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.

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.

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.

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

* 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

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

CLICK THROUGH RATE
YTD AVG. CLICK THROUGH RATE
EDUCATION INDUSTRY AVG. CLICK THROUGH RATE
MEDIA INDUSTRY AVG. CLICK THROUGH RATE

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

<table>
<thead>
<tr>
<th>Story</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S. News ranks UVA No. 4 Best Public University in the Country</td>
</tr>
<tr>
<td>Ryan announces policy changes to slow the spread of COVID-19</td>
</tr>
<tr>
<td>Q&amp;A: Dr. Steven Zeichner on how soon we should expect COVID-19 vaccines</td>
</tr>
<tr>
<td>7 Things to know about the Hoos heading into Saturday’s season opener</td>
</tr>
<tr>
<td>Photos: Daily academic life at UVA in the COVID-19 era</td>
</tr>
</tbody>
</table>
## MOST-CLICKED STORY BY AUDIENCE - SEPTEMBER 2020

<table>
<thead>
<tr>
<th>AUDIENCE</th>
<th>MOST-CLICKED STORY</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Students</td>
<td>Q&amp;A: DR. STEVEN ZEICHNER ON HOW SOON WE SHOULD EXPECT COVID-19 VACCINES</td>
</tr>
<tr>
<td>Faculty &amp; Staff</td>
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</tr>
<tr>
<td>Academic Employees</td>
<td>RYAN ANNOUNCES POLICY CHANGES TO SLOW THE SPREAD OF COVID-19</td>
</tr>
<tr>
<td>Parents/Grandparents</td>
<td>U.S. NEWS RANKS UVA NO. 4 BEST PUBLIC UNIVERSITY IN THE COUNTRY</td>
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SOURCE: Marketing Cloud
THANK YOU