

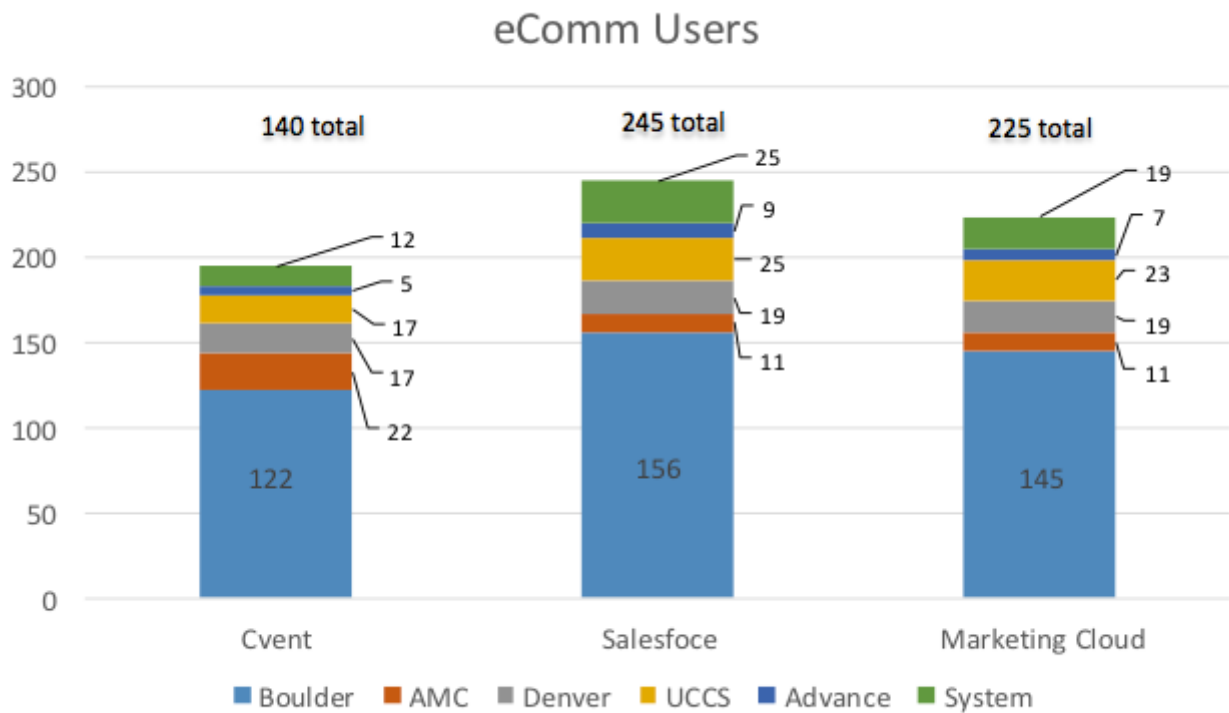
eComm By the Numbers As of November 2016 [1]



December 1, 2016 by Kim Egan [2]

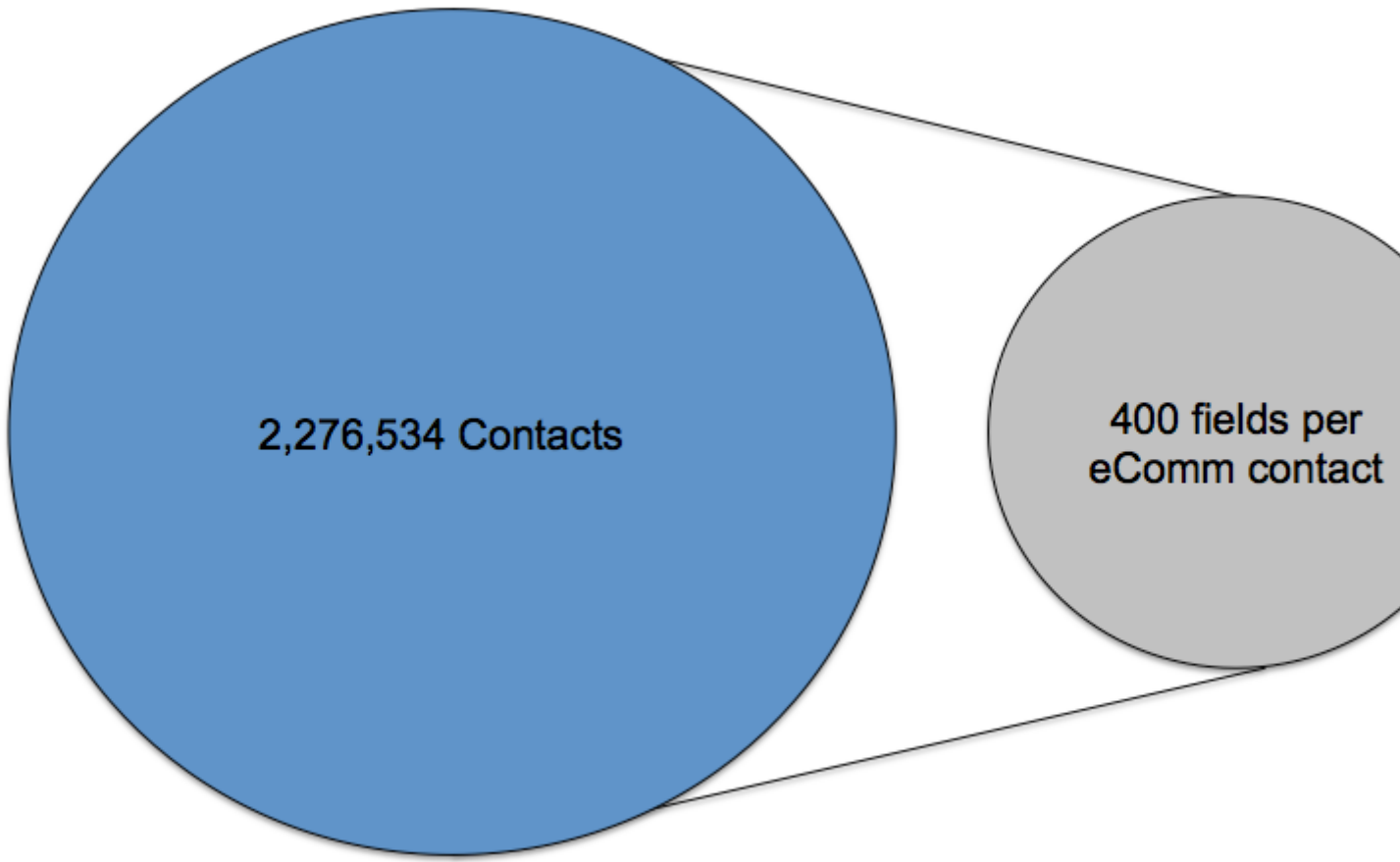
eComm Stats | As of November 7, 2016

eComm users



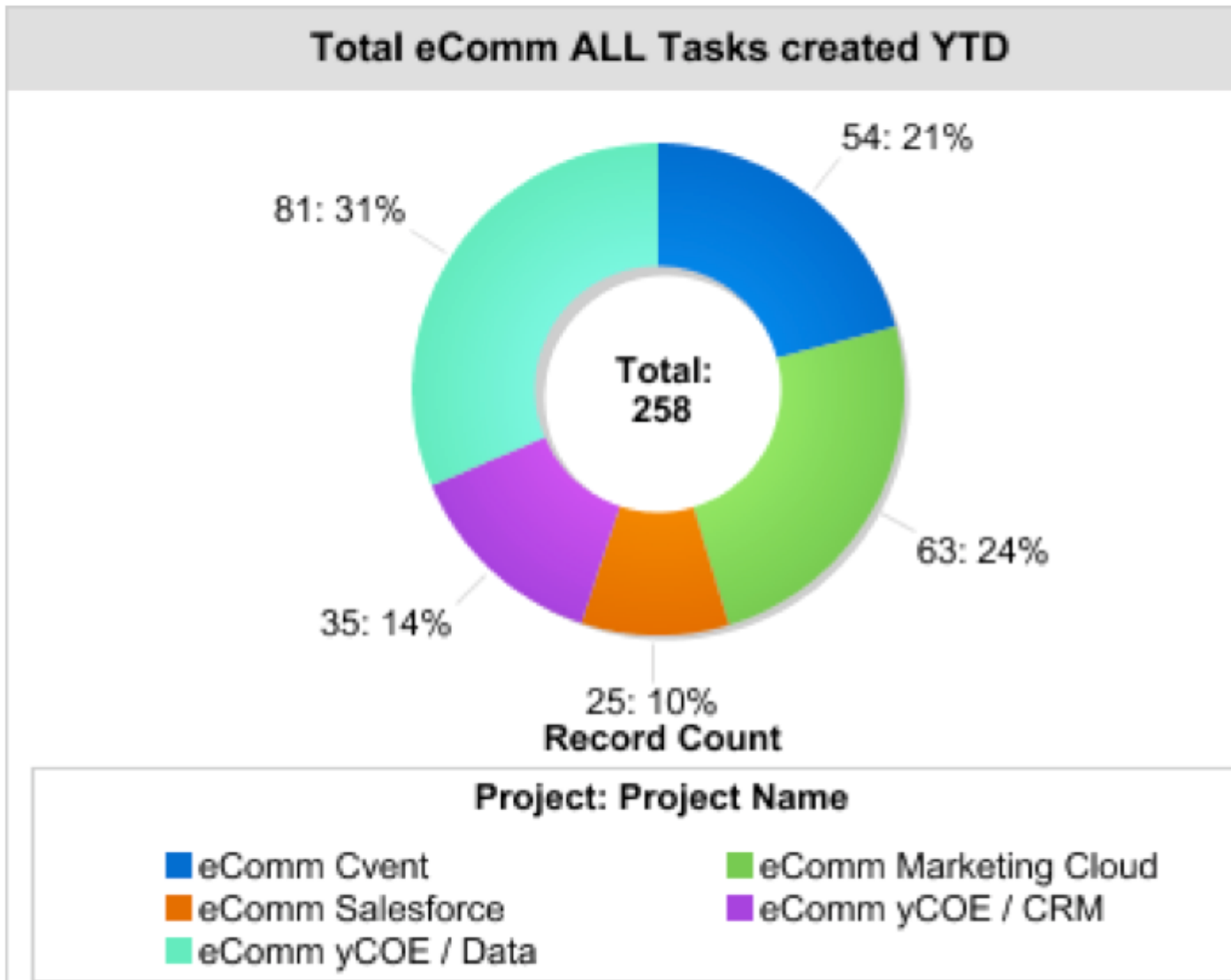
eComm Users - Nov 7, 2016

Salesforce



Salesforce contacts

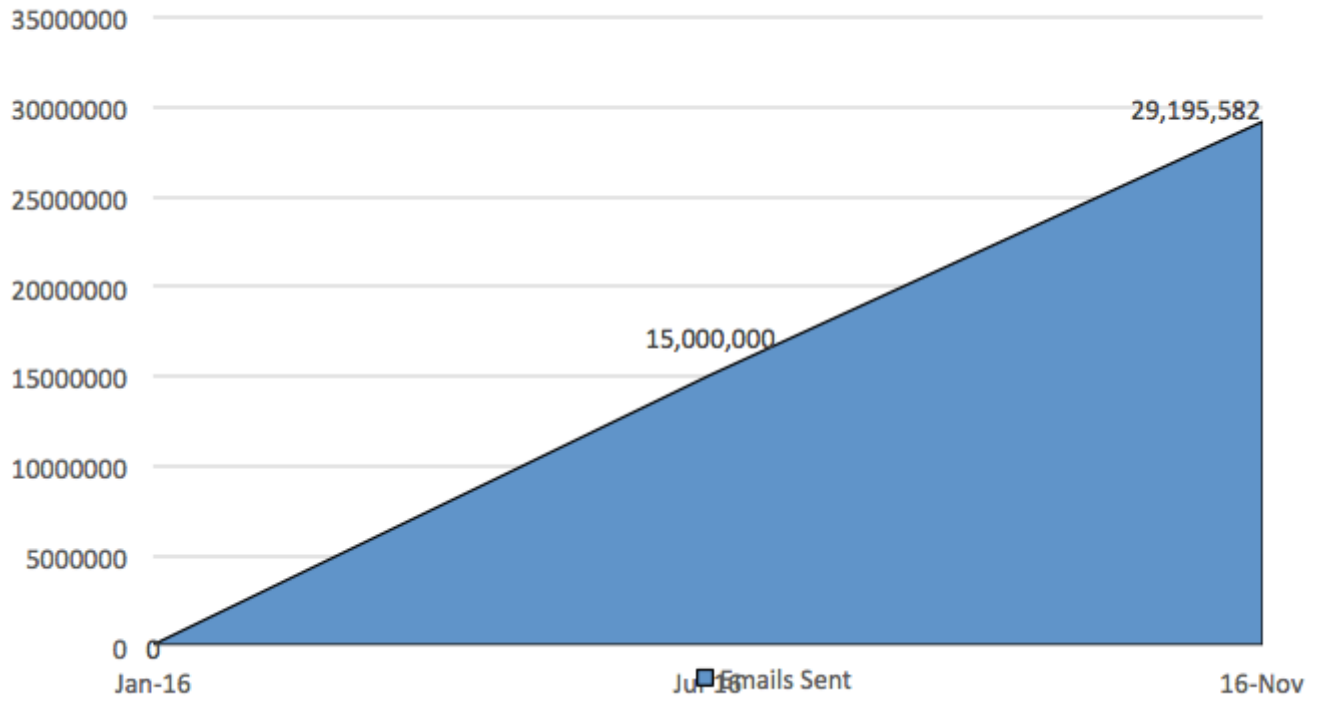
eComm TaskF



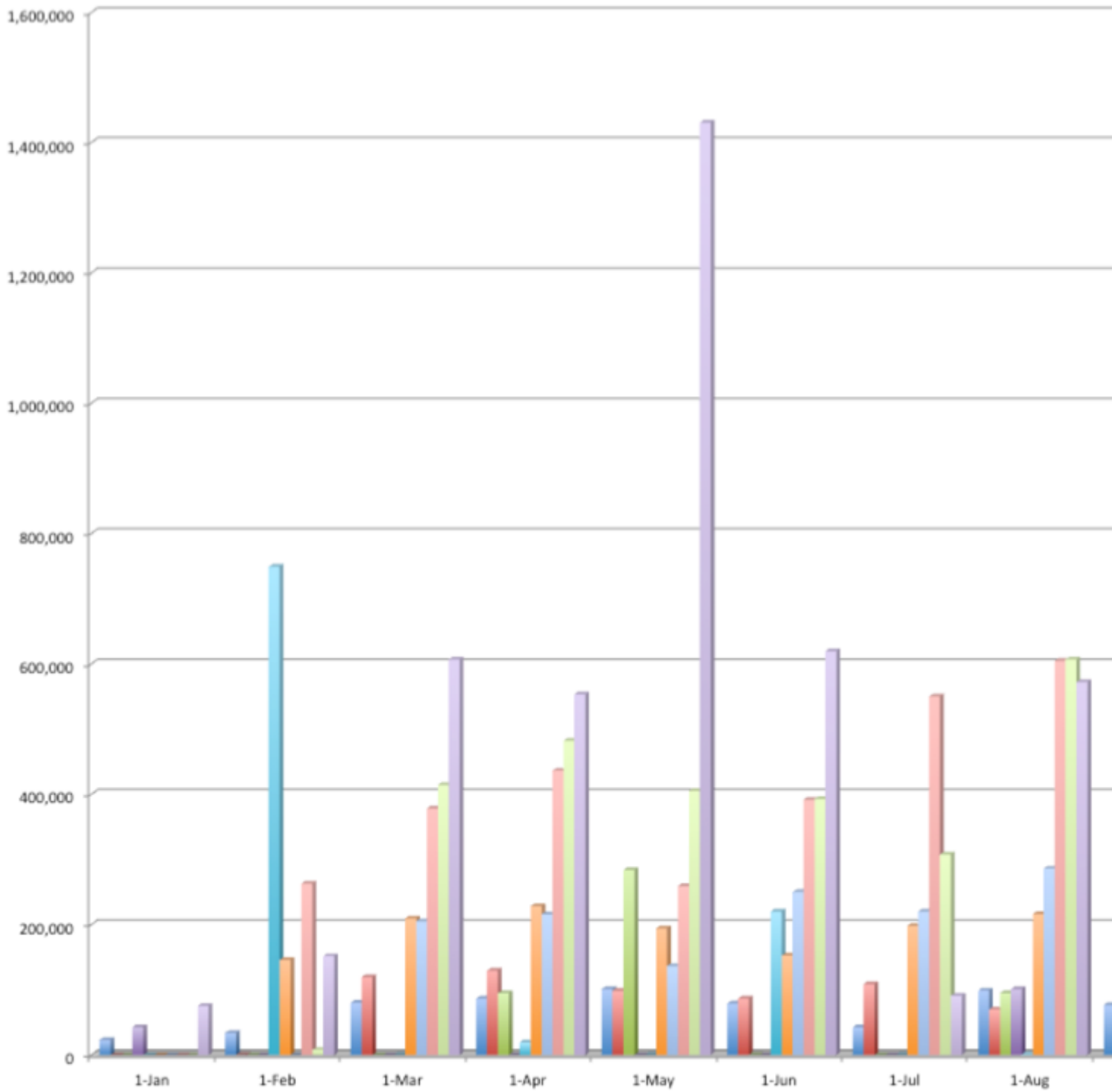
eComm Tasks

Marketing Cloud

Emails Sent



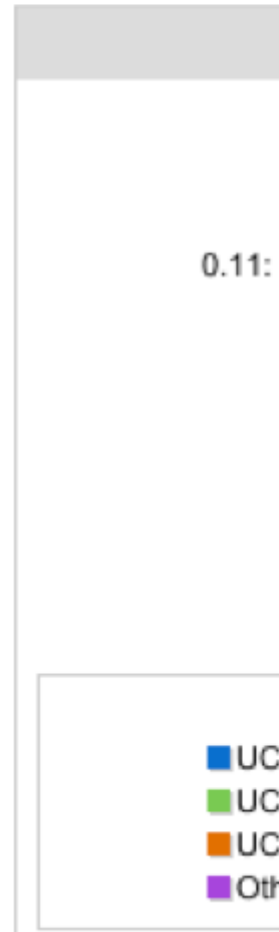
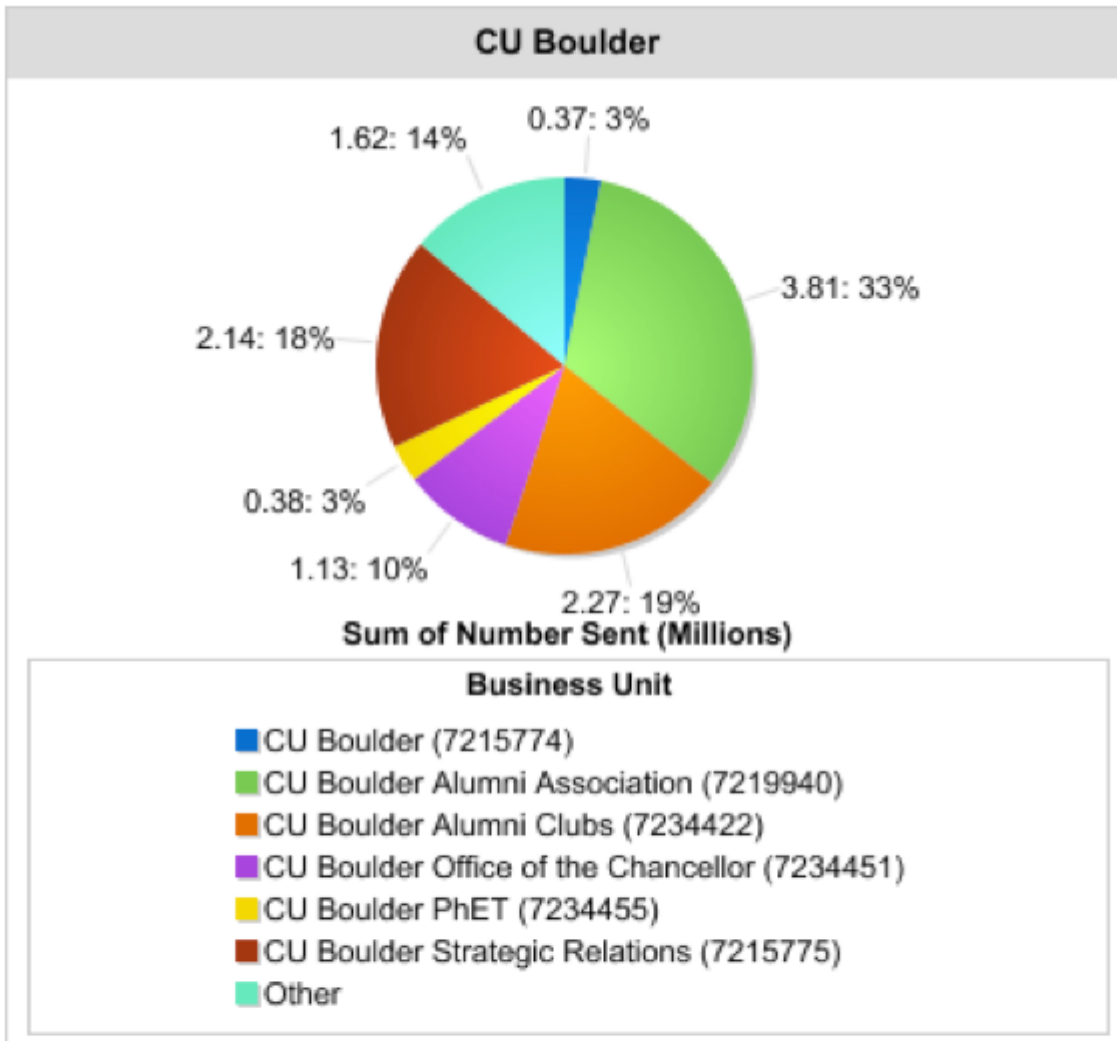
eComm Total Emails Sent Jan 1-Nov 1, 2016



eComm Top 10 Emails Over time

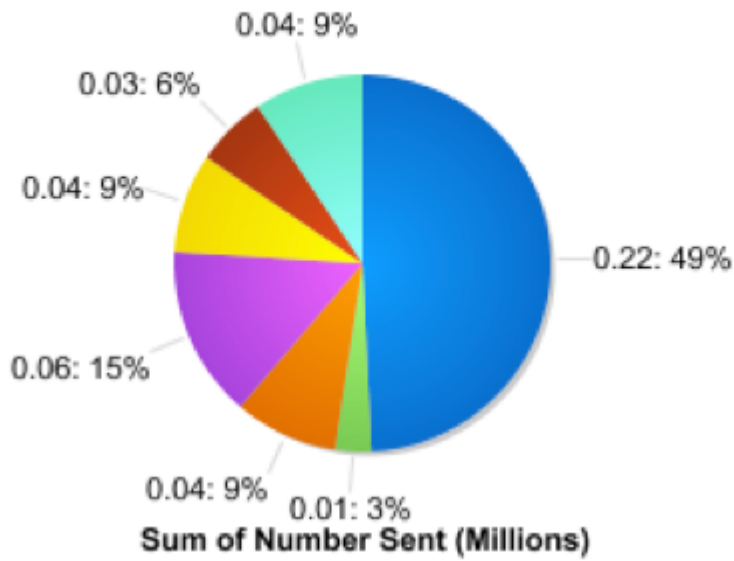
	16-Jan	16-Feb	16-Mar	16-Apr	16-May	16-Jun	16-Jul
UCCS Alumni Relations	23,265	33,993	80,264	86,693	101,123	79,056	42,663
CU System Employee Services	2	394	119,586	129,211	98,664	86,619	108,701
CU Boulder PhET Interactive Simulations	1	1	5	94,910	283,466	435	0
CU Denver Anschutz University Communications	42,695	5	1	0	0	0	0
CU Advancement	17	748,937	526	19,393	291	220,207	291
CU Boulder Office of the Chancellor	0	145,553	209,656	228,576	194,457	152,681	198,209
CU Boulder Alumni Clubs	0	2	205,172	215,971	136,518	250,096	219,991
CU Boulder Alumni Association	6	263,055	378,317	436,429	259,298	391,601	550,217
CU Boulder Strategic Relations	10	7,672	414,311	482,214	405,272	392,945	307,743
CU System University Relations	75,565	151,807	606,852	553,140	1,430,431	619,471	90,785

eComm Top 10 Email Senders Over Time (Details)



eComm Total Emails Sent YTD | Boulder & UCBS

CU Anschutz



Sum of Number Sent (Millions)

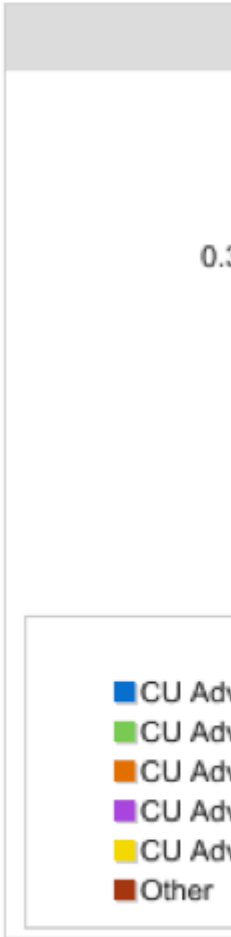
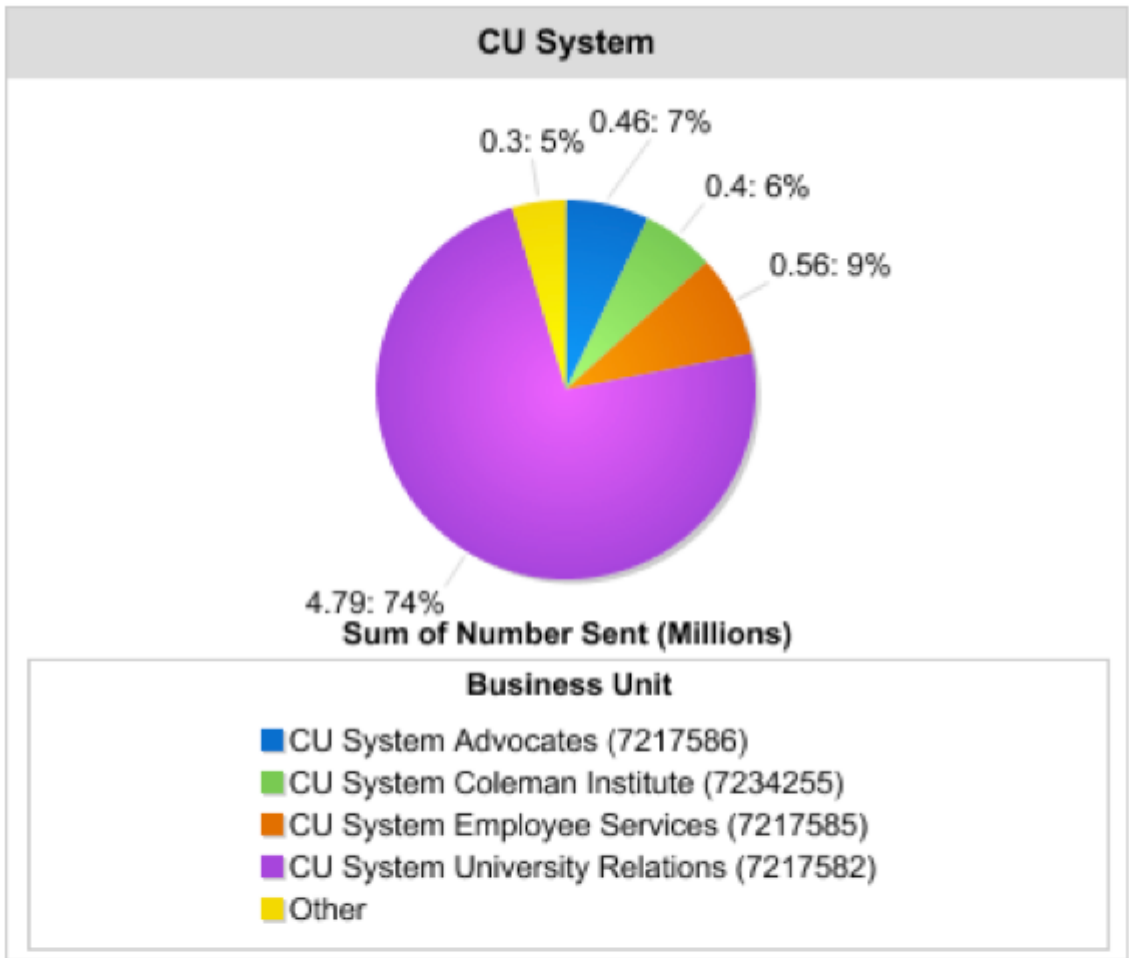
Business Unit

- CU Anschutz Alumni Relations (7221045)
- CU Anschutz College of Nursing (7221046)
- CU Anschutz Colorado School of Public Health (7234310)
- CU Anschutz Medical Campus (7217499)
- CU Anschutz Office of Student Affairs (7234648)
- CU Anschutz School of Medicine Physical Therapy (7234315)
- Other

0.3

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- Other

eComm Total Emails Sent YTD | AMC & Denver



eComm Total Emails Sent YTD | System & Advancement

Cvent

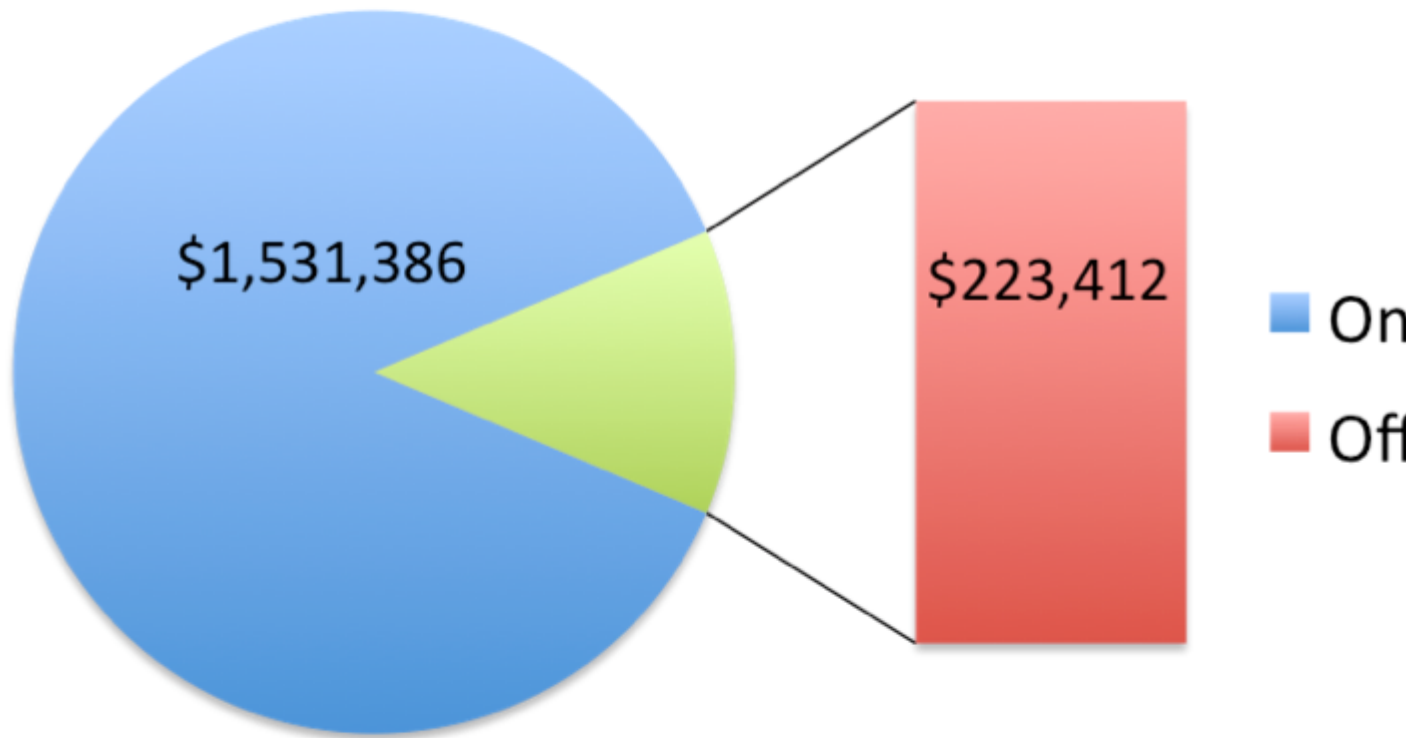
	CU Paid Event	CU Fundraising Event	Fr
2016	104	7	33
2017*	4	1	10



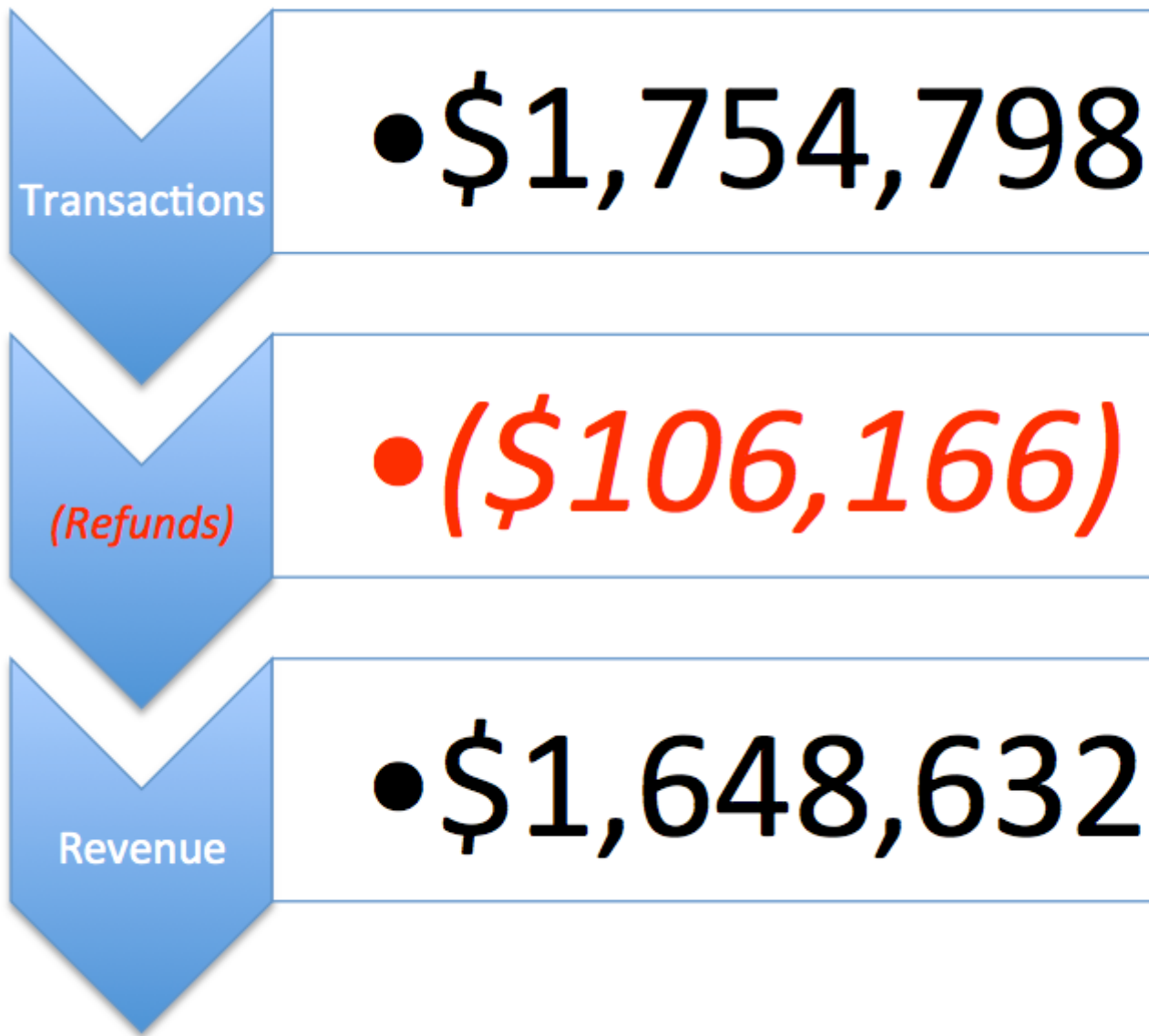
48,291 total re

eComm Total Forms YTD (Jan-Nov '16)

Total *Positive* Transaction (Jan – Nov)



eComm Transactions in Cvent



eComm Total Actual Revenue YTD (Jan-Nov '16) Online & Offline combined

[Download printable version of YTD eComm Stats](#) ^[3]

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eComm By the Numbers As of November 2016

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[eComm%20By%20the%20Numbers%20As%20of%20November%202016/docs/eComm_stats_20161107.pdf](https://www.cu.edu/sites/default/files/pages/81882-eComm%20By%20the%20Numbers%20As%20of%20November%202016/docs/eComm_stats_20161107.pdf)