

“Newcomer Experience” pilot project

Advancement Email campaigns
July & November 2021



WIKIMEDIA
FOUNDATION

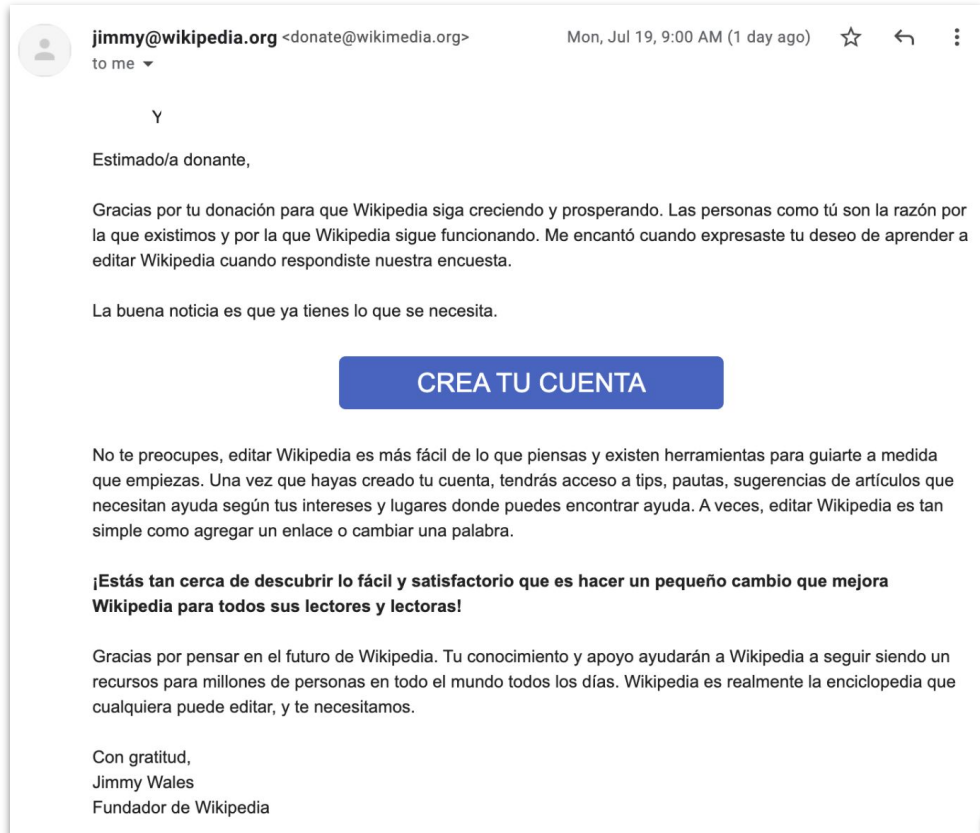
Summary & Objective

- **Objective:** internet users learn that they can, and how, to contribute to Wikipedia. They are prompted to begin contributing and to create an account to have access to features designed to simplify the first edits and learning process.
- **Hypothesis:** if we invite donors, many of whom said they want to learn to edit, to create Wikipedia accounts, and we provide an easy entry experience, they will try editing and will contribute in a constructive way.
- **Actions:** Directing donors to create accounts and then to the [Growth features](#).
 - Campaign 1. Send ‘invitation to become an editor’ email to recent donors in LATAM countries who indicated that they would like to learn about editing.
 - Campaign 2. Link within ‘how to avoid seeing fundraising banners’ email to recurring donors in USA.

Experience: receive email

Donors received an email thanking them for their contribution and encouraging them to create an account on Wikipedia.

Note: Email text and Wikipedia destination was in the language where the donor originally donated from (example shown from campaign 1)



Experience: landing page

The email led them to a special “Create account” landing page that continues to acknowledge them as a donor.

Note: Email text and Wikipedia destination was language where the donor originally donated from (example shown from campaign 1)



WIKIPEDIA
La enciclopedia libre

Portada
Portal de la comunidad
Actualidad
Cambios recientes
Páginas nuevas
Página aleatoria
Ayuda
Donaciones
Notificar un error

Herramientas
Subir archivo
Páginas especiales
Versión para imprimir

En otros idiomas 

Página especial

Buscar en Wikipedia

Crear una cuenta

Usuario [\(ayúdame a elegir\)](#)

Contraseña

Se recomienda emplear una contraseña única que no utilices en ningún otro sitio web.

Confirma la contraseña

Dirección de correo electrónico (recomendado)

Se requiere un correo electrónico para recuperar tu cuenta si pierdes tu contraseña.

CAPTCHA Comprobación de seguridad (¿qué es esto?)

[Actualizar](#)

[¿No ves la imagen?](#)



Gracias por ser donante. Crea una cuenta para empezar a mejorar Wikipedia.

Wikipedia está construida por personas como tú que trabajan juntas. Editar un artículo puede ser tan simple como agregar un enlace o cambiar una palabra.

-  Tareas sugeridas que coinciden con tus intereses
-  Obtén ayuda y orientación mientras editas
-  Empieza con ediciones pequeñas y sencillas

Experience: newcomer homepage

After account creation, users were brought to the [newcomer homepage](#), which contains suggestions for easy edits to get started.

Note: Email text and Wikipedia destination was language where the donor originally donated from (example shown from campaign 1)

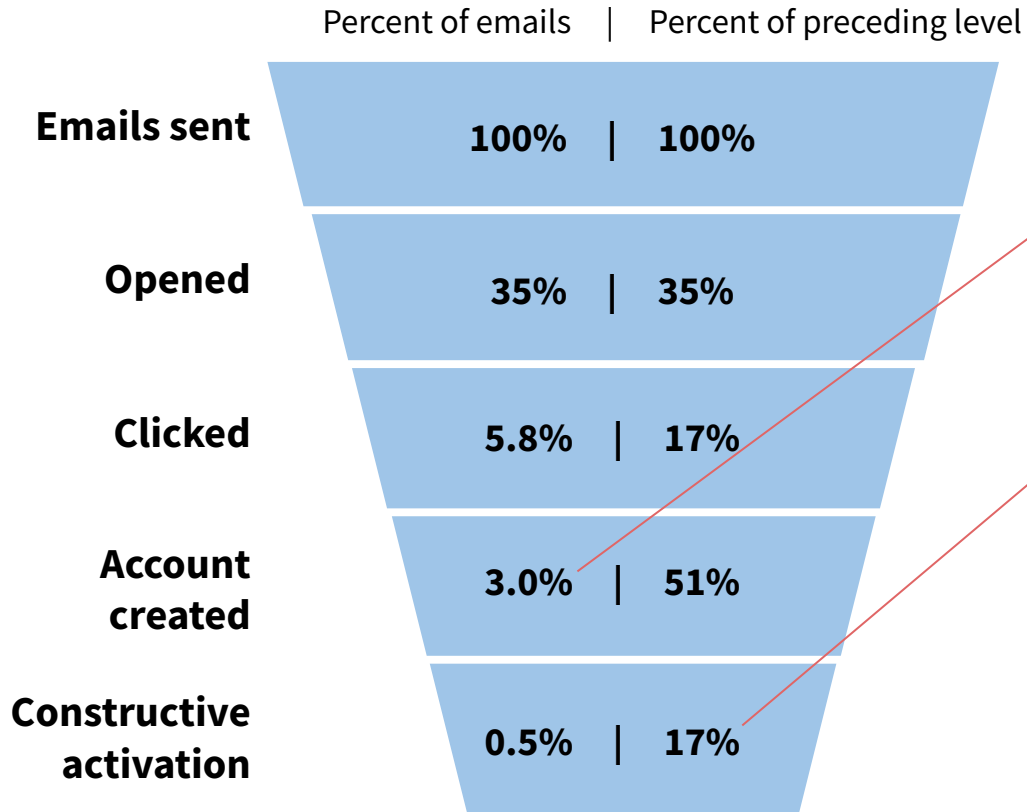
The screenshot shows the Wikipedia newcomer homepage for user MMiller (WMF). The page is in Spanish and includes the following elements:

- Header:** User profile (MMiller (WMF)), navigation links (Discusión, Taller, Preferencias, Beta, Lista de seguimiento, Contribuciones, Salir), and a search bar.
- Navigation:** Links for "Página de inicio", "Página del usuario", and "Discusión".
- Left Sidebar:** Wikipedia logo, "La enciclopedia libre", and various utility links like "Portada", "Portal de la comunidad", "Actualidad", "Cambios recientes", "Páginas nuevas", "Página aleatoria", "Ayuda", "Donaciones", "Herramientas", "Subir archivo", "Páginas especiales", "Versión para imprimir", and "Idiomas".
- Main Content:**
 - Greeting: "¡Bienvenido, MMiller (WMF)!"
 - Email: "Correo electrónico: mmiller@wikimedia.org (cambiar)"
 - Suggested Edits Section: "Ediciones sugeridas" with a filter for "Arquitectura" and a difficulty level of "Fácil".
 - Featured Suggestion: "Museo Casa de la Ciencia de Sevilla" with a photo of the building, a description, and "222 vistas (últimos 60 días)".
 - Call to Action: "Añadir enlaces entre artículos" (FÁCIL, 3-5 minutos) with the instruction "Hacer que palabras de un artículo enlacen a otro".
 - Footer Note: "Otros usuarios han indicado que estos artículos necesitan mejoras. Ayuda a mejorar Wikipedia para sus 10M de lectores cada día."
- Right Panel:**
 - "Tu impacto": A heart-shaped graphic made of article thumbnails, with the text "0 ediciones hasta el momento. Ayuda a extender el conocimiento libre al mundo editando los temas que más te interesen." and a note about observing views on contributions.
 - "? Obtén ayuda para editar": A list of help pages including "Cómo escribir un buen artículo", "Cómo editar una página", "Cómo agregar imágenes", "Cómo insertar una referencia", and "Cómo crear un artículo".

Email campaign 1: LATAM recent

- WMF fundraising campaign took place April 15 - June 7 2021 in LATAM countries.
- A subset of donors took a post-donation survey, and a subset of those indicated they would be interested in learning about editing.
- Discussed in advance with relevant affiliates [AR, CL, CO, MX, PE, UY & BR], and on relevant Wikipedias ([Es](#), [Pt](#)).
- On July 19:
 - Sent 4,517 emails to Spanish Wikipedia donors in several countries.
 - Sent 1,141 emails to Portuguese Wikipedia donors in Brazil.

Email campaign 1: Topline funnel



- Account creation rate was lower than our goal: **3% vs. 5%**
- Constructive activation rate was lower than our expectation (organic newcomers): **17% vs. 27%**
- Large drop-off from open -> click
- Large drop-off from click -> account

Notes: “clicked” rate is approximated by unique IP visits to the landing page. “Constructive activation” is making an unreverted edit within 24 hours of registration.

Email campaign 1: stats

Wiki	Spanish	Portuguese	Total	Goal
Emails sent	4,517 (100%)	1,141 (100%)	5,658 (100%)	
Opened	1538 (34%)	455 (40%)	1,993 (35%)	
Clicked	263 (5.8%)	67 (5.9%)	330 (5.8%)	
Accounts	131 (2.9%)	36 (3.2%)	167 (3.0%)	283 (5%)
Constructive activation (percent of accounts)	22 (17%)	7 (19%)	29 (17%)	45 (27%)
Edits	163	12	175	

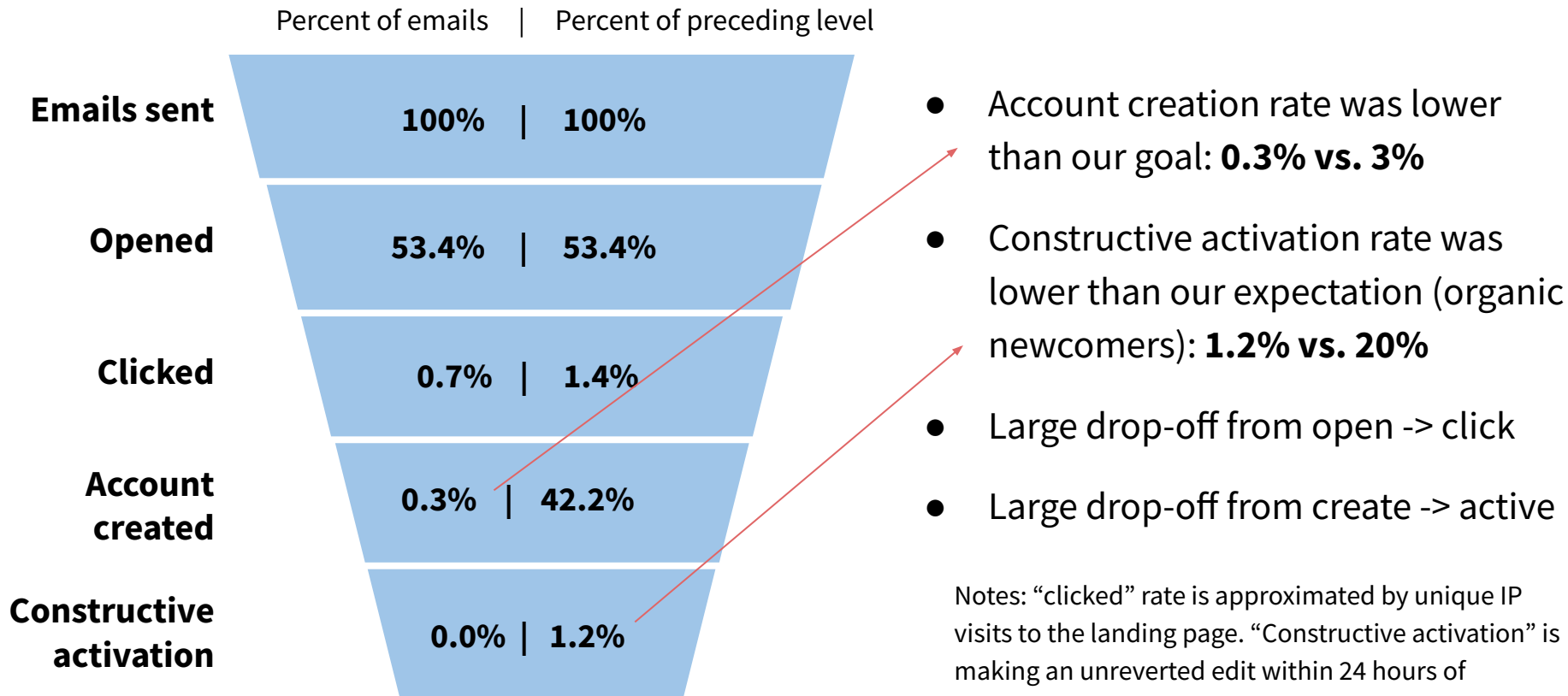
Email campaign 1: Initial analysis

- Compared to normal fundraising email campaigns this email was opened less often, but recipients did not perceive it as spam.
- Although recipients had recently said they were interested in contributing, fewer than expected responded to the direct invitation and completed a suggested edit. Future version of this experiment ought to have more granular statistics of the ‘funnel’ and where people might be having difficulty.
- The activation rate was lower than for organic account creations. This may be because many organic account creators are motivated to add (or improve) *specific* content when they see a mistake/omission or have a *specific* piece of information they are motivated enough to want to share. Whereas those we emailed did not have a specific objective in mind.
- A future experiment might place the “call to action” to create an account on a post-donation “thank you” page, so that donors see it immediately, instead of receiving an email days or weeks later. We may also want to design for donors who already have accounts.

Email campaign 2: USA recurring

- WMF en.wp banner fundraising campaign took place December 2021 in English-speaking countries.
- Prior to the campaign, an email was sent to 85k recurring donors in the USA informing them of three methods to avoid seeing fundraising banners.
 - One option was to create a user account. The provided link led to [a specific signup page](#) which also thanked them for being a donor. Upon account creation the user would be sent directly to their newcomer 'homepage' (see previous example slides).
- Informed Wikipedia community as part of fundraising update ([village pump](#)).

Email campaign 2: Topline funnel



Email campaign 2: stats

Action	Recurring USA donors (percent of first step)	Goal
Emails sent	83,592 (100%)	
Opened	44,657 (53.42%)	
Clicked	612 (0.73%)	
Accounts	258 (0.31%)	2508 (3%) (percent of total emails)
Constructive activation* *No reverted edits were noted. All edits made were classified as constructive.	3 (0.004%)	52 (20%) (percent of accounts created)

Email campaign 2: Initial analysis

- Unlike the LATAM campaign, the targets for this email had not expressed any previous interest in editing. This is likely the largest reason we see so many fewer users creating accounts and editing.
- This was the first time that recurring donors were proactively informed of methods to avoid seeing new fundraising banners. The suggestion to create an account (and edit) was only one of the three of the alternatives given. Thus, unlike the LATAM email campaign, converting donors to editors was *not* the primary call-to-action in this campaign.
- There was a large statistical drop between the number of people opening the email and clicking to create an account - this is consistent with the LATAM campaign. However, a large proportion of those who clicked *did* create an account but did *not* edit. This is different from the behaviour of the LATAM campaign. This could be explained by the previous bullet point.
- English Wikipedia did not, at the time of the campaign, have the “add a link” suggestion tool enabled. This is the most popular feature of the system. Rather, it suggests relevant articles that might need linking, but does not the proposed links themselves. By contrast, in the LATAM campaign, *bot es* and *pt* Wikipedias do have this feature. That will have decreased the likelihood of a successful first edit.



Email campaigns: side by side

LATAM recent

Percent of emails | Percent of preceding level

Emails sent

100% | 100%

Opened

35% | 35%

Clicked

5.8% | 17%

**Account
created**

3.0% | 51%

**Constructive
activation**

0.5% | 17%

USA recurring

Percent of emails | Percent of preceding level

100% | 100%

53.4% | 53.4%

0.7% | 1.4%

0.3% | 42.2%

0.0% | 1.2%

Email campaigns: overall analysis

- Donors are reasonably willing to engage in email correspondence from the Wikimedia Foundation, are well-disposed to Wikimedia sites, and when they do edit it is classified by the community as constructive contributions.
- However, donors are not, in general, willing to create accounts in order to edit *merely* due to being invited to do so. This is even when an easier ‘onboarding’ experience [decreasing the perceived distance between signup and first successful edit] is provided to them.
- Donors who indicated they are interested in editing are much more likely to create accounts and edit, but still do so at relatively low rates.
- Hypothesis: that people motivated to begin editing not by their affinity to the mission (indicated by being donors) but by affinity to a specific topic needing improvement on the website. Continued improvements in the newcomer features’ *topic filtering* and types of suggested edit activities is warranted.

