EXECUTIVE SUMMARY

The January 2021 edition of UVA This Month was distributed on Saturday, January 30. The email was sent to about 258K users, and included vaccine updates, and information about the spring semester and new admissions updates.

Year over year, open rate softened a bit, while click through rate improved from 15% to 20%. While a lot has changed since last January, readers are still clicking on and reading content from UVA This Month at a high rate, well above industry benchmarks.

Among audience groups, Students continue to demonstrate that they will open emails, but don’t actually click on stories. Self-subscribed audiences clicked through at the highest rate this month, again showing that this high-intent audience is behaving as we would expect them to by outperforming auto-subscribed readers.

**Key Takeaway:** Overall, our audiences tend to behave consistently and in line with what we would typically expect from these groups. This demonstrates that users are engaged with the product, and while content will dictate performance to an extent, we have a solid base of readers who are finding useful information in each edition of UVA This Month.

Only two stories from the “First, read this...” section made it into the top 5 most-clicked stories, despite being placed at the beginning of the email. We have seen that content with images and summaries included tend to see stronger performance than plain text that links to a story.

**Key Takeaway:** As we continue to explore growth strategy initiatives related to content and product layout, consider that readers aren’t necessarily following the “instructions” to read these stories first, and are instead skimming down to the images with photos and short summaries. If high priority content is included in the “First, read this...” section, it is possible that it is getting missed since it doesn’t draw as much attention as some of the other content blocks.
YEAR OVER YEAR UVA THIS MONTH PERFORMANCE

Compared to January 2020, the January 2021 UVA This Month email saw a slight drop in open rate, while click through rate increased fairly significantly, year over year.

* Click through rate is calculated by dividing unique clicks by unique opens. Education industry benchmark from HubSpot Email Benchmarks, reflecting period November 2018 - November 2019.

SOURCE: Marketing Cloud
**January 2021 Open Rate by Audience**

258K Total Emails Delivered
77K Unique Emails Opened

- **All Students**
- **Faculty & Staff**
- **UVA Affiliates (Foundations)**
- **Parents/Grandparents**
- **Research Digest Self-Subscribers**
- **UVA Today Self-Subscribers**
- **Alumni**
- **Academic Employees**
- **(Other, Non-Faculty/Staff)**
- **Medical Center Employees**

30% January Open Rate
25% Education Industry Benchmark Open Rate
21% Media & Entertainment Industry Benchmark Open Rate

*Open rate is calculated by dividing unique opens by total delivered emails. Industry benchmark from HubSpot Email Benchmarks.*

Source: Marketing Cloud
JANUARY 2021 CLICK THROUGH RATE BY AUDIENCE

77K UNIQUE EMAILS OPENED
15K UNIQUE CLICKS

- Research Digest Self-Subscribers
- UVA Today Self-Subscribers
- Parents/Grandparents
- Medical Center Employees
- Faculty & Staff
- Alumni
- UVA Affiliates (Foundations)
- Academic Employees (Other, Non-Faculty/Staff)
- All Students

CLICK THROUGH RATE

EDUCATION INDUSTRY AVERAGE CLICK THROUGH RATE

MEDIA INDUSTRY AVERAGE CLICK THROUGH RATE

* Click through rate is calculated by dividing unique clicks by unique opens.

Industry benchmark from HubSpot Email Benchmarks

SOURCE: Marketing Cloud
STORY PERFORMANCE IN JANUARY 2021 UVA THIS MONTH

Below are the top 5 stories by total click volume in the January UVA This Month. The pie chart reflects all stories that made up over 5% of total email clicks. “Other” includes all other stories and links within the email.

<table>
<thead>
<tr>
<th>TOP 5 MOST-CLICKED STORIES IN JANUARY UVA THIS MONTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHAT WE KNOW AND DON’T KNOW ABOUT VACCINES AT UVA AND IN VIRGINIA</td>
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<td>IS A PELOTON WORTH IT? AN ENGINEERING PROFESSOR WEIGHS IN ON THE CRAZE</td>
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% OF TOTAL EMAIL CLICKS

22% 24% 20% 15% 8% 7% 5%

WHAT WE KNOW AND DON’T KNOW ABOUT VACCINES AT UVA AND IN VIRGINIA
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MASONS REPOINT, REPLACE MORTAR AT UNIVERSITY CHAPEL
OTHER

SOURCE: Marketing Cloud
### MOST-CLICKED STORY BY AUDIENCE - JANUARY 2021

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SOURCE: Marketing Cloud
THANK YOU