

From: Uyen Mai
To: Bill Scroggins
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Subject: Advertising Impact

Good news.

Here are some numbers showing the impact of recent advertising and email marketing.
This is based on tracking the link we are driving people to view.

	2014 Summer Web Site	2015 Summer Web Site	Difference
Page Views*	28,728	53,798	+25,070 (+87%)
Unique Page views*	23,583	34,543	+10,960 (+46%)

*from Jan. 1 through May 20 of that year

Uyen "Yen" Mai
Mt. San Antonio College
Director of Marketing and Communication
1100 N. Grand Ave.
Walnut, CA 91789
(909) 274-5448