



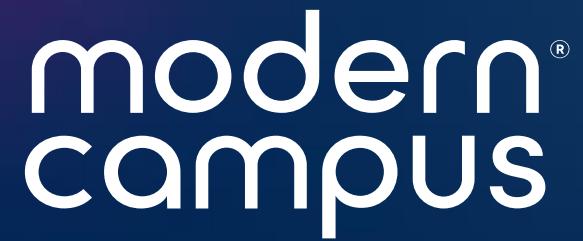
Message Analytics

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

Kelsey Seale

Wednesday, December 10, 2025

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

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

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



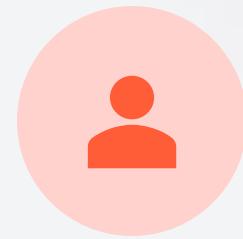
MEASURE COMMUNICATION EFFECTIVENESS

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?

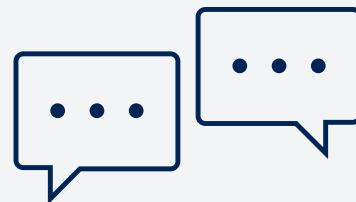
How engaged are students in our messaging?

Available Data

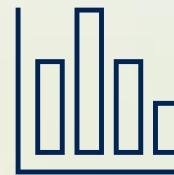
Data is Based on Access

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

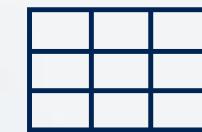
Export Message History



Analytics Dashboard



Contact Data File



Custom Reporting



Export Message History

Spreadsheet of ALL texts

- Quick messages
- Adhoc
- Program
- Autoresponder

D	E	F	G	H	I	
I	msg_direction	sent_type	body	media	time	sent_by
ccsent		quick	The course withdrawal deadline is tomor	2025-04-03T	Lauren Bro	
1 sent		quick	The course withdrawal deadline is tomor	2025-04-03T	Lauren Bro	
2 sent		quick	Fall 2025 classes are filling up, Ärегист	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 tomor	2025-04-03T	Lauren Bro	
0f sent		quick	Fall 2025 classes are filling up, Ärегист	2025-05-16T	Lauren Bro	
ccsent		quick	The course withdrawal deadline is tomor	2025-04-03T	Lauren Bro	
b sent		quick	Register for fall classes!		2025-06-17T	Lauren Bro
ccsent		quick	The course withdrawal deadline is tomor	2025-04-03T	Lauren Bro	
3-sent		quick	The course withdrawal deadline is tomor	2025-04-03T	Lauren Bro	
5 sent		quick	Don, Äöt get left out in the cold, Äisecure	2024-12-10T	Lauren Bro	
1 sent		adhoc	Don't get left out in the cold, Äisecure		2025-07-07T	Lauren Bro

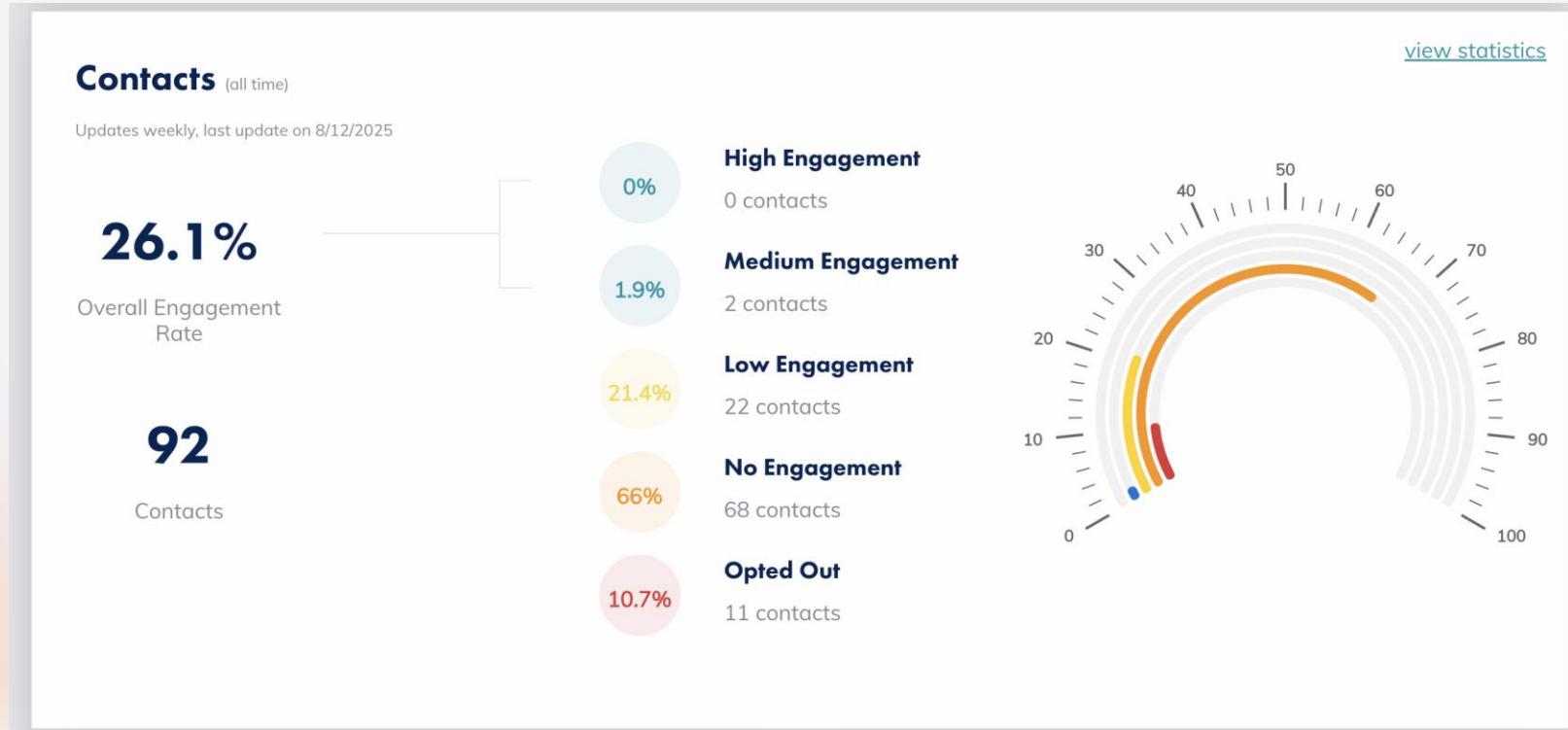
Contact Data File

- 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	Pyschology	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	61		Arianna	Centeno	1.5551E+10	US/Eastern	2022;David	Engineering	2.2	Mike	Fall_2021	Spring_2023	11/16/20	FALSE

The Analytics Dashboard

- Program-wide stats
- Export individual contact engagement data

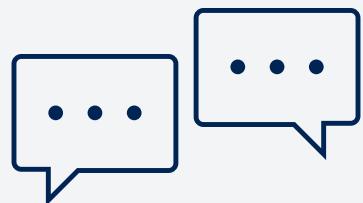


Admin Dashboard Analytics

Real-time Stats



Messages



Contacts (all time)



Counselor Stats



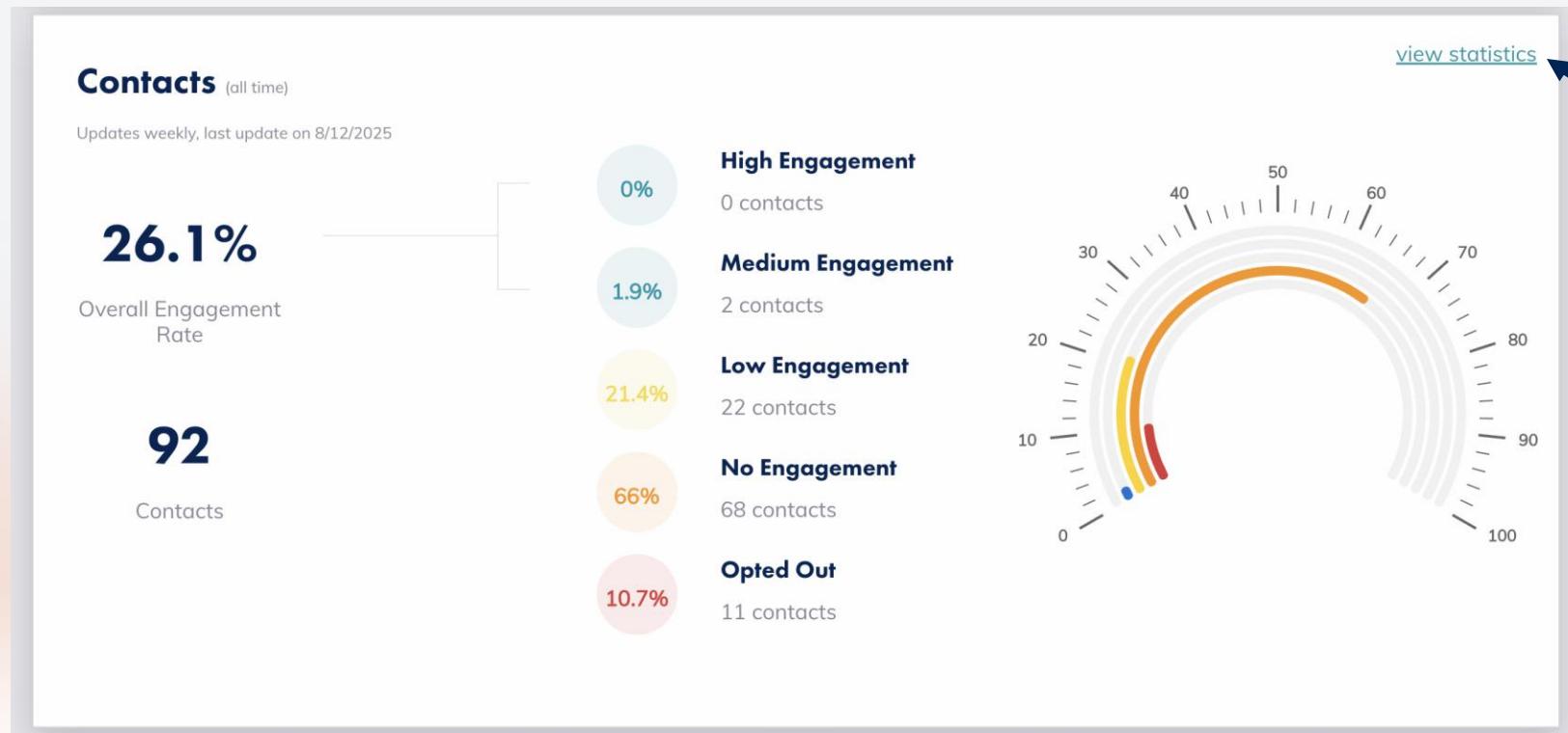
Dashboard: Real-time Stats

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

Real-time Stats	Contacts			Messaging	
	Total Contacts	Opted In	Opted Out	Messages Sent	Messages Received
	103	92	11	2,399	36

Dashboard: Contact Engagement Report

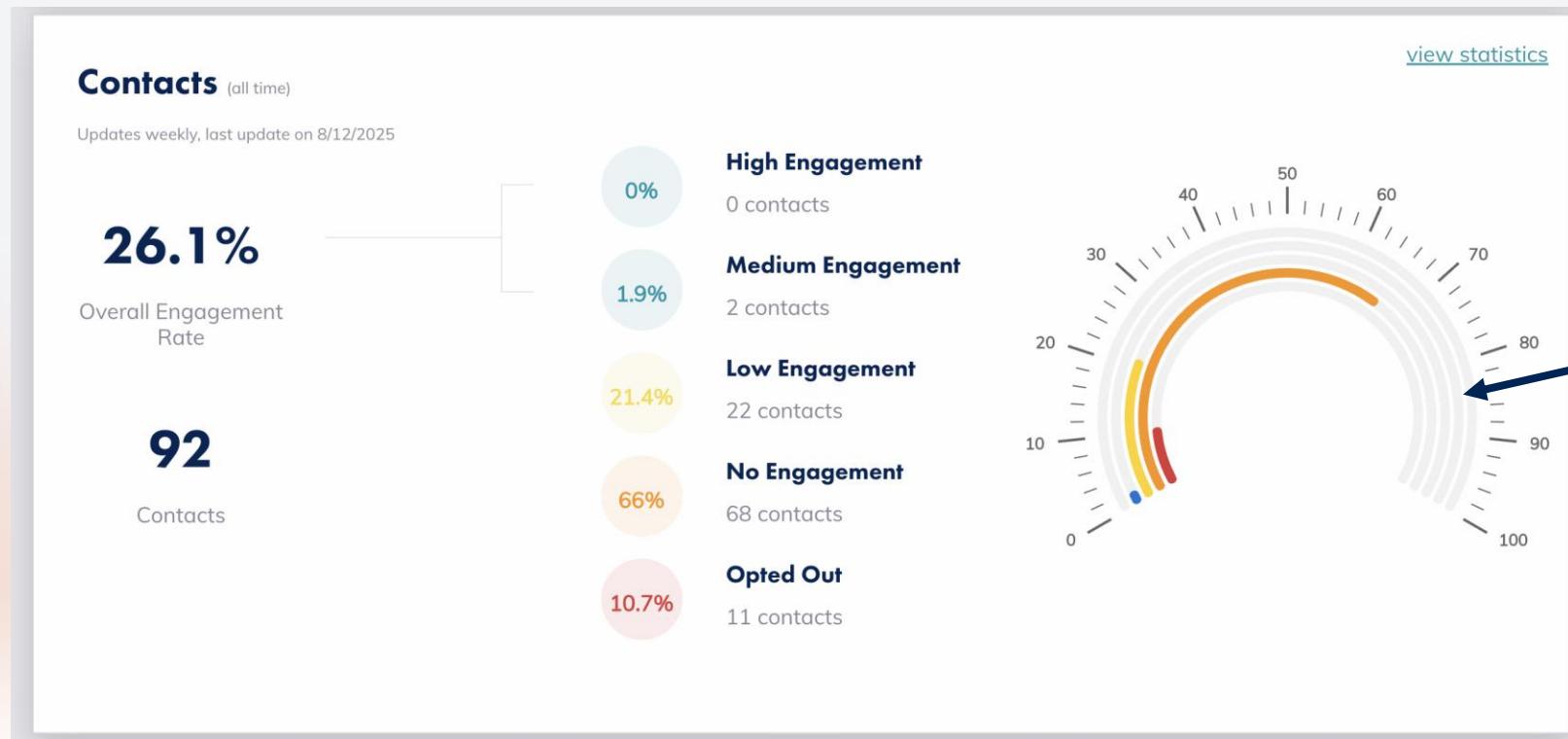
- Measures engagement = contact response rate
 - Most valuable for programs looking for contact back-and-forth texting
- Real-time updates



Click to see
and export
individual
contacts!

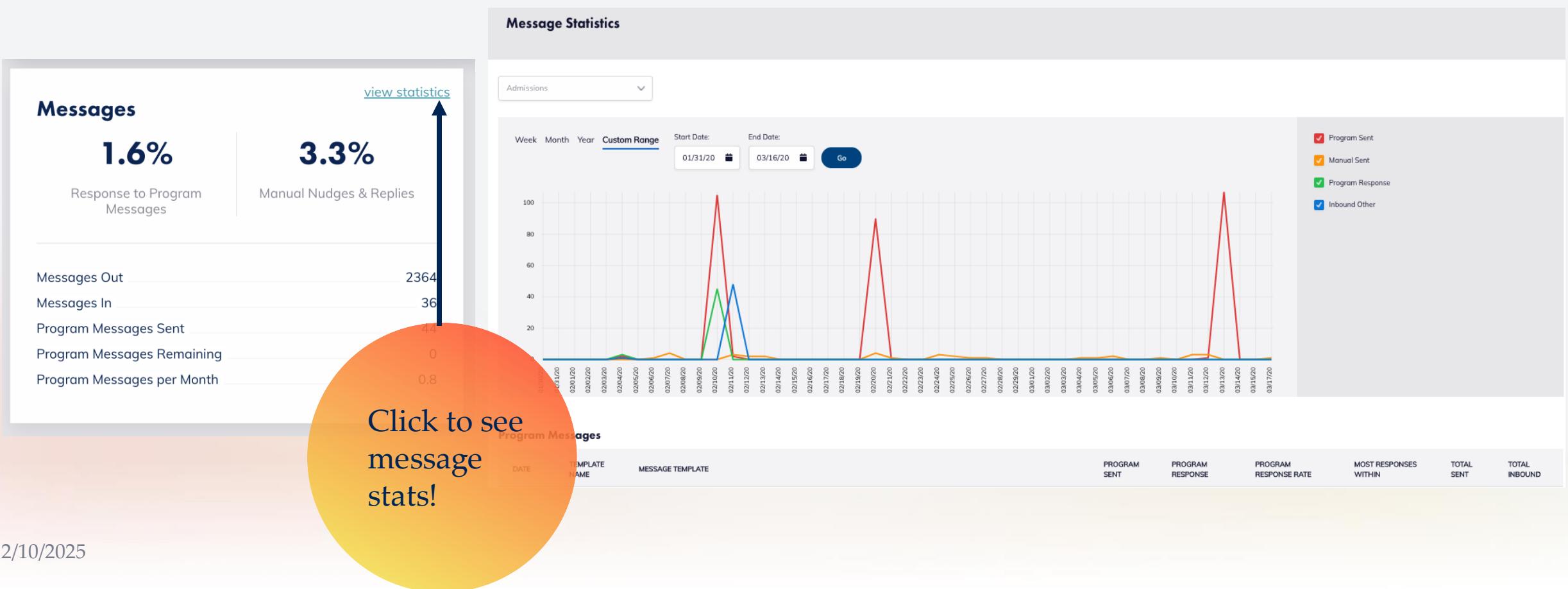
Dashboard: Contact Engagement Report

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



Dashboard: Message Statistics

- Program-wide stats
- Quick messages and program messages



Message Statistics

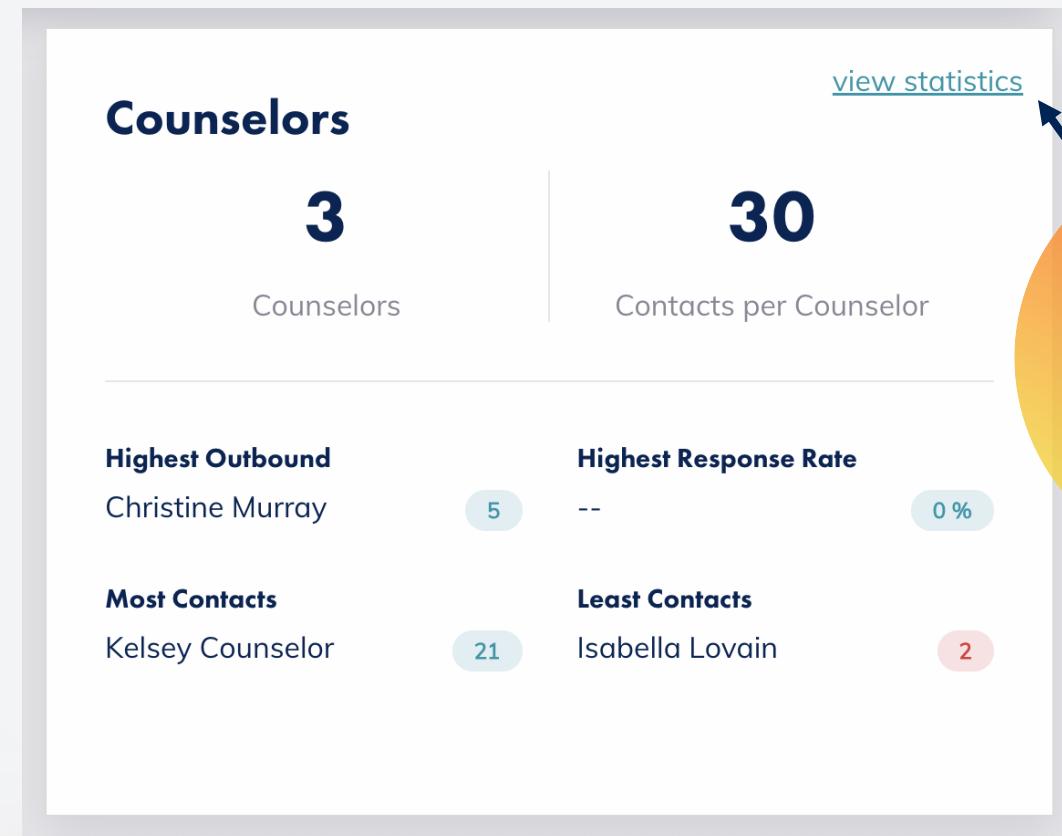


Program Messages

DATE	TEMPLATE NAME	MESSAGE TEMPLATE	PROGRAM SENT	PROGRAM RESPONSE	PROGRAM RESPONSE RATE	MOST RESPONSES WITHIN	TOTAL SENT	TOTAL INBOUND
2024-07-31	--	--	--	--	--	--	1	1
2024-11-14	qm-2bb30e4f-d5e4-45cf-8945-10155d0a04b2	"Aaa"	4	--	0%		42	1
2024-11-15	qm-39dd8f18-b18d-4601-bc61-80e1eda5e01f	"test smart send"	38	1	2.63%	<u>1 min</u>		
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%	<u>1 min</u>	4	3
2024-11-17	FY_GOLDEVENT_NOV_2024_TEST3	"Welcome!"	38	4	10.5%	<u>2 weeks</u>	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?



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?

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

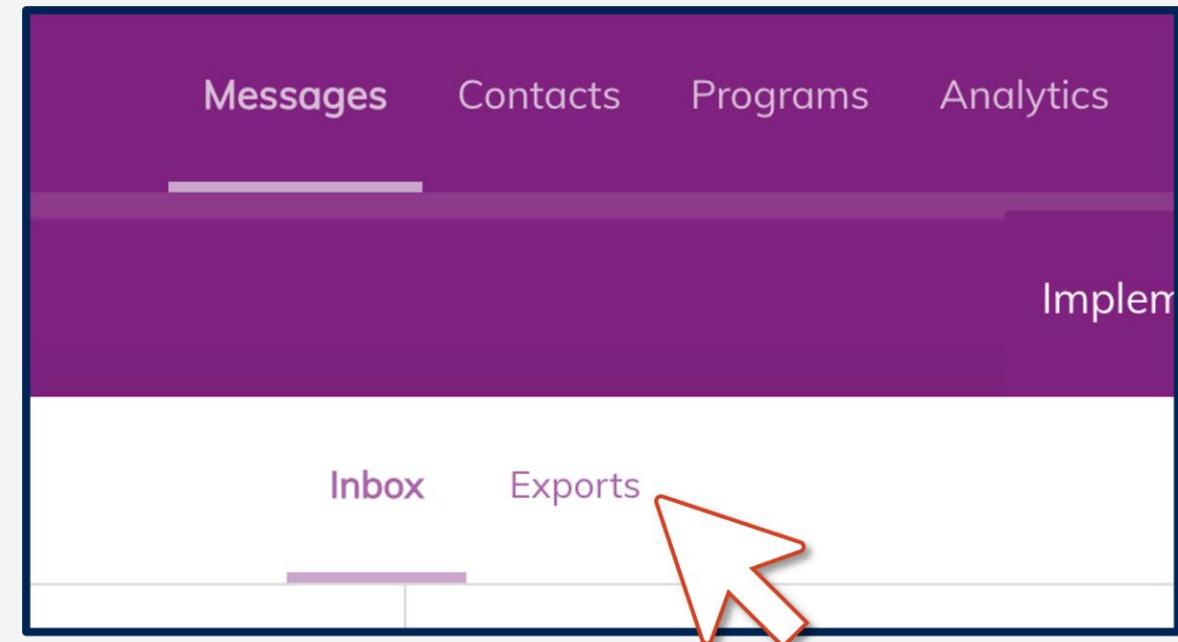
How many birthday messages went out this year?

Which user is sending out the most adhoc messages?

How to Download Your Message History

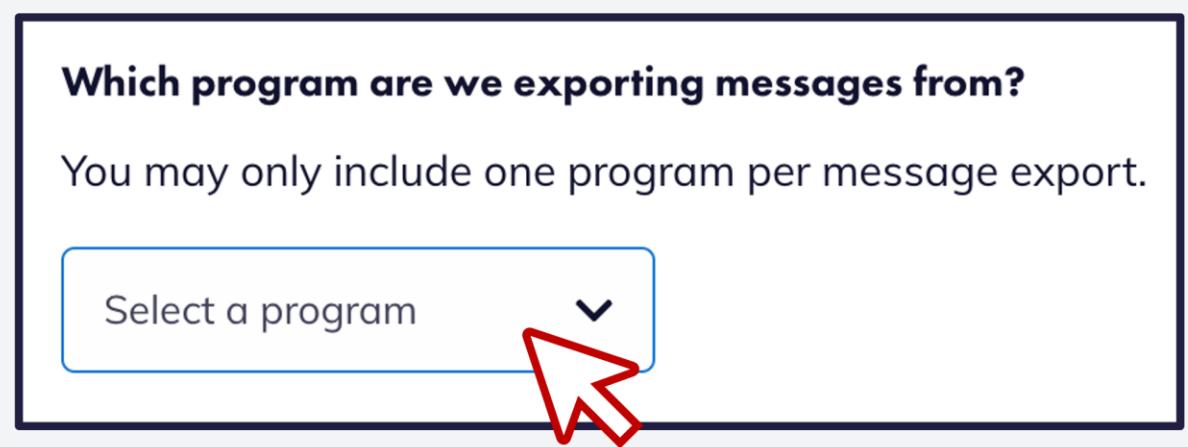
1. Access the Exports Tab

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



2. Select Your Program

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



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

campus Message] Message History Report

Signal Vine <support@signalvine.com>

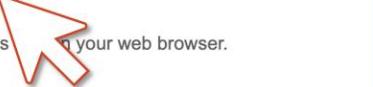
To: kseale+2@moderncampus.com

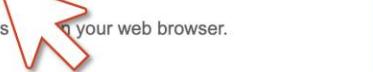
Today at 10:30 AM

often get email from support@signalvine.com. [Learn why this is important](#)

modern campus message

Campus Message messages for Alumni Relations you've requested is now ready.

[Download the Report] 

If the link above does not work, please copy and paste this  in your web browser.

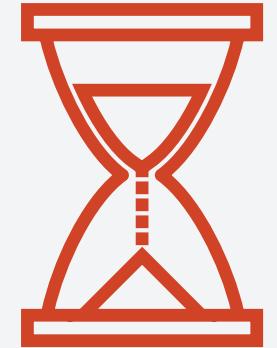
<https://app.signalvine.com/sign?path=%2Fv2%2Fprograms%2F42431cdd-8dcc-40c3-ad5f-769d0e46a3a5%2Fexport%2Fad144193-1074-45f7-b66d-2462d7756883%2Fdownload>

Exports remain available to download for 24 hours. This link will expire at Friday April 12 at 14:30 UTC.

The Modern Campus Message Team
svsupport@moderncampus.com

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.³³

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

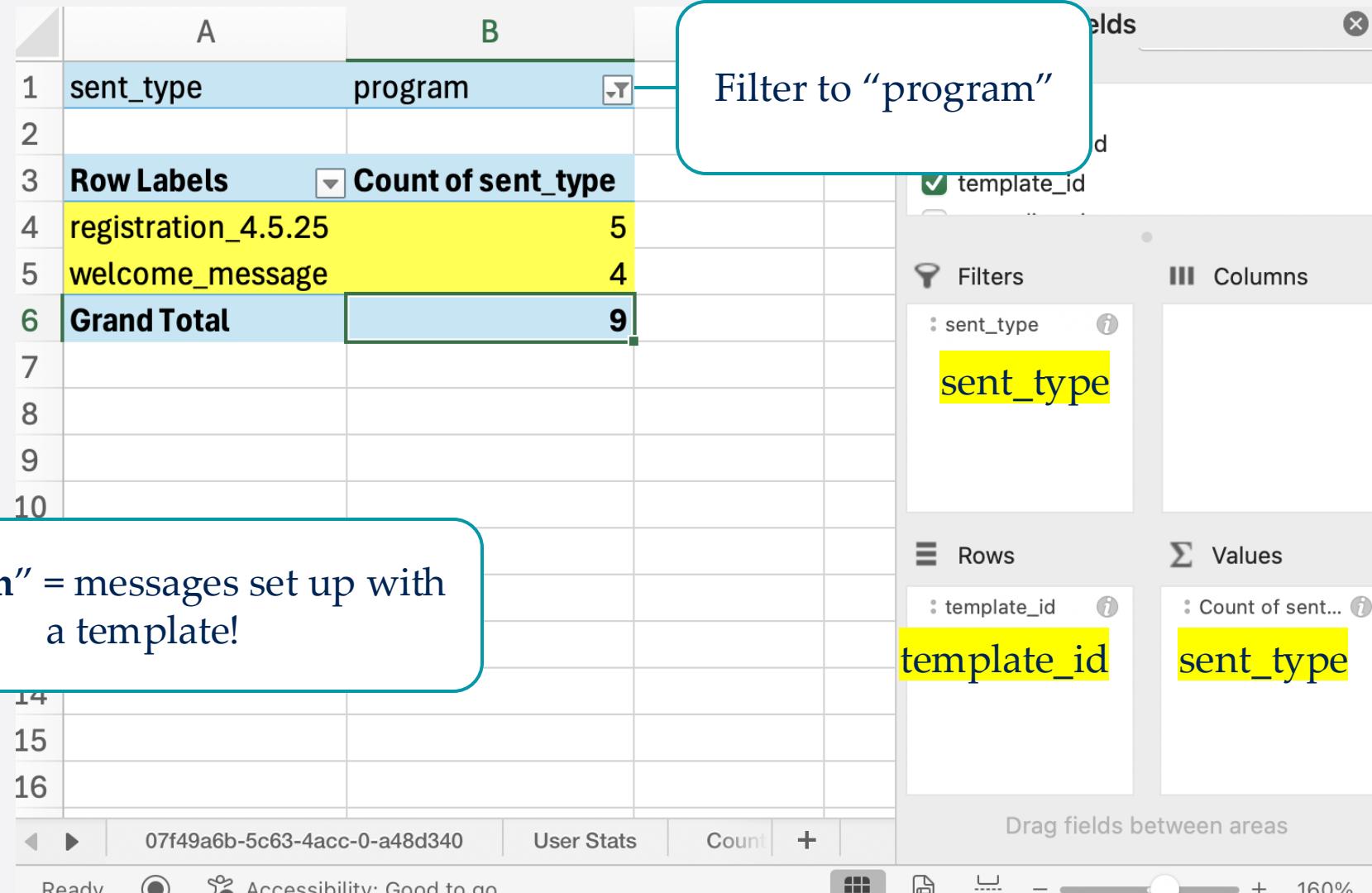


body	The content of the message with merge fields already populated.
media	MMS content (if any) associated with the message.
time	The timestamp of the message in your local timezone (ISO format). May 13, 2025 at 8:42pm.

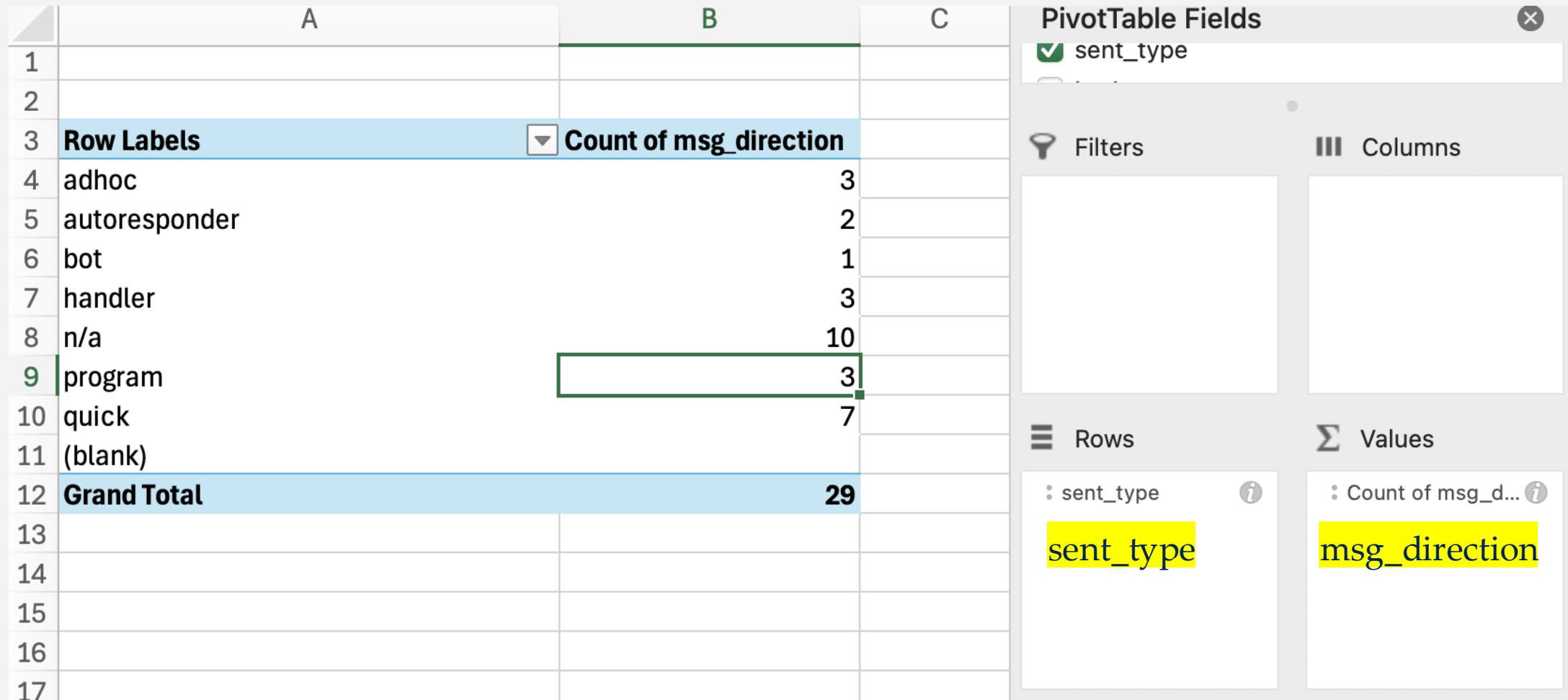
Using Pivot Tables

Message History Export

How many “Welcome” texts have been sent?



How often is the autoresponder used?



Which autoresponder messages are being used?

Filter “sent_type” to autoresponder!

The image shows a screenshot of a spreadsheet application with a filter applied to the 'sent_type' column. The filter is set to 'autoresponder'.

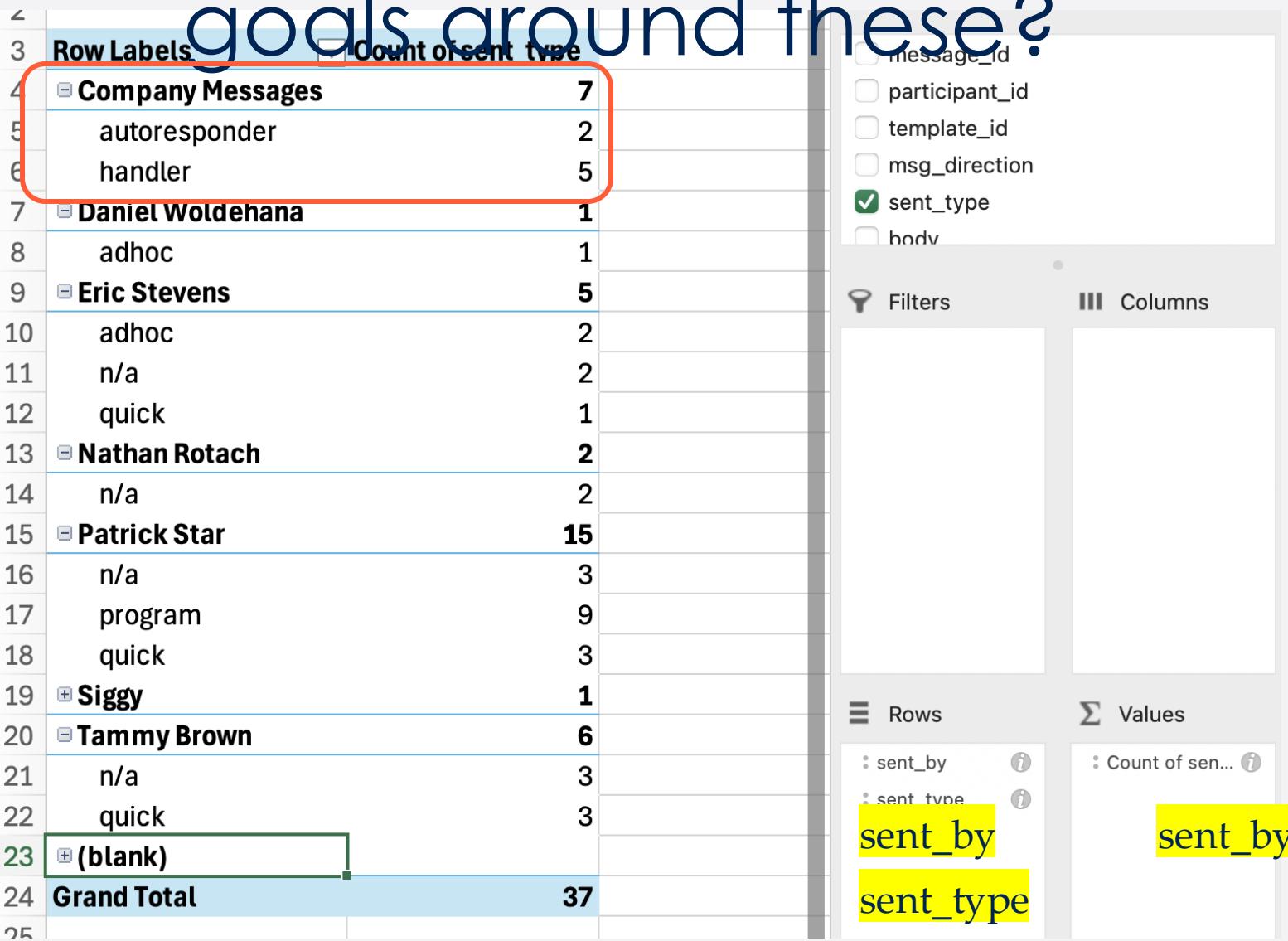
Top Bar: Includes 'Sort' and 'Filter' buttons, which are highlighted with a red box. Other buttons include 'Clear', 'Reapply', 'Advanced', 'Text to Columns', 'Flash Fill', 'Remove Duplicates', 'Data Validation', and 'Copy'.

Table: The table has columns D, E, and F. Column D contains 'msg_direc' and a dropdown arrow. Column E contains 'sent_type' and a dropdown arrow, which is also highlighted with a red box. Column F contains text. The data in column E is: Row 1: 'sent', 'autoresponder', 'Registration opens April 3rd and closes May 3rd.' Row 2: 'sent', 'autoresponder', 'Registration opens April 3rd and closes May 3rd.'

Filter Panel: On the right, a 'Filter' panel is open. It shows the 'sent_type' column being filtered. The 'Equals' dropdown is set to 'autoresponder'. The 'And' radio button is selected. The dropdown 'Choose One' is open. A 'Search' bar is also present. The 'autoresponder' option is selected, indicated by a green bar and a checked checkbox.

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

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



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

Hi Nathan, do you plan to
register for summer classes?
Respond Yes or No.

Yes →
No →

Great, let us know if you need any help
registering!

Sorry to hear that? Would you mind
telling us why? 1-Finances, 2- Working,
3- Taking Courses Elsewhere, 4 - Other

1

2

3

4

We understand.
Are you interested
in exploring
financial aid?

We understand. Are
you interested in
going part time?

Thanks for letting
us know, have a
great semester!

Thanks for letting us know!
Text us here or give us a call
at 555-555-5555 if you change
your mind and want to talk
through options!

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

Hi Nathan, do you plan to
register for summer classes?
Respond Yes or No.

Yes
No

Great, let us know if you need any help
registering!

Sorry to hear that? Would you mind
telling us why? 1-Finances, 2- Working,
3- Taking Courses Elsewhere, 4 - Other

1

2

3

4

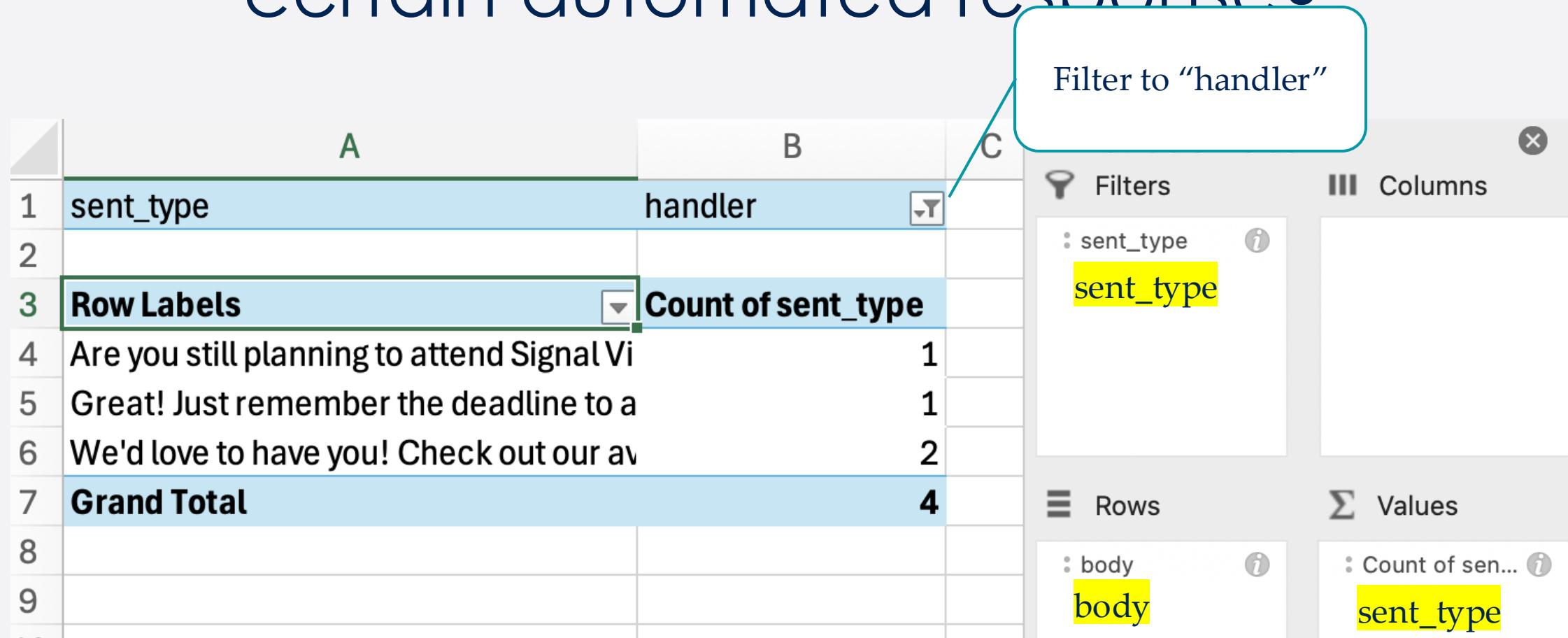
We understand.
Are you interested
in exploring
financial aid?

We understand. Are
you interested in
going part time?

Thanks for letting
us know, have a
great semester!

Thanks for letting us know!
Text us here or give us a call
at 555-555-5555 if you change
your mind and want to talk
through options!

How many people received a certain automated response?



“handler” = the automated texts!

How to Create a Pivot Table

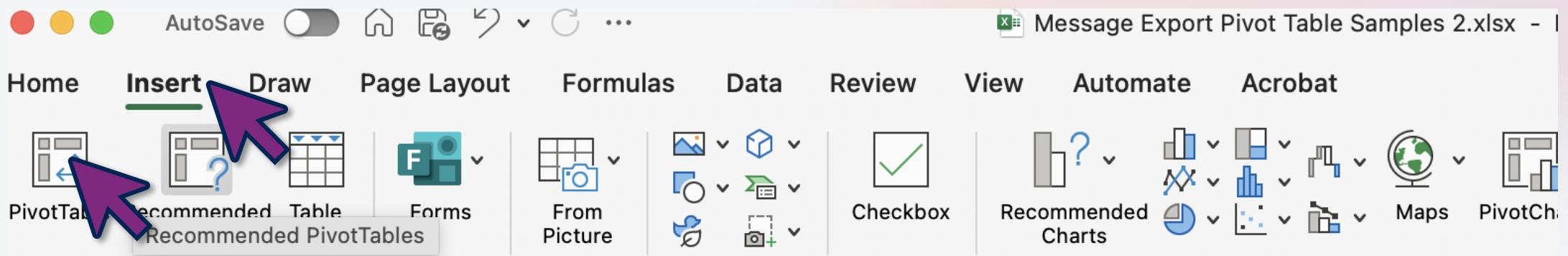


Select All Cells on Your Sheet

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.

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.

	A	B	C	D
1	message_id	participant_id	template_id	message
2	1f86791a-6a3e-4962-869c-ef7551a7e548	f8041b82-90f4-11ed-8129-0a5cbeea57d3	n/a	read
3	2051d21b-ef10-4acd-9781-51d7d4aa7827	0819d6eb-8ba3-11ed-8129-0a5cbeea57d3	n/a	read
4	6c57632d-4514-4737-99e0-694aa0bded6a	0819d6eb-8ba3-11ed-8129-0a5cbeea57d3	n/a	read
5	7a88fd0f-77ca-49b2-9d1c-a39de8d7b007	9661a56a-1fa0-11eb-92c4-0a5a4769d11d	n/a	read
6	8dd52bfc-fa84-48ac-9e53-0a5ea92fefef8	9661a56a-1fa0-11eb-92c4-0a5a4769d11d	n/a	read
7	bb2b3d11-0a08-497c-8938-360754df04b2	f8041b82-90f4-11ed-8129-0a5cbeea57d3	n/a	read
8	dec8d46c-6cccd-4e18-ab68-963df06f2b85	f8041b82-90f4-11ed-8129-0a5cbeea57d3	n/a	read
9	3bc94216-9e14-4ed2-81b7-a2fae1be2a67	9661a56a-1fa0-11eb-92c4-0a5a4769d11d	registration_4.5.25	seen

Select “Okay”

inue 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
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
qm-8b9445bb-57ea-4876-90b3-3d885c26a38d
qm-c389f141-6c30-4f4e-b0fc-961b89eee1da

sent quick Good morning! Grab your free donuts outside the

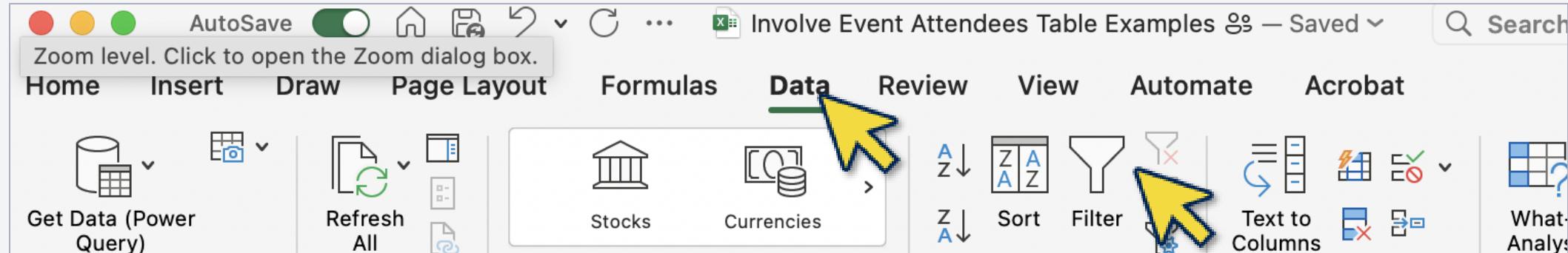
sent quick Good morning! Grab your free donuts outside the

sent quick Good morning! Grab your free donuts outside the

How to Filter Your Spreadsheet



Select the “Data” tab, then “Filter”

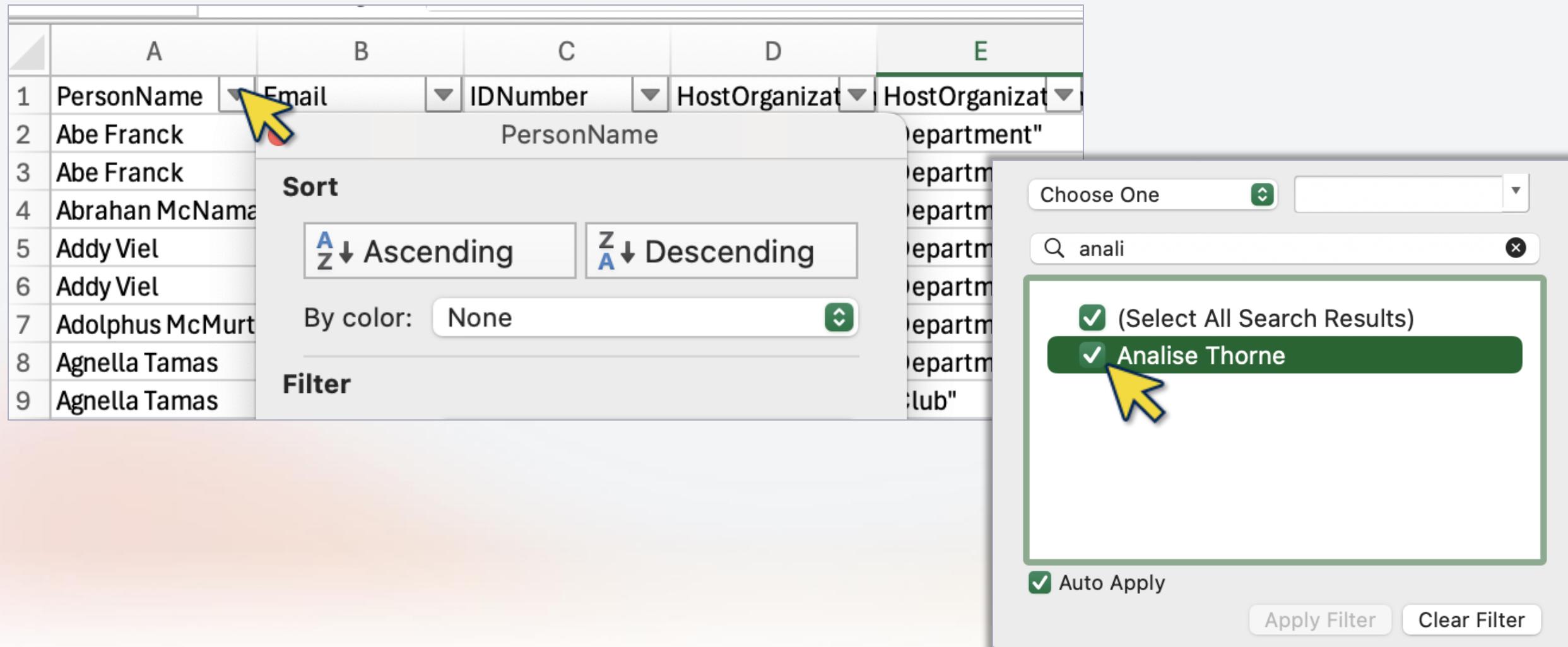


The screenshot shows the Microsoft Excel ribbon with the 'Data' tab selected. The 'Data' tab is highlighted with a green underline. Two yellow arrows point to the 'Filter' icon, which is located in the 'Sort & Filter' group. The 'Filter' icon is a funnel symbol with a red 'X' inside. The Excel window title is 'Involve Event Attendees Table Examples' and the status bar shows 'Zoom level. Click to open the Zoom dialog box.'

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

	A	B	C	D	E	F	G	H
1	PersonName	Email	IDNumber	HostOrganization	HostOrganization	EventName	EventStartDateTi	EventEndDateTim
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 Lawi	9/18/24 12:48	9/18/24 12:49
4	Abrahan McNam	kseale+6536465@	6536465	CU Office of Cam	"Department"	Movie on the Lawi	9/18/24 12:48	9/18/24 12:49

Use the dropdown on any column to filter



The screenshot shows a spreadsheet interface with a filter dialog open over a table. The table has columns labeled A, B, C, D, and E. The E column is currently selected, as indicated by a yellow arrow pointing to its dropdown arrow. The filter dialog includes a 'Sort' section with 'Ascending' and 'Descending' buttons, and a 'By color:' dropdown set to 'None'. The 'Filter' section contains a search input with the text 'anal' and a dropdown menu showing search results. The result 'Analise Thorne' is highlighted with a green box and a yellow arrow, and has a checked checkbox next to it. Other results in the list include '(Select All Search Results)' and 'Analise Thorne' again. At the bottom of the dialog are 'Auto Apply', 'Apply Filter', and 'Clear Filter' buttons.

	A	B	C	D	E
1	PersonName	Email	IDNumber	HostOrganization	HostOrganization
2	Abe Franck			PersonName	Department
3	Abe Franck				Department
4	Abrahan McNama				Department
5	Addy Viel				Department
6	Addy Viel				Department
7	Adolphus McMurt				Department
8	Agnella Tamas				Department
9	Agnella Tamas				Club

Sort

A Ascending **Z** Descending

By color: None

Filter

Choose One

Q 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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