

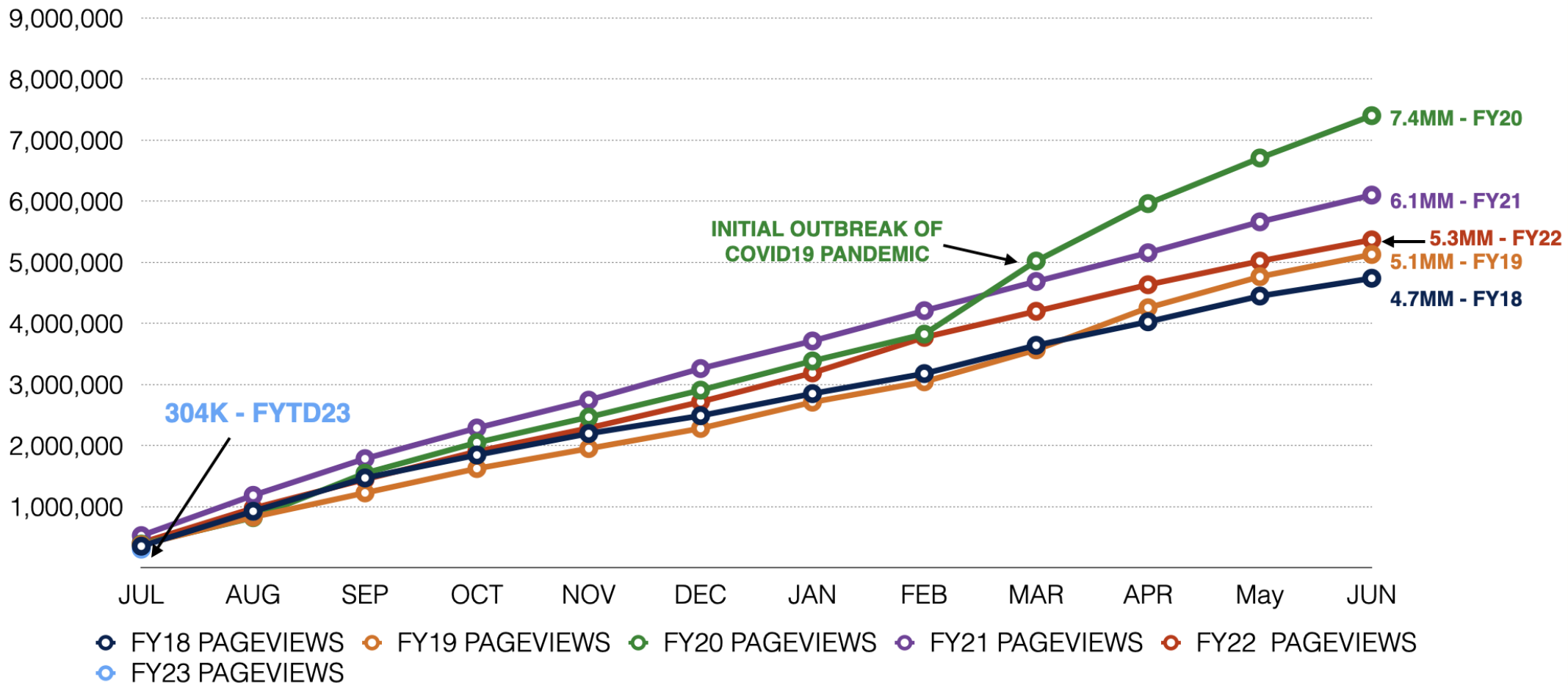
JULY 2022 COMMUNICATIONS SUMMARY

UNIVERSITY COMMUNICATIONS

FYTD

UVA TODAY CUMULATIVE PAGEVIEWS: FY18 - FYTD23

The below graph shows FY18 through July of FY23 cumulative pageviews

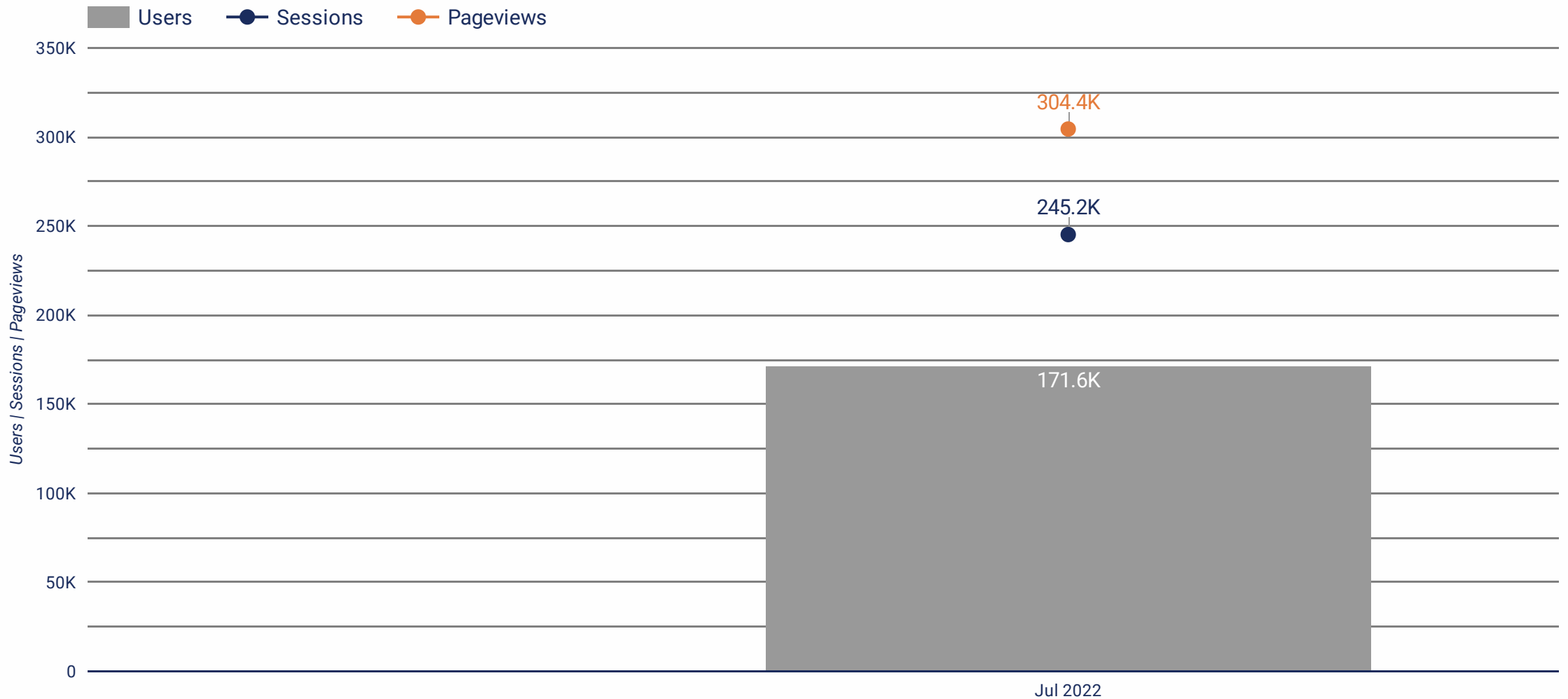


Source: Google Analytics
Date Range: 7/1/17 - 7/31/22

UVAToday FYTD Performance Summary (1 of 3): Key Metrics

Jul 1, 2022 - Jul 31, 2022

Users	Sessions	Pageviews	Pages / Session	Avg. Time on Page	Bounce Rate
171.6K	245.2K	304.4K	1.24	00:04:19	78.9%
↓ -25.7%	↓ -25.1%	↓ -25.5%	↓ -0.4%	↑ 18.2%	↓ -0.9%

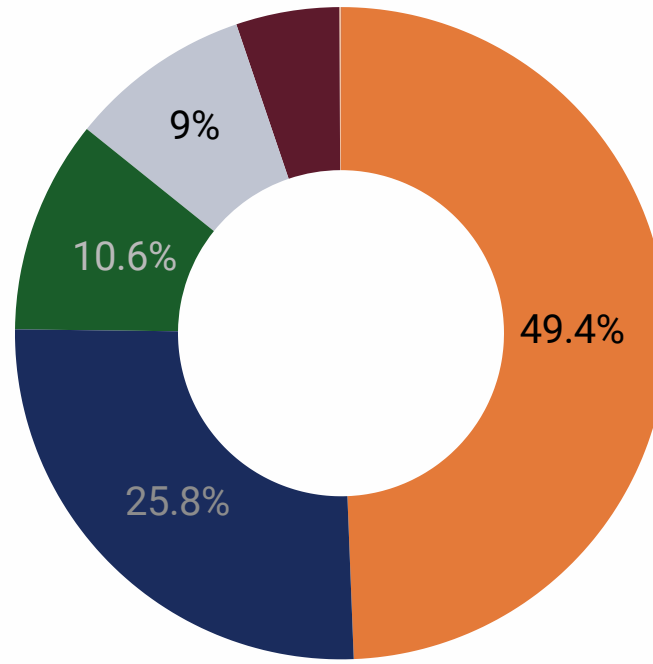


Data: All %s reflect a comparison of performance from the same period the year prior

Source: Google Analytics

UVAToday FYTD Performance Summary (2 of 3): Sources of Traffic by Default Channel Grouping

Jul 1, 2022 - Jul 31, 2022



● Email
 ● Organic Search
 ● Direct
 ● Social
 ● Referral
 ● (Other)
 ● Affiliates
 ● Paid Search

	Default Channel Grouping	Pageviews ▼	% Δ	Users	% Δ	Sessions	% Δ
1.	Email	150.3K 	-11.2% ↓	60.4K 	-14.2% ↓	114.3K 	-12.9% ↓
2.	Organic Search	78.6K 	-31.2% ↓	59.7K 	-27.7% ↓	67.6K 	-29.4% ↓
3.	Direct	32.2K 	-37.1% ↓	22.8K 	-37.5% ↓	27K 	-32.8% ↓
4.	Social	27.5K 	-35.1% ↓	22.5K 	-32.1% ↓	24.8K 	-35.2% ↓
5.	Referral	15.6K 	-46.5% ↓	9.4K 	-42.8% ↓	11.3K 	-43.9% ↓
6.	(Other)	245 	-89.4% ↓	139 	-89.5% ↓	187 	-90.6% ↓
7.	Affiliates	6 	-85.0% ↓	3 	-80.0% ↓	3 	-86.4% ↓
8.	Paid Search	1 	-	1 	-	1 	-

UVAToday FYTD Performance Summary (3 of 3): Top Ten Performing UVAToday Stories

Jul 1, 2022 - Jul 31, 2022 ▾

	Page Title	Pageviews ▾	Avg. Time on Page	Users	Sessions
1.	Gov. Youngkin Appoints Four New UVA Board of Visitors Memb...	10.6K 	03:48 	9K 	8.5K 
2.	UVA Research Might Explain Why Men Die Sooner	9.2K 	04:16 	7.6K 	7.8K 
3.	'Iron Chef' Competitor Drew Inspiration From UVA's Sandwich S...	8.1K 	05:05 	7.1K 	7K 
4.	UVA Grad Once Chased Quarterbacks. Now He Chases History	7.4K 	05:42 	6.4K 	6.5K 
5.	Nasal Sprays Will Be Essential To Thwart Variants, UVA Collabo...	6.4K 	04:56 	5.4K 	5.6K 
6.	Alumnus Captures a Photo of the Rotunda That You Have To Se...	6.3K 	04:27 	5.2K 	5.1K 
7.	Loneliness Is Epidemic. This UVA Professor Is Searching for a C...	5.3K 	04:54 	4.3K 	4.3K 
8.	The Story Behind the Shoes: Alumna Adds Style, Swag to Waho...	5.2K 	06:03 	4.2K 	4K 
9.	Orientation Brings Excitement, Nerves, Anticipation UVA Today	5.2K 	02:14 	3.8K 	4K 
10.	Most of Us Forget People's Names. Here's a Way to Change Tha...	5.1K 	07:50 	4.2K 	3.6K 

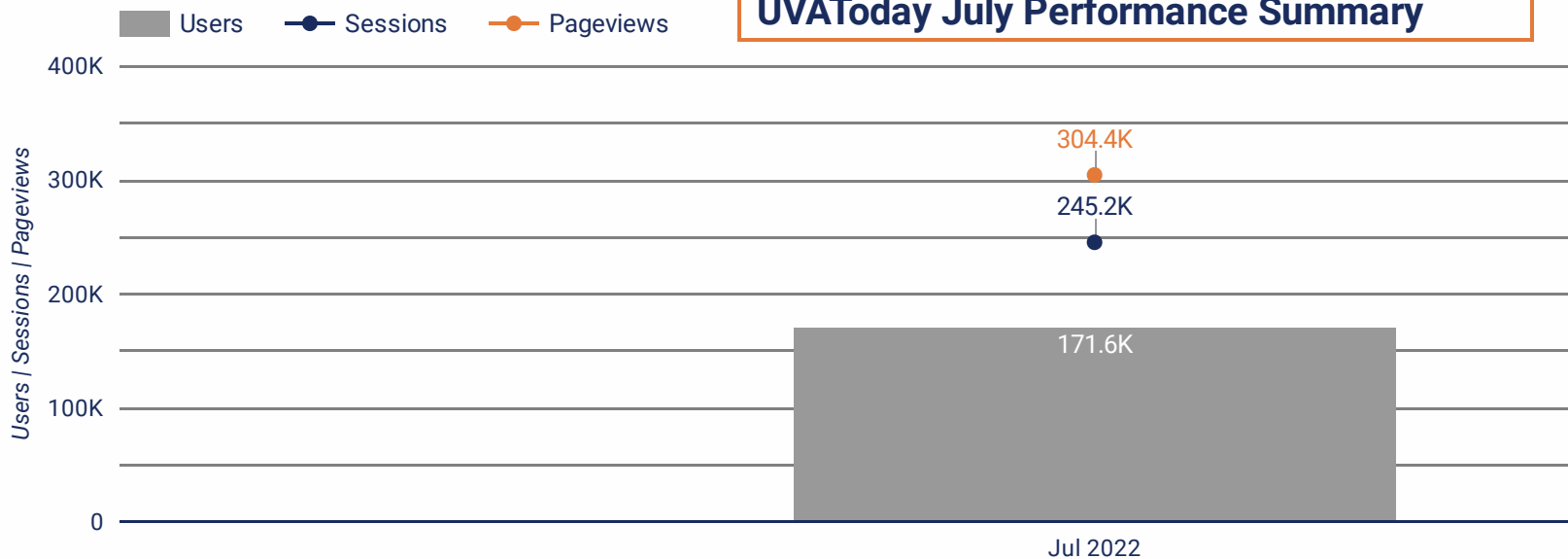
Source: Google Analytics

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

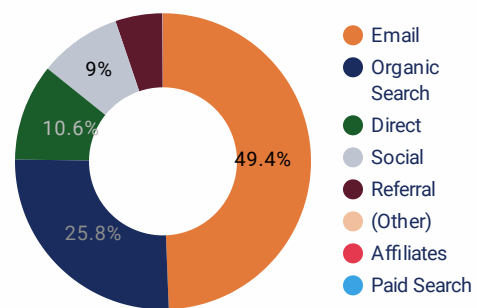
Data: All %s reflect a comparison of performance from the same period the year prior

UVAToday July Performance Summary

Jul 1, 2022 - Jul 31, 2022



Users	171.6K	-25.7%
Sessions	245.2K	-25.1%
Pageviews	304.4K	-25.5%
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Avg. Time on Page	00:04:19	+18.2%
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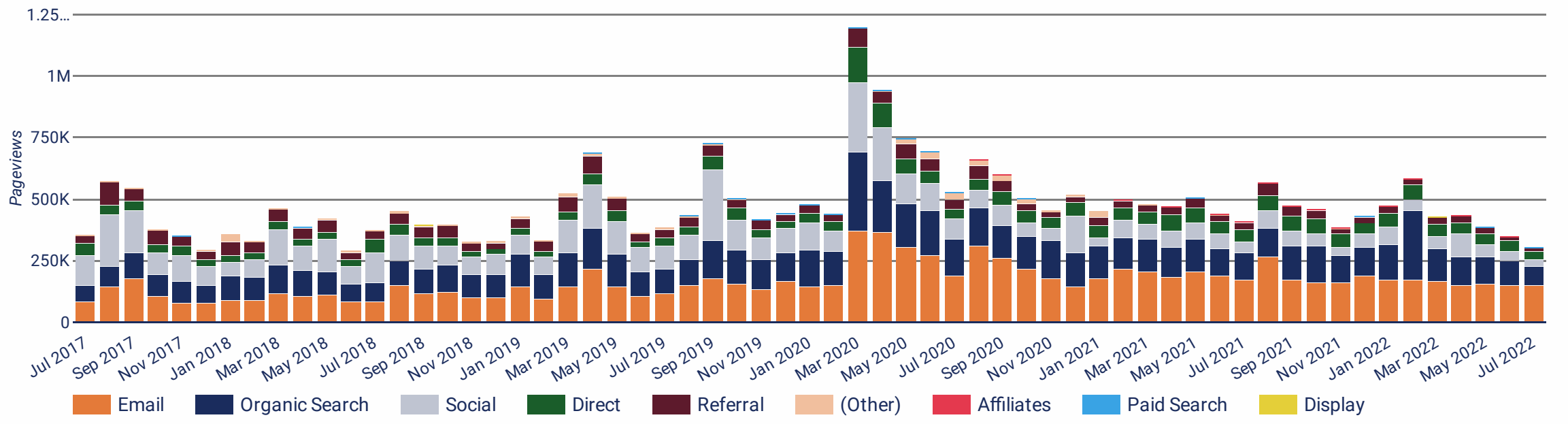
Rank	Default Channel Grouping	Pageviews	% Δ	Users	% Δ	Sessions	% Δ
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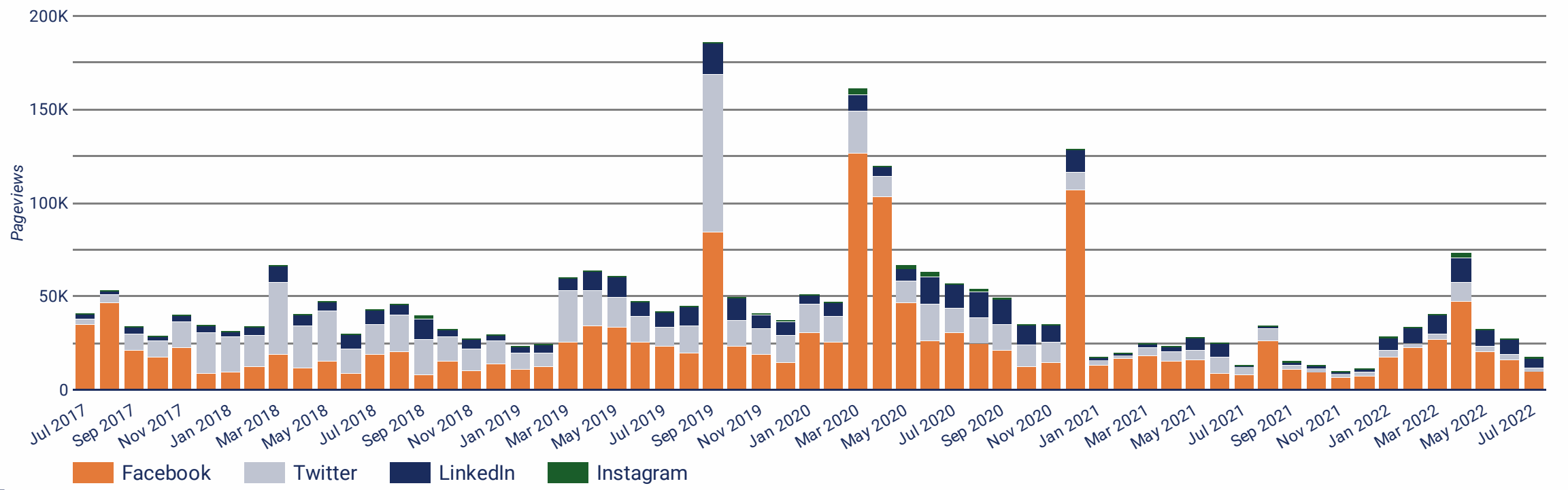
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Source: Google Analytics

UVAToday Pageviews By Channel:

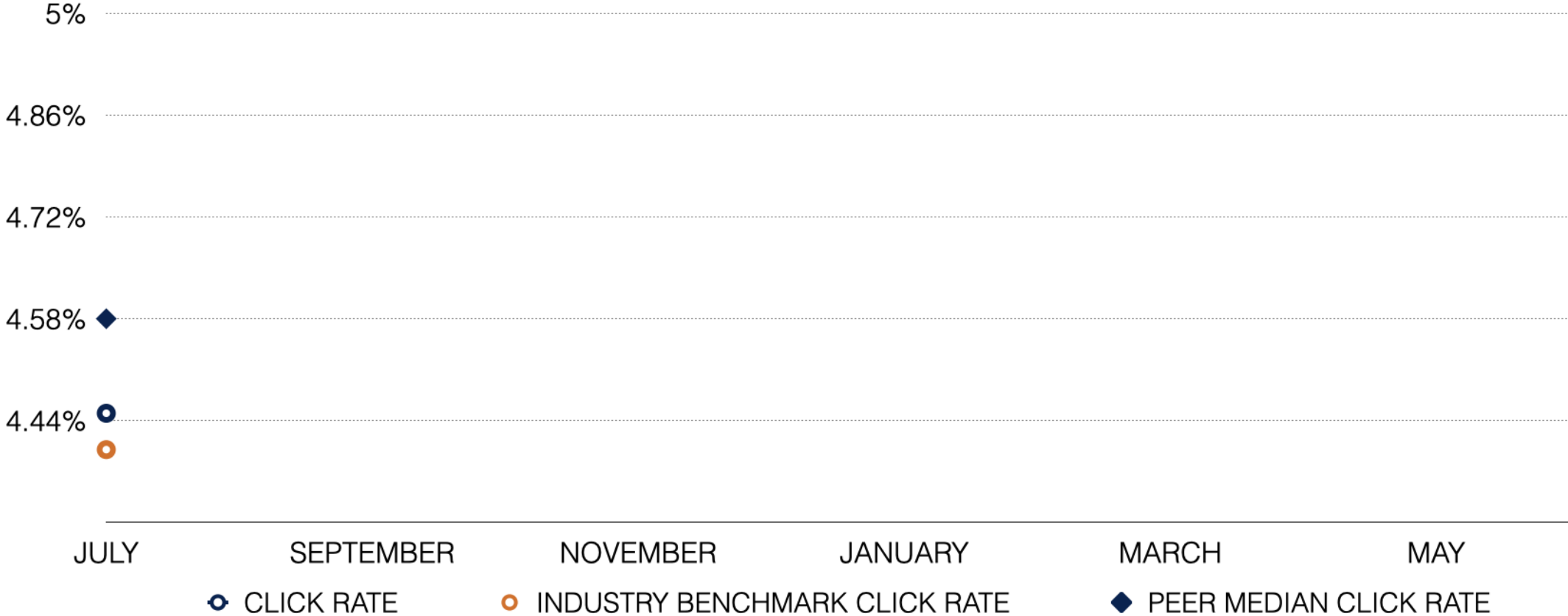


UVAToday Pageviews By Social Channel:



YEAR TO DATE DAILY REPORT PERFORMANCE

Average click rate in July trends above the industry benchmark and remains competitive with the peer median benchmark



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 - 7/31/22

YEAR TO DATE UVA THIS MONTH PERFORMANCE

Click rate in July remains competitive with 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 - 7/31/22

Thank You