UVAToday Monthly Communications Summary

UNIVERSITY COMMUNICATIONS

January and February 2023
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

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

Source: Google Analytics
Date Range: 7/1/17 - 2/28/23
The graph displays the average amount of time per month users spent viewing a specified page or screen, or set of pages or screens on UVAToday.
UVAToday FYTD Performance Summary (2 of 3):
Sources of Traffic by Default Channel Grouping and Social Networks

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

Default Channel Grouping:

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

Social Network:

<table>
<thead>
<tr>
<th>Social Network</th>
<th>Pageviews</th>
<th>% Δ</th>
<th>Bounce Rate</th>
<th>% Δ</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Facebook</td>
<td>114.2K</td>
<td>4.7% †</td>
<td>87.55%</td>
<td>8.6% †</td>
</tr>
<tr>
<td>2. LinkedIn</td>
<td>49.5K</td>
<td>124.3% †</td>
<td>87.81%</td>
<td>5.5% †</td>
</tr>
<tr>
<td>3. Twitter</td>
<td>32.9K</td>
<td>33.3% †</td>
<td>87.04%</td>
<td>6.3% †</td>
</tr>
<tr>
<td>4. Instagram</td>
<td>14.8K</td>
<td>277.7% †</td>
<td>79.15%</td>
<td>1.5% †</td>
</tr>
</tbody>
</table>

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

Source: Google Analytics

Note: Top stories by performance regardless of when the story itself was published.
**UVAToday January Monthly Performance Summary**

Default Channel Grouping:

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

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

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</thead>
<tbody>
<tr>
<td>1. Facebook</td>
<td>9.9K</td>
<td>-43.6%</td>
<td>87.59%</td>
<td>7.4%</td>
</tr>
<tr>
<td>2. Twitter</td>
<td>4K</td>
<td>17.3%</td>
<td>85.13%</td>
<td>6.1%</td>
</tr>
<tr>
<td>3. Instagram</td>
<td>2K</td>
<td>80.3%</td>
<td>79.27%</td>
<td>-0.9%</td>
</tr>
<tr>
<td>4. LinkedIn</td>
<td>1.9K</td>
<td>-71.8%</td>
<td>87.23%</td>
<td>2.4%</td>
</tr>
</tbody>
</table>

**Key Metrics:**

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

**Top 20 Performing Stories:**

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

Source: Google Analytics
UVAToday February Monthly Performance Summary

Default Channel Grouping:

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

Key Metrics:

<table>
<thead>
<tr>
<th></th>
<th>Pageviews</th>
<th>Avg. Time on Page</th>
<th>Bounce Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pageviews</td>
<td>397.6K</td>
<td>00:03:46</td>
<td>84.6%</td>
</tr>
<tr>
<td>Δ</td>
<td>-31.7%</td>
<td>-25.9%</td>
<td>0.7%</td>
</tr>
</tbody>
</table>

Top 20 Performing Stories:

<table>
<thead>
<tr>
<th>Page Title</th>
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<tr>
<td>UVA Leverages $100 Million Gift To Launch Paul and Diane Manning Institute of Biotechnology...</td>
<td>22.4K</td>
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<tr>
<td>In a Historic Application Year, UVA Offers Entry to Nearly 6,000 in Early Action Cycle</td>
<td>19.9K</td>
</tr>
<tr>
<td>UVA Grad’s 15 Seconds of Fame on ‘Saturday Night Live’</td>
<td>16.3K</td>
</tr>
<tr>
<td>Where Is Virginia's Growth Occurring? You Might Be Surprised</td>
<td>9.8K</td>
</tr>
<tr>
<td>Netflix Cracks Down on Password Sharing: What It Means and How It Can Benefit Users</td>
<td>8.7K</td>
</tr>
<tr>
<td>Faculty Spotlight: UVA Doctor Conquers Disease by Day, Runs 100 Miles by Night</td>
<td>8.5K</td>
</tr>
<tr>
<td>In Memoriam: Devoted Wahoo Fan and Shopkeeper Mark Mincer Dies</td>
<td>7.7K</td>
</tr>
<tr>
<td>UVA Mourns Loss of Terry Holland, An ‘Amazing Man With a Historic Legacy’</td>
<td>5.5K</td>
</tr>
<tr>
<td>UVA Identifies Trigger for World’s Most Common Liver Disease</td>
<td>5.4K</td>
</tr>
<tr>
<td>Child Care Centers Are Turning Away Families Due to Teacher Turnover</td>
<td>5K</td>
</tr>
<tr>
<td>Anxious About Your Career? UVA Has a Center for That</td>
<td>4.9K</td>
</tr>
<tr>
<td>Multiple Sclerosis Discovery Could End Disease's Chronic Inflammation</td>
<td>4.7K</td>
</tr>
<tr>
<td>Athletics Master Plan Starting To Take Shape</td>
<td>4.6K</td>
</tr>
<tr>
<td>How Brian O'Connor's Late Father Continues To Shape the Life of UVA's Baseball Coach</td>
<td>4.5K</td>
</tr>
<tr>
<td>New Book Memorializes Sentiments Expressed on Beta Bridge About Nov. 13 Tragedy</td>
<td>4.3K</td>
</tr>
<tr>
<td>Expert: Changing Demographics Force Changes to Social Security</td>
<td>4.3K</td>
</tr>
<tr>
<td>Mindfulness Is as Effective as Medication in Treating Some Anxiety Disorders</td>
<td>4K</td>
</tr>
<tr>
<td>At Graduation Ceremony, 11 Tradespeople Rise From the Ranks of Apprentices</td>
<td>4K</td>
</tr>
<tr>
<td>Hoos in the Big Game: Take This UVA Super Bowl Quiz</td>
<td>3.9K</td>
</tr>
</tbody>
</table>

Source: Google Analytics
**Default Channel Grouping:**

- **Display:** 33.9% Pageviews: 18.7K Bounce Rate: 93.37%
- **Email:** 16.6% Pageviews: 15.6K Bounce Rate: 75.03%
- **(Other):** 28.2% Pageviews: 9.2K Bounce Rate: 92.28%
- **Social:** Pageviews: 3.1K Bounce Rate: 90.81%
- **Organic Search:** Pageviews: 3K Bounce Rate: 86.73%
- **Direct:** Pageviews: 3K Bounce Rate: 87.6%
- **Referral:** Pageviews: 2.5K Bounce Rate: 83.32%

**Key Metrics:**

- **Pageviews:** 55.1K
- **Avg. Time on Page:** 00:03:40
- **Bounce Rate:** 87.2%

**Biotechnology Launch Stories:**

1. UVA Leverages $100 Million Gift To Launch Paul and Diane Manning Institute of Biotechnology  43.4K
3. The Life-Saving Power of Gene Therapy | UVA Today  5K

**Social Network:**

- **Facebook:** 53.7% Pageviews: 682 Bounce Rate: 87.17%
- **LinkedIn:** 36.1% Pageviews: 459 Bounce Rate: 92.66%
- **Twitter:** 3.9% Pageviews: 74 Bounce Rate: 96.83%
- **Instagram:** 5.3% Pageviews: 56 Bounce Rate: 82.98%

*Source: Google Analytics*
YEAR TO DATE DAILY REPORT PERFORMANCE

The Click Rate in February trends along industry and peer benchmarks.

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.

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