

Internal Email Benchmark Report 2023



Introduction

In ContactMonkey's annual global internal communications survey, email has been voted the preferred internal communications channel for the third consecutive year. This comes as little surprise considering email, as a channel, successfully addresses a majority of pain points faced by internal communicators.

For one, it is a medium to deliver consistent, on-brand communication to your entire workforce across departments and locations. Email enables targeted communication that can be sent to employees at the ideal time. It also remains the channel of choice when communicating important company updates. When using an internal email platform like ContactMonkey, emails are supplemented by comprehensive analytics that provide useful strategic insights. These metrics can be a powerful tool in helping internal communicators prove the ROI of their efforts.

However, having access to email data is only the first step. In order to evaluate the data effectively, it's important to set accurate targets for your email strategy.

With this in mind, we've put together the **Internal Email Benchmark Report** to help internal communicators learn internal email benchmarks and gain strategic insights from their email analytics.

In this report, we've collected and analyzed the data of over 130,000 anonymized email campaigns sent through ContactMonkey's internal email platform to provide the most accurate internal email benchmarks for 20 key industries, across various company sizes.

**All data has been compiled from anonymized internal email campaigns sent via ContactMonkey*



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1. Key Overview

1.1 Email Campaigns Analyzed

130,000 +

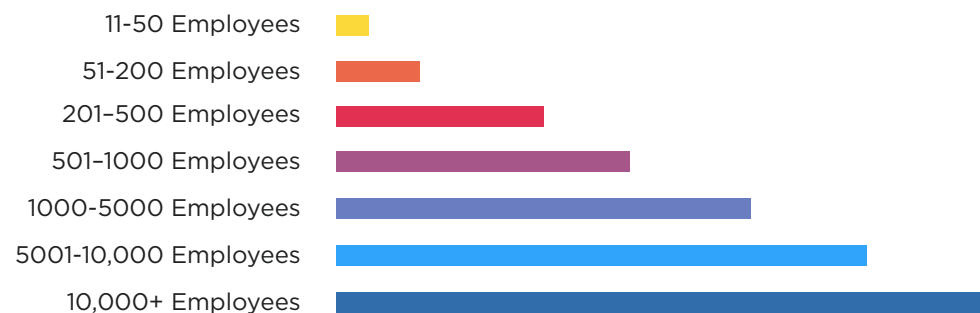
1.2 Industries Analyzed

20 Industries

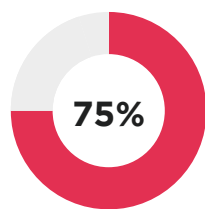
- | | |
|--------------------------|-----------------------------|
| 1. Automotive | 11. Media & Entertainment |
| 2. Construction | 12. Mining & Metals |
| 3. Consulting | 13. Not for Profit |
| 4. Consumer | 14. Pharmaceuticals |
| 5. Education | 15. Real Estate |
| 6. Financial Services | 16. Retail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

1.3 Employee Size

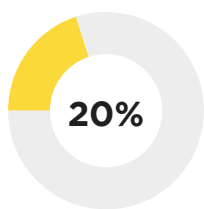
We analyzed companies of the following sizes:



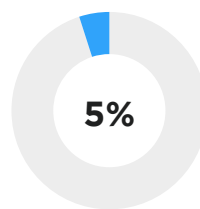
1.4 Email Platform Breakdown



Office 365
(Web Add-in)



Outlook Desktop
(non Office 365/COM Add-in)



Gmail

2. Email Metrics for Internal Communications

2.1 Average Email Open Rate

The average email open rate is the percentage of recipients who opened an email out of the total number of recipients.



76%



Highest open rate: **100%**

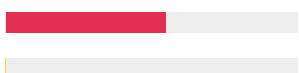
Lowest open rate: **36%**

2.2 Average Click Rate

The average click rate is the percentage of recipients who clicked on specific links in an email out of the total number of recipients.



11%



Highest click rate: **56%**

Lowest click rate: **1%**

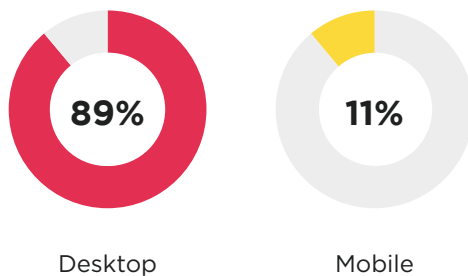
2.3 Average Click-to-Open Rate

The average click-to-open rate is the percentage of recipients who clicked on specific links in an email out of the total number of unique opens.



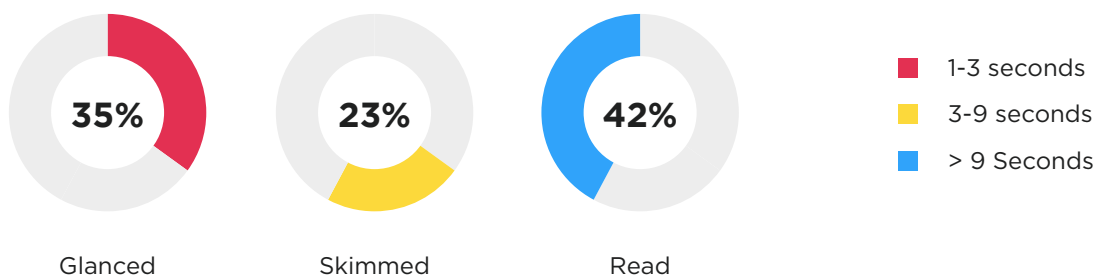
2.4 Desktop/Mobile Breakdown

Desktop/Mobile breakdown is a view of what device recipients are using to view emails. This is split between on a desktop or mobile device.



2.5 Read Time

Read time is the average time a recipient spends reading an email.



3. Email Metrics by Industry

3.1 Automotive

78%

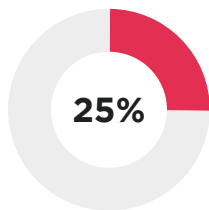
Average
Open Rate

8%

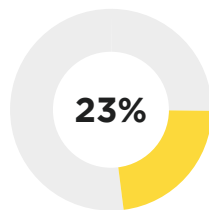
Average
Click Rate

11%

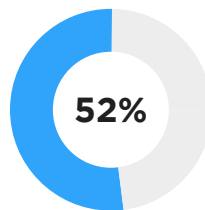
Average
Click-to-Open Rate



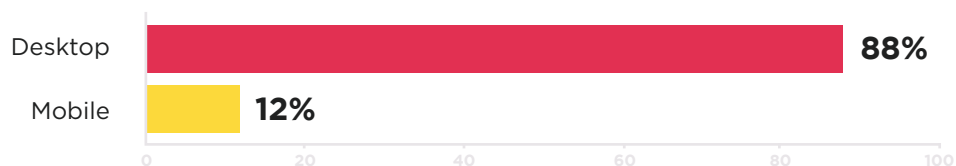
Read time
1-3 seconds



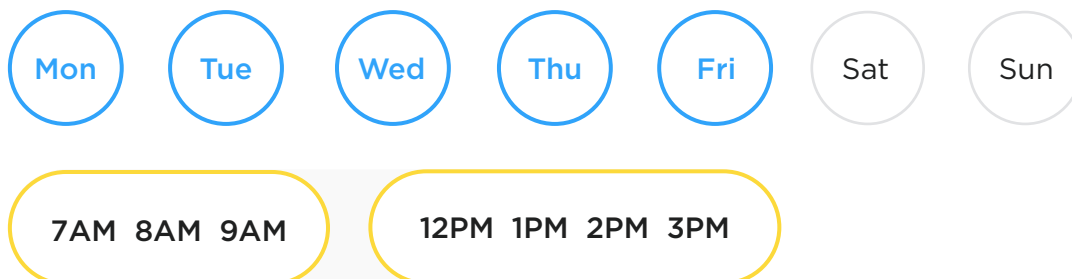
Read time
3-9 seconds



Read time
>9 seconds



Best Time and Day for Internal Emails:



3.2 Construction

69%

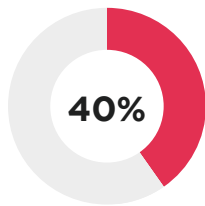
Average
Open Rate

7%

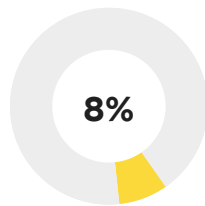
Average
Click Rate

10%

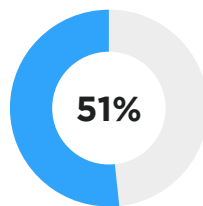
Average
Click-to-Open Rate



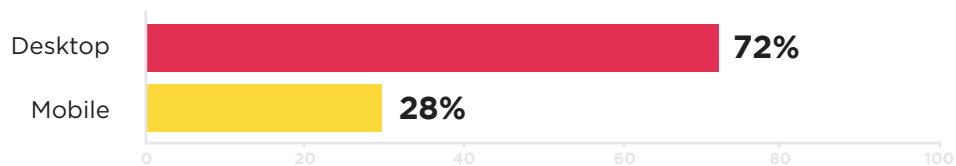
Read time
1-3 seconds



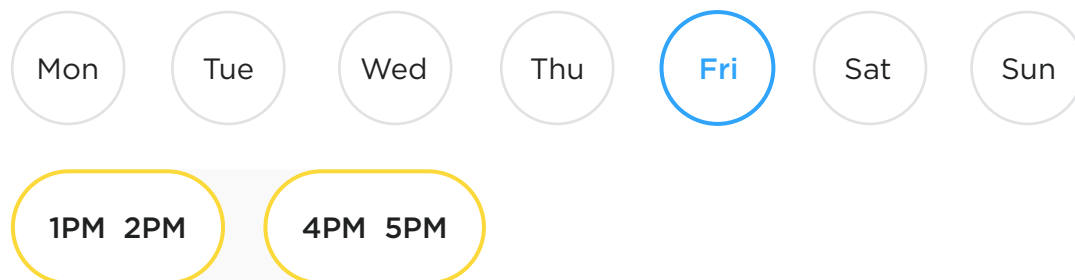
Read time
3-9 seconds



Read time
>9 seconds



Best Time and Day for Internal Emails:



3.3 Consulting

82%

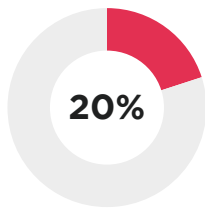
Average
Open Rate

1%

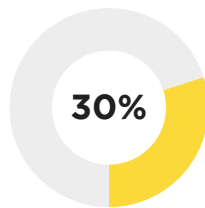
Average
Click Rate

2%

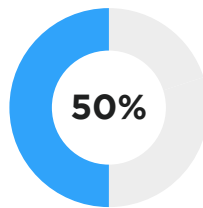
Average
Click-to-Open Rate



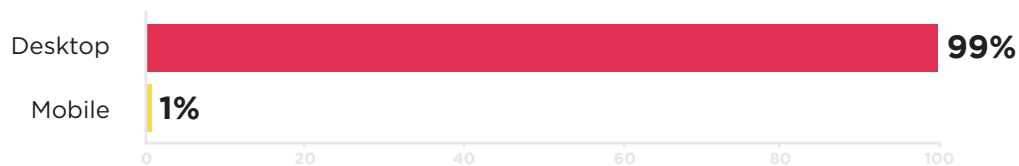
Read time
1-3 seconds



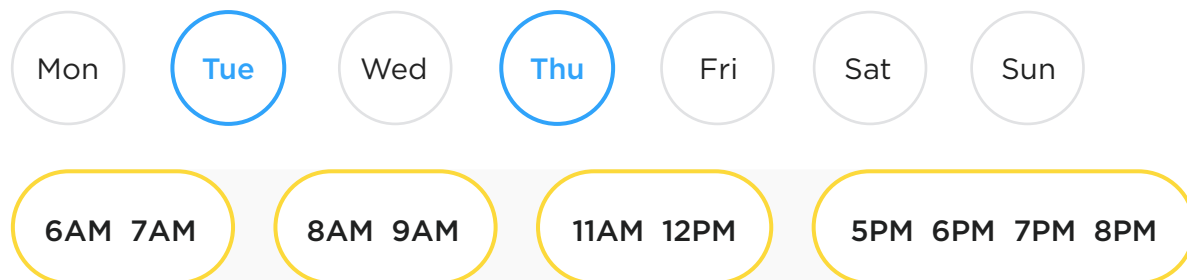
Read time
3-9 seconds



Read time
>9 seconds



Best Time and Day for Internal Emails:



3.4 Consumer Goods & Services

80%

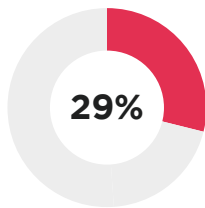
Average
Open Rate

8%

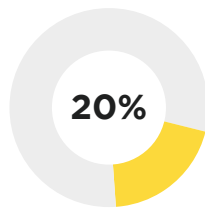
Average
Click Rate

10%

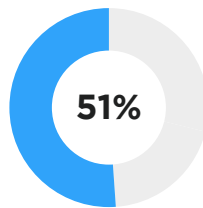
Average
Click-to-Open Rate



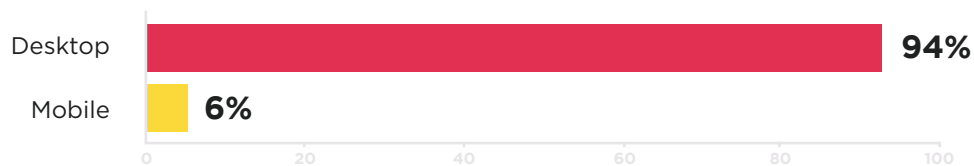
Read time
1-3 seconds



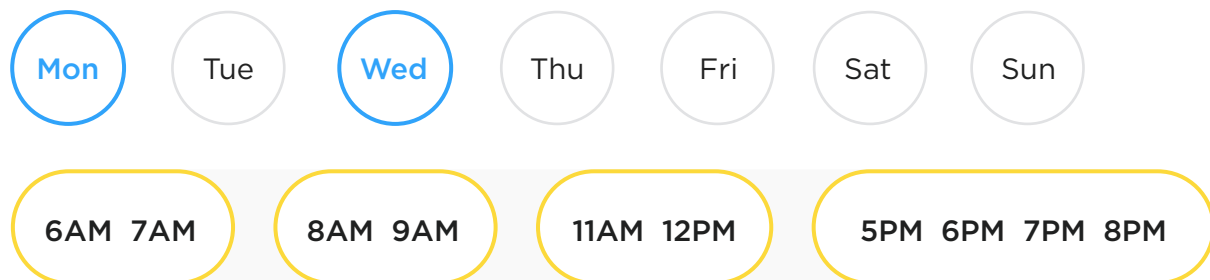
Read time
3-9 seconds



Read time
>9 seconds



Best Time and Day for Internal Emails:



3.5 Education

77%

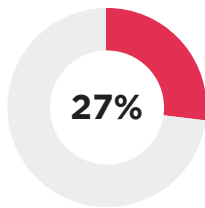
Average
Open Rate

10%

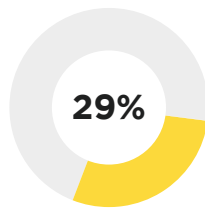
Average
Click Rate

13%

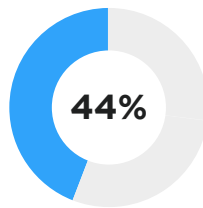
Average
Click-to-Open Rate



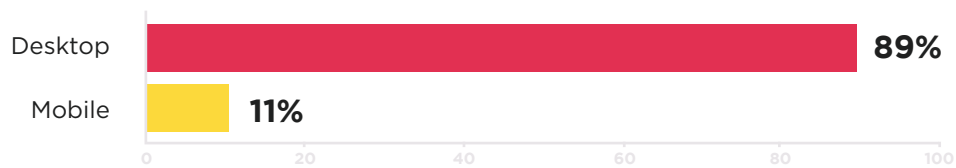
Read time
1-3 seconds



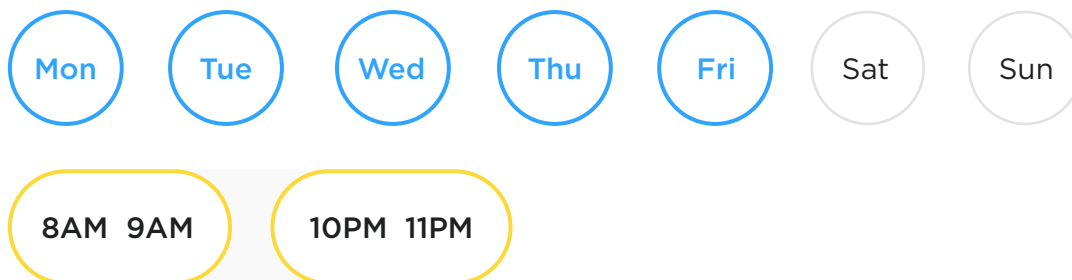
Read time
3-9 seconds



Read time
>9 seconds



Best Time and Day for Internal Emails:



3.6 Financial Services

80%

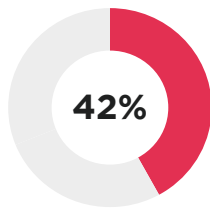
Average
Open Rate

10%

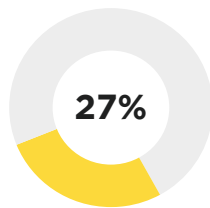
Average
Click Rate

10%

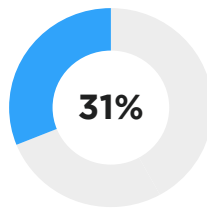
Average
Click-to-Open Rate



Read time
1-3 seconds



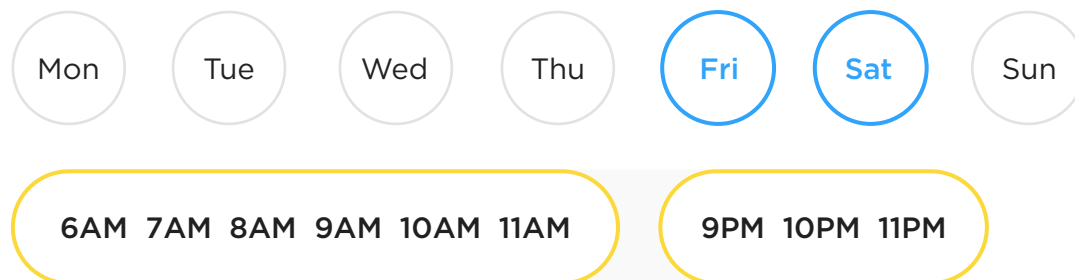
Read time
3-9 seconds



Read time
>9 seconds



Best Time and Day for Internal Emails:



3.7 Food & Beverage

63%

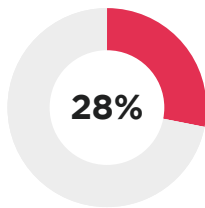
Average
Open Rate

32%

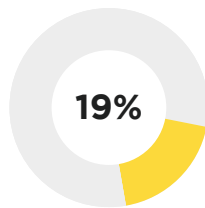
Average
Click Rate

35%

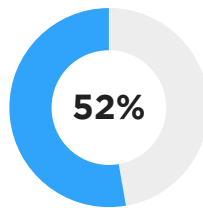
Average
Click-to-Open Rate



Read time
1-3 seconds



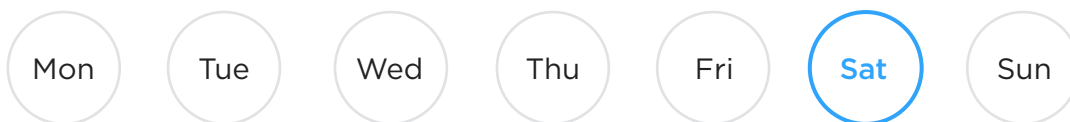
Read time
3-9 seconds



Read time
>9 seconds



Best Time and Day for Internal Emails:



7AM 8AM 9AM 10AM 11AM 12PM 1PM 2PM 3PM 4PM 5PM

3.8 Government

71%

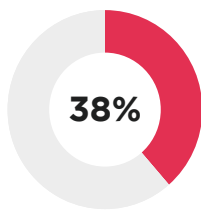
Average
Open Rate

37%

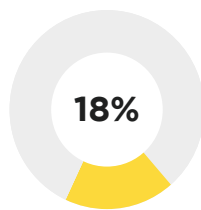
Average
Click Rate

44%

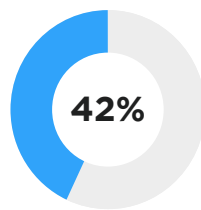
Average
Click-to-Open Rate



Read time
1-3 seconds



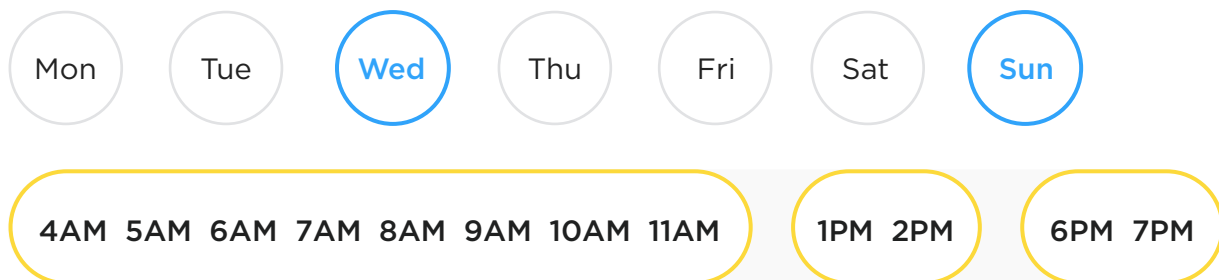
Read time
3-9 seconds



Read time
>9 seconds



Best Time and Day for Internal Emails:



3.9 Hospital & Healthcare

74%

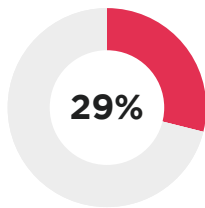
Average
Open Rate

7%

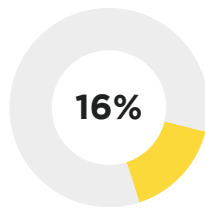
Average
Click Rate

9%

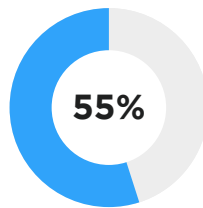
Average
Click-to-Open Rate



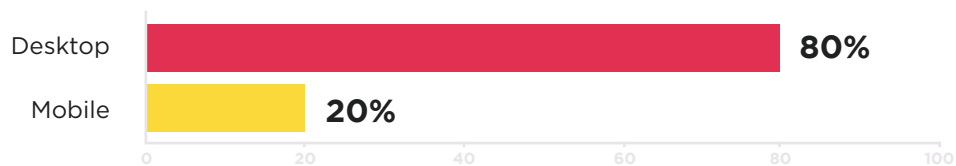
Read time
1-3 seconds



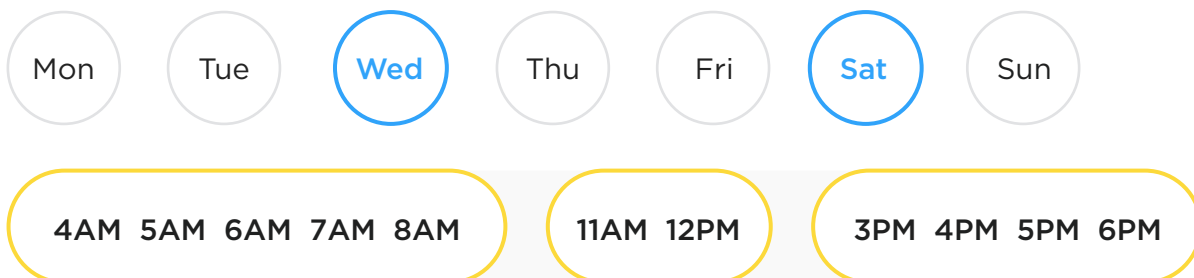
Read time
3-9 seconds



Read time
>9 seconds



Best Time and Day for Internal Emails:



3.10 Insurance

82%

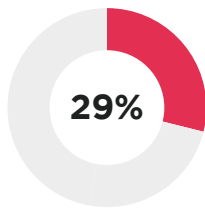
Average
Open Rate

10%

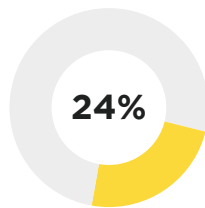
Average
Click Rate

13%

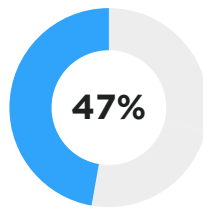
Average
Click-to-Open Rate



Read time
1-3 seconds



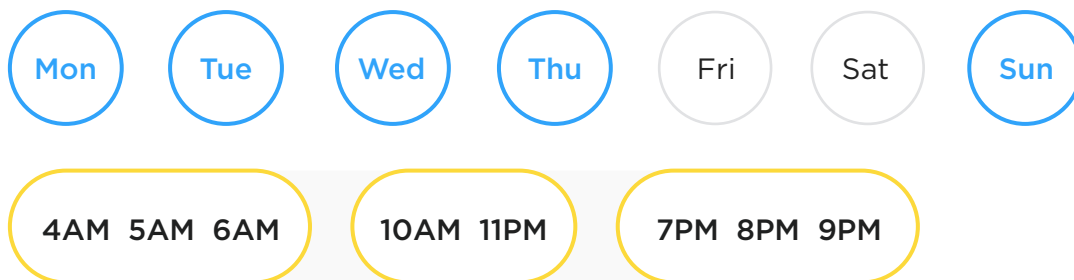
Read time
3-9 seconds



Read time
>9 seconds



Best Time and Day for Internal Emails:



3.11 Media & Entertainment

69%

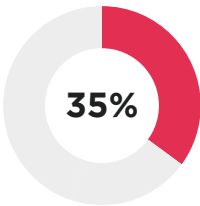
Average
Open Rate

9%

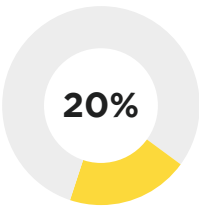
Average
Click Rate

12%

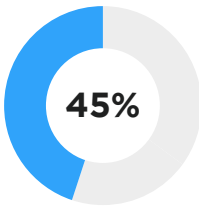
Average
Click-to-Open Rate



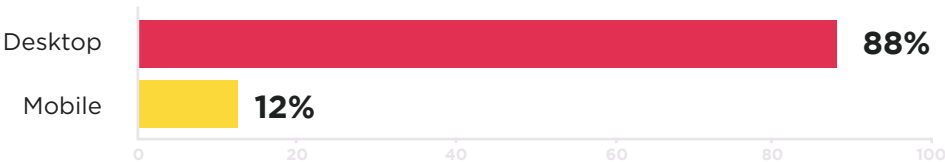
Read time
1-3 seconds



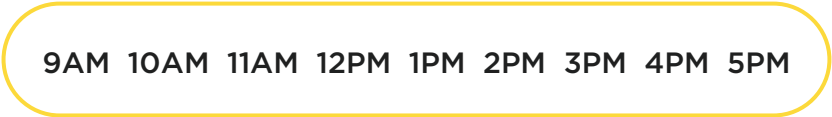
Read time
3-9 seconds



Read time
>9 seconds



Best Time and Day for Internal Emails:



3.12 Mining & Metals

77%

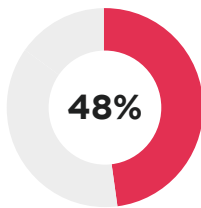
Average
Open Rate

10%

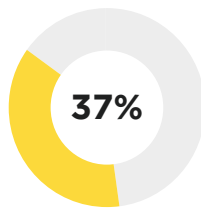
Average
Click Rate

13%

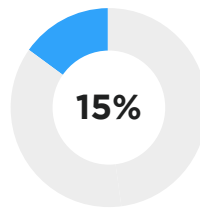
Average
Click-to-Open Rate



Read time
1-3 seconds



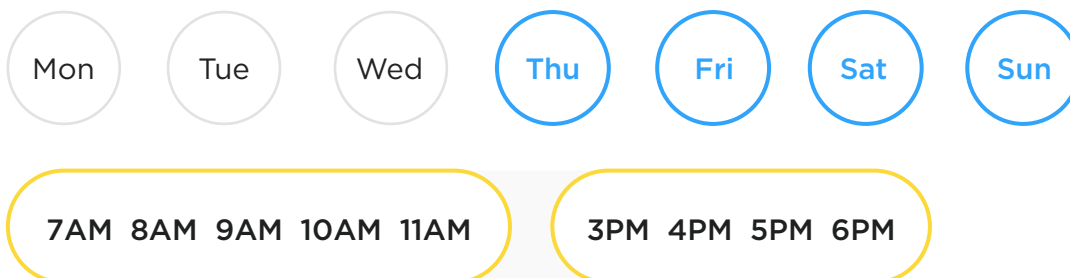
Read time
3-9 seconds



Read time
>9 seconds



Best Time and Day for Internal Emails:



3.13 Not for Profit

62%

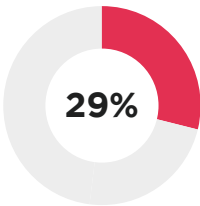
Average
Open Rate

24%

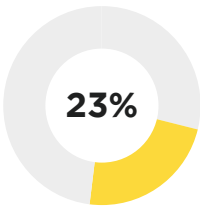
Average
Click Rate

41%

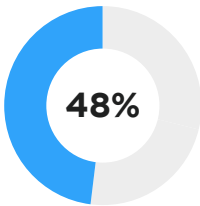
Average
Click-to-Open Rate



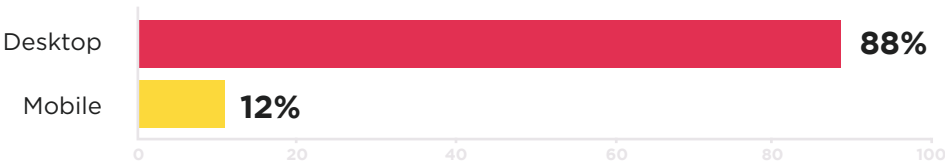
Read time
1-3 seconds



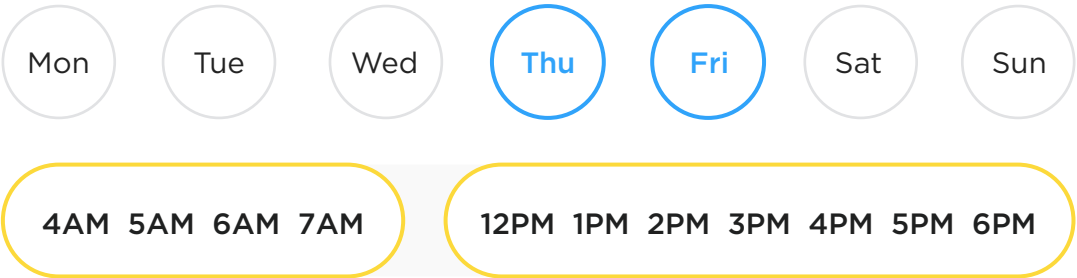
Read time
3-9 seconds



Read time
>9 seconds



Best Time and Day for Internal Emails:



3.14 Pharmaceuticals

64%

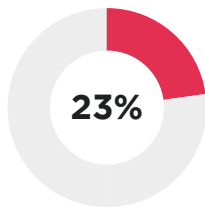
Average
Open Rate

11%

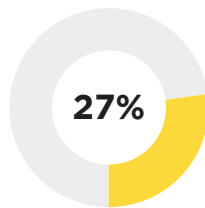
Average
Click Rate

13%

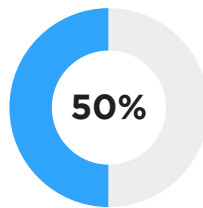
Average
Click-to-Open Rate



Read time
1-3 seconds



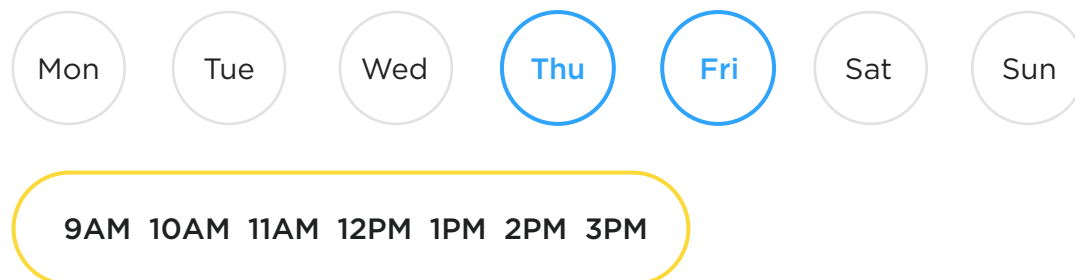
Read time
3-9 seconds



Read time
>9 seconds



Best Time and Day for Internal Emails:



3.15 Real Estate

85%

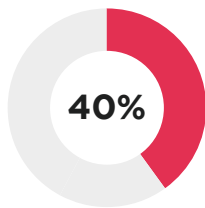
Average
Open Rate

8%

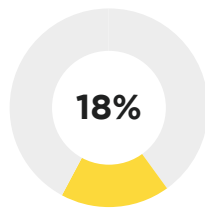
Average
Click Rate

10%

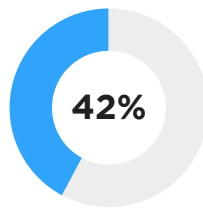
Average
Click-to-Open Rate



Read time
1-3 seconds



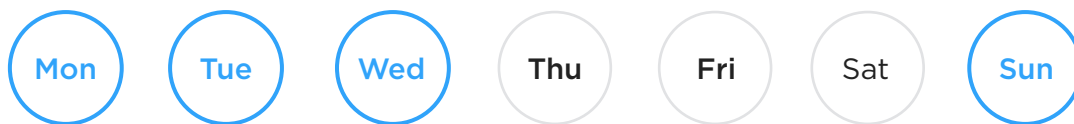
Read time
3-9 seconds



Read time
>9 seconds



Best Time and Day for Internal Emails:



9AM 10AM 11AM 12PM 1PM 2PM 3PM 4PM 5PM 6PM

3.16 Retail

80%

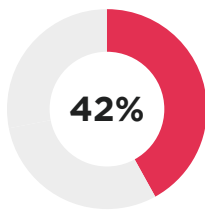
Average
Open Rate

8%

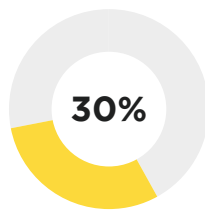
Average
Click Rate

9%

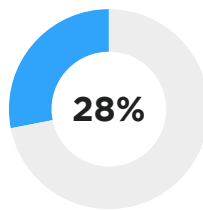
Average
Click-to-Open Rate



Read time
1-3 seconds



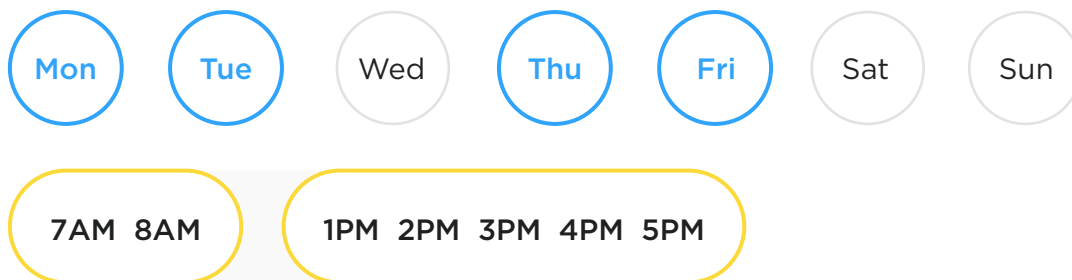
Read time
3-9 seconds



Read time
>9 seconds



Best Time and Day for Internal Emails:



3.17 Sports

78%

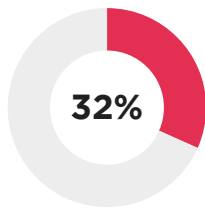
Average
Open Rate

11%

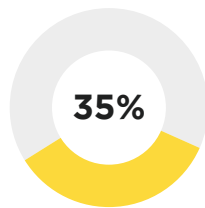
Average
Click Rate

13%

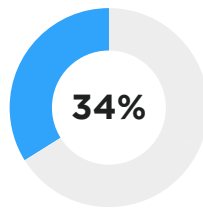
Average
Click-to-Open Rate



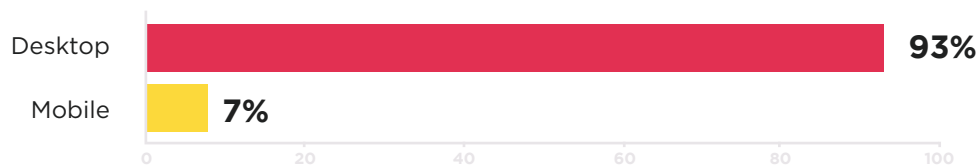
Read time
1-3 seconds



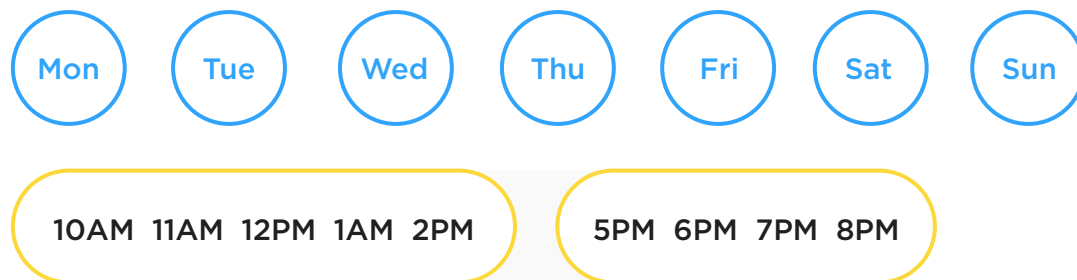
Read time
3-9 seconds



Read time
>9 seconds



Best Time and Day for Internal Emails:



3.18 Technology

77%

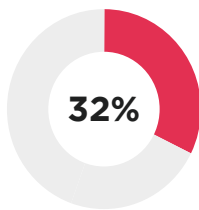
Average
Open Rate

16%

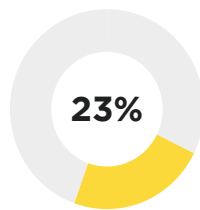
Average
Click Rate

21%

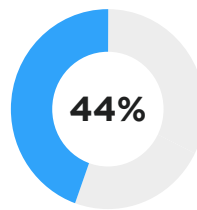
Average
Click-to-Open Rate



Read time
1-3 seconds



Read time
3-9 seconds



Read time
>9 seconds



Best Time and Day for Internal Emails:



7AM 8AM 9AM

1PM 2PM 3PM 4PM 5PM 6PM 7PM 8PM 9PM

3.19 Telecommunications

79%

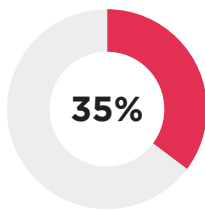
Average
Open Rate

5%

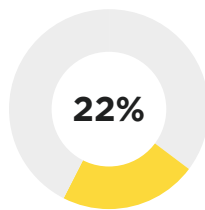
Average
Click Rate

6%

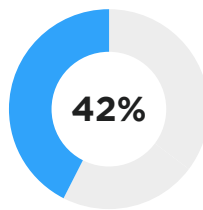
Average
Click-to-Open Rate



Read time
1-3 seconds



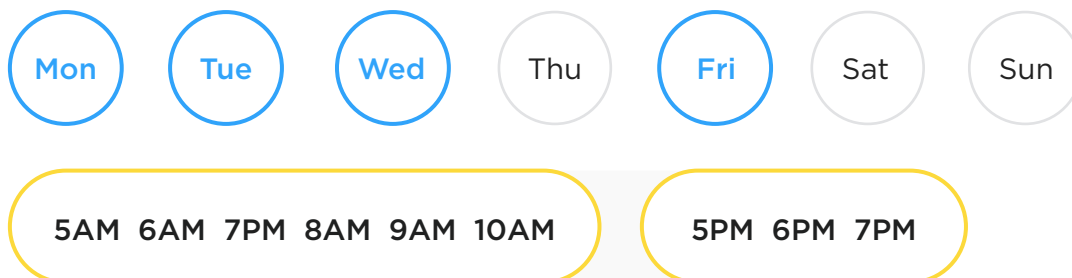
Read time
3-9 seconds



Read time
>9 seconds



Best Time and Day for Internal Emails:



3.20 Utilities, Oil & Energy

69%

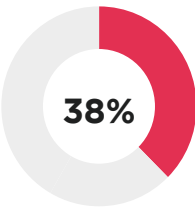
Average
Open Rate

13%

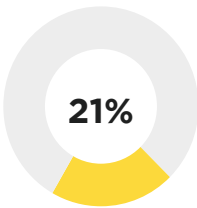
Average
Click Rate

15%

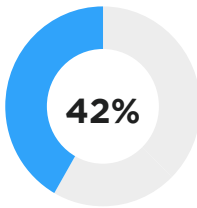
Average
Click-to-Open Rate



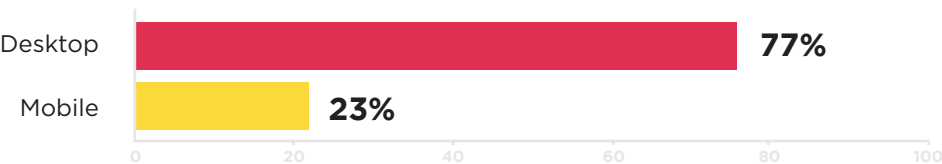
Read time
1-3 seconds



Read time
3-9 seconds



Read time
>9 seconds



Best Time and Day for Internal Emails:



9AM 10AM 11PM 12PM 1PM 2PM 3PM 4PM 5PM 6PM 7PM 8PM 9PM

4. Email Metrics by Employee Size

Employee Size	1-50	51-200	201-500	501-1000	1001-5000	5001-10000	10001+
Average Open Rate	46%	74%	80%	78%	74%	75%	79%
Average Click Rate	5%	20%	26%	9%	11%	6%	11%
Average Click-to-Open Rate	12%	17%	34%	11%	14%	9%	14%
Desktop	91%	72%	91%	87%	89%	87%	95%
Mobile	9%	28%	9%	13%	11%	13%	5%
Read Time of 1-3 seconds	37%	35%	33%	35%	35%	38%	32%
Read Time of 3-9 seconds	22%	18%	21%	21%	22%	27%	26%
Read Time of > 9 seconds	41%	46%	47%	43%	44%	35%	42%



5. Best Practices and Tips

5.1 Email Frequency

5.1.1 Don't over or under communicate

The ideal internal email frequency can be tricky to nail down. For some, increasing frequency has worked wonders; for others it has completely backfired. The right cadence for your employee newsletters depends on:

- Your internal communications goals
- The rate of change at your company
- The number of employees at your company
- Your industry and work environment

Building your email frequency plan around these factors will help you identify whether weekly, monthly, quarterly, or event-based email communication fits your goals best. Once you have implemented a plan, it is crucial to collect employee feedback and analyze key email metrics to verify that it's working.

5.1.2 Consistency is key

Along with determining the ideal frequency of your emails, you should make sure you are communicating consistently. Consistent communication will help you build a stronger relationship with your employees over time. Having a consistent email cadence also means your employees will begin to expect the communication, and are therefore more likely to engage with it. If employees are in the habit of receiving a weekly newsletter on a specific day of the week, they'll start to look forward to receiving company updates and announcements on that day.

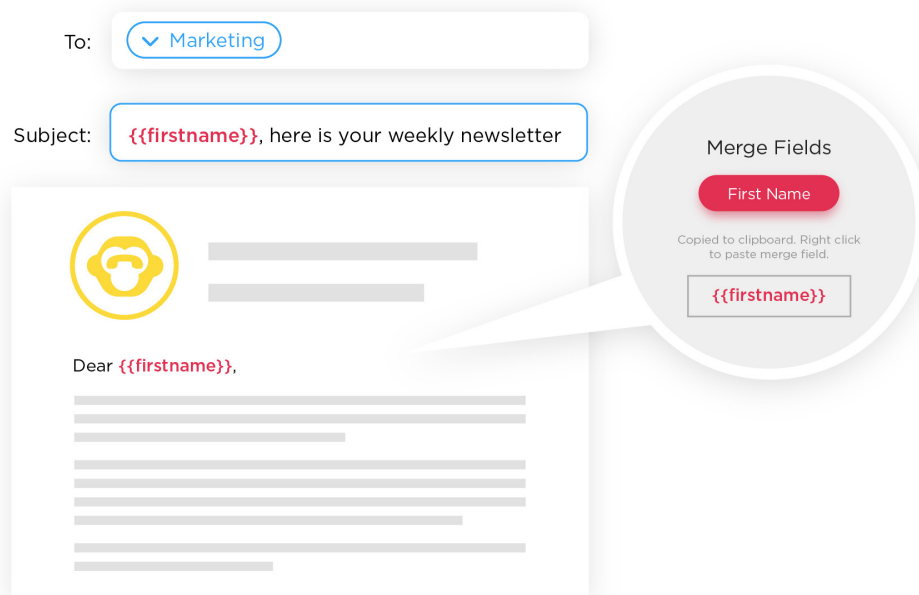
5.2 Improving Open Rates

5.2.1 Captivating subject lines

Your email subject line is the first component of your internal communication an employee sees. Open rates will largely depend on whether your subject lines have captured the attention of the recipient. Here's a few tips on how you can create a captivating internal email subject line:

Personalization: Personalizing subject lines can help increase open rates by up to 26%. Seeing one's own name immediately captures the recipient's attention.

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



Create a sense of urgency: Use words that make it impossible for a recipient to ignore the email. Words like “now” or “fast” imply a deadline and compel recipients to open the email.

Be specific: If employees are inundated with emails, they will overlook cryptic subject lines that don't mean much to them. Use specific subject lines that explicitly highlight the content of the email. Assuming your email content is relevant to the recipients, a specific subject line is more likely to pique their interest.

Character count: Our advice is to 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!

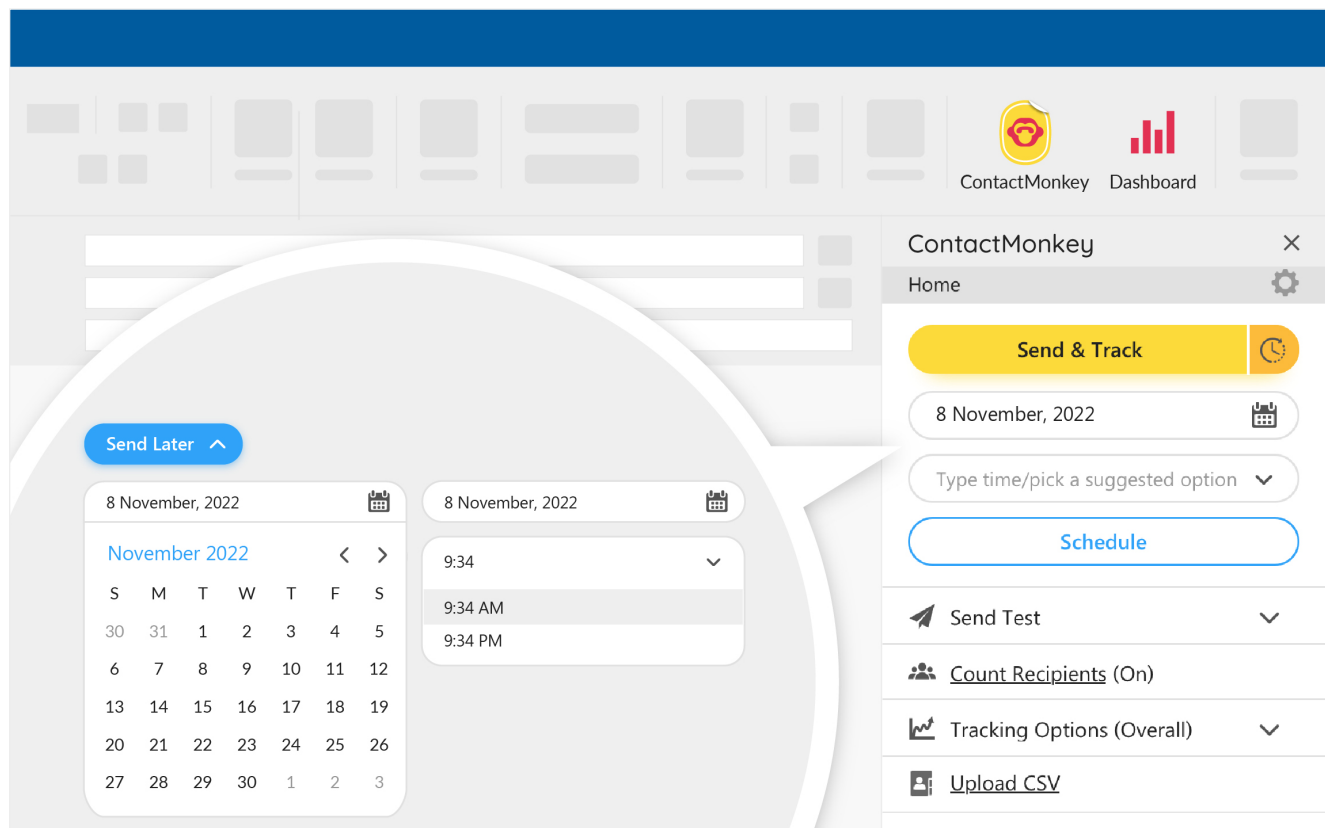
Consider using emojis: Consider using emojis in your email subject line as they can potentially increase your email open rate by 29%. For some, emojis in subject lines have been extremely effective in capturing the audience's attention - test it out to see if it works for you.

5.2.2 Identify best time and day

Emails should not be sent on an ad hoc basis if you truly want them to work. In order to have a consistent communication strategy, schedule emails so they reach your employees at the perfect time.

As highlighted in this report, there are certain days and times that promise stronger email open rates depending on your industry. You should also consider the different time zones of your various office locations.

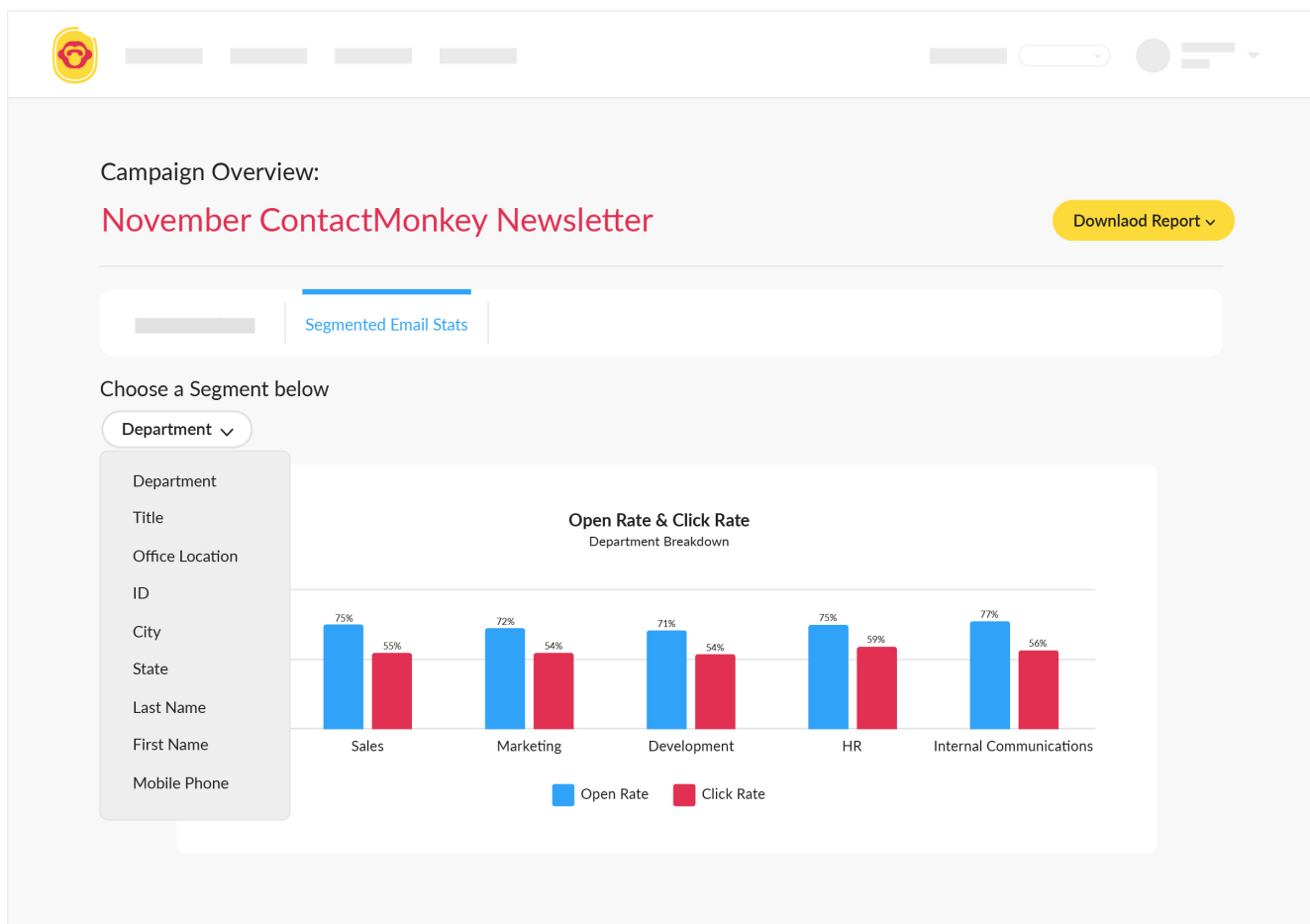
Here's how you can easily schedule emails using ContactMonkey:



5.2.3 Segment your email lists

List segmentation involves dividing your email recipients into targeted segments based on a pre-decided set of criteria. In internal communications, segmentation is often based on department, location, or company hierarchy. This helps you deliver more personalized and relevant content to your employees at the ideal time.

With ContactMonkey, you can use segmented email stats to gain more granular analytics on your email campaign, for example filter your list by department, title, location, etc. This will help further refine your email communication approach.



5.2.4 Manage your employee lists

List management is a key component of a strong internal email strategy. By creating and managing your employee email distribution lists, you can build customized mailing lists in order to send intentional, targeted internal emails. Your employees are more likely to find the communication they receive relevant, and therefore 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.

For many companies, the IT department manages employee distribution lists. With ContactMonkey, internal communicators can take complete control over employee email lists from within the ContactMonkey dashboard. ContactMonkey integrates with Azure Active Directory and Workday, so your lists can stay up-to-date automatically.

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

The screenshot shows the 'Directory' section of the ContactMonkey dashboard. At the top, there's a navigation bar with a 'Contacts' tab and an 'Import Contacts' button. Below this, there are three tabs: 'All Contacts', 'Custom Lists', and 'Sources' (which is currently selected). The 'Sources' section displays a list of contact sources:

Source Name	Details	Contact Count	Action
Global Employee Directory.csv	Imported on Aug 31, 2020 3:19 pm Imported by: Scott Pielsticker Source Type: CSV	4238 Contacts Updated or added to the directory	[Edit]
Azure AD Sync	Last synced on Jan 10, 2020 11:03 am Last synced by: Katie Liston Source Type: Azure	5321 Contacts Updated or added to the directory	[Edit]
Workday Sync	Last synced on Dec 12, 2019 11:19 am Last synced by: Liam Timmins Source Type: Workday	2279 Contacts Updated or added to the directory	[Edit]

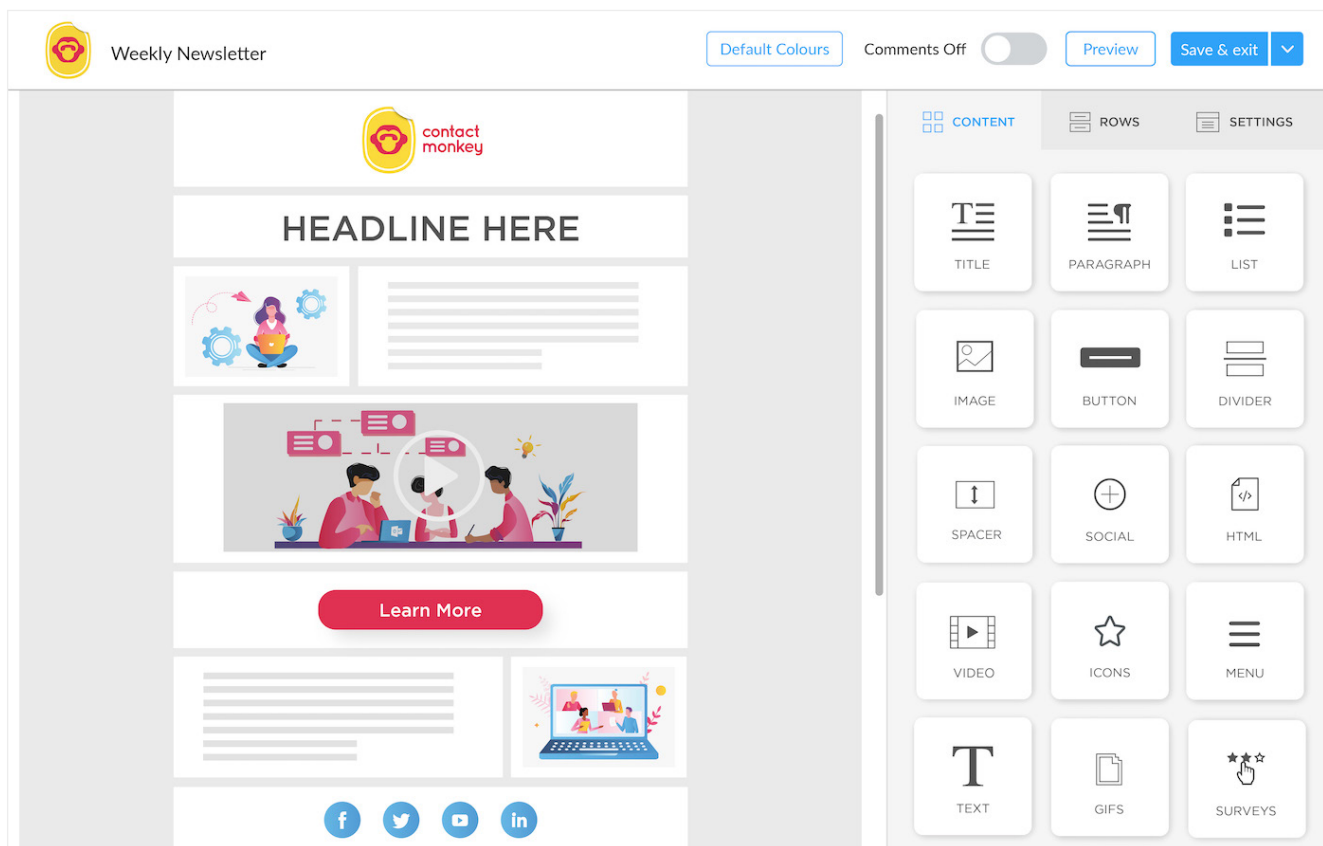
At the bottom of the 'Sources' section, there are pagination controls including a search bar and navigation arrows.

5.3 Improving Click Rates

5.3.1 Design beautiful layouts

Beautiful, responsive email designs are the cornerstone of an effective internal communications strategy. Email design is a great way to showcase your brand personality and company culture to your workforce. Custom branding is especially impactful now that most employees work remotely and don't have the opportunity to experience work culture at the office. It's also a great way to create a common experience for a workforce spread across different geographies.

That being said, designing effective layouts also has a direct impact on email engagement. Your layout should be clean, easy to navigate, mobile-friendly, and should successfully highlight the important engagement elements of your email content. This will not only increase clicks and create a seamless user experience for employees, but also encourage them to engage with future internal emails.

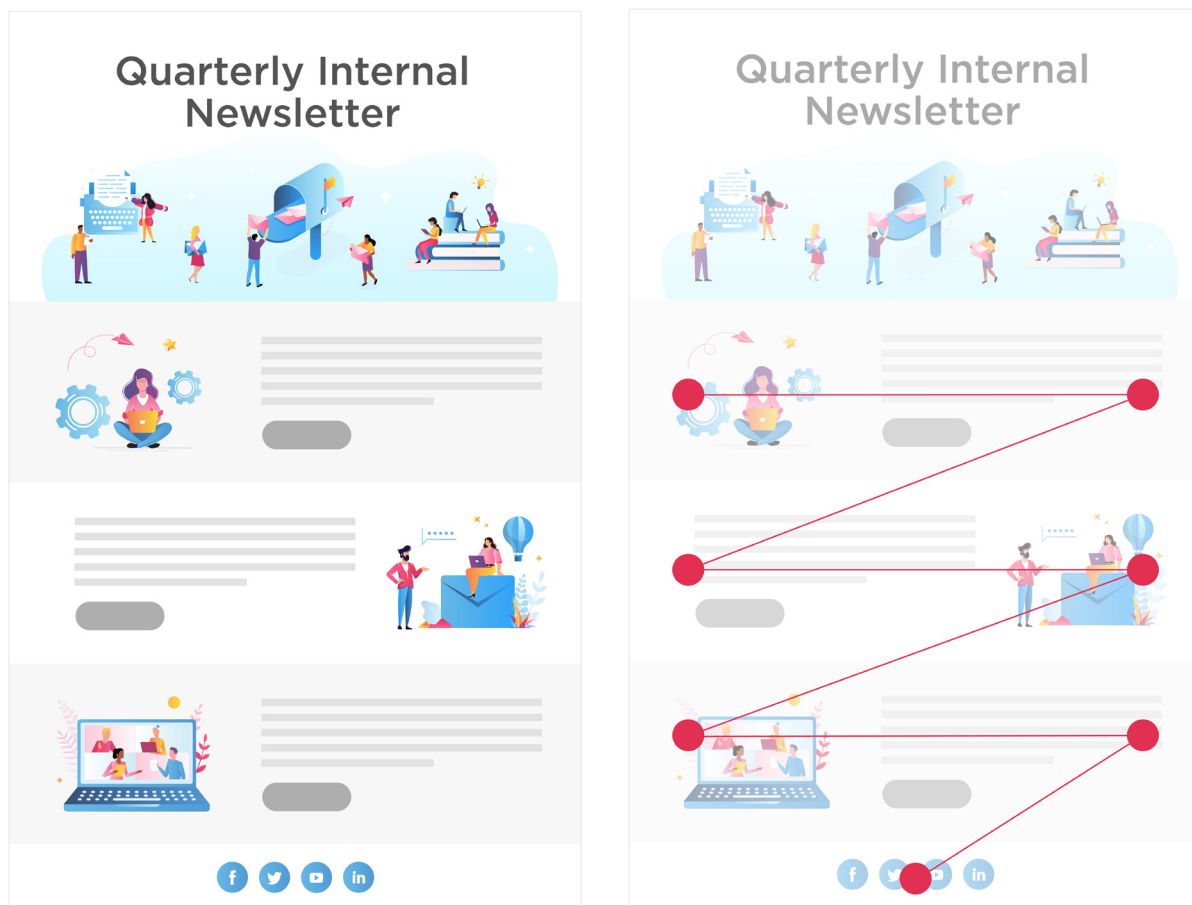


5.3.2 Have an intuitive layout

Think of your email layout as a roadmap for your reader's journey. It determines the order in which readers consume content — and how easy it is for them to do so. Certain layout patterns work well with the reader's eye movement while others work against it.

Z and F-shaped layouts, for instance, are popular for a reason. What's great about the Z shape is that it mimics the way we read books: from left to right. It also spotlights essential content at the edge of each line. The F pattern creates an order of importance and your eyes naturally sway across the page reaching the CTA (call to action) at the end.

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



5.3.3 Include engaging content and elements

Relatable content: Just like marketers, internal communicators need to recognize the interests and priorities of their audience — the employees. The content of your emails needs to be relatable. If employees do not find the communication they receive applicable, they will stop opening or engaging with your newsletters. This makes it harder to achieve your internal communications goals of maintaining consistent communication, building a dialogue with your workforce, and receiving candid employee feedback.

Shareable content: One of the best ways to amplify your reach is to include shareable content in your newsletters. When you include relatable content in your newsletters, make sure your employees can easily share the content they like. Use prominent buttons and social media share icons so employees immediately know how to share engaging content. Also, with 11% of employees accessing emails on their phones, it is key to ensure your emails are mobile-friendly.

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

5.3.4 Drive a two-way conversation

Candid employee feedback: A common challenge cited by internal communicators is difficulty 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. There are several reasons why genuine employee feedback is difficult. Maybe your employees don't feel confident expressing their views. Enabling anonymous feedback is a solution to that. Another reason could be that employees lack the patience to respond to questionnaires or long surveys. Including rating scales like emoji reactions or star ratings in your emails is a quick way to capture feedback, and it requires little time and effort from employees.



Anonymous Comments

Thank you for your response!

Question: How would you rate your overall workplace experience?

You voted 4 stars out of 5.

★★★★☆

[Click here to change your vote](#)

Please leave a comment below:

PS. All feedback is anonymous

[Submit](#)

Emoji Reactions & Ratings

Weekly Newsletter

[Default Colours](#) Comments Off ☐ [Preview](#) [Save & exit](#)

Surveys

Thumbs Up	👍	🔗
Thumbs Up/Down	👍 👎	🔗
Yes/No	✅ ❌	🔗
Star Rating	★★★★★	🔗
Emoji Rating	😞 😐 😊 😄	🔗

CONTENT ROWS SETTINGS

TITLE PARAGRAPH LIST

IMAGE BUTTON DIVIDER

SPACER SOCIAL HTML

VIDEO ICONS MENU

TEXT GIFS **SURVEYS**

Embed a Survey

Select a Survey

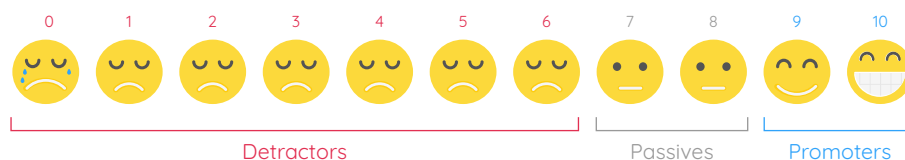
f t g+ i in

Pulse surveys: Many companies rely on lengthy annual employee surveys for employee feedback. However, these long-form questionnaires are useful in assessing the performance of your long-term strategy, but there is a lot that can get missed over the course of a year. As you go through organizational changes, introduce new initiatives or training, announce internal or external news, and monitor employee sentiment in real time.

Pulse surveys are short surveys, which usually take under 5 minutes to complete. They can be used multiple times all year long to gauge how employees feel about a particular event. Pulse surveys are likely to garner a higher number of responses, and they also enable you to adapt your strategy based on real-time employee feedback.

eNPS: Employee Net Promoter Score (eNPS) is a metric used to measure your employees' level of engagement. An eNPS survey asks employees to respond to an engagement-related question using a scale of zero to ten. With ContactMonkey, you can easily embed eNPS into your email newsletters and receive summarized insights on current employee engagement levels in your company.

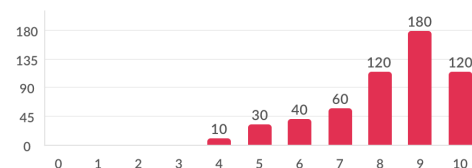
On a scale of 0-10, how likely are you to recommend this organization as a place to work?



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

Employee NPS

Question: On a scale of zero to ten, how likely are you to recommend ContactMonkey to friends or family as a place to work?



Detractors (0-6): 80 (14%)

Passives (7 and 8): 180 (32%)

Promoters (9 and 10): 300 (54%)

Employee NPS = 54% (Promoters) - 14% (Detractors) = 40

40
Employee NPS

54%
Promoters

32%
Passives

14%
Detractors

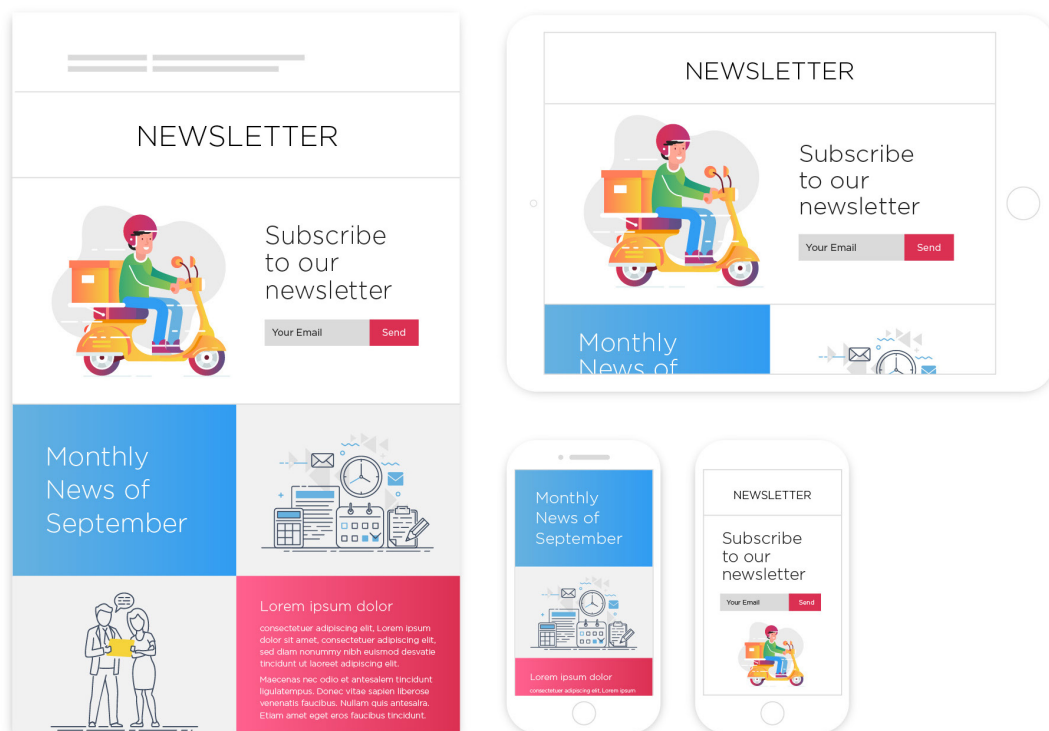
Comments

5.4 Other Best Practices

5.4.1 Mobile-friendly communication

With the rise of remote work and the deskless workforce, more employees are accessing company emails on their mobile phones. Creating mobile-friendly email newsletters creates a better user experience for readers and will help improve internal email engagement and performance.

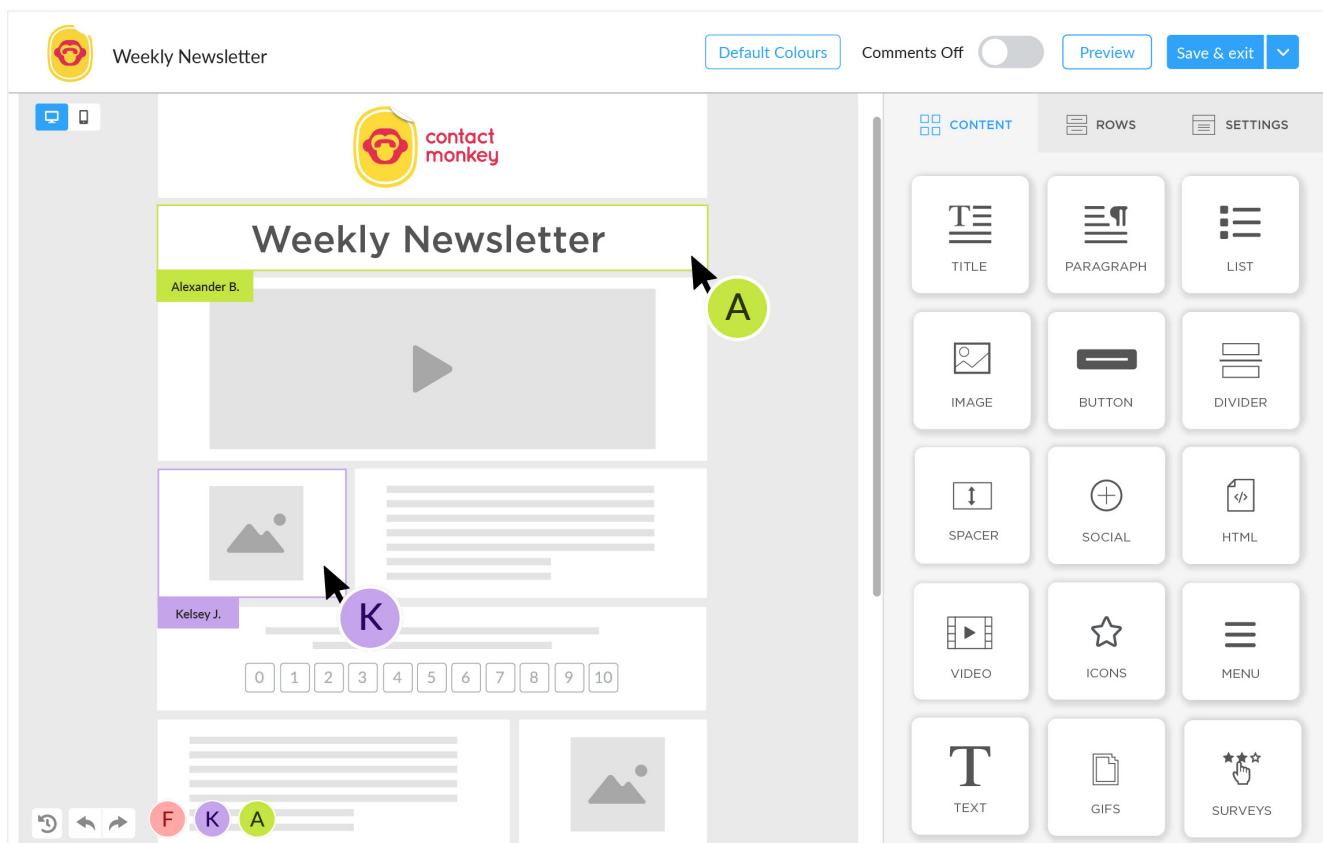
With ContactMonkey, you can have complete control over email design for mobile. You can view and edit email newsletters as they appear on mobile devices, switch between desktop and mobile view while building employee emails, hide elements from displaying on a particular device, toggle between the hidden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



5.4.2 Team collaboration

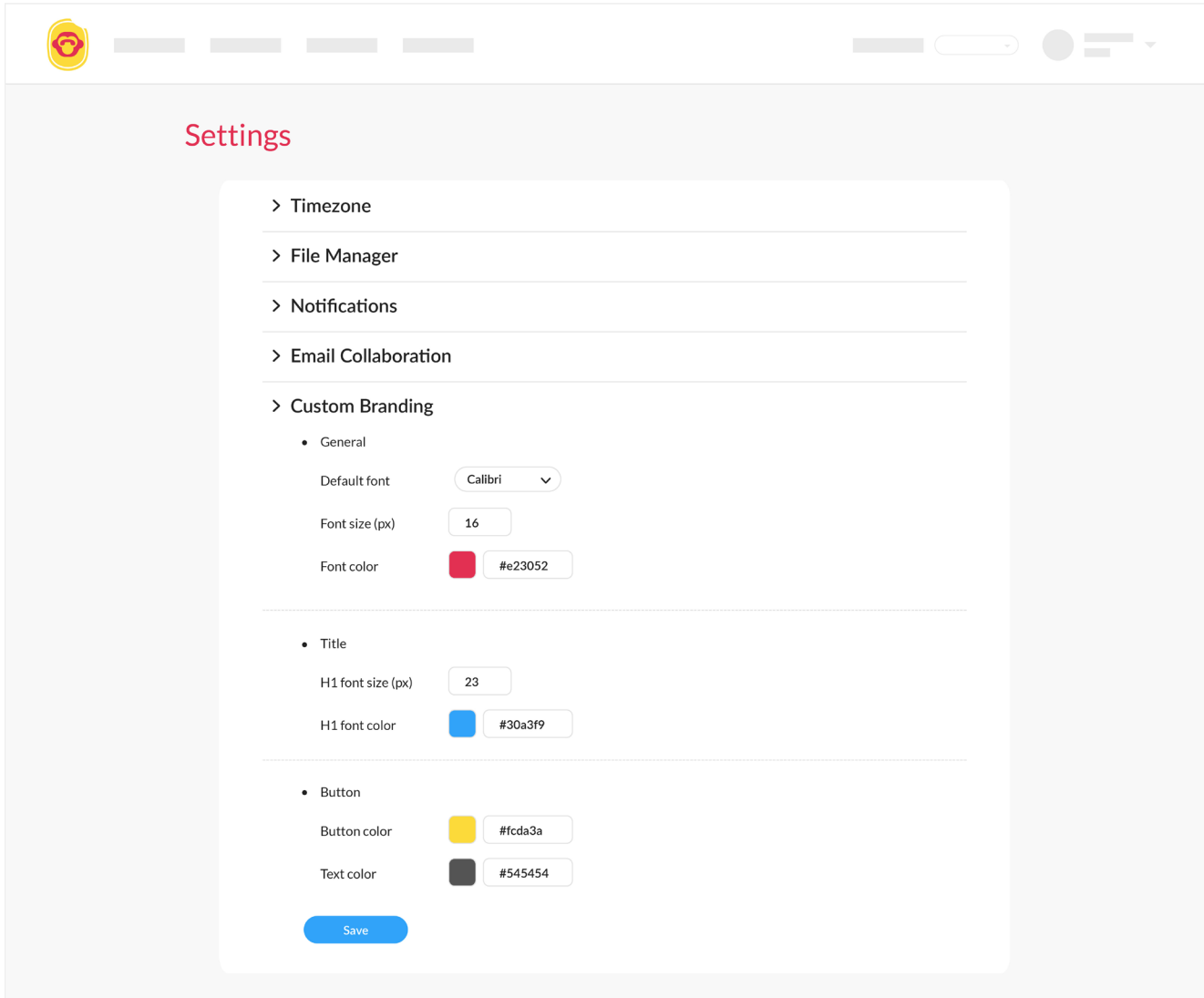
Make sure all team members are aligned on the content and communication being disseminated across the organization.

With many teams still working remotely, keeping them on the same page can be difficult. ContactMonkey enables team members to build and access shared email templates. Teammates can also work on an email template simultaneously and view changes being made in real-time. This helps to collaborate easily, and ensures everyone is on the same page.



5.4.3 Custom branding

Create on-brand content to strengthen your employer brand and communicate your company culture to employees. ContactMonkey's Custom Branding feature enables you to set default colors, fonts, and text box padding on behalf of the organization. This helps overcome the challenge of visual inconsistencies in emails created by different team members across the company.



The screenshot shows the 'Settings' page of the ContactMonkey application. The page has a light gray background with a white content area. At the top left is a yellow circular logo with a red monkey face. To the right of the logo are four gray rectangular buttons. Further right are a slider control, a circular profile picture placeholder, and a hamburger menu icon. The word 'Settings' is displayed in red text. Below it, a list of settings categories is shown with expandable arrows: Timezone, File Manager, Notifications, Email Collaboration, and Custom Branding. The 'Custom Branding' section is expanded, revealing three sub-sections: General, Title, and Button. Each sub-section contains configuration options with color swatches and text input fields. A blue 'Save' button is located at the bottom of the Custom Branding section.

Settings

- > Timezone
- > File Manager
- > Notifications
- > Email Collaboration
- > Custom Branding
 - General
 - Default font: Calibri
 - Font size (px): 16
 - Font color: #e23052
 - Title
 - H1 font size (px): 23
 - H1 font color: #30a3f9
 - Button
 - Button color: #fcd3a3
 - Text color: #545454

Save

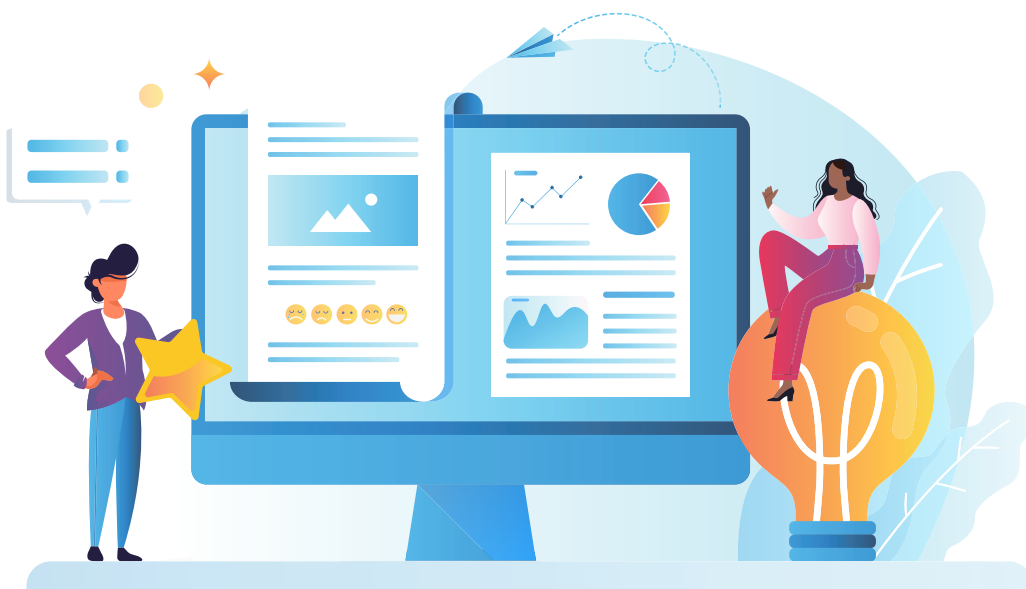
6. Conclusion

While internal communicators experiment with a variety of channels, it is clear that email will remain a constant component of most communication plans for the foreseeable future. However, it can be challenging to devise an effective email strategy without the right input. The key to successful internal communications is having access to vital metrics, along with useful insights.

As this report highlights, email performance varies across industries and company sizes. A closer look at the data makes it evident that a winning internal email strategy doesn't have a one-stop-shop solution. Understanding employee preferences and behaviors in the context of your organization needs to be a continuous process in order to nail your internal email performance. Collecting feedback from employees and relying on research and best practices is an important supplement to informative analytics.

When it comes to improving open rates, click rates, and overall employee engagement, make sure you test different tactics and best practices to build a results-focused email communication plan for 2023.

We hope this sets you up for success!





About ContactMonkey

ContactMonkey is an internal communications and employee engagement tracking solution that integrates into Outlook and Gmail inboxes. We built our tool to help internal communicators transform employee newsletters into a two-way communication channel.

Use ContactMonkey to create, send, track, and measure employee feedback and the effectiveness of your corporate communications.

**Interested in learning more about how
ContactMonkey can help you drive employee
engagement from your inbox?**

[Book a Call](#)