JANUARY 2022 COMMUNICATIONS SUMMARY

UNIVERSITY COMMUNICATIONS
EXECUTIVE SUMMARY

UVA TODAY

Cumulative YTD pageviews climbed to **3,189,652 million** by the end of January.

*Email* was the greatest driver of site traffic to UVA Today in January, channeling **36.63%** of pageviews to the site.

The top performing UVA Today story in January gained **23,972 pageviews**.

DAILY REPORT

Daily report click rates continue to *outperform* both industry and peer benchmarks in January.

The top performing Daily Report edition gained a click rate of **7.68%**.

UVA THIS MONTH

Click rate *fluctuated* but still remains competitive with industry and peer standards - *Key takeaway*: a fluctuation in click rate for UVA This Month is not uncommon but, close attention should be paid to future performance incase adjustments are necessary.
METHODOLOGY

What Changed:

Apple implemented Mail Privacy Protection in their latest iOS update. They assert, “In the Mail app, Mail Privacy Protection stops senders from using invisible pixels to collect information about the user. The new feature helps users prevent senders from knowing when they open an email, and masks their IP address so it can’t be linked to other online activity or used to determine their location.”

This makes the open rate benchmark meaningless from September 20, 2021 onward. As a result, our reporting no longer tracks open rate. Instead, we will track the metrics listed below. This applies only to email programs and does not affect other metrics, such as pageviews. This change has no impact on click rate (unique clicks/total emails delivered) which remains as a valid benchmark to track email performance.

Established Email Benchmarks:

Click rate: Unique clicks/total emails delivered

Industry standard click rate: Campaign Monitor’s 2021/2022 education industry email marketing benchmark

Peer click rate: Simpson Scarborough 2021 peer study

Source: Apple Press Release, June 7, 2021
UVA TODAY
UVA TODAY PAGEVIEWS - FY21 VS. FY22

The below graph shows FY21 vs FY22 cumulative pageviews

Source: Google Analytics
Date Range: 7/1/20 - 1/31/22

6.1MM FY21 TOTAL PAGEVIEWS

3.71MM PAGEVIEWS THROUGH JAN 2021

3.18MM PAGEVIEWS THROUGH JAN 2022

FY21 CUMULATIVE PAGEVIEWS
FY22 CUMULATIVE PAGEVIEWS
The below graph shows FY21 vs FY22 pageviews by month.
Email was the greatest driver of site traffic to UVA Today in the month of January.

Please find a further breakdown of affiliate pageviews by source on the next slide.

Source: Google Analytics
Date Range: 1/1/22 - 1/31/22
THE CHART DISPLAYS THE PERCENTAGE EACH SOURCE CONTRIBUTED TO AFFILIATE PAGEVIEWS IN THE MONTH OF JANUARY

Total Affiliate Pageviews: 140

- **CHRONICLE**: 1.43% (Pageviews: 2)
- **INSIDE HIGHER ED**: 5.71% (Pageviews: 8)
- **HOOMAIL**: 92.86% (Pageviews: 130)

**ACTIVE PUBLISHED ARTICLES**

- **CHRONICLE: NEUROSCIENCE DEEP DIVE**
- **CHRONICLE: RESTORATIVE CITIES**
- **INSIDE HIGHER ED: RESTORATIVE CITIES**

Source: Google Analytics
Date Range: 1/1/22 - 1/31/22
### TOP PERFORMING UVA TODAY STORIES - JANUARY 2022

*Below are the top 10 stories by pageviews on UVA Today during the month of January*

<table>
<thead>
<tr>
<th>STORY</th>
<th>PAGEVIEWS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Can a Heartburn Drug Help Doctors Treat COVID-19?</td>
<td>23,972</td>
</tr>
<tr>
<td>Faculty Spotlight: Math Professor Is UVA Swimming’s Secret Weapon</td>
<td>19,638</td>
</tr>
<tr>
<td>UVA's Magill Named President at Penn; Baucom Selected as Next UVA Provost</td>
<td>18,871</td>
</tr>
<tr>
<td>Spending Just a Few Years in Montessori Education Predicts Well-Being in Adulthood</td>
<td>14,885</td>
</tr>
<tr>
<td>Meet the Trio of UVA Alumni on the 2022 Forbes ‘30 Under 30’ Lists</td>
<td>12,844</td>
</tr>
<tr>
<td>Is Omicron Nearing Its Peak? Second Booster Necessary? UVA Expert Weighs In</td>
<td>12,249</td>
</tr>
<tr>
<td>New Year, First Snow at UVA</td>
<td>11,554</td>
</tr>
<tr>
<td>UVA Implements Temporary COVID-19 Restrictions as Students Return for Spring</td>
<td>11,132</td>
</tr>
<tr>
<td>University Modifies Vaccine Booster Deadline in Response to Omicron</td>
<td>8,963</td>
</tr>
<tr>
<td>Should Alcohol Have Warning Labels About Cancer Risk? Most Americans Say ‘Yes’</td>
<td>8,807</td>
</tr>
</tbody>
</table>

* This includes the top stories by pageviews during the month of January regardless of when the story itself was published.

**Source:** Google Analytics  
**Date Range:** 1/1/22 - 1/31/22
DAILY REPORT
FY22 DAILY REPORT PERFORMANCE

Click rates continue to outperform industry and peer standards

Click rate is calculated by dividing unique clicks by emails delivered
Industry benchmarks from Campaign Monitor's 2021/2022 email marketing benchmarks
Peer benchmark from Simpson Scarborough peer study

Source: Marketing Cloud
Date Range: 7/1/21 - 1/31/22
TOP PERFORMING DAILY REPORT EDITION BY CLICK RATE

7.68% CLICK RATE

EMAIL SEND DATE: 1/20/22

SUBJECT LINE: FIRST DAY, COVID’S FUTURE, RETIREMENT REFORMS

Source: Marketing Cloud
UVA THIS MONTH
Click rates fluctuate but remain competitive with industry and peer standards.
JANUARY 2022 UVA THIS MONTH

REleased On January 29, 2022
273,240 Emails Delivered

11,710 Unique Clicks

4.3% Click Rate

Top 5 Most-Clicked Stories in January UVA This Month

Meet the Trio of UVA Alumni on the 2022 Forbes ‘30 Under 30’ Lists
Faculty Spotlight: Math Professor Is UVA Swimming’s Secret Weapon
What the Ryan Reynolds Peloton Ads Can Tell Us About the Future of Marketing
UVA Video: New Year, First Snow at UVA
Your Loved One Has Suffered a Sudden Loss. Here Is How to Help

Source: Marketing Cloud
THANK YOU