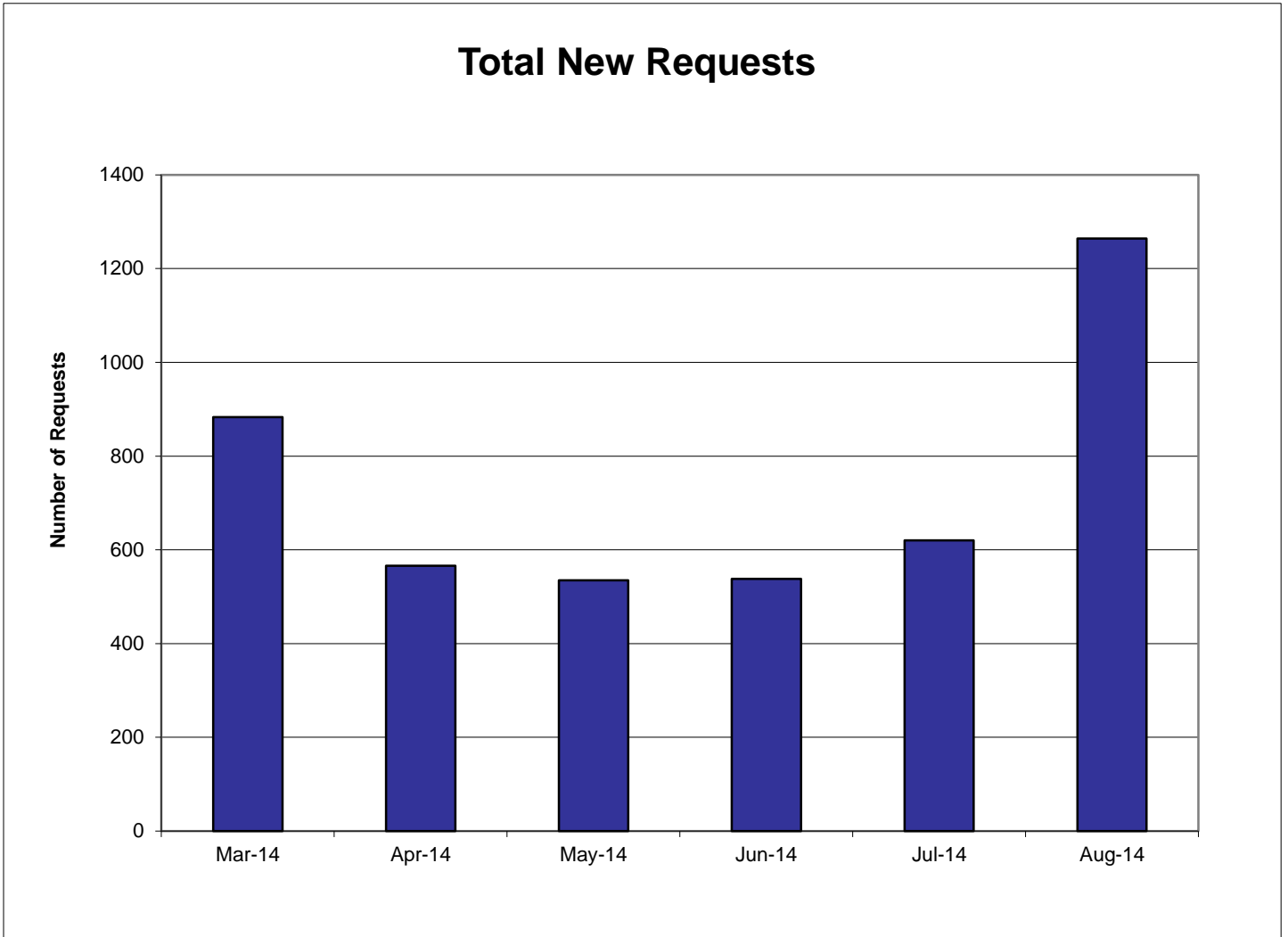
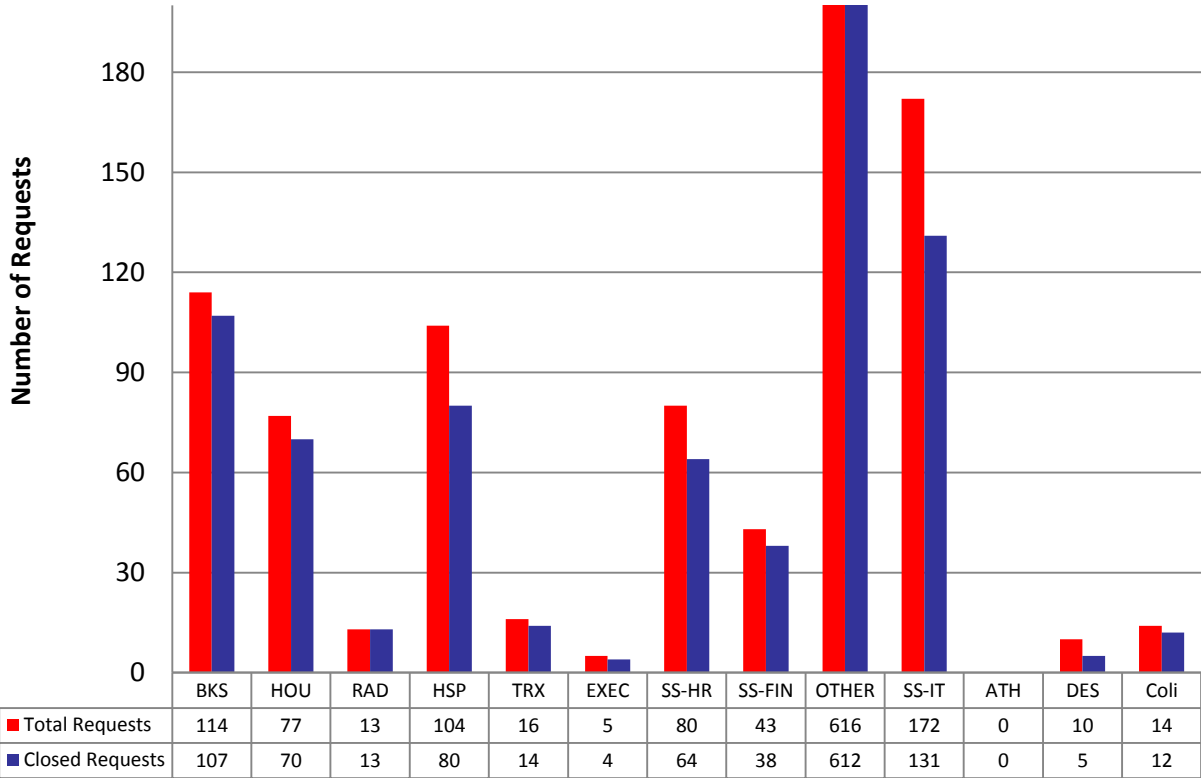


**USC Auxiliary Services IT
Monthly Operations Reports
August 2014**



USC Auxiliary Services IT Monthly Operations Reports August 2014

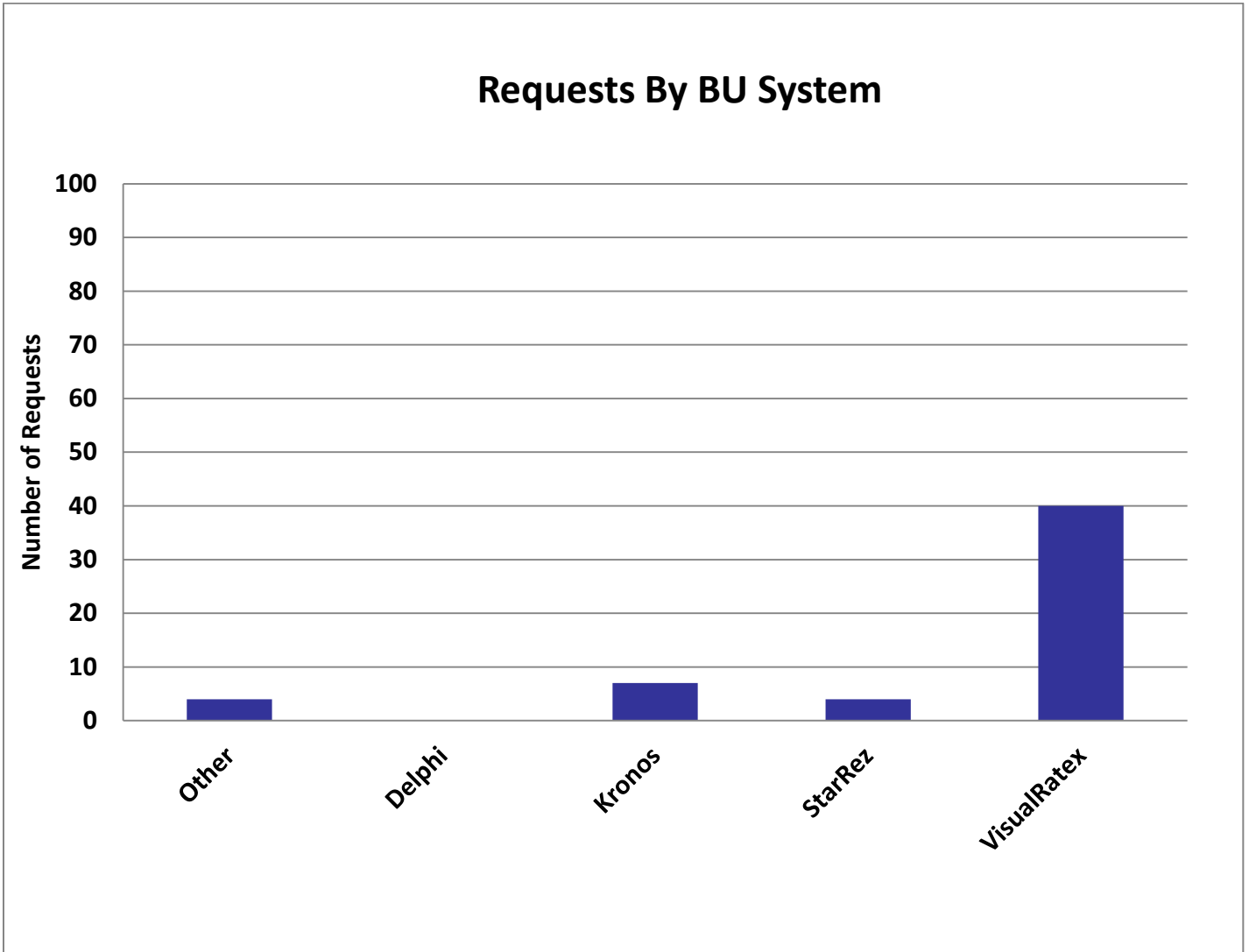
Total New Vs Closed Requests



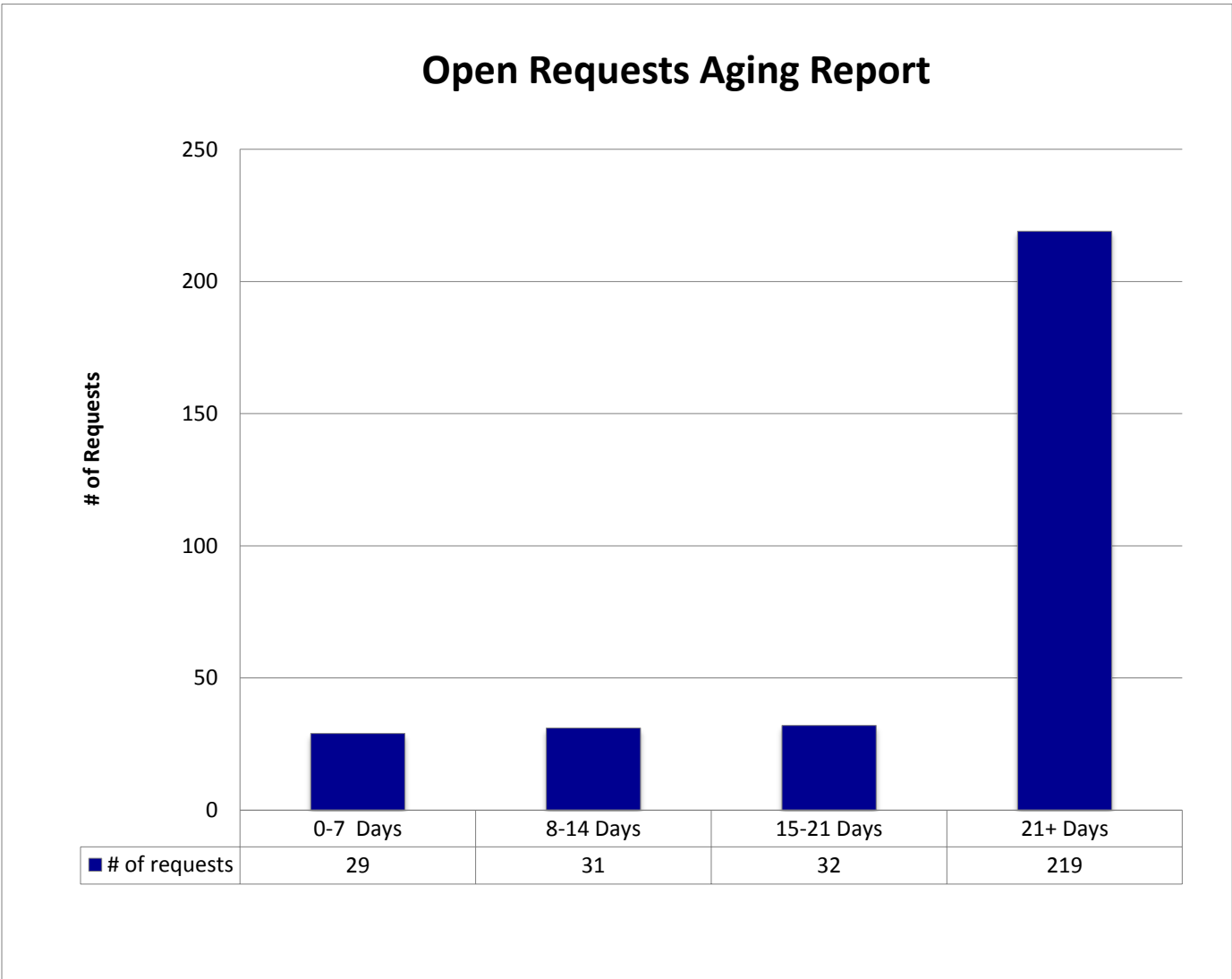
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USC Auxiliary Services IT
Monthly Operations Reports
August 2014



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August 2014**

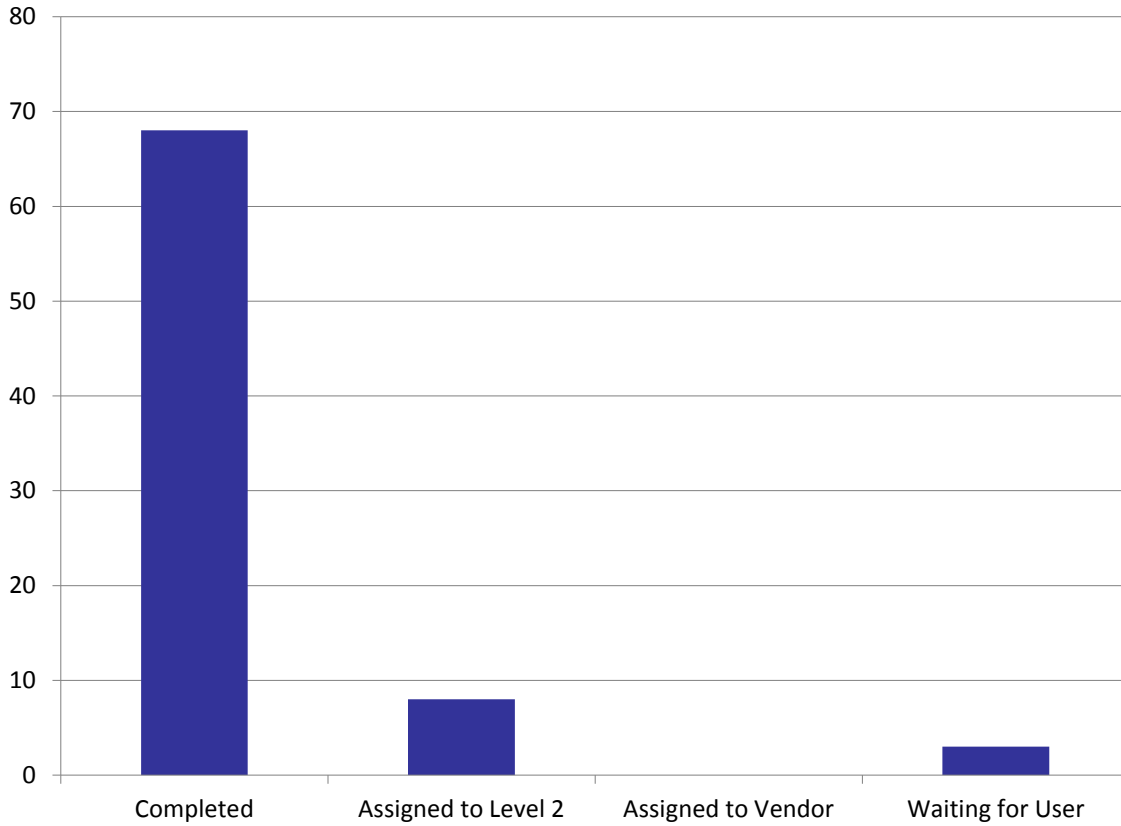


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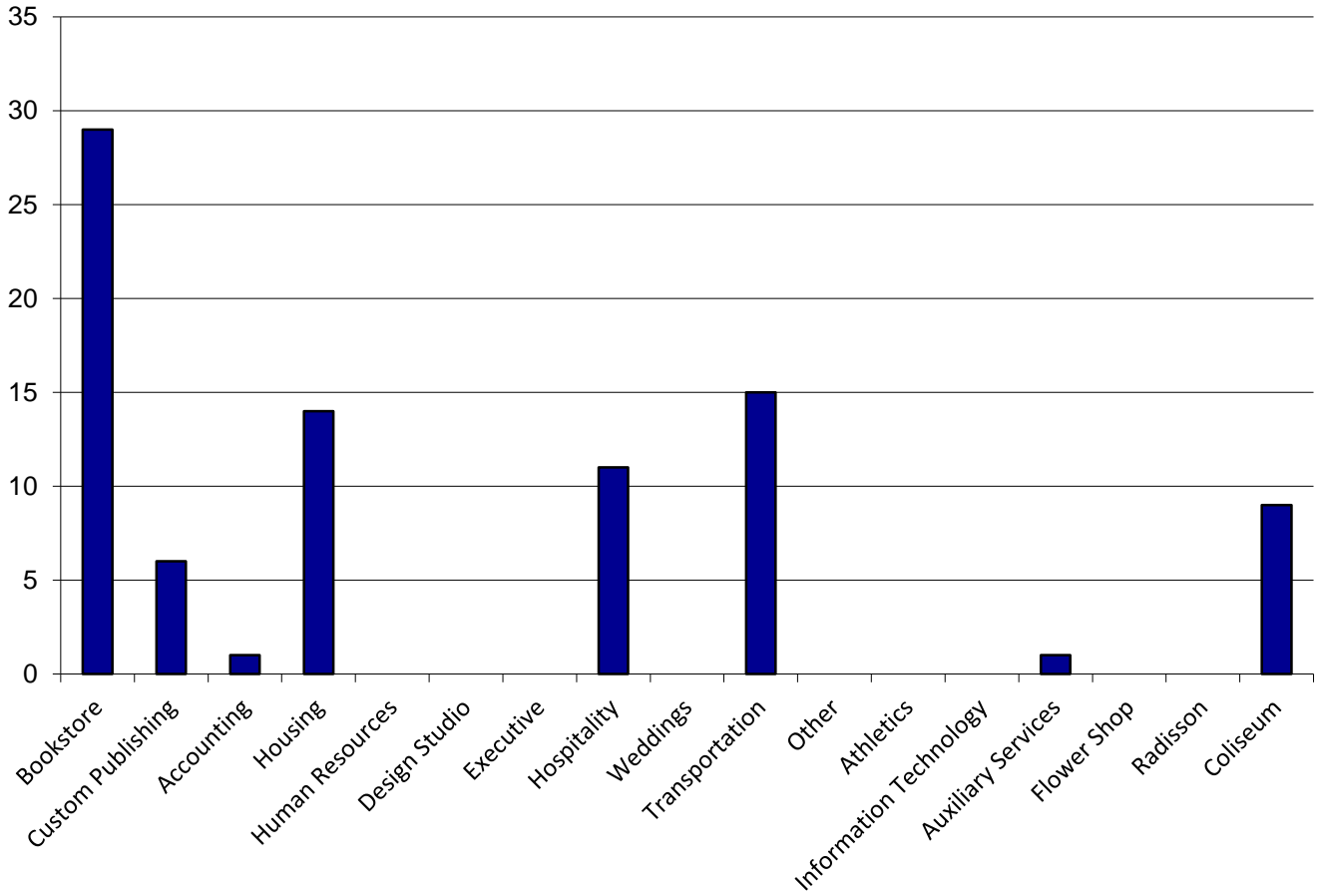
**USC Auxiliary Services IT
Monthly Operations Reports
August 2014**

of Web Requests Opened By Status

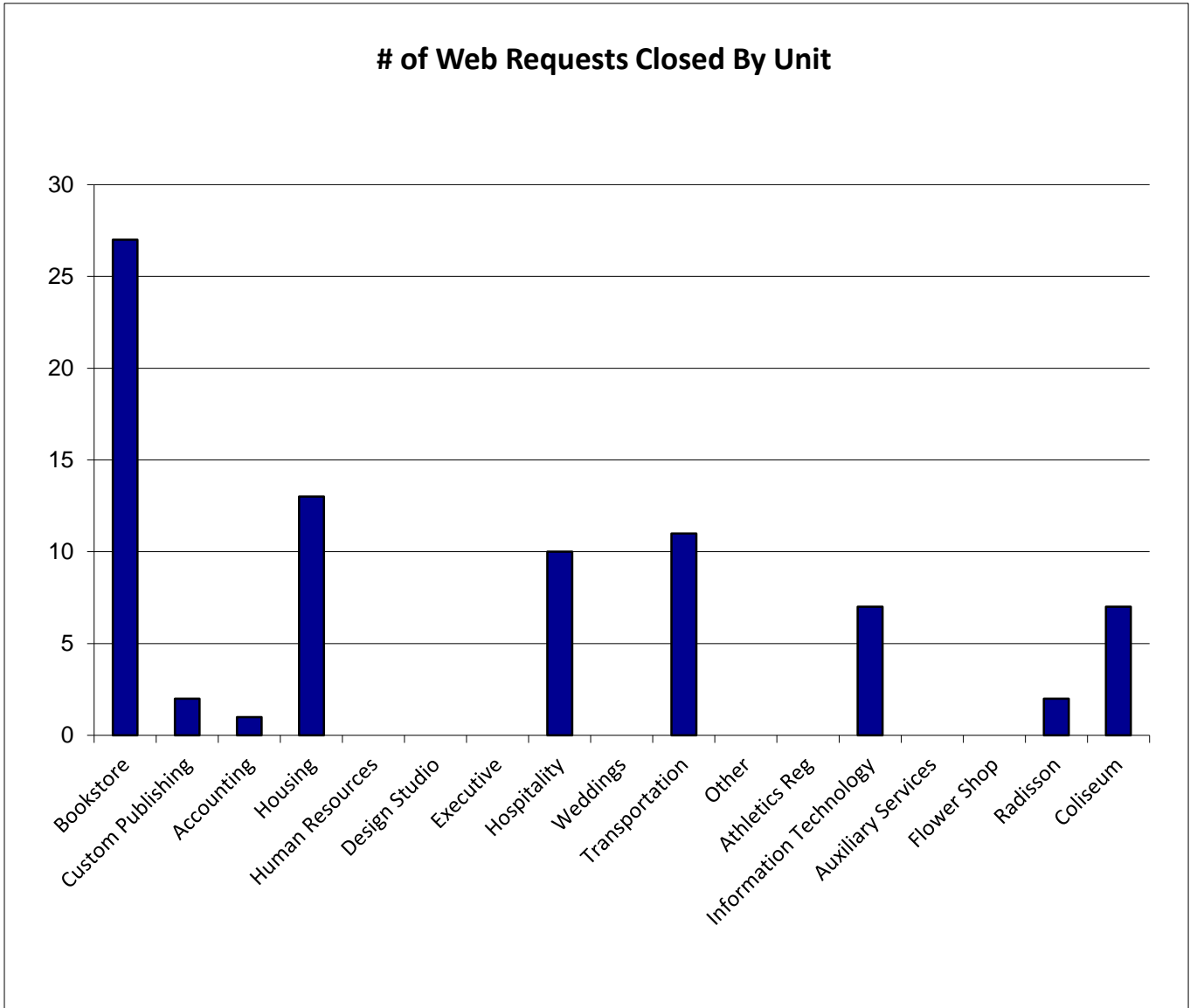


**USC Auxiliary Services IT
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August 2014**

of Web Requests Opened By Unit

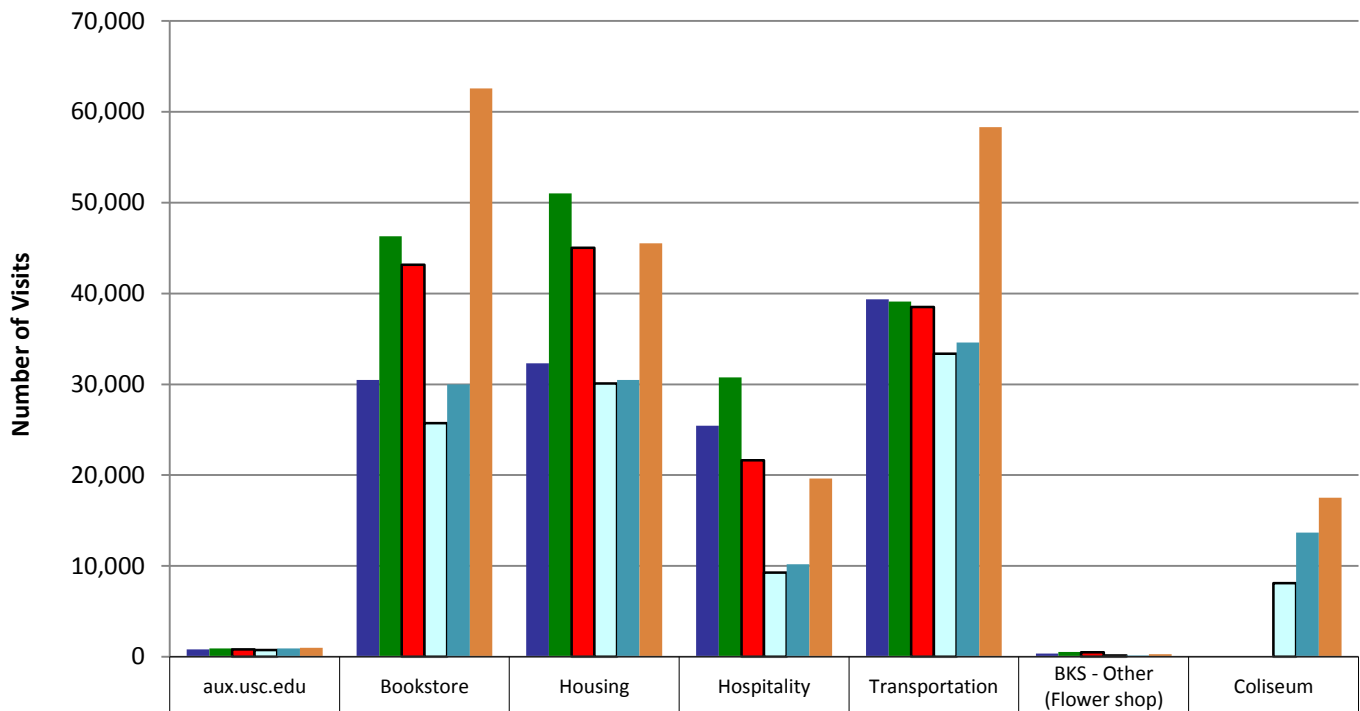


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Monthly Operations Reports
August 2014**



**USC Auxiliary Services IT
Monthly Operations Reports
August 2014**

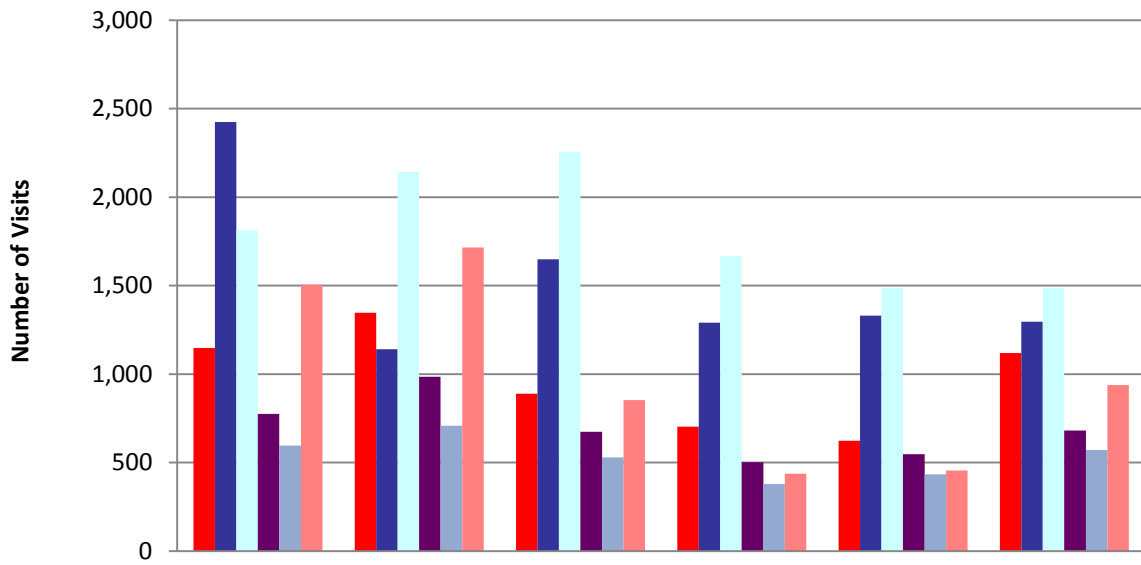
Web Visits Per Month - BU Main Sites



■ Mar-14	810	30,480	32,326	25,433	39,373	342	
■ Apr-14	911	46,316	51,013	30,754	39,121	517	
■ May-14	793	43,160	45,036	21,650	38,520	506	
■ Jun-14	739	25,739	30,091	9,282	33,382	130	8,095
■ Jul-14	900	29,976	30,475	10,191	34,610	145	13,668
■ Aug-14	1,001	62,568	45,516	19,622	58,314	281	17,507

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Web Visits Per Month - HSP Micro Sites



	Mar-14	Apr-14	May-14	Jun-14	Jul-14	Aug-14
■ McKays	1,148	1,346	890	703	623	1,119
■ The Lab	2,424	1,141	1,648	1,291	1,331	1,296
■ Moreton Fig	1,811	2,142	2,256	1,667	1,488	1,486
■ Rosso Oro's Pizzeria	775	985	674	502	547	681
■ Seeds Marketplace	596	708	529	380	434	572
■ Traditions	1,506	1,716	854	437	455	938

**USC Auxiliary Services IT
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August 2014**

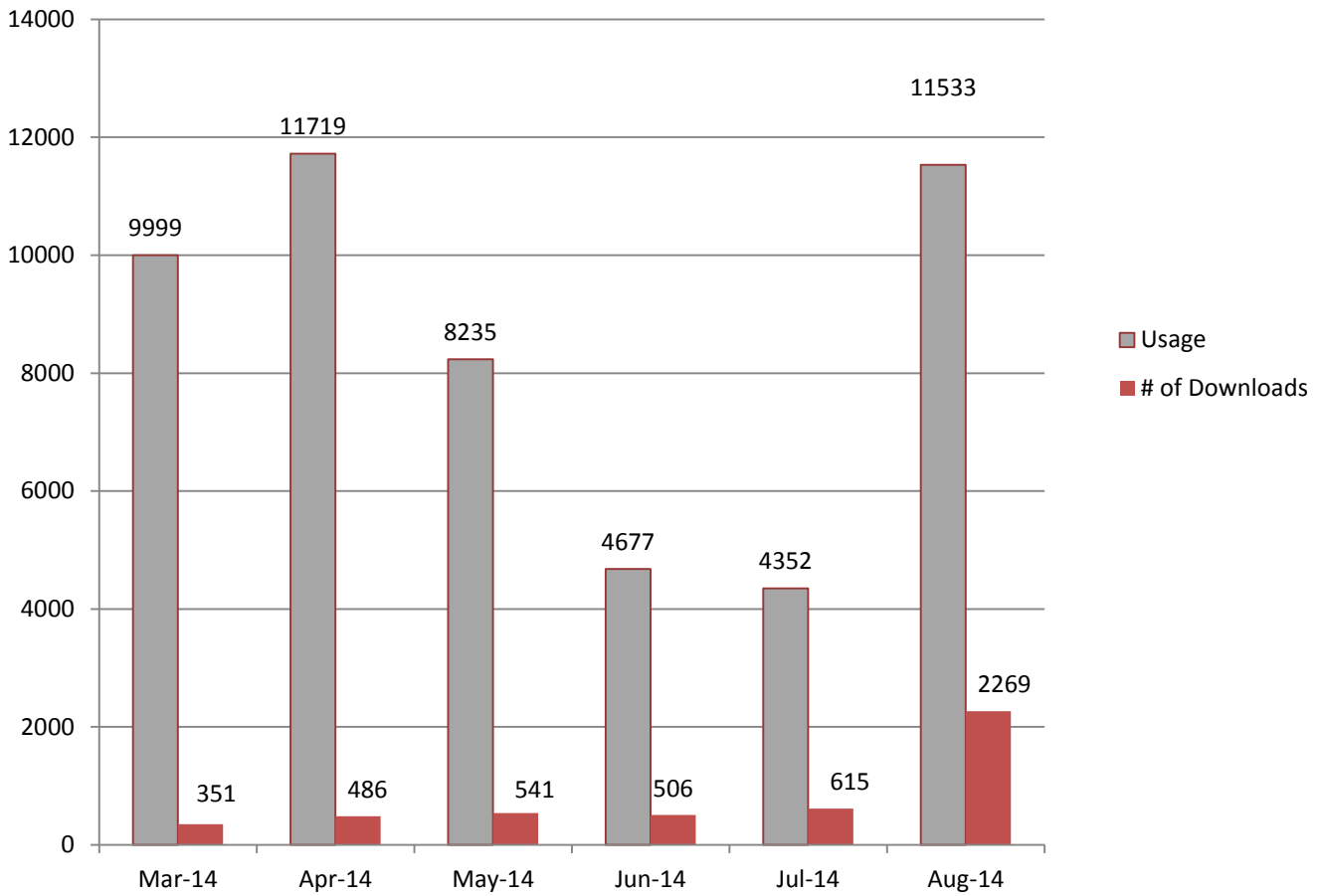
Web Visits Per Month - Other Sites



	CampSark	Figueroa Press	Gamble-house Store	USC Radisson Event	Weddings at USC	Custom-publishing
■ Mar-14	2,761	81	399	118	362	2,290
■ Apr-14	3,953	151	356	129		1,134
■ May-14	6,490	82	331	91		1,579
□ Jun-14	11,326	91	350	113	332	1,184
■ Jul-14	1,876	94	386	144	726	845
■ Aug-14	612	87	385	127	858	2,358

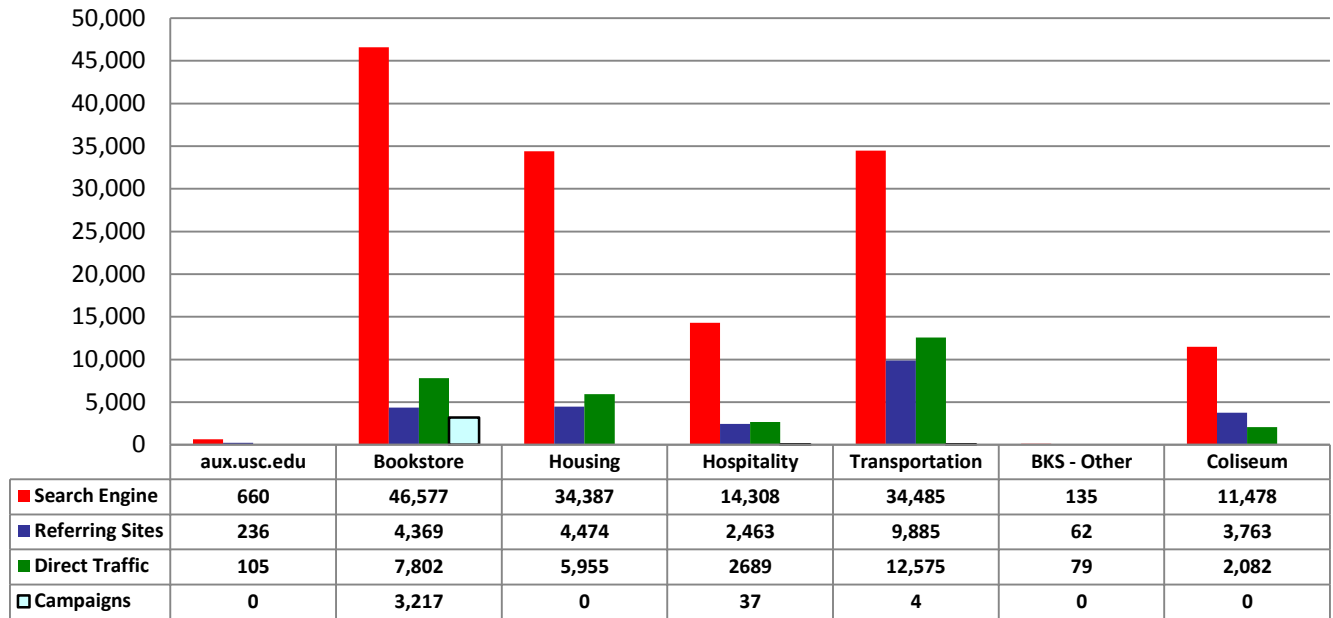
**USC Auxiliary Services IT
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TSP Mobile App Stats

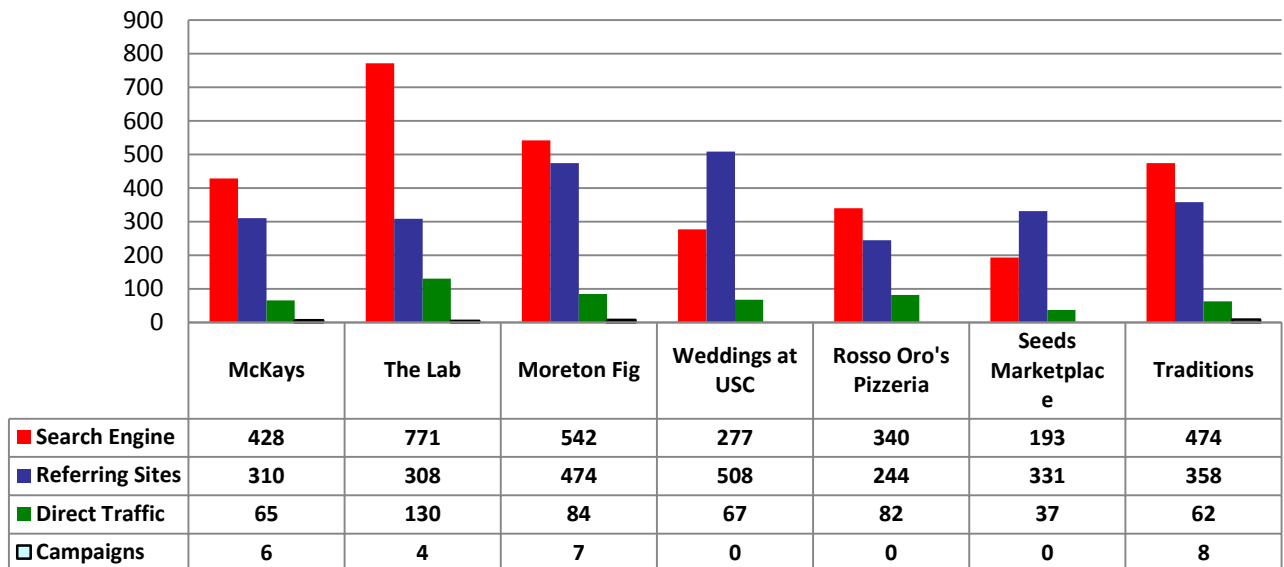


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August 2014 Traffic Sources - BU Main Sites

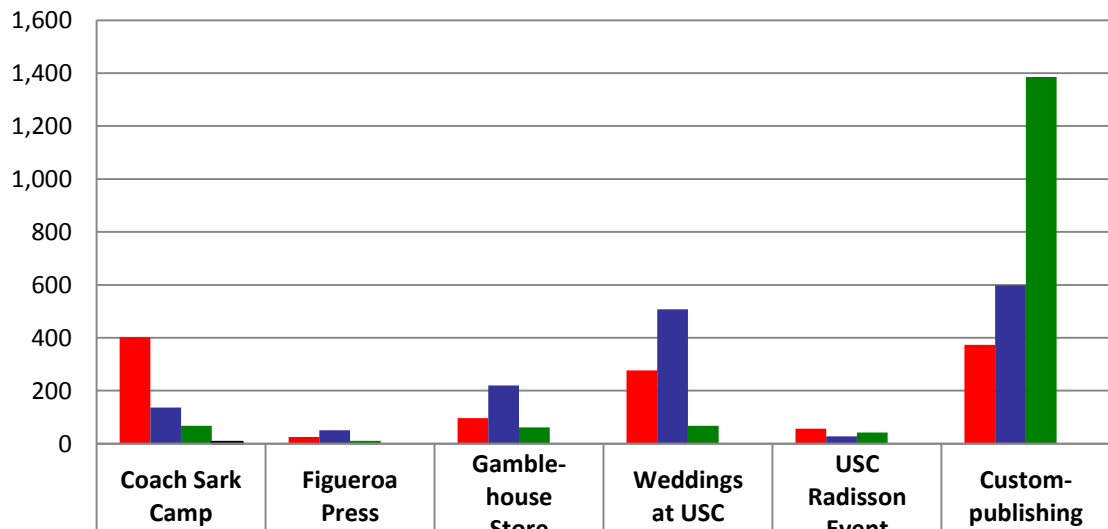


August 2014 Traffic Sources - HSP Micro Sites



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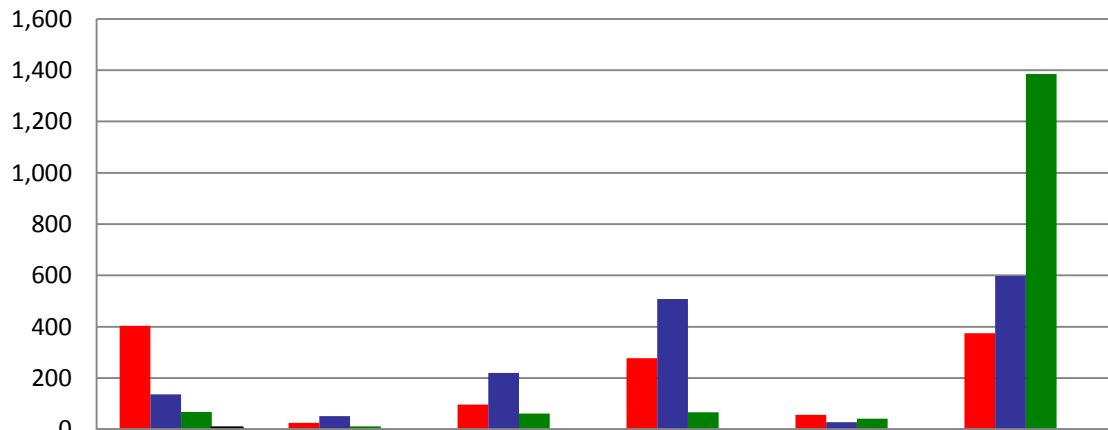
August 2014 Traffic Sources - Other Sites



	Coach Sark Camp	Figueroa Press	Gamble-house Store	Weddings at USC	USC Radisson Event	Custom-publishing
■ Search Engine	403	25	97	277	57	374
■ Referring Sites	136	51	220	508	28	598
■ Direct Traffic	68	11	61	67	42	1,385
□ Campaigns	6	0	0	0	0	0

**USC Auxiliary Services IT
Monthly Operations Reports
August 2014**

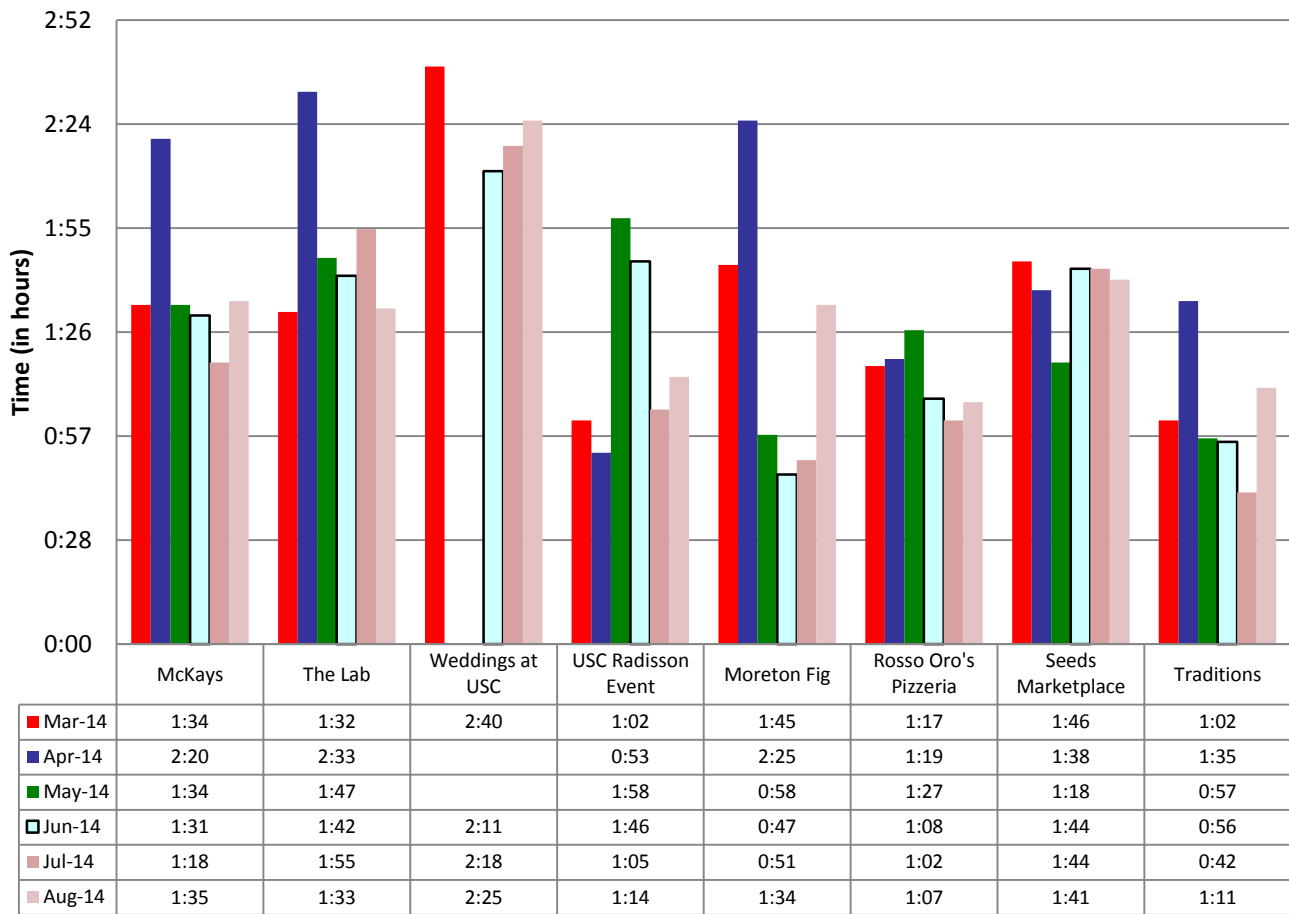
August 2014 Traffic Sources - Other Sites



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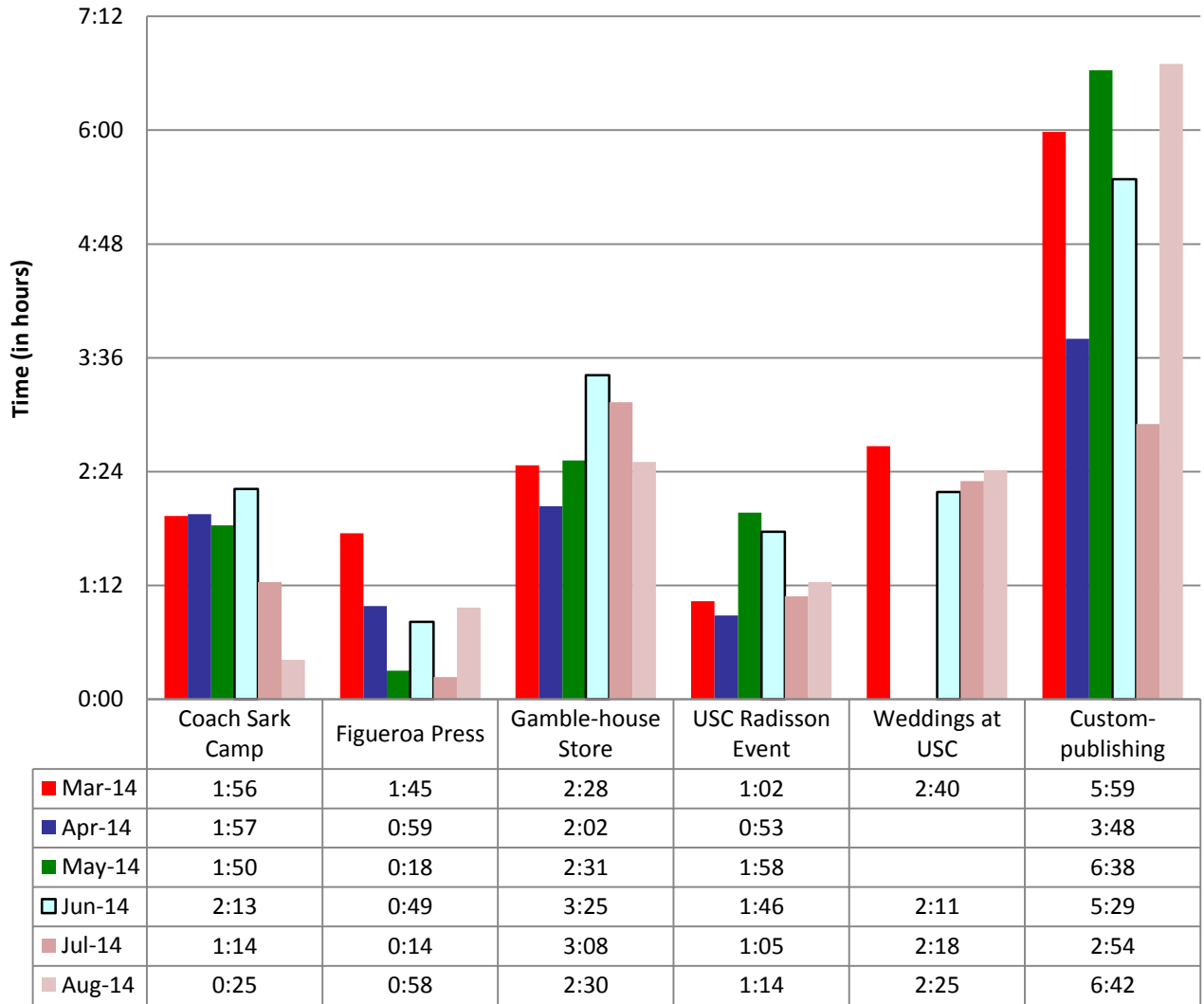
USC Auxiliary Services IT Monthly Operations Reports August 2014

Average Time Spent on Website - HSP Micro Sites



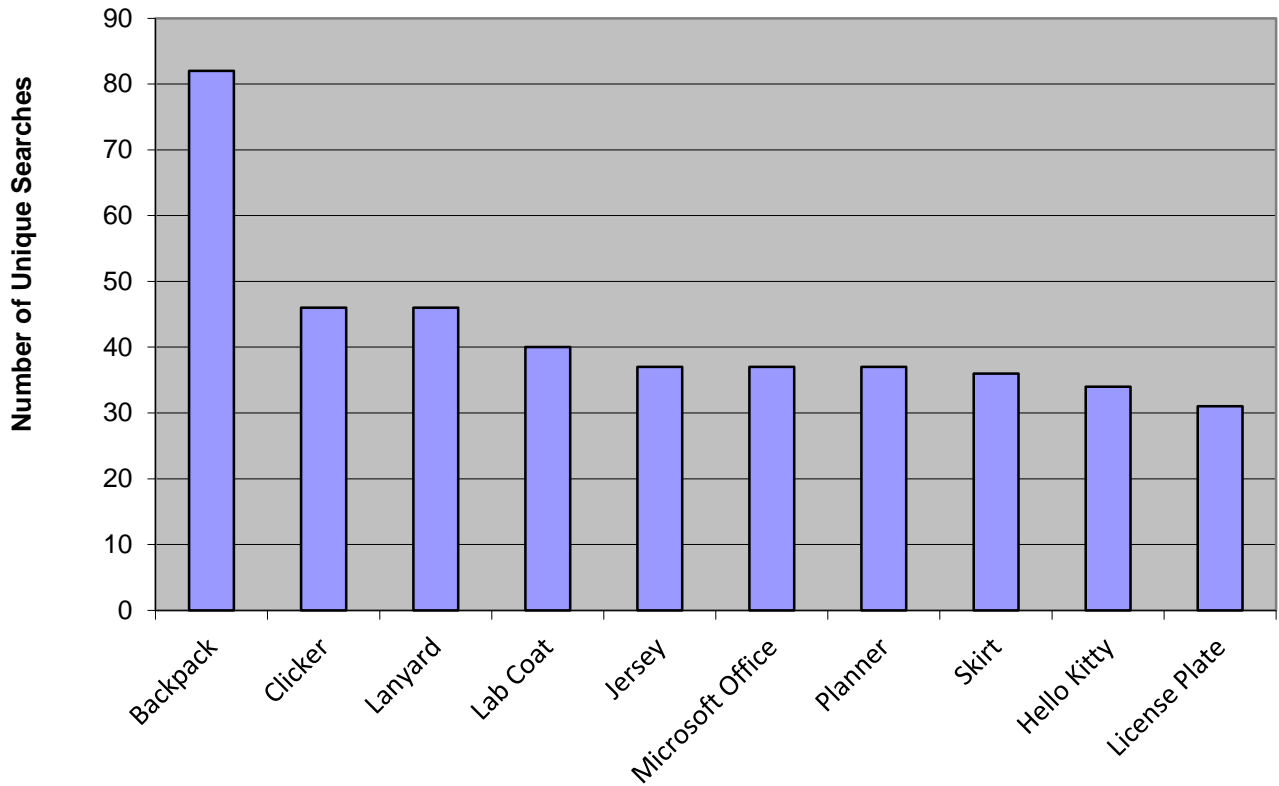
USC Auxiliary Services IT Monthly Operations Reports August 2014

Average Time Spent on Website - Other Sites



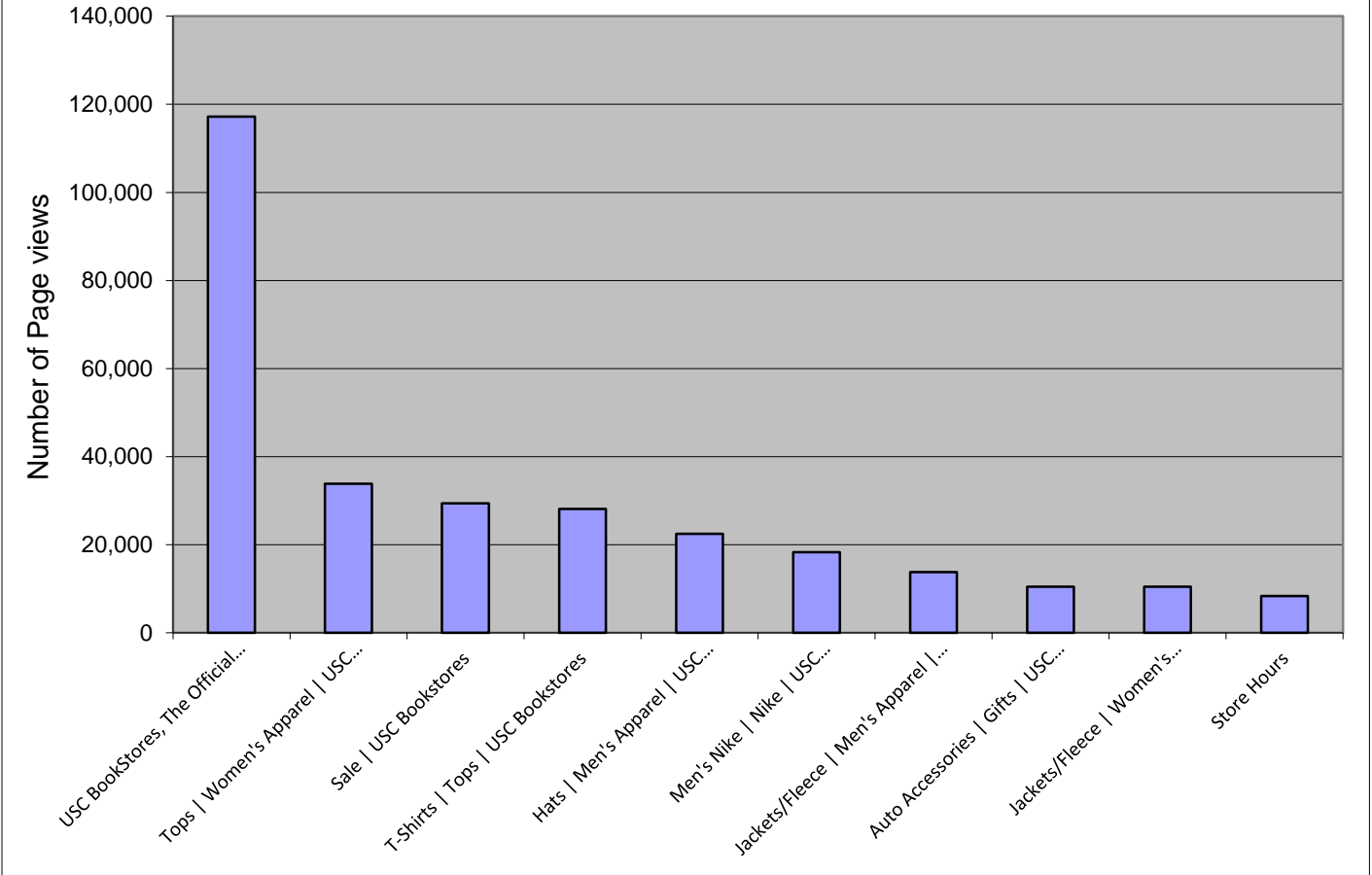
**USC Auxiliary Services IT
Monthly Operations Reports
August 2014**

**Bookstore Charts
10 Most Searched Items - August 2014**



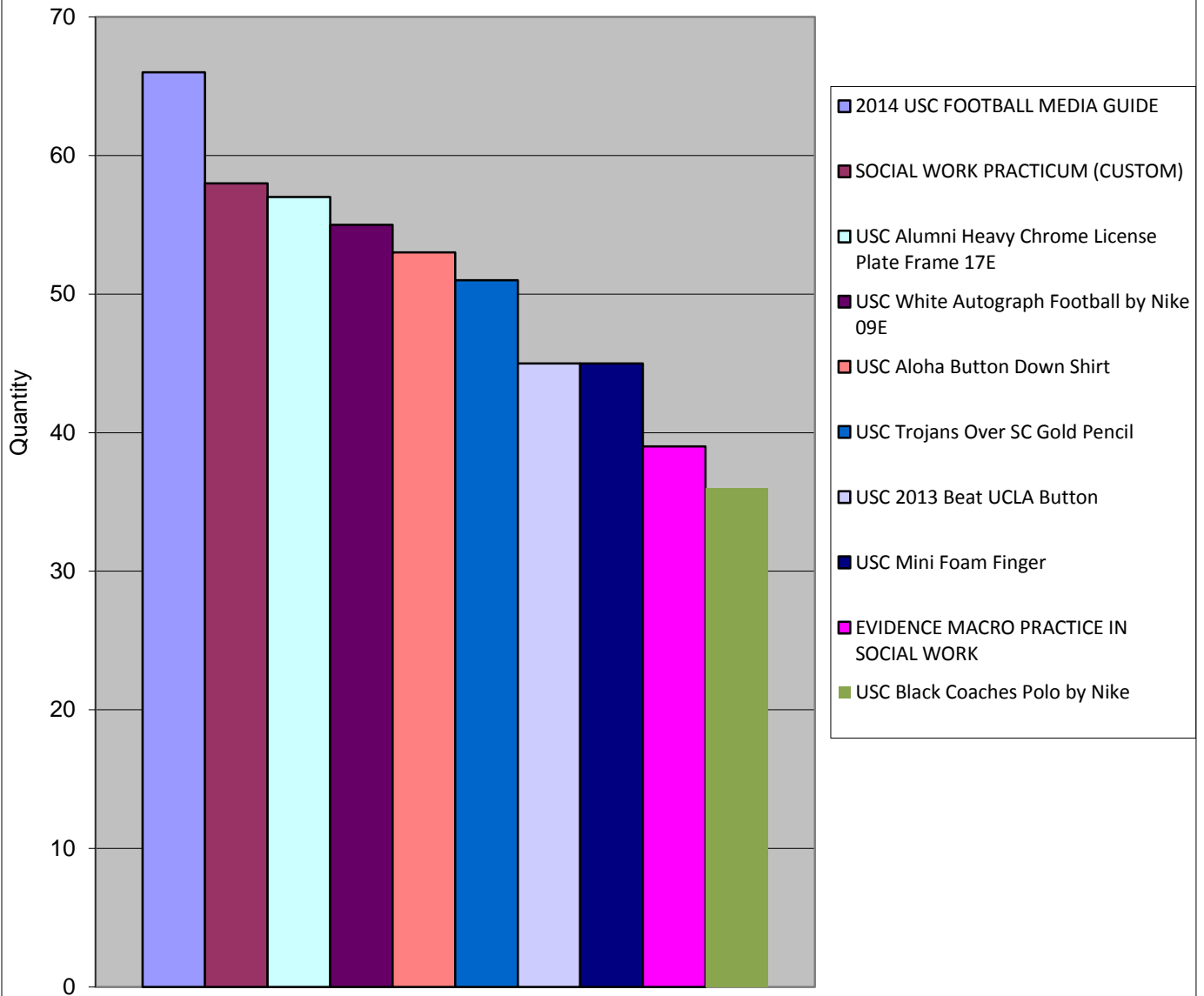
**USC Auxiliary Services IT
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August 2014**

**Bookstore Charts
10 Most Viewed Pages - August 2014**



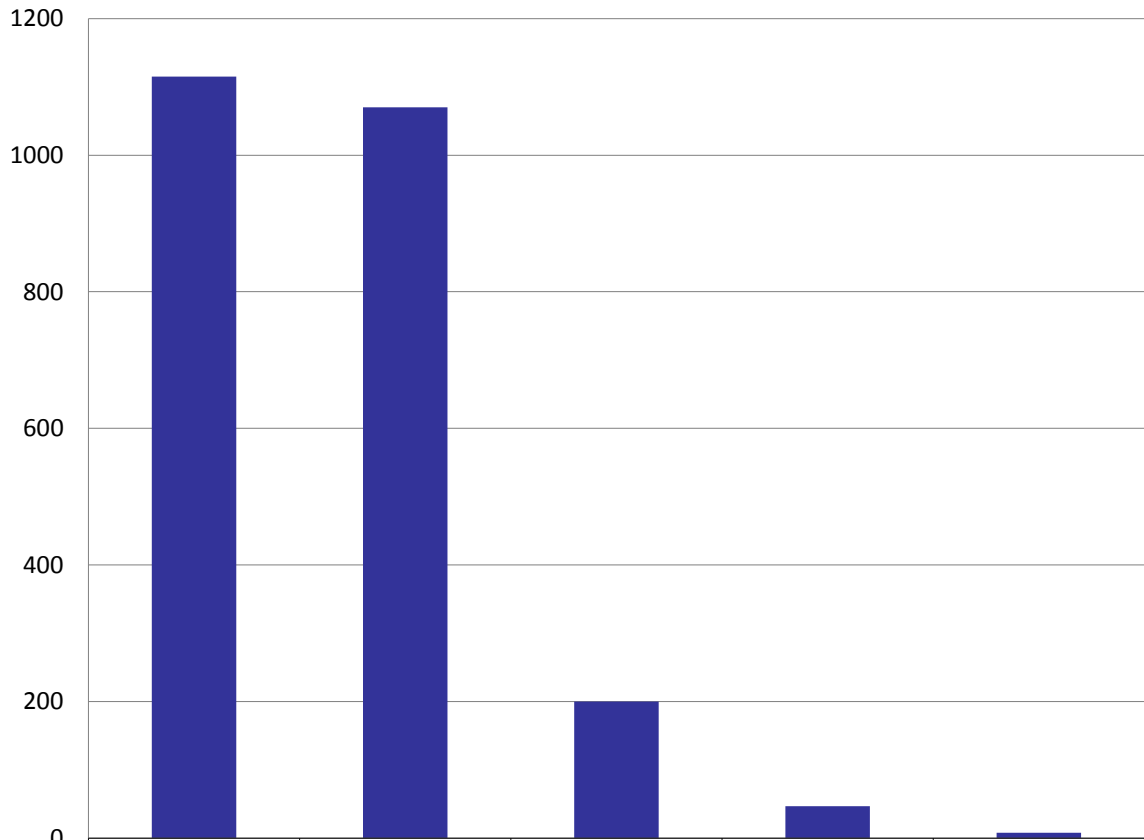
**USC Auxiliary Services IT
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**Bookstore Charts
10 Most Purchased Products August 2014**



**USC Auxiliary Services IT
Monthly Operations Reports
August 2014**

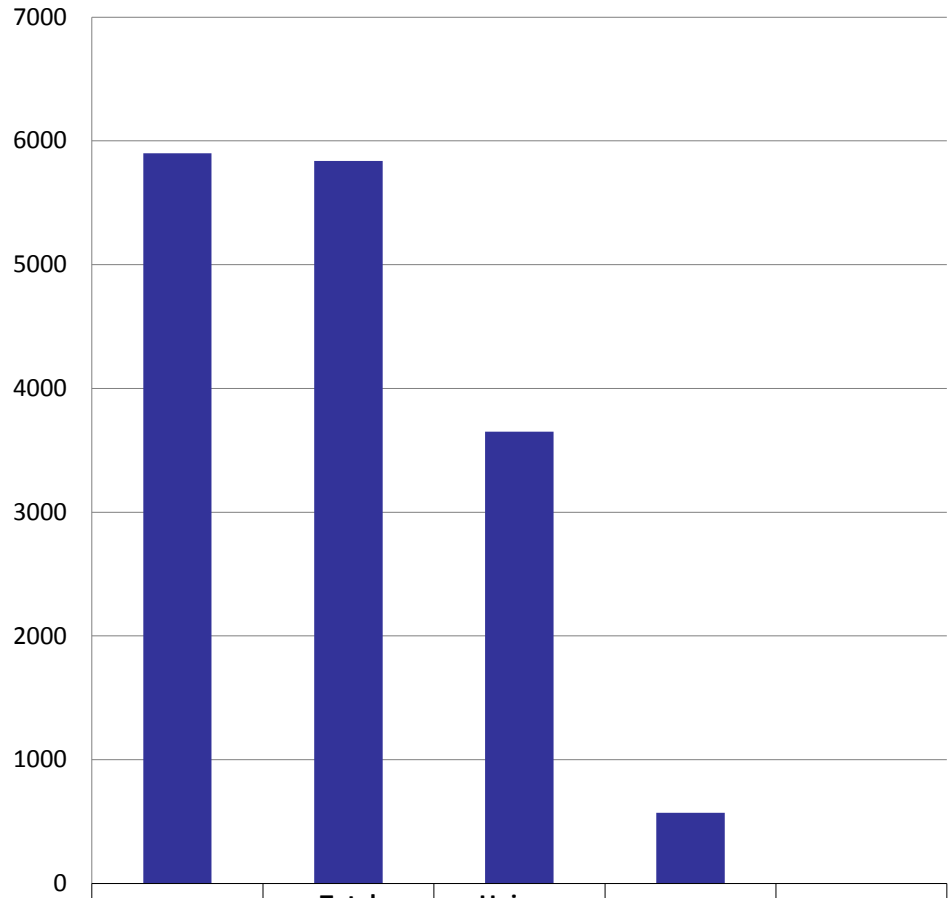
20140805 TSP AQMD Survey - HSC - Not Completed



	Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
■ AQMD 2014 - HSC Employees	1115	1070	200	47	8

**USC Auxiliary Services IT
Monthly Operations Reports
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20140806 Computer Store Back to School Offer

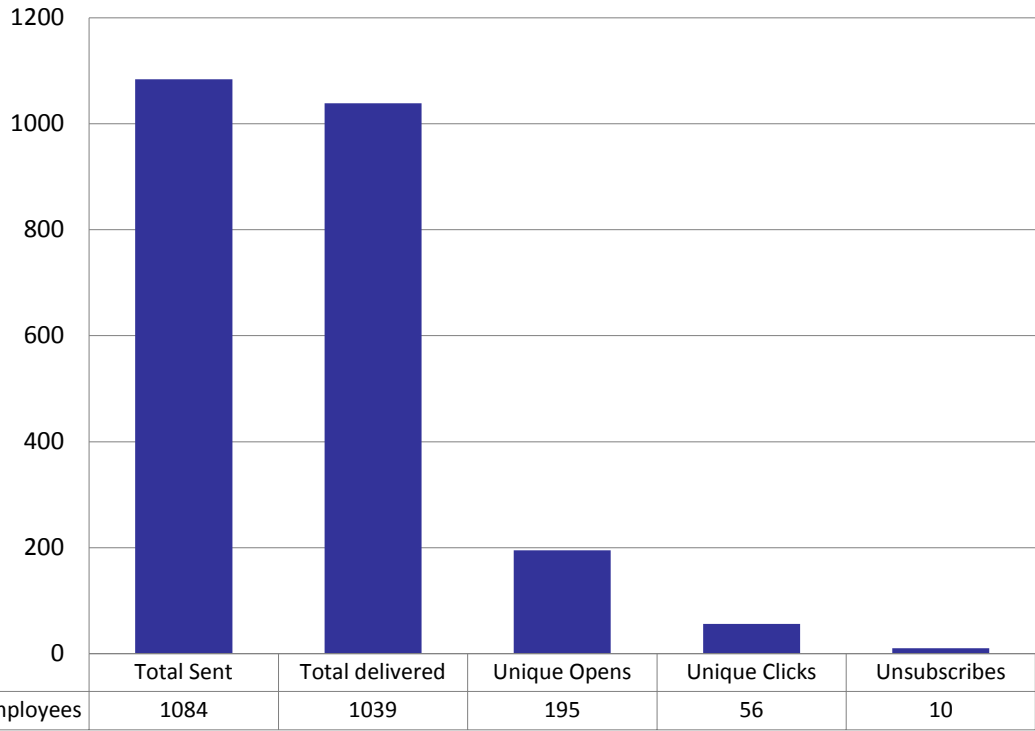


	Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
■ Computer Store List, UPC VIP, BKS Incoming Freshman/Xfer - 2014/2015	5901	5839	3651	571	3



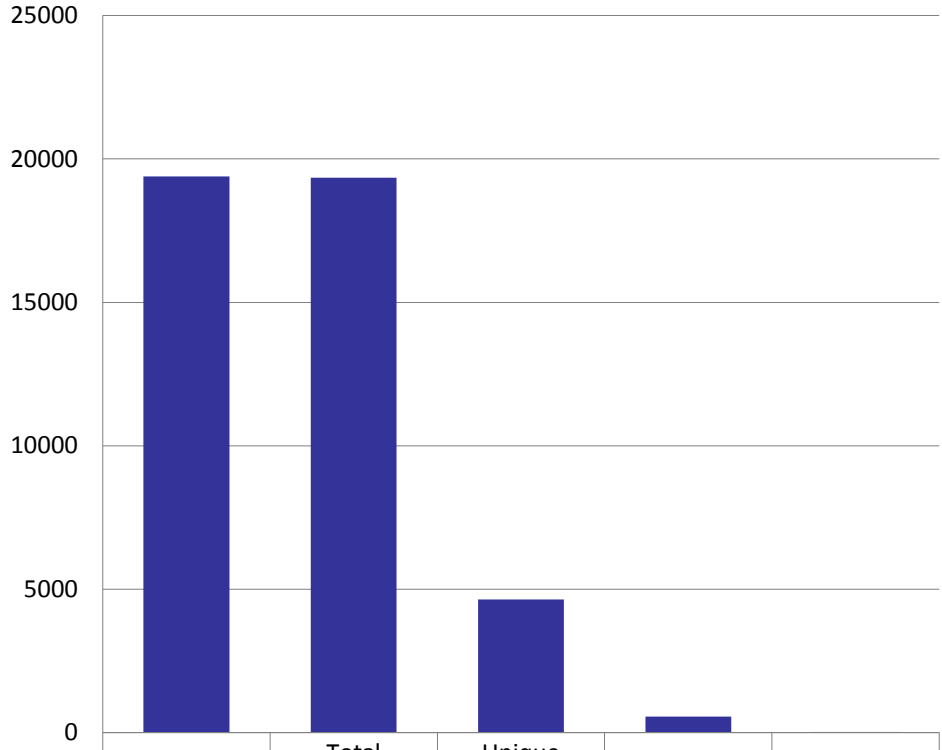
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20140806 TSP AQMD Survey - HSC - Not Completed



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20140806 Gridiron Time

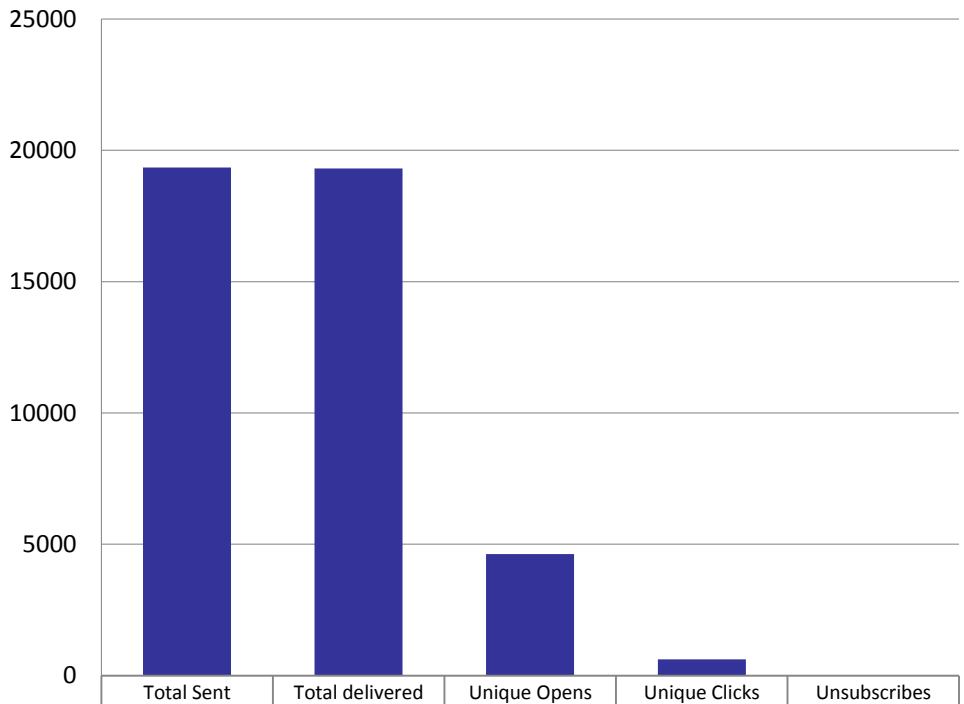


■ BKS USC Bookstores with Campus Hub with South Coast

Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
19386	19344	4636	558	22

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August 2014**

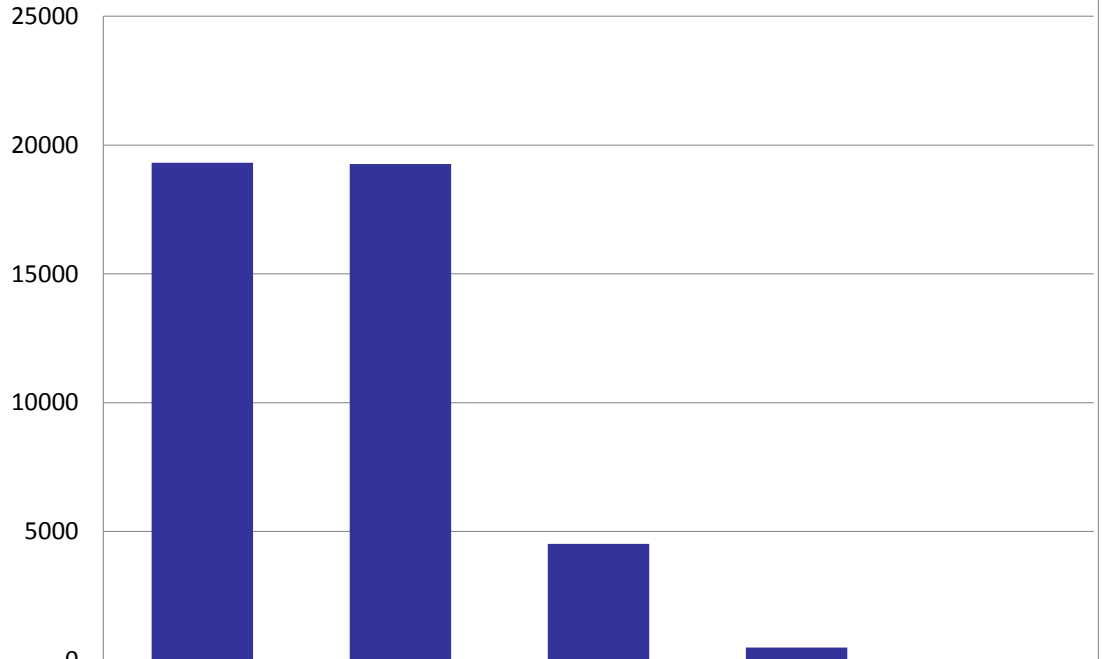
20140814 Nike Football Tees



■ BKS USC Bookstores with Campus Hub with South Coast	19344	19306	4628	612	14
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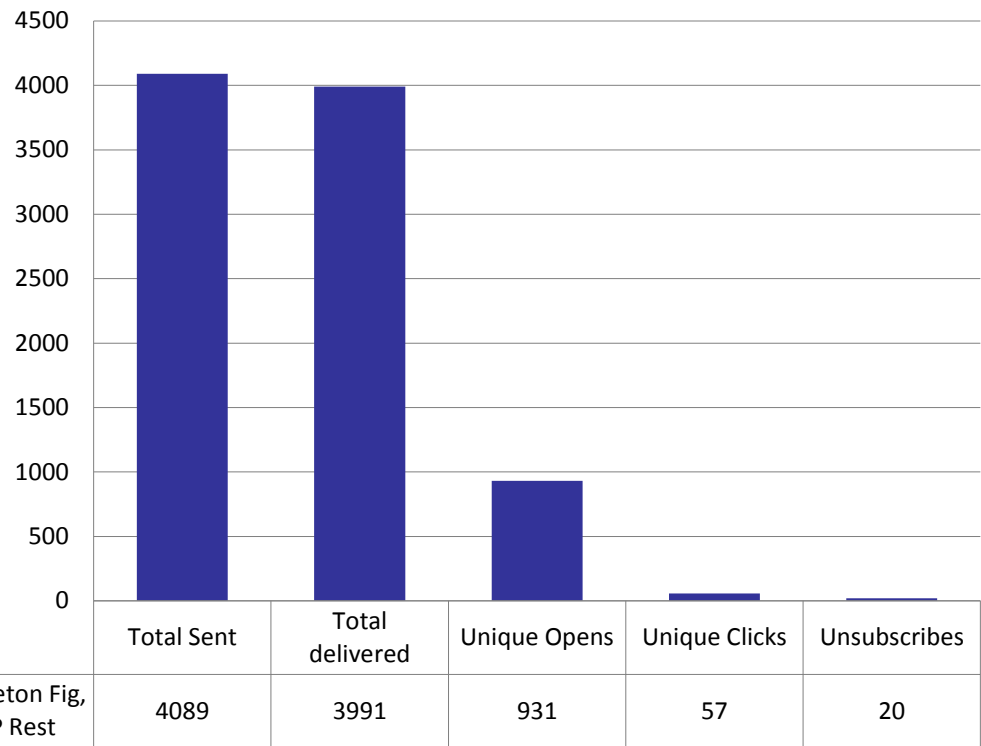
2014080526 Official USC Nike 2014 Ball Caps



	Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
■ BKS USC Bookstores with Campus Hub with South Coast	19313	19267	4522	499	22

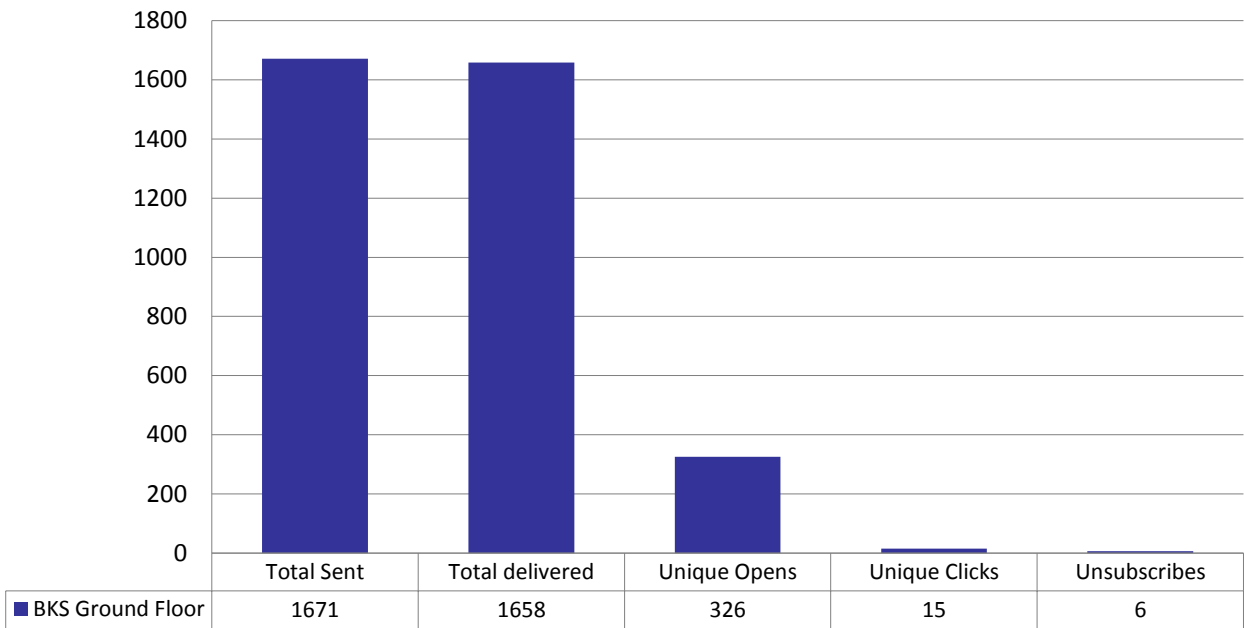
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20140827 August 30th Game Day Hours - Beat Fresno State!

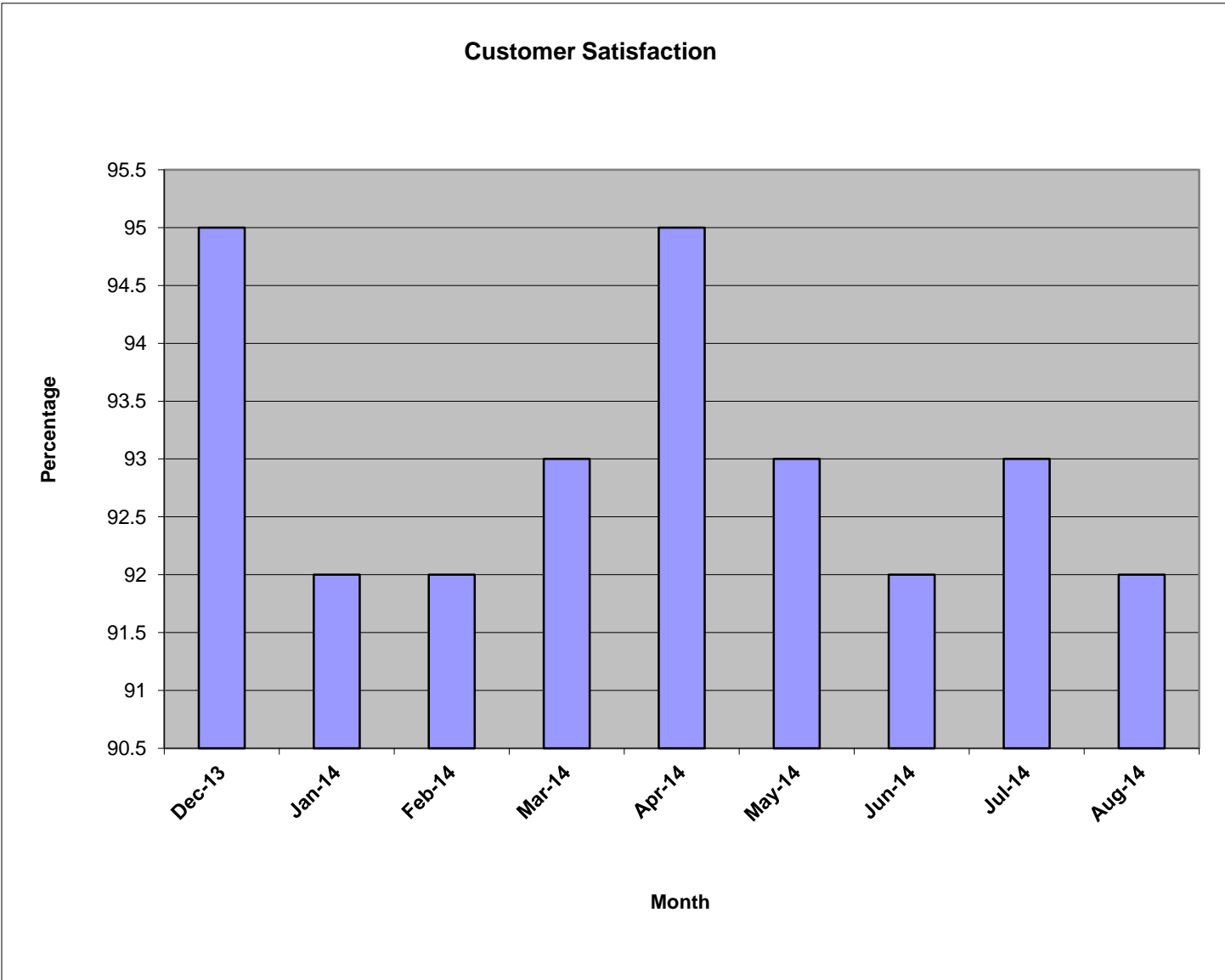


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20140827 Summer Pool Party



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THANK YOU!!

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