

Notification Performance Report

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Table of Contents

1. Overall
2. Is Braze
3. Is Fpn
4. Is Recommendation
5. Is Doordash Offer
6. Is Store Offer
7. Is Reminder
8. Is Nv
9. Is Dashpass
10. Is New
11. Is Npws
12. Is Fmx
13. Is Challenge
14. Is Abandon Campaign
15. Is Post Order
16. Is Reorder
17. Is Gift Card Campaign

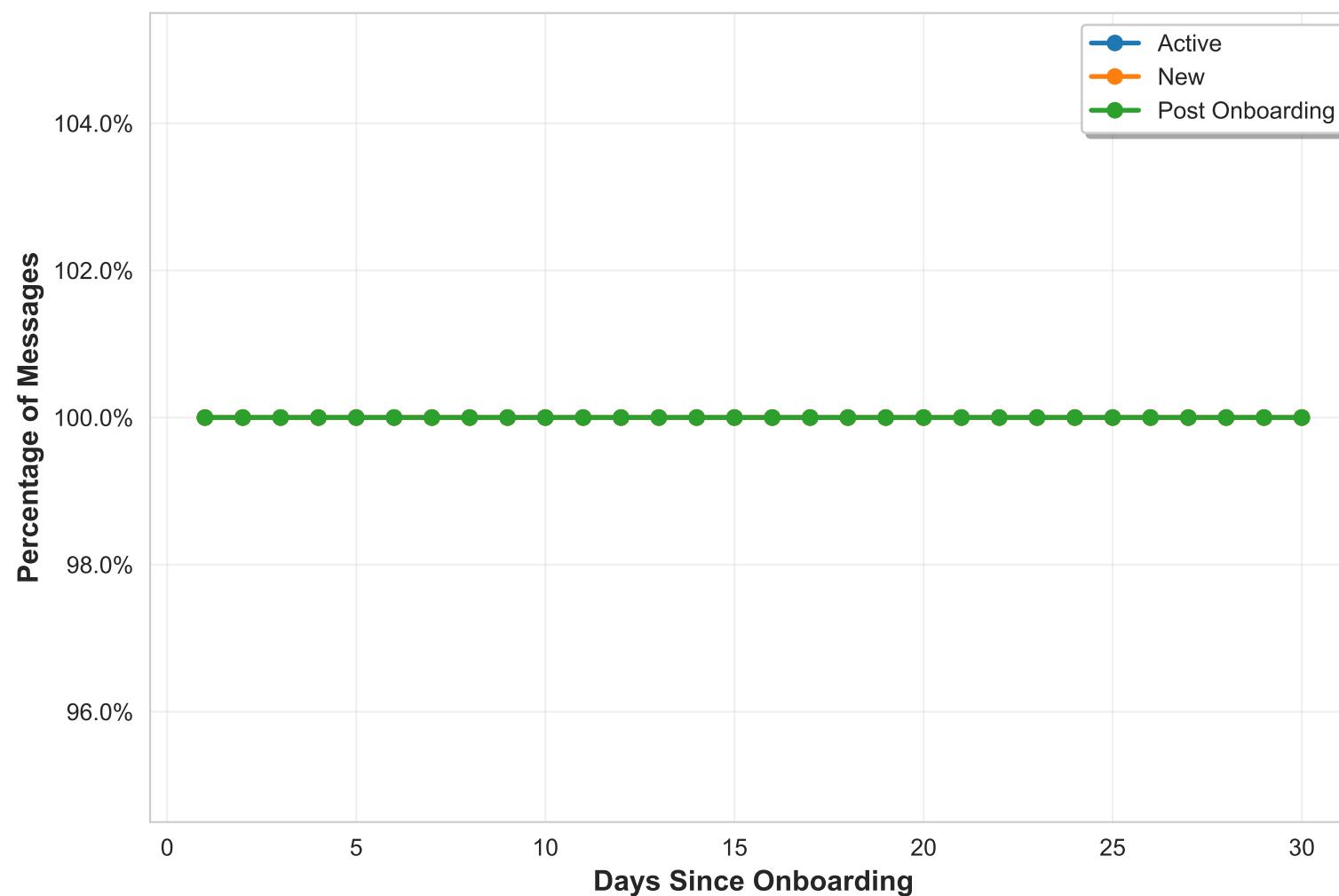
Each section contains 4 charts:

1) % Messages with Tag 2) Open Rate* 3) Unsubscribe Rate* 4) Uninstall Rate*

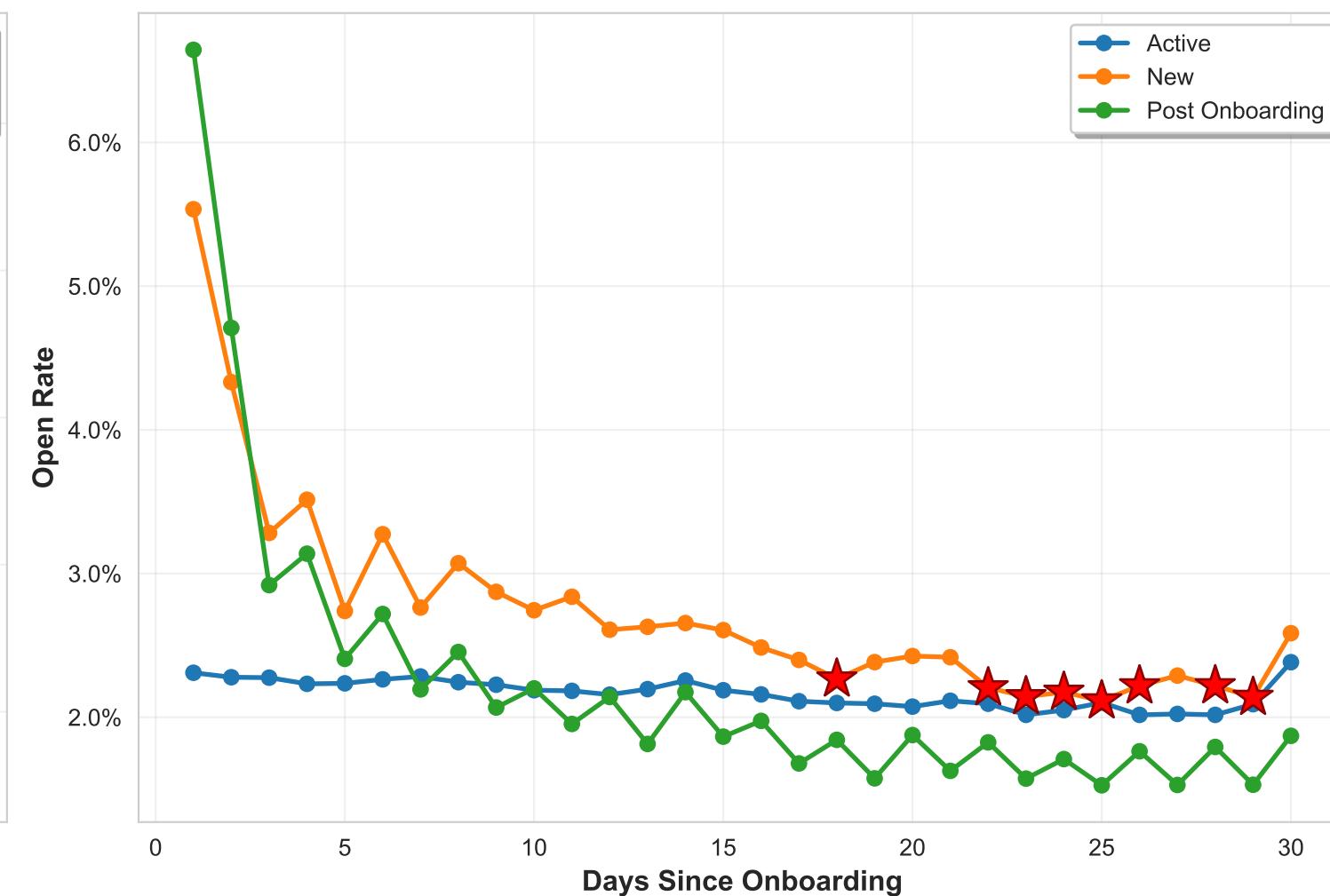
* Asterisks indicate metrics exceeding thresholds

Overall - Notification Metrics

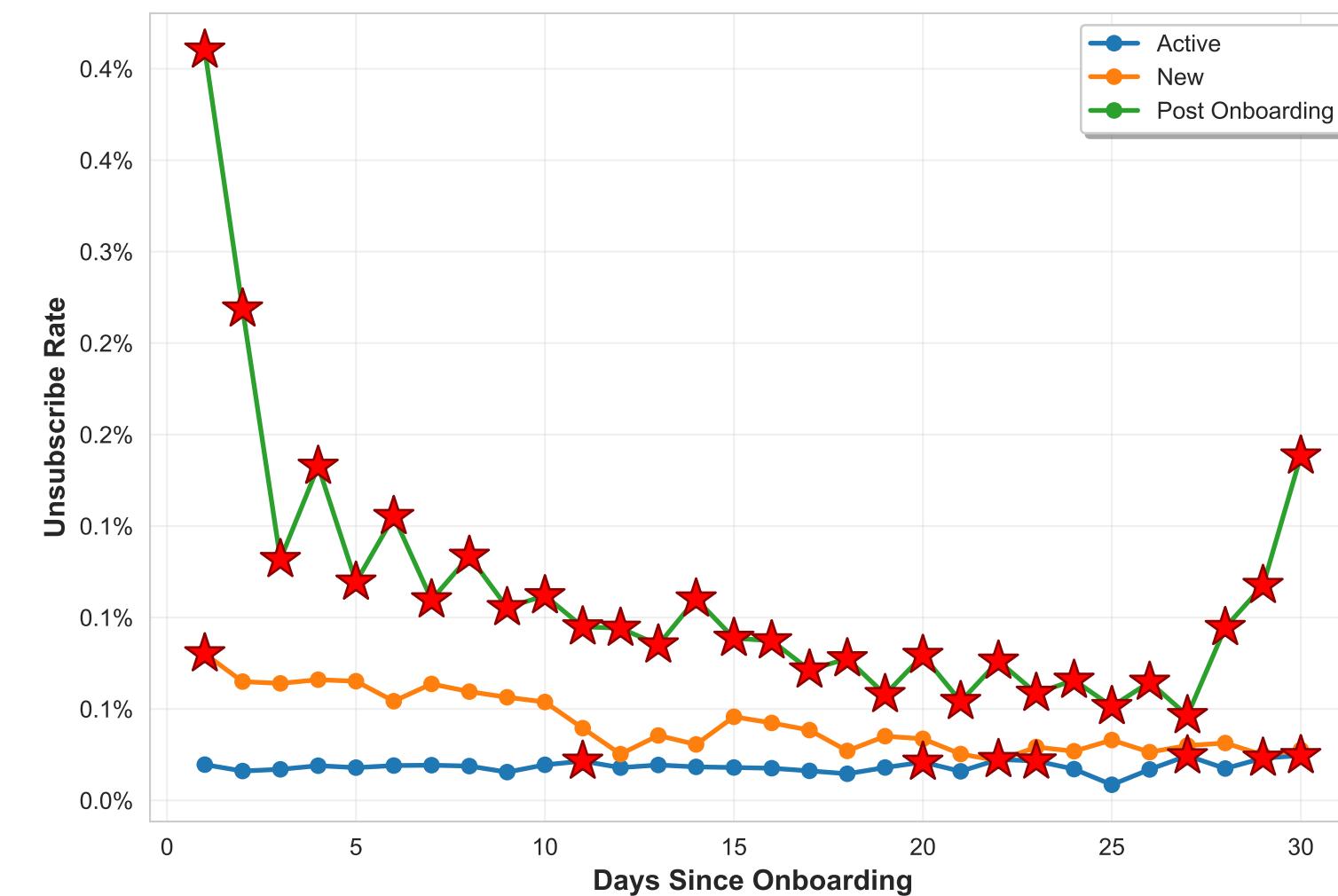
1. Percentage of Messages with Tag by Days Since Onboarding



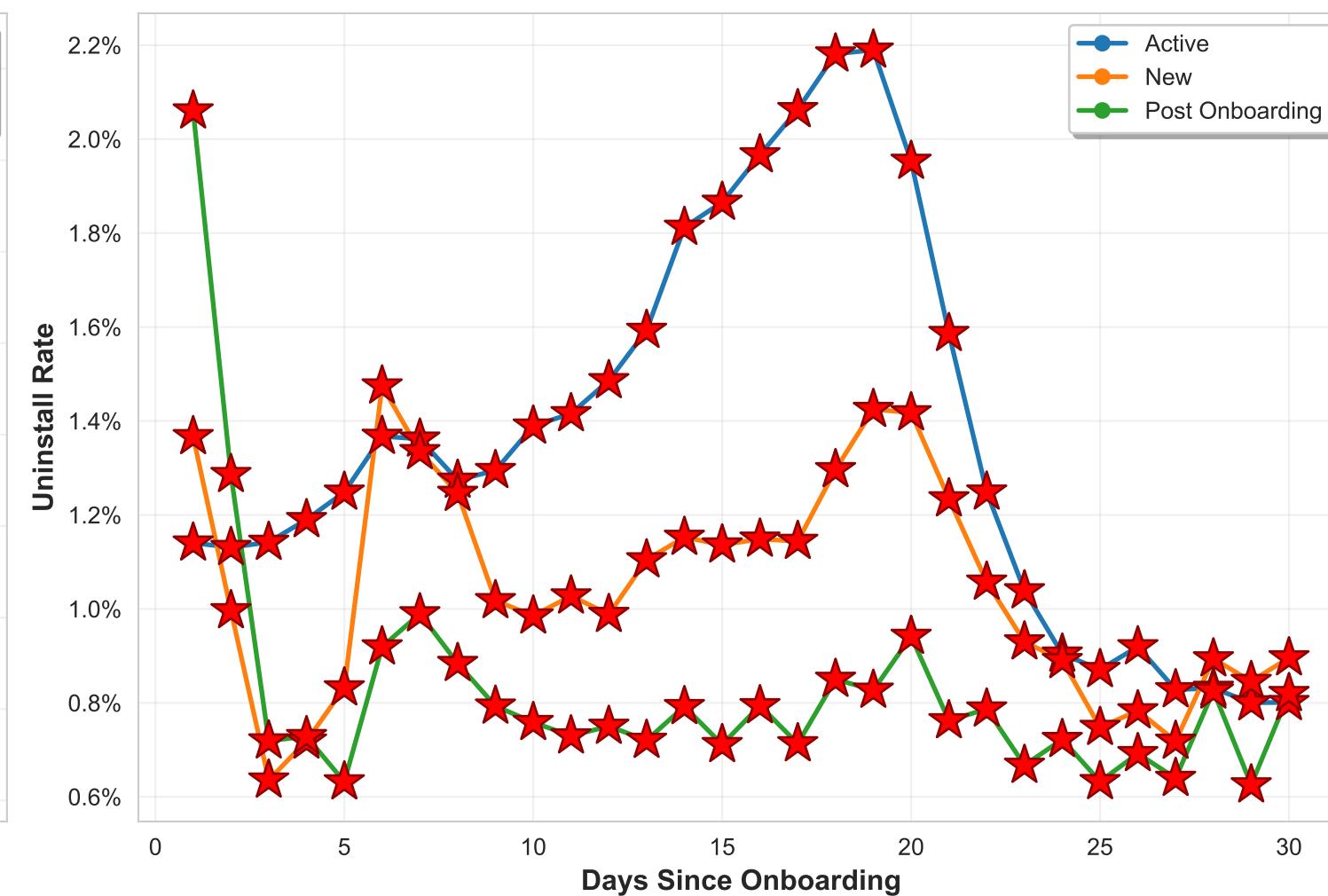
2. Open Rate by Days Since Onboarding (* = Below Threshold)



3. Unsubscribe Rate by Days Since Onboarding (* = Above Threshold)

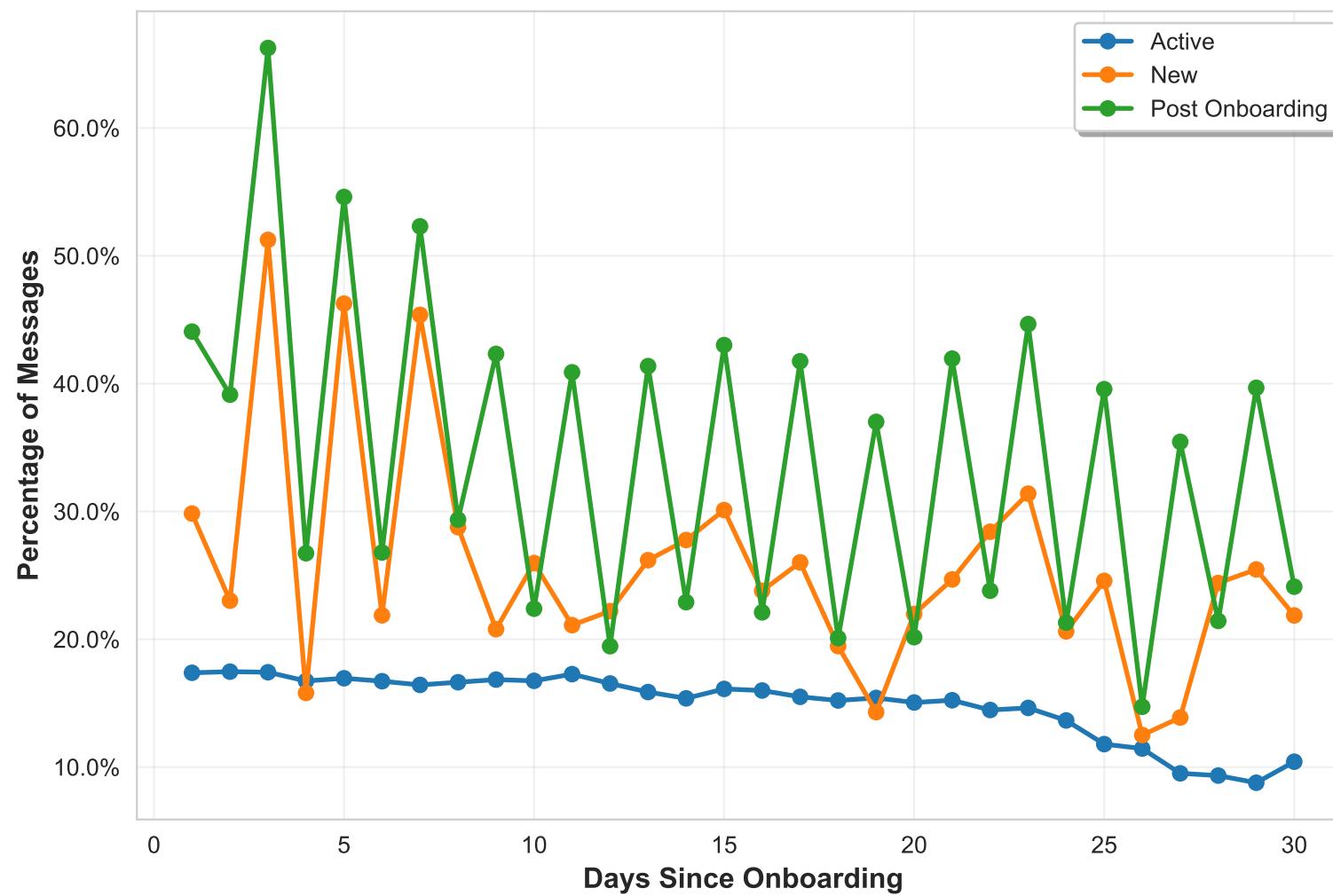


4. Uninstall Rate by Days Since Onboarding (* = Above Threshold)

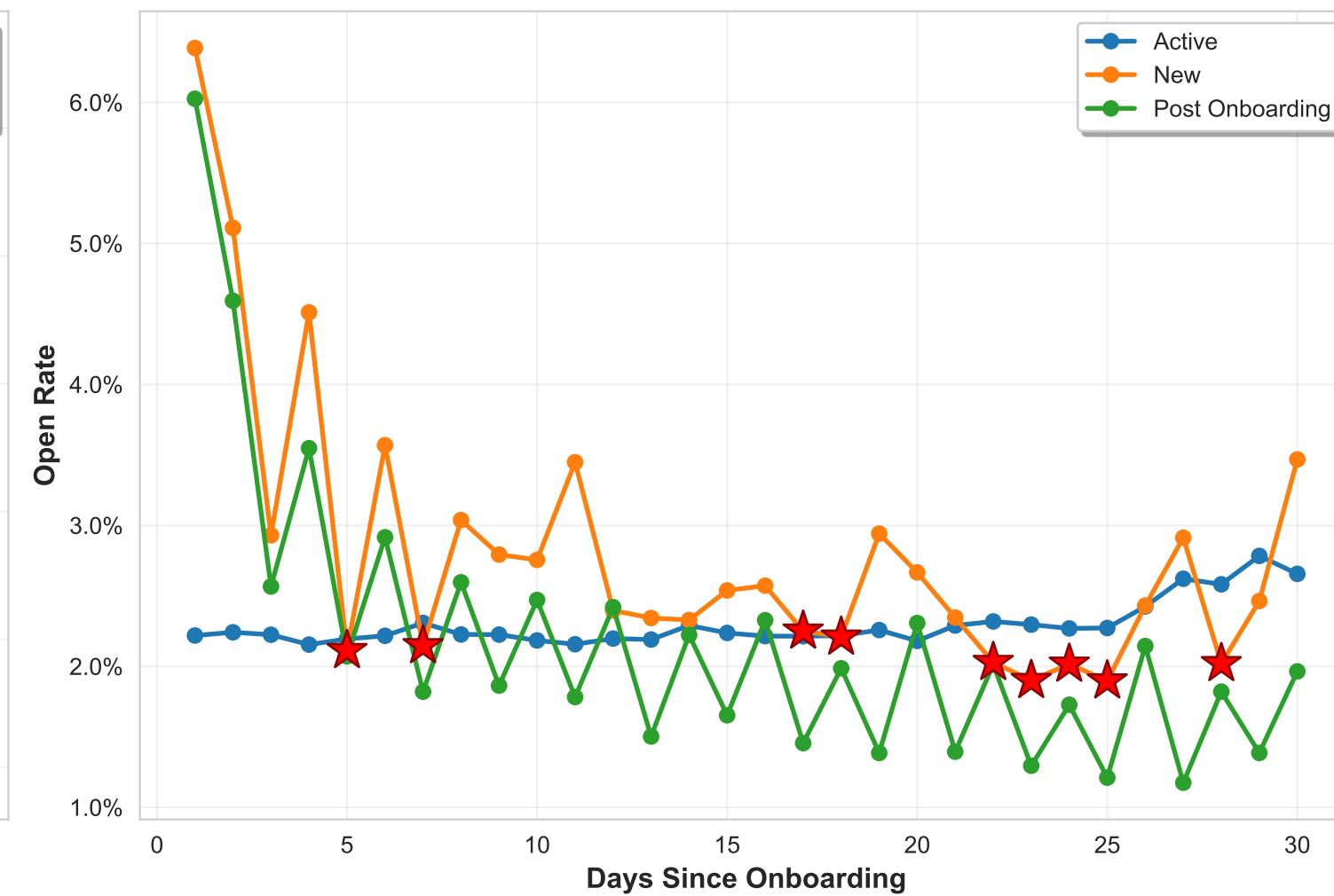


Is Braze - Notification Metrics

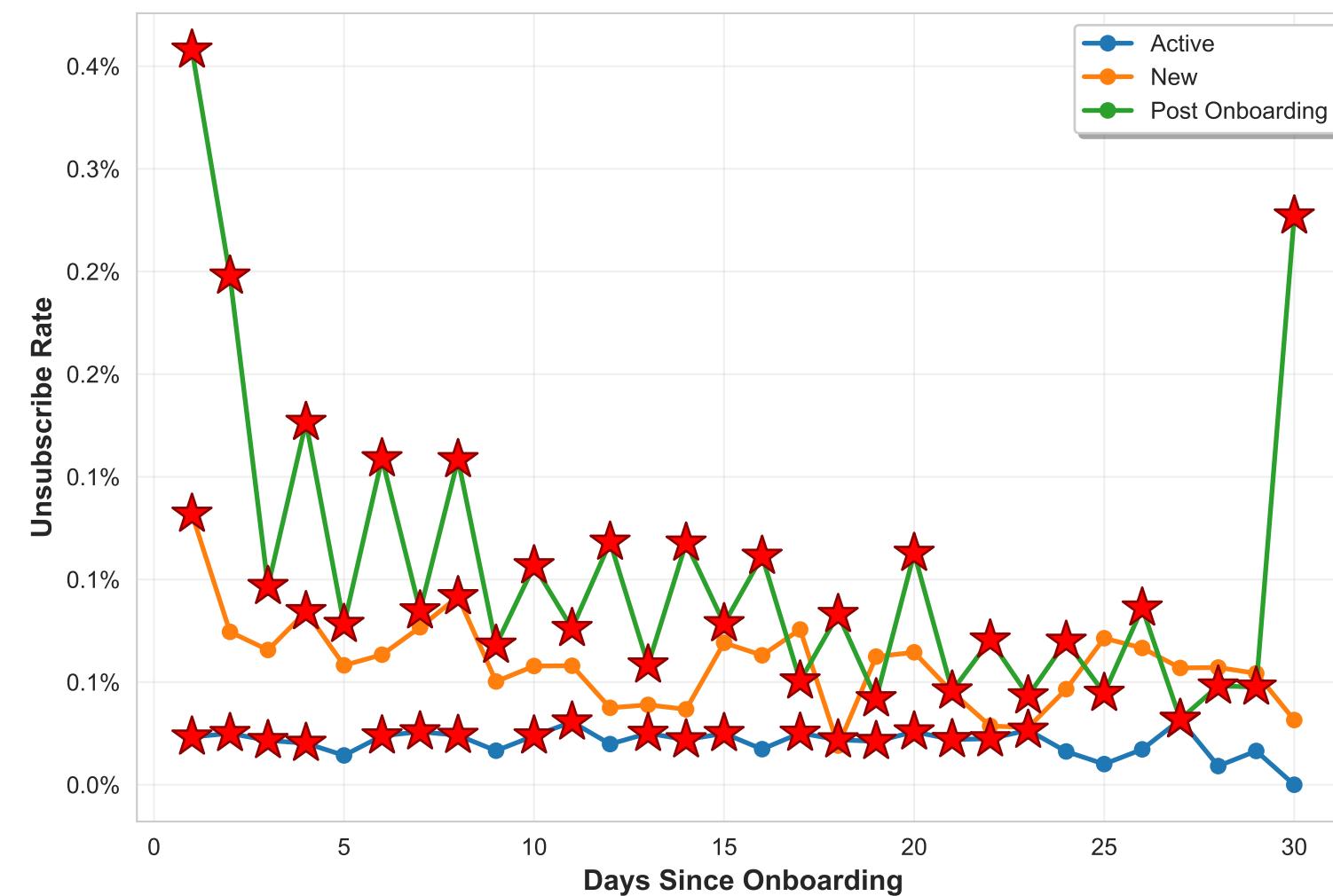
1. Percentage of Messages with Tag by Days Since Onboarding



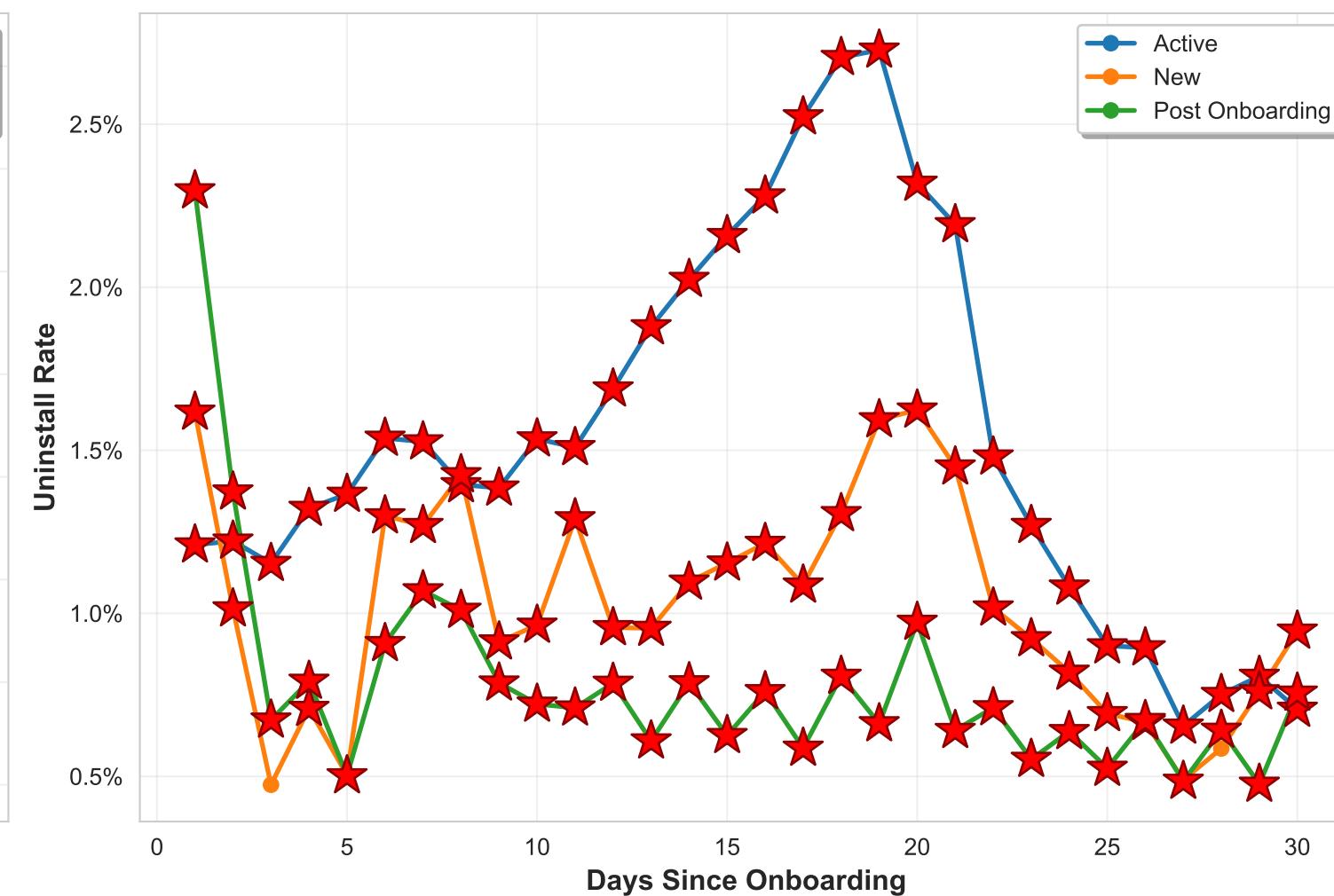
2. Open Rate by Days Since Onboarding (* = Below Threshold)



3. Unsubscribe Rate by Days Since Onboarding (* = Above Threshold)

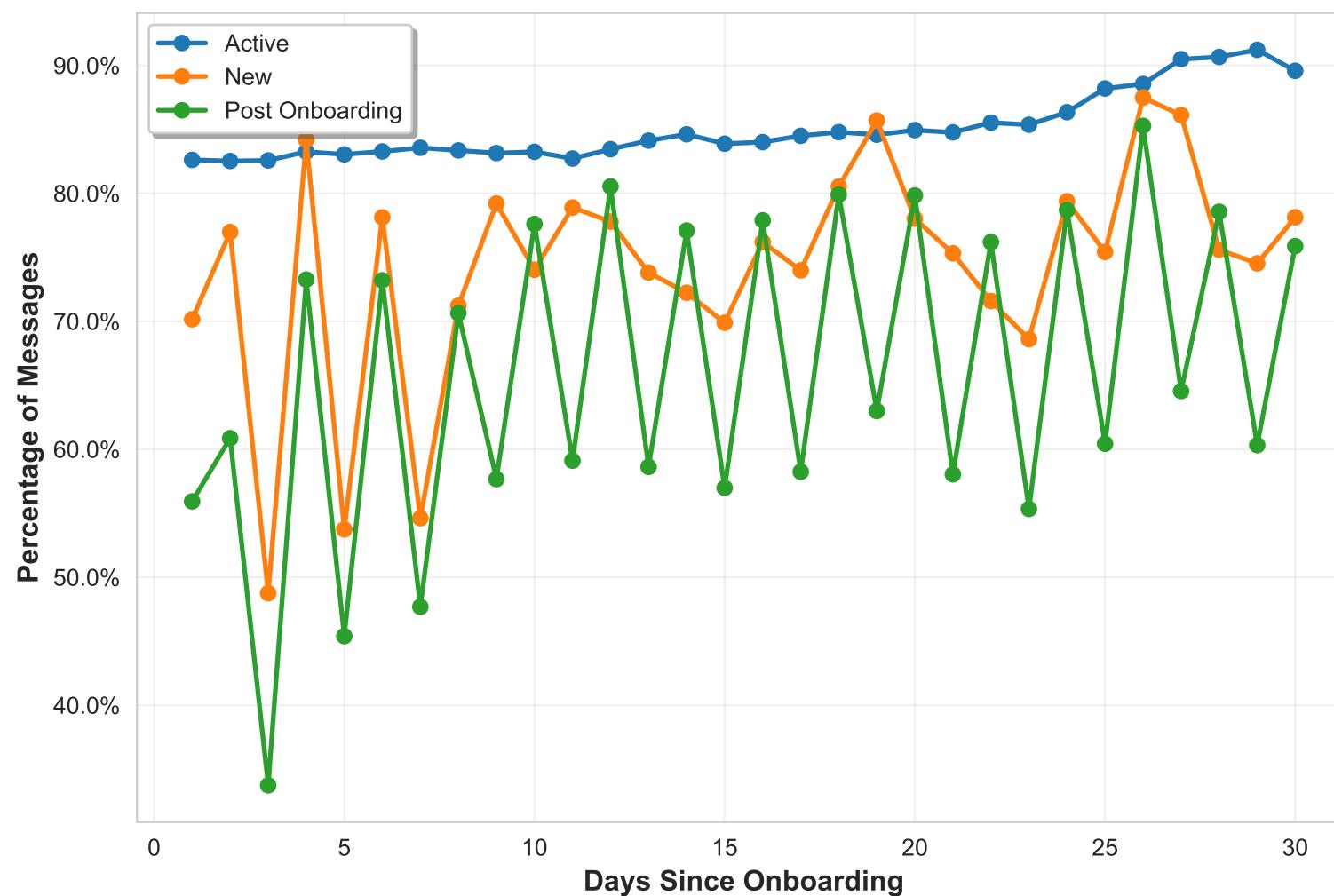


4. Uninstall Rate by Days Since Onboarding (* = Above Threshold)

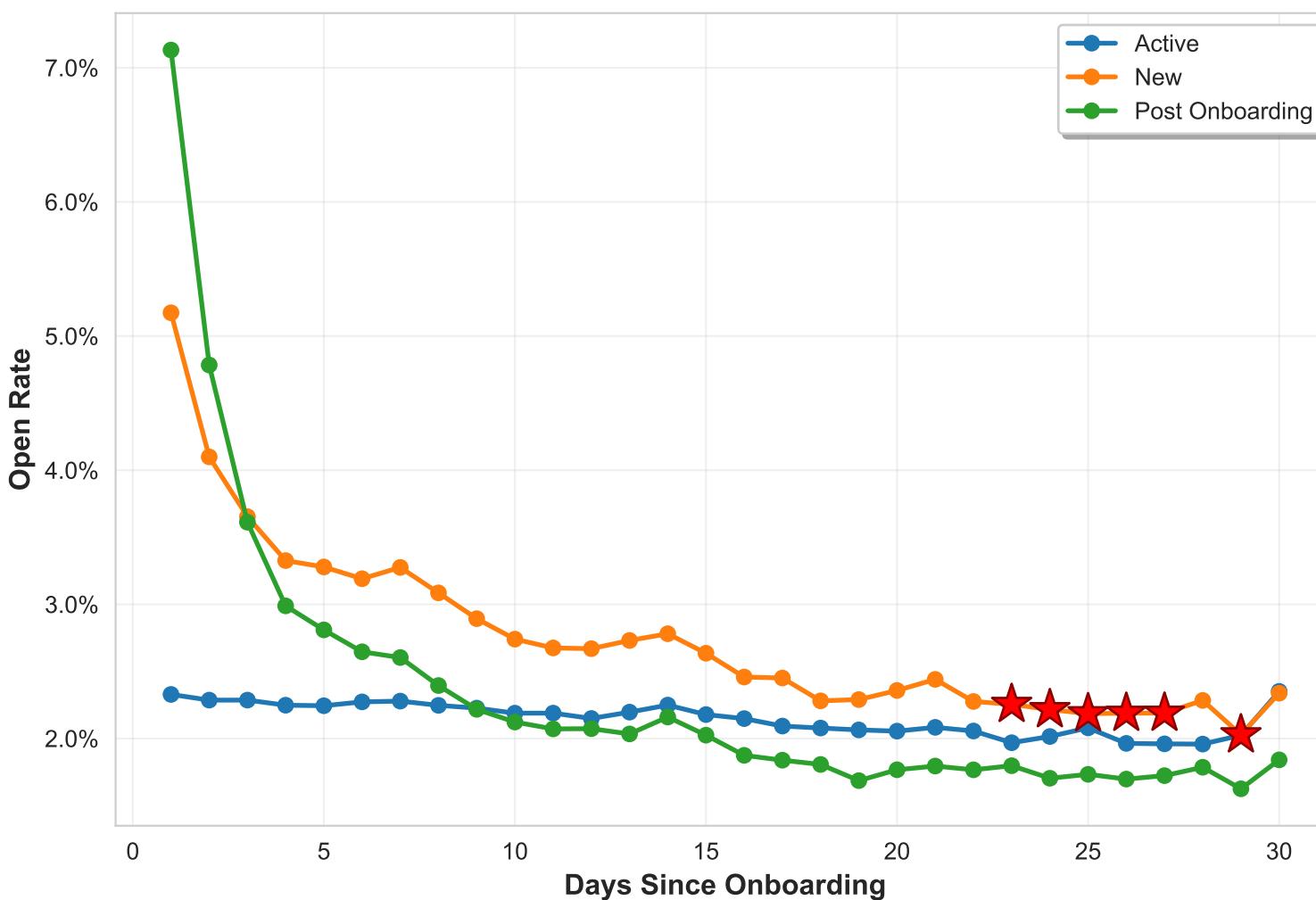


Is Fpn - Notification Metrics

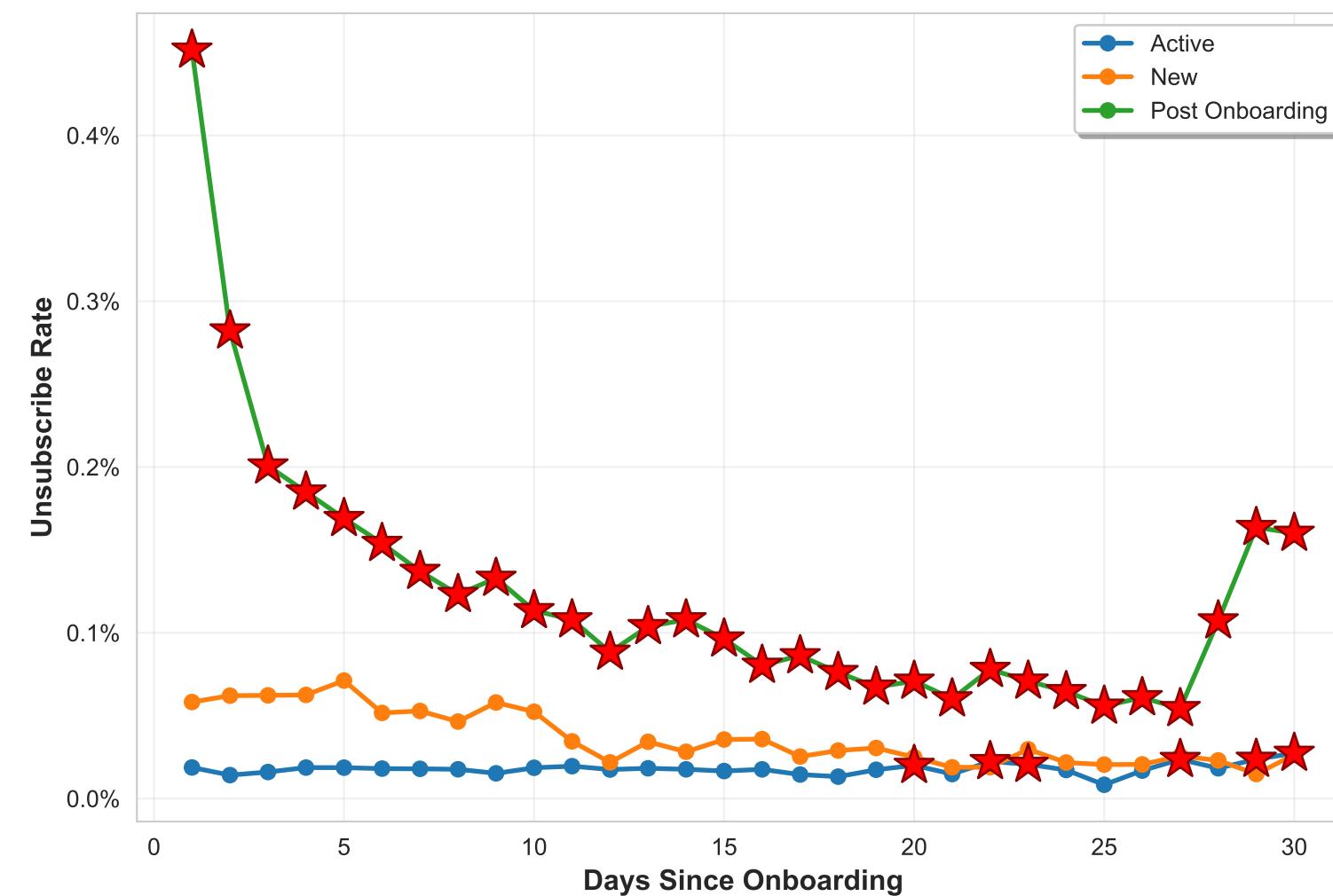
1. Percentage of Messages with Tag by Days Since Onboarding



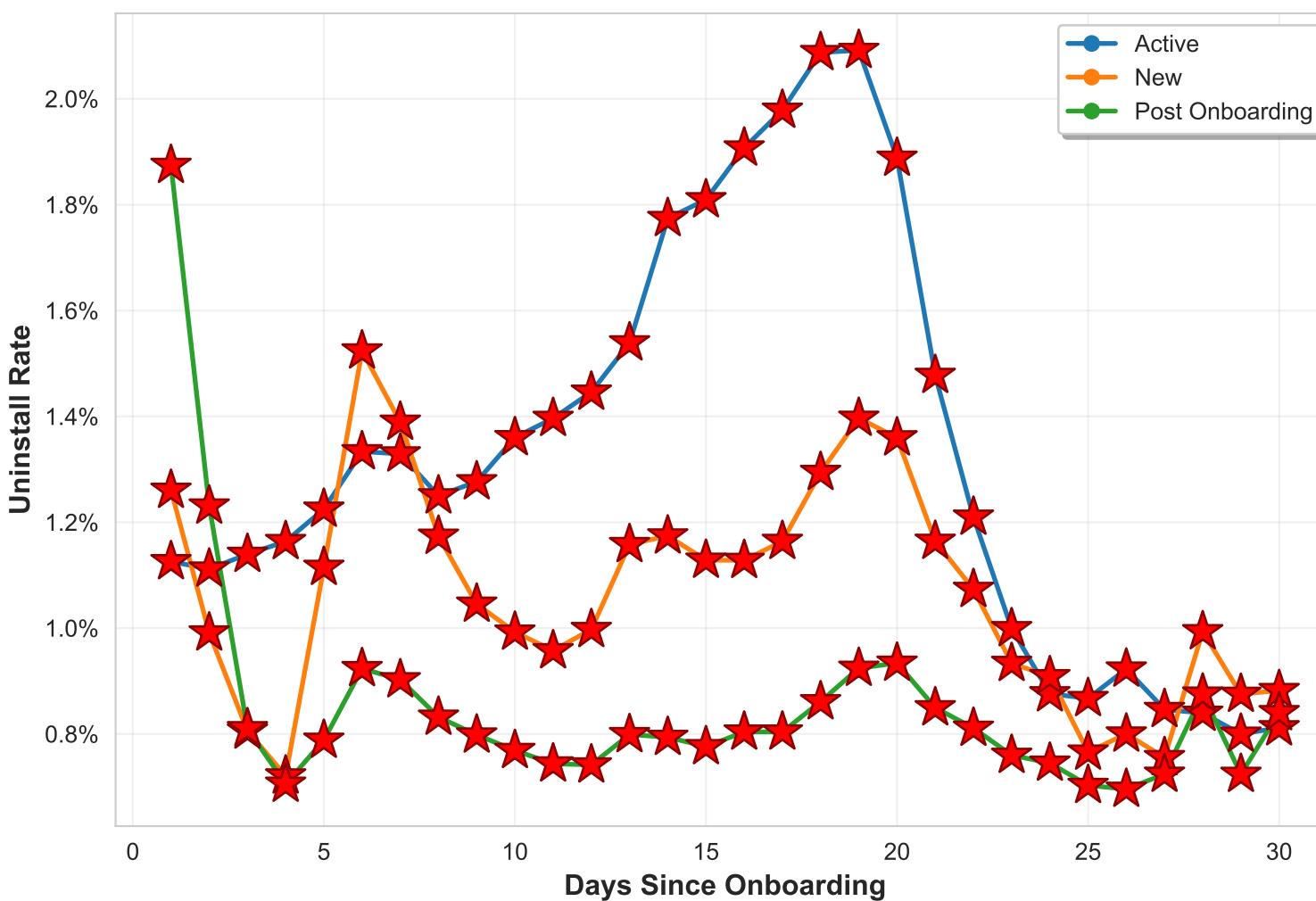
2. Open Rate by Days Since Onboarding (* = Below Threshold)



3. Unsubscribe Rate by Days Since Onboarding (* = Above Threshold)

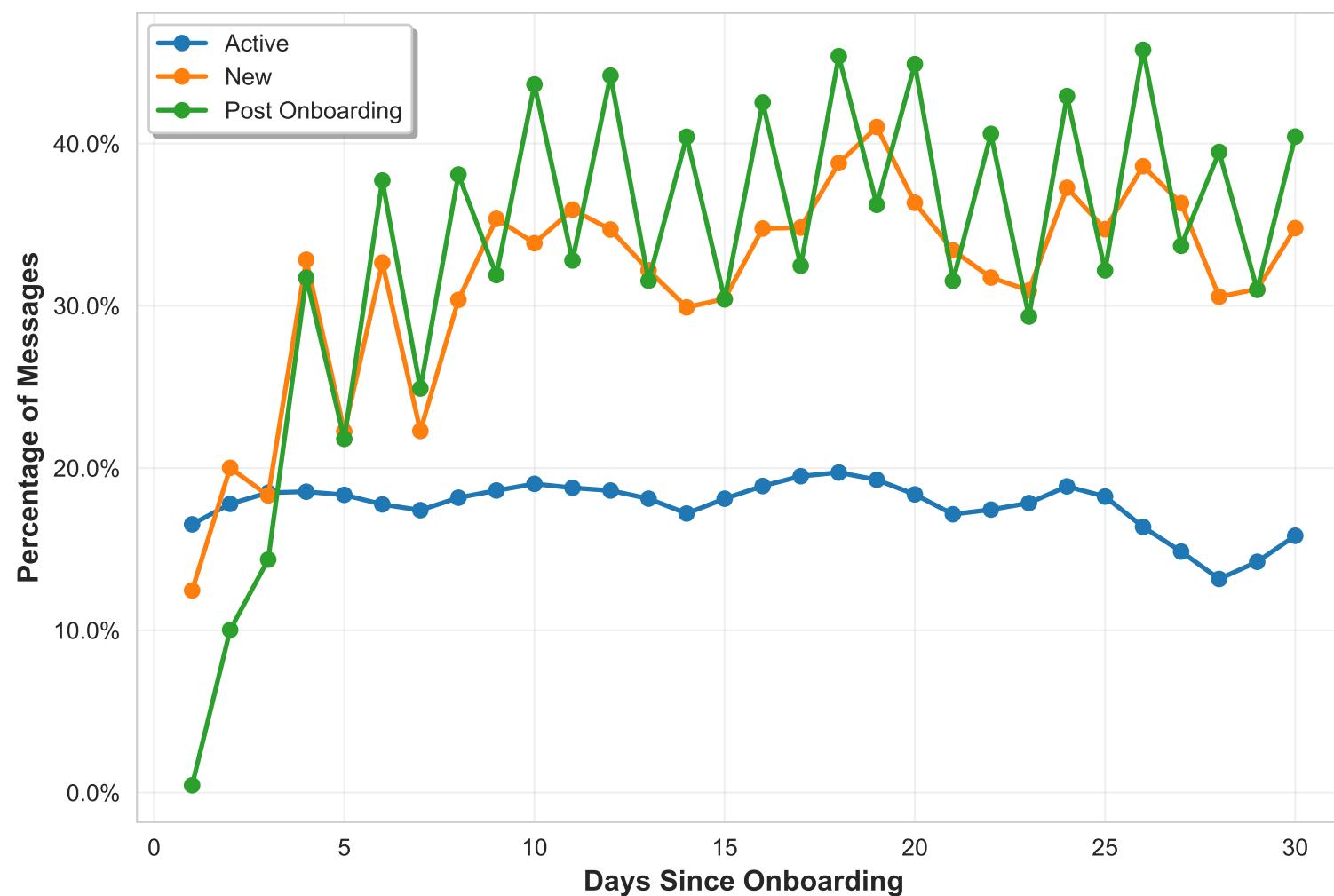


4. Uninstall Rate by Days Since Onboarding (* = Above Threshold)

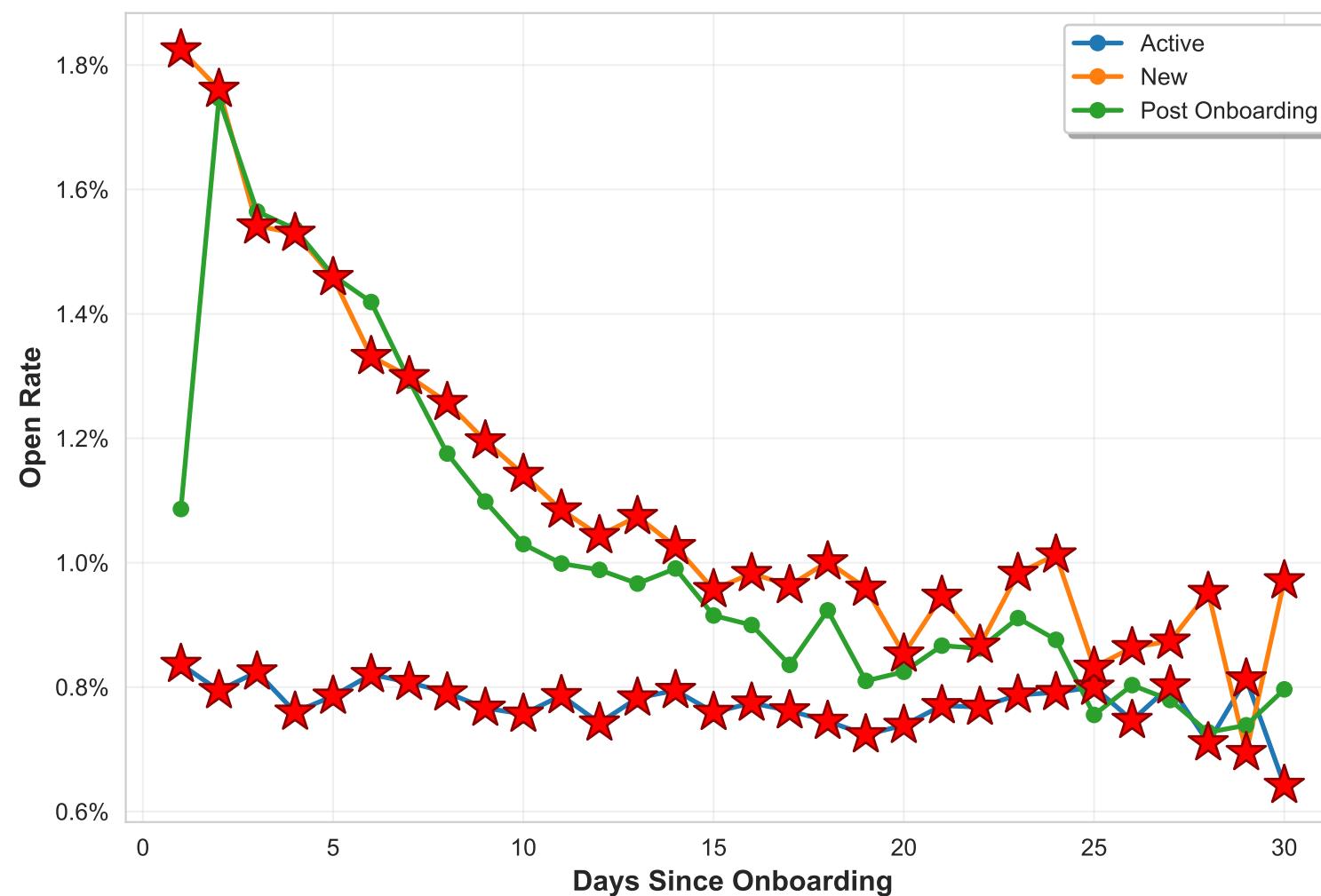


Is Recommendation - Notification Metrics

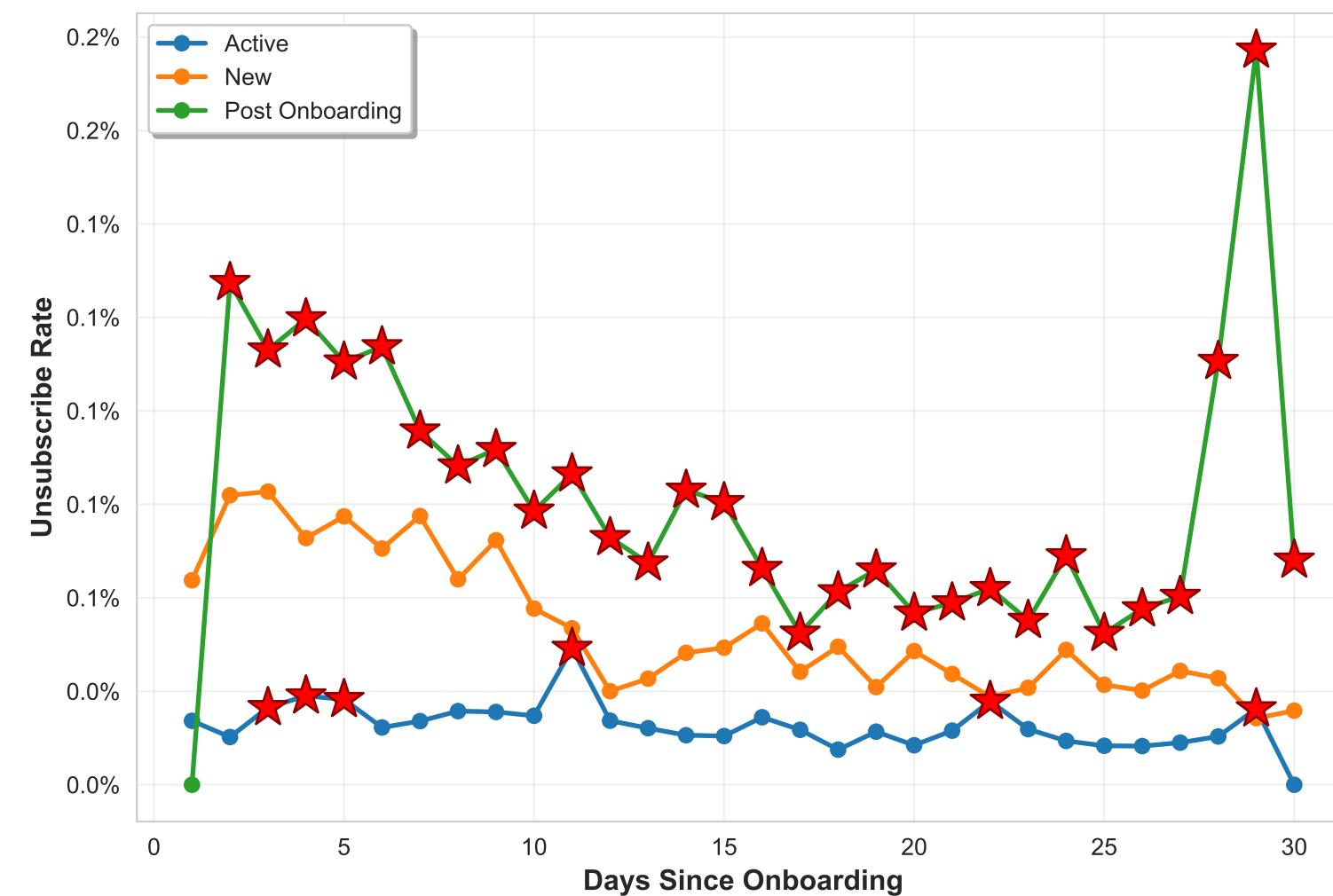
1. Percentage of Messages with Tag by Days Since Onboarding



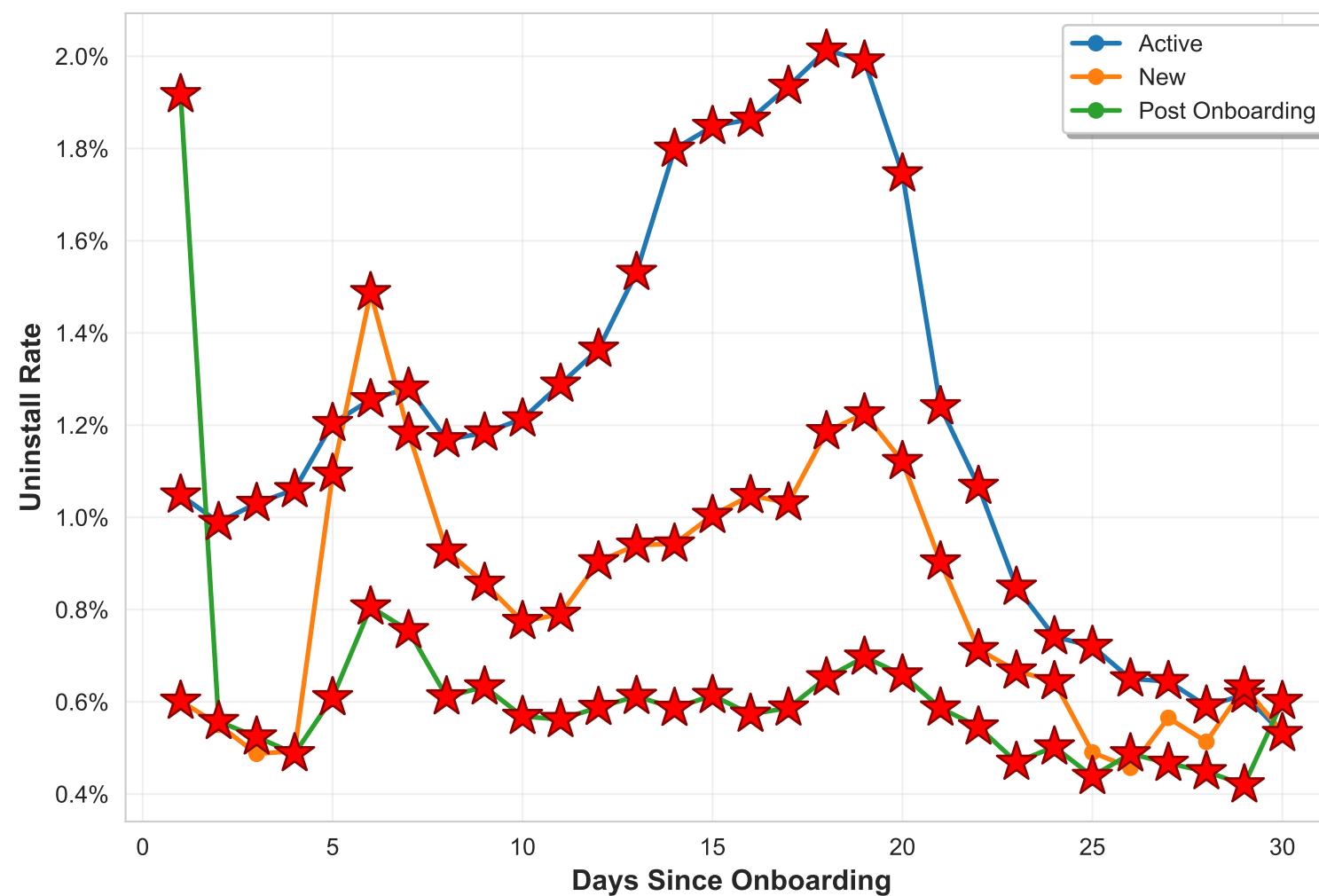
2. Open Rate by Days Since Onboarding (* = Below Threshold)



3. Unsubscribe Rate by Days Since Onboarding (* = Above Threshold)

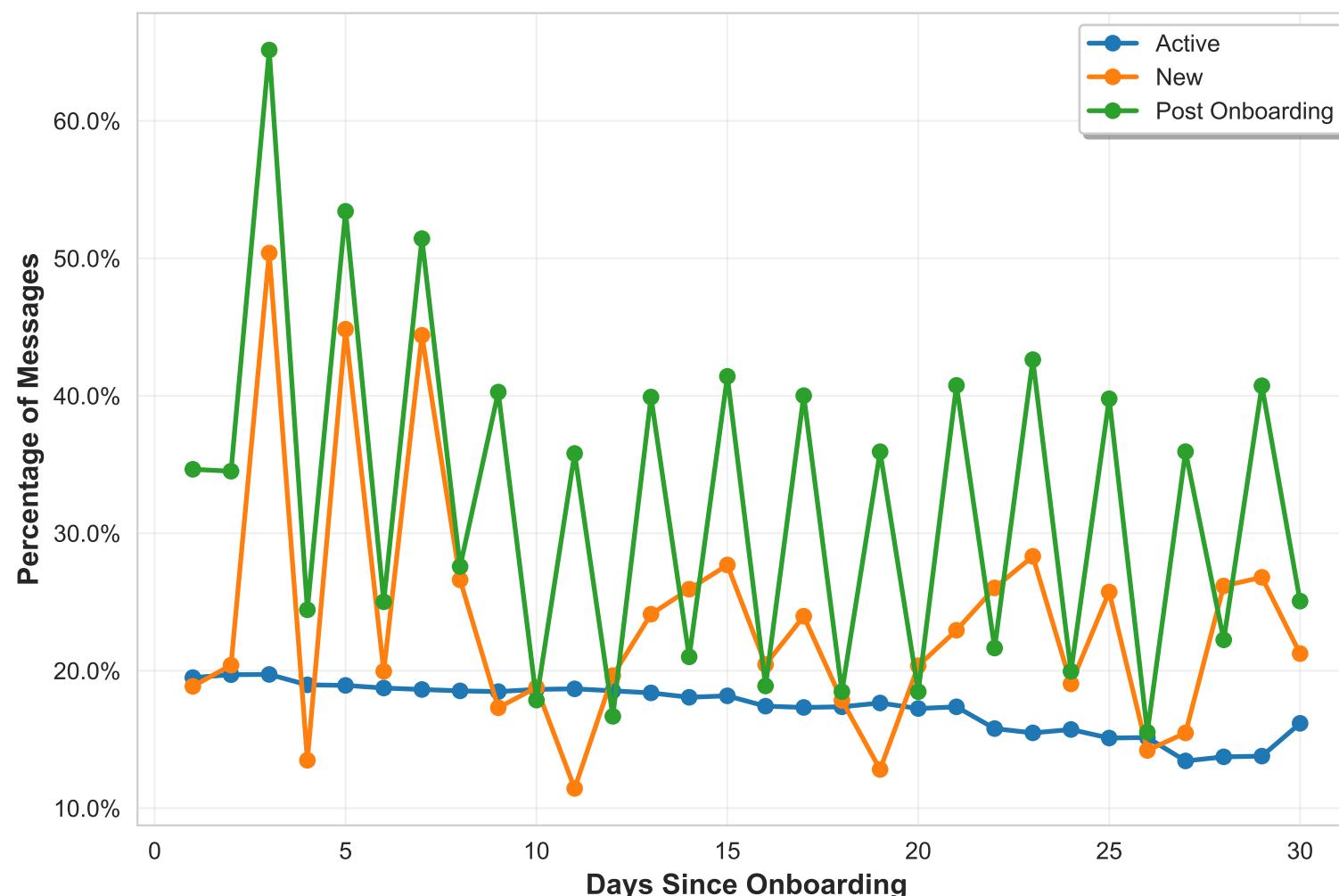


4. Uninstall Rate by Days Since Onboarding (* = Above Threshold)

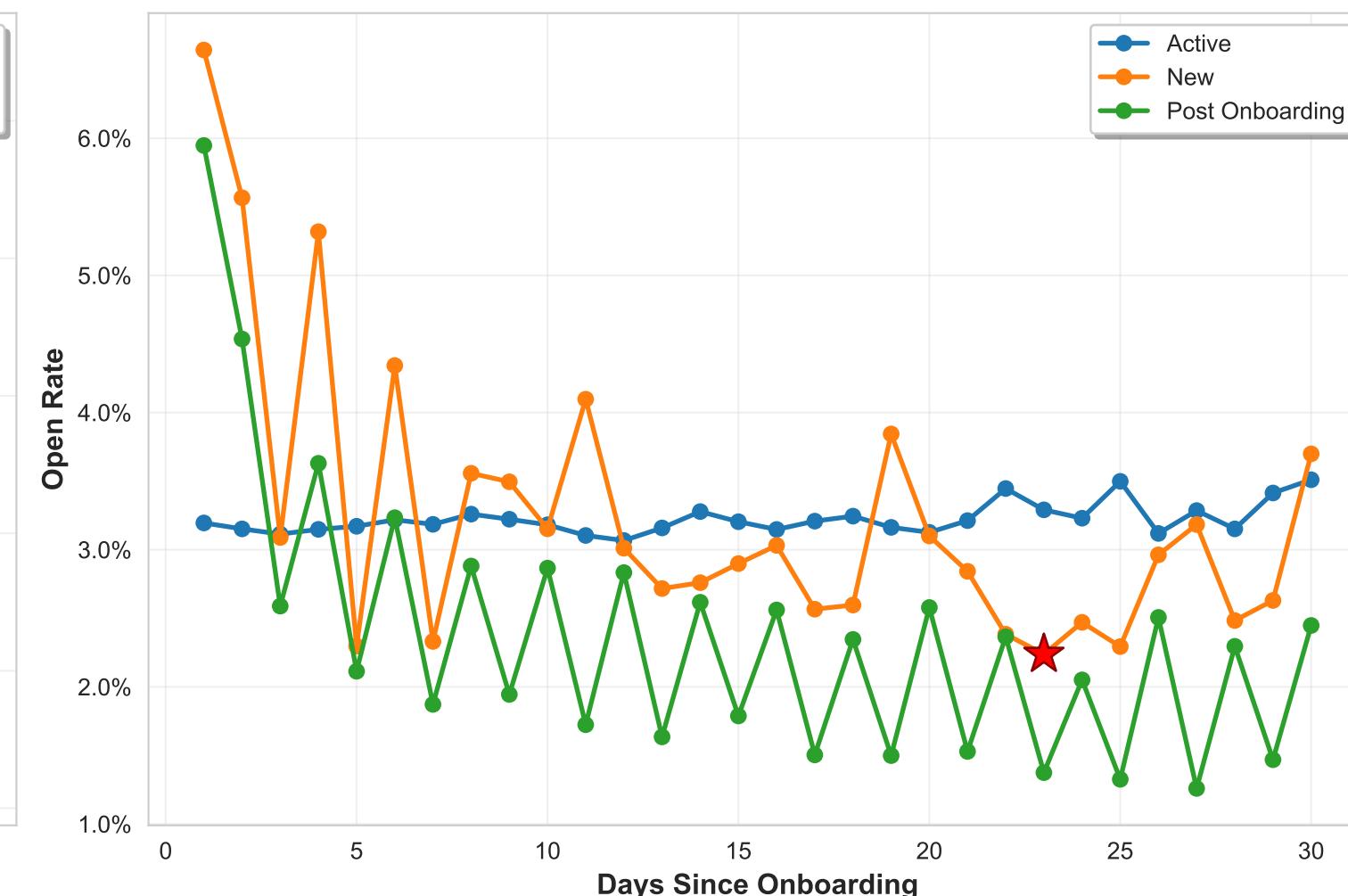


Is Doordash Offer - Notification Metrics

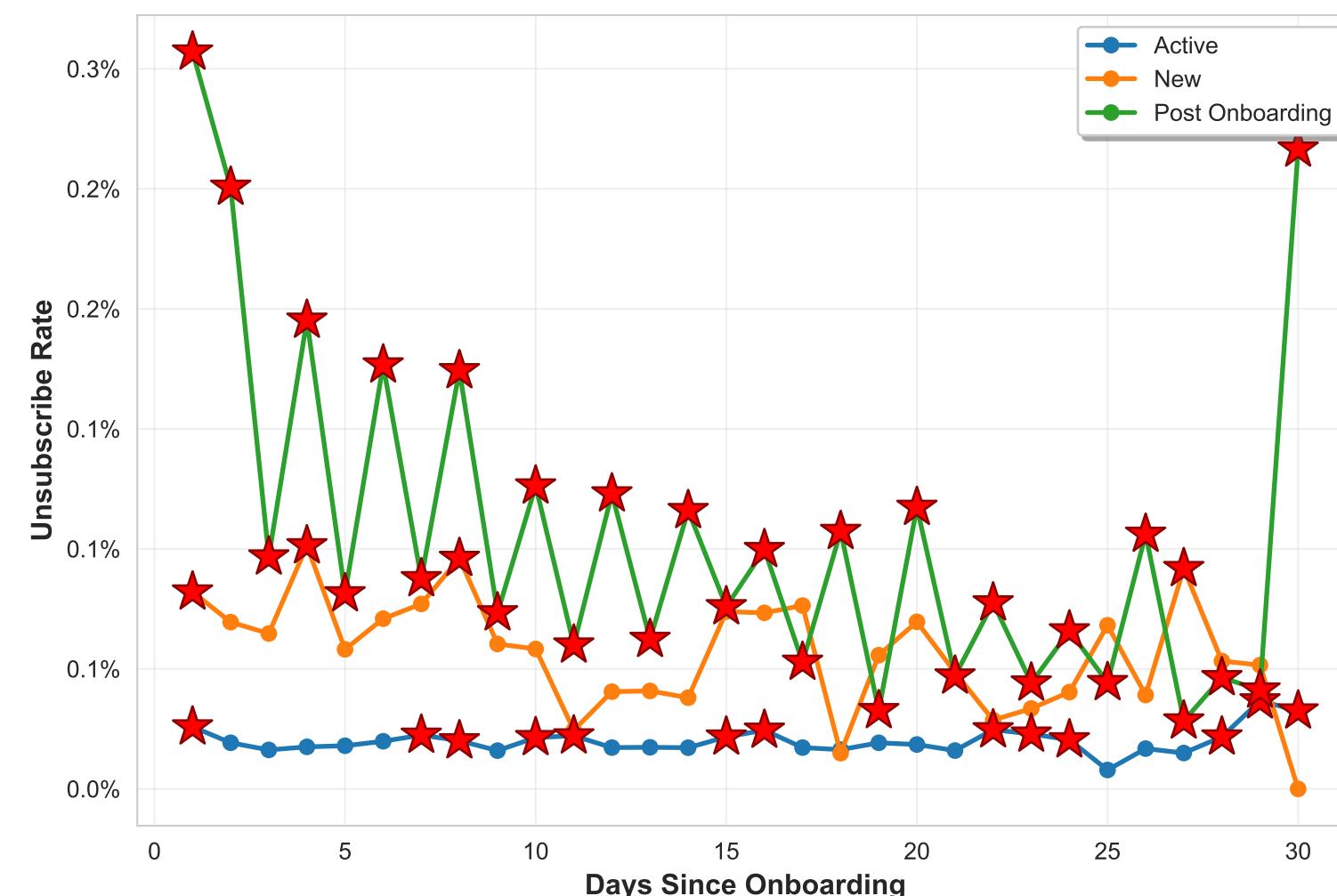
1. Percentage of Messages with Tag by Days Since Onboarding



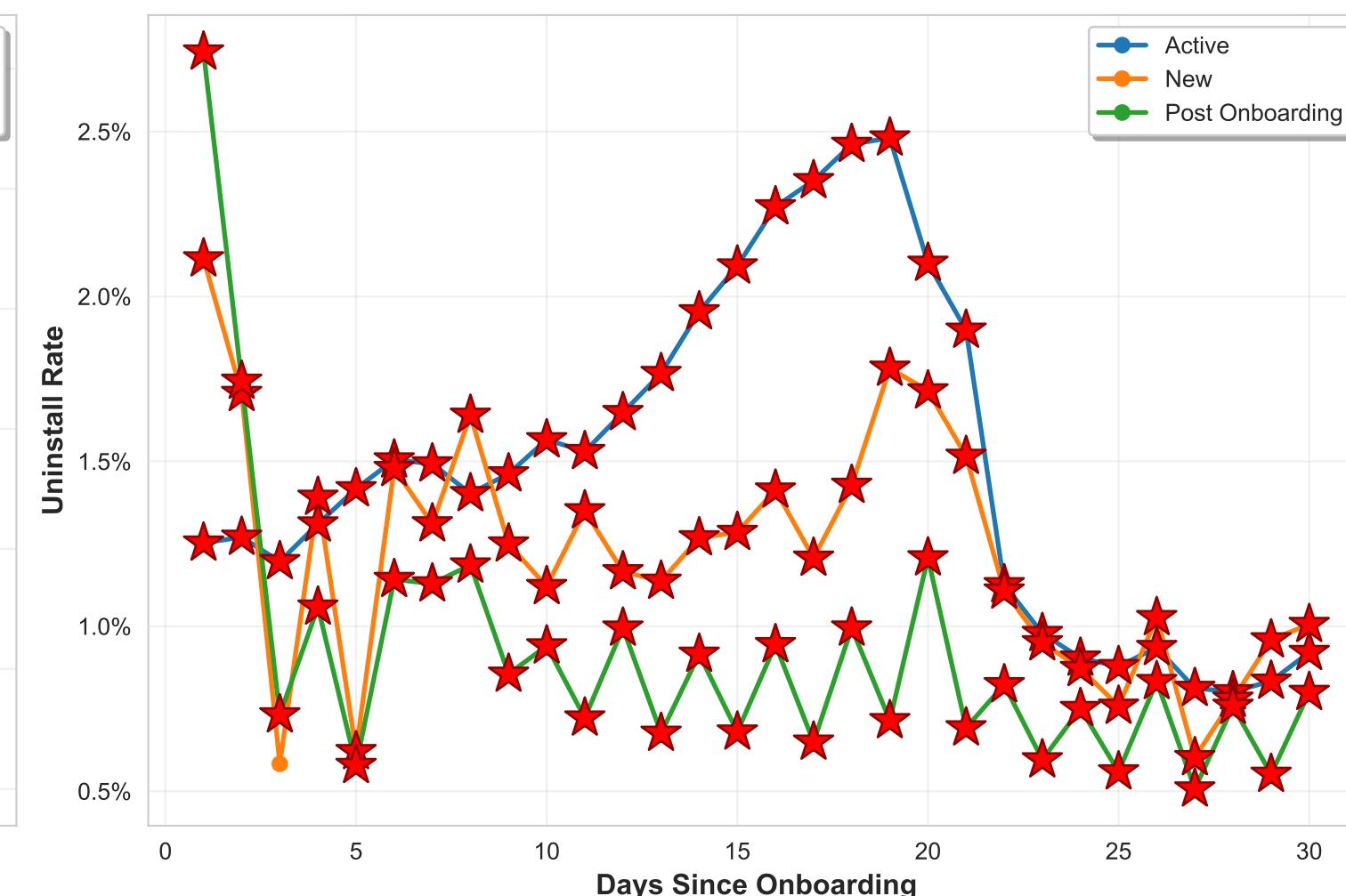
2. Open Rate by Days Since Onboarding (* = Below Threshold)



3. Unsubscribe Rate by Days Since Onboarding (* = Above Threshold)

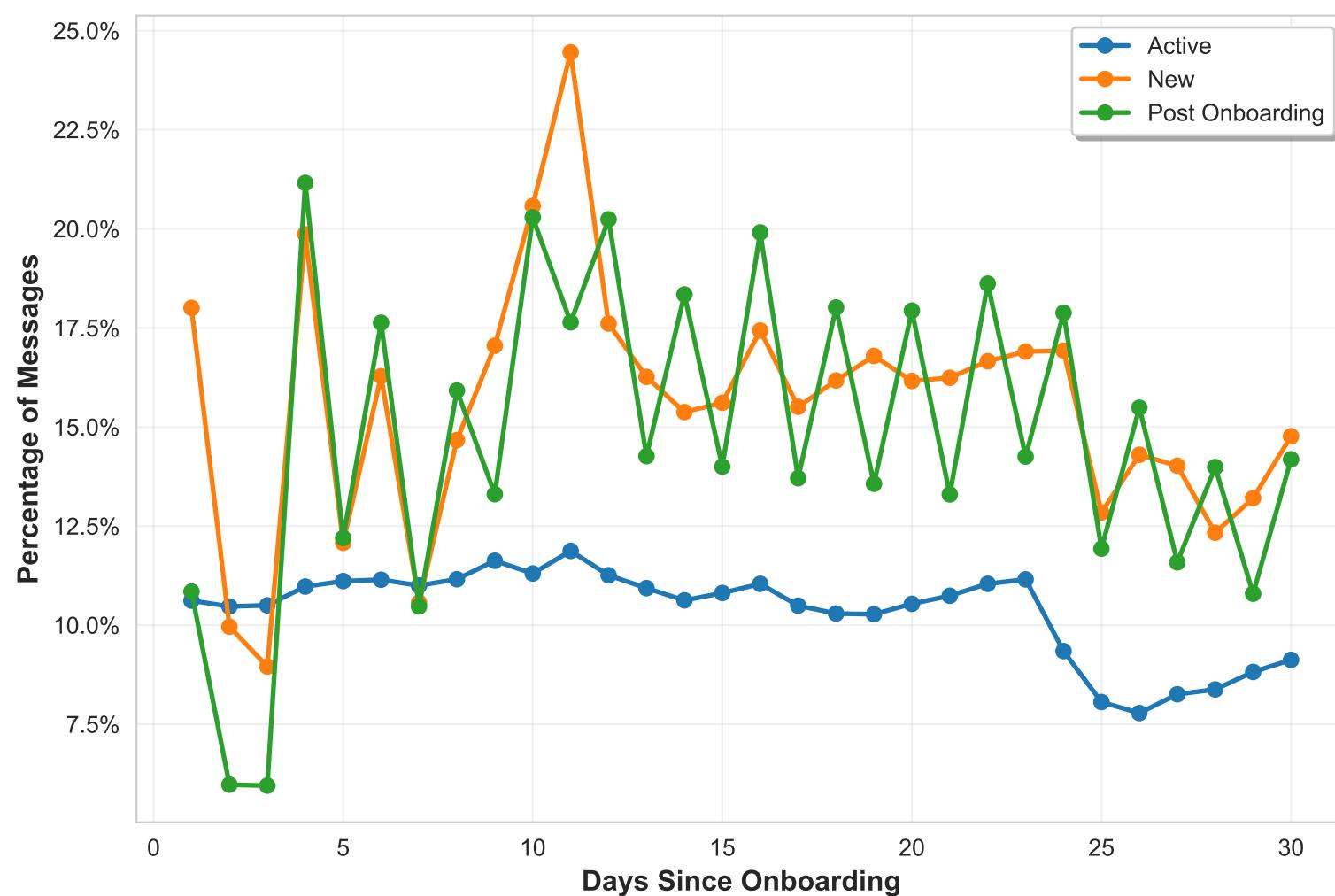


4. Uninstall Rate by Days Since Onboarding (* = Above Threshold)

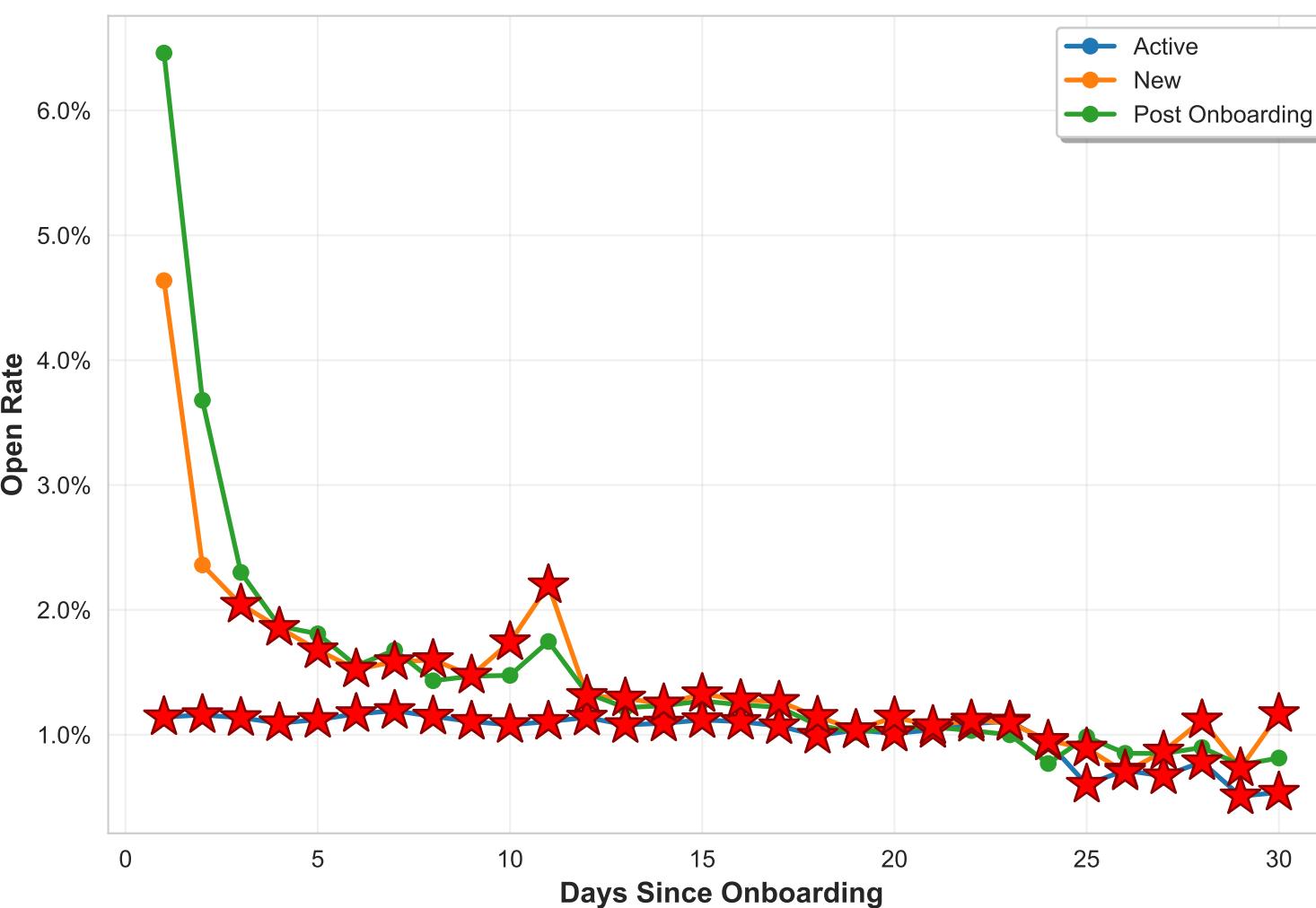


Is Store Offer - Notification Metrics

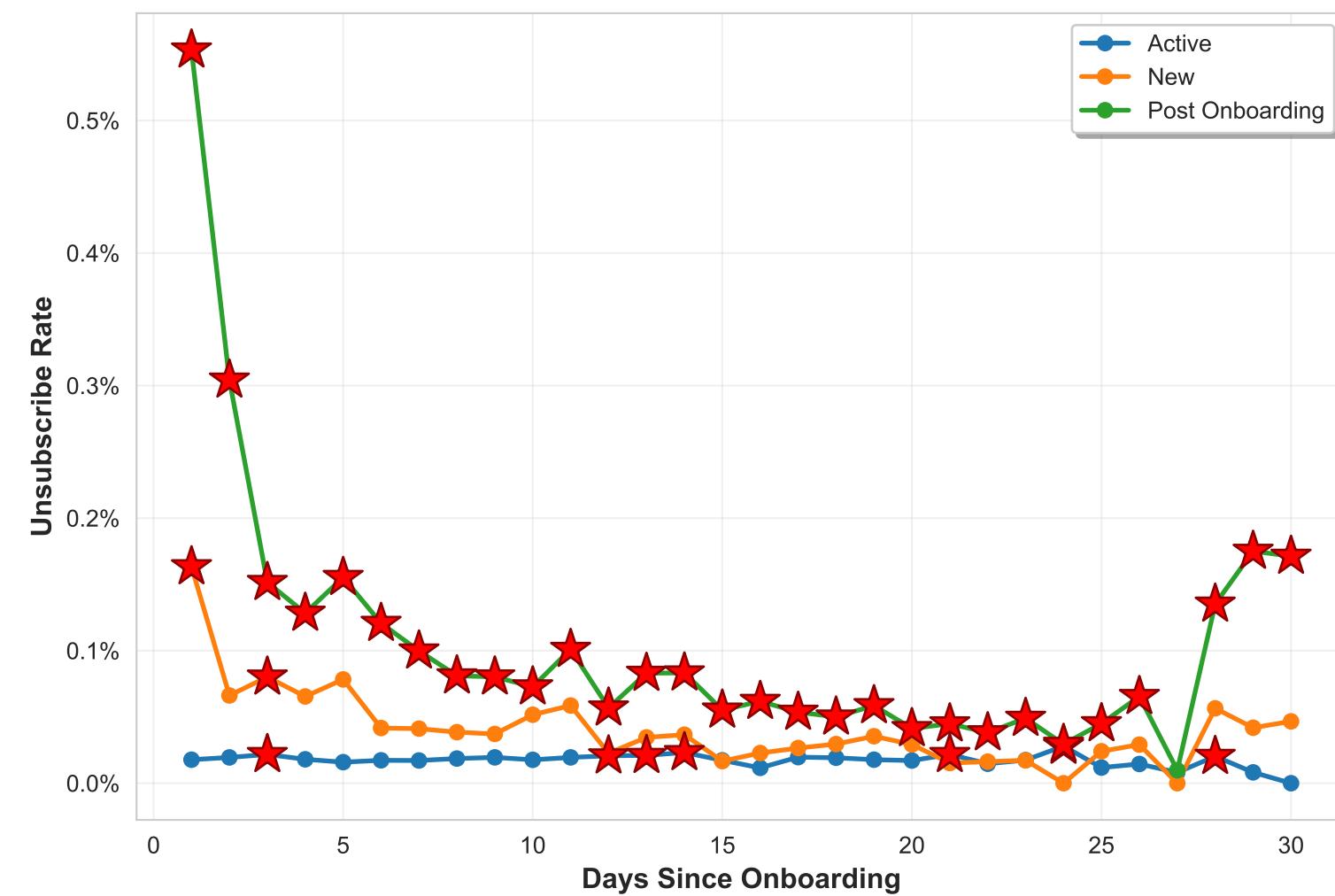
1. Percentage of Messages with Tag by Days Since Onboarding



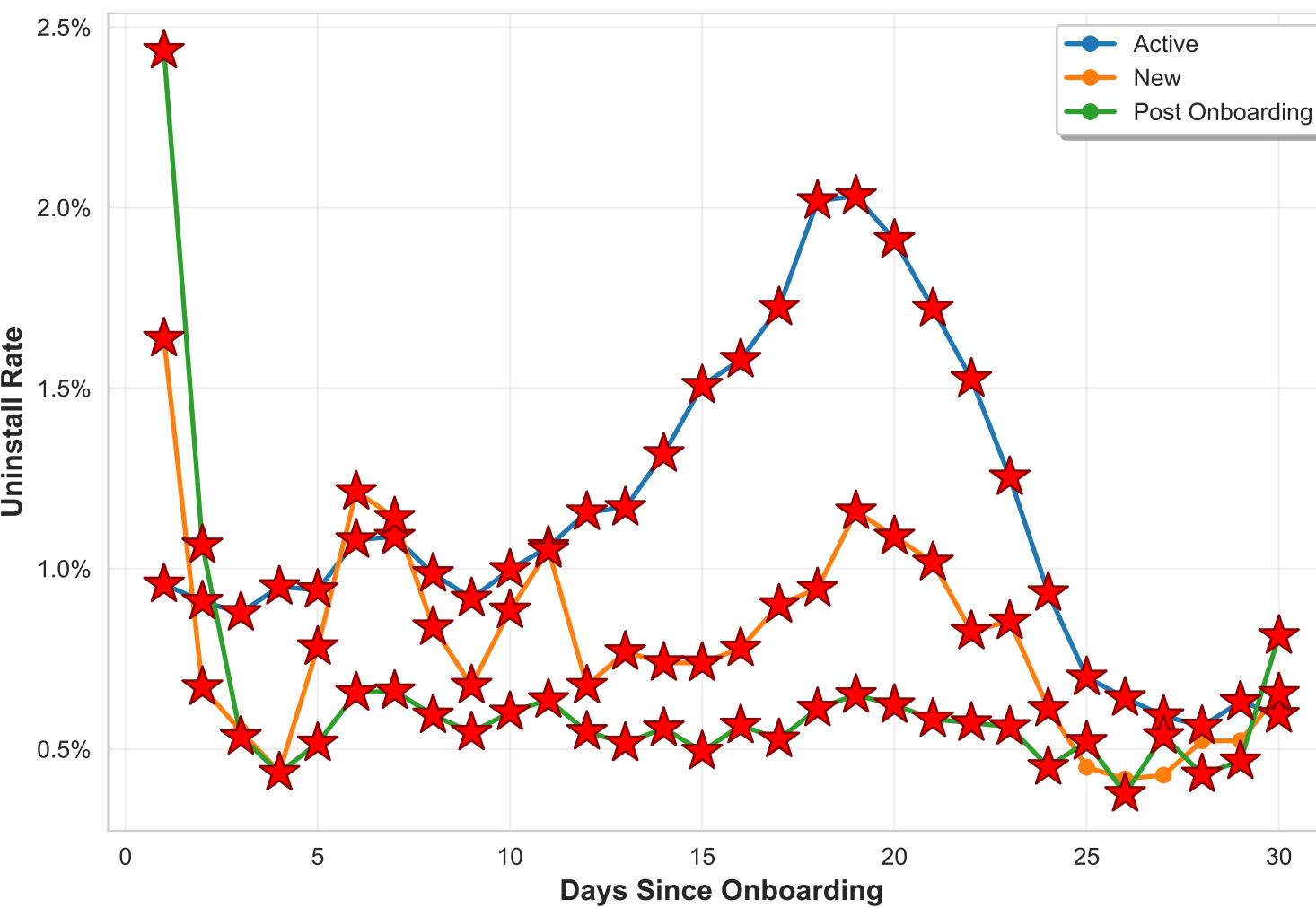
2. Open Rate by Days Since Onboarding (* = Below Threshold)



3. Unsubscribe Rate by Days Since Onboarding (* = Above Threshold)

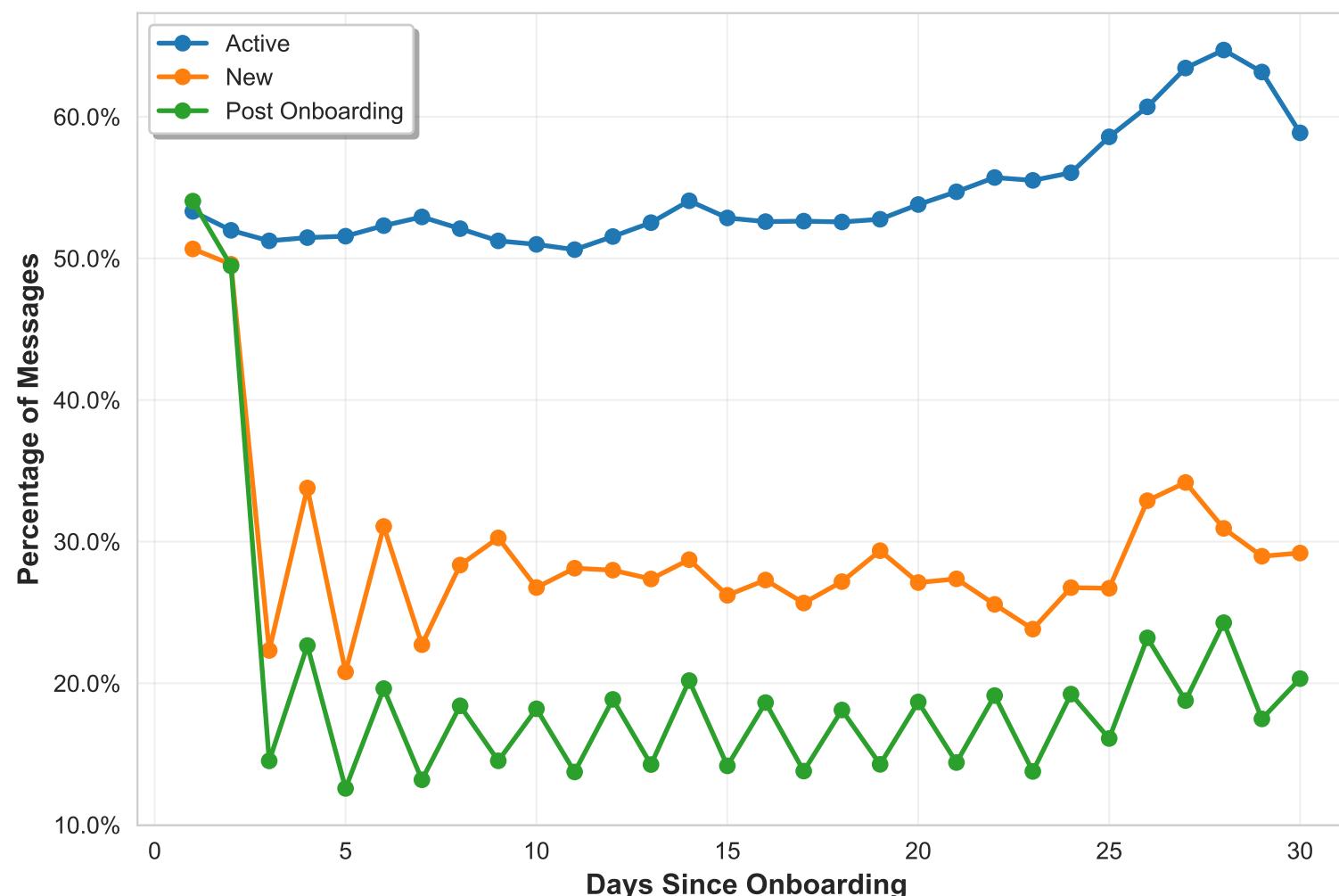


4. Uninstall Rate by Days Since Onboarding (* = Above Threshold)

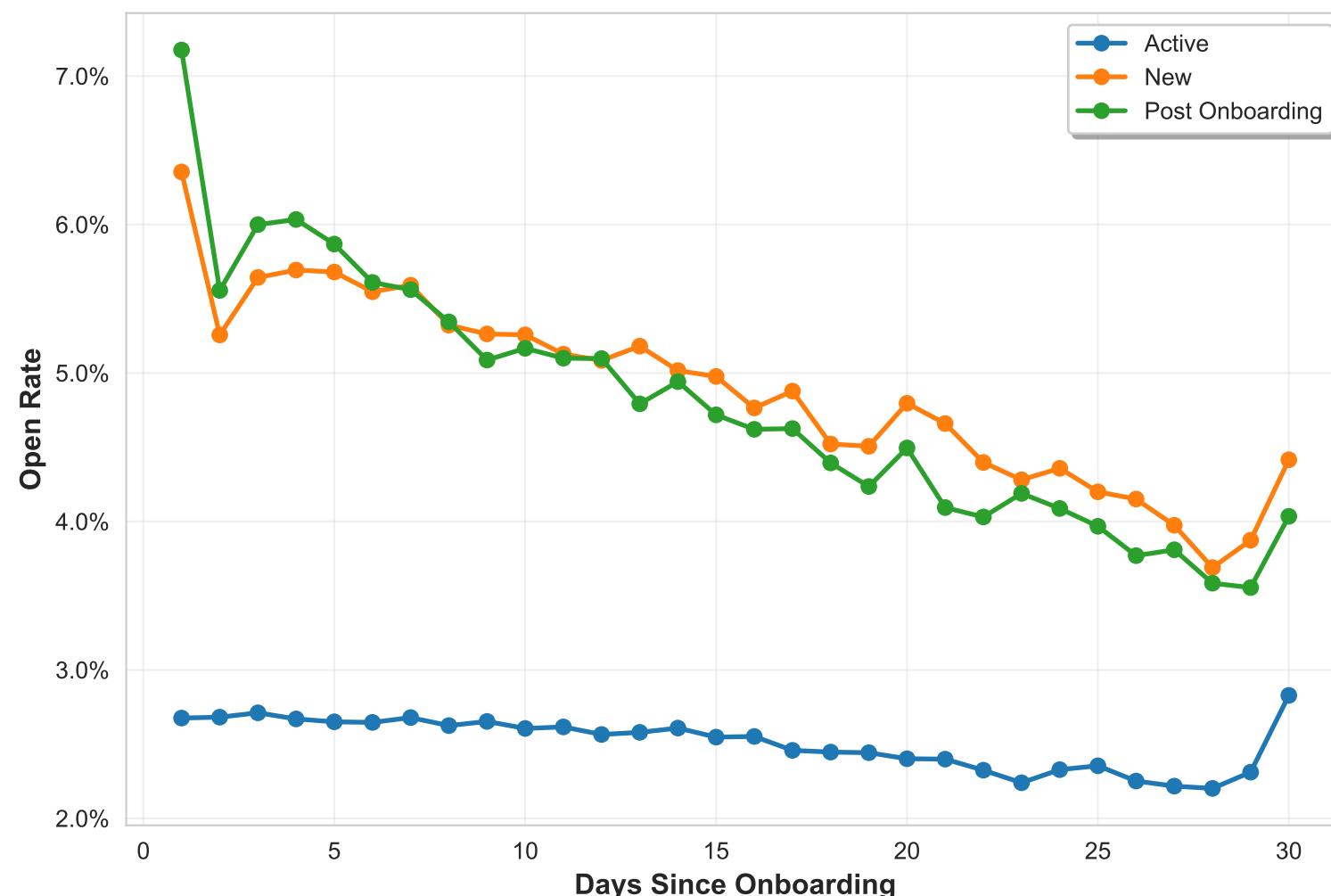


Is Reminder - Notification Metrics

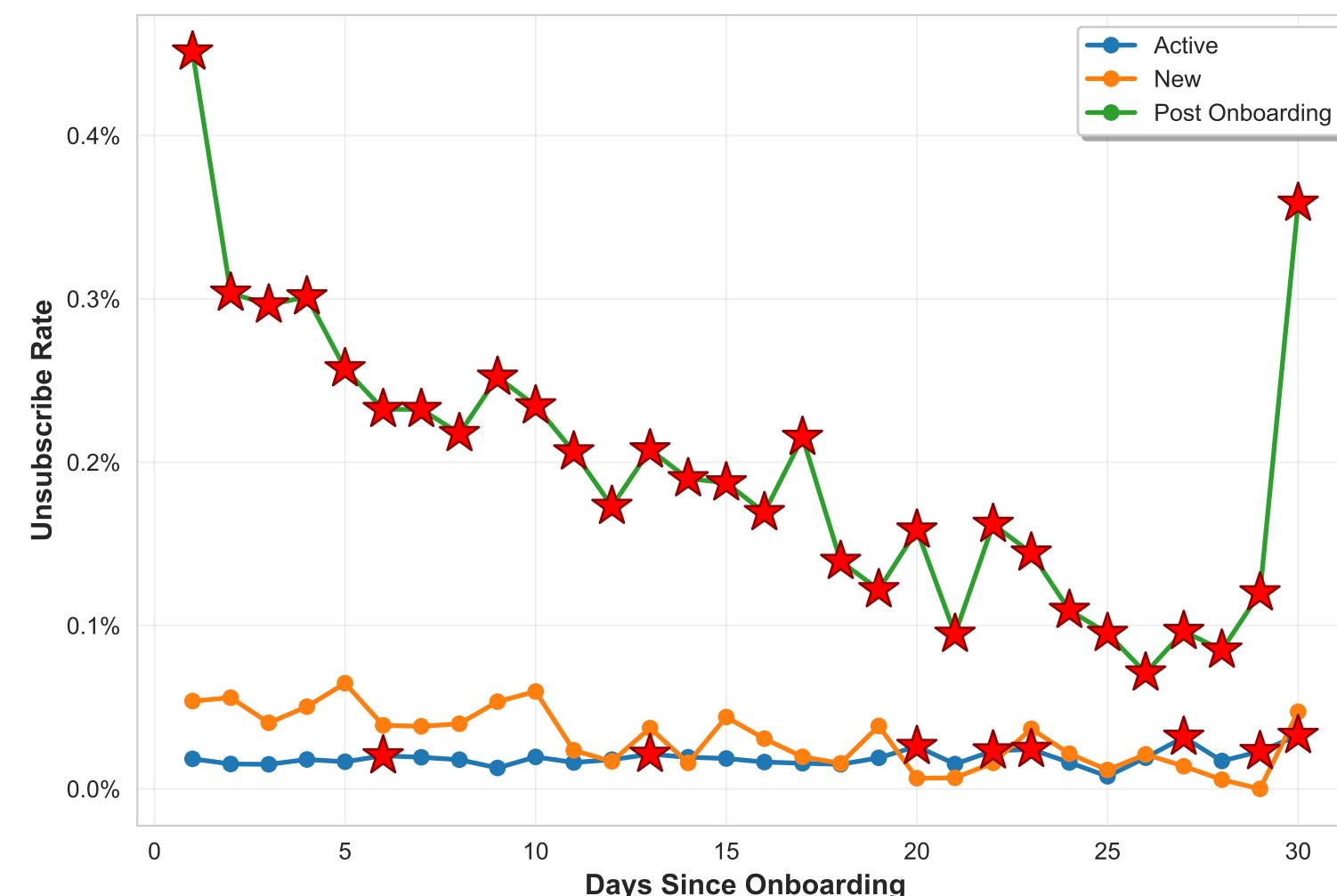
1. Percentage of Messages with Tag by Days Since Onboarding



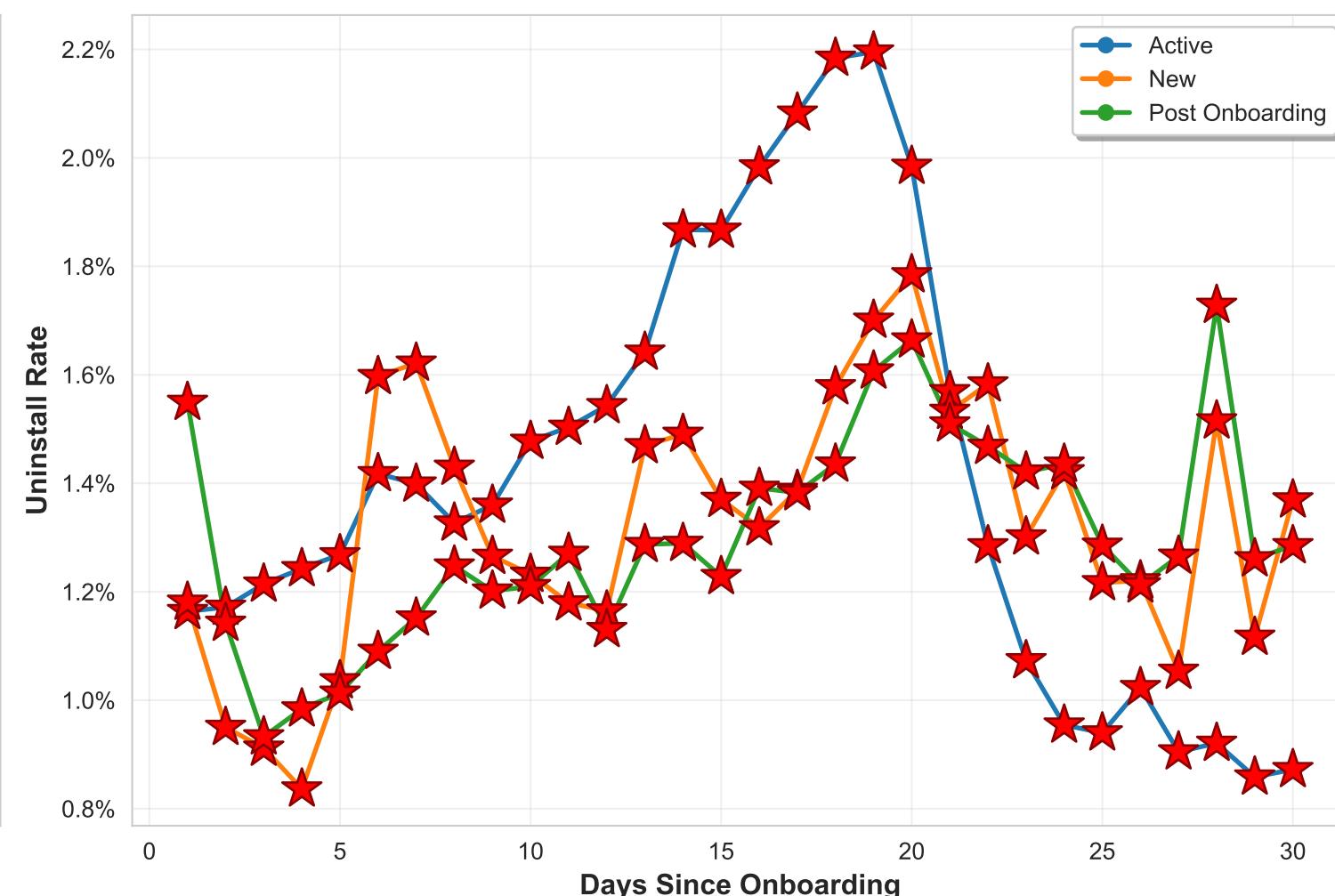
2. Open Rate by Days Since Onboarding (* = Below Threshold)



3. Unsubscribe Rate by Days Since Onboarding (* = Above Threshold)

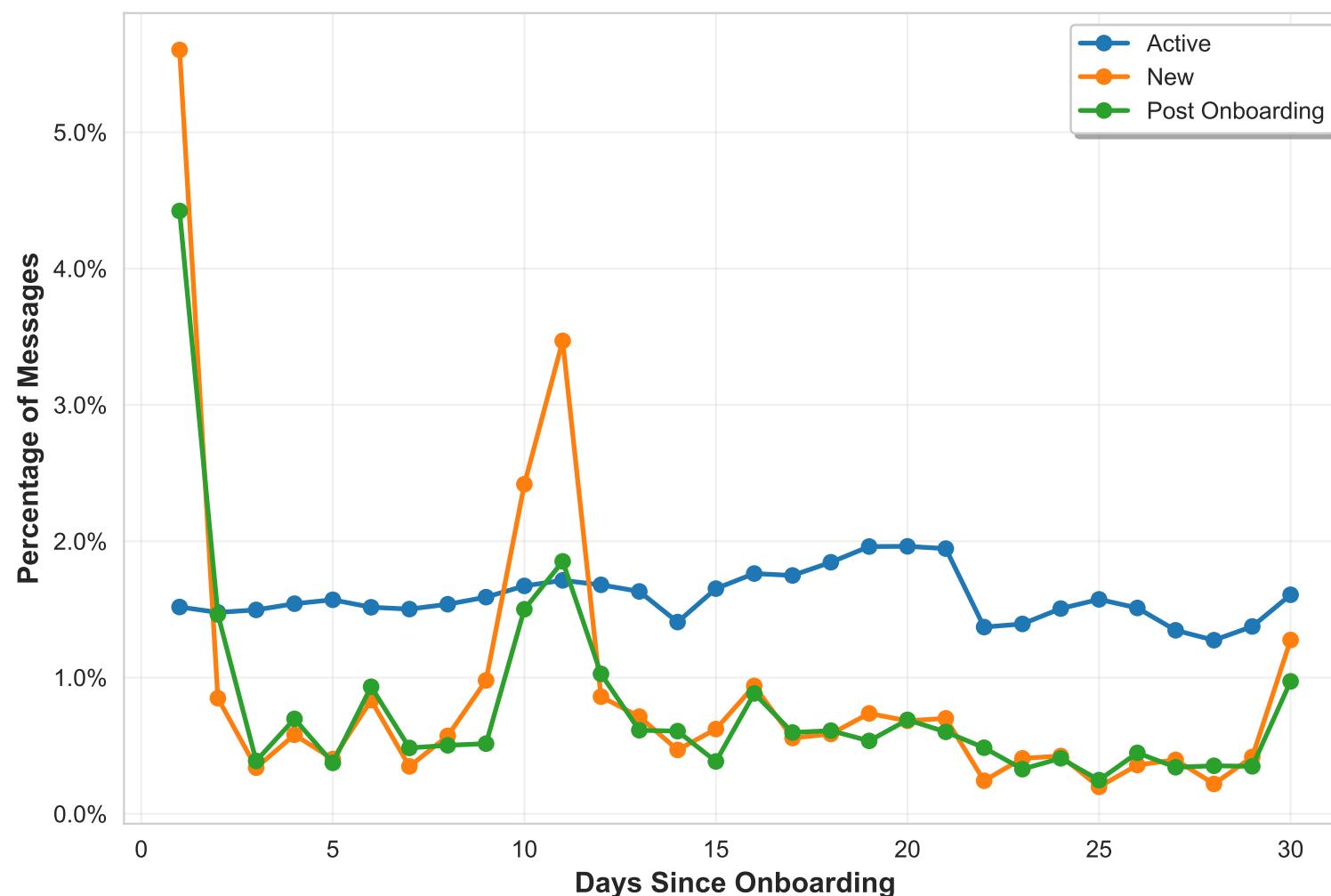


4. Uninstall Rate by Days Since Onboarding (* = Above Threshold)

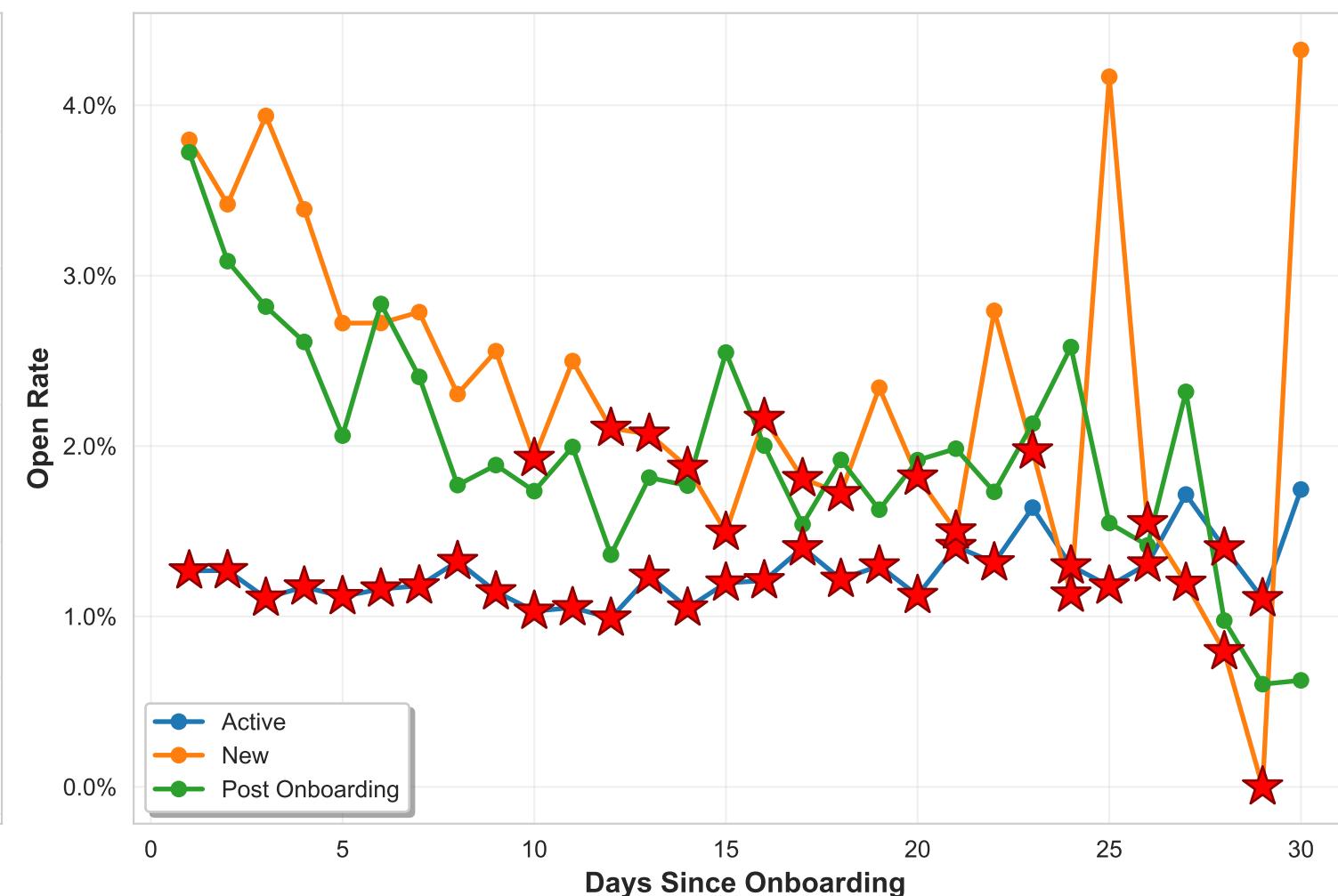


Is Nv - Notification Metrics

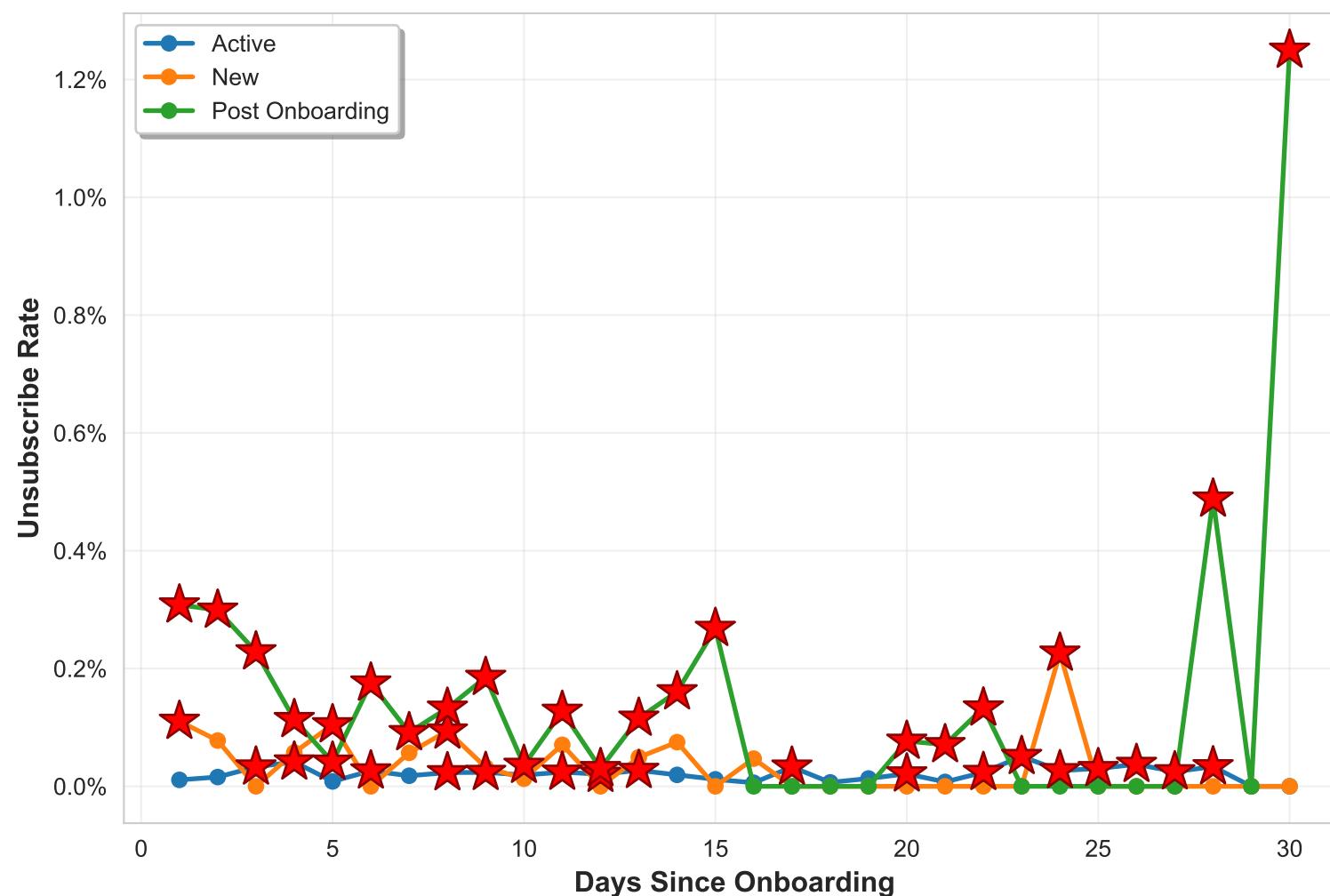
1. Percentage of Messages with Tag by Days Since Onboarding



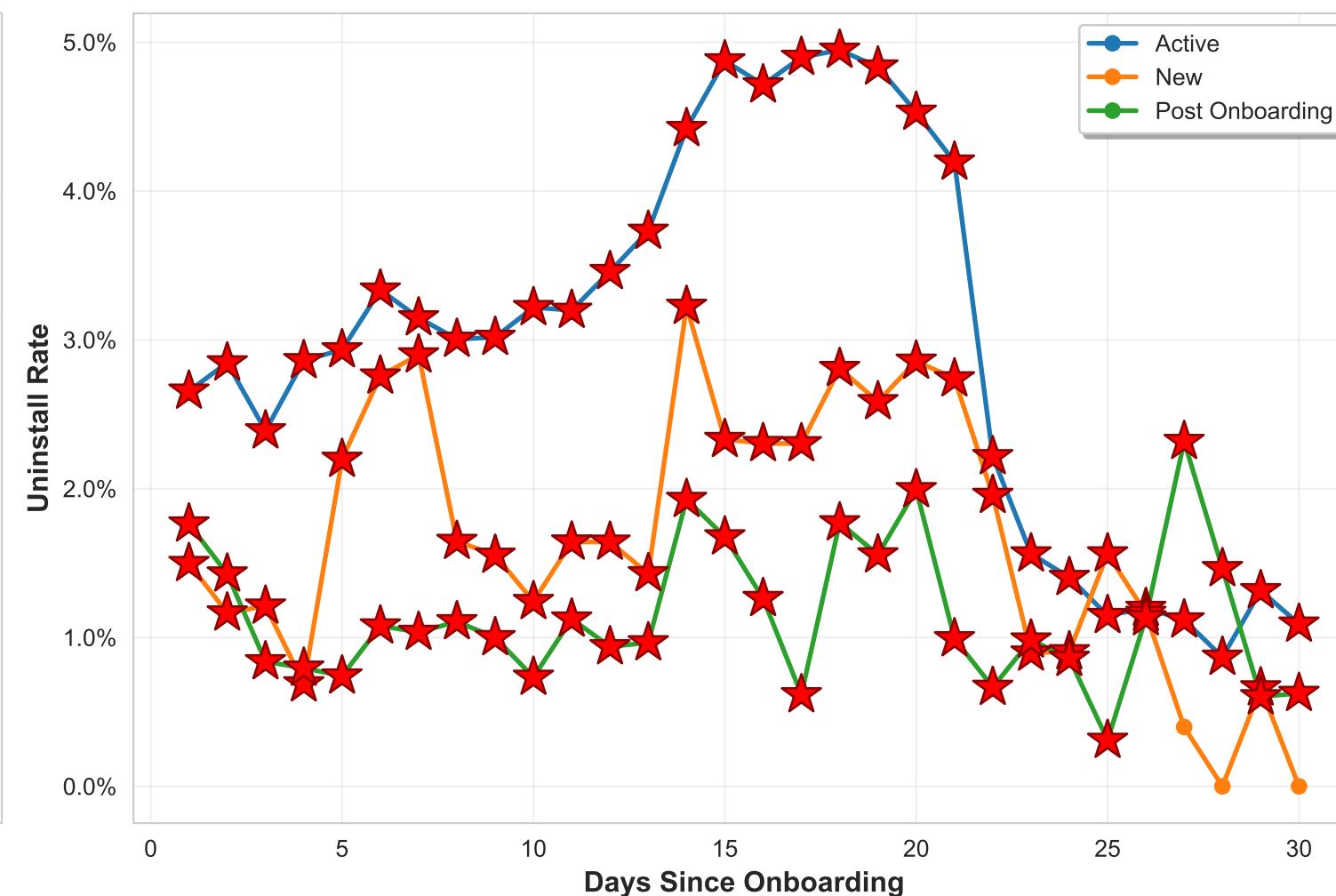
2. Open Rate by Days Since Onboarding (* = Below Threshold)



3. Unsubscribe Rate by Days Since Onboarding (* = Above Threshold)

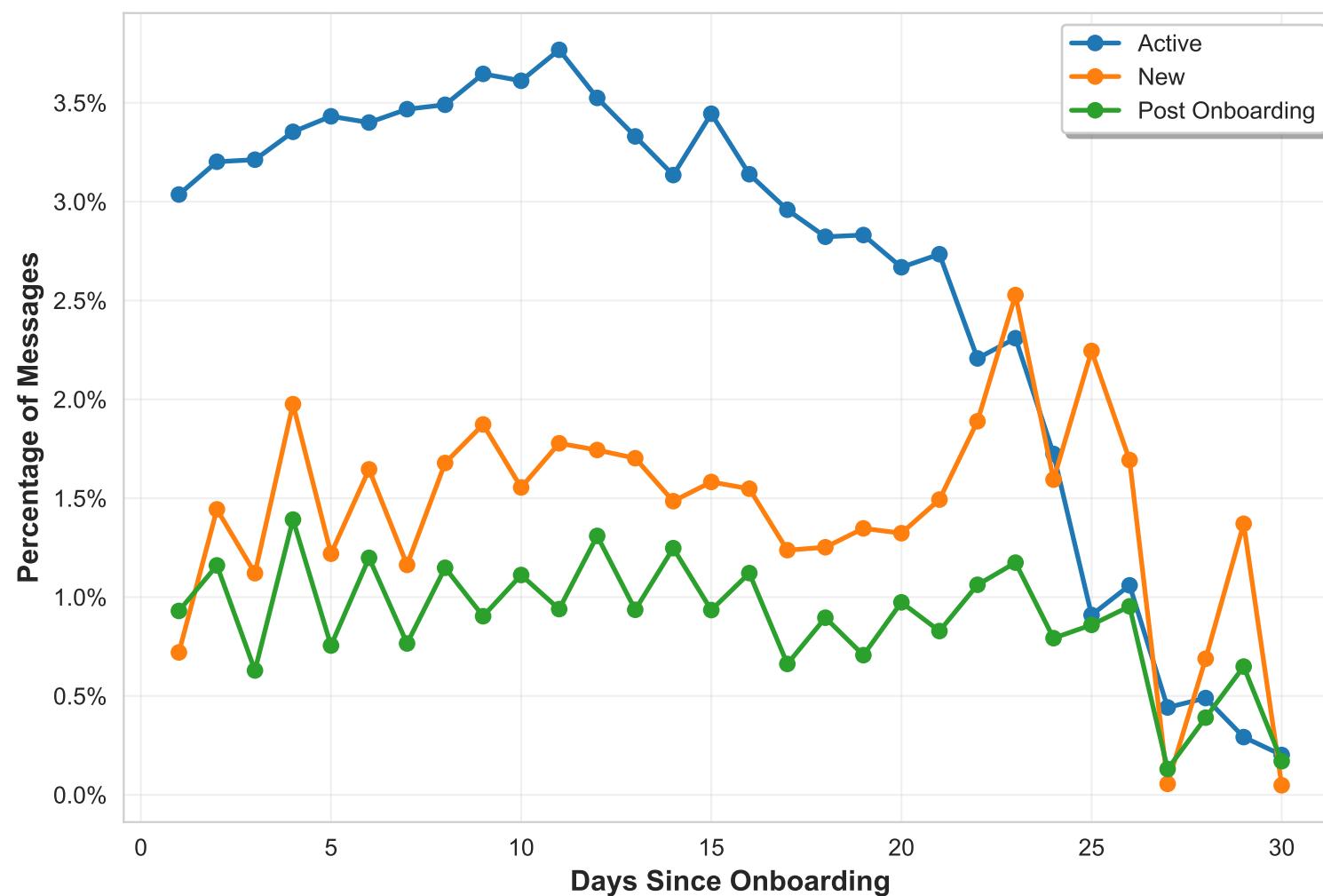


4. Uninstall Rate by Days Since Onboarding (* = Above Threshold)

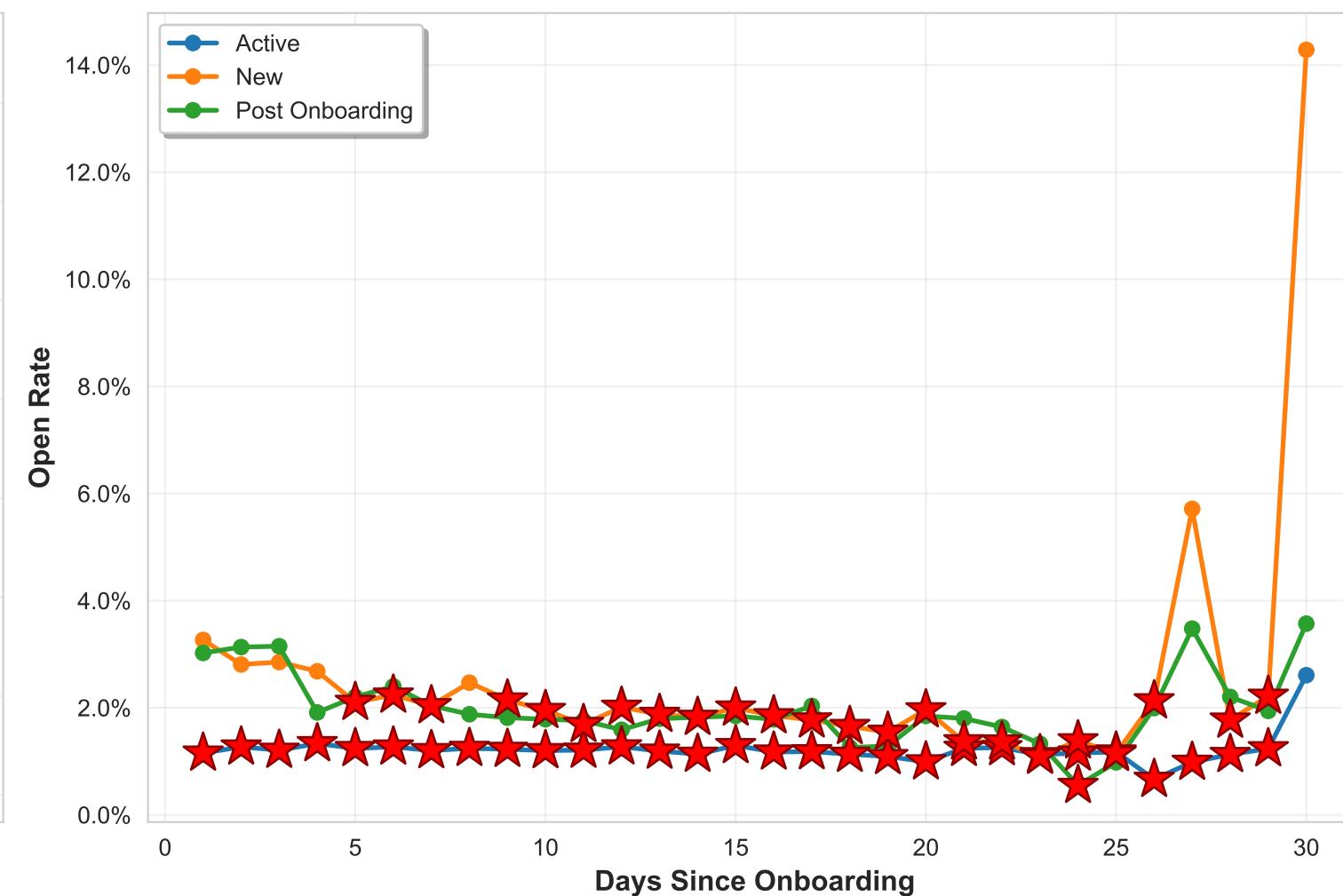


Is Dashpass - Notification Metrics

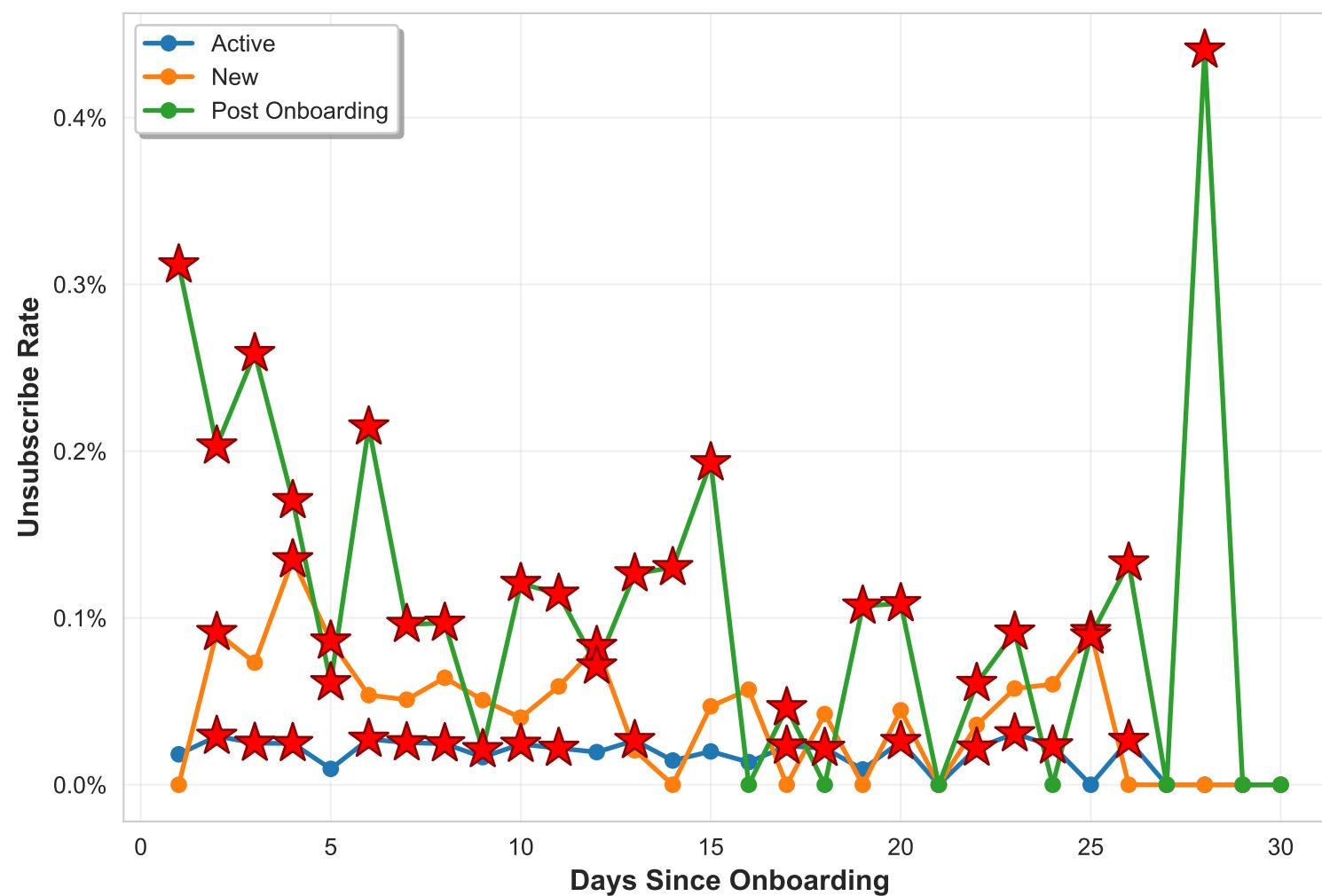
1. Percentage of Messages with Tag by Days Since Onboarding



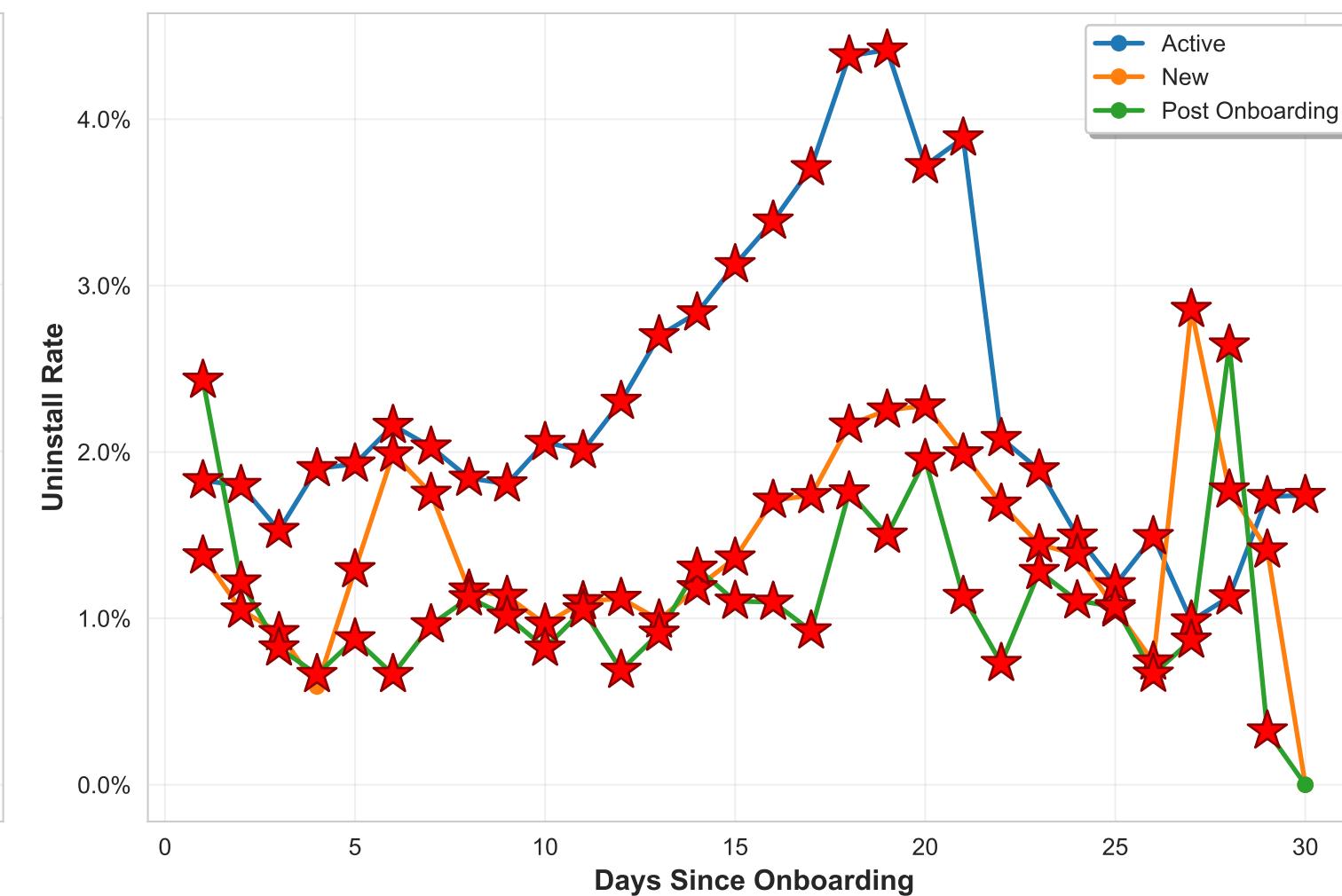
2. Open Rate by Days Since Onboarding (* = Below Threshold)



3. Unsubscribe Rate by Days Since Onboarding (* = Above Threshold)

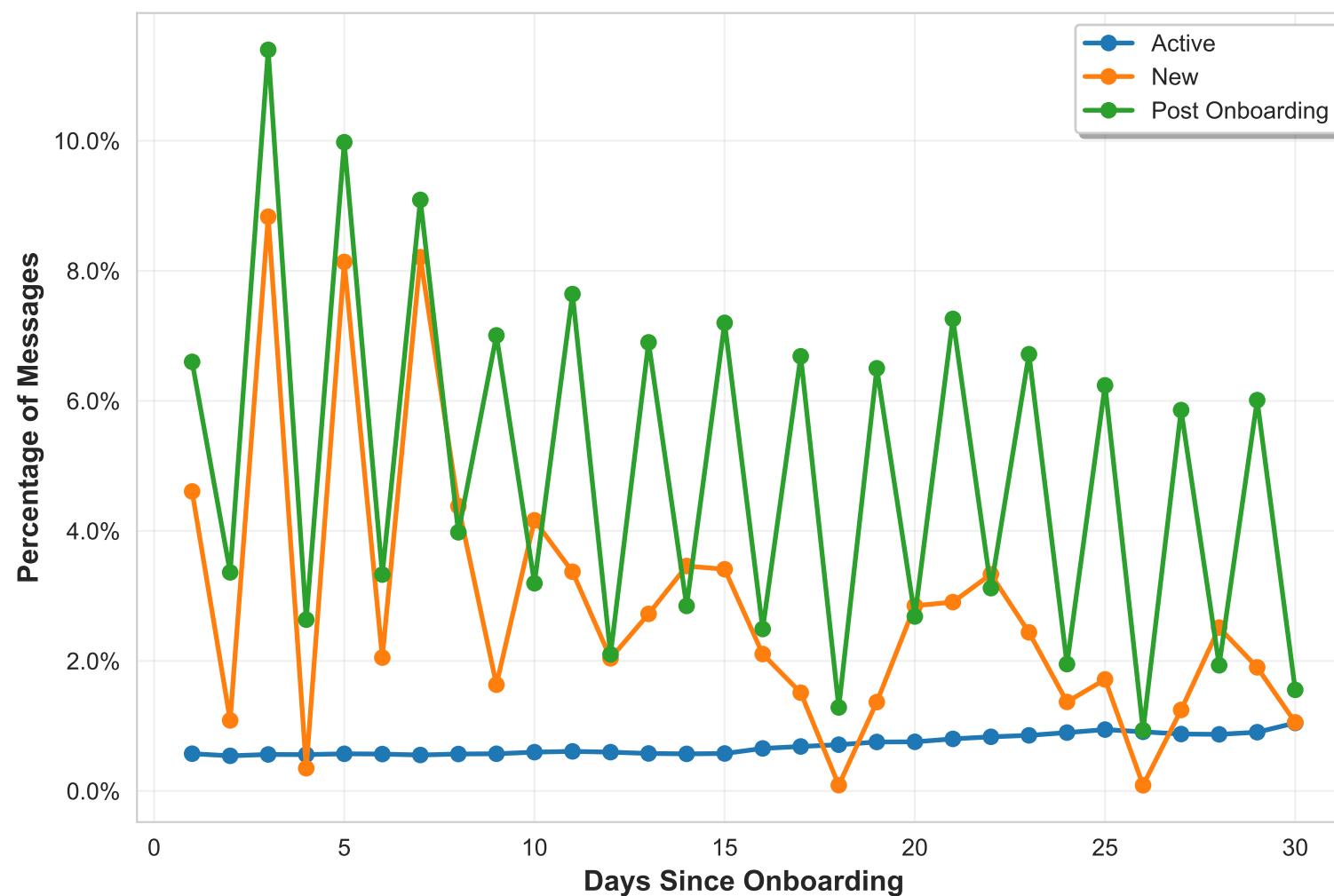


4. Uninstall Rate by Days Since Onboarding (* = Above Threshold)

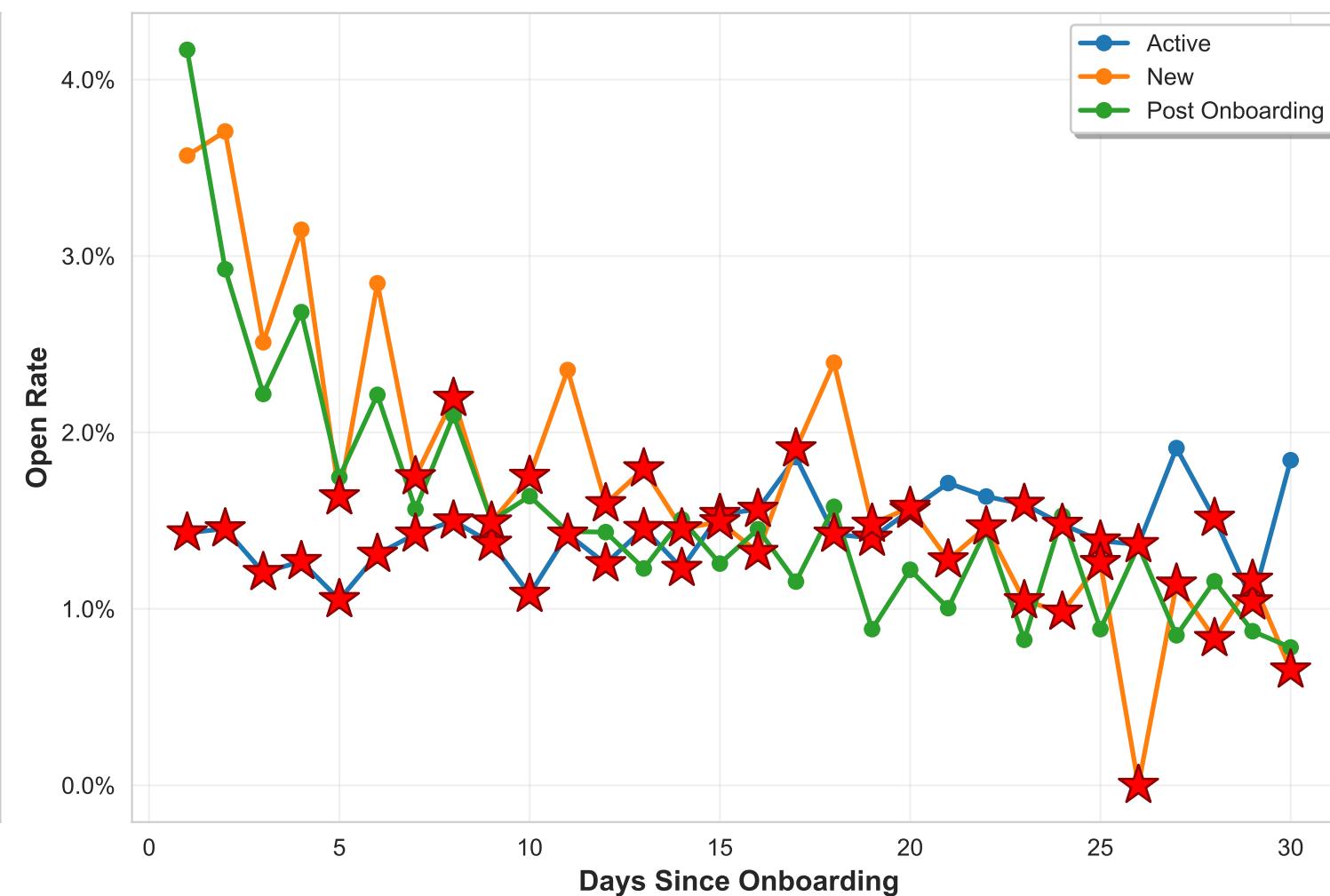


Is New - Notification Metrics

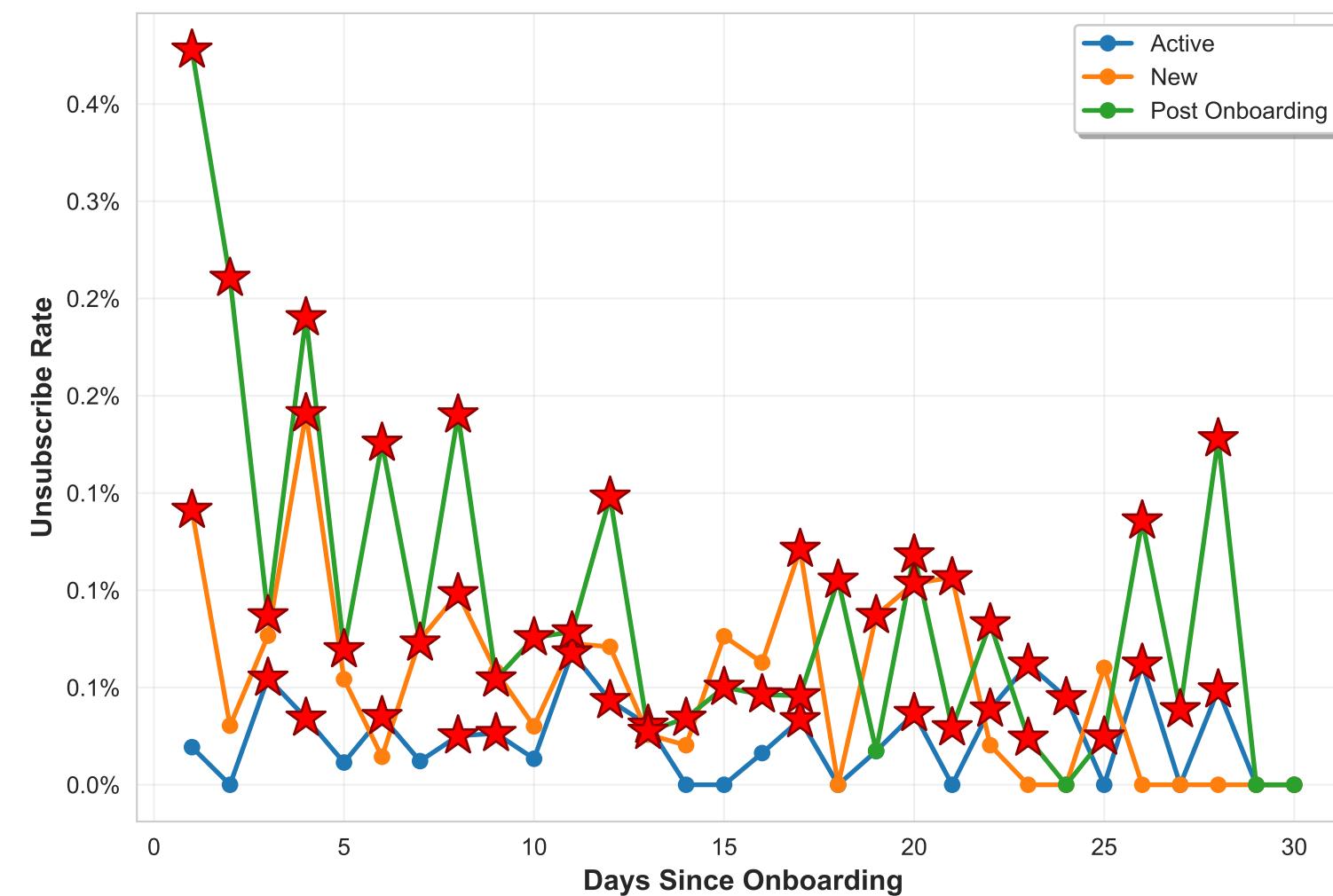
1. Percentage of Messages with Tag by Days Since Onboarding



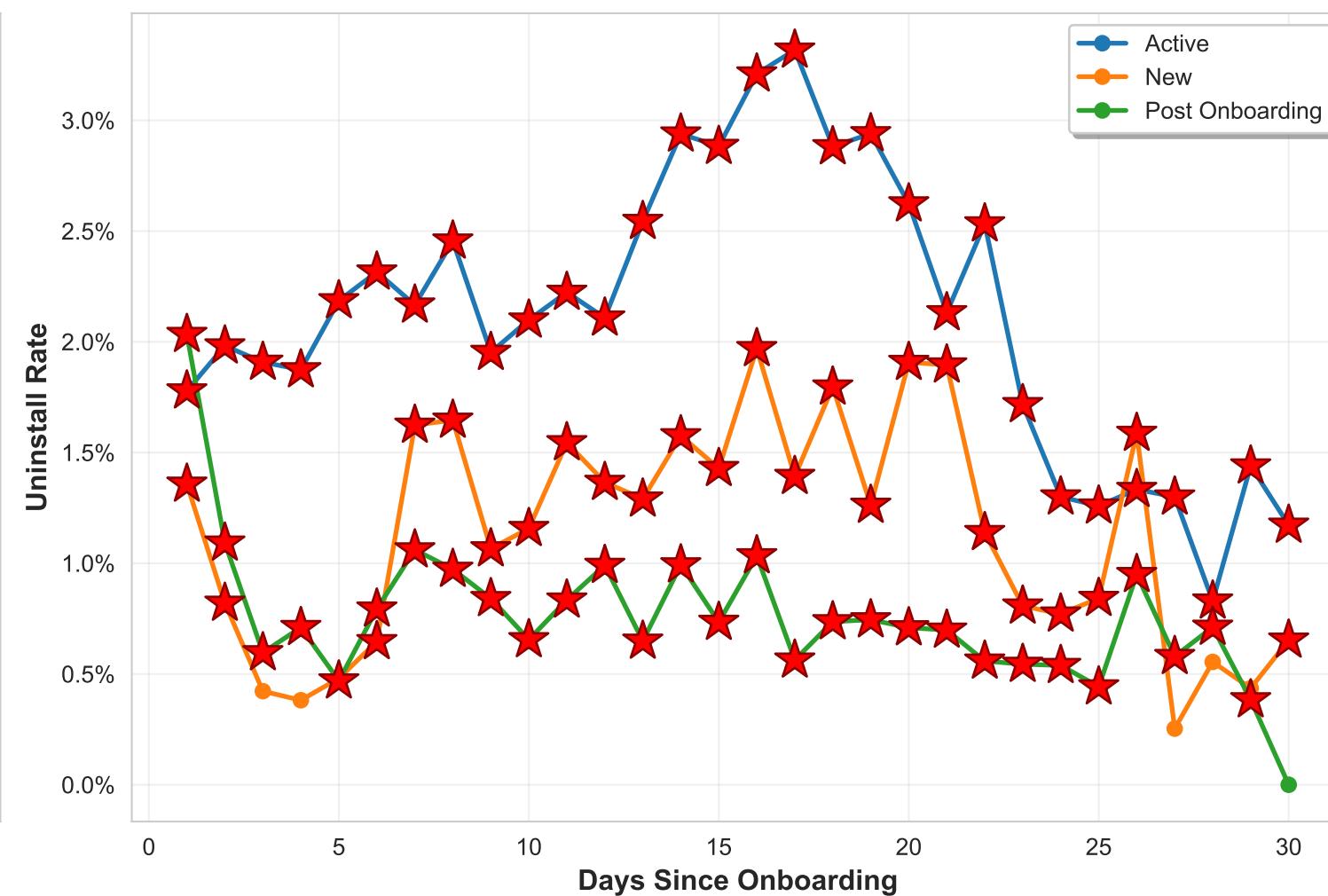
2. Open Rate by Days Since Onboarding (* = Below Threshold)



3. Unsubscribe Rate by Days Since Onboarding (* = Above Threshold)

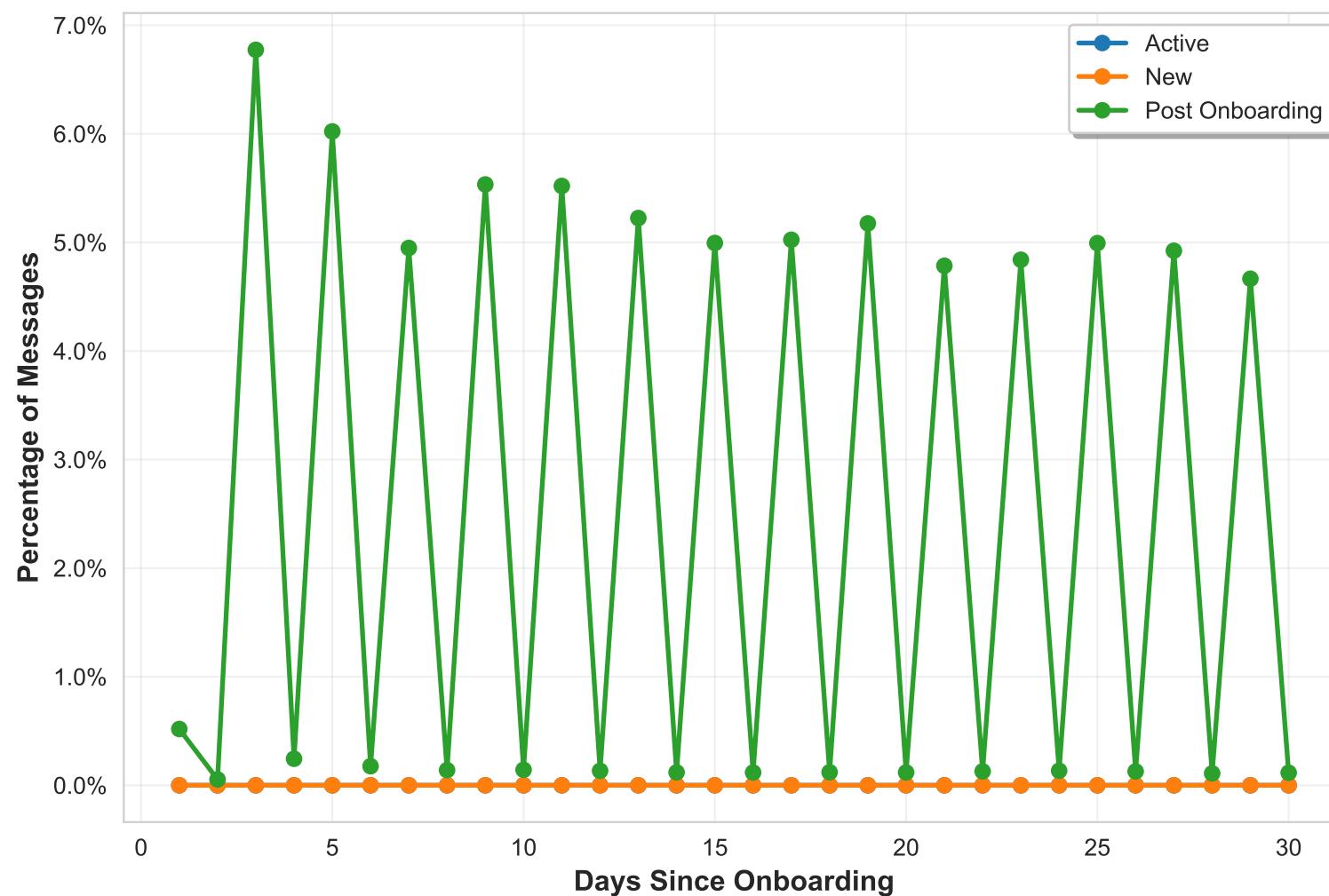


4. Uninstall Rate by Days Since Onboarding (* = Above Threshold)

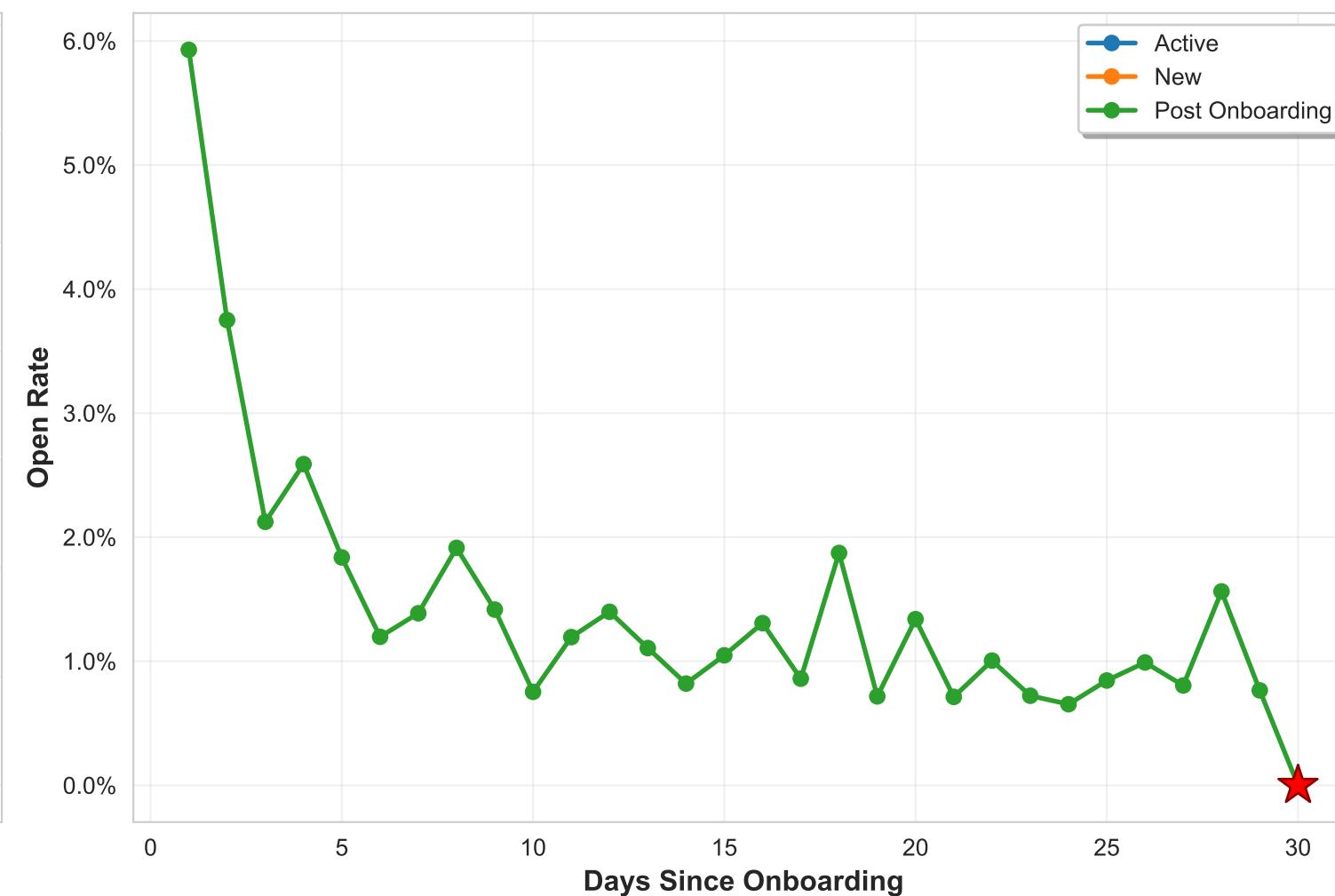


Is Npws - Notification Metrics

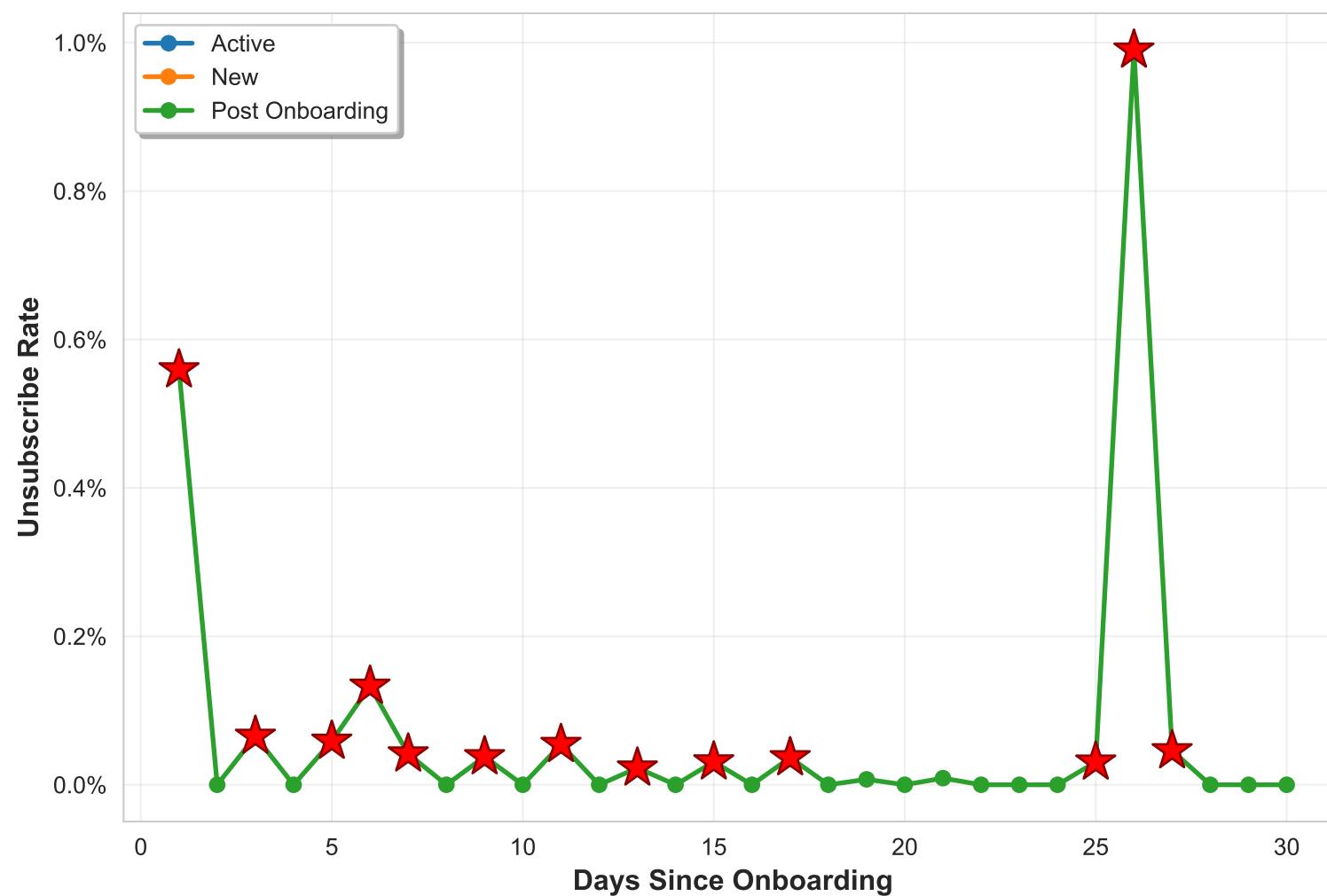
1. Percentage of Messages with Tag by Days Since Onboarding



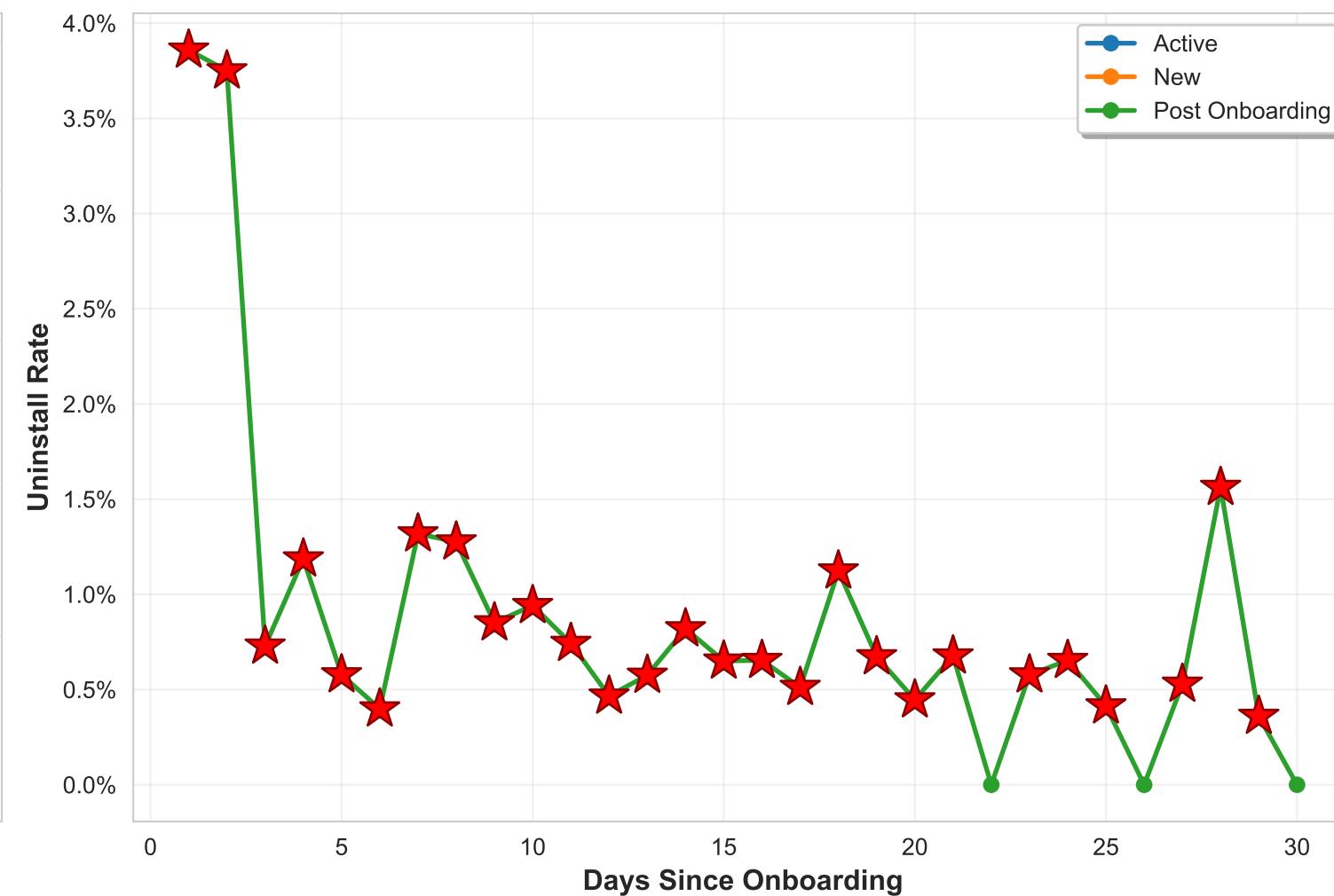
2. Open Rate by Days Since Onboarding (* = Below Threshold)



3. Unsubscribe Rate by Days Since Onboarding (* = Above Threshold)

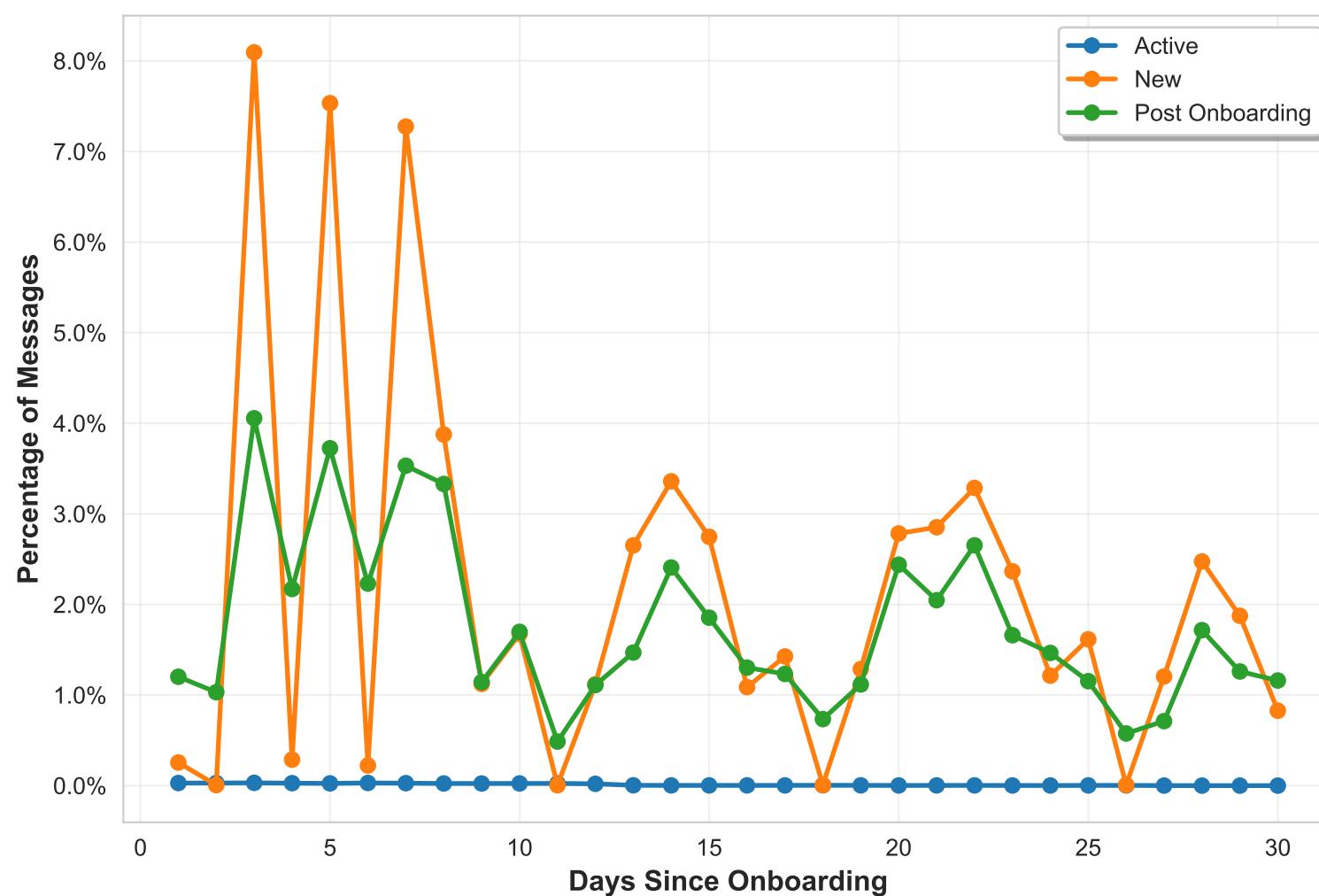


4. Uninstall Rate by Days Since Onboarding (* = Above Threshold)

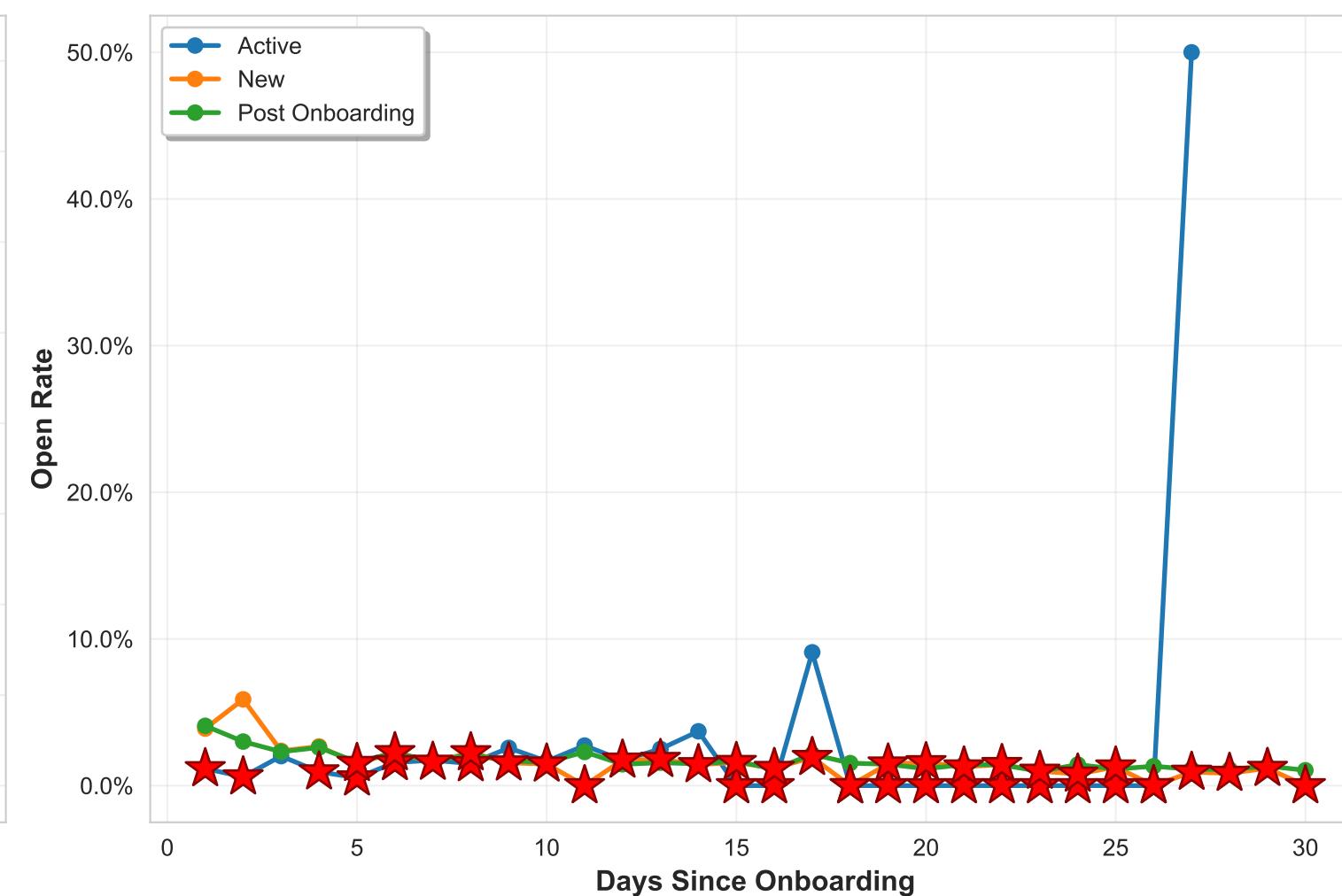


Is Fmx - Notification Metrics

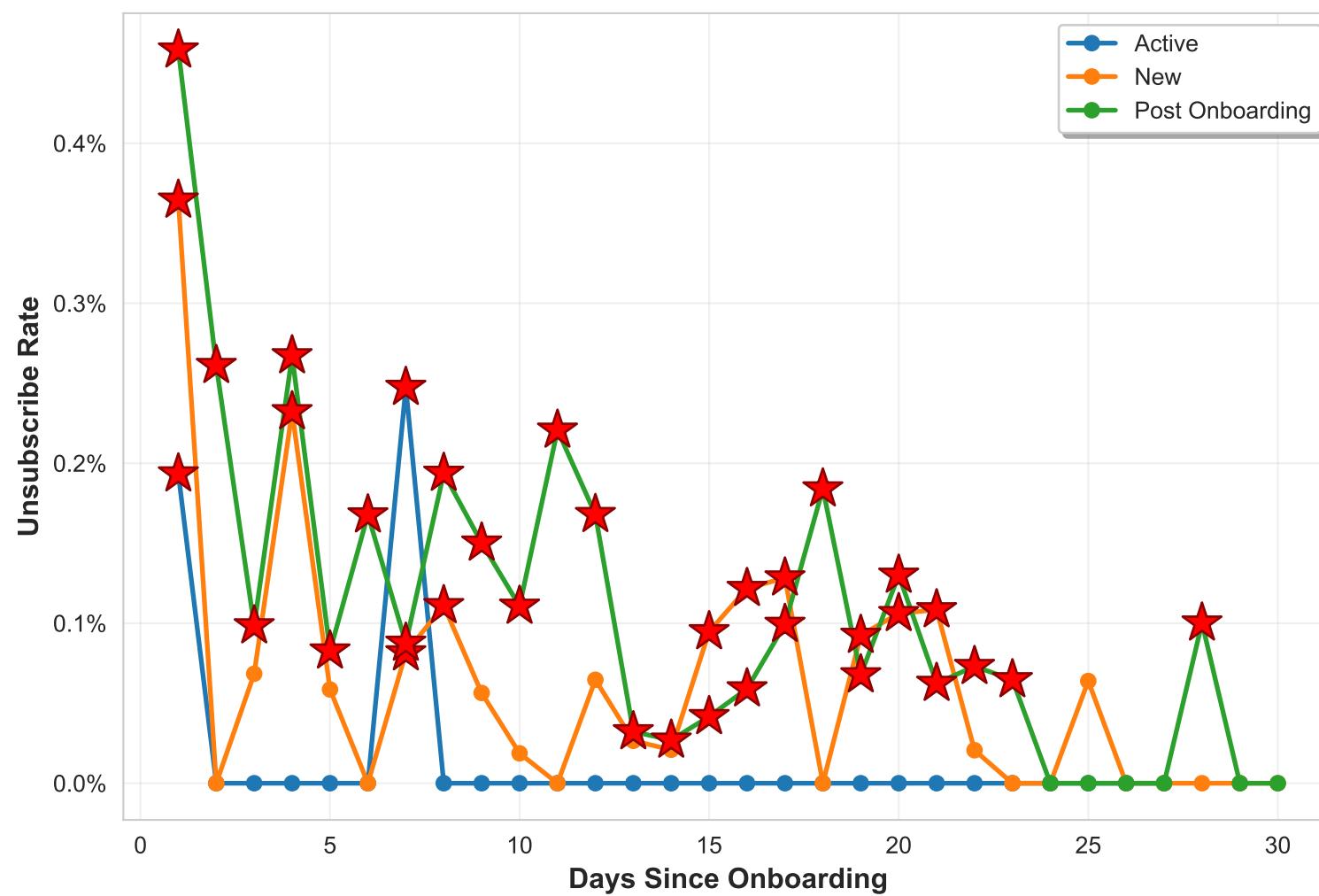
1. Percentage of Messages with Tag by Days Since Onboarding



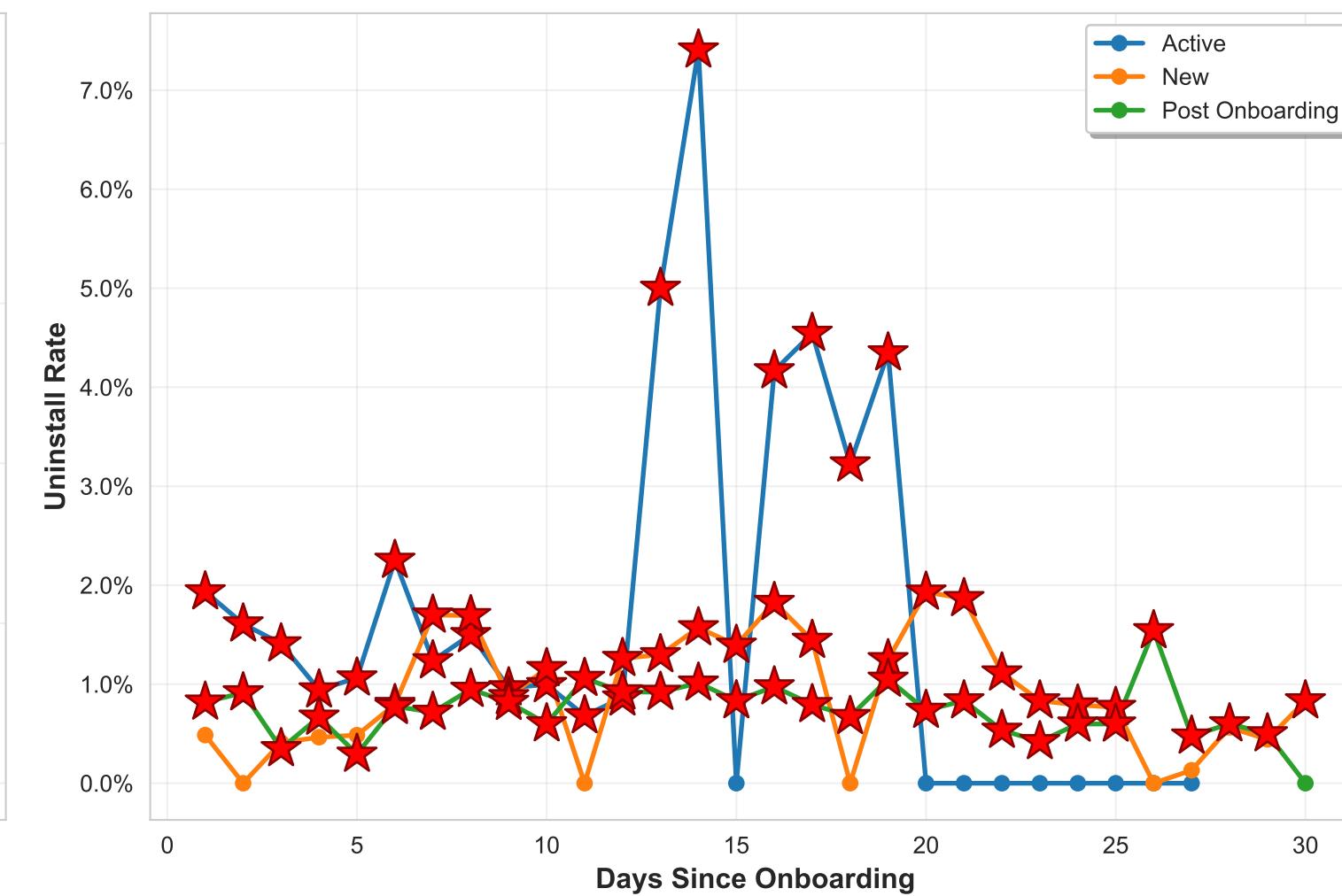
2. Open Rate by Days Since Onboarding (* = Below Threshold)



3. Unsubscribe Rate by Days Since Onboarding (* = Above Threshold)

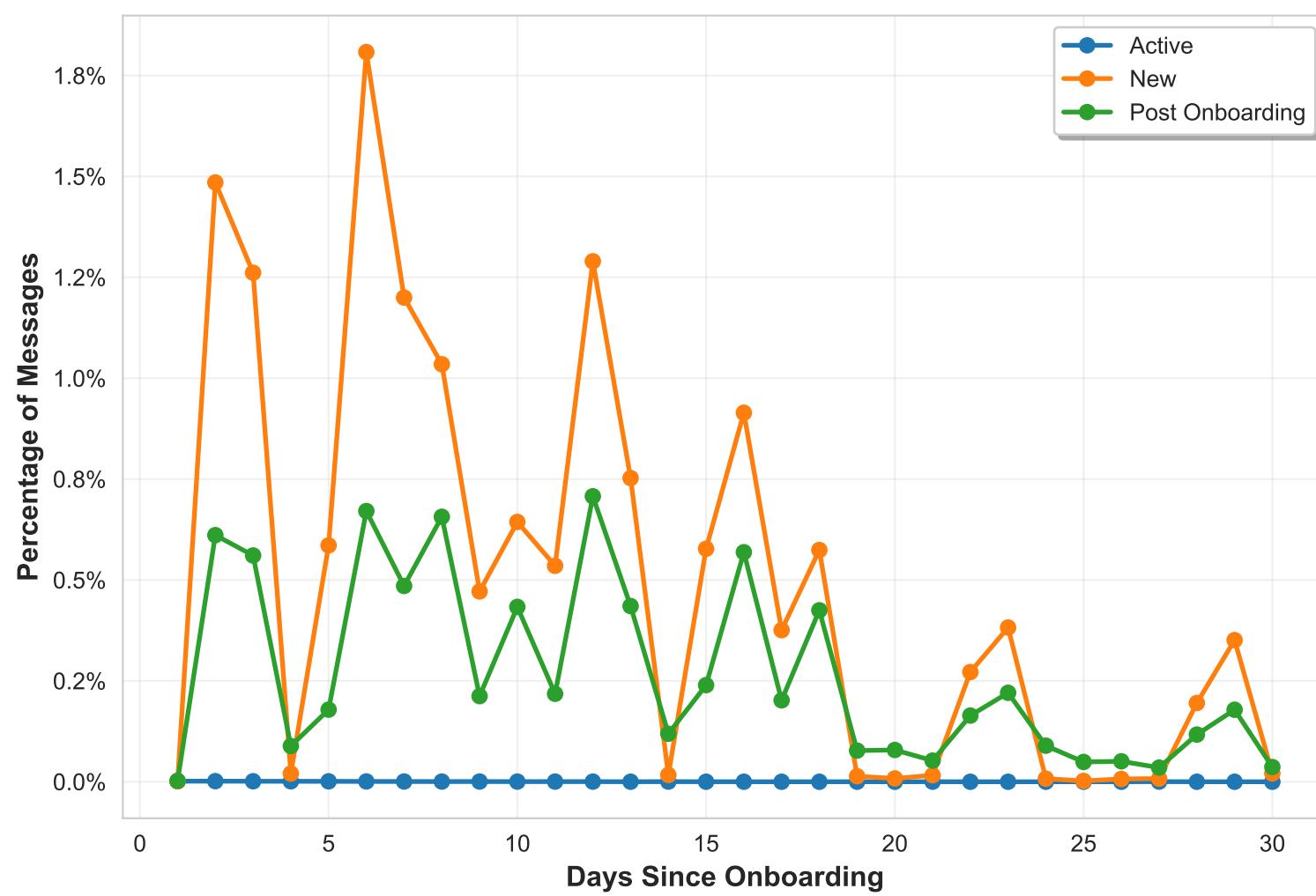


4. Uninstall Rate by Days Since Onboarding (* = Above Threshold)

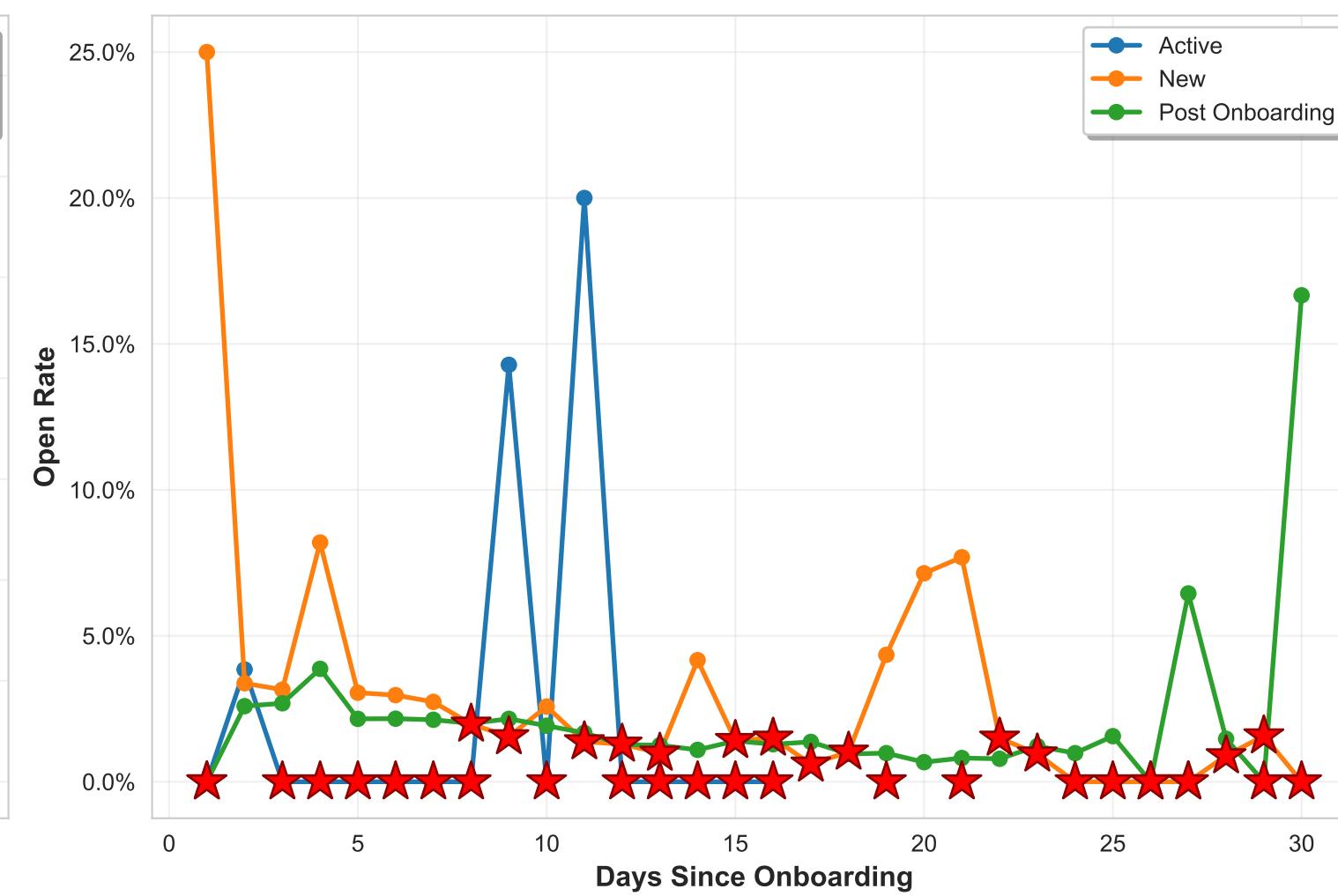


Is Challenge - Notification Metrics

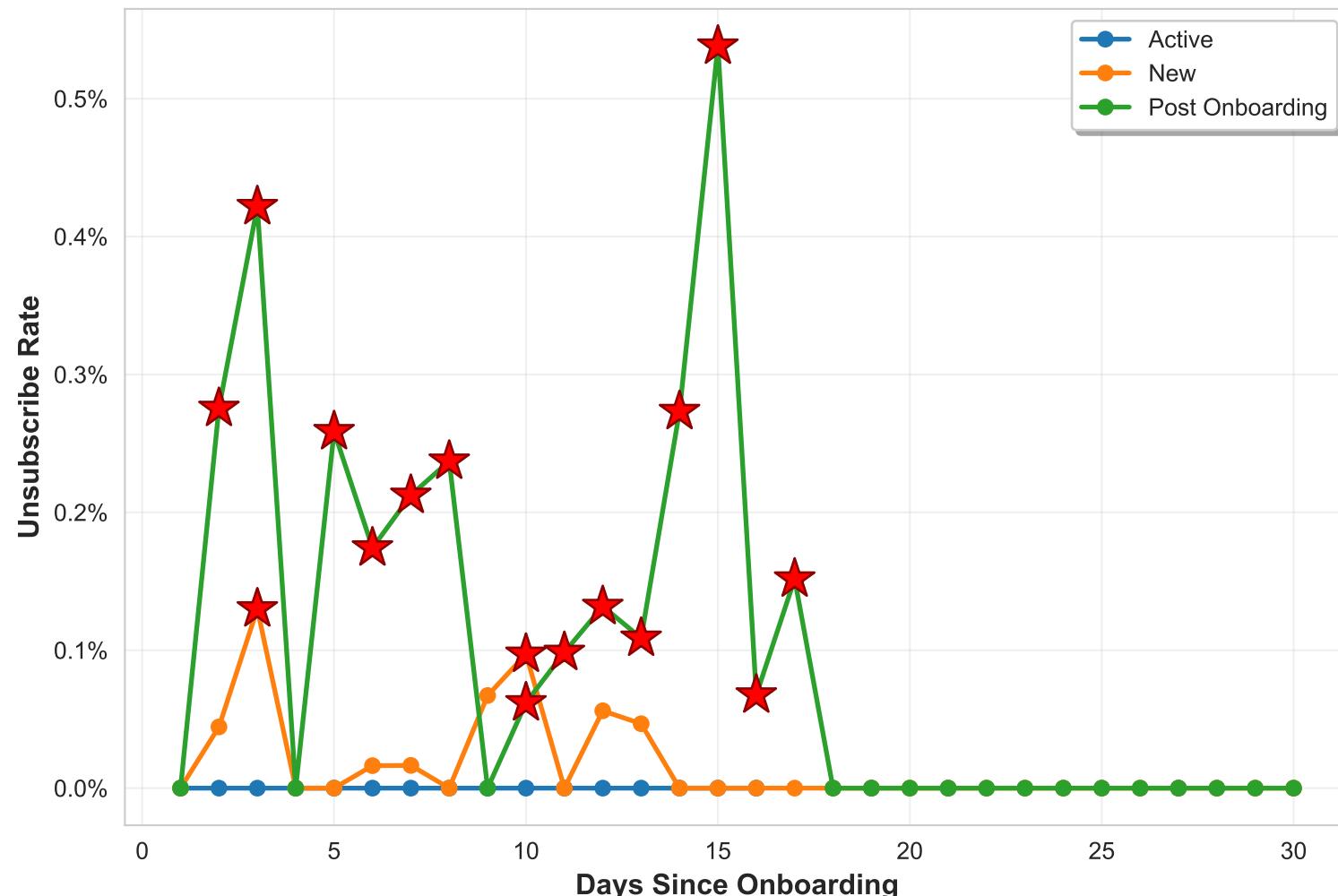
1. Percentage of Messages with Tag by Days Since Onboarding



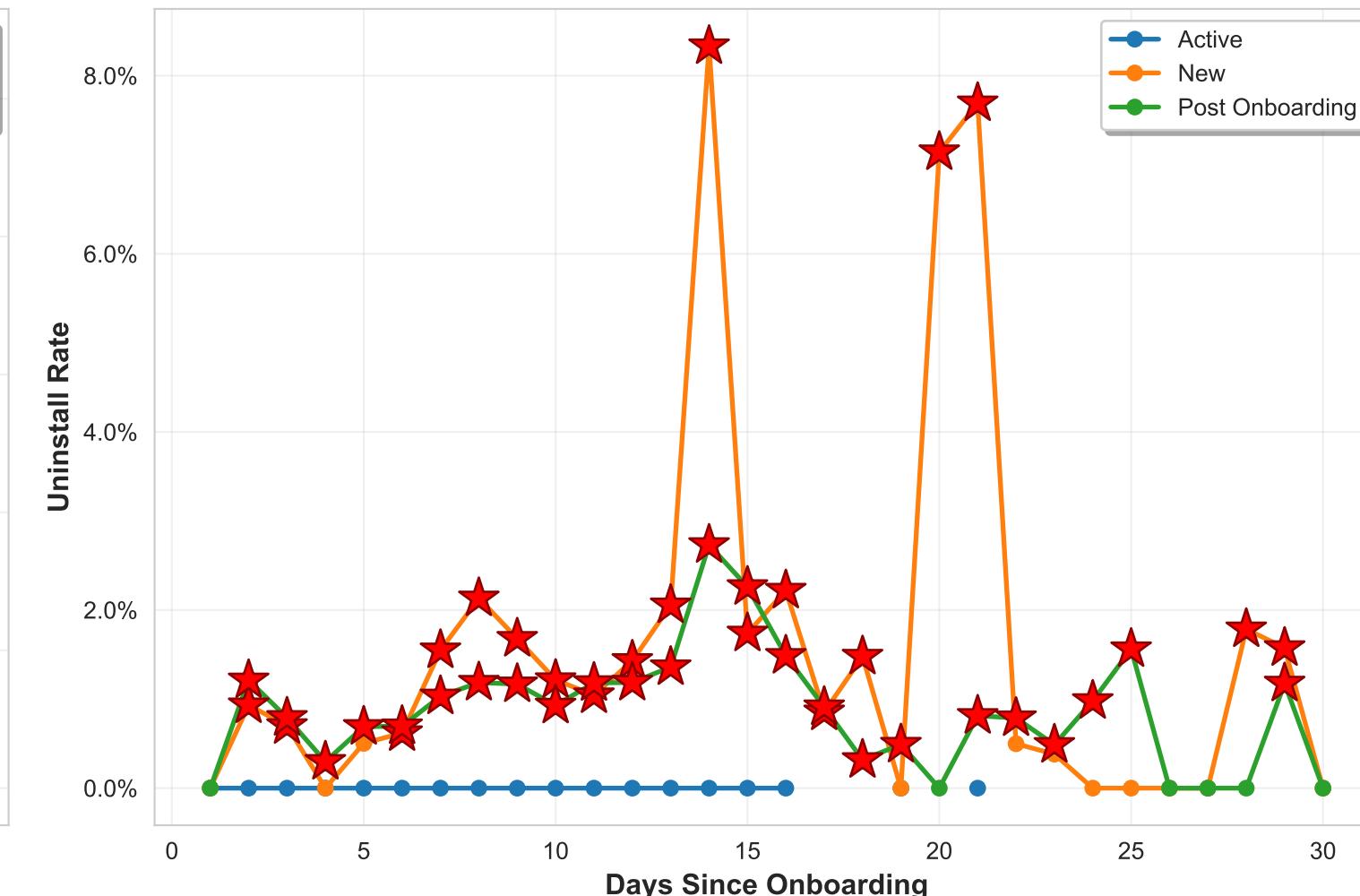
2. Open Rate by Days Since Onboarding (* = Below Threshold)



3. Unsubscribe Rate by Days Since Onboarding (* = Above Threshold)

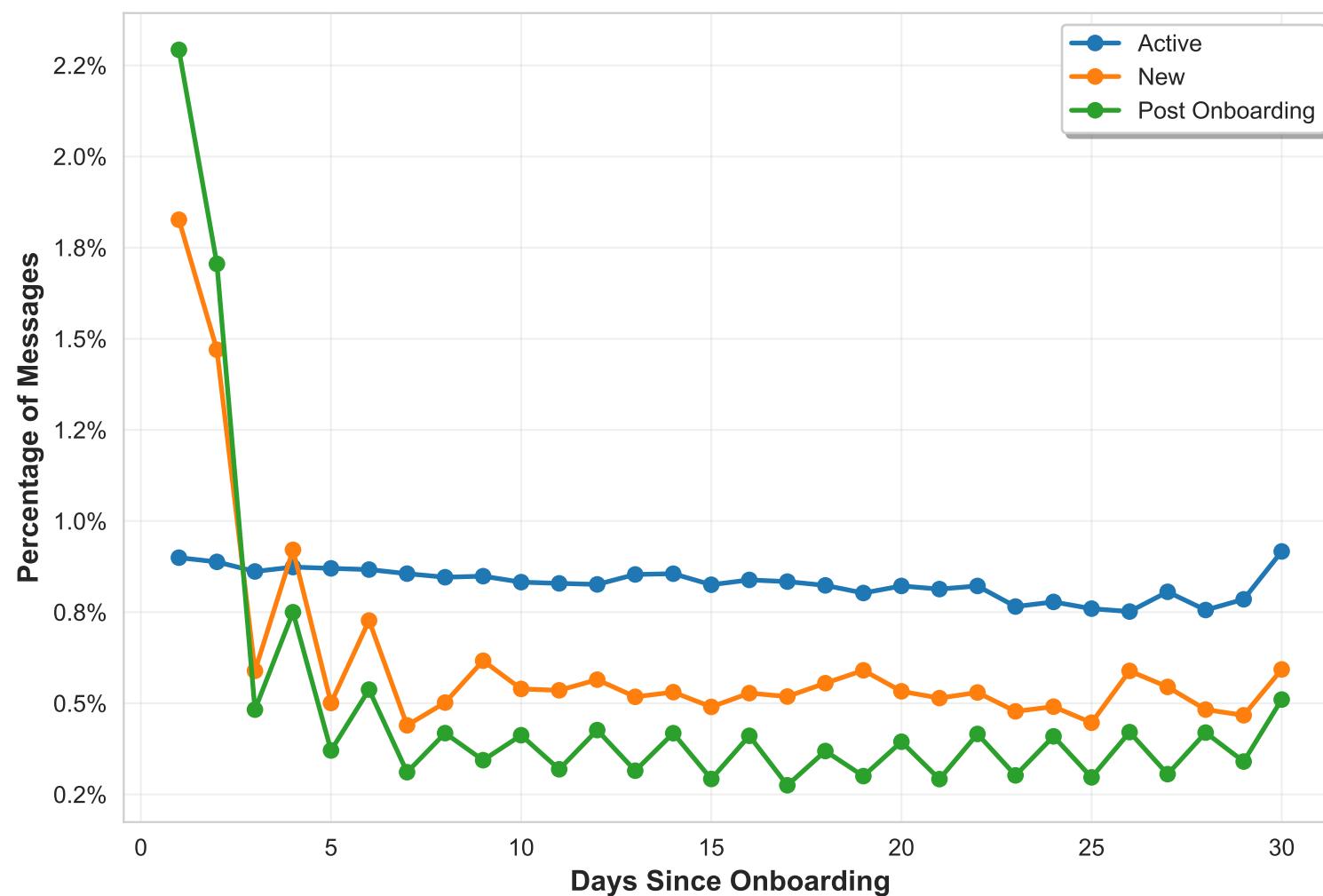


4. Uninstall Rate by Days Since Onboarding (* = Above Threshold)

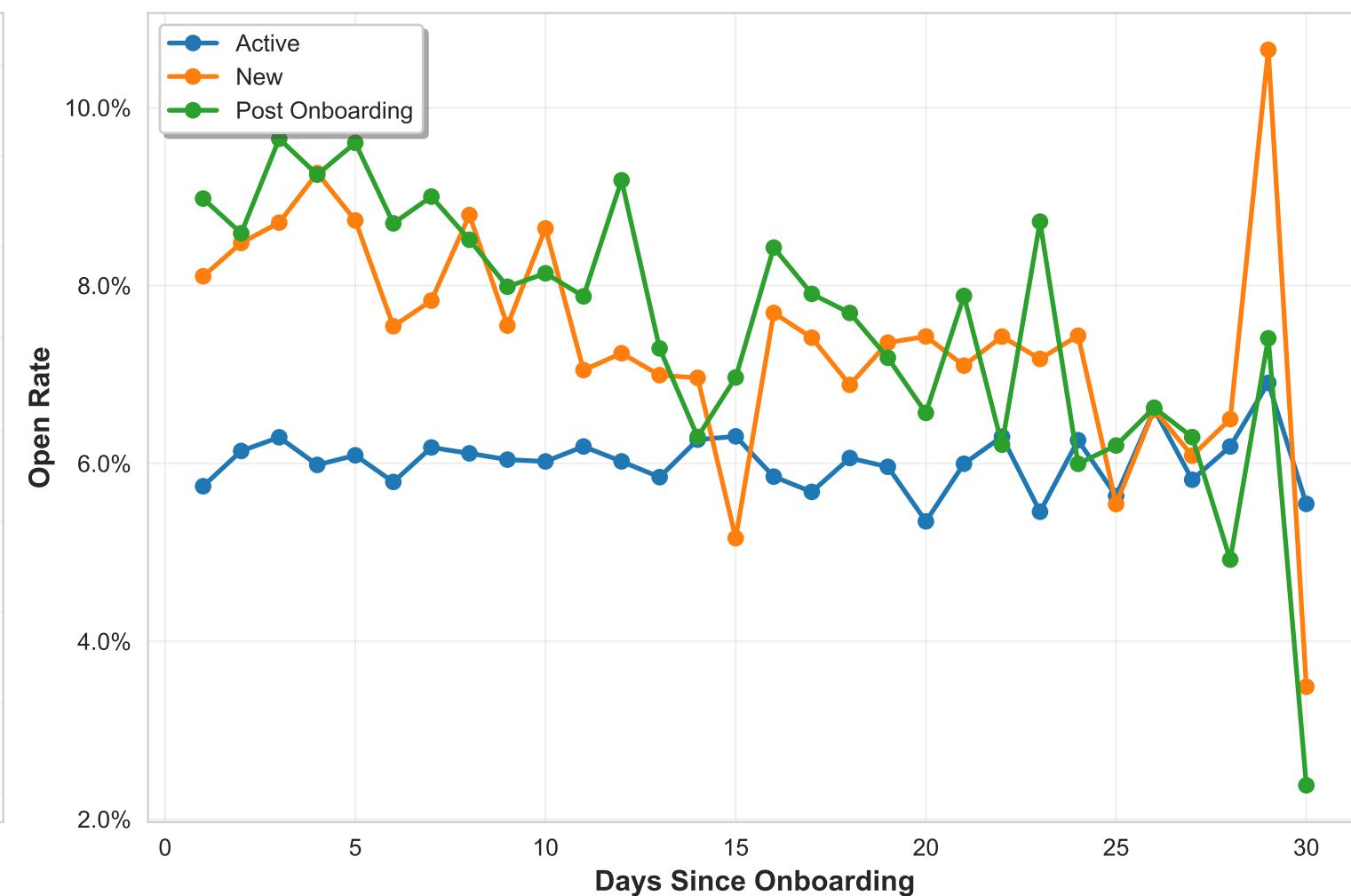


Is Abandon Campaign - Notification Metrics

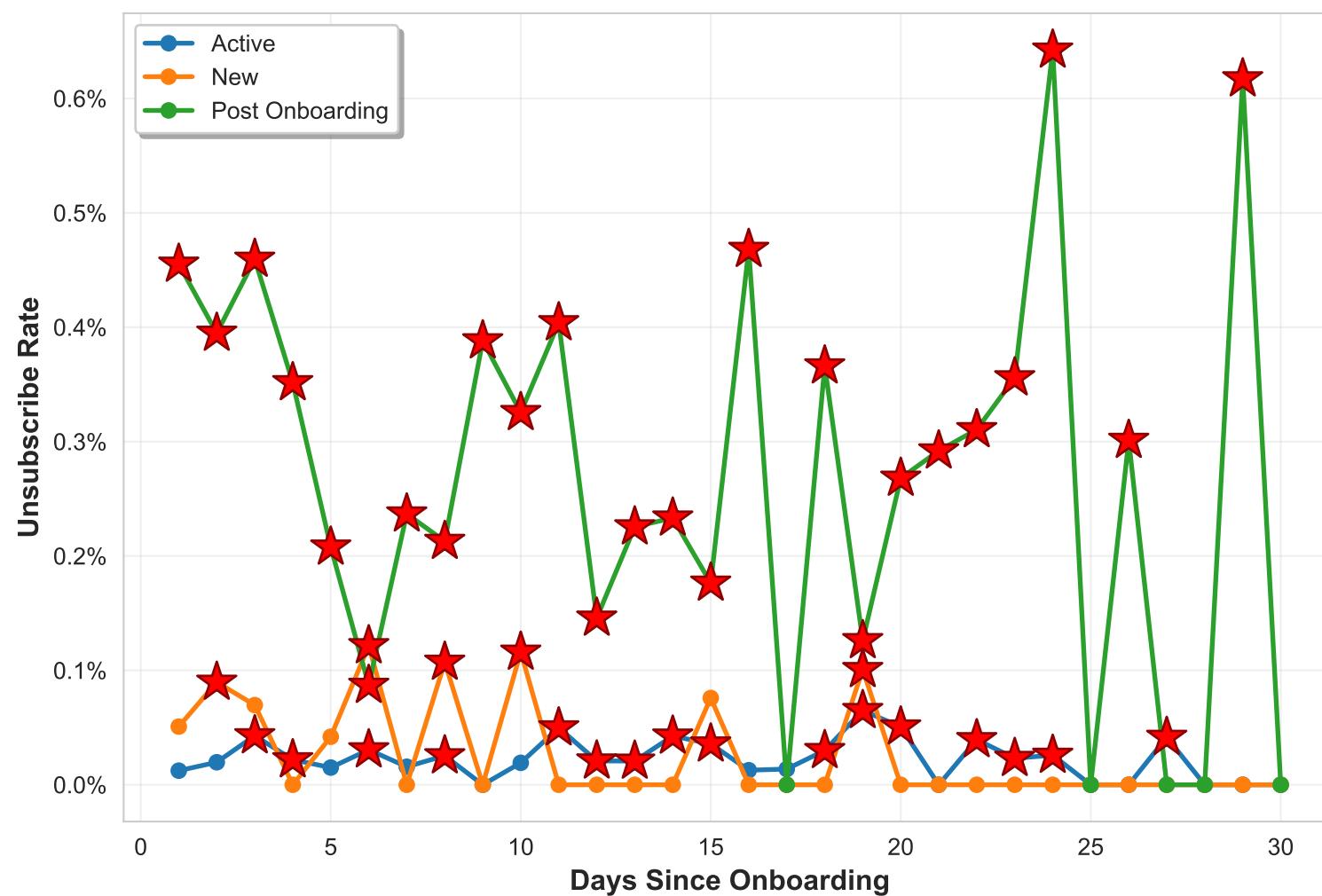
1. Percentage of Messages with Tag by Days Since Onboarding



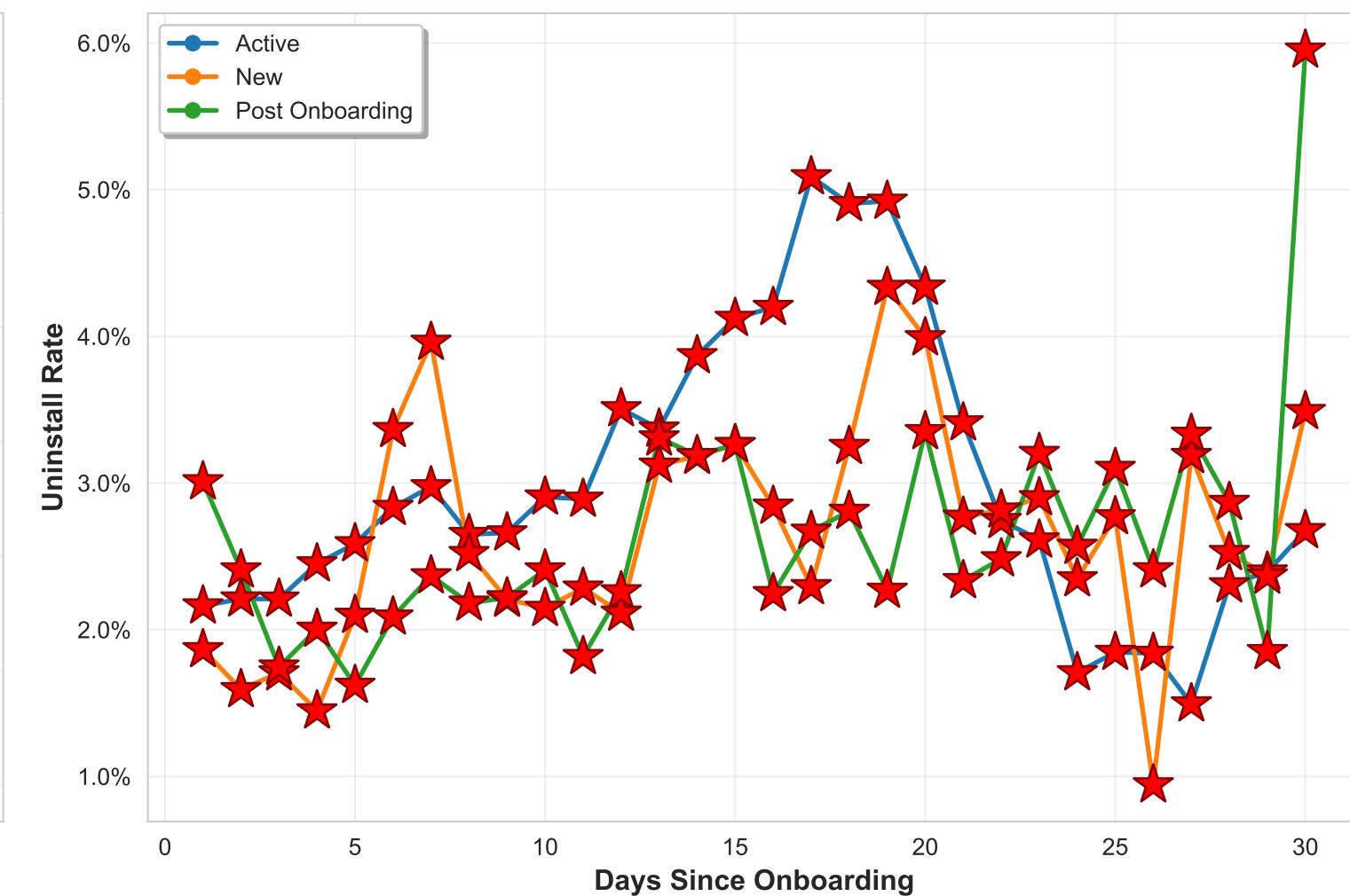
2. Open Rate by Days Since Onboarding (* = Below Threshold)



3. Unsubscribe Rate by Days Since Onboarding (* = Above Threshold)

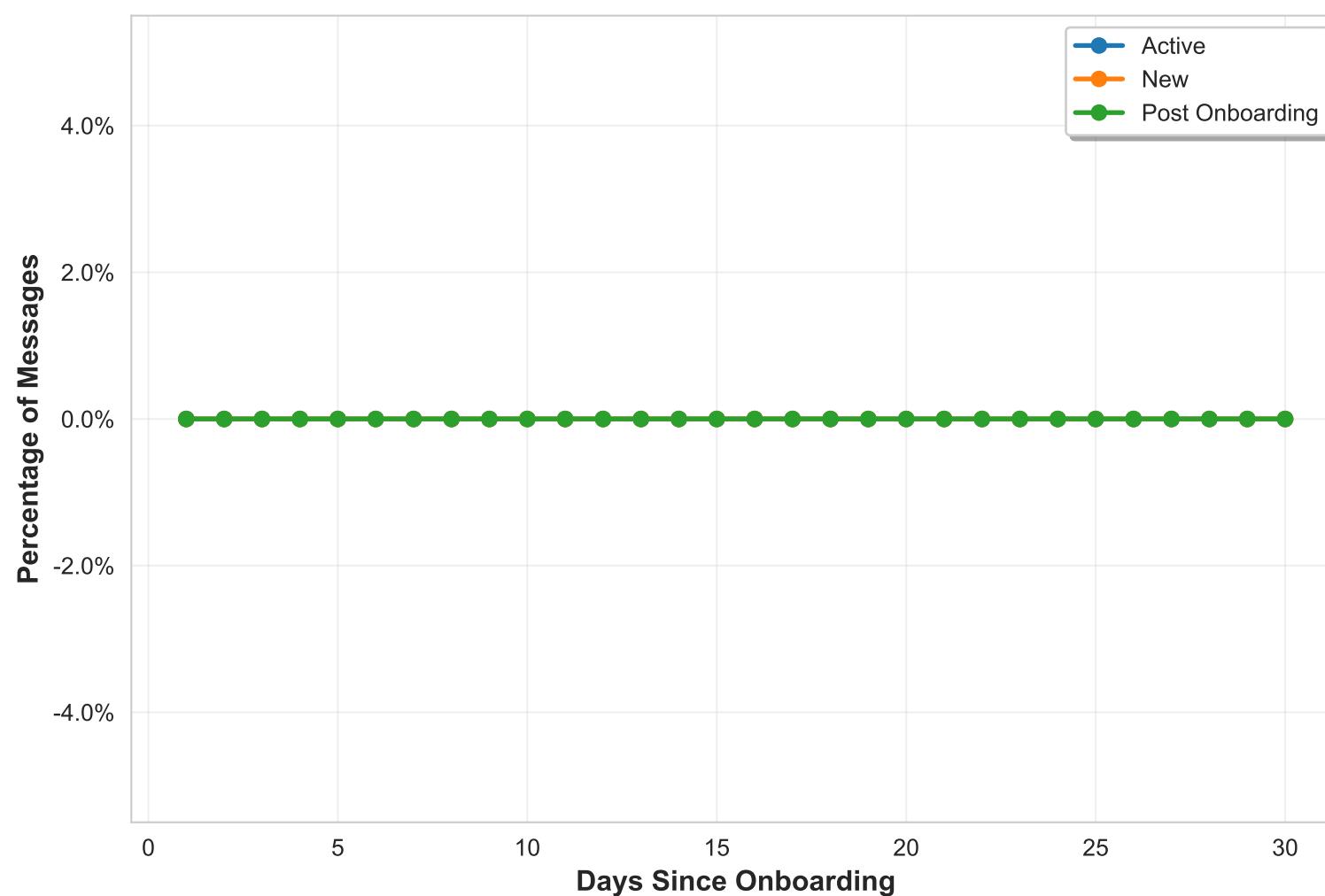


4. Uninstall Rate by Days Since Onboarding (* = Above Threshold)

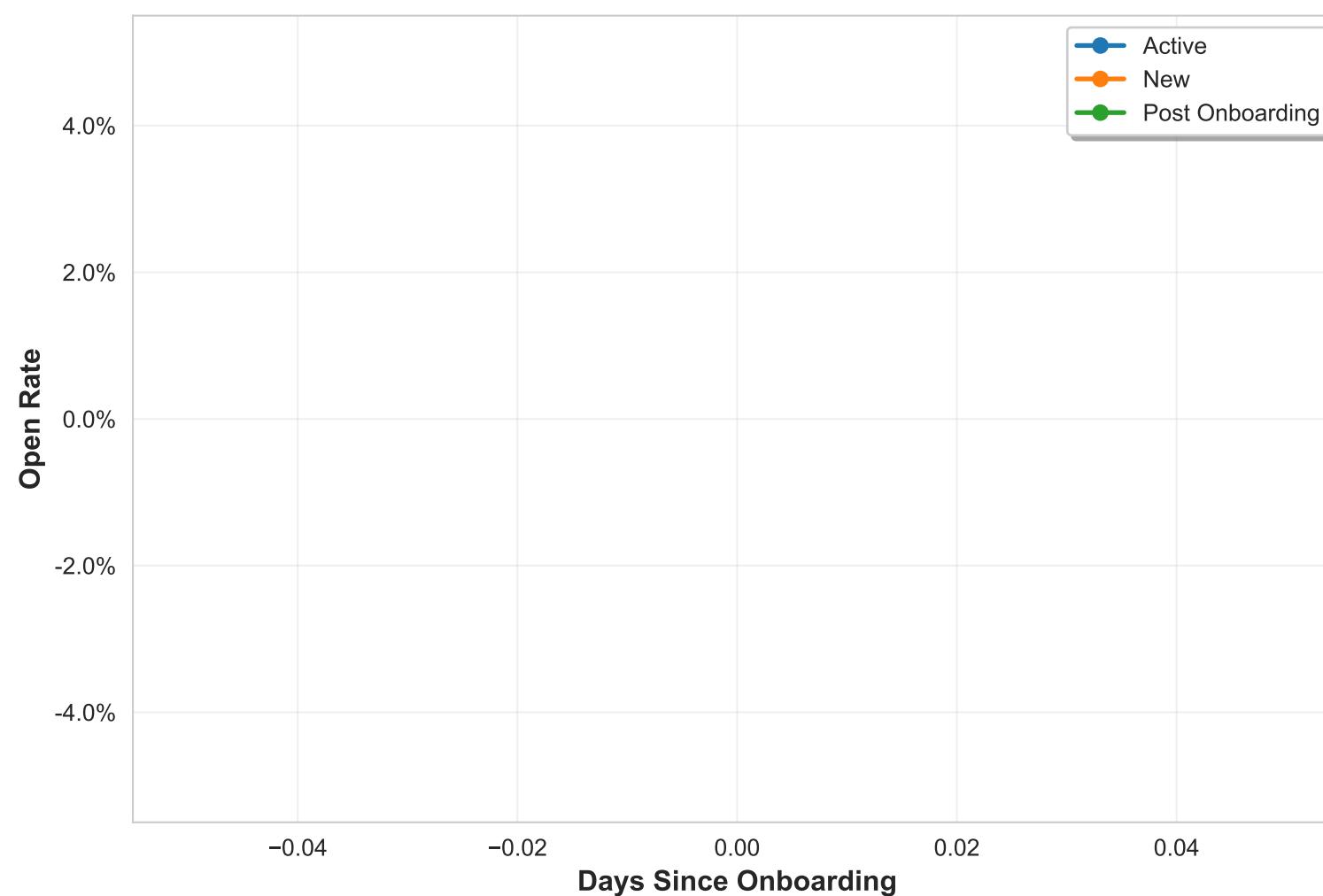


Is Post Order - Notification Metrics

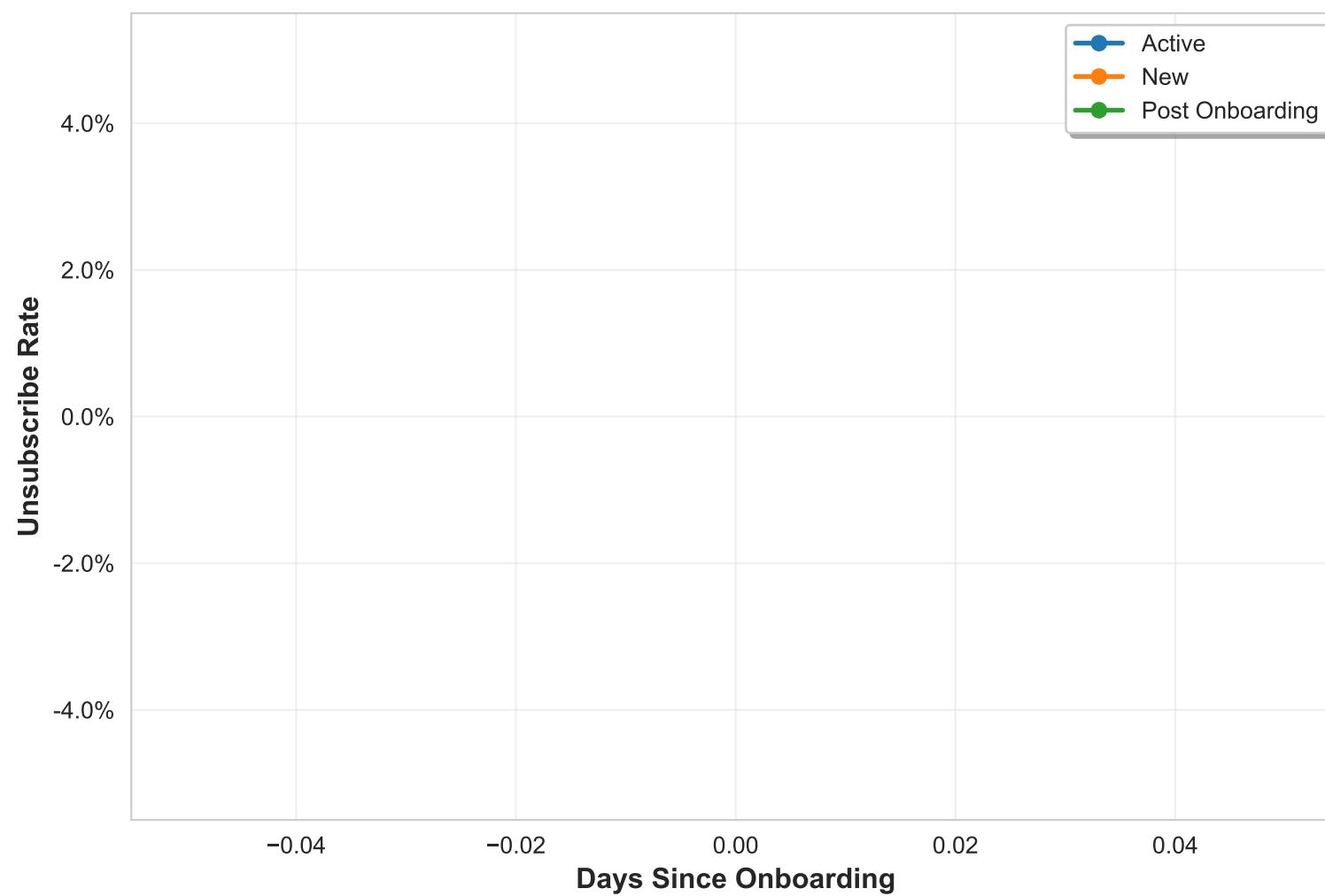
1. Percentage of Messages with Tag by Days Since Onboarding



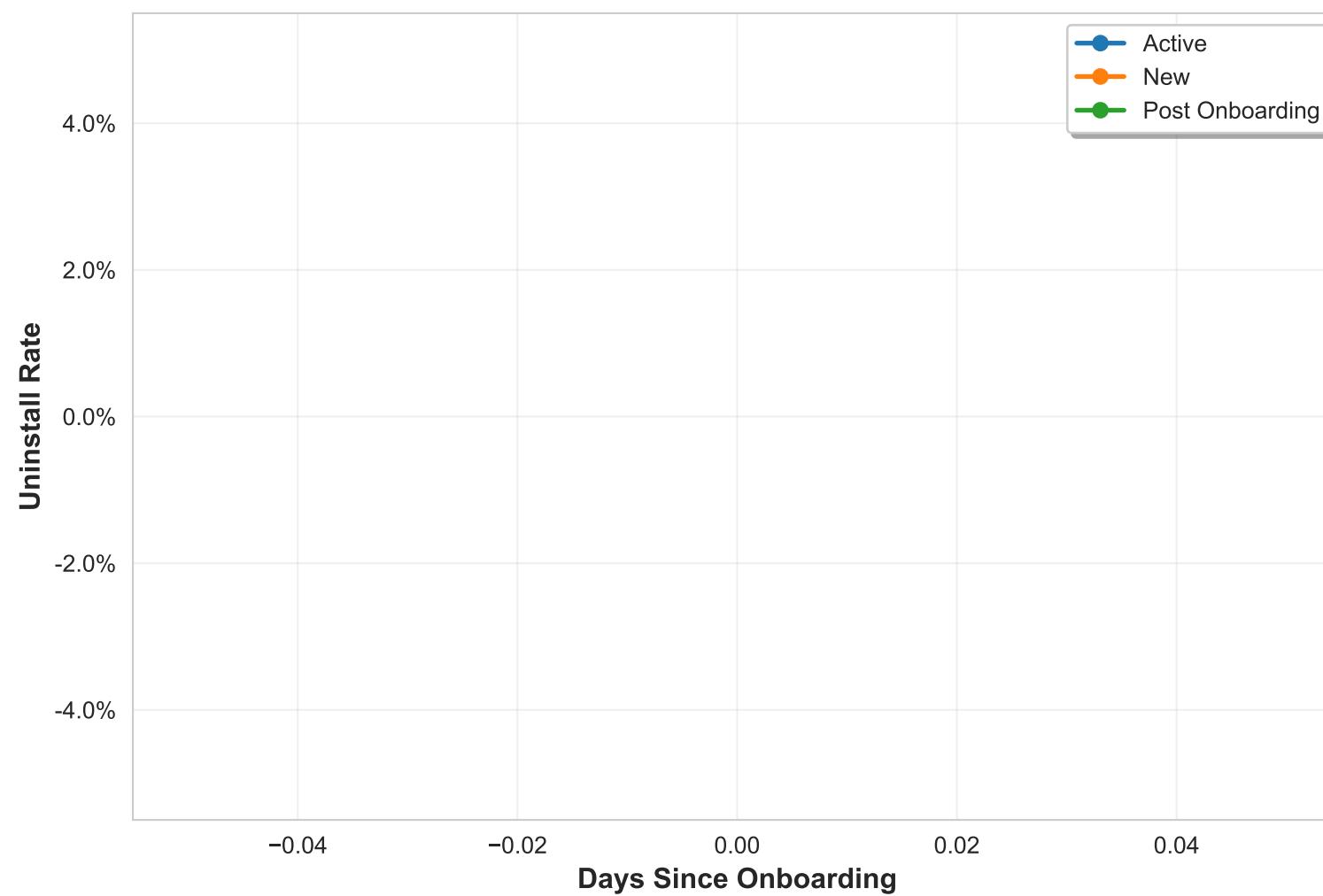
2. Open Rate by Days Since Onboarding (* = Below Threshold)



3. Unsubscribe Rate by Days Since Onboarding (* = Above Threshold)

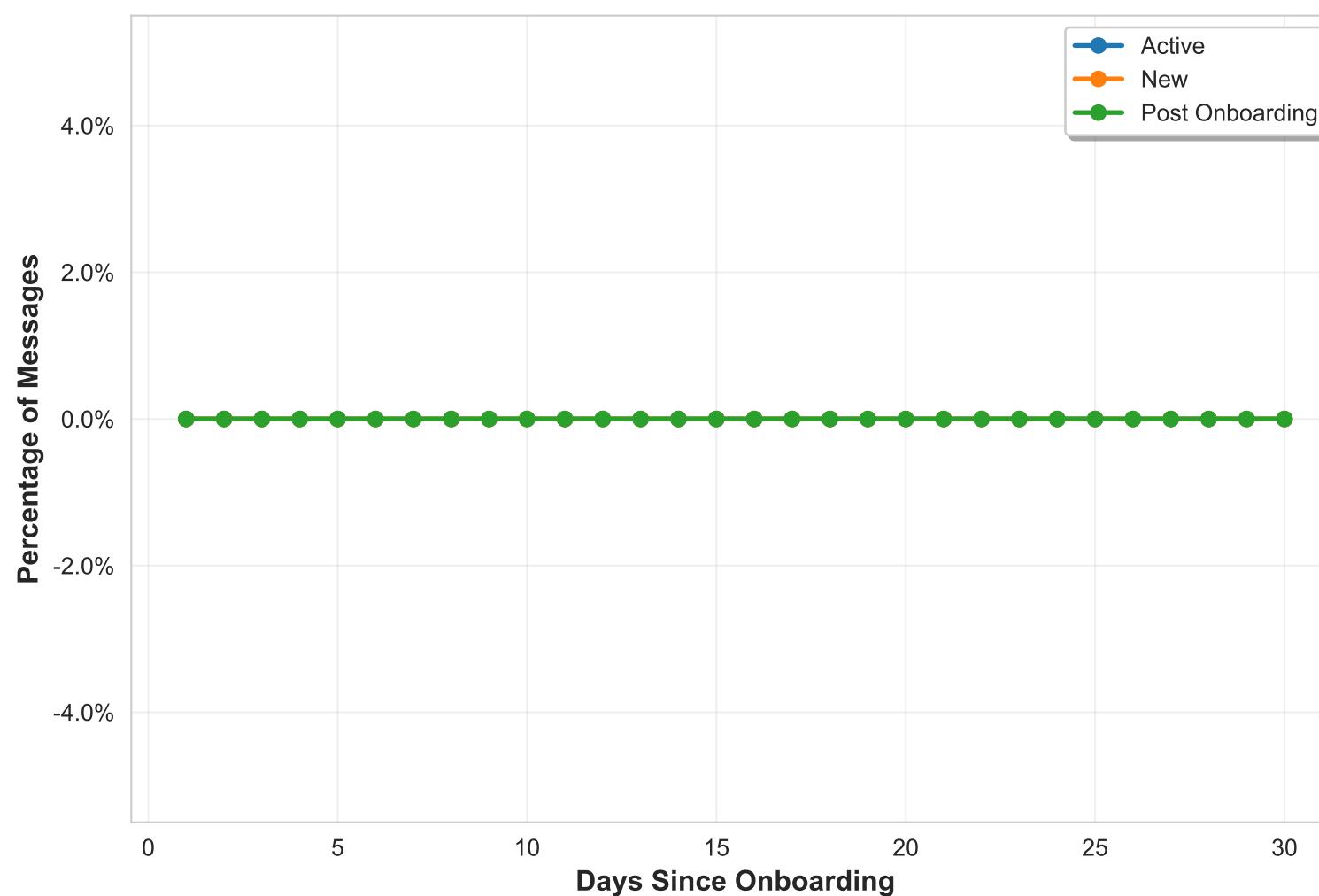


4. Uninstall Rate by Days Since Onboarding (* = Above Threshold)

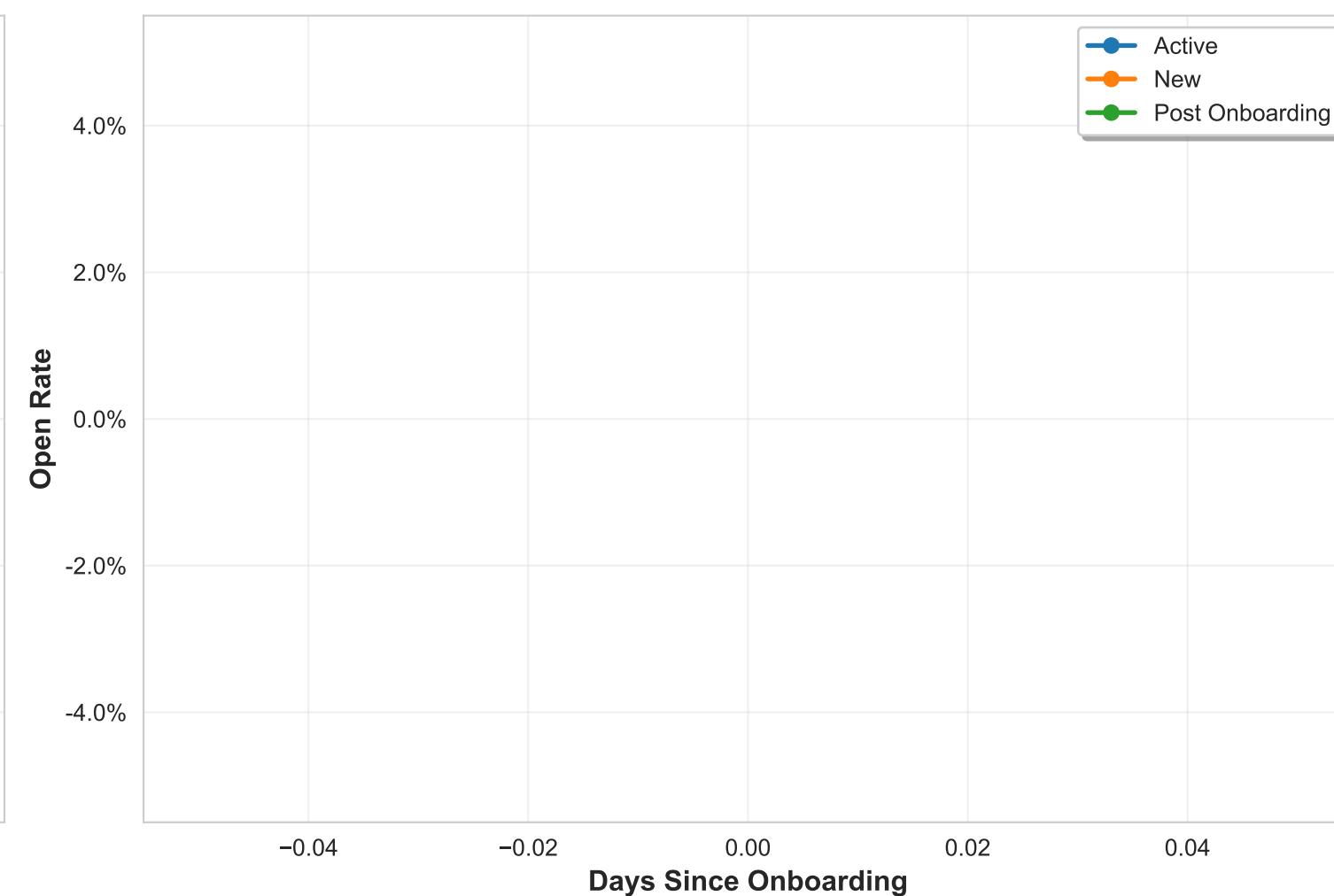


Is Reorder - Notification Metrics

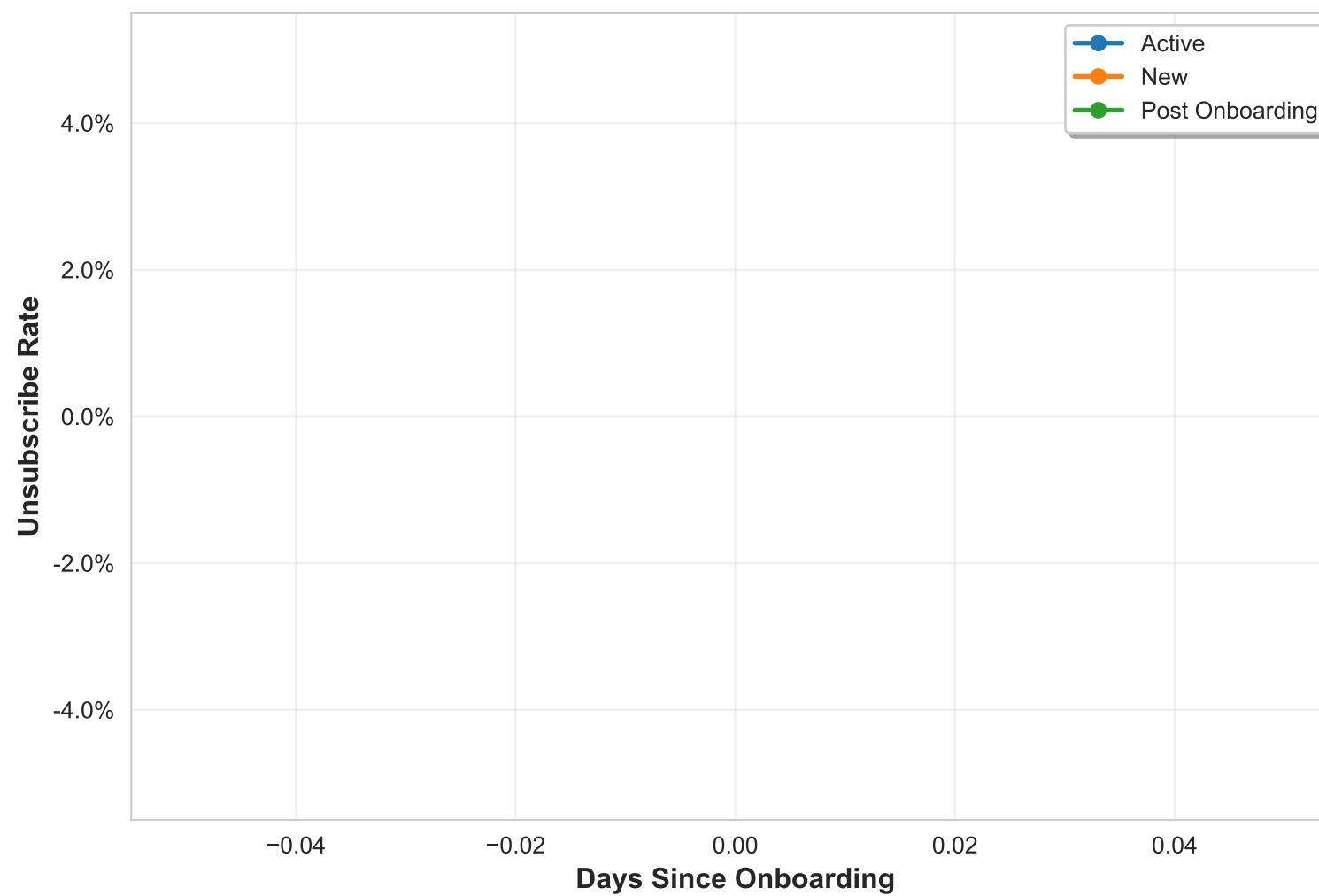
1. Percentage of Messages with Tag by Days Since Onboarding



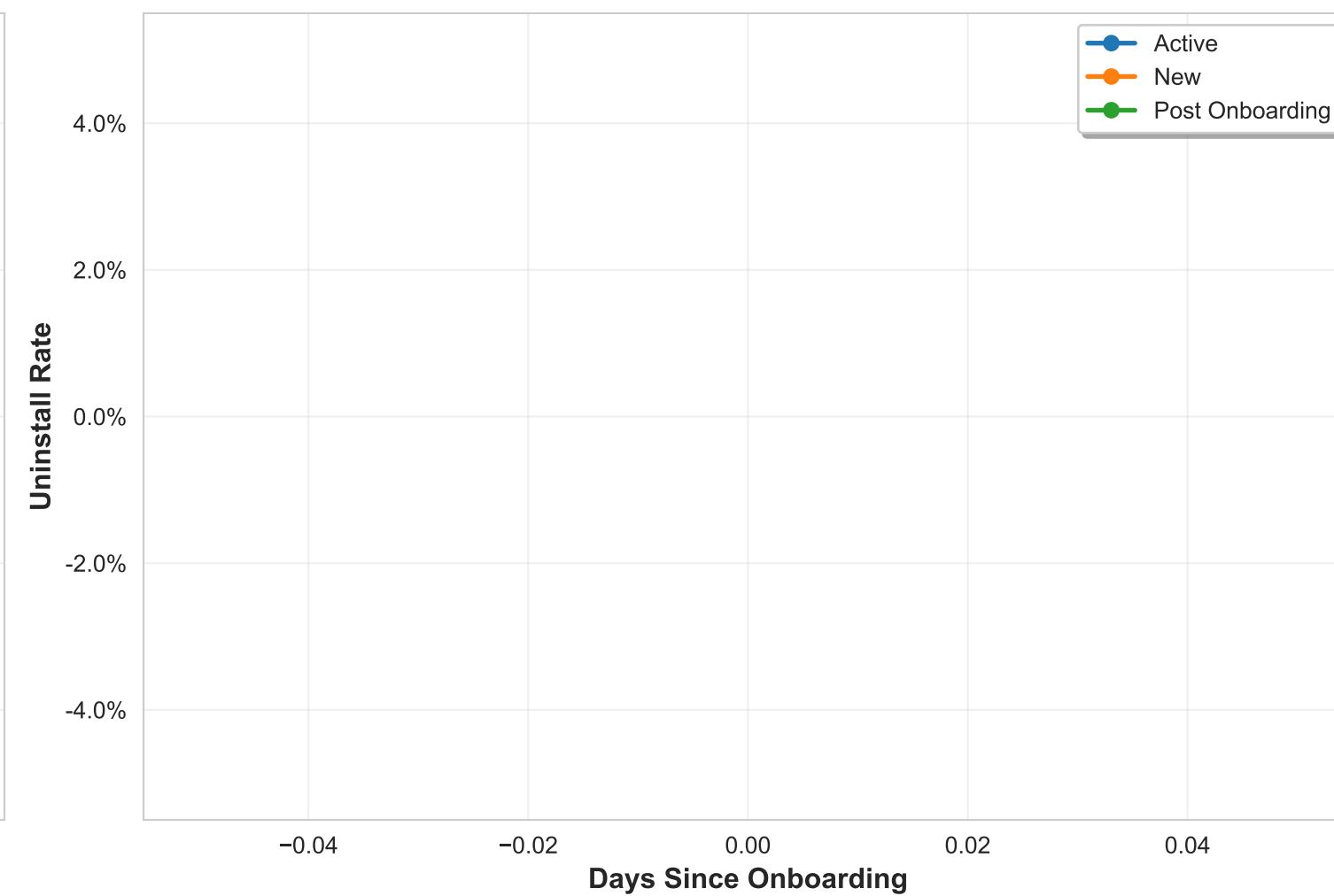
2. Open Rate by Days Since Onboarding (* = Below Threshold)



3. Unsubscribe Rate by Days Since Onboarding (* = Above Threshold)

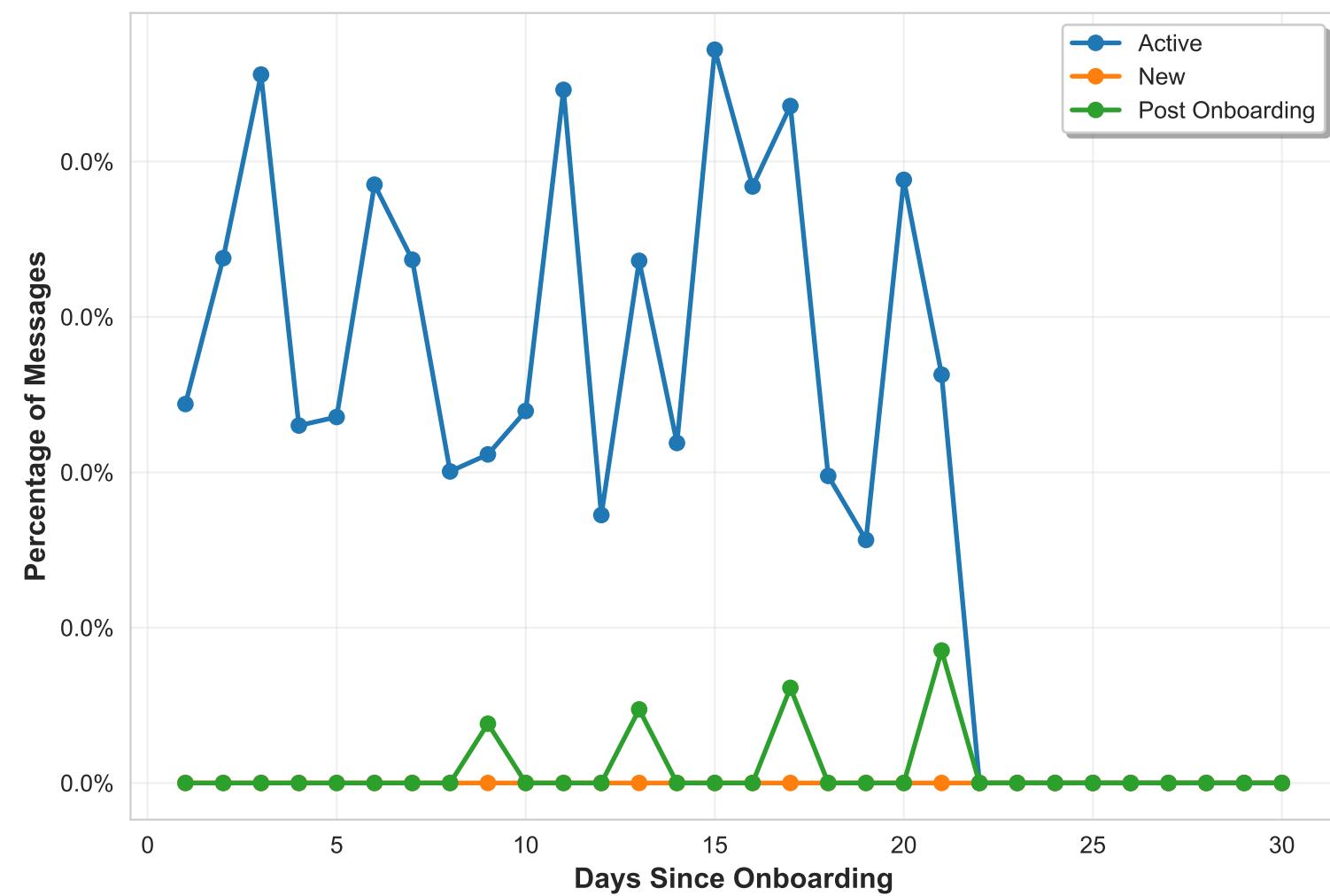


4. Uninstall Rate by Days Since Onboarding (* = Above Threshold)

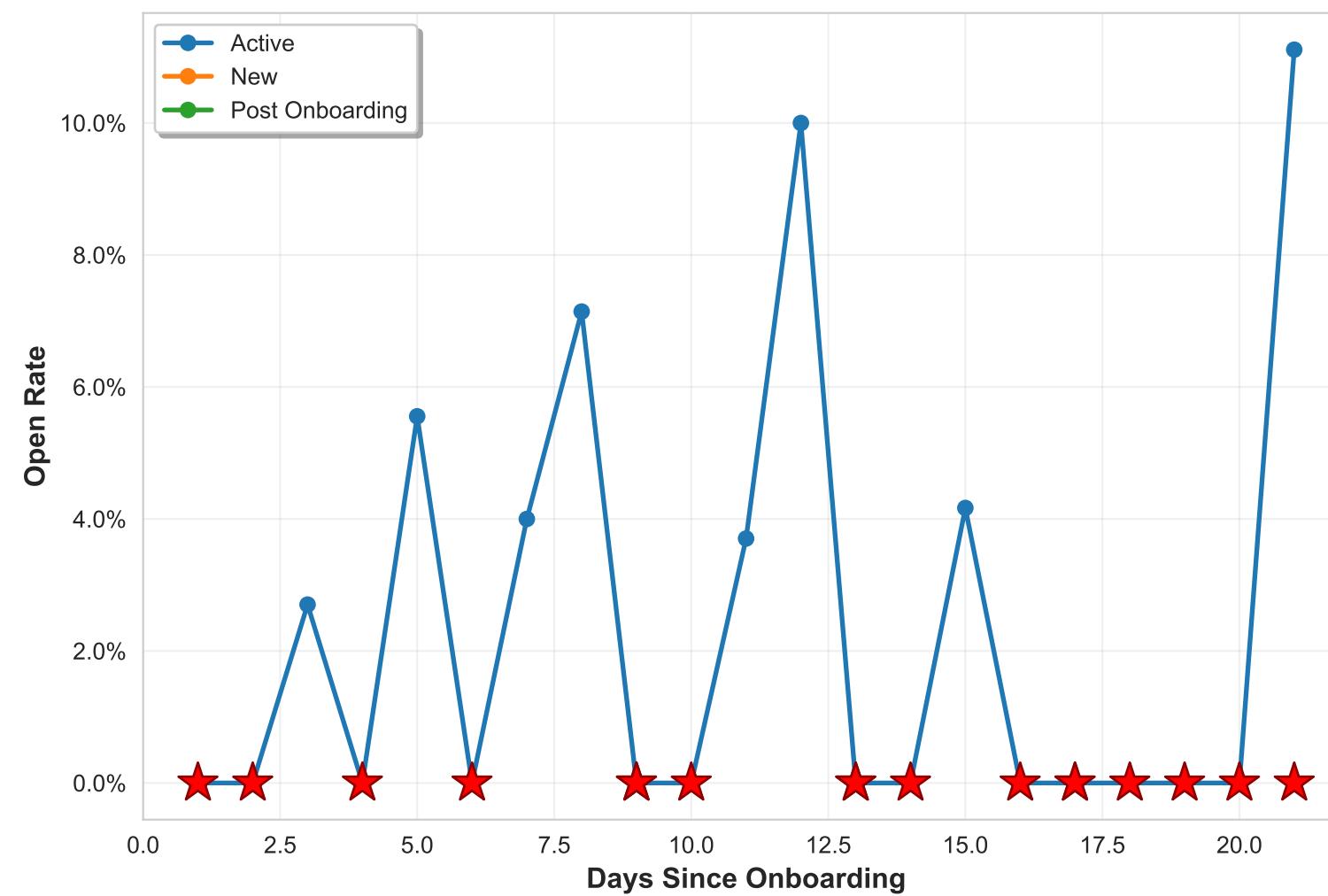


Is Gift Card Campaign - Notification Metrics

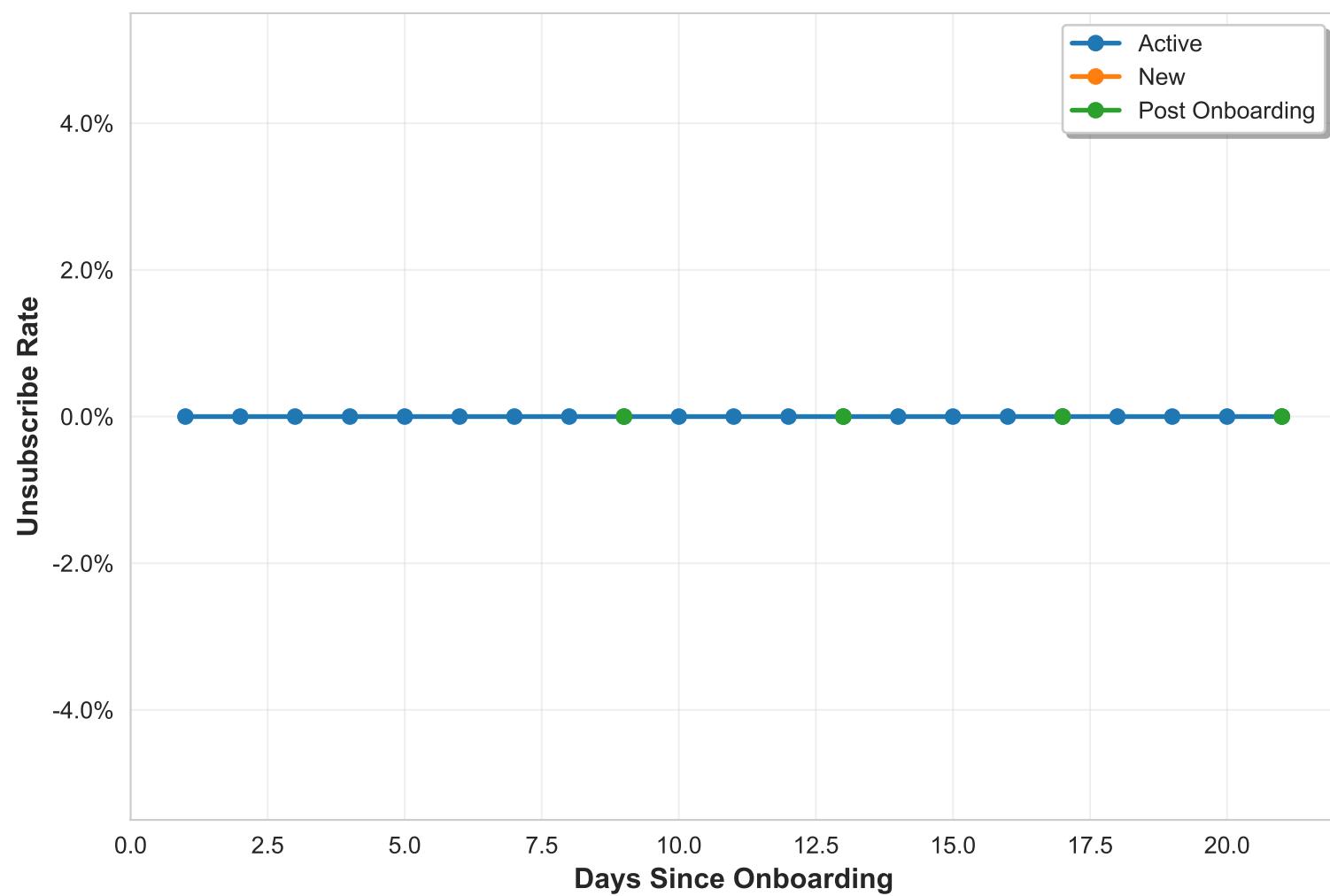
1. Percentage of Messages with Tag by Days Since Onboarding



2. Open Rate by Days Since Onboarding (* = Below Threshold)



3. Unsubscribe Rate by Days Since Onboarding (* = Above Threshold)



4. Uninstall Rate by Days Since Onboarding (* = Above Threshold)

