

BENEFITS-ENROLLMENT COMMUNICATIONS

CASE STUDY REPORT SUMMARY

2018 RESULTS
100+ CAMPAIGNS
250,000+ EMPLOYEES

SPOILER ALERT

Fлимп digital postcard campaigns generate an
AVERAGE ENGAGEMENT RATE OF 74%





This summary report presents **aggregate employee engagement** and **response statistics** from more than 100 digital postcard communications campaigns used for 2019 annual benefits enrollment during 2018.

The positive results strongly validate the **effectiveness of branded interactive video** and **multimedia communications** that are “pushed” to targeted workforce audiences via internal email for online employee benefits education and enrollment.

The use of dynamic, on-demand digital content—such as videos and digital postcards that **track and measure viewer engagement** and response behavior—**saves HR teams time and money** by reducing the need for in-person meetings, travel and costly printed benefits guides and communications.

To see examples of Flimp digital postcards, click here

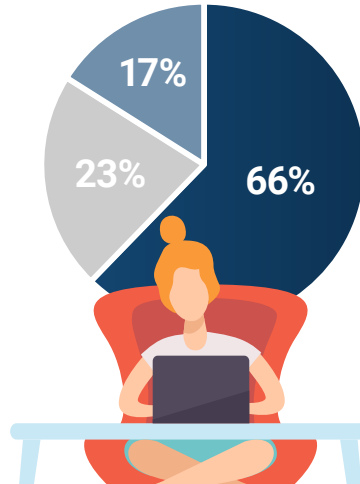
[+ Open Enrollment Digital Postcards](#)

► SUMMARY OF RESULTS

106 Digital Postcard
Email "Push" Campaigns

100+ Companies

252,097 Total Number of
Employees Targeted

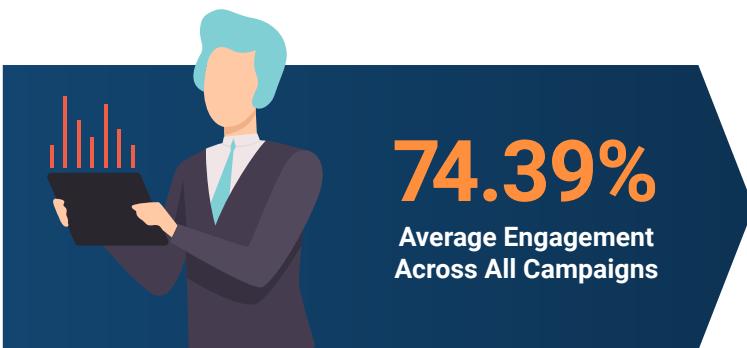


2,378

Average Number of
Employees per Campaign

- More than 5,000 employees
- 2,000 - 5,000 employees
- Fewer than 2,000 employees

► DIGITAL POSTCARD ENGAGEMENT



16.74%

Average Mobile
Device Views



2min 39sec

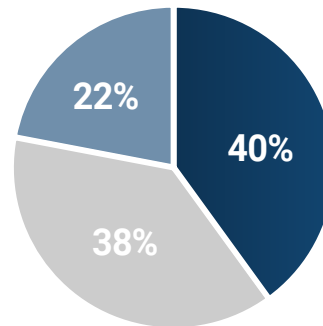
Average Time
on Digital Postcard

277,871

Total Number of
Response Actions

1.83

Response Actions
per View



- Hosted benefits guides
- Enrollment buttons
- All other action links



**Combined Views of
All Targeted Employees**

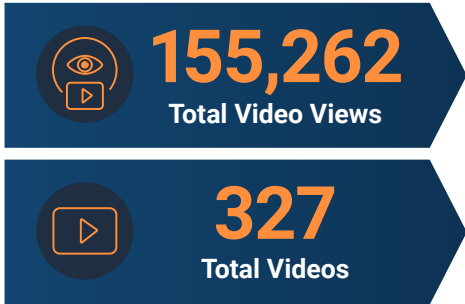
61.40%

Employee View Rate
(content views/
total # employees)

154,792

Total Digital Postcard
Content Views

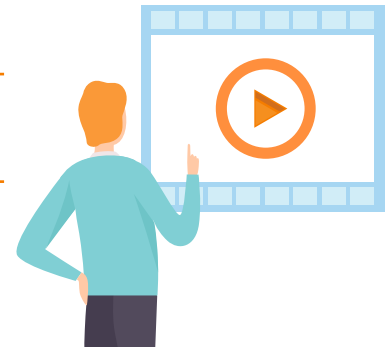
▶ VIDEO CONTENT



91 Enrollment Intro Videos
(average duration: 2 minutes 34 seconds)

25 Benefits Overview Videos
(average duration: 14 minutes 40 seconds)

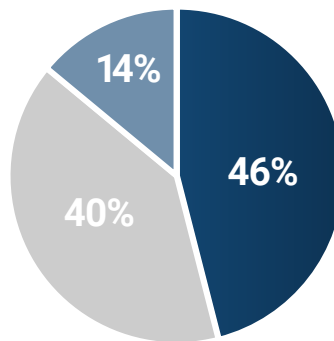
211 Supplemental Videos



▶ CAMPAIGN BREAKDOWN

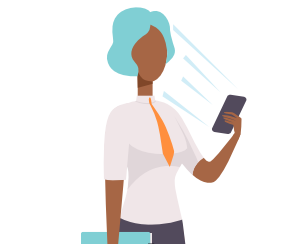
Campaign Video

(all campaigns included at least one video)



- Campaigns with 1 video
- Campaigns with 2 videos
- Campaigns with 3 or more videos

Campaigns Featuring Access to a Decision-Support Tool



2min 42sec
Average Time on Content





14.25%
Mobile Views

1.99 actions
per view
Response Rate

▶ INDUSTRY SEGMENTS



▶ INDUSTRY STATS

	Targeted Employees	Engagement Rate	Response Rate <small>(actions per view)</small>	Average Time on Content	Mobile Views
 Healthcare	39,573	60.73%	1.96	2:37	17.52%
 Consumer Products and Retail	20,631	74.80%	1.78	2:29	30.25%
 Information Technology	18,763	71.02%	1.80	2:49	9.14%
 Sports and Entertainment	24,244	76.07%	1.78	2:13	27.87%