

UVA THIS MONTH

UNIVERSITY COMMUNICATIONS

APRIL 2021

EXECUTIVE SUMMARY

UNIVERSITY of VIRGINIA

UVA This Month

Editor's note: April brought a lot of hope to the University of Virginia, as the COVID-19 vaccine rollout reached students, faculty and staff, and plans for Final Exercises began to take shape. Learn more about those plans, see how UVA stacks up in financial aid rankings, look back on a special dedication ceremony, meet UVA's newest dean and more.



(Illustration by Alex Angelich; photo by Sanjay Suchak, University Communications)

The April 2021 edition of UVA This month was sent on Saturday, May 1. It was sent to about 260K people and included stories about plans for Final Exercises, updates on the fall semester, MEL dedication, and research studies.



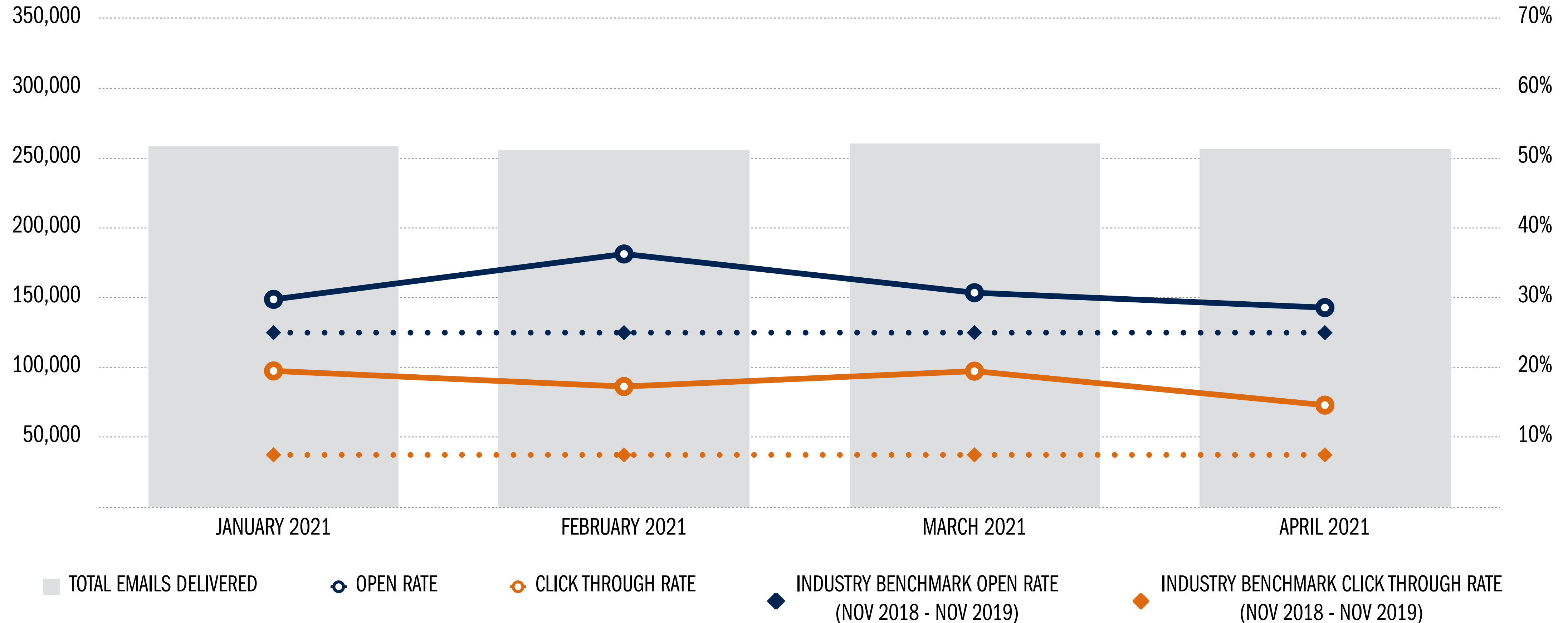
Overall performance softened slightly month over month, and year over year. Last April's edition of UVA This Month was the first edition that had been sent out since COVID-19 impacted University operations. It was a top-performing edition of 2020 as a result, with readers eager to learn more about the University's fight against the pandemic, and get updates from Grounds. Therefore, it is unsurprising that performance would be down a bit from this standout month.



The most clicked story this month was the "Break the Internet" story about a funny video of a UVA coach's daughter. This is notable because the story was located in a text hyperlink in the "First, read this" section. Stories in this section of the email typically receive fewer clicks than those which have a dedicated image and summary text. **Key Takeaway:** Readers do actually pay attention to the "First, read this section" - it seems to just be a matter of whether they find the hyperlinked text interesting enough to click on. This story clearly was engaging, and also continues to demonstrate that readers seem to be gravitating toward "lighter" stories these days.

YEAR TO DATE UVA THIS MONTH PERFORMANCE

From March to April, both Open and Click Through Rates declined slightly, but still remain above industry averages.

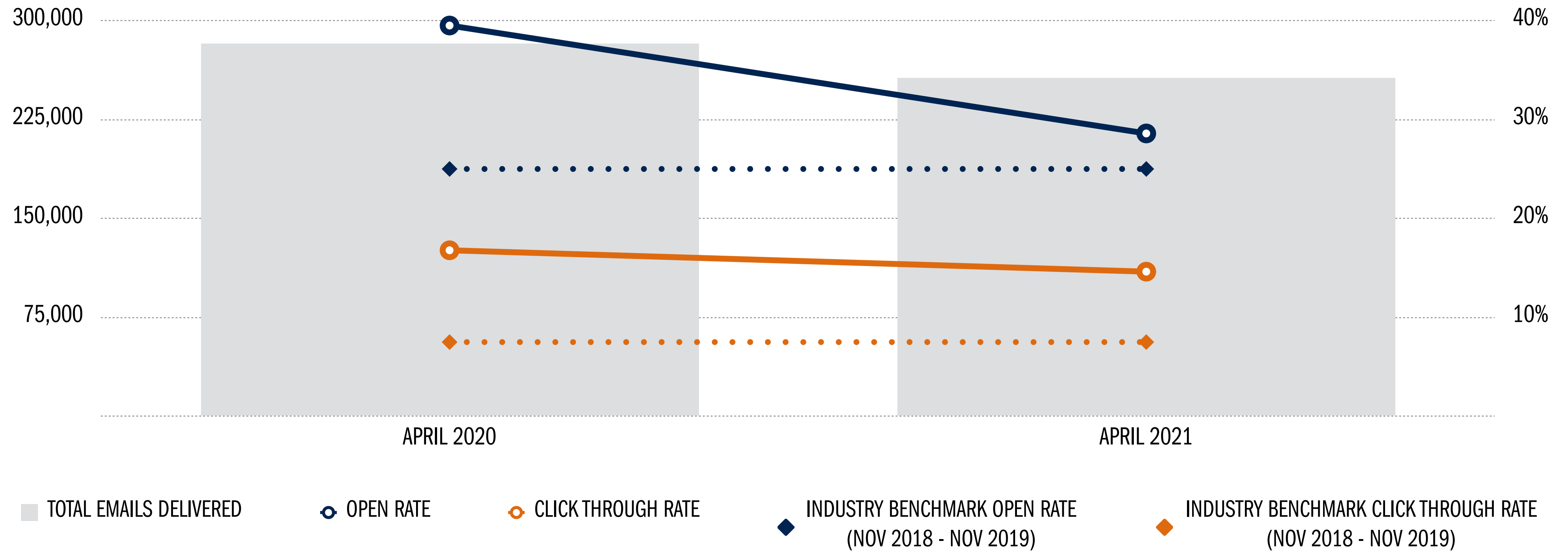


* Click through rate is calculated by dividing unique clicks by unique opens. Education industry benchmark from HubSpot Email Benchmarks, reflecting period November 2018 - November 2019.

SOURCE: Marketing Cloud

YEAR OVER YEAR UVA THIS MONTH PERFORMANCE

UVA This Month performance was down year over year in April. April 2020 was a unique month, though, as it was the first edition of UVA This Month since the COVID-19 pandemic impacted University operations, and saw very strong readership as a result.



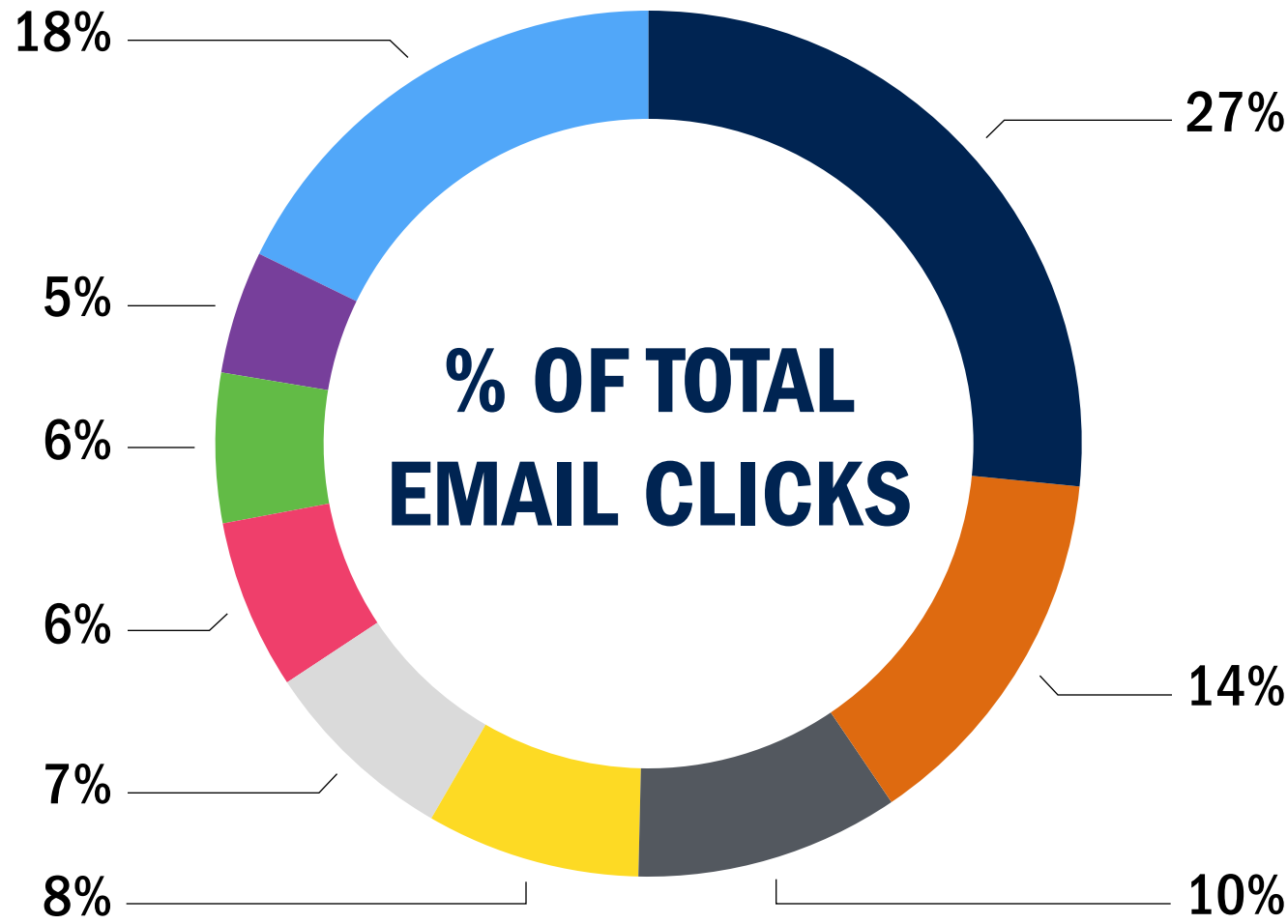
* Click through rate is calculated by dividing unique clicks by unique opens. Education industry benchmark from HubSpot Email Benchmarks, reflecting period November 2018 - November 2019.

SOURCE: Marketing Cloud

STORY PERFORMANCE IN APRIL 2021 UVA THIS MONTH

Below are the top 5 stories by total click volume in the April 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 APRIL UVA THIS MONTH
BREAK THE INTERNET: UVA COACH'S DAUGHTER GOES VIRAL IN WORK-FROM-HOME VIDEO
HOO-RIZONS: GUY REFLECTS ON NCAA TITLE, THE NBA AND THE MOMENT HE BECAME A DAD
WHAT FAMILIES NEED TO KNOW ABOUT TICKETS FOR FINAL EXERCISES
WHEN IT COMES TO PROBLEM-SOLVING, NEW UVA STUDY FINDS THAT LESS IS MORE
AUTISM DEVELOPS DIFFERENTLY IN GIRLS THAN BOYS, NEW RESEARCH SUGGESTS



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- AUTISM DEVELOPS DIFFERENTLY IN GIRLS THAN BOYS, NEW RESEARCH SUGGESTS
- UVA PLANS TO RETURN TO IN-PERSON INSTRUCTION, MORE NORMAL OPERATIONS IN THE FALL
- 'TO THEM WE OWE OUR DEEPEST GRATITUDE': UVA DEDICATES MEMORIAL TO ENSLAVED LABORERS
- PRINCETON REVIEW NAMES UVA THE NATION'S NO. 1 PUBLIC SCHOOL FOR FINANCIAL AID
- OTHER

SOURCE: Marketing Cloud