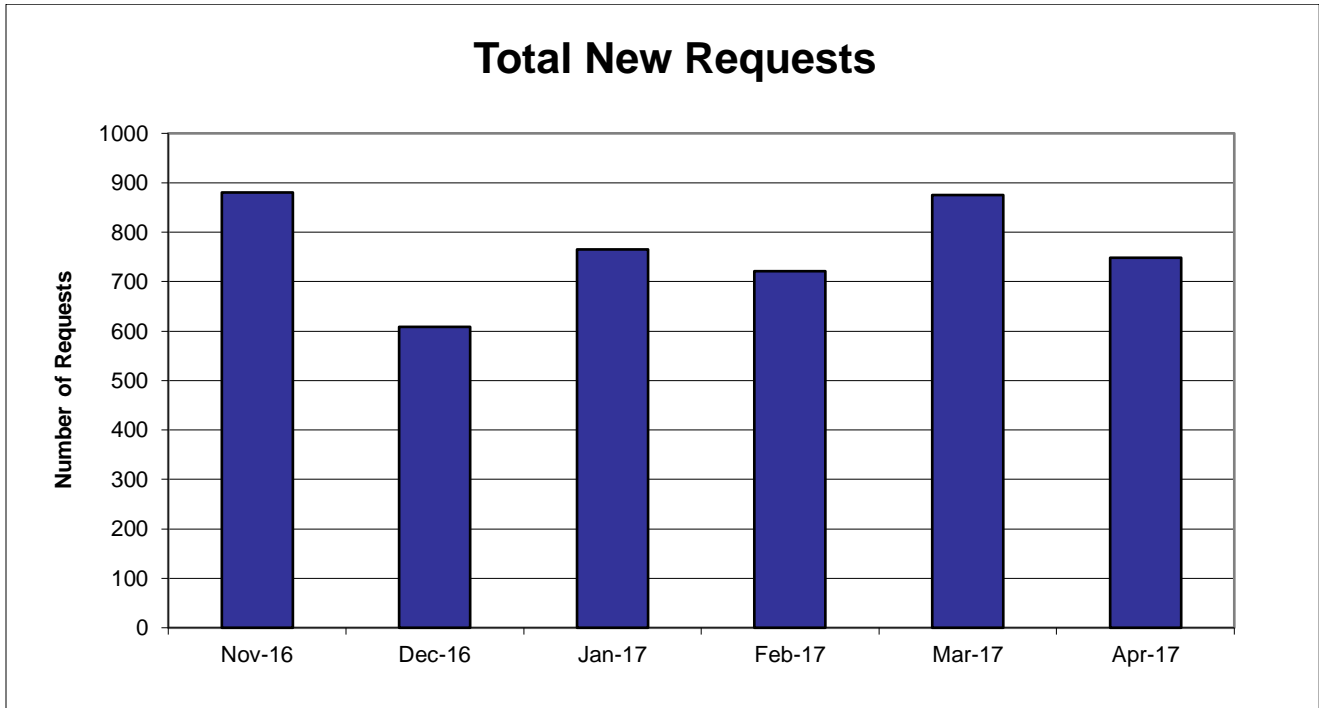


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Service Desk Reports

April 2017



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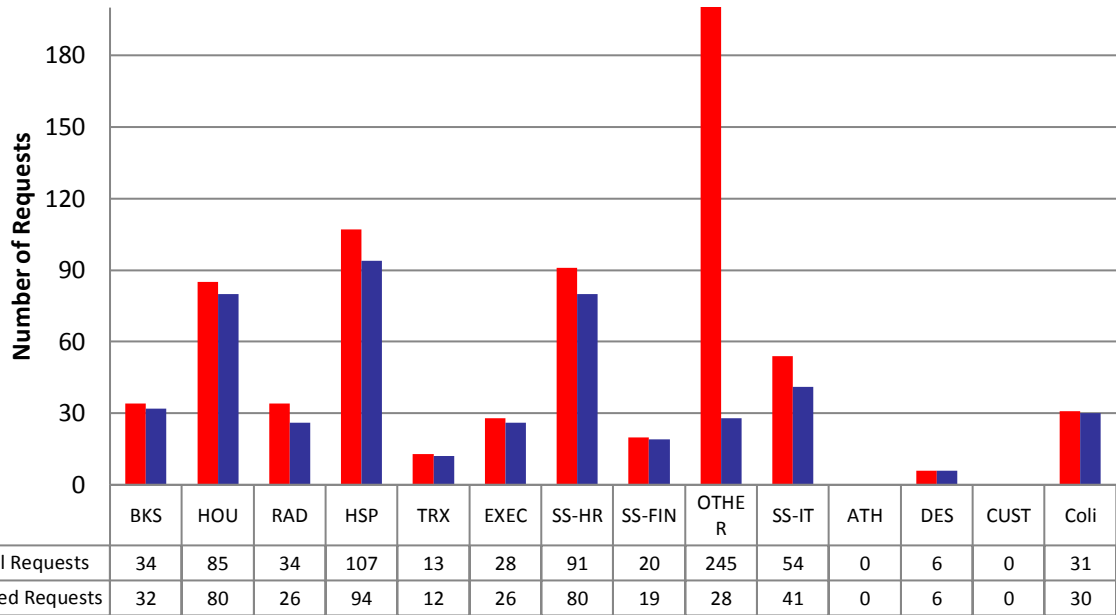
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Service Desk Reports

April 2017

Total New Vs Closed Requests



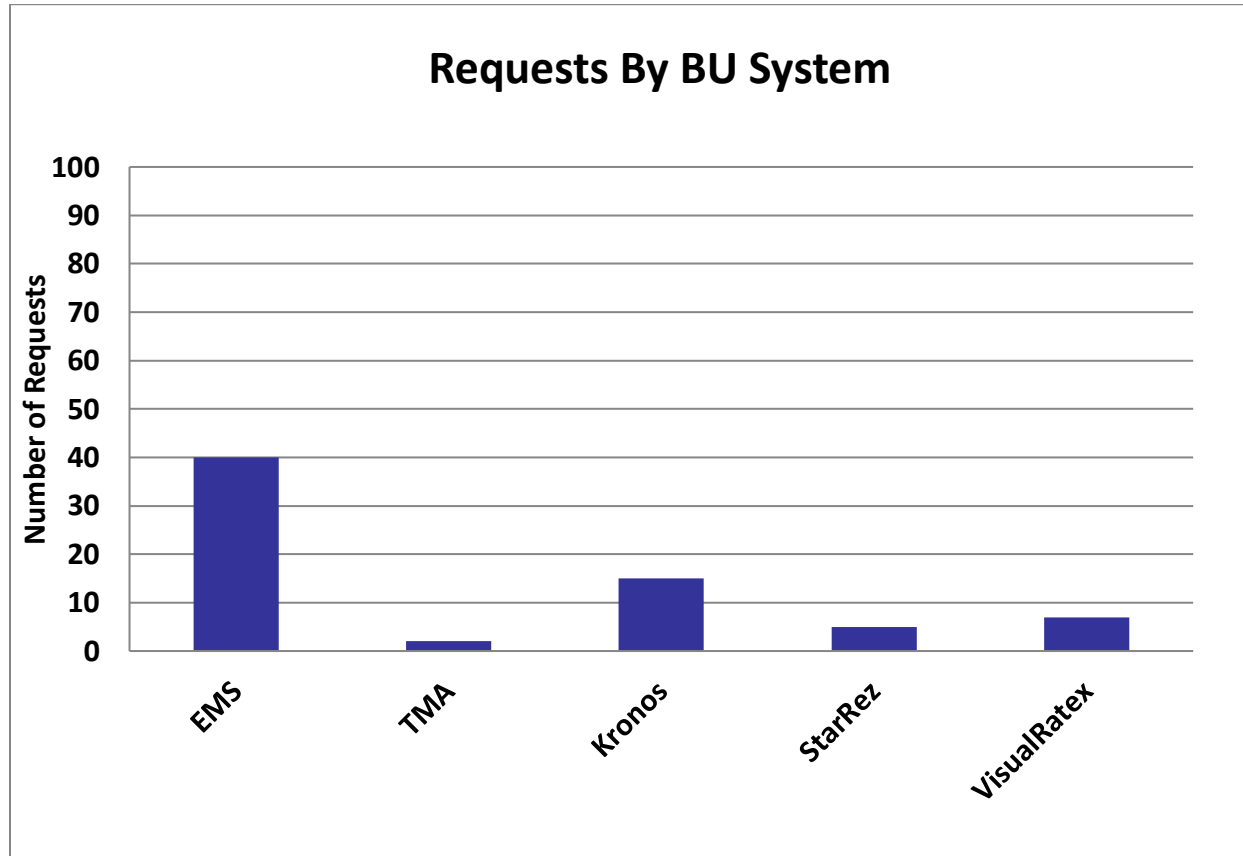
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April 2017



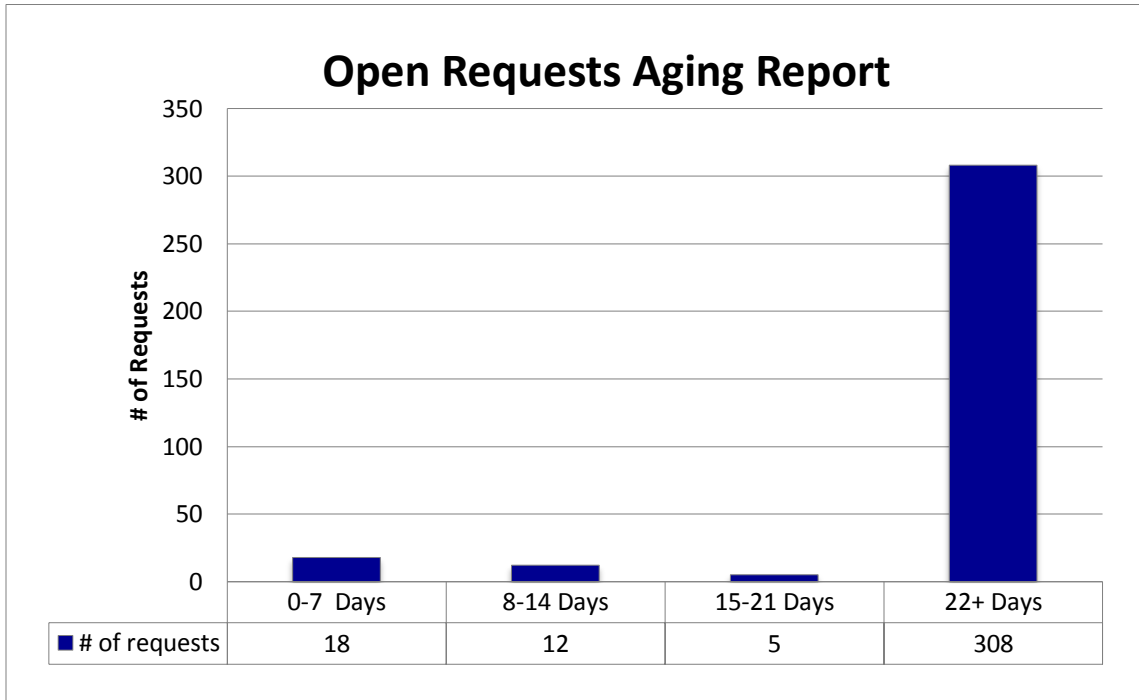
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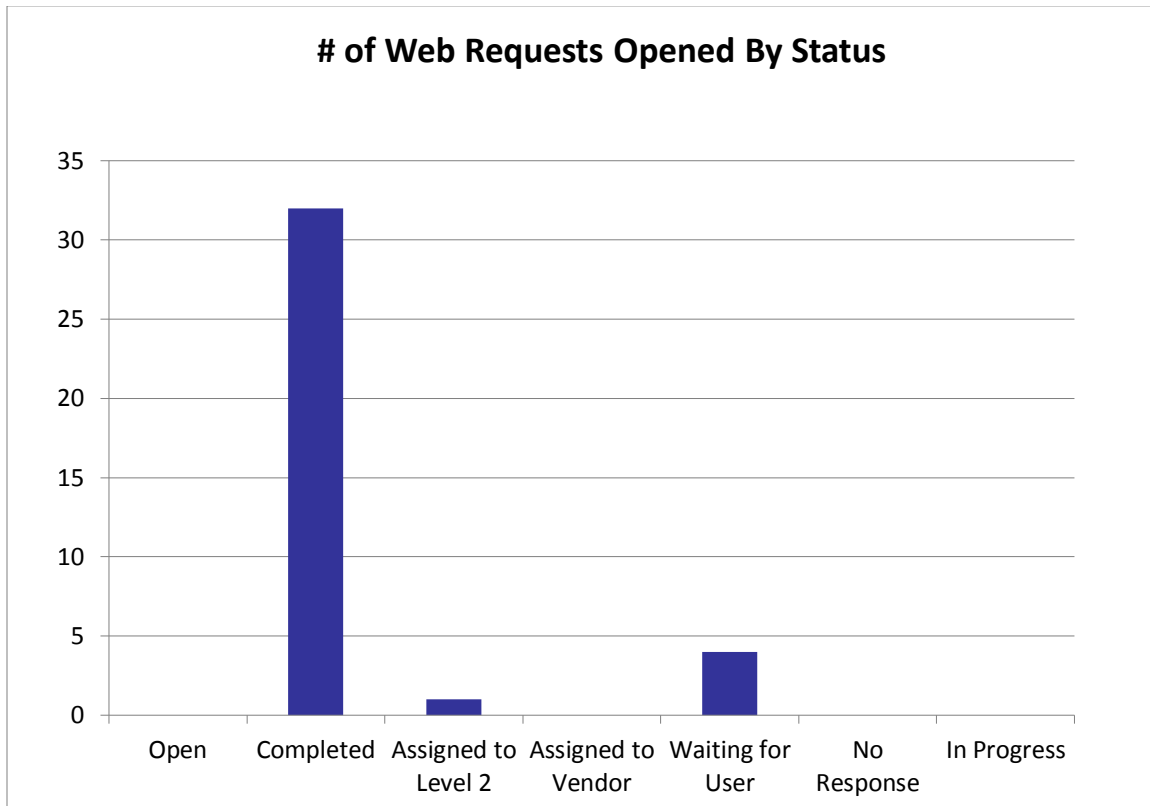
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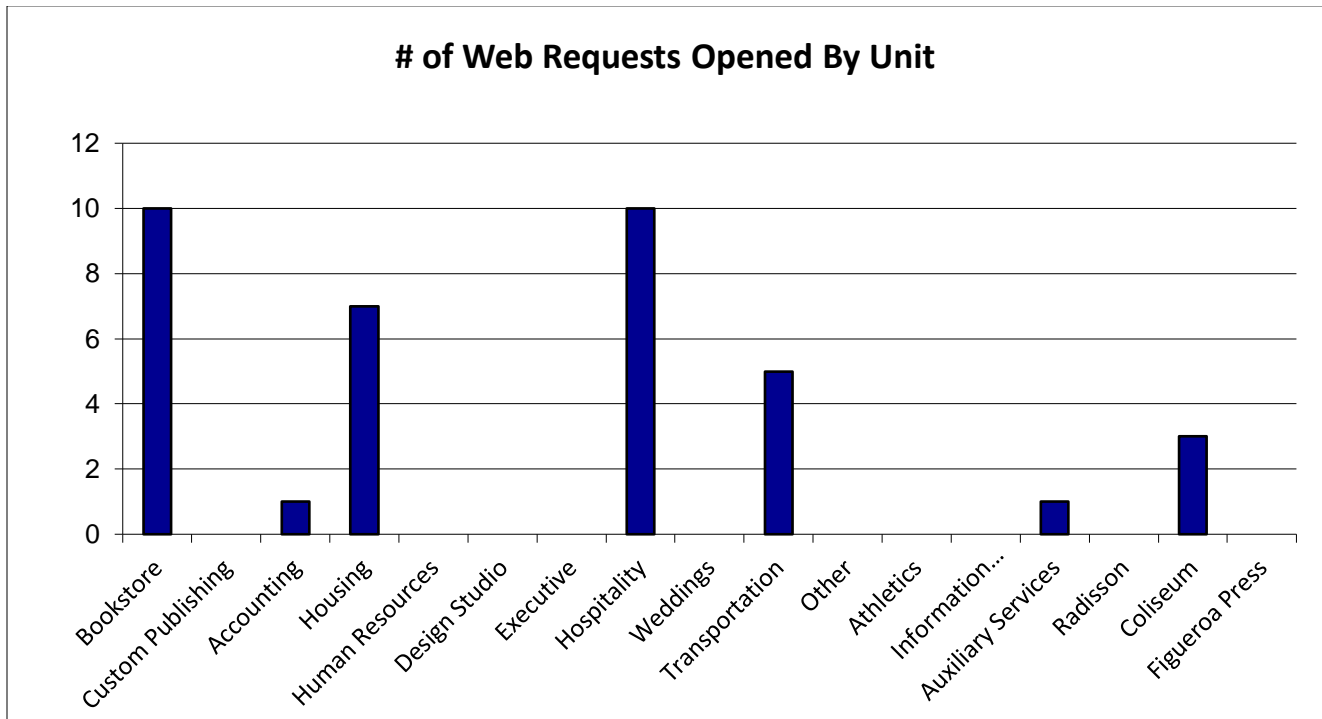
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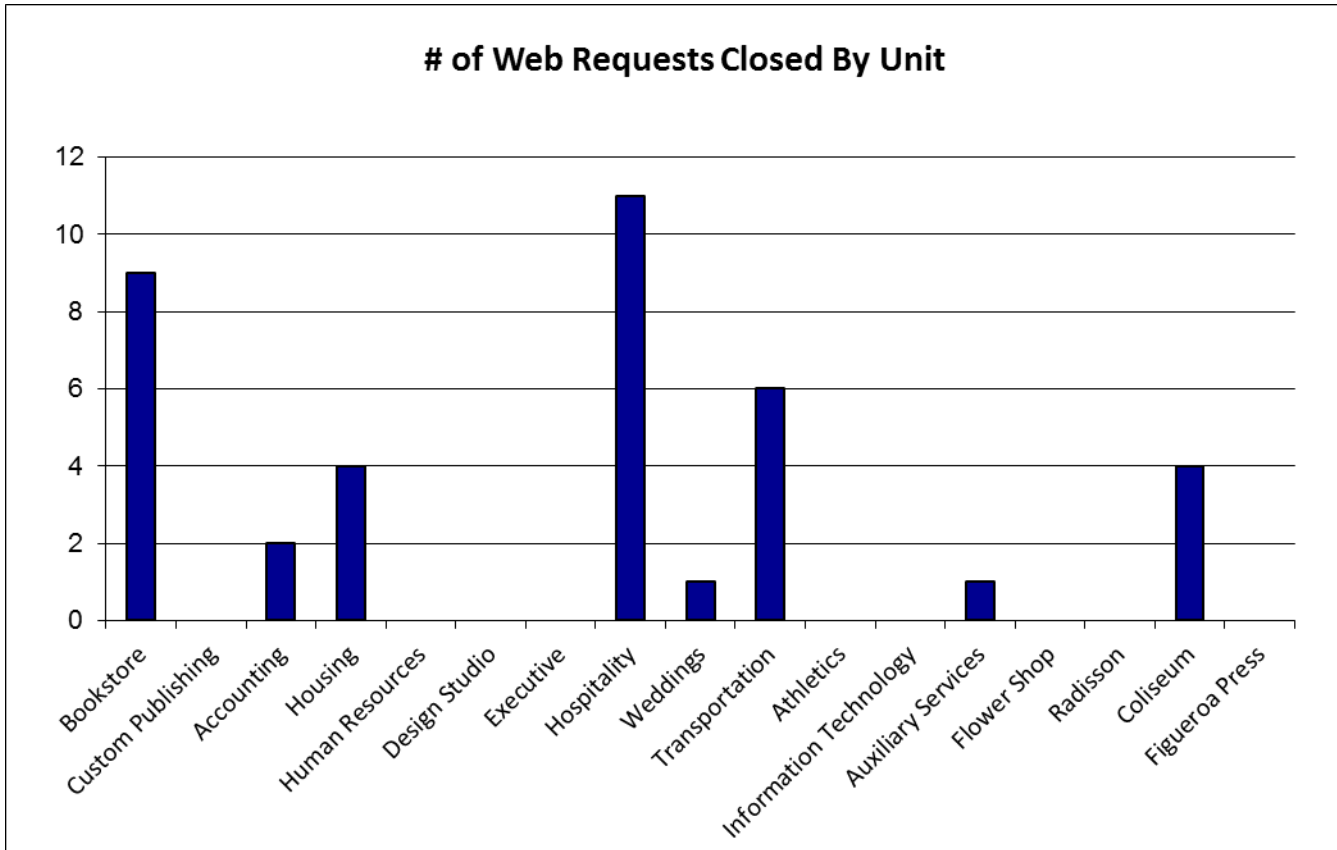
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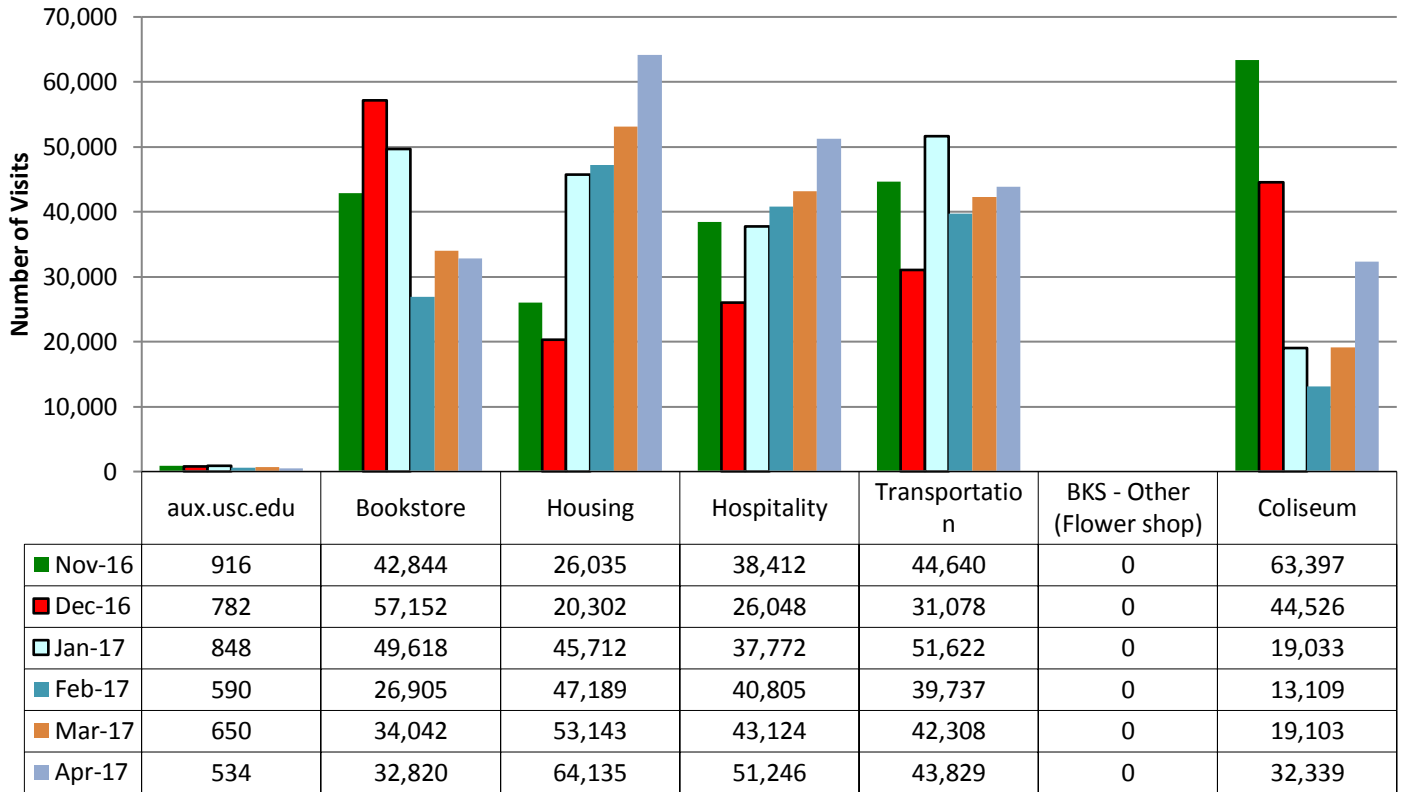
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Service Desk Reports

April 2017

Web Visits Per Month - BU Main Sites



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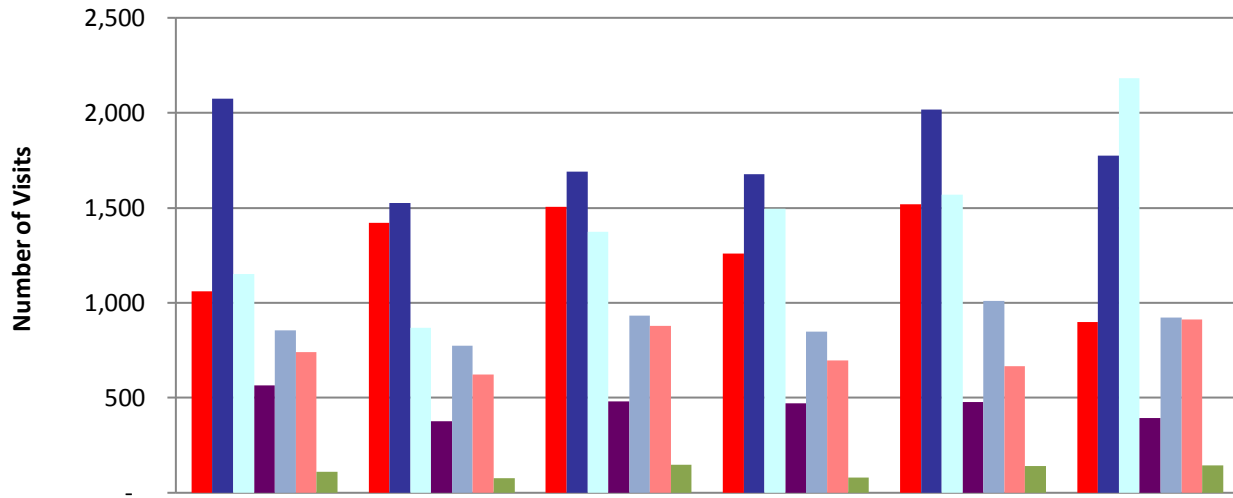
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Website Reports

April 2017

Web Visits Per Month - HSP Micro Sites



	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17
■ McKays	1,059	1,421	1,504	1,260	1,518	899
■ The Lab	2,073	1,524	1,690	1,677	2,018	1,776
■ Moreton Fig	1,153	870	1,373	1,495	1,570	2,181
■ Rosso Oro's Pizzeria	565	375	481	470	476	393
■ Seeds Marketplace	855	774	931	847	1,011	923
■ Traditions	741	623	880	695	665	912
■ The Edmondson	109	78	149	79	140	143

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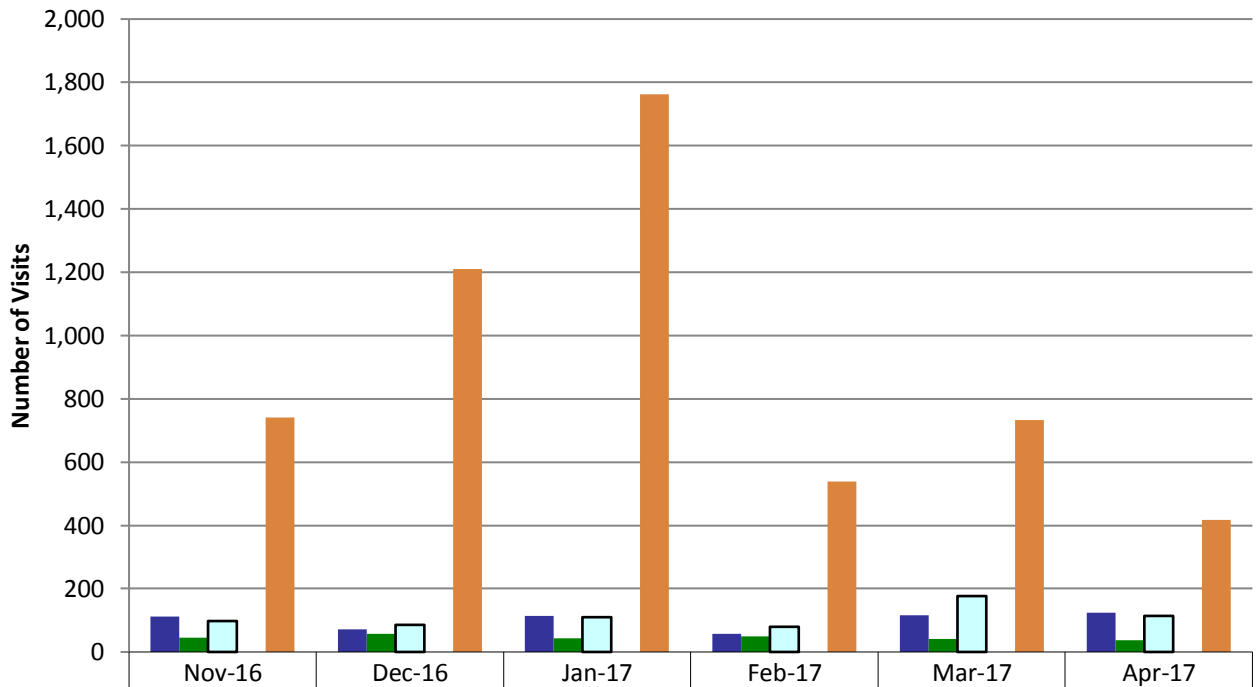
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Website Reports

April 2017

Web Visits Per Month - Other Sites



	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17
■ Figueroa Press	111	71	113	58	116	124
■ Gamble-house Store	46	57	43	49	41	37
■ USC Radisson Event	97	85	110	80	177	113
■ Weddings at USC	0	0	0	0	0	0
■ Custom-publishing	741	1,211	1,763	539	732	418

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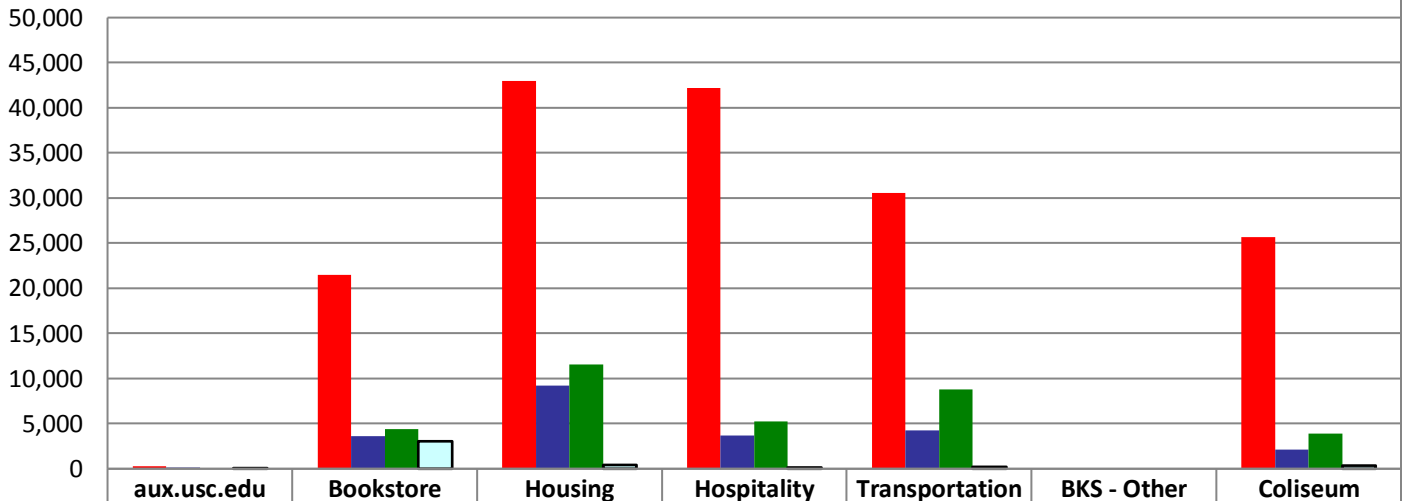
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Website Reports

April 2017

April 2017 Traffic Sources - BU Main Sites



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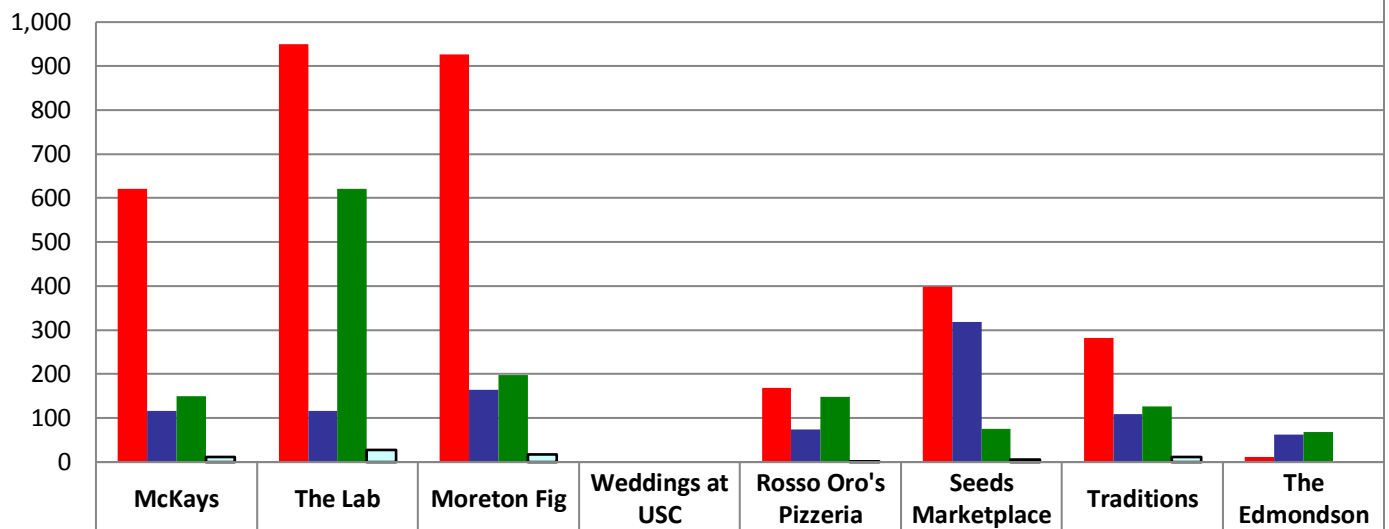
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Website Reports

April 2017

April 2017 Traffic Sources - HSP Micro Sites



■ Search Engine	621	950	926	0	169	399	282	11
■ Referring Sites	116	117	164	0	74	318	109	63
■ Direct Traffic	150	621	198	0	149	76	127	69
□ Campaigns	12	28	17	0	1	6	11	0

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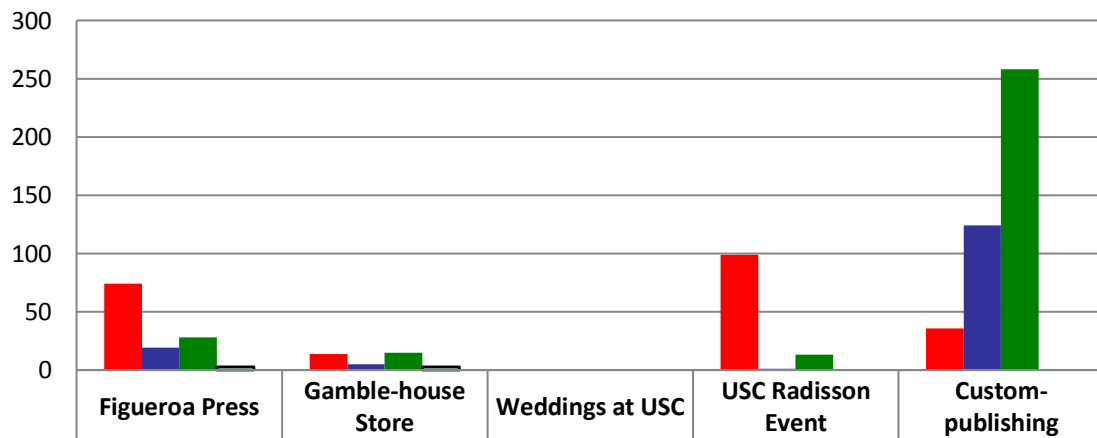
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Website Reports

April 2017

April2017 Traffic Sources - Other Sites



■ Search Engine	74	14	0	99	36
■ Referring Sites	19	5	0	1	124
■ Direct Traffic	28	15	0	13	258
■ Campaigns	3	3	0	0	0

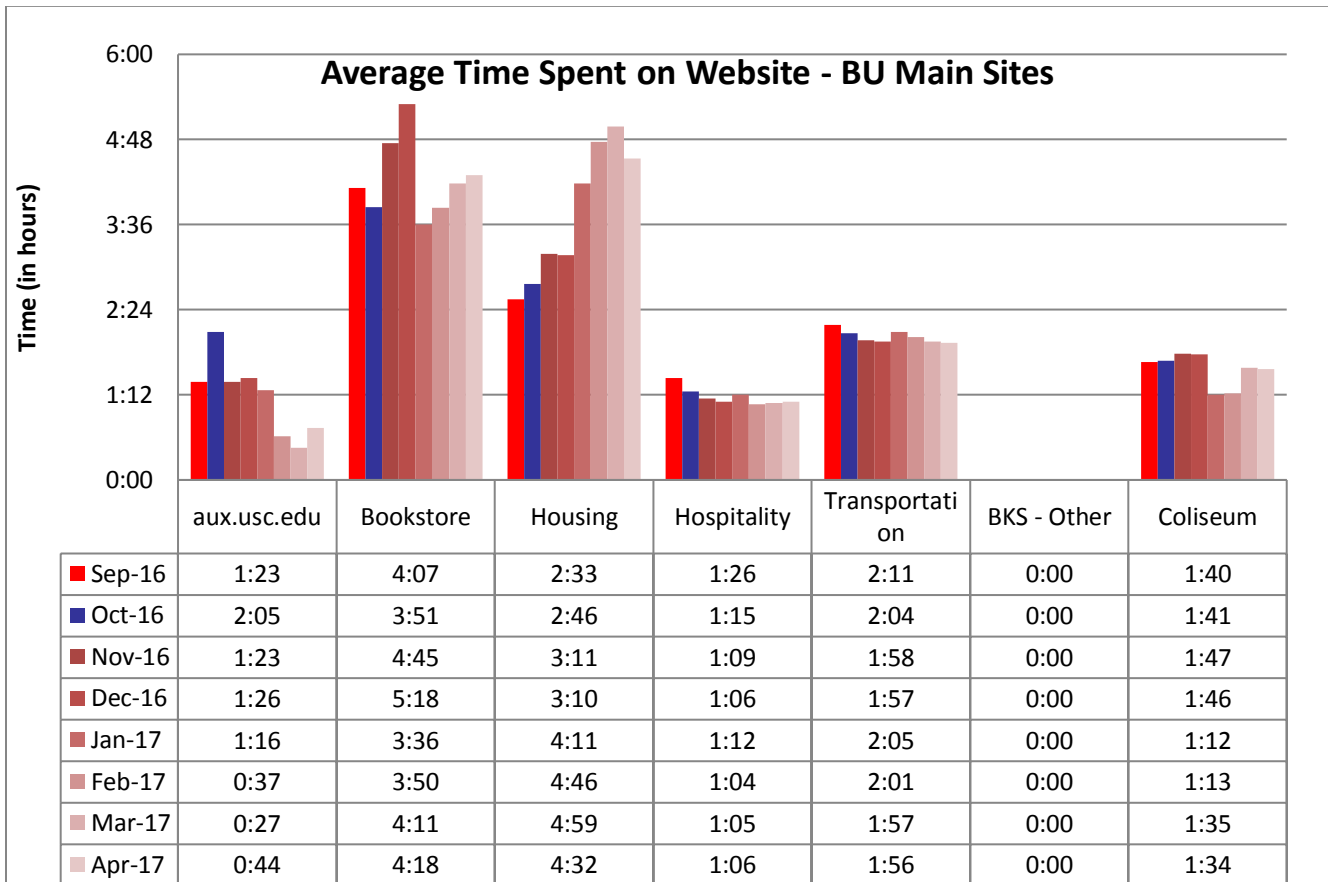
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April 2017



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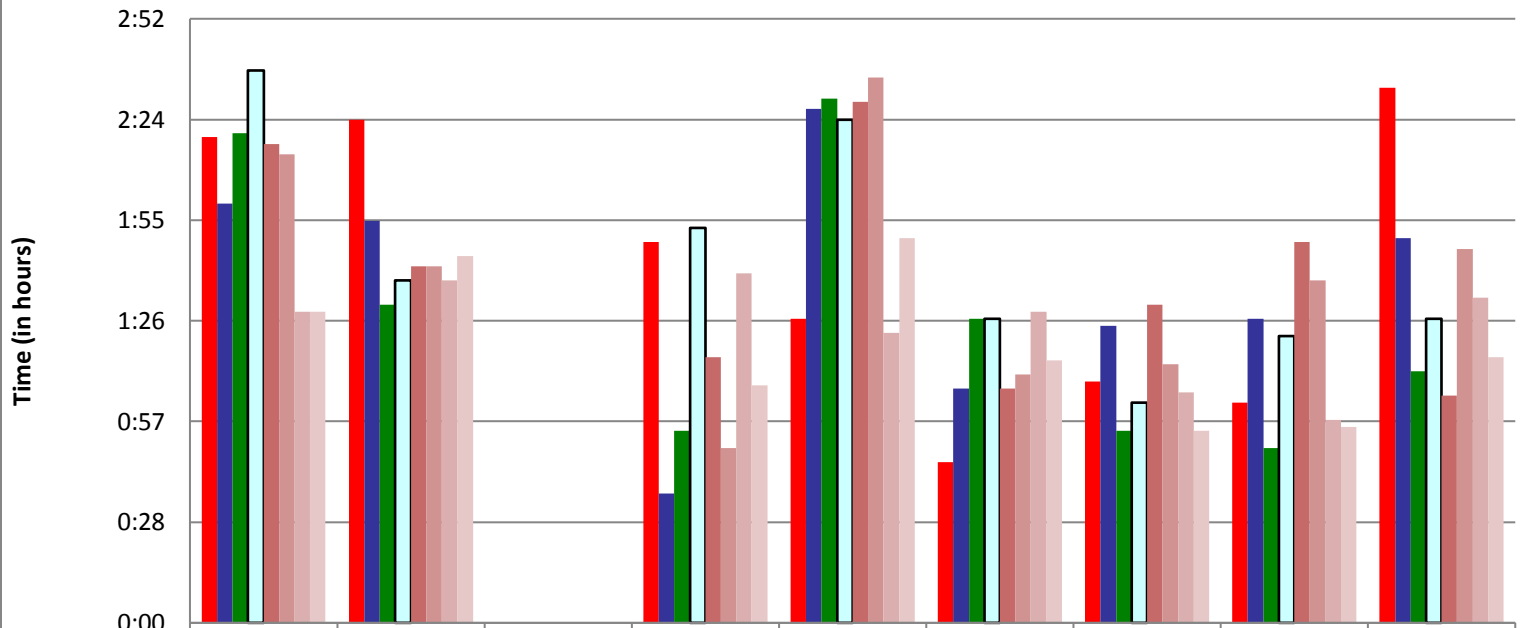
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Website Reports

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Average Time Spent on Website - HSP Micro Sites

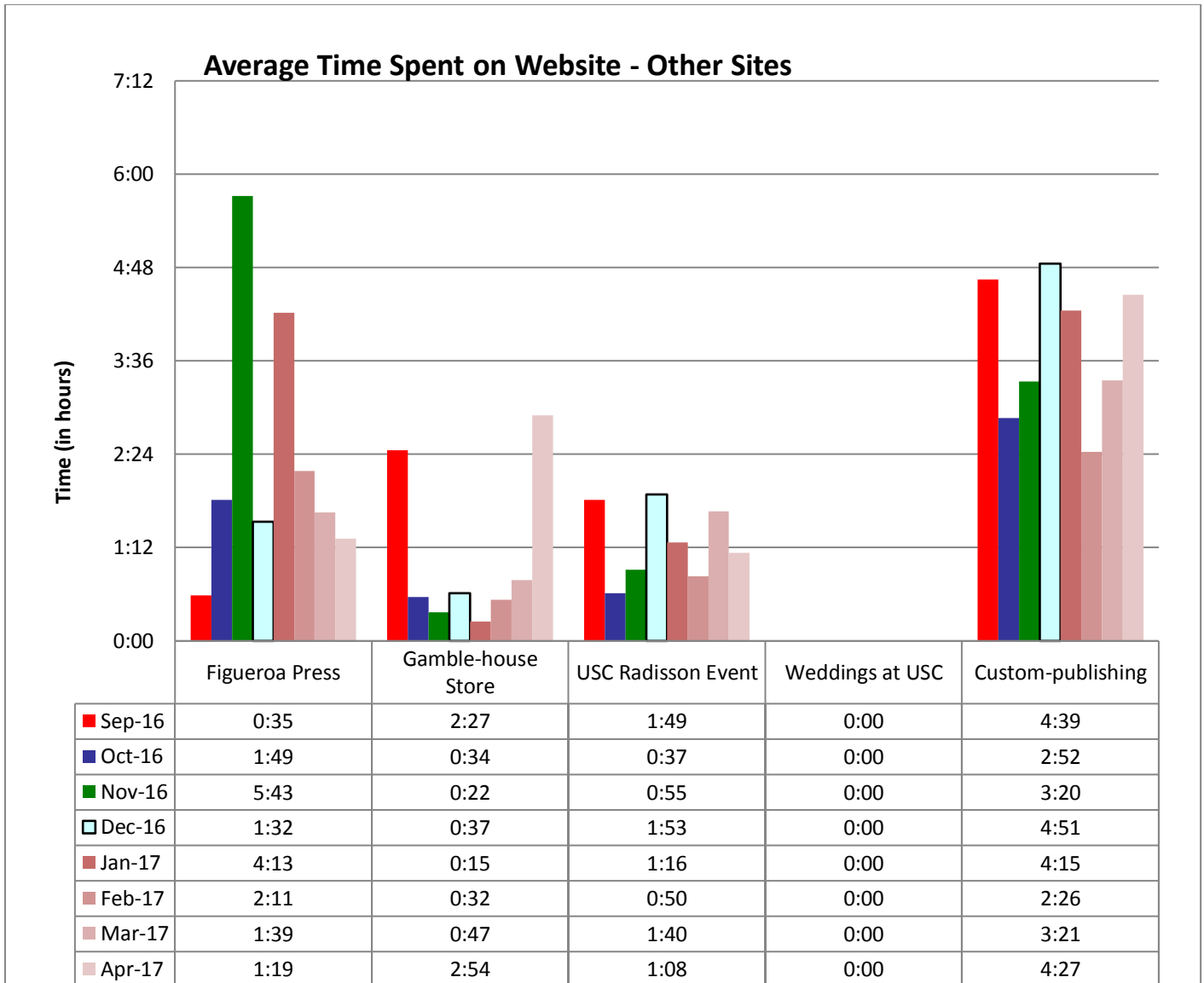


	McKays	The Lab	Weddings at USC	USC Radisson Event	Moreton Fig	Rosso Oro's Pizzeria	Seeds Marketplace	Traditions	The Edmondson
■ Sep-16	2:19	2:24	0:00	1:49	1:27	0:46	1:09	1:03	2:33
■ Oct-16	2:00	1:55	0:00	0:37	2:27	1:07	1:25	1:27	1:50
■ Nov-16	2:20	1:31	0:00	0:55	2:30	1:27	0:55	0:50	1:12
□ Dec-16	2:38	1:38	0:00	1:53	2:24	1:27	1:03	1:22	1:27
■ Jan-17	2:17	1:42	0:00	1:16	2:29	1:07	1:31	1:49	1:05
■ Feb-17	2:14	1:42	0:00	0:50	2:36	1:11	1:14	1:38	1:47
■ Mar-17	1:29	1:38	0:00	1:40	1:23	1:29	1:06	0:58	1:33
■ Apr-17	1:29	1:45	0:00	1:08	1:50	1:15	0:55	0:56	1:16

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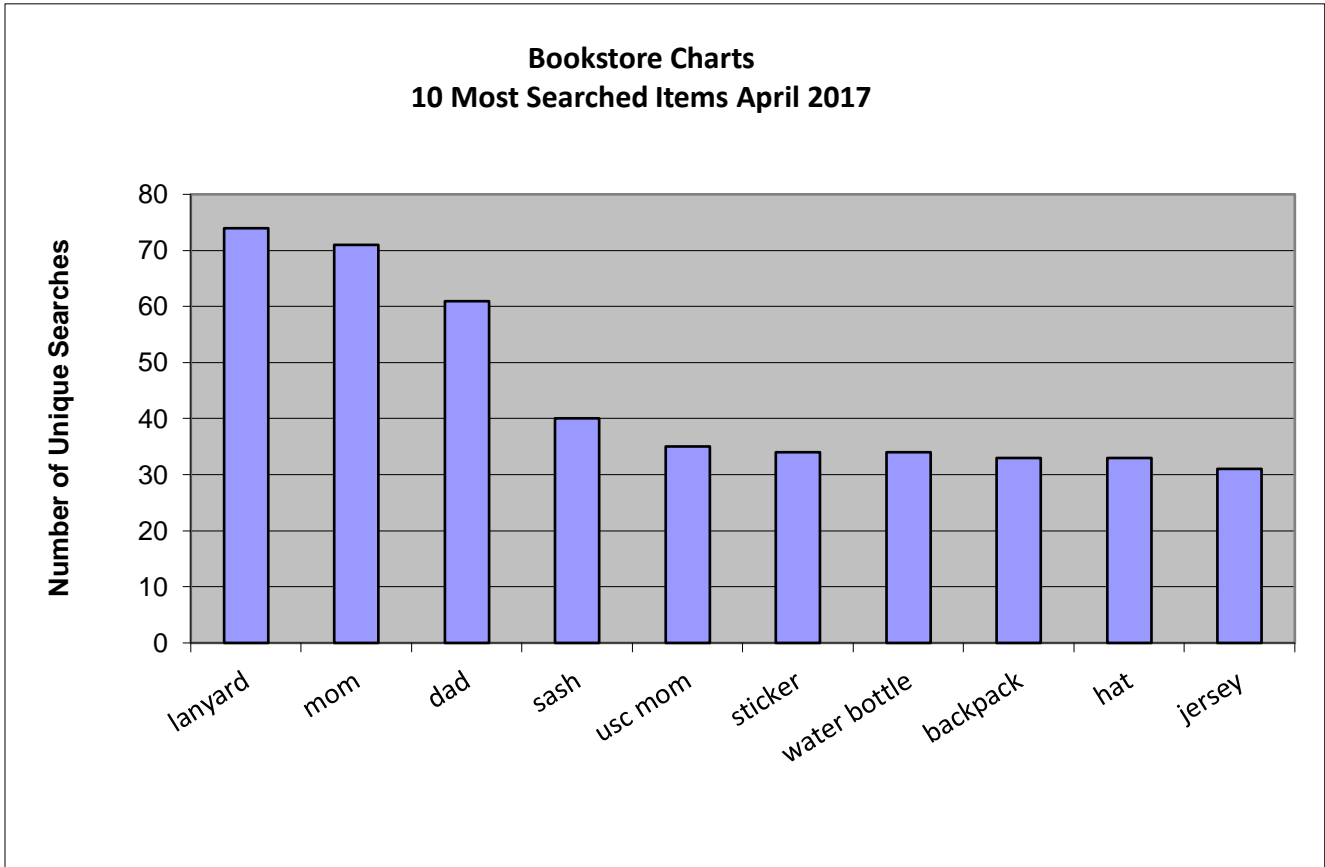
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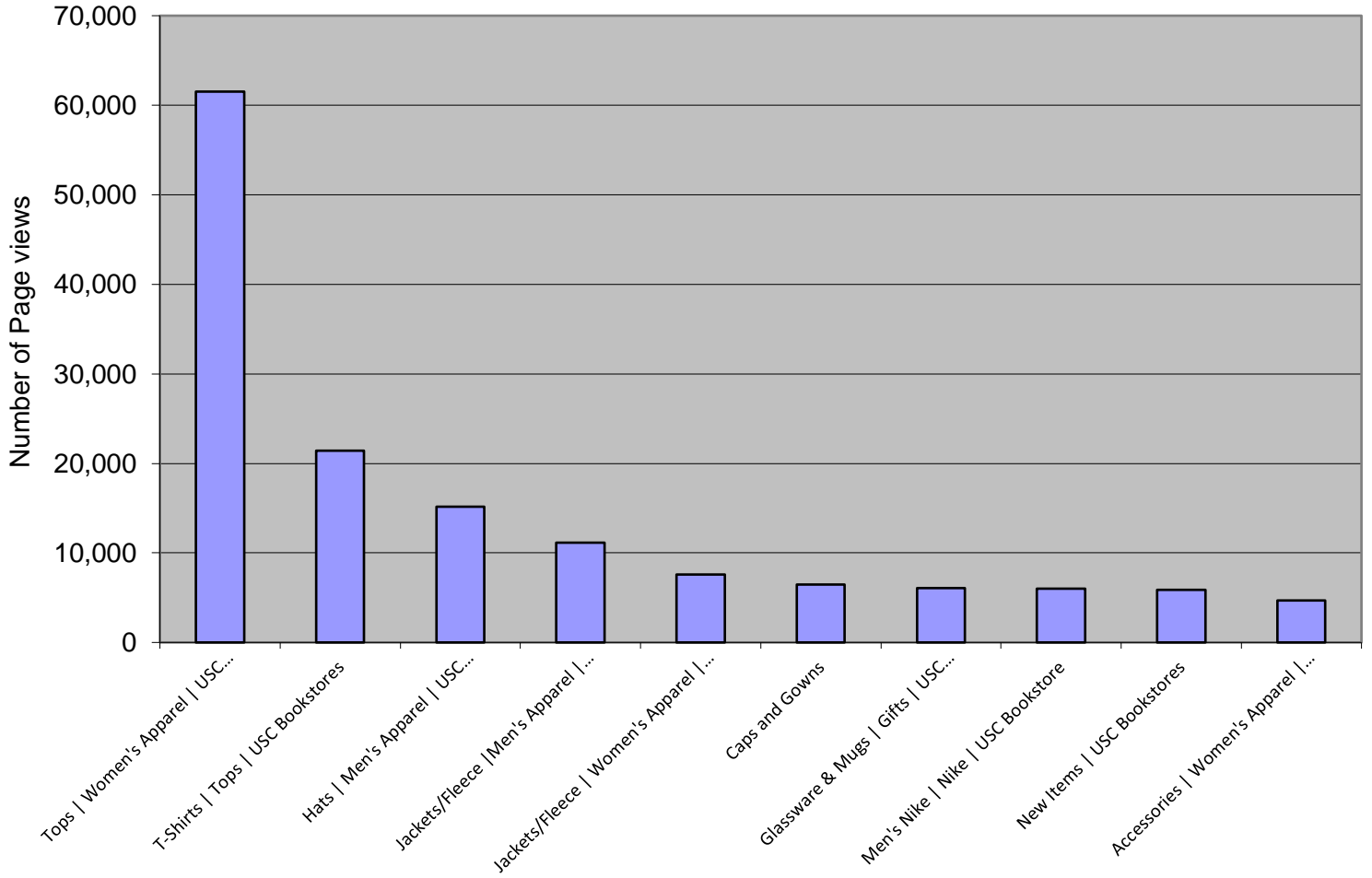
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Bookstore Charts
10 Most Viewed Pages - April 2017



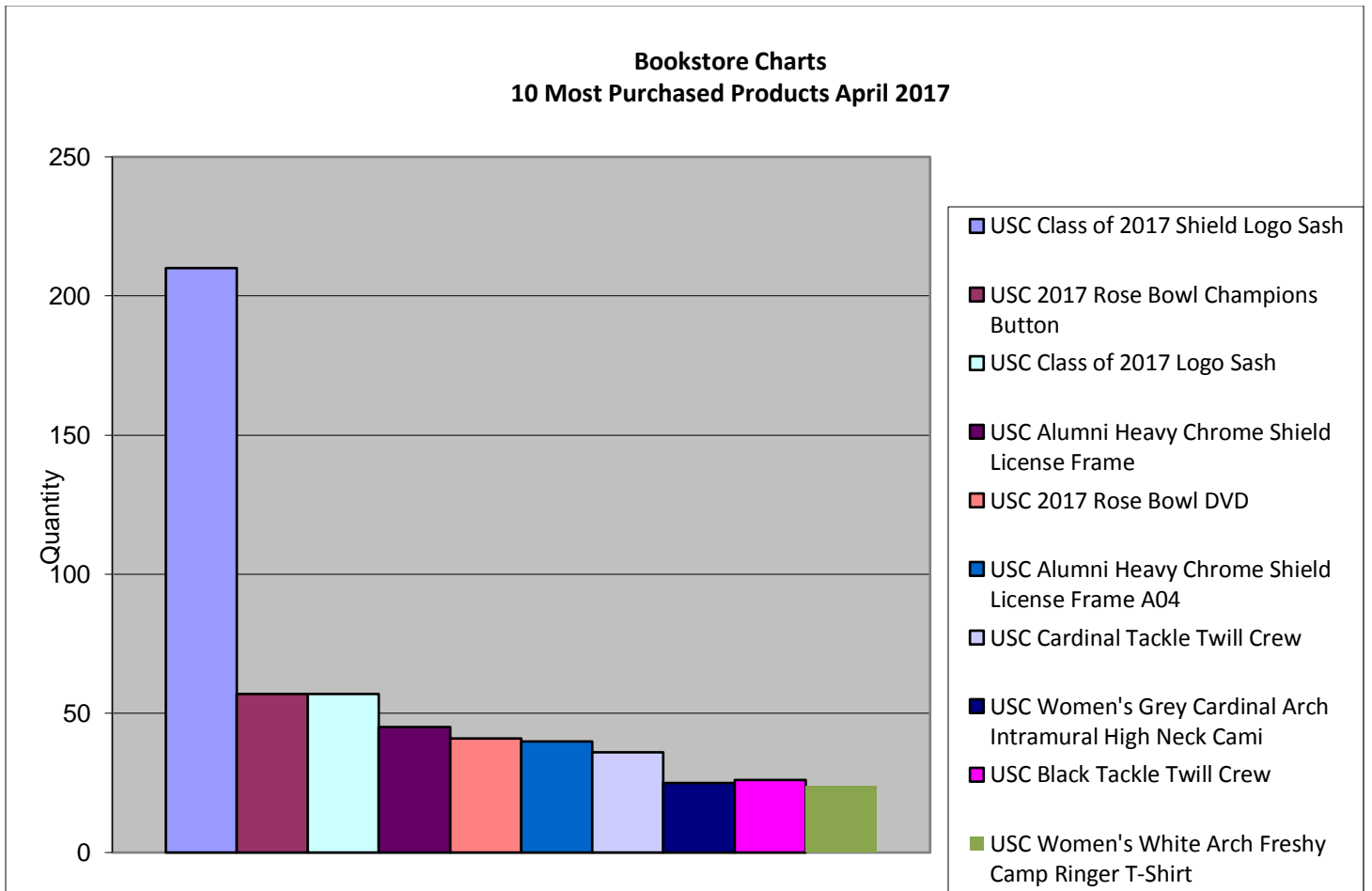
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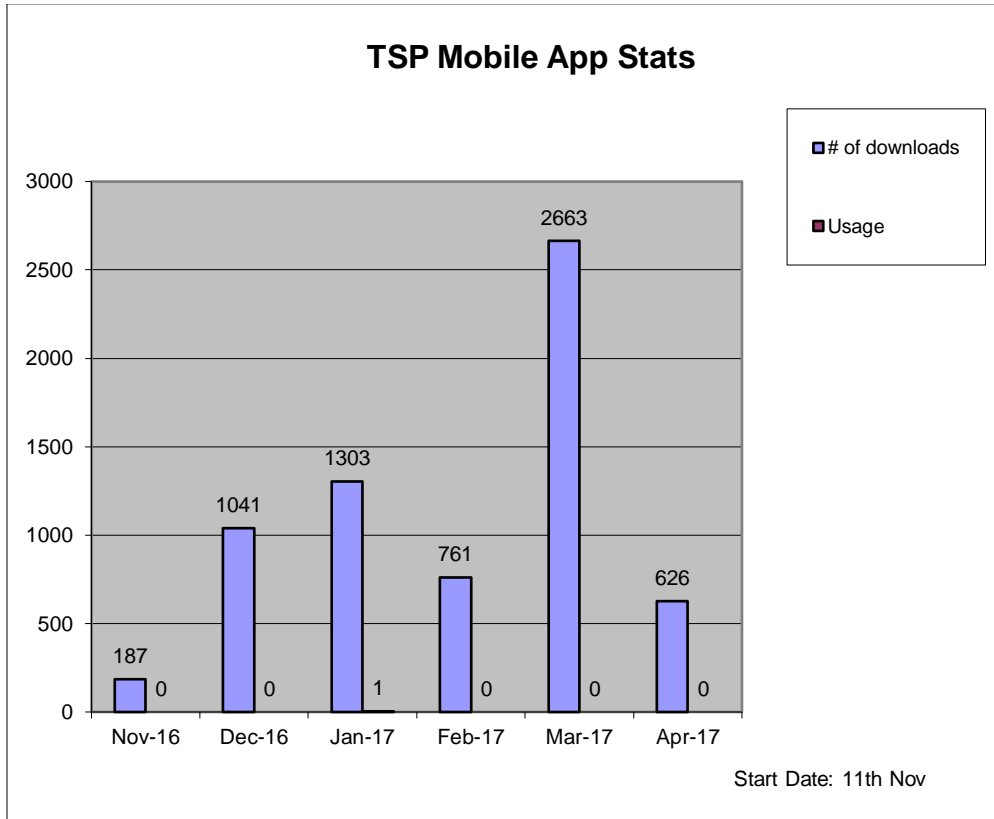
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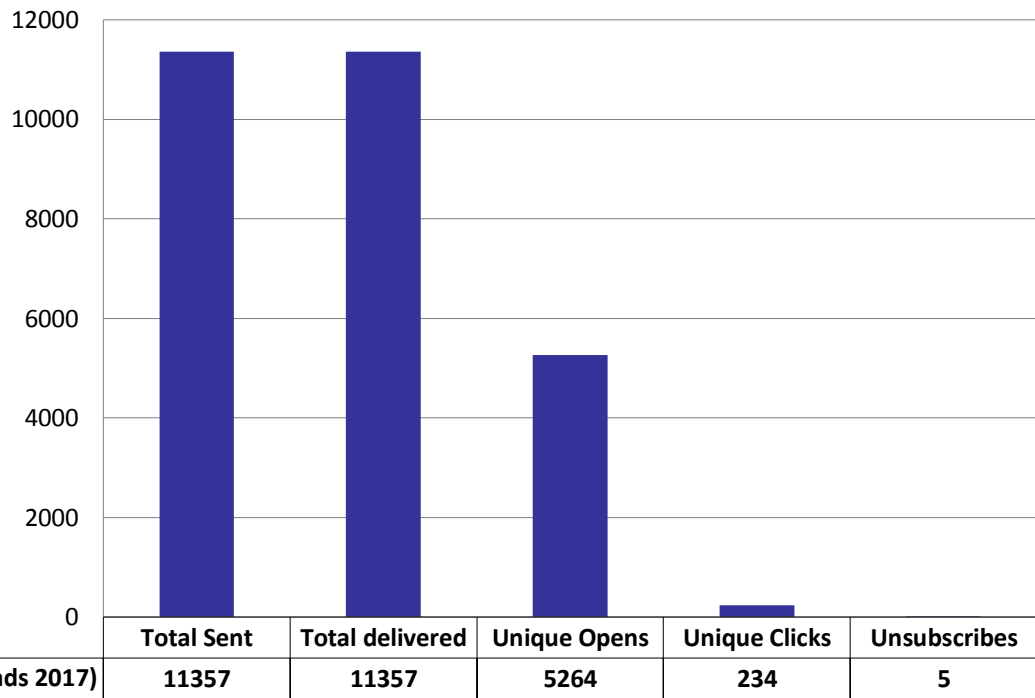


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Reminder: It's Cap and Gown Time! - 04/27/2017



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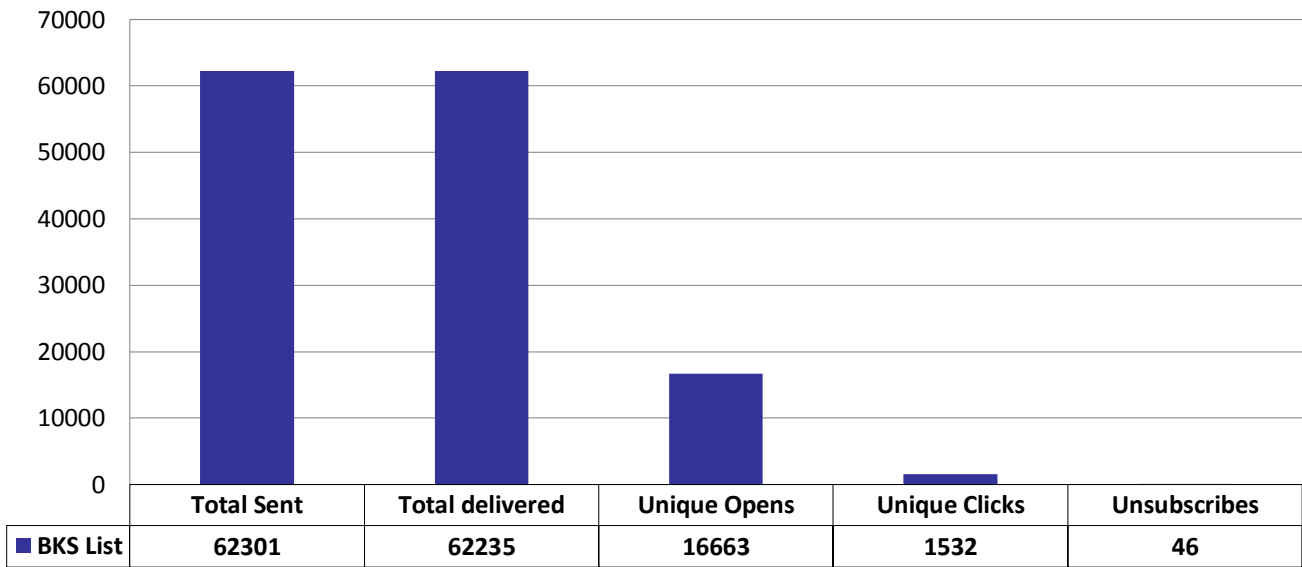
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🎁 Celebrate Moms, Dads & Grads! 🎁 - 04/25/2017



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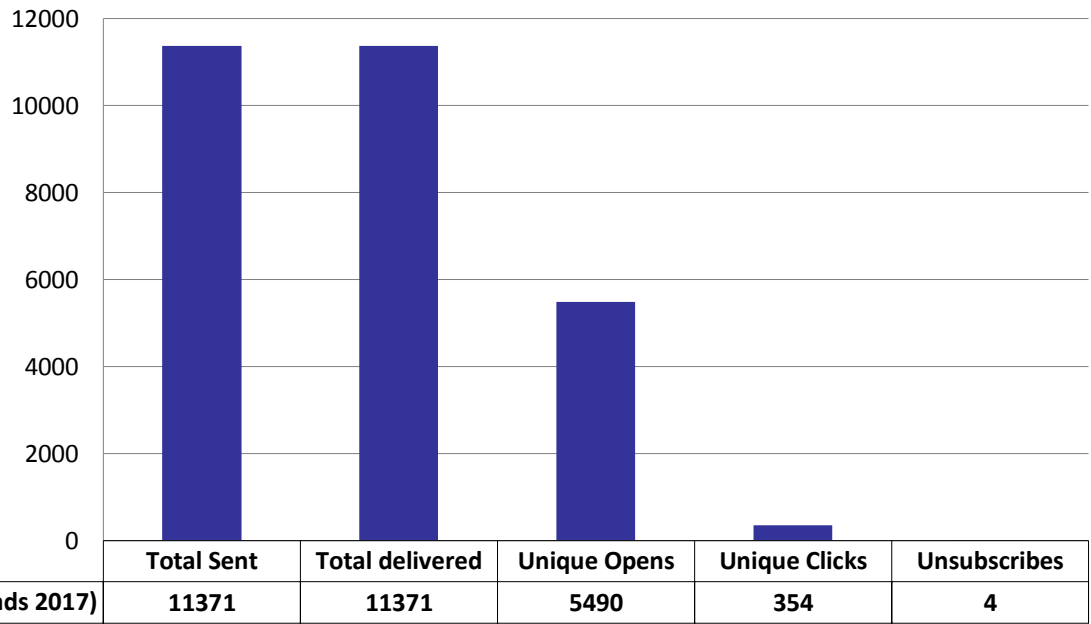
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It's Time to Rent Your Cap and Gown! - 04/24/2017



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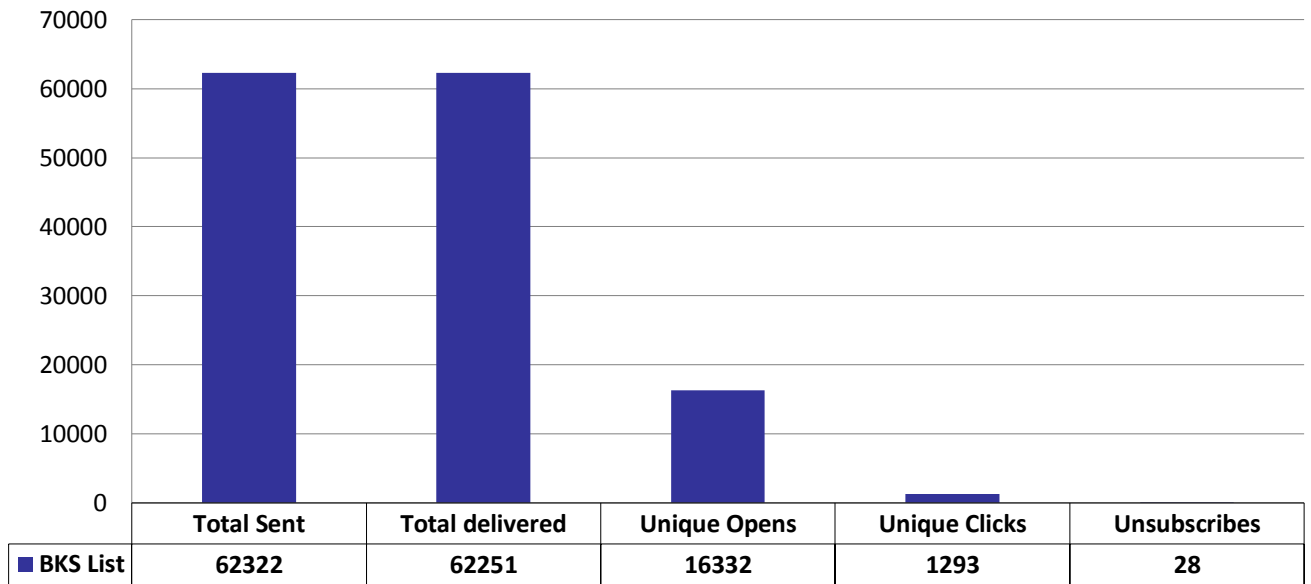
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Get Mom the Good Stuff! - 04/22/2017



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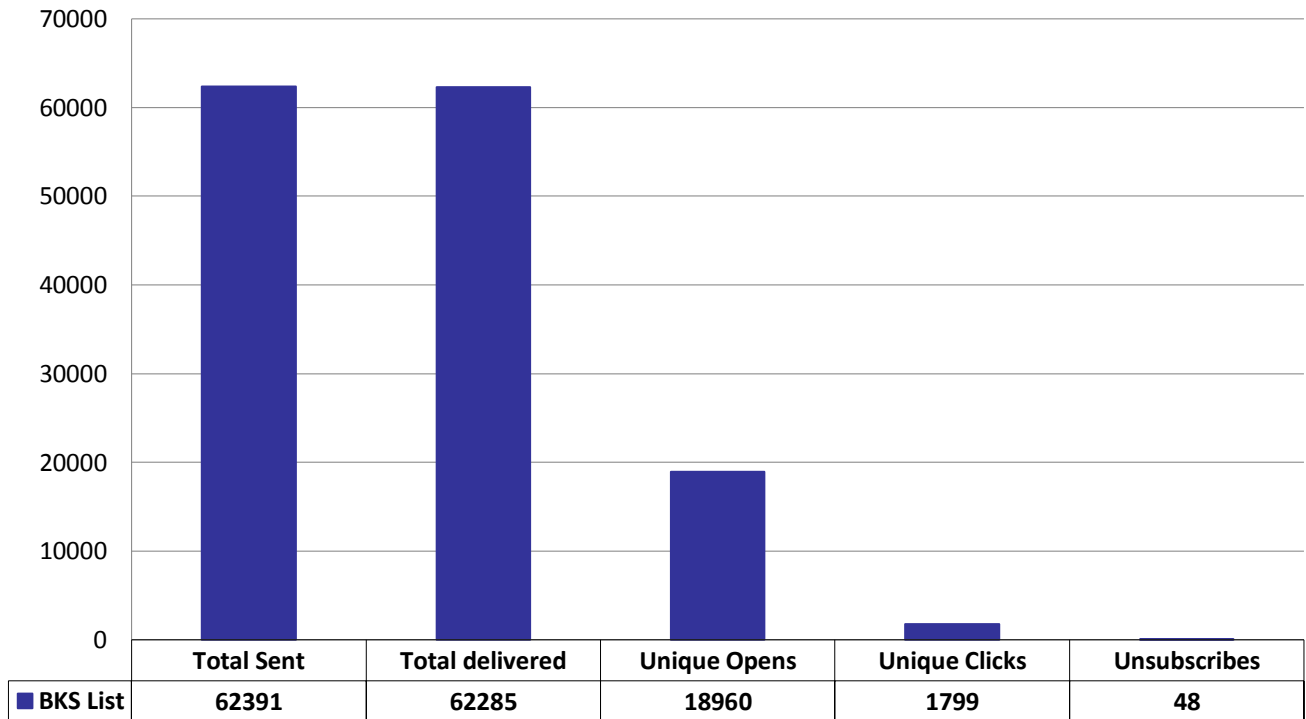
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April 2017

Fresh USC Hats from Team Trojan! - 04/18/2017



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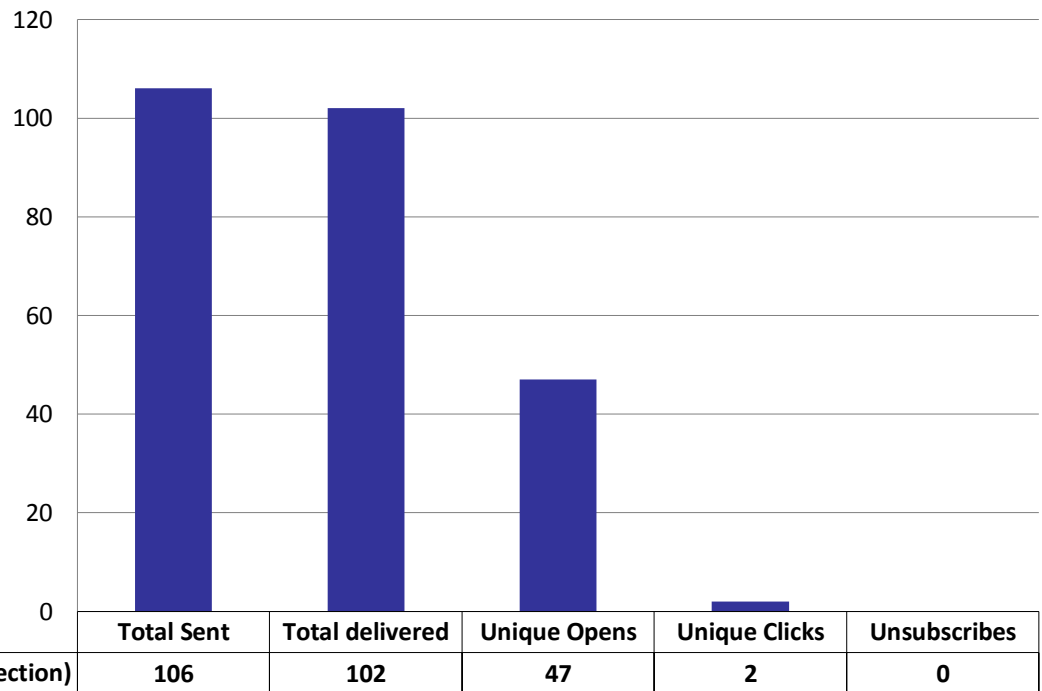
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USC Bookstores Invite You To a Special Event! - 04/10/2017

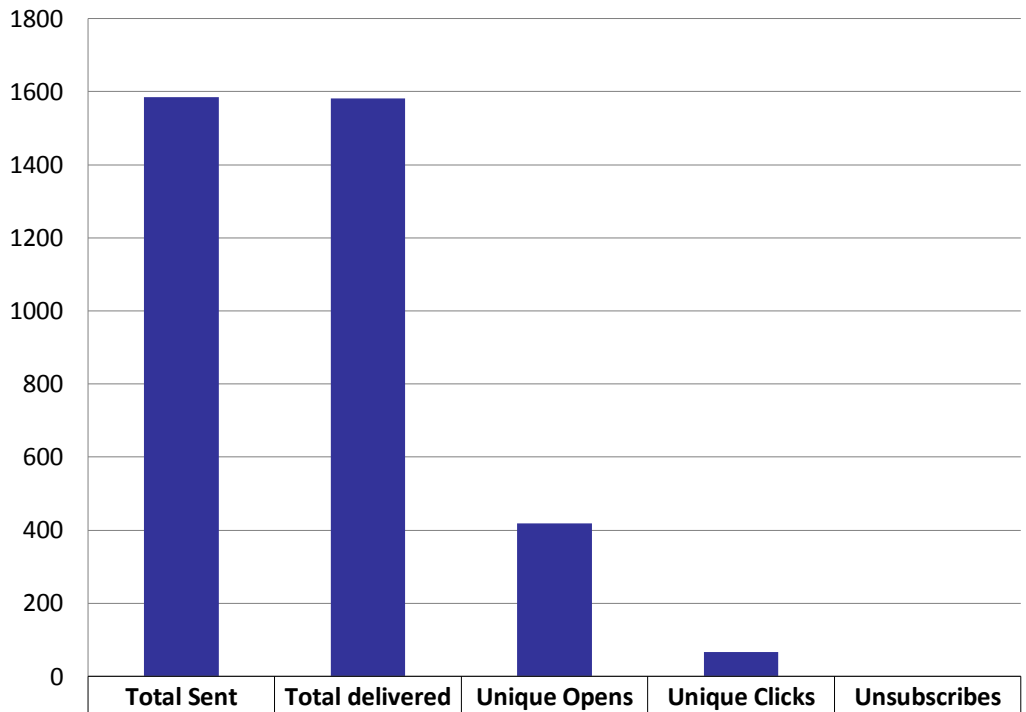


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REMINDER: Vote for your 2017-2019 Board of Councilors Ballot - 04/28/2017



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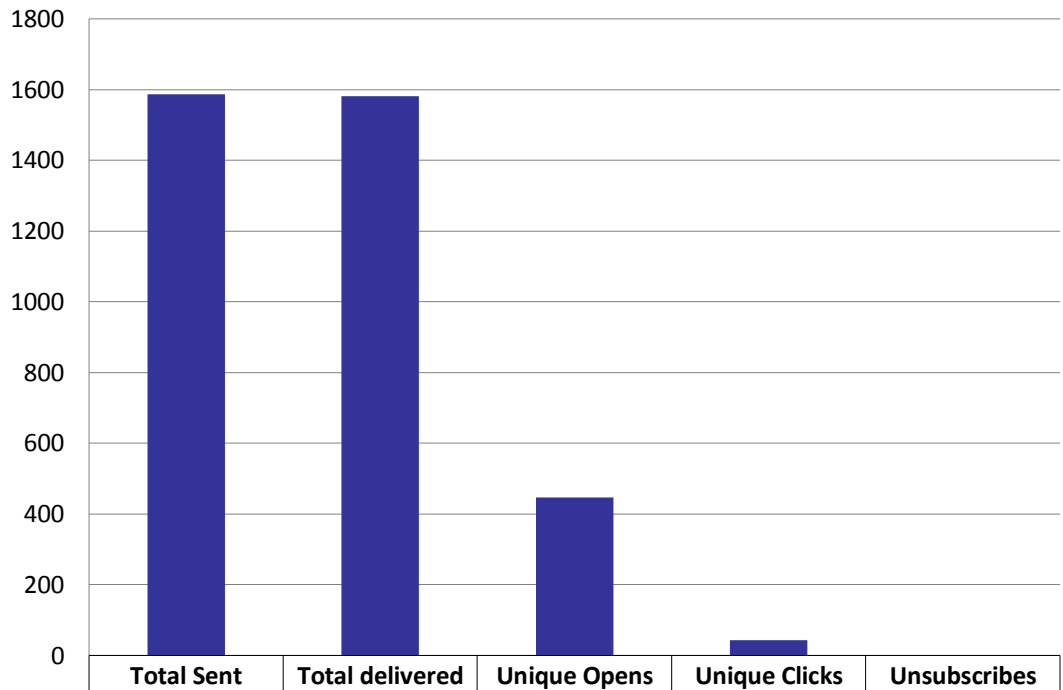
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This Week - April 24, 2017 - 04/24/2017



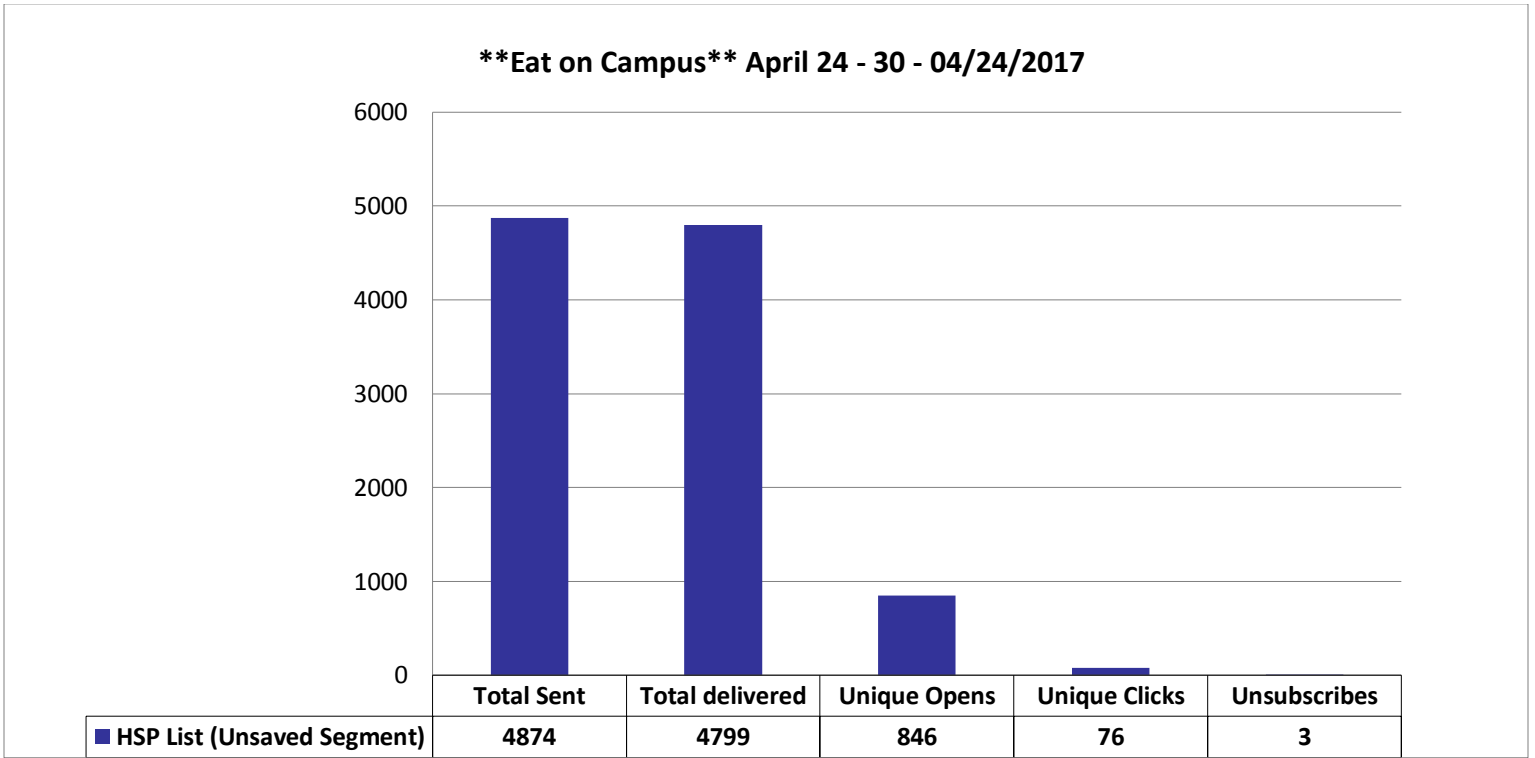
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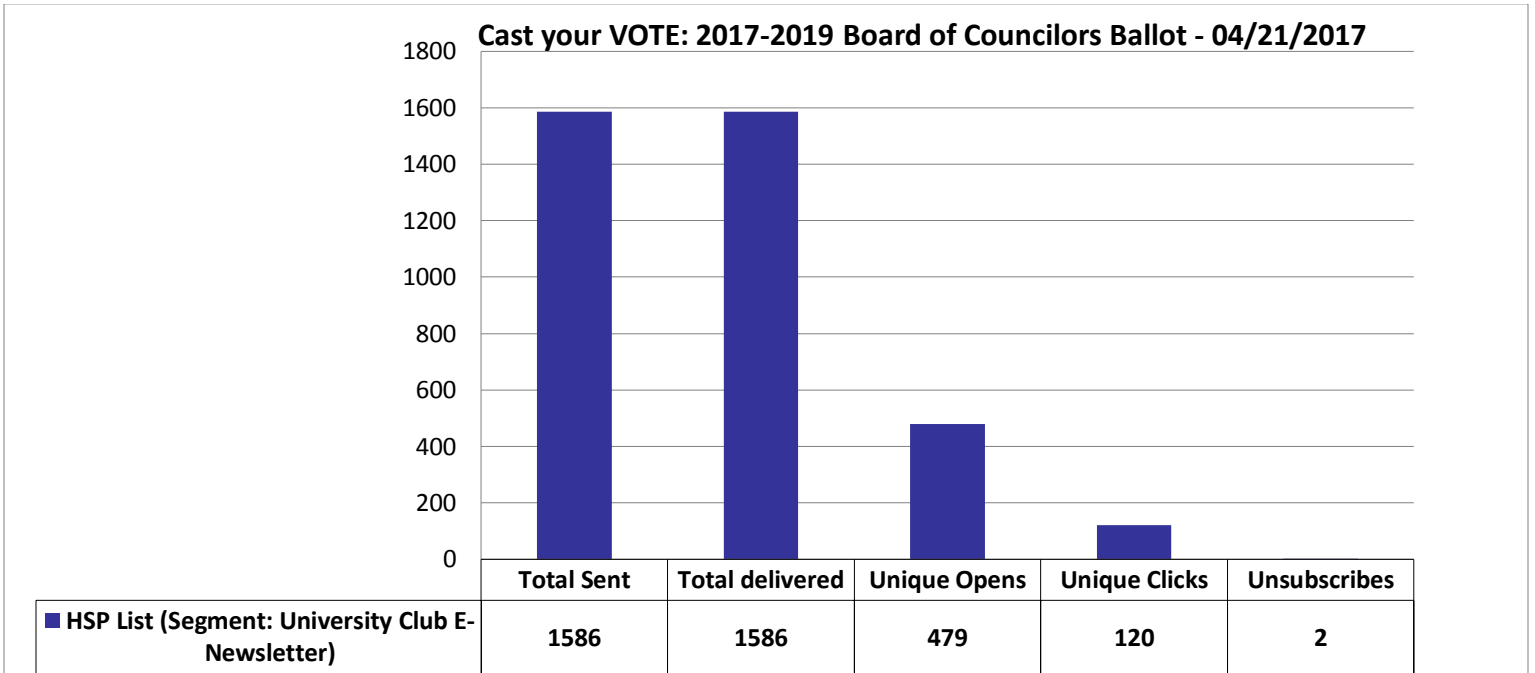
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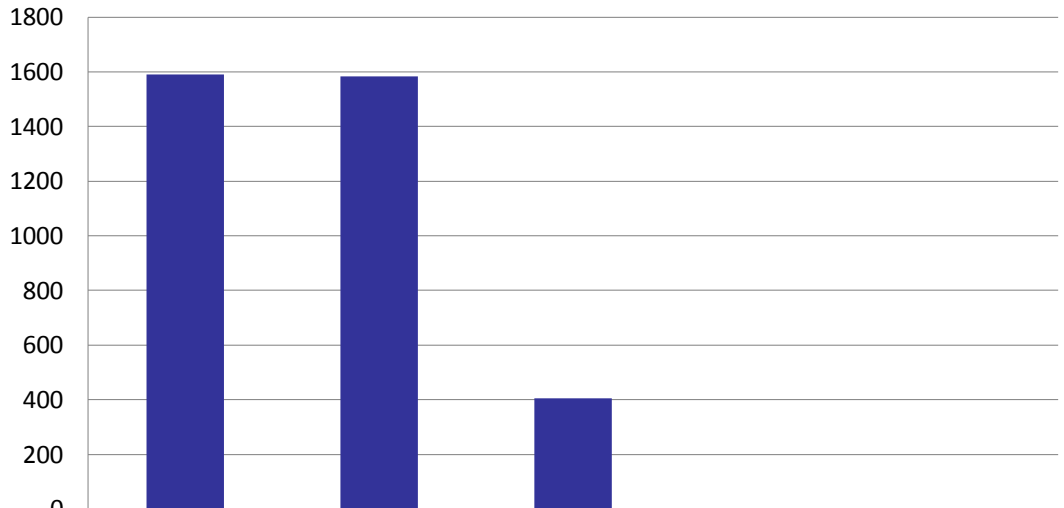
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Email Campaign Reports

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University Club - Closed for Dinner Tonight, Tuesday and Thursday - 04/17/2017



	Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
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	1590	1583	405	0	0
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■ HSP List (Segment: University Club E-Newsletter)

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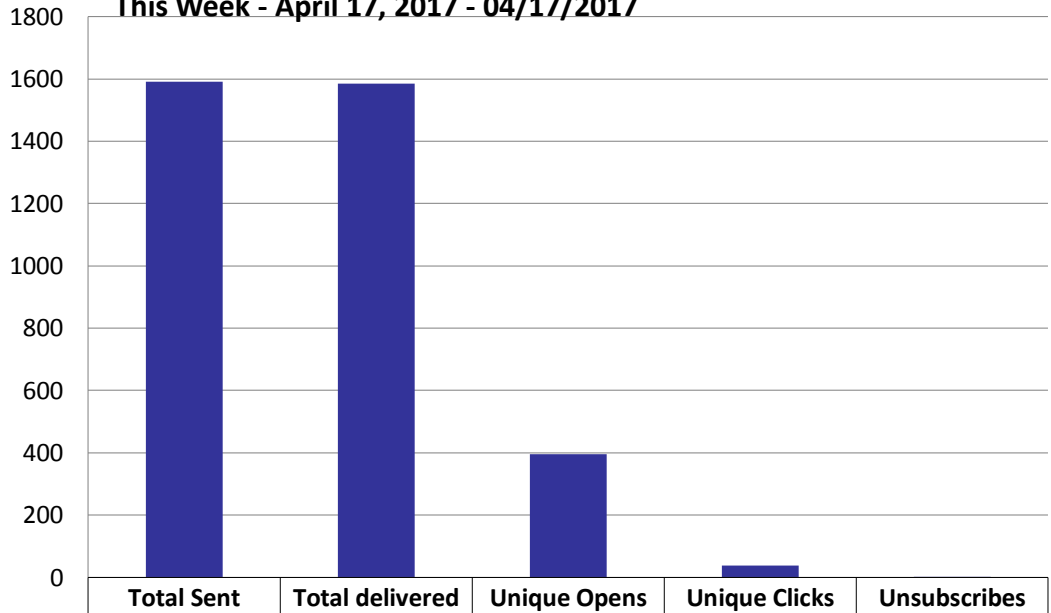
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This Week - April 17, 2017 - 04/17/2017



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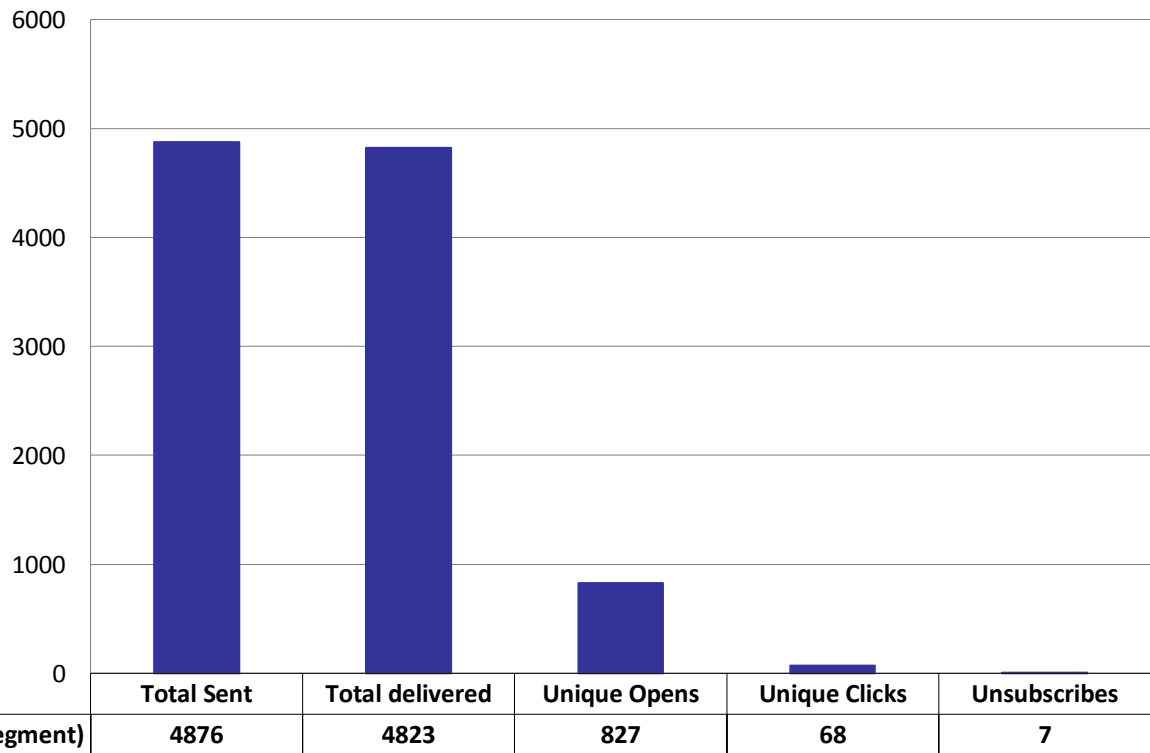
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Eat on Campus April 17 - 23 - 04/17/2017



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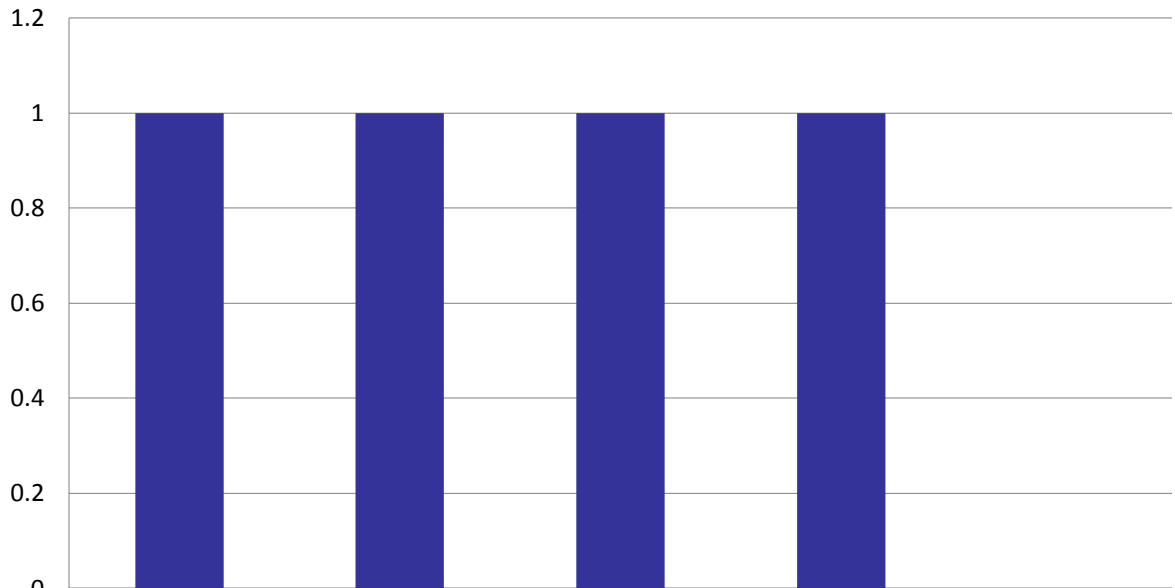
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Fertitta Cafe - Best Concept Award Entry - 04/14/2017



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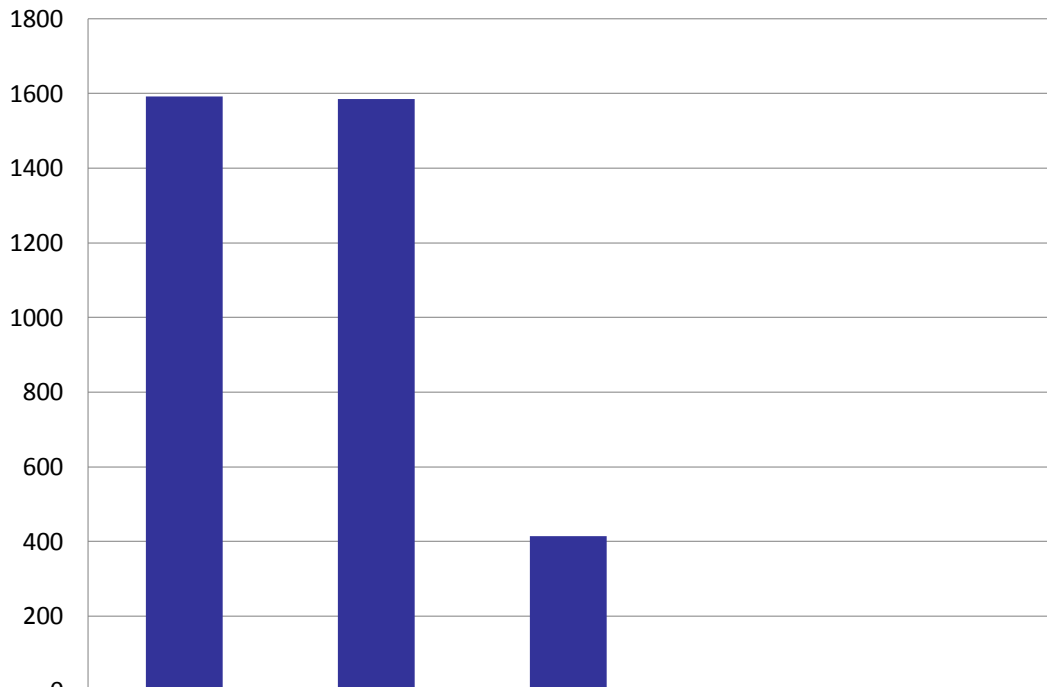
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Email Campaign Reports

April 2017

Reminder: Meet-the-Chef and Candidates - 04/13/2017



■ HSP List (Segment: University Club E-Newsletter)

Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
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1592

1585

415

0

0

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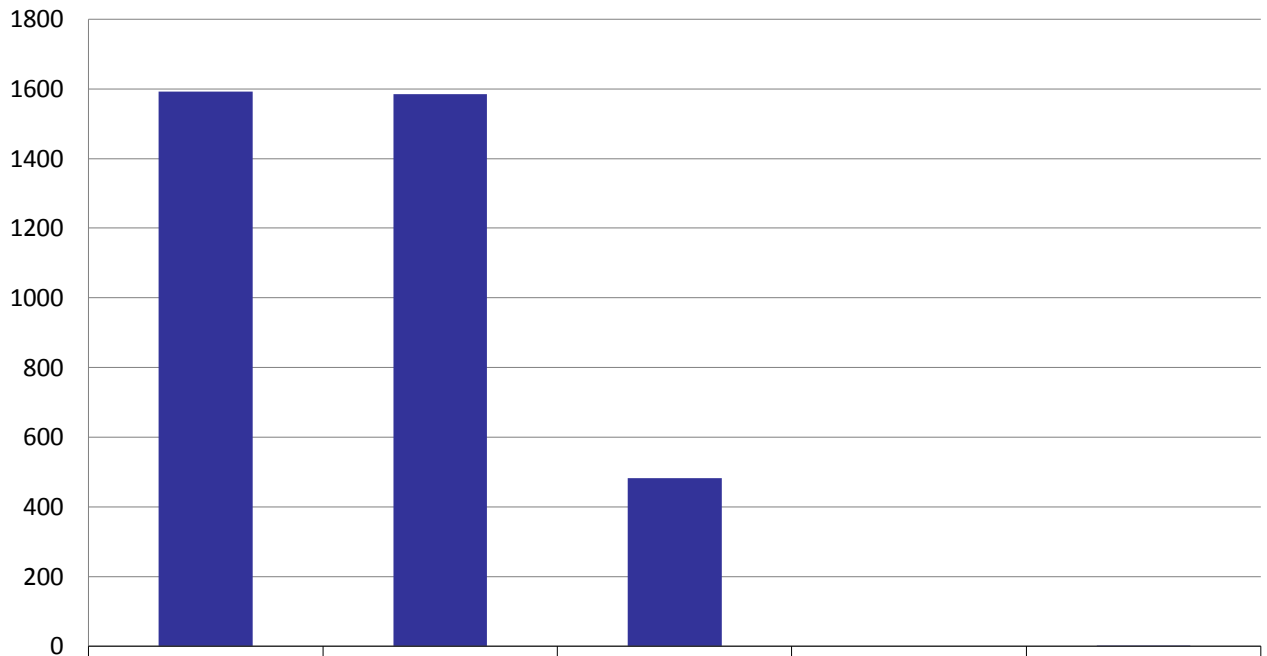
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Email Campaign Reports

April 2017

Invitation: Meet-the-Chef and Candidates - 04/10/2017



	Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
■ HSP List (Segment: University Club E-Newsletter)	1592	1585	482	0	1

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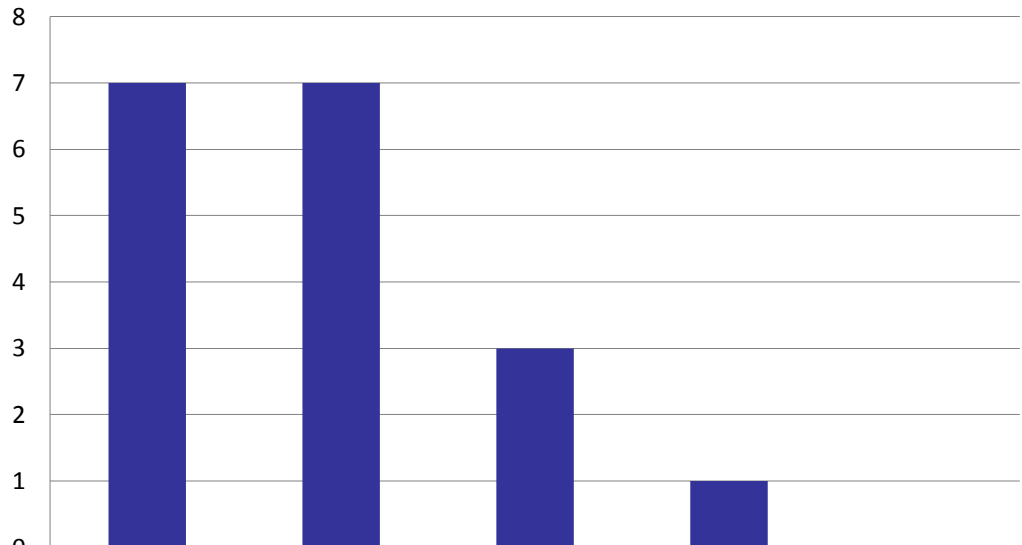
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Email Campaign Reports

April 2017

This Week - April 10, 2017 - 04/10/2017



■ HSP List (Segment: University Club E-Newsletter)

Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
7	7	3	1	0

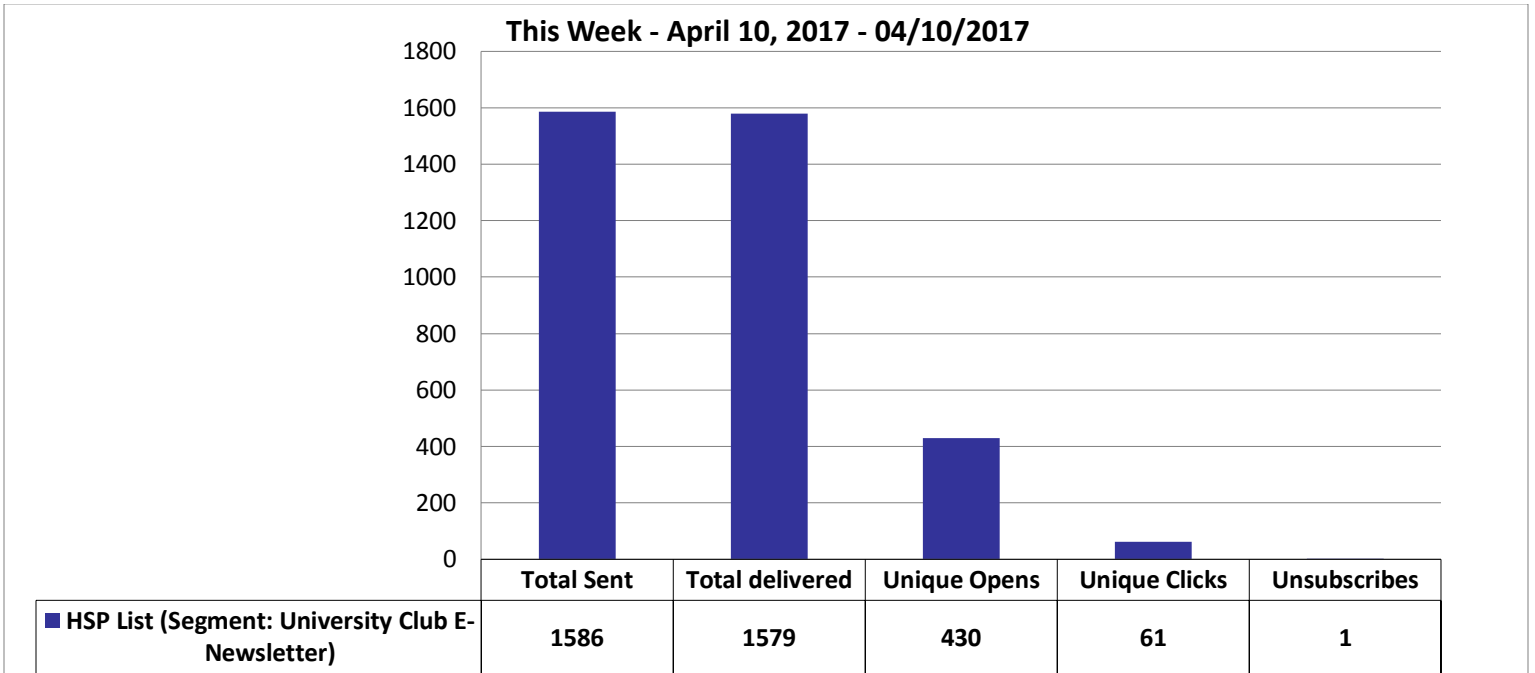
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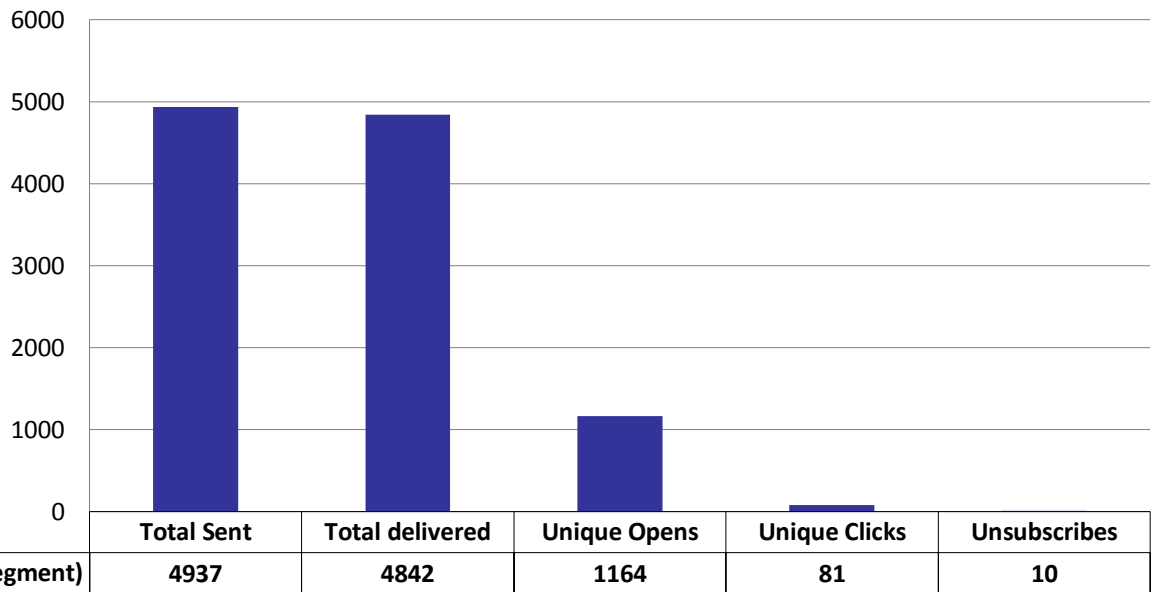
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Email Campaign Reports

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****Eat on Campus** April 10 - 16 - 04/10/2017**



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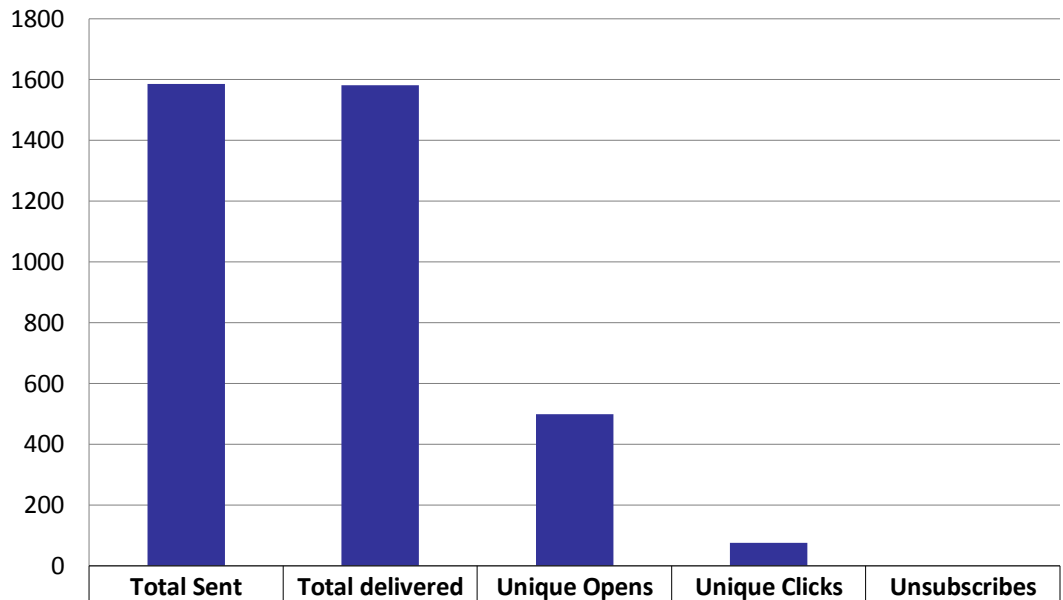
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Email Campaign Reports

April 2017

Dundon-Berchtold University Club of USC Newsletter: April 4, 2017 - 04/04/2017



■ HSP List (Segment: University Club E-Newsletter)

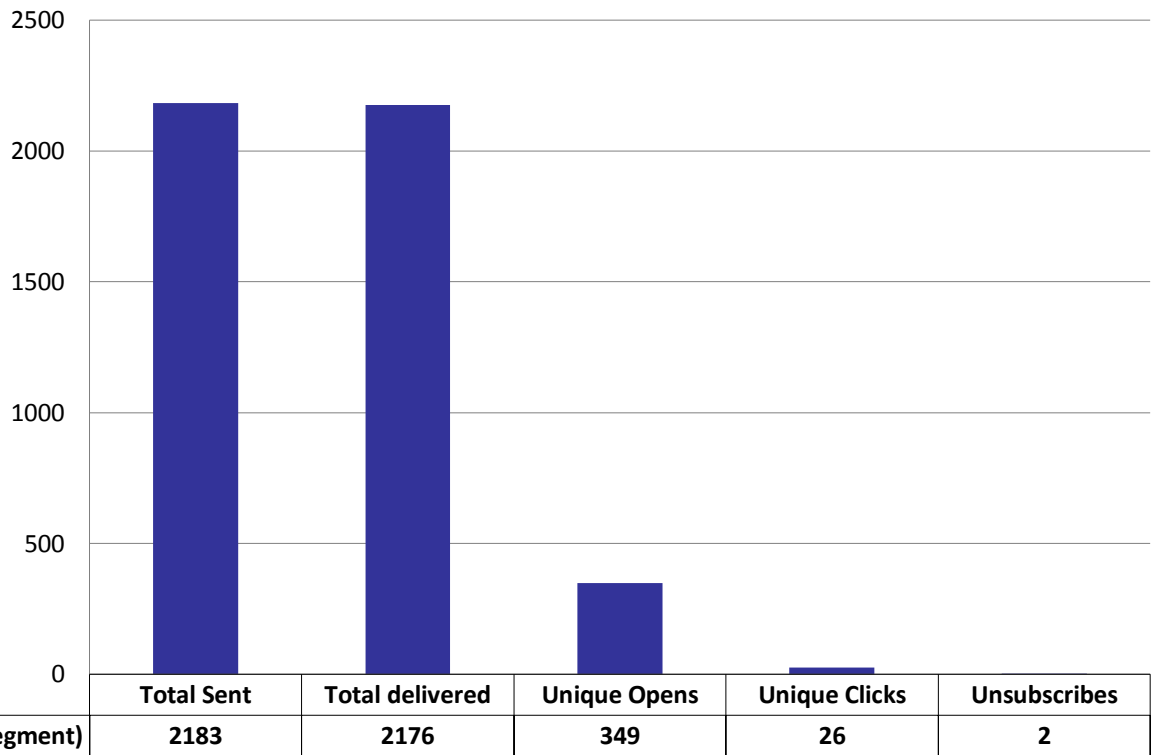
	Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
	1586	1582	499	75	0

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****Eat on Campus** April 3 - 9 - 04/03/2017**



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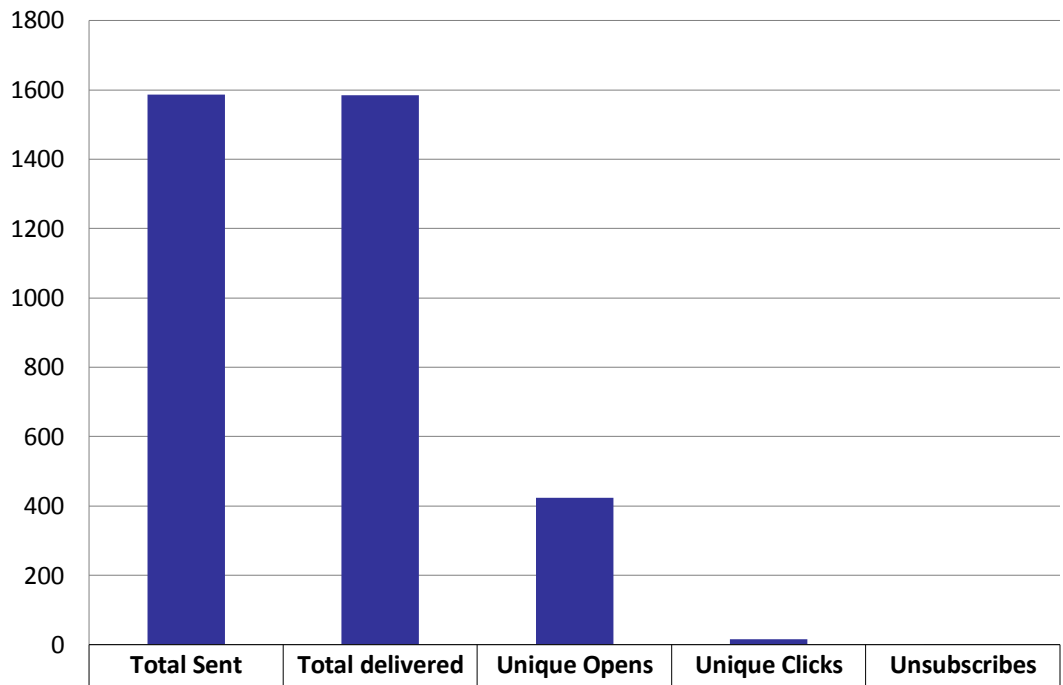
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USCAUXILIARYSERVICESIT

Email Campaign Reports

April 2017

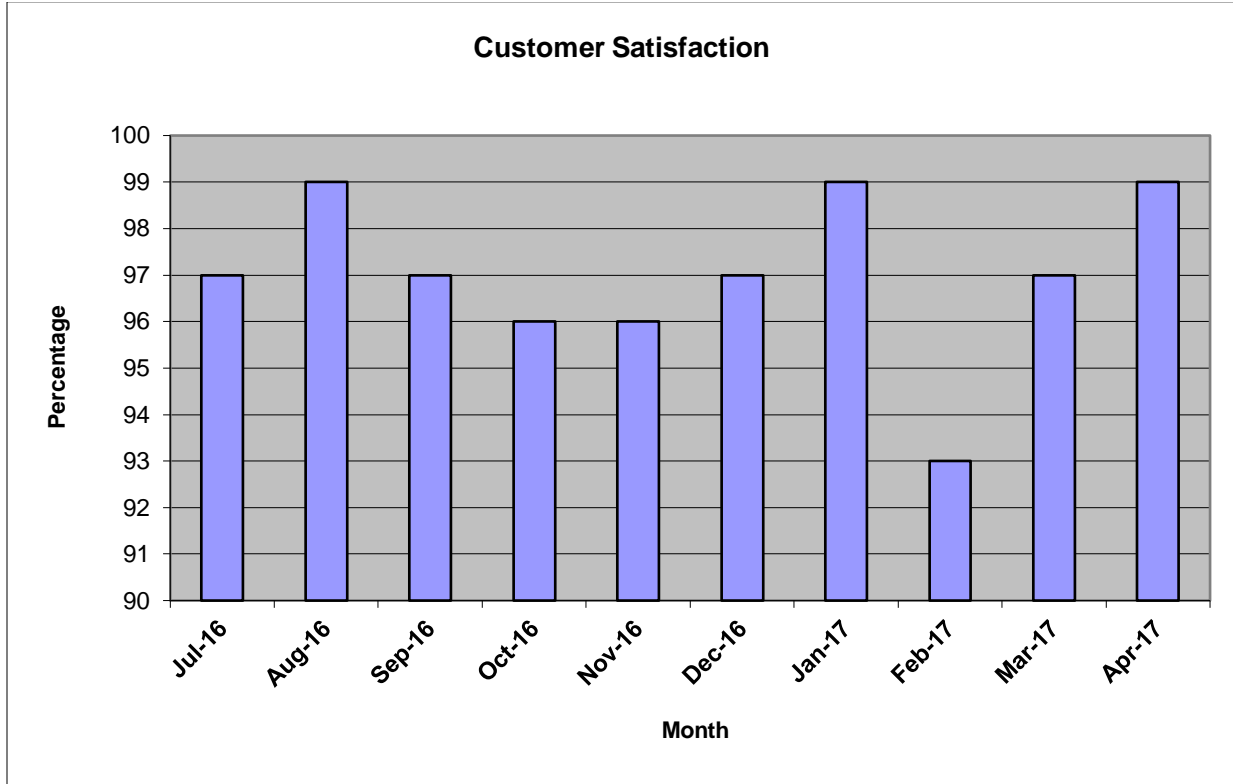
RSVP TODAY: Homelessness in L.A. Event - 04/03/2017



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Customer Satisfaction Report
April 2017



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THANK YOU!!

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