



28 FEB 2020

Dear [REDACTED]

On 1 February 2020, you emailed the Ministry of Social Development (the Ministry) requesting, under the Official Information Act 1982, the following information:

- *What are the usage metrics being used as key performance indicators to measure the success of the SuperGold website and app projects? e.g. daily active users, uptake*
- *Any documents/reports/memorandum produced in the past six months which include key performance indicators regarding the SuperGold website and app projects, or documents/reports/memorandum assessing the performance of the SuperGold website and app projects*
- *What has been the daily active user counts between October 1st 2019 and December 31st 2019 of the SuperGold website and app (separated out please between these two, thanks)?*
- *What was the daily active user count (weekly) between July 1st 2019 and September 31st 2019 of the previous iteration of the SuperGold website?*

The SuperGold Card is provided to seniors and veterans. The card provides access to discounts and offers from a wide range of businesses, government funded free off-peak public transport concessions, and services and discounts from local councils.

An increasing number of seniors own, and regularly use devices such as smartphones, tablets and computers, and this number is increasing every year. As such, we are growing the SuperGold capabilities by developing the digital channel and increasing our ability to deliver enriched outcomes to SuperGold Members, organisations and participating businesses. One step of this plan was accomplished with the introduction of the new SuperGold Website and Mobile App on 1 October 2019.

The initial metrics which are used to gauge performance of SuperGold Digital and guide improvements are:

- cumulative app downloads
- website and mobile app daily usage
- offers viewed.

The following documents are in scope of your request. Please find these attached.

- *SuperGold Digital Experience Update 24 October 2019*
- *SuperGold Digital Experience Update 5 November 2019*
- *SuperGold Digital Experience Update 3 December 2019*

- *SuperGold Digital Experience Update 27 January 2020*

Please also find enclosed the following five tables.

- **Table One** shows the active user count for the previous SuperGold Website for each week between 1 July 2019 and 31 September 2019.
- **Table Two** and **Table Three** below show the weekly active user counts for each week between 1 October 2019 and 31 December 2019, for the SuperGold Website and SuperGold Mobile App respectively.
- **Table Four** and **Table Five** show the daily active user counts for the SuperGold website and Mobile App respectively for the period 1 October 2019 to 31 December 2019.

Your fourth question has been interpreted as asking for the weekly active user count.

The principles and purposes of the Official Information Act 1982 under which you made your request are:

- to create greater openness and transparency about the plans, work and activities of the Government,
- to increase the ability of the public to participate in the making and administration of our laws and policies and
- to lead to greater accountability in the conduct of public affairs.

This Ministry fully supports those principles and purposes. The Ministry therefore intends to make the information contained in this letter and any attached documents available to the wider public. The Ministry will do this by publishing this letter and attachments on the Ministry of Social Development's website. Your personal details will be deleted, and the Ministry will not publish any information that would identify you as the person who requested the information.

If you wish to discuss this response with us, please feel free to contact OIA_Requests@msd.govt.nz.

If you are not satisfied with this response regarding the SuperGold Mobile App and Website, you have the right to seek an investigation and review by the Ombudsman. Information about how to make a complaint is available at www.ombudsman.parliament.nz or 0800 802 602.

Yours sincerely



Karen Bishop
General Manager Planning and Change

Table One: Previous SuperGold Website weekly active user count for each week between 1 July 2019 and 31 September 2019.

Previous SuperGold Website		
Week	Dates	Active Users
1	1-6 July 2019	3,503
2	7-13 July 2019	3,767
3	14-20 July 2019	3,657
4	21-27 July 2019	3,745
5	28 July -3 August 2019	3,760
6	4-10 August 2019	5,393
7	11-17 August 2019	3,972
8	18-24 August 2019	3,894
9	25-31 August 2019	3,640
10	1-7 September 2019	3,292
11	8-14 September 2019	3,288
12	15-21 September 2019	4,600
13	22-28 September 2019	3,205
14	29 September - 1 October 2019	19

Table Two: SuperGold Website weekly active user count for each week between 1 October and 31 December 2019.

SuperGold Website Usage per week		
Weeks	Dates	Active Users
1	1-5 October 2019	114,718
2	6-12 October 2019	19,201
3	13-19 October 2019	10,995
4	20-26 October 2019	12,308
5	27 October - 2 November 2019	11,944
6	3-9 November 2019	8,581
7	10-16 November 2019	8,444
8	17-23 November 2019	45,063
9	24-30 November 2019	12,672
10	1-7 December 2019	32,454
11	8-14 December 2019	8,551
12	15-21 December 2019	7,084
13	22-28 December 2019	5,590
14	29-31 December 2019	2,826

Table Three: SuperGold Mobile App weekly active user count for each week between 1 October and 31 December 2019.

SuperGold Mobile App Usage per week		
Weeks	Dates	Active Users
1	1-5 October 2019	54,526
2	6-12 October 2019	20,601
3	13-19 October 2019	14,204
4	20-26 October 2019	13,476
5	27 October - 2 November 2019	14,327
6	3-9 November 2019	11,571
7	10-16 November 2019	11,835
8	17-23 November 2019	22,197
9	24-30 November 2019	14,101
10	1-7 December 2019	17,454
11	8-14 December 2019	13,146
12	15-21 December 2019	12,816
13	22-28 December 2019	11,041
14	29-31 December 2019	4,902

Table Four: SuperGold Website daily active user count for the period 1 October 2019 to 31 December 2019.

SuperGold Website Active Users	
Dates (Daily)	Active Users
1 October 2019	55,430
2 October 2019	44,784
3 October 2019	13,713
4 October 2019	7,835
5 October 2019	5,729
6 October 2019	4,107
7 October 2019	4,305
8 October 2019	3,886
9 October 2019	3,011
10 October 2019	2,801
11 October 2019	2,541
12 October 2019	1,889
13 October 2019	1,736
14 October 2019	2,344
15 October 2019	2,256
16 October 2019	1,866
17 October 2019	1,656

SuperGold Website Active Users	
Dates (Daily)	Active Users
18 October 2019	1,787
19 October 2019	1,400
20 October 2019	1,260
21 October 2019	1,792
22 October 2019	1,677
23 October 2019	1,574
24 October 2019	1,954
25 October 2019	3,754
26 October 2019	1,932
27 October 2019	1,930
28 October 2019	2,089
29 October 2019	2,162
30 October 2019	2,226
31 October 2019	1,932
1 November 2019	1,573
2 November 2019	1,284
3 November 2019	1,318
4 November 2019	1,663
5 November 2019	1,415
6 November 2019	1,448
7 November 2019	1,360
8 November 2019	1,351
9 November 2019	1,067
10 November 2019	1,227
11 November 2019	1,479
12 November 2019	1,463
13 November 2019	1,467
14 November 2019	1,435
15 November 2019	1,347
16 November 2019	978
17 November 2019	907
18 November 2019	1,551
19 November 2019	1,646
20 November 2019	24,075
21 November 2019	12,626
22 November 2019	4,838
23 November 2019	2,797
24 November 2019	2,547
25 November 2019	2,817
26 November 2019	2,462
27 November 2019	1,963

SuperGold Website Active Users	
Dates (Daily)	Active Users
28 November 2019	1,746
29 November 2019	1,529
30 November 2019	1,128
1 December 2019	1,241
2 December 2019	1,652
3 December 2019	16,523
4 December 2019	8,355
5 December 2019	3,405
6 December 2019	2,283
7 December 2019	1,587
8 December 2019	1,614
9 December 2019	1,756
10 December 2019	1,457
11 December 2019	1,335
12 December 2019	1,185
13 December 2019	1,133
14 December 2019	1,068
15 December 2019	1,027
16 December 2019	1,327
17 December 2019	1,394
18 December 2019	1,235
9 December 2019	1,083
20 December 2019	1,013
21 December 2019	847
22 December 2019	845
23 December 2019	1,144
24 December 2019	810
25 December 2019	566
26 December 2019	913
27 December 2019	968
28 December 2019	953
29 December 2019	869
30 December 2019	1,149
31 December 2019	965

Table Five: SuperGold Mobile App daily active user count for the period 1 October 2019 to 31 December 2019.

SuperGold Mobile App Active Users	
Dates (Daily)	Active Users
1 October 2019	19,672
2 October 2019	17,883
3 October 2019	6,933
4 October 2019	5,576
5 October 2019	4,462
6 October 2019	3,362
7 October 2019	3,271
8 October 2019	3,222
9 October 2019	2,891
10 October 2019	2,864
11 October 2019	2,692
12 October 2019	2,299
13 October 2019	2,038
14 October 2019	2,154
15 October 2019	2,304
16 October 2019	1,992
17 October 2019	1,835
18 October 2019	2,037
19 October 2019	1,844
20 October 2019	1,661
21 October 2019	1,890
22 October 2019	1,821
23 October 2019	1,785
24 October 2019	2,062
25 October 2019	2,358
26 October 2019	1,899
27 October 2019	1,868
28 October 2019	2,074
29 October 2019	2,145
30 October 2019	2,368
31 October 2019	2,132
1 November 2019	1,996
2 November 2019	1,744
3 November 2019	1,765
4 November 2019	1,728
5 November 2019	1,600
6 November 2019	1,760
7 November 2019	1,531
8 November 2019	1,659

SuperGold Mobile App Active Users	
Dates (Daily)	Active Users
9 November 2019	1,528
10 November 2019	1,686
11 November 2019	1,618
12 November 2019	1,667
13 November 2019	1,612
14 November 2019	1,776
15 November 2019	1,857
16 November 2019	1,619
17 November 2019	1,585
18 November 2019	1,807
19 November 2019	1,997
20 November 2019	7,384
21 November 2019	4,387
22 November 2019	2,726
23 November 2019	2,311
24 November 2019	2,227
25 November 2019	2,275
26 November 2019	2,171
27 November 2019	2,101
28 November 2019	2,074
29 November 2019	1,699
30 November 2019	1,554
1 December 2019	1,786
2 December 2019	1,964
3 December 2019	4,269
4 December 2019	3,105
5 December 2019	2,266
6 December 2019	2,050
7 December 2019	2,014
8 December 2019	2,064
9 December 2019	1,995
10 December 2019	1,838
11 December 2019	1,831
12 December 2019	1,854
13 December 2019	1,801
14 December 2019	1,763
15 December 2019	1,877
16 December 2019	1,855
17 December 2019	2,048
18 December 2019	1,918
9 December 2019	1,739

SuperGold Mobile App Active Users	
Dates (Daily)	Active Users
20 December 2019	1,813
21 December 2019	1,566
22 December 2019	1,570
23 December 2019	1,732
24 December 2019	1,491
25 December 2019	1,354
26 December 2019	1,613
27 December 2019	1,638
28 December 2019	1,643
29 December 2019	1,552
30 December 2019	1,753
31 December 2019	1,597

The release event on 1 October resulted in a high traffic volumes for the website, and downloads of the App on Apple / Google. The media coverage continued through the week of 1 Oct to 6 Oct.

The volumes dropped significantly the following week as SuperGold Digital left the media focus, this has enabled us to ascertain a baseline post release. The direct response marketing campaign is starting 25 October and we can assess the impact of the campaign on website volumes / App downloads

SuperGold Website



Week One - 1 Oct to 6 Oct: 117,497

1 Oct release event and subsequent media coverage resulted in significant website traffic. Peaking when the SuperSenior newsletter went out at 4pm

Week Two - 7 Oct to 13 Oct: 17,133

Media coverage stopped and marketing campaign yet to fully start, the website traffic starting to stabilise.

Week Three - 14 Oct to 20 Oct: 12,572

Media coverage stopped and marketing campaign yet to fully start, the website traffic starting to stabilise.

Days of each week with the highest volume of traffic

The traffic volume diagram for 7 Oct, shows the typical traffic Patterns that we are seeing in the weeks following release

1 Oct (Tues): 55,430 people
2 Oct (Wed): 44,784 people

7 Oct (Mon): 4,305 people
8 Oct (Tue): 3,886 people



Top Offers Viewed

National wide and special offers are the most viewed SuperGold area's. The top offers viewed - 1 Oct to 20 Oct;

1.	Qantas*	33,520
2.	Warehouse*	14,872
3.	Challenge	10,688
4.	Spark	8,942
5.	2Degrees	7,441
6.	Hoyts	6,927
7.	Vodafone	4,753
8.	NPD (Fuel)	4,158
9.	Placemakers	3,616
10.	Kiwi Fuelcards	3,548

SuperGold card holder offer verification per week, primarily for Qantas

Week One:	3,917
Week Two:	442
Week Three:	195
TOTAL:	4,554

* Special offer expired

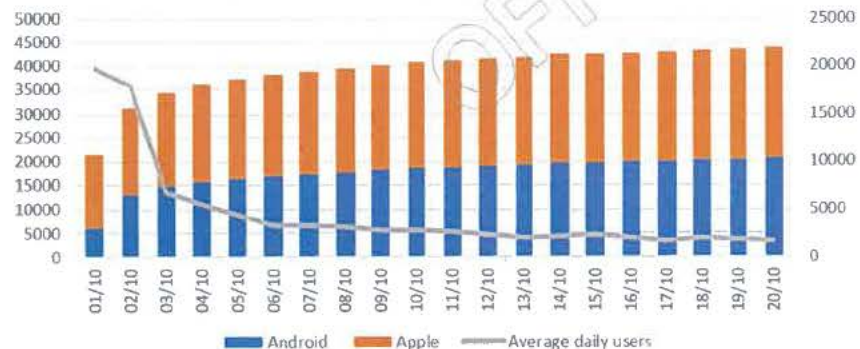
SuperGold Mobile App

Download and Usage Statistics

The first week download volume was significant, and resulted in SuperGold Mobile App being the top free downloaded App on Apple and Google App Stores during the release week

As at 20 October, the number of installed SuperGold Mobile app instances across Google and Apple is 48,511

App Downloads and Daily Active users



Campaign



The objective of the first three weeks of the SuperGold promotion was to raise awareness and drive traffic to the new website and app. The ministerial announcement and mini events hosted by aged concern across the country on 1 October 2019 generated an immediate response. The SuperSeniors newsletter in the afternoon of 1 October was opened by 193,000 people and generated a large boost in traffic to the website and downloads of the app.

Following the release event on October 1st, the Breakfast interview and Today's the Day special segment on TVNZ reached around 39,473 people 65+.

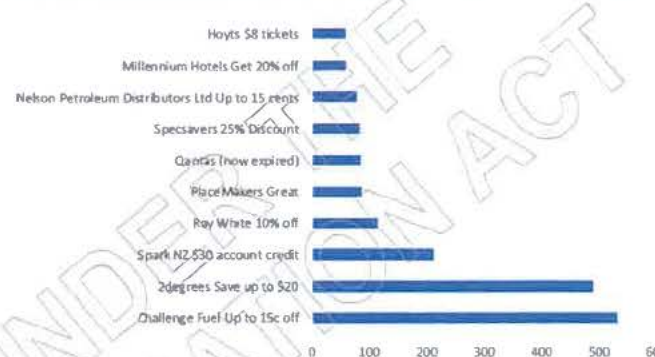
Radio interviews and ads have run since the launch, across a range of stations reaching around 50% of our target audience with an average frequency of 5x.

We have delivered integrated articles with New Zealand Women's Weekly (14 Oct), Australian Women's Weekly (10 Oct), Listener (21 Oct) and North & South (14 Oct) that highlight the benefits of the SuperGold card. Combined reach for those publications is of 40.64% of all people 65+.

Quarterly Digital Goals for 2019/2020 Financial Year

	Oct - Dec	Jan - Mar	Apr - Jun
Mobile App Ratings			
Apple App Store	4	4+	4+
Google Play Store	2.3	2.5+	3.5+
Cumulative App downloads			
Totals	50,000+	60,000+	80,000+
Website Traffic			
Daily Usage	1,500 - 2,000 /day	2,000+ /day	3,000+ /day

Top Offers Viewed (19 Oct – 1 Nov)



Search Offers Top terms

1.	Mitre 10	182
2.	Warehouse*	163
3.	Countdown*	82
4.	New World*	56
5.	Noel Leeming	44
6.	Dental	44
7.	Nelson	43
8.	Bunnings*	37
9.	Gyms	21
10.	Food	17

* No offers listed

SuperGold Mobile App and Website Use

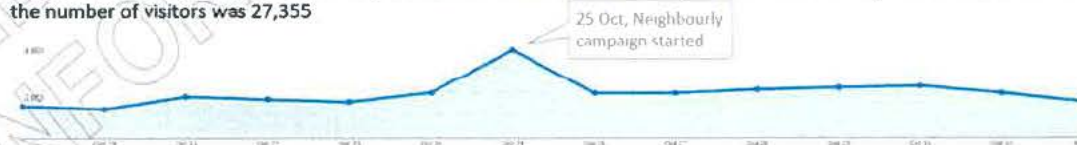
Mobile App

As at 1 November, the number of installed SuperGold Mobile app instances across Google and Apple is 54,846, with daily usage averaging approximately 2,000 people



Website

Since the 1 October release of SuperGold, the website has had a total of 155,884 visitors. For the period 19 Oct to 1 Nov the number of visitors was 27,355



Week Four - 19 Oct to 25 Oct: 13,411

A social media campaign started this week, with initially facebook banners on 24 Oct, then a Neighbourly 6 day package which included site advertising, highlighted article and a physical newsletter.

Week Five - 26 Oct to 1 Nov: 13,844

Increased web traffic that resulted from the social media campaign through the week, with a drop starting around 31 Oct as the Neighbourly campaign finished.

Planned Product New Features and Improvements (Oct – Dec)

Android GPS Improvements	Business Signup Online
Address Android specific issues on Android GPS (location) services. October release	Online form for businesses to join program. December release
App Welcome (Walk Through)	Business Admin Improvements
Walk people through App features for new downloads as well as App updates which include new functionality. November release	Functionality to make it easier for staff to enroll businesses, includes dashboard of offers. November release
Remember Location	Business Addresses
Remember the location clients set so when they next visit they don't have to set it again. November release	Easier to manage offers for businesses that do not have stores (online) or addresses (builders, plumbers etc). November release

Campaign

Oct	Nov	Dec
1 Oct release	SuperGold Newsletter	SuperSeniors Newsletter
Improvements	Improvements	
Social Media advertising & engagement ✓		
Outdoor posters at transport hubs Underway		
	Business collateral sent out	

The social media direct response campaign started on 24 Oct, with advertising in Facebook ongoing and Neighbourly. The SuperGold newsletter goes out on 19 Nov and is expected to result in a large uplift of website visitor numbers for that week

Business collateral (posters and stickers) to be sent out through Nov.

Quarterly Digital Goals for 2019/2020 Financial Year

	Oct - Dec	Jan - Mar	Apr - Jun
Mobile App Ratings			
Apple App Store	4	4+	4+
Google Play Store	2.3	✓ 2.5+	3+
Cummulative App downloads			
Totals	50,000+	✓ 60,000+	70,000+
		80,000+	80,000+
Website and Mobile App			
Daily Usage	1,500 - 2,000 /day ✓	2,000+ /day ✓	3,000+ /day

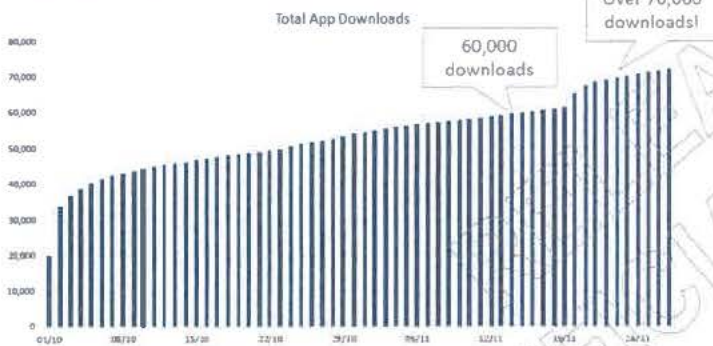
Top Offers Viewed (2 Nov – 29 Nov)



SuperGold Mobile App and Website Use

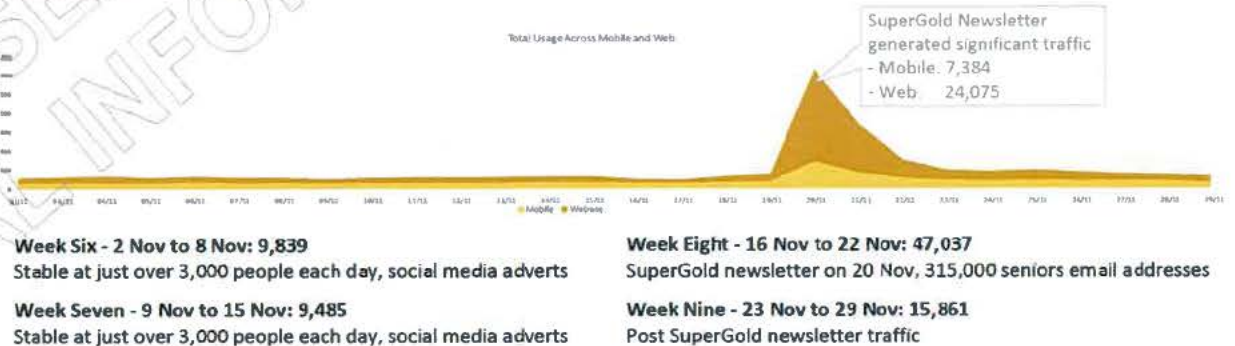
Mobile App

As at 29 November, the number of installed SuperGold Mobile app instances across Google and Apple is 72,097.



Daily Usage

Since the 1 October release of SuperGold, the website has had a total of 271,368 visitors. For the period 2 Nov to 29 Nov the number of visitors was 82,222.



Product Improvements (Dec 19 – Mar 20)

Android GPS Improvements ✓	Non-offer related information Information relevant to Seniors (e.g. transport, community centre. March release)
App Welcome (Walk Through) ✓	Notifications Notifications to Seniors about new offers and other significant changes. March release
Remember Location ✓	Regional Spotlight Regional focus campaign, showing related offers through "tile". March release
Online Businesses (No Addresses) ✓	Offer Print Enable Seniors to print directory of offers. March release
Business Admin Improvements ✓	
Business Signup Online ✓ Online form for businesses to join program. January release	

Campaigns

Dec	Jan	Feb
SuperSeniors (3 Dec)		SuperSeniors (date tbc)
Social Media advertising & engagement	Ongoing	
Digital Banner Advertising	Ongoing	
Business collateral sent out	Ongoing	

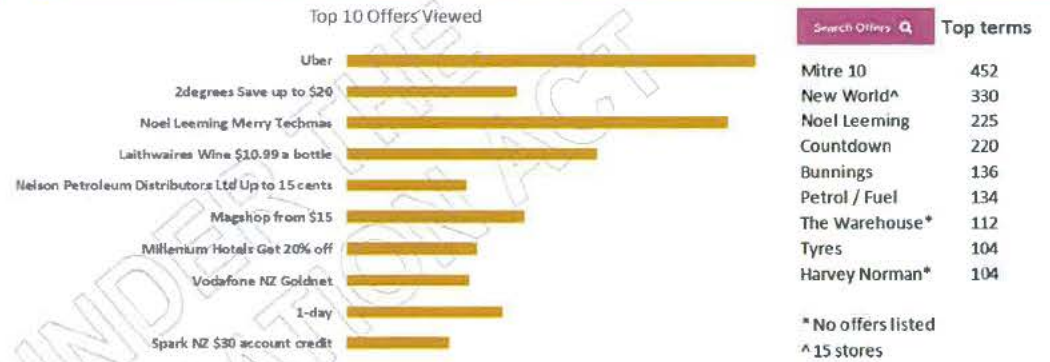
The Neighbourly campaign (25 October) summary is 394,133 page views, with 84,088 unique views. The daily digest was sent to 202,612 members with 27.5% open rate.

Moving forward, we plan to trial sending the SuperGold newsletters on alternate months to SuperSeniors.

Quarterly Digital Goals for 2019/2020 Financial Year

	Oct - Dec	Jan - Mar	Apr - Jun
Mobile App Ratings			
Apple App Store	4	4+	4+
Google Play Store	2.3	✓ 2.5+	3.5+
Cummulative App downloads			
Totals	50,000+	✓ 60,000+	70,000+ ✓ 80,000+
Website and Mobile App			
Daily Usage	1,500 - 2,000 /day ✓	2,000+ /day ✓	3,000+ /day

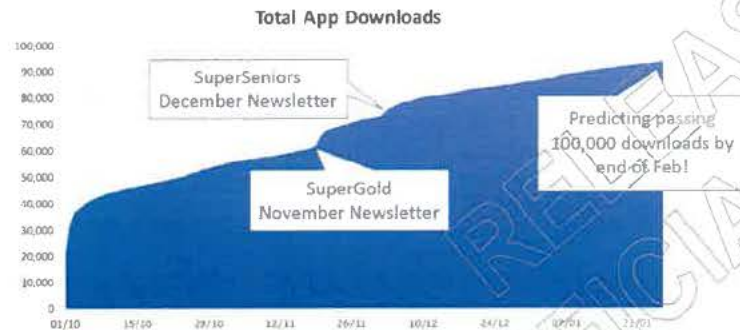
Top Offers Viewed (30 Nov – 24 Jan)



SuperGold Mobile App and Website Use

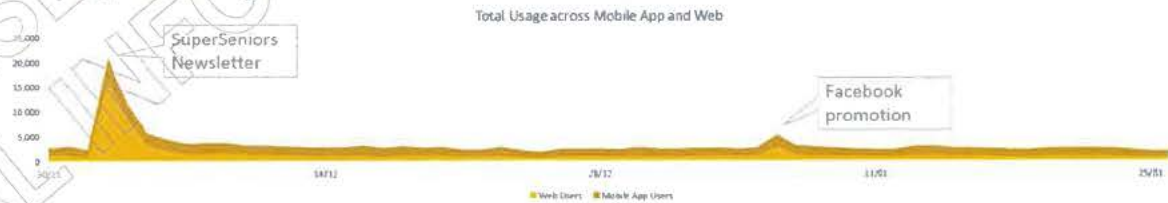
Mobile App

As at 24 January, the number of SuperGold Mobile app instances that have been installed across Google and Apple mobiles is 93,479.



Daily Usage

Since the 1 October release of SuperGold, the Mobile app and website have had a total of 637,704 users. For the period 30 Nov to 25 Jan the number of mobile app and website visitors was 88,842. In this period SuperGold has had more people on average using the Mobile App than accessing the website



Fortnight 30 Nov to 14 Dec: 76,708
SuperSeniors newsletter on 3 Dec, generated peak of 20,792

Fortnight 15 Dec to 28 Dec: 37,337
Stable at just over 2,600 people each day, social media adverts

Fortnight 29 Dec to 11 Jan: 40,444
Stable at just over 2,800 people each day, social media adverts with a paid Facebook promotion

Fortnight - 12 Jan to 25 Nov: 36,759
Stable at just over 2,600 people each day, social media adverts

Product Improvements (Dec 19 – Mar 20)

Android GPS improvements ✓	Non-offer related information Information relevant to Seniors (e.g. transport, community centre. March release)
App Welcome (Walk Through) ✓	Notifications Notifications to Seniors about new offers and other significant changes. March release
Remember Location ✓	Regional Spotlight Regional focus campaign, showing related offers through "tile". March release
Online Businesses (No Addresses) ✓	Offer Print Enable Seniors to print directory of offers. March release
Business Admin Improvements ✓	
Business Signup Online Online form for businesses to join program. February release	

Campaigns

Feb	Mar	Apr
SuperSeniors (11 Feb)	SuperGold (10 Mar)	SuperSeniors (date tbc)
Social Media advertising & engagement	Ongoing	
Digital Banner Advertising	Ongoing	
Business collateral sent out	Ongoing	

The first SuperGold specific newsletter as part of the alternate month trial will be sent out on 10 March. It will pilot Regional Spotlight in two area's (Manawatu / Whanganui and Nelson)