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

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

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

- 39.82% Email
- 30.17% Organic Search
- 12.53% Direct
- 10.49% Social
- 6.57% Referral
- 0.40% Other
- 0.02% Affiliates

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

Please find a further breakdown of affiliate pageviews by source on the next slide.
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**: 37.55% Pageviews: 86
- **INSIDE HIGHER ED**: 62.45% Pageviews: 143

ACTIVE PUBLISHED ARTICLES

<table>
<thead>
<tr>
<th>Source</th>
<th>Pageviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHRONICLE: WANDERING MIND</td>
<td></td>
</tr>
<tr>
<td>CHRONICLE: RESTORATIVE CITIES</td>
<td></td>
</tr>
<tr>
<td>INSIDE HIGHER ED: DEMOCRACY INSTITUTE</td>
<td></td>
</tr>
<tr>
<td>INSIDE HIGHER ED: WANDERING MIND</td>
<td></td>
</tr>
</tbody>
</table>

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*

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

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

9.066% CLICK RATE

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

EMAIL SEND DATE: 12/15/21

SUBJECT LINE: ASTRONOMICAL VILLAGE, ELLIOTT ERA, NURSE BURNOUT

Source: Marketing Cloud
UVA THIS MONTH
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
**TOP 5 MOST-CLICKED STORIES IN OCTOBER UVA THIS MONTH**

<table>
<thead>
<tr>
<th>Title</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>VIRGINIA VINTAGE COLLECTION' INCLUDES CLASSIC LOOKS WORN BY HOOS SPORTS LEGENDS</td>
<td></td>
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<tr>
<td>THINGS THAT GO BUMP IN THE NIGHT, ON AND OFF GROUNDS</td>
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<tr>
<td>HIS HAND SHOOK UNCONTROLLABLY UNTIL UVA’S FOCUSED ULTRASOUND STOPPED THE TREMOR</td>
<td></td>
</tr>
<tr>
<td>FACULTY MEMBERS FILL RANKS IN STRATEGIC AREAS, FROM DEMOCRACY TO SUSTAINABILITY</td>
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<tr>
<td>Q&amp;A: PROFESSOR’S LONG-HELD CONTENTIONS CONFIRMED BY FACEBOOK WHISTLEBLOWER</td>
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NOVEMBER 2021 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)

RELEASSED 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
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.

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

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

(Photo by Sanjay Suchak, University Communications)
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

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

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

A New Way to Design Urban Areas for Mental Health

Story by Jane Kelly • Design by Meredith Michael Smith
DECEMBER 2021 RESEARCH DIGEST

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

Story by Caroline Newman - Design by Meredith Michael Smith
THANK YOU