July 2019 All Extension

### Revenue
- Monthly gross revenue: $281,537 ▲
- Last year monthly gross revenue: $213,911 ▼
- Rolling 12 month gross revenue: $6,928,235 ■

### 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
July 2019 All Extension

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

<table>
<thead>
<tr>
<th>Dotdigital</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Extension ad campaigns</strong></td>
<td>135 ▲</td>
</tr>
<tr>
<td><strong>Extension emails sent</strong></td>
<td>150,090 ▲</td>
</tr>
<tr>
<td><strong>Extension unique opens</strong>*</td>
<td>19.37% ▲</td>
</tr>
<tr>
<td><strong>Extension click through</strong>*</td>
<td>10.23% ▼</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Dotdigital</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MU ad campaigns</strong></td>
<td>60 ▼</td>
</tr>
<tr>
<td><strong>MU emails sent</strong></td>
<td>233,744 ▼</td>
</tr>
<tr>
<td><strong>MU unique opens</strong>*</td>
<td>25.70% ▼</td>
</tr>
<tr>
<td><strong>MU click through</strong>*</td>
<td>10.05% ▼</td>
</tr>
</tbody>
</table>

*See Appendix for definitions

▲ year over year increase  ▼ year over year decrease  ■ year over year flat or n/a
**Revenue**

- Monthly gross revenue: $63,196 ▼
- Rolling 12 month gross revenue: $681,637 ■

**Sales by product type**

- Publications: $286 ▼
- Logo items (clothing, etc.): $0 ▼
- Online courses: $15 ▼
- Events: $62,895 ▼

**Engagement**

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

**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
**July 2019 Nursing Outreach**

### Revenue

- **Monthly gross revenue**: $13,291 ▲
- **Rolling 12 month gross revenue**: $349,938 ■

### Sales by product type

- **Publications**: n/a ■
- **Logo items (clothing, etc.)**: n/a ■
- **Online courses**: $12,000 ▲
- **Events**: $1,291 ▼

### Engagement

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

### Dotdigital

- **Ad campaigns**: 8 ▲
- **Emails sent**: 15,953 ▲
- **Unique opens***: 18.28% ▲
- **Click through***: 19.63% ▼

*See Appendix for definitions

▲ year over year increase  ▼ year over year decrease  ■ year over year flat or n/a
July 2019 Continuous Improvement

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 ▲

Platform Improvements

- Enhancements: 1 ▼
- Bugs fixed: 5 ▼

Key enhancements

- Magento annual software upgrade

Programs completed

- Agricultural Business and Policy Extension
- Missouri 4-H
- Wheat and Other Small Grains
- Irrigation

*See Appendix for definitions ▲ year over year increase ▼ year over year decrease ■ year over year flat or n/a
Users Twelve Month Comparison

*See Appendix for definitions

<table>
<thead>
<tr>
<th>Month</th>
<th>August</th>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>July</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extension year ago</td>
<td>222,337</td>
<td>221,151</td>
<td>209,291</td>
<td>169,671</td>
<td>139,114</td>
<td>166,901</td>
<td>170,038</td>
<td>207,367</td>
<td>204,823</td>
<td>215,295</td>
<td>202,079</td>
<td>195,575</td>
</tr>
<tr>
<td>Extension current year</td>
<td>82,189</td>
<td>80,130</td>
<td>83,450</td>
<td>72,488</td>
<td>62,528</td>
<td>84,618</td>
<td>69,605</td>
<td>80,672</td>
<td>81,449</td>
<td>78,622</td>
<td>73,191</td>
<td>74,659</td>
</tr>
<tr>
<td>Combined current year</td>
<td>190,816</td>
<td>196,286</td>
<td>216,868</td>
<td>192,345</td>
<td>158,859</td>
<td>190,684</td>
<td>182,794</td>
<td>219,643</td>
<td>221,195</td>
<td>208,054</td>
<td>179,951</td>
<td>186,691</td>
</tr>
</tbody>
</table>

*See Appendix for definitions

1 Extension year ago figures are combined Extension and Nexus
Office Depot partnership
July 2019  Office Depot partnership

Orders

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

![Orders Pie Chart]

On-Time Production (against SLA)

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

![On-Time Production Pie Chart]

Number of Products

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

![Number of Products Pie Chart]

Accuracy of Production

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

![Accuracy of Production Pie Chart]

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
Appendix
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*

<table>
<thead>
<tr>
<th></th>
<th>August</th>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>July</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extension current year</td>
<td>115,138</td>
<td>111,533</td>
<td>115,737</td>
<td>98,256</td>
<td>86,571</td>
<td>119,281</td>
<td>96,855</td>
<td>110,059</td>
<td>110,973</td>
<td>109,770</td>
<td>105,871</td>
<td>106,536</td>
</tr>
<tr>
<td>Nexus current year</td>
<td>144,719</td>
<td>151,032</td>
<td>174,288</td>
<td>156,962</td>
<td>127,853</td>
<td>147,800</td>
<td>152,069</td>
<td>186,047</td>
<td>186,704</td>
<td>172,177</td>
<td>141,570</td>
<td>148,769</td>
</tr>
</tbody>
</table>

*See Appendix for definitions

\(^1\)Extension year ago figures are combined Extension and Nexus
Pageviews Twelve Month Comparison

*See Appendix for definitions

Pageviews Twelve Month Comparison

Extension year ago figures are combined Extension and Nexus.