

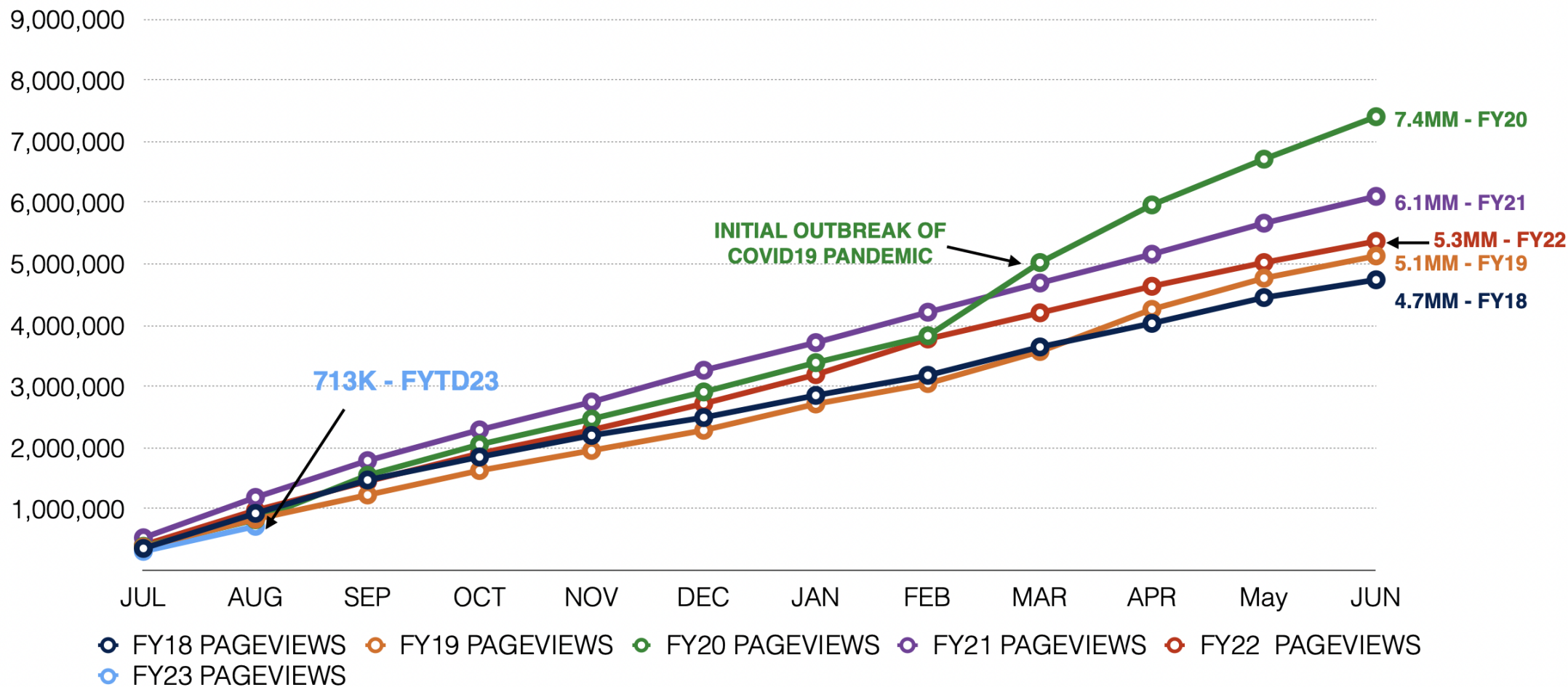
UVAToday Monthly Communications Summary

UNIVERSITY COMMUNICATIONS

August 2022

UVA TODAY CUMULATIVE PAGEVIEWS: FY18 - FYTD23

The below graph shows FY18 through August of FY23 cumulative pageviews



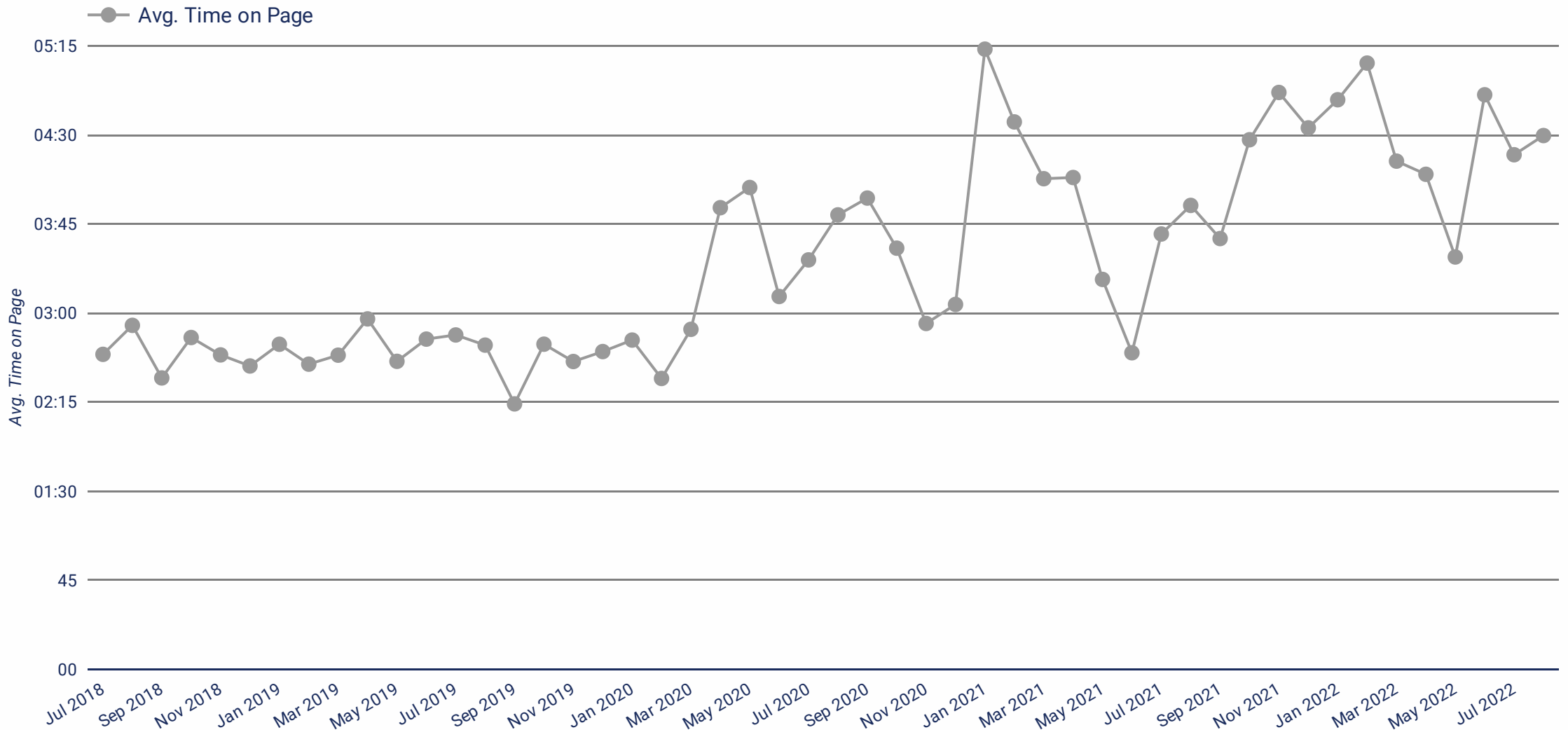
Source: Google Analytics
Date Range: 7/1/17 - 8/31/22

UVAToday FYTD Performance Summary (1 of 3): Key Metrics

Jul 1, 2022 - Aug 31, 2022

Users 368.6K ↓ -26.0%	Sessions 571.0K ↓ -25.7%	Pageviews 713.1K ↓ -26.8%	Pages / Session 1.25 ↓ -1.5%	Avg. Time on Page 00:04:25 ↑ 16.1%	Bounce Rate 77.7% ↑ 2.1%
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The graph displays the average amount of time per month users spent viewing a specified page or screen, or set of pages or screens on UVAToday.



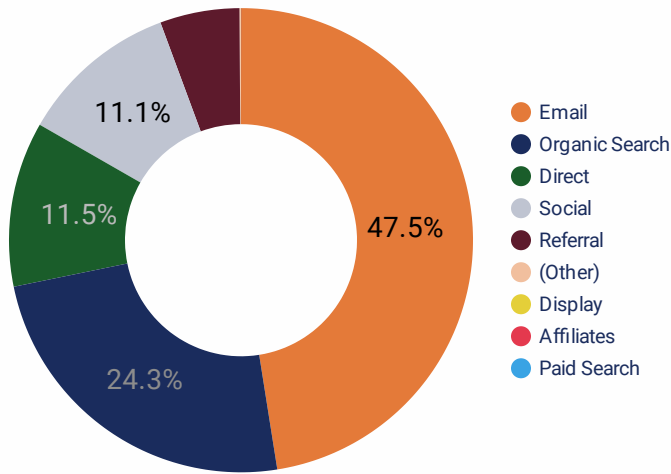
Data: All %s reflect a comparison of performance from the same period the year prior

Source: Google Analytics

UVAToday FYTD Performance Summary (2 of 3): Sources of Traffic by Default Channel Grouping and Social Networks

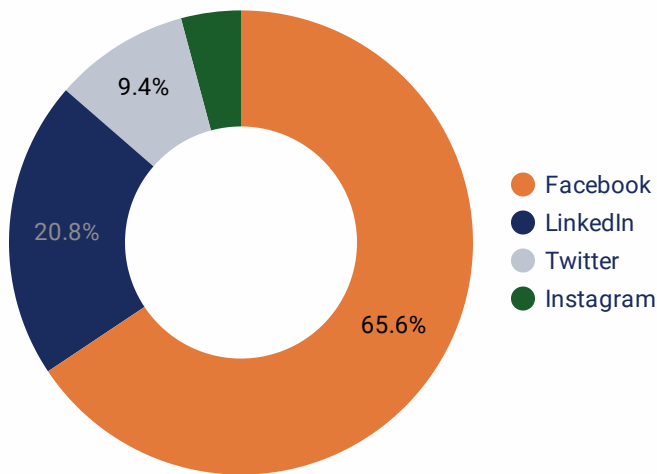
Jul 1, 2022 - Aug 31, 2022

Default Channel Grouping:



	Default Channel ...	Pageviews	% Δ	Bounce Rate	% Δ
1.	Email	338.7K	-22.0% ↓	71.55%	-3.3% ↓
2.	Organic Search	173.2K	-25.8% ↓	81.52%	0.4% ↑
3.	Direct	82K	-26.5% ↓	84.86%	13.1% ↑
4.	Social	78.9K	-30.1% ↓	84.86%	2.6% ↑
5.	Referral	39.5K	-48.7% ↓	76.93%	33.2% ↑
6.	(Other)	625	-88.0% ↓	78.23%	-6.0% ↓
7.	Display	120	-	72.29%	-
8.	Affiliates	12	-91.5% ↓	66.67%	24.8% ↑
9.	Paid Search	2	-	100%	-

Social Network:



	Social Network	Pageviews	% Δ	Bounce Rate	% Δ
1.	Facebook	38.5K	11.5% ↑	85.65%	11.7% ↑
2.	LinkedIn	12.2K	465.6% ↑	86.09%	5.3% ↑
3.	Twitter	5.5K	-47.8% ↓	86.14%	0.0% ↓
4.	Instagram	2.4K	2,206.6% ↑	80.57%	5.7% ↑



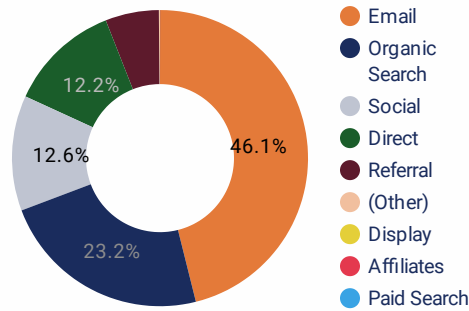
	Page Title	Pageviews ▾
1.	Meet the New Cavalier on Horseback: She's Eager To 'Carry On a Legacy'	29.8K
2.	Class of 2026 Is Most Diverse Group in History, Filled With Helpers and 'Nice People'	12.2K
3.	Gov. Youngkin Appoints Four New UVA Board of Visitors Members	11.3K
4.	Hey, Parents of New College Students: This Expert Advice Is Just for You	11K
5.	Christa Acampora Named Dean of UVA College and Graduate School of Arts & Sciences	10.6K
6.	Housing Changes Are a Breath of Fresh, Cool Air – Especially for Lawnies	10.3K
7.	UVA Research Might Explain Why Men Die Sooner	9.7K
8.	'Iron Chef' Competitor Drew Inspiration From UVA's Sandwich Scene	8.6K
9.	Darden's New Hotel Is Halfway to Its Spring Opening	8.1K
10.	UVA Grad Once Chased Quarterbacks. Now He Chases History	7.9K
11.	Alumnus Captures a Photo of the Rotunda That You Have To See To Believe	7.9K
12.	UVA, Community to Mark Fifth Anniversary, Ongoing Impact of August 2017	7.2K
13.	President Ryan to the Class of 2026: Be Curious, Not Judgmental	7.2K
14.	What Makes for a Successful UVA Student? Veteran Professor Weighs In as Classes Begin	7.2K
15.	Orientation Brings Excitement, Nerves, Anticipation UVA Today	7.1K
16.	Nasal Sprays Will Be Essential To Thwart Variants, UVA Collaborative Research Confirms	6.8K
17.	This Alum Is Living His Best Life on the Road, One State at a Time	6.4K
18.	Emotional Move-In for the Class of 2026 UVA Today	6.3K
19.	'Torn Uniforms, One Shoe': Former UVA Basketball Player on Mission To Aid Hometown	5.9K
20.	Buckle Up, New Students: UVA Can't Wait To Greet You With Hearty 'Wahoo Welcome'	5.7K

Note: Top stories by performance regardless of when the story itself was published

UVAToday Monthly Performance Summary

Aug 1, 2022 - Aug 31, 2022

Default Channel Grouping:



Key Metrics:

Pageviews
408.7K
↓ -27.8%

Avg. Time on Page
00:04:29
↑ 15.1%

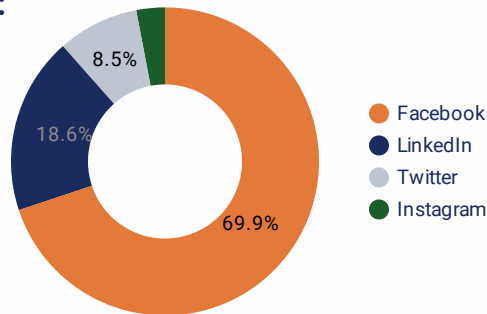
Bounce Rate
76.7%
↑ 4.5%

Top 20 Performing Stories:

Page Title	Pageviews
1. Meet the New Cavalier on Horseback: She's Eager To 'Carry On a Legacy'	29.8K
2. Class of 2026 Is Most Diverse Group in History, Filled With Helpers and 'Nice People'	12.2K
3. Hey, Parents of New College Students: This Expert Advice Is Just for You	11K
4. Christa Acampora Named Dean of UVA College and Graduate School of Arts & Sciences	10.6K
5. Housing Changes Are a Breath of Fresh, Cool Air – Especially for Lawnies	10.3K
6. Darden's New Hotel Is Halfway to Its Spring Opening	8.1K
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8. President Ryan to the Class of 2026: Be Curious, Not Judgmental	7.2K
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12. 'Torn Uniforms, One Shoe': Former UVA Basketball Player on Mission To Aid Hometown	5.9K
13. Buckle Up, New Students: UVA Can't Wait To Greet You With Hearty 'Wahoo Welcome'	5.7K
14. Monkeypox Is Spreading, But University's Risk Believed To Be Low	5.6K
15. How a Single Email Changed a Life	5.5K
16. 'First Class': A New Academic Year Dawns at UVA	4.8K
17. Q&A: What You Need to Know About Ashton Kutcher's Disease, Vasculitis	4.7K
18. Signed Beam 'Tops Out' Future Home of Data Science	4.2K
19. Q&A: Assessing the Risks and Rewards of Pelosi's Plan to Visit Taiwan	3.9K
20. Photos: First-Years, 4th Side, Fun Run	3.7K

Default Channel Grouping	Pageviews	% Δ	Bounce Rate	% Δ
1. Email	188.4K	-28.9% ↓	68.76%	-3.9% ↓
2. Organic Search	94.6K	-20.7% ↓	81.74%	2.0% ↑
3. Social	51.4K	-27.0% ↓	85.07%	7.1% ↑
4. Direct	49.8K	-17.5% ↓	84.55%	13.8% ↑
5. Referral	23.9K	-50.1% ↓	76.9%	56.8% ↑
6. (Other)	380	-87.0% ↓	78.32%	-3.2% ↓
7. Display	120	-	72.29%	-

Social Network:



Social Network	Pageviews	% Δ	Bounce Rate	% Δ
1. Facebook	28.6K	9.1% ↑	85.74%	16.4% ↑
2. LinkedIn	7.6K	467.1% ↑	87.16%	2.7% ↑
3. Twitter	3.5K	-48.1% ↓	86.04%	-2.9% ↓
4. Instagram	1.2K	1,414.8% ↑	82.55%	6.6% ↑

Data: All %s reflect a comparison of performance from the same period the year prior

Source: Google Analytics

YEAR TO DATE DAILY REPORT PERFORMANCE

The average click rate in August trends above the industry and peer median benchmarks

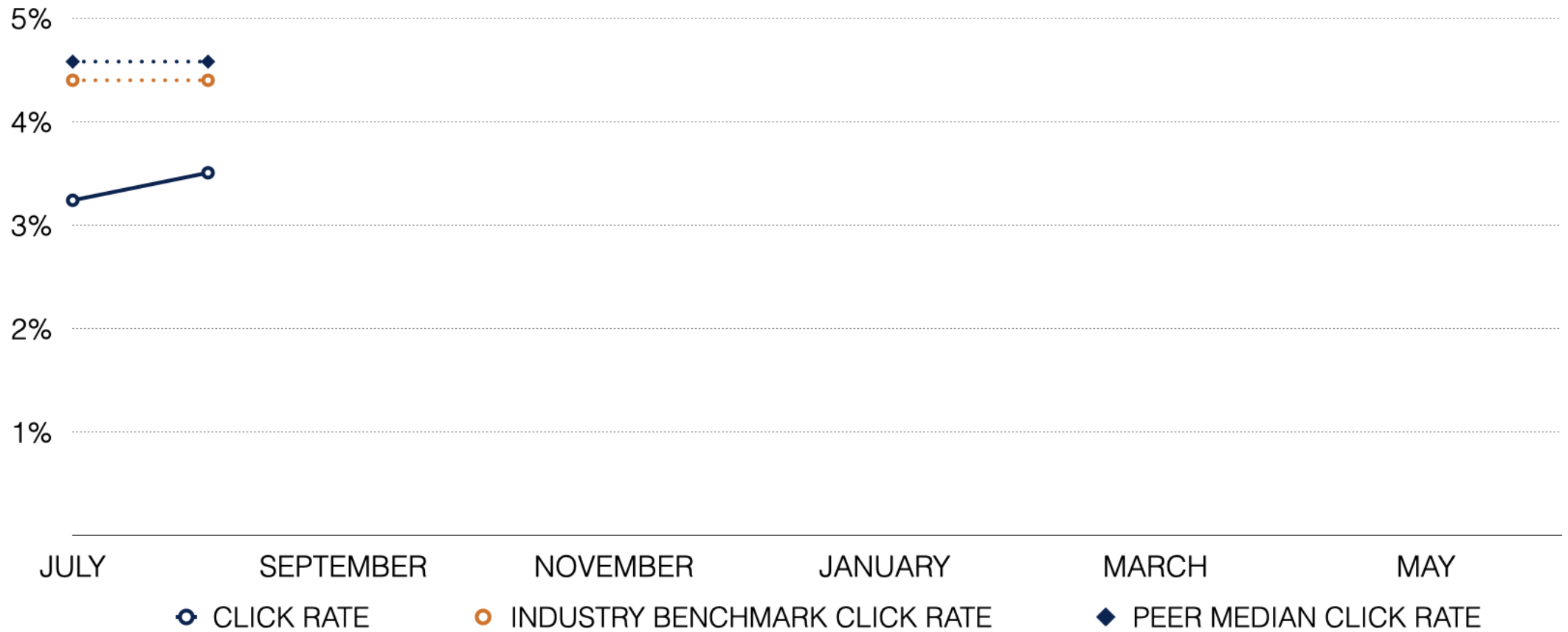


Click rate is calculated by dividing unique clicks by emails delivered
Industry benchmarks from Campaign Monitor's 2022 email marketing benchmarks
Peer benchmark from Simpson Scarborough peer study

Source: Marketing Cloud
Date Range: 8/1/22 - 8/31/22

YEAR TO DATE UVA THIS MONTH PERFORMANCE

Click rate in August rose towards industry and peer benchmarks



Click rate is calculated by dividing unique clicks by emails delivered
Industry benchmarks from Campaign Monitor's 2022 email marketing benchmarks
Peer benchmark from Simpson Scarborough peer study

Source: Marketing Cloud
Date Range: 8/1/22 - 8/31/22

Thank You