

Member Engagement Q1 2026



Newsletter

- Avg. Open Rate: 56.96%
- Avg. Click-Thru Rate: 2.72%
- Total Unsubscribes: 3

MCERA Webpages

- Total Views: 6,244
- Active Users: 2,400
- Avg. Engagement Time: 56 sec.

Customer Service Surveys

- Surveys Received:

2026 Q1	2025 Q4	2025 Q1
6	10	7

MemberDirect

- Registered Users: 1,856
- Q1 2026 Enrollments: 28

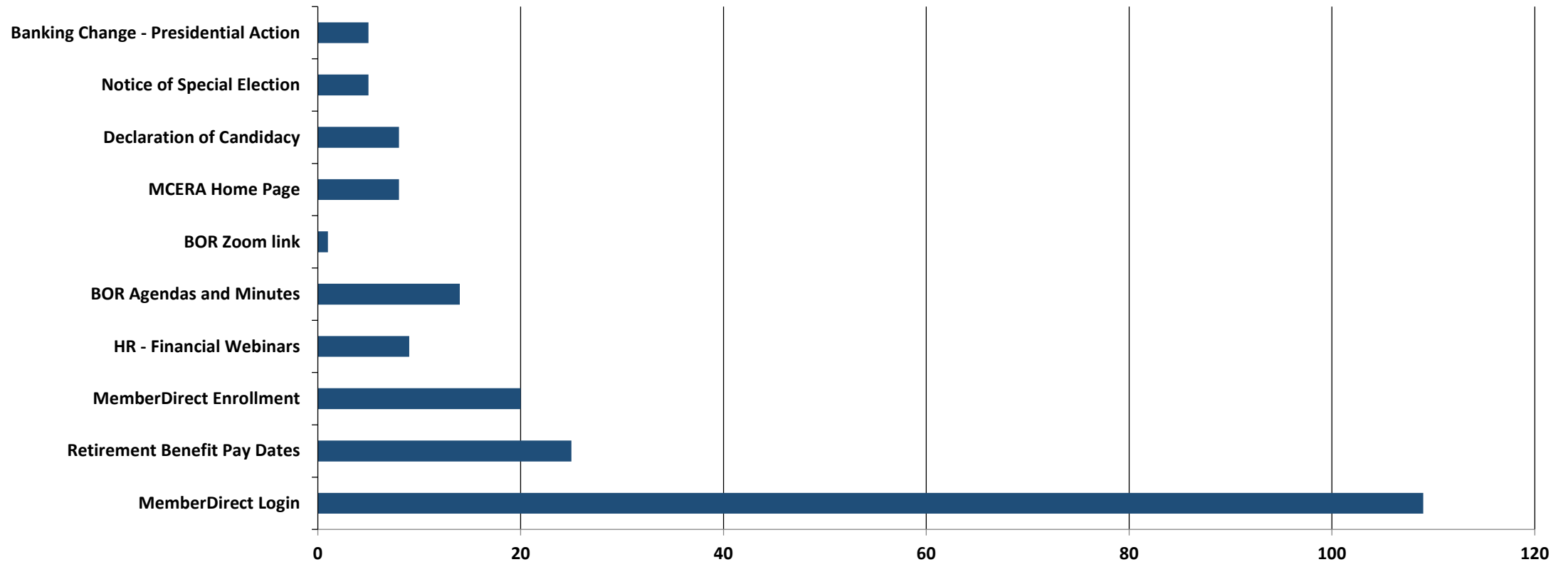
MCERA YouTube

- Total Views: 587
- Avg. Watch Time: 3.7143 hrs.

Newsletter Engagement



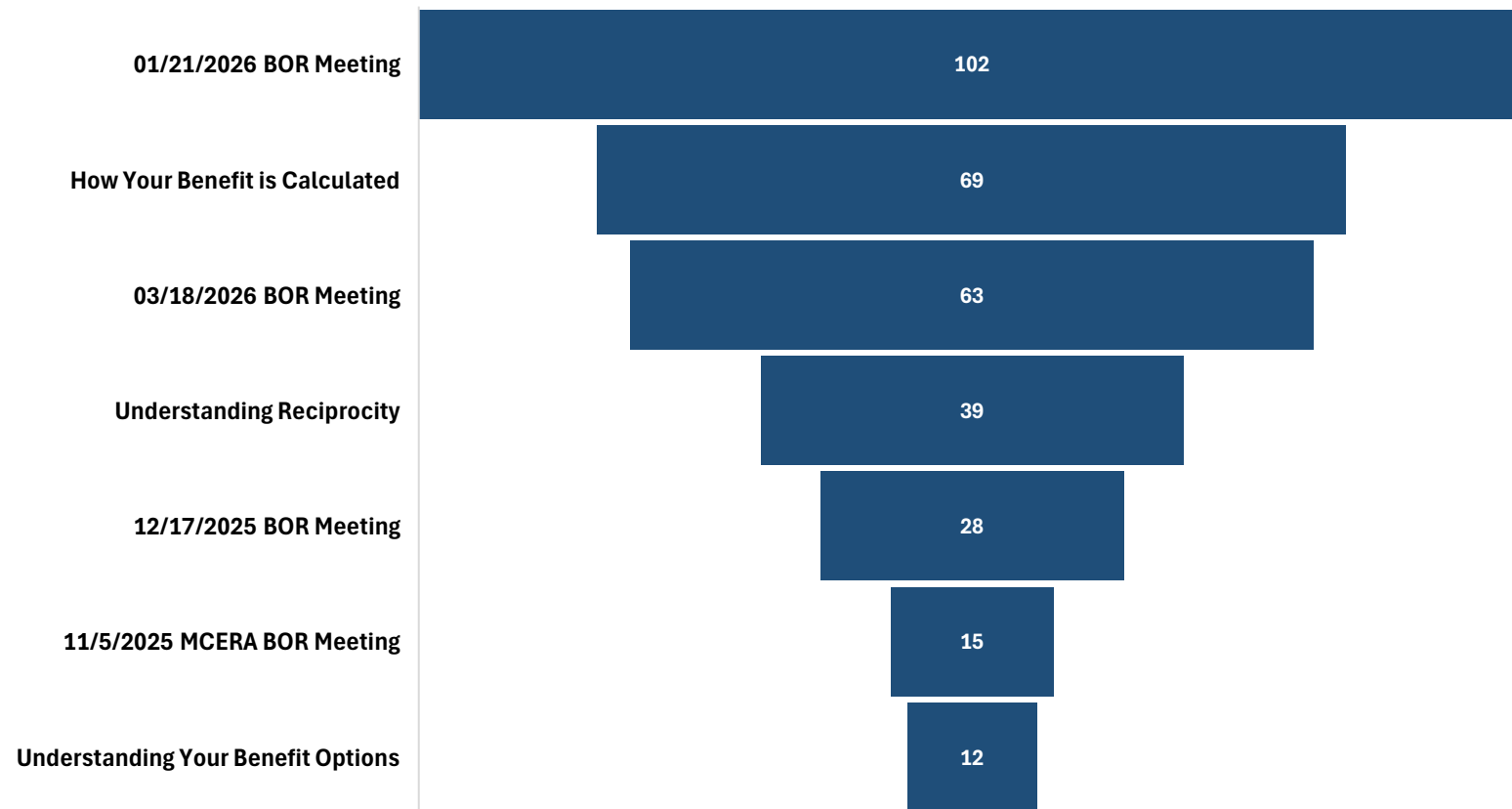
Top Links – Unique Clicks



MCERA YouTube Content



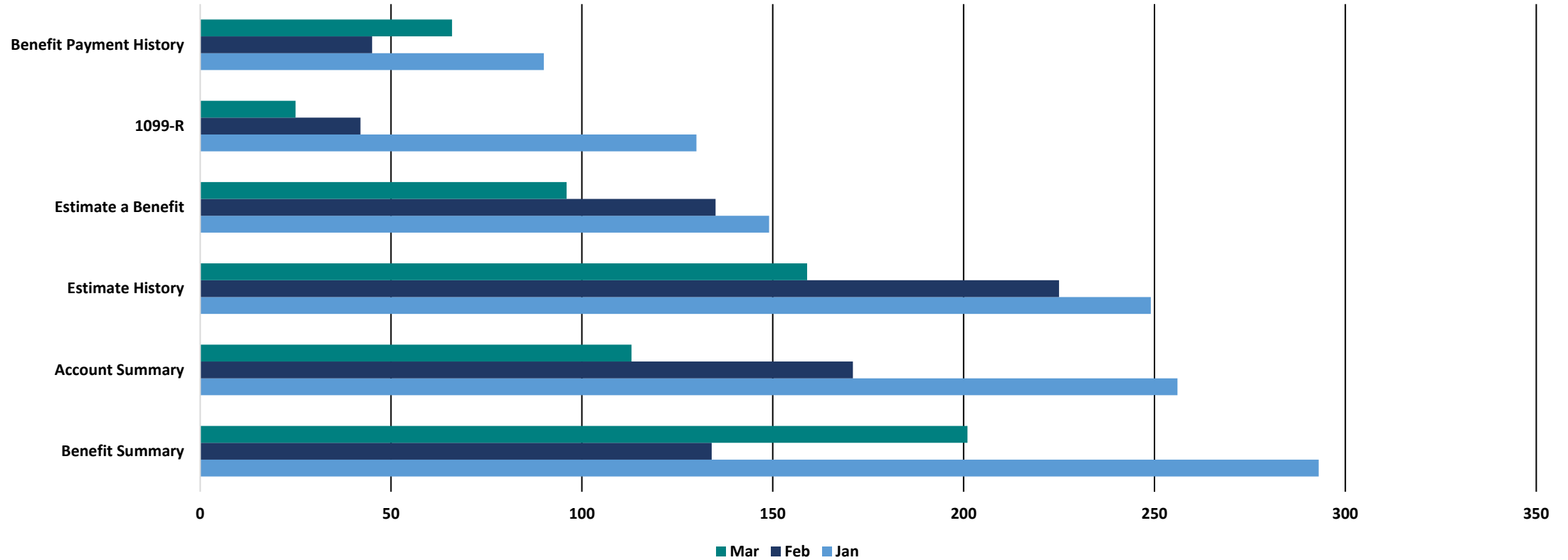
Top Viewed MCERA Videos



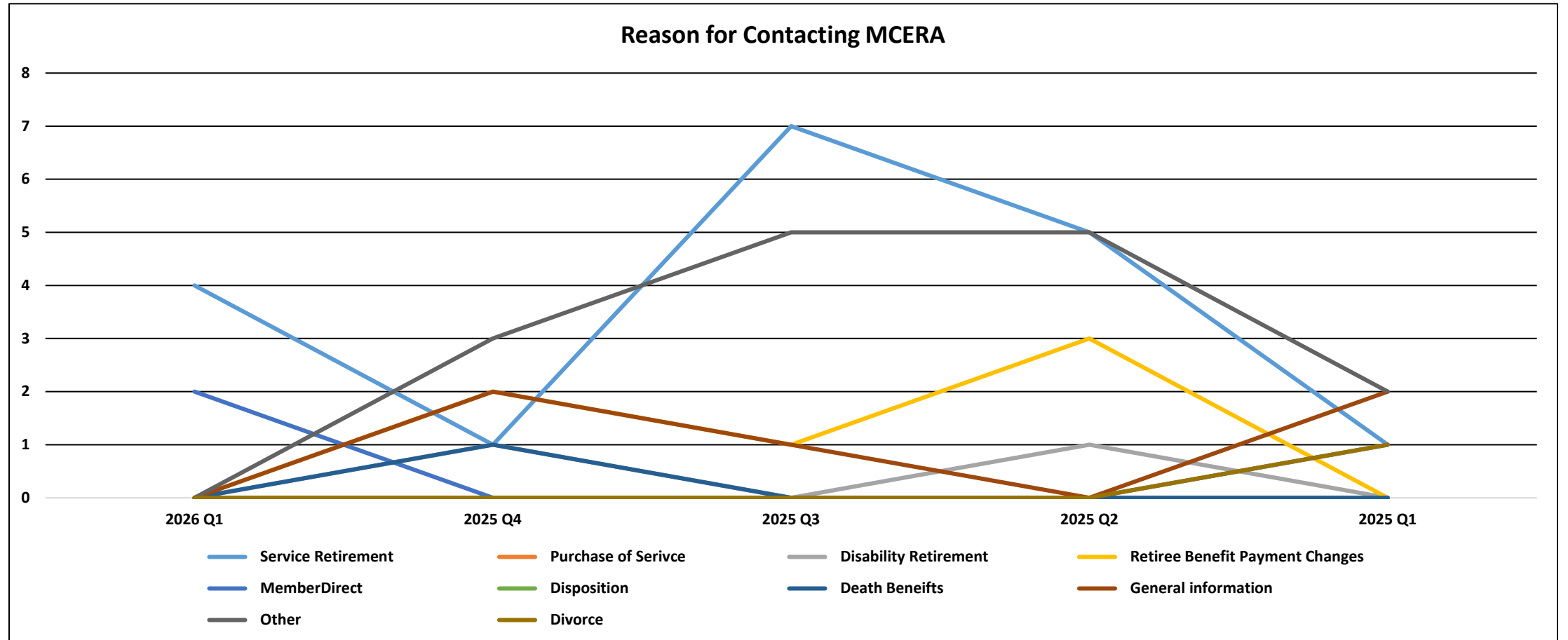
MemberDirect Activity



Page Views

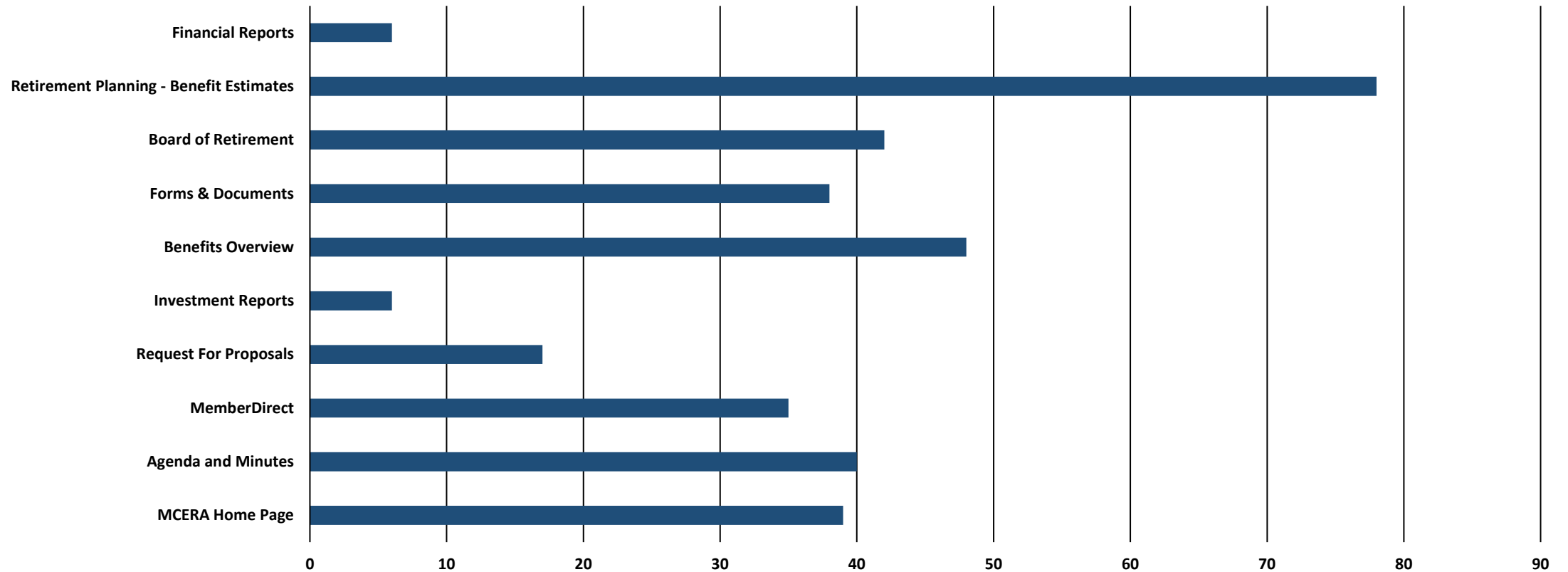


Customer Service Surveys



MCERA Webpage Engagement Time

Time Spent on Page (seconds)



MCERA Top 10 Webpages



Top 10 MCERA Webpage Engagement - Q1 2026

