Notification Performance Report

Generated: 2025-11-19 21:41

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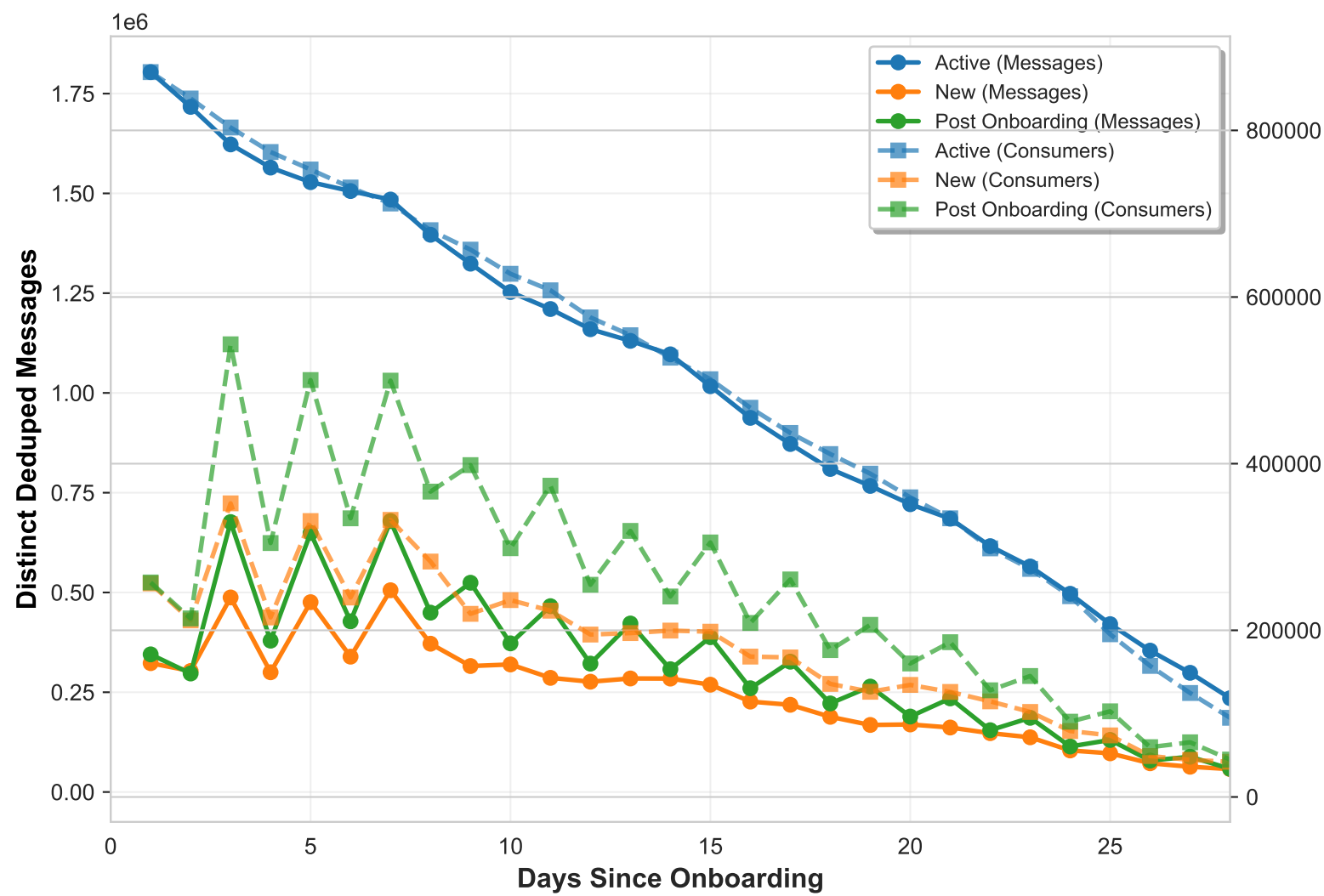
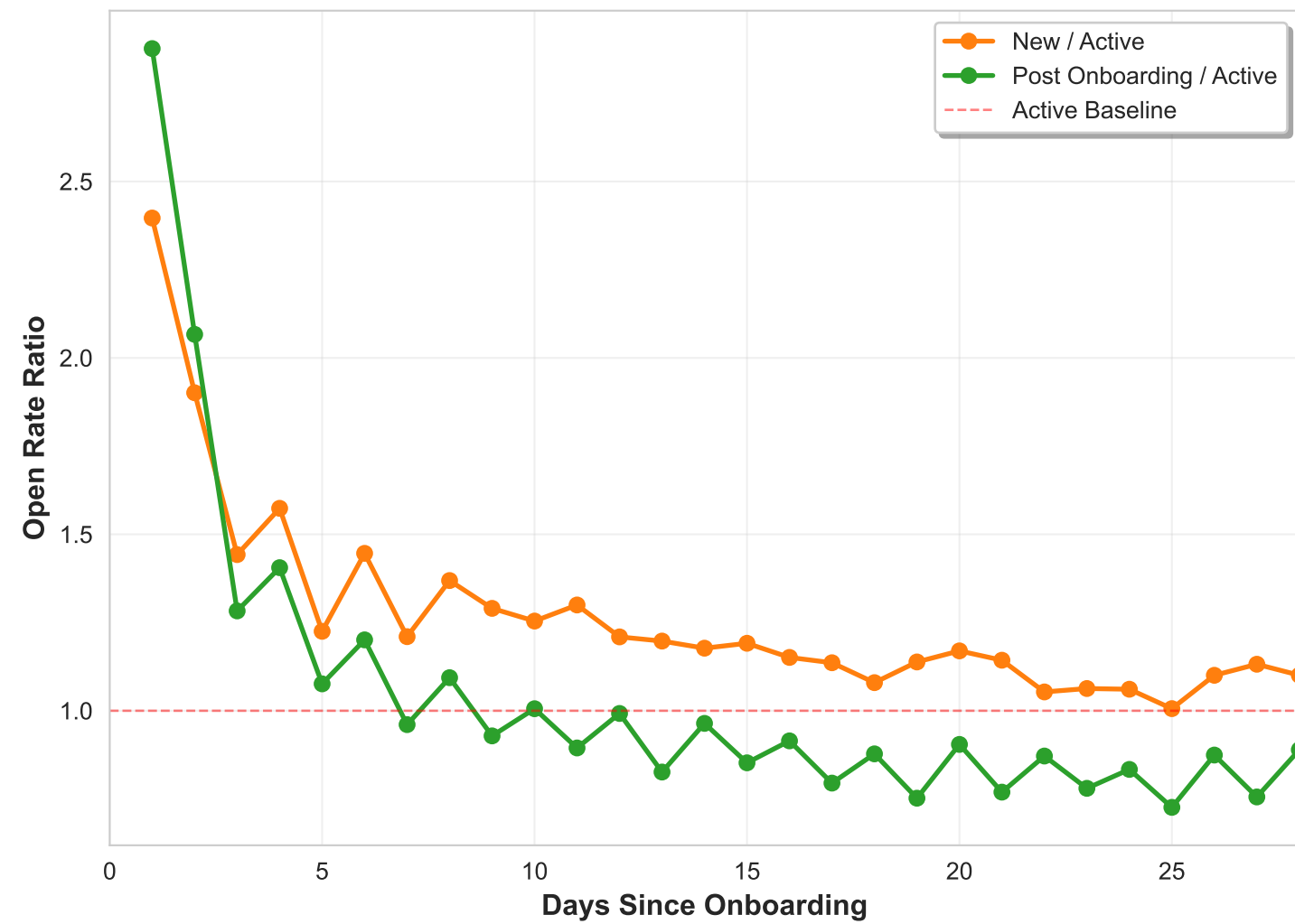*Each section contains 5 charts:*

1) Avg # Messages 2) Open Rate Ratio 3) Unsub Rate Ratio 4) Uninstall Rate Ratio 5) Order Rate Ratio

Ratios show New/Active and Post-Onboarding/Active (Baseline = 1.0)
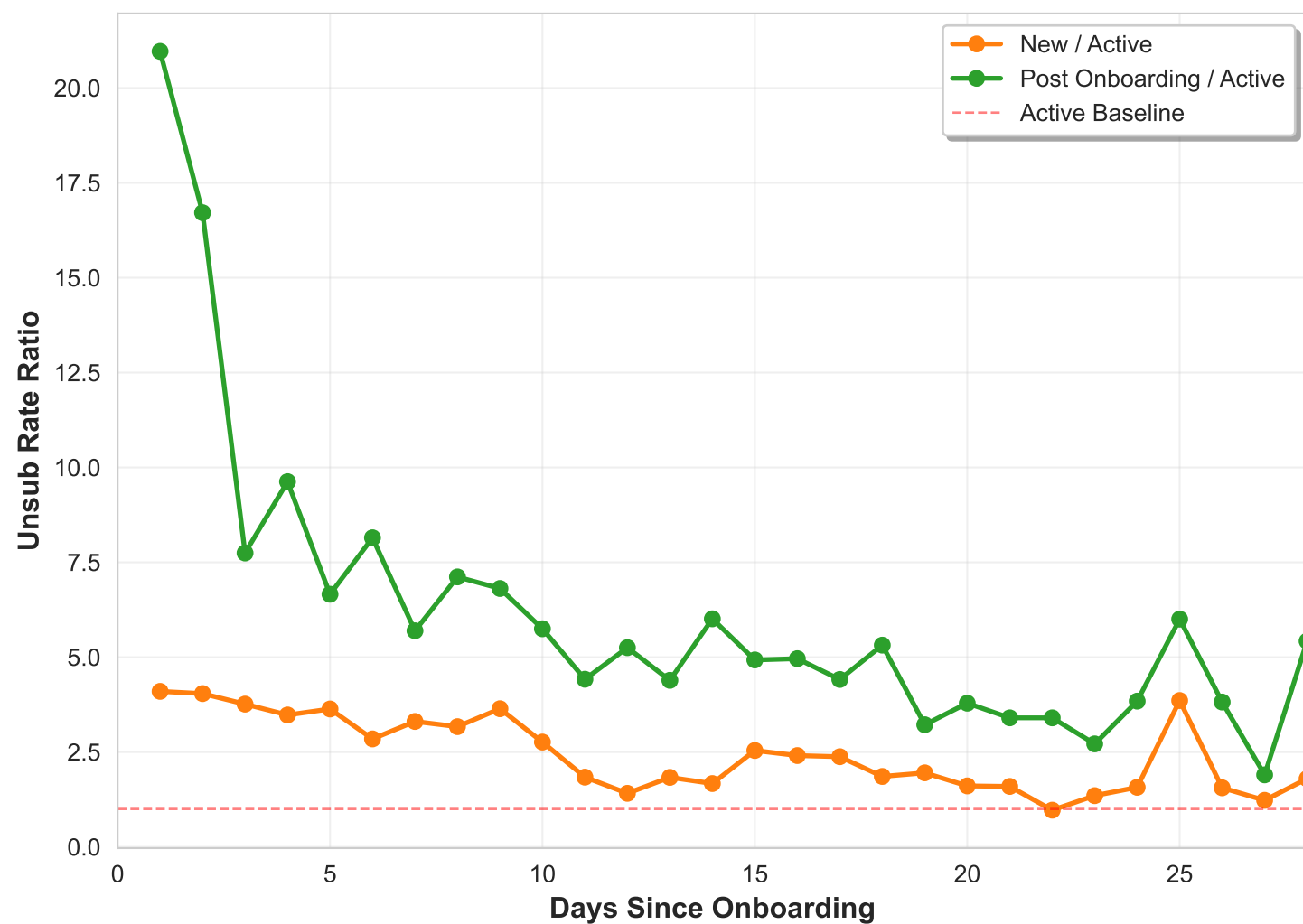
Overall - Notification Metrics

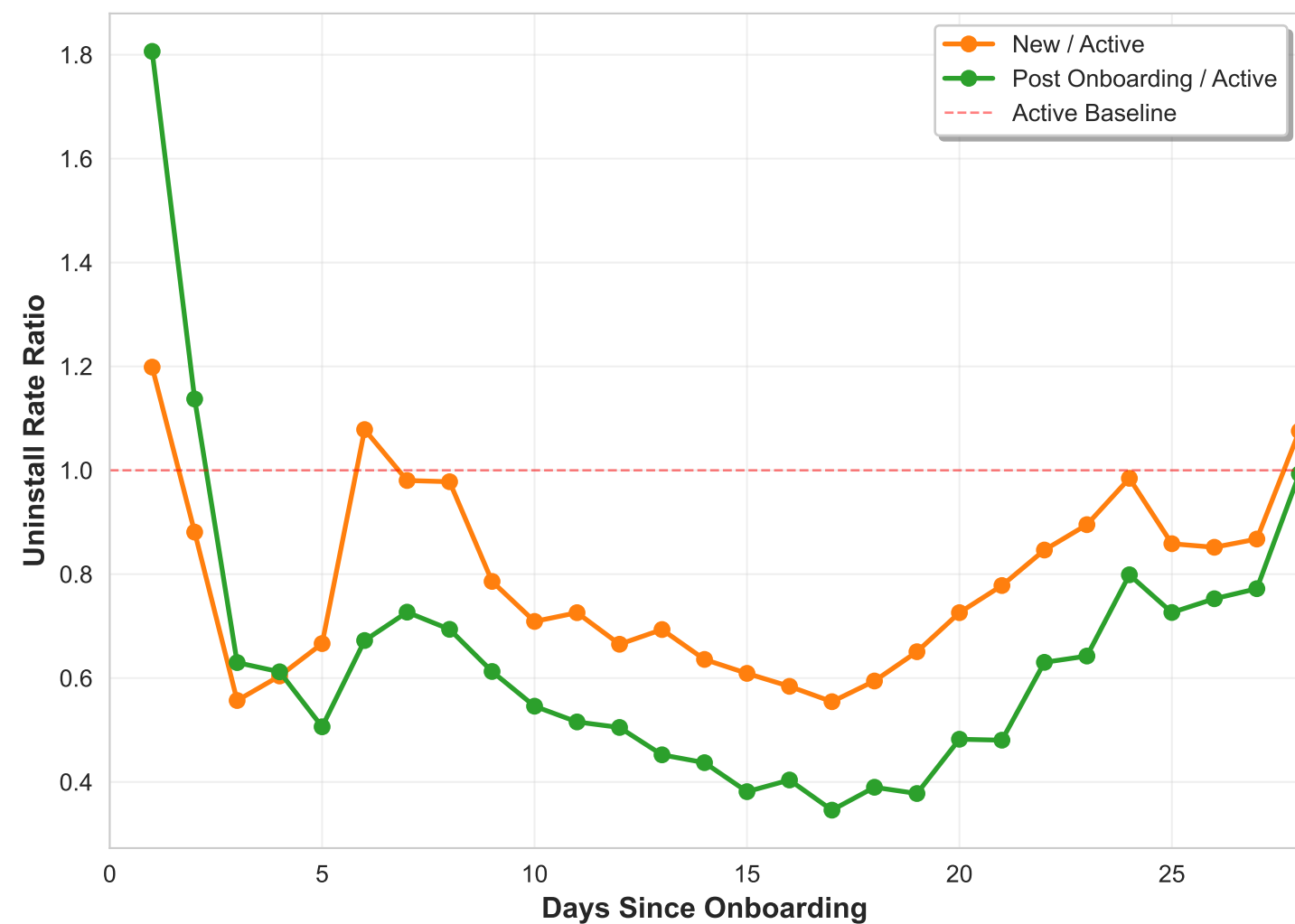**1. Distinct Deduped Messages and Distinct Consumers by Days Since Onboarding**

2. Open Rate Ratio (vs Active Baseline)

3. Unsubscribe Rate Ratio (vs Active Baseline)

4. Uninstall Rate Ratio (vs Active Baseline)

5. Order Rate Ratio (vs Active Baseline)

Is Braze - Notification Metrics

1. Distinct Deduped Messages and Distinct Consumers by Days Since Onboarding
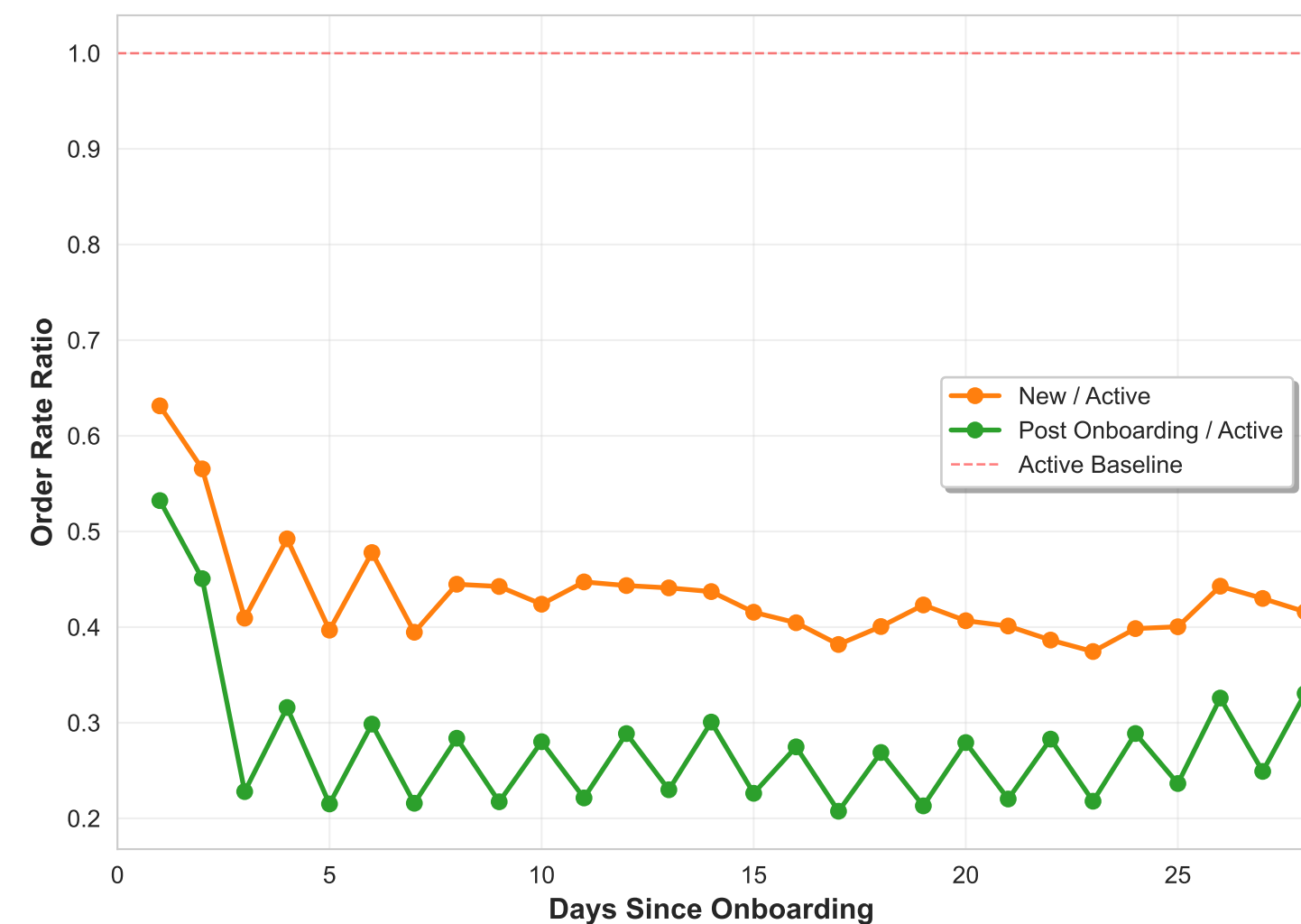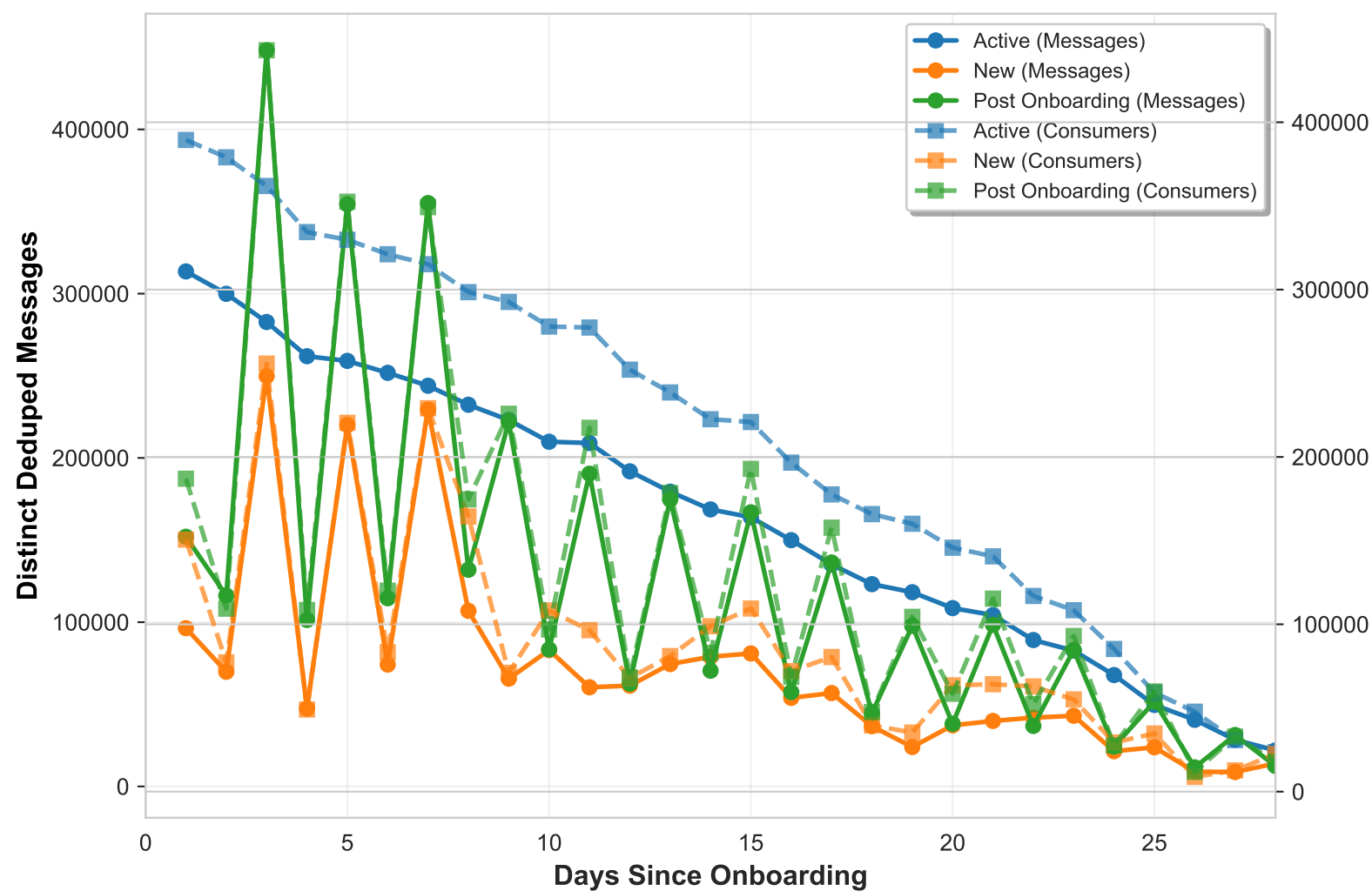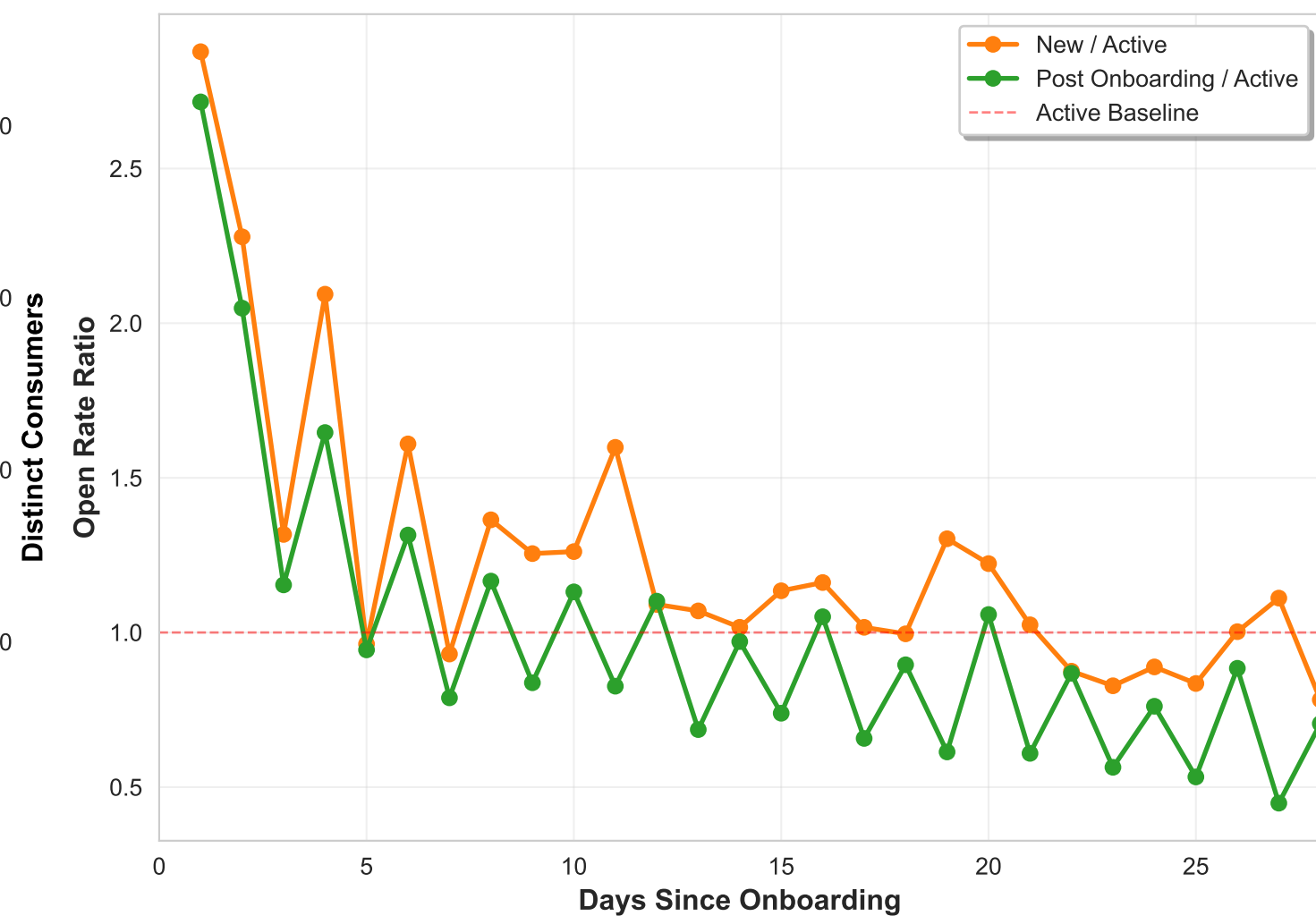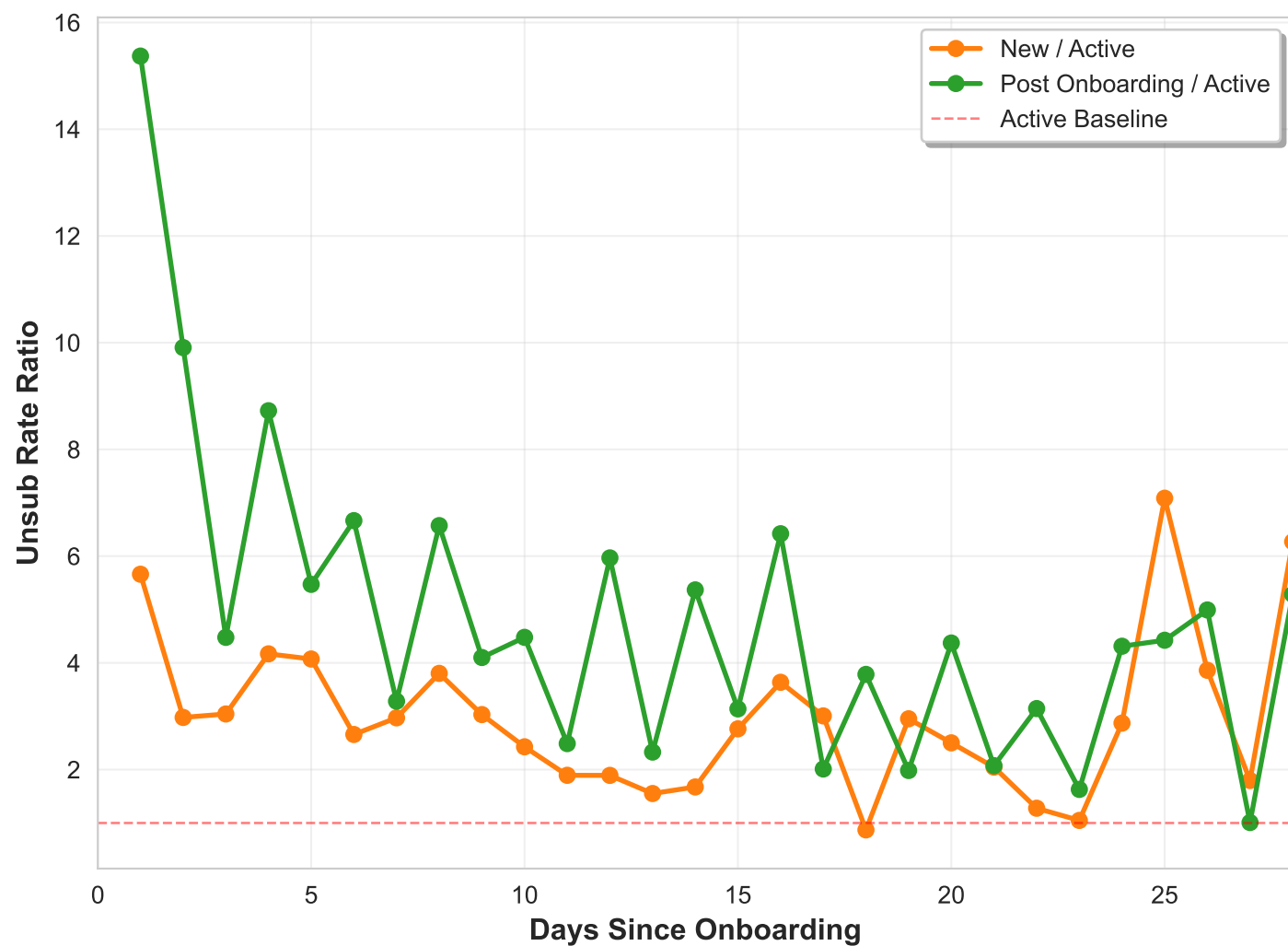
2. Open Rate Ratio (vs Active Baseline)

3. Unsubscribe Rate Ratio (vs Active Baseline)

4. Uninstall Rate Ratio (vs Active Baseline)

5. Order Rate Ratio (vs Active Baseline)

Is Fpn - Notification Metrics

1. Distinct Deduped Messages and Distinct Consumers by Days Since Onboarding
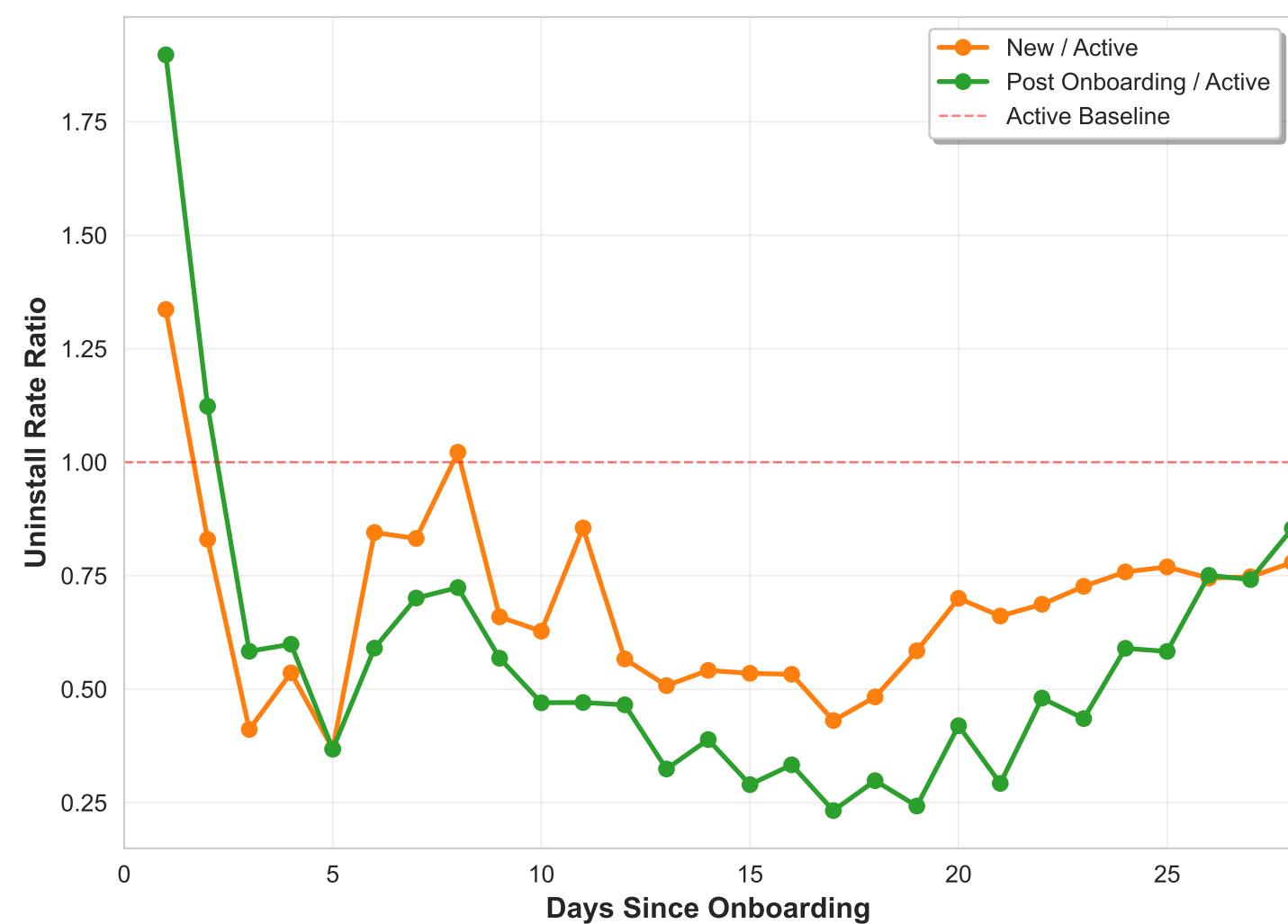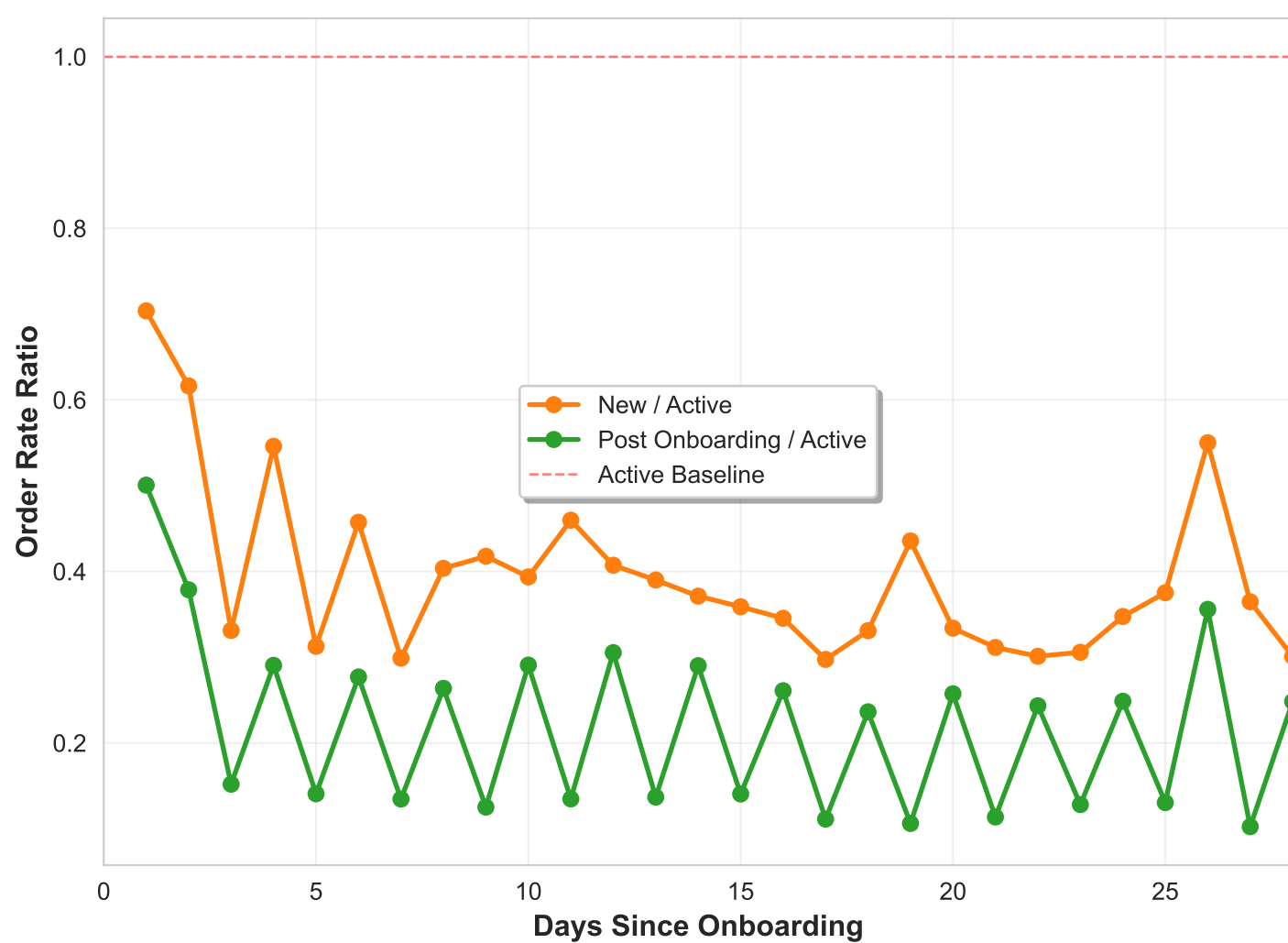

2. Open Rate Ratio (vs Active Baseline)

3. Unsubscribe Rate Ratio (vs Active Baseline)

4. Uninstall Rate Ratio (vs Active Baseline)

5. Order Rate Ratio (vs Active Baseline)

Is Recommendation - Notification Metrics

Is Doordash Offer - Notification Metrics

1. Distinct Deduped Messages and Distinct Consumers by Days Since Onboarding

2. Open Rate Ratio (vs Active Baseline)

3. Unsubscribe Rate Ratio (vs Active Baseline)
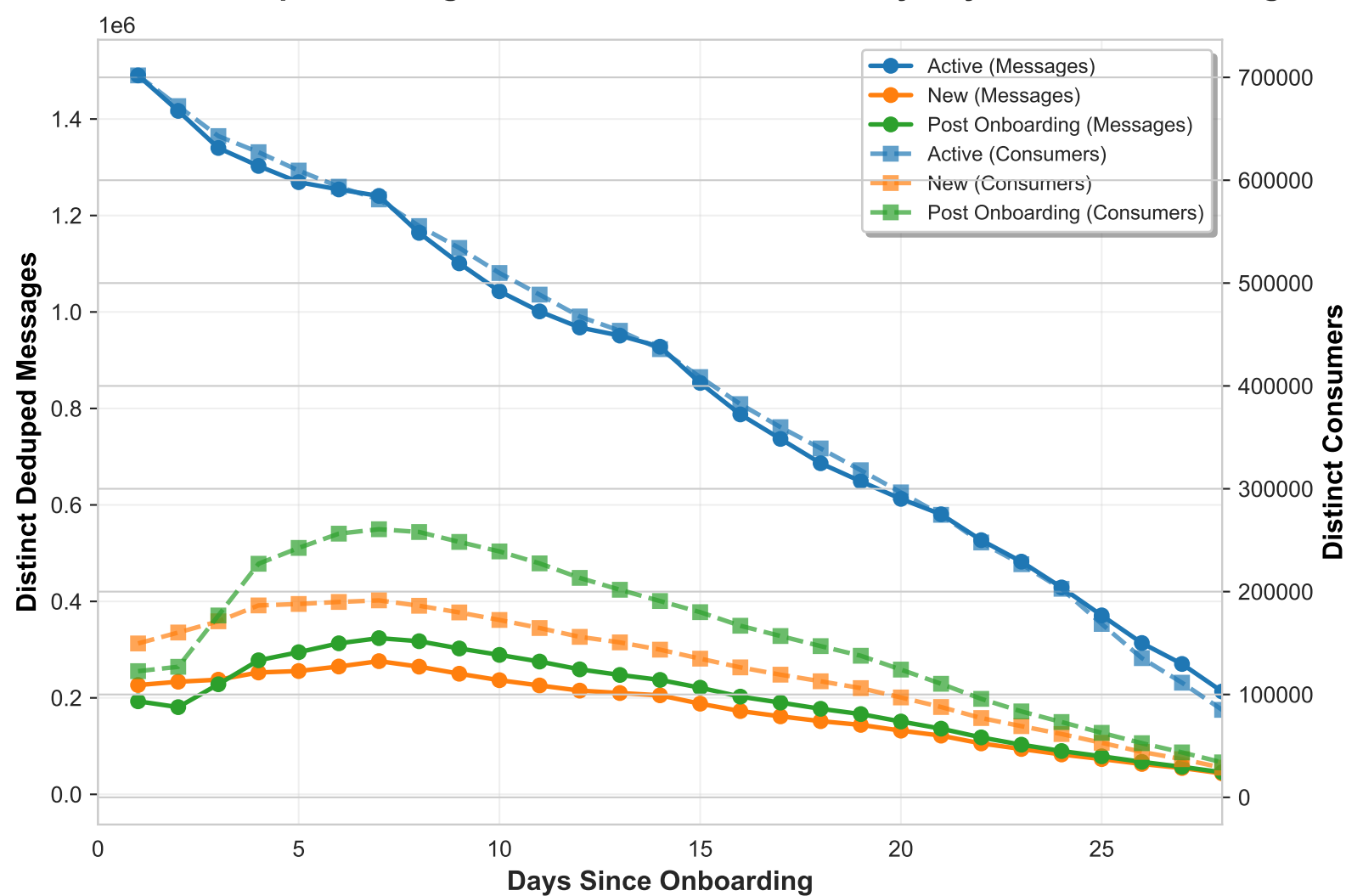
4. Uninstall Rate Ratio (vs Active Baseline)
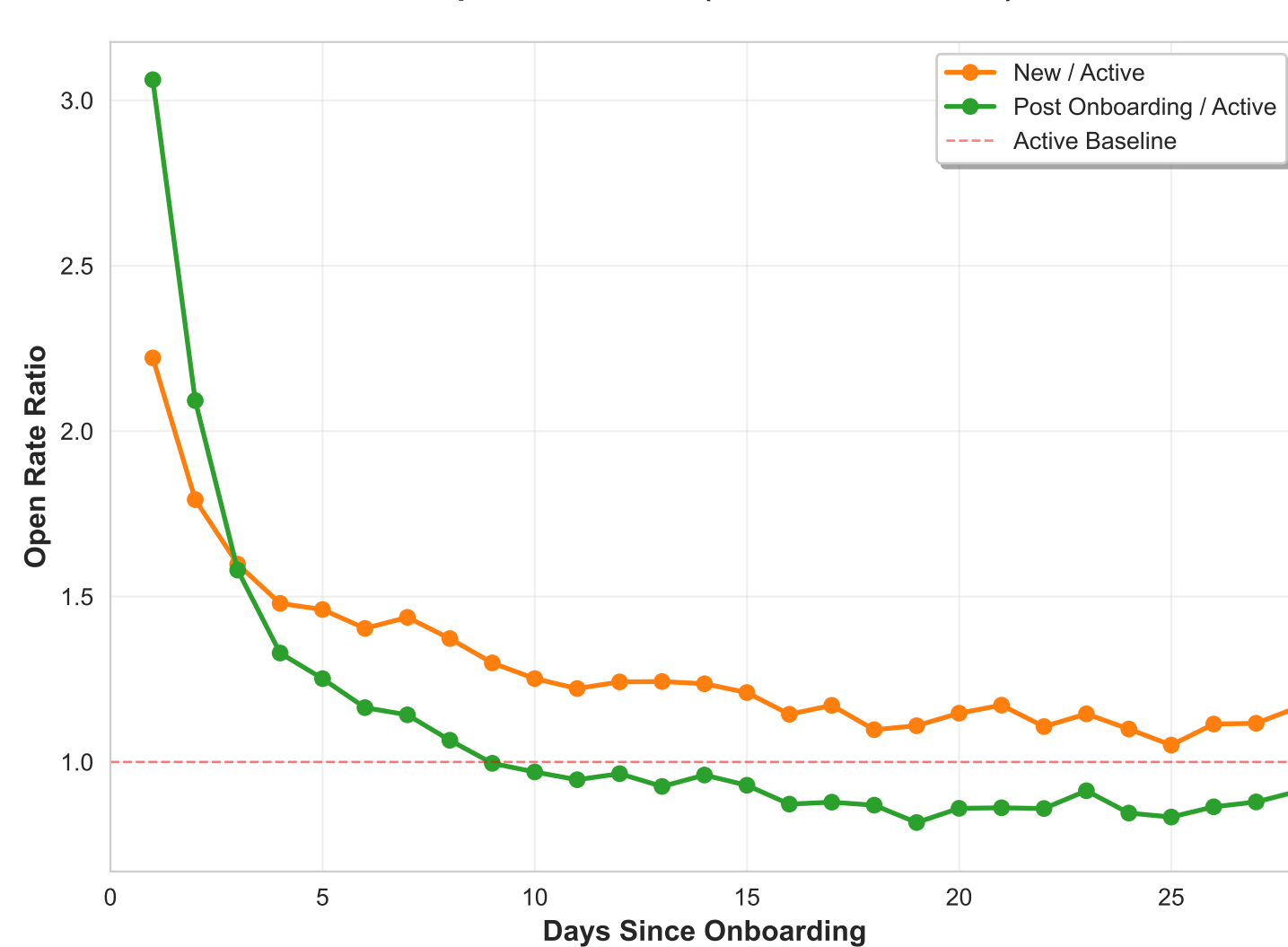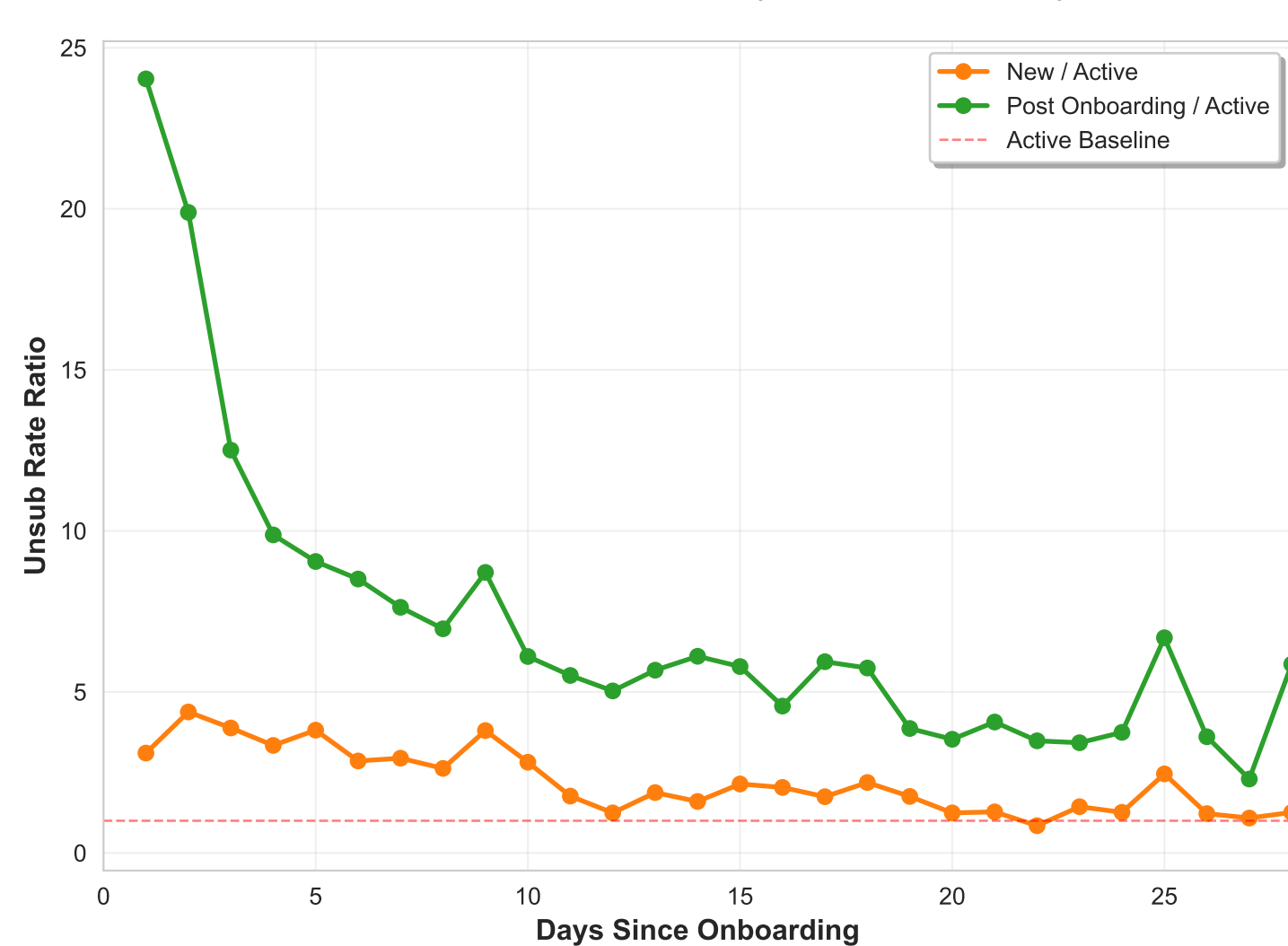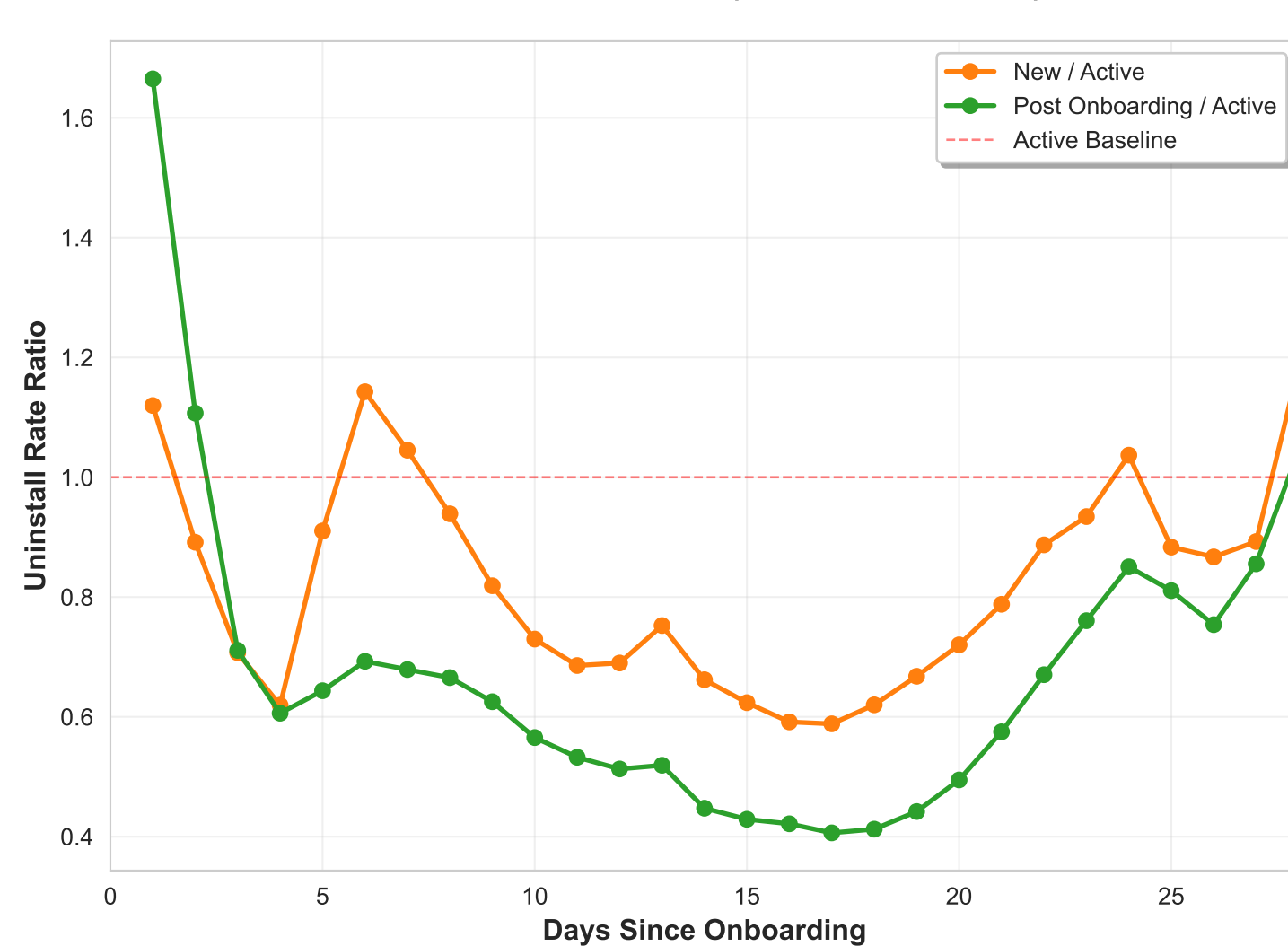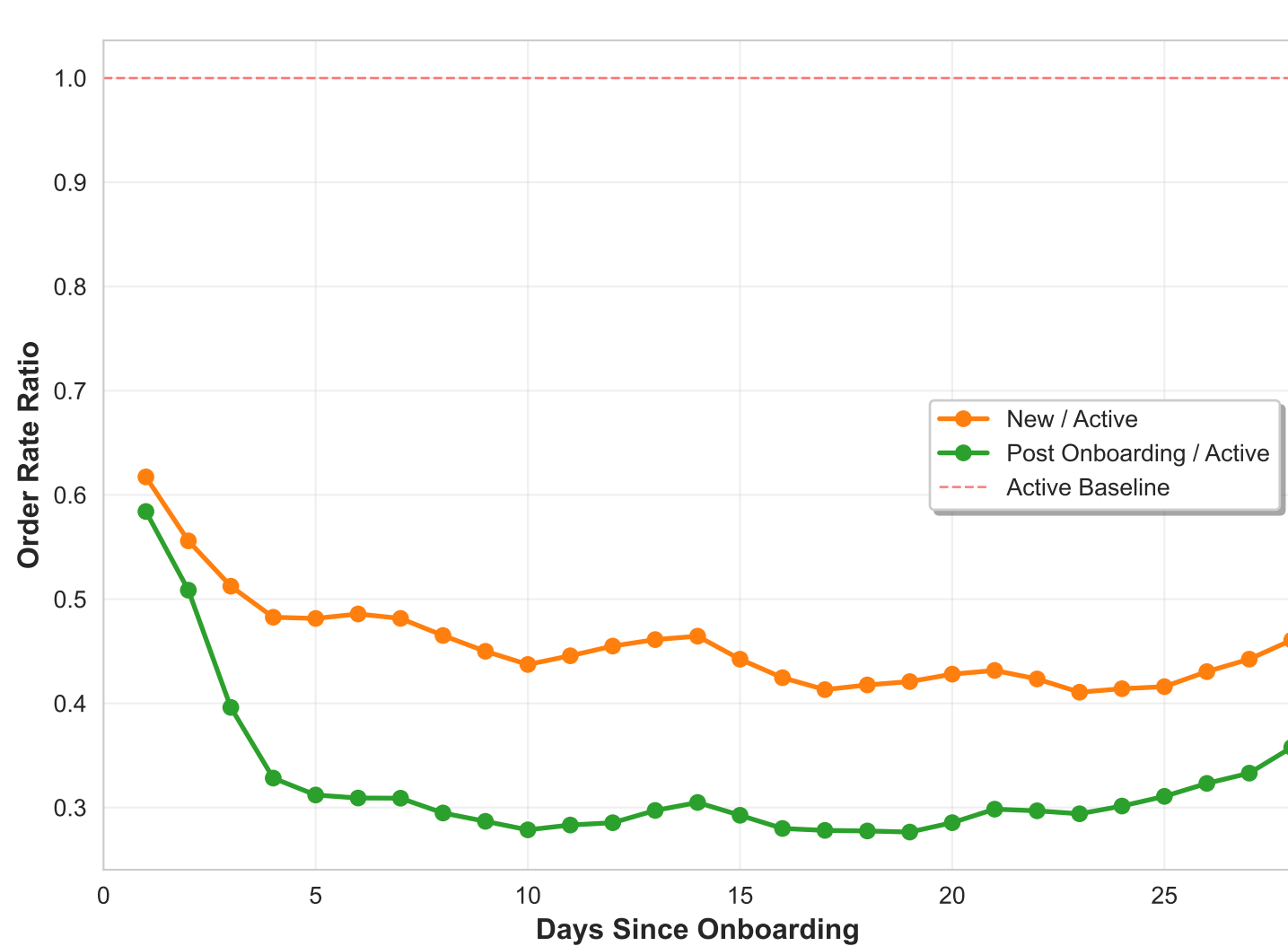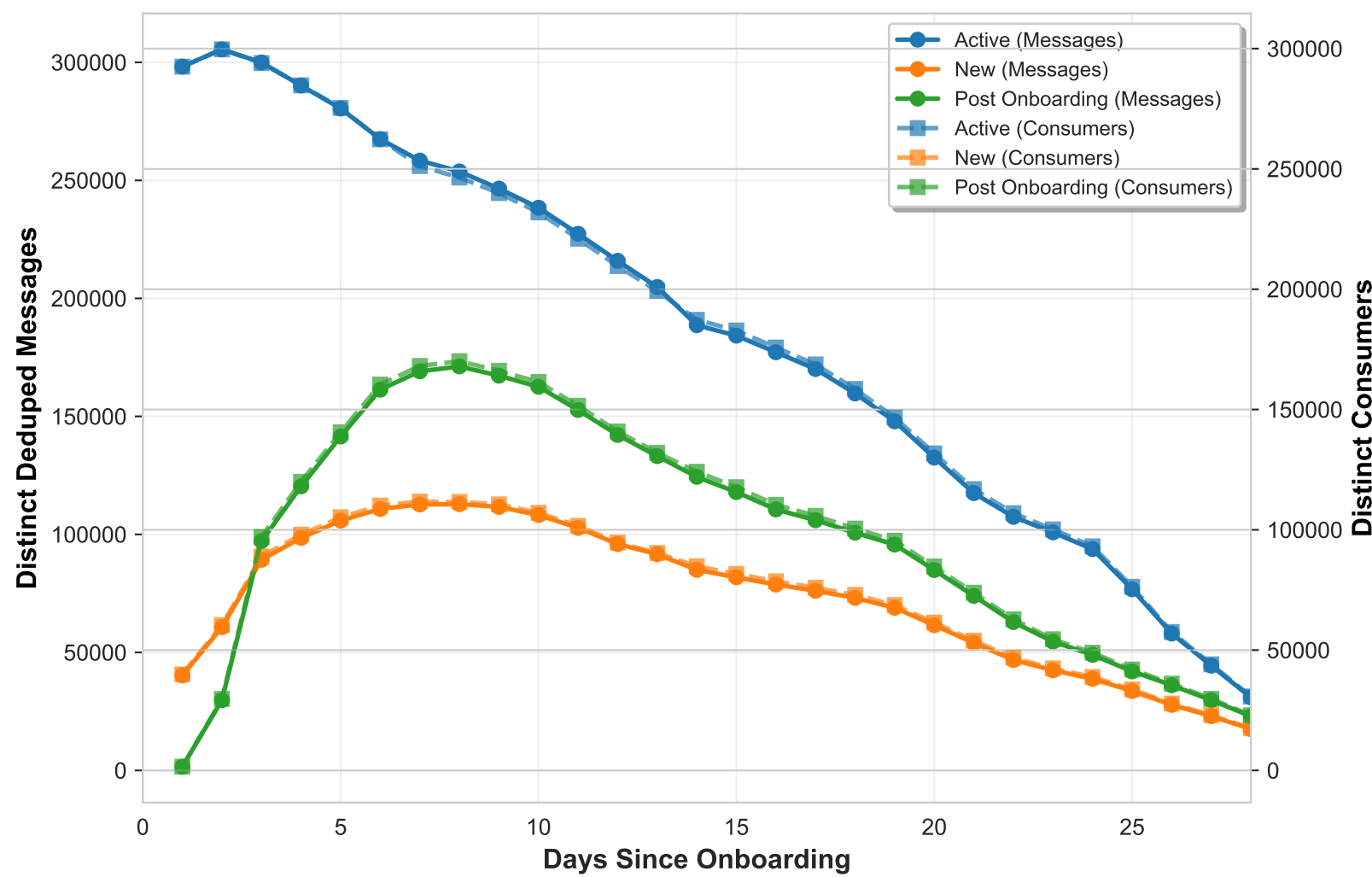
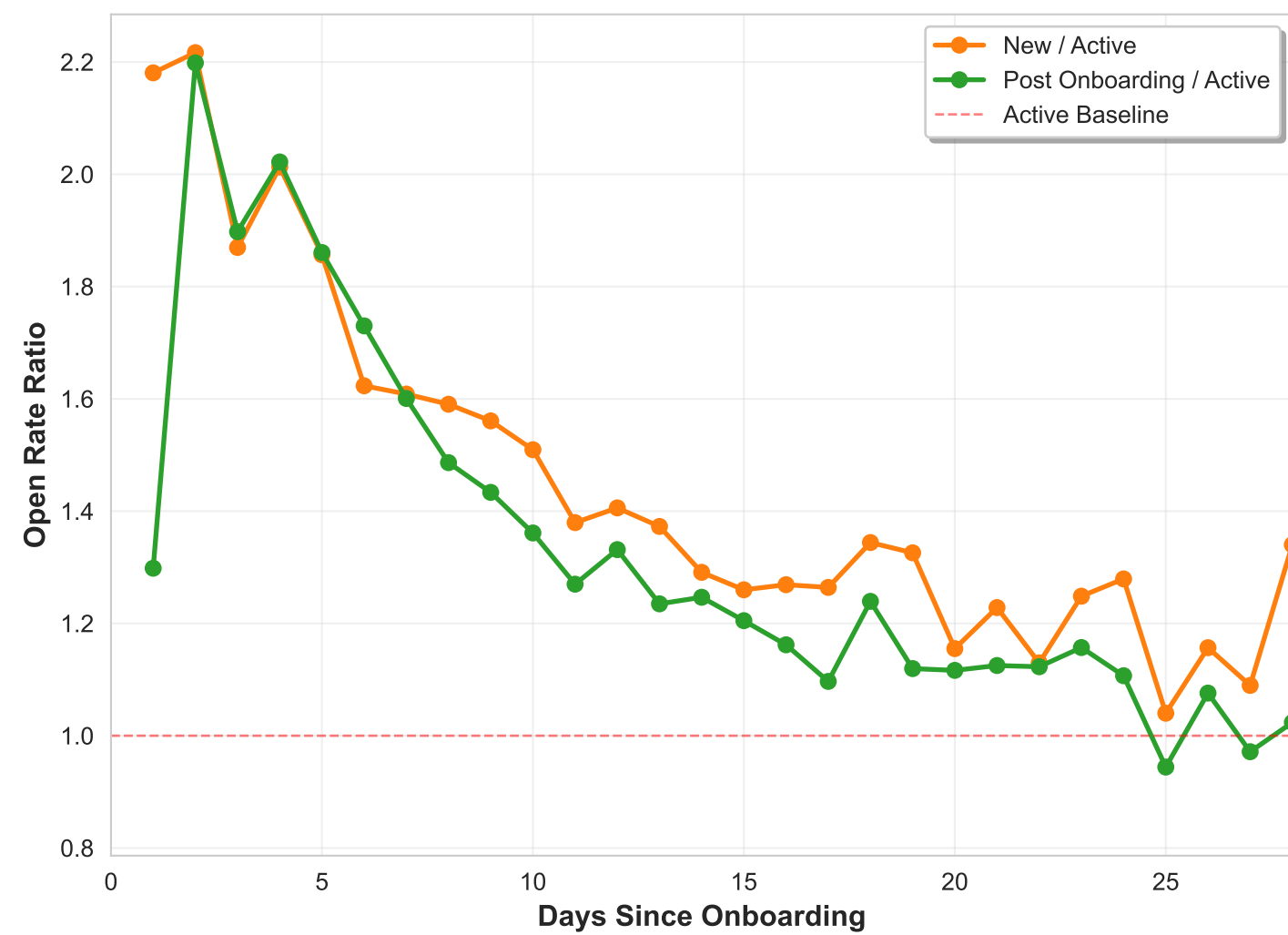5. Order Rate Ratio (vs Active Baseline)
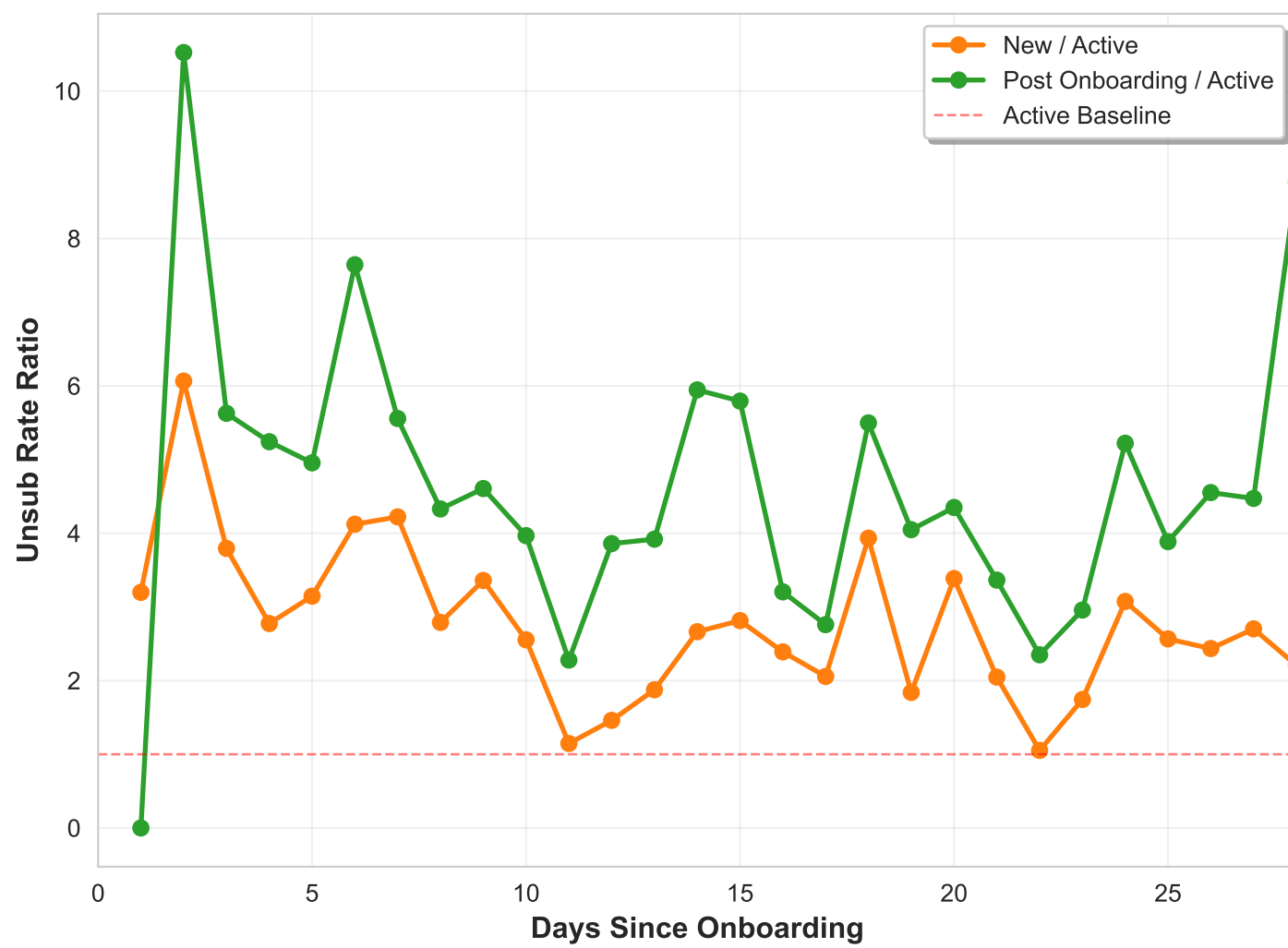
Is Store Offer - Notification Metrics

1. Distinct Deduped Messages and Distinct Consumers by Days Since Onboarding
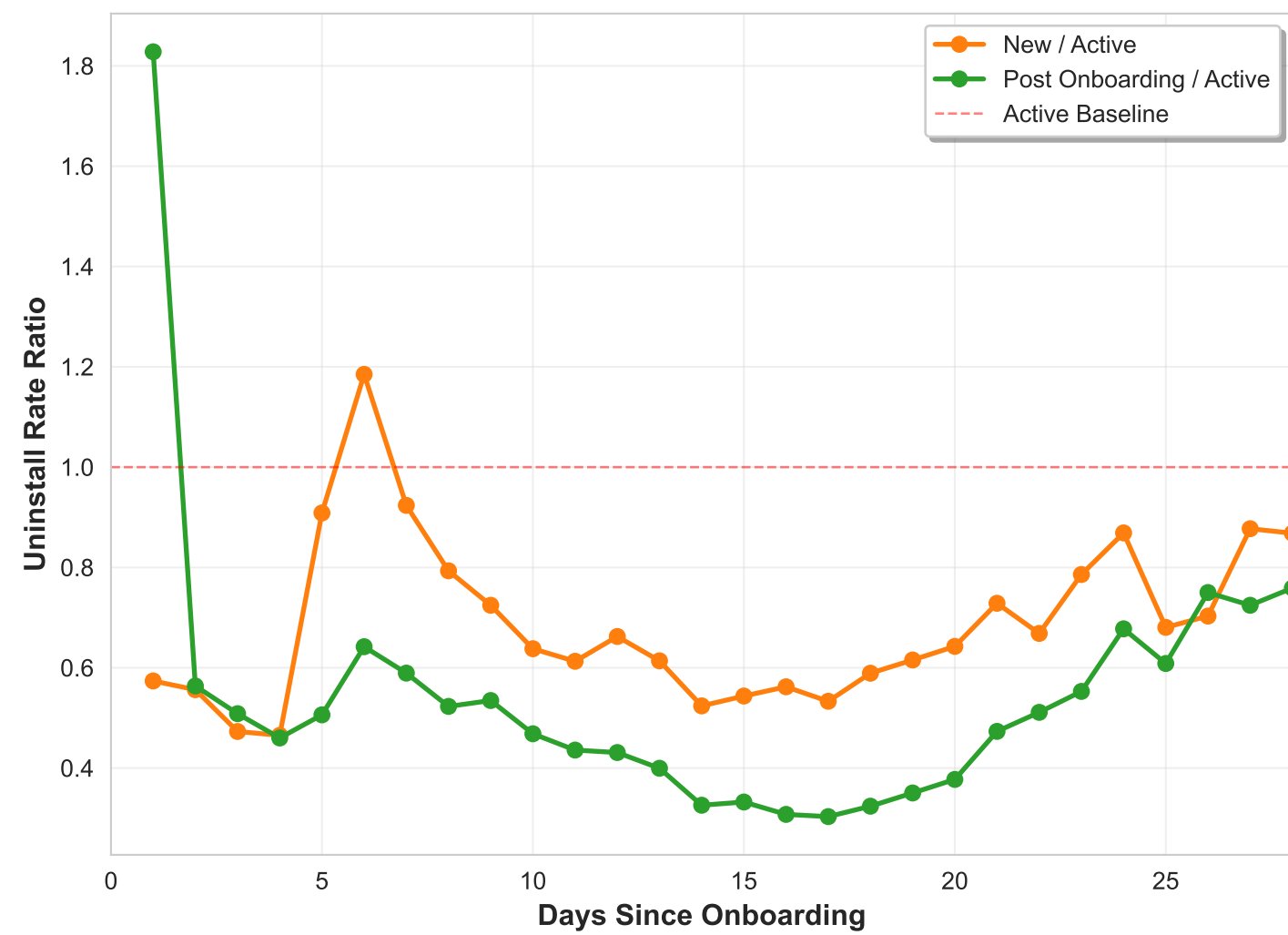2. Open Rate Ratio (vs Active Baseline)
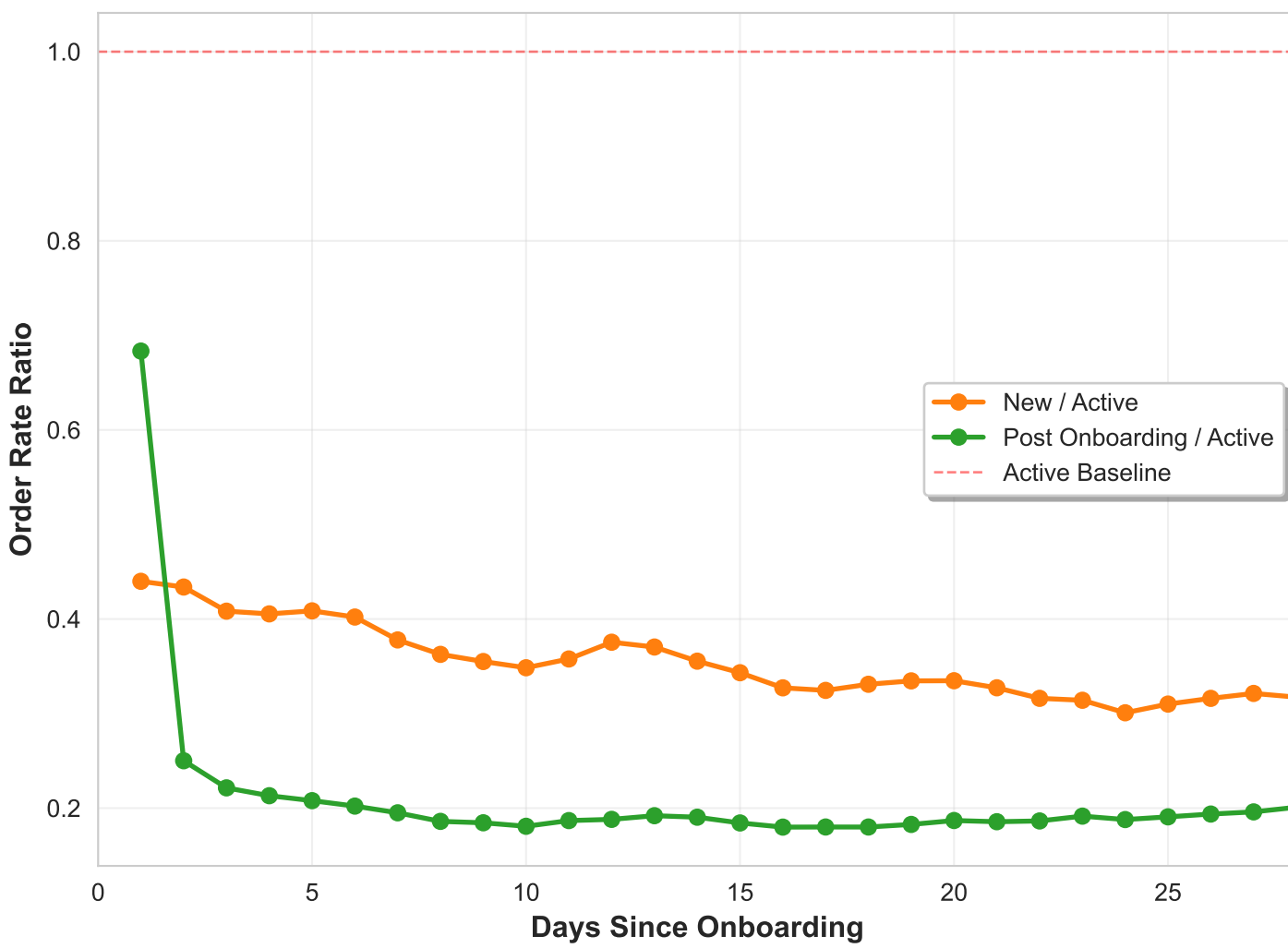3. Unsubscribe Rate Ratio (vs Active Baseline)
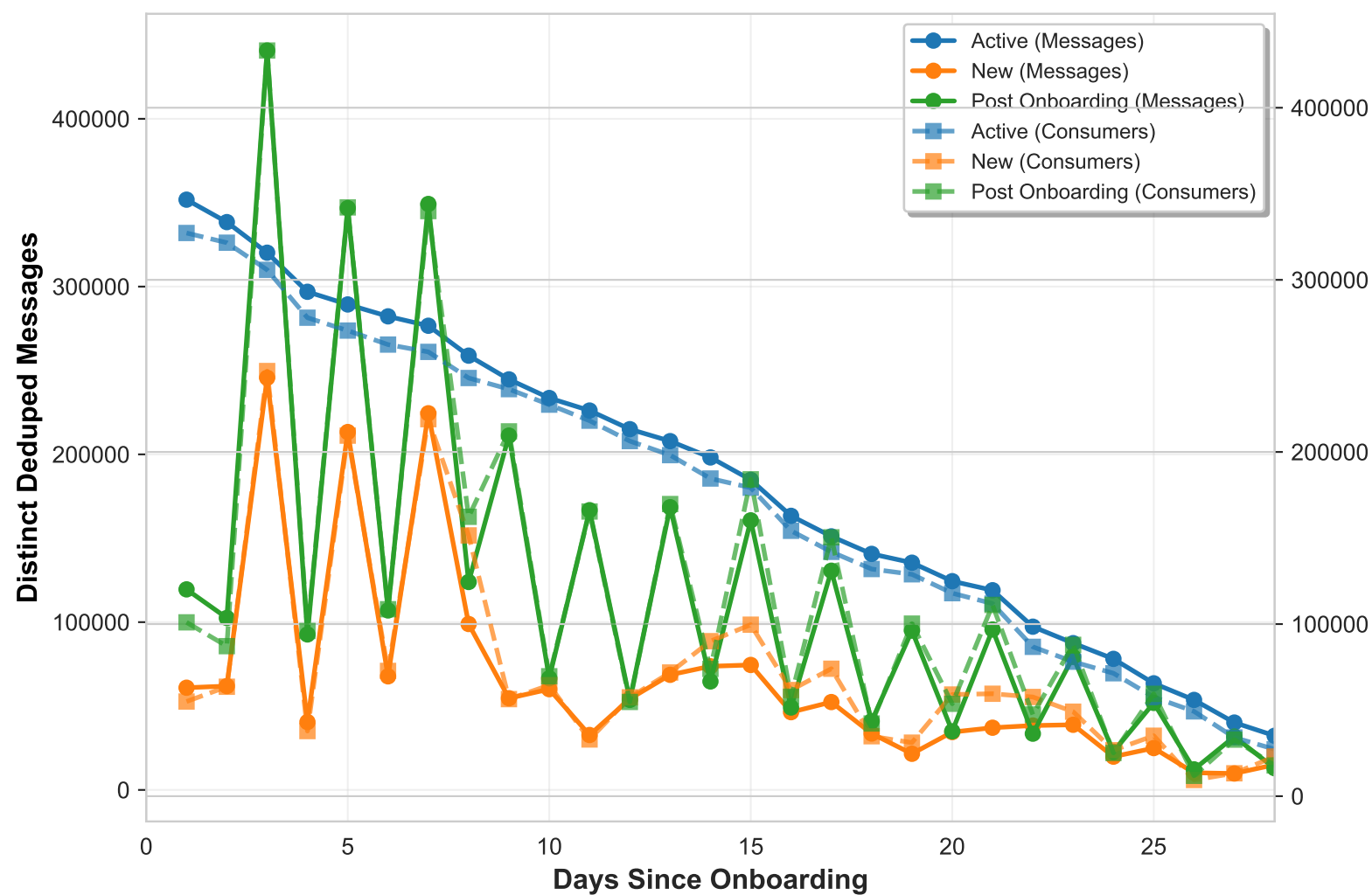4. Uninstall Rate Ratio (vs Active Baseline)
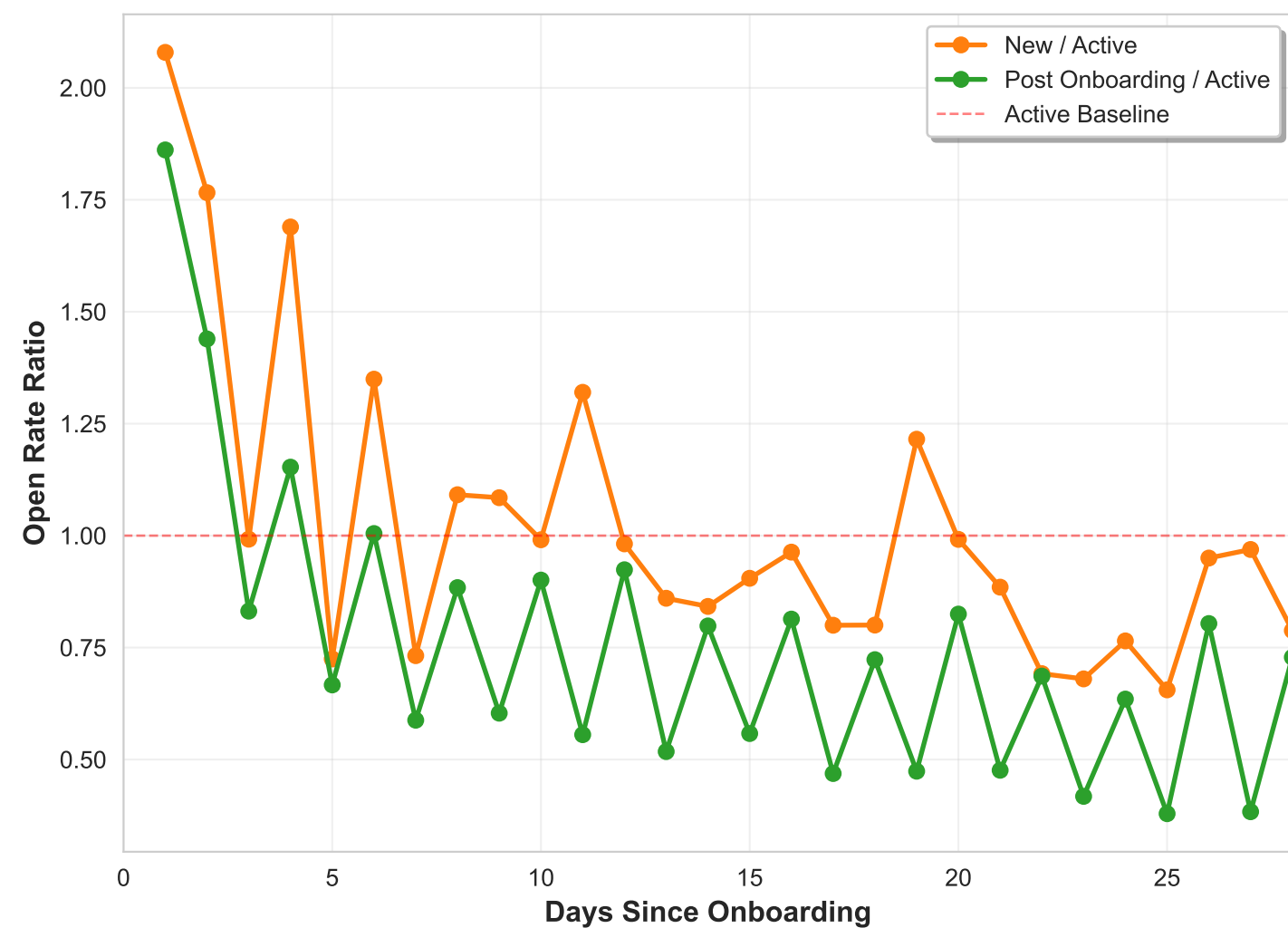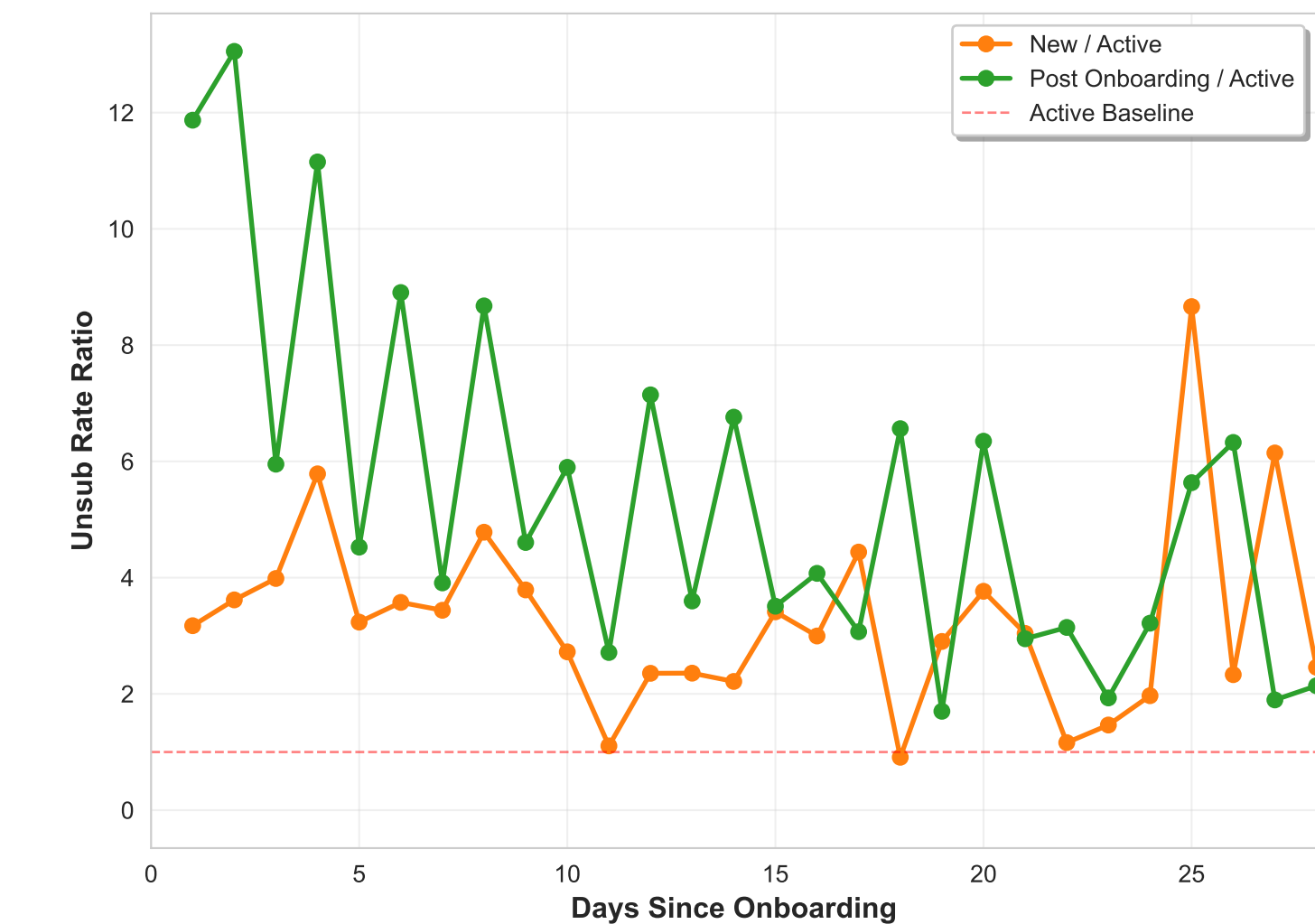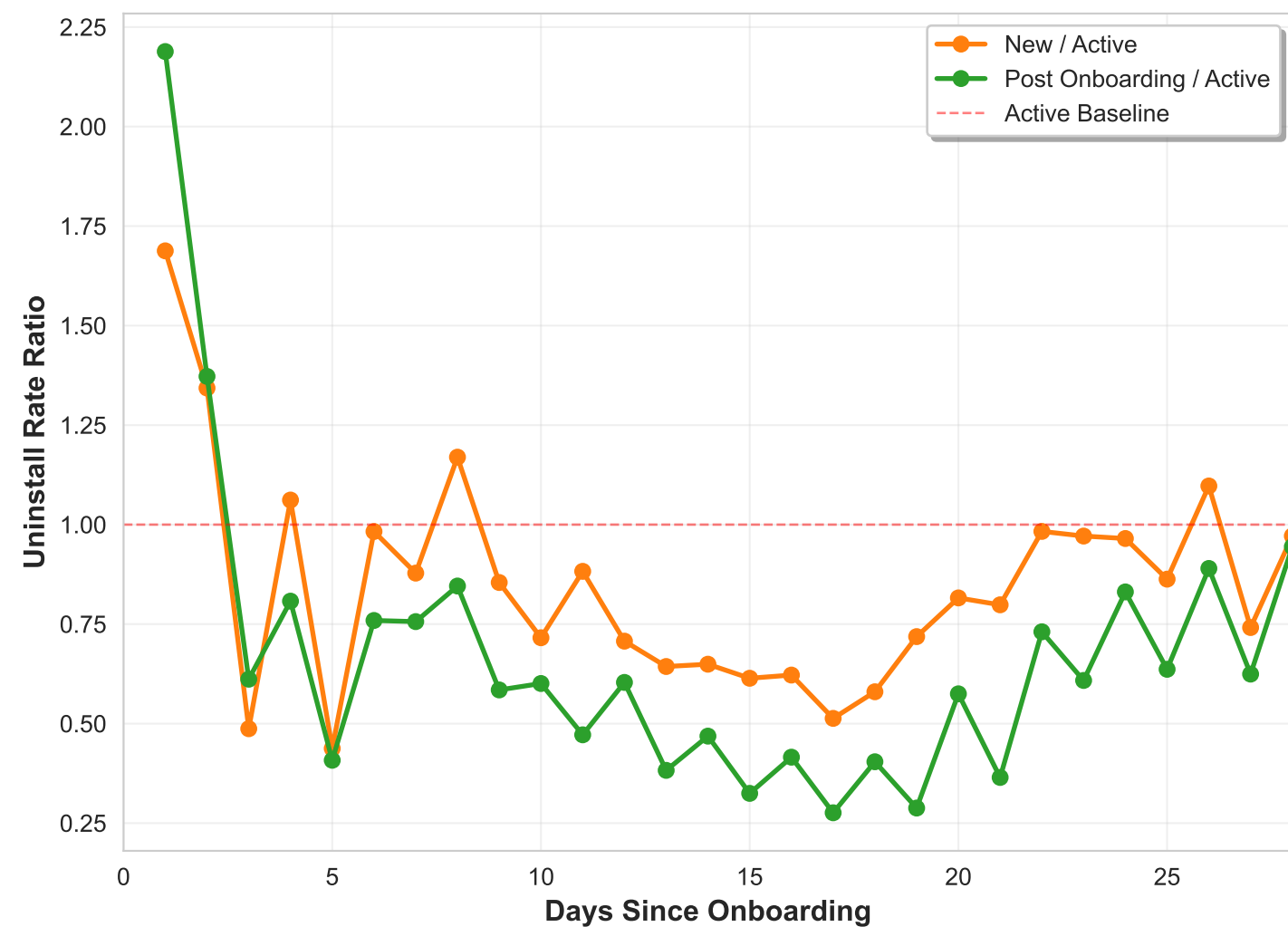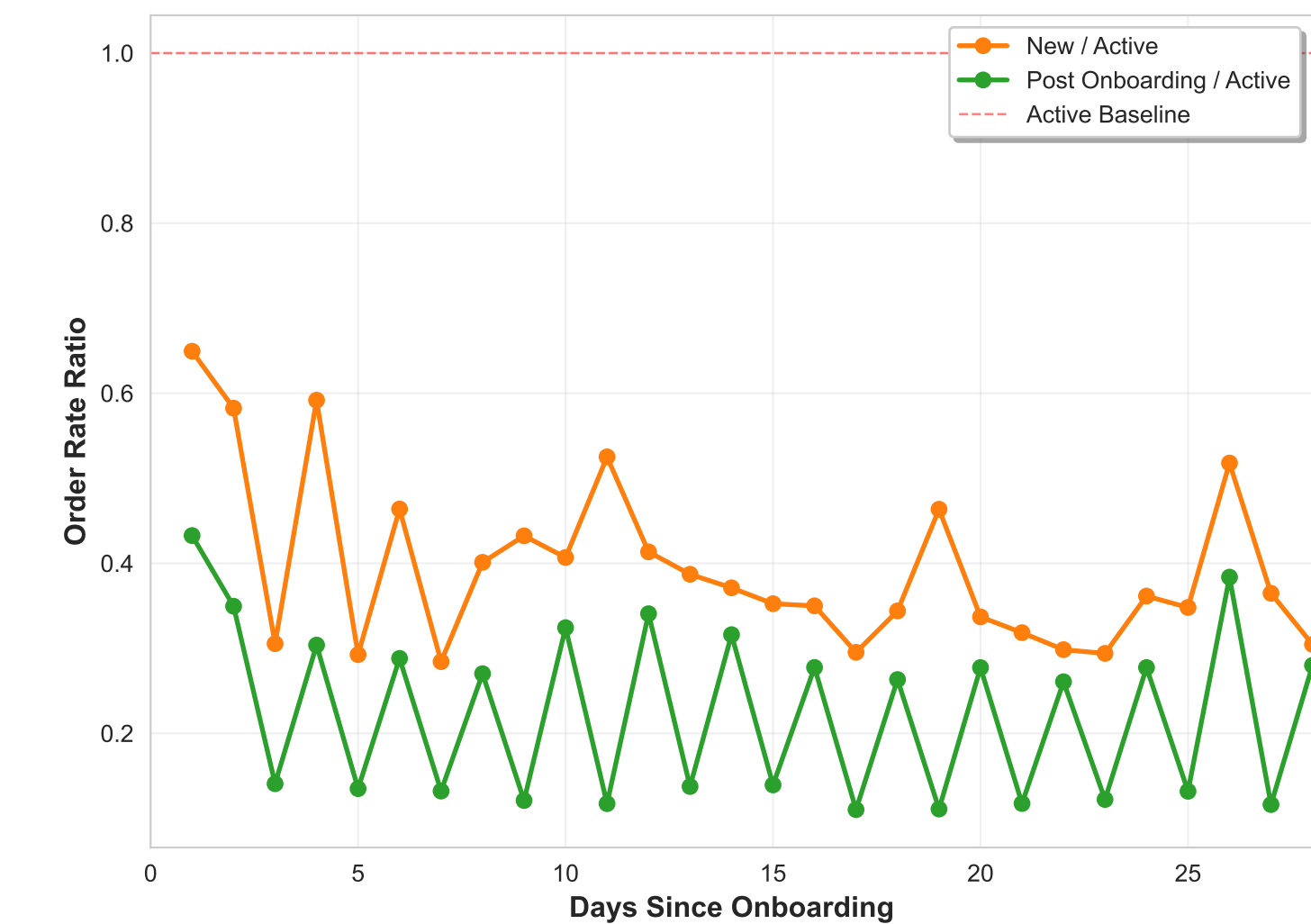5. Order Rate Ratio (vs Active Baseline)

Is Reminder - Notification Metrics

1. Distinct Deduped Messages and Distinct Consumers by Days Since Onboarding

2. Open Rate Ratio (vs Active Baseline)

3. Unsubscribe Rate Ratio (vs Active Baseline)

4. Uninstall Rate Ratio (vs Active Baseline)

5. Order Rate Ratio (vs Active Baseline)

Is Nv - Notification Metrics

1. Distinct Deduped Messages and Distinct Consumers by Days Since Onboarding
2. Open Rate Ratio (vs Active Baseline)
3. Unsubscribe Rate Ratio (vs Active Baseline)
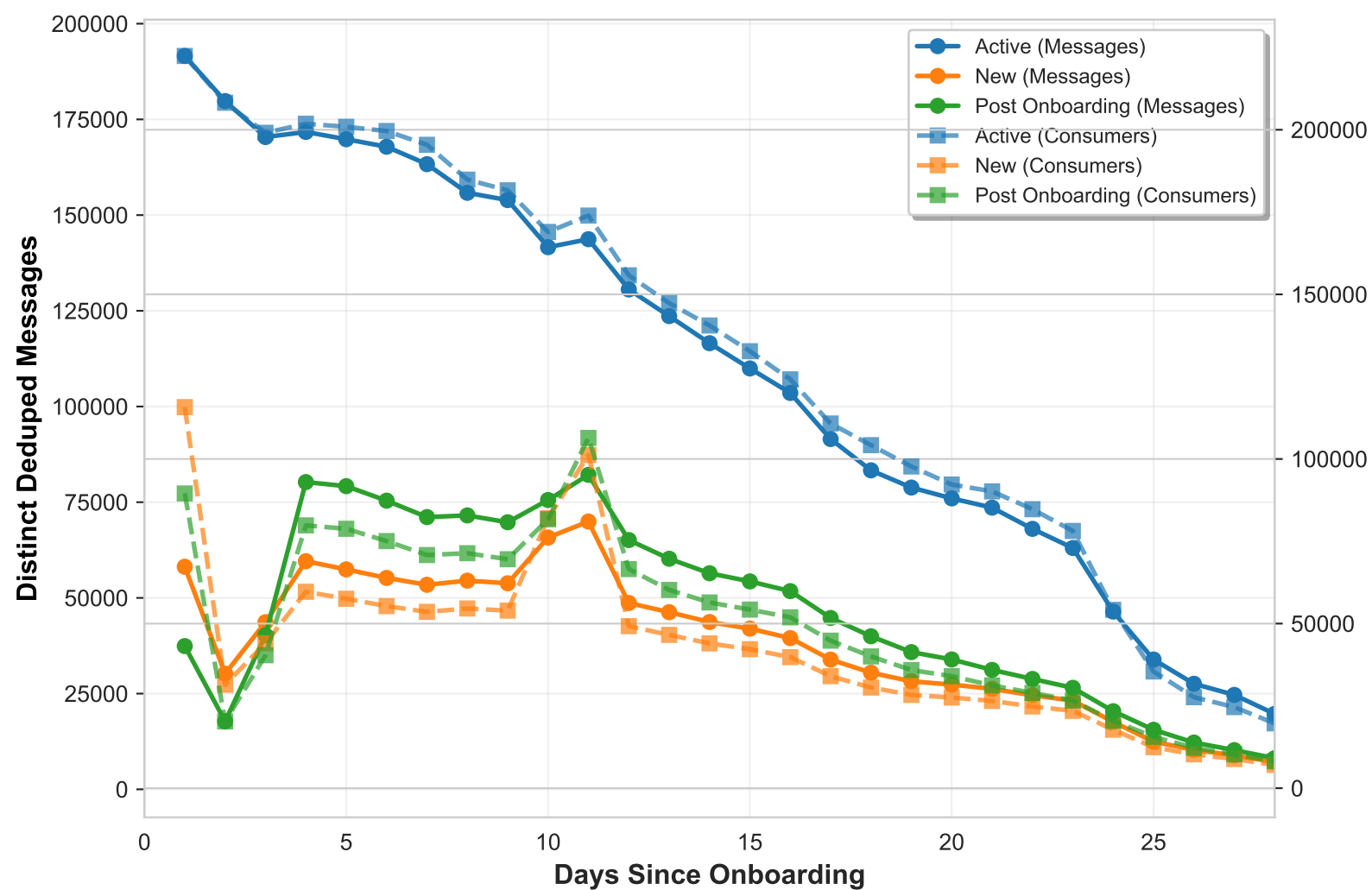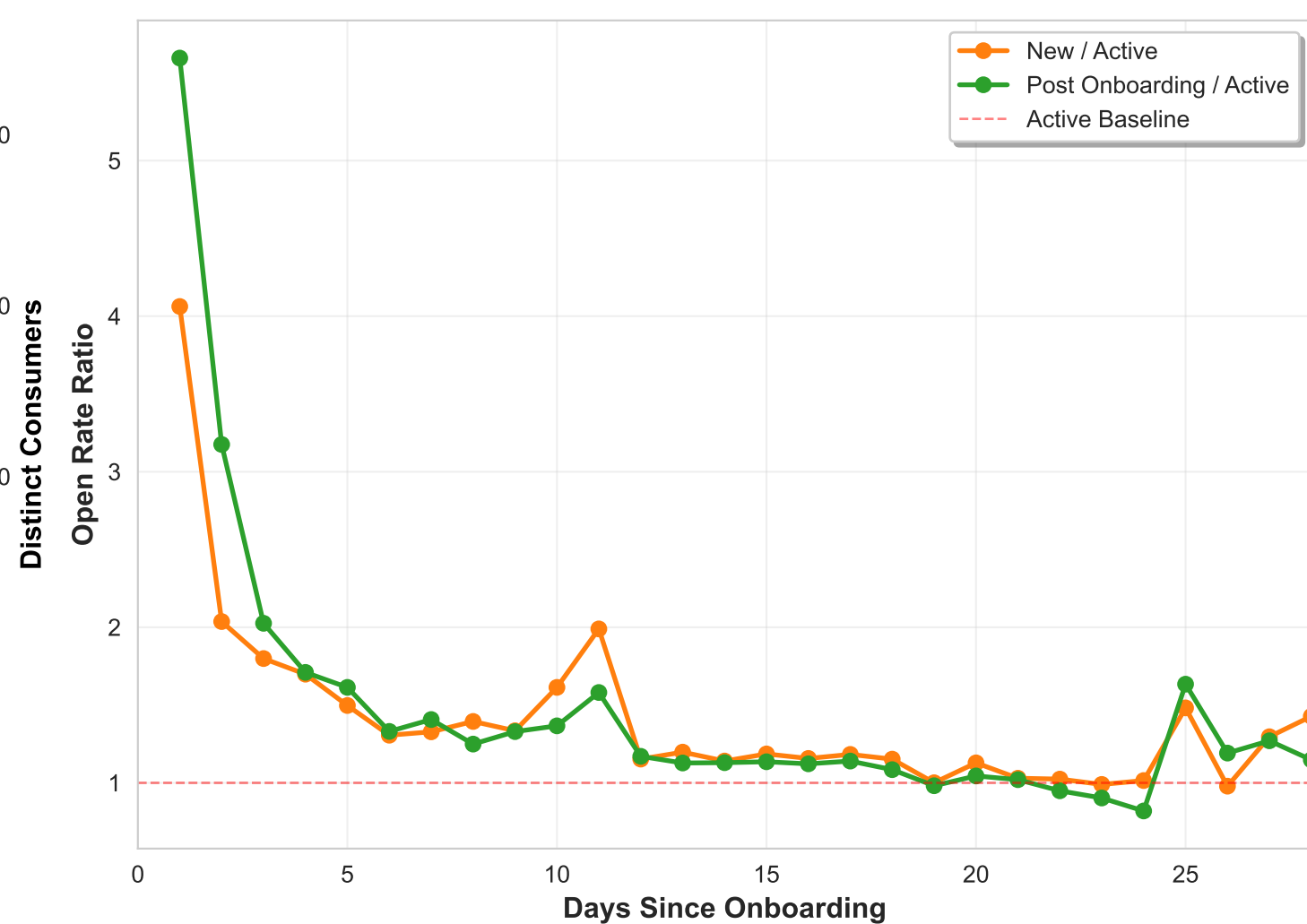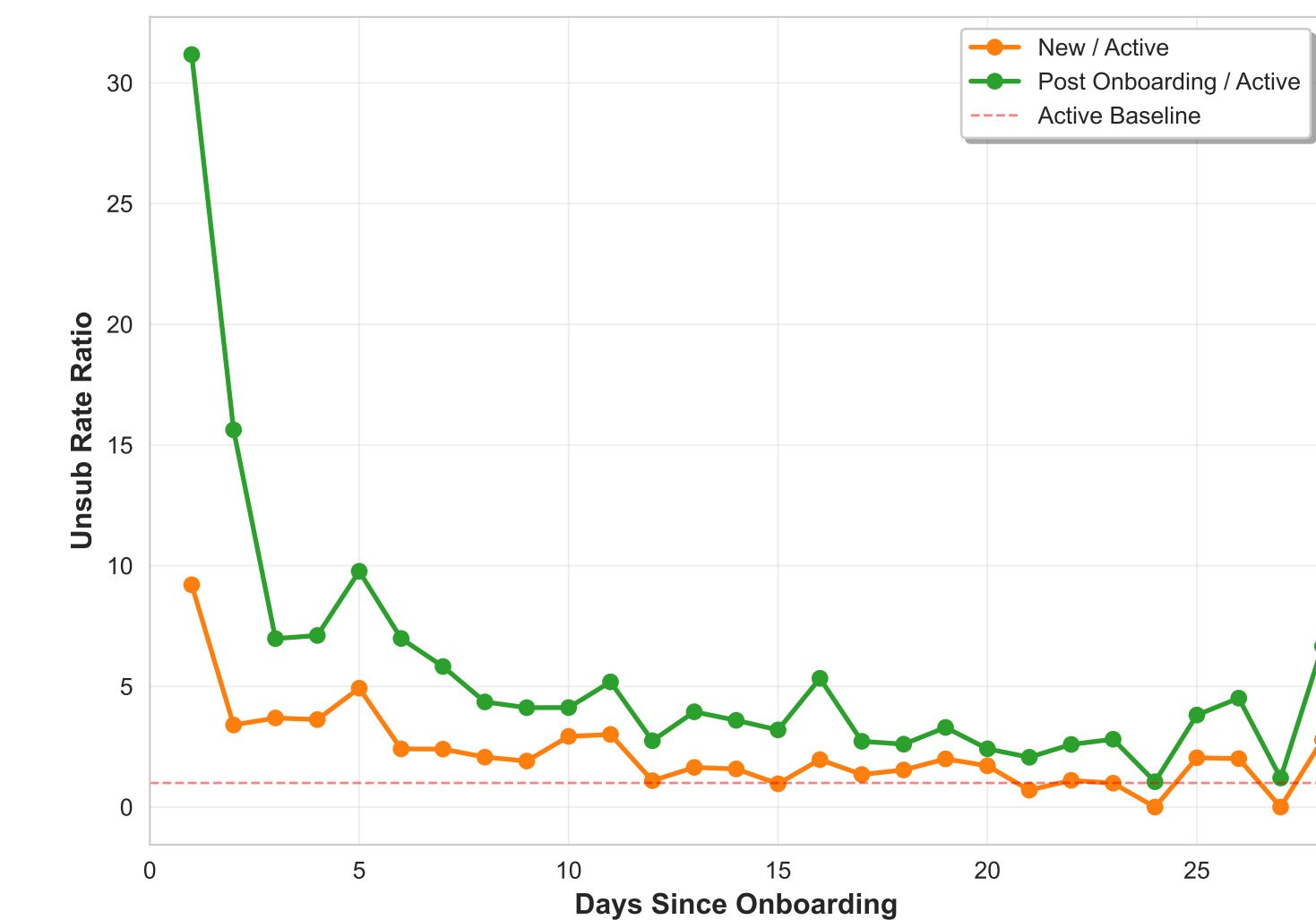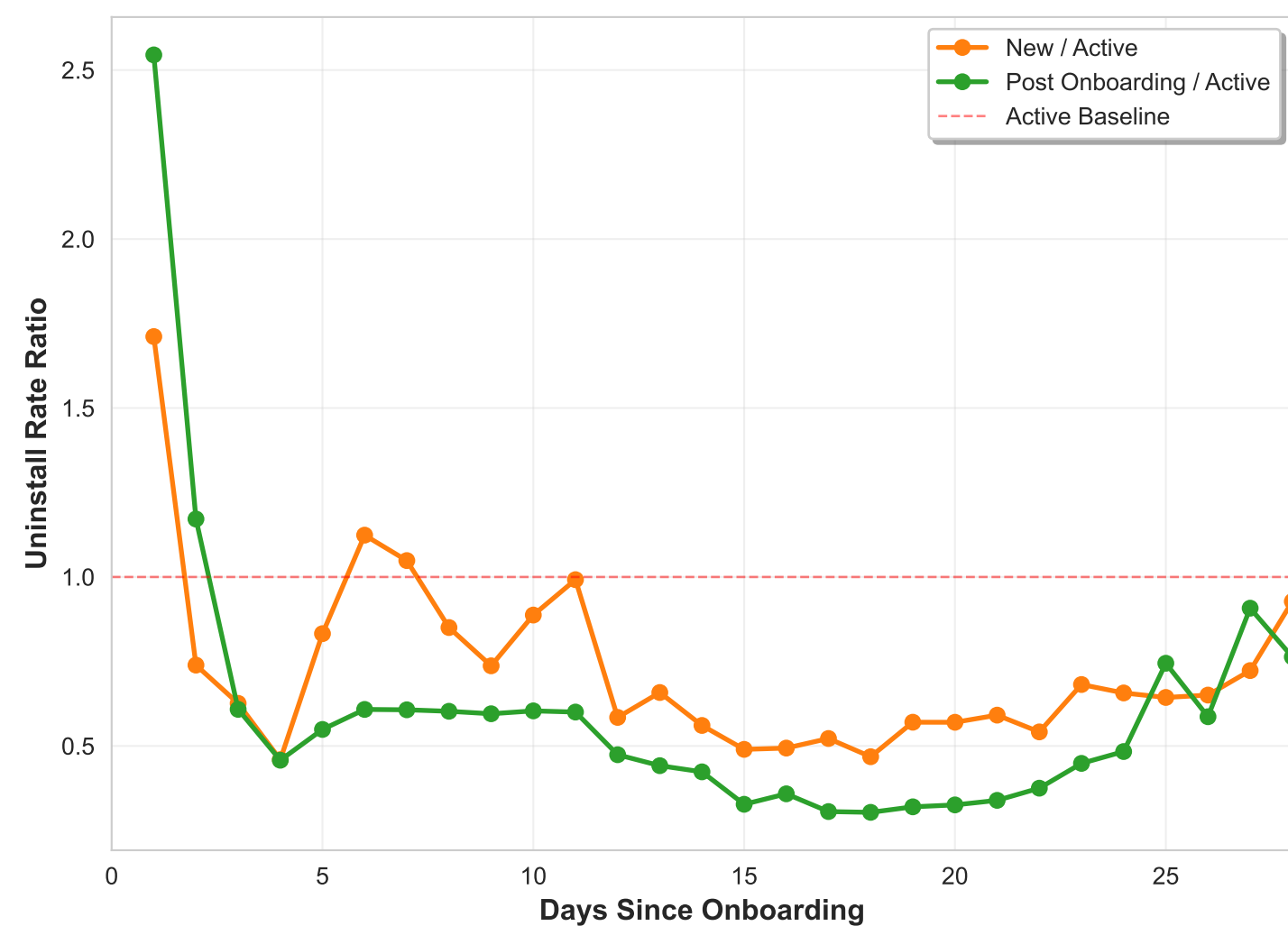4. Uninstall Rate Ratio (vs Active Baseline)
5. Order Rate Ratio (vs Active Baseline)

Is Dashpass - Notification Metrics

1. Distinct Deduped Messages and Distinct Consumers by Days Since Onboarding
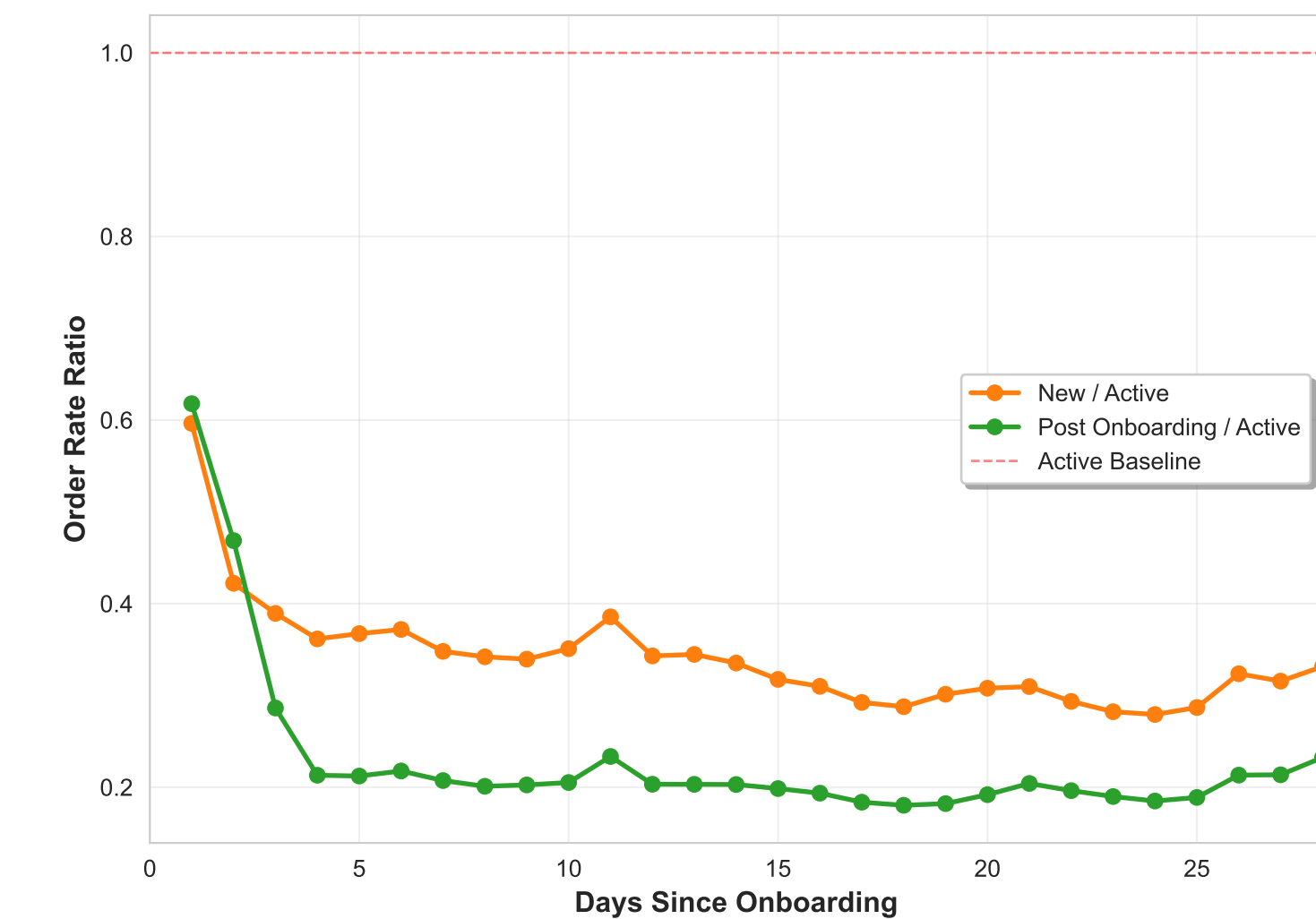2. Open Rate Ratio (vs Active Baseline)
3. Unsubscribe Rate Ratio (vs Active Baseline)
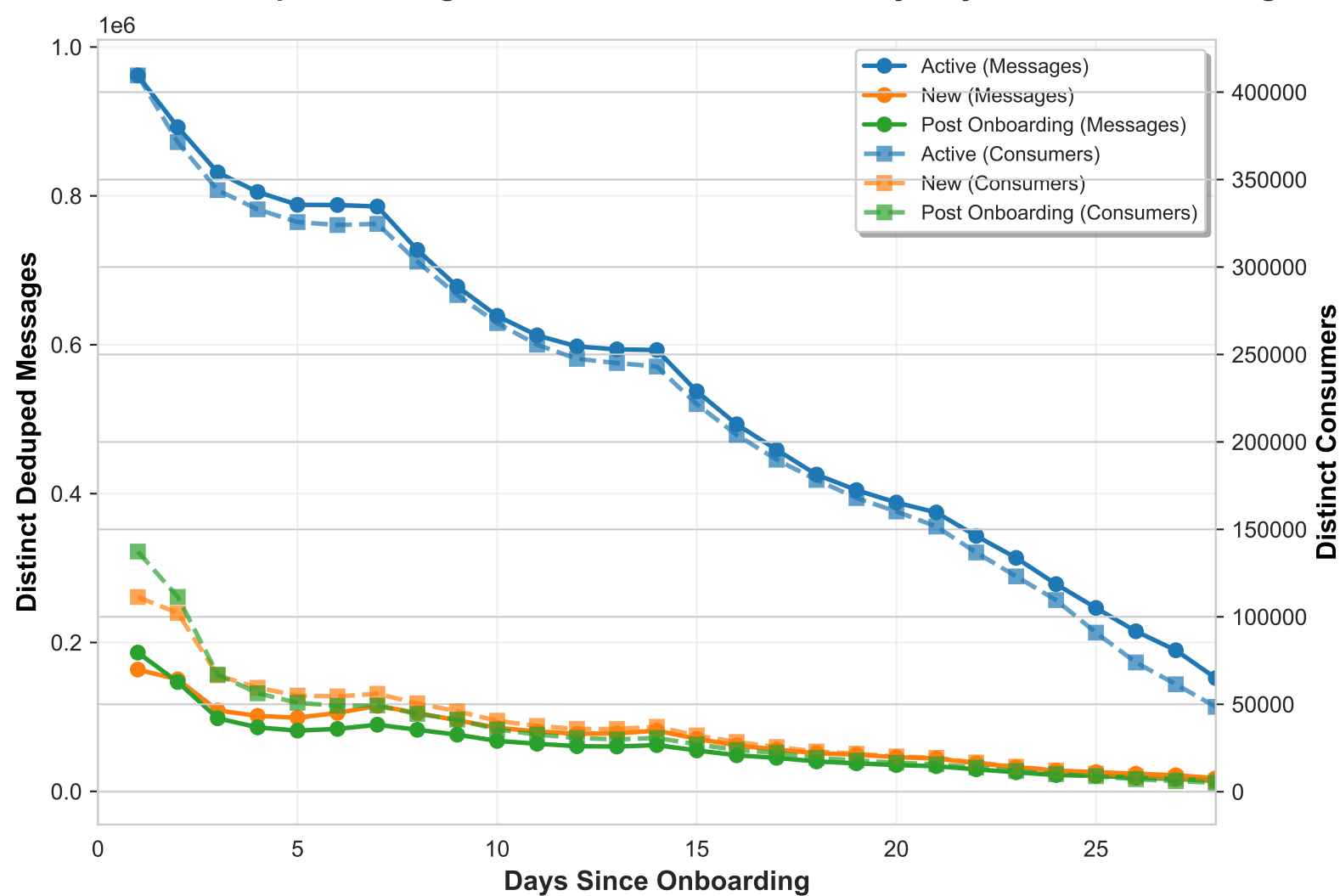4. Uninstall Rate Ratio (vs Active Baseline)
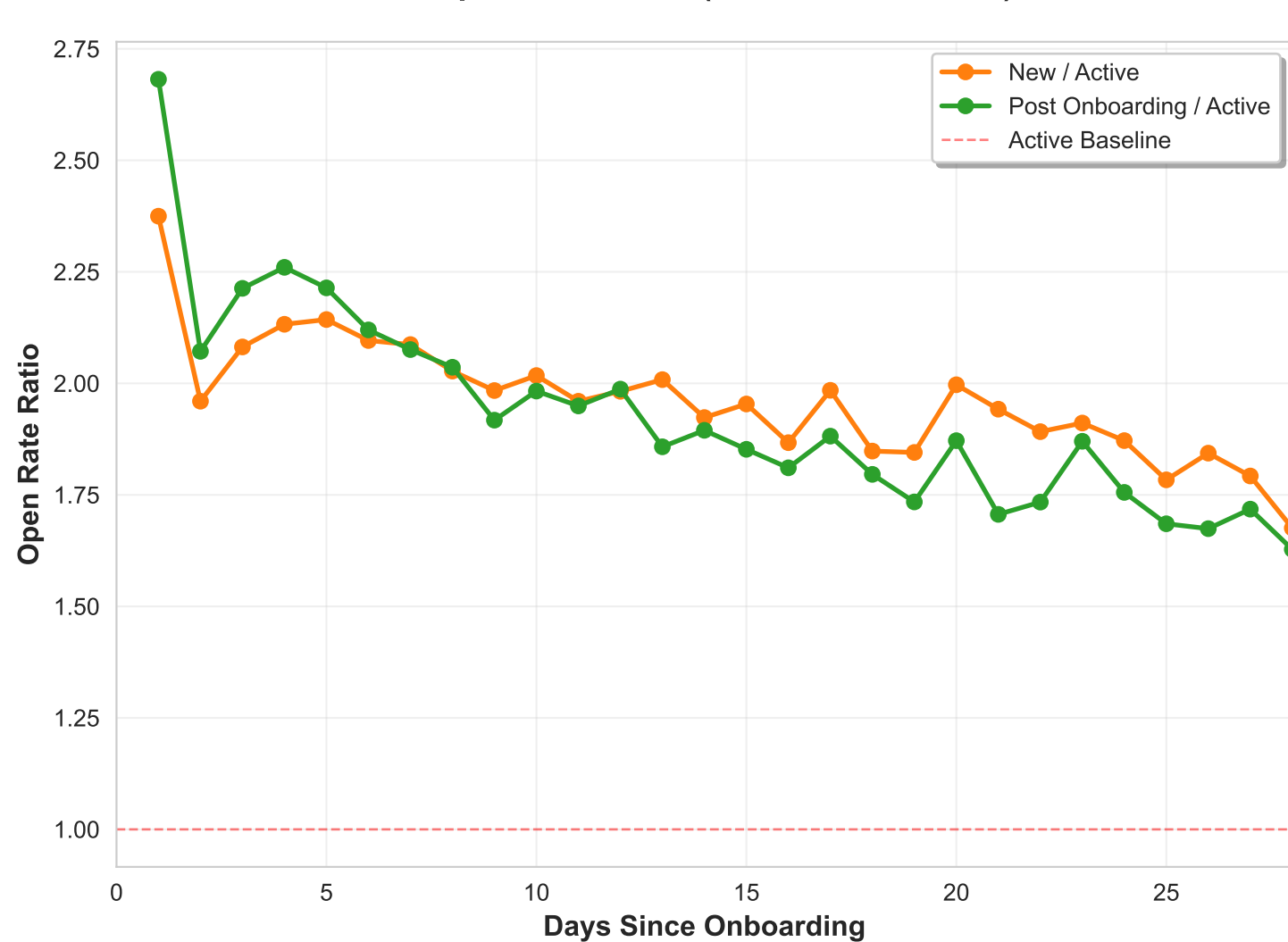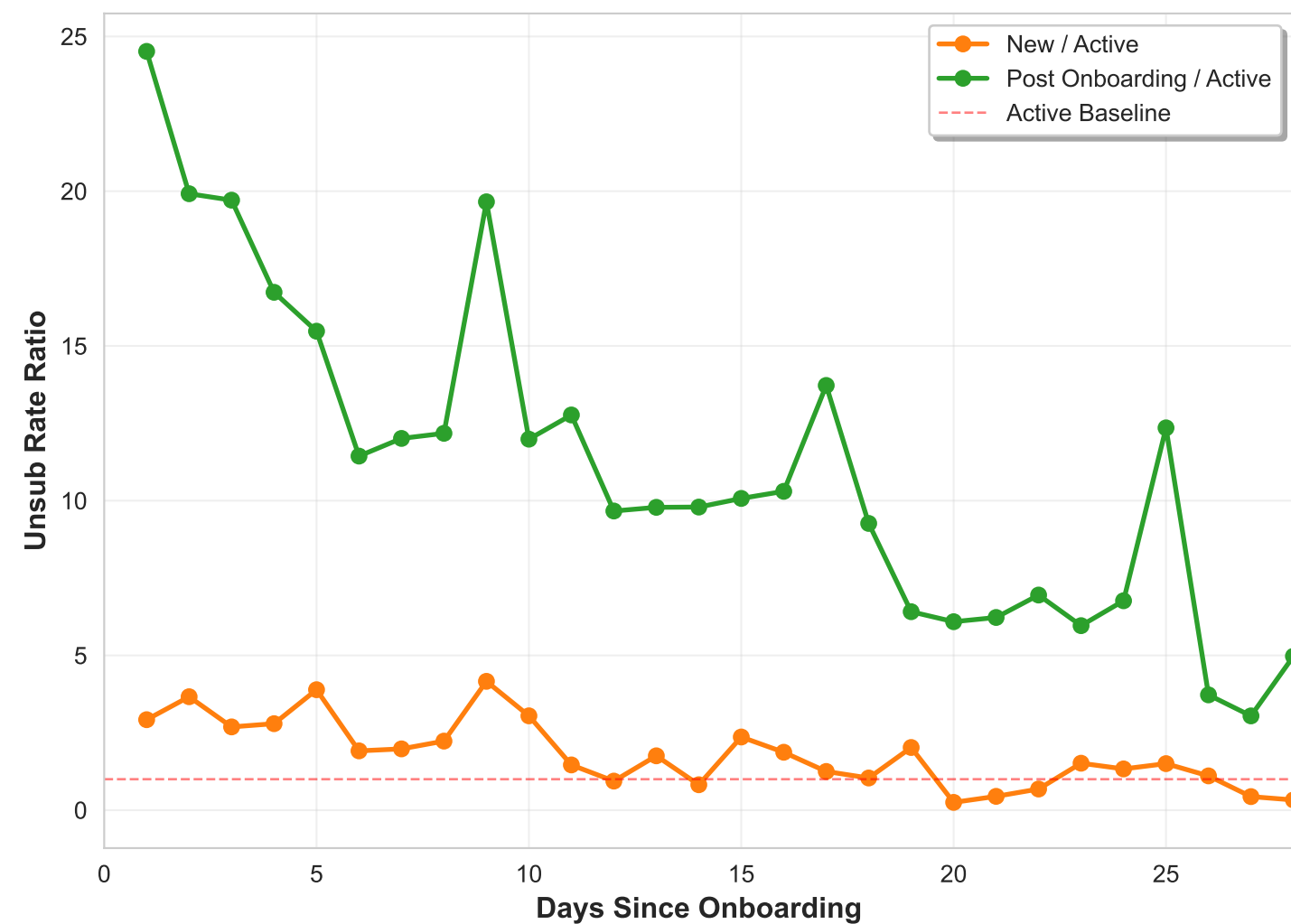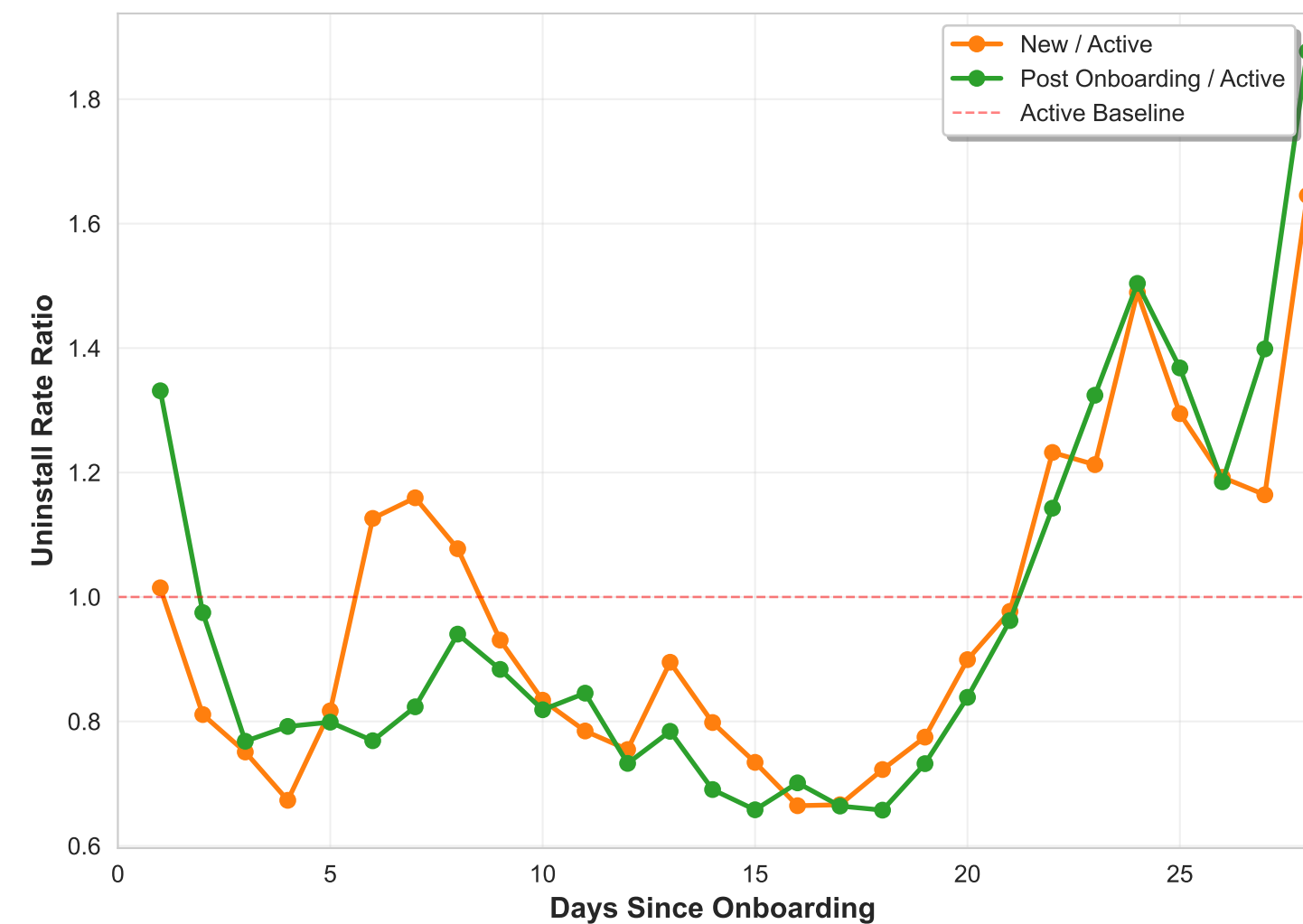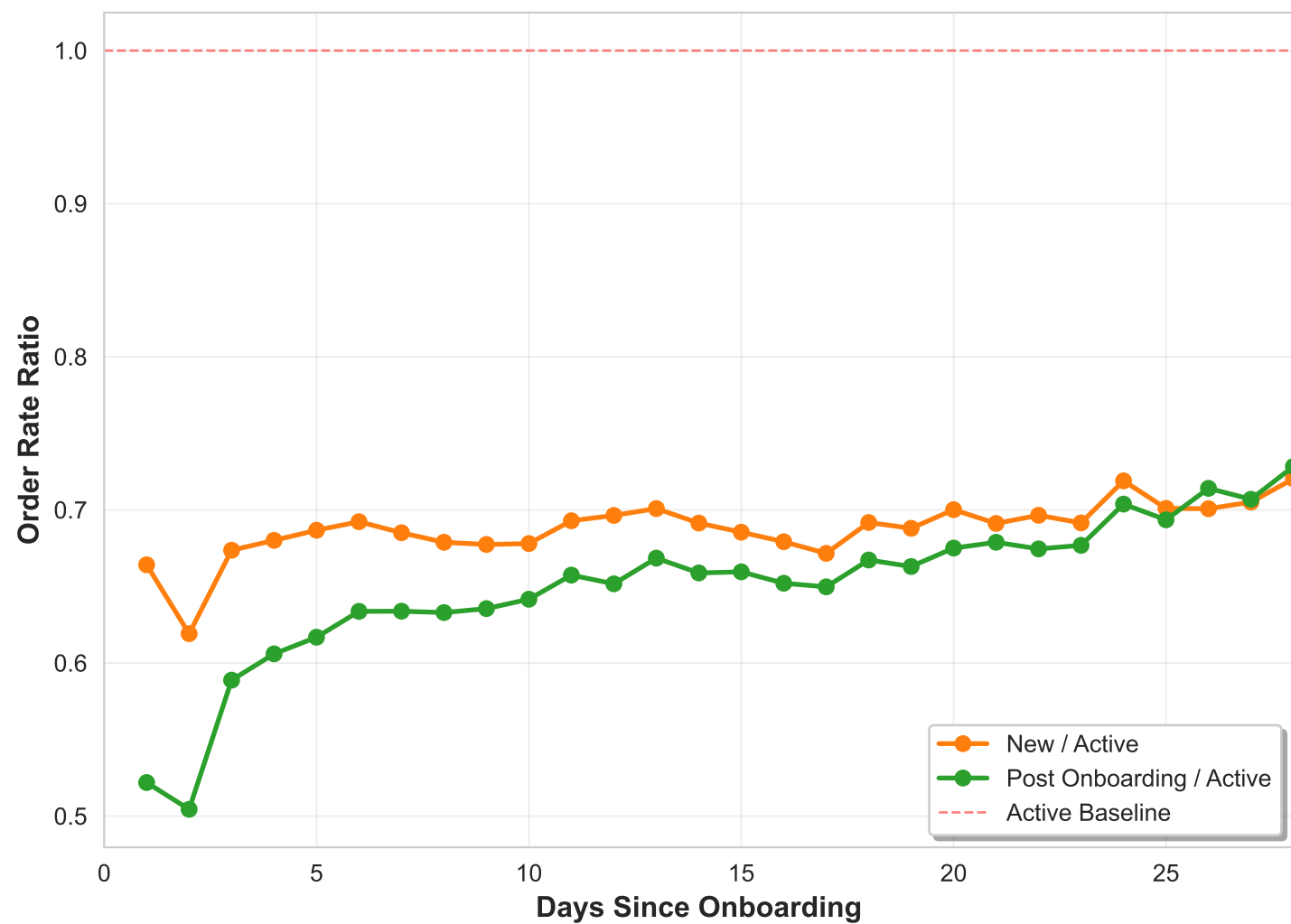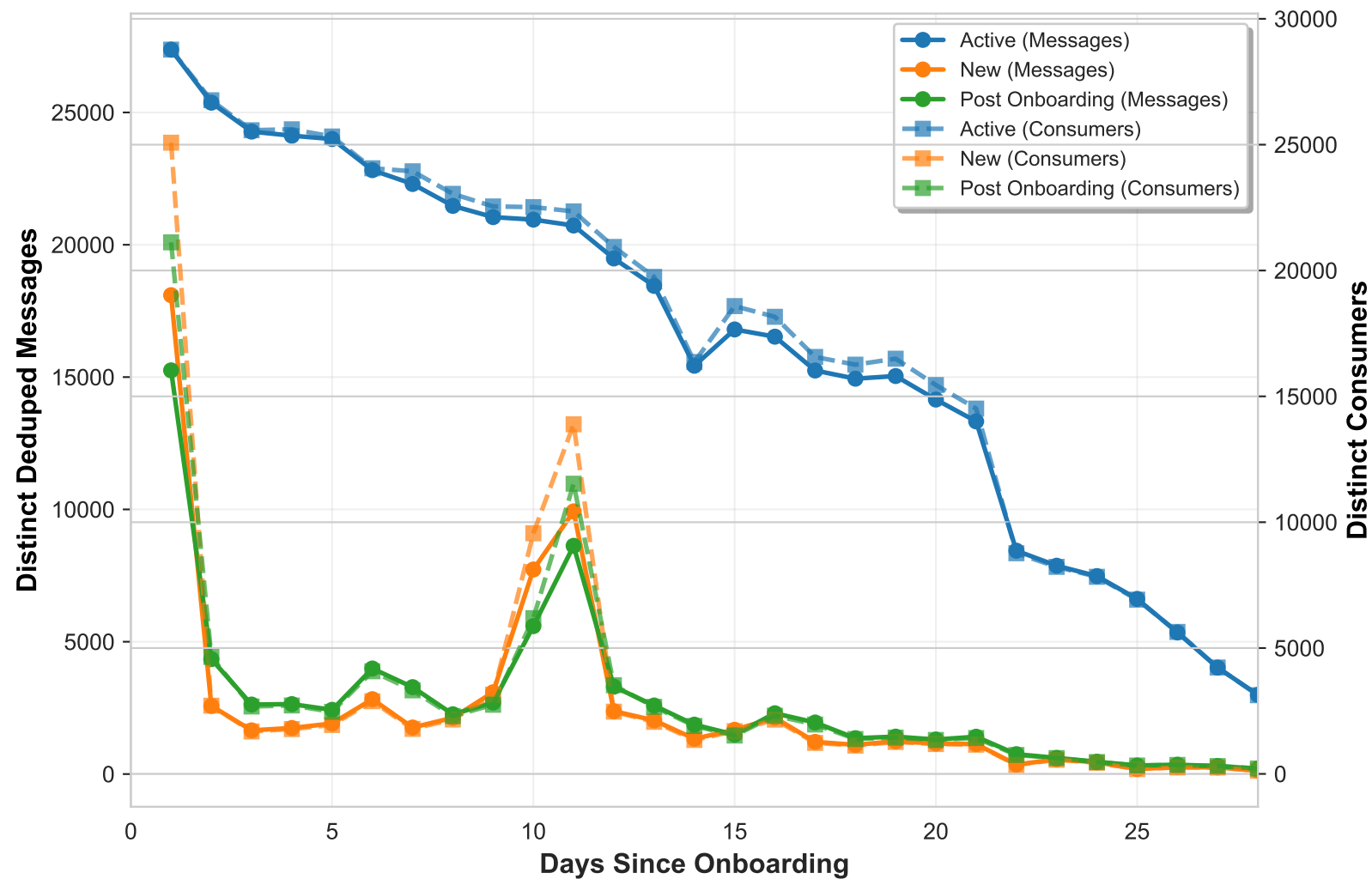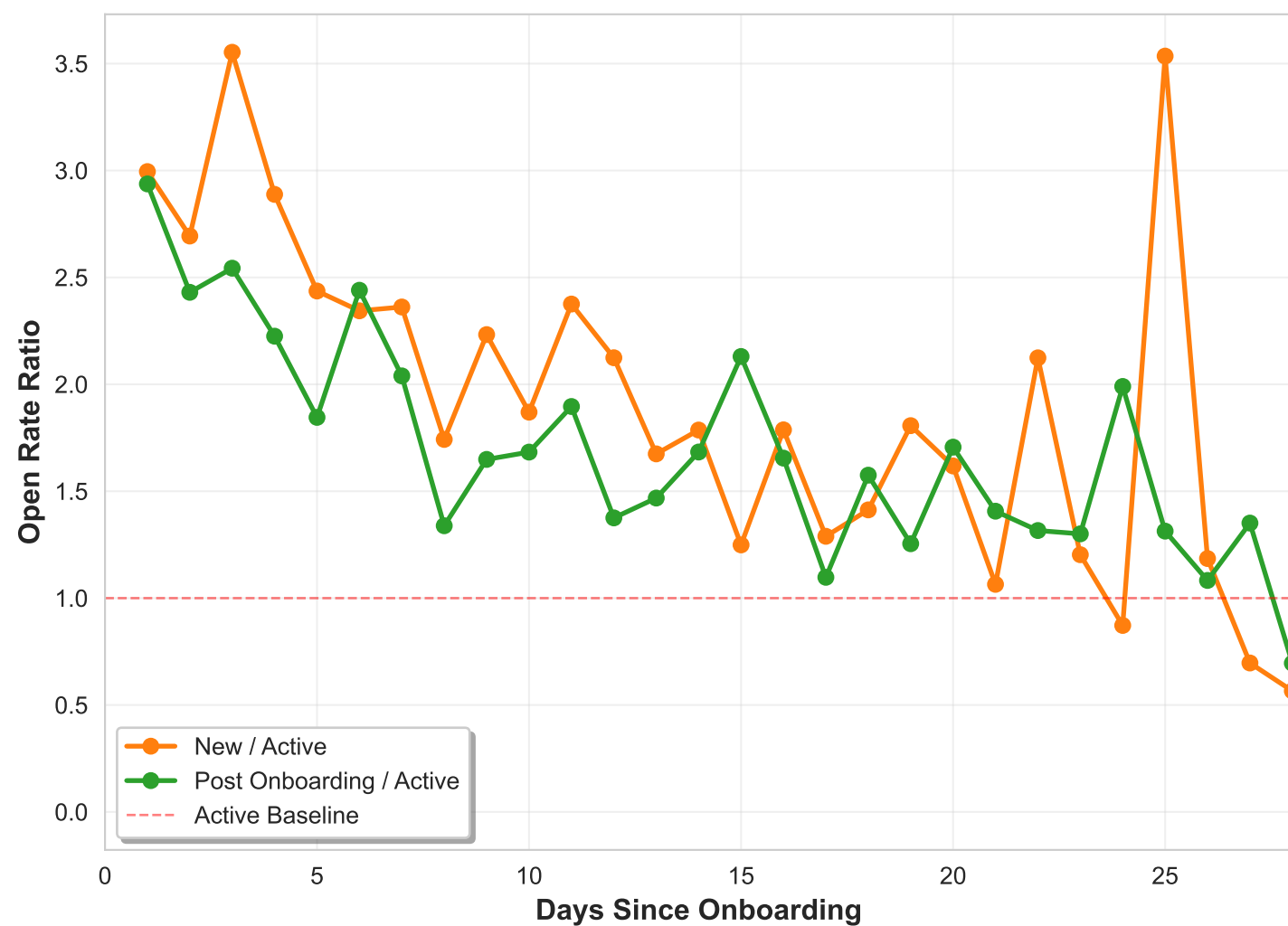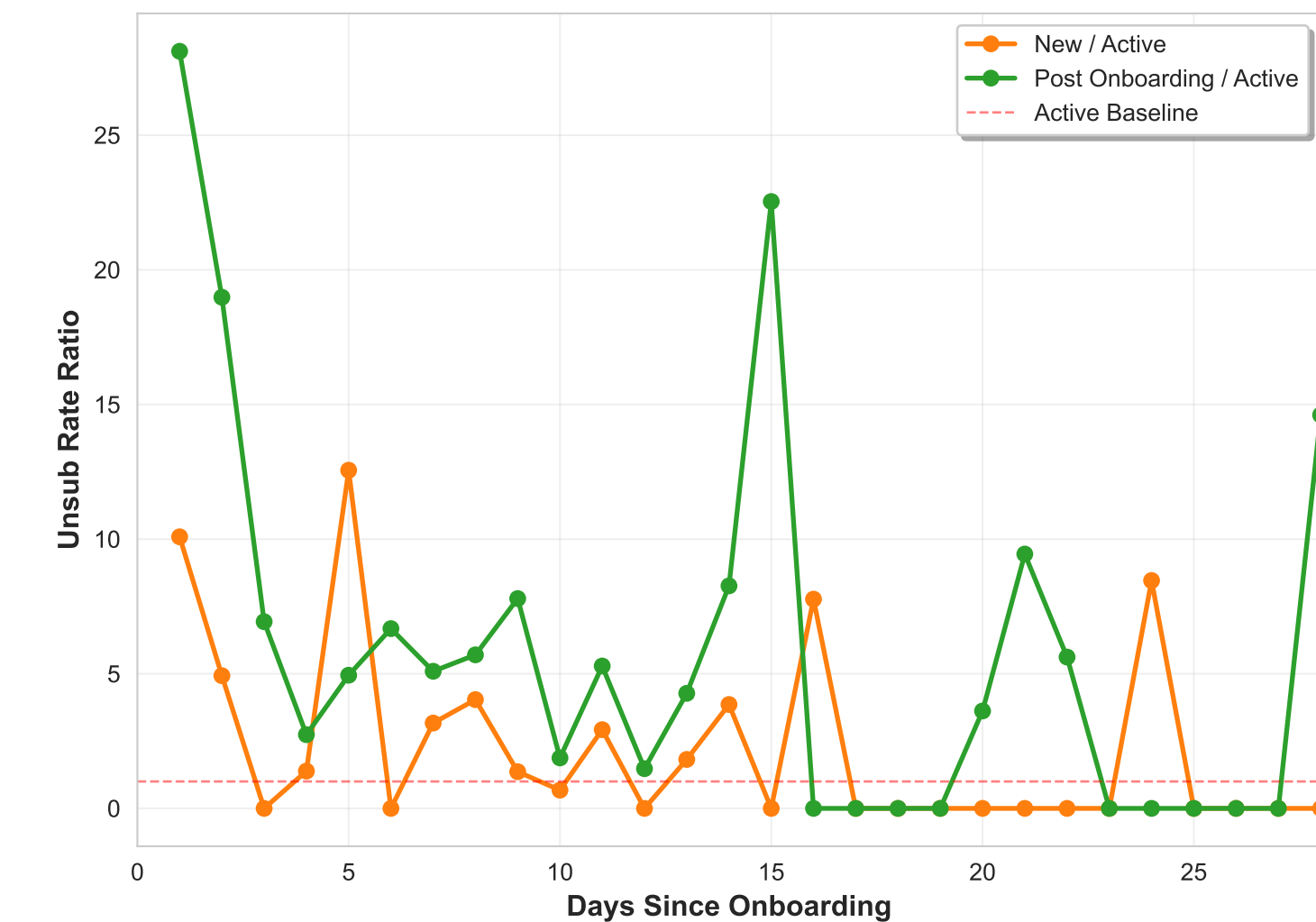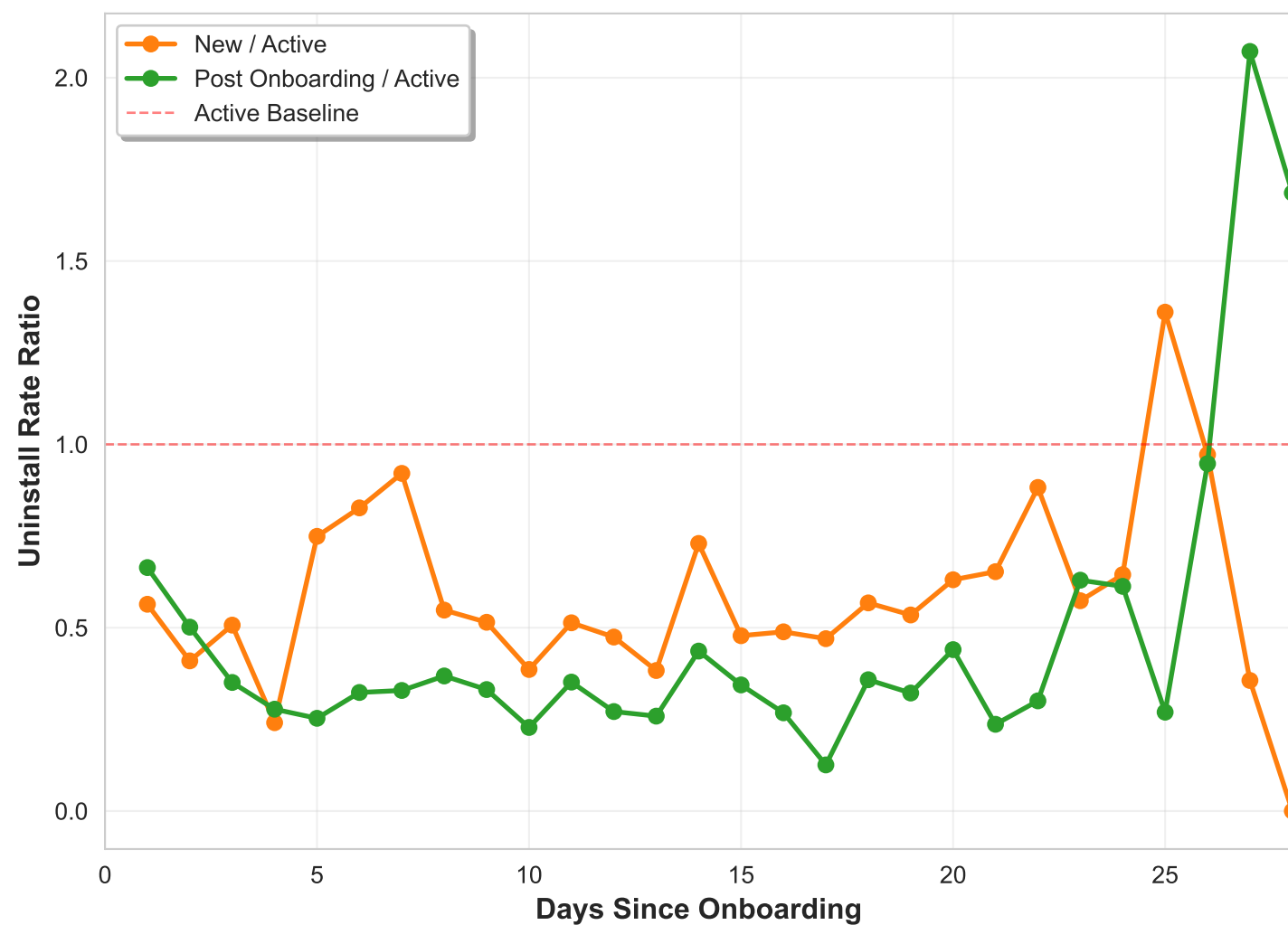5. Order Rate Ratio (vs Active Baseline)

Is New - Notification Metrics

1. Distinct Deduped Messages and Distinct Consumers by Days Since Onboarding
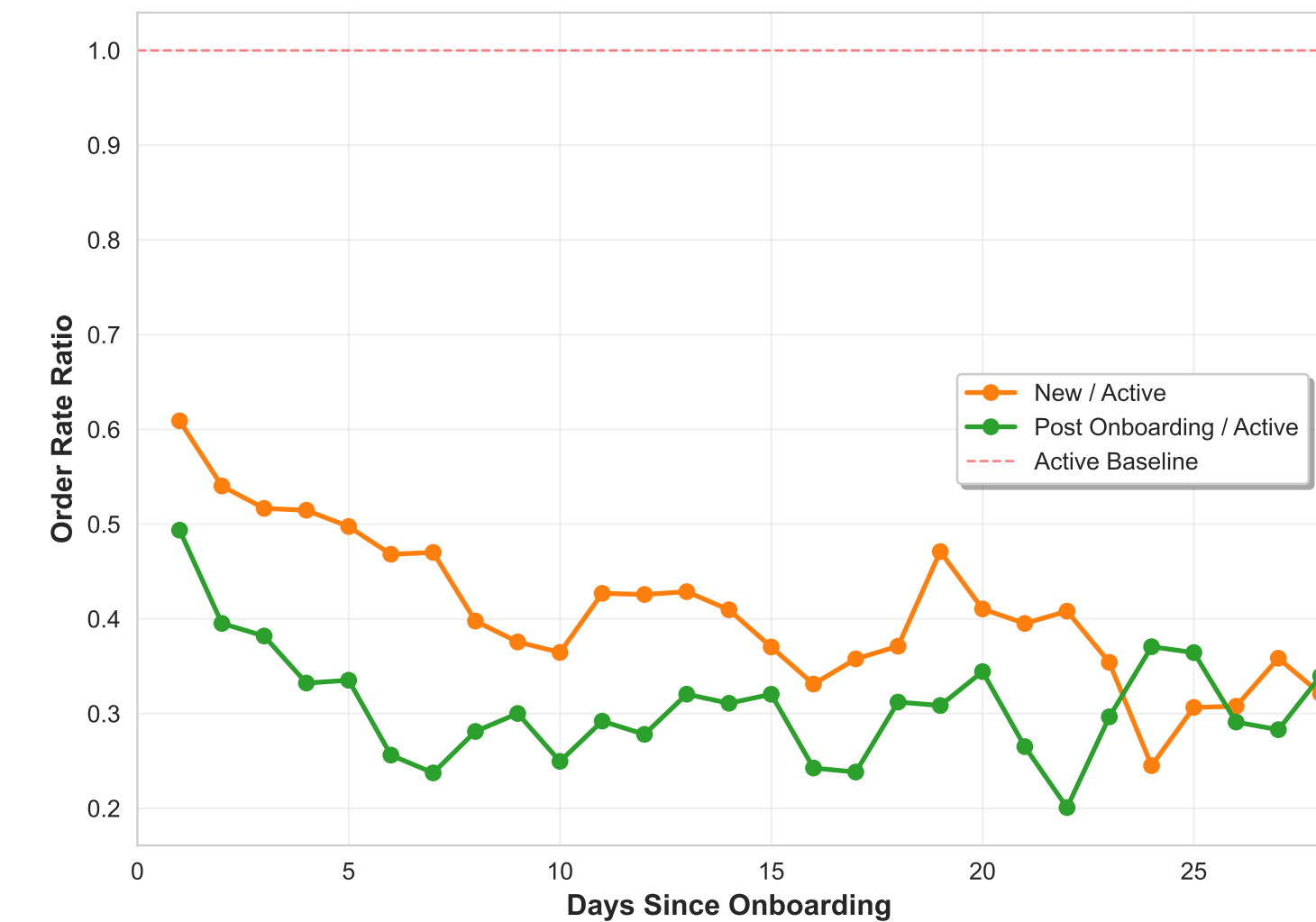
2. Open Rate Ratio (vs Active Baseline)

3. Unsubscribe Rate Ratio (vs Active Baseline)
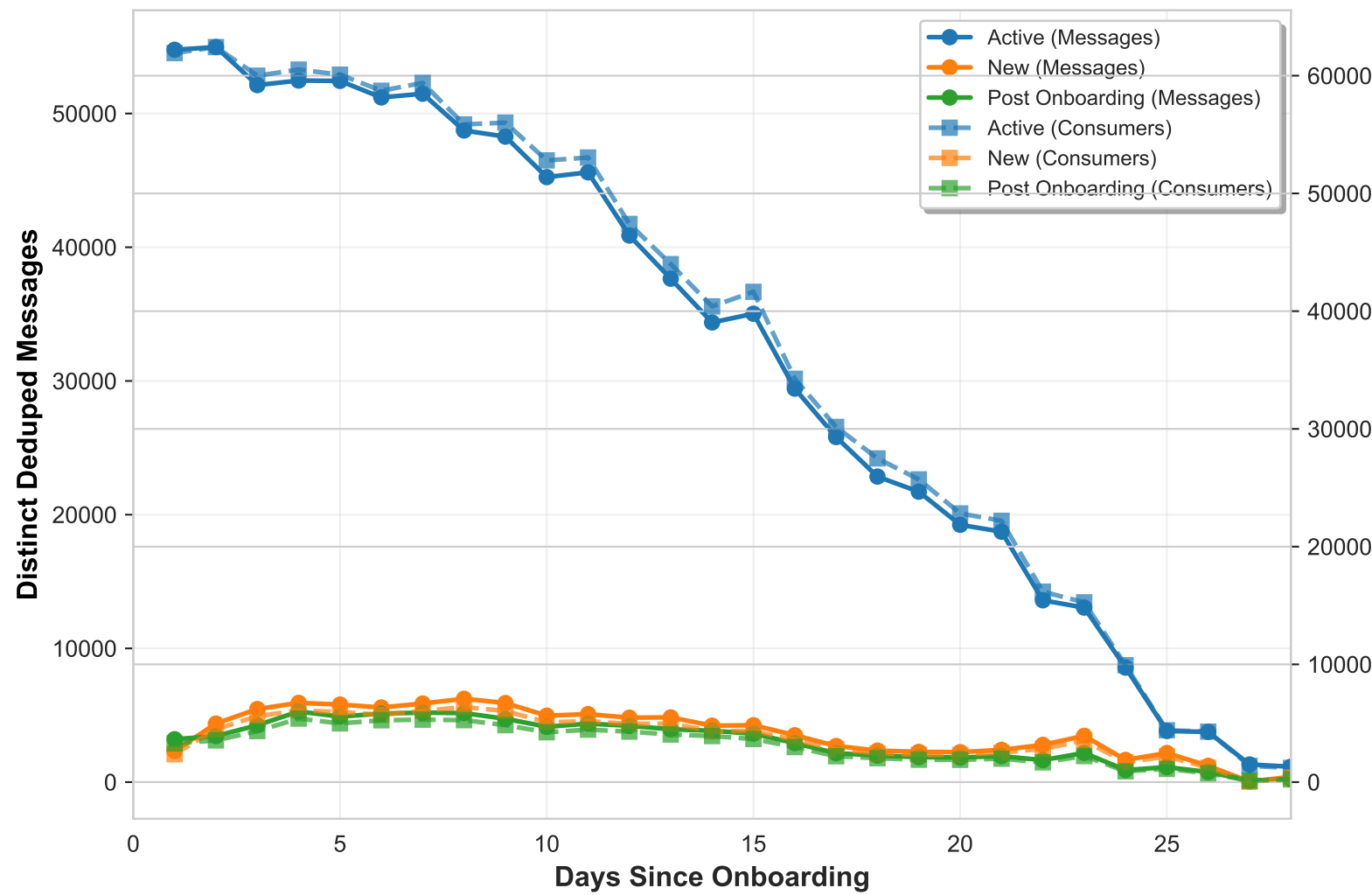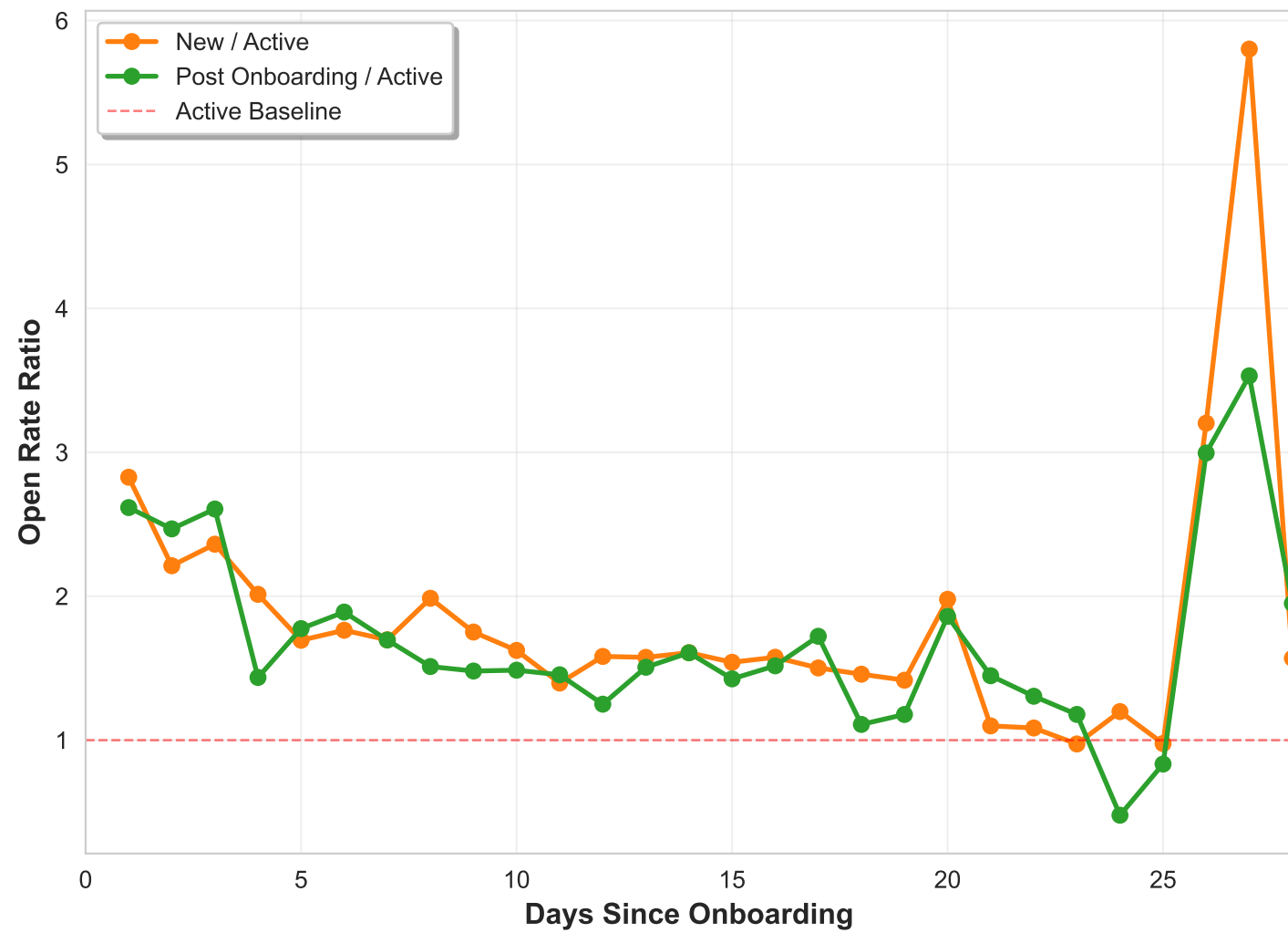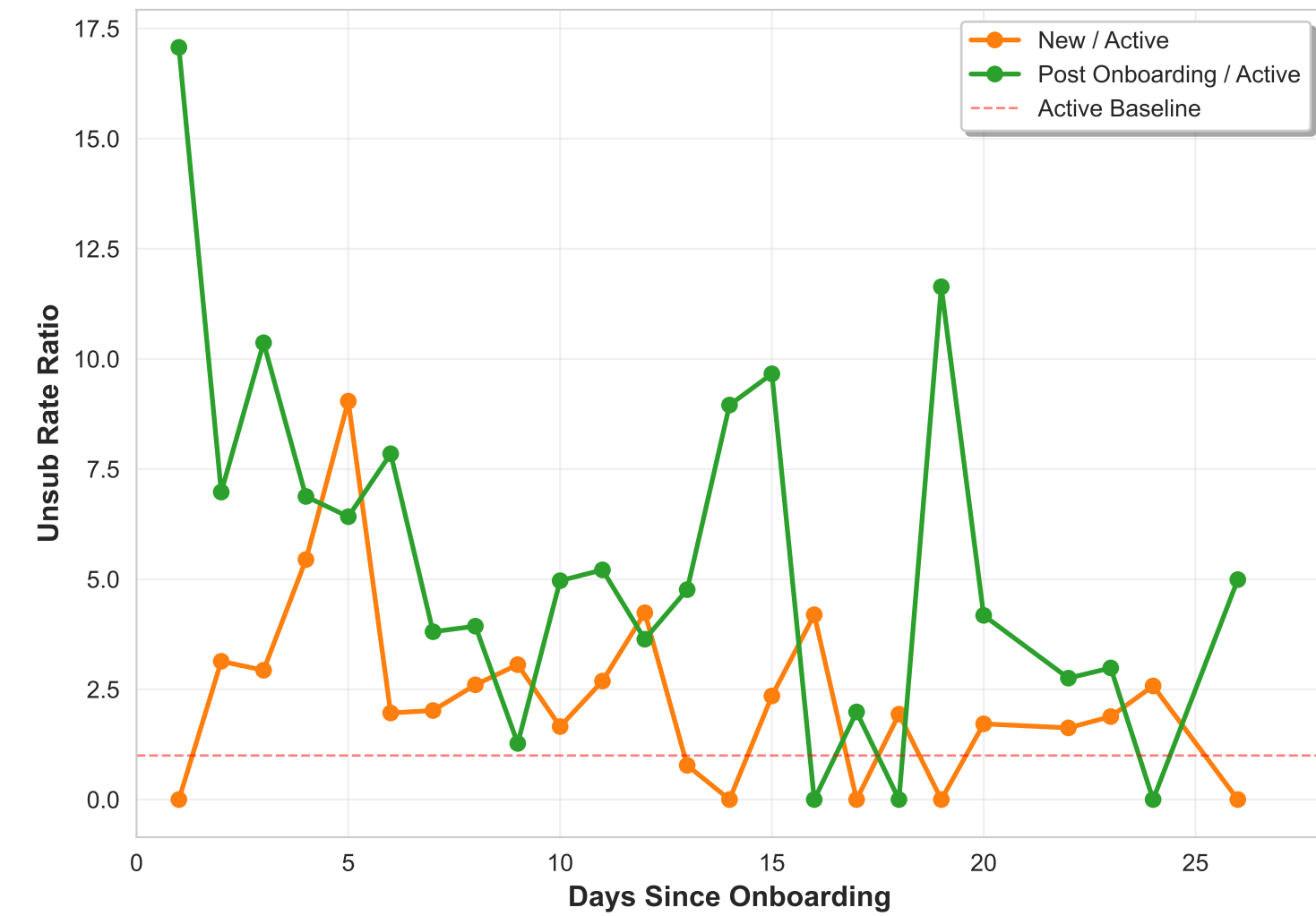
4. Uninstall Rate Ratio (vs Active Baseline)

5. Order Rate Ratio (vs Active Baseline)

Is Npws - Notification Metrics

1. Distinct Deduped Messages and Distinct Consumers by Days Since Onboarding
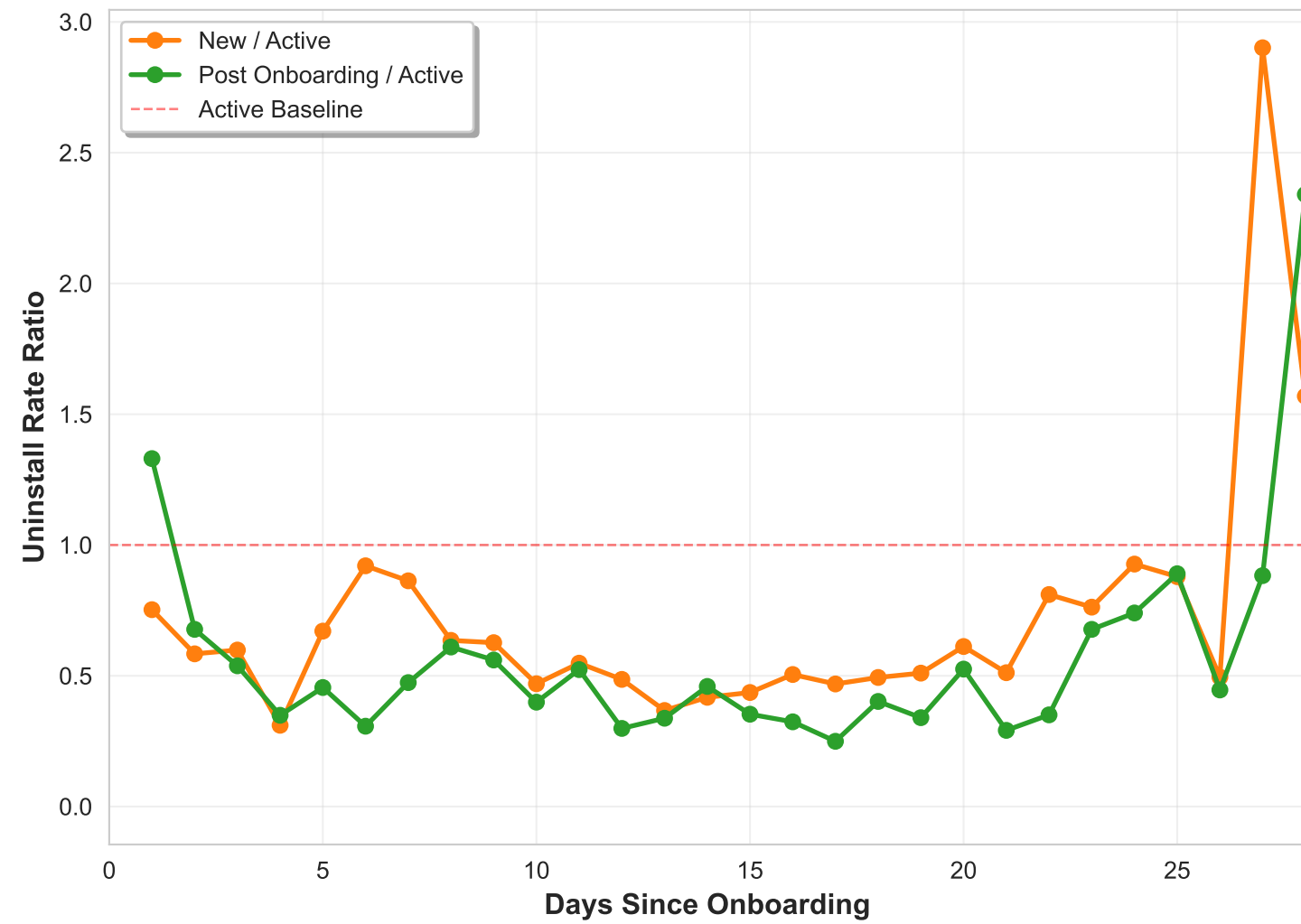
Legend:
- Active (Messages)
- New (Messages)
- Post Onboarding (Messages)
- Active (Consumers)
- New (Consumers)
- Post Onboarding (Consumers)

X-axis: Days Since Onboarding
Y-axis (left): Distinct Deduped Messages
Y-axis (right): Distinct Consumers

2. Open Rate Ratio (vs Active Baseline)

Legend:
- New / Active
- Post Onboarding / Active
- Active Baseline

X-axis: Days Since Onboarding
Y-axis: Open Rate Ratio

3. Unsubscribe Rate Ratio (vs Active Baseline)

Legend:
- New / Active
- Post Onboarding / Active
- Active Baseline

X-axis: Days Since Onboarding
Y-axis: Unsub Rate Ratio

4. Uninstall Rate Ratio (vs Active Baseline)

Legend:
- New / Active
- Post Onboarding / Active
- Active Baseline

X-axis: Days Since Onboarding
Y-axis: Uninstall Rate Ratio

5. Order Rate Ratio (vs Active Baseline)

Legend:
- New / Active
- Post Onboarding / Active
- Active Baseline

X-axis: Days Since Onboarding
Y-axis: Order Rate Ratio

Is Fmx - Notification Metrics

1. Distinct Deduped Messages and Distinct Consumers by Days Since Onboarding
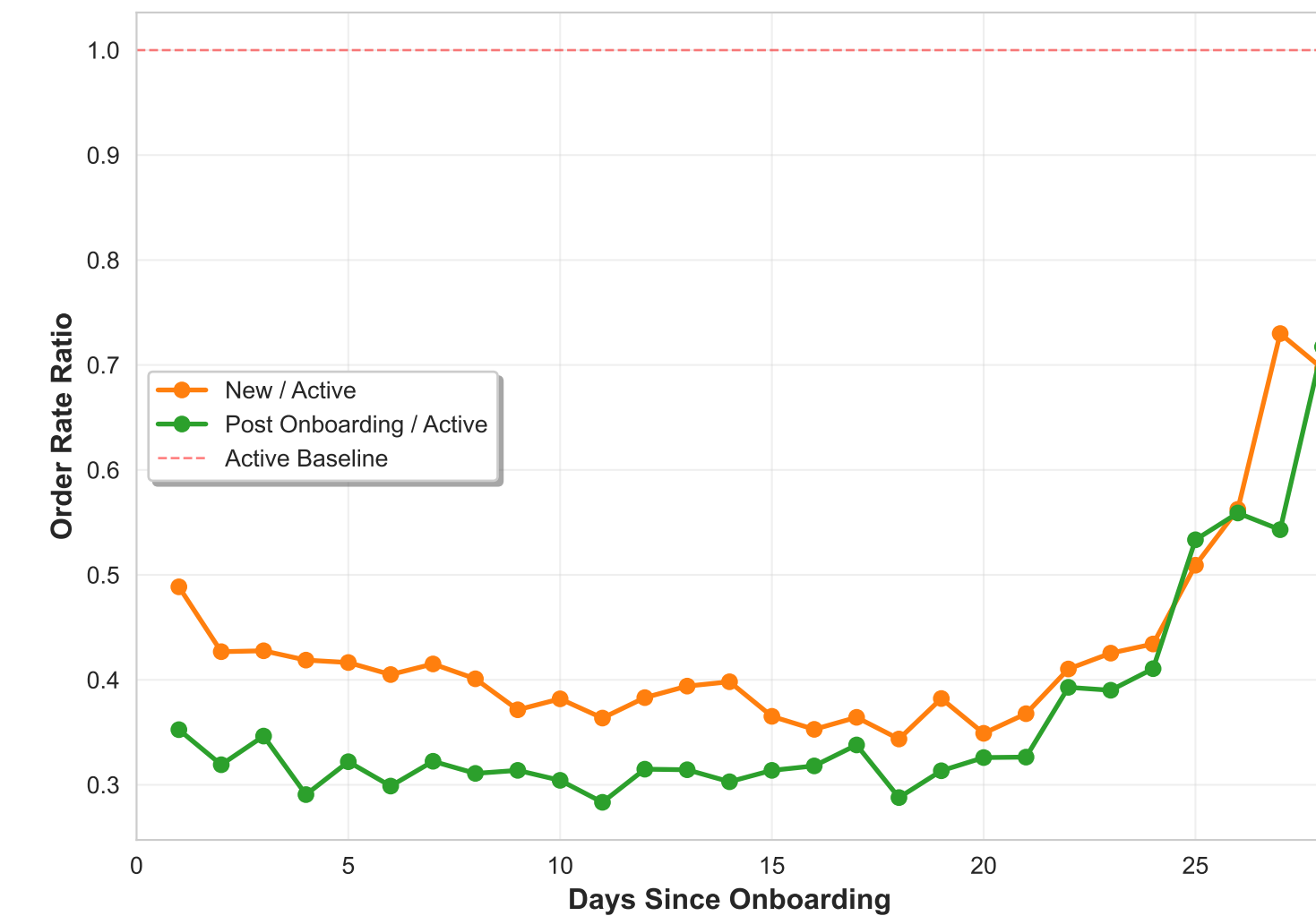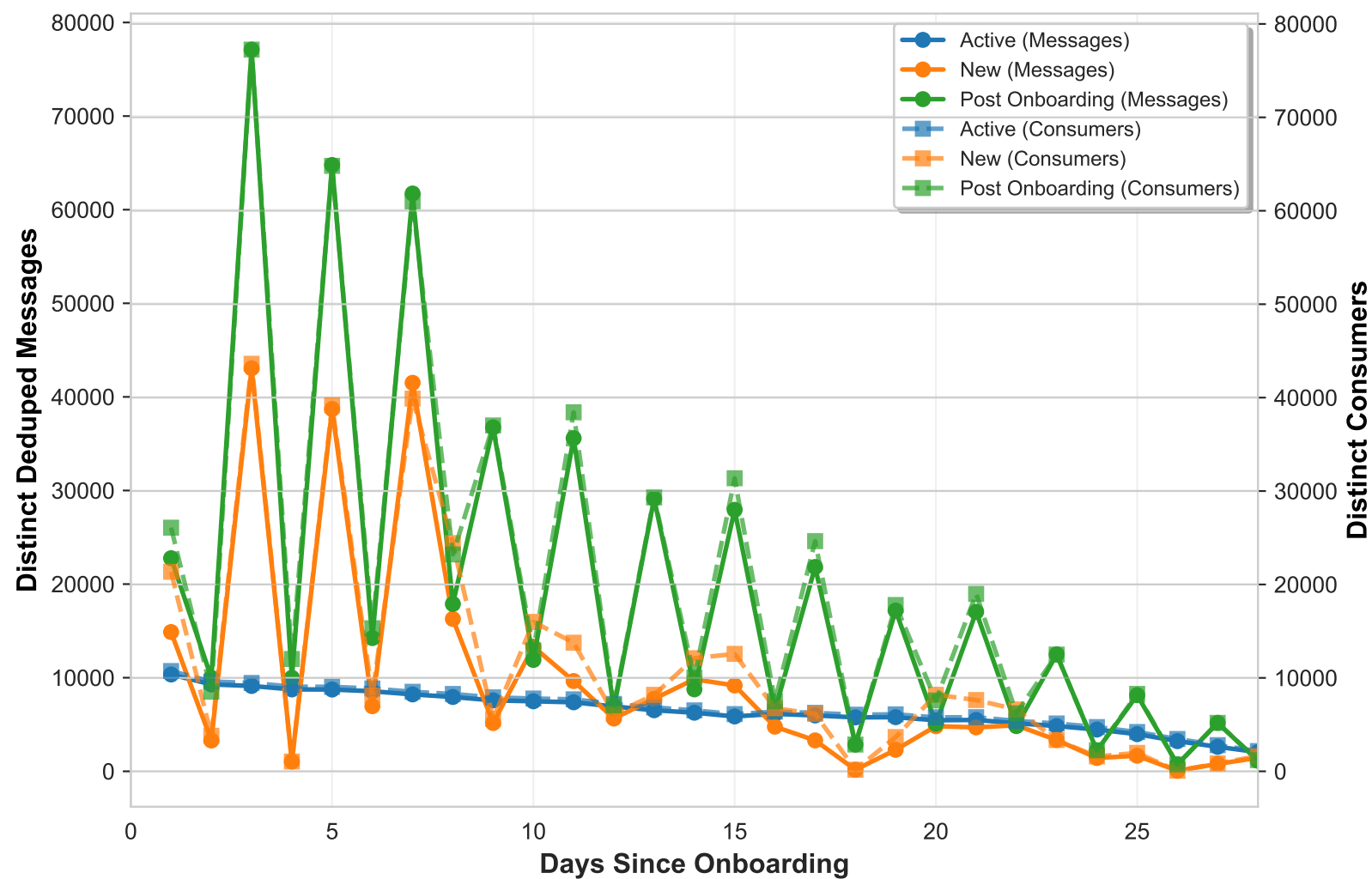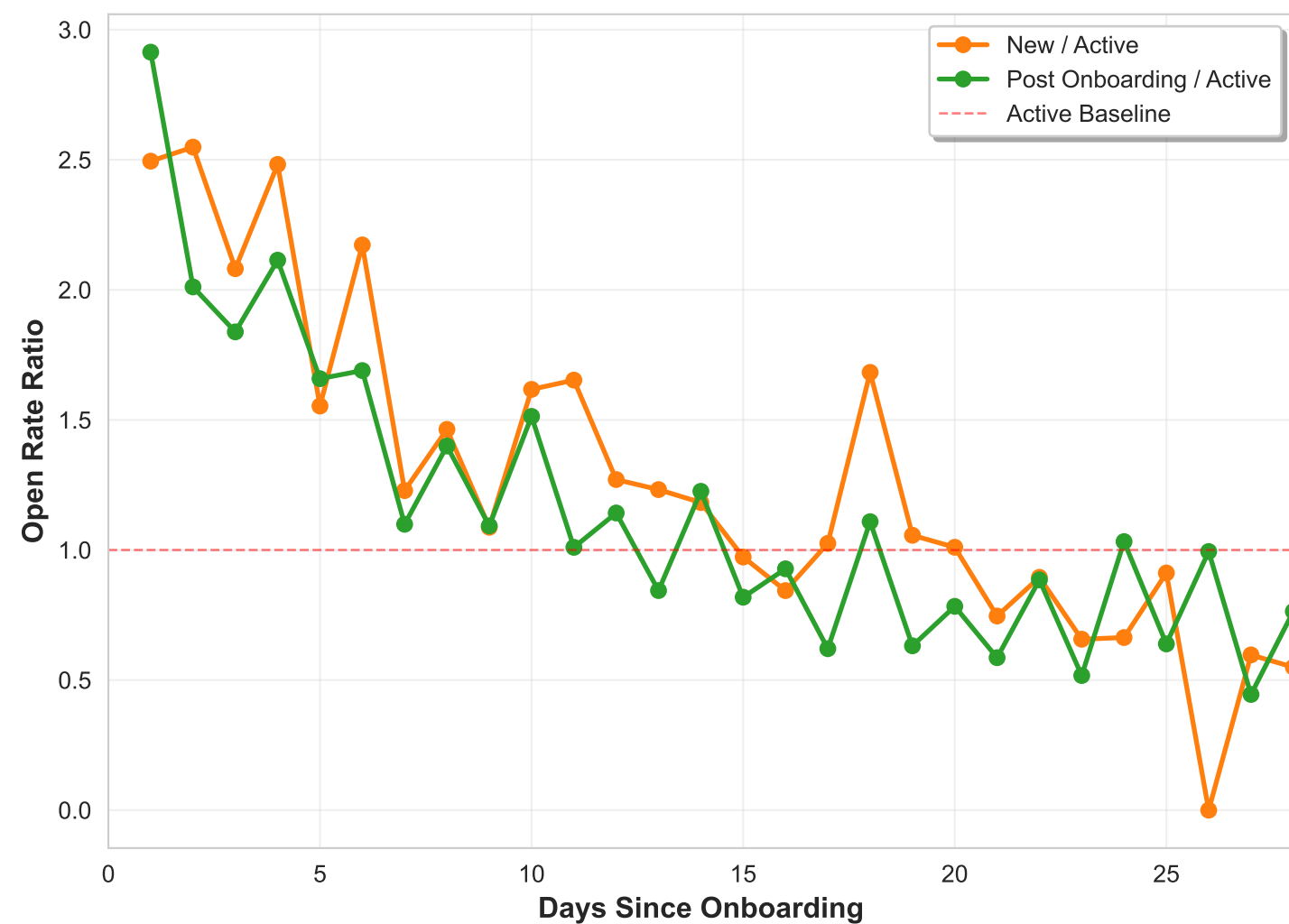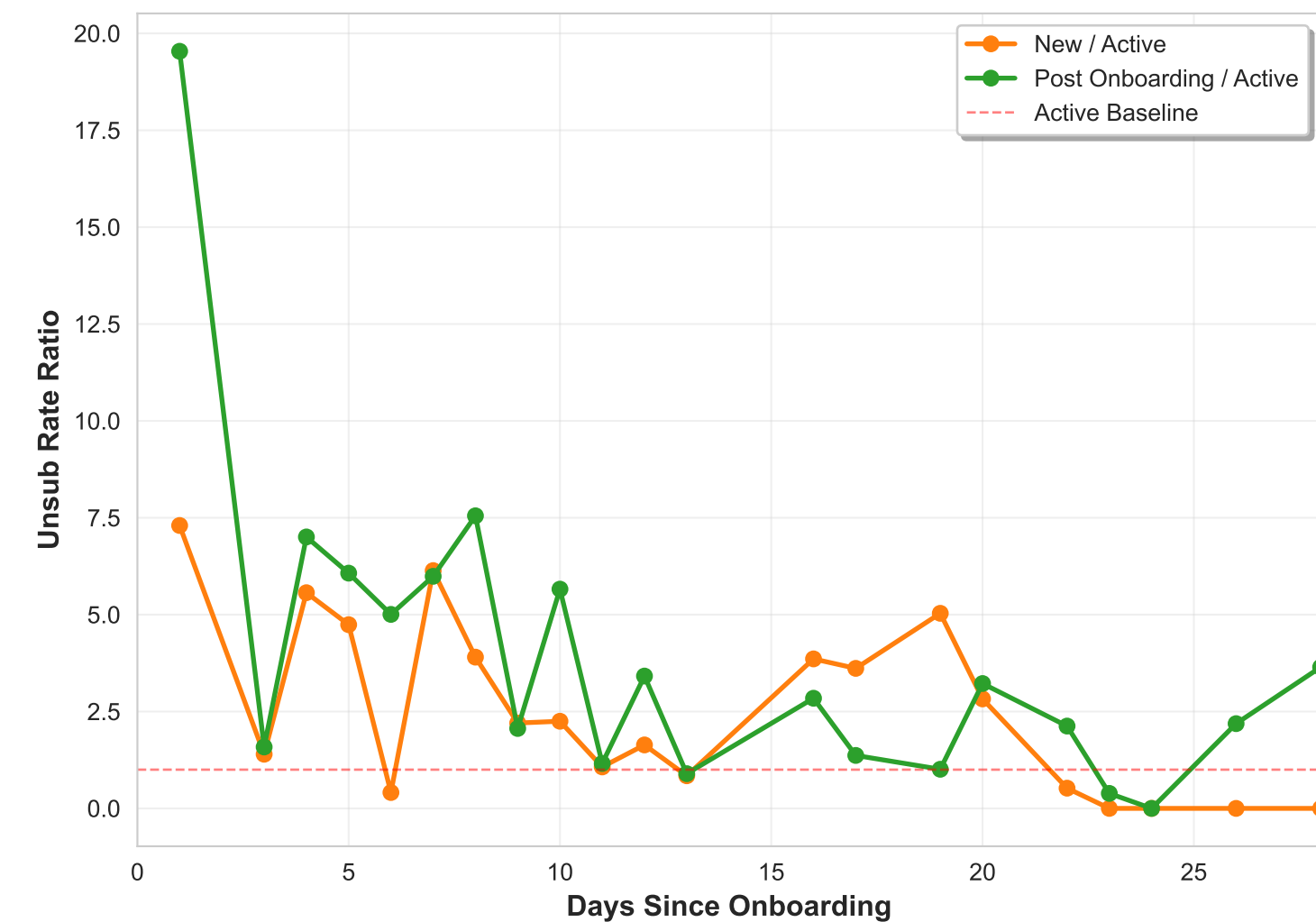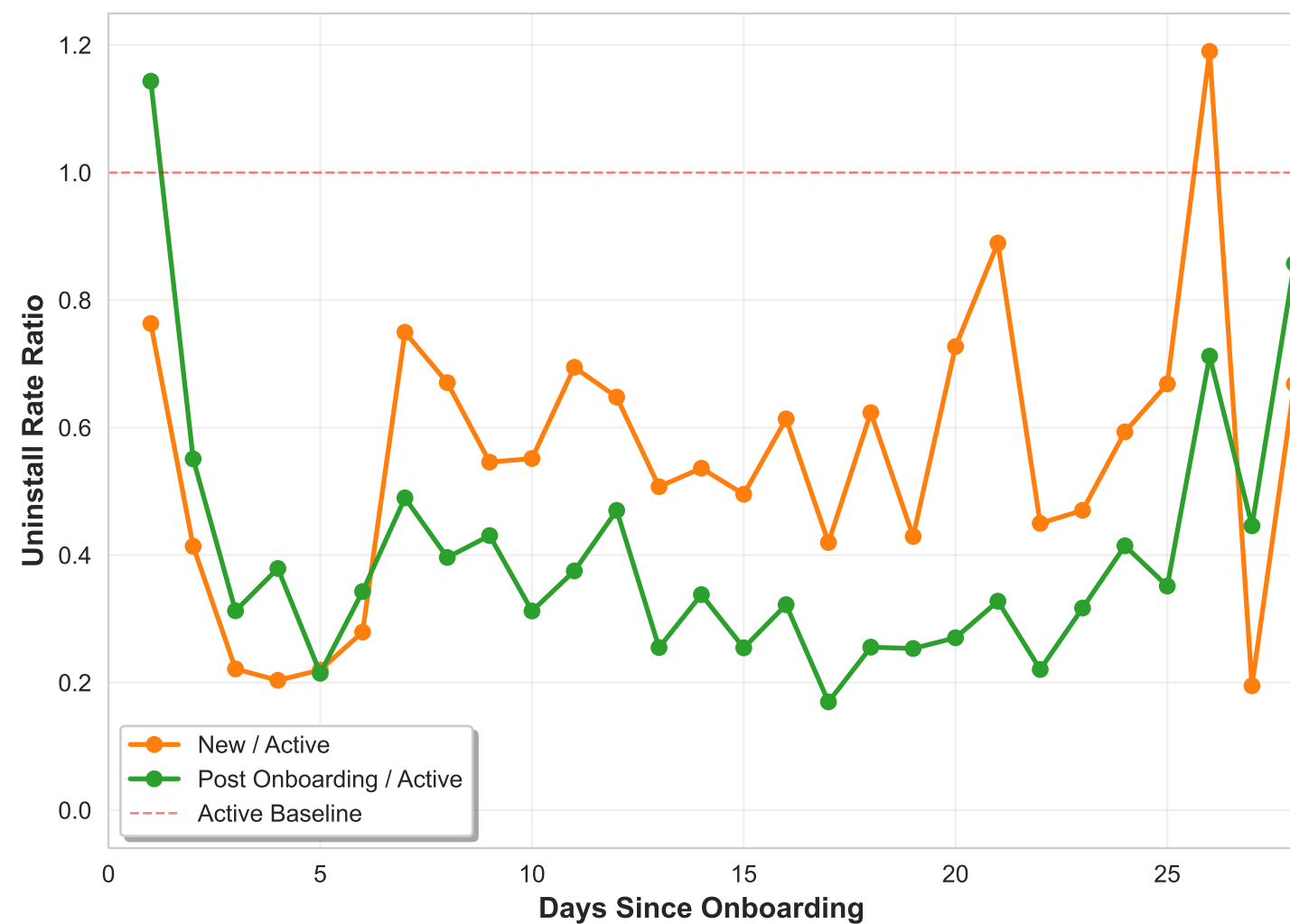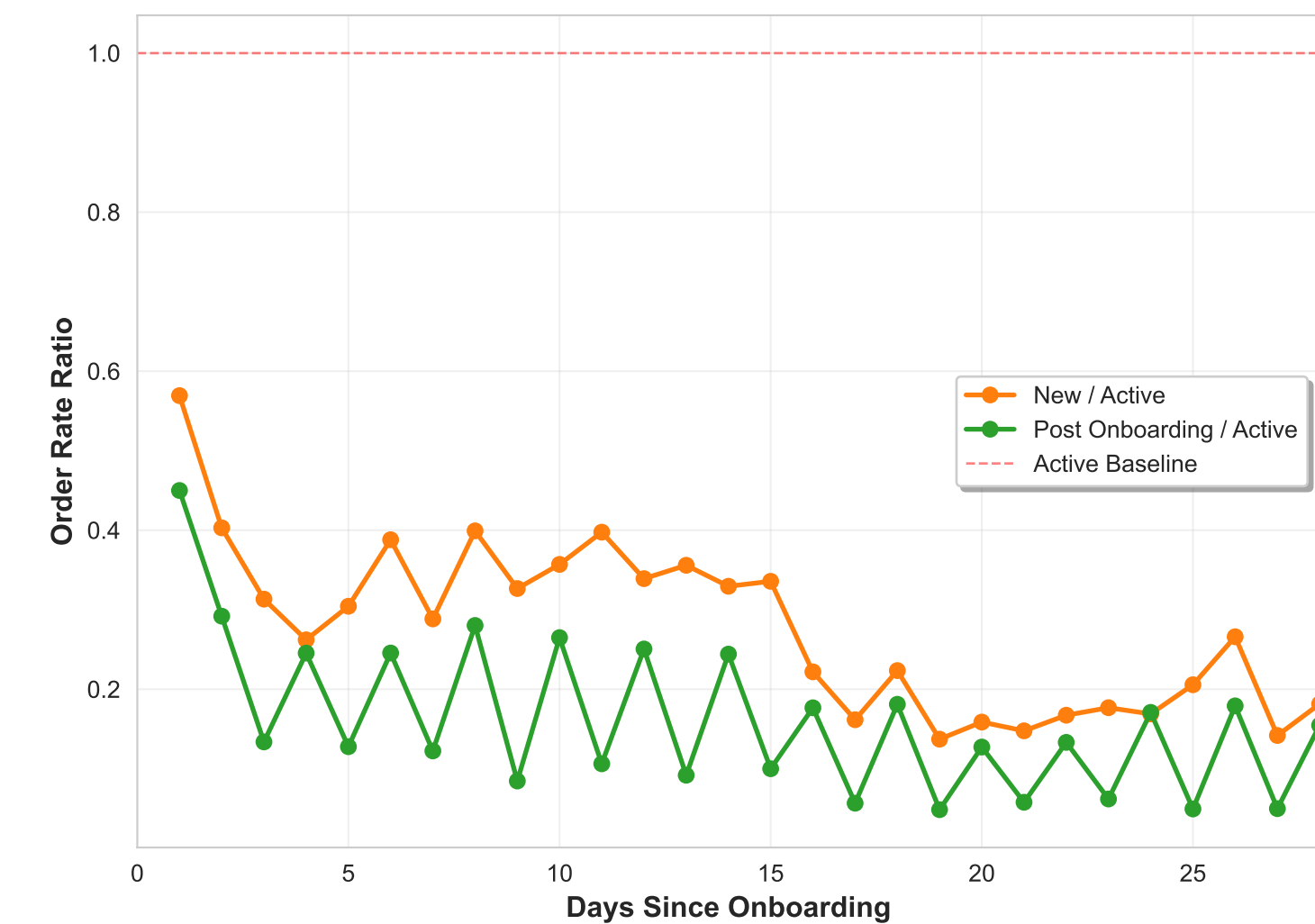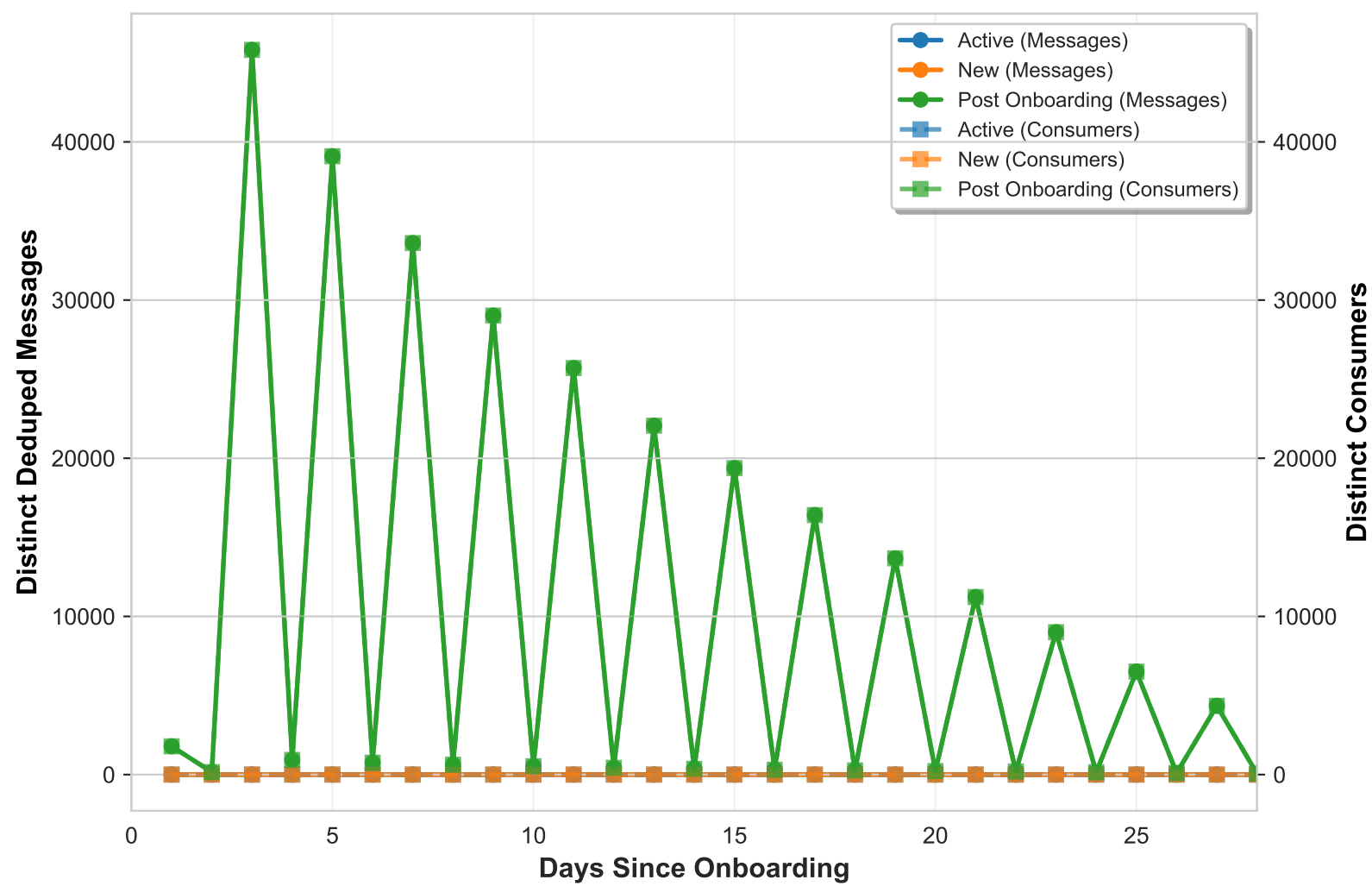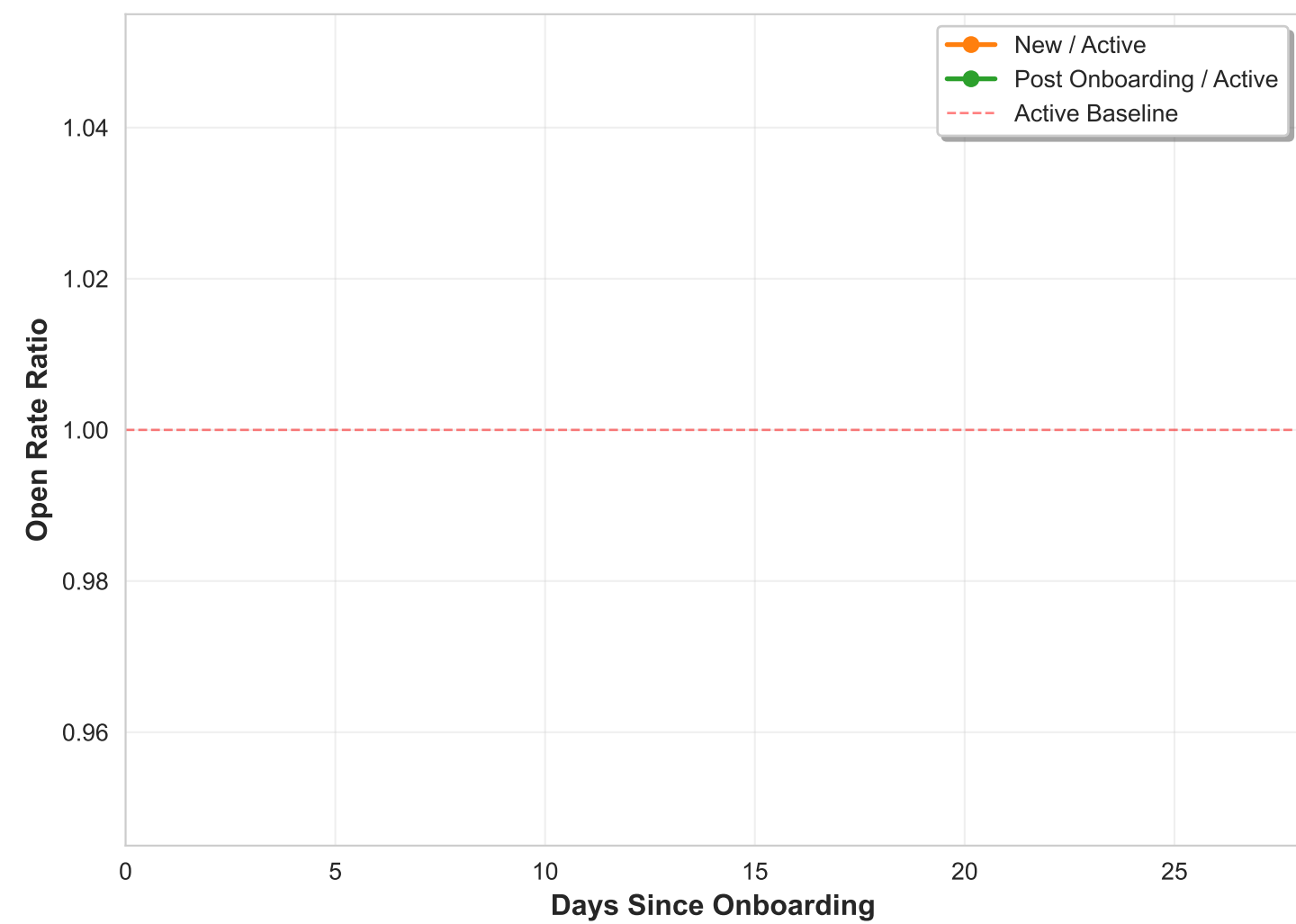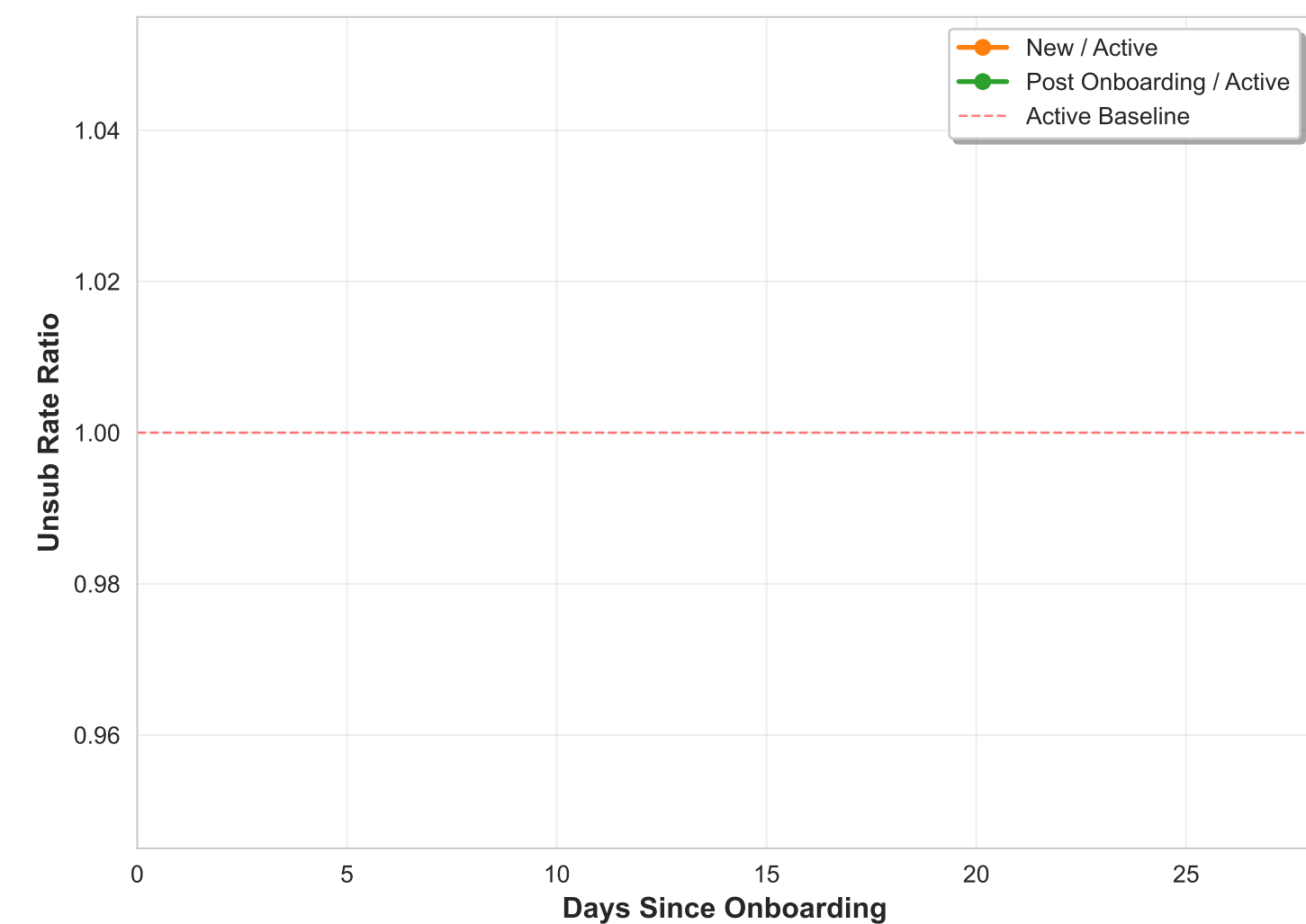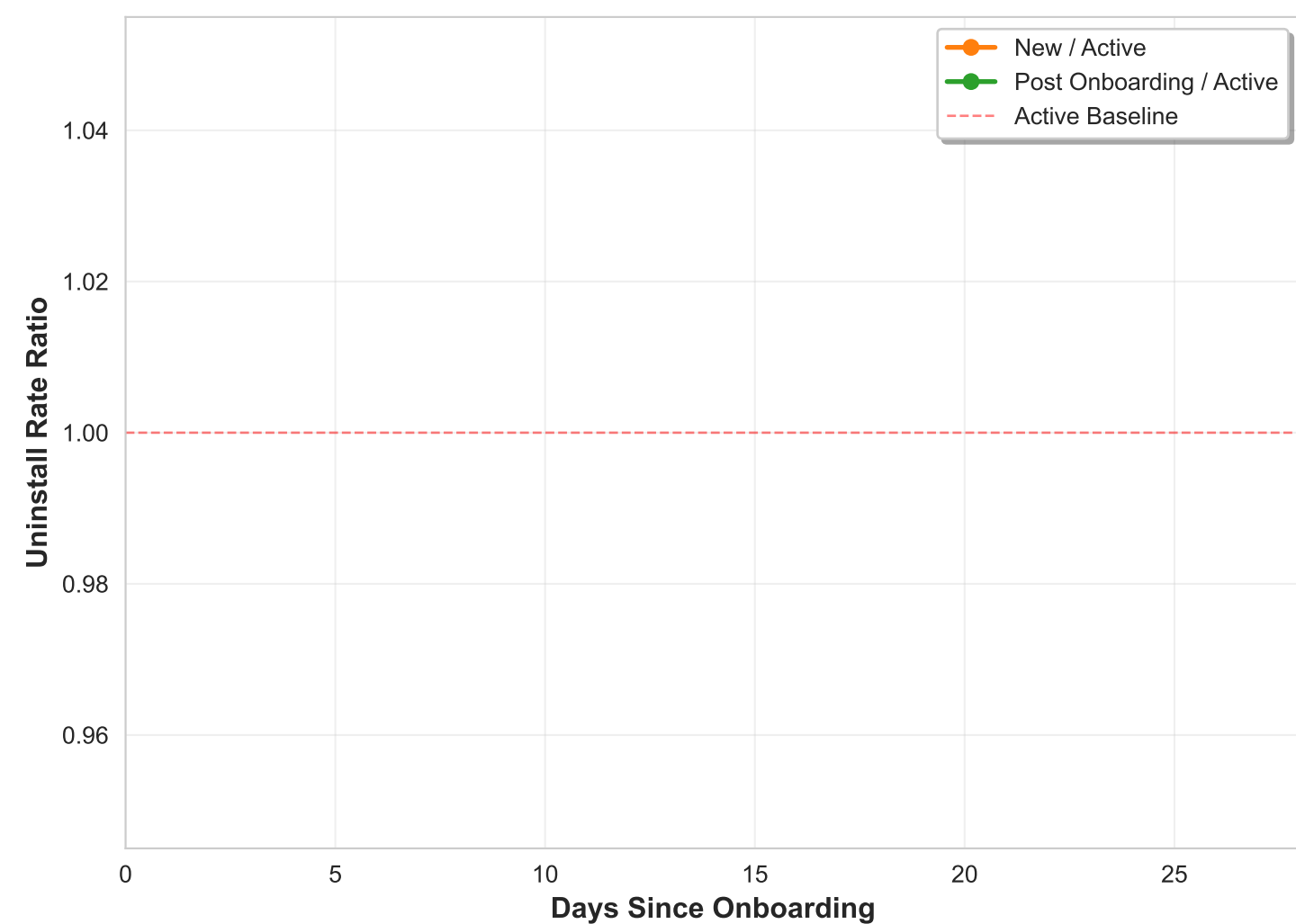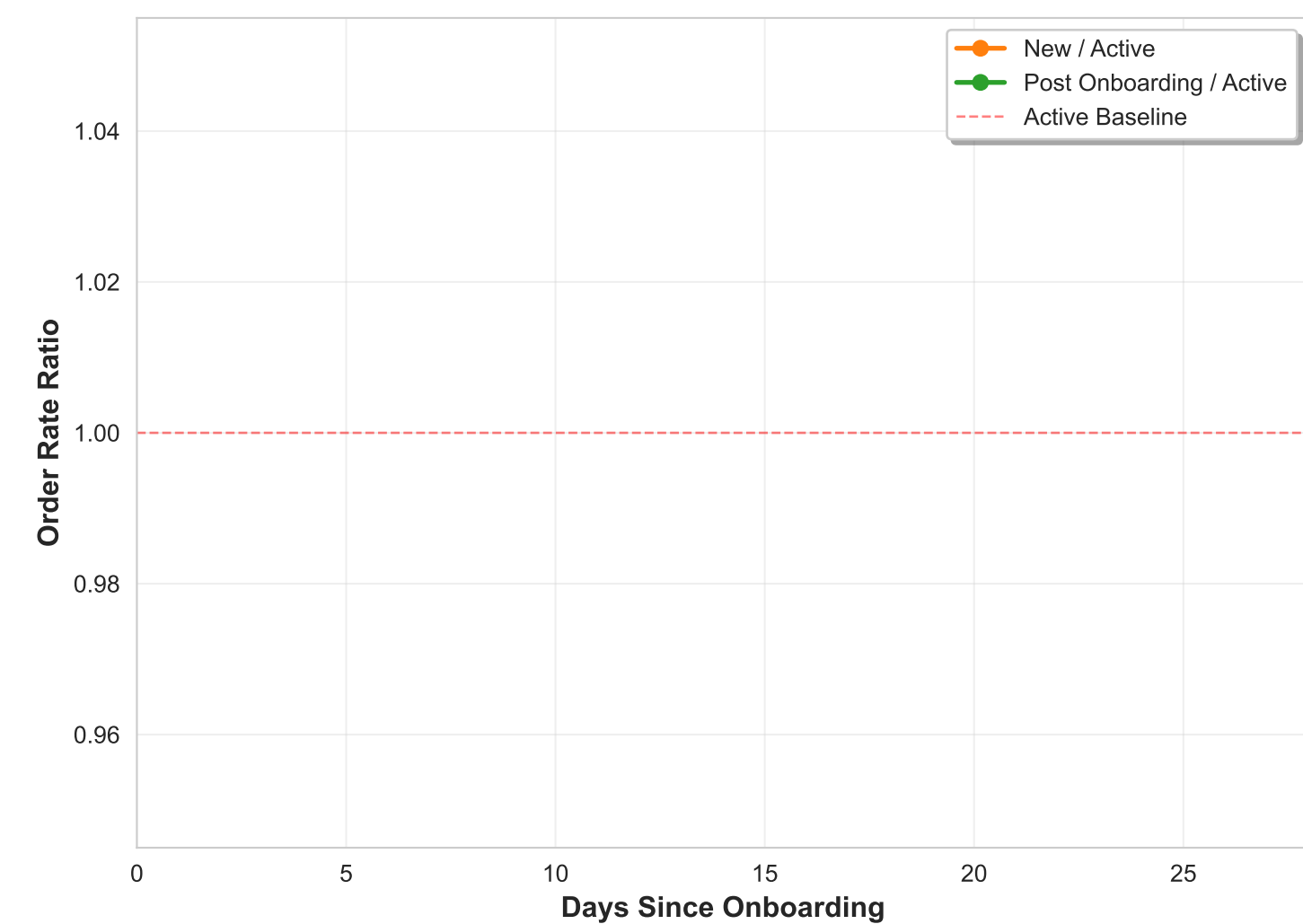
2. Open Rate Ratio (vs Active Baseline)

3. Unsubscribe Rate Ratio (vs Active Baseline)
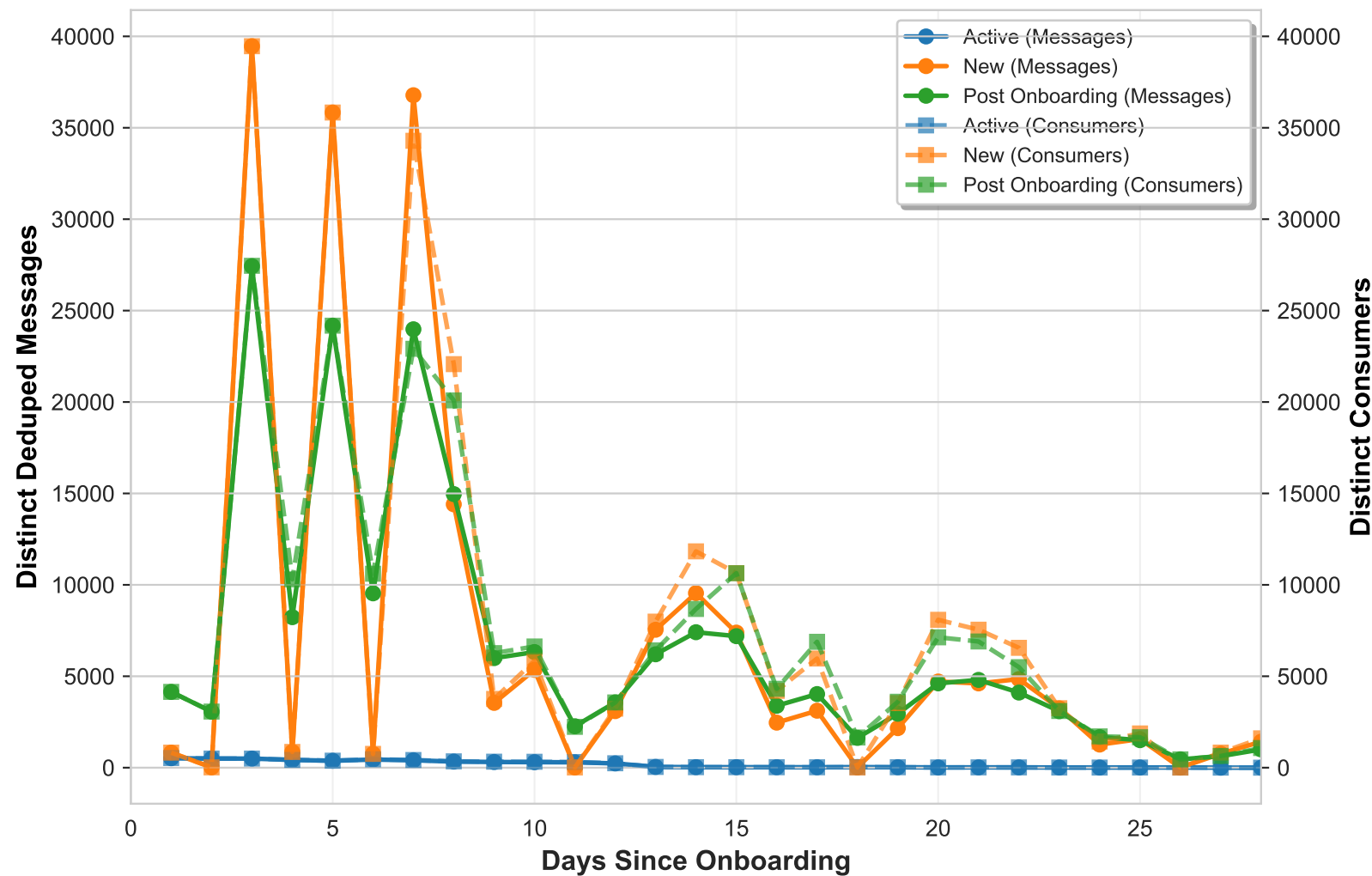
4. Uninstall Rate Ratio (vs Active Baseline)

5. Order Rate Ratio (vs Active Baseline)

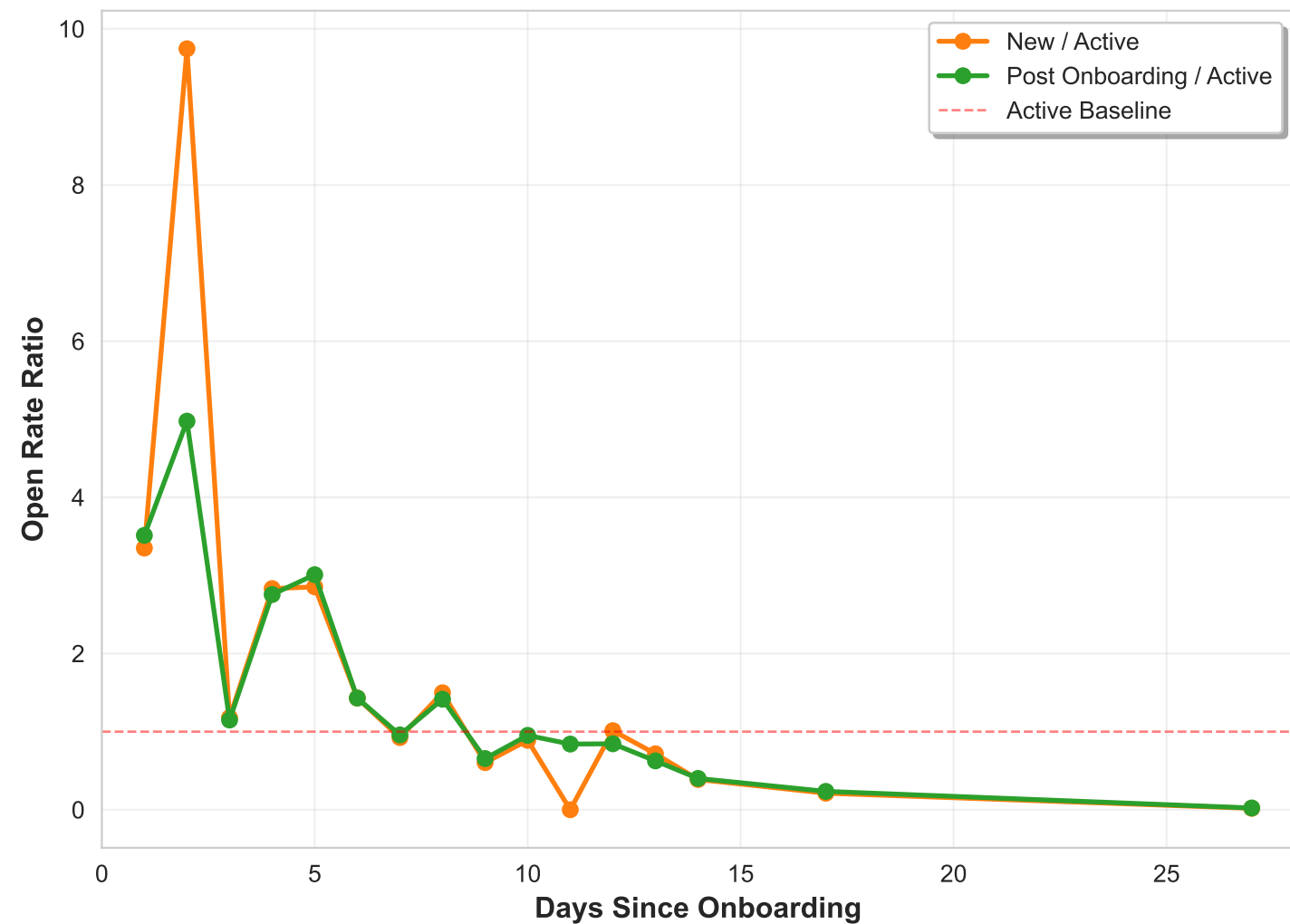# Is Challenge - Notification Metrics

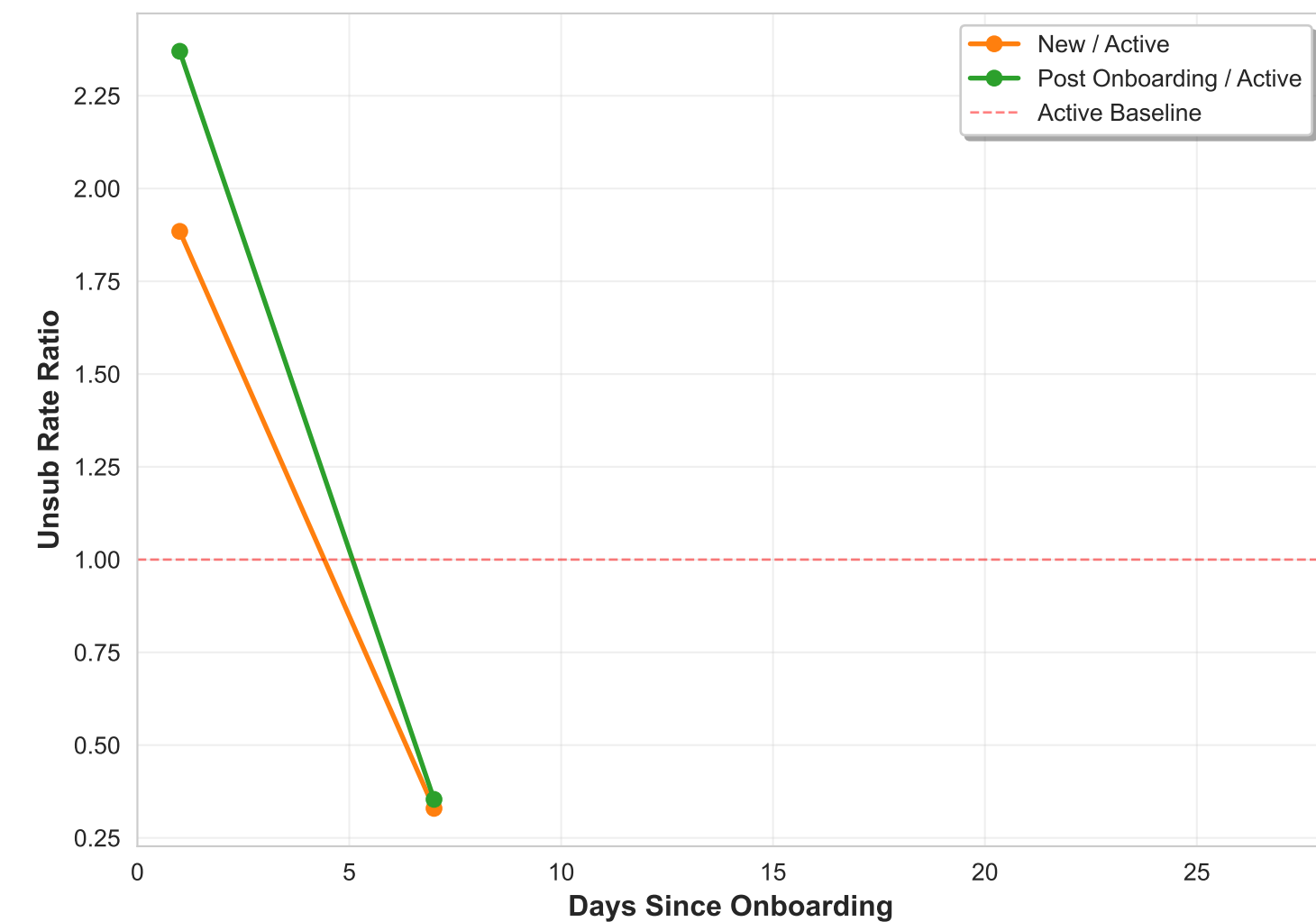# Is Abandon Campaign - Notification Metrics

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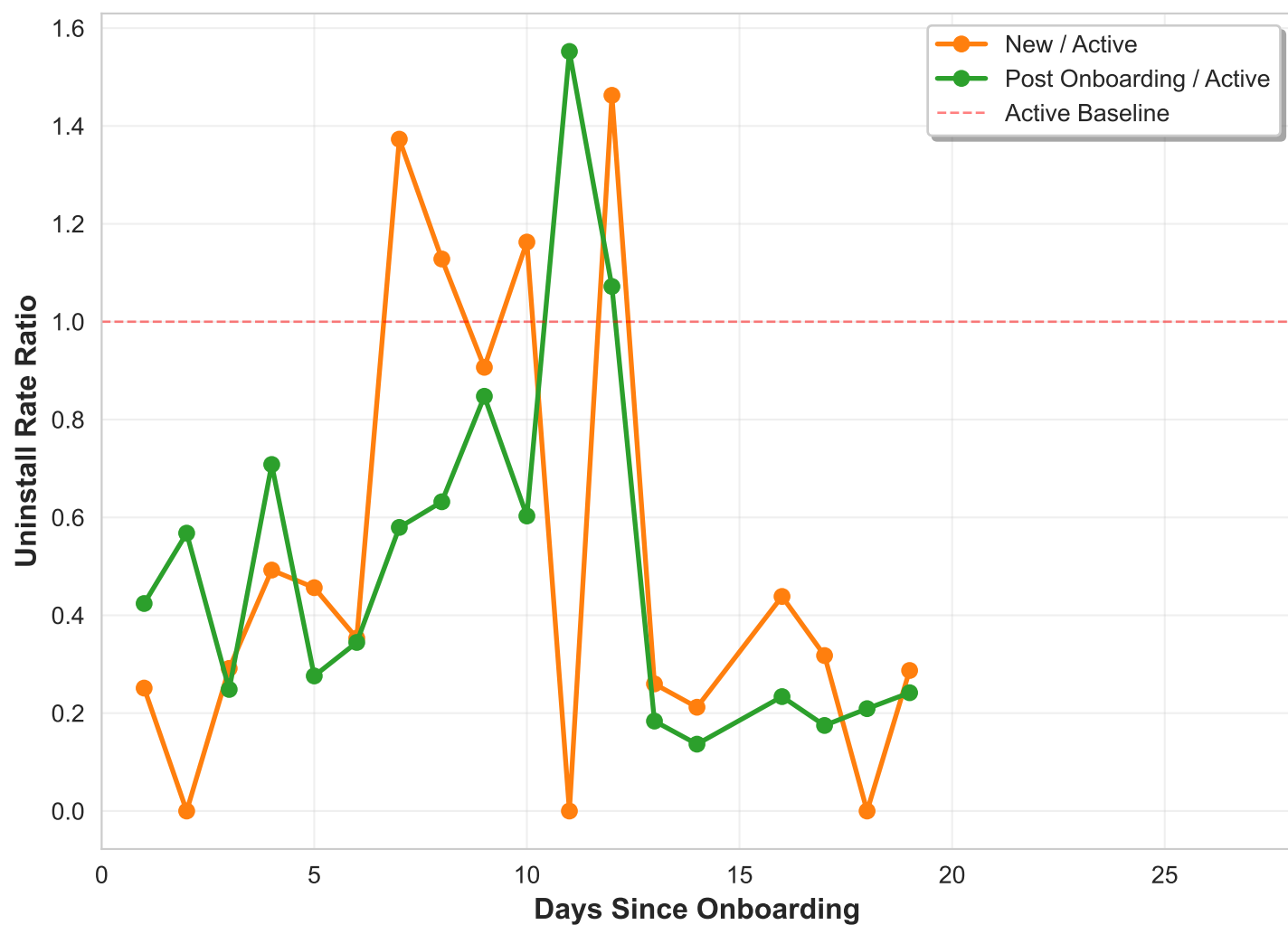

2. Open Rate Ratio (vs Active Baseline)
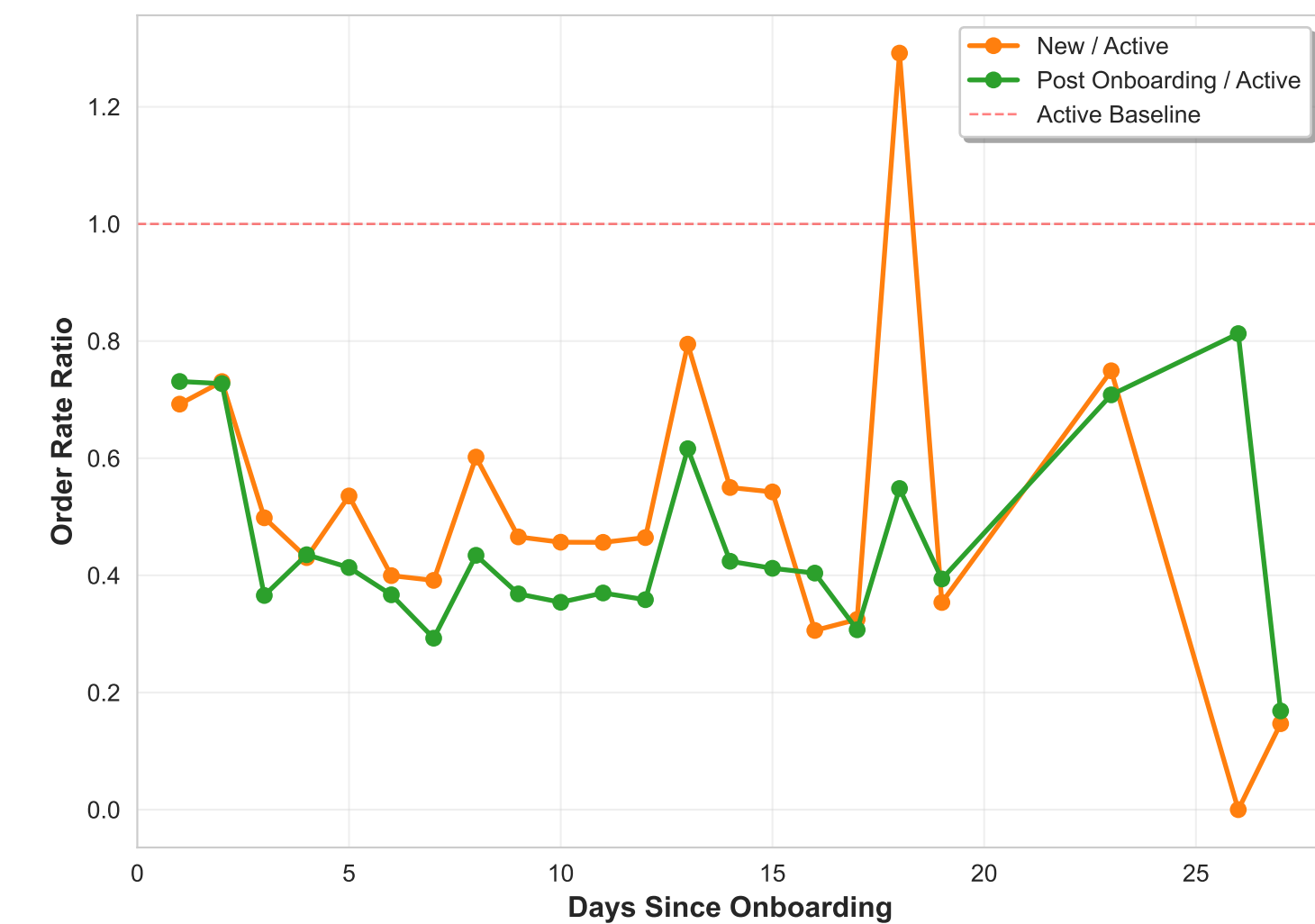

3. Unsubscribe Rate Ratio (vs Active Baseline)

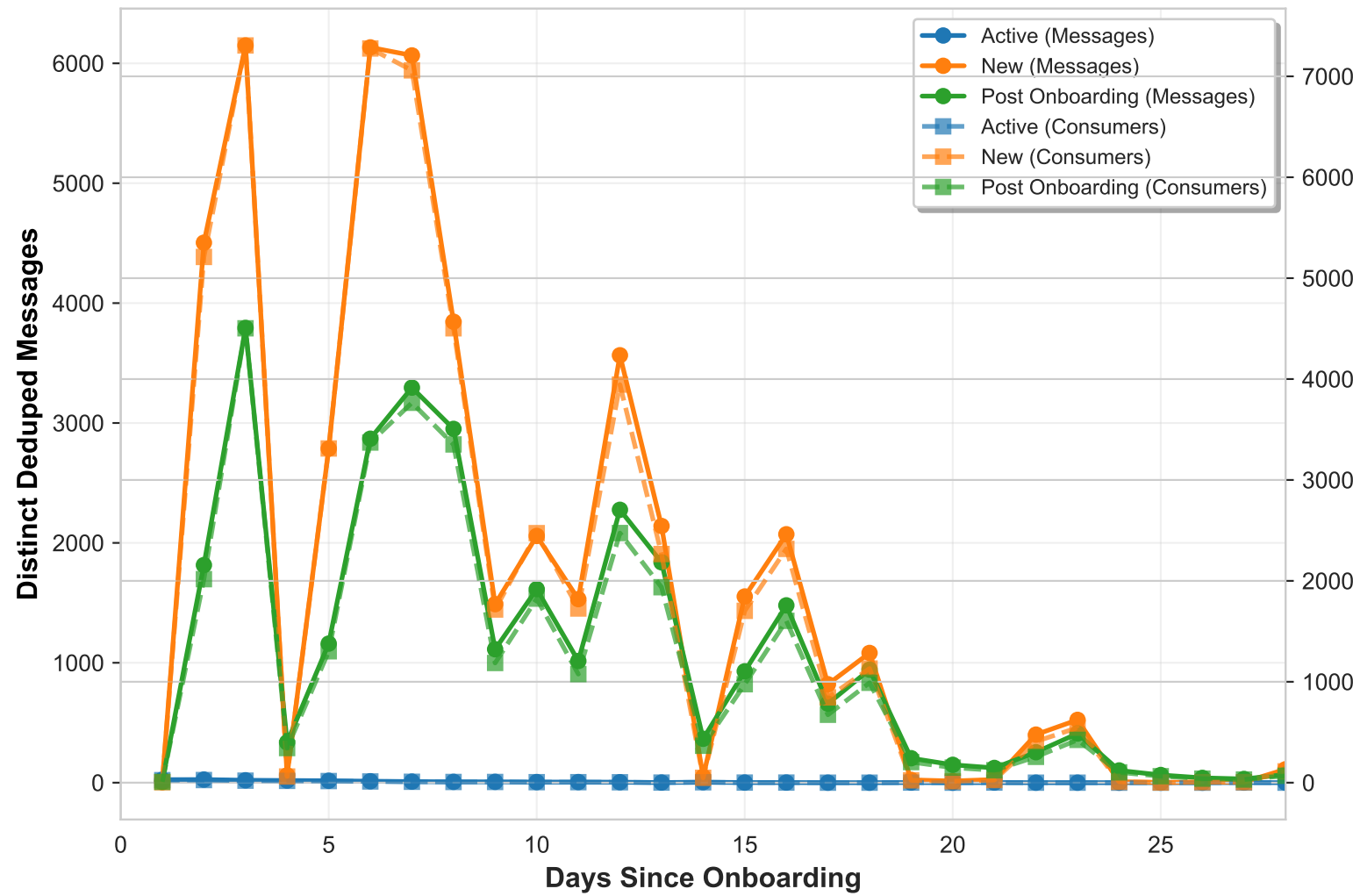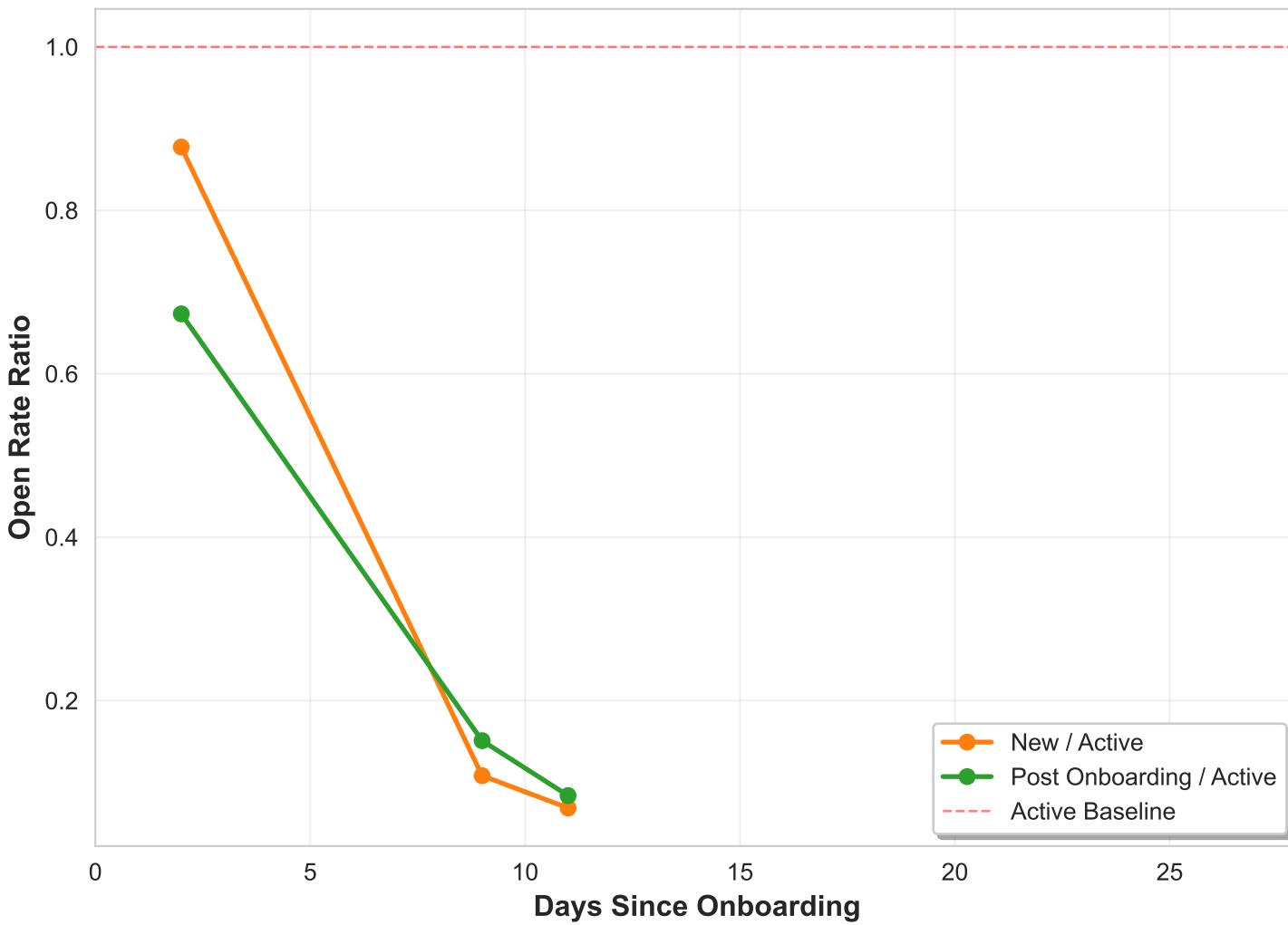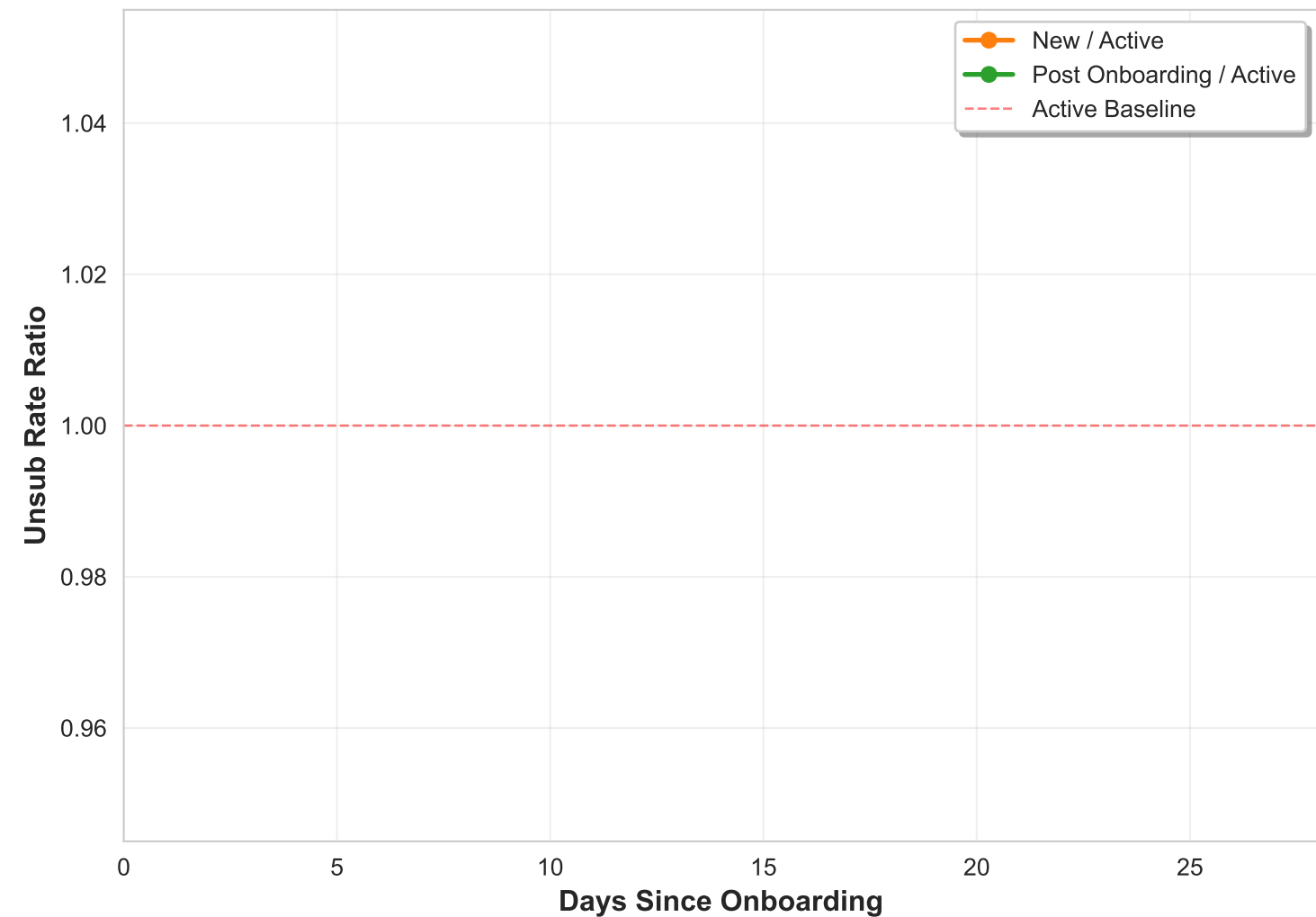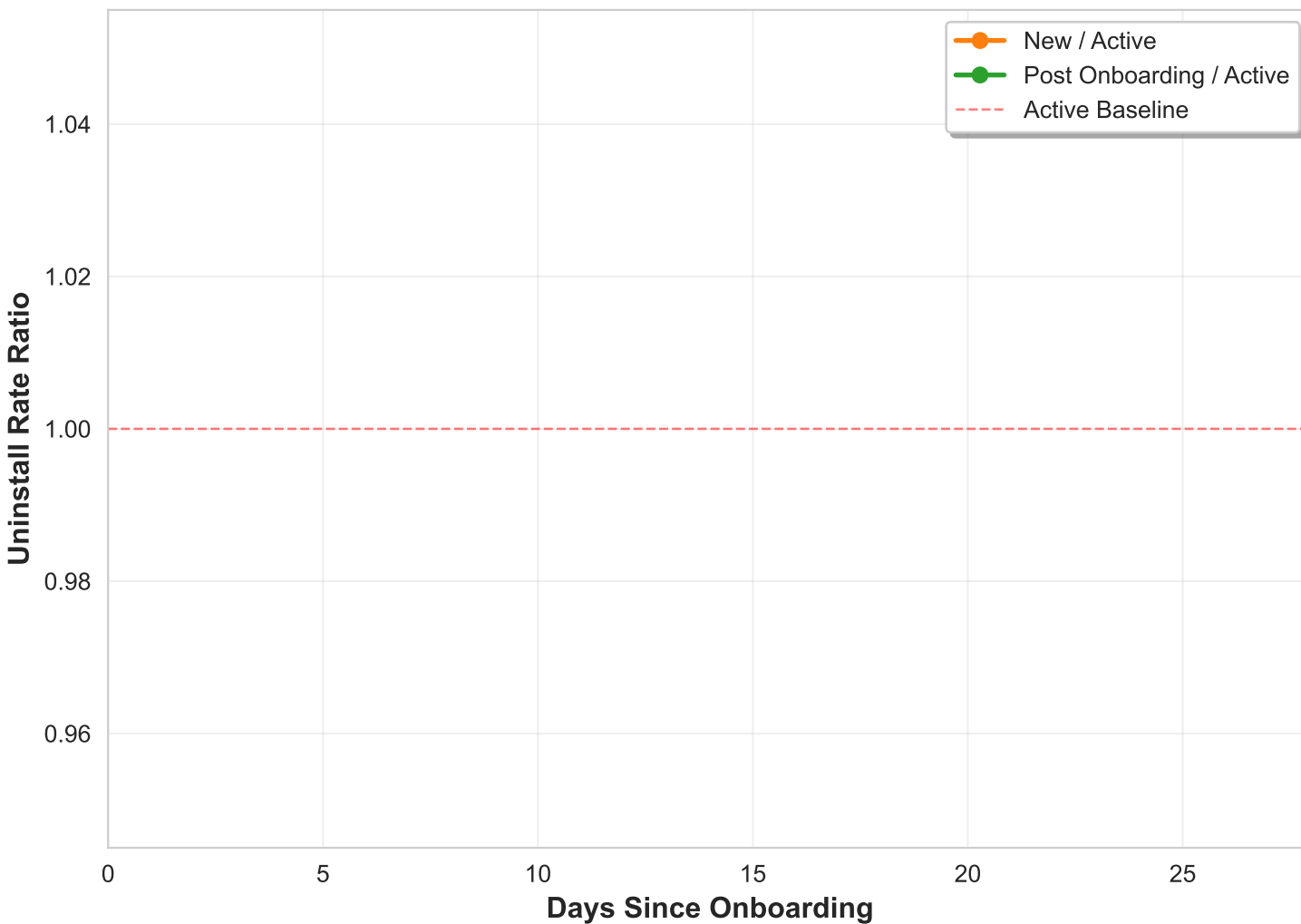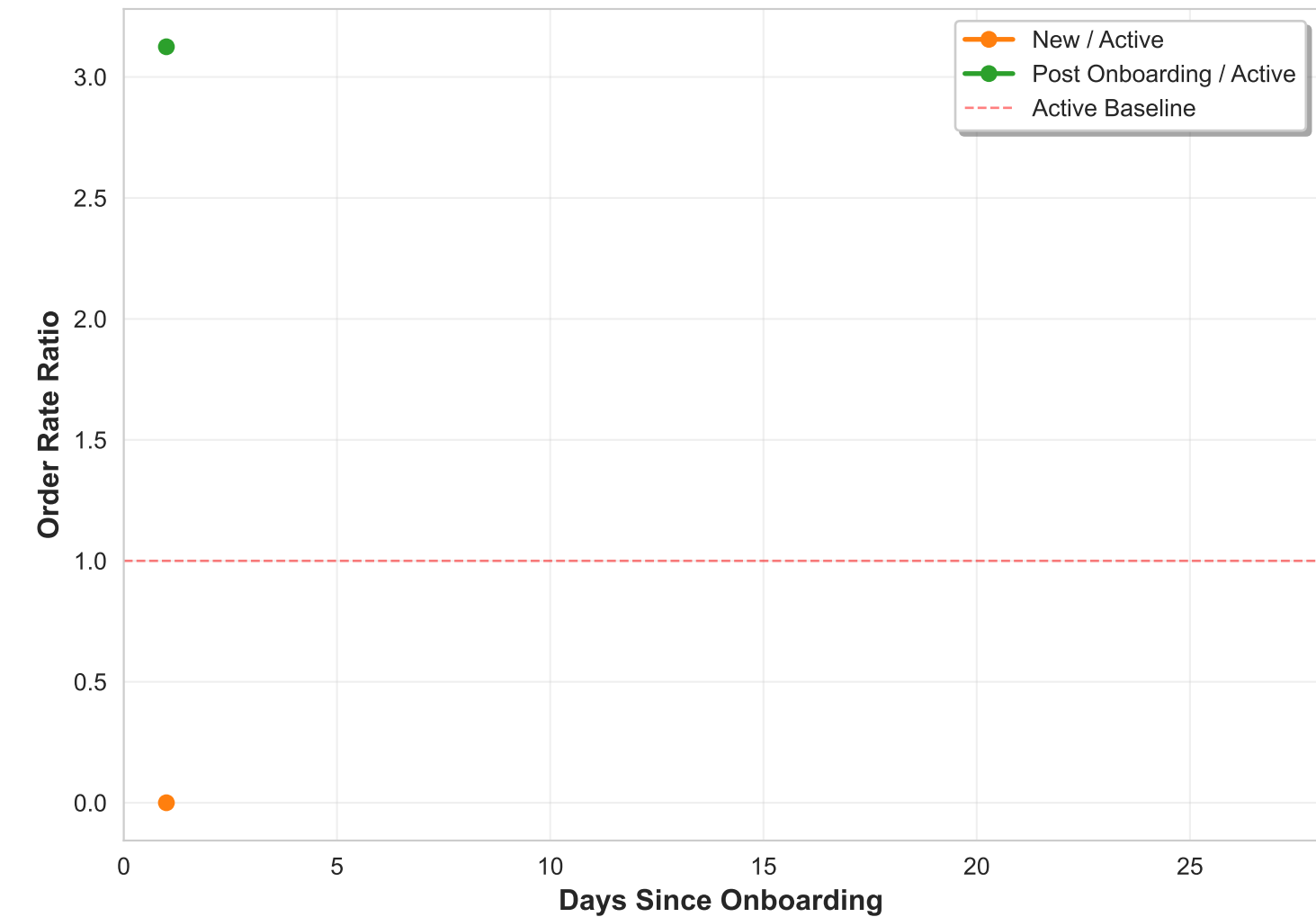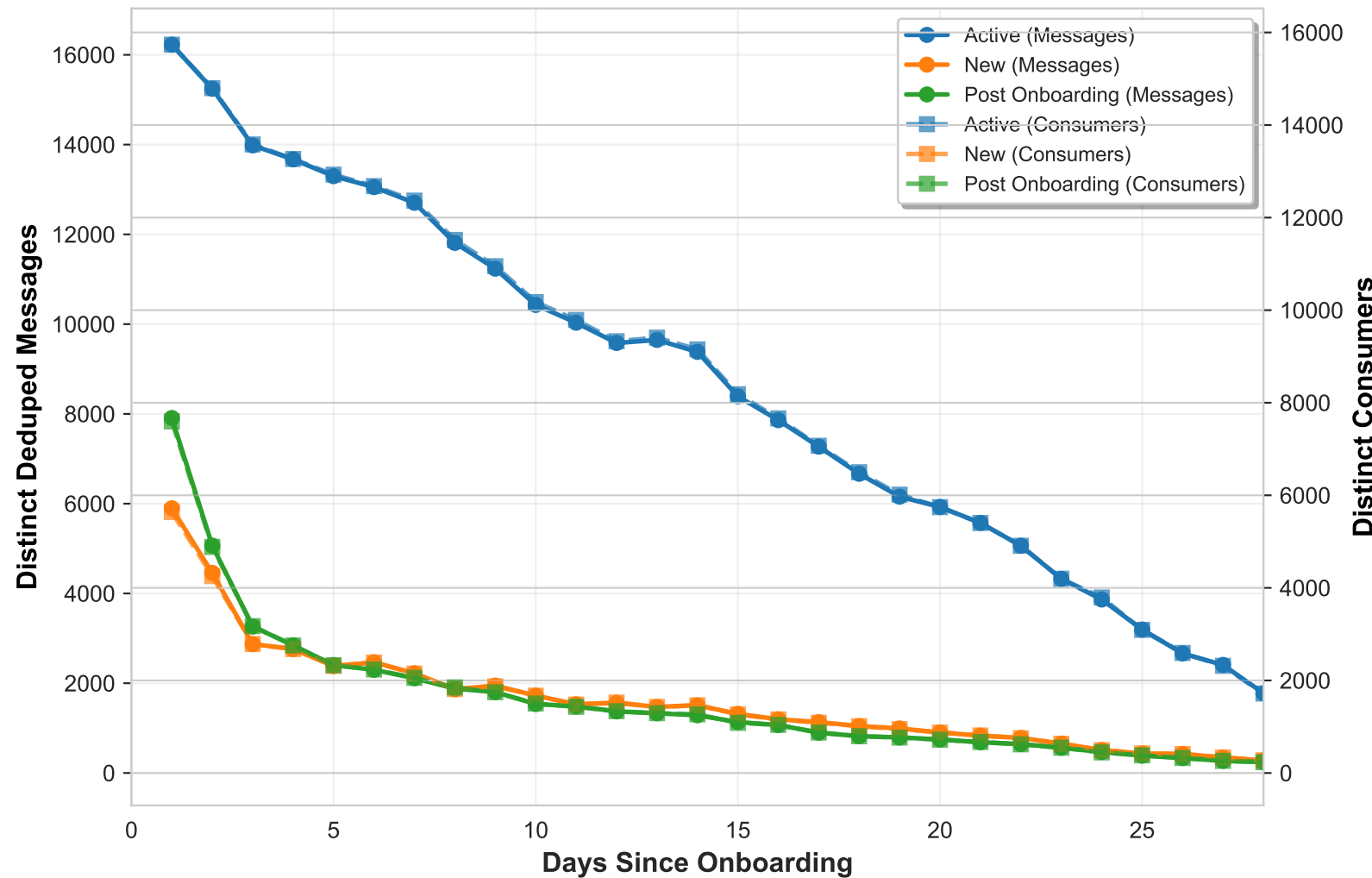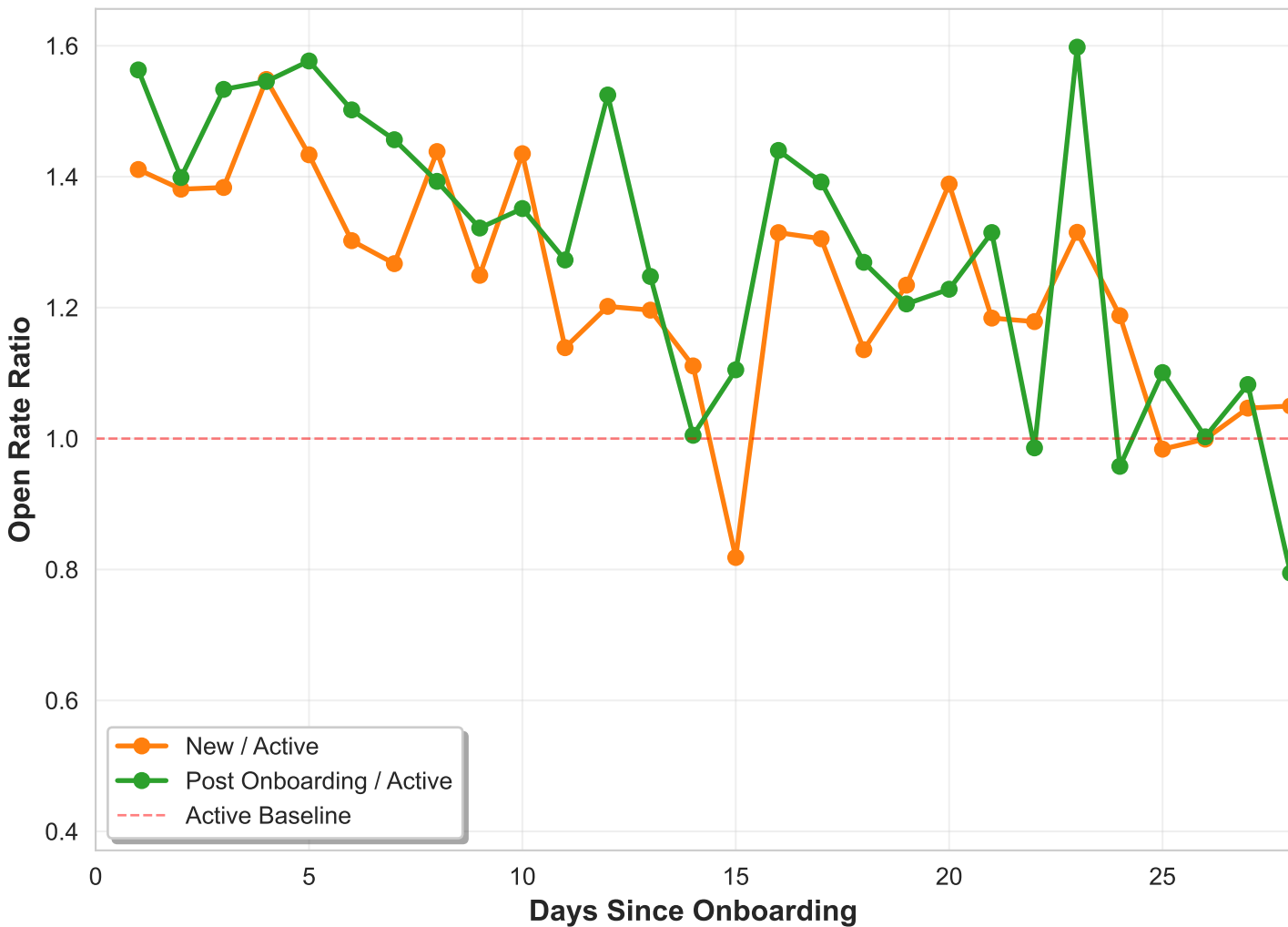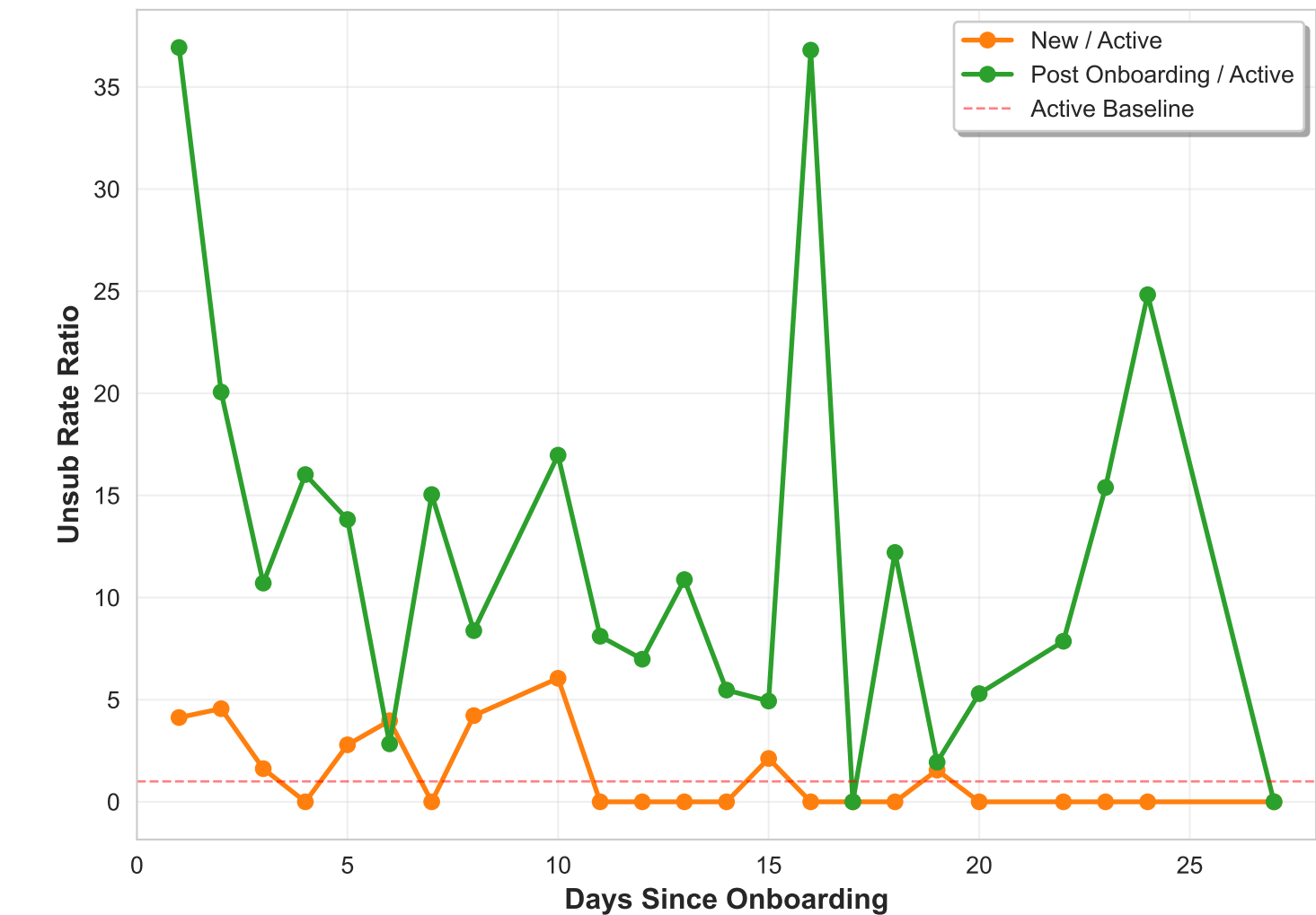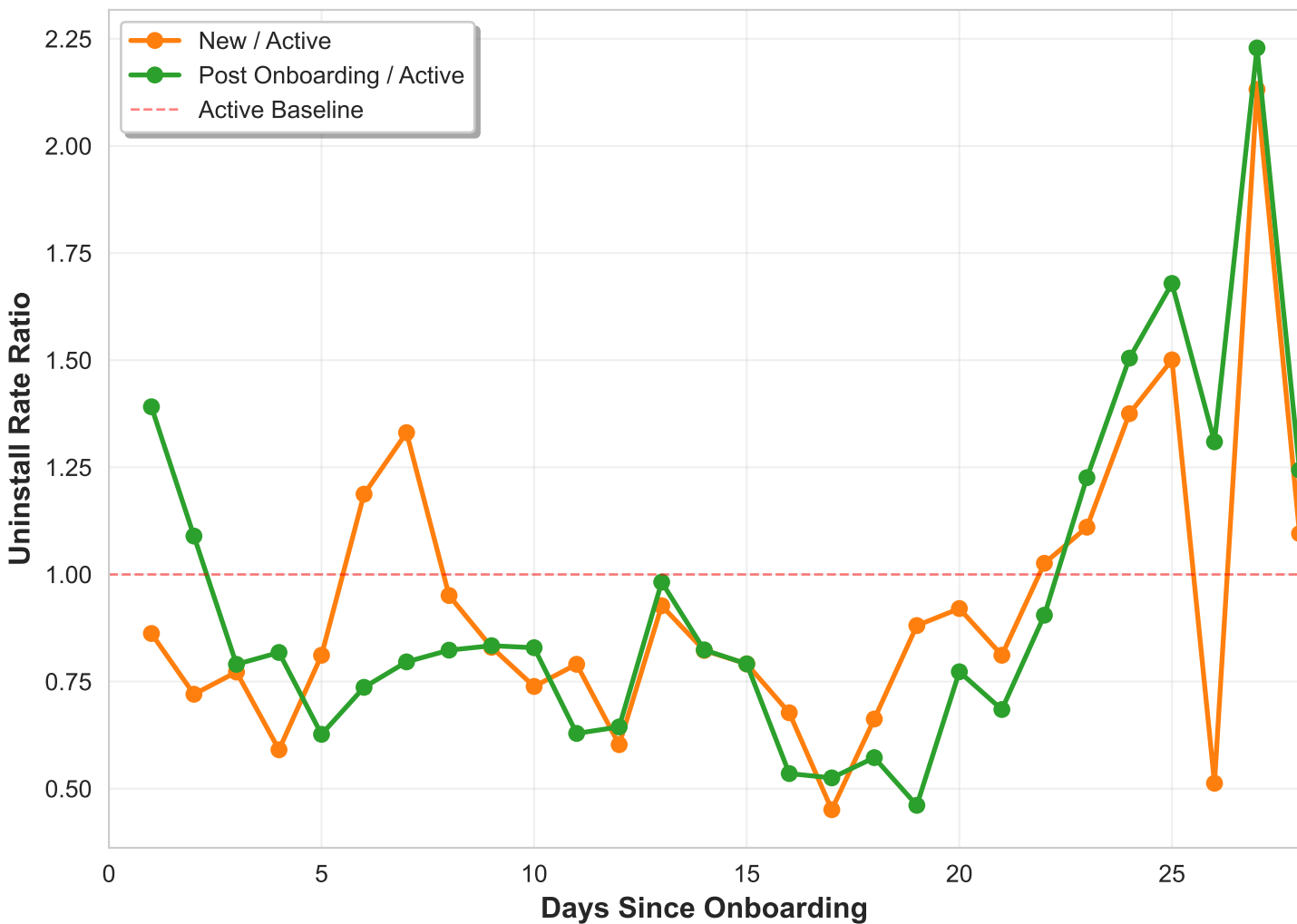## 4. Uninstall Rate Ratio (vs Active Baseline)

5. Order Rate Ratio (vs Active Baseline)

Is Post Order - Notification Metrics

1. Distinct Deduped Messages and Distinct Consumers by Days Since Onboarding

Legend:
- Active (Messages)
- New (Messages)
- Post Onboarding (Messages)
- Active (Consumers)
- New (Consumers)
- Post Onboarding (Consumers)

X-axis: Days Since Onboarding
Y-axis (left): Distinct Deduped Messages
Y-axis (right): Distinct Consumers

2. Open Rate Ratio (vs Active Baseline)

Legend:
- New / Active
- Post Onboarding / Active
- Active Baseline

X-axis: Days Since Onboarding
Y-axis: Open Rate Ratio

3. Unsubscribe Rate Ratio (vs Active Baseline)

Legend:
- New / Active
- Post Onboarding / Active
- Active Baseline

X-axis: Days Since Onboarding
Y-axis: Unsub Rate Ratio

4. Uninstall Rate Ratio (vs Active Baseline)

Legend:
- New / Active
- Post Onboarding / Active
- Active Baseline

X-axis: Days Since Onboarding
Y-axis: Uninstall Rate Ratio

5. Order Rate Ratio (vs Active Baseline)

Legend:
- New / Active
- Post Onboarding / Active
- Active Baseline

X-axis: Days Since Onboarding
Y-axis: Order Rate Ratio

Is Reorder - Notification Metrics

1. Distinct Deduped Messages and Distinct Consumers by Days Since Onboarding
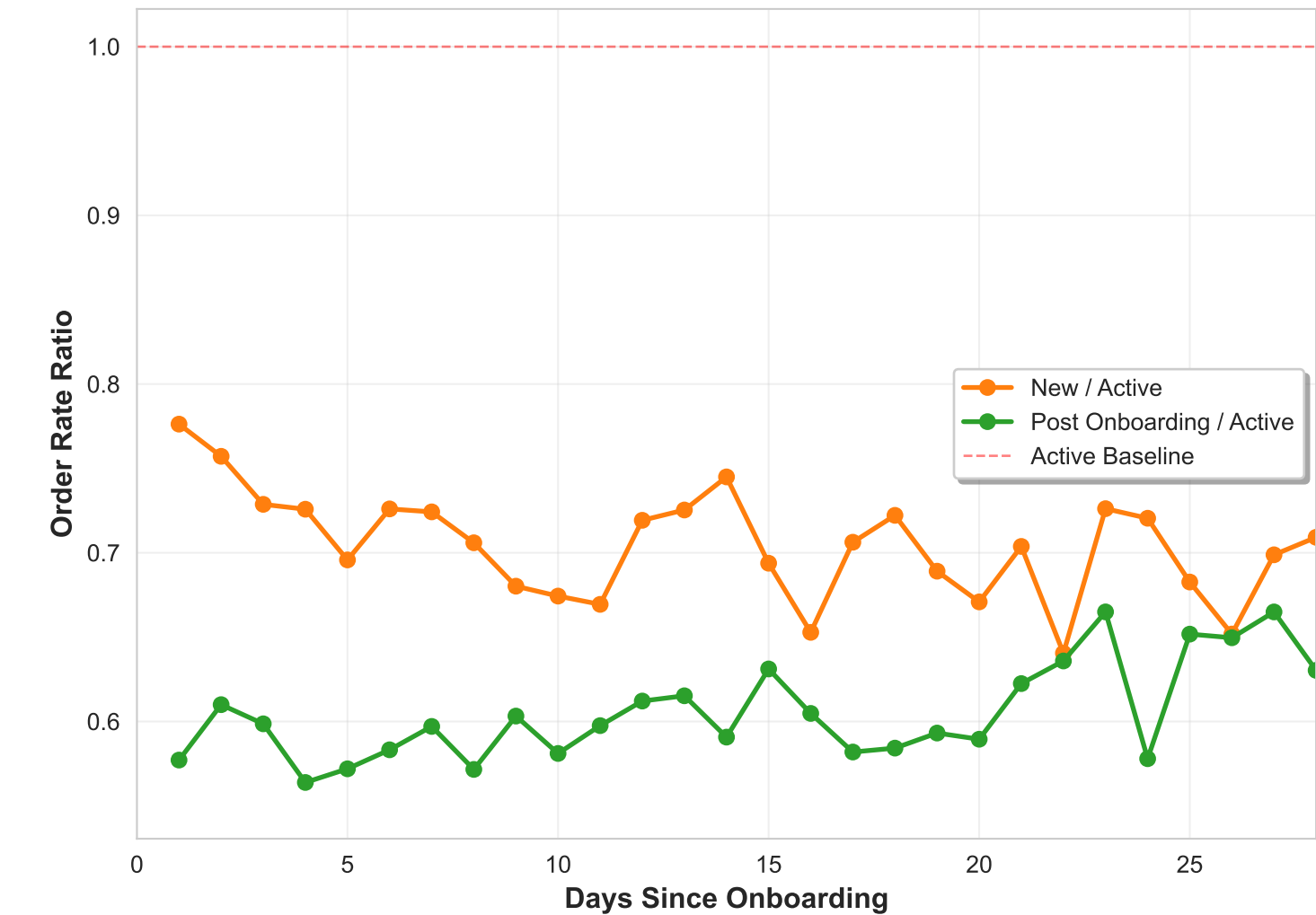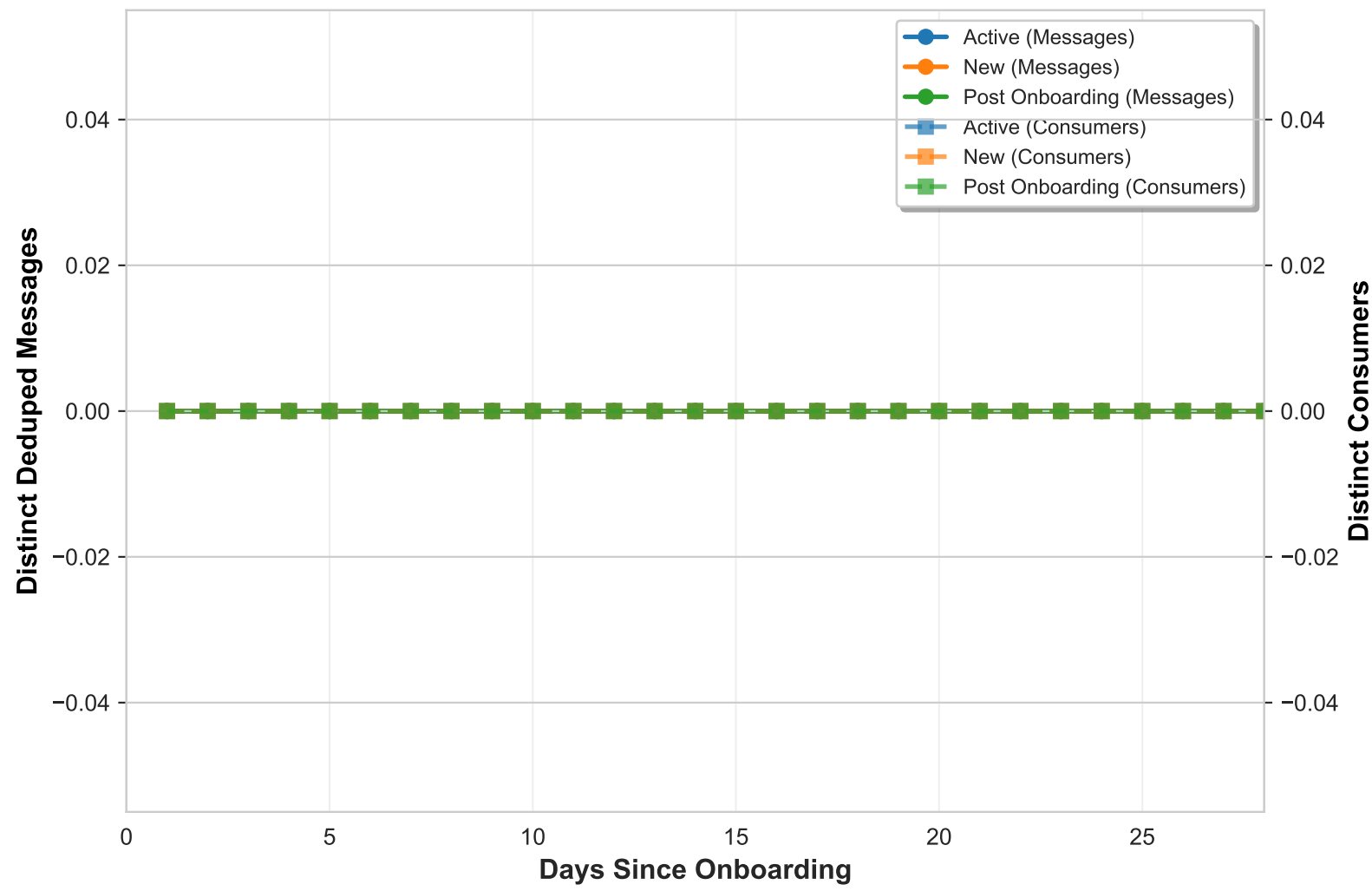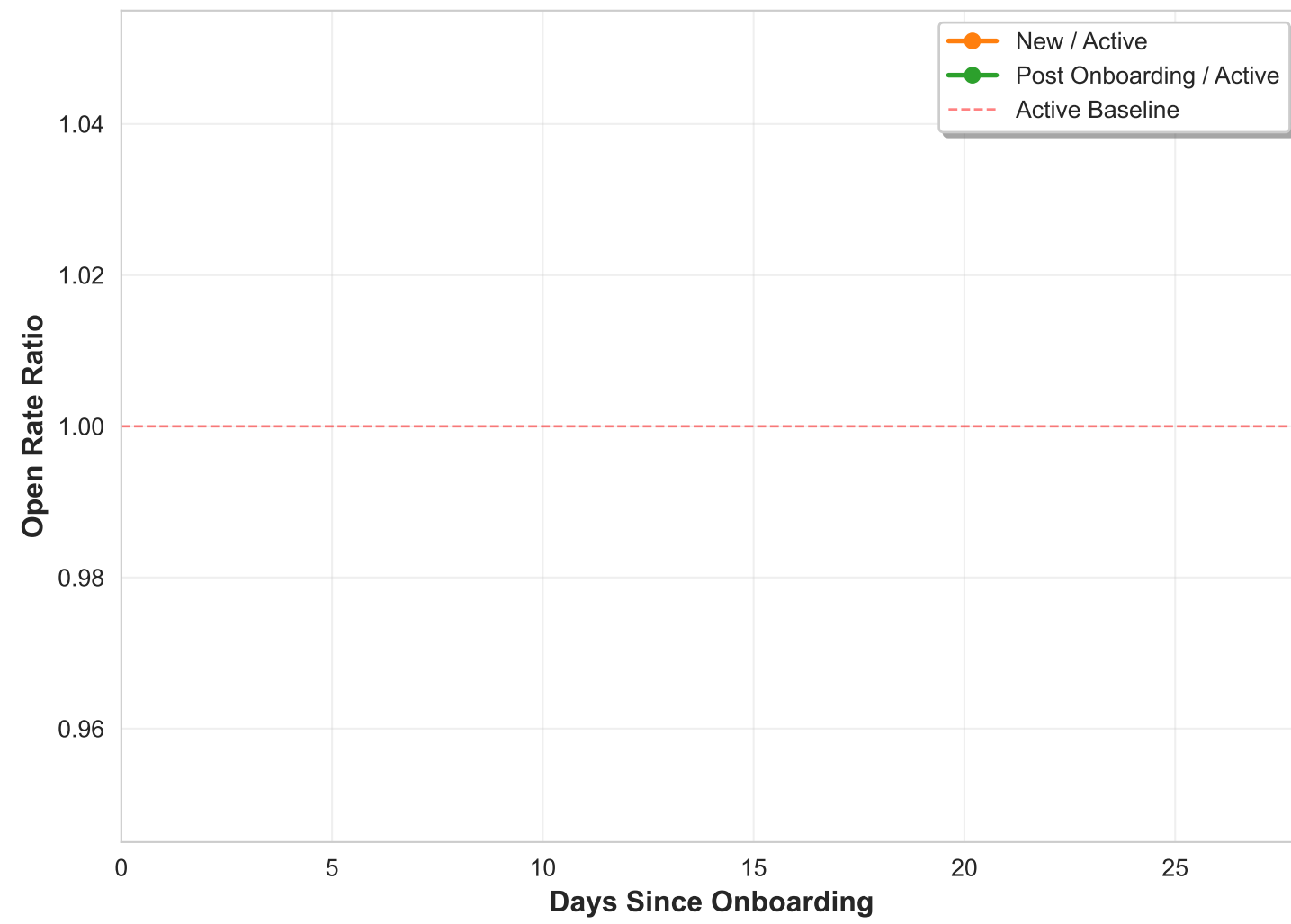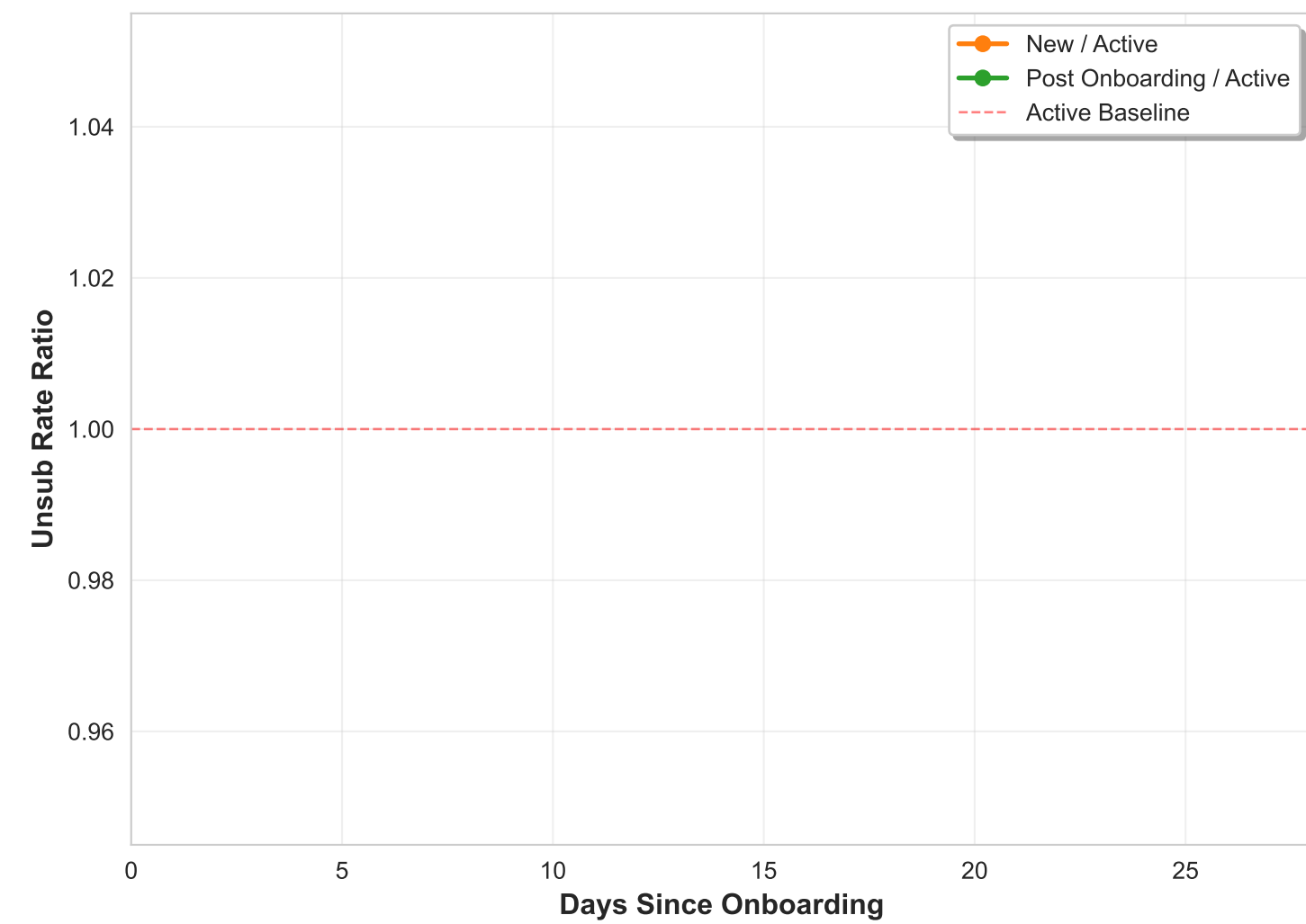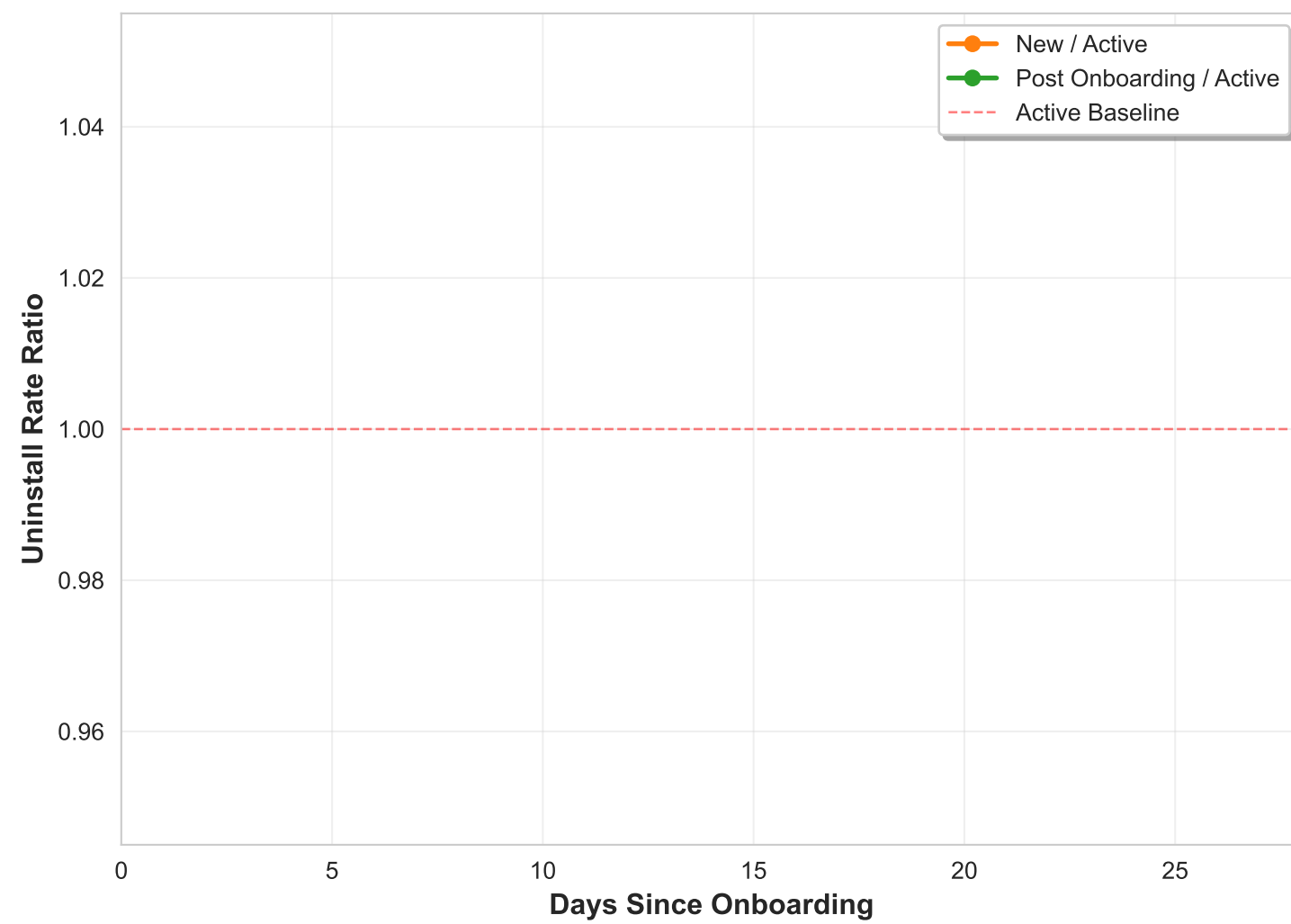

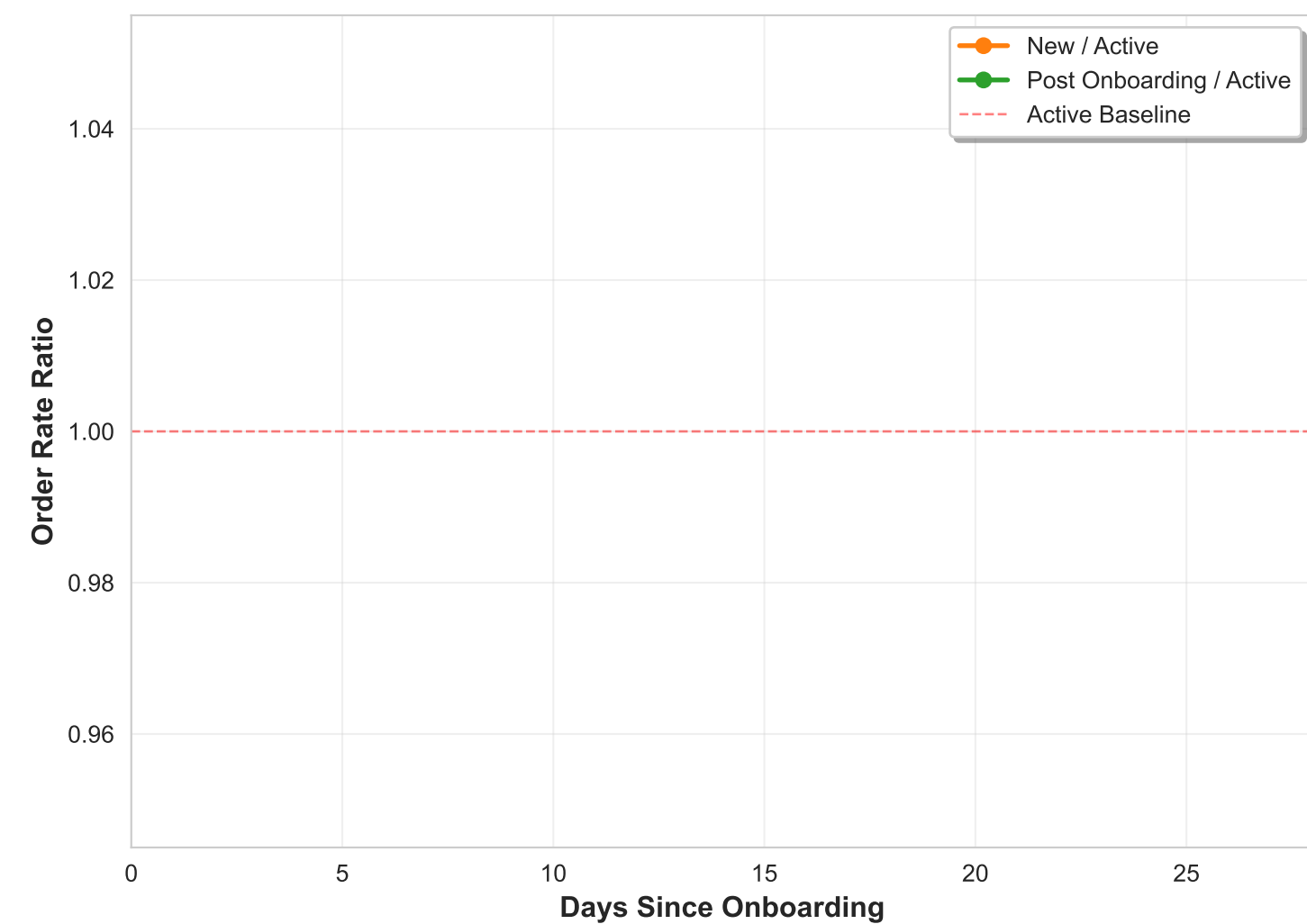## 2. Open Rate Ratio (vs Active Baseline)

3. Unsubscribe Rate Ratio (vs Active Baseline)

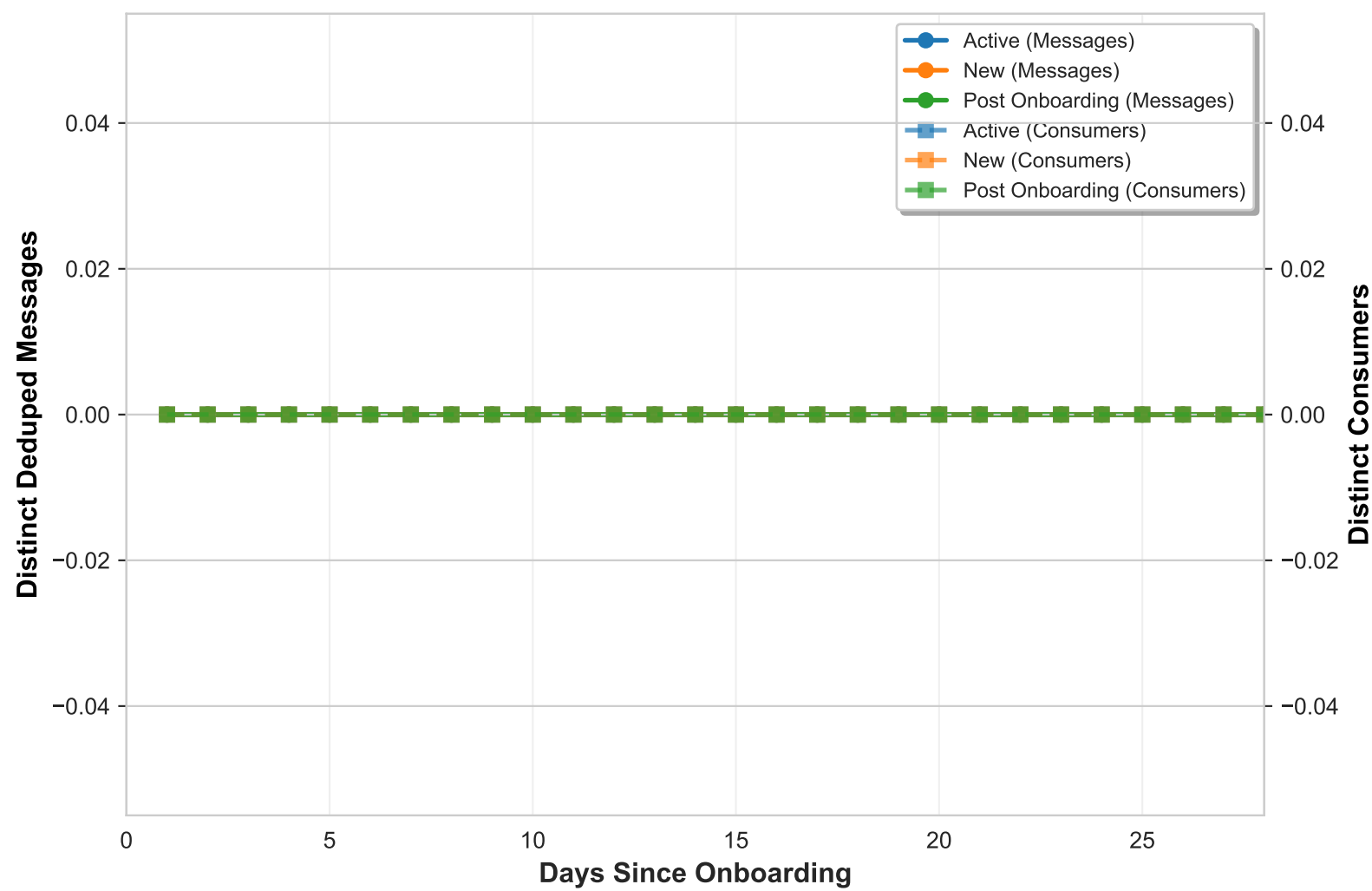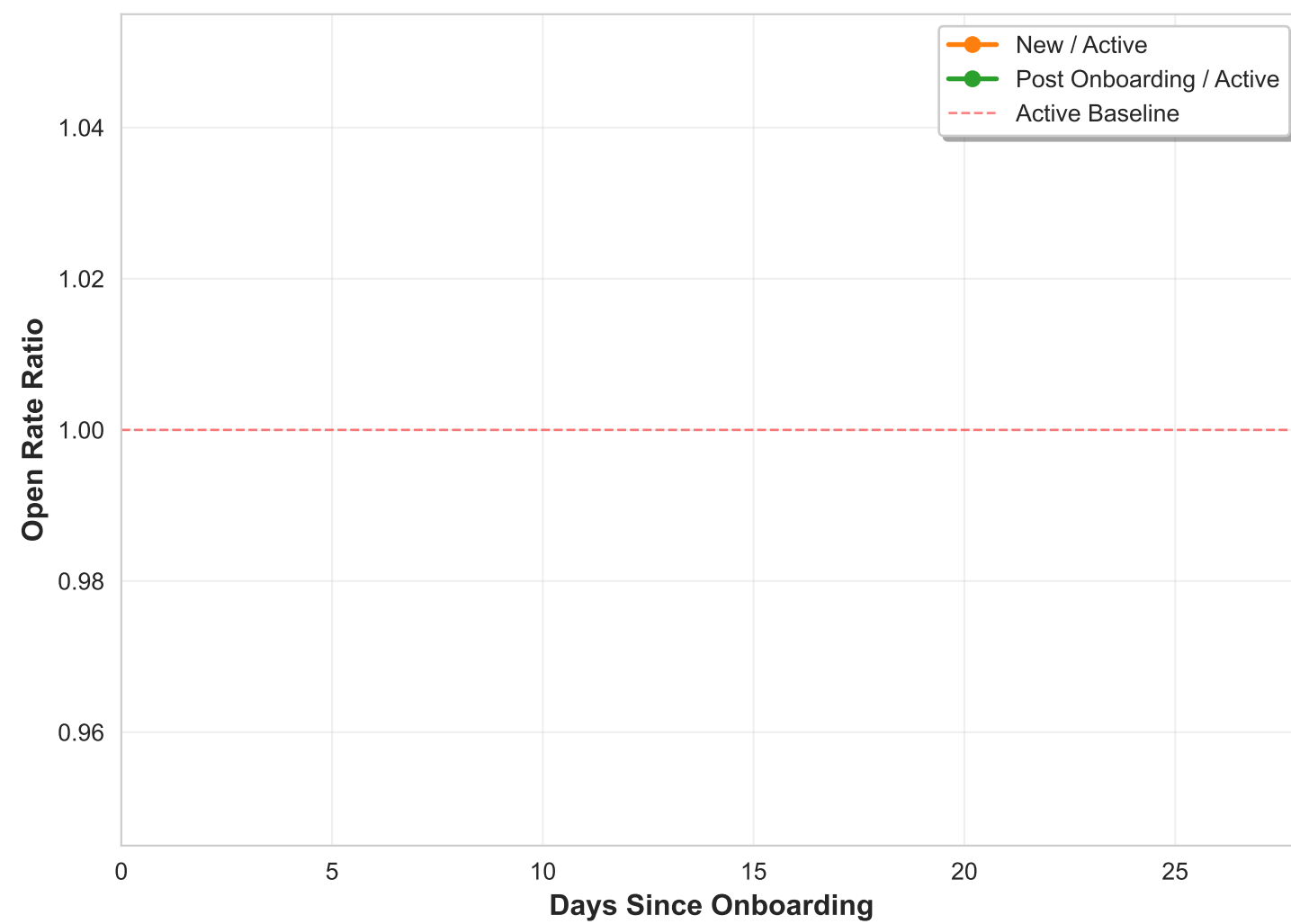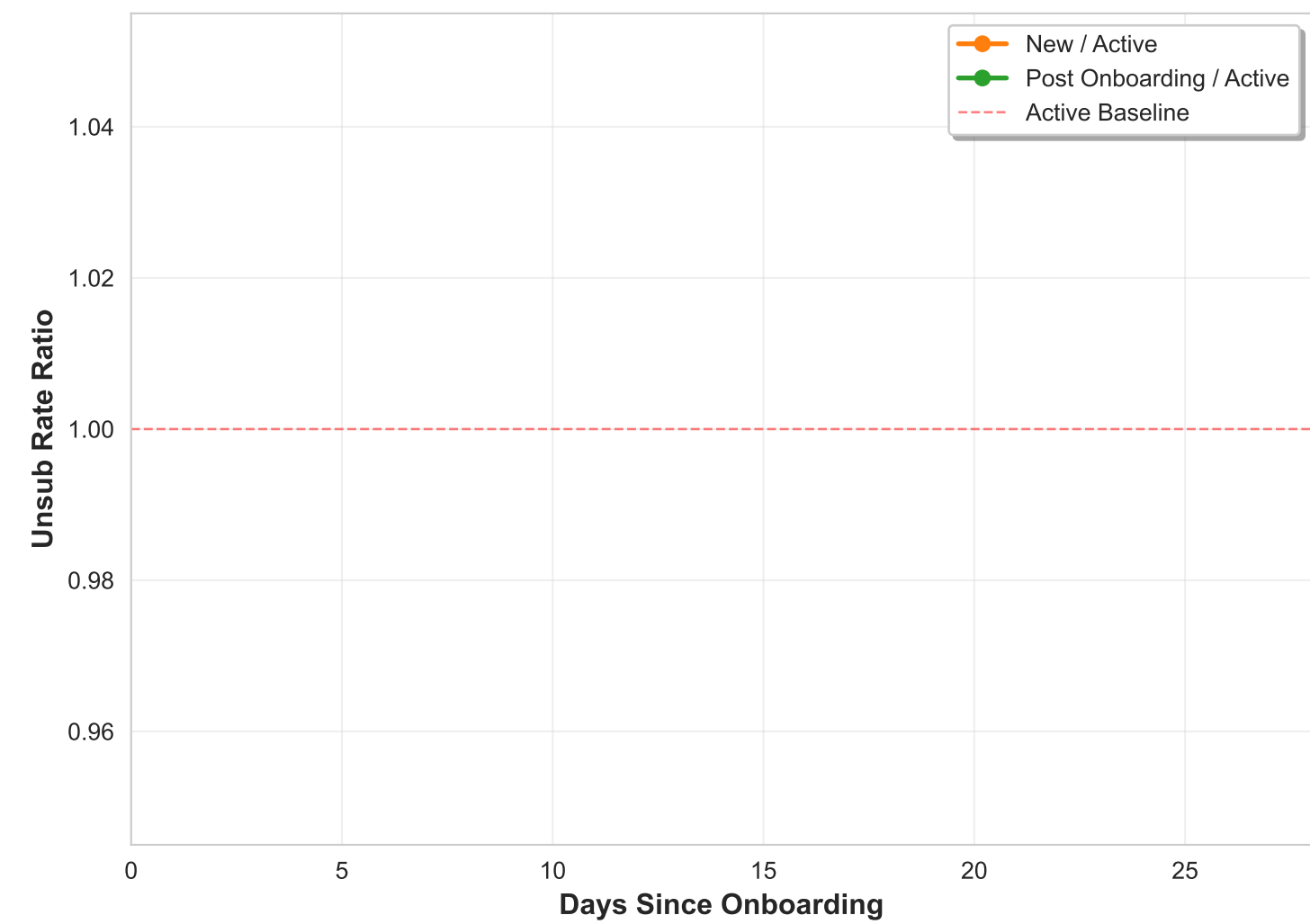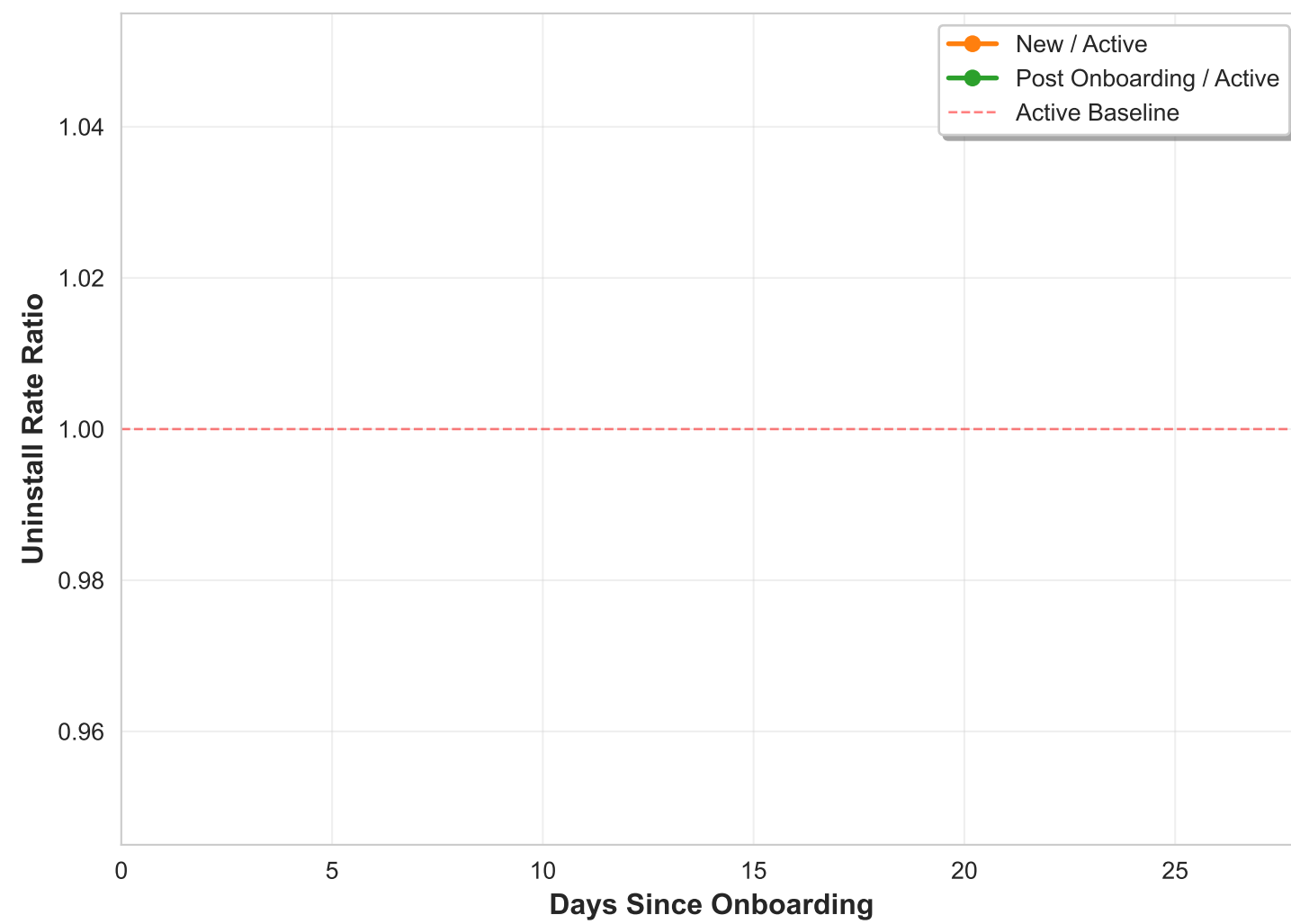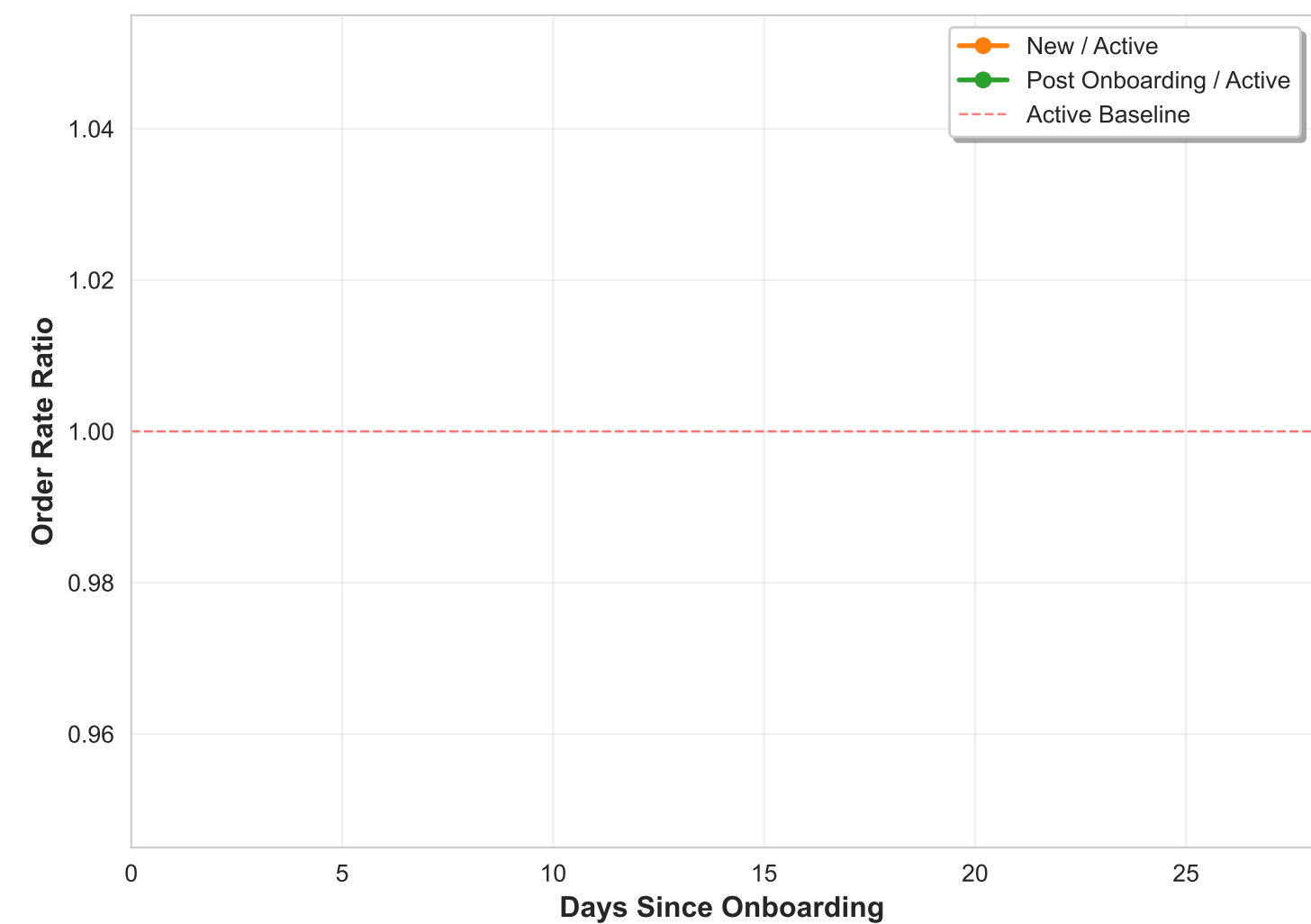

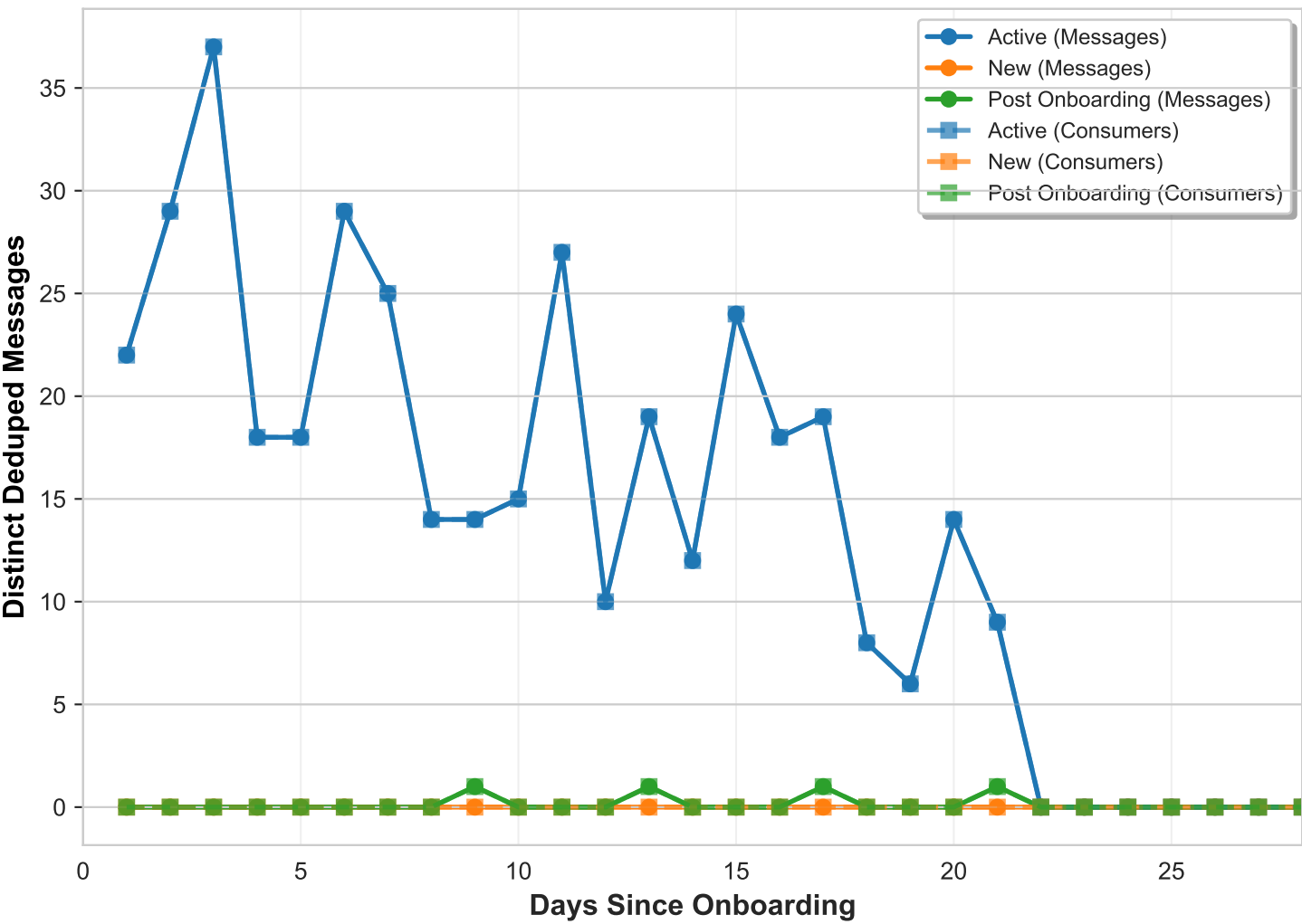## 4. Uninstall Rate Ratio (vs Active Baseline)

5. Order Rate Ratio (vs Active Baseline)

Is Gift Card Campaign - Notification Metrics

1. Distinct Deduped Messages and Distinct Consumers by Days Since Onboarding

2. Open Rate Ratio (vs Active Baseline)

3. Unsubscribe Rate Ratio (vs Active Baseline)

4. Uninstall Rate Ratio (vs Active Baseline)

5. Order Rate Ratio (vs Active Baseline)