



Executive Communications Data Dashboard

Analytics for All

University of Iowa Center for Advancement

Email | All Summary

Email | All Projects

Email | Iowa Newsletter

Email | Iowa Newsletter C...

Email | Annual Giving

Email | Alumni Engageme...

Email | Events

Email | Performance

Web | Foriowa

Web | Iowa Magazine

Web | Content

Web | Traffic Sources

Web | GivetoIowa

Web | Voluntary Info Upda...

Social Media | Followers

Social Media | Facebook

Social Media | Instagram

Social Media | LinkedIn

Social Media | X

Glossary of Terms

IOWA

EMAIL

The University of Iowa Center for Advancement

Anthology Platform: March 2019 to May 2025

Marketing Cloud Platform: January 2025 to Current

Jan 1, 2024 - Dec 31, 2025

Data Start Date: March 2019

Total Recipients

9,692,187

↑ 5% from previous 731 days

Total Clicks

373,004

↑ 23% from previous 731 days

Total Unsubscribes

15,402

↑ 7% from previous 731 days

Average Open Rate

52%

↑ 1% from previous 731 days

Average Click Rate

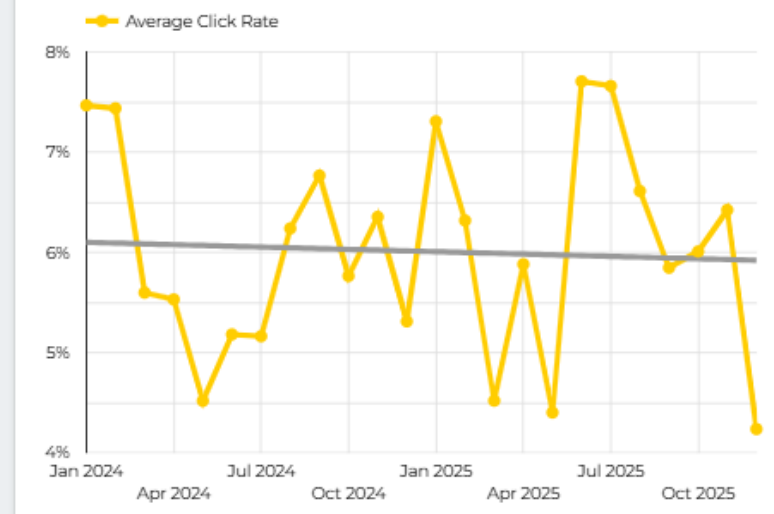
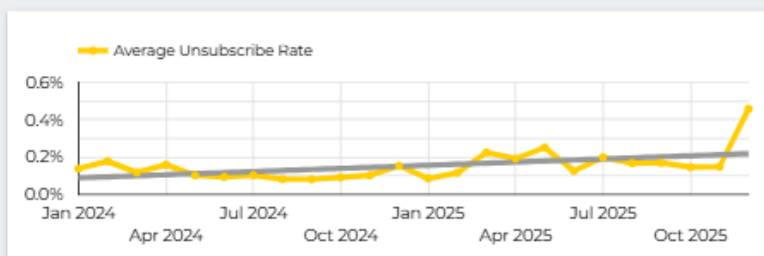
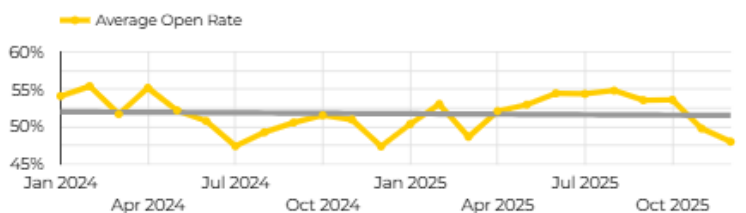
6.0%

↑ 36% from previous 731 days

Average Unsubscribe Rate

0.16%

↑ 22% from previous 731 days



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IOWA

EMAIL

The University of Iowa Center for Advancement

Anthology Platform: March 2019 to December 2024

Marketing Cloud Platform: January 2025 to Current

Oct 1, 2025 - Dec 31, 2025

Data Start Date:
December 2021

EMAIL NAME

OPEN RATE

1. IF2605 Iowa Newsletter November 2025

55%

2. IF2606 Iowa Newsletter December 2026

56%

3. IF2604 Iowa Newsletter October 2025

58%

4. ZA2616 Mid-Career Alumni Focus Survey Invitation

39%

5. Daily Birthday Email Marketing Cloud

51%

6. AT2608 Athletics Development Fall Solicitation Email

52%

7. GA2611 DEC17 8:30AM First Send Journey

45%

8. GA26111 Main Campus CYE Email

63%

9. AT2607 Athletics Development Fall Solicitation Email

36%

10. AE2618 Bowl 2025 Activities Email

37%

11. AE2618 Bowl 2025 Activities Email

55%

12. EV2615 UI vs USC Presidents Reception

68%

13. NS2601 Neuroscience ENewsletter Fall 2025

49%

14. GA2611 DEC17 8:30AM First Send Journey

46%

15. GA26111 Main Campus CYE Email

45%

16. AT2607 Athletics Development Fall Solicitation Email

49%

17. GA2609 Tuesday Main Campus Giving Tuesday Email

38%

18. EP2620 SAVE THE DATE Alumni Day 2026 Event

66%

19. CMN November Newsletter - Hanna

33%

20. GA2608 Donor Main Campus November RA Email

45%

Area

Type to search

Other

Events

Donor Engagement

Communications

CMN

Birthday

Athletics

Annual Giving

Alumni Engagement

null

Customize date range and narrow down to team areas that are relevant to you.

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IOWA

IOWA NEWSLETTER

The University of Iowa Center for Advancement

Anthology Platform: March 2019 to December 2024

Marketing Cloud Platform: January 2025 to Current

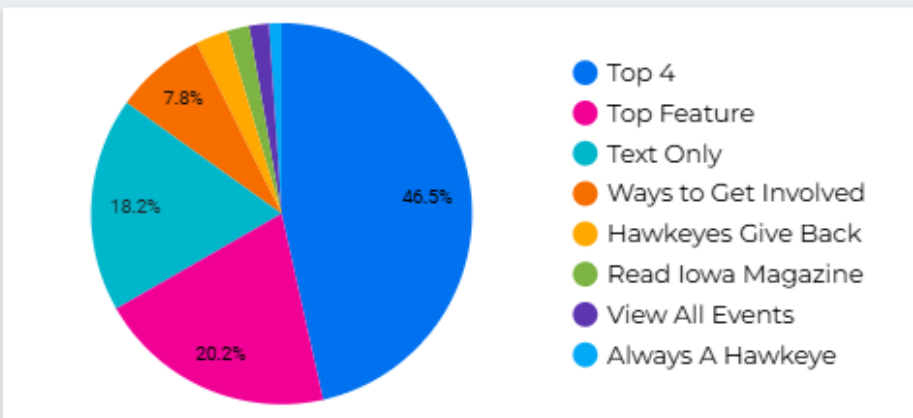
Jan 1, 2025 - Dec 31, 2025

Data Start Date: December 2021

CONTENT	SECTION	CLICKS ▾
1. Mauricio Lasansky's Influential Drawings Find New Home	Top 4	3,047
2. How the Transfer Portal Transformed Lucy Olsen's Career	Top 4	2,835
3. Dig Into the College-Town Eats That Hawkeyes Still Crave [IC Eats]	Top Feature	2,732
4. Get to Know New Iowa Men's Basketball Coach Ben McCollum	Top 4	2,507
5. Iowa Set to Retire Caitlin Clark's Jersey	Top 4	2,476
6. How the UI Supports Rural Communities Across 99 Counties [Special Feature]		
7. Simon Estes Headlines 2025 Distinguished Alumni Award Winners [Meet the Honoree]		
8. Former Hawkeyes Reflect on Kirk Ferentz's Transformative Impact [Read the Story]		
9. Free Fun: Iowa City Events and Activities for Summer 2025		
10. Five Things Your Physical Therapist Wishes You Would Do		

The team managing the monthly Iowa Newsletter send to 130K alumni can see how each story and section performs to make data-driven decisions the next month.

NEWSLETTER CONTENT SECTIONS BY CLICK PERCENTAGE



SECTION ▾	AVERAGE CLICKS
1. Ways to Get Involved	155
2. View All Events	136
3. Top Feature	1,649
4. Top 4	930
5. Text Only	251
6. Read Iowa Magazine	154
7. Hawkeyes Give Back	244
8. Always A Hawkeye	104

Social Media | X



Writers and content strategists don't have to sort through Excel documents to understand which feature story at the top of the newsletter or other sections of the email perform well. They can simply select the section they want to analyze and see how each story in that timeline has performed and what the average number of clicks were.

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IOWA

EMAIL PERFORMANCE

The University of Iowa Center for Advancement

Jan 1, 2025 - Dec 31, 2025

Data Start Date: July 2021

DONATIONS

\$[REDACTED]

↑ 14.3%

GIFTS

[REDACTED]

↓ -9% from previous 365 days

REGISTRATIONS

3,531

↑ 64% from previous 365 days

EMAIL NAME		DONATIONS	GIFTS	EMAIL NAME		REGISTRATIONS
1.	GD2504 #3 1DFI March 26	[REDACTED]	296	1.	EP2613 Iowa Reception Faust Gallery (Santa Fe) remin...	230
2.	GD2504 #3 1DFI March 26 7AM				mail	230
3.	GA2611 #4 DEC31 8:30AM Last Chance Journey					183
4.	GD2503 #2 1DFI March 24 Noon				Registration ...	179
5.	GA2609 Tuesday Main Campus Giving Tuesday				Registration	178
6.	GA2611 #3 DEC29 8:30AM Two Days Left Journey				Huddles Email	178
7.	GD2510 #8 1DFI March 26 Noon				1	153
8.	GA2609 Monday Main Campus Giving Tuesday				REMINDER	108
9.	GA2611 DEC17 8:30AM First Send Journey	\$[REDACTED]	20	9.	EV2614 Literary Legends Invitation Email	98
10.	HA2604 #1 DEC18 9AM First Send Journey	[REDACTED]	7	10.	EV2605 Washington DC Together Hawkeyes Tour	97
11.	GA2515 NON DONOR Main Campus February RA Email	\$[REDACTED]	21	11.	EV2511 Des Moines, IA Together Hawkeyes Tour	87
12.	C22613 AG Childrens CYE Renewal Email 3	\$[REDACTED]	17	12.	AM2604 IClub Fall Kickoff Email	86
13.	GD2511 #10 1DFI March 26 7PM	\$[REDACTED]	7	13.	AM2610 REMINDER Football Hawkeye Huddles Email	83
14.	C22611 AG Childrens CYE Renewal Email 1	\$[REDACTED]	16	14.	AE2610 Alumni Pep Band Email	80
15.	HA2604 #3 DEC31 7AM Last Chance Journey	\$[REDACTED]	8	15.	GF2515 Performing Arts Donor Appreciation	71
16.	GD2502 #1 1DFI March 6	[REDACTED]	79	16.	AM2604 IClub Fall Contributors Event EMAIL REMIND	60

Trackable gifts and event registrations from email marketing efforts are transparent for any team member that needs to know.

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IOWA

WEBSITE PAGES

The University of Iowa Center for Advancement

Google G4 Analytics
Real-Time Updates

Jan 1, 2025 - Dec 31, 2025

Data Start Date: July 2023

All Foriowa.org

	Page title	Views
1.	University of Iowa Center for Advancement University of Iowa Ce...	37,287
2.	Register for Senior College University of Iowa Center for Advance...	25,482
3.	(not set)	23,705
4.	The Latest Hawkeye News – Delivered to Your Inbox University of ...	22,331
5.	Events University of Iowa Center for Advancement	18,364
6.	Iowa's Soccer Mom, Meike Ingles, Balances Competition with Mot...	17,265
7.	IOWA Magazine University of Iowa Center for Advancement	
8.	University of Iowa Center for Advancement	
9.	Iowa Club Game Watch Locations University of Iowa Center for Adv...	
10.	Playing the Long Game: Kirk Ferentz's Enduring Impact University of ...	
11.	Iowa Clubs - Locations University of Iowa Center for Advancement	
12.	Privacy Statement University of Iowa Center for Advancement	
13.	Careers University of Iowa Center for Advancement	9,041
14.	Free Fun: Iowa City Events and Activities for Summer 2025 Univer...	8,515
15.	Write Now - Flash Writing Contest University of Iowa Center for A...	8,468
16.	Join Our Team University of Iowa Center for Advancement	8,453
17.	Write Now - Microstory Contest University of Iowa Center for Adva...	7,081
18.	Leadership University of Iowa Center for Advancement	6,327
19.	Iowa Alumnus Restores Power at Landmark Coralville Restaurant ...	6,297

Iowa Magazine & Iowa Stories

	Page title	Views
1.	Iowa's Soccer Mom, Meike Ingles, Balances Competition with Mot...	17,265
2.	IOWA Magazine University of Iowa Center for Advancement	15,984
3.	Playing the Long Game: Kirk Ferentz's Enduring Impact Universit...	11,222
4.	Free Fun: Iowa City Events and Activities for Summer 2025 Univer...	8,514
5.	Iowa Alumnus Restores Power at Landmark Coralville Restaurant ...	6,297
6.	Iowa's Terry Wahls Shares Secrets to Growing a Healthy Gut Garde...	5,981
7.	"Speed Dating." University of Iowa Center for Advancement	5,269
8.	Iowa Alumnus for Basketball Line University of Iowa Center for Adv...	5,235
9.	Open Acclaimed Restaurant University of Iowa Center for Advancem...	4,898
10.	Hawkeyes Still Crave University of Iowa Center for Advancement	4,756
11.	University of Iowa Center for Advancement	4,653
12.	University of Iowa	4,592
13.	New Iowa Coach Ben McCollum Discusses the Power of Process ...	3,831
14.	Iowa Freshman Iose Epenesa Continues Family's Football Dynasty ...	3,732
15.	Iowa Alum Prepares Chiefs for Run at NFL History University of Io...	3,722
16.	IOWA Magazine Archives University of Iowa Center for Advancem...	3,477
17.	After Tragic Loss, Iowa TRACERS Team Brings NASA Mission to Lau...	3,225
18.	Remembering John Pappajohn: An Investor in Iowa University of ...	2,708
19.	Seven Reasons Why Hawkeyes Melt for the Carver Cone Universit...	2,605

Colleagues can easily see how pages and digital stories on the website are performing for any given time frame. Web dashboards have real-time updates.

My Drive > Data Sources | UICA Exe... ▾ 👤

Type ▾

People ▾

Modified ▾

Source ▾

Name ↑

Each dashboard has a custom data source that is updated either weekly or monthly by a team of two (one FT and one PT employee). Updating all twelve data sheets takes less than one hour.



EMAIL...

EMAILS

EVENT PROMOTIO...

FACEBOOK POSTS

FOLLOWERS SOCI...

INSTAGRAM POSTS

INSTAGRAM REELS

IOWA NEWSLETTE...

LINKEDIN POSTS

UPDATE CONTACT...

VOLUNTARY INFO

X POSTS

Email | All Summary

Email | All Projects

Email | Iowa Newsletter

Email | Iowa Newsletter C...

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IOWA

TRAFFIC SOURCES

The University of Iowa Center for Advancement

Google G4 Analytics
Real-Time Updates

Jan 1, 2025 - Dec 31, 2025

Data Start Date: July 2023

Total Sessions

501,938

↑ 46% from previous 365 days

Organic Search Sessions

161,573

↑ 23% from previous 365 days

Paid Search Sessions

8,003

↑ 39% from previous 365 days

Direct & Email Sessions

220,840

↑ 67% from previous 365 days

Organic & Paid Social Sessions

65,177

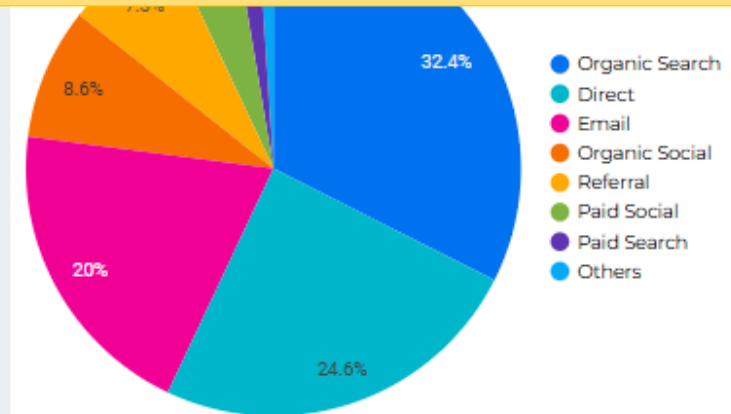
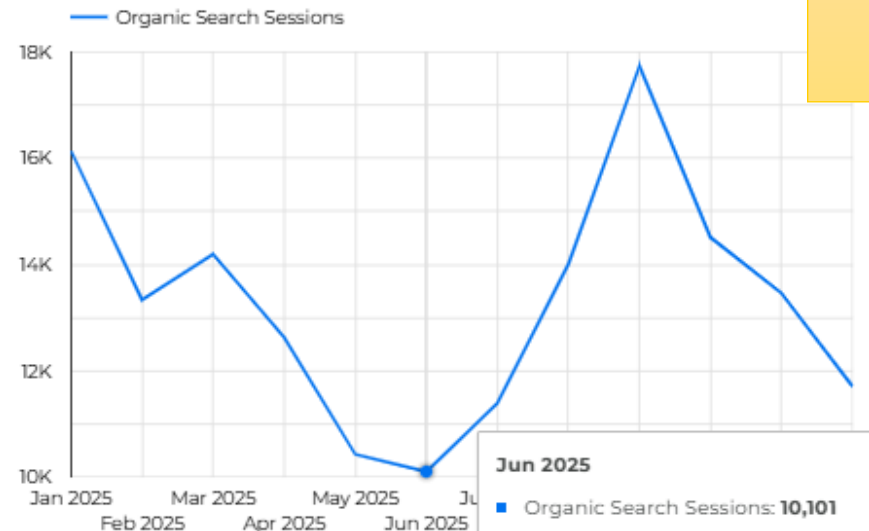
↑ 63% from previous 365 days

Referral Sessions

36,583

↑ 77% from previous 365 days

Specialty dashboards are added for strategic goals such as improving organic search (SEO) to our website.



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Social Media | X

IOWA

SOCIAL MEDIA FOLLOWERS

The University of Iowa Center for Advancement

Jan 1, 2025 - Dec 31, 2025

Data Start Date: January 2018

Total Followers for All Channels

92,014

↑ 7% from previous 365 days

Facebook Followers

57,506

↑ 7% from previous 365 days

Instagram Followers

10,065

↑ 19% from previous 365 days

LinkedIn Followers

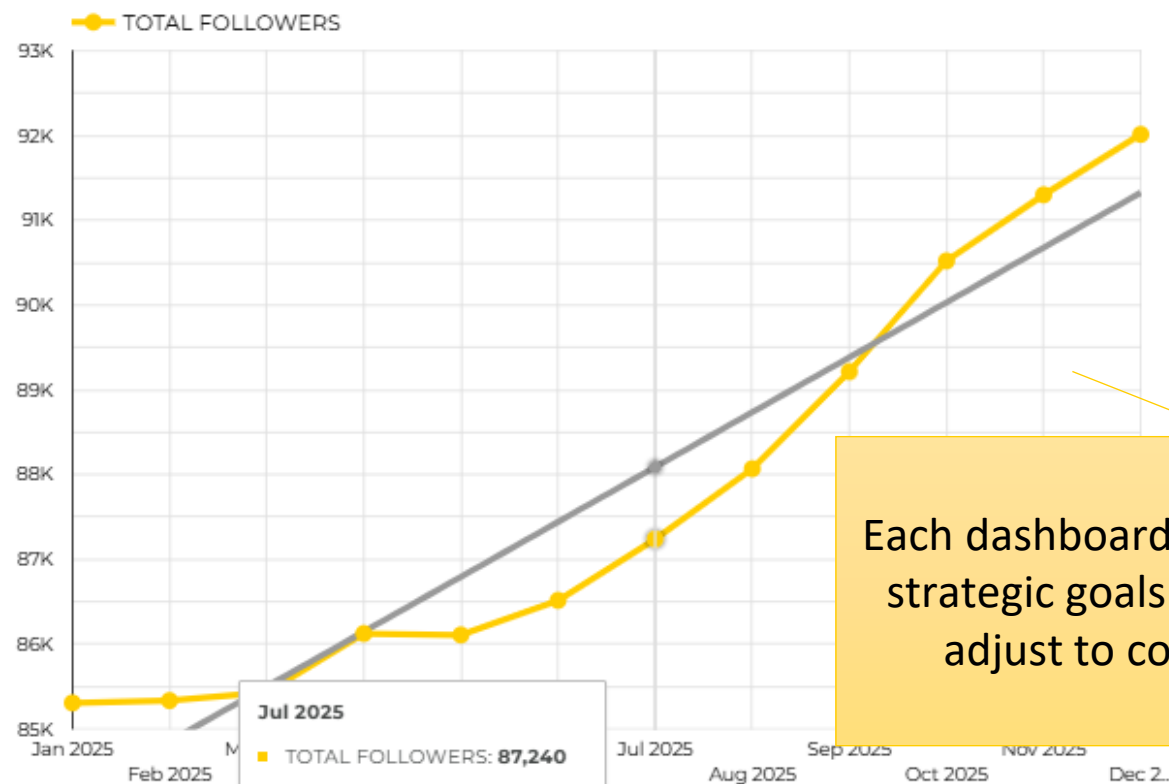
11,762

↑ 9% from previous 365 days

X Followers

12,681

↑ 0% from previous 365 days



Each dashboard is agile. As team needs and strategic goals change, these dashboards adjust to continually provide value.

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Social Media | Facebook

Social Media | Instagram

Social Media | LinkedIn

Social Media | X

IOWA

INSTAGRAM

The University of Iowa Center for Advancement

Instagram Analytics

Jan 1, 2025 - Dec 31, 2025

Data Start Date: July 2023

Instagram Followers

10,065

↑ 19% from previous 365 days

Engagements

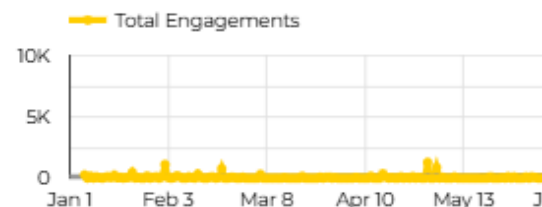
76,255

↑ 51% from previous 365 days

Impressions

1,948,469

↑ 147% from previous 365 days



Social media analytics tools (like Hootsuite) don't report metrics apples-to-apples across platforms nor from year-to-year. These custom reporting dashboards do.

Post Count

158

from previous 365 days

AZ | [icon] | [icon]

Post Type

	DATE	POST TYPE	POST TOPIC	ENGAGEMENTS
1.	Jun 30, 2025	Reel	Football	8,014
2.	Sep 12, 2025	Image	Lisa Bluder GM	7,832
3.	Sep 26, 2025	Image	Giveaway	5,488
4.	Sep 5, 2025	Album	Epenesa Family	3,274
5.	Jul 30, 2025	Album	Football	2,707
6.	Jul 8, 2025	Album	IM: Athlete Food	2,638
7.	Sep 3, 2025	Reel	Cooper DeJean Talk	2,509
8.	Oct 7, 2025	Album	Cristopher Rickert	2,254
9.	Oct 8, 2025	Album	IMU new additions	1,942

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