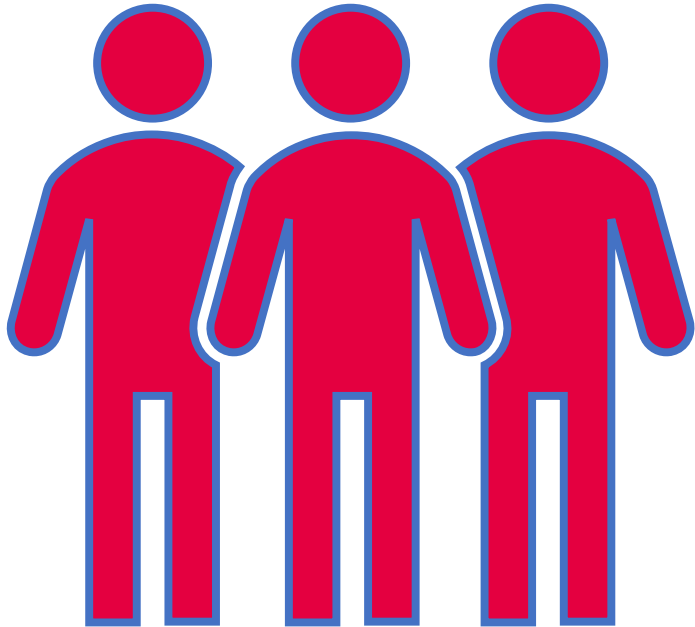# From Alerting to Engagement

Oliver Rickard
Product Manager

HighWire

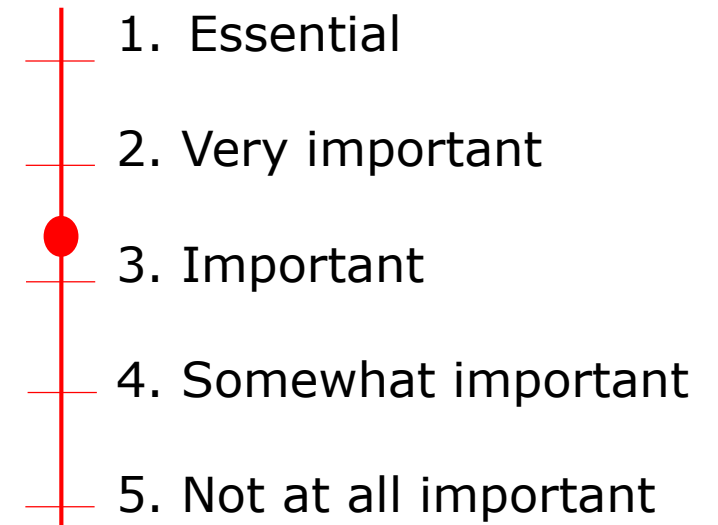# Alerts as an opportunity to further engage with users

- **Important to users**
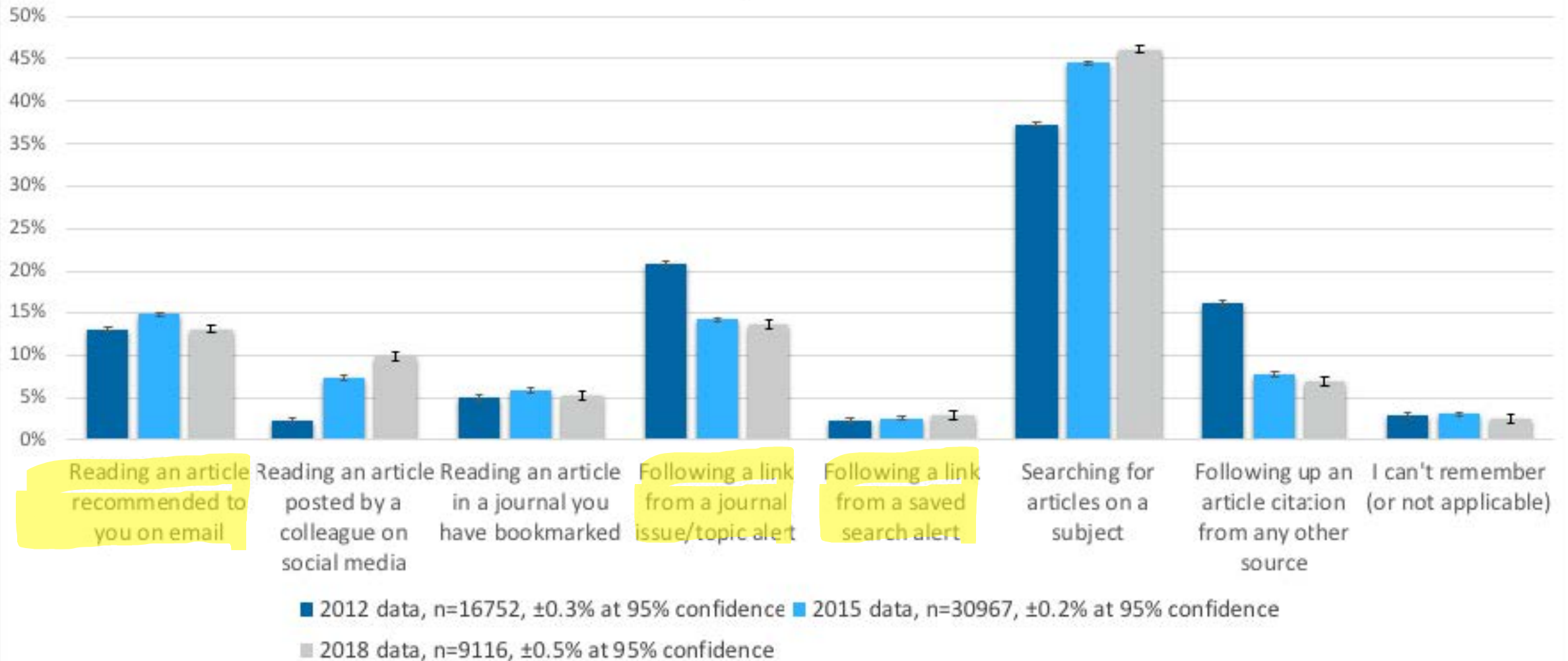- **Important to publishers**

Exploring alerting as a tool to foster further engagement with users

HighWire
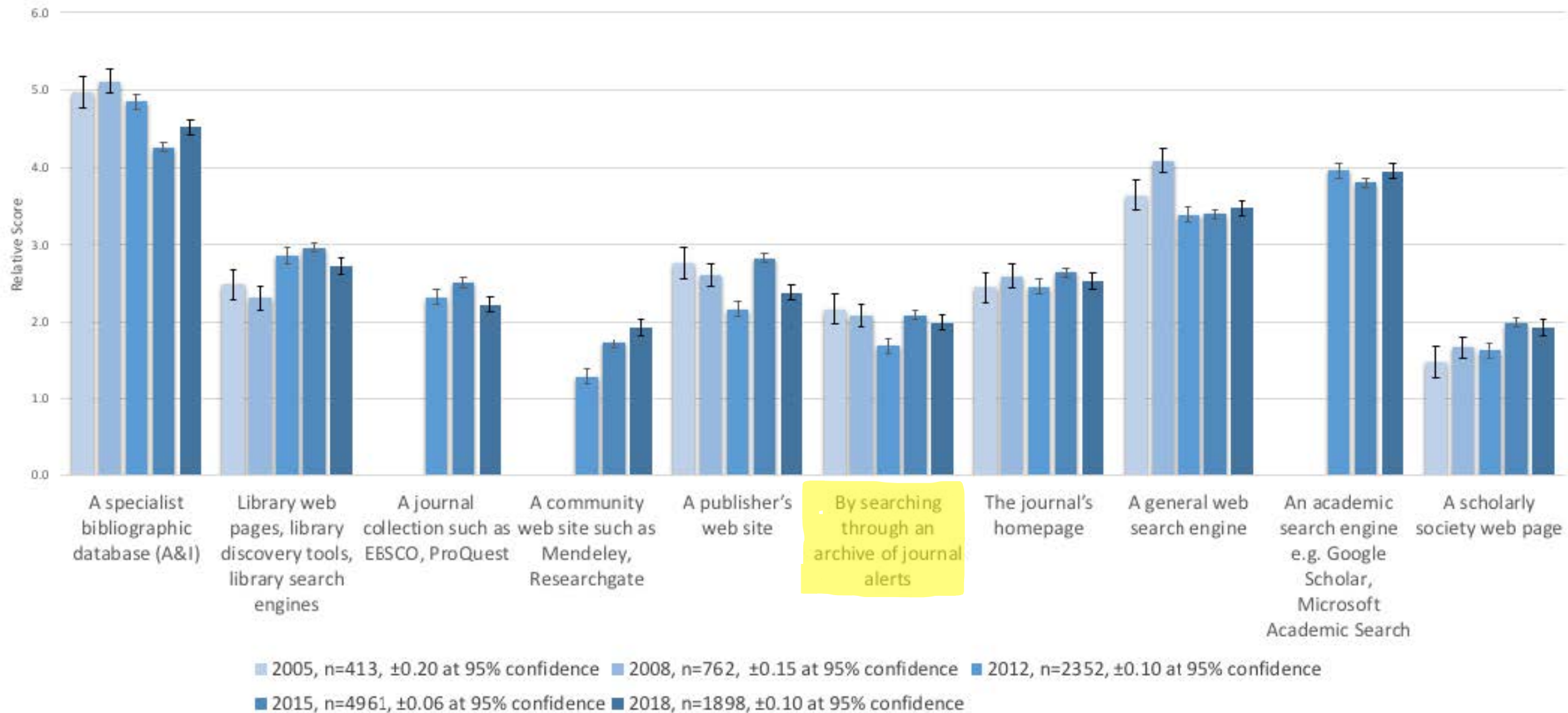
Email remains key resource for researchers

Social Media Type	Mean	SD
Email lists or listservs	2.86	1.311 ●
Blogging (Wordpress, Blogger)	3.80	1.125
Microblogging (Twitter, Tumblr)	4.10	1.132
Institutional repository	2.82	1.257
Cloud services (Dropbox, Google Drive)	2.90	1.343
Reference management software	3.41	51.444
Research social networks	2.96	1.391
General social networks	3.90	1.160
Collaborative authoring	3.05	1.291
User comments in articles	3.42	1.219
Image sharing (Instagram, Flickr)	4.17	1.070
Audio sharing (podcasts)	3.98	1.117
Video sharing (YouTube, Vimeo)	3.44	1.242

1. Essential
2. Very important
● 3. Important
4. Somewhat important
5. Not at all important

HighWire

How Readers Discover Content 2018 – Gardner & Inger

When you need to do a search for articles on a specific subject, where on the web do you start that search?

Relative Score

Categories (x-axis): A specialist bibliographic database (A&I); Library web pages, library discovery tools, library search engines; A journal collection such as EBSCO, ProQuest; A community web site such as Mendeley, Researchgate; A publisher's web site; By searching through an archive of journal alerts; The journal's homepage; A general web search engine; An academic search engine e.g. Google Scholar, Microsoft Academic Search; A scholarly society web page

Legend:
- 2005, n=413, ±0.20 at 95% confidence
- 2008, n=762, ±0.15 at 95% confidence
- 2012, n=2352, ±0.10 at 95% confidence
- 2015, n=4961, ±0.06 at 95% confidence
- 2018, n=1898, ±0.10 at 95% confidence

How Readers Discover Content 2018 – Gardner & Inger

Takeaway

Researchers still live in their inbox

HighWire

Users proactively seek alerts of all types

of Users signed up for alerts by type

Legend:
- Table of Contents
- Citation
- Announcement
- Correction
- Publish Ahead of Print
- ELetter
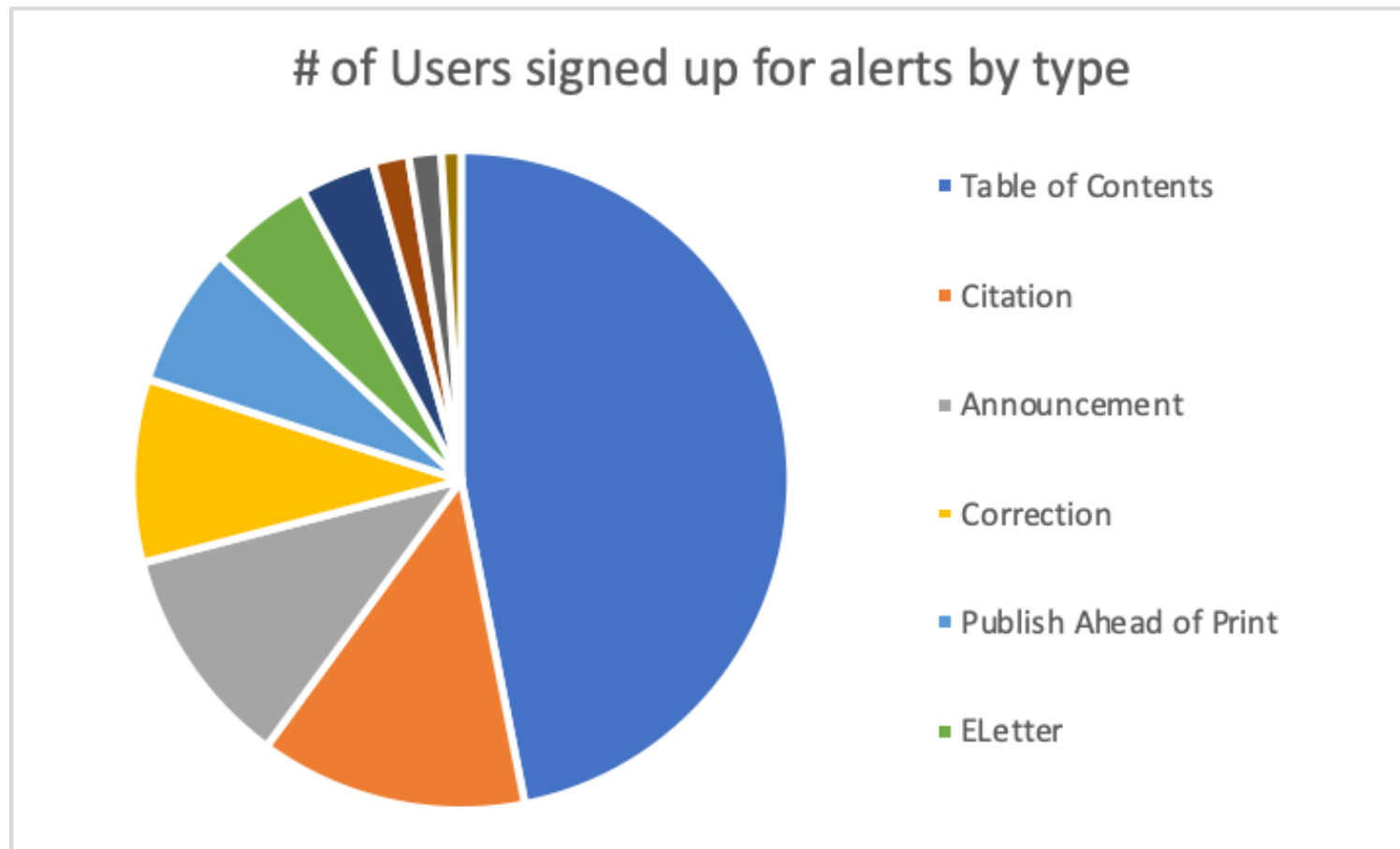
Table of Contents	47%
Citation	13%
Announcement	11%
Correction	9%
Publish Ahead of Print	7%
ELetter	5%
Future Table of Contents	4%
Continuous Publication Table of Contents	2%
Keyword/Author	2%

Over 4 million individual sign-ups across the HighWire platform – March 2019

HighWire

Our publishers generate a lot of automated email

15.6
Million Alerts

Jan – April, 2019

ALERTS PER MONTH - 2019

4,500,000	
4,000,000	4,012,627 ... 4,075,167
3,500,000	3,898,055
	3,593,557
3,000,000	

Jan   Feb   Mar   April

HighWire
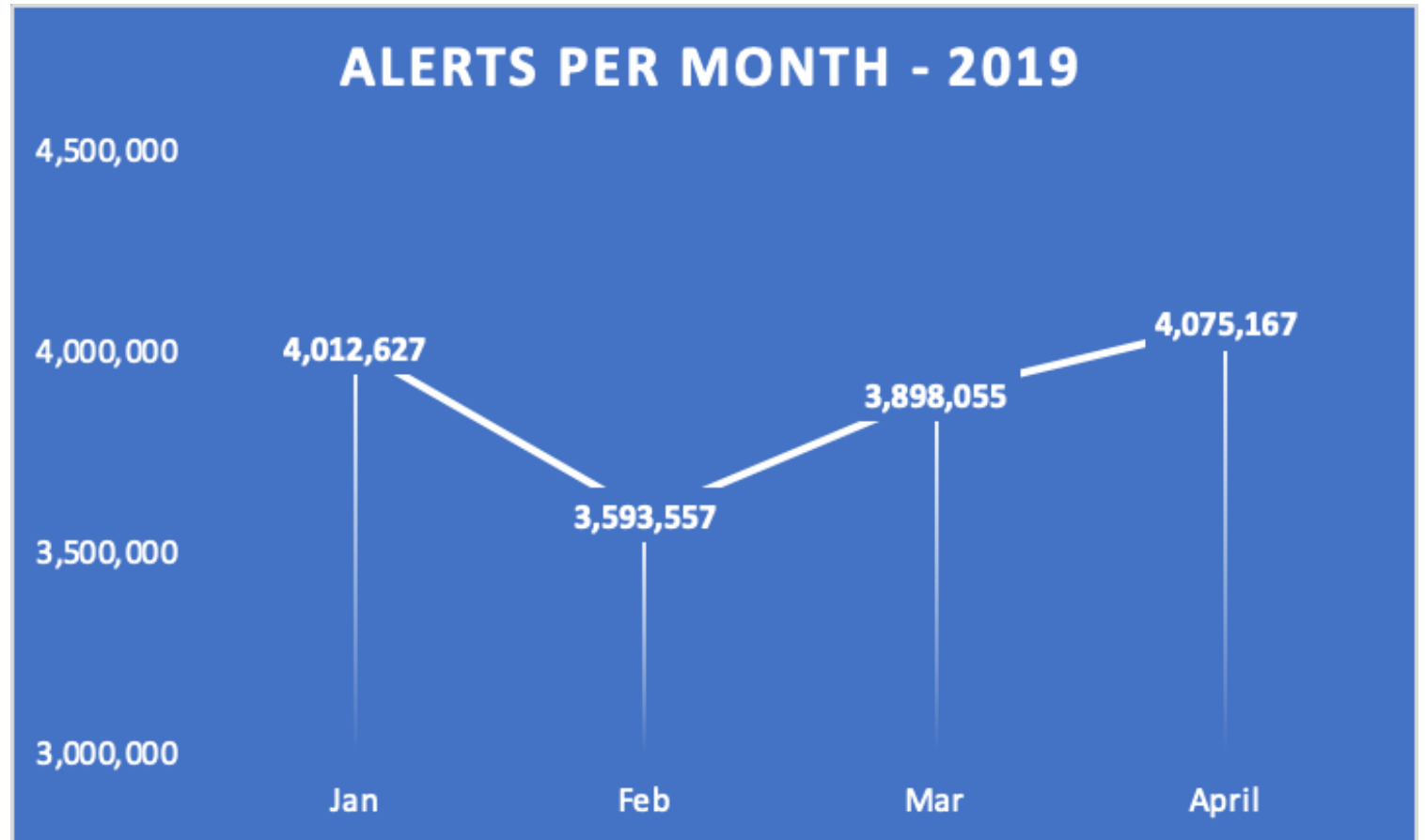
Takeaway

Many alerts sent: lots of potential for engagement

HighWire

Publisher concerns

Internal Stakeholders		External Stakeholders
Editorial	Society	Authors
Marketing	Technology	Librarians
Sales	Customer Support	Funders
Production	Education Training	Society Members
Business Operations	Public Coms	Peer Reviewers
Meetings	Boards (Society /Publishing)	Readers
Quality	Institutional Account Mgmt	Technology Partners

Business Drivers		
Increase impact	Grow/Assist marketing	Increase revenue - advertising
Launch more journals	Strengthen brand	Increase revenue - eCommerce
Improve researcher experience	Increase discoverability	Increase revenue-Subscriptions
Increase value from conferences	Make data-driven decisions	Improve value to members
Improve compliance	Test publishing models (e.g., Open Access)	Engage librarians
Optimize manuscript workflows	Increase public outreach	Improve publishing efficiency
Attract/Retain Authors	Support the mission	Increase funding

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Takeaway

Many ways in which alerts can help publishers

HighWire

The science of email: Resources

50 billion emails

- The data for this analysis came from more than 50 billion emails from over 100,000 different senders to more than 2 billion different recipient addresses.

- Most Internet users in the world are represented in this report in one or more aggregate statistics.

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The science of email: Key statistics

		(of 750 sent)	
Open Rate	% of total opened	180 Opened	24%
Click through Rate	% click on a link	100 Clicks	14%
Click to Open Rate	Unique clicks/opens	100/180	55%
Unsubscribe Rate	% of opt-outs	15 opt-outs	2%

HighWire

The science of email: Impact of subject line

Number of characters in email subject lines

Open rate · Click-through rate · % of messages
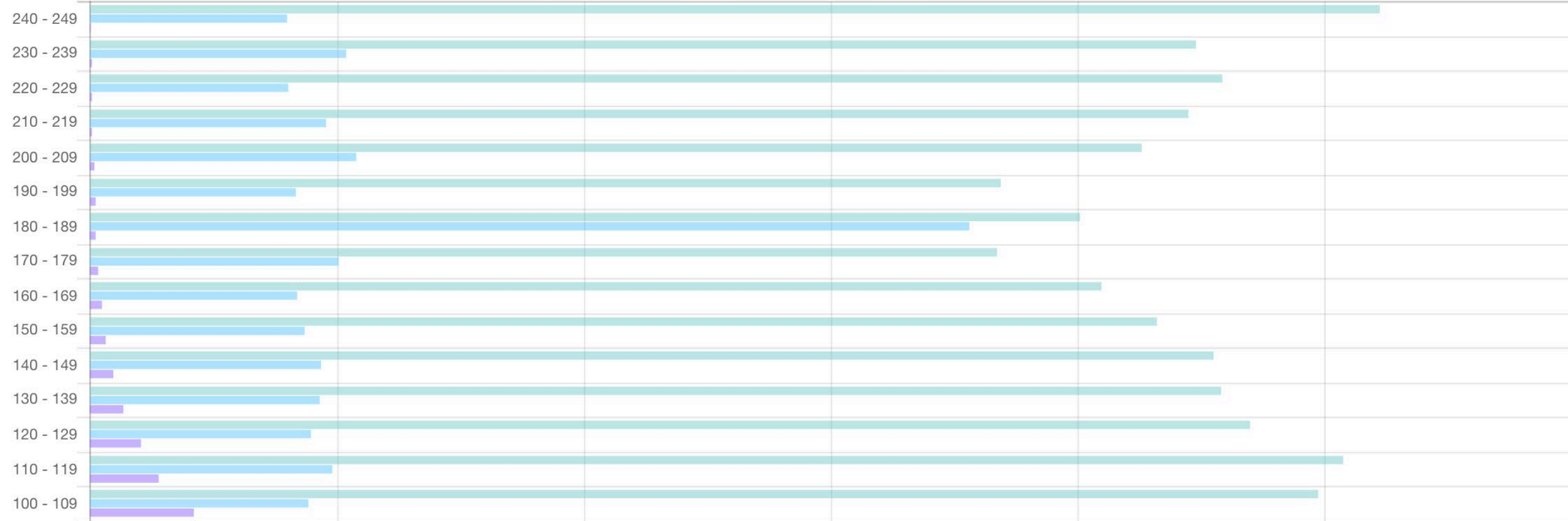
The science of email: Industry average

Industry	Open rate	Click-through rate	Click-to-open rate	Unsubscribe rate
Publishing	33.29%	8.86%	26.61%	0.18%
Communications	27.57%	5.99%	21.72%	0.13%
Education	31.59%	5.04%	15.96%	0.25%
Restaurants & Food	37.40%	5.02%	13.43%	0.26%
Arts & Entertainment	30.00%	4.90%	16.32%	0.22%
Financial Services	25.05%	4.54%	18.13%	0.20%
Automotive	31.28%	4.40%	14.06%	0.32%

Takeaway

Email science can be used to tune alerts to publisher needs

HighWire

What do with the data

- Establish baseline for your alerts
- Compare to HighWire benchmark data
- Research SendGrid Community resources for areas to tackle
- Determine plan of attack
- Conduct A/B testing to validate your hypothesis
- Monitor improvements

HighWire

Other SendGrid Resources

- Guide: *How Much is That Email Worth – The 9 Rules of Email Measurement*

- Guide: *How To Market Your Business With Email*

- Guide: *SendGrid's 2018 Email Deliverability Guide*

- Blog Post: *5 Email Best Practices, Then And Now*

- Blog Post: *How to Email Blast Without Getting Blacklisted*

- Blog Post: *An Email You Should Never Send*

- Webcast: *GDPR Legislation: What Senders Need to Know*

HighWire

From Alerting to Engagement

Researchers still live in their inbox

Many alerts sent: lots of potential for engagement

Many ways in which alerts can help publishers

Email science can be used to tune alerts to publisher needs

HighWire