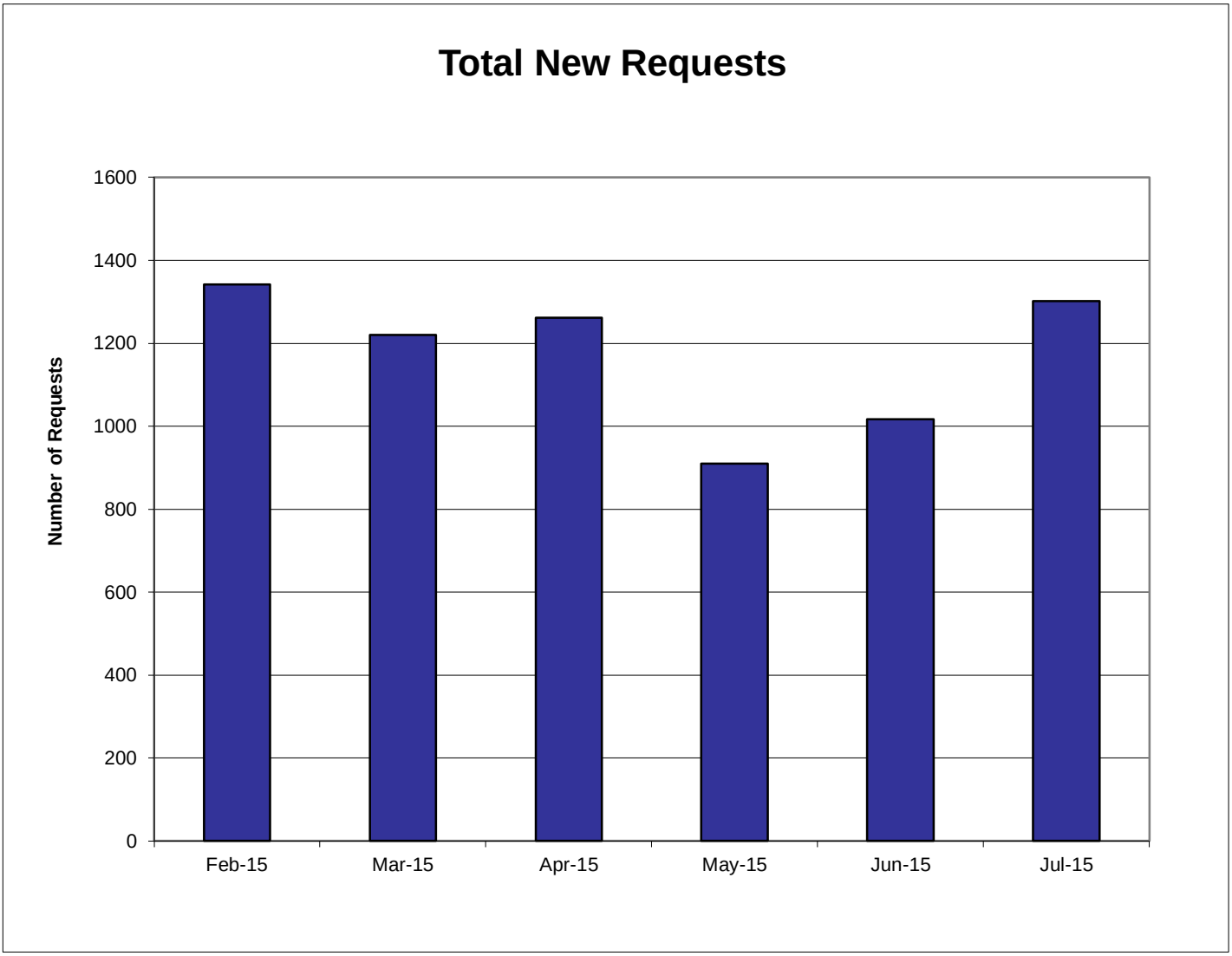
USC Auxiliary Services IT
Monthly Operations Reports
July 2015



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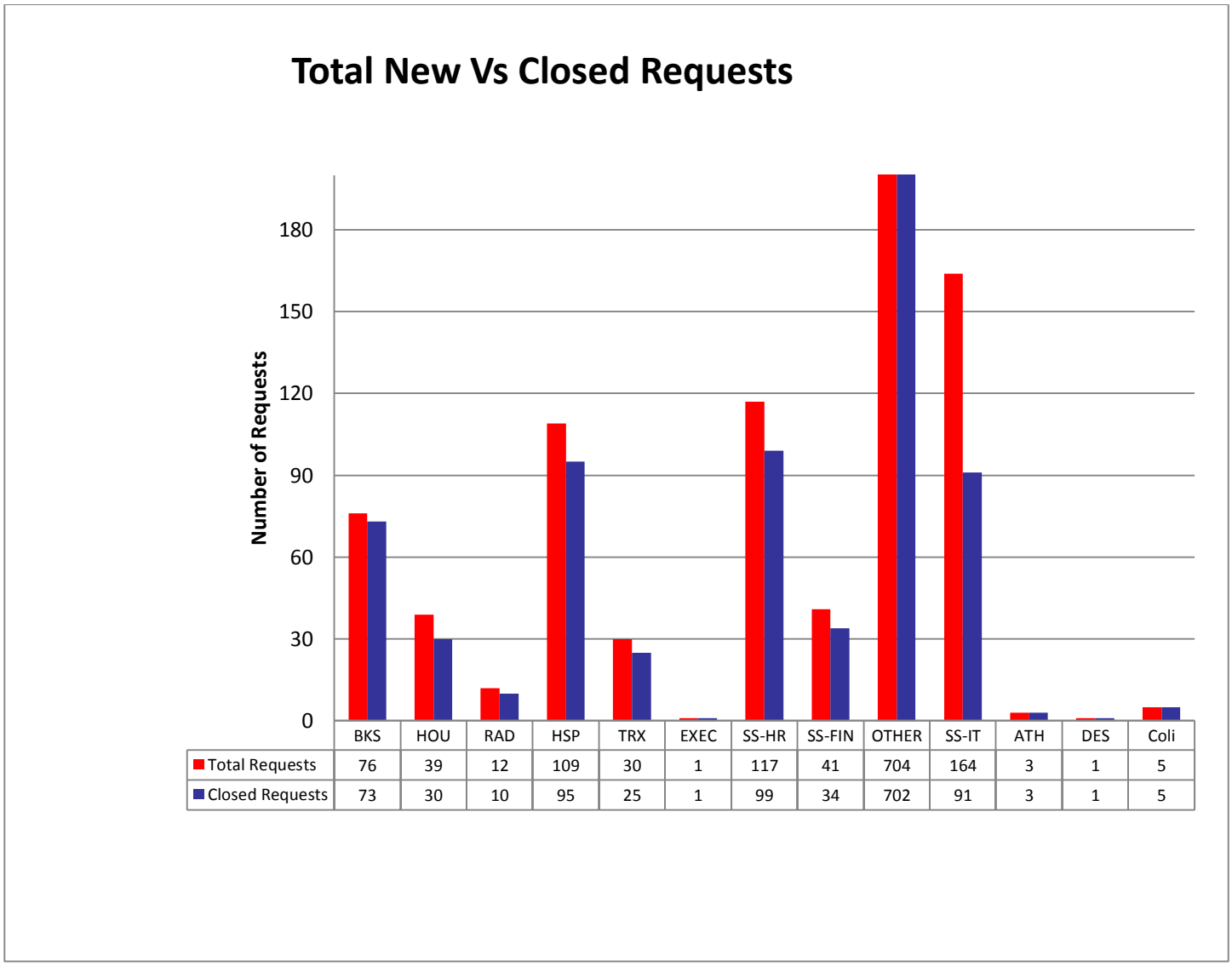

	BKS	HOU	RAD	HSP	TRX	EXEC	SS-HR	SS-FIN	OTHER	SS-IT	ATH	DES	Coli
Total Requests	76	39	12	109	30	1	117	41	704	164	3	1	5
Closed Requests	73	30	10	95	25	1	99	34	702	91	3	1	5

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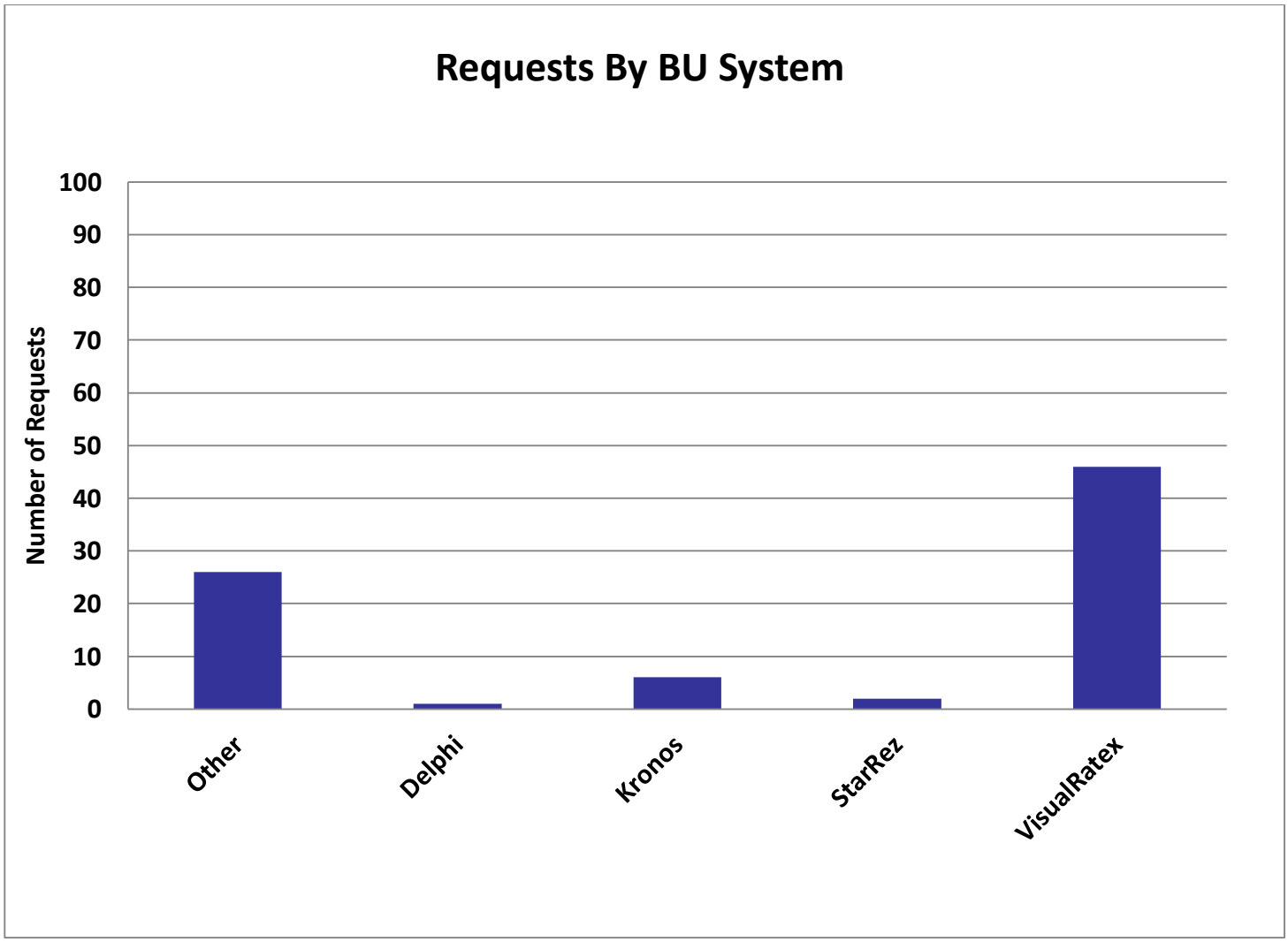

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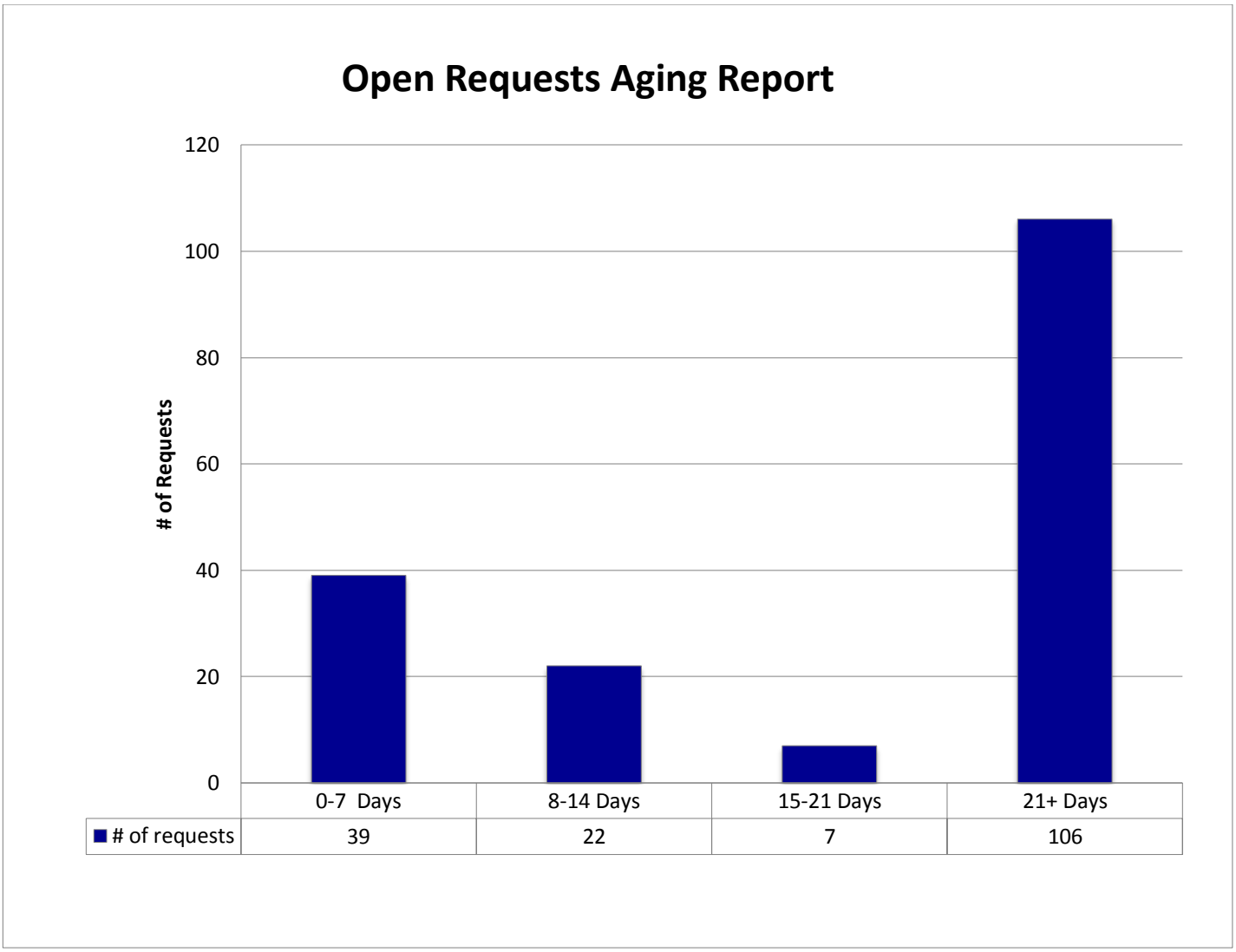

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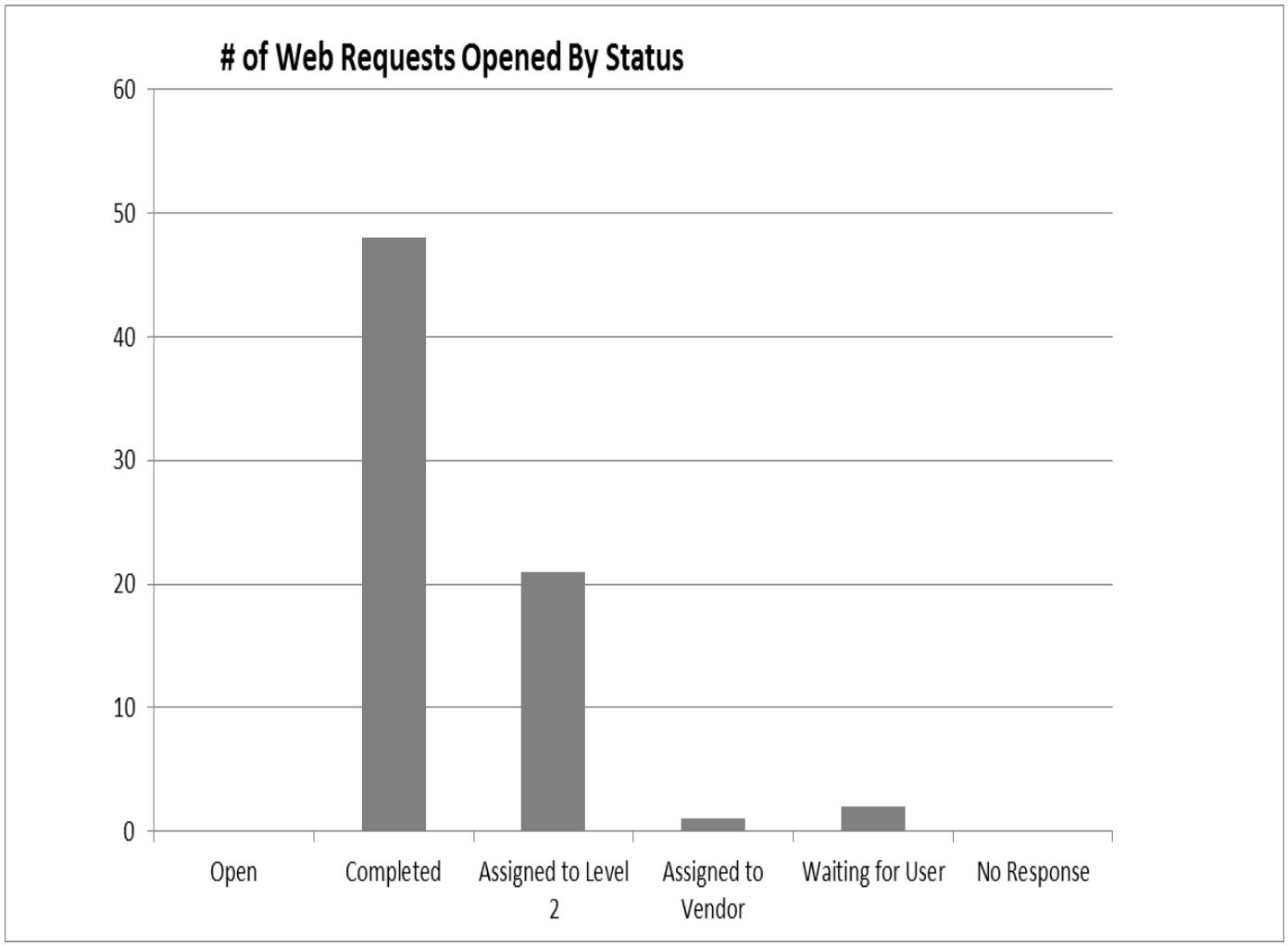

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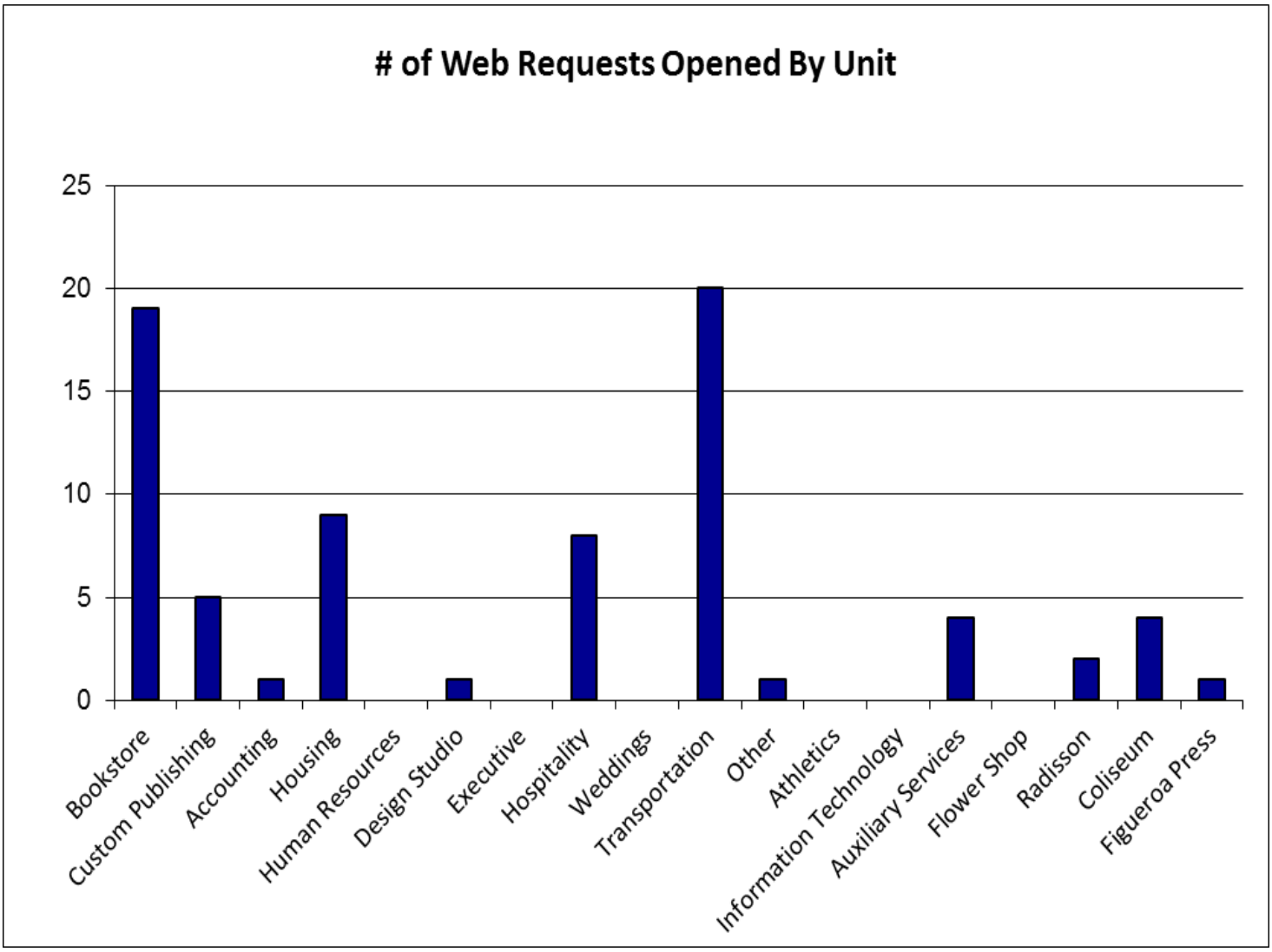

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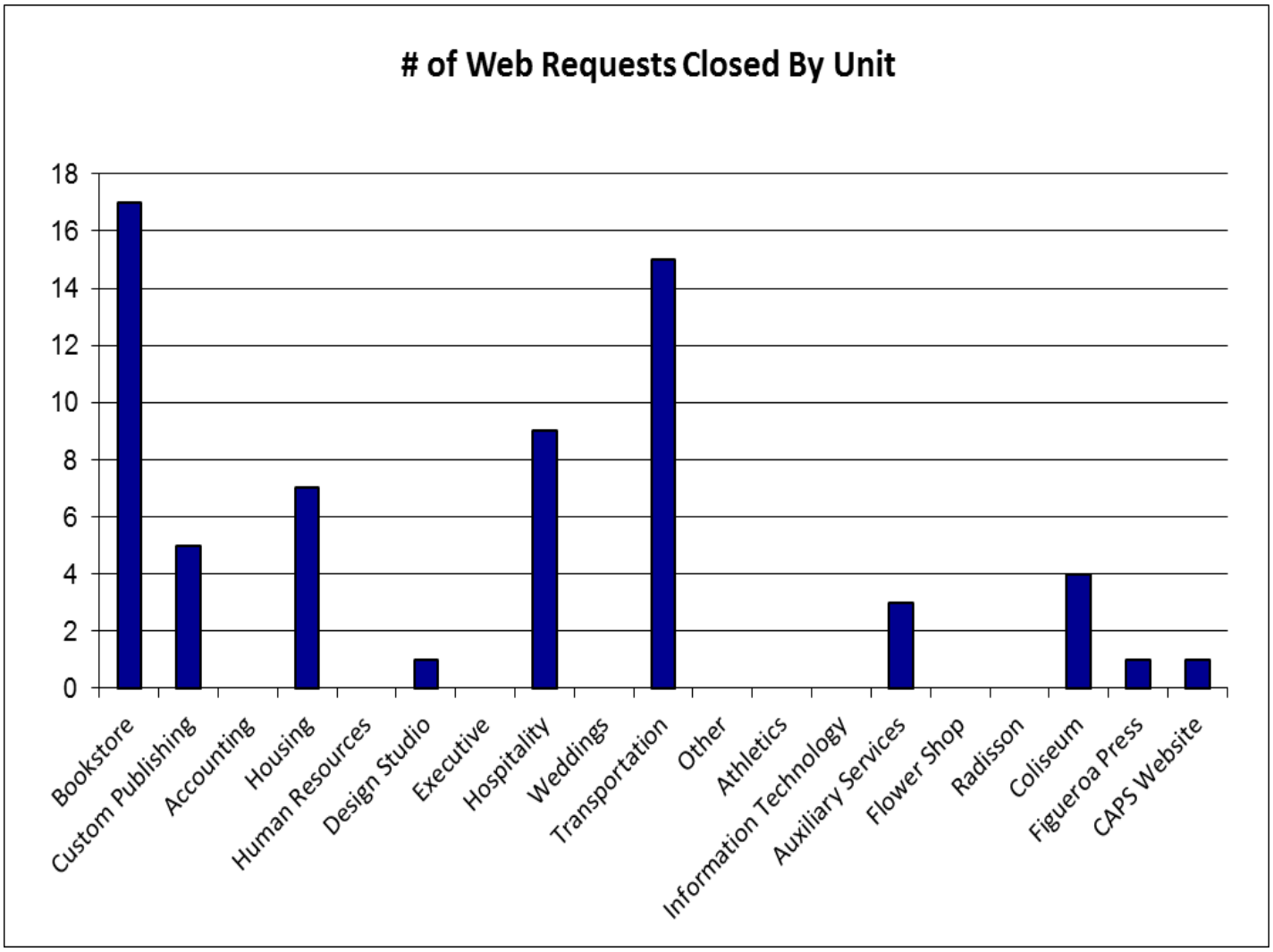

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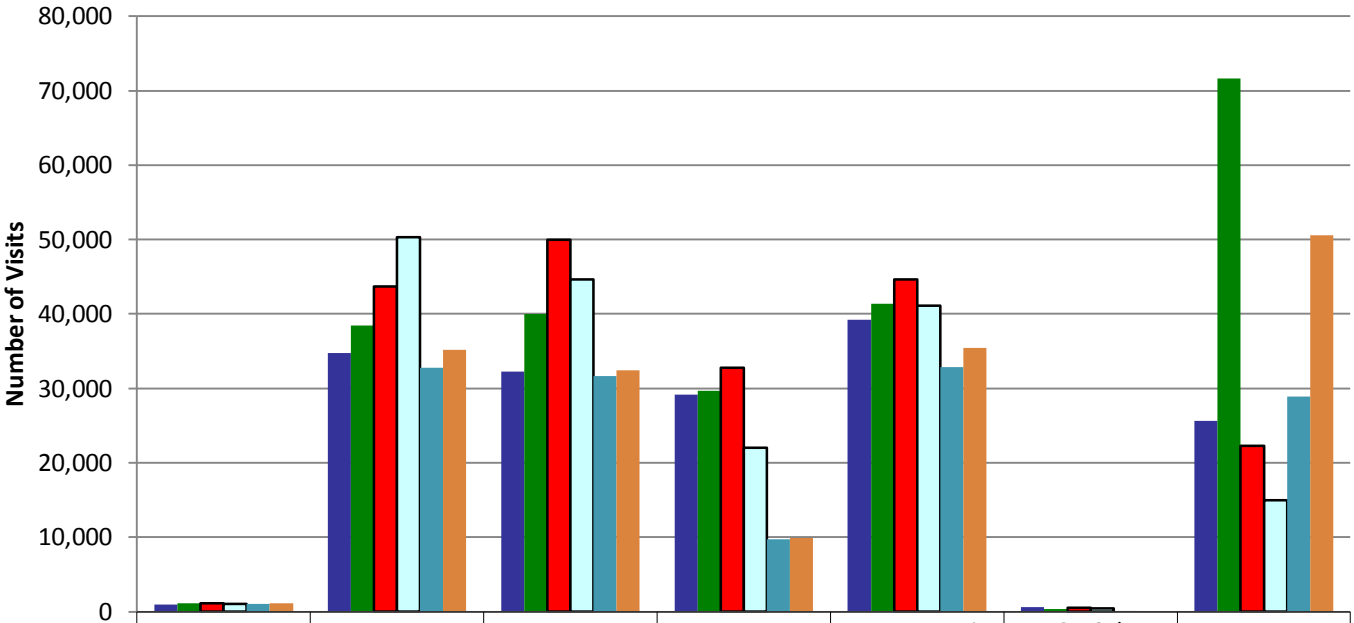

	aux.usc.edu	Bookstore	Housing	Hospitality	Transportation	BKS - Other (Flower shop)	Coliseum
Feb-15	989	34,760	32,293	29,135	39228	600	25,677
Mar-15	1,162	38,446	39,986	29,649	41380	387	71,606
Apr-15	1,162	43,693	49,999	32,797	44646	509	22,253
May-15	1,048	50,359	44,621	21,990	41147	480	14,939
June-15	1,059	32,735	31,695	9,743	32820	8	28,920
July-15	1,106	35,145	32,448	9,929	35,464	0	50,618

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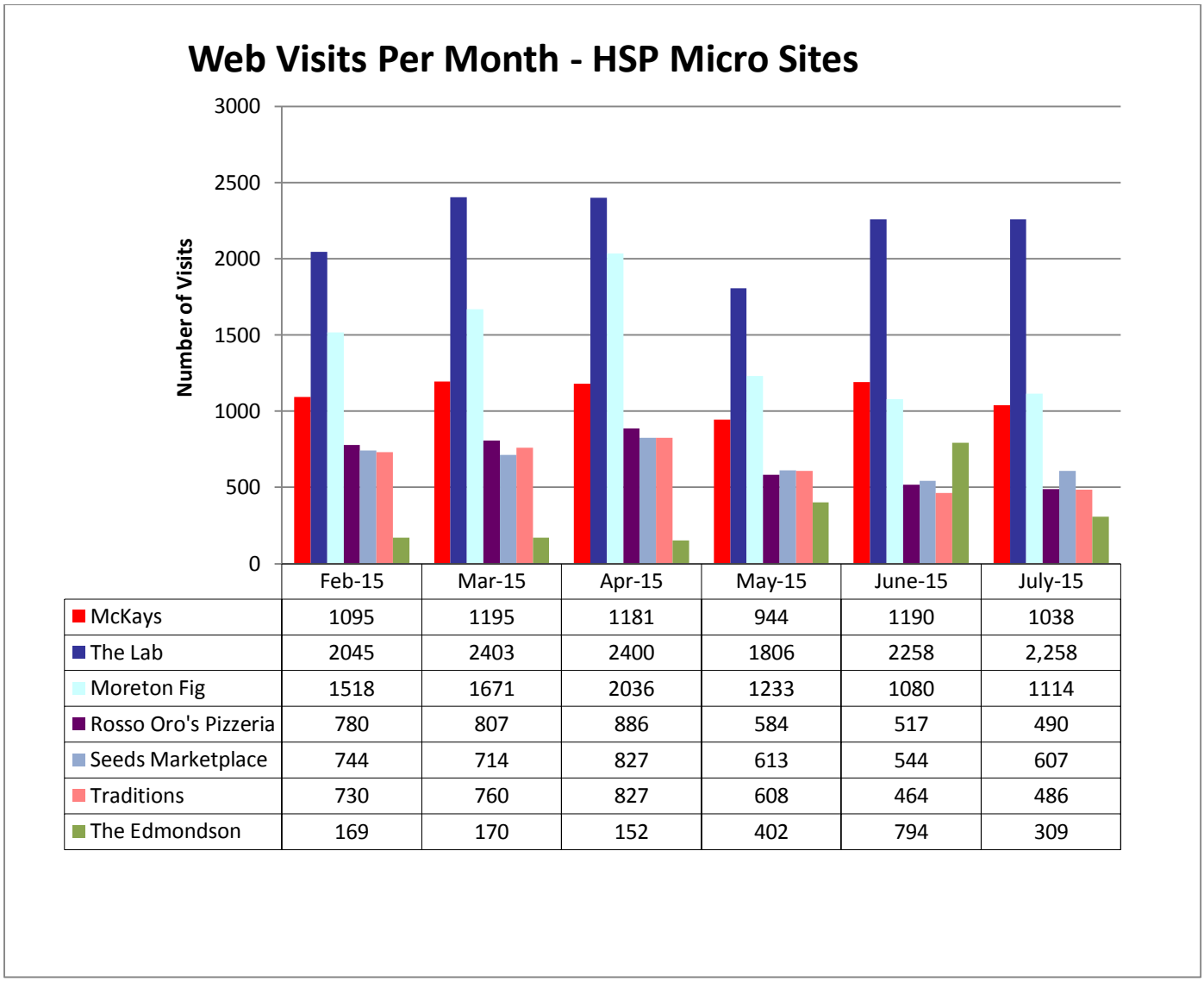

	Feb-15	Mar-15	Apr-15	May-15	June-15	July-15
McKays	1095	1195	1181	944	1190	1038
The Lab	2045	2403	2400	1806	2258	2,258
Moreton Fig	1518	1671	2036	1233	1080	1114
Rosso Oro's Pizzeria	780	807	886	584	517	490
Seeds Marketplace	744	714	827	613	544	607
Traditions	730	760	827	608	464	486
The Edmondson	169	170	152	402	794	309

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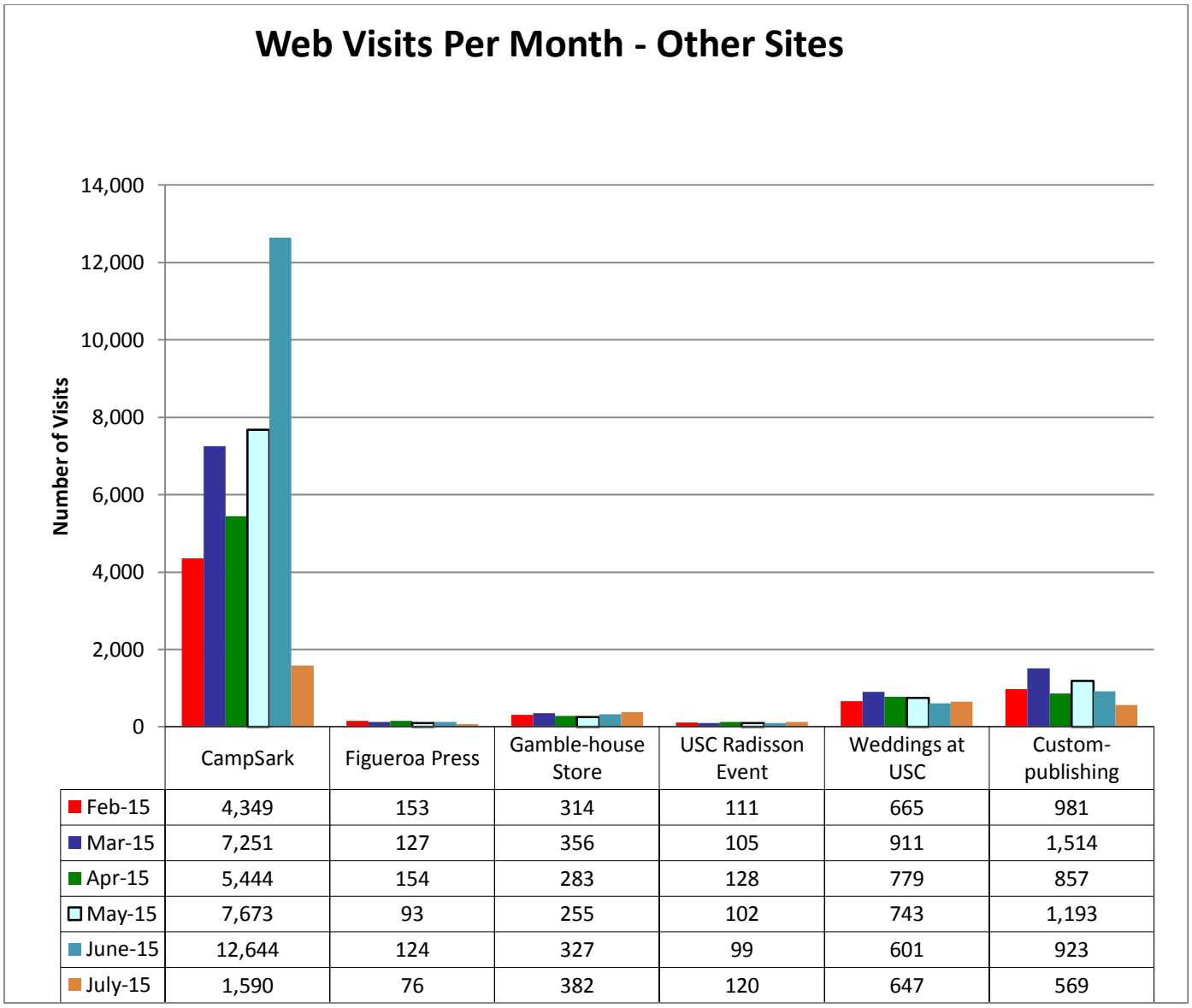

	CampSark	Figueroa Press	Gamble-house Store	USC Radisson Event	Weddings at USC	Custom-publishing
Feb-15	4,349	153	314	111	665	981
Mar-15	7,251	127	356	105	911	1,514
Apr-15	5,444	154	283	128	779	857
May-15	7,673	93	255	102	743	1,193
June-15	12,644	124	327	99	601	923
July-15	1,590	76	382	120	647	569

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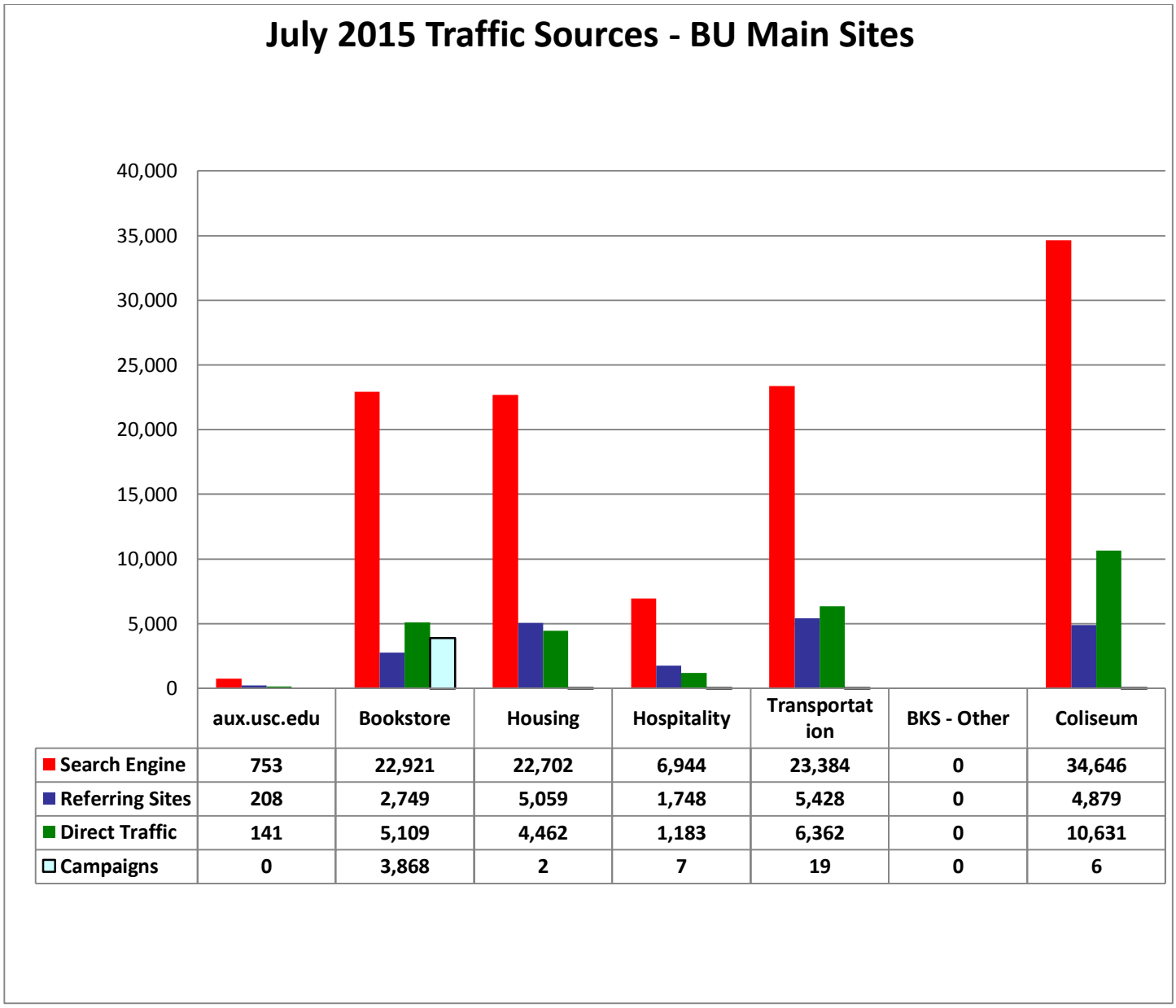

	aux.usc.edu	Bookstore	Housing	Hospitality	Transportation	BKS - Other	Coliseum
Search Engine	753	22,921	22,702	6,944	23,384	0	34,646
Referring Sites	208	2,749	5,059	1,748	5,428	0	4,879
Direct Traffic	141	5,109	4,462	1,183	6,362	0	10,631
Campaigns	0	3,868	2	7	19	0	6

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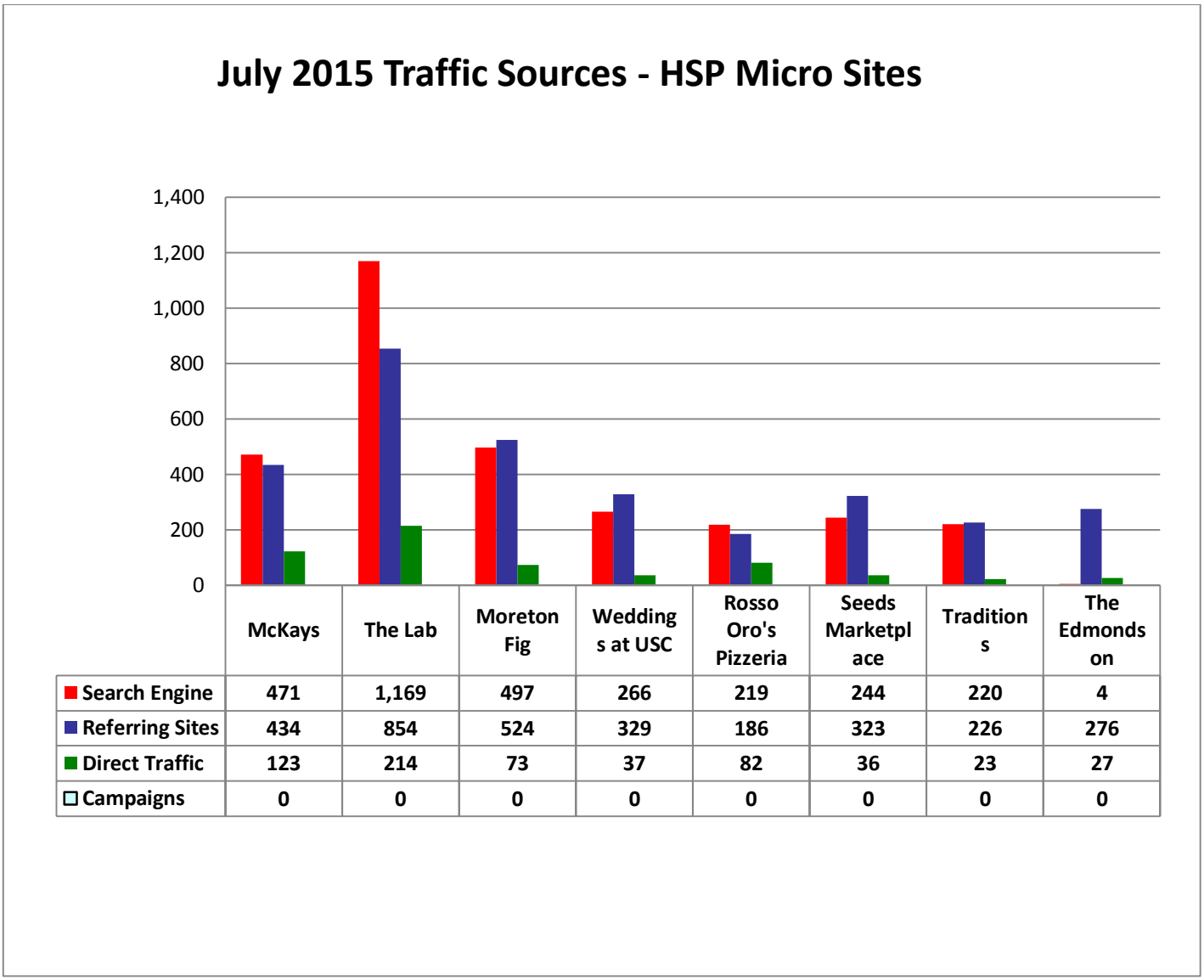

	McKays	The Lab	Moreton Fig	Weddings at USC	Rosso Oro's Pizzeria	Seeds Marketplace	Traditions	The Edmondson
Search Engine	471	1,169	497	266	219	244	220	4
Referring Sites	434	854	524	329	186	323	226	276
Direct Traffic	123	214	73	37	82	36	23	27
Campaigns	0	0	0	0	0	0	0	0

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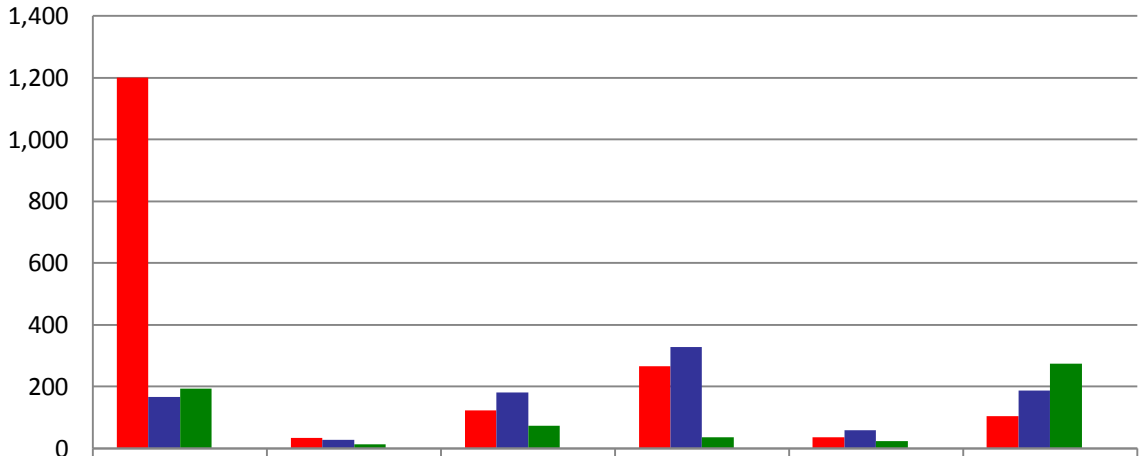
July 2015 Traffic Sources - Other Sites



	Coach Sark Camp	Figueroa Press	Gamble-house Store	Weddings at USC	USC Radisson Event	Custom-publishing
Search Engine	1,200	34	123	266	36	105
Referring Sites	167	28	181	329	58	188
Direct Traffic	194	13	74	37	24	274
Campaigns	0	0	0	0	0	0

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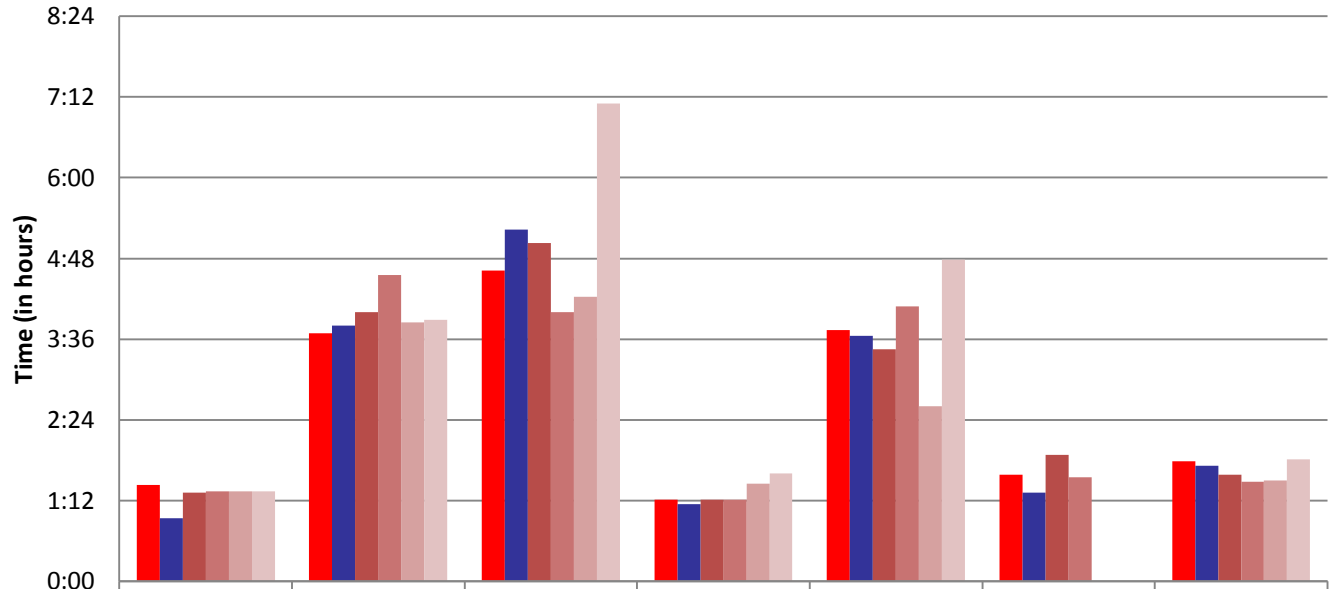
Average Time Spent on Website - BU Main Sites



	aux.usc.edu	Bookstore	Housing	Hospitality	Transportation	BKS - Other	Coliseum
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
June-15	1:20	3:51	4:14	1:27	2:36	0:00	1:30
July-15	1:20	3:53	7:06	1:36	4:47	0:00	1:49

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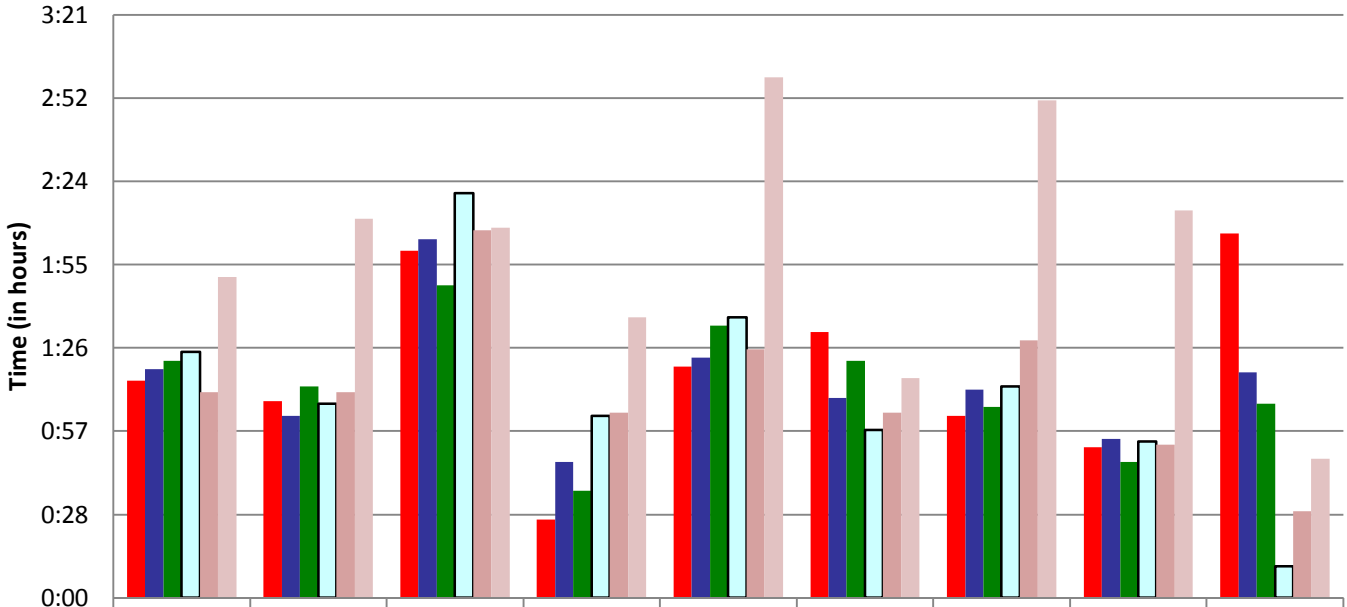
Average Time Spent on Website - HSP Micro Sites



	McKays	The Lab	Weddings at USC	USC Radisson Event	Moreton Fig	Rosso Oro's Pizzeria	Seeds Marketplace	Traditions	The Edmondson
Feb-15	1:15	1:08	2:00	0:27	1:20	1:32	1:03	0:52	2:06
Mar-15	1:19	1:03	2:04	0:47	1:23	1:09	1:12	0:55	1:18
Apr-15	1:22	1:13	1:48	0:37	1:34	1:22	1:06	0:47	1:07
May-15	1:25	1:07	2:20	1:03	1:37	0:58	1:13	0:54	0:11
June-15	1:11	1:11	2:07	1:04	1:26	1:04	1:29	0:53	0:30
July-15	1:51	2:11	2:08	1:37	3:00	1:16	2:52	2:14	0:48

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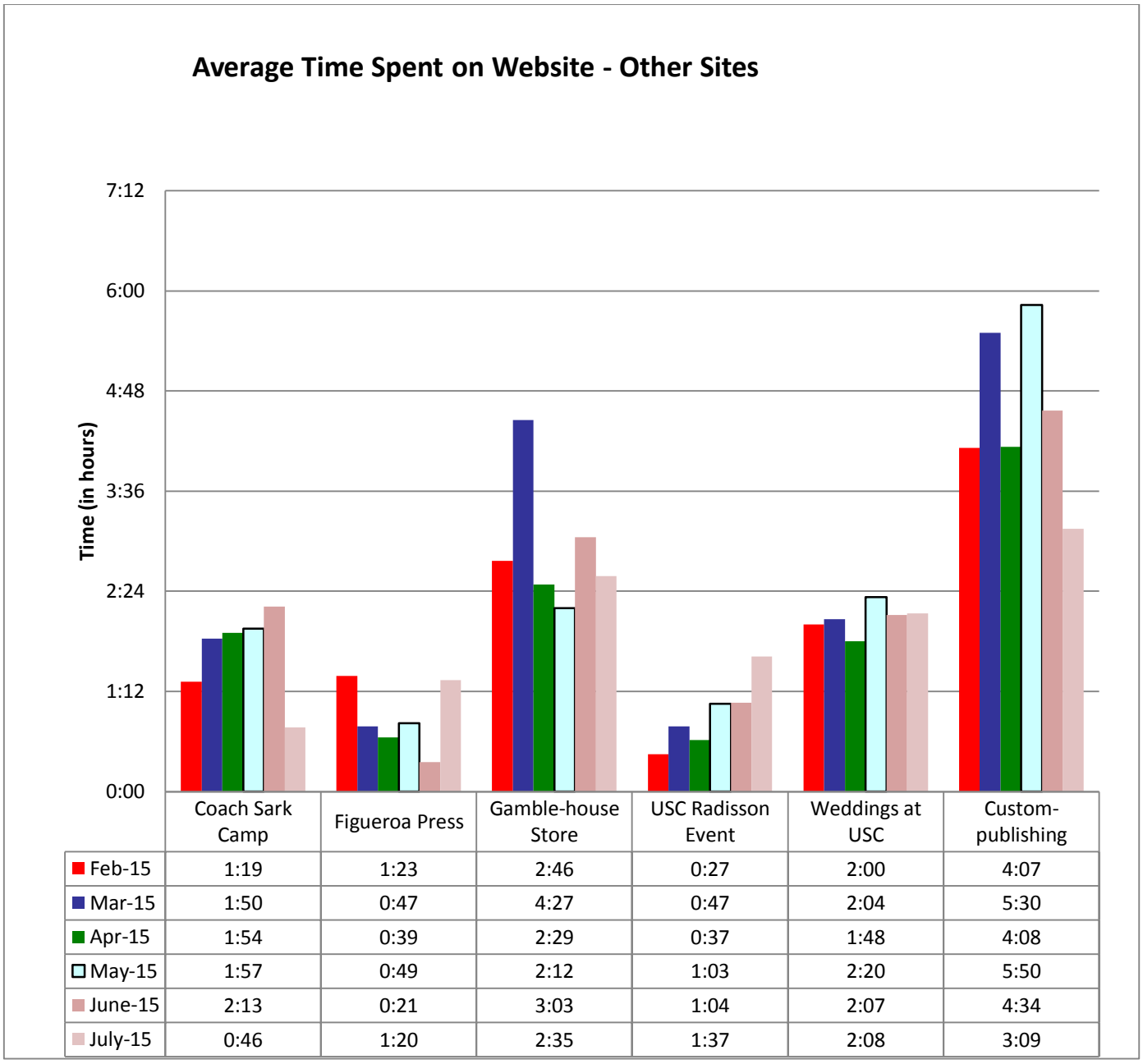

	Coach Sark Camp	Figueroa Press	Gamble-house Store	USC Radisson Event	Weddings at USC	Custom-publishing
Feb-15	1:19	1:23	2:46	0:27	2:00	4:07
Mar-15	1:50	0:47	4:27	0:47	2:04	5:30
Apr-15	1:54	0:39	2:29	0:37	1:48	4:08
May-15	1:57	0:49	2:12	1:03	2:20	5:50
June-15	2:13	0:21	3:03	1:04	2:07	4:34
July-15	0:46	1:20	2:35	1:37	2:08	3:09

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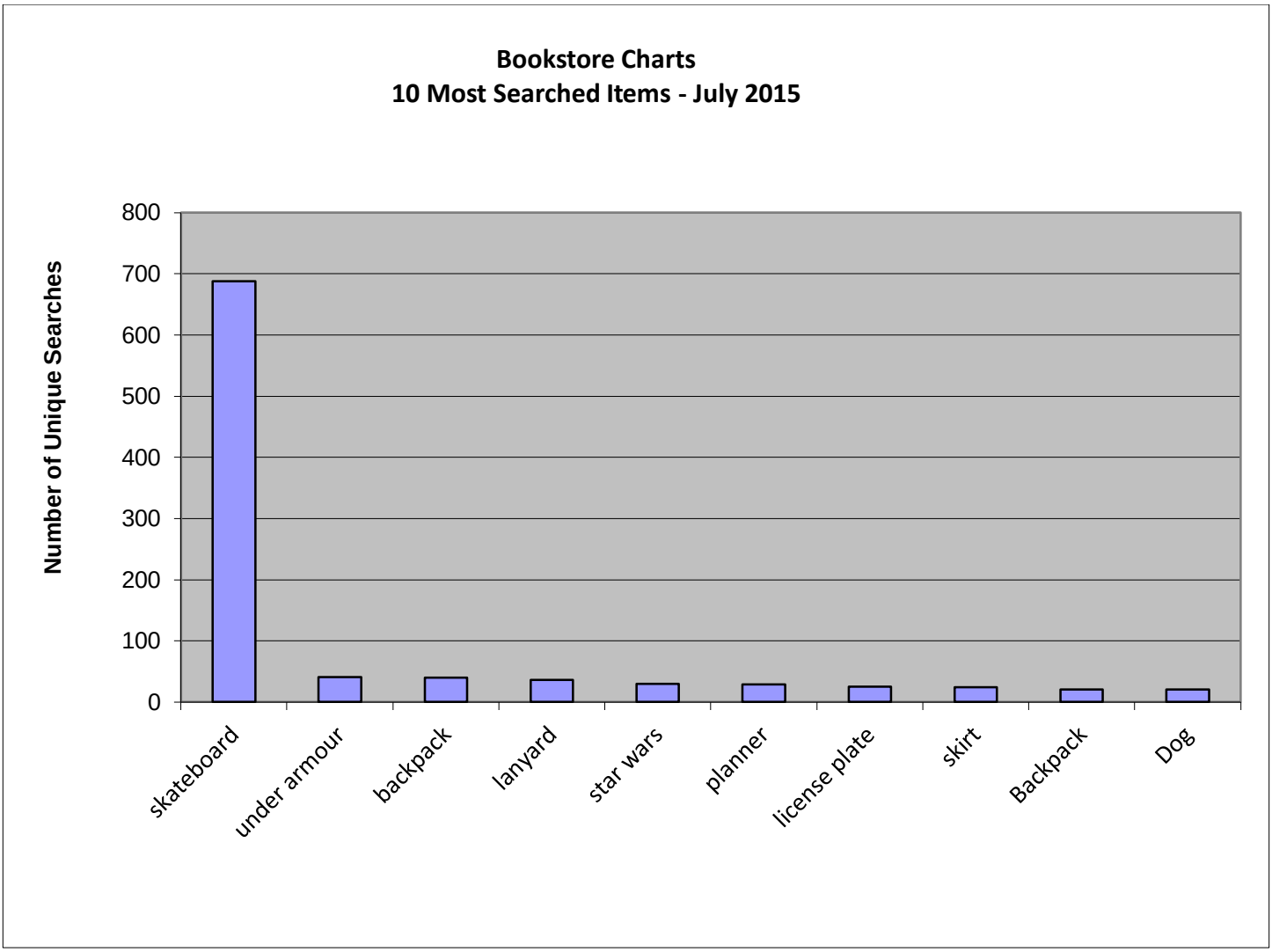

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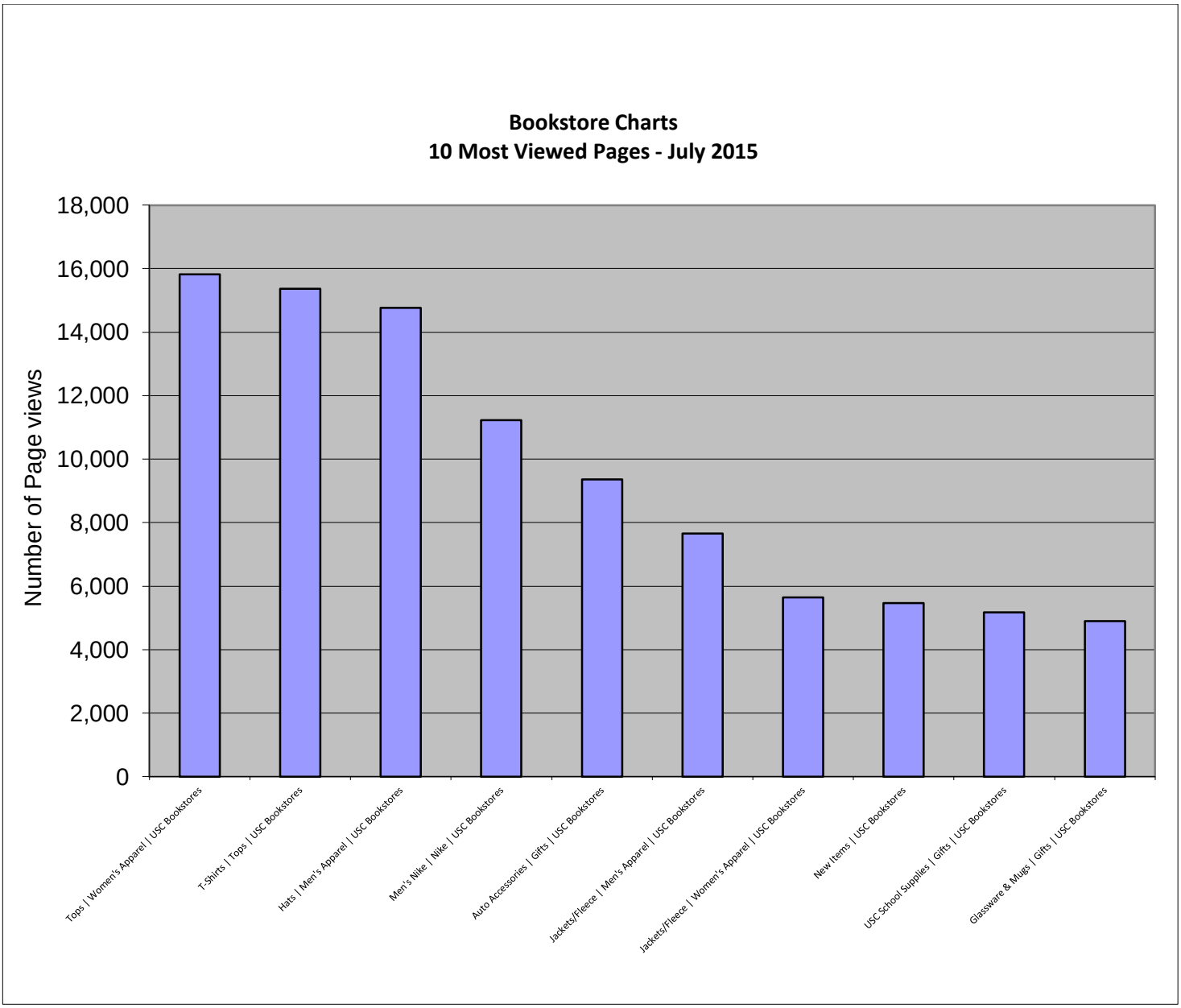

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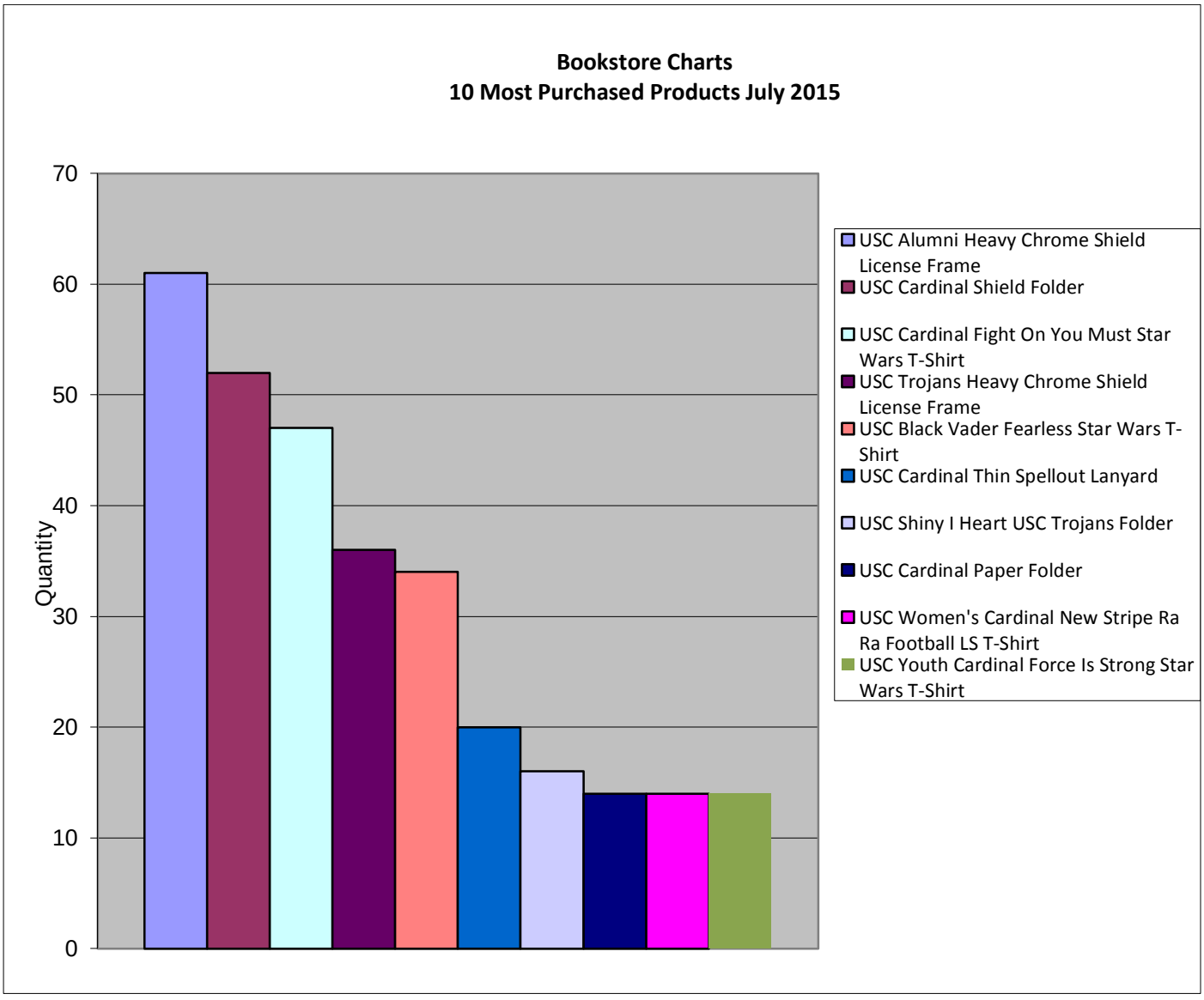

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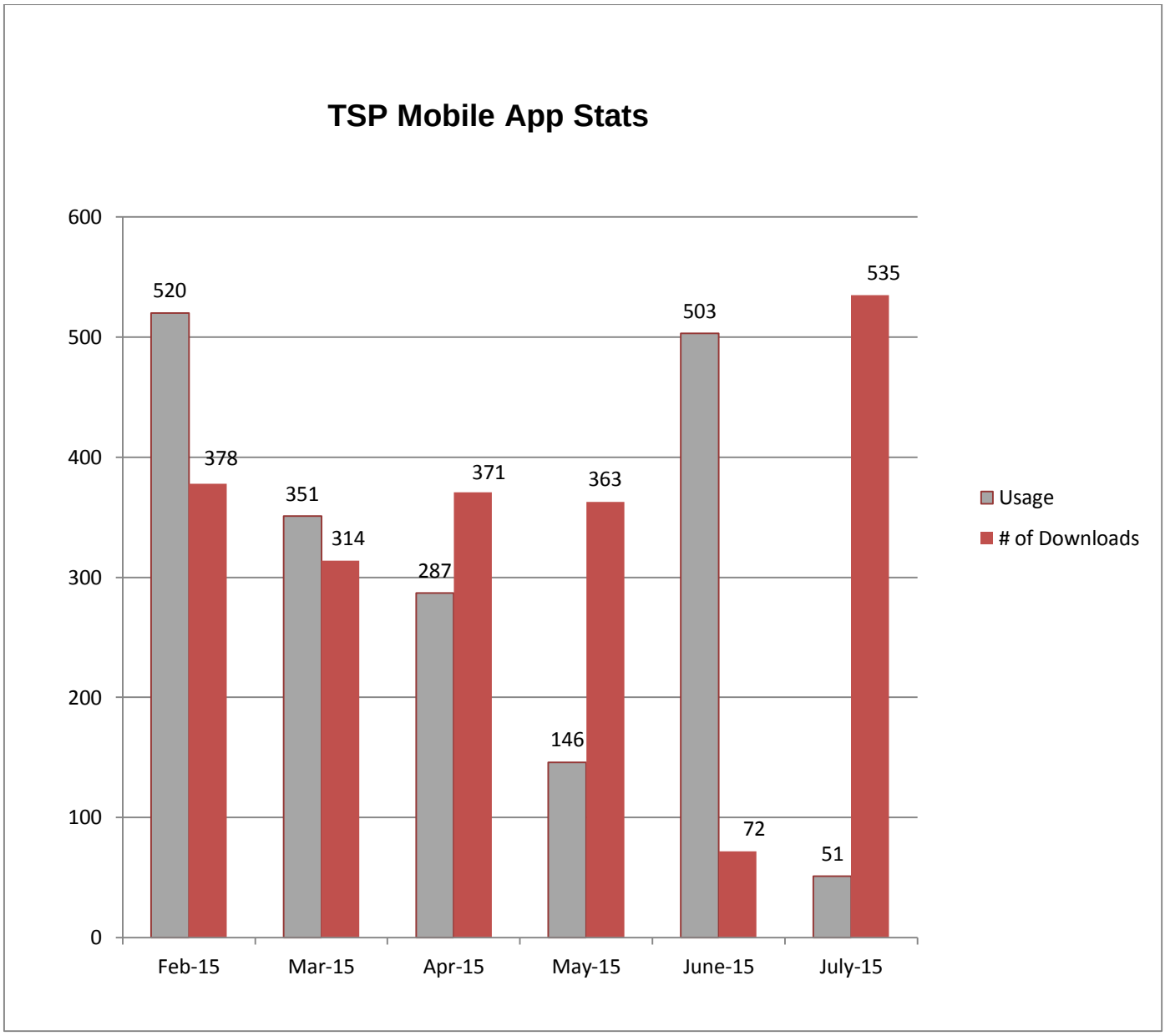

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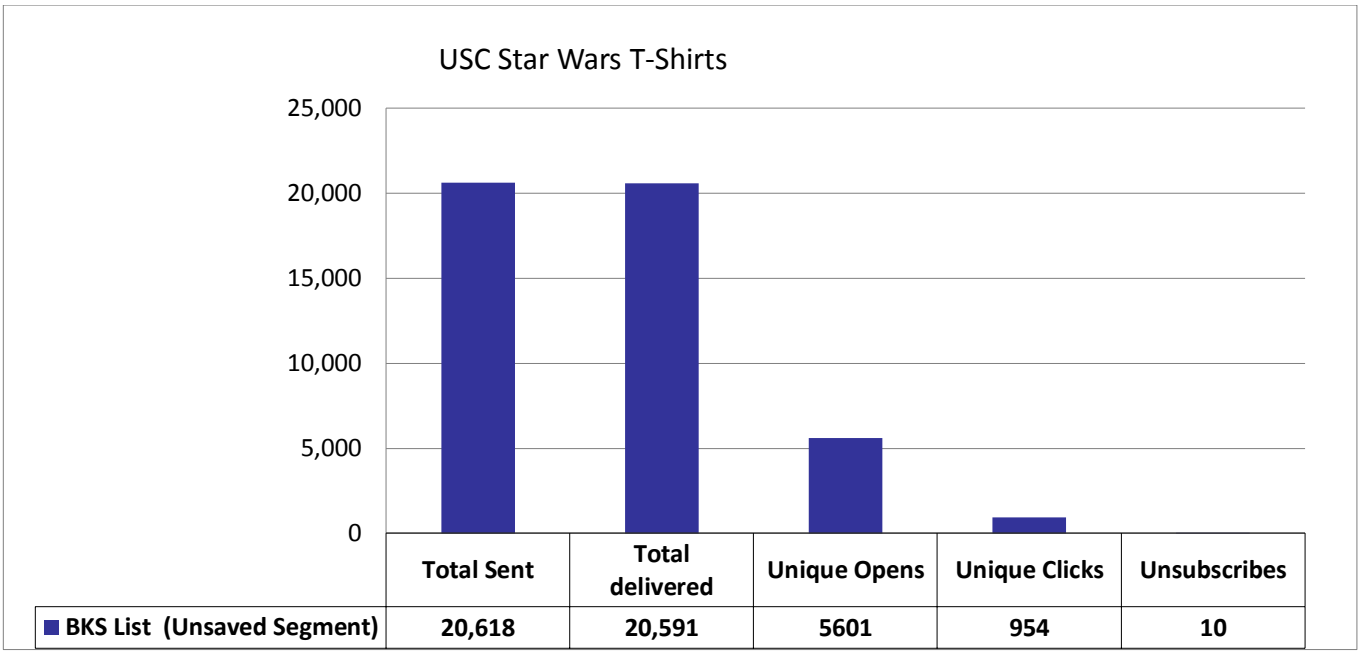
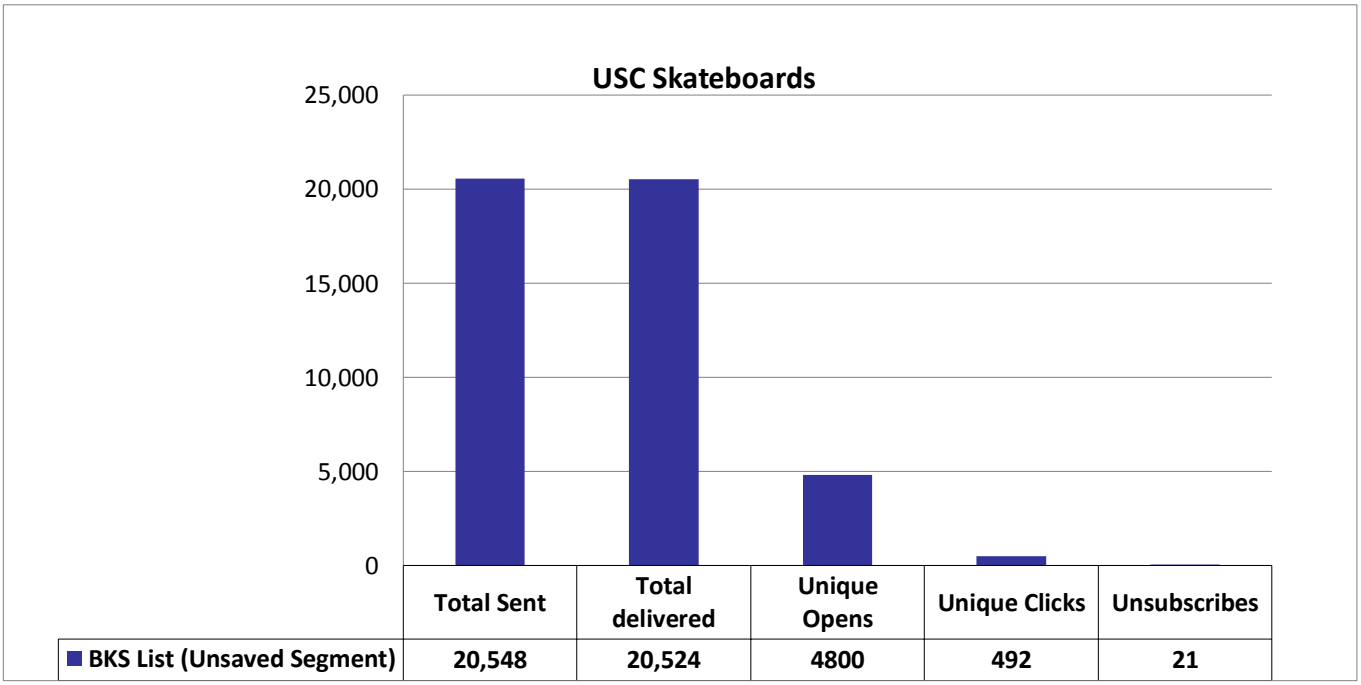


	Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
BKS List (Unsaved Segment)	20,618	20,591	5601	954	10



	Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
BKS List (Unsaved Segment)	20,548	20,524	4800	492	21

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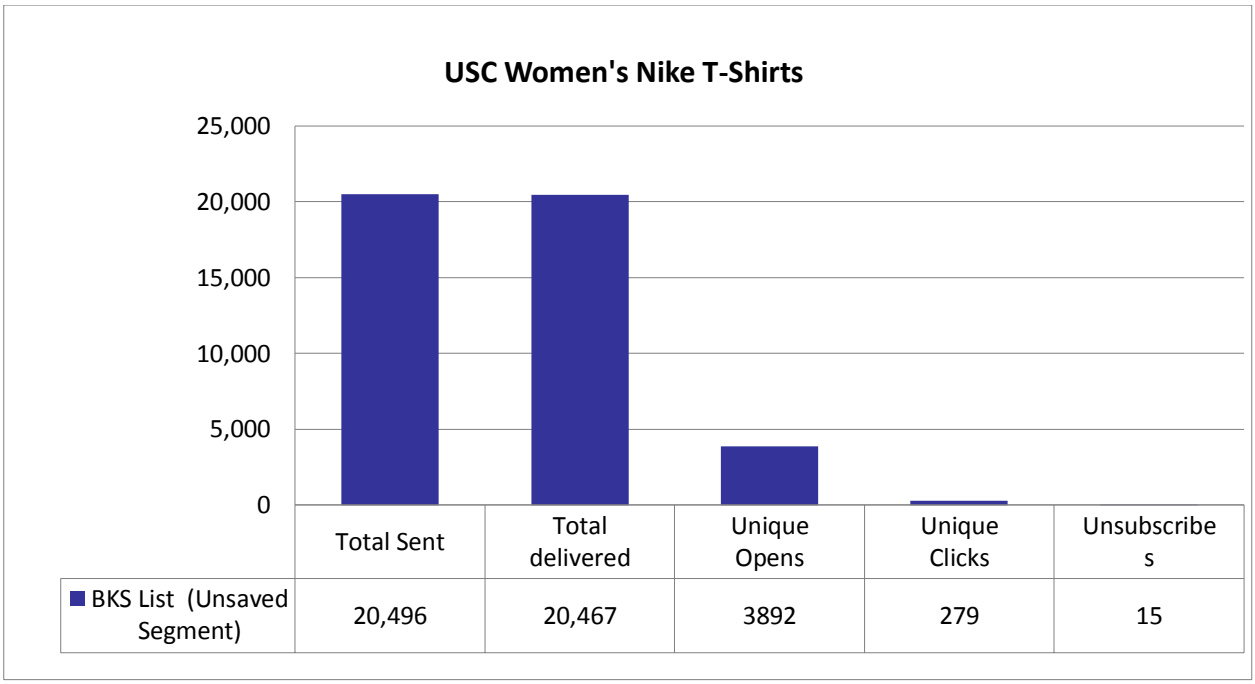

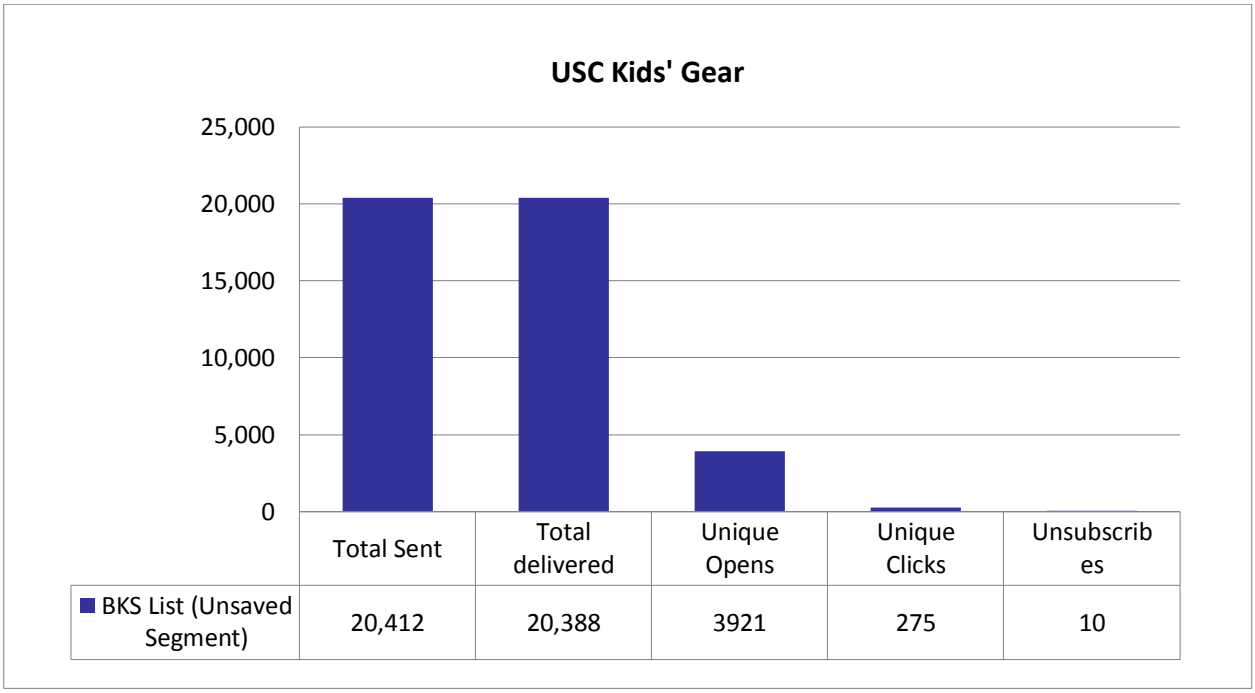

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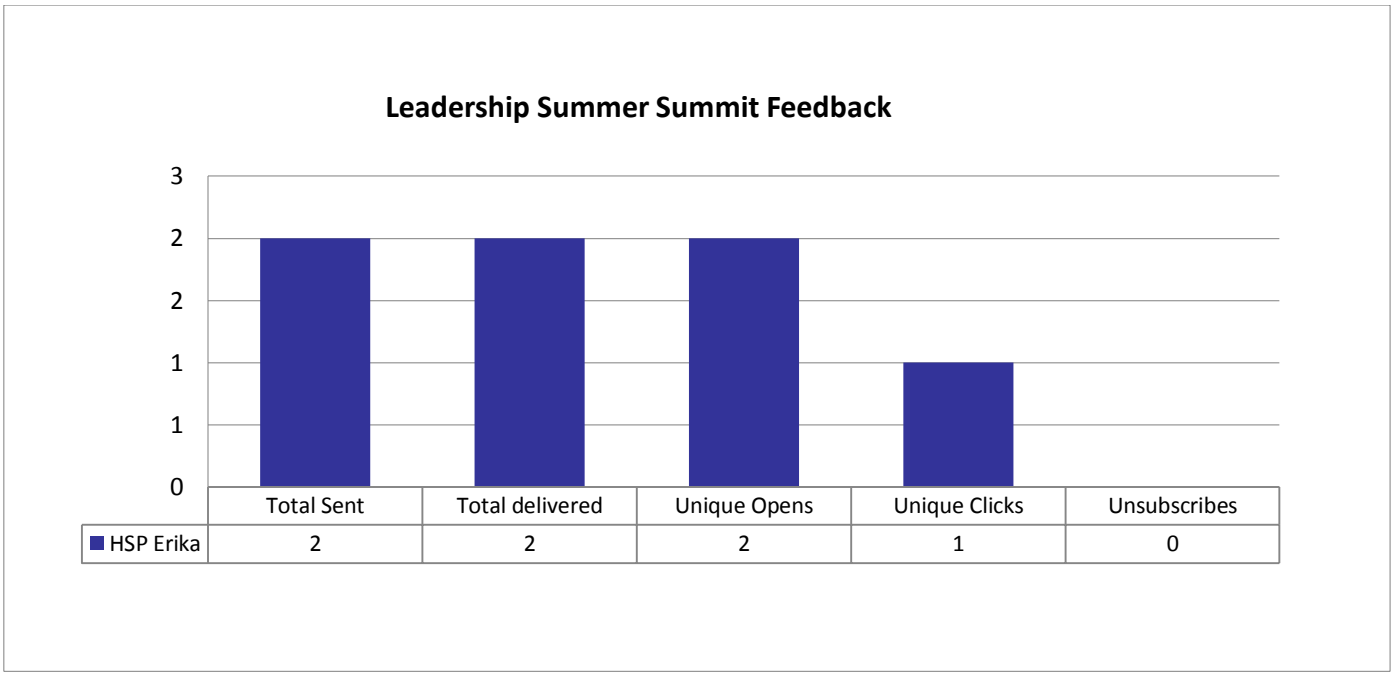

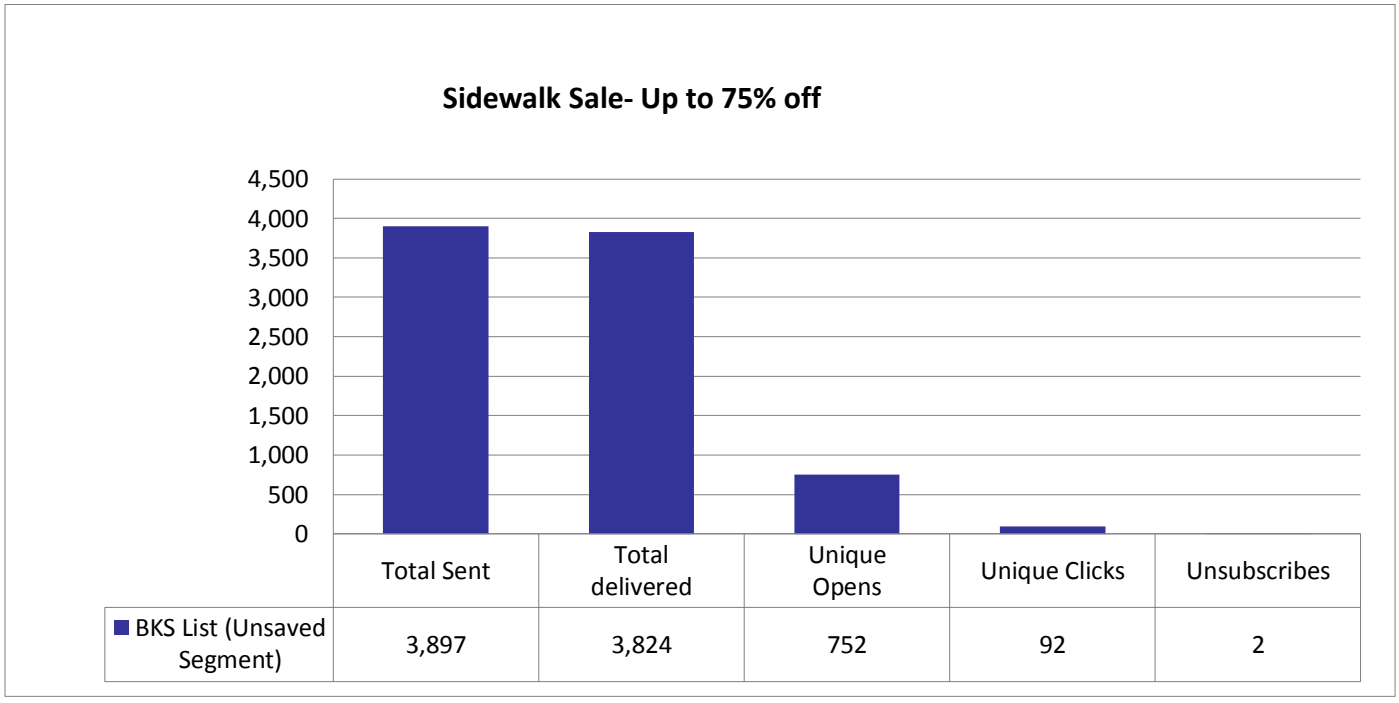

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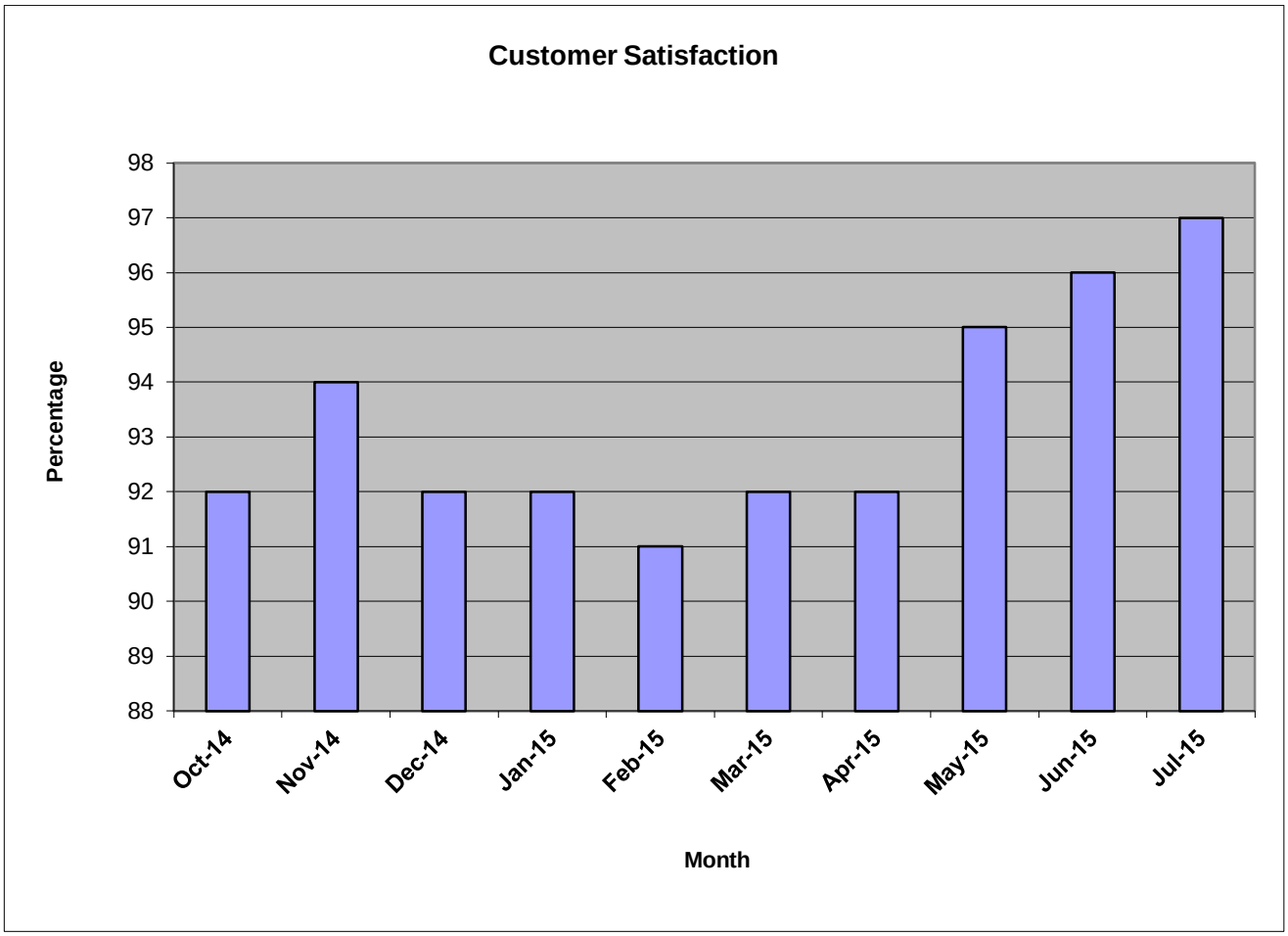

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