

UVAToday Monthly Communications Summary

UNIVERSITY COMMUNICATIONS

September 2023

Report Highlights

1.3M cumulative pageviews have been achieved FYTD. This **exceeds** pageviews for FY19 and FY23 for the same period (September).

The **34-Year-Old Kicker** was the most viewed story in September, followed by **US News Rankings**, **Ramon Breeden Donation**, and **Darden Ranking** stories.

The **September 1st DR** had the highest CTR for the month (4.75%). Top stories for September 1st were **34-Year-Old Kicker (37.4% of total clicks)** and **Jack Salt (30.5%)**.

A significant amount of traffic (95K users) stemmed from organic search. This was driven mainly by the 34-Year-Old Kicker story (12K users), as well as a story from September 2022 focused on 9/11 (6.5K users). For comparison, organic search drove 67K users to UVA Today in August.

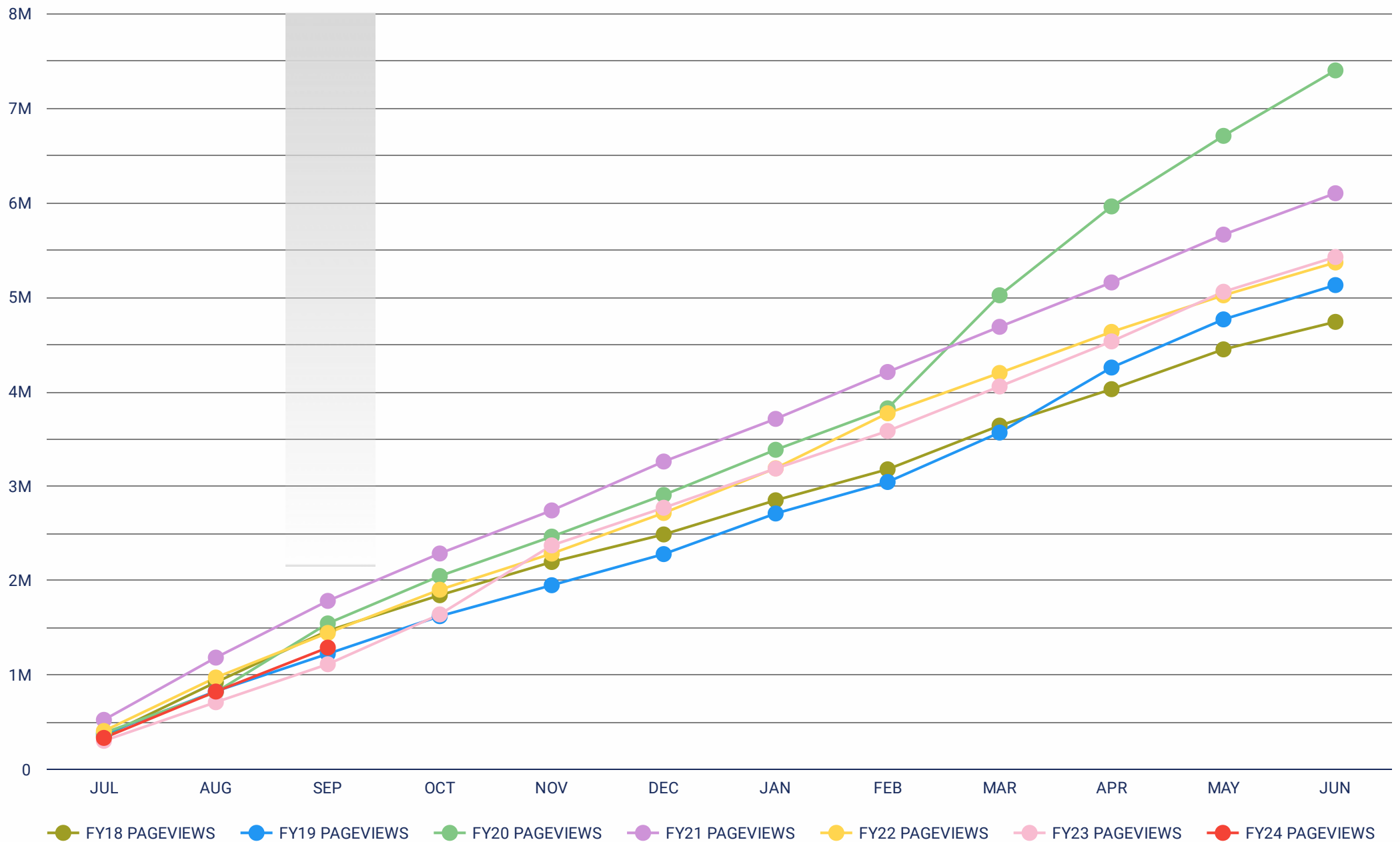
Time on page for September increased over the previous month (1.6%) and was the highest since data collection through GA4 began in May. **Views and click rate declined over the previous month (4.6% and 19.5% respectively).**

Facebook and LinkedIn continued to drive additional traffic to UVA Today during September (23K and 12K views respectively). Views from Facebook were driven by the 34-Year-Old Kicker (4.6K) and US News Rankings (2.5K) stories. On LinkedIn, views were driven by the Darden Ranking (1.4K) story.

Five editions of **UVA Today Weekend** were sent in September. The September 9th Weekend email saw the highest CTR to date (3.03%). These clicks were primarily driven by the **UVA Obscura (31.3% of total clicks)** and **34-Year-Old Kicker (22.2%) stories**.

The UVA Today site saw 16K outbound clicks in September. Many of these were to linked articles on Bloomberg, CNN, and Outside regarding recent rankings and accolades. Owned ads generated 403 clicks to the Rhoback site, 383 clicks to the Community Bridges 5K registration page, and 312 clicks to the Go Hoos License Plates page.

UVA Today Cumulative Pageviews: FY18-FYTD24



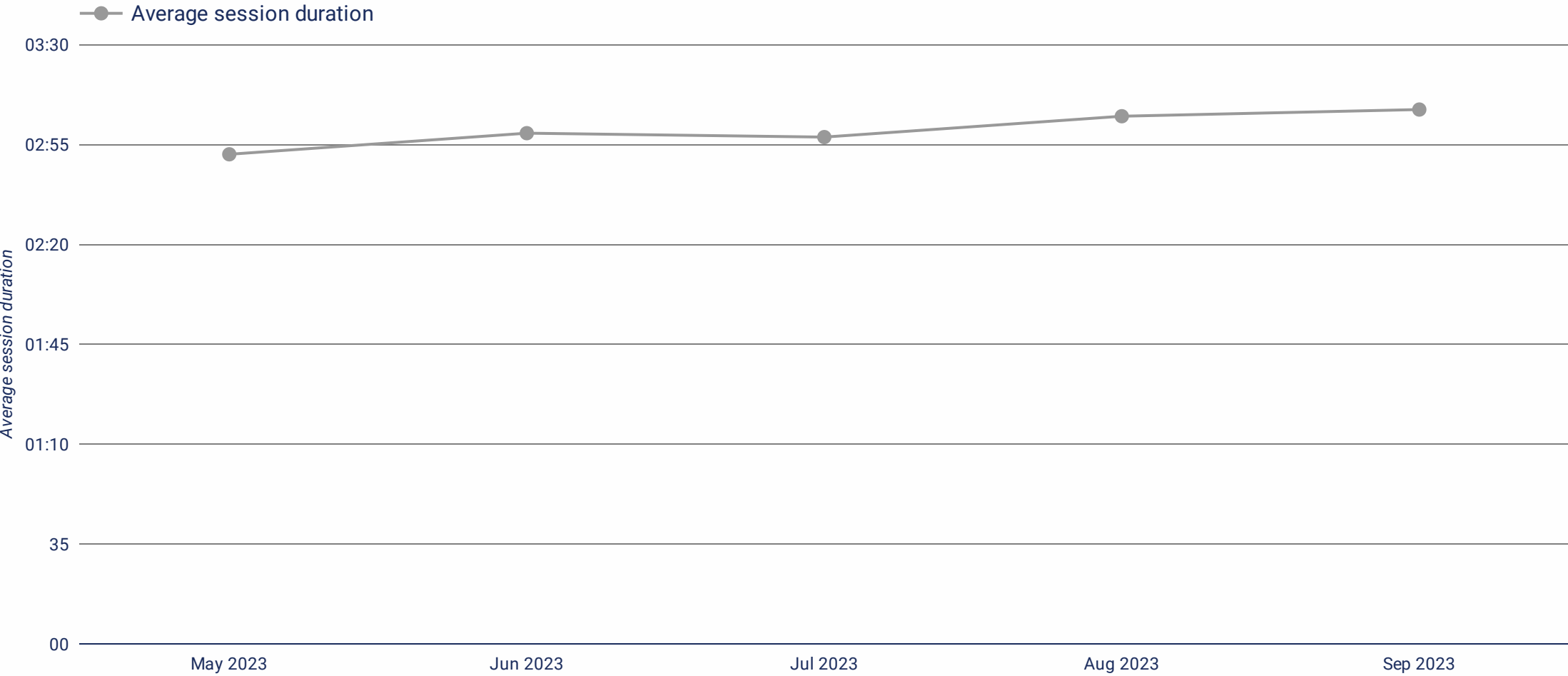
Source: Google Analytics 4
Date Range: 7/1/18 - 9/30/23

UVAToday FYTD Performance Summary (1 of 3): Key Metrics

Jul 1, 2023 - Sep 30, 2023

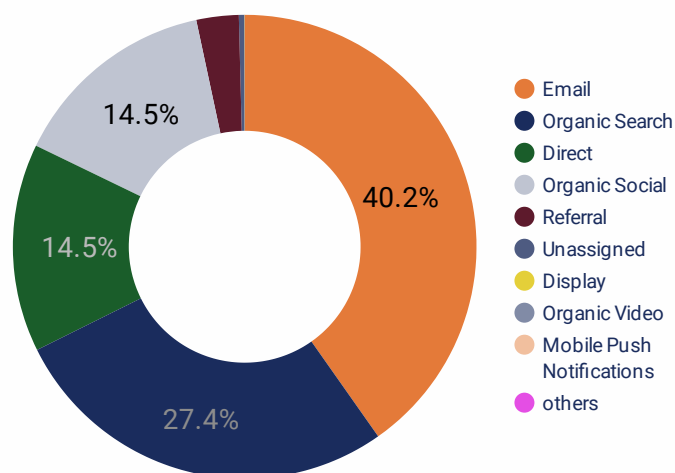
Total users	Sessions	Views	Views per session	Average session duration	Bounce rate
638.2K	1.1M	1.3M	1.21	00:03:00	32.1%

The graph displays the average amount of time per month users spent viewing a specified page or screen, or set of pages or screens on UVAToday.



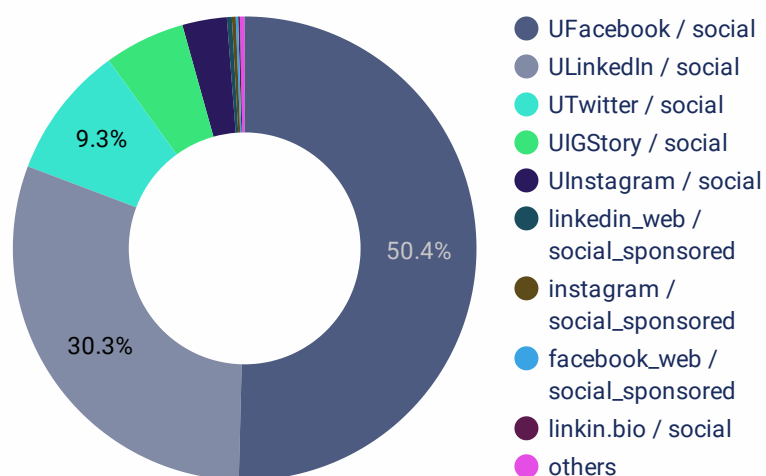
UVAToday FYTD Performance Summary (2 of 3): Sources of Traffic by Default Channel Grouping and Social Networks

Default Channel Grouping:



	First user default channel ...	Views ▾	Bounce rate
1.	Email	519.5K	28.85%
2.	Organic Search	354.1K	30.69%
3.	Direct	187.4K	40.64%
4.	Organic Social	186.9K	28.28%
5.	Referral	38.1K	28.61%
6.	Unassigned	4.9K	45.63%
7.	Display	297	72.37%
8.	Organic Video	41	50%
9.	Mobile Push Notifications	11	16.67%
10.	Paid Search	8	100%

Social Network:



	First user source / medium	Views ▾	Bounce rate
1.	UFacebook / social	67K	28.06%
2.	ULinkedIn / social	40.3K	28.29%
3.	UTwitter / social	12.3K	32.71%
4.	UIGStory / social	7.5K	24.94%
5.	UInstagram / social	4.1K	19.58%
6.	linkedin_web / social_sponsor...	464	77.12%
7.	instagram / social_sponsored	353	31.25%
8.	facebook_web / social_spons...	219	36.02%
9.	linkin.bio / social	162	26.12%
10.	LinkedIn / social_organic	125	23.73%

UVA Today FYTD Performance Summary (3 of 3): Top 20 Performing UVA Today Stories

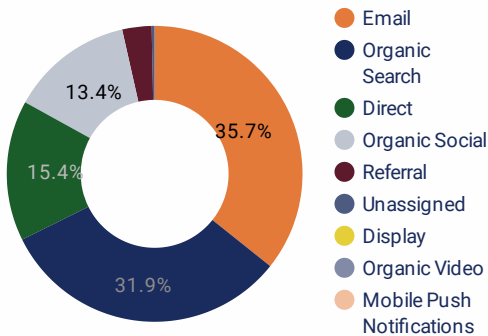
Jul 1, 2023 - Sep 30, 2023

	Page title	Views ▾
1.	The ‘Cinderella Story’ Behind UVA’s 34-Year-Old Kicker	38.8K <div></div>
2.	10-Year-Old Wunderkind Hopes UVA Is Her Launchpad t...	23.9K <div></div>
3.	New UVA Apparel Line a ‘Full Circle Moment’ for This W...	19.9K <div></div>
4.	If I’d Only Known: Lawnies Offer Advice to New Students	17.4K <div></div>
5.	A UVA Alum Is Behind the Launch of Wahoo-Themed S...	15.1K <div></div>
6.	UVA Advances One Spot in Retooled U.S. News Ranking...	14.5K <div></div>
7.	Generous Ramon Breeden Donation Means a \$75 Millio...	14.2K <div></div>
8.	After Supreme Court Ruling, UVA Adjusts Admissions P...	12.5K <div></div>
9.	The Lawn By the Sea: UVA Dad Creates Sandy Version ...	12.4K <div></div>
10.	She Dozed Off in Class One Day. It Changed Her Life	11.7K <div></div>
11.	‘America Is Under Attack’: What the Morning of 9/11 W...	10.9K <div></div>
12.	Say Farewell to the ‘Kings’: Cold War Relics To Leave Gr...	10.3K <div></div>
13.	New Ranking Lifts Darden to No. 3 US Business School	9.5K <div></div>
14.	UVA’s ‘Wahoo Welcome’ Awaits the Class of 2027	9.3K <div></div>
15.	Is Your Hoo Lonely? This Third-Year Student Understan...	9.3K <div></div>
16.	Class of 2027 Begins Big Move-In. Here’s How It Went	9.2K <div></div>
17.	A Late-Night Summer Delight: Here’s How To View the ...	9.1K <div></div>
18.	News in Brief: Charlottesville Named One of America’s ‘...	9.1K <div></div>
19.	With 7 Move-Ins Under Her Belt, UVA Mom Has All the ...	9.1K <div></div>
20.	What New Wahoo Parents Are Asking the Most on Face...	8.8K <div></div>

6 **Note:** Top stories by performance regardless of when the story itself was published

Source: Google Analytics 4

Default Channel Grouping:



Key Metrics:

Views

465.3K

Average session duration

00:03:07

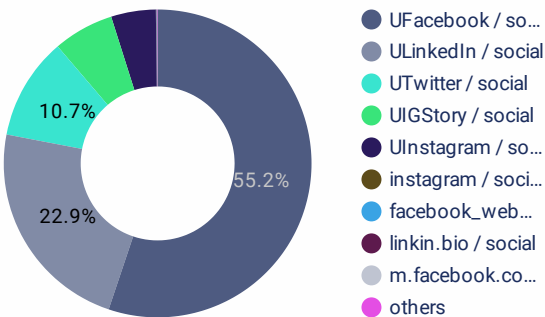
Bounce rate

31.1%

Top 20 Performing Stories:

	Page title	Views
1.	The 'Cinderella Story' Behind UVA's 34-Year-Old Kicker	38.6K
2.	UVA Advances One Spot in Retooled U.S. News Rankin...	14.5K
3.	Generous Ramon Breeden Donation Means a \$75 Millio...	14.2K
4.	New Ranking Lifts Darden to No. 3 US Business School	9.5K
5.	Is Your Hoo Lonely? This Third-Year Student Understan...	9.3K
6.	News in Brief: Charlottesville Named One of America's 'H...	9.1K
7.	'America Is Under Attack': What the Morning of 9/11 Wa...	7.7K
8.	Dr. Petri: Get 'Revolutionary' New Vaccines Against COVI...	7.5K
9.	Georgetown, Virginia Tech Adopt UVA Initiative That Re...	6.4K
10.	Faculty Spotlight: Burned Out? A UVA Professor is Worki...	6.4K
11.	How Jack Salt's Highs and Lows Led Him to Better Ment...	6.3K
12.	A Hex Against Evil? Or Carpenter's Notes? Chapel's Myst...	6.1K
13.	Why Did the Rotunda's Marble Shatter? UVA Series Expl...	6K
14.	Once 'Just a Student,' His Coach Now Sees the PGA in ...	5.1K
15.	UVA-Tennessee Football Game Reunites Snoop, Dogg ...	4.4K
16.	Radical Approach to Type 2 Diabetes Wins NIH Study F...	4.4K
17.	Fore! UVA Alums Keep Alive a Tradition Unlike Any Othe...	4.4K
18.	Ghouls on Grounds: 'Mean Jean' and Scares in the Stac...	4.1K
19.	Meet UVA's Whirlwind Matchmaker	4.1K
20.	Metro Areas Will Grow Larger, Rural Areas Will Grow Older	4K

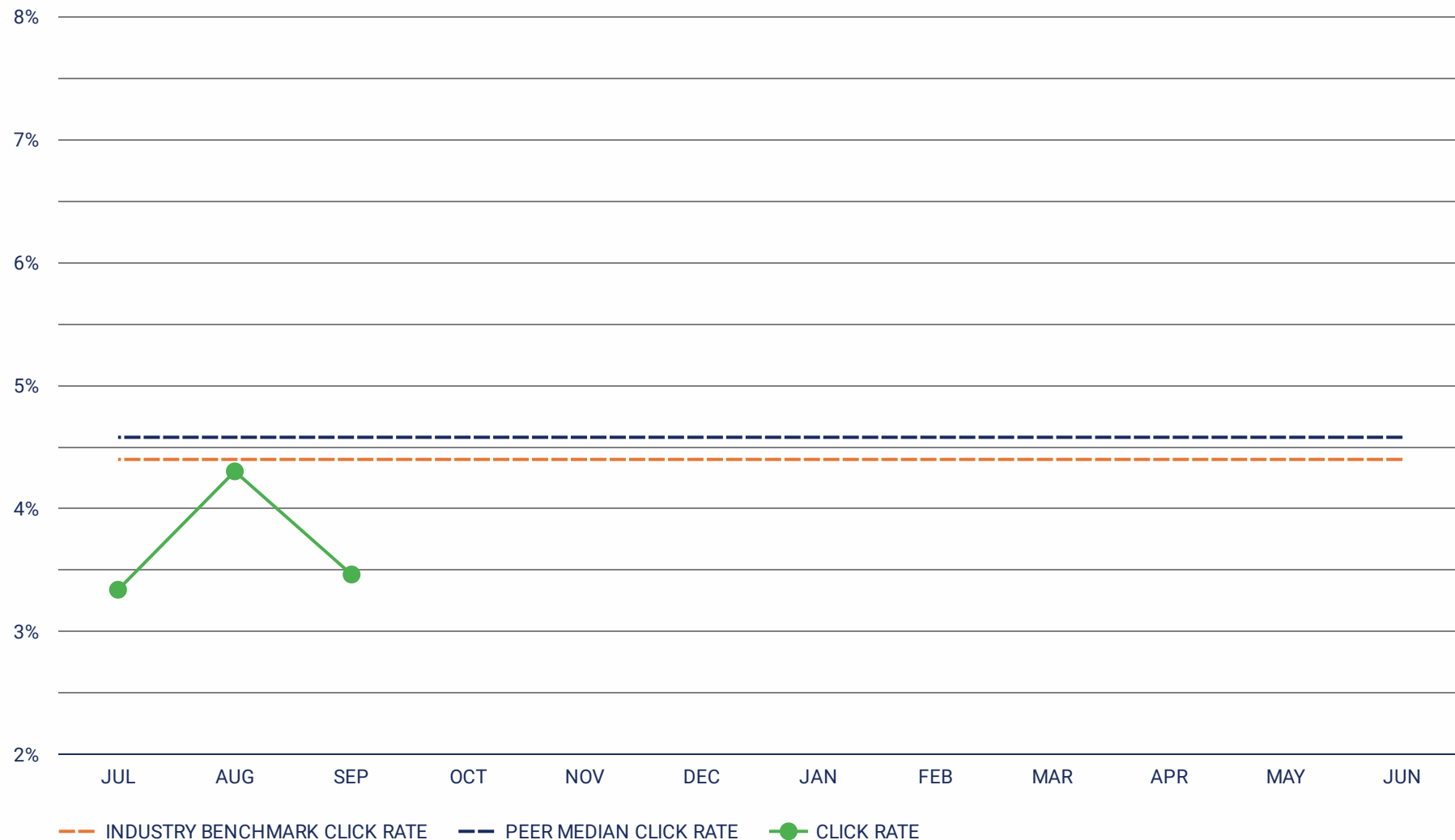
Social Network:



	First user source / ...	Views	Bounce rate
1.	UFacebook / social	23K	28.41%
2.	ULinkedIn / social	12K	34.85%
3.	UTwitter / social	4.3K	34.05%
4.	UIGStory / social	2.5K	31.03%
5.	UInstagram / social	1.7K	16.87%

Year to Date Daily Report Performance

0 DR sends in September had a higher than 5% CTR. The September 1st (4.75%) and 19th (4.66%) sends had the highest CTR of the month. Clicks on the 1st were driven by the 34-Year-Old Kicker and Jack Salt stories. Clicks on the 19th were driven by the US News Rankings story.



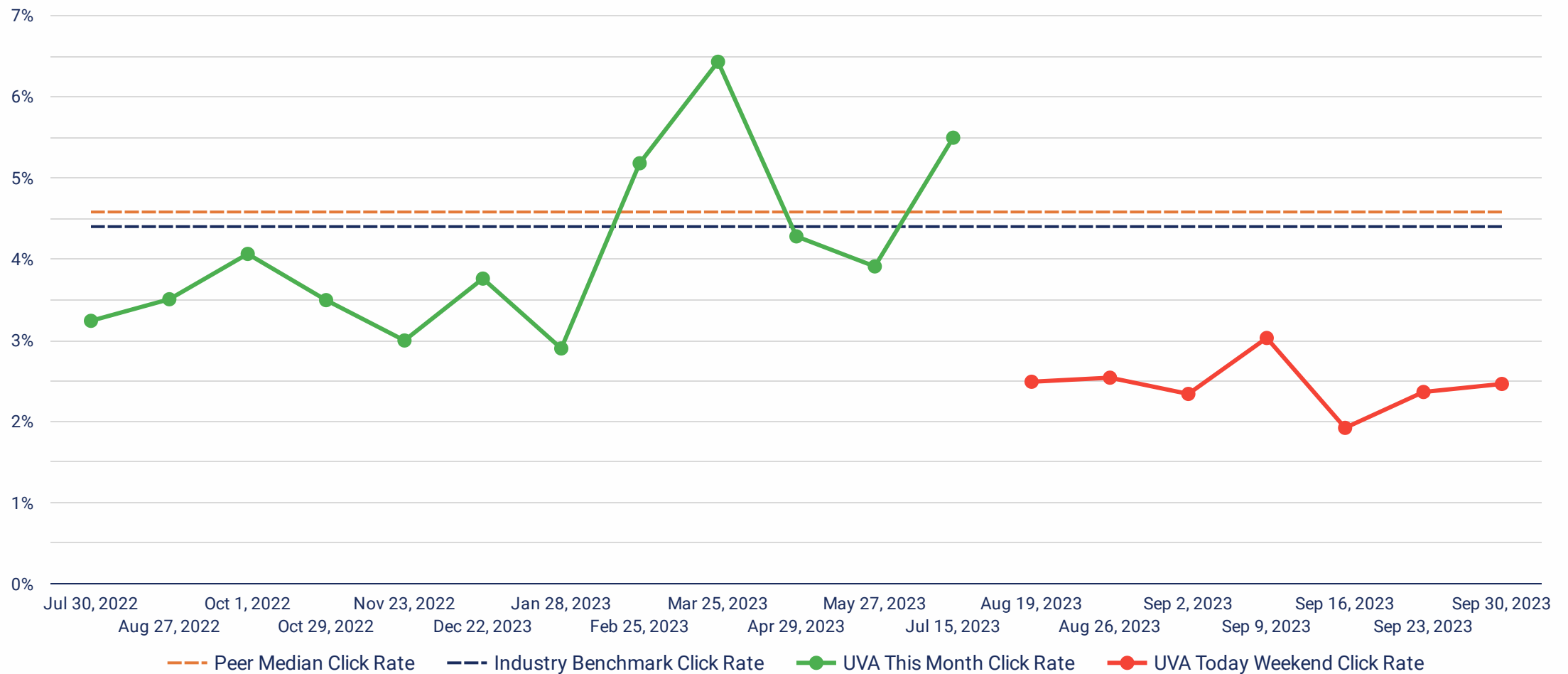
Click rate is calculated by dividing unique clicks by emails delivered
Industry benchmarks from Campaign Monitor's 2022 email marketing benchmarks
Peer benchmark from Simpson Scarborough peer study

Source: Marketing Cloud
Date Range: 7/1/23 - 9/30/23

	Email	Sends	Opens	Open Rate	Clicks	Click Rate	Unsubscribe Rate
1.	UVA This Month (FY23 Avg.)	282,414	137,936	49.44%	11,736	4.21%	0.04%
2.	UVA Today Weekend (9/30)	285,895	121,721	43.1%	6,955	2.46%	0.02%
3.	UVA Today Weekend (9/23)	286,287	136,063	48.1%	6,688	2.36%	0.02%
4.	UVA Today Weekend (9/16)	286,589	132,292	46.74%	5,439	1.92%	0.02%
5.	UVA Today Weekend (9/9)	287,397	131,359	49.3%	8,596	3.03%	0.03%
6.	UVA Today Weekend (9/2)	287,401	136,052	47.92%	6,642	2.34%	0.03%

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Click Rate Comparison with UVA This Month



Story Performance

Total Views on Feature Stories (Views from any source during September)

9/2 Feature Story: Football Family	9/9 Feature Story: Obscura	9/16 Feature Story: Frisbee Golf	9/23 Feature Story: Golfer	9/30 Feature Story: Ghost Hunting
Views 4,416	Sessions 5,771	Views 4,392	Views 5,115	Views 4,127

Top 10 Performing Stories (Views generated by Weekend emails only):

	Page title	Views ▾
1.	Why Did the Rotunda's Marble Shatter? UVA Series Explores Groun...	3,092
2.	The 'Cinderella Story' Behind UVA's 34-Year-Old Kicker	2,770
3.	Ghouls on Grounds: 'Mean Jean' and Scares in the Stacks	2,329
4.	UVA-Tennessee Football Game Reunites Snoop, Dogg and a Uniqu...	1,956
5.	Once 'Just a Student,' His Coach Now Sees the PGA in His Future	1,913
6.	Fore! UVA Alums Keep Alive a Tradition Unlike Any Other: Disc Gol...	1,553
7.	UVA Advances One Spot in Retooled U.S. News Ranking to No. 24 ...	1,392
8.	Is Your Hoo Lonely? This Third-Year Student Understands. Here Ar...	1,331
9.	Generous Ramon Breeden Donation Means a \$75 Million Impact f...	1,247
10.	News in Brief: Charlottesville Named One of America's 'Happiest Pl...	1,023

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Thank You