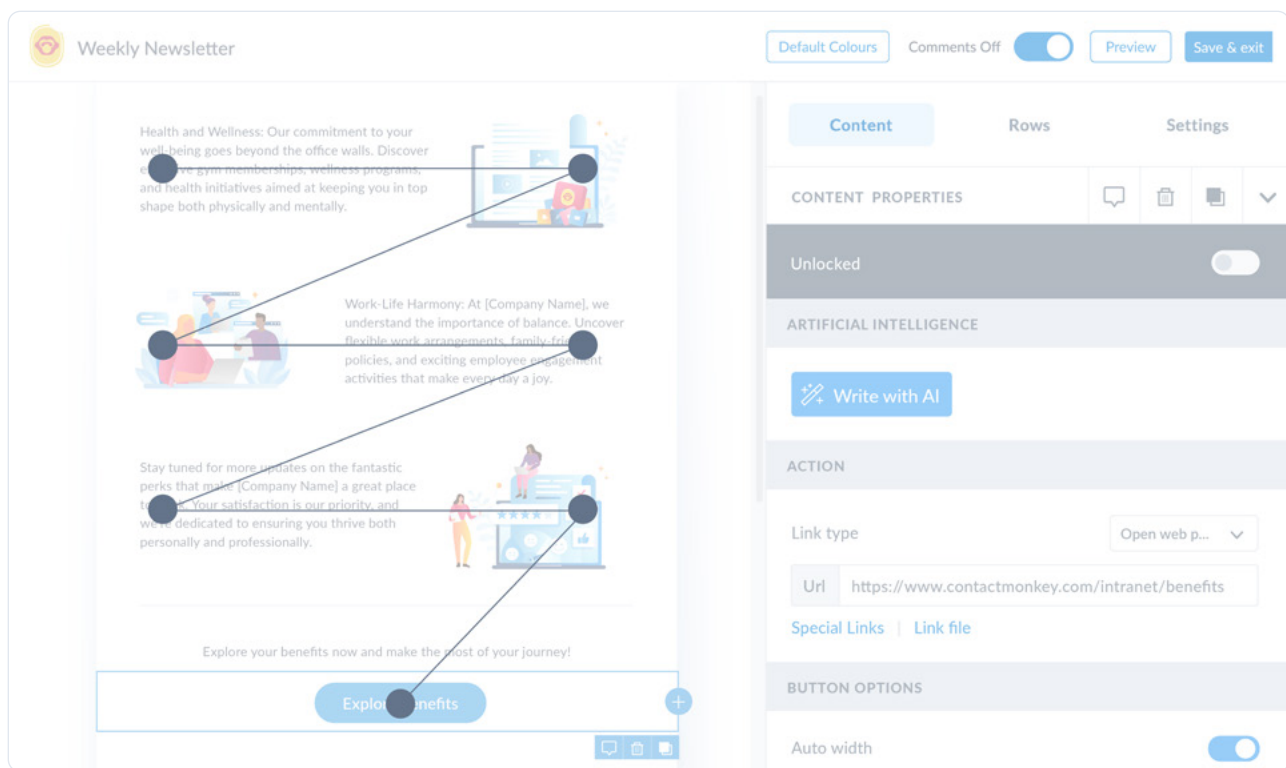
6.3.2 Have an intuitive layout

Think of your email layout as a roadmap for your reader. The layout determines the order in which readers consume content—and how easy it is for them to do so. Certain layout patterns complement readers’ natural inclinations when reading, while others work against them.

Z and F-shaped layouts, for instance, are popular for a reason. The Z shape mimics the way we read books: left to right, then down to the next line. That makes it an intuitive—yet dynamic—way to distribute information on a page.

The F pattern concentrates information along the left-hand side of the screen, with high-importance items towards the top. The left-hand side is where readers’ eyes naturally tend to stay when reading web content, only occasionally moving across to the right. Key content placed in this column, such as Call to Action buttons or links (CTAs), will thus naturally draw the eye.

In both cases, content is broken down into scannable text blocks. This makes it easy for your reader to navigate through your email and have a positive reading experience.



If you’re not sure whether your newsletter layout is intuitive, you can use a tool like ContactMonkey to analyze how employees interact with your emails. ContactMonkey’s click map feature shows you your newsletter with an overlay indicating the click rate for each embedded link.

Click maps help you get a visual representation of how your email design affects engagement. They’re also useful for confirming whether employees are focusing on the parts of the email you intended.

For example, you may analyze several campaign click maps and find that employees are far more likely to click the very first link in an email than any other link, even when you add a large CTA further down. Or you might find out that buttons are more effective than text links. Insights like these can be used to refine your newsletter layout to ensure that your design consistently leads employees to the correct content.

6.3.3 Establish a hierarchy of information

While a visually pleasing and well-laid-out email can do a lot to hold attention, it's important to acknowledge that not all employees will have the time or inclination to read an entire newsletter. That means that any high-priority elements need to be presented as early as possible and stand out from other content. This gives employees who only glance at the email the best chance of noticing and interacting with the crucial elements (if nothing else).

Use your design and layout to emphasize news items and other elements that you want employees to pay the most attention to. Put important items near the beginning of the email. Use eye-catching fonts, and supplement written information with images. If you're including an important link, consider making it into a button.

In general, make sure it is immediately clear what is needed from employees reading this email, whether it's reading a specific news item, answering a survey, or clicking one specific link.

6.3.4 Keep employees in mind when creating email content

Just like marketers, internal communicators need to understand the interests and priorities of their audience to get their message across and engage readers. Keep employees in mind and make sure that your content is:

Relevant: While some news—like an acquisition—is straightforwardly important for all employees to be aware of, other pieces of information may only be relevant to a subset of employees. And if employees receive constant irrelevant emails, they won't click and eventually won't even open newsletters. This makes it harder to achieve your internal communications goals.

Think critically about the content you send and make sure that it's potentially interesting and important to everyone who receives it. If it's not, consider segmenting your distribution list, or even holding off on sending entirely.

Shareable: An internal communicator's job is to build and strengthen company culture, but they're also often responsible for turning employees into brand ambassadors.

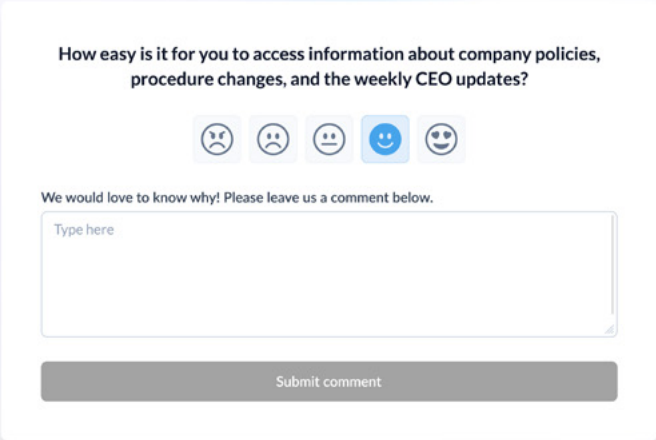
One of the best ways to amplify your reach is to include shareable content in your newsletters. Include prominent social media share icons so that employees immediately know how to share engaging content (and know that they're allowed to!)

[Bonus: Get our free newsletter content ideas tipsheet](#)

6.3.5 Drive a two-way conversation

A common challenge cited by internal communicators is the difficulty of gathering honest employee feedback. This might be the biggest measurement hurdle, as the true measure of successful internal communications is how it makes your employees feel. So how do you get candid, regular feedback from employees?

Give employees the opportunity to respond anonymously: One reason why you might have difficulty getting genuine feedback is that employees don't feel comfortable expressing their views publicly. They may have some useful constructive criticism, but they may be nervous or fear reprisal for speaking their mind. Enabling anonymous commenting can go a long way towards making employees feel safe when soliciting their feedback.



The image shows a feedback form with the following elements:

- Question:** "How easy is it for you to access information about company policies, procedure changes, and the weekly CEO updates?"
- Scale:** A horizontal row of five smiley face icons. From left to right: a sad face (frowny), a neutral face (straight line), a neutral face (straight line), a happy face (smiley), and a happy face (smiley). The third icon from the left is highlighted with a blue background.
- Text:** "We would love to know why! Please leave us a comment below."
- Input Field:** A text box with the placeholder text "Type here".
- Submit Button:** A dark grey button labeled "Submit comment".

Collect anonymous feedback with ContactMonkey

Pulse surveys: Many companies rely on lengthy annual employee surveys for employee feedback. These long-form questionnaires are useful in assessing your long-term strategy, but there is a lot that can be missed over the course of a year. As companies deal with organizational changes, new initiatives, and internal or external news, communicators benefit from being able to monitor employee sentiment in real time. Enter pulse surveys.

Pulse surveys are short surveys that usually take under 5 minutes to complete. They can be added to recurring communications or special announcements throughout the year, helping communicators and leadership track how employees respond to news, the direction of the company, or even the communications themselves.

Because they're quick to fill out, pulse surveys are likely to garner a higher number of responses. Plus, communicators and leadership are able to adapt strategies based on real-time employee feedback.

New Survey ×

Pick a survey type and fill in the information below to create your new survey. Once a survey is sent in an email, only the icon set can be edited. Learn more about surveys [here](#).

Yes/No **Rating** **Emojis** **eNPS** **Poll** **Text**

Question

Icon set

Allow comments

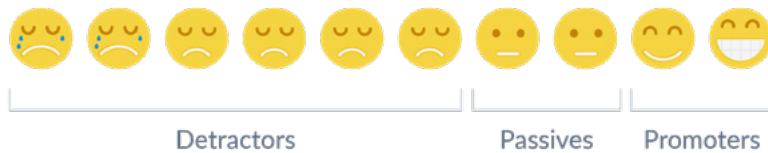
Get a quick pulse check with ContactMonkey's survey options

eNPS: The Employee Net Promoter Score (eNPS) is a metric of employee satisfaction and loyalty.

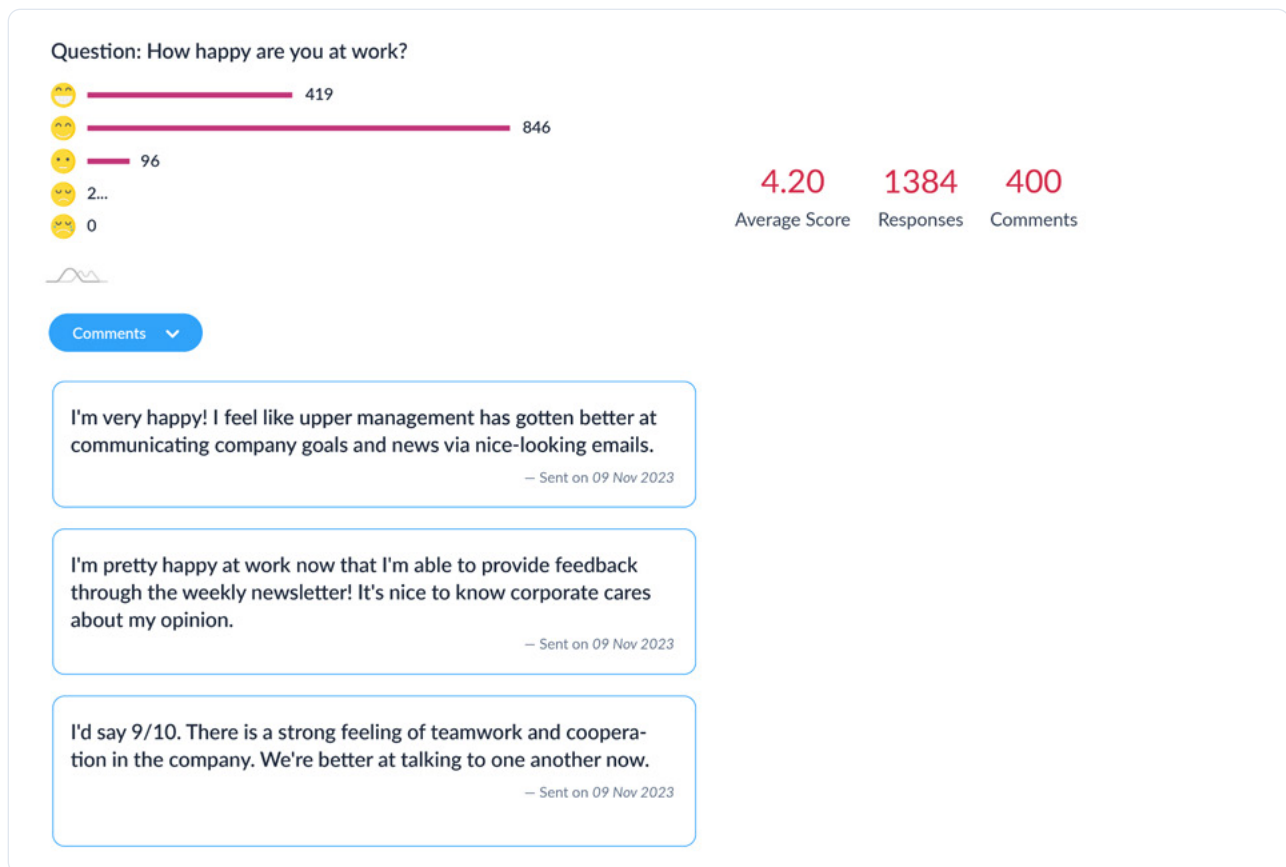
An eNPS survey asks employees to respond to an engagement-related question using a scale of zero to ten, the standard question being, "How likely are you to recommend this organization as a place to work?" Answers are then sorted into three categories: 0-6 are "detractors," 7-8 are "passives," and 9-10 are "promoters".

The eNPS score is calculated by subtracting the percentage of detractors from the percentage of promoters. The higher the score, the more satisfied employees are and the more likely they are to be active promoters of the brand and products (hence the “employee net promoter score”).

With ContactMonkey, you can easily embed eNPS surveys into your email newsletters and receive summarized insights on employee engagement levels in your company.



$$\% \text{ Promoters} - \% \text{ Detractors} = \text{eNPS}$$



6.4 Other Best Practices

6.4.1 Segment your email stats

When looking at your email stats, it can be useful to subdivide data into smaller groups based on criteria like department, location, or company hierarchy. For example, you can filter your analytics by department to see if there are any disparities in how different teams are engaging with your communications. If one team has low engagement, it could mean you're not including enough content that's relevant to them in your newsletters.

With ContactMonkey, you can view segmented email analytics for more granular insights into your email campaigns. Simply choose any field that you track in your directory, and you'll see your Open and Click rates separated out by that field.

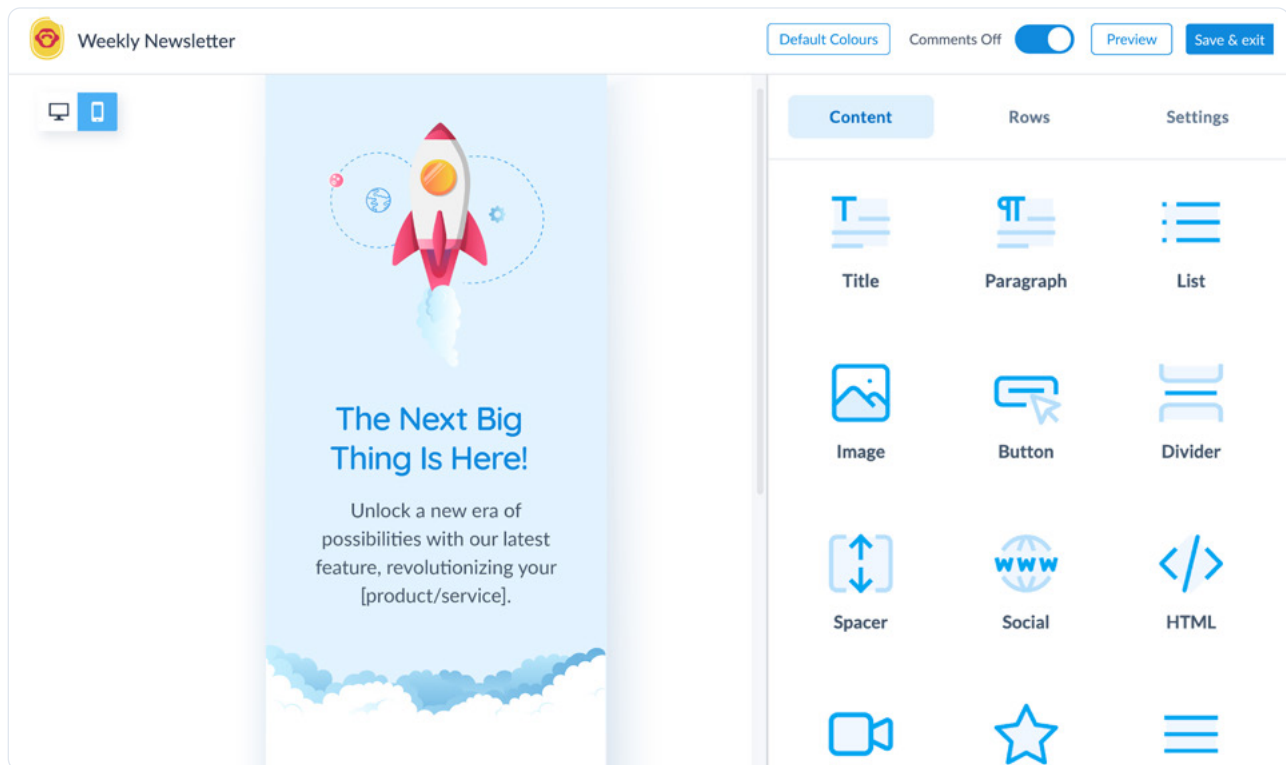


6.4.2 Keep communications mobile-friendly

With the rise of remote work and the deskless workforce, more and more employees are accessing company emails on their mobile phones. To create a better user experience for these readers, make sure that your newsletters are responsive and easy to read in both desktop and mobile formats.

To design with mobile in mind, check how and where images appear in a mobile single-column layout. To account for the smaller screen, keep the body font no smaller than 14pt (or even 16pt). On the other hand, heading fonts need to be small enough that they don't crowd the page.

With ContactMonkey, you can have complete control over email design for mobile. You can view and edit email newsletters as they appear on mobile devices, switch between desktop and mobile view while building employee emails, hide elements from displaying on a particular device, toggle between the hidden and original previews, and see how mobile-specific settings affect content.

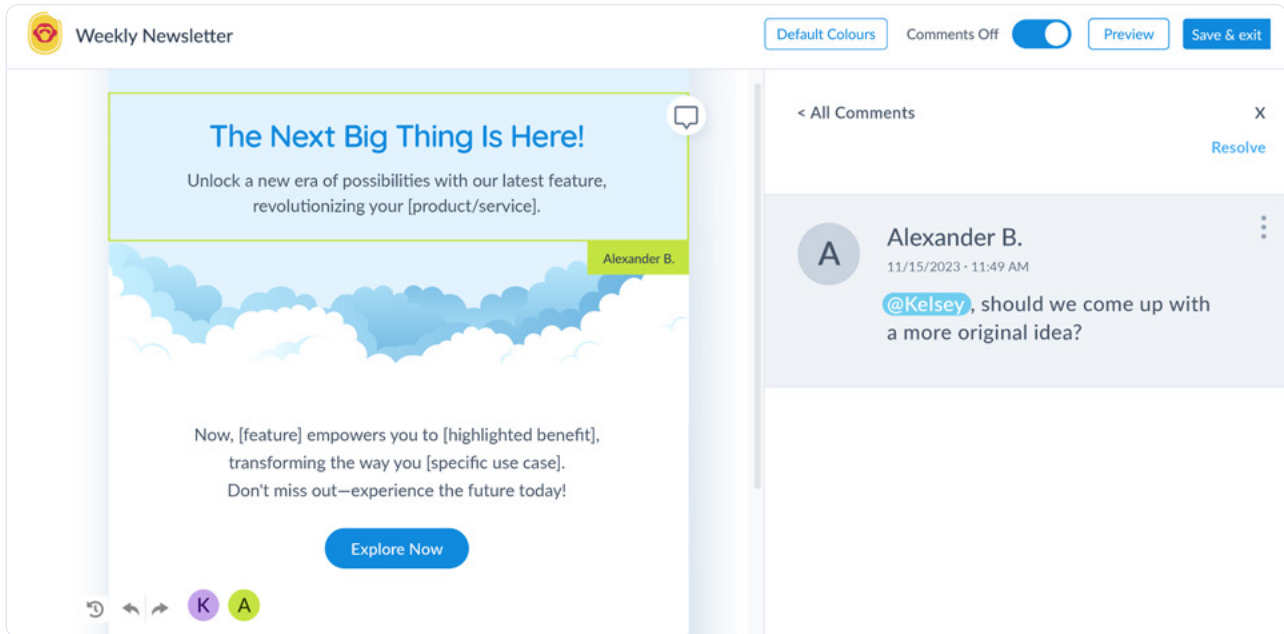


6.4.3 Take advantage of collaboration tools

When corporate communications involve multiple stakeholders, it's important to make sure team members are aligned on the content being disseminated across the organization.

And with so many teams still working remotely or in a hybrid environment, keeping communicators on the same page can be difficult. Which is why it's important to use tools that are optimized for collaboration.

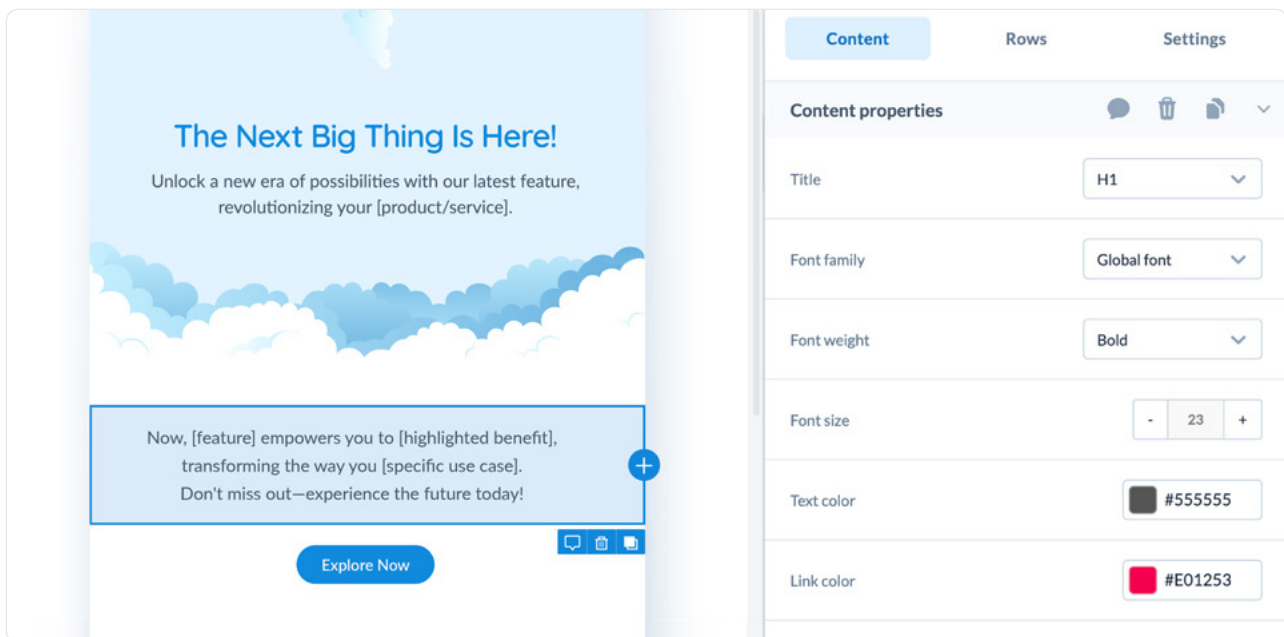
With ContactMonkey, team members can design, save, and share email templates to be reused again and again. The email builder also allows teammates to work on an email simultaneously. Communicators can view changes being made in real time, leave comments on elements that need adjustments, and get final sign-offs all within the email builder environment.



6.4.4 Include custom branding

Having consistent branding throughout your communications helps strengthen your employer brand and communicate your company culture to employees.

With ContactMonkey's custom branding feature, you can set default colors, fonts, and text box padding on behalf of the organization. When any team member creates a new email, the branding stays visually consistent with other company communications by default.



6.4.5 Solve writer's block with AI tools

Adding a personal touch to your communications is always appreciated, but there will be times when a communicator needs to get something sent, perfect or not. AI is a great tool for getting something down on the page when you can't find the right words or need to relay basic information clearly and quickly.

The output might not be perfect, but just having something on the page to start with can help you get past the writer's block. The amount of editing or rewriting you do after that will be up to you.

When crafting an internal email in ContactMonkey, you can take advantage of our OpenAI integration whenever you're at a loss for words. Select a text block and click the button to open the AI Writing Assistant. Prompt the assistant with a description of the text you're trying to write, then generate and insert the text directly into your email draft.

The screenshot displays the ContactMonkey email editor interface. At the top left, there is a logo and the text "Benefit Bulletin". On the top right, there are buttons for "Default Colours", "Comments Off" (with a toggle switch), "Preview", and "Save & exit".

The main content area shows an email draft titled "Benefit Bliss Bulletin". The draft includes a welcome message, a section about wellness initiatives with an illustration of a laptop and a person, and a highlighted text block about benefits enrollment. A blue plus sign is visible next to the highlighted text block, indicating it is selected for the AI assistant.

On the right side, the "AI Paragraph Assistant" panel is open. It features a "BETA" label and a close button. The prompt reads: "Write a benefits enrollment email to full-time employees. This does not apply to contracted employees. Provide instructions for how benefits can be accessed via their HR portal." The generated text is: "Benefits enrollment is now open for all our full-time employees. If you're not full-time, sorry, you're out of luck. But for those who are eligible, enrolling in our benefits package means you can finally stop worrying about what would happen if a meteor hit your house (it could happen). We've got you covered with medical, dental, vision, and life insurance. To enroll, just log into your HR portal account and click on the Benefits Enrollment tab. It's easier than ordering pizza online. If you have any questions or just want to say hi to our friendly HR team, feel free to contact them at [insert HR contact information]. Thanks for being awesome! [Your Company Name]". An "Apply" button is located below the generated text.

At the bottom of the AI assistant panel, there is a text input field with the placeholder "What would you like to write about?", a "Clear results" button, and a "Generate" button.

7. Conclusion

Even with a plethora of available internal communication channels, it's pretty clear that email is going to stay a critical component of communication plans for the foreseeable future.

To make the most of that component and devise a comms strategy that works, communicators need data, and the more specific the better.

As this report shows, email performance varies across industries and company sizes. But of course, even within an industry, two different organizations can have vastly different internal communications preferences and styles. This means nailing down a winning strategy will require a continuous process of tracking engagement, collecting employee feedback, analyzing data, and iterating on your results.

The industry benchmarks and best practices presented in this report are meant to provide a helpful starting point for this iterative process, but they work best when referenced in conjunction with your own internal communication analytics.

As you focus on improving open rates, click rates, and overall employee engagement, make sure you test different tactics and best practices. This will help you understand the style or styles of communication which work best within your organization and develop an email communication plan that is both data-informed and results-oriented.

Happy communicating!



ContactMonkey is the leader in internal email software for growing organizations. Through our intuitive email builder and powerful analytics, we make it easy for internal communicators to engage with their workforce directly through their Outlook and Gmail.

We empower you to create engaging emails that employees love, prove the effectiveness of your internal communications with accurate data reporting, enjoy world-class customer support, and get started in minutes—not months.

**Interested in learning how ContactMonkey helps
drive employee engagement from your inbox?**