

UVAToday Monthly Communications Summary

UNIVERSITY COMMUNICATIONS

June 2023

Report Highlights

5.4MM cumulative pageviews were achieved in FY23. This **exceeds** cumulative pageviews for 2018, 2019, and 2022. In FY23, pageviews were driven by the story, "**UVA Discovers Driver of High Blood Pressure**", stories covering the events surrounding November 13th, and traffic from our Great and Good and Biotech campaigns.

Stories covering the events surrounding November 13th account for **3 out of the top 6** highest viewed stories during FY23.

President Ryan and Provost Baucom's Response to the Affirmative Action Opinion was the most viewed story in June, followed by **Copperheads**, **Gov. Youngkin's BOV appointments**, **UVA baseball jacket**, and **UVA lowers undergraduate tuition increase**.

The **June 12th and 30th DRs** had the highest CTRs for the month (7.76% and 7.55% respectively). Top stories for June 12th were **Copperheads (48.7%)** and **UVA Art Professor Joins Debate Over Tiny Detail (9.7%)**. Top stories for June 30th were **President Ryan and Provost Baucom's Response to the Affirmative Action Opinion (34.1%)** and **UVA Professor Explains Opinion (19.3%)**.

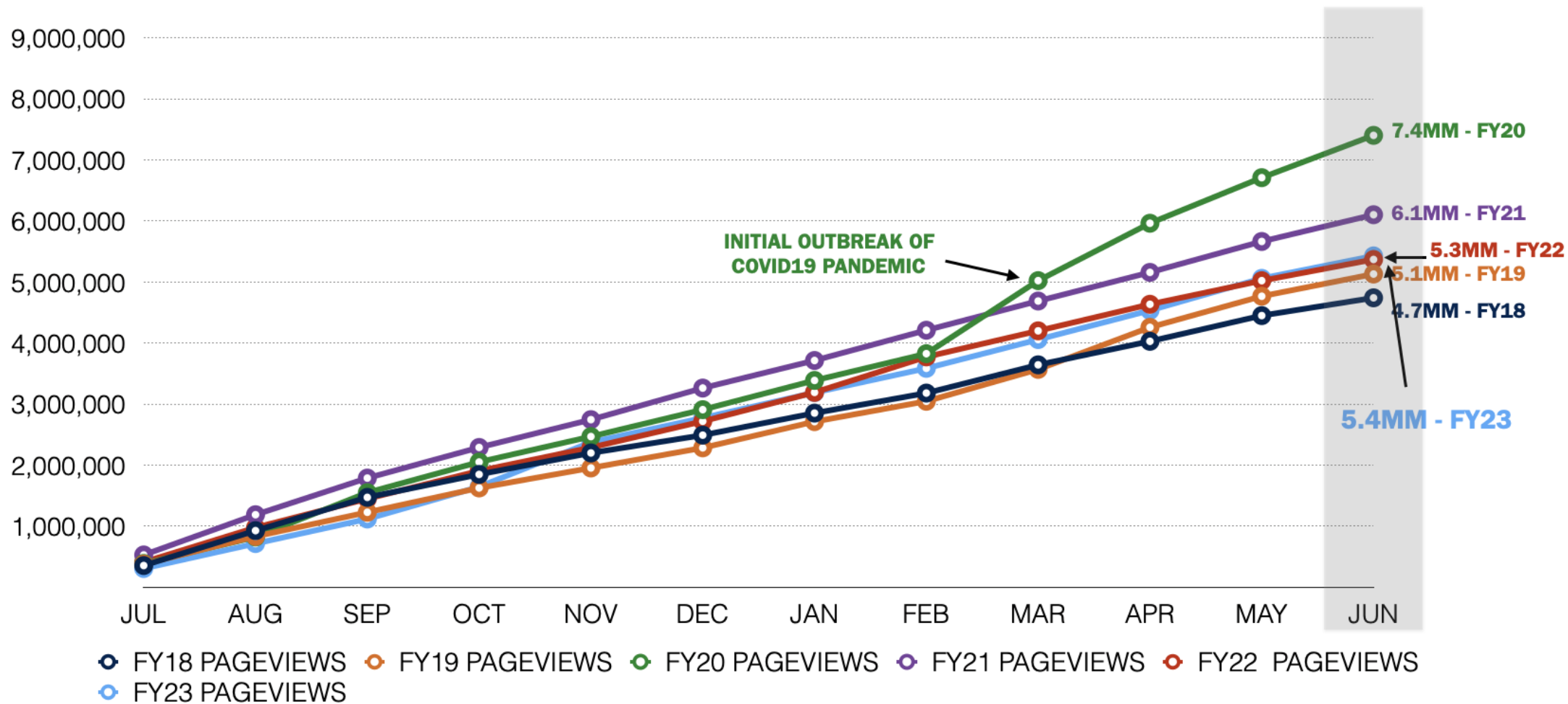
The DR click rate for June decreased slightly over the previous month as did pageviews, pages per session, and time on page. This could be attributed to a drop off in readership and engagement during the summer.

In June, **owned ads** drove an additional **17,425 clicks to external partners or content** (Fanatics, YouTube, etc.). Of these, 7,517 were on Red, White, and Hoo ads, 6,059 went to Final Exercises videos on YouTube, and 3,849 were on Baseball ads. For comparison, the total number of clicks on owned ads in May was 9,598, representing an 81.6% month-to-month increase.

Note: this report does not contain data for Research Digest or UVA This Month.

UVA TODAY CUMULATIVE PAGEVIEWS: FY18 - FY23

The below graph shows FY18 through FY23 cumulative pageviews



Source: Google Analytics
Date Range: 7/1/17 - 6/30/23

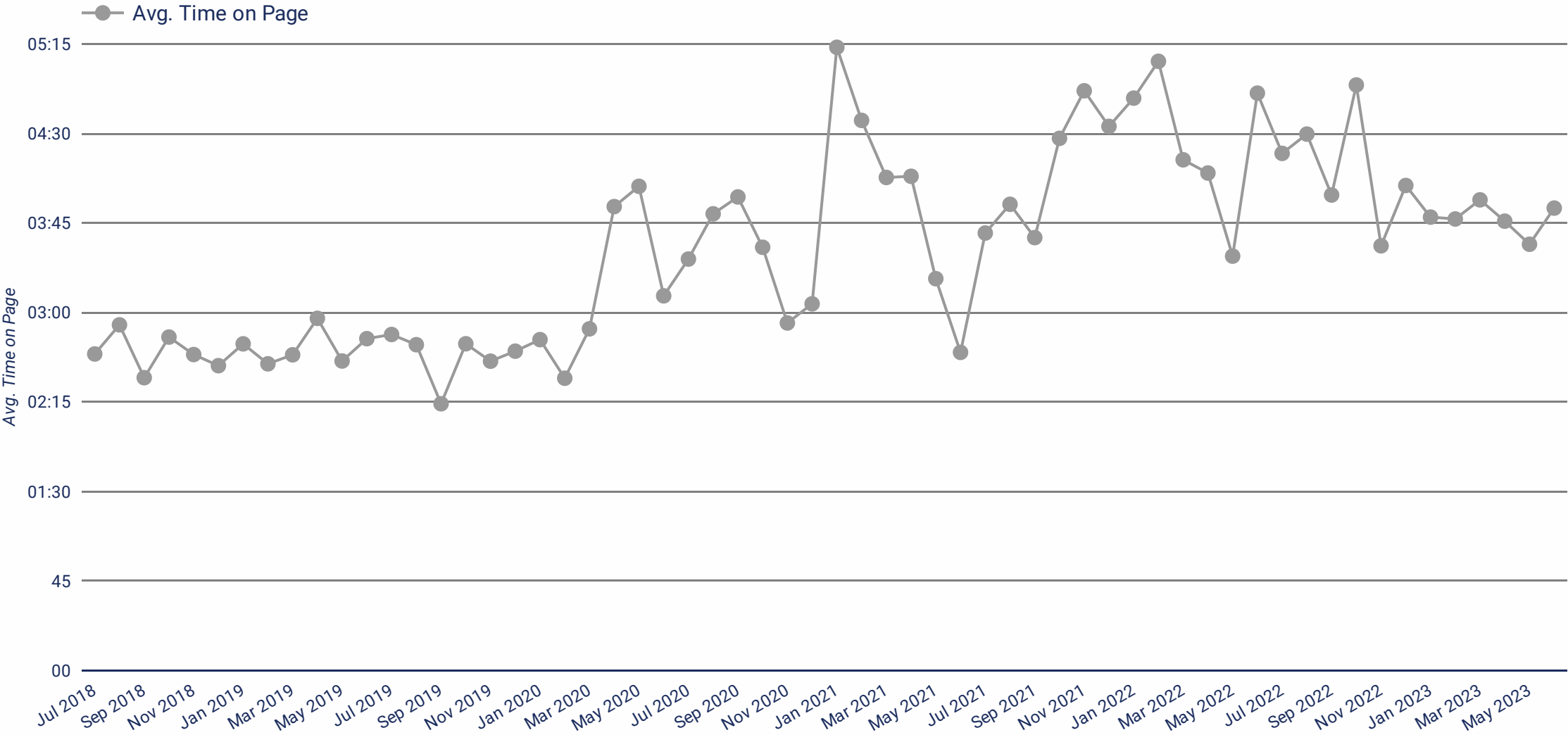
UVAToday FYTD Performance Summary (1 of 3): Key Metrics

Jul 1, 2022 - Jun 30, 2023

Users	Sessions	Pageviews	Pages / Session	Avg. Time on Page	Bounce Rate
2.9M	4.4M	5.4M	1.23	00:03:57	81.2%
↑ 3.1%	↑ 1.4%	↑ 1.1%	↓ -0.3%	↓ -7.4%	↑ 3.7%

Data: All %s reflect a comparison of performance from the same period the year prior

The graph displays the average amount of time per month users spent viewing a specified page or screen, or set of pages or screens on UVAToday.

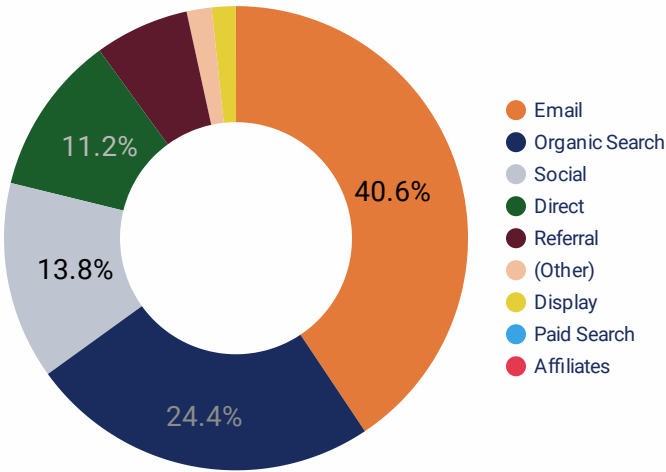


UVAToday FYTD Performance Summary (2 of 3): Sources of Traffic by Default Channel Grouping and Social Networks

Jul 1, 2022 - Jun 30, 2023

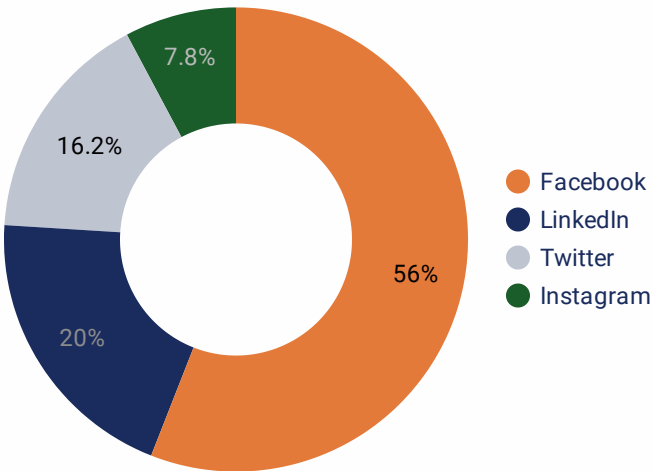
Data: All %s reflect a comparison of performance from the same period the year prior

Default Channel Grouping:



	Default Channel ...	Pageviews	%	Bounce Rate	%
1.	Email	2.2M	6.4%	75.33%	2.6%
2.	Organic Search	1.3M	-19.2%	83.92%	1.7%
3.	Social	747.7K	14.6%	87.49%	6.6%
4.	Direct	605.4K	-3.8%	84.15%	4.0%
5.	Referral	357.6K	0.5%	78.35%	10.4%
6.	(Other)	94.5K	481.2%	88.9%	10.3%
7.	Display	91K	2,275,425.0...	93.48%	-
8.	Paid Search	207	10,250.0%	93.78%	-6.2%
9.	Affiliates	116	-88.6%	63.49%	2.1%

Social Network:



	Social Network	Pageviews	%	Bounce Rate	%
1.	Facebook	170.4K	-22.3%	88.34%	9.6%
2.	LinkedIn	61K	-2.2%	87.68%	0.7%
3.	Twitter	49.4K	13.7%	88.13%	4.3%
4.	Instagram	23.7K	166.9%	80.01%	4.3%

UVA Today FYTD Performance Summary (3 of 3): Top 20 Performing UVA Today Stories

Jul 1, 2022 - Jun 30, 2023



	Page Title	Pageviews ▾
1.	UVA Discovers Driver of High Blood Pressure	134.9K
2.	'Wonderful People': UVA Community Pays Tribute to Lost Student-Athletes	109.7K
3.	UVA Advances to No. 3 Best Public in 2023 U.S. News & World Report Rankings	72.9K
4.	Suspect Arrested in Shooting Deaths of 3 UVA Football Players; 2 Others Wounded	72.5K
5.	To Be Great and Good in All We Do	66.2K
6.	Message from President Ryan Regarding Fatal Shooting on Grounds	55.5K
7.	UVA Leverages \$100 Million Gift To Launch Paul and Diane Manning Institute of Biotechnology To ...	54.2K
8.	Season of Lights Illuminates Our Way Forward UVA Today	36.7K
9.	Ryan's Record-Setting April Fools' Video Sparks Priceless Reactions	35.5K
10.	Meet the New Cavalier on Horseback: She's Eager To 'Carry On a Legacy'	31.5K
11.	UVA Grieves Slain Football Players; Student Charged With Murder	30.7K
12.	Tina Fey Returning to UVA for President's Speaker Series for the Arts	27.9K
13.	'Teaching a Man to Fish' More Complicated Than It Sounds UVA Today	25.4K
14.	In a Historic Application Year, UVA Offers Entry to Nearly 6,000 in Early Action Cycle	25.1K
15.	Gov. Youngkin Appoints Four New UVA Board of Visitors Members	24.7K
16.	Princeton Review: UVA Advances to No. 2 Best Value Public University	24.3K
17.	You've Been Studying All Wrong. This Professor Can Help You 'Outsmart Your Brain'	23.9K
18.	With Early Decision Notifications, UVA Welcomes First Cohort of Class of 2027	23.8K
19.	Liz Cheney to Serve as Professor of Practice at UVA Center for Politics	23.3K
20.	'UVA Night at Winter Wander' Offers Free Admission to Boar's Head Resort Light Show	22.5K

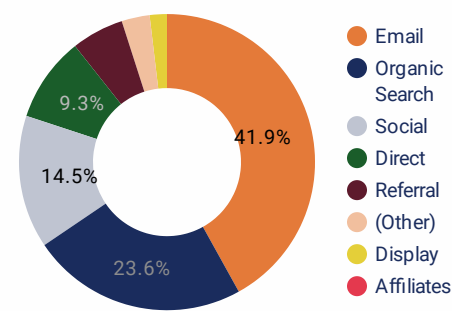
Note: Top stories by performance regardless of when the story itself was published

UVAToday Monthly Performance Summary

Jun 1, 2023 - Jun 30, 2023

Default Channel Grouping:

Data: All %s reflect a comparison of performance from the same period the year prior



Key Metrics:

Pageviews
367.9K
↑ 5.8%

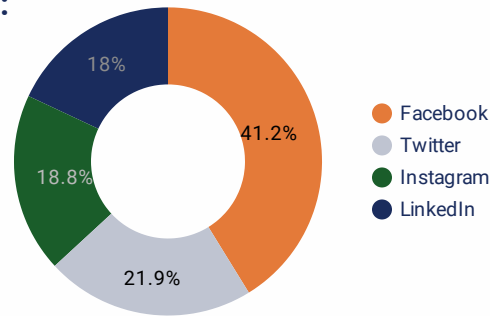
Avg. Time on Page
00:03:52
↓ -19.9%

Bounce Rate
81.0%
↑ 1.0%

Top 20 Performing Stories:

Page Title		Pageviews
1.	UVA President Jim Ryan, Provost Ian Baucom Respond to US Supreme Court's Affirmative Acti...	17.9K
2.	Copperheads Are Back in Virginia. Here is What You Need to Know	15.1K
3.	Gov. Youngkin Appoints Four New UVA Board of Visitors Members	12.1K
4.	For UVA Baseball Players This Season, It's an Honor To Wear 'The Jacket'	10.1K
5.	UVA Lowers In-State Undergraduate Tuition Increase for Next Academic Year to 3%	9.1K
6.	Despite Stigma, UFO Survey Finds 19% of Academics Say They've Had Strange Sightings	8.2K
7.	UVA Captures Money Magazine 5-Star Rating	6.8K
8.	10 Things to Know About the UVA Baseball Team as it Heads to the College World Series	6.4K
9.	First Female Lawn Resident Comes Face-to-Face With Herself	6.1K
10.	UVA Law Professor Explains the US Supreme Court's Affirmative Action Decision	5.9K
11.	White House Honors Wahoo Champions	5.8K
12.	To Be Great and Good in All We Do	5.2K
13.	Who Would You Put on the Mount Rushmore of UVA Sports? We Asked ChatGPT	5.1K
14.	UVA Innovator of the Year Marc Breton's Surprise Journey to Diabetes Pioneer	5.1K
15.	UVA Baseball Players Attest: Dogpiles Come With Temporary Pain, But Forever Joy	5K
16.	Hardie to serve as UVA Rector, Brown as Vice Rector	4.9K
17.	Hoo's Spying Now: Law Grad's Life of Espionage Inspires Her Debut Spy Novel	4.5K
18.	Board of Visitors Committee Endorses Karsh Institute of Democracy Building Plans	4.1K
19.	Summer Is Construction Season on Grounds	3.9K
20.	The Call That Launched a Home Run King: How Zack Gelof Led His Brother to UVA	3.8K

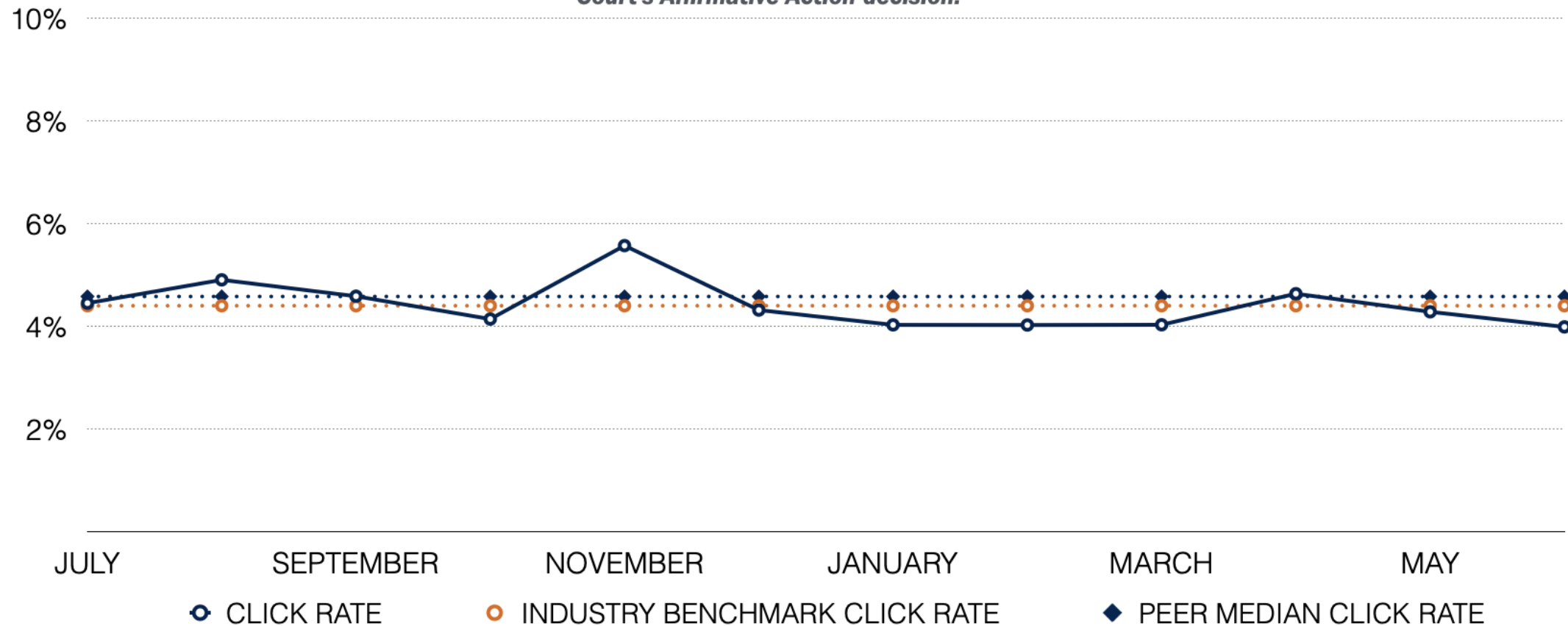
Social Network:



Social Network	Pageviews	% Δ	Bounce Rate	% Δ
1. Facebook	8K	-50.2% ↓	88.24%	-1.6% ↓
2. Twitter	4.3K	52.7% ↑	90.43%	5.1% ↑
3. Instagram	3.6K	340.0% ↑	82.5%	-0.6% ↓
4. LinkedIn	3.5K	-55.3% ↓	87.52%	0.6% ↑

YEAR TO DATE DAILY REPORT PERFORMANCE

Five DR sends in June had a higher than 5% CTR (5th, 7th, 12th, 29th, and 30th). The June 12th (7.76%) and 30th (7.55%) sends had the highest CTR of the month. Clicks on 6/12 were driven by the Copperheads story. Clicks on 6/30 were driven by the two leading stories on the Supreme Court's Affirmative Action decision.



Click rate is calculated by dividing unique clicks by emails delivered
 Industry benchmarks from Campaign Monitor's 2022 email marketing benchmarks
 Peer benchmark from Simpson Scarborough peer study

Source: Marketing Cloud
 Date Range: 7/1/22 - 6/30/23

Thank You