Flimp

2023-24
Open Enrollment
Case Study and Trends Report

How we helped over **230** employers reach nearly **843,000** employees and meet their OE goals

| **70%** | Engagement rate across all employers |

| **87%** | Engagement rate for first-time Digital Postcard clients |

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This year, HR and benefits teams continued to mature their approach to benefits education to reach and engage their workforces.

Digital Postcards help employers get benefits messages out beyond what they can do with email alone, enabling HR leaders to distribute content across a variety of channels. While these powerful microsites continue to be a core focus for engagement, more robust solutions like Benefits Showcases, Resource Centers, and Virtual Benefits Fairs are drawing some engagement away from Digital Postcards. In cases where there's no year-round microsite, in particular, engagement with Digital Postcards continues to trend higher than the average reflected here.

Trends continue to show the power of short-form education with a steady increase in the number of enrollment videos used, links to other microsites, and the use of text messaging and QR codes to increase mobile views.

Countdown clocks were also used more aggressively this year, with nearly double the amount included in Digital Postcards over last year. Given they've only been available for the last two years, it's hard to be certain, but this could be a contributing factor in pushing employees to enrollment sites faster and with fewer clicks.

This report provides an analysis of engagement results and offers best practices to help improve the employee and client experience for open enrollment this year and beyond. In this report, you'll get aggregate results, industry breakdowns, and clear, actionable takeaways.

Sample clients include:
- AMC Theaters
- New Balance
- NPR
- Swire Coca-Cola
- Tripadvisor
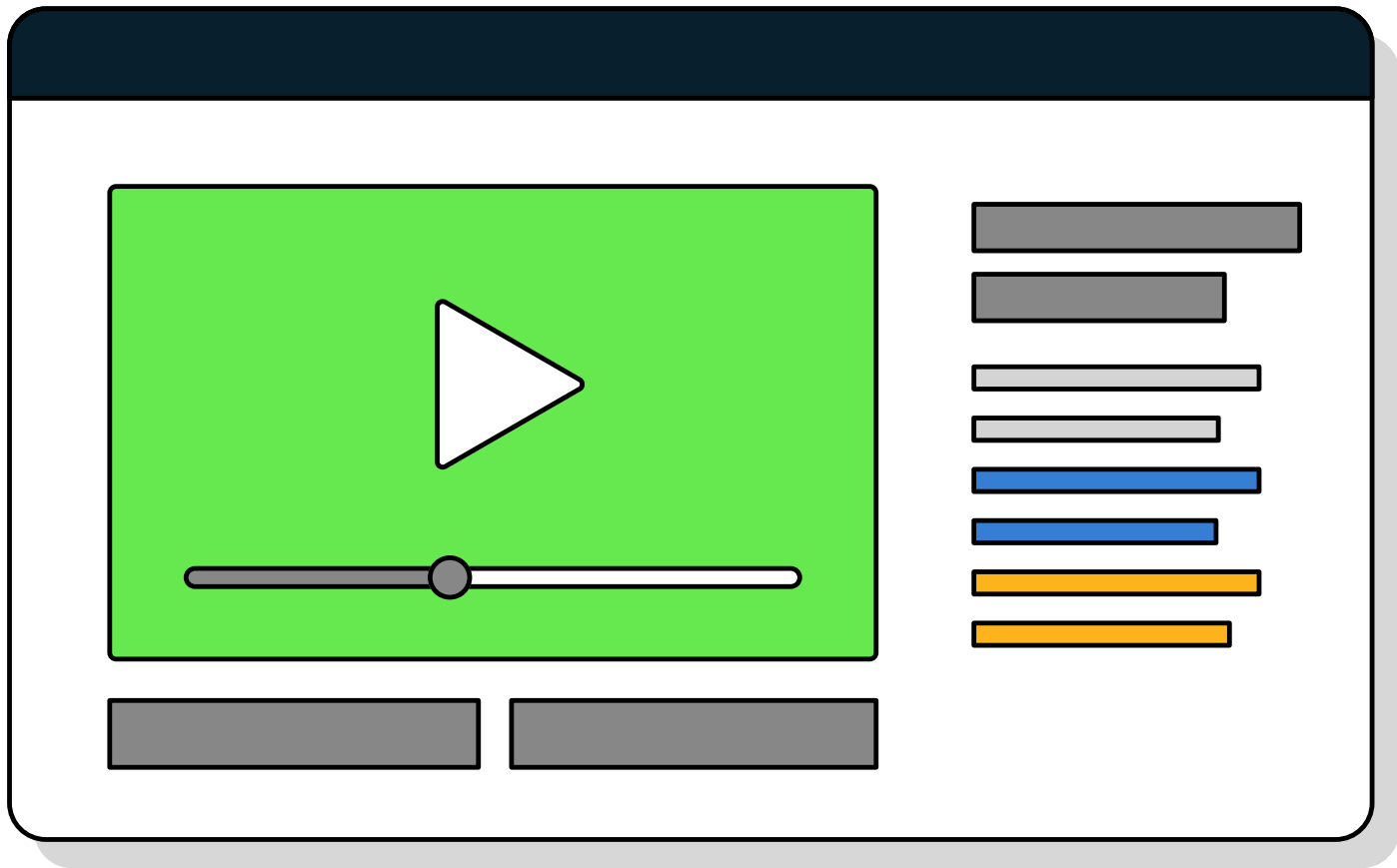
What Is a Digital Postcard?

Digital Postcards are branded video microsites with built-in viewer tracking and reporting. By combining custom videos, messaging, and interactive elements, they educate readers around a targeted topic, and then drive them to take action.

SEE EXAMPLES

2023-24 OPEN ENROLLMENT

Aggregate Results

70%

Average Engagement Rate

for Digital Postcards used in OE campaigns

235

Total Campaigns

all annual benefits enrollment, all in the 2023 calendar year

842,747

Total Targeted Employees

19.5%

Mobile Views

Total Actions Taken

415,733

Average Number of Actions Taken in Each View

1.00

Average Time on Content

1MIN **5**SEC

1,106

Total Videos

274

Enrollment Intro Videos

2MIN **36**SEC

average duration

763

Supplemental Videos

69

Benefits Overview Videos

13MIN **4**SEC

average duration

122,800

Total Video Views

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SECTION 1:

Results by Industry

Are you wondering what a good engagement rate, response rate, or average time on content is for your employees?

In this section, we break our data down by industry in order to establish some benchmarks to measure against your own open enrollment communication campaigns.

In addition to the 14 industries featured, there were other industries included in the aggregate data that were not called out due to limited sample size.

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Open Enrollment Engagement Rates
BY INDUSTRY

Industries represented

Banking and Financial Services
Comms, Telecoms, Media, and Broadcasting
Construction
Consumer Products and Retail
Education
Government and Municipalities
Healthcare

Information Technology
Insurance, Legal, and Business Services
Manufacturing
Oil, Energy, and Utilities
Pharmaceuticals and Biotechnology
Recreation, Hospitality, and Tourism
Transportation (Planes, Trains, and Automobiles)

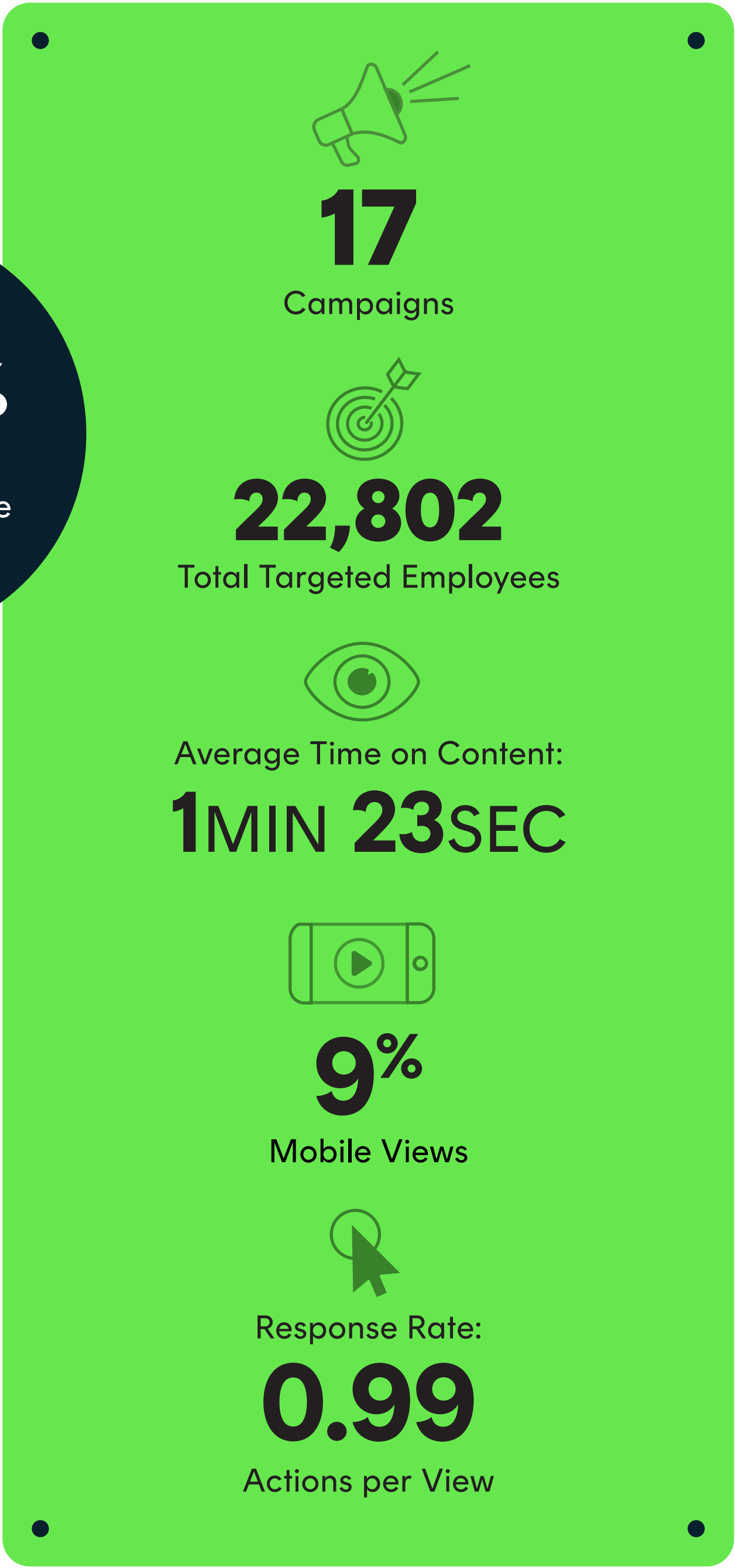| Industry	Rate
Banking and Financial Services	90%
Communications, Telecoms, Media, and Broadcasting	82%
Construction	117%
Consumer Products and Retail	89%
Education	63%
Government and Municipalities	53%
Healthcare	70%
Information Technology	88%
Insurance, Legal, and Business Services	61% New
Manufacturing	51%
Oil, Energy, and Utilities	52%
Pharmaceuticals and Biotechnology	85% New
Recreation, Hospitality, and Tourism	43%
Transportation (Planes, Trains, and Automobiles)	70% New

5

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INDUSTRY:

Banking and Financial Services

The engagement rate for banking and financial services was up significantly this year, with a 20% jump over last year, and nearly the highest engagement of all verticals (second only to construction). Although lower than other industries that have on-the-go workforces, the rate of mobile engagement continues to climb, up 50% over last year.

Overall, the time spent on content declined, which could be an indication that the navigation improved or that this industry is growing more familiar with the content year over year. We'll have to watch this space to see if the trends revert back to what we've seen in years prior or if they will continue with this pattern.

90%
Engagement Rate

17
Campaigns

22,802
Total Targeted Employees

Average Time on Content:
1MIN **23**SEC

9%
Mobile Views

Response Rate:
0.99
Actions per View

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9
Campaigns

15,956
Total Targeted Employees

Average Time on Content:
1MIN **30**SEC

14%
Mobile Views

Response Rate:
1.09
Actions per View

82%
Engagement Rate
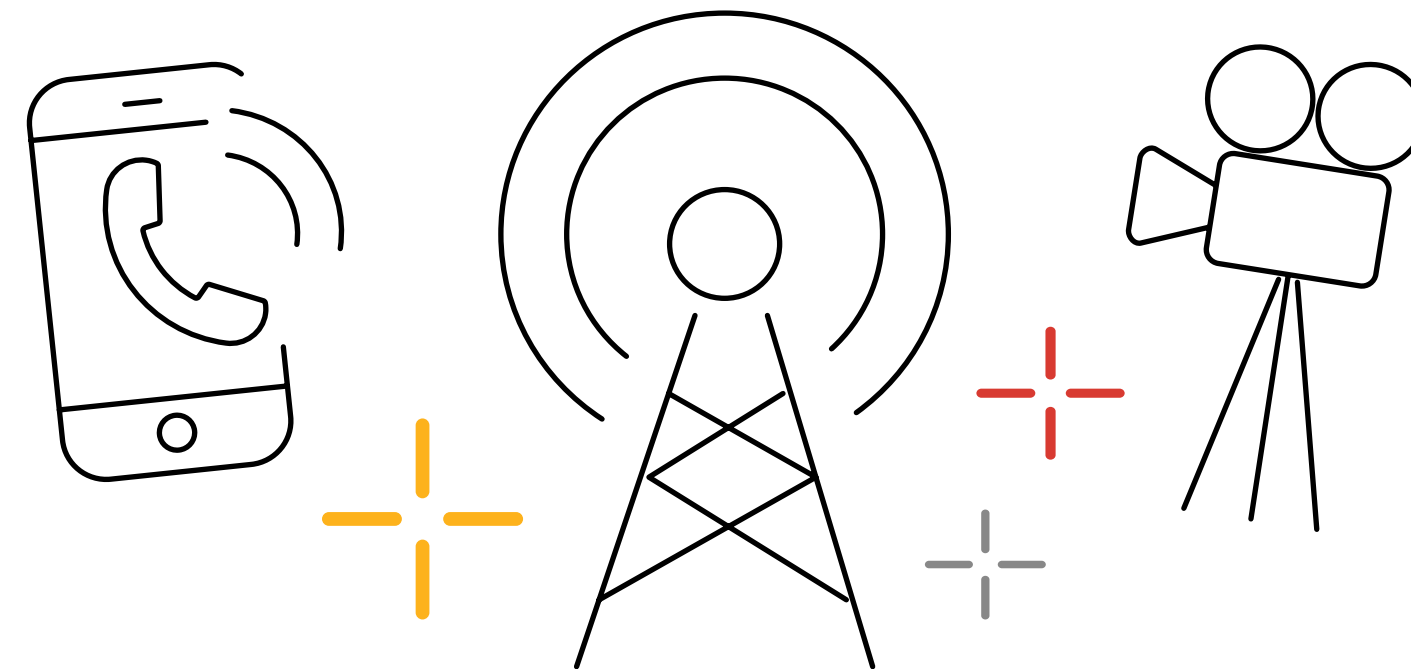
INDUSTRY:

Communications, Telecoms, Media, and Broadcasting

As a relatively new industry category for our OE report, the comms, telecoms, media, and broadcasting segment is holding steady with continued growth and above-average engagement. This vertical also was highly engaged with content and grabbed the second-place spot for time spent on content. HR leaders in this market should leverage mobile-friendly content for the many field workers in this space, as well as compelling visuals and videos to keep engagement high with this media-savvy employee base.

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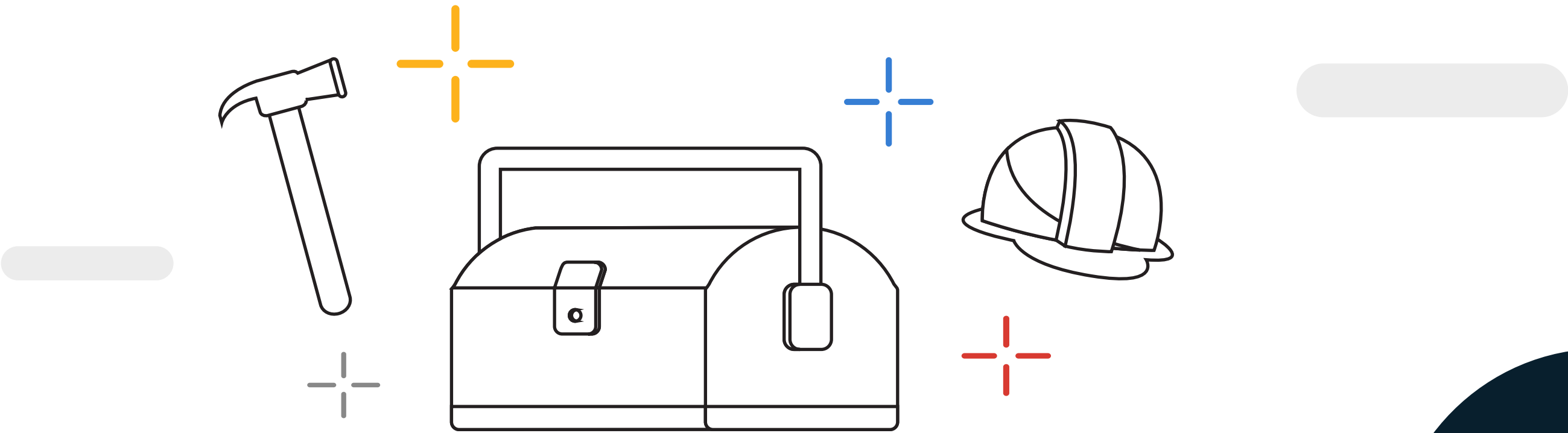
INDUSTRY:

Construction

Construction takes the top-engagement spot for all verticals this year, topping out at a whopping 117%. This may be because in-boxes in this sector aren't as overloaded as other industries, or because they want to feel more connected to the company when working out of the office. In any event, they're highly engaged with benefits materials. Perhaps a nod to the economic recovery we've seen in this segment, this vertical also more than doubled in employees targeted. The average number of employees per campaign grew from 2,368 to 4,368. Companies with distributed workforces and job-site crews continue to see the power in mobile-friendly OE comms, as we can see in the 27% mobile-view rate.

Note: While engagement rates over 100% seem out of the norm, it's because some employees viewed the communications multiple times.

117%
Engagement Rate

10
Campaigns

43,675
Total Targeted Employees

Average Time on Content:
47SEC

27%
Mobile Views

Response Rate:
0.8
Actions per View

10
Campaigns

89%
Engagement Rate

27,335
Total Targeted Employees

Average Time on Content:

1MIN **0**SEC

19%
Mobile Views

Response Rate:

1.05
Actions per View

INDUSTRY:

Consumer Products and Retail

We continue to see the power of delivering benefits content on mobile devices for retail and consumer products. This vertical saw an 89% engagement rate, with 19% of employees viewing enrollment materials on their mobile devices.

While the time on content for this segment dropped this year, this could be a trend impacted by shorter attention spans in this workforce demographic.
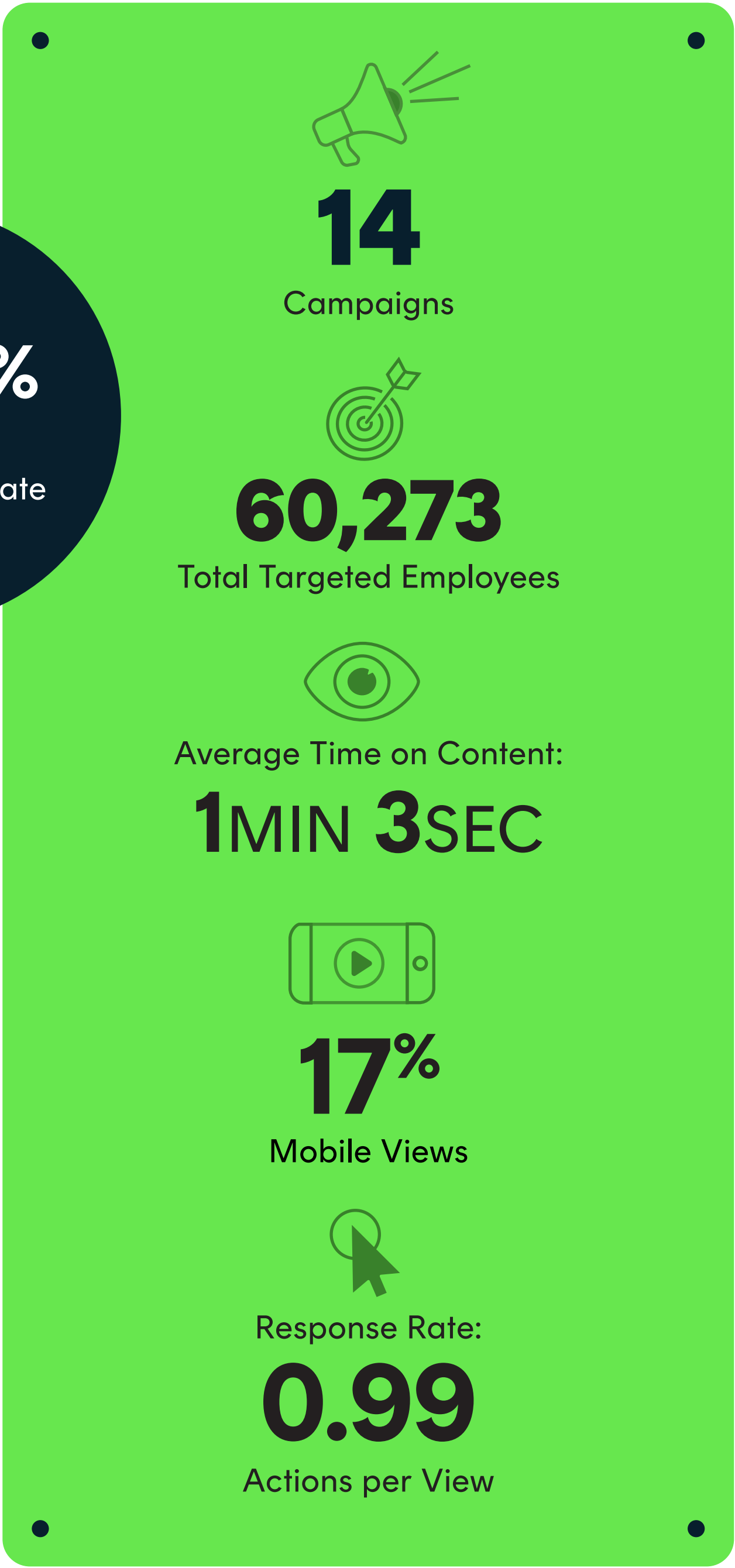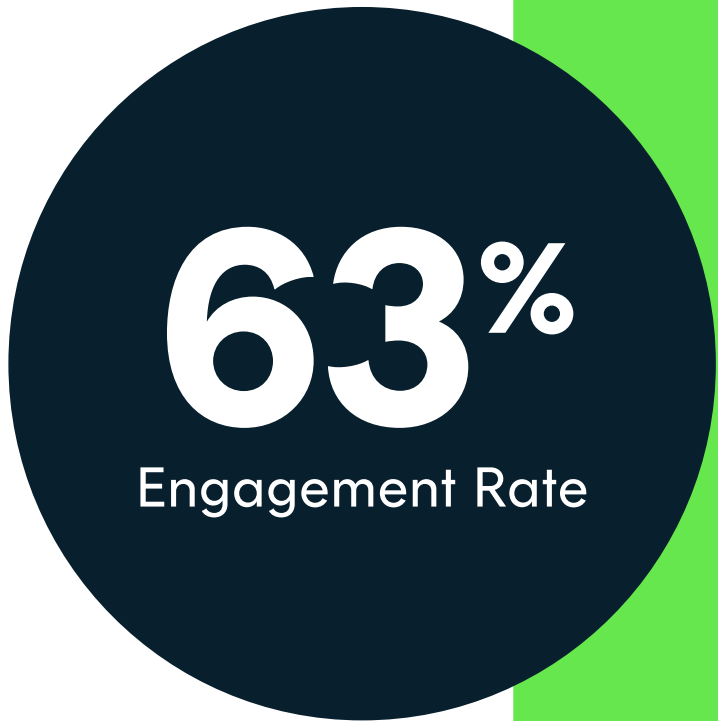
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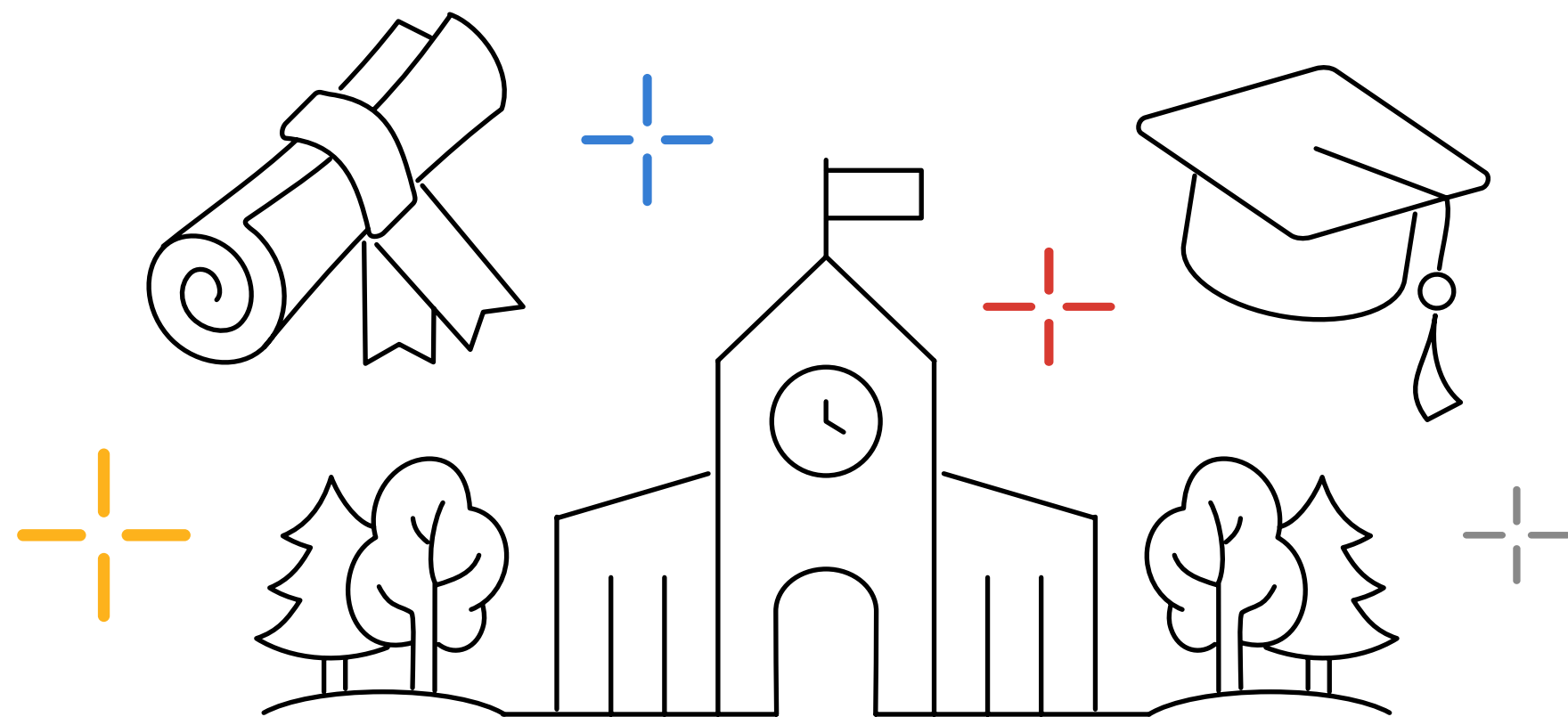
INDUSTRY:
Education

While the number of campaigns in the education sector remained the same, this sector saw one of the highest areas of growth in the number of employees targeted, with a whopping 65% increase over last year. Employees in the education vertical continued to rely heavily on mobile devices to access their benefits information, with a jump of 5% over the year prior. Another indication that mobile responsive content is key to driving employee engagement with benefits content, especially for always-on-the-go educators.

63%
Engagement Rate

14
Campaigns

60,273
Total Targeted Employees

Average Time on Content:
1MIN **3**SEC

17%
Mobile Views

Response Rate:
0.99
Actions per View

7
Campaigns

18,599
Total Targeted Employees

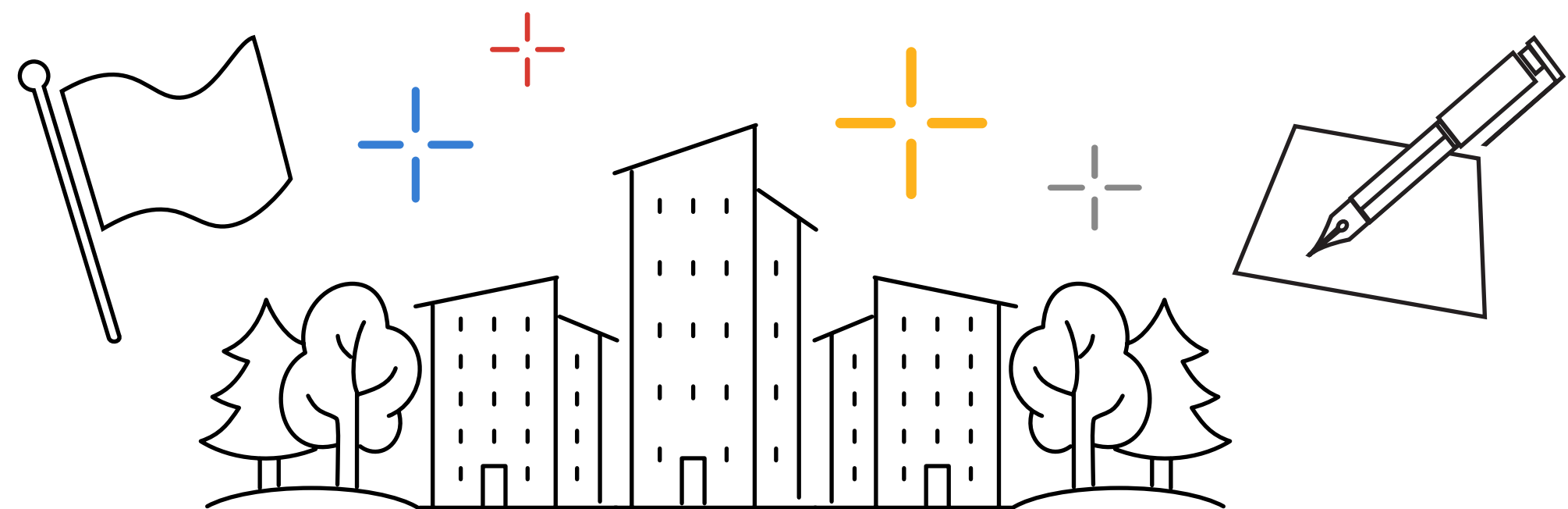Average Time on Content:
49SEC

11%
Mobile Views

Response Rate:
0.71
Actions per View

53%
Engagement Rate

INDUSTRY:

Government and Municipalities

As in years prior, we continue to see this vertical lagging behind others when it comes to nearly all metrics. There was a slight increase in the mobile-engagement rate this year, which still wasn't on par with the average, but it's ahead of what we see in verticals like banking, IT, and insurance. While we saw the time on content decrease in this market for the second year in a row, it's a common theme we're seeing across all verticals and likely due to shortening attention spans. And, given the pressures of the economic and political environment on government agencies, in particular, this lack of time spent or attention isn't surprising to see.

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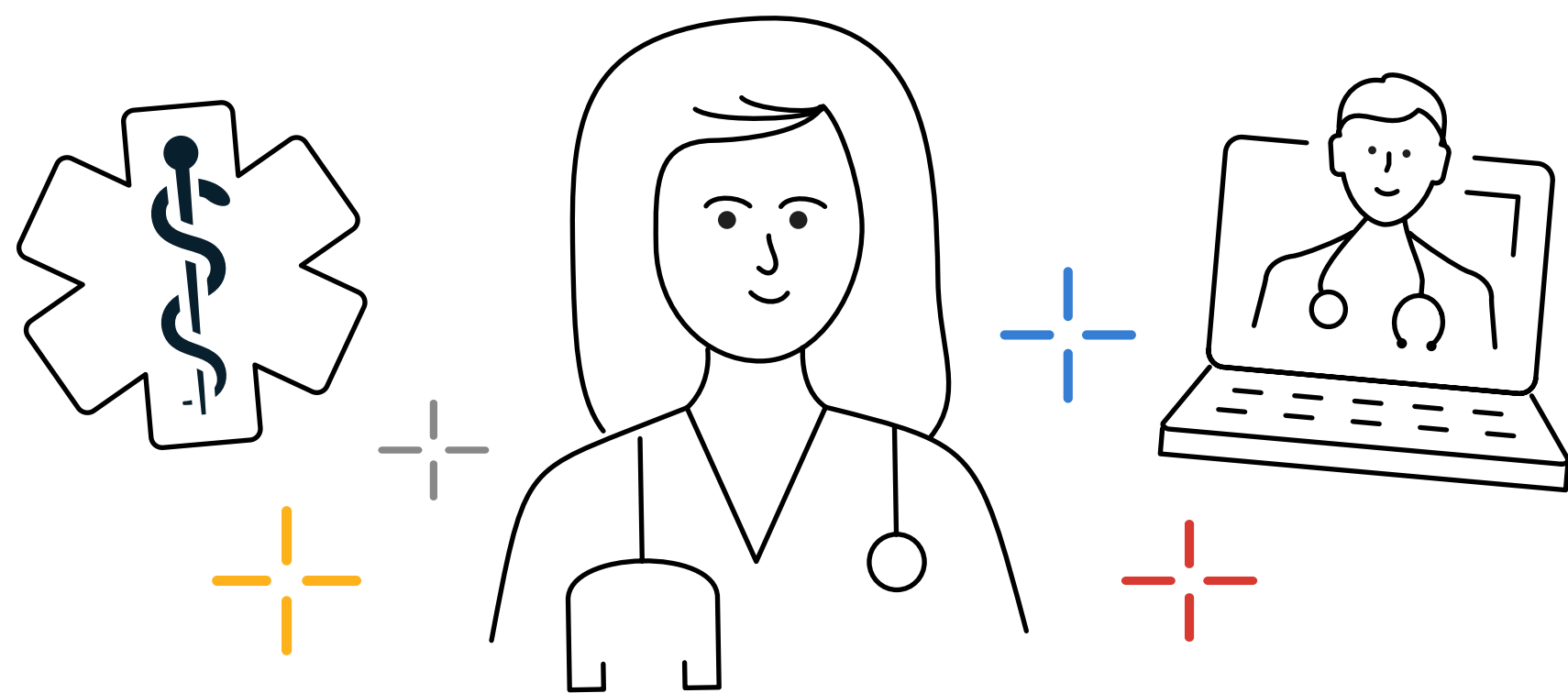
INDUSTRY:

Healthcare

The healthcare industry includes segments like medical centers, home healthcare companies, rehab centers, transportation services, and more. In an effort to keep employee appreciation high and turnover low, benefits communication was, again, an important initiative for the healthcare industry.

As with last year, it was our largest industry segment with 145,647 employees targeted. The on-the-go nature of healthcare work lends itself well to mobile-content viewing, and that trend is clearly growing, as we see mobile views nearly doubling over the prior year.

70%
Engagement Rate
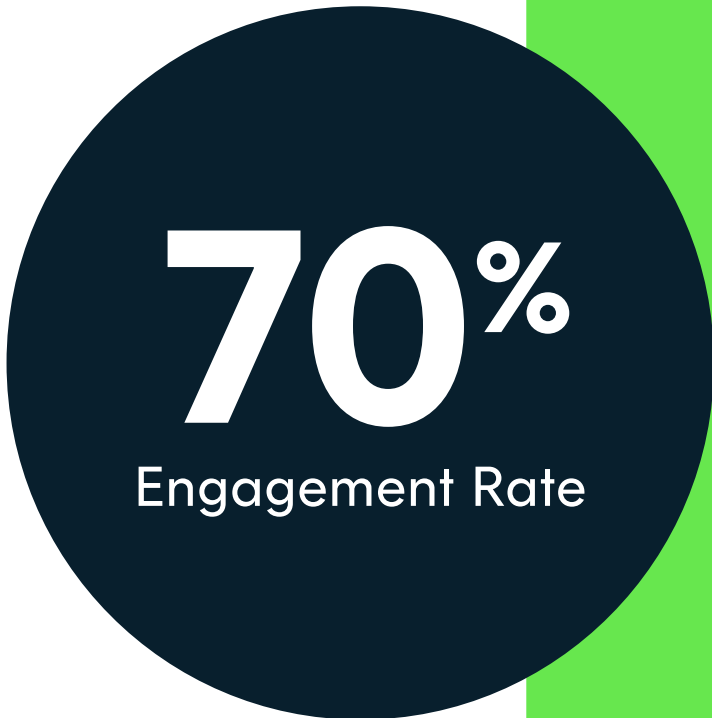
21
Campaigns

145,647
Total Targeted Employees

Average Time on Content:
1MIN **4**SEC

21%
Mobile Views

Response Rate:
1.06
Actions per View

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20
Campaigns

33,236
Total Targeted Employees

Average Time on Content:
1MIN **6**SEC
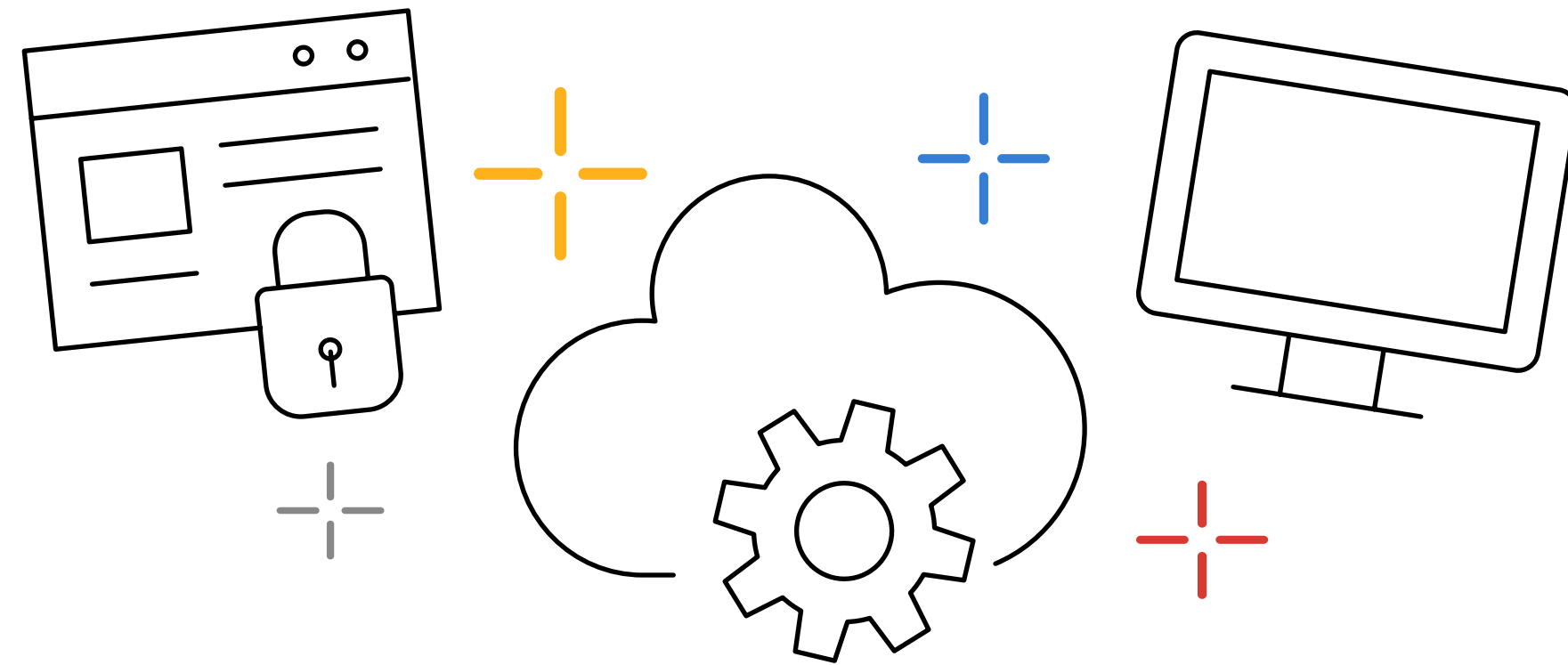
9%
Mobile Views

Response Rate:
**0.93**
Actions per View

88%
Engagement Rate

INDUSTRY:

Information Technology

As noted in prior years, this vertical has significantly less mobile engagement than other industries. With an 88% overall engagement rate and only 9% of employees engaging on mobile devices, it's clear these employees are more comfortable accessing information on their computers.

For HR leaders working in the IT industry, focusing on the desktop experience of your OE communications will prove to be beneficial for employees.
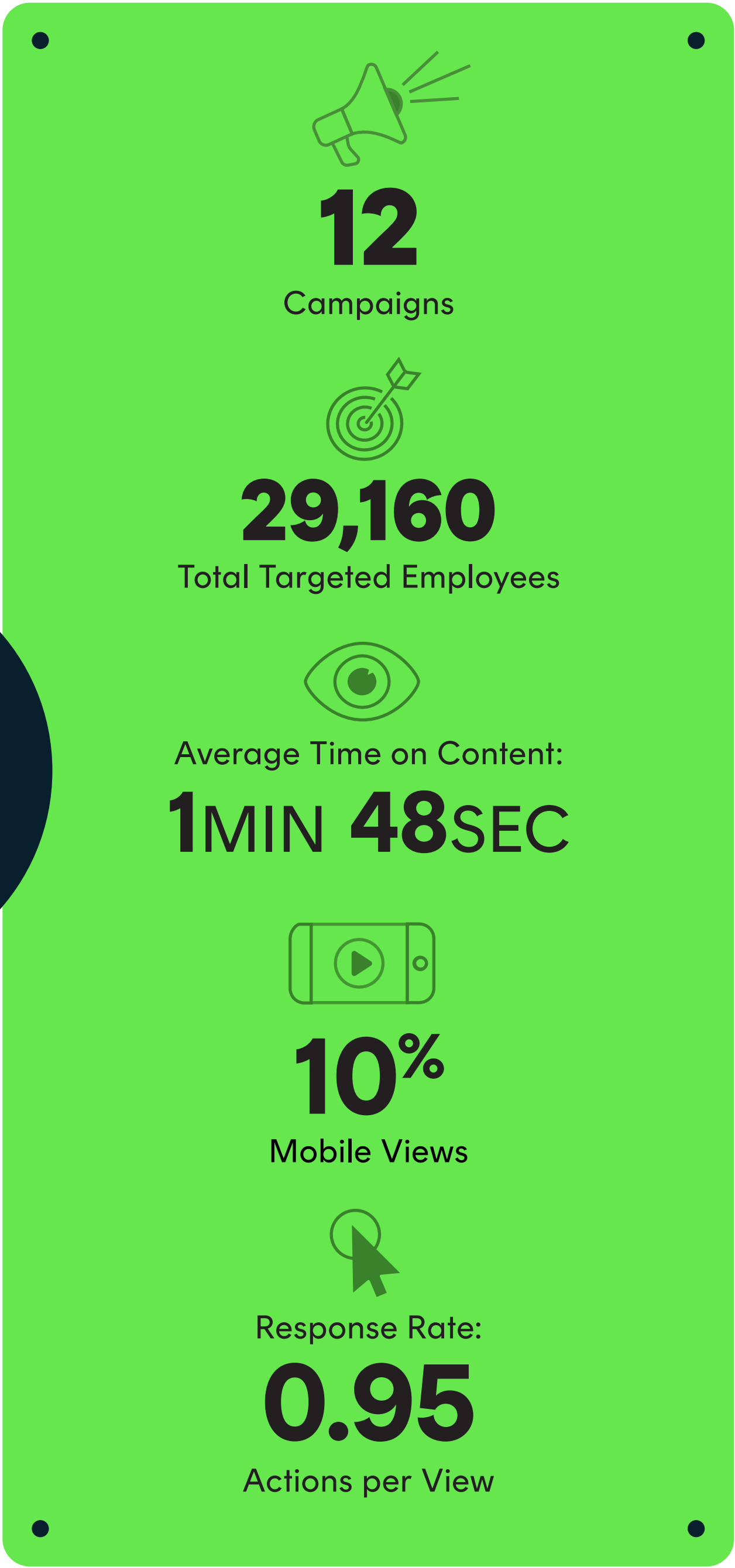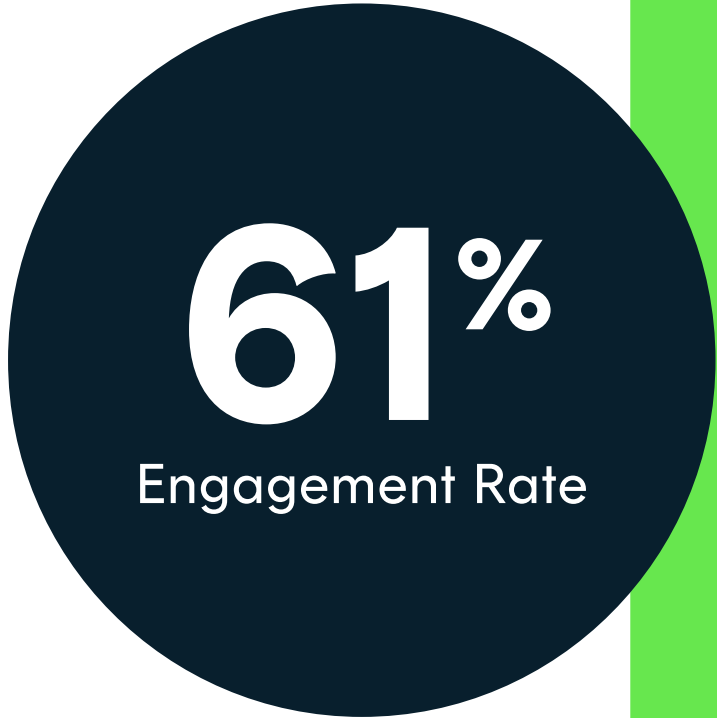
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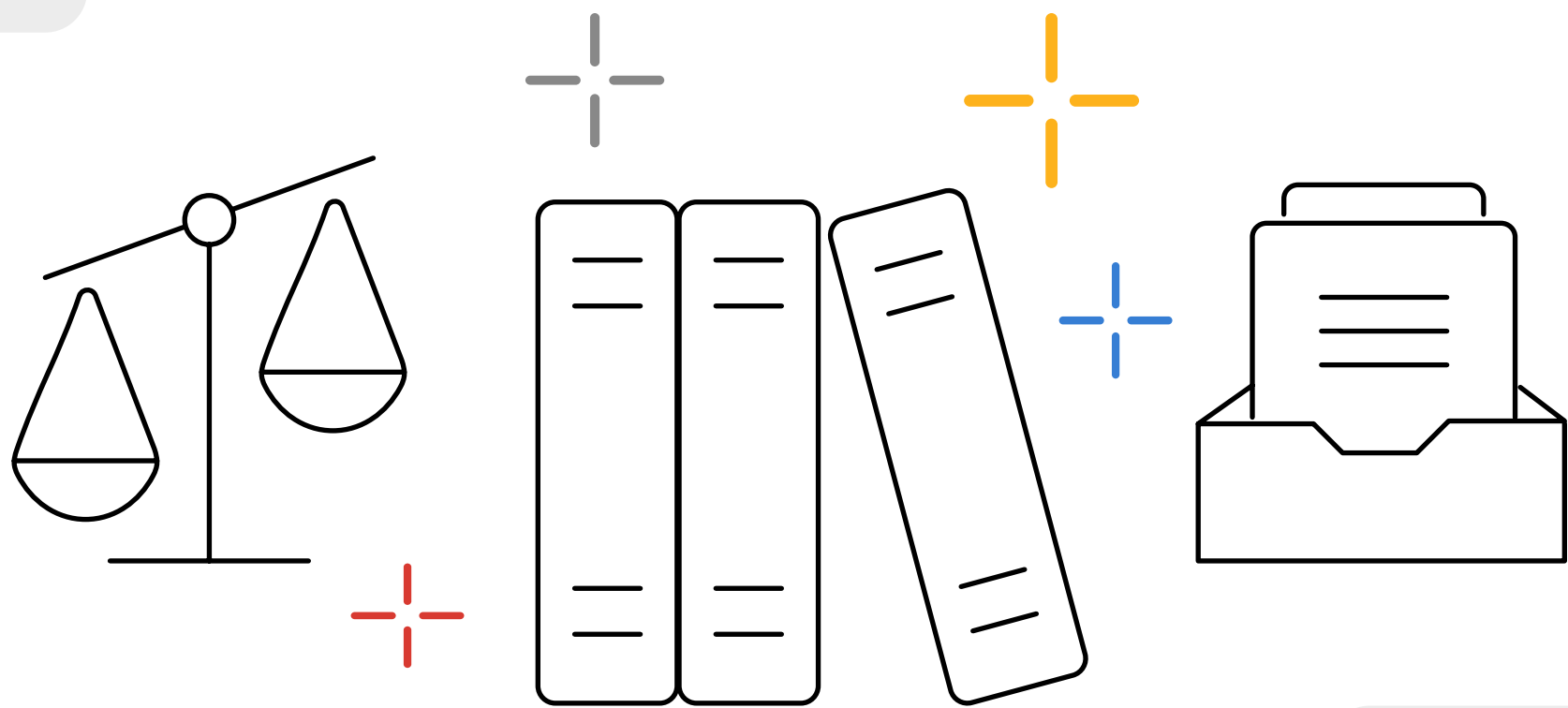
INDUSTRY:

Insurance, Legal, and Business Services

Debuting on our report for the first time, this industry leads the pack with the highest average time on content of all vertical segments. Perhaps it's a nod to the analytical nature of their professions, but it's clear employees in this segment prefer spending more time reviewing their benefits details. HR leaders will do well here if they can provide more information and more educational opportunities through Digital Postcards, Virtual Benefits Fairs, and other microsites that allow for robust learning environments and access to benefits guides, enrollment portals, and more.

61%
Engagement Rate

12
Campaigns

29,160
Total Targeted Employees

Average Time on Content:
1MIN **48**SEC

10%
Mobile Views

Response Rate:
0.95
Actions per View

29
Campaigns

134,485
Total Targeted Employees

Average Time on Content:
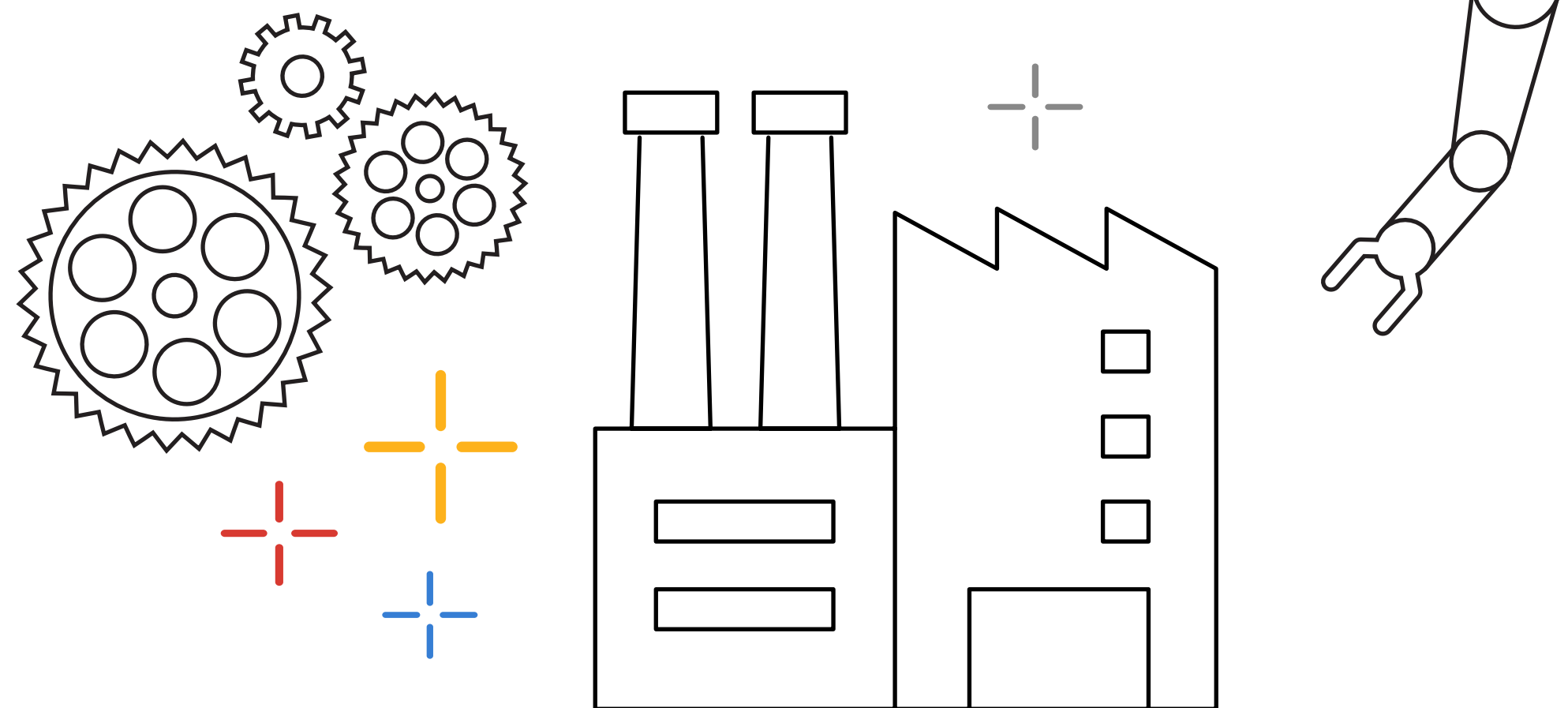**51**SEC

22%
Mobile Views

Response Rate:
1.03
Actions per View

51%
Engagement Rate

INDUSTRY:

Manufacturing

This industry maintains a steady average engagement rate, even with the number of employees targeted nearly doubling.

In addition, while the time employees spent reviewing content was significantly lower, it could be an indication that there was an increase in ease of use given the higher mobile engagement rate this year (22%).

This could have led to more-efficient navigation and decreased the time employees spent finding the information they needed. Given the lower-than-average time on content, HR teams should focus on intuitive interfaces, keep educational and intro videos short, and use decision-support tools that make it easy to find their best-fit benefit options quickly.
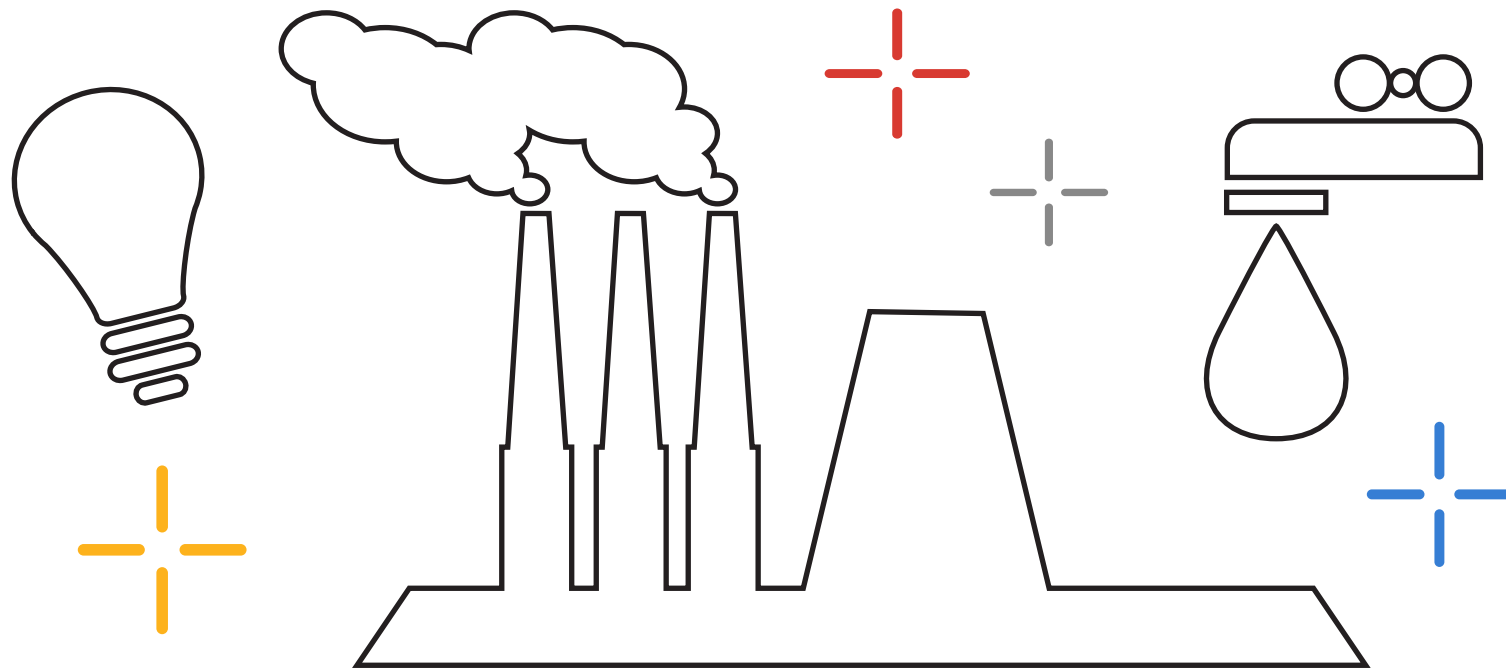
INDUSTRY:

Oil, Energy, and Utilities

As with years past, the oil, energy, and utilities vertical saw a nearly identical response rate, even though the number of employees targeted increased by almost 40 percent. There was significant growth, new technology advancements, geopolitical issues, and macro-economic issues that may have put a strain on this workforce's time and attention, decreasing their overall engagement rate. According to the **2024 US Energy and Employment Report**, this industry grew at double the rate of jobs in the rest of the U.S. economy. It also has a younger-than-average workforce, with 29% of workers below the age of 30. Latino and Hispanic workers also accounted for nearly one-third of the new energy jobs created in 2023. HR leaders should focus on short-form content for short attention spans and bilingual communications materials to help Spanish speakers understand their benefits and increase overall engagement.

52%
Engagement Rate
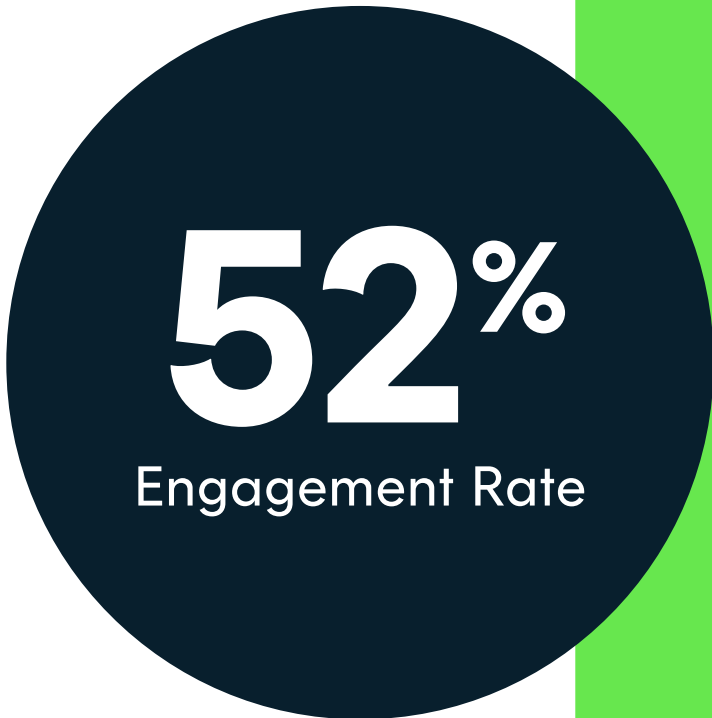
11
Campaigns

19,546
Total Targeted Employees

Average Time on Content:
1MIN **11**SEC

16%
Mobile Views

Response Rate:
0.89
Actions per View

16

8
Campaigns

8,830
Total Targeted Employees

85%
Engagement Rate

Average Time on Content:
1MIN **14**SEC

6%
Mobile Views
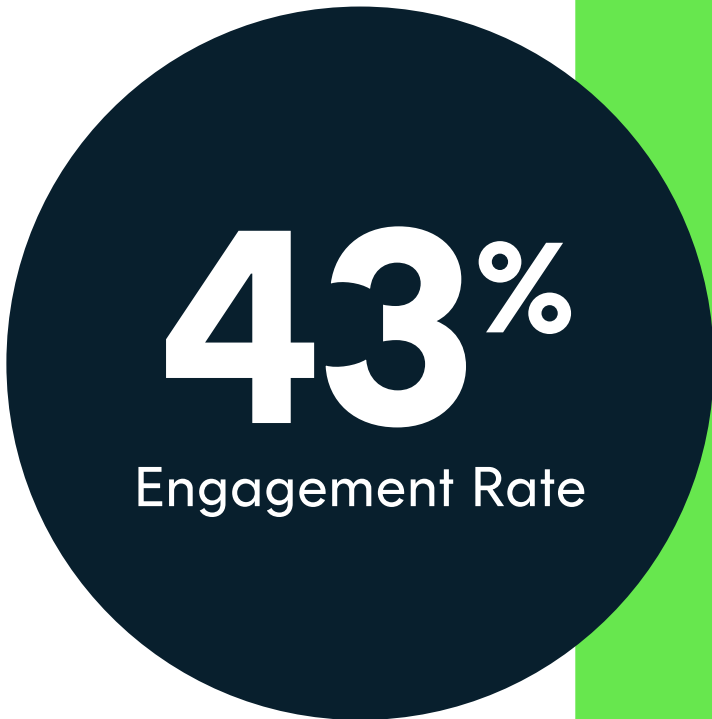
Response Rate:
1.17
Actions per View

INDUSTRY:

Pharmaceuticals and Biotechnology

In its debut year, the pharmaceuticals and biotech market saw above-average engagement, time on content, and a higher response rate than other industries. As with other industries where workers tend to be behind a desk all day, the mobile rate was lower here, indicating they're more likely to be accessing content from a desktop or during office hours.

While it's too soon to say, given the smaller number of campaigns and employees targeted than other markets, this group's overall engagement appears to show they're a prime candidate for digital benefits education. HR leaders in this space should continue to embrace microsites and video education to give employees all the information they need to make informed benefits decisions.

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9
Campaigns

43%
Engagement Rate

36,363
Total Targeted Employees

Average Time on Content:
55SEC

31%
Mobile Views
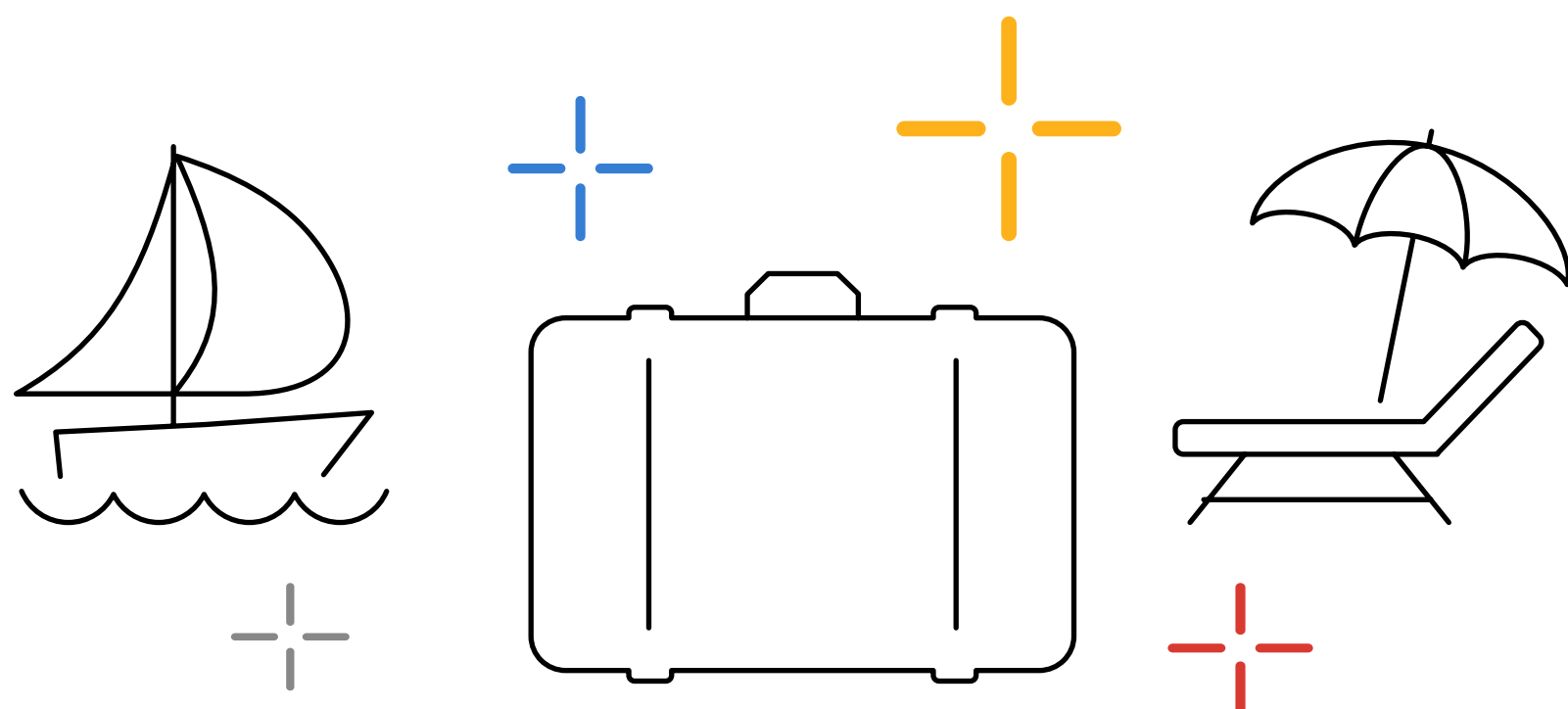
INDUSTRY:

Recreation, Hospitality, and Tourism

While the number of campaigns decreased over last year, the number of employees targeted in this industry segment grew significantly. We did see a slight jump in the mobile-engagement rate with this industry, however, the data shows an across-the-board decline in time on content, responses, and the lowest rate of all for overall engagement. This could be an indication that there was an underlying disconnect with employer communications. Given the seasonal and on-the-go workers in this space, employers should continue to track engagement closely and consider adding more engaging content and more distribution methods to reach their employees. Multilingual content, QR codes in the breakroom, text-messaging campaigns, and continued use of video is likely to go a long way with this group.

Response Rate:
0.81
Actions per View

9
Campaigns

36,937
Total Targeted Employees

70%
Engagement Rate

Average Time on Content:
49SEC

36%
Mobile Views

Response Rate:
0.86
Actions per View
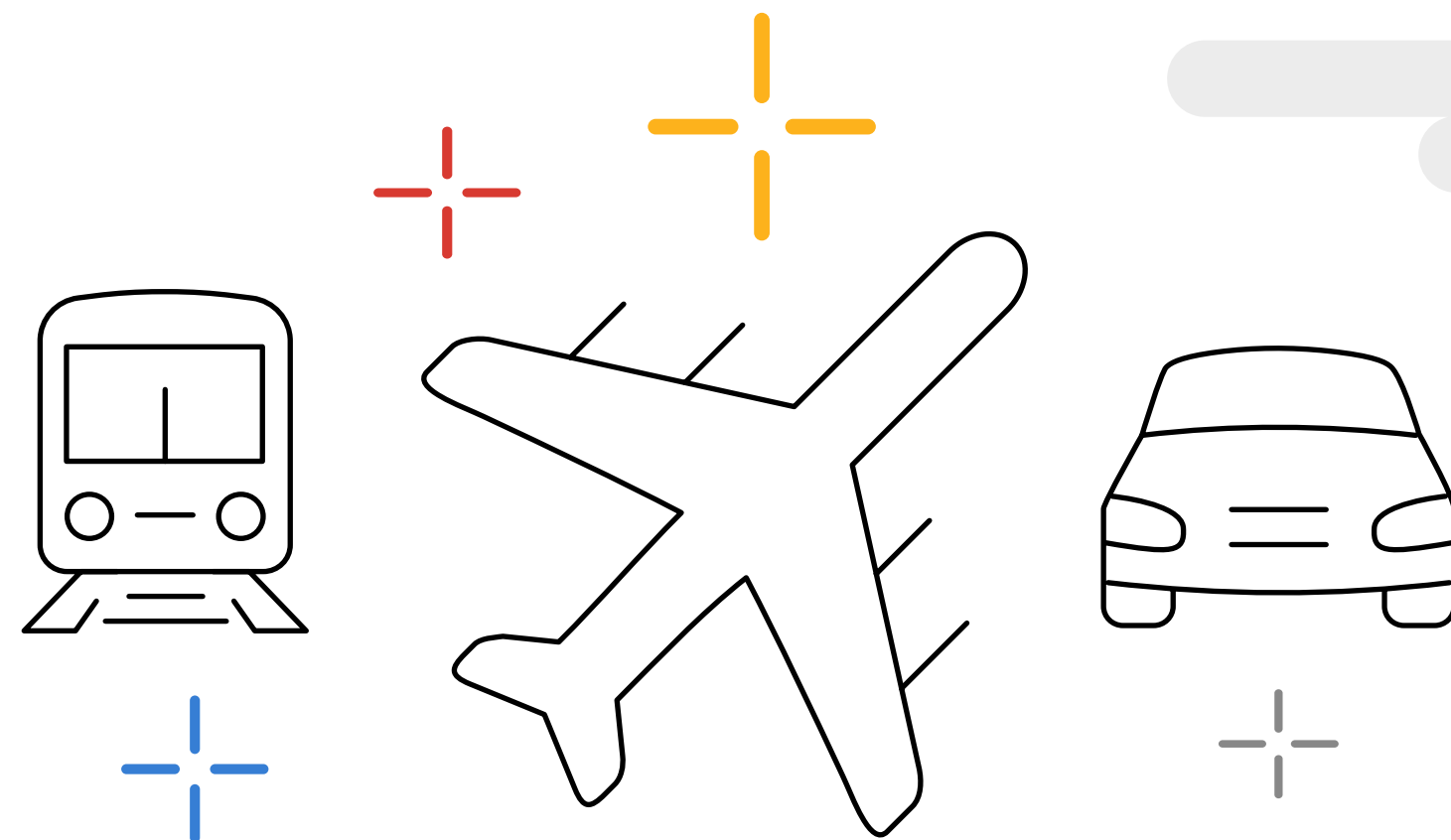
INDUSTRY:

Transportation (Planes, Trains, and Automobiles)

Not surprising to see, given the inherently mobile nature of this workforce, this market had the highest mobile rate of all industries at 36%. While engagement was about average, their time on content and response rates were slightly lower than average, but perhaps not as low as might be expected for an industry with so many workers busy on the factory floor and/or out in the field. It's an industry we'll continue to watch to see if these trends continue year over year. In the meantime, benefits content created for this vertical should be accessible from QR codes and text messages that cater to their preferred method of access, their mobile devices.

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Key Takeaways

From the 2023-24 OE Case Study and Trends Report

The report uncovered the following trends and best practices in benefits communications.

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1 Embrace Decision Support

For HR teams struggling to educate employees on the best plans to fit their personal needs, decision-support tools are a must-have. They offer employees a thorough way to explore and select their benefits options, at their own pace, via desktop or mobile devices—and without help from HR. They guide employees through a short set of questions to help them make faster, smarter decisions that can lead to significant cost savings.

In addition to enhancing the employees' selection process, they provide key insights and analytics to employers. These insights help HR teams analyze trends and employee preferences to design better, more cost-efficient benefit plans.

✔ Do:

- Use a benefits decision-support tool to reduce redundant questions and help employees make the best medical and/or voluntary benefits selections. Self-paced learning and discovery will reduce stress and stop employees from guessing at the best coverage options for their personal circumstances.

✘ Don't:

- Expect employees to embrace these tools at the last possible minute. Plan your OE strategies in advance, communicate about the tool regularly, and roll it out early enough to give employees time to use it in advance of OE deadlines.

2 Shorten Messages for Shorter Attention Spans

Attention spans are waning, the amount of content available is growing and employees simply want to consume more content faster.

Make sure your message is clear and concise and keep actionable items like enrollment portals and deadline information front and center. You can always link out to longer form content, but if you want results, keep your benefits communications short and sweet and use visuals and videos where appropriate.

✔ Do:

- Include the most essential information, like enrollment deadlines, in every message.

- Use focused messaging around specific education points to improve engagement and benefits knowledge.

✘ Don't:

- Overwhelm employees with messaging that covers too much information at once.

- Expect to break through the noise with just one email. You should send at least three emails and/or text messages: one before OE, another at the start of OE, and one a few days before the deadline.

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3 Personalize Messaging to Different Employee Groups

The more tailored your message is, the more likely your employees will read it. If you have a specific set of workers in each state, customize your message with just the benefits available in that particular state. If you have a group of Spanish-speaking employees, make sure they receive benefits communications in their language. All of this customization can easily be done in a content-creation platform like Flimp Canvas and it will go a long way to improving the employee experience.

✓ Do:

- Tailor messaging based on employee segments (location, union, full time vs. part time, etc.) and interests (retirement planning, supplemental benefits, etc.).

✗ Don't:

- Take a one-size-fits-all approach to your benefits-communication strategy. Not only will a more customized approach improve your results, but it will also cut down on redundant meetings and questions.

4 Make Content and Distribution Work for You

You can't engage your workforce if your content and copy isn't breaking through to them. With today's use of AI in everything from the copy we write to the images we select for benefits guides, microsites and more, there's no reason not to grab attention. And how do you ensure your beautifully designed content gets seen? Remind your workforce often and through multiple distribution methods. If you haven't introduced text messaging to share links to benefits materials, you should add that now. With engagement data available instantly, you can quickly see what content is hitting the mark and where you need to adjust. The same holds true for QR codes and microsites. Engaging visual content like videos and Digital Postcards, coupled with frequent reinforcement through distribution channels like email, text, and breakroom signage will only help boost success.

✓ Do:

- Create clear, concise communications with eye-catching visuals and video that draw your employees attention to the actions you want them to take. Use AI tools that are built into content platforms, or try other sources like ChatGPT to create compelling copy and video scripts.

- Use multiple touchpoints and share content multiple times via text, email, and online resource centers. And don't forget to track engagement to be sure you are, in fact, reaching your employees.

✗ Don't:

- Underestimate the power of interesting visual images, video, and engaging copy. Benefits information doesn't have to be boring. With all the resources available to create, distribute, and track your content, there's no reason reviewing OE materials can't be enjoyable for your workforce.

5

Add More Mobile Options for Benefits Access

Employees are tethered to their phones more than ever before. In nearly every situation, whether they're in the field or in the office, employees are likely to use their phones to seek out information.

This year, we saw QR codes used in 25% of all campaigns—up over last year and the year before. Breakrooms are a great place to post QR codes for benefits materials and enrollment portals.

✅ Do:

- If you haven't done it yet, make sure you put the mobile experience to work for your benefits communications. Optimize your content for mobile and be sure to share QR codes and links to microsites via text messages to reach your employees wherever they are— whether at home, in the office, or working in the field.

❌ Don't:

- Expect to send out two or three emails about benefits and have them be read by all. Every employee needs to be reminded multiple times with multiple touchpoints. An effective benefits communication strategy involves putting mobile access to information front and center.

6

Simple, Powerful, Critical Text Messaging

While we've said it numerous times in this report, we can't overstate the value of connecting your employees with benefits messages via text.

We've seen the number of clients using our texting platform, Flimp Connect (formerly WorkforceTXT), grow more than 95% this year, and it more than doubled in the prior year as well.

Texting, more than any other distribution channel, shows extremely high open and response rates. If you want to maximize reach, you must include a texting option for benefits-material distribution.

✅ Do:

- Get a texting platform you can use for benefits communications, but also throughout the year to connect your employees with critical information. Flimp Connect is HITRUST certified, HIPAA compliant, and allows for SMS, MMS, email, ringless voicemail (IVR), and two-way messaging—so you can reach everyone, everywhere. Most employee texting falls under "implied consent," so there are no hoops to jump through. Read the "don't" box for exceptions.

❌ Don't:

- Miss the boat on texting. Are you getting the picture? It's critical to your benefits communication strategy. And don't send messages that can be construed as "promotional" in nature, as employees must explicitly opt into marketing-style messaging. Remember, if an employee opts out of text messaging (most won't), take it seriously and be sure you have a mechanism in place to immediately delete their information from your system.

Ready to level up your OE communications? Schedule a free consultation with Flimp

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Anatomy
of High-Performing OE Communication Campaigns

Flimp has helped more than 1,300 employer clients create and send thousands of benefits communication campaigns to engage, educate, and empower millions of employees. Over time, we've learned a few techniques to improve your open enrollment results.
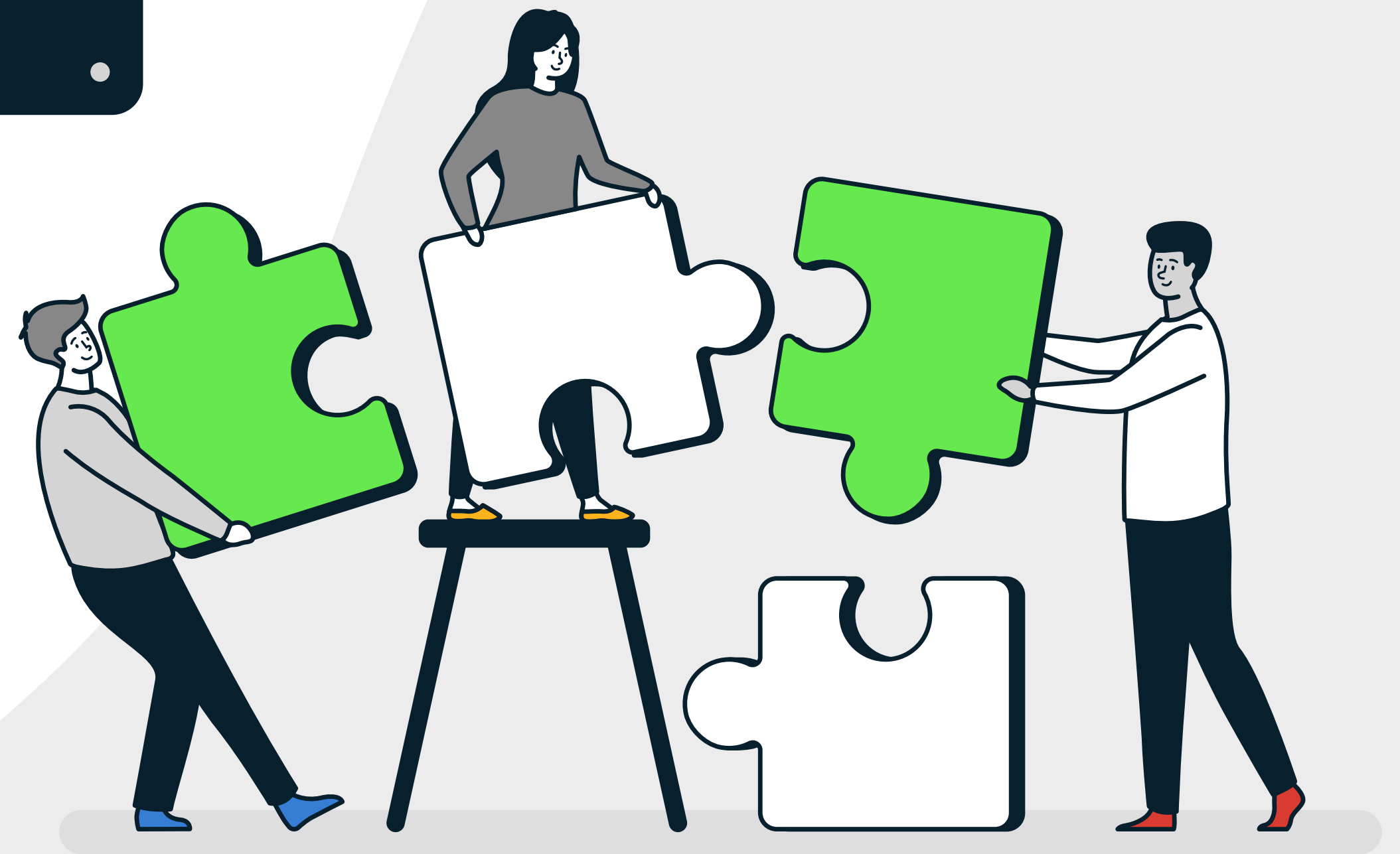
Decision Support

Decision-support tools, which collect all your key benefits information in one place, then use a questionnaire paired with a predictive algorithm to make plan recommendations, are exactly what employees are looking for in a more self-guided experience. In many ways, these tools reinforce your messaging and supplement the performance of your best HR team members by educating your employees on their benefits and helping them choose the plan that's right for them.

They're also great for moving employees into best-fit plan options, especially plans like HDHPs. Our internal client research estimates that, in the first year of use, 15-25% of an employee population migrates to an HDHP (when offered) because of tools like Flimp Decisions (formerly PLANselect). We've even seen as high as 81% for an employer with an employee population dense with low healthcare users.

Did you know our decision-support solution has helped nearly two million employees find their best-fit benefit plans?

Learn more about Flimp Decisions
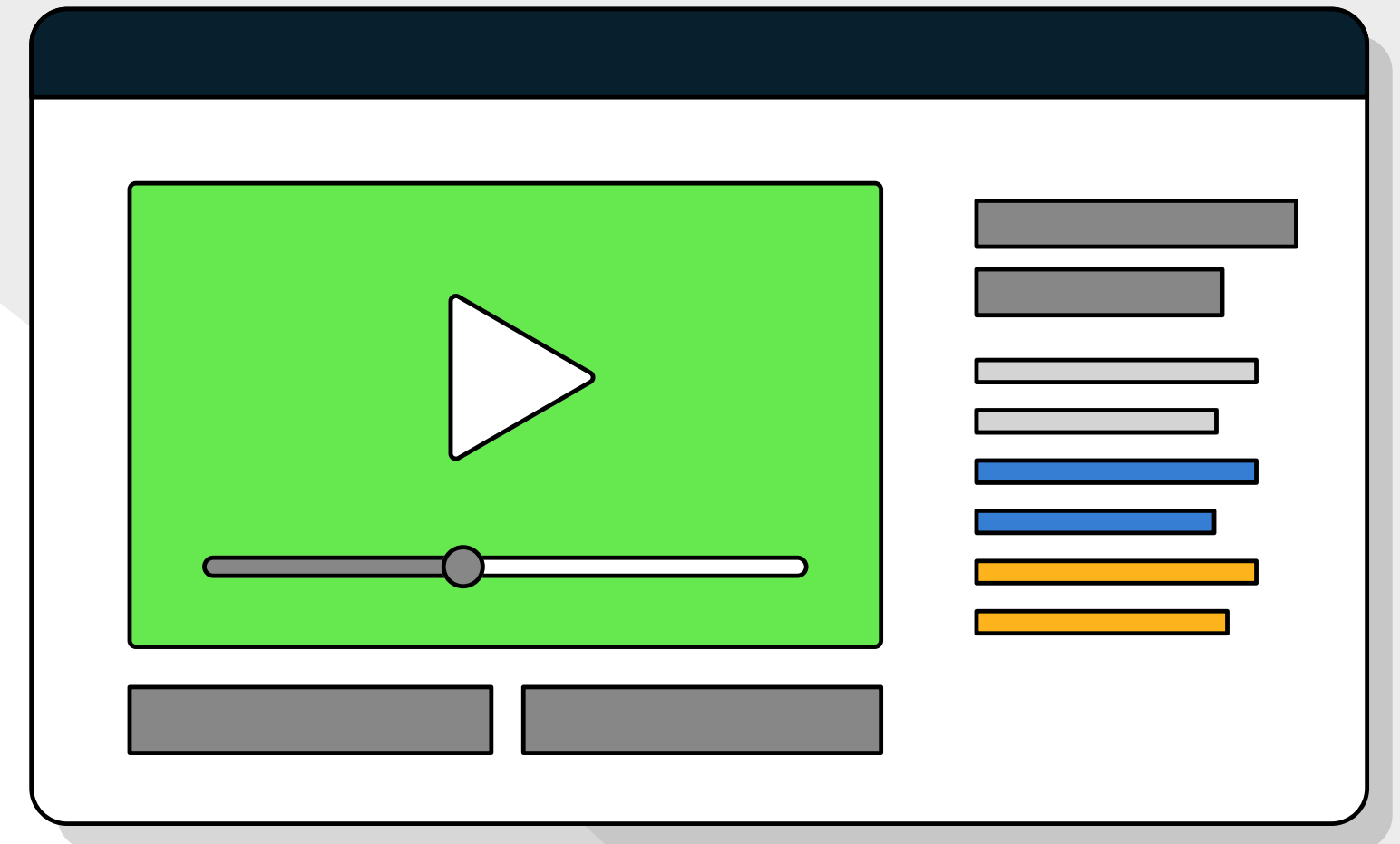
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Digital Postcards

All the campaigns examined for this report used Flimp's Digital Postcards. Each of these multimedia microsites were customized with compelling visuals, videos, links, branding, and copy to fulfill the client's specific benefits-education and open enrollment needs. Digital Postcards are designed to address the biggest challenges benefits communicators face, particularly, helping employees understand complicated and continually evolving subject matter.

With more of an emphasis on supporting hybrid workforces and employee wellness/well-being, the push to educate employees on voluntary benefits is on the rise. Digital Postcards provide employees with resources, tools, and education needed to make informed benefits decisions during the enrollment process.

SEND YOURSELF A DIGITAL POSTCARD
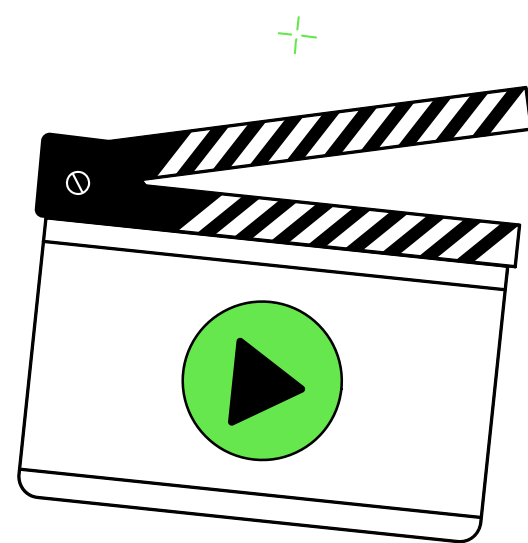
Short-Form Video

The most common videos included in a Digital Postcard were introductory announcements or enrollment highlights coupled with a long-form, benefits-overview presentation video.

More than half of all the 2023 campaigns featured three or more videos. Many of the supplemental videos were also short-form explainer videos (usually having a duration of three minutes or less).

LEARN MORE ABOUT THE POWER OF VIDEO

CHAPTER 1
CHAPTER 2
CHAPTER 3
CHAPTER 4
CHAPTER 5
CHAPTER 6
CHAPTER 7
CHAPTER 8
CHAPTER 9
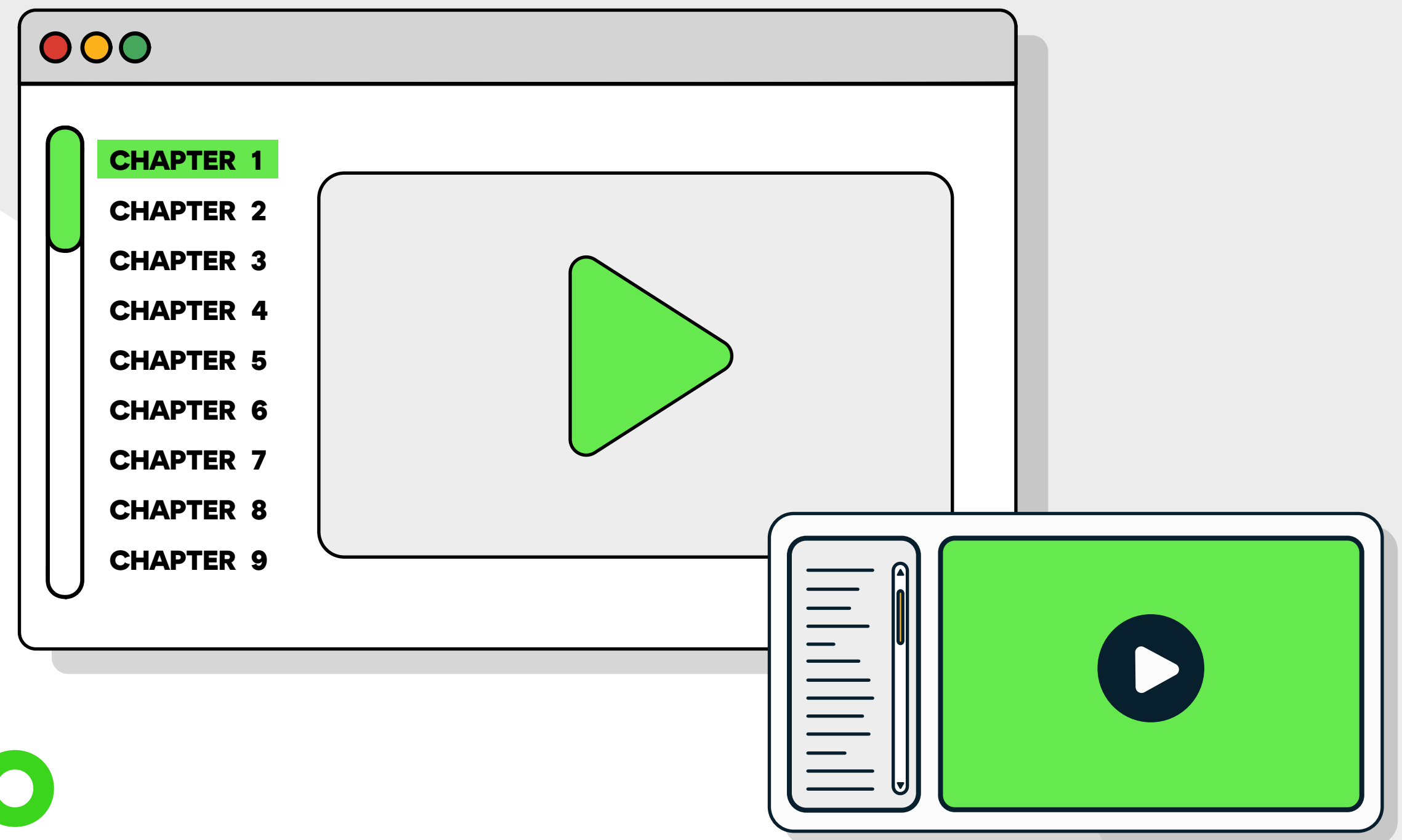
Long-Form Video

Longer benefits presentation videos went into greater depth and more closely reflect the details of benefits guides. Many also included information about voluntary benefits. These videos are usually based on slide presentations and run longer than five minutes, with many running 10 minutes or more. They're often chaptered for viewer convenience and are not expected to be viewed in their entirety. Instead, they're available on demand anytime employees have questions.

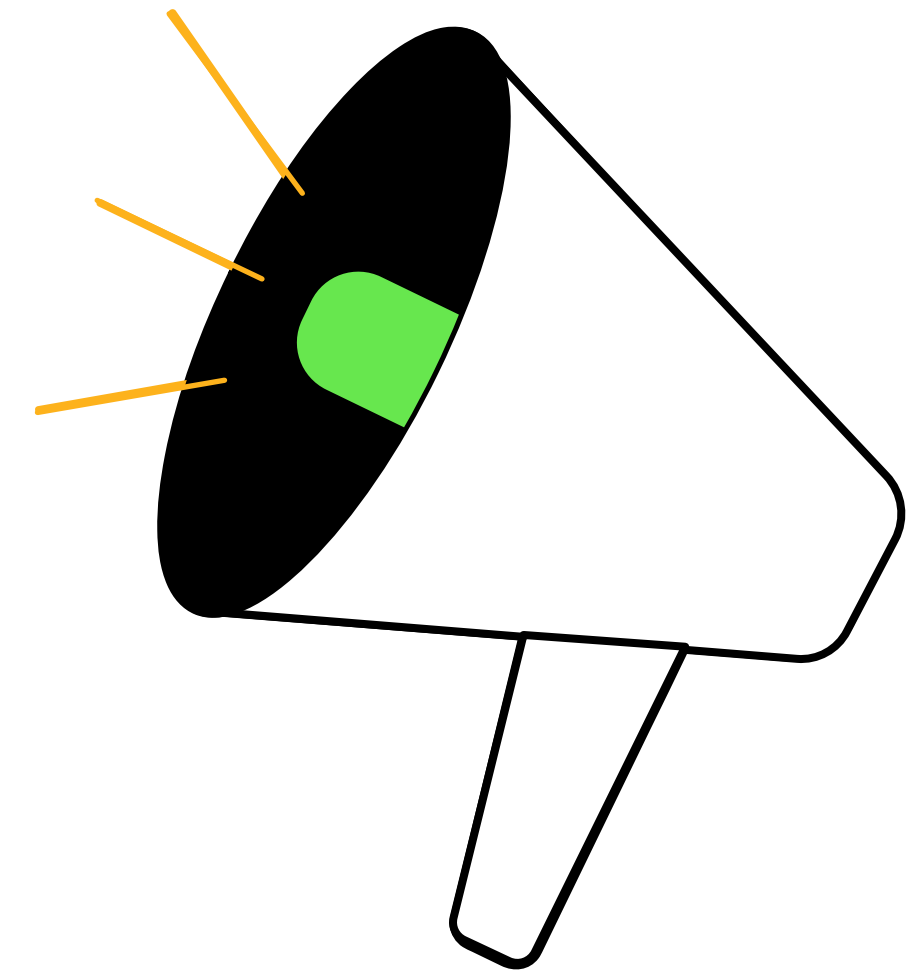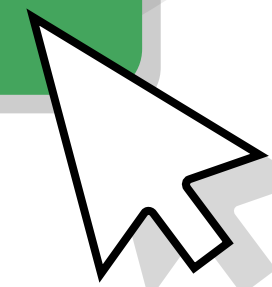**ADD VIDEO EDUCATION TO YOUR OE PLANS**

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BENEFITS GUIDE

RESOURCES

ENROLL

Calls to Action

Calls to action (CTAs) are usually buttons that link to additional resources employees need during the enrollment period to sign up for and best utilize their benefits.
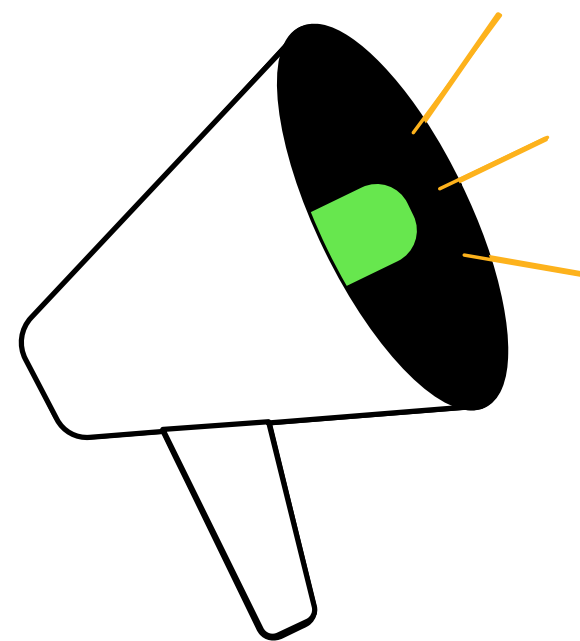
The most common CTA links are to:

- An enrollment portal

- Benefits guides

- More robust Flimp microsites like Showcases, Resource Centers, and Virtual Benefits Fairs

- Decision-support tools like Flimp Decisions

- Other informational sources like webinars, HR and provider contact details, etc.

Engagement and Analytics

Campaign data like that used to compile this report is available to all clients whose Digital Postcards are hosted on the Flimp Canvas platform. HR teams can look at engagement levels by content titles, geography, language, time spent on content, and device used.

These valuable insights and analytics can help employers quickly assess what's working and what isn't, so they can make changes on the fly and improve enrollment outcomes.

Are you ready?

Connect with a Flimp team member for a **free strategic assessment here**
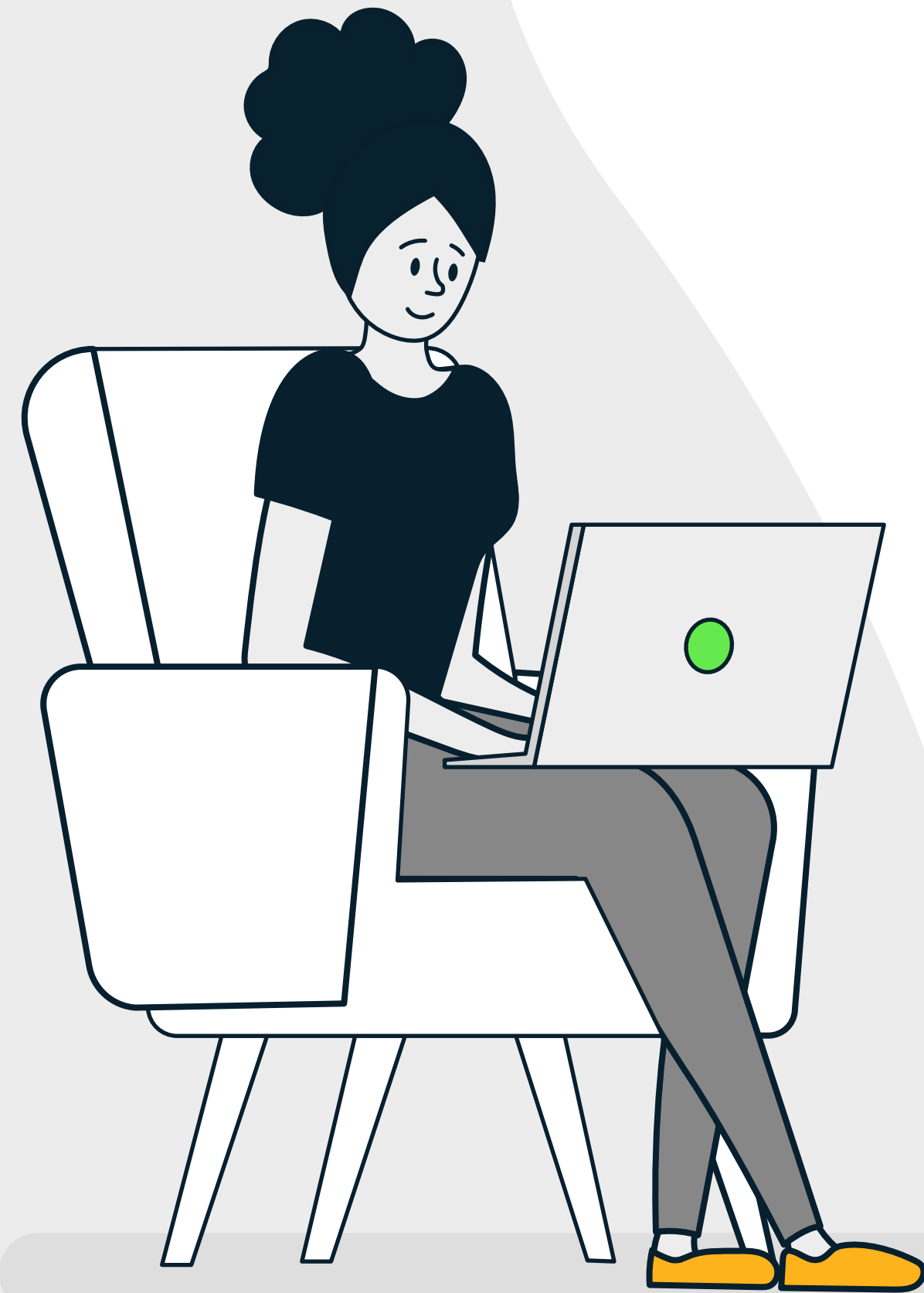
SECTION 4:

Report Terminology
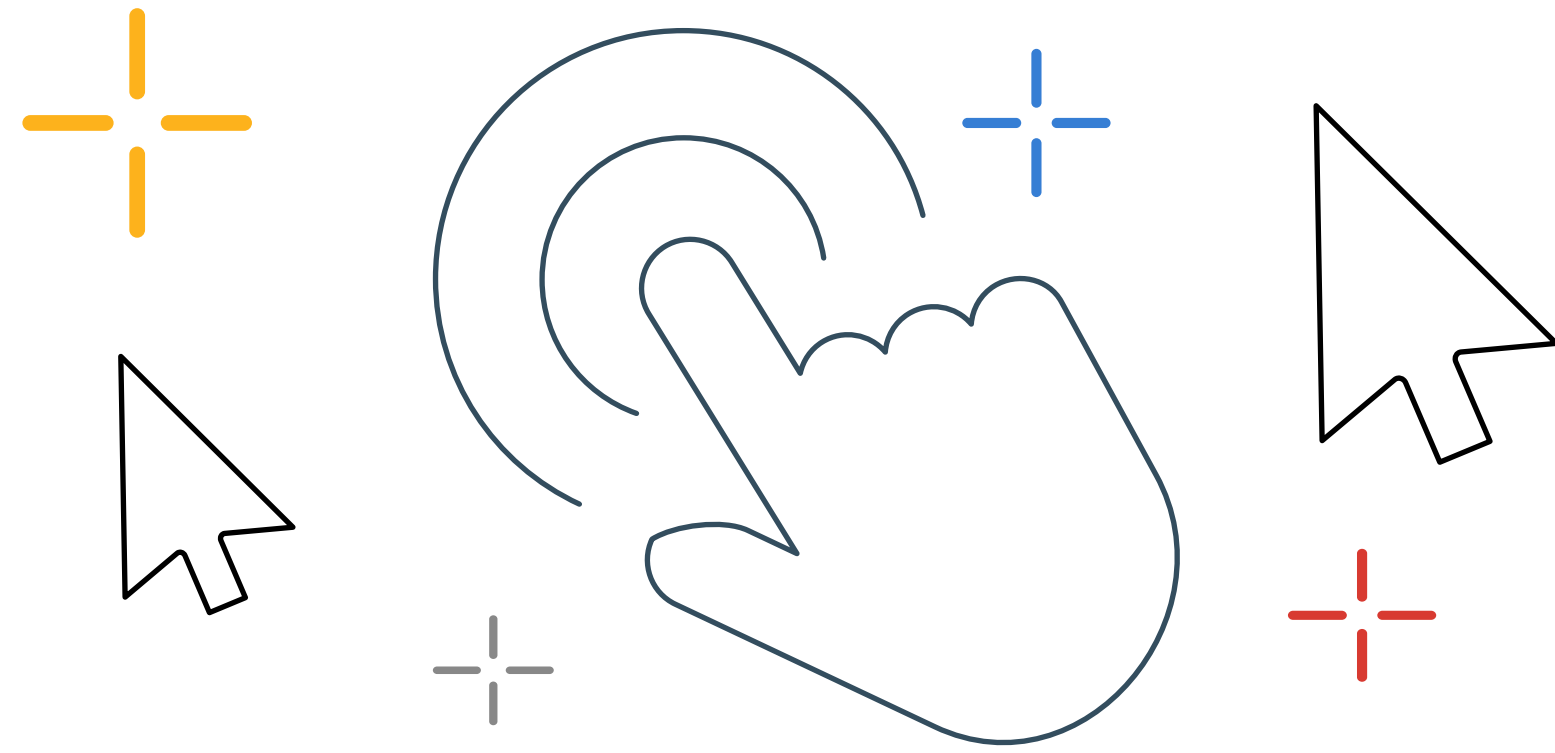
Engagement Rate

The engagement rate indicates the rate at which a targeted employee audience access a Digital Postcard and other standalone campaign materials.

To calculate the aggregated engagement rate, we first calculated the engagement rates for the campaigns individually and then averaged those together. This ensured each campaign carried equal weight in the equation, regardless of a company's size. This data doesn't include additional engagement from materials embedded in certain untrackable areas, like a company intranet or portal.

Response Rate

The response rate is calculated by totaling the number of response actions taken and dividing by the number of content views.

Response actions (often overlapping with calls to action) are taken when viewers click a link, download a document, or watch a video. In recent years, many companies have included several videos on their Digital Postcards but only one can be set to autoplay.

Additionally, Google Chrome and other major browsers have issued updates to discourage autoplay videos, which has led to fewer campaigns using that feature. Both these factors mean that, when a video plays on the Digital Postcard, it is an intentional action on the part of the viewer, so we include video starts as response actions when calculating the response rate.

Unlike with the engagement rate, where company size can disproportionately affect the weight each campaign carries, we do not average the response rates of the individual campaigns before calculating the overall response rate.

The number of possible response actions can vary greatly between campaigns. Some include many links or several supplemental videos, while others only include a single link to the enrollment portal. To calculate the aggregate response rate, we tallied the total number of response actions across all campaigns and divided it by the total number of content views across all campaigns.

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Time on Content

We calculated the average time on content by tallying the total time on non-video content and the time on video across the campaigns and then divided it by the total content views across the campaigns.

So, what's a good average time on content? After partnering with HR teams on thousands of campaigns, we've seen time on content for Digital Postcards drop from an average of two and a half minutes to an average of around one minute. This is likely because of shorter attention spans across the board (thanks TikTok and social media) and an increase in the use of Digital Postcard campaigns as a mechanism to transition employees to use other digital solutions like Resource Centers, Showcases, and Virtual Benefits Fairs. As our clients continue transitioning to those other microsite options, we'll be releasing data focused on utilization and trends for those year-round options.

Mobile Views

One of the elements our platform tracks is the type of device used to view the Digital Postcard and video content.

The mobile-view percentage combines the number of views from smartphones and tablet devices to compare them to the total number of content views. Non-mobile views are comprised of views from desktop and laptop computers.

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Are you ready?

**Learn more about how Flimp can help
with your open enrollment needs**

Connect with a Flimp team member for a
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Get strategies, templates and more in
our **Open Enrollment Toolkit**

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Methodology

Digital Postcard campaigns are hosted in Flimp Canvas, our design and communications platform, which includes distribution and engagement-tracking functionality. The platform tracks data for each URL used in a campaign and allows for compiling the data across multiple URLs.

Flimp Canvas gathers data based on:

- Views
- Viewer interactions (links and videos clicked)
- Time spent on non-video content
- Time spent on video content
- Viewing device
- Viewer location

Beginning with a pool of all benefits open enrollment campaigns run during the 2023 calendar year, we first focused on determining which needed to be excluded from any aggregate results.

For instance, in some cases, a client set the URL for the Digital Postcard as a default somewhere within an intranet, making it impossible to discern true content views (an employee from the targeted audience clicking the Digital Postcard) and which were triggered as part of a larger intranet page loading. For those campaigns, it's impossible to accurately calculate the engagement rate and response actions per view.

We also needed to exclude some campaigns where we were unable to verify the size of the targeted employee audience. Without having a reasonable idea of the size of the employee pool a campaign was shared with, we cannot accurately calculate engagement rates.

Once we had our pool of open enrollment campaigns, we pulled the numbers for each campaign individually with an eye to the open enrollment windows.

For many, the benefits information and links to supporting materials remain useful throughout the year so, in order to measure the effect of these campaigns on the annual open enrollment period itself, we gathered the data for each campaign about two weeks after the enrollment period's scheduled end date (allowing for continued use of the campaign materials if there should have been any deadline extensions).

Let's Talk

We'd love to show you more.
Schedule a demo now

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About Flimp

We're your one-stop shop for HR, workforce, and benefits communications

Flimp is a **premier provider of employee benefits communications, educational content, texting, and decision-support tools** for employers, consultants, enrollers, and insurance carriers. Flimp Campaigns offers customized benefits content combined with white-glove managed services to clients to ensure their benefits communication programs are a success. Our technology platforms—Flimp Canvas (content creation, distribution, and tracking), Flimp Connect (messaging) and Flimp Decisions (decision support and plan analytics)—offer **everything needed to engage, educate, and empower employees to make better, more informed benefits decisions**.

Flimp works with more than 1,300 corporate clients across nearly every industry, including dozens of the Fortune 500, and partners of all sizes, including the top 10 brokers in the United States.

For more information, please visit our website, www.flimp.net.