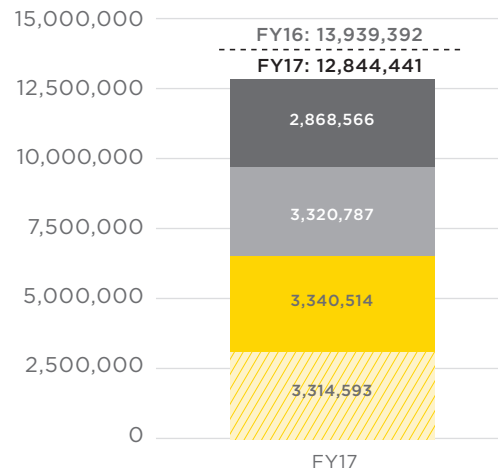


Office of Strategic Communication
QUARTERLY IMPACT REPORT: Q4 | FY17

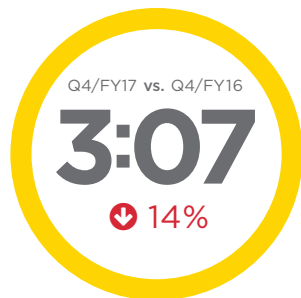
Q4 Highlight: Sessions on uiowa.edu originating from outside the United States soared 48 percent year-over-year, exceeding 115,000.

Total Pageviews

Q4/FY17 vs. Q4/FY16 ↓ 3%



Average Session Duration



Sessions Originating in Iowa

Q4/FY17 vs. Q4/FY16 ↓ 3%

1,041,423

Sessions Originating Outside Iowa

Q4/FY17 vs. Q4/FY16 ↓ 15%

316,657

Sessions Originating Outside the U.S.

Q4/FY17 vs. Q4/FY16 ↑ 48%

115,056

Navigation Bar

Q4/FY17 vs. Q4/FY16

| | | |
|-------------|--------|---|
| About | 10,266 | New |
| Admission | 35,353 | ↓ 18% |
| Academics | 46,936 | ↓ 16% |
| Arts | 3,944 | ↑ 0% |
| Athletics | 11,055 | ↓ 21% |
| Research | 3,096 | ↓ 21% |
| Health Care | 6,189 | ↓ 12% |
| Campus | 9,935 | ↓ 21% |
| Outreach | 1,084 | New |

Audience Links

Q4/FY17 vs. Q4/FY16

| | | |
|----------------|---------|--|
| Students | 100,260 | ↑ 16% |
| Parents | 2,883 | ↑ 10% |
| Alumni/Friends | 1,563 | ↓ 12% |
| Faculty/Staff | 49,400 | ↓ 1% |
| Visitors | 1,947 | ↓ 26% |

SOCIAL MEDIA

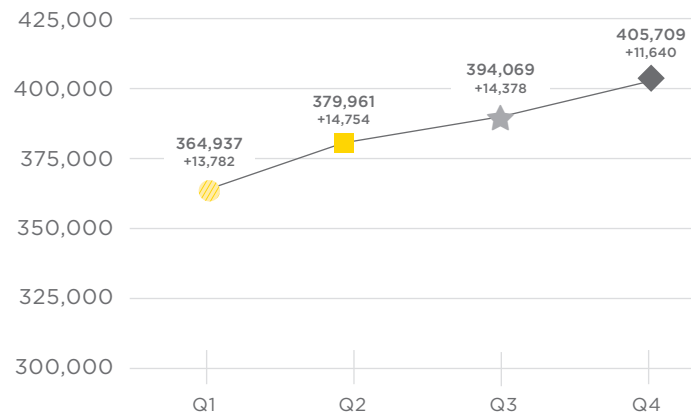


Q4 Highlight: Total engagement and total impressions both realized triple-digit growth year-over-year, and the number of new followers increased by more than 60 percent year-over-year.

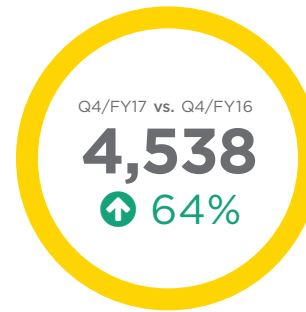
Total Followers

Q4/FY17 vs. Q4/FY16

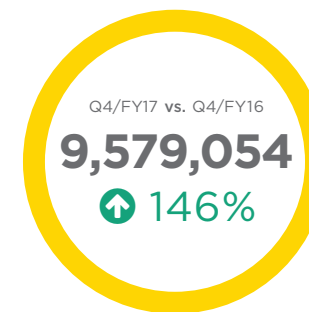
↑ 16%



New Followers



Impressions



Engagement



Highlights of Quarter 4

- Two posts to the UI's official Facebook page both performed better than any post in the previous 18 months, and both rank among the all-time top five. One post involved a marriage proposal on the steps of Old Capital on graduation day, and the other was an inspiring post on Mother's Day.
- The UI's social media channels continued to provide superior exposure for OSC-produced videos, racking up more than 340,000 video views during the quarter.

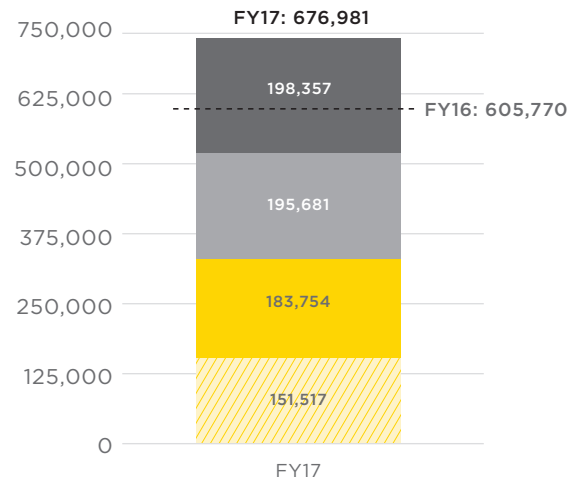
● Q1 JULY-SEPT. ■ Q2 OCT.-DEC. ★ Q3 JAN.-MARCH ◆ Q4 APRIL-JUNE

Definitions available on final page of this report

Q4 Highlight: *Iowa Now* posted double-digit year-over-year growth in total users and total visits, as well as a solid uptick in total pageviews.

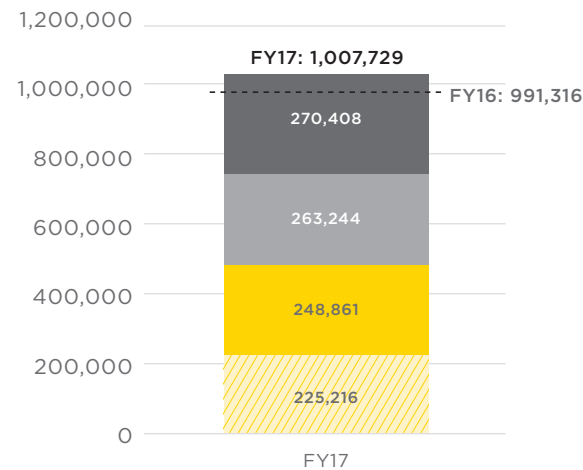
Total Users

Q4/FY17 vs. Q4/FY16 ↑ 25%



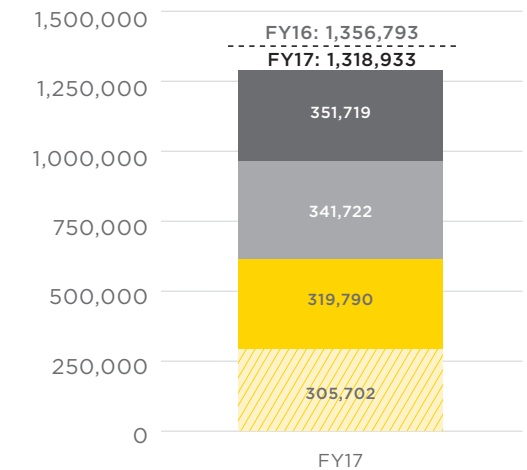
Total Visits

Q4/FY17 vs. Q4/FY16 ↑ 11%



Total Pageviews

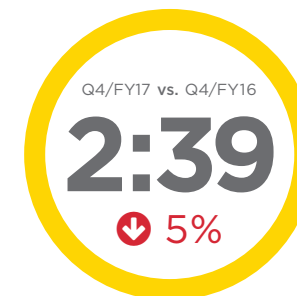
Q4/FY17 vs. Q4/FY16 ↑ 5%



Top Five Stories of Quarter 4

- 1 **26,628** “Why children struggle to cross busy streets safely” (April 20, 2017)
- 2 **12,454** “What’s going on when babies twitch in their sleep?” (July 25, 2017)
- 3 **8,290** “Two disciplines. Two wheels. One elite program.” (April 19, 2017)
- 4 **7,429** “11 UI graduate programs ranked among nation’s best” (March 14, 2017)
- 5 **6,843** “UI names new vice president for student life” (May 25, 2017)

Average Time on Page

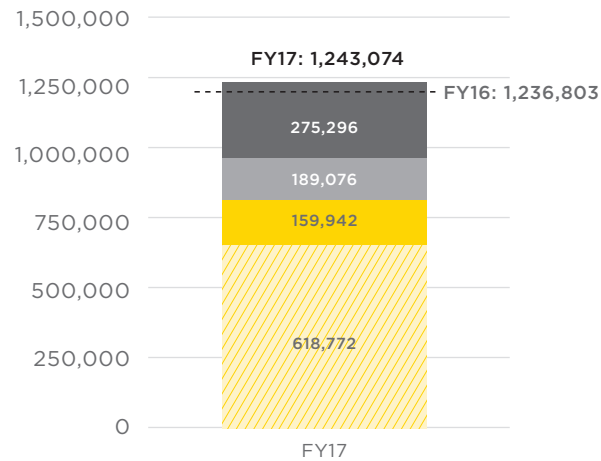


VIDEO

Q4 Highlight: Driven in large measure by views of the For Iowa 2017 campaign video “Teaching, learning, working for Iowa,” total YouTube views surpassed 275,000 for the quarter.

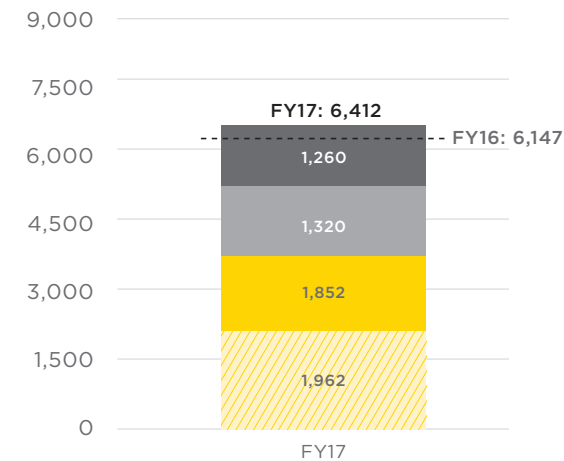
YouTube Views

Q4/FY17 vs. Q4/FY16  **36%**



YouTube Engagements

Q4/FY17 vs. Q4/FY16  **0%**



Social Media Views

341,582

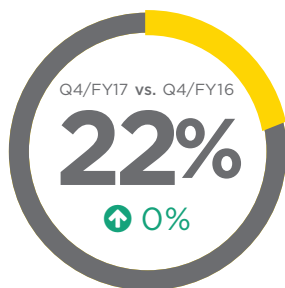
100% Viewed
29,196

50% Viewed
60,214

Social Media Engagements

57,630

YouTube Average Percentage Viewed



Top Five YouTube Videos of Quarter 4

- 1 80,558*** “Teaching, learning, working for Iowa” (May 1, 2017)
- 2 29,541*** “The University of Iowa’s space legacy” (May 19, 2017)
- 3 22,533*** “University of Iowa’s hand built bikes” (April 13, 2017)
- 4 16,337*** “University of Iowa pioneers in virtual reality research tools” (June 7, 2017)
- 5 13,051*** “Undergraduates contribute to scientific discovery at the UI” (May 29, 2017)

**Video was part of paid marketing campaign; total includes both organic and paid traffic*

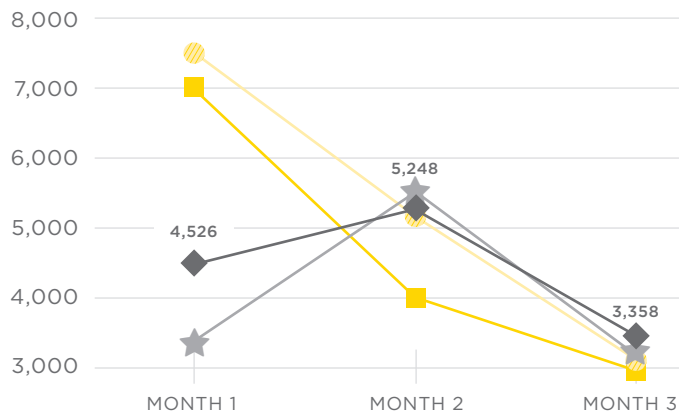
MEDIA

Q4 Highlight: Success with international media mentions was driven by three stories picked up by the United Kingdom edition of DailyMail.com.

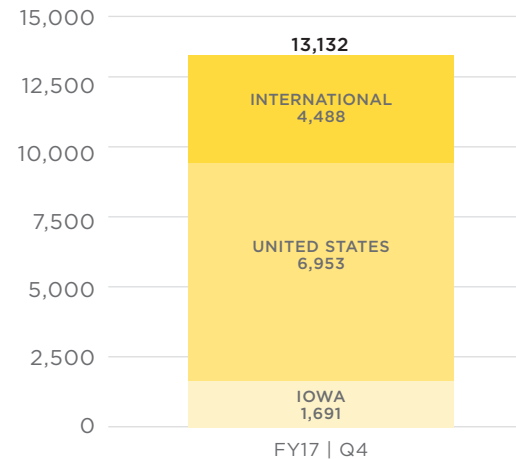
Online Media Mentions by Month

Q4/FY17 vs. Q4/FY16

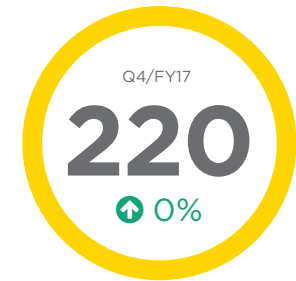
 1%



Online Media Mentions by Geography



Media Inquiries Answered by OSC



Top Five Online Stories of Quarter 4

- 1 Reach 53M** DailyMail.com: “Hands-free doubles the risk while driving: Motorists take a tenth of the second longer to react to dangers” (June 5, 2017)
- 2 Reach 50M** DailyMail.com: “Don’t let your child cross the street until they’re 14: Study reveals kids need more than a decade to learn how to navigate busy traffic” (April 20, 2017)
- 3 Reach 50M** DailyMail.com: “Having an operation this summer? Your risk of getting an infection is up to 29% higher, study finds” (May 17, 2017)
- 4 Reach 36M** *Forbes*: “How to choose a college in a politically tumultuous age” (June 30, 2017)
- 5 Reach 34M** *Washington Post*: “New British election forecast: Conservatives gain 31 seats and have 77% chance of controlling a majority” (June 6, 2017)

 Q1 JULY-SEPT.  Q2 OCT.-DEC.  Q3 JAN.-MARCH  Q4 APRIL-JUNE

Definitions available on final page of this report

MARKETING

Q4 Highlight: The UI leveraged targeted digital media within the state of Iowa to generate more than 125,000 views of the For Iowa 2017 campaign video “Teaching, learning, working for Iowa.”

Total Paid Media



CHANNELS: Google Display, YouTube, Facebook, event sponsorship, email, and print (magazine)

**Digital media only*

Campaign Highlights

NATIONAL BRAND AWARENESS/ SCHOOL COUNSELORS*

| | |
|-------------------|---------------------|
| Investment | \$27,000 |
| Impressions | 5.69 million |
| CPM | \$4.81 |
| Landing Pageviews | 6,852 |
| Video views | 114,674 |
| CPV | \$0.02 |

FOR IOWA 2017: PHASE I

| | |
|-------------------|--------------------|
| Investment | \$15,000 |
| Impressions | 1.3 million |
| CPM | \$11.54 |
| Landing Pageviews | 7,457 |
| Video views | 55,246 |
| CPV | \$0.12 |

FOR IOWA 2017: HAWKEYE STATE TOUR

| | |
|-------------|----------------|
| Investment | \$4,400 |
| Impressions | 273,000 |
| CPM | \$16.07 |
| Video views | 73,678 |
| CPV | \$0.06 |

**Campaign totals for digital only*

DEFINITIONS

UIOWA.EDU

Total Pageviews: The total number of pages viewed during the defined time period. Repeated views of a single page are counted.

Sessions Originating in Iowa: The total number of sessions during the defined time period that originated from a device located at the time of the start of the session in the state of Iowa. A session is a period of time a user is actively engaged with the website.

Sessions Originating Outside Iowa: The total number of sessions during the defined time period that originated from a device located at the time of the start of the session inside the United States and excluding all sessions originating from inside the state of Iowa. A session is a period of time a user is actively engaged with the website.

Sessions Originating Outside the United States: The total number of sessions during the defined time period that originated from a device located at the time of the start of the session outside the United States. A session is a period of time a user is actively engaged with the website.

Average Session Duration: The average length of a session during the defined time period

Navigation Bar: The series of links displayed prominently near the top of the uiowa.edu home page

Audience Links: The series of links that appears in the upper right-hand corner of the uiowa.edu home page

IOWA NOW

Total Users: Individuals who have initiated at least one session during the defined time period

Total Sessions: The total number of sessions during the defined time period. A session is a period of time a user is actively engaged with the website.

Total Pageviews: The total number of pages viewed during the defined time period. Repeated views of a single page are counted.

Average Time on Page: The average amount of time users spent viewing a single page during the defined time period

SOCIAL MEDIA

Total Users: Number of followers, friends, et cetera, across all six of the UI's social media platforms (Facebook, Instagram, LinkedIn, Pinterest, Snapchat, and Twitter)

Total New Users: Number of new users accumulated during the quarter of the year that is being examined and how that number compares as a percentage to the corresponding quarter one year prior

Total Reach: The total number of unique users who received a particular post or posts in their feed. Improved reach (and impressions) increases awareness of the UI and the UI's engagement in the market, strengthening the UI's overall brand.

SOCIAL MEDIA (cont.)

Total Engagement: Total likes, retweets, shares, clicks, and comments. Research indicates customers who engage with brands on social media are shown to be more loyal to that brand. Those loyal to a brand are more likely to share that content and be a brand ambassador.

VIDEO

YouTube Views: Total views for the selected date range, region, and other filters

YouTube Engagement: Total number of likes, dislikes, comments, and shares

YouTube Average Percentage Viewed: Average percentage of a video your audience watches per view

Social Media Views: Total number of views of videos presented in a social media channel

100% Viewed: Total number of views of videos presented in a social media channel that were viewed from start to finish

50% Viewed: Total number of views of videos presented in a social media channel during the defined time period for which viewers watched at least the first half of the total length

Social Media Engagement: The total number of likes, retweets, shares, clicks, and comments about posts that include a particular video during the defined time period

MEDIA

Online Media Mentions By Month: Number of online media mentions for each of the three months of the quarter

Online Media Mentions By Geography: Number of online media mentions for each of the three months of the quarter by region

Media Inquiries Answered by OSC: Number of media requests fulfilled by OSC staff

Top Five Online Stories: Top five stories by reach that appeared in online media worldwide

MARKETING

Paid Media: All forms of marketing, advertising, promotion, or communication in a traditional or nontraditional sense where there is investment to pay for viewers, readers, participants, et cetera

Investment: Total amount spent on paid media

Impressions: Total number of impressions generated by paid media efforts

CPM: Cost per thousand impressions

CPV: Cost per view



300 Plaza Centre One, Iowa City, IA 52240 • 319-384-0019

Questions about this report?

Contact Rick Klatt at 319-335-9431, or rick-klatt@uiowa.edu.