Nexus@Mizzou

Operations Report

July 2019

Extension
University of Missouri

📊 Revenue

Monthly gross revenue	**$281,537** ▲
Last year monthly gross revenue	**$213,911** 🟨
Rolling 12 month gross revenue	**$6,928,235** 🟨

Monthly gross revenue chart (8/18 – 7/19) with year-over-year labels:
- 1/19: -13.7% ▼
- 2/19: 31.7% ▲
- 3/19: -9.7% ▼
- 4/19: 5.5% ▲
- 5/19: 35.5% ▲
- 6/19: 18.6% ▲
- 7/19: 31.6% ▲
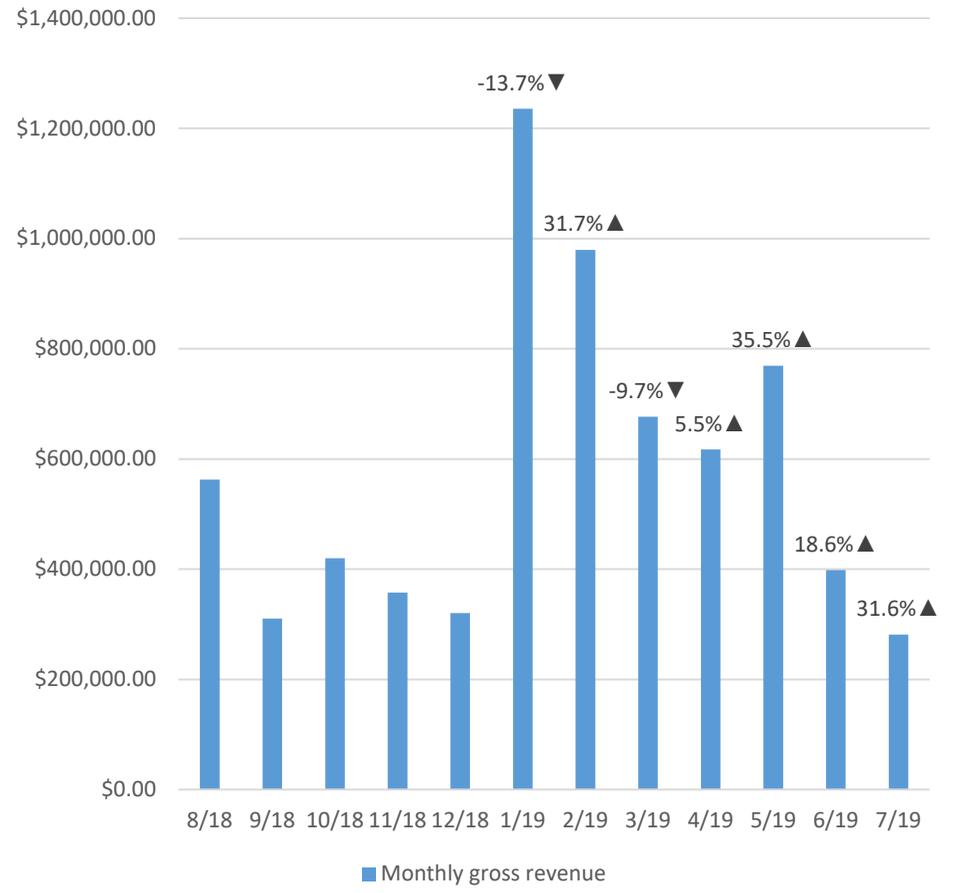
🛍 Sales by product type

📖 Publications	**$17,695** ▼
📑 Publication downloads - free	**5,632** ▼
📤 Upload and Print	**$4,429** 🟨
🛒 Logo / promo items	**$6,407** ▲
🖥 Online courses	**$21,175** ▲
📅 Events	**$230,997** ▲
Extension events	$111,325 ▼
External events	$ 39,723 ▲
MU events	$ 79,950 ▲

🖥 Online course registrations

⚖ Free online courses	**327** ▲
$ Fee-based online courses	**107** ▲

📅 Event registrations

|	
⚖ Free events	**93**
Extension event registrations	89
External event registrations	0
MU event registrations	4
$ Fee-based events	**236**
Extension event registrations	164
External event registrations	70
MU event registrations	2

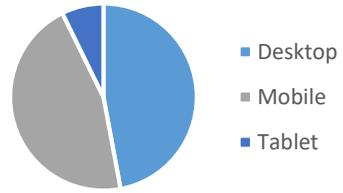*See Appendix for definitions   ▲ year over year increase ▼ year over year decrease 🟨 year over year flat or n/a

MU Extension
University of Missouri

Nexus@Mizzou

📊 Engagement

All Users	111,006	▼
U.S.A.	91,327	▼
Missouri	33,871	▲
Columbia	4,138	▼
Kansas City	4,434	▼
St. Louis	3,863	▼
Springfield	1,664	▼
Jefferson City	1,352	▼
Illinois	8,168	▼
Texas	4,594	▼
California	3,931	▲
All Sessions*	147,138	▼
All Pageviews*	315,952	▲

1 ▬▬▬ 4,192

75 ▬▬▬ 30,945
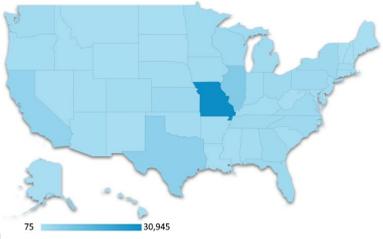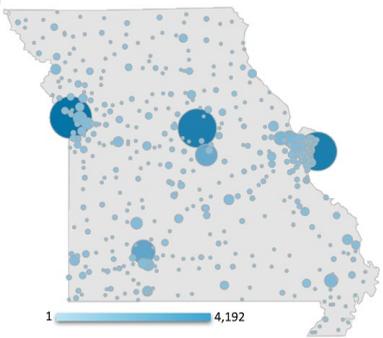
📊 Engagement

Desktop	47.06%	▼
Mobile	45.67%	▲
Tablet	7.27%	▼

- Desktop
- Mobile
- Tablet

◎ Dotdigital

Extension ad campaigns	135	▲
Extension emails sent	150,090	▲
Extension unique opens*	19.37%	▲
Extension click through*	10.23%	▼

◎ Dotdigital

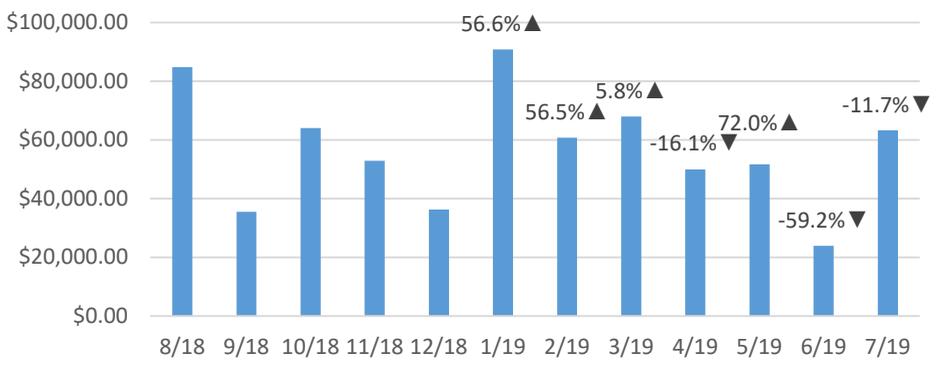|		
MU ad campaigns	60	▯
MU emails sent	233,744	▯
MU unique opens*	25.70%	▯
MU click through*	10.05%	▯

*See Appendix for definitions   ▲ year over year increase   ▼ year over year decrease   ▯ year over year flat or n/a
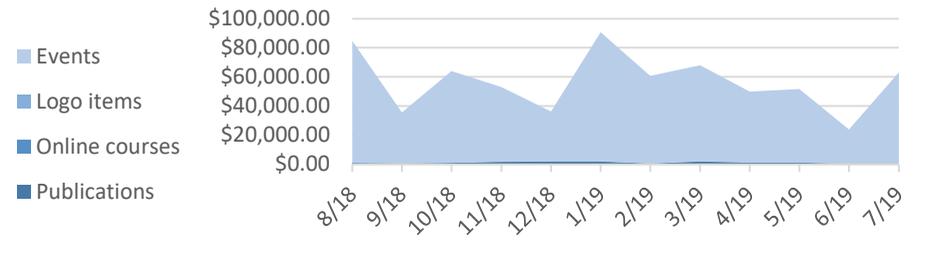
Extension
University of Missouri

Nexus@Mizzou

📊 Revenue

Monthly gross revenue	$63,196 ▼
Rolling 12 month gross revenue	$681,637 🟨

Revenue chart (8/18 – 7/19):
- 56.6% ▲
- 56.5% ▲
- 5.8% ▲
- -16.1% ▼
- 72.0% ▲
- -59.2% ▼
- -11.7% ▼

🛒 Sales by product type

📖 Publications	$286 ▼
🛒 Logo items (clothing, etc.)	$0 ▼
🖥 Online courses	$15 ▼
📅 Events	$62,895 ▼

Sales by product type chart (8/18 – 7/19):
- Events
- Logo items
- Online courses
- Publications

📊 Engagement

Pageviews*	3,365 ▼
Unique pageviews*	1,952 ▼
Average time on page	1:34 ▲

Engagement chart (Pageviews / Unique Pageviews):

Month	Pageviews	Unique Pageviews
7/18	3,631	2,367
8/18	3,652	2,514
9/18	3,202	2,101
10/18	3,206	2,210
11/18	3,188	2,177
12/18	3,188	2,249
1/19	4,399	2,932
2/19	3,340	2,241
3/19	5,500	2,693
4/19	3,061	2,128
5/19	2,969	2,062
6/19	2,346	1,673
7/19	3,365	1,952
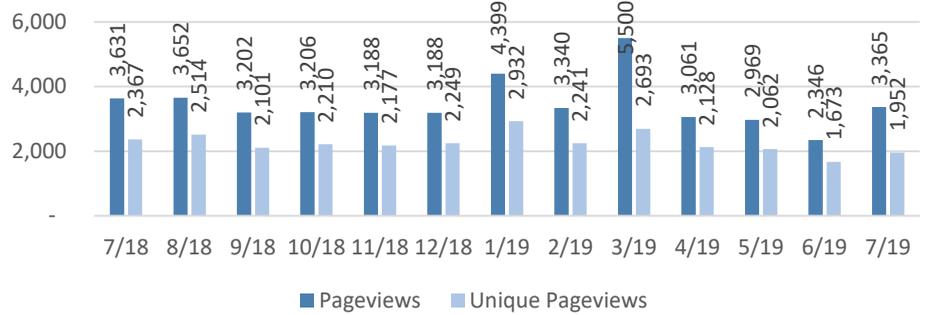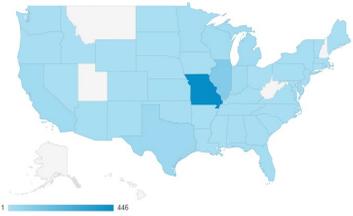
◎ Dotdigital

Ad campaigns	0 🟨
Emails sent	0 🟨
Unique opens*	0.00% 🟨
Click through*	0.0% 🟨

*See Appendix for definitions   ▲ year over year increase   ▼ year over year decrease   🟨 year over year flat or n/a

📊 Revenue

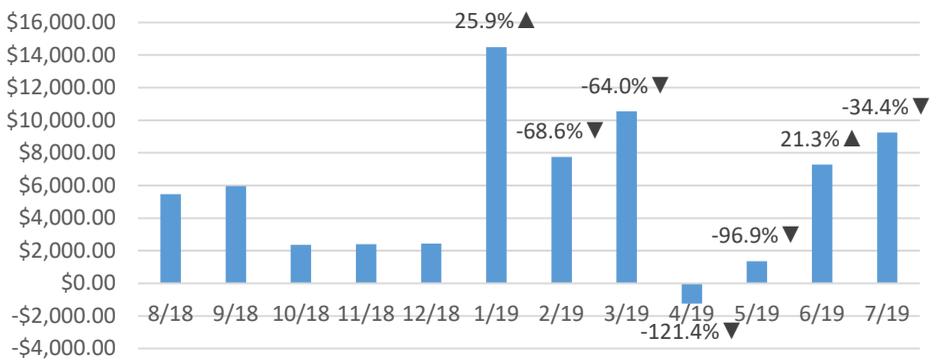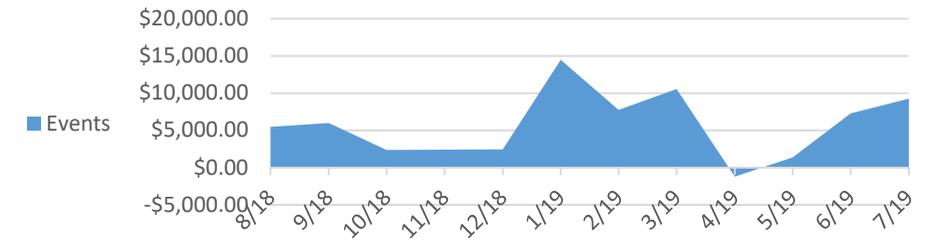|	
Monthly gross revenue	**$9,250** ▼
Rolling 12 month gross revenue	**$68,025** 🟨

🏪 Sales by product type

📖 Publications	**n/a** 🟨
🛒 Logo items (clothing, etc.)	**n/a** 🟨
▶️ Online courses	**n/a** 🟨
📅 Events	**$9,250** ▼

📊 Engagement

Pageviews*	**565** ▲
Unique pageviews*	**336** ▲
Average time on page	**1:08** ▲
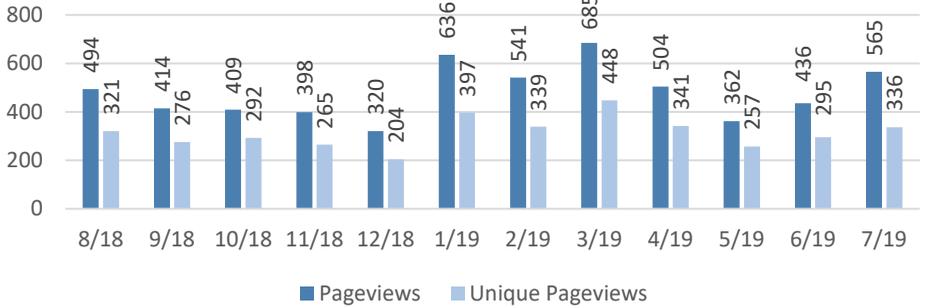
🎯 Dotdigital

Ad campaigns	**7** ▲
Emails sent	**740** ▼
Unique opens*	**38.90%** ▲
Click through*	**7.45%** ▼

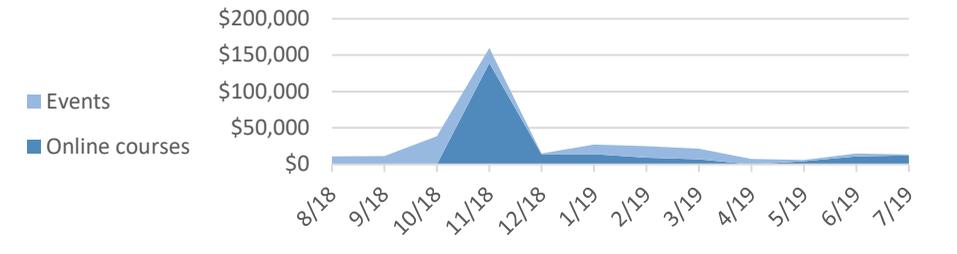*See Appendix for definitions   ▲ year over year increase   ▼ year over year decrease   🟨 year over year flat or n/a

Nexus@Mizzou

💲📊 Revenue

Monthly gross revenue	**$13,291** 🔺
Rolling 12 month gross revenue	**$349,938** 🟨

Revenue bar chart (8/18 through 7/19) with year-over-year percentage labels: 59.0%🔺, 48.7%🔺, -8.2%🔻, -28.3%🔻, 73.1%🔺, 2062.8%🔺, 192.5%🔺
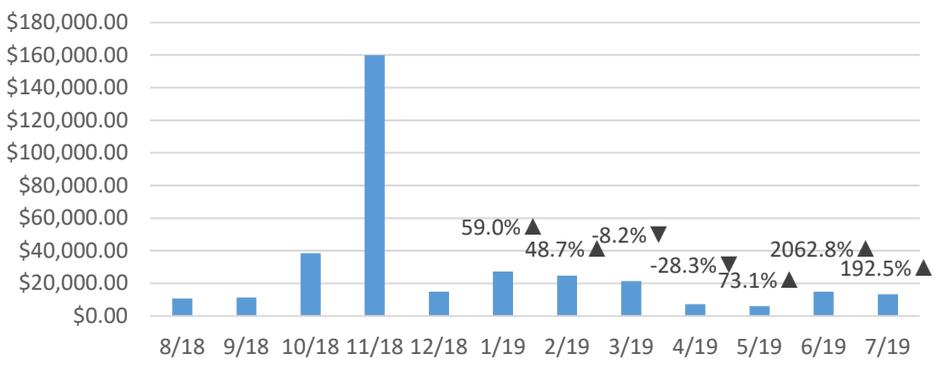
🏪 Sales by product type

📖 Publications	**n/a** 🟨
🛒 Logo items (clothing, etc.)	**n/a** 🟨
▶️ Online courses	**$12,000** 🔺
📅 Events	**$1,291** 🔻

Area chart showing Events and Online courses from 8/18 to 7/19

📊 Engagement

Pageviews*	**847** 🔺
Unique pageviews*	**586** 🔺
Average time on page	**1:26** 🔺

Bar chart of Pageviews and Unique Pageviews:
- 7/18: 533 / 359
- 8/18: 652 / 485
- 9/18: 1160 / 829
- 10/18: 1260 / 852
- 11/18: 1186 / 861
- 12/18: 721 / 452
- 1/19: 966 / 653
- 2/19: 844 / 664
- 3/19: 920 / 659
- 4/19: 724 / 529
- 5/19: 728 / 518
- 6/19: 612 / 485
- 7/19: 847 / 586
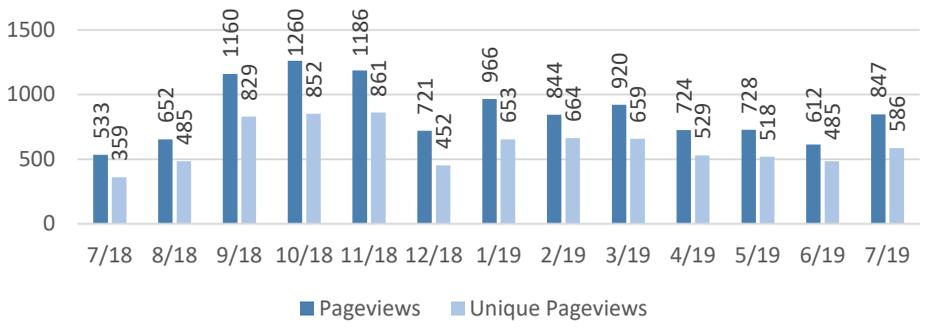
🎯 Dotdigital

Ad campaigns	**8** 🔺
Emails sent	**15,953** 🔺
Unique opens*	**18.28%** 🔺
Click through*	**19.63%** 🔻

Map of the United States with data points

*See Appendix for definitions   🔺 year over year increase   🔻 year over year decrease   🟨 year over year flat or n/a

Nexus@Mizzou

Help Desk – 98 tickets ▲

- General Extension - 40
- General Functionality - 10
- Courses - 30
- Orders - 6
- Publications -6
- Events - 6
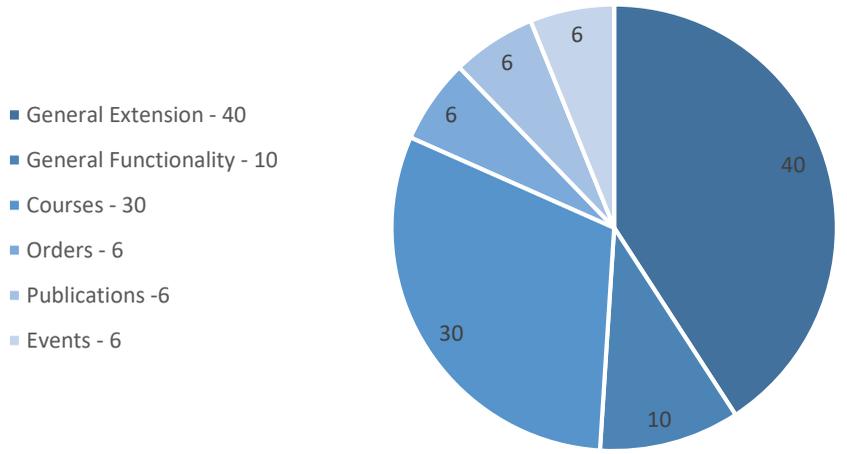
Change Request – 105 tickets ▲

- Web Pages - 60
- Courses - 1
- Events - 24
- Publications/News/Articles - 20
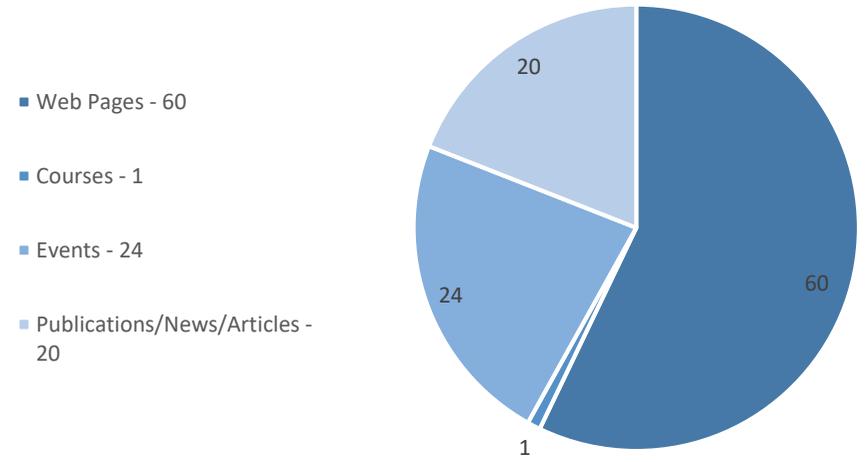
Program Conversions

Conversions in process	30 ▲
Conversions completed	4 ▲
Total conversions completed	66 ▲

Programs completed

Agricultural Business and Policy Extension

Missouri 4-H

Wheat and Other Small Grains

Irrigation

Platform Improvements

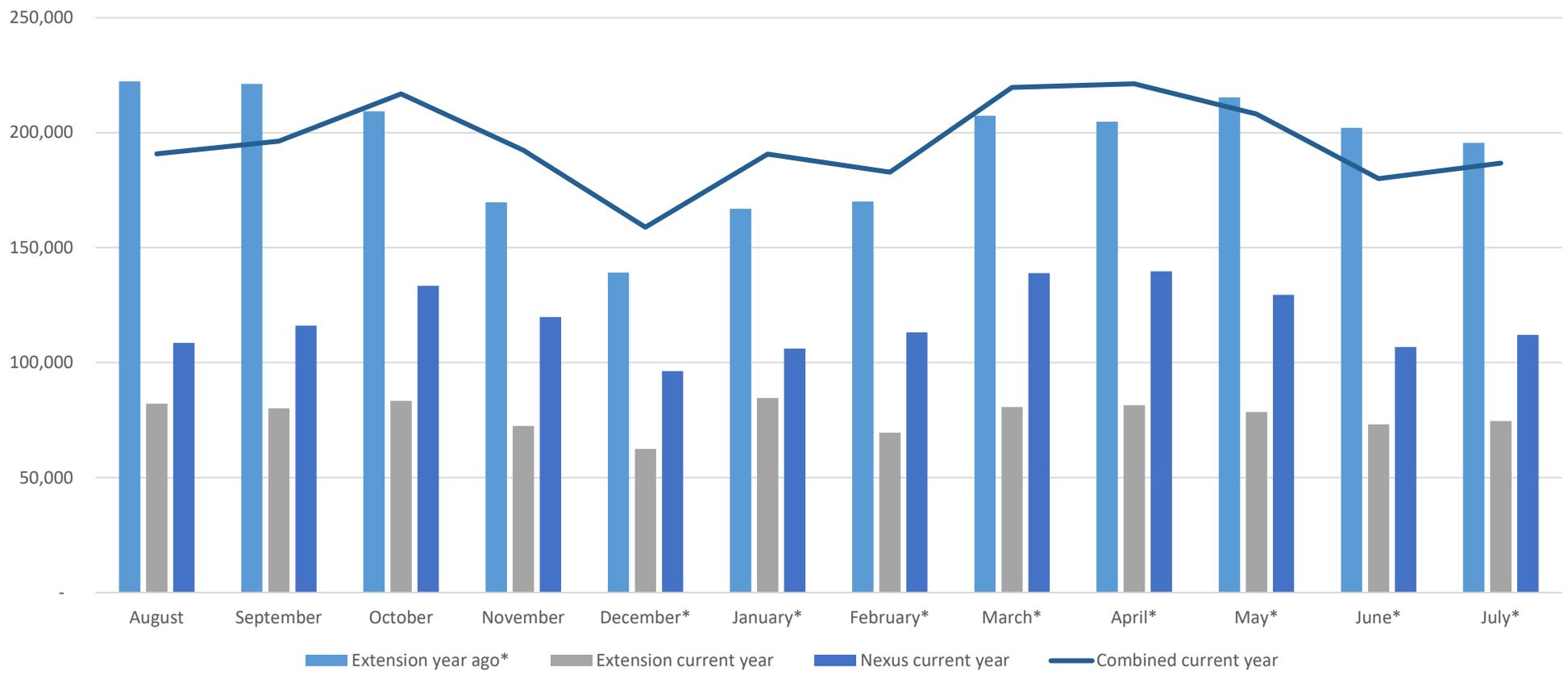|	
Enhancements	1 ▼
Bugs fixed	5 ▼

Key enhancements

Magento annual software upgrade

*See Appendix for definitions   ▲ year over year increase ▼ year over year decrease ◼ year over year flat or n/a

Extension
University of Missouri

Users Twelve Month Comparison

Users	August	September	October	November	December[1]	January[1]	February[1]	March[1]	April[1]	May[1]	June[1]	July[1]
Extension year ago	222,337	221,151	209,291	169,671	139,114	166,901	170,038	207,367	204,823	215,295	202,079	195,575
Extension current year	82,189	80,130	83,450	72,488	62,528	84,618	69,605	80,672	81,449	78,622	73,191	74,659
Nexus current year	108,627	116,156	133,418	119,857	96,331	106,066	113,189	138,971	139,746	129,432	106,760	112,032
Combined current year	190,816	196,286	216,868	192,345	158,859	190,684	182,794	219,643	221,195	208,054	179,951	186,691

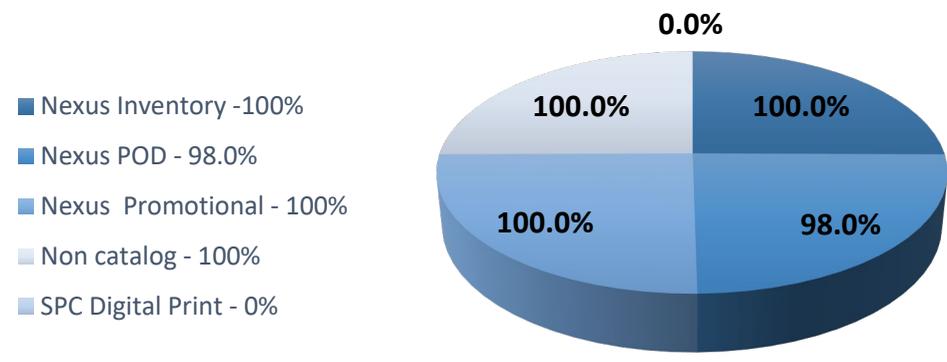*See Appendix for definitions   [1]Extension year ago figures are combined Extension and Nexus
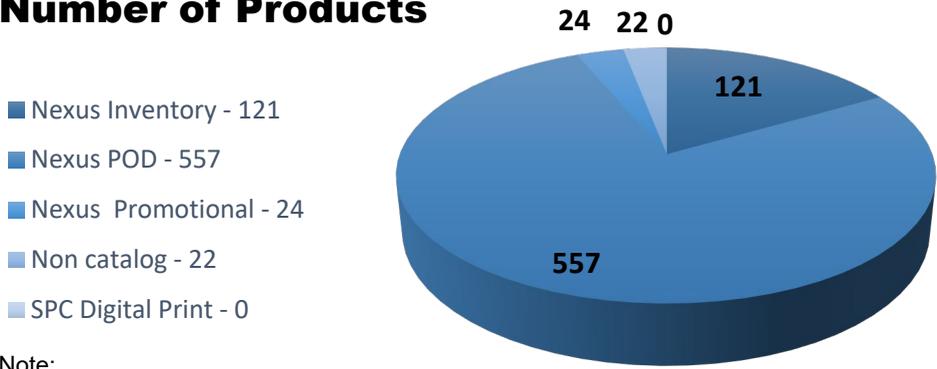
MU Extension
University of Missouri

Office Depot
partnership

Nexus@Mizzou

Orders

13   12 0

- ■ Nexus Inventory - 139
- ■ Nexus POD - 85
- ■ Nexus Promotional - 13
- Non catalog - 12
- SPC Digital Print - 0

85

139
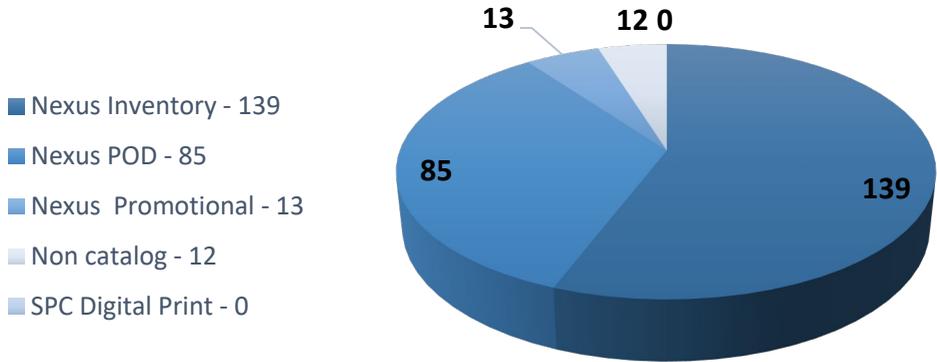
On-Time Production (against SLA)
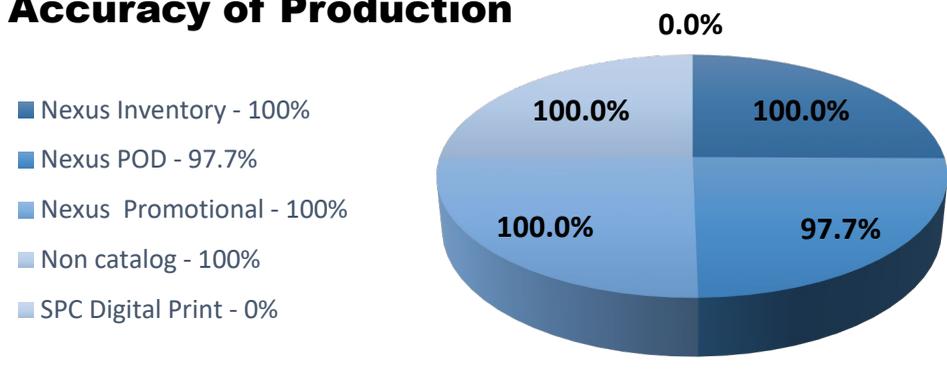
0.0%

- ■ Nexus Inventory -100%
- ■ Nexus POD - 98.0%
- ■ Nexus Promotional - 100%
- Non catalog - 100%
- SPC Digital Print - 0%

100.0%   100.0%

100.0%   98.0%

Number of Products

24   22 0

- ■ Nexus Inventory - 121
- ■ Nexus POD - 557
- ■ Nexus Promotional - 24
- Non catalog - 22
- SPC Digital Print - 0

121

557

Accuracy of Production

0.0%

- ■ Nexus Inventory - 100%
- ■ Nexus POD - 97.7%
- ■ Nexus Promotional - 100%
- Non catalog - 100%
- SPC Digital Print - 0%

100.0%   100.0%

100.0%   97.7%

Note:
Nexus Inventory = preprinted and warehoused by Office Depot
Nexus POD = publications that are only print-on-demand
Nexus Promotional = custom promotional products warehoused by Office Depot
Non Catalog = special projects quoted uniquely offline
SPC Digital Print = store purchasing card program

MU Extension
University of Missouri

Appendix

Sales by product type
Nexus@Mizzou launched on December 12, 2017. Publication, online course, and logo item sales were immediately transitioned, but events registration sales continue to be processed through Cvent and CEIS. Work is underway to include events in a unified shopping cart model within Nexus@Mizzou.

Engagement
Sessions include repeat visits by the same user.
Pageviews are the total number of webpages viewed by all users.
Unique Pageviews do not count repeat page views during the same session.

Dotmailer
Education metrics for **unique opens** range from 15% to 30% with an average of 22%.
Education metrics for **click through** range from 0.2% to 14.5% with an average of 4.6%.
Sales closed includes only purchases through the Nexus shopping cart – publications, courses, and logo items. When the unified shopping cart becomes available, we will see events reflected in this figure as well.

Office Depot
Nexus Inventory = preprinted and warehoused by Office Depot
Nexus POD = publications that are only print-on-demand
Nexus Promotional = custom promotional products warehoused by Office Depot
Non Catalog = special projects quoted uniquely offline
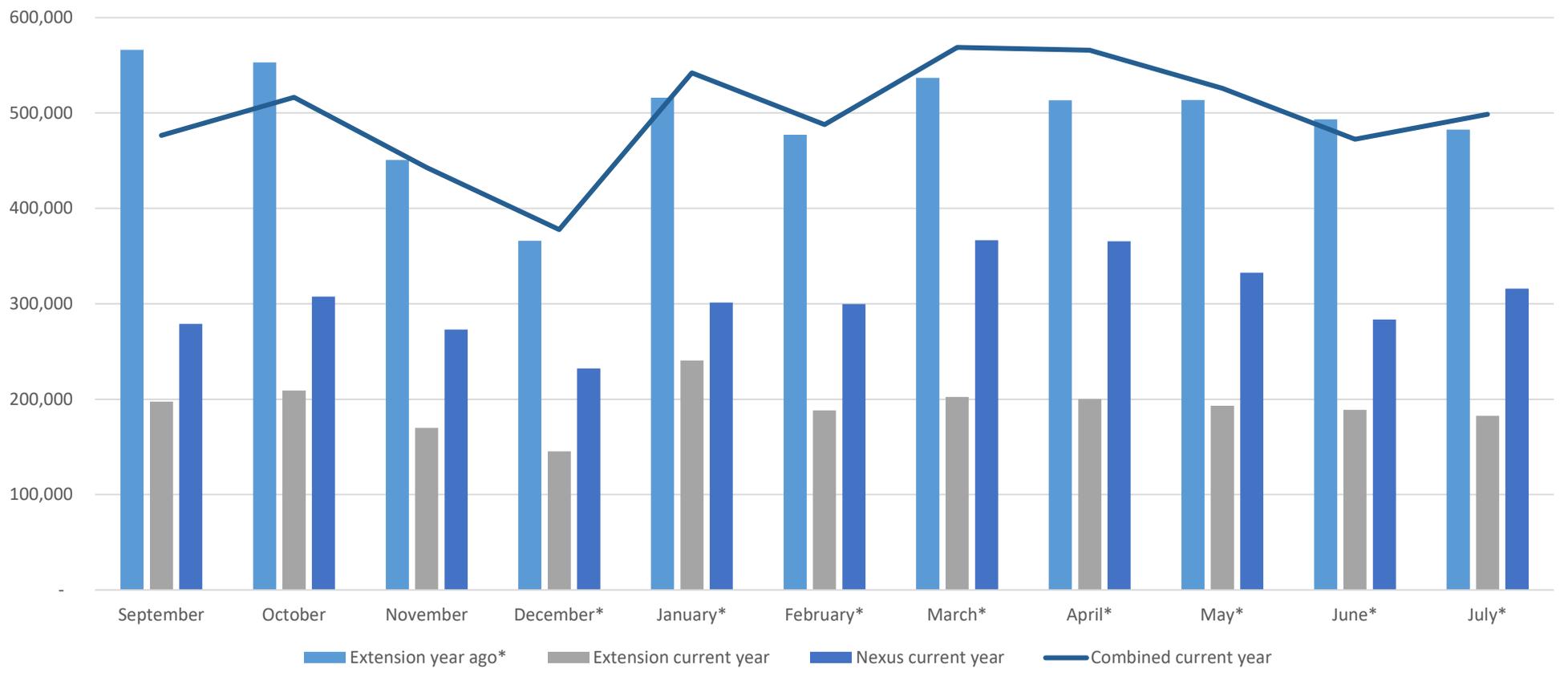**SPC Digital Print** = store purchasing card program

Sessions Twelve Month Comparison
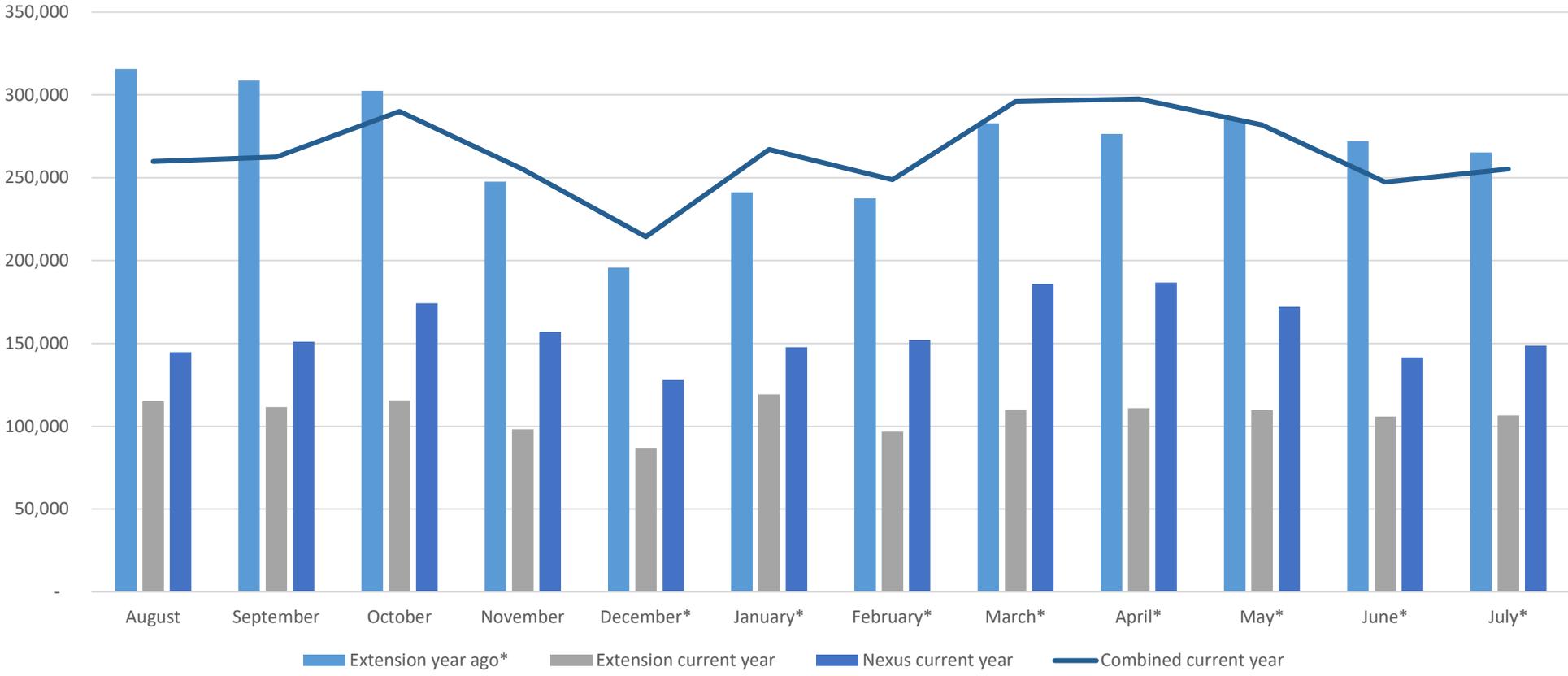
Sessions*	August	September	October	November	December[1]	January[1]	February[1]	March[1]	April[1]	May[1]	June[1]	July[1]
Extension year ago	315,622	308,670	302,420	247,723	195,794	241,275	237,625	282,990	276,445	285,423	272,069	265,367
Extension current year	115,138	111,533	115,737	98,256	86,571	119,281	96,855	110,059	110,973	109,770	105,871	106,536
Nexus current year	144,719	151,032	174,288	156,962	127,853	147,800	152,069	186,047	186,704	172,177	141,570	148,769
Combined current year	259,857	262,565	290,025	255,218	214,424	267,081	248,924	296,106	297,677	281,947	247,441	255,305

*See Appendix for definitions   [1]Extension year ago figures are combined Extension and Nexus

MU Extension
University of Missouri

Pageviews Twelve Month Comparison

Legend: Extension year ago* | Extension current year | Nexus current year | Combined current year

Pageviews*	August	September	October	November	December[1]	January[1]	February[1]	March[1]	April[1]	May[1]	June[1]	July[1]
Extension year ago	581,366	563,223	546,640	443,207	365,997	516,092	477,258	536,909	513,427	513,470	493,415	482,563
Extension current year	215,225	197,423	208,997	169,994	145,501	240,685	188,169	202,281	200,265	193,125	188,804	182,540
Nexus current year	275,001	278,984	307,478	272,885	232,329	301,265	299,639	366,532	365,481	332,610	283,637	315,952
Combined current year	490,226	476,407	516,475	442,879	377,830	541,950	487,808	568,813	565,746	525,735	472,441	498,492

*See Appendix for definitions   [1]Extension year ago figures are combined Extension and Nexus

Extension
University of Missouri