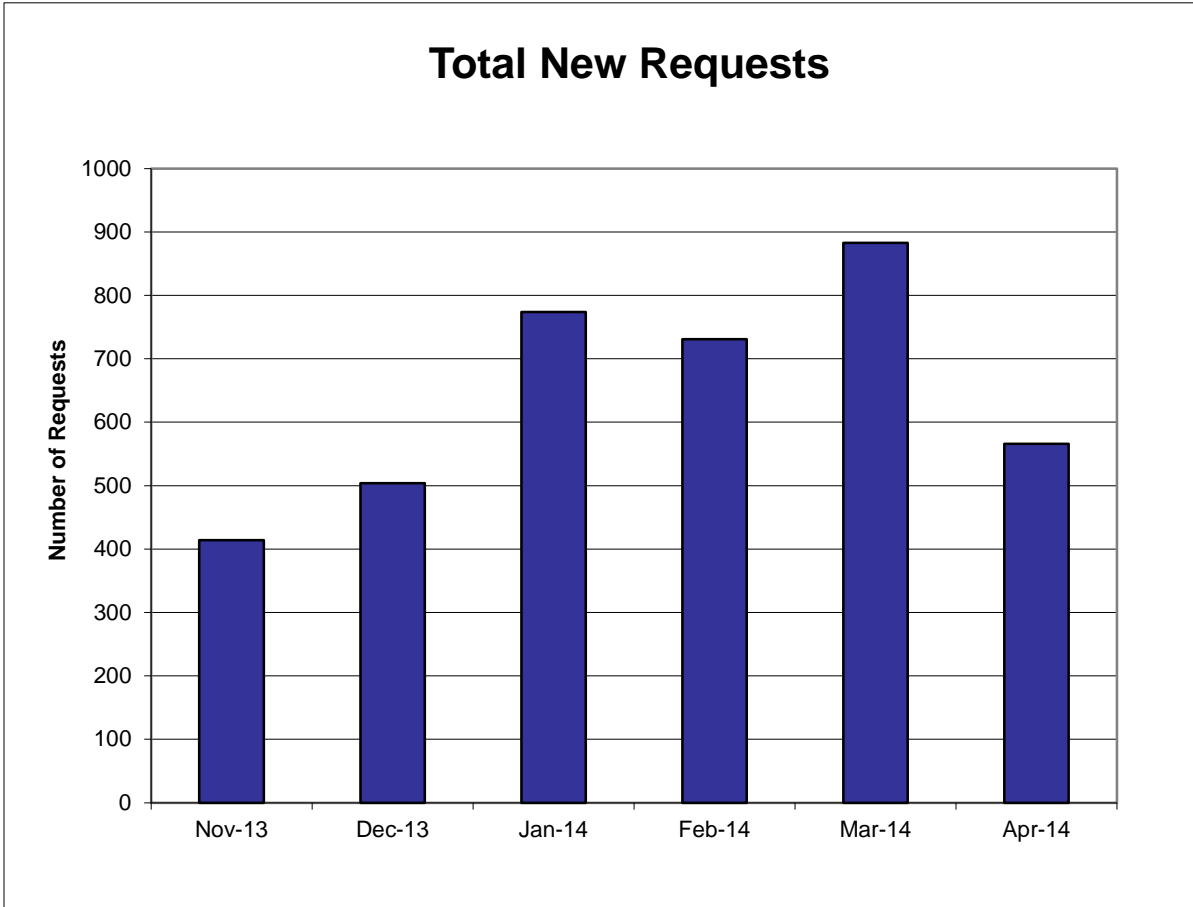
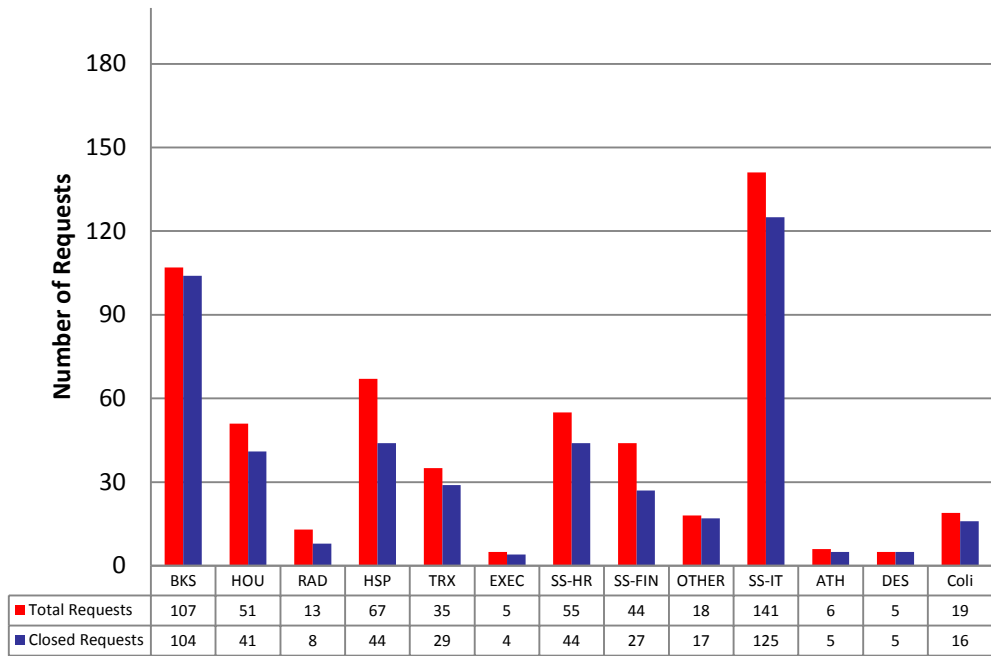


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April 2014**



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April 2014**

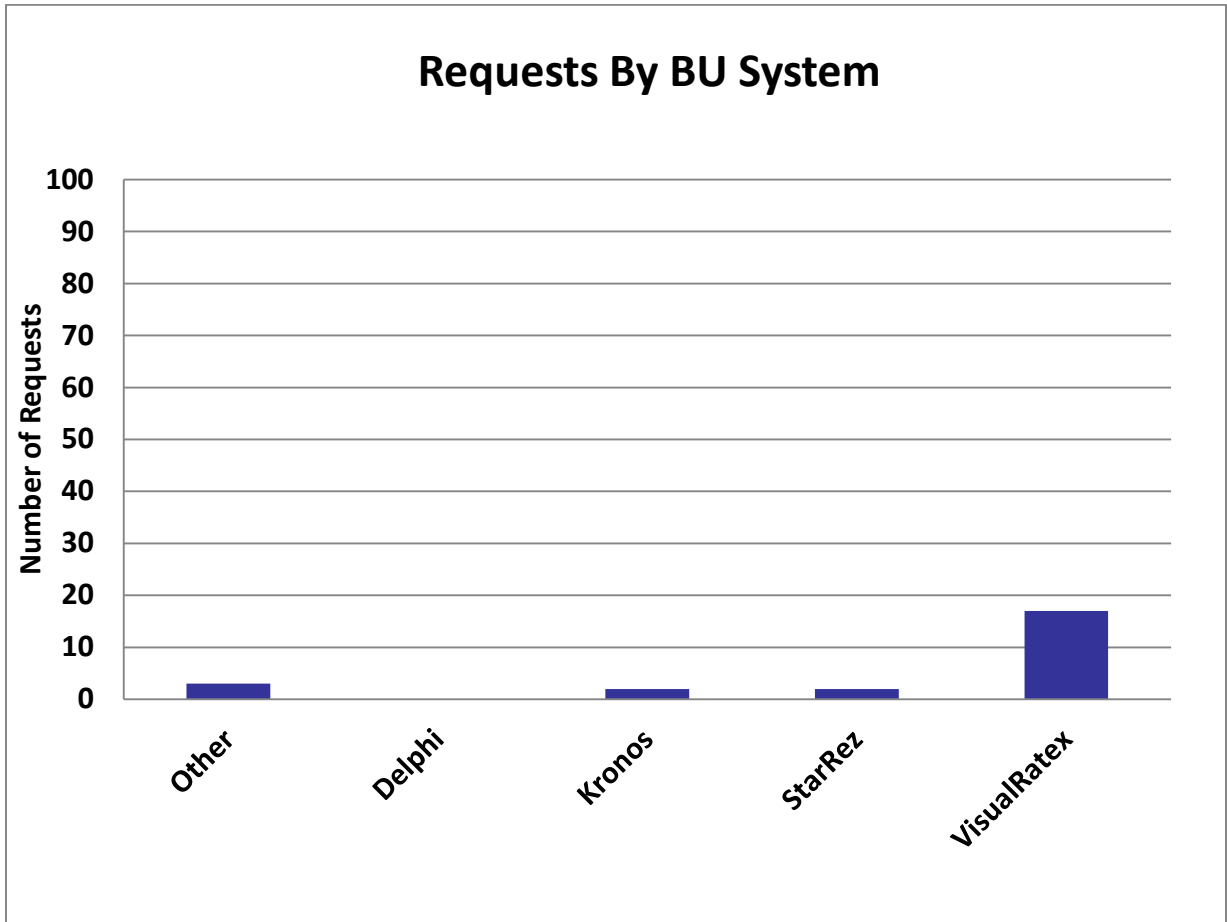
Total New Vs Closed Requests



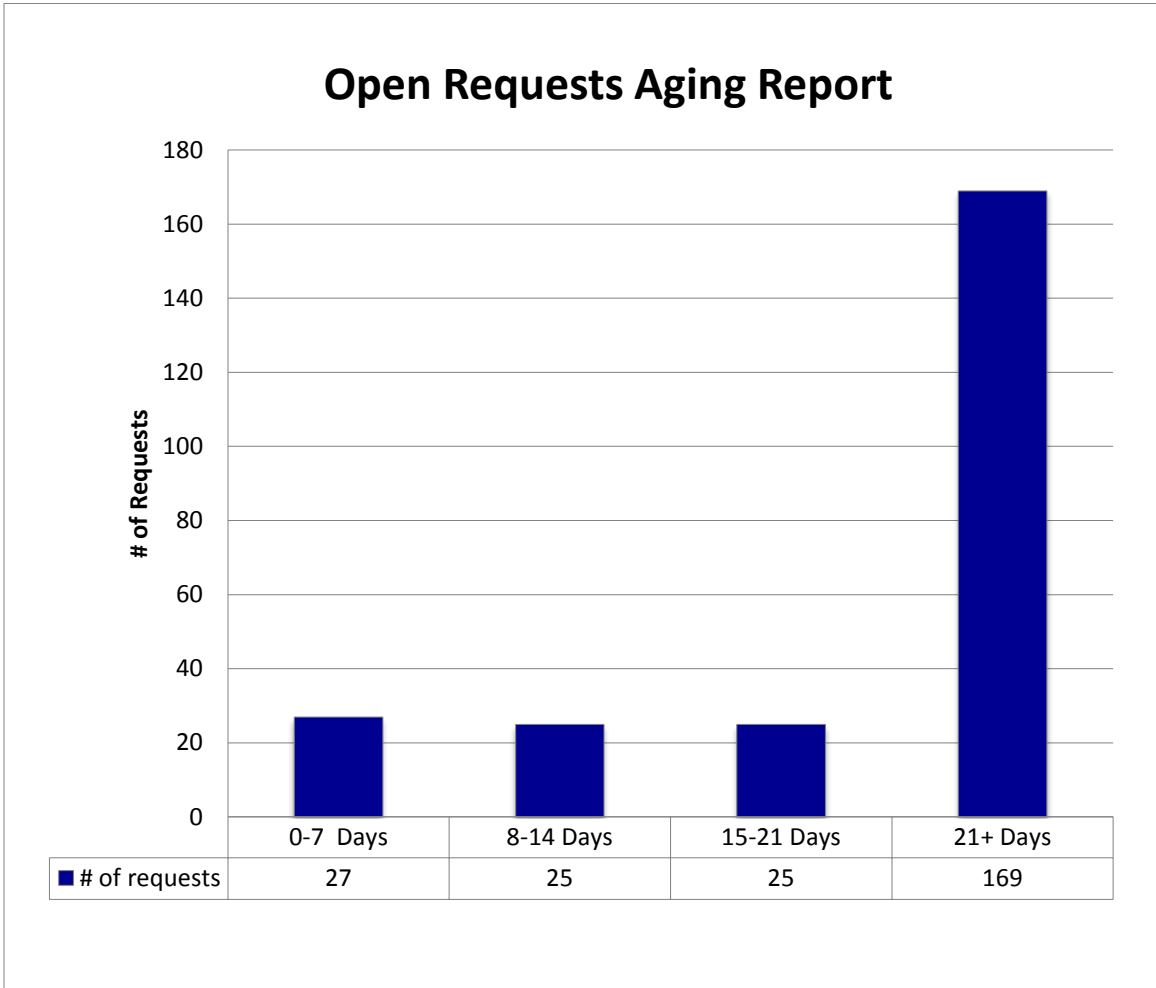
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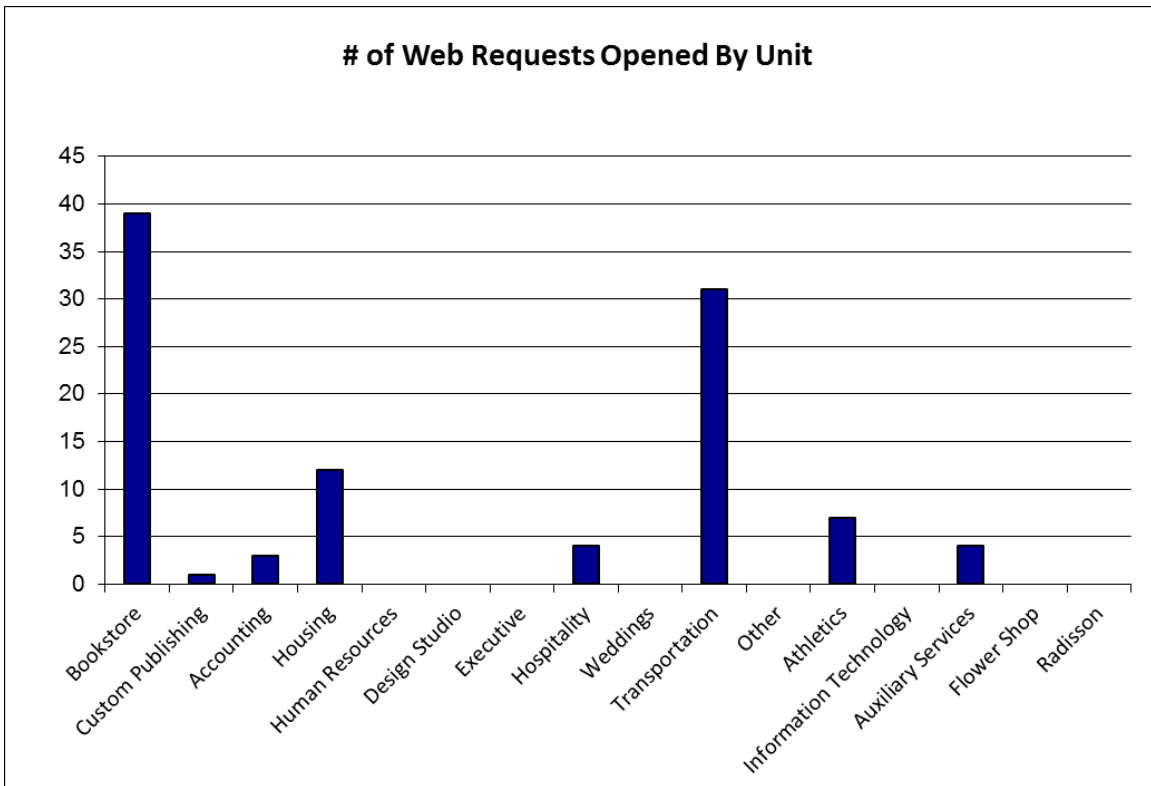
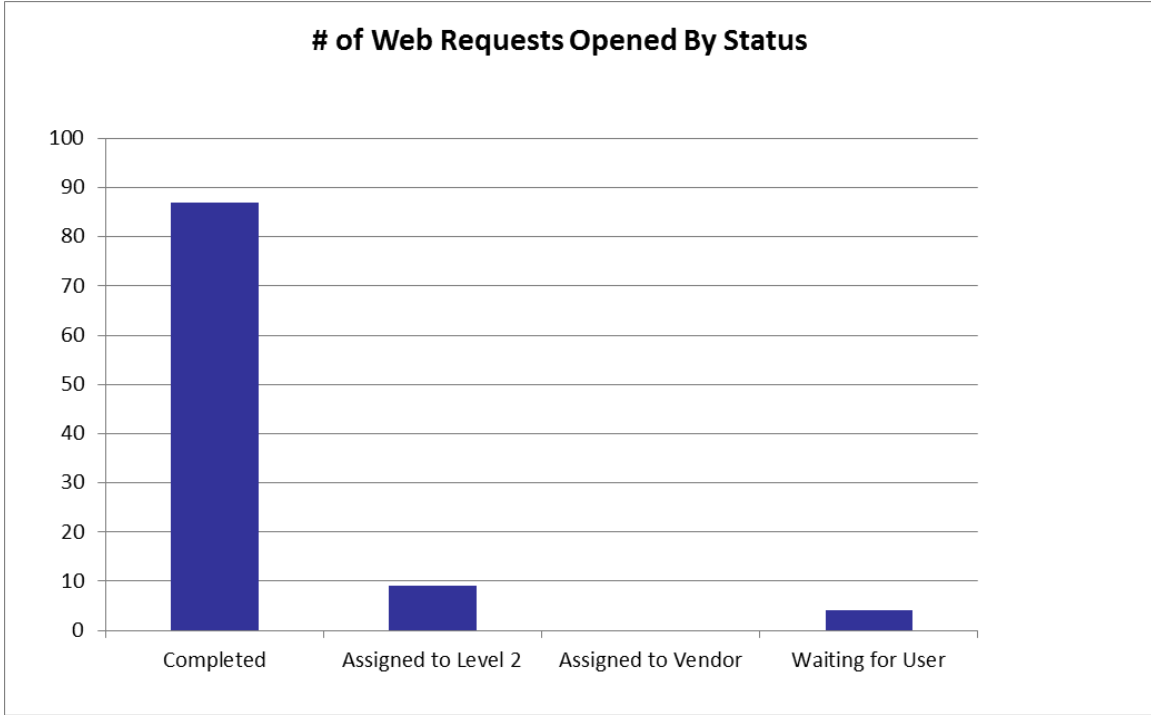
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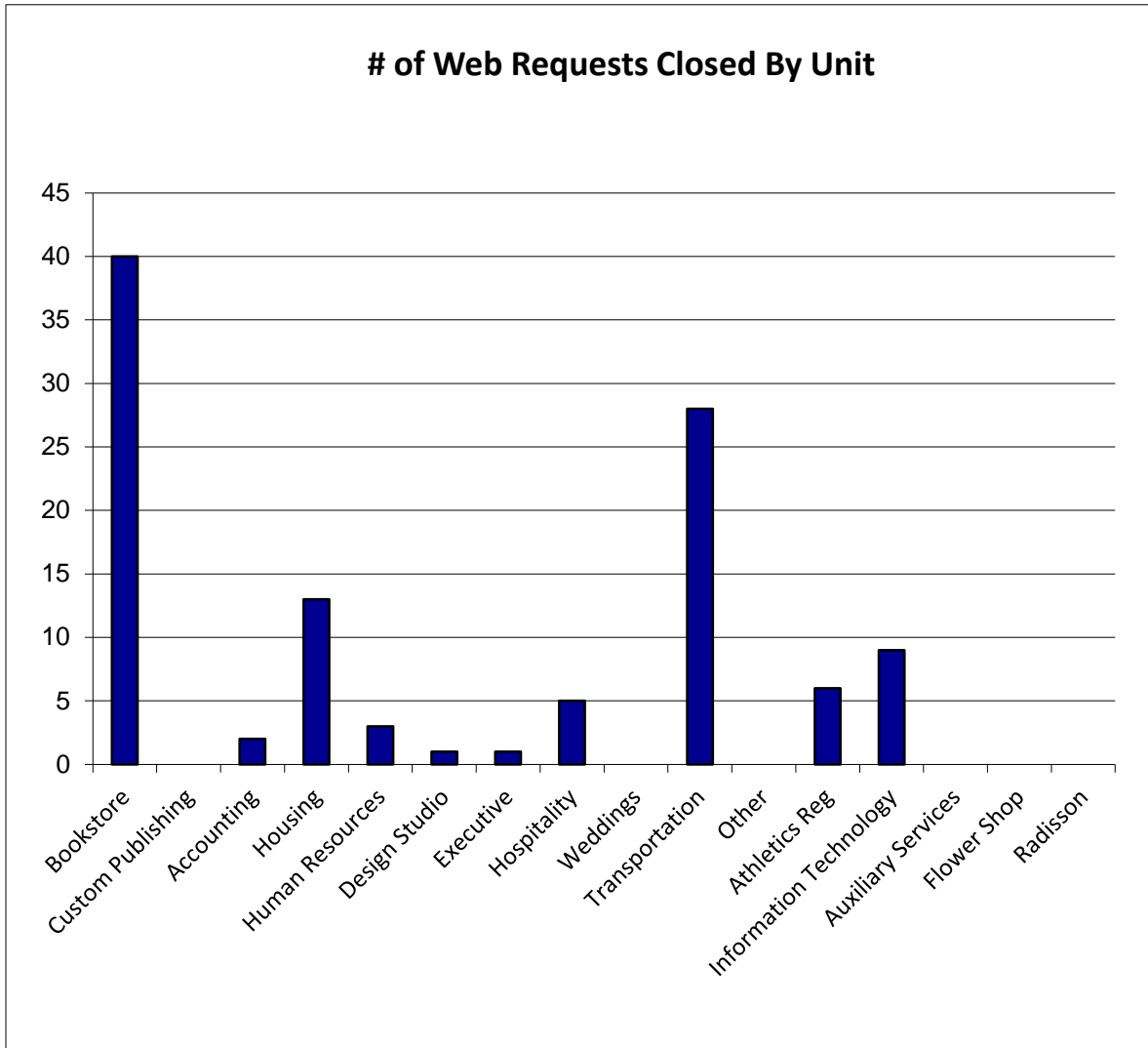
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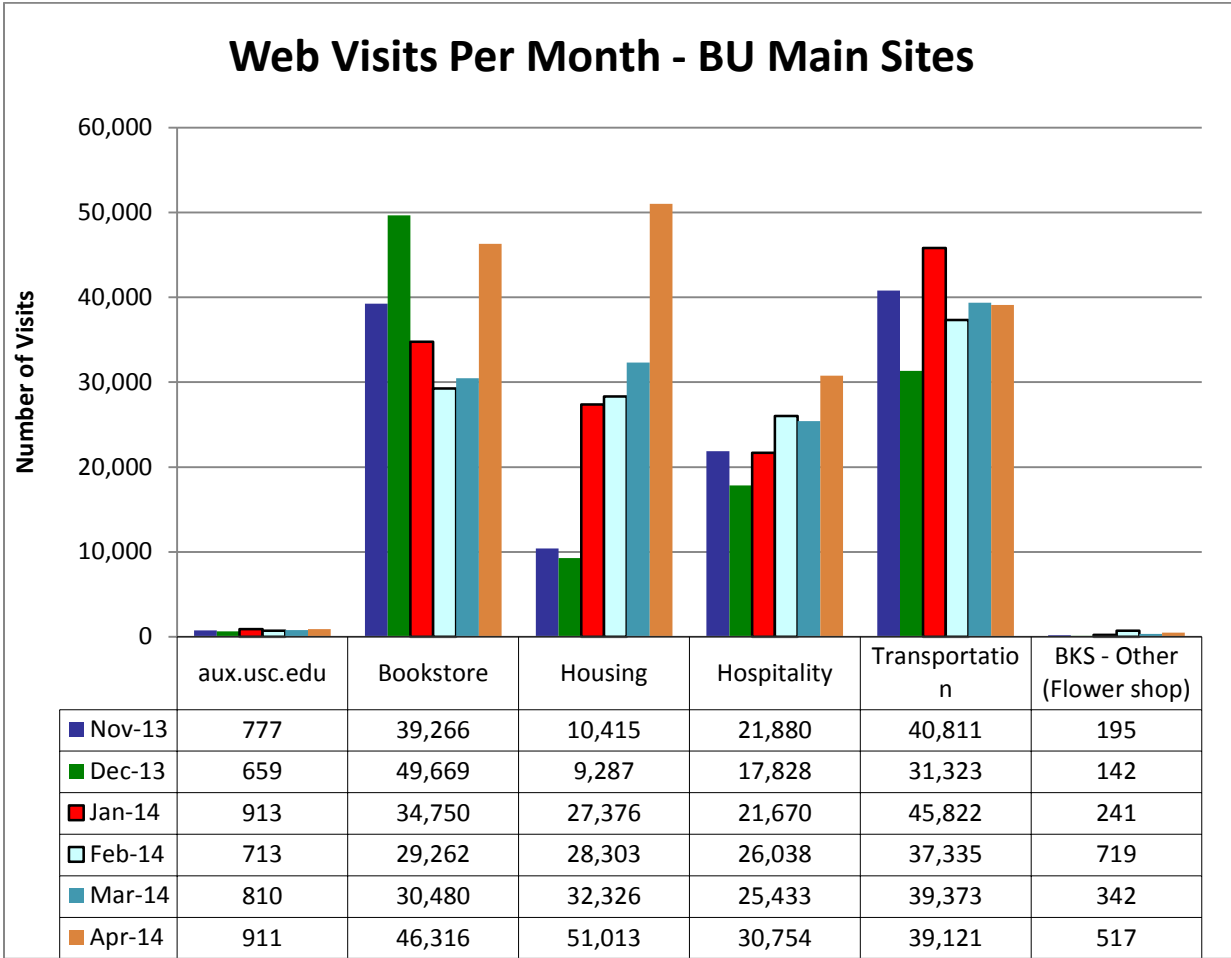
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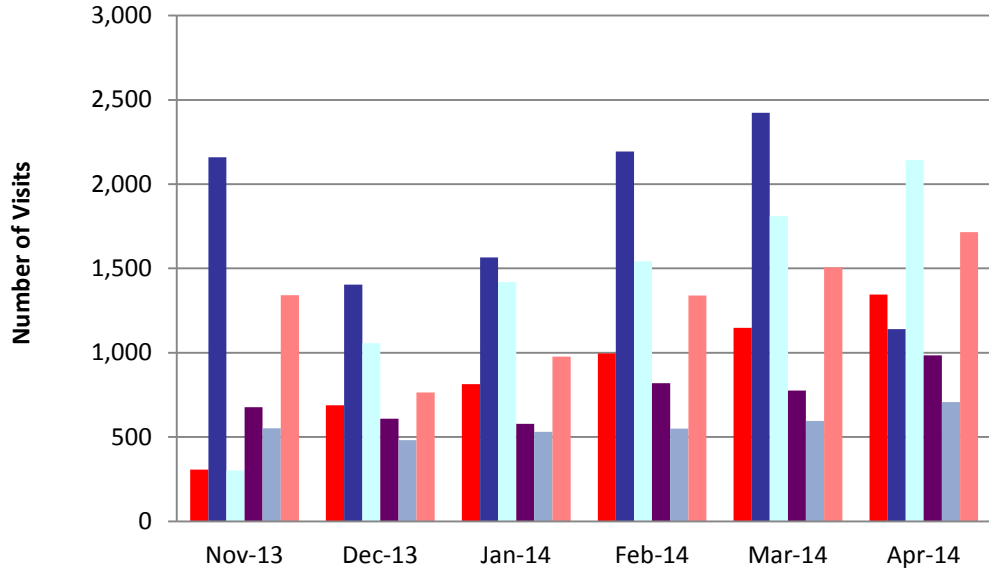


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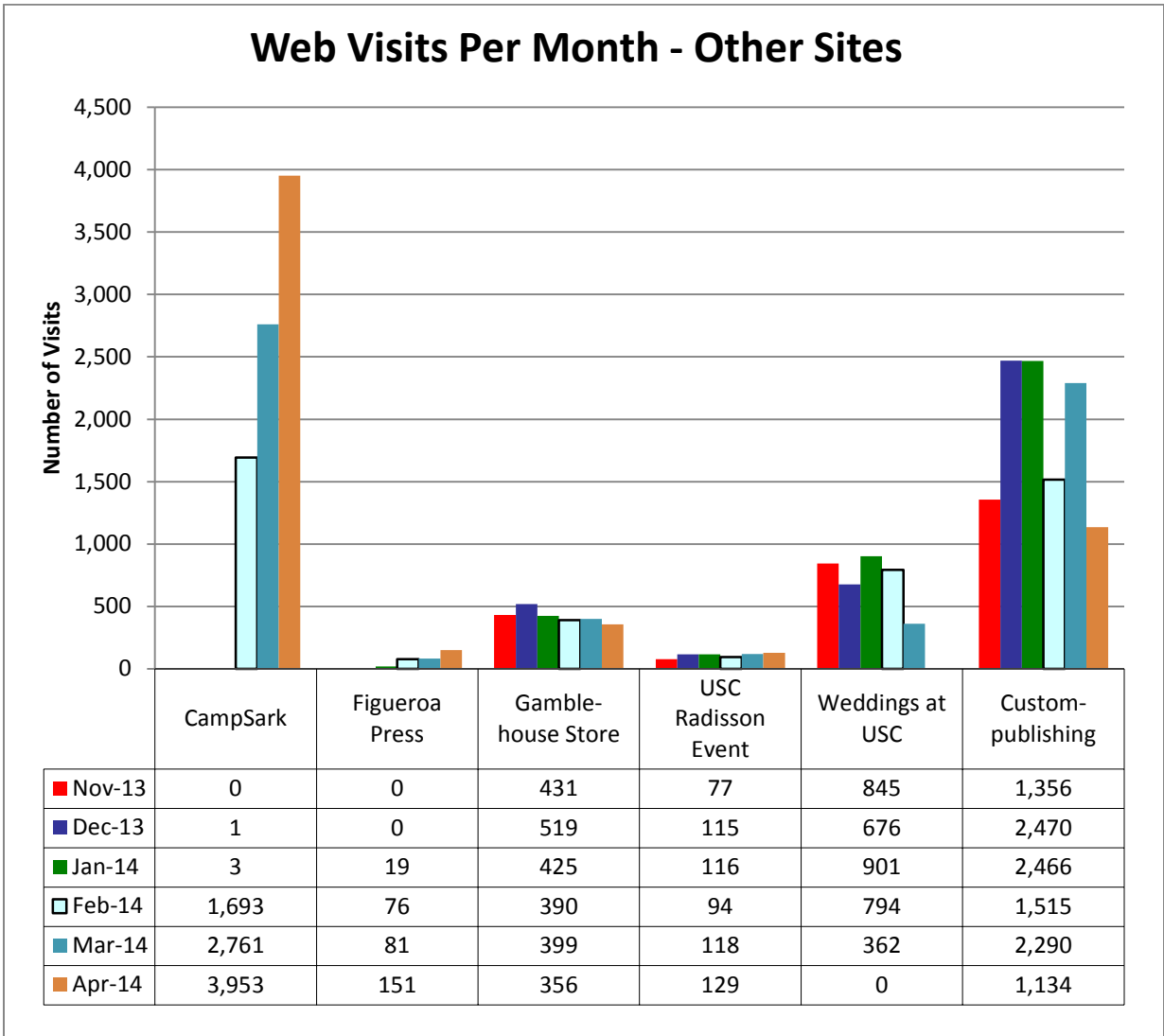
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Web Visits Per Month - HSP Micro Sites

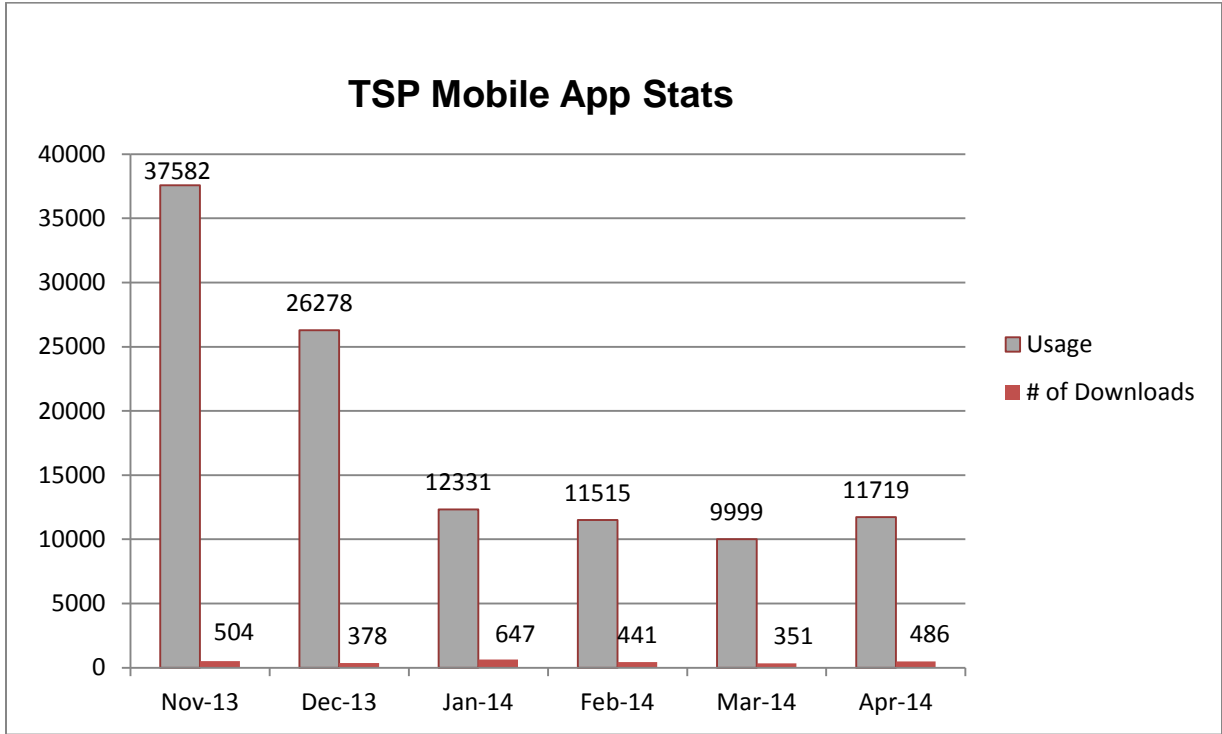


	Nov-13	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14
■ McKays	306	689	813	996	1,148	1,346
■ The Lab	2,159	1,403	1,565	2,194	2,424	1,141
■ Moreton Fig	302	1,056	1,420	1,543	1,811	2,142
■ Rosso Oro's Pizzeria	677	608	578	820	775	985
■ Seeds Marketplace	552	482	530	550	596	708
■ Traditions	1,341	764	977	1,339	1,506	1,716

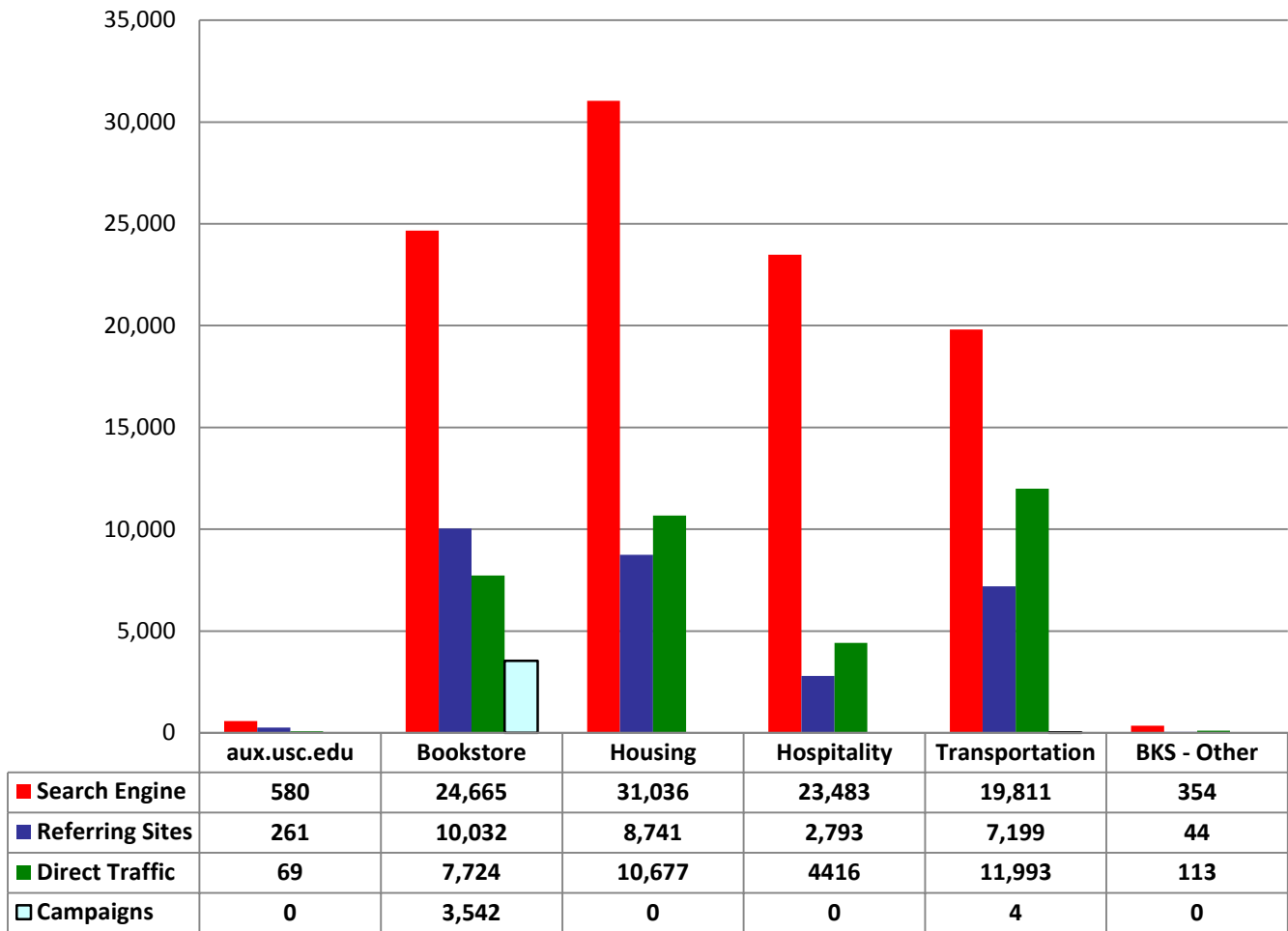
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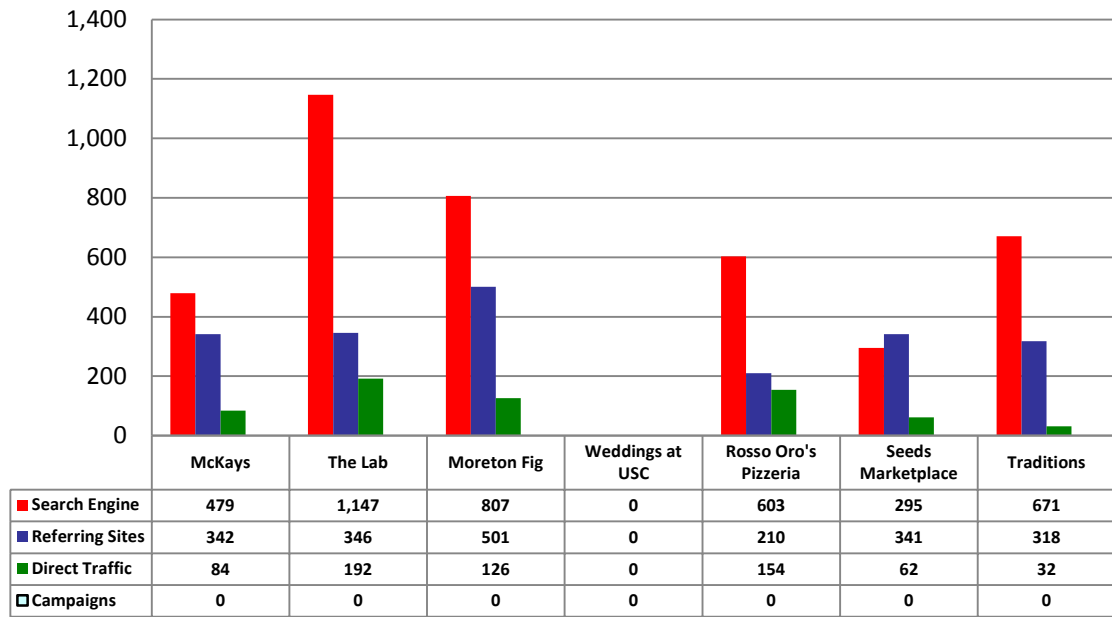


April 2014 Traffic Sources - BU Main Sites



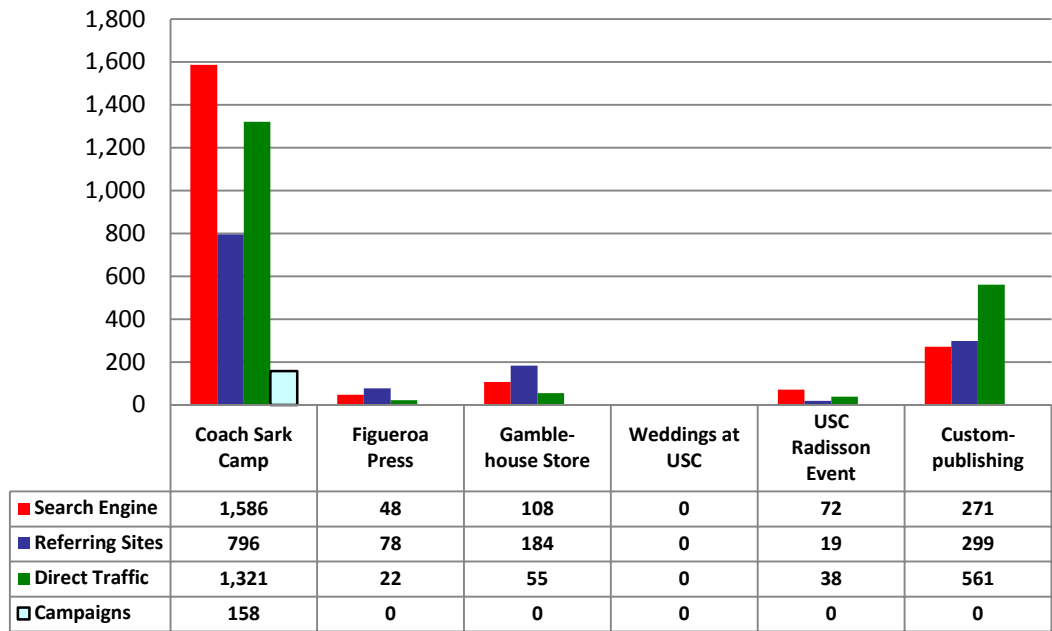
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April 2014 Traffic Sources - HSP Micro Sites



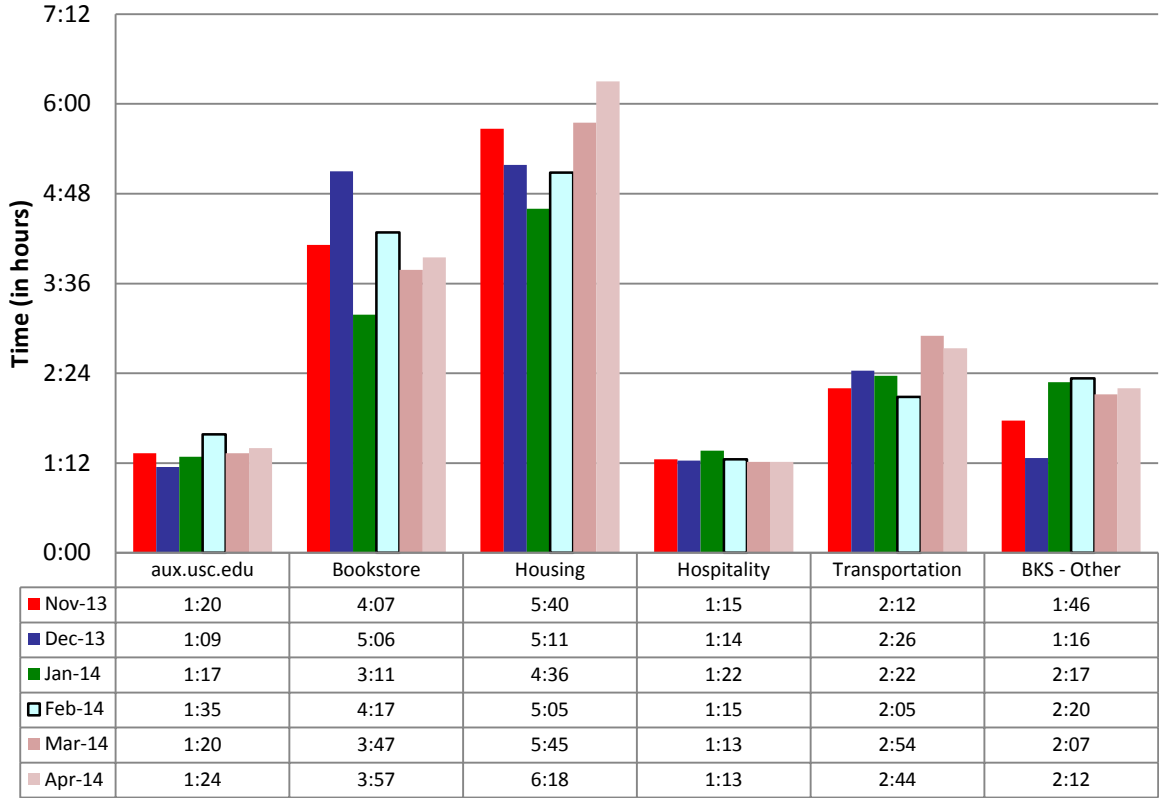
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April 2014 Traffic Sources - Other Sites



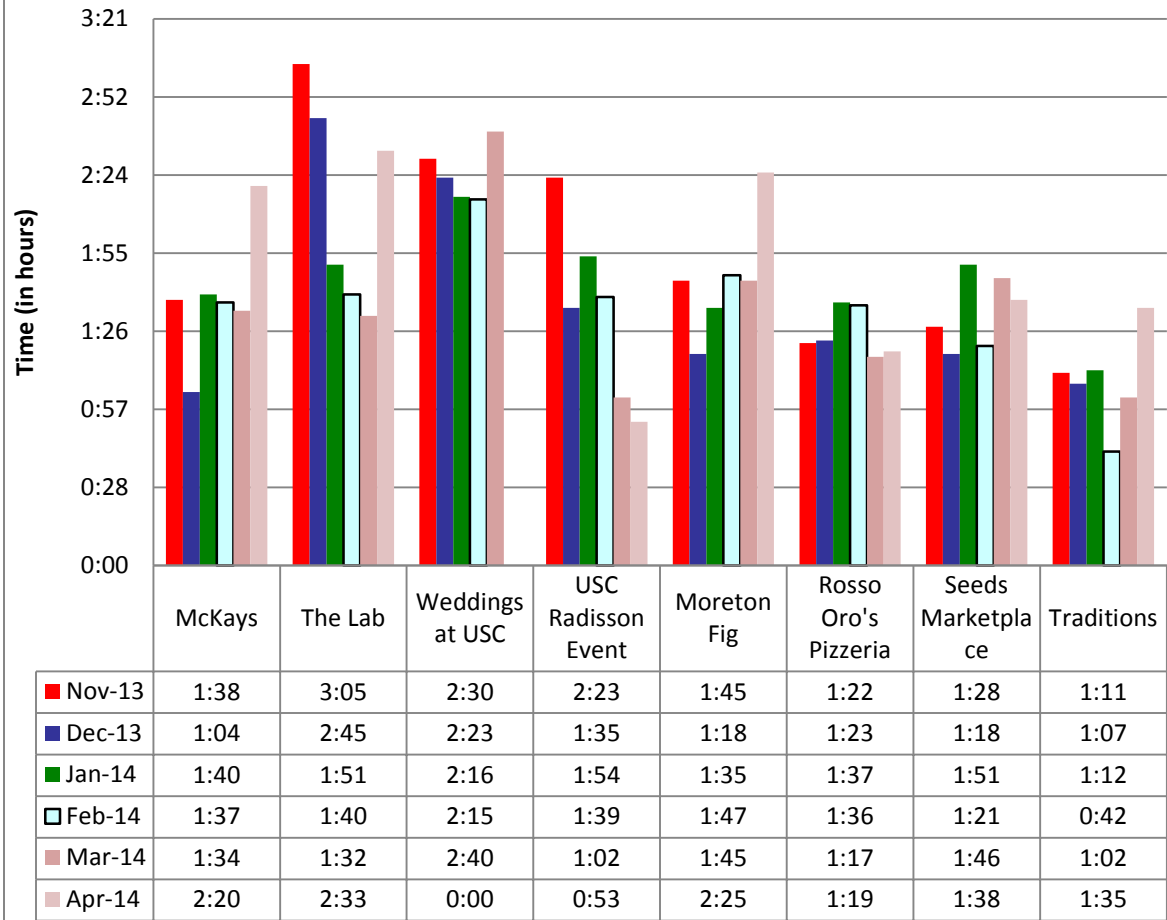
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Average Time Spent on Website - BU Main Sites



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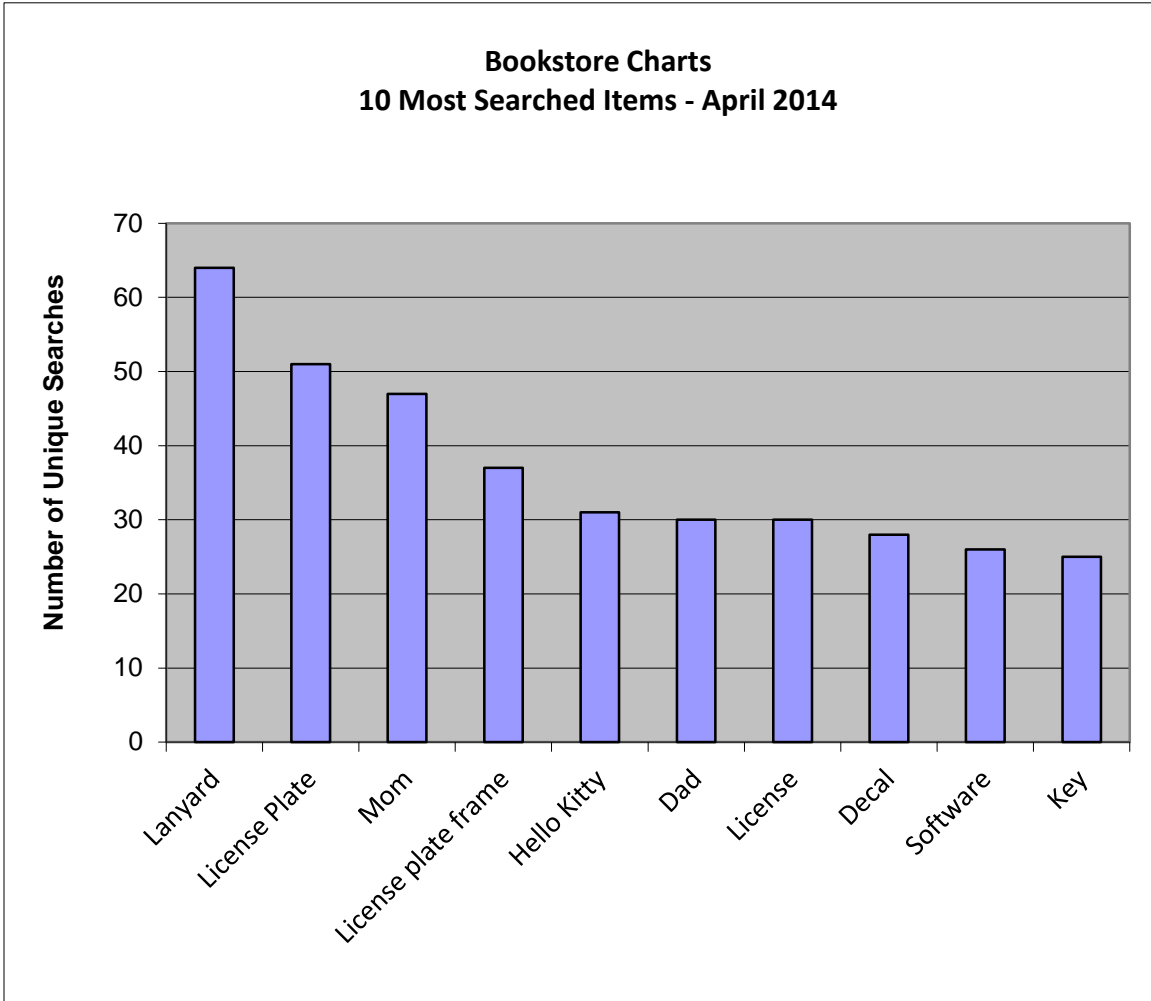
Average Time Spent on Website - HSP Micro Sites



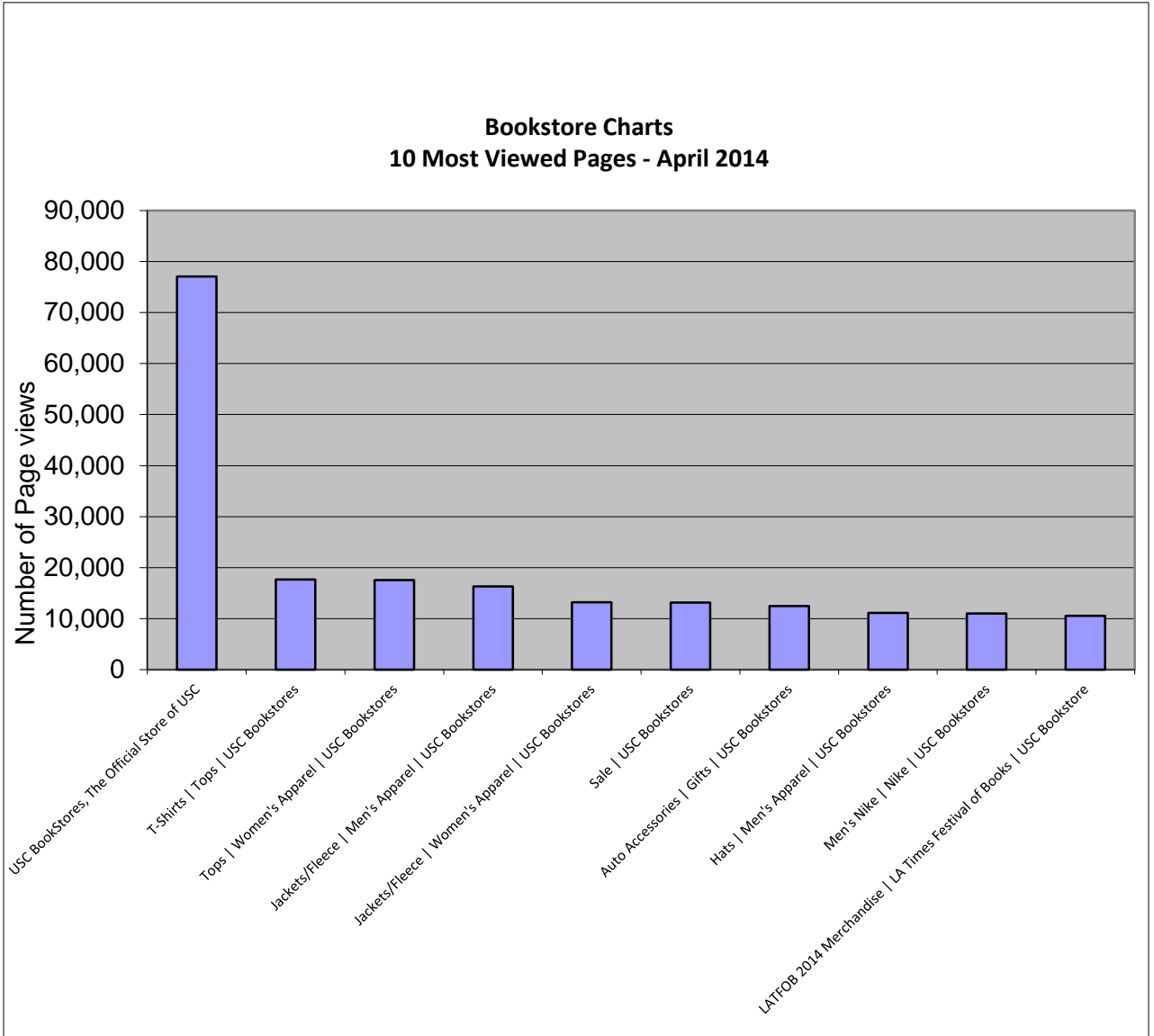
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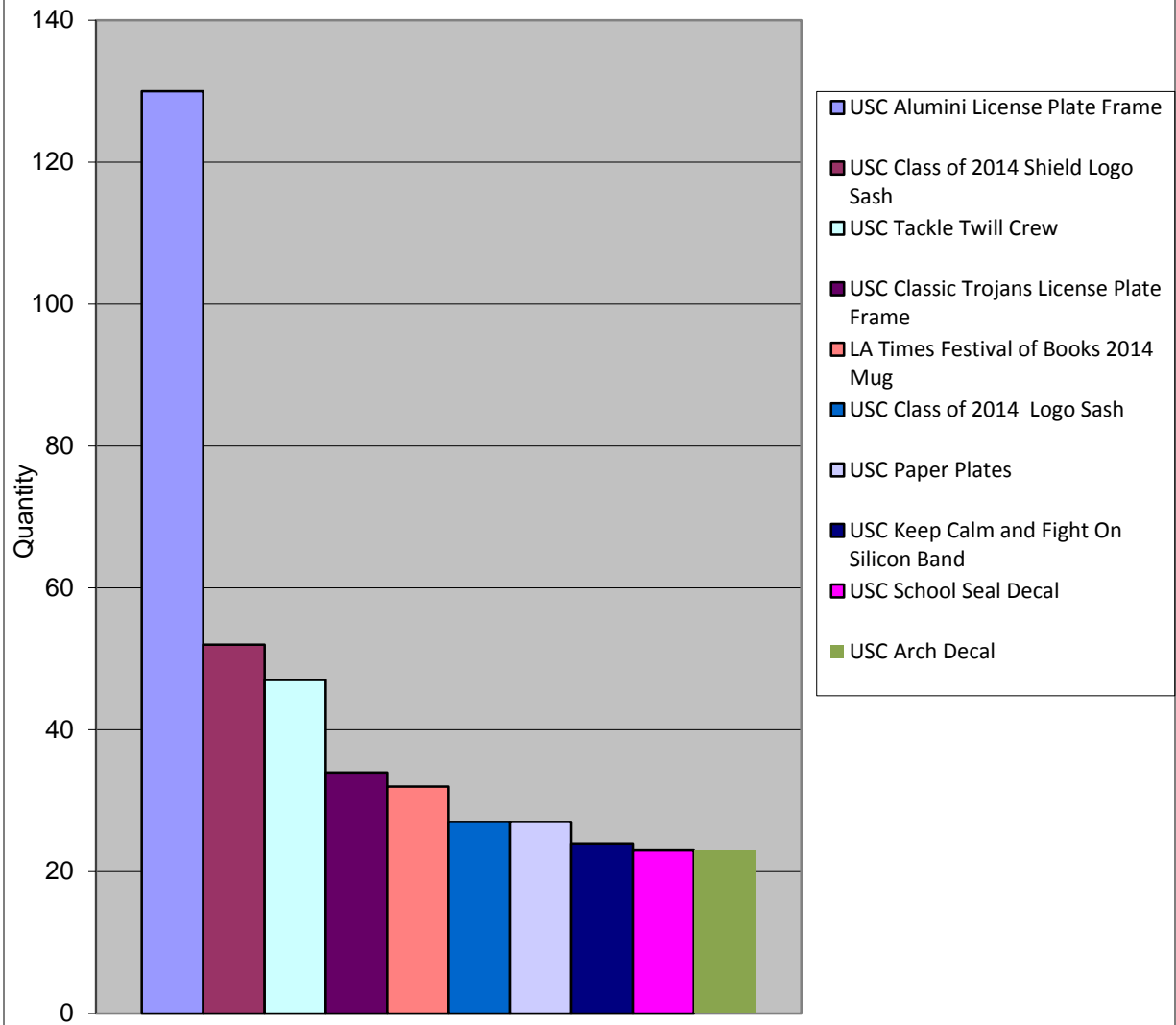


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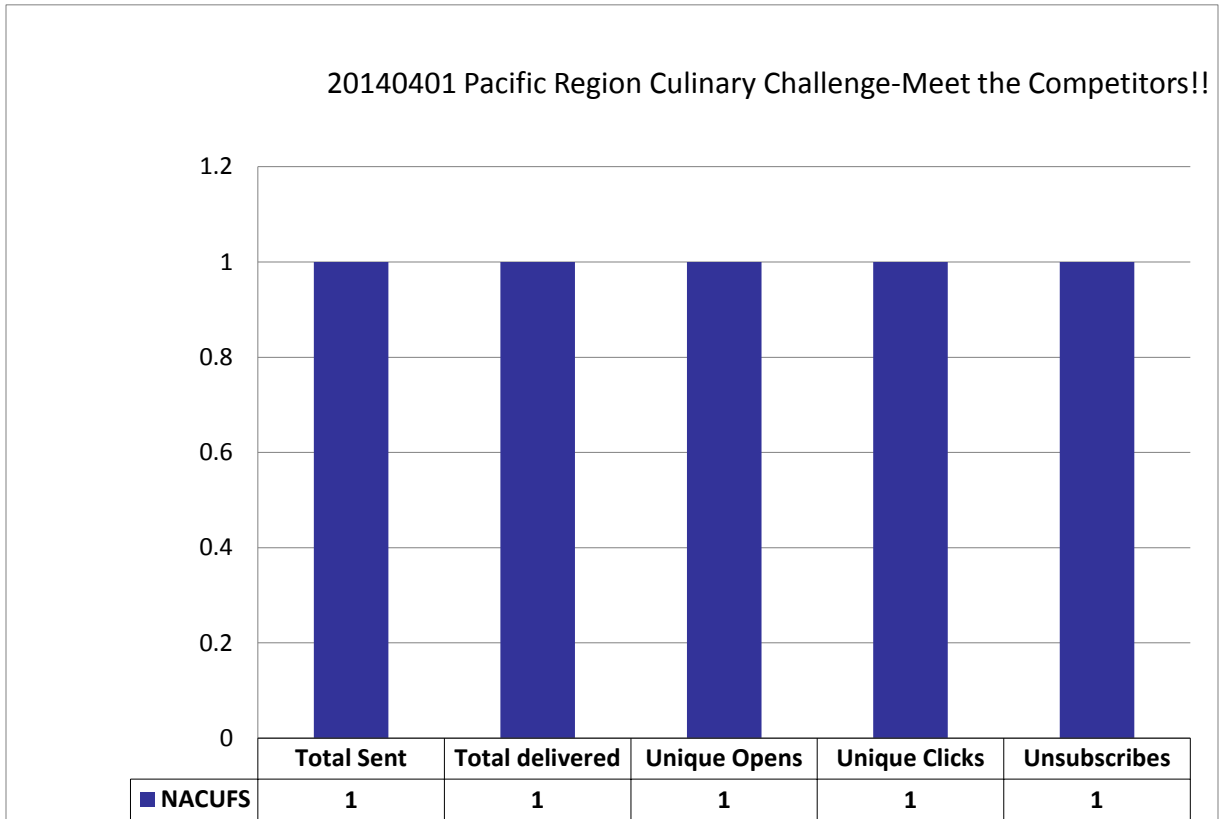


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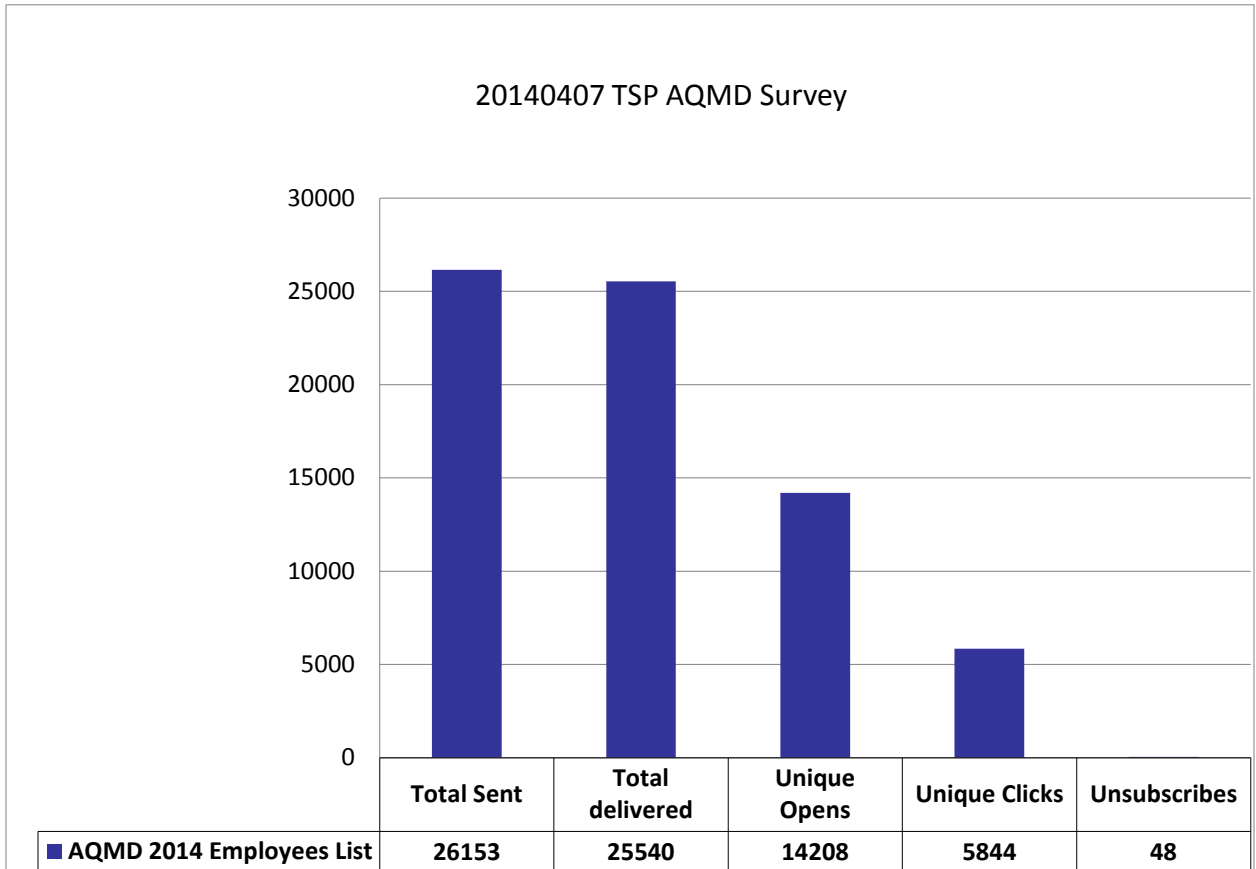
**Bookstore Charts
10 Most Purchased Products - April 2014**



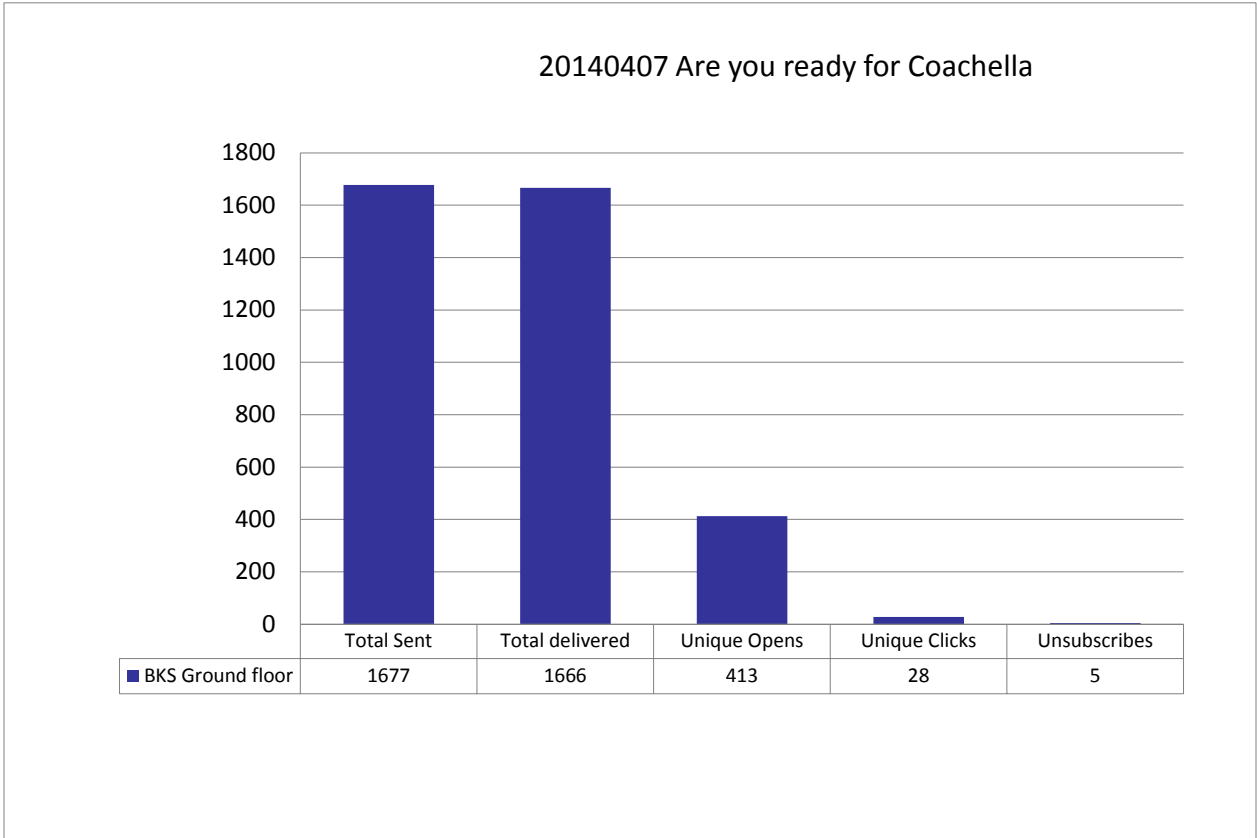
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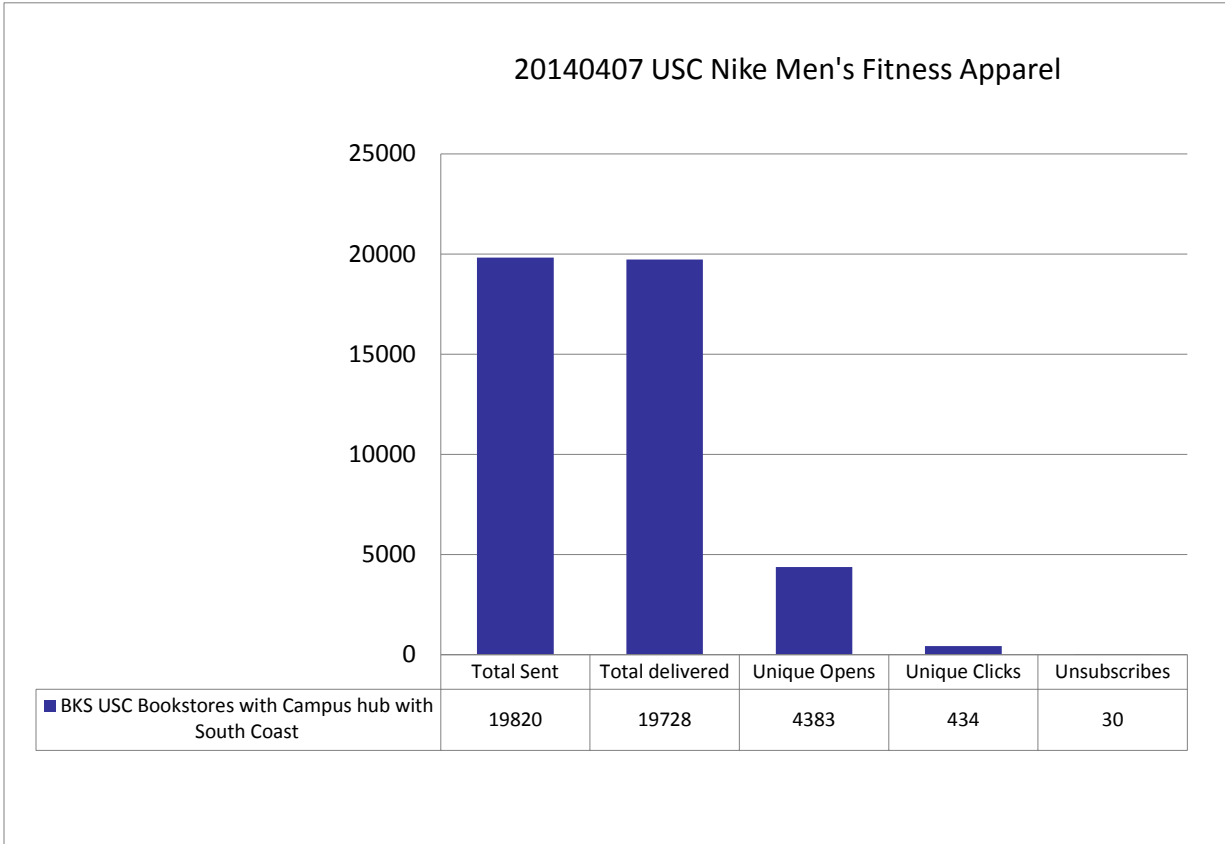
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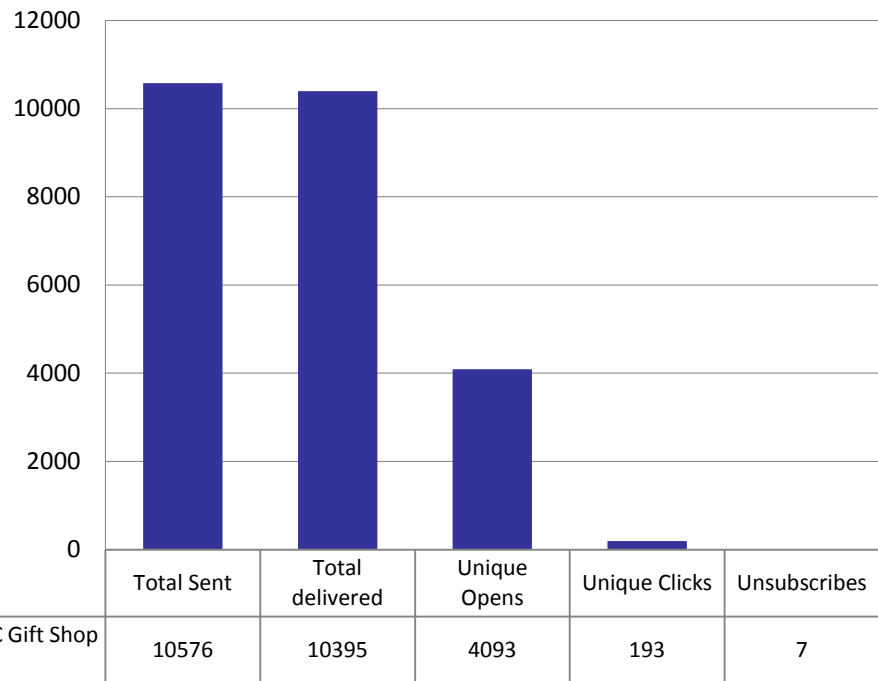


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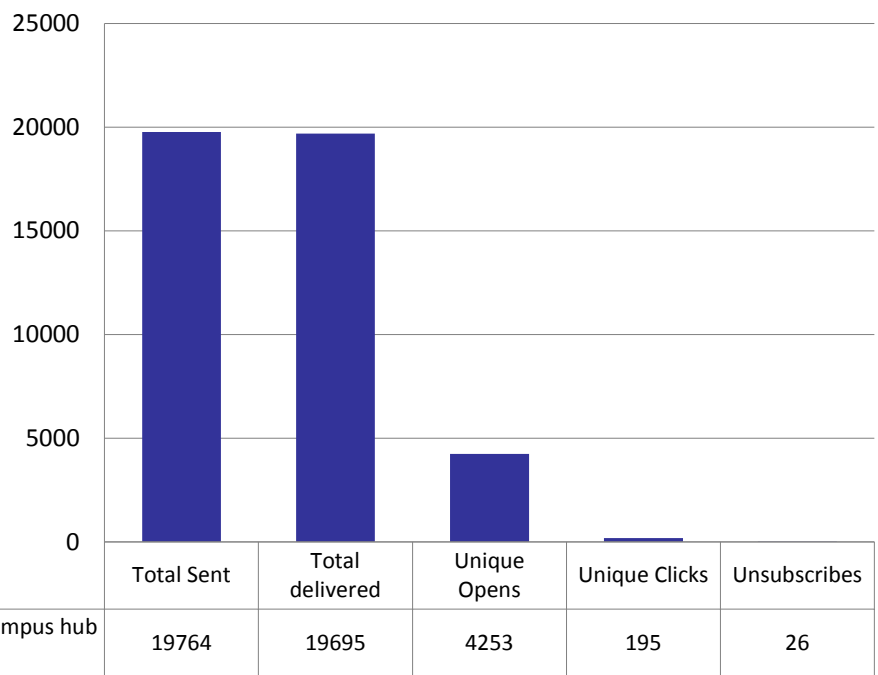
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20140409 iPad Blow Out Sale



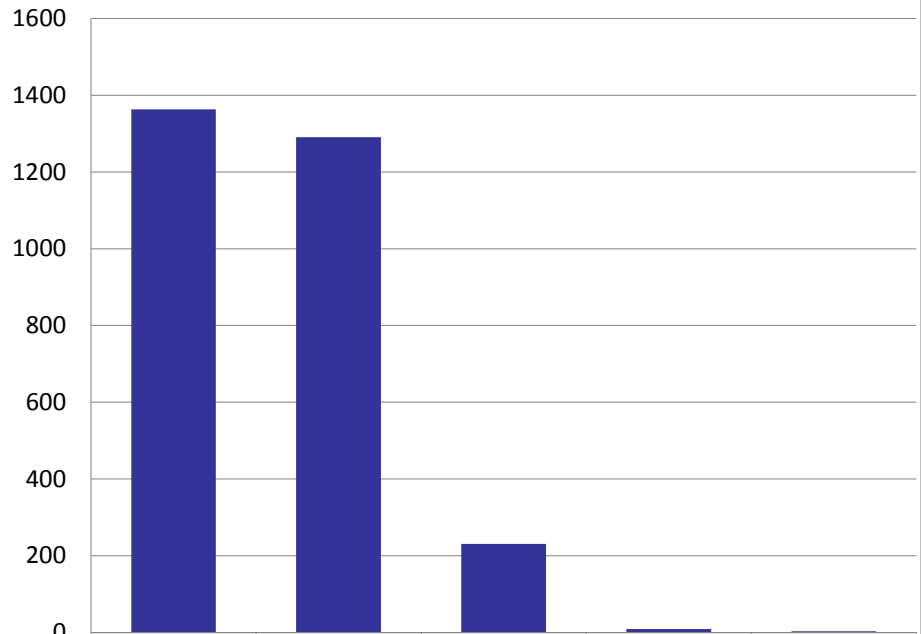
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20140410 2014 Los Angeles Times Festival of Books



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20140327 An Author 20140414 Enter to Win a Jabra Music Product at The
 festival of BooksEvent - Jake Olson

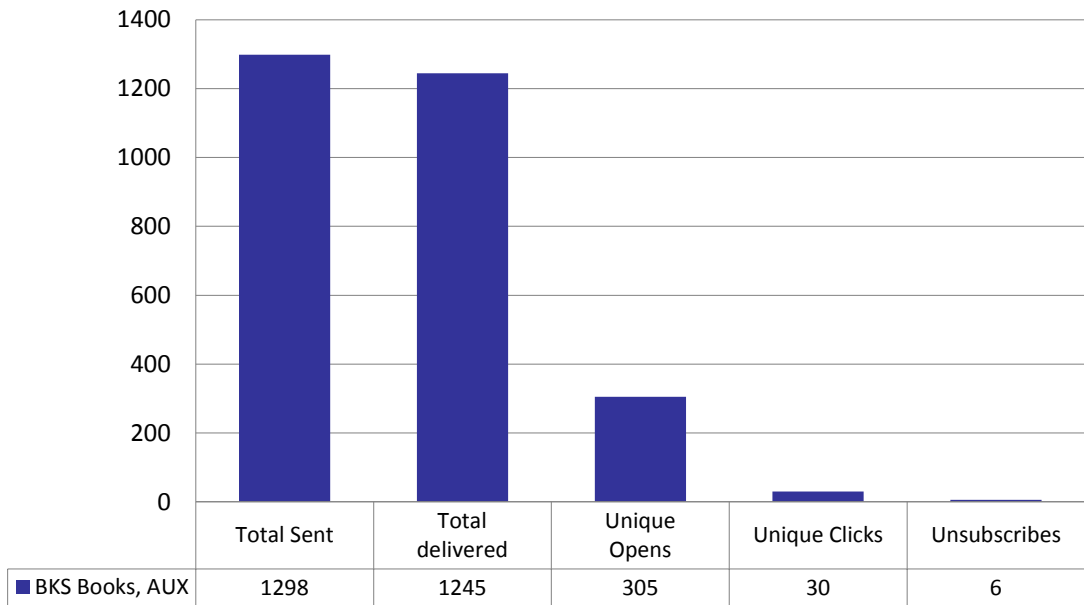


	Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
■ Bks, Grnd Flr, Cmp Store, DEN SC, Galen, HSC, Supplies, South Coast, HSC Gift Aux, Gift Shop - 2nd floor	1363	1291	231	9	3

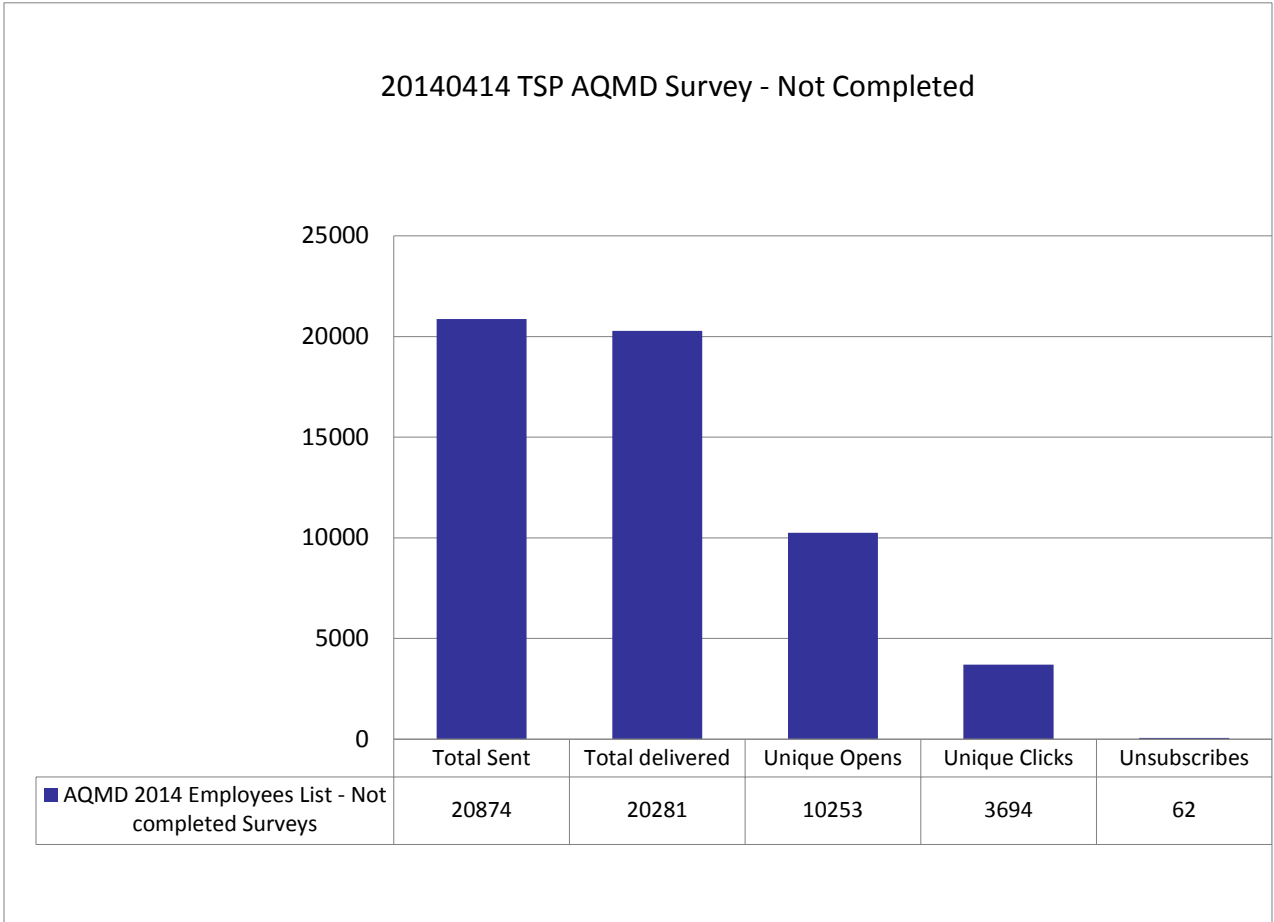


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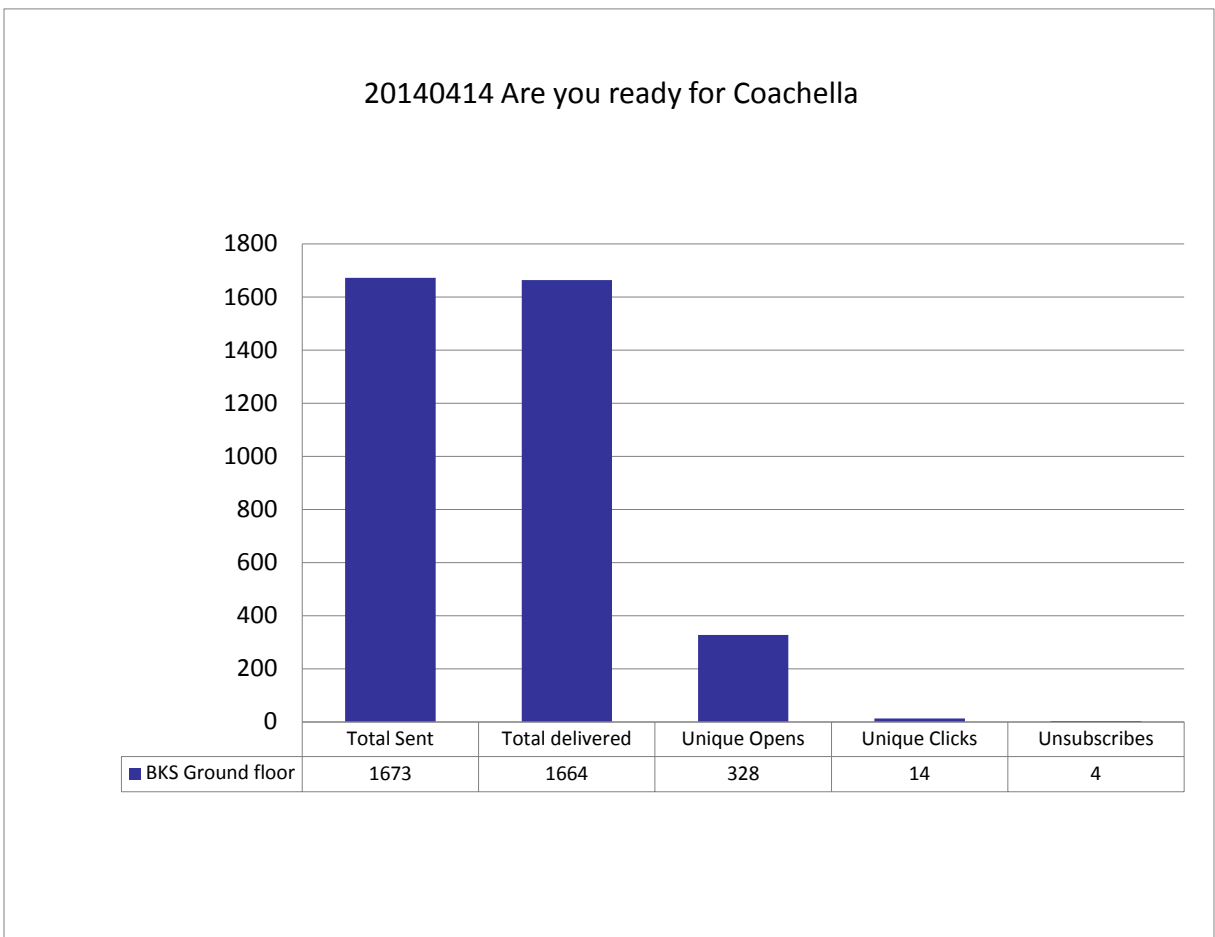
20140411 USC Bookstores author signings during The LA Times Festival of Books



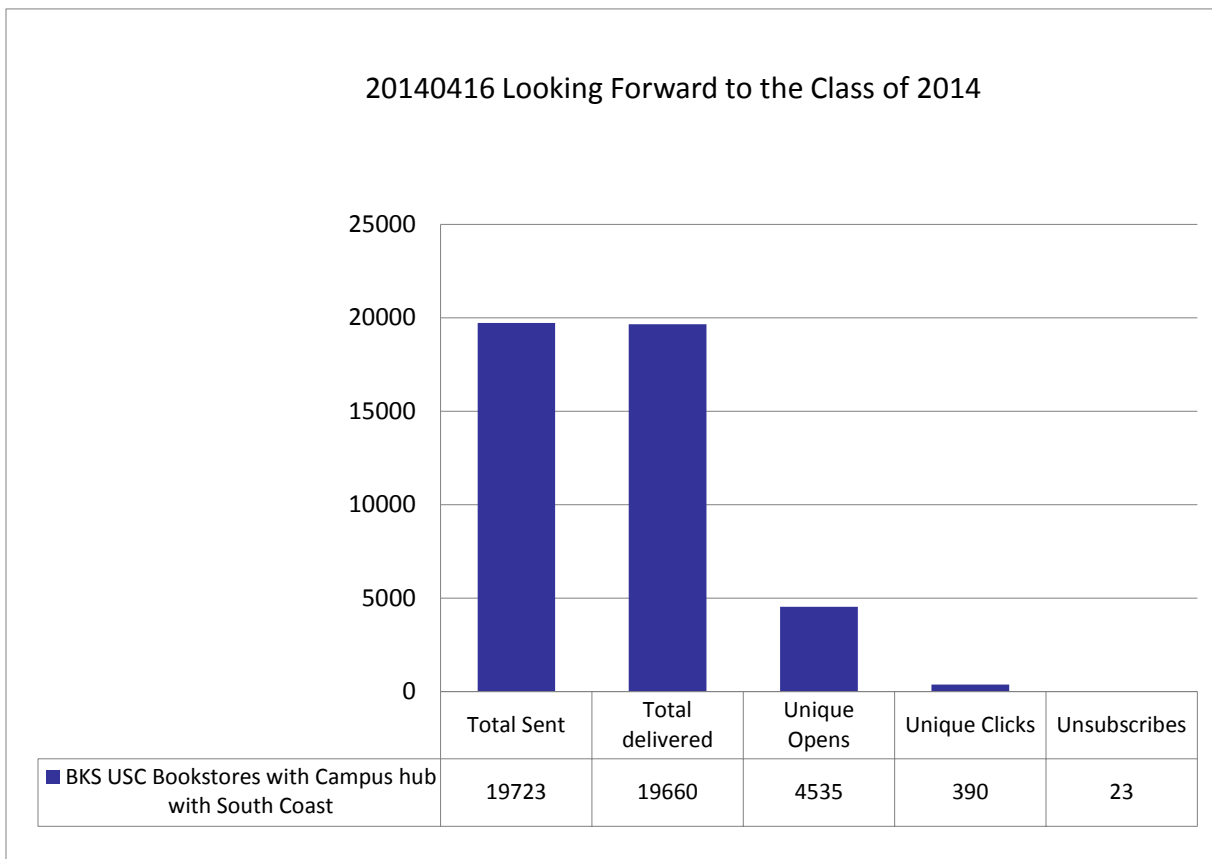
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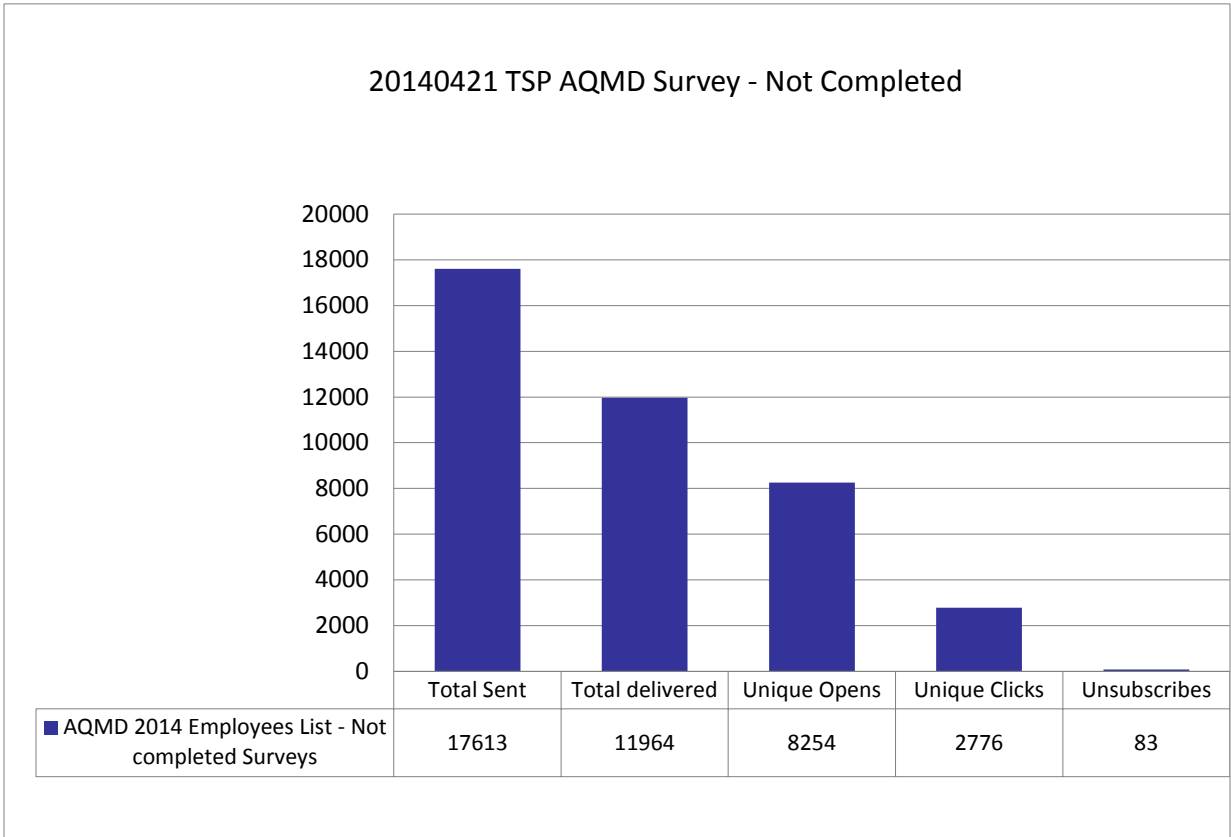
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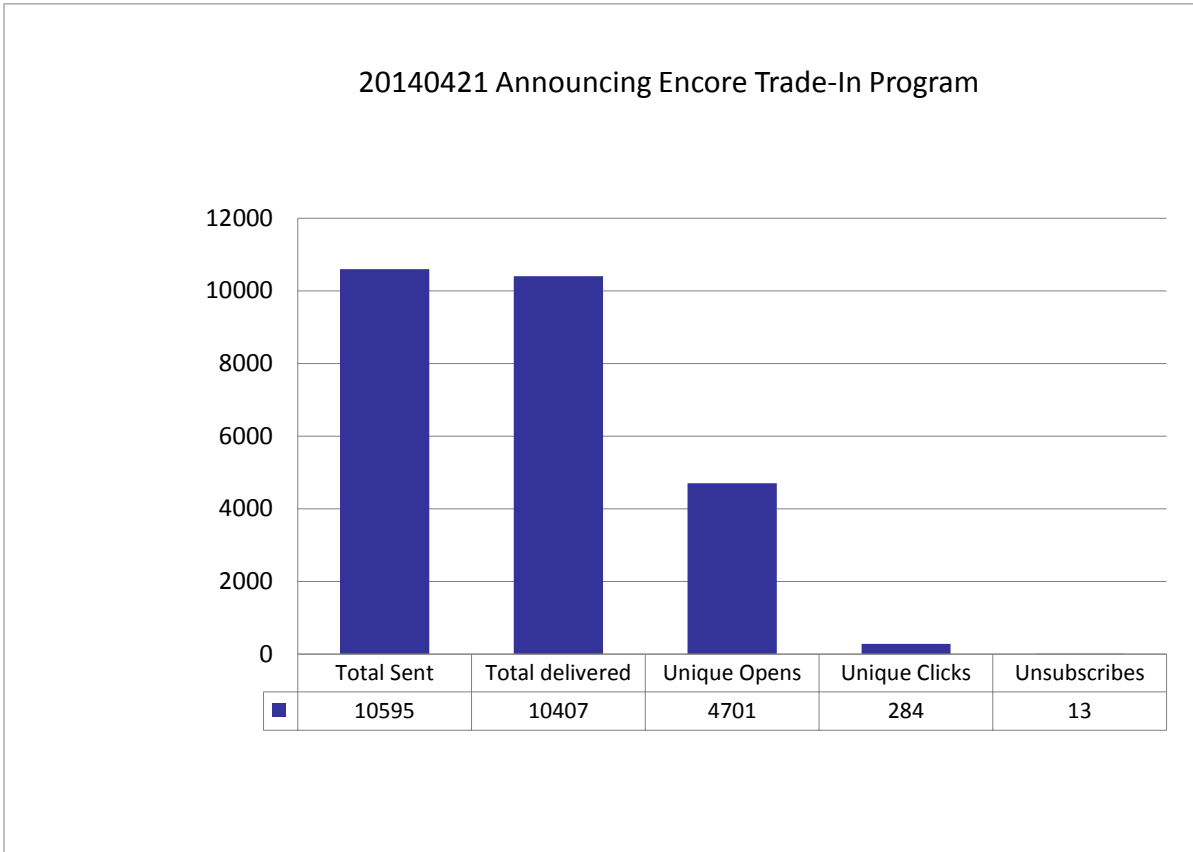
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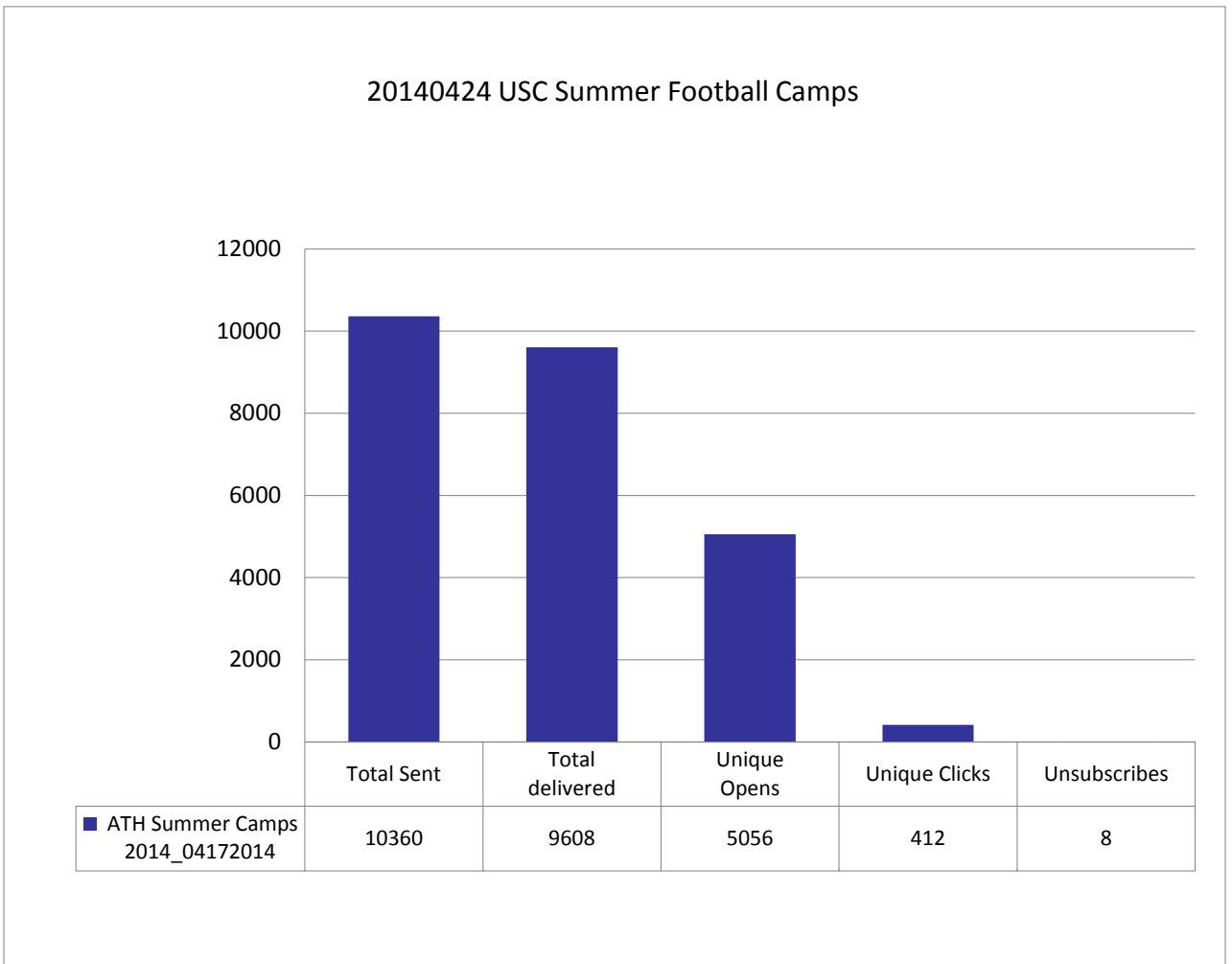
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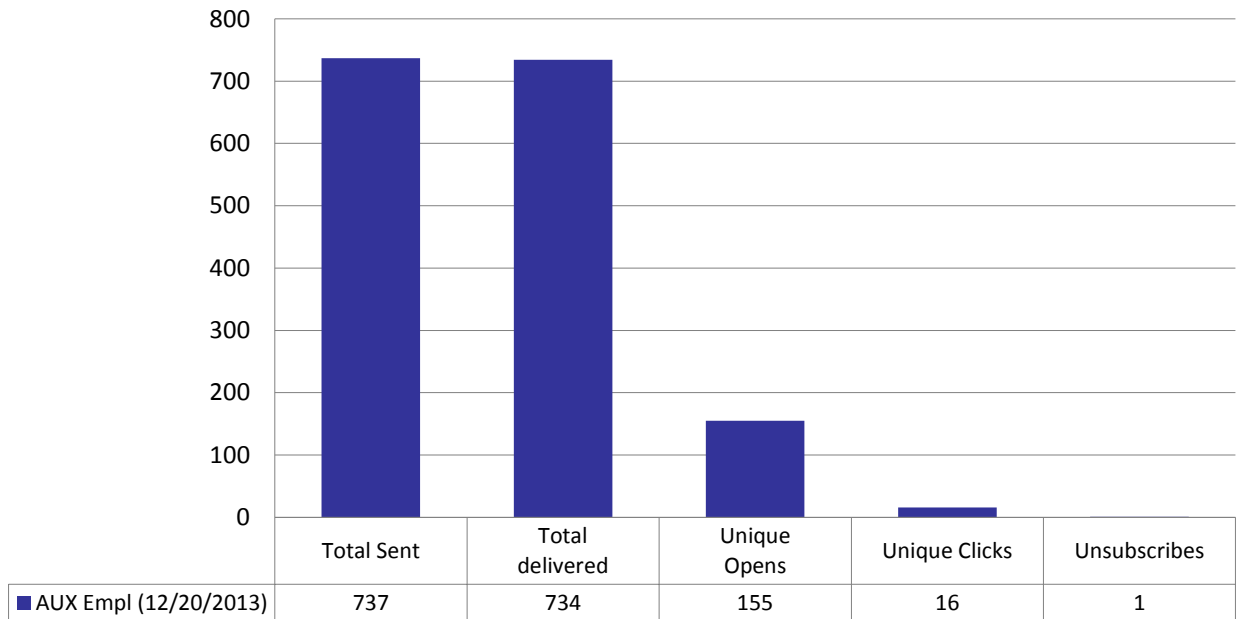


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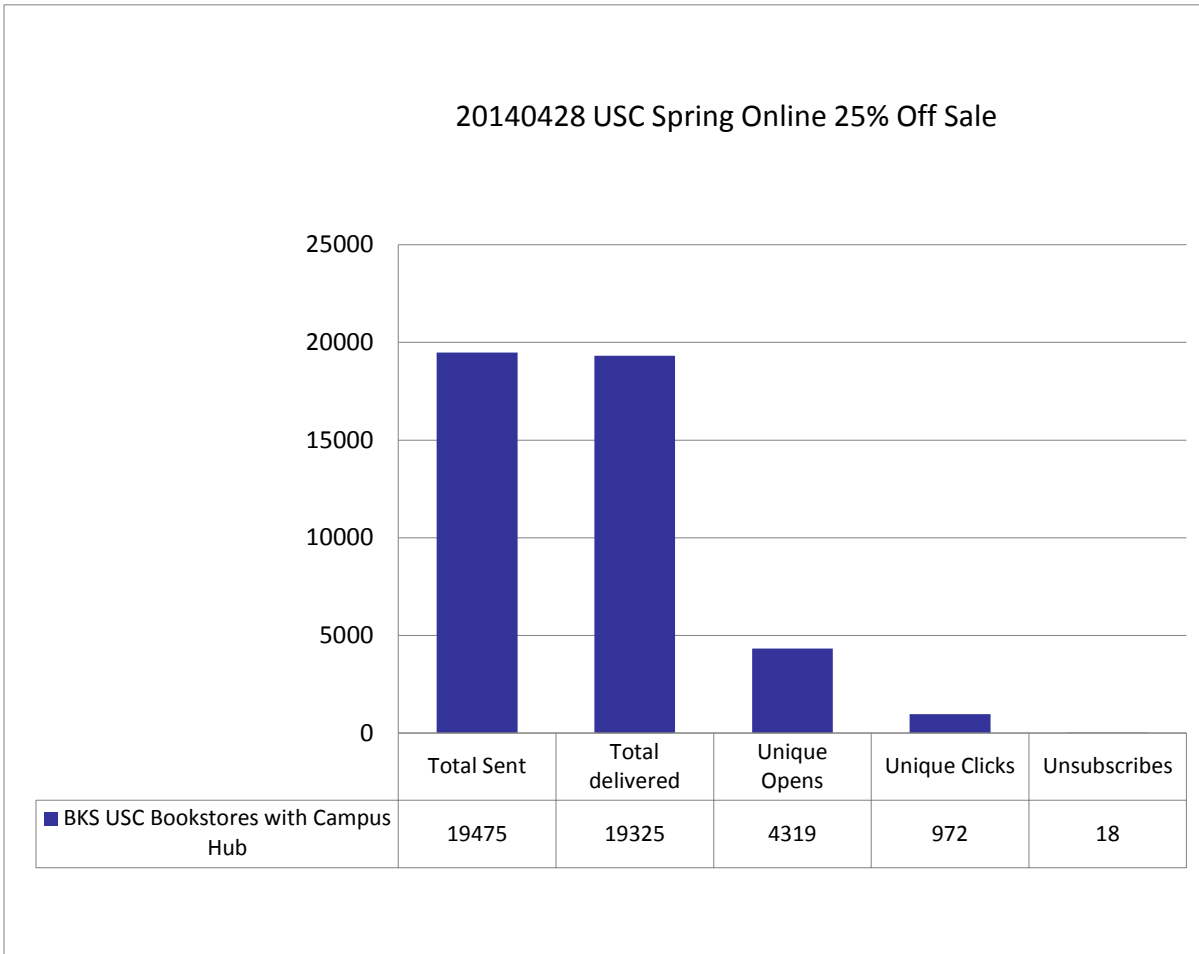


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20140428 AUXILIARIES ONLY SPRING SALE 25% OFF at USC BOOKSTORES

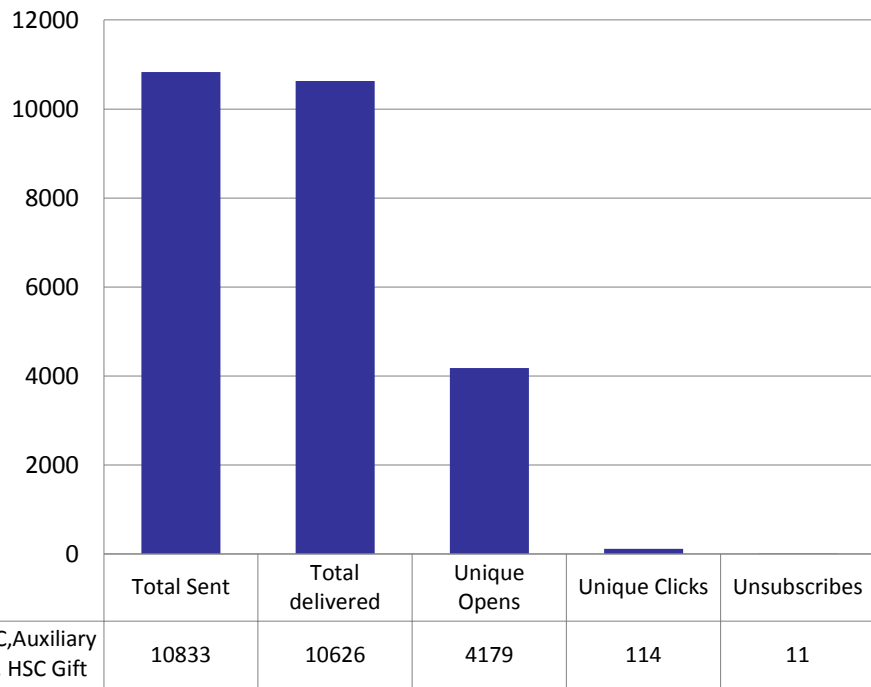


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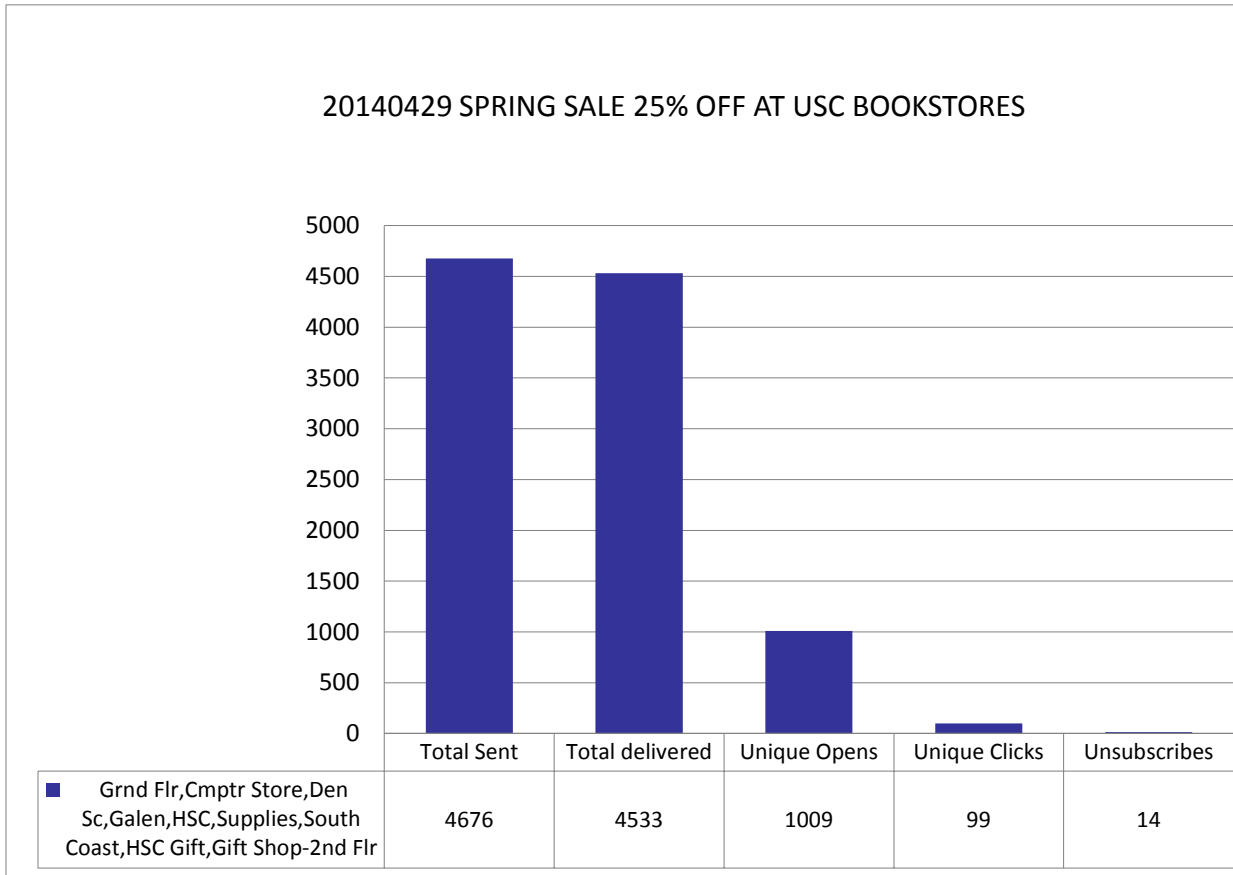


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20140429 Faculty and Staff 1 day only sale event

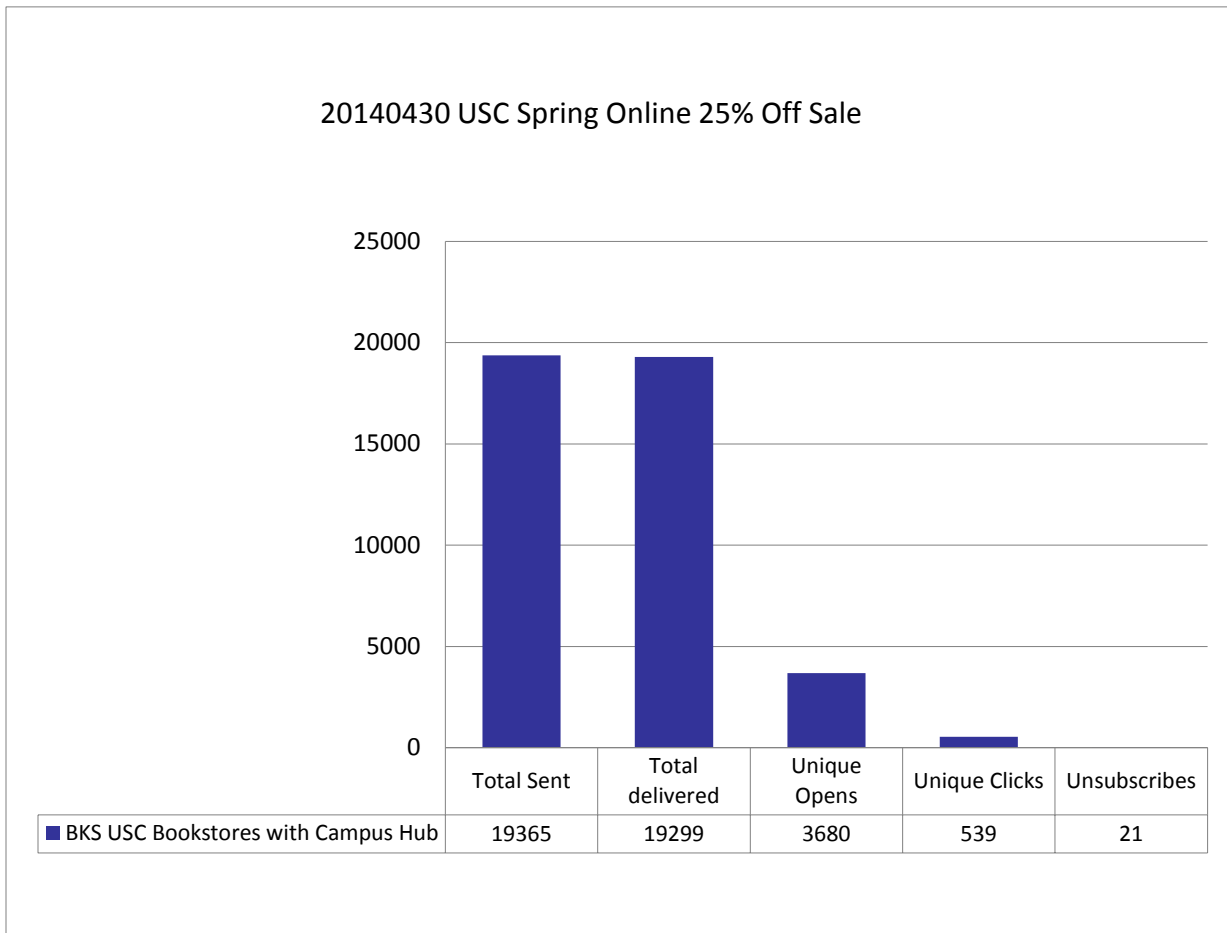


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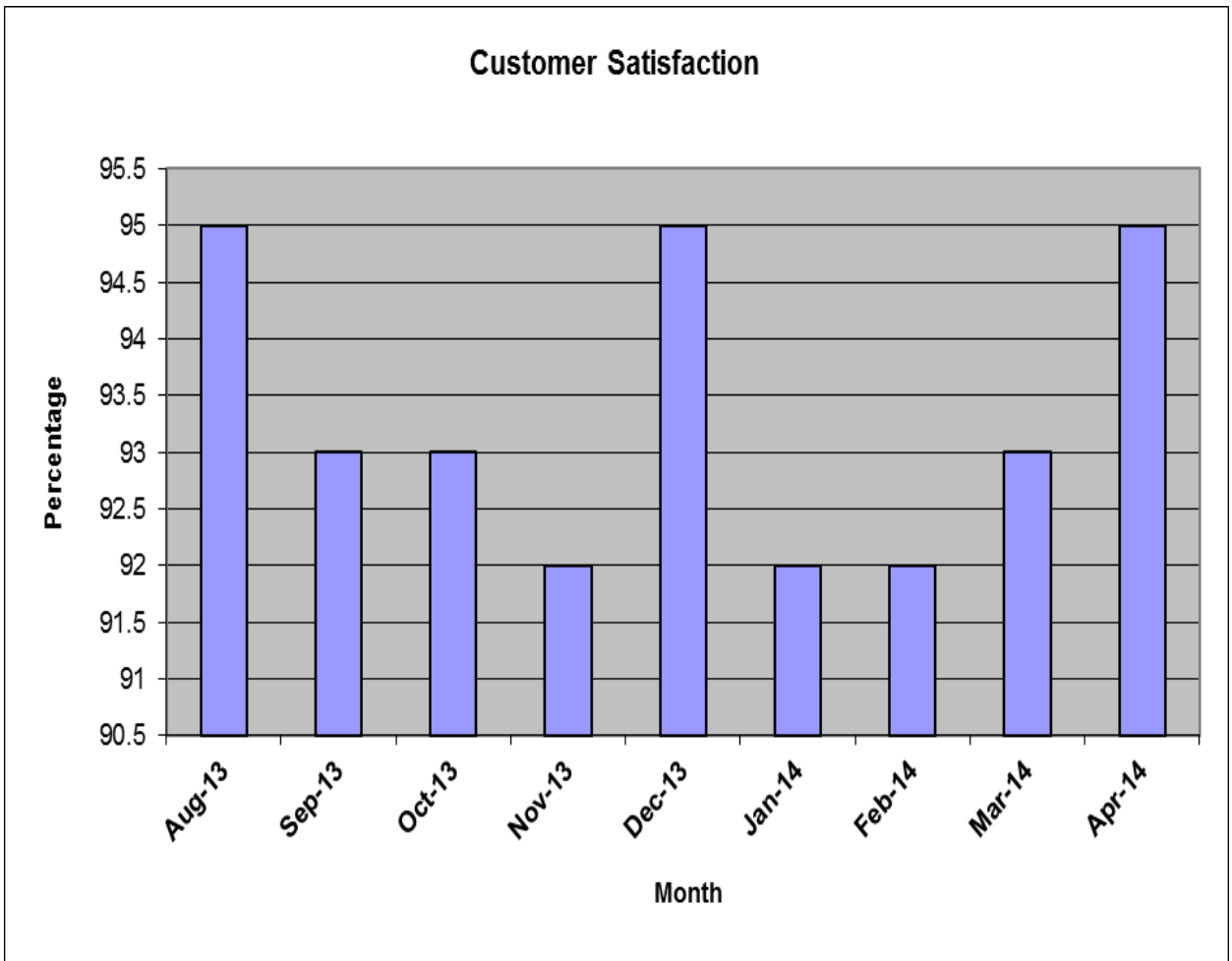


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20140430 USC Spring Online 25% Off Sale



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THANK YOU!!

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