EXECUTIVE SUMMARY

The February edition of the Research Digest was distributed on Saturday, February 20. It was sent to about 264K users and lead with a story about ultrasound research, and also included stories COVID-19 research and its impact on our lives.

The first edition of the Research Digest was sent one year ago, in February 2020. This month’s edition marked the first anniversary of this news product. Open Rate increased significantly year over year, while Click Through Rate softened very slightly. **Key Takeaway**: Now that readers are more familiar with the Research Digest product, they may be more likely to open the emails now that they have a sense of what to expect. This is a signal that readers are interested in the content - if they weren’t, we would expect to see engagement decline over time rather than improve.

Email was the top driver of traffic to the story on UVA Today, with the Research Digest driving over 50% of all pageviews, and the Daily Report driving over 20% of all pageviews. **Key Takeaway**: Email is our primary distribution channel for UVA Today content. Continue to assess current email products and look for opportunities to improve them through testing. This is included in the current Growth Strategy roadmap, where we plan to look at things such as layout and copy devices to ensure that we get as much as possible out of this high performing channel.
Last February was the first ever edition of the Research Digest product. Year over year, Open Rate improved significantly, and while Click Through rate softened slightly.
FEBRUARY 2021 STORY PERFORMANCE

Below are the top 5 stories by total click volume in the February Research Digest. 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 FEBRUARY RESEARCH DIGEST</th>
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<tr>
<td>SOUNDOING OUT THE FUTURE OF FOCUSED ULTRASOUND</td>
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<td>4 THINGS YOUR TEEN (OR PRE-TEEN) NEEDS</td>
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% OF TOTAL EMAIL CLICKS

- SOUNDOING OUT THE FUTURE OF FOCUSED ULTRASOUND: 26%
- 4 THINGS YOUR TEEN (OR PRE-TEEN) NEEDS: 17%
- Q&A: WHAT NEW COVID-19 VARIANTS MEAN FOR OUR VACCINE OPTIONS: 12%
- DO YOU MISS HUGGING? PSYCHOLOGY CAN TELL YOU WHY: 17%
- HERE’S HOW STRESS, ILLNESS AND EVEN SUNBURN TRIGGER COLD SORE FLAREUPS: 17%
- OTHER: 5%

SOURCE: Marketing Cloud
PAGEVIEWS SOURCED FROM ORIGINAL RESEARCH DIGEST SEND

The below graph reflects the total pageviews on February Research Digest stories which were driven from the email itself.

TOTAL UVA TODAY PAGEVIEWS FROM FEBRUARY RESEARCH DIGEST EMAIL: 14,336

SOURCE: Marketing Cloud
DATE RANGE: 2/20/21 - 3/3/21
FEATURE STORY CROSS-PLATFORM PERFORMANCE

Overall, the lead story from February's Research Digest earned nearly 7K pageviews, with over 50% of those pageviews being driven by the Research Digest email itself. An additional 20% of traffic came from the Daily Report, with email being the top driver of traffic to this story overall.

FACEBOOK POST

UVA's Dr. Jeffrey Elias, who pioneered the use of high-intensity soundwaves to treat tremor and Parkinson's disease, has now set his sights on erasing chronic pain.

SOURCE TRAFFIC TO STORY

6,908 TOTAL PAGEVIEWS

- 53%
- 21%
- 12%
- 9%
- 5%

20K USERS REACHED
199 ENGAGEMENTS
1% ENGAGEMENT RATE

SOURCE: Creator Studio, Marketing Cloud
DATE: 2/20/21 - Afternoon of 2/25/21
THANK YOU