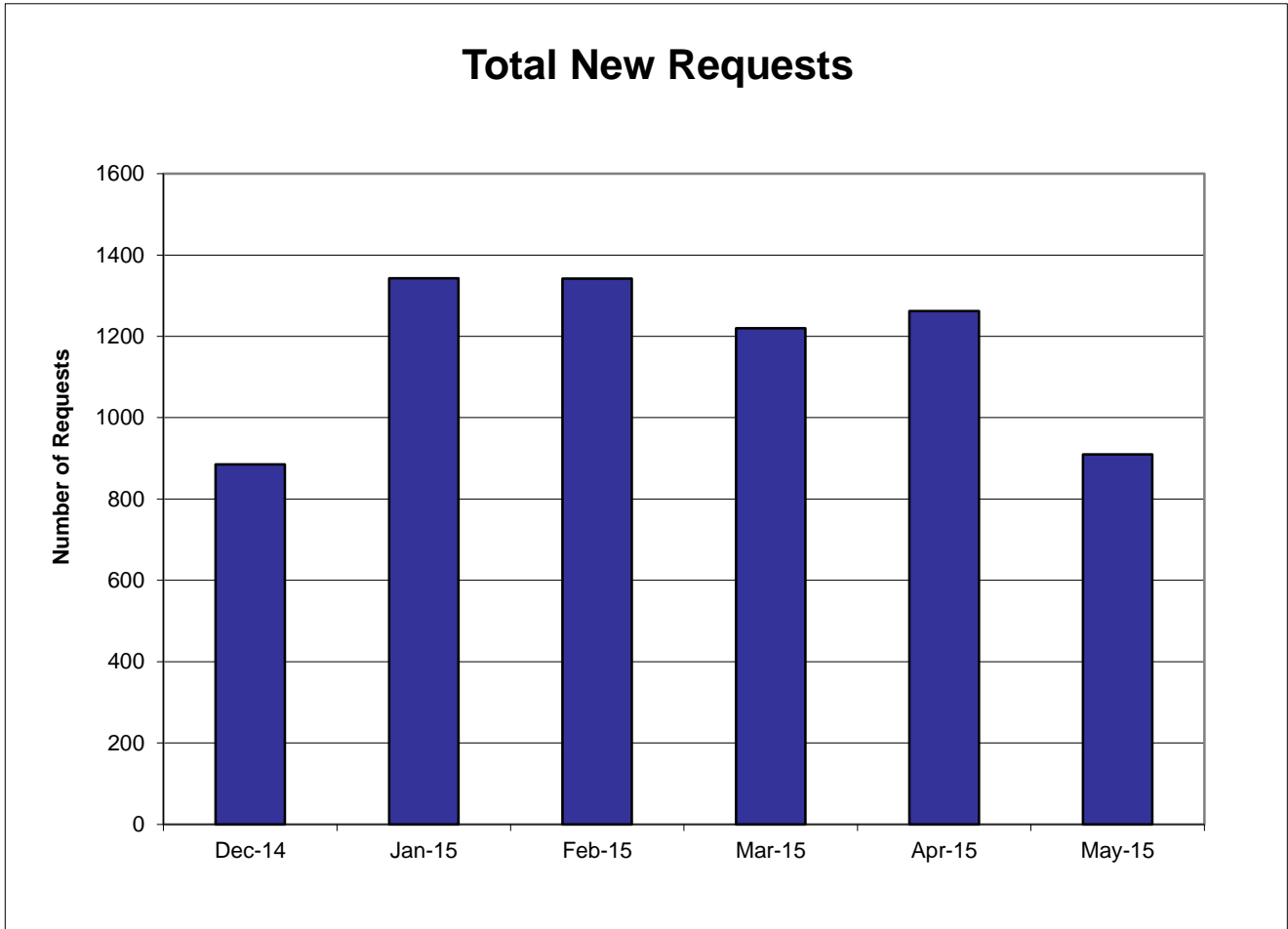
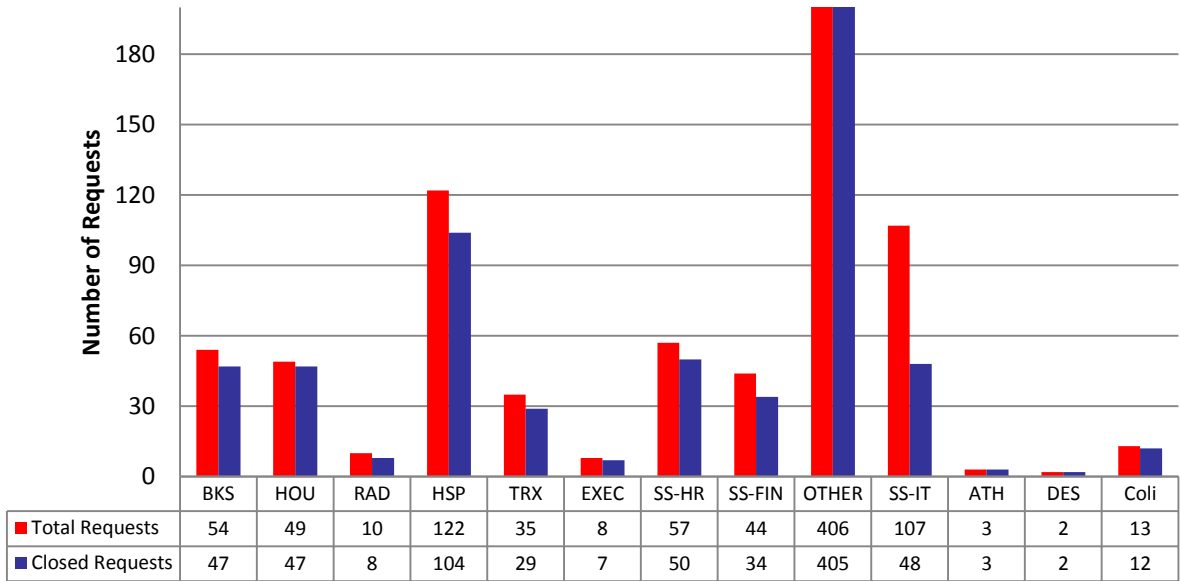


**USC Auxiliary Services IT
Monthly Operations Reports
May 2015**



USC Auxiliary Services IT Monthly Operations Reports May 2015

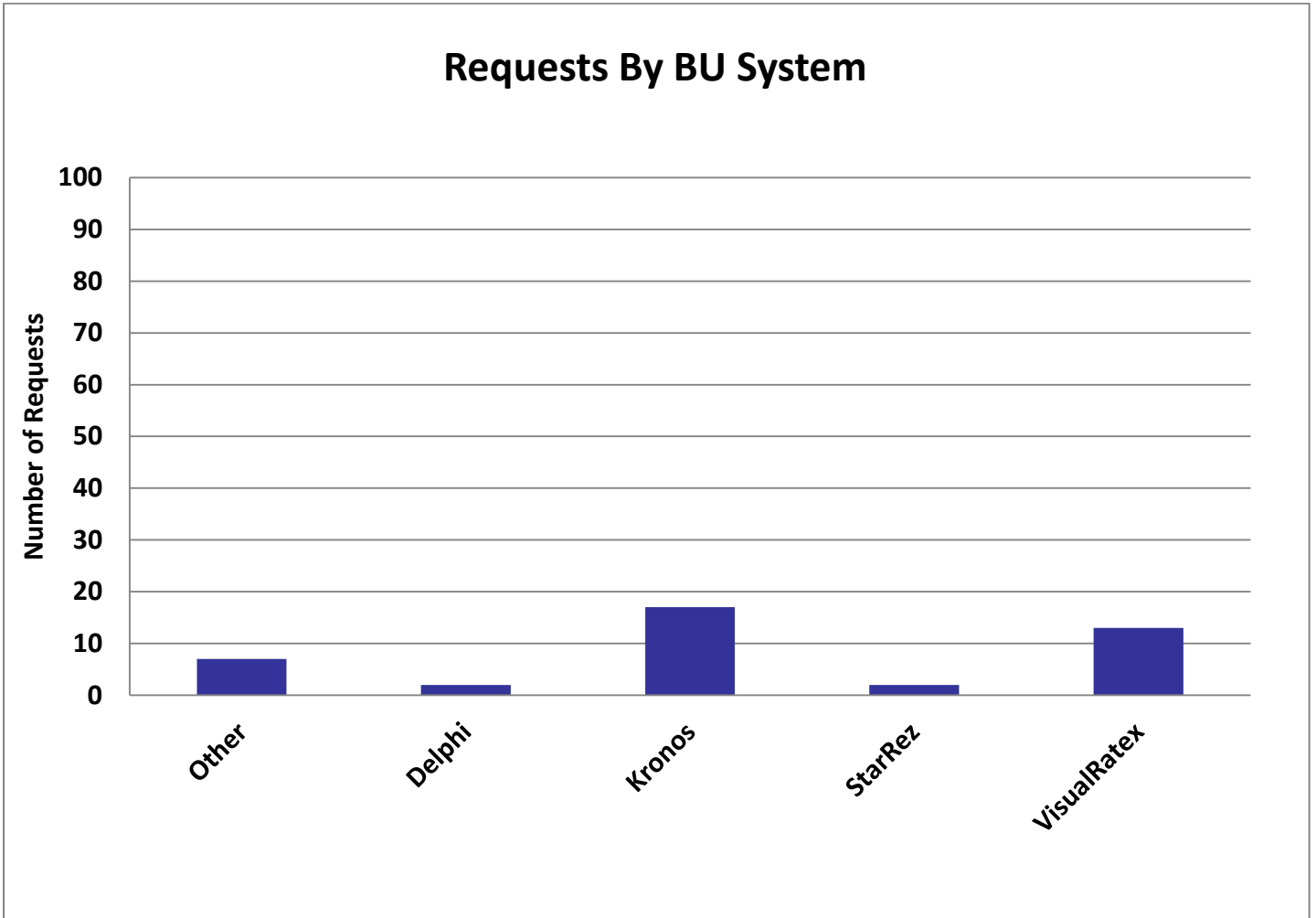
Total New Vs Closed Requests



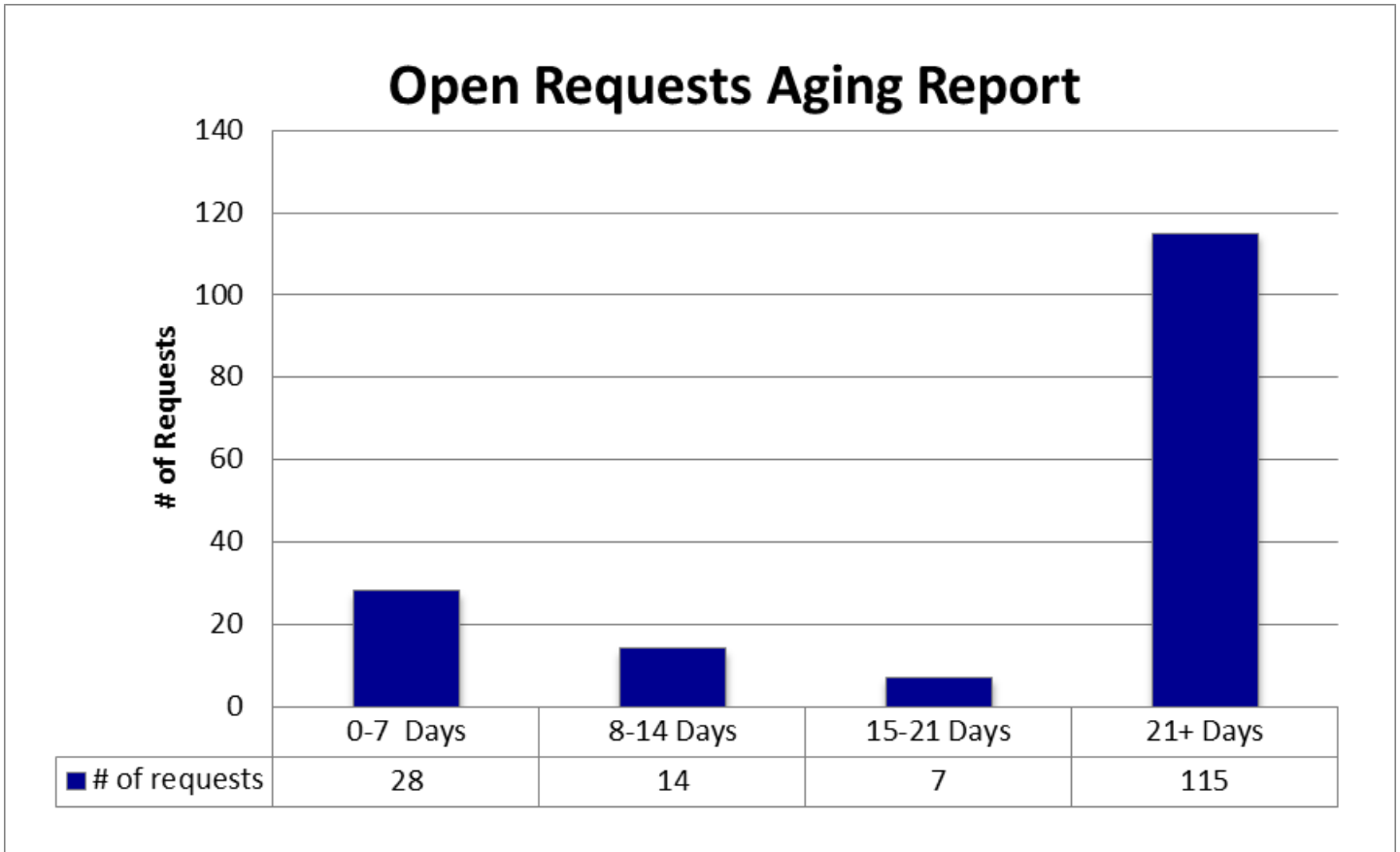
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Monthly Operations Reports
May 2015



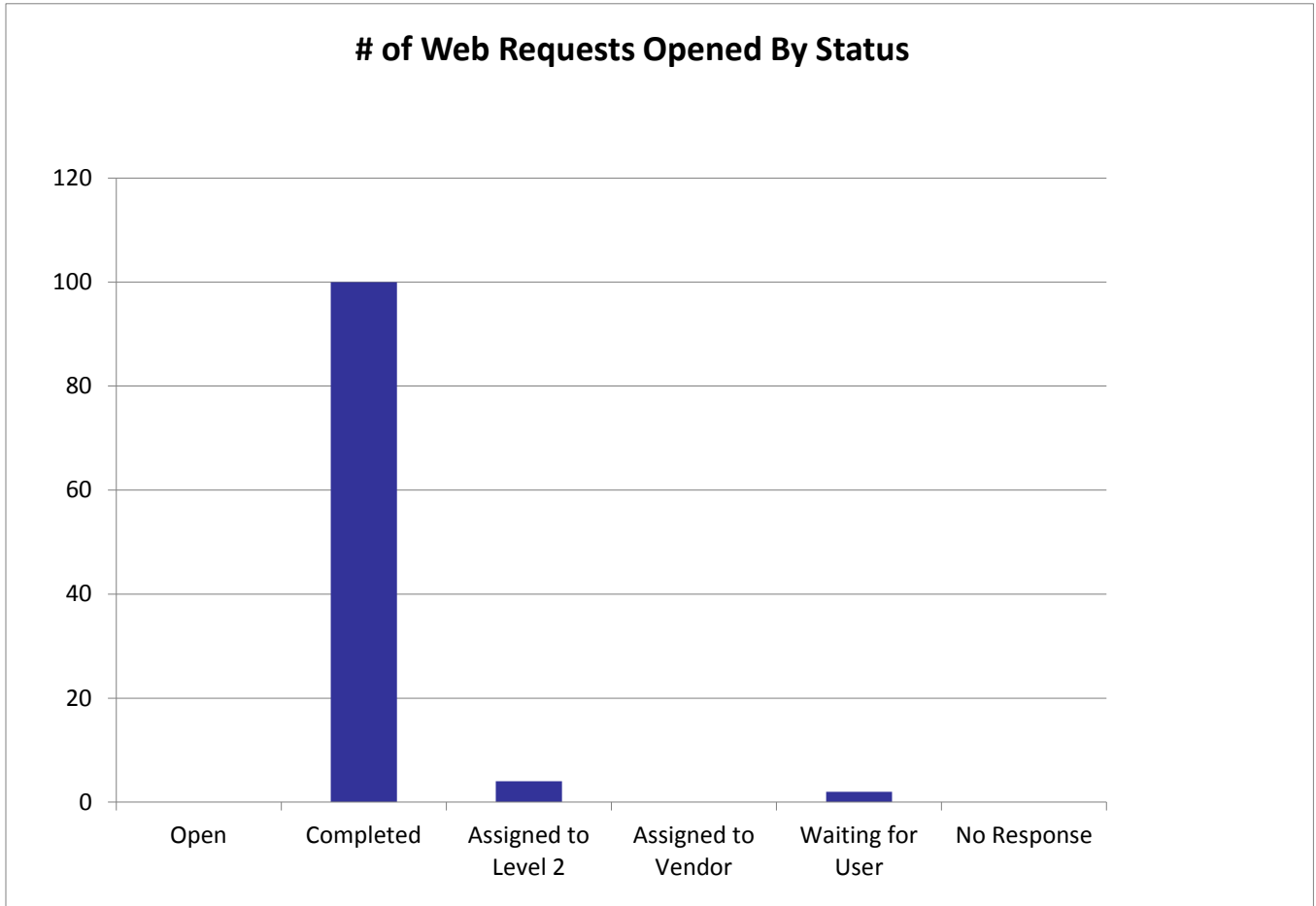
**USC Auxiliary Services IT
Monthly Operations Reports
May 2015**



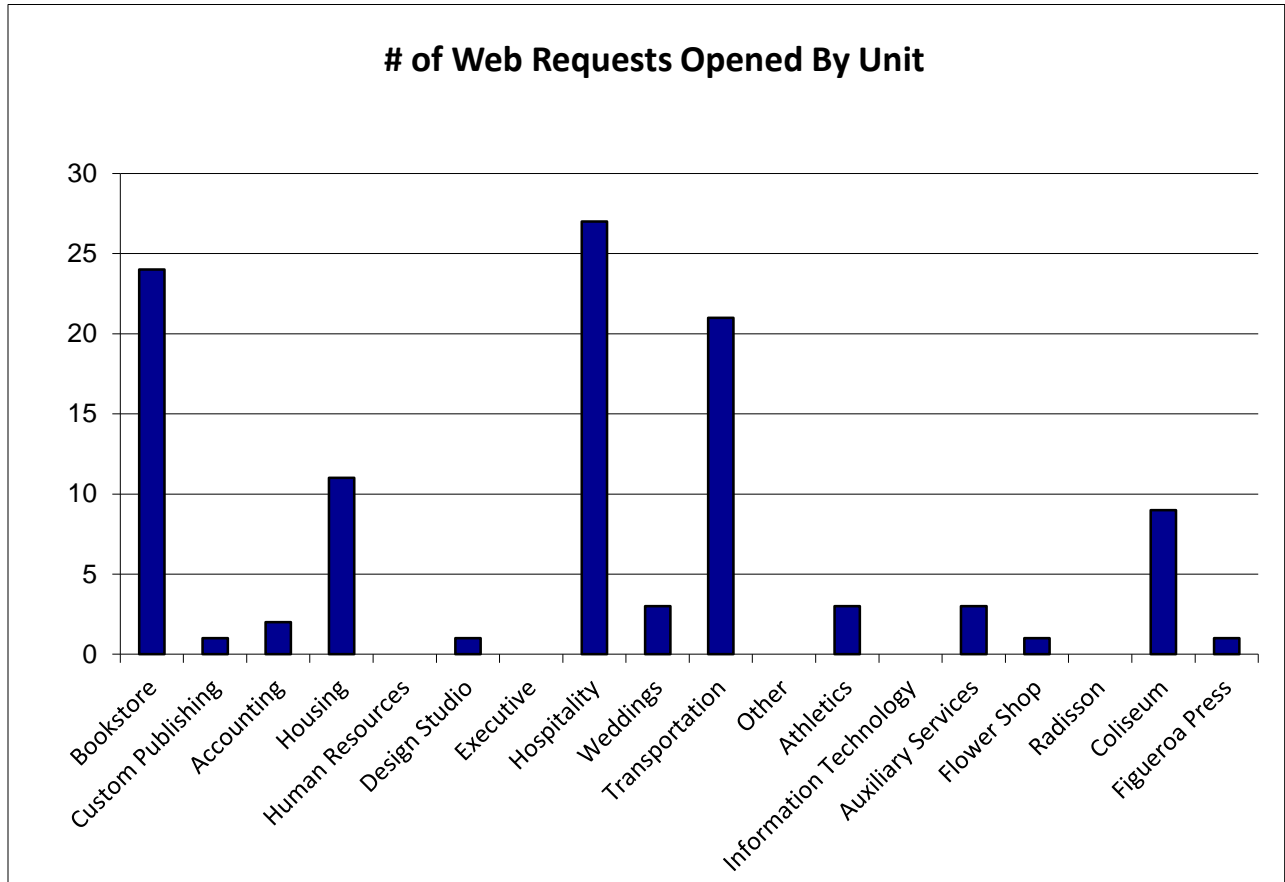
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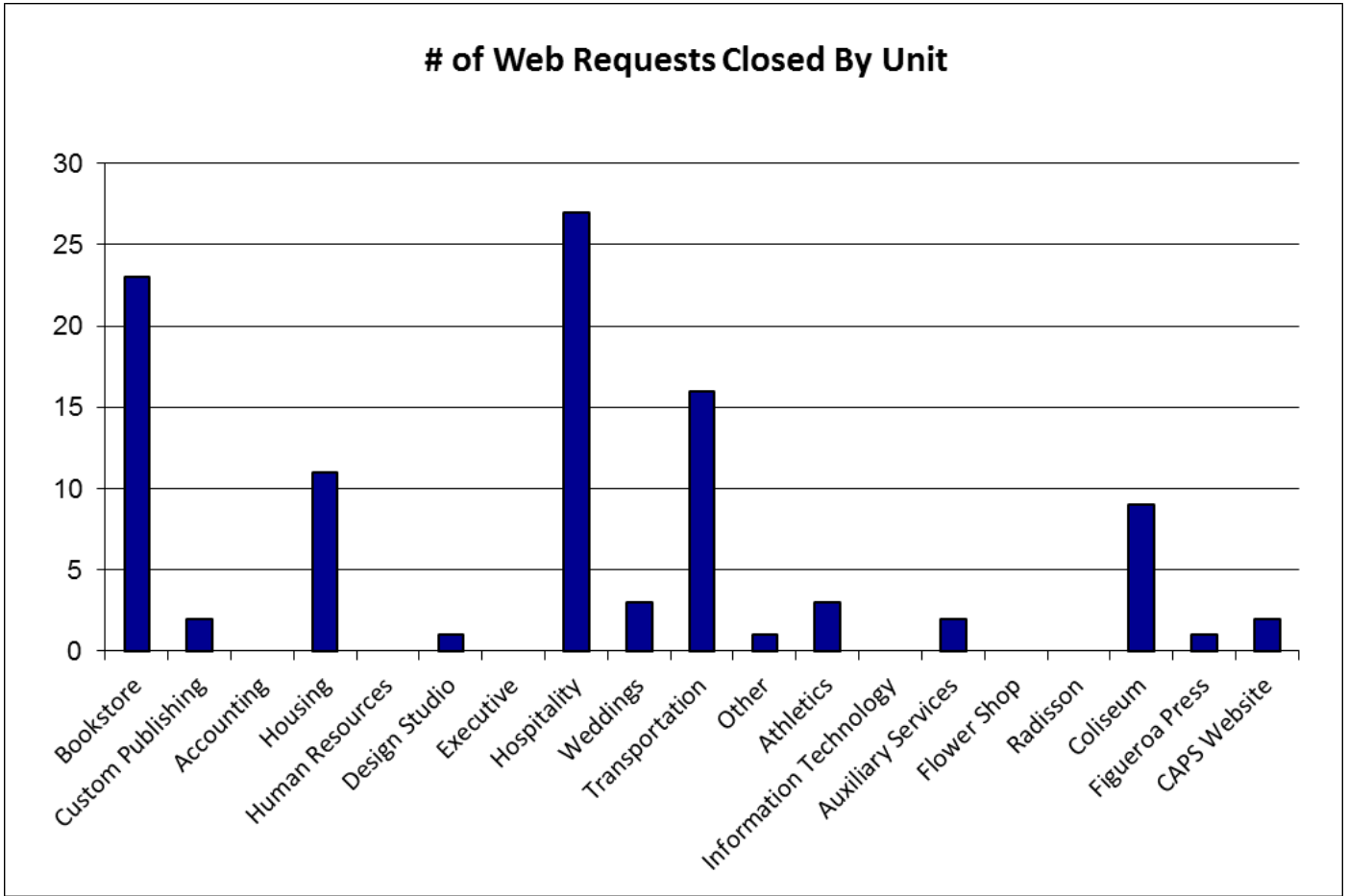
**USC Auxiliary Services IT
Monthly Operations Reports
May 2015**



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

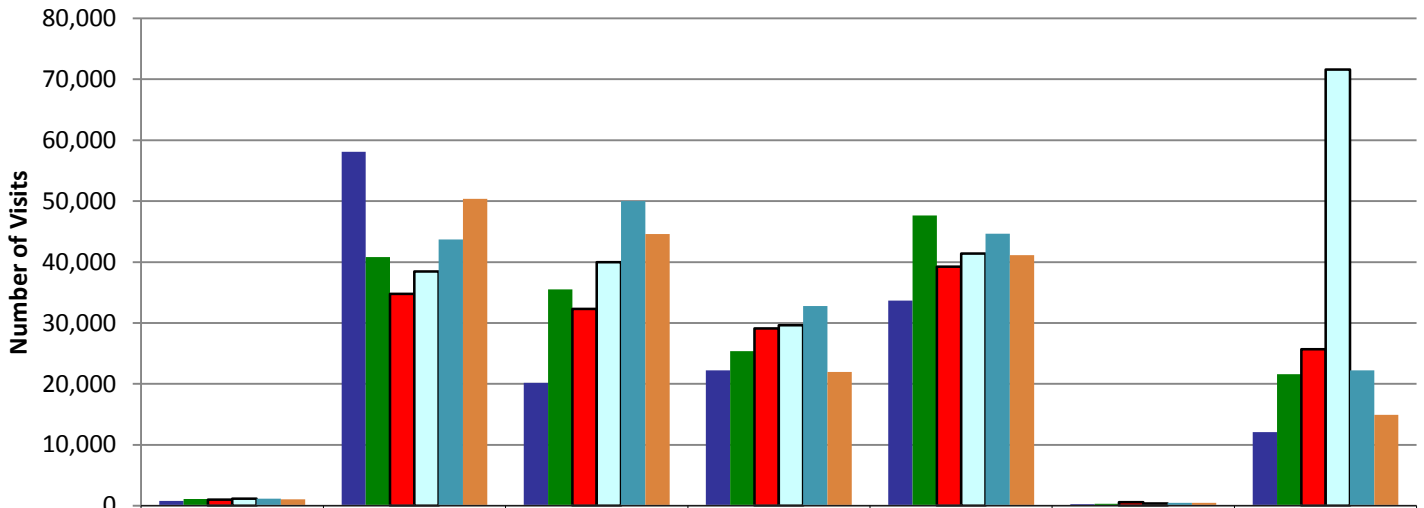


**USC Auxiliary Services IT
Monthly Operations Reports
May 2015**



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

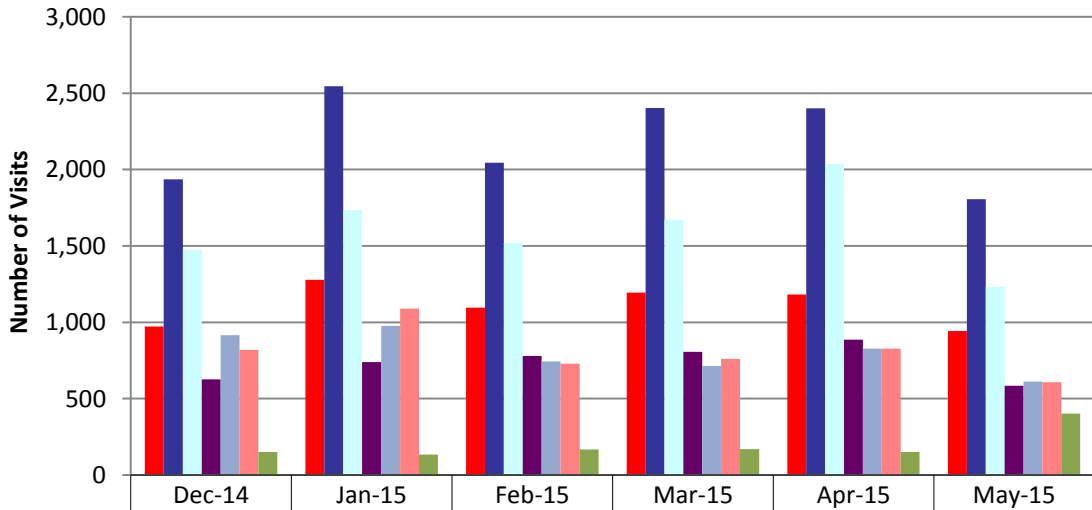
Web Visits Per Month - BU Main Sites



	aux.usc.edu	Bookstore	Housing	Hospitality	Transportation	BKS - Other (Flower shop)	Coliseum
■ Dec-14	798	58,119	20,156	22,222	33660	283	12,071
■ Jan-15	1,090	40,846	35,519	25,379	47646	344	21,579
■ Feb-15	989	34,760	32,293	29,135	39228	600	25,677
□ Mar-15	1,162	38,446	39,986	29,649	41380	387	71,606
■ Apr-15	1,162	43,693	49,999	32,797	44646	509	22,253
■ May-15	1,048	50,359	44,621	21,990	41147	480	14,939

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

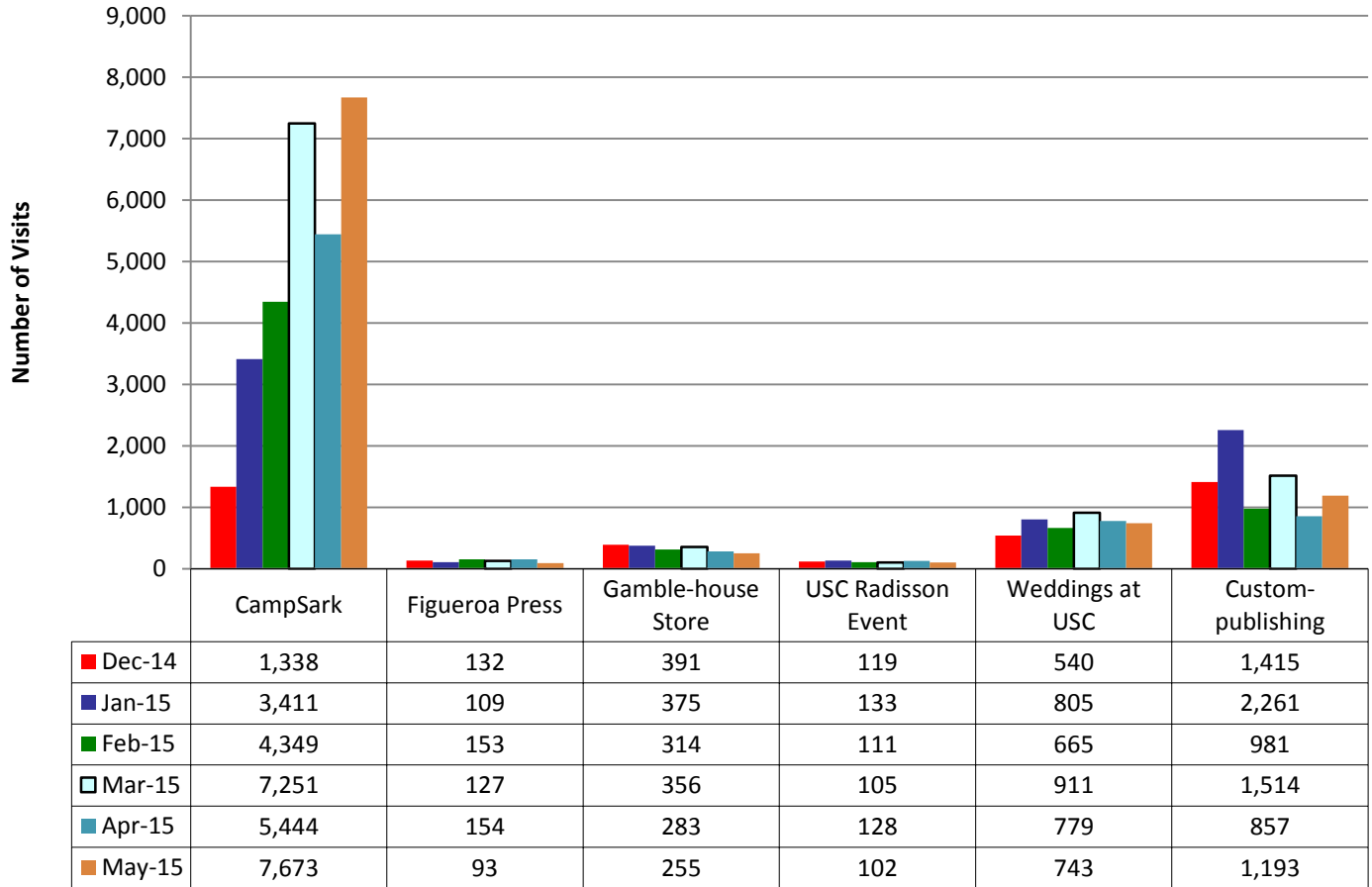
Web Visits Per Month - HSP Micro Sites



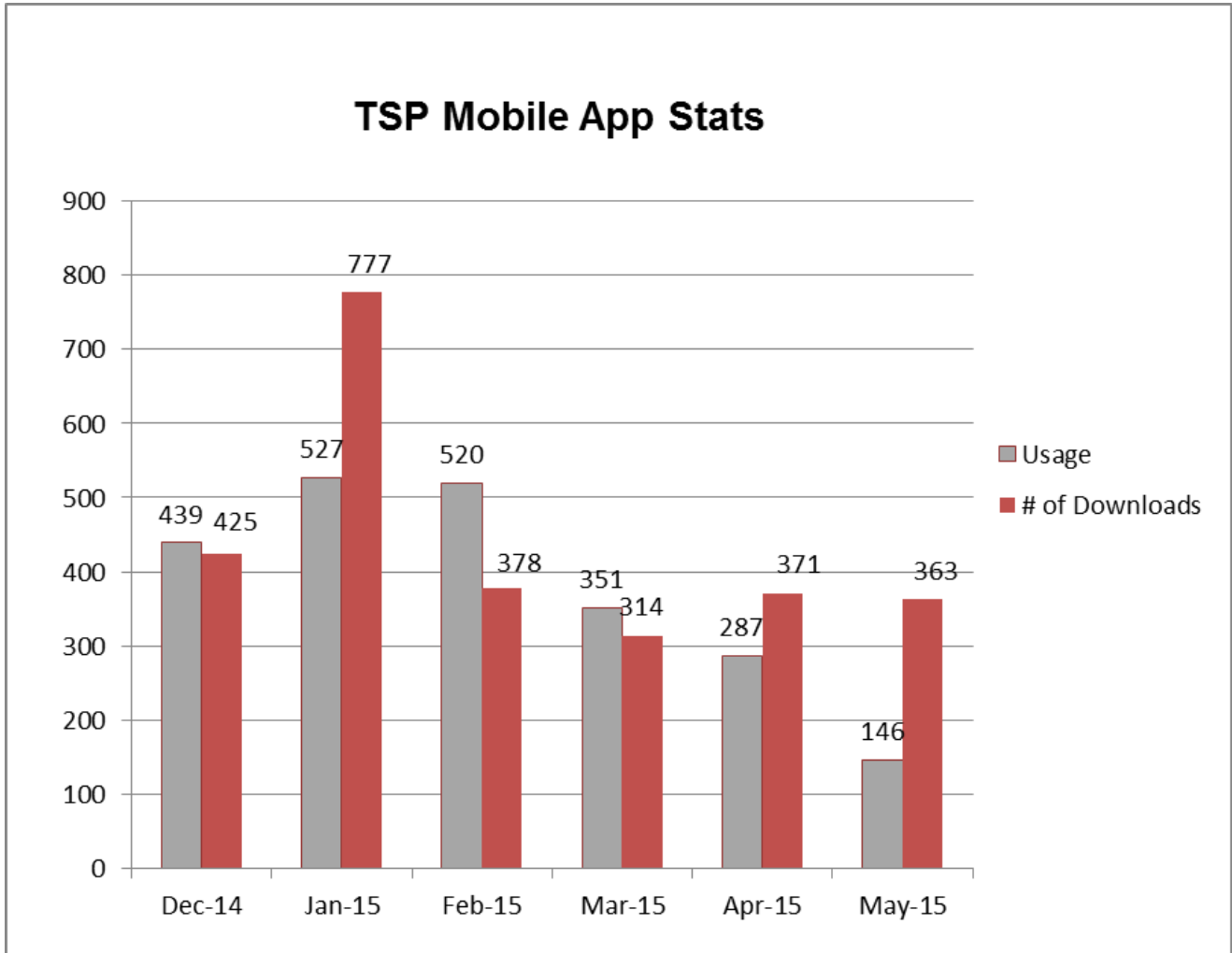
■ McKays	972	1278	1095	1195	1181	944
■ The Lab	1,936	2545	2045	2403	2400	1806
■ Moreton Fig	1,475	1735	1518	1671	2036	1233
■ Rosso Oro's Pizzeria	626	740	780	807	886	584
■ Seeds Marketplace	915	977	744	714	827	613
■ Traditions	819	1090	730	760	827	608
■ The Edmondson	152	135	169	170	152	402

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

Web Visits Per Month - Other Sites

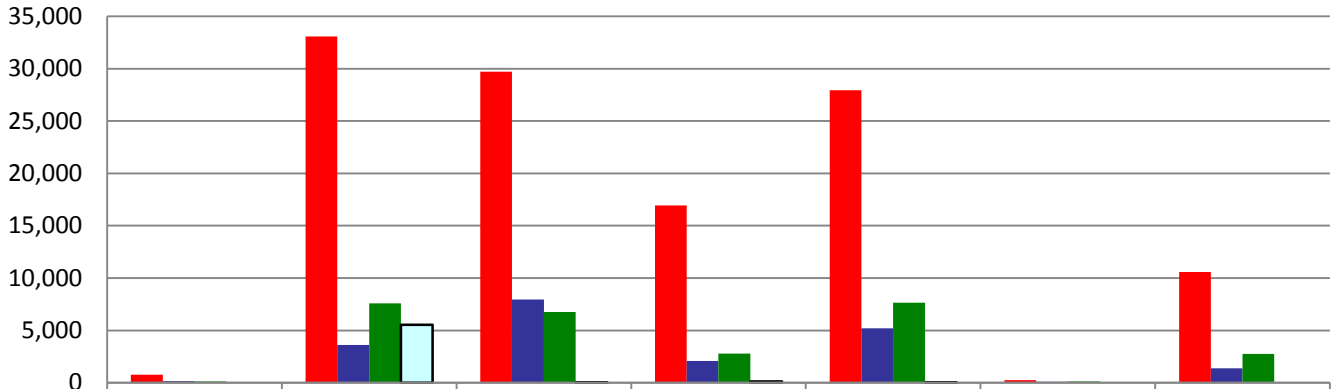


USC Auxiliary Services IT
Monthly Operations Reports
May 2015



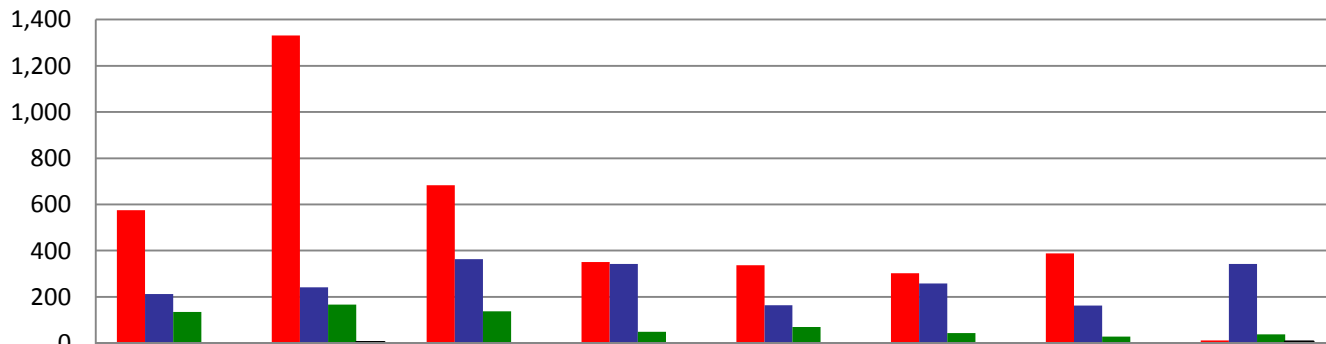
**USC Auxiliary Services IT
Monthly Operations Reports
May 2015**

May 2015 Traffic Sources - BU Main Sites



	aux.usc.edu	Bookstore	Housing	Hospitality	Transportation	BKS - Other	Coliseum
Search Engine	775	33,076	29,714	16,929	27,938	244	10,585
Referring Sites	150	3,623	7,962	2,094	5,209	106	1,375
Direct Traffic	115	7,586	6,755	2,788	7,632	127	2,757
Campaigns	0	5,545	10	132	23	0	0

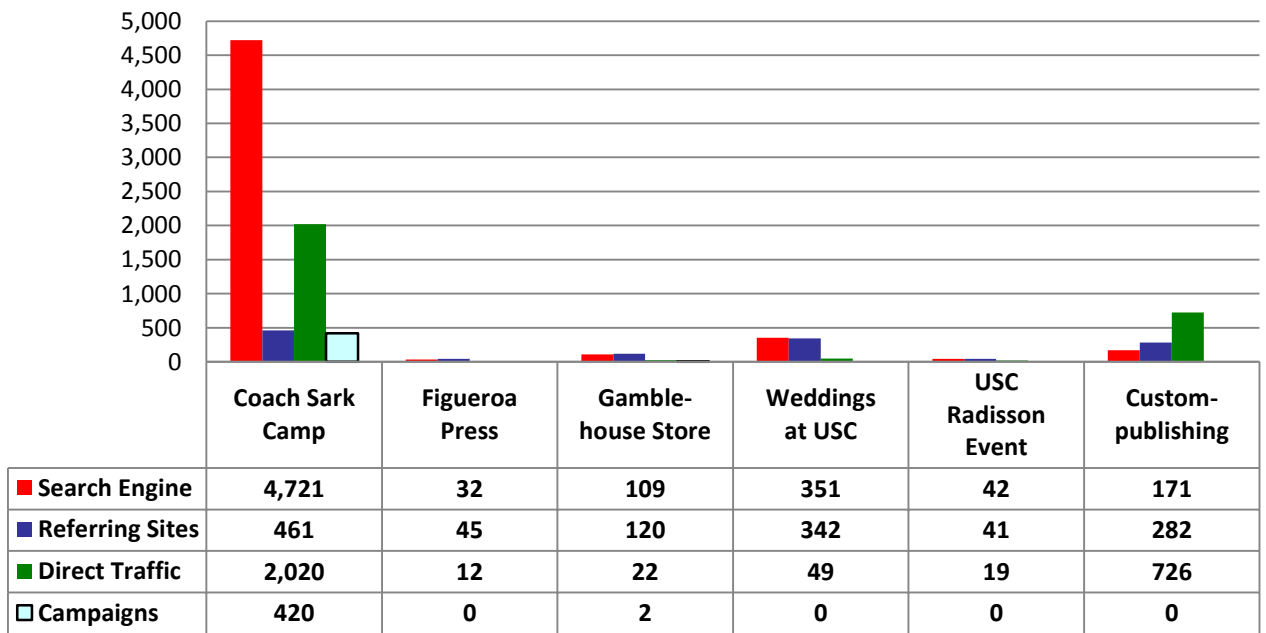
May 2015 Traffic Sources - HSP Micro Sites



	McKays	The Lab	Moreton Fig	Weddings at USC	Rosso Oro's Pizzeria	Seeds Marketplace	Traditions	The Edmondson
Search Engine	575	1,331	683	351	337	302	388	11
Referring Sites	213	242	363	342	164	258	162	342
Direct Traffic	135	167	137	49	70	43	28	38
Campaigns	0	4	0	0	0	0	0	6

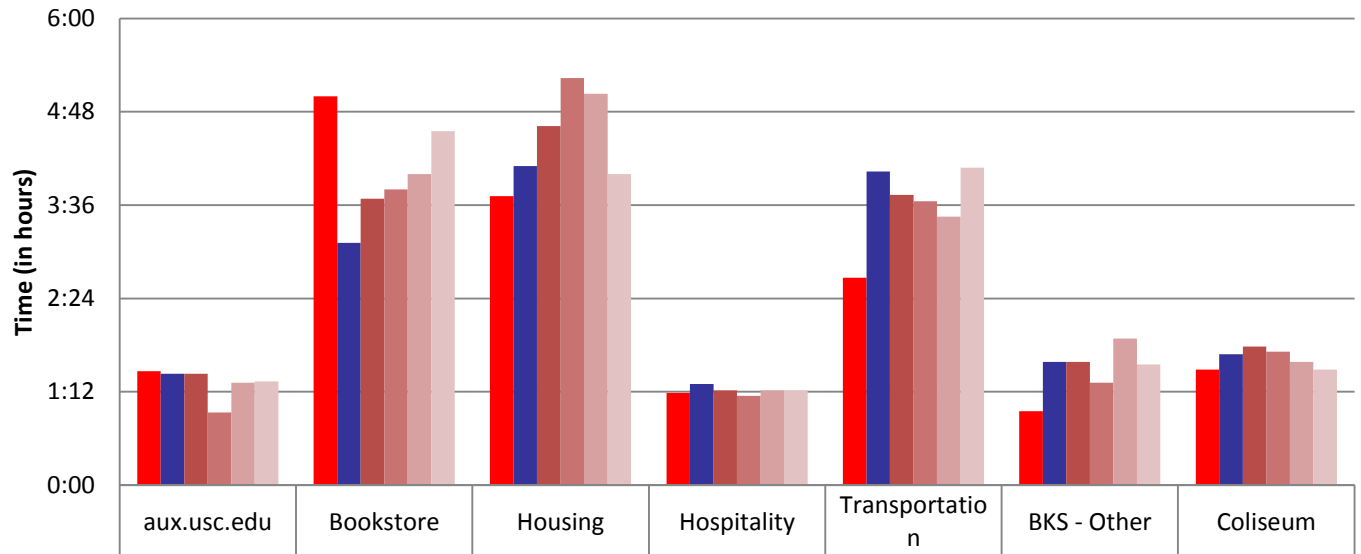
**USC Auxiliary Services IT
Monthly Operations Reports
May 2015**

May 2015 Traffic Sources - Other Sites



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

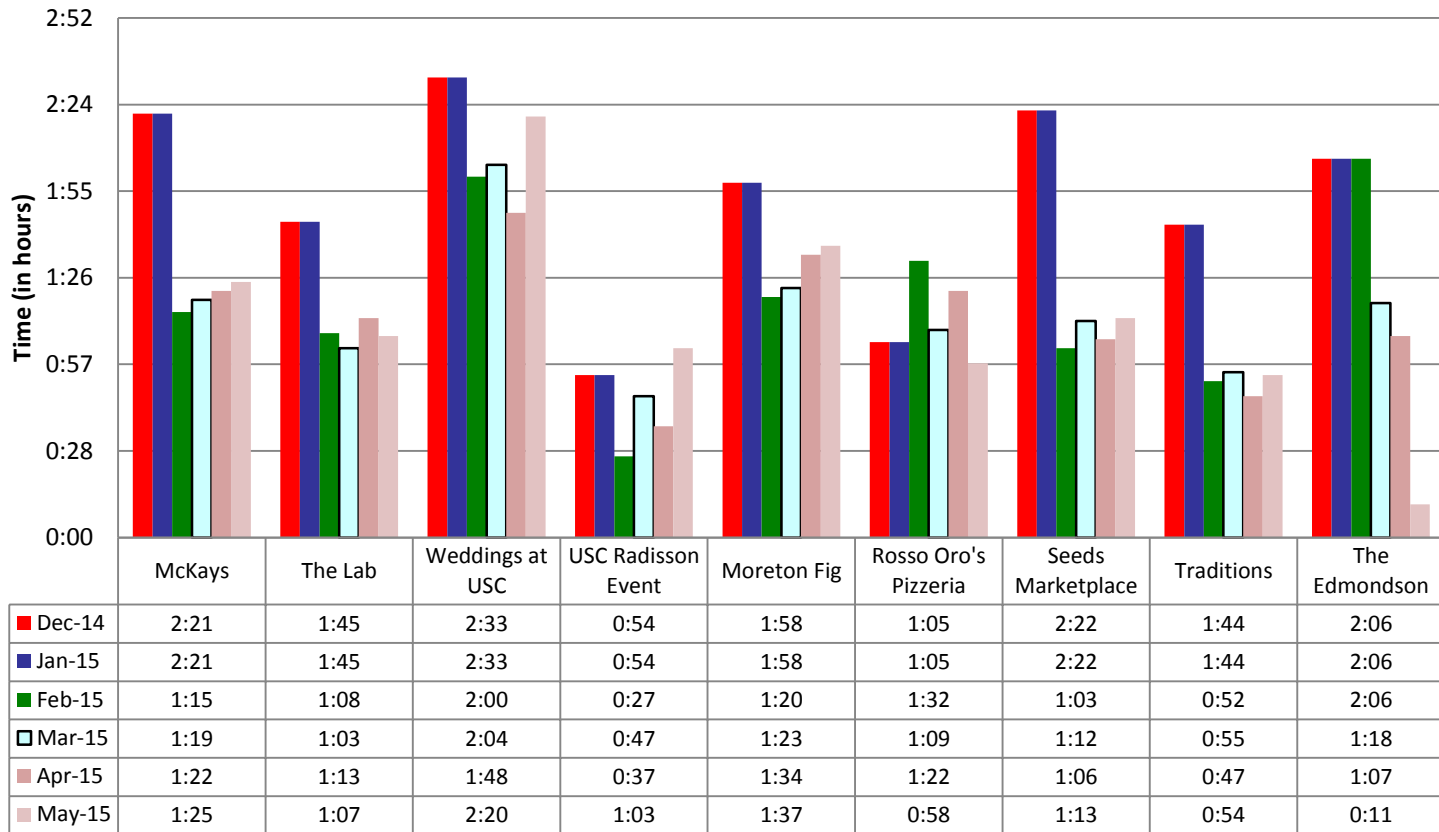
Average Time Spent on Website - BU Main Sites



■ Dec-14	1:28	5:00	3:43	1:11	2:40	0:57	1:29
■ Jan-15	1:26	3:07	4:06	1:18	4:02	1:35	1:41
■ Feb-15	1:26	3:41	4:37	1:13	3:44	1:35	1:47
■ Mar-15	0:56	3:48	5:14	1:09	3:39	1:19	1:43
■ Apr-15	1:19	4:00	5:02	1:13	3:27	1:53	1:35
■ May-15	1:20	4:33	4:00	1:13	4:05	1:33	1:29

USC Auxiliary Services IT Monthly Operations Reports May 2015

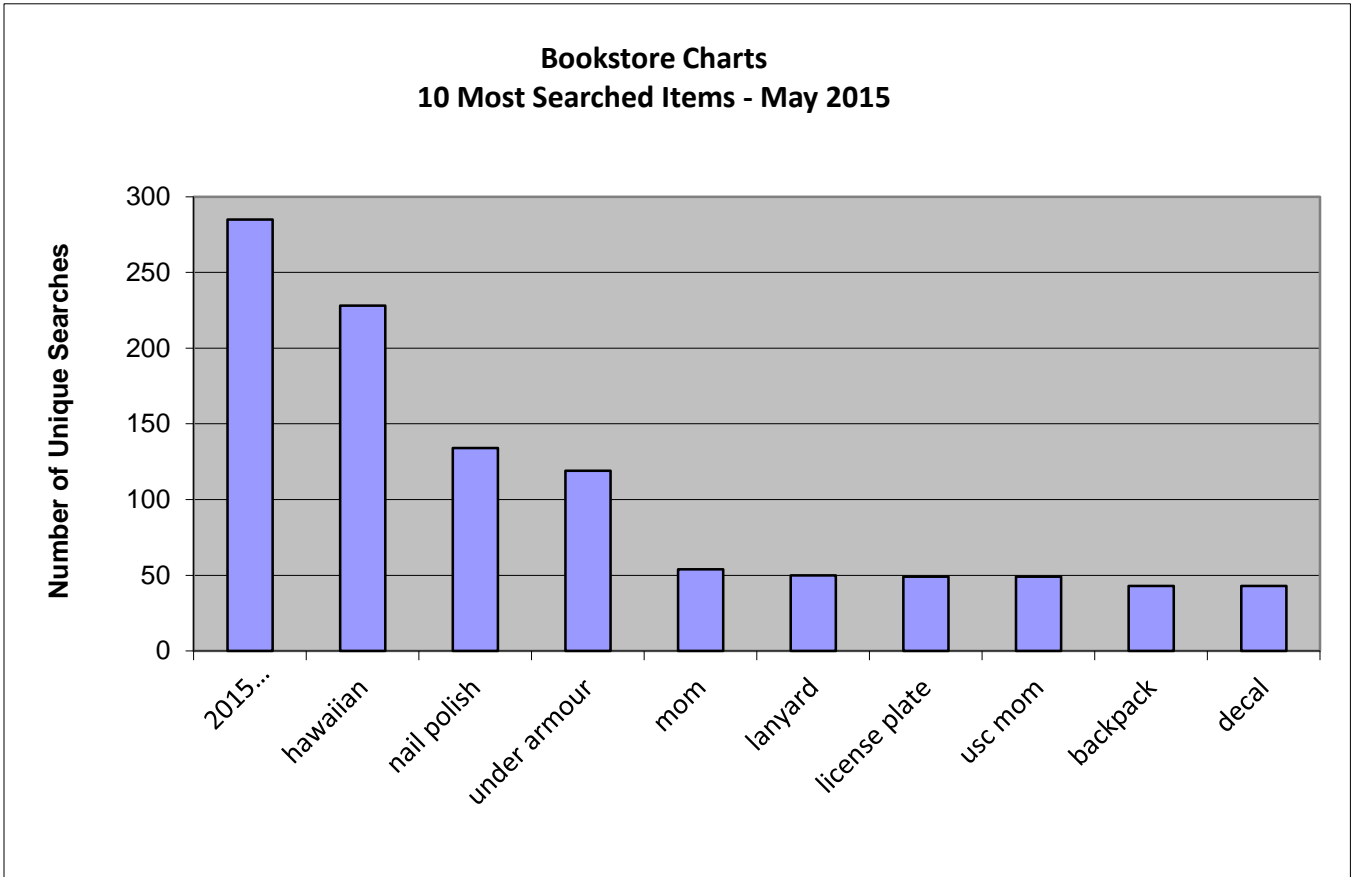
Average Time Spent on Website - HSP Micro Sites



USC Auxiliary Services IT Monthly Operations Reports May 2015

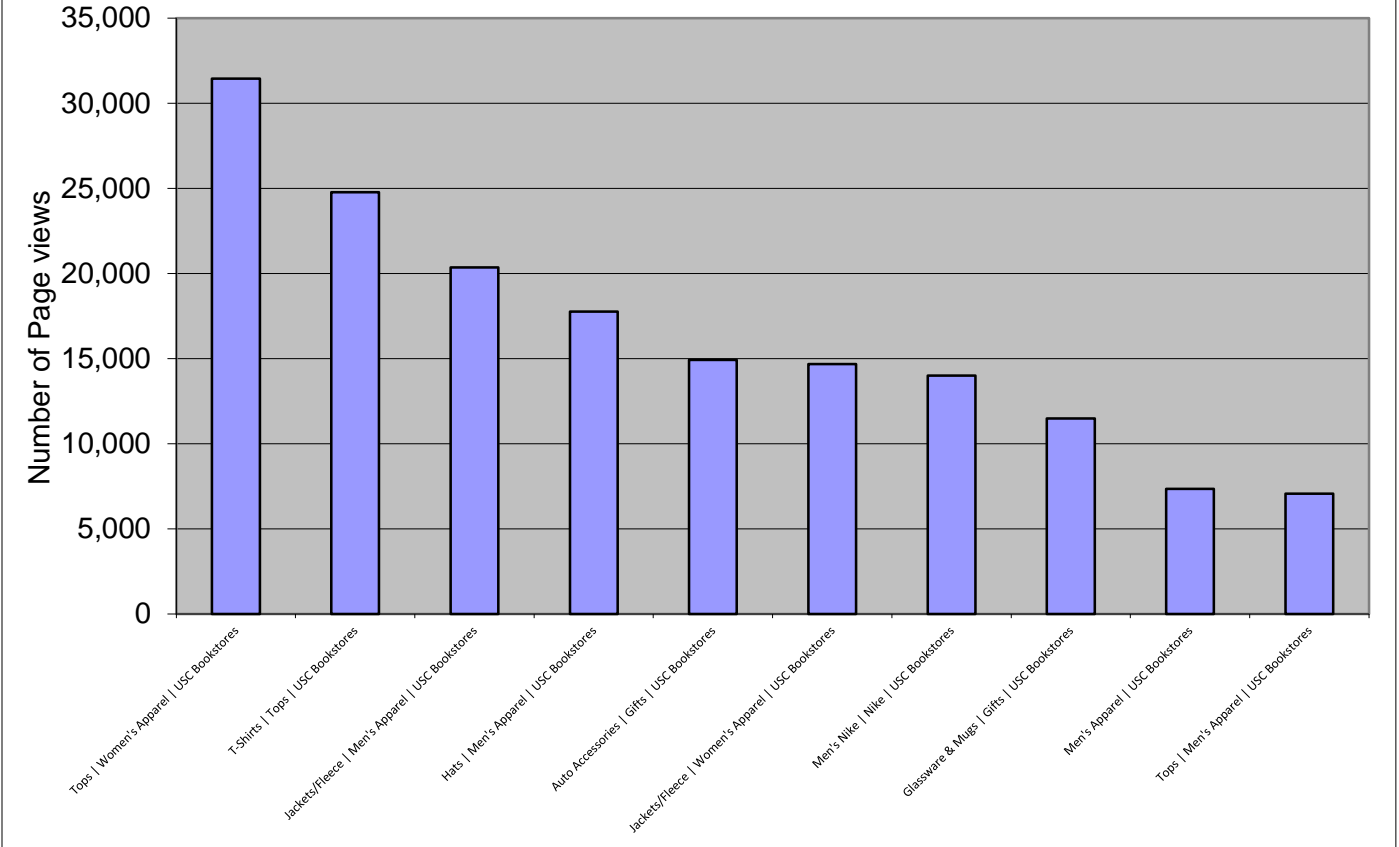


**USC Auxiliary Services IT
Monthly Operations Reports
May 2015**

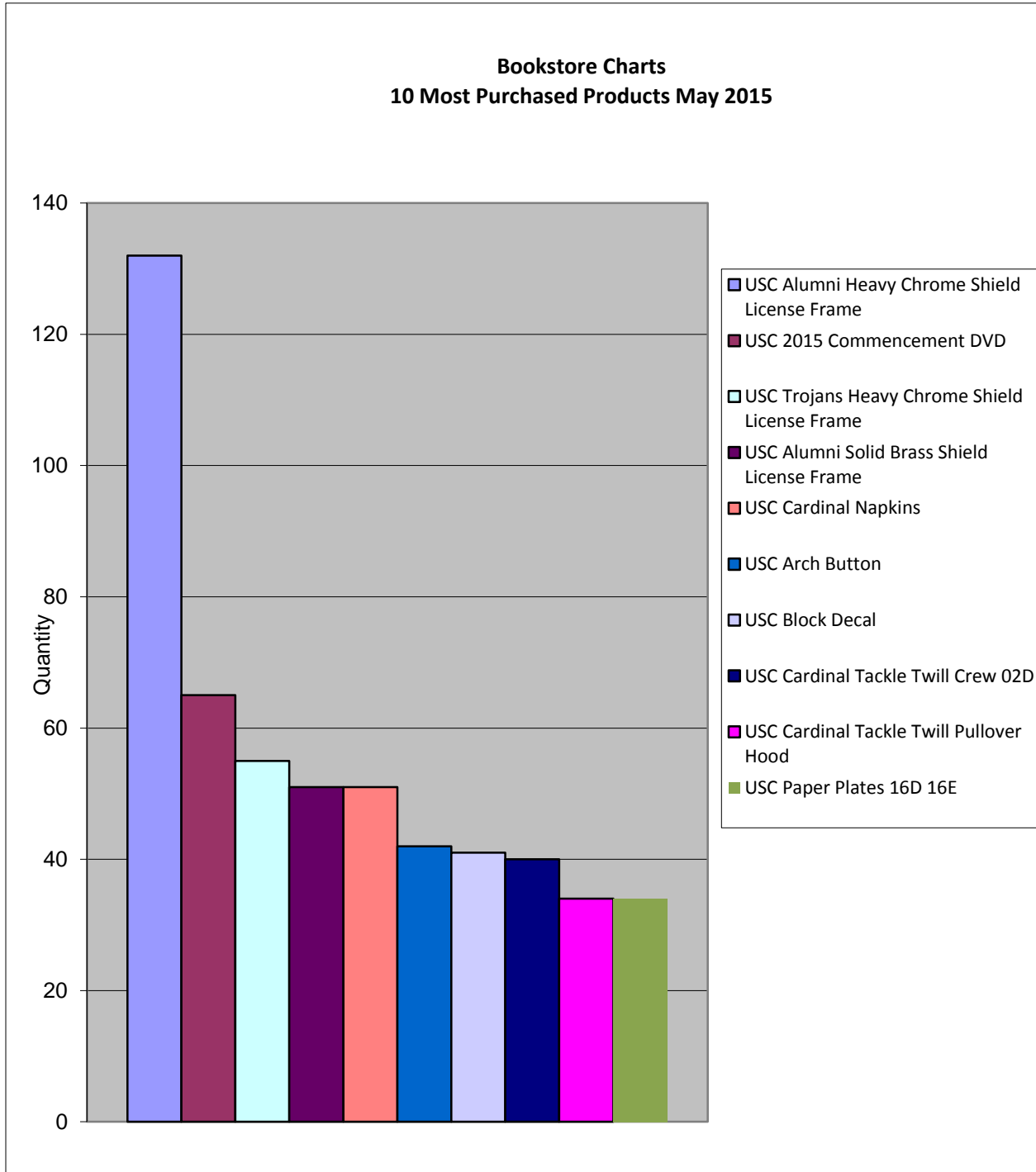


**USC Auxiliary Services IT
Monthly Operations Reports
May 2015**

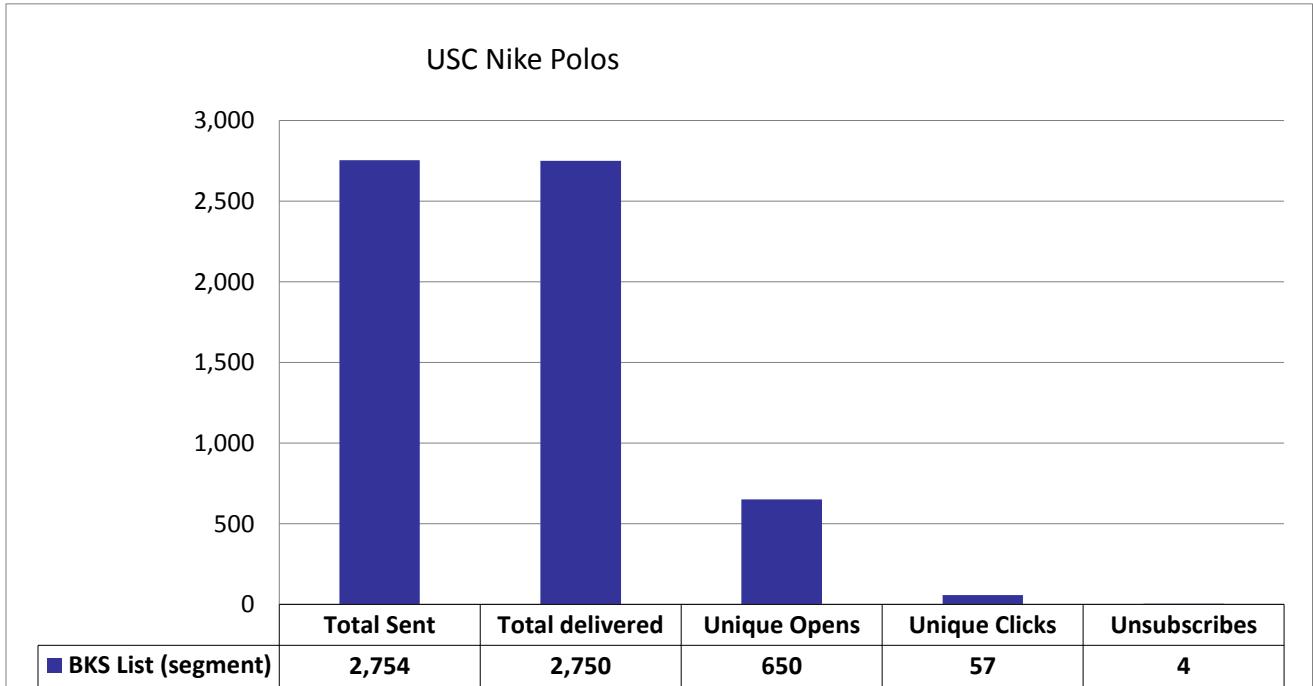
**Bookstore Charts
10 Most Viewed Pages - May 2015**



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

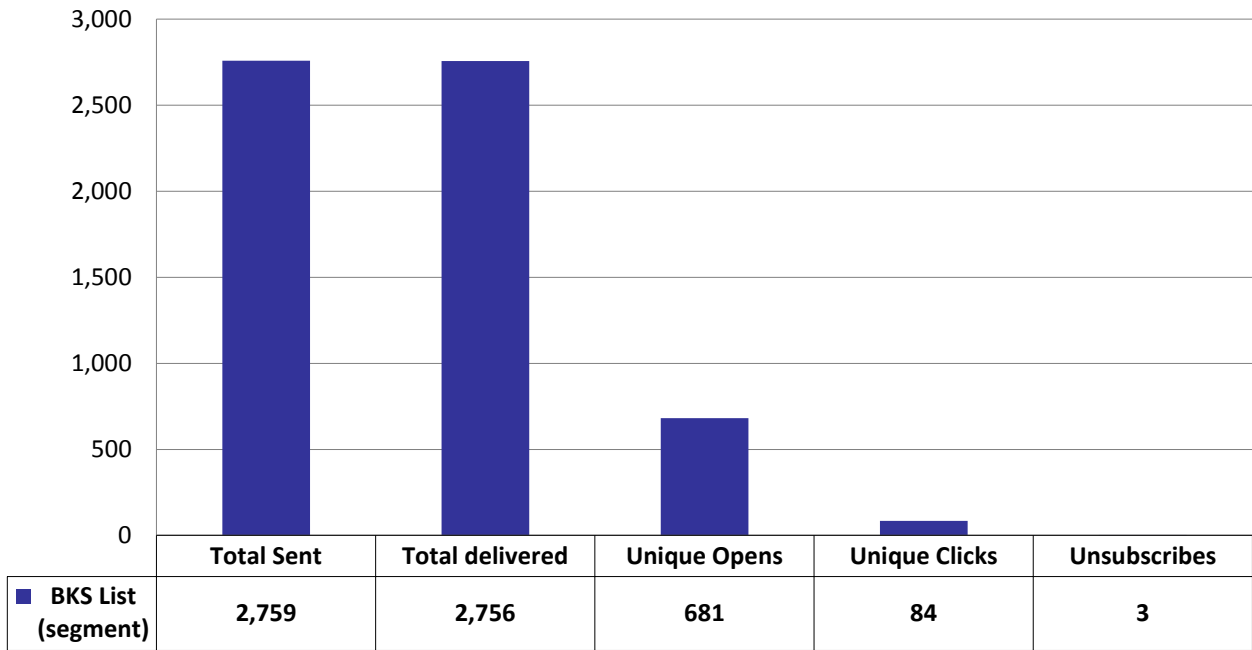


**USC Auxiliary Services IT
Monthly Operations Reports
May 2015**



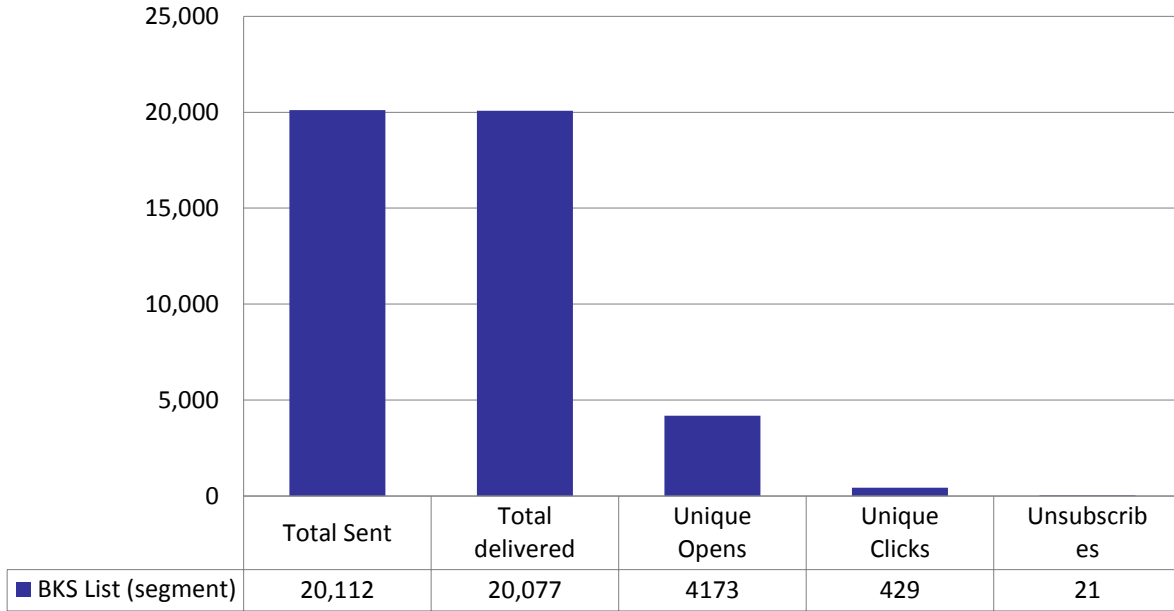
**USC Auxiliary Services IT
Monthly Operations Reports
May 2015**

USC Collections Memorial Day Sale

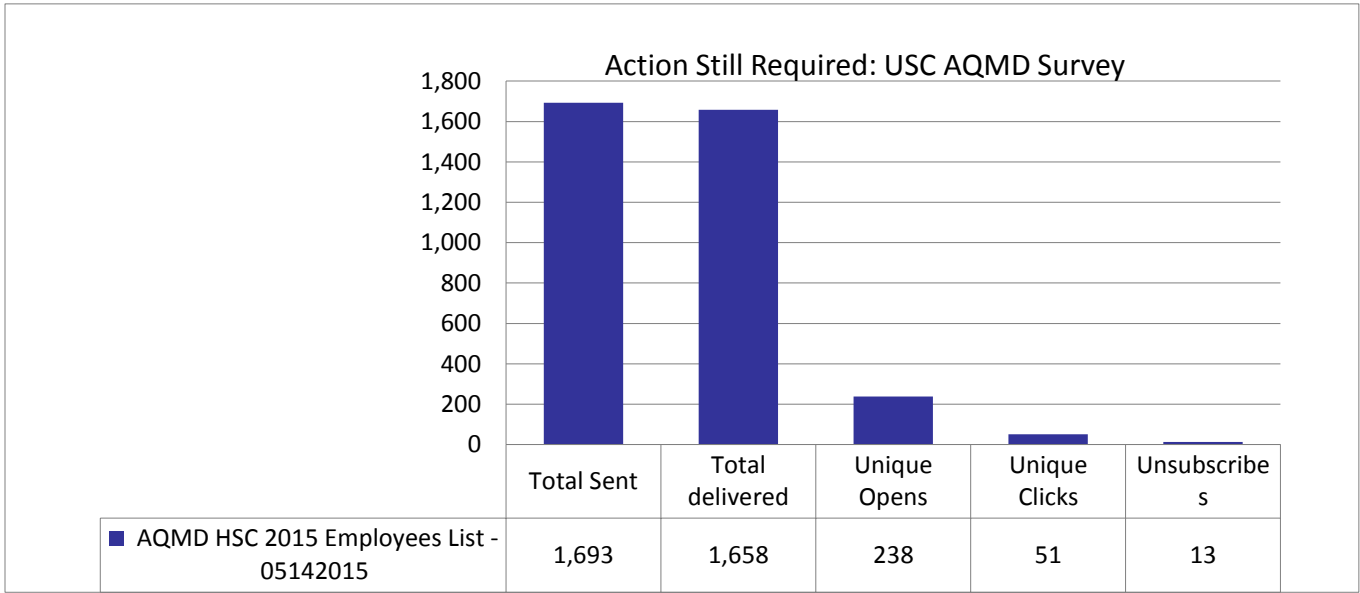


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Monthly Operations Reports
May 2015**

USC Men's Summer Nike T-Shirts

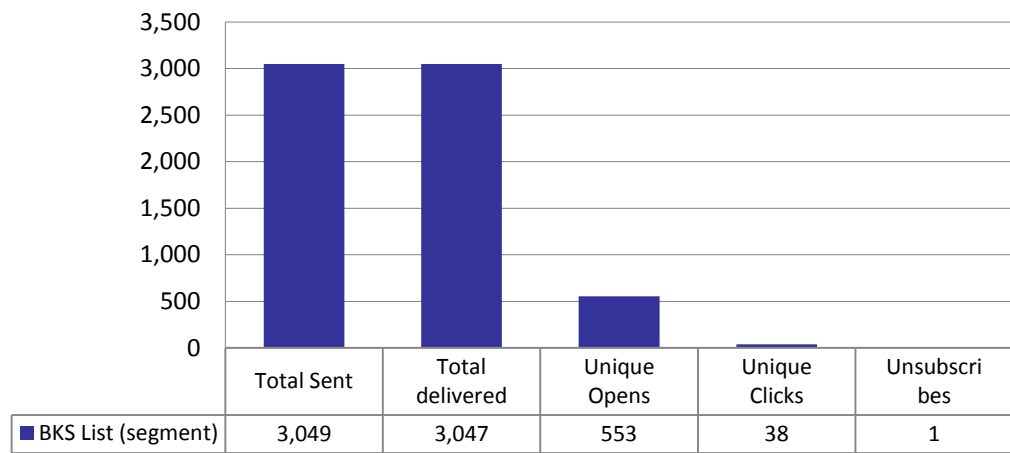


**USC Auxiliary Services IT
Monthly Operations Reports
May 2015**



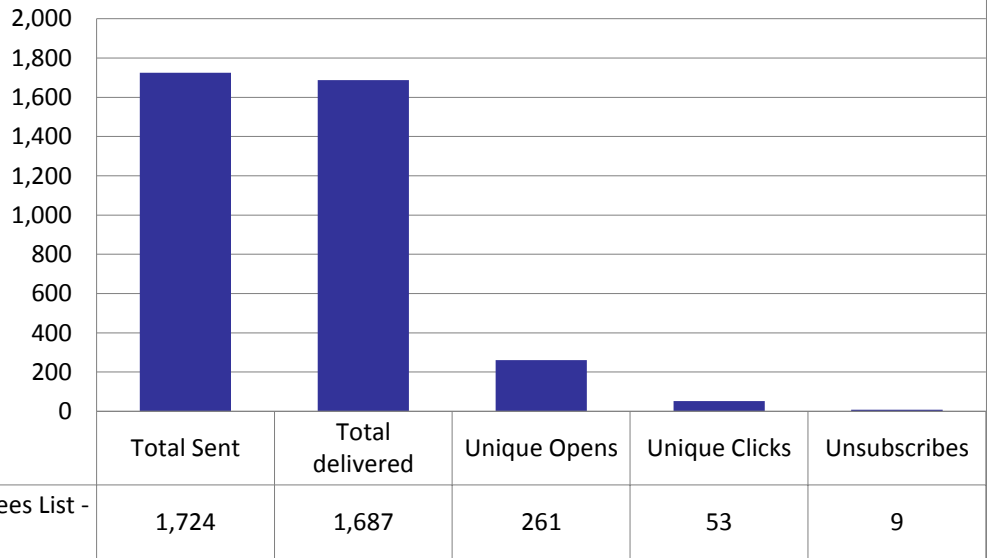
**USC Auxiliary Services IT
Monthly Operations Reports
May 2015**

Smashbox Event



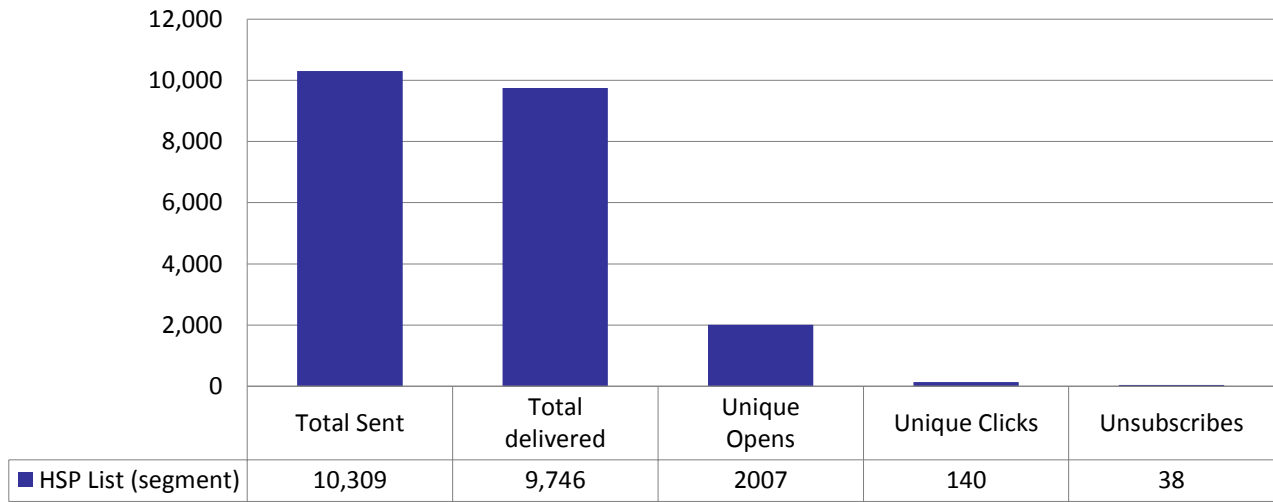
USC Auxiliary Services IT Monthly Operations Reports May 2015

Action Still Required: USC AQMD Survey



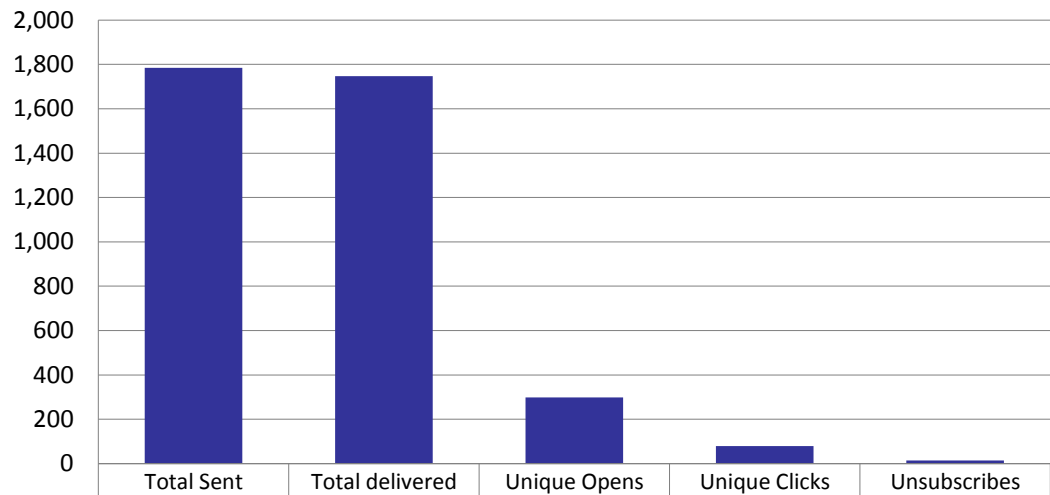
**USC Auxiliary Services IT
Monthly Operations Reports
May 2015**

USC Hospitality Food Mail - May 2015



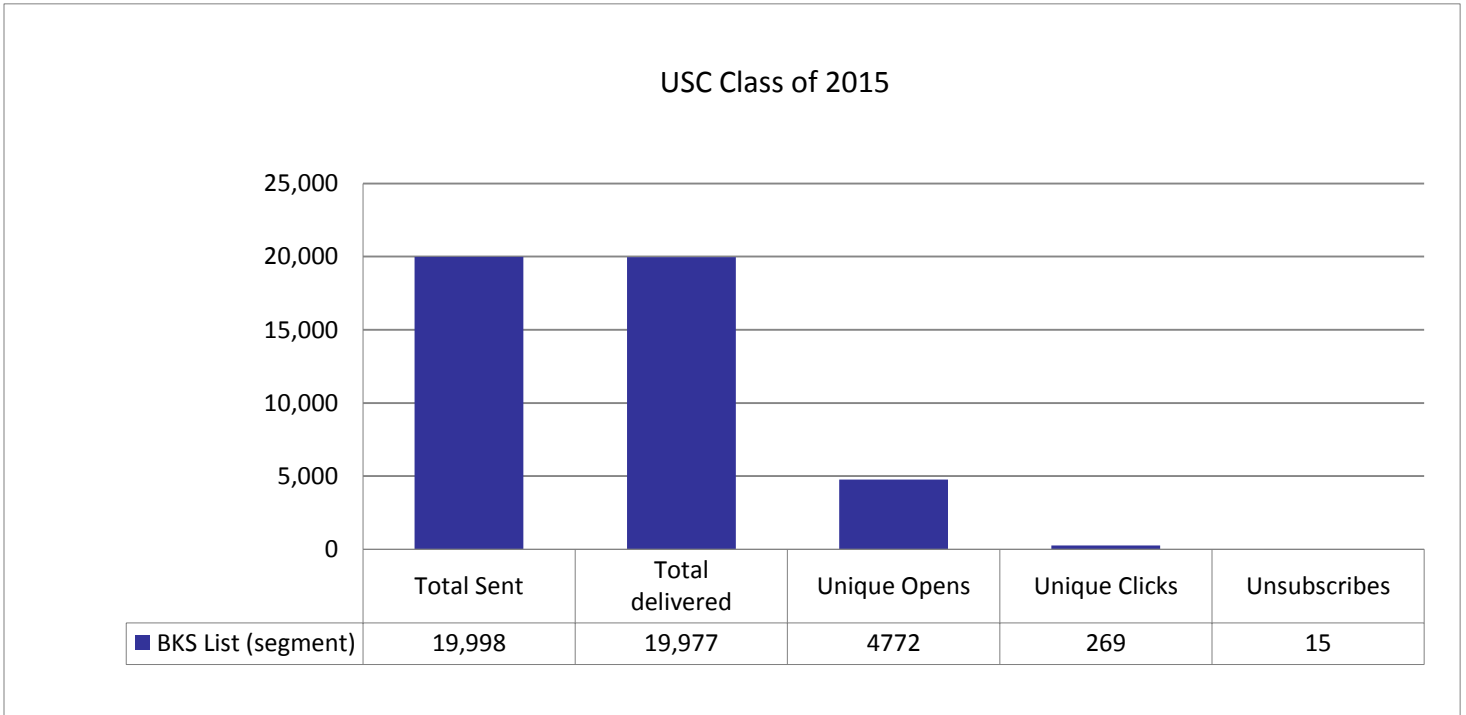
**USC Auxiliary Services IT
Monthly Operations Reports
May 2015**

Action Still Required: USC AQMD Survey



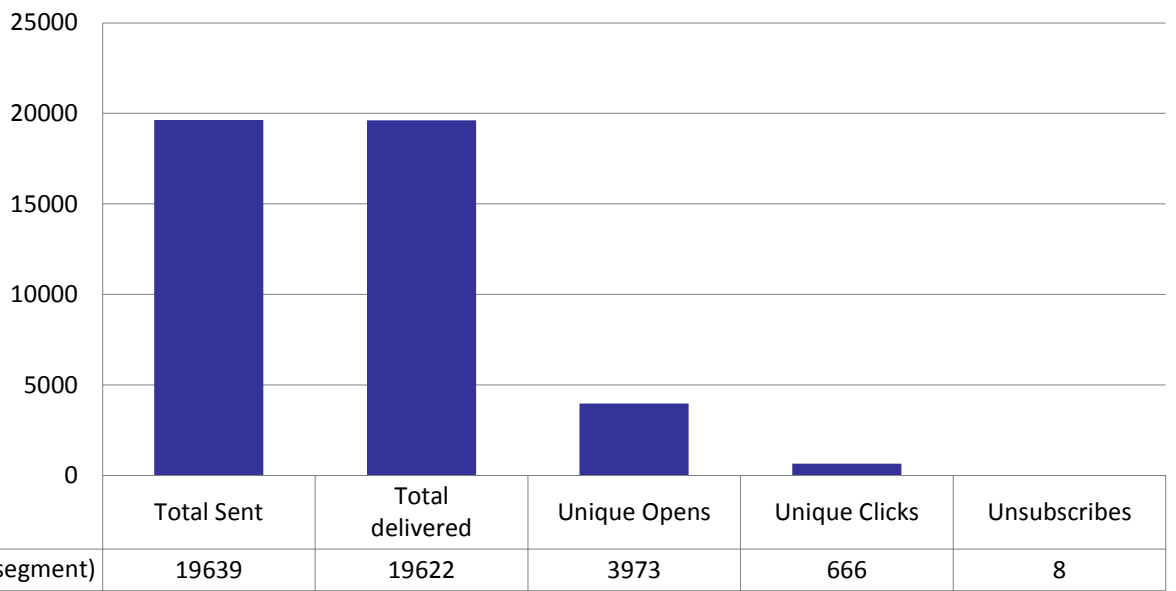
■ AQMD HSC 2015 Employees List - 05072015	1,784	1,747	299	79	14
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**USC Auxiliary Services IT
Monthly Operations Reports
May 2015**



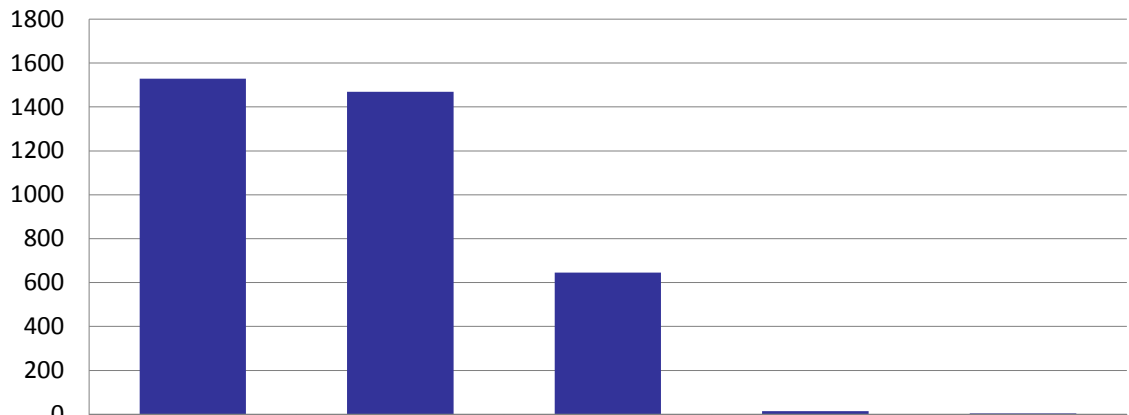
**USC Auxiliary Services IT
Monthly Operations Reports
May 2015**

25% Off Almost Everything Online Spring Sale!



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Monthly Operations Reports
May 2015**

USC Express Catering - Commencement Special!

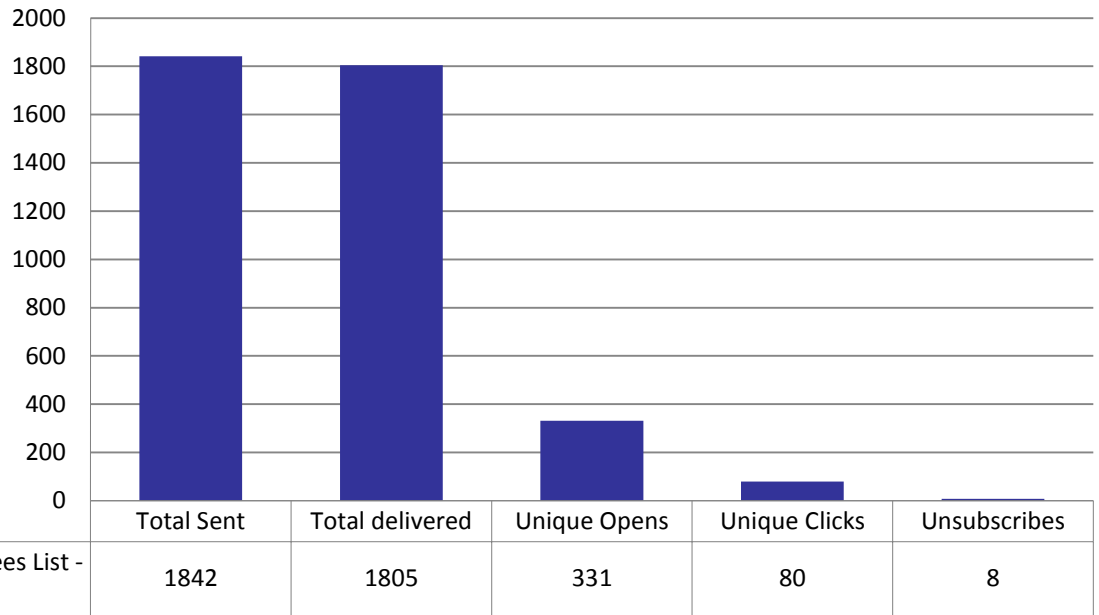


	Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
■ HSP List (segment)	1529	1469	645	15	4



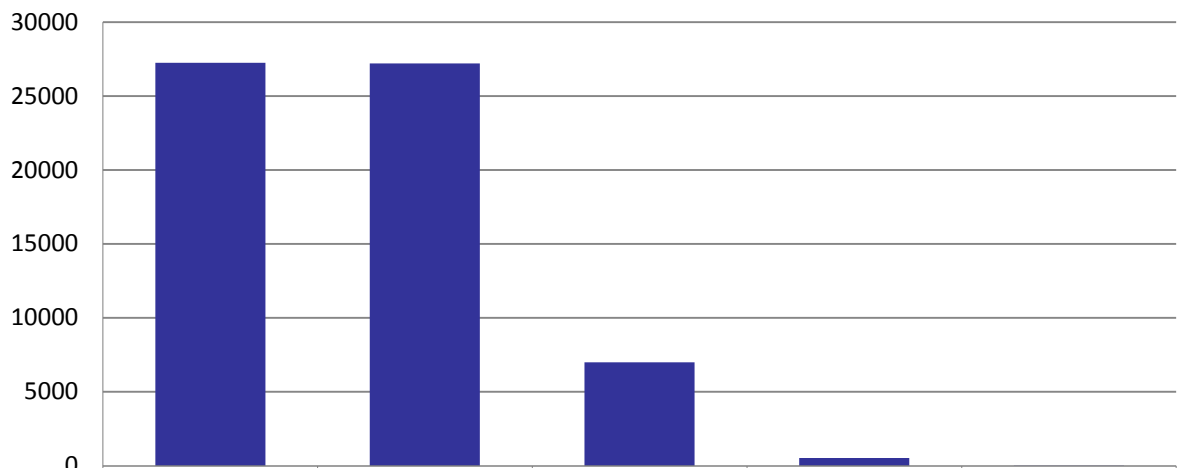
**USC Auxiliary Services IT
Monthly Operations Reports
May 2015**

Action Still Required: USC AQMD Survey



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

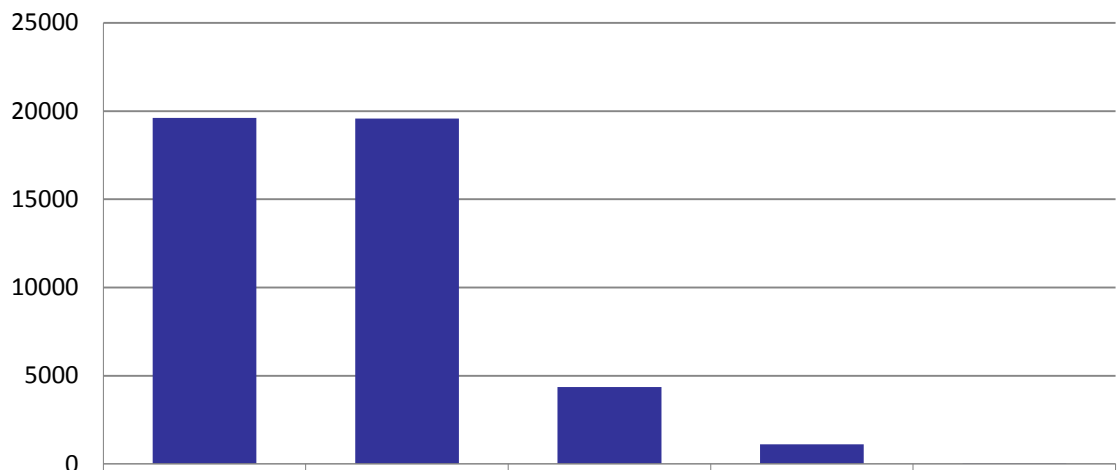
USC Bookstores Spring Sale! Wednesday, May 6, 2015



	Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
■ BKS List (segment)	27252	27215	6992	538	17

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Monthly Operations Reports
May 2015**

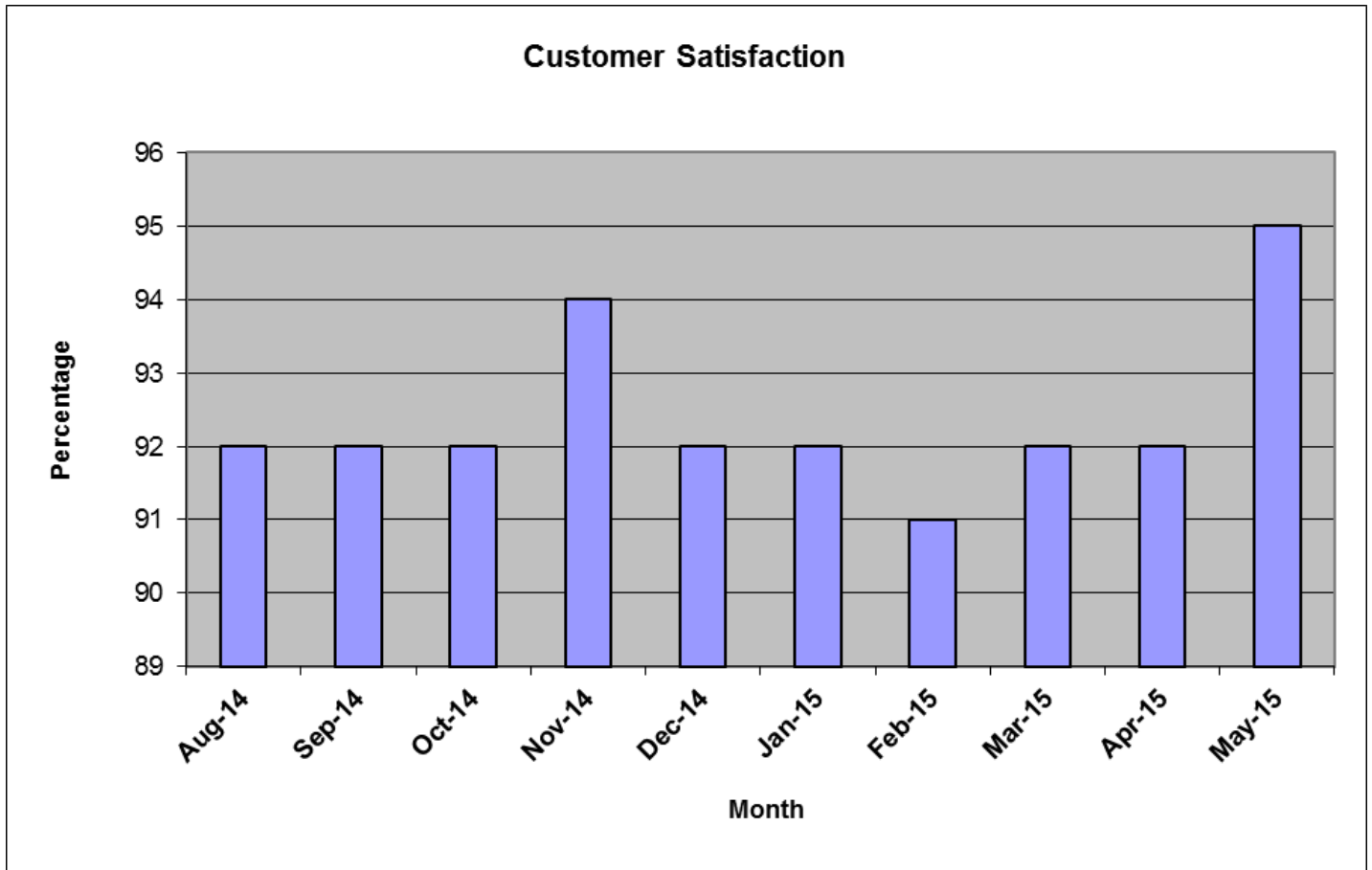
25% Off Almost Everything Online Spring Sale!



	Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
■ BKS List (segment)	19604	19575	4366	1121	12



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May 2015**



THANK YOU!!

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