

UVAToday Monthly Communications Summary

UNIVERSITY COMMUNICATIONS

March 2023

Report Highlights

4.1MM cumulative pageviews have been achieved FYTD. This **exceeds** 2018 and 2019 cumulative pageviews for the same period (July - March). FYTD, the accumulation of pageviews has been driven by the story, "**UVA Discovers Driver of High Blood Pressure**" and stories covering the events surrounding November 13th.

Stories covering the events surrounding November 13th account for **3 out of the top 5** highest viewed stories FYTD.

Articles on **Tina Fey, Liz Cheney, Dribbles & Data, Regular Decision** and **Anti-Aging Discovery** were the top five articles for pageviews in March.

UVA This Month achieved a click rate of **6.4%** in March, the highest CTR FYTD. Clicks were driven by **Regular Decision, Tina Fey** and **Liz Cheney** articles. These three articles account for **3 of the top 8** UVA This Month articles driving users to the website FYTD.

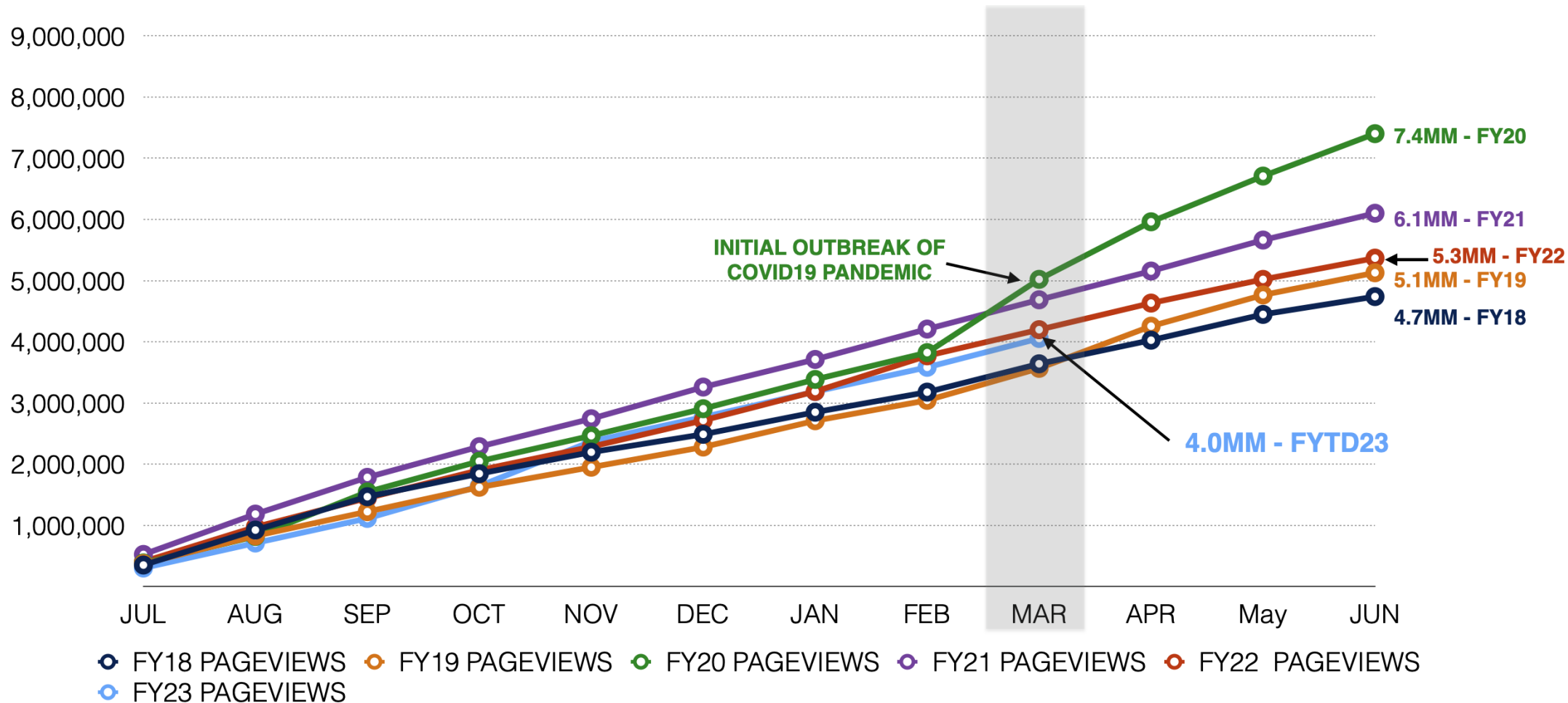
These three articles account for **nearly 10%** of all visitors to news.virginia.edu from UVA This Month. The top 10 articles are largely general interest/news or admissions related.

Daily Report click rates have returned to our average CTR of **4.0%**. 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** are primarily attributed to the **Great and Good campaign** and **Biotech announcement**.

UVA TODAY CUMULATIVE PAGEVIEWS: FY18 - FYTD23

The below graph shows FY18 through March of FY23 cumulative pageviews



Source: Google Analytics
Date Range: 7/1/17 - 3/31/23

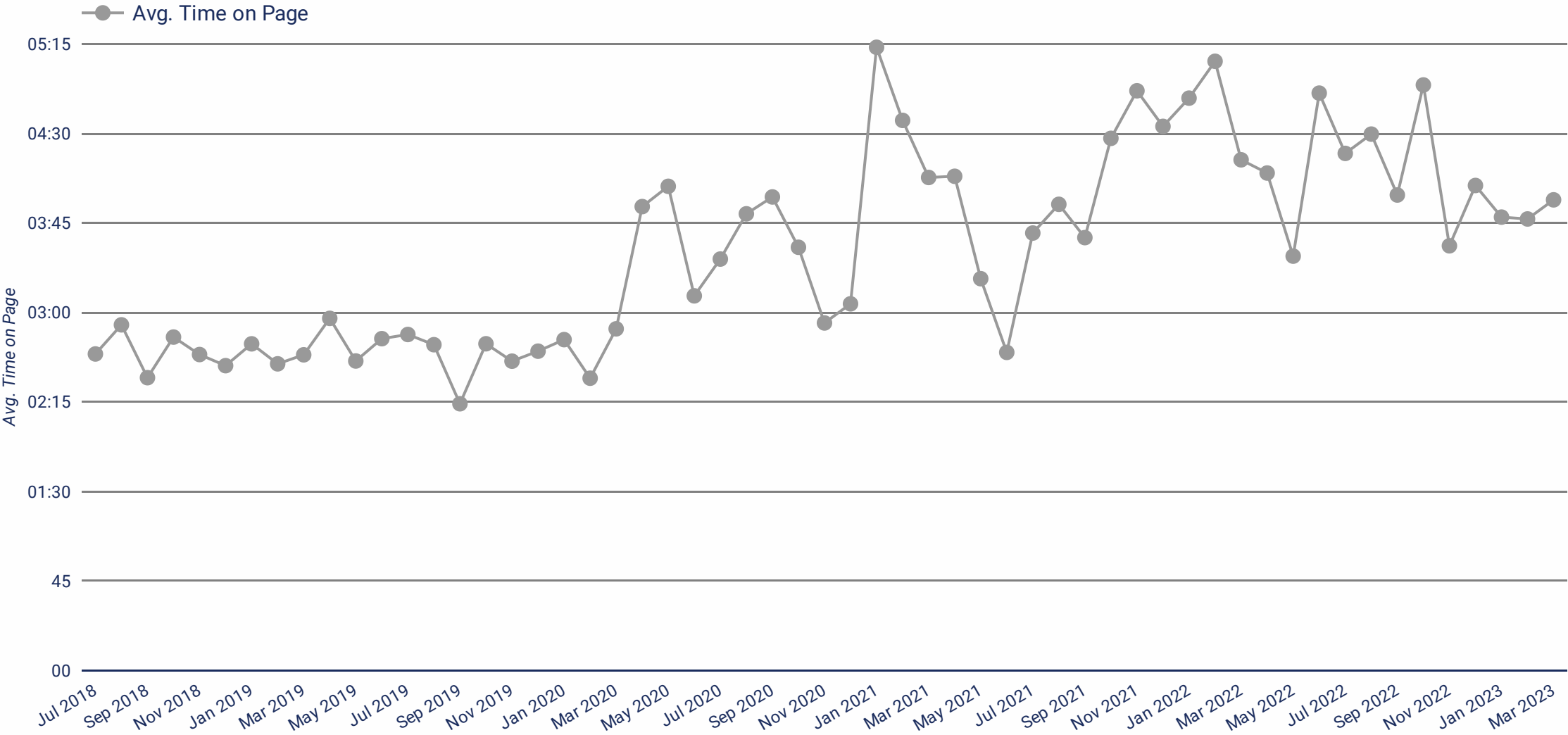
UVAToday FYTD Performance Summary (1 of 3): Key Metrics

Jul 1, 2022 - Mar 31, 2023

Users	Sessions	Pageviews	Pages / Session	Avg. Time on Page	Bounce Rate
2.2M	3.3M	4.1M	1.23	00:04:03	80.9%
↓ 0.0%	↓ -3.0%	↓ -3.4%	↓ -0.4%	↓ -6.4%	↑ 4.0%

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.

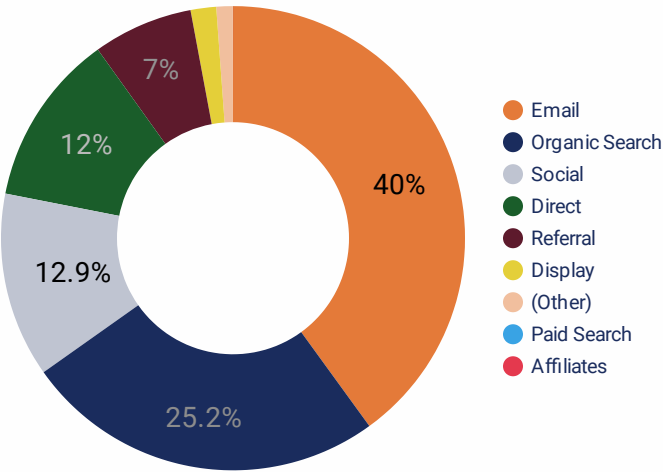


UVAToday FYTD Performance Summary (2 of 3): Sources of Traffic by Default Channel Grouping and Social Networks

Jul 1, 2022 - Mar 31, 2023

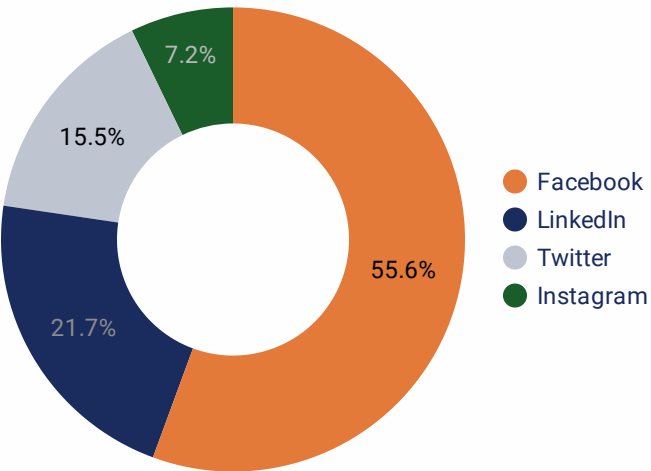
Data: All %s reflect a comparison of performance from the same period the year prior

Default Channel Grouping:



	Default Channel ...	Pageviews ▾	% Δ	Bounce Rate	% Δ
1.	Email	1.6M	0.3% ↑	75.01%	3.1% ↑
2.	Organic Search	1M	-22.2% ↓	83.77%	1.6% ↑
3.	Social	522.5K	9.9% ↑	86.97%	6.2% ↑
4.	Direct	487.3K	-1.4% ↓	83.88%	5.2% ↑
5.	Referral	282.4K	0.5% ↑	78.7%	12.9% ↑
6.	Display	72.3K	1,807,675.0...	93.3%	-
7.	(Other)	46.6K	214.2% ↑	88.32%	9.4% ↑
8.	Paid Search	182	18,100.0% ↑	93.49%	-6.5% ↓
9.	Affiliates	98	-90.2% ↓	60%	-3.0% ↓

Social Network:



	Social Network	Pageviews ▾	% Δ	Bounce Rate	% Δ
1.	Facebook	131.7K	-3.3% ↓	88.09%	7.6% ↑
2.	LinkedIn	51.5K	58.2% ↑	87.79%	3.0% ↑
3.	Twitter	36.7K	34.7% ↑	87.49%	6.2% ↑
4.	Instagram	17K	285.4% ↑	79.67%	1.1% ↑

	Page Title	Pageviews ▼
1.	UVA Discovers Driver of High Blood Pressure	134.8K 
2.	'Wonderful People': UVA Community Pays Tribute to Lost Student-Athletes	109.4K 
3.	Suspect Arrested in Shooting Deaths of 3 UVA Football Players; 2 Others Wounded	71.8K 
4.	UVA Advances to No. 3 Best Public in 2023 U.S. News & World Report Rankings	55.5K 
5.	Message from President Ryan Regarding Fatal Shooting on Grounds	55.4K 
6.	To Be Great and Good in All We Do	53K 
7.	UVA Leverages \$100 Million Gift To Launch Paul and Diane Manning Institute of Biotechnology To ...	50K 
8.	Season of Lights Illuminates Our Way Forward UVA Today	36.5K 
9.	Meet the New Cavalier on Horseback: She's Eager To 'Carry On a Legacy'	31.3K 
10.	UVA Grieves Slain Football Players; Student Charged With Murder	30.7K 
11.	Tina Fey Returning to UVA for President's Speaker Series for the Arts	24.3K 
12.	In a Historic Application Year, UVA Offers Entry to Nearly 6,000 in Early Action Cycle	23K 
13.	With Early Decision Notifications, UVA Welcomes First Cohort of Class of 2027	22.7K 
14.	You've Been Studying All Wrong. This Professor Can Help You 'Outsmart Your Brain'	22.5K 
15.	'UVA Night at Winter Wander' Offers Free Admission to Boar's Head Resort Light Show	22.5K 
16.	'Teaching a Man to Fish' More Complicated Than It Sounds UVA Today	19.7K 
17.	Liz Cheney to Serve as Professor of Practice at UVA Center for Politics	18.9K 
18.	As Tony Bennett Closes in on UVA Wins Record, the Hollands Couldn't Be Happier	18.2K 
19.	Why Did Poe Write, 'Quoth the Raven, Nevermore'? UVA Today	17.3K 
20.	UVA Grad's 15 Seconds of Fame on 'Saturday Night Live'	16.7K 

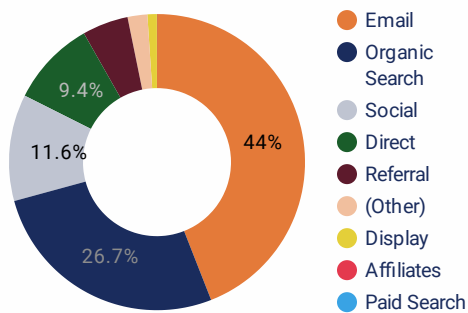
Note: Top stories by performance regardless of when the story itself was published

UVAToday Monthly Performance Summary

Mar 1, 2023 - Mar 31, 2023

Default Channel Grouping:

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



Key Metrics:

Pageviews
471.7K
↑ 10.5%

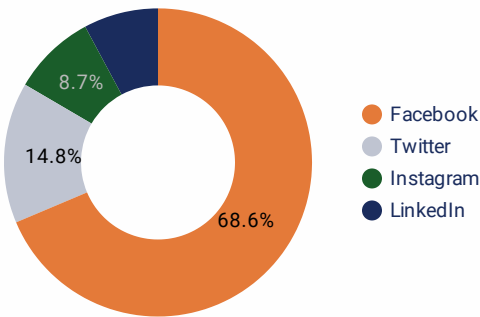
Avg. Time on Page
00:03:56
↓ -7.8%

Bounce Rate
82.3%
↑ 1.6%

Top 20 Performing Stories:

	Page Title	Pageviews
1.	Tina Fey Returning to UVA for President’s Speaker Series for the Arts	24.3K
2.	Liz Cheney to Serve as Professor of Practice at UVA Center for Politics	18.9K
3.	In Regular Decision Action, UVA Offers 2,182 More People Entry to the Class of 2027	16.7K
4.	The Vander Gals: The Story Behind the Mustached Members of UVA’s Student Section	16K
5.	Dribbles and Data: How UVA Leverages Science To Build Better Basketball Players	15.5K
6.	UVA Anti-Aging Discovery Could Extend Lifespan	13.8K
7.	‘The Perfect Embodiment’ of UVA’s Program: How Anna Williamson Personifies Hope	8.4K
8.	47 Seconds and a Lifelong Memory: Chase Coleman Relishes Senior Day Moment	6.9K
9.	UVA Leverages \$100 Million Gift To Launch Paul and Diane Manning Institute of Biotechnolog...	6.6K
10.	The Bigger Picture: Silly Walk, Serious Talk	6.6K
11.	What Motivates an Olympic Medalist Once They Return to College? These Hoos Know	6.4K
12.	Faculty Spotlight: To Learn Grace Under Pressure, Study Dr. Taison Bell, Master of Flow	6.1K
13.	No Lunch Plans Thursday? Watch the Wahoos Face Furman in March Madness	5.6K
14.	Honor Vote Restores Expulsion Option in New Multi-Sanction System	5.4K
15.	Q&A: Seth Greenberg Looks Back at Time With Terry Holland and Ahead to UVA’s Tournament ...	5.2K
16.	UVA Board Approves Site Plan for Manning Institute of Biotechnology	5.1K
17.	UVA, Charlottesville, Albemarle Collaborate To Address Gun Violence Trends	5.1K
18.	The Bigger Picture: Our Magnificent Magnolia	4.6K
19.	UVA Advances to No. 3 Best Public in 2023 U.S. News & World Report Rankings	4.5K
20.	Rising MLB Star Learned A ‘Lifetime’s Worth of Stuff’ During Abbreviated UVA Career	4.4K

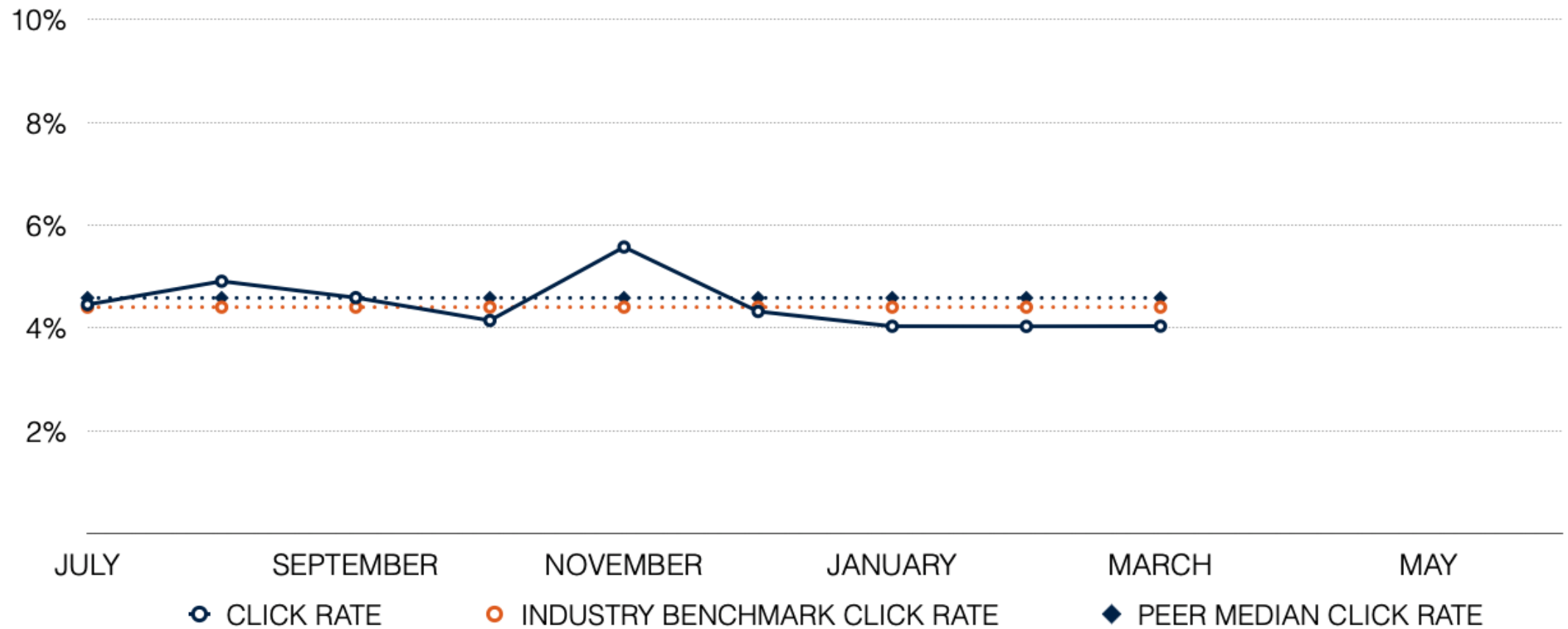
Social Network:



	Social Network	Pageviews	% Δ	Bounce Rate	% Δ
1.	Facebook	17.5K	-35.5% ↓	91.61%	5.8% ↑
2.	Twitter	3.8K	48.7% ↑	91.28%	5.0% ↑
3.	Instagram	2.2K	345.4% ↑	83.19%	-3.3% ↓
4.	LinkedIn	2K	-80.9% ↓	87.32%	-2.0% ↓

YEAR TO DATE DAILY REPORT PERFORMANCE

Click rates in calendar year 2023 have returned to UVA's average CTR of 4.0%

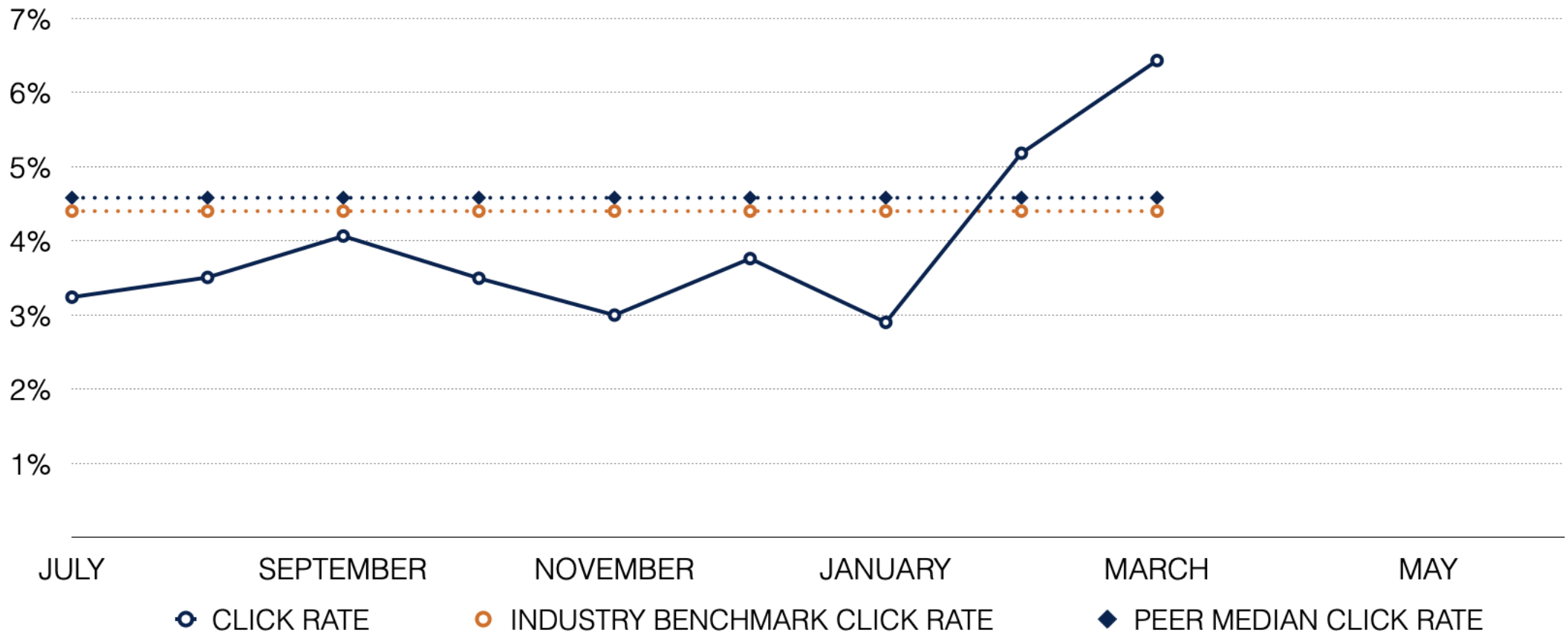


Click rate is calculated by dividing unique clicks by emails delivered
Industry benchmarks from Campaign Monitor's 2022 email marketing benchmarks
Peer benchmark from Simpson Scarborough peer study

Source: Marketing Cloud
Date Range: 7/1/22 - 3/31/23

YEAR TO DATE UVA THIS MONTH PERFORMANCE

March's CTR of 6.4% was driven by Class of 2027 offers (20.4% of all clicks), Tina Fey (19.8%) and Liz Cheney (14.2%)

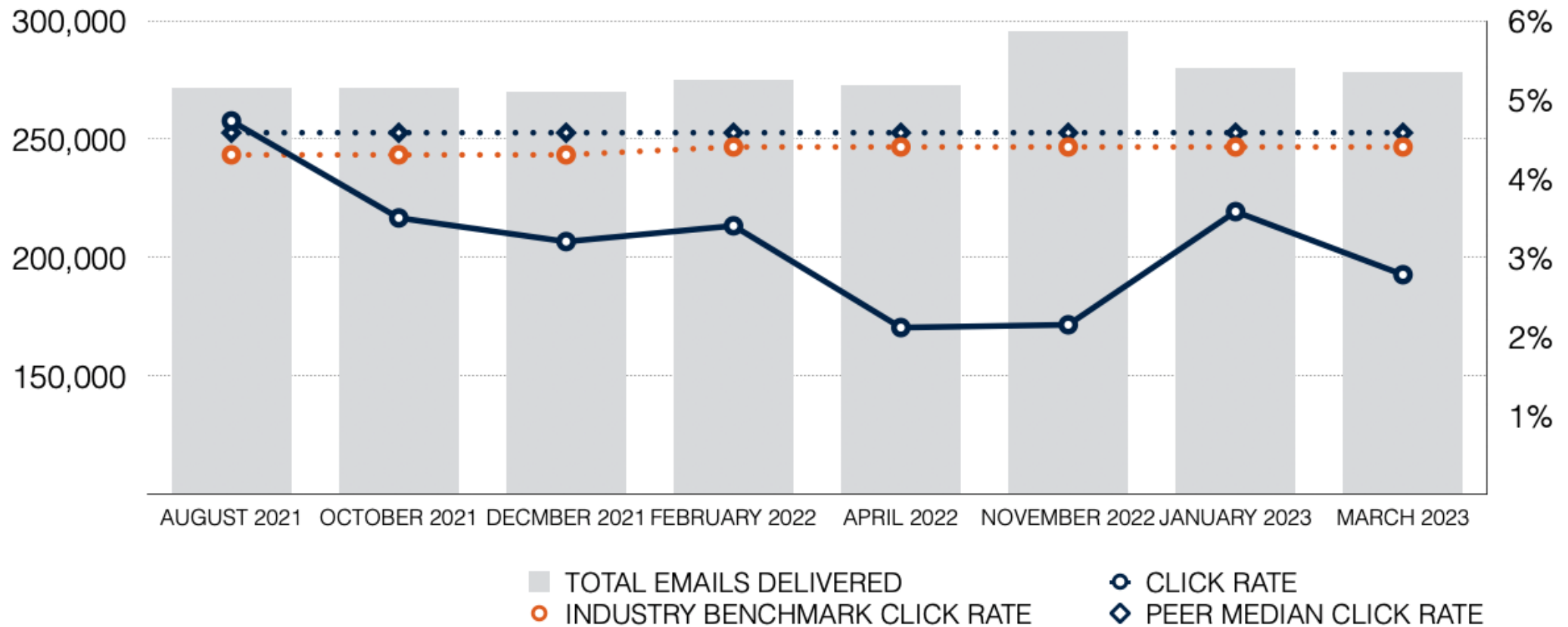


Click rate is calculated by dividing unique clicks by emails delivered
Industry benchmarks from Campaign Monitor's 2022 email marketing benchmarks
Peer benchmark from Simpson Scarborough peer study

Source: Marketing Cloud
Date Range: 7/1/22 - 3/31/23

RESEARCH DIGEST PERFORMANCE

Emails delivered remain elevated from April 2022; March click rate is above April and November 2022.



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: 8/1/21 - 3/31/23

Thank You