COX HEALTH & PERFORMANCE REPORT

	Both Platform				Apple iOS				Google Android			
	Yester day	% Change Lst 7 Days	% Change Lst 30 Days	Last 60 days	Yester day	% Change Lst 7 Days	% Change Lst 30 Days	Last 60 days	Yester day	% Change Lst 7 Days	% Change Lst 30 Days	Last 60 days
OVERALL												
Visits	140,698	-3%	-5%		107,886	-2%	-4%		32,812	-5%	-7%	
Visitors	123,451	-2%	-5%		93,959	-1%	-4%		29,492	-4%	-7%	
Page Views	2,042,762	-3%	-6%		1,348,862	-2%	-5%		693,900	-6%	-9%	
Average Time Spent (mins)	7	3%	3%		3	4%	4%		4	2%	2%	
New Visitors	4%	1%	-1%		3%	3%	1%		5%	-2%	-3%	
Server Errors	4%	-1%	-8%		1%	2%	-5%		12%	-1%	-7%	
Visits to Chat	4%	14%	13%		4%	14%	13%		4%	12%	13%	
Visits to Chat (Bot)	3%	14%	16%		3%	14%	16%		3%	13%	15%	
Visits to Agent Chat (Skip bot)	1%	11%	3%		1%	14%	4%		1%	-3%	-6%	
Visits to Self Service Features	52%	-4%	-3%		52%	-4%	-3%		51%	-4%	-3%	
Visits with Chat but No Self Service	1%	16%	19%		1%	15%	16%		1%	20%	27%	
Visits with Neither Self Service nor Chat	33%	6%	4%		33%	6%	4%		33%	6%	5%	
Not Logged-in Visits	15%	3%	2%		15%	3%	2%		17%	2%	1%	
Overall_containment_rate	99%	1%	1%									
LOGIN												
Login Page Visits	139,968	-3%	-5%		107,393	-2%	-4%		32,575	-5%	-7%	
Login Success Rate	84%	-1%	0%		85%	-1%	0%		83%	0%	0%	
Share of Auto Login (Remember/Biometrics)	76%	0%	0%		84%	-1%	0%		51%	0%	0%	
with TSV	15%	1%	1%		17%	0%	0%		7%	5%	3%	
User ID Recovery	1%	2%	-1%		1%	5%	2%		2%	-2%	-5%	
Password Reset	1%	4%	5%		1%	6%	8%		2%	0%	0%	
Registration	1%	10%	9%		1%	13%	13%		2%	7%	7%	
Login_containment_rate	99%	1%	1%									
BILLING												
Billing Section Visits	72,237	-5%	-9%		56,442	-4%	-8%		15,795	-8%	-13%	
Make Payments	35%	-13%	-14%		35%	-13%	-14%		36%	-12%	-14%	
Payment Submit	32%	-15%	-16%		32%	-15%	-16%		30%	-15%	-17%	
Payment Success Rate	98%	0%	0%		97%	0%	-1%		99%	0%	0%	
Client Errors on Payment Page	0%	0%	823%		0%	0%	762%		0%	0%	0%	
Server Errors on Payment Page	0%	-5%	-9%		0%	23%	14%		1%	-4%	-6%	
Promise to Pay - Linkout	0%	0%	-100%		0%	0%	-100%		0%	0%	0%	
Promise to Pay - Native	5%	6%	10%		5%	6%	10%		8%	8%	12%	
Additional time to pay - Linkout	66%	0%	3%		67%	-1%	1%		65%	3%	7%	
Future date payment - Linkout	10%	-1%	3%		10%	-2%	2%		10%	1%	6%	
Bill Downloads	9%	11%	11%		10%	10%	10%		5%	11%	9%	
Activity & Statements	8%	11%	10%		8%	12%	12%		8%	9%	7%	
Easy Pay Enrollments	4%	10%	11%		4%	12%	13%		3%	4%	5%	
Payment Method Changes	4%	9%	10%		4%	11%	13%		4%	3%	2%	
Agreement & Discounts	3%	8%	8%		3%	8%	9%		3%	8%	8%	
Bill Delivery Options	1%	16%	17%		1%	16%	18%		1%	17%	16%	
Address Changes	0%	3%	6%		0%	3%	4%		0%	2%	11%	
Move Service	1%	27%	25%		1%	29%	24%		1%	20%	25%	
Billing_Interacted with chat	3%	14%	16%		3%	15%	17%		3%	10%	15%	
Billing_containment_rate	100%	0%	0%									
EASY CONNECT												
Easy Connect Eligible Visits	1,623	-2%	-25%		1,342	1%	-24%		281	-16%	-27%	
Overall Success	7%	15%	-33%		6%	10%	-34%		7%	39%	-29%	
Overall Failure	1%	51%	-4%		1%	50%	-1%		0%	45%	-28%	
Overall Timeout	2%	-27%	-74%		2%	-26%	-71%		1%	-47%	-89%	
Overall No Result	91%	0%	10%		91%	0%	10%		91%	-2%	11%	
Started the Flow	4%	-11%	-68%		4%	-15%	-68%		4%	12%	-70%	
Success	0%	-100%	-100%		96%	1%	9%		96%	0%	10%	
Failure	0%	-100%	-100%		1%	49%	-7%		0%	78%	-1%	
Timeout	48%	-19%	-21%		93%	-1%	4%		92%	-3%	4%	
No Result	52%	29%	59%		7%	10%	-34%		8%	39%	-31%	
Easyconnect_Interacted with Chat	30%	-27%	-31%		34%	-20%	-21%		9%	-67%	-77%	
Did Not Start the Flow	96%	0%	9%		0%	0%	-100%		0%	-100%	-100%	
Did_not Success	7%	15%	-33%		46%	25%	51%		82%	31%	81%	
Did_not Failure	1%	54%	-6%		0%	-100%	-100%		0%	0%	-100%	
Did_not No Result	93%	-1%	4%		54%	-14%	-14%		18%	-49%	-62%	
Easyconnect_containment_rate	94%	2%	3%									
SMART HELP												
Devices Page Visits	9,164	-3%	-2%		6,600	-3%	-1%		2,564	-3%	-2%	
Started Troubleshooting (Solution Center)	1%	-36%	-30%		1%	-36%	-30%		1%	-34%	-28%	
Saw a Result	97%	2%	4%		0%	-35%	-17%		0%	-13%	-8%	
1st common reason (Unknown)	60%	13%	14%		87%	-1%	0%		78%	-4%	-3%	
2nd common reason (Disconnected)	17%	-10%	-19%		7%	13%	8%		10%	15%	12%	
3rd common reason (Incomplete Install)	0%	-100%	-100%		5%	-1%	-2%		5%	-7%	-5%	
Did a Device Reboot	0%	-25%	-24%		0%	-25%	-33%		0%	-9%	-14%	
Started Proactive and Preventive (P&P)	84%	-2%	-1%		0%	11%	39%		0%	-52%	-56%	
Started P&P troubleshooting	39%	5%	2%		0%	-24%	-19%		0%	-24%	-17%	
Smarthelp Reset Complete	24%	1%	-3%		77%	14%	17%		28%	6%	5%	
Schedule Tech	16%	8%	6%		19%	-13%	-22%		12%	5%	-4%	
Connect with Agent	6%	0%	-3%		0%	-100%	-100%		0%	0%	-100%	
Smarthelp_P&P Interacted with Chat	7%	0%	-1%		6%	1%	-2%		6%	-2%	-4%	
Clicked Billing & Account Support	8%	13%	9%		98%	2%	3%		96%	2%	5%	
Clicked Internet Support	5%	-3%	-3%		16%	10%	7%		15%	0%	2%	
Clicked TV Support	0%	-20%	-27%		24%	1%	-4%		23%	2%	-3%	
Clicked Homelife Support	0%	-10%	0%		7%	1%	-2%		7%	-3%	1%	
Smarthelp_Interacted with Chat	0%	-24%	-19%		39%	5%	1%		40%	7%	5%	
Smarthelp_containment_rate	97%	2%	2%									
PnP_containment_rate	97%	0%	0%									
RESET MODEM												
Reset Modem Start Page Visits	222.0	-4%	-19%		157.0	-8%	-20%		65.00	8%	-16%	
Started Reset Process	97%	2%	2%		97%	2%	2%		95%	3%	2%	
Reset Process Complete	39%	12%	12%		41%	20%	18%		32%	-7%	-2%	
Reset Process Incomplete	38%	1%	3%		41%	2%	3%		32%	1%	2%	
Reset_Modem Interacted with Chat	11%	-9%	-8%		12%	0%	6%		6%	-37%	-45%	
Error Outage	2%	-28%	1%		0%	0%	0%		8%	-39%	-7%	
Non Pay Error	0%	-100%	-100%		0%	0%	0%		0%	-100%	-100%	
DMCA Error	0%	277%	89%		0%	0%	0%		2%	244%	80%	

Metric	Val	%	%	Val	%	%	Val	%	%
Resetmodem_containment_rate	86%	6%	3%						

RESET TV BOX

Metric	Val	%	%	Val	%	%	Val	%	%
Reset TV Box Start Page Visits	34	-12%	-34%	29	4%	-20%	5	-53%	-67%
Reset_TV Started Reset Process	94%	0%	1%	93%	0%	-1%	100%	3%	8%
Reset_TV Process Complete	34%	-3%	0%	30%	-9%	-7%	60%	33%	45%
Reset_TV Process Incomplete	56%	50%	61%	56%	31%	39%	60%	139%	166%
Reset_TV Interacted with Chat	13%	-12%	-15%	11%	-19%	-24%	20%	38%	31%
Reset_TV Error Outage	0%	-100%	-100%	0%	0%	0%	0%	-100%	-100%
Reset_TV Non Pay Error	0%	0%	-100%	0%	0%	0%	0%	0%	-100%
Reset_TV DMCA Error	0%	0%	-100%	0%	0%	0%	0%	0%	-100%
Resetvbox_containment_rate	86%	6%	3%						

ECOMMERCE

Metric	Val	%	%	Val	%	%	Val	%	%
Total Visits from web ecomm	9,528	11%	8%	7,016	11%	8%	2,512	9%	5%
Total Orders from web ecomm	589	-1%	-28%	434	-1%	-28%	155	-2%	-28%
Visits sent from app to cox.com	3,958	11%	7%	3,201	12%	9%	757	4%	0%
Orders generated	279	-4%	-29%	217	-4%	-30%	62	-5%	-24%
Data Usage	14%	-3%	-5%	14%	-5%	-6%	14%	3%	-1%
Plan Changes	56%	-7%	-7%	56%	-7%	-6%	58%	-10%	-11%
CRO	22%	9%	17%	24%	10%	18%	13%	-4%	4%
Transfer	27%	8%	5%	27%	5%	2%	29%	20%	21%
Ecommerce_containment_rate	95%	7%	6%						

REGISTRATION (NATIVE)

Metric	Val	%	%	Val	%	%	Val	%	%
Visits to Registration Home Page	2,011	7%	3%	1,378	9%	4%	633	3%	-1%
New Registrations	22%	1%	-6%	24%	0%	-6%	16%	3%	-5%
Already Registered	32%	-3%	3%	31%	0%	8%	34%	-9%	-4%
Did not Register	46%	1%	0%	45%	0%	-1%	49%	5%	4%
Intent to Register	1598	8%	3%	1107	10%	5%	491	2%	-2%
Funnel Success Rate	68%	-2%	-1%	68%	-1%	0%	66%	-4%	-3%
Phone Lookup	1411	8%	3%	987	10%	5%	424	4%	-1%
Phone Lookup Success Rate	75%	1%	1%	76%	1%	1%	73%	0%	0%
Email Lookup	501	8%	2%	318	8%	1%	183	8%	4%
Email Lookup Success Rate	53%	-4%	-2%	55%	-2%	1%	50%	-7%	-7%
Reg_native Server Errors	24%	0%	-2%	16%	-5%	-6%	40%	6%	3%
Reg_native Interacted with Chat	11%	3%	0%	10%	3%	0%	13%	3%	0%

DATA USAGE

Metric	Val	%	%	Val	%	%	Val	%	%
Total Data Usage Visits	14,760	3%	0%	10,751	3%	-1%	4,009	4%	1%
Data Plan Upgrade	1%	9%	8%	0%	-1%	3%	3%	13%	9%
Learn More	5%	-2%	-2%	5%	1%	1%	4%	-9%	-9%
Courtesy Credit	43%	0%	2%	41%	1%	2%	50%	-2%	0%
Data usage >=75%	49%	17%	9%	51%	17%	9%	42%	17%	9%
Data usage >=100%	16%	15%	2%	17%	14%	2%	14%	17%	2%
Data_usage Interacted with Chat	2%	10%	12%	2%	7%	7%	2%	22%	27%
Datausage_containment_rate	100%	0%	0%						

SUPPORT

Metric	Val	%	%	Val	%	%	Val	%	%
Support Home Visits	11,731	4%	2%	9,093	5%	3%	2,638	2%	0%
Support Internet Support	24%	-7%	-5%	24%	-7%	-4%	22%	-10%	-9%
Billing & Account Support	0%	0%	0%	0%	0%	0%	0%	0%	0%
Billing Support	19%	11%	7%	20%	11%	7%	16%	11%	8%
Account Support	17%	10%	9%	18%	11%	10%	15%	4%	3%
Support TV Support	2%	-11%	-18%	2%	-14%	-20%	3%	-2%	-12%
Support Homelife Support	0%	-5%	-2%	0%	7%	6%	0%	-39%	-27%
Support Mobile Support	1%	15%	9%	1%	23%	21%	1%	-3%	-16%
Read an Article	21%	-2%	-2%	20%	0%	-1%	25%	-5%	-4%
Support Search	11%	4%	4%	9%	7%	6%	19%	0%	1%
Went to External Link	14%	-1%	0%	13%	1%	2%	16%	-6%	-5%
App Feedback	1%	26%	25%	1%	25%	24%	0%	0%	0%
Support Interacted with Chat	28%	5%	6%	27%	5%	7%	32%	4%	5%
Support_containment_rate	97%	0%	0%						

TWO-STEP VERIFICATION

Metric	Val	%	%	Val	%	%	Val	%	%
Visits to TSV Home Page	1,160	0%	0%	904.0	1%	1%	256	-2%	-5%
TSV Enrollment Page	64%	4%	4%	62%	3%	3%	70%	8%	9%
TSV Overall Success Rate	61%	5%	6%	62%	5%	5%	60%	6%	8%
TSV Phone Text	651	5%	6%	500	4%	5%	151	9%	8%
TSV Text Success Rate	91%	0%	0%	94%	1%	1%	81%	-4%	-3%
TSV Phone Call	68	5%	0%	50	4%	2%	18	8%	-6%
TSV Call Success Rate	60%	-4%	-3%	56%	-12%	-11%	72%	19%	19%
TSV Email Text	169	-7%	-11%	117	-9%	-12%	52	-1%	-7%
TSV Email Success Rate	69%	10%	8%	70%	8%	6%	67%	16%	14%
TSV Update	14%	-2%	-3%	12%	-2%	-2%	21%	1%	-2%
TSV Server Errors	8%	-11%	-15%	5%	-12%	-18%	22%	-8%	-9%
TSV_containment_rate	100%	11%	5%						