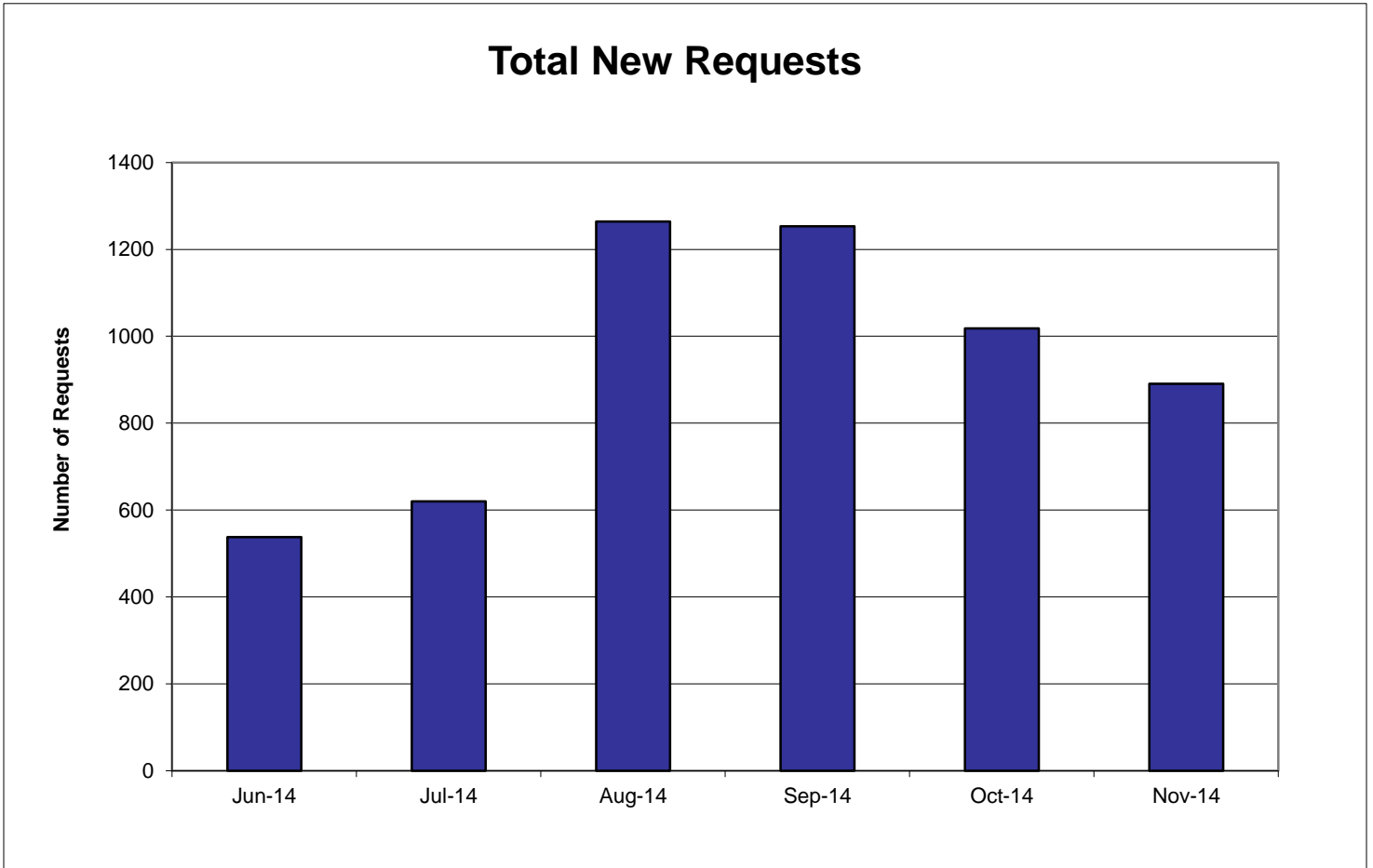
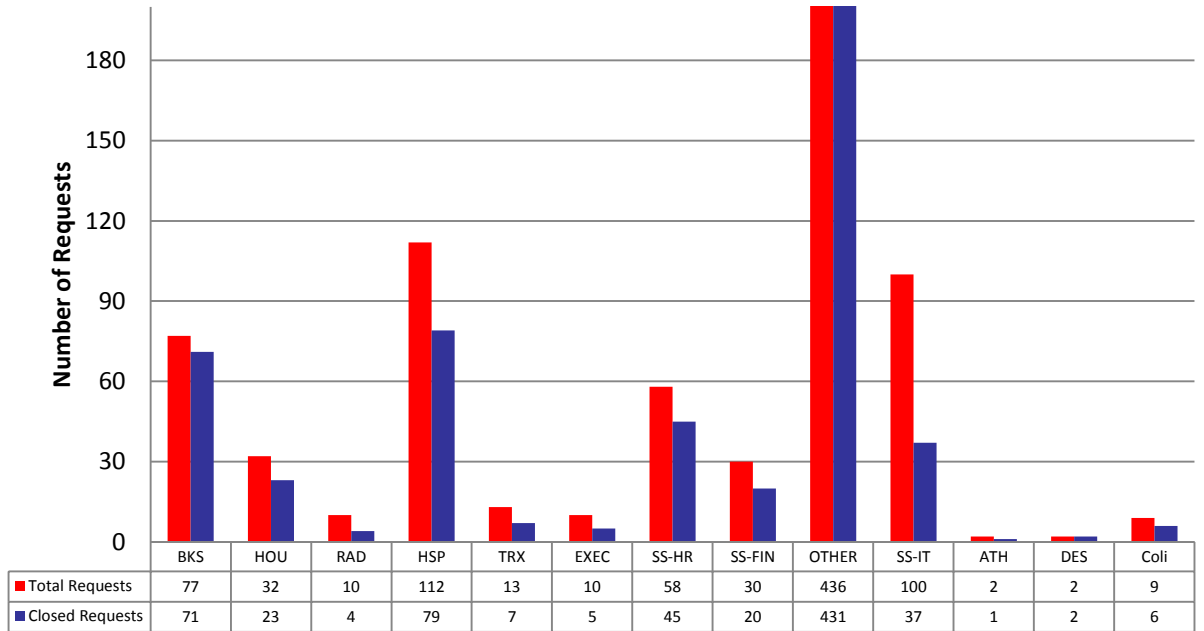


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Monthly Operations Reports
November 2014**



USC Auxiliary Services IT Monthly Operations Reports November 2014

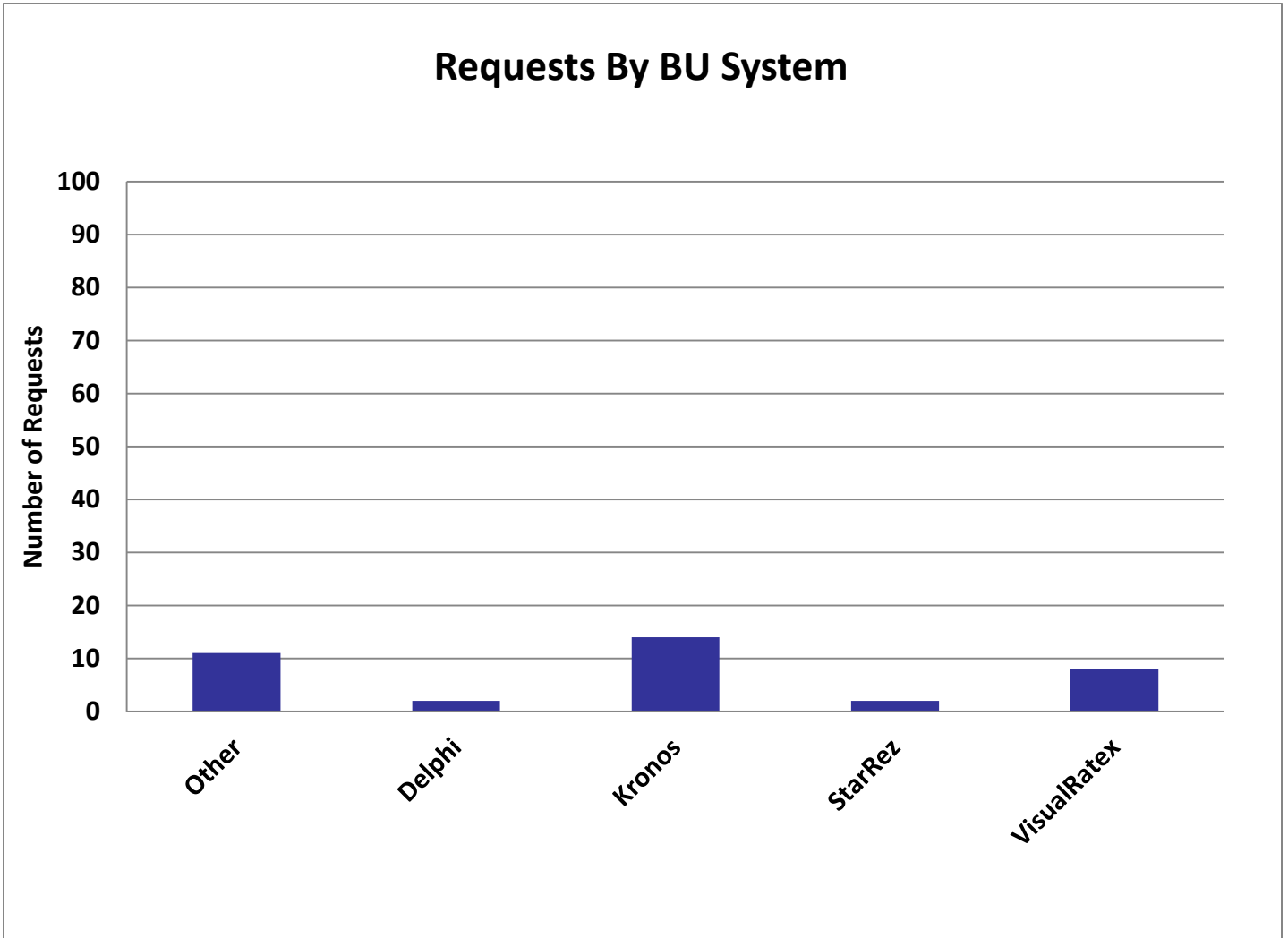
Total New Vs Closed Requests



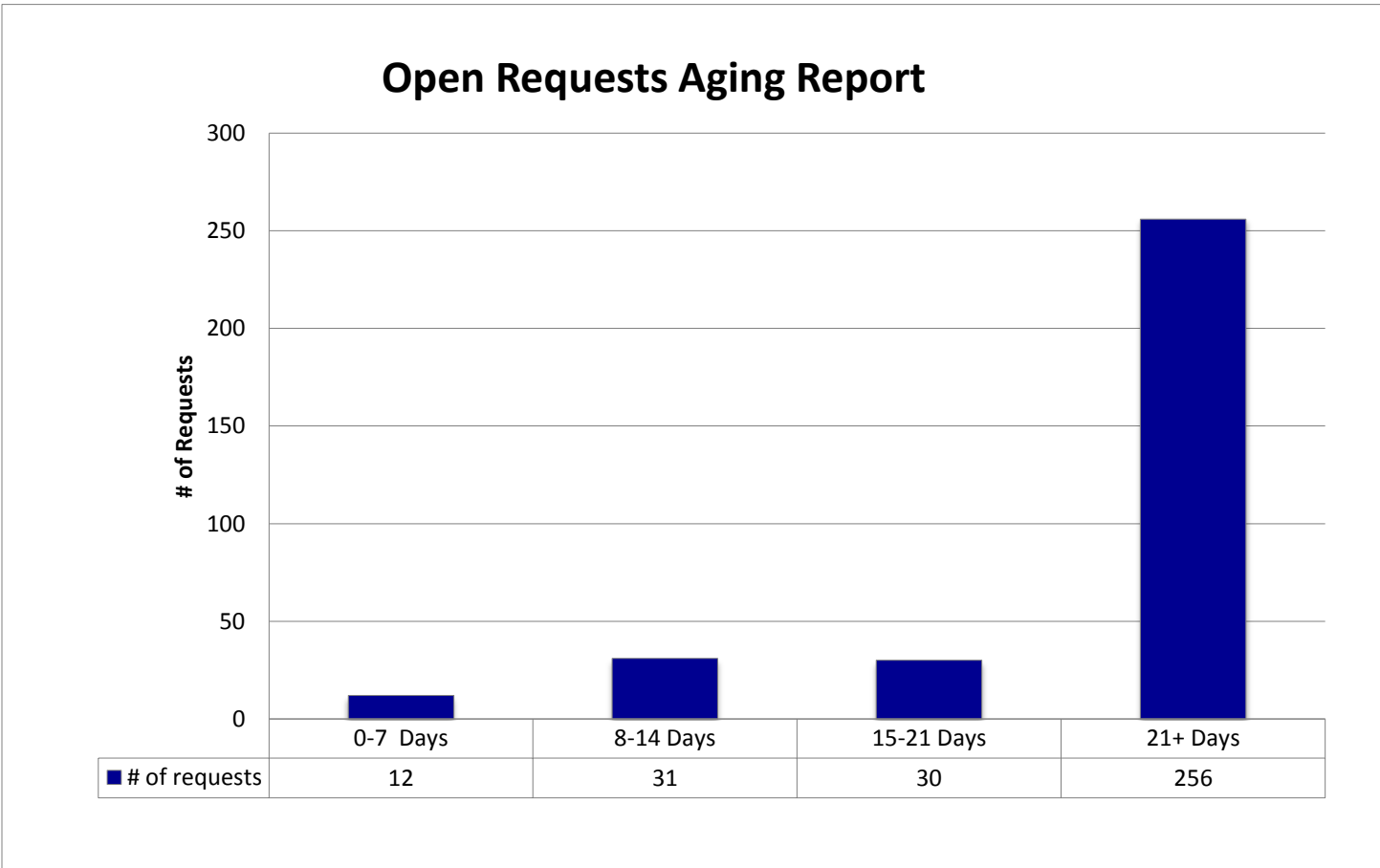
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Monthly Operations Reports
November 2014



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Monthly Operations Reports
November 2014**

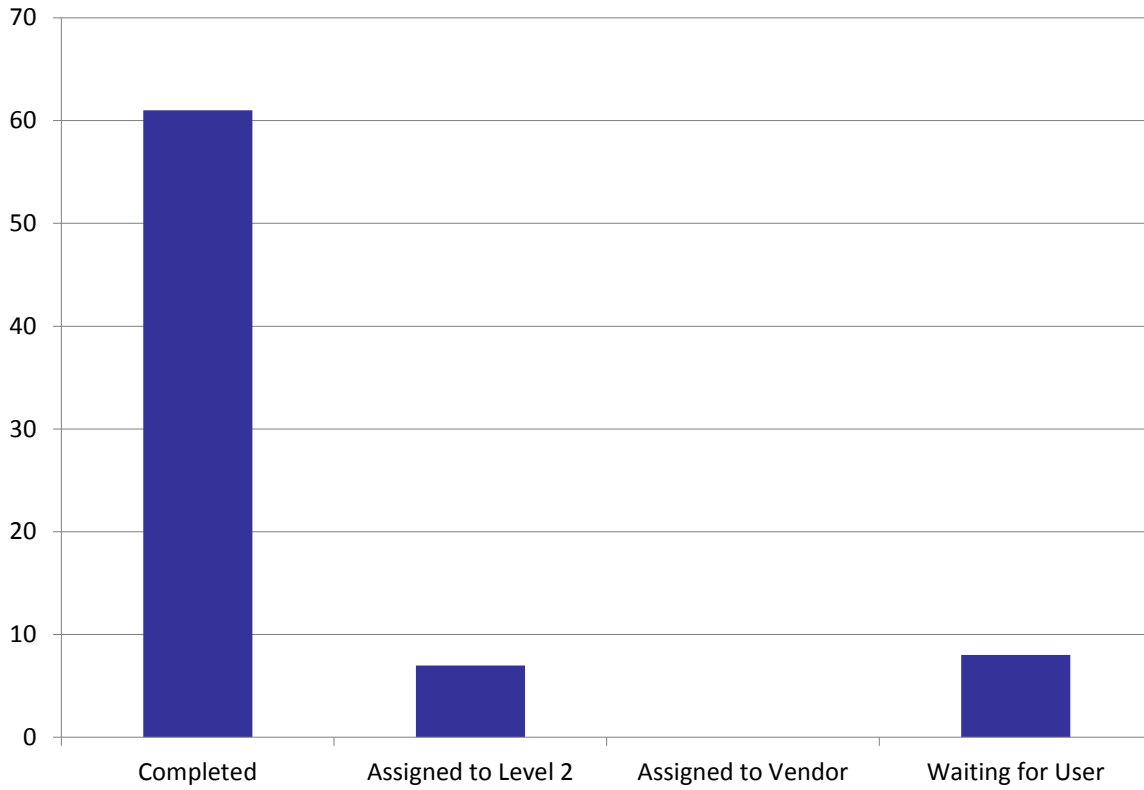


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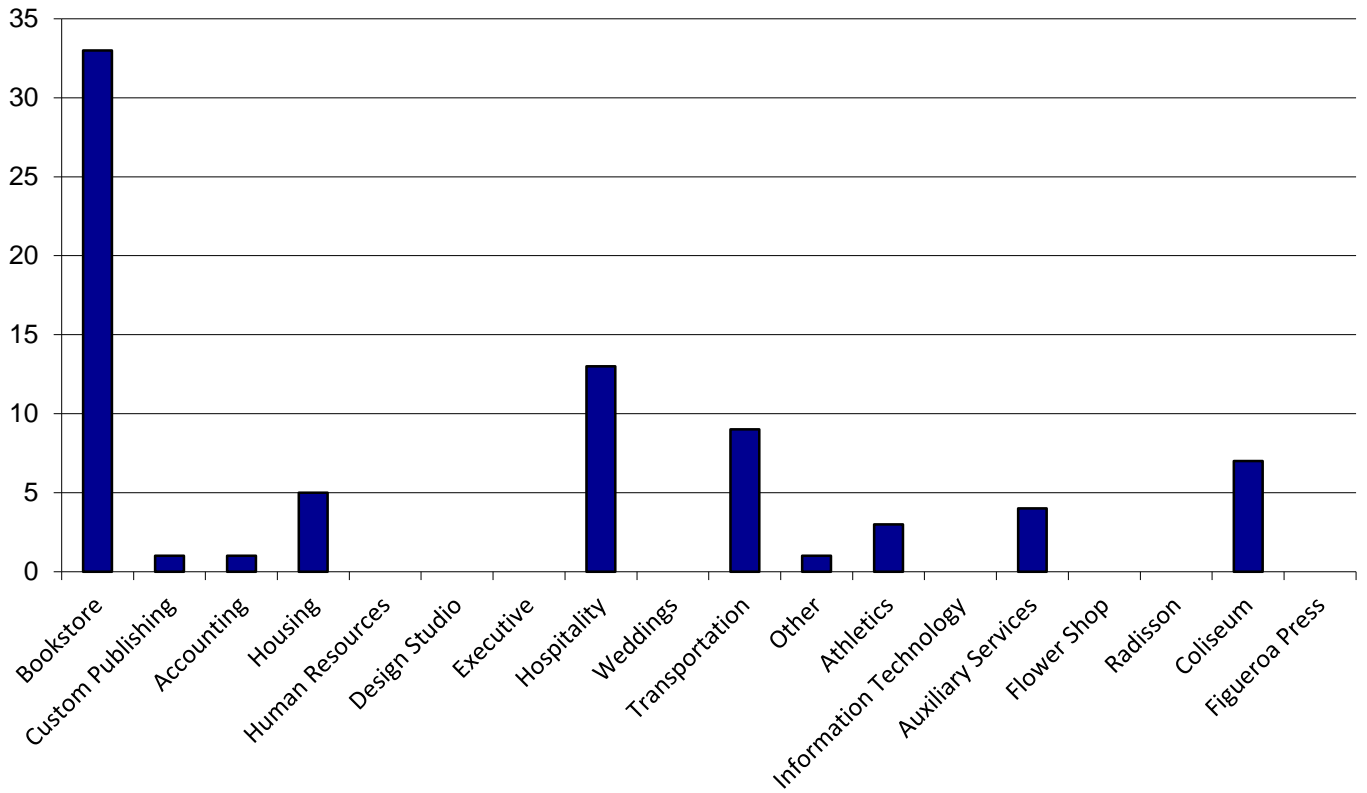
**USC Auxiliary Services IT
Monthly Operations Reports
November 2014**

of Web Requests Opened By Status



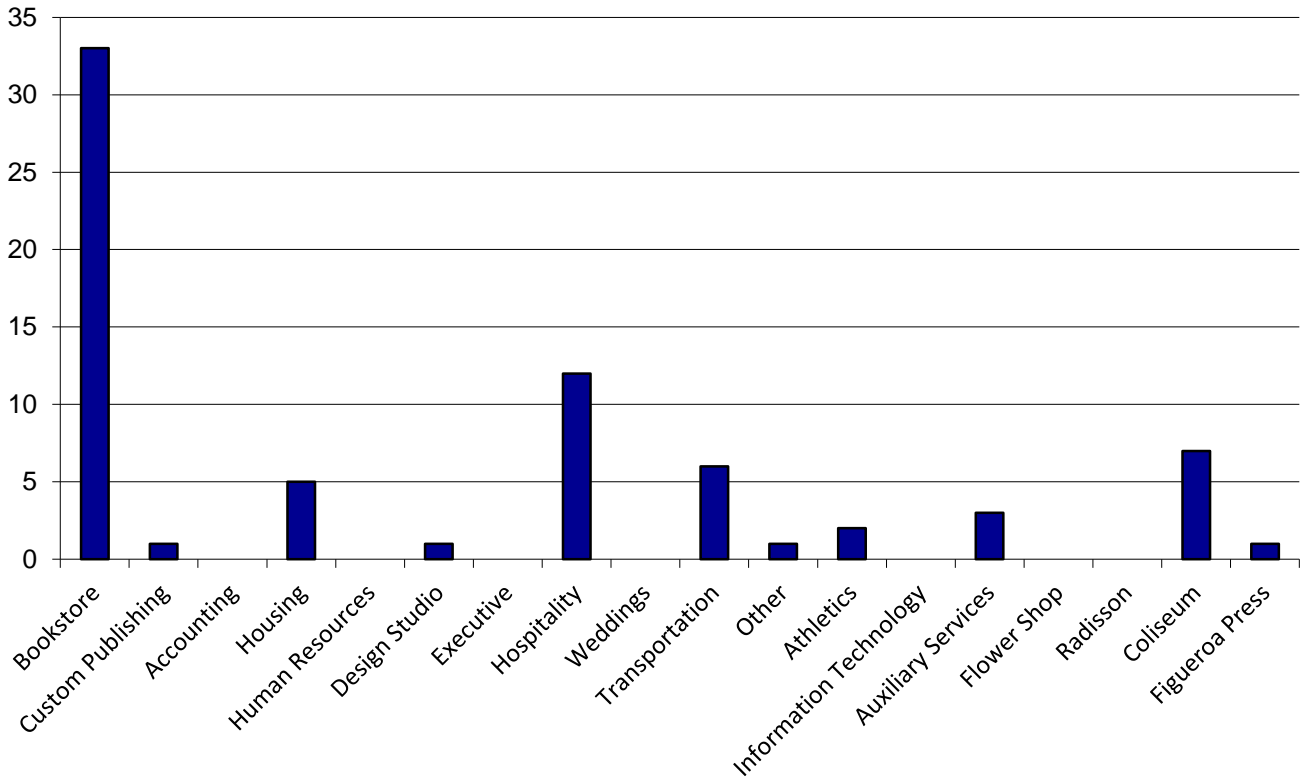
**USC Auxiliary Services IT
Monthly Operations Reports
November 2014**

of Web Requests Opened By Unit



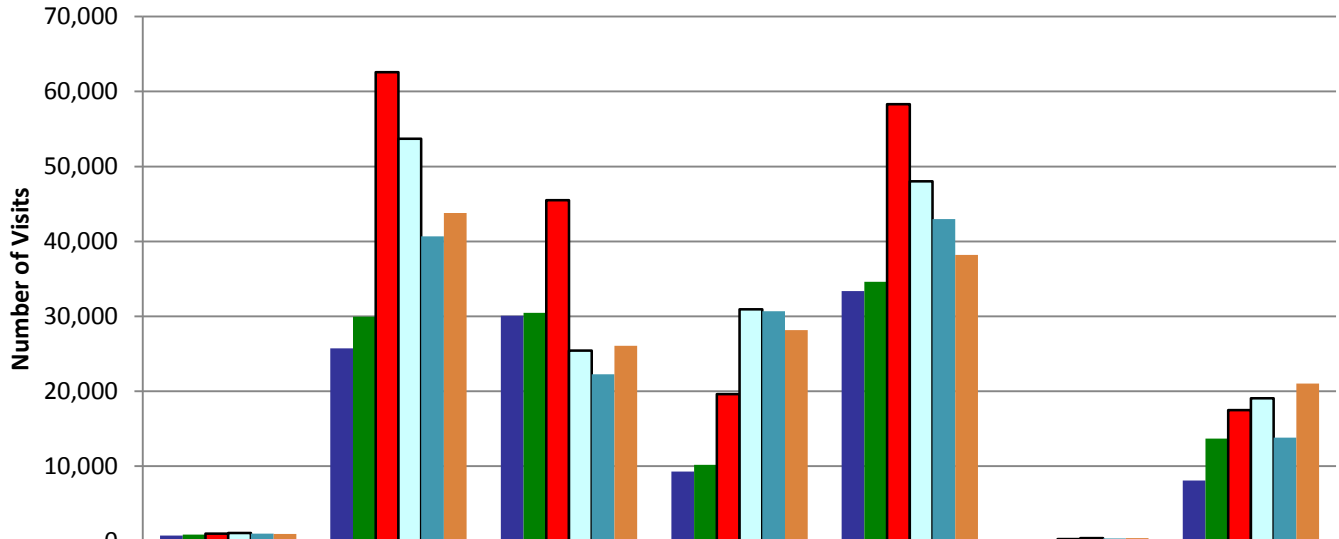
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Monthly Operations Reports
November 2014**

of Web Requests Closed By Unit



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Monthly Operations Reports
November 2014**

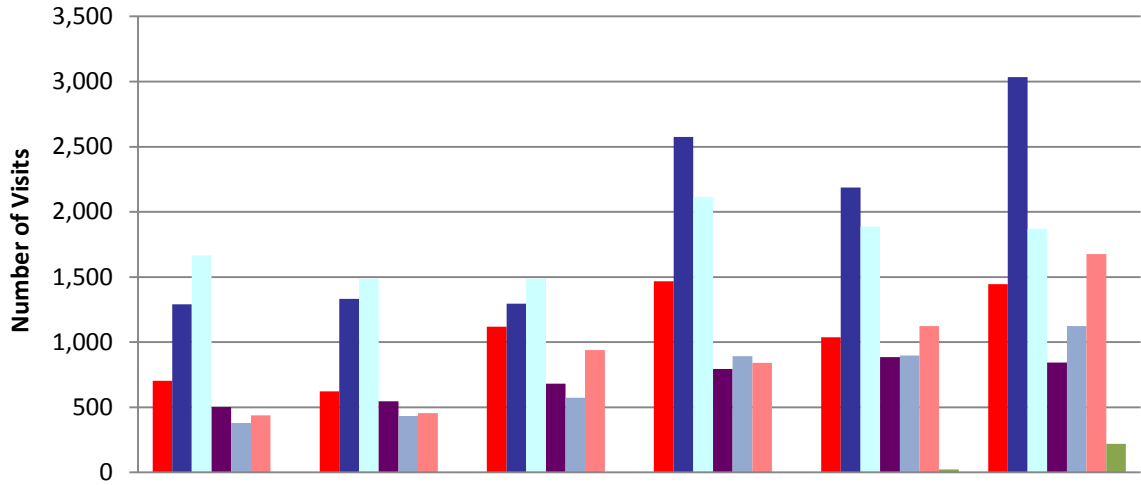
Web Visits Per Month - BU Main Sites



	aux.usc.edu	Bookstore	Housing	Hospitality	Transportation	BKS - Other (Flower shop)	Coliseum
■ 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
■ Sep-14	1,096	53,693	25,419	30,941	48,026	392	19,076
■ Oct-14	1,009	40,654	22,264	30,685	42,996	362	13,825
■ Nov-14	975	43,773	26,083	28,182	38,194	401	21,038

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

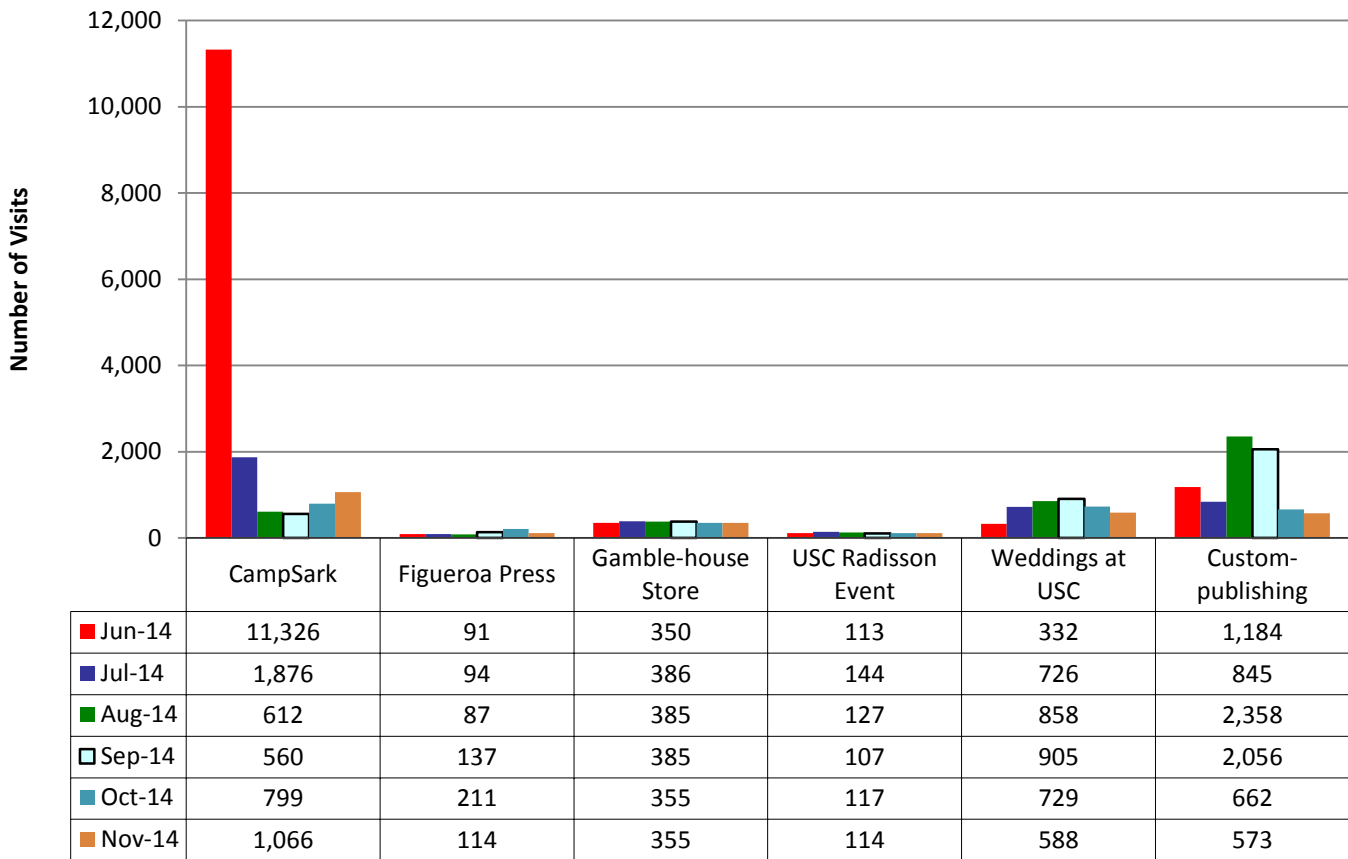
Web Visits Per Month - HSP Micro Sites



	Jun-14	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14
■ McKays	703	623	1,119	1,466	1,038	1,446
■ The Lab	1,291	1,331	1,296	2,576	2,187	3,035
■ Moreton Fig	1,667	1,488	1,486	2,112	1,886	1,871
■ Rosso Oro's Pizzeria	502	547	681	795	884	843
■ Seeds Marketplace	380	434	572	892	898	1,123
■ Traditions	437	455	938	841	1,123	1,677
■ The Edmondson					22	220

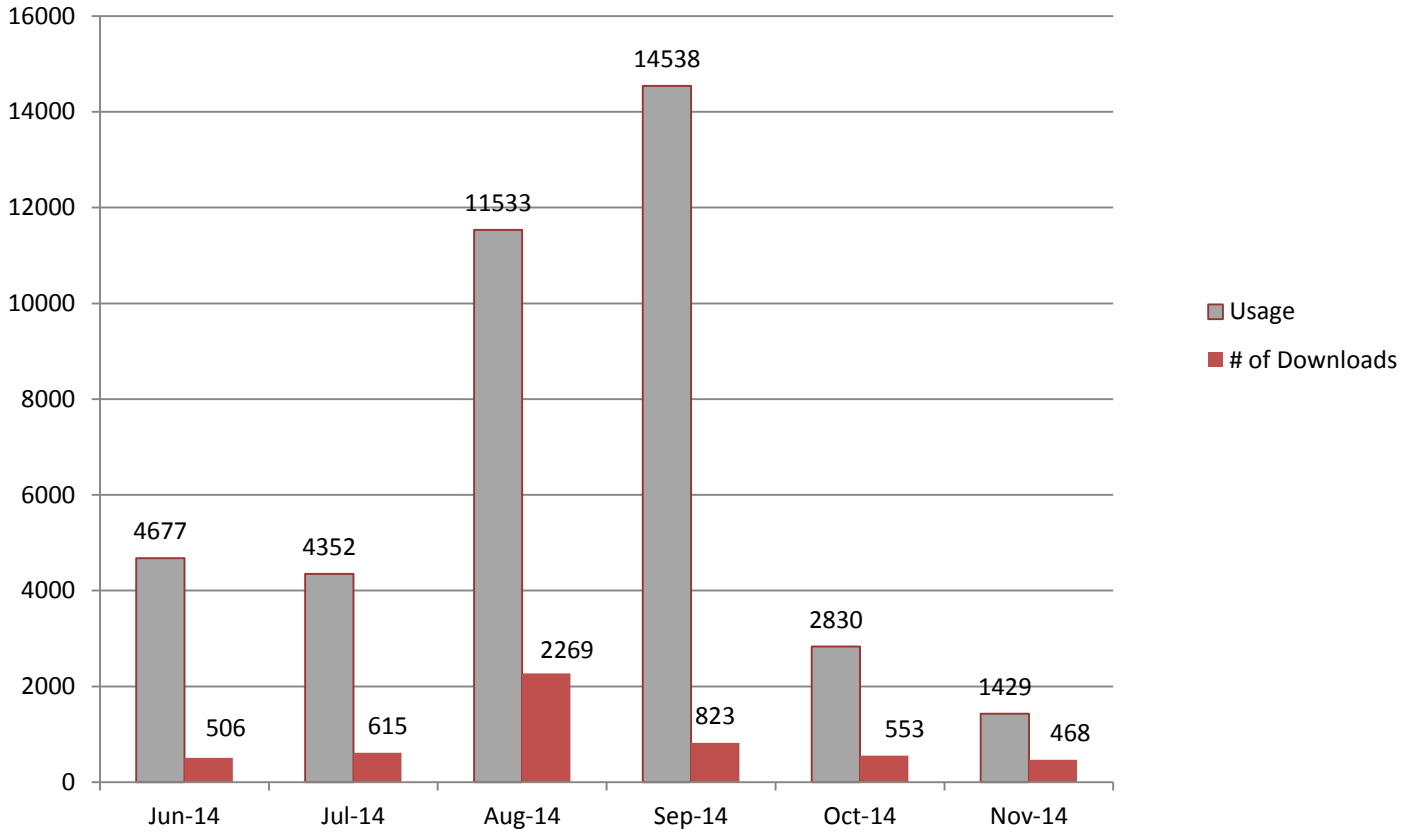
**USC Auxiliary Services IT
Monthly Operations Reports
November 2014**

Web Visits Per Month - Other Sites

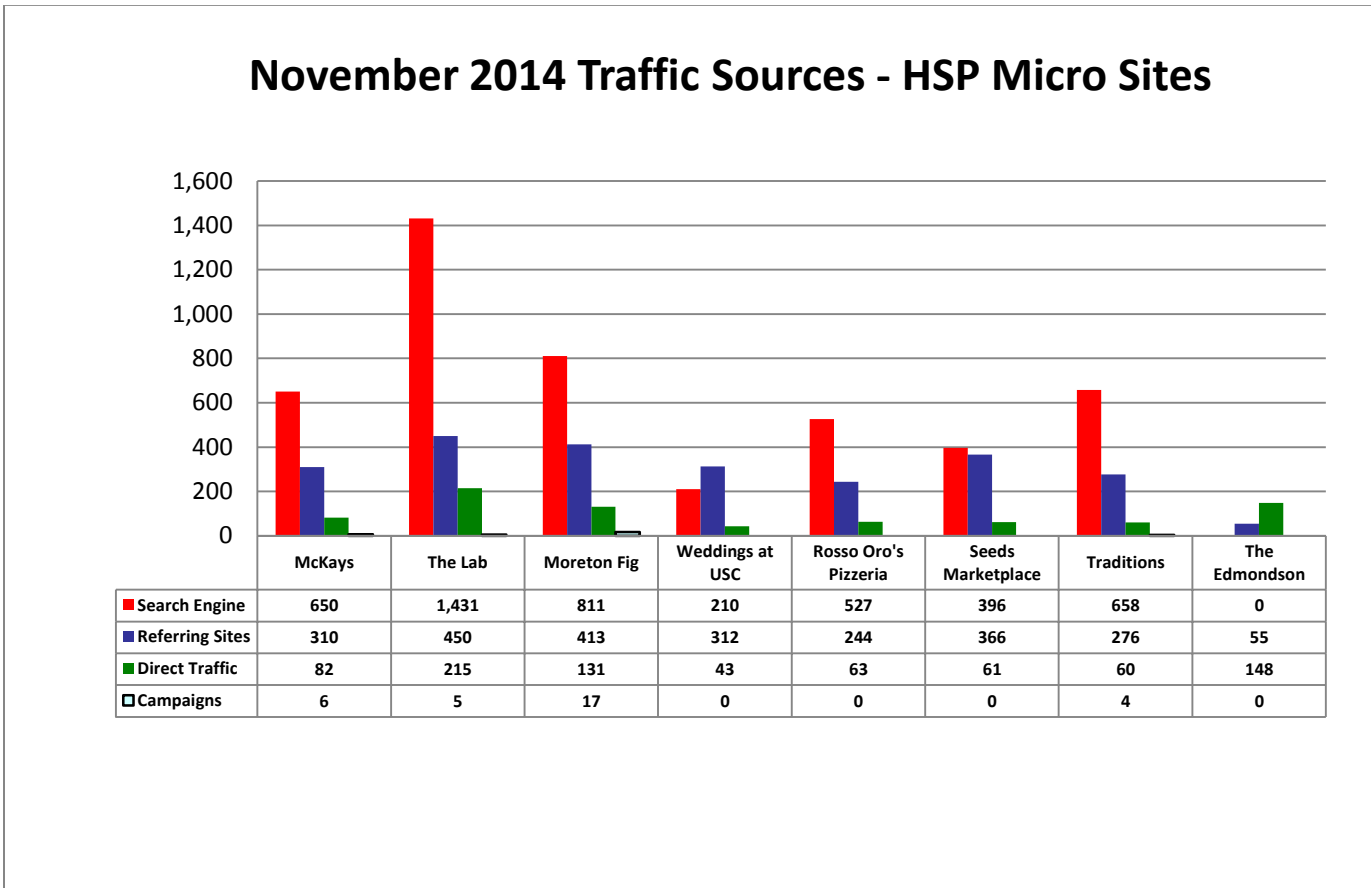
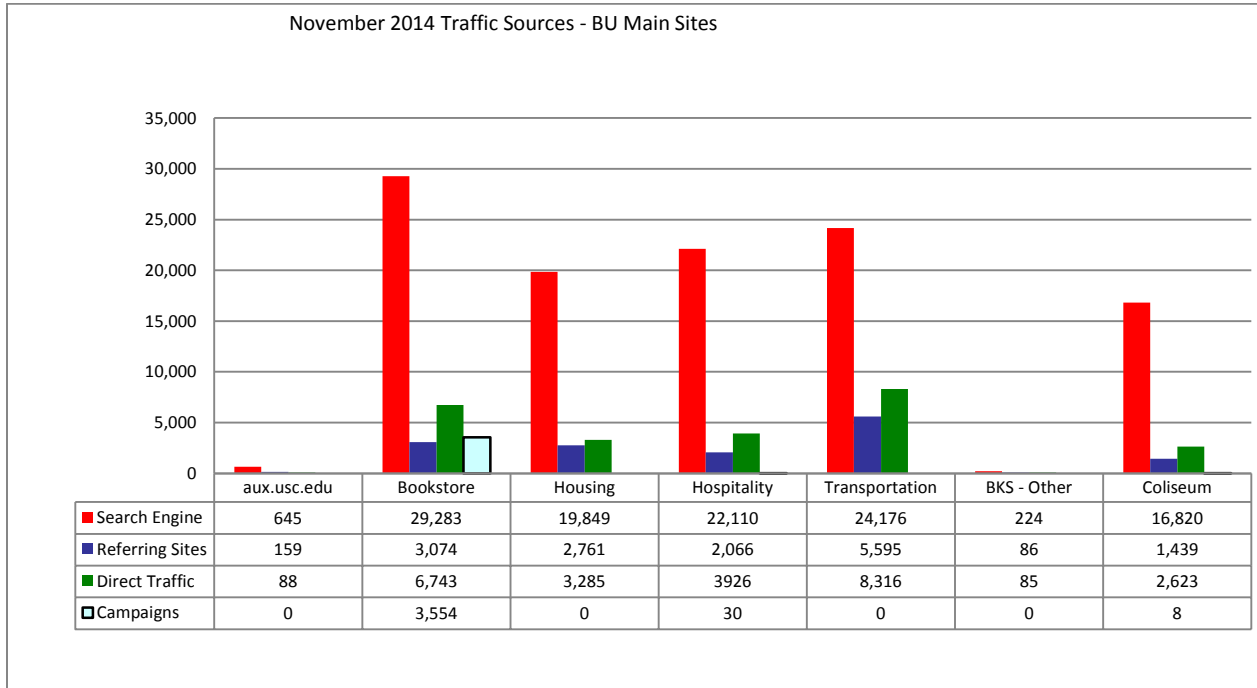


**USC Auxiliary Services IT
Monthly Operations Reports
November 2014**

TSP Mobile App Stats

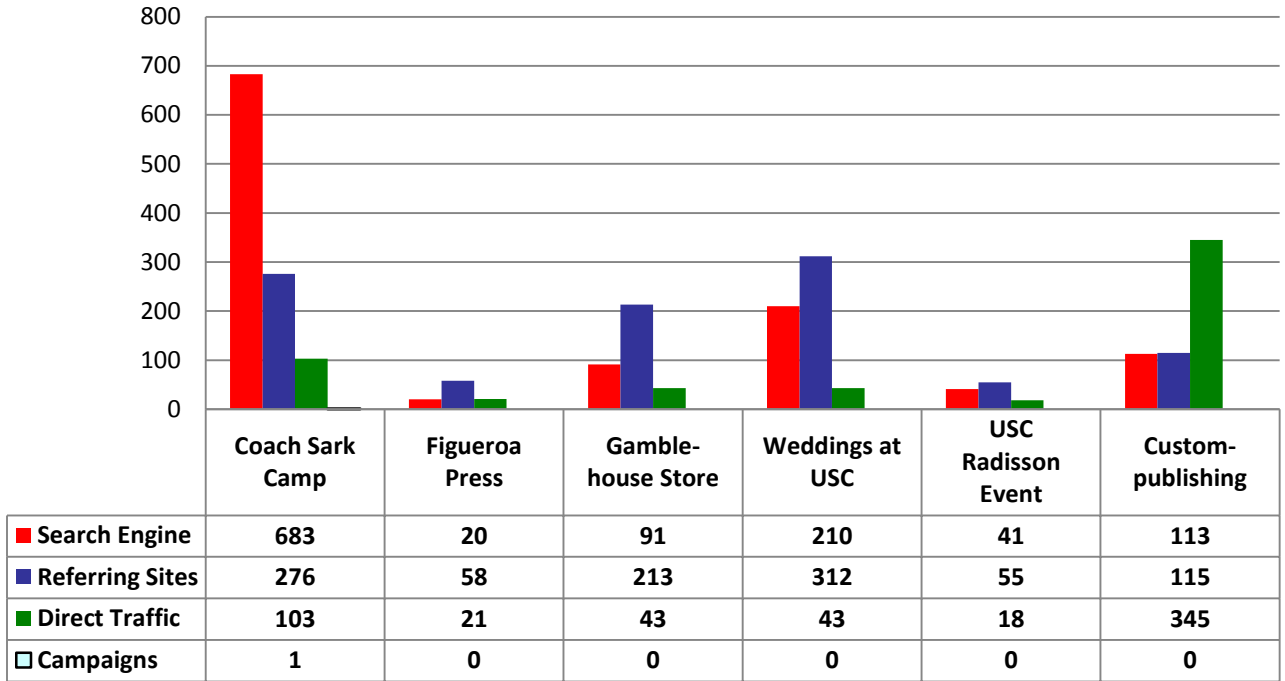


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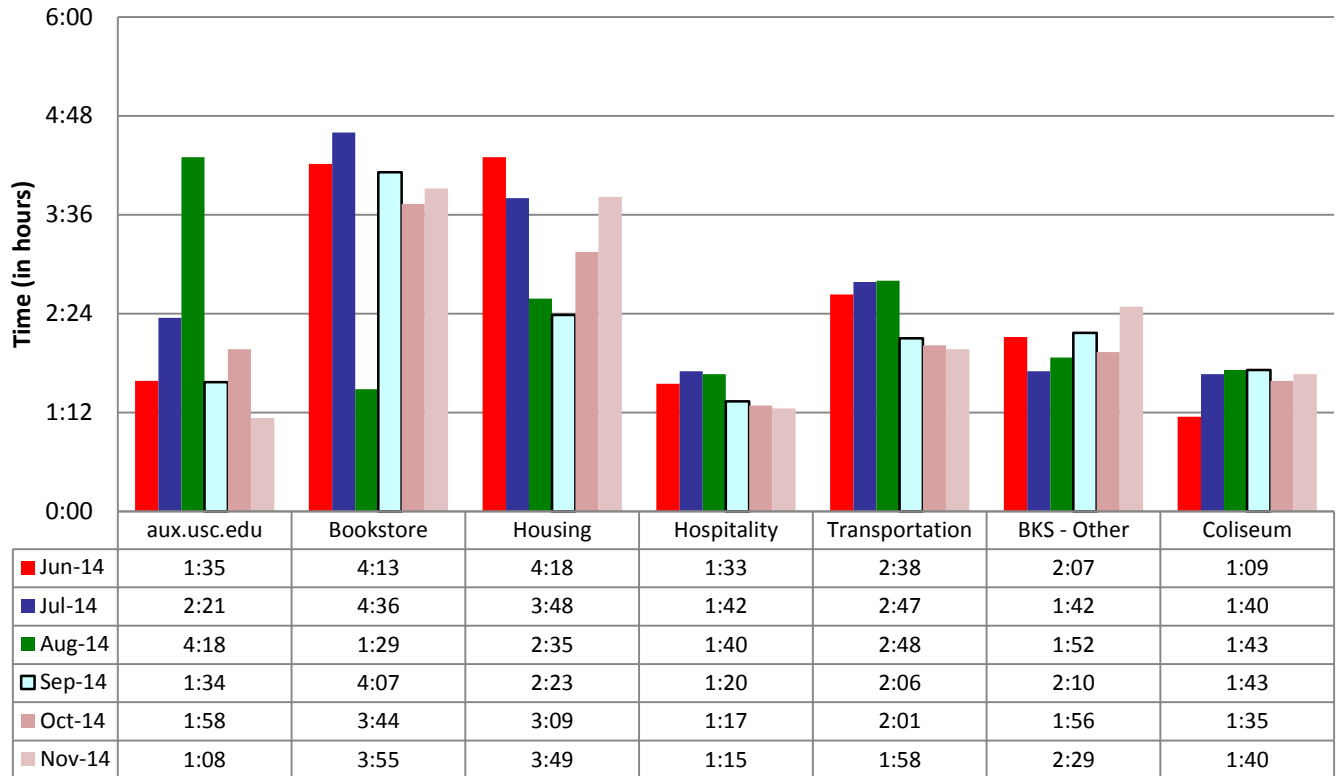
**USC Auxiliary Services IT
Monthly Operations Reports
November 2014**

November 2014 Traffic Sources - Other Sites



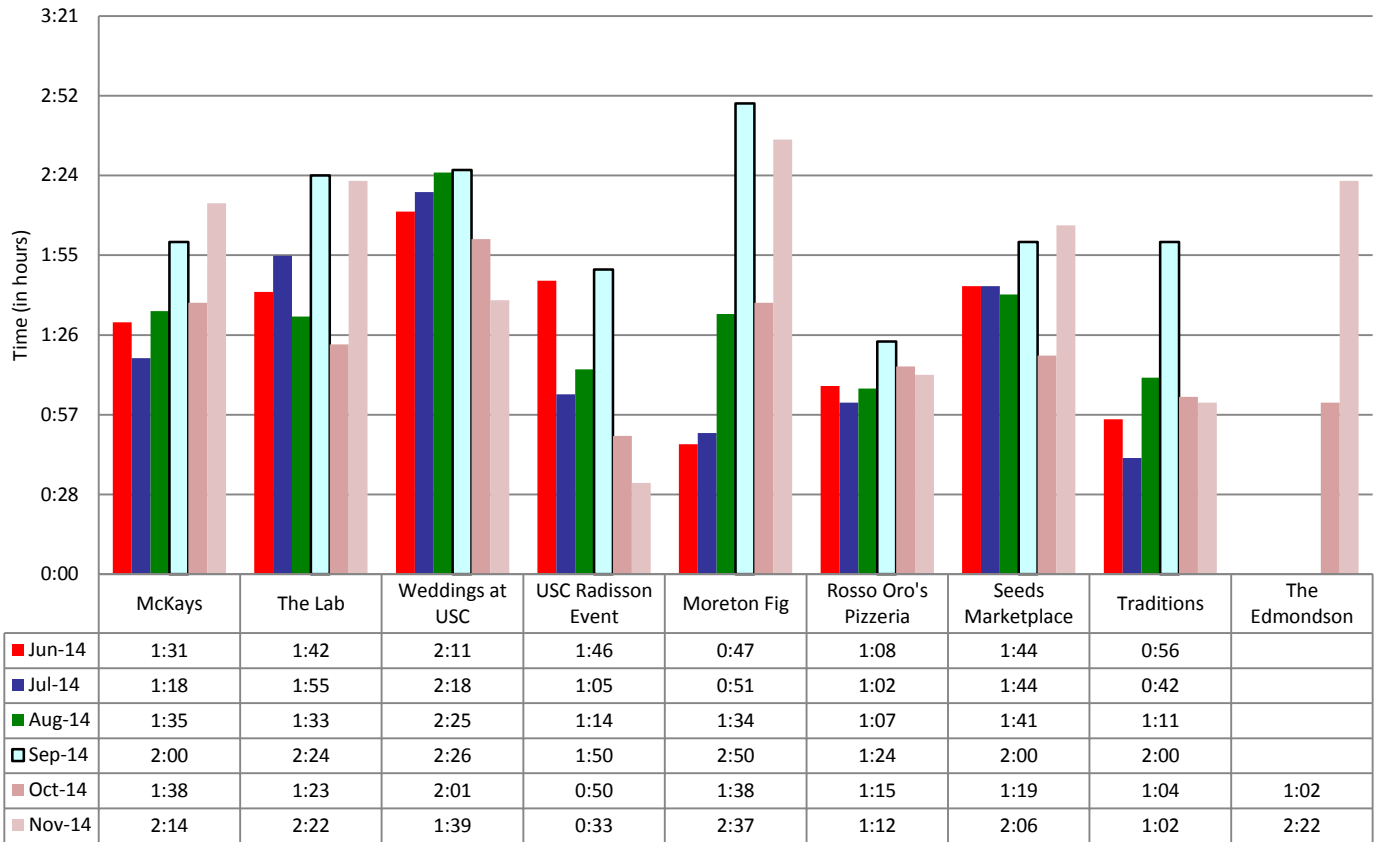
**USC Auxiliary Services IT
Monthly Operations Reports
November 2014**

Average Time Spent on Website - BU Main Sites



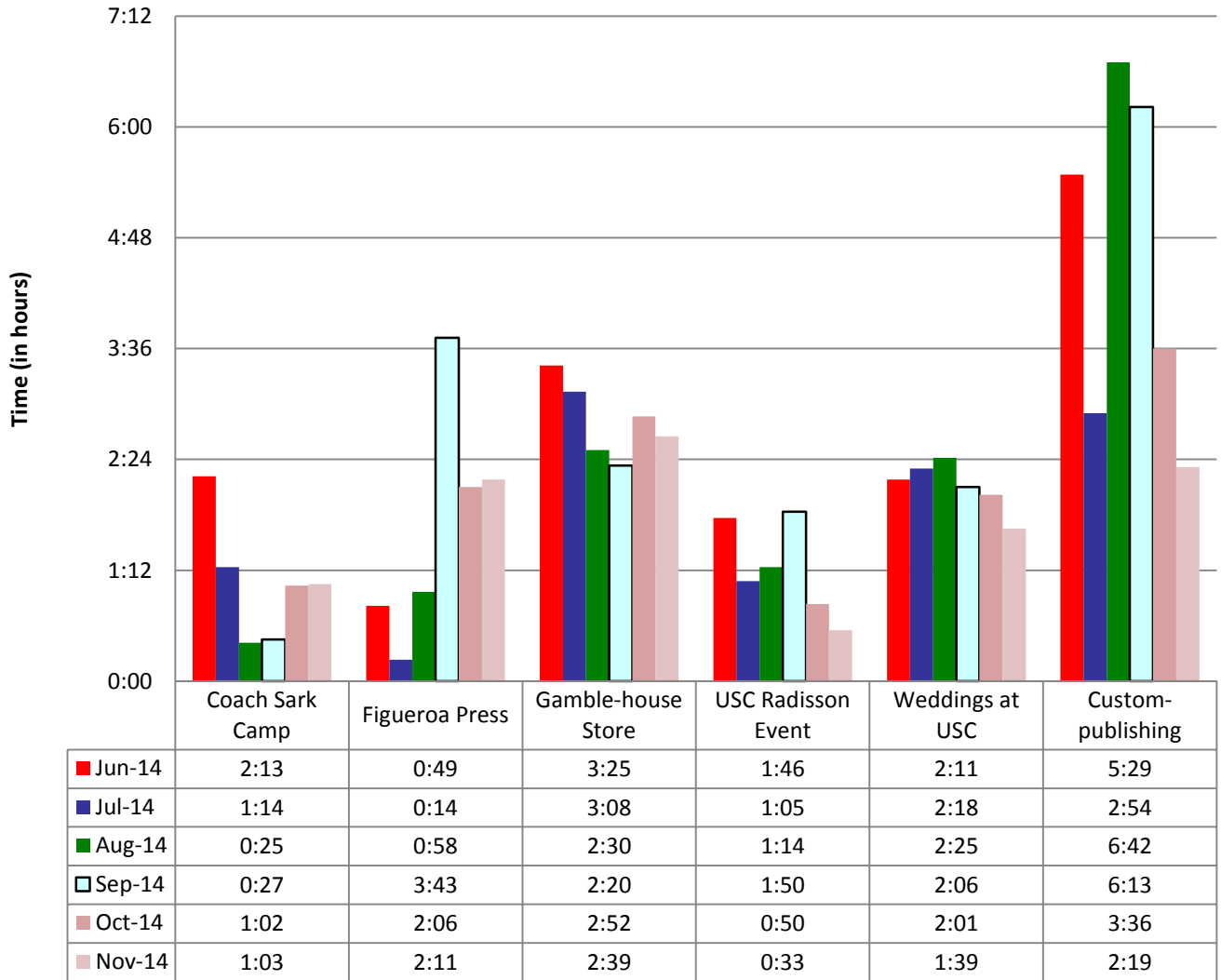
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Average Time Spent on Website - HSP Micro Sites



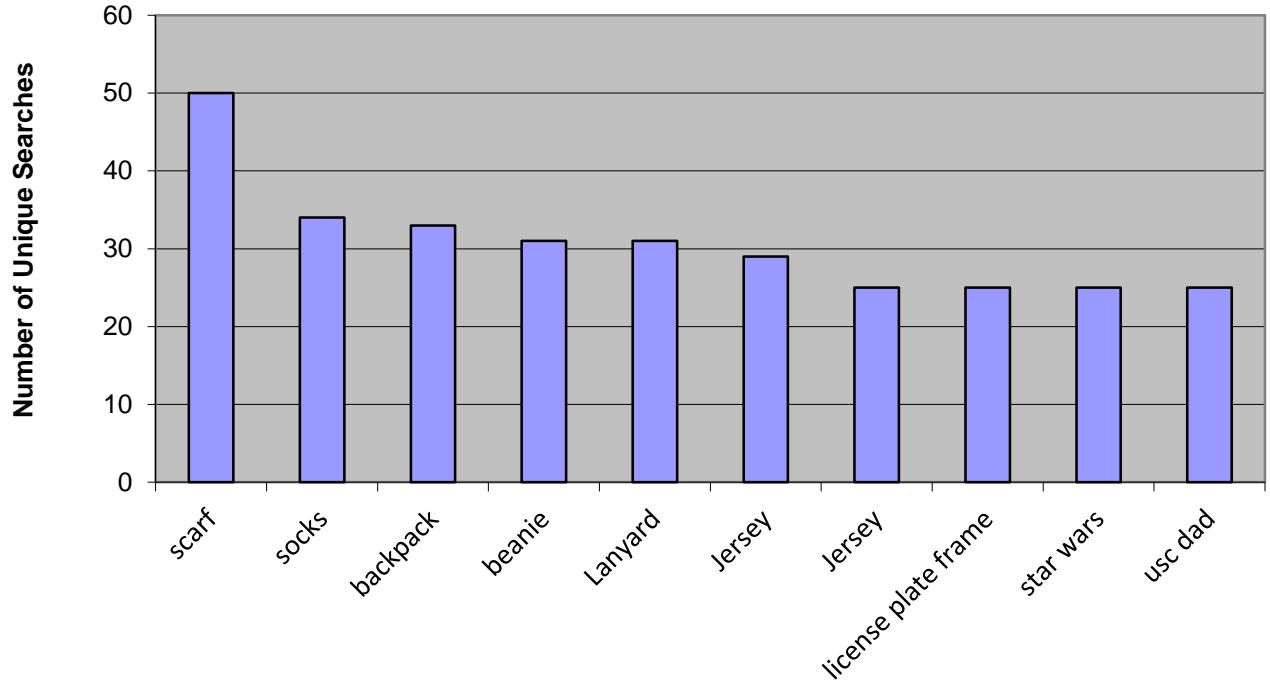
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Monthly Operations Reports
November 2014**

Average Time Spent on Website - Other Sites



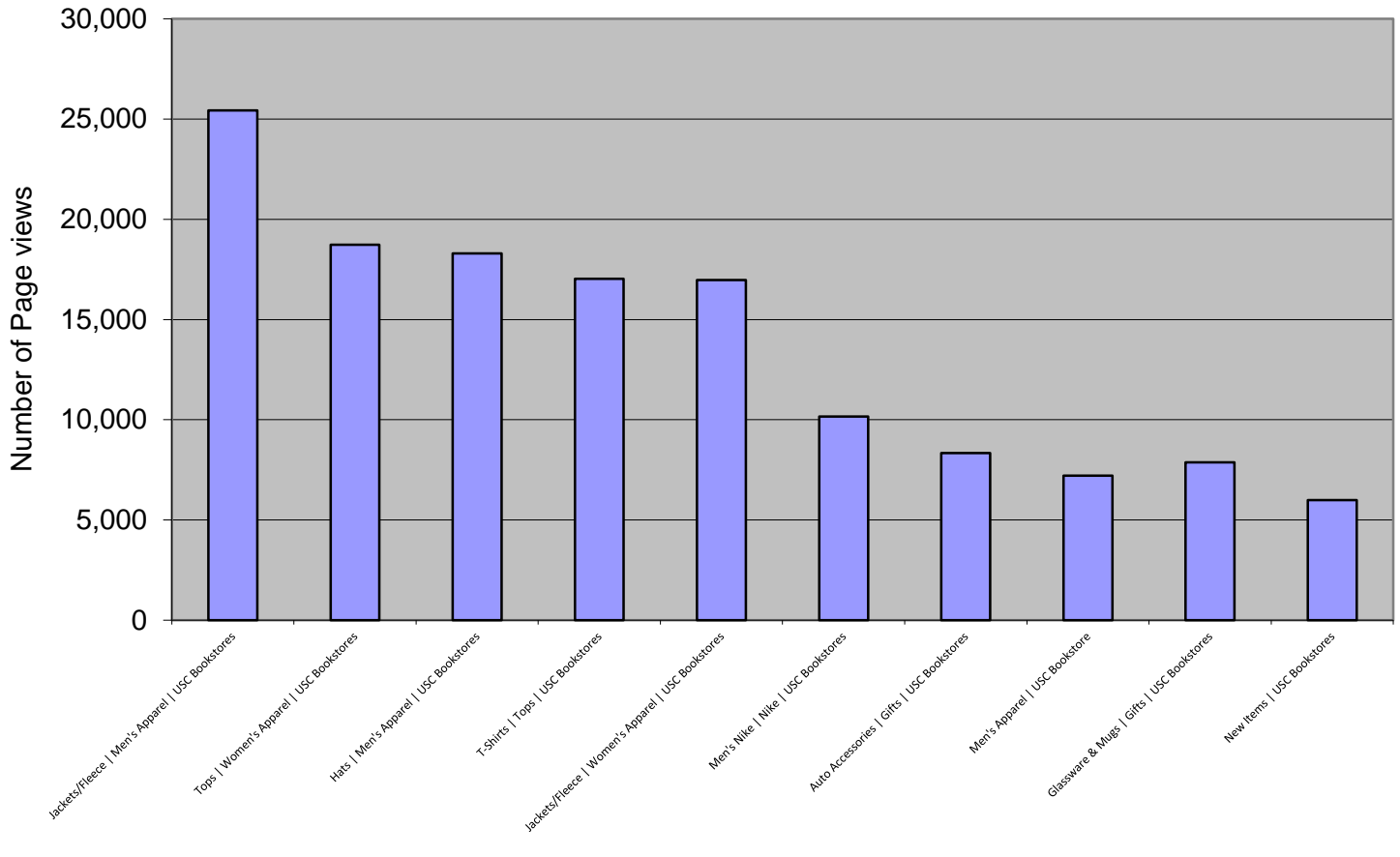
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Monthly Operations Reports
November 2014**

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



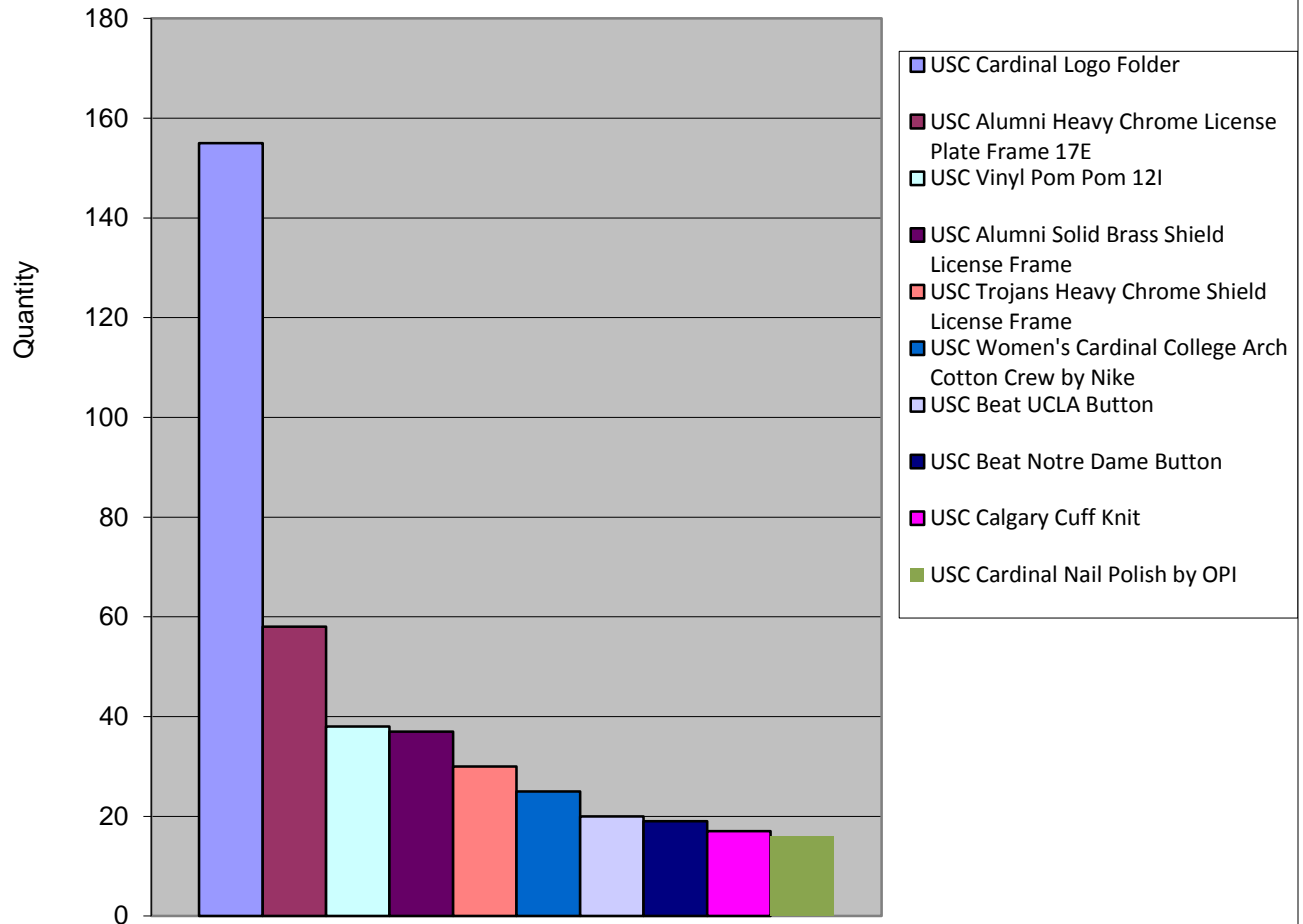
**USC Auxiliary Services IT
Monthly Operations Reports
November 2014**

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



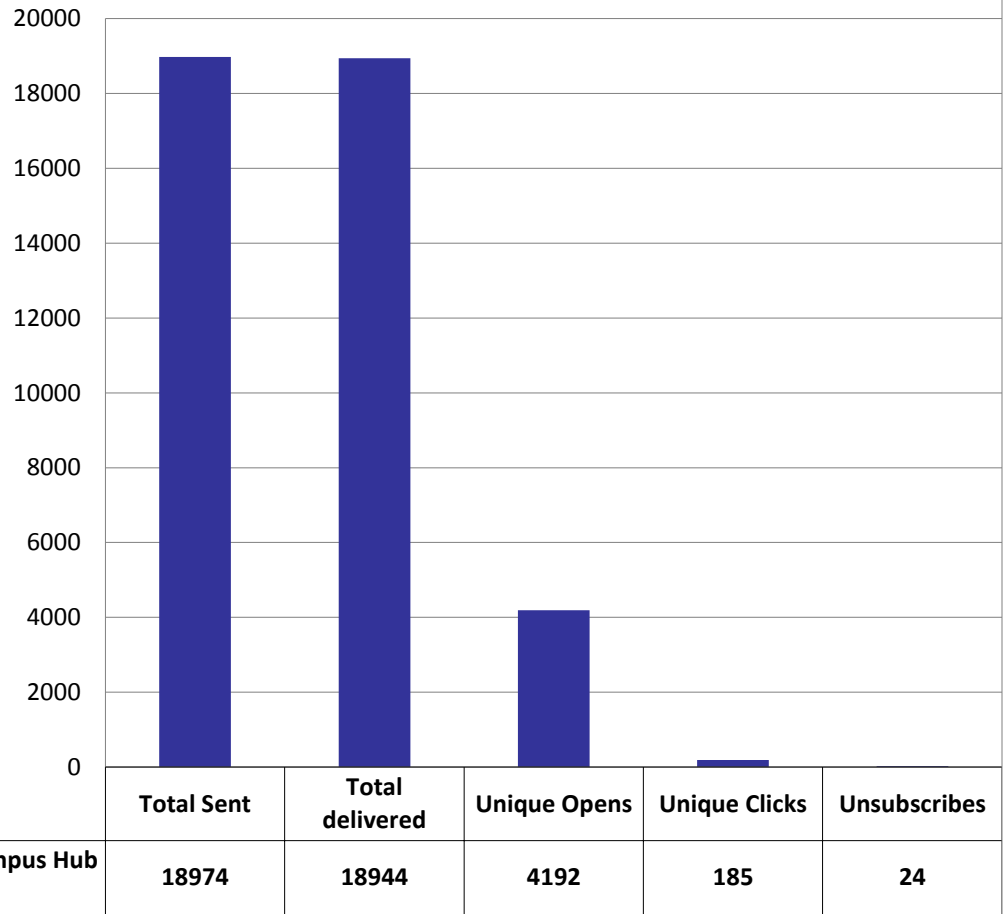
**USC Auxiliary Services IT
Monthly Operations Reports
November 2014**

**Bookstore Charts
10 Most Purchased Products November 2014**



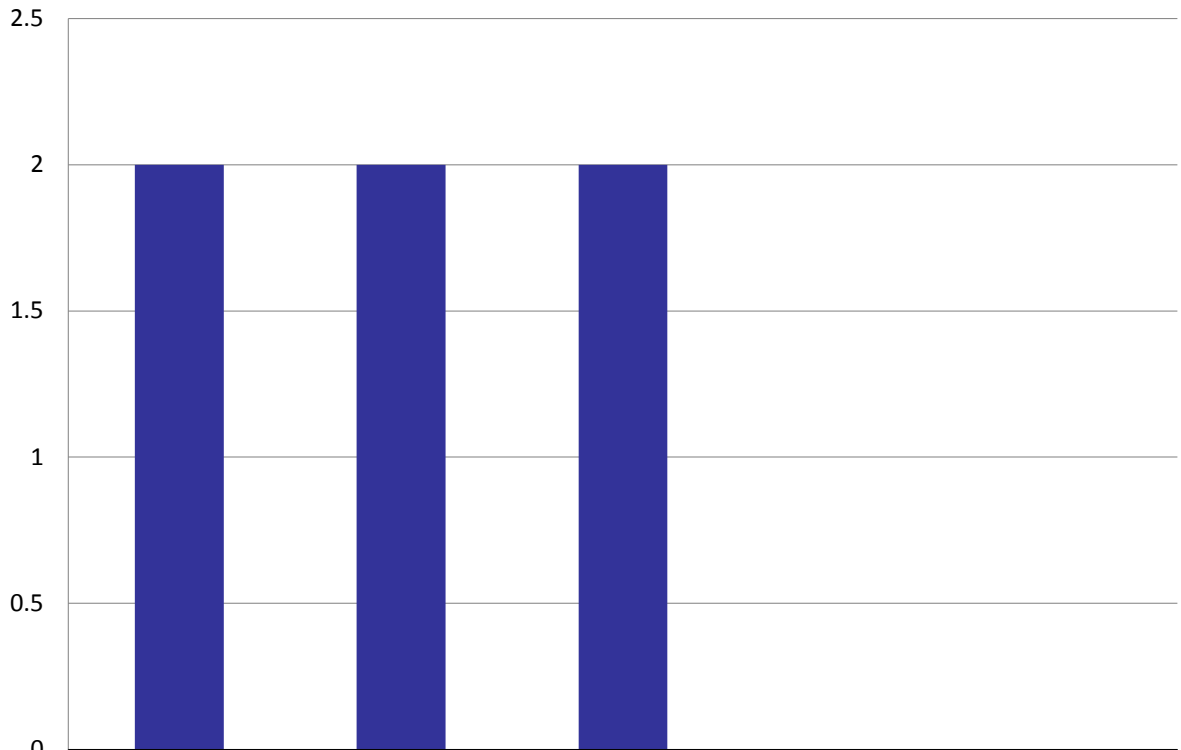
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Monthly Operations Reports
November 2014**

Trojan Family Weekend



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Monthly Operations Reports
November 2014**

The Edmondson Faculty Center - Now Open!

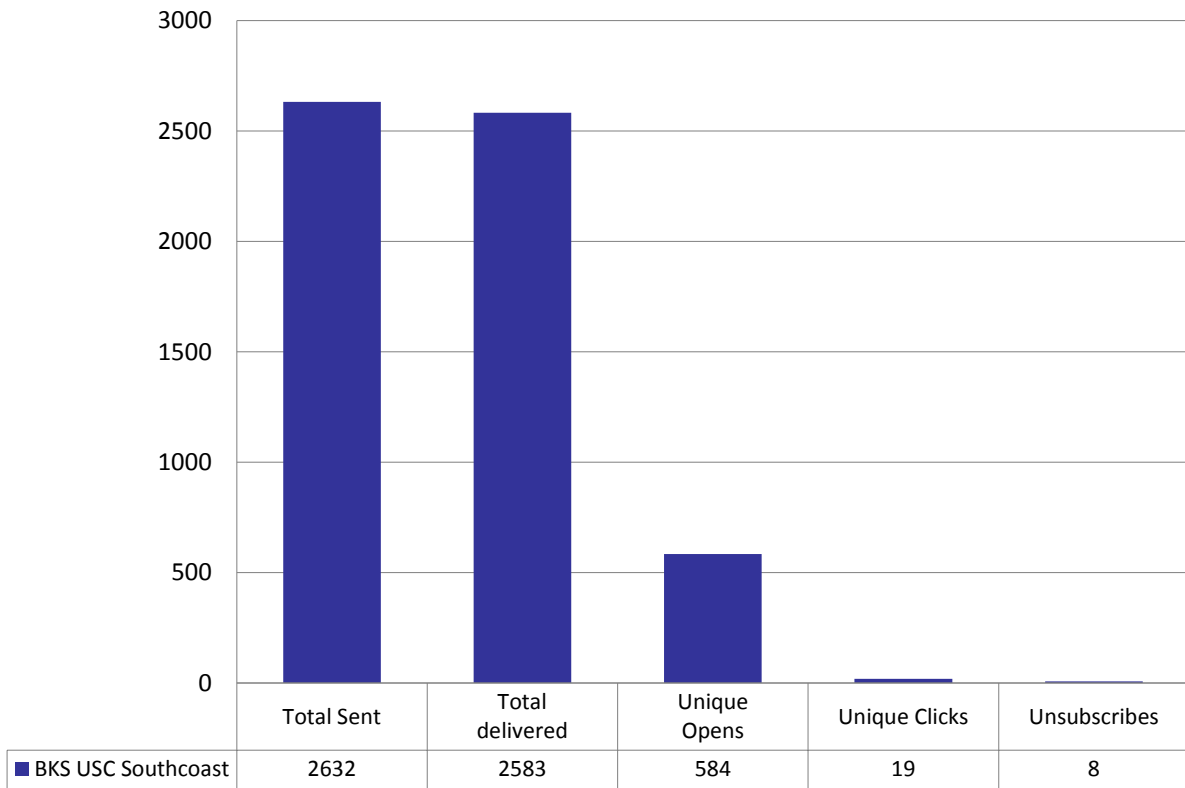


	Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
■ The Edmondson	2	2	2	0	0



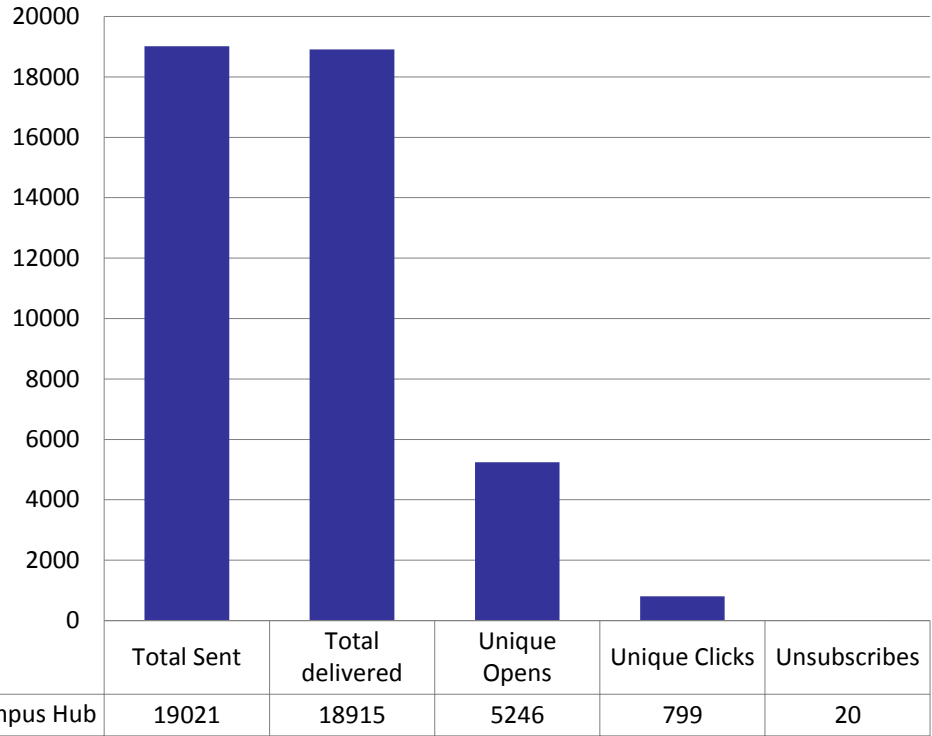
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Monthly Operations Reports
November 2014**

Book Signing at USC Collections



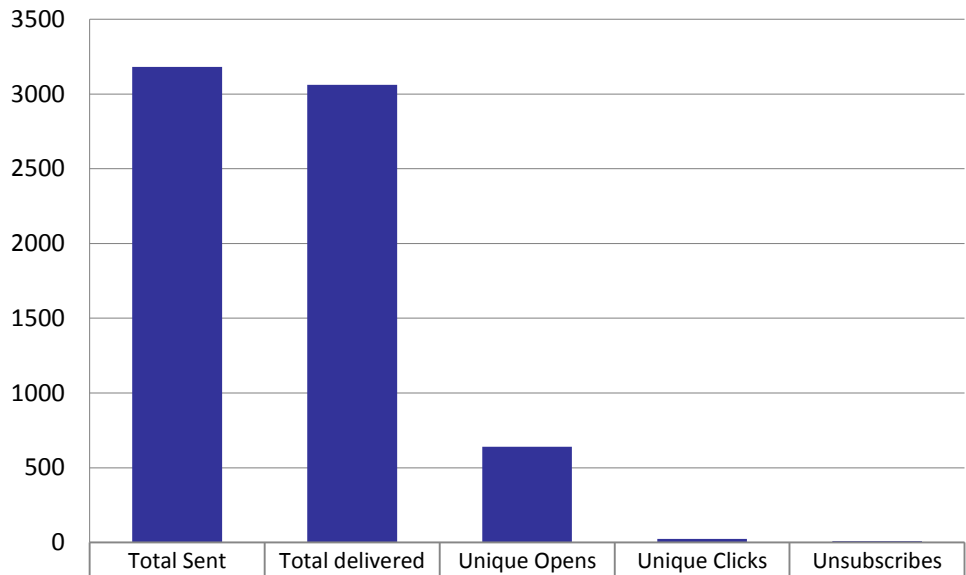
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Monthly Operations Reports
November 2014**

USC OGIO Bags



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November 2014**

November 13th Game Day Hours - Beat Call!

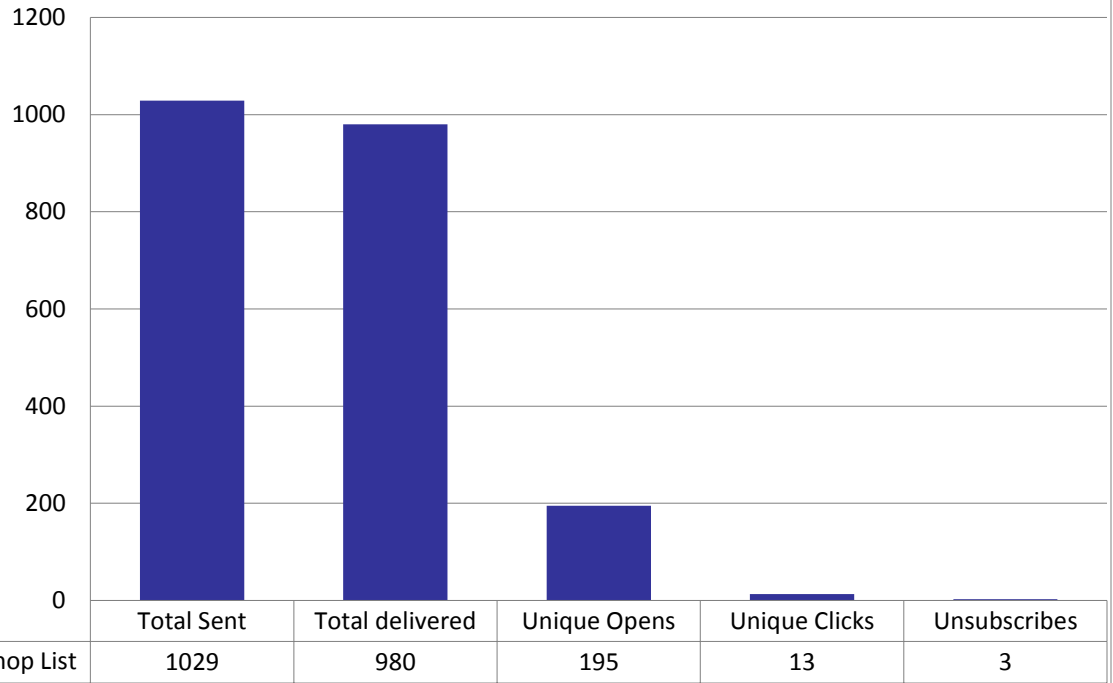


■ Aux Emp, HSP Primary, Moreton Fig Primary List, HSP Retail Dining Pros, HSP Rest Newsltrs

Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
3182	3062	641	24	10

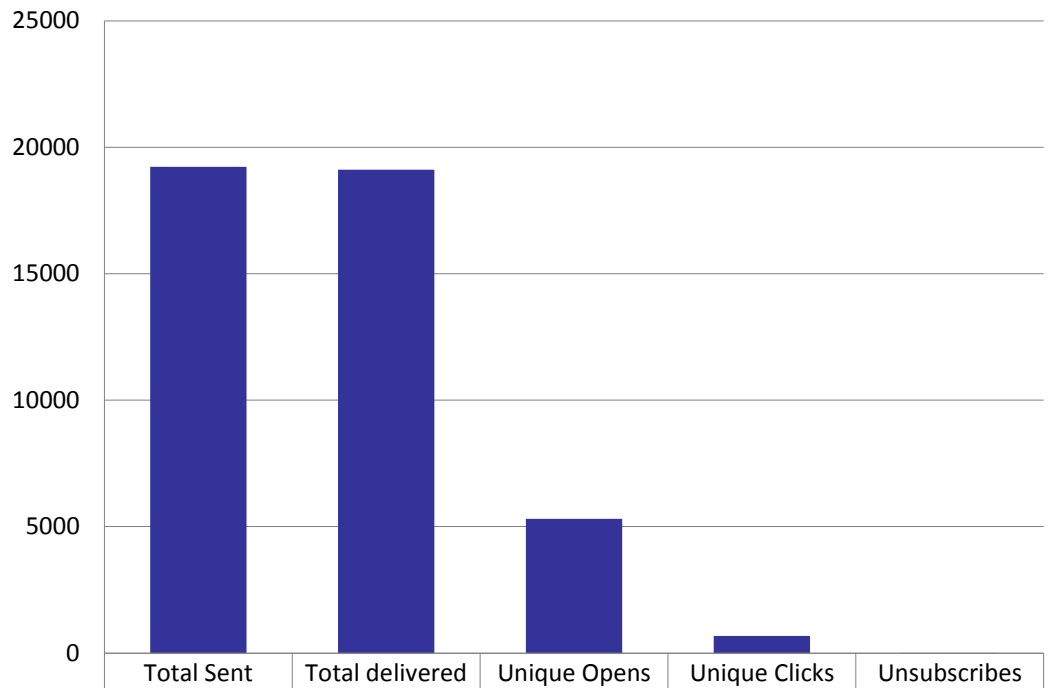
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Monthly Operations Reports
November 2014**

HSC Bookstore Annual Bookfair November 17-21



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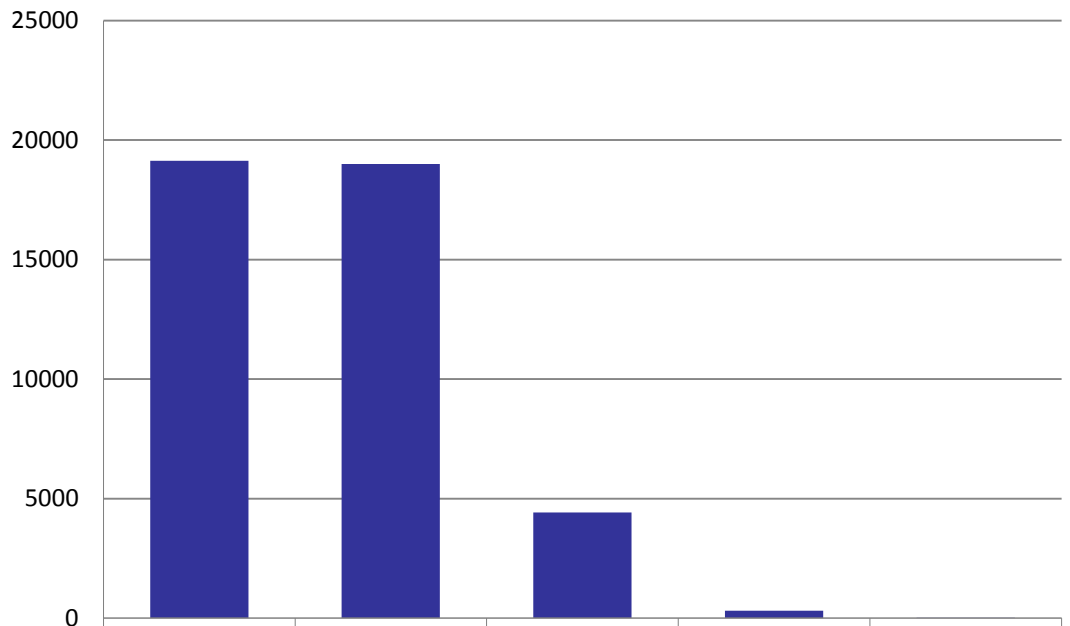
Beat UCLA!



■ USC Collections List (South Coast), BKS USC Bookstores with Campus Hub	19226	19110	5308	684	15
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Beat Notre Dame!



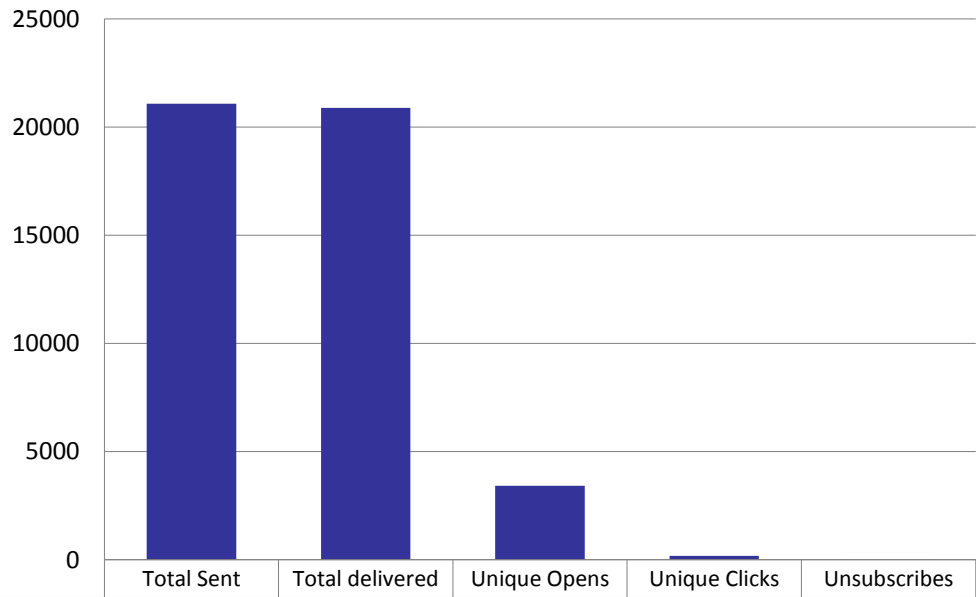
■ USC Collections List (South Coast), BKS
USC Bookstores with Campus Hub

Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
19134	18996	4426	310	20



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Monthly Operations Reports
November 2014**

Give the gift of reading to your children this holiday season!



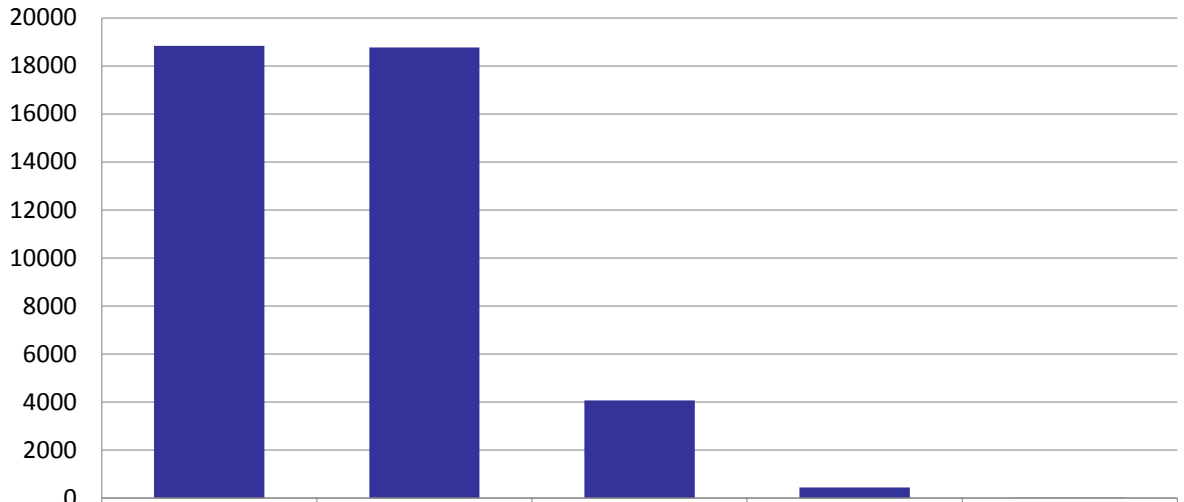
■ Books List, HSC Gift Shop List, Auxiliary Employee List, UPC VIP, Gift Shop - 2nd Floor List, BKS USC Bookstores with Campus Hub

Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
21087	20888	3427	178	14



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Monthly Operations Reports
November 2014**

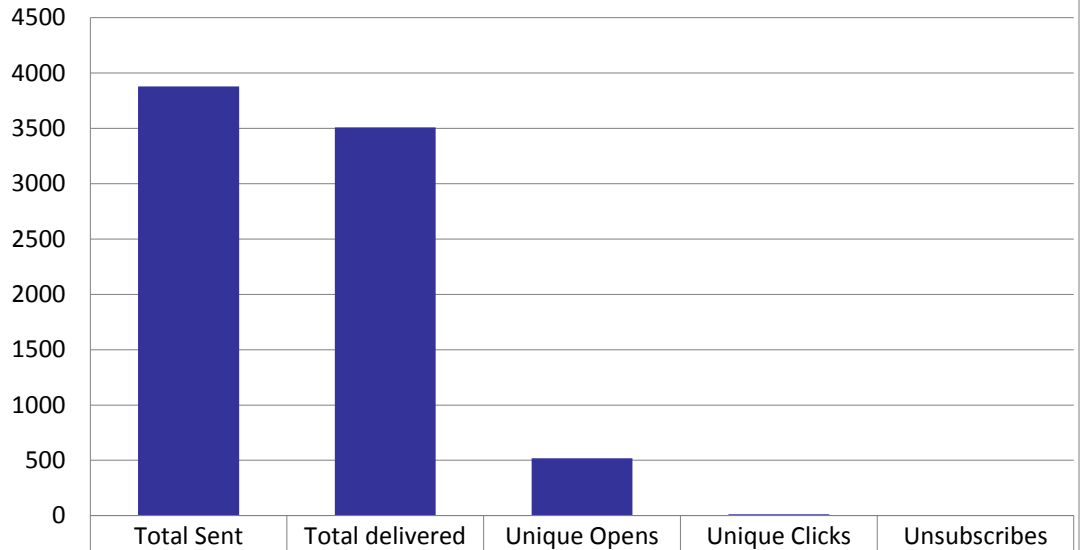
Free Shipping



	Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
■ BKS USC Bookstores with Campus Hub	18838	18769	4059	439	13

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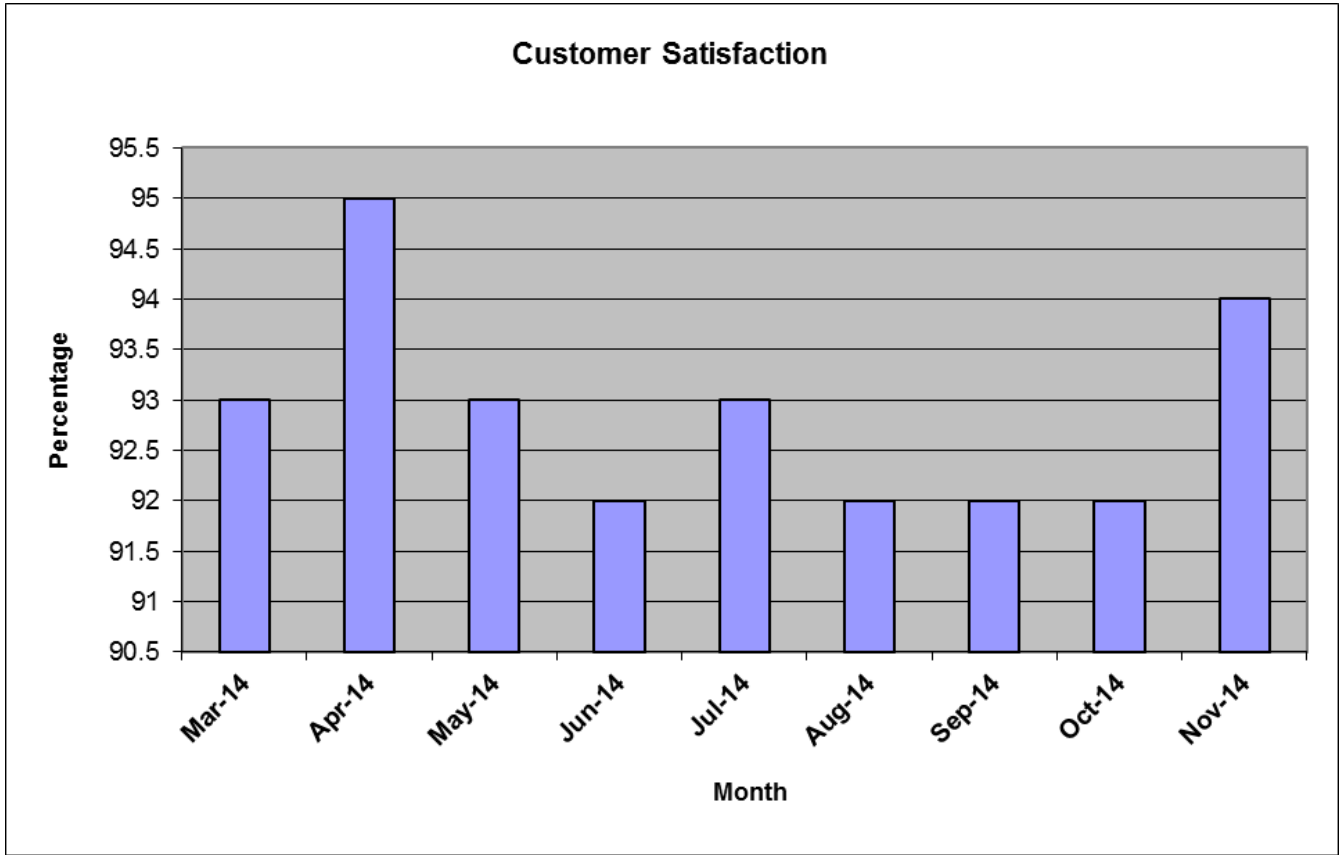
November 29th Game Day Hours - Beat Notre Dame!



■ Auxiliary Employee List, HSP Primary, Moreton Fig Primary List, HSP Retail Dining Prospects, HSP Restaurant Newsletters

Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
3880	3509	519	12	5

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THANK YOU!!

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