

# UVA THIS MONTH

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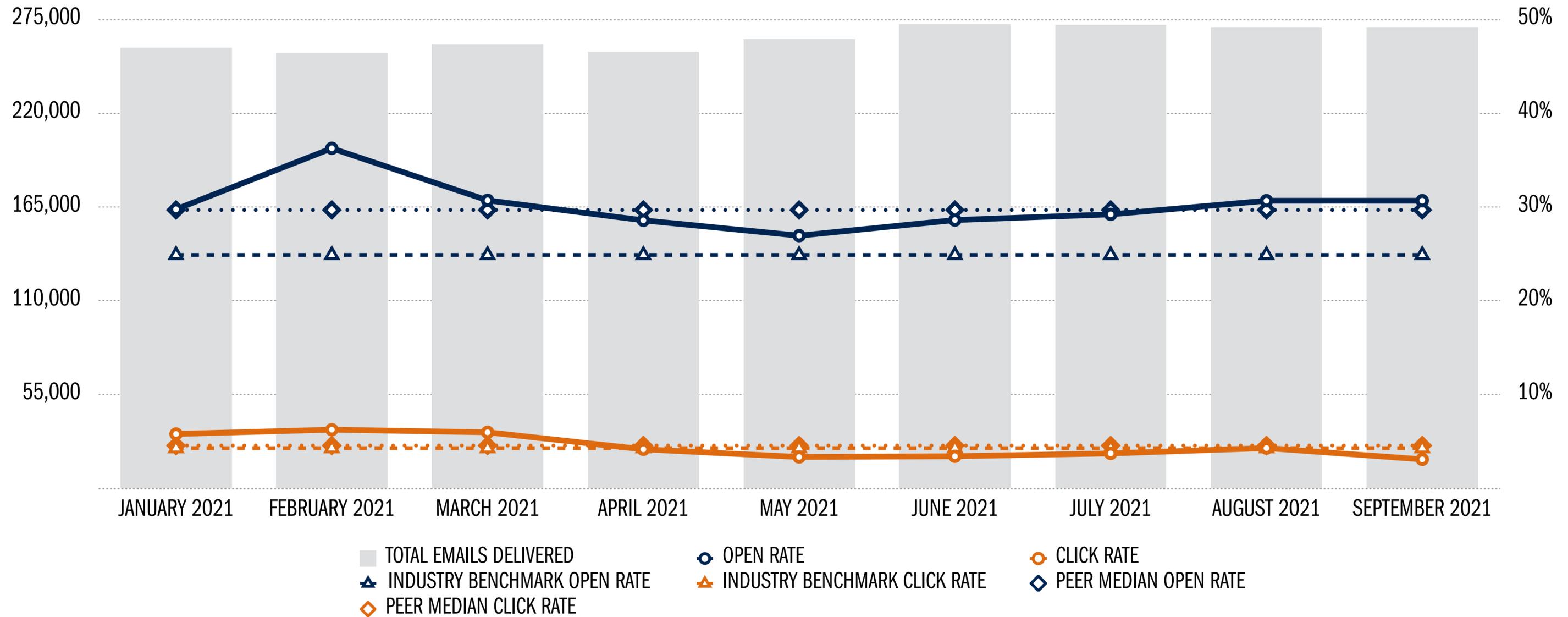
**UNIVERSITY COMMUNICATIONS**

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**JULY-SEPTEMBER 2021**

# YEAR TO DATE UVA THIS MONTH PERFORMANCE

*From July to September, both open and click rates stayed consistent and competitive with peers.*



Click rate is calculated by dividing unique clicks by emails delivered.  
 Industry benchmarks from Campaign Monitor's 2021 Benchmarks (reflecting data for 1/1/20 - 12/31/20).  
 Peer benchmarks from Simpson Scarborough peer study.

SOURCE: Marketing Cloud

**JULY**

# EXECUTIVE SUMMARY

The July 2021 edition of UVA This month was sent on Saturday, July 31. It featured stories about Hoos in the Olympics, construction on Grounds, and tips for new students.

UNIVERSITY of VIRGINIA

## UVA This Month

*Editor's note: Though July is a quieter month on Grounds, UVA students, faculty and staff have kept busy, working and learning while also preparing for the fall. Below, learn more about what students are up to this summer (including an impressive number of UVA Olympians), check out the latest construction on Grounds and catch up with former chemistry professor Thomas Crowell, who celebrated his 100th birthday this month.*



Performance remained consistent from June to July, indicating sustained engagement from readers even throughout the summer, which is typically a slower time of year.

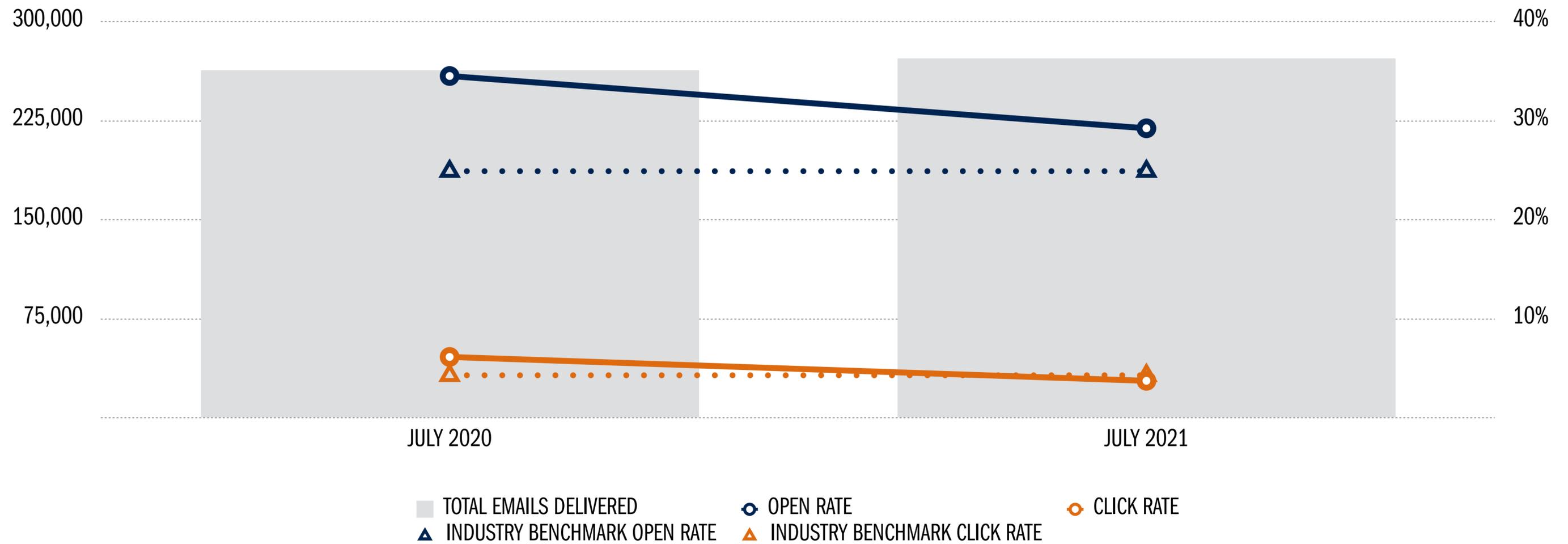


Following recent trends, we continued to see a wide variety of stories earning significant click volume this month, with no story earning more than 18% percent of total clicks.

**Key Takeaway:** This is a positive sign that readers are interested in a wide range of topics, and that we don't need to rely on one "high performing" story to drive clicks each month - instead, we can allow a wide range of stories to work together to give readers content that they are interested in.

# YEAR OVER YEAR UVA THIS MONTH PERFORMANCE

*Year over year, open and click rates softened, but still remain above/around industry averages*



\* Click rate is calculated by dividing unique clicks by emails delivered.  
Industry benchmarks from Campaign Monitor's 2021 Benchmarks (reflecting data for 1/1/20 - 12/31/20).

SOURCE: Marketing Cloud

# STORY PERFORMANCE IN JULY 2021 UVA THIS MONTH

Below are the top 5 stories by total click volume in the July UVA This Month. The pie chart reflects all stories that made up over 5% of total email clicks. "Other" includes all other stories and links within the email.

## TOP 5 MOST-CLICKED STORIES IN JULY UVA THIS MONTH

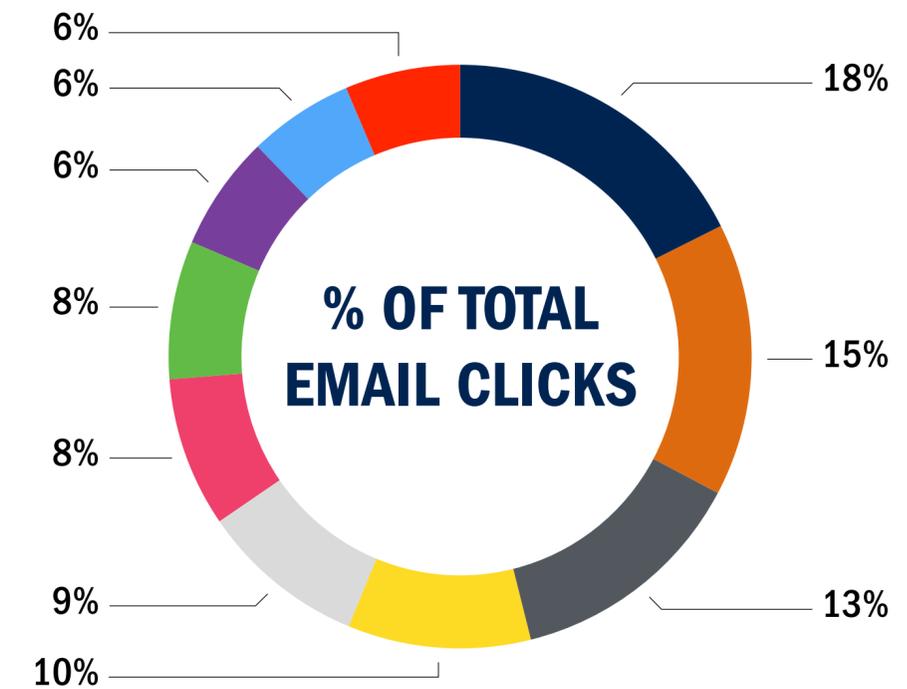
WHAT'S HAPPENING AT THE CORNER OF EMMET STREET AND IVY ROAD?

BREAKTHROUGH RESEARCH SHOWS SOME BEHAVIORAL TRAITS EMERGE AT BIRTH

MEET 'TEAM UVA': THESE HOOS ARE HEADED TO THE OLYMPICS

HIGH VACCINATION RATES AMONG STUDENTS, STAFF SET UP MORE NORMAL FALL

THOMAS CROWELL STARTS A NEW CENTURY

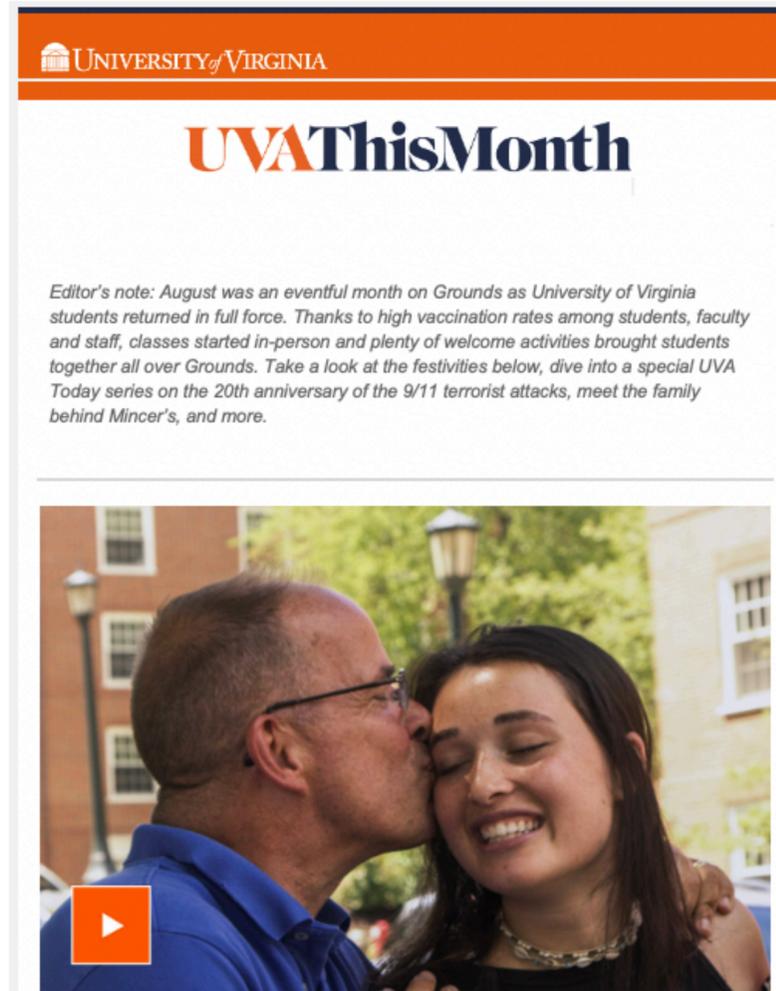


- WHAT'S HAPPENING AT THE CORNER OF EMMET STREET AND IVY ROAD?
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- MEET 'TEAM UVA': THESE HOOS ARE HEADED TO THE OLYMPICS
- HIGH VACCINATION RATES AMONG STUDENTS, STAFF SET UP MORE NORMAL FALL
- THOMAS CROWELL STARTS A NEW CENTURY
- UVA ATHLETES CONTINUE TO RACK UP OLYMPIC MEDALS IN TOKYO
- Q&A: RICHARD BONNIE DISCUSSES VIRGINIA'S NEW MARIJUANA LAWS, TAKING EFFECT THURSDAY
- HEY, NEW STUDENTS: TAKE THESE TIPS FROM THE PROS - UVA'S ORIENTATION LEADERS
- ON THE FRONT LINES: VOICES FROM THE COVID UNIT
- OTHER

SOURCE: Marketing Cloud

**AUGUST**

# EXECUTIVE SUMMARY



The August 2021 edition of UVA This month was sent on Saturday, August 28. It featured stories and videos about students returning to Grounds for the fall semester, the 9/11 series, and a story about Mincer's.



From July to August, open and click rates improved month over month. Year over year, open rates softened slightly while click rate remained constant. Both open and click rates are above or on par with industry averages.

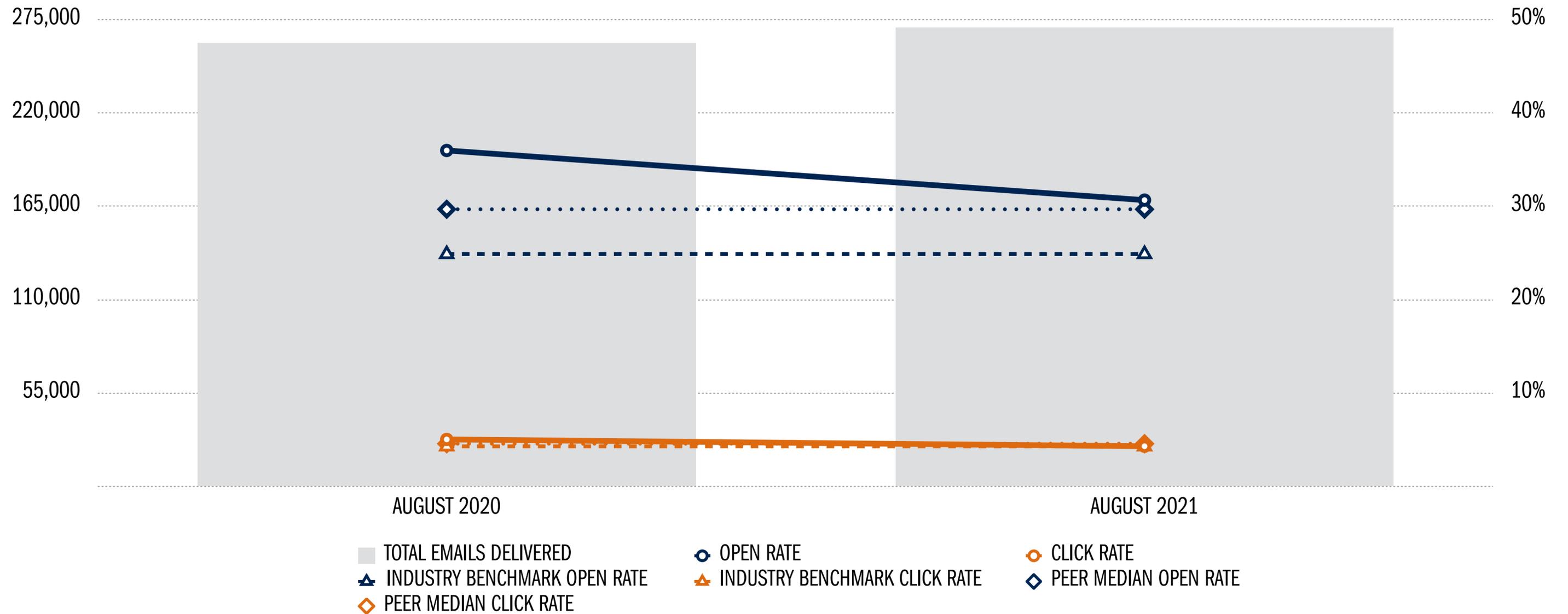
The most clicked story in this edition of UVA This Month was the very last story in the email, about Mincer's. The second most-clicked story was the Remembering 9/11 series. Both of these stories were formatted in similar content blocks, with large images and preview text of the stories themselves.



**Key Takeaway:** Given that both of these stories were similar in format, this may suggest that this particular content block/format is a top performer. This format gives readers a strong visual and a preview into the story content, so we may consider placing any high priority stories in this content block moving forward for optimal performance.

# YEAR OVER YEAR UVA THIS MONTH PERFORMANCE

*Year over year, open and click rates softened, but still remain above/around industry averages*



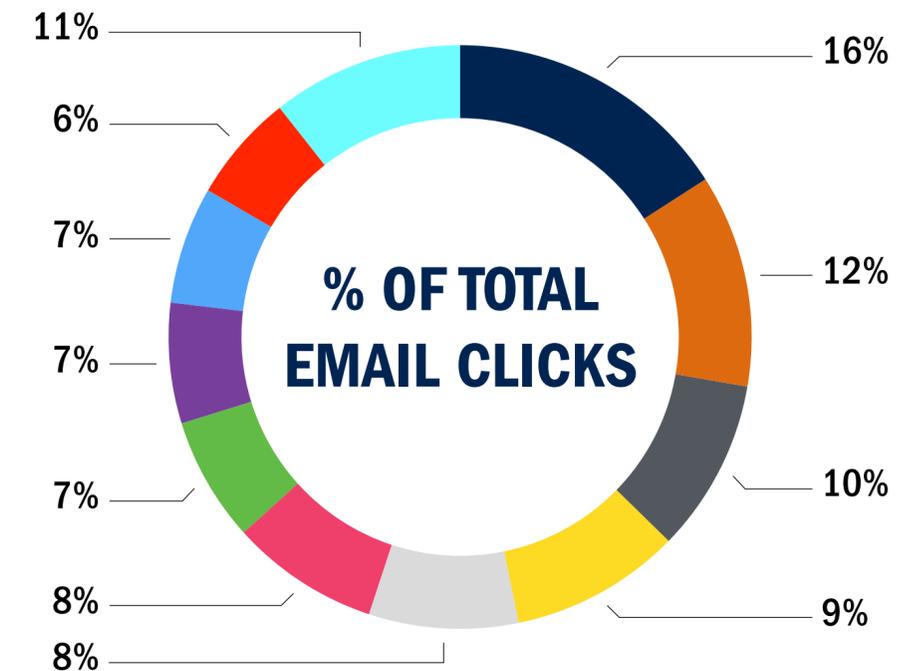
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 Industry benchmarks from Campaign Monitor's 2021 Benchmarks (reflecting data for 1/1/20 - 12/31/20).  
 Peer benchmarks from Simpson Scarborough peer study, reflecting median performance across all peer emails (up to 4 email products)

SOURCE: Marketing Cloud

# STORY PERFORMANCE IN AUGUST 2021 UVA THIS MONTH

Below are the top 5 stories by total click volume in the August UVA This Month. The pie chart reflects all stories that made up over 5% of total email clicks. "Other" includes all other stories and links within the email.

TOP 5 MOST-CLICKED STORIES IN AUGUST UVA THIS MONTH
JUST DOING IT: FOUR GENERATIONS LATER, MINCER'S STILL A COMMUNITY STAPLE
REMEMBERING 9/11
PHOTOS: BACK TOGETHER, BACK IN CLASS
AS DELTA SPREADS, PROFESSOR MAKES 7 VACCINE MANDATE PREDICTIONS
UVA CLINICAL PSYCHOLOGIST OFFERS 6 TIPS FOR PARENTS OF NEW COLLEGE STUDENTS



- JUST DOING IT: FOUR GENERATIONS LATER, MINCER'S STILL A COMMUNITY STAPLE
- REMEMBERING 9/11
- PHOTOS: BACK TOGETHER, BACK IN CLASS
- AS DELTA SPREADS, PROFESSOR MAKES 7 VACCINE MANDATE PREDICTIONS
- UVA CLINICAL PSYCHOLOGIST OFFERS 6 TIPS FOR PARENTS OF NEW COLLEGE STUDENTS
- UVA MOVE-IN CLASS OF 2025: STUDENTS, FAMILIES REFLECT
- LOVE & BASKETBALL: MEMORY OF ALUMNUS WHO DIED IN 9/11 LIVES ON THROUGH SCHOLARSHIP
- Q&A: BILL PETRI ON CURRENT RESEARCH, FINDINGS, POTENTIAL EFFECTS OF NEW DELTA VARIANT
- PUPS PAWING AROUND GROUNDS
- UVA'S TIMOTHY J. HEAPHY NAMED TOP INVESTIGATOR FOR SELECT COMMITTEE ON JAN. 6 CAPITOL ATTACK
- OTHER

SOURCE: Marketing Cloud

**SEPTEMBER**

## SEPTEMBER 2021 UVA THIS MONTH

UNIVERSITY of VIRGINIA

### UVA This Month

*Editor's Note: Fall semester at the University of Virginia finally felt completely in gear by early September. Students and faculty returned to class. Fans returned to Scott Stadium. And the steady hum of activity helped generate a new sense of community and purpose across Grounds. Read about our student chess champion, a new center to support veterans, and about research that promises to improve lives. It's all part of fall at UVA.*



(Photo illustration by Ziniu Chen, University Communications)

#### FIRST, READ THIS

- Students arrived on Grounds with enthusiasm, anticipation and energy. **Meet a few of the newest Hoos** and learn what they're most excited about as their college journeys begin.

The September 2021 edition of UVA This month was sent on Saturday, September 25th. It featured stories about new students, a student chess champion, a new center to support veterans, and the science on remembering names.



From August to September, open and click rates stayed very consistent with the click rate going down just slightly. Year over year, open rates softened slightly while click rate remained constant. Both open and click rates are above or on par with industry averages.



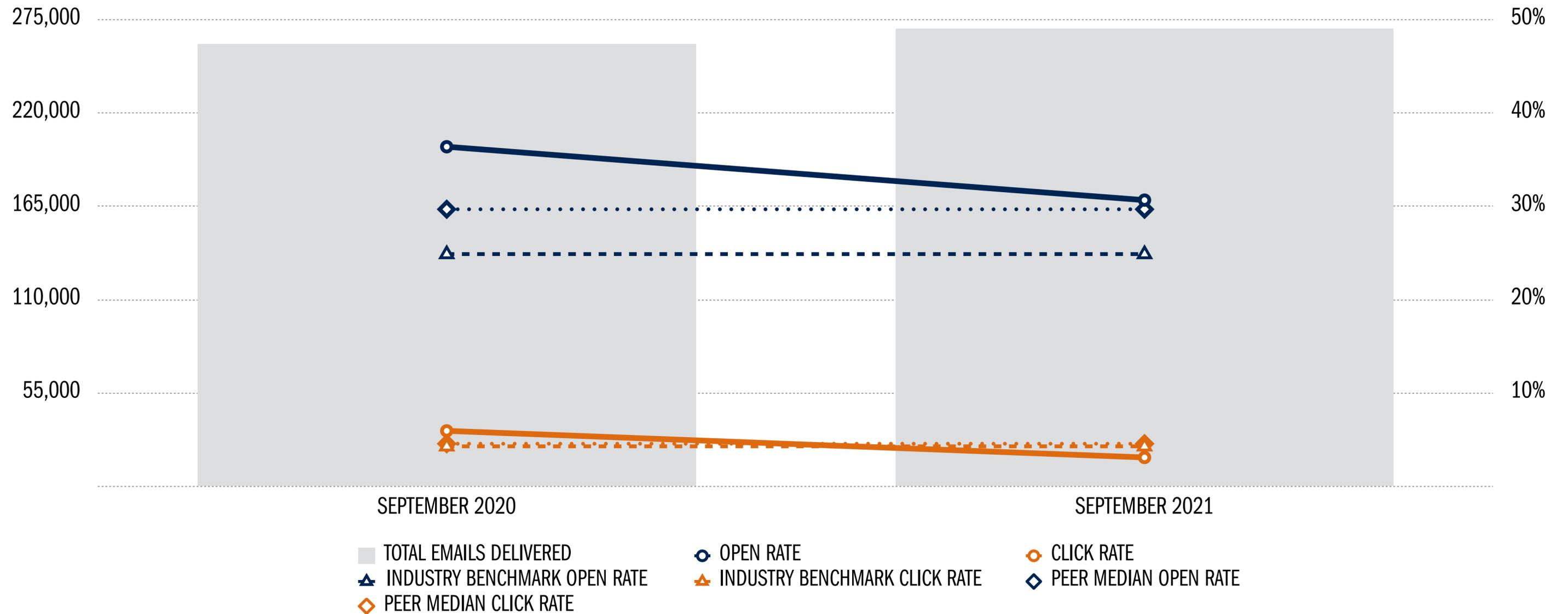
The most clicked story in this edition of UVA This Month was the story about the science of remembering names. The second most-clicked story was the student chess champion. The story about remembering names was in a smaller content block with a photo. The story about names was directly under the chess story which had a larger content block with a larger photo.

**Key Takeaway:** The fact that the two most clicked stories were right next to each other in the email may indicate a relationship. If individuals were initially drawn to the chess story and related photography, they may have seen the story headline underneath for the names story and clicked there instead. Placing content that may be overlooked near a larger featured story may be a way to help get it more attention. However, the headline for the names story was also very enticing and that alone may have motivated readers to click, totally independent of its placement.

**SOURCE:** Marketing Cloud

# YEAR OVER YEAR UVA THIS MONTH PERFORMANCE

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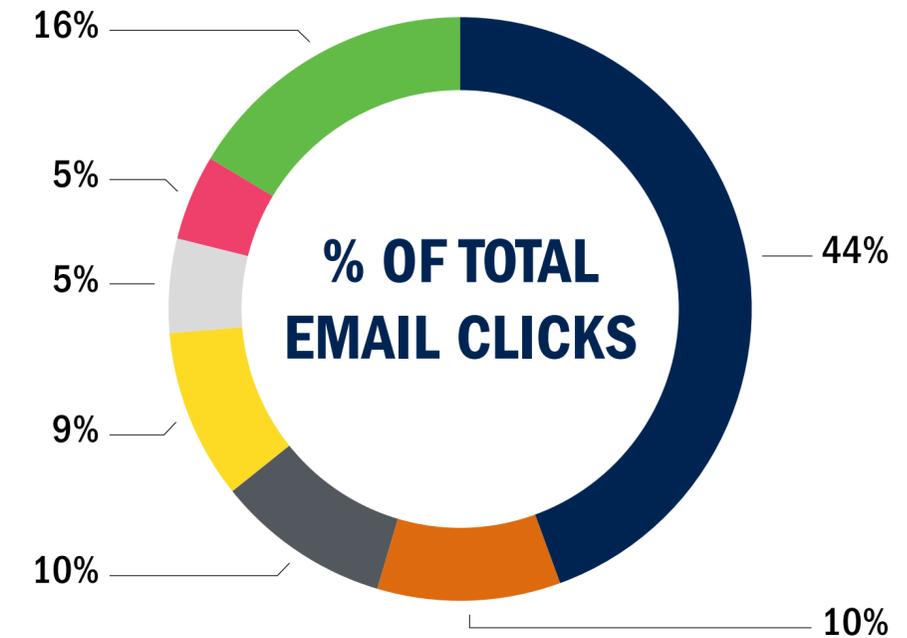
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SOURCE: Marketing Cloud

# STORY PERFORMANCE IN SEPTEMBER 2021 UVA THIS MONTH

Below are the top 5 stories by total click volume in the September UVA This Month. The pie chart reflects all stories that made up over 5% of total email clicks. "Other" includes all other stories and links within the email.

TOP 5 MOST-CLICKED STORIES IN SEPTEMBER UVA THIS MONTH
MOST OF US FORGET PEOPLE'S NAMES. HERE'S A WAY TO CHANGE THAT.
UVA FIRST-YEAR STUDENT TAKES DOWN GRANDMASTER-ELECT TO WIN STATE CHESS TITLE
A NEW HOME FOR THE ARTS AT UVA: \$50 MILLION GIFT SETS STAGE FOR PERFORMING ARTS CENTER
MEET A FEW OF THE NEWEST HOOS
JUST ASK U.S. NEWS.



- Most of Us Forget People's Names. Here's a Way to Change That.
- UVA First-Year Student Takes Down Grandmaster-Elect to Win State Chess Title
- A New Home for the Arts at UVA: \$50M Gift Sets Stage for Performing Arts Center
- Meet a Few of the Newest Hoos
- Just ask U.S. News.
- New Veteran Students Center
- Other

SOURCE: Marketing Cloud