



## OVERVIEW

The Met Office commissioned Granicus' Digital Engagement Services team to deliver a specific campaign to increase downloads of their new mobile weather app. The campaign **exceeded engagement targets by 120%**, resulting in **11,000 app downloads in one month**.

## SOLUTIONS

**GovDelivery  
Communications Cloud**  
*(Active since 2009)*

**Digital Engagement  
Services**

## Powerful collaboration between Met Office and Granicus beats campaign goals by 120%

### ABOUT

A world leader in providing weather and climate services, the Met Office delivers accurate forecasts and important weather data to millions of citizens, the government, businesses, and other organisations. Clear and timely communication is critical to ensuring people are well-informed and equipped to prepare and respond appropriately to changing forecasts. The Met Office uses the GovDelivery Communications Cloud by Granicus to deliver weather updates (including the National Severe Weather Warnings Service) to 250,000 email subscribers.

### SITUATION

The Met Office recently launched a new mobile weather app to help more people stay one step ahead of the weather. They wanted to make people aware of the new app and increase downloads, setting a target of 5,000 downloads to be attributable to a time-bound digital campaign delivered in partnership with Granicus. The Met Office also wanted to increase the number of people subscribing to email updates (especially their National Severe Weather Warnings), and to maximise the impact of this channel on app downloads.

# SOLUTION

The Met Office enlisted the support of Granicus' dedicated Digital Engagement Services team during winter 2016/17 for an email outreach campaign to increase awareness and downloads of the new app among new and existing subscribers.

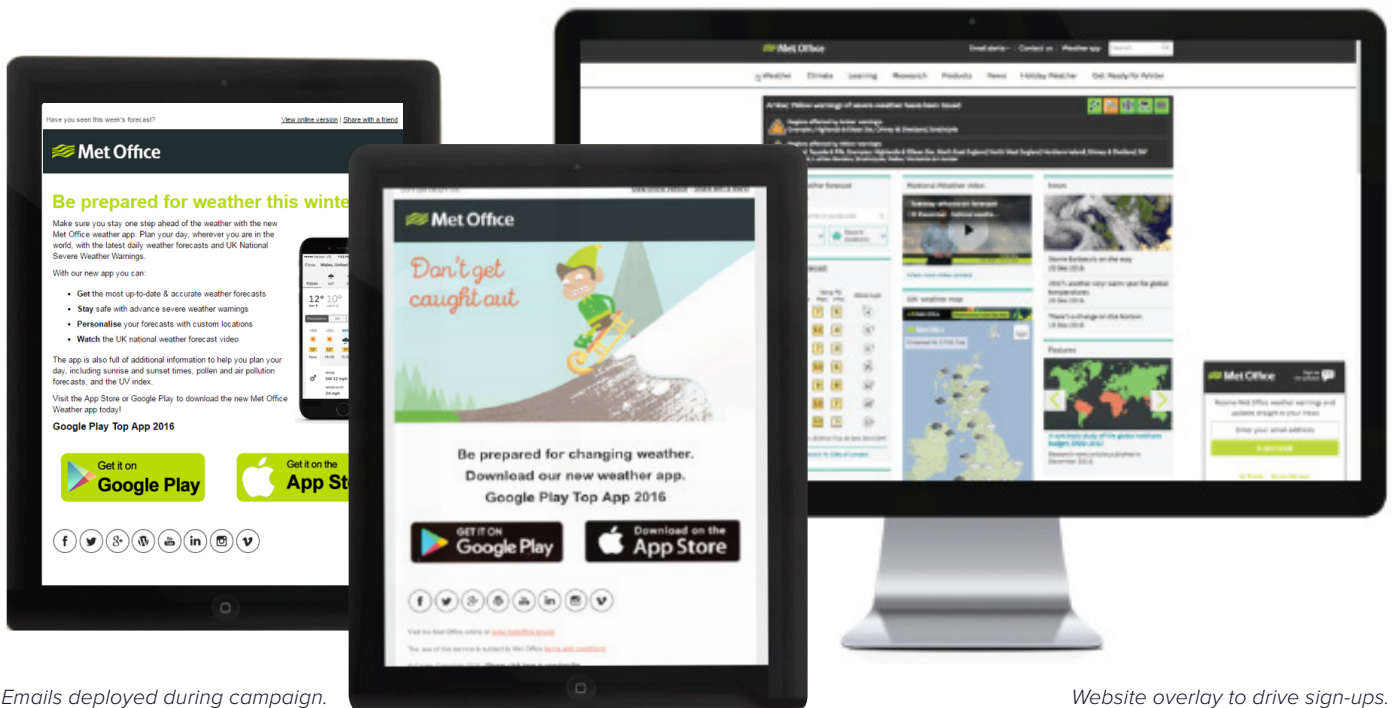
To help maximise the campaign reach, the Met Office took a prominent position in the GovDelivery Network; a network exclusively for organisations using Granicus' digital engagement technologies which provides access to millions of citizens who have opted to engage with other central and local government organisations. As citizens subscribe to one organisation's digital updates, as a final step, they are invited to subscribe to the Met Office's services too.

This visibility in the network, coupled with a powerful website "overlay" message, enabled the Met Office to engage and "convert" thousands more people into action; specifically, to sign up for email updates and download the app.

To drive more downloads of the app among subscribers, Granicus designed and implemented a custom footer (see example opposite) for use across the Met Office's email updates. Granicus crafted a series of five email messages targeting existing subscribers, aligning the artwork and messaging with the Met Office's winter campaign collateral.



Prime placement in GovDelivery Network.



Emails deployed during campaign.

Website overlay to drive sign-ups.



The Granicus campaign had a strong impact on our ability to reach, engage and convert new and existing Met Office audiences. The campaign drove approximately 11,000 downloads of our new weather app in just over one month; far surpassing the initial target of 5,000 downloads.

We were able to attract new audiences through strategic placement in the GovDelivery Network, giving us a means to immediately inform thousands more people of severe weather in their area, helping them to plan ahead and keep themselves and their loved ones safe.

Lisa Martin, Senior Marketing Manager, Met Office



Custom email footer created by Granicus' Digital Engagement Services team as part of campaign.

## RESULTS (see next page too)

By collaborating with Granicus for this one-month campaign, the Met Office smashed its target of 5,000 downloads by 120%, prompting 11,000 people to download the app. Spikes in downloads correlated with email sends. The emails deployed during this campaign achieved an average open rate 43% higher than the Met Office's average, and a click rate 121% higher than usual.

### Met Office Average

**17.8%**  
open rate

**1.4%**  
click rate



### Campaign Average

**25.5%**  
open rate

**3.1%**  
click rate

**↑ 43%**  
**↑ 121%**

The campaign saw significantly higher engagement rates than the Met Office's average.

Results continued on next page >

## METRICS

**11,000**

APP DOWNLOADS  
(120% OVER TARGET)

**21,154**

UNIQUE VISITS TO  
APP STORES

**618%**

INCREASE IN SUBSCRIBERS  
FROM WEB OVERLAY

**11%**

INCREASE IN SUBSCRIBERS  
FROM GOVDELIVERY  
NETWORK

**43%**

INCREASE IN EMAIL  
OPEN RATE

**121%**

INCREASE IN EMAIL  
CLICK RATE

**8%**

DECREASE IN UNSUBSCRIBE  
RATE YEAR-ON-YEAR

**250,000+**

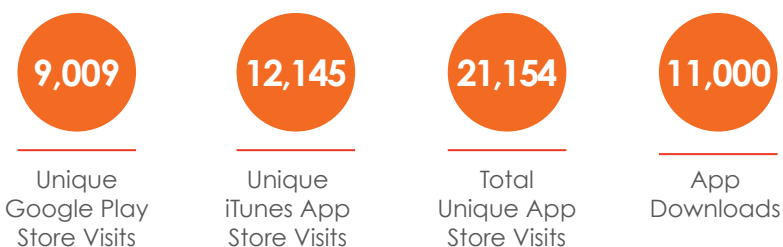
SUBSCRIBERS RECEIVING  
CRITICAL UPDATES

### A HIGHLY EFFECTIVE AUDIENCE ACQUISITION TACTIC

Prime placement in the GovDelivery Network led to an 11% increase in subscribers originating from the network (on the previous year). The website overlay was in place for two weeks only and drove 4,673 people to subscribe to updates; a 618% increase on the same period the year before, and a 1,160% increase in comparison to the same timeframe during each of the previous six months.



*Dramatic increase in subscribers attributed to website overlay that operated for two weeks only as part of campaign. Data relates to 20/12/16 - 31/12/16 and the same period in 2015 when there was no overlay.*



*Results attributed to Granicus and Met Office's collaborative campaign.*

## ABOUT GRANICUS

Granicus provides technology that empowers government organisations to create better lives for the people they serve. By offering the industry's leading cloud-based solutions for communications, meeting and agenda management, and digital services to more than 150 UK public sector organisations and 3,000 worldwide, Granicus helps turn government missions into quantifiable realities. Granicus products connect than 10 million citizens in the UK and 150 million globally, creating a powerful network to enhance government transparency and citizen engagement. By optimising decision-making processes, Granicus strives to help government realise better outcomes and have a greater impact for the citizens they serve.

For more information, visit [uk.granicus.com](http://uk.granicus.com)  
To schedule a consultation, email us at [info@granicus.com](mailto:info@granicus.com)