Say goodbye to unread email

Say **HELLO** to email your employees actually want to read!

306 BILLION EMAILS ARE SENT EVERY DAY[1]

61% OF PEOPLE SAY THEY IGNORE EMAILS AT WORK[2]

40% AREN'T READING EMAILS FROM THEIR HR DEPT[3]

Email is not dead

Experts predicted[4] that email would be dead by now... but it's still going strong as the most popular communications channel for internal comms[5]

95% identified email as a key channel

67% rely on face-to-face communication

52% primarily use the company intranet

Content types for internal email[6]

NEWS & UPDATES
Share product launches, acquisitions, and new feature rollouts

STORIES
Create an emotional connection that embodies the traits, values and behaviors you admire

EDUCATIONAL
Inform on upcoming training, workshops and webinars

SURVEYS
Get an understanding of employee behavior and interests

TEAM SPOTLIGHTS
Highlight their hard work and achievements

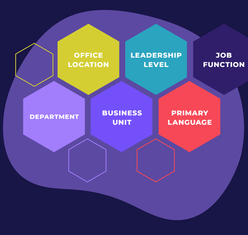
ANNOUNCEMENTS
Help increase productivity and time management

TOP 5 WAYS TO BUILD THE PERFECT EMAIL

Welcome in a new approach to workforce email

TARGET THE RIGHT PEOPLE *EVERY TIME*

Segment your audience at a granular level based on:



8 seconds THE AVERAGE ATTENTION SPAN

11 seconds THE AVERAGE TIME READING AN EMAIL

PRIORITIZE AND AUTOMATE YOUR CONTENT

Manage information overload with automated campaigns and delivery prioritization.

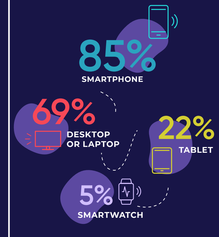
MAKE IT APPEALING

Employees today expect a rich, consumer-style content experience. Three must-have tools for better content creation include:

- ASSET LIBRARIES
- BUILT-IN TEMPLATES
- DRAG & DROP EDITING

Studies show, when content is well structured, visually appealing, and easy to consume, engagement can be improved by as much as[7]

90%



REACH THEM WHERE THEY ARE

Orchestrate the employee experience across every application and endpoint your people use to meet your people where they are with the right information at the right time.[8]

CRUNCH THE DATA

Tag content, then track employee response to analyze your email performance and improve your employee engagement.

- 70% FEWER SAFETY INCIDENTS
- 41% LOWER ABSENTEEISM
- 21% HIGHER PROFITABILITY
- 17% HIGHER PRODUCTIVITY

Companies with high employee engagement have[9]

> "It previously took our communication team members 10 hours just to send out a newsletter.
> **Now we've got it down to 45 minutes.**

MELISSA TIZON | AVP NATIONAL COMMUNICATION, PROVIDENCE

firstup

Say **goodbye** to hundreds of emails per day, at the wrong time, to the wrong person. Say **hello** to Firstup Email. Firstup is redefining the digital employee experience to put people first and lift companies up by connecting every worker, everywhere with the information that helps them do their best work.

Get started at **firstup.io**

[1] What's the Future of Email? It's Here to Stay. [2] In 3 Employees Ignore Your Emails, Here's What To Do About It. [3] The Future of Email in 2020 and Beyond: The Email Marketing Trends That Will Really Matter. [4] A Modest Proposal: Eliminate Email. [5] Global State of Internal Communications 2020 Report. [6] Top 6 content types for internal communication. [7] What's the Future of Email? It's Here to Stay. [8] 2018 Adobe Consumer Email Survey. [9] 7 Employee Engagement Statistics That Matter The Most (2021).