

# UVA THIS MONTH

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**UNIVERSITY COMMUNICATIONS**

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**JULY 2021**

# EXECUTIVE SUMMARY

The July 2021 edition of UVA This month was sent on Saturday, July 31. It featured stories about Hoos in the Olympics, construction on Grounds, and tips for new students.

UNIVERSITY of VIRGINIA

## UVA This Month

*Editor's note: Though July is a quieter month on Grounds, UVA students, faculty and staff have kept busy, working and learning while also preparing for the fall. Below, learn more about what students are up to this summer (including an impressive number of UVA Olympians), check out the latest construction on Grounds and catch up with former chemistry professor Thomas Crowell, who celebrated his 100th birthday this month.*



Performance remained consistent from June to July, indicating sustained engagement from readers even throughout the summer, which is typically a slower time of year.

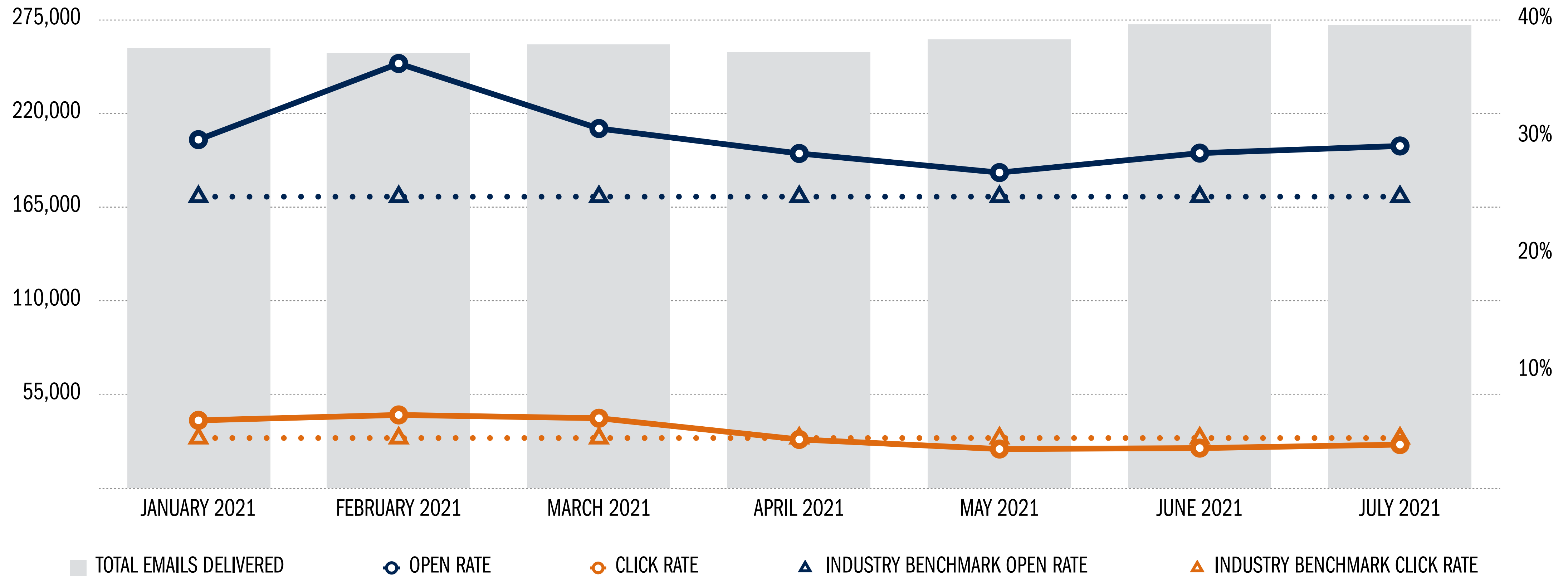


Following recent trends, we continued to see a wide variety of stories earning significant click volume this month, with no story earning more than 18% percent of total clicks.

**Key Takeaway:** This is a positive sign that readers are interested in a wide range of topics, and that we don't need to rely on one "high performing" story to drive clicks each month - instead, we can allow a wide range of stories to work together to give readers content that they are interested in.

# YEAR TO DATE UVA THIS MONTH PERFORMANCE

*From June to July, both open and click rates improved slightly*

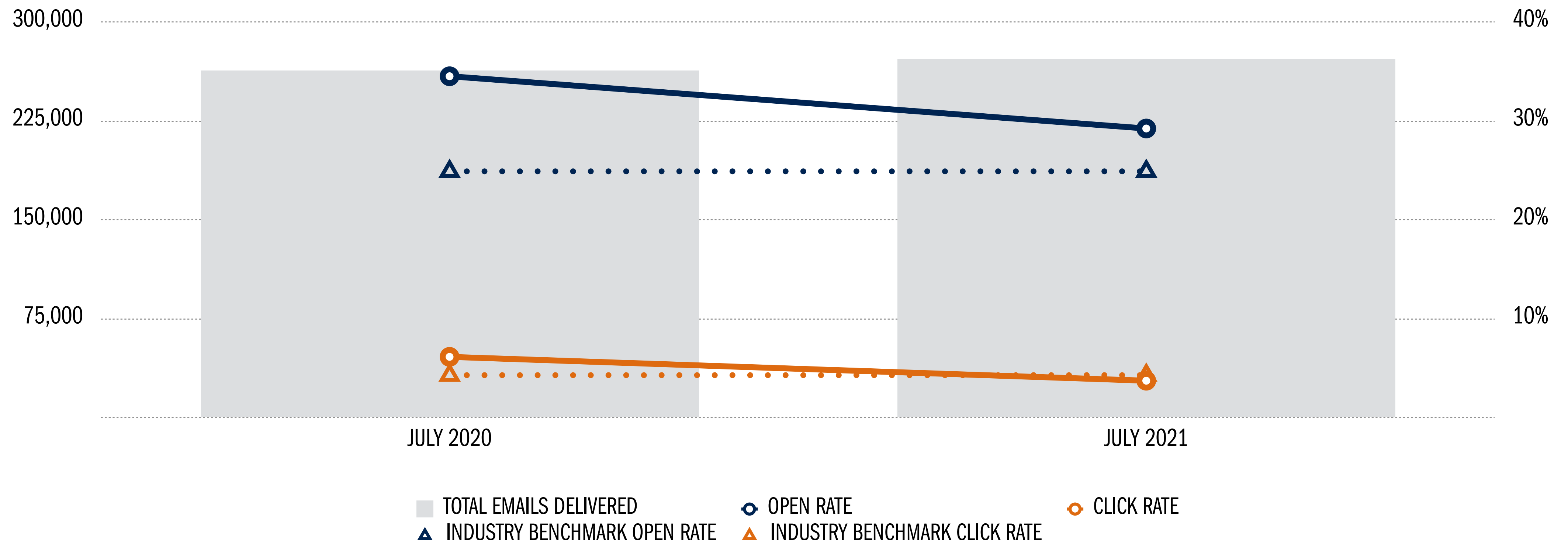


\* Click rate is calculated by dividing unique clicks by emails delivered.  
 Industry benchmarks from Campaign Monitor's 2021 Benchmarks (reflecting data for 1/1/20 - 12/31/20).

SOURCE: Marketing Cloud

# YEAR OVER YEAR UVA THIS MONTH PERFORMANCE

*Year over year, open and click rates softened, but still remain above/around industry averages*



\* Click rate is calculated by dividing unique clicks by emails delivered.  
Industry benchmarks from Campaign Monitor's 2021 Benchmarks (reflecting data for 1/1/20 - 12/31/20).

SOURCE: Marketing Cloud

# STORY PERFORMANCE IN JULY 2021 UVA THIS MONTH

Below are the top 5 stories by total click volume in the July 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 JULY UVA THIS MONTH

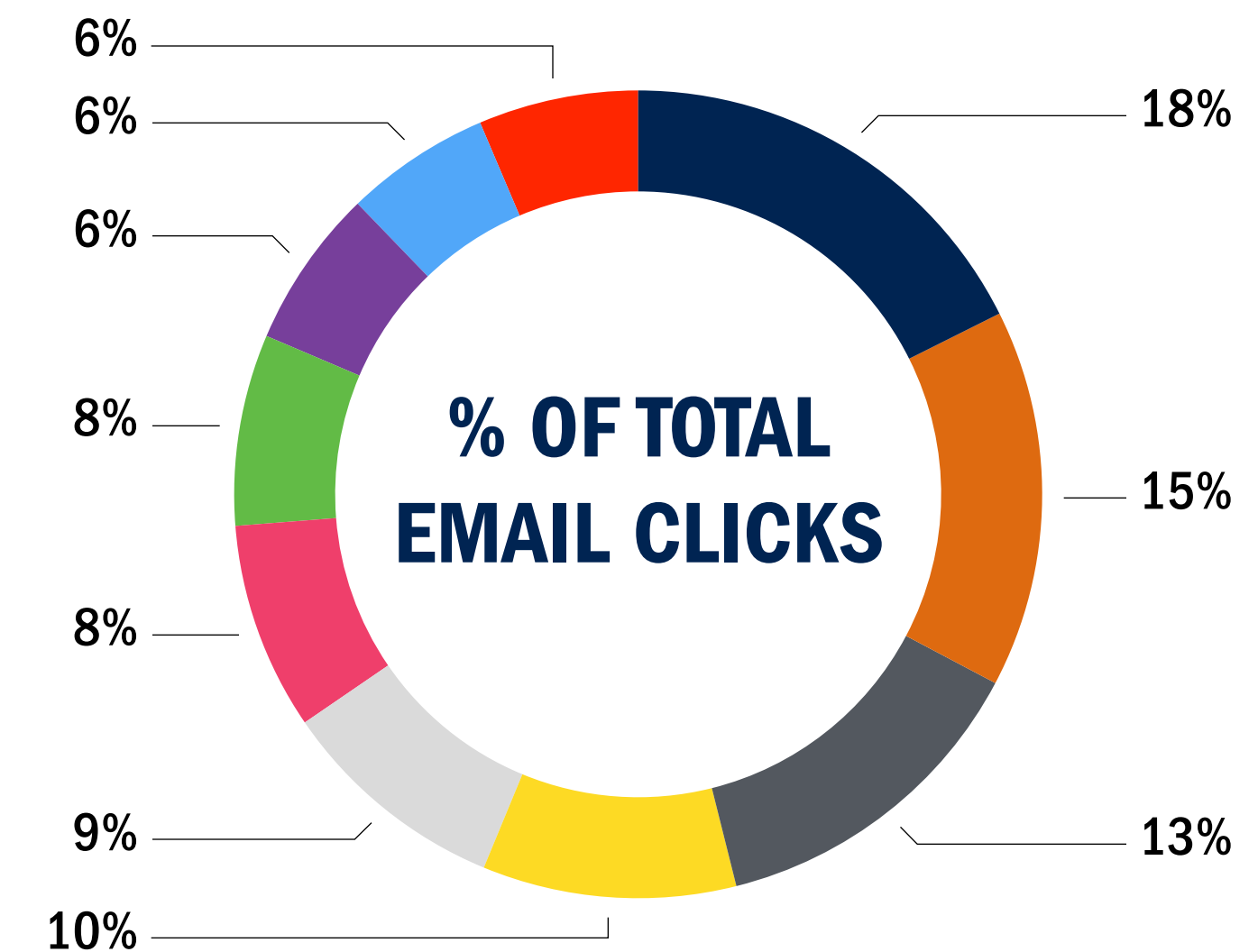
WHAT'S HAPPENING AT THE CORNER OF EMMET STREET AND IVY ROAD?

BREAKTHROUGH RESEARCH SHOWS SOME BEHAVIORAL TRAITS EMERGE AT BIRTH

MEET 'TEAM UVA': THESE HOOS ARE HEADED TO THE OLYMPICS

HIGH VACCINATION RATES AMONG STUDENTS, STAFF SET UP MORE NORMAL FALL

THOMAS CROWELL STARTS A NEW CENTURY



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- THOMAS CROWELL STARTS A NEW CENTURY
- UVA ATHLETES CONTINUE TO RACK UP OLYMPIC MEDALS IN TOKYO
- Q&A: RICHARD BONNIE DISCUSSES VIRGINIA'S NEW MARIJUANA LAWS, TAKING EFFECT THURSDAY
- HEY, NEW STUDENTS: TAKE THESE TIPS FROM THE PROS - UVA'S ORIENTATION LEADERS
- ON THE FRONT LINES: VOICES FROM THE COVID UNIT
- OTHER

SOURCE: Marketing Cloud