

UVA THIS MONTH

UNIVERSITY COMMUNICATIONS

NOVEMBER 2020

EXECUTIVE SUMMARY

The November edition of UVA This Month was distributed on Saturday, November 21. The email was sent to about 260,000 users, and included stories about election analysis, student reflections on the fall semester, and COVID-19 updates.

 UNIVERSITY of VIRGINIA

UVA This Month

Editor's note: November brought worry, as the nation watched a contentious election unfold while COVID-19 cases spiked across the country, but it also brought moments of thankfulness and beauty on the University of Virginia's Grounds as students neared the end of this very unusual semester. See some of those moments, hear from public health experts – including Dr. Anthony Fauci, who paid a virtual visit to UVA this month – and catch a glimpse of the Lawn, now festively lit for the holiday season.



(Video by Mitch Powers, University Communications)



The November edition of UVA This Month saw Open and Click Through Rates remain consistent from October. Over the last two months, we have seen overall readership soften, likely a result of fatigue from heavy election and COVID-19 news coverage. Open and Click Through Rates remain above industry benchmarks, despite the decline.



Within audience groups, Students saw a year to date low Click Through Rate of just 4%. Despite an Open Rate of 54% (which, while high, was also a year to date low for this particular audience), it seems that students don't tend to click on these emails, particularly at this time of year. Out of over 14K students who opened the email, just 600 clicked on the email.

Key Takeaway: This will be something to keep in mind as we continue to consider personalized content for particular audiences. Students demonstrate different behavior than our other audience groups, and will therefore warrant differentiated content to improve engagement rates.

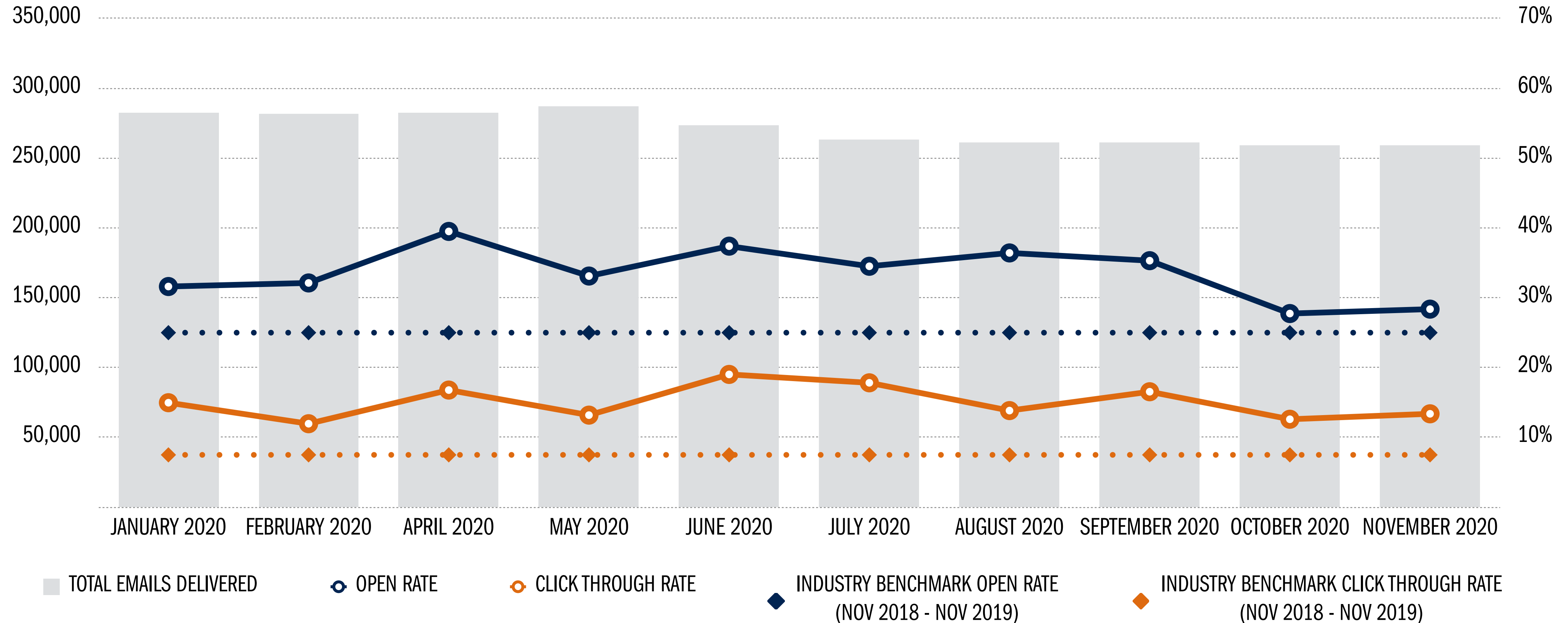


For the past two editions of UVA This Month, the most-clicked story within the email has been the first story *after* the “First, read this” section. This story placement includes a large image as well as a story preview. It is the only content block within the email that includes a full “teaser” of the story itself.

Key Takeaway: This may indicate that readers are more likely to click on stories that have a preview of the story content, rather than a summary of the story itself. There may be opportunity to test this “teaser” text in additional content placements, or in other products (Daily Report).

YEAR TO DATE UVA THIS MONTH PERFORMANCE

From October to November, Open and Click Through Rate remained consistent for UVA This Month



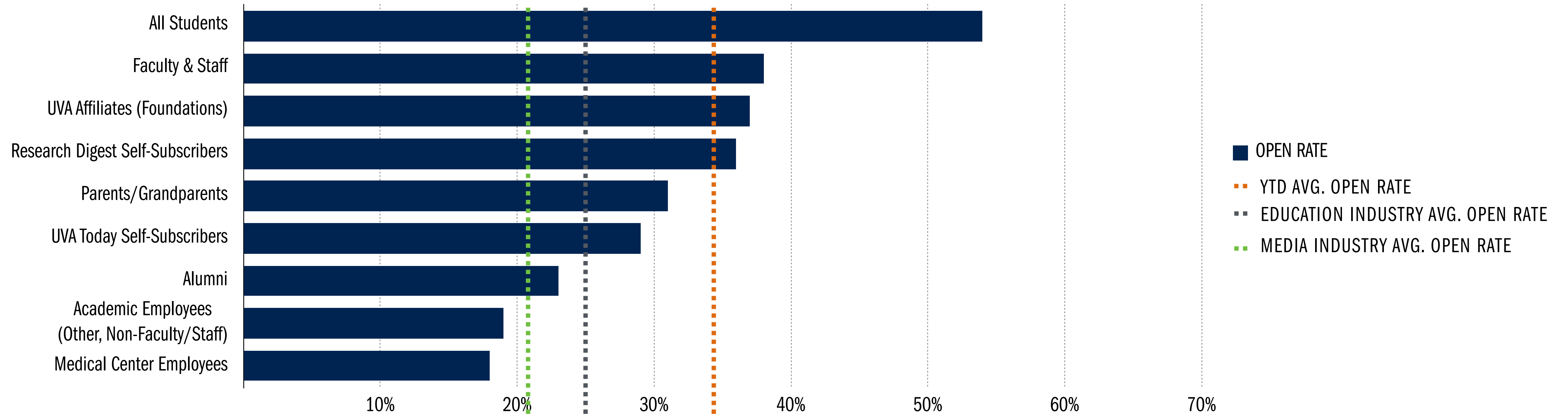
* Click through rate is calculated by dividing unique clicks by unique opens. Education industry benchmark from HubSpot Email Benchmarks, reflecting period November 2018 - November 2019.

SOURCE: Marketing Cloud

NOVEMBER 2020 OPEN RATE BY AUDIENCE

259,314 TOTAL EMAILS DELIVERED

73,567 UNIQUE EMAILS OPENED



28% NOVEMBER OPEN RATE

34% YEAR TO DATE OPEN RATE

25% EDUCATION INDUSTRY BENCHMARK OPEN RATE

21% MEDIA & ENTERTAINMENT INDUSTRY BENCHMARK OPEN RATE

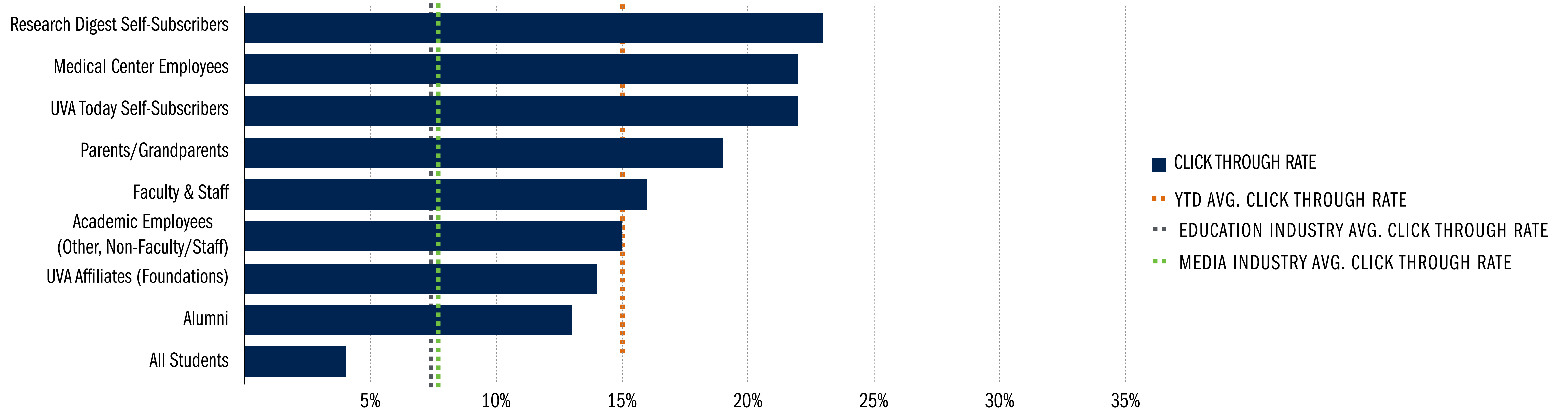
* Open rate is calculated by dividing unique opens by total delivered emails.
Industry benchmark from HubSpot Email Benchmarks.

SOURCE: Marketing Cloud

NOVEMBER 2020 CLICK THROUGH RATE BY AUDIENCE

73,567 UNIQUE EMAILS OPENED

9,846 UNIQUE CLICKS



13% NOVEMBER CLICK THROUGH RATE

15% YEAR TO DATE CLICK THROUGH RATE

7.5% EDUCATION INDUSTRY BENCHMARK CLICK THROUGH RATE

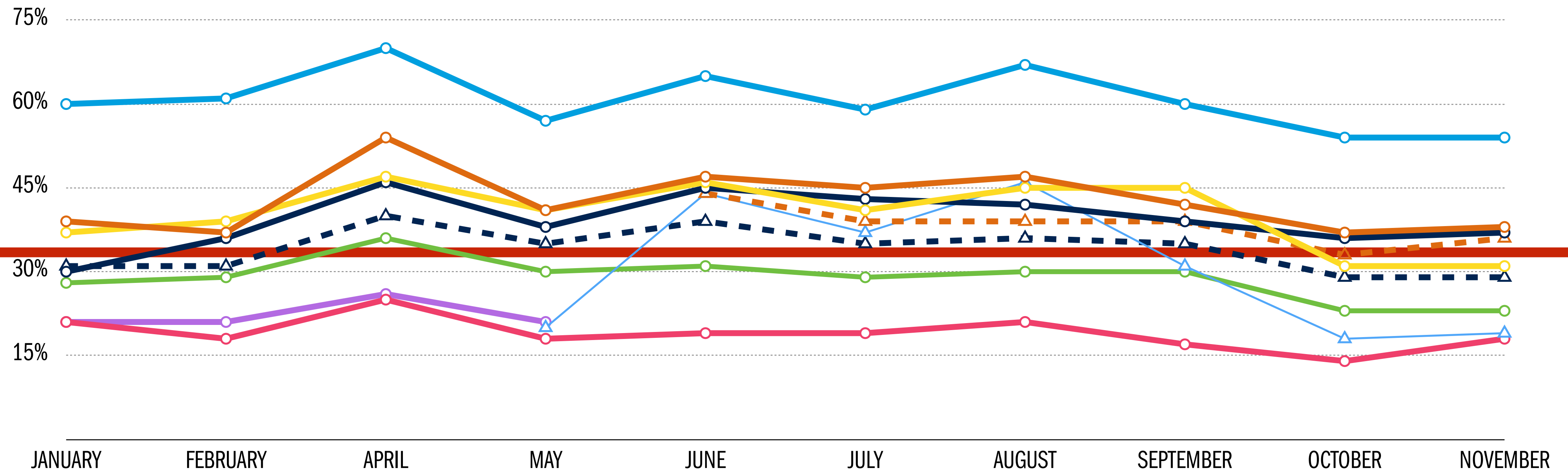
7.7% MEDIA & ENTERTAINMENT INDUSTRY BENCHMARK OPEN RATE

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

SOURCE: Marketing Cloud

OPEN RATE BY AUDIENCE YEAR TO DATE

In November, Students had the highest Open Rate at 54%, followed by Faculty & Staff at 38%

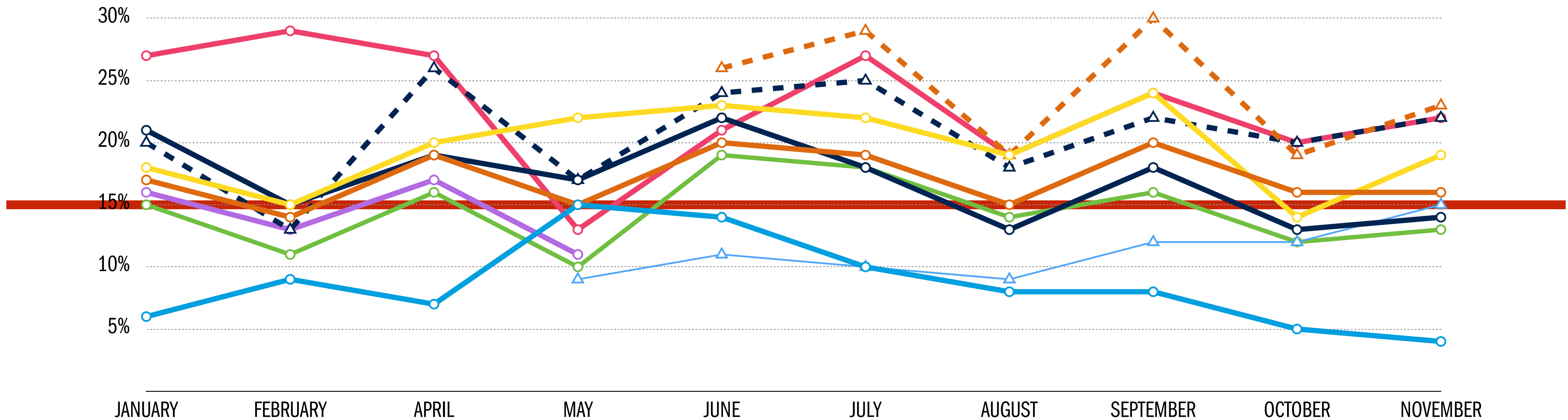


SOURCE: Marketing Cloud

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

CLICK THROUGH RATE BY AUDIENCE YEAR TO DATE

In November, Research Digest Self-Subscribers were top performers with a Click Through Rate of 23%



- All Students
- Parents/Grandparents
- △ Research Digest Self-Subscribers
- △ UVA Today Self-Subscribers
- Medical Center Employees
- Faculty & Staff
- UVA Affiliates (Foundations)
- △ Academic Employees (Other, Non-Faculty/Staff)
- Alumni
- ADV_Friends (Donors)
- YTD Avg. CTR

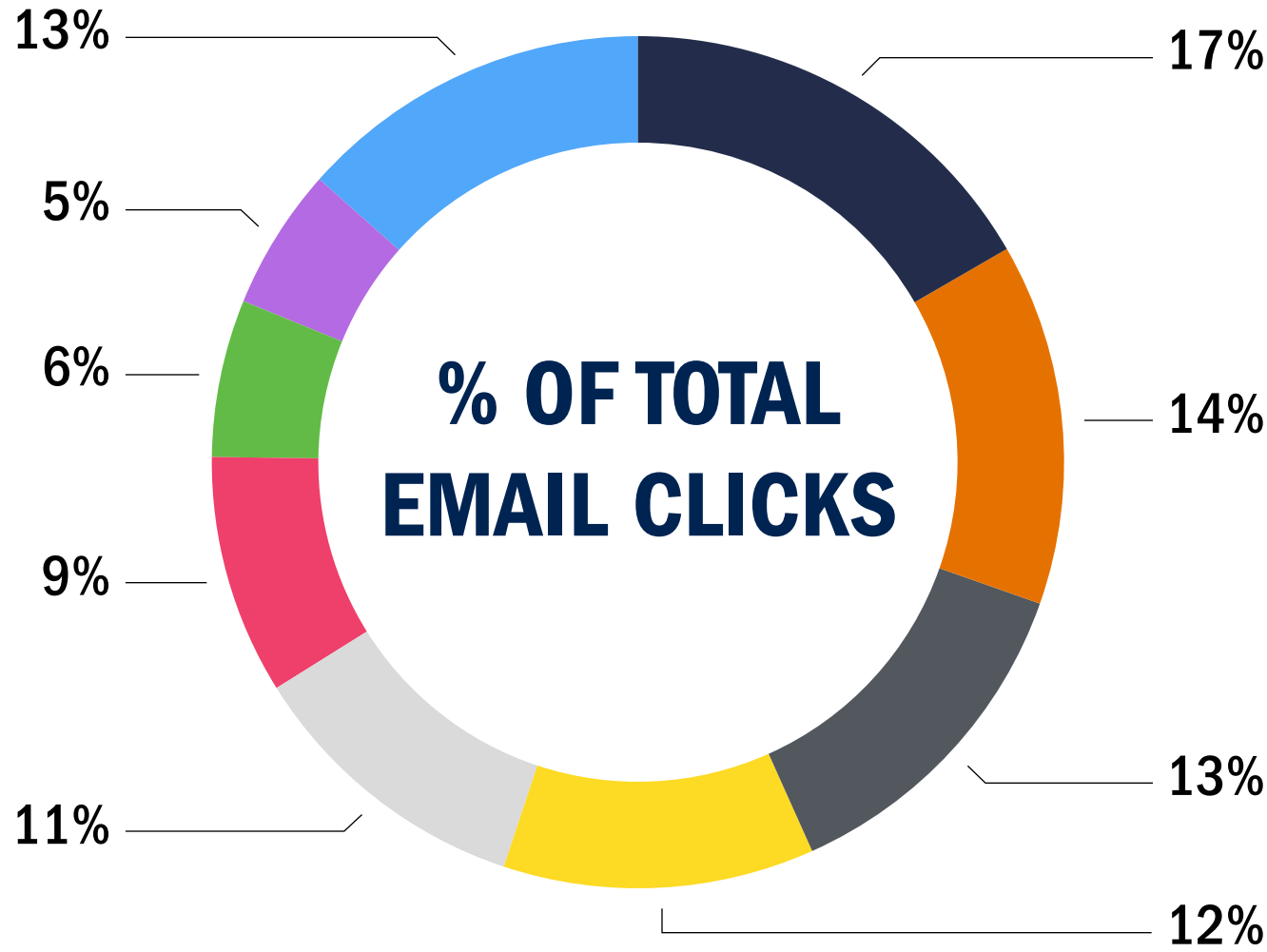
SOURCE: Marketing Cloud

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

STORY PERFORMANCE IN NOVEMBER 2020 UVA THIS MONTH

Below are the top 5 stories by total click volume in the November 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 NOVEMBER UVA THIS MONTH
WHAT 2020 ELECTION RESULTS TELL US ABOUT AMERICA'S GROWING URBAN-RURAL DIVIDE
AHEAD OF THANKSGIVING, HOOS LOOK BACK WITH GRATITUDE
THE BIGGER PICTURE: LIGHTING OF THE LAWN, 2020 STYLE
COVID-19 REVEALS HOW OBESITY HARMS THE BODY IN REAL TIME, NOT JUST OVER A LIFETIME
AUTUMN ON GROUNDS: CAPTURING A SENSE OF PLACE AND TIME



- WHAT 2020 ELECTION RESULTS TELL US ABOUT AMERICA'S GROWING URBAN-RURAL DIVIDE
- AHEAD OF THANKSGIVING, HOOS LOOK BACK WITH GRATITUDE
- THE BIGGER PICTURE: LIGHTING OF THE LAWN, 2020 STYLE
- COVID-19 REVEALS HOW OBESITY HARMS THE BODY IN REAL TIME, NOT JUST OVER A LIFETIME
- AUTUMN ON GROUNDS: CAPTURING A SENSE OF PLACE AND TIME
- IN UVA WEBINAR, DR. ANTHONY FAUCI DISCUSSES VACCINES, COVID-19 LESSONS LEARNED
- UVA DOCTORS ADVISE STUDENTS ON TESTING, HEALTH AND SAFETY AHEAD OF WINTER BREAK
- Q&A: A DOCTOR'S GUIDE TO CELEBRATING THANKSGIVING SAFELY
- OTHER

SOURCE: Marketing Cloud

MOST-CLICKED STORY BY AUDIENCE - NOVEMBER 2020

AUDIENCE	MOST-CLICKED STORY
All Students	AHEAD OF THANKSGIVING, HOOS LOOK BACK WITH GRATITUDE
Research Digest Subscribers	AHEAD OF THANKSGIVING, HOOS LOOK BACK WITH GRATITUDE
Faculty & Staff	AHEAD OF THANKSGIVING, HOOS LOOK BACK WITH GRATITUDE
UVA Today Subscribers	AHEAD OF THANKSGIVING, HOOS LOOK BACK WITH GRATITUDE
Parents/Grandparents	AHEAD OF THANKSGIVING, HOOS LOOK BACK WITH GRATITUDE
UVA Affiliates (Foundations)	WHAT 2020 ELECTION RESULTS TELL US ABOUT AMERICA'S GROWING URBAN-RURAL DIVIDE
Alumni	WHAT 2020 ELECTION RESULTS TELL US ABOUT AMERICA'S GROWING URBAN-RURAL DIVIDE
Academic Employees	WHAT 2020 ELECTION RESULTS TELL US ABOUT AMERICA'S GROWING URBAN-RURAL DIVIDE
Medical Center Employees	WHAT 2020 ELECTION RESULTS TELL US ABOUT AMERICA'S GROWING URBAN-RURAL DIVIDE

SOURCE: Marketing Cloud

THANK YOU