

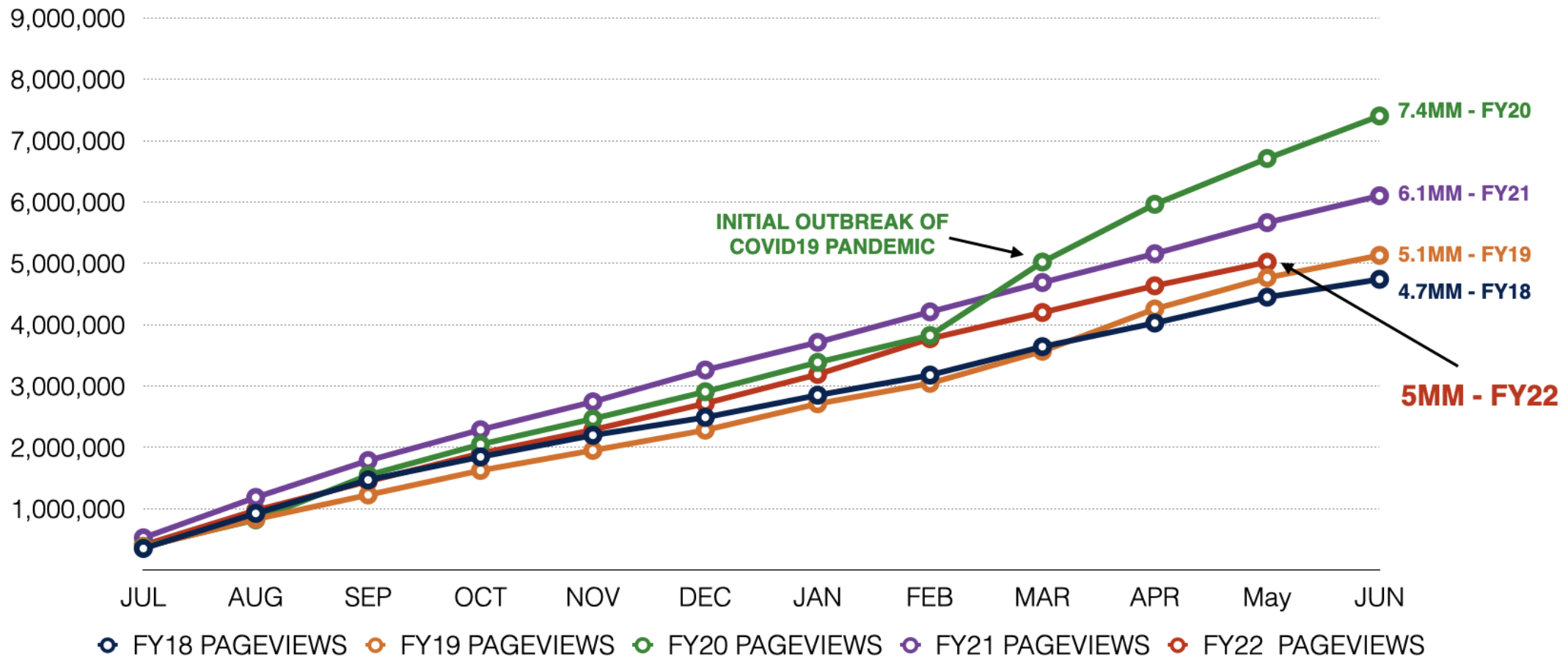
MAY 2022 COMMUNICATIONS SUMMARY

UNIVERSITY COMMUNICATIONS

FYTD

UVA TODAY CUMULATIVE PAGEVIEWS: FY18 - FY22

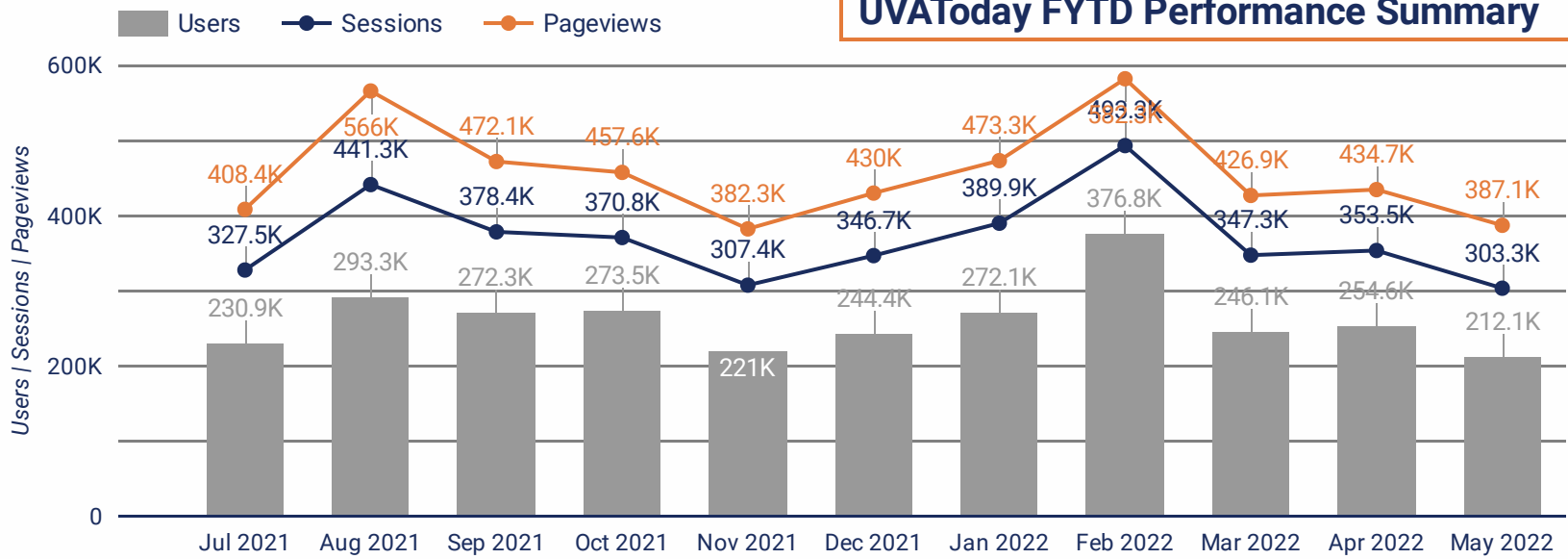
The below graph shows FY18 through May of FY22 cumulative pageviews



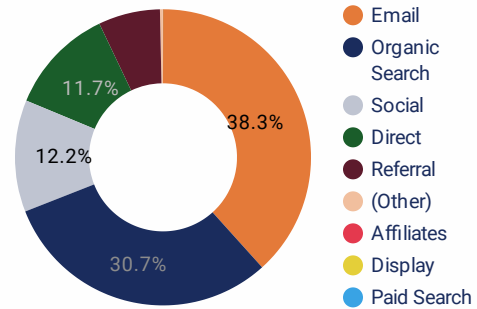
Source: Google Analytics
Date Range: 7/1/17 - 5/31/22

UVAToday FYTD Performance Summary

Jul 1, 2021 - May 31, 2022



Users 2.6M ↓ -0.2%	Sessions 4.1M ↓ -6.3%
Pageviews 5.0M ↓ -11.4%	Pages / Session 1.24 ↓ -5.4%
Avg. Time on Page 00:04:14 ↑ 12.7%	Bounce Rate 78.2% ↑ 19.6%

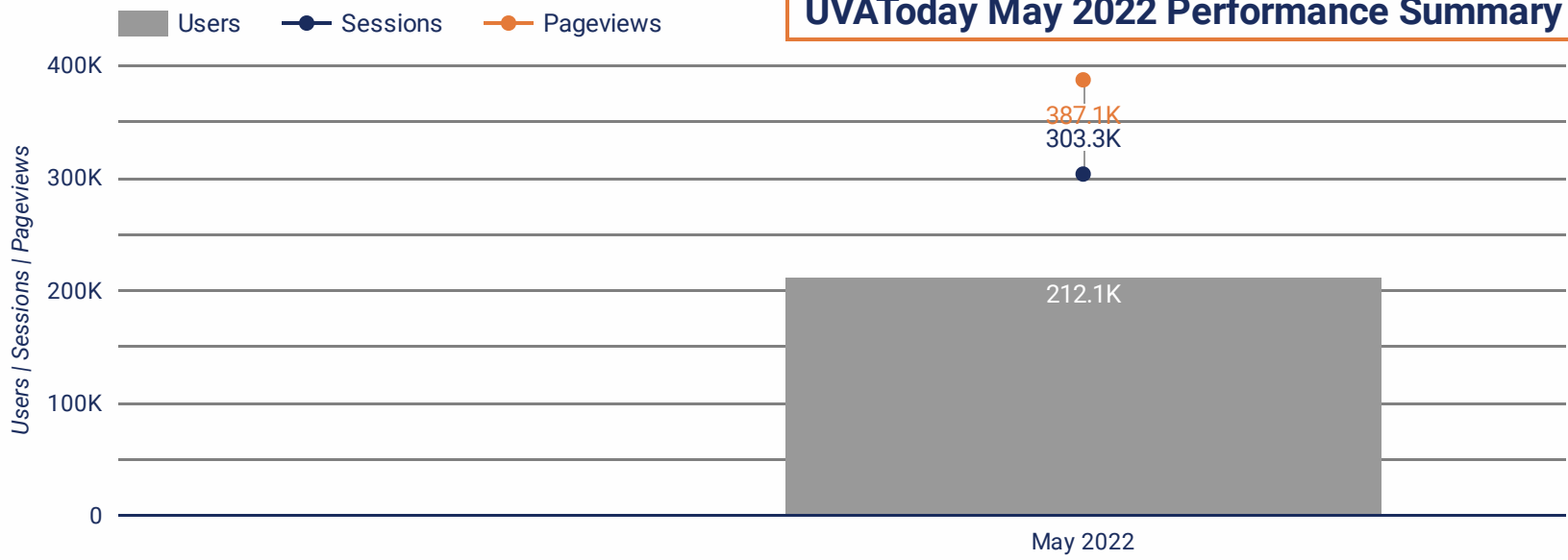


Default Channel Group	Pageviews	% Δ	Users	% Δ	Sessions	% Δ
1. Email	1.9M	-15.7% ↓	610K	-15.7% ↓	1.5M	-16.4% ↓
2. Organic Search	1.5M	1.8% ↑	1.1M	21.5% ↑	1.3M	19.8% ↑
3. Social	613.4K	-21.4% ↓	439.9K	-14.8% ↓	552.9K	-14.4% ↓
4. Direct	585.6K	3.2% ↑	403.3K	10.0% ↑	479.2K	8.9% ↑
5. Referral	338.6K	-9.5% ↓	176.9K	-7.6% ↓	236.5K	-12.1% ↓
6. (Other)	15.7K	-89.2% ↓	7K	-92.1% ↓	12.7K	-90.4% ↓
7. Affiliates	1K	54.8% ↑	416	4.8% ↑	540	10.7% ↑

Page Title	Pageviews	Avg. Time on Page	Users	Sessions
1. What Does Russia Really Want in Ukraine? UVA Today	151.3K	09:39	130.9K	142.8K
2. Can a Heartburn Drug Help Doctors Treat COVID-19? UVA Today	71.2K	03:16	53.5K	57.9K
3. UVA Department of Athletics Announces Largest Single Gift Commitment in Its History UVA T...	51.3K	03:38	44K	47.1K
4. Alumnus Captures a Photo of the Rotunda That You Have to See to Believe	44.6K	06:26	36.7K	39.2K
5. Russia-Ukraine Crisis: What's Going On – and Why Americans Must Pay Attention	39.5K	08:45	32.2K	36.3K
6. UVA Re-enters the Nation's Top 25 in Fresh U.S. News Rankings UVA Today	32.5K	01:50	25.3K	26.2K
7. Meet 'Team UVA': These Hoos Are Headed to the Olympics UVA Today	32.4K	04:19	24.9K	26.7K
8. UVA Welcomes First Members of Class of 2026 With Early Decision Notifications UVA Today	31.6K	03:58	25.2K	26.9K
9. Osama bin Laden Was Killed a Decade Ago. Here's Why It Still Matters. UVA Today	28.1K	06:31	25.2K	26.2K
10. 2021 UVA Holiday Video UVA Today	26.7K	03:10	20.8K	21.7K

UVAToday May 2022 Performance Summary

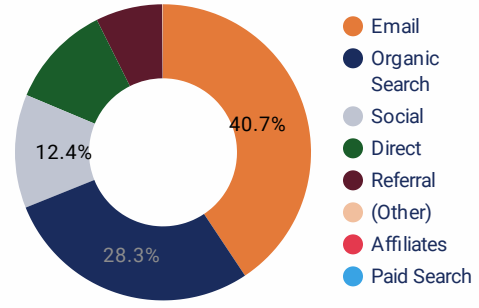
May 1, 2022 - May 31, 2022



Users: 212.1K (-18.4%)
Sessions: 303.3K (-17.5%)

Pageviews: 387.1K (-23.6%)
Pages / Session: 1.28 (-7.4%)

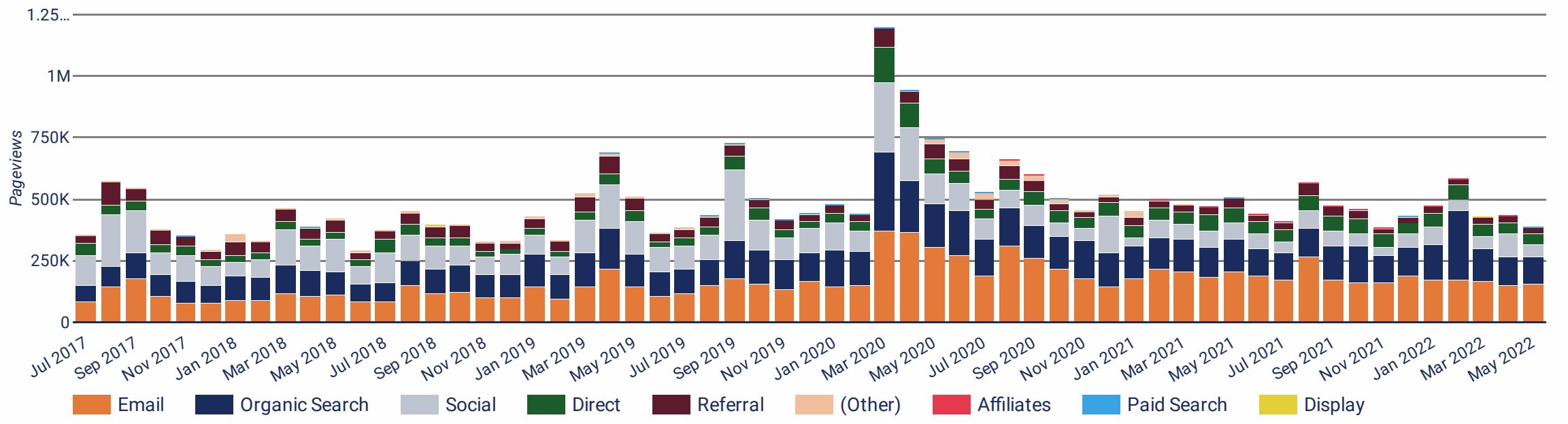
Avg. Time on Page: 00:03:28 (5.8%)
Bounce Rate: 81.4% (23.3%)



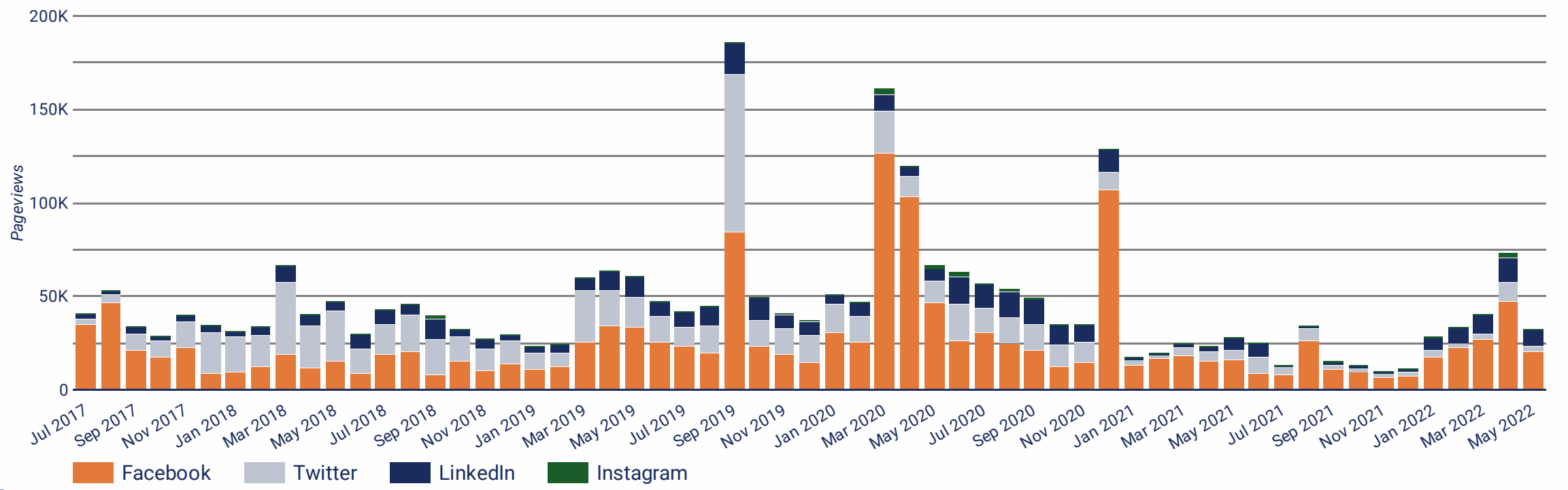
Default Channel Grouping	Pageviews	% Δ	Users	% Δ	Sessions	% Δ
1. Email	157.4K	-22.9%	58.4K	-26.3%	113.7K	-23.1%
2. Organic Search	109.4K	-18.6%	80K	-2.5%	92.7K	-2.6%
3. Social	48K	-24.2%	35.3K	-22.6%	41.9K	-18.9%
4. Direct	43.7K	-28.4%	30.8K	-24.9%	36.5K	-20.9%
5. Referral	28.2K	-31.6%	13.9K	-26.1%	18.2K	-27.1%
6. (Other)	401	-83.7%	287	-82.6%	341	-81.1%
7. Affiliates	4	-94.8%	4	-77.8%	4	-87.5%

Page Title	Pageviews	Avg. Time on Page	Users	Sessions
1. Final Exercises 2022	14.2K	01:45	10.4K	11.4K
2. Money Magazine Ranks UVA No. 3 Best Value in the Nation	10.5K	02:14	9.1K	9.2K
3. After Two Unusual Years, UVA Set to Celebrate Return to Traditional Finals Weekend	8.3K	04:48	6K	6.4K
4. Faculty Q&A: In SCOTUS Leak, 80 Suspects Amid a 'Fear of God' Workplace Culture UVA Today	8.1K	05:45	6.8K	7K
5. Jefferson Scholars Foundation Awards Record Number of Full UVA Scholarships	8K	04:43	6.3K	6.6K
6. UVA Final Exercises 2022: Memories and Moments UVA Today	7.2K	03:17	5.3K	5.3K
7. Professor's Quest Is Exploring the Roots of America's Racial Wealth Gap UVA Today	6.9K	04:35	6.2K	6.3K
8. Pollen, Pollen, Go Away: What You Need to Know in Your Battle Against Allergies	6.3K	05:31	5.4K	5.7K
9. UVA Awards Outstanding Teachers, Citing Empathy, Technology and Collaboration	5.7K	03:44	4.7K	4.8K
10. Photos: See Images From Saturday's Final Exercises	5.6K	02:20	4.6K	3.6K

UVAToday Pageviews By Channel:

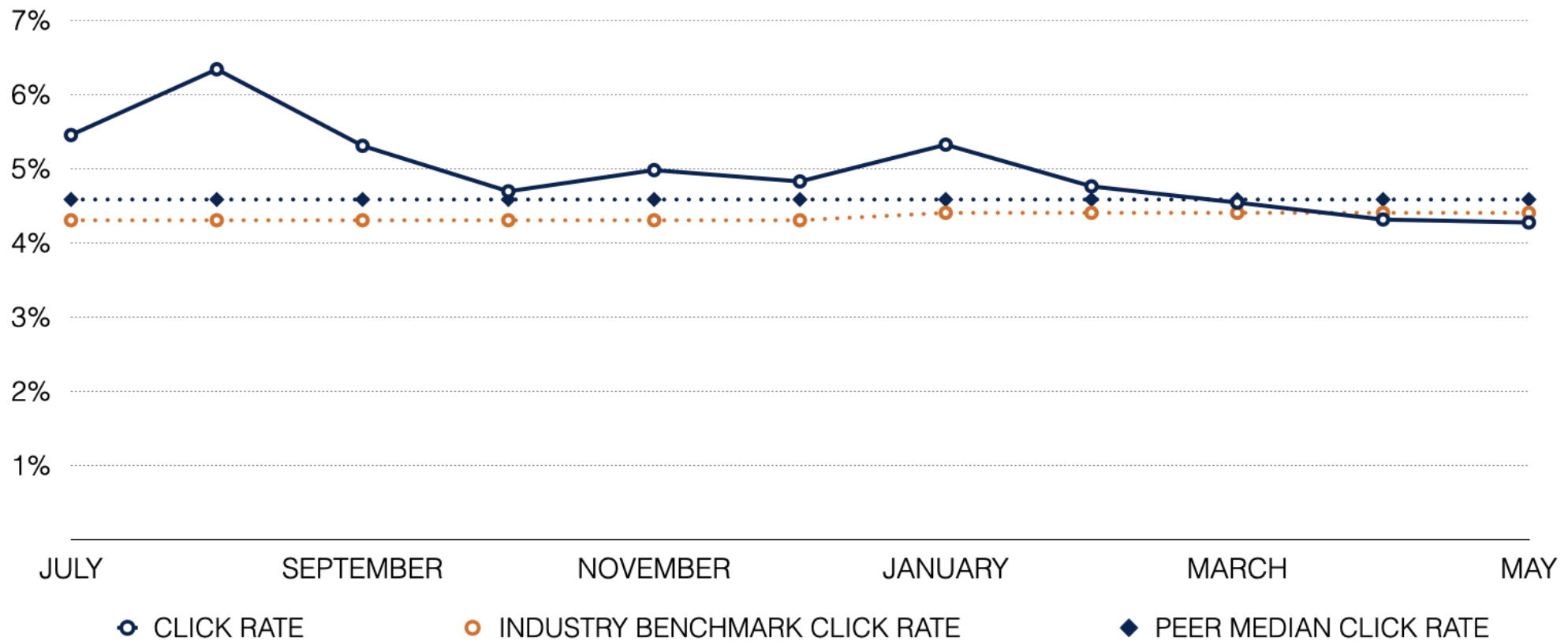


UVAToday Pageviews By Social Channel:



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 - 5/31/22

UVAToday Daily Report Performance Highlights

Top 10 UVAToday Stories FYTD:

Jul 1, 2021 - May 31, 2022

	Page Title	Pageviews
1.	What Does Russia Really Want in Ukraine? UVA Today	151.3K
2.	Can a Heartburn Drug Help Doctors Treat COVID-19? UVA Today	71.2K
3.	UVA Department of Athletics Announces Largest Single Gift Commitment in Its H...	51.3K
4.	Alumnus Captures a Photo of the Rotunda That You Have to See to Believe	44.6K
5.	Russia-Ukraine Crisis: What's Going On – and Why Americans Must Pay Attention	39.5K
6.	UVA Re-enters the Nation's Top 25 in Fresh U.S. News Rankings UVA Today	32.5K
7.	Meet 'Team UVA': These Hoos Are Headed to the Olympics UVA Today	32.4K
8.	UVA Welcomes First Members of Class of 2026 With Early Decision Notifications ...	31.6K
9.	Osama bin Laden Was Killed a Decade Ago. Here's Why It Still Matters. UVA Tod...	28.1K
10.	2021 UVA Holiday Video UVA Today	26.7K

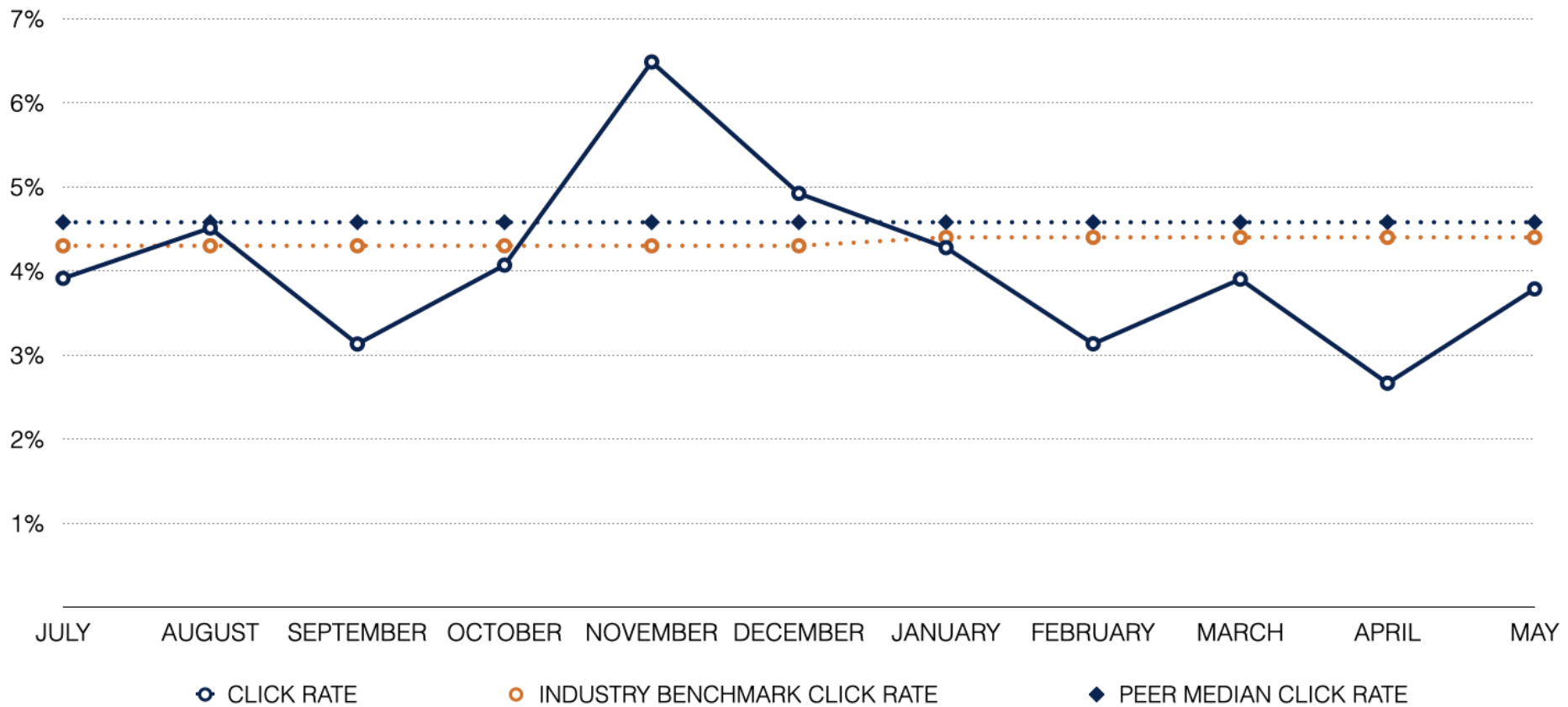
Average Daily UVAToday Daily Report Sends: **108,863**

Total UVAToday Daily Report Sends In May: **2,181,558**

Total UVAToday Daily Report Sends FYTD: **22,970,067**

YEAR TO DATE UVA THIS MONTH PERFORMANCE

Click rate increased in May trending towards 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 - 5/31/22

Thank You