UVAToday Monthly Communications Summary

UNIVERSITY COMMUNICATIONS

November 2023

UNIVERSITY *of* VIRGINIA

Report Highlights

2.55M cumulative pageviews have been achieved FYTD. This exceeds pageviews for FY18, FY19, FY20, FY22, and FY23 for the same period (July-November).

The Message from Pres. Ryan was the most viewed story in November, followed by One Photo: Two Stories, Kenyon Bonner, and 11/13 Events stories.

The November 29th DR had the highest CTR for the month (4.47%). Top stories for November 29th were Mental Health Through Your Stomach (39.3% of total clicks) and Perris Jones (34.8%).

For the third straight month, a significant amount of traffic (94K users) stemmed from organic search. Organic search also accounted for the largest share of traffic to the UVA Today site during November (34.6%), the highest it has been during FY24. The most searched stories were the 34-Year-Old Kicker story (3.6K users) and the Kennedy Assassination Records story (2.5K users). 14 stories recorded 1000 users or more stemming from organic search. For comparison, organic search drove 94K users to UVA Today in October, 95K users in September, and 67K users in August.
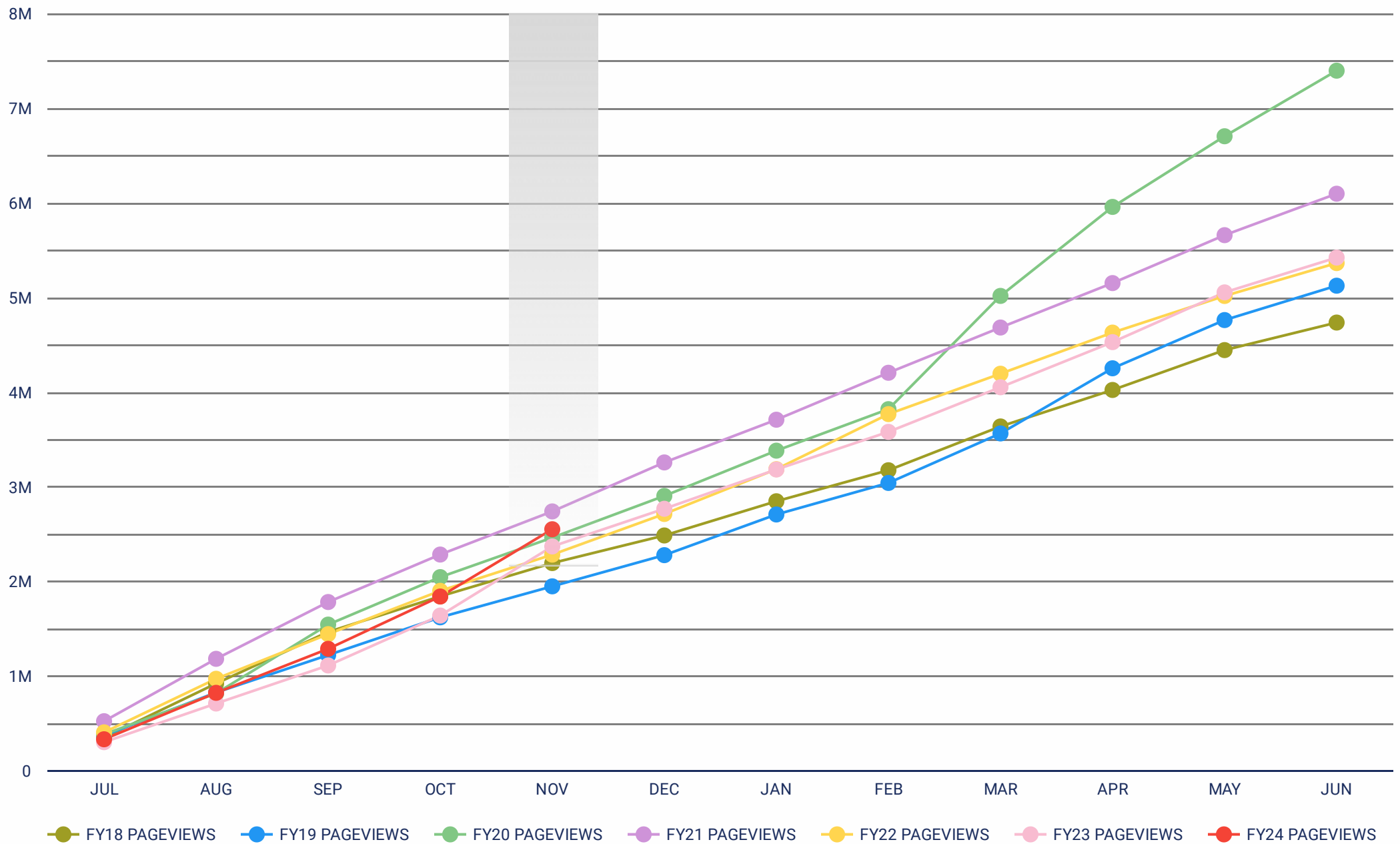
Popular search terms on Google included "uva today" (906 clicks), "perris jones" (591 clicks), "2024 presidential election predictions" (477 clicks), and "matt ganyard" (456 clicks).

Pageviews for November increased 20.1% over the previous month. Time on page remained about the same and bounce rate declined 55%.

Three editions of UVA Today Weekend were sent in November. The emails recorded average open rates and slightly below average click rates, but a comparison in this report (slide #11) showed increased UVA Today traffic on weekends. During the weekends of November 4 & 5 and November 11 & 12 UVA Today saw increases of 59.5% and 59.8% respectively compared to the same weekends in 2022.

The UVA Today site saw 9.5K outbound clicks in November. There were 579 clicks on the livestream site that was used for the November 13th events. Owned ads generated 222 clicks to the CVC page, 66 clicks to the Go Hoos License Plates page, 55 clicks to the Rhoback site.

UVA Today Cumulative Pageviews: FY18-FYTD24

Legend: FY18 PAGEVIEWS, FY19 PAGEVIEWS, FY20 PAGEVIEWS, FY21 PAGEVIEWS, FY22 PAGEVIEWS, FY23 PAGEVIEWS, FY24 PAGEVIEWS

Jul 1, 2023 - Nov 30, 2023 ▾

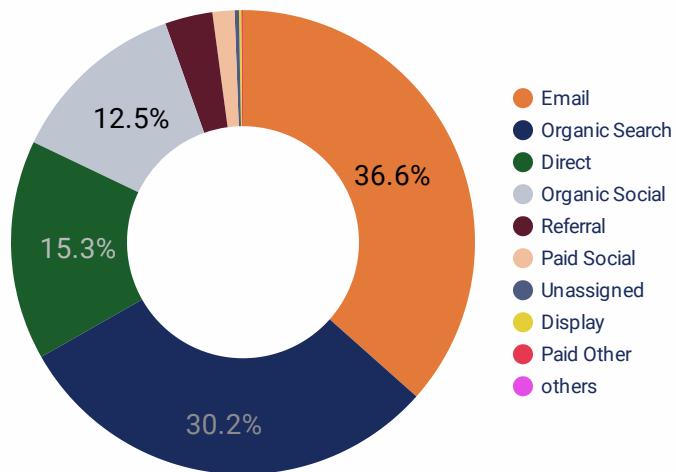| Total users	Sessions	Views	Views per session	Average session duration	Bounce rate
1.1M	1.8M	2.6M	1.41	00:03:01	29.3%

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.
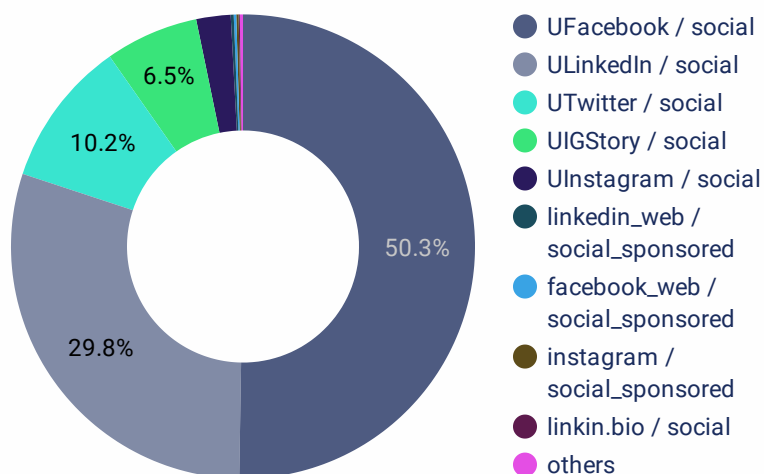

━━━ Average session duration

Average session duration

03:30 · 02:55 · 02:20 · 01:45 · 01:10 · 35 · 00

May 2023 | Jun 2023 | Jul 2023 | Aug 2023 | Sep 2023 | Oct 2023 | Nov 2023

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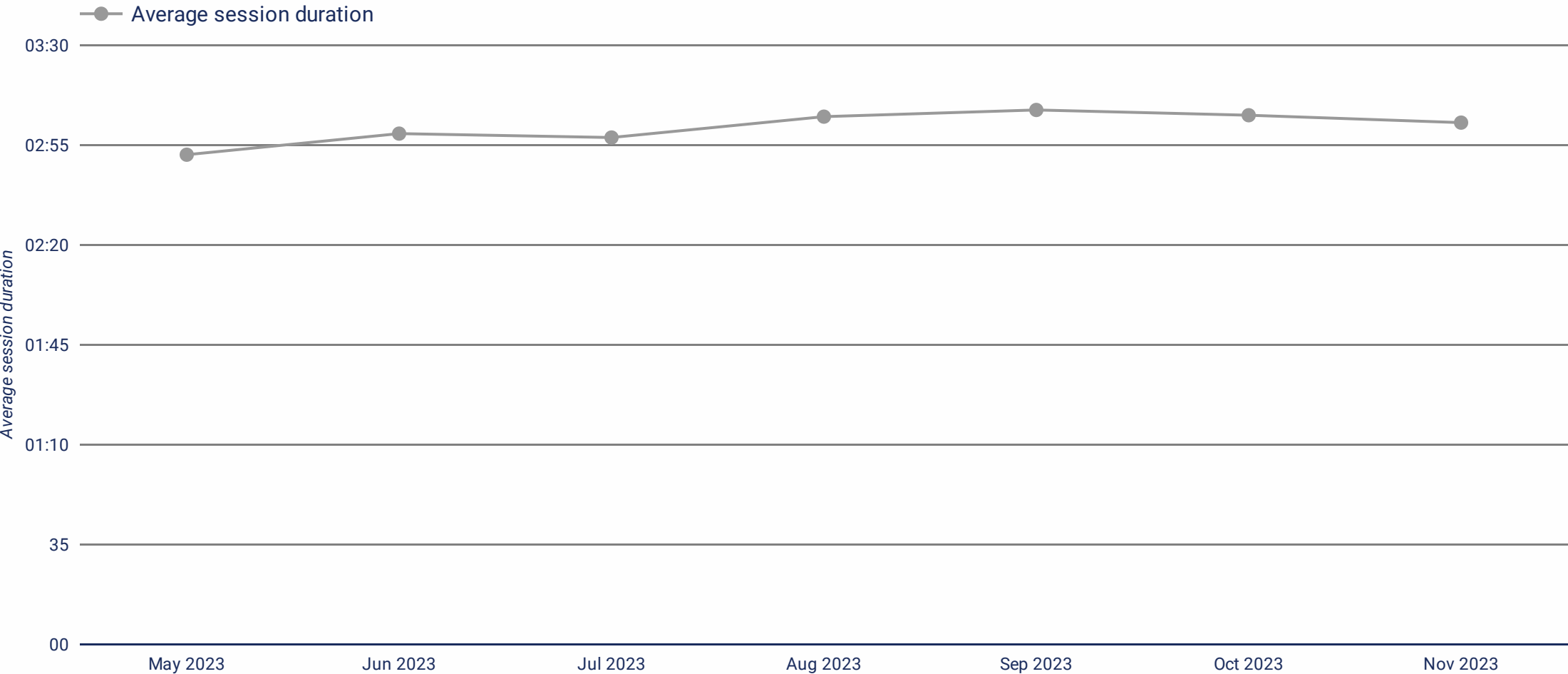
UVAToday FYTD Performance Summary (2 of 3): Sources of Traffic by Default Channel Grouping and Social Networks

Default Channel Grouping:

- Email
- Organic Search
- Direct
- Organic Social
- Referral
- Paid Social
- Unassigned
- Display
- Paid Other
- others

	First user default channel group	Views ▾	Bounce rate
1.	Email	936.9K	26.03%
2.	Organic Search	774K	24.51%
3.	Direct	392.3K	36.83%
4.	Organic Social	319.8K	26.36%
5.	Referral	84.9K	23.37%
6.	Paid Social	39.4K	40.45%
7.	Unassigned	7.7K	41.25%
8.	Display	4.1K	58.46%
9.	Paid Other	2.9K	33.64%
10.	Organic Video	156	35%

Social Network:

- UFacebook / social
- ULinkedIn / social
- UTwitter / social
- UIGStory / social
- UInstagram / social
- linkedin_web / social_sponsored
- facebook_web / social_sponsored
- instagram / social_sponsored
- linkin.bio / social
- others

	First user source / medium	Views ▾	Bounce rate
1.	UFacebook / social	113.7K	25.29%
2.	ULinkedIn / social	67.4K	25.32%
3.	UTwitter / social	23.1K	30.82%
4.	UIGStory / social	14.7K	21.59%
5.	UInstagram / social	5.4K	19.63%
6.	linkedin_web / social_sponsor...	472	76.98%
7.	facebook_web / social_spons...	401	33.22%
8.	instagram / social_sponsored	362	30.6%
9.	linkin.bio / social	183	26.17%
10.	LinkedIn / social_organic	131	22.95%

Source: Google Analytics 4

Jul 1, 2023 - Nov 30, 2023

Page title	Views ▾
1. The 'Cinderella Story' Behind UVA's 34-Year-Old Kicker	51.4K
2. They Met Outside a UVA Classroom. Then They Started a Multimillion-Dollar Business	41.5K
3. Darden Receives Largest Gift in School History	38.6K
4. 10-Year-Old Wunderkind Hopes UVA Is Her Launchpad to Space	26.1K
5. UVA Advances One Spot in Retooled U.S. News Ranking to No. 24 Nationally	25.7K
6. A Message from UVA President Jim Ryan	23.5K
7. New UVA Apparel Line a 'Full Circle Moment' for This Wahoo Couple	20.4K
8. Ryan Appeals for Compassion, Offers Support in Aftermath of Attacks in Israel	19.4K
9. If I'd Only Known: Lawnies Offer Advice to New Students	17.9K
10. One Photo, Two Stories: Looking Back at an Iconic UVA Football Image, 25 Years Later	15.9K
11. To Be Great and Good in All We Do	15.6K
12. A UVA Alum Is Behind the Launch of Wahoo-Themed Sportswear Line	15.3K
13. Kenyon Bonner Appointed Vice President and Chief Student Affairs Officer	15.3K
14. Generous Ramon Breeden Donation Means a $75 Million Impact for McIntire, Athletics	14.9K
15. Events, Gatherings To Honor Chandler, Davis, Perry and Support UVA Community	14.7K
16. 'America Is Under Attack': What the Morning of 9/11 Was Like for President Bush	14.1K
17. UVA Innovator of the Year Marc Breton's Surprise Journey to Diabetes Pioneer	13.8K
18. After Supreme Court Ruling, UVA Adjusts Admissions Practices	12.7K
19. The Lawn By the Sea: UVA Dad Creates Sandy Version of Jefferson's Academical Vill…	12.5K
20. Mike Hollins' Return to Football Has Been Inspiring. His Return to the Classroom Is E…	12.3K

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

Source: Google Analytics 4

Default Channel Grouping:

- Organic Search
- Email
- Direct
- Organic Social
- Referral
- Paid Social
- Paid Other
- Display
- Unassigned
- others

Key Metrics:

Views	Average session duration	Bounce rate
710.9K	00:03:02	17.0%

First user default channel group	Views ▾	% Δ	Bounce rate	% Δ
Organic Search	246.2K	44.7% ▲	11.52%	-59.1% ▼
Email	220.5K	12.9% ▲	13.95%	-49.0% ▼
Direct	111.5K	20.8% ▲	27.77%	-23.7% ▼
Organic Social	72.1K	20.9% ▲	12.88%	-52.8% ▼
Referral	28K	51.0% ▲	12.99%	-55.3% ▼
Paid Social	26.5K	106.2% ▲	29.82%	-50.6% ▼
Paid Other	2.9K	-	33.64%	-
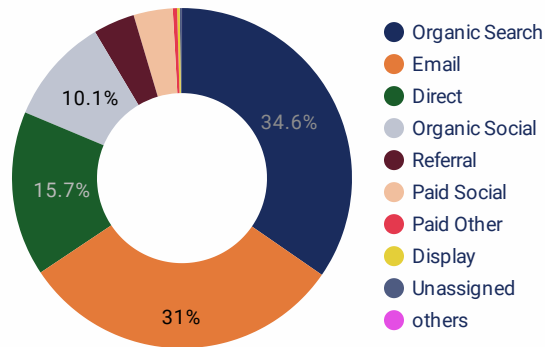
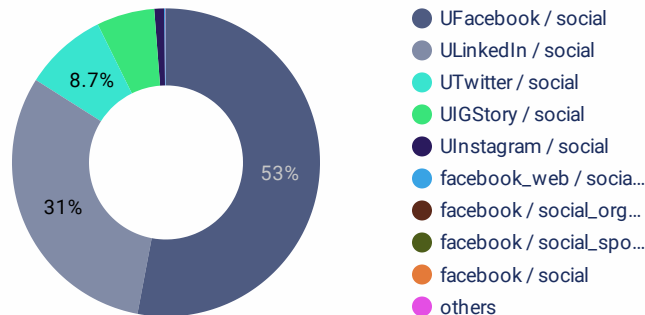**Top 20 Performing Stories:**

	Page title	Views…
1.	A Message from UVA President Jim Ryan	23.5K
2.	One Photo, Two Stories: Looking Back at an Iconic UVA Football Image, 25 Years Later	15.9K
3.	Kenyon Bonner Appointed Vice President and Chief Student Affairs Officer	15.3K
4.	Events, Gatherings To Honor Chandler, Davis, Perry and Support UVA Community	14.7K
5.	Darden Receives Largest Gift in School History	14K
6.	6 Things To Know About the UVA Basketball Teams This Season	11.9K
7.	Former UVA Baseball Star Again Delivers in the Clutch for a World Series Title	11K
8.	UVA Advances One Spot in Retooled U.S. News Ranking to No. 24 Nationally	10.4K
9.	An 'Eternally Grateful' Perris Jones Released From Hospital, Returns Home	9.4K
10.	UVA Football's Perris Jones Remains in Medical Care. Here's How To Wish Him Well	9K
11.	Crisp Night Yields Chilling Fun at 2023 Trick-or-Treating on the Lawn	9K
12.	To Be Great and Good in All We Do	8.8K
13.	The 'Cinderella Story' Behind UVA's 34-Year-Old Kicker	8.8K
14.	Almost Four Years In, Is It Time To Start Treating COVID Differently?	8.8K
15.	Public Health Researcher Receives Rhodes Scholarship	8.7K
16.	Get Ready for This Year's Lighting of the Lawn	8.4K
17.	The Way to Better Mental Health May Go Through Your Stomach	8.2K
18.	Why Are US Politicians So Old? And Why Do They Want To Stay in Office?	7.3K
19.	What Does a Thriving Young Person Look Like? UVA Researchers Paint a Portrait	6.6K
20.	Citing Potential Impact on Criminal Trial, UVA Delays Nov. 13 Report Release	6.6K

Social Network:

- UFacebook / social
- ULinkedIn / social
- UTwitter / social
- UIGStory / social
- UInstagram / social
- facebook_web / socia…
- facebook / social_org…
- facebook / social_spo…
- facebook / social
- others

First user source / medium	Views ▾	% Δ	Bounce rate	% Δ
UFacebook / social	25.6K	24.6% ▲	12.22%	-54.7% ▼
ULinkedIn / social	15.9K	45.9% ▲	10.82%	-58.6% ▼
UTwitter / social	4.3K	-33.1% ▼	16.95%	-47.6% ▼
UIGStory / social	3.2K	-17.1% ▼	9.23%	-55.1% ▼
UInstagram / social	612	-9.7% ▼	9.51%	-61.4% ▼

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Year to Date Daily Report Performance

The November 1st (4.37%) and 29th (4.47%) sends had the highest CTR of the month. Clicks on the 1st were driven by the Trick-Or-Treating on the Lawn story. Clicks on the 29th were driven by the Mental Health through Your Stomach and Perris Jones stories.

Legend:
- – – INDUSTRY BENCHMARK CLICK RATE
- – – PEER MEDIAN CLICK RATE
- ●– CLICK RATE
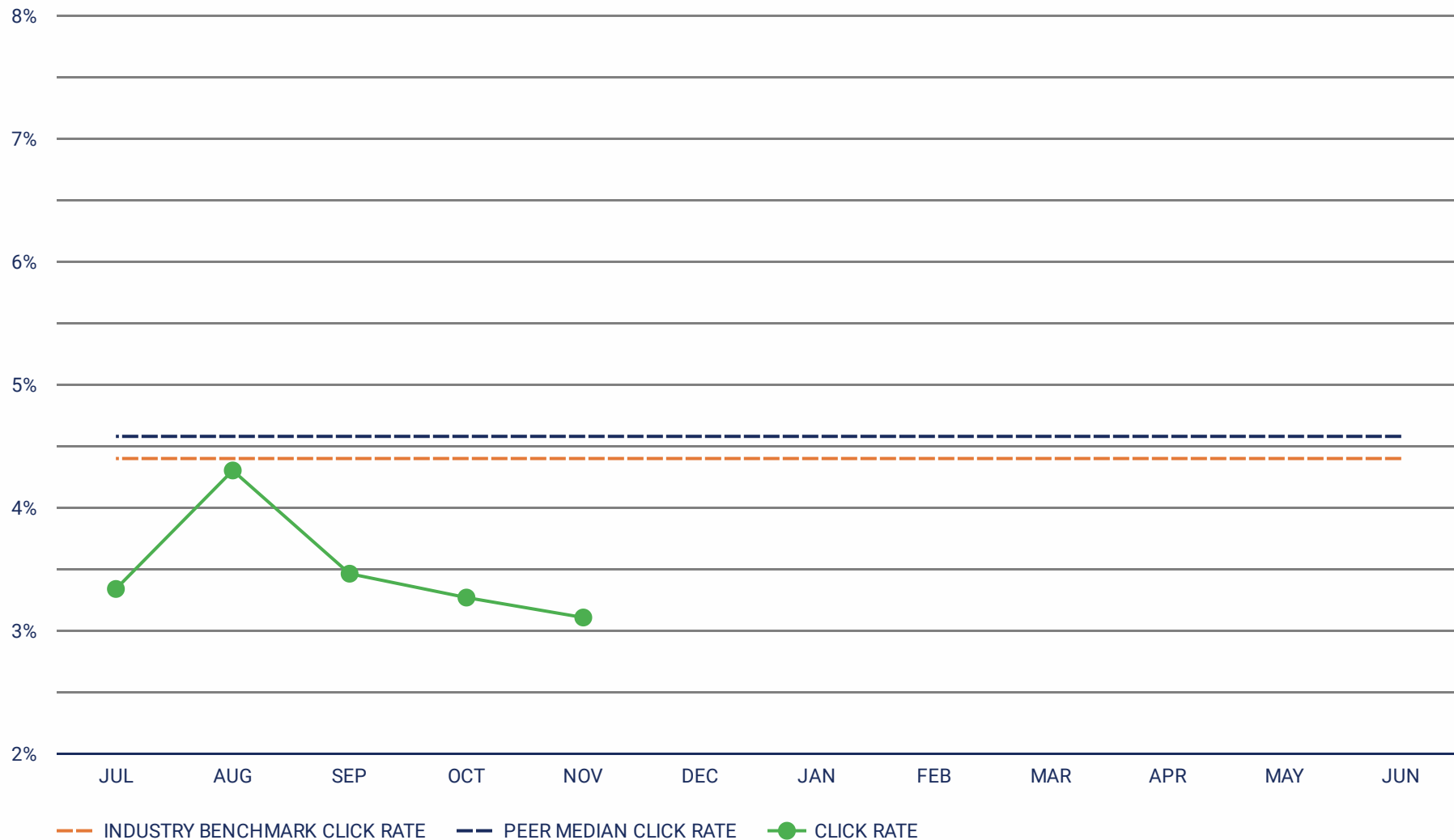
Click rate is calculated by dividing unique clicks by emails delivered
Industry benchmarks from Campaign Monitor's 2022 email marketing benchmarks
Peer benchmark from Simpson Scarborough peer study

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Source: Marketing Cloud
Date Range: 7/1/23 - 11/30/23

Email Performance

Email	Sends	Opens	Open Rate	Clicks	Click Rate	Unsubscribe Rate
1. UVA Today Weekend (11/4)	284,731	127,977	45.5%	4,559	1.62%	0.02%
2. UVA Today Weekend (11/11)	284,814	126,974	45.14%	5,601	1.99%	0.03%
3. UVA Today Weekend (11/18)	141,855	63,843	46.08%	2,776	2%	0.01%
4. UVA Today Weekend November Total	711,400	318,794	45.57%	12,936	1.87%	0.02%
5. UVA Today Weekend Average (since 8/19)	275,770....	123,597.79	46.07%	6,559.57	2.39%	0.02%

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UVAToday
WEEKEND

Story Performance

Total Views on Feature Stories (Views from any source during November)

11/4 Feature Story: Beatles Q+A	11/11 Feature Story: WWII Veteran	11/18 Feature Story: Omega Phi Psi
Views	Views	Views
2,832	6,260	3,563

Top 10 Performing Stories (Views generated by Weekend emails only):

	Page title	Views ▾
1.	Iron Man of Metz: One UVA Alum's Experience in World War II	2,772
2.	6 Things To Know About the UVA Basketball Teams This Season	2,613
3.	What Does a Thriving Young Person Look Like? UVA Researchers Paint a Portrait	1,855
4.	UVA Leaders Offer Update on Response to Middle East Conflict	1,370
5.	Q&A: Are We Hearing the Last of the Beatles?	1,368
6.	Almost Four Years In, Is It Time To Start Treating COVID Differently?	1,317
7.	Events, Gatherings To Honor Chandler, Davis, Perry and Support UVA Community	1,159
8.	Crisp Night Yields Chilling Fun at 2023 Trick-or-Treating on the Lawn	1,103
9.	'Hoos First' Celebrates First-Generation, Limited-Income Students	975
10.	A Message from UVA President Jim Ryan	868

1 - 10 / 448   ‹ ›

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Source: Google Analytics 4
Date Range: 11/1/23 - 11/30/23

Weekend Site Traffic

Total Views during the following weekends (Views from any source, not just emails, during November):

Nov. 4 & 5	**Nov. 11 & 12**	**Nov. 18 & 19**
Views	Views	Views
36,328	51,605	31,296

For comparison, in 2022* UVA Today recorded

-14,708 pageviews on 11/5 and 11/6
-20,749 pageviews on 11/12 and 11/13
-36,238 pageviews on 11/19 and 11/20^

Notes:
*data from 2022 was sourced from Universal Analytics, whereas recent data comes from Google Analytics 4. As noted in prior reports around the transition from UA to GA4, there can be minor variations in data between these two sources.
^we should be cautious when comparing 11/18-19 to the same period a year prior due to the considerable traffic that UVA Today received after 11/13/22

Thank You