

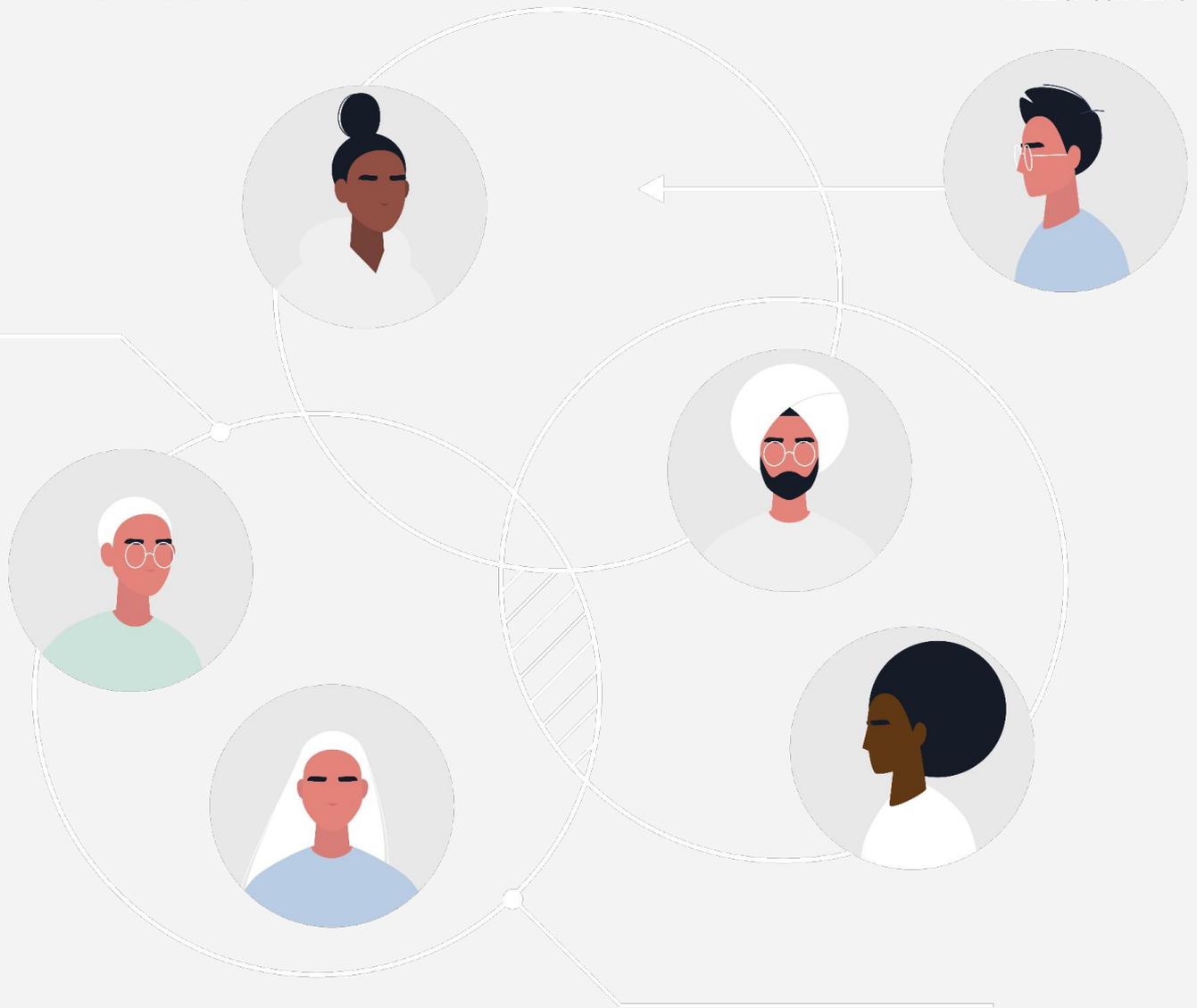


2022

# Engage with Equiem

Community Engagement Report

**EQUIEM**



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# Introduction

The way your users interact with your platform can create a true spirit of connection and community in your building. But for that community to feel organic, you need to ensure that your users are enthusiastic about the content on your platform.

The most important indicator of user enthusiasm is Engagement. Engagement is the **frequency with which your users interact** with your app, and it's a great barometer for the excitement that your Tenant Experience platform is generating among users and tenants.

This biannual report analyses data gathered from **more than 80,000 users** globally. It studies a sample pulled together between July 2021 and February 2022 by Equiem's **best-in-class Community Engagement** team.

**Engagement** has been measured in terms of User Actions, Newsletter Opens, and Newsletter Clicks in an effort to provide a broad and comprehensive overview of how Equiem compares with the industry average.

We've also appealed directly to our users to gain a deeper level of insight into emerging trends. **Our poll asks them what types of activities they're most interested in**, and a range of testimonials cast a brighter light on individual experiences.



# What we learned:

## Occupiers love low-commitment ways to engage with content.

Content with low-commitment mechanics is most attractive to occupiers. **People love to like and comment** – and fun content that asks them to do that tends to be the most popular.

Campaigns that received high levels of interaction included a **Work From Home Playlist**, **Spot the Difference** game, and a user-generated **Best Dad Joke contest**.

## Food and fitness are top of the list.

Occupiers are most interested in food and fitness content and activities. These are areas that may have been underrepresented in the last two years as a result of the pandemic.

The resilience of interest in these categories presents an opportunity. Launching food and fitness events will **likely yield high levels of interaction** among eager users.

## People love to be social – whether they're at the office or WFH.

Just because some workers are still remote, don't assume they're not interested in social events. In fact, our data reveals that remote workers are particularly interested in classes and workshops that will allow them to interact with colleagues in a more social setting.

**Remote cocktail classes, cooking workshops, and wine tastings** took out the top spots when we asked what virtual events workers would be most interested in.

## COVID-safe practices still matter to users

While our data found that users are hungering for social activities, that doesn't mean they've thrown all caution to the wind. **Health, safety, and social distancing are all still significant priorities.**

However, interest in social activities highlights that **users do want to mingle** – they just want the proper precautions in place. When throwing in-person events, be sure to observe common-sense attendance limits and provide hand sanitiser for the peace-of-mind of your participants.

## ESG is of growing importance

This is not a new trend, but it's one that continues to increase in relevance to occupiers. Issues like **waste reduction, recycling, and green building certifications** are of growing interest to users globally.

Make room in your content strategy to tell users what your building is doing for the environment – and ask them what else they think should be done!

## Users love incentives. But make sure you use value to attract value.

Incentivised activities naturally attract the highest level of engagement. So, if you want to gather high levels of insight and data, consider including a prize, discount, or other incentive.

Be careful, though. Don't be tempted to incentivise engagement merely to lift your engagement rates. You should strive to **use your budget to attract engagement that will create real-world value** in the form of actionable insights.

# Engagement by the numbers

Users engage with their Tenant App in all kinds of different ways. From liking and commenting on posts in their feed to event RSVPs and reading regular newsletters, users continue to engage with Equiem content at a high rate.

Our ability to connect with users continuously and effectively using hyperlocal content is what allows us to attract **monthly page views in the tens or hundreds of thousands**.

## Monthly Pageviews

APAC	161,149
UK	58,001
US	49,245
Global	264,989

The **best thing about a high rate of engagement is that it is self-perpetuating**. With a higher number of monthly interactions, it becomes easier than ever to understand the type of content and events that users are likely to respond to.

Across this report, we've analysed and synthesised user interests to give a clear picture of how landlords can connect with and excite the people in their buildings.

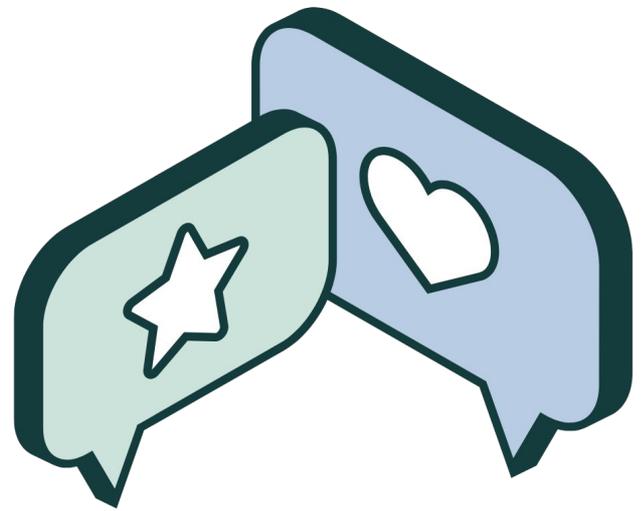


## 12pm

The greatest number of user actions takes place at 12pm. This suggests that midday is the ideal time to send emails and other important comms.



Equiem sits **well above the industry benchmark** in engagement numbers. Users within our Communities are highly engaged, returning often, and interacting in a number of different ways.



### Newsletter Engagement

	Open Rate	Click Rate
<b>Industry avg.</b>	21%	17%
<b>APAC</b>	24%	34%
<b>UK</b>	24%	25%
<b>US</b>	23%	27%
<b>Global</b>	24%	31%

Our newsletter click rates are **14% higher than the industry average** globally. And across the regions, we beat the benchmark by at least 8%.

Our success in this area is owed to our expertise in editorial content production. The Equiem content team **specialises in creating hyperlocal and editorial content relevant to our users.**

By leveraging this in newsletter content and subject lines, we ensure that recipients are vastly more likely to open and read the emails in their inbox.

Newsletter engagement is only the tip of the iceberg. User interactions come in all forms, including likes, comments, RSVPs, purchases, and more.

The figure of monthly user interactions gives you an indication of how active each user is on the platform.

### Monthly User Actions

<b>APAC</b>	15
<b>UK</b>	16
<b>US</b>	18
<b>Global</b>	16

If we look at this globally, this means that the **average Equiem user engages 16 times in any given month.** Whether these engagements are likes, comments, replies, or RSVPs is important – but it’s not as important as the overall trend for users to engage with the platform.

To maximise engagement, it’s a good idea to offer content and activities that offer a low-commitment mechanic for interaction. We’ll break down a few of these in the coming pages.

# Content & Events: Latest trends

We've analysed the trends across our global user base to determine the type of content and events that have been most highly interacted with.

Our **most popular onsite events** trended towards fitness, food, and giveaways:

**Gelato giveaway**

**Summer BBQ**

**Fitness classes & Bootcamps**

Despite the ongoing COVID pandemic, we still saw **food and fitness emerging as a dominant trend**. For occupiers that have stopped offering these types of events in recent years, this trend is worth noting. There is **ample interest to justify their reintroduction**.

Our **most popular virtual events** indicated a preference for fitness & fun:

**Online yoga & pilates**

**Holiday raffle**

**"Spin the Wheel" game**

**Happy Hour networking**

The success of casual games and contests highlights the **importance of "low-commitment" activities**. Regardless of whether users are remote workers or in-office employees, they are more likely to engage in casual, laidback events.

In terms of content, our **most popular categories** demonstrated a natural trend towards incentivised content:

**Community**

**Events**

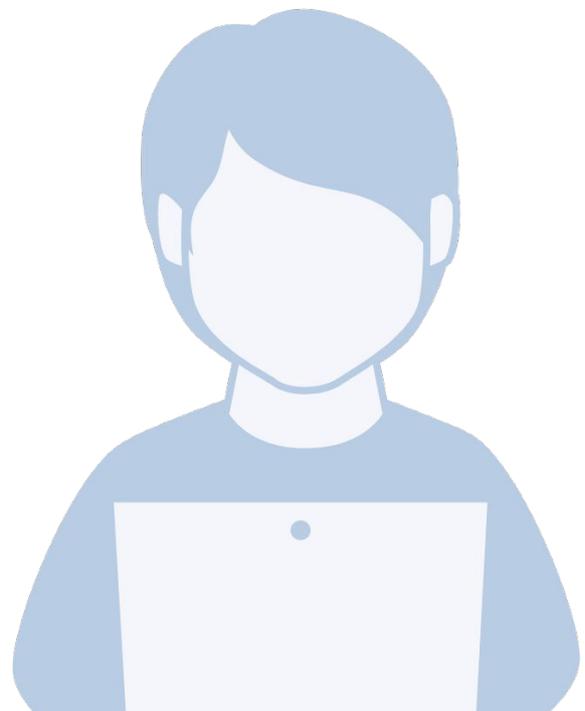
**Competitions**

**Building Information**

**Editorial Articles**

It should come as no surprise that incentivised activations receive high levels of interaction. However, provided landlords **leverage these campaigns to achieve actionable insights**, they can create significant value.

At the same time, the **ongoing success of Community and Building Information content** makes it clear that placemaking and community building is important to users.



The **content with the most interactions** highlighted a desire for fun, personable campaigns:

**Community curated playlist**

**Autumn onsite giveaway**

**Best “Dad Joke” contest**

**Online giveaway**

**“Spot the Difference” game**

We should note that content providing **low-stakes interaction** is typically interacted with at a higher rate.

Out-of-the-box games and other fun activities garner a strong reaction, and because they are simple to participate in, users are more likely to contribute. This opens the door to **simple yet powerful user-generated content** like the Best “Dad Joke” contest.

Content created by users not only **spurs further interaction from colleagues**, it also contributes to the sense of community in your asset.

The **most read content** displayed a fair amount of variety:

**Flower auctions**

**Open air cinema**

**Virtual treasure hunt**

**Annual building survey**

**Best “Dad Joke” contest**

The mix of content at the top of our list shows a range of interests among global users. Users are **excited and motivated by charity fundraising** events like the flower auctions, but they also **want their voices heard** in the annual building survey.

The success events like the virtual treasure hunt and “Dad Joke” contest once again showcases the **importance of “low-commitment” activities**. Across content and events, this low-stakes paradigm has created a great deal of interest. Think of it as a low-cost, high-reward way to gather valuable interactions from your user base.



Our customers are happy with the results they get from Equiem... and they don't mind talking about it:

"The Equiem platform has helped tremendously with engaging with the community! Within a month of implementing the platform, in conjunction with our January promos, we enrolled +20 new gym members... Equiem has helped us create awareness, promote the facilities, and take the gym to the next level."

"Thanks so much for keeping us all engaged and connected while we're working from home."

"I've loved how Life at IQL has worked hard to keep everyone together and cohesive, despite working from home for many months. It's made me feel part of a team - thank you!"

"The community has been a real friend to me whilst working from home. I think you have all done a tremendous job, providing us with good humour, sharing stories, offering competitions and a place to spend a few minutes on, that isn't 'work' related. It really does have community spirit. Thank you all."

"This has been a great space to come to every day to find tips on wellbeing and exercise. I really appreciate having this community and being part of it."

"We are indeed building a great community with this platform."

*\*Note: Some of the responses have been edited for grammar and clarity*



# Events: What tenants want

Participation in onsite and virtual events is some of the richest, most valuable engagement possible. We asked our users to tell us what kind of events excite them.

## What sort of onsite events would you like to attend?

-  Food stalls
-  Local retailer popups
-  BBQs

## What safety precautions do you expect onsite?

-  Hand sanitiser
-  Attendance limits
-  Social distancing

## What sustainability issues are important to you in the building?

-  Waste reduction & recycling
-  Energy conservation
-  Reducing carbon footprint

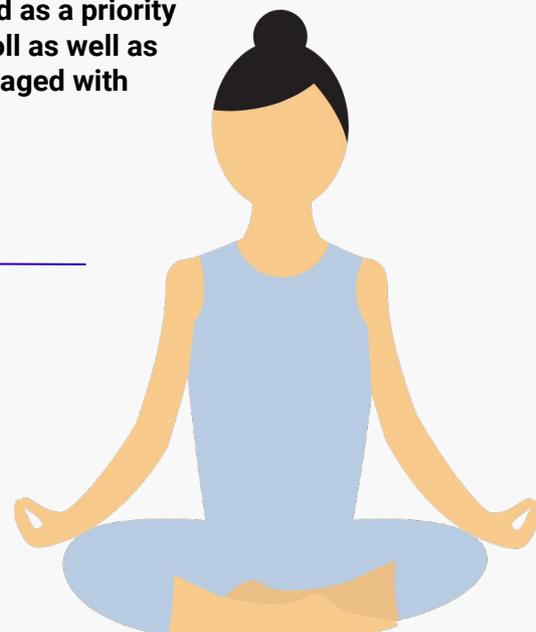
## What kind of virtual events are you most interested in?

-  Cooking classes
-  Cocktail mixology event
-  Wine tasting

## What fitness classes do you want onsite?

-  Yoga
-  Pilates sessions
-  HIIT classes

Yoga and Pilates classes have emerged as a priority across our poll as well as our most engaged with content



# Conclusion

To make the most of your Tenant Platform, you need to understand two things: how users interact with it, and how to assess its impact. In this report, we have aimed to shed light on both of those issues.

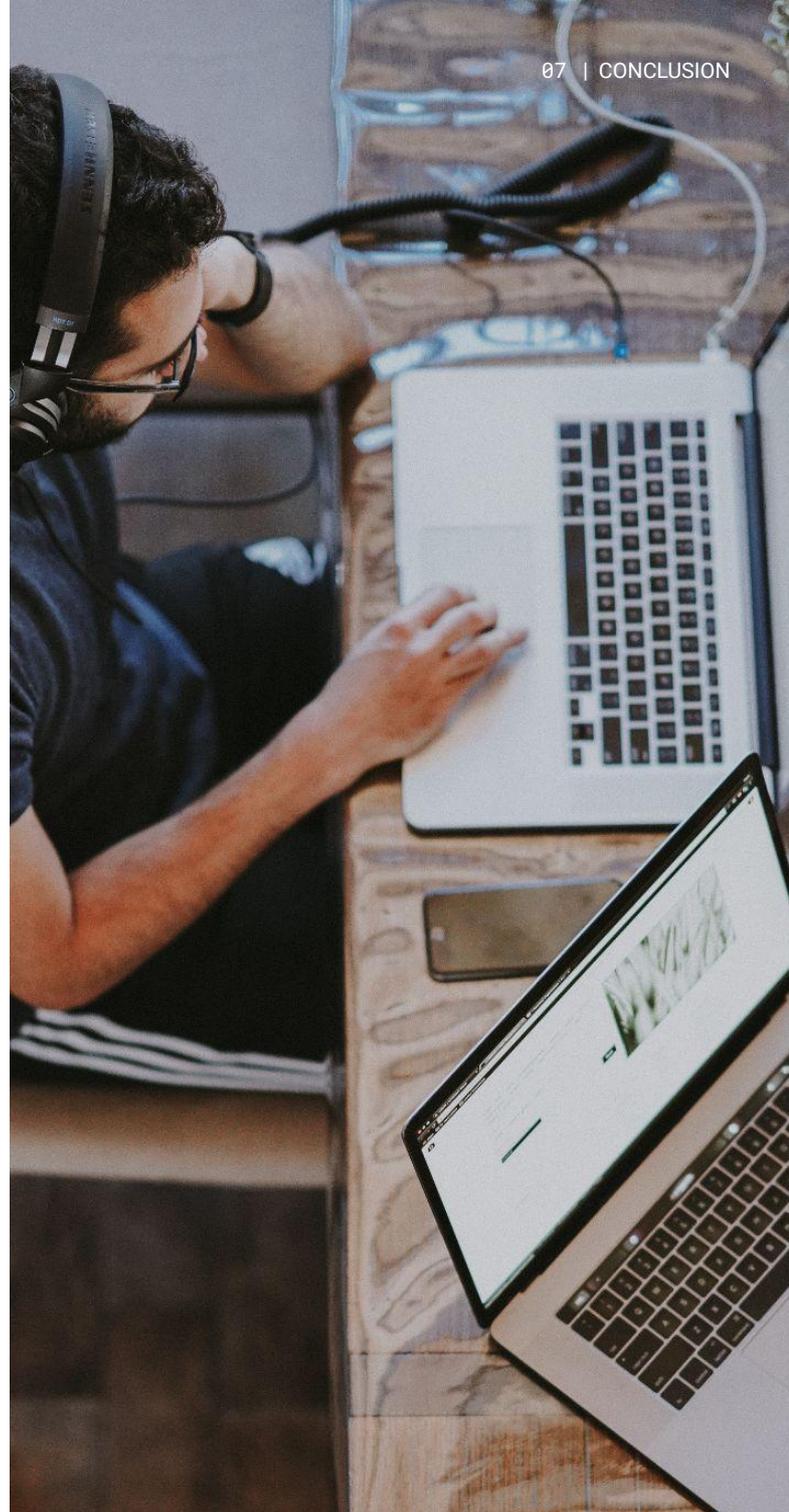
By assessing user actions and behaviour, you gain the clearest possible picture about the health of your Tenant Platform. And **the healthier the platform, the more valuable the insights** you can glean from it.

Equiem's Engagement levels are well above the industry average. By analysing **data from more than 80,000 users around the world**, we've identified several emerging trends in engagement.

Users want engagement to come with a low cost for them. **Fun activities can give users a chance to interact without demanding too much** of their time or energy. Consider joke contests or simple games – you might be surprised at how much interest you'll generate among your users.

We've also noticed greater interest in **Environmental and Sustainability** issues. These subjects have been growing in importance in recent years, and we see no sign of that slowing down. Make sure you communicate with your users about your ESG plans.

And finally, users are as excited as they've ever been about **food, drinks, and fitness events**. With the proper COVID-safe precautions in place, these types of events should be very warmly welcomed by building communities.



Build a true relationship with the people who work in your building. Equiem offers a huge range of tools to boost engagement including:

- Communication templates and content feeds
- Event management tools
- Simple, intuitive CMS
- Customisable analytics dashboards
- Survey and polling functionality
- NPS and CSAT score tools
- And more

Discover all the features and book a demo at [www.getequiem.com](http://www.getequiem.com)

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