UVAToday Monthly Communications Summary

UNIVERSITY COMMUNICATIONS

January and February 2023

UNIVERSITY of VIRGINIA

Report Highlights

3.5MM cumulative pageviews have been achieved FYTD. This **exceeds** 2018 and 2019 cumulative pageviews for the same period (July - February).

"UVA Leverages $100 Million Gift To Launch Paul and Diane Manning Institute of Biotechnology To Transform Health Care" was the top performing UVAToday story in **January** and **February**, accumulating over **42K pageviews**.

The two articles relating to the Biotech announcement and Gene Therapy video generated more than **55k pageviews** in January and February.
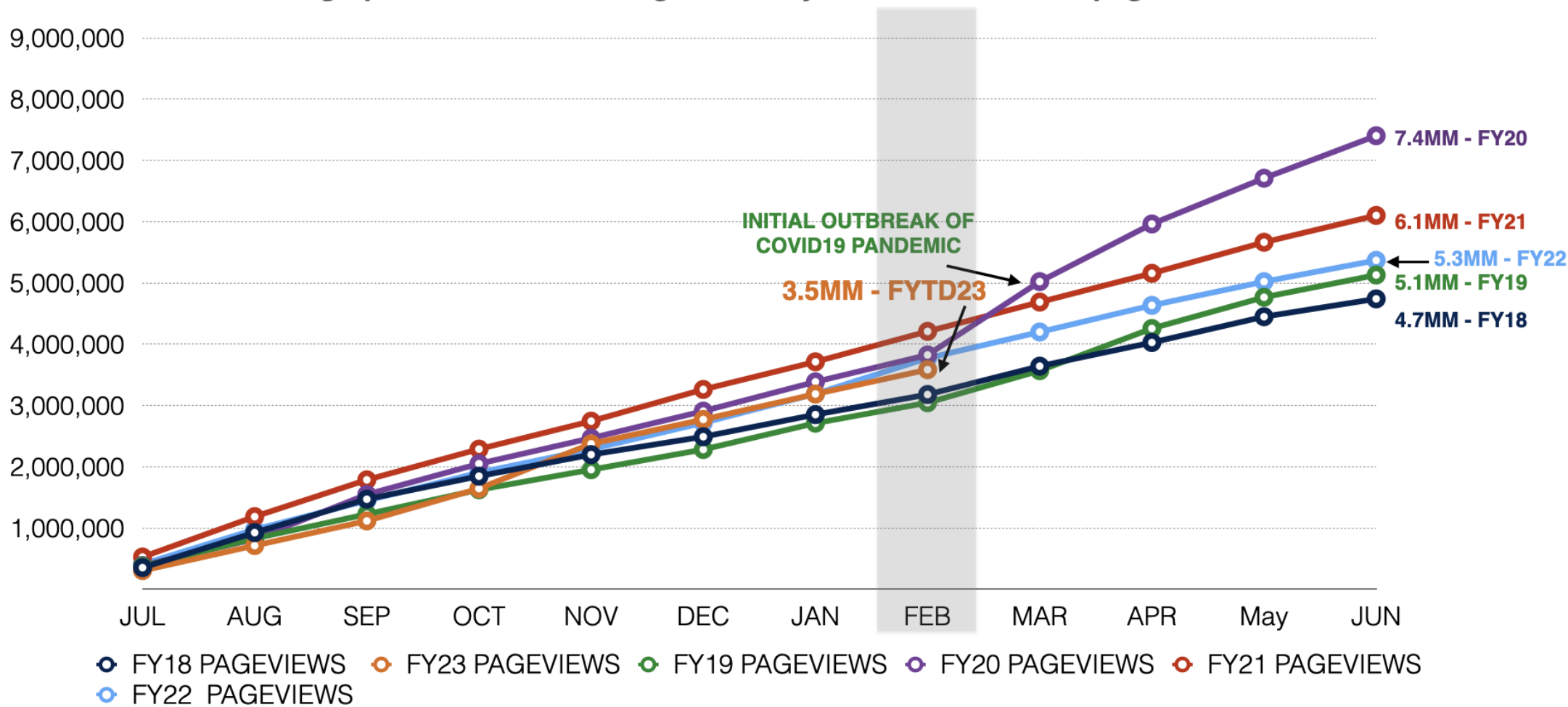
The Daily Report average Click Rate was **4%** in January. This represents a return to **normal performance** from a spike seen in November.

January's Research Digest achieved a **higher click rate** than November's send, with the Biotech announcement garnering the largest percentage of clicks **(20.51%)**.

UVA This Month achieved a Click Rate of **5.1**% in February. This represents a **2% increase** from January's send. February's UVA This Month received over **14K Unique Clicks** and was delivered to over **278K recipients**.

UVA TODAY CUMULATIVE PAGEVIEWS: FY18 - FYTD23

The below graph shows FY18 through February of FY23 cumulative pageviews

INITIAL OUTBREAK OF COVID19 PANDEMIC

3.5MM - FYTD23

7.4MM - FY20
6.1MM - FY21
5.3MM - FY22
5.1MM - FY19
4.7MM - FY18

Legend: FY18 PAGEVIEWS • FY23 PAGEVIEWS • FY19 PAGEVIEWS • FY20 PAGEVIEWS • FY21 PAGEVIEWS • FY22 PAGEVIEWS

Jul 1, 2022 - Feb 28, 2023

Users	Sessions	Pageviews	Pages / Session	Avg. Time on Page	Bounce Rate
2.0M	2.9M	3.6M	1.23	00:04:04	80.7%
▼ -2.3%	▼ -4.5%	▼ -5.0%	▼ -0.5%	▼ -6.2%	▲ 4.3%

Data: All %s reflect a comparison of performance from the same period the year prior

Source: Google Analytics

Jul 1, 2022 - Feb 28, 2023

Data: All %s reflect a comparison of performance from the same period the year prior

Default Channel Grouping:
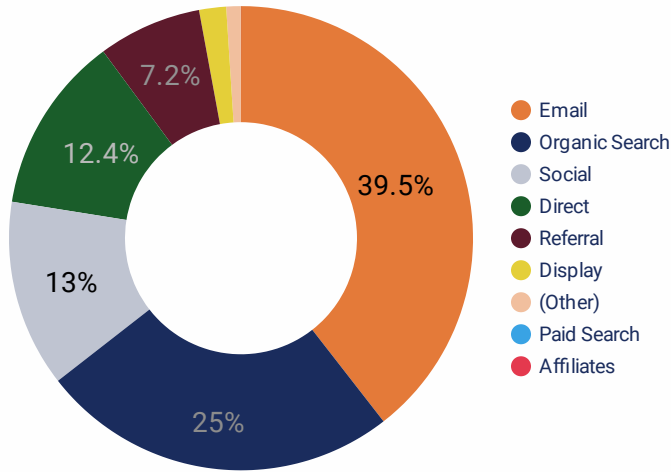
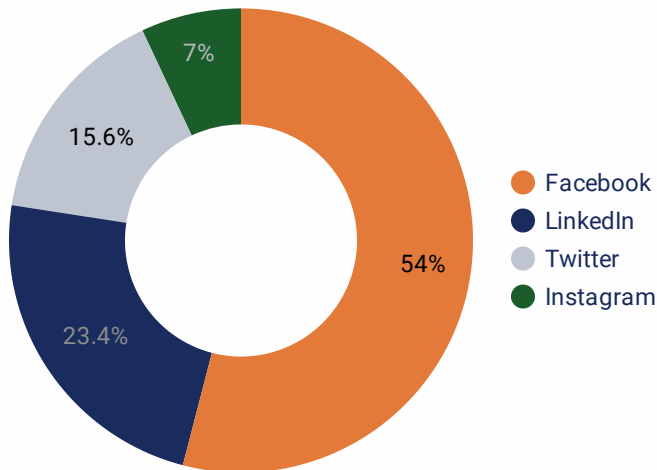|	Default Channel ...	Pageviews ▾	% Δ	Bounce Rate	% Δ
1.	Email	1.4M	-2.7% ⬇	74.64%	3.0% ⬆
2.	Organic Search	896K	-24.1% ⬇	83.53%	1.5% ⬆
3.	Social	467.6K	10.3% ⬆	86.84%	6.9% ⬆
4.	Direct	443.1K	-0.7% ⬇	83.68%	5.9% ⬆
5.	Referral	258.7K	3.0% ⬆	78.59%	15.0% ⬆
6.	Display	67.5K	-	93.46%	-
7.	(Other)	36.4K	155.4% ⬆	89.19%	10.4% ⬆
8.	Paid Search	170	16,900.0% ⬆	92.99%	-7.0% ⬇
9.	Affiliates	58	-93.9% ⬇	58.33%	-5.2% ⬇

Pie chart legend: Email, Organic Search, Social, Direct, Referral, Display, (Other), Paid Search, Affiliates. Values: 39.5%, 25%, 13%, 12.4%, 7.2%.

Social Network:

	Social Network	Pageviews ▾	% Δ	Bounce Rate	% Δ
1.	Facebook	114.2K	4.7% ⬆	87.55%	8.6% ⬆
2.	LinkedIn	49.5K	124.3% ⬆	87.81%	5.5% ⬆
3.	Twitter	32.9K	33.3% ⬆	87.04%	6.3% ⬆
4.	Instagram	14.8K	277.7% ⬆	79.15%	1.5% ⬆

Pie chart legend: Facebook, LinkedIn, Twitter, Instagram. Values: 54%, 23.4%, 15.6%, 7%.

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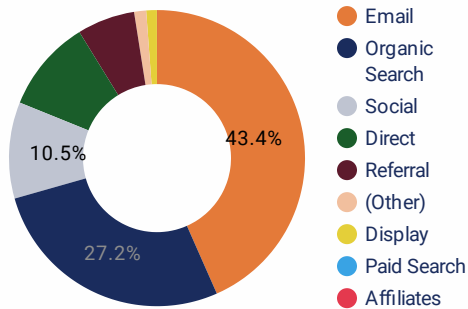|	Page Title	Pageviews ▼
1.	UVA Discovers Driver of High Blood Pressure	134.7K
2.	'Wonderful People': UVA Community Pays Tribute to Lost Student-Athletes	109.3K
3.	Suspect Arrested in Shooting Deaths of 3 UVA Football Players; 2 Others Wounded	71.7K
4.	Message from President Ryan Regarding Fatal Shooting on Grounds	55.4K
5.	To Be Great and Good in All We Do	52K
6.	UVA Advances to No. 3 Best Public in 2023 U.S. News & World Report Rankings	51K
7.	UVA Leverages $100 Million Gift To Launch Paul and Diane Manning Institute of Biotechnology T…	43.4K
8.	Season of Lights Illuminates Our Way Forward	UVA Today	36.3K
9.	Meet the New Cavalier on Horseback: She's Eager To 'Carry On a Legacy'	31.3K
10.	UVA Grieves Slain Football Players; Student Charged With Murder	30.6K
11.	'UVA Night at Winter Wander' Offers Free Admission to Boar's Head Resort Light Show	22.5K
12.	You've Been Studying All Wrong. This Professor Can Help You 'Outsmart Your Brain'	21.8K
13.	With Early Decision Notifications, UVA Welcomes First Cohort of Class of 2027	21.7K
14.	In a Historic Application Year, UVA Offers Entry to Nearly 6,000 in Early Action Cycle	19.9K
15.	As Tony Bennett Closes in on UVA Wins Record, the Hollands Couldn't Be Happier	18.2K
16.	'Teaching a Man to Fish' More Complicated Than It Sounds	UVA Today	17.4K
17.	UVA Grad's 15 Seconds of Fame on 'Saturday Night Live'	16.3K
18.	Why Did Poe Write, 'Quoth the Raven, Nevermore'?	UVA Today	15.5K
19.	Saturday Memorial Service to Honor Students: Here Are Details	15.4K
20.	Laughter, Tears Fill Memorial for D'Sean Perry, Lavel Davis Jr., Devin Chandler	15.4K

6 Source: Google Analytics

Note: Top stories by performance regardless of when the story itself was published

Default Channel Grouping:

Data: All %s reflect a comparison of performance from the same period the year prior

- Email — 43.4%
- Organic Search — 27.2%
- Social — 10.5%
- Direct
- Referral
- (Other)
- Display
- Paid Search
- Affiliates

Key Metrics:

Pageviews	Avg. Time on Page	Bounce Rate
415.4K	00:03:47	81.8%
▼ -12.2%	▼ -20.8%	▲ 5.2%

	Default Channel Grouping	Pageviews ▾	% Δ	Bounce Rate	% Δ
1.	Email	180.2K	3.9% ↑	76.46%	5.9% ↑
2.	Organic Search	113K	-20.0% ↓	85.08%	7.1% ↑
3.	Social	43.7K	-40.4% ↓	87.66%	5.6% ↑
4.	Direct	41.9K	-22.5% ↓	86.4%	4.8% ↑
5.	Referral	26.2K	-11.7% ↓	78.84%	2.8% ↑
6.	(Other)	5.5K	297.2% ↑	89.64%	5.2% ↑
7.	Display	4.8K	-	93.02%	-

Social Network:

- Facebook — 56%
- Twitter — 22.4%
- Instagram — 11.1%
- LinkedIn — 10.5%

	Social Network	Pageviews ▾	% Δ	Bounce Rate	% Δ
1.	Facebook	9.9K	-43.6% ↓	87.59%	7.4% ↑
2.	Twitter	4K	17.3% ↑	85.13%	6.1% ↑
3.	Instagram	2K	80.3% ↑	79.27%	-0.9% ↓
4.	LinkedIn	1.9K	-71.8% ↓	87.23%	2.4% ↑

Top 20 Performing Stories:

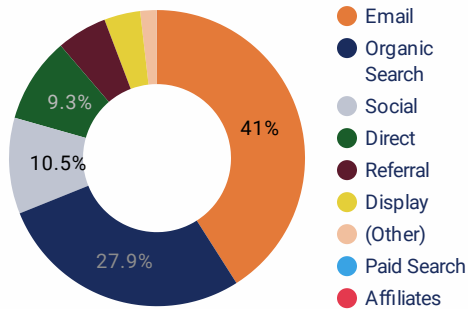|	Page Title	Pageviews ▾
1.	UVA Leverages $100 Million Gift To Launch Paul and Diane Manning Institute of Biotechnolog…	20.9K
2.	You've Been Studying All Wrong. This Professor Can Help You 'Outsmart Your Brain'	20.4K
3.	Doctoral Student Debuts on 'Jeopardy!' Hoping to Supplement His 'Graduate Life'	13.1K
4.	Play This New Addictive Game Created by UVA Alumni – It's a Mind Grind	9K
5.	It's Engagement Season. This Alum and 'Shark Tank' Winner Has the Dress You Need	8.3K
6.	Putin Is Stuck With a Ukrainian War That Is Bleeding His Country	7.4K
7.	In Memoriam: Devoted Wahoo Fan and Shopkeeper Mark Mincer Dies	6.8K
8.	What Is Biotechnology? Where Is It Headed at UVA?	6.4K
9.	Laughable 'Silly Walk' Provides Surprisingly Serious Workout	6.1K
10.	Details, But No Big Revelations in Latest Kennedy Assassination Documents	6K
11.	UVA Solves Mysteries About Leading Biomarker for Alzheimer's	5.8K
12.	Meet Maggie, UVA's Newest Police Dog	5.6K
13.	How Early Struggles Paved the Way for Tony Bennett's Success at UVA	5.6K
14.	Mother's Antidepressant Use, Plus Infection, Linked to Neurodevelopmental Disorders	4.5K
15.	When Less Is More: How Harnessing the Power of Subtraction Can Add to Life	4.3K
16.	An 'Us' Award: UVA Community Celebrates Tony Bennett's Milestone Win	4.3K
17.	Q&A: Charlottesville's New Chief on the Task Ahead, His Time at UVA	3.7K
18.	What Do Cyber Civil Rights, a Tuxedo Cat and Skittles Have in Common? These Mismatched It…	3.6K
19.	The Life-Saving Power of Gene Therapy	UVA Today	3.5K
20.	With Early Decision Notifications, UVA Welcomes First Cohort of Class of 2027	3.5K

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Default Channel Grouping:

Data: All %s reflect a comparison of performance from the same period the year prior

Email — 41%
Organic Search — 27.9%
Social — 10.5%
Direct — 9.3%
Referral
Display
(Other)
Paid Search
Affiliates

Key Metrics:

Pageviews	Avg. Time on Page	Bounce Rate
397.6K	00:03:46	84.6%
↓ -31.7%	↓ -25.9%	↑ 0.7%

Top 20 Performing Stories:

#	Default Channel Grouping	Pageviews ▼	% Δ	Bounce Rate	% Δ
1.	Email	162.9K	-4.4% ↓	79.68%	4.3% ↑
2.	Organic Search	111.1K	-60.6% ↓	86.07%	-1.9% ↓
3.	Social	41.7K	-7.3% ↓	92.16%	6.2% ↑
4.	Direct	37.1K	-37.7% ↓	87.68%	3.0% ↑
5.	Referral	21.9K	-9.5% ↓	79.71%	3.4% ↑
6.	Display	15.7K	-	92.97%	-
7.	(Other)	7.2K	622.1% ↑	91.75%	15.2% ↑

Social Network:

Facebook — 65.4%
Twitter — 16%
LinkedIn — 11.2%
Instagram

Page Title	Pageviews ▼
1. UVA Leverages $100 Million Gift To Launch Paul and Diane Manning Institute of Biotechnolog...	22.4K
2. In a Historic Application Year, UVA Offers Entry to Nearly 6,000 in Early Action Cycle	19.9K
3. UVA Grad's 15 Seconds of Fame on 'Saturday Night Live'	16.3K
4. Where Is Virginia's Growth Occurring? You Might Be Surprised	9.8K
5. Netflix Cracks Down on Password Sharing: What It Means and How It Can Benefit Users	8.7K
6. Faculty Spotlight: UVA Doctor Conquers Disease by Day, Runs 100 Miles by Night	8.5K
7. In Memoriam: Devoted Wahoo Fan and Shopkeeper Mark Mincer Dies	7.7K
8. UVA Mourns Loss of Terry Holland, An 'Amazing Man With a Historic Legacy'	5.5K
9. UVA Identifies Trigger for World's Most Common Liver Disease	5.4K
10. Child Care Centers Are Turning Away Families Due to Teacher Turnover	5K
11. Anxious About Your Career? UVA Has a Center for That	4.9K
12. Multiple Sclerosis Discovery Could End Disease's Chronic Inflammation	4.7K
13. Athletics Master Plan Starting To Take Shape	4.6K
14. How Brian O'Connor's Late Father Continues To Shape the Life of UVA's Baseball Coach	4.5K
15. News in Brief: Green Tea Helps Fight COVID-19. So Why Not Put It in a Med?	4.5K
16. New Book Memorializes Sentiments Expressed on Beta Bridge About Nov. 13 Tragedy	4.3K
17. Expert: Changing Demographics Force Changes to Social Security	4.3K
18. Mindfulness Is as Effective as Medication in Treating Some Anxiety Disorders	4K
19. At Graduation Ceremony, 11 Tradespeople Rise From the Ranks of Apprentices	4K
20. Hoos in the Big Game: Take This UVA Super Bowl Quiz	3.9K

#	Social Network	Pageviews ▼	% Δ	Bounce Rate	% Δ
1.	Facebook	10K	-56.0% ↓	93.42%	7.1% ↑
2.	Twitter	2.5K	33.0% ↑	91.42%	3.8% ↑
3.	LinkedIn	1.7K	-79.7% ↓	89.78%	2.9% ↑
4.	Instagram	1.1K	253.9% ↑	84.47%	9.1% ↑

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Biotech Launch Performance Summary

Default Channel Grouping:

- Display
- Email
- (Other)
- Social
- Organic Search
- Direct
- Referral
- Paid Search

33.9%
28.2%
16.6%

Key Metrics:

Pageviews	Avg. Time on Page	Bounce Rate
55.1K	00:03:40	87.2%
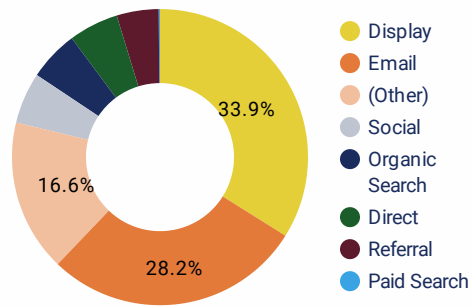
	Default Channel Grouping	Pageviews ▼	Bounce Rate
1.	Display	18.7K	93.37%
2.	Email	15.6K	75.03%
3.	(Other)	9.2K	92.28%
4.	Social	3.1K	90.81%
5.	Organic Search	3K	86.73%
6.	Direct	3K	87.6%
7.	Referral	2.5K	83.32%

Biotechnology Launch Stories:

	Page Title	Pageviews ▼
1.	UVA Leverages $100 Million Gift To Launch Paul and Diane Manning Institute of Biotechnolog…	43.4K
2.	What Is Biotechnology? Where Is It Headed at UVA?	6.7K
3.	The Life-Saving Power of Gene Therapy	UVA Today	5K

Social Network:

- Facebook
- LinkedIn
- Twitter
- Instagram

53.7%
36.1%
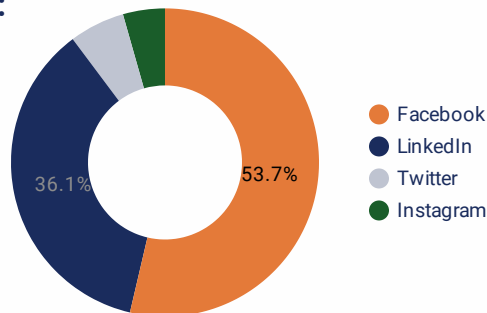
	Social Network	Pageviews ▼	Bounce Rate
1.	Facebook	682	87.17%
2.	LinkedIn	459	92.66%
3.	Twitter	74	96.83%
4.	Instagram	56	82.98%

Source: Google Analytics

YEAR TO DATE DAILY REPORT PERFORMANCE

The Click Rate in February trends along industry and peer benchmarks.
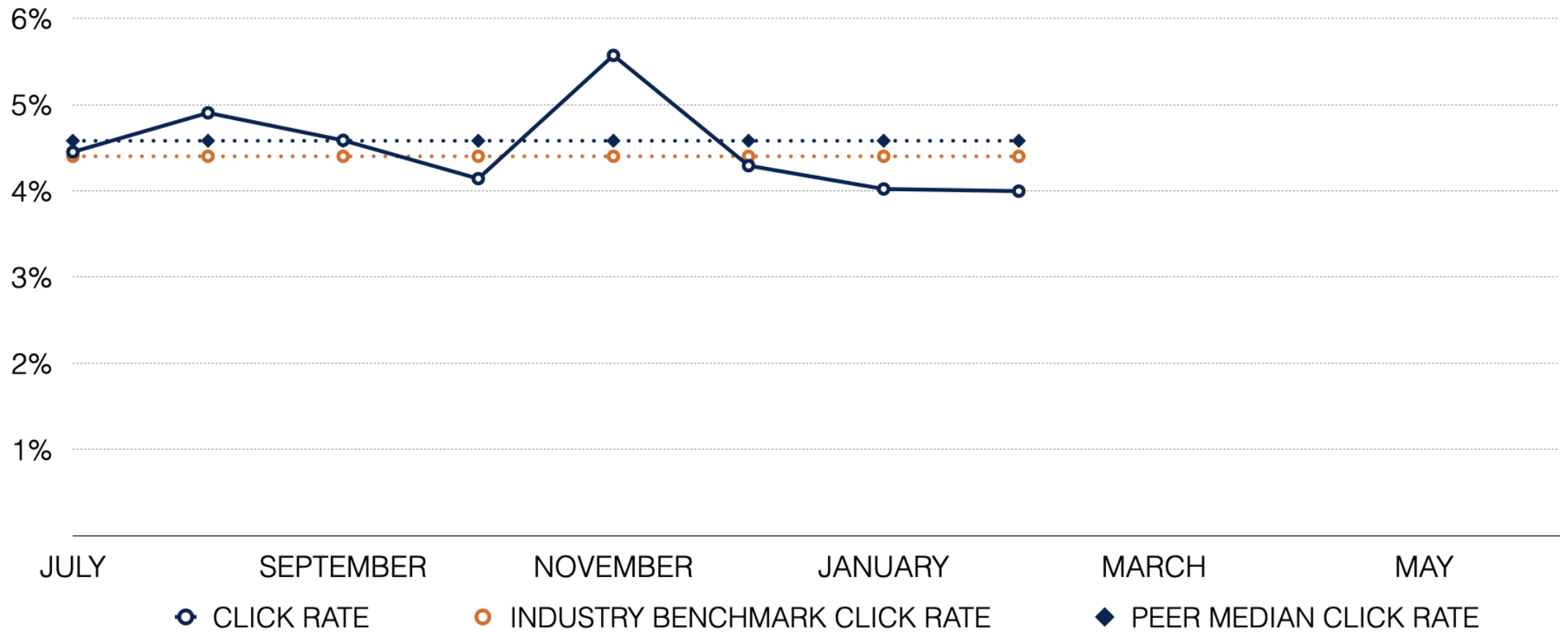
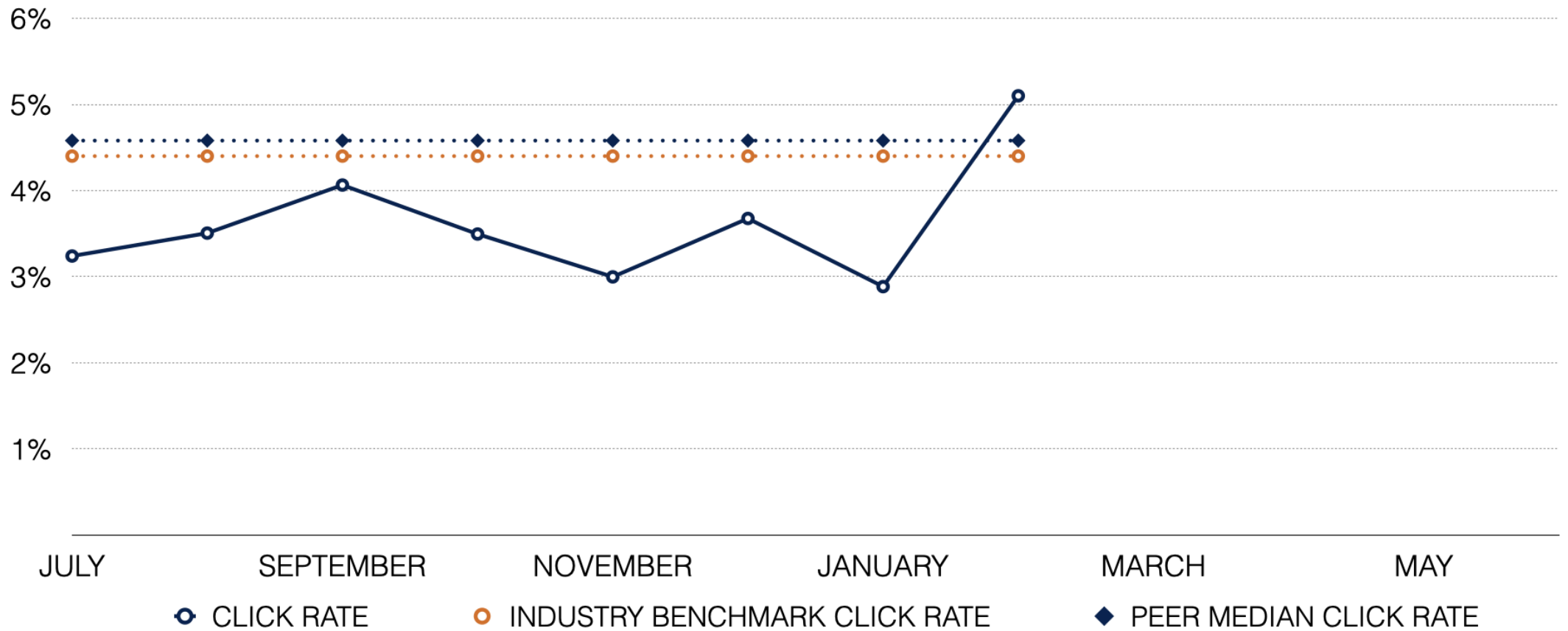○ CLICK RATE   ○ INDUSTRY BENCHMARK CLICK RATE   ◆ PEER MEDIAN CLICK RATE

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

Source: Marketing Cloud
Date Range: 7/1/22 - 2/28/23

YEAR TO DATE UVA THIS MONTH PERFORMANCE

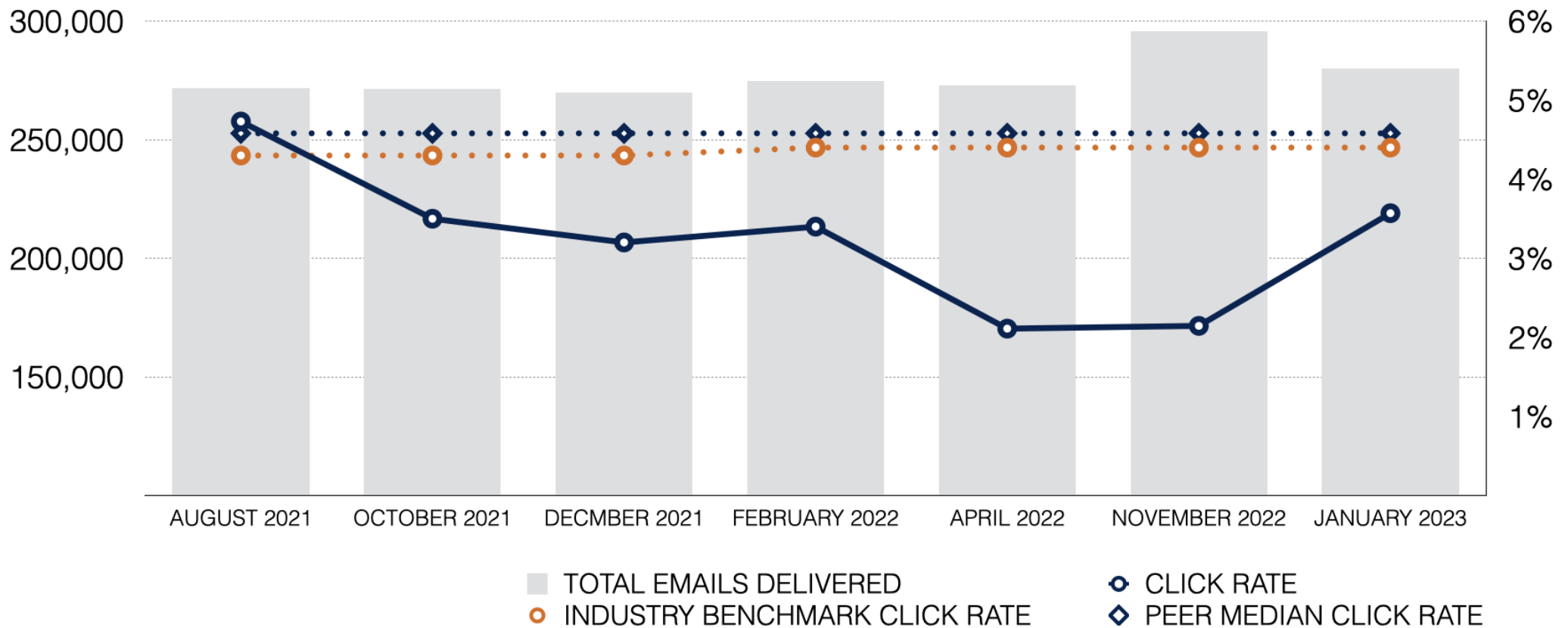*February's UVA This Month received the highest Click Rate FYTD at 5.1%.*

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

Source: Marketing Cloud
Date Range: 7/1/22 - 2/28/23

RESEARCH DIGEST PERFORMANCE

January's Research Digest achieved a higher Click Rate than November's send.

TOTAL EMAILS DELIVERED
INDUSTRY BENCHMARK CLICK RATE
CLICK RATE
PEER MEDIAN CLICK RATE

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

Source: Marketing Cloud
Date Range: 8/1/21 - 1/31/23

Thank You