EXECUTIVE SUMMARY

The June edition of UVA This Month was distributed on Saturday, June 27. The email was sent to about 270,000 users, and focused on plans for the fall semester, admission announcements, and conversations on racism.

After a slight decline in performance in May, June Open and Click Through Rates improved month over month. There may be multiple factors contributing to these results. One consideration is that the May edition was highly focused on the Class of 2020 and the Virtual Celebration. While this content was likely highly appealing to the Class of 2020 and their families, it may have been less relevant to some other audiences.

Suggested action: monitor audience-specific engagement rates over time to identify trends in specific groups (additional slides have been added in this deck).

Following the May UVA This month, we identified a potential trend in performance based on day of week. The data indicated that engagement rates may be higher when emails are sent on weekends rather than weekdays. In June, we continued testing this theory by sending the email on a Saturday, and did see improved performance. So far this year, only the April and June editions have been sent on Saturday, and so far those have been the top two emails in terms of both open and click through rates.

Suggested action: continue sending UVA This Month on Saturdays, and explore the possibility of running a true A/B test to verify this hypothesis.

For the second month in a row, a top performing story in terms of click volume was not positioned at the beginning of the email. This month, the story about the Alderman Library was the last story in the lineup, located at the bottom of the email. This indicates that users are scrolling through the full email to find content that they find relevant or interesting. This is impressive, as it is common for users to quickly open an email and click on the top couple of links without taking the time to scroll through the entirety of the email.

Suggested action: while this does not require any immediate action, it is something to be mindful of as story positions are determined for UVA This Month. If a story is placed at the top of the email in an effort to drive additional clicks and pageviews, this tactic may not necessarily be effective.
Following a slight decline in open and click through rates in May, performance improved in June. Both open and click through rates increased month over month. June click through rate was a year to date high at 19%.

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

SOURCE: Marketing Cloud
**JUNE 2020 OPEN RATE BY AUDIENCE**

- **273,242 TOTAL EMAILS DELIVERED**
- **100,976 UNIQUE EMAILS OPENED**

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

**Open Rates**:
- **37% JUNE 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
JUNE 2020 CLICK THROUGH RATE BY AUDIENCE

100,976 UNIQUE EMAILS OPENED
19,208 UNIQUE CLICKS

**19% JUNE 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

The below graph shows Open Rate by audience over time.

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

SOURCE: Marketing Cloud
The below graph shows Click Through Rate by audience over time. 

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

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

<table>
<thead>
<tr>
<th>STORY</th>
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<tbody>
<tr>
<td>Last Looks at the Old Alderman Library</td>
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<tr>
<td>UVA OUTLINES ‘RETURN TO GROUNDS’ PLAN FOR FALL ACADEMIC SEMESTER</td>
</tr>
<tr>
<td>Photos: The Making of UVA’s Memorial to Enslaved Laborers</td>
</tr>
<tr>
<td>BEHIND THE ‘MANDALORIAN’ MASK: MEET UVA GRAD EMILY SWALLOW</td>
</tr>
<tr>
<td>UVA WILL PROVIDE STUDENTS, EMPLOYEES WITH PERSONAL PROTECTIVE EQUIPMENT</td>
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THANK YOU