EXECUTIVE SUMMARY

UVA TODAY

Cumulative YTD pageviews increased to 3,771,942 million by the end of February

**Organic Search** was the greatest driver of site traffic to UVA Today in February, channeling 48.41% of pageviews to the site.

The top performing UVA Today story in February gained 139,611 pageviews - **Key takeaway:** the large number of pageviews were driven impart by the story’s relevance to the unfolding war in Ukraine.

DAILY REPORT

Daily report click rates remain competitive with industry and peer benchmarks in February.

The top performing Daily Report edition gained a click rate of 6.95%.

UVA THIS MONTH

Click rate **declined** in February but remains consistent with past performance - **Key takeaway:** it is **not unusual** for click rate to fluctuate for this news product and a close eye will be kept on future performance.

RESEARCH DIGEST

Year over year, February Research Digest click rates continue to **rise** and approach industry and peer standards.
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
The below graph shows FY21 vs FY22 cumulative pageviews.
The below graph shows FY21 vs FY22 pageviews by month.
PERCENTAGE OF TOTAL UVA TODAY PAGEVIEWS BY CHANNEL FOR FEBRUARY

Organic search was the greatest driver of sight traffic to UVA Today in the month of February.

- **Organic Search**: 29.27%
- **Email**: 4.15%
- **Direct**: 10.22%
- **Social**: 7.72%
- **Referral**: 0.17%
- **Affiliates**: 48.41%
- **Other**: 0.06%

*Source: Google Analytics  
Date Range: 2/1/22 - 2/28/22*

Please find a further breakdown of affiliate pageviews by source on the next slide.
The chart displays the percentage each source contributed to affiliate pageviews in the month of February.

Total Affiliate Pageviews: 322

- **CHRONICLE**: 48.76% Pageviews: 157
- **INSIDE HIGHER ED**: 51.24% Pageviews: 165

**ACTIVE PUBLISHED ARTICLES**

- CHRONICLE: NEUROSCIENCE DEEP DIVE
- INSIDE HIGHER ED: NEUROSCIENCE DEEP DIVE

Source: Google Analytics
Date Range: 2/1/22 - 2/28/22
## TOP PERFORMING UVA TODAY STORIES - FEBRUARY 2022

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

<table>
<thead>
<tr>
<th>STORY</th>
<th>PAGEVIEWS</th>
</tr>
</thead>
<tbody>
<tr>
<td>What Does Russia Really Want in Ukraine?</td>
<td>139,611</td>
</tr>
<tr>
<td>Russia-Ukraine Crisis: What’s Going On – and Why Americans Must Pay Attention</td>
<td>35,229</td>
</tr>
<tr>
<td>This Student Competes Wednesday in the ‘Jeopardy!’ National College Championship</td>
<td>23,169</td>
</tr>
<tr>
<td>Esteemed UVA Professor Stars in a New Super Bowl Week Ad Campaign</td>
<td>18,997</td>
</tr>
<tr>
<td>It’s Early Action Season, With 6,243 Students Offered Admission to UVA</td>
<td>12,086</td>
</tr>
<tr>
<td>3, 2, 1 ... Splash! A Look Back at 10 UVA Basketball Buzzer-Beaters</td>
<td>12,086</td>
</tr>
<tr>
<td>New Book Explores the Chaotic Finish of the Civil War and Origins of the Lost Cause</td>
<td>10,228</td>
</tr>
<tr>
<td>UVA Pup, a Deaf Dalmatian, Makes His Puppy Bowl Debut Sunday</td>
<td>8,488</td>
</tr>
<tr>
<td>Russia Invades Ukraine. What Does it Mean?</td>
<td>7,471</td>
</tr>
<tr>
<td>Spending Just a Few Years in Montessori Education Predicts Well-Being in Adulthood</td>
<td>7,006</td>
</tr>
</tbody>
</table>

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

Source: Google Analytics  
Date Range: 2/1/22 - 2/28/22
DAILY REPORT
FY22 DAILY REPORT PERFORMANCE

Click rates 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 - 2/28/22
TOP PERFORMING DAILY REPORT EDITION BY CLICK RATE

6.95% CLICK RATE

EMAIL SEND DATE: 2/24/22

SUBJECT LINE: UNMASKED, DISNEY STUDENT, DISTINGUISHED ALUMNA

Source: Marketing Cloud
UVA THIS MONTH
Click rate declined in February but remains consistent with past performance.

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 - 2/28/22
FEBRUARY 2022 UVA THIS MONTH

Editor’s note: Cold weather may have kept us inside for much of February, but two University of Virginia faculty members, a student and a UVA-affiliated dog all made big splashes on television, keeping us entertained. Read about them below, along with analysis of Russia’s invasion of Ukraine, a look at some of the new members of the Class of 2026 and tips for job-hunting students.

REleased on FEBRUARY 26, 2022

273,251 EMAILs DELIVERED

8,577 UNIQUE CLICKS

3.1% CLICK RATE

TOP 5 MOST-CLICKED STORIES IN FEBRUARY UVA THIS MONTH

WHAT RUSSIA REALLY WANTS
STARRED IN A NEW MILLER64 BEER COMMERCIAL
WHY AMERICANS MUST PAY ATTENTION
IT’S EARLY ACTION SEASON, WITH 6,243 STUDENTS OFFERED ADMISSION TO UVA
RUSSIA INVADES UKRAINE. WHAT DOES IT MEAN?

(Photo Contributed by ABC/Casey Durkin)
Year over year, click rates continue to rise and approach industry and peer standards.

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: 2/1/20 - 2/28/22.
TOP 5 MOST-CLICKED STORIES IN FEBRUARY RESEARCH DIGEST

SPENDING JUST A FEW YEARS IN MONTESSORI EDUCATION PREDICTS WELL-BEING IN ADULTHOOD

FACULTY SPOTLIGHT: MATH PROFESSOR IS UVA SWIMMING’S SECRET WEAPON

LONG-TERM USE OF BLOOD PRESSURE DRUGS MAY CAUSE KIDNEY DAMAGE, STUDY SUGGESTS

BOLD PREDICTIONS FOR A BRAVE NEW WORLD

SHOULD ALCOHOL HAVE WARNING LABELS ABOUT CANCER RISK? MOST AMERICANS SAY ‘YES’
THANK YOU