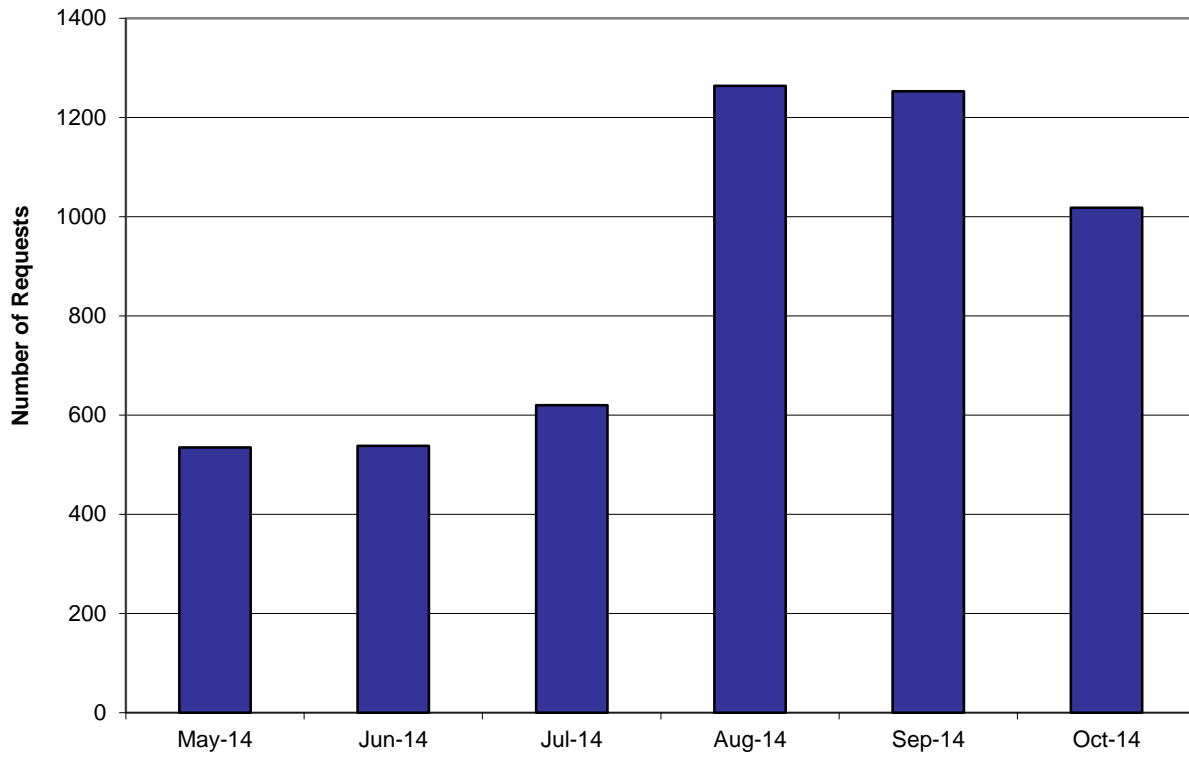


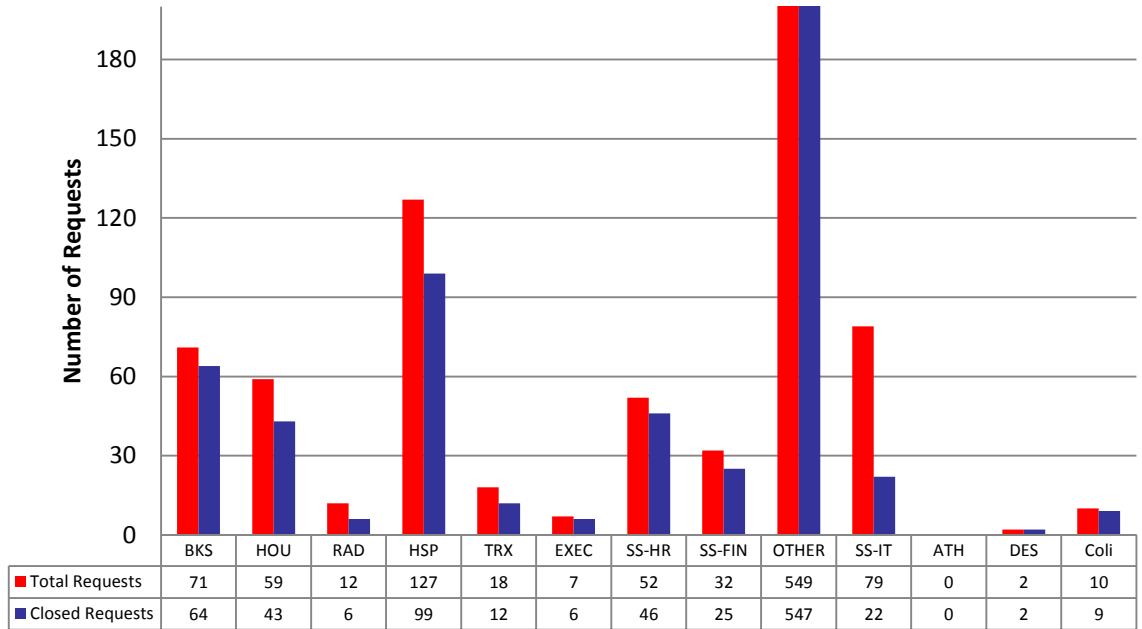
**USC Auxiliary Services IT  
Monthly Operations Reports  
October 2014**

**Total New Requests**



# USC Auxiliary Services IT Monthly Operations Reports October 2014

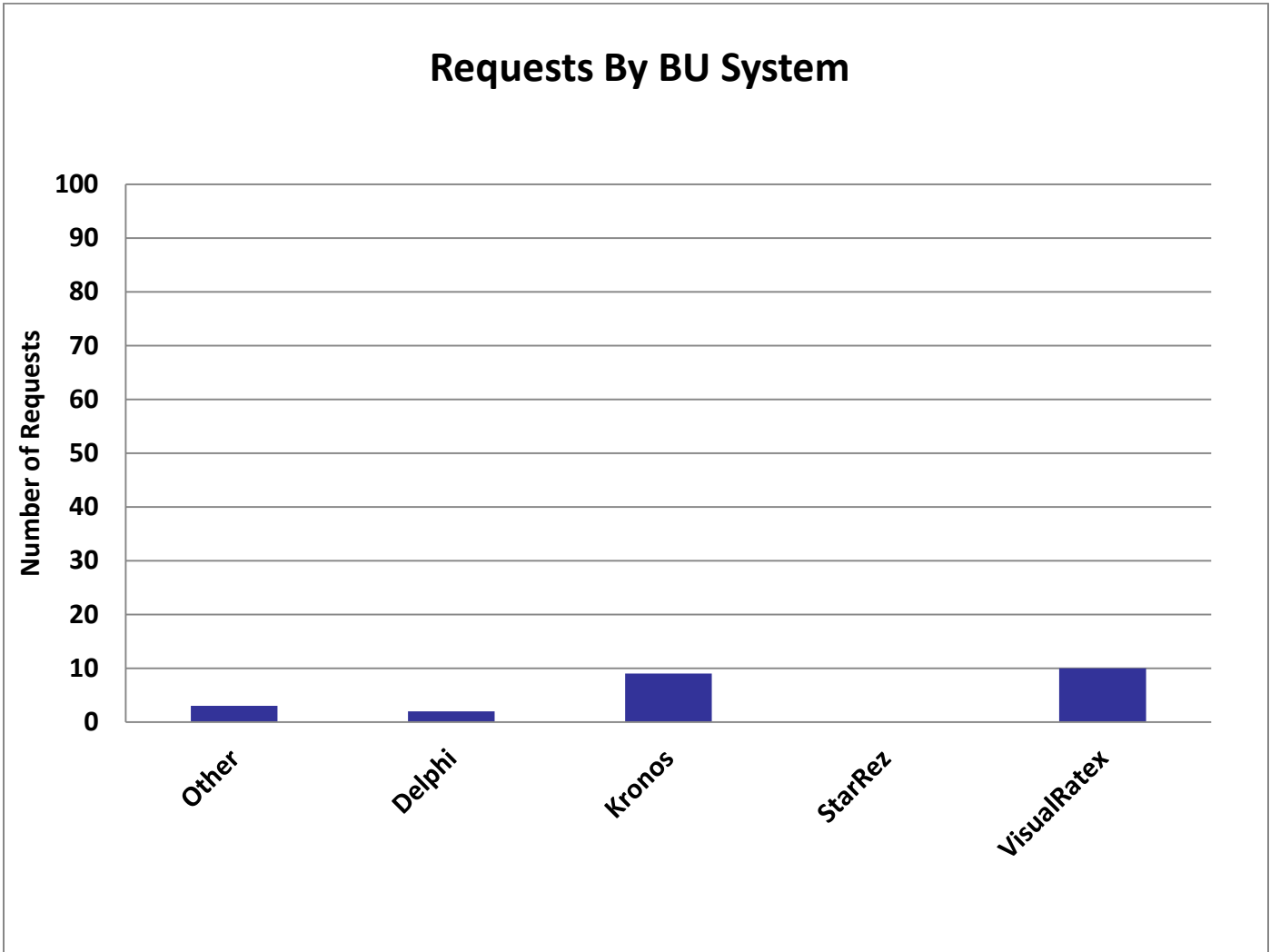
## Total New Vs Closed Requests



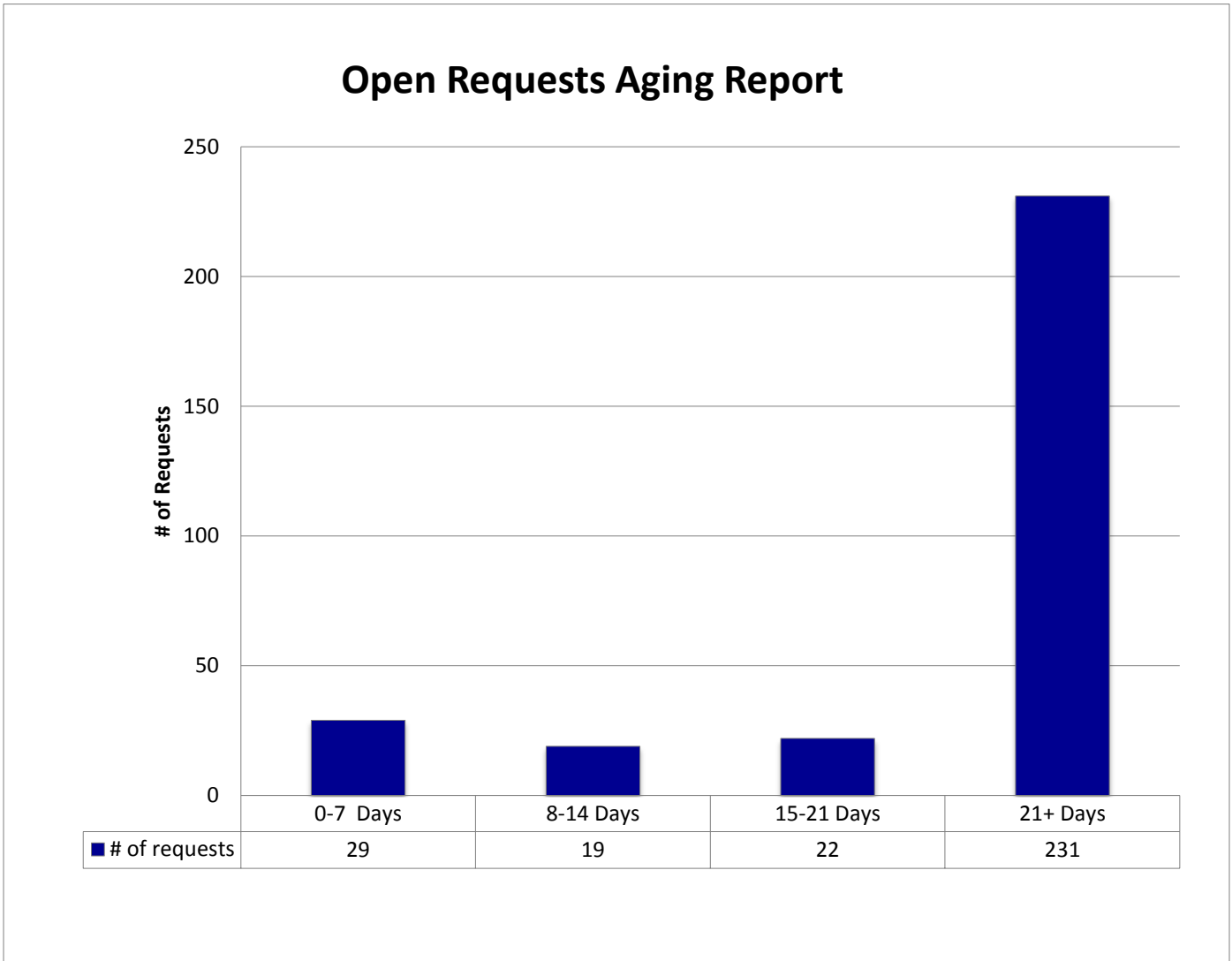
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**USC Auxiliary Services IT  
Monthly Operations Reports  
October 2014**



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



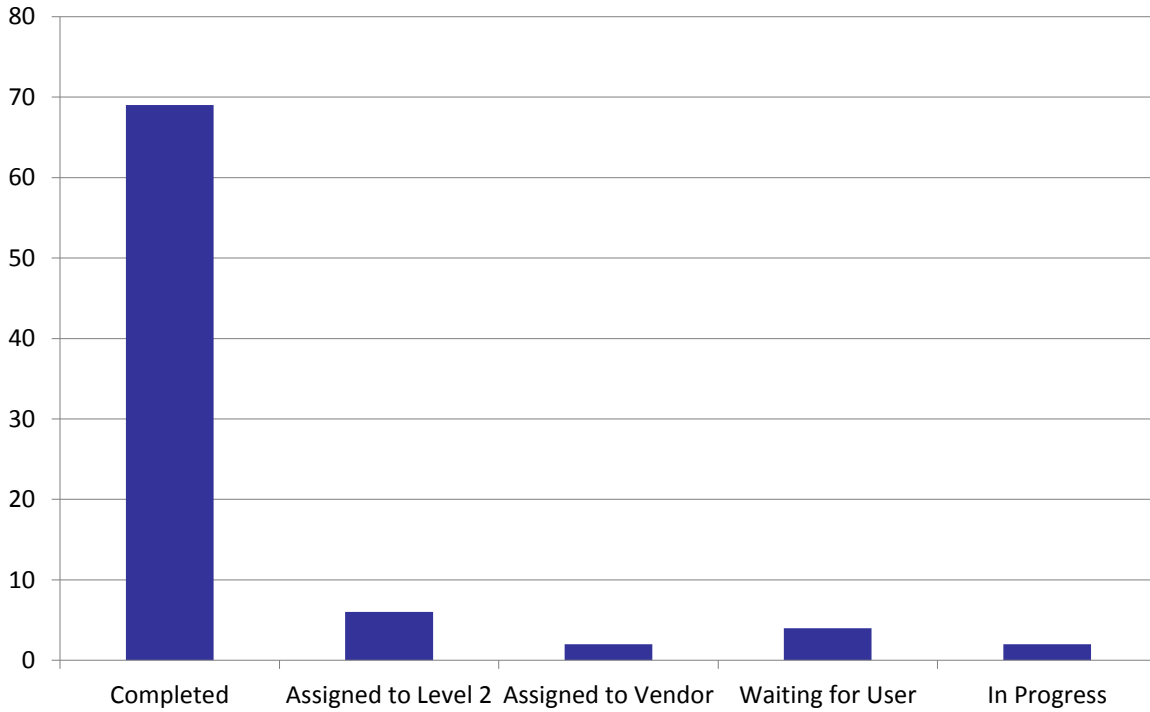
Confidential

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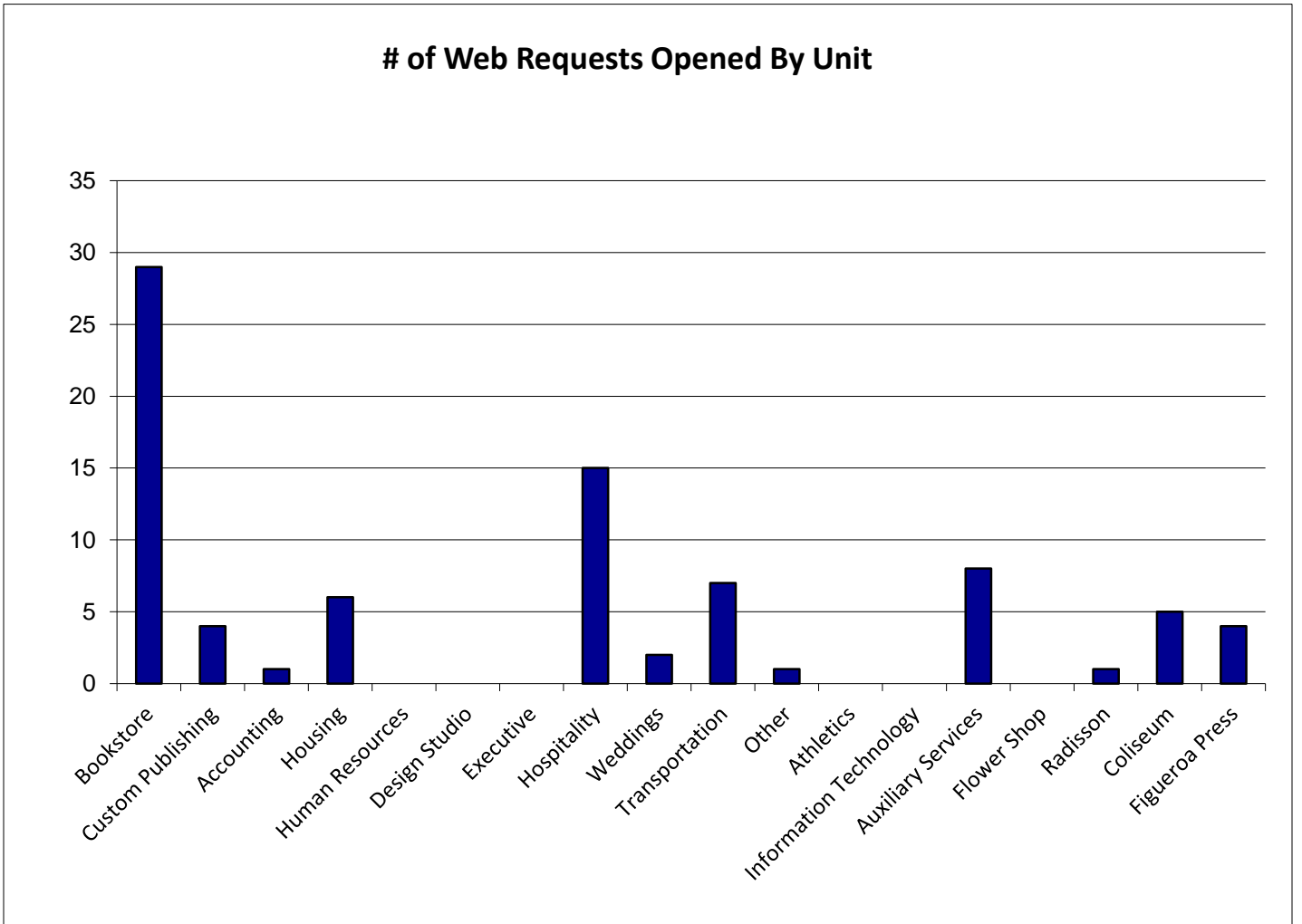
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**USC Auxiliary Services IT  
Monthly Operations Reports  
October 2014**

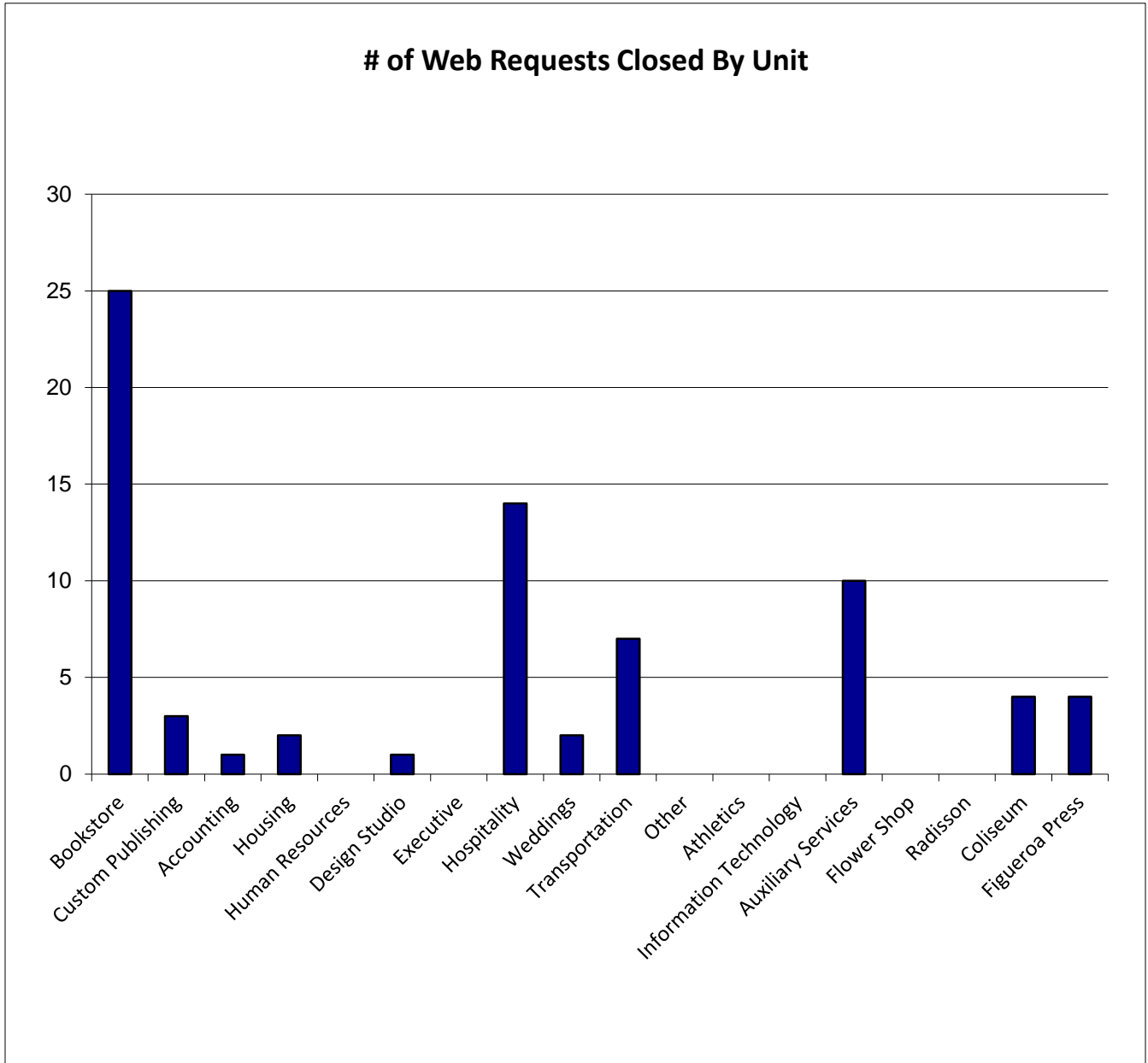
**# of Web Requests Opened By Status**



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

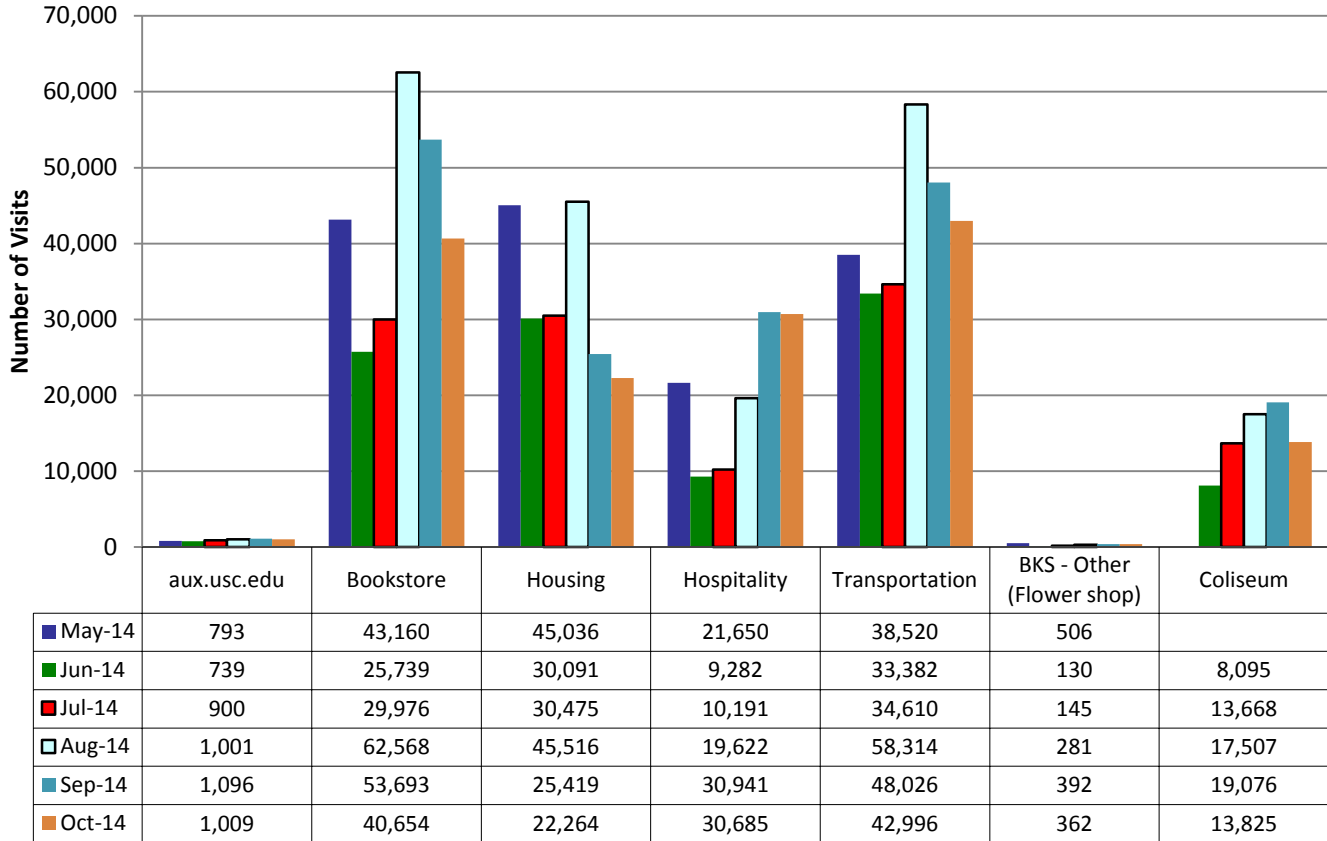


**USC Auxiliary Services IT  
Monthly Operations Reports  
October 2014**



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

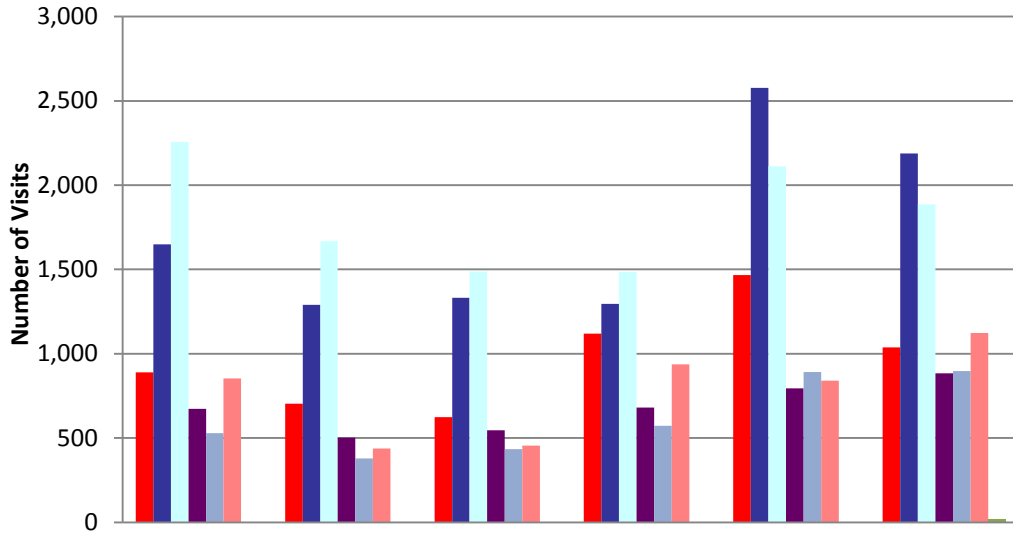
**Web Visits Per Month - BU Main Sites**





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

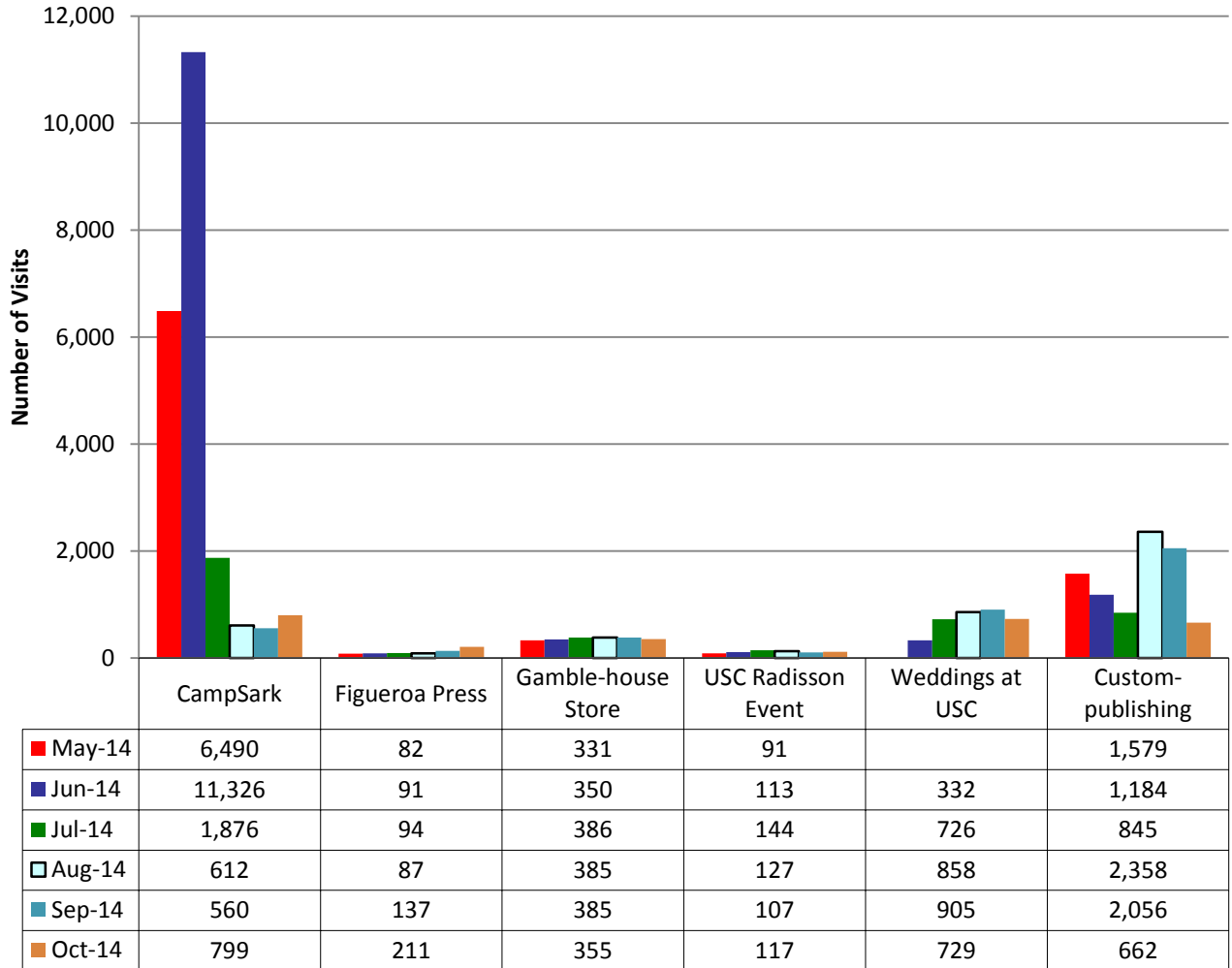
**Web Visits Per Month - HSP Micro Sites**



	May-14	Jun-14	Jul-14	Aug-14	Sep-14	Oct-14
■ McKays	890	703	623	1,119	1,466	1,038
■ The Lab	1,648	1,291	1,331	1,296	2,576	2,187
■ Moreton Fig	2,256	1,667	1,488	1,486	2,112	1,886
■ Rosso Oro's Pizzeria	674	502	547	681	795	884
■ Seeds Marketplace	529	380	434	572	892	898
■ Traditions	854	437	455	938	841	1,123
■ The Edmondson						22

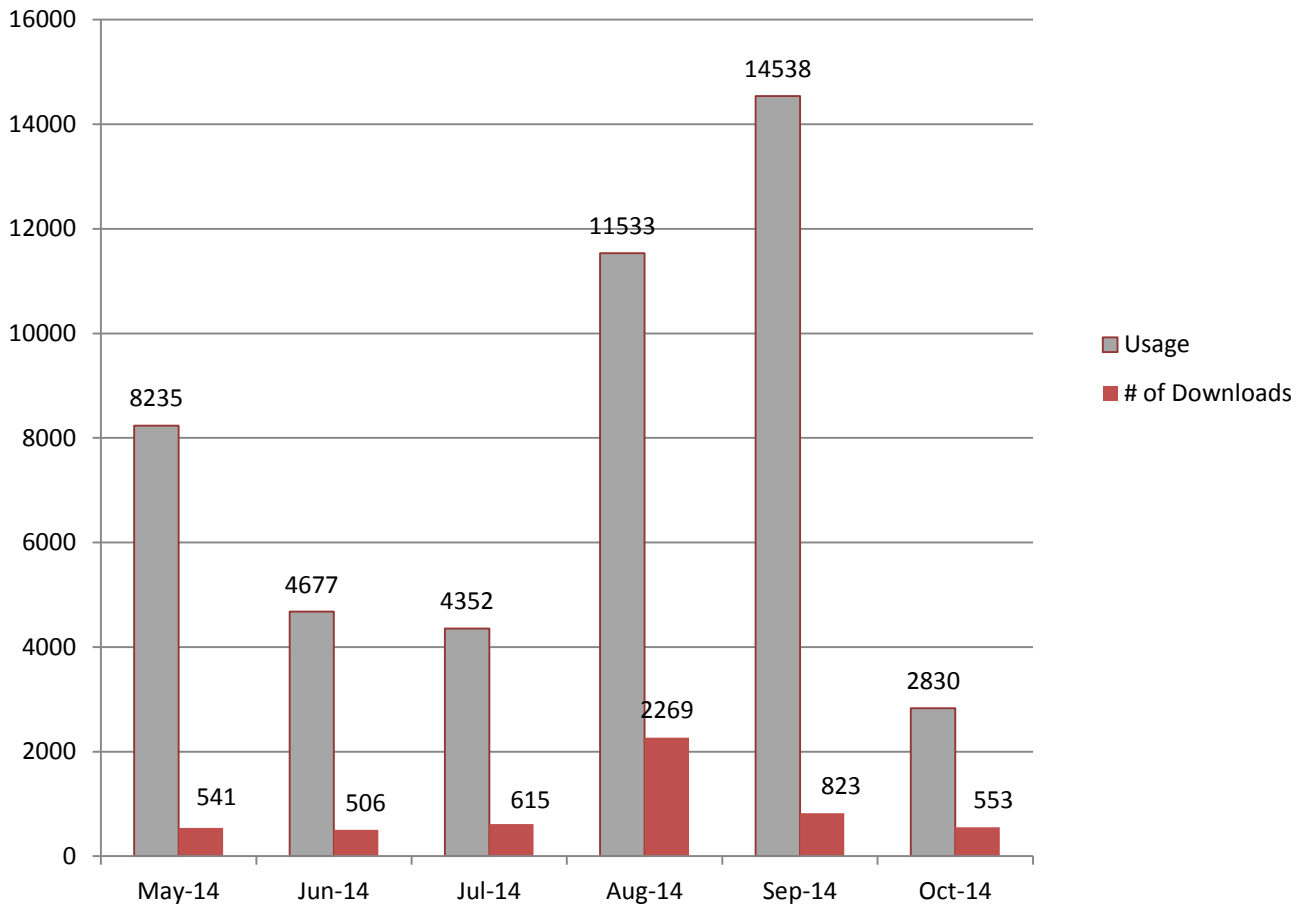
**USC Auxiliary Services IT  
Monthly Operations Reports  
October 2014**

**Web Visits Per Month - Other Sites**



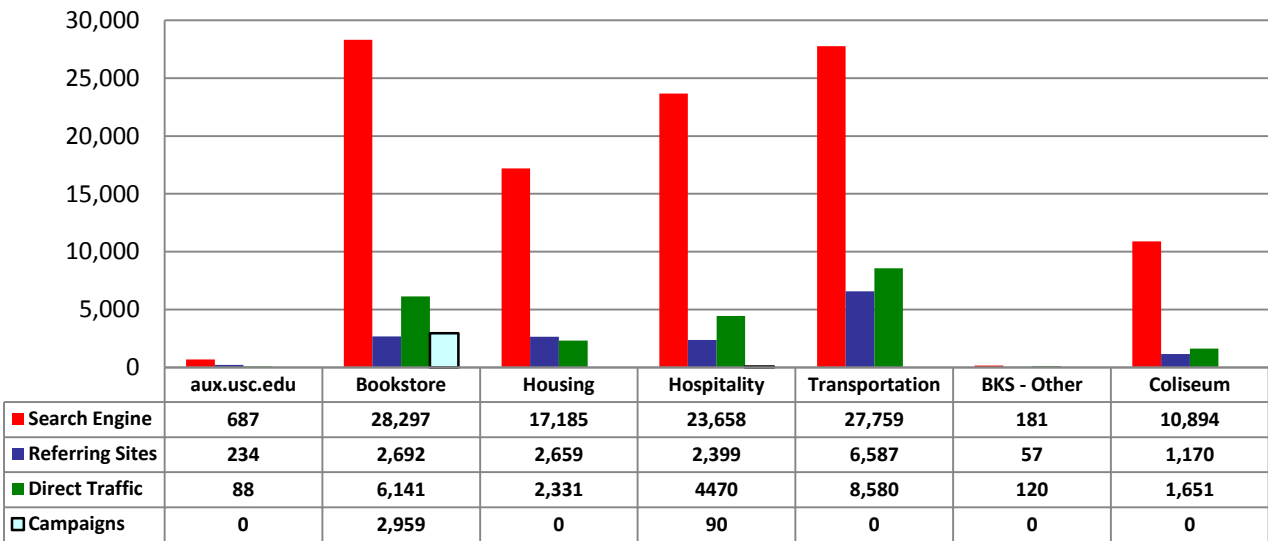
**USC Auxiliary Services IT  
Monthly Operations Reports  
October 2014**

**TSP Mobile App Stats**

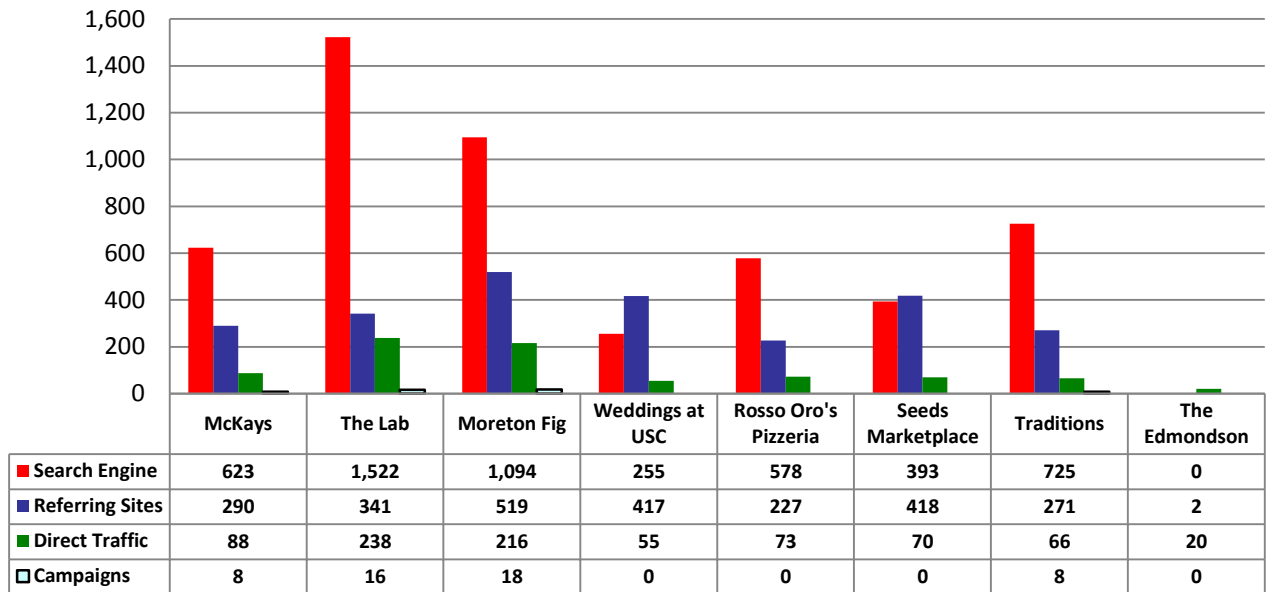


**USC Auxiliary Services IT  
Monthly Operations Reports  
October 2014**

**October 2014 Traffic Sources - BU Main Sites**

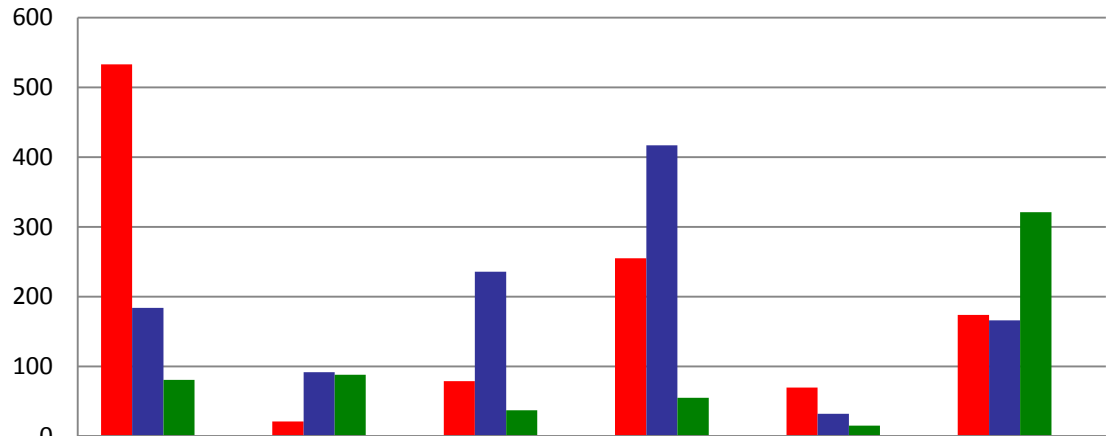


**October 2014 Traffic Sources - HSP Micro Sites**



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

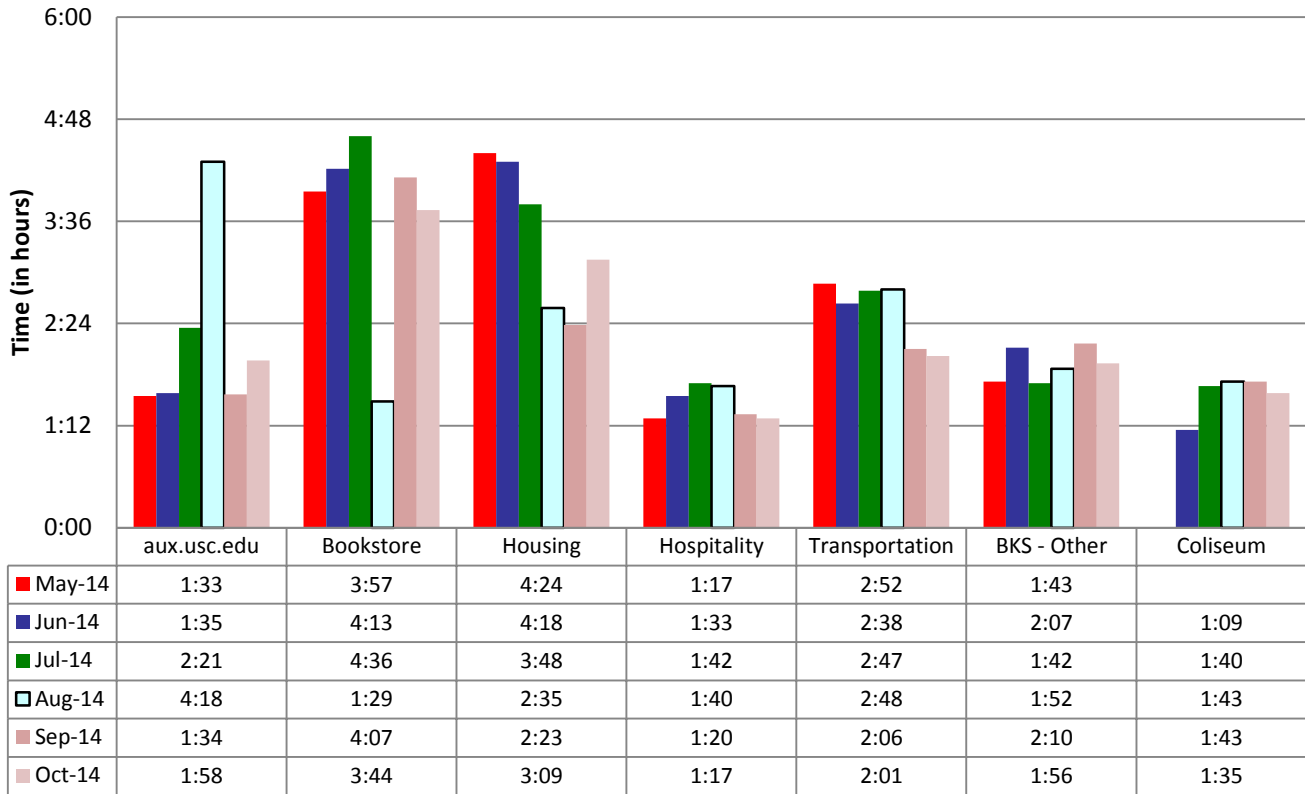
**October 2014 Traffic Sources - Other Sites**



	Coach Sark Camp	Figueroa Press	Gamble-house Store	Weddings at USC	USC Radisson Event	Custom-publishing
■ Search Engine	533	21	79	255	70	174
■ Referring Sites	184	92	236	417	32	166
■ Direct Traffic	81	88	37	55	15	321
□ Campaigns	0	0	0	0	0	0

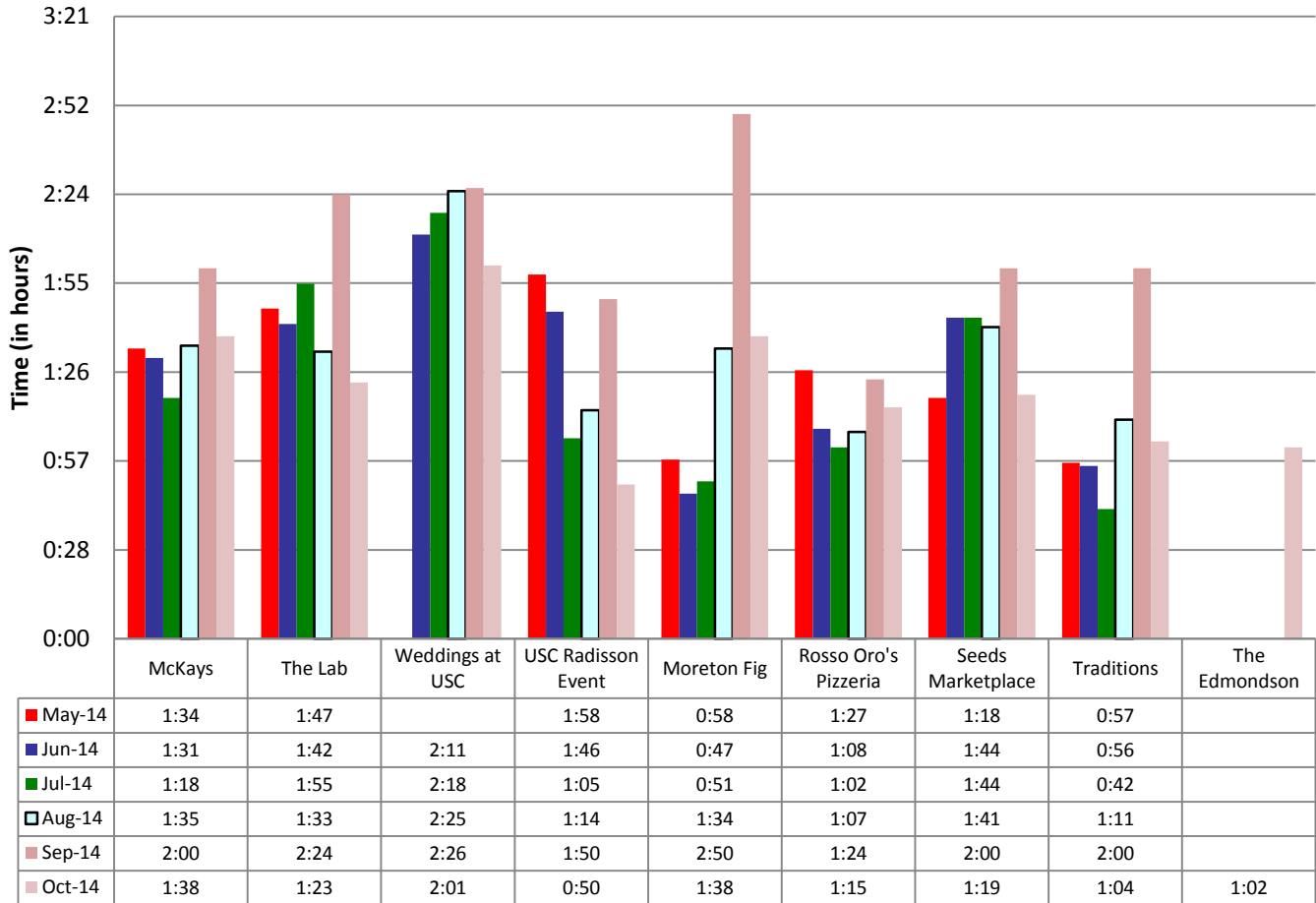
# USC Auxiliary Services IT Monthly Operations Reports October 2014

## Average Time Spent on Website - BU Main Sites



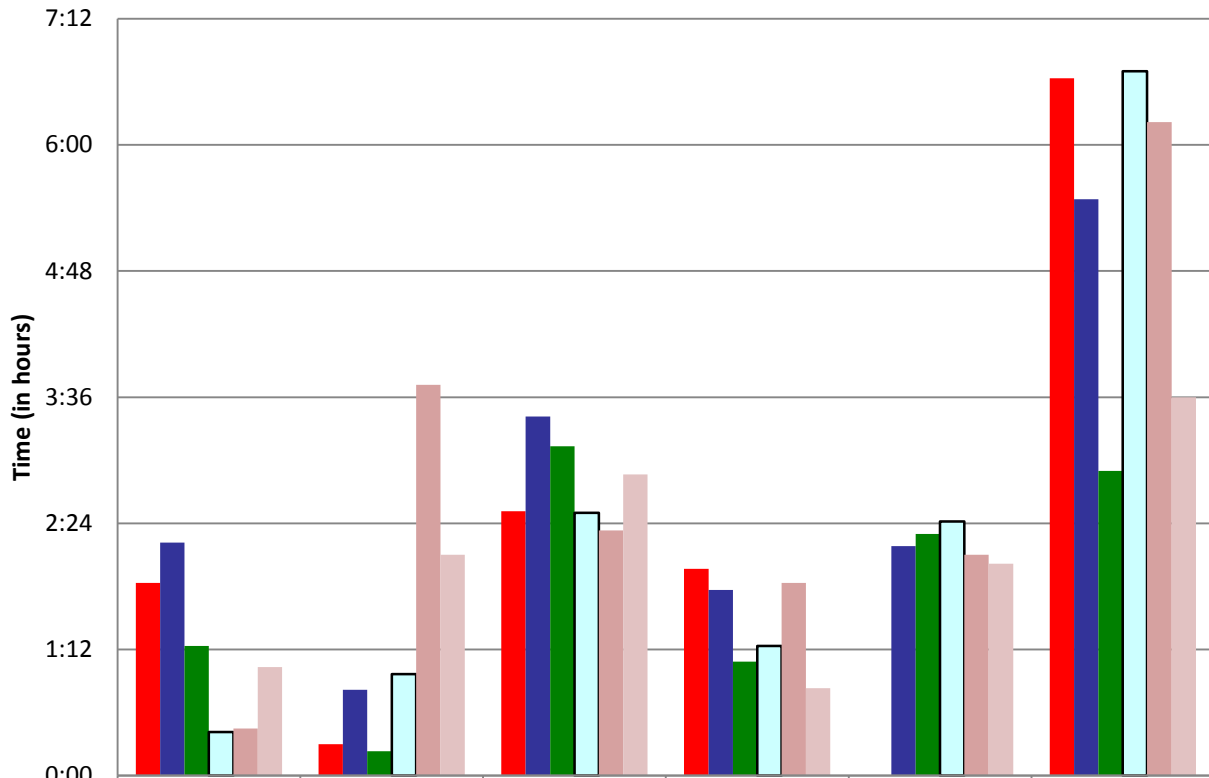
# USC Auxiliary Services IT Monthly Operations Reports October 2014

## Average Time Spent on Website - HSP Micro Sites



## USC Auxiliary Services IT Monthly Operations Reports October 2014

### Average Time Spent on Website - Other Sites

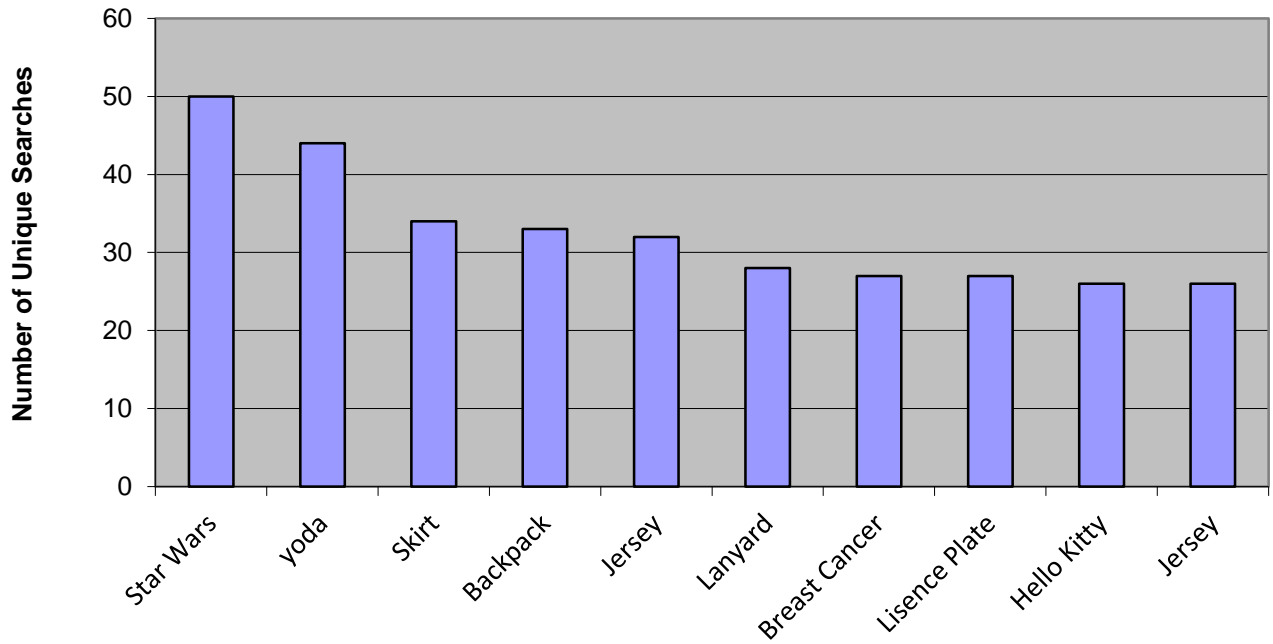


	Coach Sark Camp	Figueroa Press	Gamble-house Store	USC Radisson Event	Weddings at USC	Custom-publishing
■ May-14	1:50	0:18	2:31	1:58		6:38
■ Jun-14	2:13	0:49	3:25	1:46	2:11	5:29
■ Jul-14	1:14	0:14	3:08	1:05	2:18	2:54
■ Aug-14	0:25	0:58	2:30	1:14	2:25	6:42
■ Sep-14	0:27	3:43	2:20	1:50	2:06	6:13
■ Oct-14	1:02	2:06	2:52	0:50	2:01	3:36



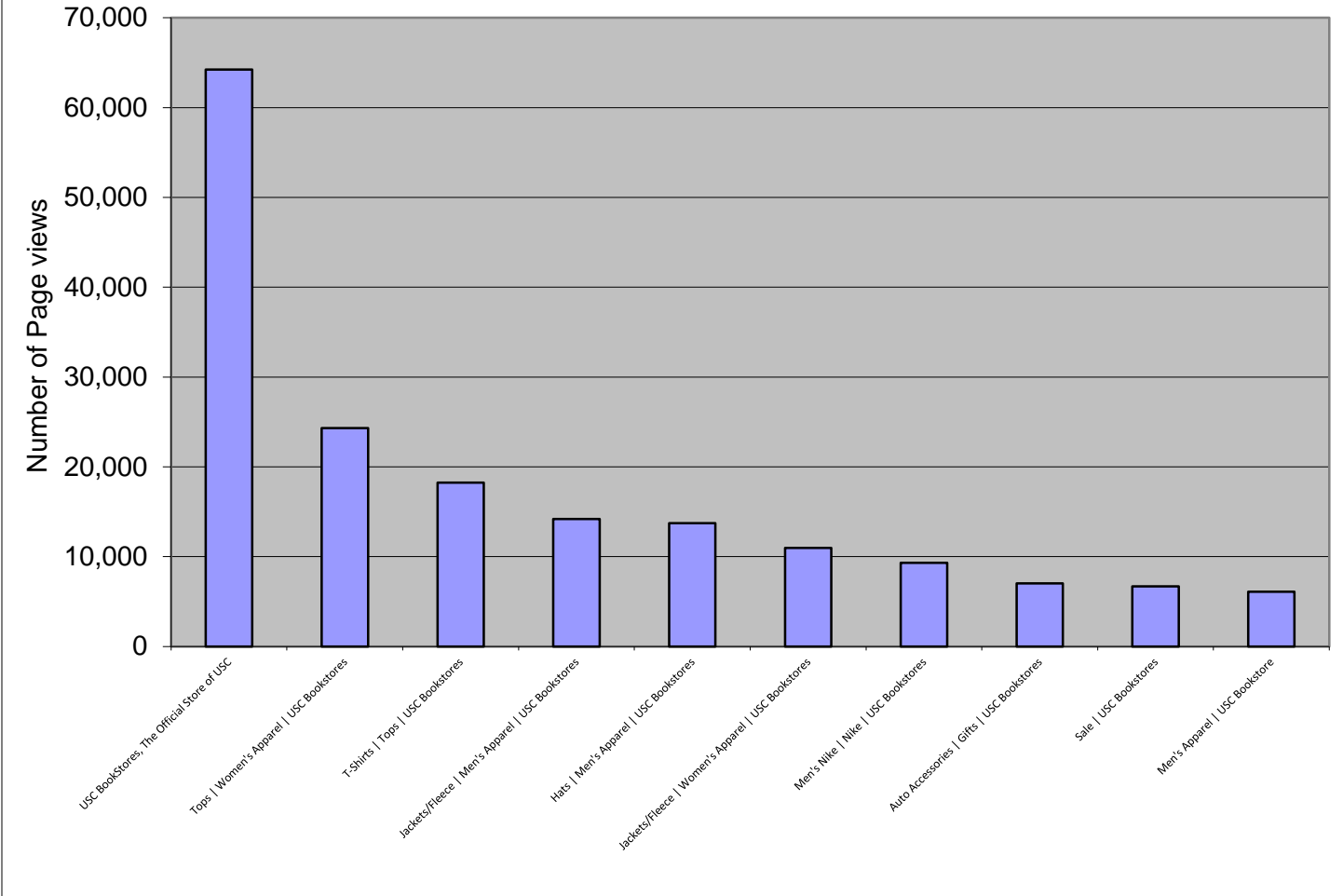
**USC Auxiliary Services IT  
Monthly Operations Reports  
October 2014**

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



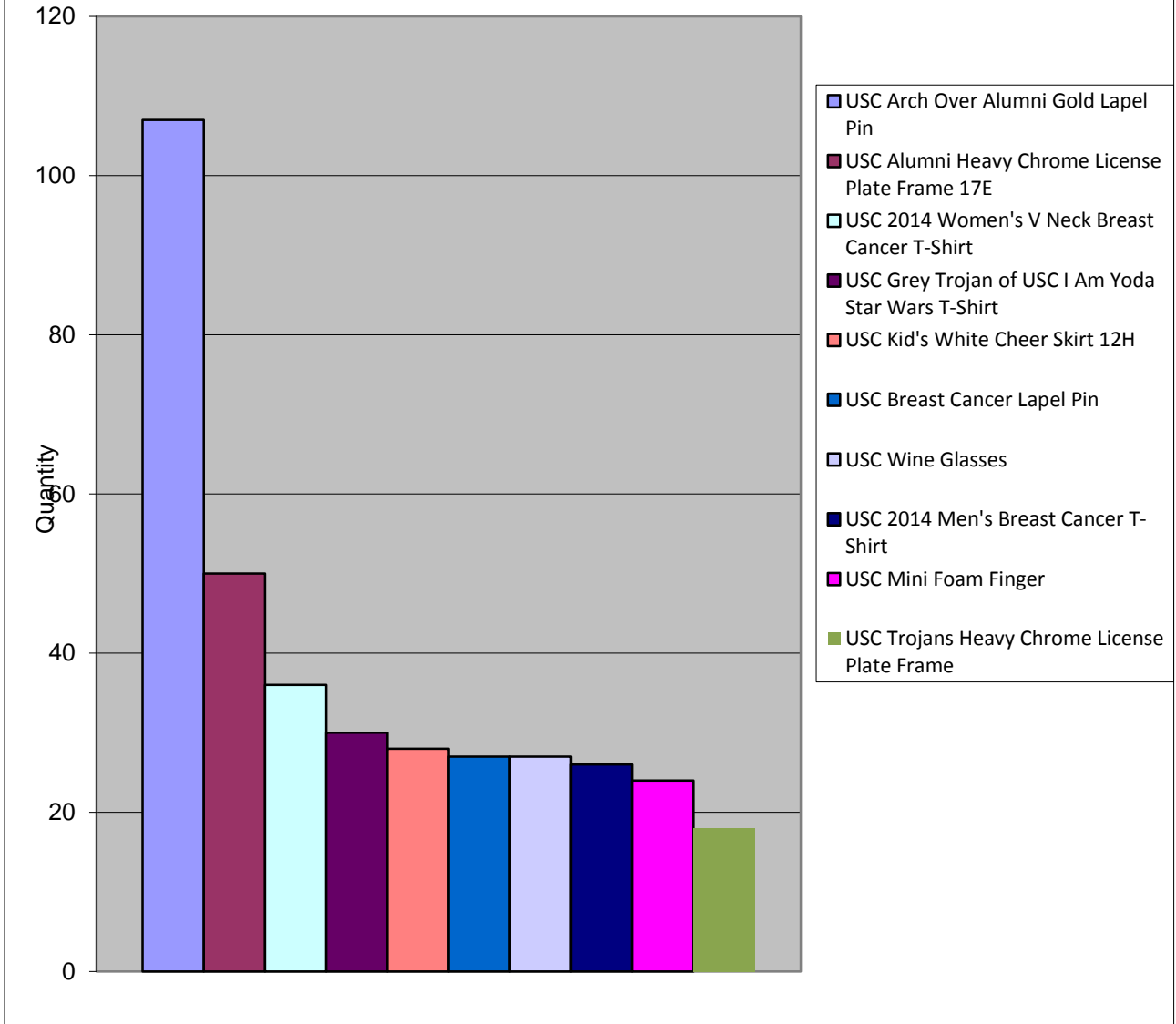
**USC Auxiliary Services IT  
Monthly Operations Reports  
October 2014**

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



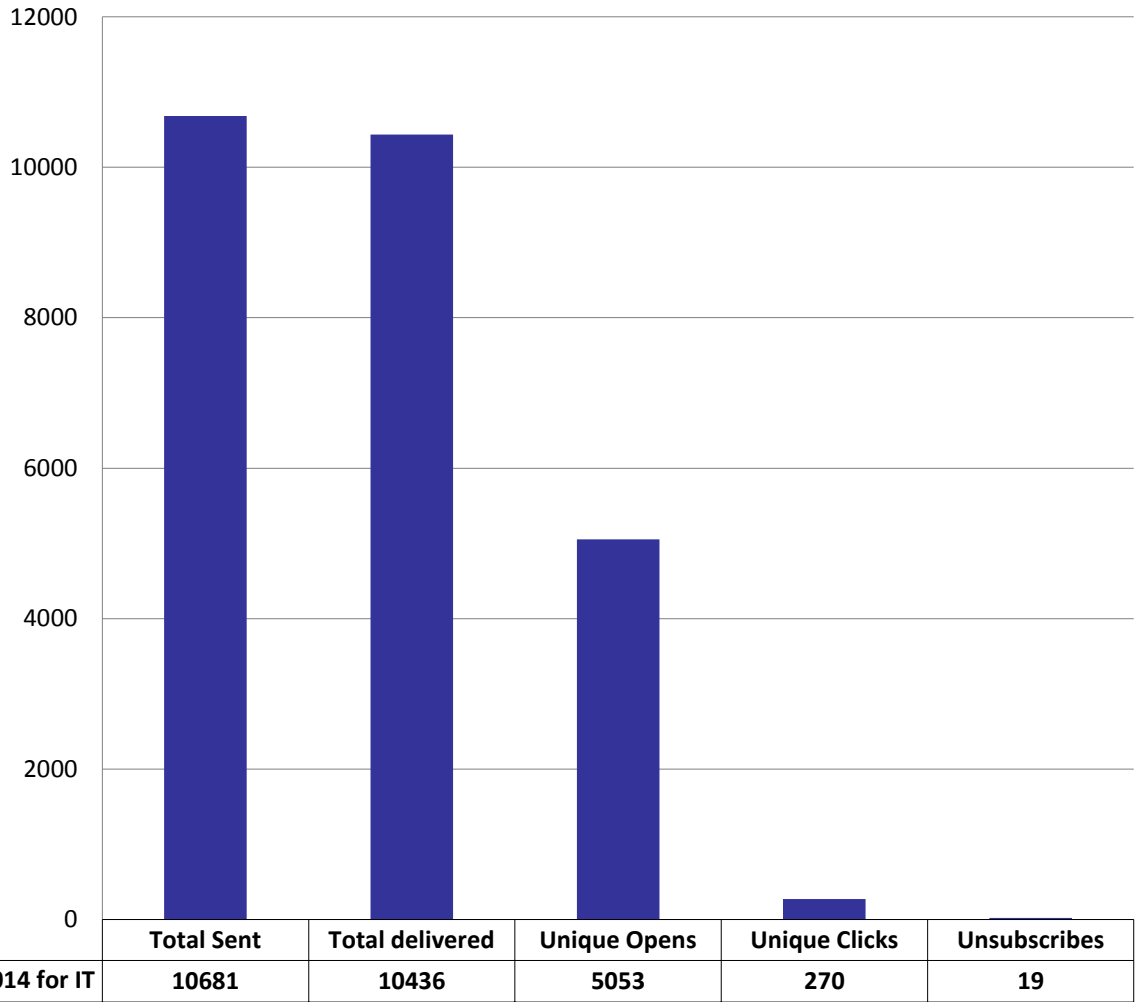
**USC Auxiliary Services IT  
Monthly Operations Reports  
October 2014**

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



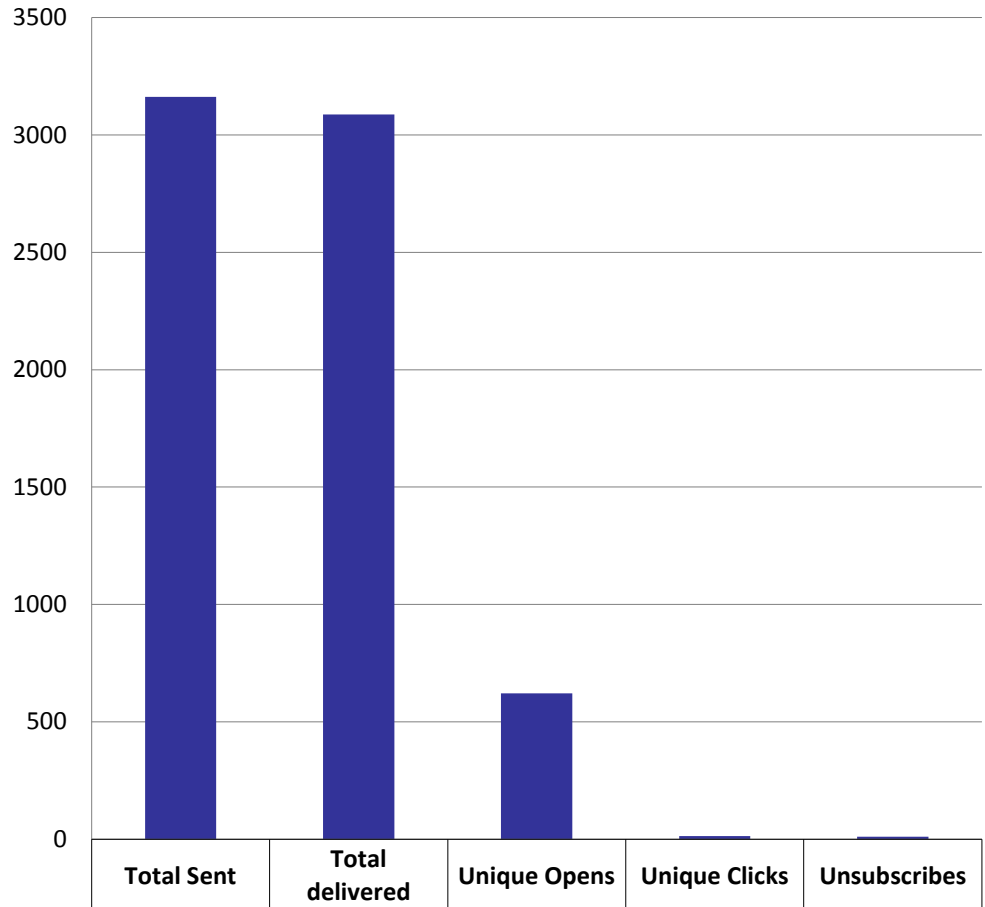
**USC Auxiliary Services IT  
Monthly Operations Reports  
October 2014**

AAA wants to send you to the movies!



# USC Auxiliary Services IT Monthly Operations Reports October 2014

October 4th Game Day Hours - Beat Arizona State!

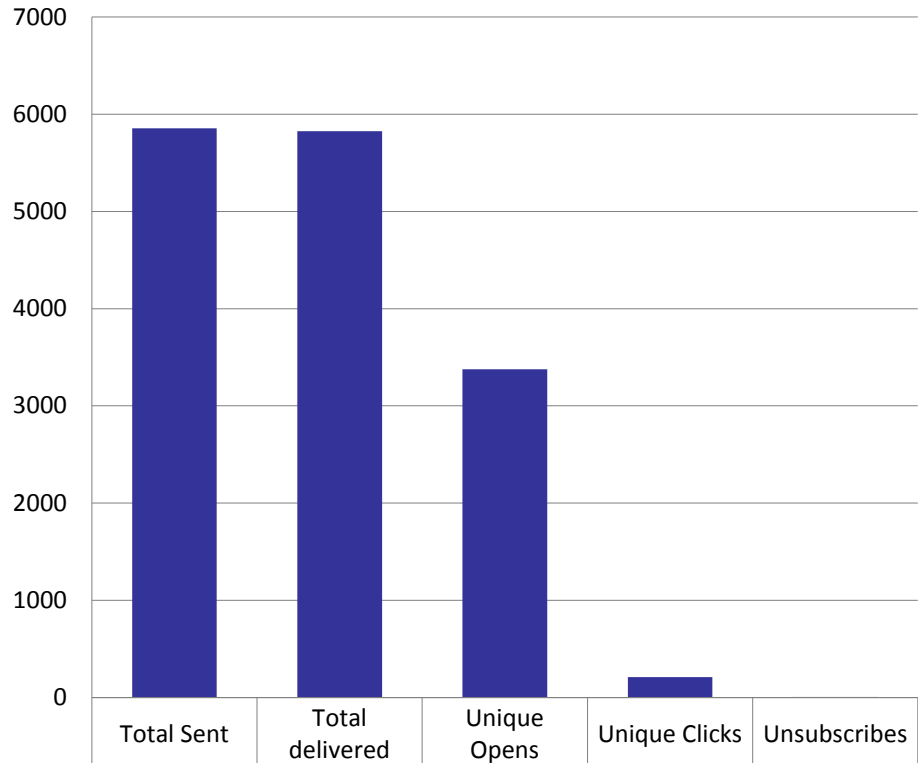


■ Aux Emp, HSP Primary, Moreton Fig  
Primary List, HSP Retail Dining Pros,  
HSP Rest Newsltrs

<b>Total Sent</b>	<b>Total delivered</b>	<b>Unique Opens</b>	<b>Unique Clicks</b>	<b>Unsubscribes</b>
<b>3163</b>	<b>3087</b>	<b>622</b>	<b>14</b>	<b>10</b>

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

National Student Day Apple Promotion

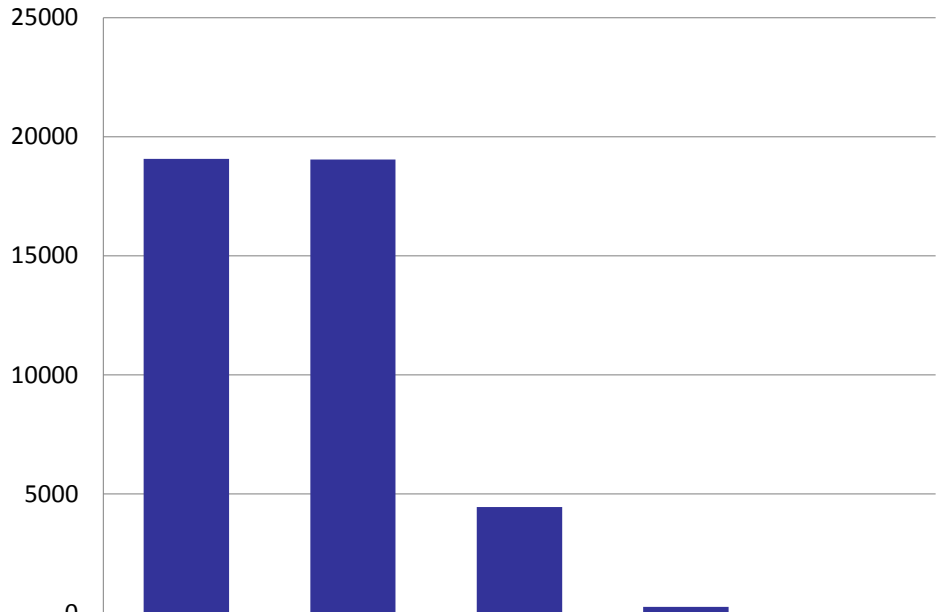


■ Regular · Computer Store List, UPC  
VIP, BKS Incoming Freshman/Xfer -  
2014/2015

5854	5827	3378	209	5
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# USC Auxiliary Services IT Monthly Operations Reports October 2014

2014 USC Football Schedule T-Shirt

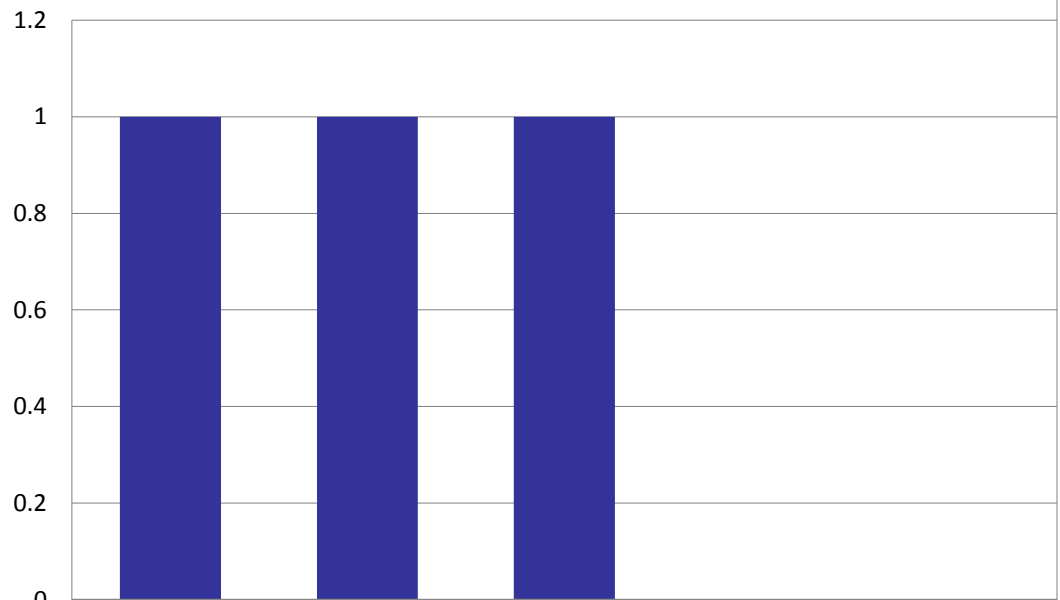


■ Regular · BKS USC Bookstores with Campus Hub with South Coast

Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
19076	19045	4449	258	15

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

You're Invited! Edmondson Faculty Center Preview



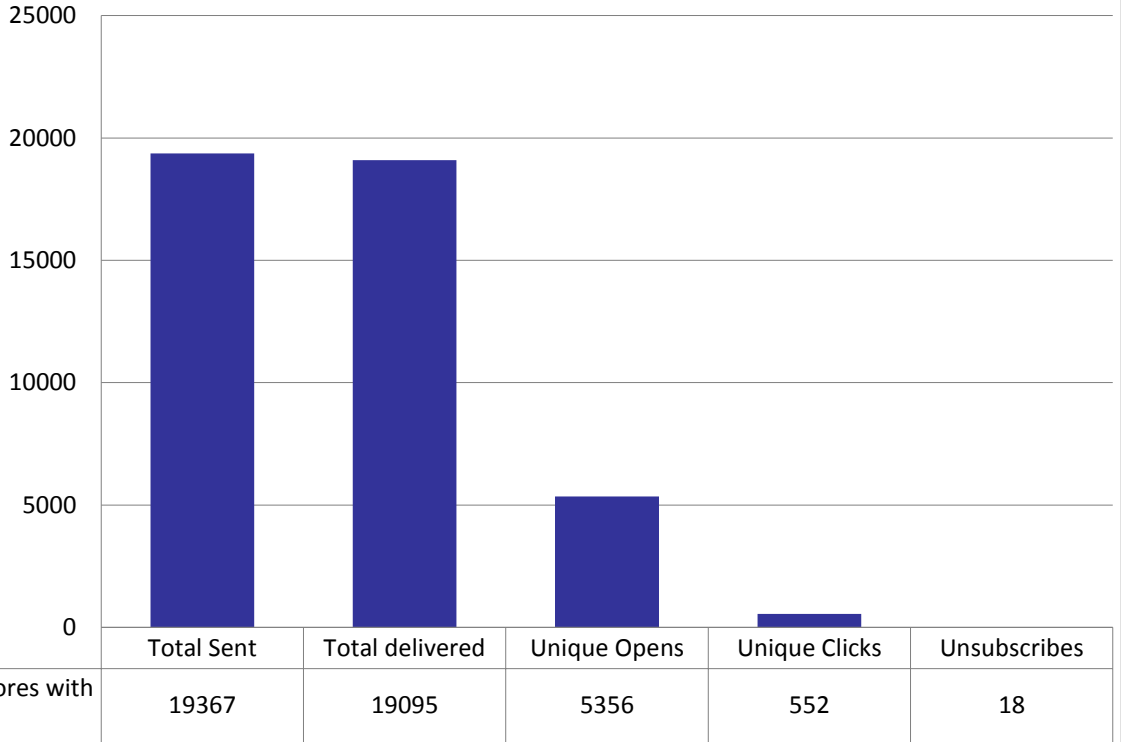
	Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
Regular · HSP Edmondson Faculty Center Preview	1	1	1	0	0





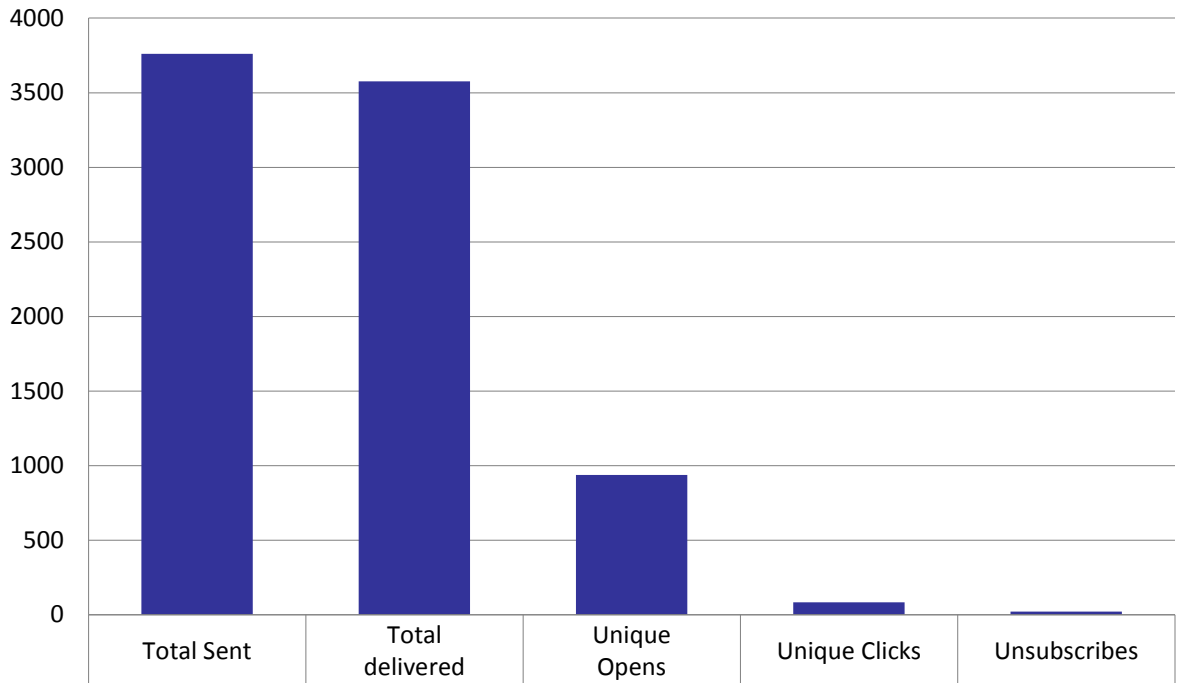
# USC Auxiliary Services IT Monthly Operations Reports October 2014

USC Yoda I Am T-Shirt



# USC Auxiliary Services IT Monthly Operations Reports October 2014

USC Hospitality Food Mail - October 2014

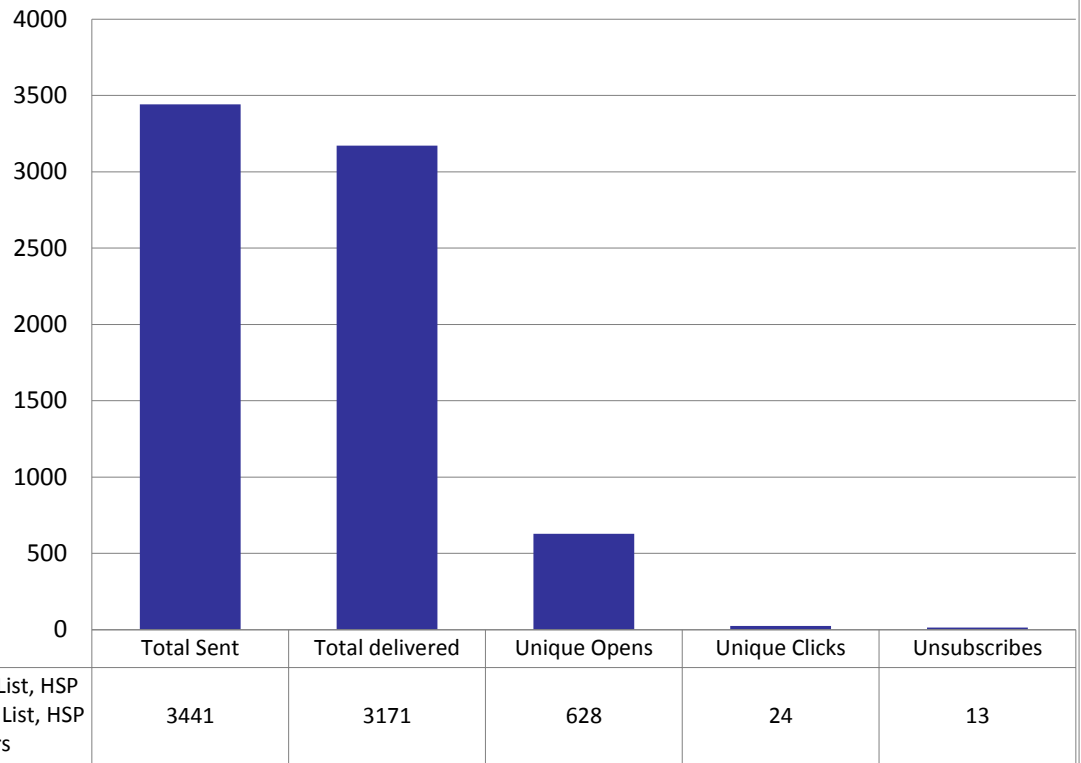


■ Regular · Aux Emp,HSP  
 Primary,Moreton Fig  
 Primary,Town and Gown  
 Prospects,Catering  
 Prospects,Retail Dining

3761	3577	937	83	21
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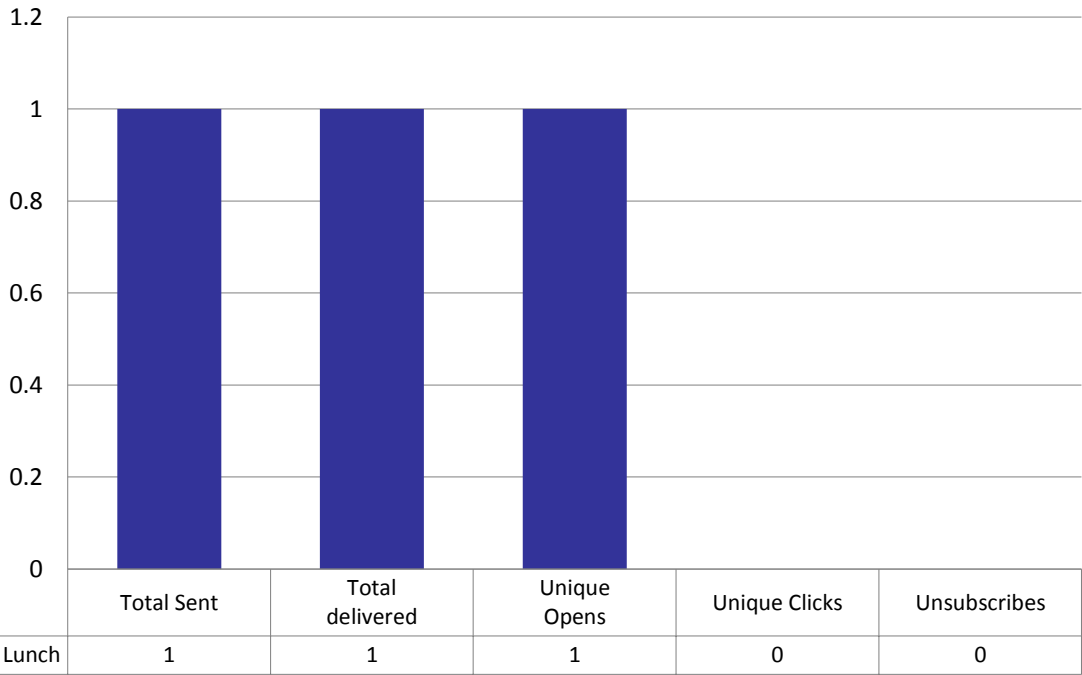
# USC Auxiliary Services IT Monthly Operations Reports October 2014

October 18th Game Day Hours - Beat Colorado!



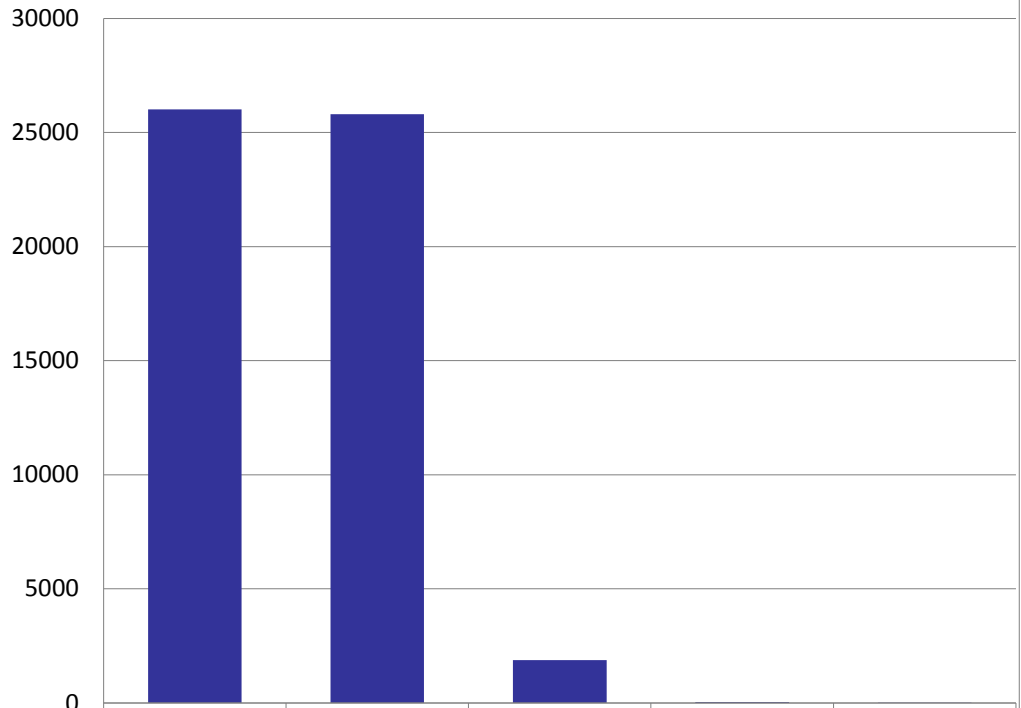
**USC Auxiliary Services IT  
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You're Invited! USC Hospitality Lunch & Learn



**USC Auxiliary Services IT  
Monthly Operations Reports  
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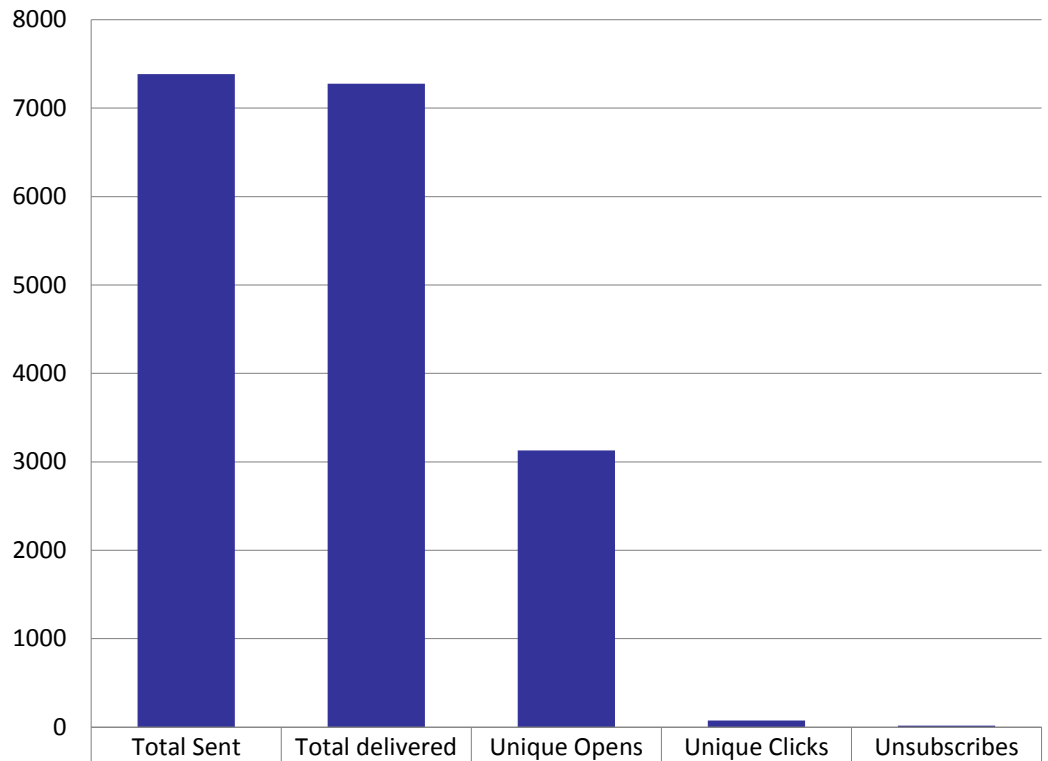
Thomas Reed Book Signing



<p>■ Regular · Bks,GrndFlr,CmpStore,DenSc,Galen,Ga mble,HSC,Supplies,SouthC,HSC</p>	Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
	26017	25804	1874	45	7

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

Smashbox Event



<p>■ Regular · Ground Floor List, Health Science, Auxiliary Employee List, BKS Incoming Freshman/Xfer - 2014/2015</p>	7383	7277	3130	75	17
---	------	------	------	----	----

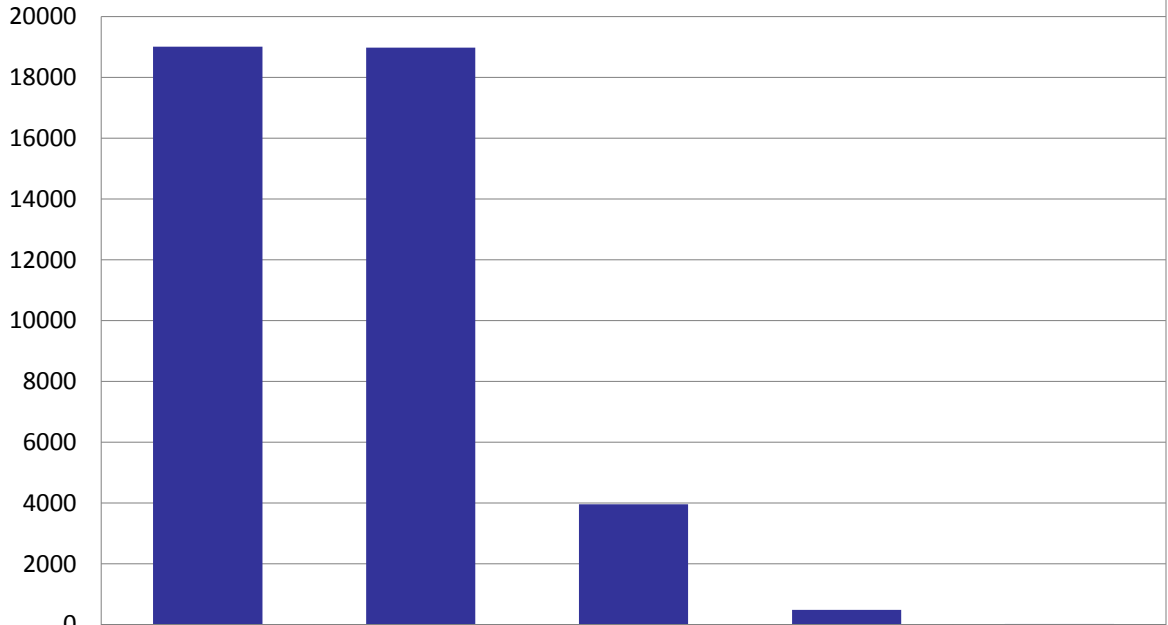
**USC Auxiliary Services IT  
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October 2014**

You're Invited! USC Hospitality Lunch & Learn



# USC Auxiliary Services IT Monthly Operations Reports October 2014

USC Columbia Outerwear

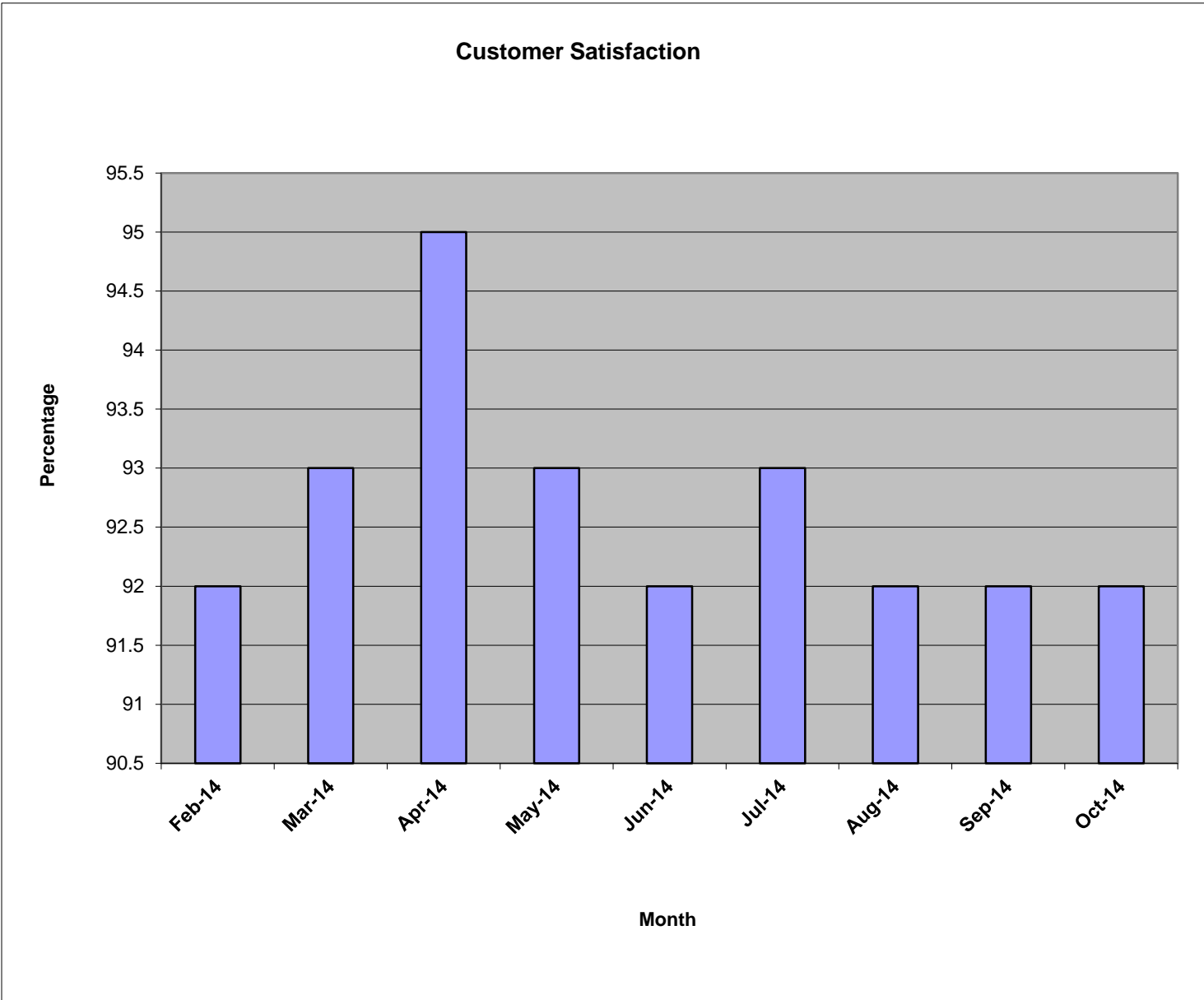


■ Regular · BKS USC Bookstores with Campus Hub with South Coast

	Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
Regular · BKS USC Bookstores with Campus Hub with South Coast	19007	18982	3957	484	19



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Monthly Operations Reports  
October 2014**



THANK YOU!!

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