

UVA RESEARCH DIGEST

UNIVERSITY COMMUNICATIONS

APRIL 2021

EXECUTIVE SUMMARY

The April edition of the Research Digest was distributed on Saturday, April 24. It was sent to about 260K users and lead with a story about what happens when our minds wander. It included several stories about the brain, as well as COVID-19 vaccine research.

UNIVERSITY of VIRGINIA

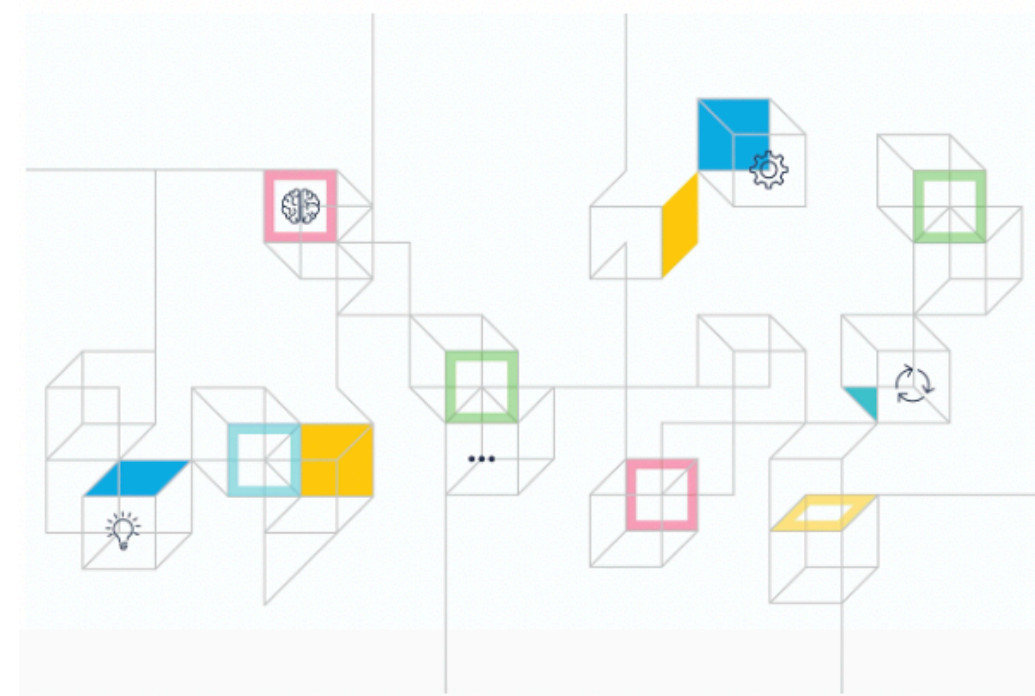
UVA Research DIGEST

Editor's note: What do you get when you combine philosophy and cognitive science? A peek into the curious phenomenon of mind-wandering. Our feature story introduces you to a professor who studies what our brains look like when we are not consciously directing our thoughts. His research may help scientists better understand both creative thought processes and disordered thinking.

Also in this issue: Check out a UVA-developed vaccine that may provide broad (and inexpensive) protection against coronaviruses, tips to stop doomscrolling, and an explanation of your body's internal "sixth sense."

Read on for our latest top research stories, and don't forget to [subscribe](#) to keep up with future UVA discoveries.

What Actually Happens When Your Mind Wanders? (This Professor Can Tell You)



Though year over year performance softened slightly, it is a positive sign that we did not see a major decline in readership. In April 2020, in the early stages of the COVID-19 pandemic, research related readership was very high, as people were eager to learn more about the virus that was new to us at that time. A year later, we have not seen a major drop in readership, indicating that users are still interested in reading research content.

Key Takeaway: Top stories this month included a mix of COVID and non-COVID stories. This shows that while readers are still interested in some major updates related to the pandemic, there is also an appetite for non-COVID research at this point.

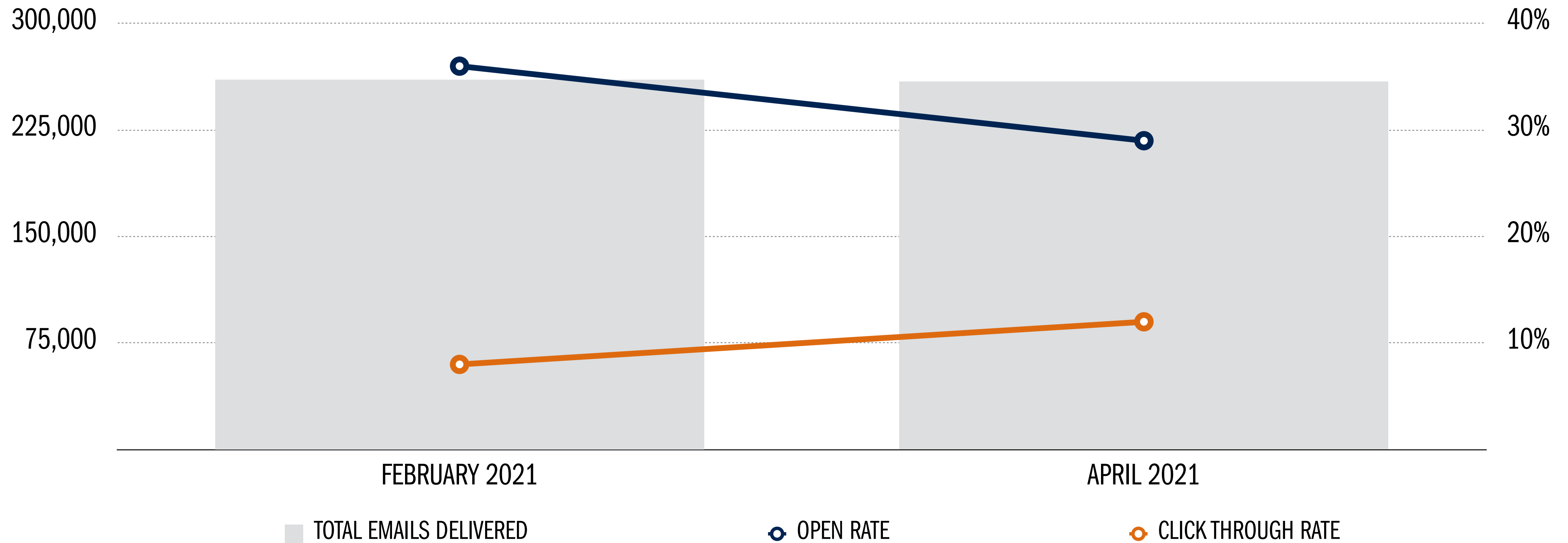


90% of pageviews on the lead story came from email (the Research Digest and Daily Report). While it is a good sign that email products are successfully driving readers to our content, it also suggests that there may be opportunity to grow traffic from other sources, such as organic search.

Key Takeaway: Consider doing some SEO research to determine if there are ways to optimize this story for organic performance. Given that the story is fairly relatable to the general public, this is the type of content that may be a good fit to gain organic traffic, if there is sufficient demand for the topic.

YEAR TO DATE RESEARCH DIGEST PERFORMANCE

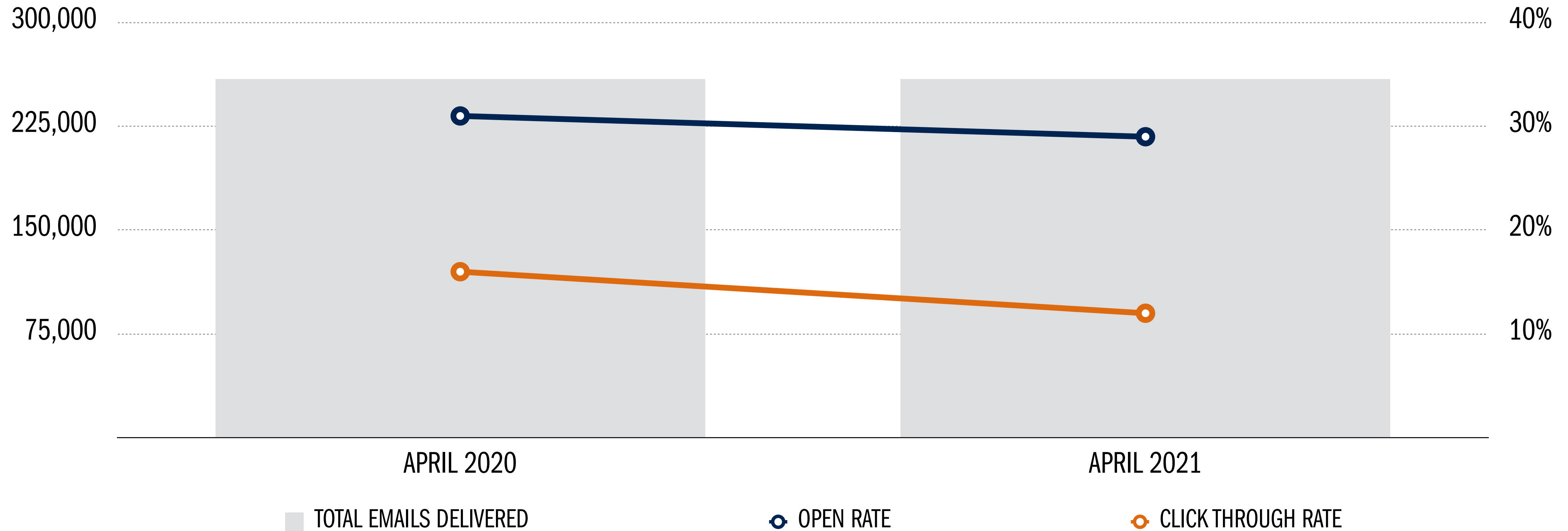
From February to April, Research Digest Open Rate declined by 21%, while Click Through Rate improved by 46%.



SOURCE: Marketing Cloud

YEAR OVER YEAR RESEARCH DIGEST PERFORMANCE

Though performance softened slightly year over year, April 2021 performance was not far behind the April 2020 edition, which was primarily focused on stories about COVID-19, at a time when we were first learning about the virus, and readership levels were at a high. Therefore, it can be expected that readership would see a year over year decline.



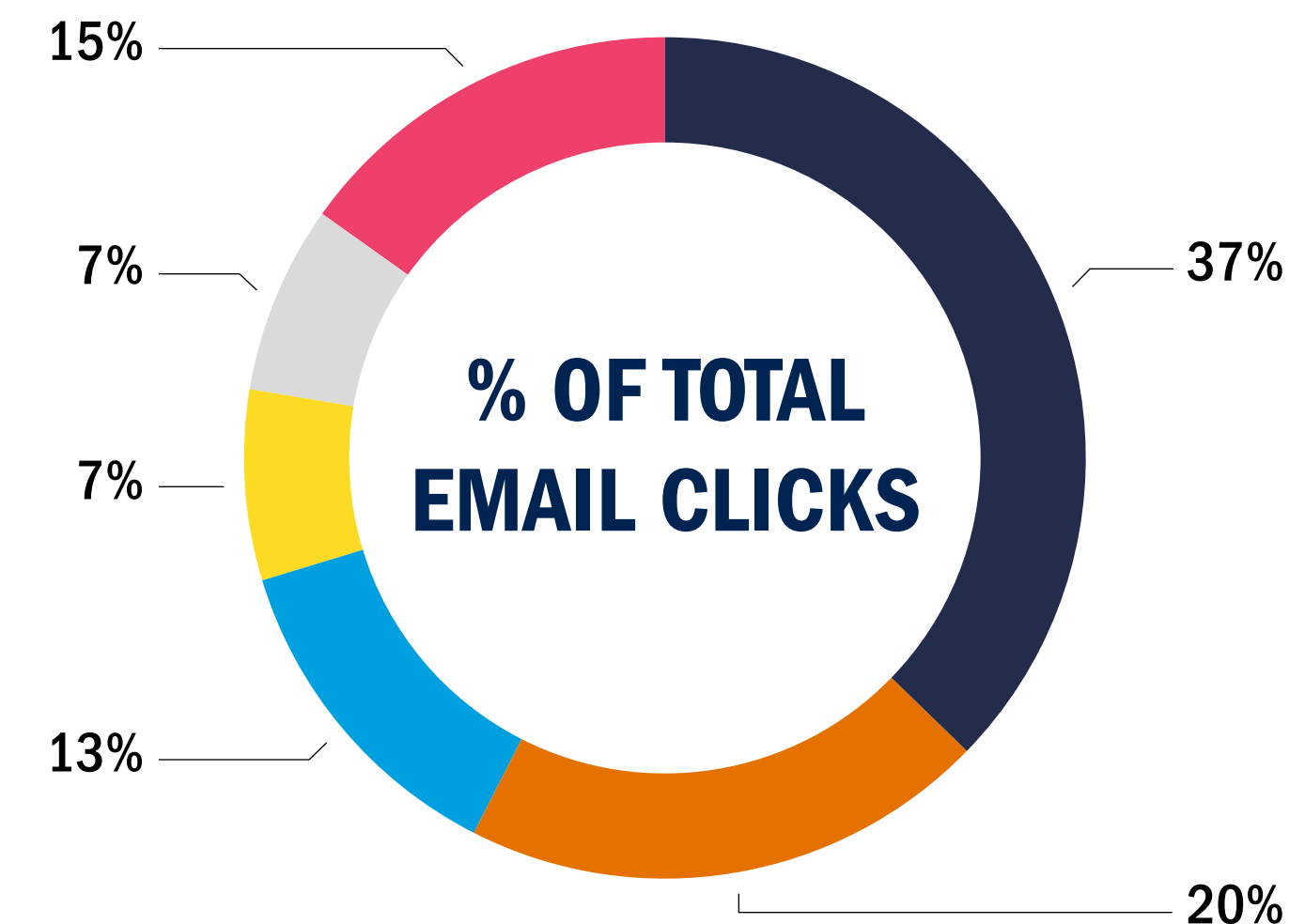
SOURCE: Marketing Cloud

APRIL 2021 STORY PERFORMANCE

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

TOP 5 MOST-CLICKED STORIES IN APRIL RESEARCH DIGEST
WHAT ACTUALLY HAPPENS WHEN YOUR MIND WANDERS? (THIS PROFESSOR CAN TELL YOU)
Q&A: 7 QUESTIONS ABOUT THE CDC'S NEW GUIDELINES FOR VACCINATED PEOPLE
WHEN IT COMES TO PROBLEM-SOLVING, NEW UVA STUDY FINDS THAT LESS IS MORE
VACCINES DEVELOPED BY UVA, VA. TECH MAY OFFER BROAD PROTECTION FROM CORONAVIRUSES
Q&A: WHAT IS 'INTEROCEPTION,' AND WHY ARE NEUROSCIENTISTS SO FASCINATED BY IT?

**TOTAL UVA TODAY PAGEVIEWS FROM
APRIL RESEARCH DIGEST EMAIL: 15,069**



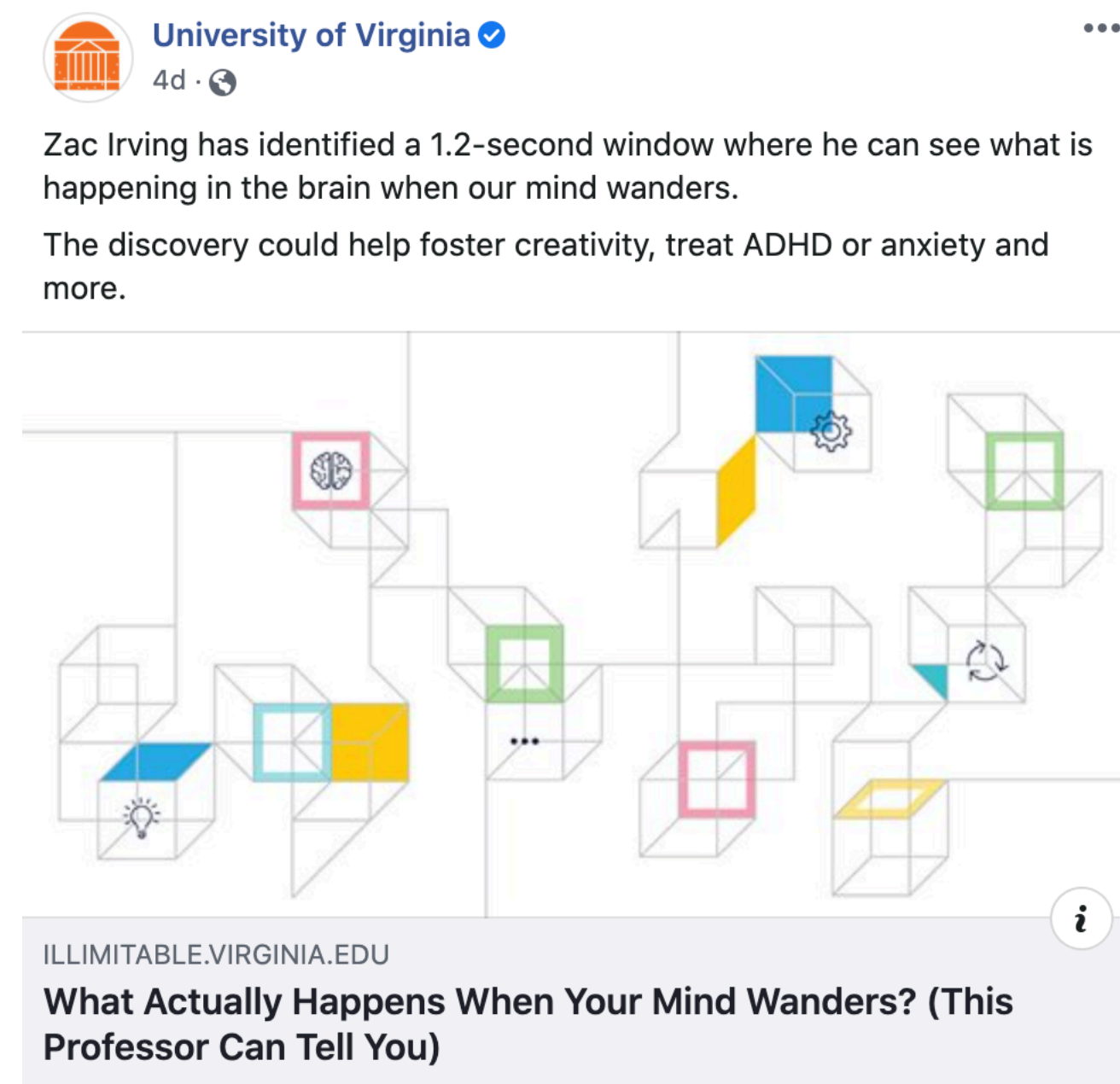
- WHAT ACTUALLY HAPPENS WHEN YOUR MIND WANDERS? (THIS PROFESSOR CAN TELL YOU)
- Q&A: 7 QUESTIONS ABOUT THE CDC'S NEW GUIDELINES FOR VACCINATED PEOPLE
- WHEN IT COMES TO PROBLEM-SOLVING, NEW UVA STUDY FINDS THAT LESS IS MORE
- VACCINES DEVELOPED BY UVA, VA. TECH MAY OFFER BROAD PROTECTION FROM CORONAVIRUSES
- Q&A: WHAT IS 'INTEROCEPTION,' AND WHY ARE NEUROSCIENTISTS SO FASCINATED BY IT?
- OTHER

SOURCE: Marketing Cloud

FEATURE STORY CROSS-PLATFORM PERFORMANCE

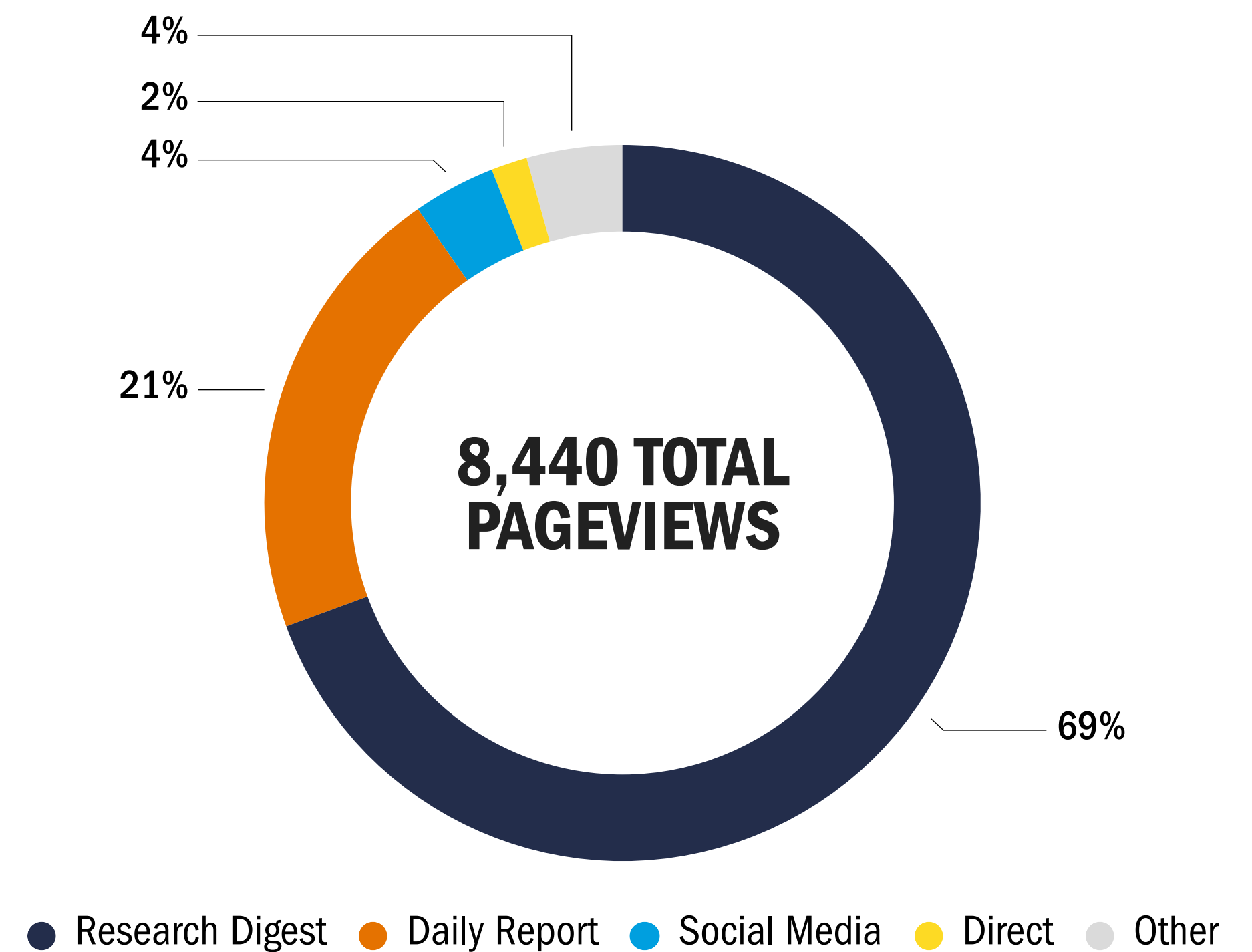
Overall, the lead story from April's Research Digest has earned over 8K pageviews, with nearly 70% of those pageviews being driven by the Research Digest email itself. An additional 21% of traffic came from the Daily Report, with email being the top driver of traffic to this story overall.

FACEBOOK POST



14K USERS REACHED
92 ENGAGEMENTS
1% ENGAGEMENT RATE

SOURCE TRAFFIC TO STORY



SOURCE: Creator Studio, Google Analytics
DATE: 4/24/21 - 4/29/21

THANK YOU