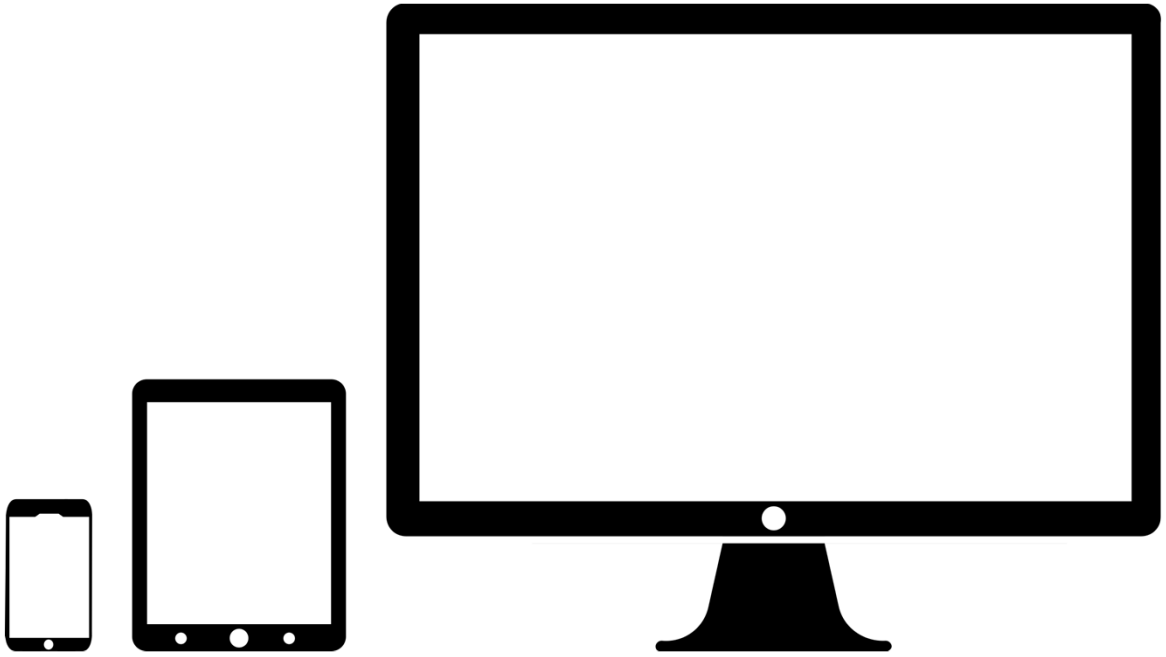
UNSW Library

Finding out what makes people ‘click’: Tracking Alma notification letters with Google Analytics campaigns



Topics

- The backstory: What led us to want to track Alma notification
- Maintaining UNSW's Alma notification
- Creating trackable email hyperlinks
- Integrating Google Analytics with Alma email notifications
- Visualising the data
- Observations and opportunities
- Summary
- References

The Backstory

The Backstory

Dear UNSW Library Borrower,

The following item(s) are due back soon:

- Smart grid : applications, communications, and security / (Call Number: 621.319/142 ; Barcode: >014067102) is due back by 11/02/2016

Penalties apply for late return. You may be able to renew the item(s) through myLibrary before the due date.

If you have any questions regarding this, please email us on libraryaskus@unsw.edu.au or contact us on 9385 2650.

Regards,

UNSW Library
UNSW Australia
T: +61 (2) 93852650
E: libraryaskus@unsw.edu.au
W: http://www.library.unsw.edu.au
CRICOS Provider Code: 00098G

The Backstory

UNSW Library

Library – Your borrowed item is due back soon

Dear UNSW Library Borrower,

The following item(s) are due soon:

Title: Science / Graham Connor.
Call number: G 507.12/58 /(1)
Barcode: >009105298
Item due date: 31/10/2017 19:00:00 AEDT

Fines apply for late return. You may be able to renew the item(s) through myLibrary before the due date.

Have any questions? See our Help service for information on topics such as:

How do I return Library items?
Can I renew a loan?

If you require any assistance please send us your question or contact us on 9385 2650.

Regards,

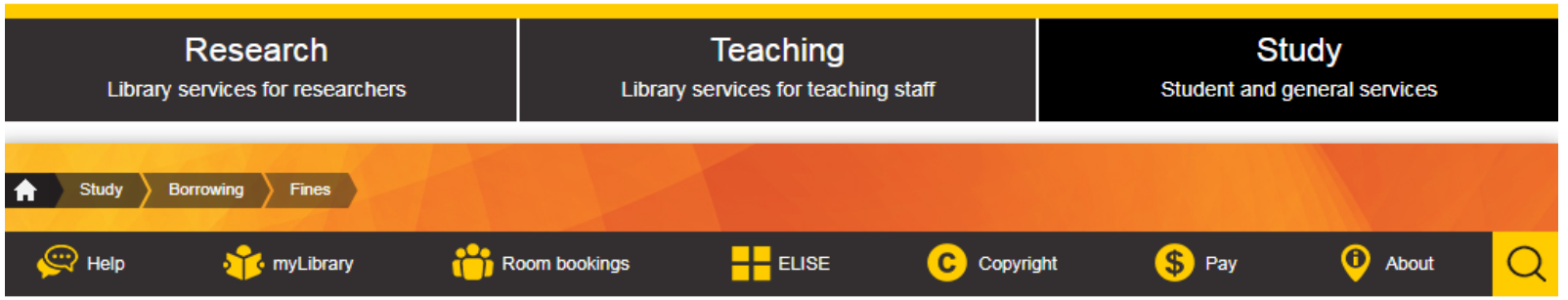
UNSW Library
UNSW Sydney
T: +61 (2) 93852650
W: http://www.library.unsw.edu.au
CRICOS Provider Code: 00098G

University of New South Wales

UNSW SYDNEY

The Backstory

UNSW SYDNEY Library



Fines

How do I avoid fines?

To avoid fines we would recommend the following:

- Return borrowed items by the due date.
- Ensure that the items on loan to you are returned to the Library before travelling away from Sydney.
- Keep your due date receipt as a reminder and keep your contact details up to date.
- Review myLibrary regularly and check your email for Library notifications. These notifications are sent to your official UNSW email address (staff & students) or the email address specified on your application form (non-UNSW users).

Use myLibrary to:

- check when your loans are due
- renew loans before they become overdue
- check if any loans have been recalled

Note: Library notifications are sent as a courtesy only and are not a substitute for checking *myLibrary* regularly.

UNSW SYDNEY

The Backstory

Dear UNSW Library Borrower,

The following item(s) are due back soon:

- Smart grid : applications, communications, and security / (Call Number: 621.319/142 ; Barcode: >014067102) is due back by 11/02/2016

Penalties apply for late return. You may be able to renew the item(s) through myLibrary before the due date.

If you have any questions regarding this, please email us on libraryaskus@unsw.edu.au or contact us on 9385 2650.

Regards,

UNSW Library
UNSW Australia
T: +61 (2) 93852650
E: libraryaskus@unsw.edu.au
W: http://www.library.unsw.edu.au
CRICOS Provider Code: 00098G

UNSW Library

Library – Your borrowed item is due back soon

Dear UNSW Library Borrower,

The following item(s) are due soon:

Title: Turning the tide of war : 50 battles that changed the course of modern history / Tim Newark.
Call number: D 361 .N48 2001
Barcode: 382867
Item due date: 08/02/2017 17:00:00 AEDT

Fines apply for late return. You may be able to renew the item(s) through myLibrary before the due date.

Have any questions? See our Help service for information on topics such as:

How do I return Library items?
Can I renew a loan?

If you require any assistance please send us your question or contact us on 9385 2650.

Regards,

UNSW Library
UNSW Sydney
T: +61 (2) 93852650
W: http://www.library.unsw.edu.au
CRICOS Provider Code: 00098G

University of New South Wales

UNSW SYDNEY

Google Campaign URL Builder

Google Analytics

How UNSW maintains Alma notification letters

- Any common sections are put into an XSL template and saved in footer.xsl

UNSW Library

Library – Your borrowed item is due back soon

Dear UNSW Library Borrower,

The following item(s) are due soon:

Title: Jane Austen / Brian Wilks.
Call number: SQ 823.7/AUS/B-16
Barcode: >008813744
Item due date: 05/02/2018 19:00:00 AEDT

Title: Science / Steve Fuller.
Call number: S 306.45/70
Barcode: >011681950
Item due date: 05/02/2018 19:00:00 AEDT

Fines apply for late return. You may be able to renew the item(s) through myLibrary before the due date.

Have any questions? See our Help service for information on topics such as:

How do I return Library items?
Can I renew a loan?

If you require any assistance please send us your question or contact us on 9385 2650.

Regards,

UNSW Library
UNSW Sydney
T: +61 (2) 93852650
W: http://www.library.unsw.edu.au
CRICOS Provider Code: 00098G

If you require any assistance please send us your questions or contact us on 9385 2650

UNSW Library

Library – Your borrowed item is due back soon

Dear Library Patron,

The following item(s) are due soon:

Title: Electrical engineering : a pocket reference / Ralf Kories, Heinz Schmidt-Walter.
Call number: TK 151 .K583 2003
Barcode: 392845
Item due date: 19/12/2016 17:00:00 AEDT

Fines apply for late return. You may be able to renew the item(s) through myLibrary before the due date.

If you have any questions regarding this, please email us on askus@unsw-adfa.libanswers.com or contact us on 6268 8116

Regards,

Academy Library
UNSW Canberra at the Australian Defence Force Academy
UNSW Australia
T: +61 (2) 6268 8116
E: askus@unsw-adfa.libanswers.com
W: http://lib.unsw.adfa.edu.au/
CRICOS Provider no. 00100G

University of New South Wales

If you have any question regarding this, please email us on askus@unsw-adfa.libanswers.com or contact us on 6268 8116

UNSW SYDNEY

How UNSW maintains Alma notification letters

Footer.xsl

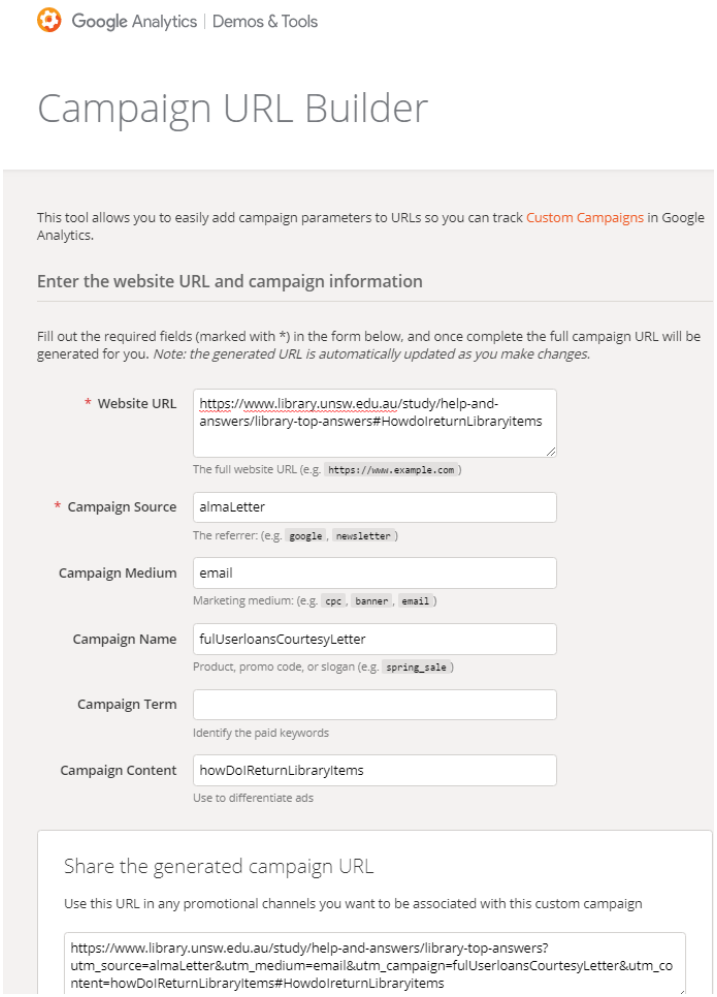
```
<xsl:template name="contact_sydney">

        <div id="contact">

        If you require any assistance please <a href="http://unsw.custhelp.com/app/ask">send us
        your question</a> or contact us on 9385 2650.

        </div>

</xsl:template>

<xsl:template name="contact_canberra">

        <div id="contact">

        If you have any questions regarding this, please email us on askus@unsw-
        adfa.libanswers.com or contact us on 6268 8116.

        </div>

</xsl:template>
```

How UNSW maintains Alma notification letters

Declaration in each of the Alma Letter:

```
<xsl:include href="footer.xsl" />
<xsl:variable name="is_adfa_patron">
    <xsl:if test="contains(/notification_data/receivers/receiver/user/campus_code,'UNSW Canberra')">
        <xsl:text>true</xsl:text>
    </xsl:if>
</xsl:variable>
<xsl:choose>
    <xsl:when test="$is_adfa_patron='true'">
        <xsl:call-template name="contact_canberra" /> <!-- footer.xsl -->
    </xsl:when>
    <xsl:otherwise>
        <xsl:call-template name="contact_sydney" /> <!-- footer.xsl -->
    </xsl:otherwise>
</xsl:choose>
```

What Google Analytics tools were used to create trackable email hyperlinks



- Campaign URL Builder: https://ga-dev-tools.appspot.com/campaign-url-builder
- The Website URL must contain the Google Tag Manager/Google Analytics code snippet

Alma email notification integration process

- XML escaped characters

Character	Description	Escaped from
“	Quotes	"
&	Ampersand	&
‘	Apostrophe/Inverted comma	'
<	Less-than	<
>	Greater-than	>

Alma email notification integration process

- From Campaign URL Builder:

  https://www.library.unsw.edu.au/study/help-and-answers/library-top-answers?utm_source=almaLetter&utm_medium=email&utm_campaign=fulUserloansCourtesyLetter&utm_content=howDoIReturnLibraryItems#HowdoIreturnLibraryitems

- To Alma Letter URL:

  How do I return Library items?

Visualising the data

1. What letters received the most link clicks
2. What links are the most popular
3. What type of device people are using when they click on a link

UNSW SYDNEY

Visualising the data

UNSW SYDNEY

Observations and opportunities

ALMA emails

Letter Activity (Page 1 of 6)

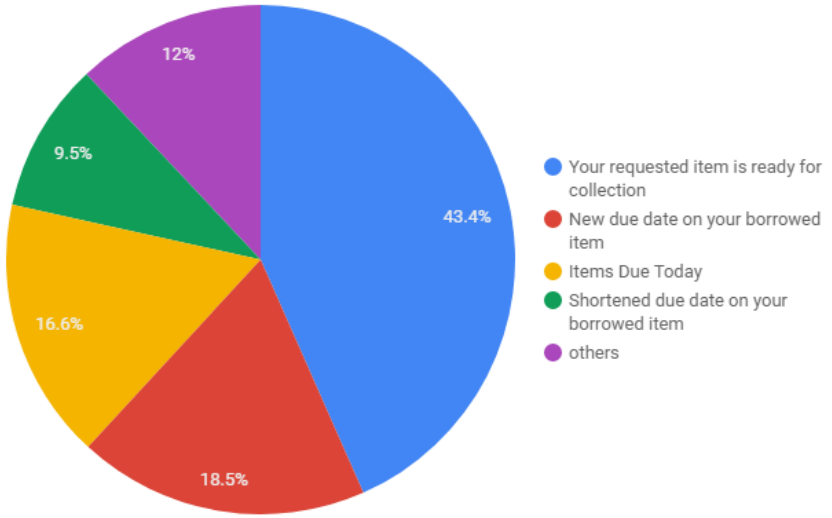
EDIT

Alma email usage

Mar 19, 2018 - Mar 23, 2018

Link Clicks from all Letters	Number of Users who clicked links
331	211

What Alma notification Letters have the most FAQ clicks



	Alma Letter	Clicks
1.	Your requested item is ready for collection	141
2.	New due date on your borrowed item	60
3.	Items Due Today	54
4.	Shortened due date on your borrowed item	31
5.	Your borrowed item is due back soon	26
6.	Overdue and Lost items	10
7.	Request Cancellation Letter	5
8.	Your borrowed item is overdue	2
9.	Item Loan Receipt	1
10.	Your purchase request has arrived	1
	Grand total	**331**

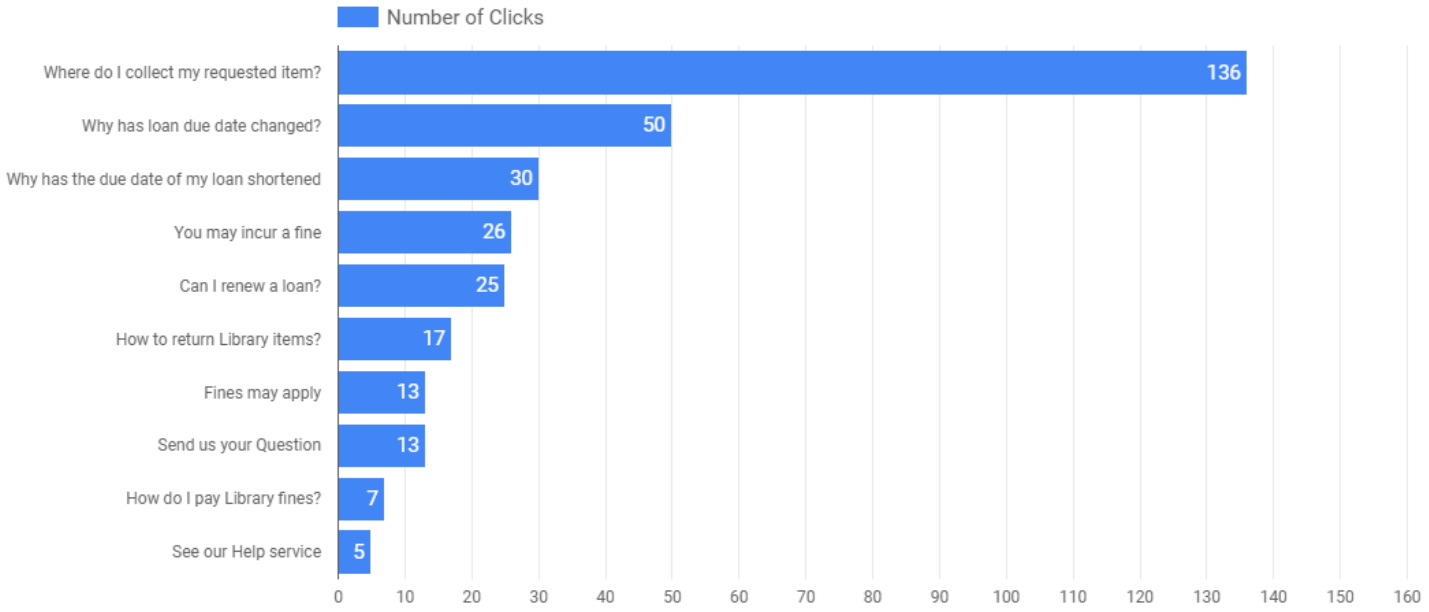
Letter Link Clicks

Mar 19, 2018 - Mar

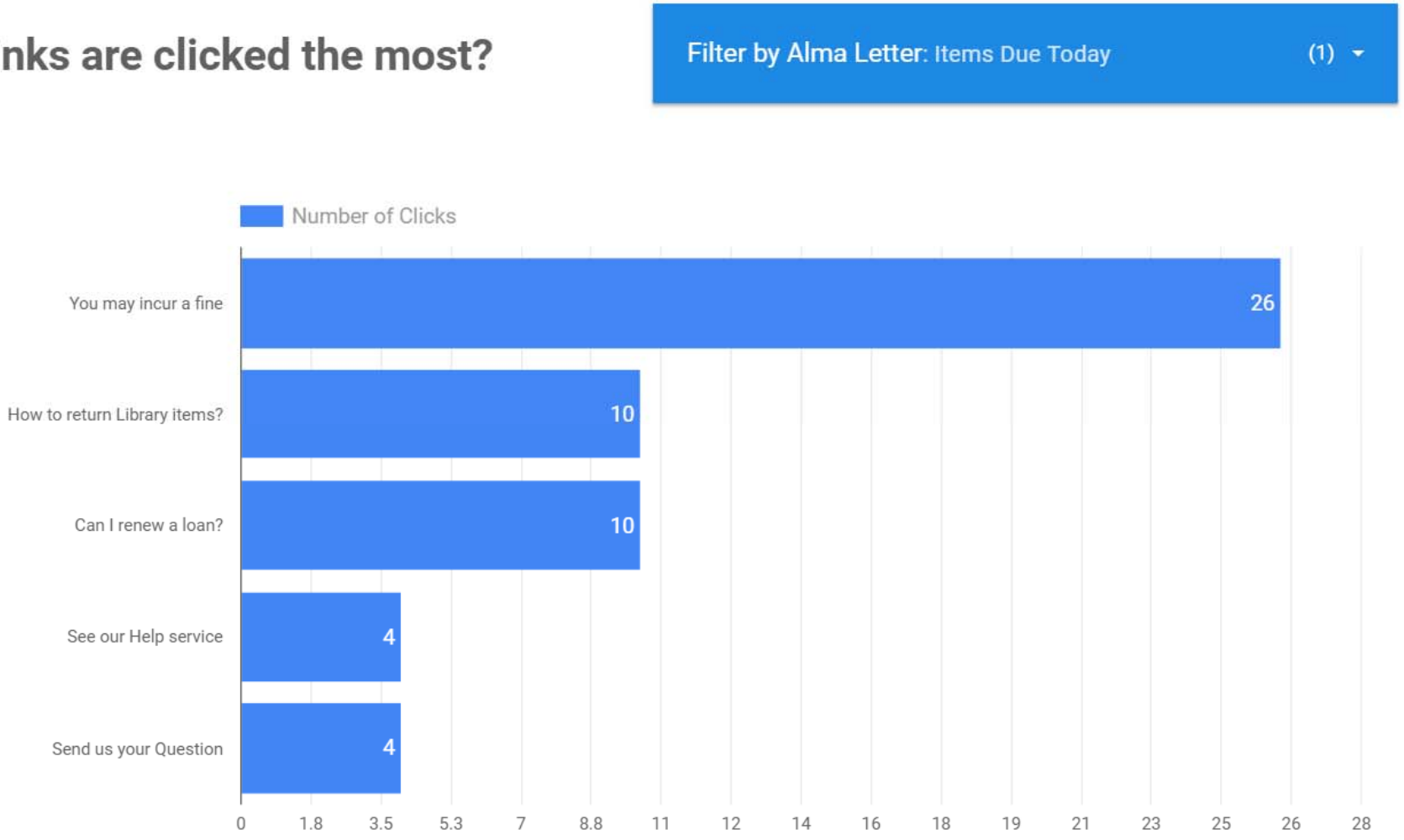
Link Clicks from all Letters	Number of Users who clicked links
331	211

What Links are clicked the most?

Filter by Alma Letter

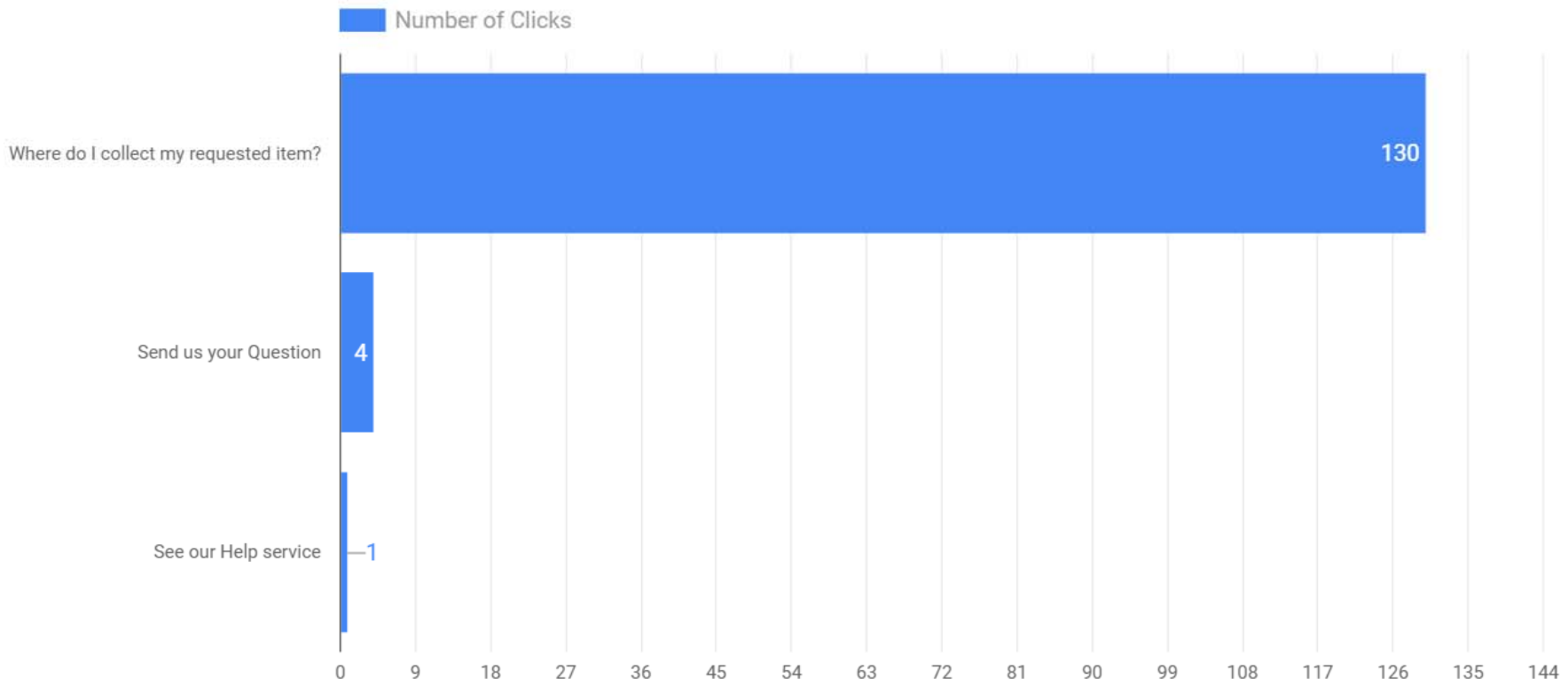


What Links are clicked the most?



What Links are clicked the most?

Filter by Alma Letter: Your requested item is ready for ... (1)



UNSW SYDNEY

Where do I collect my Request?

VS

UNSW Library

Library - Your requested item is ready for collection

Dear UNSW Library Borrower,

The following requested item will be available for collection after one hour at the **Main Library**:

Title: La democratización y el debate sobre la modernización /
Call number: S 320.09895/1
Barcode: >008948208
Item originating location: Main Library

The item will be on hold for you until 20/03/2018.

Where do I collect requested items?

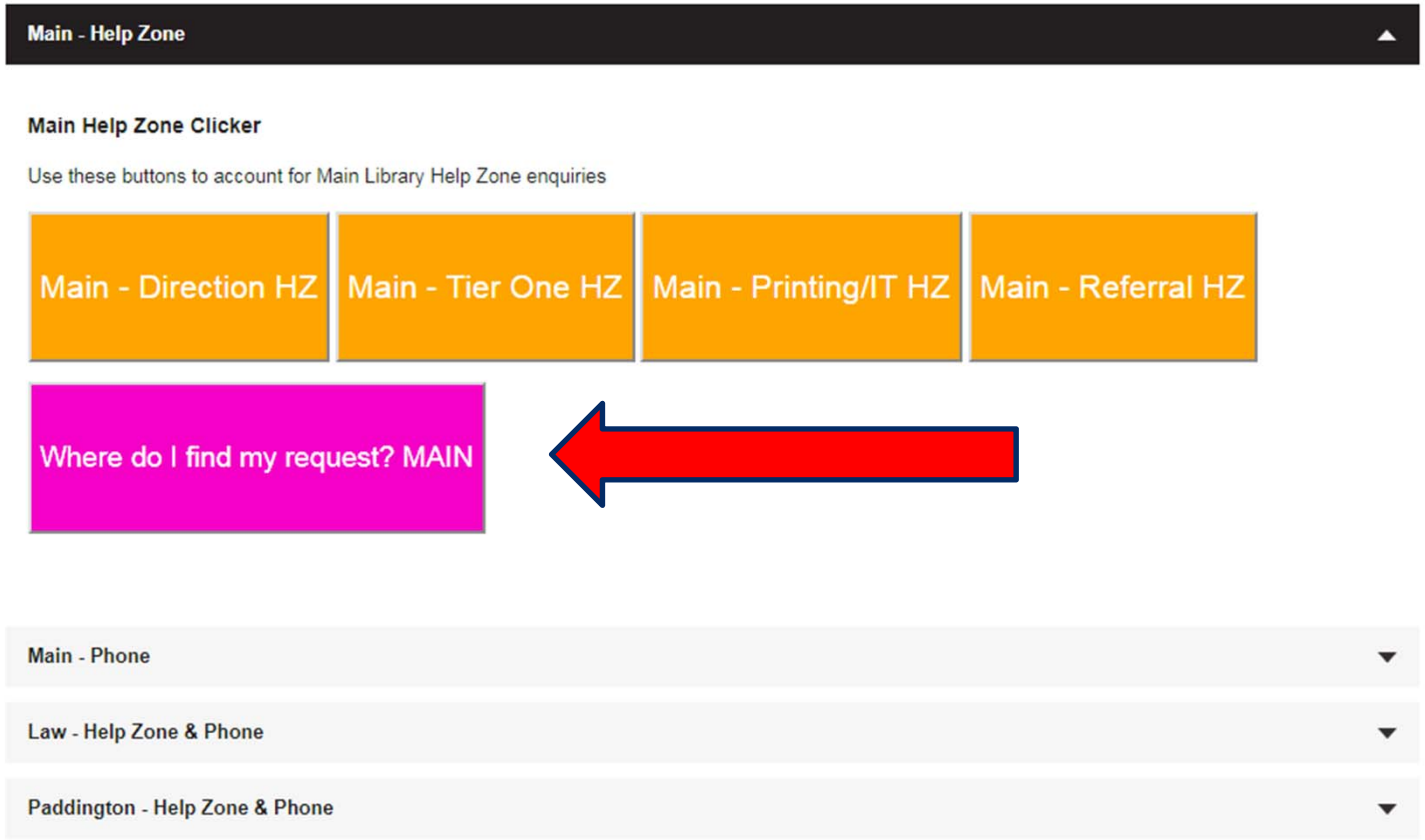
Have any questions? See our Help service for frequently asked Library questions

If you require any assistance please send us your question or contact us on 9385 2650.

Regards,

UNSW Library
UNSW Sydney
T: +61 (2) 93852650
W: http://www.library.unsw.edu.au
CRICOS Provider Code: 00098G

University of New South Wales


Main - Help Zone
Main Help Zone Clicker
Use these buttons to account for Main Library Help Zone enquiries
Main - Direction HZ
Main - Tier One HZ
Main - Printing/IT HZ
Main - Referral HZ
Where do I find my request? MAIN
Main - Phone
Law - Help Zone & Phone
Paddington - Help Zone & Phone

ALMA emails

Experiment (Page 3 of 6)

EDIT

UNSW SYDNEY

Improvement Experiment

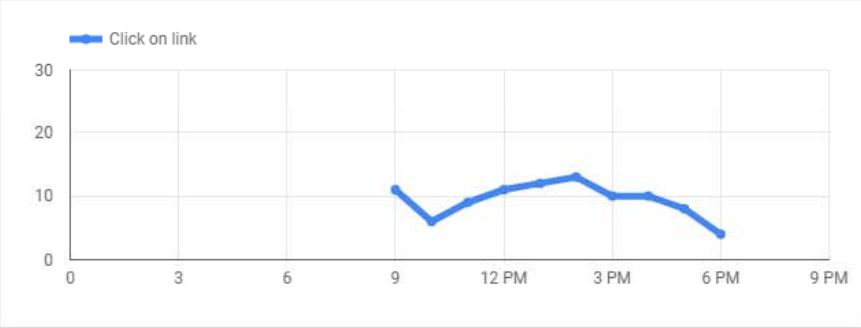
Mar 19, 2018 - Mar 23, 2018

Link Clicks from all Letters
331

Number of Users who clicked links
211

Device Category | On Off-campus | Day of Week | Hour

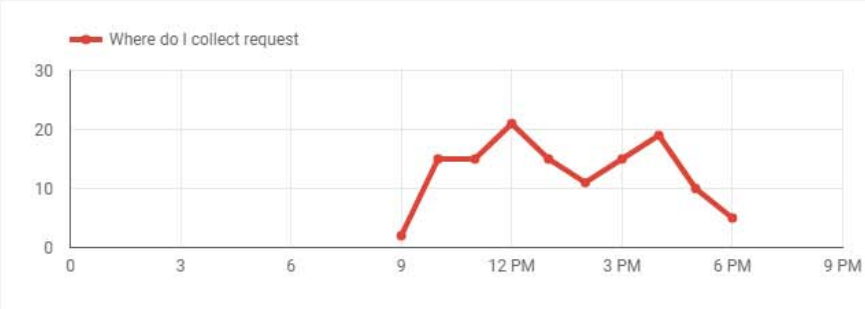
Clicks on FAQ in email



FAQ Email Clicks
118

Help Zone Queries
128

Face to face enquiry



UNSW SYDNEY

UNSW Library

Library - Your requested item is ready for collection

Dear UNSW Library Borrower,

The following requested item will be available for collection after one hour at the **Main Library**:

Title: La democratización y el debate sobre la modernización /
Call number: S 320.09895/1
Barcode: >008948208
Item originating location: Main Library

The item will be on hold for you until 20/03/2018.

Where do I collect requested items?

Have any questions? See our Help service for frequently asked Library questions

If you require any assistance please send us your question or contact us on 9385 2650.

Regards,

UNSW Library
UNSW Sydney
T: +61 (2) 93852650
W: http://www.library.unsw.edu.au
CRICOS Provider Code: 00098G

University of New South Wales

UNSW Library

Library - Your requested item is ready for collection

Dear UNSW Library Borrower,

Your requested item will be available for collection after one hour at the **Main Library**.

Where do I collect requested items? And how long are they held for?

Title: La democratización y el debate sobre la modernización /
Call number: S 320.09895/1
Barcode: >008948208
Item originating location: Main Library

The item will be on hold for you until 20/03/2018.

Have any questions? See our Help service for frequently asked Library questions.

If you require any assistance please send us your question or contact us on 9385 2650.

Regards,

UNSW Library
UNSW Sydney
T: +61 (2) 93852650
W: http://www.library.unsw.edu.au
CRICOS Provider Code: 00098G

University of New South Wales

ALMA emails

Experiment (Page 3 of 6)

EDIT

UNSW SYDNEY

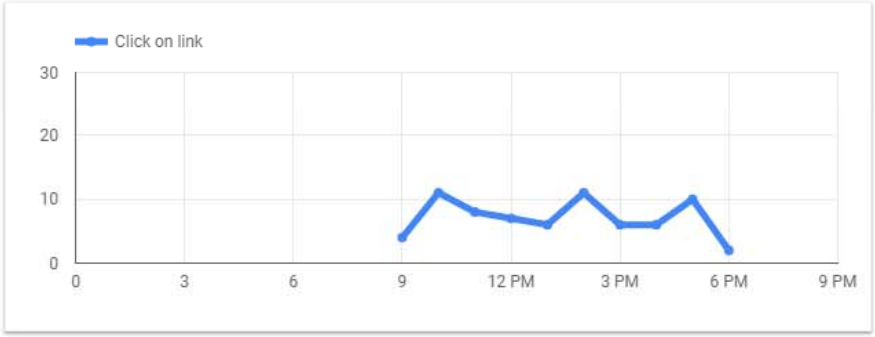
Improvement Experiment

Apr 16, 2018 - Apr 20, 2018

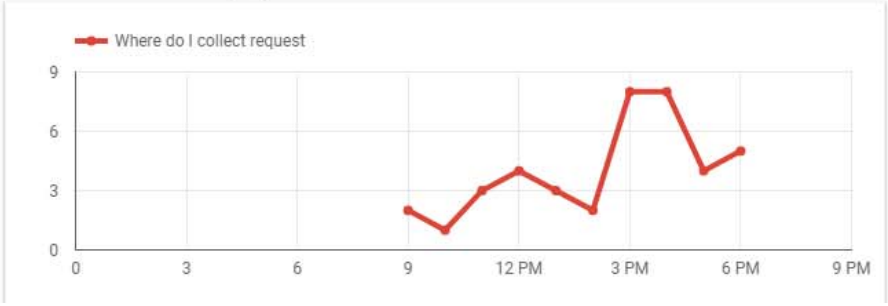
Link Clicks from all Letters	Number of Users who clicked links
276	165

Device Category | On Off-campus | Day of Week | Hour

Clicks on FAQ in email



Face to face enquiry



FAQ Email Clicks
86

Help Zone Queries
40

UNSW SYDNEY

ALMA emails

Device Usage (Page 4 of 6)

EDIT

UNSW SYDNEY

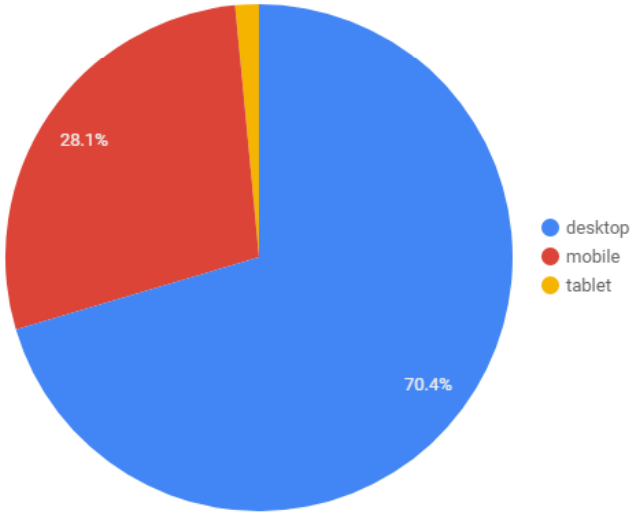
Device Usage

Mar 19, 2018 - Mar 23, 2018

Link Clicks from all Letters	Number of Users who clicked links
331	211

Device Usage

Website Visits originating from Alma notifications



UNSW SYDNEY

Summary

References:

- https://en.wikipedia.org/wiki/List_of_XML_and_HTML_character_entity_references
- https://www.w3schools.com/html/

UNSW SYDNEY

Questions?

Sabrina Alvaro

s.alvaro@unsw.edu.au

Justin lane

Justin.lane@unsw.edu.au