

UVAToday Monthly Communications Summary

UNIVERSITY COMMUNICATIONS

December 2023



UNIVERSITY
of VIRGINIA

Report Highlights

UVAToday FYTD Performance

3.26M cumulative pageviews have been achieved FYTD. This exceeds pageviews for FY18, FY19, FY20, FY21, FY22, and FY23 for the same period (July-December).

Top Stories

1. A Walk Through Grounds Brought Her to Acting. Now, She's a Christmas Movie Star (27,317 views)
2. If You Need a Good Cry, Watch These UVA Early Decision Reactions (24,862 views)
3. Meet the Sextet of UVA Alumni on the Forbes '30 Under 30' Lists (20,843 views)
4. From New Club to National Champs: The Rise of UVA Pickleball (20,839 view)
5. Q+A: What to Know About a Mysterious Dog Illness Sweeping the Country (19,912)

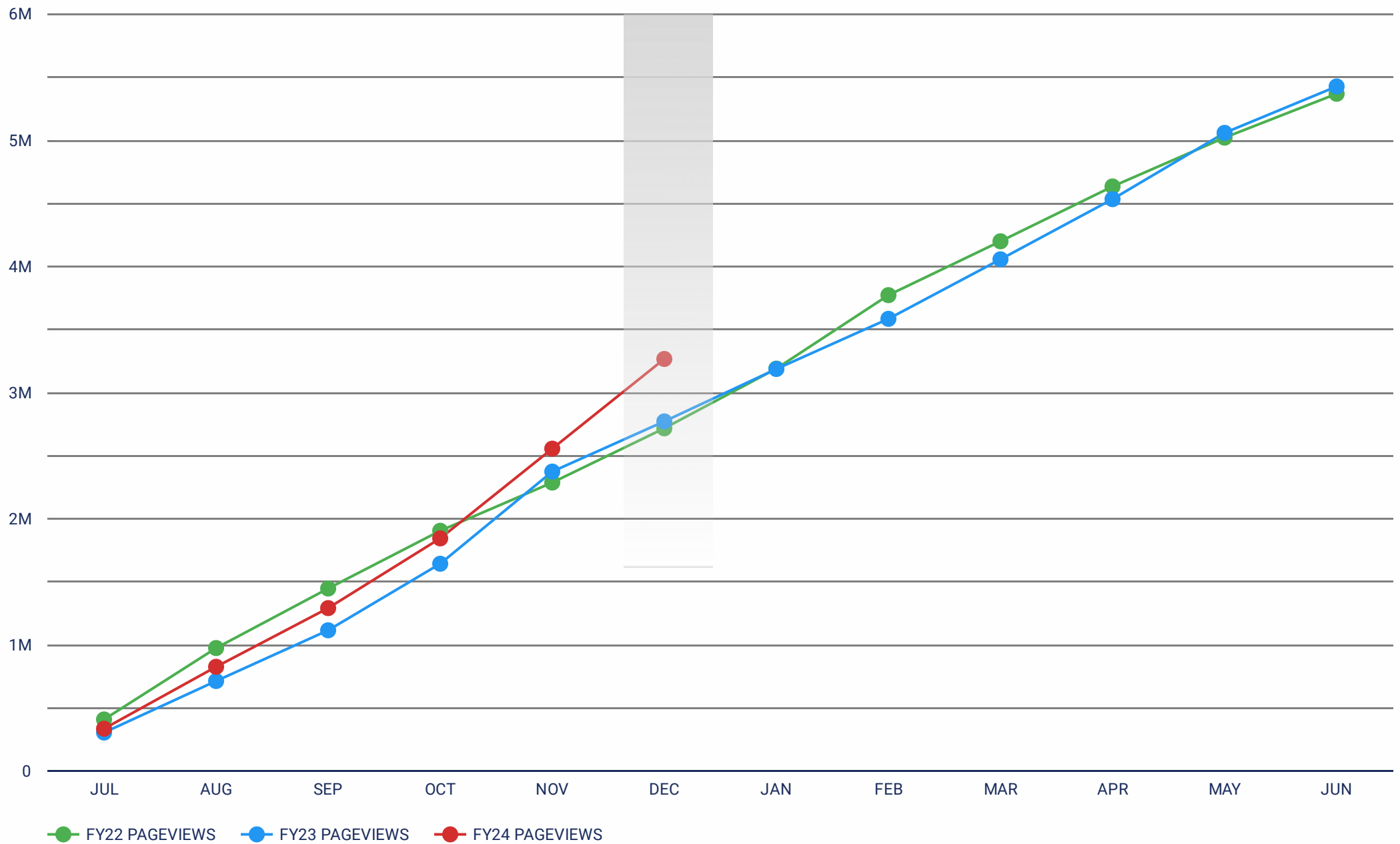
Email Performance

The December 13th DR had the highest CTR for the month (4.80%). Top stories for December 13th were Forbes 30 Under 30 (3,862 unique clicks and 50% of total clicks) and Chronic Cough (2,037 unique clicks and 26.4% of total clicks).

Additional Notes/Highlights

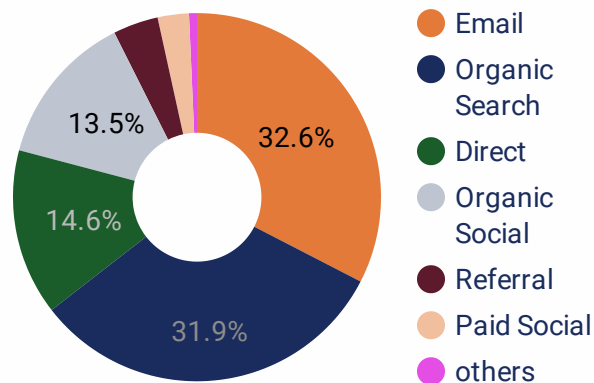
For the fourth straight month, a significant amount of traffic (81K users) stemmed from organic search. The most searched stories were the Mysterious Dog Illness (5.9K users) and the Early Action Decisions (1.3K users) stories. For comparison, organic search drove 94K users to UVA Today in November, 94K users in October, 95K users in September, and 67K users in August.

Popular search terms on Google included "dog virus" (1,037 clicks), "dog respiratory illness" (603 clicks), "uva today" (589 clicks), and "jen lilley" (515 clicks).

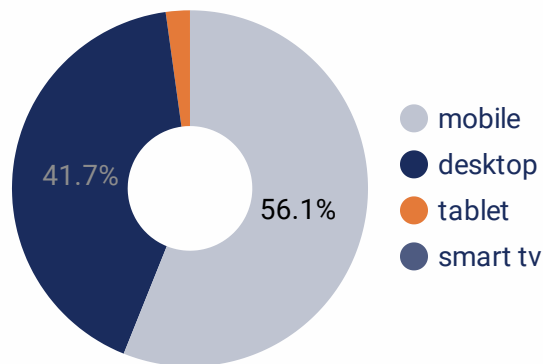


Monthly Performance Summary

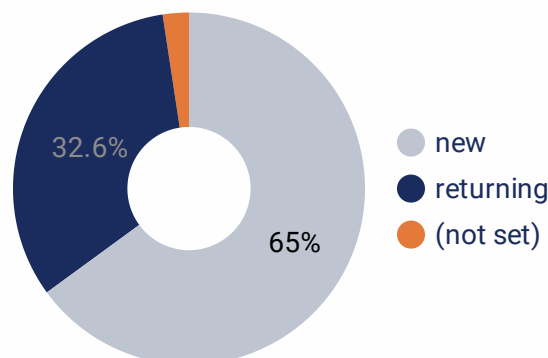
Traffic Sources:



Devices:



New v. Returning Users:



Views

704.0K

↓ -1.0%

Average session duration

00:03:08

↑ 00:00:05

Bounce rate

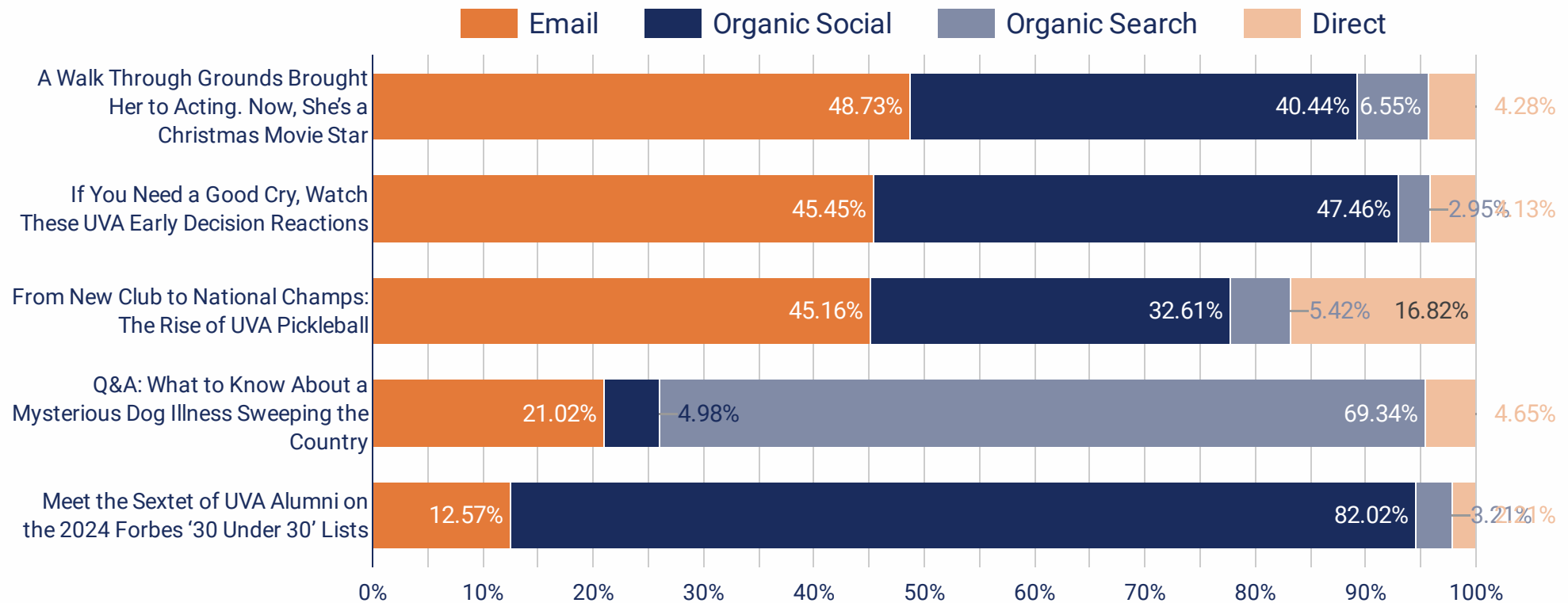
13.9%

↓ -3.10%

Top 20 Performing Stories:

	Page title	Views
1.	A Walk Through Grounds Brought Her to Acting. Now, She's a Christmas Movie Star	27.3K
2.	If You Need a Good Cry, Watch These UVA Early Decision Reactions	24.9K
3.	Meet the Quintet of UVA Alumni on the 2024 Forbes '30 Under 30' Lists	20.8K
4.	From New Club to National Champs: The Rise of UVA Pickleball	20.8K
5.	Q&A: What to Know About a Mysterious Dog Illness Sweeping the Country	19.9K
6.	Accolades: New Ranking Places Charlottesville No. 2 Among Small College Towns	12.6K
7.	You've Been Studying All Wrong. This Professor Can Help You 'Outsmart Your Brain'	10.6K
8.	UVA Expands Financial Aid Program for Virginia Families	10.3K
9.	UVA Board Approves Tuition Rates; Financial Aid Program Expanded	10.3K
10.	To Be Great and Good in All We Do	10.2K
11.	News in Brief: UVA Recognizes Outstanding Employees	9.2K
12.	The Way to Better Mental Health May Go Through Your Stomach	8.9K
13.	We Asked Young Alumni, 'What Class Rocked Your World?'	8.6K
14.	UVA Names Leslie Kendrick as Next Dean of the School of Law	8.6K
15.	As UVA Tests Viability of Alzheimer's Implant, 2024 May Be a Year of Hope	8.6K
16.	News In Brief: It's Almost Early Decision Time. Share Your Reactions	8.4K
17.	UVA Photographers Share Their Favorite Photos of 2023	8.2K
18.	Rain Fails To Dampen the Spirits of Another Joy-Filled Lighting of the Lawn	7.7K
19.	Outdoors at UVA Recommends 5 Cost-Free Hikes To Kick Off the New Year	7.4K
20.	UVA Student-Athletes Make Best Showing Ever in NCAA Report	6.8K

Referral Traffic for Top 5 December Stories



UVA Today WEEKEND

From the Editor: It's the season of heartfelt holiday movies. Wonder what such a film set on Grounds would be like? We went to UVA alumna and Christmas movie star Jen Lilley to get her take. Also, check out the big stories of the week in this last Weekend edition of 2023. UVA Today Weekend returns Jan. 6.



A Walk Through Grounds Brought Her to Acting. Now, She's a Christmas Movie Star

Case Study: A Walk Through Grounds Brought Her to Acting. Now She's a Christmas Movie Star.

This feature article
garnered 53% of all
clicks on the 12/16
Weekend email

Page Analytics

Views

27,317

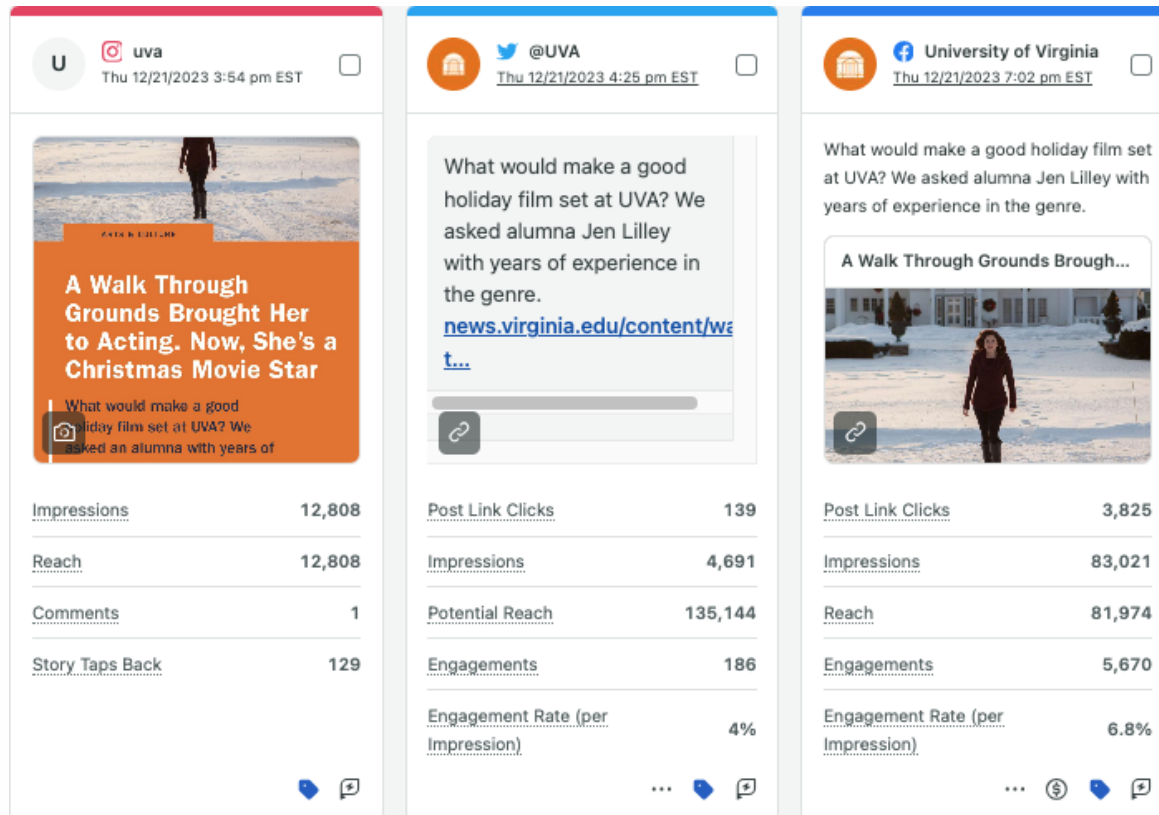
Average session duration

00:02:52

Sessions

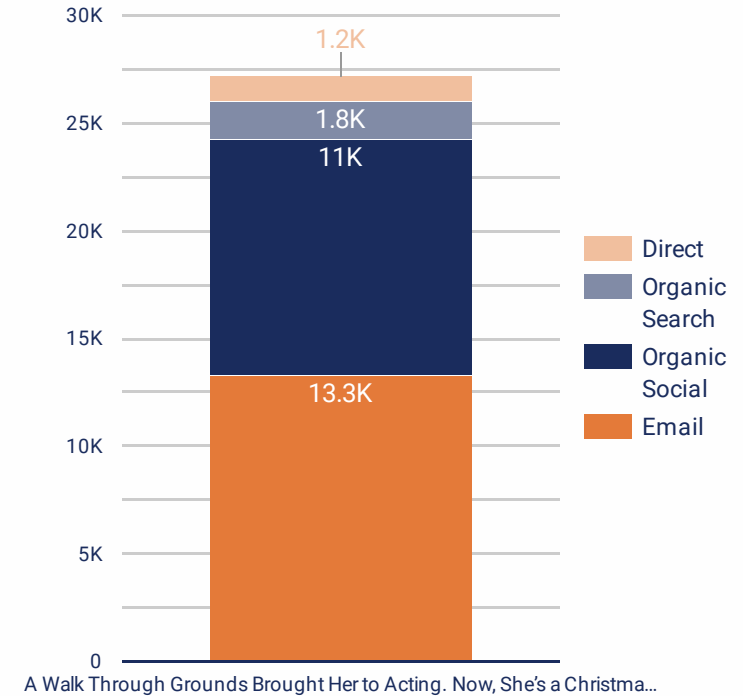
13,711

Social Media Post Breakdown



The average engagement rate on social for the month of December for UVA Today content was 4.6%.

Traffic Sources by Views



Bounce Rate

Bounce rates for this article v. all UVA Today pages in December

Bounce rate
6.15%

Bounce rate
13.92%

	Email	Sends	Opens	Open Ra...	Clicks	Click Rate	Unsubscribe Rate
1.	UVA Today Weekend (12/2)	284,338	128,413	45.72%	13,393	2.72%	0.03%
2.	UVA Today Weekend (12/9)	283,997	123,565	44.04%	7,319	1.54%	0.03%
3.	UVA Today Weekend (12/16)	283,435	121,186	43.28%	12,478	2.77%	0.03%
4.	UVA Today Weekend December Total	851,770	373,164	44.35%	33,190	2.34%	0.03%
5.	UVA Today Weekend Average (since 8/19)	277,209.59	123,737.24	45.77%	7,354.35	2.39%	0.02%

1 - 5 / 5 < >

Story Performance

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

12/2 Feature Story:
A Star is Born

Views
4,386

12/9 Feature Story:
Cycling for Service

Views
2,806

12/16 Feature Story:
Christmas Movie Star

Views
27,317

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

	Page title	Views ▾
1.	A Walk Through Grounds Brought Her to Acting. Now, She's a Christmas Movie Star	12,564
2.	The Way to Better Mental Health May Go Through Your Stomach	4,785
3.	We Asked Young Alumni, 'What Class Rocked Your World?'	4,235
4.	An 'Eternally Grateful' Perris Jones Released From Hospital, Returns Home	3,931
5.	Meet the Quintet of UVA Alumni on the 2024 Forbes '30 Under 30' Lists	2,941
6.	A Star Is Born: UVA Undergrad Leads Team Studying Stellar Formation	2,855
7.	Darker, Shorter Days Can Bring Deep Depression. Here Is How To Feel Better	2,194
8.	From New Club to National Champs: The Rise of UVA Pickleball	2,124
9.	This Student's Cross Country Bike Trip Builds Goodness, One Pedal Stroke at a Time	2,017
10.	Meet the 'Geek' Who Won UVA's Distinguished Alumna Award	1,736

1 - 10 / 326 < >

TOTAL VIEWS during the following weekends
 (Views from ALL sources, during December):

Dec. 2 & 3, 2023 45,411	Dec. 9 & 10, 2023 31,861	Dec. 16 & 17, 2023 51,014
Dec. 3 & 4, 2022* 13,658	Dec. 10 & 11, 2022* 16,462	Dec. 17 & 18, 2022* 12,685

* Data from 2022 was sourced from Universal Analytics (UA), whereas recent data comes from Google Analytics 4 (GA4). As noted in prior reports around the transition from UA to GA4, there can be minor variations in data between these two sources.

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

Jul 1, 2023 - Dec 31, 2023

Total users
1.3M

Sessions
2.1M

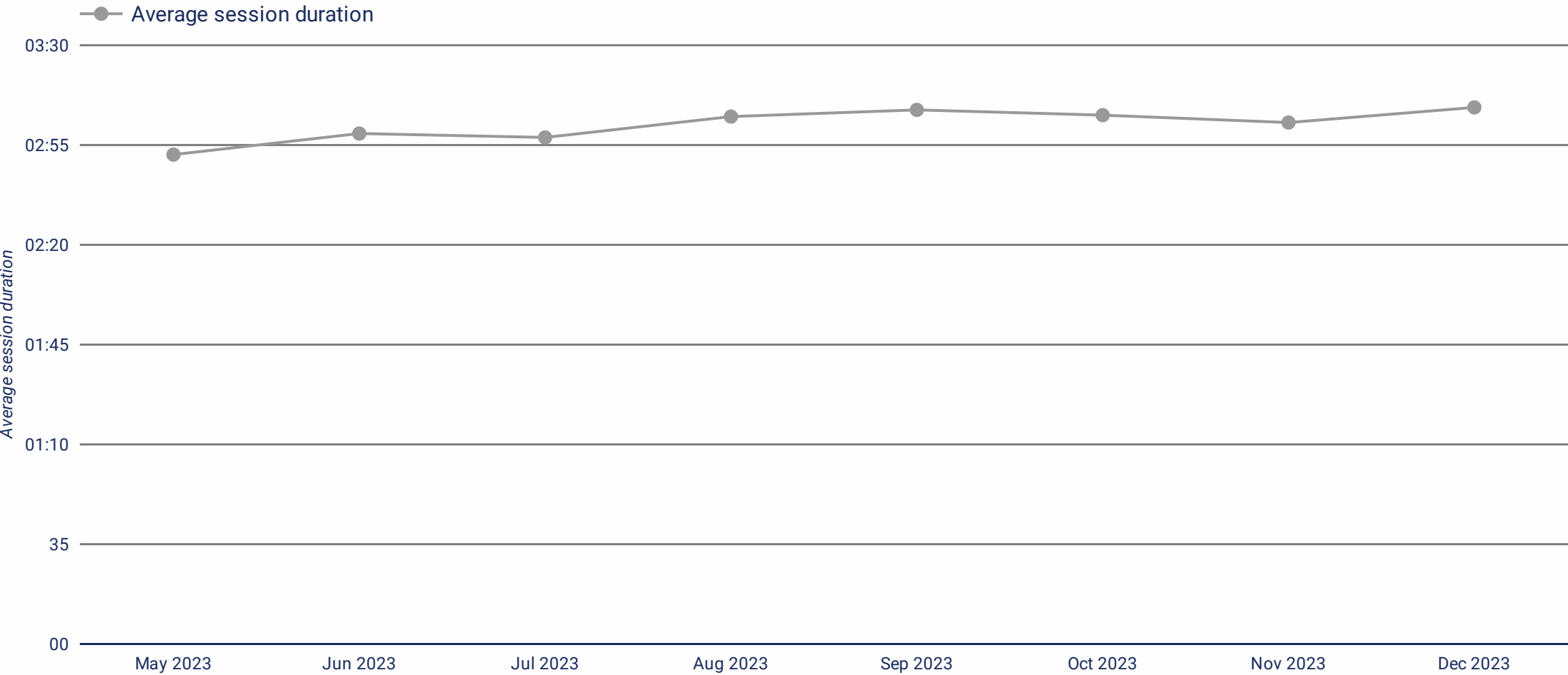
Views
3.3M

Views per session
1.54

Average session duration
00:03:03

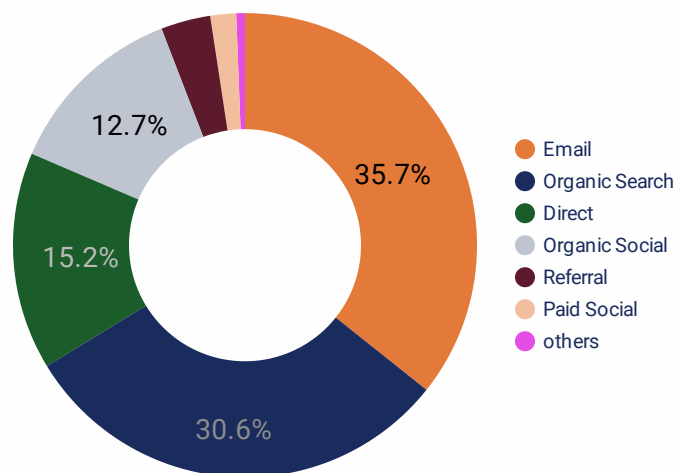
Bounce rate
27.6%

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.



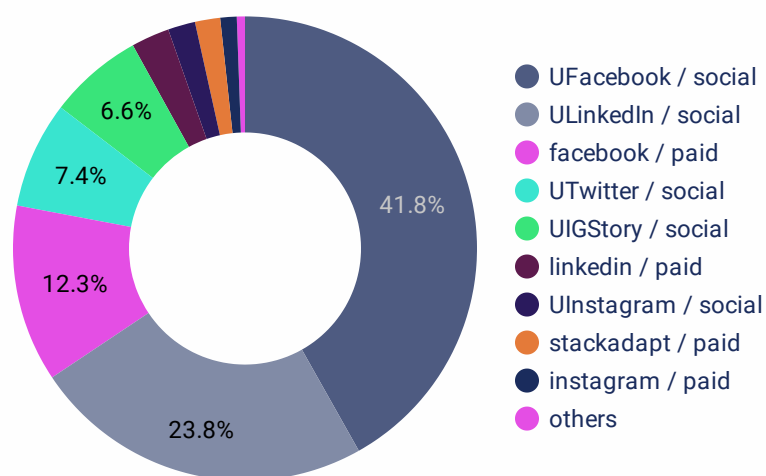
UVAToday FYTD Performance Summary (2 of 3): Sources of Traffic by Default Channel Grouping and Social Networks

Default Channel Grouping:



	First user default channel group	Views ▾	Bounce rate
1.	Email	1.2M	24.84%
2.	Organic Search	998.7K	21.83%
3.	Direct	495.2K	36.76%
4.	Organic Social	414.7K	23.83%
5.	Referral	112.9K	21.28%
6.	Paid Social	58.7K	38.54%
7.	Unassigned	8.9K	39.39%
8.	Paid Other	6.4K	35.61%
9.	Display	4.2K	58.21%
10.	Organic Video	216	28%

Social Network:



	First user source / medium	Views ▾	Bounce rate
1.	UFacebook / social	152.1K	23.32%
2.	ULinkedIn / social	86.5K	23.86%
3.	facebook / paid	44.9K	40.6%
4.	UTwitter / social	27K	29.55%
5.	UIGStory / social	23.9K	16.98%
6.	linkedin / paid	9.7K	36.95%
7.	UInstagram / social	6.9K	18.2%
8.	stackadapt / paid	6.4K	35.61%
9.	instagram / paid	4.2K	29.51%
10.	facebook_web / social_spons...	487	31.95%

Page title		Views ▾
1.	The ‘Cinderella Story’ Behind UVA’s 34-Year-Old Kicker	53.1K <div></div>
2.	They Met Outside a UVA Classroom. Then They Started a Multimillion-Dollar Business	41.8K <div></div>
3.	Darden Receives Largest Gift in School History	38.6K <div></div>
4.	A Walk Through Grounds Brought Her to Acting. Now, She’s a Christmas Movie Star	27.3K <div></div>
5.	10-Year-Old Wunderkind Hopes UVA Is Her Launchpad to Space	26.5K <div></div>
6.	UVA Advances One Spot in Retooled U.S. News Ranking to No. 24 Nationally	26.4K <div></div>
7.	To Be Great and Good in All We Do	25.8K <div></div>
8.	If You Need a Good Cry, Watch These UVA Early Decision Reactions	24.9K <div></div>
9.	A Message from UVA President Jim Ryan	23.8K <div></div>
10.	Meet the Quintet of UVA Alumni on the 2024 Forbes ‘30 Under 30’ Lists	20.8K <div></div>
11.	From New Club to National Champs: The Rise of UVA Pickleball	20.8K <div></div>
12.	New UVA Apparel Line a ‘Full Circle Moment’ for This Wahoo Couple	20.8K <div></div>
13.	Q&A: What to Know About a Mysterious Dog Illness Sweeping the Country	19.9K <div></div>
14.	Ryan Appeals for Compassion, Offers Support in Aftermath of Attacks in Israel	19.7K <div></div>
15.	If I’d Only Known: Lawnies Offer Advice to New Students	18K <div></div>
16.	The Way to Better Mental Health May Go Through Your Stomach	17.1K <div></div>
17.	One Photo, Two Stories: Looking Back at an Iconic UVA Football Image, 25 Years Later	16.5K <div></div>
18.	‘America Is Under Attack’: What the Morning of 9/11 Was Like for President Bush	16.2K <div></div>
19.	Kenyon Bonner Appointed Vice President and Chief Student Affairs Officer	16.2K <div></div>
20.	Search Page UVA Today	16K <div></div>

Year to Date Daily Report Performance

The December 13th (4.80%) and 20th (4.24%) sends had the highest CTR of the month.
Clicks on the 13th were driven by the Forbes 30 Under 30 story.
Clicks on the 20th were driven by the Outdoors at UVA and Alzheimer's Discovery stories.

