

# UVA THIS MONTH

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**UNIVERSITY COMMUNICATIONS**

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**FEBRUARY 2021**

# EXECUTIVE SUMMARY

The February 2021 edition of UVA This Month was distributed on Saturday, February 27. The email was sent to about 255K users, and included information on the latest COVID restrictions,

Year over year, both open and click through rates improved. This suggests that readers are still interested in the UVA This Month product and its content. Month over month, open rate improved from January, while click through rate softened. This is a common dynamic, as there are often diminishing returns when users who may typically not typically engage with an email do open it, as they have a lower propensity to then click on content.

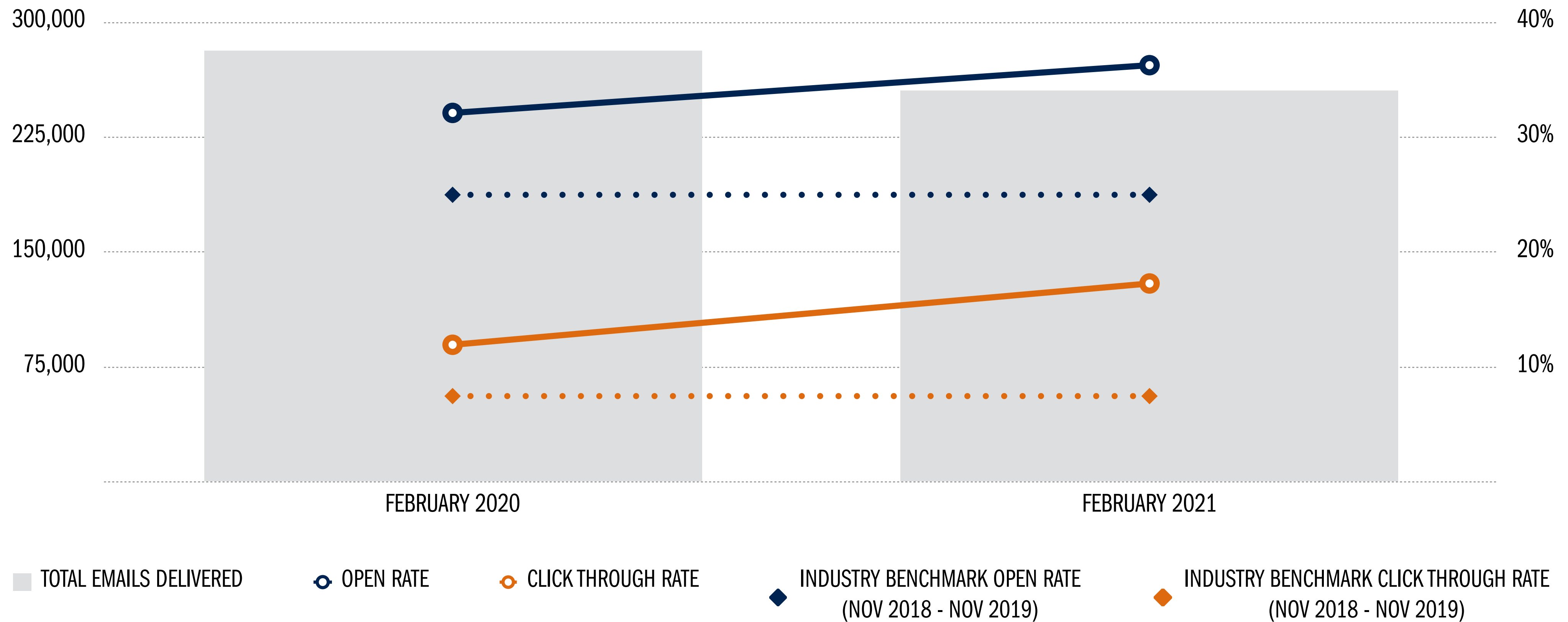
Once again, the story in the “Must Read” section was by far the top-performing story within UVA This Month. We have seen this story placement emerge as a top performer time and time again in this product. This story placement includes a large image, as well as a preview of the story content.

**Key Takeaway:** Even within this content block, there is more to be learned about what is driving the strong performance of this placement. Is it the size of the image, or the introductory paragraph that drives users to click? There are testing opportunities here to try to better understand what is impacting user behavior, which would then allow us to apply learnings to other placements and/or email products.



# YEAR OVER YEAR UVA THIS MONTH PERFORMANCE

**Compared to February 2020, the February 2021 edition of UVA This Month saw improved Open and Click Through Rates. This year over year improvement indicates that readers are still engaged with the UVA This Month product and its content.**

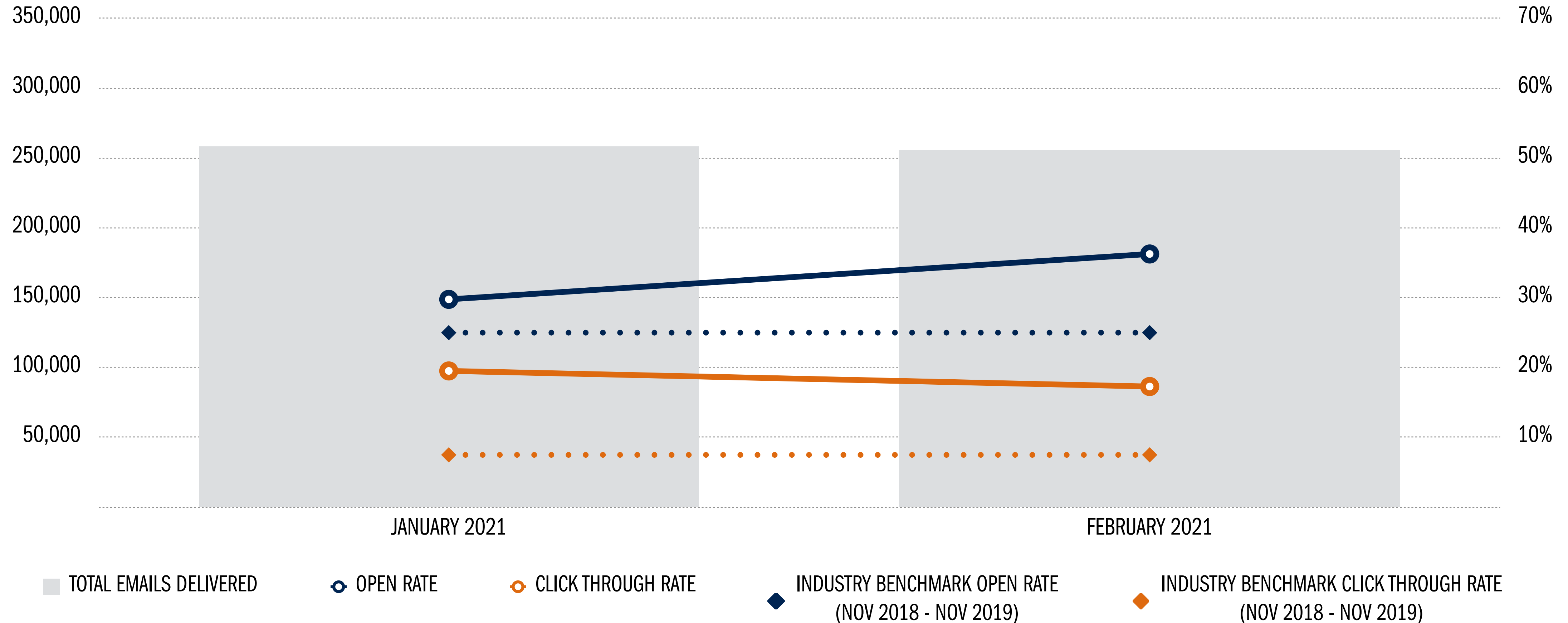


\* Click through rate is calculated by dividing unique clicks by unique opens. Education industry benchmark from HubSpot Email Benchmarks, reflecting period November 2018 - November 2019.

SOURCE: Marketing Cloud

# YEAR TO DATE UVA THIS MONTH PERFORMANCE

*From January to February, Open Rate improved, while Click Through Rate softened.*



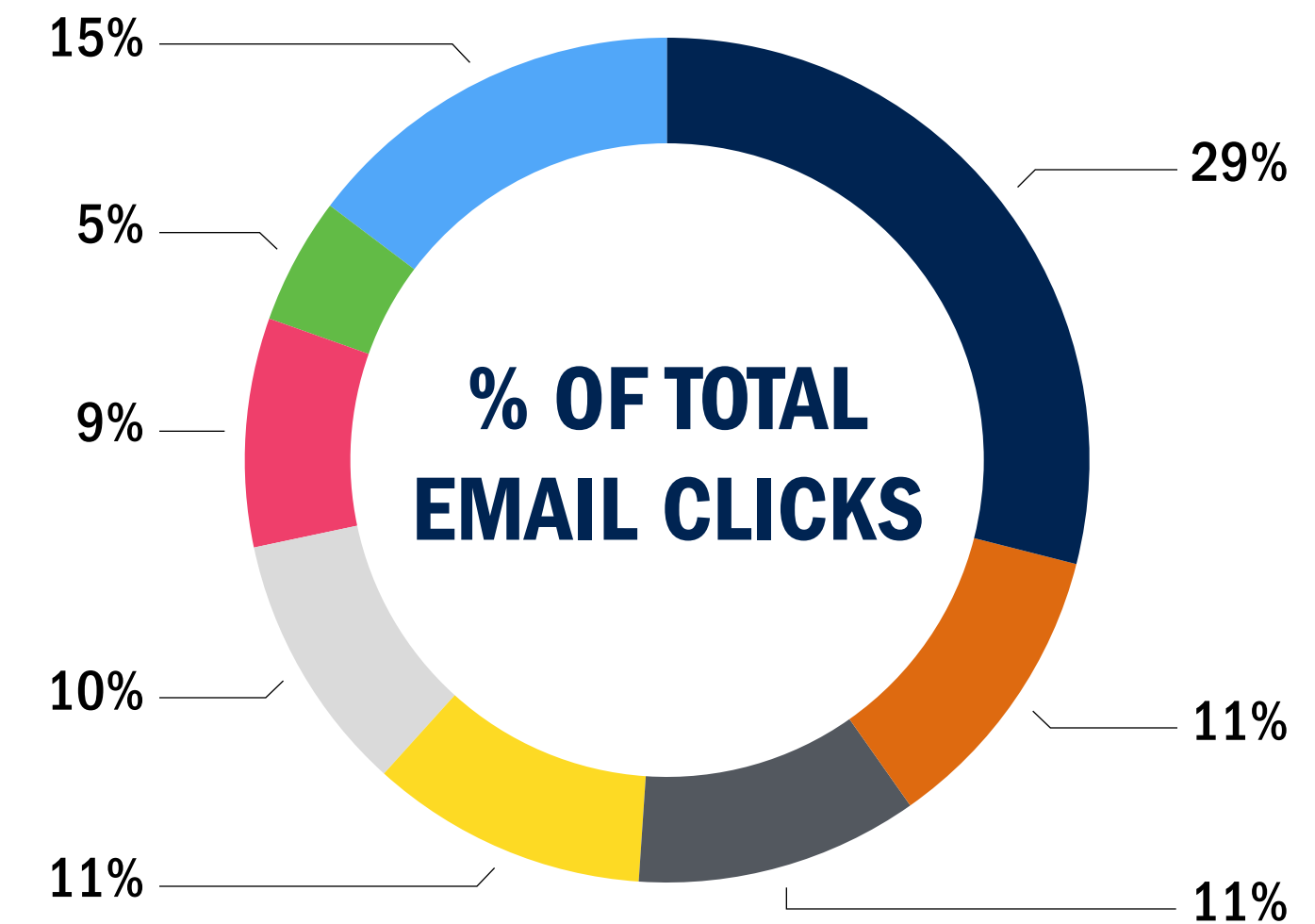
\* Click through rate is calculated by dividing unique clicks by unique opens. Education industry benchmark from HubSpot Email Benchmarks, reflecting period November 2018 - November 2019.

SOURCE: Marketing Cloud

# STORY PERFORMANCE IN FEBRUARY 2021 UVA THIS MONTH

Below are the top 5 stories by total click volume in the February 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.

| TOP 5 MOST-CLICKED STORIES IN FEBRUARY UVA THIS MONTH                           |
|---|
| Q&A: 'CAN I GO VISIT MY ELDERLY RELATIVES?' AND OTHER KEY VACCINATION QUESTIONS |
| UVA TO EASE RESTRICTIONS AFTER SIGNIFICANT DECLINE IN COVID-19 CASES            |
| THIS FIRST-YEAR STUDENT SAVED A MAN'S LIFE                                      |
| ARCHITECTURE FACULTY WEIGH IN ON AMAZON'S ARLINGTON HQ                          |
| DOCTORS BELIEVE SECRET TO DEFEATING COVID MAY BE INSIDE THIS HOO'S BODY         |



- Q&A: 'CAN I GO VISIT MY ELDERLY RELATIVES?' AND OTHER KEY VACCINATION QUESTIONS
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- DOCTORS BELIEVE SECRET TO DEFEATING COVID MAY BE INSIDE THIS HOO'S BODY
- Q&A: WHAT NEW COVID-19 VARIANTS MEAN FOR OUR VACCINE OPTIONS
- UVA HEALTH SIGNS LETTER OF INTENT TO ACQUIRE FULL OWNERSHIP OF NOVANT HEALTH UVA HEALTH SYSTEM
- OTHER

SOURCE: Marketing Cloud

THANK YOU