

# 20,563

Users

▲ 11.5%

# 29,291

Sessions

▲ 15.9%

# 64,742

PageViews

▲ 18%

# 2.21

Pages per Session

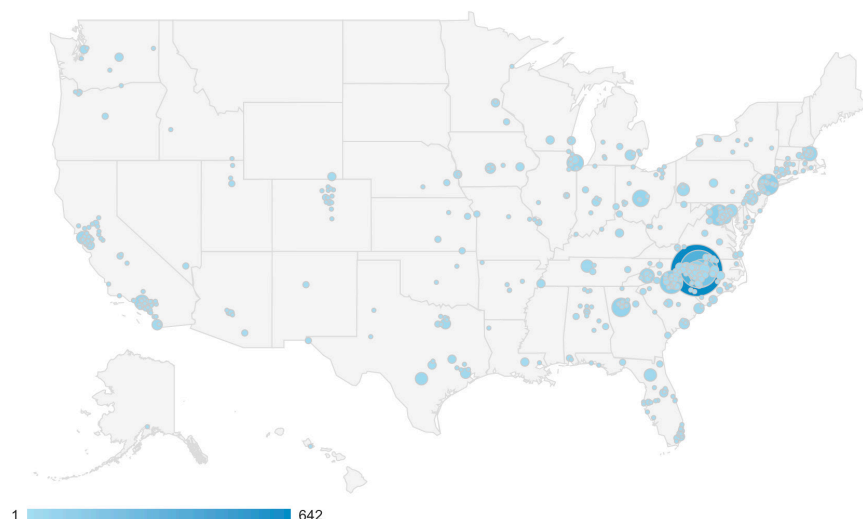
▲ 0.04

# 2:09

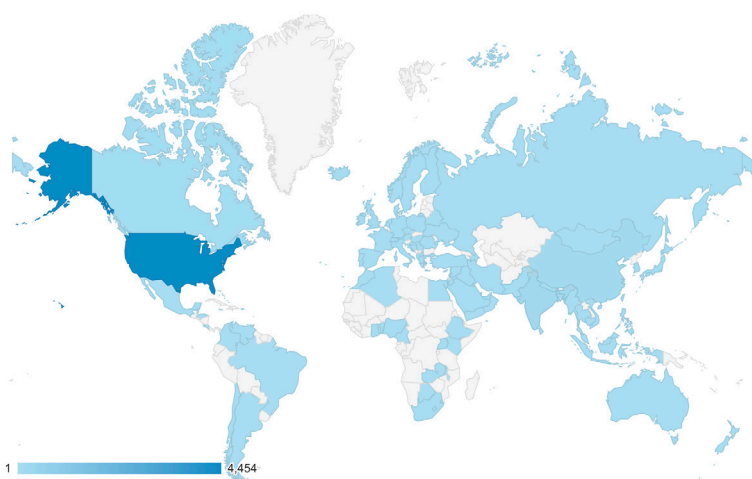
Avg. Session Duration

▲ 0:04

## User Locations



City	Views		Views
1. Chapel Hill	2,050	6. Atlanta	336
2. Durham	1,280	7. Carrboro	281
3. Raleigh	782	8. Columbus, Ohio	262
4. Charlotte	614	9. Cary	233
5. New York City	368	10. (Not set)	230

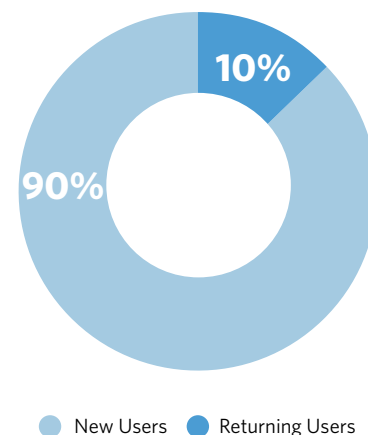


Country	Views		Views
1. United States	16,367	6. South Korea	137
2. India	796	7. Germany	132
3. China	587	8. Iran	131
4. United Kingdom	193	9. Philippines	131
5. Canada	186	10. Taiwan	113

## Top Pages

Page Name	Views
Homepage	6,092
PharmD, Landing Page	1,506
PharmD, Prospective Students	1,024
PharmD, Prerequisites	1,150
PhD, Landing Page	995
Faculty Labs	963
PharmD, Program Page	864
Fellowships	835
Directory	826
PharmD, Curriculum	761

## New vs. Return Users



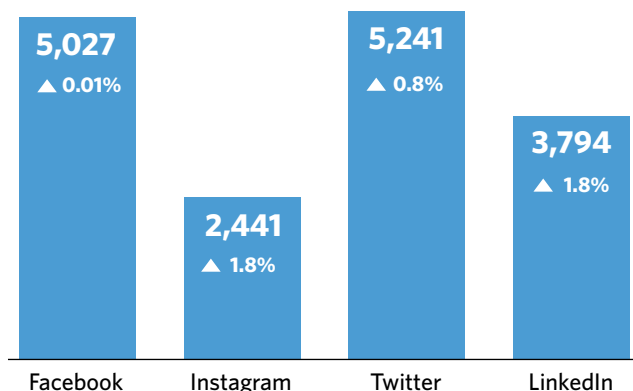
## How Users Find Our Site

Google	12,191
Direct	3,283
Facebook	1,105
LinkedIn	860
unc.edu	599
Bing	540
HubSpot Email	377
Twitter	215
t.co	181
US News	147

## Social Media

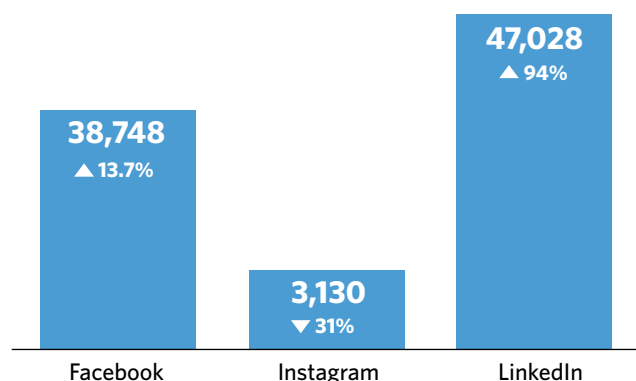
### Audience

The current number of followers for each of your social accounts except for Facebook which shows the current number of page likes.



### Impressions

This shows the number of views that posts on your LinkedIn, Facebook, and Instagram company pages received. This also includes posts that were published to your connected accounts outside of HubSpot.



## Media Impressions

Media Mentions: **59**

Unique Views: **287,600,000**

## Top Stories

### Antibody-based contraceptive prove successful in animal studies; will soon go to clinical trial

#### Health Care Asia Daily

Inspired by infertility that occurs in some women who develop antibodies against their partner's sperm, scientists at the University of North Carolina (UNC) are adapting new contraceptives that may offer women a non-hormonal option to prevent pregnancy.

UNC researchers have so far engineered and tested ultra-potent monoclonal antibodies that effectively trapped and blocked more than 99.9% of human sperm. The antibody was isolated from an infertile woman and targets a unique surface antigen present on human sperm; the sperm quickly clump together upon exposure to the contraceptive antibodies.

### Which Triangle colleges have COVID cases? Outbreaks? Here's how to track them.

#### Leah Boyd, Charlotte Observer

As college students return to campuses across the Triangle, students and their families as well as faculty and staff are cautiously keeping an eye on how the coronavirus pandemic affects them.

While some Triangle universities, such as Duke and Shaw, are requiring students to get vaccinated, most do not have vaccination mandates.

Other schools require proof of vaccination and regular surveillance testing. Most schools will require masks.

Still, despite precautions, there are concerns about coronavirus outbreaks and clusters, particularly as the more contagious delta variant spreads. And there are flashbacks to last fall, when campuses shut down and students were sent home shortly after school began.

### Improving HIV treatment outcomes

#### Brittany Jennings, ESOP

Julie Dumond is focused on improving the lives of patients living with HIV.

Dumond, a faculty member in the UNC Eshelman School of Pharmacy's division of pharmacotherapy and experimental therapeutics, is primarily focused on the pharmacokinetics/pharmacodynamics of antiretrovirals for HIV treatment and prevention. Her recent five-year, \$3,453,929 grant from the National Institutes of Health's National Institute of Allergy and Infectious Diseases, will help propel her latest research, "Quantifying Sex- and Age-Related Differences in Antiretroviral Exposure and Adverse Effects in the MACS/ WIHS Combined Cohort Study."

The long-term objective of the proposed work is to provide evidenced-based recommendations for minimizing metabolic adverse events, particularly weight gain, in a diverse population of people living with HIV by identifying and quantifying variability in drug exposure that may increase risk of side effects in patients.