EXECUTIVE SUMMARY

The August edition of the Research Digest was distributed on Saturday, August 15. It was sent to about 265K users and lead with a story about doctors and scientists who have spent the past five months researching COVID-19 and treating patients.

Open and click through rates improved slightly from the June edition, overall remaining relatively consistent. Both rates also remain well above industry benchmarks. As research content continues to be largely focused on COVID-19, we will want to continue monitoring performance to determine if Research Digest readers are more engaged with COVID-related research, or other types of research stories.

Suggested action: continue to monitor open and click through rates as well as top stories within the Research Digest over time to evaluate whether readers tend to be more interested in COVID-19 research or other types of research stories.

Research Digest Subscribers had a click through rate of 41% this month, significantly higher than any other audience. This demonstrates the value of having high-intent subscribers who have expressed their interest in research content by opting in to these emails. The Research Digest Subscriber group should be "prioritized" in the list hierarchy for this product so that all subscribers are attributed to the most relevant audience group. Currently, existing subscribers may be falling into other groups such as UVA Today Subscribers or Faculty & Staff.

Suggested action: update audience hierarchy for the Research Digest so that all subscribers fall into the appropriate list for better measurement of audience performance. This update is currently in progress and will be completed prior to the next edition.

Readers from other audience groups (such as Alumni, Students, Parents, etc.) are actively opting in to the Research Digest Subscription. In the August edition, there were 50 clicks on the "subscribe" link within the email. Overall, we gained nearly 70 new email addresses to the Research Digest Subscriber list on Saturday, August 15th. This indicates that many of our current non-subscribers are interested in continuing to receive these emails, and we may want to push the "subscribe" CTA a bit more.

Suggested action: consider emphasizing the "Subscribe" link within the Research Digest. Currently, the option exists as linked inline text. A larger CTA button or an accent color on the text may draw additional attention to the subscribe link.
YEAR TO DATE RESEARCH DIGEST PERFORMANCE

RESEARCH DIGEST OPEN AND CLICK THROUGH RATES BOTH INCREASED SLIGHTLY FROM JUNE TO AUGUST

AUGUST OPEN RATE IMPROVED 4% FROM JUNE (29% TO 30%)

AUGUST CLICK THROUGH RATE IMPROVED 7% FROM JUNE (16% TO 17%)

SOURCE: Marketing Cloud
AUGUST 2020 OPEN RATE BY AUDIENCE

265K TOTAL EMAILS DELIVERED
79K UNIQUE EMAILS OPENED

* Industry benchmark from HubSpot Email Benchmarks

SOURCE: Marketing Cloud
AUGUST 2020 CLICK THROUGH RATE BY AUDIENCE

79K UNIQUE EMAILS OPENED
13K UNIQUE CLICKS

- Research Digest Subscribers: 15%
- Medical Center Employees: 10%
- UVA Today Subscribers: 15%
- Faculty & Staff: 20%
- UVA Affiliates (Foundations): 25%
- Parents/Grandparents: 5%
- Alumni: 10%
- Academic Employees: 20%
- All Students: 5%

17% AUGUST CLICK THROUGH RATE
15% YEAR TO DATE CLICK THROUGH RATE
7.5% EDUCATION INDUSTRY BENCHMARK CLICK THROUGH RATE
7.7% MEDIA AND ENTERTAINMENT INDUSTRY BENCHMARK CLICK THROUGH RATE

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

SOURCE: Marketing Cloud
<table>
<thead>
<tr>
<th>STORY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Learning in the Midst of the COVID-19 Pandemic: Researchers, Clinicians Weigh In</td>
</tr>
<tr>
<td>STUDY: OVERBEARING PARENTS LEAD TO LONG-TERM STRUGGLES WITH RELATIONSHIPS, EDUCATION</td>
</tr>
<tr>
<td>BLOOD TEST AT COVID-19 DIAGNOSIS CAN PREDICT DISEASE SEVERITY, STUDY FINDS</td>
</tr>
<tr>
<td>MARRIAGE IN QUARANTINE: HOW TO SAFEGUARD YOUR RELATIONSHIP IN THESE STRESSFUL TIMES</td>
</tr>
<tr>
<td>YOUR BRAIN PARASITE ISN’T MAKING YOU SICK. HERE’S WHY.</td>
</tr>
</tbody>
</table>

SOURCE: Marketing Cloud
THANK YOU