

# BENEFITS-ENROLLMENT COMMUNICATIONS

CASE STUDY REPORT SUMMARY

**2018 RESULTS**  
**100+ CAMPAIGNS**  
**250,000+ EMPLOYEES**

**SPOILER ALERT**

Flimp digital postcard campaigns generate an  
**AVERAGE ENGAGEMENT RATE OF 74%**



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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

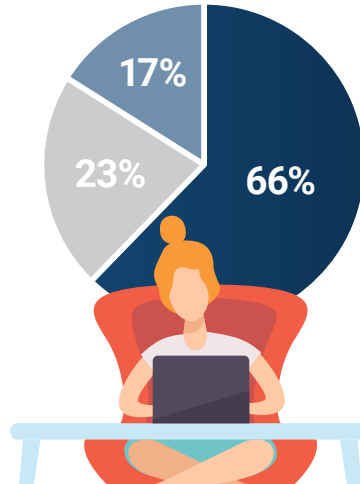
[+ Open Enrollment Digital Postcards](#)

► SUMMARY OF RESULTS

**106** Digital Postcard  
Email "Push" Campaigns

**100+** Companies

**252,097** Total Number of  
Employees Targeted

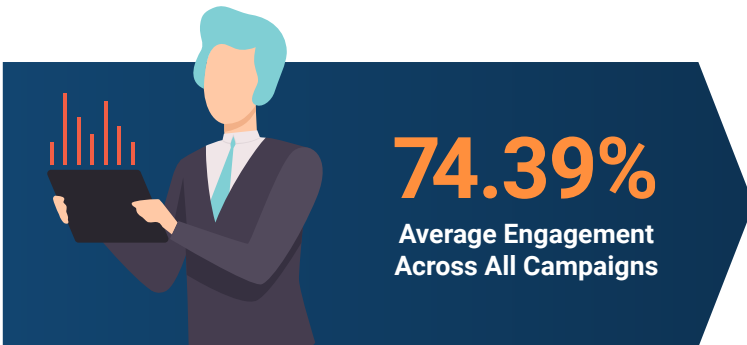


**2,378**

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**

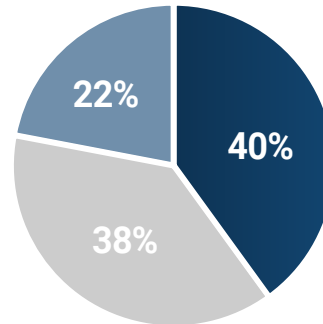
Average Time  
on Digital Postcard

**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

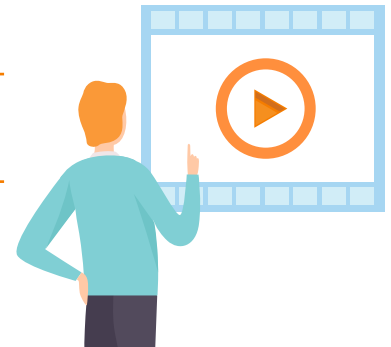
▶ VIDEO CONTENT



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

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

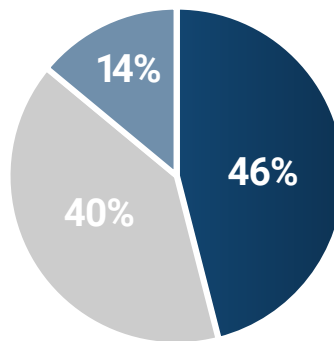
**211** Supplemental Videos



▶ CAMPAIGN BREAKDOWN

**Campaign Video**

(all campaigns included at least one video)

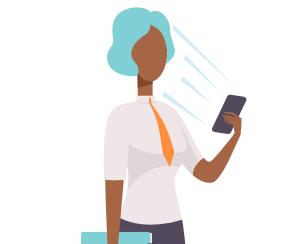


- Campaigns with 1 video
- Campaigns with 2 videos
- Campaigns with 3 or more videos

**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%