

# 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

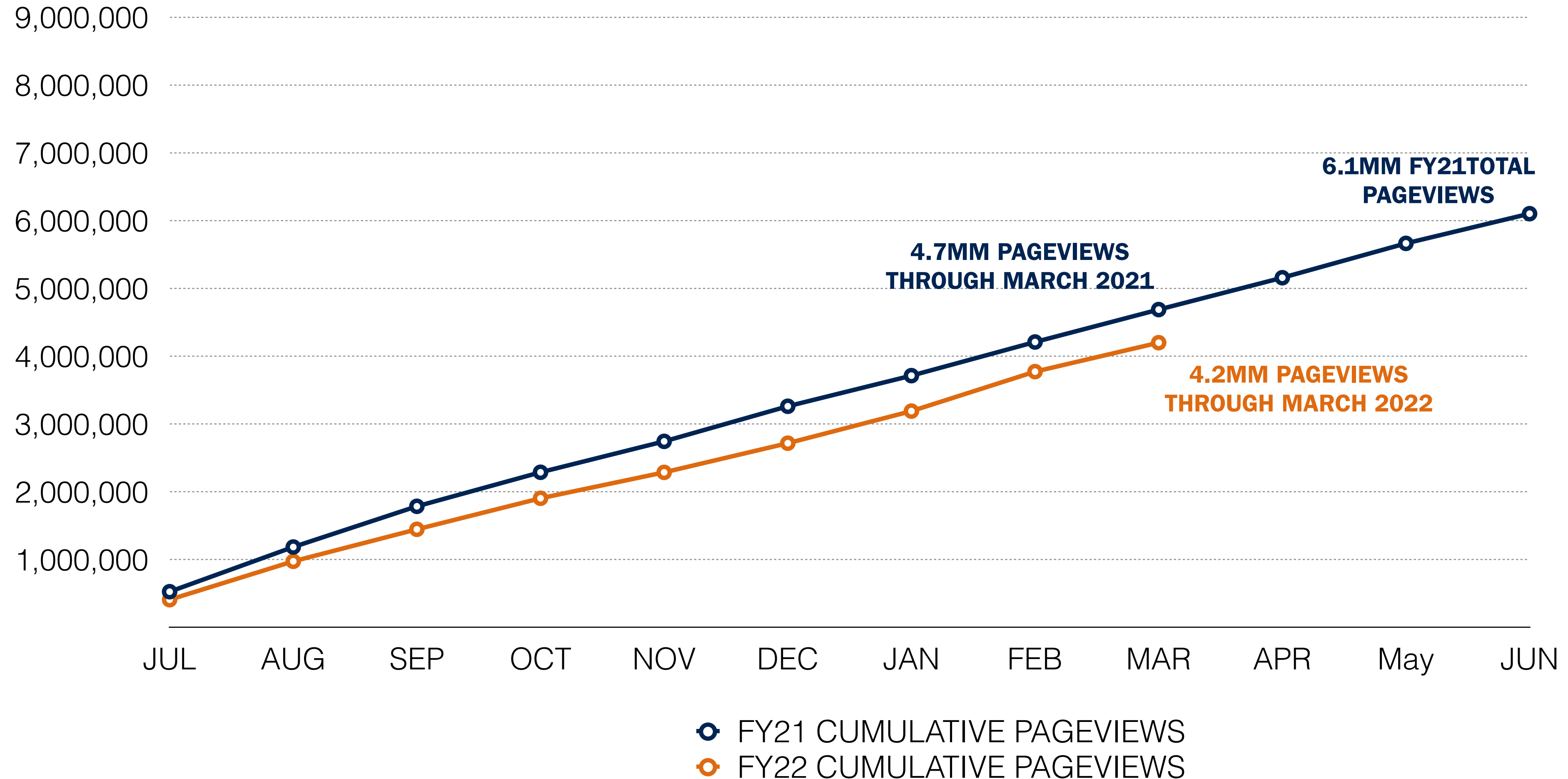
**Industry standard click rate:** Campaign Monitor’s 2021/2022 education industry email marketing benchmark

**Peer click rate:** Simpson Scarborough 2021 peer study

# UVA TODAY

# UVA TODAY PAGEVIEWS - FY21 VS. FY22

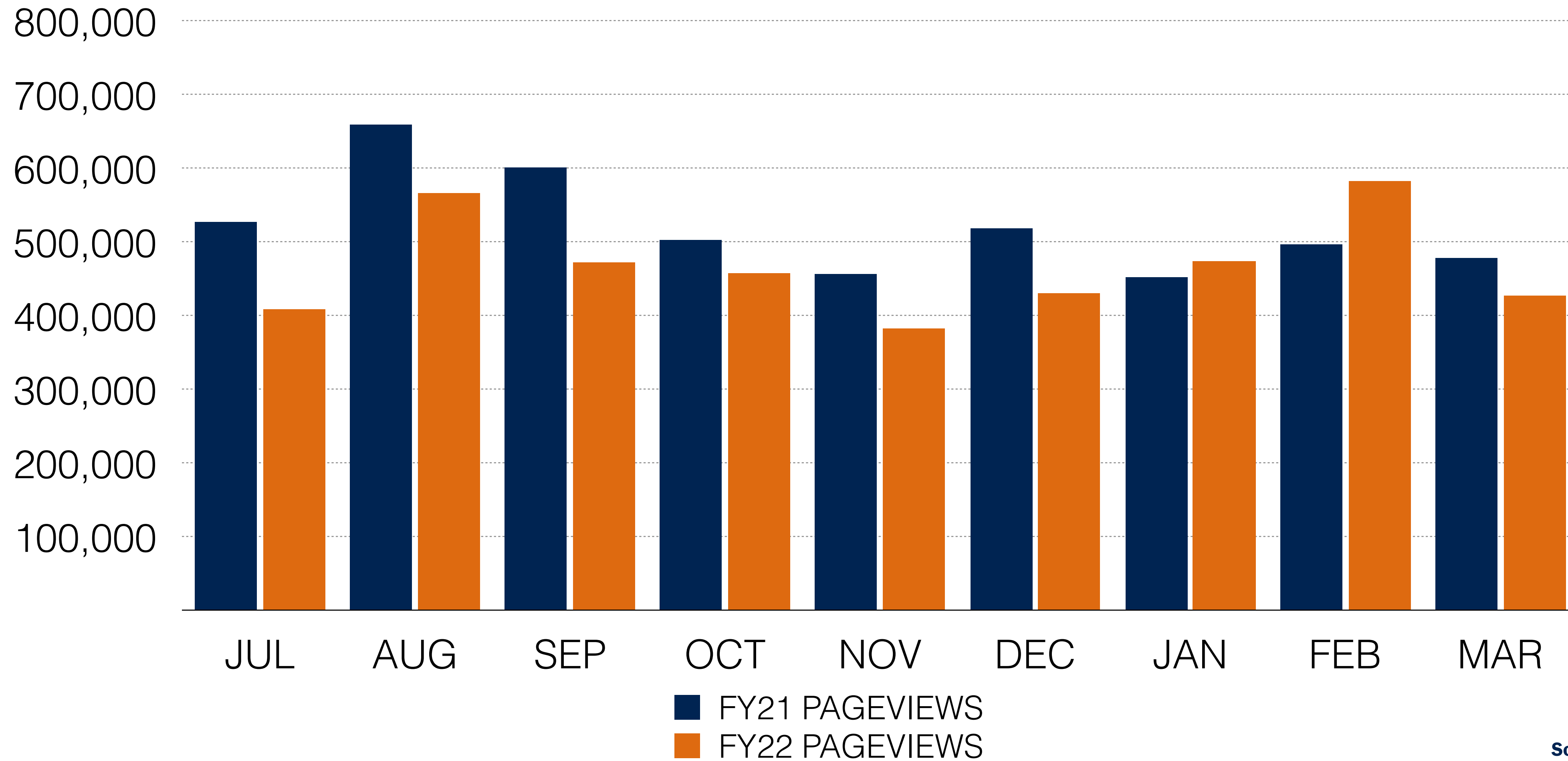
The below graph shows FY21 vs FY22 cumulative pageviews



Source: Google Analytics  
Date Range: 7/1/20 - 3/31/22

# UVA TODAY MONTHLY PAGEVIEWS - FY21 VS. FY22

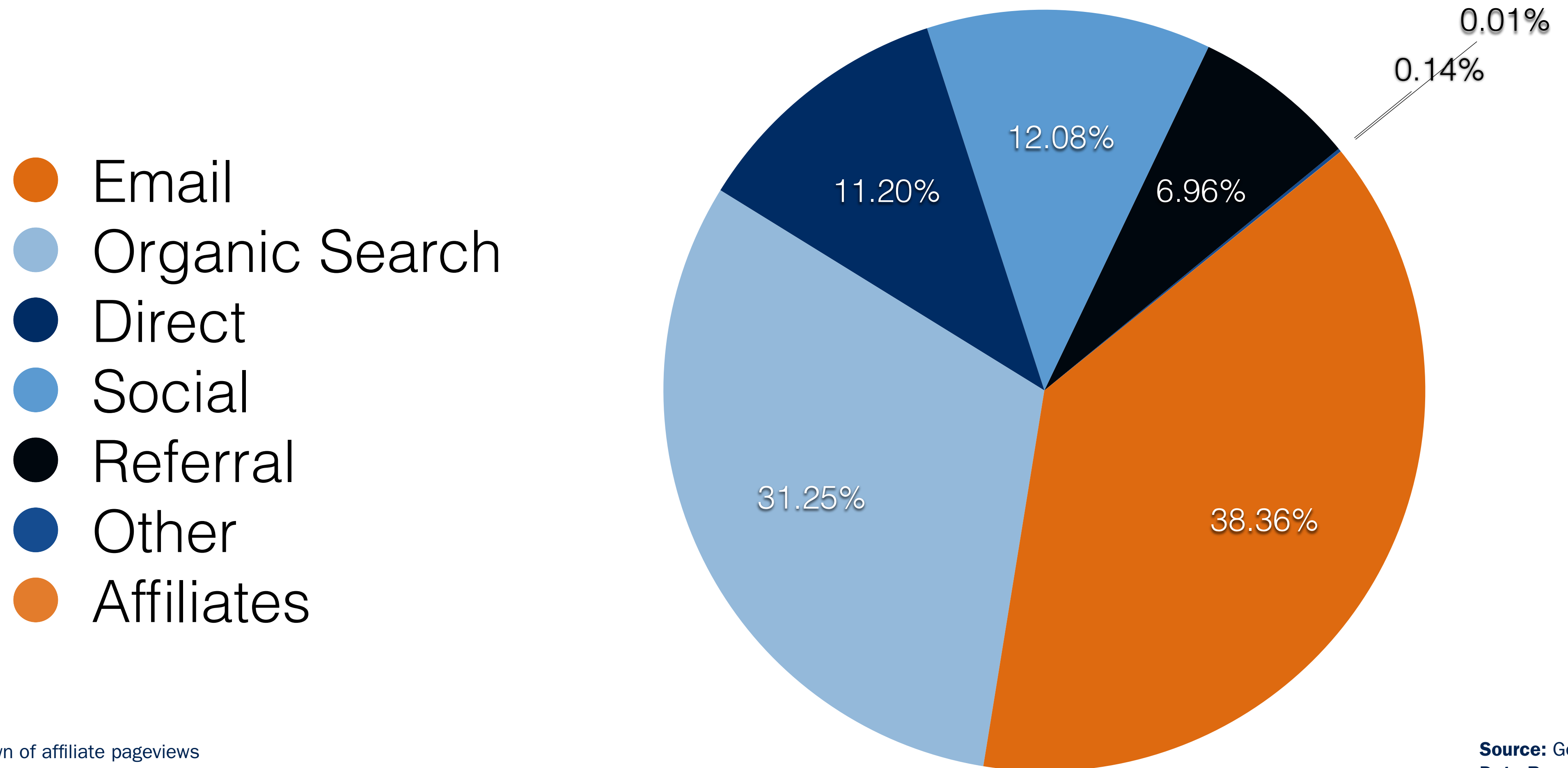
*The below graph shows FY21 vs FY22 pageviews by month*



Source: Google Analytics  
Date Range: 7/1/20 - 3/31/21

# PERCENTAGE OF TOTAL UVA TODAY PAGEVIEWS BY CHANNEL FOR MARCH

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



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

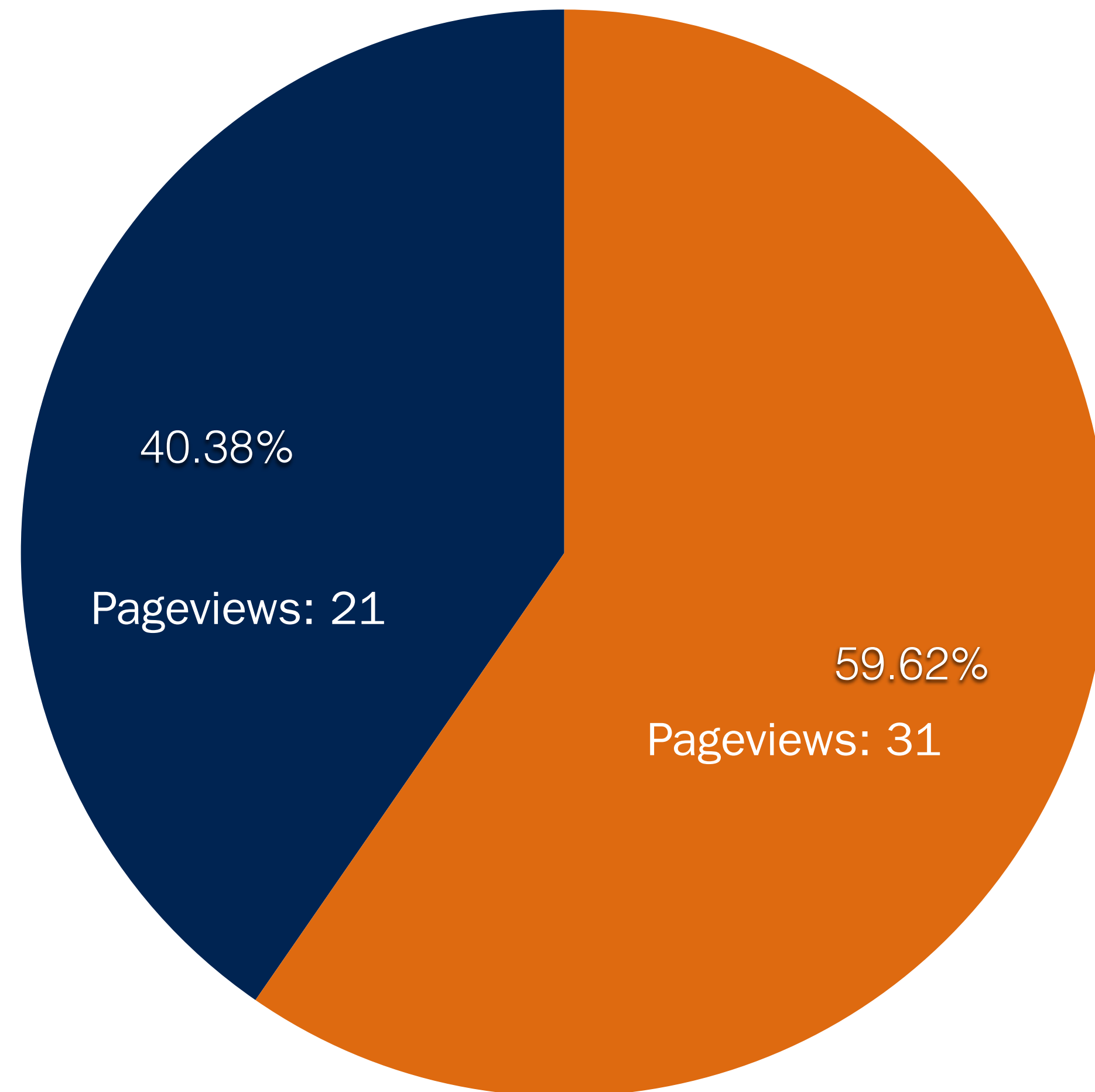
Source: Google Analytics  
Date Range: 3/1/22 - 3/31/22

# BREAKDOWN OF AFFILIATE PAGEVIEWS BY SOURCE

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

Total Affiliate Pageviews: 52

- CHRONICLE
- INSIDE HIGHER ED



## ACTIVE PUBLISHED ARTICLES

CHRONICLE: NEUROSCIENCE DEEP DIVE

CHRONICLE: BIOCOMPLEXITY

INSIDE HIGHER ED: NEUROSCIENCE DEEP DIVE

Source: Google Analytics  
Date Range: 3/1/22 - 3/31/22



# TOP PERFORMING UVA TODAY STORIES - MARCH 2022

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

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

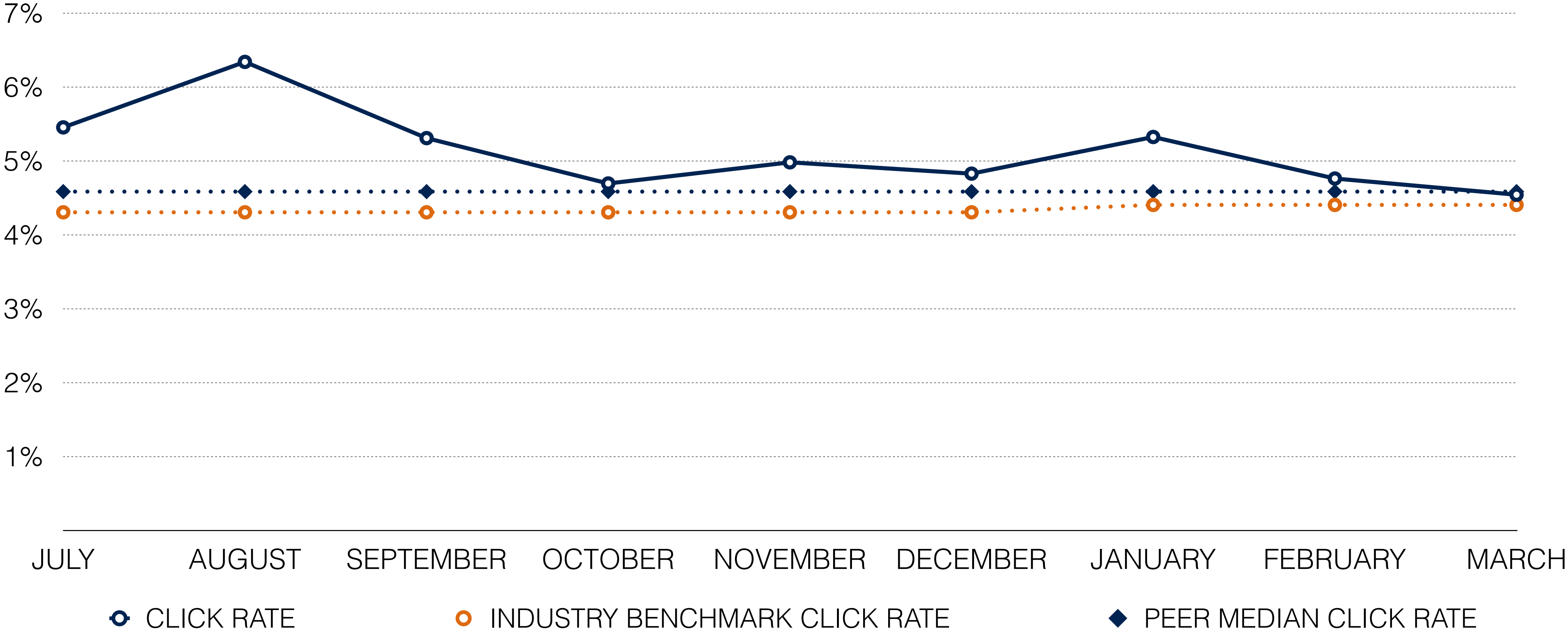
\* This includes the top stories by pageviews during the month of March regardless of when the story itself was published.

**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 from Campaign Monitor's 2021/2022 email marketing benchmarks  
Peer benchmark from Simpson Scarborough peer study

Source: Marketing Cloud  
Date Range: 7/1/21 - 3/31/22

# TOP PERFORMING DAILY REPORT EDITION BY CLICK RATE

**8.3% CLICK RATE**

UNIVERSITY of VIRGINIA

**UVA**Today  
DAILY REPORT



**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**

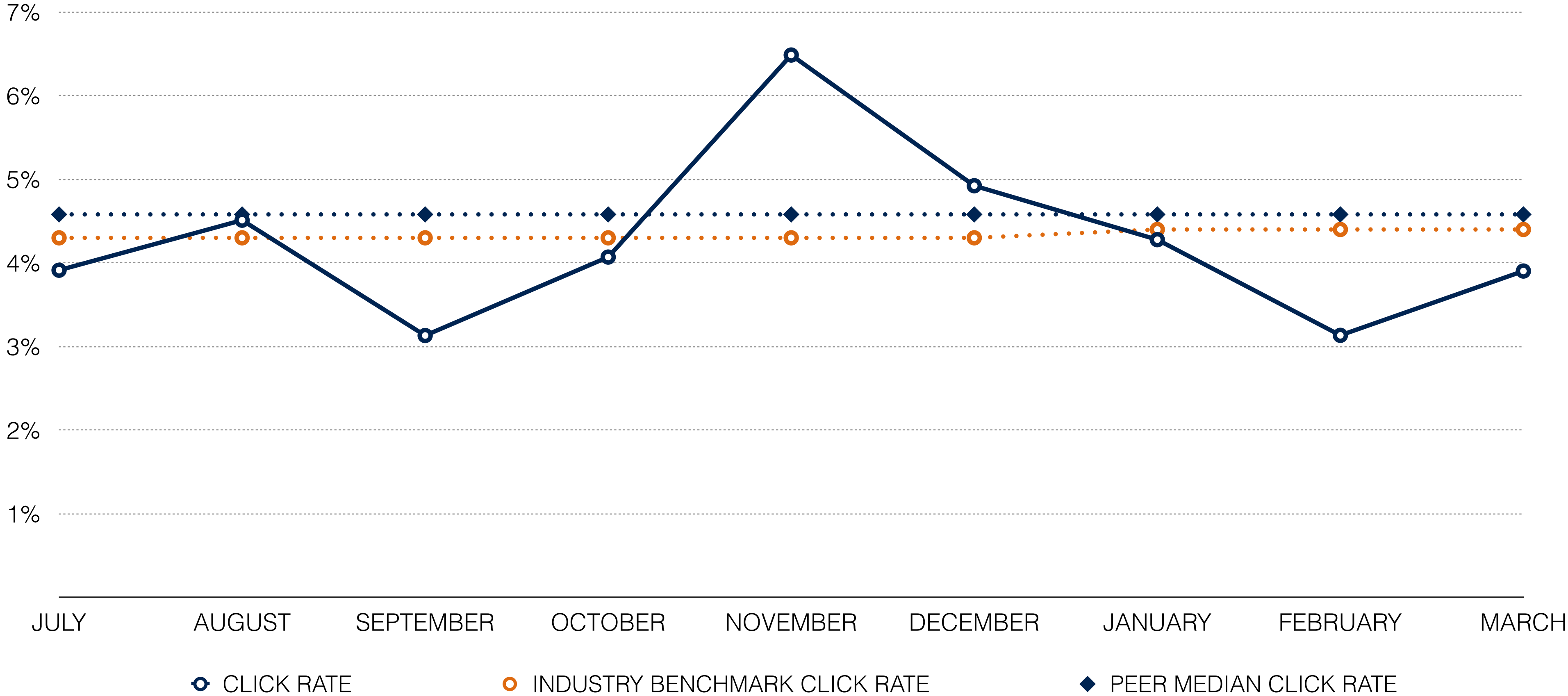
**SUBJECT LINE: RYAN CONTRACT, HONOR RESULTS, YOUNGKIN VISIT**

Source: Marketing Cloud

# UVA THIS MONTH

# YEAR TO DATE UVA THIS MONTH PERFORMANCE

*Click rate rose in March approaching industry and peer benchmarks*



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 - 3/31/22



# MARCH 2022 UVA THIS MONTH



## UVA This Month

**RELEASED ON MARCH 26, 2022**  
**272,707 EMAILS DELIVERED**

**10,644 UNIQUE CLICKS**

**3.9% CLICK RATE**

*Editor's note: With the return of spring and the hopeful trajectory for COVID-19 in Charlottesville, mask restrictions are relaxing, and we're enjoying a breath of fresh air on Grounds. March is a time of renewal. UVA said "yes" to its final group of applicants to the Class of 2026, making offers to 9,522 excited students in total. UVA Today also shared stories this month about students voting to revise the honor system, a new all-inclusive orthopedic center, the domestic effects of the war in Ukraine, and more.*



(Photo by Matt Riley, UVA Athletics)

### 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

**THANK YOU**