

# UVA RESEARCH DIGEST

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**UNIVERSITY COMMUNICATIONS**

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**AUGUST 2020**

# 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.

UNIVERSITY of VIRGINIA

## UVA Research DIGEST

*Editor's note: The feature story in this edition of the UVA Research Digest shines a spotlight on six UVA doctors and scientists who have spent the past five months researching treatments and seeking vaccines for COVID-19, as well as saving patients' lives.*

*Also in this issue: a psychologist has advice about how to protect your relationship during quarantine, commerce professors analyze big data to understand the dark side of American individualism, and pathology researchers identify a gene responsible for a deadly brain cancer.*

*Read on for our latest top research stories, and don't forget to [subscribe](#) to keep up with future UVA discoveries.*

### Learning in the Midst of the COVID-19 Pandemic: Researchers, Clinicians Weigh In



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.

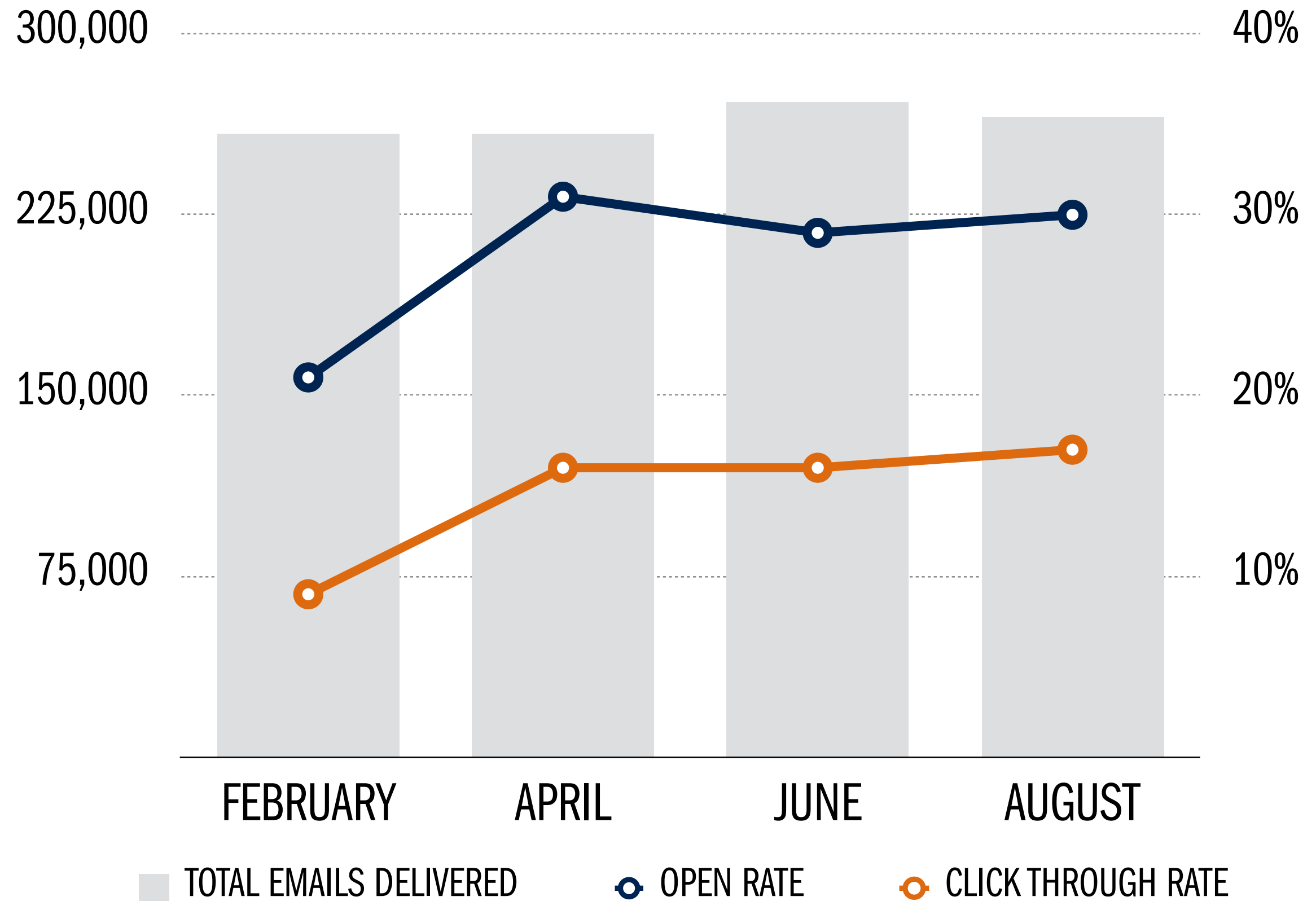
**Suggested action:** update audience hierarchy for the Research Digest so that all subscribers fall into the appropriate list for better measurement of audience performance. This update is currently in progress and will be completed prior to the next edition.



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 in-line 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**

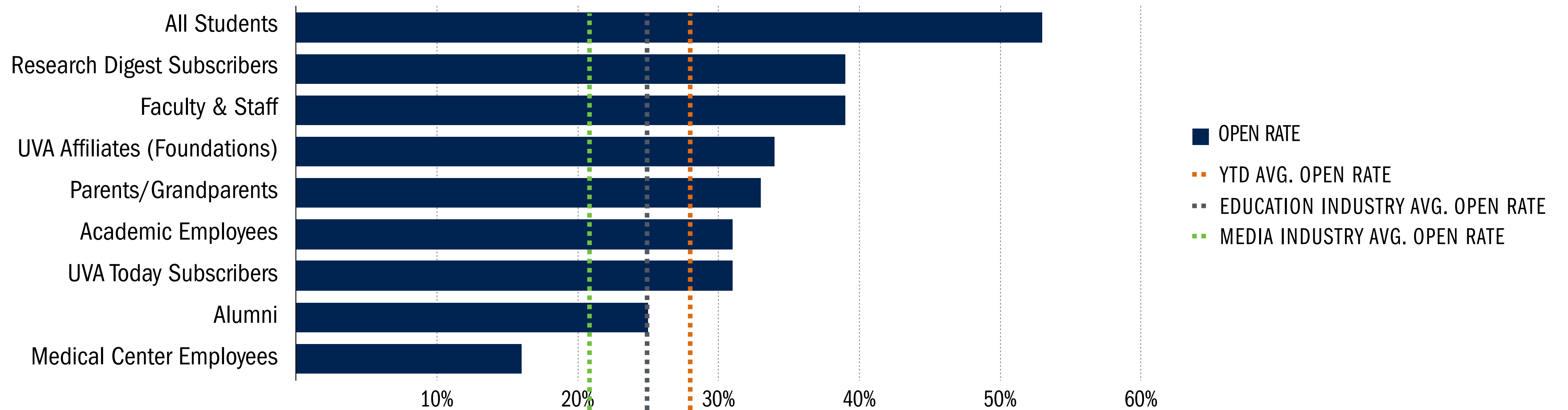
**AUGUST OPEN RATE IMPROVED 4% FROM JUNE (29% TO 30%)**

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

# AUGUST 2020 OPEN RATE BY AUDIENCE

**265K** TOTAL EMAILS DELIVERED

**79K** UNIQUE EMAILS OPENED



**30%** AUGUST OPEN RATE

**28%** YEAR TO DATE OPEN RATE

**25%** EDUCATION INDUSTRY BENCHMARK OPEN RATE

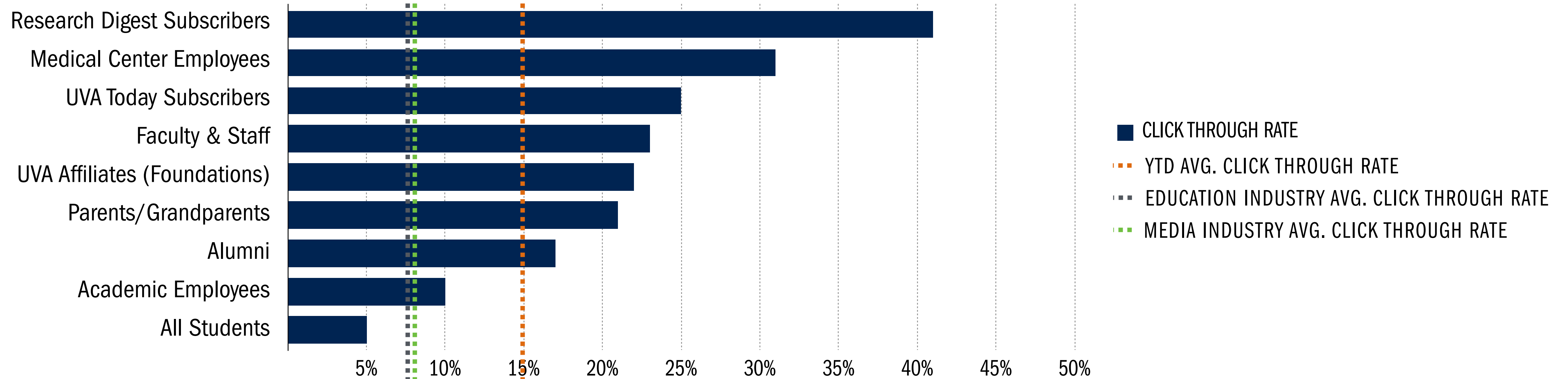
**21%** MEDIA & ENTERTAINMENT INDUSTRY BENCHMARK OPEN RATE

\* Industry benchmark from HubSpot Email Benchmarks

# AUGUST 2020 CLICK THROUGH RATE BY AUDIENCE

**79K** UNIQUE EMAILS OPENED

**13K** UNIQUE CLICKS



**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

## TOP 5 STORIES IN AUGUST 2020 RESEARCH DIGEST

### STORY

Learning in the Midst of the COVID-19 Pandemic: Researchers, Clinicians Weigh In

STUDY: OVERBEARING PARENTS LEAD TO LONG-TERM STRUGGLES WITH RELATIONSHIPS, EDUCATION

BLOOD TEST AT COVID-19 DIAGNOSIS CAN PREDICT DISEASE SEVERITY, STUDY FINDS

MARRIAGE IN QUARANTINE: HOW TO SAFEGUARD YOUR RELATIONSHIP IN THESE STRESSFUL TIMES

YOUR BRAIN PARASITE ISN'T MAKING YOU SICK. HERE'S WHY.

THANK YOU