

Content Engagement

Staying connected started in the inbox. In 2024, we crafted email campaigns that kept members informed, engaged, and inspired. From industry updates to event invitations, our emails delivered timely, relevant messages, strengthening our connection with our members.

Email Performance

Email	Engagement	Open Rate	Number of Emails
The Insider	56%	57%	71,880
Government Affairs Weekly Report	48%	52%	65,879
Education Newsletter	45%	57%	78,276
BrokerCentric	43%	54%	14,850

577,874

Emails Sent

55%

Average Open Rate

