

FY22-Q3 COMMUNICATIONS SUMMARY

UNIVERSITY COMMUNICATIONS

EXECUTIVE SUMMARY

UVA TODAY

Cumulative YTD pageviews rose to **4,198,812 million** by the end of FY22-Q3

Organic Search was the greatest driver of site traffic to UVA Today in FY22-Q3, channeling **37.54%** of pageviews to the site

The top performing UVA Today story in FY22-Q3 gained **149,299 pageviews** - **Key takeaway:** the large number of pageviews were driven impart by the story's relevance to the unfolding war in Ukraine, emphasizing the meaningful impact of timely and relevant content on site traffic

DAILY REPORT

Daily report click rates **remain competitive** with both industry and peer benchmarks in FY22-Q3

The top performing Daily Report edition gained a click rate of **8.3%**

UVA THIS MONTH

Click rates **are increasing**, approaching industry and peer standards

RESEARCH DIGEST

Click rate for FY22-Q3 **improved** upon FY22-Q2 performance, **rising** towards industry and peer benchmarks

METHODOLOGY

What Changed:

Apple implemented Mail Privacy Protection in their latest iOS update. They assert, “In the Mail app, Mail Privacy Protection stops senders from using invisible pixels to collect information about the user. The new feature helps users **prevent senders from knowing when they open an email**, and masks their IP address so it can’t be linked to other online activity or used to determine their location.”

This makes the **open rate** benchmark meaningless from September 20, 2021 onward. As a result, our reporting no longer tracks open rate. Instead, we will track the metrics listed below. This applies only to email programs and does not affect other metrics, such as pageviews. This change has **no impact** on click rate (unique clicks/total emails delivered) which remains as a valid benchmark to track email performance.

Established Email Benchmarks:

Click rate: Unique clicks/total emails delivered

Industry standard click rate: Campaign Monitor’s 2021/2022 education industry email marketing benchmark

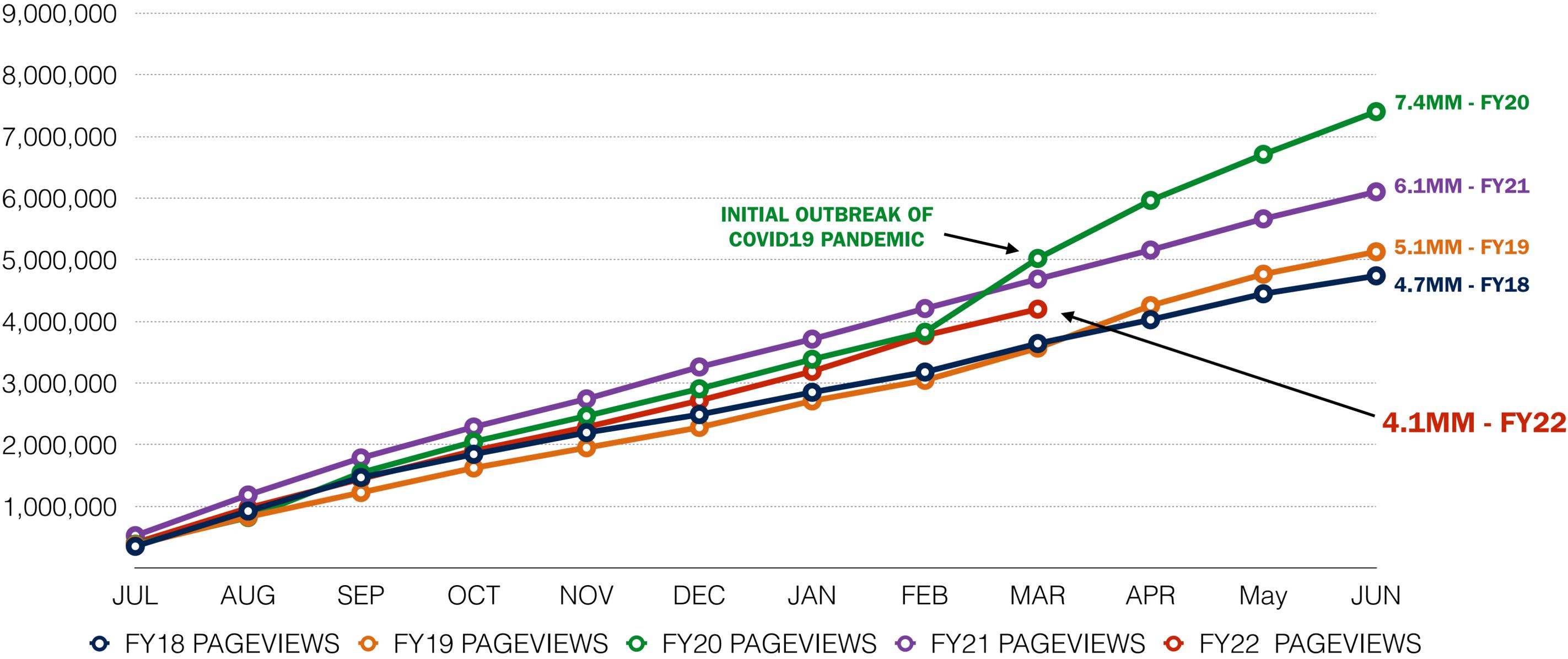
Peer click rate: Simpson Scarborough 2021 peer study

Source: Apple Press Release, June 7, 2021

UVA TODAY

UVA TODAY CUMULATIVE PAGEVIEWS: FY18 - FY22

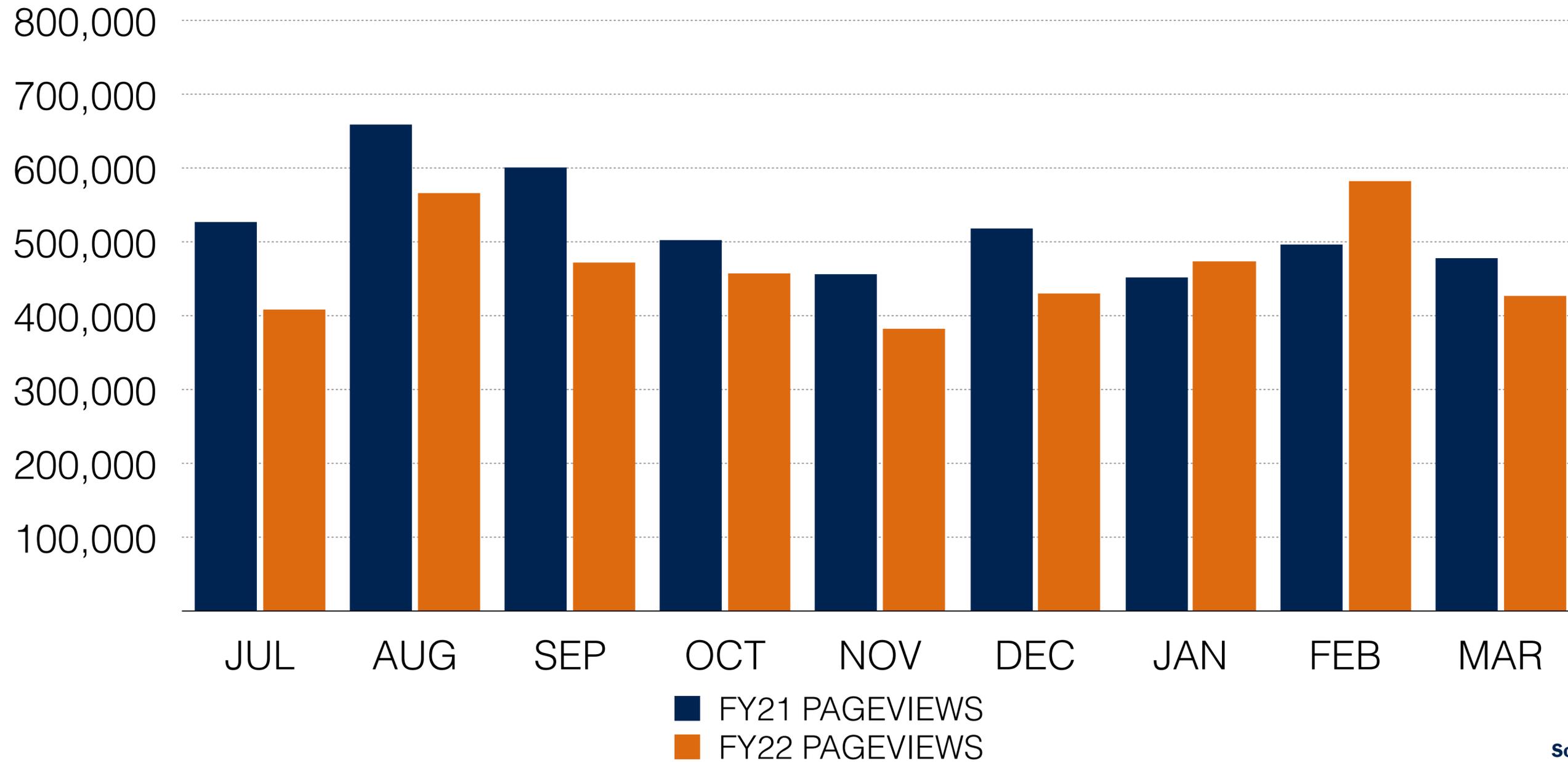
The below graph shows FY18 through March of FY22 cumulative pageviews



Source: Google Analytics
Date Range: 7/1/17 - 3/31/22

UVA TODAY MONTHLY PAGEVIEWS - FY21 VS. FY22

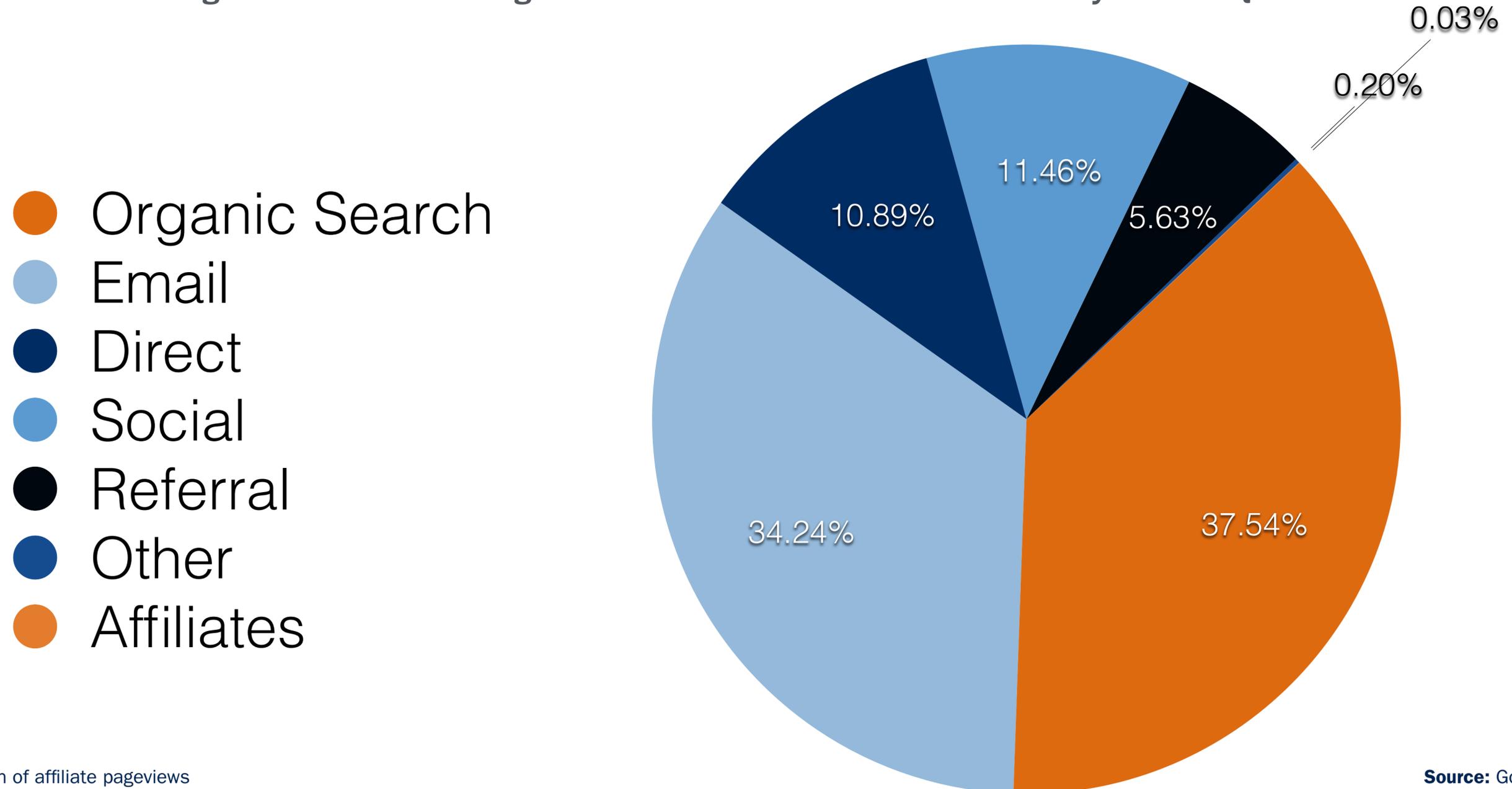
The below graph shows FY21 vs FY22 pageviews by month



Source: Google Analytics
Date Range: 7/1/20 - 3/31/21

PERCENTAGE OF TOTAL UVA TODAY PAGEVIEWS BY CHANNEL FOR FY22-Q3

Organic Search was the greatest driver of site traffic to UVA Today in FY22-Q3



Please find a further breakdown of affiliate pageviews by source on the next slide

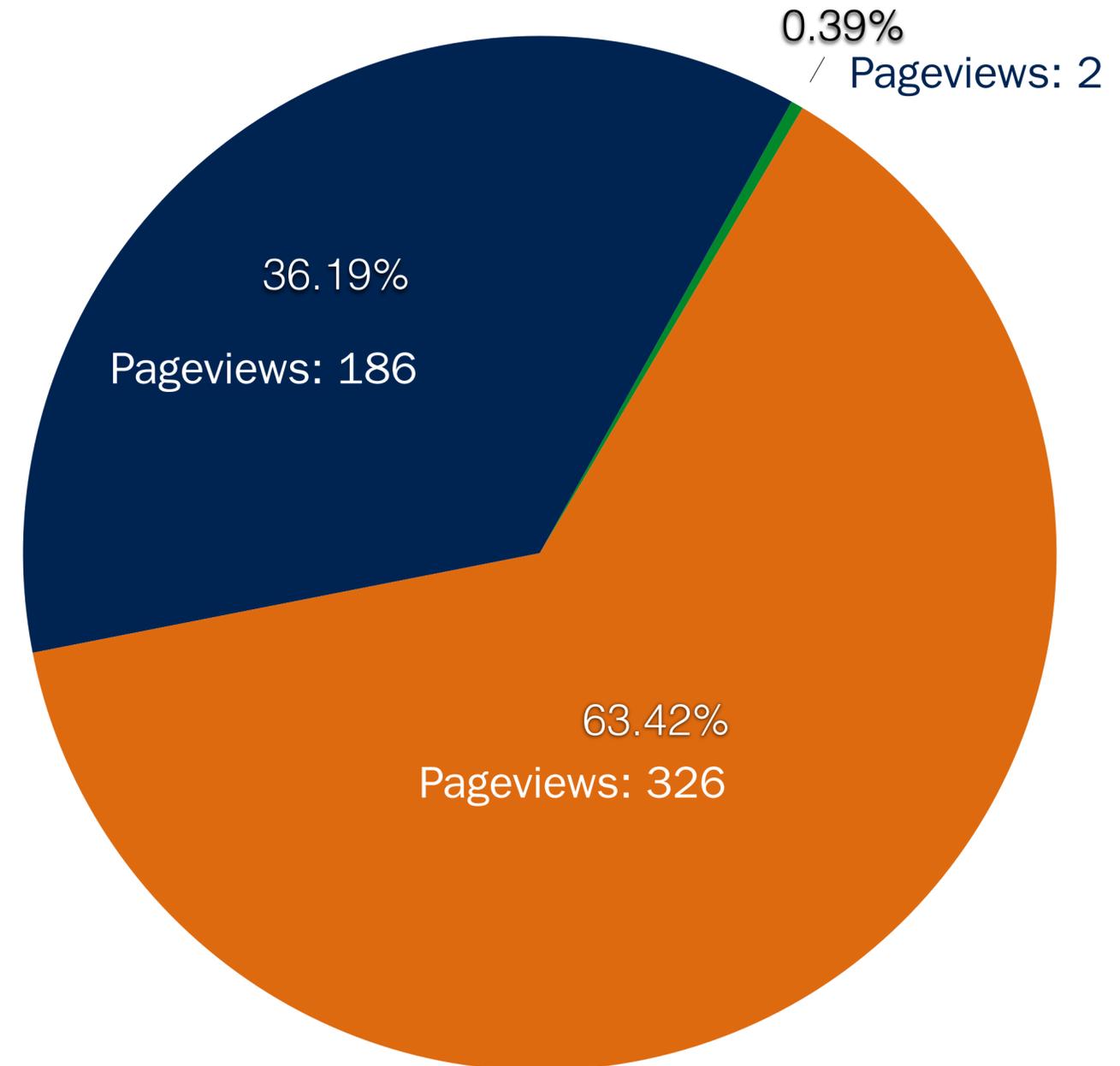
Source: Google Analytics
Date Range: 1/1/22 - 3/31/22

BREAKDOWN OF AFFILIATE PAGEVIEWS BY SOURCE

The chart displays the percentage each source contributed to affiliate pageviews during FY22-Q3

Total Affiliate Pageviews: 514

- CHRONICLE
- INSIDE HIGHER ED
- HooMail



ACTIVE PUBLISHED ARTICLES

CHRONICLE: RESTORATIVE CITIES

CHRONICLE: NEUROSCIENCE DEEP DIVE

CHRONICLE: BIOCOMPLEXITY

INSIDE HIGHER ED: RESTORATIVE CITIES

INSIDE HIGHER ED: NEUROSCIENCE DEEP DIVE

Source: Google Analytics
Date Range: 1/1/22 - 3/31/22

TOP PERFORMING UVA TODAY STORIES - FY22-Q3

*Below are the top 10 stories by pageviews on UVA Today during the third quarter of FY22**

STORY	PAGEVIEWS
What Does Russia Really Want in Ukraine? UVA Today	149,299
Russia-Ukraine Crisis: What's Going On – and Why Americans Must Pay Attention	38,567
Can a Heartburn Drug Help Doctors Treat COVID-19? UVA Today	28,443
Faculty Spotlight: Math Professor Is UVA Swimming's Secret Weapon	25,017
This Student Competes Wednesday in the 'Jeopardy!' National College Championship	23,557
Spending Just a Few Years in Montessori Education Predicts Well-Being in Adulthood UVA Today	22,477
It's Early Action Season, With 6,243 Students Offered Admission to UVA UVA Today	20,176
UVA's Magill Named President at Penn; Baucom Selected as Next UVA Provost UVA Today	20,094
Esteemed UVA Professor Stars in a New Super Bowl Week Ad Campaign UVA Today	19,435
UVA Accepts 2,123 Students to Class of 2026 in Regular Decision Admission Cycle UVA Today	17,197

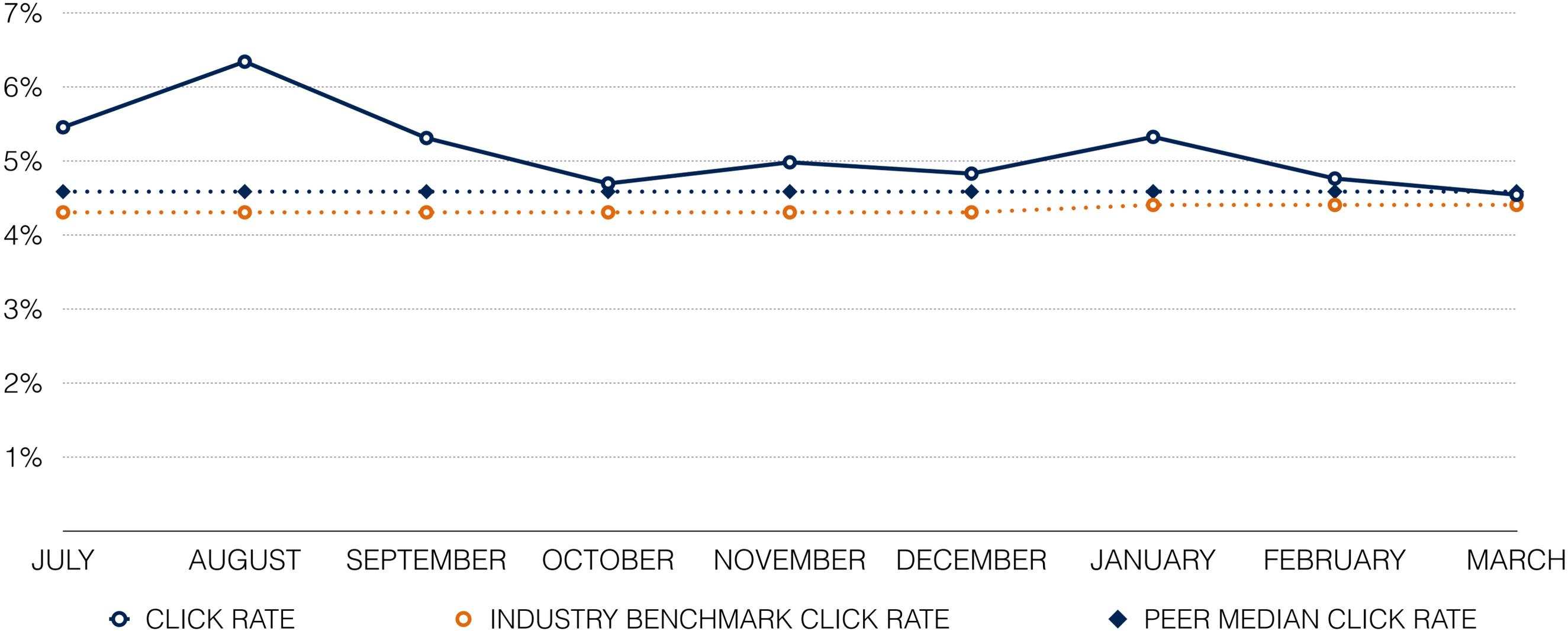
* This includes the top stories by pageviews during FY22-Q3 regardless of when the story itself was published.

Source: Google Analytics
Date Range: 1/1/22 - 3/31/22

DAILY REPORT

FY22 DAILY REPORT PERFORMANCE

Click rates remain competitive with industry and peer standards



Click rate is calculated by dividing unique clicks by emails delivered
Industry benchmarks from Campaign Monitor's 2021/2022 email marketing benchmarks
Peer benchmark from Simpson Scarborough peer study

Source: Marketing Cloud
Date Range: 7/1/21 - 3/31/22

TOP PERFORMING DAILY REPORT EDITION BY CLICK RATE - FY22-Q3

8.3% CLICK RATE

UNIVERSITY of VIRGINIA

UVAToday
DAILY REPORT



Board of Visitors, President Ryan Agree on Three-Year Contract Extension

The board credited Ryan's leadership in accomplishing strategic priorities in multiple areas – even while confronted by the pandemic's uncertainties and challenges. [MORE >](#)

EMAIL SEND DATE: 3/7/22

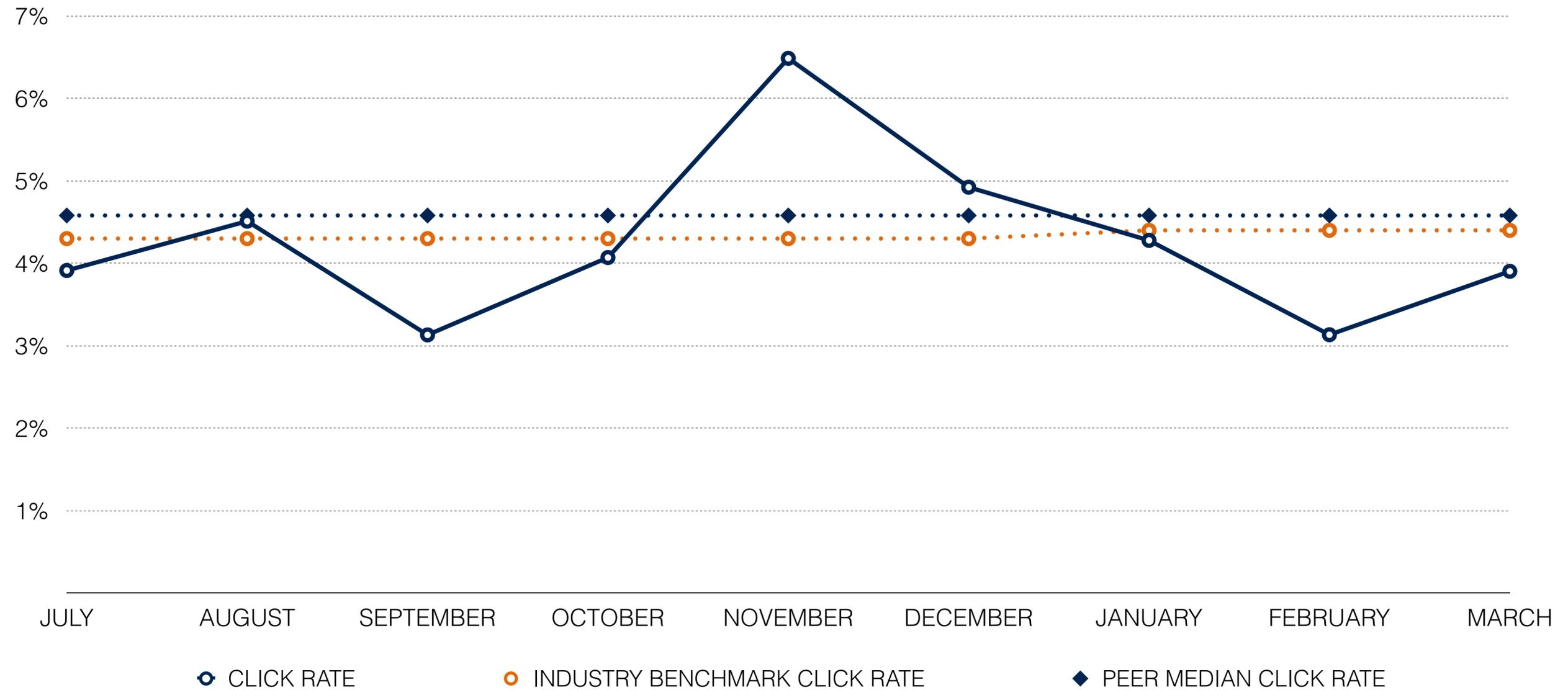
SUBJECT LINE: RYAN CONTRACT, HONOR RESULTS, YOUNGKIN VISIT

Source: Marketing Cloud

UVA THIS MONTH

YEAR TO DATE UVA THIS MONTH PERFORMANCE

Click rate rose in March approaching industry and peer benchmarks



● CLICK RATE

○ INDUSTRY BENCHMARK CLICK RATE

◆ PEER MEDIAN CLICK RATE

Click rate is calculated by dividing unique clicks by emails delivered
Industry benchmarks from Campaign Monitor's 2021/2022 email marketing benchmarks
Peer benchmark from Simpson Scarborough peer study

Source: Marketing Cloud
Date Range: 7/1/21 - 3/31/22

JANUARY 2022 UVA THIS MONTH

 UNIVERSITY of VIRGINIA

UVA This Month

Editor's note: Despite its cover of crisp, fresh snow, the Grounds of the University of Virginia warmly welcomed students this month as they returned from winter break. Below, we have stories about how to outrun COVID, the provost's next adventure, a new type of viral advertising and more.



RELEASED ON JANUARY 29, 2022
273,240 EMAILS DELIVERED

11,710 UNIQUE CLICKS

4.3% CLICK RATE

TOP 5 MOST-CLICKED STORIES IN JANUARY UVA THIS MONTH

[Meet the Trio of UVA Alumni on the 2022 Forbes '30 Under 30' Lists](#)

[Faculty Spotlight: Math Professor Is UVA Swimming's Secret Weapon](#)

[What the Ryan Reynolds Peloton Ads Can Tell Us About the Future of Marketing](#)

[UVA Video: New Year, First Snow at UVA](#)

[YOUR LOVED ONE HAS SUFFERED A SUDDEN LOSS. HERE IS HOW TO HELP](#)

FEBRUARY 2022 UVA THIS MONTH

UNIVERSITY of VIRGINIA

UVA This Month

Editor's note: Cold weather may have kept us inside for much of February, but two University of Virginia faculty members, a student and a UVA-affiliated dog all made big splashes on television, keeping us entertained. Read about them below, along with analysis of Russia's invasion of Ukraine, a look at some of the new members of the Class of 2026 and tips for job-hunting students.



(Photo Contributed by ABC/Casey Durkin)

RELEASED ON FEBRUARY 26, 2022
273,251 EMAILS DELIVERED

8,577 UNIQUE CLICKS

3.1% CLICK RATE

TOP 5 MOST-CLICKED STORIES IN FEBRUARY UVA THIS MONTH

WHAT RUSSIA REALLY WANTS

STARRED IN A NEW MILLER64 BEER COMMERCIAL

WHY AMERICANS MUST PAY ATTENTION

IT'S EARLY ACTION SEASON, WITH 6,243 STUDENTS OFFERED ADMISSION TO UVA

RUSSIA INVADES UKRAINE. WHAT DOES IT MEAN?

Source: Marketing Cloud

MARCH 2022 UVA THIS MONTH



UVA This Month

RELEASED ON MARCH 26, 2022
272,707 EMAILS DELIVERED

10,644 UNIQUE CLICKS

3.9% CLICK RATE

Editor's note: With the return of spring and the hopeful trajectory for COVID-19 in Charlottesville, mask restrictions are relaxing, and we're enjoying a breath of fresh air on Grounds. March is a time of renewal. UVA said "yes" to its final group of applicants to the Class of 2026, making offers to 9,522 excited students in total. UVA Today also shared stories this month about students voting to revise the honor system, a new all-inclusive orthopedic center, the domestic effects of the war in Ukraine, and more.



(Photo by Matt Riley, UVA Athletics)

TOP 5 MOST-CLICKED STORIES IN MARCH UVA THIS MONTH

UVA ACCEPTS 2,123 STUDENTS TO CLASS OF 2026 IN REGULAR DECISION ADMISSION CYCLE

DAYLIGHT SAVING TIME: PROS, CONS AND TIPS FROM UVA EXPERTS

FORMER HOO HELPED PAVE THE WAY FOR FEMALE SPORTS BROADCASTERS

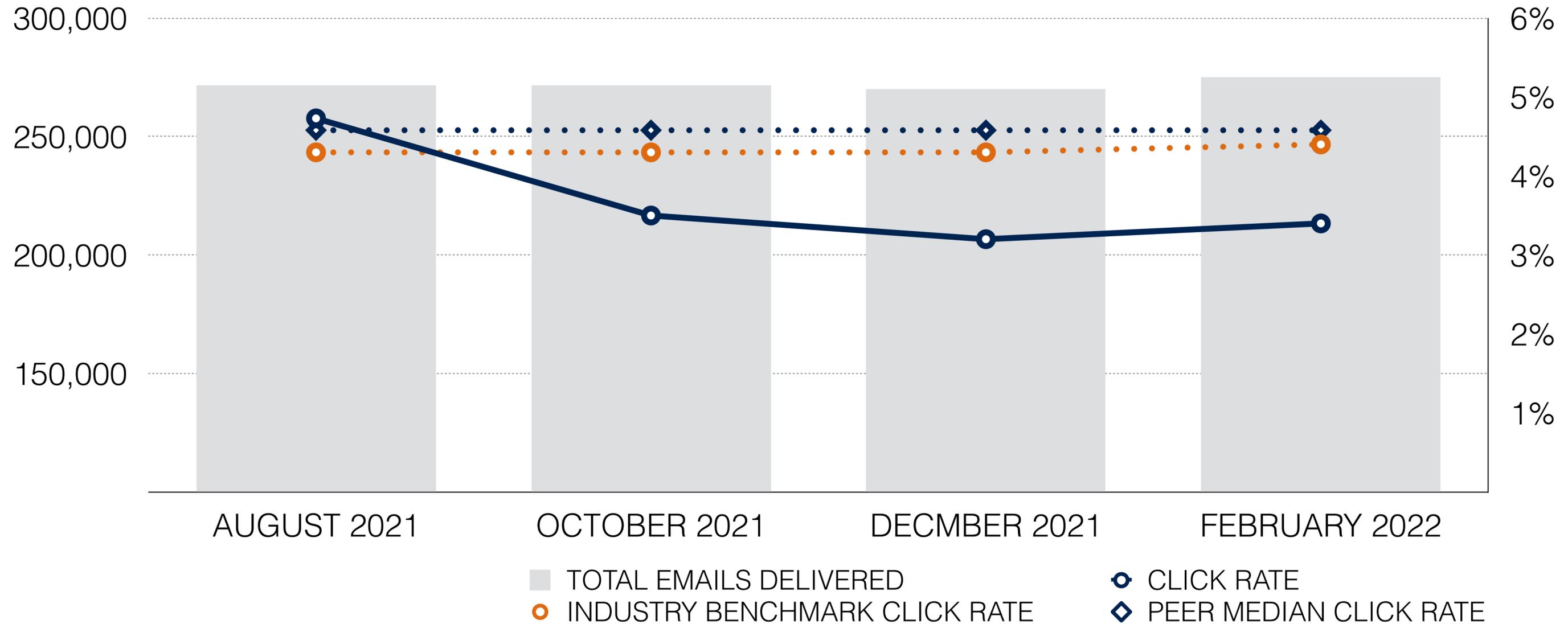
BOARD OF VISITORS, PRESIDENT RYAN AGREE ON THREE-YEAR CONTRACT EXTENSION

UVA HEALTH'S NEW ORTHOPEDIC CENTER ADDS MODERN CONVENIENCE TO BEST-CARE FOCUS

RESEARCH DIGEST

FY22 RESEARCH DIGEST PERFORMANCE

Click rate for FY22-Q3 improved upon FY22-Q2 performance and rose towards industry and peer benchmarks



Click rate is calculated by dividing unique clicks by emails delivered.
 Industry benchmarks from Campaign Monitor's 2021/2022 email marketing benchmarks.
 Peer benchmark from Simpson Scarborough peer study.

Source: Marketing Cloud
 Date Range: 8/1/21 - 2/28/22

FEBRUARY 2022 RESEARCH DIGEST

UNIVERSITY of VIRGINIA

UVAResearch
DIGEST

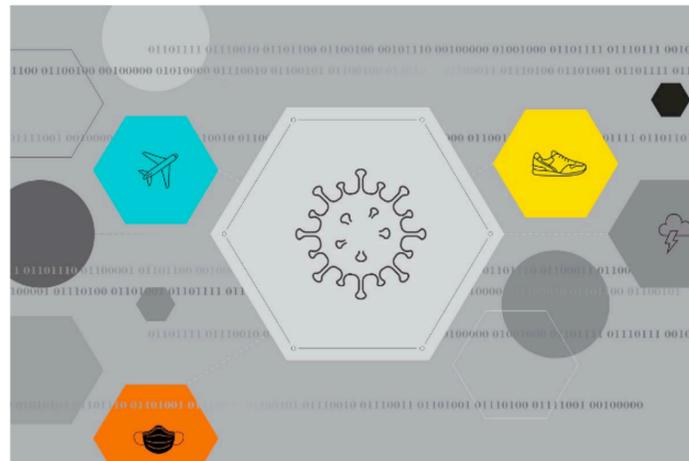
Editor's note: In December 2019, UVA researchers made a prescient presentation to the National Science Foundation about the increased risks of global pandemics. A month later, the team was awarded a prestigious \$10 million computer science grant from the NSF to model the spread of infectious diseases – just as a new, pneumonia-like virus was spreading in Wuhan, China.

Learn more about UVA's highly advanced computational models that are informing policymakers and saving lives in the COVID-19 pandemic in this edition of the UVA Research Digest.

Also in this issue: a math professor whose side gig yields big results for the UVA swimming and diving team, the truth about alcohol and cancer risks, and the benefits of a Montessori education.

Read on for UVA's latest top research stories, and don't forget to [subscribe to keep up](#) with future UVA discoveries.

Bold Predictions for a Brave New World



(Illustration by Meredith Michael Smith, University Communications)

Story by Christopher Tyree

RELEASED ON FEBRUARY 19, 2022
274,860 EMAILS DELIVERED

9,426 UNIQUE CLICKS

3.4% CLICK RATE

TOP 5 MOST-CLICKED STORIES IN FEBRUARY RESEARCH DIGEST

SPENDING JUST A FEW YEARS IN MONTESSORI EDUCATION PREDICTS WELL-BEING IN ADULTHOOD

FACULTY SPOTLIGHT: MATH PROFESSOR IS UVA SWIMMING'S SECRET WEAPON

LONG-TERM USE OF BLOOD PRESSURE DRUGS MAY CAUSE KIDNEY DAMAGE, STUDY SUGGESTS

BOLD PREDICTIONS FOR A BRAVE NEW WORLD

SHOULD ALCOHOL HAVE WARNING LABELS ABOUT CANCER RISK? MOST AMERICANS SAY 'YES'

Source: Marketing Cloud

THANK YOU