

# UVA THIS MONTH

---

**UNIVERSITY COMMUNICATIONS**

---

**MAY 2021**

*Editor's note: May was a celebratory month at the University of Virginia, as not one, but two classes walked the Lawn and enjoyed Final Exercises. Below, see photos, videos and stories from two weekends of festivities. Plus, learn how John Grisham's new book involves Mamadi Diakite and, ahead of Memorial Day, meet a veteran professor helping student veterans.*



*(Photo by Sanjay Suchak, University Communications)*

## EXECUTIVE SUMMARY

The May 2021 edition of UVA This month was sent on Saturday, May 29. It featured stories about Final Exercises for the Class of 2020 and Class of 2021, John Grisham's new book, and a veteran professor helping student veterans.



Performance declined slightly month over month in May, with both open and click through rates softening this month by 6% and 15% (month over month change), respectively. Year over year, open rate softened while click through rate remained fairly consistent. This means that though fewer users opened the email, they clicked through at the same rate of readers in May 2020.

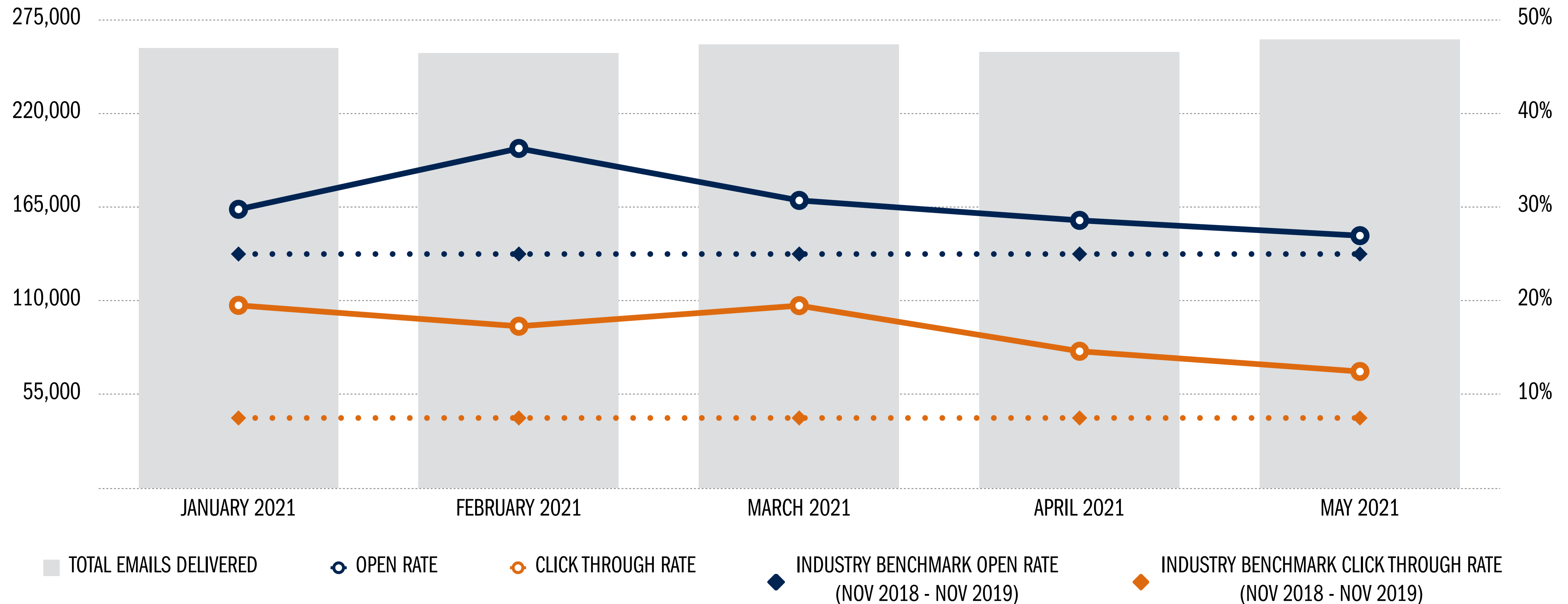


For the second month in a row, we saw a story from the "First, read this," section earn the most clicks in the entire email. This is notable because historically, we usually saw readers paying more attention to the stories further down the email with photos and summaries.

**Key Takeaway:** Readers will find stories that they're interested in throughout the email, and will spend time reading through the various sections to identify those stories. Though the hyperlinked text "*John Grisham told us about his new book*" was fairly unassuming at the end of the "First, read this," section, readers found that story and engaged with it.

# YEAR TO DATE UVA THIS MONTH PERFORMANCE

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



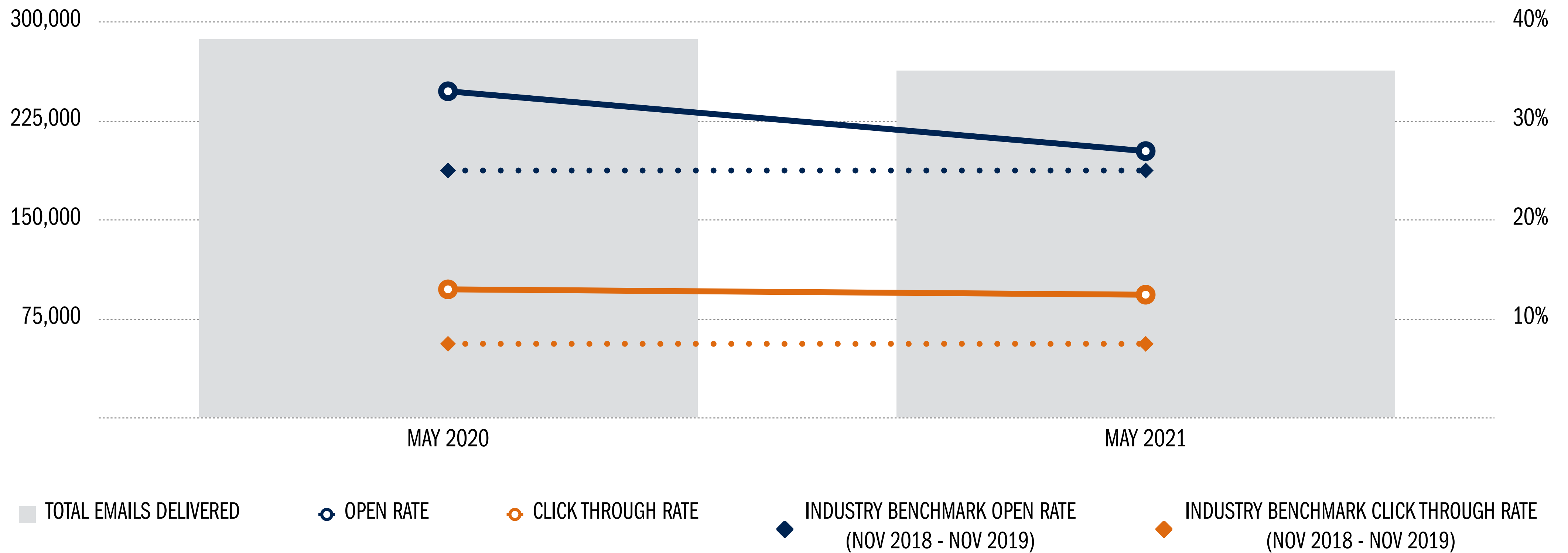
\* Click through rate is calculated by dividing unique clicks by unique opens. Education industry benchmark from HubSpot Email Benchmarks, reflecting period November 2018 - November 2019.

SOURCE: Marketing Cloud



# YEAR OVER YEAR UVA THIS MONTH PERFORMANCE

*Year over year, open rate declined, while click through rate remained consistent. This demonstrates that though fewer people opened this month's email, those who did open the email clicked on it at the same rate as last May.*



\* 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 MAY 2021 UVA THIS MONTH

Below are the top 5 stories by total click volume in the May 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 MAY UVA THIS MONTH

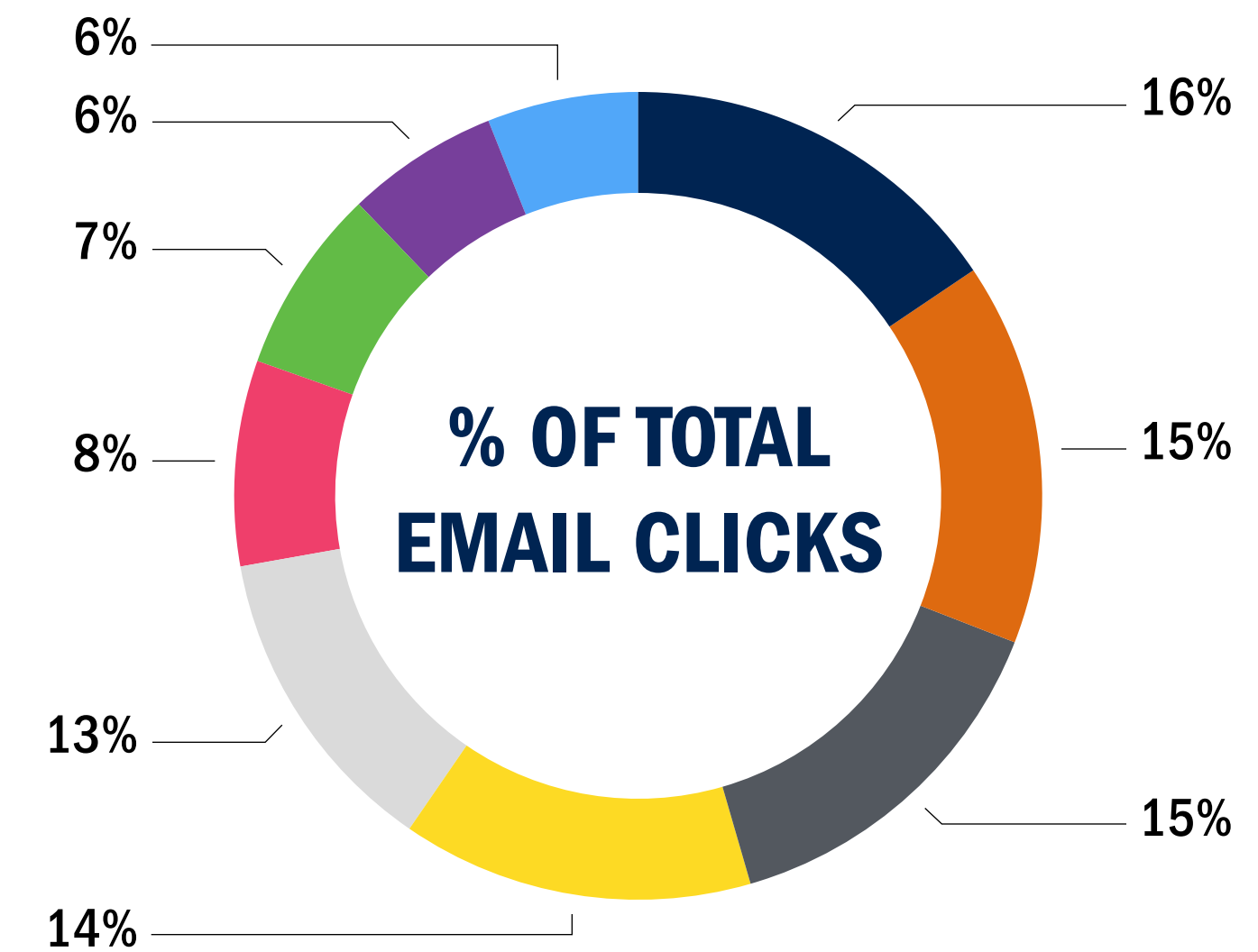
Q&A: THE INSIDE STORY ON JOHN GRISHAM'S NEW UVA HOOPS-INSPIRED BOOK

ONE LAST LOOK: MEMORIES AND MOMENTS FROM UVA FINAL EXERCISES 2021

AFTER 14 YEARS, MUCH BELOVED DEAN ALLEN GROVES IS MOVING ON

FINAL EXERCISES 2021

SHOULD MY CHILD GET THE COVID-19 VACCINE? UVA EXPERT ANSWERS 7 KEY QUESTIONS



- Q&A: THE INSIDE STORY ON JOHN GRISHAM'S NEW UVA HOOPS-INSPIRED BOOK
- ONE LAST LOOK: MEMORIES AND MOMENTS FROM UVA FINAL EXERCISES 2021
- AFTER 14 YEARS, MUCH BELOVED DEAN ALLEN GROVES IS MOVING ON
- FINAL EXERCISES 2021
- SHOULD MY CHILD GET THE COVID-19 VACCINE? UVA EXPERT ANSWERS 7 KEY QUESTIONS
- FACULTY SPOTLIGHT: PROFESSOR WHO SERVED TWO TOURS IN IRAQ INTENT ON HELPING STUDENT VETS
- 'COMMON GROUND ON OUR GROUNDS': BRIDGING POLITICAL DIFFERENCES
- UVA SELECTS MALO A. HUTSON AS DEAN OF THE SCHOOL OF ARCHITECTURE
- PHOTOS: THE CLASS OF 2020 FINALLY GETS TO WALK THE LAWN, CELEBRATE TOGETHER

SOURCE: Marketing Cloud