

Product Yield MIS 2 - 2023-01-11

1 message

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Login Metrics

	Metric	Customer Type	Daily	MTD
1	Total Logins	Amber	16604	183231
2	Total Logins	Green	93546	947389
3	Total Logins	Not Profiled	18865	203308
4	Total Logins	Red	49386	518140
5	Total Logins	Total	178401	1852068
6	New Logins	Amber	4672	43906
7	New Logins	Green	11800	66562
8	New Logins	Not Profiled	13262	134738
9	New Logins	Red	3572	30384
10	New Logins	Total	33306	275590
11	Repeat Logins	Amber	11932	139325
12	Repeat Logins	Green	81746	880827
13	Repeat Logins	Not Profiled	5603	68570
14	Repeat Logins	Red	45814	487756
15	Repeat Logins	Total	145095	1576478
16	Unique Logins	Amber	8960	75864
17	Unique Logins	Green	49676	341757
18	Unique Logins	Not Profiled	13099	123121
19	Unique Logins	Red	28188	211158
20	Unique Logins	Total	99923	751900
21	New Unique Logins	Amber	2702	20839
22	New Unique Logins	Green	6677	31660
23	New Unique Logins	Not Profiled	8655	83339
24	New Unique Logins	Red	2104	14512
25	New Unique Logins	Total	20138	150350
26	Repeat Unique Logins	Amber	6258	55025
27	Repeat Unique Logins	Green	42999	310097
28	Repeat Unique Logins	Not Profiled	4444	39782
29	Repeat Unique Logins	Red	26084	196646
30	Repeat Unique Logins	Total	79785	601550
31	Mobile Logins	Amber	1711	18722
32	Mobile Logins	Green	10870	112482
33	Mobile Logins	Not Profiled	3352	34025
34	Mobile Logins	Red	6129	67064
35	Mobile Logins	Total	22062	232293
36	New Mobile Logins	Amber	329	2523
37	New Mobile Logins	Green	909	5357
38	New Mobile Logins	Not Profiled	2442	23649
39	New Mobile Logins	Red	233	1714
40	New Mobile Logins	Total	3913	33243
41	Repeat Mobile Logins	Amber	1382	16199
42	Repeat Mobile Logins	Green	9961	107125
43	Repeat Mobile Logins	Not Profiled	910	10376
44	Repeat Mobile Logins	Red	5896	65350
45	Repeat Mobile Logins	Total	18149	199050
46	Unique Mobile Logins	Amber	699	5454
47	Unique Mobile Logins	Green	5082	32176
48	Unique Mobile Logins	Not Profiled	1271	11815
49	Unique Mobile Logins	Red	3066	18946
50	Unique Mobile Logins	Total	10118	68391
51	New Unique Mobile Logins	Amber	124	653
52	New Unique Mobile Logins	Green	331	1163
53	New Unique Mobile Logins	Not Profiled	949	8525
54	New Unique Mobile Logins	Red	72	381
55	New Unique Mobile Logins	Total	1476	10722
56	Repeat Unique Mobile Logins	Amber	575	4801
57	Repeat Unique Mobile Logins	Green	4751	31013
58	Repeat Unique Mobile Logins	Not Profiled	322	3290
59	Repeat Unique Mobile Logins	Red	2994	18565
60	Repeat 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

	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
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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 %