

# UVA THIS MONTH

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**UNIVERSITY COMMUNICATIONS**

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**AUGUST 2020**

# EXECUTIVE SUMMARY

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.

 UNIVERSITY of VIRGINIA

## UVA This Month

*Editor's note: The University of Virginia is preparing to welcome students back to Grounds for the fall semester. Hear from UVA leaders, read more about the public health measures in place, learn from researchers and doctors treating COVID-19, and meet the Class of 2024, an extraordinary group of students who have already shown impressive resilience in the face of tough challenges.*



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.



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.

**Suggested action:** continue to monitor trends in engagement in audiences over time. If major changes occur in just one or two audience groups, it would warrant a further look at content topics and the audiences themselves.

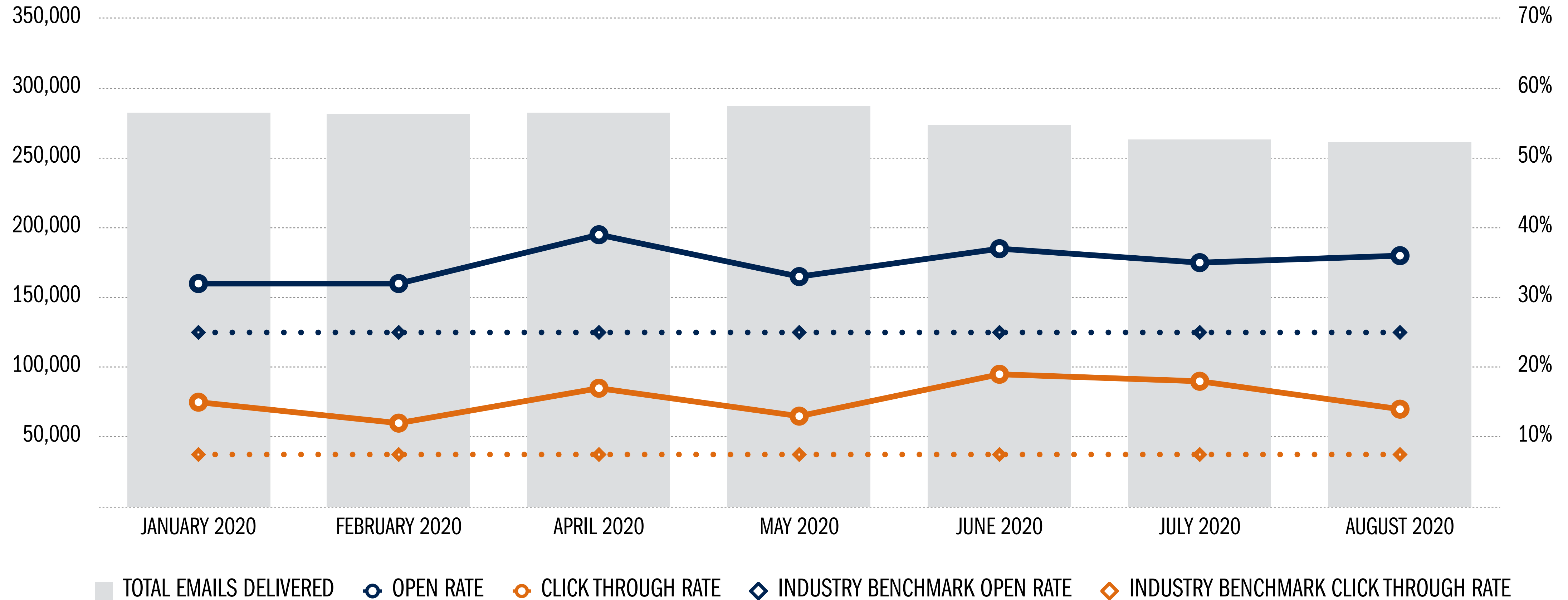


The top story overall this month by clicks was the confirmation of plans for students to return this fall. When looking at the most-clicked story by individual audiences, however, the top stories vary. Among audiences such as Students and Parents, the top story was about the Class of 2024. The top story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

**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*



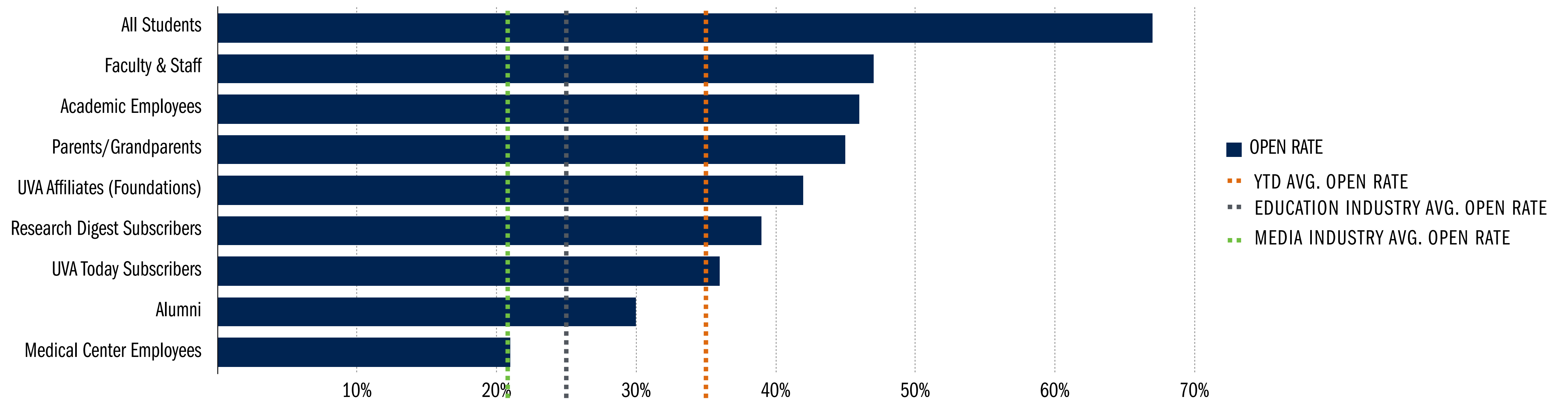
\* Click through rate is calculated by dividing unique clicks by unique opens.

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

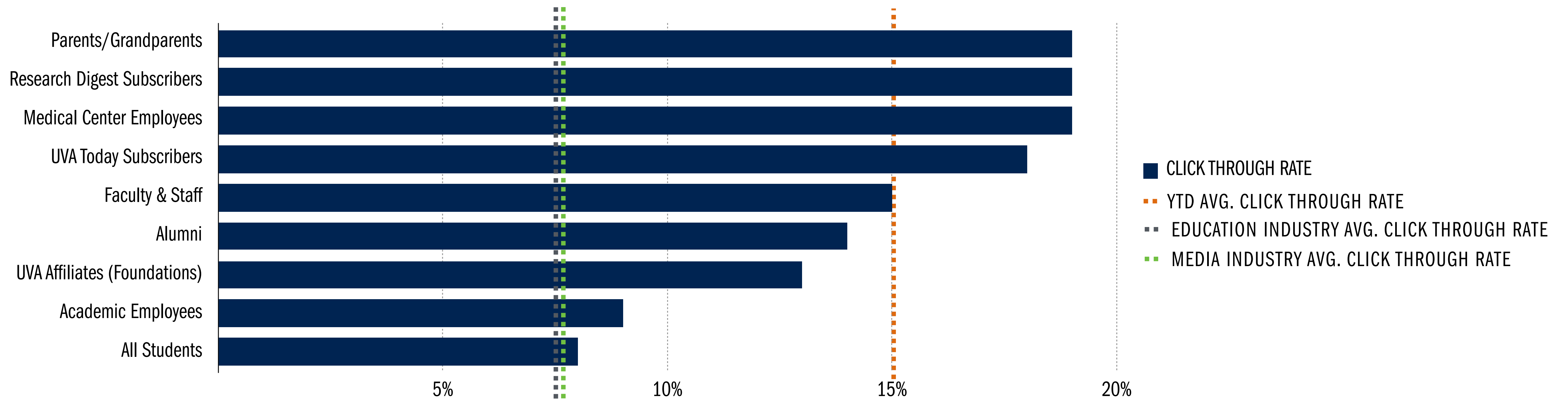
\* Open rate is calculated by dividing unique opens by total delivered emails. Industry benchmark from HubSpot Email Benchmarks

SOURCE: Marketing Cloud

# AUGUST 2020 CLICK THROUGH RATE BY AUDIENCE

**95,115** UNIQUE EMAILS OPENED

**13,163** UNIQUE CLICKS



**14%** AUGUST CLICK THROUGH RATE

**15%** YEAR TO DATE CLICK THROUGH RATE

**7.5%** EDUCATION INDUSTRY BENCHMARK CLICK THROUGH RATE

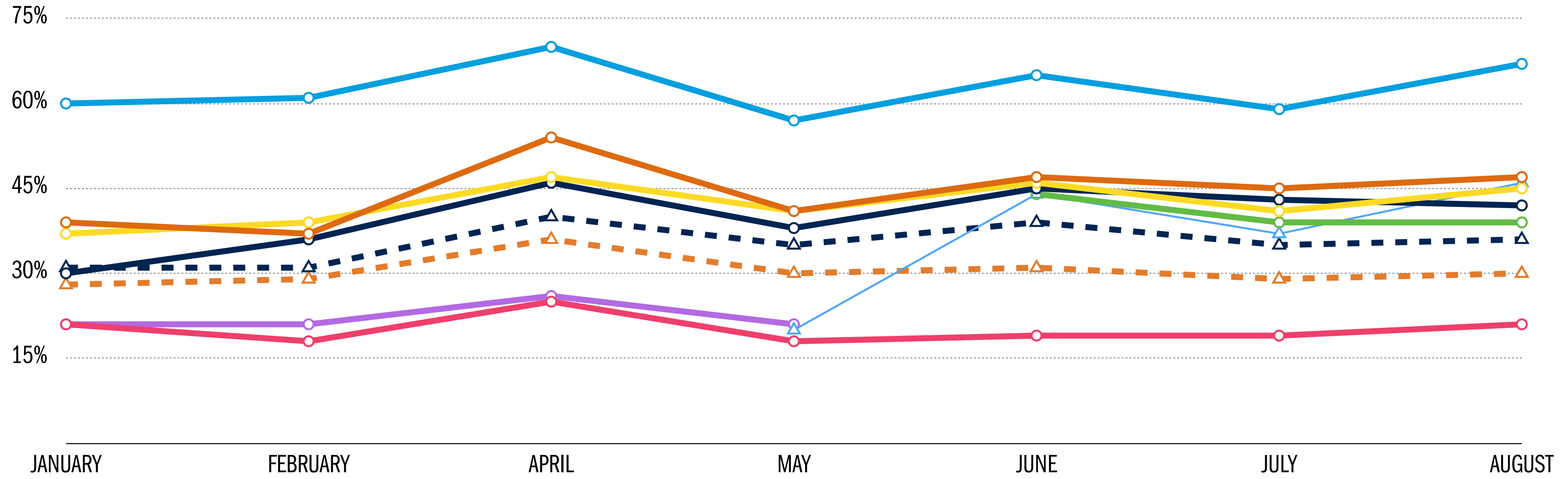
**7.7%** MEDIA & ENTERTAINMENT INDUSTRY BENCHMARK OPEN RATE

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

SOURCE: Marketing Cloud

# OPEN RATE BY AUDIENCE YEAR TO DATE

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

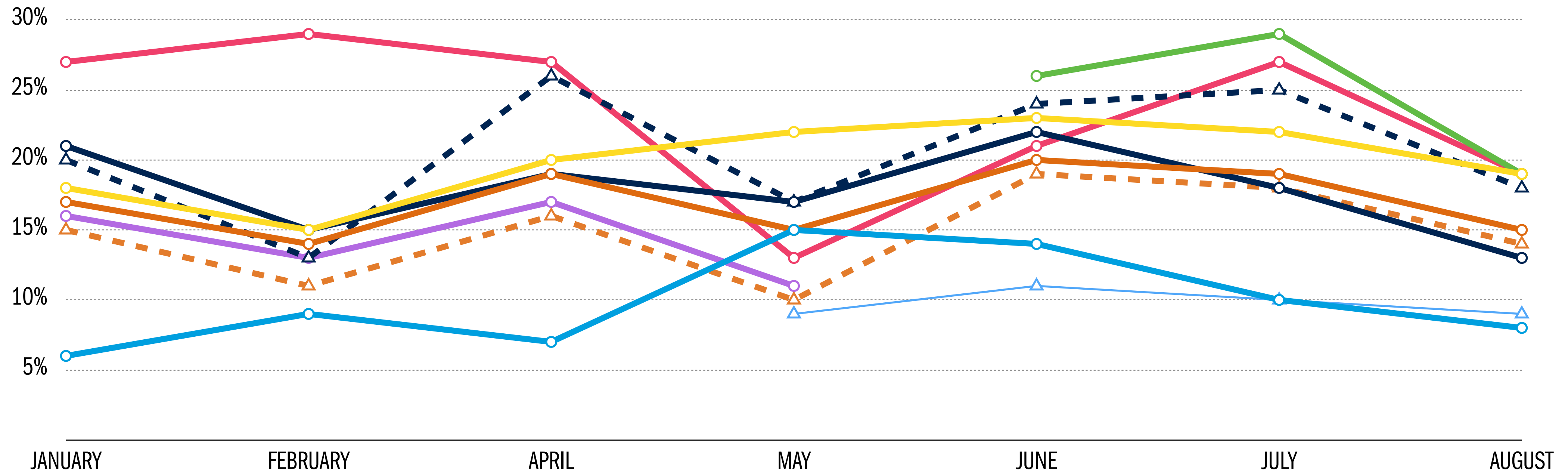


\* Open rate is calculated by dividing unique opens by total delivered emails.

**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.*



- All Students
- Parents/Grandparents
- Research Digest Subscribers
- ▲ UVA Today Subscribers
- Medical Center Employees
- Faculty & Staff
- UVA Affiliates (Foundations)
- ▲ Academic Employees
- ▲ Alumni
- ADV\_Friends (Donors)

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

**SOURCE:** Marketing Cloud

## TOP 5 STORIES IN AUGUST 2020 UVA THIS MONTH

STORY
UVA CONFIRMS PLANS TO WELCOME STUDENTS BACK TO GROUNDS FOR FALL
CLASS OF 2024: 'INDIVIDUALLY THEY ARE IMPRESSIVE. TOGETHER THEY ARE STRONG AND UNITED'
9 REASONS YOU CAN BE OPTIMISTIC THAT A VACCINE FOR COVID-19 WILL BE AVAILABLE IN 2021
DEAN GROVES OUTLINES CONSEQUENCES FOR FAILING TO FOLLOW COVID GUIDELINES
HERE IS HOW STUDENT HEALTH AND WELLNESS IS PREPARING FOR STUDENTS' RETURN TO GROUNDS

SOURCE: Marketing Cloud



## MOST-CLICKED STORY BY AUDIENCE

AUDIENCE	MOST-CLICKED STORY
All Students	CLASS OF 2024: 'INDIVIDUALLY THEY ARE IMPRESSIVE. TOGETHER THEY ARE STRONG AND UNITED'
Faculty & Staff	9 REASONS YOU CAN BE OPTIMISTIC THAT A VACCINE FOR COVID-19 WILL BE AVAILABLE IN 2021
Academic Employees	CLASS OF 2024: 'INDIVIDUALLY THEY ARE IMPRESSIVE. TOGETHER THEY ARE STRONG AND UNITED'
Parents/Grandparents	CLASS OF 2024: 'INDIVIDUALLY THEY ARE IMPRESSIVE. TOGETHER THEY ARE STRONG AND UNITED'
UVA Affiliates (Foundations)	9 REASONS YOU CAN BE OPTIMISTIC THAT A VACCINE FOR COVID-19 WILL BE AVAILABLE IN 2021
Research Digest Subscribers	9 REASONS YOU CAN BE OPTIMISTIC THAT A VACCINE FOR COVID-19 WILL BE AVAILABLE IN 2021
UVA Today Subscribers	CLASS OF 2024: 'INDIVIDUALLY THEY ARE IMPRESSIVE. TOGETHER THEY ARE STRONG AND UNITED'
Alumni	9 REASONS YOU CAN BE OPTIMISTIC THAT A VACCINE FOR COVID-19 WILL BE AVAILABLE IN 2021
Medical Center Employees	UVA CONFIRMS PLANS TO WELCOME STUDENTS BACK TO GROUNDS FOR FALL

SOURCE: Marketing Cloud

THANK YOU