UVAToday Monthly Communications Summary

UNIVERSITY COMMUNICATIONS

July 2023

Report Highlights

335K cumulative pageviews have been achieved FYTD. This exceeds pageviews for 2023 for the same period (July).

Say Goodbye to the 'Kings' was the most viewed story in July, followed by Gov. Youngkin's BOV appointments, UVA Athletics Mount Rushmore, and President Ryan and Provost Baucom's response to the Affirmative Action decision.

The July 25th DR had the highest CTR for the month (5.9%). Top stories for July 25th were Professor's Wife Lives on in Memorial Window (39.9%) and Inflammation Discovery (32.6%).

The DR click rate and pageviews for July decreased slightly over the previous month. This could be attributed to a decline in readership and engagement during the summer. Pages per session and time on page remained stable compared to June.

The June edition of UVA This Month (sent on 7/15) achieved the second-highest CTR (5.5%) across all UVA This Month sends for FY23.

In July, owned ads drove an additional 17,849 clicks to external partners or content (Fanatics, YouTube, etc.). Of these, 12,242 were on Red, White, and Hoo ads, 4,019 went to Final Exercises videos on YouTube, and 1,588 were on Women's Soccer Jersey ads. For comparison, the total number of clicks to external partners in June was 17,425, representing an 2.4% month-to-month increase.

Note: this report does not contain data for Research Digest.

Notes on Google Analytics 4 (GA4)

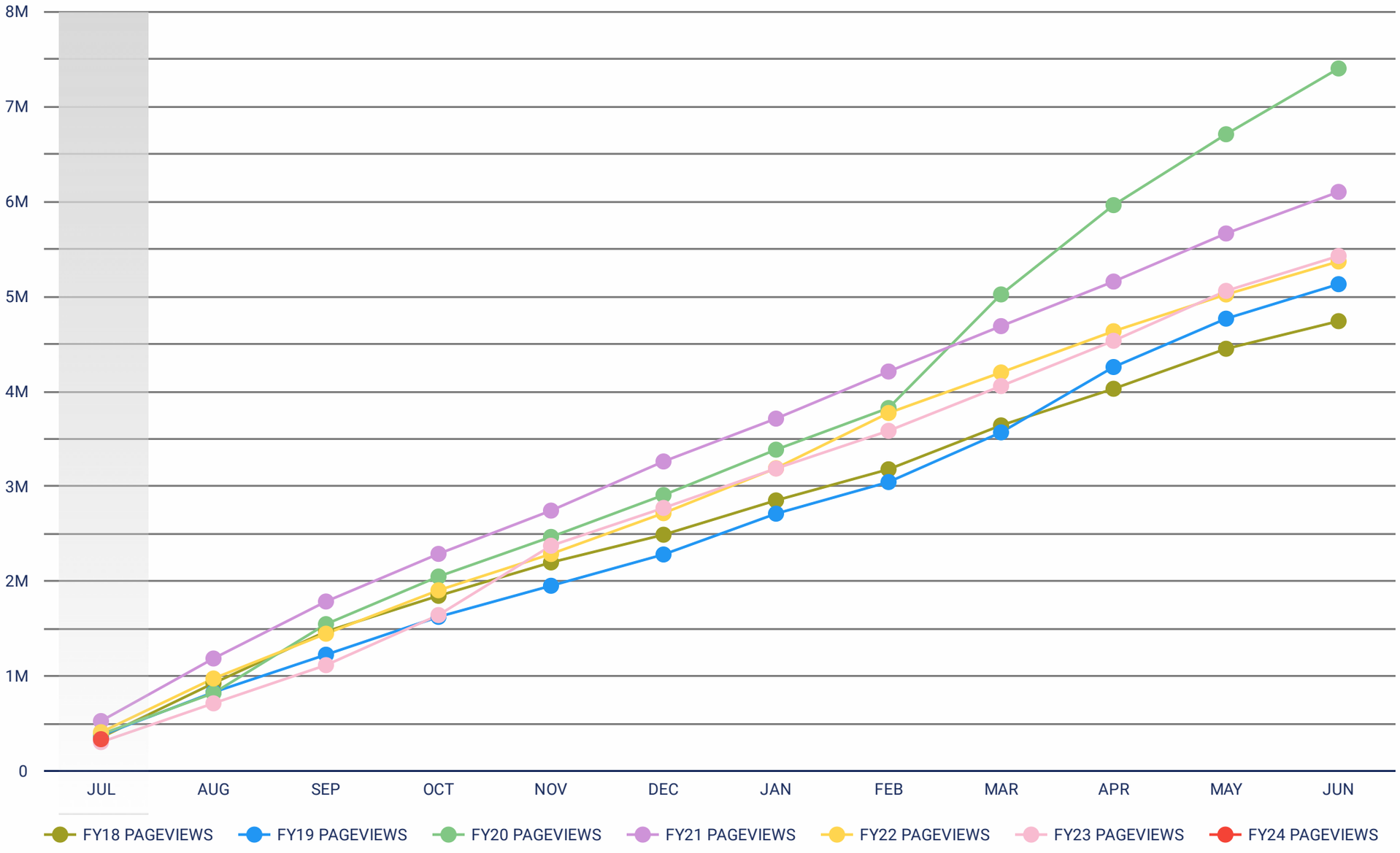
This report uses data from Google Analytics 4 (GA4), the next generation of Google's web analytics service. GA4 officially launched on July 1, 2023. The preceding generation, Universal Analytics, will be gradually phased out and retired on July 1, 2024.

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



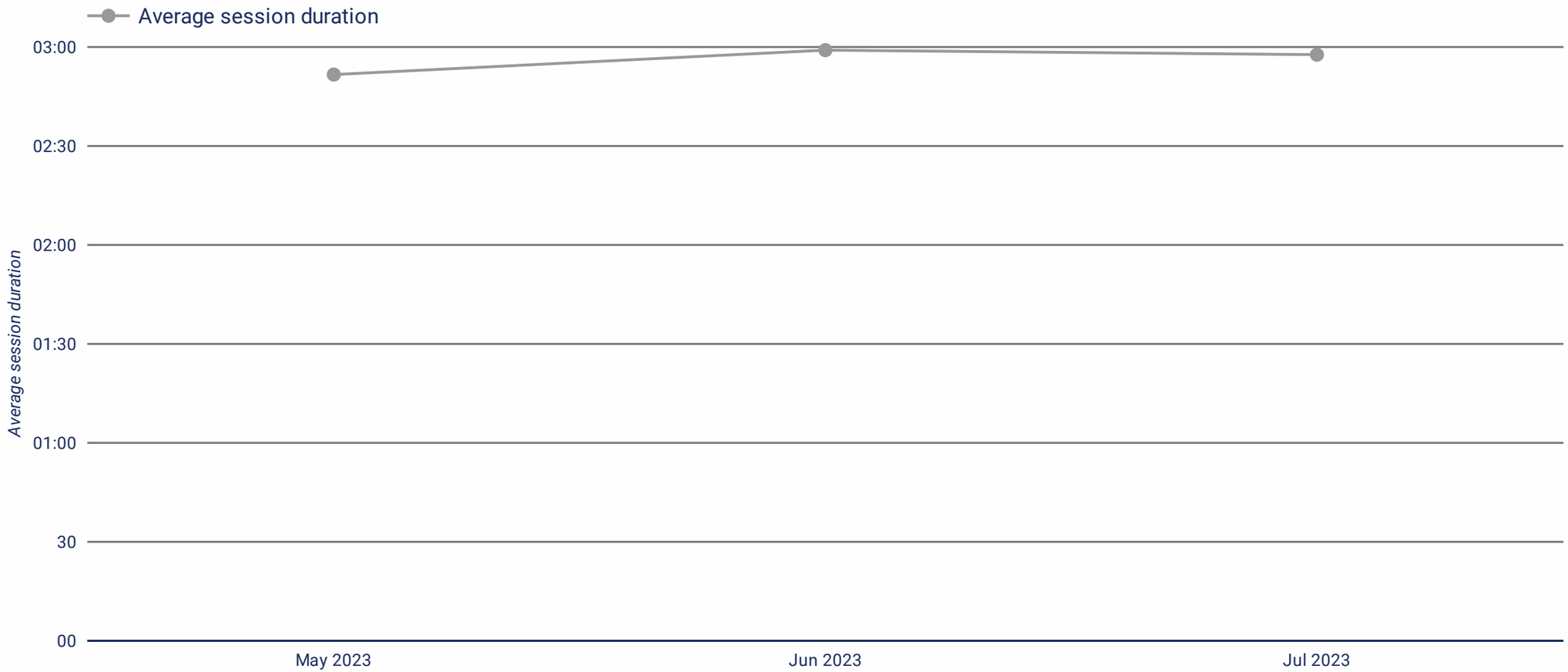
Source: Google Analytics 4
Date Range: 7/1/18 - 7/31/23

Jul 1, 2023 - Jul 31, 2023

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

Total users	Sessions	Views	Views per session	Average session duration	Bounce rate
179.0K	270.8K	338.0K	1.25	00:02:57	30.2%

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.



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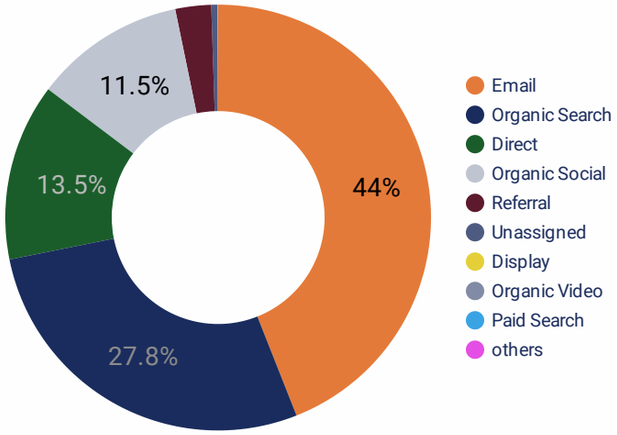
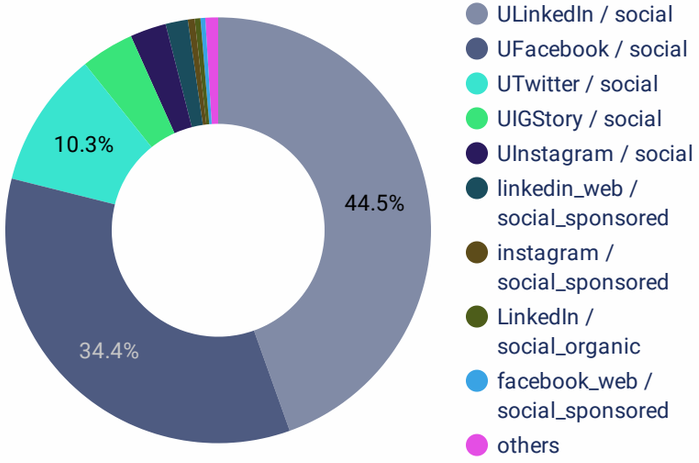
UVAToday FYTD Performance Summary (2 of 3): Sources of Traffic by Default Channel Grouping and Social Networks

Default Channel Grouping:



	First user default channel …	Views ▼	Bounce rate
1.	Email	148.7K	29.47%
2.	Organic Search	94.1K	27.14%
3.	Direct	45.5K	43.4%
4.	Organic Social	38.8K	28.25%
5.	Referral	9.2K	27.75%
6.	Unassigned	1.6K	52.82%
7.	Display	146	73.85%
8.	Organic Video	20	68.42%
9.	Paid Search	6	100%

Social Network:



	First user source / medium	Views ▼	Bounce rate
1.	ULinkedIn / social	11.7K	23.26%
2.	UFacebook / social	9K	31.84%
3.	UTwitter / social	2.7K	34.14%
4.	UIGStory / social	1.1K	33.61%
5.	UInstagram / social	721	35.02%
6.	linkedin_web / social_sponsor…	444	77.94%
7.	instagram / social_sponsored	137	38.3%
8.	LinkedIn / social_organic	114	22.94%
9.	facebook_web / social_spons…	96	42.17%
10.	instagram / social_organic	95	33.33%

Source: Google Analytics 4

UVAToday FYTD Performance Summary (3 of 3): Top 20 Performing UVAToday Stories

Jul 1, 2023 - Jul 31, 2023

	Page title	Views
1.	Say Farewell to the ‘Kings’: Cold War Relics To Leave Gr…	9.3K
2.	Gov. Youngkin Appoints Four New UVA Board of Visitor…	7.9K
3.	We Asked for Your Picks for a UVA Sports Mount Rush…	7.9K
4.	UVA President Jim Ryan, Provost Ian Baucom Respond …	6.4K
5.	Q&A: Why Is ‘Titanic’ Now Available on Netflix? It’s Not …	6.2K
6.	UVA Scientists Discover Repair Process That Fixes Da…	6.2K
7.	Professor’s Wife Lives On in Memorial Window	5.8K
8.	Son’s Rare, Often Deadly Brain Tumor Drove His Father …	5.3K
9.	Hey, Parents of New College Students: This Expert Advi…	4.9K
10.	Ryan to New Citizens: ‘Look Past Labels, Learn Someon…	4.8K
11.	Inflammation Discovery Could Slow Aging, Prevent Age…	4.7K
12.	Robyn Hadley, Who Helped Navigate a Pandemic and th…	4.4K
13.	UVA’s New Tribal Liaison Uses the Past To Understand …	4.3K
14.	Biological Clock Disruptions Sound Alzheimer’s Alarm	4.2K
15.	Taylor Swift Has the Most No. 1 Albums of Any Woman …	4.1K
16.	Copperheads Are Back in Virginia. Here is What You Ne…	3.7K
17.	‘Healthy Obesity’? Storing Fat Around Waist May Not Al…	3.6K
18.	Screens, Gorillas and Teens: Everyone’s Mental Health I…	3.5K
19.	Hoo’s Spying Now: Law Grad’s Life of Espionage Inspire…	3.2K
20.	Look Hoos Back: UVA Alumna Returns to Women’s Worl…	3K

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

Source: Google Analytics 4

UVAToday Monthly Performance Summary

Jul 1, 2023 - Jul 31, 2023

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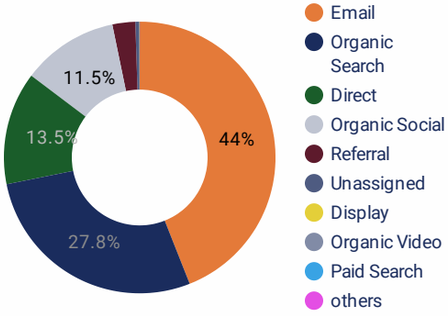

Key Metrics:

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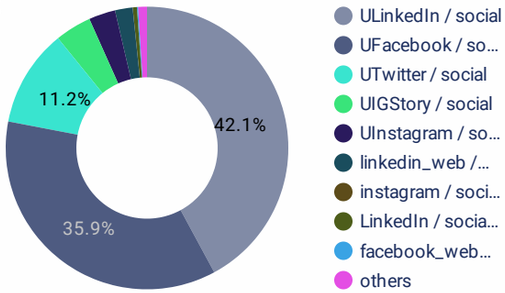

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5.	UInstagram / social	721	35.02%

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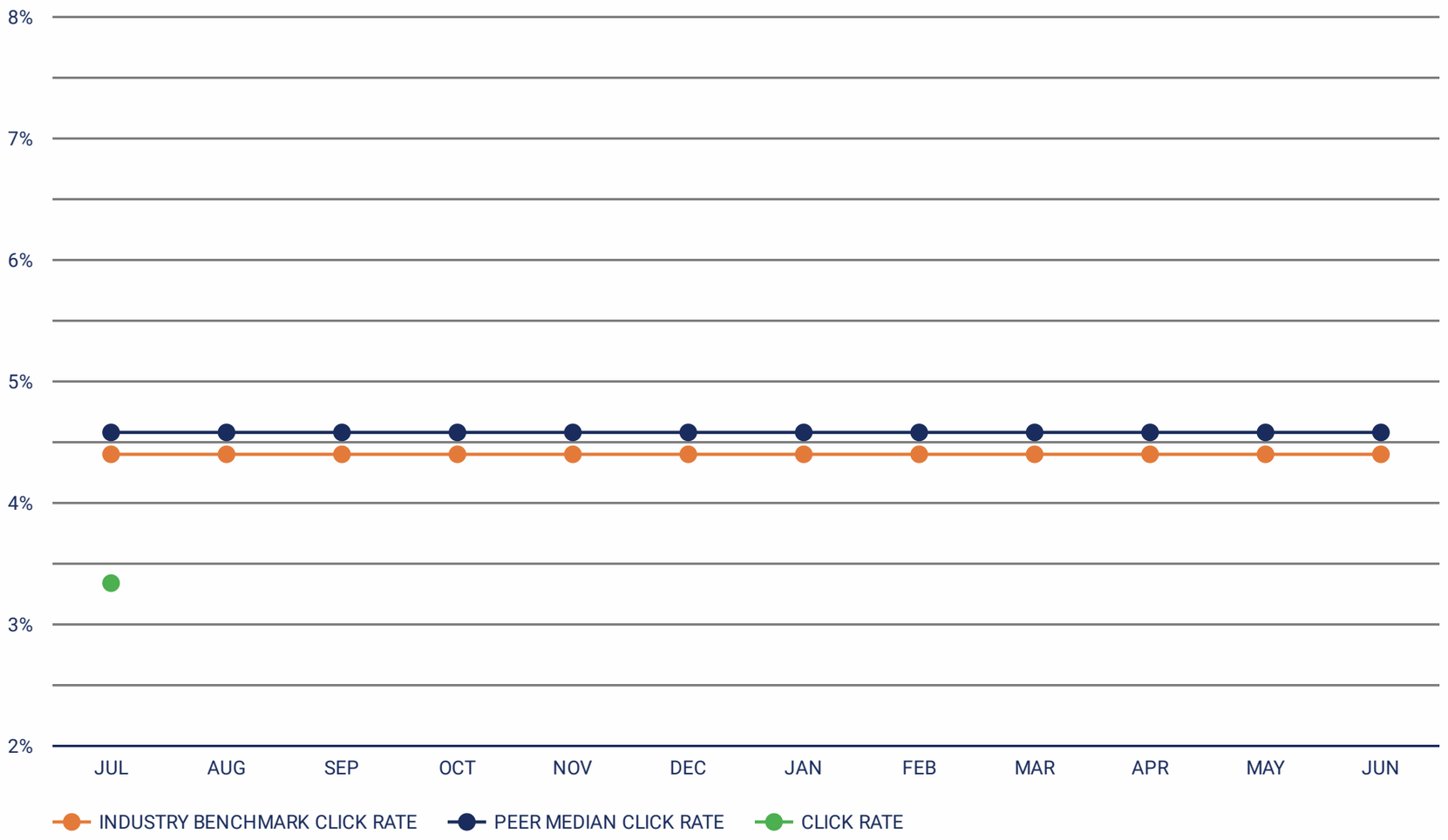
Source: Google Analytics 4

Year to Date Daily Report Performance

One DR send in July had a higher than 5% CTR (7/25). Clicks on 7/25 (5.9%) were driven by the "Professor's Wife Lives on in Memorial Window" and "Inflammation Discovery" stories.

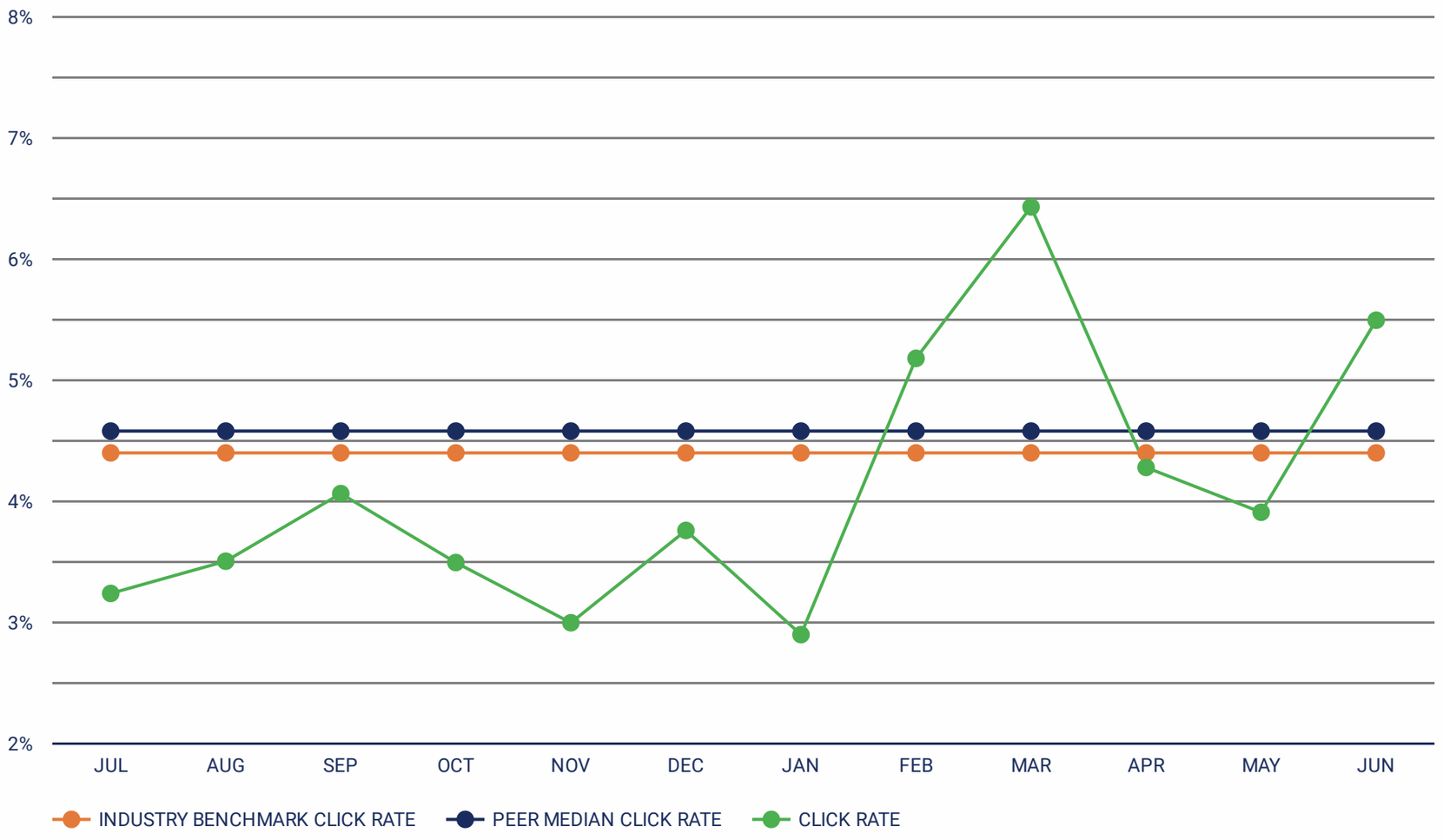


Click rate is calculated by dividing unique clicks by emails delivered
Industry benchmarks from Campaign Monitor's 2022 email marketing benchmarks
Peer benchmark from Simpson Scarborough peer study

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

UVA This Month (June Send) Performance

9 stories from June's UVA This Month (sent on 7/15) exceeded average CTR:
UVA Lowers Approved Tuition Increase, Mona Lisa Mystery, Copperheads, First Female Lawn Resident, White House Honors UVA Champs, Governor BOV Appointments, Law Grad's Debut Novel, In Memoriam: Alice Handy, Summer Construction



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Thank You