EXECUTIVE SUMMARY

UVA TODAY

Cumulative YTD pageviews rose to 4,198,812 million by the end of FY22-Q3

Organic Search was the greatest driver of site traffic to UVA Today in FY22-Q3, channeling 37.54% of pageviews to the site.

The top performing UVA Today story in FY22-Q3 gained 149,299 pageviews - Key takeaway: the large number of pageviews were driven in part by the story’s relevance to the unfolding war in Ukraine, emphasizing the meaningful impact of timely and relevant content on site traffic.

DAILY REPORT

Daily report click rates remain competitive with both industry and peer benchmarks in FY22-Q3.

The top performing Daily Report edition gained a click rate of 8.3%.

UVA THIS MONTH

Click rates are increasing, approaching industry and peer standards.

RESEARCH DIGEST

Click rate for FY22-Q3 improved upon FY22-Q2 performance, rising towards industry and peer benchmarks.
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

Source: Apple Press Release, June 7, 2021
UVA TODAY
The below graph shows FY18 through March of FY22 cumulative pageviews.

INITIAL OUTBREAK OF COVID19 PANDEMIC

Source: Google Analytics
Date Range: 7/1/17 - 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 - 3/31/22
PERCENTAGE OF TOTAL UVA TODAY PAGEVIEWS BY CHANNEL FOR FY22-Q3

Organic Search was the greatest driver of site traffic to UVA Today in FY22-Q3

- Organic Search: 37.54%
- Email: 34.24%
- Direct: 10.89%
- Social: 11.46%
- Referral: 5.63%
- Other: 0.20%
- Affiliates: 0.03%

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

Please find a further breakdown of affiliate pageviews by source on the next slide.
The chart displays the percentage each source contributed to affiliate pageviews during FY22-Q3.

Total Affiliate Pageviews: 514

- **36.19%** CHRONICLE: Pageviews: 326
- **63.42%** INSIDE HIGHER ED: Pageviews: 186
- **0.39%** HooMail: Pageviews: 2

**ACTIVE PUBLISHED ARTICLES**

- CHRONICLE: RESTORATIVE CITIES
- CHRONICLE: NEUROSCIENCE DEEP DIVE
- CHRONICLE: BIOCOMPLEXITY
- INSIDE HIGHER ED: RESTORATIVE CITIES
- INSIDE HIGHER ED: NEUROSCIENCE DEEP DIVE

*Source: Google Analytics  
Date Range: 1/1/22 - 3/31/22*
# TOP PERFORMING UVA TODAY STORIES - FY22-Q3

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

<table>
<thead>
<tr>
<th>STORY</th>
<th>PAGEVIEWS</th>
</tr>
</thead>
<tbody>
<tr>
<td>What Does Russia Really Want in Ukraine?</td>
<td>149,299</td>
</tr>
<tr>
<td>Russia-Ukraine Crisis: What’s Going On – and Why Americans Must Pay Attention</td>
<td>38,567</td>
</tr>
<tr>
<td>Can a Heartburn Drug Help Doctors Treat COVID-19?</td>
<td>28,443</td>
</tr>
<tr>
<td>Faculty Spotlight: Math Professor Is UVA Swimming’s Secret Weapon</td>
<td>25,017</td>
</tr>
<tr>
<td>This Student Competes Wednesday in the ‘Jeopardy!’ National College Championship</td>
<td>23,557</td>
</tr>
<tr>
<td>Spending Just a Few Years in Montessori Education Predicts Well-Being in Adulthood</td>
<td>22,477</td>
</tr>
<tr>
<td>It’s Early Action Season, With 6,243 Students Offered Admission to UVA</td>
<td>20,176</td>
</tr>
<tr>
<td>UVA’s Magill Named President at Penn; Baucom Selected as Next UVA Provost</td>
<td>20,094</td>
</tr>
<tr>
<td>Esteemed UVA Professor Stars in a New Super Bowl Week Ad Campaign</td>
<td>19,435</td>
</tr>
<tr>
<td>UVA Accepts 2,123 Students to Class of 2026 in Regular Decision Admission Cycle</td>
<td>17,197</td>
</tr>
</tbody>
</table>

* This includes the top stories by pageviews during FY22-Q3 regardless of when the story itself was published.

Source: Google Analytics  
Date Range: 1/1/22 - 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 - FY22-Q3

8.3% CLICK RATE

EMAIL SEND DATE: 3/7/22
SUBJECT LINE: RYAN CONTRACT, HONOR RESULTS, YOUNGKIN VISIT

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 >
UVA THIS MONTH
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
JANUARY 2022 UVA THIS MONTH

RELEASED ON JANUARY 29, 2022
273,240 EMAILS DELIVERED

11,710 UNIQUE CLICKS
4.3% CLICK RATE

TOP 5 MOST-CLICKED STORIES IN JANUARY UVA THIS MONTH

Meet the Trio of UVA Alumni on the 2022 Forbes ‘30 Under 30’ Lists
Faculty Spotlight: Math Professor Is UVA Swimming’s Secret Weapon
What the Ryan Reynolds Peloton Ads Can Tell Us About the Future of Marketing
UVA Video: New Year, First Snow at UVA
YOUR LOVED ONE HAS SUFFERED A SUDDEN LOSS. HERE IS HOW TO HELP

Source: Marketing Cloud
Editor’s note: Cold weather may have kept us inside for much of February, but two University of Virginia faculty members, a student and a UVA-affiliated dog all made big splashes on television, keeping us entertained. Read about them below, along with analysis of Russia’s invasion of Ukraine, a look at some of the new members of the Class of 2026 and tips for job-hunting students.

**Release Date:** February 26, 2022

**Emails Delivered:** 273,251

**Unique Clicks:** 8,577

**Click Rate:** 3.1%

### Top 5 Most-Clicked Stories in February UVA This Month

1. **What Russia Really Wants**
2. **Starred in a New Miller64 Beer Commercial**
3. **Why Americans Must Pay Attention**
4. **It’s Early Action Season, with 6,243 Students Offered Admission to UVA**
5. **Russia Invades Ukraine, What Does It Mean?**

*(Photo Contributed by ABC/Casey Durkin)*
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
FY22 RESEARCH DIGEST PERFORMANCE

Click rate for FY22-Q3 improved upon FY22-Q2 performance and rose 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: 8/1/21 - 2/28/22
FEBRUARY 2022 RESEARCH DIGEST

REleased ON FEBRUARY 19, 2022
274,860 EMAILS DELIVERED
9,426 UNIQUE CLICKS
3.4% CLICK RATE

TOP 5 MOST-CLICKED STORIES IN FEBRUARY RESEARCH DIGEST

SPENDING JUST A FEW YEARS IN MONTESSORI EDUCATION PREDICTS WELL-BEING IN ADULTHOOD
FACULTY SPOTLIGHT: MATH PROFESSOR IS UVA SWIMMING’S SECRET WEAPON
LONG-TERM USE OF BLOOD PRESSURE DRUGS MAY CAUSE KIDNEY DAMAGE, STUDY SUGGESTS
BOLD PREDICTIONS FOR A BRAVE NEW WORLD
SHOULD ALCOHOL HAVE WARNING LABELS ABOUT CANCER RISK? MOST AMERICANS SAY ‘YES’