UVAToday Monthly Communications Summary

UNIVERSITY COMMUNICATIONS

February 2024

UNIVERSITY of VIRGINIA

Report Highlights

UVAToday FYTD Performance

4.9M cumulative pageviews FYTD, exceeding February pageviews for FY18 through FY23.

Top Stories

1. **UVA Breaks Ground on Paul and Diane Manning Institute of Biotechnology (36,159 views)***
2. **UVA Expands Financial Aid Program for Virginia Families (25,337 views)***
3. **UVA Puts Out the Welcome Mat to Thousands More Students for the Class of 2028 (19,119 views)**
4. **The Championship Lesson That Sticks With Anthony Gill 10 Years After ACC Title (17,712 views)**
5. **UVA Solves Mysteries About Leading Biomarker for Alzheimer's (13,584 views)***
6. **Winning 'Big': UVA Grad Gets Caldecott Medal (12,355 views)**
7. **A Star Alum Wished to Give Back. Where His Donation Will Be Seen This Baseball Season (11,952 views)**
8. **Remote Workers Becoming Even More Remote (11,187 views)**
9. **The Bigger Picture: Dunks, Bacon, Sandwiches ... and Another UVA Win (11,051 views)**
10. **News in Brief: Early Action Notifications Go Out Friday. Send Us Your Videos (10,935 views)**

***These three stories were linked from ads currently running via paid social (Meta, LinkedIn) and display (StackAdapt) as part of flight #1 of the Spring Great & Good campaign.**

Email Performance

The February 27th DR had the highest CTR for the month (4.17%). Top stories for February 27th were The Curious History of Dean Runk's Home (2,583 unique clicks and 36.9% of total clicks) and 24 Hours of Wahoo Bliss (2,215 unique clicks and 31.6% of total clicks).

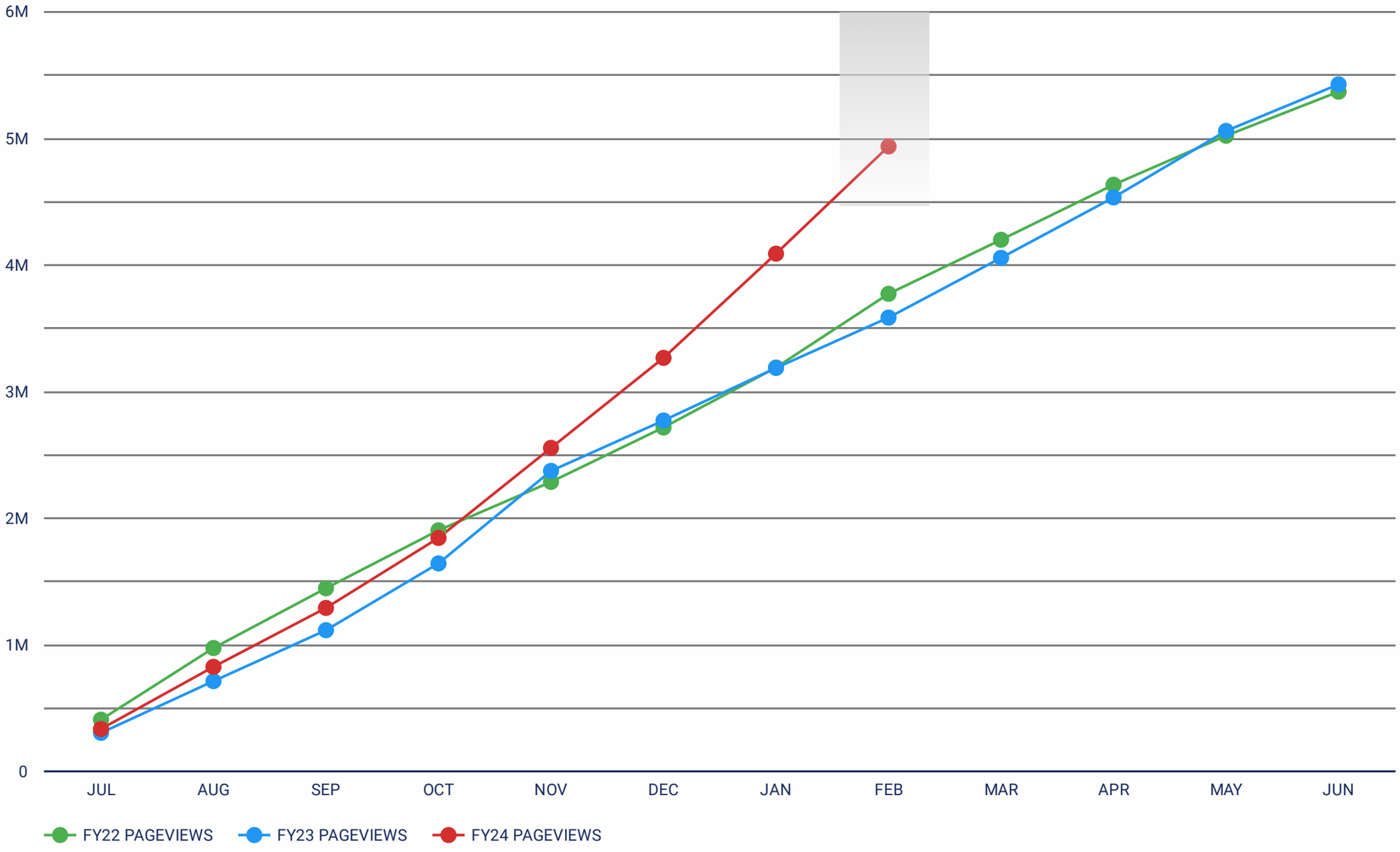
Additional Notes/Highlights

For the sixth straight month, a significant amount of traffic (105K users) stemmed from organic search. The most searched stories were the Mysterious Dog Illness (3.8 users) and UVA Puts Out the Welcome Mat (2.5K users) stories. For comparison, organic search drove 100K users to UVA Today in January, 81K users in December, 94K users in November, 94K users in October, 95K users in September, and 67K users in August.

Popular search terms on Google included "uva basketball" (1,284 clicks), "uva today" (892 clicks), "university of virginia" (632 clicks), and "uva news" (325 clicks).

UVAToday

Cumulative Pageviews: FY22-FYTD24



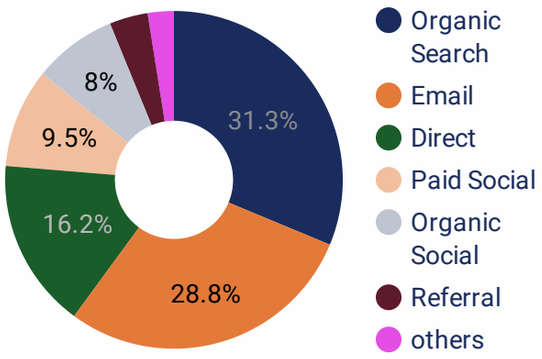
Source: Google Analytics 4
Date Range: 7/1/22 - 2/29/24

Feb 1, 2024 - Feb 29, 2024

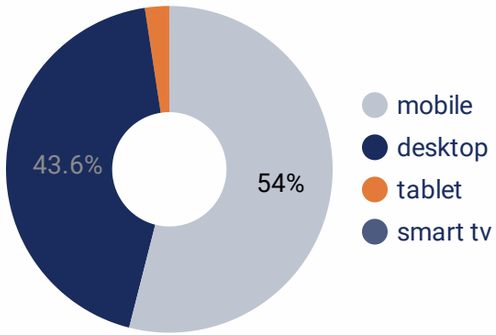
UVAToday

Monthly Performance Summary

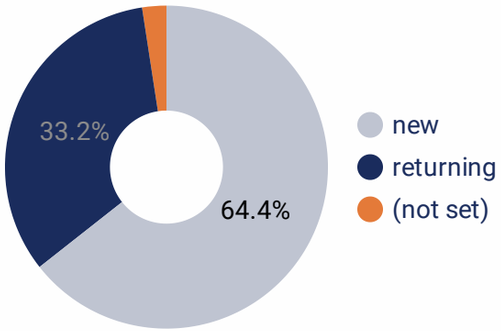
Traffic Sources:



Devices:



New v. Returning Users:



Views	Average session duration	Bounce rate
847.3K	00:02:48	17.2%
▲ 20.4%	▼ -00:00:19	▲ 3.31%

Top 20 Performing Stories:

	Page title	Views ▼	Average session durat...
1.	UVA Breaks Ground on Paul and Diane Manning Institute of Biotechnology	36.2K	00:01:16
2.	UVA Expands Financial Aid Program for Virginia Families	25.3K	00:01:06
3.	UVA Puts Out the Welcome Mat to Thousands More Students for the Class of ...	19.1K	00:02:30
4.	The Championship Lesson That Sticks With Anthony Gill 10 Years After ACC T...	17.7K	00:03:41
5.	UVA Solves Mysteries About Leading Biomarker for Alzheimer's	13.6K	00:02:01
6.	Winning 'Big': UVA Grad Gets Caldecott Medal	12.4K	00:02:22
7.	A Star Alum Wished To Give Back. Where His Donation Will Be Seen This Base...	12K	00:02:29
8.	Remote Workers Becoming Even More Remote	11.2K	00:02:32
9.	The Bigger Picture: Dunks, Bacon, Sandwiches ... and Another UVA Win	11.1K	00:02:14
10.	News In Brief: Early Action Notifications Go Out Friday. Send Us Your Videos	10.9K	00:01:18
11.	UVA Extends Deadline To Reserve a Spot in Class of 2028	10.6K	00:01:20
12.	Hoos in Love: Grounds for Matrimony	10.3K	00:04:22
13.	How a Student Group Made Music History at UVA	9.3K	00:02:44
14.	Admitted Students Have Questions. Current Students Have Answers	9.1K	00:02:36
15.	To Be Great and Good in All We Do	9K	00:00:23
16.	Q&A: What to Know About a Mysterious Dog Illness Sweeping the Country	9K	00:02:15
17.	UVA 'Changed His Life Forever': Longtime Facilities Manager Retires | UVA Tod...	8.3K	00:02:21
18.	Q&A: Amy Schumer Has Cushing Syndrome. What Is It?	7.1K	00:02:53
19.	White House Recruits Engineering Professor	6.9K	00:02:49
20.	The Curious History of Dean Runk's 18th Century Home and How To Stay There	6.5K	00:03:33

Source: Google Analytics 4

Feb 1, 2024 - Feb 29, 2024

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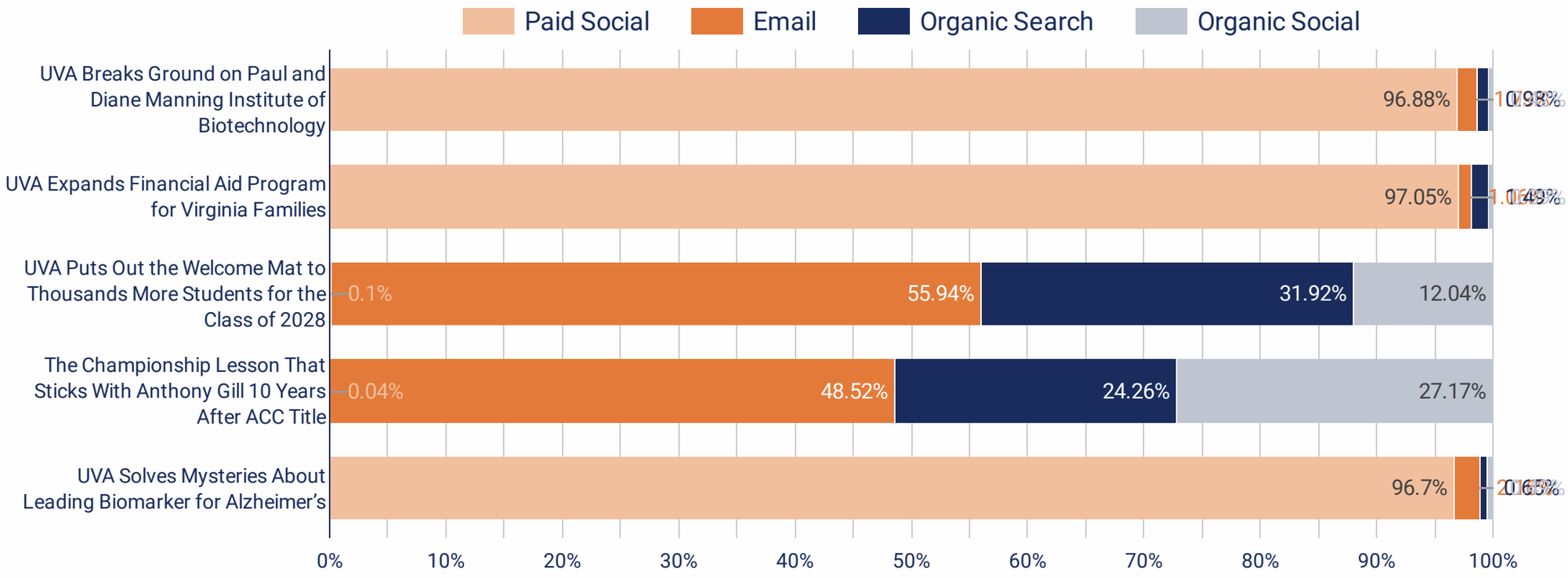
Referral Traffic for Top 5 Stories During February

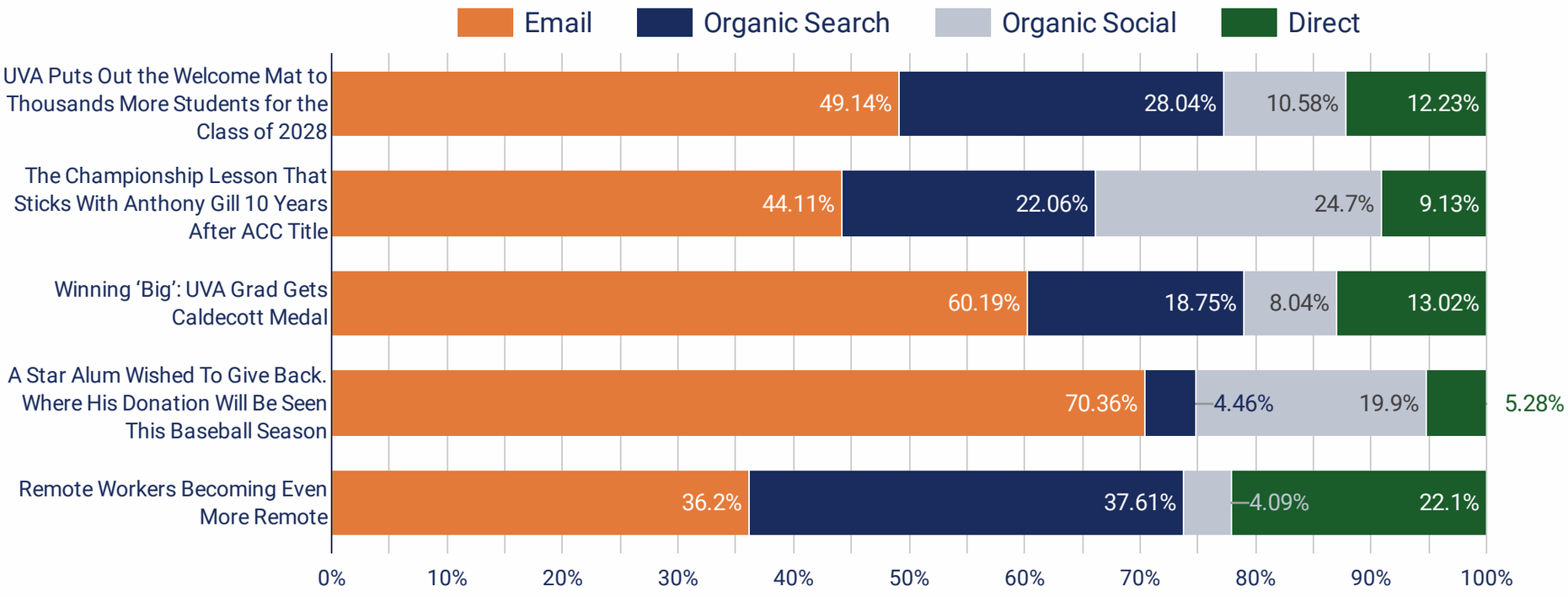


Source: Google Analytics 4
Date Range: 2/1/24 - 2/29/24

Feb 1, 2024 - Feb 29, 2024

UVAToday

Referral Traffic for Top 5 Stories Published in February



Source: Google Analytics 4
Date Range: 2/1/24 - 2/29/24

Feb 1, 2024 - Feb 29, 2024

Case Study: The Championship Lesson That Sticks With Anthony Gill 10 Years After ACC Title

University of Virginia

UVAToday WEEKEND

From the Editor: Before you join the expected 200 million viewers in the U.S. tuning in to Sunday's marquee matchup, check out our story with a former UVA star who helped secure a championship for the Hoos, and the latest UVA news.

The Championship Lesson That Sticks With Anthony Gill 10 Years After ACC Title

He's an NBA veteran now, but the former UVA star routinely taps into what he learned from his time under Tony Bennett.

This feature article garnered 34.5% of all clicks on the 2/10 Weekend email

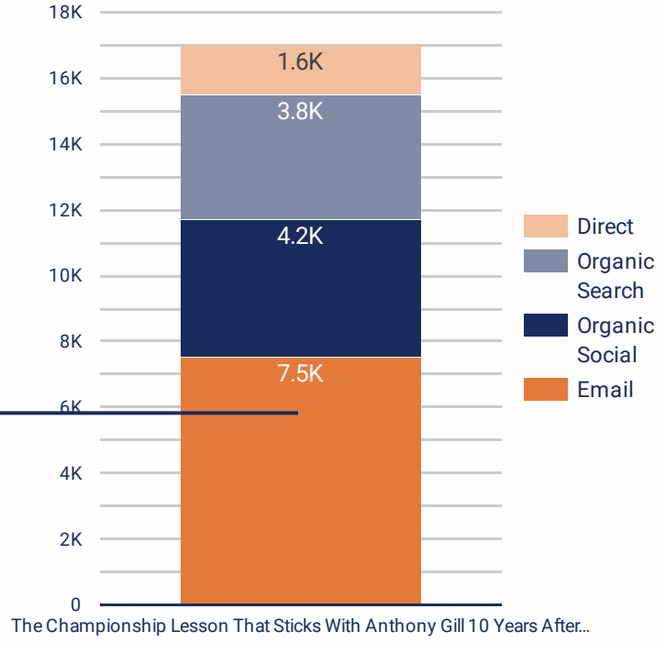
Page Analytics

Views
17,712

Average session duration
00:03:41

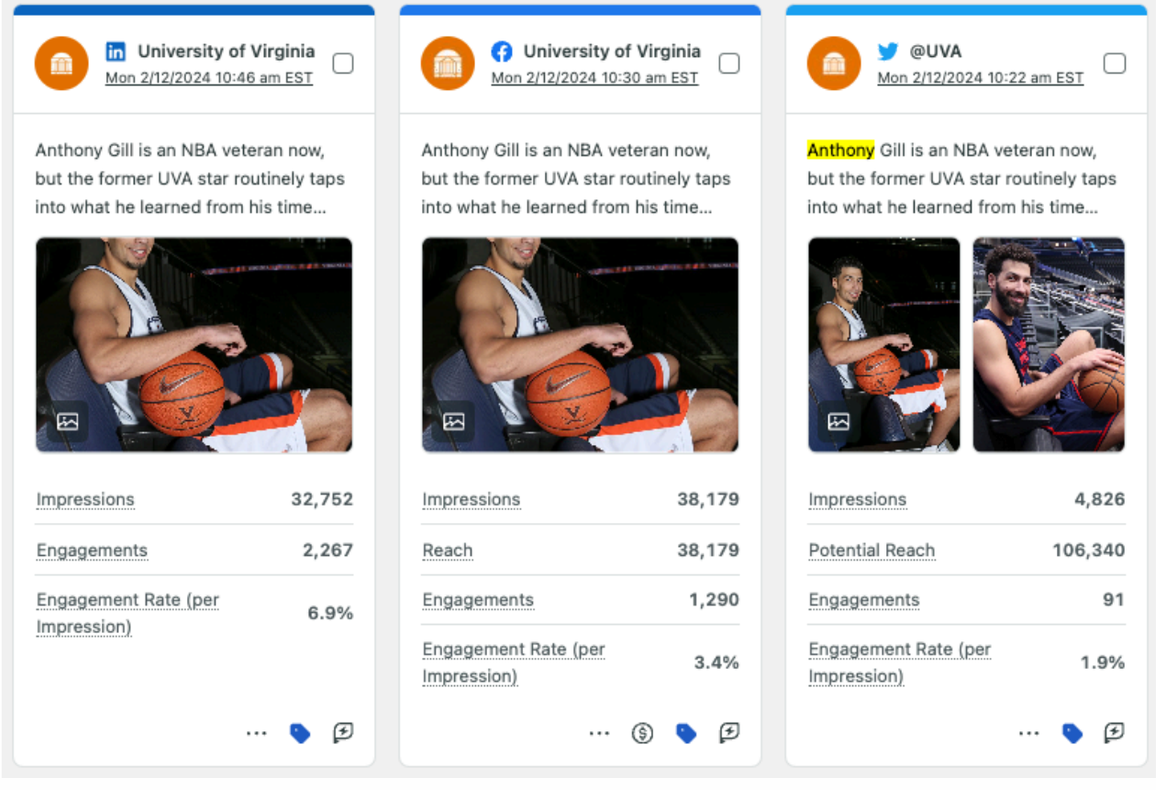
Sessions
9,757

Traffic Sources by Views



2,784 clicks from the 2/10 Weekend email

Social Media Post Breakdown


University of Virginia
Mon 2/12/2024 10:46 am EST

Anthony Gill is an NBA veteran now, but the former UVA star routinely taps into what he learned from his time...

Impressions	32,752
Engagements	2,267
Engagement Rate (per Impression)	6.9%

University of Virginia
Mon 2/12/2024 10:30 am EST

Anthony Gill is an NBA veteran now, but the former UVA star routinely taps into what he learned from his time...

Impressions	38,179
Reach	38,179
Engagements	1,290
Engagement Rate (per Impression)	3.4%

@UVA
Mon 2/12/2024 10:22 am EST

Anthony Gill is an NBA veteran now, but the former UVA star routinely taps into what he learned from his time...

Impressions	4,826
Potential Reach	106,340
Engagements	91
Engagement Rate (per Impression)	1.9%

Bounce Rate

Bounce rates for this article v. all UVA Today pages in February

Bounce rate
10.50%

Bounce rate
17.23%

Sources: Google Analytics 4 and Sprout
Date Range: 2/1/24 - 2/29/24

UVAToday

Organic Search Traffic Geography

Users from Search

	Region	Total users
1.	Virginia	20,061
2.	New York	6,843
3.	Florida	6,481
4.	California	6,441
5.	Texas	4,517
6.	Georgia	3,508
7.	North Carolina	3,420
8.	Pennsylvania	3,197
9.	Illinois	2,882
10.	Ohio	2,417

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All Users (any source)

	Region	Total users
1.	Virginia	99,706
2.	Florida	20,365
3.	New York	19,629
4.	California	12,103
5.	Georgia	10,773
6.	North Carolina	10,667
7.	Pennsylvania	9,494
8.	Texas	8,942
9.	Maryland	8,492
10.	Ohio	7,310

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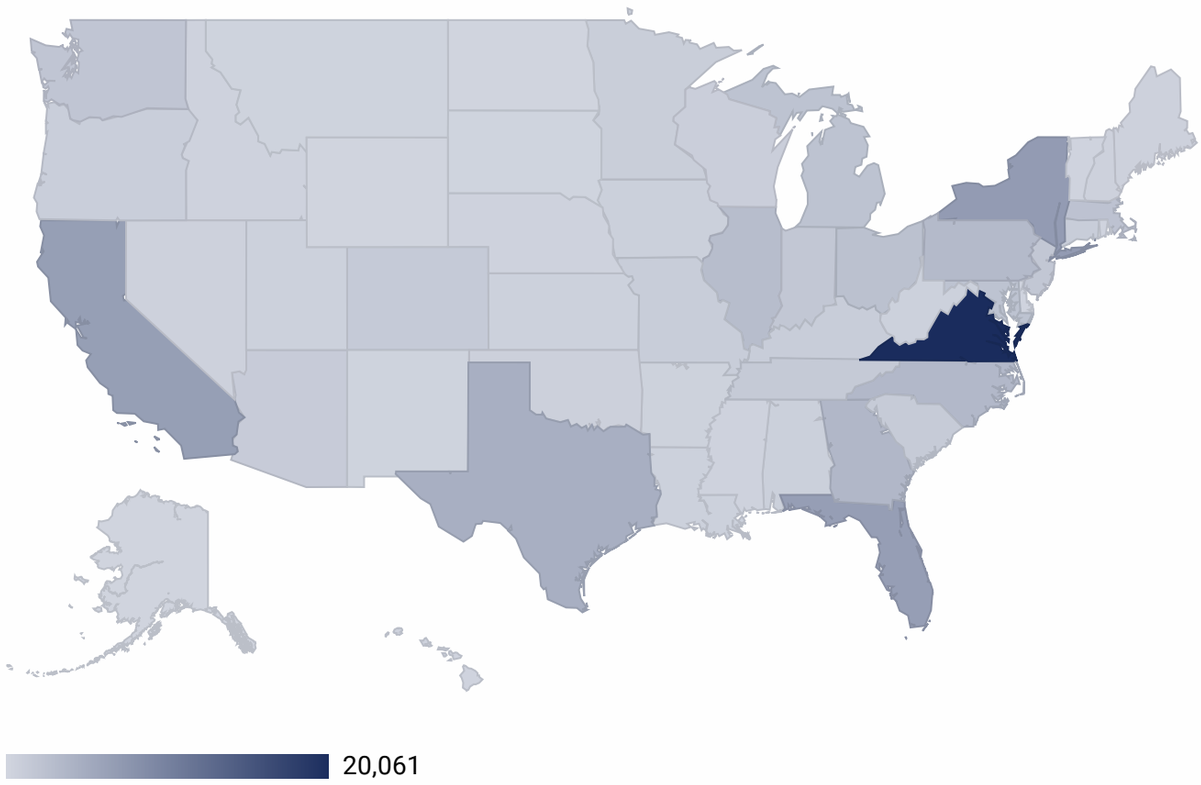
Users from Search



Popular search terms on Google:

1. "uva basketball" (1,284 clicks)
2. "uva today" (892 clicks)
3. "university of virginia" (632 clicks)
4. "uva news" (325 clicks)

Source: Google Analytics 4
Date Range: 2/1/24 - 2/29/24

UVA Today WEEKEND

Email Performance

	Email	Sends	Opens	Open Rate	Clicks	Click Rate	Unsubscribe Rate
1.	UVA Today Weekend (2/3)	281,287	130,971	47.12%	8,549	3.08%	0.03%
2.	UVA Today Weekend (2/10)	281,137	127,797	46.00%	6,120	2.20%	0.03%
3.	UVA Today Weekend (2/17)	281,048	130,975	47.17%	7,103	2.56%	0.04%
4.	UVA Today Weekend (2/24)	280,924	183,903	44.21%	4,877	1.76%	0.03%
5.	UVA Today Weekend February Total	1,124,396	573,646	46.13%	26,649	2.40%	0.03%
6.	UVA Today Weekend Average (since 8/19)	278,608	127,655	45.88%	7,378	2.48%	0.03%

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Source: Marketing Cloud
Date Range: 2/1/24 - 2/29/24

Feb 1, 2024 - Feb 29, 2024

UVAToday WEEKEND

Story Performance

Total Views on Feature Stories (Views from any source during February):

2/3 Feature Story: Remote Workers	2/10 Feature Story: Anthony Gill	2/17 Feature Story: Birdsong Phone	2/24 Feature Story: Gallaudet Athlete
Views 11,187	Views 17,712	Views 5,715	Views 5,854

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

	Page title	Views
1.	He Made a Phone That Plays Birdsong in 2016. Why is It Just Now Catching Eyes?	4,287
2.	UVA 'Changed His Life Forever': Longtime Facilities Manager Retires | UVA Today	4,000
3.	Remote Workers Becoming Even More Remote	3,680
4.	She Played Soccer at UVA. Now She Plays Basketball – With Deaf Teammates	3,245
5.	A Star Alum Wished To Give Back. Where His Donation Will Be Seen This Baseball Season	3,221
6.	Hoos in Love: Grounds for Matrimony	3,157
7.	'Iconic' UVA Figure Passes. His Lasting Legacy Is Rooted in Jefferson and Sampson	3,084
8.	Winning 'Big': UVA Grad Gets Caldecott Medal	2,413
9.	Love on the Lawn: A UVA Couple Shares Four Decades Together | UVA Today	2,060
10.	Q&A: How Do You Know When You're Looking at a Deepfake?	2,025

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Source: Google Analytics 4
Date Range: 2/1/24 - 2/29/24

UVAToday WEEKEND

Weekend Site Traffic

TOTAL VIEWS during the following weekends
(Views from ALL sources, during February):

Feb. 3 & 4, 2024	Feb. 10 & 11, 2024	Feb. 17 & 18, 2024	Feb. 24 & 25, 2024
63,320	55,664	51,214	38,223
Feb. 4 & 5, 2023*	**Feb. 11 & 12, 2023***	**Feb. 18 & 19, 2023***	**Feb. 25 & 26, 2023***
14,801	19,612	14,777	35,384

* Data prior to June 2023 was sourced from Universal Analytics (UA), whereas recent data comes from Google Analytics 4 (GA4). As noted in prior reports around the transition from UA to GA4, there can be minor variations in data between these two sources.

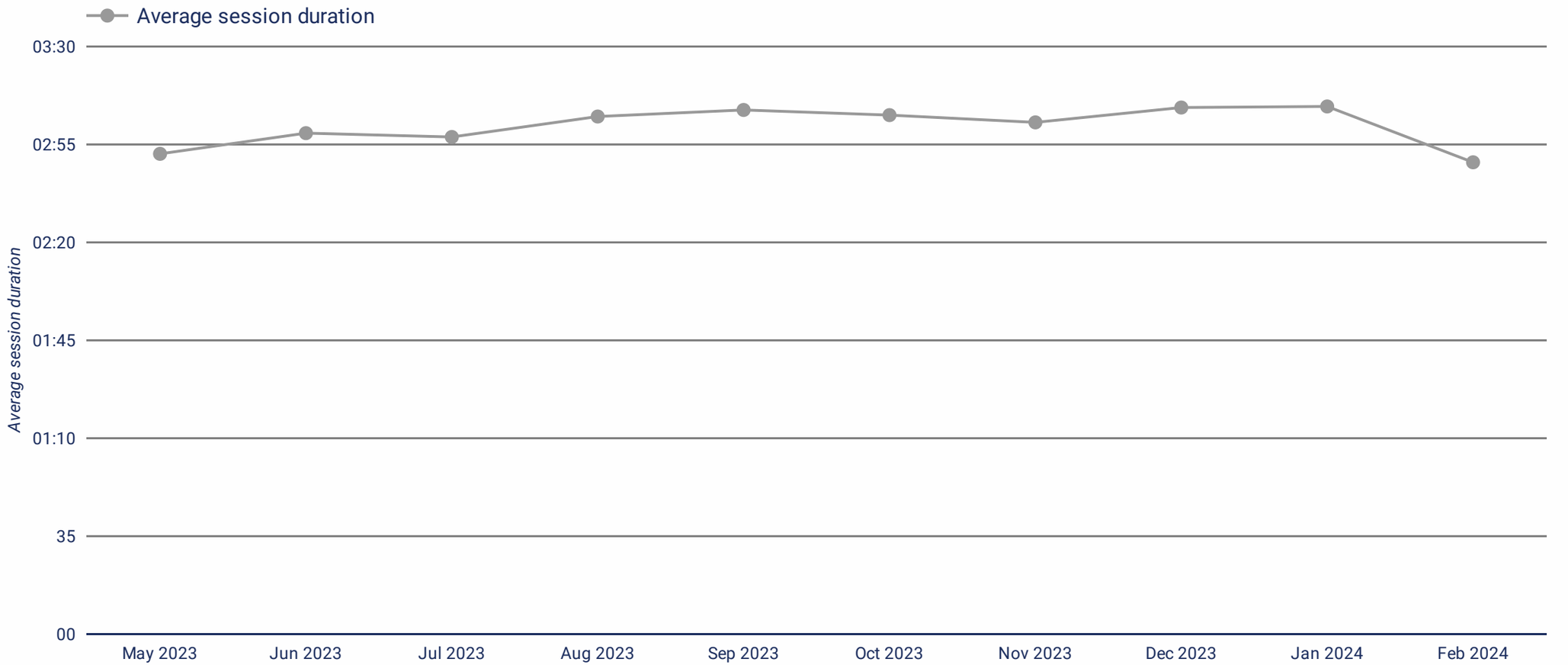
Sources: Google Analytics 4 and Universal Analytics
Date Range: 2/4/23 - 2/25/24

Jul 1, 2023 - Feb 29, 2024

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

Total users	Sessions	Views	Views per session	Average session duration	Bounce rate
1.8M	2.9M	4.9M	1.7	00:03:01	23.3%

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.

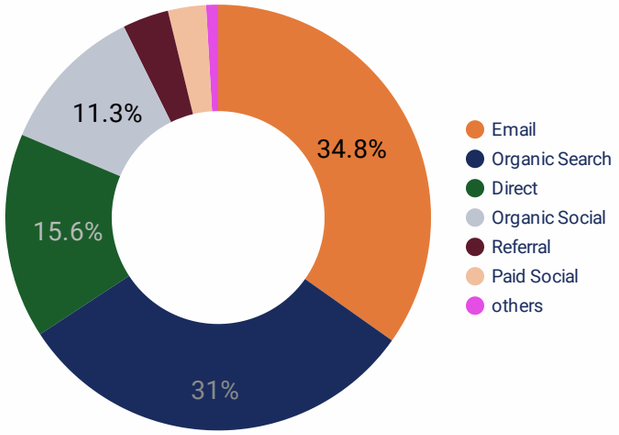


Source: Google Analytics 4

Jul 1, 2023 - Feb 29, 2024

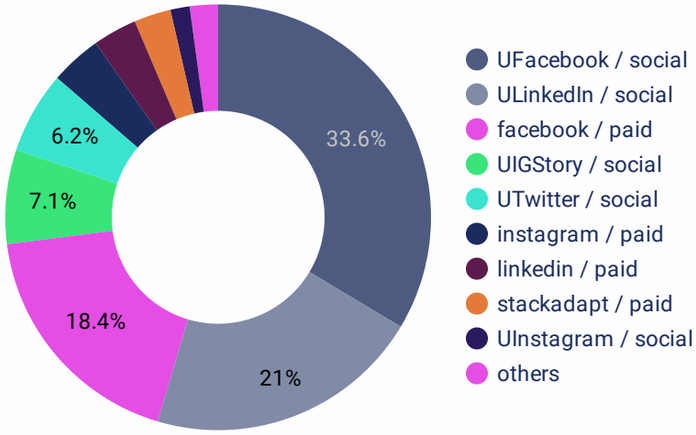
UVAToday FYTD Performance Summary (2 of 3): Sources of Traffic by Default Channel Grouping and Social Networks

Default Channel Grouping:



	First user default channel group	Views	Bounce rate
1.	Email	1.7M	21.29%
2.	Organic Search	1.5M	18.28%
3.	Direct	769.3K	32.68%
4.	Organic Social	559.7K	21.72%
5.	Referral	173K	20.2%
6.	Paid Social	142.8K	29.91%
7.	Paid Other	25.2K	46.23%
8.	Unassigned	14.9K	31.65%
9.	Display	4.2K	57.67%
10.	Organic Video	396	27.1%

Social Network:



	First user source / medium	Views	Bounce rate
1.	UFacebook / social	187.2K	21.17%
2.	ULinkedIn / social	117K	21.23%
3.	facebook / paid	102.5K	28.28%
4.	UIGStory / social	39.8K	13.64%
5.	UTwitter / social	34.7K	27.42%
6.	instagram / paid	21.7K	40.56%
7.	linkedin / paid	18.7K	30.16%
8.	stackadapt / paid	15.6K	57.29%
9.	UInstagram / social	8.2K	17.56%
10.	linkedin_highered / paid	4.8K	22.88%

Source: Google Analytics 4

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

Jul 1, 2023 - Feb 29, 2024

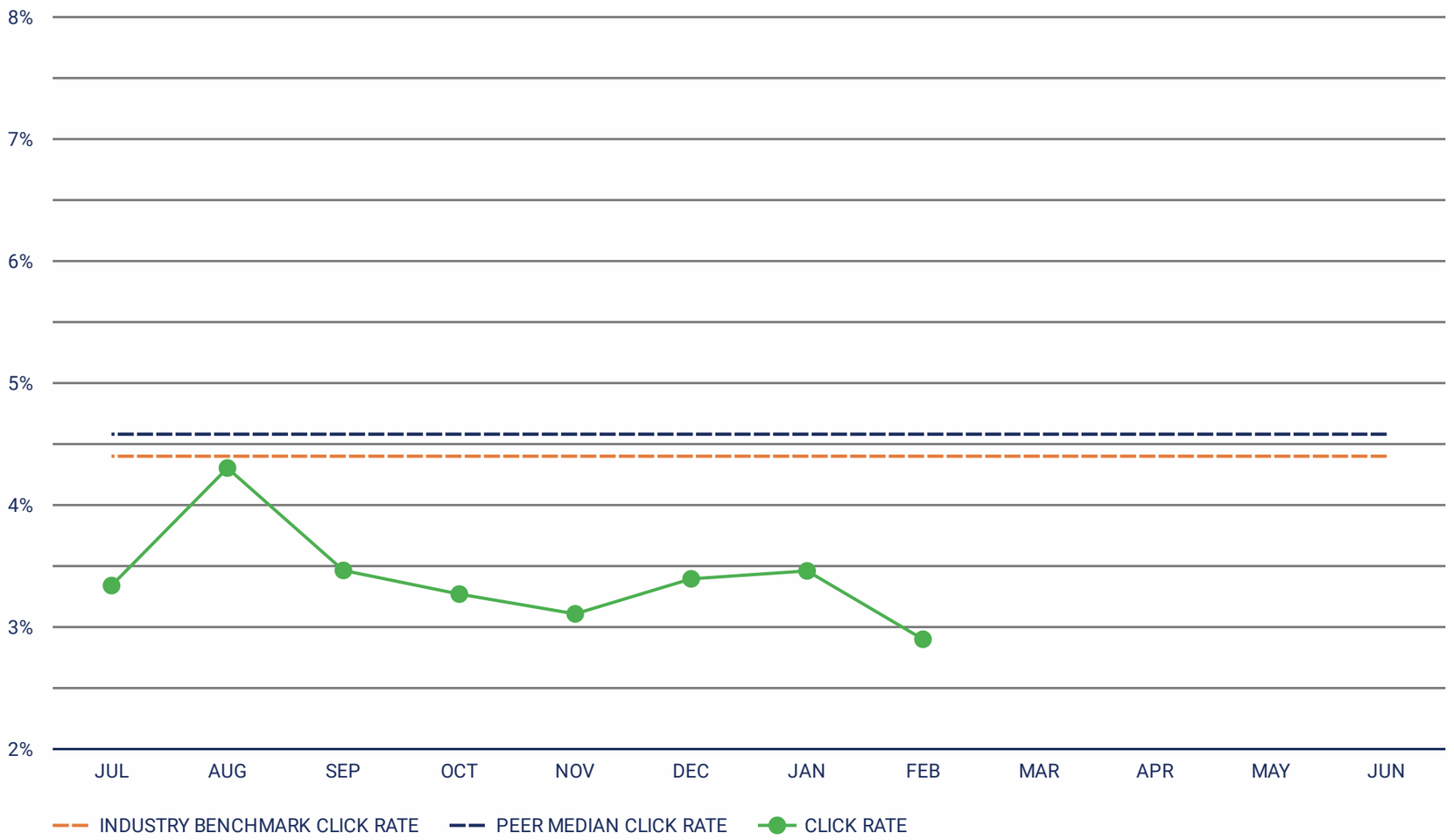
	Page title	Views	Average se...
1.	The ‘Cinderella Story’ Behind UVA’s 34-Year-Old Kicker	54.7K	00:03:33
2.	Q&A: What to Know About a Mysterious Dog Illness Sweeping the Country	54.1K	00:02:42
3.	They Met Outside a UVA Classroom. Then They Started a Multimillion-Dollar ...	43.6K	00:02:40
4.	UVA Breaks Ground on Paul and Diane Manning Institute of Biotechnology	43.3K	00:01:30
5.	Darden Receives Largest Gift in School History	39.6K	00:02:39
6.	UVA Expands Financial Aid Program for Virginia Families	37K	00:01:33
7.	To Be Great and Good in All We Do	35.6K	00:00:40
8.	Littlejohn’s Is Returning to the Corner. Meet the Former UVA Athlete Behind It ...	34.3K	00:02:27
9.	He Challenged This Female UVA Track Star to a Race. It Didn’t Go as He Plan...	33K	00:02:38
10.	A Walk Through Grounds Brought Her to Acting. Now, She’s a Christmas Movi...	28.6K	00:02:50
11.	If You Need a Good Cry, Watch These UVA Early Decision Reactions	27.6K	00:01:46
12.	10-Year-Old Wunderkind Hopes UVA Is Her Launchpad to Space	27.2K	00:03:31
13.	UVA Advances One Spot in Retooled U.S. News Ranking to No. 24 Nationally	27.1K	00:01:46
14.	A Message from UVA President Jim Ryan	24K	00:01:59
15.	From New Club to National Champs: The Rise of UVA Pickleball	21.8K	00:02:46
16.	Renovation, Now Complete, Restores Historic Chapel’s Victorian Palette	21.3K	00:02:38
17.	New UVA Apparel Line a ‘Full Circle Moment’ for This Wahoo Couple	21.3K	00:02:25
18.	Meet the Quintet of UVA Alumni on the 2024 Forbes ‘30 Under 30’ Lists	20.8K	00:03:30
19.	‘America Is Under Attack’: What the Morning of 9/11 Was Like for President B...	20.5K	00:02:51
20.	Ryan Appeals for Compassion, Offers Support in Aftermath of Attacks in Israel	20.1K	00:01:52

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

Source: Google Analytics 4

Year to Date Daily Report Performance

The February 27th (4.17%) and 14th (3.59%) DR sends had the highest CTR of the month.
Clicks on the 27th were driven by the Curious History of Dean Runk's Home and 24 Hours of Wahoo Bliss stories.
Clicks on the 14th were driven by the Hoos in Love 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 - 2/29/24