

FEBRUARY 2022 COMMUNICATIONS SUMMARY

UNIVERSITY COMMUNICATIONS

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

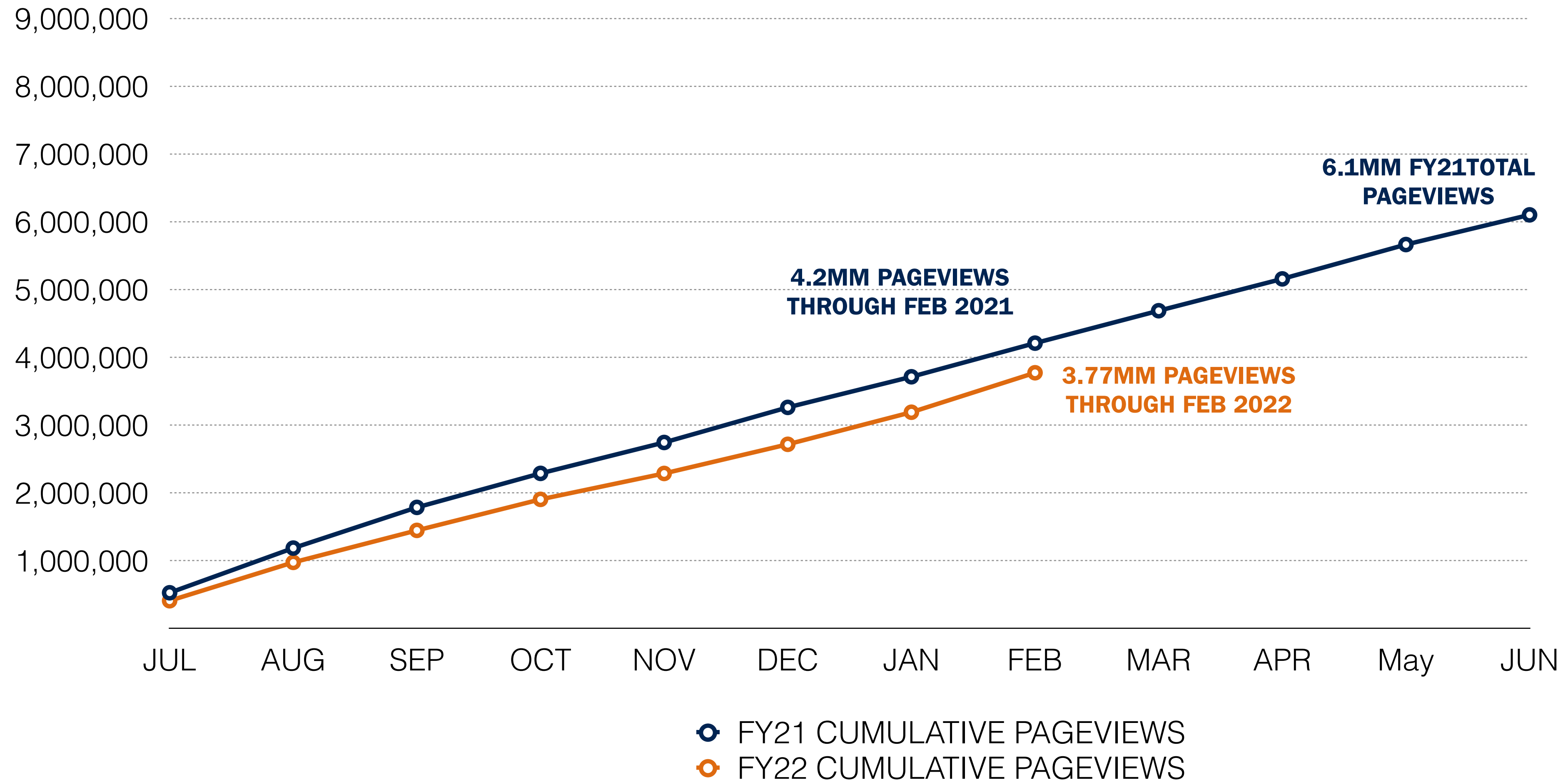
Peer click rate: Simpson Scarborough 2021 peer study

Source: Apple Press Release, June 7, 2021

UVA TODAY

UVA TODAY PAGEVIEWS - FY21 VS. FY22

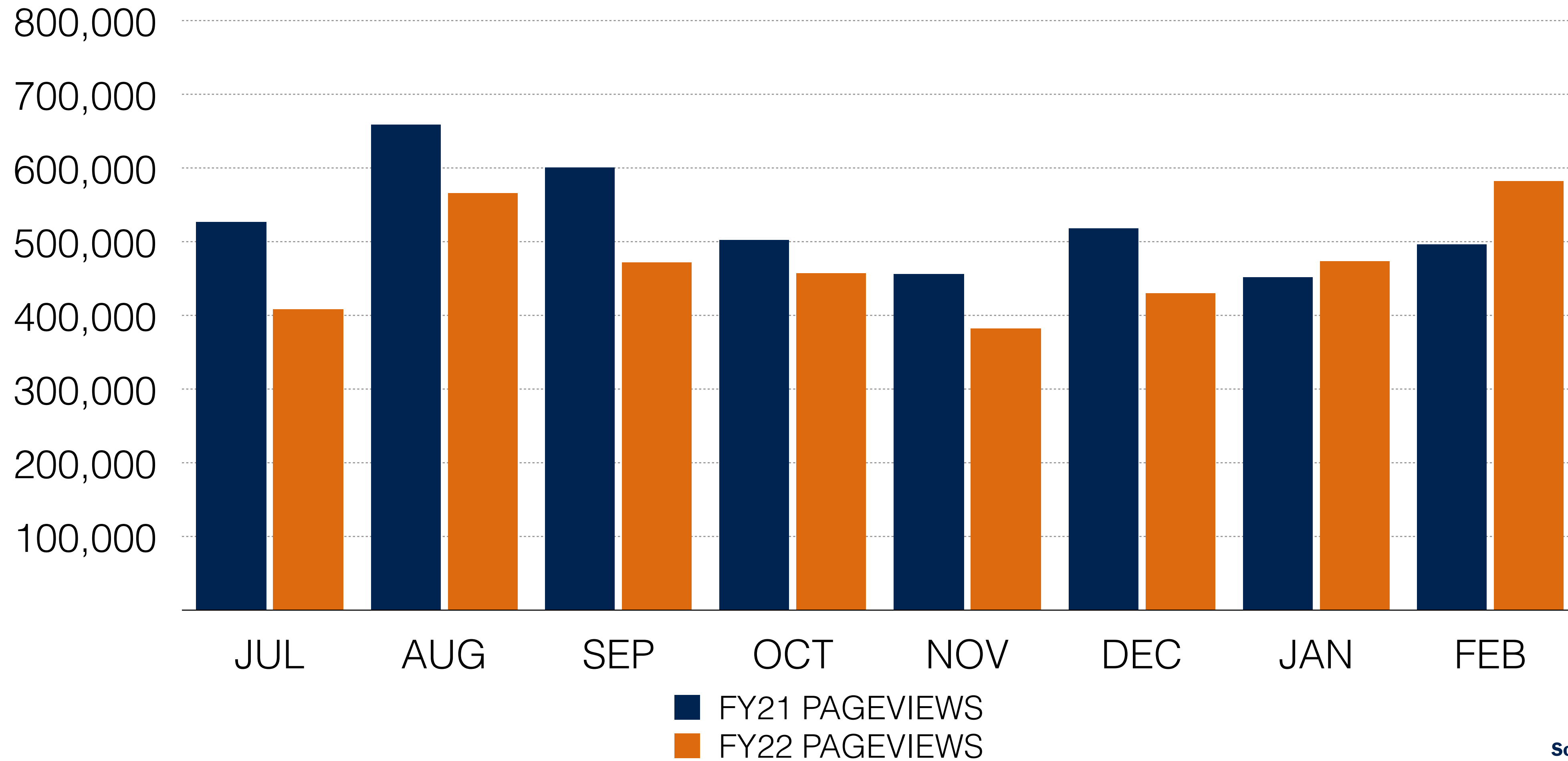
The below graph shows FY21 vs FY22 cumulative pageviews



Source: Google Analytics
Date Range: 7/1/20 - 2/28/21

UVA TODAY MONTHLY PAGEVIEWS - FY21 VS. FY22

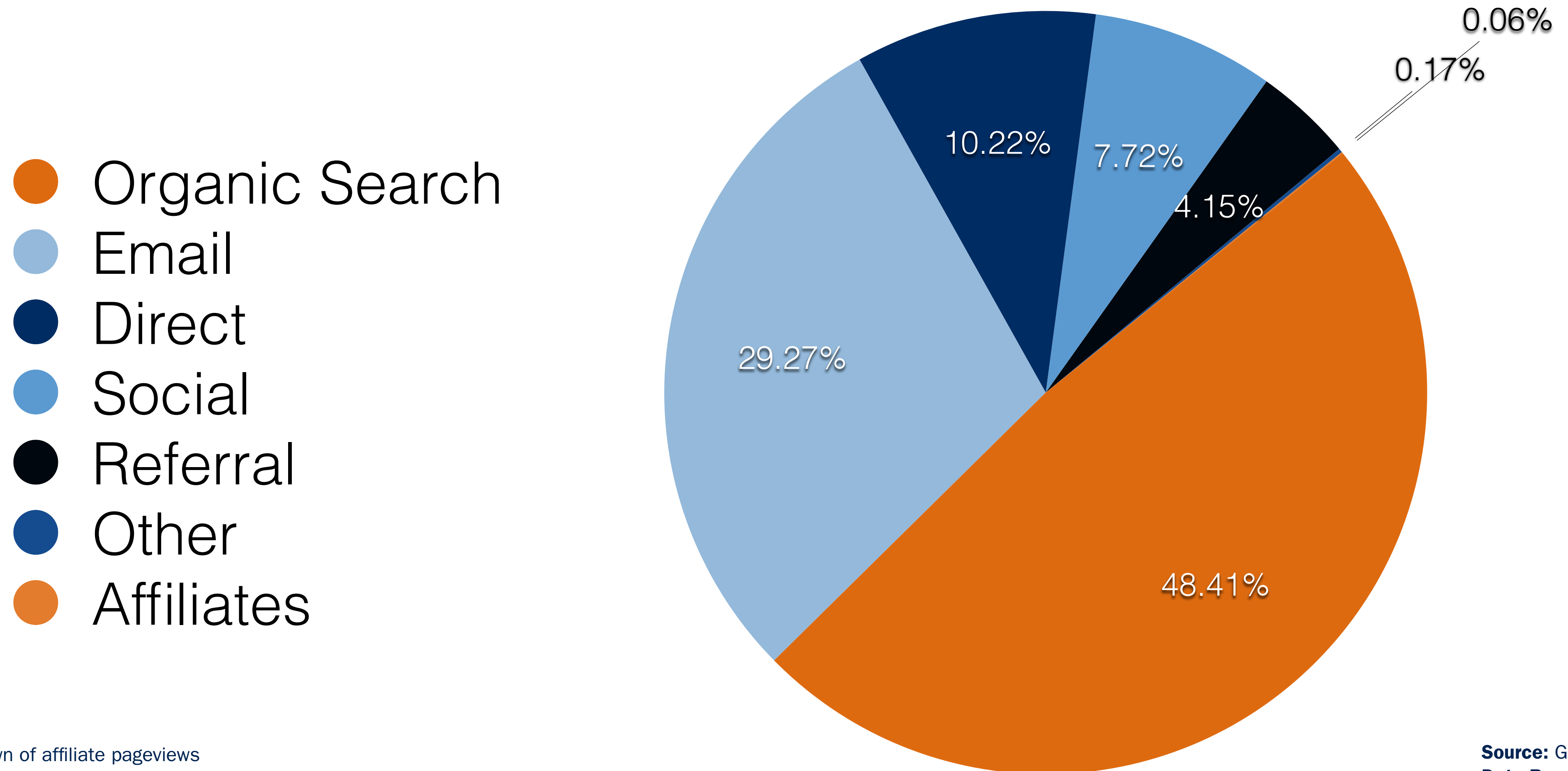
The below graph shows FY21 vs FY22 pageviews by month



Source: Google Analytics
Date Range: 7/1/20 - 2/28/21

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.



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

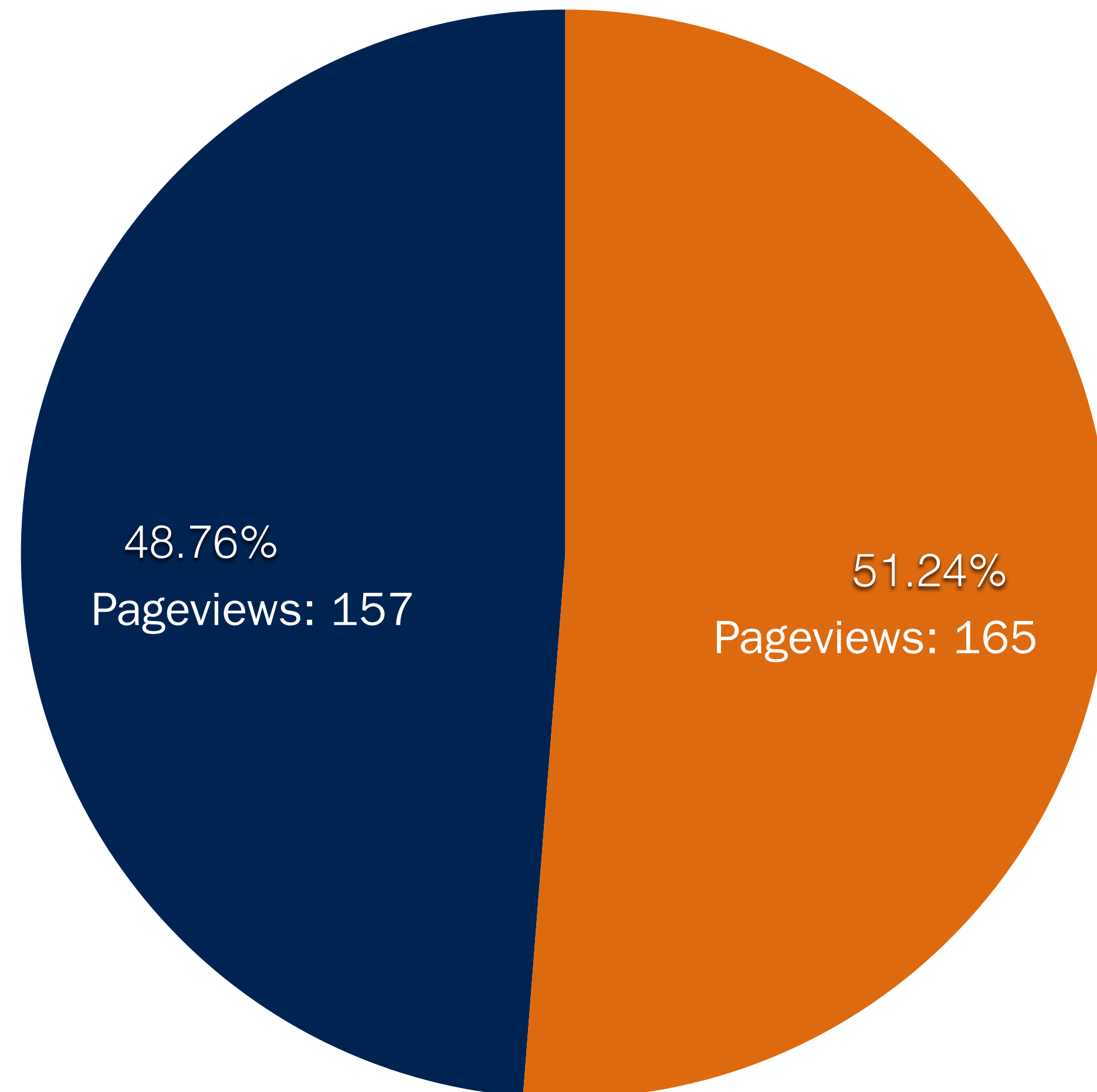
Source: Google Analytics
Date Range: 2/1/22 - 2/28/22

BREAKDOWN OF AFFILIATE PAGEVIEWS BY SOURCE

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

Total Affiliate Pageviews: 322

- CHRONICLE
- INSIDE HIGHER ED



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**

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

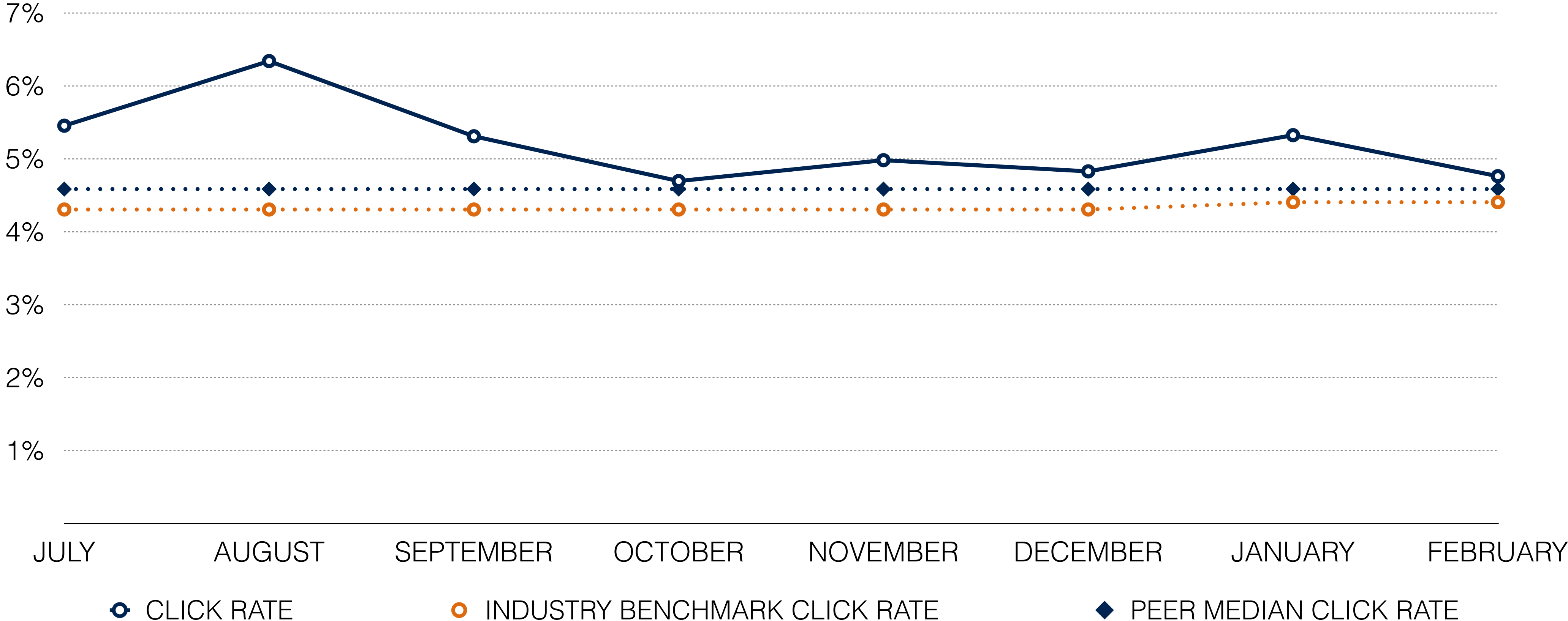
* This includes the top stories by pageviews during the month of February regardless of when the story itself was published.

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



UVAToday
DAILY REPORT



UVA Sets Date to Lift Masks, But With Some Exceptions

Leaders said COVID-19 trends mean masking will become "voluntary in most University-owned and -leased spaces." Masking in classrooms will remain mandatory for the time being. [MORE >](#)

EMAIL SEND DATE: 2/24/22

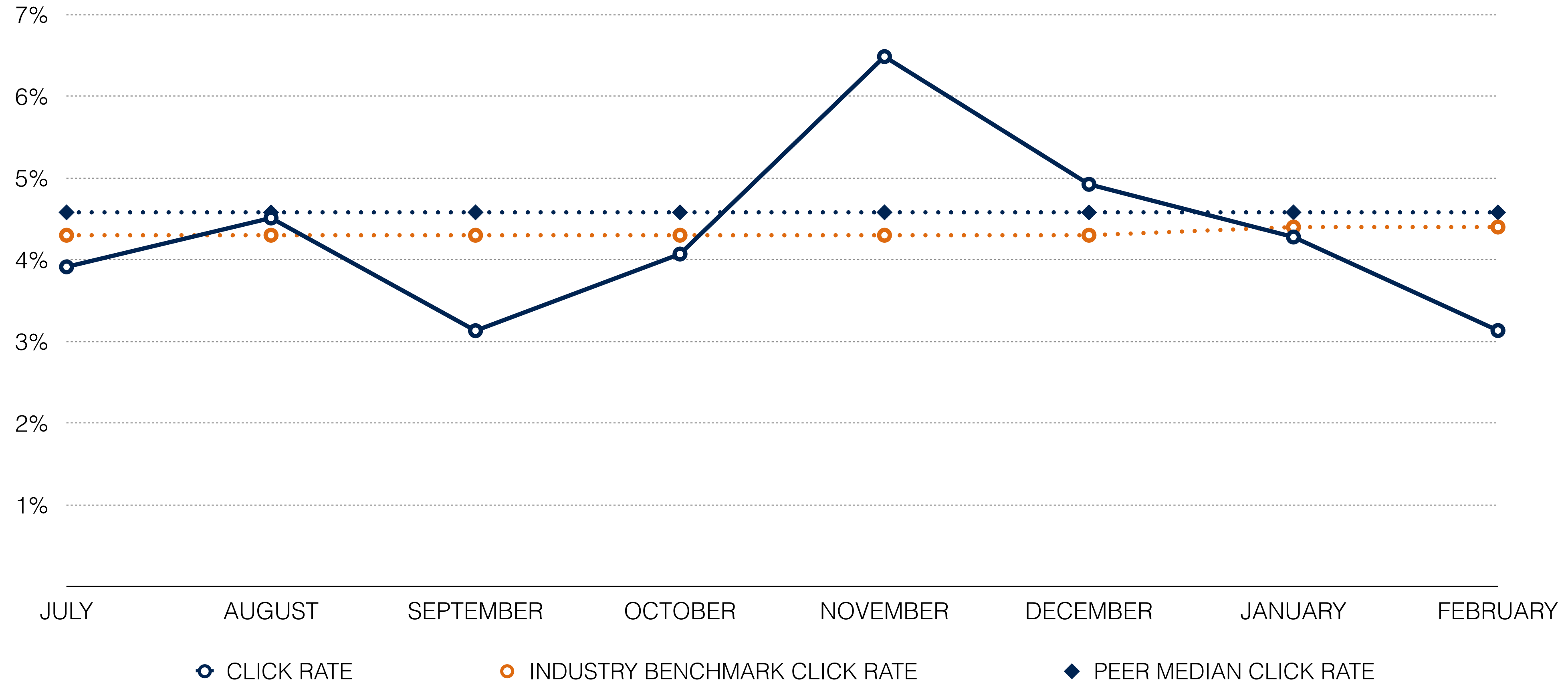
SUBJECT LINE: UNMASKED, DISNEY STUDENT, DISTINGUISHED ALUMNA

Source: Marketing Cloud

UVA THIS MONTH

YEAR TO DATE UVA THIS MONTH PERFORMANCE

Click rate declined in February but remains consistent with past performance



● CLICK RATE

○ INDUSTRY BENCHMARK CLICK RATE

◆ PEER MEDIAN CLICK RATE

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

UNIVERSITY of VIRGINIA

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.



(Photo Contributed by ABC/Casey Durkin)

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

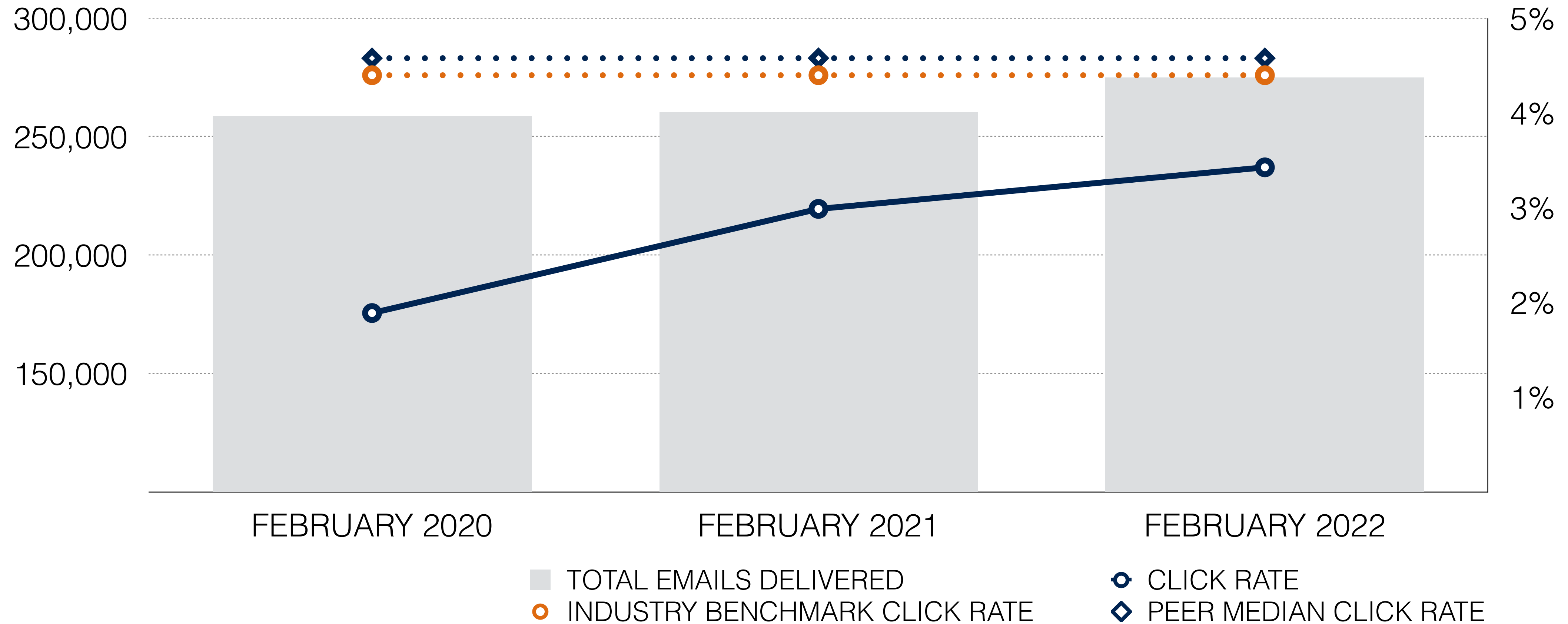
RUSSIA INVADES UKRAINE. WHAT DOES IT MEAN?

Source: Marketing Cloud

RESEARCH DIGEST

YEAR OVER YEAR RESEARCH DIGEST PERFORMANCE

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

FEBRUARY 2022 RESEARCH DIGEST

UNIVERSITY of VIRGINIA

UVAResearch
DIGEST

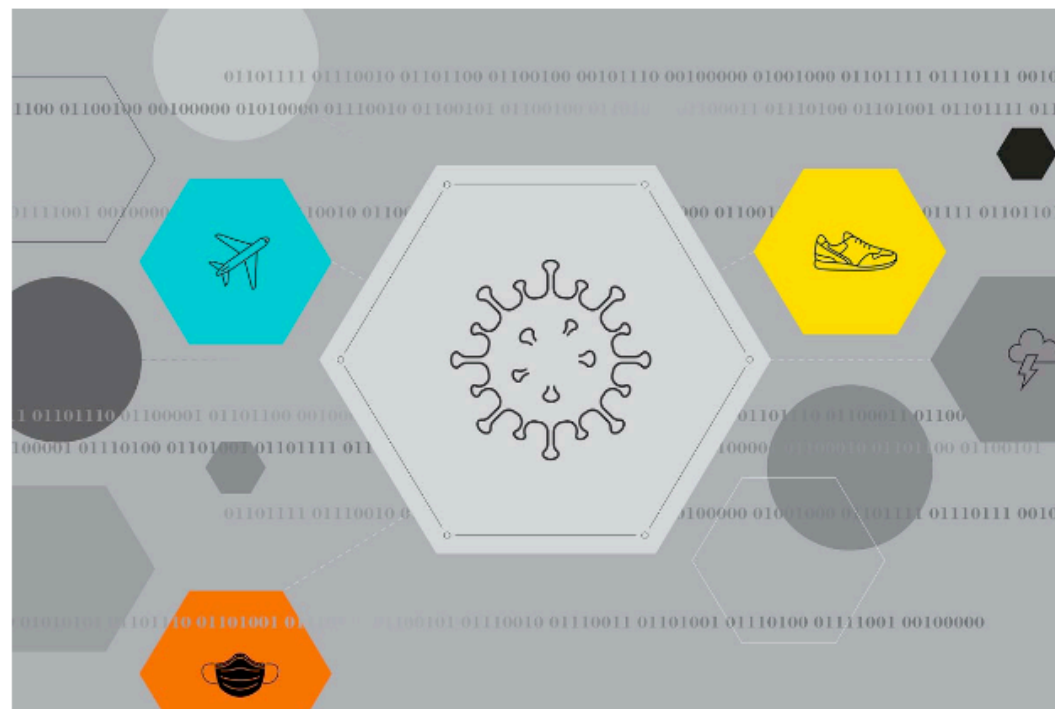
Editor's note: In December 2019, UVA researchers made a prescient presentation to the National Science Foundation about the increased risks of global pandemics. A month later, the team was awarded a prestigious \$10 million computer science grant from the NSF to model the spread of infectious diseases – just as a new, pneumonia-like virus was spreading in Wuhan, China.

Learn more about UVA's highly advanced computational models that are informing policymakers and saving lives in the COVID-19 pandemic in this edition of the UVA Research Digest.

Also in this issue: a math professor whose side gig yields big results for the UVA swimming and diving team, the truth about alcohol and cancer risks, and the benefits of a Montessori education.

Read on for UVA's latest top research stories, and don't forget to [subscribe to keep up](#) with future UVA discoveries.

Bold Predictions for a Brave New World



(Illustration by Meredith Michael Smith, University Communications)

Story by Christopher Tyree

RELEASED ON FEBRUARY 19, 2022
274,860 EMAILS DELIVERED

9,426 UNIQUE CLICKS

3.4% CLICK RATE

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'

Source: Marketing Cloud

THANK YOU