EXECUTIVE SUMMARY

The December edition of UVA This Month was distributed on Sunday, December 20. The email was sent to about 258K users, and included memorable photos from 2020, some of the most-read stories of the year, vaccine updates, and alumni spotlights.

Open and Click Through Rates improved slightly from November's edition of UVA This Month, though these numbers are still soft compared to performance seen earlier in the year. This may be attributed to the holiday season, as activity on Grounds declines with students home for break.

Among audience groups, Medical Center Employees saw the greatest change in month over month performance. While Open Rate for this audience remains below average, in December, Medical Center Employees drove the highest Click Through Rate of any audience in 2020. The most-clicked story for this group was the announcement of vaccinations beginning.

Key Takeaway: It isn't surprising that the Medical Center Employees were interested in reading the story about UVA Health beginning COVID-19 vaccinations. This supports the idea that we may consider providing audience-specific content to certain groups, based on what we believe is most relevant for those readers.

The most-clicked story this month was 2020 In Photos: Part I, but the overall share of clicks was spread among a variety of stories throughout the email. 5 stories earned over 10% of total clicks, meaning that users read a range of stories rather than seeing one story earn the majority of clicks. Even the holiday concert, which was the last story in the email, made the top 5 most-clicked links.

Key Takeaway: As we have seen in prior email communications, readers are willing to scroll through emails to find content that they are interested in. This indicates that readers who click on our emails are highly engaged and not simply opening and clicking on the first thing they see - they are taking the time to look through the content and determine what is most interesting to them.
UVA THIS MONTH 2020 PERFORMANCE AT A GLANCE

2.96 MILLION EMAILS DELIVERED

1.91 MILLION TOTAL EMAILS OPENED*

233,000 TOTAL EMAIL CLICKS*

* Total opens and clicks reflect cumulative engagements, therefore counting multiple opens or clicks by one user on an individual email. This differs from the unique metrics typically used to calculate open and click through rates.
YEAR TO DATE UVA THIS MONTH PERFORMANCE

From November to December, Open and Click Through Rate improved slightly for UVA This Month

* Click through rate is calculated by dividing unique clicks by unique opens. Education industry benchmark from HubSpot Email Benchmarks, reflecting period November 2018 - November 2019.

SOURCE: Marketing Cloud
DECEMBER 2020 OPEN RATE BY AUDIENCE

258,000 TOTAL EMAILS DELIVERED
75,383 UNIQUE EMAILS OPENED

Source: Marketing Cloud

* Open rate is calculated by dividing unique opens by total delivered emails.
* Industry benchmark from HubSpot Email Benchmarks.
DECEMBER 2020 CLICK THROUGH RATE BY AUDIENCE

75,383 UNIQUE EMAILS OPENED
11,365 UNIQUE CLICKS

Medical Center Employees
Research Digest Self-Subscribers
UVA Today Self-Subscribers
Faculty & Staff
Academic Employees
(Other, Non-Faculty/Staff)
Parents/Grandparents
Alumni
UVA Affiliates (Foundations)
All Students

15% DECEMBER CLICK THROUGH RATE
15% YEAR TO DATE CLICK THROUGH RATE
7.5% EDUCATION INDUSTRY BENCHMARK CLICK THROUGH RATE
7.7% MEDIA & ENTERTAINMENT INDUSTRY BENCHMARK OPEN RATE

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

SOURCE: Marketing Cloud
In December, Students had the highest Open Rate at 56%, followed by Faculty & Staff at 41%.

* Open rate is calculated by dividing unique opens by total delivered emails.

**SOURCE:** Marketing Cloud
CLICK THROUGH RATE BY AUDIENCE YEAR TO DATE

In December, Medical Center Employees were top performers with a Click Through Rate of 32%, the highest we have seen from any audience group in 2020.

* CTR is calculated by dividing unique clicks by unique opens.

SOURCE: Marketing Cloud

<table>
<thead>
<tr>
<th>JANUARY</th>
<th>FEBRUARY</th>
<th>APRIL</th>
<th>MAY</th>
<th>JUNE</th>
<th>JULY</th>
<th>AUGUST</th>
<th>SEPTEMBER</th>
<th>OCTOBER</th>
<th>NOVEMBER</th>
<th>DECEMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Students</td>
<td>Faculty &amp; Staff</td>
<td>UVA Affiliates (Foundations)</td>
<td>Academic Employees (Other, Non-Faculty/Staff)</td>
<td>Alumni</td>
<td>ADV_Friends (Donors)</td>
<td></td>
<td></td>
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</tbody>
</table>

YTD Avg. CTR
STORY PERFORMANCE IN DECEMBER 2020 UVA THIS MONTH

Below are the top 5 stories by total click volume in the December UVA This Month. The pie chart reflects the percent of total email clicks which made up over 5% of total clicks. “Other” includes all other stories and links within the email.

TOP 5 MOST-CLICKED STORIES IN DECEMBER UVA THIS MONTH

<table>
<thead>
<tr>
<th>Story</th>
<th>% of Total Email Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020 IN PHOTOS: PART I</td>
<td>19%</td>
</tr>
<tr>
<td>MEET 11 UVA ALUMNI ON THE NEW FORBES ‘30 UNDER 30’ LISTS</td>
<td>18%</td>
</tr>
<tr>
<td>UVA HEALTH BEGINS COVID-19 VACCINATIONS FOR FRONTLINE STAFF</td>
<td>15%</td>
</tr>
<tr>
<td>UVA FAMILY HOLIDAY CONCERT 2020</td>
<td>11%</td>
</tr>
<tr>
<td>THE UNUSUAL YEAR THAT HAS BEEN 2020 IS NOW A CARD GAME</td>
<td>10%</td>
</tr>
<tr>
<td>OTHER</td>
<td>10%</td>
</tr>
<tr>
<td>AVITAL BALWIT, UVA’S 55TH RHODES SCHOLAR, SEEKS TO PREVENT ‘EXISTENTIAL RISK’</td>
<td>10%</td>
</tr>
<tr>
<td>FORMER CAVALIER STAR MALCOLM BROGDON CONTINUES TO WIN – ON AND OFF THE COURT</td>
<td>9%</td>
</tr>
</tbody>
</table>

SOURCE: Marketing Cloud
### MOST-CLICKED STORY BY AUDIENCE - DECEMBER 2020

<table>
<thead>
<tr>
<th>AUDIENCE</th>
<th>MOST-CLICKED STORY</th>
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<tbody>
<tr>
<td>All Students</td>
<td>2020 IN PHOTOS: PART I</td>
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<td>Research Digest Subscribers</td>
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<td>Academic Employees</td>
<td>2020 IN PHOTOS: PART I</td>
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<td>Medical Center Employees</td>
<td>UVA HEALTH BEGINS COVID-19 VACCINATIONS FOR FRONTLINE STAFF</td>
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</table>

SOURCE: Marketing Cloud
THANK YOU