UVAToday Monthly Communications Summary

UNIVERSITY COMMUNICATIONS

December 2022

UNIVERSITY *of* VIRGINIA

Report Highlights

2.7MM cumulative pageviews have been achieved FYTD. This **exceeds** 2018, 2019, and 2022 cumulative pageviews for the same period (July - December). This is most likely due to a **spike** in pageviews resulting from stories covering the events surrounding November 14th. These stories account for **3 out of the top 5** highest viewed stories FYTD.
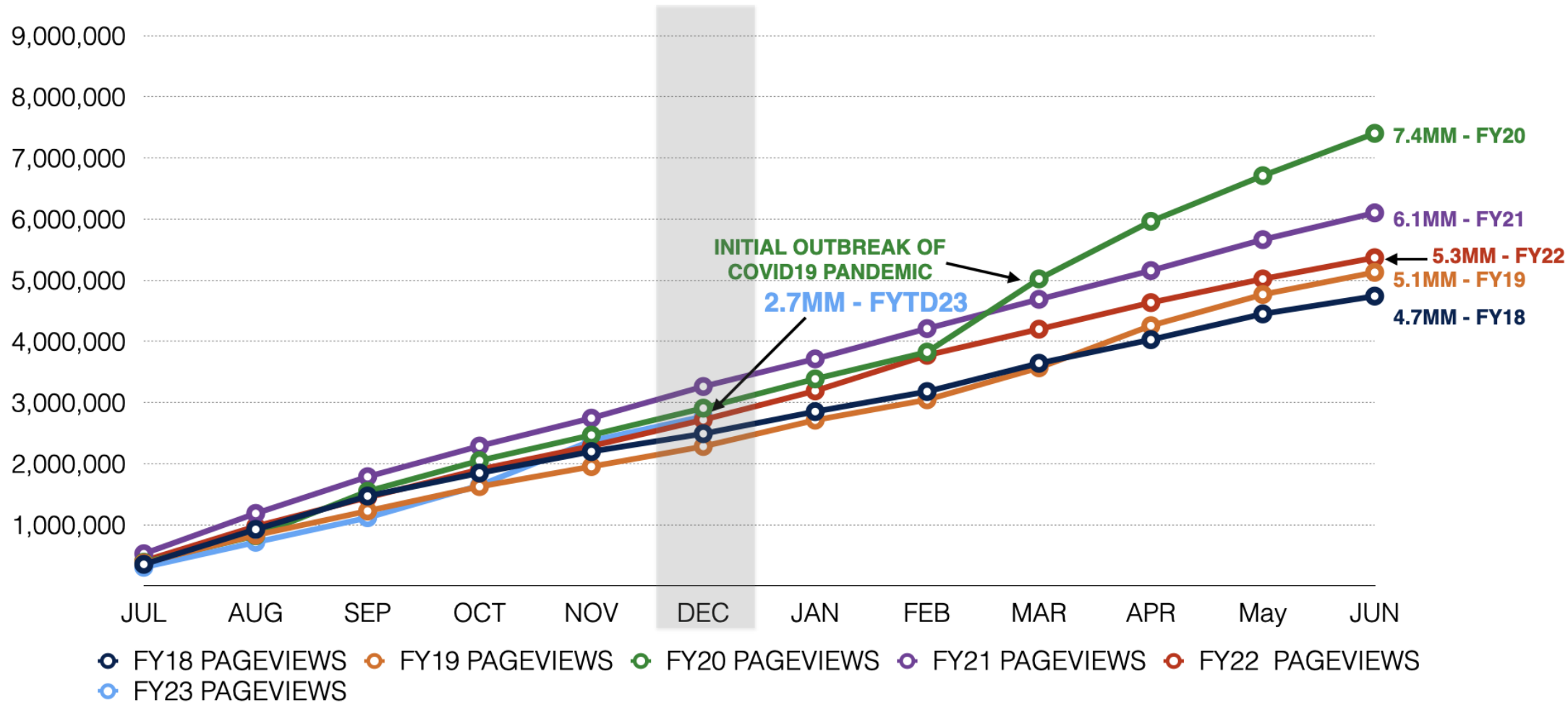
The annual holiday video, **"Season of Lights Illuminates Our Way Forward"** was the top performing UVAToday story in **December**, accumulating over **35K pageviews**.

The Daily Report average Click Rate was **4.29%** in December. This represents a return to **normal performance** from a spike seen in November.

For the **calendar year**, December 23, 2021 through December 21, 2022, total Daily Report **sends** increased by **24,915** subscribers.

UVA TODAY CUMULATIVE PAGEVIEWS: FY18 - FYTD23

The below graph shows FY18 through December of FY23 cumulative pageviews

INITIAL OUTBREAK OF COVID19 PANDEMIC

2.7MM - FYTD23

7.4MM - FY20
6.1MM - FY21
5.3MM - FY22
5.1MM - FY19
4.7MM - FY18

FY18 PAGEVIEWS   FY19 PAGEVIEWS   FY20 PAGEVIEWS   FY21 PAGEVIEWS   FY22 PAGEVIEWS
FY23 PAGEVIEWS

Source: Google Analytics
Date Range: 7/1/17 - 10/31/22

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Users	Sessions	Pageviews	Pages / Session	Avg. Time on Page	Bounce Rate
1.5M	**2.3M**	**2.8M**	**1.23**	**00:04:09**	**80.0%**
▲ 10.5%	▲ 4.1%	▲ 2.0%	▼ -2.0%	▲ 0.2%	▲ 5.5%

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.
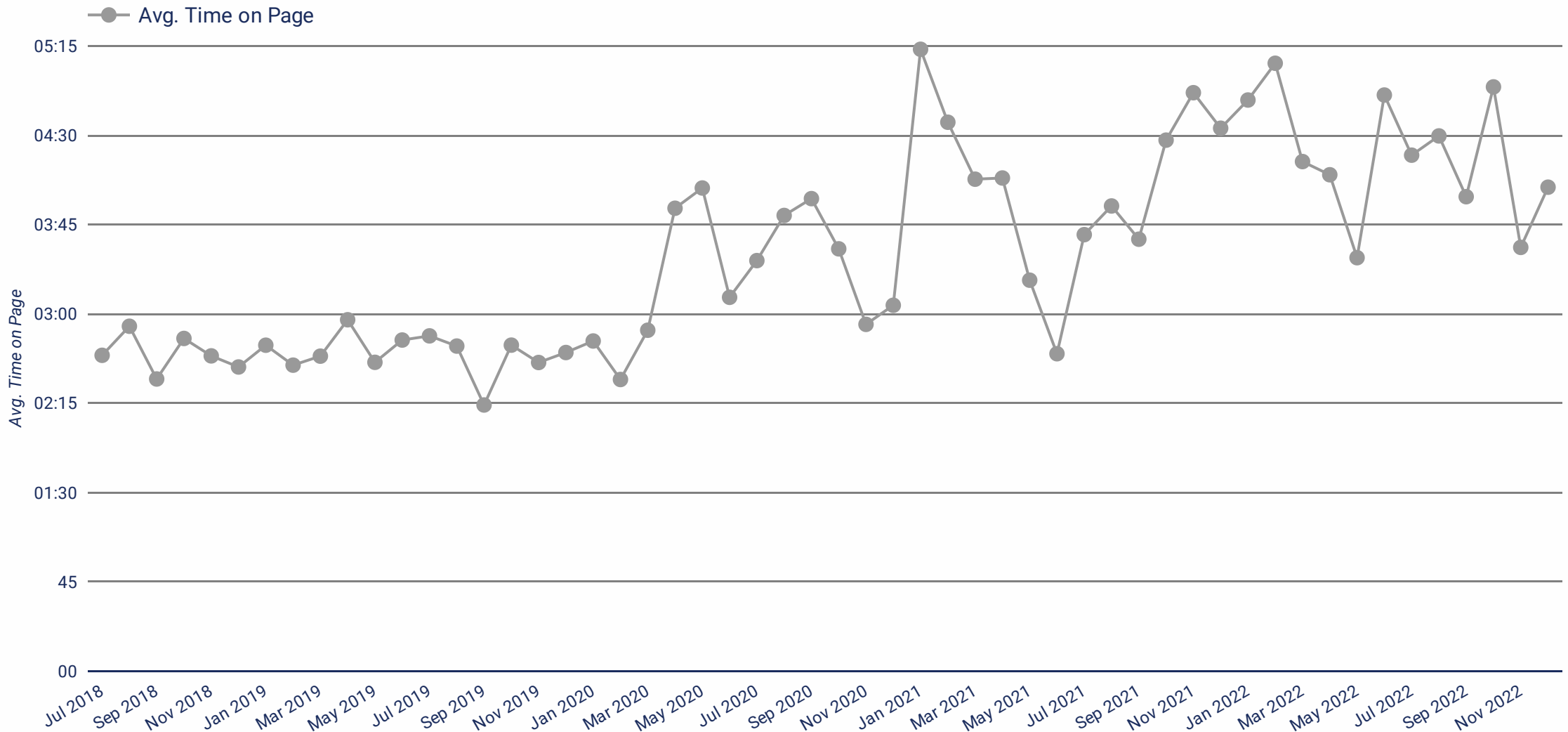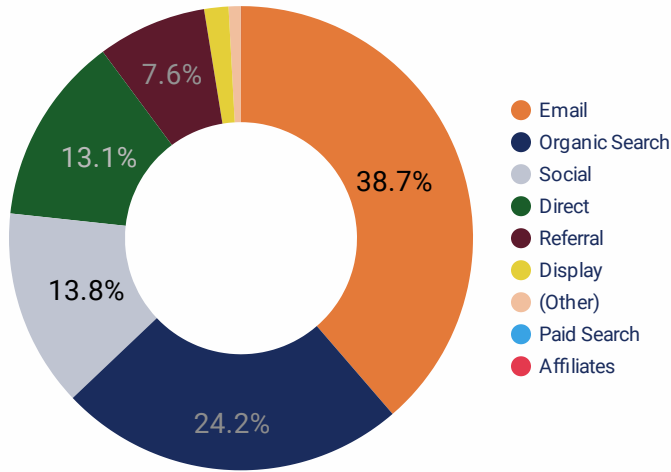
Source: Google Analytics

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	1.1M	-3.5% ⬇	73.53%	2.3% ⬆
2.	Organic Search	671.9K	-11.3% ⬇	82.85%	2.7% ⬆
3.	Social	382.2K	25.0% ⬆	86.16%	7.7% ⬆
4.	Direct	364.1K	9.4% ⬆	83.01%	7.5% ⬆
5.	Referral	210.7K	6.7% ⬆	78.45%	19.2% ⬆
6.	Display	46.9K	-	93.67%	-
7.	(Other)	23.7K	99.8% ⬆	88.27%	9.8% ⬆
8.	Paid Search	86	8,500.0% ⬆	93.75%	-6.3% ⬇
9.	Affiliates	38	-92.2% ⬇	54.17%	-0.6% ⬇

Social Network:
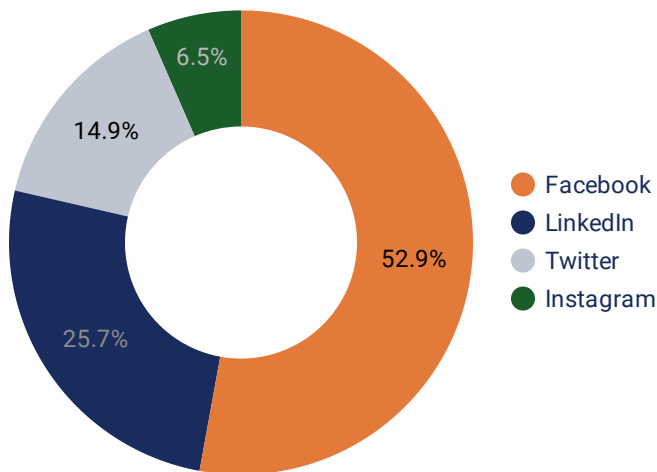
	Social Network	Pageviews ▾	% Δ	Bounce Rate	% Δ
1.	Facebook	94.2K	37.2% ⬆	86.92%	11.1% ⬆
2.	LinkedIn	45.9K	557.6% ⬆	87.76%	16.0% ⬆
3.	Twitter	26.5K	36.1% ⬆	86.92%	6.5% ⬆
4.	Instagram	11.7K	367.3% ⬆	78.63%	1.9% ⬆

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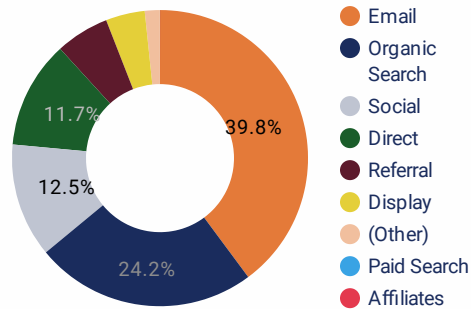|	Page Title	Pageviews ▾
1.	UVA Discovers Driver of High Blood Pressure	134.5K
2.	'Wonderful People': UVA Community Pays Tribute to Lost Student-Athletes	108.9K
3.	Suspect Arrested in Shooting Deaths of 3 UVA Football Players; 2 Others Wounded	71.4K
4.	Message from President Ryan Regarding Fatal Shooting on Grounds	55.2K
5.	To Be Great and Good in All We Do	49.7K
6.	UVA Advances to No. 3 Best Public in 2023 U.S. News & World Report Rankings	49.1K
7.	Season of Lights Illuminates Our Way Forward	UVA Today	35K
8.	Meet the New Cavalier on Horseback: She's Eager To 'Carry On a Legacy'	31.2K
9.	UVA Grieves Slain Football Players; Student Charged With Murder	30.5K
10.	'UVA Night at Winter Wander' Offers Free Admission to Boar's Head Resort Light Show	22.4K
11.	As Tony Bennett Closes in on UVA Wins Record, the Hollands Couldn't Be Happier	16.8K
12.	Saturday Memorial Service to Honor Students: Here Are Details	15.4K
13.	Laughter, Tears Fill Memorial for D'Sean Perry, Lavel Davis Jr., Devin Chandler	15.2K
14.	Very Special Lighting of the Lawn Will Unite the Community After Tragedy	15.2K
15.	With Early Decision Notifications, UVA Welcomes First Cohort of Class of 2027	14.7K
16.	Alumnus Captures Another Stunning Lawn Photo. This One Includes the Milky Way.	13.7K
17.	Moving Forward: How Should Parents Interact With Their Students Over Break?	13.7K
18.	Class of 2026 Is Most Diverse Group in History, Filled With Helpers and 'Nice People'	13.5K
19.	How a Single Email Changed a Life	13.1K
20.	'Teaching a Man to Fish' More Complicated Than It Sounds	UVA Today	13K

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

Dec 1, 2022 - Dec 31, 2022 ▾

Default Channel Grouping:

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

- ● Email — 39.8%
- ● Organic Search — 24.2%
- ● Social — 12.5%
- ● Direct — 11.7%
- ● Referral
- ● Display
- ● (Other)
- ● Paid Search
- ● Affiliates

Key Metrics:

Pageviews	Avg. Time on Page	Bounce Rate
398.1K	**00:04:03**	**80.1%**
▼ -7.4%	▼ -10.9%	▲ 6.8%

Default Channel Grouping	Pageviews ▾	% Δ	Bounce Rate	% Δ
1. Email	158.6K	-15.8% ▼	76.09%	8.1% ▲
2. Organic Search	96.2K	-18.1% ▼	82.36%	4.7% ▲
3. Social	49.6K	-5.6% ▼	78.28%	2.0% ▲
4. Direct	46.7K	4.8% ▲	85.41%	5.8% ▲
5. Referral	23.3K	-8.7% ▼	76.81%	3.5% ▲
6. Display	17K	-	92.52%	-
7. (Other)	6.5K	349.3% ▲	89.57%	6.2% ▲

Top 20 Performing Stories:

|	Page Title	Pageviews ▾
1.	Season of Lights Illuminates Our Way Forward	UVA Today	35K
2.	'UVA Night at Winter Wander' Offers Free Admission to Boar's Head Resort Light Show	22.4K
3.	As Tony Bennett Closes in on UVA Wins Record, the Hollands Couldn't Be Happier	16.8K
4.	With Early Decision Notifications, UVA Welcomes First Cohort of Class of 2027	14.7K
5.	To Be Great and Good in All We Do	12.4K
6.	When Titans Clashed: An Oral History of Sampson, Ewing's Epic 'Game of the Decade'	9K
7.	UVA Approves Posthumous Degrees for Davis Jr., Chandler, Perry	8.9K
8.	As Houston Looms, We Wonder: What Are the Most Memorable Games in JPJ History?	8.5K
9.	Mix of Solemnity and Joy Mark University's 21st Lighting of the Lawn	8.4K
10.	Mother's Antidepressant Use, Plus Infection, Linked to Neurodevelopmental Disorders	7.2K
11.	Balancing Class and the Clouds: UVA Student Is Also a Private Pilot	6.6K
12.	Her Story Is Fiction, But the Shenandoah National Park Context Remains All Too Real	6K
13.	In Memoriam: Life of Drama Professor To Be Honored Sunday	5.5K
14.	Multi-Million-Dollar Gift Creates Two Professorships for UVA's Center for Politics	5.1K
15.	Go-With-the-Flow Wind Turbine, Conceived by UVA Prof, Completes Successful Demo	4.1K
16.	Second Night Added for 'UVA Night at Winter Wander' at Boar's Head Resort	4.1K
17.	UVA Today's Photographers Unveil Their Favorite 2022 Images	4.1K
18.	UVA Expert Offers Insight, Advice About Dealing With Frustrations of Tinnitus	4.1K
19.	Virginia Attorney General Appoints Firm to Conduct Review Following Nov. 13 Tragedy	3.9K
20.	Brain May Have Tools To Treat Neurodegenerative Diseases Itself	3.6K

Social Network:

- ● Facebook — 60.5%
- ● Twitter — 19.9%
- ● Instagram — 11.2%
- ● LinkedIn — 8.4%
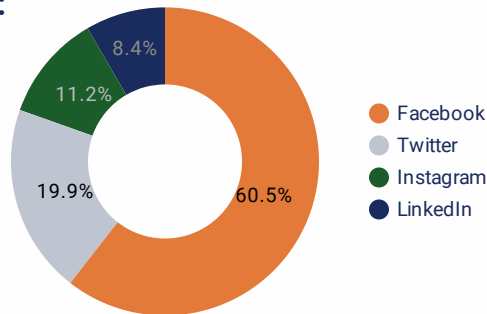
Social Network	Pageviews ▾	% Δ	Bounce Rate	% Δ
1. Facebook	12.8K	82.3% ▲	89.05%	19.3% ▲
2. Twitter	4.2K	71.5% ▲	87.65%	18.0% ▲
3. Instagram	2.4K	201.0% ▲	68.6%	3.3% ▲
4. LinkedIn	1.8K	34.1% ▲	82.58%	8.2% ▲

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YEAR TO DATE DAILY REPORT PERFORMANCE

The average Click Rate in December trends along industry and peer benchmarks. This marks a return to normal performance from a spike seen in November.
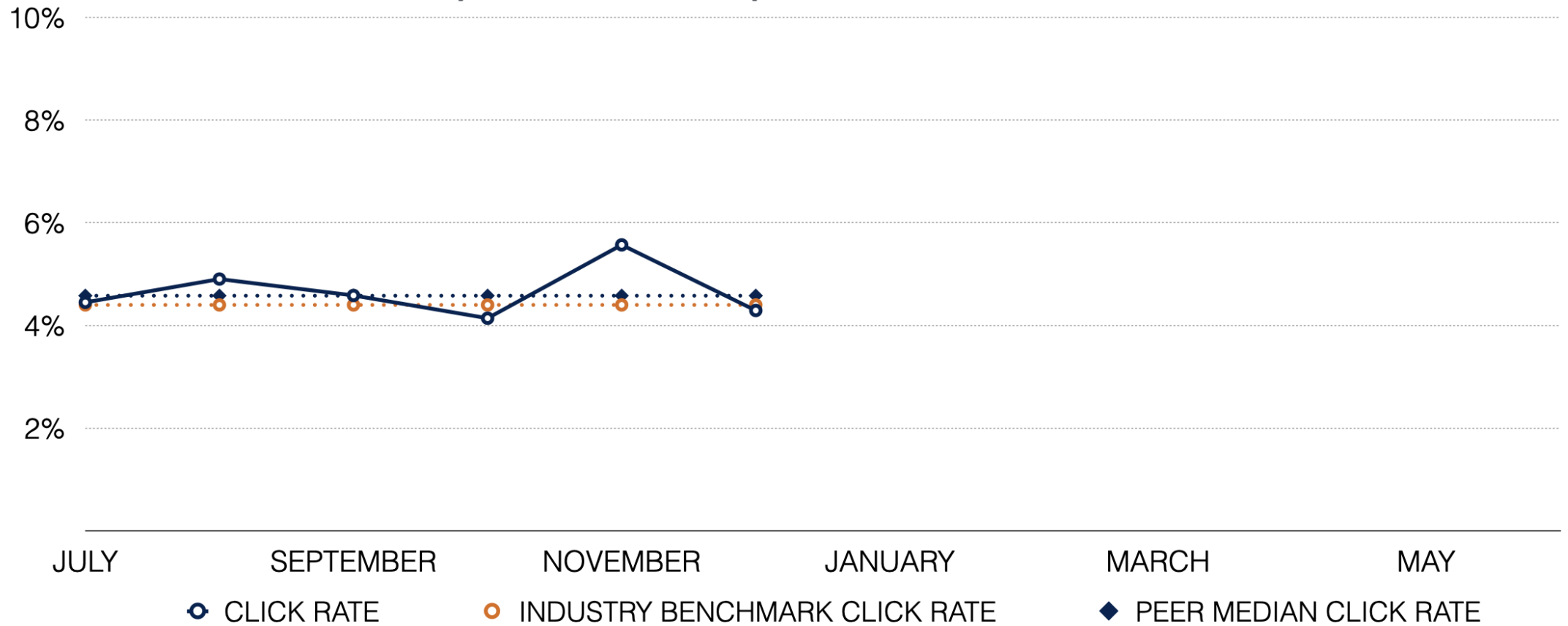
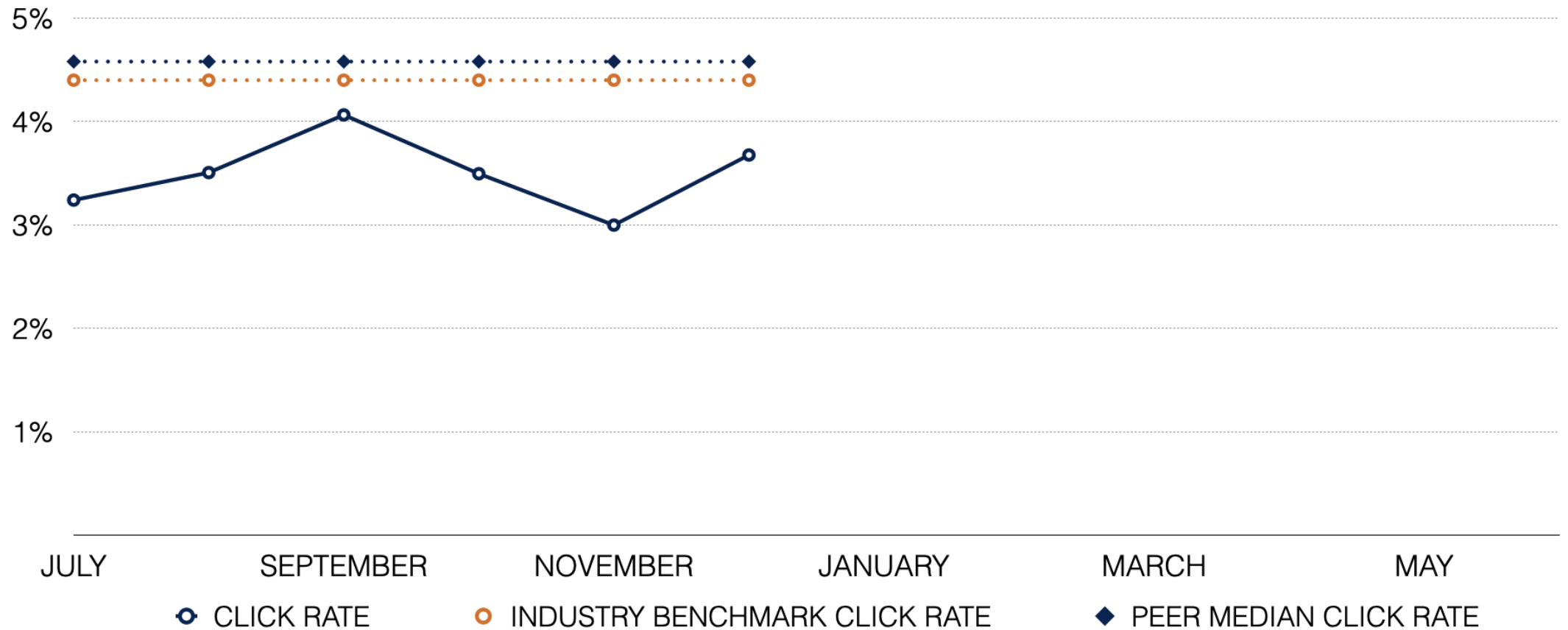○ CLICK RATE   ○ INDUSTRY BENCHMARK CLICK RATE   ◆ PEER MEDIAN CLICK RATE

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

Source: Marketing Cloud
Date Range: 7/1/22 - 10/31/22

YEAR TO DATE UVA THIS MONTH PERFORMANCE

December's UVA This Month received a higher Click Rate than November's monthly send.

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 - 10/31/22

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Thank You