

# UVA THIS MONTH

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**UNIVERSITY COMMUNICATIONS**

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**MARCH 2021**

## UVA This Month

*Editor's note: This month, UVA welcomed its newest group of admitted students and, like many Americans, the University community looked hopefully to the future while remaining careful of public health measures. Below, learn more about what's happening on Grounds, dive into the latest vaccine research, meet UVA's newest national champions, and more.*



(Photo by Sanjay Suchak, University Communications)

FIRST, READ THIS

# EXECUTIVE SUMMARY

The March 2021 edition of UVA This month was sent on Saturday, March 27. It was sent to about 260K people and included stories about the Class of 2025, COVID-19 vaccine updates, and life during a pandemic.



In March 2020, UVA This Month was not sent out due to the ongoing institutional announcements about COVID-19 and operational changes - therefore, there is no year over year comparison for the month of March. Year to date, open rate softened after improving in February, while click through rate improved. Overall performance closely mirrored that of January 2021.

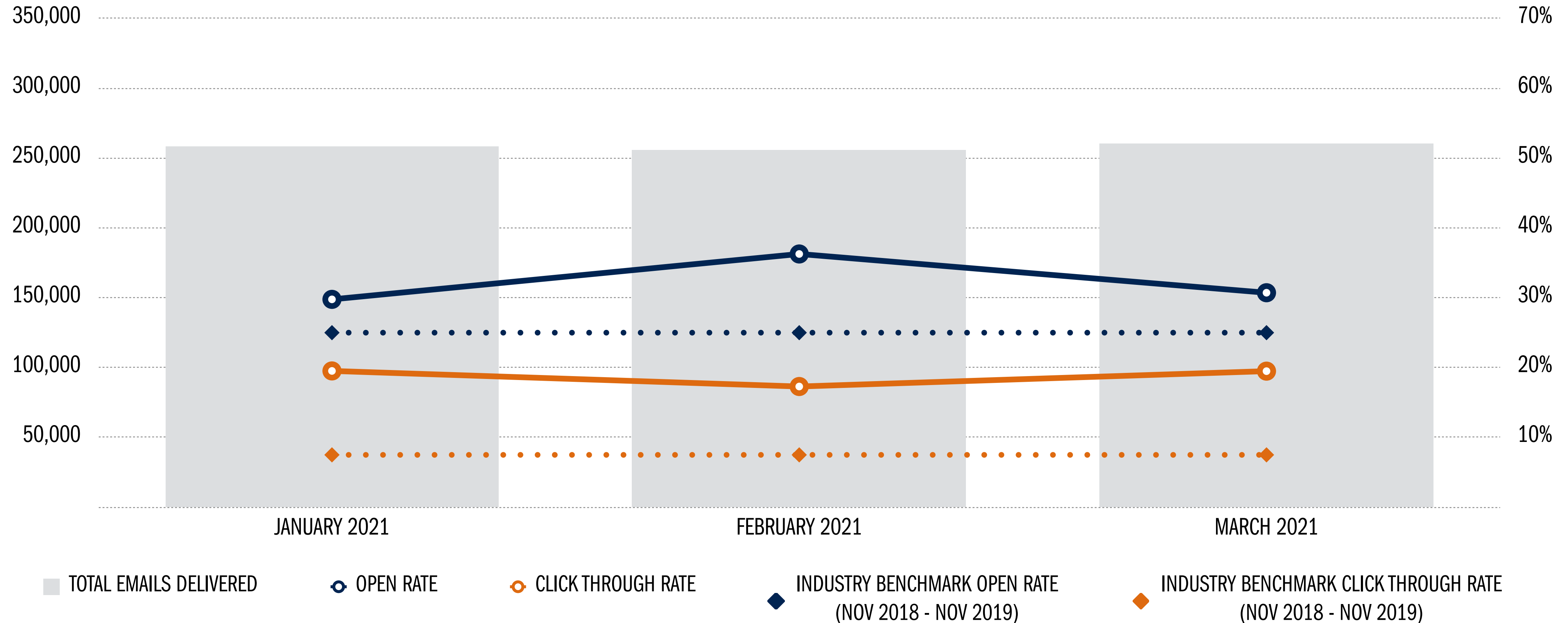


Top performing content this month included the story about vaccine effectiveness, which was located in the usual top-performing content block: the “Must Read” section. Just one of the “First, read this” stories made the top 5. The fourth most-clicked story was the last story in the email, which is formatted much like the “Must Read” section which includes a text preview of the story itself.

**Key Takeaway:** Readers don't seem to engage much with the text-based links in the “First, read this” section, and prefer to click on stories with accompanying images. The most effective format appears to include both a large image and preview text of the story itself.

# YEAR TO DATE UVA THIS MONTH PERFORMANCE

*From February to March, open rate softened while click through rate improved.*



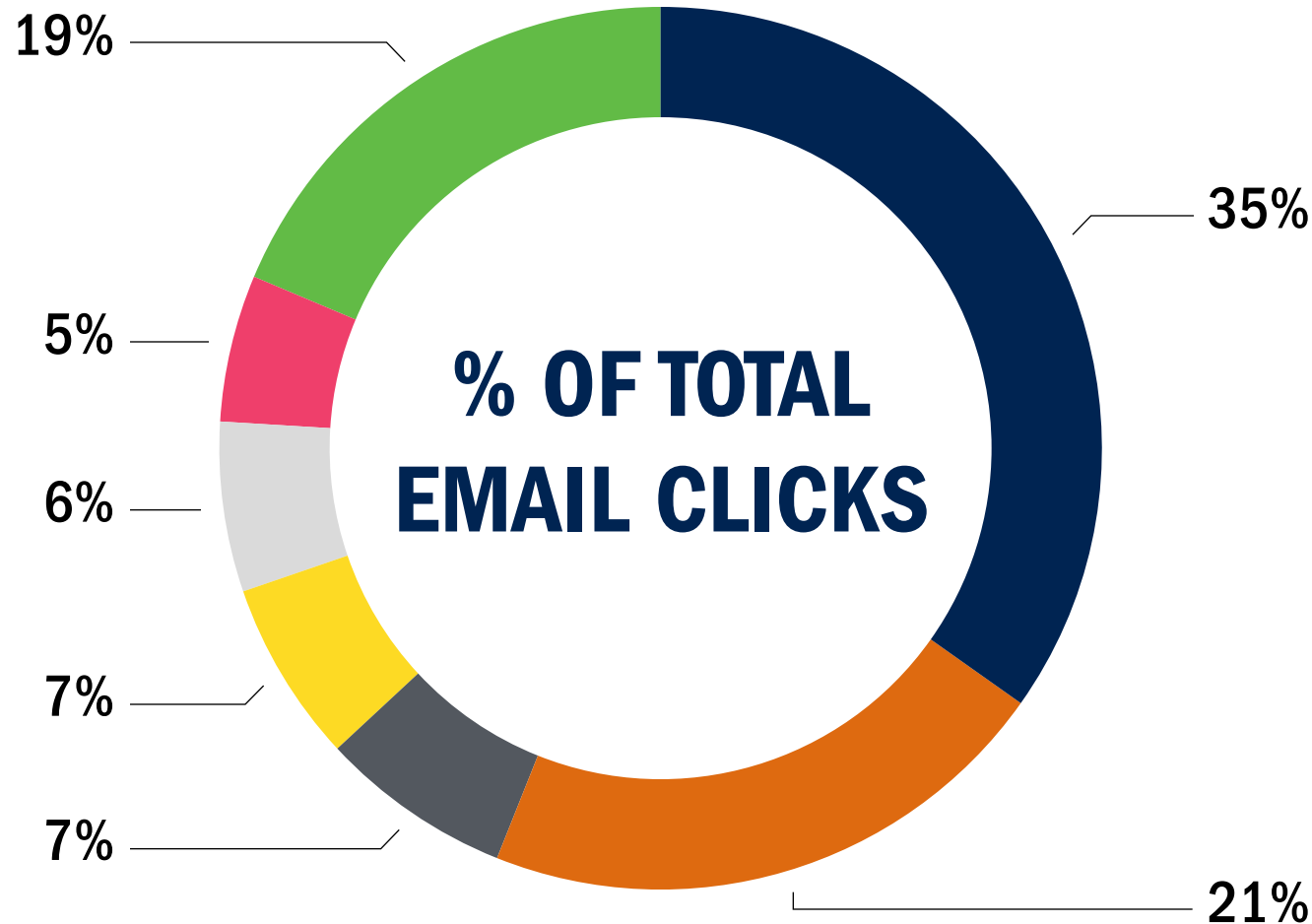
\* Click through rate is calculated by dividing unique clicks by unique opens. Education industry benchmark from HubSpot Email Benchmarks, reflecting period November 2018 - November 2019.

SOURCE: Marketing Cloud

# STORY PERFORMANCE IN MARCH 2021 UVA THIS MONTH

Below are the top 5 stories by total click volume in the March 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 MARCH UVA THIS MONTH
HOW EFFECTIVE IS THE FIRST SHOT OF THE PFIZER OR MODERNA VACCINE?
WELCOME, CLASS OF 2025! UVA RELEASES ADMISSIONS DECISIONS
COVID AT UVA: A SIBLING STORY
BRIGHTER TOGETHER: 4 MORE OPPORTUNITIES TO SEE UVA ARCHITECTURE GLOW
CASTEEN STEERS TO RETIREMENT, BUT STILL STUDIES SAGAS AND CHAMPIONS CHANGE



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- NATIONAL CHAMPIONS! UVA WOMEN WIN 2021 NCAA SWIMMING AND DIVING TITLE
- OTHER

SOURCE: Marketing Cloud