

UVAToday Monthly Communications Summary

UNIVERSITY COMMUNICATIONS

April 2024



Report Highlights

UVAToday FYTD Performance

6.6M cumulative pageviews FYTD, exceeding April pageviews for FY18 through FY23.

Monthly Top Stories

1. UVA Expands Financial Aid Program (31,734 views)*
2. Every Hoo Has a Story: This Hoo Hasn't Seen Her Parents in 4 Years (24,783 views)
3. A Total Eclipse of the Sun (20,510 views)
4. \$100M Gift to Benefit First Generation Students (17,036 views)*
5. Schools Soar in U.S. News Rankings (16,866 views)

*These stories were linked from Great & Good ads currently in market.

Monthly Email Performance

The April 2nd DR had the highest CTR for the month (4.26%). Top stories for April 2nd were Ryan Zimmerman to Kick Off Final Exercises (3,159 unique clicks and 44.4% of total clicks) and Days on the Lawn (964 unique clicks and 13.7% of total clicks). During April, the DR recorded an average CTR of 3.18% for the 127K average email sends each day.

Additional Notes/Highlights

For the eighth straight month, a significant amount of traffic (240K views) 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 201K views per month from organic search.

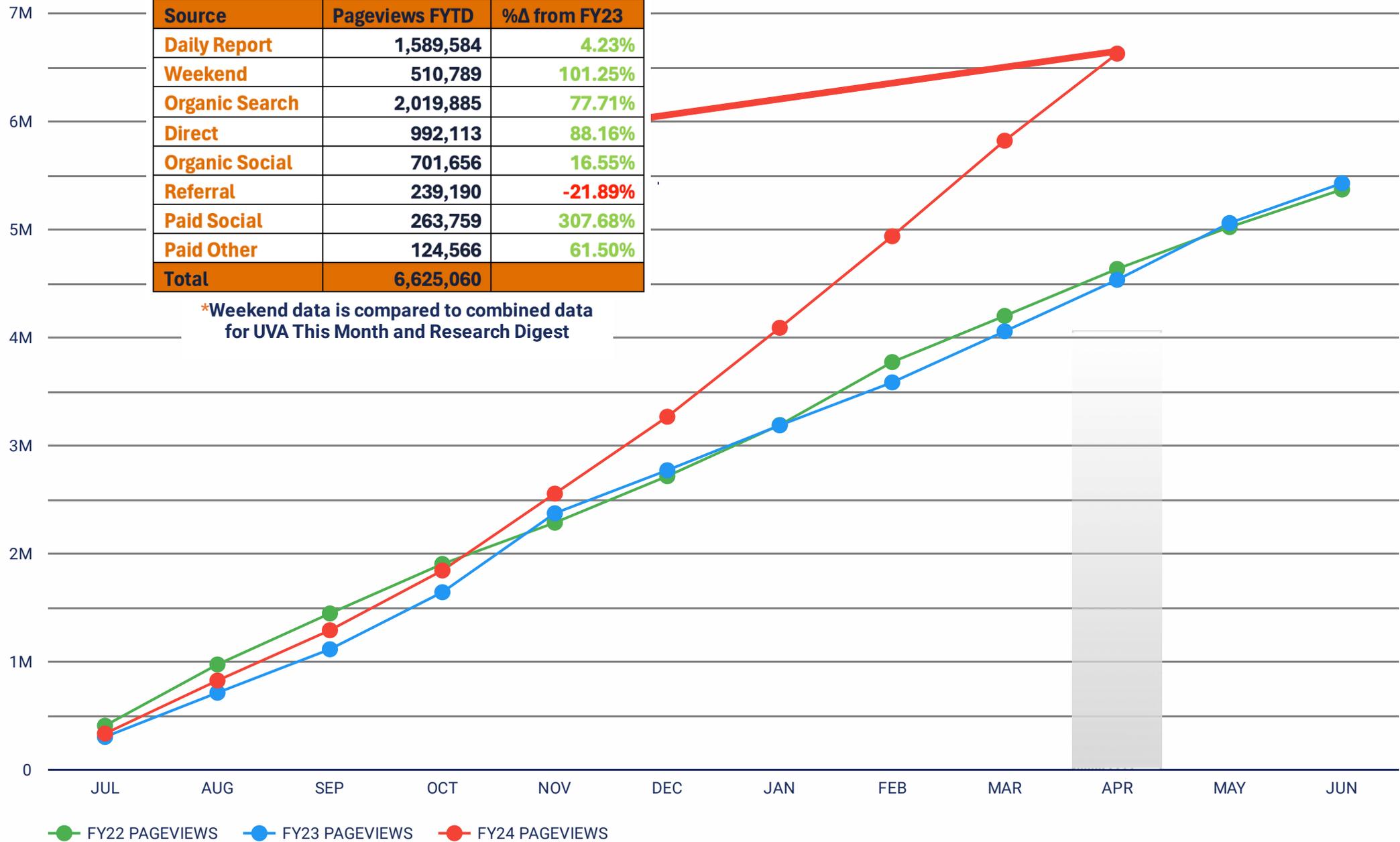
During FY24, organic search has the lowest bounce rate (17.81%) among the various sources that lead to UVA Today.

The most searched story was Every Hoo Has a Story: This Hoo Hasn't Seen Her Parents in 4 Years (1.6K users). From July through April, UVA Today has received 895K users from organic search.

FY24 Traffic Breakdown

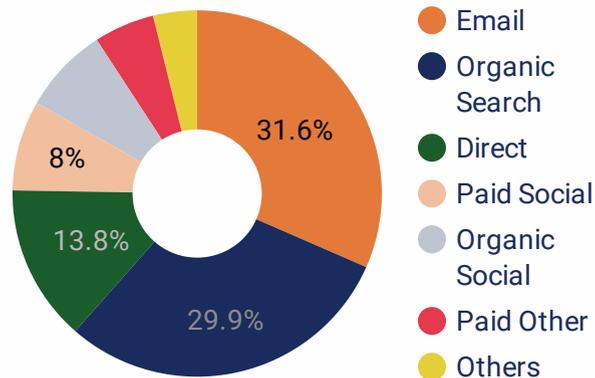
Source	Pageviews FYTD	%Δ from FY23
Daily Report	1,589,584	4.23%
Weekend	510,789	101.25%
Organic Search	2,019,885	77.71%
Direct	992,113	88.16%
Organic Social	701,656	16.55%
Referral	239,190	-21.89%
Paid Social	263,759	307.68%
Paid Other	124,566	61.50%
Total	6,625,060	

*Weekend data is compared to combined data for UVA This Month and Research Digest

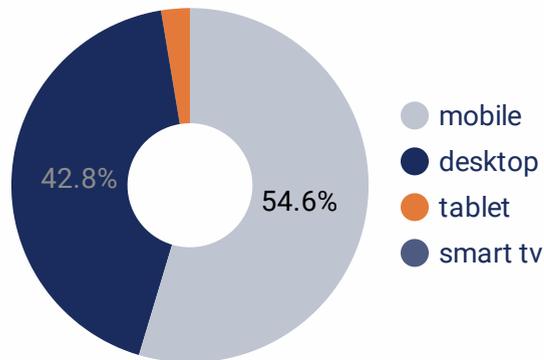


Monthly Performance Summary

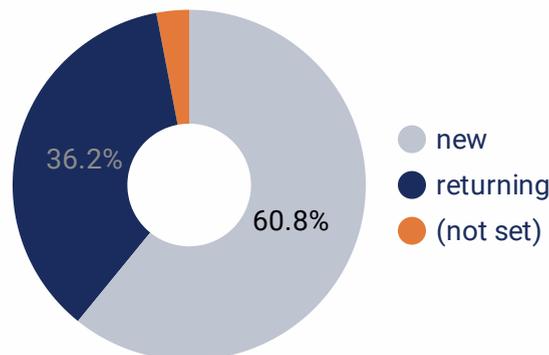
Traffic Sources:



Devices:



New v. Returning Users:



Views

805.1K

↑ 14.4%

Average session duration

00:02:42

↓ -00:00:25

Bounce rate

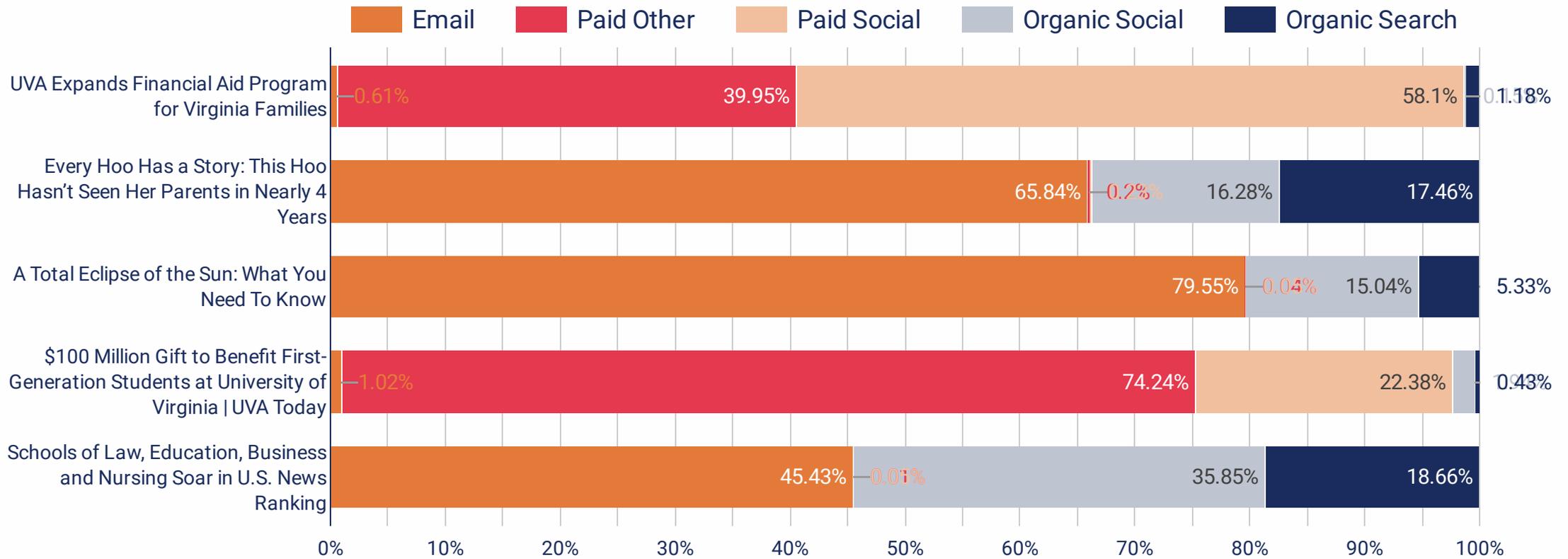
15.7%

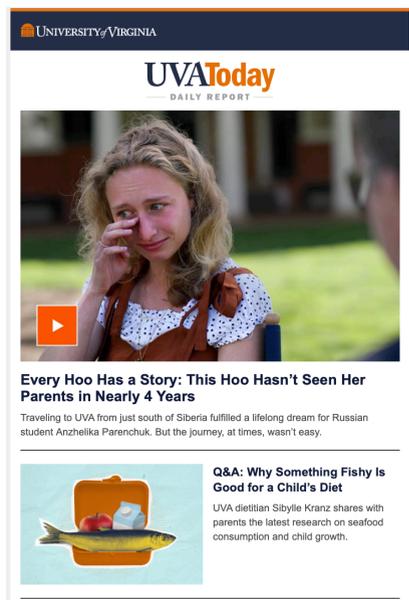
↑ 1.82%

Top 20 Performing Stories:

Page title	Views	Average session duration
1. UVA Expands Financial Aid Program for Virginia Families	31.7K	00:00:51
2. Every Hoo Has a Story: This Hoo Hasn't Seen Her Parents in Nearly 4 Years	24.8K	00:02:38
3. A Total Eclipse of the Sun: What You Need To Know	20.5K	00:02:46
4. \$100 Million Gift to Benefit First-Generation Students at University of Virginia ...	17K	00:00:29
5. Schools of Law, Education, Business and Nursing Soar in U.S. News Ranking	16.9K	00:01:49
6. Baseball Great and UVA Alum Ryan Zimmerman Will Kick Off Graduation Wee...	14.5K	00:01:47
7. UVA Breaks Ground on Paul and Diane Manning Institute of Biotechnology	13.5K	00:01:04
8. UVA Solves Mysteries About Leading Biomarker for Alzheimer's	11.7K	00:01:51
9. A Pickleball Hobby Became Their Business. How Darden Is Helping Them Wit...	11.2K	00:02:23
10. Why the 20s Are a Period of 'Overwhelming Uncertainty,' and How To Cope	9.6K	00:03:17
11. Class of '24: She's More Than Good Enough, and UVA Degree Proves It	9.4K	00:03:20
12. Every Hoo Has a Story: Learning To Let Go	8.8K	00:02:47
13. New Data Science Building Embodies School's Core Values	8.7K	00:02:27
14. 'Not Your Parents' Library': University Celebrates Shannon Grand Opening	8.7K	00:02:17
15. Discovery Could Lead to New Ways to Prevent Vision Loss	8.2K	00:01:47
16. What's the Best Spot in Shannon Library?	7.9K	00:02:02
17. She Wrote 'We Were the Lucky Ones' and Co-Produced the Hit Hulu Series	7.4K	00:03:44
18. The Music Beat: One of UVA's Newer a Cappella Groups Tunes Up for Annivers...	7.2K	00:02:23
19. UVA Gardens in Full Bloom, Just in Time for Historic Garden Week	7.1K	00:02:12
20. 'Days on the Lawn' Welcomes Undecided Students to UVA	7K	00:02:09

Referral Traffic for Top 5 Stories During April





Case Study: Every Hoo Has a Story: This Hoo Hasn't Seen Her Parents in Nearly 4 Years

This article garnered 55.5% of all clicks on the 4/22 DR

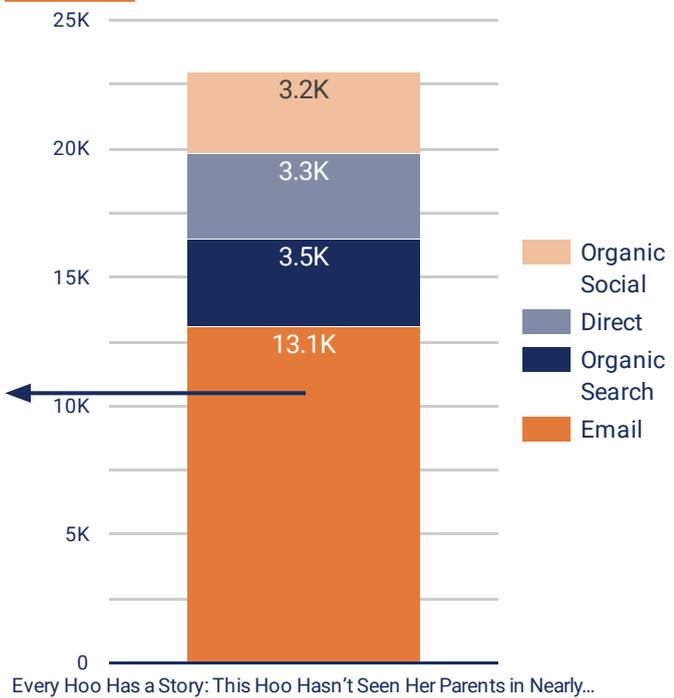
Page Analytics

Views
24,783

Average session duration
00:02:38

Sessions
13,270

Traffic Sources by Views



Social Media Post Performance

Total Impressions: 85,545

Total Engagements: 6,808

University of Virgi...
Wed 4/24/2024 7:18 pm E...

Anzhelika Parenchuk traveled more than 6,000 miles from her small Russian hometown to attend UVA....

Video Views 21,776

Impressions 49,360

Engagements 4,004

Engagement Rate (per Impression) 8.1%

@UVA
Tue 4/23/2024 4:55 pm EDT

Anzhelika Parenchuk traveled more than 6,000 miles from her small Russian hometown to attend UVA....

Video Views 2,504

Impressions 7,518

Potential Reach 123,516

Engagements 282

Engagement Rate (per Impression) 3.8%

University of Virgi...
Tue 4/23/2024 12:46 pm E...

Anzhelika Parenchuk traveled more than 6,000 miles from her small Russian hometown to attend UVA....

Video Views 12,733

Impressions 28,667

Reach 28,448

Engagements 2,522

Engagement Rate (per Impression) 8.8%

Bounce Rate

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

Bounce rate
6.58%

Bounce rate
15.74%

Sources: Google Analytics 4 and Sprout
Date Range: 4/1/24 - 4/30/24

Users from Search

Region	Total users
1. Virginia	19,447
2. New York	6,106
3. California	5,725
4. Florida	4,648
5. Texas	4,102
6. Georgia	3,392
7. North Carolina	2,893
8. Pennsylvania	2,884
9. Illinois	2,638
10. Massachusetts	2,057

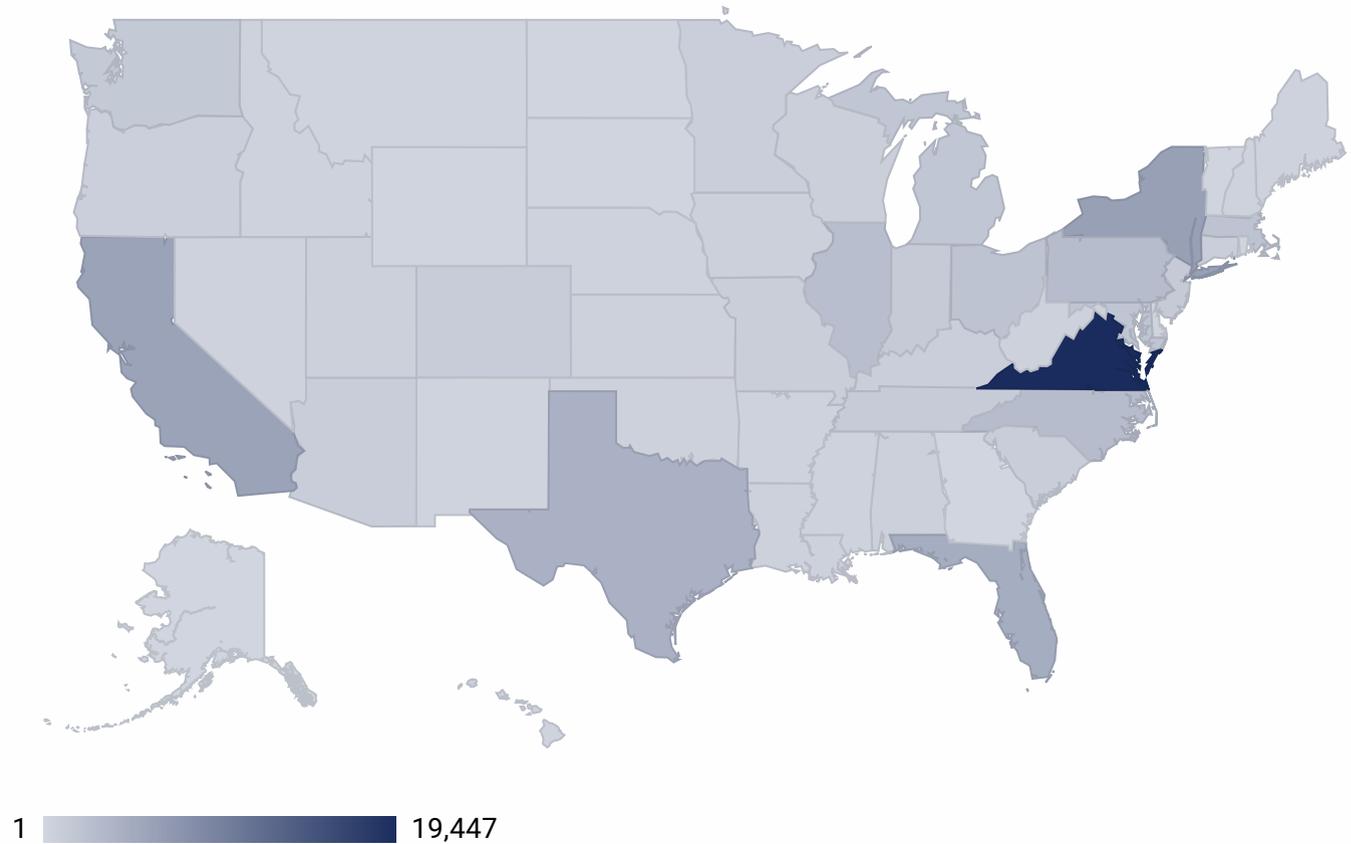
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All Users (any source)

Region	Total users
1. Virginia	95,070
2. New York	19,673
3. Florida	16,842
4. Georgia	11,557
5. California	11,545
6. Pennsylvania	10,258
7. North Carolina	9,998
8. Texas	8,976
9. Maryland	7,871
10. Ohio	7,039

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Users from Search



Popular search terms on Google:

1. "uva today" (1,014 clicks)
2. "we were the lucky ones" (516 clicks)
3. "uva news" (350 clicks)
4. "university of virginia" (243 clicks)

	Email	Sends	Bounce Rate	Opens	Open Rate	Clicks	Click Rate	Unsubscribe Rate
1.	UVA Today Weekend (4/6)	279,680	1.15%	116,984	42.32%	5,586	2.02%	0.03%
2.	UVA Today Weekend (4/13)	279,585	1.19%	130,769	47.33%	6,275	2.27%	0.04%
3.	UVA Today Weekend (4/20)	279,332	1.21%	115,199	41.75%	6,074	2.2%	0.03%
4.	UVA Today Weekend (4/27)	279,288	1.25%	112,779	40.89%	4,619	1.68%	0.03%
5.	UVA Today Weekend April Total	1,117,885	1.2%	475,731	43.07%	22,554	2.04%	0.03%
6.	UVA Today Weekend Average (since 8/19)	278,947	1.24%	126,026	45.36%	7,509	2.57%	0.03%

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Story Performance

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

4/6 Feature Story: Climate Comic Views 3,470	4/13 Feature Story: Women's Basketball Views 5,391	4/20 Feature Story: Garden Week Views 7,063	4/27 Feature Story: Darden Band Views 3,751
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Top 10 Performing Stories (Views generated by Weekend emails only):

	Page title	Views ▾
1.	UVA Gardens in Full Bloom, Just in Time for Historic Garden Week	5,437
2.	Schools of Law, Education, Business and Nursing Soar in U.S. News Ranking	3,855
3.	Every Hoo Has a Story: This Hoo Hasn't Seen Her Parents in Nearly 4 Years	3,440
4.	Q&A: The Rise of Women's Basketball, Through the Eyes of a UVA Legend	3,387
5.	The Music Beat: Darden Band's Business Is All About the Music	2,988
6.	The Music Beat: One of UVA's Newer a Cappella Groups Tunes Up for Anniversary Performance	2,141
7.	New Data Science Building Embodies School's Core Values	2,068
8.	Every Hoo Has a Story: Learning To Let Go	1,745
9.	'Not Your Parents' Library': University Celebrates Shannon Grand Opening	1,323
10.	Why the 20s Are a Period of 'Overwhelming Uncertainty,' and How To Cope	1,319

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

Apr. 6 & 7, 2024	Apr. 13 & 14, 2024	Apr. 20 & 21, 2024	Apr. 27 & 28, 2024
42,577	40,397	44,947	42,653
Apr. 8 & 9, 2023*	Apr. 15 & 16, 2023*	Apr. 22 & 23, 2023*	Apr. 29 & 30, 2023*
18,044	16,267	14,702	43,618

UVA This Month was sent on 4/29/23

* 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.

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

Total users
2.3M

Sessions
3.7M

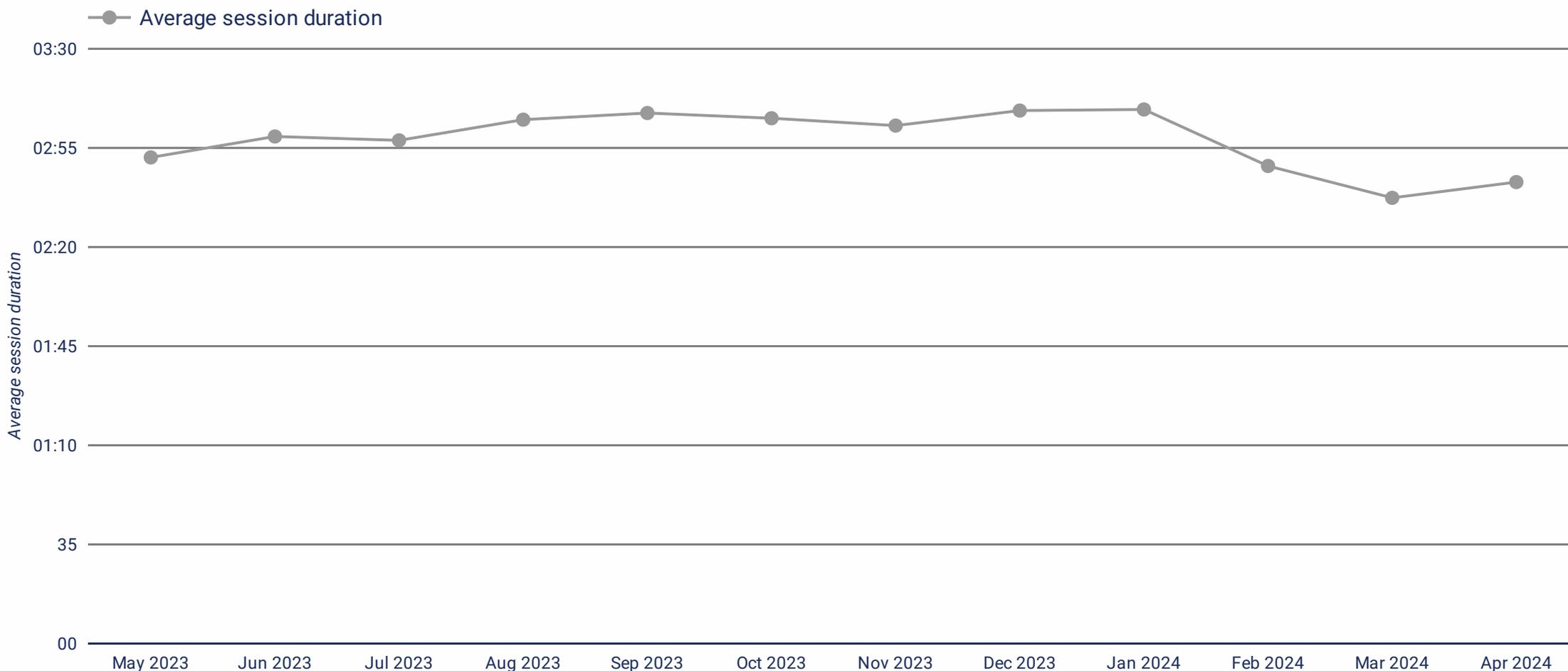
Views
6.6M

Views per session
1.81

Average session duration
00:03:00

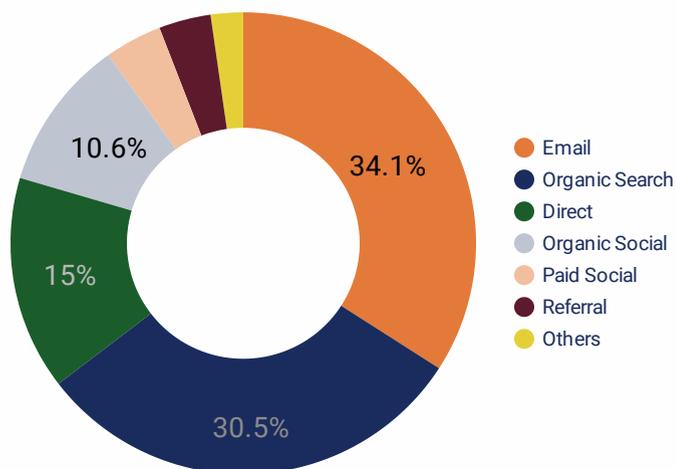
Bounce rate
21.9%

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.



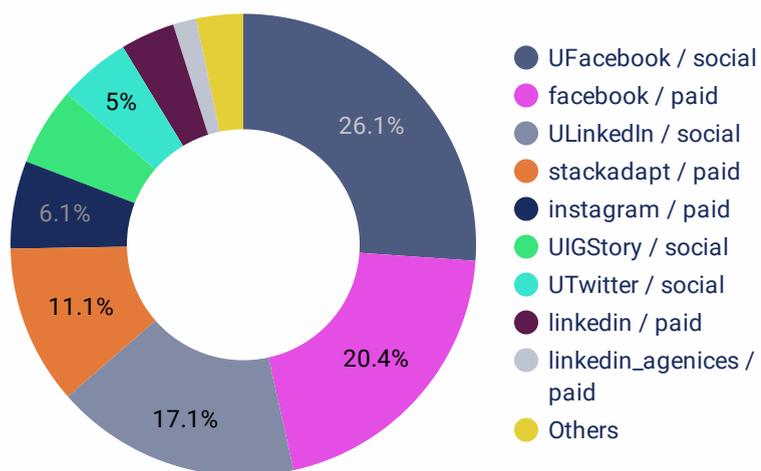
UVAToday FYTD Performance Summary (2 of 3): Sources of Traffic by Default Channel Grouping and Social Networks

Default Channel Grouping:



	First user default channel group	Views	Bounce rate
1.	Email	2.3M	19.85%
2.	Organic Search	2M	17.81%
3.	Direct	992.1K	31.27%
4.	Organic Social	701.7K	20.07%
5.	Paid Social	263.8K	26.71%
6.	Referral	239.2K	19.42%
7.	Paid Other	124.6K	49.24%
8.	Unassigned	19.7K	29.22%
9.	Display	4.3K	57.56%
10.	Organic Video	528	27.57%

Social Network:



	First user source / medium	Views	Bounce rate
1.	UFacebook / social	227.1K	20.41%
2.	facebook / paid	177.6K	24.72%
3.	ULinkedIn / social	148.4K	19.41%
4.	stackadapt / paid	96.9K	54.23%
5.	instagram / paid	53.4K	39.96%
6.	UIGStory / social	47.5K	13.01%
7.	UTwitter / social	43.6K	24.93%
8.	linkedin / paid	32.8K	28.42%
9.	linkedin_agenices / paid	14K	25.42%
10.	linkedin_highered / paid	13.5K	26%

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

Jul 1, 2023 - Apr 30, 2024



	Page title	Views	Average session duration
1.	UVA Expands Financial Aid Program for Virginia Families	123.6K	00:00:57
2.	UVA Breaks Ground on Paul and Diane Manning Institute of Biotech...	72.7K	00:01:20
3.	Q&A: What to Know About a Mysterious Dog Illness Sweeping the C...	58.2K	00:02:40
4.	The 'Cinderella Story' Behind UVA's 34-Year-Old Kicker	55.3K	00:03:32
5.	To Be Great and Good in All We Do	50.1K	00:00:41
6.	They Met Outside a UVA Classroom. Then They Started a Multimilli...	45.1K	00:02:36
7.	UVA Solves Mysteries About Leading Biomarker for Alzheimer's	41.4K	00:01:53
8.	Darden Receives Largest Gift in School History	39.8K	00:02:39
9.	Q&A: Why Media Outlets Took Down Princess Kate's Photo – and W...	36.9K	00:03:22
10.	Littlejohn's Is Returning to the Corner. Meet the Former UVA Athlet...	36.8K	00:02:24
11.	He Challenged This Female UVA Track Star to a Race. It Didn't Go a...	33.3K	00:02:38
12.	Ahead of Grand Opening, Board Renames UVA's Main Library	31.9K	00:02:23
13.	\$100 Million Gift to Benefit First-Generation Students at University ...	29.7K	00:00:43
14.	A Walk Through Grounds Brought Her to Acting. Now, She's a Christ...	28.9K	00:02:50
15.	If You Need a Good Cry, Watch These UVA Early Decision Reactions	28.6K	00:01:45
16.	UVA Advances One Spot in Retooled U.S. News Ranking to No. 24 N...	27.8K	00:01:46
17.	10-Year-Old Wunderkind Hopes UVA Is Her Launchpad to Space	27.6K	00:03:31
18.	'America Is Under Attack': What the Morning of 9/11 Was Like for P...	25.8K	00:02:52
19.	Five Years After the Ride: How UVA's Crowd-Surfing Bride and Her ...	25.2K	00:02:50
20.	Class of 2028: UVA Offers Entry to Nearly 2,000 in Regular Decision ...	24.8K	00:02:10

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

Source: Google Analytics 4

Year to Date Daily Report Performance

The April 2nd (4.26%) and 22nd (4.24%) DR sends had the highest CTR of the month.
Clicks on the 2nd were driven by the Ryan Zimmerman to Kick Off Final Exercises story.
Clicks on the 22nd were driven by the Every Hoo Has a Story: This Hoo Hasn't Seen Her Parents story.

