**UIOWA.EDU**

**Q3 Highlight:** An improved Google algorithm is one large reason behind our decrease in traffic to the homepage over time. Users are more likely to be sent to a subpage within our domain.

**Total Pageviews**
- Q3/FY18 vs. Q3/FY17: **7%**
- Q3/FY18: 11,146,844
- Q3/FY17: 12,844,441

**Sessions Originating in Iowa**
- Q3/FY18 vs. Q3/FY17: **5%**
- FY18: 9,479,789
- FY17: 12,844,441

**Sessions Originating Outside Iowa**
- Q3/FY18 vs. Q3/FY17: **12%**
- FY18: 3,080,845
- FY17: 3,152,793

**Sessions Originating Outside the U.S.**
- Q3/FY18 vs. Q3/FY17: **22%**
- FY18: 3,246,151

**Average Session Duration**
- Q3/FY18 vs. Q3/FY17: **2:59**
- Change: **6%**

**Navigation Bar**
- Q3/FY18 vs. Q3/FY17
  - About: 28,586 (New)
  - Admission: 92,359 (12%)
  - Academics: 99,450 (8%)
  - Arts: 10,216 (9%)
  - Athletics: 41,763 (21%)
  - Research: 9,230 (6%)
  - Health Care: 14,741 (6%)
  - Campus: 24,679 (6%)
  - Outreach: 4,115 (New)

**Audience Links**
- Q3/FY18 vs. Q3/FY17
  - Students: 153,824 (4%)
  - Parents: 6,394 (8%)
  - Alumni/Friends: 5,310 (41%)
  - Faculty/Staff: 114,158 (6%)
  - Visitors: 5,415 (18%)

Definitions available on final page of this report

Source: Google Analytics
SOCIAL MEDIA

Q3 Highlight: This quarter the UI ranked 9th in Twitter engagement among 252 universities from 35 countries in the Word 100 Twitter Engagement Rank. This is the third quarter in the row the UI has placed in the top ten and we are the only #B1G school in the top 25.

Total Followers

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q4/FY17</td>
<td>405,709</td>
</tr>
<tr>
<td>Q1/FY18</td>
<td>429,611</td>
</tr>
<tr>
<td>Q2/FY18</td>
<td>453,957</td>
</tr>
<tr>
<td>Q3/FY18</td>
<td>469,446</td>
</tr>
</tbody>
</table>

New Followers

- Q3/FY18 vs. Q3/FY17: 15,489 (7%)
- Q3/FY18 vs. Q3/FY17: 19,986,298 (0.5%)
- Q3/FY18 vs. Q3/FY17: 1,159,538 (20%)

Highlights of Quarter 3

- The #iloveUIOWA campaign was a huge collaborative effort. Campus partners did an awesome job promoting the campaign, as we saw a 20% increase in participation compared to last year.
- Despite considerable changes to Facebook’s algorithm, we saw growth in several key performance indicators, beating last year’s numbers by a healthy margin.
Q3 Highlight: Two compelling student profiles rounded out this quarter’s top 10 viewed posts: Clint Henning, the Iowa veteran who found his passion as a college student in his 40s; and Malachai Zeitner, who put a challenging childhood behind him to take on rigors of dental school. Both found fans on Facebook en route to 3K+ page views.

Top Three Stories of Quarter 3

1. 22,900 “What’s going on when babies twitch in their sleep?” (July 25, 2016)
2. 12,720 “UI students named to dean’s list for fall 2017” (Jan. 31, 2018)
3. 7,846 “UI students named to president’s list for fall 2017” (Jan. 31, 2018)

Why the drop?

On Jan. 1, 2017 alone, one story saw nearly 50,000 pageviews from Reddit traffic.

But if we compare Jan. 2–Mar. 31, 2018 with Jan. 2–Mar. 31, 2017, here’s the difference:

2018 Total Users 5% • 2018 Total Visits 2% • 2018 Total Pageviews 2% • 2018 Average Time on Page 3%
UIOWA.EDU/STORIES

This new page started as a place for OSC to try out new content presentation ideas, and will be used to house content that better fits the marketing component of OSC’s content portfolio. Whereas Iowa Now content is more informational and time-sensitive, the content at Stories will be aspirational and “evergreen.” This is our first quarter collecting data.

Q3 Highlight: The main story in the neuroscience package performed well, attracting traffic from several sources, including some 7,000 views courtesy of its placement on the UI Home Page. Year-in-review and Dance Marathon photography also drew views.

Top Three Stories of Quarter 3
1. 14,519  Breaking barriers in brain research
2. 4,594   2017 year in photos
3. 3,798   Dance Marathon recap

Source: Google Analytics
**VIDEO**

**Q3 Highlight:** Our top organic video this quarter was a 6:43-minute piece from fall 2015 on tractor research conducted by the UIowa. It attracted 43,000 views, had an average watch time of two minutes, received 170 likes, 6 comments, was shared 27 times and netted us 83 new channel subscribers. All the traffic came from ‘browse’ or ‘suggested’ videos which means YouTube was recommending it as relevant content to another trending story. This is a good example of how our research stories can get an unexpected second wind.

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**Top Paid Promoted Videos (by views)**
- 81,869 Iowa Neuroscience Institute: Breaking Barriers in Brain Research (Dec. 14, 2017)
- 19,233 Writing at Iowa—Teaser (Mar. 6, 2018)
- 10,056 Iowa (2017)

**Top Organic Videos (by views)**
- 43,388 University of Iowa Tractor Simulator (Oct. 4, 2012)
- 11,595 Iowa Fight Song (Aug. 17, 2010)
- 10,676 The Science of Ship Design (Feb. 24, 2011)

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*Year-over-year decline is 100 percent attributable to a planned reduction in videos that were included in a paid marketing campaign; organic video views for the quarter were, in fact, up year-over-year.*

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Source: YouTube Analytics
NEWS

Q3 Highlight: A Tippie professor’s autism research, published and pitched from *Iowa Now*, received significant attention worldwide.

Online Media Mentions
Q3/FY18 vs. Q3/FY17

<table>
<thead>
<tr>
<th>Geography</th>
<th>Q3/FY18</th>
<th>Q3/FY17</th>
</tr>
</thead>
<tbody>
<tr>
<td>INTERNATIONAL</td>
<td>16,902</td>
<td>12,611</td>
</tr>
<tr>
<td>REST OF UNITED STATES</td>
<td>15,912</td>
<td>11,318</td>
</tr>
<tr>
<td>IOWA</td>
<td>1,993</td>
<td>3,000</td>
</tr>
<tr>
<td>TOTAL</td>
<td>45,425</td>
<td>37,925</td>
</tr>
</tbody>
</table>

40% increase

Online Media Mentions by Geography

[Graph showing distribution of online media mentions by geography]

Most Successful Pitches

*Daily Mail Online:* “No rise in autism in US in past three years: study”

*Daily Mail Online:* “Tom Brokaw collection opens to public at University of Iowa”

*Forbes:* “Nanorobots target and attack malignant tumors without harming healthy tissue”

*Business Insider:* “Little change in proportion of U.S. kids with autism”

*Associated Press:* “University of Iowa students propose wastewater solutions”

*CBS News:* “U.S. autism rates appear to be stabilizing, new study suggests”
MARKETING

Q3 Highlight: Traffic to the home page of the Iowa Neuroscience Institute increased by 30 percent when national campaign advertising was in the marketplace; traffic to the careers page of the INI site doubled during those same periods.

Total Paid Media

<table>
<thead>
<tr>
<th>CHANNELS: ResearchGate display and promoted email, Google Display, Google Video, Facebook, LinkedIn, Instagram, and Twitter</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL INVESTMENT</td>
</tr>
<tr>
<td>$48,332</td>
</tr>
</tbody>
</table>

Campaign Highlights

<table>
<thead>
<tr>
<th></th>
<th>INVESTMENT</th>
<th>IMPRESSIONS</th>
<th>CPM</th>
<th>OF NOTE</th>
</tr>
</thead>
</table>
| FOR IOWA              | $2,750     | 348,279     | $12.60 | Pageviews: 9,092  
Average Time on Page: 7:42  |
| ADMISSIONS            | $1,484     | 142,145     | $9.60  | Online registrations for campus visit: 55 
Average Time on Page: 4:52 |
| NATIONAL FACULTY CAMPAIGN—WRITING | $3,398 | 178,577 | $18.98  | Social media video views (10 or more seconds): 21,744 |
| NATIONAL FACULTY CAMPAIGN—NEUROSCIENCE* | $35,700 | 2,292,663 | $15.58  | Pageviews: 17,740 (14,519 of “Breaking barriers...” landing page) 
Pre-roll and embedded video views (30 or more seconds): 81,869 |
| NATIONAL BRAND AWARENESS/ SCHOOL COUNSELORS: FLIGHT I | $5,000 | 745,174 | $6.71  | Pageviews: 1,074 |

*Includes activities AAAS in Dallas

Partner Projects

|                       | Reach: 4,000 | Reach: 65,000 | Reach: 30,000 |
| Admissions Closer Piece | Admissions Search Viewbook | Iowa City CVB Visitors Guide |

Definitions available on final page of this report
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: YouTube’s definition of a view is a viewer initiated intentional play of a video (organic).

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

OSC QUARTERLY IMPACT REPORT: Q3 | FY18