MARCH 2022 COMMUNICATIONS SUMMARY

UNIVERSITY COMMUNICATIONS
EXECUTIVE SUMMARY

UVA TODAY

Cumulative YTD pageviews climbed to 4,198,812 million by the end of March

Email was the greatest driver of site traffic to UVA Today in March, channeling 38.36% of pageviews to the site

The top performing UVA Today story in March gained 17,197 pageviews

DAILY REPORT

Daily report click rates remain competitive with both industry and peer benchmarks in March

The top performing Daily Report addition gained a click rate of 8.3% - Key takeaway: with a click rate of 8.3%, the March 7th Daily Report was the top performing Daily Report of FY22-Q3

UVA THIS MONTH

Click rate increased, approaching both 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.
Email was the greatest driver of sight traffic to UVA Today in the month of March.
The chart displays the percentage each source contributed to affiliate pageviews in the month of March.

Total Affiliate Pageviews: 52

- **CHRONICLE**: 40.38% Pageviews: 21
- **INSIDE HIGHER ED**: 59.62% Pageviews: 31

**ACTIVE PUBLISHED ARTICLES**

- CHRONICLE: NEUROSCIENCE DEEP DIVE
- CHRONICLE: BIOCOMPLEXITY
- INSIDE HIGHER ED: NEUROSCIENCE DEEP DIVE
## TOP PERFORMING UVA TODAY STORIES - MARCH 2022

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

<table>
<thead>
<tr>
<th>STORY</th>
<th>PAGEVIEWS</th>
</tr>
</thead>
<tbody>
<tr>
<td>UVA Accepts 2,123 Students to Class of 2026 in Regular Decision Admission Cycle</td>
<td>17,197</td>
</tr>
<tr>
<td>Bean There, Won That: Alums Take First Prize in Bush’s Baked Beans ‘Can Film Festival’</td>
<td>10,108</td>
</tr>
<tr>
<td>What Does Russia Really Want in Ukraine?</td>
<td>9,688</td>
</tr>
<tr>
<td>Board of Visitors, President Ryan Agree on Three-Year Contract Extension</td>
<td>8,943</td>
</tr>
<tr>
<td>UVA Students Vote to Change Honor Sanction From Expulsion to Two-Semester Suspension</td>
<td>8,935</td>
</tr>
<tr>
<td>Ketogenic Diet Shows Major Benefits for Multiple Sclerosis</td>
<td>8,010</td>
</tr>
<tr>
<td>Former Hoo Helped Pave the Way for Female Sports Broadcasters</td>
<td>7,581</td>
</tr>
<tr>
<td>Daylight Saving Time: Pros, Cons and Tips from UVA Experts</td>
<td>7,528</td>
</tr>
<tr>
<td>How Worried Should We Be About Russia Using Nuclear Weapons?</td>
<td>7,444</td>
</tr>
<tr>
<td>Q&amp;A: How the West is Working to Avoid World War III</td>
<td>6,238</td>
</tr>
</tbody>
</table>

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

Source: Google Analytics
Date Range: 3/1/22 - 3/31/22
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 are from Campaign Monitor’s 2021/2022 email marketing benchmarks. Peer benchmark is from Simpson Scarborough peer study.

Source: Marketing Cloud
Date Range: 7/1/21 - 3/31/22
Board of Visitors, President Ryan Agree on Three-Year Contract Extension
The board credited Ryan’s leadership in accomplishing strategic priorities in multiple areas — even while confronted by the pandemic’s uncertainties and challenges. MORE >

EMAIL SEND DATE: 3/7/22
SUBJECT LINE: RYAN CONTRACT, HONOR RESULTS, YOUNGKIN VISIT

Source: Marketing Cloud
UVA THIS MONTH
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

Click rate rose in March approaching industry and peer benchmarks
TOP 5 MOST-CLICKED STORIES IN MARCH UVA THIS MONTH

UVA ACCEPTS 2,123 STUDENTS TO CLASS OF 2026 IN REGULAR DECISION ADMISSION CYCLE

DAYLIGHT SAVING TIME: PROS, CONS AND TIPS FROM UVA EXPERTS

FORMER HOO HELPED PAVE THE WAY FOR FEMALE SPORTS BROADCASTERS

BOARD OF VISITORS, PRESIDENT RYAN AGREE ON THREE-YEAR CONTRACT EXTENSION

UVA HEALTH’S NEW ORTHOPEDIC CENTER ADDS MODERN CONVENIENCE TO BEST-CARE FOCUS

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**RELEASED ON MARCH 26, 2022**

272,707 EMAILS DELIVERED

10,644 UNIQUE CLICKS

3.9% CLICK RATE
THANK YOU