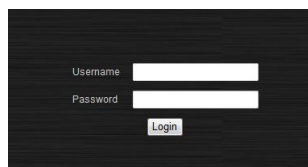


the inzone experience

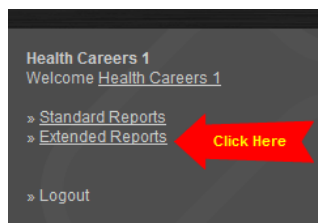
Inzone Mail Extended Reporting Instructions

1. Open Internet Explorer.
2. Type <http://clients.inzone.co.nz/> in the address bar.
3. Enter your username and password as supplied by inzone.

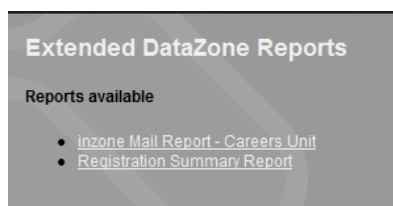


A screenshot of a login form. It has two input fields: 'Username' and 'Password'. Below the 'Password' field is a 'Login' button.

4. When logged in click on the 'Extended Reports' link in the left hand menu pane.



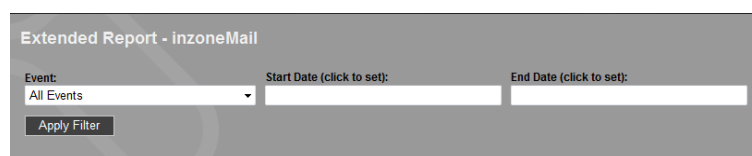
5. The **Extended DataZone Reports** menu will load



Inzone Mail Report – Careers Unit

Click on the 'inzone Mail Report' link to view the report options.

This report shows information on the number of students who have registered, emails sent out, and responses to those emails.



A screenshot of the 'Extended Report - inzoneMail' form. It has three input fields: 'Event' (with a dropdown menu showing 'All Events'), 'Start Date (click to set):', and 'End Date (click to set):'. Below the 'Event' field is an 'Apply Filter' button.

The report can be run for either a specific event or date(s).

- a. To run the report for a specific event, select the event from the drop down list and click the 'Apply Filter' button.
- b. There are three options for running the report using dates.

- i. To show all information greater than a specific date, enter one date only in the 'Start Date' field and click the 'Apply Filter' button.
- ii. To show all information less than a specific date, enter one date only in the 'End Date' field and click the 'Apply Filter' button.
- iii. To show information for a date range. Enter a date in the 'Start Date' and 'End Date' fields and click the 'Apply Filter' button.

Note: The Start Date must be earlier than the End Date.

When the 'Apply Filter' button is clicked, the report will run and appear as below.

The inzoneMail report is a drill down report. Firstly the report shows a summary of all the information. Specific details can then be seen by clicking on the '+' sign next to 'Total Registrations' shown by the red arrow below.

Extended Report - inzoneMail

Event: All Events Start Date (click to set): 01-10-2008 End Date (click to set): 31-10-2008

Apply Filter

1 of 1 100% Select a format Export

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inzone Mail Report Careers Unit - Health Careers 1

Between 1/10/2008 and 31/10/2008

| Car | All Students | Emailed | Responded |
|---|--------------|---------|-----------|
| <div> <div></div> <div>Total Registrations</div> </div> | 154 | 154 | 4 |

10/11/2008 11:52 a.m. 1 of 1

Once expanded, the report will show results for individual schools. Click on the '+' sign next to the school to see individual students info.

Extended Report - inzoneMail

Event: All Events Start Date (click to set): 01-10-2008

Apply Filter

1 of 1 100% Sel

| | |
|--|-----|
| <div> <div></div> <div>Total Registrations</div> </div> | 154 |
| <div> <div></div> <div>Opononi Area School</div> </div> | 9 |
| <div> <div></div> <div>Okaihau College</div> </div> | 7 |
| <div> <div></div> <div>Kaitiaki School</div> </div> | 6 |
| <div> <div></div> <div>Br...</div> </div> | 15 |
| <div> <div></div> <div>Bay of Islands</div> </div> | 9 |
| <div> <div></div> <div>Kerikeri High School</div> </div> | 12 |
| <div> <div></div> <div>Northland College</div> </div> | 4 |

In the screenshot below the values shown on the report are explained.

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inzone Mail Report Careers Unit - Health Careers 1

Between 1/10/2008 and 31/10/2008

| Car | All Students | Emailed | Responded |
|---|--------------|--|-----------|
| <div> <div>Total Registrations</div> <div> <div>Number of Students who Registered</div> <div>154</div> <div>Number of Students Emailed</div> <div>154</div> <div>Number of Responses to Email</div> <div>4</div> </div> </div> | 9 | 9 | 0 |
| <div> <div>Opononi Area School</div> <div> <div>Name: jakeem justice</div> <div>Email:</div> <div>Name: Krystyl Silby-Paaki</div> <div>Email: miiz_flick@hotmail.com</div> <div>Name: Judy Leaf</div> <div>Email:</div> <div>Name: Jonti Wright</div> <div>Email:</div> </div> </div> | | <div> <div>28/10/2008</div> <div>28/10/2008</div> <div>28/10/2008</div> <div>28/10/2008</div> </div> | |

Registration Summary Report

Click on the '**Registration Summary Report**' link to view the report options

Purpose

This summary report shows information by "Event" on the number of students who went on the bus, the number who viewed your Pod, the number who registered, and its popularity.

Extended Report - RegistrationSummary

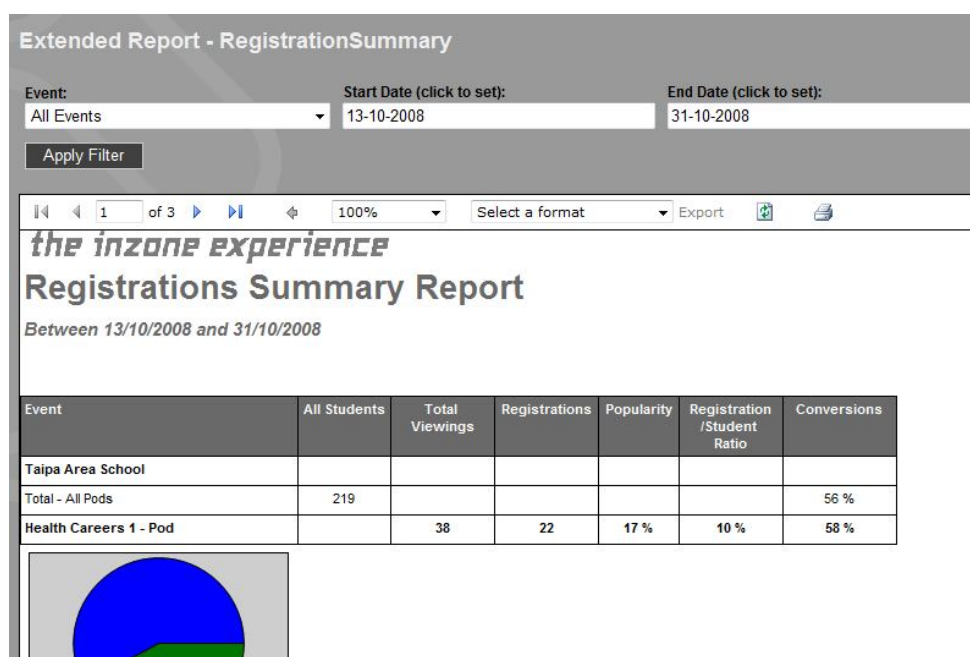
Event: Start Date (click to set): End Date (click to set):

The report can be run for either a specific event or by date(s).

- To run the report for a specific event, click on the drop down list, click on the event and click the 'Apply Filter' button.
- There are three options for running the report using dates.
 - To show all information greater than a specific date, enter one date only in the 'Start Date' field and click the 'Apply Filter' button.
 - To show all information less than a specific date, enter one date only in the 'End Date' field and click the 'Apply Filter' button.
 - To show information for a date range. Enter a date in the 'Start Date' and 'End Date' fields and click the 'Apply Filter' button.

Note: The Start Date must be earlier than the End Date.

When the 'Apply Filter' button is clicked, the report will run and appear as below.



Glossary of Values:

All Students – the total number of students who came on the bus for the event.

Total Viewings – the total number of students who accessed your Pod.

Registrations – the total number of students who registered for more information on your Pod.

Popularity – the percentage value of the number of students who came on the bus who viewed your Pod. (Total Viewings/All Students)

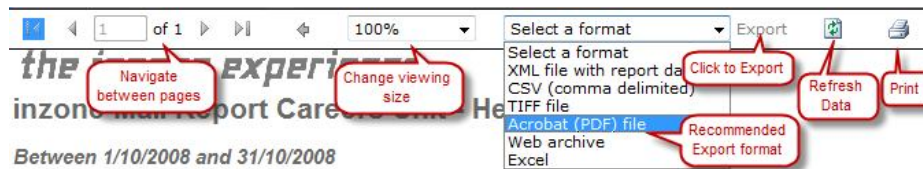
Registration/Students Ratio – the percentage value of the number of students who came on the bus who Registered on your Pod. (Registrations/All Students)

Conversions (Totals – All Pods) – The percentage of students who subscribed to any of the Pods they viewed.

Conversions (your Pod) – The percentage of students who viewed your Pod and subscribed to it. If this value is higher than the value for All Pods then your Pod may be more effective at getting students to request more information.

Reporting Menu Bar

The screenshot below, shows an example of the reporting menu bar and the available options. The report can be also be exported and viewed offline. Inzone recommends that the report should be exported as an acrobat (pdf) file. This allows anyone with Adobe Acrobat (installed on their computer) to view the report. The screenshot below shows a labelled example of the report menu bar.



When the report is exported/printed, it will be in the same state as what you are viewing on the screen at the time.