

UVAToday Monthly Communications Summary

UNIVERSITY COMMUNICATIONS

September 2022

Report Highlights

The September 13th Great and Good Special Edition Daily Report email send out performed all industry standard email benchmarks (delivery rate, bounce rate, unsubscribe rate, and click rate)

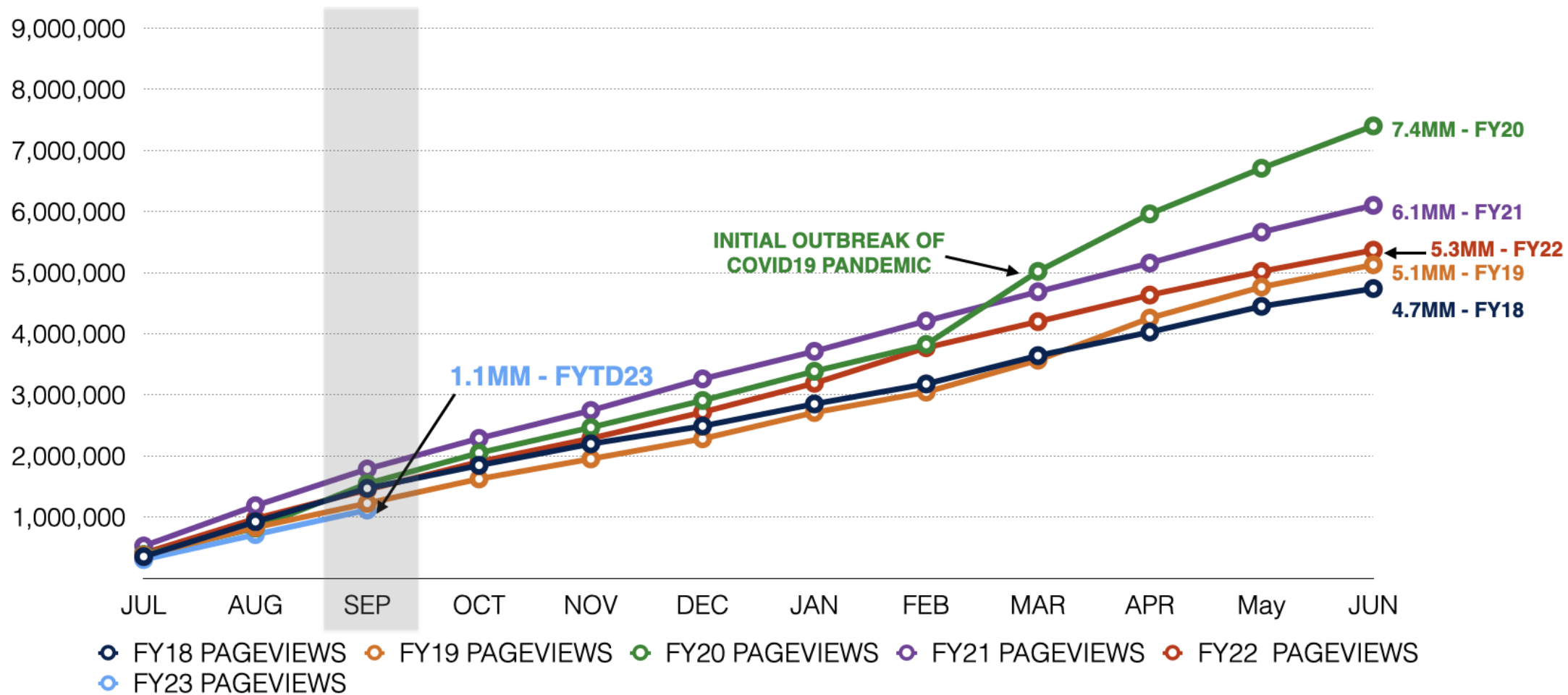
Over the last two months, we have increased the number of posts to LinkedIn between 9 -12%. This caused a 950% increase in the number of pageviews received from LinkedIn.

Overall, our social platforms experienced a 2,127.3% increase in post link clicks since the previous month

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 September of FY23 cumulative pageviews



Source: Google Analytics
Date Range: 7/1/17 - 9/30/22

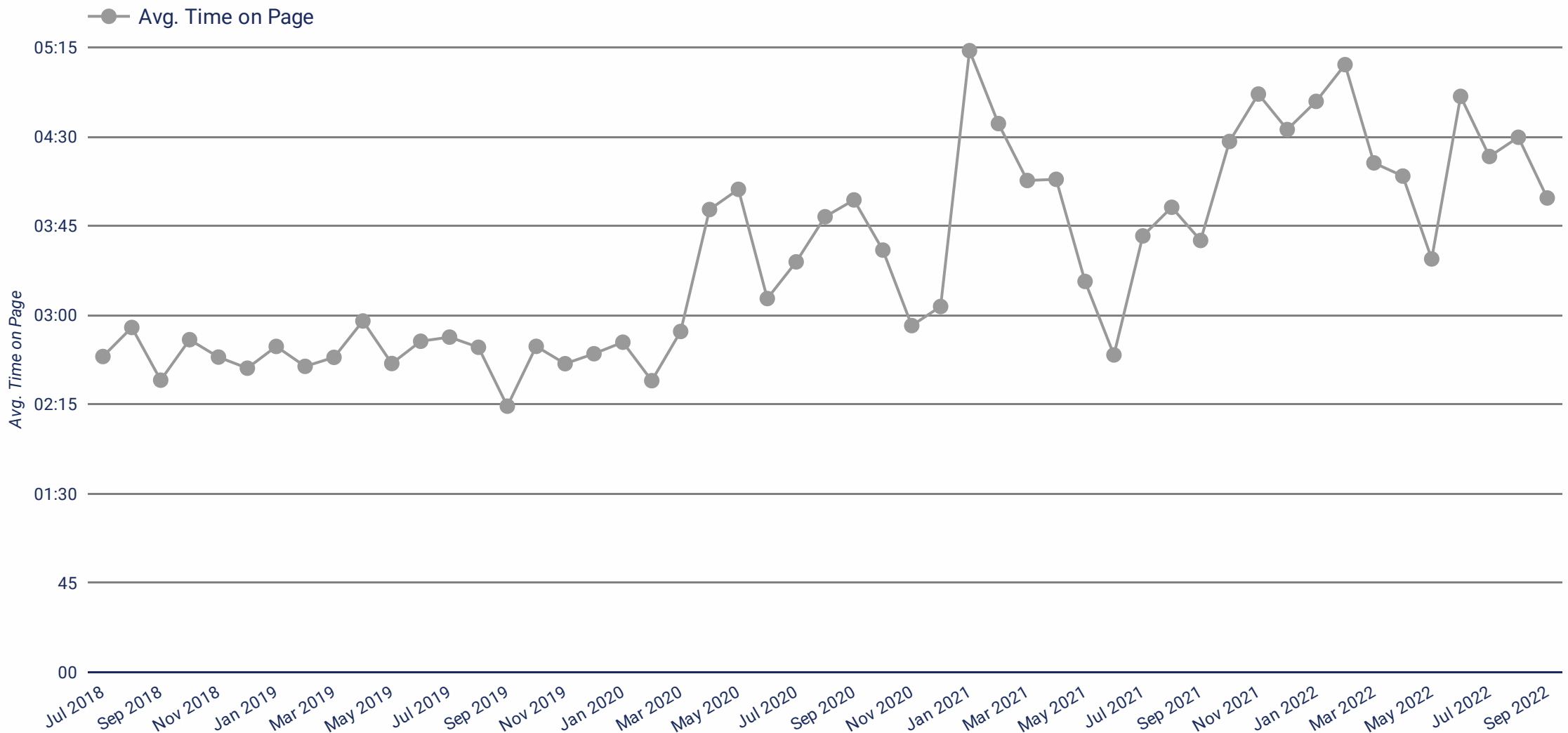
UVAToday FYTD Performance Summary (1 of 3): Key Metrics

Jul 1, 2022 - Sep 30, 2022

Users 577.3K ↓ -21.8%	Sessions 899.8K ↓ -21.6%	Pageviews 1.1M ↓ -22.9%	Pages / Session 1.24 ↓ -1.7%	Avg. Time on Page 00:04:16 ↑ 13.9%	Bounce Rate 79.5% ↑ 3.2%
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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.

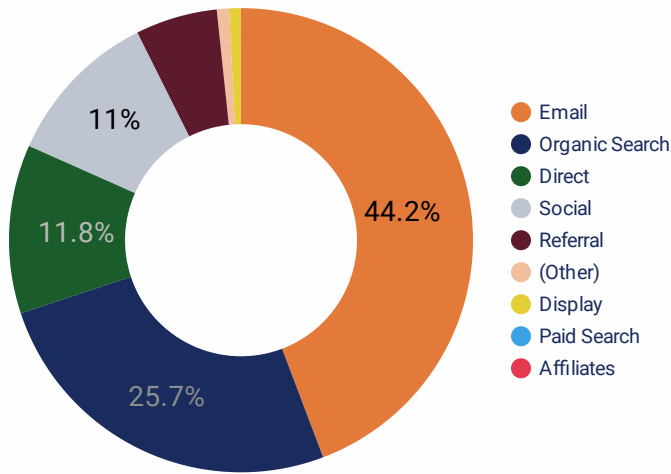


UVAToday FYTD Performance Summary (2 of 3): Sources of Traffic by Default Channel Grouping and Social Networks

Jul 1, 2022 - Sep 30, 2022

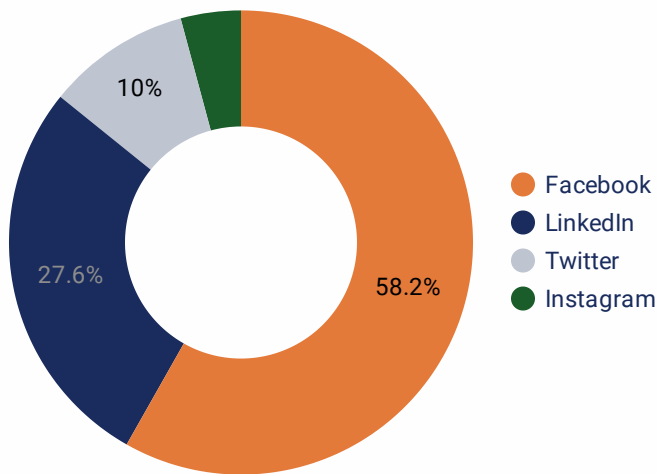
Data: All %s reflect a comparison of performance from the same period the year prior

Default Channel Grouping:



	Default Channel ...	Pageviews	% Δ	Bounce Rate	% Δ
1.	Email	493.4K	-18.4% ↓	73.01%	-1.9% ↓
2.	Organic Search	286.1K	-23.6% ↓	82.67%	1.2% ↑
3.	Direct	131.1K	-24.5% ↓	86.06%	13.8% ↑
4.	Social	122.3K	-29.0% ↓	86.58%	3.1% ↑
5.	Referral	63.7K	-44.2% ↓	77.58%	27.0% ↑
6.	(Other)	9.4K	39.2% ↑	88.07%	5.7% ↑
7.	Display	9.2K	-	94.33%	-
8.	Paid Search	19	-	100%	-
9.	Affiliates	18	-93.1% ↓	53.85%	2.9% ↑

Social Network:



	Social Network	Pageviews	% Δ	Bounce Rate	% Δ
1.	Facebook	55.5K	21.3% ↑	87.12%	10.3% ↑
2.	LinkedIn	26.3K	652.1% ↑	89.82%	13.0% ↑
3.	Twitter	9.5K	-24.7% ↓	87.45%	1.7% ↑
4.	Instagram	4K	252.4% ↑	82.54%	-1.6% ↓

UVAToday FYTD Performance Summary (3 of 3): Top 20 Performing UVAToday Stories

Jul 1, 2022 - Sep 30, 2022

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

	Page Title	Pageviews
1.	UVA Advances to No. 3 Best Public in 2023 U.S. News & World Report Rankings	40.6K
2.	Meet the New Cavalier on Horseback: She's Eager To 'Carry On a Legacy'	30.7K
3.	To Be Great and Good in All We Do	12.9K
4.	Class of 2026 Is Most Diverse Group in History, Filled With Helpers and 'Nice People'	12.9K
5.	Hey, Parents of New College Students: This Expert Advice Is Just for You	11.9K
6.	Gov. Youngkin Appoints Four New UVA Board of Visitors Members	11.7K
7.	UVA Board of Visitors Approves Credit to In-State Undergraduate Students	11.2K
8.	Christa Acampora Named Dean of UVA College and Graduate School of Arts & Sciences	11.1K
9.	Alumnus Captures Another Stunning Lawn Photo. This One Includes the Milky Way.	10.6K
10.	Housing Changes Are a Breath of Fresh, Cool Air – Especially for Lawnies	10.4K
11.	Queen Elizabeth, Once a Visitor to Grounds, Dies at 96	10.1K
12.	UVA Research Might Explain Why Men Die Sooner	9.8K
13.	What Makes for a Successful UVA Student? Veteran Professor Weighs In as Classes Begin	8.7K
14.	'Iron Chef' Competitor Drew Inspiration From UVA's Sandwich Scene	8.7K
15.	Darden's New Hotel Is Halfway to Its Spring Opening	8.4K
16.	Alumnus Captures a Photo of the Rotunda That You Have To See To Believe	8.3K
17.	UVA Grad Once Chased Quarterbacks. Now He Chases History	8K
18.	'A Little More Space.' McIntire Breaks Grounds on Eye-Popping Expansion Project	7.5K
19.	President Ryan to the Class of 2026: Be Curious, Not Judgmental	7.4K
20.	UVA, Community to Mark Fifth Anniversary, Ongoing Impact of August 2017	7.3K

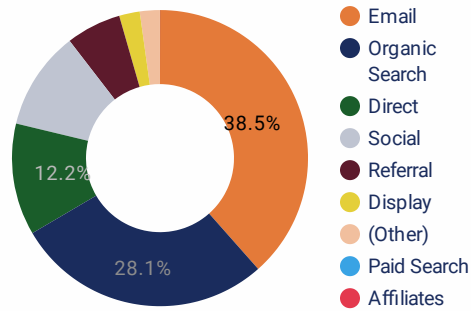
Note: Top stories by performance regardless of when the story itself was published

UVAToday Monthly Performance Summary

Sep 1, 2022 - Sep 30, 2022

Default Channel Grouping:

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



Key Metrics:

Pageviews
402.2K
↓ -14.8%

Avg. Time on Page
00:03:59
↑ 9.8%

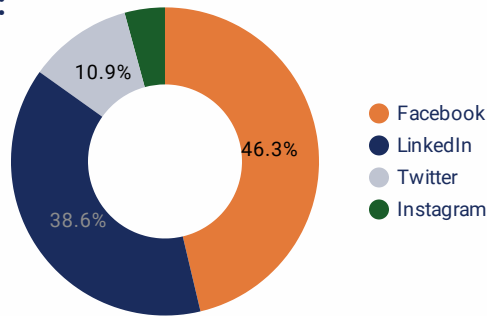
Bounce Rate
82.6%
↑ 4.6%

Top 20 Performing Stories:

Default Channel Grouping	Pageviews	% Δ	Bounce Rate	% Δ
1. Email	154.7K	-9.4% ↓	76.16%	0.8% ↑
2. Organic Search	113K	-19.9% ↓	84.41%	2.3% ↑
3. Direct	49.1K	-20.9% ↓	88.02%	14.8% ↑
4. Social	43.4K	-27.1% ↓	89.74%	3.7% ↑
5. Referral	24.2K	-34.7% ↓	78.65%	15.8% ↑
6. Display	9K	-	94.55%	-
7. (Other)	8.8K	465.2% ↑	88.73%	5.9% ↑

Page Title	Pageviews
1. UVA Advances to No. 3 Best Public in 2023 U.S. News & World Report Rankings	40.6K
2. To Be Great and Good in All We Do	12.8K
3. UVA Board of Visitors Approves Credit to In-State Undergraduate Students	11.2K
4. Alumnus Captures Another Stunning Lawn Photo. This One Includes the Milky Way.	10.6K
5. Queen Elizabeth, Once a Visitor to Grounds, Dies at 96	10.1K
6. 'A Little More Space.' McIntire Breaks Grounds on Eye-Popping Expansion Project	7.5K
7. What's the True Story of Brooks Hall? This Architectural Historian Has the Answer	6.1K
8. UVA Men's Golf Makes History By Ascending to No. 1 Ranking	5.9K
9. 'America Is Under Attack': What the Morning of 9/11 Was Like for President Bush	5.1K
10. Julie Caruccio - UVA's New Cavalier on Horseback UVA Today	5K
11. Peeking Under 'Doomsday Glacier,' a Dripping Timebomb That Could Speed Up	4.9K
12. UVA Marks Progress, Momentum as Strategic Plan Passes Three-Year Mark	4.6K
13. Common Chimney, Hearth Restored to Lawn Room 50	4.3K
14. Champ, 'Elite' Puppy-In Training at UVA Athletics, Is the Ultimate Mood Lifter	4K
15. 'Inside UVA' Presidential Podcast Kicks Off Season Two With Alumna Katie Couric	3.9K
16. Tom Baltimore: An Alum's Journey From Humble Beginnings to Corporate CEO	3.9K
17. The Model Program: How Tony Elliott Is Crafting UVA Football in His Own Way	3.9K
18. UVA Volleyball Player Secures a Spot on ESPN SportsCenter's Top 10 Best Plays	3.7K
19. The Bigger Picture: Hoos Up Next?	3.6K
20. Aided by UVA Innocence Project, 'Serial' Subject Adnan Syed Released From Prison	3.6K

Social Network:



Social Network	Pageviews	% Δ	Bounce Rate	% Δ
1. Facebook	17K	51.4% ↑	90.5%	5.4% ↑
2. LinkedIn	14.1K	950.6% ↑	92.95%	22.8% ↑
3. Twitter	4K	94.8% ↑	89.29%	5.2% ↑
4. Instagram	1.6K	50.9% ↑	85.44%	1.1% ↑

SEPTEMBER 13TH GREAT AND GOOD SPECIAL EDITION DAILY REPORT SEND PERFORMANCE

September 13th Great and Good Special Edition Daily Report Send Performance

Total Emails Sent	Total Emails Delivered	Total Emails Bounced	Total Unsubscribes	Total Unique Clicks	Delivery Rate (Total Emails Delivered/Total Emails Sent)	Bounce Rate (Total Emails Bounced/Total Emails Sent)	Unsubscribe Rate (Total Unsubscribes/Total Emails Delivered)	Click Rate (Unique Clicks/Total Emails Delivered)
278,574	275,262	3,312	94	6,597	98.81% ✓	1.18% ✓	.034% ✓	2.39% ✓

For Comparison: Average September Daily Report Email Send Performance

Avg. Emails Sent	Avg. Emails Delivered	Avg. Emails Bounced	Avg. Unsubscribes	Avg. Unique Clicks	Avg. Delivery Rate	Avg. Bounce Rate	Avg. Unsubscribe Rate	Avg. Click Rate
119,049	117,626	1,422	12	5,393	98.80%	1.19%	.008%	4.74%

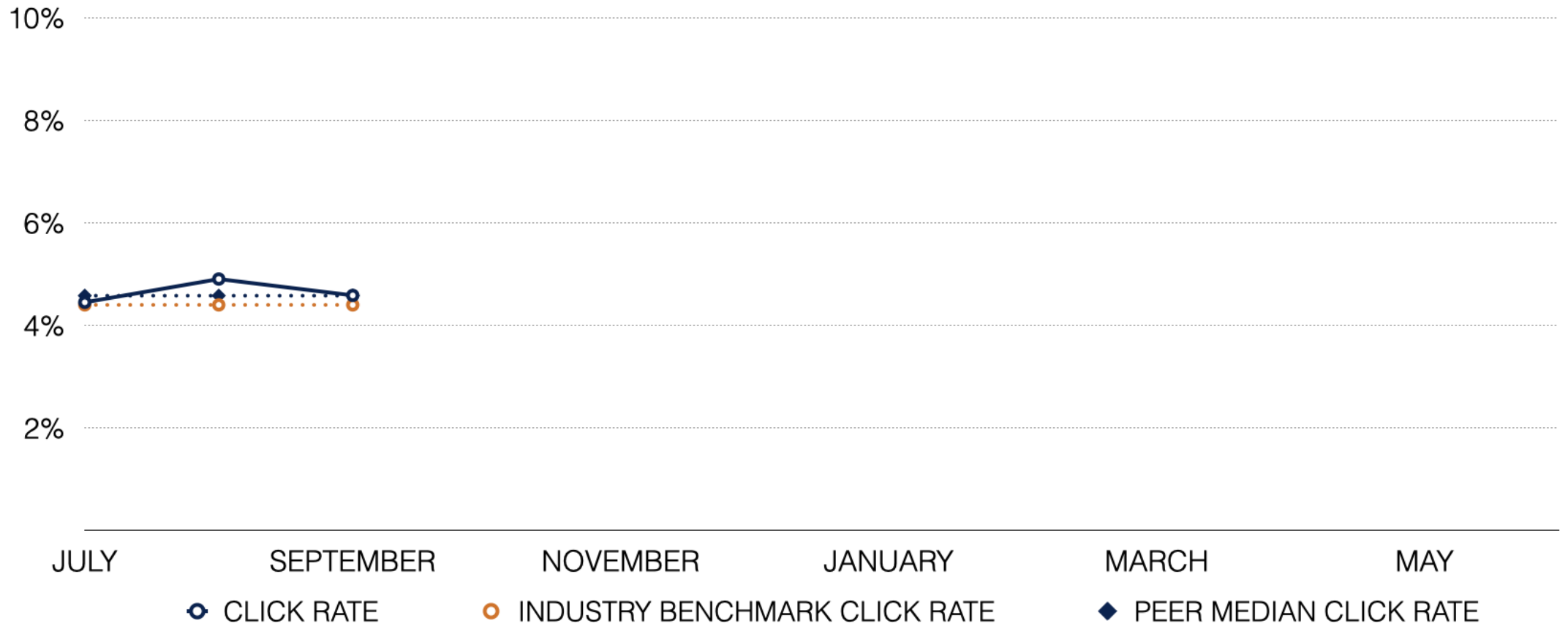
Email Performance Benchmarks

Delivery Rate	Bounce Rate	Unsubscribe Rate	Click Rate
^95%	3.34%	0.10%	2.30%

Source: Marketing Cloud Date Range: 9/1/22 - 9/30/22

YEAR TO DATE DAILY REPORT PERFORMANCE

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

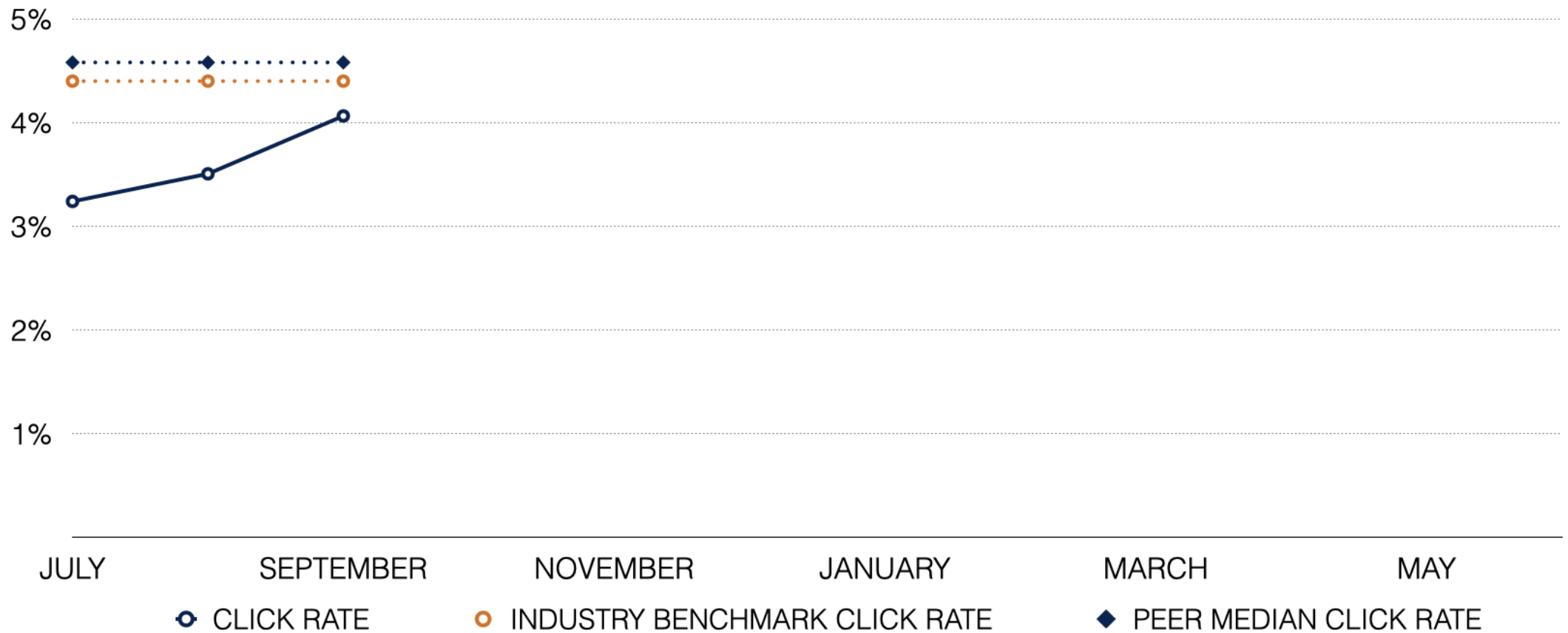


Click rate is calculated by dividing unique clicks by emails delivered
Industry benchmarks from Campaign Monitor's 2022 email marketing benchmarks
Peer benchmark from Simpson Scarborough peer study

Source: Marketing Cloud
Date Range: 7/1/22 - 9/30/22

YEAR TO DATE UVA THIS MONTH PERFORMANCE

Click rate in September approached industry and peer 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 - 9/30/22

Thank You