

# UVAToday Monthly Communications Summary

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## UNIVERSITY COMMUNICATIONS

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October 2023

# Report Highlights

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**1.84M** cumulative pageviews have been achieved FYTD. This **exceeds** pageviews for FY19 and FY23 for the same period (October).

The **They Met Outside a Classroom. Then They Started a Multimillion Dollar Business** was the most viewed story in October, followed by **Darden Gift**, **Ryan Appeals for Compassion**, and **Mike Hollins** stories.

The **October 30th DR** had the highest CTR for the month (6.66%). Top stories for October 30th were **Darden Gift (59.8% of total clicks)** and **First Day Friends to Club Founders (13.5%)**.

For the second straight month, a significant amount of traffic (94K users) stemmed from organic search. The most searched stories were **They Met Outside a Classroom (6.2K users)** and the **Ryan Appeals for Compassion (5.8K users)**. For comparison, organic search drove 95K users to UVA Today in September and 67K users in August.

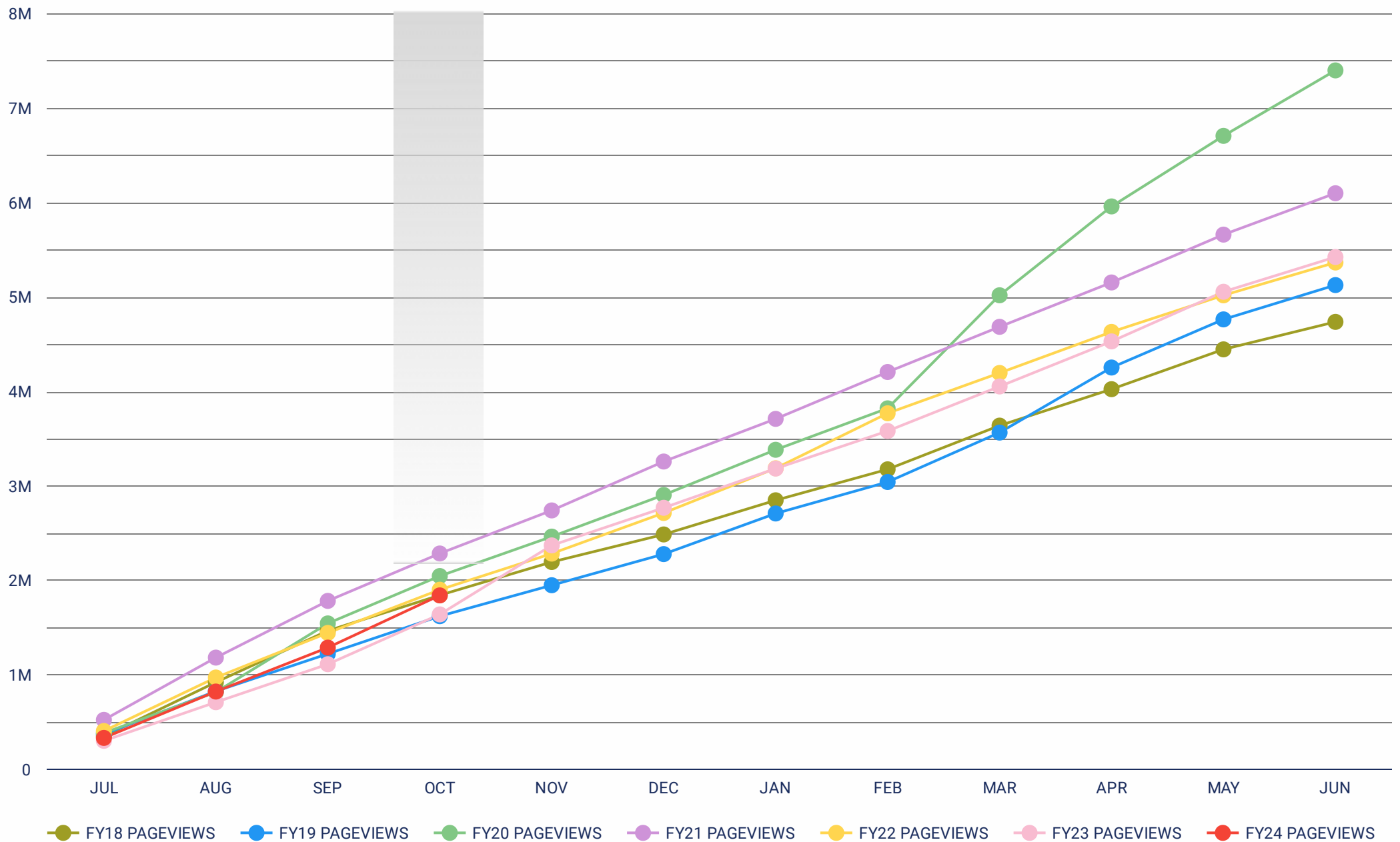
Popular search terms on Google included "uva today" (960 clicks), "university of virginia" (913 clicks), and "uva news" (425 clicks). Users also relied on more specific search terms including "uva kicker" (296 clicks) and "matt ganyard" (248 clicks).

Pageviews and time on page for October increased slightly (0.2% and 0.1% respectively) over the previous month, while bounce rate declined (0.1%).

Four editions of **UVA Today Weekend** were sent in October. The October 7th (2.96%) and 14th (3.01%) Weekend emails recorded above average click rates (current average is 2.54%). Clicks on 10/7 were primarily driven by the **Alumna 'Swiftie' Sunday (40% of total clicks) story**. Clicks on 10/14 were driven by the **Mike Hollins (41.5%) story**.

The UVA Today site saw 10K outbound clicks in October. Of these, about 700 went to the Virginia Film Festival site, stemming from both our content and owned ads. Owned ads also generated 117 clicks to the Rhoback site, 85 clicks to the Birddogs site, and 65 clicks to the Go Hoos License Plates page.

# UVA Today Cumulative Pageviews: FY18-FYTD24



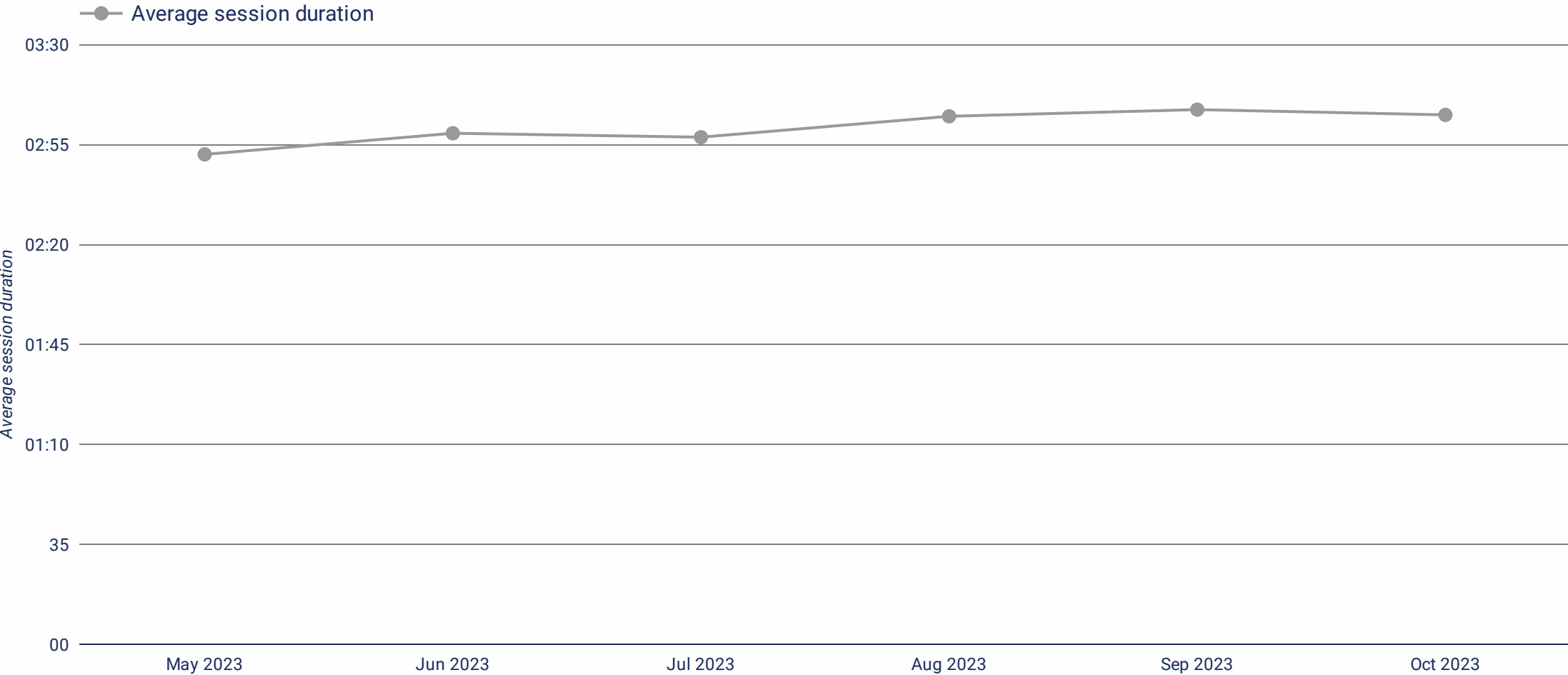
Source: Google Analytics 4  
Date Range: 7/1/18 - 10/31/23

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

Jul 1, 2023 - Oct 31, 2023

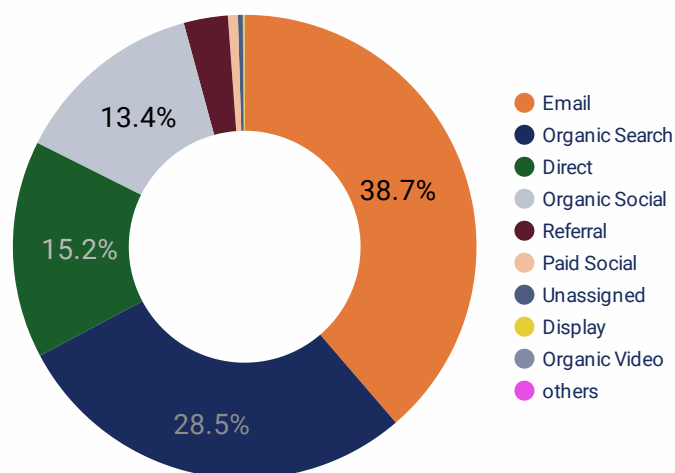
Total users	Sessions	Views	Views per session	Average session duration	Bounce rate
876.9K	1.5M	1.9M	1.25	00:03:00	32.0%

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.



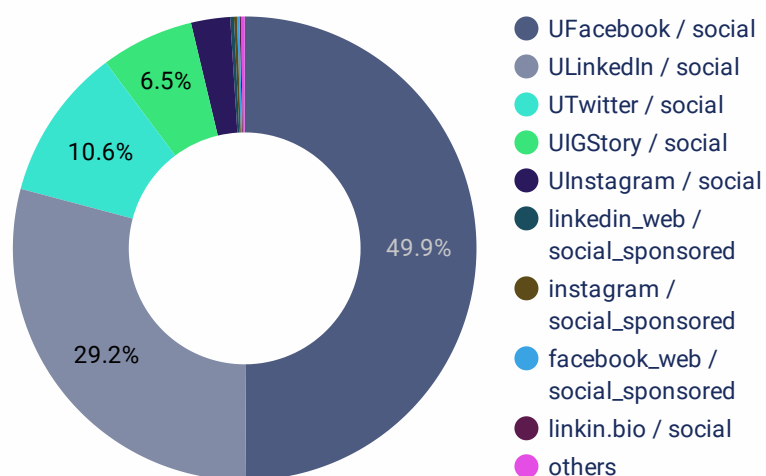
## UVAToday FYTD Performance Summary (2 of 3): Sources of Traffic by Default Channel Grouping and Social Networks

### Default Channel Grouping:



	First user default channel group	Views ▾	Bounce rate
1.	Email	716.5K	28.51%
2.	Organic Search	527.8K	28.78%
3.	Direct	280.9K	39.41%
4.	Organic Social	247.6K	28.25%
5.	Referral	56.9K	28.08%
6.	Paid Social	12.9K	60.37%
7.	Unassigned	6.2K	44.42%
8.	Display	2.3K	67.94%
9.	Organic Video	124	37.35%
10.	Mobile Push Notifications	17	11.11%

### Social Network:

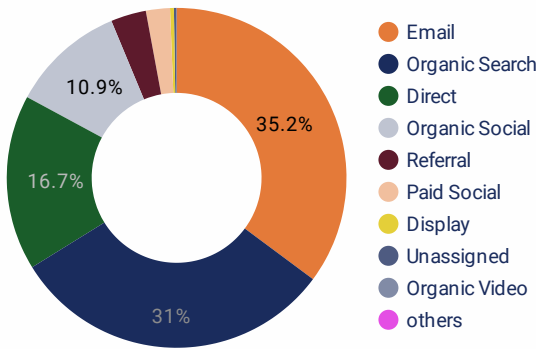


	First user source / medium	Views ▾	Bounce rate
1.	UFacebook / social	88K	27.01%
2.	ULinkedIn / social	51.5K	27.9%
3.	UTwitter / social	18.8K	32.7%
4.	UIGStory / social	11.4K	23.26%
5.	UInstagram / social	4.8K	20.74%
6.	linkedin_web / social_sponsor...	468	77.32%
7.	instagram / social_sponsored	361	30.08%
8.	facebook_web / social_spons...	304	36.07%
9.	linkin.bio / social	179	26.53%
10.	LinkedIn / social_organic	127	23.53%

Page title		Views ▾
1.	The ‘Cinderella Story’ Behind UVA’s 34-Year-Old Kicker	42.5K <div></div>
2.	They Met Outside a UVA Classroom. Then They Started a Multimillion-Dollar Business	37.4K <div></div>
3.	Darden Receives Largest Gift in School History	24.5K <div></div>
4.	10-Year-Old Wunderkind Hopes UVA Is Her Launchpad to Space	24.3K <div></div>
5.	New UVA Apparel Line a ‘Full Circle Moment’ for This Wahoo Couple	20.1K <div></div>
6.	Ryan Appeals for Compassion, Offers Support in Aftermath of Attacks in Israel	18.5K <div></div>
7.	If I’d Only Known: Lawnies Offer Advice to New Students	17.6K <div></div>
8.	UVA Advances One Spot in Retooled U.S. News Ranking to No. 24 Nationally	15.3K <div></div>
9.	A UVA Alum Is Behind the Launch of Wahoo-Themed Sportswear Line	15.2K <div></div>
10.	Generous Ramon Breeden Donation Means a \$75 Million Impact for McIntire, Athletics	14.6K <div></div>
11.	After Supreme Court Ruling, UVA Adjusts Admissions Practices	12.6K <div></div>
12.	The Lawn By the Sea: UVA Dad Creates Sandy Version of Jefferson’s Academical Vill...	12.5K <div></div>
13.	‘America Is Under Attack’: What the Morning of 9/11 Was Like for President Bush	12.2K <div></div>
14.	Mike Hollins’ Return to Football Has Been Inspiring. His Return to the Classroom Is E...	12.1K <div></div>
15.	News in Brief: Charlottesville Named One of America’s ‘Happiest Places’	11.9K <div></div>
16.	She Dozed Off in Class One Day. It Changed Her Life	11.7K <div></div>
17.	Say Farewell to the ‘Kings’: Cold War Relics To Leave Grounds	10.4K <div></div>
18.	New Ranking Lifts Darden to No. 3 US Business School	9.6K <div></div>
19.	Is Your Hoo Lonely? This Third-Year Student Understands. Here Are His Tips	9.4K <div></div>
20.	These Are the 6 Creepiest Things at UVA	9.4K <div></div>

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

Default Channel Grouping:



Key Metrics:

Views  
560.2K

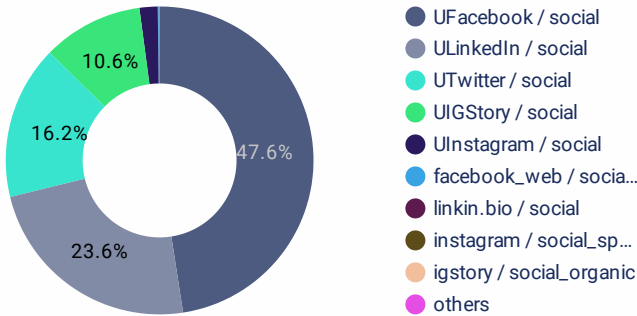
Average session duration  
00:03:05

Bounce rate  
29.6%

Top 20 Performing Stories:

	Page title	Views...
1.	They Met Outside a UVA Classroom. Then They Started a Multimillion-Dollar Business	37.4K
2.	Darden Receives Largest Gift in School History	24.5K
3.	Ryan Appeals for Compassion, Offers Support in Aftermath of Attacks in Israel	18.5K
4.	Mike Hollins’ Return to Football Has Been Inspiring. His Return to the Classroom Is Even More So	12.1K
5.	These Are the 6 Creepiest Things at UVA	9.4K
6.	They Won a Professional Championship. Then They Returned to Their Day Jobs	8.9K
7.	UVA Diplomatic Expert on the Implications of War Between Israel and Hamas	8.8K
8.	Through Grief, He Found His Way at UVA	8.5K
9.	He Beat the Odds To Get to UVA, Thanks to the Wahoo Community	7.7K
10.	UVA Innovator of the Year Marc Breton’s Surprise Journey to Diabetes Pioneer	7.7K
11.	Alumna Takes Us Behind the Scenes of a ‘Swiftie’ NFL Sunday	7.6K
12.	A Wahoo in the Governor’s Mansion? Rep. Spanberger Addresses That and Other Questions	6.4K
13.	Q&A: Are Office Dress Codes a Thing of the Past?	6.3K
14.	UVA Student and His ‘Poppy’ Have a Willy Wonka ‘Lego Masters’ Moment	6K
15.	Big Sponsorships Grab Headlines, But Even Small NIL Deals Empower Student-Athletes	5.8K
16.	‘Inside UVA’: Ryan Talks Near-Death Experiences With Eminent Expert	5.7K
17.	Does Dunking Your Head in Water Ease Anxiety? Ask This Professor’s Diving Mice	5.3K
18.	With UVA Discovery, We May Be One Good Solution Closer to Solving Climate Change	5.1K
19.	Stories of Personal Triumph, Challenging Times Featured at ‘Double Take’	5.1K
20.	News In Brief: Surgeon General Visit Canceled	5K

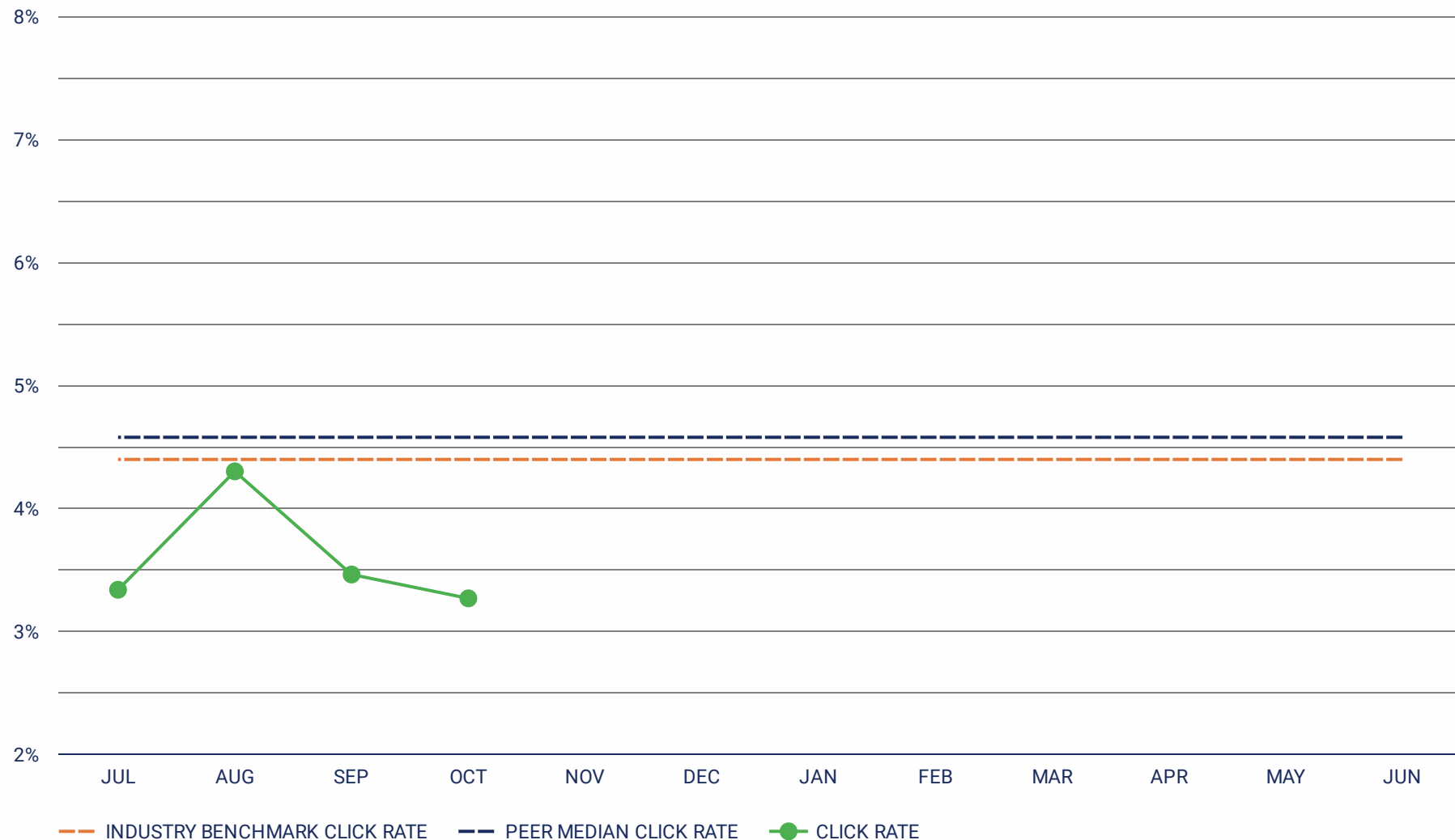
Social Network:



First user source / medium	Views	%	Bounce rate	%
UFacebook / social	21.1K	-9.2%	27.28%	-3.3%
ULinkedIn / social	11.2K	-8.7%	26.3%	-24.1%
UTwitter / social	6.5K	45.4%	32.32%	-3.9%
UIGStory / social	4K	58.3%	20.91%	-32.9%
UInstagram / social	680	-61.5%	24.71%	46.1%

# Year to Date Daily Report Performance

2 DR sends in October had a higher than 5% CTR. The October 30th (6.66%) and 16th (5.11%) sends had the highest CTR of the month. Clicks on the 30th were driven by the Darden Gift story. Clicks on the 16th were driven by the Creepiest Things at UVA and High Blood Pressure stories.



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 - 10/31/23



	Email	Sends	Opens	Open Rate	Clicks	Click Rate	Unsubscribe Rate
1.	UVA Today Weekend (10/7)	285,320	132,923	47.15%	8,331	2.96%	0.03%
2.	UVA Today Weekend (10/14)	284,767	131,284	46.66%	8,459	3.01%	0.02%
3.	UVA Today Weekend (10/21)	284,465	128,181	45.61%	6,662	2.37%	0.02%
4.	UVA Today Weekend (10/28)	284,462	129,220	45.98%	6,804	2.42%	0.01%
5.	UVA This Month (FY23 Avg.)	282,414	137,936	49.44%	11,736	4.21%	0.04%

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## Story Performance

### Total Views on Feature Stories (Views from any source during October)

10/7 Feature Story: Swiftie NFL Sunday	10/14 Feature Story: Mike Hollins	10/21 Feature Story: Dracula Expert	10/28 Feature Story: They Met Outside a Classroom
Views <b>7,600</b>	Views <b>12,084</b>	Views <b>4,414</b>	Views <b>37,351</b>

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

	Page title	Views ▾
1.	They Met Outside a UVA Classroom. Then They Started a Multimillion-Dollar Business	7,252
2.	Alumna Takes Us Behind the Scenes of a 'Swiftie' NFL Sunday	4,021
3.	Mike Hollins' Return to Football Has Been Inspiring. His Return to the Classroom Is Even More So	3,469
4.	Don't Miss This Dracula Expert's Collection of Vampiric Kitsch	2,119
5.	These Are the 6 Creepiest Things at UVA	1,816
6.	Q&A: Are Office Dress Codes a Thing of the Past?	1,579
7.	A Wahoo in the Governor's Mansion? Rep. Spanberger Addresses That and Other Questions	1,476
8.	Darden Receives Largest Gift in School History	1,456
9.	They Won a Professional Championship. Then They Returned to Their Day Jobs	1,418
10.	Ryan Appeals for Compassion, Offers Support in Aftermath of Attacks in Israel	1,177

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**Thank You**