Announcements

- Kim has left the university
- Lag time on email communication instances being recorded on constituent records in TAS
- Email calendar issues
- BBIS outage March 12 (March 10-14)
TAS Simple Reports

Email Activity Report
Thank you to Reporting & Analytics!

• Pull in data from email sent using BBIS

• Detailed info about your message recipients and their behavior

• Can be used to make strategic decisions around audience engagement and segmentation
Access

• TAS

• Analysis > Simple Reports > Email Activity Report
Enter your date range
<table>
<thead>
<tr>
<th>Email Name</th>
<th>Subject</th>
<th>From</th>
<th>Date Sent</th>
<th>From Email</th>
<th>Appeal Name</th>
<th>Email Sent</th>
<th>Email Opened</th>
<th>Email Clicked Through</th>
<th>Open Rate (of Total Sent)</th>
<th>Click Rate (of Total Clicks)</th>
<th>Calendar Month</th>
<th>Calendar Year</th>
<th>Fiscal Year</th>
<th>Fiscal Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENG 2016-04-30 ECE Dayton Meetups</td>
<td>Invite: ECE Alumni MeetUp in Dayton, May</td>
<td>Ohio State ECE</td>
<td>4/30/2016</td>
<td><a href="mailto:homes.f@osu.edu">homes.f@osu.edu</a></td>
<td>ENG-O-Correspondence-EM-C</td>
<td>243</td>
<td>63</td>
<td>4</td>
<td>25.4032%</td>
<td>1.6129%</td>
<td>4</td>
<td>2016</td>
<td>2016</td>
<td>2016</td>
</tr>
<tr>
<td>2016-04-29 HRS 50th anniv. remainder</td>
<td>Reminder: You're Invited to the 50th Anniversary Celebration!</td>
<td>SHRS/SAMP 50th Anniversary Committee</td>
<td>4/29/2016</td>
<td><a href="mailto:HRS@osu.edu">HRS@osu.edu</a></td>
<td>AA-O-Events-EM-C</td>
<td>11,003</td>
<td>3,039</td>
<td>13</td>
<td>27.6197%</td>
<td>0.1181%</td>
<td>4</td>
<td>2016</td>
<td>2016</td>
<td>2016</td>
</tr>
<tr>
<td>DEV EVENTS 2016-04-29 Woebot Transfer Reception STD</td>
<td>Family Fun Day at Longaberger Alumni House</td>
<td>The Ohio State Alumni Association</td>
<td>4/29/2016</td>
<td><a href="mailto:giftplan@osu.edu">giftplan@osu.edu</a></td>
<td>DEV-O-Events-EM-C</td>
<td>289</td>
<td>95</td>
<td>0</td>
<td>33.9100%</td>
<td>0.0000%</td>
<td>4</td>
<td>2016</td>
<td>2016</td>
<td>2016</td>
</tr>
<tr>
<td>ENG 2016-04-29 FEH Solicitation #9</td>
<td>Family Fun Day at Longaberger Alumni House</td>
<td>The Ohio State Alumni Association</td>
<td>4/29/2016</td>
<td><a href="mailto:eng.give@osu.edu">eng.give@osu.edu</a></td>
<td>ENG-O-Correspondence-EM-C</td>
<td>2,547</td>
<td>545</td>
<td>48</td>
<td>25.3230%</td>
<td>1.6160%</td>
<td>4</td>
<td>2016</td>
<td>2016</td>
<td>2016</td>
</tr>
<tr>
<td>FAES 04-26-2016 CFAES April Newsletter</td>
<td>Why a fellow alum supports FEH Transfer Reception</td>
<td>The Ohio State Alumni Association</td>
<td>4/29/2016</td>
<td>CFAES@<a href="mailto:alm@osu.edu">alm@osu.edu</a></td>
<td>FAES-O-Newslett-EM-C</td>
<td>33,096</td>
<td>5,968</td>
<td>676</td>
<td>16.6651%</td>
<td>2.0439%</td>
<td>4</td>
<td>2016</td>
<td>2016</td>
<td>2016</td>
</tr>
<tr>
<td>NUR 2016-04-29 New Alumni Society Sustaining Member Email April 2016</td>
<td>Family Fun Day at Longaberger Alumni House</td>
<td>The Ohio State Alumni Association</td>
<td>4/29/2016</td>
<td><a href="mailto:nursing@osu.edu">nursing@osu.edu</a></td>
<td>NUR-O-Correspondence-EM-C</td>
<td>59</td>
<td>29</td>
<td>3</td>
<td>49.1525%</td>
<td>0.5847%</td>
<td>4</td>
<td>2016</td>
<td>2016</td>
<td>2016</td>
</tr>
<tr>
<td>UNIV 2016-04-28 Connect - Donors</td>
<td>Connect: News from Ohio State</td>
<td>The Ohio State Alumni Association</td>
<td>4/29/2016</td>
<td><a href="mailto:connect@osu.edu">connect@osu.edu</a></td>
<td>UNIV-O-ConnectNews-EM-C</td>
<td>13,761</td>
<td>17,493</td>
<td>124</td>
<td>11.2126%</td>
<td>0.4370%</td>
<td>4</td>
<td>2016</td>
<td>2016</td>
<td>2016</td>
</tr>
</tbody>
</table>
This is what you’ll see when you drilldown into an email. You have the option to filter further by “Opened: Yes or no” and “Clicked: Yes or no.”
Use the arrows to navigate to additional pages. Here you will see a recipient-level breakdown.
Mass email activity: Good for high level analysis of emails

Single email recipients: Good for a deeper dive into one email
The Email Mass Activity Report provides an overview of the results for any mass email (more than 1 recipient) sent through BBIS. It also contains links to the constituent by constituent (up to 100,000 records) results. The data is available in Excel format.

All report data is generated out of the reporting data warehouse which operates on a delay, therefore data entered into TAS is not available via reporting on the same day. Email TAS data is copied into the warehouse weekly during the early hours of Sunday morning, so the delay between TAS and the warehouse is 1 week or less.
Let’s walk through a use case
I want to pull all emails from February 1 to February 29
<table>
<thead>
<tr>
<th>Email Address</th>
<th>Subject</th>
<th>Clicked</th>
<th>Opens</th>
<th>Opens Rate</th>
<th>Click Rate</th>
<th>Total Click Rate</th>
<th>Total Open Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="mailto:osuaa@osu.edu">osuaa@osu.edu</a></td>
<td>Opportunity to save on The Continental tour!</td>
<td>145,723</td>
<td>141,911</td>
<td>97.3841%</td>
<td>18.8481%</td>
<td>19.3544%</td>
<td></td>
</tr>
<tr>
<td><a href="mailto:osuaa@osu.edu">osuaa@osu.edu</a></td>
<td>Know a Buckeye who inspires?</td>
<td>76,523</td>
<td>75,964</td>
<td>99.2695%</td>
<td>24.0555%</td>
<td>24.2325%</td>
<td></td>
</tr>
<tr>
<td><a href="mailto:osuaa@osu.edu">osuaa@osu.edu</a></td>
<td>Eddie George on Broadway - Join us!</td>
<td>3,693</td>
<td>3,692</td>
<td>99.9729%</td>
<td>24.8578%</td>
<td>24.8646%</td>
<td></td>
</tr>
<tr>
<td><a href="mailto:osuaa@osu.edu">osuaa@osu.edu</a></td>
<td>Join us to celebrate your impact on students!</td>
<td>3,382</td>
<td>3,324</td>
<td>98.2850%</td>
<td>18.0662%</td>
<td>18.3815%</td>
<td></td>
</tr>
<tr>
<td><a href="mailto:osuaa@osu.edu">osuaa@osu.edu</a></td>
<td>Don't miss Ohio State Alumni Society Hockey Night!</td>
<td>105,493</td>
<td>103,841</td>
<td>98.4340%</td>
<td>14.6351%</td>
<td>14.8679%</td>
<td></td>
</tr>
<tr>
<td><a href="mailto:osuaa@osu.edu">osuaa@osu.edu</a></td>
<td>Ohio State Day at Cedar Point: Buckeyes-only park access!</td>
<td>219,868</td>
<td>216,747</td>
<td>98.5805%</td>
<td>16.9579%</td>
<td>17.2021%</td>
<td></td>
</tr>
<tr>
<td><a href="mailto:osuaa@osu.edu">osuaa@osu.edu</a></td>
<td>Buckeyes After Work in Toledo</td>
<td>2,051</td>
<td>2,046</td>
<td>99.7562%</td>
<td>18.5275%</td>
<td>18.5728%</td>
<td></td>
</tr>
<tr>
<td><a href="mailto:osuaa@osu.edu">osuaa@osu.edu</a></td>
<td>Buckeyes at the Boonshoft Museum of O</td>
<td>4,086</td>
<td>4,040</td>
<td>98.8742%</td>
<td>15.6143%</td>
<td>15.7921%</td>
<td></td>
</tr>
</tbody>
</table>

I sorted by Email Name to easily find my emails (this includes all emails sent through BBIS, not just yours).
You can export the data in any of the formats listed. However, csv files are best for query requests.
Great for high-level analytics which before were not readily accessible

You can easily find the average open and click rate for all of your unit’s emails over the last year, month, etc.

You can easily see which emails have done the best, what the average number of constituents you’re sending to is, etc.
The single email recipients report provides an in-depth view of the individuals that received a specific email correspondence. Includes information like:

- Open rate
- Click rate
- State
- Metro area
- Age
- Engagement level
February Alumni Career Management digest
Constituents that did not open the email
<table>
<thead>
<tr>
<th>Recipient Last Name</th>
<th>Recipient First Name</th>
<th>Recipient Email Address</th>
<th>Result</th>
<th>Sent</th>
<th>Delivered</th>
<th>Opened</th>
<th>Clicked through</th>
<th>Delivered but not Opened</th>
<th>Delivered Opened but not Clicked</th>
<th>Hard Bounce</th>
<th>Soft Bounce</th>
<th>Recipient Primary Address State</th>
<th>Recipient Primary Metro Area</th>
<th>Recipient Primary Country</th>
<th>Recipient Date of Birth</th>
<th>Recipient Age</th>
<th>Age Decile</th>
<th>Gender</th>
<th>Recipient Prospect Management Unit</th>
<th>Is Alumni</th>
</tr>
</thead>
<tbody>
<tr>
<td>Staybaugh</td>
<td>Randall</td>
<td><a href="mailto:vasooheo@hotmail.com">vasooheo@hotmail.com</a></td>
<td>Delivered but not Opened</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>OH</td>
<td>Columbus, OH Metropolitan Statistical Area</td>
<td>United States</td>
<td>52</td>
<td>50 to 59</td>
<td>Male</td>
<td>Yes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hartshorn</td>
<td>Lisa</td>
<td><a href="mailto:Lisa.finneyhartshorn@gmail.com">Lisa.finneyhartshorn@gmail.com</a></td>
<td>Delivered but not Opened</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>OH</td>
<td>Columbus, OH Metropolitan Statistical Area</td>
<td>United States</td>
<td>49</td>
<td>40 to 49</td>
<td>Female</td>
<td>Yes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Black</td>
<td>Howard</td>
<td><a href="mailto:howard3511@yahoo.com">howard3511@yahoo.com</a></td>
<td>Delivered but not Opened</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>AK</td>
<td>United States</td>
<td>60</td>
<td>Male</td>
<td>60 to 69</td>
<td>Male</td>
<td>Yes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Farley</td>
<td>William</td>
<td><a href="mailto:biedfarley@aoil.com">biedfarley@aoil.com</a></td>
<td>Delivered but not Opened</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>NY</td>
<td>Rochester, NY Metropolitan Statistical Area</td>
<td>United States</td>
<td>70</td>
<td>70 to 70</td>
<td>Male</td>
<td>Yes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Guadice</td>
<td>James</td>
<td><a href="mailto:jguadice.1@osu.edu">jguadice.1@osu.edu</a></td>
<td>Delivered but not Opened</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>VA</td>
<td>Lynchburg, VA Metropolitan Statistical Area</td>
<td>United States</td>
<td>29</td>
<td>20 to 29</td>
<td>Male</td>
<td>Yes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Byrnes</td>
<td>Vera</td>
<td><a href="mailto:vera@prospectventures.com">vera@prospectventures.com</a></td>
<td>Delivered but not Opened</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>MA</td>
<td>Boston-Cambridge-Quincy, MA Metropolitan Statistical Area</td>
<td>United States</td>
<td>56</td>
<td>50 to 59</td>
<td>Female</td>
<td>Yes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Qayoumi</td>
<td>Wali</td>
<td><a href="mailto:qayoumi.3@osu.edu">qayoumi.3@osu.edu</a></td>
<td>Delivered but not Opened</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>OH</td>
<td>Toledo, OH Metropolitan Statistical Area</td>
<td>United States</td>
<td>26</td>
<td>20 to 29</td>
<td>Male</td>
<td>Yes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Snellor</td>
<td>Clay</td>
<td><a href="mailto:snellor.3@osu.edu">snellor.3@osu.edu</a></td>
<td>Delivered but not Opened</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>OH</td>
<td>Wooster, OH Metropolitan Statistical Area</td>
<td>United States</td>
<td>61</td>
<td>60 to 69</td>
<td>Male</td>
<td>Yes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nitro</td>
<td>Thomas</td>
<td><a href="mailto:nitro.4@osu.edu">nitro.4@osu.edu</a></td>
<td>Delivered but not Opened</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>OH</td>
<td>Cleveland-Elyria-Mentor, OH Metropolitan Statistical Area</td>
<td>United States</td>
<td>29</td>
<td>20 to 29</td>
<td>Male</td>
<td>Yes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kucinski</td>
<td>Steven</td>
<td><a href="mailto:kucinski.1@osu.edu">kucinski.1@osu.edu</a></td>
<td>Delivered but not Opened</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>OH</td>
<td>Columbus, OH Metropolitan Statistical Area</td>
<td>United States</td>
<td>45</td>
<td>40 to 49</td>
<td>Male</td>
<td>Yes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gallander</td>
<td>Anthony</td>
<td><a href="mailto:caldular@aol.com">caldular@aol.com</a></td>
<td>Delivered but not Opened</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>NY</td>
<td>New York-Northern New Jersey-Long Island, NY-NJ-PA Metropolitan Statistical Area</td>
<td>United States</td>
<td>67</td>
<td>50 to 69</td>
<td>Male</td>
<td>Yes</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
What can you do with these?

Create queries on behavior:
• Recipients who have opened the email
• Recipients who have not opened the email
• Recipients who have clicked through

Remove constituents who do not open your emails

Works well for emails sent on a regular basis like a newsletter or digest, email reminders
Use case:

Alumni Career Management

Monthly digest

I can remove all alumni who have never opened the email, or create a query of those alumni who open the email at least 10% of the time. I could also create different messaging for those that have not engaged.
How do I get a new query based on this information?

- Like all other query requests, this would go to 2Tech.
- Use the exported data to create a csv file of those constituents you would like to create a query from, or of those constituents you would like removed from an existing query. All that is needed is the TAS ID.
- When you submit the request, be sure to include your unit prefix, list name and what Do Not Contact Codes apply (typically your unit do not contacts + university do not contacts).
Email on Acid
What does EOA provide?

Three main functions:

- Email testing
- Spam testing
- Analytics
Email testing

For auto-process method (recommended), send a test of your email using BBIS to the auto-process address provided. This gives the most accurate results of how your audience will see your message.

Manual testing is also an option. Enter a URL, paste HTML or upload a ZIP file. Select from a variety of desktop and mobile clients.

Either method returns screenshots of how your message looks in the clients you selected.
Nuances:

- Lotus notes
- Outlook 2013 dpi
- For the most part, works well
Spam testing

Can be run as part of an email preview or separately. To run during preview, select “yes” when asked “Would you like to include a SPAM Test?”

You can also run a SPAM test on its own by sending a test via
Analytics

Full instructions are on https://ucom.osu.edu/resources/broadcast-email.html#tools

Create a new campaign, copy and paste html from your email into EOA

EOA rewrites the code with tracking links—copy the new code and paste into your email to replace the old code

Start your campaign
Upcoming events

The Office of Alumni Career Management is proud to offer the following upcoming opportunities:

- **Lessons and Legacy: Women at Work**
  Tuesday, March 1, 5:30 – 8 p.m. EST
  In honor of Women’s History Month, network with and learn from our panel of accomplished Ohio State alumnae.
  More »

- **Virtual Networking: Effective Job Search Strategies**
  Friday, March 11, noon – 1 p.m. EST
  Network with fellow alumni while discussing and learning effective job search strategies.
  More »

- **Webinar: Career Decisions after Military Service**
  Friday, April 8, noon – 1 p.m. EST
  Trish Callahan, alumnus and senior HR director, Mini-Circuits, will help you identify industries best suited for your interests and present yourself as a competitive candidate.
  More »
Comparison tool

• Compare 2-5 campaigns side-by-side
• Great for recurring correspondences, reminders or the emails with different audiences
Sharing

- The campaign will show up immediately, but I usually wait 24-48 hours to look—give people a chance to read it
- You can share the analytics with others, even if they don’t have an EOA account
Don’t have an account?

• If your unit doesn’t have an account, email broadcast@osu.edu with your unit name and a group email address

• Access is contingent upon usage of the BBIS email system and participation in the Broadcast Email Community
Questions?

loesch.29@osu.edu