

UVAToday Monthly Communications Summary

UNIVERSITY COMMUNICATIONS

October 2022

Report Highlights

1.6MM cumulative pageviews have been achieved FYTD. This exceeds 2019 cumulative pageviews by **~18K** pageviews for the same period (July - October). This achievement is most likely due to a spike in pageviews resulting from the story "**UVA Discovers Driver of High Blood Pressure**".

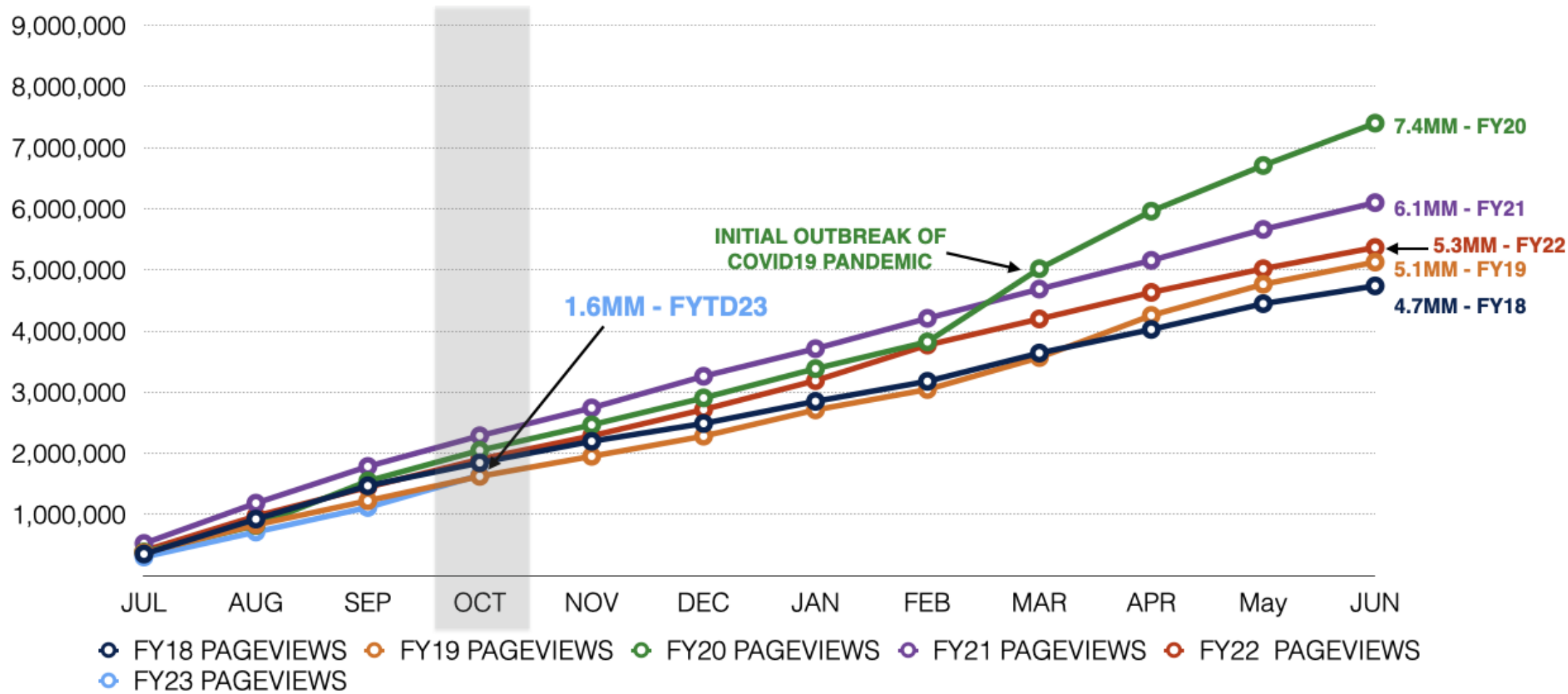
"**UVA Discovers Driver of High Blood Pressure**" was the top performing UVAToday story in October. This story was first published on October 10th and achieved **132K+ pageviews** throughout the rest of the month. Over the last quarter, July to September, the top performing story for each month differed from the second top performing story by an average of **~15.6K pageviews**. In October, "**UVA Discovers Driver of High Blood Pressure**" exceeded the second top performing story by **~118.8K pageviews**.

5,841 Social Media Net Audience Growth in October. This represents a **51.4% increase** compared to October 2019. The main driver of this growth can be attributed to **LinkedIn**.

Please note, the default channel groupings provided by Google Analytics on slides 5 and 7 are currently incorrectly categorizing our data. We are working to correct this issue for future reporting.

UVA TODAY CUMULATIVE PAGEVIEWS: FY18 - FYTD23

The below graph shows FY18 through October of FY23 cumulative pageviews



Source: Google Analytics
Date Range: 7/1/17 - 10/31/22

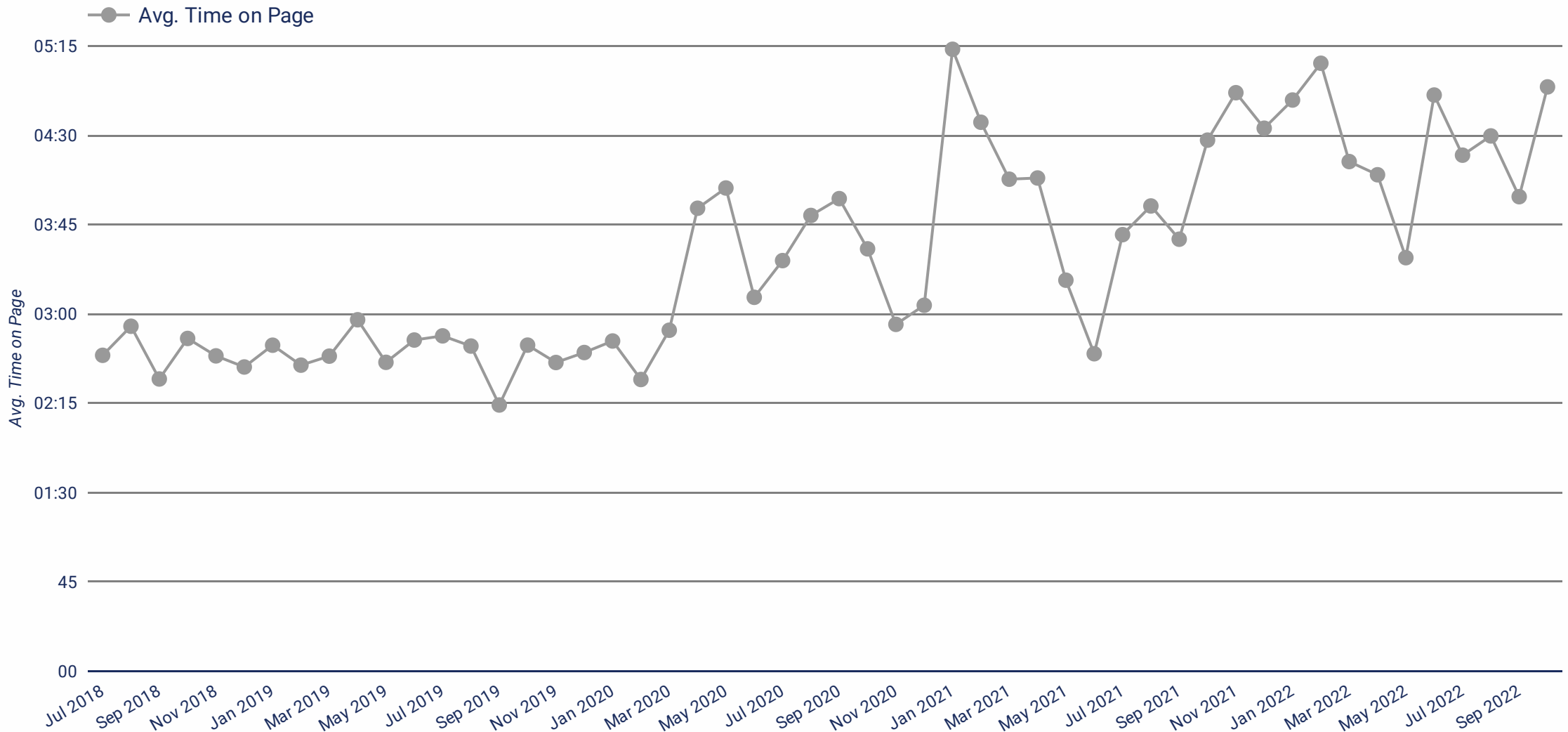
UVAToday FYTD Performance Summary (1 of 3): Key Metrics

Jul 1, 2022 - Oct 31, 2022

Users 902.3K ↓ -8.0%	Sessions 1.3M ↓ -11.5%	Pageviews 1.6M ↓ -13.7%	Pages / Session 1.22 ↓ -2.6%	Avg. Time on Page 00:04:27 ↑ 13.8%	Bounce Rate 79.0% ↑ 2.9%
-----------------------------------	-------------------------------------	--------------------------------------	---	---	---------------------------------------

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

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.

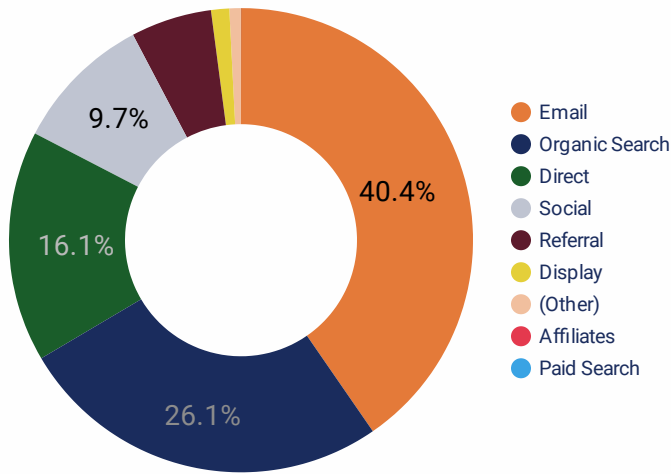


UVAToday FYTD Performance Summary (2 of 3): Sources of Traffic by Default Channel Grouping and Social Networks

Jul 1, 2022 - Oct 31, 2022

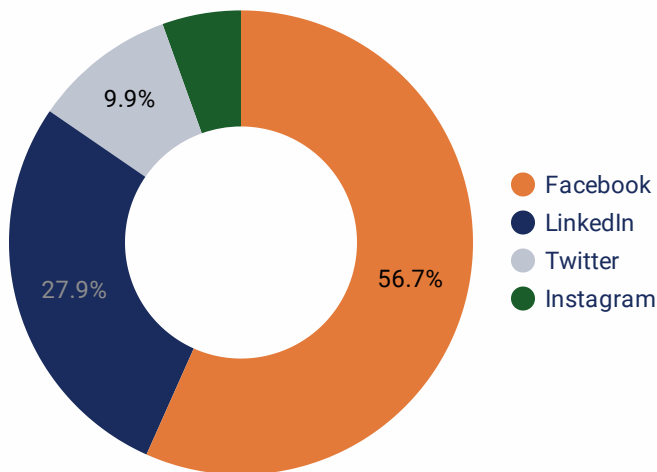
Data: All %s reflect a comparison of performance from the same period the year prior

Default Channel Grouping:



	Default Channel ...	Pageviews	% Δ	Bounce Rate	% Δ
1.	Email	663.4K	-13.2% ↓	72.58%	-1.5% ↓
2.	Organic Search	429.1K	-18.4% ↓	82.49%	1.4% ↑
3.	Direct	264.5K	11.3% ↑	81.79%	7.2% ↑
4.	Social	159.1K	-27.4% ↓	85.56%	4.1% ↑
5.	Referral	92.6K	-37.6% ↓	77.74%	21.9% ↑
6.	Display	20.8K	-	94.11%	-
7.	(Other)	13.2K	51.4% ↑	87.46%	6.2% ↑
8.	Affiliates	27	-92.1% ↓	47.06%	-13.0% ↓
9.	Paid Search	24	-	100%	-

Social Network:



	Social Network	Pageviews	% Δ	Bounce Rate	% Δ
1.	Facebook	64.4K	16.5% ↑	87.02%	10.3% ↑
2.	LinkedIn	31.7K	616.4% ↑	88.84%	13.8% ↑
3.	Twitter	11.3K	-24.4% ↓	87.06%	4.5% ↑
4.	Instagram	6.2K	312.3% ↑	82.54%	-0.3% ↓



	Page Title	Pageviews
1.	UVA Discovers Driver of High Blood Pressure	132.8K
2.	UVA Advances to No. 3 Best Public in 2023 U.S. News & World Report Rankings	45.6K
3.	Meet the New Cavalier on Horseback: She's Eager To 'Carry On a Legacy'	30.9K
4.	To Be Great and Good in All We Do	26.9K
5.	Alumnus Captures Another Stunning Lawn Photo. This One Includes the Milky Way.	13.4K
6.	Class of 2026 Is Most Diverse Group in History, Filled With Helpers and 'Nice People'	13.2K
7.	How a Single Email Changed a Life	12.9K
8.	Hey, Parents of New College Students: This Expert Advice Is Just for You	12K
9.	Gov. Youngkin Appoints Four New UVA Board of Visitors Members	11.8K
10.	UVA Board of Visitors Approves Credit to In-State Undergraduate Students	11.7K
11.	Christa Acampora Named Dean of UVA College and Graduate School of Arts & Sciences	11.4K
12.	Queen Elizabeth, Once a Visitor to Grounds, Dies at 96	11K
13.	Housing Changes Are a Breath of Fresh, Cool Air – Especially for Lawnies	10.4K
14.	UVA Research Might Explain Why Men Die Sooner	9.9K
15.	Finally, the Real Answer Why Your Best Ideas Come While Showering	9.1K
16.	'Teaching a Man to Fish' More Complicated Than It Sounds UVA Today	8.9K
17.	What Makes for a Successful UVA Student? Veteran Professor Weighs In as Classes Begin	8.8K
18.	'Iron Chef' Competitor Drew Inspiration From UVA's Sandwich Scene	8.8K
19.	What's the True Story of Brooks Hall? This Architectural Historian Has the Answer	8.7K
20.	Darden's New Hotel Is Halfway to Its Spring Opening	8.6K

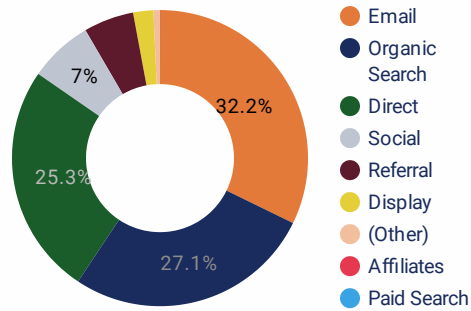
Note: Top stories by performance regardless of when the story itself was published

UVAToday Monthly Performance Summary

Oct 1, 2022 - Oct 31, 2022

Default Channel Grouping:

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



Key Metrics:

Pageviews
527.5K
↑ 15.3%

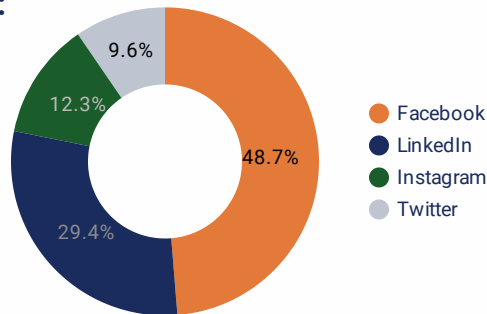
Avg. Time on Page
00:04:54
↑ 10.0%

Bounce Rate
78.0%
↑ 2.7%

Top 20 Performing Stories:

Page Title	Pageviews
1. UVA Discovers Driver of High Blood Pressure	132.8K
2. To Be Great and Good in All We Do	14K
3. Finally, the Real Answer Why Your Best Ideas Come While Showering	9.1K
4. Several Shovelfuls of Soil Signal Start of UVA Hotel Construction Project	7.3K
5. Expert: Russia Risks Becoming 'Isolated Pariah State' If It Uses Nukes	7.1K
6. Brain Discovery Could Boost Body's Ability To Fight Alzheimer's, Multiple Sclerosis	7.1K
7. This Alum Is in the Running for Best Mullet in the Nation	7K
8. UVA Researcher Discovers What Might Cause Postpartum Depression	6.9K
9. Brown College Prepares for Another 'Hauntings on the Hill'	6K
10. How a Single Email Changed a Life	5.7K
11. Powered by Career Outcomes, Darden Hits Top 10 in New Full-Time MBA Ranking	5.3K
12. What's Your Favorite Ad of All-Time? We Asked Darden, McIntire Professors for Theirs	5.3K
13. UVA Advances to No. 3 Best Public in 2023 U.S. News & World Report Rankings	4.9K
14. The Bigger Picture: Peak Leaf Season	4.4K
15. Hall-of-Famer Brings World Series Credentials, 'Major League Mindset' to UVA Baseball	4.3K
16. With BOV Approval, Darden's Vision for Its Grounds Comes Into Focus	4.1K
17. 'If These Walls ...' Mem Gym Has Hosted Champions, Icons and Celebrities	3.9K
18. Cornel West Encourages Students To 'Major in a Courageous Life'	3.7K
19. LaCross Family's \$44M Gift To Enhance Darden Student Experience, Grounds	3.5K
20. Hoos in the NBA: 5 Things To Watch for From Former UVA Cavaliers This Season	3.5K

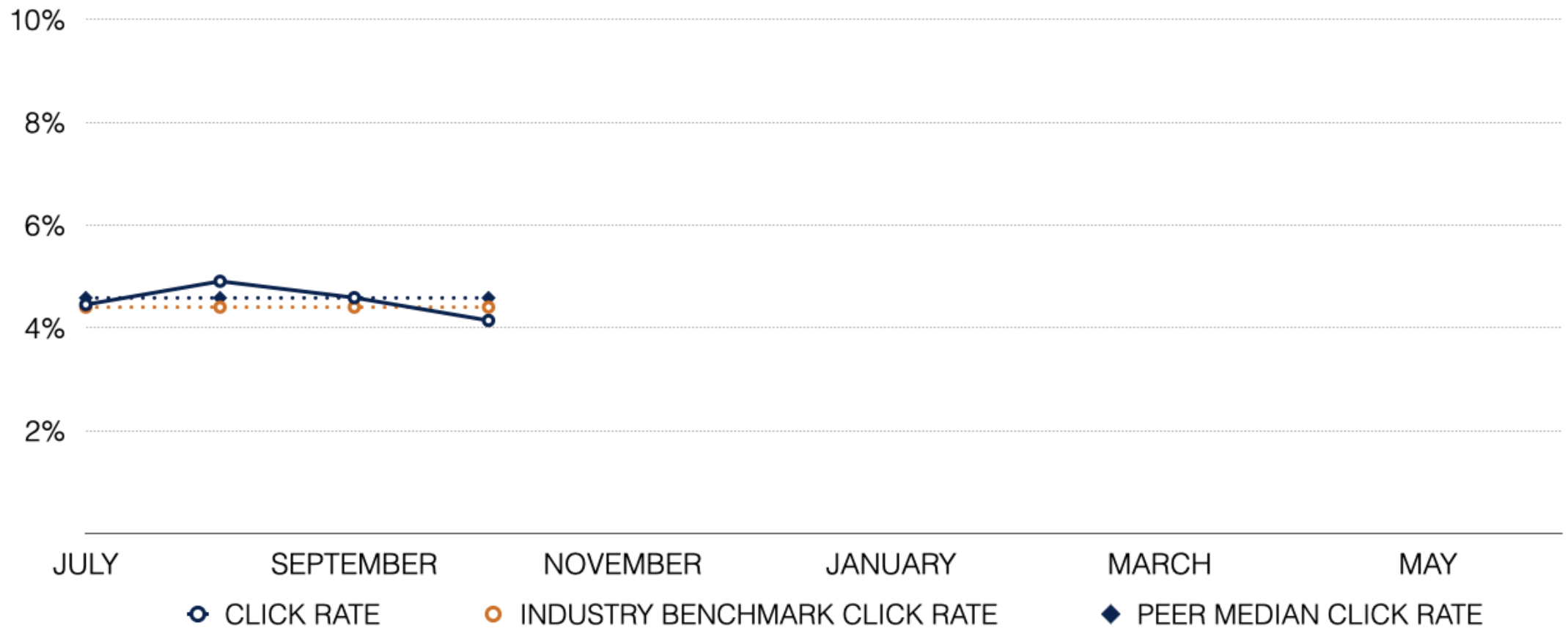
Social Network:



Social Network	Pageviews	% Δ	Bounce Rate	% Δ
1. Facebook	8.9K	-6.4% ↓	86.4%	9.8% ↑
2. LinkedIn	5.4K	481.5% ↑	84.01%	15.4% ↑
3. Instagram	2.2K	491.6% ↑	82.53%	3.7% ↑
4. Twitter	1.7K	-23.3% ↓	84.82%	23.4% ↑

YEAR TO DATE DAILY REPORT PERFORMANCE

The average click rate in October trends along the industry and peer median benchmarks

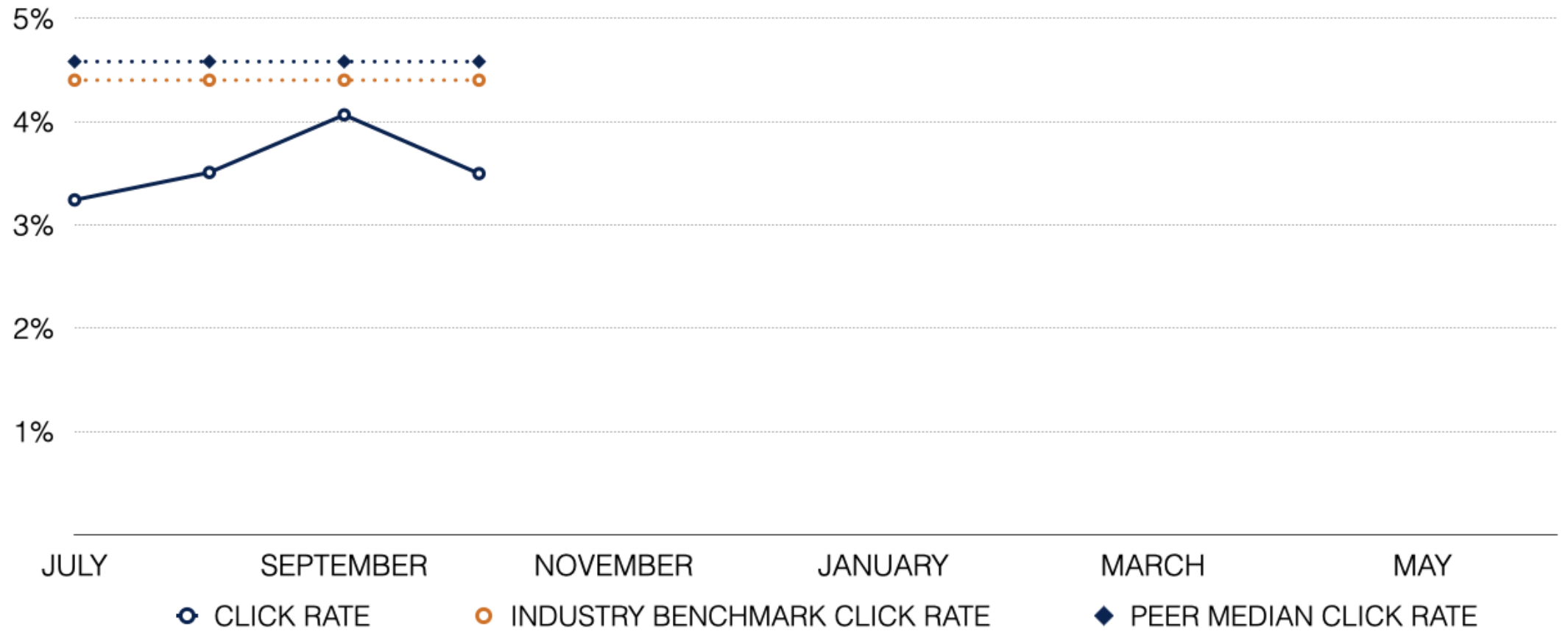


Click rate is calculated by dividing unique clicks by emails delivered
Industry benchmarks from Campaign Monitor's 2022 email marketing benchmarks
Peer benchmark from Simpson Scarborough peer study

Source: Marketing Cloud
Date Range: 7/1/22 - 10/31/22

YEAR TO DATE UVA THIS MONTH PERFORMANCE

October's UVA This Month received a lower click rate than September but remains consistent with historic rates



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 - 10/31/22

Thank You