

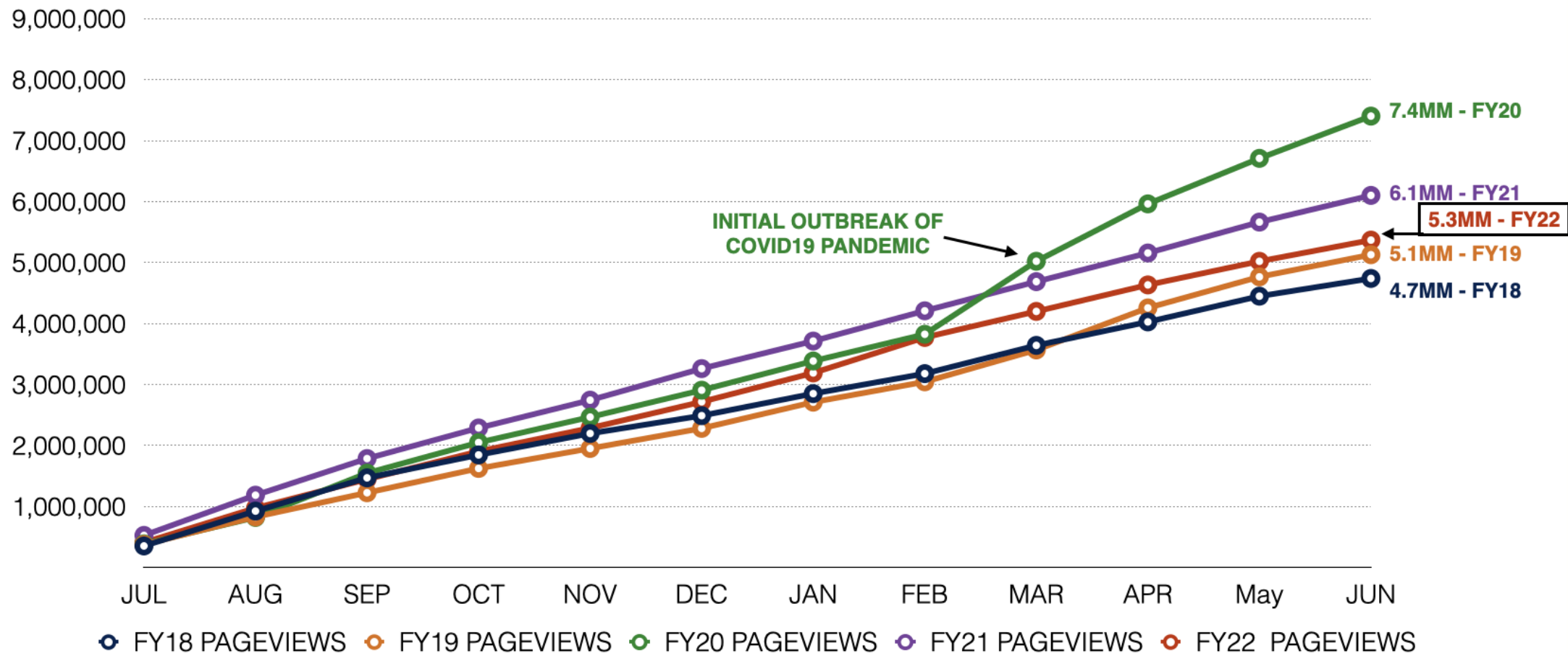
JUNE 2022 COMMUNICATIONS SUMMARY

UNIVERSITY COMMUNICATIONS

FYTD

UVA TODAY CUMULATIVE PAGEVIEWS: FY18 - FY22

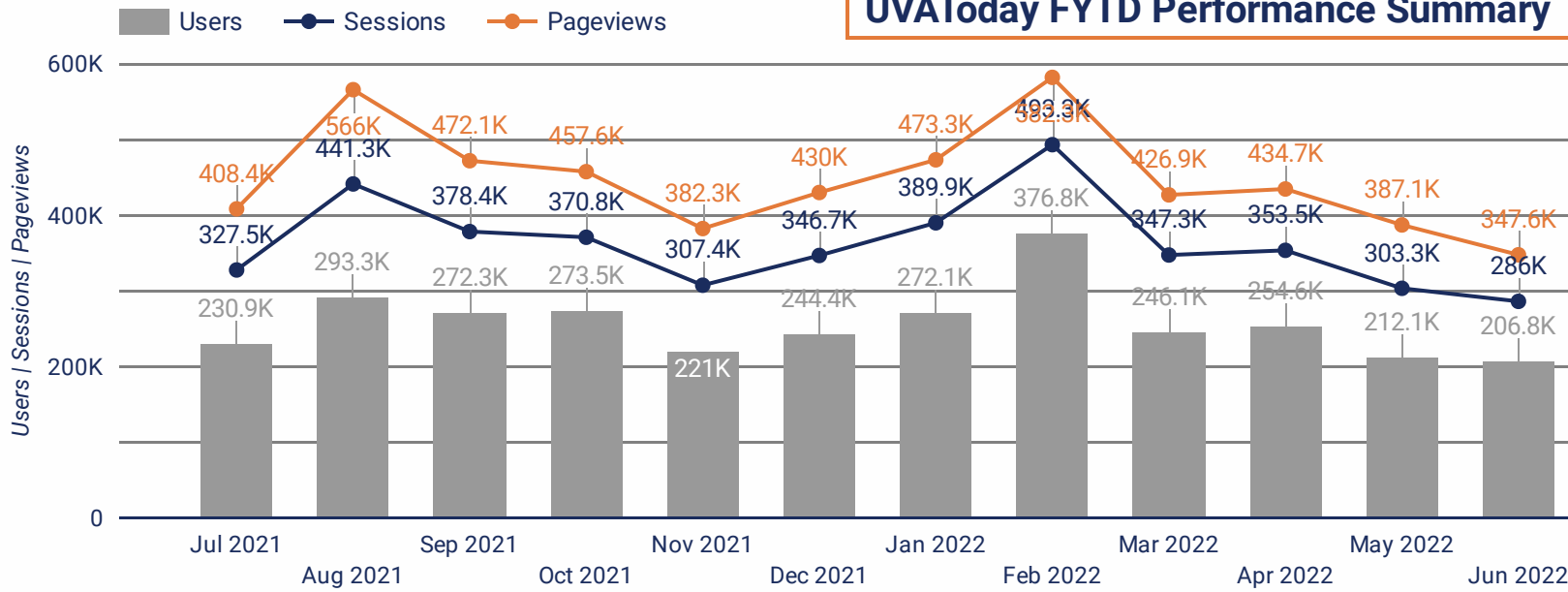
The below graph shows FY18 through June of FY22 cumulative pageviews



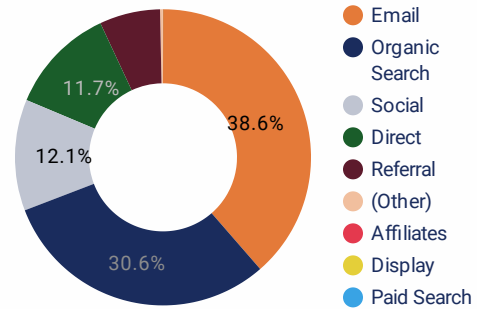
Source: Google Analytics
Date Range: 7/1/17 - 6/30/22

UVAToday FYTD Performance Summary

Jul 1, 2021 - Jun 30, 2022



Users	2.8M	↓ -1.0%	Sessions	4.3M	↓ -6.6%
Pageviews	5.4M	↓ -12.0%	Pages / Session	1.24	↓ -5.8%
Avg. Time on Page	00:04:16	↑ 16.4%	Bounce Rate	78.3%	↑ 19.2%



Default Channel Group	Pageviews	% Δ	Users	% Δ	Sessions	% Δ
1. Email	2.1M	-16.0% ↓	662.9K	-15.7% ↓	1.6M	-16.7% ↓
2. Organic Search	1.6M	0.8% ↑	1.2M	21.9% ↑	1.4M	19.5% ↑
3. Social	652.2K	-22.1% ↓	469K	-15.4% ↓	588.1K	-15.0% ↓
4. Direct	629.5K	1.9% ↑	435.1K	8.9% ↑	516.2K	8.1% ↑
5. Referral	355.9K	-11.3% ↓	186.6K	-8.6% ↓	248.9K	-13.3% ↓
6. (Other)	16.3K	-89.0% ↓	7.3K	-91.9% ↓	13K	-90.4% ↓
7. Affiliates	1K	18.6% ↑	418	2.2% ↑	542	2.8% ↑

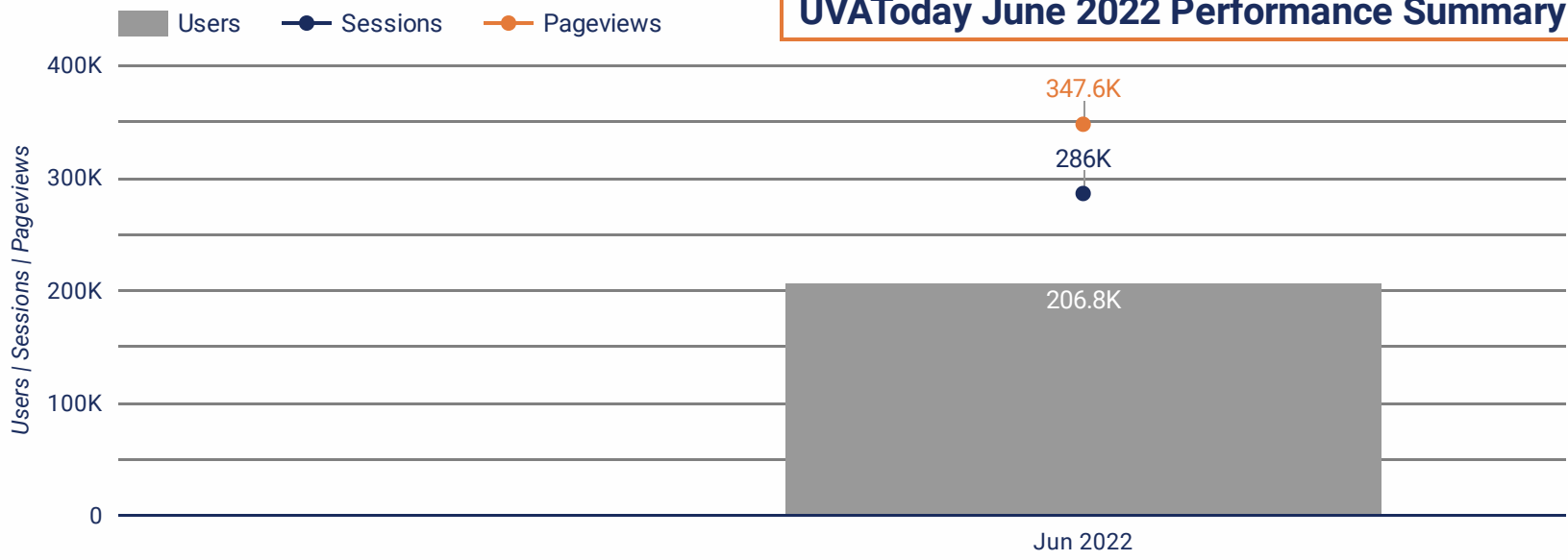
Page Title	Pageviews	Avg. Time on Page	Users	Sessions
1. What Does Russia Really Want in Ukraine? UVA Today	151.6K	09:39	131.1K	143.1K
2. Can a Heartburn Drug Help Doctors Treat COVID-19? UVA Today	71.6K	03:17	53.9K	58.3K
3. UVA Department of Athletics Announces Largest Single Gift Commitment in Its History UVA T...	51.6K	03:38	44.2K	47.4K
4. Alumnus Captures a Photo of the Rotunda That You Have to See to Believe	44.7K	06:27	36.8K	39.3K
5. Russia-Ukraine Crisis: What's Going On – and Why Americans Must Pay Attention	39.6K	08:44	32.2K	36.4K
6. UVA Re-enters the Nation's Top 25 in Fresh U.S. News Rankings UVA Today	32.6K	01:50	25.4K	26.3K
7. Meet 'Team UVA': These Hoos Are Headed to the Olympics UVA Today	32.4K	04:19	24.9K	26.7K
8. UVA Welcomes First Members of Class of 2026 With Early Decision Notifications UVA Today	31.8K	03:58	25.3K	27.1K
9. Osama bin Laden Was Killed a Decade Ago. Here's Why It Still Matters. UVA Today	30.1K	06:44	26.9K	28.1K
10. It's Copperhead Season in Virginia. Here Is What You Need to Know	29.5K	05:13	24.7K	25.8K

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

Source: Google Analytics

UVAToday June 2022 Performance Summary

Jun 1, 2022 - Jun 30, 2022



Users
206.8K
↓ -10.0%

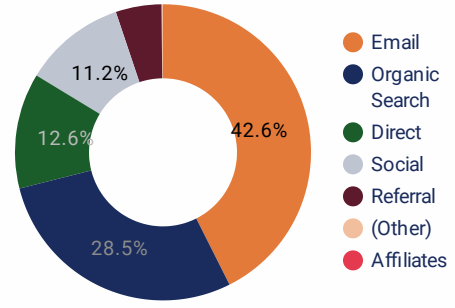
Sessions
286.0K
↓ -11.4%

Pageviews
347.6K
↓ -20.6%

Pages / Session
1.22
↓ -10.4%

Avg. Time on Page
00:04:50
↑ 81.5%

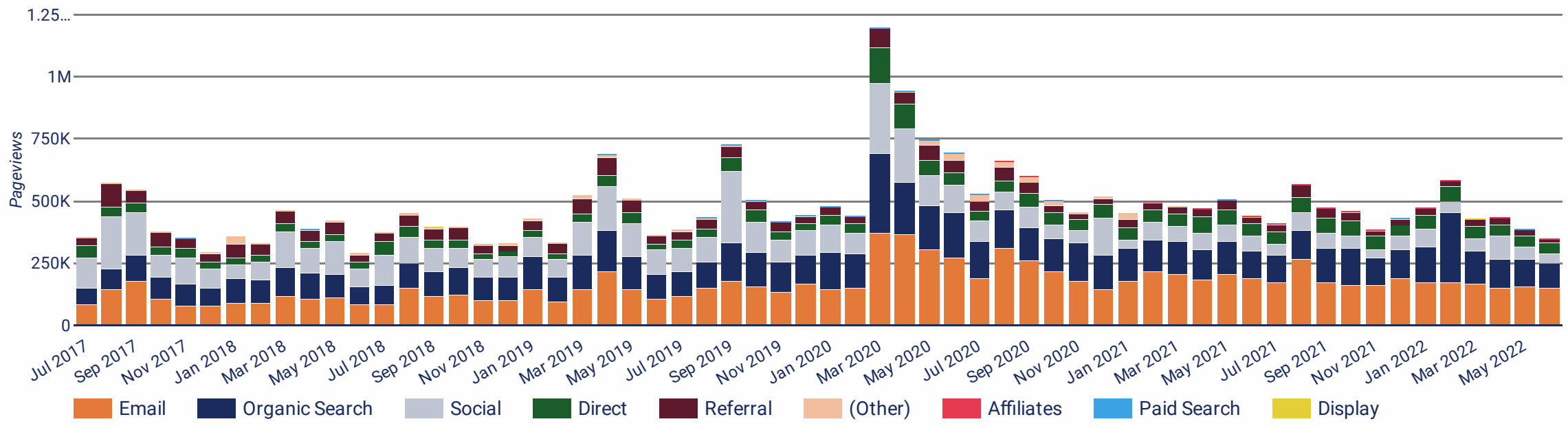
Bounce Rate
80.3%
↑ 13.9%



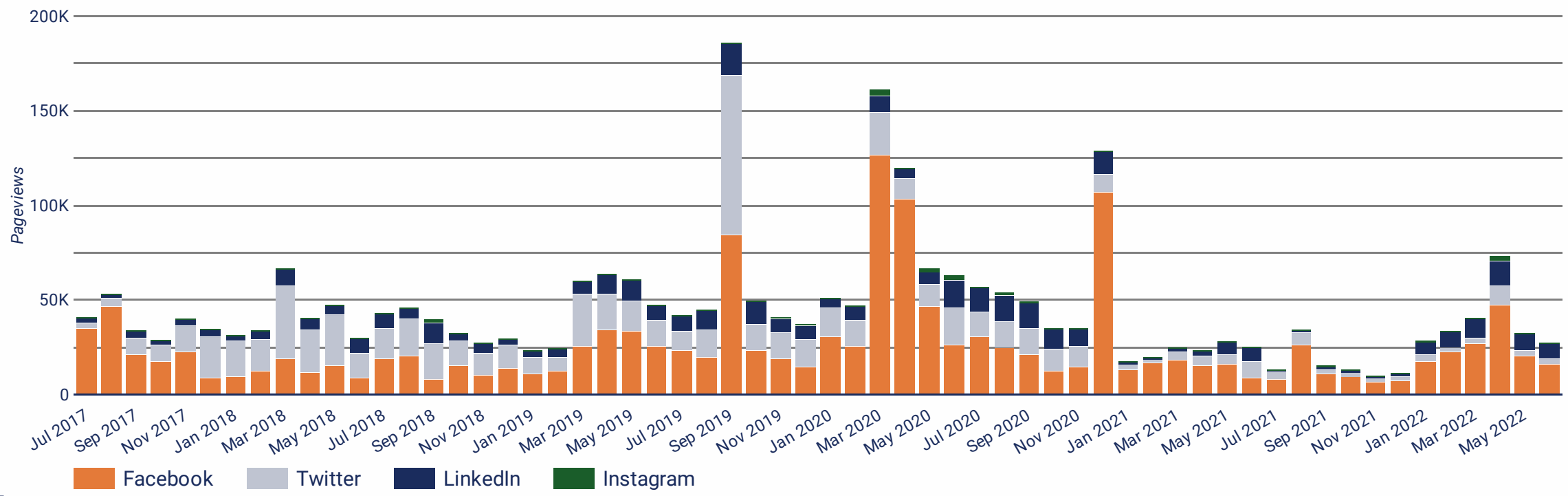
Rank	Default Channel Group	Pageviews	% Δ	Users	% Δ	Sessions	% Δ
1.	Email	148K	-20.8% ↓	63K	-21.0% ↓	114.7K	-20.2% ↓
2.	Organic Search	99K	-12.9% ↓	75.6K	14.8% ↑	86.2K	14.8% ↑
3.	Direct	43.9K	-12.8% ↓	31.2K	-8.2% ↓	37K	-1.4% ↓
4.	Social	38.8K	-31.6% ↓	31.3K	-23.4% ↓	35.3K	-22.7% ↓
5.	Referral	17.4K	-35.5% ↓	10K	-29.9% ↓	12.4K	-31.2% ↓
6.	(Other)	574	-82.4% ↓	337	-87.8% ↓	384	-86.6% ↓
7.	Affiliates	2	-99.0% ↓	2	-86.7% ↓	2	-94.9% ↓

Rank	Page Title	Pageviews	Avg. Time on Page	Users	Sessions
1.	It's Copperhead Season in Virginia. Here Is What You Need to Know	29.5K	05:13	24.7K	25.8K
2.	UVA No. 1 in Software Engineering, Topping Standard-Bearers Stanford, Cal-Berkeley	15.2K	04:15	12.1K	13K
3.	Risky Business: What Joining LIV Golf Tour Means for a Player's Brand	13.1K	11:19	11K	11.6K
4.	Just in Time for the Queen's Platinum Jubilee, We Give You 'Corgis of UVA'	10.7K	04:35	8.5K	9.2K
5.	UVA's Larry Sabato Assesses Threats to Democracy While Staying Hopeful	7.9K	07:07	6.1K	6.2K
6.	Law Expert Breaks Down Supreme Court's Seismic Overruling of Roe v. Wade	7.8K	08:35	6.5K	6.2K
7.	Alumnus Commits \$10 Million to Support DEI Initiatives at the University of Virginia	7.4K	03:55	6.4K	5.9K
8.	Will the Jan. 6 Hearings Change Any Minds? UVA Scholars Weigh In	6.3K	08:34	5.6K	5.7K
9.	'They're Brothers': Meet the UVA Alum Who's Always Been at Ryan Zimmerman's Side	6.2K	07:00	5.1K	4.9K
10.	Go-With-the-Flow Wind Turbine, Conceived by UVA Prof, Completes Successful Demo	6K	07:54	5.4K	5.5K

UVAToday Pageviews By Channel:

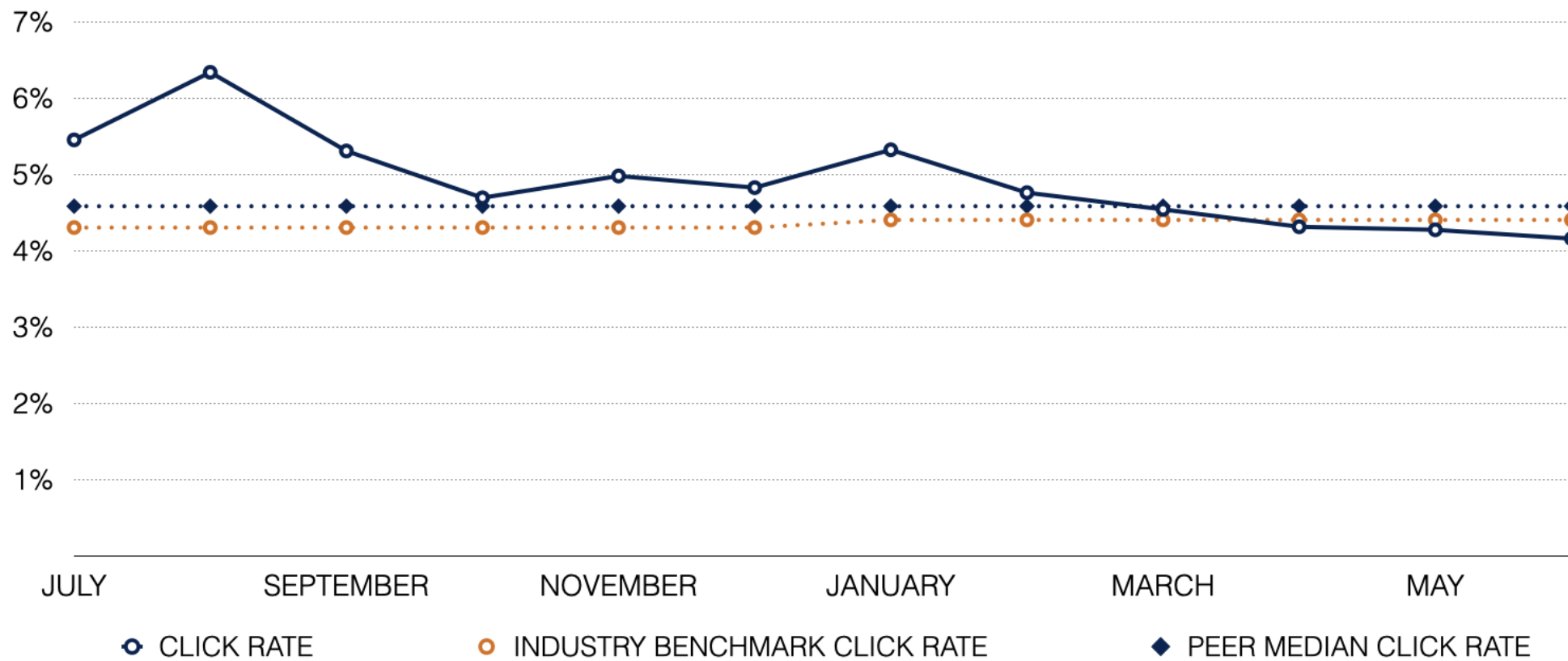


UVAToday Pageviews By Social Channel:



YEAR TO DATE 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 - 6/30/22

Thank You