

APRIL 2022 COMMUNICATIONS SUMMARY

UNIVERSITY COMMUNICATIONS

EXECUTIVE SUMMARY

UVA TODAY

Cumulative YTD pageviews climbed to **4,633,488 million** by the end of April

Email was the greatest driver of site traffic to UVA Today in April, channeling **34.18%** of pageviews to the site

The top performing UVA Today story, YTD22, gained **150,699 pageviews**

DAILY REPORT

Daily Report click rate **remains competitive** with both industry and peer benchmarks in April

UVA THIS MONTH

Click rate **declined** in April trending away from industry and peer benchmarks

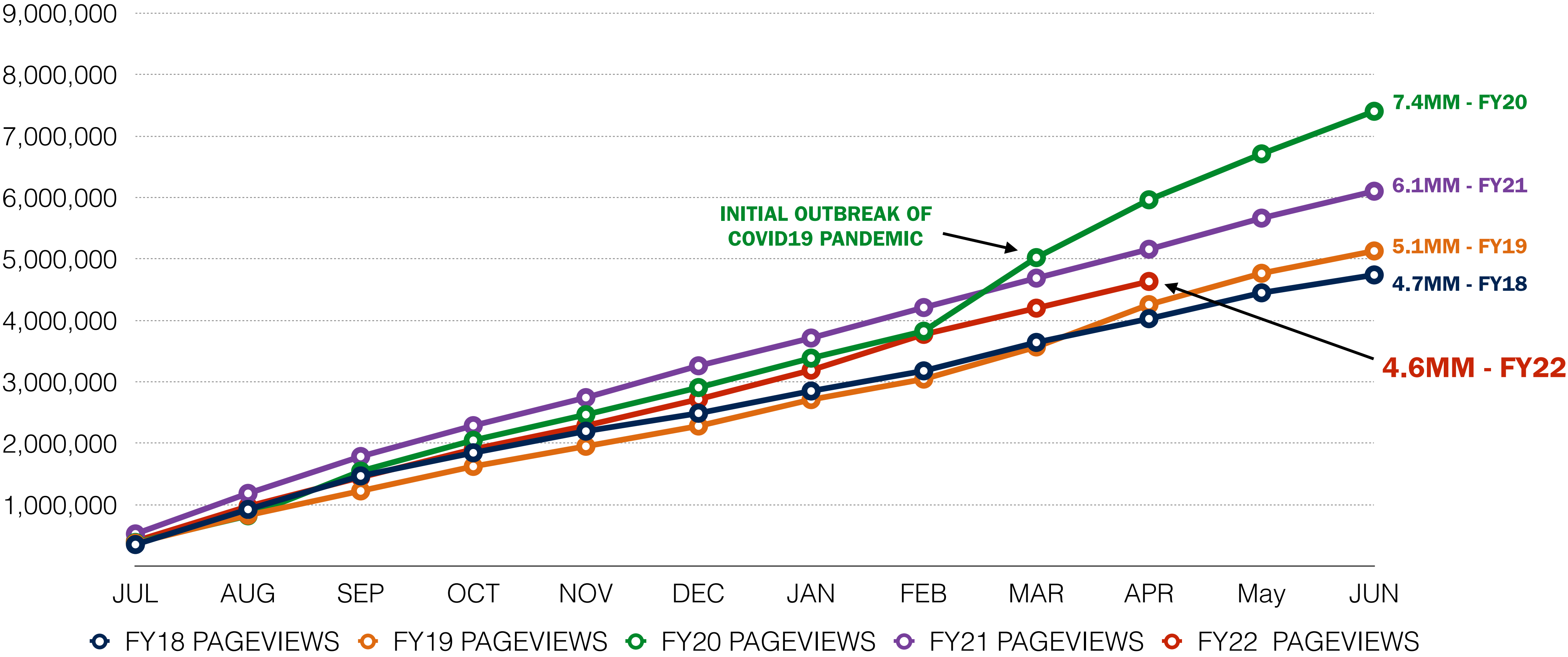
RESEARCH DIGEST

Click rate **declined** in April trending away from industry and peer benchmarks

UVA TODAY

UVA TODAY CUMULATIVE PAGEVIEWS: FY18 - FY22

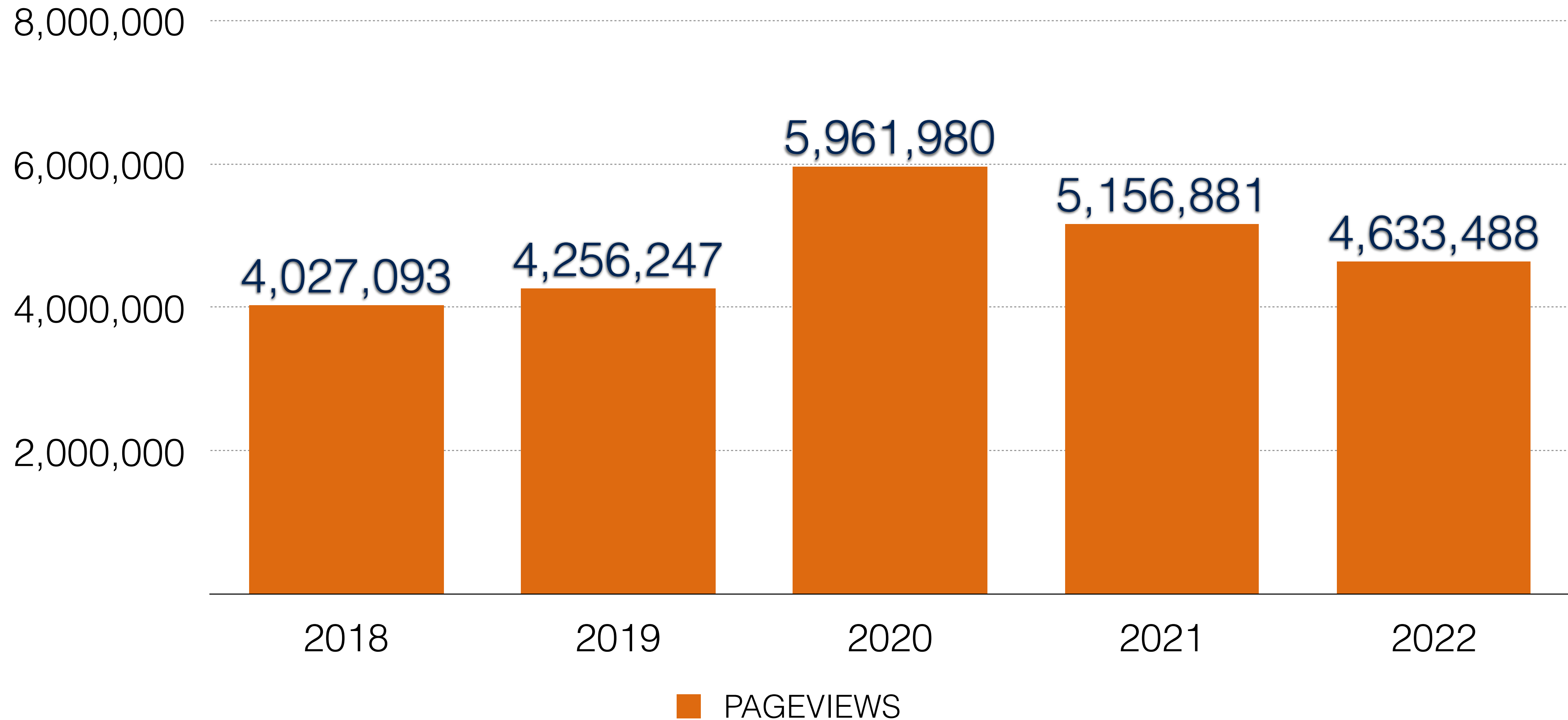
The below graph shows FY18 through April of FY22 cumulative pageviews



Source: Google Analytics
Date Range: 7/1/17 - 4/30/22

UVA TODAY CUMULATIVE PAGEVIEWS: FY18 - FY22

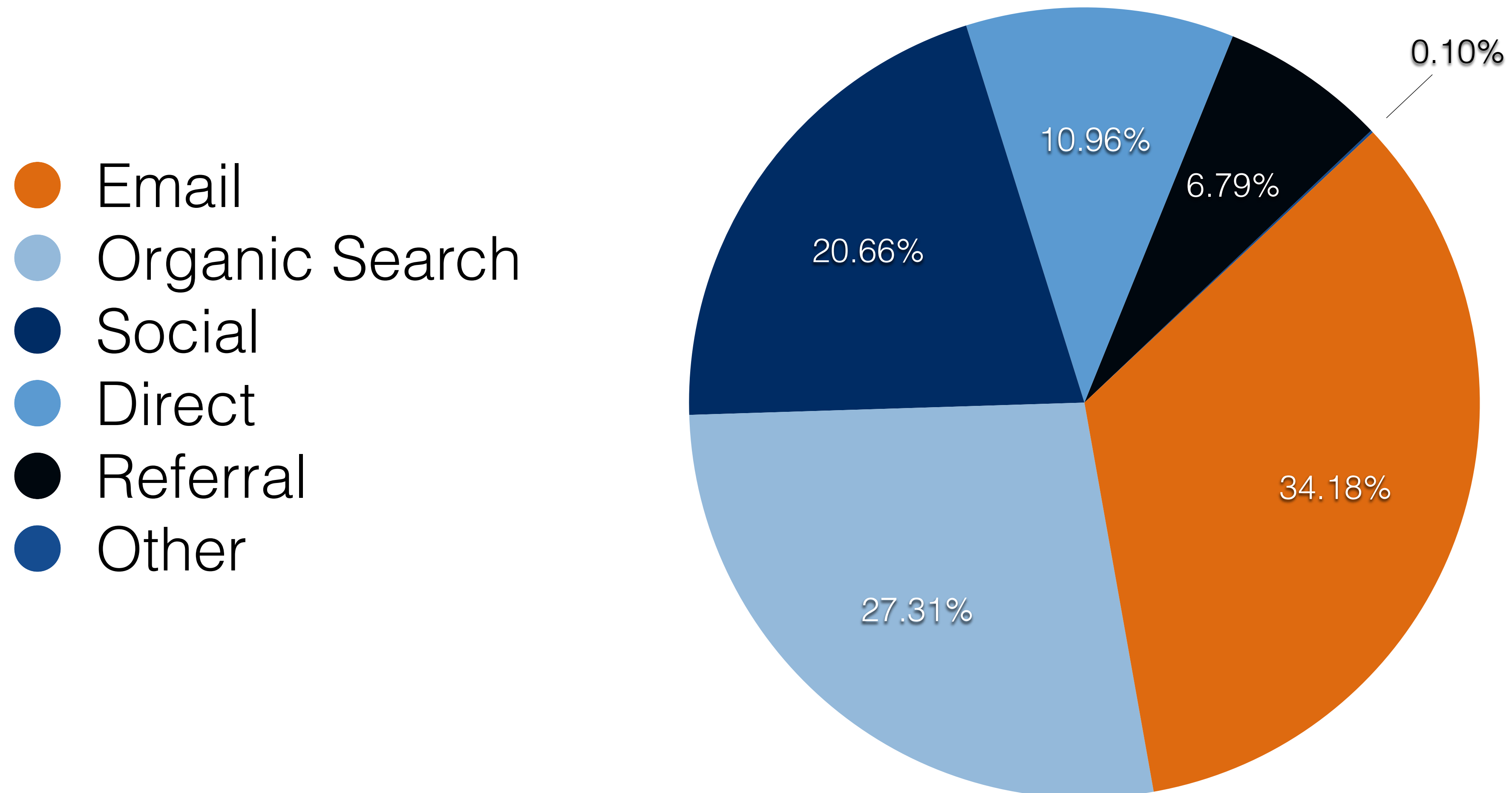
The below graph shows cumulative pageviews through April of each fiscal year



Source: Google Analytics
Date Range: 7/1/17 - 4/30/22

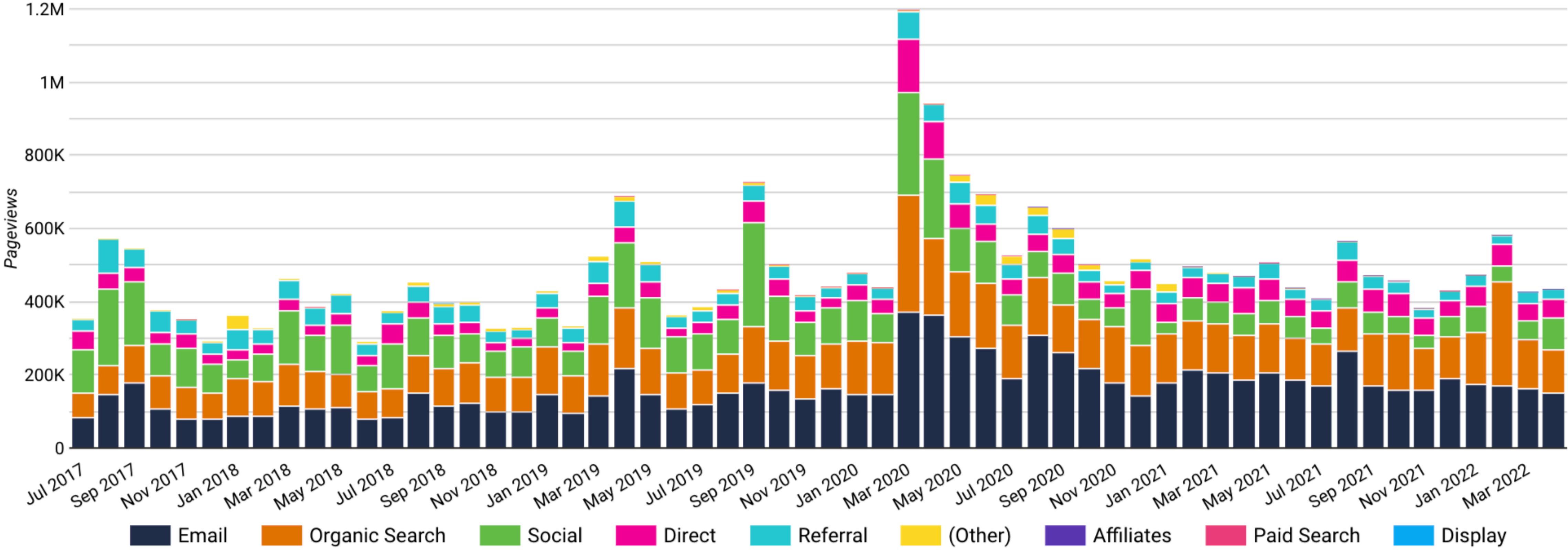
PERCENTAGE OF TOTAL UVA TODAY PAGEVIEWS BY CHANNEL FOR APRIL

Email was the greatest driver of site traffic to UVA Today in April



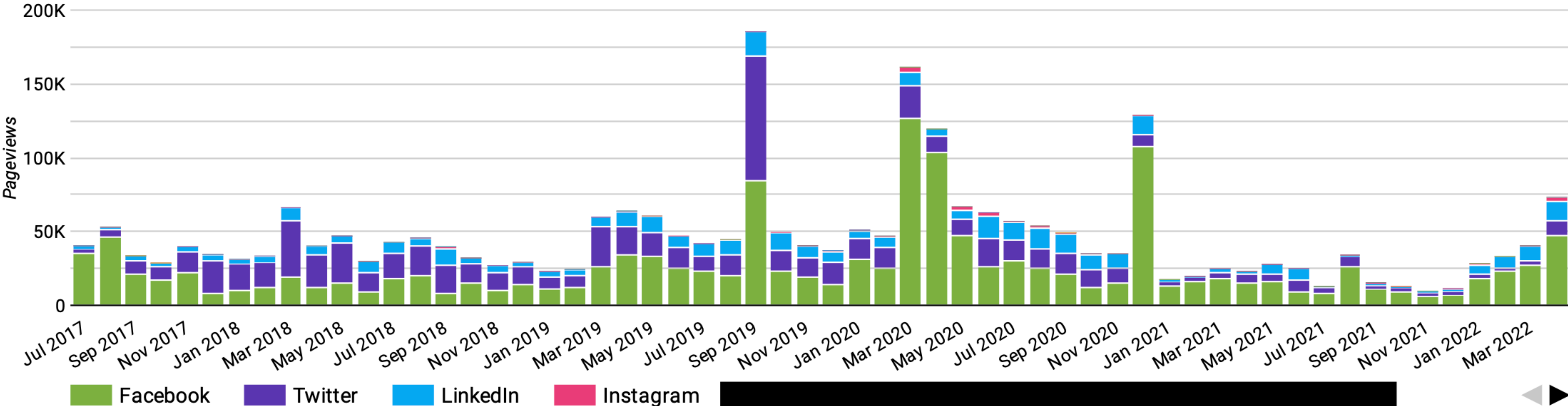
Source: Google Analytics
Date Range: 4/1/22 - 4/30/22

UVA TODAY PAGEVIEWS BY CHANNEL GROUPING: FY18 - APRIL FY22



Source: Google Analytics
Date Range: 7/1/17 - 4/30/22

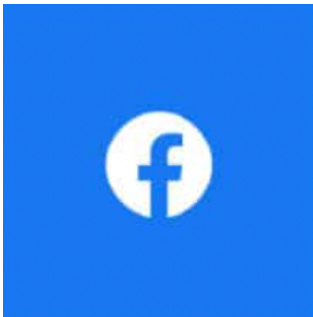
UVA TODAY PAGEVIEWS BY SOCIAL CHANNEL: FY18 - APRIL FY22



Source: Google Analytics
Date Range: 7/1/17 - 4/30/22

BREAKDOWN OF SOCIAL PAGEVIEWS BY PLATFORM

Number of pageviews each social platform contributed to the total number of social pageviews during April



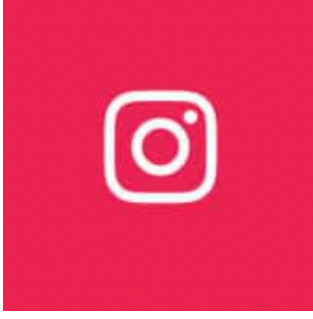
FACEBOOK:
50,450 PAGEVIEWS



LINKEDIN:
16,343 PAGEVIEWS



TWITTER:
14,521 PAGEVIEWS



INSTAGRAM:
4,213 PAGEVIEWS



REDDIT:
1,624 PAGEVIEWS



PINTEREST:
59 PAGEVIEWS

Source: parse.ly
Date Range: 4/1/22 - 4/30/22

TOP PERFORMING UVA TODAY STORIES - FY 2021

Below are the top 15 stories by pageviews on UVA Today during FY21
Note: to be used for comparison in conjunction with the following slide*

**TOTAL PAGEVIEWS FROM
TOP 15 STORIES:
629,073**

| STORY | PAGEVIEWS |
|------------------------------------------------------------------------------------------------|-----------|
| Exercise May Protect Against Deadly COVID-19 Complication, Research Suggests UVA Today | 132,815 |
| Video: Ryan Announces Policy Changes to Slow the Spread of COVID-19 UVA Today | 54,784 |
| Black Twitter 101: What Is It? Where Did It Originate? Where Is It Headed? UVA Today | 47,641 |
| UVA Delays In-Person Instruction, Move-In for Undergraduates by Two Weeks UVA Today | 43,683 |
| UVA Releases Early Decision Notifications to First Members of the Class of 2025 UVA Today | 43,400 |
| Is a Peloton Worth It? An Engineering Professor Weighs In On the Craze UVA Today | 39,301 |
| 4 Things Your Teen (or Pre-Teen) Needs UVA Today | 38,332 |
| In Historic Application Year, UVA Offers Early Action Admission to More Than 6,000 UVA Today | 31,314 |
| Break the Internet: UVA Coach's Daughter Goes Viral in Work-From-Home Video UVA Today | 30,274 |
| UVA Announces Plans for In-Person Final Exercises for Classes of 2020, 2021 UVA Today | 29,628 |
| UVA Announces Details of Plan for Virus Prevention, Detection and Response UVA Today | 28,345 |
| What We Know and Don't Know About Vaccines at UVA and in Virginia UVA Today | 27,865 |
| UVA Confirms Plans to Welcome Students Back to Grounds for Fall UVA Today | 27,377 |
| Doctors Believe Secret to Defeating COVID May Be Inside This Hoo's Body UVA Today | 27,347 |
| University Unveils Early Action Decisions for UVA's Class of 2024 UVA Today | 26,967 |

* This includes the top stories by pageviews during FY21 regardless of when the story itself was published.

Source: Google Analytics
Date Range: 7/1/20 - 6/30/21

TOP PERFORMING UVA TODAY STORIES - YTD 2022

Below are the top 15 stories by pageviews on UVA Today for FY22 through April*

**TOTAL PAGEVIEWS FROM
TOP 15 STORIES:
627,075**

| STORY | PAGEVIEWS |
|-----------------------------------------------------------------------------------------------------------------|-----------|
| What Does Russia Really Want in Ukraine? UVA Today | 150,699 |
| Can a Heartburn Drug Help Doctors Treat COVID-19? UVA Today | 70,725 |
| UVA Department of Athletics Announces Largest Single Gift Commitment in Its History UVA Today | 50,247 |
| Alumnus Captures a Photo of the Rotunda That You Have to See to Believe | 44,456 |
| Russia-Ukraine Crisis: What's Going On – and Why Americans Must Pay Attention | 39,176 |
| Meet 'Team UVA': These Hoos Are Headed to the Olympics UVA Today | 32,376 |
| UVA Re-enters the Nation's Top 25 in Fresh U.S. News Rankings UVA Today | 32,215 |
| UVA Welcomes First Members of Class of 2026 With Early Decision Notifications UVA Today | 31,320 |
| 2021 UVA Holiday Video UVA Today | 26,694 |
| What's Happening at the Corner of Emmet Street and Ivy Road? UVA Today | 25,802 |
| Q&A: Vaccine Emergency Use Around the Corner for Children 5 to 11 UVA Today | 25,469 |
| Faculty Spotlight: Math Professor Is UVA Swimming's Secret Weapon | 25,319 |
| Osama bin Laden Was Killed a Decade Ago. Here's Why It Still Matters. UVA Today | 25,117 |
| Most of Us Forget People's Names. Here's a Way to Change That. UVA Today | 23,824 |
| This Student Competes Wednesday in the 'Jeopardy!' National College Championship | 23,636 |

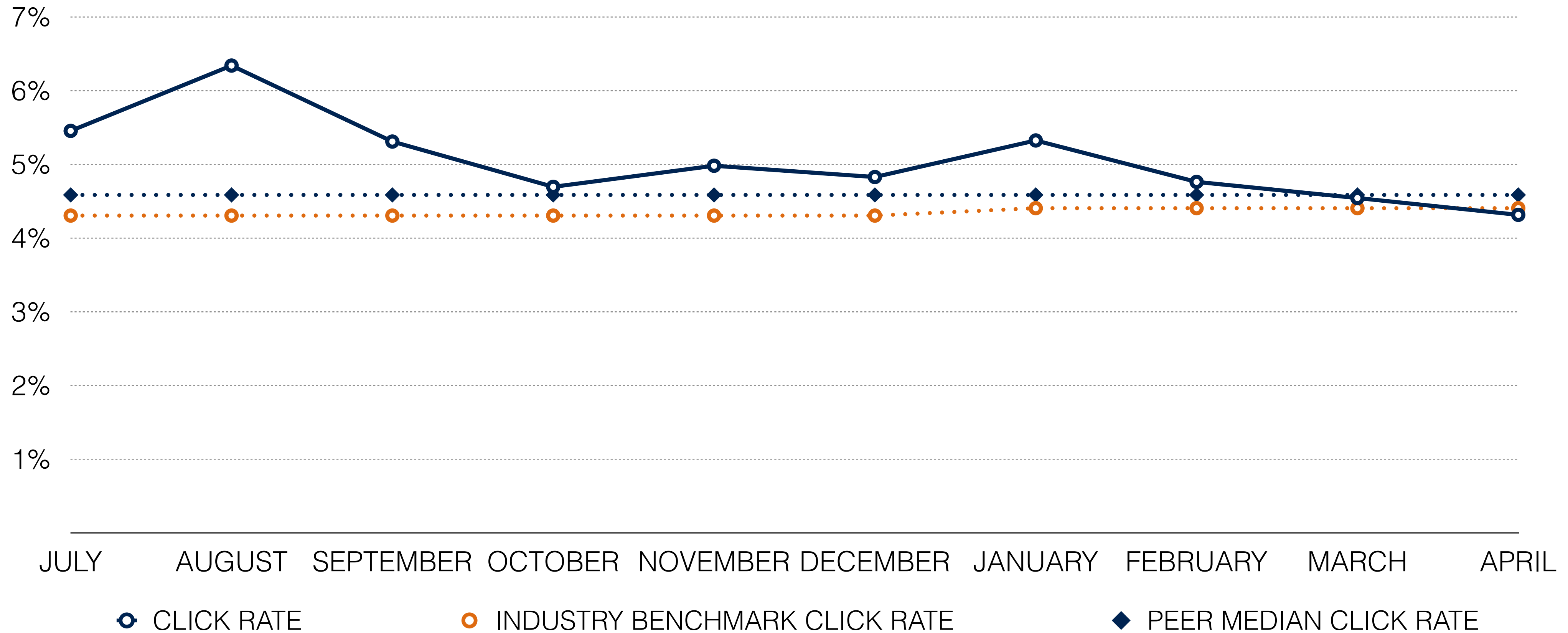
* This includes the top stories by pageviews during YTD22 regardless of when the story itself was published.

Source: Google Analytics
Date Range: 7/1/21 - 4/30/22

DAILY REPORT

YEAR TO DATE DAILY REPORT PERFORMANCE

Click rates remain competitive with industry and peer standards



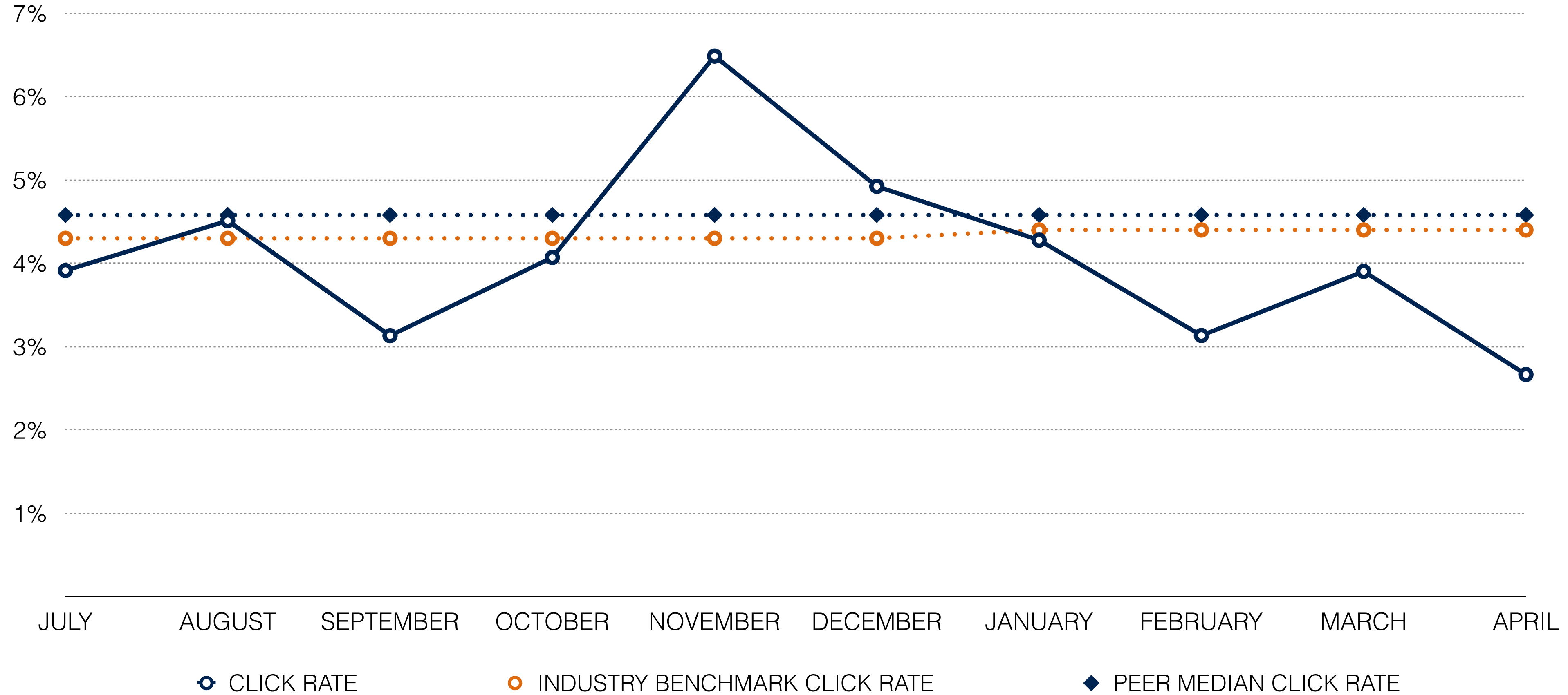
Click rate is calculated by dividing unique clicks by emails delivered
Industry benchmarks from Campaign Monitor's 2021/2022 email marketing benchmarks
Peer benchmark from Simpson Scarborough peer study

Source: Marketing Cloud
Date Range: 7/1/21 - 4/30/22

UVA THIS MONTH

YEAR TO DATE UVA THIS MONTH PERFORMANCE

Click rate declined in April trending away from industry and peer benchmarks



● CLICK RATE

○ INDUSTRY BENCHMARK CLICK RATE

◆ PEER MEDIAN CLICK RATE

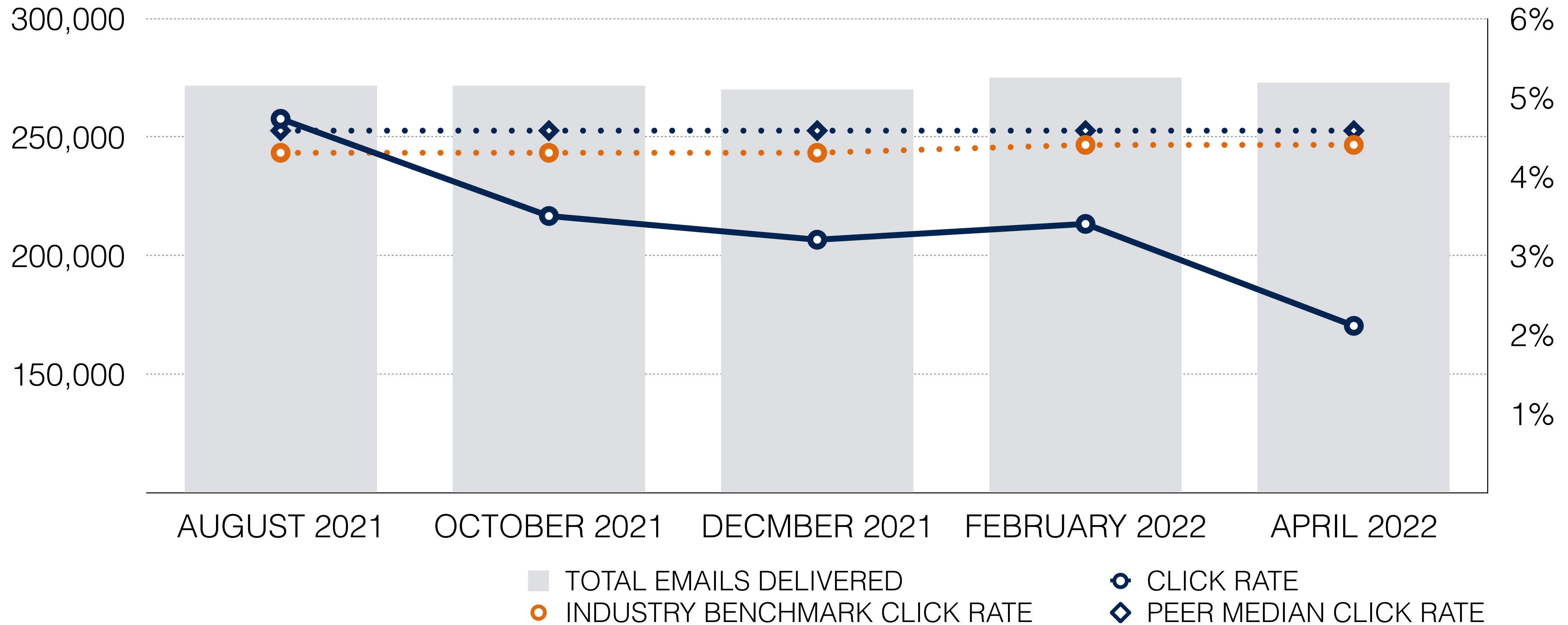
Click rate is calculated by dividing unique clicks by emails delivered
Industry benchmarks from Campaign Monitor's 2021/2022 email marketing benchmarks
Peer benchmark from Simpson Scarborough peer study

Source: Marketing Cloud
Date Range: 7/1/21 - 4/30/22

RESEARCH DIGEST

YEAR TO DATE RESEARCH DIGEST PERFORMANCE

Click rate for April's Research Digest decreased, trending away from 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: 8/1/21 - 4/30/22

THANK YOU