UVAToday Monthly Communications Summary

UNIVERSITY COMMUNICATIONS

August 2023

UNIVERSITY *of* VIRGINIA

Report Highlights

825K cumulative pageviews have been achieved FYTD. This **exceeds** pageviews for FY20 and FY23 for the same period (August).

10-Year-Old Wunderkind was the most viewed story in August, followed by **Rhoback Collection**, **If I'd Only Known**, and **Birddogs Collection**.

The **August 2nd DR had the highest CTR** for the month (6.02%). Top stories for August 2nd were **Perseid Meteor Shower (43.3% of total clicks)** and **UVA Updates Admissions Practices After Supreme Court Ruling (38.6%)**.

The DR click rate, pageviews, and time on page for August increased over the previous month.

Facebook and LinkedIn drove a significant amount of traffic to UVA Today during August (34.9K and 16.6K views respectively). Views from Facebook were driven by the **10-Year-Old Wunderkind** (5.5K) and **UVA Sandcastle** (3.5K) stories. On LinkedIn, views were driven by the **Birddogs** (2.5K) and **Rhoback Collection** (2.3K) stories.

UVA Today Weekend launched on August 19th. The 8/19 and 8/26 editions drove additional traffic to UVA Today, which saw 133% more traffic on 8/19 than an average Saturday. This trend continued on 8/26, with UVA Today receiving 9% more views than on 8/19.

In August, **owned ads** continued to drive clicks to external partners. **The UVA Today site saw 15,650 outbound clicks, of which 3,772 were from Birddogs ads and 3,026 were from Rhoback ads.** For comparison, the total number of clicks to external partners in July was 17,849.
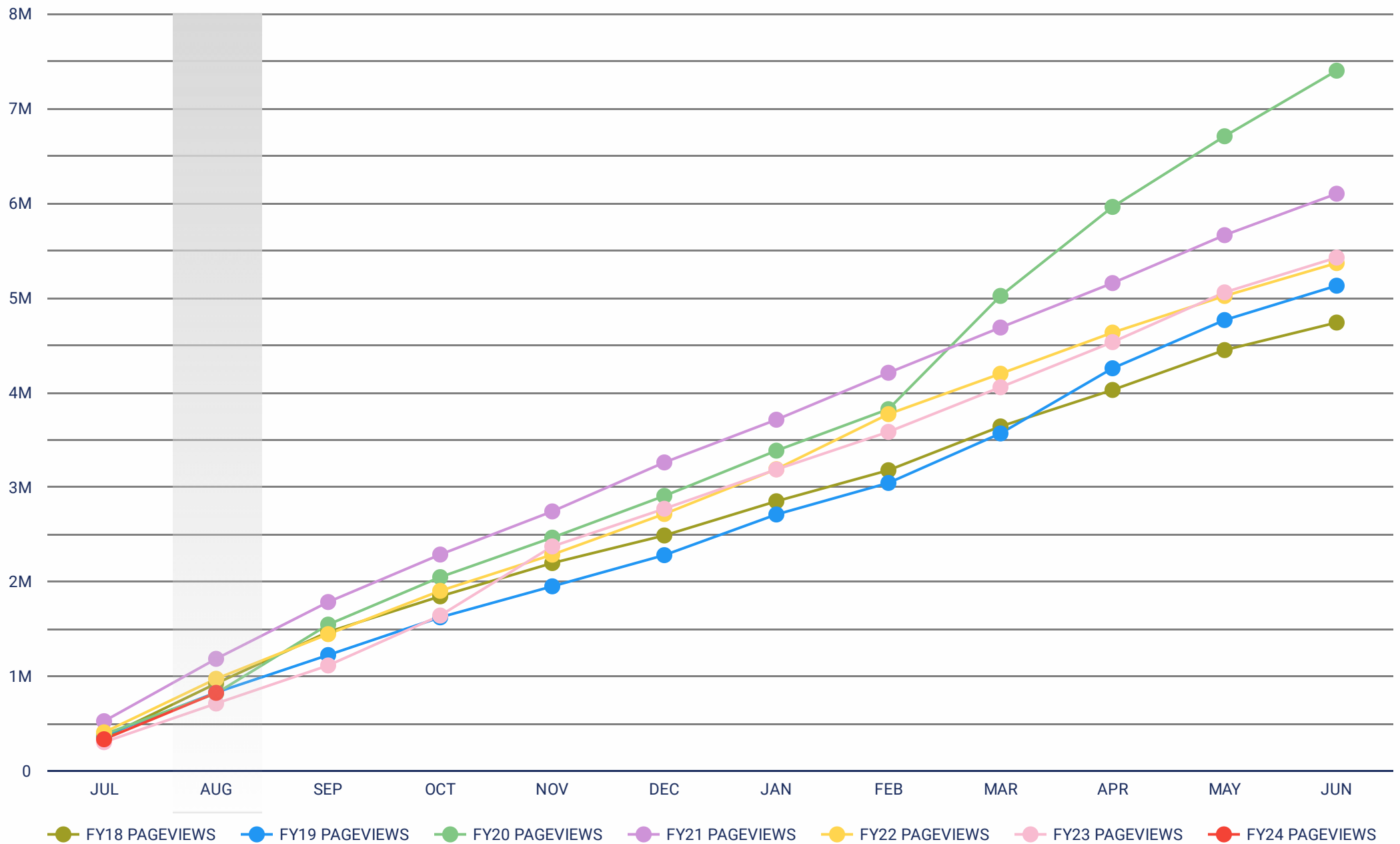
Notes on Google Analytics 4 (GA4)

This report uses data from Google Analytics 4 (GA4), the next generation of Google's web analytics service. GA4 officially launched on July 1, 2023. The preceding generation, Universal Analytics, will be gradually phased out and retired on July 1, 2024.

While this report maintains the same order and look as past monthly reports, the data sources are completely new and contain some notable differences over those connected to Universal Analytics. This can complicate historical comparisons between data from GA4 and Universal Analytics.

One of the key differences between GA4 and Universal Analytics is pageviews. Pageviews in Universal Analytics were connected primarily to the exact URL for a page. GA4, however, collects data from a higher level and thus can pull pageviews and other information even in instances when a URL is altered or truncated. URLs are frequently altered when distributed via social media, email, and other platforms. This inhibited data collection via Universal Analytics, but has less of an impact in GA4. This change, however, means that stats such as pageviews sometimes appear inflated in data sourced from GA4 compared to Universal Analytics.

Attached with this report is a briefing that explores and compares the department's primary data collection and reporting platforms: Universal Analytics, GA4, and Parsely.

UVA Today Cumulative Pageviews: FY18-FYTD24

Legend: FY18 PAGEVIEWS, FY19 PAGEVIEWS, FY20 PAGEVIEWS, FY21 PAGEVIEWS, FY22 PAGEVIEWS, FY23 PAGEVIEWS, FY24 PAGEVIEWS

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Total users	Sessions	Views	Views per session	Average session duration	Bounce rate
407.2K	673.8K	825.8K	1.23	00:02:59	30.1%

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.

●— Average session duration

Average session duration

03:30 — 02:55 — 02:20 — 01:45 — 01:10 — 35 — 00

May 2023 · Jun 2023 · Jul 2023 · Aug 2023

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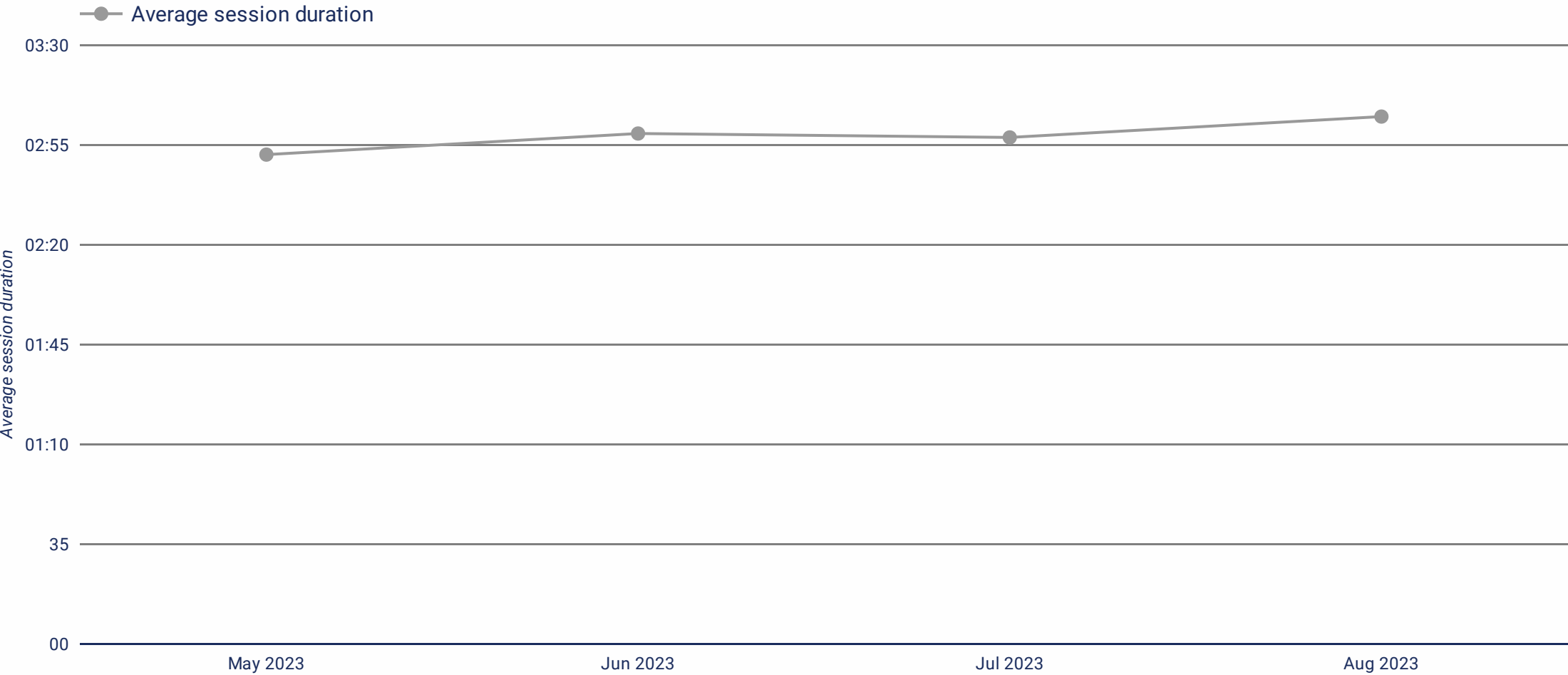
UVAToday FYTD Performance Summary (2 of 3): Sources of Traffic by Default Channel Grouping and Social Networks

Default Channel Grouping:
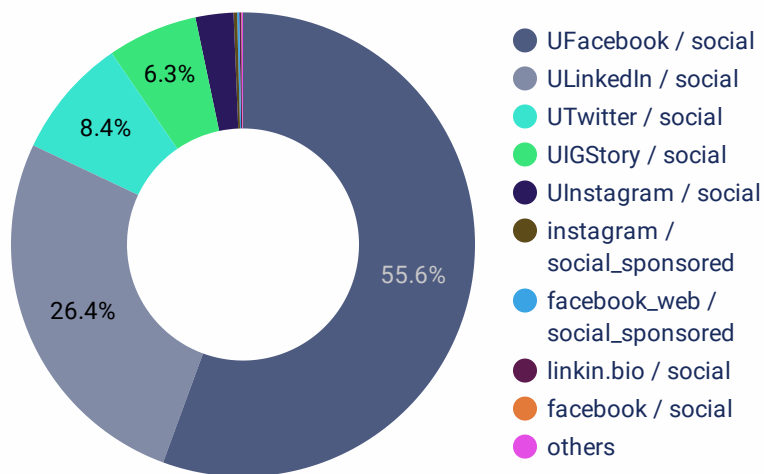

- Email
- Organic Search
- Organic Social
- Direct
- Referral
- Unassigned
- Display
- Organic Video
- Mobile Push Notifications
- others
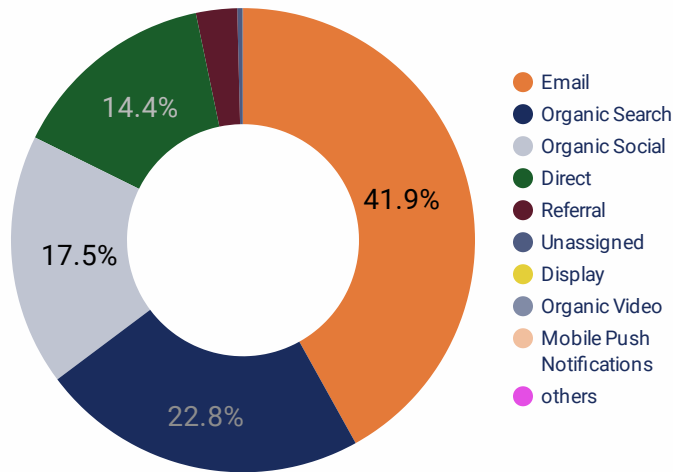
	First user default channel ...	Views ▾	Bounce rate
1.	Email	204.5K	28.53%
2.	Organic Search	111.4K	27.01%
3.	Organic Social	85.5K	25.61%
4.	Direct	70.4K	38.82%
5.	Referral	14K	27.02%
6.	Unassigned	1.8K	37.24%
7.	Display	108	74.42%
8.	Organic Video	12	35.71%
9.	Mobile Push Notifications	4	0%
10.	Paid Search	2	100%

Social Network:

- UFacebook / social
- ULinkedIn / social
- UTwitter / social
- UIGStory / social
- UInstagram / social
- instagram / social_sponsored
- facebook_web / social_sponsored
- linkin.bio / social
- facebook / social
- others

	First user source / medium	Views ▾	Bounce rate
1.	UFacebook / social	34.9K	25.63%
2.	ULinkedIn / social	16.6K	26.81%
3.	UTwitter / social	5.3K	32.9%
4.	UIGStory / social	3.9K	20.22%
5.	UInstagram / social	1.7K	14.32%
6.	instagram / social_sponsored	154	22.64%
7.	facebook_web / social_spons...	92	32.43%
8.	linkin.bio / social	84	27.54%
9.	facebook / social	18	25%
10.	igstory / social_organic	14	46.15%

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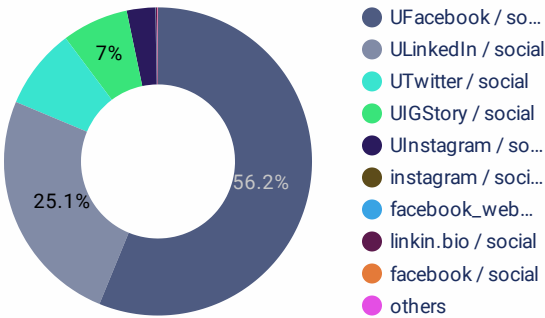|	Page title	Views
1.	10-Year-Old Wunderkind Hopes UVA Is Her Launchpad t…	22.4K
2.	New UVA Apparel Line a 'Full Circle Moment' for This W…	18.2K
3.	If I'd Only Known: Lawnies Offer Advice to New Students	16.4K
4.	A UVA Alum Is Behind the Launch of Wahoo-Themed S…	14.9K
5.	After Supreme Court Ruling, UVA Adjusts Admissions P…	12.2K
6.	The Lawn By the Sea: UVA Dad Creates Sandy Version …	12K
7.	She Dozed Off in Class One Day. It Changed Her Life	11.2K
8.	UVA's 'Wahoo Welcome' Awaits the Class of 2027	9.2K
9.	A Late-Night Summer Delight: Here's How To View the …	9.1K
10.	Class of 2027 Begins Big Move-In. Here's How It Went	9.1K
11.	With 7 Move-Ins Under Her Belt, UVA Mom Has All the …	9.1K
12.	What New Wahoo Parents Are Asking the Most on Face…	8.8K
13.	7 Cheap Eats Just a Short Walk Away (From the Rotund…	8.4K
14.	Dawn of the Lawnies: Academical Village's Newest Res…	7.9K
15.	Honeybees Extracted From Lawn Room Attic	6.6K
16.	Best Launch Angle for a 3-Pointer? This Professor Kno…	5.9K
17.	Moved to Tears	5.8K
18.	Class of 2027: Accomplished, 'Terrific' People, With Mor…	5.1K
19.	Momentous Moment for Student's Final First Day of Cla…	4.9K
20.	President to New Students: 'Be Curious, Not Judgmental'	4.7K

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

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Source: Google Analytics 4

Default Channel Grouping:

- Email
- Organic Search
- Organic Social
- Direct
- Referral
- Unassigned
- Display
- Organic Video
- Mobile Push Notifications
- others

41.9%
22.8%
17.5%
14.4%

Key Metrics:

Views	Average session duration	Bounce rate
487.8K	00:03:04	29.3%
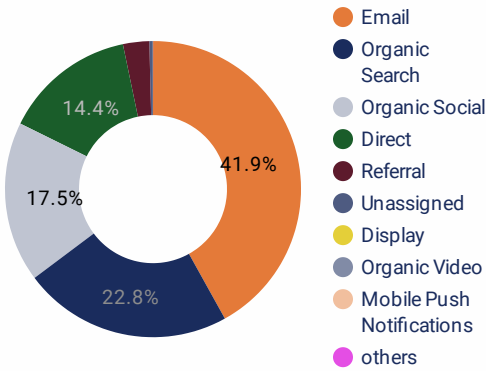
First user default channel gro...	Views ▾	Bounce rate
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4. Direct	70.4K	38.82%
5. Referral	14K	27.02%
6. Unassigned	1.8K	37.24%
7. Display	108	74.42%

Top 20 Performing Stories:

Page title	Views ▾
1. 10-Year-Old Wunderkind Hopes UVA Is Her Launchpad ...	22.4K
2. New UVA Apparel Line a 'Full Circle Moment' for This Wa...	18.2K
3. If I'd Only Known: Lawnies Offer Advice to New Students	16.4K
4. A UVA Alum Is Behind the Launch of Wahoo-Themed S...	14.9K
5. After Supreme Court Ruling, UVA Adjusts Admissions P...	12.2K
6. The Lawn By the Sea: UVA Dad Creates Sandy Version o...	12K
7. She Dozed Off in Class One Day. It Changed Her Life	11.2K
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20. President to New Students: 'Be Curious, Not Judgmental'	4.7K

Social Network:

- UFacebook / so...
- ULinkedIn / social
- UTwitter / social
- UIGStory / social
- UInstagram / so...
- instagram / soci...
- facebook_web...
- linkin.bio / social
- facebook / social
- others

56.2%
25.1%
7%

First user source / ...	Views ▾	Bounce rate
1. UFacebook / social	34.9K	25.63%
2. ULinkedIn / social	16.6K	26.81%
3. UTwitter / social	5.3K	32.9%
4. UIGStory / social	3.9K	20.22%
5. UInstagram / social	1.7K	14.32%

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Year to Date Daily Report Performance

Five DR sends in August had a higher than 5% CTR (8/2, 8/7, 8/9, 8/21, and 8/24). The August 2nd (6.02%) and 24th (5.83%) sends had the highest CTR of the month. Clicks on 8/2 were driven by the Perseid Meteor Shower and Admissions Practices stories. Clicks on 8/24 were driven by the Rhoback Collection Launch story.

Legend:
- - - INDUSTRY BENCHMARK CLICK RATE
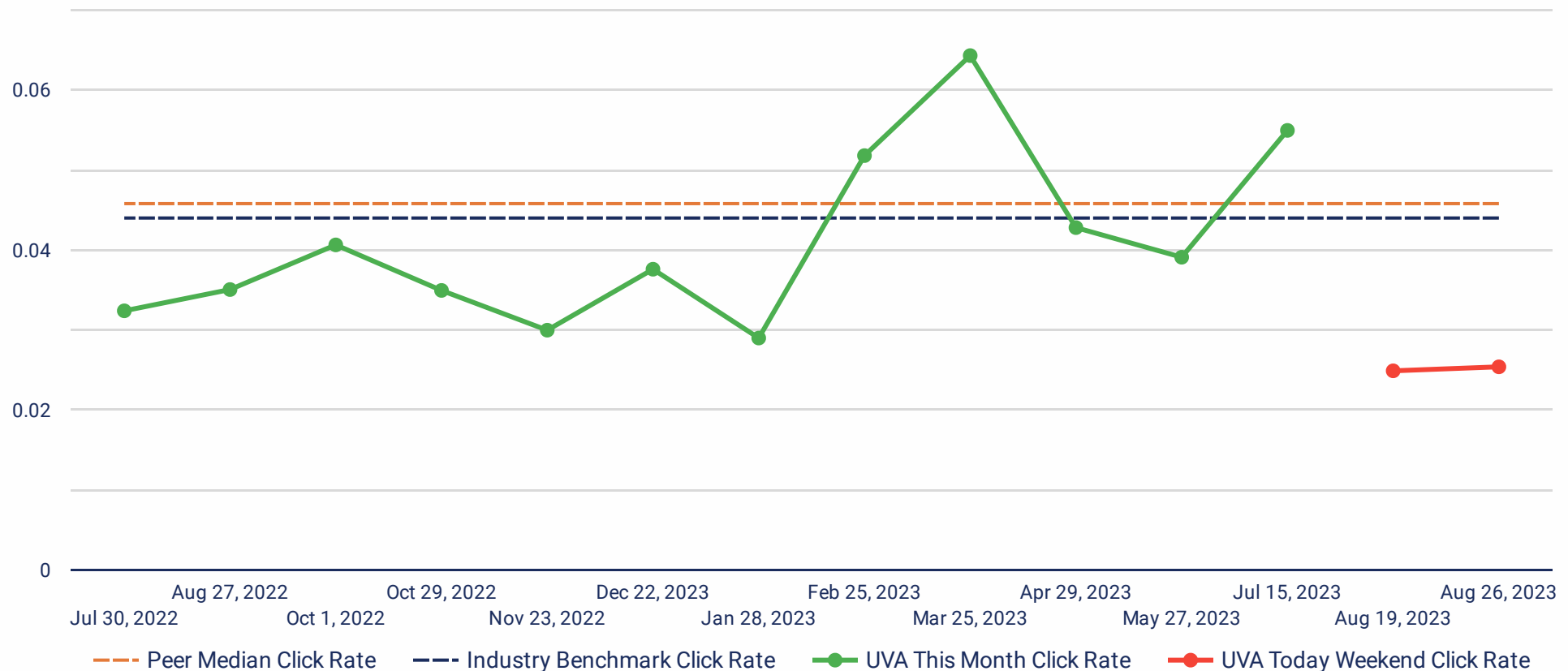- - PEER MEDIAN CLICK RATE
- ● CLICK RATE
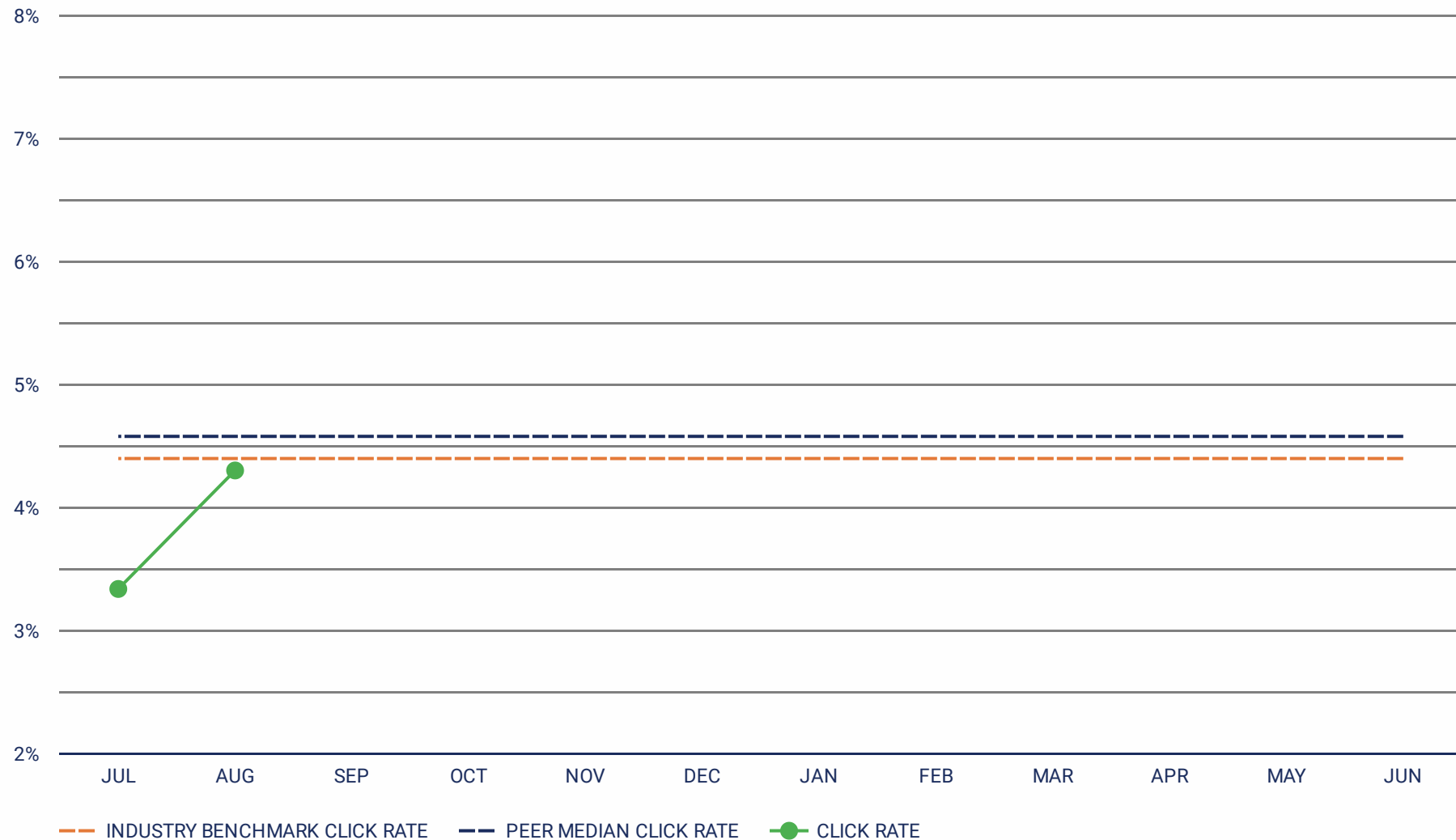
Click rate is calculated by dividing unique clicks by emails delivered
Industry benchmarks from Campaign Monitor's 2022 email marketing benchmarks
Peer benchmark from Simpson Scarborough peer study

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UVAToday WEEKEND

Email ▾	Sends	Opens	Open Rate	Clicks	Click Rate	Unsubscribe Ra...
1. UVA Today Weekend (8/26)	288,072	101,952	41.98%	7,215	2.54%	0.02%
2. UVA Today Weekend (8/19)	288,738	130,528	45.77%	7,107	2.49%	0.04%
3. UVA This Month (FY23 Avg.)	282,414	137,936	49.44%	11,736	4.21%	0.04%

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Click Rate Comparison with UVA This Month

Legend: Peer Median Click Rate · Industry Benchmark Click Rate · UVA This Month Click Rate · UVA Today Weekend Click Rate

X-axis: Jul 30, 2022 · Aug 27, 2022 · Oct 1, 2022 · Oct 29, 2022 · Nov 23, 2022 · Dec 22, 2023 · Jan 28, 2023 · Feb 25, 2023 · Mar 25, 2023 · Apr 29, 2023 · May 27, 2023 · Jul 15, 2023 · Aug 19, 2023 · Aug 26, 2023

Source: Marketing Cloud
Date Range: 8/1/23 - 8/31/23

Story Performance

Total Views on Feature Stories (Views from any source during August)

8/19 Feature Story:	8/26 Feature Story:
Physics of Sport	**Sotheby's**
Views	Views
5,942	3,898

Top 10 Performing Stories (Views generated by Weekend emails only):

	Page title	Views ▼
1.	New UVA Apparel Line a 'Full Circle Moment' for This Wahoo Couple	2,197
2.	If I'd Only Known: Lawnies Offer Advice to New Students	2,076
3.	Best Launch Angle for a 3-Pointer? This Professor Knows	1,465
4.	UVA Has an Outsized Presence at Famed Sotheby's Auction House	1,413
5.	Class of 2027 Begins Big Move-In. Here's How It Went	1,058
6.	7 Cheap Eats Just a Short Walk Away (From the Rotunda)	1,045
7.	She Dozed Off in Class One Day. It Changed Her Life	921
8.	Dawn of the Lawnies: Academical Village's Newest Residents Mov...	869
9.	Coronary Artery Disease Discovery Offers Answers About Nation's ...	537
10.	Moved to Tears	470

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Source: Google Analytics 4
Date Range: 8/1/23 - 8/31/23

Thank You