UVA THIS MONTH

UNIVERSITY COMMUNICATIONS

JUNE 2020

University of **VIRGINIA**

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.

Editor's Note: This month at the University of Virginia, plans for an unusual fall semester began to take shape, efforts to research and treat the novel coronavirus continued and faculty, students and staff added their voices to a nationwide conversation on racism amid weeks of protests after George Floyd's death in Minneapolis. Hear what they have to say, learn more about what to expect for the fall, and see what has been happening on Grounds while students are away.

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.
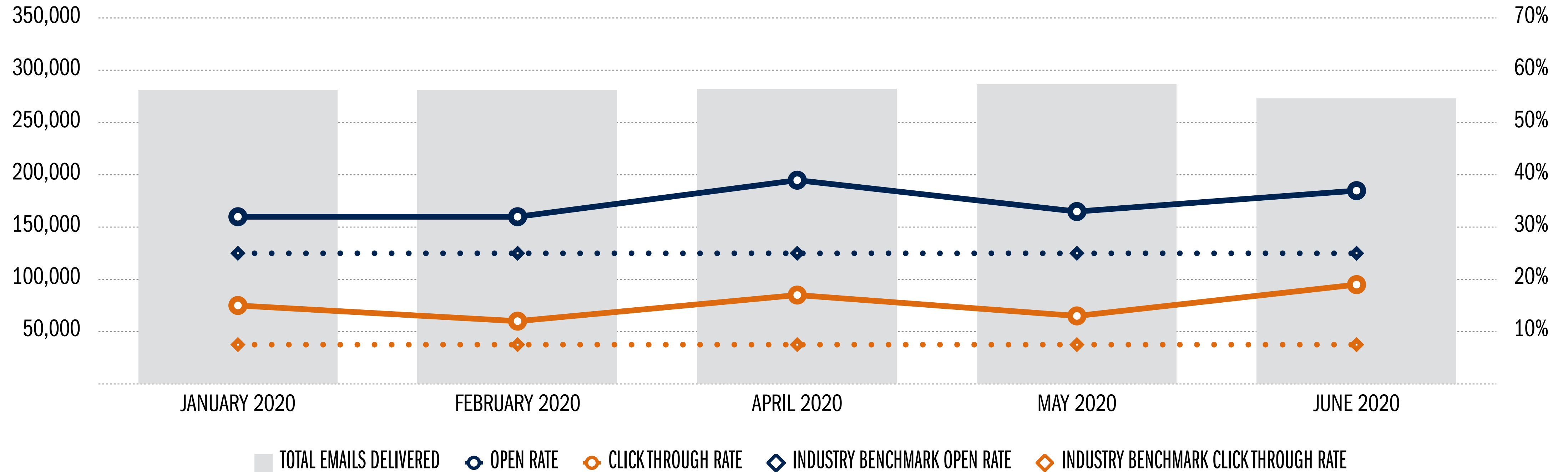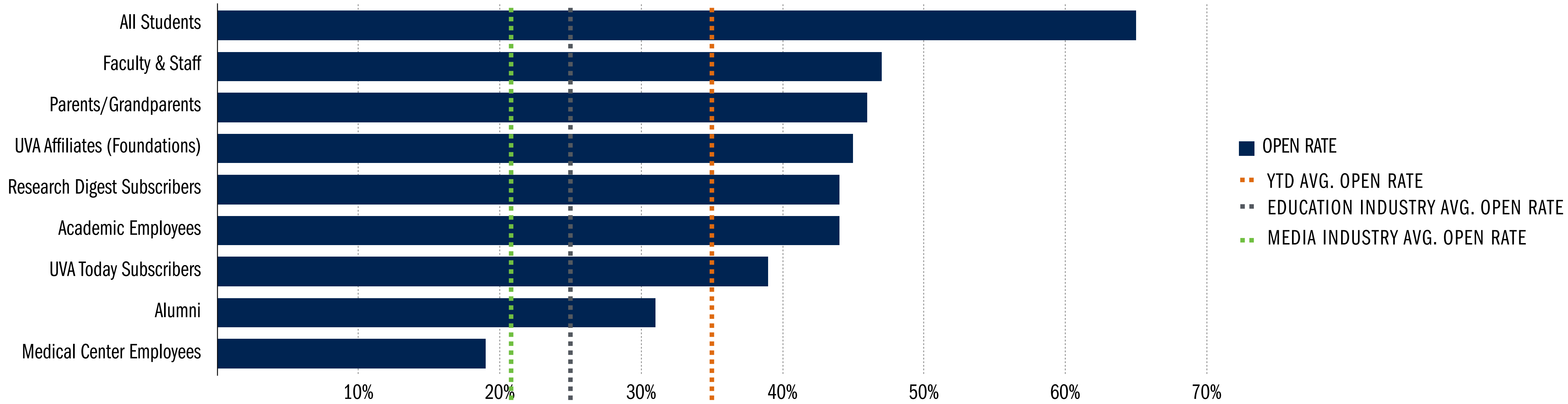
YEAR TO DATE UVA THIS MONTH PERFORMANCE

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%.

SOURCE: Marketing Cloud

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

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JUNE 2020 OPEN RATE BY AUDIENCE

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

Legend:
- OPEN RATE
- YTD AVG. OPEN RATE
- EDUCATION INDUSTRY AVG. OPEN RATE
- MEDIA INDUSTRY AVG. OPEN RATE

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

X-axis: 10%, 20%, 30%, 40%, 50%, 60%, 70%

37% JUNE OPEN RATE
35% YEAR TO DATE OPEN RATE
25% EDUCATION INDUSTRY BENCHMARK OPEN RATE
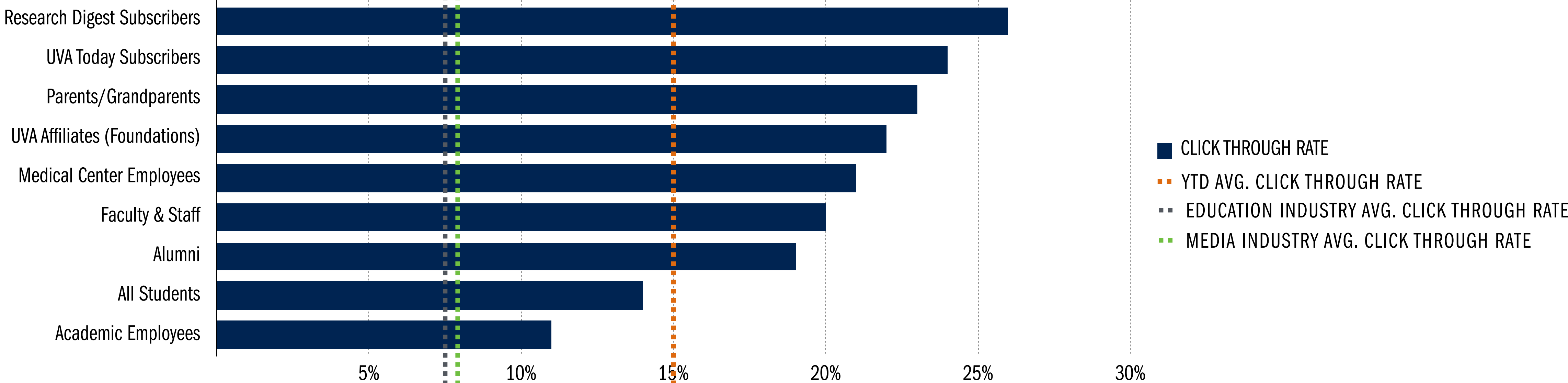## 21% MEDIA & ENTERTAINMENT INDUSTRY BENCHMARK OPEN RATE

* 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

Legend:
- CLICK THROUGH RATE
- YTD AVG. CLICK THROUGH RATE
- EDUCATION INDUSTRY AVG. CLICK THROUGH RATE
- MEDIA INDUSTRY AVG. CLICK THROUGH RATE

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

19% JUNE CLICK THROUGH RATE
15% YEAR TO DATE CLICK THROUGH RATE
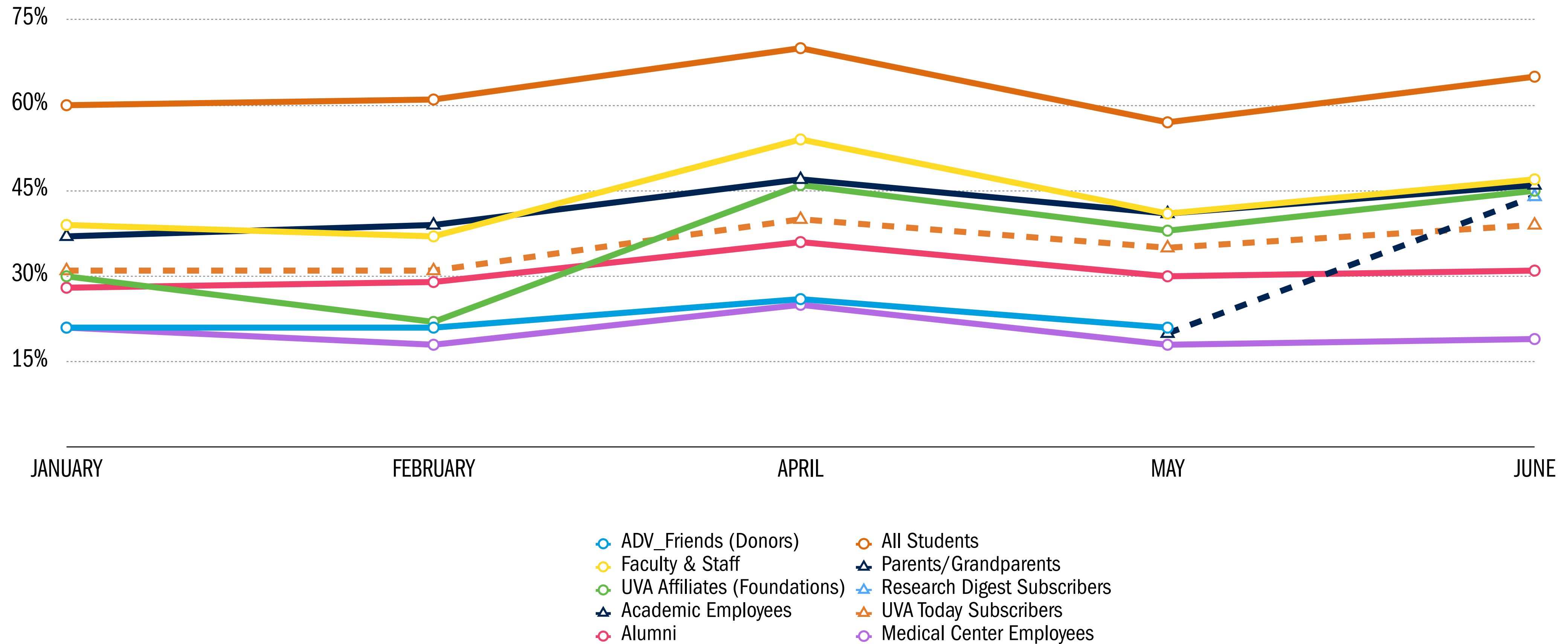7.5% EDUCATION INDUSTRY BENCHMARK CLICK THROUGH RATE
7.7% MEDIA & ENTERTAINMENT INDUSTRY BENCHMARK OPEN RATE

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

SOURCE: Marketing Cloud

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OPEN RATE BY AUDIENCE YEAR TO DATE

*The below graph shows Open Rate by audience over time.*

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

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

SOURCE: Marketing Cloud

CLICK THROUGH RATE BY AUDIENCE YEAR TO DATE

The below graph shows Click Through Rate by audience over time.
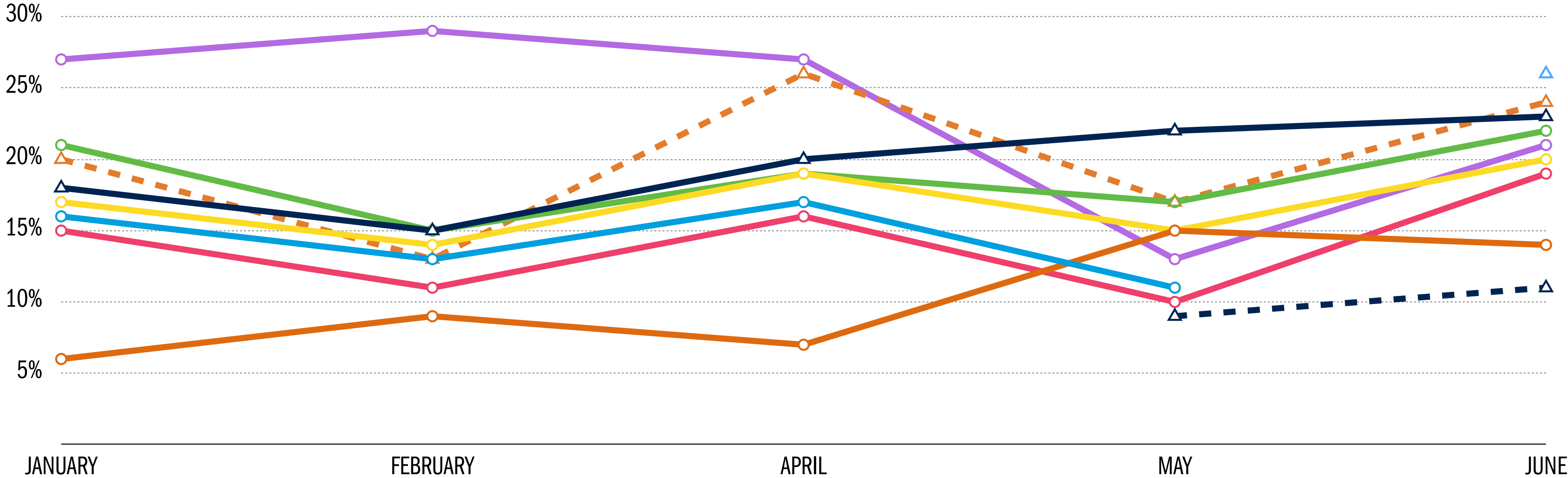
Legend:
- ADV_Friends (Donors)
- Faculty & Staff
- UVA Affiliates (Foundations)
- Academic Employees
- Alumni
- All Students
- Parents/Grandparents
- Research Digest Subscribers
- UVA Today Subscribers
- Medical Center Employees

SOURCE: Marketing Cloud

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

TOP 5 STORIES IN JUNE 2020 UVA THIS MONTH

STORY
Last Looks at the Old Alderman Library
UVA OUTLINES 'RETURN TO GROUNDS' PLAN FOR FALL ACADEMIC SEMESTER
Photos: The Making of UVA's Memorial to Enslaved Laborers
BEHIND THE 'MANDALORIAN' MASK: MEET UVA GRAD EMILY SWALLOW
UVA WILL PROVIDE STUDENTS, EMPLOYEES WITH PERSONAL PROTECTIVE EQUIPMENT

SOURCE: Marketing Cloud