UVA THIS MONTH

UNIVERSITY COMMUNICATIONS

AUGUST 2020
The August edition of UVA This Month was distributed on Saturday, August 29. The email was sent to about 260,000 users, and included stories about planning for the Return to Grounds, the Class of 2024, and COVID-19 research.

In August, Open Rate remained relatively consistent month over month, while Click Through Rate declined. Given that there have been many emails and announcements sent to the UVA community this month, it is possible that engagement declined since users had already consumed some of this content elsewhere in prior weeks.

The top story overall this month by clicks was the confirmation of plans for students to return this fall. When looking at the most-clicked story by individual audiences, however, the top stories vary. Among audiences such as Students and Parents, the top story was about the Class of 2024. The top story for audiences like Faculty & Staff and Research Digest Subscribers, on the other hand, was about a COVID vaccine.

Across audience groups, Open Rate remained fairly consistent month over month. Click Through Rate, on the other hand, declined across every audience group this month. This is an indicator that the content in the August edition was generally less engaging overall than the July edition to each of our audiences.

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**Suggested action:** understand that different audiences will engage with different types of content. Continue to monitor these trends over time to find opportunities to customize content to particular audience groups who will find it most relevant.
YEAR TO DATE UVA THIS MONTH PERFORMANCE

From July to August, Open Rate remained relatively consistent, while Click Through Rate declined slightly.

* Click through rate is calculated by dividing unique clicks by unique opens.

SOURCE: Marketing Cloud
AUGUST 2020 OPEN RATE BY AUDIENCE

261,153 TOTAL EMAILS DELIVERED
95,115 UNIQUE EMAILS OPENED

36% AUGUST OPEN RATE
35% 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
AUGUST 2020 CLICK THROUGH RATE BY AUDIENCE

95,115 UNIQUE EMAILS OPENED
13,163 UNIQUE CLICKS

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

14% AUGUST 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 August, Students had the highest Open Rate at 67%, followed by Faculty & Staff at 47%.

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

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

In August, Click Through Rates were more concentrated across audience groups than in July. Parents, Research Digest Subscribers, and Medical Center Employees all had a CTR of 19%, the highest of all audience groups.

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

SOURCE: Marketing Cloud
# TOP 5 STORIES IN AUGUST 2020 UVA THIS MONTH

<table>
<thead>
<tr>
<th>STORY</th>
</tr>
</thead>
<tbody>
<tr>
<td>UVA CONFIRMS PLANS TO WELCOME STUDENTS BACK TO GROUNDS FOR FALL</td>
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<tr>
<td>DEAN GROVES OUTLINES CONSEQUENCES FOR FAILING TO FOLLOW COVID GUIDELINES</td>
</tr>
<tr>
<td>HERE IS HOW STUDENT HEALTH AND WELLNESS IS PREPARING FOR STUDENTS’ RETURN TO GROUNDS</td>
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SOURCE: Marketing Cloud
### MOST-CLICKED STORY BY AUDIENCE

<table>
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<tr>
<th>AUDIENCE</th>
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SOURCE: Marketing Cloud
THANK YOU