

UVAToday Monthly Communications Summary

UNIVERSITY COMMUNICATIONS

March 2024



Report Highlights

UVAToday FYTD Performance

5.8M cumulative pageviews FYTD, exceeding March pageviews for FY18 through FY23.

Top Stories

1. UVA Expands Financial Aid Program (54,793 views)*
2. Princess Kate's Photo (36,384 views)
3. Board Renames UVA's Main Library (30,716 views)
4. Class of 2028 (22,089 views)
5. Crowd-Surfing Bride (21,915 views)

*This story was linked from Great & Good ads currently running via paid social (Meta, LinkedIn) and display (StackAdapt).

Email Performance

The March 16th Weekend email had the highest CTR for the month and of any Weekend email to date (6.04%). Clicks on March 16th were driven by the Princess Kate Photo story (13,389 unique clicks and 66% of total clicks).

For the DR, the March 13th edition had the highest CTR for the month (5.85%). The top story for March 13th was Meet the Alum Who Beat Biden on Super Tuesday (5,314 unique clicks and 56.4% of total clicks).

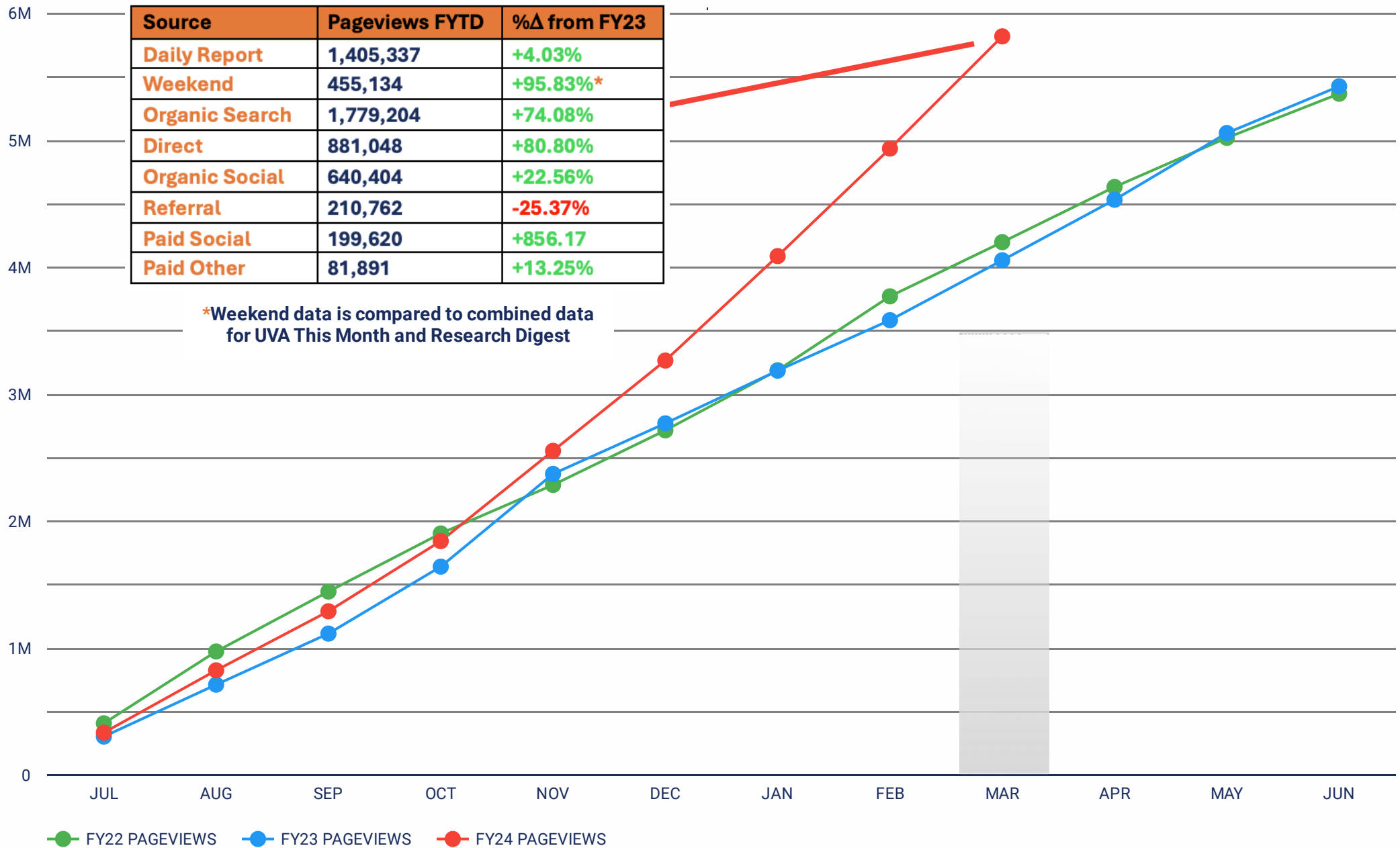
Additional Notes/Highlights

For the seventh straight month, a significant amount of traffic (102K users) stemmed from organic search. Since September 2023, organic search has been the top source of user traffic. During FY24, UVA Today has received an average of 93K users per month from organic search.

The most searched stories were the Beyonce Country Song (3.4K users) and Class of 2028 (2.4K users) stories. From July through March, UVA Today has received 787K users from organic search.

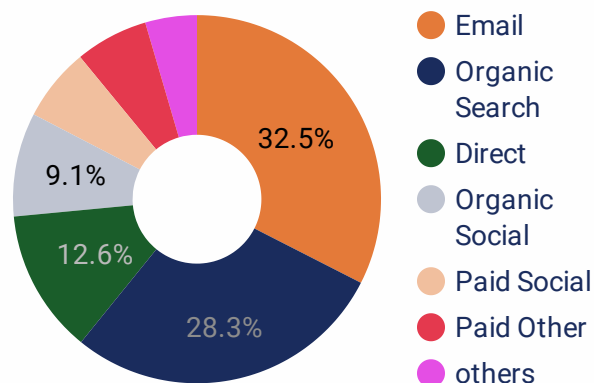
FY24 Traffic Breakdown

Source	Pageviews FYTD	%Δ from FY23
Daily Report	1,405,337	+4.03%
Weekend	455,134	+95.83%*
Organic Search	1,779,204	+74.08%
Direct	881,048	+80.80%
Organic Social	640,404	+22.56%
Referral	210,762	-25.37%
Paid Social	199,620	+856.17
Paid Other	81,891	+13.25%

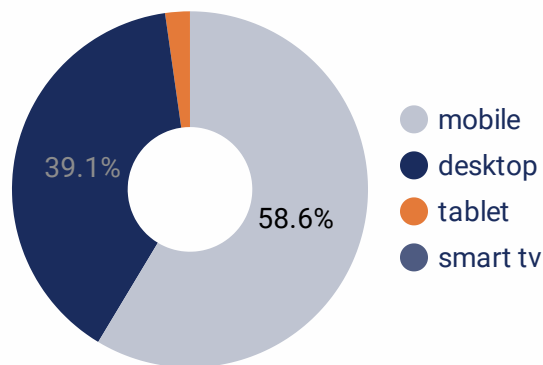


Monthly Performance Summary

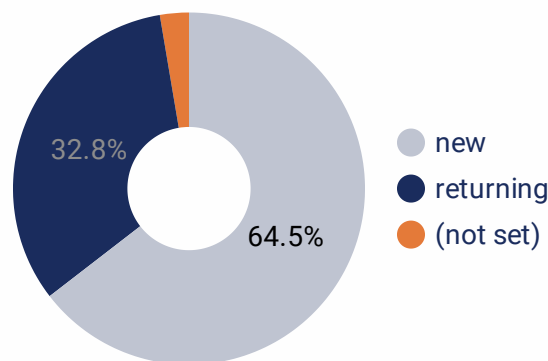
Traffic Sources:



Devices:



New v. Returning Users:



Views

883.8K

↑ 25.5%

Average session duration

00:02:37

↓ -00:00:30

Bounce rate

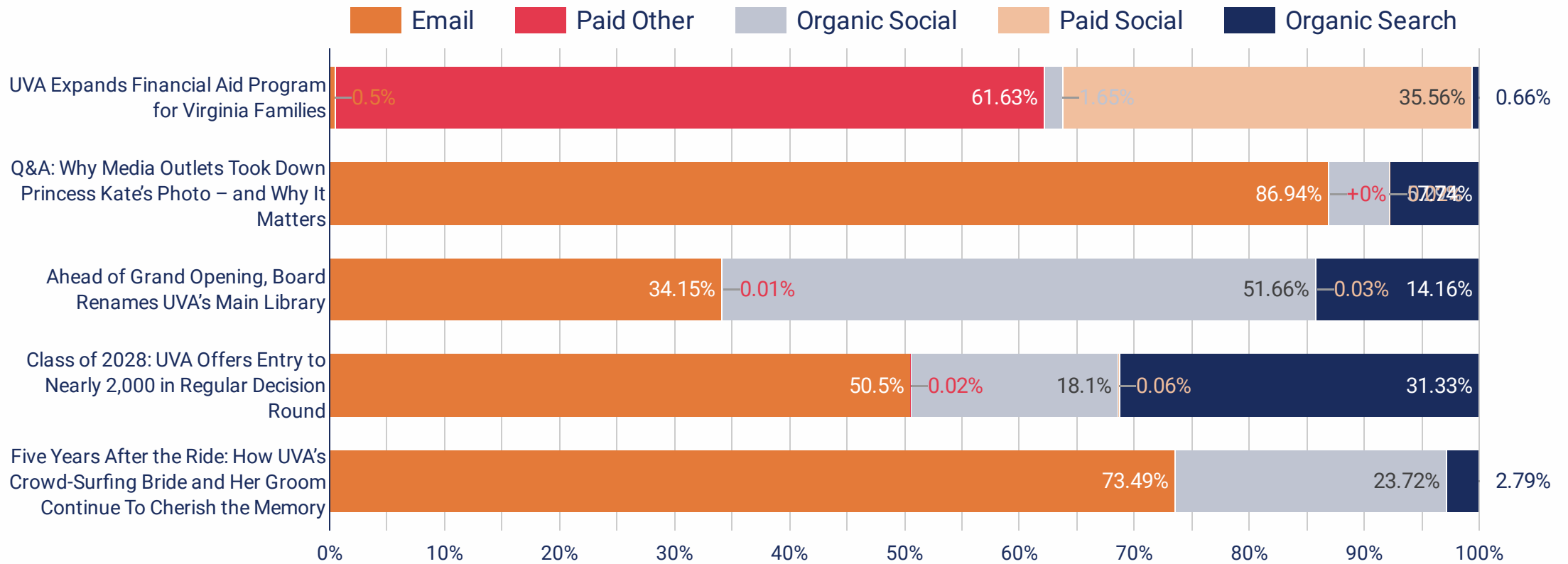
16.5%

↑ 2.56%

Top 20 Performing Stories:

	Page title	Views	Average session durat...
1.	UVA Expands Financial Aid Program for Virginia Families	54.8K	00:00:37
2.	Q&A: Why Media Outlets Took Down Princess Kate's Photo – and Why It Matte...	36.4K	00:03:23
3.	Ahead of Grand Opening, Board Renames UVA's Main Library	30.7K	00:02:23
4.	Class of 2028: UVA Offers Entry to Nearly 2,000 in Regular Decision Round	22.1K	00:02:12
5.	Five Years After the Ride: How UVA's Crowd-Surfing Bride and Her Groom Conti...	21.9K	00:02:52
6.	Meet the Alum Who Beat Biden on Super Tuesday	18.9K	00:02:44
7.	'We Were Sold.' The Allure of UVA, as Told by the Parents of Champion Swimm...	17.3K	00:03:02
8.	\$55 Million Gift To Benefit Athletics, Alzheimer's Research	16.6K	00:02:30
9.	Parents: It's Never Too Soon To Start Planning for Finals Weekend. Why Not N...	16.5K	00:02:34
10.	UVA Breaks Ground on Paul and Diane Manning Institute of Biotechnology	15.9K	00:01:02
11.	UVA Solves Mysteries About Leading Biomarker for Alzheimer's	15.4K	00:01:51
12.	UVA's 'Uncanny' Senior Night Tradition: Walk-Off Shots From Walk-On Players	11.9K	00:02:47
13.	Q&A: Here's How To Survive Allergy Season	11.3K	00:02:26
14.	Text of UVA President Jim Ryan's Statement to the Board of Visitors	10.6K	00:03:59
15.	Yes, UVA Is Back in the NCAA Tournament. Here's What To Know	10.6K	00:02:34
16.	The Music Beat: Beyoncé's New Song Debuted at No. 1 on the Country Music C...	10K	00:01:50
17.	UVA Double Hoo Named Virginia's First Asian American Federal Judge	9.3K	00:01:49
18.	Through Ryan Dunn's Lens: A Photo Album by UVA's High-Flying Basketball Play...	9.2K	00:02:22
19.	Then and Now: Looking at Shannon Library, Pre- and Post-Renovation	9.1K	00:02:28
20.	The Music Beat: GWAR's Shock-Rock Singer Takes UVA Degree Onstage	9K	00:03:31

Referral Traffic for Top 5 Stories During March





Case Study: Five Years After the Ride: How UVA's Crowd-Surfing Bride and Her Groom Continue to Cherish the Memory

This feature article garnered 56.2% of all clicks on the 3/30 Weekend email

Page Analytics

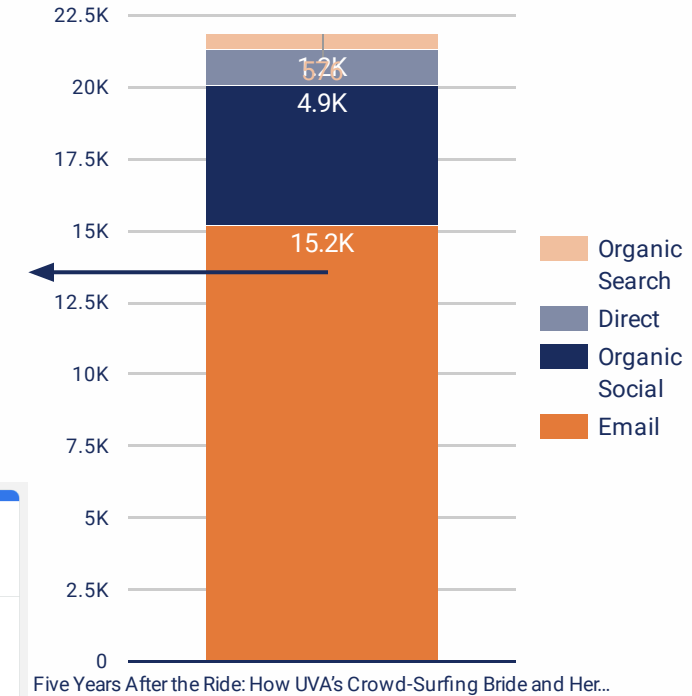
Views
21,915

Average session duration
00:02:52

Sessions
10,868

6,351 clicks from the 3/30 Weekend email

Traffic Sources by Views



Social Media Post Performance

Total Impressions: 228,736

Total Engagements: 36,754

Instagram Post
@uva Sat 3/30/2024 10:17 am EDT

University of Virginia alumni Jenna and Dave Stollendorf jumpstarted their marriage in the most uniquely Wahoo way possible...

Impressions	134,355
Reach	114,361
Engagements	14,277
Engagement Rate (per Impression)	10.6%

Twitter Post
@UVA Sat 3/30/2024 10:00 am EDT

Today marks 5 years since UVA alum Jenna Stollendorf iconically crowd-surfed outside Boylan Heights following...

Impressions	11,014
Potential Reach	118,030
Engagements	520
Engagement Rate (per Impression)	4.7%

LinkedIn Post
University of Virginia Sat 3/30/2024 9:56 am EDT

Five years after famously crowd-surfing outside Boylan Heights following UVA's win over Purdue on her wedding night, Jenna...

Impressions	41,324
Engagements	12,451
Engagement Rate (per Impression)	30.1%

Facebook Post
University of Virginia Sat 3/30/2024 9:00 am EDT

Today marks 5 years since UVA alum Jenna Stollendorf iconically crowd-surfed outside Boylan Heights following Virginia Men's...

Impressions	42,043
Reach	42,043
Engagements	9,506
Engagement Rate (per Impression)	22.6%

Bounce Rate

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

Bounce rate
6.70%

Bounce rate
16.47%

Sources: Google Analytics 4 and Sprout
Date Range: 3/1/24 - 3/31/24

Organic Search Traffic Geography

Users from Search

Region	Total users
1. Virginia	19,816
2. New York	7,176
3. California	6,139
4. Florida	5,460
5. Texas	4,273
6. Georgia	4,052
7. Pennsylvania	3,192
8. North Carolina	3,182
9. Illinois	2,837
10. Ohio	2,247

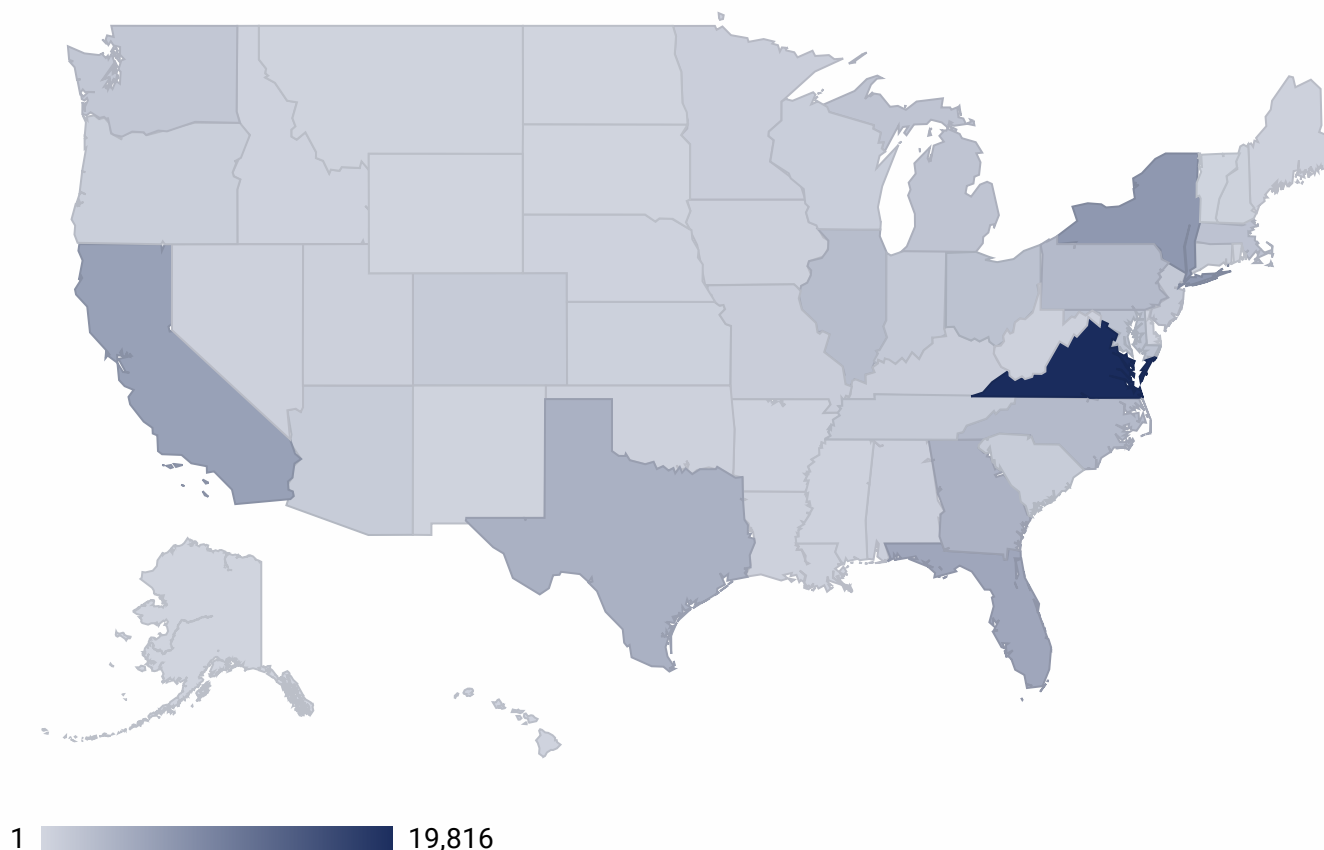
1 - 52 / 52 < >

All Users (any source)

Region	Total users
1. Virginia	109,979
2. New York	24,142
3. Florida	22,502
4. Georgia	14,988
5. California	13,215
6. Pennsylvania	11,558
7. North Carolina	11,359
8. Texas	9,804
9. Maryland	8,511
10. Ohio	8,166

1 - 52 / 52 < >

Users from Search



Popular search terms on Google:

1. "uva basketball" (1,062 clicks)
2. "uva today" (821 clicks)
3. "beyonce country song" (742 clicks)
4. "university of virginia" (368 clicks)

Email	Sends	Bounce Rate	Opens	Open Rate	Clicks	Click ...	Unsubs...
1. UVA Today Weekend (3/2)	280,944	1.23%	125,830	45.34%	7,015	2.53%	0.04%
2. UVA Today Weekend (3/16)	280,662	1.21%	130,559	47.09%	16,748	6.04%	0.02%
3. UVA Today Weekend (3/23)	280,497	1.2%	121,577	43.87%	8,255	2.98%	0.03%
4. UVA Today Weekend (3/30)	280,063	1.22%	113,775	41.13%	8,784	3.18%	0.02%
5. UVA Today Weekend March Total	1,122,166	1.21%	491,741	44.36%	40,802	3.68%	0.03%
6. UVA Today Weekend Average (since 8/19)	278,875	1.25%	127,004	45.67%	7,767	2.64%	0.03%

1 - 6 / 6 < >

Story Performance

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

3/2 Feature Story: Music Beat	3/16 Feature Story: Princess Kate Photo	3/23 Feature Story: Allergy Season	3/30 Feature Story: Crowd-Surfing Bride
Views 9,008	Views 36,384	Views 11,264	Views 21,915

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

	Page title	Views ▾
1.	Q&A: Why Media Outlets Took Down Princess Kate’s Photo – and Why It Matters	30,350
2.	Five Years After the Ride: How UVA’s Crowd-Surfing Bride and Her Groom Continue To Cherish the Memory	14,920
3.	Q&A: Here’s How To Survive Allergy Season	10,445
4.	The Music Beat: GWAR’s Shock-Rock Singer Takes UVA Degree Onstage	5,541
5.	Meet the Alum Who Beat Biden on Super Tuesday	5,452
6.	The Curious History of Dean Runk’s 18th Century Home and How To Stay There	3,056
7.	\$55 Million Gift To Benefit Athletics, Alzheimer’s Research	2,224
8.	Q&A: Amy Schumer Has Cushing Syndrome. What Is It?	2,142
9.	Through Ryan Dunn’s Lens: A Photo Album by UVA’s High-Flying Basketball Player	2,029
10.	Then and Now: Looking at Shannon Library, Pre- and Post-Renovation	1,931

1 - 10 / 392 < >

Weekend Site Traffic

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

Mar. 2 & 3, 2024	Mar. 9 & 10, 2024 [^]	Mar. 16 & 17, 2024	Mar. 23 & 24, 2024	Mar. 30 & 31, 2024
62,419	31,073	74,650	47,523	58,774
Mar. 4 & 5, 2023*	Mar. 11 & 12, 2023*	Mar. 18 & 19, 2023*	Mar. 25 & 26, 2023*	Apr. 1 & 2, 2023*
15,425	30,238	15,928	37,453	14,279

[^]There was not a Weekend email on 3/9 due to Spring Break

The Research Digest was sent on 3/11/23 and UVA This Month was sent on 3/25/23

* 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: 3/4/23 - 3/31/24

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

Total users
2.1M

Sessions
3.3M

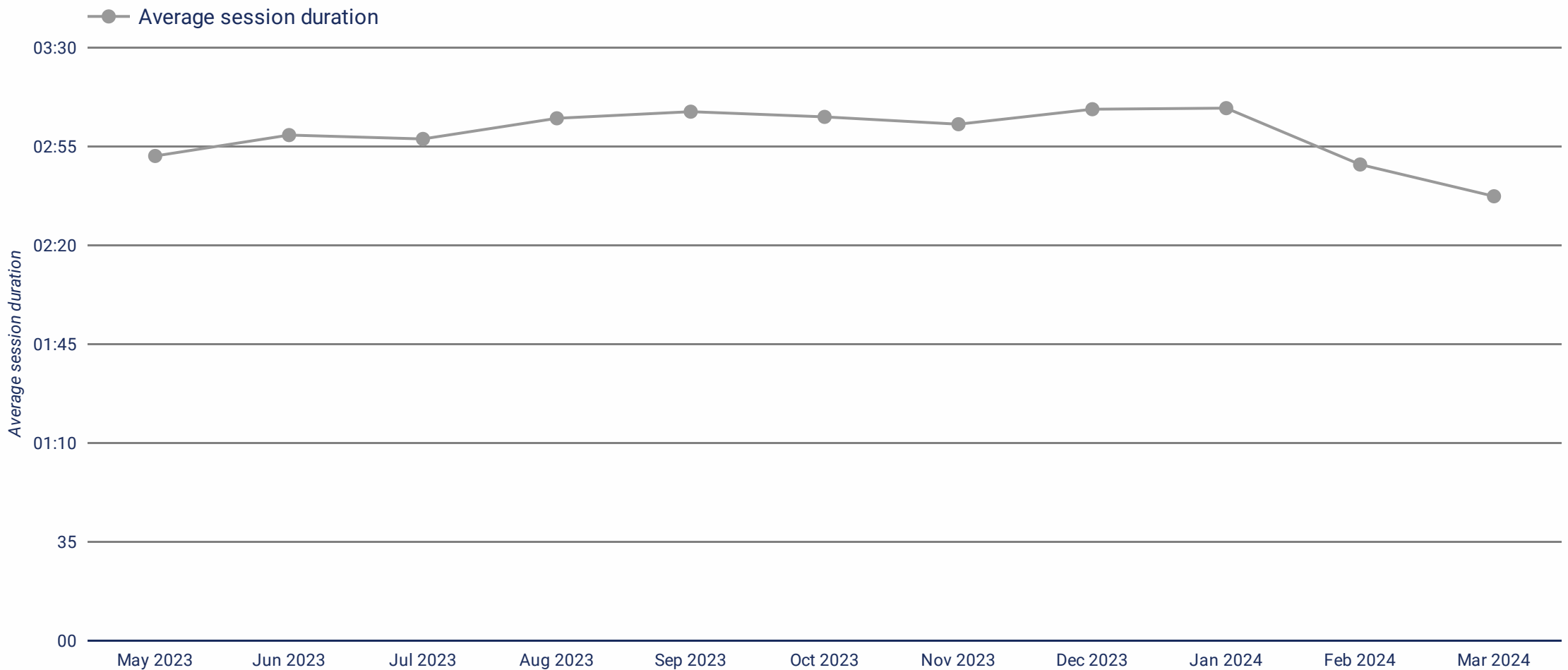
Views
5.8M

Views per session
1.74

Average session duration
00:02:59

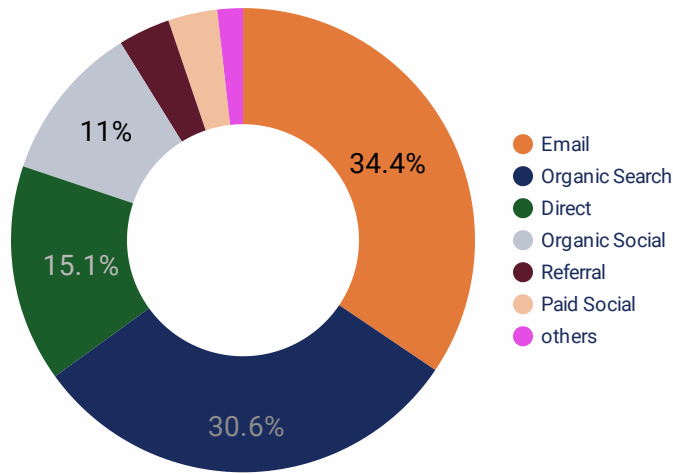
Bounce rate
23.2%

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.



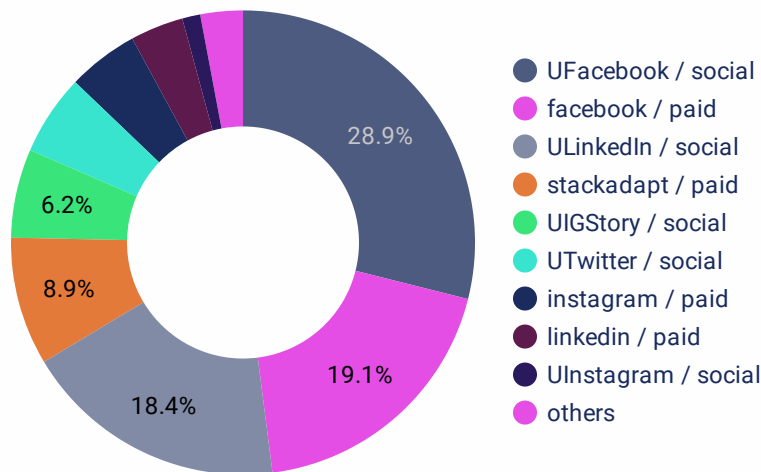
UVAToday FYTD Performance Summary (2 of 3): Sources of Traffic by Default Channel Grouping and Social Networks

Default Channel Grouping:



	First user default channel group	Views	Bounce rate
1.	Email	2M	20.33%
2.	Organic Search	1.8M	17.55%
3.	Direct	881K	31.52%
4.	Organic Social	640.4K	21.1%
5.	Referral	210.8K	19.63%
6.	Paid Social	199.6K	28.51%
7.	Paid Other	81.9K	52.19%
8.	Unassigned	17.2K	30.86%
9.	Display	4.2K	57.63%
10.	Organic Video	460	26.74%

Social Network:



	First user source / medium	Views	Bounce rate
1.	UFacebook / social	208.4K	20.55%
2.	facebook / paid	137.3K	26.83%
3.	ULinkedIn / social	132.9K	20.6%
4.	stackadapt / paid	64.4K	57.5%
5.	UIGStory / social	44.6K	13.53%
6.	UTwitter / social	40.5K	25.48%
7.	instagram / paid	35.6K	37.37%
8.	linkedin / paid	26.7K	29.04%
9.	UInstagram / social	9.1K	16.49%
10.	linkedin_agenices / paid	8.9K	26.37%

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

Jul 1, 2023 - Mar 31, 2024

	Page title	Views	Average se...
1.	UVA Expands Financial Aid Program for Virginia Families	91.8K	00:00:58
2.	UVA Breaks Ground on Paul and Diane Manning Institute of Biotechnology	59.3K	00:01:22
3.	Q&A: What to Know About a Mysterious Dog Illness Sweeping the Country	56.9K	00:02:41
4.	The 'Cinderella Story' Behind UVA's 34-Year-Old Kicker	55.1K	00:03:33
5.	They Met Outside a UVA Classroom. Then They Started a Multimillion-Dollar ...	44.5K	00:02:38
6.	To Be Great and Good in All We Do	43.8K	00:00:40
7.	Darden Receives Largest Gift in School History	39.7K	00:02:39
8.	Q&A: Why Media Outlets Took Down Princess Kate's Photo – and Why It Matt...	36.4K	00:03:23
9.	Littlejohn's Is Returning to the Corner. Meet the Former UVA Athlete Behind It ...	35.1K	00:02:26
10.	He Challenged This Female UVA Track Star to a Race. It Didn't Go as He Plan...	33.1K	00:02:38
11.	Ahead of Grand Opening, Board Renames UVA's Main Library	30.7K	00:02:23
12.	UVA Solves Mysteries About Leading Biomarker for Alzheimer's	29.7K	00:01:58
13.	A Walk Through Grounds Brought Her to Acting. Now, She's a Christmas Movi...	28.8K	00:02:50
14.	If You Need a Good Cry, Watch These UVA Early Decision Reactions	28.4K	00:01:46
15.	UVA Advances One Spot in Retooled U.S. News Ranking to No. 24 Nationally	27.5K	00:01:46
16.	10-Year-Old Wunderkind Hopes UVA Is Her Launchpad to Space	27.4K	00:03:31
17.	A Message from UVA President Jim Ryan	24K	00:01:59
18.	'America Is Under Attack': What the Morning of 9/11 Was Like for President B...	23K	00:02:50
19.	Class of 2028: UVA Offers Entry to Nearly 2,000 in Regular Decision Round	22.1K	00:02:12
20.	From New Club to National Champs: The Rise of UVA Pickleball	22.1K	00:02:45

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

Source: Google Analytics 4

Year to Date Daily Report Performance

The March 13th (5.85%) and 18th (5.26%) DR sends had the highest CTR of the month. Clicks on the 13th were driven by the Meet the Alum Who Beat Biden on Super Tuesday story. Clicks on the 18th were driven by the Class of 2028 story.

