Publisher

A. Reports: Analysing Usage & Subscriptions

Create a Newsletter Template

Before you get started

♦ Set up Topics from the homepage and set up users in the subscribed users tab

♦ Ensure the time zones are set up correctly in the Organization Preferences - *Tip: date ranges in the reports screen are based on the organization's current time zone*

♦ Click the Administration tab and then the Reports sub-tab or select Reports from the additional tasks menu on the topics homepage on the right hand side of the screen

♦ Why use the reports section? Usage reports help you analyze your end users' Publisher usage over the timeframe you specify (within the past 2 years)

Usage by Topic

Use the Usage Report form to generate a report that helps you analyze how your end users are using the Publisher   content. You can choose to generate usage reports by topic, day, or document headline and enter a date range. All reports contain both percentage values and actual counts.

Select Generate Report to launch the wizard   **→ Generate Report**

Why run a usage report?

♦ See who's clicking into what and when

♦ What's the most popular topic/day or headline being accessed

Topic: Lists each topic for the specified timeframe with its usage.

Day: Lists each day for the specified timeframe with its usage, so you can see what's the busiest day of the week for reading emails.

Headline: Lists up to 50 headlines with their usage (full-text views). This allows you to see the headlines of the articles that have been viewed.

Tip: Headline reports are only available for 90 days

Viewing Usage report by topic

View options

Full text view: physically opens email to read.

Document list & total views: double click articles to open.

Total views only: displays 2 columns added together.

Select Print or Download to deliver the report.

Subscriptions by topic

View the report by topic to show all the users subscribed to each topic.

Subscriptions by user

Alternatively view the report by User to show all the topics to which each user subscribes.

Tip: Click the column heading to sort the report into ascending or descending order

Why run a subscription report?

♦ To generate a report that shows the number of users subscribed to each topic.

♦ Is there a popular topic? Maybe there are topics that can be combined.

♦ Check users have their alerts set to deliver at the correct time to best capture new articles.

♦ See how many alerts have been set up by end users over a particular time frame e.g. previous month

Tip: If there are a lot of topics set up but a limited amount are attached to an end user then the others may be published to the intranet

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Before you get started

♦ Click the Administration tab and then the Reports sub-tab or select reports from the additional tasks menu on the topics homepage on the right hand side of the screen.

Topic

Reports

| Usage | Subscriptions | Topic |

Select the topic attributes that you want to include in your report.

↦ **Generate Report**

- ☑ Topic Name
- ☑ Search Name
- ☑ Editor Name
- ☑ Headline Terms
- ☑ Search Terms
- ☑ Index Terms
- ☑ Exclude Terms
- ☑ Client Id
- ☑ Source Name
- ☑ Date Restriction
- ☑ Alert Schedule
- ☑ Topic URL
- ☑ Complete Search Query

Topic Report

Note: Index and search terms shown below may not be suitable for copying into a new LexisNexis search. Instead, copy the contents of the Complete Search Query column.

Topic Name	Editor Name	Search Name	Headline Terms	Search Terms	Index Terms	Exclude Terms	Client Id	So
Airline suppliers	Katie Cook	Airline suppliers		(industry (oil or gas pre/ 3 8*% or 9*%) and company (bp or shell or chevron or exxon mobil pre/ 3 8*% or 9*%) and body (bp or shell or chevron or exxon mobil)) or (industry (oil or gas pre/ 3 8*% or 9*%) and company (conocophillips or total sa or bg plc or gdf suez or suncor or maersk oil or sasol or foster wheeler uhde gmbh or snamprogetti or linde or lurgi ag or sinopec or samsung engineering or mcdermott international or aker or wood group or hyundai energy or hyundai heavy or worleyparsons or daewoo or gazprom or		No		+ (

Select the check boxes at the top of the form to specify which columns should appear in your results. Select 'Generate Report.'

↦ **Generate Report**

Tip: The Topic Name and Search Name columns are mandatory

Select Print or Download to deliver the report

Tip: Safari users—Safari tends to add a .txt extension to a file name so it becomes filename.csv.txt. Remove the .txt extension from the file name in order to view the file in Excel.

- ♦ Use the Topic Report form to generate a report that lists the major properties associated with each of your organization's Publisher topics. This helps you quickly find important information about each of your organization's topics.
- ♦ Check the search strategy for a topic(s) to see if it's working correctly.
- ♦ Download a back up of the search strategy if you want to do house-keeping on the account to see what topics to keep or remove.
- ♦ If you have access to other LexisNexis products you may wish to use the same search strategy from Publisher. Simply download the report and you can cut and paste the search into the relevant search form.

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