



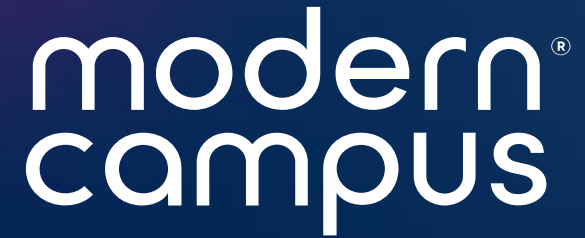
Introduce  
yourself in the  
chat! Which  
institution are  
you representing?

## Message Analytics

Showcase your program's impact with your message history and data.

**Kelsey Seale**

Wednesday, December 10, 2025



## Message Analytics

Showcase your program's impact with your message history and data.

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# Post-Webinar Survey

- 2 minutes!
- We love knowing what you like or would like improved!
- Really helps me (Kelsey) out when presenting to my bosses 😊
- I'll provide a link at the end or you will get an email tomorrow!!!

\* 3. Overall, were you satisfied with your training?

- ☐ Yes  
☐ No

\* 4. On the following scale, how **helpful** and **informative** was the training webinar?


1 - Not Helpful	2	3 - Neutral	4	5 - Helpful
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Additional comments to reflect your score.


5. Additional feedback? We value your feedback and use it to improve the quality of our training webinars over time.

6. Don't see a session that sparks your interest? Leave us a comment with a topic that we can build a session around in the future!

# Agenda

1. Campaign Impacts
  2. Messaging Options
    - Timed Campaigns
    - Automated Keyword Responses
  3. Campaign Examples
  4. Plan a Campaign
  5. Q&A
- 

# Agenda

1. Impact of Analytics
  2. Available Data
  3. Analytics on the Dashboard
  4. Message History Demo
  5. Excel Pivot Table Practice
  6. Q&A
  7. Close
- 

Big Question:

What does "success" look like when it comes to contact communication?

# Importance of Analytics



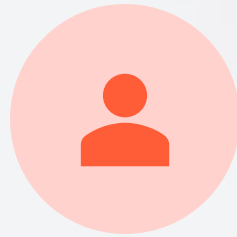
## MEASURE COMMUNICATION EFFECTIVENESS

Messages are being seen  
and acted on



## DATA-DRIVEN DECISION MAKING

Evidence-based strategy



## OPTIMIZE STUDENT JOURNEYS

Identify Bottlenecks



## DEMONSTRATE ROI

Show Value



## CONTINUOUS IMPROVEMENT LOOP

A/B testing

# What can you learn from your analytics dashboard?

What day of the  
week or time of day  
are messages most  
successful?

What are some  
users doing that  
other users aren't?

How many  
program messages  
are being sent out?

Does the use of  
emojis or media  
change the success  
of my messaging?

How engaged are  
students in  
our messaging?

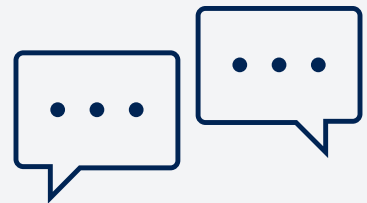


# Available Data

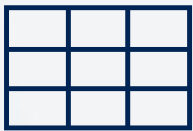
# Data is Based on Access

- Counselors have access to YOUR caseload data
- Program admin access to YOUR program data
- Account admin have access to ALL data

# Export Message History



# Contact Data File



# Analytics Dashboard



# Custom Reporting



# Export Message History

Spreadsheet of ALL texts

- Quick messages
- Adhoc
- Program
- Autoresponder

	D	E	F	G	H	I
	msg_direction	sent_type	body	media	time	sent_by
1	sent	quick	The course withdrawal deadline is tom		2025-04-03T	Lauren Bro
1	sent	quick	The course withdrawal deadline is tom		2025-04-03T	Lauren Bro
2	sent	quick	Fall 2025 classes are filling up,Âÿregiste		2025-05-16T	Lauren Bro
1-	sent	adhoc	I am sorry to hear you are		2025-08-08T	Lauren Bro
1	sent	quick	The course withdrawal deadline is tom		2025-04-03T	Lauren Bro
0f	sent	quick	Fall 2025 classes are filling up,Âÿregiste		2025-05-16T	Lauren Bro
0	sent	quick	The course withdrawal deadline is tom		2025-04-03T	Lauren Bro
b	sent	quick	Register for fall classes!		2025-06-17T	Lauren Bro
0	sent	quick	The course withdrawal deadline is tom		2025-04-03T	Lauren Bro
3-	sent	quick	The course withdrawal deadline is tom		2025-04-03T	Lauren Bro
5	sent	quick	Don,Âÿt get left out in the cold,Âÿsecure		2024-12-10T	Lauren Bro
1	sent	quick	Register		2025-07-08T	Lauren Bro

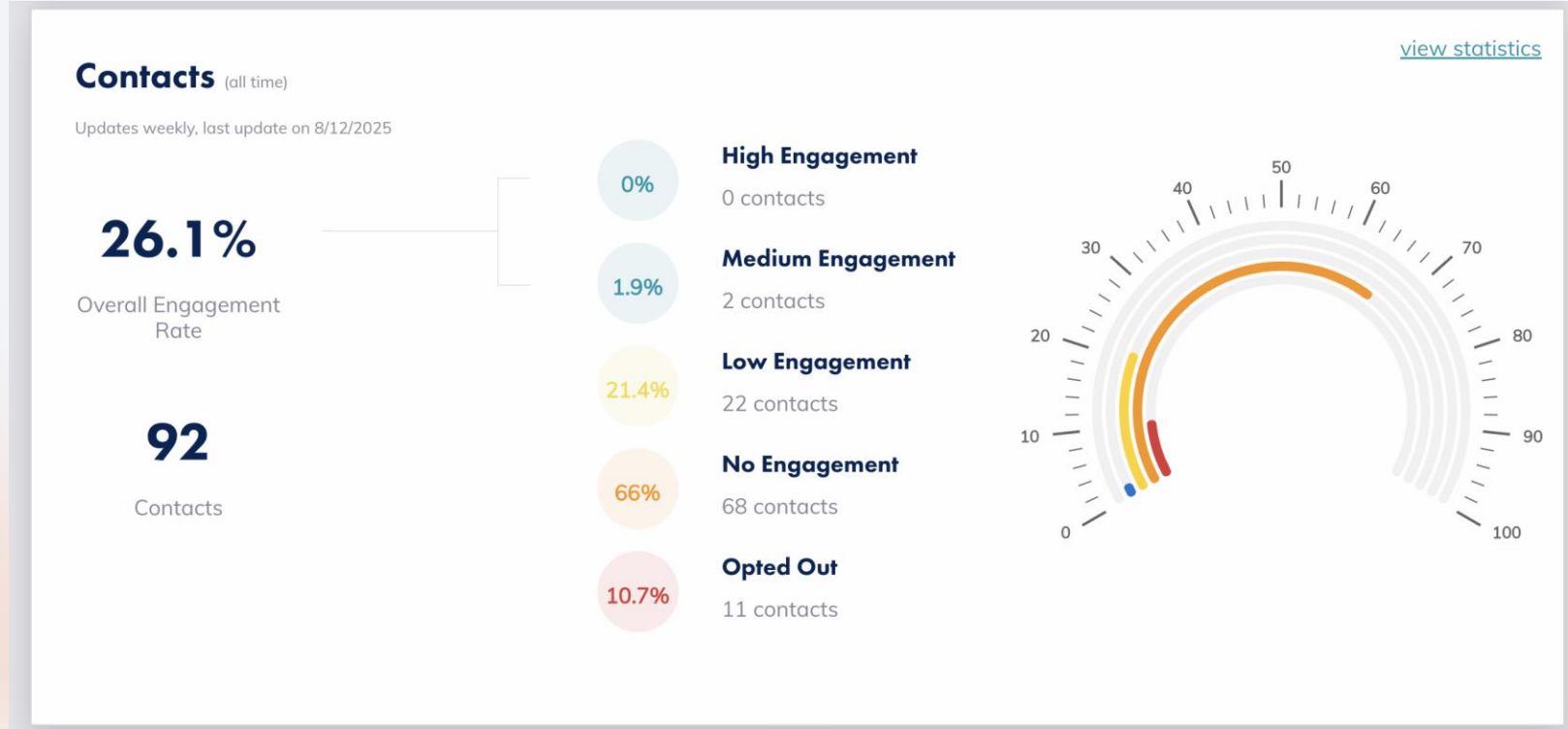
# Contact Data File

- Most current data file for your program's contacts
- Includes
  - Name Phone number
  - Program ID
  - All custom data

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	customer_id	gender	first_name	last_name	phone	timezone	group_list	major	gpa	advisor	start_term	grad_term	next_appoint	registration_
2	89		Cason	Barton	1.5556E+10	US/Eastern	2023;John	Biology	3.2	Stan	Fall_2020	Spring_2022	11/1/20	FALSE
3			Alyssa	Kels	1.5556E+10	US/Eastern	New Participants							
4	71		Holly	Chapman	1.5551E+10	US/Eastern	2021;Patrick	Psychology	3	Erin	Fall_2018	Spring_2022	10/13/20	FALSE
5	6		Alisa	Weeks	1.5551E+10	US/Eastern	Seale	Engineering	3	Gary	Fall_2020	Spring_2024	8/7/20	FALSE
6	17		Bruce	Jones	1.5551E+10	US/Eastern	2023;Patrick	Communicat	3	May	Fall_2019	Spring_2022	8/18/20	FALSE
7	10		Mckenna	Hardin	1.5551E+10	US/Eastern	2022;David	Economics	2.67	Mike	Fall_2020	Spring_2024	8/11/20	FALSE
8	22		Genevieve	Jensen	1.5551E+10	US/Eastern	2022;Kelsey	Communicat	2.75	Mike	Fall_2020	Spring_2024	8/23/20	FALSE
9	42		Isiah	Morgan	1.5551E+10	US/Eastern	2022;Alison	Economics	2.41	Gary	Fall_2020	Spring_2024	9/15/20	FALSE
10	54		Willow	Suarez	1.5551E+10	US/Eastern	2022;Alison	Nursing	2.99	Gary	Fall_2020	Spring_2024	9/27/20	FALSE
11	78		Madelynn	Taylor	1.5551E+10	US/Eastern	2022;Archive	English	2.56	Gary	Fall_2019	Spring_2023	10/20/20	FALSE
12	84		Amelia	Quintana	1.5551E+10	US/Eastern	2022;Patrick	Engineering	2.8	Mike	Fall_2020	Spring_2024	11/13/20	FALSE

# The Analytics Dashboard

- Program-wide stats
- Export individual contact engagement data



# Admin Dashboard Analytics

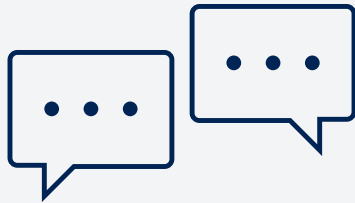
## Real-time Stats



## Contacts (all time)



## Messages



## Counselor Stats





# Dashboard: Real-time Stats

- Quick at-a-glance program-wide stats
- Real-time updates
- Covers your entire **program** history

## Real-time Stats

Contacts

**103**

Total Contacts

**92**

Opted In

**11**

Opted Out

Messaging

**2,399**

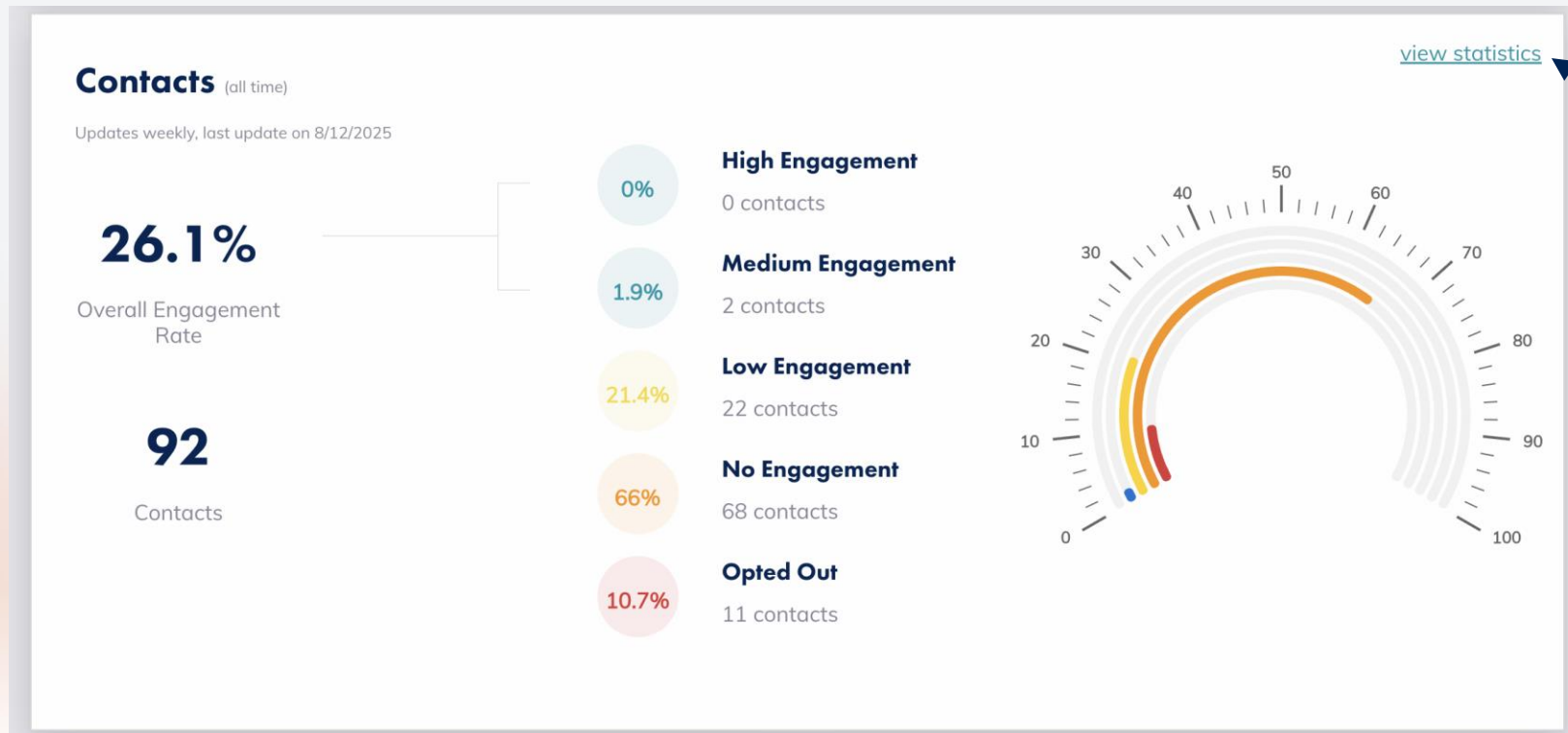
Messages Sent

**36**

Messages Received

# Dashboard: Contact Engagement Report

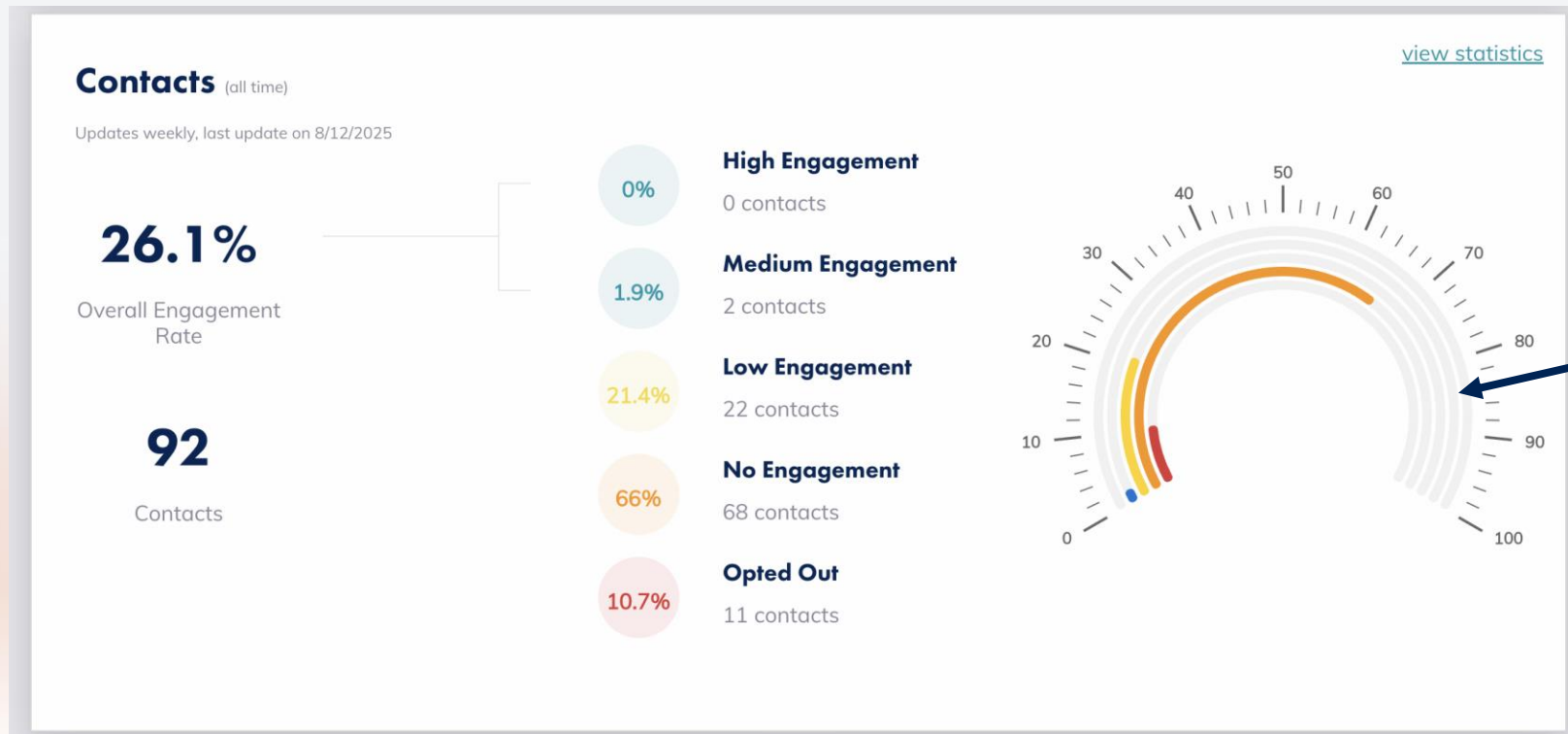
- Measures engagement = contact response rate
  - Most valuable for programs looking for contact back-and-forth texting
- Real-time updates



Click to see  
and export  
individual  
contacts!

# Dashboard: Contact Engagement Report

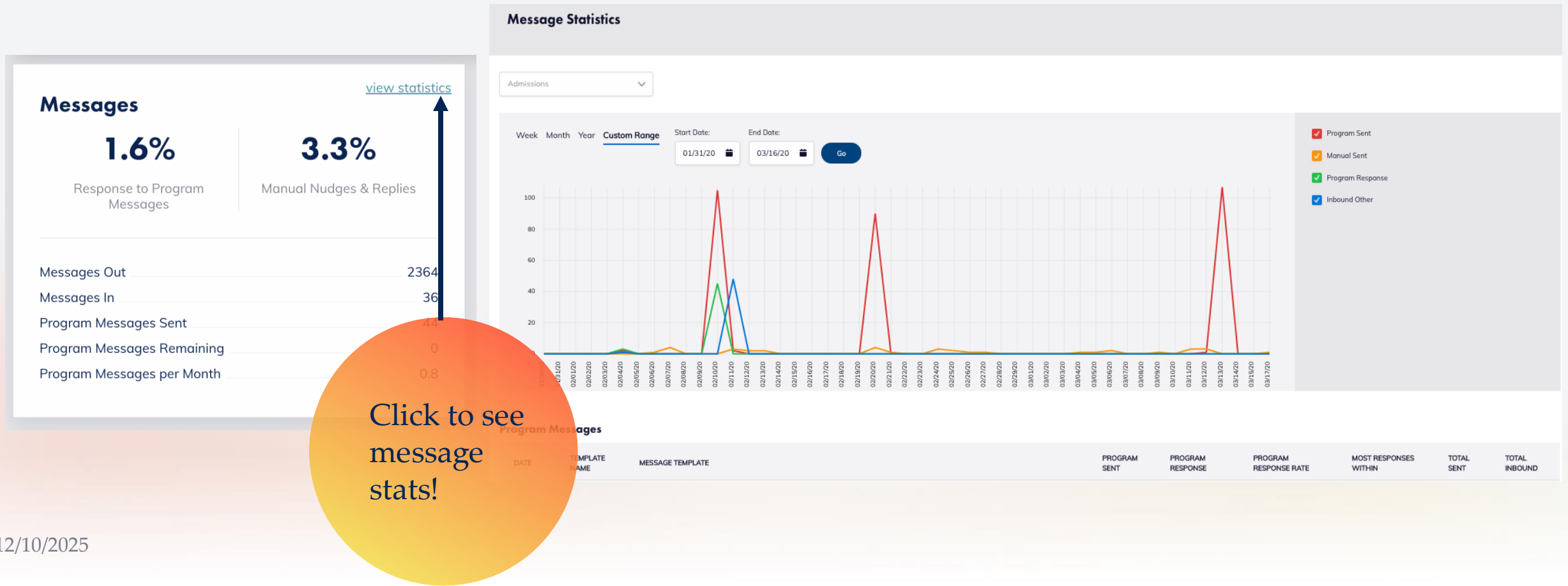
- Most of your texts are informational: Expect a lower rate
- Most of your texts are conversational: Look for a higher rate



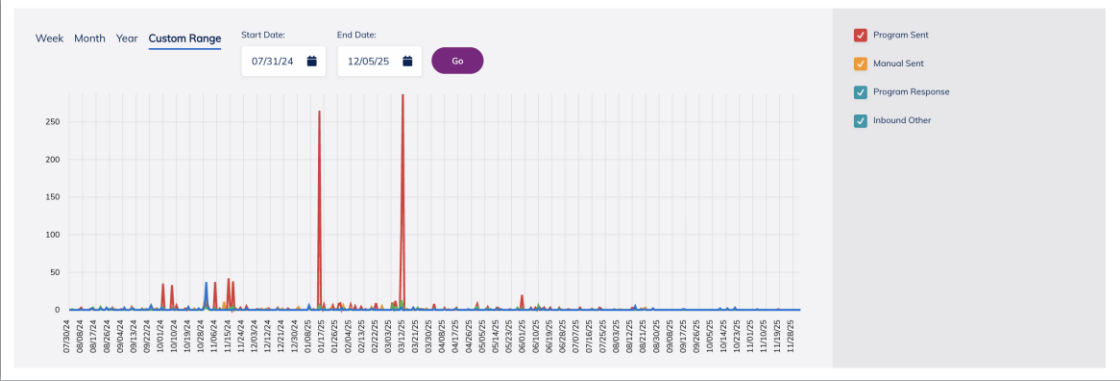
Want higher engagement?  
Ask for a response!

# Dashboard: Message Statistics

- Program-wide stats
- Quick messages and program messages



# Message Statistics

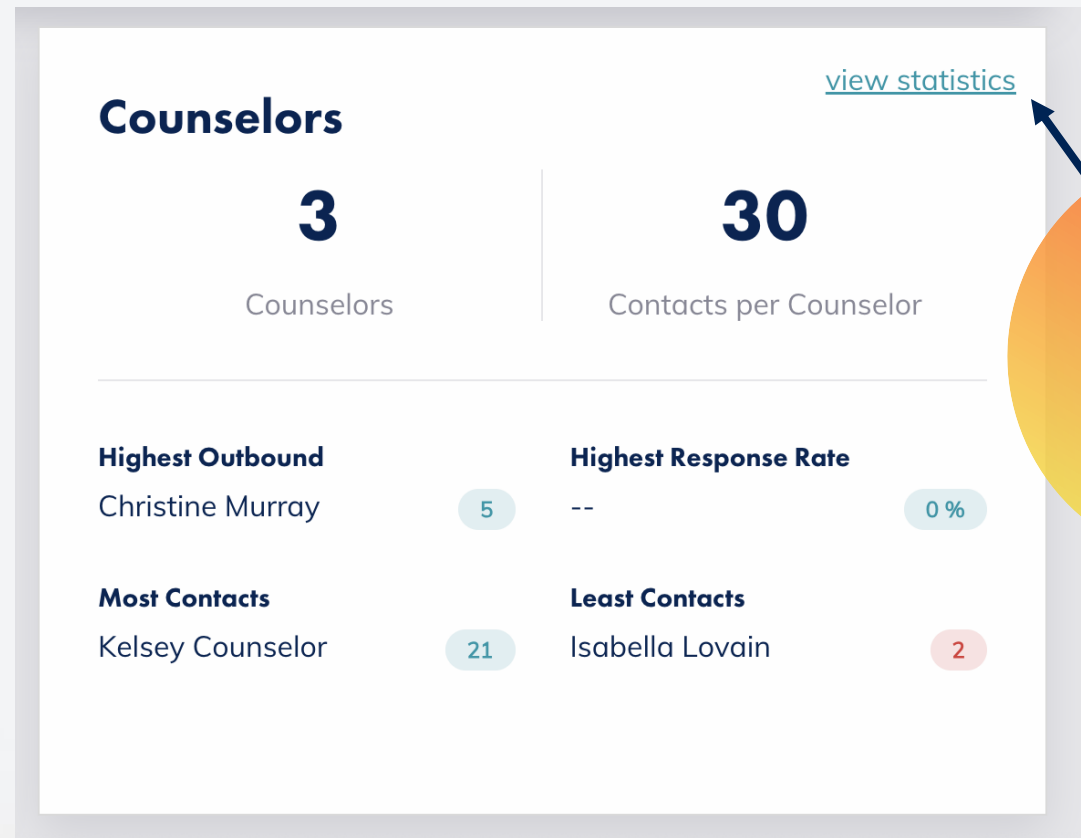


## Program Messages

DATE	TEMPLATE NAME	MESSAGE TEMPLATE	PROGRAM SENT	PROGRAM RESPONSE	PROGRAM RESPONSE RATE	MOST RESPONSES WITHIN	TOTAL SENT	TOTAL INBOUND
2024-	--	--	--	--	--		1	1
2024-11-14	qm-2bb30e4f-d5e4-45cf-8945-10155d0a04b2	"Aaa"	4	--	0%		42	1
	qm-39dd8f18-b18d-4601-bc61-80e1eda5e01f	"test smart send"	38	1	2.63%	<a href="#">1 min</a>		
2024-11-15	qm-85b5d674-2c06-415d-bde3-3f02801305ae	"Testing this short message 3 min out to see if you receive it - please respond if you do. Thank you!"	4	3	75%	<a href="#">1 min</a>	4	3
2024-11-17	FY_GOLDEVENT_NOV_2024_TEST3	"Welcome!"	38	4	10.5%	<a href="#">2 weeks</a>	38	4

# Dashboard: Counselor Statistics Report

- See contacts allocated to each counselor.
- See engagement rate.
- **Coaching Opportunity:** What are counselors with high engagement rate doing differently?



Click to see each councilor's stats!

# Demo Modern Campus University Analytics Dashboard



# Message History Export



# What can you learn from a message history export?

How many contacts responded “Yes” to “Are you still interested in applying?”

How many new contacts did we register this year?

Which user is sending out the most adhoc messages?

How many times did the autoresponder reply to an incoming text?

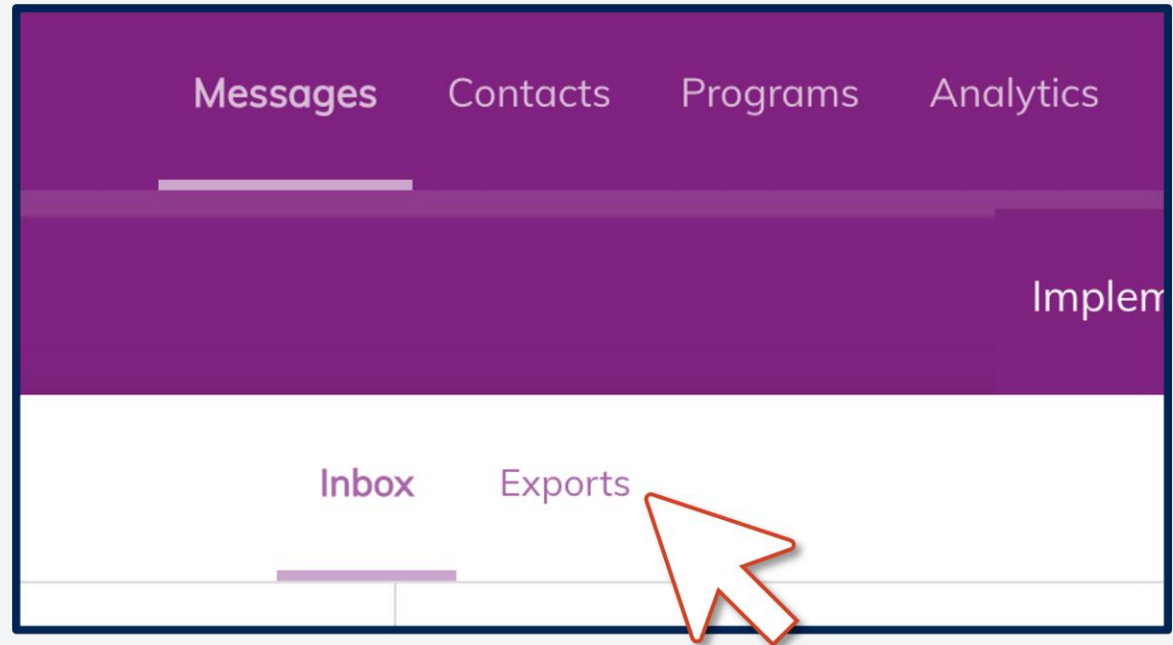
How many birthday messages went out this year?

# How to Download Your Message History



# 1. Access the Exports Tab

- Select the “Messages” tab.
- Select the “Exports” tab.




## 2. Select Your Program

- Select **your program** from the dropdown menu

**Which program are we exporting messages from?**

You may only include one program per message export.

Select a program ▼



### 3. Select Your Message Date Range

- **All Messages**
  - Every single message ever sent or received
- Only messages within a **specific time frame**
  - Start Date
  - End Date
- **Confirm** when you're ready

**Which program are we exporting messages from?**

You may only include one program per message export.

Alumni Relations ▼

**Which messages do you want to include?**

☐ All Messages

☒ Only messages within a specific time frame

Start: 04/01/24, 12:00 AM 📅

End: 04/11/24, 12:00 AM 📅

Timezone: US/Eastern ▼

Confirm Export

## 4. Export and Download Your Report

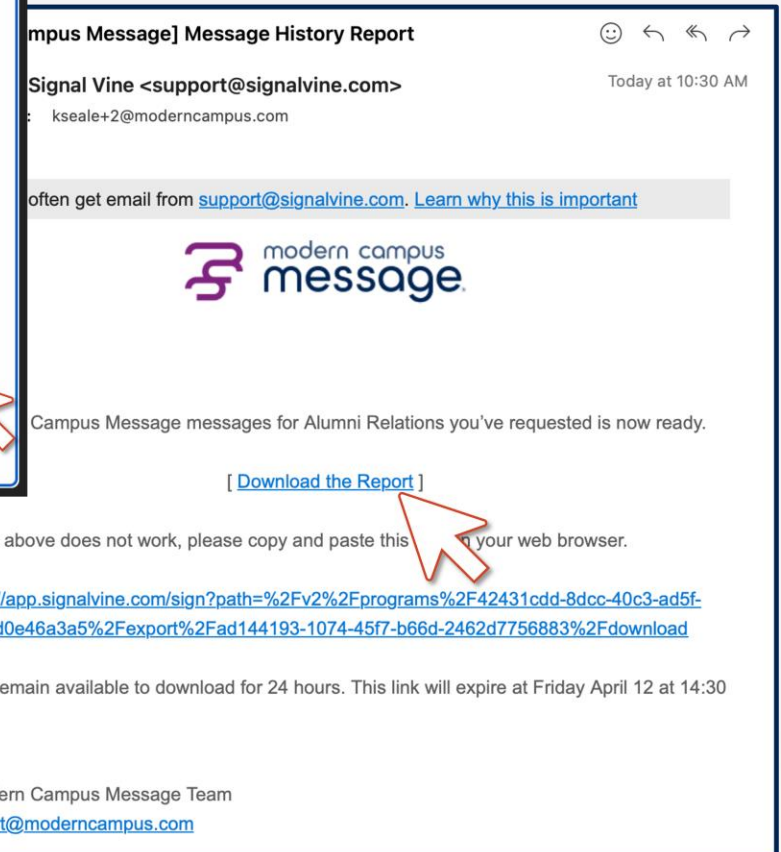
- Select “Export.”
- Go to your **email inbox**.
- Select “Download the Report.”

**Export Messages Confirmation** ✕

The export will be delivered to **kseale+2@moderncampus.com**.  
Please confirm the following export details below:

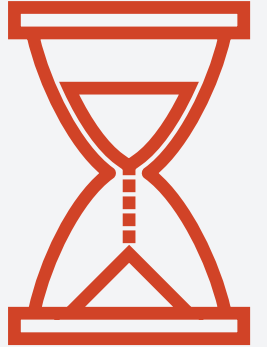
Program:	Alumni Relations
Export Type:	Custom Messages
Start Date:	04/1/24 @ 12:00 AM
End Date:	04/11/24 @ 12:00 AM
Timezone:	US/Eastern

**Export**  
Cancel



# Keep In Mind, When Downloading Reports...

- Reports typically take less than 5 minutes.
  - They can take up to 15 depending on time of day and file size!
- You can run the report every 2 hours.
  - Need to run again? Slightly change the date parameters.



# Column Headers Defined

## **message\_id**

A unique ID for each message—useful for tracking or referencing specific communications.

\* Messages with the same template\_id will still have a unique message\_id because they are associated with a specific contact.

## **participant\_id**

Unique signalvine\_id for each contact/user—helps tie messages to individuals.

## **template\_id**

- Messages sent in the platform have unique template IDs.
- Program messages created with the template will have the same ID.
- Quick messages sent from the platform will have the same ID.



# Column Headers Defined



**msg\_direction** Indicates who sent it: Sent (you) or Received (the contact).



**sent\_type**

How the message was sent: via a program template, quick send, autoresponder, ad hoc, or handler.

- **Quick:** Anything sent from the “Send” or “Send to current result” in the platform.
- **Program:** Messages sent using the message template.
- **Autoresponder:** Messages sent from the autoresponder.
- **Ad hoc:** Messages sent in the message history / conversation. Individual conversations with contacts.
- **Handler:** n/a: Automated key-word responses built into a program messages. (i.e. "Respond Yes or No.")

# Column Headers Defined



**body**

The content of the message with merge fields already populated.

**media**

MMS content (if any) associated with the message.

**time**

The timestamp of the message in your **local** timezone (ISO format).  
May 13, 2025 at 8:42pm.

# Using Pivot Tables

Message History Export

# How many “Welcome” texts have been sent?

	A	B
1	sent_type	program
2		
3	Row Labels	Count of sent_type
4	registration_4.5.25	5
5	welcome_message	4
6	Grand Total	9
7		
8		
9		
10		
14		
15		
16		

Filter to “program”

“program” = messages set up with a template!

Filters: sent\_type, template\_id

Columns: sent\_type

Rows: template\_id

Values: Count of sent..., sent\_type

Drag fields between areas

# How often is the autoresponder used?

	A	B	C
1			
2			
3	<b>Row Labels</b>	<b>Count of msg_direction</b>	
4	adhoc	3	
5	autoresponder	2	
6	bot	1	
7	handler	3	
8	n/a	10	
9	program	3	
10	quick	7	
11	(blank)		
12	<b>Grand Total</b>	<b>29</b>	
13			
14			
15			
16			
17			

PivotTable Fields

☒ sent\_type

Filters

Columns

Rows

: sent\_type ⓘ  
**sent\_type**

Values

: Count of msg\_d... ⓘ  
**msg\_direction**

# Which autoresponder messages are being used?

*Filter "sent\_type" to autoresponder!*

The screenshot displays a data management interface. The main table has columns labeled D, E, and F. The 'sent\_type' column in the header is highlighted, and a filter icon is shown in the header cell. The table contains two rows of data:

	D	E	F
	msg_dir	sent_type	body
la	sent	autoresponder	Registration opens April 3rd and closes May 3rd.
la	sent	autoresponder	Registration opens April 3rd and closes May 3rd.

The sidebar on the right shows the 'Filter' settings for 'sent\_type'. The 'Filter' section is expanded, showing a list of options: 'adhoc', 'autoresponder' (selected), 'bot', 'handler', 'n/a', 'program', and 'quick'.

# What types of messages are users sending? Do you want to create goals around these?

Row Labels	Count of sent_type
<b>Company Messages</b>	<b>7</b>
autoresponder	2
handler	5
<b>Daniel Woldehana</b>	<b>1</b>
adhoc	1
<b>Eric Stevens</b>	<b>5</b>
adhoc	2
n/a	2
quick	1
<b>Nathan Rotach</b>	<b>2</b>
n/a	2
<b>Patrick Star</b>	<b>15</b>
n/a	3
program	9
quick	3
<b>Siggy</b>	<b>1</b>
<b>Tammy Brown</b>	<b>6</b>
n/a	3
quick	3
<b>(blank)</b>	
<b>Grand Total</b>	<b>37</b>

☐ message\_id  
☐ participant\_id  
☐ template\_id  
☐ msg\_direction  
☒ sent\_type  
☐ body

Filters

Columns

Rows

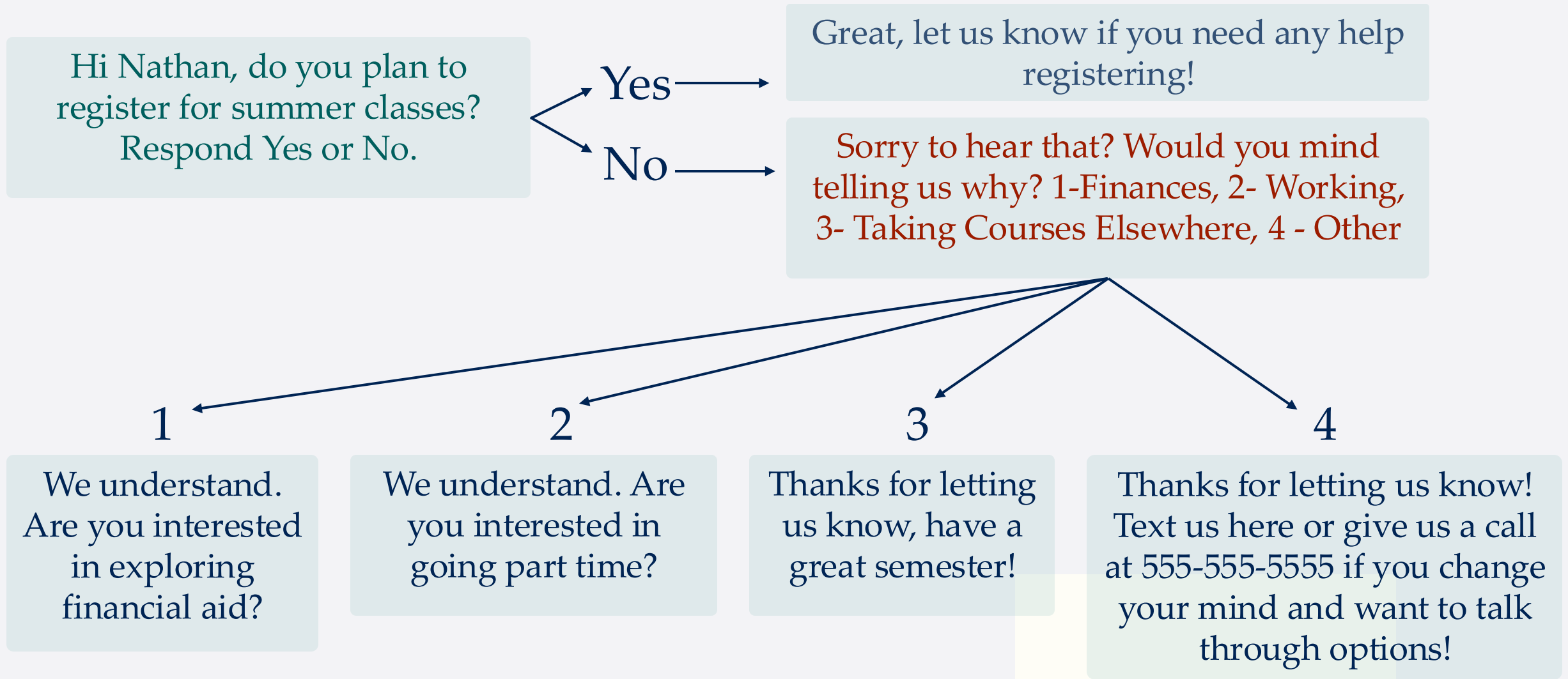
Values

sent\_by

sent\_type

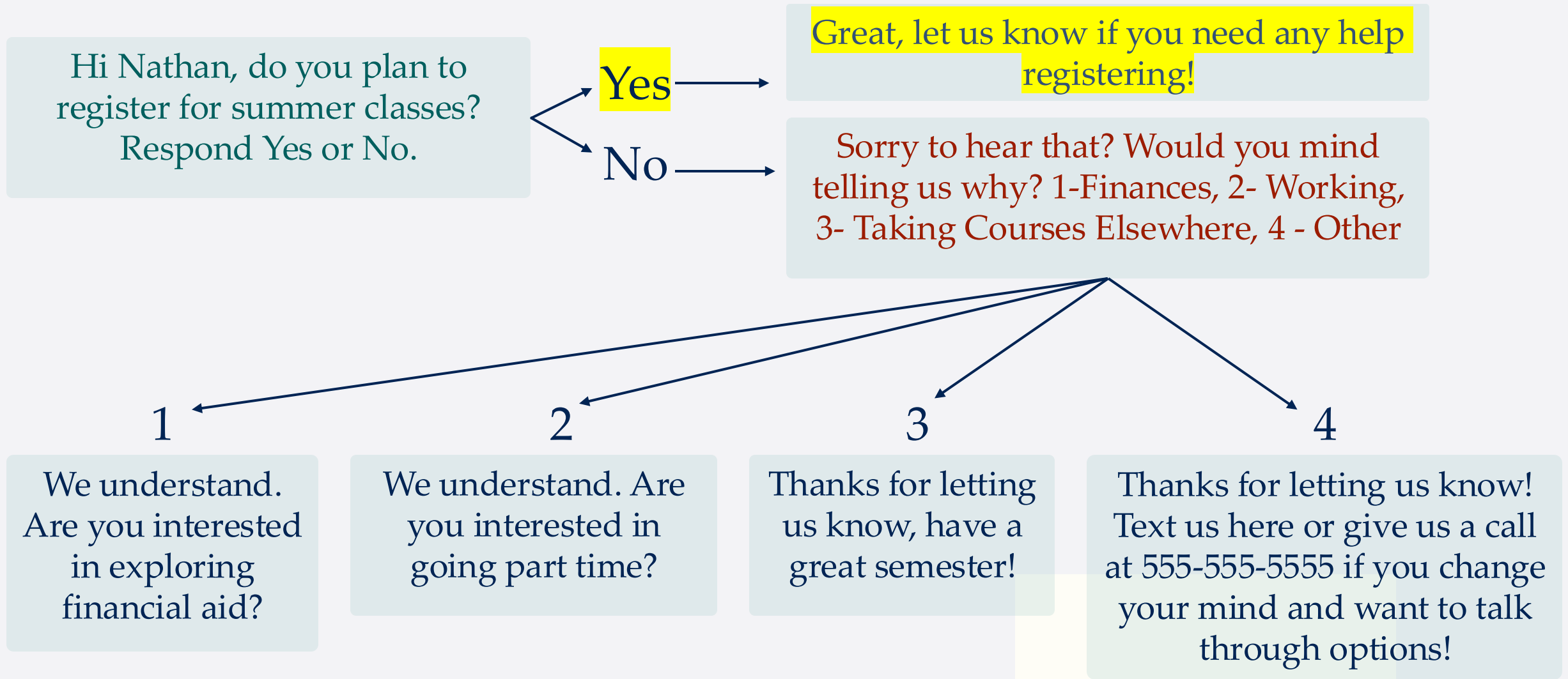
Count of sen...

# How many people responded “Yes” they are planning to register?





# How many people responded “Yes” they are planning to register?



# How many people received a certain automated response?

Filter to "handler"

	A	B	C
1	sent_type	handler	
2			
3	Row Labels	Count of sent_type	
4	Are you still planning to attend Signal Vi	1	
5	Great! Just remember the deadline to a	1	
6	We'd love to have you! Check out our av	2	
7	Grand Total	4	
8			
9			
10			

Filters

sent\_type

sent\_type

Columns

Rows

body

Values

Count of sen...  
sent\_type

"handler" = the automated texts!

# How to Create a Pivot Table



# Select All Cells on Your Sheet

AutoSave ☐

Message Export Pivot Table Samples 2.xlsx - Read-Only

Home

Insert

Draw

Page Layout

Formulas

Data

Review

View

Automate

Acrobat

Aptos Narrow (Bod...

12

Number

Conditional Formatting

Format as Table

Cell Styles

Open recovered workbooks? Your recent changes were saved. Do you want to continue working where you left off?

✕

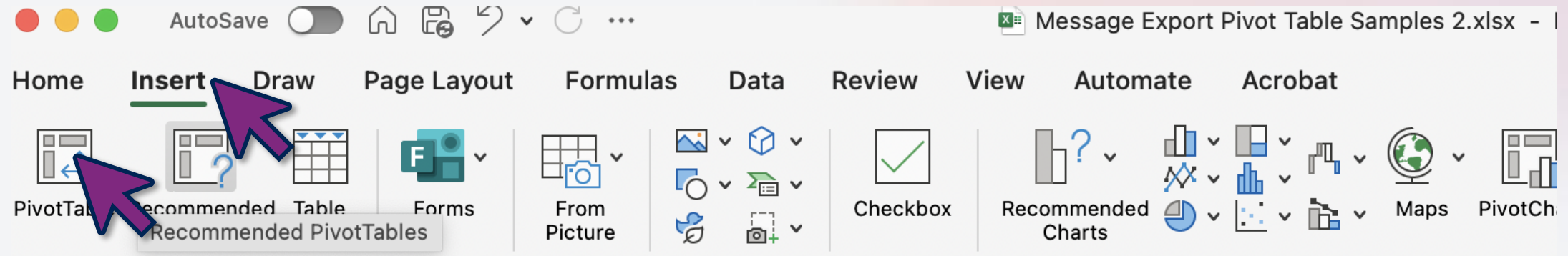
Server Workbook This file is read-only. To modify the file, tap Edit.

A1

message\_id

	A	B	C	D	
1	message_id	participant_id	template_id	msg_direction	sent
2	1b57ca-6a3e-4962-869c-ef7551a7e548	f8041b82-90f4-11ed-8129-0a5cb3eea57d3	n/a	received	n/a
3	2051d21b-ef10-4acd-9781-51d7d4aa7827	0819d6eb-8ba3-11ed-8129-0a5cb3eea57d3	n/a	received	n/a
4	6c57632d-4514-4737-99e0-694aa0bde6a	0819d6eb-8ba3-11ed-8129-0a5cb3eea57d3	n/a	received	n/a
5	7a88fd0f-77ca-49b2-9d1c-a39de8d7b007	9661a56a-1fa0-11eb-92c4-0a5a4769d11d	n/a	received	n/a
6	8dd52bfc-fa84-48ac-9e53-0a5ea92fefe8	9661a56a-1fa0-11eb-92c4-0a5a4769d11d	n/a	received	n/a
7	bb2b3d11-0a08-497c-8938-360754df04b2	f8041b82-90f4-11ed-8129-0a5cb3eea57d3	n/a	received	n/a
8	dec8d46c-6ccd-4e18-ab68-963df06f2b85	f8041b82-90f4-11ed-8129-0a5cb3eea57d3	n/a	received	n/a
9	3bc94216-9e14-4ed2-81b7-a2fae1be2a67	9661a56a-1fa0-11eb-92c4-0a5a4769d11d	registration_4.5.25	sent	progr
10	5d9081cb-bc05-4b8b-8574-3a9da500b585	9295d57d-5f55-11ec-8b68-0a5a4769d11d	registration_4.5.25	sent	progr

# Select "Insert" then "Pivot Table"



Open recovered workbooks? Your recent changes were saved. Do you want to continue working where you left off?

⌵ Server Workbook This file is read-only. To modify the file, tap Edit.

A1

	A	B	C	
1	message_id	participant_id	template_id	ms
2	1f86791a-6a3e-4962-869c-ef7551a7e548	f8041b82-90f4-11ed-8129-0a5cbeea57d3	n/a	re
3	2051d21b-ef10-4acd-9781-51d7d4aa7827	0819d6eb-8ba3-11ed-8129-0a5cbeea57d3	n/a	re
4	6c57632d-4514-4737-99e0-694aa0bded6a	0819d6eb-8ba3-11ed-8129-0a5cbeea57d3	n/a	re
5	7a88fd0f-77ca-49b2-9d1c-a39de8d7b007	9661a56a-1fa0-11eb-92c4-0a5a4769d11d	n/a	re
6	8dd52bfc-fa84-48ac-9e53-0a5ea92fe8	9661a56a-1fa0-11eb-92c4-0a5a4769d11d	n/a	re
7	bb2b3d11-0a08-497c-8938-360754df04b2	f8041b82-90f4-11ed-8129-0a5cbeea57d3	n/a	re
8	dec8d46c-6ccd-4e18-ab68-963df06f2b85	f8041b82-90f4-11ed-8129-0a5cbeea57d3	n/a	re
9	3bc94216-9e14-4ed2-81b7-a2fae1be2a67	9661a56a-1fa0-11eb-92c4-0a5a4769d11d	registration_4.5.25	se

# Select “Okay”

Continue working where you left off?

### Create PivotTable

Choose the data that you want to analyze.

☒ Select a table or range

Table/Range: '07f49a6b-5c63-4acc-0-a48d340'!\$A:\$N

☐ Use an external data source

Choose Connection... No data fields have been retrieved.

---

Choose where to place the PivotTable.

☒ New worksheet

☐ Existing worksheet

Table/Range:

Cancel OK

template_id			
n/a			
n/a			
n/a			
n/a			
n/a			
n/a			
n/a			
registration_4.5.25			
registration_4.5.25			
registration_4.5.25			
qm-79a1a7d0-4a94-4			
qm-87707428-f35f-40			
qm-8b9445bb-57ea-4			
qm-8b9445bb-57ea-4876-90b3-3d885c26a38d	sent	quick	Good morning! Grab your free donuts outside the
qm-8b9445bb-57ea-4876-90b3-3d885c26a38d	sent	quick	Good morning! Grab your free donuts outside the
qm-c389f141-6c30-4f4e-b0fc-961b89eee1da	sent	quick	Good morning! Grab your free donuts outside the



# How to Filter Your Spreadsheet



# Select the “Data” tab, then “Filter”

AutoSave
Home
Insert
Draw
Page Layout
Formulas
**Data**
Review
View
Automate
Acrobat

Get Data (Power Query)

Refresh All

Stocks

Currencies

Sort

Filter

Text to Columns

What-Analysis

Open recovered workbooks? Your recent changes were saved. Do you want to continue working where you left off?

E213    ✕ ✓ fx    "Club", "Student Organization"

	A	B	C	D	E	F	G	H	
1	PersonName	Email	IDNumber	HostOrganization	HostOrganization	EventName	EventStartDateTi	EventEndDateTim	Tags
2	Abe Franck	kseale+958356@	958356	CU Office of Cam	"Department"	Matilda on the Qu	4/3/24 12:19	4/3/24 12:17	
3	Abe Franck	kseale+958356@	958356	CU Office of Cam	"Department"	Movie on the Law	9/18/24 12:48	9/18/24 12:49	"Enterta
4	Abrahan McNam	kseale+6536465@	6536465	CU Office of Cam	"Department"	Movie on the Law	9/18/24 12:48	9/18/24 12:49	"Enterta



# Use the dropdown on any column to filter

The image shows a data table with columns A through E. A yellow mouse cursor points to the dropdown arrow on the 'Email' column header. A 'Sort' dialog is open, showing 'Ascending' and 'Descending' options. A 'Filter' dialog is also open, showing a search bar with 'anali' and a list of results. The 'Analise Thorne' result is highlighted with a green bar and a yellow mouse cursor. The 'Auto Apply' checkbox is checked, and 'Apply Filter' and 'Clear Filter' buttons are at the bottom.

	A	B	C	D	E
1	PersonName	Email	IDNumber	HostOrganizat	HostOrganizat
2	Abe Franck		PersonName		department"
3	Abe Franck				departm
4	Abrahan McNama				departm
5	Addy Viel				departm
6	Addy Viel				departm
7	Adolphus McMurt				departm
8	Agnella Tamas				departm
9	Agnella Tamas				club"

**Sort**

☒ Ascending ☒ Descending

By color:

**Filter**

Choose One

anali

- ☒ (Select All Search Results)
- ☒ Analise Thorne

☒ Auto Apply

Apply Filter Clear Filter

# What will you put into practice after this webinar?

Answer in the poll!

# Q&A

Please put your questions into  
the Zoom Q&A feature!

# Thank You

See you next month!

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campus



