

FY22-Q2 COMMUNICATIONS SUMMARY

UNIVERSITY COMMUNICATIONS

EXECUTIVE SUMMARY

UVA TODAY

Cumulative YTD pageviews rose to **2,716,401 million** by the end of FY22-Q2

Email was the greatest driver of site traffic to UVA Today in FY22-Q2, channeling **39.82%** of pageviews to the site

The top performing UVA Today story in FY22-Q2 gained **41,466 pageviews** - **Key takeaway:** this is nearly **double** that of the second top performing story at 25,305 pageviews (2021 UVA Holiday Video)

DAILY REPORT

Daily report click rates continue to **out perform** both industry and peer benchmarks in FY22-Q2

The top performing Daily Report edition gained a click rate of **over 9%** - **Key takeaway:** the top performing Daily Report click rate nearly **doubled** industry and peer benchmarks at 4.3% and 4.58% respectively

UVA THIS MONTH

Click rates **fluctuated** but remain competitive with industry and peer standards

RESEARCH DIGEST

Click rates for FY22-Q2 **dipped below** those of August and the industry and peer benchmarks - **Key takeaway: no adjustments** are needed at this time but, click rate should be followed closely to assess if future changes will be needed

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

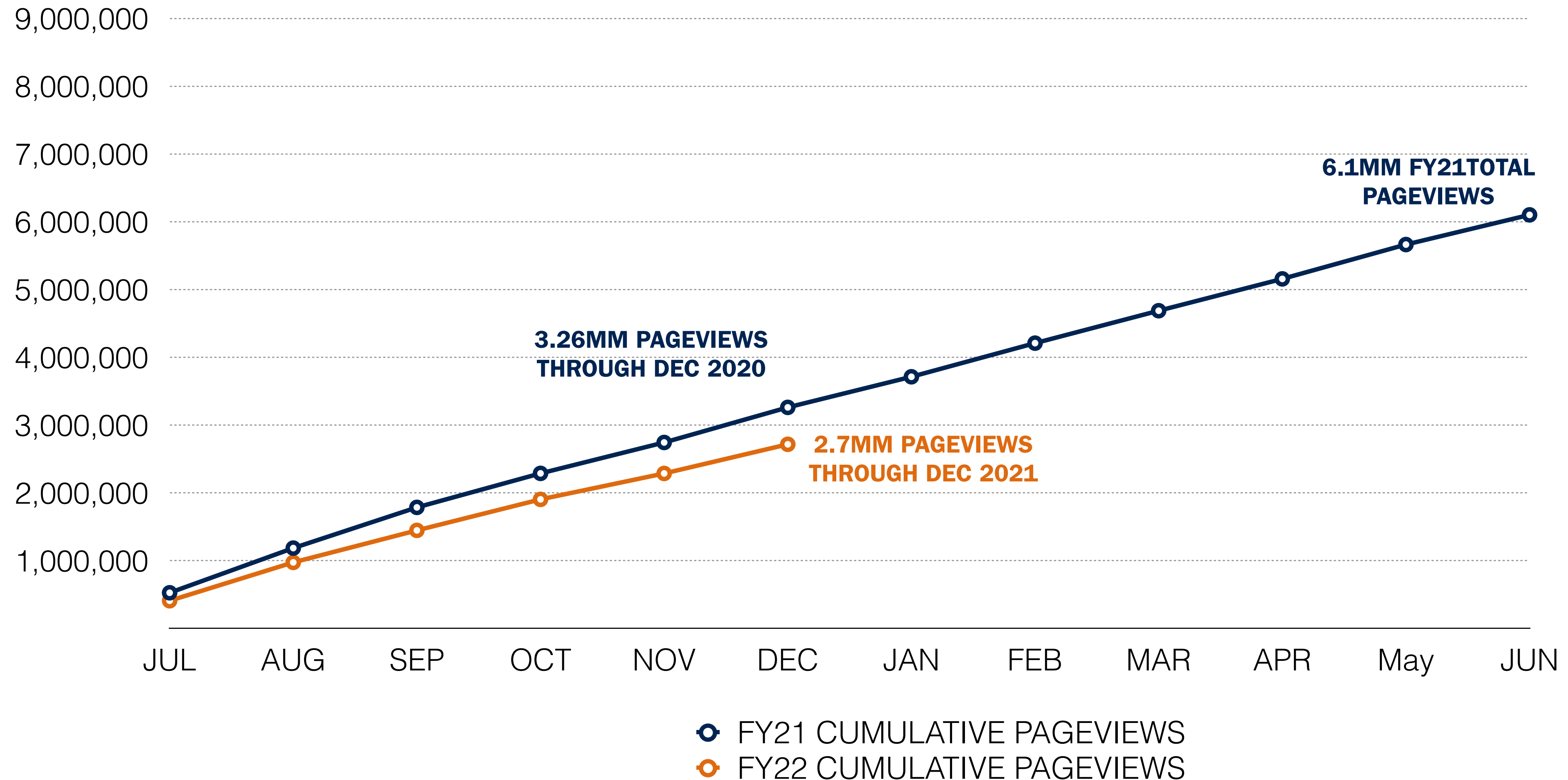
Industry standard click rate: Campaign Monitor’s 2021 education industry email marketing benchmark

Peer click rate: Simpson Scarborough 2021 peer study

UVA TODAY

UVA TODAY PAGEVIEWS - FY21 VS. FY22

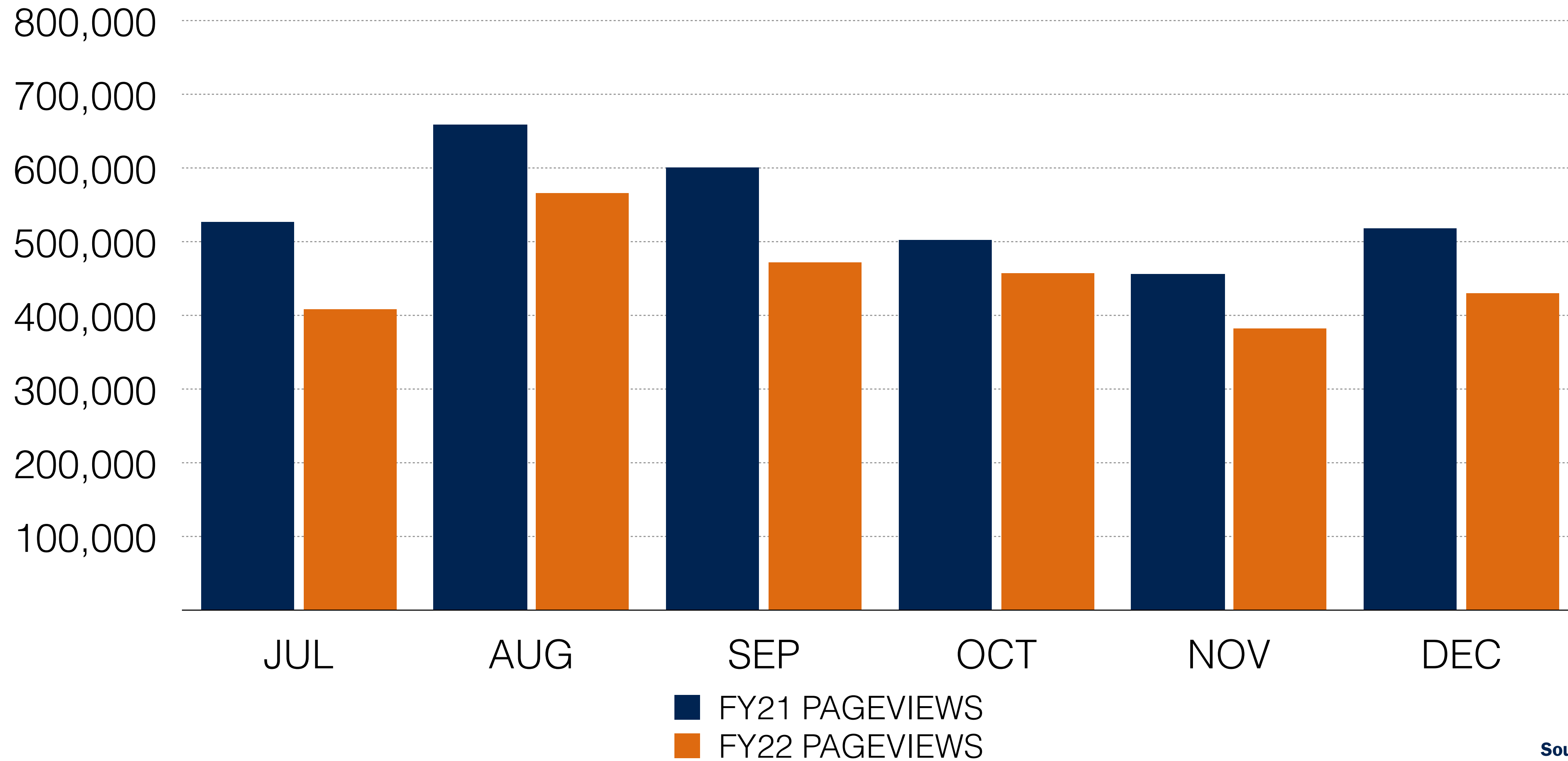
The below graph shows FY21 vs FY22 cumulative pageviews



Source: Google Analytics
Date Range: 7/1/20 - 12/31/21

UVA TODAY MONTHLY PAGEVIEWS - FY21 VS. FY22

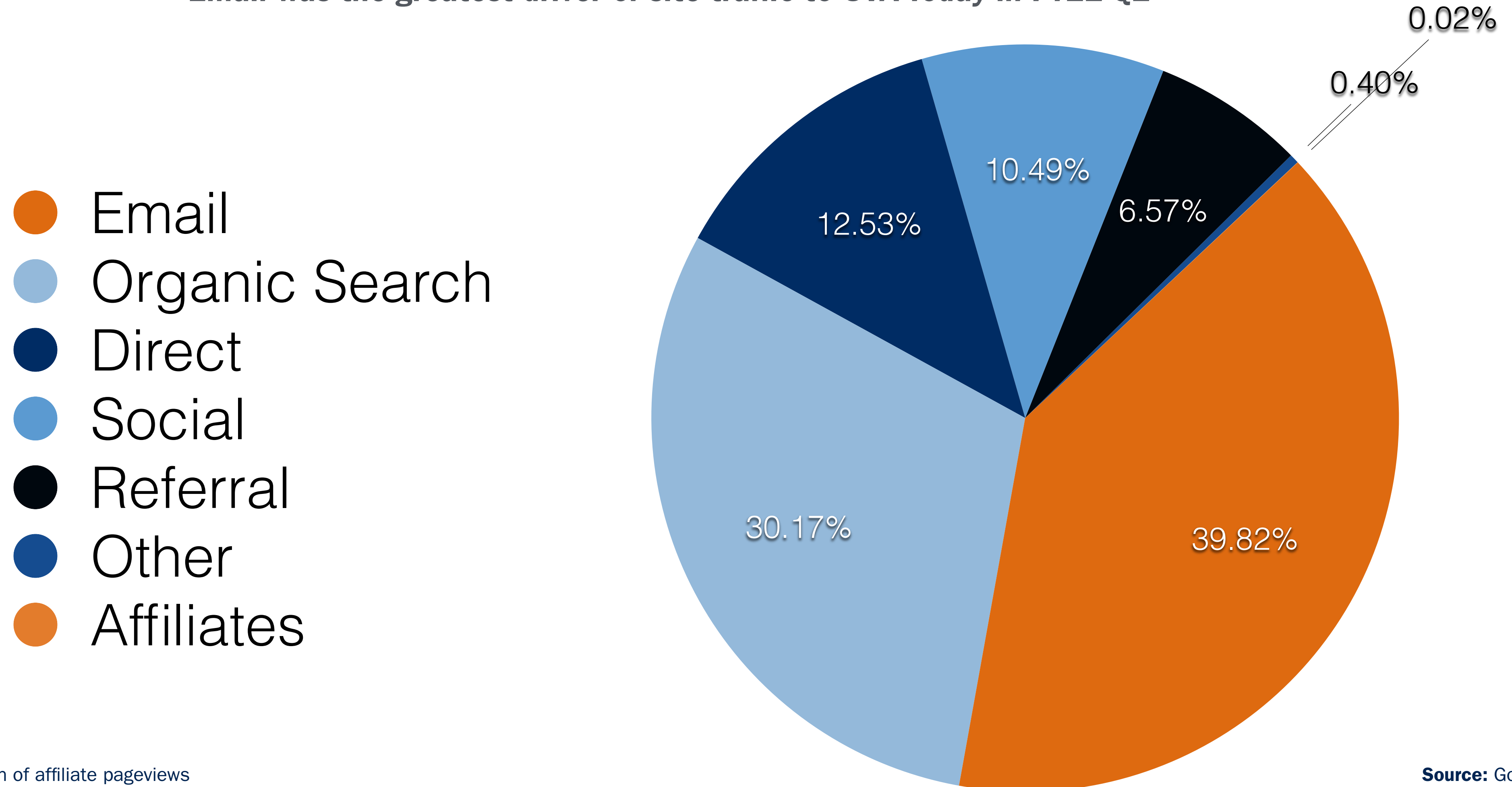
The below graph shows FY21 vs FY22 pageviews by month



Source: Google Analytics
Date Range: 7/1/20 - 12/31/20

PERCENTAGE OF TOTAL UVA TODAY PAGEVIEWS BY CHANNEL FOR FY22-Q2

Email was the greatest driver of site traffic to UVA Today in FY22-Q2



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

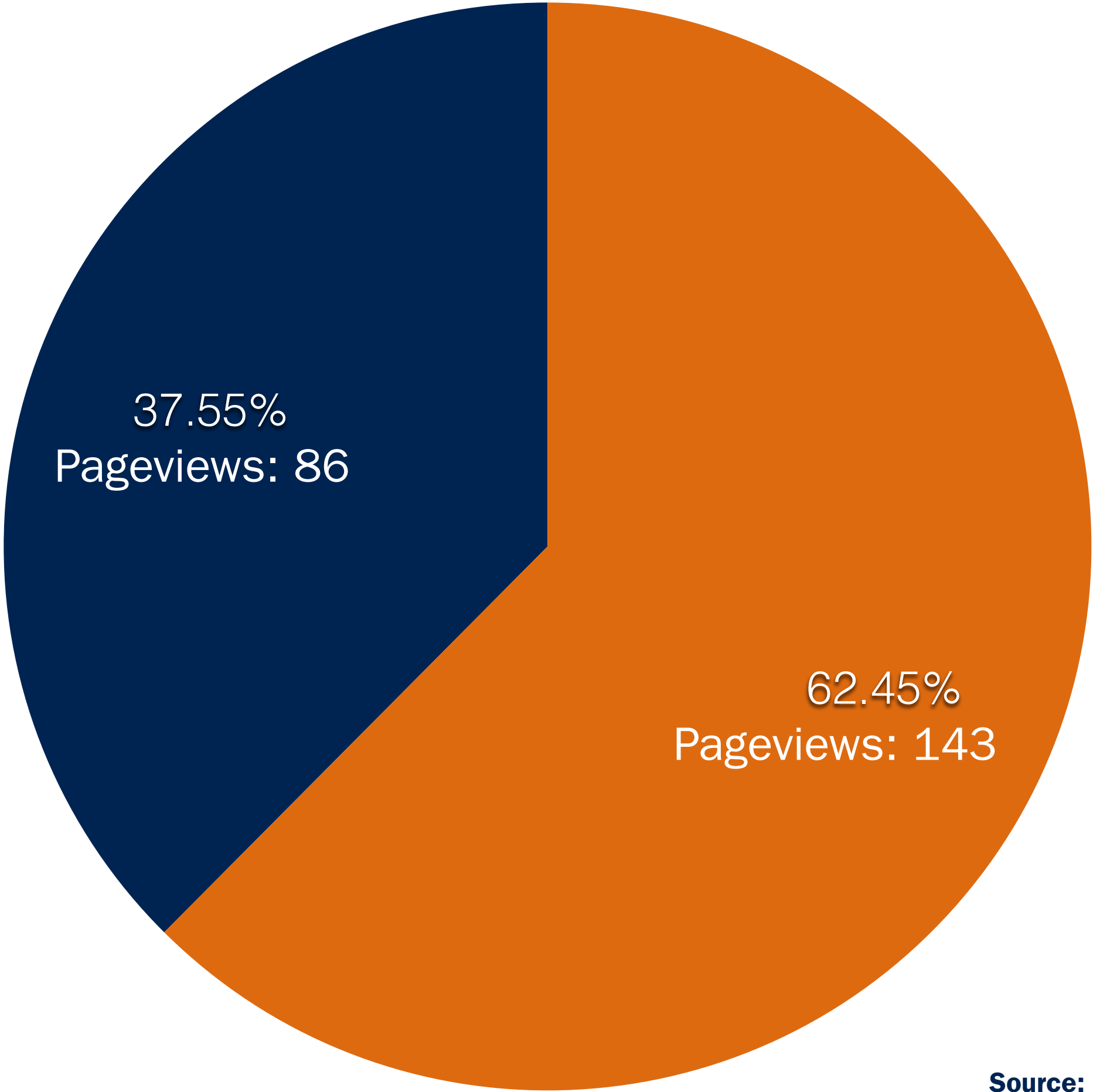
Source: Google Analytics
Date Range: 10/1/21 - 12/31/21

BREAKDOWN OF AFFILIATE PAGEVIEWS BY SOURCE

The chart displays the percentage each source contributed to affiliate pageviews during FY22-Q2

Total Affiliate Pageviews: 229

- CHRONICLE
- INSIDE HIGHER ED



ACTIVE PUBLISHED ARTICLES
CHRONICLE: WANDERING MIND
CHRONICLE: RESTORATIVE CITIES
INSIDE HIGHER ED: DEMOCRACY INSTITUTE
INSIDE HIGHER ED: WANDERING MIND

Source: Google Analytics
Date Range: 10/1/21 - 12/31/21

TOP PERFORMING UVA TODAY STORIES - FY22-Q2

*Below are the top 10 stories by pageviews on UVA Today during the second quarter of FY22**

STORY	PAGEVIEWS
Alumnus Captures a Photo of the Rotunda That You Have to See to Believe	41,466
2021 UVA Holiday Video UVA Today	25,305
Q&A: Vaccine Emergency Use Around the Corner for Children 5 to 11 UVA Today	25,301
Here Is What You Need to Know About the New Coronavirus Variant, Omicron UVA Today	19,865
The ‘Great Resignation,’ Employee Leverage and Company Response UVA Today	17,655
UVA Welcomes First Members of Class of 2026 With Early Decision Notifications UVA Today	17,068
Eating Disorders in Youth Rose During COVID – But the Signs Aren’t What Parents Might Expect UVA Today	16,789
University of Virginia Breaks Ground on Contemplative Commons UVA Today	15,223
Virginia Vintage Collection’ Includes Classic Looks Worn By Hoos Sports Legends UVA Today	14,153
Can a Heartburn Drug Help Doctors Treat COVID-19? UVA Today	12,210

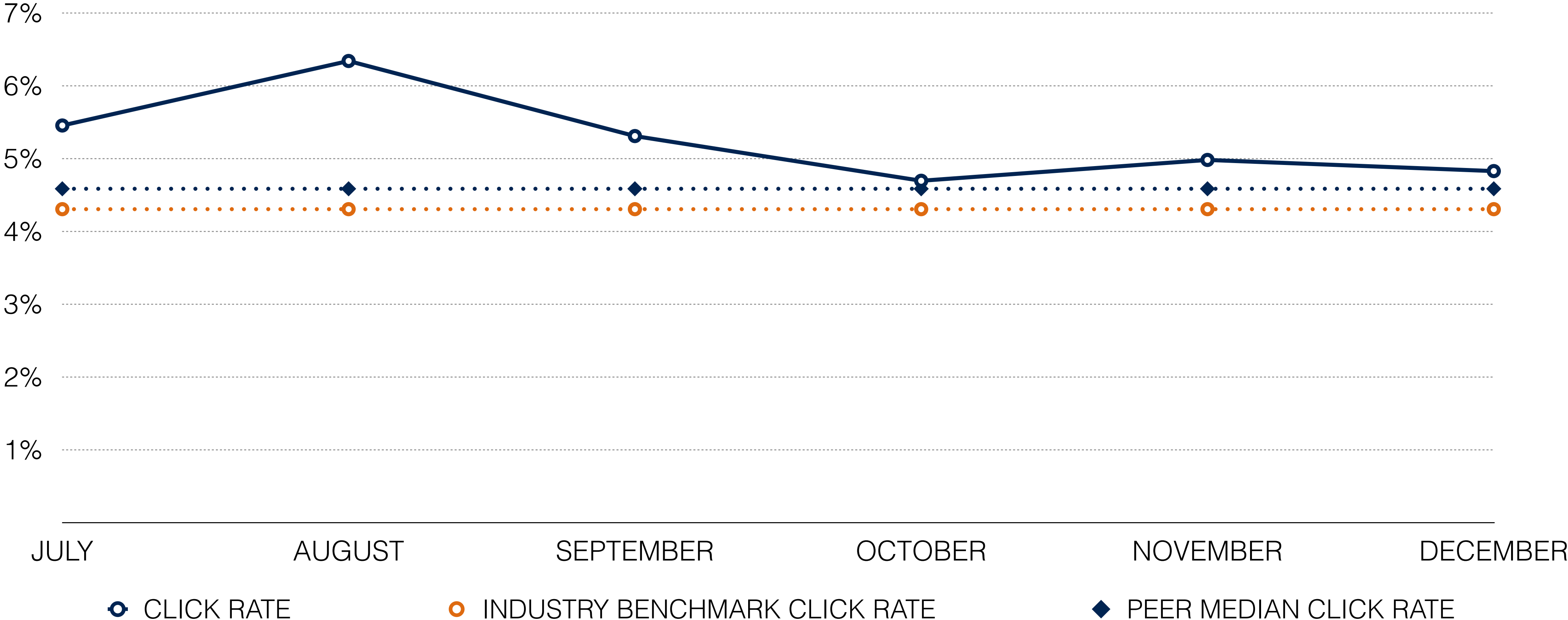
* This includes the top stories by pageviews during FY22-Q2 regardless of when the story itself was published.

Source: Google Analytics
Date Range: 10/1/21 - 12/31/21

DAILY REPORT

FY22 DAILY REPORT PERFORMANCE

Click rates continue to outperform both industry and peer benchmarks



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

Source: Marketing Cloud
Date Range: 7/1/21 - 12/31/21

TOP PERFORMING DAILY REPORT EDITION BY CLICK RATE - FY22-Q2

9.066% CLICK RATE



UVAToday
DAILY REPORT



Alumnus Captures a Photo of the Rotunda That You Have to See to Believe

See the image here, and find out the fascinating story behind how he captured it. [MORE >](#)

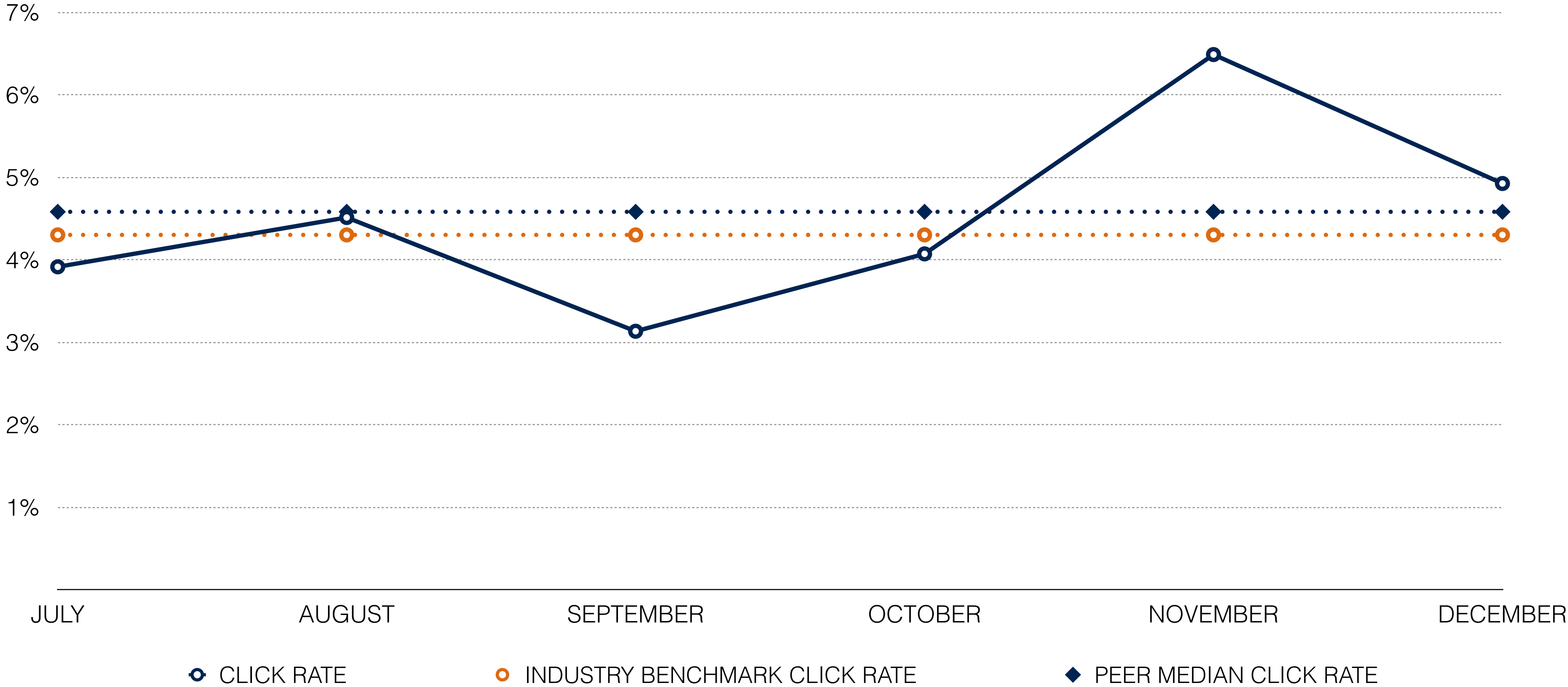
EMAIL SEND DATE: 12/15/21

SUBJECT LINE: ASTRONOMICAL VILLAGE, ELLIOTT ERA, NURSE BURNOUT

UVA THIS MONTH

YEAR TO DATE UVA THIS MONTH PERFORMANCE

Click rates fluctuate but 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 email marketing benchmark.
Peer benchmark from Simpson Scarborough peer study.

Source: Marketing Cloud
Date Range: 7/1/21 - 12/31/21

OCTOBER 2021 UVA THIS MONTH

 UNIVERSITY of VIRGINIA

UVA This Month

Editor's note: Although the days are getting colder, October gave us a vision of a verdant future with news about lush new areas of Grounds, spaces designed with mental health in mind, and a cohort of exceptional new faculty to help us get there. We also have stories about a spooky, beloved building; resurrecting vintage looks; racecars that drive themselves and much more below.

RELEASED ON OCTOBER 30, 2021
269,295 EMAILS DELIVERED

10,964 UNIQUE CLICKS

4.1% CLICK RATE



(Photo by Dan Addison, University Communications)

TOP 5 MOST-CLICKED STORIES IN OCTOBER UVA THIS MONTH

VIRGINIA VINTAGE COLLECTION' INCLUDES CLASSIC LOOKS WORN BY HOOS SPORTS LEGENDS

THINGS THAT GO BUMP IN THE NIGHT, ON AND OFF GROUNDS

HIS HAND SHOOK UNCONTROLLABLY UNTIL UVA'S FOCUSED ULTRASOUND STOPPED THE TREMOR

FACULTY MEMBERS FILL RANKS IN STRATEGIC AREAS, FROM DEMOCRACY TO SUSTAINABILITY

Q&A: PROFESSOR'S LONG-HELD CONTENTIONS CONFIRMED BY FACEBOOK WHISTLEBLOWER

Source: Marketing Cloud

NOVEMBER 2021 UVA THIS MONTH

UNIVERSITY of VIRGINIA

UVA This Month

Editor's note: This November, as the end of the semester approaches, we felt the winds of change in the air. Young children started receiving COVID-19 vaccinations, workers reassessed their career goals, and a new purpose was found for an old tree. In this edition, find out why eating disorders can be hard to recognize, who's in charge of the Honor System, how to be proactive about climate change, and more.



(Photo by Sanjay Suchak, University Communications)

RELEASED ON NOVEMBER 27, 2021
269,103 EMAILS DELIVERED

17,462 UNIQUE CLICKS

6.5% CLICK RATE

TOP 5 MOST-CLICKED STORIES IN NOVEMBER UVA THIS MONTH

- THE 'GREAT RESIGNATION,' EMPLOYEE LEVERAGE AND COMPANY RESPONSE
- EATING DISORDERS IN YOUTH ROSE DURING COVID – BUT THE SIGNS AREN'T WHAT PARENTS MIGHT EXPECT
- TINA FEY RETURNS TO UVA CLASSROOM
- FALL IS IN THE AIR ON GROUNDS
- A TULIP POPLAR TREE GETS A SECOND LIFE AS A TABLE, THANKS TO ARCHITECTURE STUDENTS

Source: Marketing Cloud

DECEMBER 2021 UVA THIS MONTH

 UNIVERSITY of VIRGINIA

UVA This Month

Editor's note: As the new year approaches, the future looks bright for the University of Virginia. Below, read about a new football coach who is "the total package," an alumnus who created a photo of Grounds that is out of this world, and an undergrad who is planning her fourth fantasy novel. We also offer tips for parents of tots and teens. We can tell you how the newest Hoos got their good news, and more.

RELEASED ON DECEMBER 18, 2021
268,417 EMAILS DELIVERED

13,220 UNIQUE CLICKS

4.9% CLICK RATE

TOP 5 MOST-CLICKED STORIES IN DECEMBER UVA THIS MONTH

ALUMNUS CAPTURES A PHOTO OF THE ROTUNDA THAT YOU HAVE TO SEE TO BELIEVE

TRUE HOOS KNOW HOW A GOLDEN RETRIEVER, MOPED GANG AND LIT LAWN ARE CONNECTED

BRIGHTER THAN EVER': A 20TH LIGHTING OF THE LAWN FOR THE HISTORY BOOKS

BORN TO WRITE: MEET THE UNDERGRAD WHO HAS ALREADY PUBLISHED THREE FANTASY NOVELS

UVA DISCOVERS HARMFUL INFLAMMATION TRIGGER IN LUPUS, MACULAR DEGENERATION



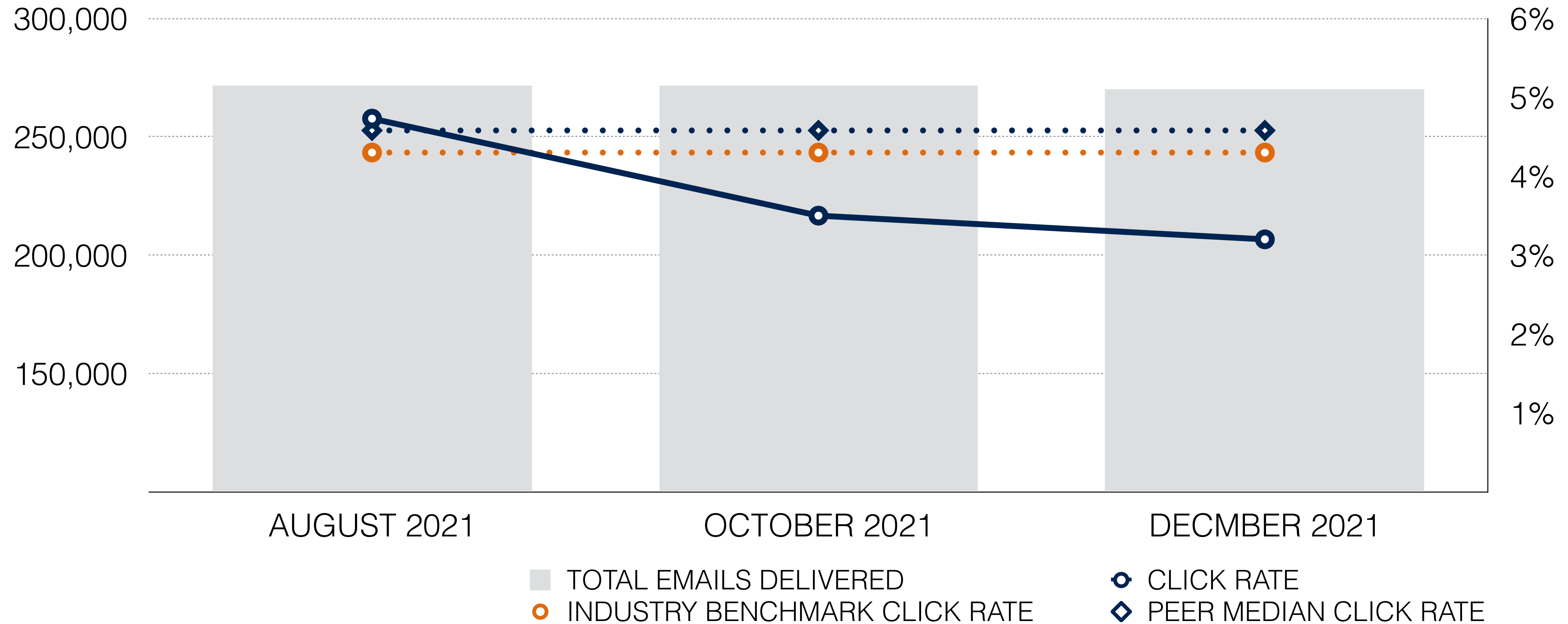
(Photo by Sanjay Suchak, University Communications)

Source: Marketing Cloud

RESEARCH DIGEST

FY22 RESEARCH DIGEST PERFORMANCE

Click rates for FY22-Q2 dipped below those of August and the industry and peer benchmarks



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

Source: Marketing Cloud
 Date Range: 8/1/21 - 12/31/21

OCTOBER 2021 RESEARCH DIGEST

UNIVERSITY of VIRGINIA



Editor's note: After more than a year and a half in a pandemic, many of us have had more time than ever to focus on our homes and neighborhoods and how they might be improved. Our main story features a UVA architecture professor whose timely new book envisions "green" and "blue" cities that are designed to benefit mental health.

Also in this issue: a UVA doctor on COVID vaccinations for children, a breakthrough in Alzheimer's research, and an obesity-causing gene discovery that could lead to drugs to prevent weight gain.

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

A New Way to Design Urban Areas for Mental Health



Story by Jane Kelly • Design by Meredith Michael Smith

RELEASED ON OCTOBER 23, 2021
274,273 EMAILS DELIVERED

9,540 UNIQUE CLICKS

3.5% CLICK RATE

TOP 5 MOST-CLICKED STORIES IN OCTOBER RESEARCH DIGEST

- MOST OF US FORGET PEOPLE'S NAMES. HERE'S A WAY TO CHANGE THAT.
- URBAN DESIGN APPROACH BUSTS STATUS QUO FOR BETTER MENTAL HEALTH
- CHOLESTEROL DRIVES ALZHEIMER'S PLAQUE FORMATION, STUDY FINDS
- Q&A: VACCINE EMERGENCY USE AROUND THE CORNER FOR CHILDREN 5 TO 11
- CAN A HEARTBURN DRUG HELP DOCTORS TREAT COVID-19?

Source: Marketing Cloud

DECEMBER 2021 RESEARCH DIGEST

UNIVERSITY of VIRGINIA

UVAResearch
DIGEST

Editor's note: Under the umbrella of the UVA Brain Institute, scientists, researchers and clinicians are building on years of neuroscience research and discoveries to answer ambitious questions that have the potential to improve countless lives. How can we prevent seizures? How can we foster brain development in premature babies? Can we stop Alzheimer's in its tracks? Learn more about UVA's progress and promise in our main story in this edition of the UVA Research Digest.

Also in this issue: what we're learning about omicron, intriguing news about parent-teen relationships, and an introduction to the metaverse.

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

A Deep Dive Into Neuroscience Discoveries at UVA



Story by Caroline Newman • Design by Meredith Michael Smith

RELEASED ON DECEMBER 11, 2021
273,194 EMAILS DELIVERED

8,764 UNIQUE CLICKS

3.2% CLICK RATE

TOP 5 MOST-CLICKED STORIES IN DECEMBER RESEARCH DIGEST

HERE IS WHAT YOU NEED TO KNOW ABOUT THE NEW CORONAVIRUS VARIANT, OMICRON

A DEEP DIVE INTO NEUROSCIENCE: NEUROSCIENCE THROUGH THE LIFESPAN FROM CELLS TO SOCIETY

PEERS OR PARENTS? STUDY SHOWS STRONG FRIENDSHIPS SET TEENS UP FOR SUCCESS LATER IN LIFE

UVA DISCOVERS HARMFUL INFLAMMATION TRIGGER IN LUPUS, MACULAR DEGENERATION

EATING DISORDERS IN YOUTH ROSE DURING COVID – BUT THE SIGNS AREN'T WHAT PARENTS MIGHT EXPECT

Source: Marketing Cloud

THANK YOU