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### Product Yield MIS 2 - 2023-01-11

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### Product Yield MIS 2 - 2023-01-11

#### Login Metrics

Total	ogin Metrics					
2	Metric	Customer Type	Daily	MTD		
Total	otal Logins	Amber	16604	183231		
3   Total   Total	otal Logins	Green	93546	947389		
4   Total	otal Logins	Not Profiled	18865	203308		
5   Total   Total	otal Logins	Red	49386	518140		
6   New	otal Logins	Total	178401	1852068		
7   New York	ew Logins	Amber	4672	43906		
8   New   Ne	ew Logins	Green	11800	66562		
9 Never 10 N	ew Logins	Not Profiled	13262	134738		
10 New	ew Logins	Red	3572	30384		
11   Regression	ew Logins	Total	33306	275590		
12   Repair   13   Repair   14   Repair   15   Repair   16   Uninity   17   Uninity   18   Uninity   19   Uninity   19   Uninity   10   Uninity   11   Uninity   12   New 22   12   New 22   13   New 24   14   Repair   15   Repair   16   Uninity   17   Repair   18   Uninity   18   Uninity   18   Uninity   18   Uninity   19   Uninity   19   Uninity   10   Uninity   11   Uninity   12   Uninity   13   Uninity   14   Uninity   15   Uninity   16   Uninity   17   Uninity   18   Uninity   19   Uninity   19   Uninity   10   Uninity   10   Uninity   11   Uninity   11   Uninity   12   Uninity   13   Uninity   14   Uninity   15   Uninity   16   Uninity   17   Uninity   18   Uninity   19   Uninity   10   Uninity   10   Uninity   11   Uninity   11   Uninity   12   Uninity   13   Uninity   14   Uninity   15   Uninity   16   Uninity   17   Uninity   18   Uninity   19   Uninity   10   Uninity   11   Uninity   11   Uninity   12   Uninity   13   Uninity   14   Uninity   15   Uninity   16   Uninity   17   Uninity   18   Uninity   19   Uninity   10   Uninity   11   Uninity   11   Uninity   12   Uninity   12   Uninity   13   Uninity   14   Uninity   15   Uninity   16   Uninity   17   Uninity   18   Uninity   19   Uninity   10   Uninity   1	epeat Logins	Amber	11932	139325		
13   Repair   14   Repair   15   Repair   16   Repair   17   Junior   18   Junior   18   Junior   19   Junior   19   Junior   19   Junior   10   Junior   10   Junior   11   Junior   11   Junior   11   Junior   11   Junior   11   Junior   11   Junior   12   Junior   13   Repair   14   Repair   15   Junior   16   Junior   17   Junior   18   Junior   19   Junior   19   Junior   10   Junior   11   Repair   11   Repair   12   Junior   13   Repair   14   Repair   15   Repair   16   Repair   17   Junior   18   Junior   19   Junior   19   Junior   10   Junior   11   Repair   11   Repair   12   Junior   13   Repair   14   Repair   15   Repair   16   Repair   17   Junior   18   Junior   19   Junior   10   Junior   11   Junior   11   Junior   12   Junior   13   Junior   14   Junior   15   Junior   16   Junior   17   Junior   18   Junior   19   Junior   19   Junior   10   Junior   10   Junior   11   Junior   11   Junior   12   Junior   13   Junior   14   Junior   15   Junior   16   Junior   16   Junior   17   Junior   18   Junior   19   Junior   19   Junior   10   Junior   10   Junior   10   Junior   10   Junior   10   Junior   11   Junior   11   Junior   12   Junior   13   Junior   14   Junior   15   Junior   16   Junior   16   Junior   17   Junior   18   Junior   19   Junior   10   Junior   10   Junior   10   Junior   10   Junior   10   Junior   11   Junior   12   Junior   13   Junior   14   Junior   15   Junior   16   Junior   16   Junior   16   Junior   17   Junior   18   Junior   18   Junior   19   Junior   19   Junior   10   Junior   10   Junior   10   Junior   11   Junior   11   Junior   12   Junior   13   Junior   14   Junior   15   Junior   16   Junior   16   Junior   16   Junior   17   Junior   18   Junior   19   Junior   19   Junior   10   Junior   10   Junior   10   Junior   10   Junior   10   Junior   11   Junior   12   Junior   13   Junior   14   Junior   15   Junior   16   Junior   16   Junior   16   Junior   17   Junior   18   Junior   19   Junior   10   Junior   10   Junior   10   Junior   10   Junior   11	epeat Logins	Green	81746	880827		
14 Repair	epeat Logins	Not Profiled	5603	68570		
Separation	epeat Logins	Red	45814	487756		
17	epeat Logins	Total	145095	1576478		
177 United States of the state	nique Logins	Amber	8960	75864		
18		Green	49676	341757		
19   Universe   Univer	nique Logins		13099	123121		
20 Uninference   10 Uni	nique Logins	Not Profiled	=			
21 New	nique Logins	Red	28188	211158		
New York   New York	nique Logins	Total	99923 2702	751900		
23 New March 1	ew Unique Logins	ranibor		20000		
24   New 25   New 25	ew Unique Logins	Green	6677	31660		
25 New	ew Unique Logins	Not Profiled	8655	83339		
226 Repair Repai	ew Unique Logins	Red	2104	14512		
Repair   R	ew Unique Logins	Total	20138	150350		
28 Regression   Re	epeat Unique Logins	Amber	6258	55025		
229 Repair 2019 Re	epeat Unique Logins	Green	42999	310097		
30 Regarding   31 Motor   32 Motor   33 Motor   34 Motor   35 Motor   36 Never   37 Never   38 Neve	epeat Unique Logins	Not Profiled	4444	39782		
33   Motor   M	epeat Unique Logins	Red	26084	196646		
32 Motor State Sta	epeat Unique Logins	Total	79785	601550		
33 Motor Mot	obile Logins	Amber	1711	18722		
34 Motor March Mar	obile Logins	Green	10870	112482		
Motora   Motora	obile Logins	Not Profiled	3352	34025		
36 News 137 News 138	obile Logins	Red	6129	67064		
37 News 133 News 134 News 135	obile Logins	Total	22062	232293		
338 Never 1339 Never 1441 Nepr 1441 Nepr 1441 Nepr 1442 Nepr 1443	ew Mobile Logins	Amber	329	2523		
39 Nev 40 Nev 41 Rep 42 Rep 43 Rep 44 Rep 45 Rep 46 Unio 47 Unio 48 Unio 50 Unio 51 Nev 52 Nev 54 Nev 55 Nev	ew Mobile Logins	Green	909	5357		
40 Nev 41 Rep 42 Rep 43 Rep 44 Rep 45 Rep 46 Unio 47 Unio 48 Unio 50 Unio 51 Nev 52 Nev 54 Nev 55 Nev	ew Mobile Logins	Not Profiled	2442	23649		
41 Rep 42 Rep 43 Rep 44 Rep 45 Rep 46 Unid 47 Unid 48 Unid 49 Unid 50 Unid 51 New 52 New 54 Nev 55 New 55 New	ew Mobile Logins	Red	233	1714		
42 Rep 43 Rep 44 Rep 45 Rep 46 Unio 47 Unio 48 Unio 50 Unio 51 Nev 52 Nev 54 Nev 55 Nev	ew Mobile Logins	Total	3913	33243		
43 Rep 44 Rep 45 Rep 46 Unio 47 Unio 48 Unio 50 Unio 51 New 52 New 53 New 55 New	epeat Mobile Logins	Amber	1382	16199		
44 Rep 45 Rep 46 Unio 47 Unio 48 Unio 49 Unio 50 Unio 51 New 53 New 54 Nev 55 Nev	epeat Mobile Logins	Green	9961	107125		
45 Rep 46 Unio 47 Unio 48 Unio 49 Unio 50 Unio 51 New 52 Nev 53 Nev 54 Nev 55 Nev	epeat Mobile Logins	Not Profiled	910	10376		
46 Unio 47 Unio 48 Unio 49 Unio 50 Unio 51 Nev 52 Nev 53 Nev 54 Nev 55 Nev	epeat Mobile Logins	Red	5896	65350		
47 Unio 48 Unio 49 Unio 50 Unio 51 Nev 52 Nev 53 Nev 54 Nev 55 Nev	epeat Mobile Logins	Total	18149	199050		
48 Unio 49 Unio 50 Unio 51 Nev 52 Nev 53 Nev 54 Nev 55 Nev	nique Mobile Logins	Amber	699	5454		
49 Unio 50 Unio 51 Nev 52 Nev 53 Nev 54 Nev 55 Nev	nique Mobile Logins	Green	5082	32176		
50 Unio 51 Nev 52 Nev 53 Nev 54 Nev 55 Nev	nique Mobile Logins	Not Profiled	1271	11815		
51 Nev 52 Nev 53 Nev 54 Nev 55 Nev	nique Mobile Logins	Red	3066	18946		
52 Nev 53 Nev 54 Nev 55 Nev	nique Mobile Logins	Total	10118	68391		
52 Nev 53 Nev 54 Nev 55 Nev	ew Unique Mobile Logins	Amber	124	653		
54 Nev 55 Nev	ew Unique Mobile Logins	Green	331	1163		
54 Nev 55 Nev	ew Unique Mobile Logins	Not Profiled	949	8525		
55 Nev	ew Unique Mobile Logins	Red	72	381		
	ew Unique Mobile Logins	Total	1476	10722		
56  Ren	epeat Unique Mobile Logins	Amber	575	4801		
	epeat Unique Mobile Logins	Green	4751	31013		
	epeat Unique Mobile Logins	Not Profiled	322	3290		
	epeat Unique Mobile Logins	Red	2994	18565		
	epeat Unique Mobile Logins	Total	8642	57669		

#### Repeat Login Metrics

	Channel	Customer Type	Daily	MTD
1	Android App	Amber	429	3218
2	Android App	Green	3357	19712
3	Android App	Not Profiled	313	3081
4	Android App	Red	2444	14727
5	Assisted	Red	92	873
6	Customer Engagement	Amber	12	95
7	Customer Engagement	Green	102	629
8	Customer Engagement	Red	181	1303
9	E-mail/SMS Monitoring	Amber	193	2257
10	E-mail/SMS Monitoring	Green	1768	13790
11	E-mail/SMS Monitoring	Red	1677	12924
12	Marketing(Alliance)	Amber	15	374
13	Marketing(Alliance)	Green	62	1019
14	Marketing(Alliance)	Not Profiled	12	744
15	Marketing(Alliance)	Red	26	850
16	Marketing(Networks)	Amber	314	2785
17	Marketing(Networks)	Green	2087	14706
18	Marketing(Networks)	Not Profiled	608	4996
19	Marketing(Networks)	Red	1680	12261

20	Other	Amber	510	3800
21	Other	Green	1052	8070
22	Other	Not Profiled	761	7872
23	Other	Red	750	6726
24	PORTFOLIO	Amber	4008	35697
25	PORTFOLIO	Green	30953	223864
26	PORTFOLIO	Not Profiled	1637	11499
27	PORTFOLIO	Red	16963	127529
28	System	Amber	777	6799
29	System	Green	3618	28306
30	System	Not Profiled	1113	11588
31	System	Red	2271	19453
32	Assisted	Green		1
33	E-mail/SMS Monitoring	Not Profiled		2

### Red Repeat Saleable Login Metrics

	Channel	Customer Type	Daily	MTD
1	Android App	Red	1445	8699
2	Assisted	Red	92	867
3	Customer Engagement	Red	175	1271
4	E-mail/SMS Monitoring	Red	1465	10844
5	Marketing(Alliance)	Red	17	430
6	Marketing(Networks)	Red	1069	7619
7	Other	Red	403	3275
8	PORTFOLIO	Red	11832	91869
9	System	Red	1396	11873

## Login Vintage - Unique Customers

	Vintage	Customer Type	Daily	MTD
1	V0	Amber	5325	44134
2	V0	Green	12174	70745
3	V0	Red	4158	27540
4	V1	Amber	2110	17564
5	V1	Green	8981	62483
6	V1	Red	2832	24552
7	V2	Amber	1525	14166
8	V2	Green	28521	208529
9	V2	Red	21198	159066

### CIS Yield

Ш	Metric	Daily	MTD
1	Red Profiles	2013	18611
2	Red (Saleable) Profiles	1168	10504
3	CIS Page Visits - 040	872	7835
4	CIS Page Visits Dropoff %	25.300 %	25.400 %
5	Payment Page - 050	199	1944
6	Payment Page Dropoff %	77.200 %	75.200 %
7	CIS Paid - 070	3	38
8	CIS Paid Dropoff %	98.500 %	98.000 %

# CHR Yield - Red

	Metric	Daily	Daily Dropoff %	MTD	MTD Dropoff %
1	Profiled	2012	100	18607	100
2	Undecided - 000	34	2	443	2
3	Prepayment - 040	34	100	443	100
4	PG - 050	12	35	240	54
5	Paid - 070	0	0	64	27

### CHR Yield - Green

	Metric	Daily	Daily Dropoff %	MTD	MTD Dropoff %
1	Profiled	4046	100	38008	100
2	Undecided - 000	29	1	274	1
3	Prepayment - 040	29	100	274	100
4	PG - 050	12	41	69	25
5	Paid - 070	3	25	39	57

### CHR Visits Yield - Red

	Metric	Daily	MTD
1	CHR Page Visits - 040	932	10315
2	Payment Page - 050	275	3344
3	Payment Page Dropoff%	7050.00 %	6760.00 %
4	Payment Made - 070	57	544
5	Payment Made Dropoff%	7960.00 %	8420.00 %

### CHR Visits Yield - Green

	Metric	Daily	MTD
1	CHR Page Visits - 040	544	5166
2	Payment Page - 050	57	472
3	Payment Page Dropoff%	8950.00 %	9090.00 %
4	Payment Made - 070	6	63
5	Payment Made Dropoff%	9650.00 %	9750.00 %

## BYS M0 Yield

Metric Daily MTD

### BYS Visits Yield

	Metric	Daily	MTD
1	Amber Unique Logins	7525	66931
2	BYS Page Visits - 040	8	3020
3	BYS Page Visits Dropoff %	99.900 %	95.500 %
4	Payment Page - 050	3	1098
5	Payment Page Dropoff %	62.500 %	63.600 %
6	BYS Paid - 070	0	3
7	BYS Paid Dropoff %	100.000 %	99.700 %