

TEXAS A&M
AGRILIFE

INSTITUTE FOR ADVANCING
HEALTH THROUGH AGRICULTURE



2022 REPORT

Just Released:

Texas A&M Institute for Advancing Health Through Agriculture 2022 Report

Thank you for your strong and sustained engagement with the Texas A&M Institute for Advancing Health Through Agriculture (IHA) in our inaugural year. We all share the same vision for positioning agriculture, food and nutrition as the solution to the health care crisis in the United States.

Click to download our 2022 report that outlines the strides we've made so far. We hope you enjoy reading about our vision for 2023 and beyond.

[Download 2022 Report](#)

Click [here](#) to sign up for the IHA newsletter.



Hello all,



Our first Year End Report has been published/sent out, with gusto might I add. Below are the main analytics to note, as well as a few challenges:

- We sent the report to 788 contacts – as of this morning our open rate is 54%
 - For reference, between 15% - 30% is considered ideal... **so we blew this out of the water!**
- Report link click for “download 2022 Report” is 250 people
- Only 37 hard bounces (meaning, those email addresses never received anything due to various blockades on their end)
- 95.7% delivery rate
- 5 newsletter sign ups
- Our website views went from 40 unique on March 5th to 254 unique on March 6th

Challenges

- Because our IHA website is currently attached to AgriLife’s main account, we are very limited in the analytics we can glean (e.g. unable to add a plug in or tag with Google Analytics).
 - This means we are unable to see who has downloaded the report, how much time they’ve spent looking at our news page where the report is at, etc.
 - We have requested an upgrade to make this possible.
- **HOWEVER**, judging by the insights I CAN see on our website’s backend and the analytics from the EMMA insights, it’s safe to **say 200-275 of our contacts have viewed the report.** (EMMA is the email distributions system.)

The report has been put on both Twitter and LinkedIn, so I expect a few more numbers to climb before COB today. Overall we are thrilled at the outcome, please let me know if you have any questions. I have attached a .zip file of the analytics breakdown if you wanted to see what specific email addresses opened/etc.

As a follow up, our team has a meeting scheduled for this Thursday to get a game plan for moving forward with this data.

Thanks,
Kendall