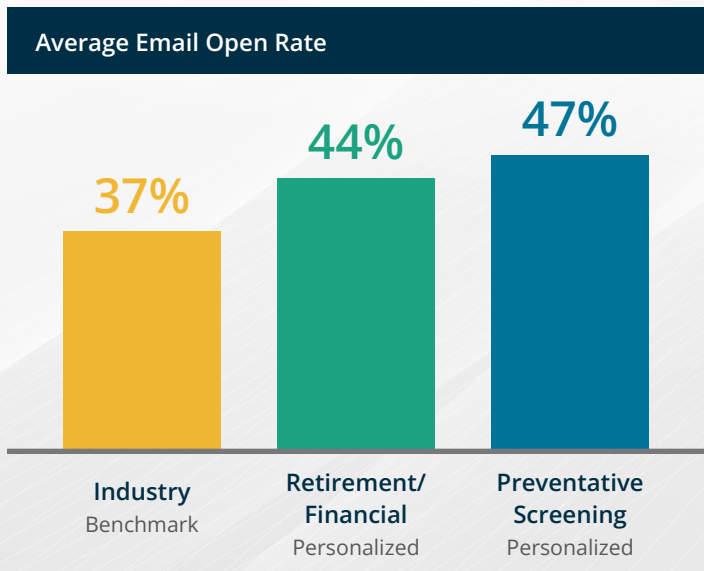


# The right message, to the right employee, at the right moment.

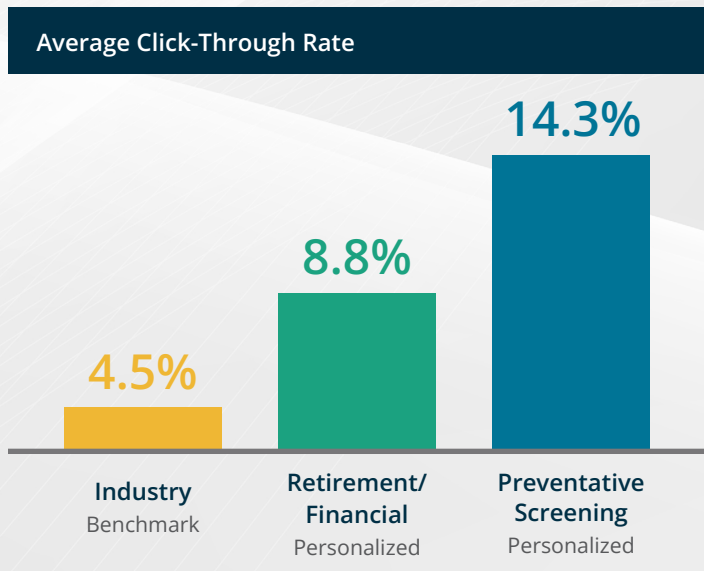
When employees receive communications tied to topics they care about, they open more, click more, and act more. The charts below compare average open rates and click-through rates across select key recommendations — segmented sends to matched audiences versus the industry benchmark for broad sends.

**3x**  
Higher conversion when recommendations ask for one specific action

**62%+**  
Of employees missed by generic messaging on any given topic



Source: Personalized recommendation data. Industry benchmark per internal comms research (PoliteMail 2025). Personalized audiences defined by employee self-selection.



Source: Personalized recommendation data. Industry benchmark per Mailchimp 2025 (all industries avg). CTR shown as a percentage of delivered emails.

## Broad emails miss the mark: Only a fraction of employees care about any given topic

|  |   |  |  |  |
|--|---|--|--|--|
| <p><b>Fitness</b><br/>38% Interested<br/>Ineffective for 62%</p> | <p><b>Retirement</b><br/>33% Interested<br/>Ineffective for 67%</p> | <p><b>Nutrition</b><br/>28% Interested<br/>Ineffective for 72%</p> | <p><b>Stress Management</b><br/>26% Interested<br/>Ineffective for 74%</p> | <p><b>Sleep</b><br/>21% Interested<br/>Ineffective for 79%</p> |
|--|---|--|--|--|

**Relevance drives action.** Employees who receive a message about something they care about don't have to decide whether it applies to them — they already know it does. The single shift, from **"here's what's available"** to **"here's something relevant to you specifically,"** eliminates the cognitive step that causes most benefits emails to go unacted on. The best benefit communication platforms capture employee interest signals upfront — so every recommendation starts with an audience that already has a reason to engage.