

UVA THIS MONTH

UNIVERSITY COMMUNICATIONS

SEPTEMBER 2020

EXECUTIVE SUMMARY

The September edition of UVA This Month was distributed on Saturday, September 26. The email was sent to about 260,000 users, and focused on how students and professors are adapting to online and in-person courses this fall, and how UVA continues to focus on COVID-19 testing and containment.



UVA This Month

Editor's note: This month, masked students attended some courses in small groups, while others remained online. Professors held outdoor office hours, and plans for testing, quarantining and contact tracing became reality. Below, learn more about virus containment and testing at UVA, see professors and students working hard to connect and learn, and hear an important update from President Jim Ryan.



(Photo by Sanjay Suchak, University Communications)

FIRST, READ THIS

- In-person courses resumed this month with many public health measures in place. Check out [photos](#) from the first weeks of class, and [hear from three professors](#) about what has changed – and what hasn't.



September's edition of UVA This Month saw Open Rate remain fairly consistent from August, while Click Through Rate improved 20% month over month (from 14% to 17%). Click Through Rate improved across nearly all audience groups, indicating that across the board, readers were interested in this month's content.



Students continue to open emails at an extremely high rate (60% Open Rate), but have the lowest Click Through Rate of all audience groups (8% this month). As we begin to think about personas and custom content for different audience groups, there may be opportunity to include different types of stories in products such as UVA This Month that students may be more interested in reading.

Suggested action: as a long-term goal, begin roadmapping persona studies to better understand what types of content resonates best with particular audience groups.

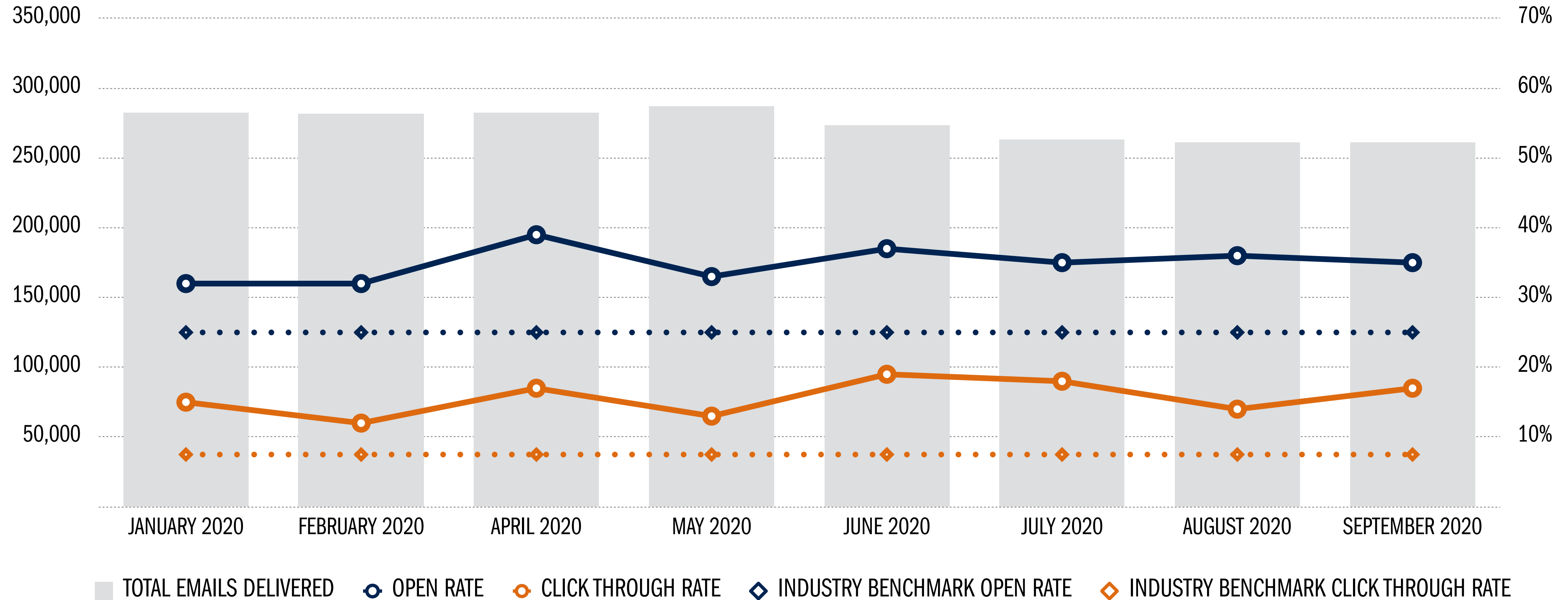


Three of the top five most-clicked stories this month were found further down the email, after the "First, read this," section, and included photos to accompany the story preview. Photos tend to attract higher engagement, so it is likely that this section of content, though further down in the email body, will consistently receive higher numbers of clicks.

Suggested action: consider running an A/B test to determine if story content itself, or the placement of the story, is what is driving click volume. Learnings about which content formats work best can help inform future editions of the best placements for high priority content.

YEAR TO DATE UVA THIS MONTH PERFORMANCE

From August to September, Open Rate remained steady, while Click Through Rate improved



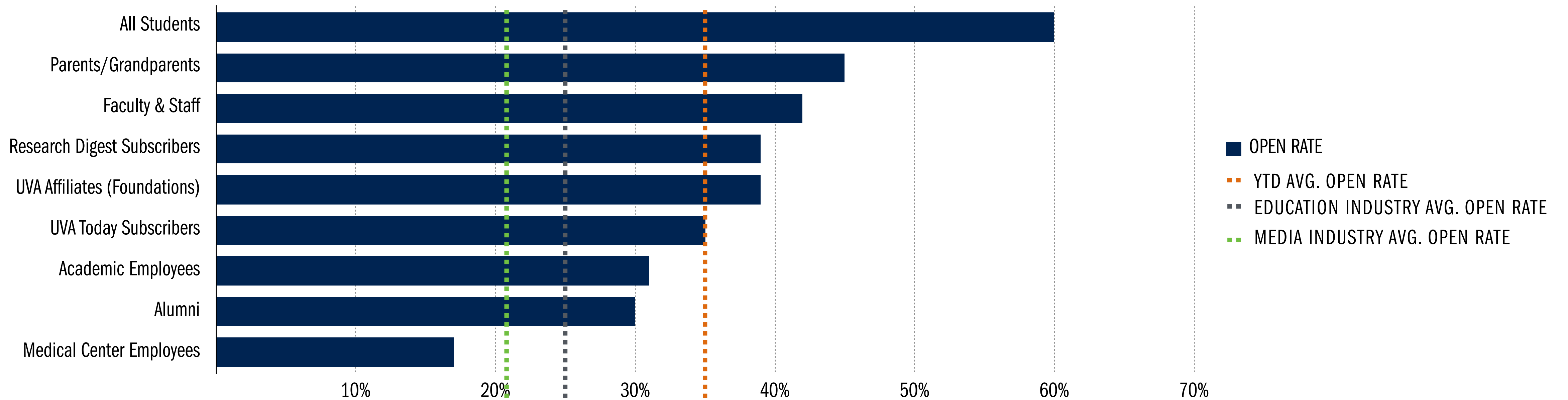
* Click through rate is calculated by dividing unique clicks by unique opens.

SOURCE: Marketing Cloud

SEPTEMBER 2020 OPEN RATE BY AUDIENCE

260,950 TOTAL EMAILS DELIVERED

92,150 UNIQUE EMAILS OPENED



35% SEPTEMBER OPEN RATE

35% YEAR TO DATE OPEN RATE

25% EDUCATION INDUSTRY BENCHMARK OPEN RATE

21% MEDIA & ENTERTAINMENT INDUSTRY BENCHMARK OPEN RATE

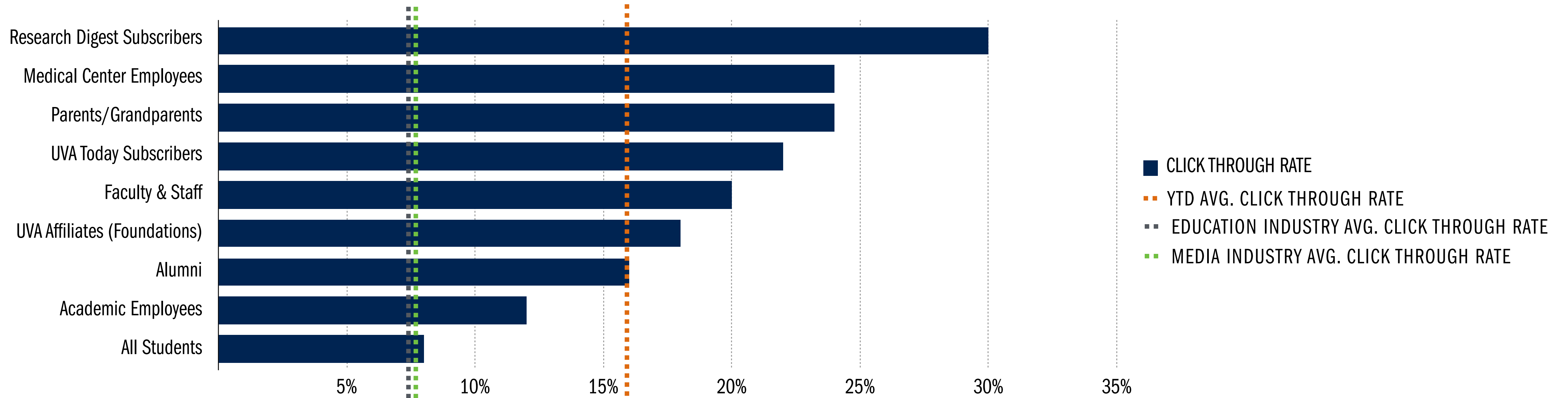
* Open rate is calculated by dividing unique opens by total delivered emails. Industry benchmark from HubSpot Email Benchmarks

SOURCE: Marketing Cloud

SEPTEMBER 2020 CLICK THROUGH RATE BY AUDIENCE

92,150 UNIQUE EMAILS OPENED

15,250 UNIQUE CLICKS



17% SEPTEMBER CLICK THROUGH RATE

16% YEAR TO DATE CLICK THROUGH RATE

7.5% EDUCATION INDUSTRY BENCHMARK CLICK THROUGH RATE

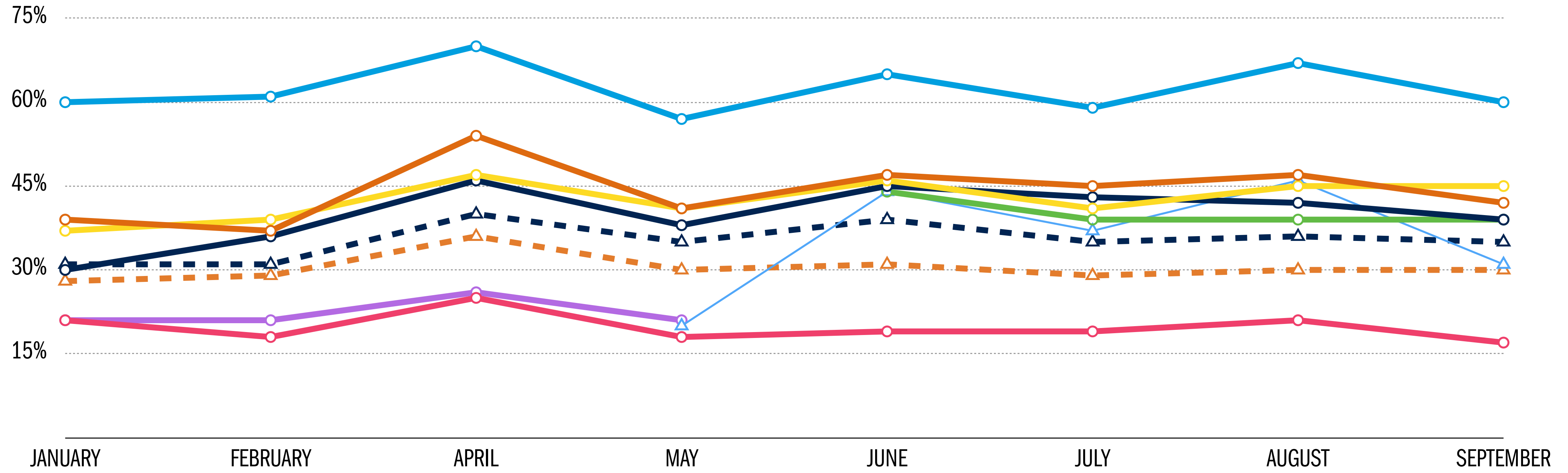
7.7% MEDIA & ENTERTAINMENT INDUSTRY BENCHMARK OPEN RATE

* 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 September, Students had the highest Open Rate at 60%, followed by Faculty & Staff at 42%

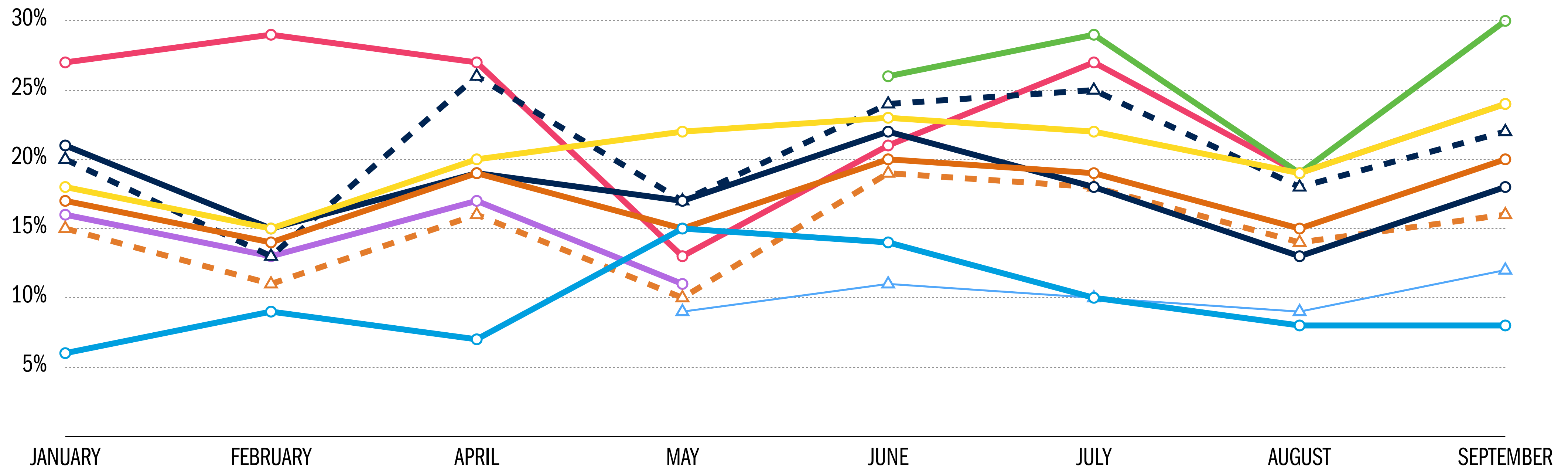


* Open rate is calculated by dividing unique opens by total delivered emails.

SOURCE: Marketing Cloud

CLICK THROUGH RATE BY AUDIENCE YEAR TO DATE

In September, Click Through Rates remained flat or improved across all audience groups. Research Digest Subscribers had a CTR of 30% this month, the highest of all audience groups.



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

SOURCE: Marketing Cloud

TOP 5 STORIES IN SEPTEMBER 2020 UVA THIS MONTH

STORY
U.S. NEWS RANKS UVA NO. 4 BEST PUBLIC UNIVERSITY IN THE COUNTRY
RYAN ANNOUNCES POLICY CHANGES TO SLOW THE SPREAD OF COVID-19
Q&A: DR. STEVEN ZEICHNER ON HOW SOON WE SHOULD EXPECT COVID-19 VACCINES
7 THINGS TO KNOW ABOUT THE HOOS HEADING INTO SATURDAY'S SEASON OPENER
PHOTOS: DAILY ACADEMIC LIFE AT UVA IN THE COVID-19 ERA

SOURCE: Marketing Cloud

MOST-CLICKED STORY BY AUDIENCE - SEPTEMBER 2020

AUDIENCE	MOST-CLICKED STORY
All Students	Q&A: DR. STEVEN ZEICHNER ON HOW SOON WE SHOULD EXPECT COVID-19 VACCINES
Faculty & Staff	Q&A: DR. STEVEN ZEICHNER ON HOW SOON WE SHOULD EXPECT COVID-19 VACCINES
Academic Employees	RYAN ANNOUNCES POLICY CHANGES TO SLOW THE SPREAD OF COVID-19
Parents/Grandparents	U.S. NEWS RANKS UVA NO. 4 BEST PUBLIC UNIVERSITY IN THE COUNTRY
UVA Affiliates (Foundations)	Q&A: DR. STEVEN ZEICHNER ON HOW SOON WE SHOULD EXPECT COVID-19 VACCINES
Research Digest Subscribers	PHOTOS: DAILY ACADEMIC LIFE AT UVA IN THE COVID-19 ERA
UVA Today Subscribers	U.S. NEWS RANKS UVA NO. 4 BEST PUBLIC UNIVERSITY IN THE COUNTRY
Alumni	U.S. NEWS RANKS UVA NO. 4 BEST PUBLIC UNIVERSITY IN THE COUNTRY
Medical Center Employees	RYAN ANNOUNCES POLICY CHANGES TO SLOW THE SPREAD OF COVID-19

SOURCE: Marketing Cloud

THANK YOU