

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

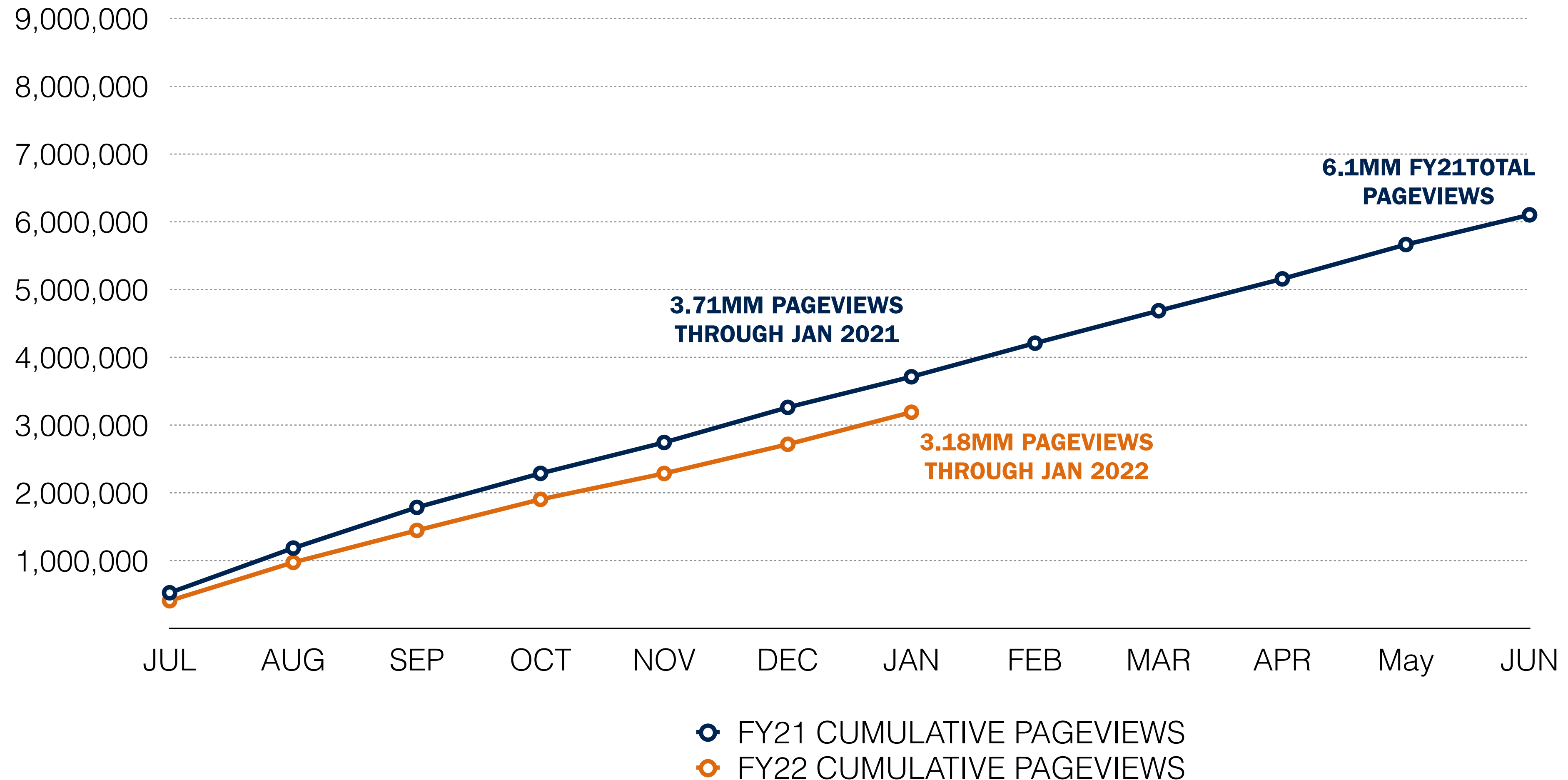
Peer click rate: Simpson Scarborough 2021 peer study

Source: Apple Press Release, June 7, 2021

UVA TODAY

UVA TODAY PAGEVIEWS - FY21 VS. FY22

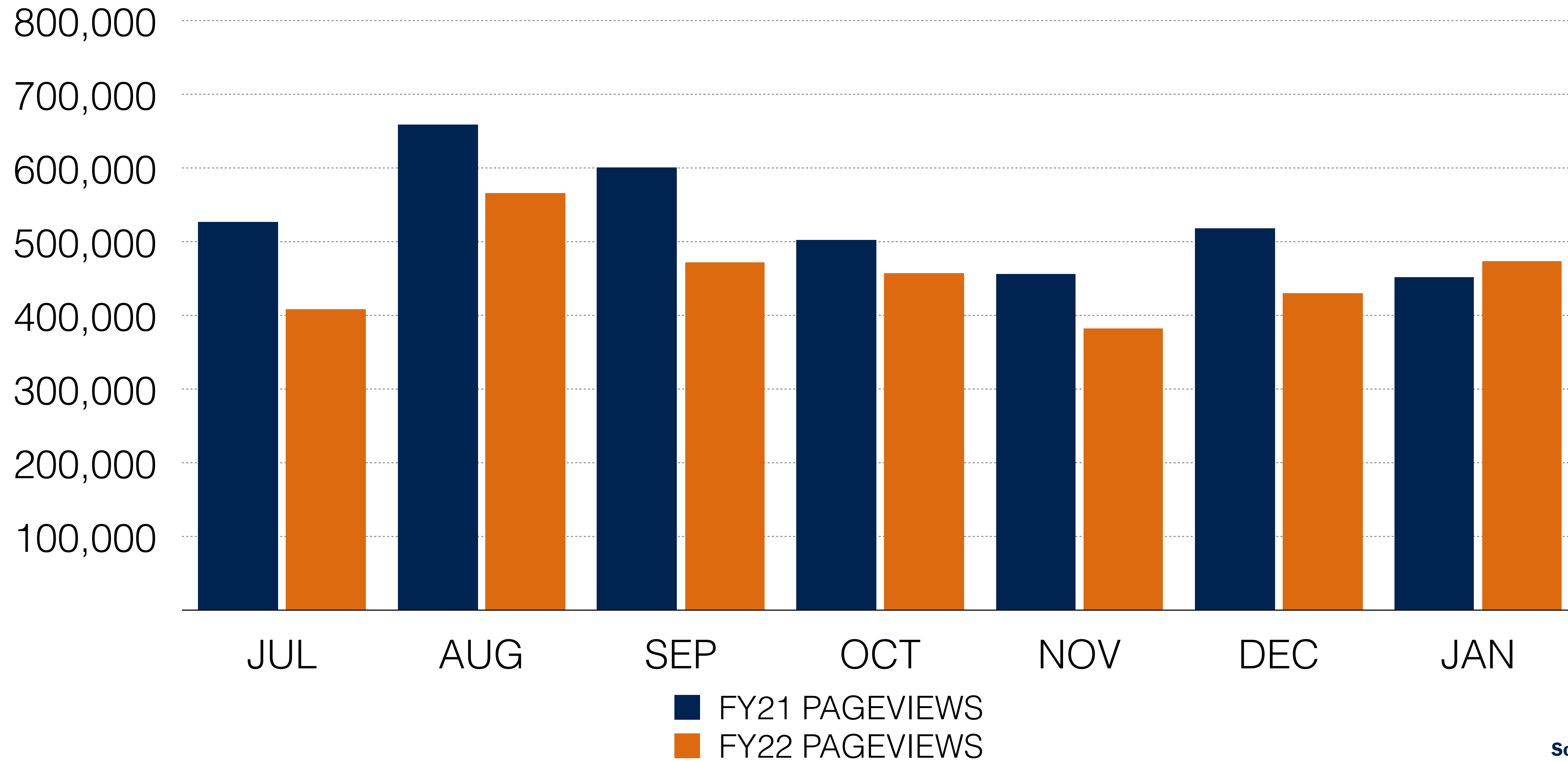
The below graph shows FY21 vs FY22 cumulative pageviews



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

UVA TODAY MONTHLY PAGEVIEWS - FY21 VS. FY22

The below graph shows FY21 vs FY22 pageviews by month

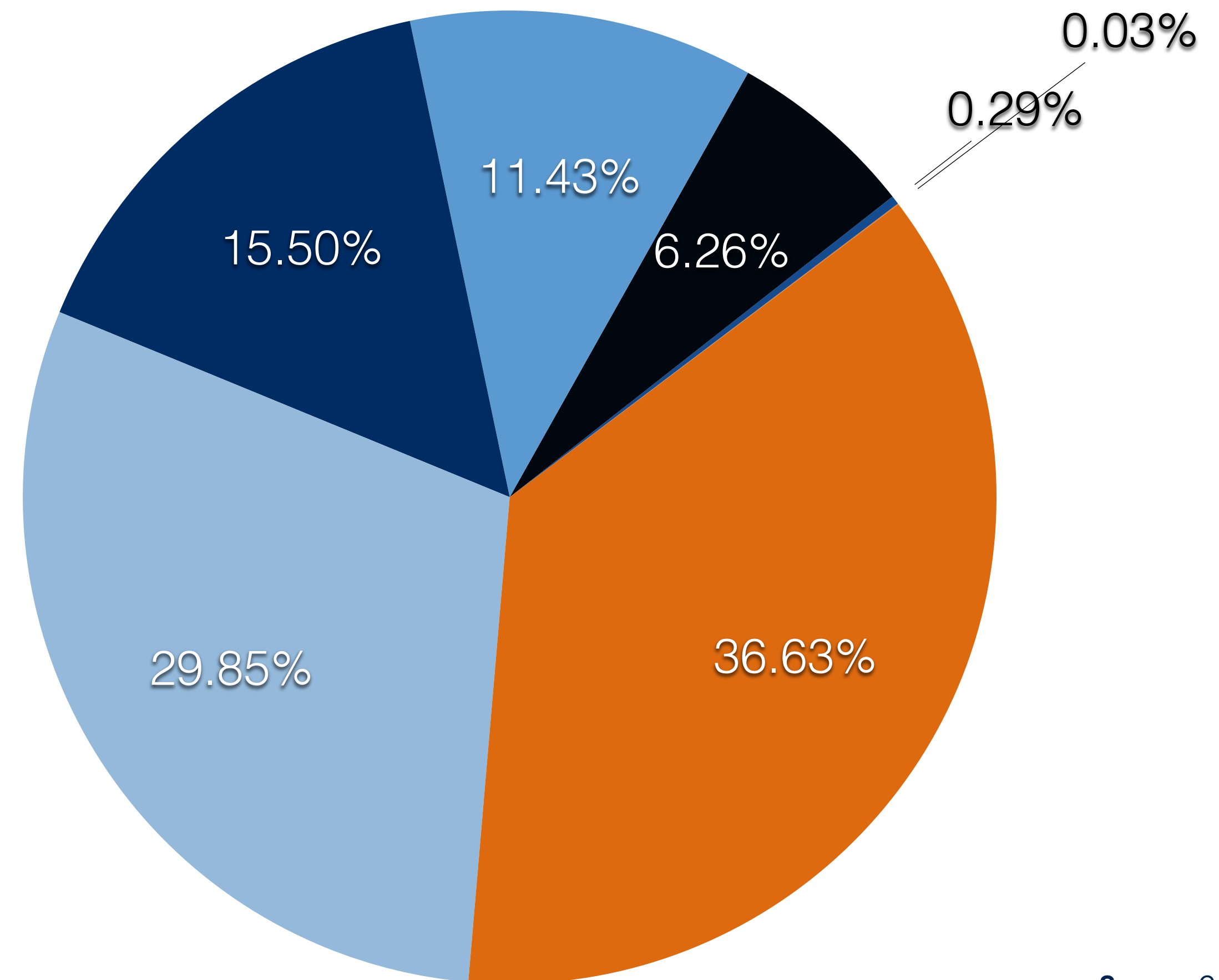


Source: Google Analytics
Date Range: 7/1/20 - 1/31/21

PERCENTAGE OF TOTAL UVA TODAY PAGEVIEWS BY CHANNEL FOR JANUARY

Email was the greatest driver of sight traffic to UVA Today in the month of January.

- Email
- Organic Search
- Social
- Direct
- Referral
- Other
- Affiliates



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

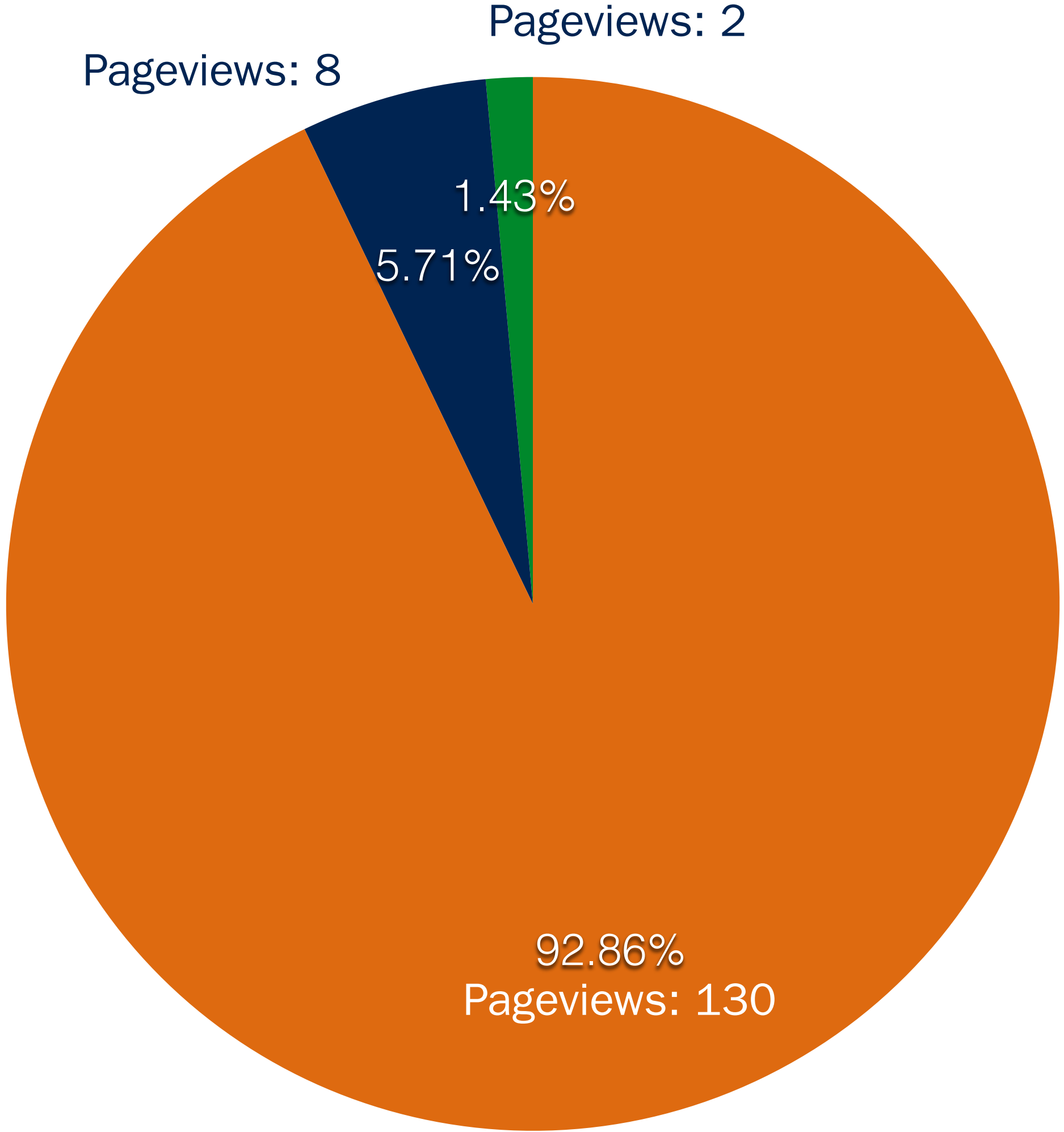
Source: Google Analytics
Date Range: 1/1/22 - 1/31/22

BREAKDOWN OF AFFILIATE PAGEVIEWS BY SOURCE

The chart displays the percentage each source contributed to affiliate pageviews in the month of January

Total Affiliate Pageviews: 140

- CHRONICLE
- INSIDE HIGHER ED
- HOOMAIL



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**

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

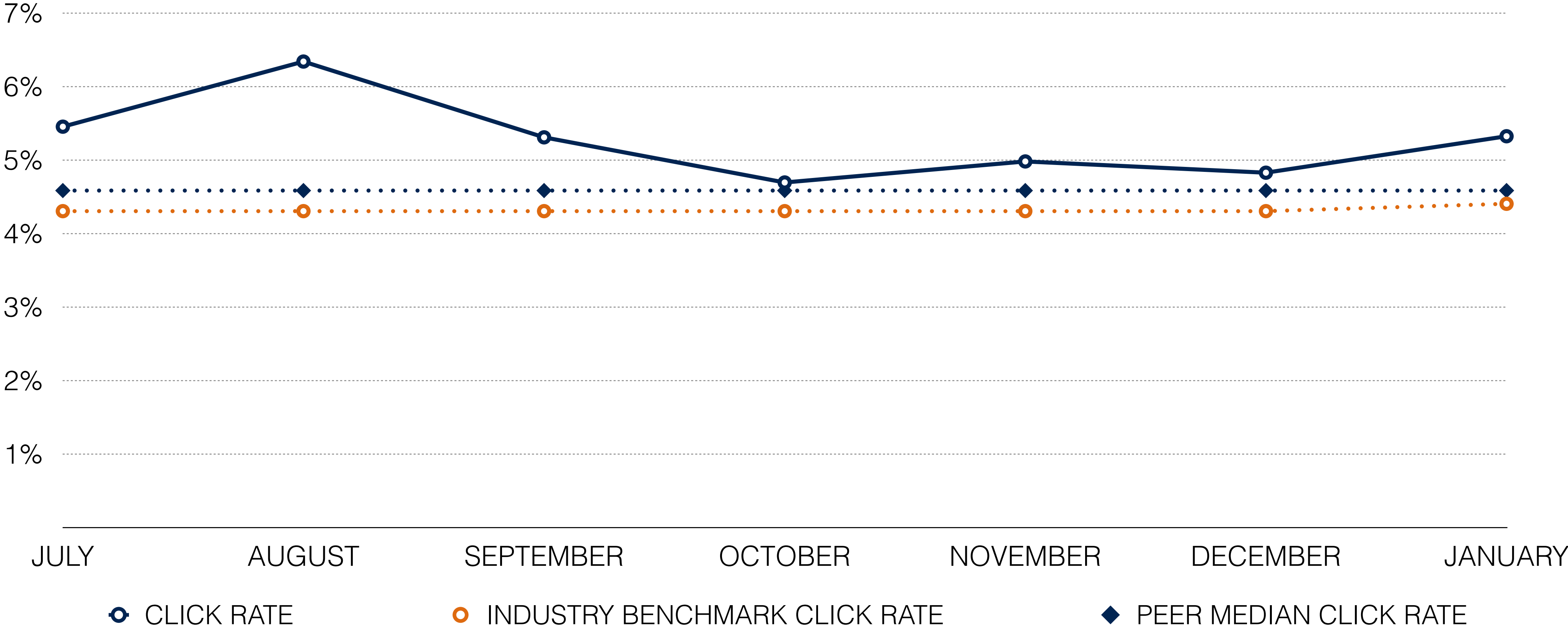
* This includes the top stories by pageviews during the month of January regardless of when the story itself was published.

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

 UNIVERSITY of VIRGINIA

UVAToday
DAILY REPORT



The Bigger Picture: After the Storm, Spring Classes Begin

Classes resumed Wednesday on the snow-covered Grounds. [MORE >](#)

EMAIL SEND DATE: 1/20/22

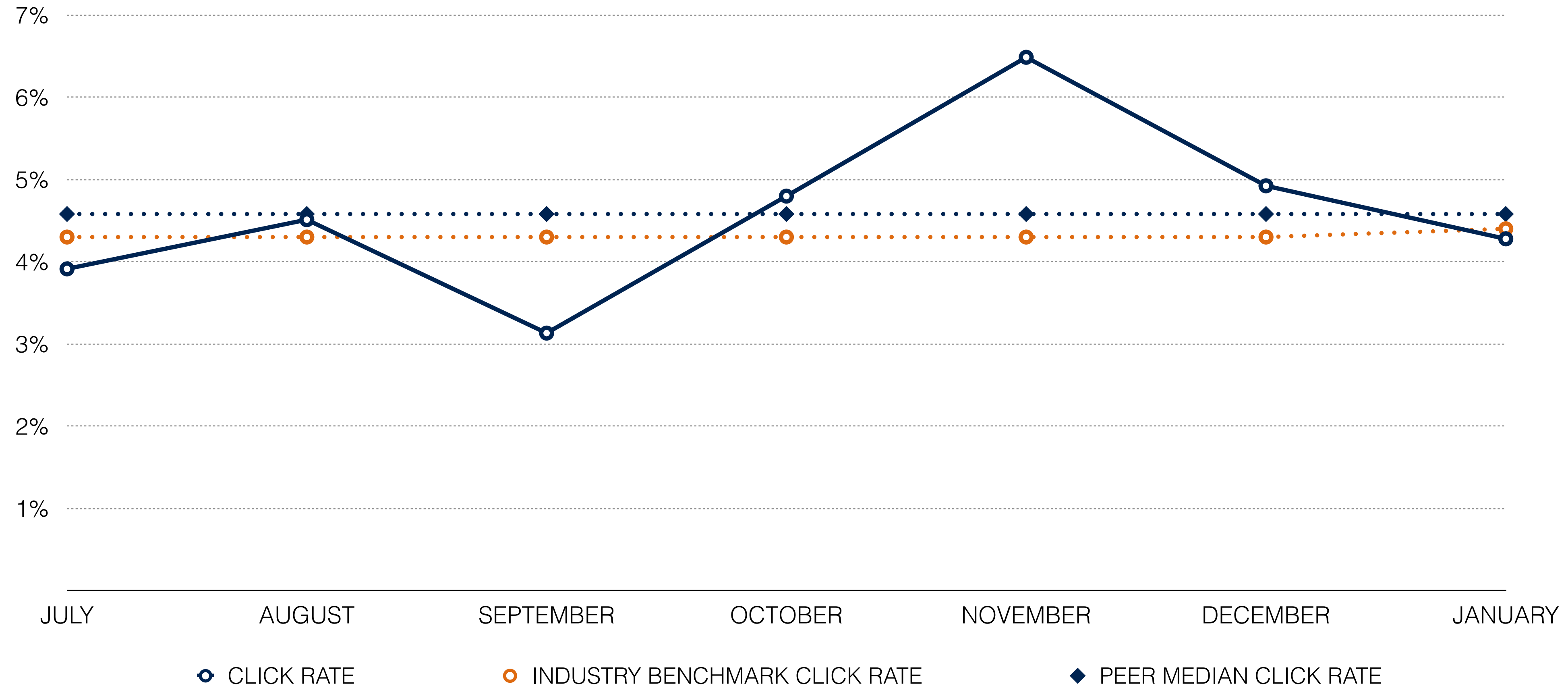
SUBJECT LINE: FIRST DAY, COVID'S FUTURE, RETIREMENT REFORMS

Source: Marketing Cloud

UVA THIS MONTH

YEAR TO DATE UVA THIS MONTH PERFORMANCE

Click rates fluctuate but remain competitive with 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

JANUARY 2022 UVA THIS MONTH

 UNIVERSITY of VIRGINIA

UVA This Month

Editor's note: Despite its cover of crisp, fresh snow, the Grounds of the University of Virginia warmly welcomed students this month as they returned from winter break. Below, we have stories about how to outrun COVID, the provost's next adventure, a new type of viral advertising and more.



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](#)

THANK YOU