

UVAToday Monthly Communications Summary

UNIVERSITY COMMUNICATIONS

April 2023

Report Highlights

4.5MM cumulative pageviews have been achieved FYTD. This **exceeds** 2018 and 2019 cumulative pageviews for the same period (July - April). FYTD, the accumulation of pageviews has been driven by the story, "**UVA Discovers Driver of High Blood Pressure**", stories covering the events surrounding November 13th, and traffic from our Great and Good and Biotech campaigns.

Stories covering the events surrounding November 13th account for **3 out of the top 6** highest viewed stories FYTD.

Reactions to April Fool's was the most viewed story in April, followed by new *Princeton Review* rankings, **Event Wristbands**, **Cheap Eats** and **Honorary NFL Draft Picks**.

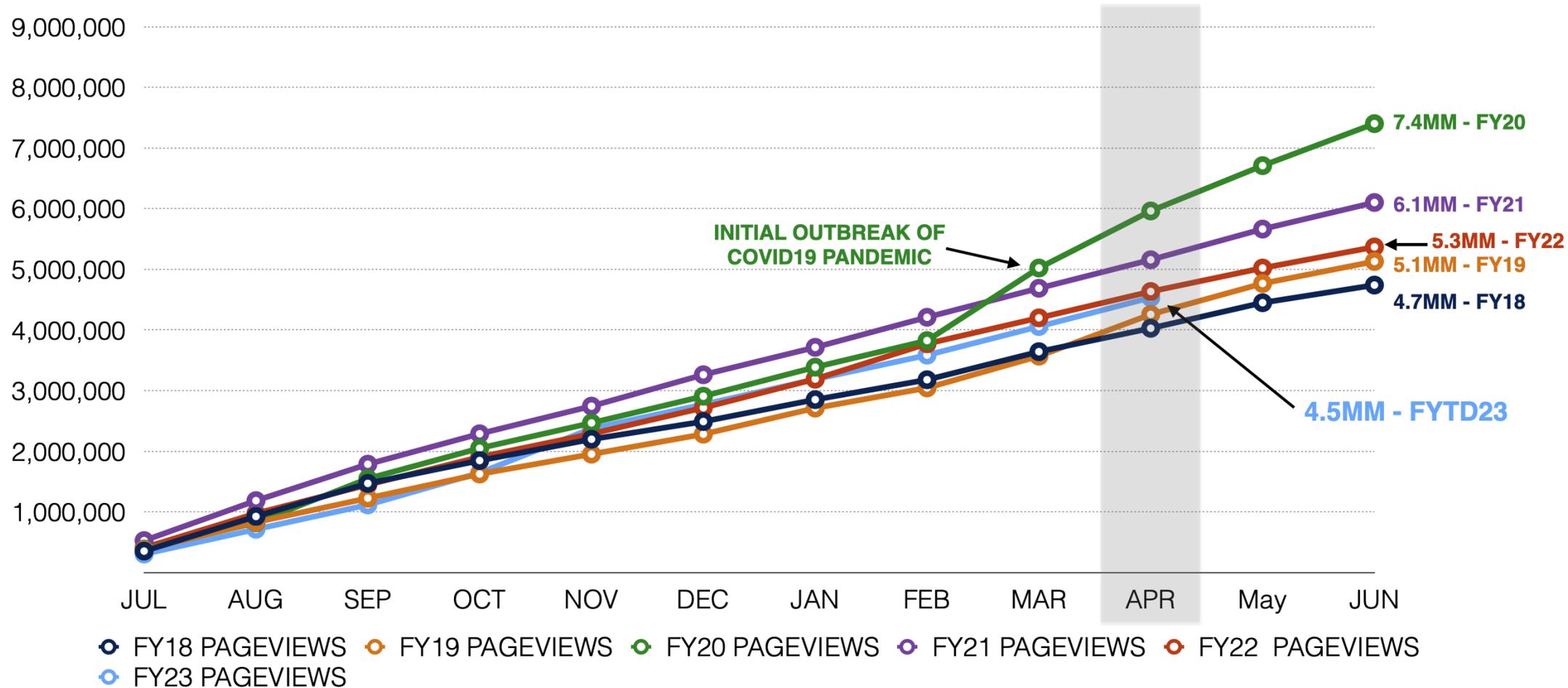
Taking out the special editions on Nov. 14th and 15th, the **April 4th DR had the second highest click rate of the fiscal year**, driven by a **73% click rate** for the **April Fool's Reactions** story. The **Deadly Dengue Virus (8.3%)** and **Robot TJ (6.6%)** stories also had higher than average click rates. The April 7th edition had the **fifth highest click rate** of the fiscal year, driven by **8 Cheap Eats (41%)**, **Event Wristbands (21%)**, **Trump Indictment (11%)** and 'In The News' article about UVA Law alum seeking the **Democratic nomination (15%)**.

While the DR click rate for April increased, the click rate for UVA This Month fell as only four articles exceeded the average click rate. We recommend a review of open rates and click rates to understand how many people are reading only the synopsis in the DR without going to the UVA Today news site.

The significant increases in traffic attributed to **display and paid search** (as seen on page 5) are primarily attributed to the **Great and Good campaign** and **Biotech announcement**.

UVA TODAY CUMULATIVE PAGEVIEWS: FY18 - FYTD23

The below graph shows FY18 through April of FY23 cumulative pageviews



Source: Google Analytics
Date Range: 7/1/17 - 4/30/23

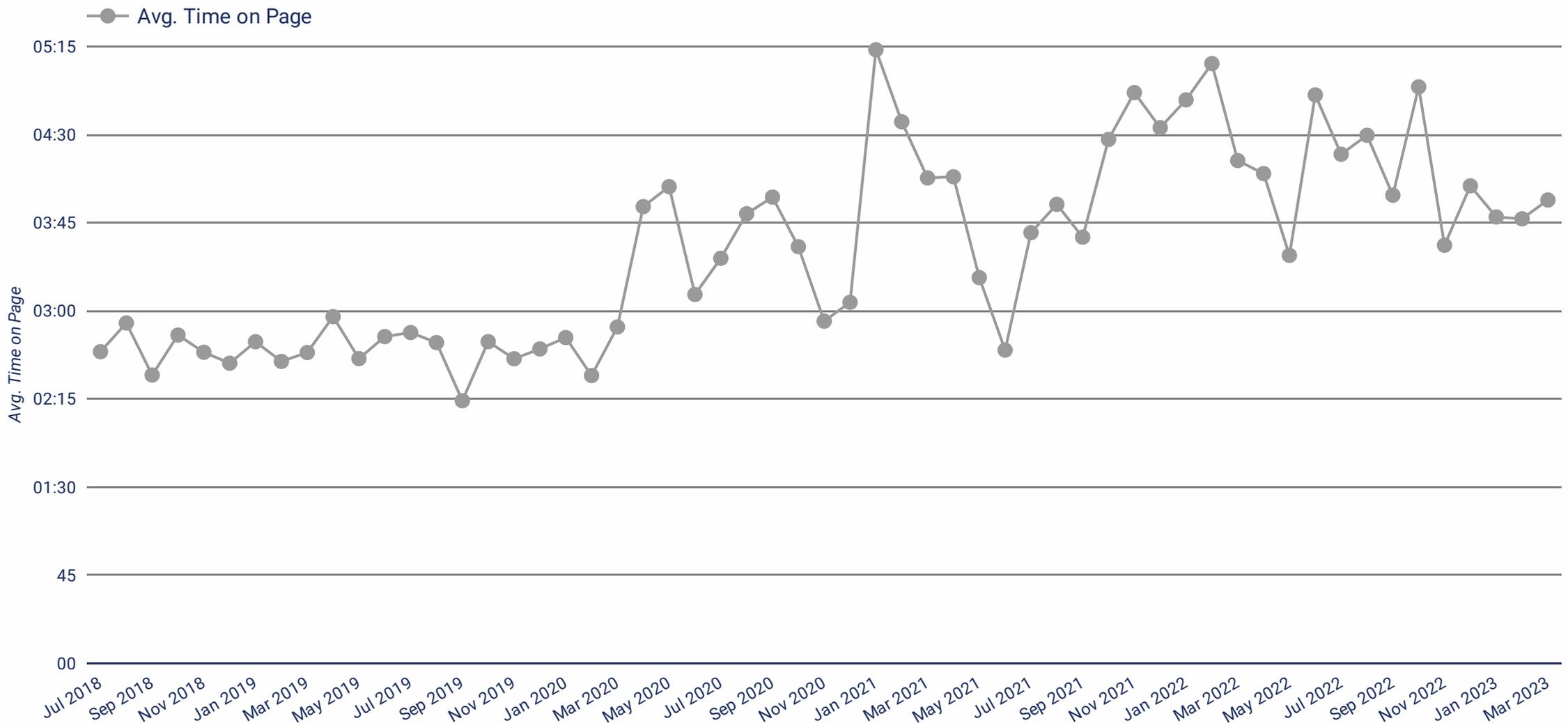
UVAToday FYTD Performance Summary (1 of 3): Key Metrics

Jul 1, 2022 - Apr 30, 2023

Users 2.5M ↑ 0.5%	Sessions 3.7M ↓ -1.7%	Pageviews 4.5M ↓ -2.2%	Pages / Session 1.23 ↓ -0.5%	Avg. Time on Page 00:04:01 ↓ -6.8%	Bounce Rate 81.2% ↑ 4.2%
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Data: All %s reflect a comparison of performance from the same period the year prior

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.

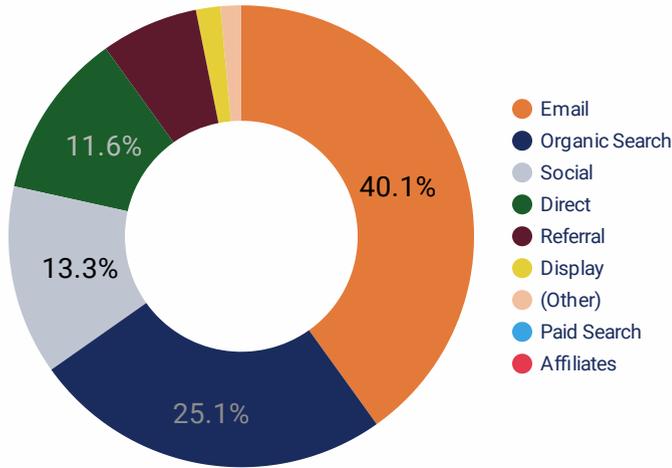


UVAToday FYTD Performance Summary (2 of 3): Sources of Traffic by Default Channel Grouping and Social Networks

Jul 1, 2022 - Apr 30, 2023

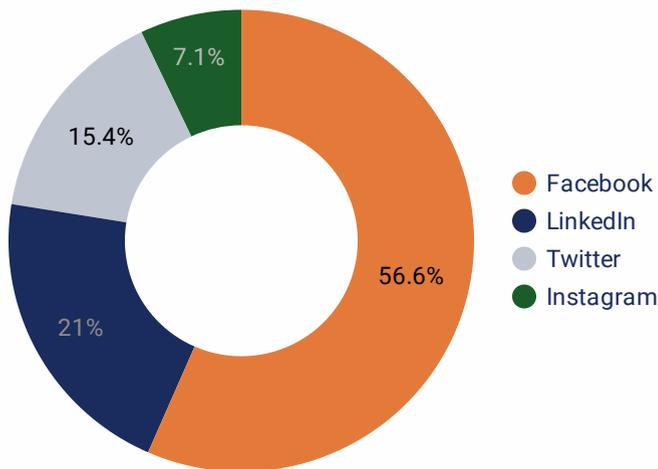
Data: All %s reflect a comparison of performance from the same period the year prior

Default Channel Grouping:



	Default Channel ...	Pageviews	% Δ	Bounce Rate	% Δ
1.	Email	1.8M	2.9% ↑	75.38%	3.2% ↑
2.	Organic Search	1.1M	-20.7% ↓	83.92%	1.9% ↑
3.	Social	602K	6.5% ↑	87.18%	7.4% ↑
4.	Direct	527.3K	-2.7% ↓	84.05%	4.9% ↑
5.	Referral	306.2K	-1.4% ↓	78.71%	11.6% ↑
6.	Display	77.1K	1,928,200.0...	93.35%	-
7.	(Other)	64.7K	323.4% ↑	88.48%	9.7% ↑
8.	Paid Search	207	20,600.0% ↑	93.78%	-6.2% ↓
9.	Affiliates	110	-89.1% ↓	62.07%	0.2% ↑

Social Network:



	Social Network	Pageviews	% Δ	Bounce Rate	% Δ
1.	Facebook	146.2K	-20.3% ↓	88.34%	12.0% ↑
2.	LinkedIn	54.2K	18.9% ↑	87.94%	1.4% ↑
3.	Twitter	39.8K	6.2% ↑	87.8%	4.7% ↑
4.	Instagram	18.2K	144.0% ↑	79.64%	5.5% ↑

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

Jul 1, 2022 - Apr 30, 2023

	Page Title	Pageviews
1.	UVA Discovers Driver of High Blood Pressure	134.8K
2.	'Wonderful People': UVA Community Pays Tribute to Lost Student-Athletes	109.6K
3.	Suspect Arrested in Shooting Deaths of 3 UVA Football Players; 2 Others Wounded	72.2K
4.	UVA Advances to No. 3 Best Public in 2023 U.S. News & World Report Rankings	66.5K
5.	To Be Great and Good in All We Do	55.8K
6.	Message from President Ryan Regarding Fatal Shooting on Grounds	55.5K
7.	UVA Leverages \$100 Million Gift To Launch Paul and Diane Manning Institute of Biotechnology To ...	53.3K
8.	Season of Lights Illuminates Our Way Forward UVA Today	36.5K
9.	Ryan's Record-Setting April Fools' Video Sparks Priceless Reactions	33.9K
10.	Meet the New Cavalier on Horseback: She's Eager To 'Carry On a Legacy'	31.4K
11.	UVA Grieves Slain Football Players; Student Charged With Murder	30.7K
12.	Tina Fey Returning to UVA for President's Speaker Series for the Arts	27.8K
13.	In a Historic Application Year, UVA Offers Entry to Nearly 6,000 in Early Action Cycle	24.2K
14.	You've Been Studying All Wrong. This Professor Can Help You 'Outsmart Your Brain'	23.2K
15.	With Early Decision Notifications, UVA Welcomes First Cohort of Class of 2027	23.2K
16.	'UVA Night at Winter Wander' Offers Free Admission to Boar's Head Resort Light Show	22.5K
17.	'Teaching a Man to Fish' More Complicated Than It Sounds UVA Today	21.7K
18.	Princeton Review: UVA Advances to No. 2 Best Value Public University	21.3K
19.	Liz Cheney to Serve as Professor of Practice at UVA Center for Politics	21K
20.	Why Did Poe Write, 'Quoth the Raven, Nevermore'? UVA Today	18.8K

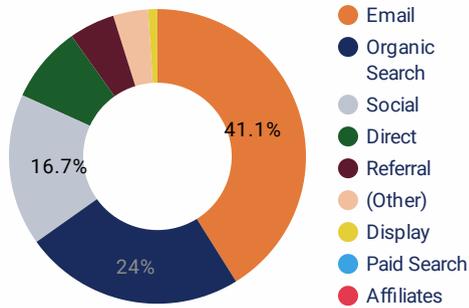
Note: Top stories by performance regardless of when the story itself was published

UVAToday Monthly Performance Summary

Apr 1, 2023 - Apr 30, 2023

Default Channel Grouping:

Data: All %s reflect a comparison of performance from the same period the year prior



Key Metrics:

Pageviews
476.9K
↑ 9.7%

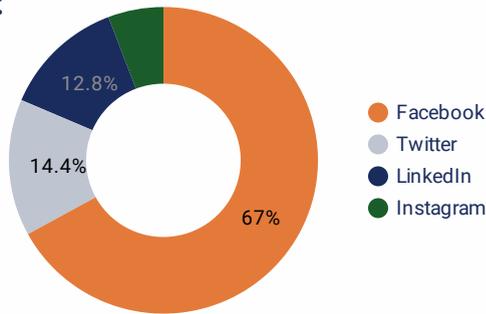
Avg. Time on Page
00:03:45
↓ -9.7%

Bounce Rate
83.2%
↑ 5.1%

Top 20 Performing Stories:

Page Title	Pageviews
1. Ryan's Record-Setting April Fools' Video Sparks Priceless Reactions	33.9K
2. Princeton Review: UVA Advances to No. 2 Best Value Public University	21.3K
3. Event Wristbands Are Becoming Obsolete, Thanks to This UVA Student-Athlete	17.6K
4. 8 Cheap Eats Just a Short Walk Away (From the Rotunda)	15.3K
5. NFL Makes Slain UVA Football Players Honorary First Picks of Draft	14.4K
6. UVA Advances to No. 3 Best Public in 2023 U.S. News & World Report Rankings	11K
7. Jacqueline Novogratz, Carla Williams and Louis Nelson Are This Year's Finals Speakers	10.8K
8. UVA Alumna Tina Fey: 'It Feels So Good To Be Back'	10K
9. Presenting 'World-Class Education and Hospitality,' Darden Celebrates Hotel Opening	8.4K
10. Years After She First 'Met My People,' Tina Fey Readies for Return to Grounds	8.1K
11. What JPMorgan CEO Jamie Dimon Says About the Economy, Democracy and Capitalism	7.9K
12. Liz Cheney: Electing People of Good Character Is Key To Preserving Democracy	7.6K
13. UVA Ranks as Top Public University for High-Paying Jobs in Finance	7K
14. How a UVA Instagram Post Helped Launch a Painting Career for Alum Clare Spooner	5.9K
15. Honoring Lost Football Players, Jim Ryan Completes 12th Straight Boston Marathon	5.6K
16. In Memoriam: Colleagues Recall Kindness of Associate Dean of Students Aaron Laushway	5.3K
17. UVA Recognizes Professional Expertise, Personal Kindness of Outstanding Faculty	5.2K
18. Class of '23: UVA Developed AI To Spot Early Sepsis. 2 Undergrads Helped Lead the Way	4.2K
19. What's Wrong With the Kids?	3.9K
20. UVA Strong: Signs of Football Team's Resilience Evident During Emotional Spring Game	3.6K

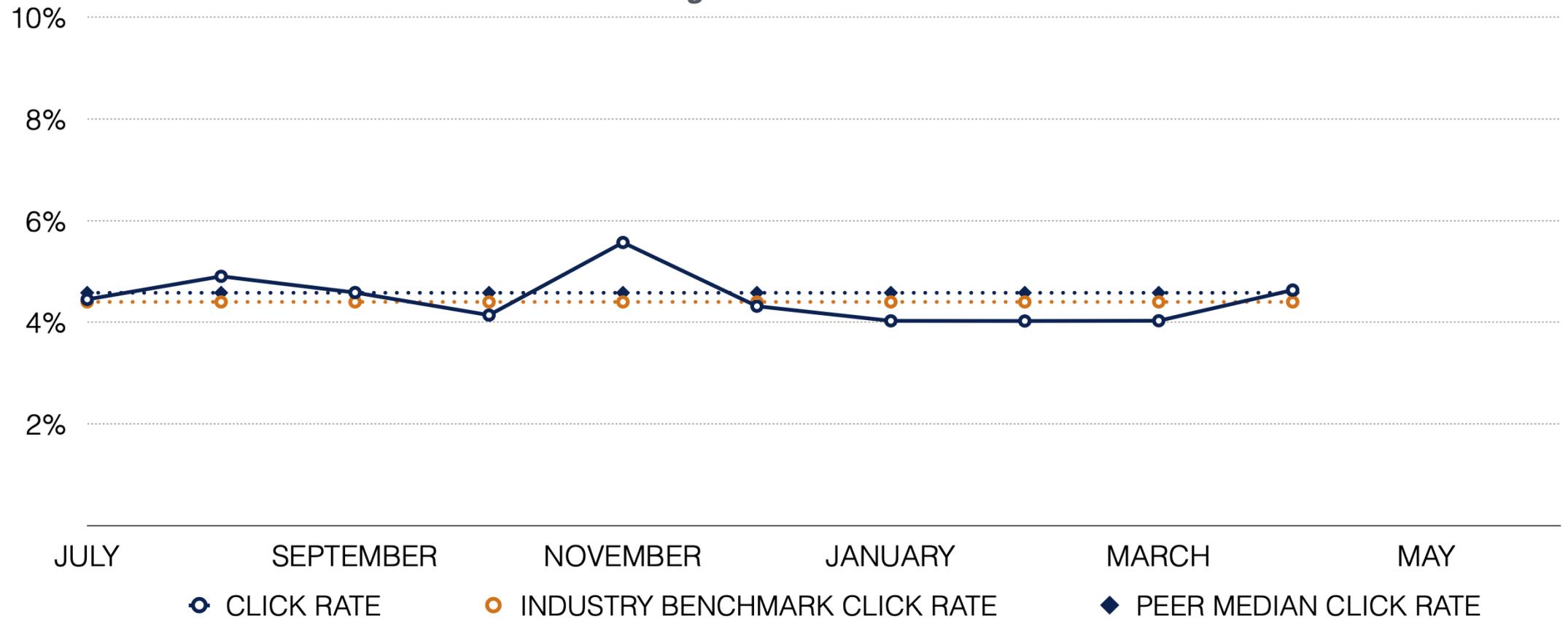
Social Network:



Social Network	Pageviews	% Δ	Bounce Rate	% Δ
1. Facebook	14.5K	-69.3% ↓	90.64%	29.0% ↑
2. Twitter	3.1K	-69.7% ↓	91.46%	4.3% ↑
3. LinkedIn	2.8K	-78.9% ↓	90.71%	0.5% ↑
4. Instagram	1.3K	-59.3% ↓	79.18%	12.6% ↑

YEAR TO DATE DAILY REPORT PERFORMANCE

Six DR sends in April had a higher than 5% CTR (4th, 7th, 11th, 18th, 24th, 28th). The April 4th (8.37%) and 7th (7.83%) sends had highest CTR of the month.

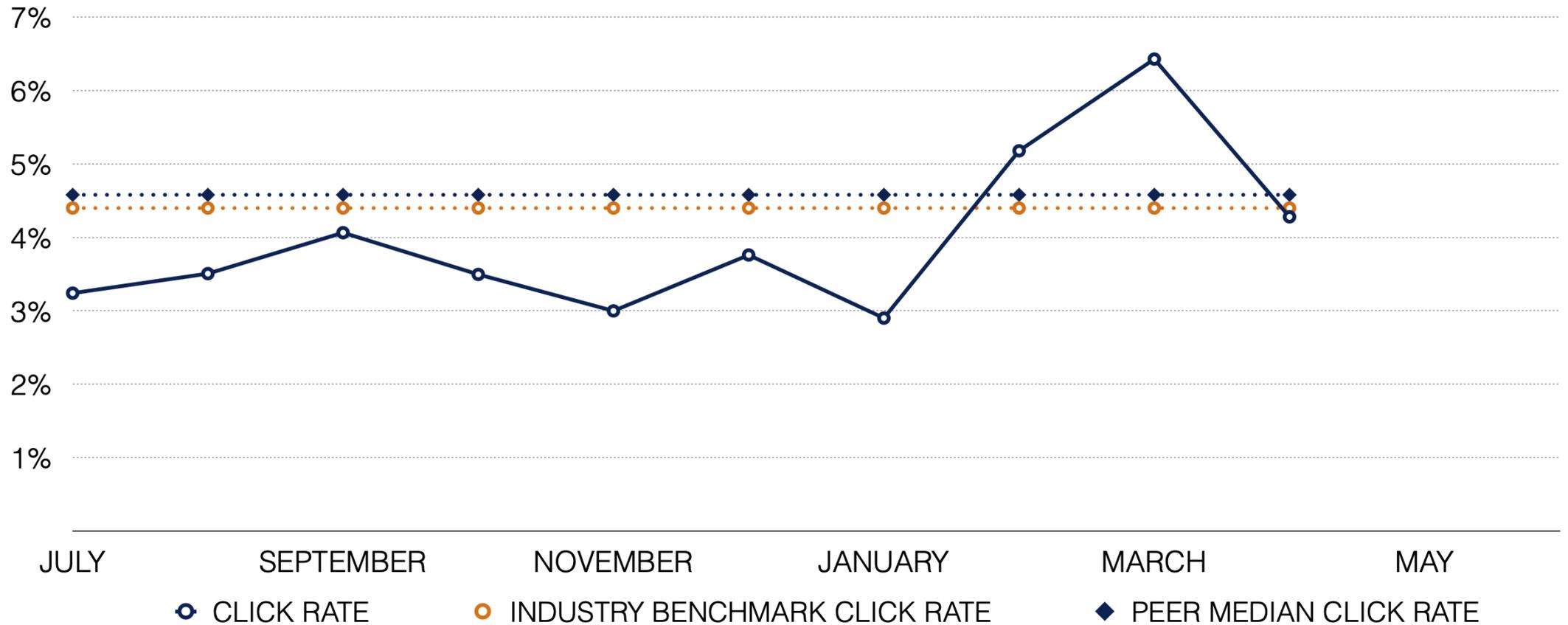


Click rate is calculated by dividing unique clicks by emails delivered
 Industry benchmarks from Campaign Monitor's 2022 email marketing benchmarks
 Peer benchmark from Simpson Scarborough peer study

Source: Marketing Cloud
 Date Range: 7/1/22 - 4/30/23

YEAR TO DATE UVA THIS MONTH PERFORMANCE

Only four articles from April's UVA This Month exceeded average CTR:
Best Value, Cheap Eats, April Fool's Reactions, Tina Fey



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: 7/1/22 - 4/30/23

Thank You