

UVA RESEARCH DIGEST

UNIVERSITY COMMUNICATIONS

JUNE 2020

EXECUTIVE SUMMARY

The June edition of the Research Digest was distributed on Saturday, June 6. It was sent to about 275K users and lead with a story about autism research breakthroughs, and followed with several COVID-19 related stories.

Open and click through rates remain on par with April's Research Digest performance. In other publications, we have seen readership decline since April, where we saw dramatic increases due to COVID-19 related content. The Research Digest has not seen that drop-off, though, and is still performing well above the inaugural February edition.

Suggested action: continue to monitor open and click through rates over time to determine if increased readership is due to the pandemic or if this publication will see sustained engagements.

As we have seen with UVA This Month, it appears that email sent on weekends tends to outperform emails sent during the week. The inaugural edition of the Research Digest was distributed on a Thursday, while subsequent editions have been released on Saturday. Again, we have seen that open and click through rates appear to be higher when sent on the weekend.

Suggested action: continue to monitor impact of Day of Week on performance. It is possible that elevated engagement is a result of the pandemic and readers have an increased appetite to consume content during this time, but it should be monitored and tested moving forward.

The top three stories by click volume follow the trend of story position within the email. The fourth most-clicked story though, is actually the last story within the email content. This shows that users are scrolling through the entirety of the email to find content relevant to them, rather than simply clicking on the top few stories. The nature of the story may also suggest the type of content users want to consume. The story headline clearly indicates that this will impact *you*. Stories that users can directly relate to or gain valuable, actionable information from may perform better than stories solely about research.

Suggested action: observe performance of research stories by theme. Opportunity to test story types against each other: one that is focused on research only, without immediate impact for most readers, against one that is timely and actionable for the reader.

UNIVERSITY of VIRGINIA

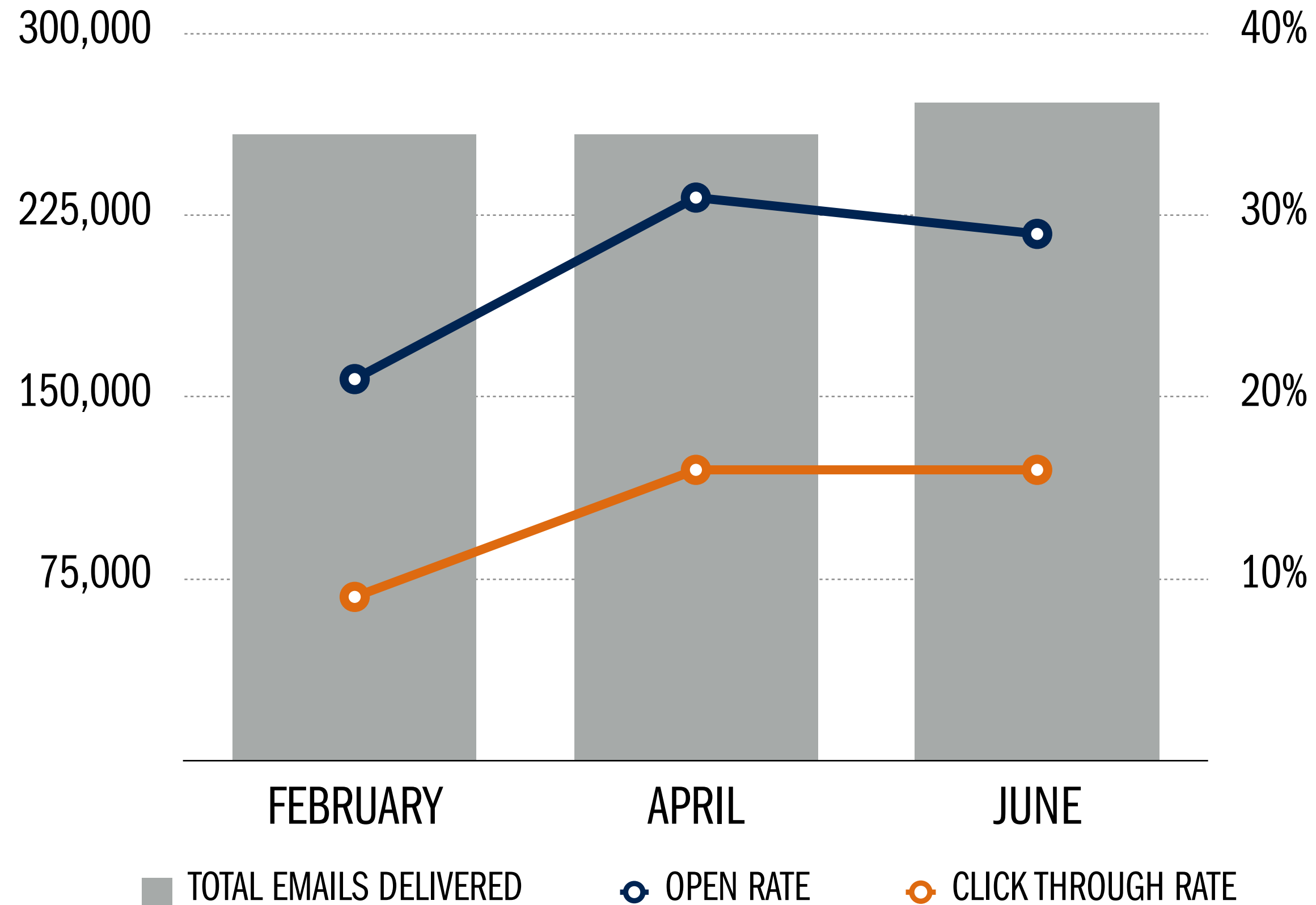
UVAResearch
DIGEST

Editor's note: This edition of the UVA Research Digest features a brand-new story on neurology professor Kevin Pelphrey, who shares four breakthroughs from his renowned autism research. Meanwhile, with more than 6 million cases of COVID-19 worldwide, UVA marches forward in its battle against the novel coronavirus, including examining its hidden risks and successfully testing treatment drug remdesivir at UVA Health, leading to FDA approval. Read on for more of our top research stories, and don't forget to [subscribe](#) to keep up with future UVA discoveries.

4 Reasons for Optimism From Autism Researcher Kevin Pelphrey



YEAR TO DATE RESEARCH DIGEST PERFORMANCE

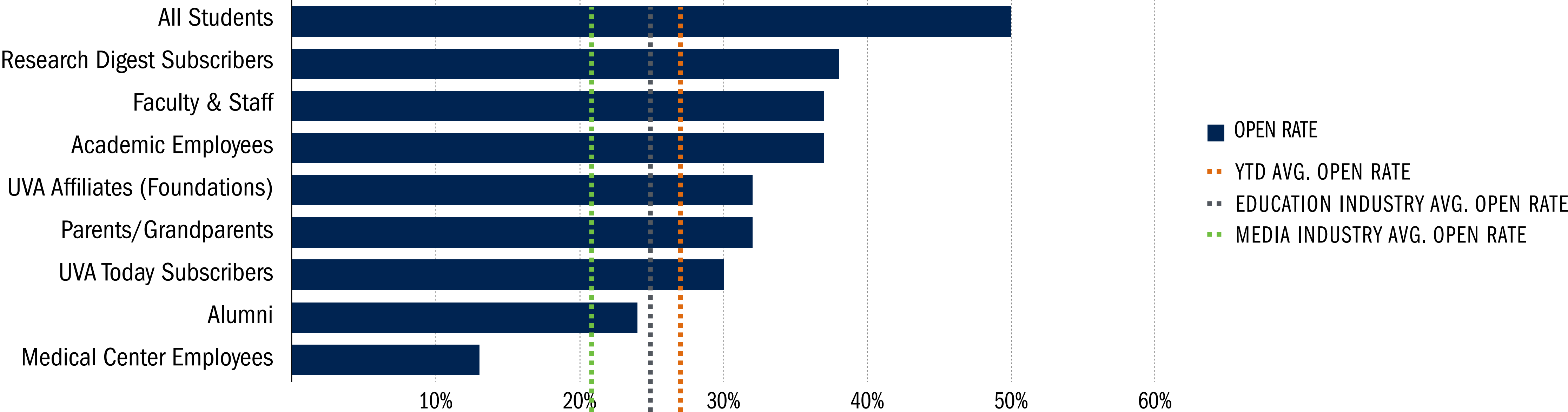


AFTER A STRONG EDITION IN APRIL, JUNE PERFORMANCE REMAINED RELATIVELY CONSISTENT IN TERMS OF OPEN AND CLICK THROUGH RATES

**JUNE OPEN RATE DECLINED 8% FROM APRIL (31% TO 29%)
JUNE CLICK THROUGH RATE REMAINED CONSISTENT (16%)**

JUNE 2020 OPEN RATE BY AUDIENCE

272K TOTAL EMAILS DELIVERED
78K UNIQUE EMAILS OPENED



29% JUNE OPEN RATE
27% YEAR TO DATE OPEN RATE
25% EDUCATION INDUSTRY BENCHMARK OPEN RATE
21% MEDIA & ENTERTAINMENT INDUSTRY BENCHMARK OPEN RATE

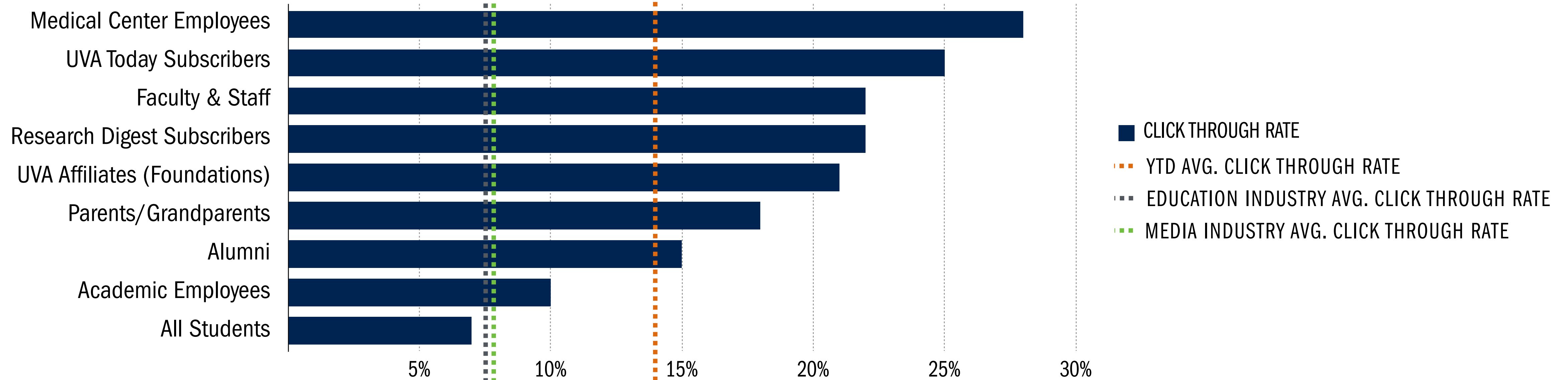
SOURCE: Marketing Cloud

* Industry benchmark from HubSpot Email Benchmarks

JUNE 2020 CLICK THROUGH RATE BY AUDIENCE

78K UNIQUE EMAILS OPENED

12K UNIQUE CLICKS



16% JUNE CLICK THROUGH RATE

14% YEAR TO DATE CLICK THROUGH RATE

7.5% EDUCATION INDUSTRY BENCHMARK CLICK THROUGH RATE

7.7% MEDIA AND ENTERTAINMENT INDUSTRY BENCHMARK CLICK THROUGH RATE

SOURCE: Marketing Cloud

* Click through rate is calculated by dividing unique clicks by unique opens.
Industry benchmark from HubSpot Email Benchmarks

TOP 5 STORIES IN JUNE 2020 RESEARCH DIGEST

STORY

[Four Reasons for Optimism](#)

[DRUG TESTED AT UVA CLEARED AS FIRST COVID-19 TREATMENT](#)

[IS THERE A CURE FOR CABIN FEVER?](#)

[EVERYTHING YOU NEED TO KNOW ABOUT YOUR SMARTPHONE'S NEW COVID-19 TRACKER](#)

[HOW A 10-MINUTE 'RESET' MAY MAKE A HUGE DIFFERENCE FOR KIDS AT HOME](#)

THANK YOU