

Activity

Dashboard

Customers

Customer Info MoM **Registration Bucket Customers By Product Customers By Product** Registerations Customer Customer 1,563 Registration MoM **Customers MoM** Base Base Reg 36% Data **2M** 34.93 **7%** 🔺 203,017 90.7% 387 0.5M 0.5M 0.5M 0.5M 29% TV New 47 New Auto Registration % **Customers MoM** Customer Registration 0.54% 0.96% 23% Wireless 90.7% 90.7% First 7 First 30 First July Days Days Day **Users User Distribution Profile Completion** Single Vs Multiple Users **Users With Authorised** Guid/User Per Acc. **Permission** Time For User Per Total 45 Mins 79>,853 % of customers with multiple users **Profile Completion** Guid Account % of customers with single users 1.2 248,293 6M 73.83% Primary **52**% 48% 15 25 35 55 65 75 75 75 45 26.17% Secondary **Email & Others** Phone **Preferred Contact Method TSV Enrollment Trend** Methods **Email Email** Verified Email Email Email Verified Email 62% 456 256 456 256 **2M 2M** Single Vs Multiple Users 0.5M 0.5M Email OptOut % Phone OptOut % 10% Enrollment 42% 5% Rate 200 (50%) 200 (50%) 37% Active Users TSV TSV **TSV** Enrolled May June July Aug SMS Call Email **Profile & Others Communication Channels Profiles - Last 30 Days COX Website** Profile Logged COX App IVR 456 1-2 Years **220** 220 220 6-12 Months 178 178 178 Profiles with Digital Login 30-60 Days 134 134 134 200 60-90 Days **121** 121 121 90-180 Days **98** 98 **Profiles Contacted** Last 30 Days 78 256 78 Never Contacted 78

Over 2 Years 78

Aug