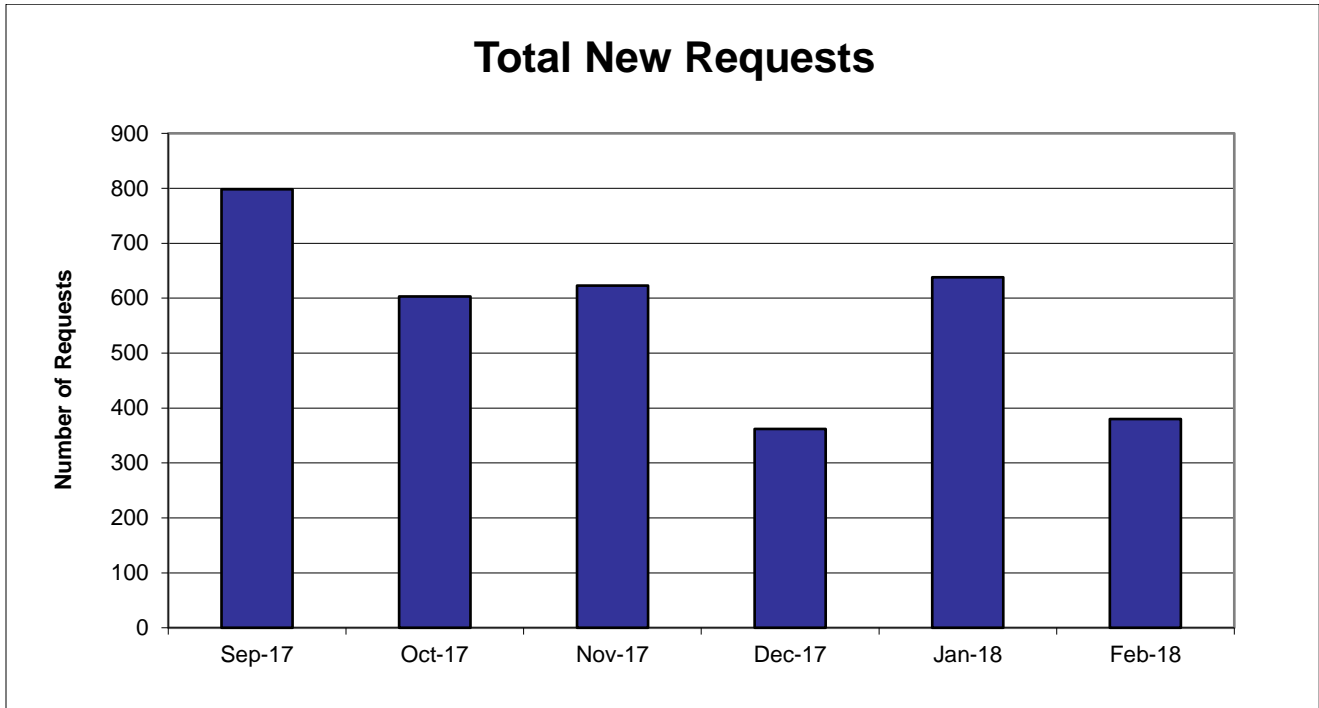


**USCAUXILIARYSERVICESIT**  
**Service Desk Reports**  
**February 2018**



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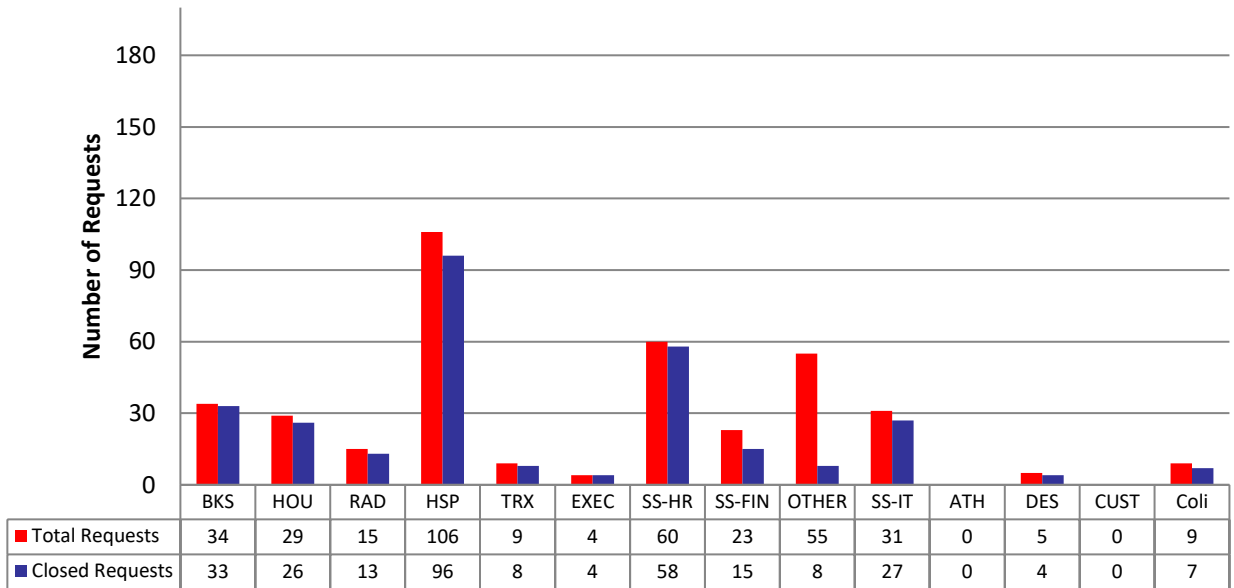
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# USCAUXILIARYSERVICESIT

## Service Desk Reports

February 2018

### Total New Vs Closed Requests



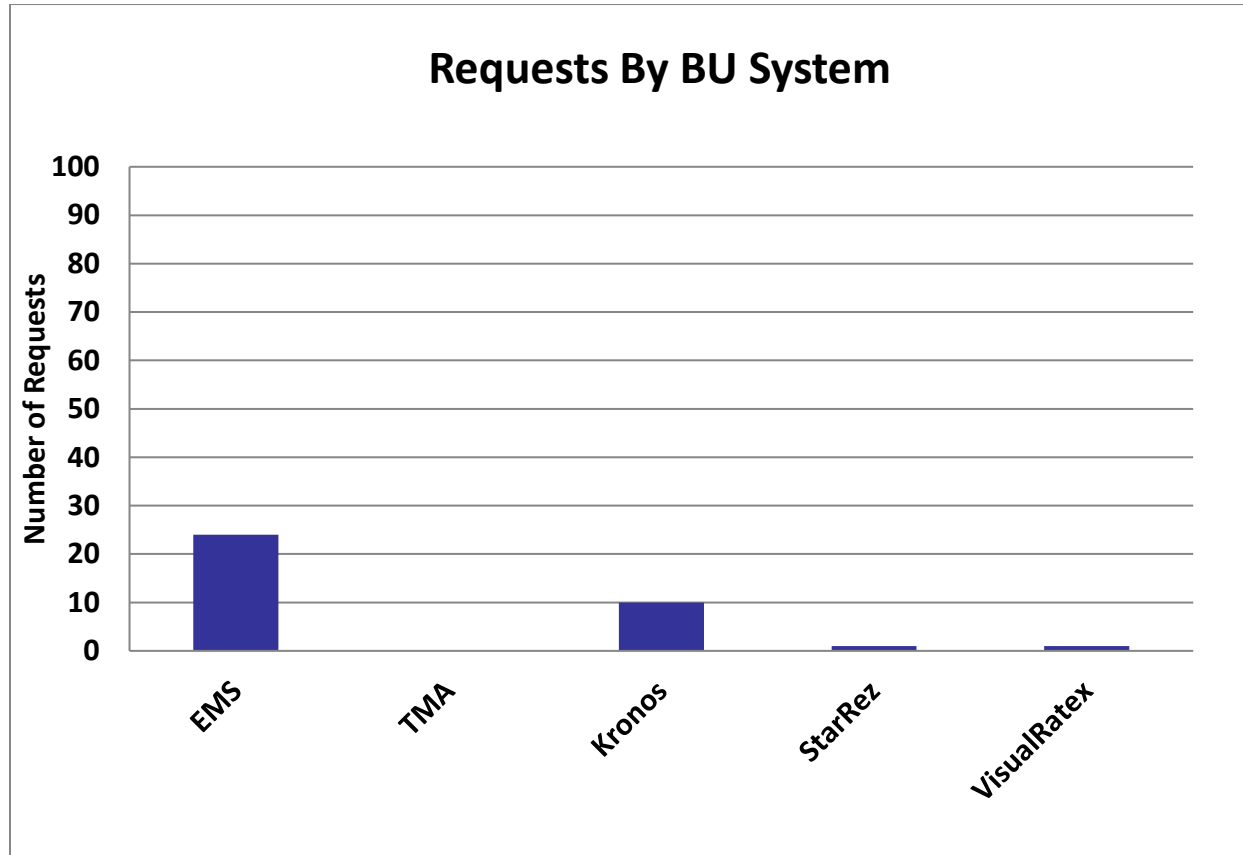
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## Service Desk Reports

February 2018



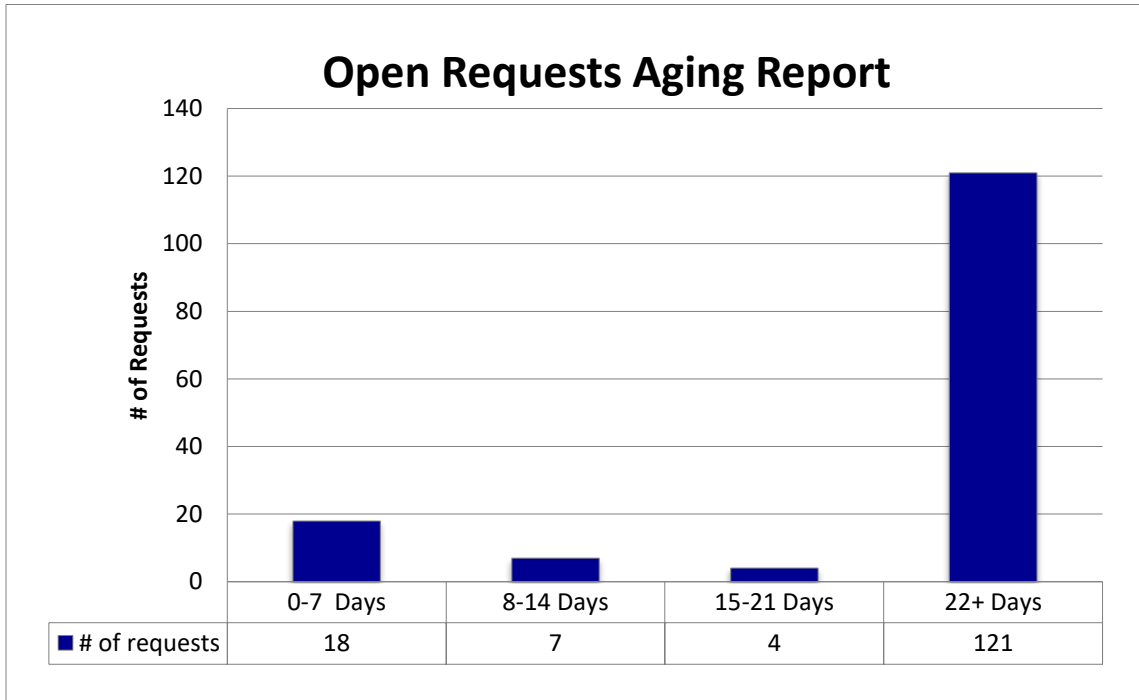
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## Service Desk Reports

February 2018



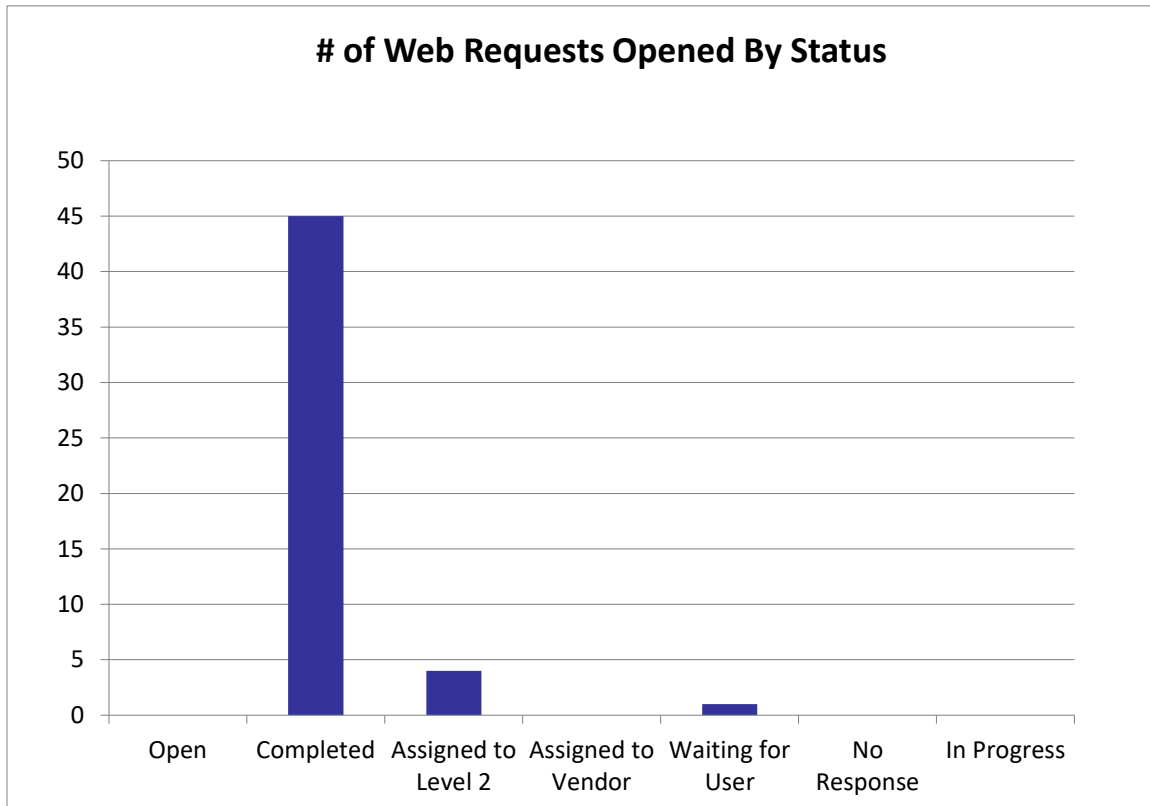
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# USCAUXILIARYSERVICESIT

## Service Desk Reports

February 2018



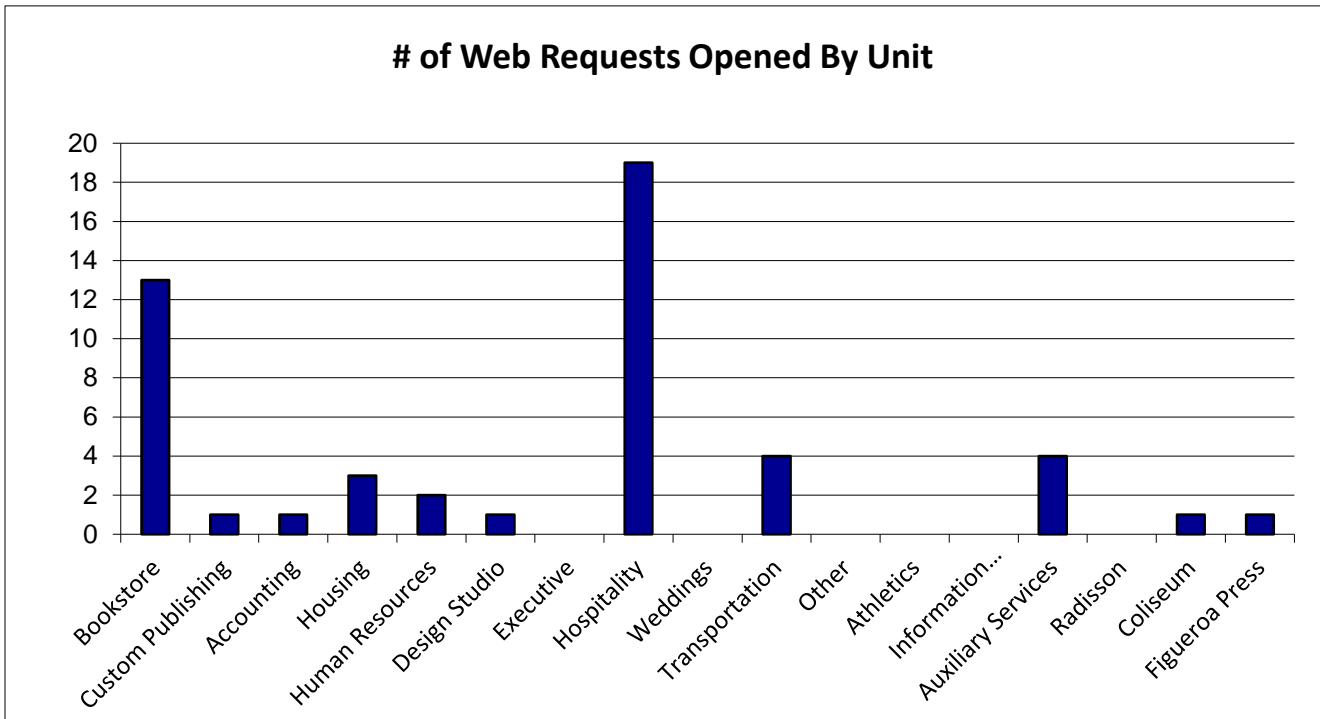
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# USCAUXILIARYSERVICESIT

## Service Desk Reports

February 2018



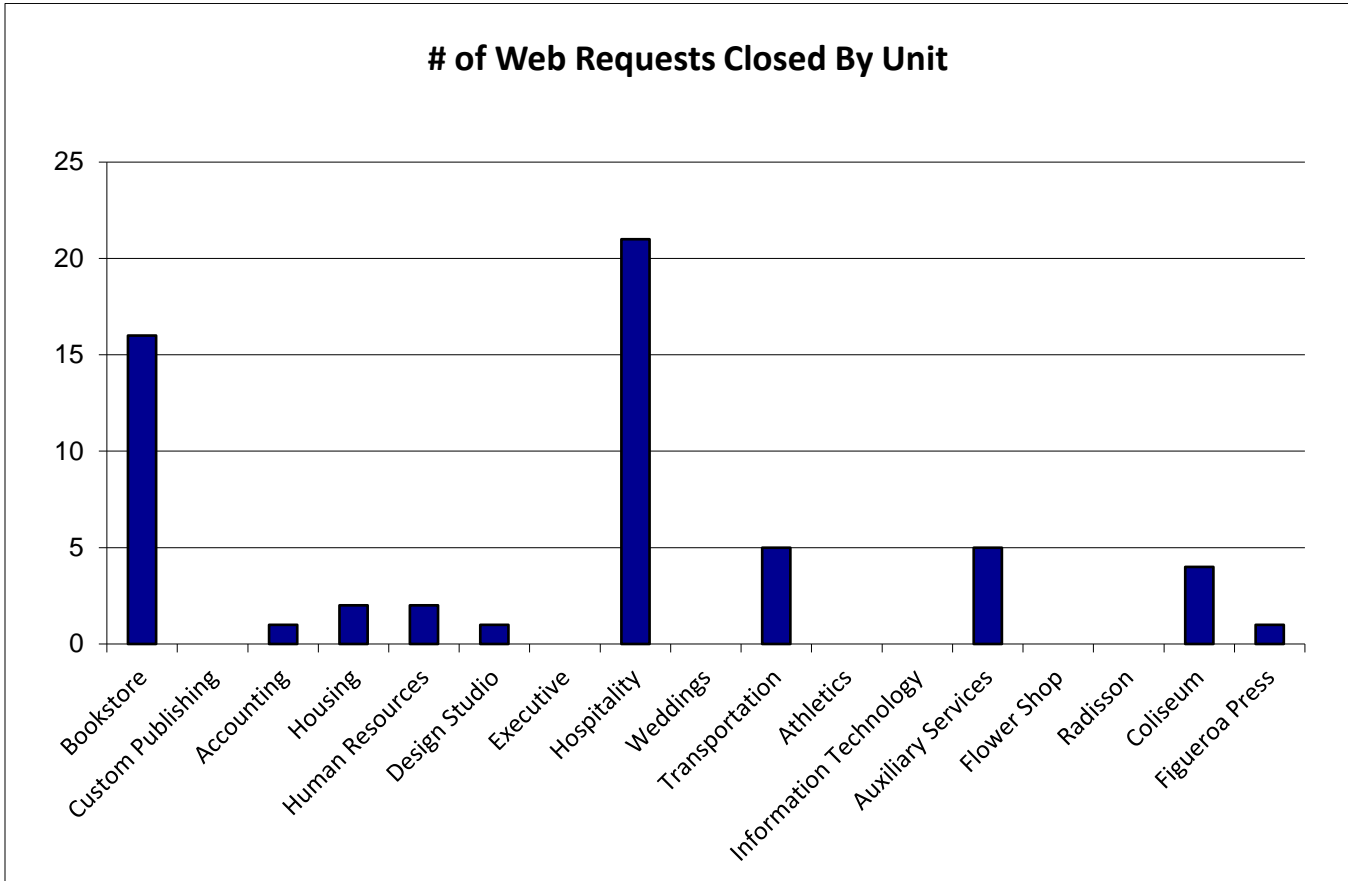
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## Service Desk Reports

February 2018



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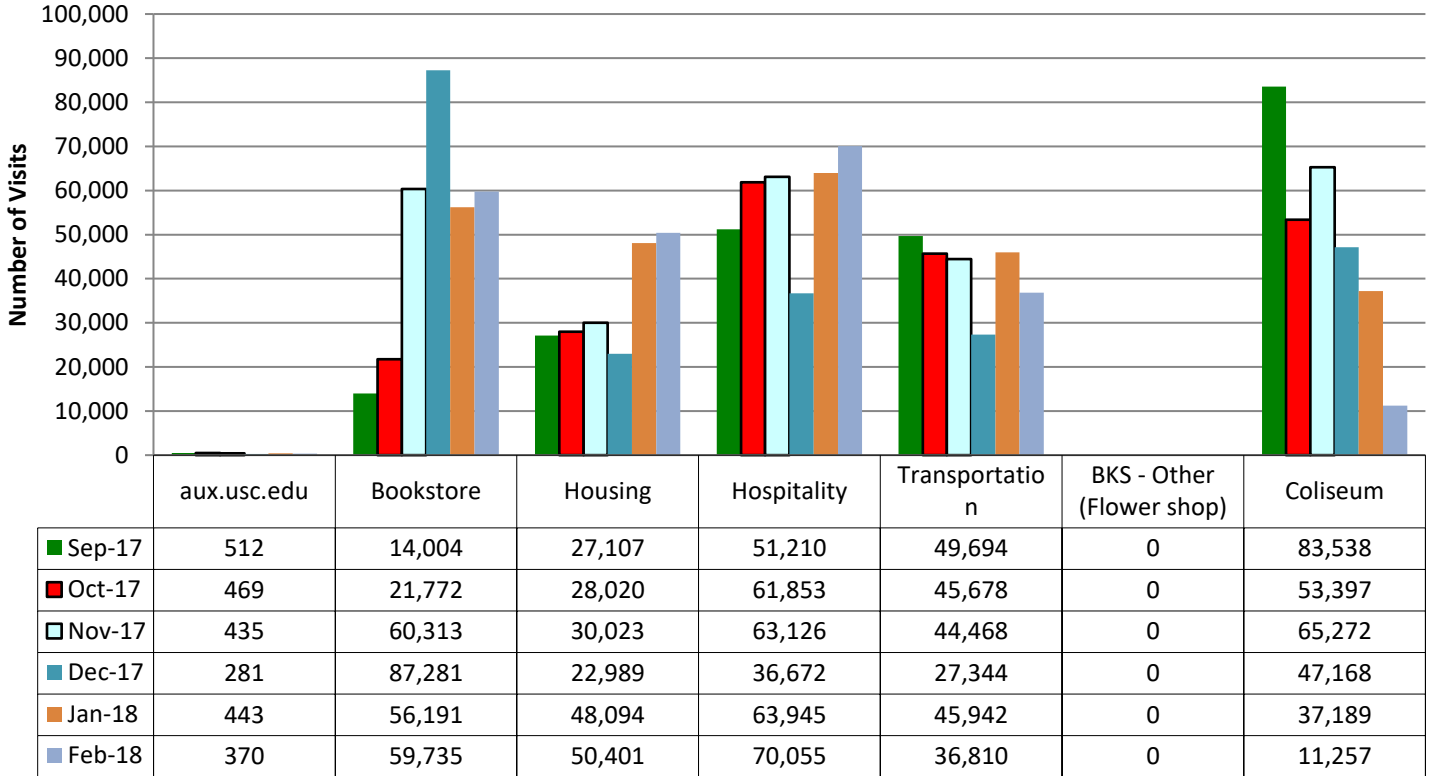
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# USCAUXILIARYSERVICESIT

## Website Reports

February 2018

### Web Visits Per Month - BU Main Sites



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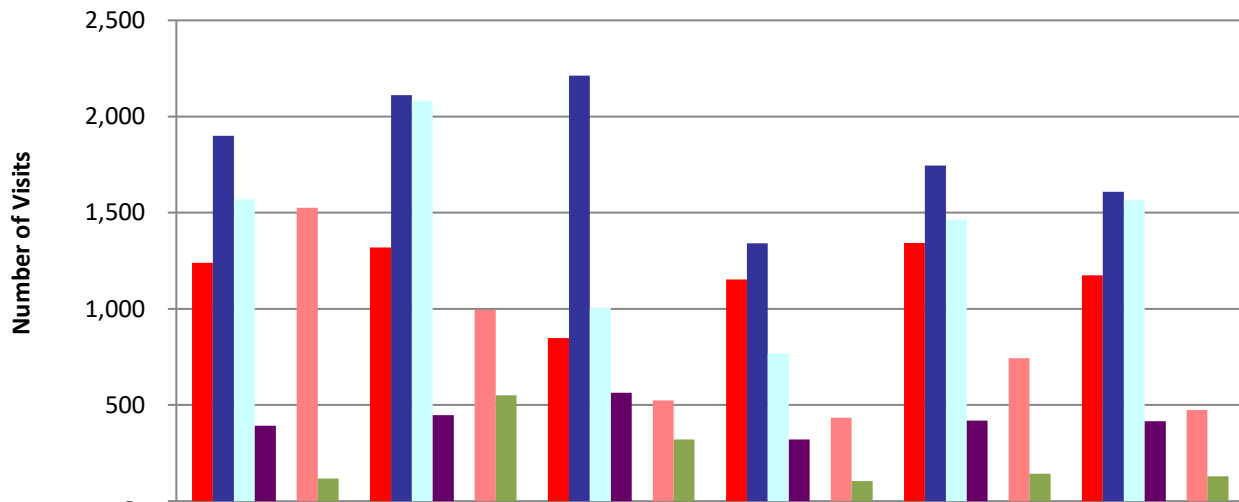


# USCAUXILIARYSERVICESIT

## Website Reports

February 2018

### Web Visits Per Month - HSP Micro Sites



	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18
■ McKays	1,240	1,319	849	1,153	1,343	1,174
■ The Lab	1,899	2,111	2,213	1,340	1,745	1,609
■ Moreton Fig	1,569	2,082	1,007	768	1,463	1,565
■ Rosso Oro's Pizzeria	392	447	563	321	419	415
■ Seeds Marketplace	1	-	-	-	-	-
■ Traditions	1,525	994	523	434	743	474
■ The Edmondson	118	550	320	104	142	130

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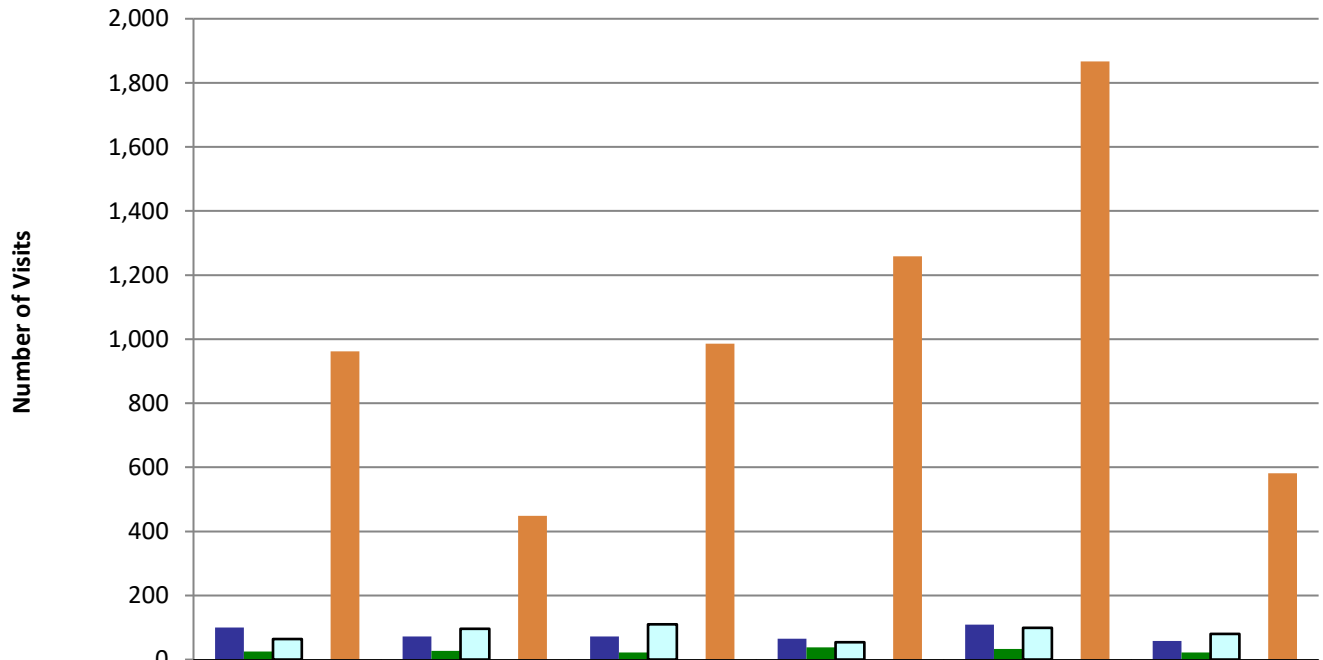
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**Website Reports**

**February 2018**

**Web Visits Per Month - Other Sites**



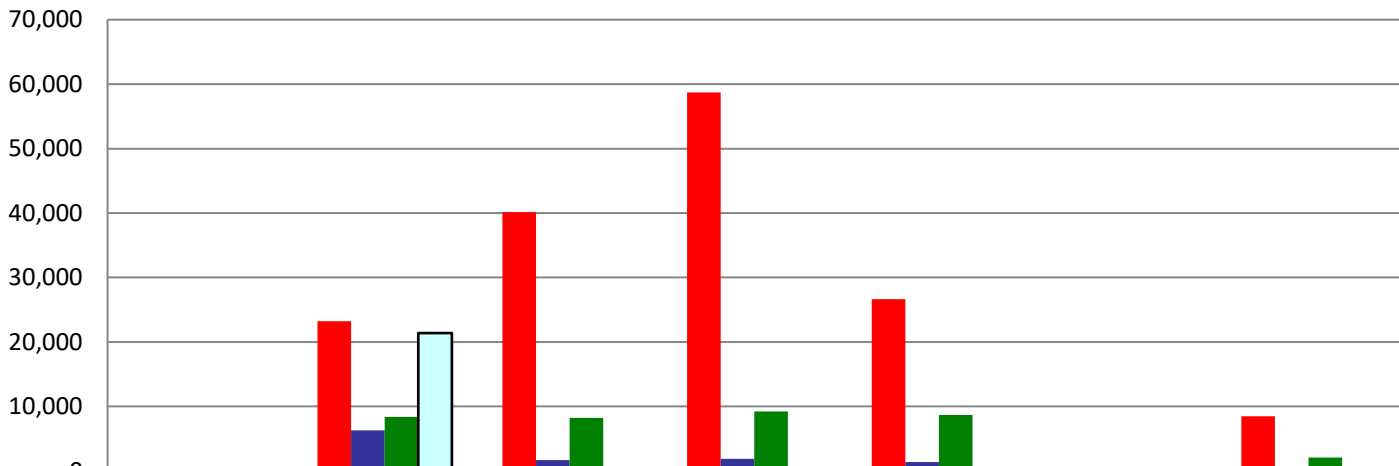
	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18
■ Figueroa Press	100	72	72	65	109	58
■ Gamble-house Store	25	27	22	38	33	22
■ USC Radisson Event	64	96	110	54	99	80
■ Weddings at USC	0	0	0	0	0	0
■ Custom-publishing	962	449	986	1,259	1,867	581

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**USCAUXILIARYSERVICESIT**  
**Website Reports**  
**February 2018**

**February 2018 Traffic Sources - BU Main Sites**



	aux.usc.edu	Bookstore	Housing	Hospitality	Transportation	BKS - Other	Coliseum
■ Search Engine	240	23,210	40,163	58,705	26,624	0	8,458
■ Referring Sites	70	6,288	1,678	1,872	1,398	0	621
■ Direct Traffic	58	8,394	8,237	9,222	8,694	0	2,062
□ Campaigns	0	21,400	0	0	27	0	0

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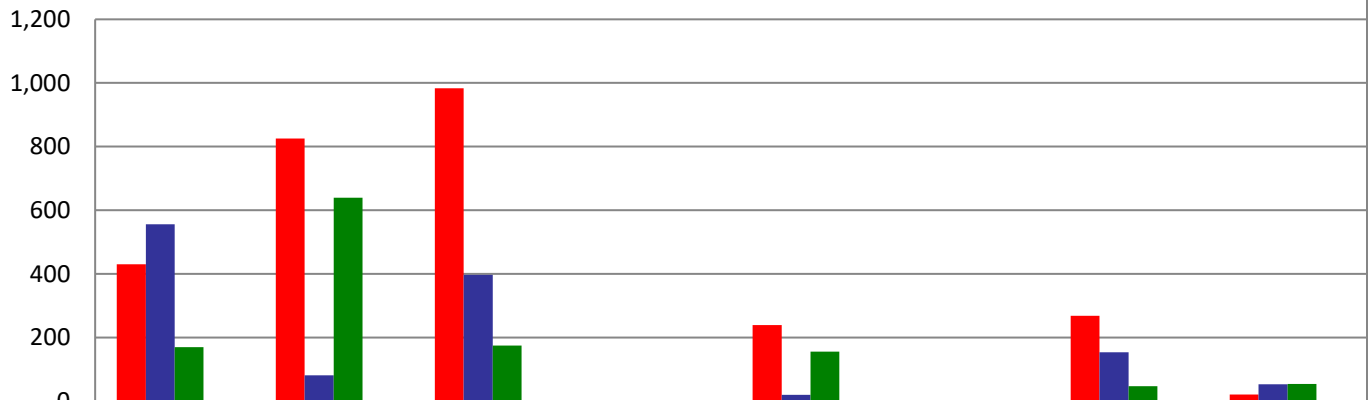
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**USCAUXILIARYSERVICESIT**

**Website Reports**

**February 2018**

**February 2018 Traffic Sources - HSP Micro Sites**



	McKays	The Lab	Moreton Fig	Weddings at USC	Rosso Oro's Pizzeria	Seeds Marketplace	Traditions	The Edmondson
Search Engine	430	825	983	0	239	0	268	21
Referring Sites	556	81	397	0	20	0	153	53
Direct Traffic	170	639	175	0	155	0	47	54
Campaigns	0	0	0	0	0	0	0	0

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**USCAUXILIARYSERVICESIT**

**Website Reports**

**February 2018**

**February 2018 Traffic Sources - Other Sites**



	<b>Figueroa Press</b>	<b>Gamble-house Store</b>	<b>Weddings at USC</b>	<b>USC Radisson Event</b>	<b>Custom-publishing</b>
<b>■ Search Engine</b>	<b>31</b>	<b>11</b>	<b>0</b>	<b>55</b>	<b>51</b>
<b>■ Referring Sites</b>	<b>6</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>124</b>
<b>■ Direct Traffic</b>	<b>21</b>	<b>4</b>	<b>0</b>	<b>25</b>	<b>405</b>
<b>□ Campaigns</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

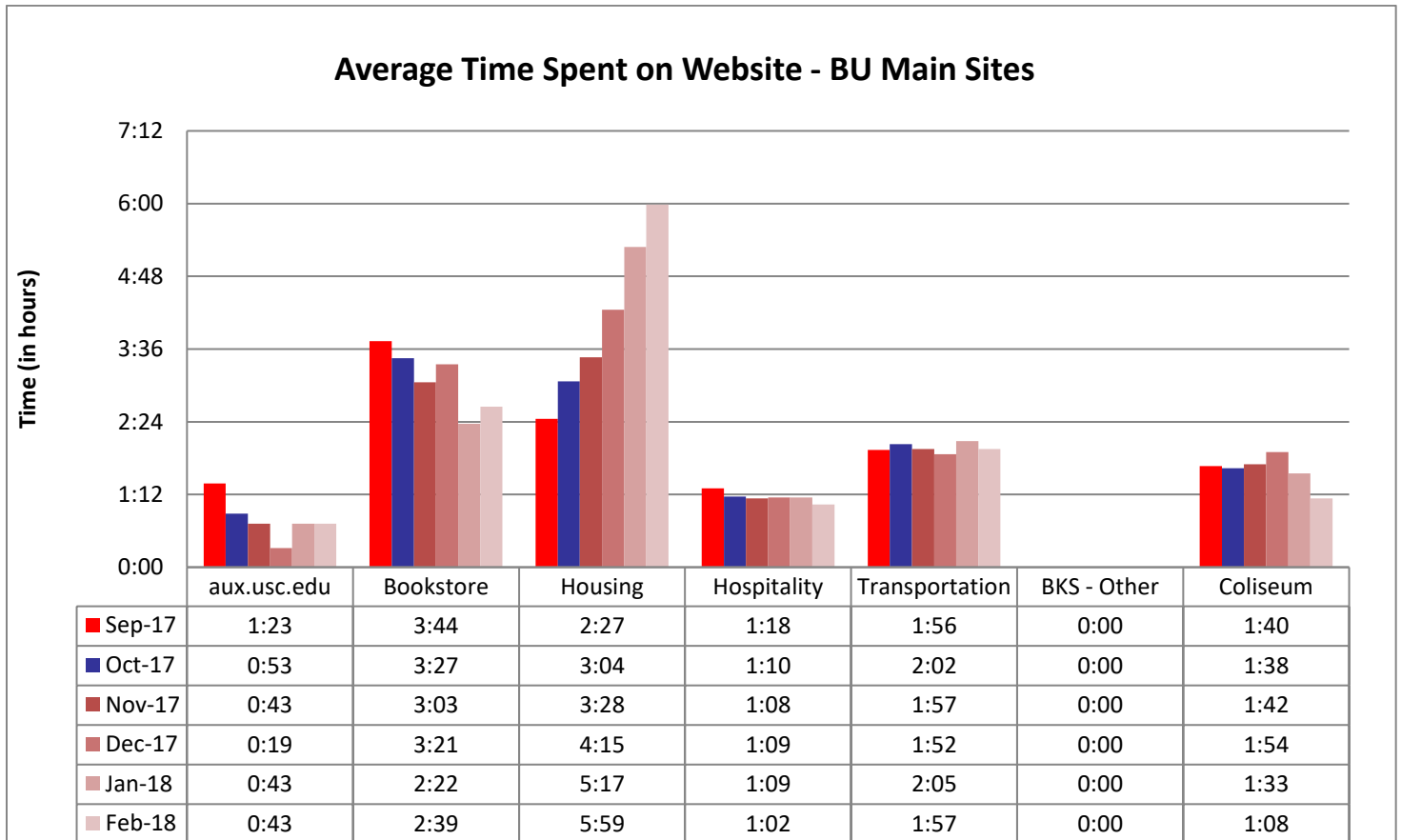
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## Website Reports

February 2018



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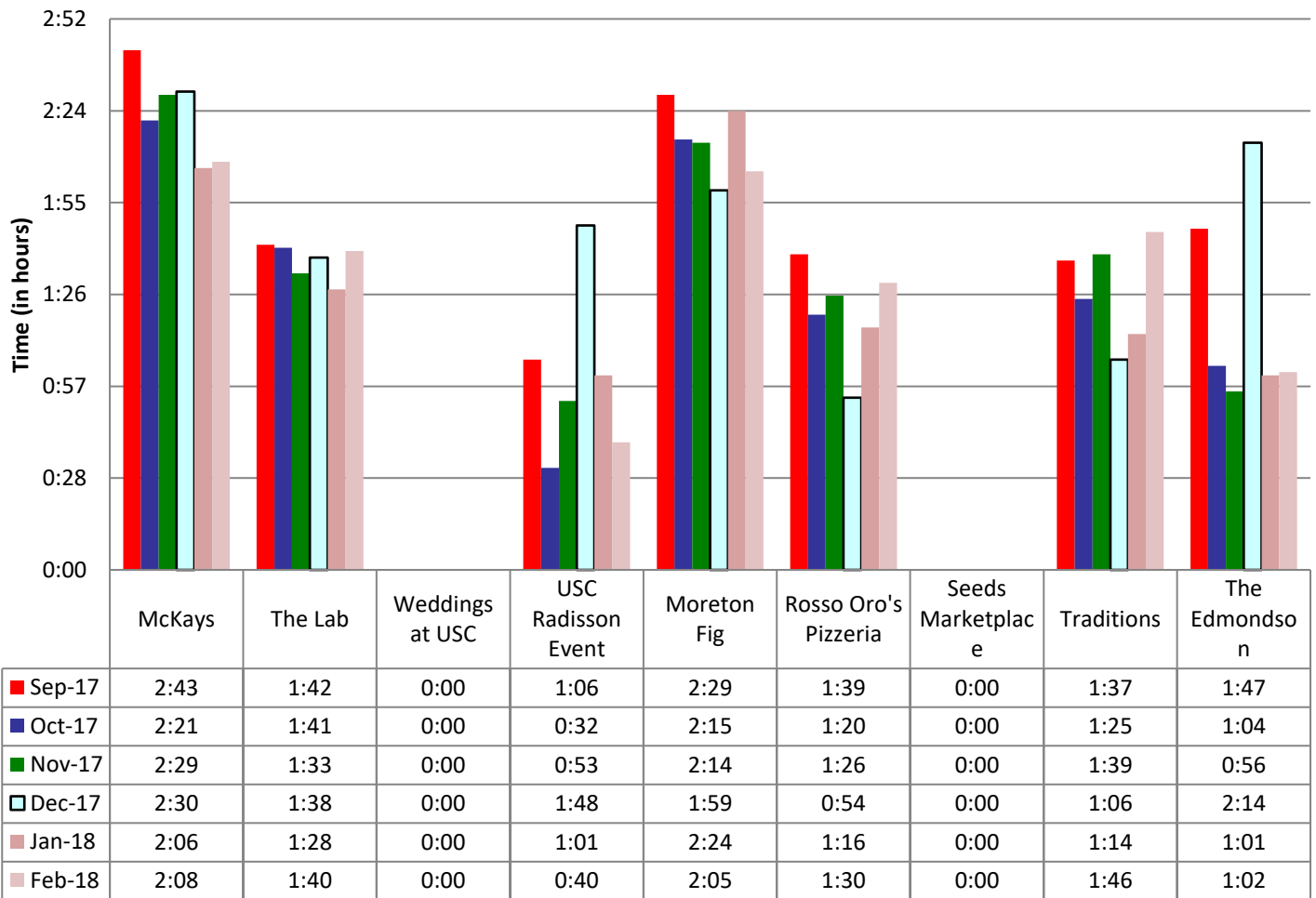
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# USCAUXILIARYSERVICESIT

## Website Reports

February 2018

### Average Time Spent on Website - HSP Micro Sites

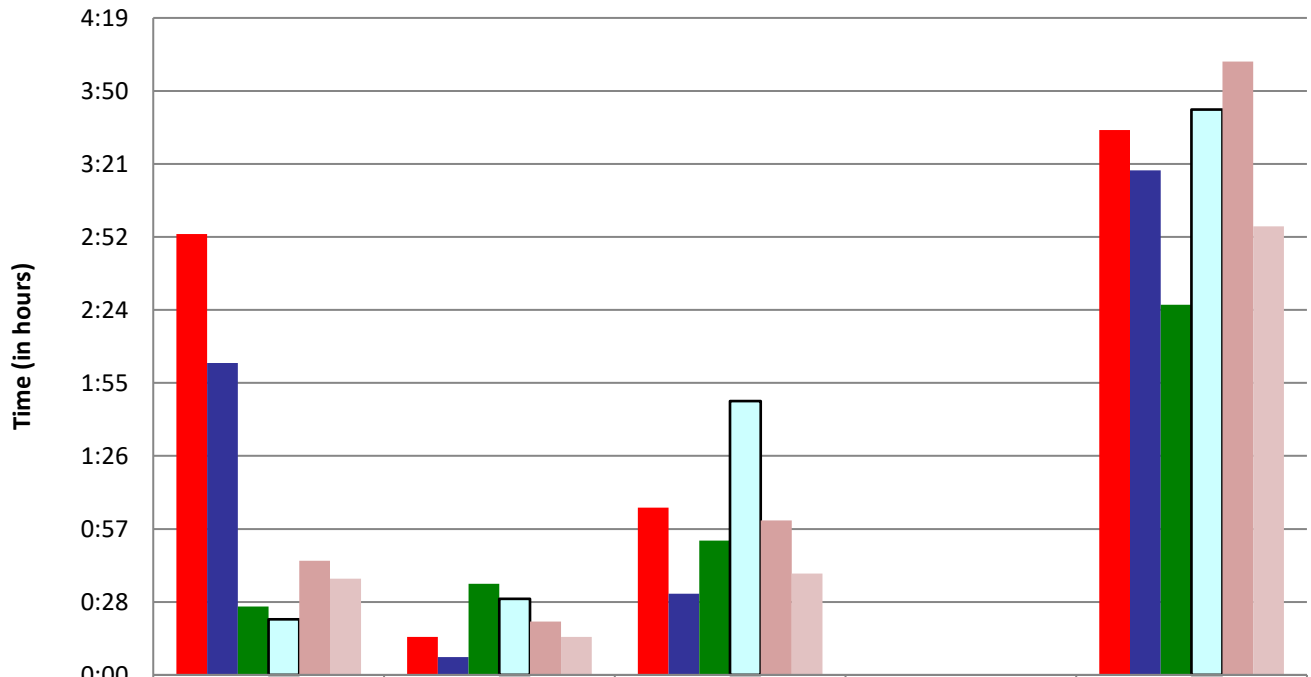


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**USCAUXILIARYSERVICESIT  
Website Reports  
February 2018**

**Average Time Spent on Website - Other Sites**



	Figueroa Press	Gamble-house Store	USC Radisson Event	Weddings at USC	Custom-publishing
■ Sep-17	2:54	0:15	1:06	0:00	3:35
■ Oct-17	2:03	0:07	0:32	0:00	3:19
■ Nov-17	0:27	0:36	0:53	0:00	2:26
□ Dec-17	0:22	0:30	1:48	0:00	3:43
■ Jan-18	0:45	0:21	1:01	0:00	4:02
■ Feb-18	0:38	0:15	0:40	0:00	2:57

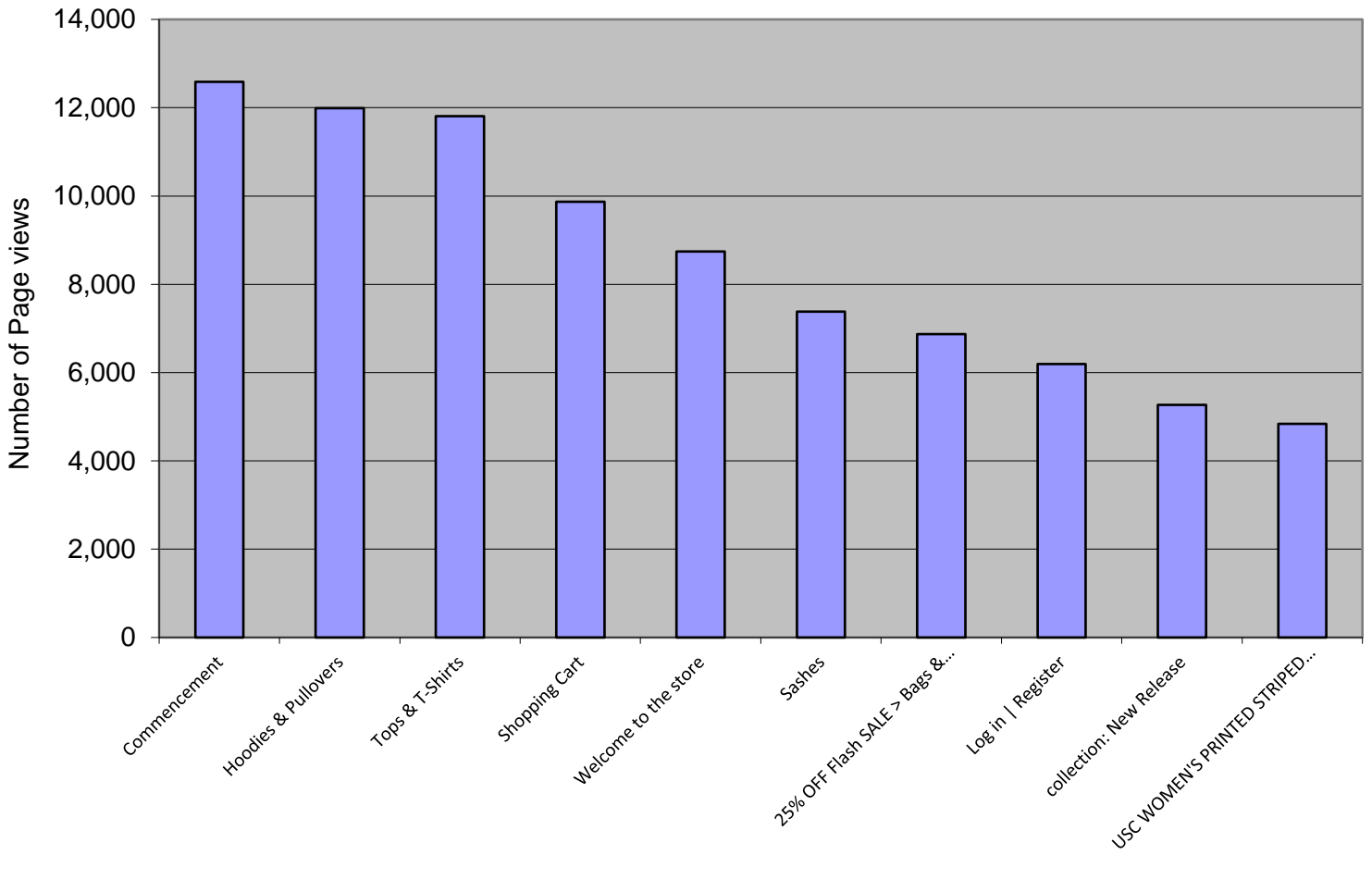
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**Website Reports**  
**February 2018**

**Bookstore Charts**  
**10 Most Viewed Pages -February 2018**



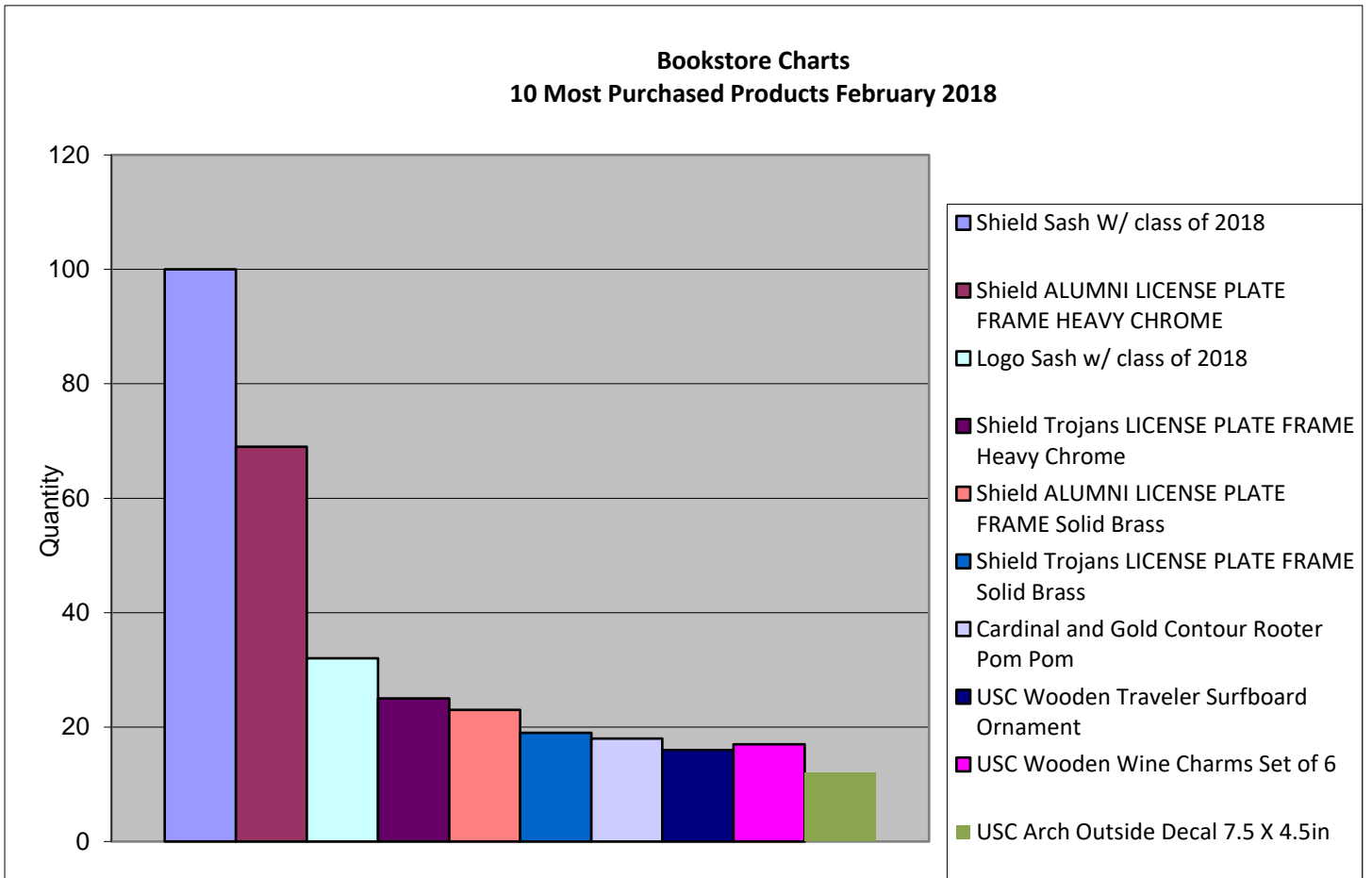
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## Website Reports

February 2018



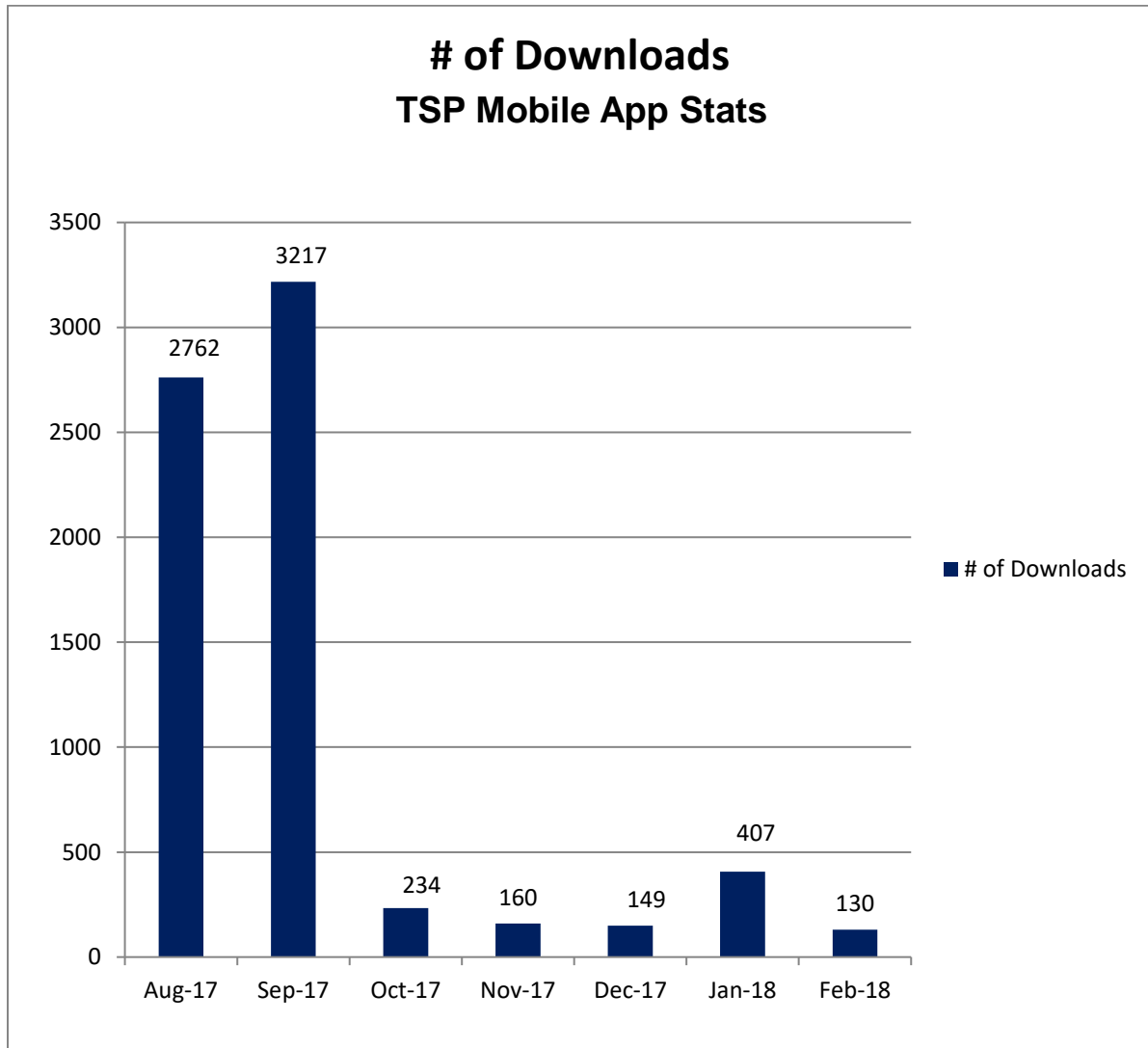
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## Website Reports

February 2018

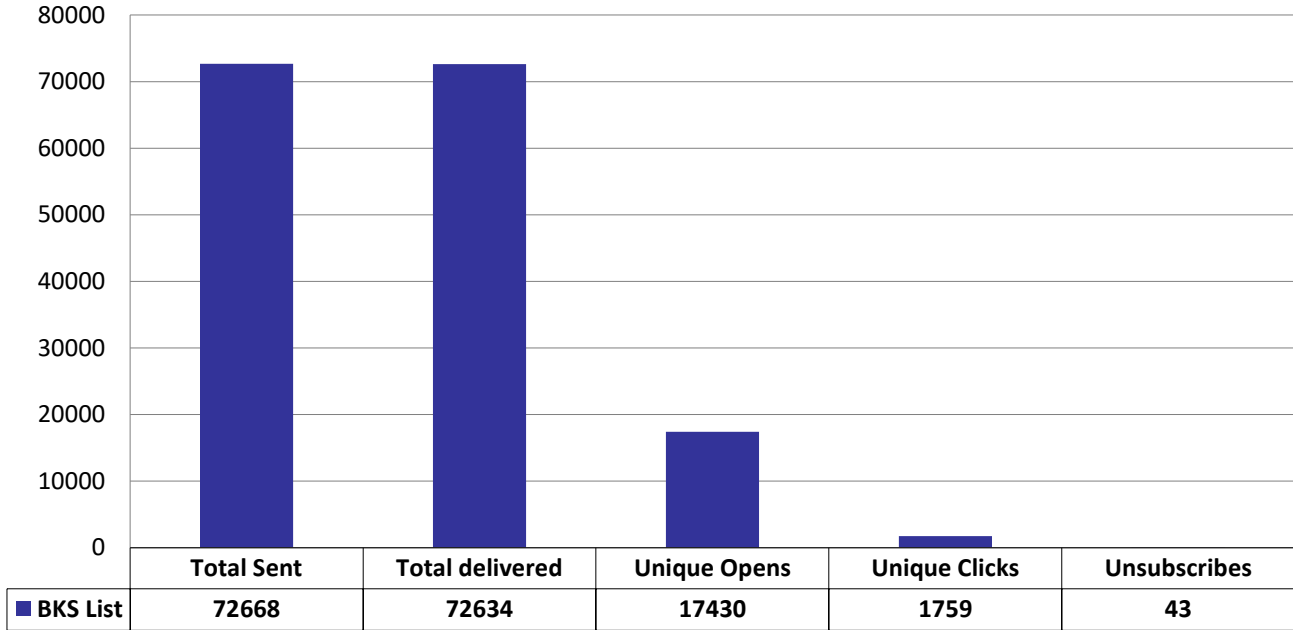


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**Email Campaign Reports**  
**February 2018**

**Apple Tax Free Day is Coming! - 02/18/2018**



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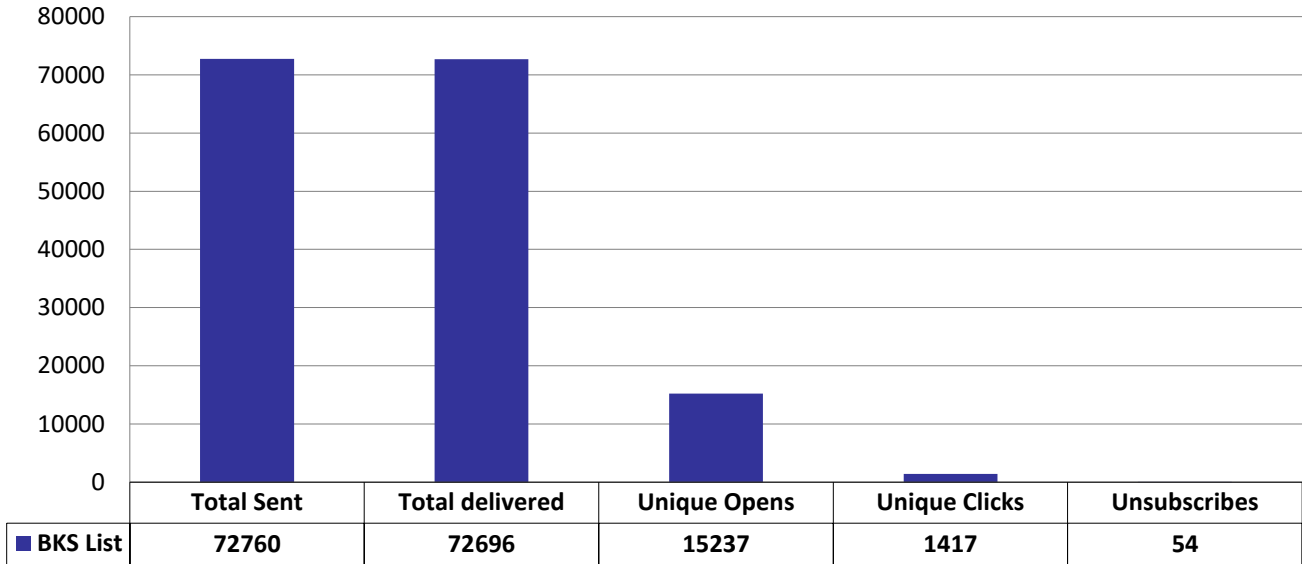
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## Email Campaign Reports

February 2018

Don't miss 25% Off Savings! - 02/24/2018



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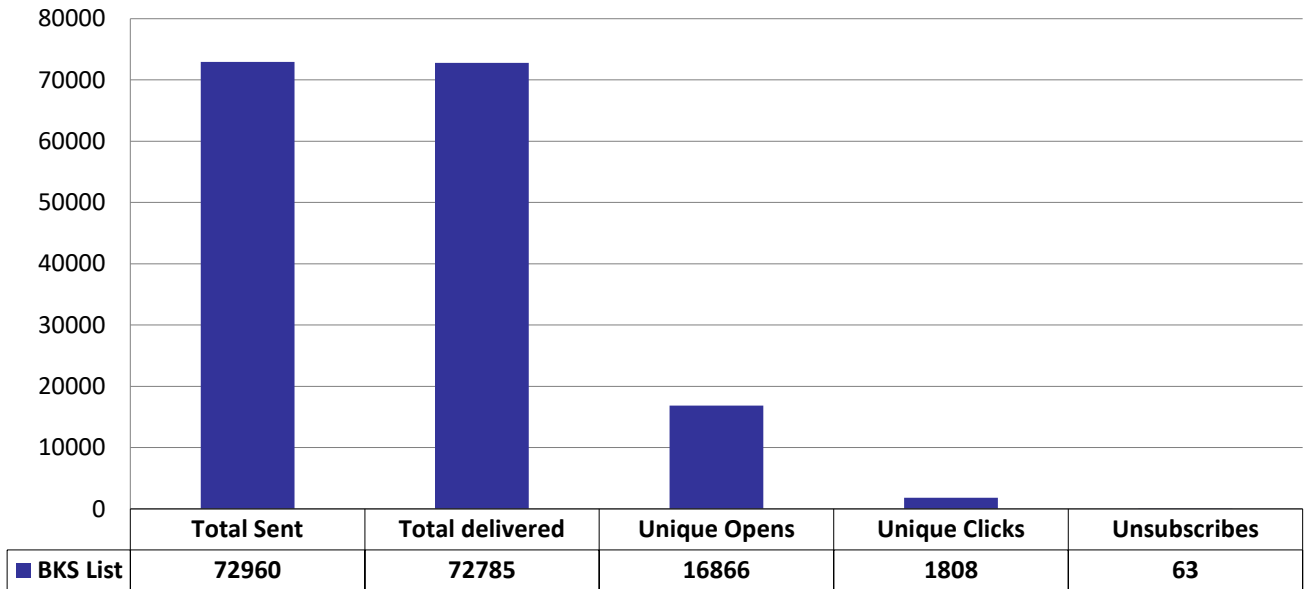
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## Email Campaign Reports

February 2018

**President's Day Savings! - 02/17/2018**



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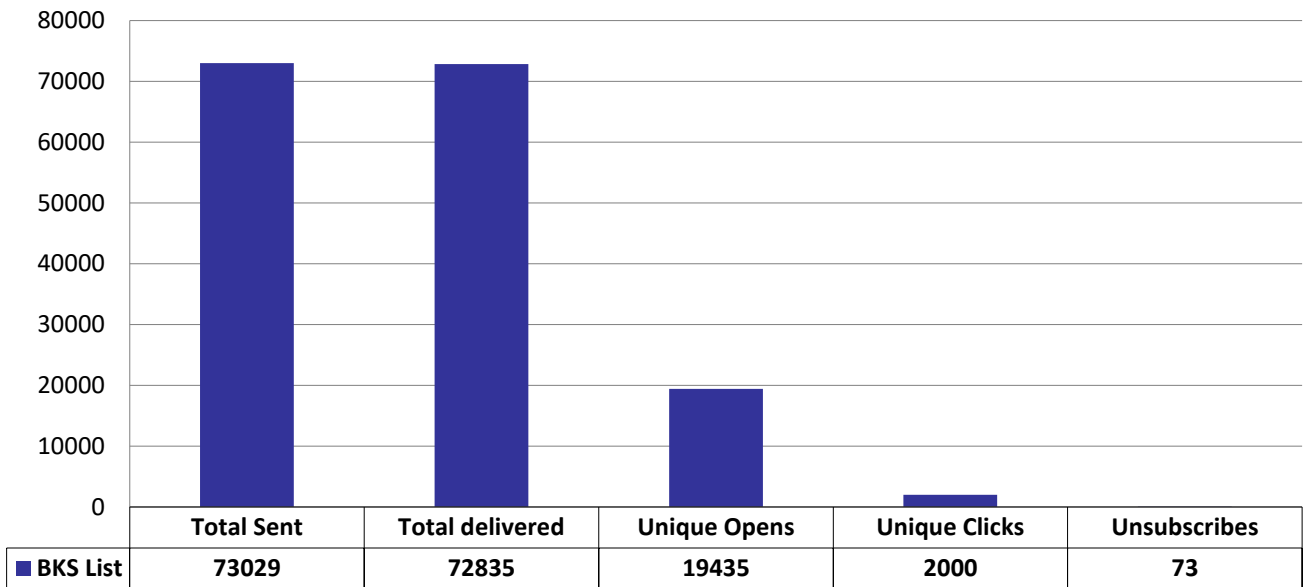
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## Email Campaign Reports

February 2018

♥ Love USC ♥ - 02/14/2018



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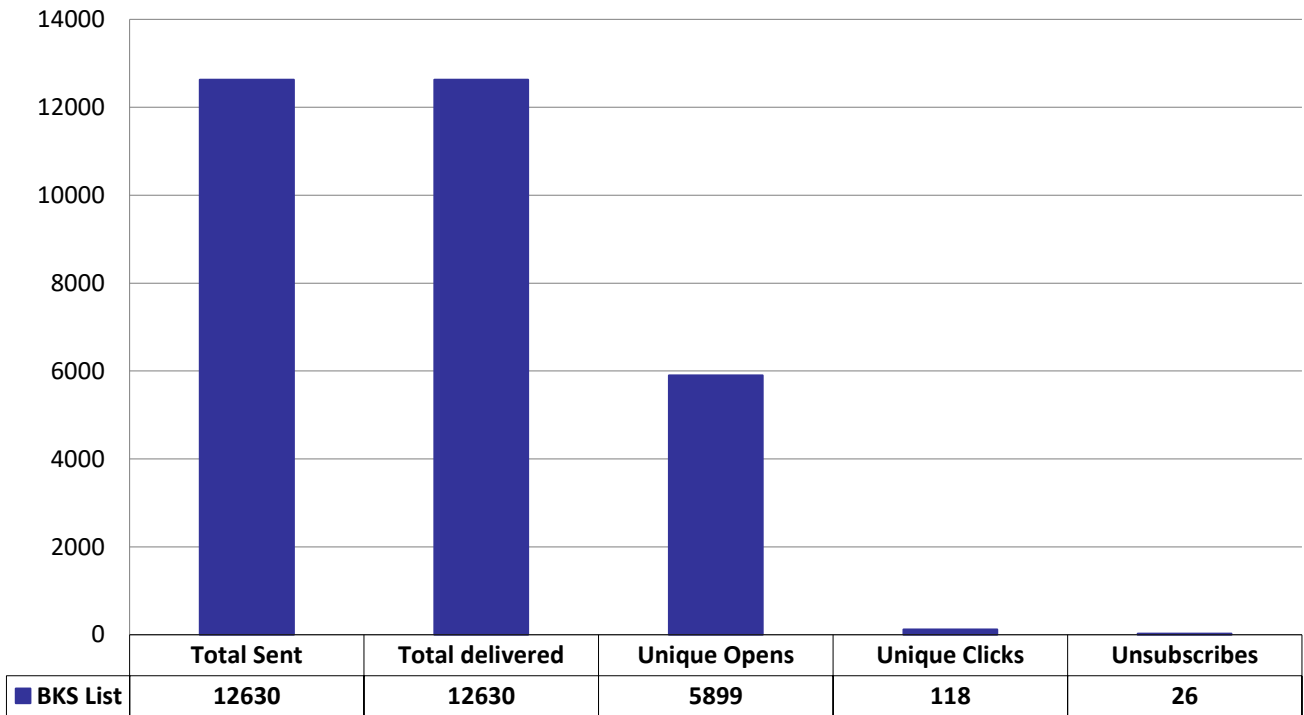
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## Email Campaign Reports

February 2018

🎓 USC Grad Fest is Today and Tomorrow! 🎓 - 02/14/2018



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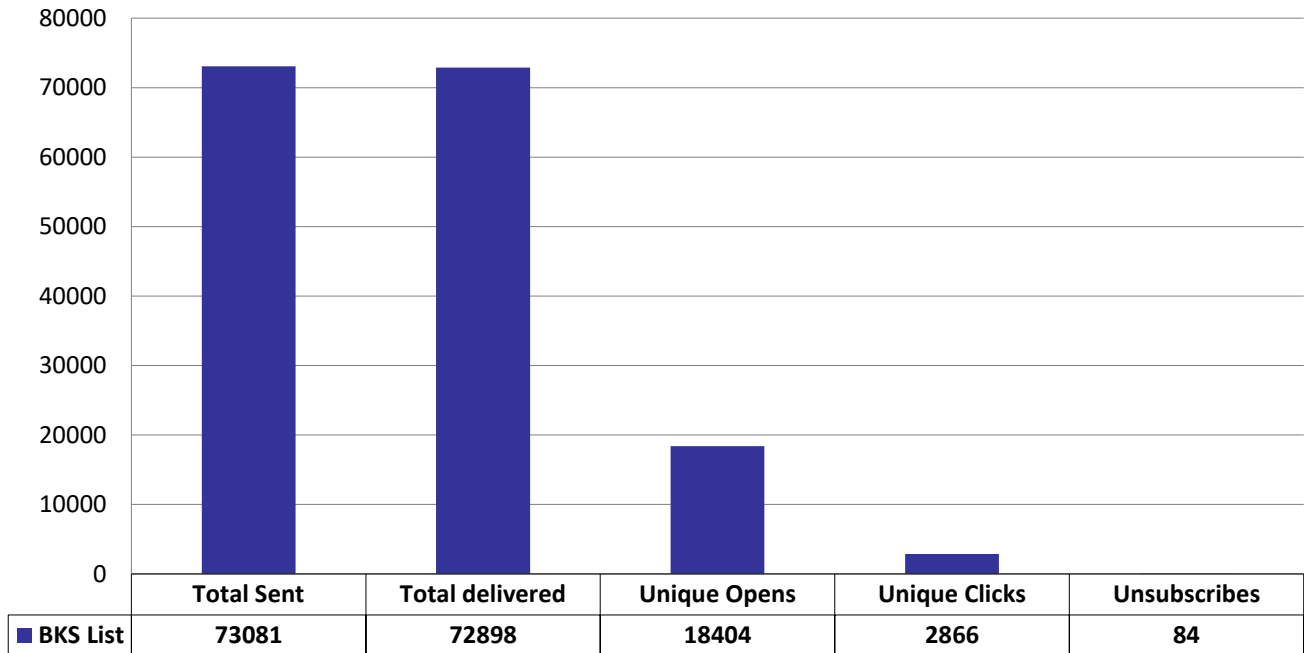


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## Email Campaign Reports

February 2018

### Flash Sale on Bags & Backpacks - Today Only! - 02/10/2018



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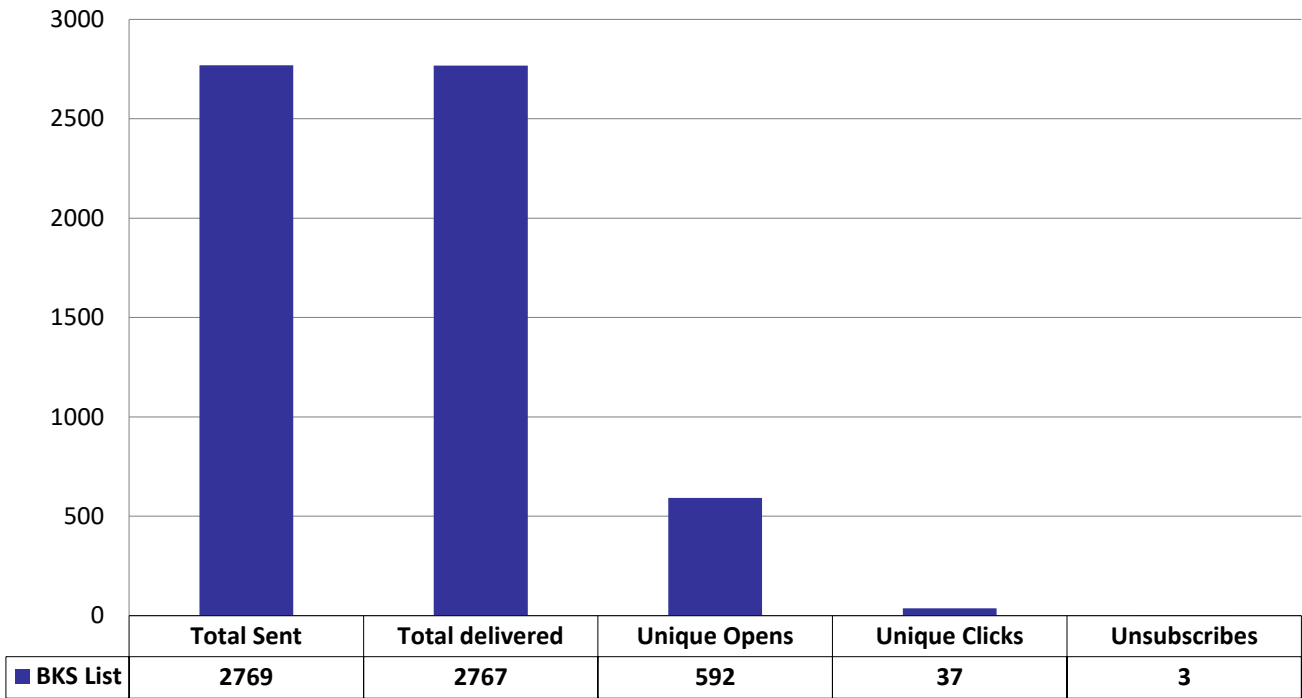
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## Email Campaign Reports

February 2018

President's Sale at SC Trojan Town - 02/14/2018



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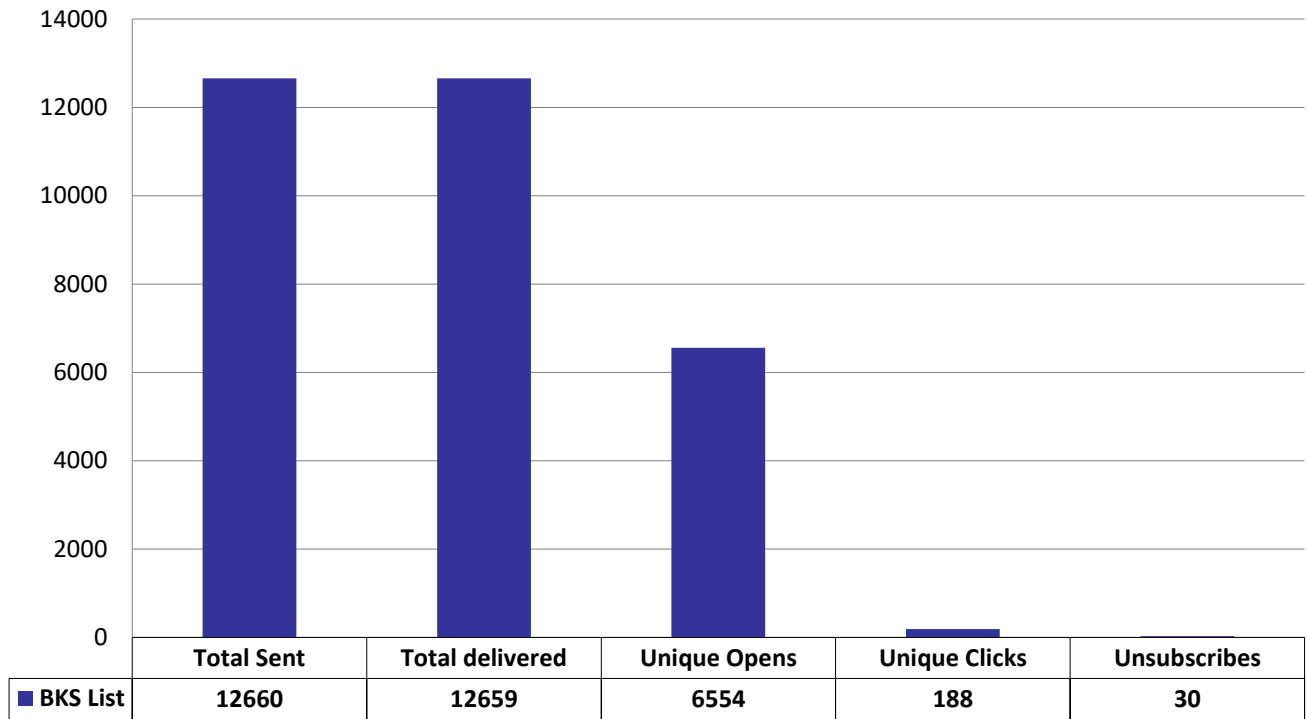
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## Email Campaign Reports

February 2018

### 🎓 USC Grad Fest - 2/14 & 2/15 🎓 - 02/07/2018



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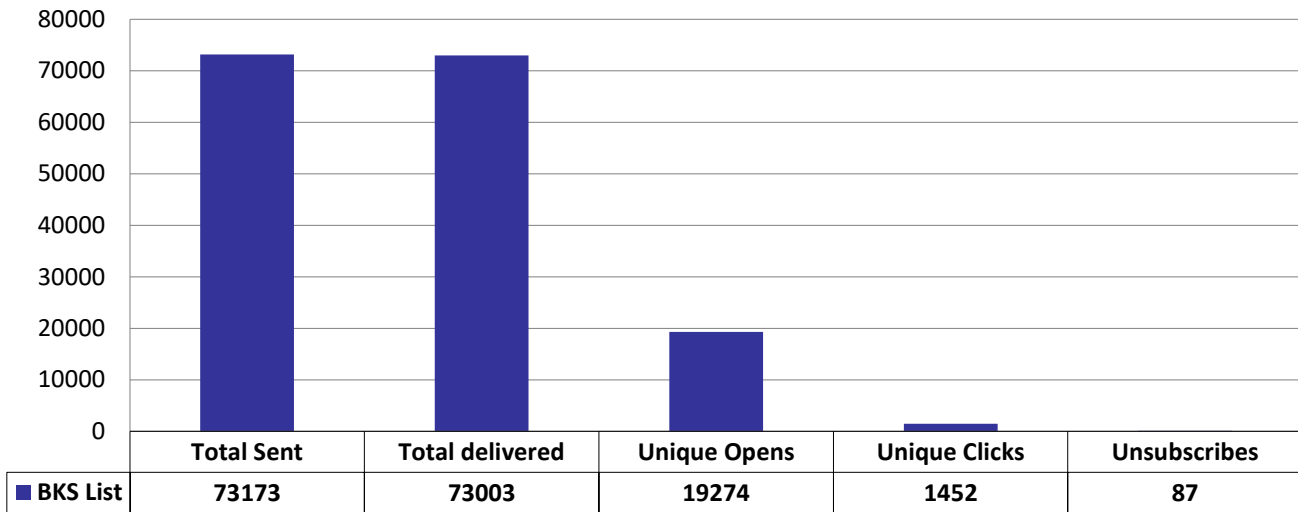
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## Email Campaign Reports

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USC Homeware from Preserve Press - 02/02/2018



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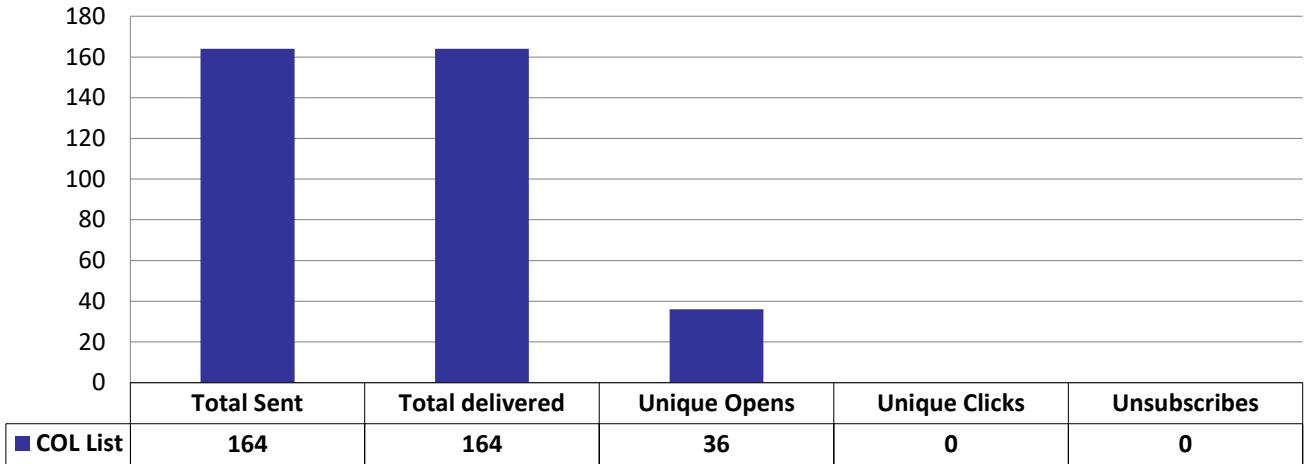
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## Email Campaign Reports

February 2018

**Celebrating Black History Month at the Coliseum - 02/28/2018**



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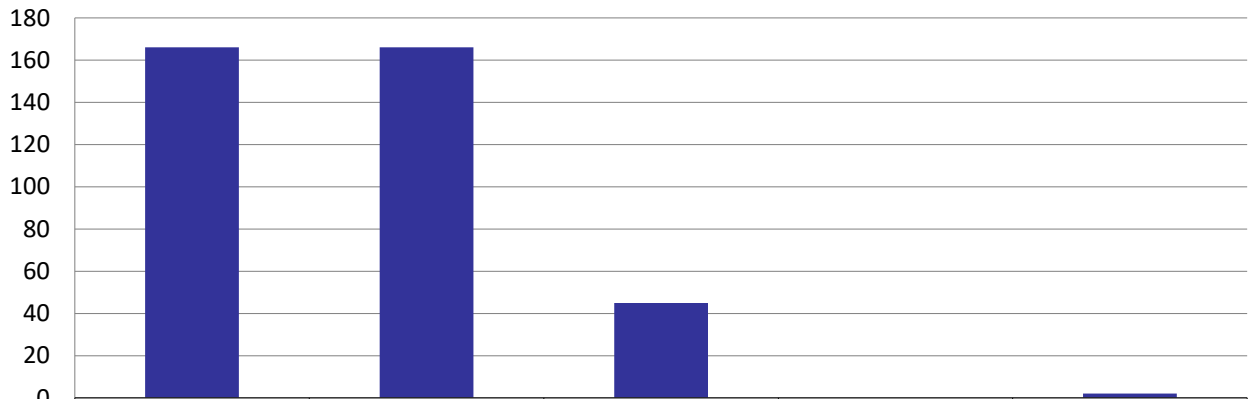
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# USCAUXILIARYSERVICESIT

## Email Campaign Reports

February 2018

On This Day in History... - 02/24/2018



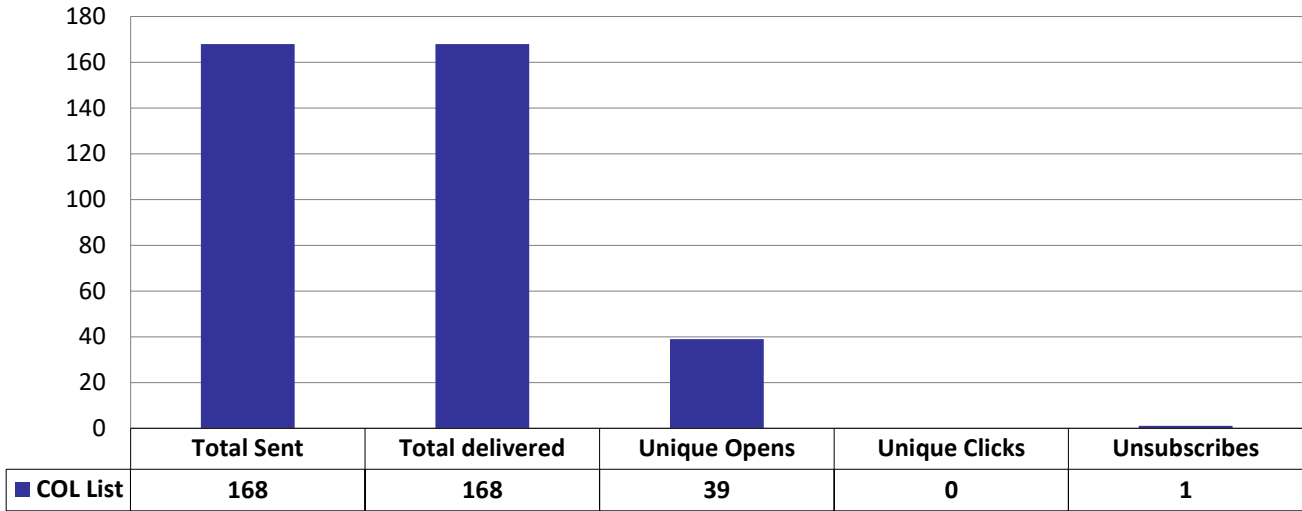
	Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
COL List	166	166	45	0	2

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**February 2018**

**On This Day in History... - 02/19/2018**



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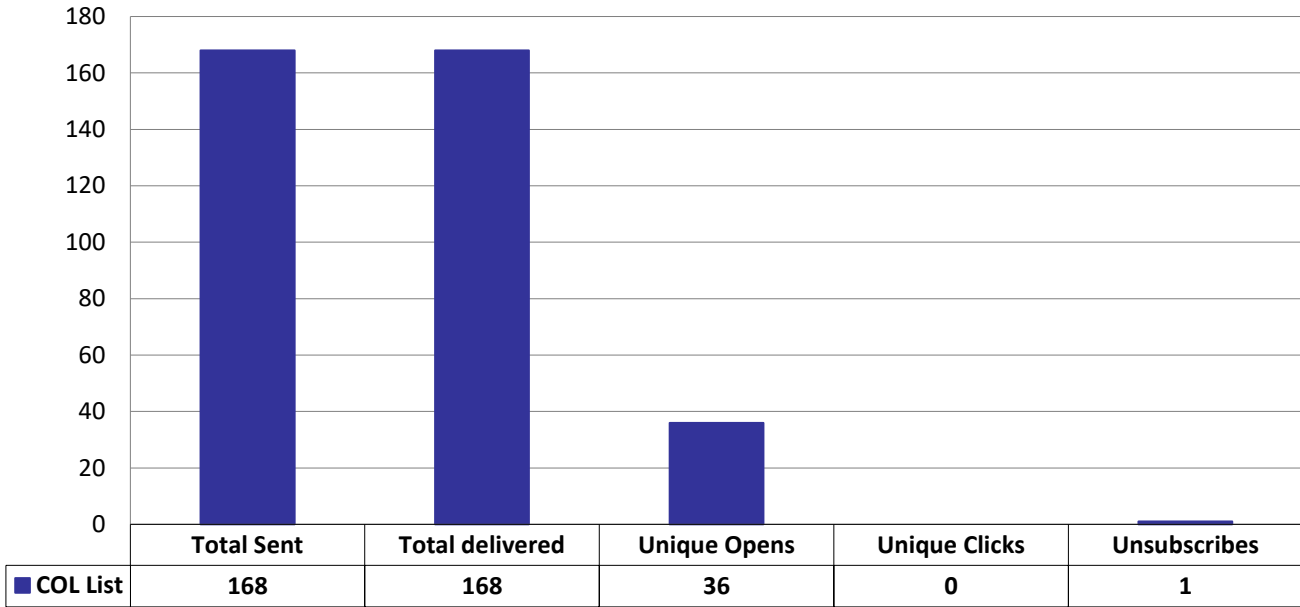
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## Email Campaign Reports

February 2018

On This Day in History... - 02/17/2018



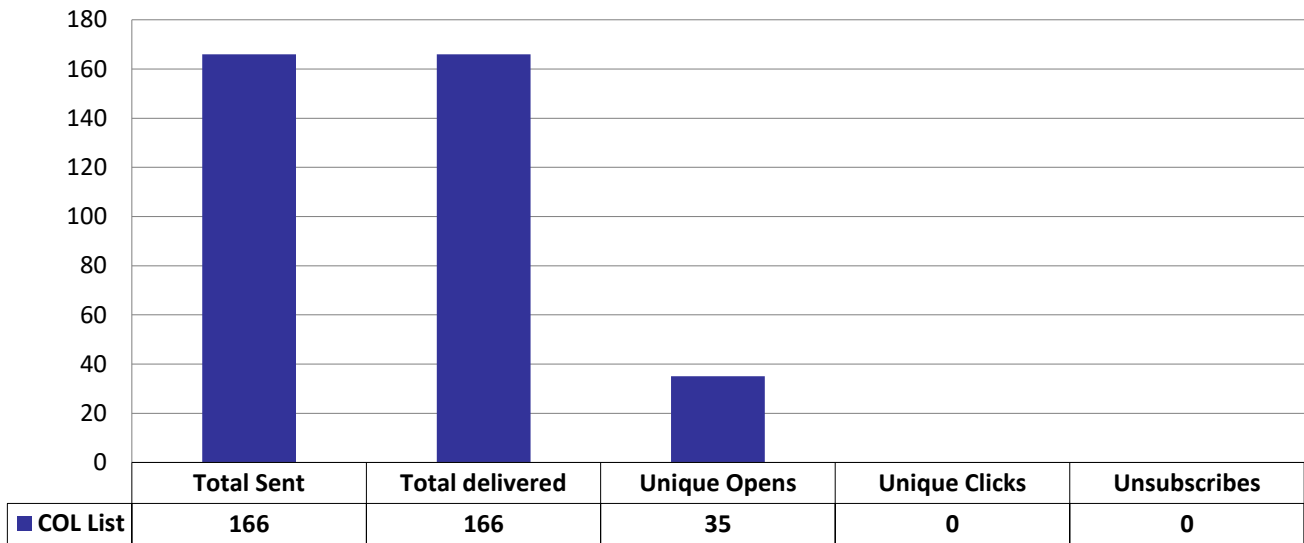
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**Celebrating Black History Month at the Coliseum - 02/21/2018**

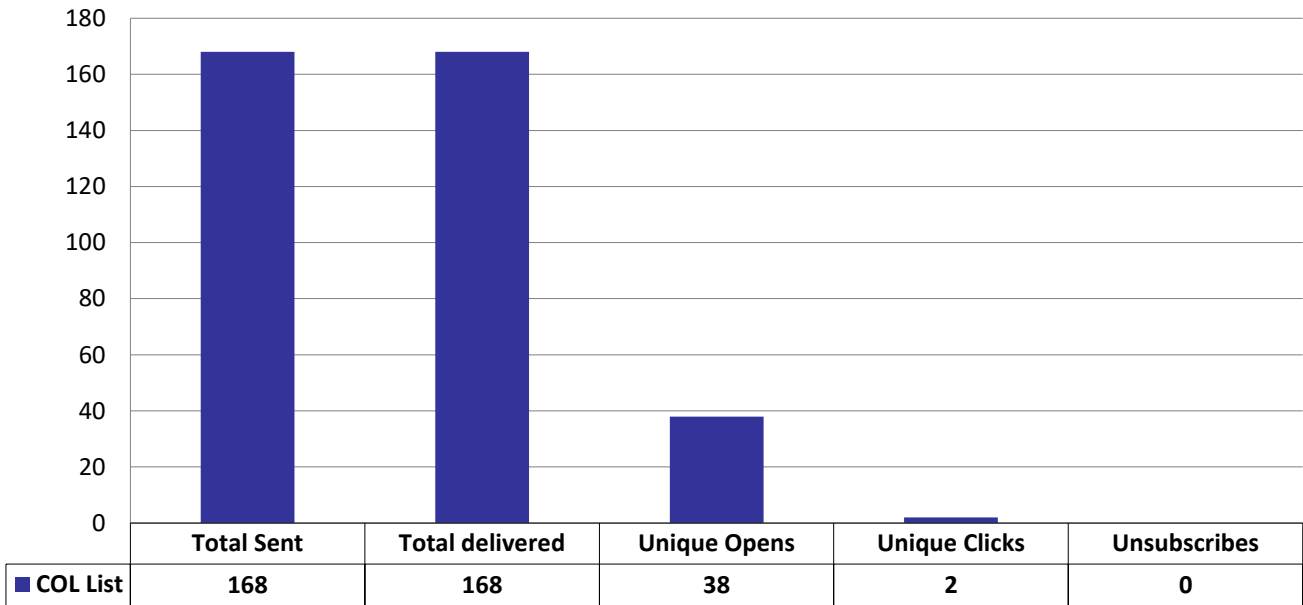


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**On This Day in History... - 02/15/2018**

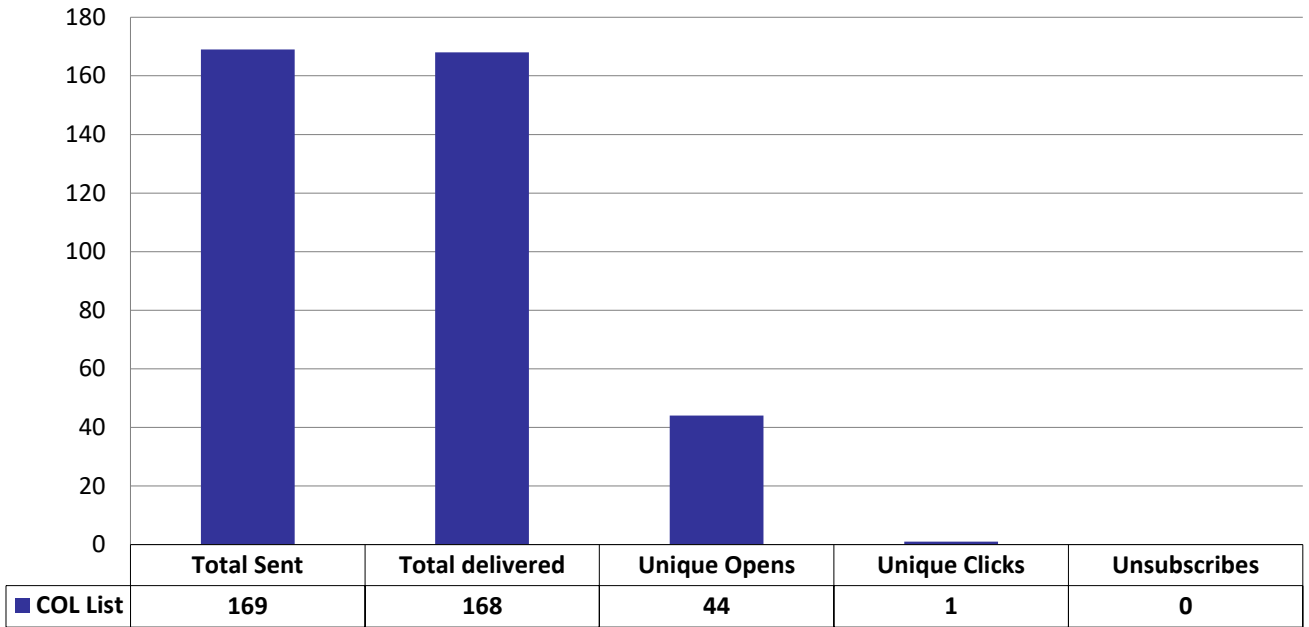


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**Celebrating Black History Month at the Coliseum - 02/14/2018**

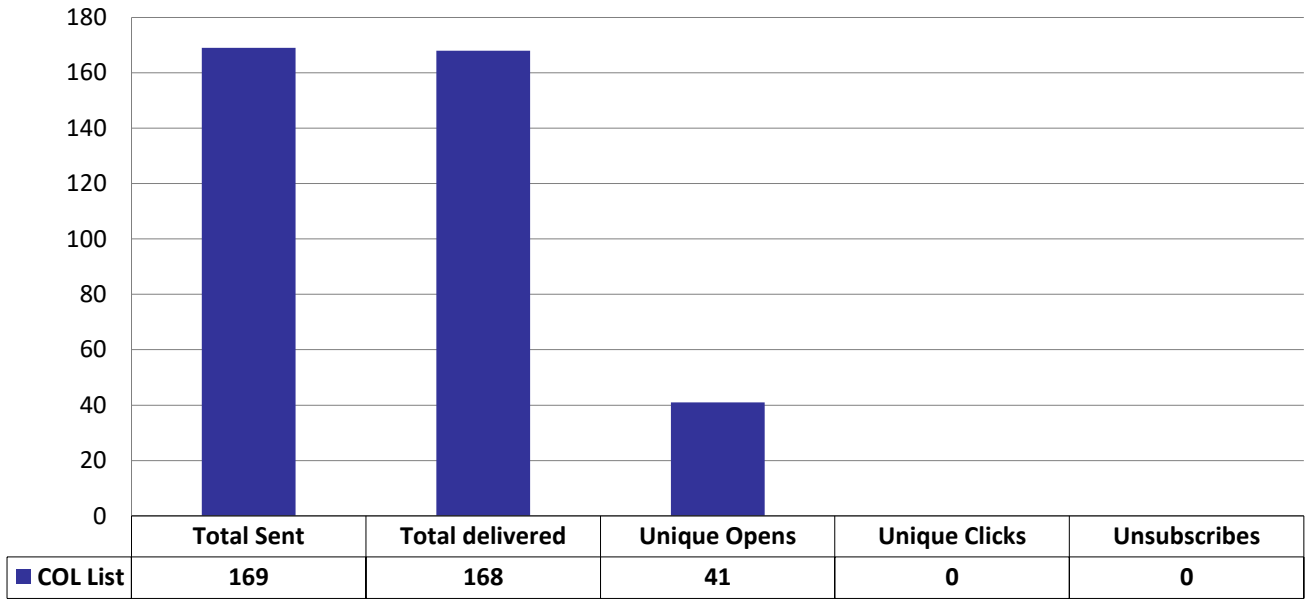


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**February 2018**

**Celebrating Black History Month at the Coliseum - 02/07/2018**

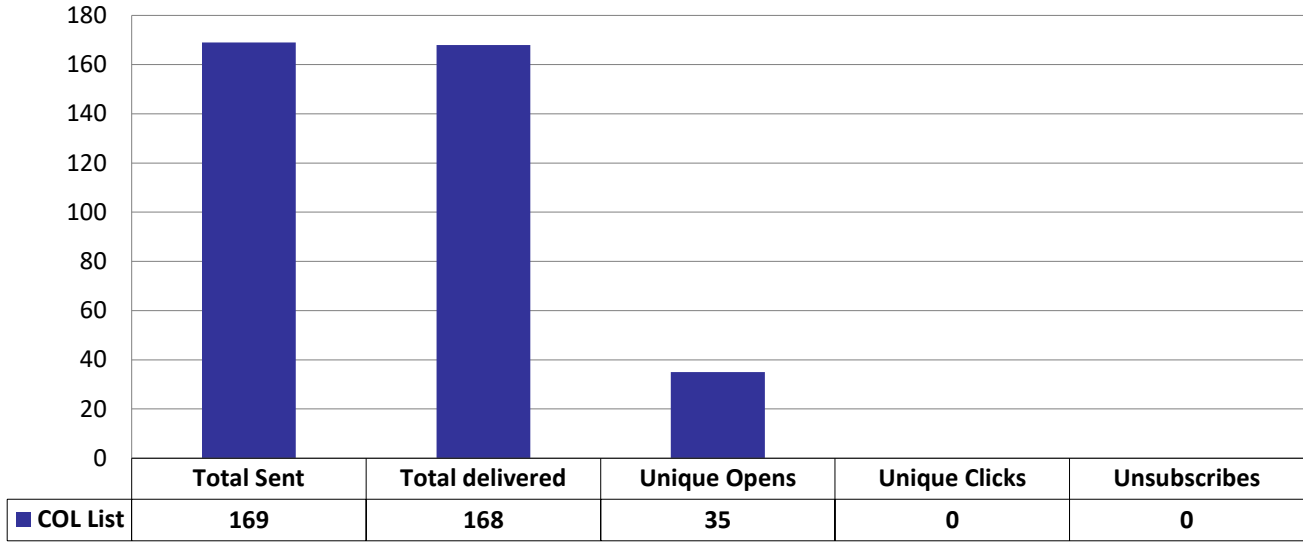


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**February 2018**

**On This Day in History... - 02/12/2018**

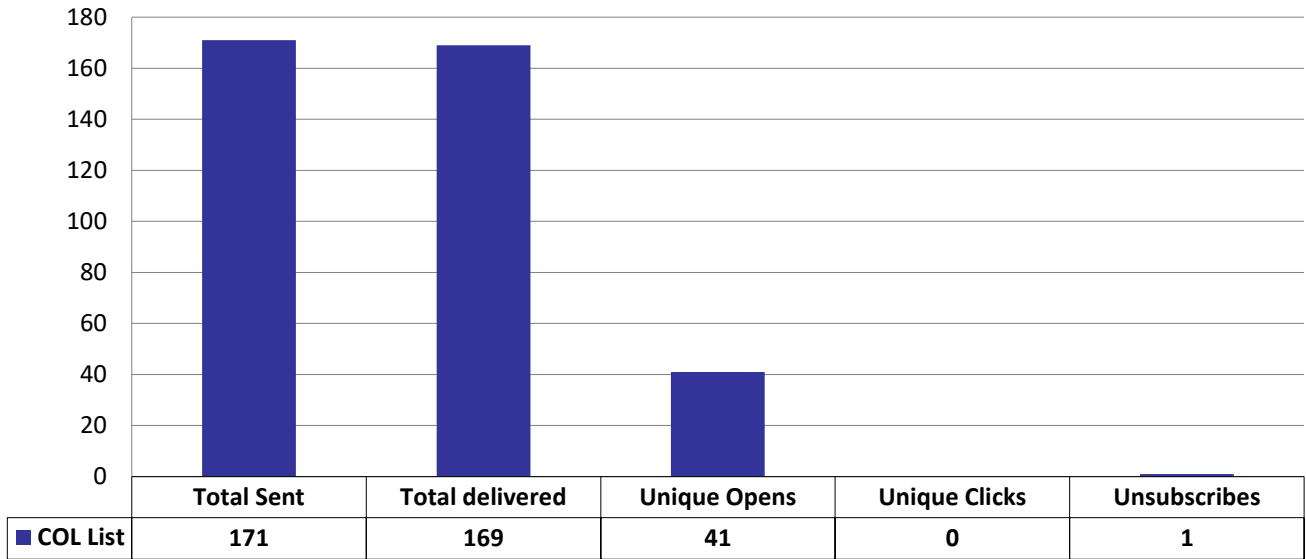


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**Email Campaign Reports**  
**February 2018**

**On This Day in History at the Los Angeles Memorial Coliseum - 02/10/2018**

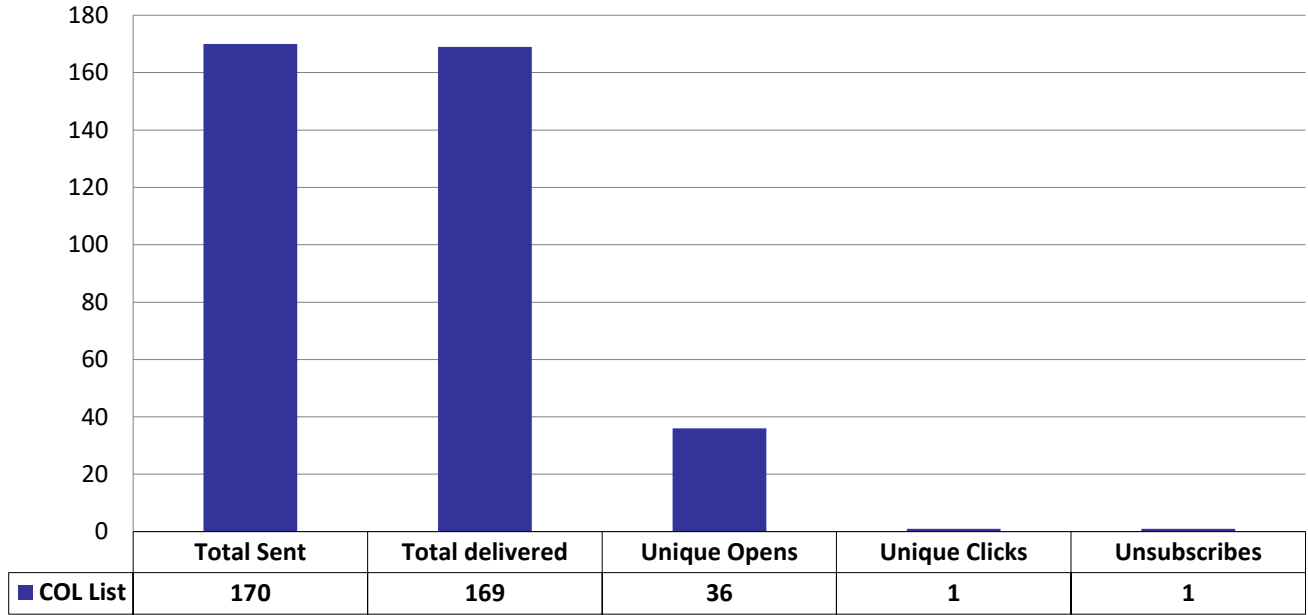


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**Email Campaign Reports**  
**February 2018**

**On This Day in History... - 02/04/2018**

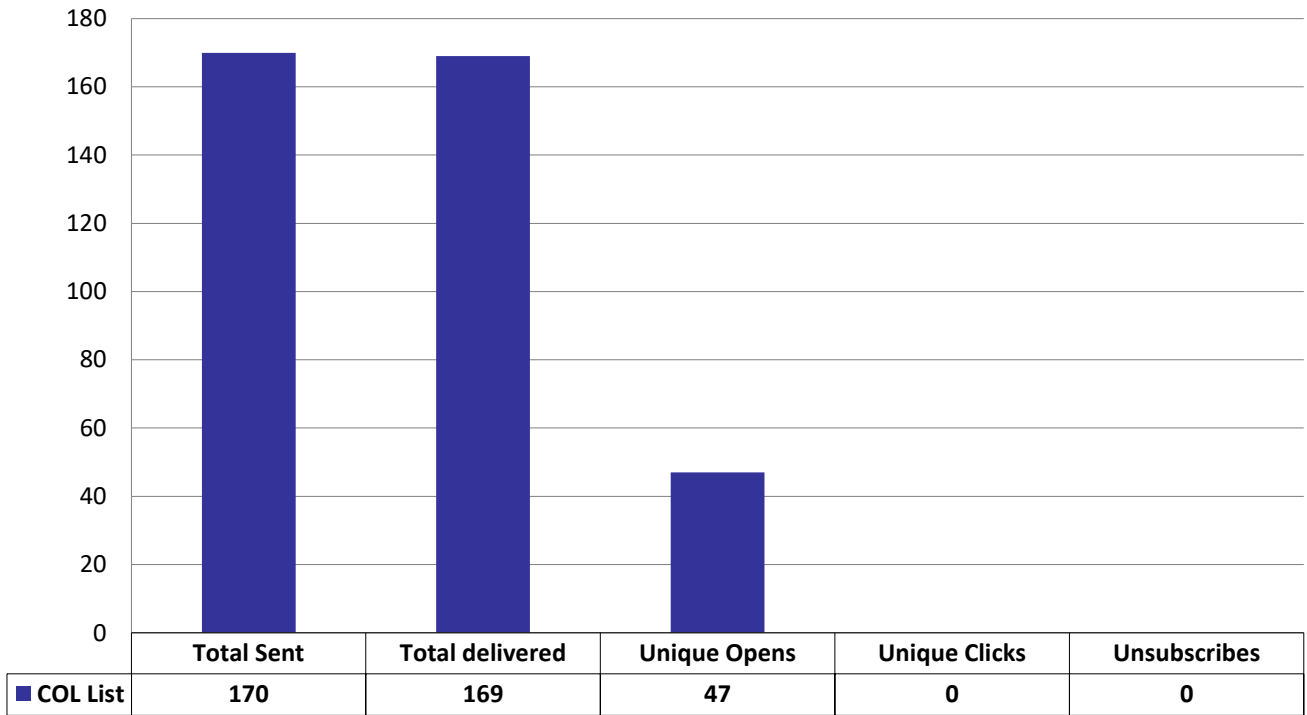


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**On This Day in History... - 02/03/2018**



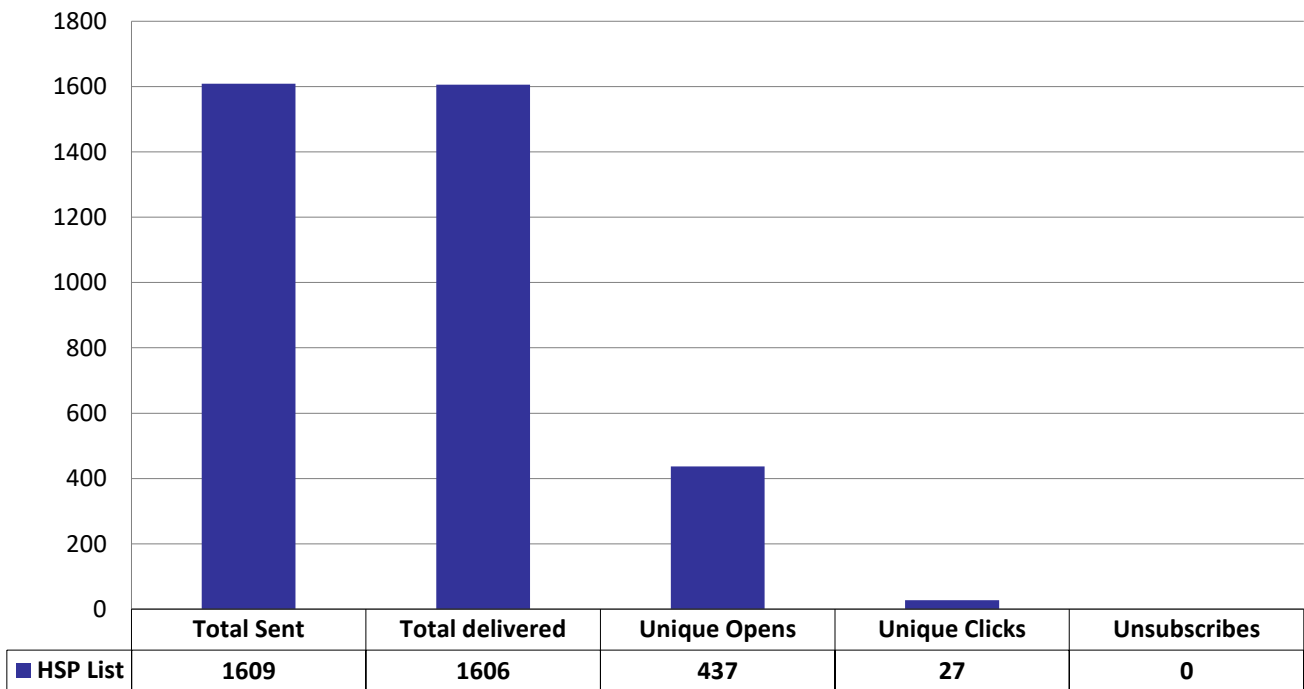
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**Invitation to Meet, Mingle and Chat - March 5th - 02/28/2018**

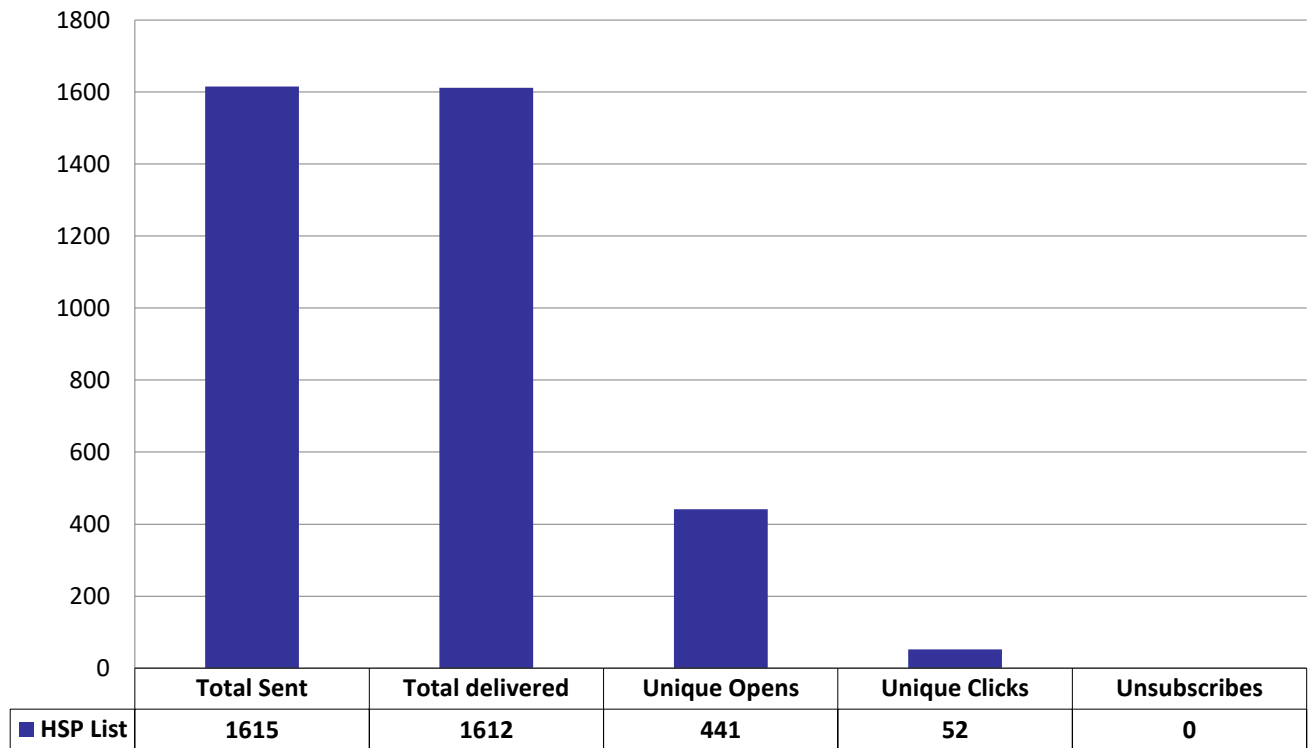


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**This Week - February 26, 2018 - 02/26/2018**

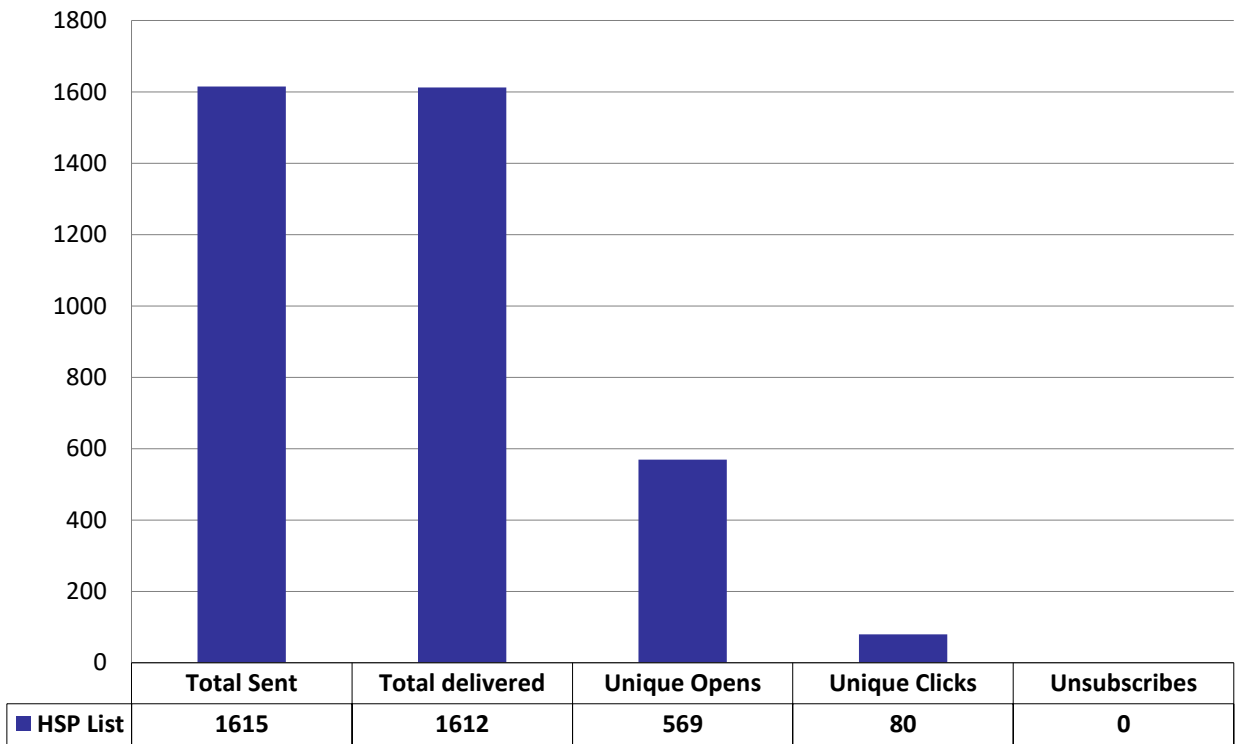


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**Invitation to Lunch with the Provost - March 7th - 02/26/2018**

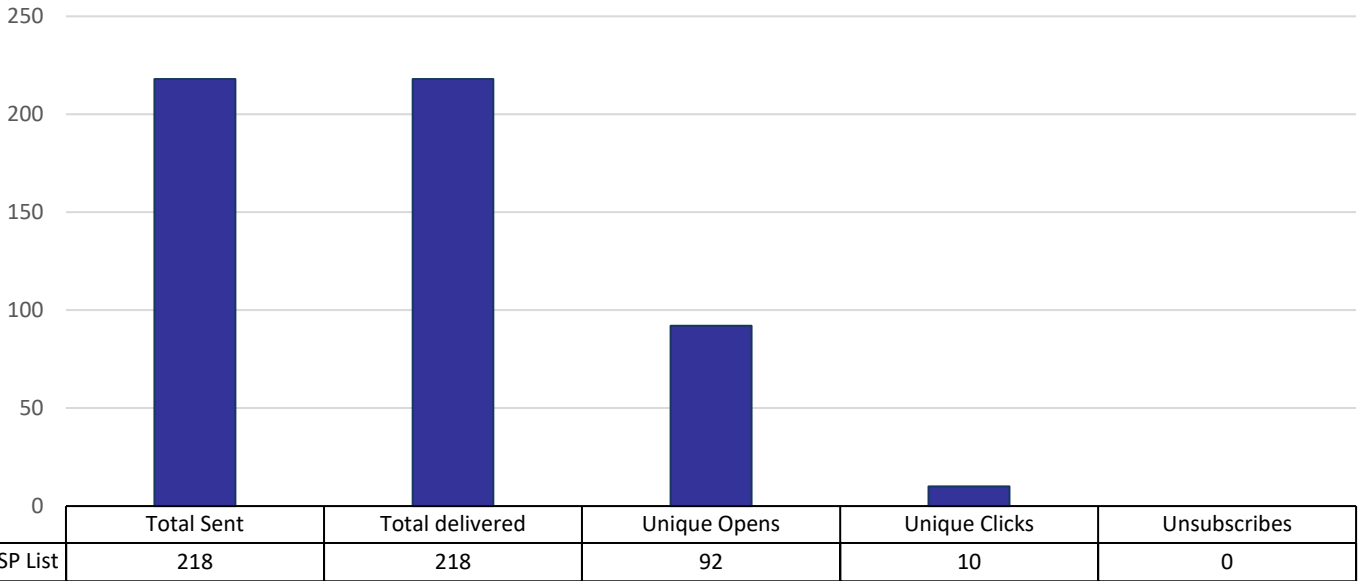


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**URBNMRKT Specials: February 26 - March 2 - 02/26/2018**

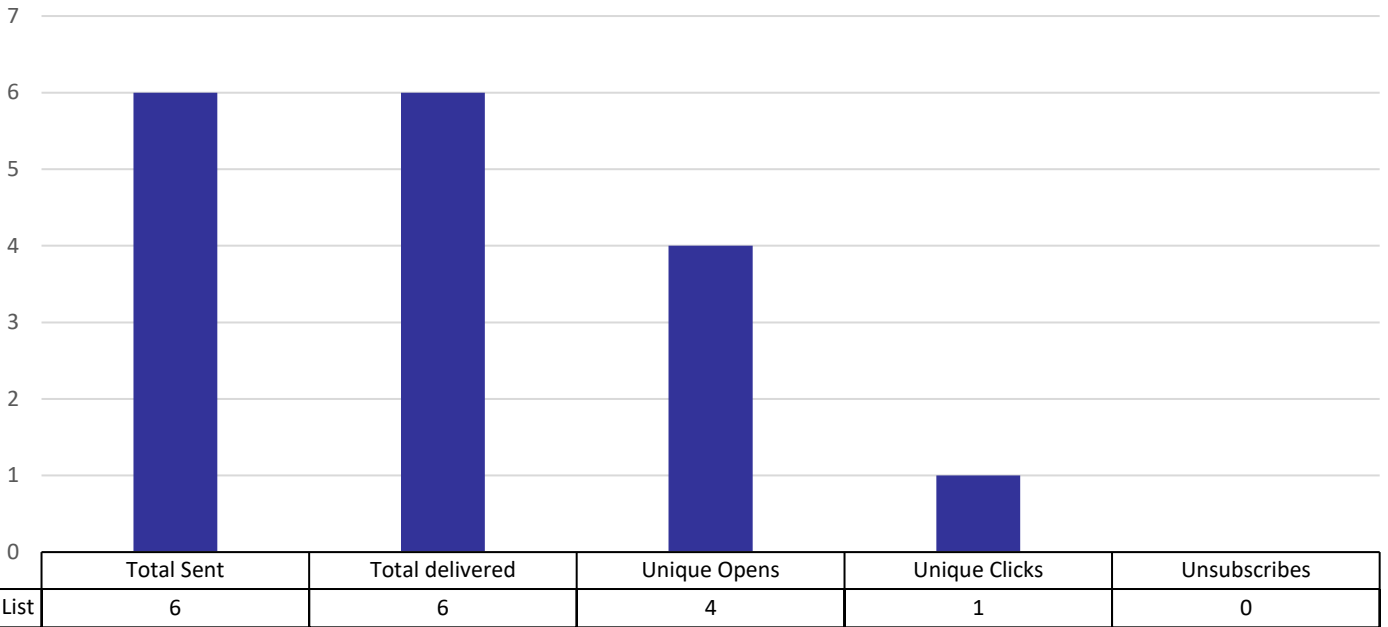


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**This Week at HSC - Brioche Pastries Pop Up Shop at Plaza Today! -  
02/22/2018**

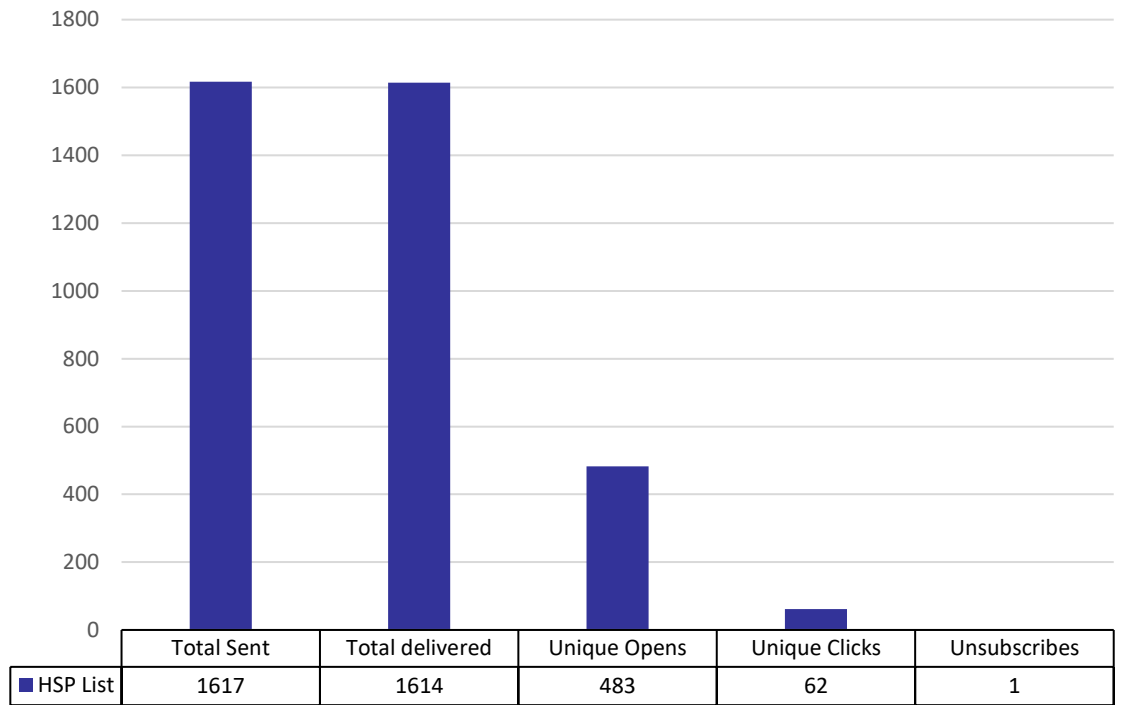


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**This Week - February 20, 2018 - 02/20/2018**

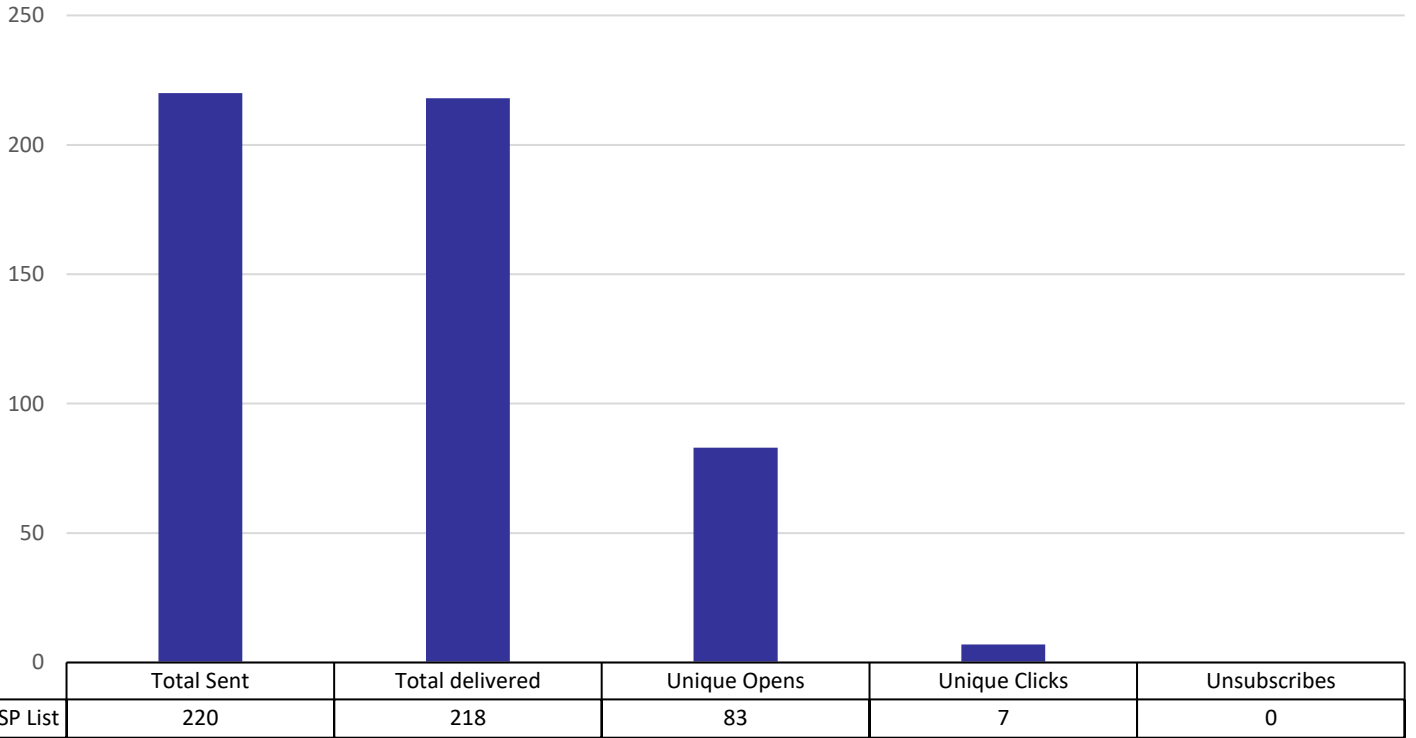


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**URBNMRKT Specials: February 19 - 23 - 02/20/2018**

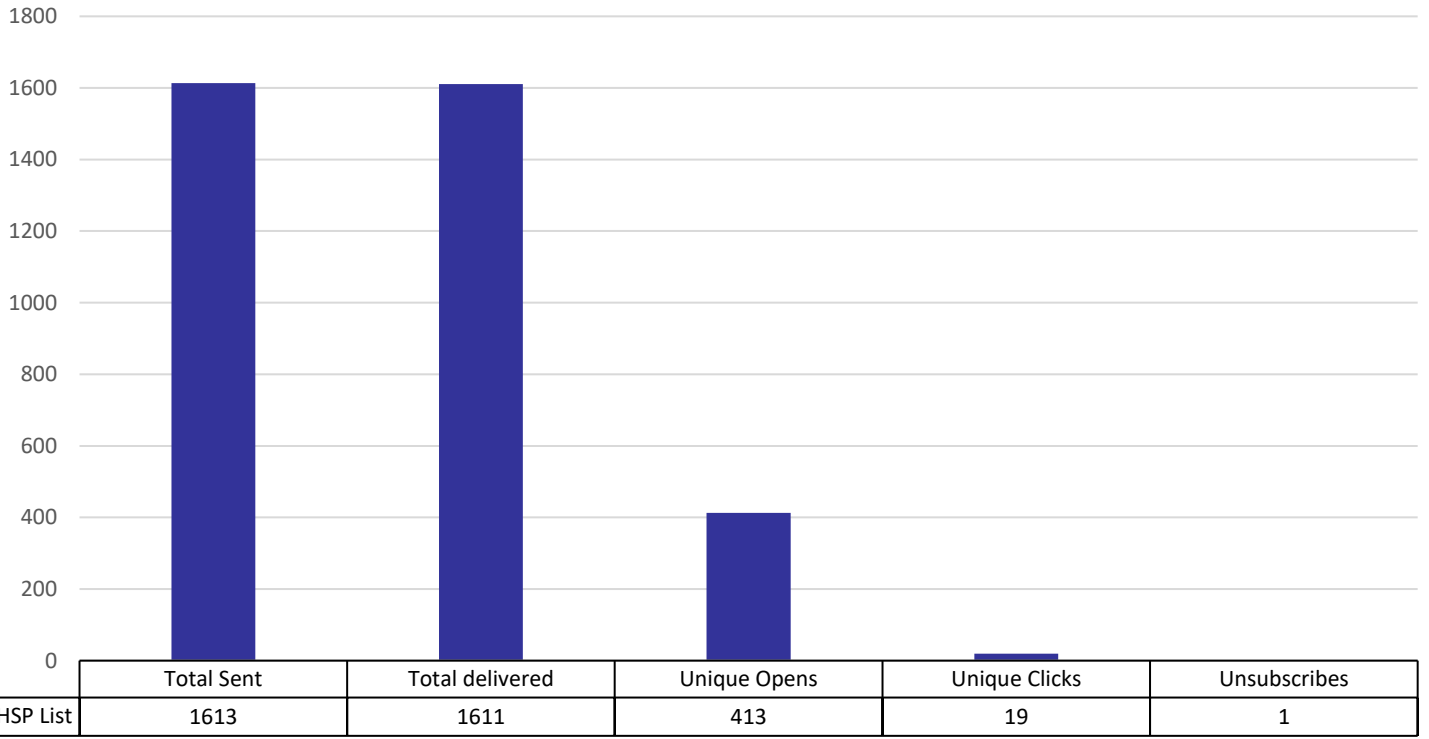


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**Lunar New Year and Presidents Day Hours - 02/15/2018**



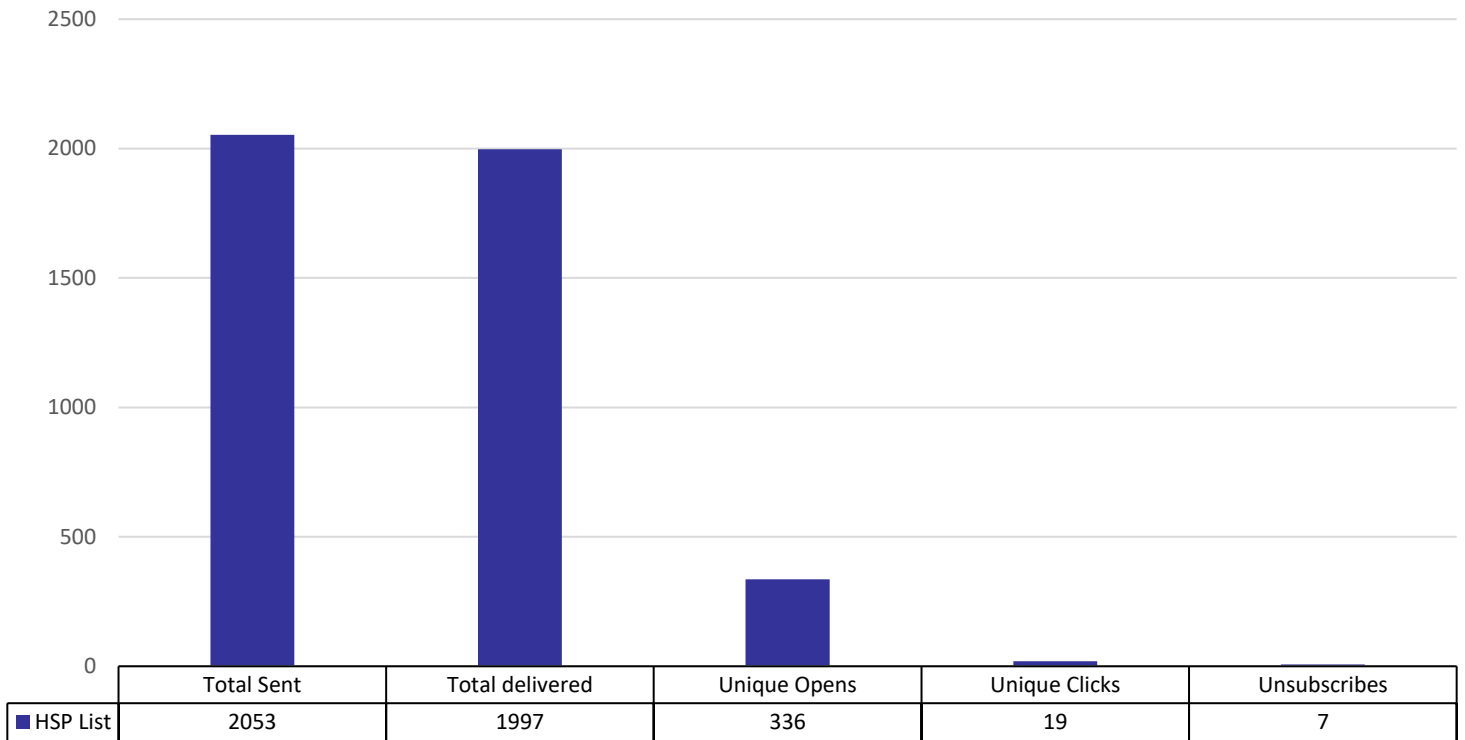
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**Tip-off at The Lab & McKay's! - 02/14/2018**

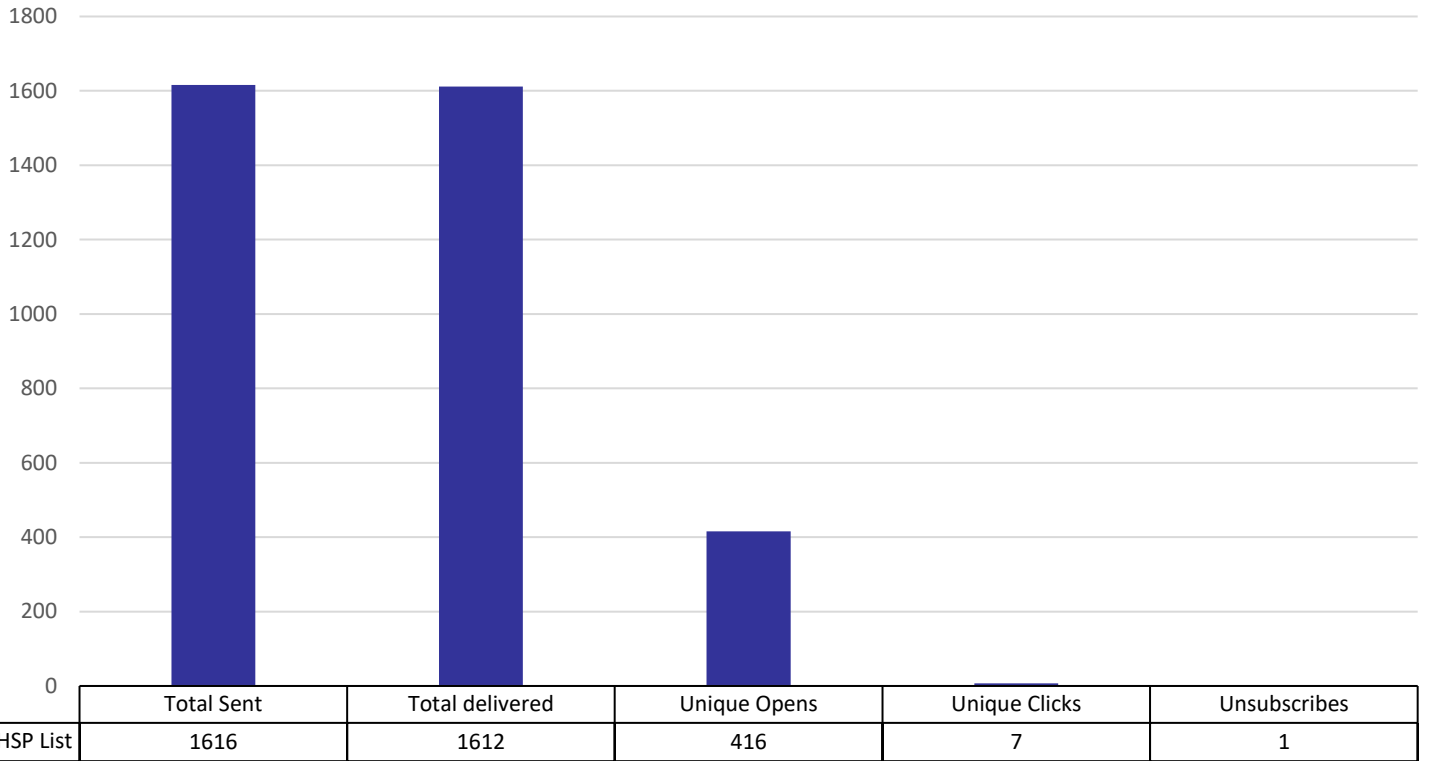


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**Fat Tuesday at the University Club - 02/13/2018**

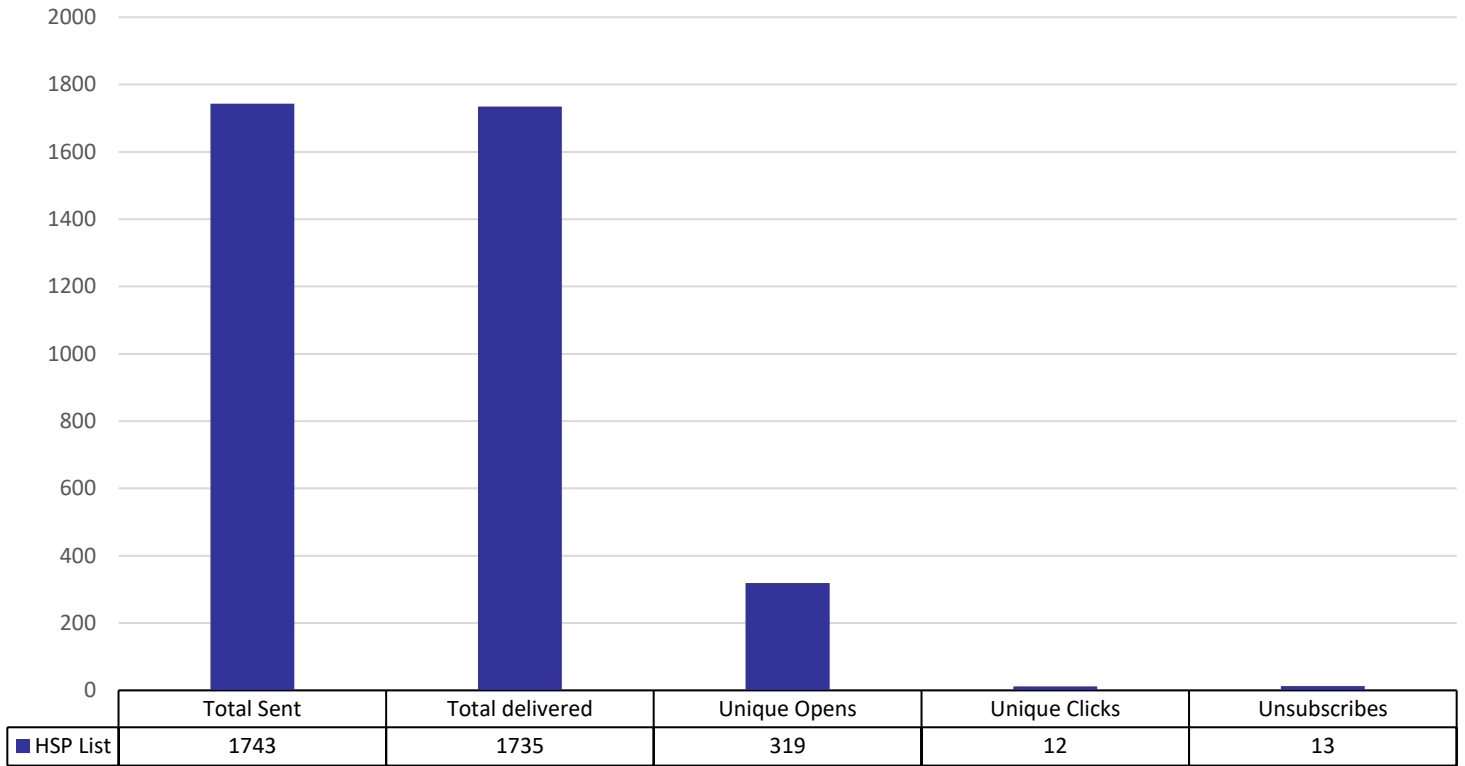


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**♥ Give your valentine an extra sweet treat ♥ - 02/13/2018**

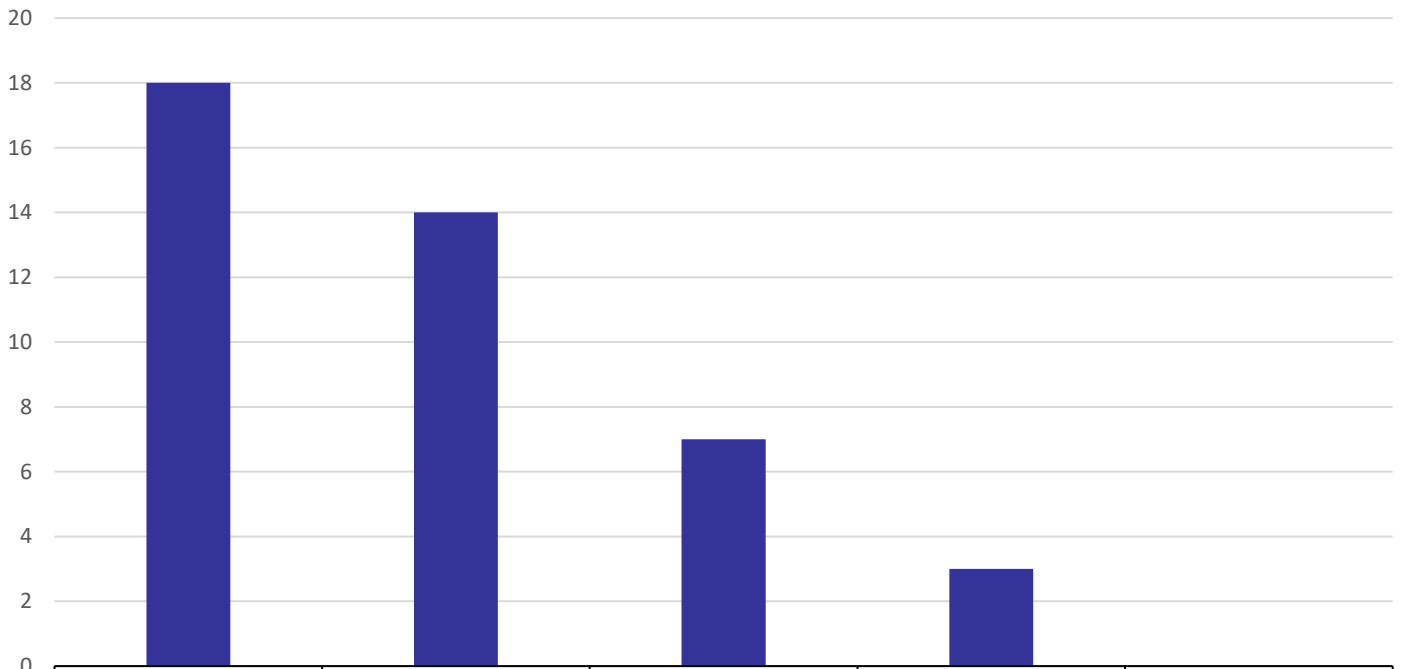


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**♥ Give your valentine an extra sweet treat ♥ - 02/13/2018**

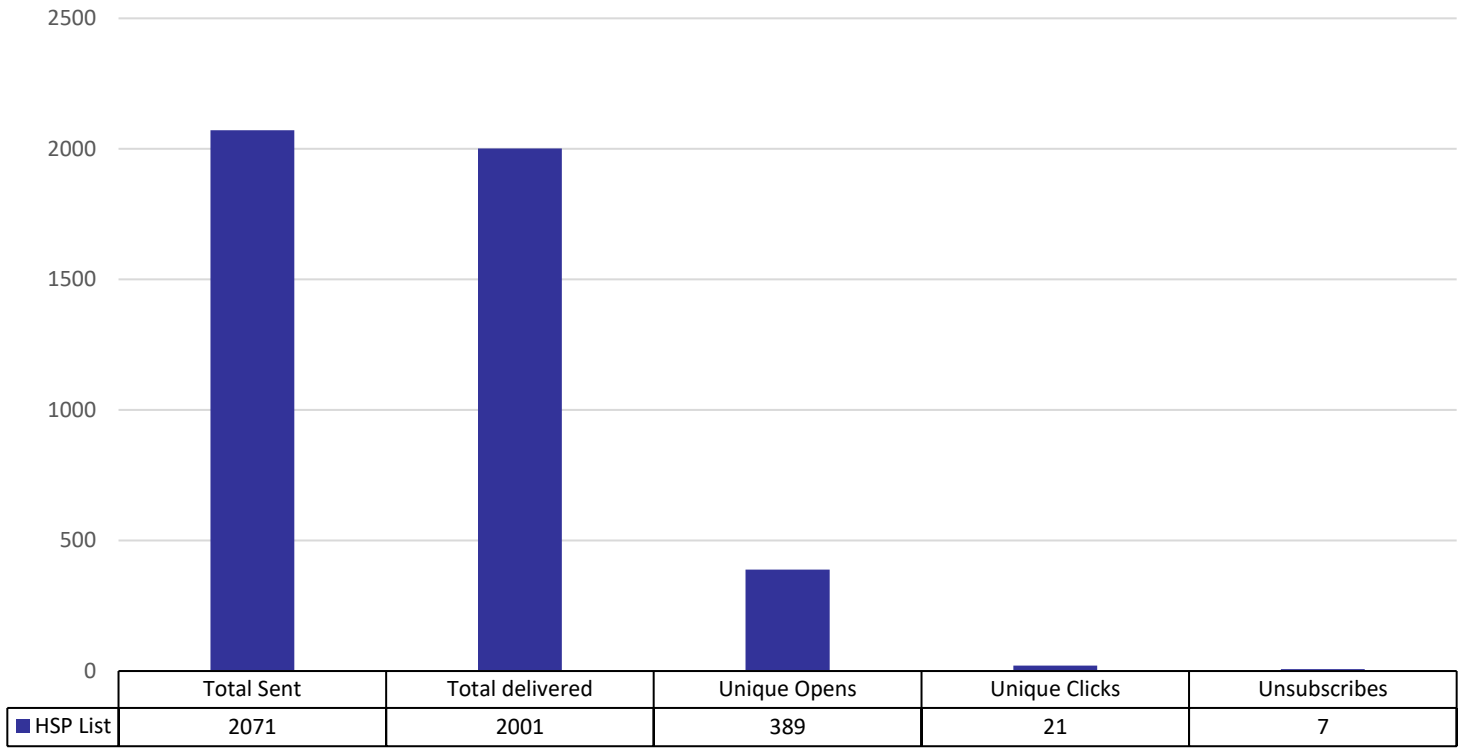


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**Celebrate Fat Tuesday at The Lab! - 02/12/2018**

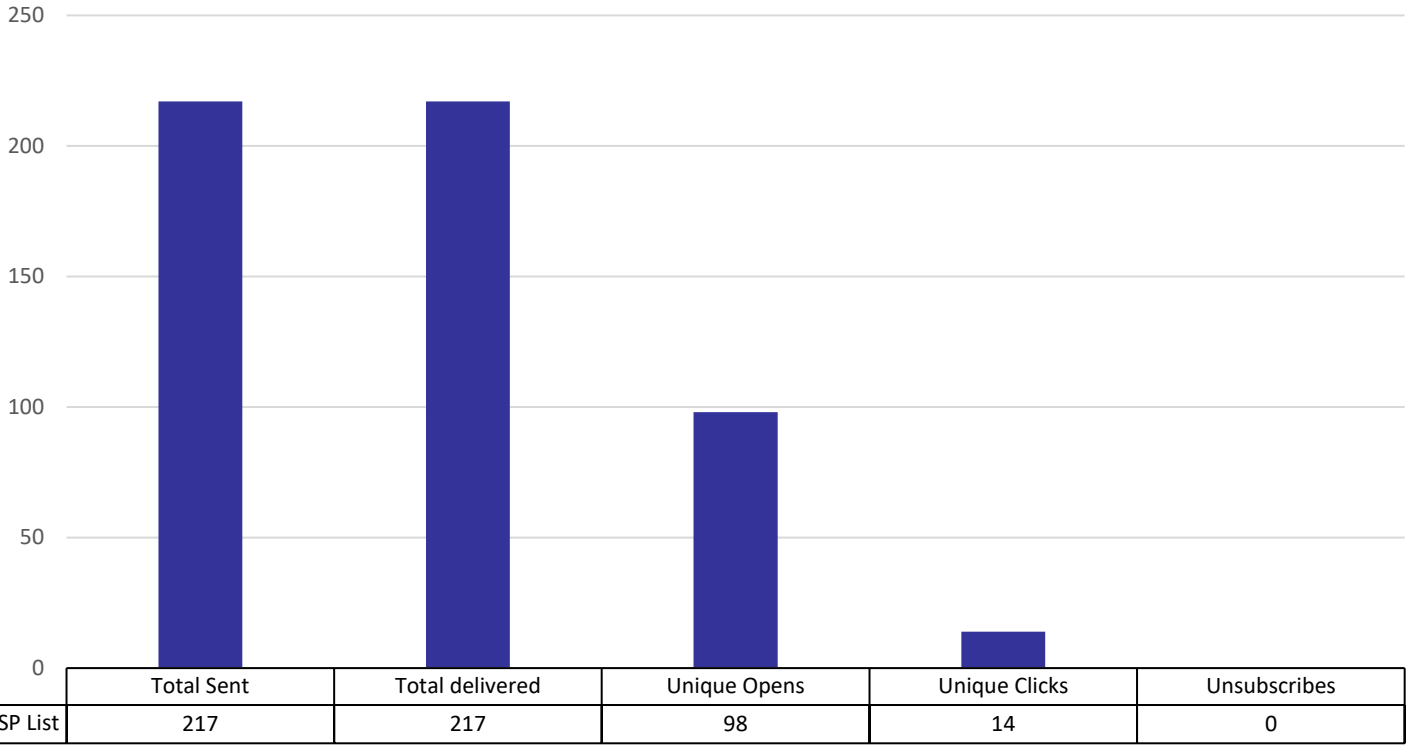


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**URBNMRKT Specials: February 12 - 16 - 02/12/2018**

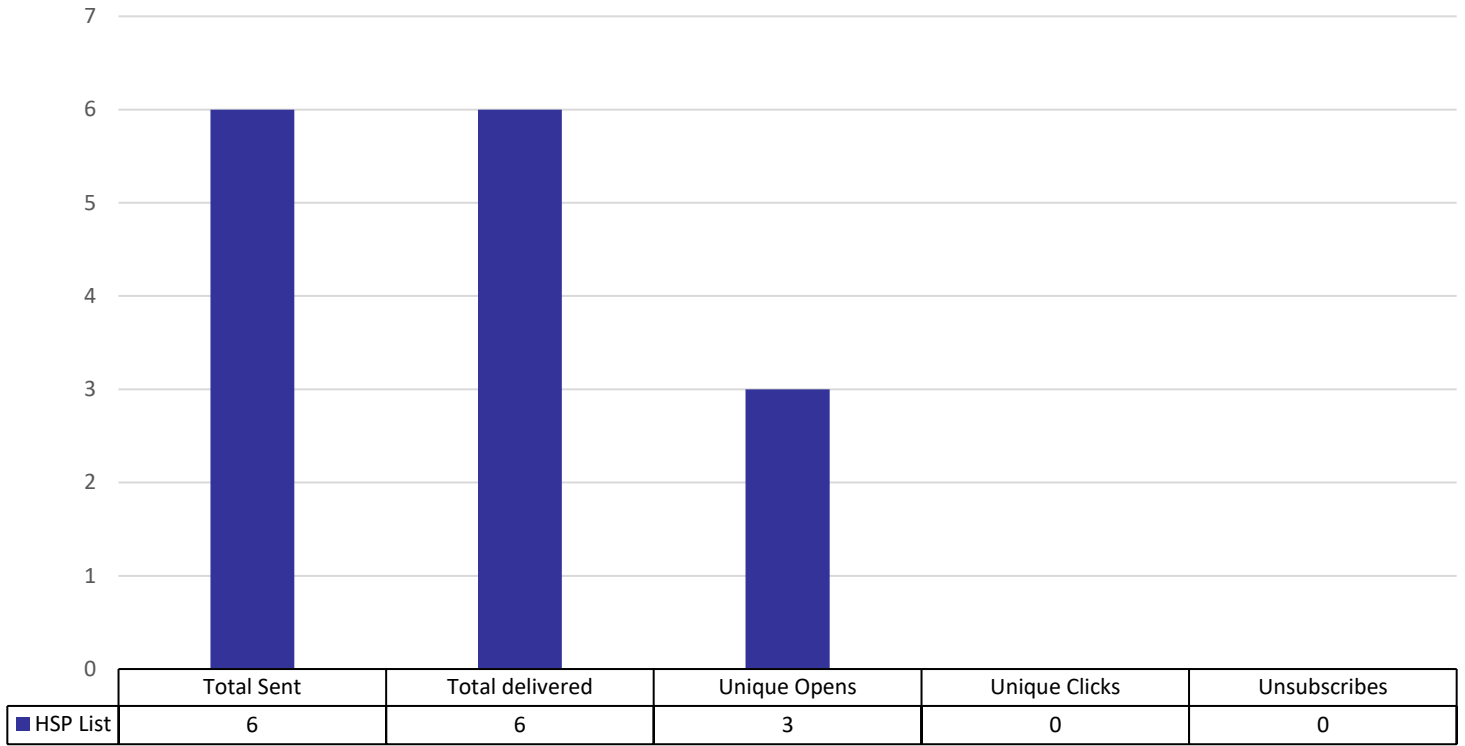


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**This Week at HSC - Boba at Plaza Today! - 02/08/2018**

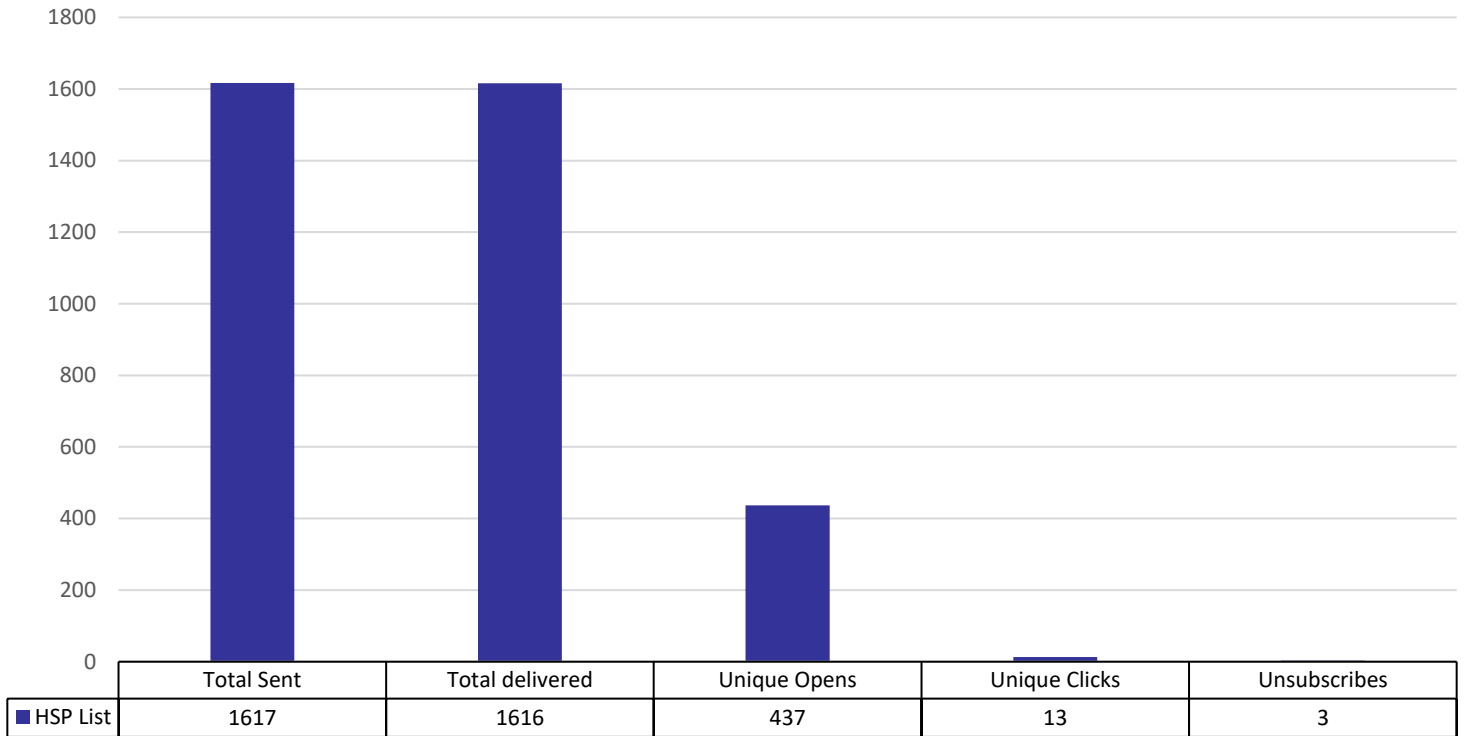


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**A Few Spots Left: USC Fisher Museum Tour - 02/07/2018**



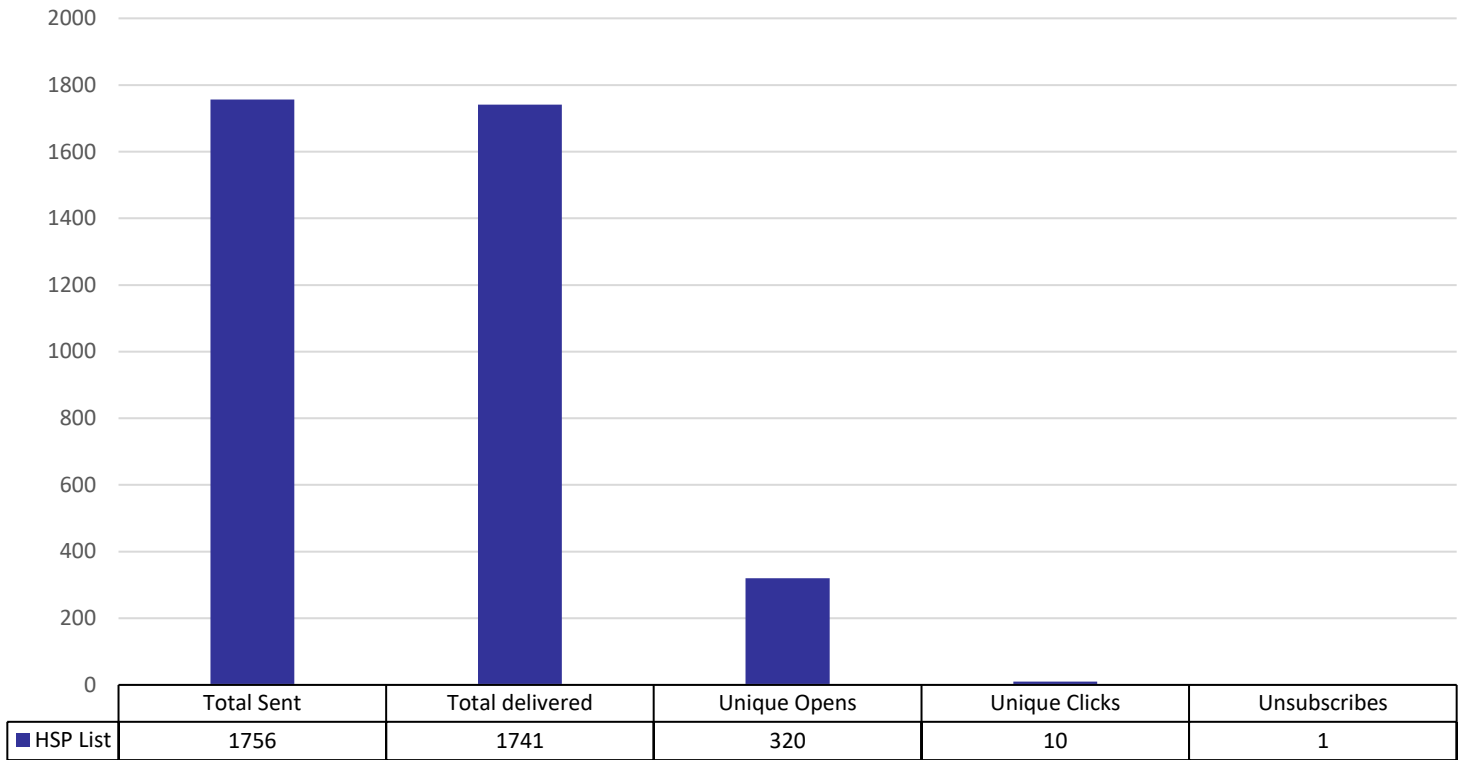
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**Our best 'Dang' giveaway yet? This week at Seeds... - 02/05/2018**

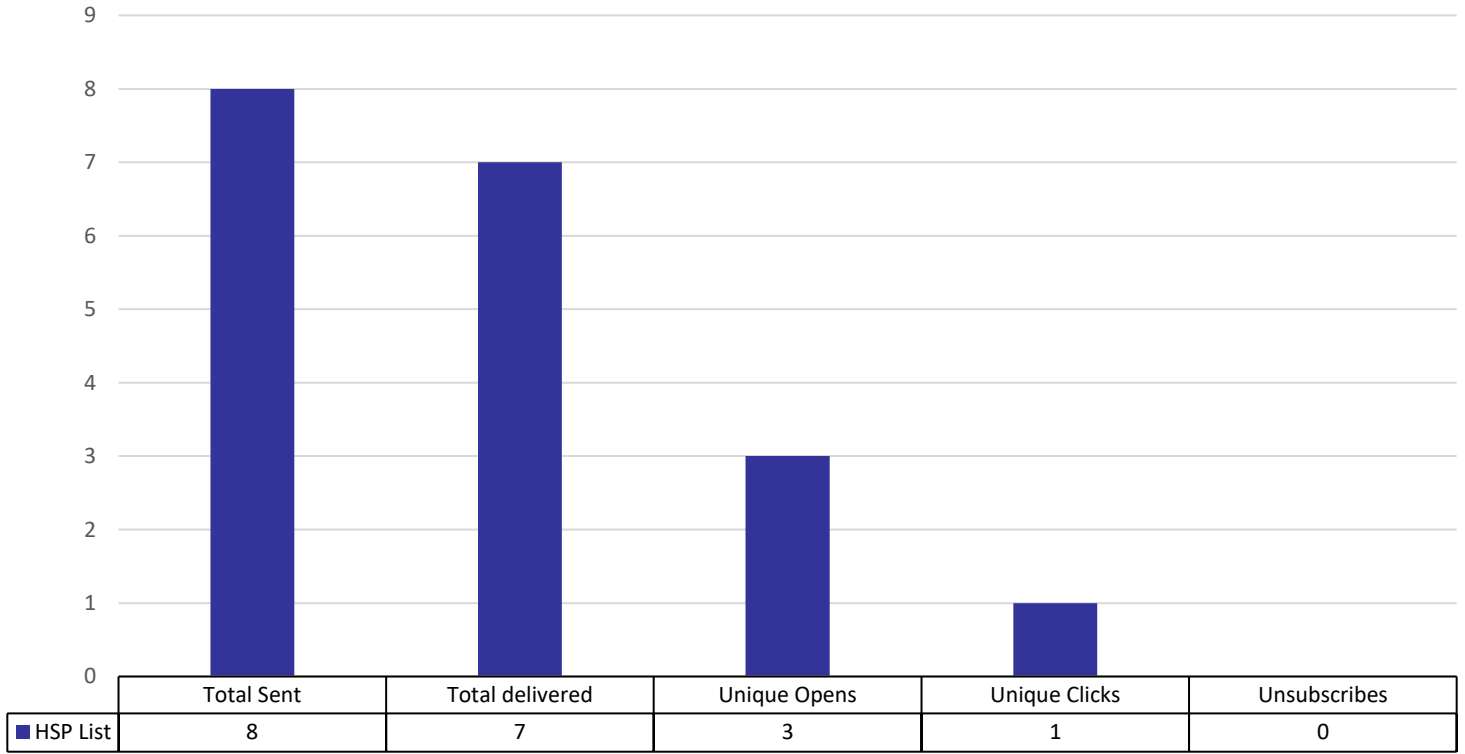


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**Our best 'Dang' giveaway yet? This week at Seeds... - 02/05/2018**

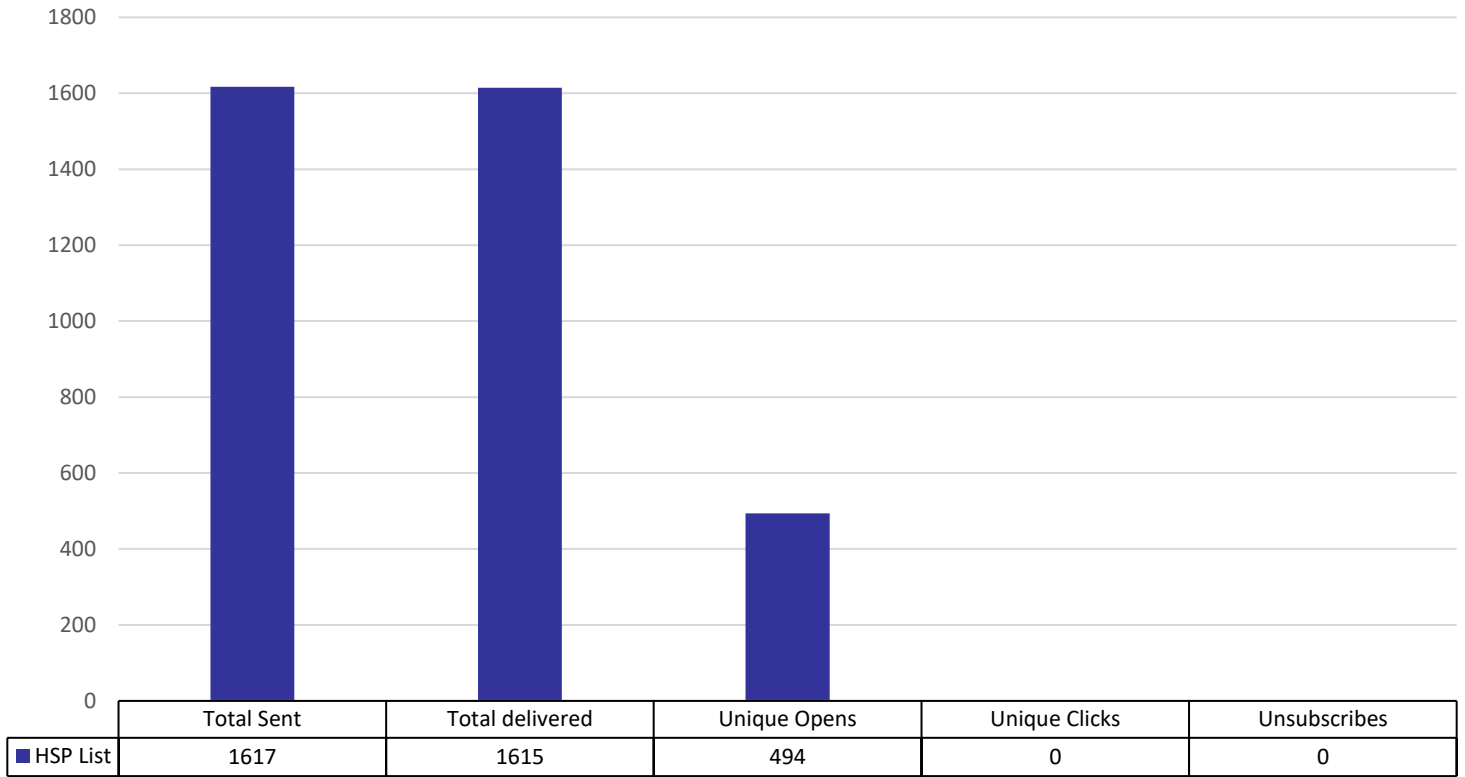


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**New Website Login Issues - Try this fix - 02/02/2018**

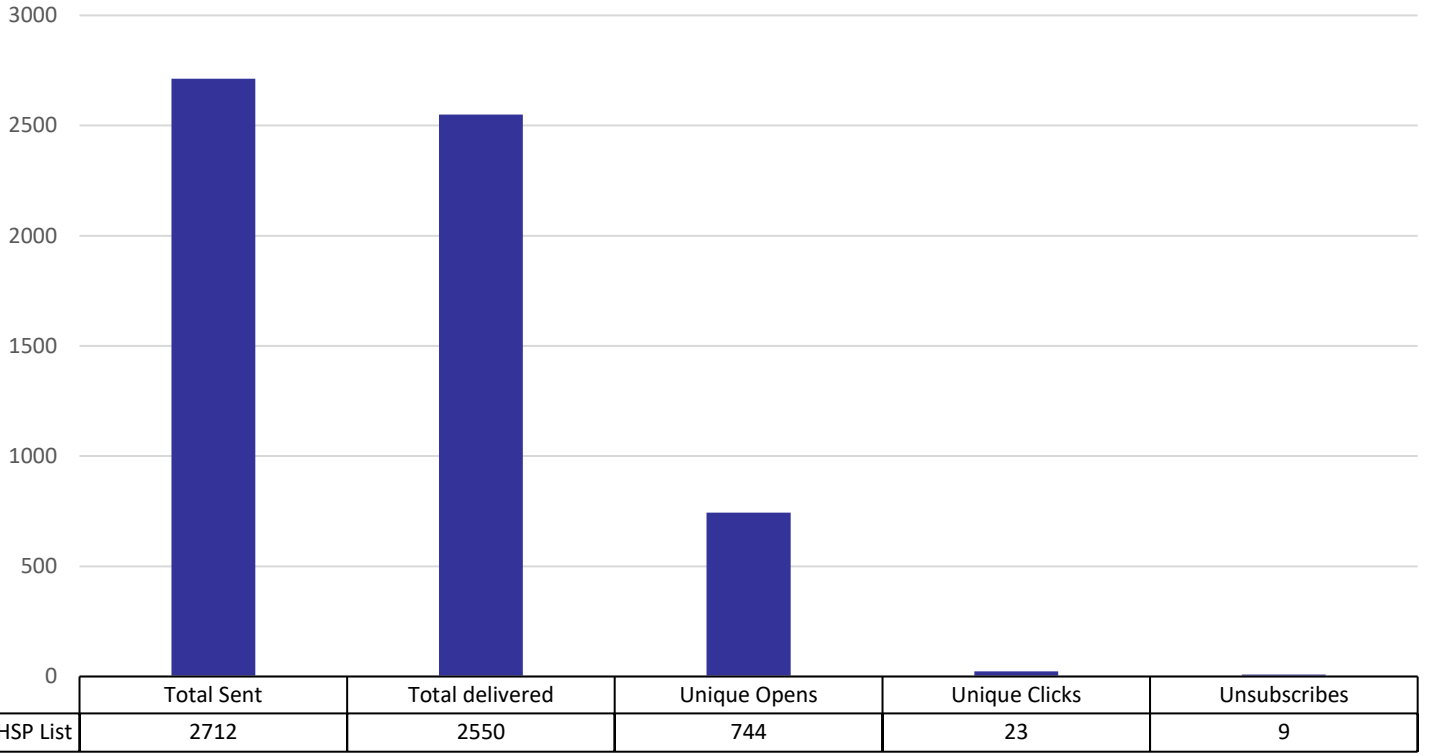


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**Plan your year-end celebration with USC Catering - 02/02/2018**

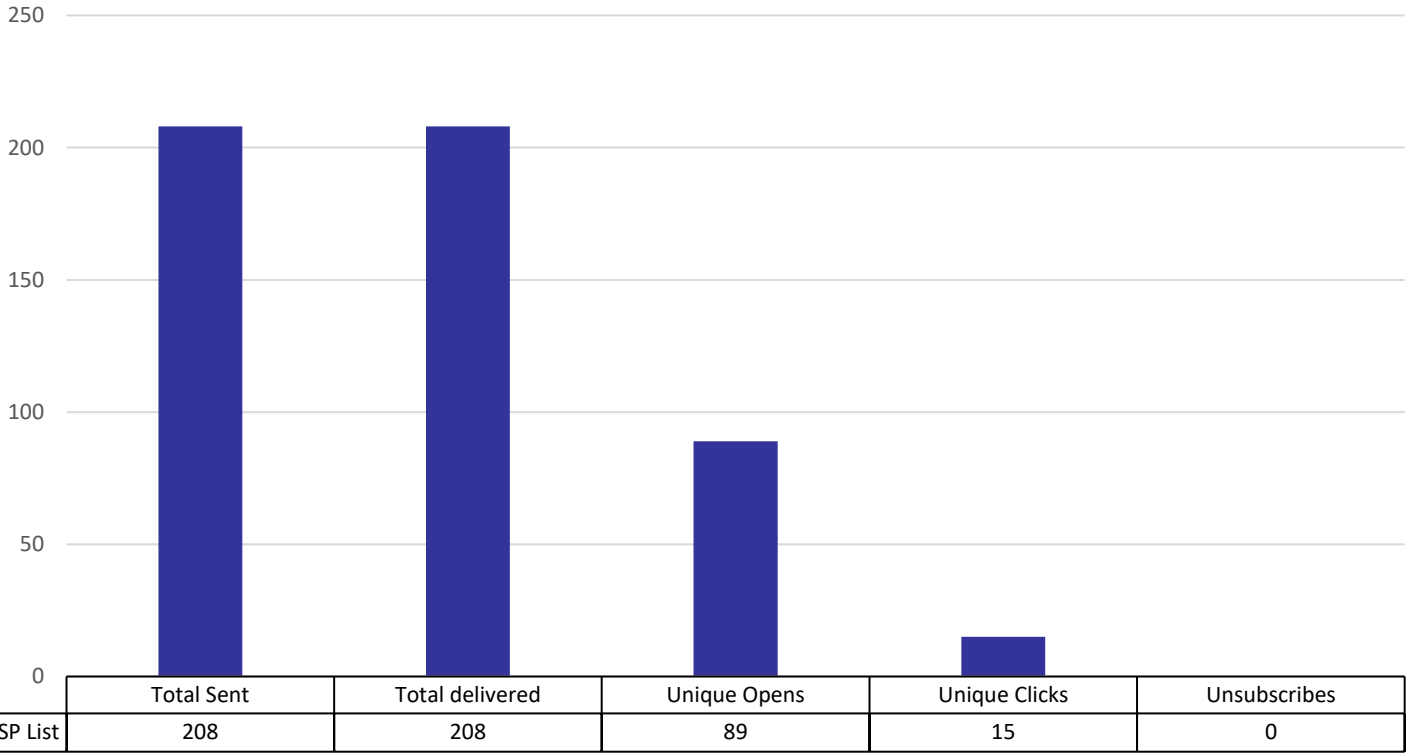


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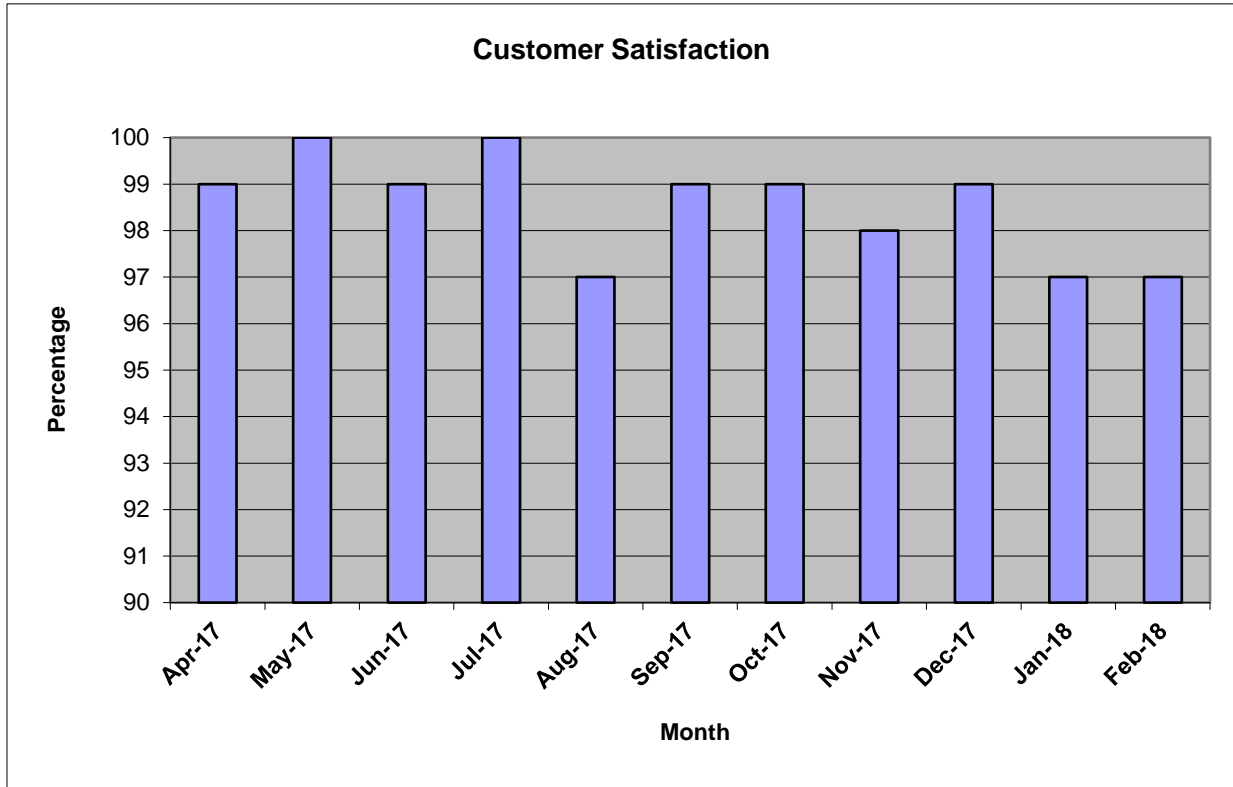
**URBNMRKT Specials: February 5 - 9 - 02/05/2018**



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**Customer Satisfaction Report**  
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**THANK YOU!!**

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