METRICS FOR DECISION MAKING

TNC19 PR MEETING

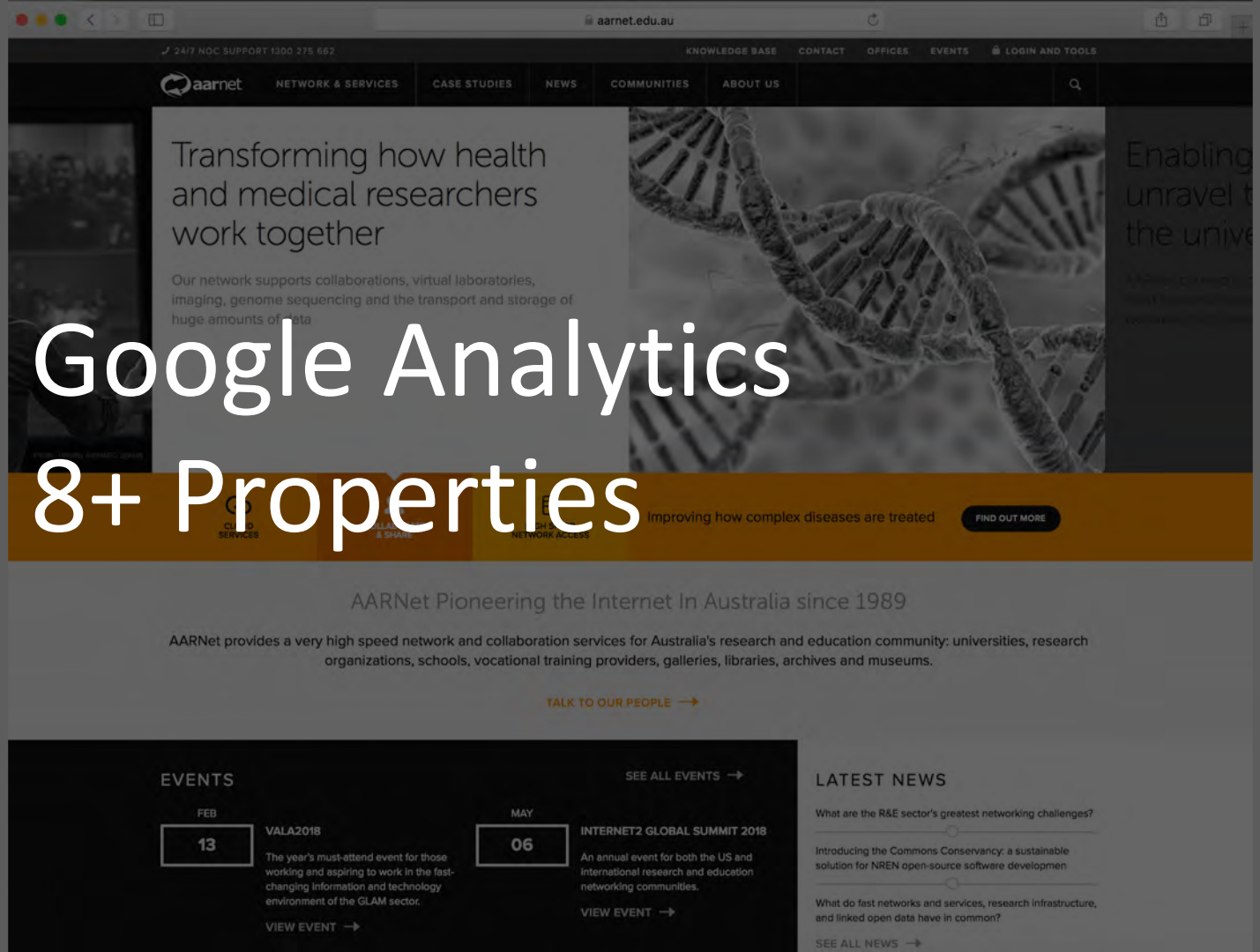
Jane Gifford, Director Marketing and Communications, AARNet

Google Analytics

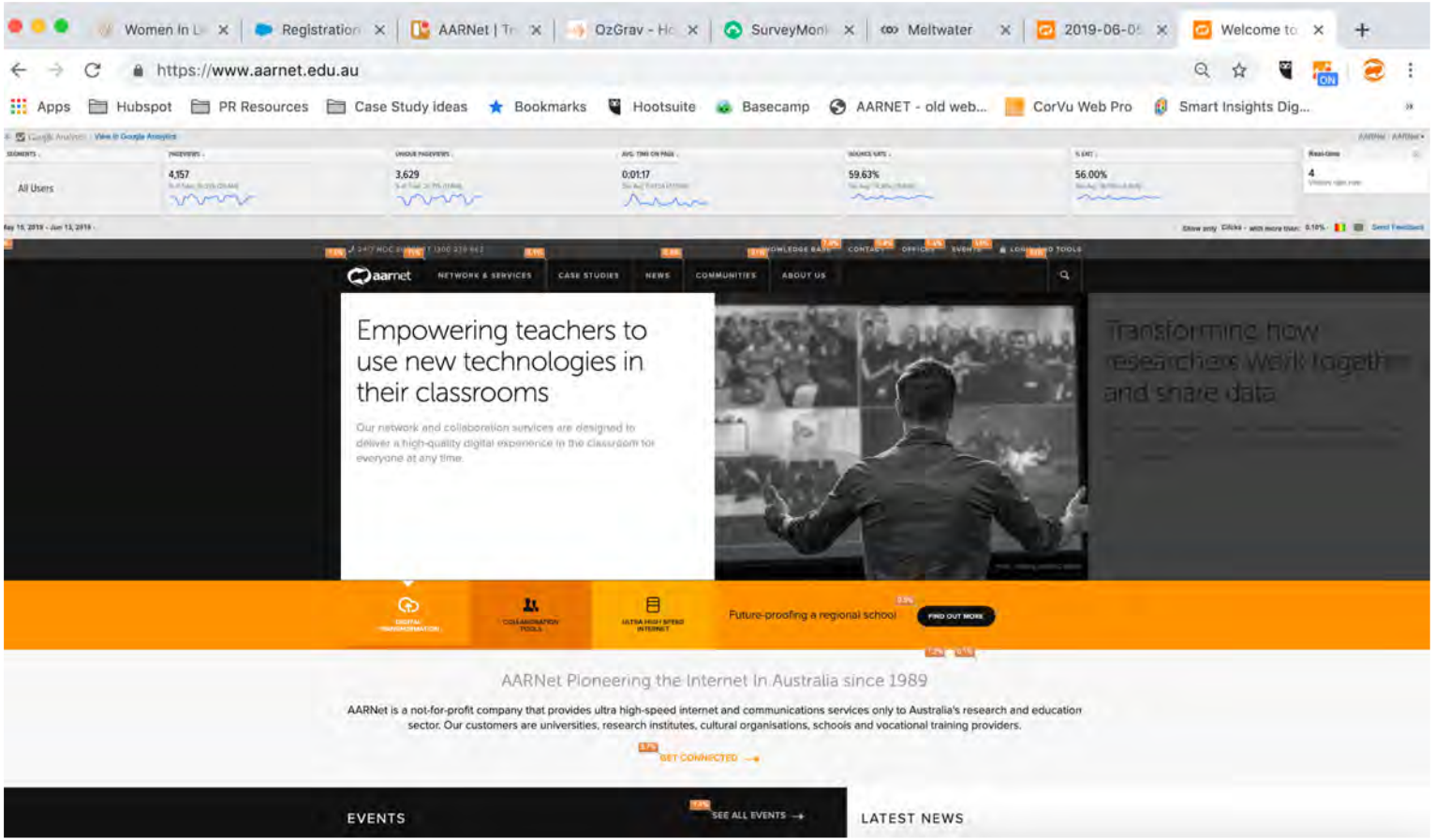
Media Monitoring

eNewsletter & Social Media Analytics

Customer Value Reports



Google Analytics
8+ Properties


https://www.aarnet.edu.au
Apps
Hubspot
PR Resources
Case Study ideas
Bookmarks
Hootsuite
Basecamp
AARNET - old web...
CorVu Web Pro
Smart Insights Dig...
All Users
4,157
3,629
0:01:17
59.63%
56.00%
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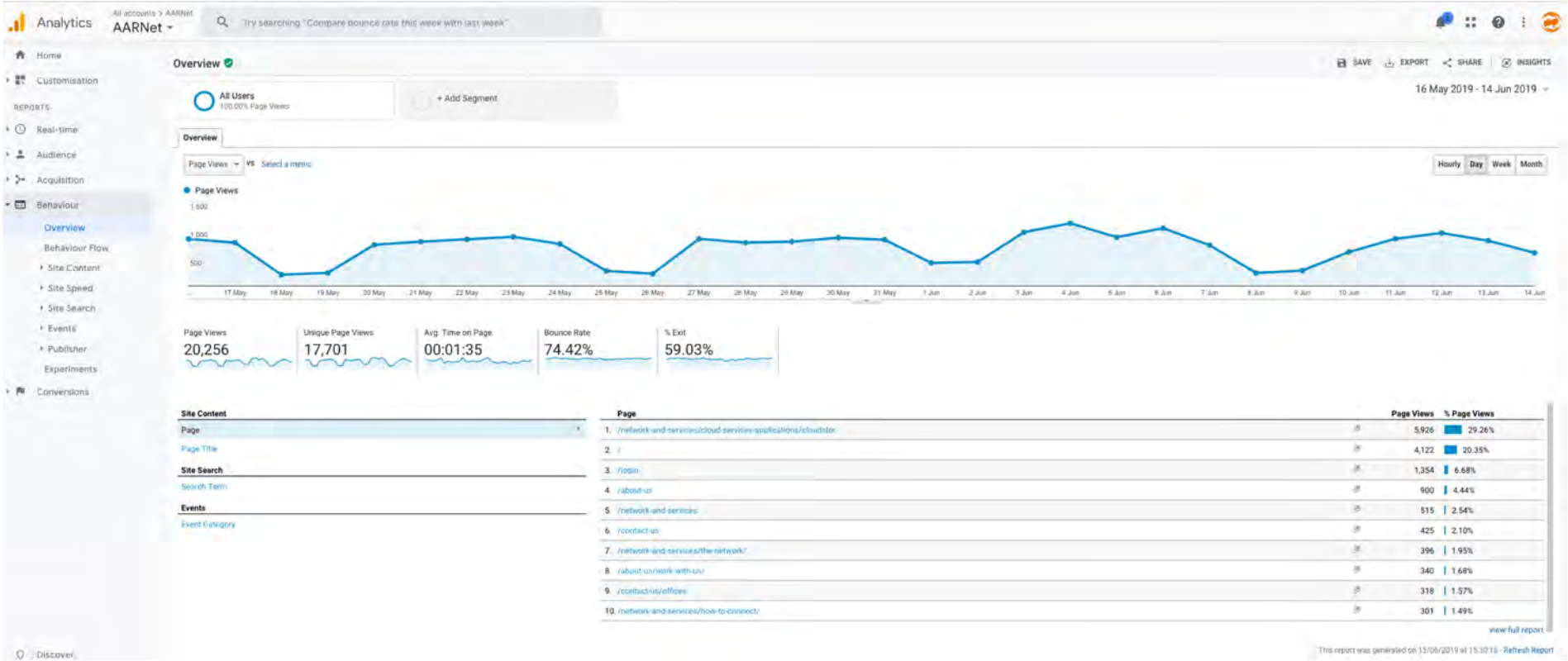
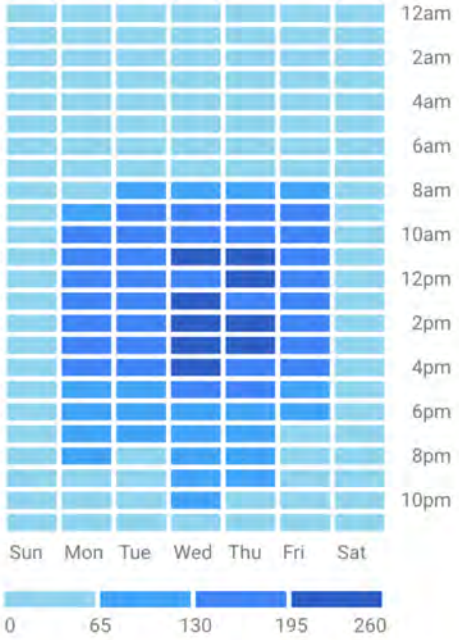
NETWORK & SERVICES
CASE STUDIES
NEWS
COMMUNITIES
ABOUT US
Empowering teachers to use new technologies in their classrooms
Our network and collaboration services are designed to deliver a high-quality digital experience in the classroom for everyone at any time.
Transforming how researchers work togeth and share data
Future-proofing a regional school
FIND OUT MORE
AARNet Pioneering the Internet In Australia since 1989
AARNet is a not-for-profit company that provides ultra high-speed internet and communications services only to Australia's research and education sector. Our customers are universities, research institutes, cultural organisations, schools and vocational training providers.
GET CONNECTED
EVENTS
SEE ALL EVENTS
LATEST NEWS

GOOGLE ANALYTICS



When do your users visit?

Users by time of day



Last 30 days

Where are your users?

Sessions by country

Last 7 days LOCATION OVERVIEW

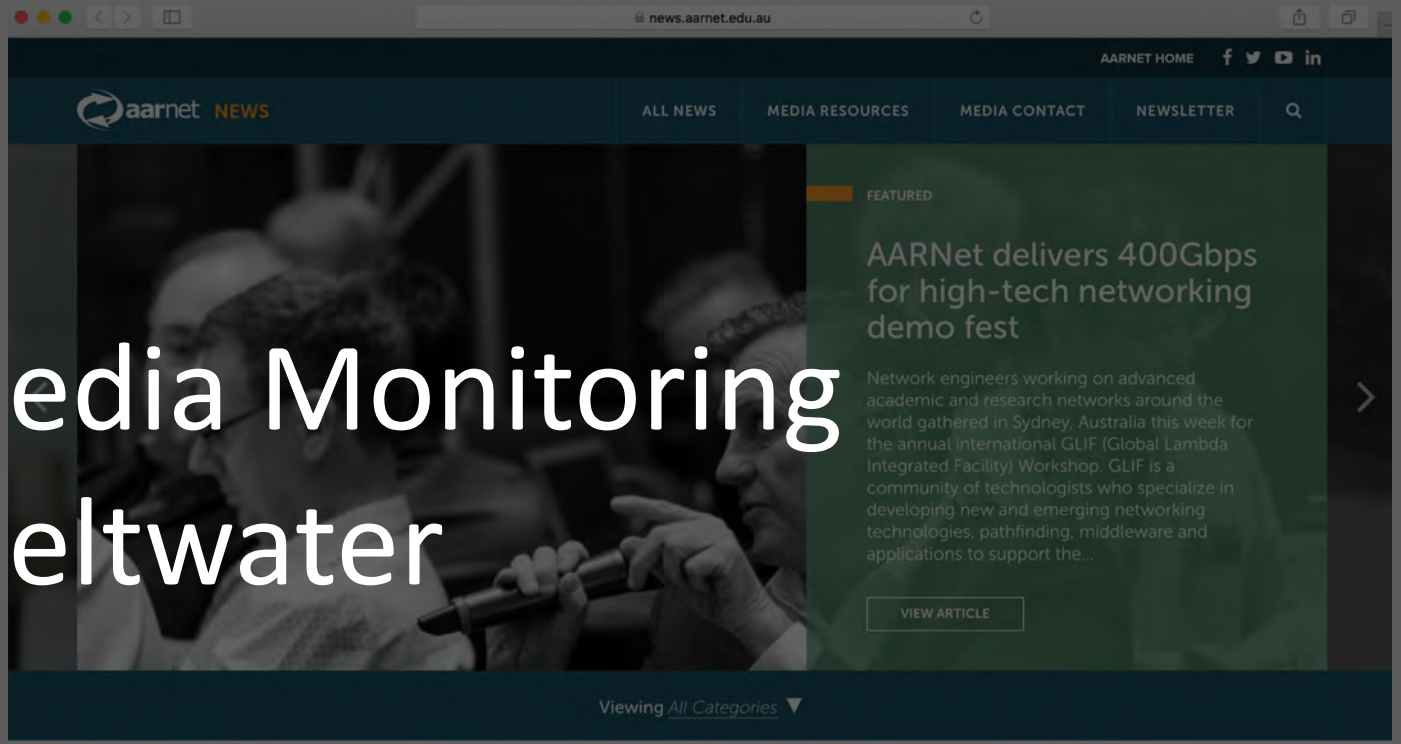
What are your top devices?

Sessions by device

Desktop	Mobile	Tablet
89.0%	8.9%	2.0%
↑1.2%	↓1.3%	↑0.1%

Last 7 days MOBILE OVERVIEW

Media Monitoring Meltwater



Media Exposure

Jun 14, 2018 - Jun 13, 2019

The Media Exposure widget provides insight into how media coverage is trending over time.

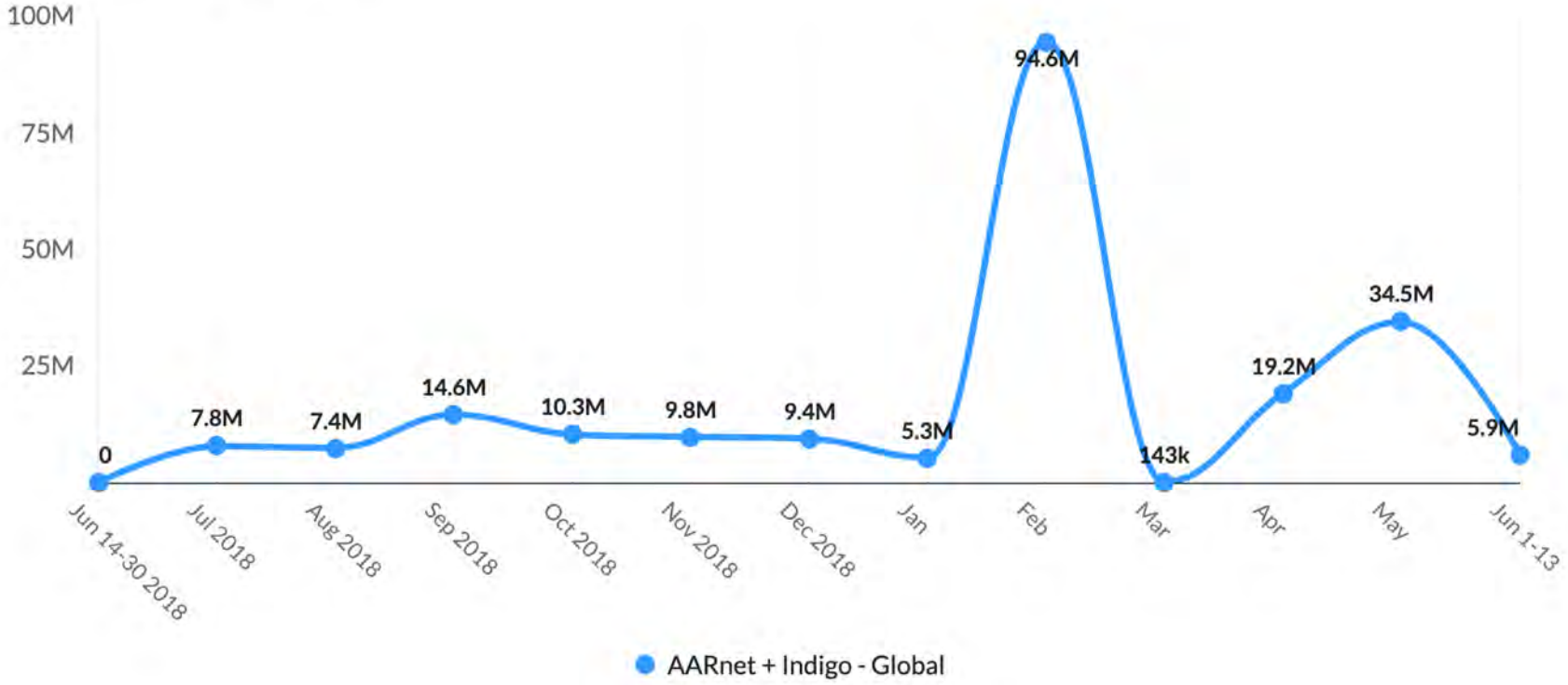
Total Media Exposure

Compared to last period

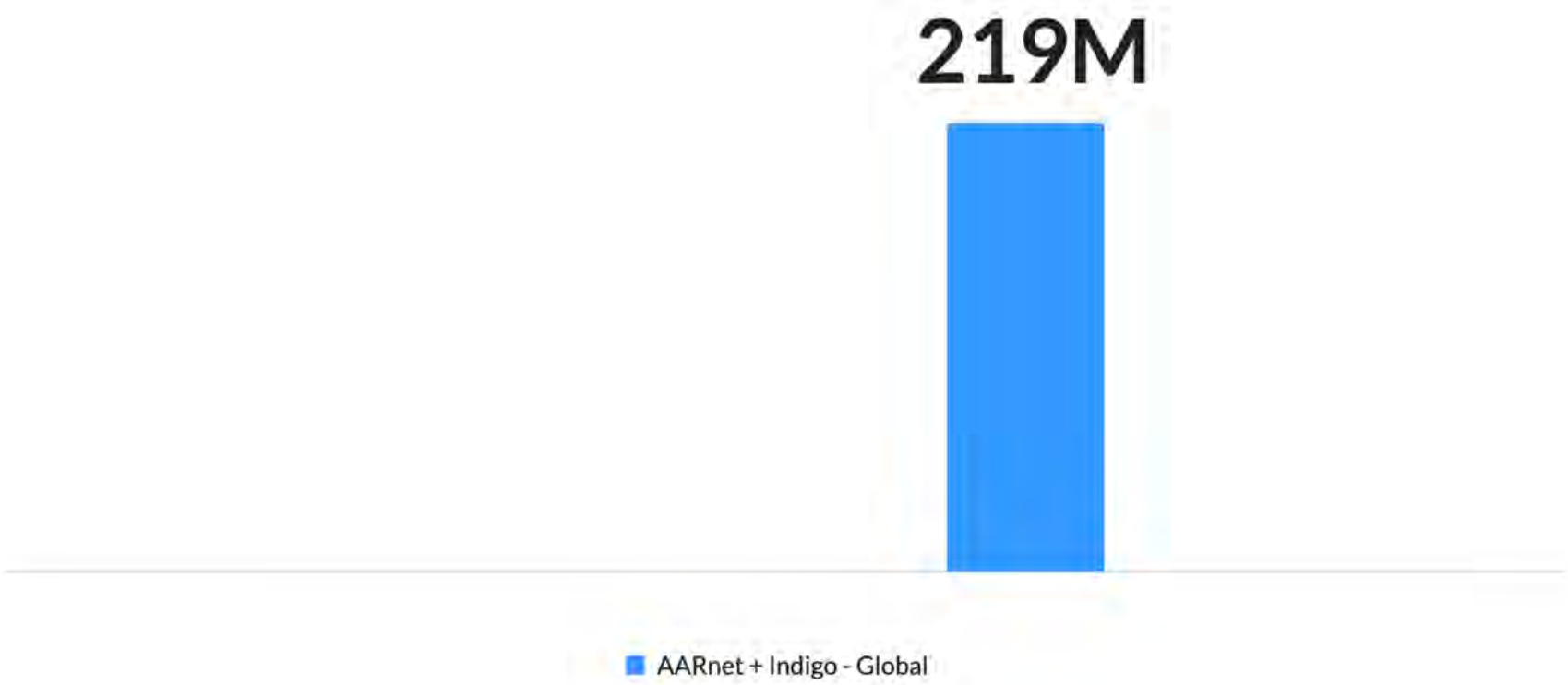
253

▲ 38%

Potential Reach



Potential Reach



Top Publications

Jun 14, 2018 - Jun 13, 2019

The Top Sources widget provides insight into how coverage is broken down by media outlet.

Email Marketing + Social Media Analytics

What's new? 400Gbps for tech demos, your biggest networking challenges, CERN cloud storage collaboration, eduroam at QLD airports

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AARNet News

aarnet
Australia's Academic and Research Network

The newsletter for Australia's Academic & Research Network community

OCTOBER 2017

Tweet Share Share Forward to Friend

400Gbps for international hi-tech networking event

AARNet provided the massive capacity to support demonstrations by technologists working to meet the data flow and data processing needs of science and research globally. The demos, utilizing a new experimental network, were held at the annual international GLIF (Global Lambda Integrated Facility) Workshop in Sydney.

EMAIL MARKETING - BENCHMARKS

Industry	Open Rate	Click Rate	Soft Bounce	Hard Bounce	Abuse Rate	Unsubscribe Rate
Education and Training	21.80%	2.48%	0.54%	0.37%	0.009%	0.20%
Non-Profit	24.11%	2.57%	0.50%	0.35%	0.009%	0.20%
Telecommunications	20.27%	2.20%	0.96%	0.69%	0.010%	0.24%

Source: https://mailchimp.com/resources/email-marketing-benchmarks/

AARNET NEWSLETTER

1000+ subscribers

OPEN RATE = 34.2%

CLICK RATE = 7.6%

AARNet News

aarnet

The newsletter for Australia's Academic & Research Network Community

April 2019

Share Tweet Forward

The NSW Office of Environment and Heritage solves data access issues with AARNet

A customised AARNet network solution has greatly improved access to essential satellite imagery and geospatial data for researchers who help inform government policy on land management.

SPOTLIGHT ON

Networkshop Student ePoster Competiton - entries close 9 May

The Networkshop Student ePoster Competition is a great way for students to present a project, current developments, or research in a short and concise format, to an audience of engineers who are operating production networks. Prizes will be awarded to the top three ePoster presentations.

AARNet trials 600 Gbps over live network with Cisco

In a groundbreaking terrestrial trial, AARNet and Cisco demonstrated 600 Gigabits per second (Gbps) on the AARNet production network using Cisco Network Convergence System (NCS) 1004. This trial is a first for Australia and proves the future scalability of the AARNet network.

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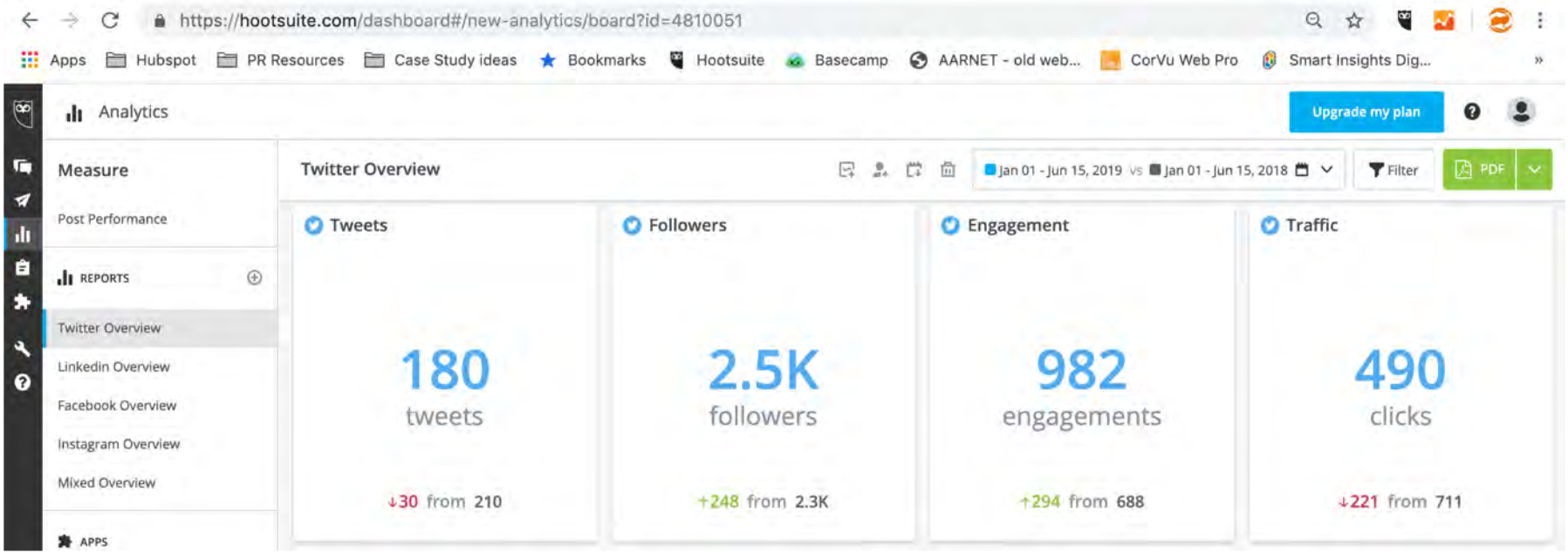
HOOTSUITE ANALYTICS



Customer Value Reports

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EDUROAM
ZOOM
AARNET4 INTERNET
GB received on AARNet network
1,600,000
1,200,000
800,000
400,000
0
Last 24 months
On-Net / Off-Net Usage
On-Net
80%
Off-Net
20%
For all of 2019 & 2020, AARNet is reducing your excess traffic rate to zero! No extra charges, no matter how much traffic is consumed.
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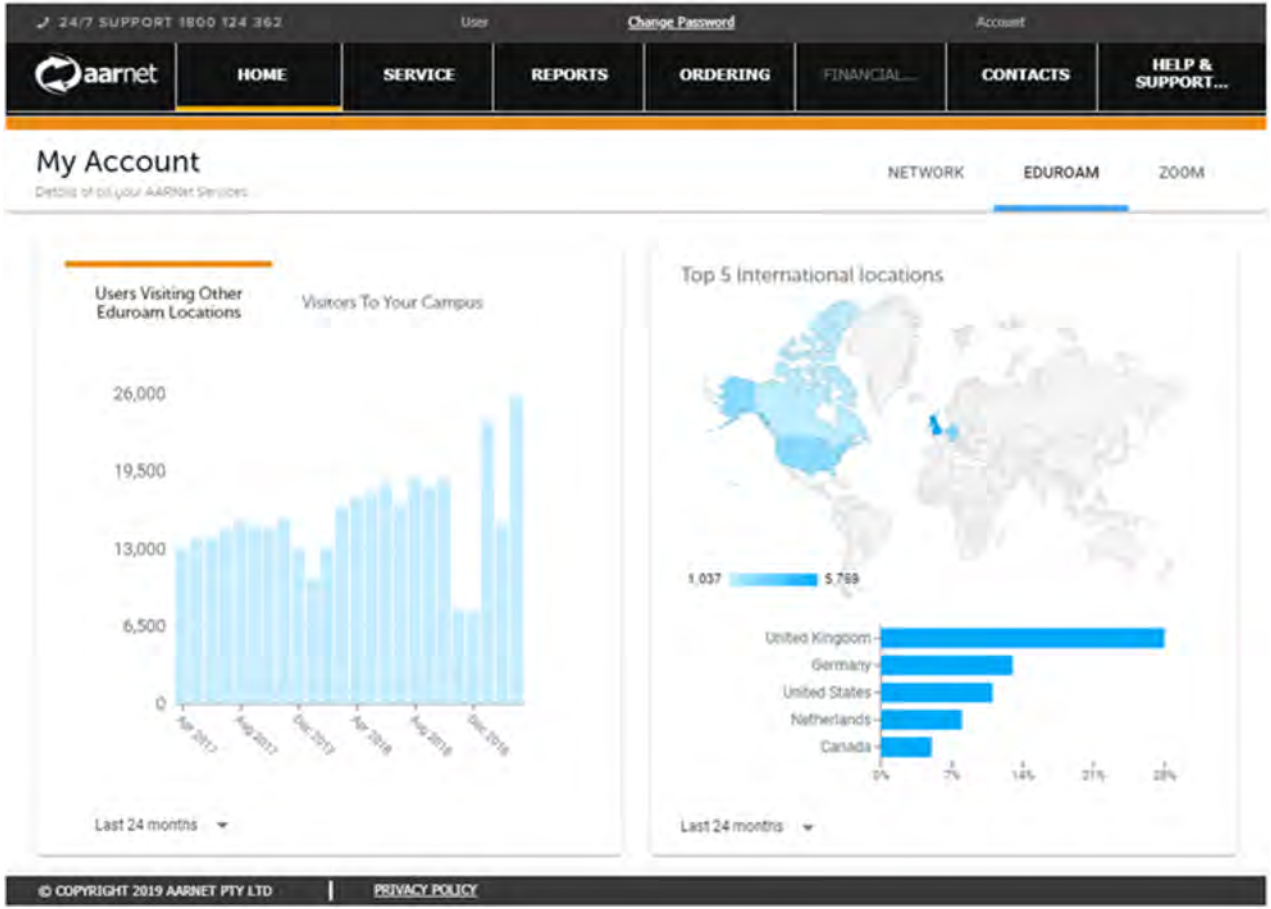
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EDUROAM
ZOOM
Users Visiting Other Eduroam Locations
Visitors To Your Campus
26,000
19,500
13,000
6,500
0
Last 24 months
Top 5 international locations
1,037
5,799
United Kingdom
Germany
United States
Netherlands
Canada
0%
7%
14%
21%
28%
Last 24 months
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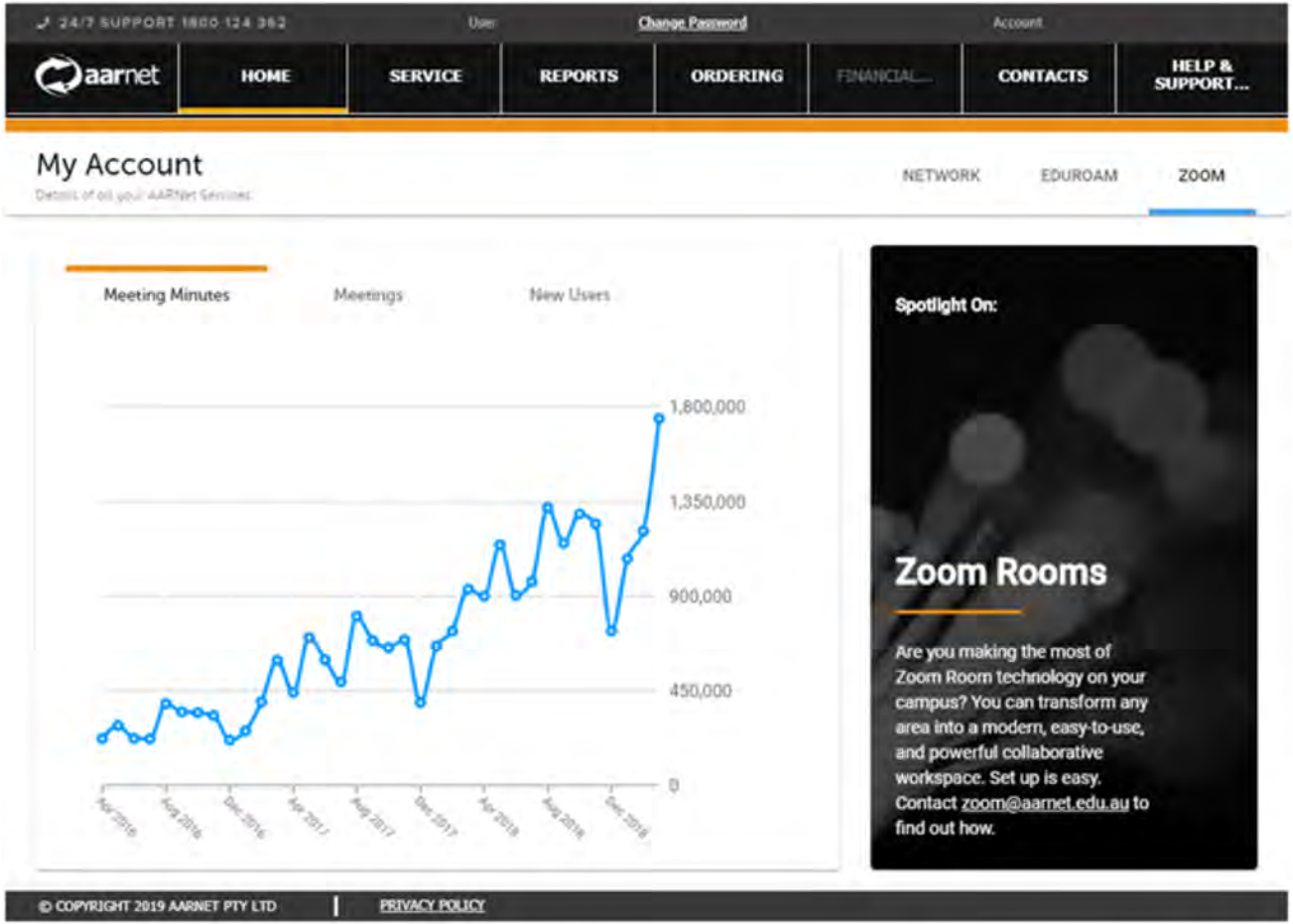
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ZOOM
Meeting Minutes
Meetings
New Users
1,800,000
1,350,000
900,000
450,000
0
Spotlight On:
Zoom Rooms
Are you making the most of Zoom Room technology on your campus? You can transform any area into a modern, easy-to-use, and powerful collaborative workspace. Set up is easy. Contact zoom@aarnet.edu.au to find out how.
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THANK YOU