

# eComm Stats

Nov 7, 2016

[www.cu.edu/ecommerce](http://www.cu.edu/ecommerce)

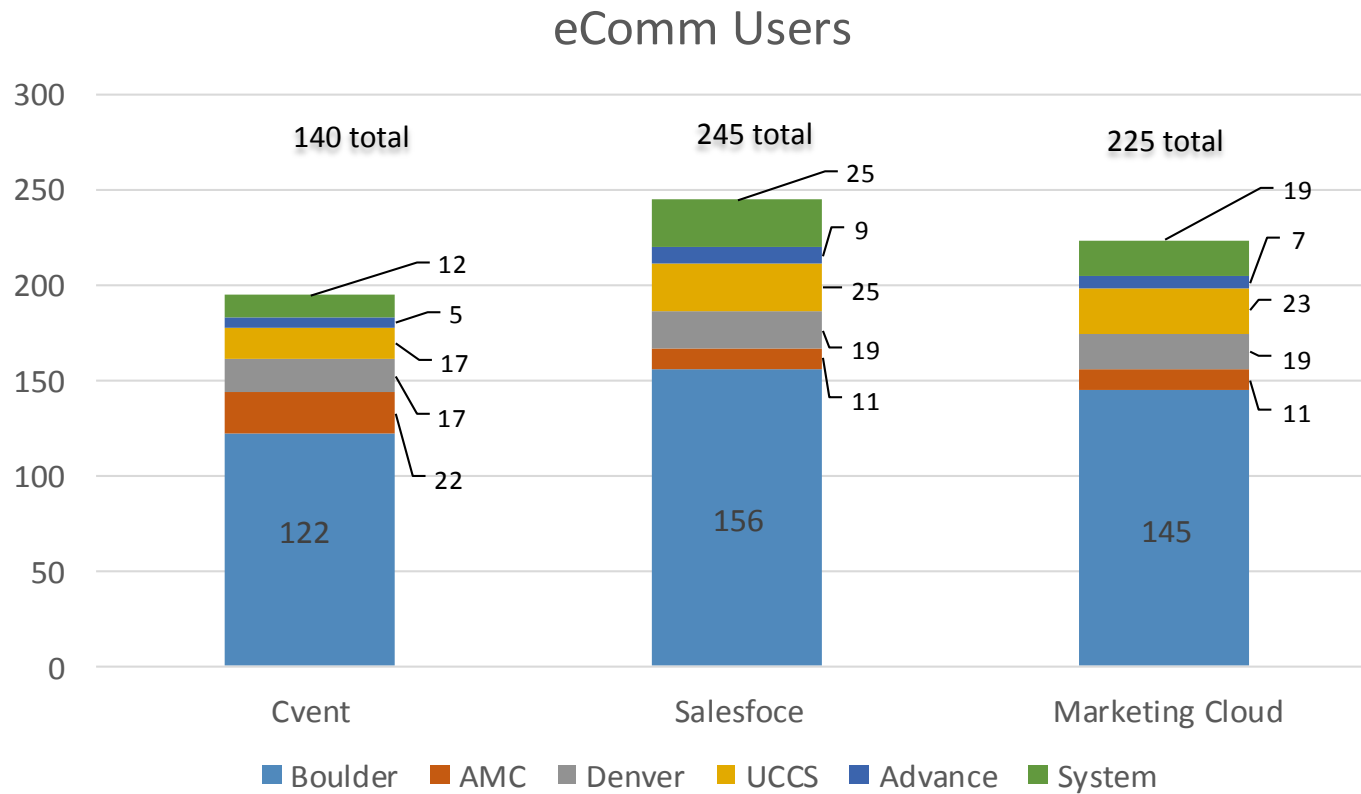
By Kim Egan, [kim.egan@cu.edu](mailto:kim.egan@cu.edu)



University of Colorado

Boulder | Colorado Springs | Denver | Anschutz Medical Campus

# eComm Users as Of Nov 4, 2016

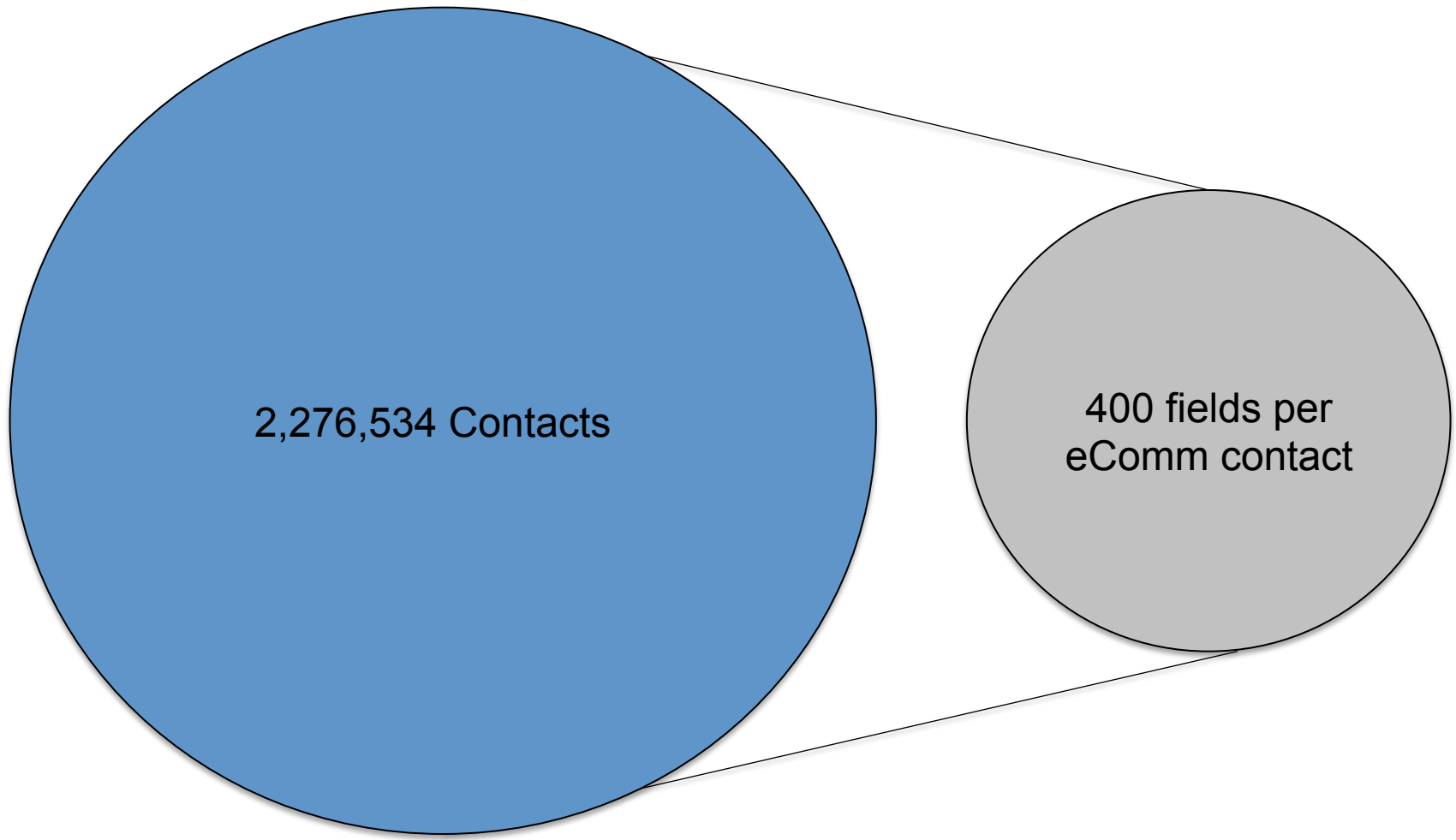


# SALESFORCE



University of Colorado

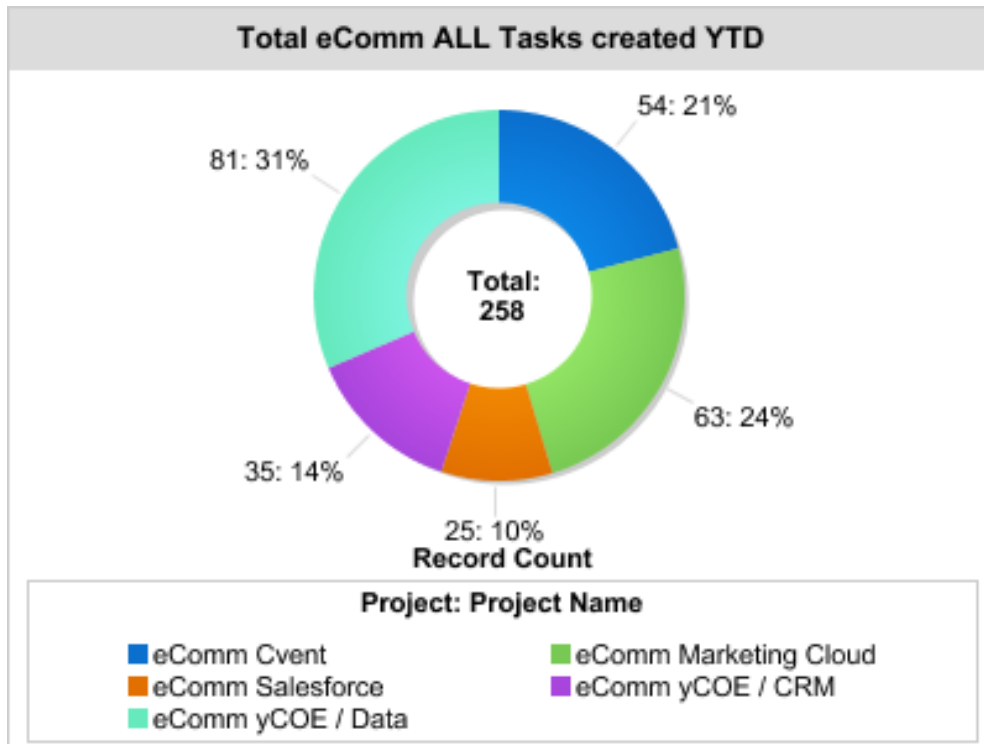
Boulder | Colorado Springs | Denver | Anschutz Medical Campus



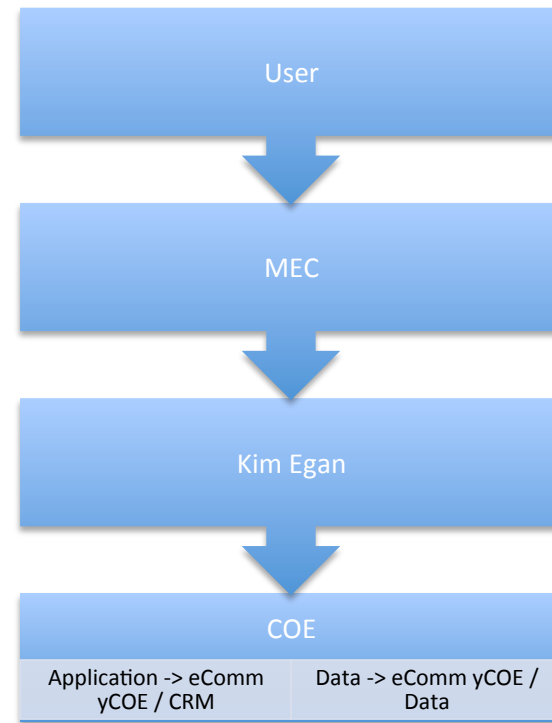
University of Colorado

Boulder | Colorado Springs | Denver | Anschutz Medical Campus

# eComm TaskRay Tasks



When a campus eComm specialist (“MEC”) cannot fix an issue, it is elevated



University of Colorado

Boulder | Colorado Springs | Denver | Anschutz Medical Campus

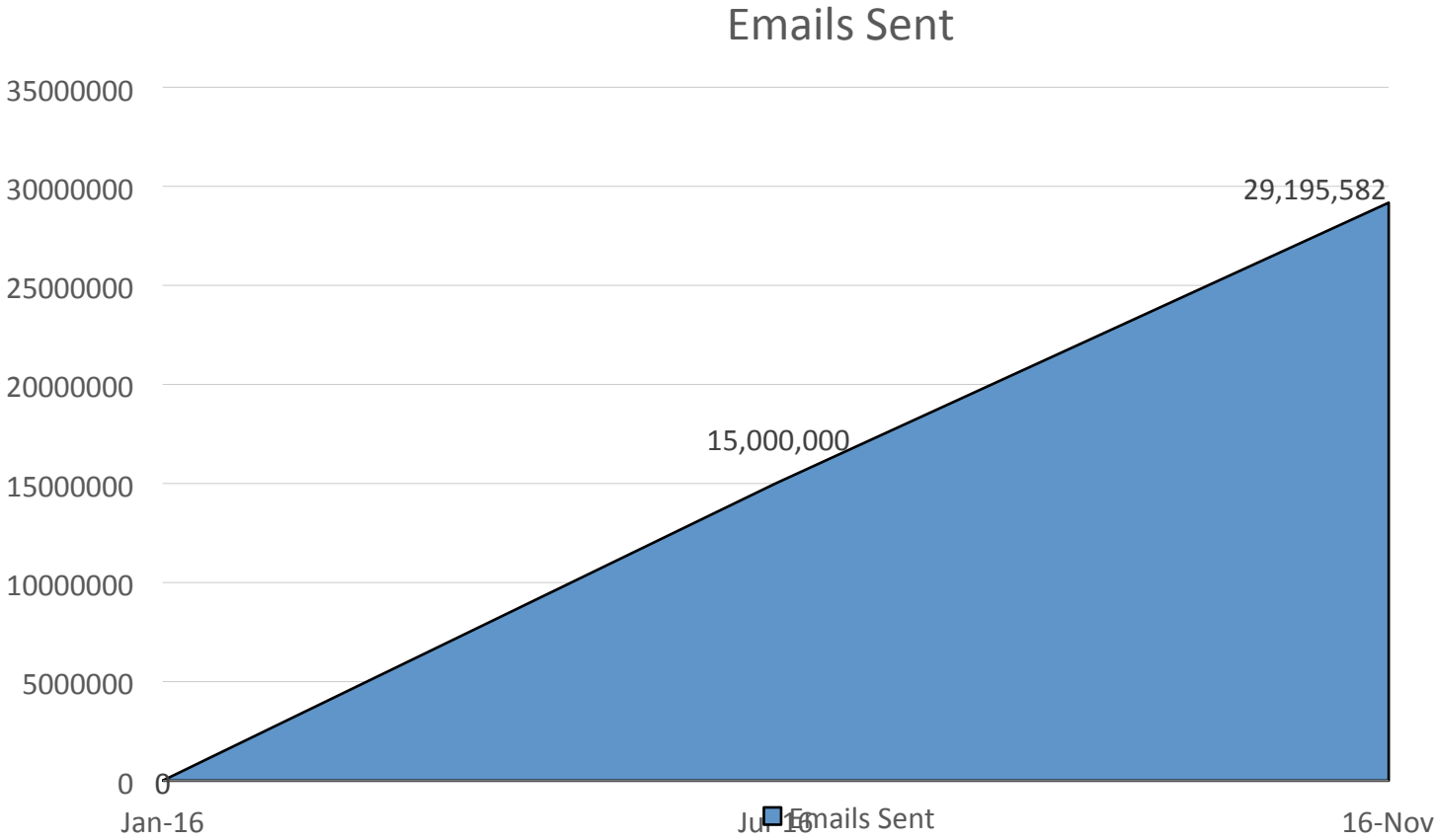
# MARKETING CLOUD



University of Colorado

Boulder | Colorado Springs | Denver | Anschutz Medical Campus

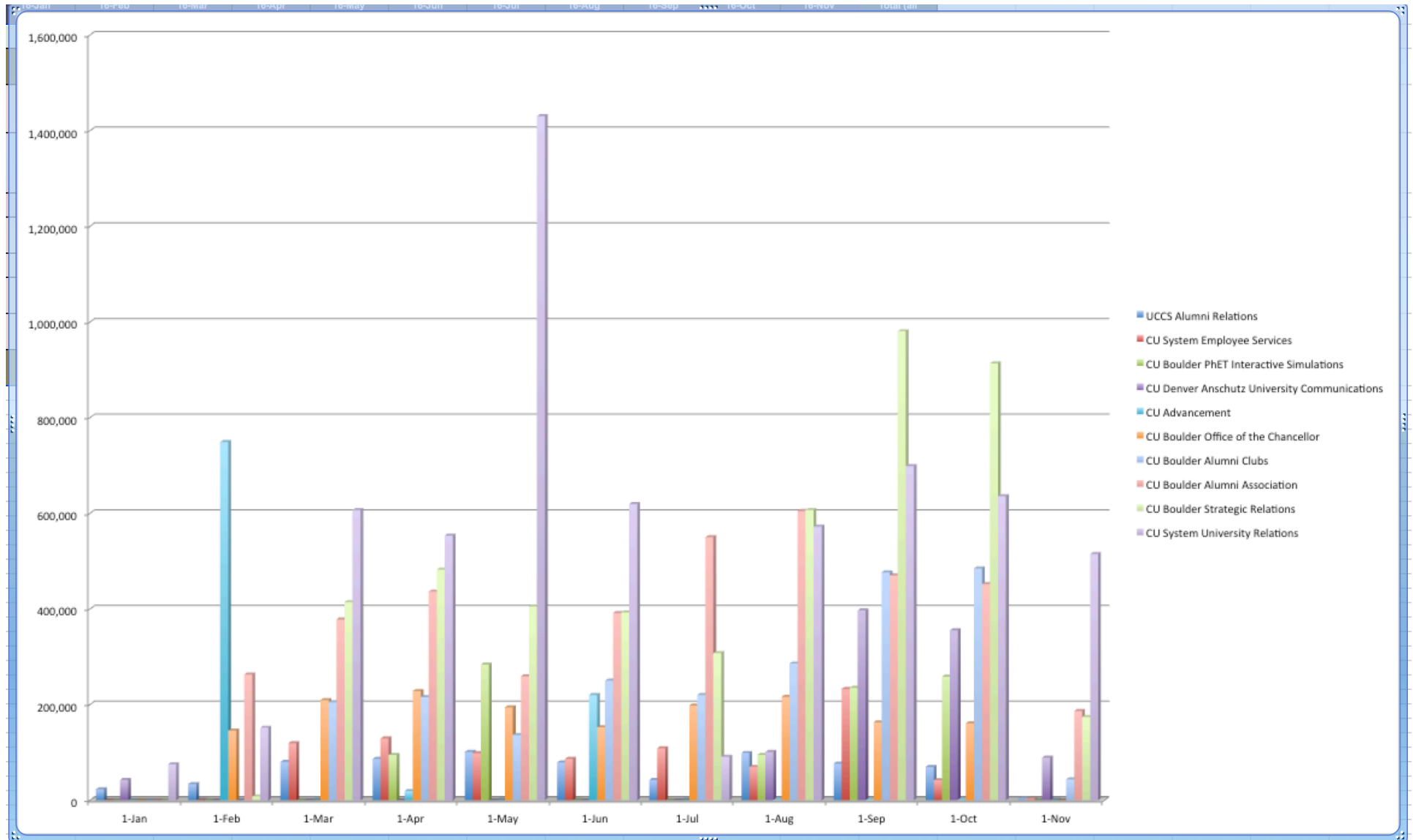
# Total Emails Sent Jan 1 – Nov 1, 2016



University of Colorado

Boulder | Colorado Springs | Denver | Anschutz Medical Campus

# Top 10 Email Senders Over Time



University of Colorado

Boulder | Colorado Springs | Denver | Anschutz Medical Campus



# Top 10 Email Senders Over Time (Details)

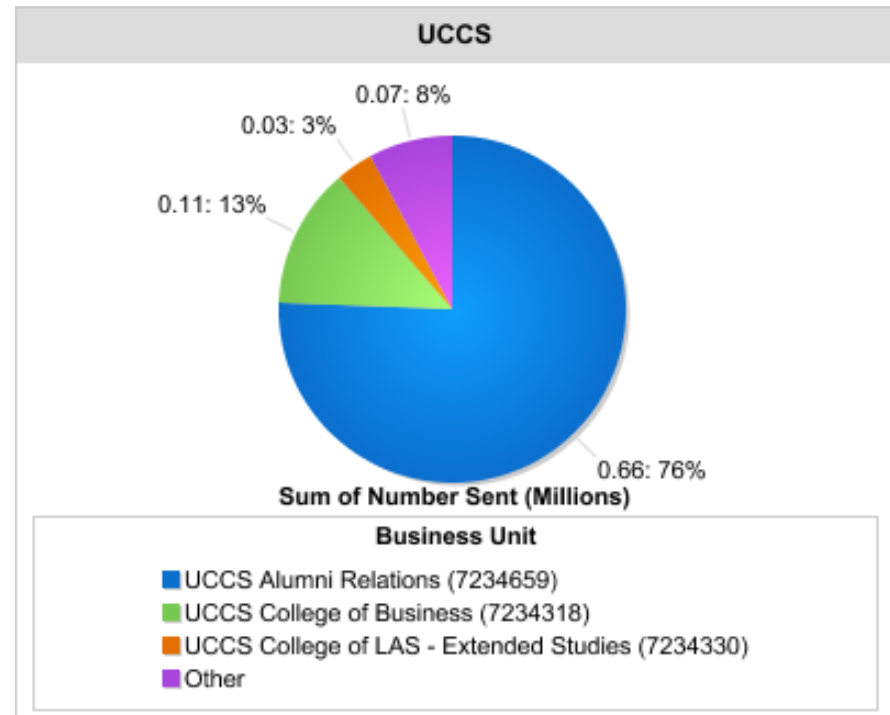
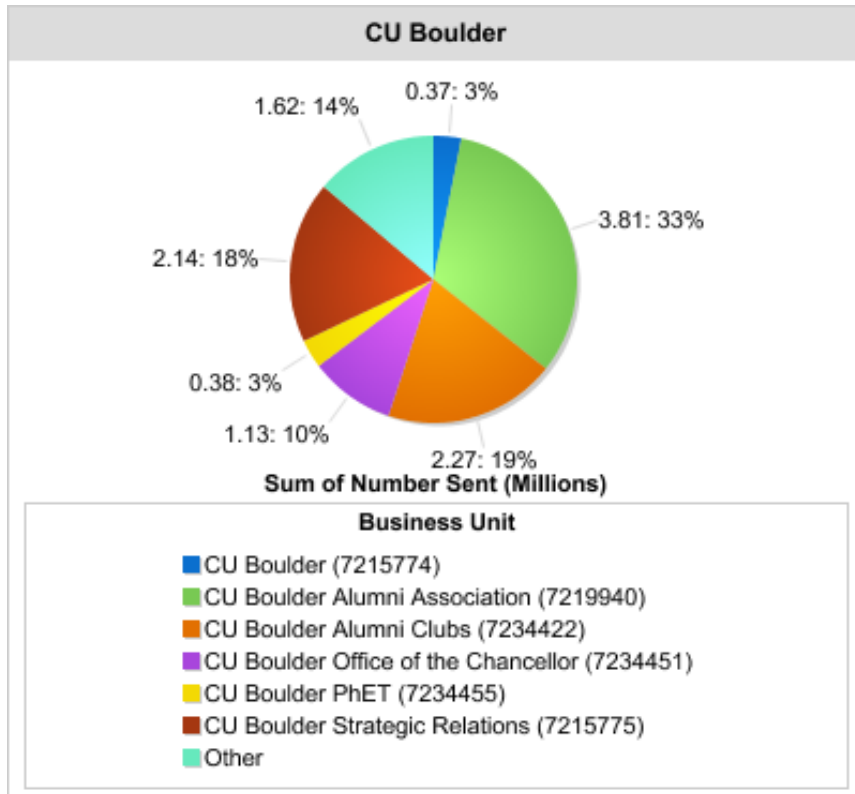
	16-Jan	16-Feb	16-Mar	16-Apr	16-May	16-Jun	16-Jul	16-Aug	16-Sep	16-Oct	16-Nov	Total (all periods)
UCCS Alumni Relations	23,265	33,993	80,264	86,693	101,123	79,056	42,663	98,903	76,433	69,745	2,730	<b>694,868</b>
CU System Employee Services	2	394	119,586	129,211	98,664	86,619	108,701	69,908	232,996	42,150	1,994	<b>890,225</b>
CU Boulder PhET Interactive Simulations	1	1	5	94,910	283,466	435	0	95,008	235,126	258,395	524	<b>967,871</b>
CU Denver Anschutz University Communications	42,695	5	1	0	0	0	0	101,282	396,933	355,566	88,987	<b>985,469</b>
CU Advancement	17	748,937	526	19,393	291	220,207	291	892	629	1,131	332	<b>992,646</b>
CU Boulder Office of the Chancellor	0	145,553	209,656	228,576	194,457	152,681	198,209	216,281	163,096	161,009	21	<b>1,669,539</b>
CU Boulder Alumni Clubs	0	2	205,172	215,971	136,518	250,096	219,991	285,927	476,654	484,817	44,038	<b>2,319,186</b>
CU Boulder Alumni Association	6	263,055	378,317	436,429	259,298	391,601	550,217	604,699	469,886	451,762	186,949	<b>3,992,219</b>
CU Boulder Strategic Relations	10	7,672	414,311	482,214	405,272	392,945	307,743	606,734	980,563	913,309	174,261	<b>4,685,034</b>
CU System University Relations	75,565	151,807	606,852	553,140	1,430,431	619,471	90,785	571,940	698,594	635,898	515,025	<b>5,949,508</b>



University of Colorado

Boulder | Colorado Springs | Denver | Anschutz Medical Campus

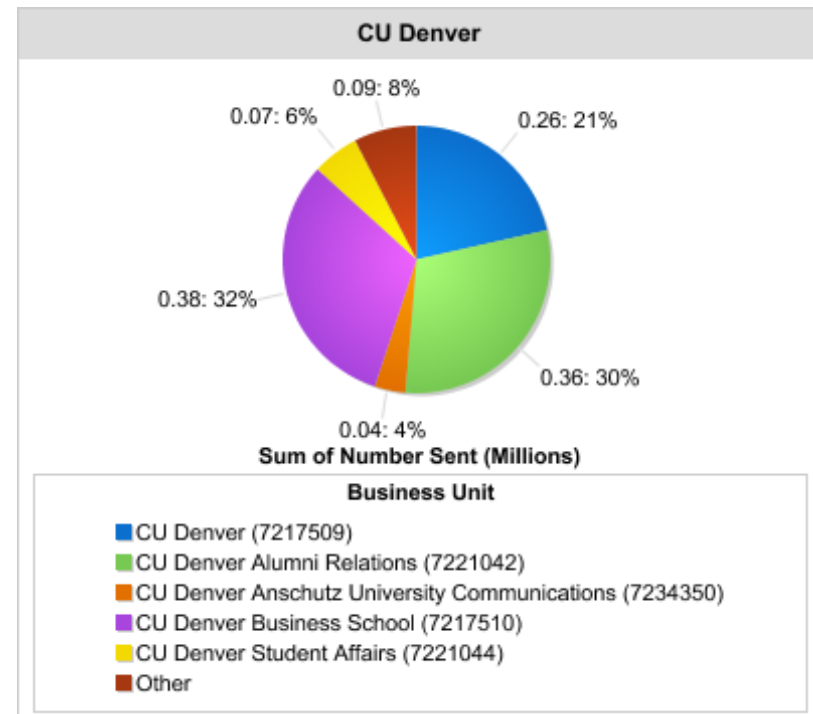
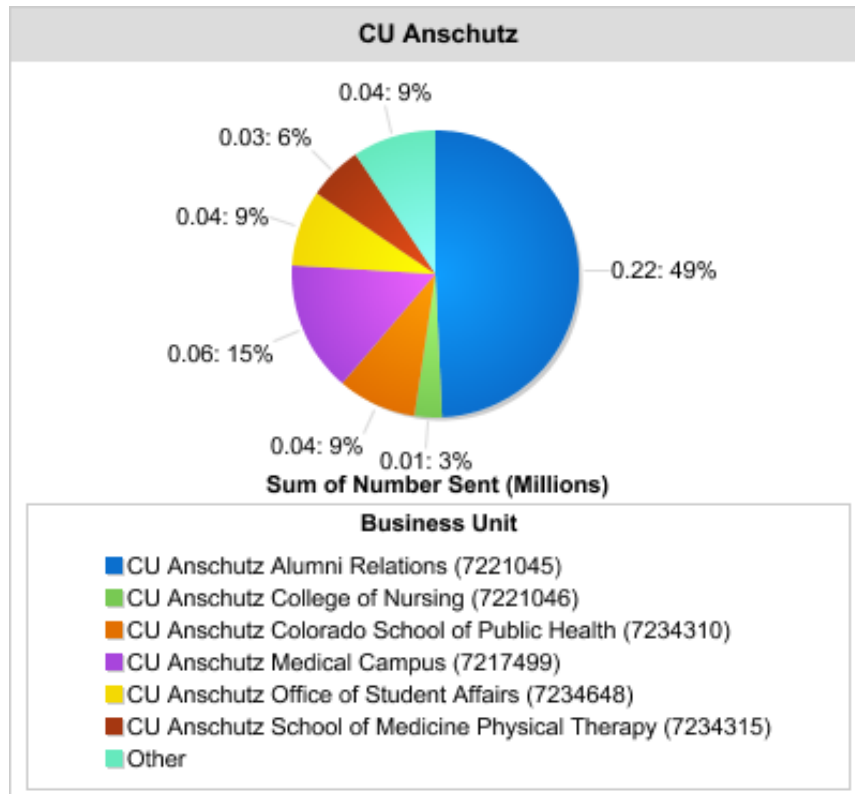
# Total Emails Sent YTD | *Boulder & UCCS*



University of Colorado

Boulder | Colorado Springs | Denver | Anschutz Medical Campus

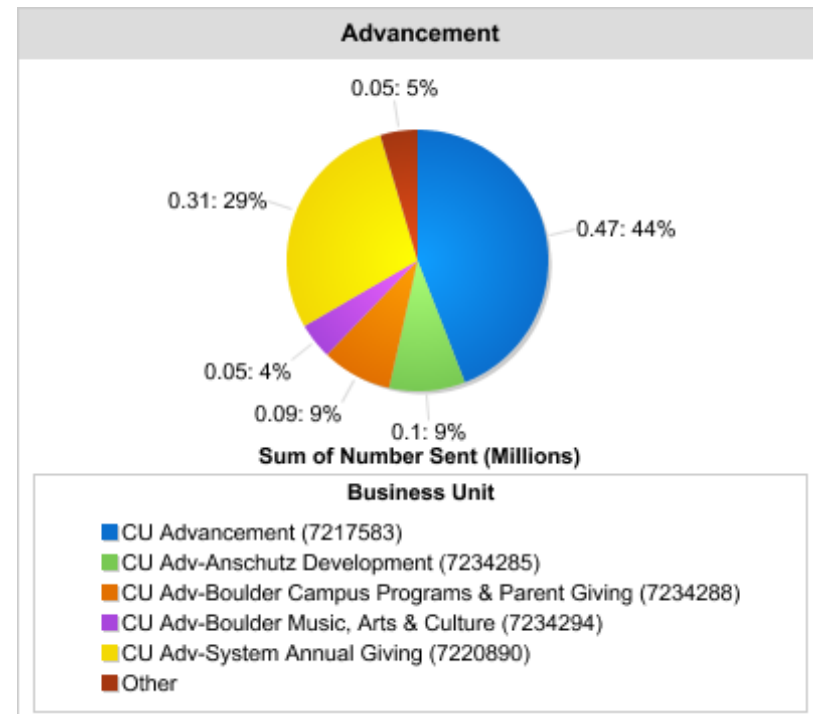
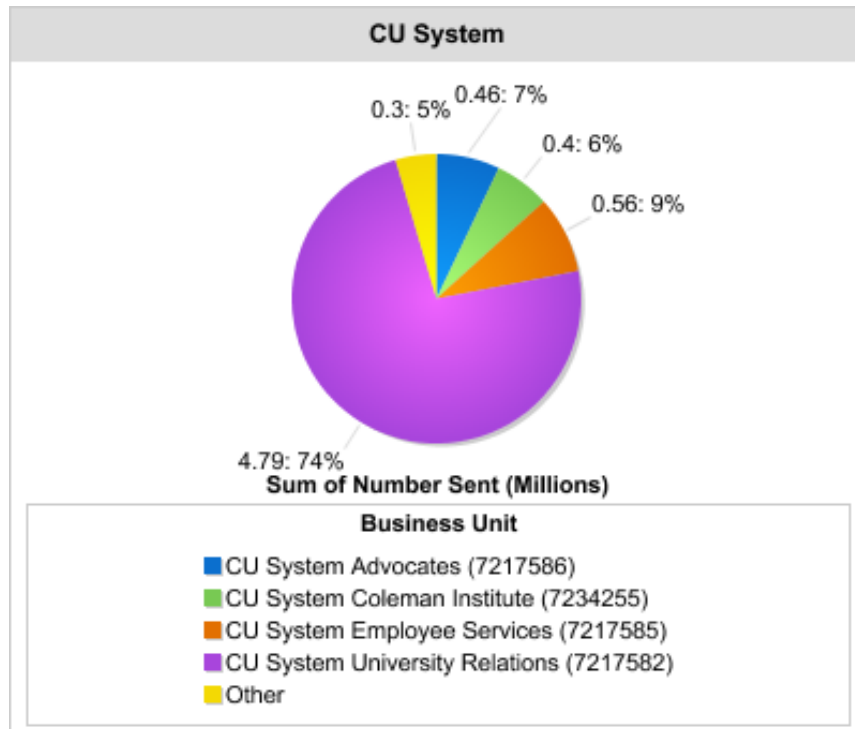
# Total Emails Sent YTD | *Denver & AMC*



University of Colorado

Boulder | Colorado Springs | Denver | Anschutz Medical Campus

# Total Emails Sent YTD | *System & Advancement*



University of Colorado

Boulder | Colorado Springs | Denver | Anschutz Medical Campus

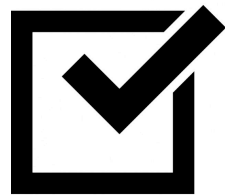
# CVENT



University of Colorado  
Boulder | Colorado Springs | Denver | Anschutz Medical Campus

## Total Forms YTD (Jan-Nov '16)

	CU Paid Event	CU Fundraising Event	Free Event	TOTAL
2016	104	7	330	<b>441</b>
2017*	4	1	10	<b>15</b>



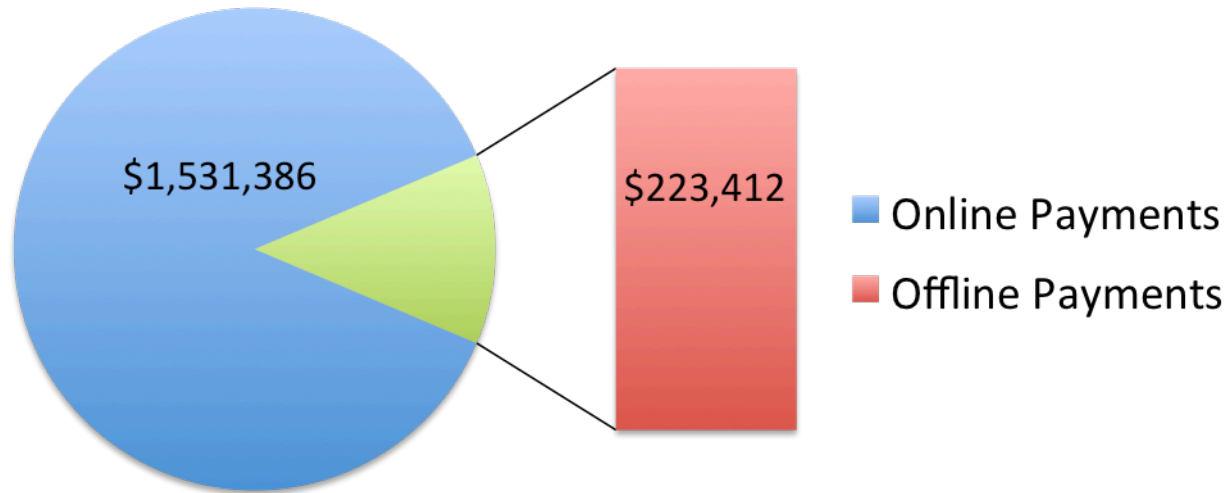
**48,291 total registrations**



University of Colorado

Boulder | Colorado Springs | Denver | Anschutz Medical Campus

# Total *Positive* Transactions for Paid Events YTD (Jan – Nov '16)



**Online transaction:**  
*processed via Cvent – a credit card transaction.*

**Offline transaction:**  
*recorded as revenue in Cvent but the actual payment was processed and deposited offline (eg; check).*



# Total Actual Revenue YTD (Jan-Nov '16)

*Online & Offline combined*

