

“Newcomer Experience” pilot project

Inviting donors to edit via email
LATAM, July 2021



Summary & Objective

- **Objective:** internet users learn that they can, and how, to contribute to Wikipedia. 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 who said they want to learn to edit Wikipedia to create accounts, and we provide an easy entry experience, they will try editing and will contribute in a constructive way.
- **Action:** sent ‘invitation to become an editor’ email to recent donors in LATAM countries who indicated in a post-donation survey that they would like to learn about editing. Directed them to the [Growth features](#).



Emails

- 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.



Experience: receive email

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

The screenshot shows an email inbox item. The sender is jimmy@wikipedia.org <donate@wikimedia.org>, with a subject line "to me". The date is "Mon, Jul 19, 9:00 AM (1 day ago)". To the right are icons for star, reply, and more options. The email body is in Spanish:

Y
Estimado/a donante,
Gracias por tu donación para que Wikipedia siga creciendo y prosperando. Las personas como tú son la razón por la que existimos y por la que Wikipedia sigue funcionando. Me encantó cuando expresaste tu deseo de aprender a editar Wikipedia cuando respondiste nuestra encuesta.
La buena noticia es que ya tienes lo que se necesita.

[CREA TU CUENTA](#)

No te preocunes, editar Wikipedia es más fácil de lo que piensas y existen herramientas para guiarte a medida que empiezas. Una vez que hayas creado tu cuenta, tendrás acceso a tips, pautas, sugerencias de artículos que necesitan ayuda según tus intereses y lugares donde puedes encontrar ayuda. A veces, editar Wikipedia es tan simple como agregar un enlace o cambiar una palabra.

¡Estás tan cerca de descubrir lo fácil y satisfactorio que es hacer un pequeño cambio que mejora Wikipedia para todos sus lectores y lectoras!

Gracias por pensar en el futuro de Wikipedia. Tu conocimiento y apoyo ayudarán a Wikipedia a seguir siendo un recurso para millones de personas en todo el mundo todos los días. Wikipedia es realmente la enciclopedia que cualquiera puede editar, y te necesitamos.

Con gratitud,
Jimmy Wales
Fundador de Wikipedia

Note: Email text and Wikipedia destination was in the language where the donor originally donated from (es or pt)

Experience: landing page

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

Screenshot of a Wikipedia "Create an account" landing page:

The page title is "Crear una cuenta". It features a sidebar with links like "Portada", "Portal de la comunidad", "Actualidad", etc., and a "Herramientas" section. A CAPTCHA challenge "lionbests" is displayed. The main form fields are "Usuario" (with placeholder "ayúdame a elegir") and "Contraseña" (placeholder "Escribe una contraseña"). Below these is a note: "Se recomienda emplear una contraseña única que no utilices en ningún otro sitio web." The "Confirma la contraseña" field is also present. The "Dirección de correo electrónico" field is marked as "recomendado". A note below it says: "Se requiere un correo electrónico para recuperar tu cuenta si pierdes tu contraseña." At the bottom is a CAPTCHA challenge "Comprobación de seguridad (¿qué es esto?)".

The right side of the page includes a search bar, user status indicators, and a large graphic of a brain composed of Wikipedia pages. A prominent message reads: "Gracias por ser donante. Crea una cuenta para empezar a mejorar Wikipedia." Below this, there's explanatory text about Wikipedia's community and a list of three tasks: "Tareas sugeridas que coinciden con tus intereses", "Obtén ayuda y orientación mientras editas", and "Empieza con ediciones pequeñas y sencillas".

Note: Email text and Wikipedia destination was language where the donor originally donated from (es or pt)

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 (es or pt)

Página de inicio Página del usuario Discusión

MMiller (WMF) 25 34 Discusión Taller Preferencias Beta Lista de seguimiento Contribuciones Salir

Buscar en Wikipedia

¡Bienvenido, MMiller (WMF)!

Correo electrónico: mmiller@wikimedia.org (cambiar)

Ediciones sugeridas

Arquitectura Tipo de ediciones: Fácil

3 de 50 sugerencias

Museo Casa de la Ciencia de Sevilla

El Museo Casa de la Ciencia de Sevilla es un centro de divulgación científica y medioambiental perteneciente

222 visitas (últimos 60 días)

Añadir enlaces entre artículos

FÁCIL 3-5 minutos

Hacer que palabras de un artículo enlacen a otro

Otros usuarios han indicado que estos artículos necesitan mejoras. Ayuda a mejorar Wikipedia para sus 10M de lectores cada día.

Tu impacto

0 ediciones hasta el momento.

Ayuda a extender el conocimiento libre al mundo editando los temas que más te interesen.

Comienza con algunas ediciones sugeridas y luego podrás observar cuántas personas están viendo tus contribuciones aquí.

?

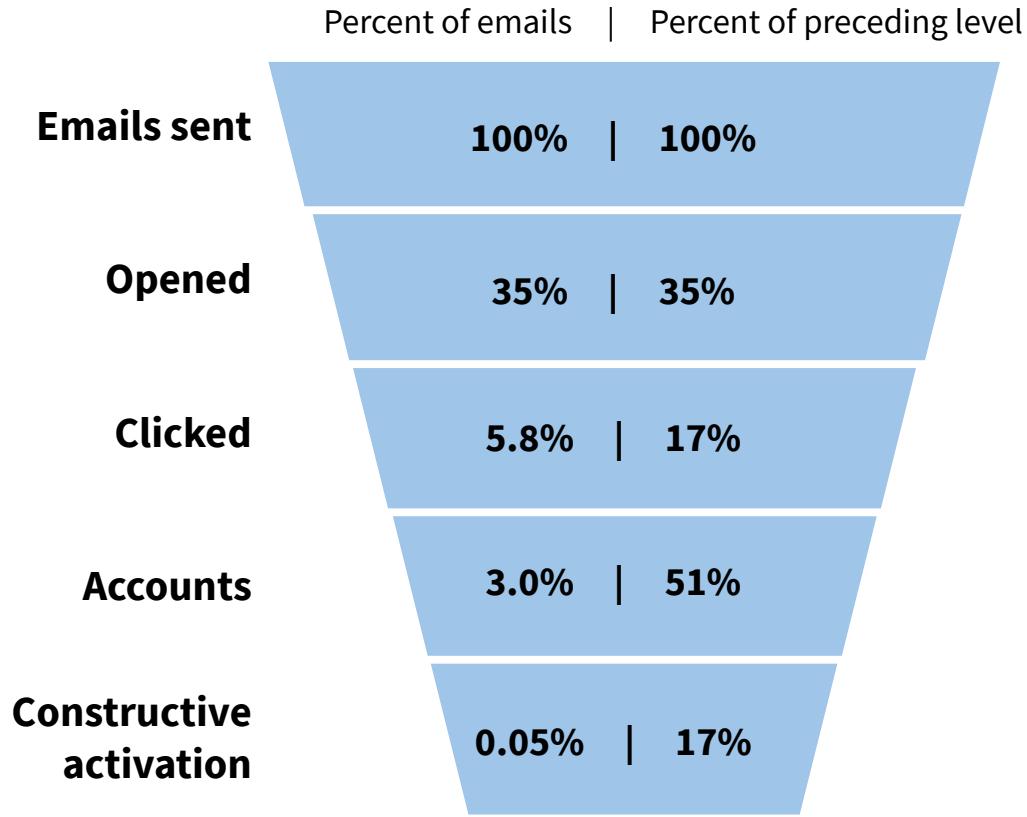
Obtén ayuda para editar

Páginas principales de ayuda sobre la edición

- Cómo escribir un buen artículo
- Cómo editar una página
- Cómo agregar imágenes
- Cómo insertar una referencia
- Cómo crear un artículo

Ver más artículos de ayuda

Topline results



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

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.

Topline funnel

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	

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.



Appendix



Click-through Rate

Wiki	Emails	Visitors	CTR
Portuguese	1,108	67	6.0%
Spanish	4,479	263	5.9%
	5,587	330	5.9%

- Visitors are estimated based on daily unique IPs visiting the landing page split by desktop/mobile web.

CTR – Registrations

Wiki	Platform	Visitors	Registrations	Reg. rate
Portuguese	Desktop	43	21	48.8%
	Mobile	24	15	62.5%
Spanish	Desktop	191	94	49.2%
	Mobile	72	37	51.4%
		330	167	50.6%



Activation – Full Split

Wiki	Platform	Registrations	Activations	Act. Rate
Portuguese	Desktop	21	5	23.8%
	Mobile	15	2	13.3%
Spanish	Desktop	94	18	19.1%
	Mobile	37	4	10.8%
		167	29	17.4%

