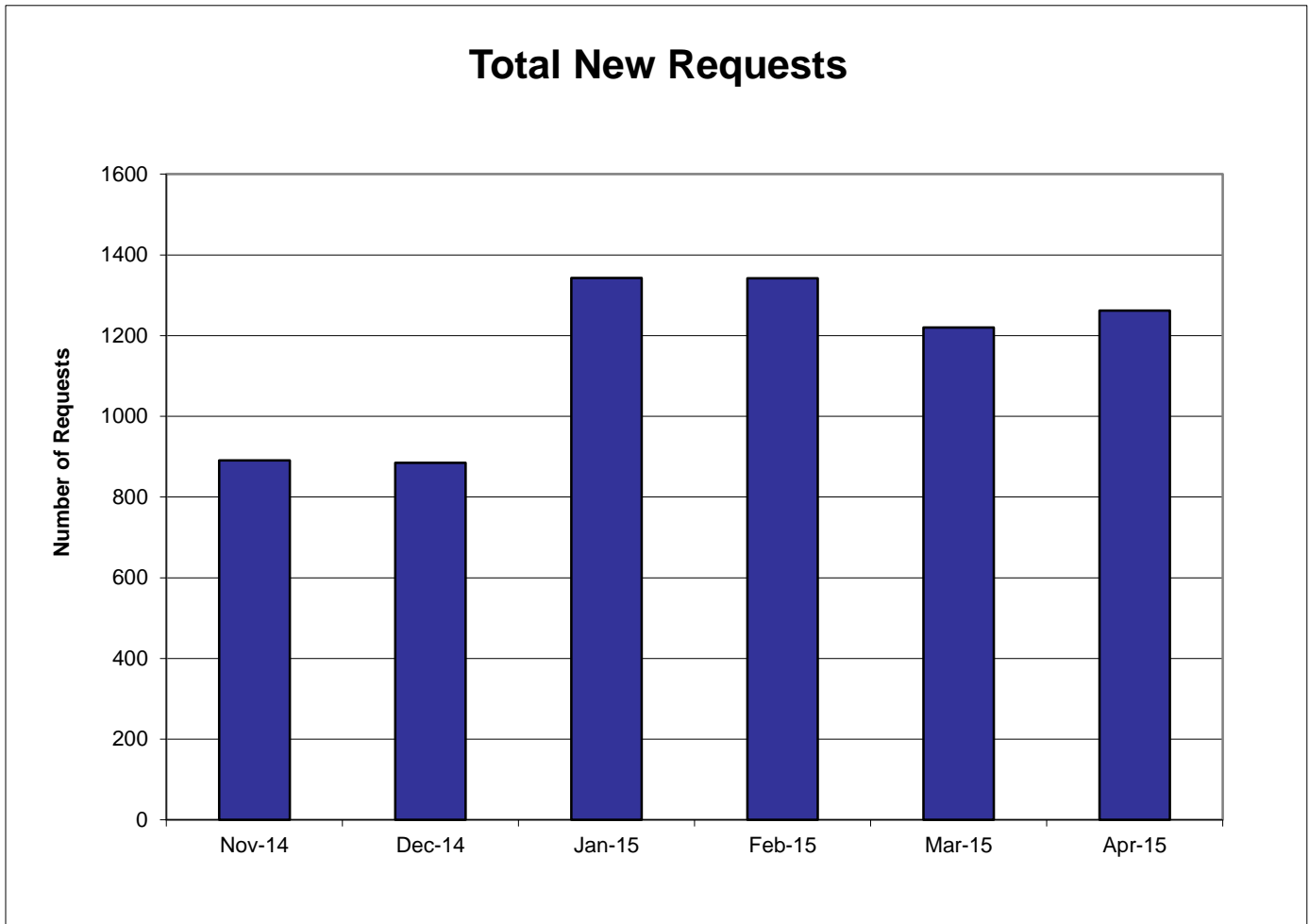
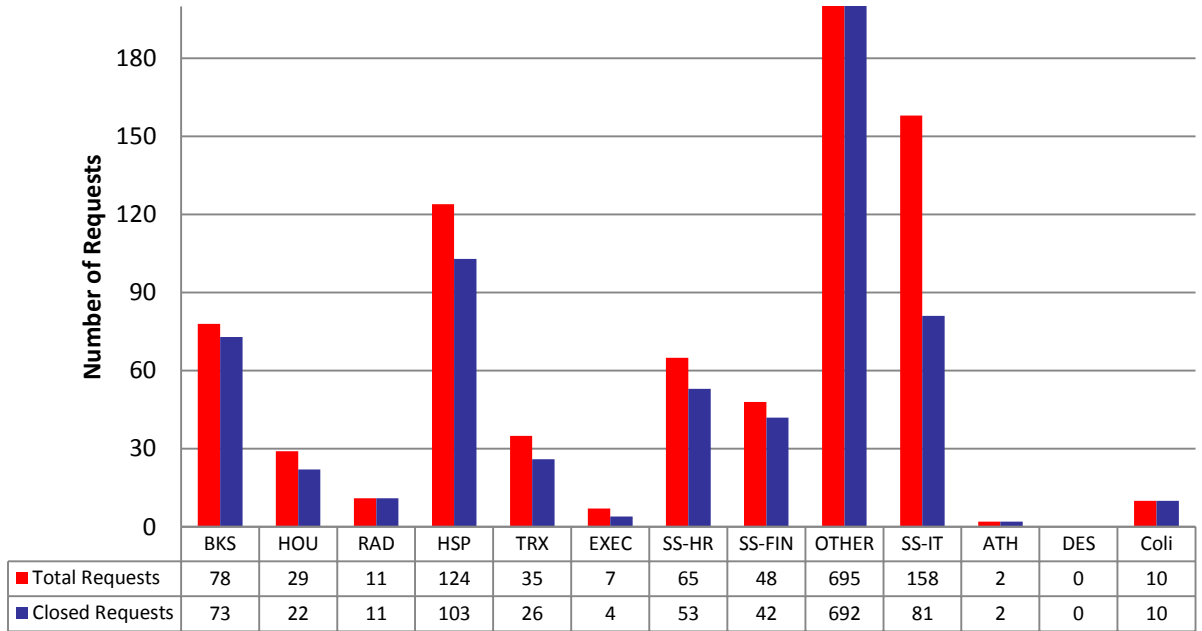


**USC Auxiliary Services IT  
Monthly Operations Reports  
April 2015**



# USC Auxiliary Services IT Monthly Operations Reports April 2015

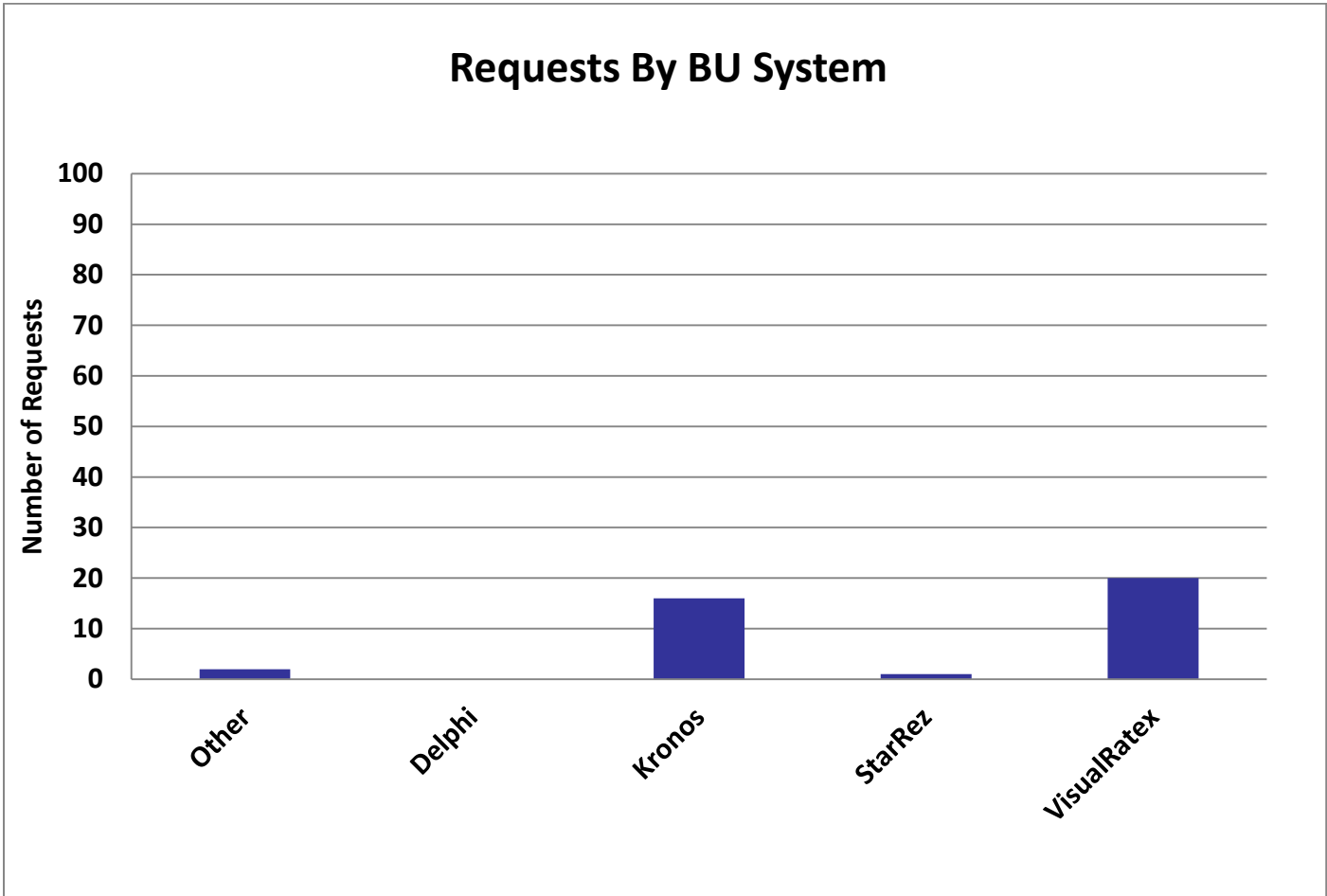
## Total New Vs Closed Requests



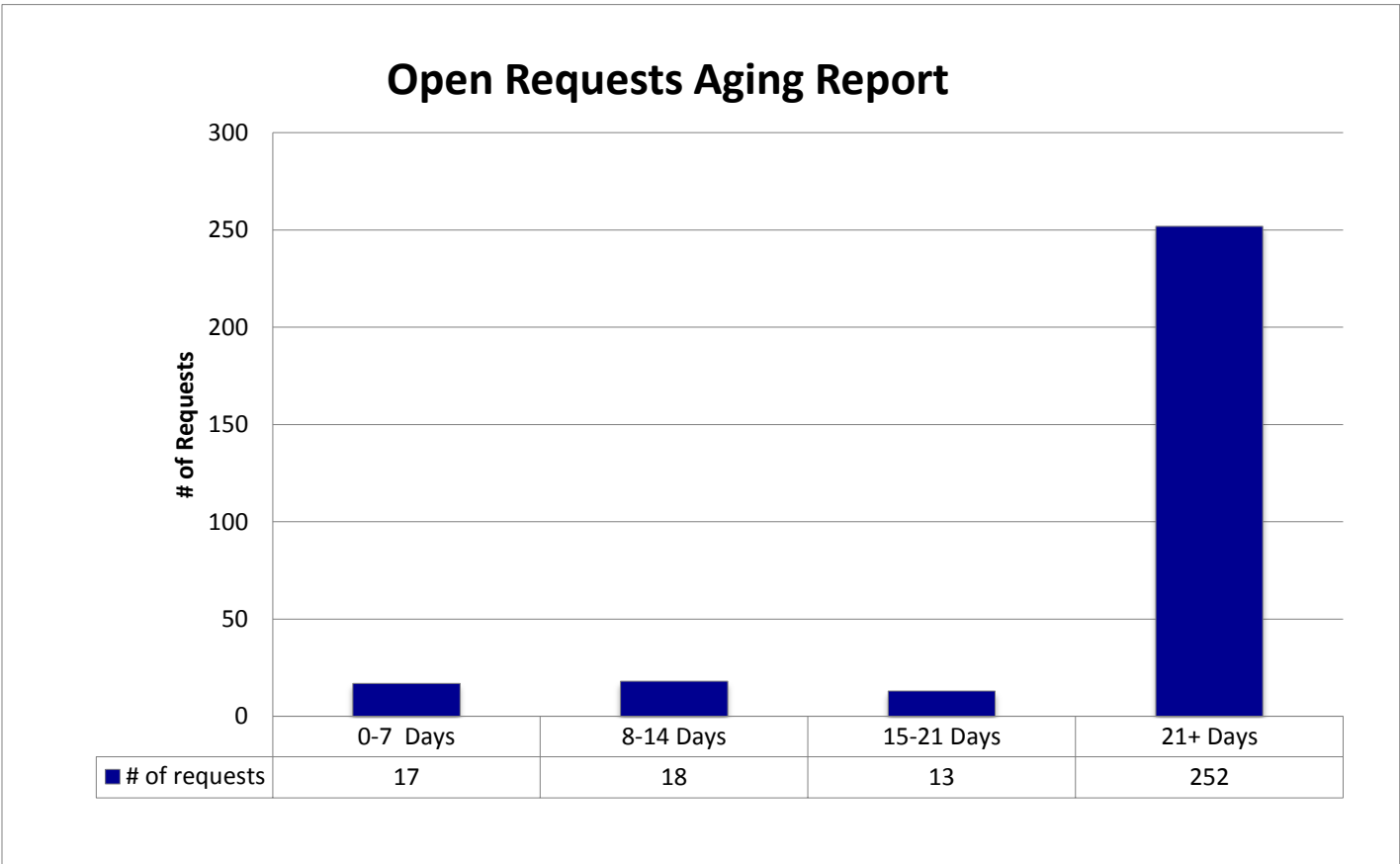
Confidential

*The information contained in this document is the exclusive and confidential property of The University of Southern California - Auxiliary Services IT February not be shared with any other parties without the written permission of The University of Southern California - Auxiliary Service.*

USC Auxiliary Services IT  
Monthly Operations Reports  
April 2015



**USC Auxiliary Services IT  
Monthly Operations Reports  
April 2015**

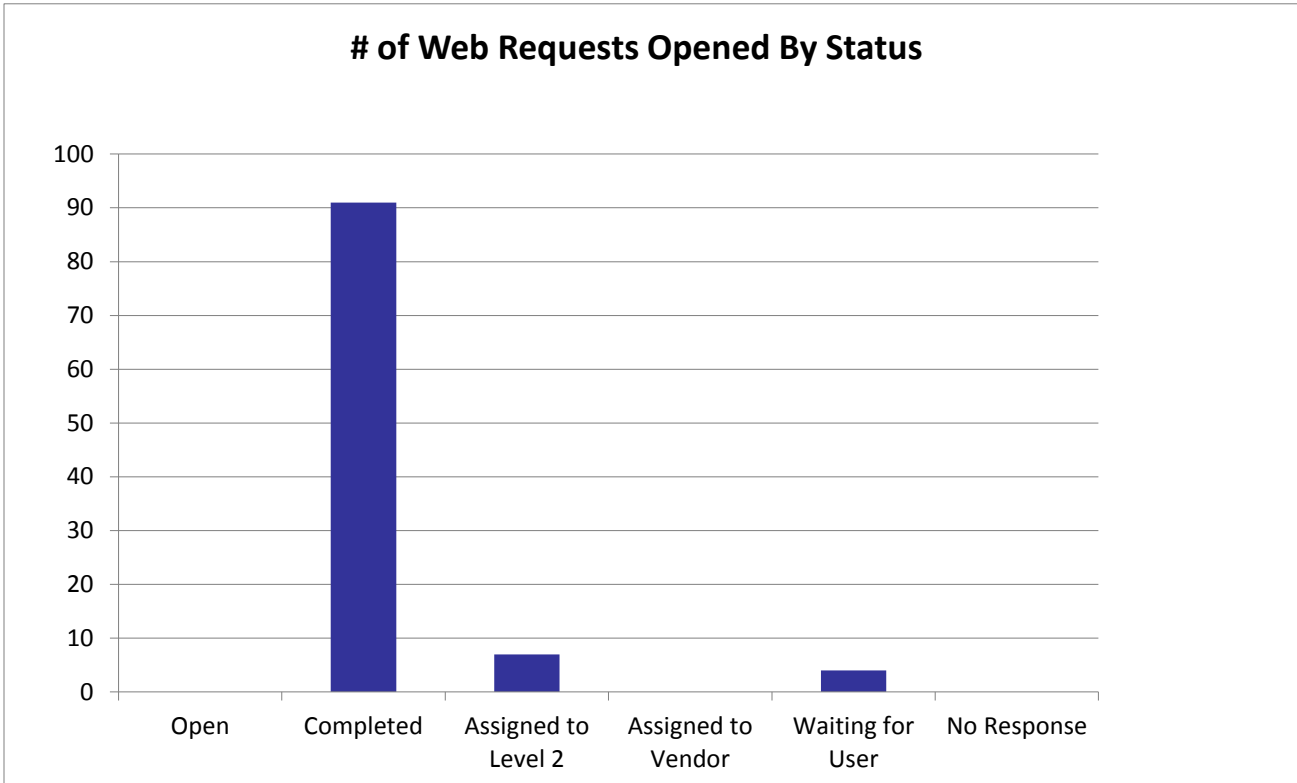


Confidential

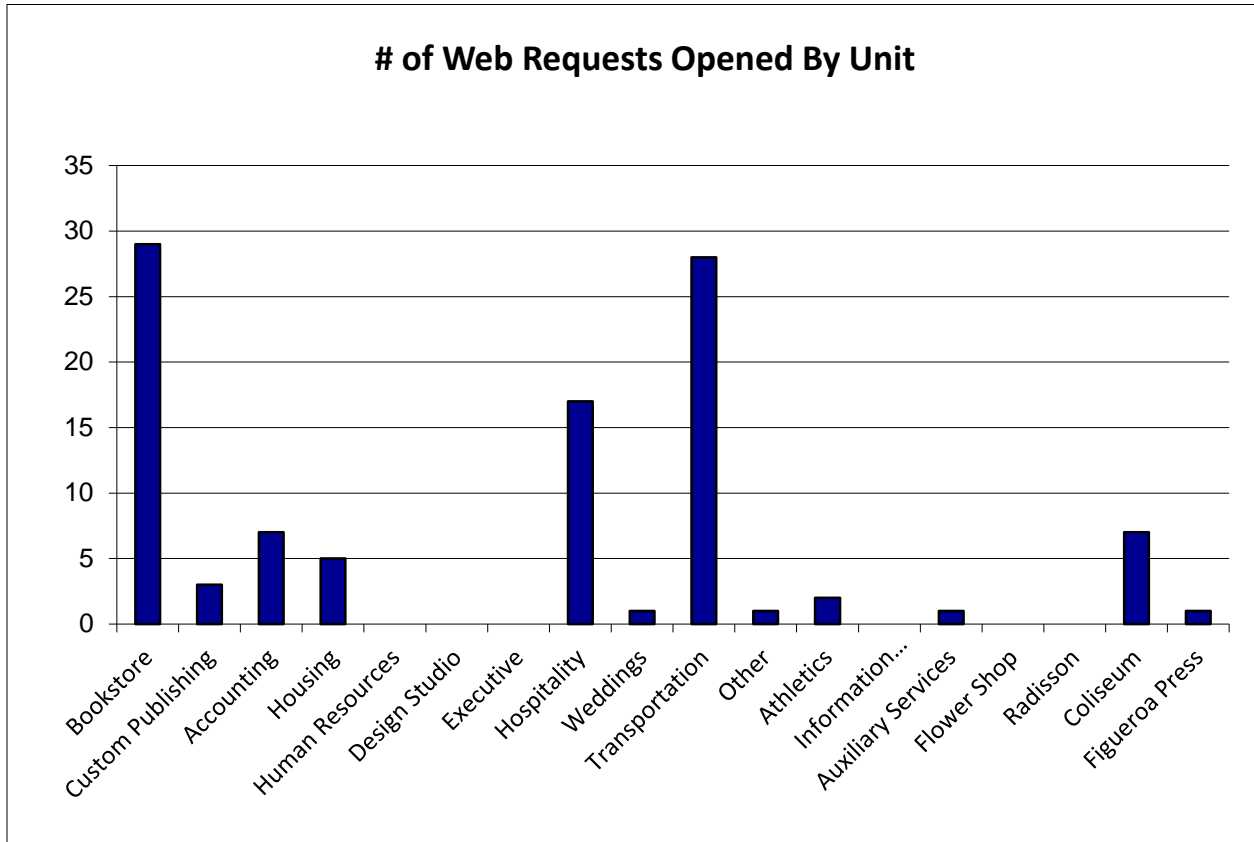
*The information contained in this document is the exclusive and confidential property of The University of Southern California - Auxiliary Services IT February not be shared with any other parties without the written permission of The University of Southern California - Auxiliary Services*

---

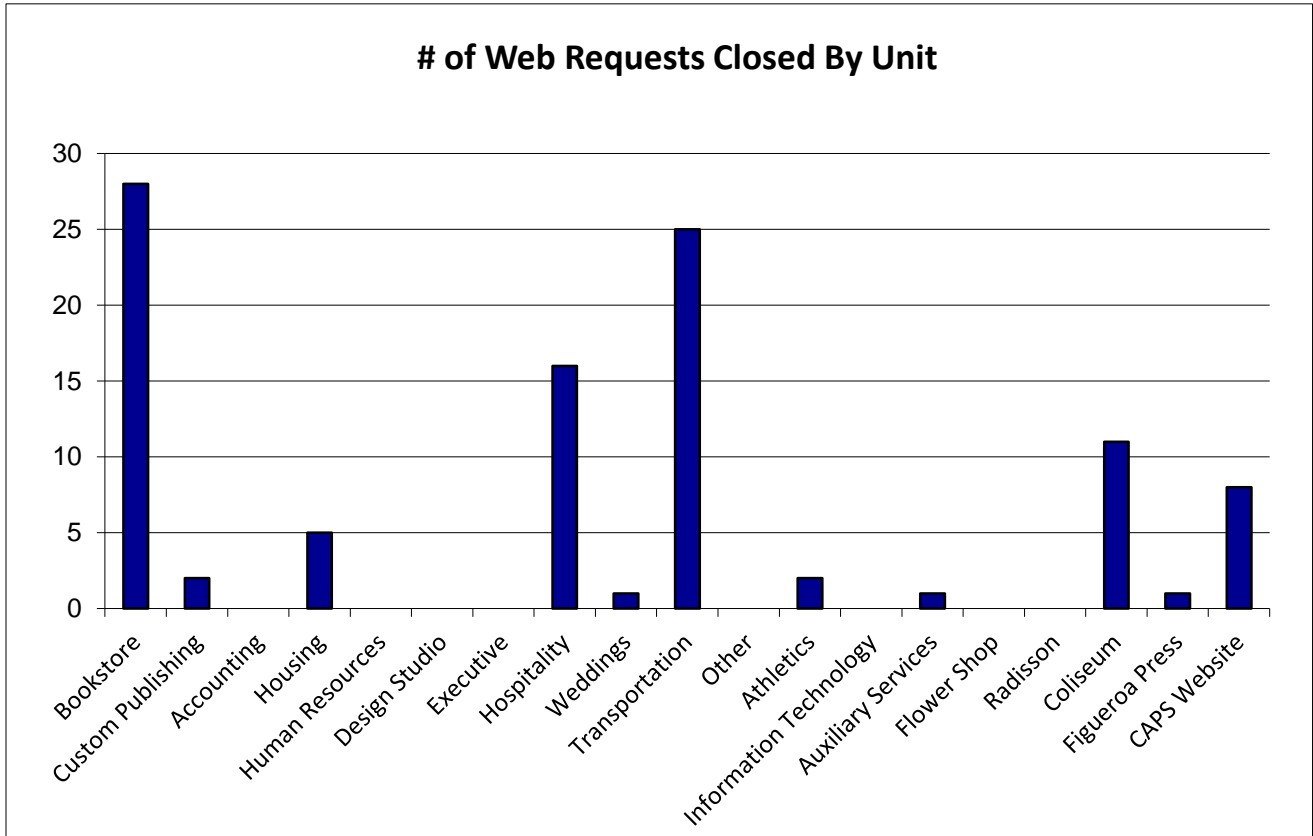
**USC Auxiliary Services IT  
Monthly Operations Reports  
April 2015**



**USC Auxiliary Services IT  
Monthly Operations Reports  
April 2015**

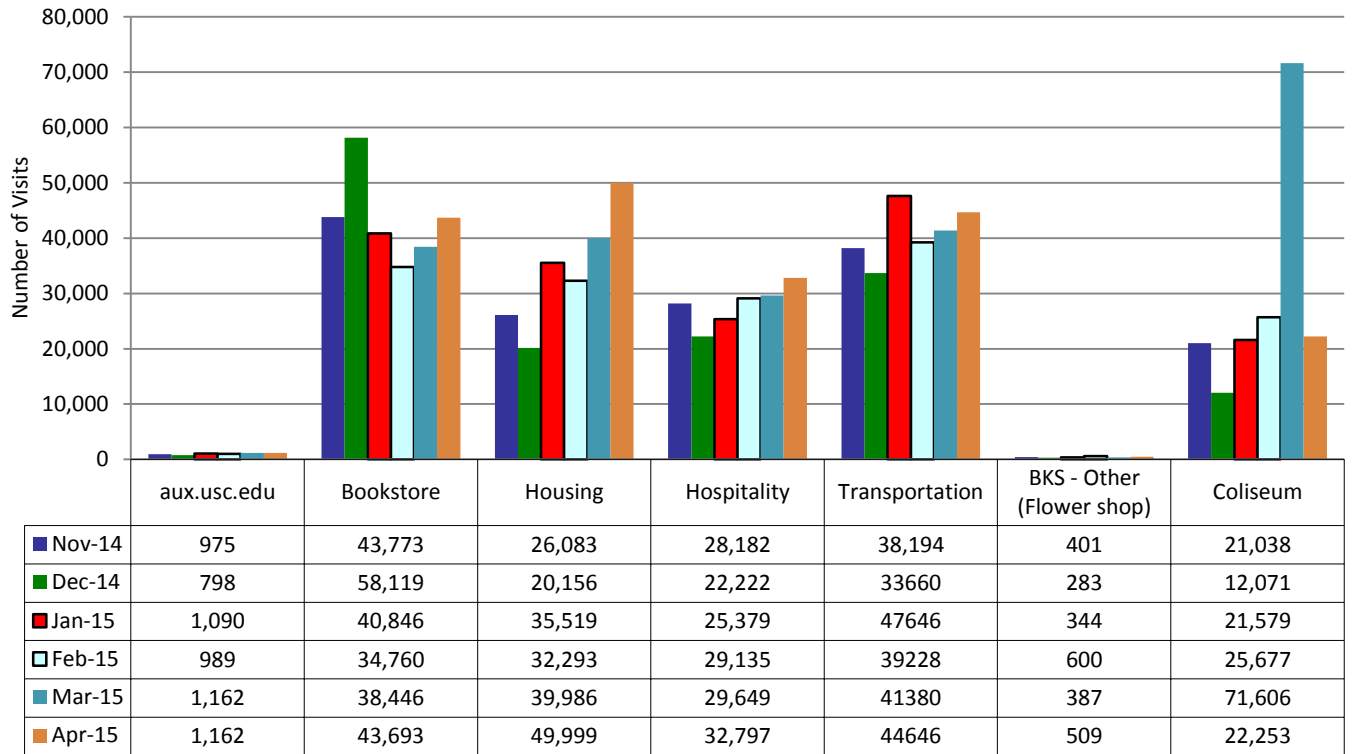


**USC Auxiliary Services IT  
Monthly Operations Reports  
April 2015**



# USC Auxiliary Services IT Monthly Operations Reports April 2015

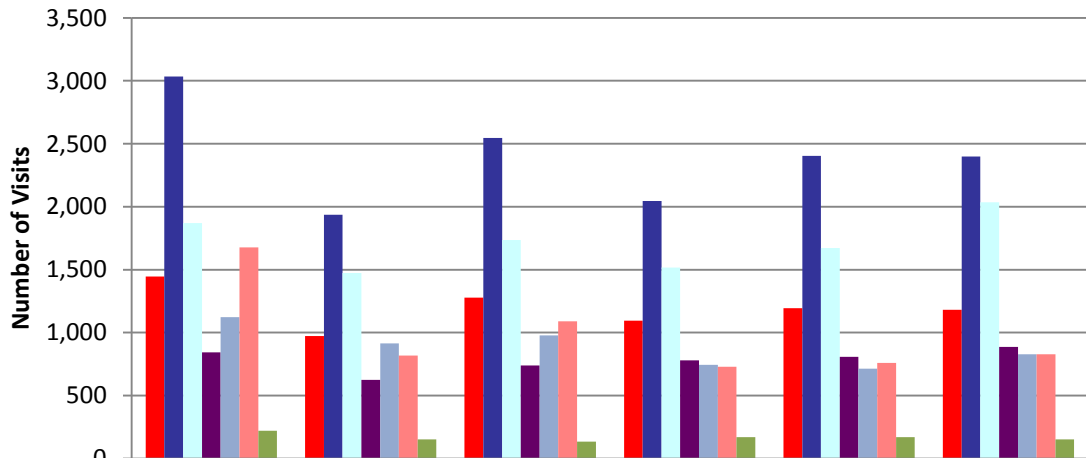
Web Visits Per Month - BU Main Sites





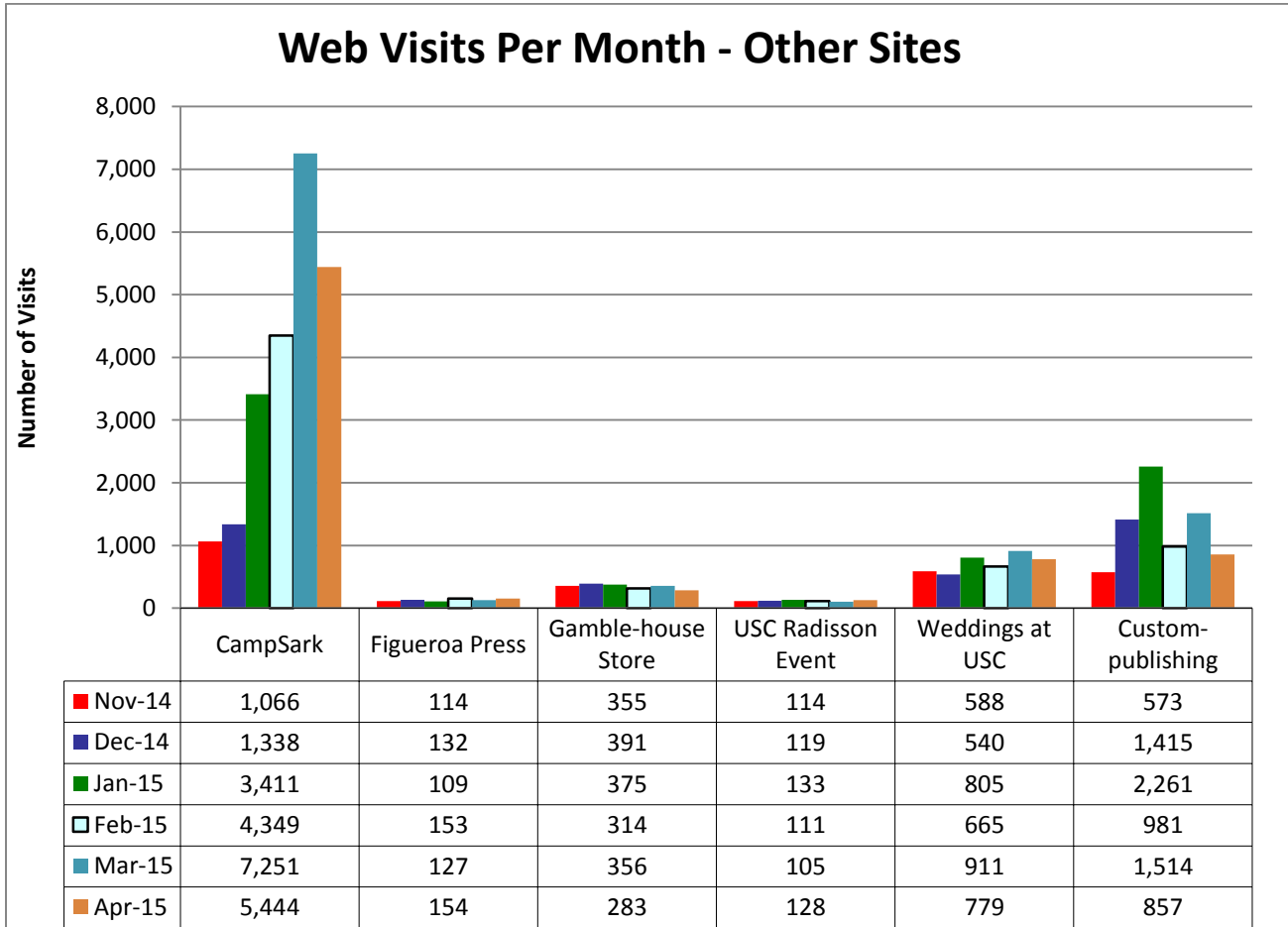
**USC Auxiliary Services IT  
Monthly Operations Reports  
April 2015**

**Web Visits Per Month - HSP Micro Sites**

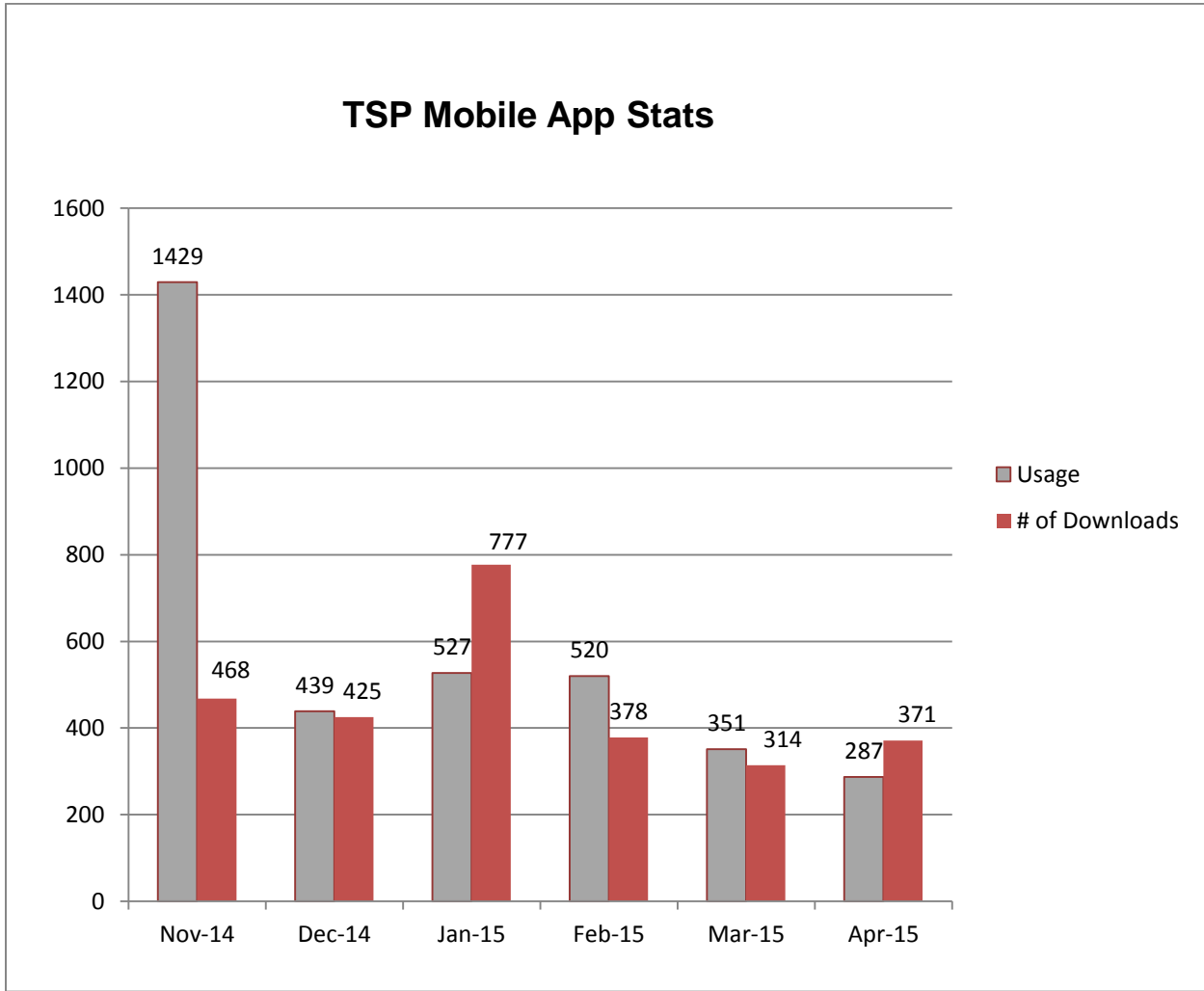


	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15
■ McKays	1,446	972	1,278	1,095	1,195	1,181
■ The Lab	3,035	1,936	2,545	2,045	2,403	2,400
■ Moreton Fig	1,871	1,475	1,735	1,518	1,671	2,036
■ Rosso Oro's Pizzeria	843	626	740	780	807	886
■ Seeds Marketplace	1,123	915	977	744	714	827
■ Traditions	1,677	819	1,090	730	760	827
■ The Edmondson	220	152	135	169	170	152

**USC Auxiliary Services IT  
Monthly Operations Reports  
April 2015**

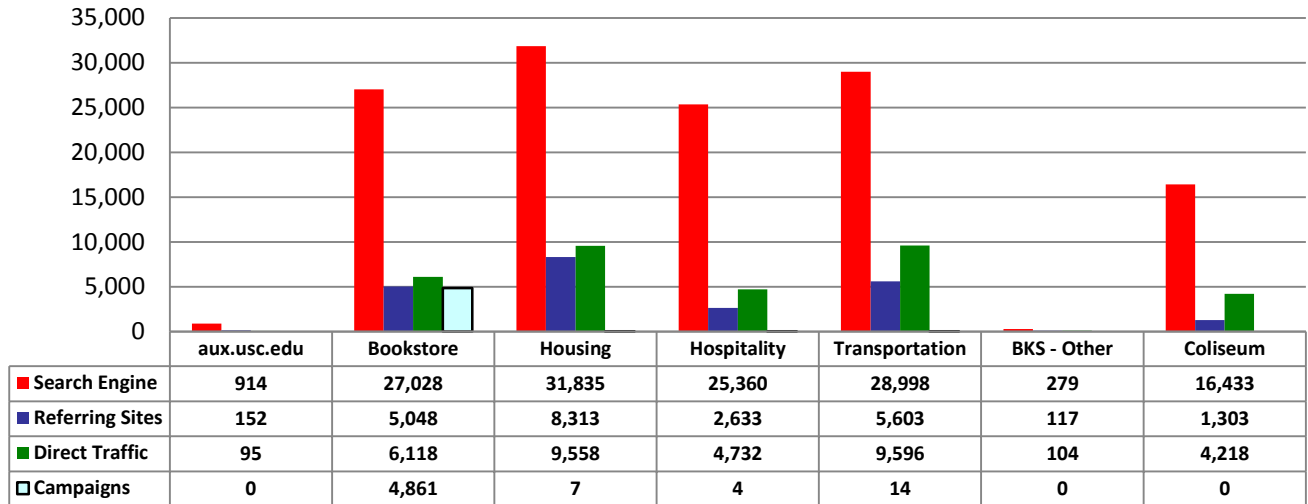


**USC Auxiliary Services IT  
Monthly Operations Reports  
April 2015**

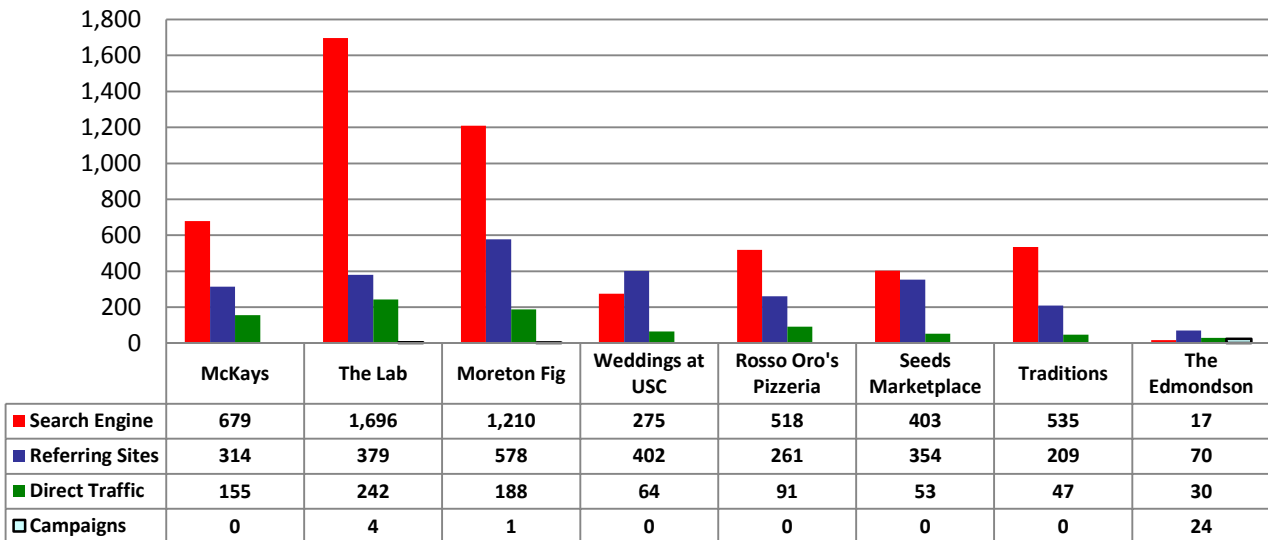


**USC Auxiliary Services IT  
Monthly Operations Reports  
April 2015**

**April 2015 Traffic Sources - BU Main Sites**

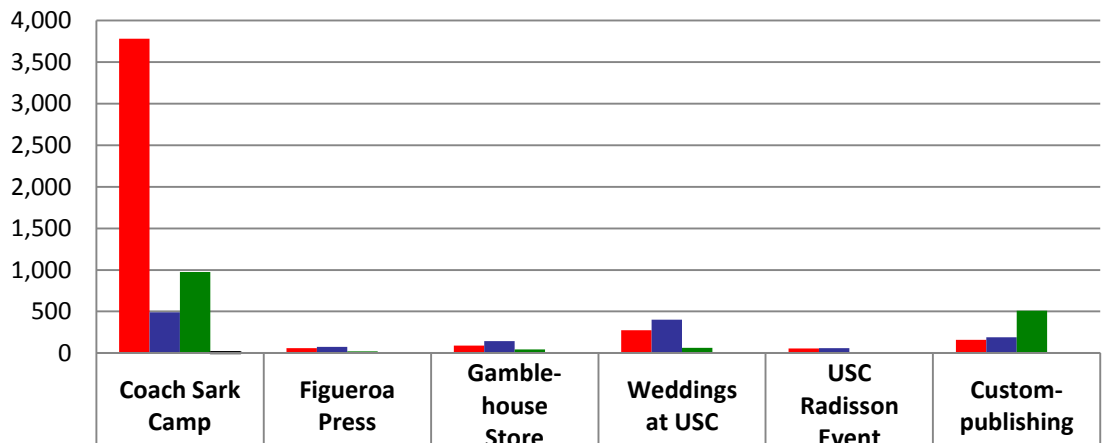


**April 2015 Traffic Sources - HSP Micro Sites**



**USC Auxiliary Services IT  
Monthly Operations Reports  
April 2015**

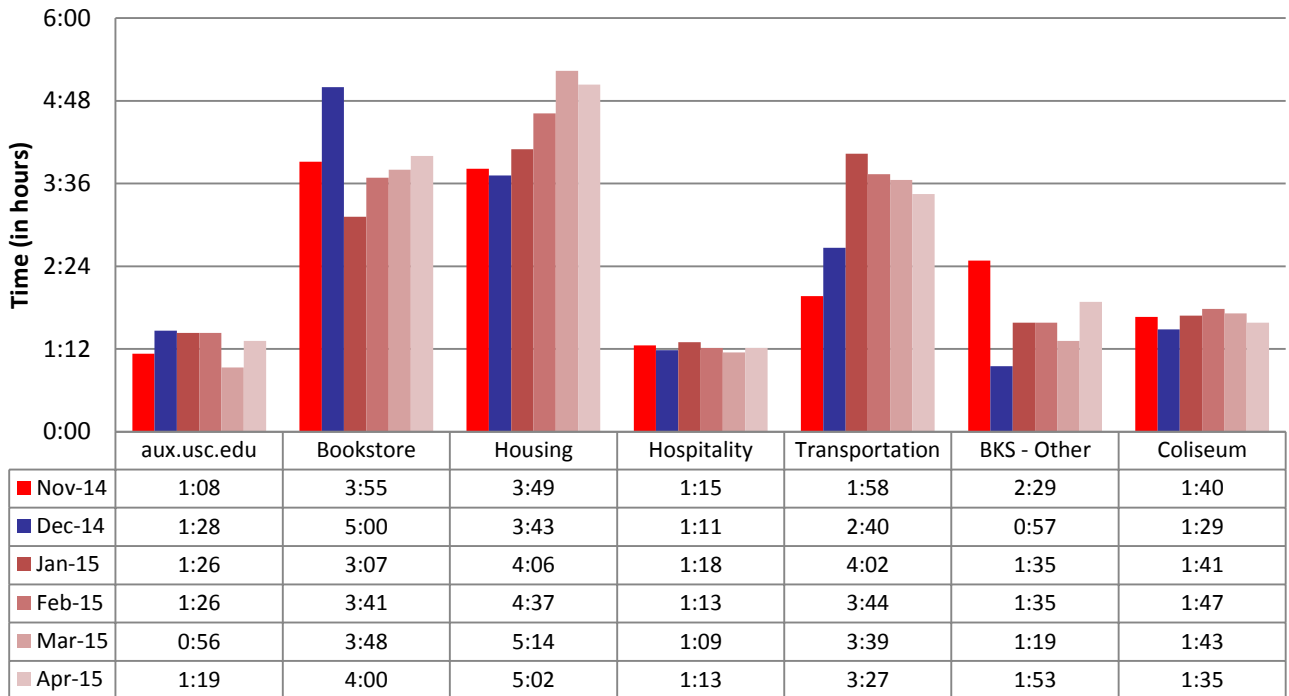
**April 2015 Traffic Sources - Other Sites**



	Coach Sark Camp	Figueroa Press	Gamble-house Store	Weddings at USC	USC Radisson Event	Custom-publishing
■ Search Engine	3,782	58	90	275	56	158
■ Referring Sites	491	74	142	402	59	189
■ Direct Traffic	975	22	45	64	12	509
□ Campaigns	4	0	0	0	0	0

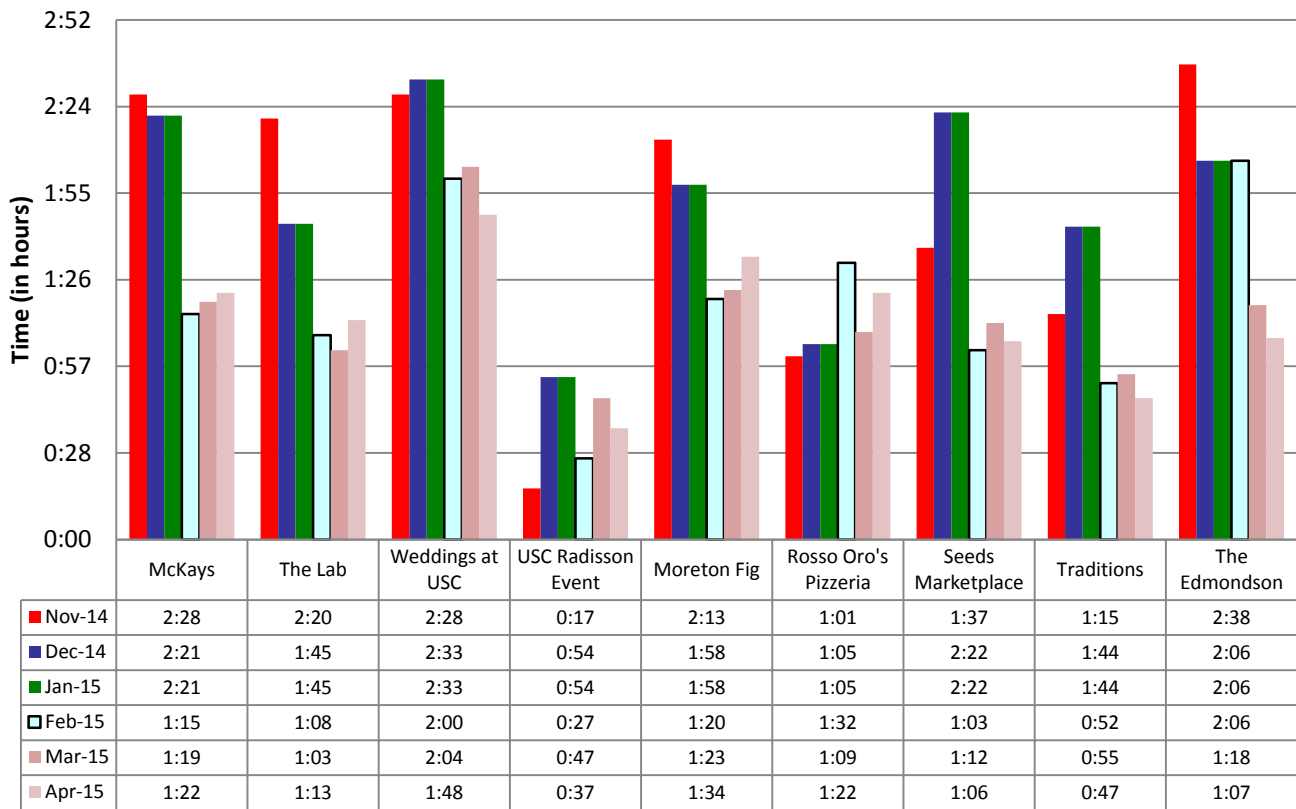
# USC Auxiliary Services IT Monthly Operations Reports April 2015

## Average Time Spent on Website - BU Main Sites



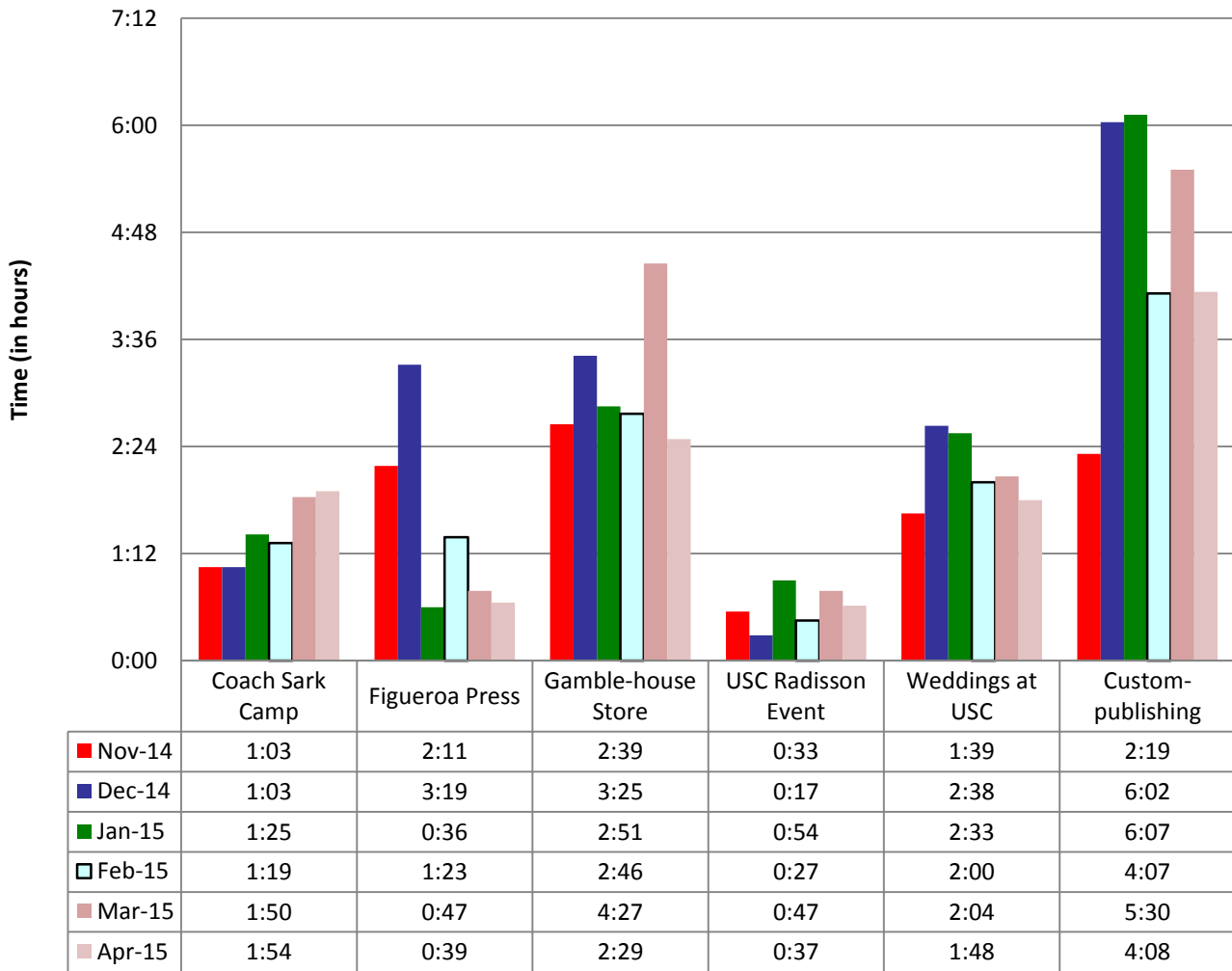
# USC Auxiliary Services IT Monthly Operations Reports April 2015

## Average Time Spent on Website - HSP Micro Sites



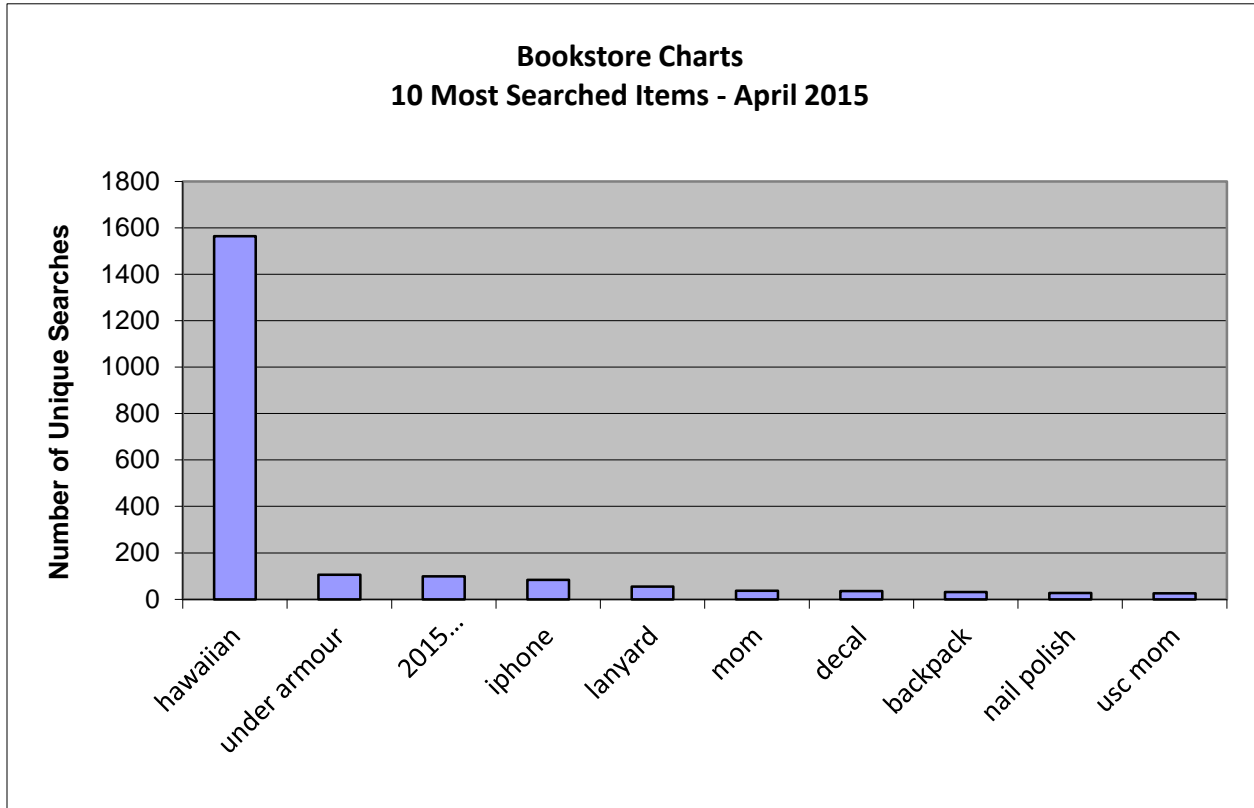
# USC Auxiliary Services IT Monthly Operations Reports April 2015

## Average Time Spent on Website - Other Sites



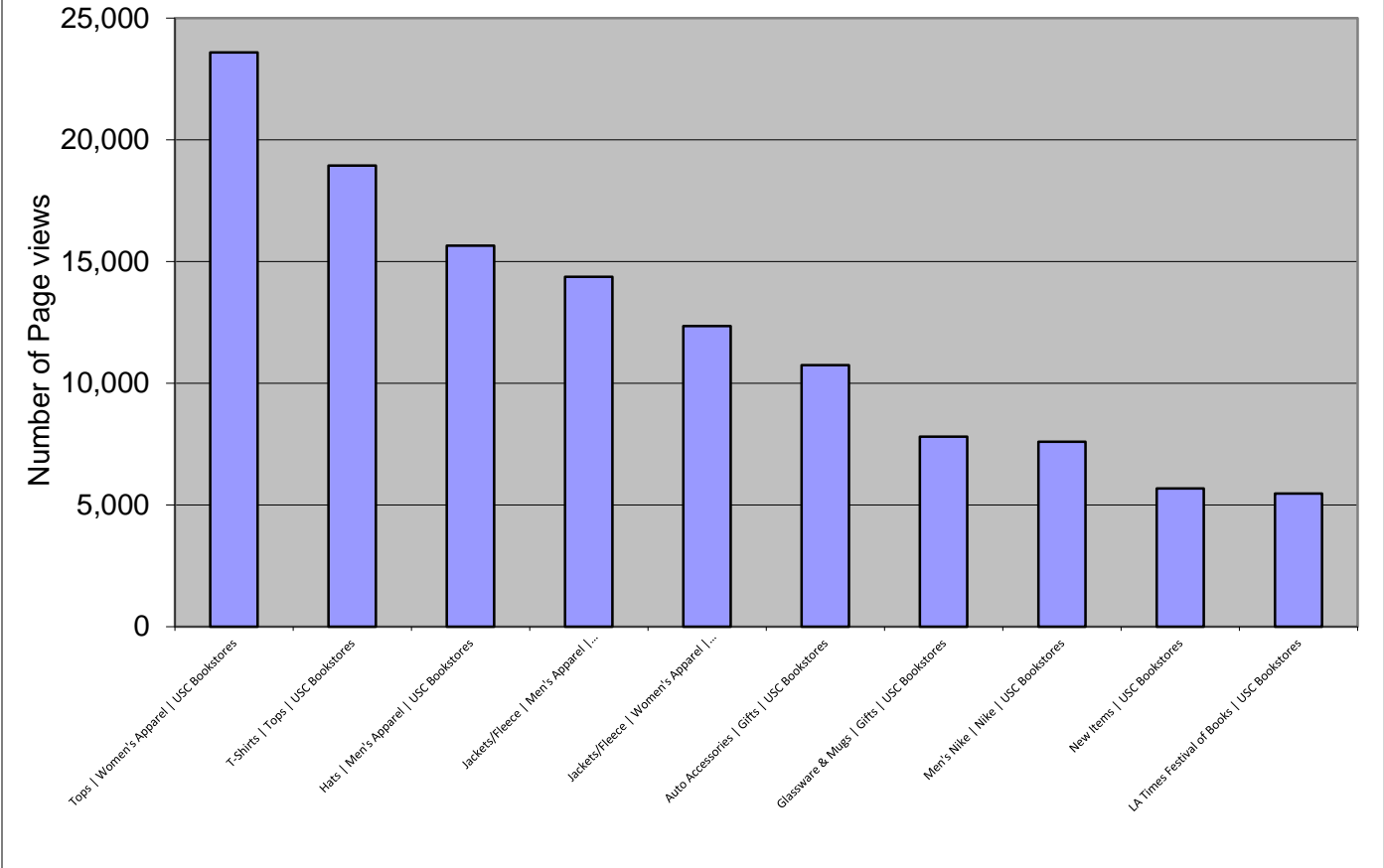


**USC Auxiliary Services IT  
Monthly Operations Reports  
April 2015**



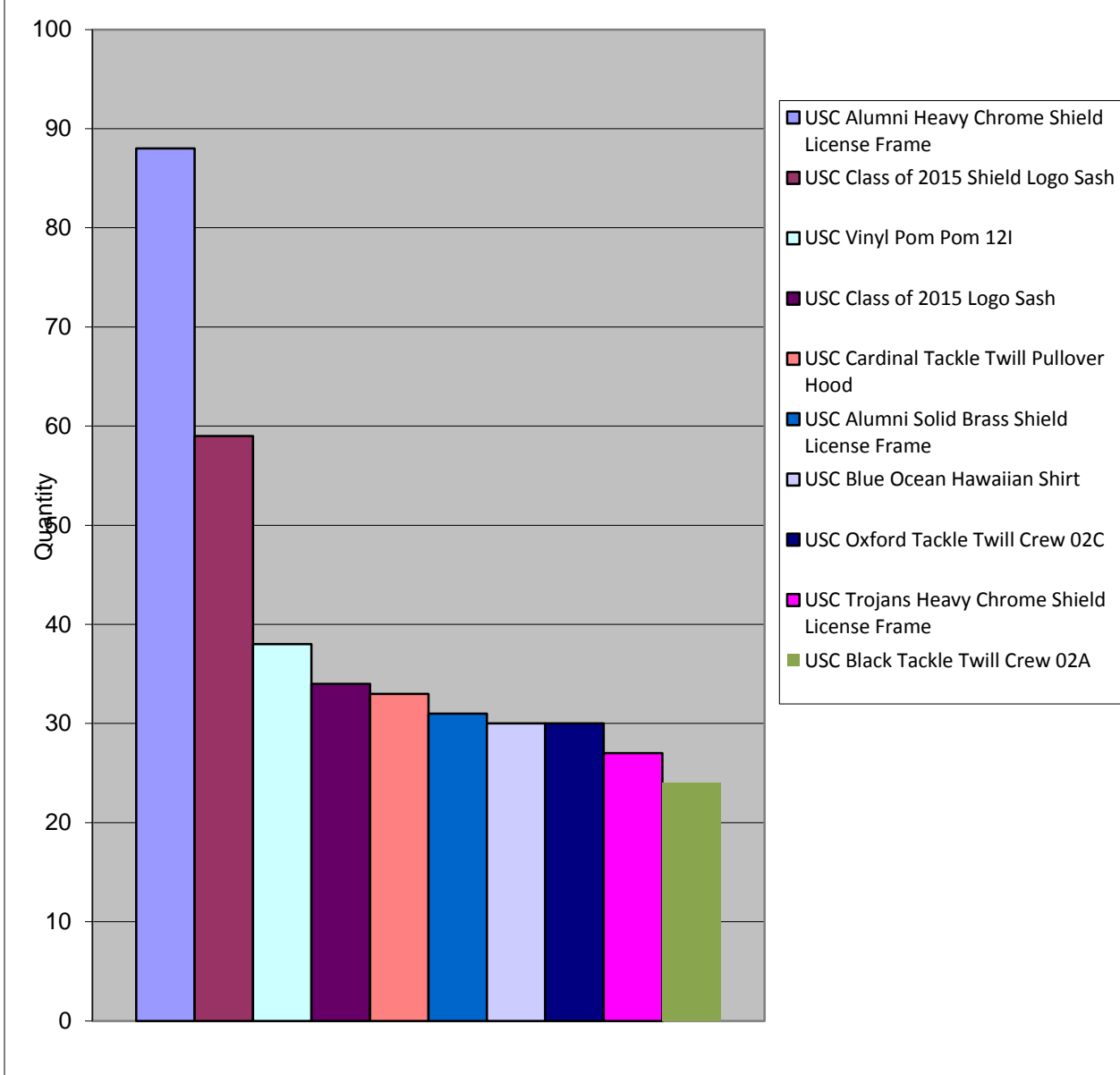
**USC Auxiliary Services IT  
Monthly Operations Reports  
April 2015**

**Bookstore Charts  
10 Most Viewed Pages - April 2015**

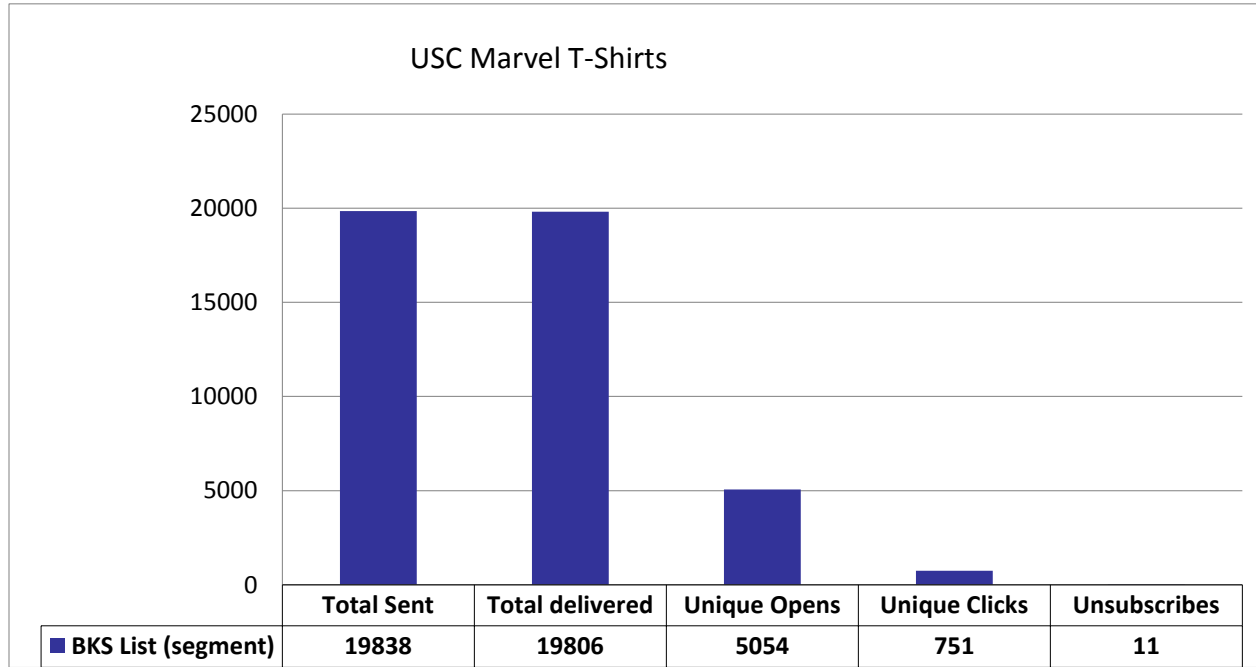


**USC Auxiliary Services IT  
Monthly Operations Reports  
April 2015**

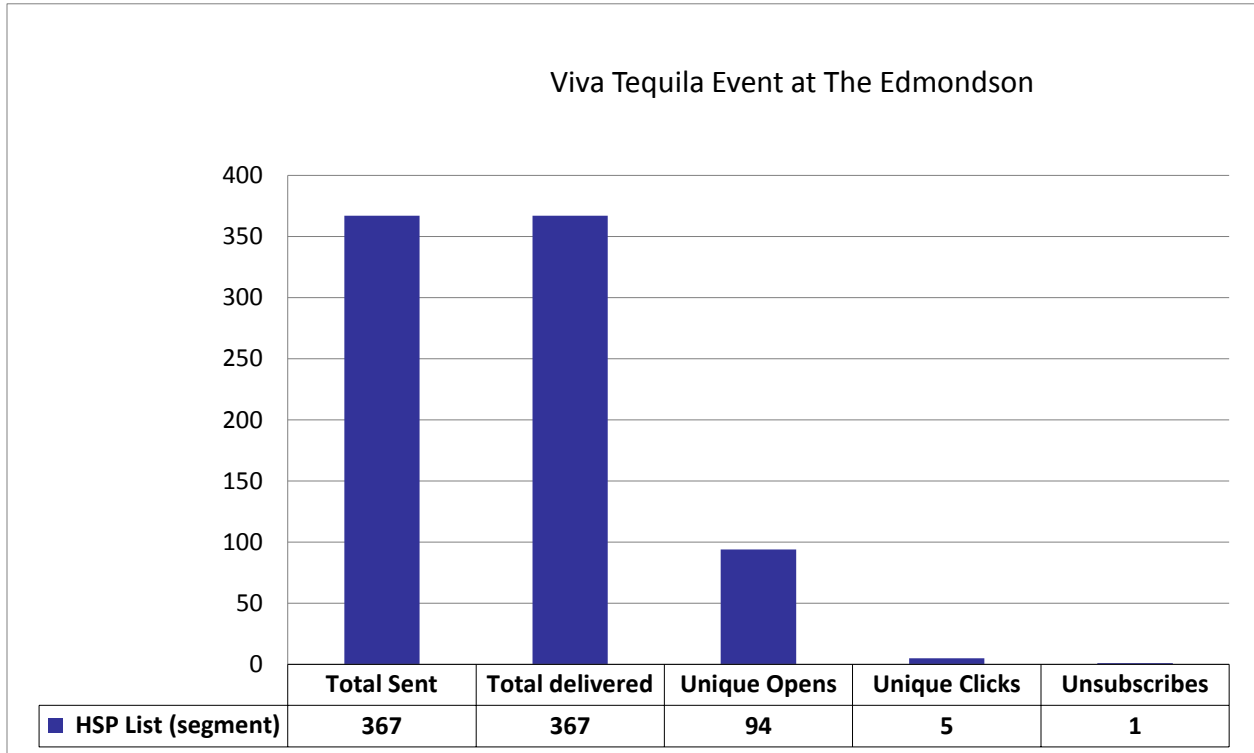
**Bookstore Charts  
10 Most Purchased Products April 2015**



**USC Auxiliary Services IT  
Monthly Operations Reports  
April 2015**

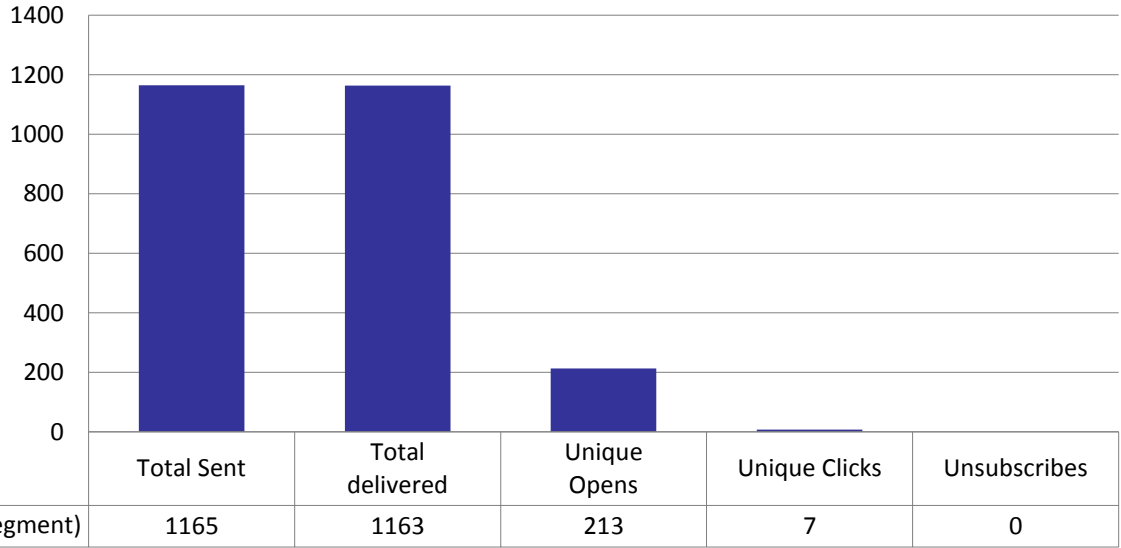


**USC Auxiliary Services IT  
Monthly Operations Reports  
April 2015**

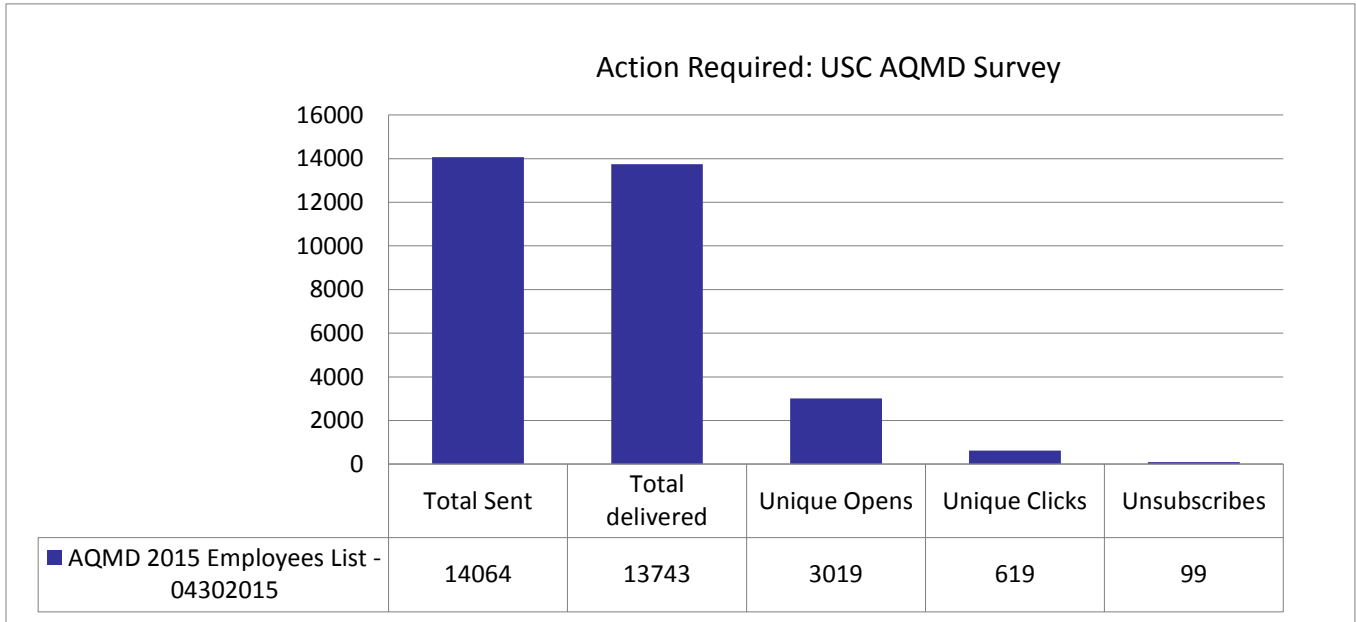


# USC Auxiliary Services IT Monthly Operations Reports April 2015

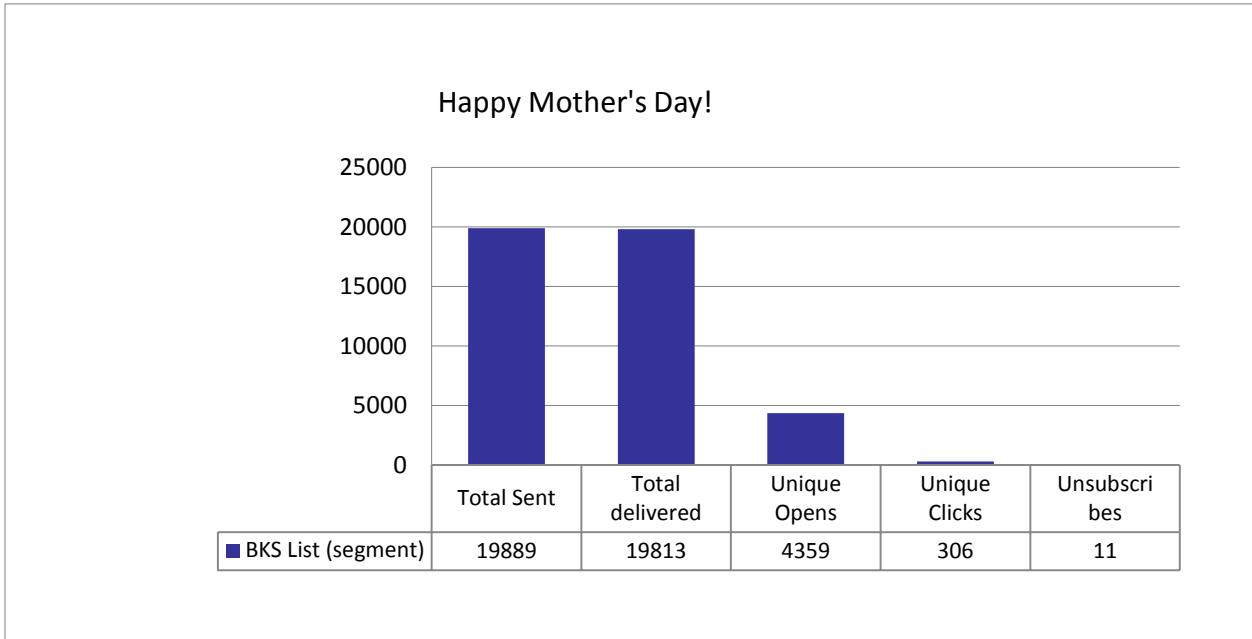
Nurses' Appreciation Week Sale at the HSC Bookstore April 27-May 1



# USC Auxiliary Services IT Monthly Operations Reports April 2015



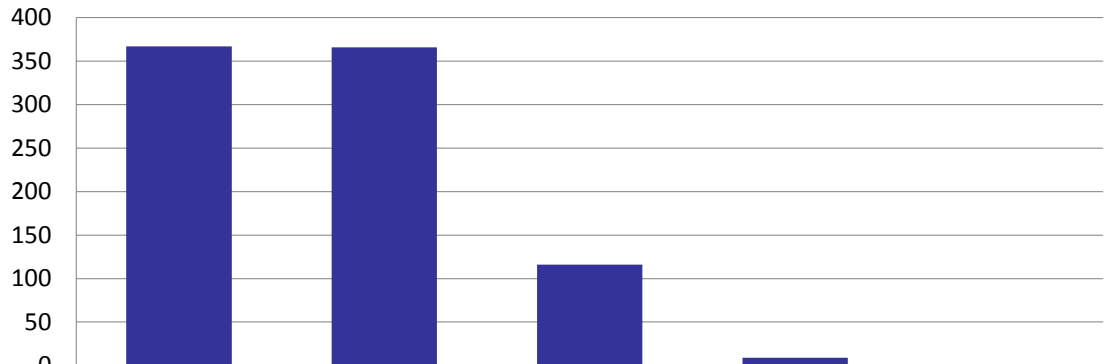
**USC Auxiliary Services IT  
Monthly Operations Reports  
April 2015**





**USC Auxiliary Services IT  
Monthly Operations Reports  
April 2015**

Viva Tequila Event at The Edmondson

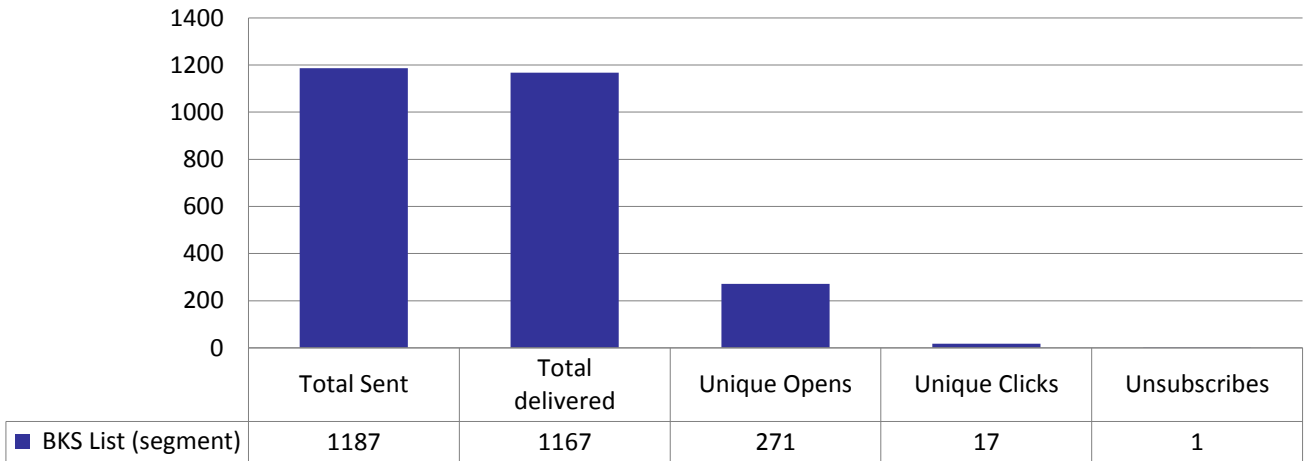


■ HSP List (segment)

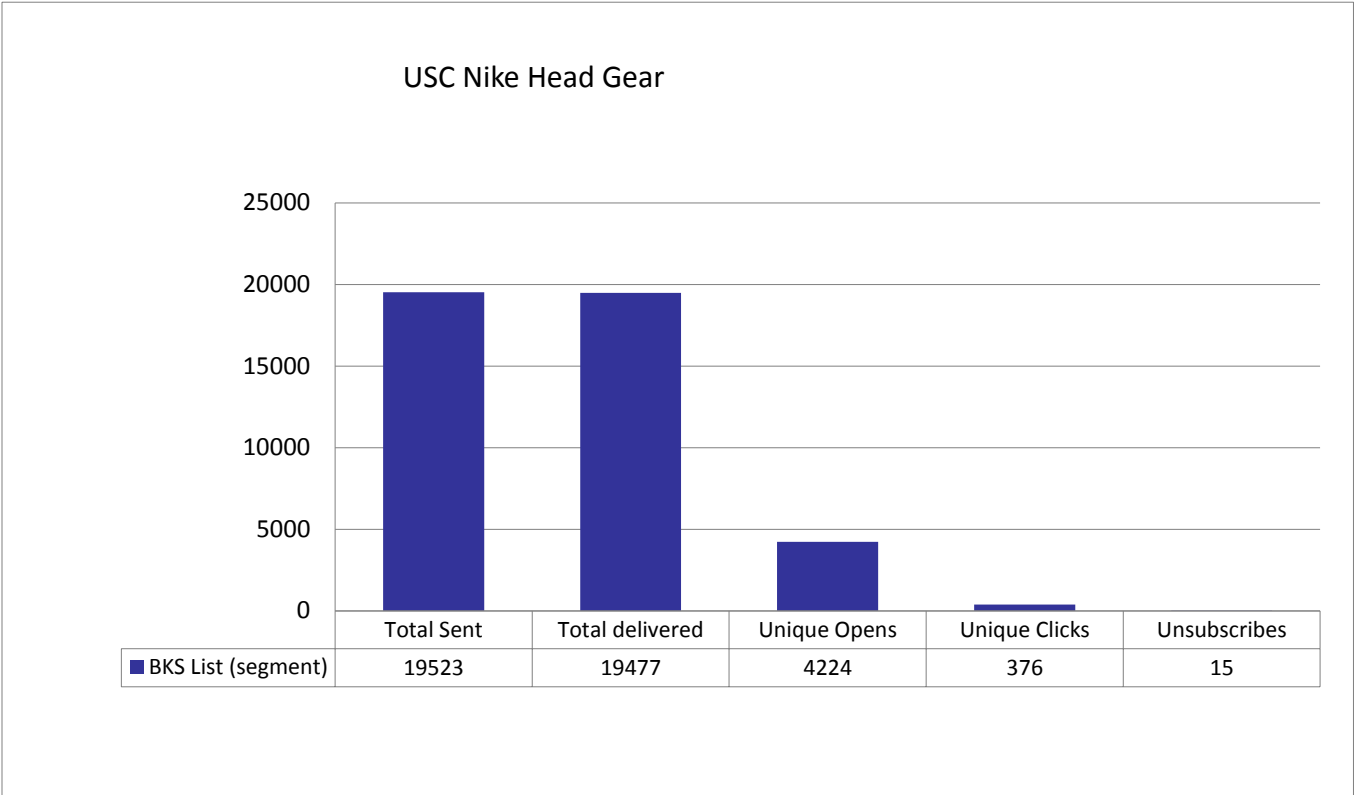
Total Sent	367	Total delivered	366	Unique Opens	116	Unique Clicks	9	Unsubscribes	0
------------	-----	-----------------	-----	--------------	-----	---------------	---	--------------	---

**USC Auxiliary Services IT  
Monthly Operations Reports  
April 2015**

Nurses' Appreciation Week Sale at the HSC Bookstore April 27-May 1

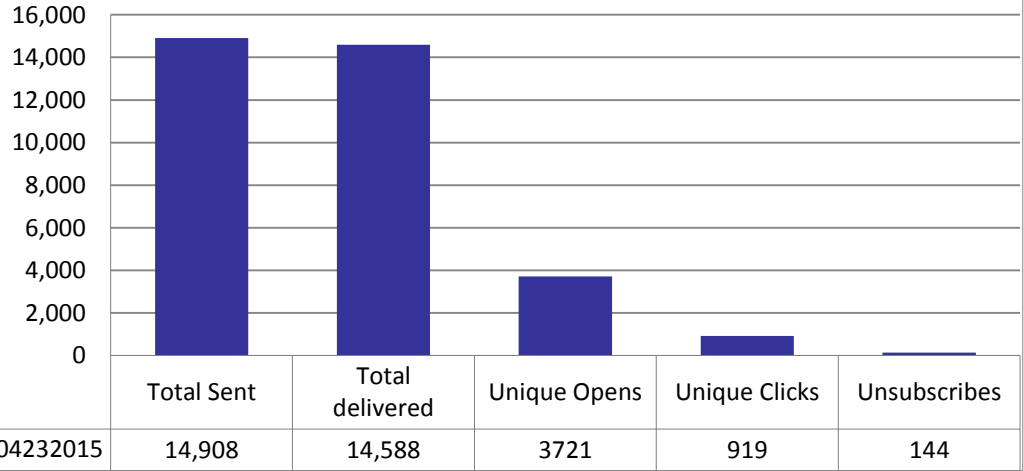


**USC Auxiliary Services IT  
Monthly Operations Reports  
April 2015**



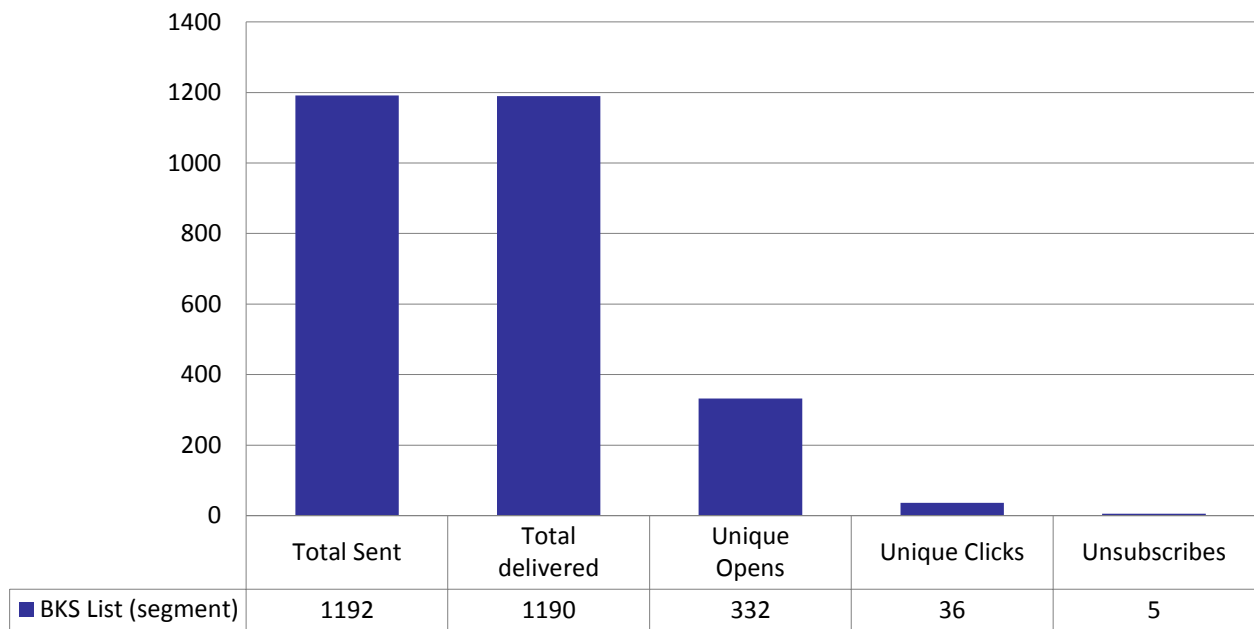
# USC Auxiliary Services IT Monthly Operations Reports April 2015

Action Required: USC AQMD Survey

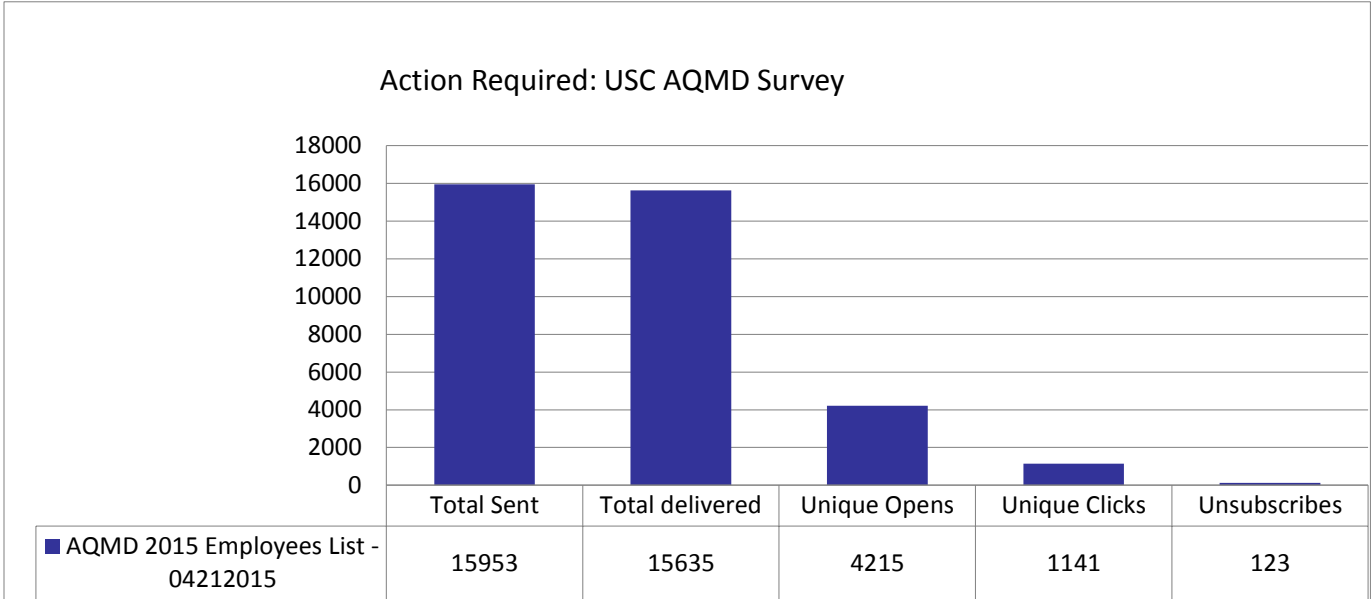


**USC Auxiliary Services IT  
Monthly Operations Reports  
April 2015**

Blowout Sale outside the HSC Bookstore April 20-24

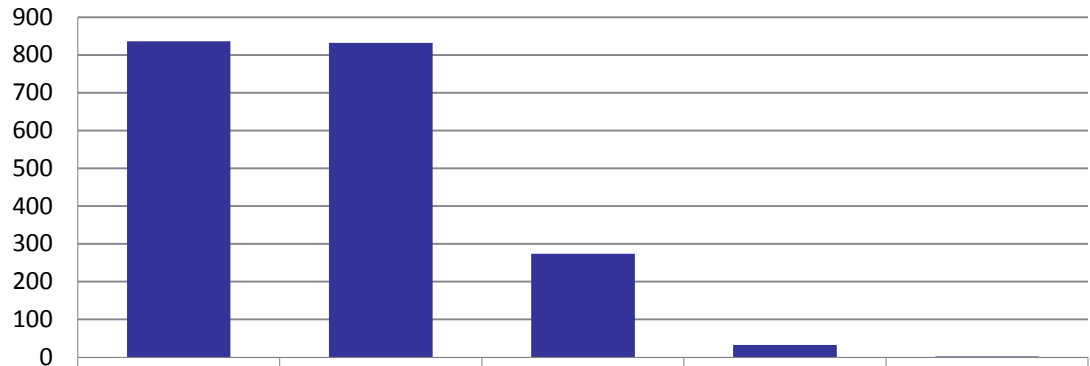


**USC Auxiliary Services IT  
Monthly Operations Reports  
April 2015**



**USC Auxiliary Services IT  
Monthly Operations Reports  
April 2015**

LA TIMES FESTIVAL OF BOOKS



■ BKS List (segment)

Total Sent

836

Total delivered

832

Unique Opens

274

Unique Clicks

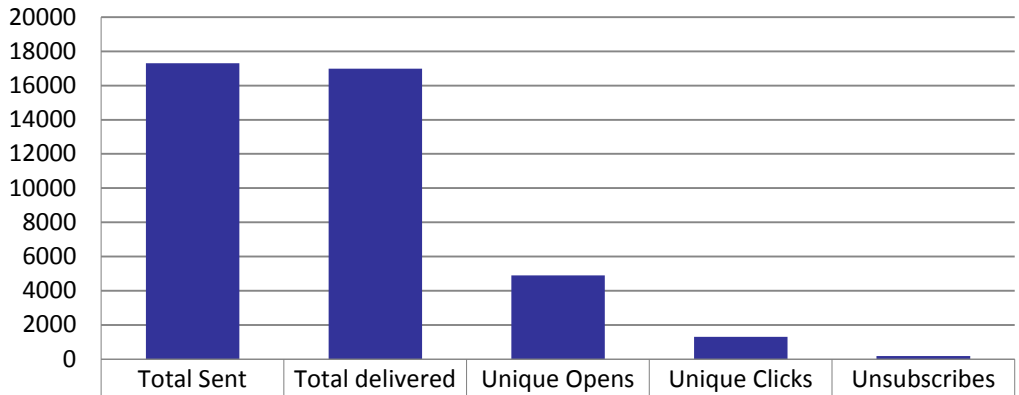
33

Unsubscribes

2

**USC Auxiliary Services IT  
Monthly Operations Reports  
April 2015**

Action Required: USC AQMD Survey



■ AQMD 2015 Employees List - 04162015

17308

16987

4899

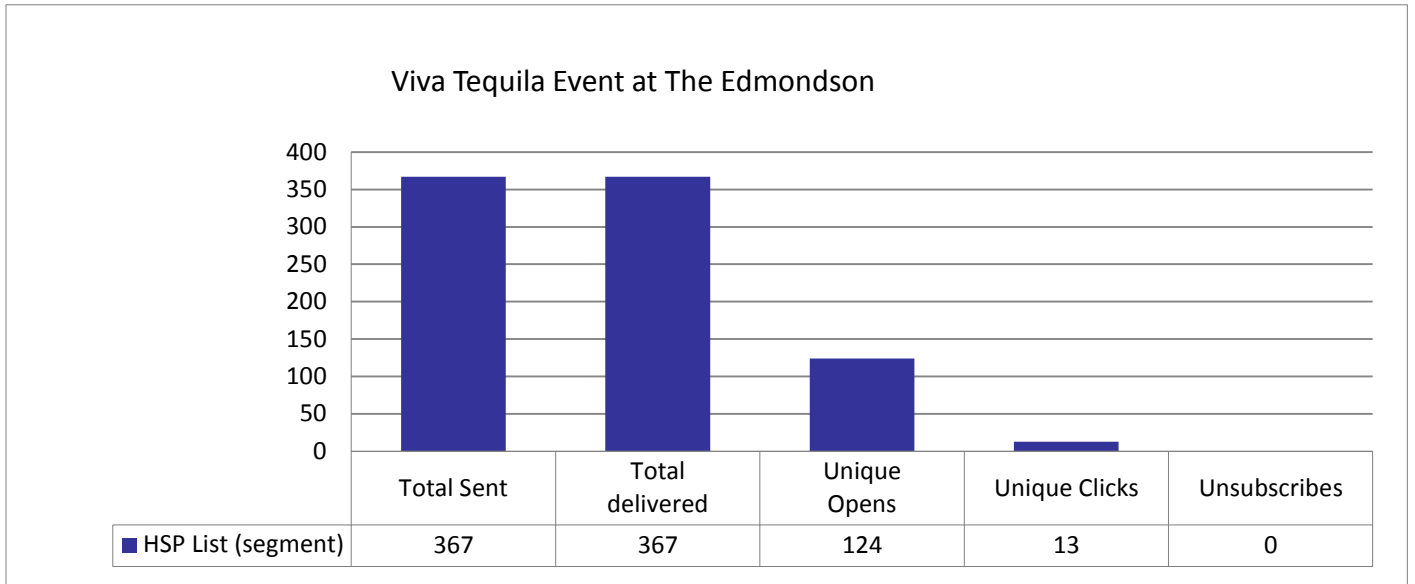
1299

174

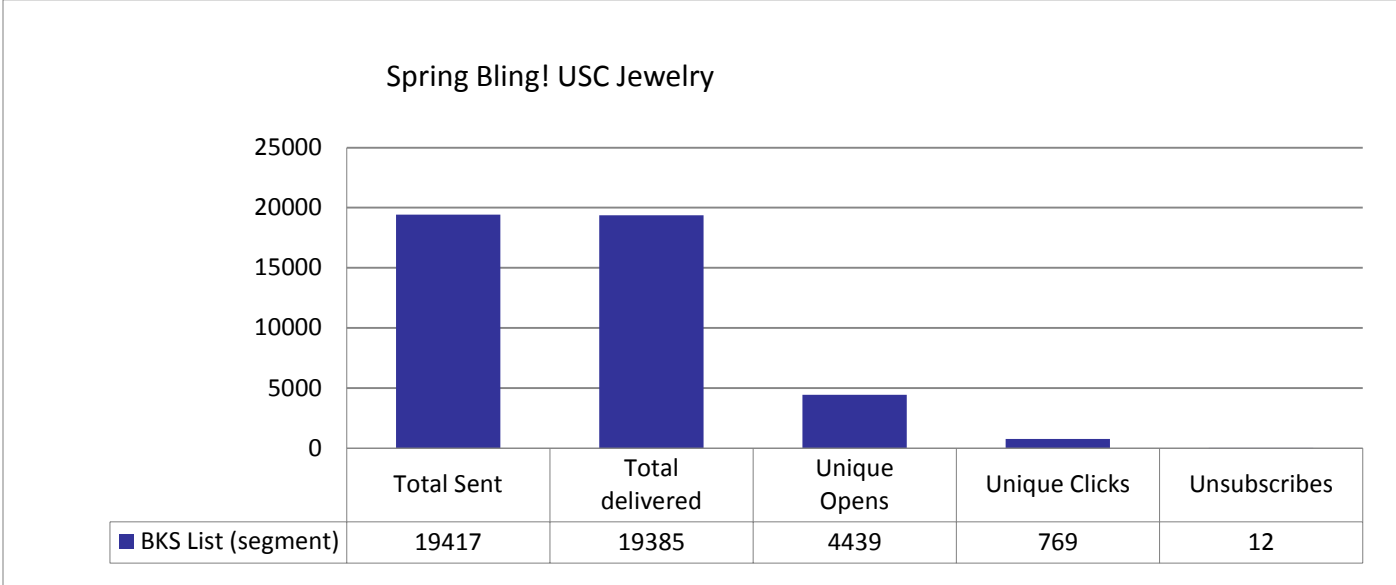




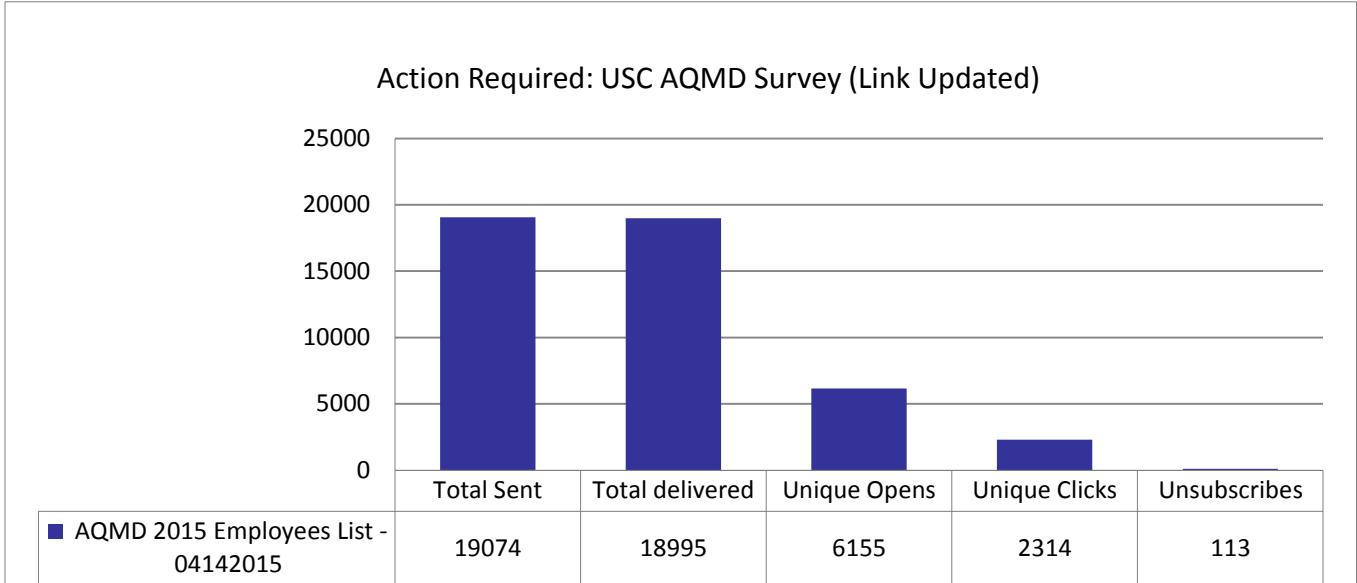
**USC Auxiliary Services IT  
Monthly Operations Reports  
April 2015**



**USC Auxiliary Services IT  
Monthly Operations Reports  
April 2015**

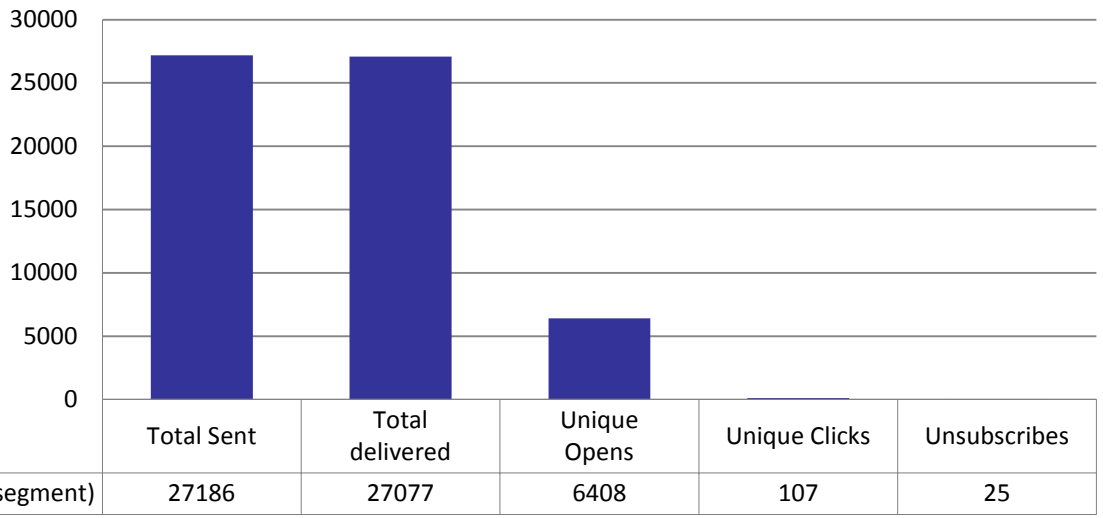


# USC Auxiliary Services IT Monthly Operations Reports April 2015

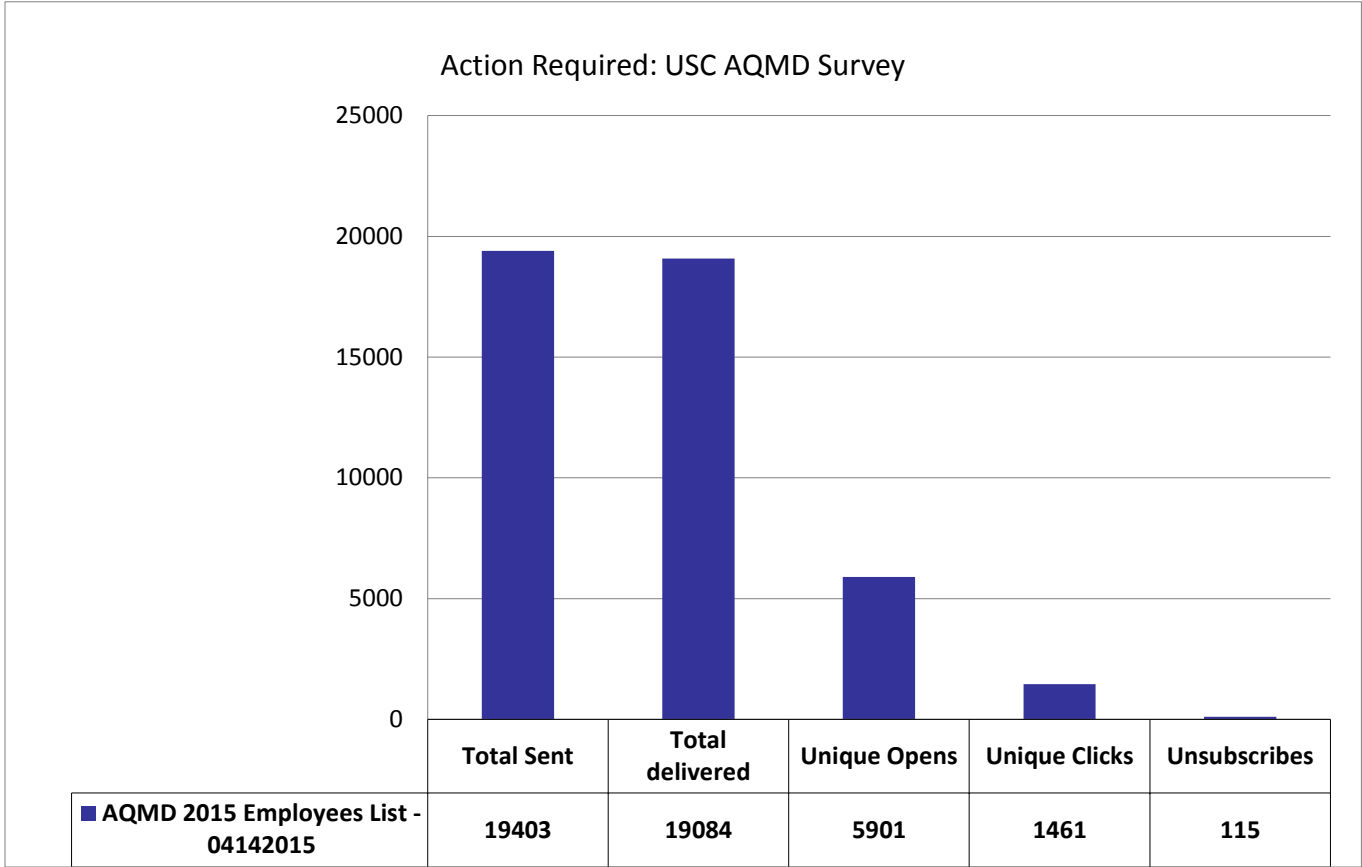


**USC Auxiliary Services IT  
Monthly Operations Reports  
April 2015**

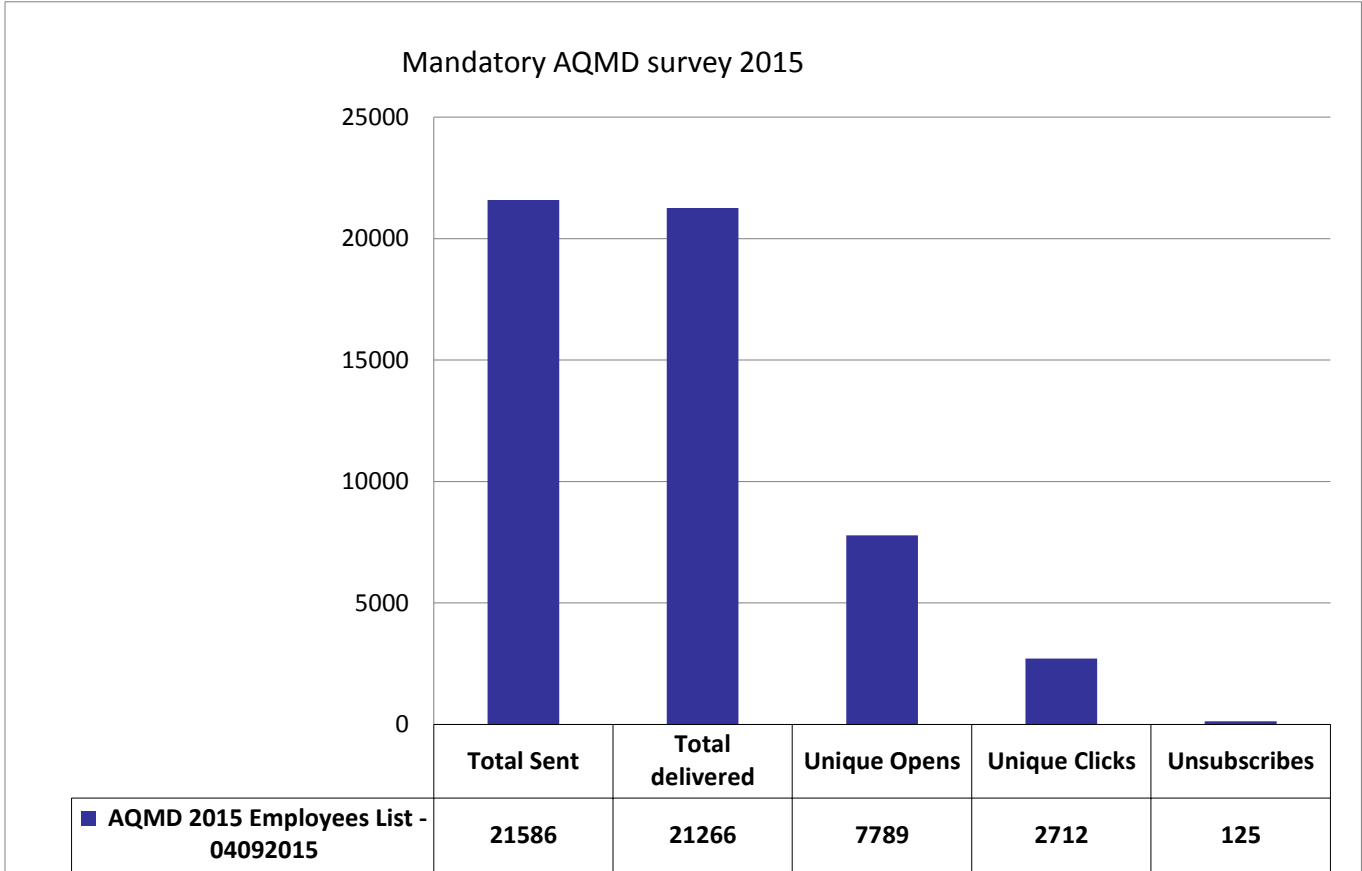
Meet & Greet President Emeritus Sample and Rob Asghar



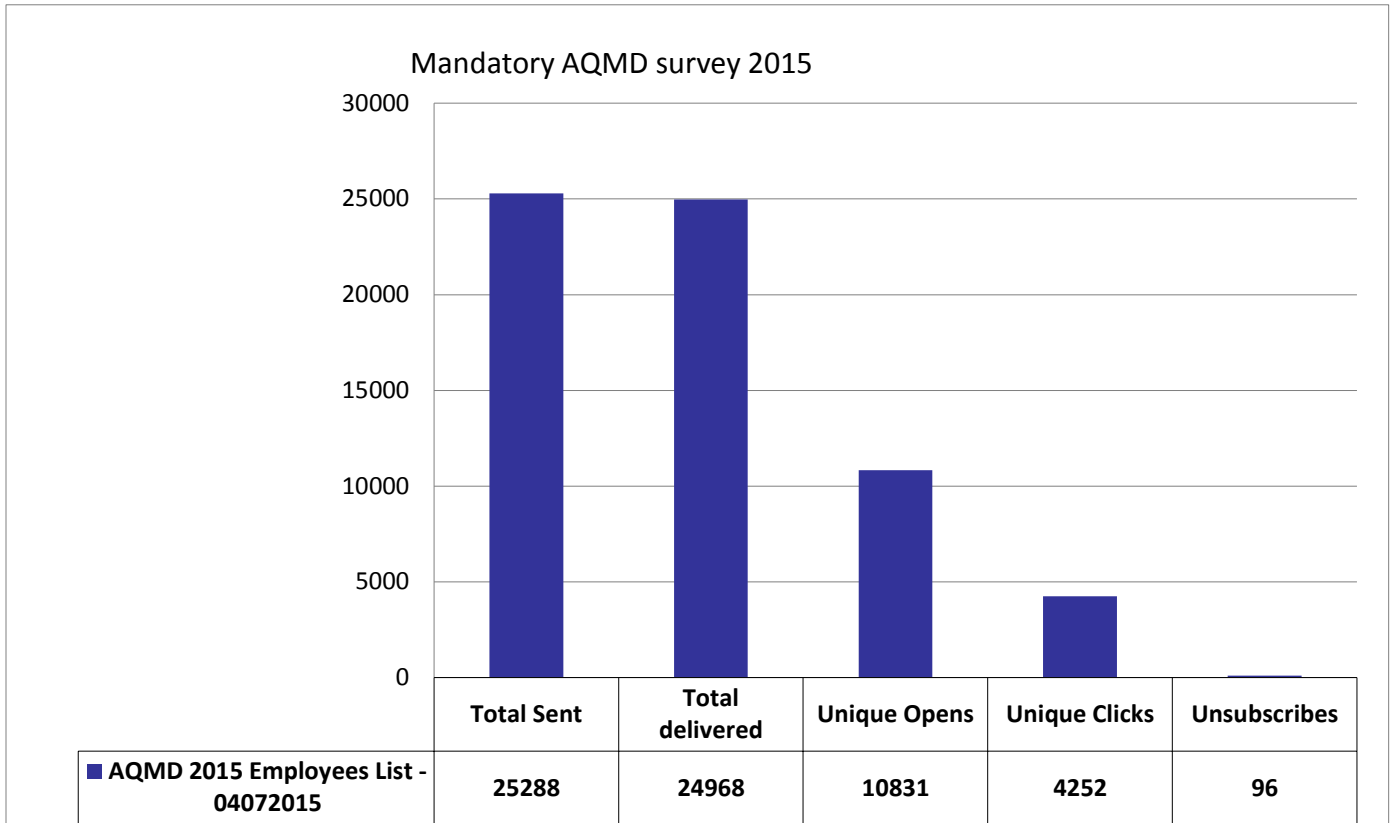
# USC Auxiliary Services IT Monthly Operations Reports April 2015



# USC Auxiliary Services IT Monthly Operations Reports April 2015

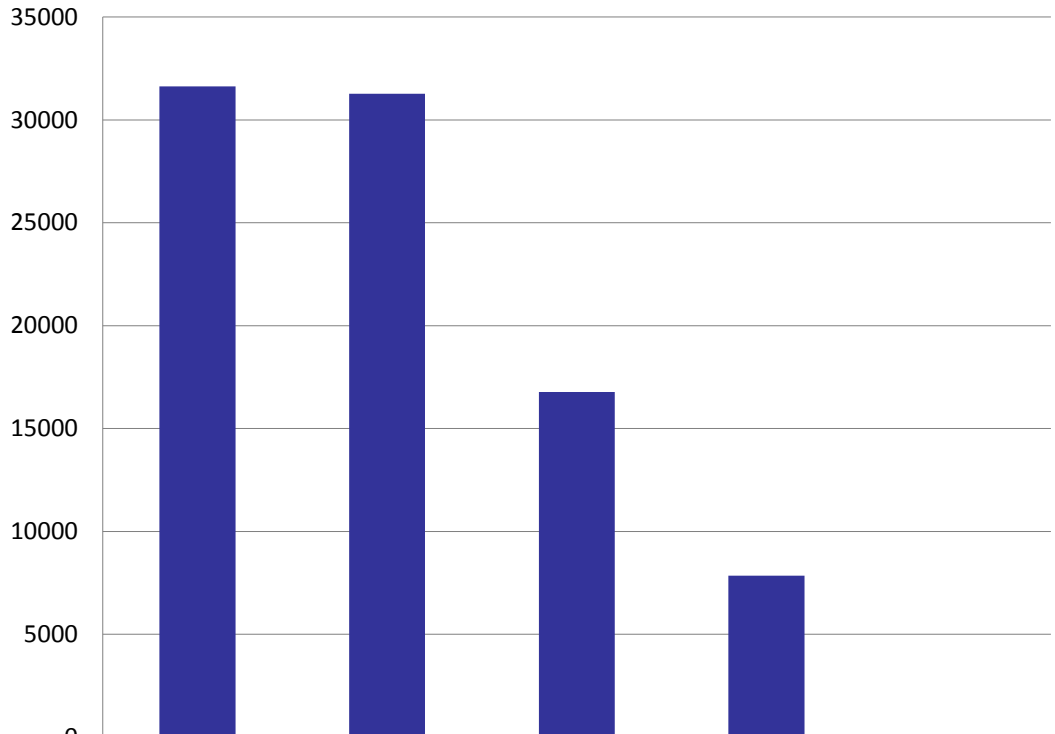


**USC Auxiliary Services IT  
Monthly Operations Reports  
April 2015**



# USC Auxiliary Services IT Monthly Operations Reports April 2015

Mandatory AQMD survey 2015



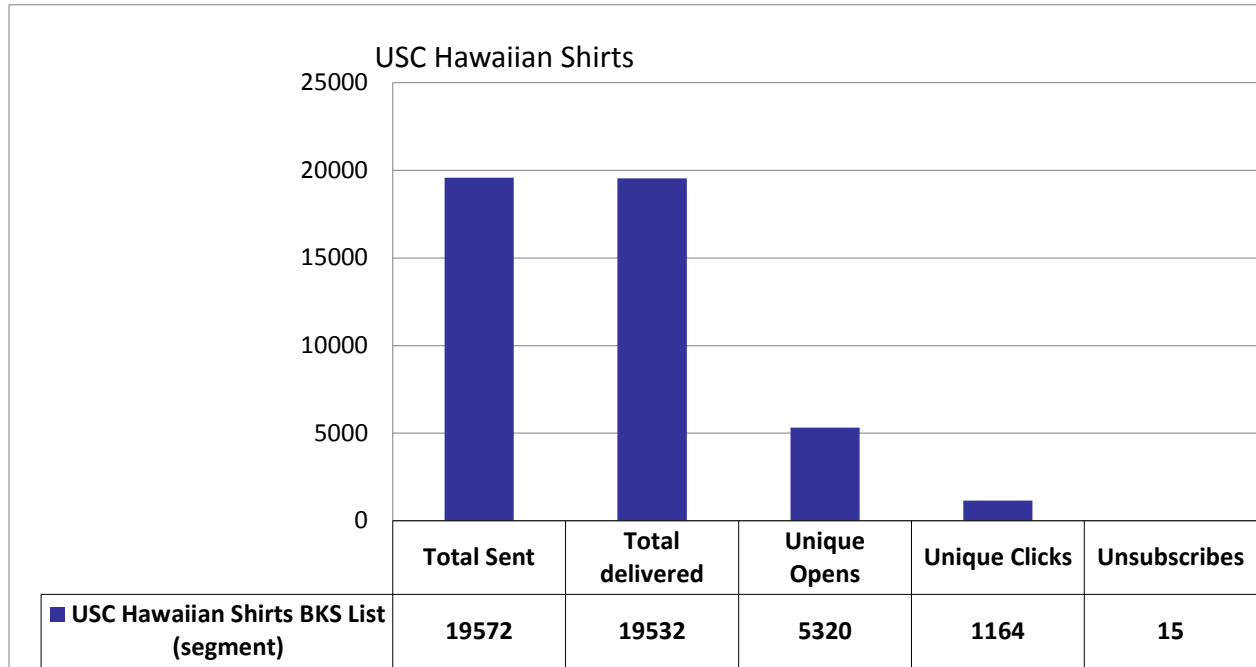
■ Mandatory AQMD survey 2015 AQMD  
2015 Employees List - Email 1

Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
31635	31278	16777	7846	72

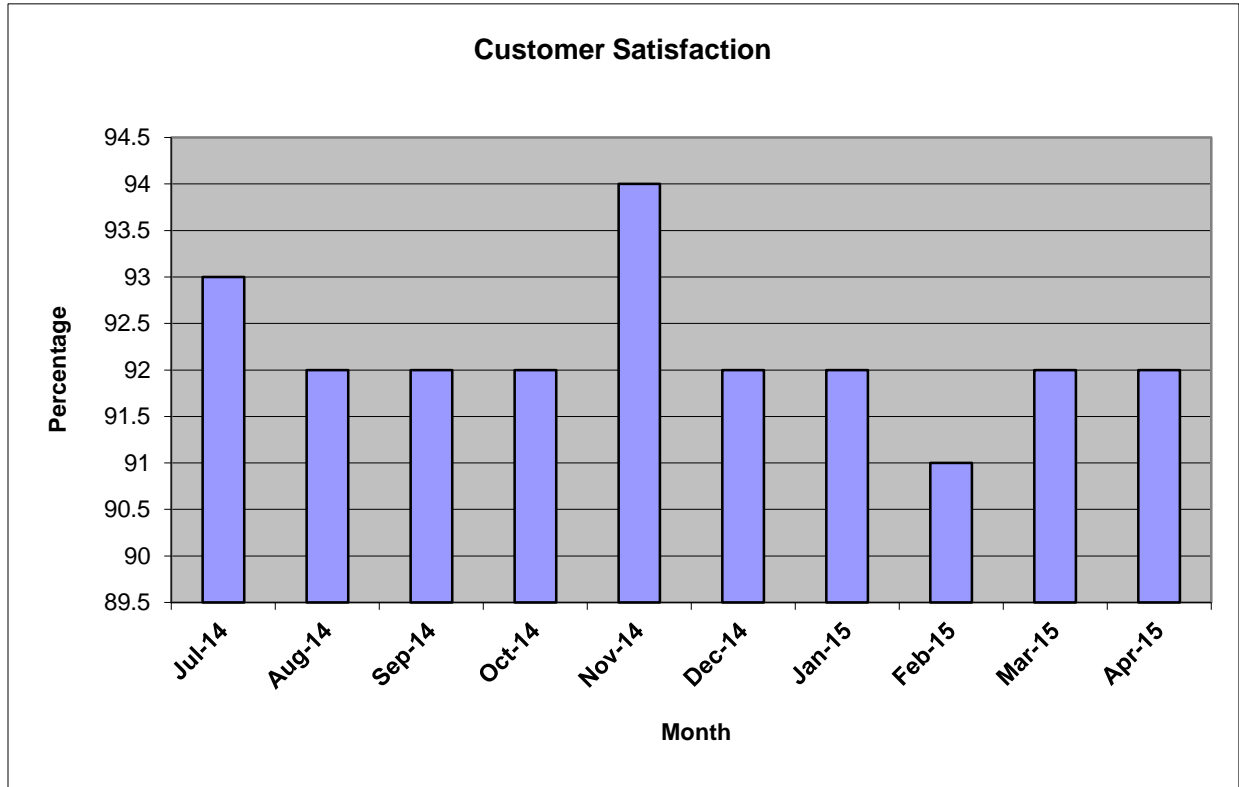




# USC Auxiliary Services IT Monthly Operations Reports April 2015



**USC Auxiliary Services IT  
Monthly Operations Reports  
April 2015**



**THANK YOU!!**

Confidential

*The information contained in this document is the exclusive and confidential property of The University of Southern California - Auxiliary Services  
IT February not be shared with any other parties without the written permission of The University of Southern California - Auxiliary Services*

---