

Notification Performance Report

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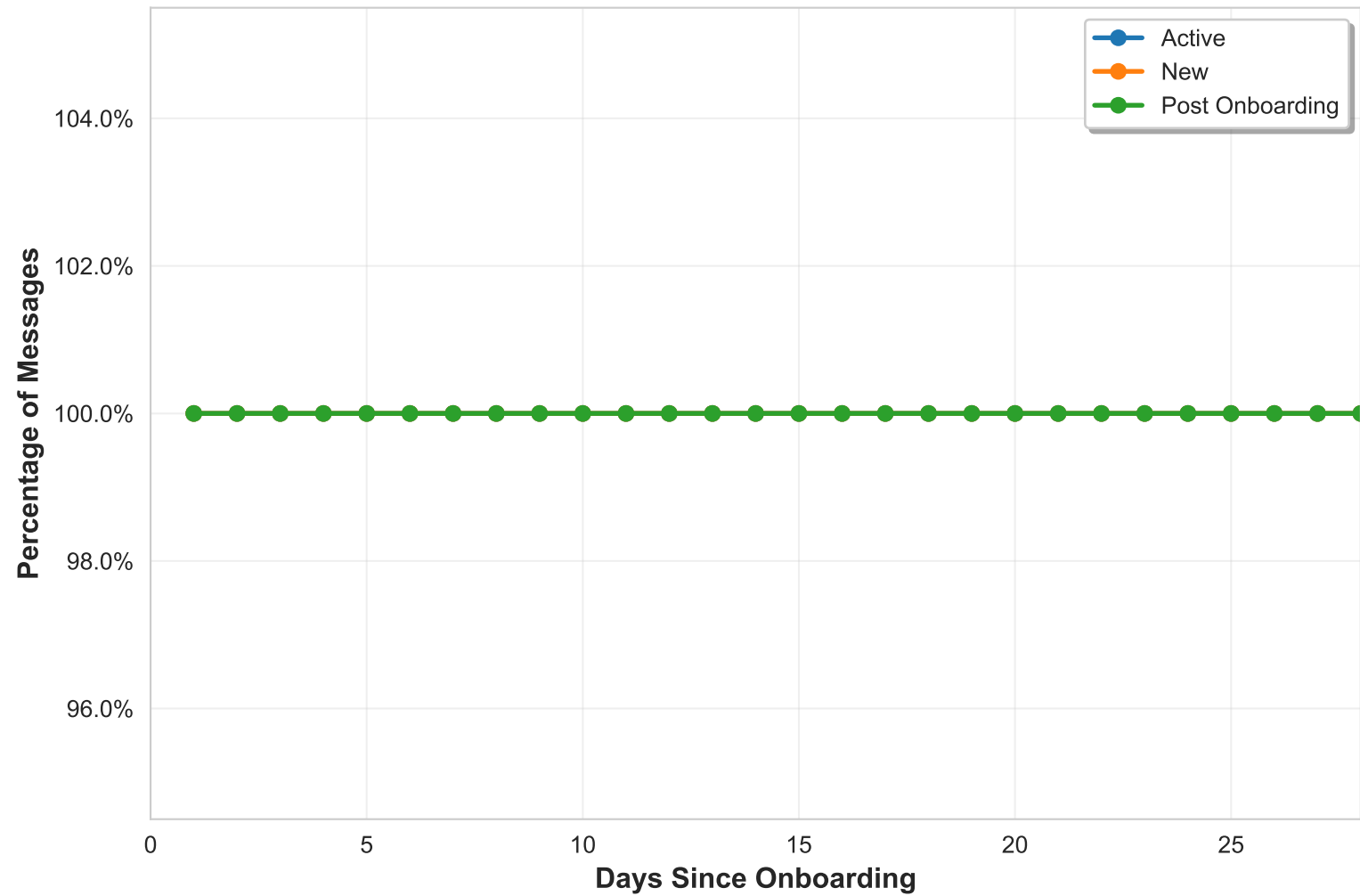
Each section contains 4 charts:

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

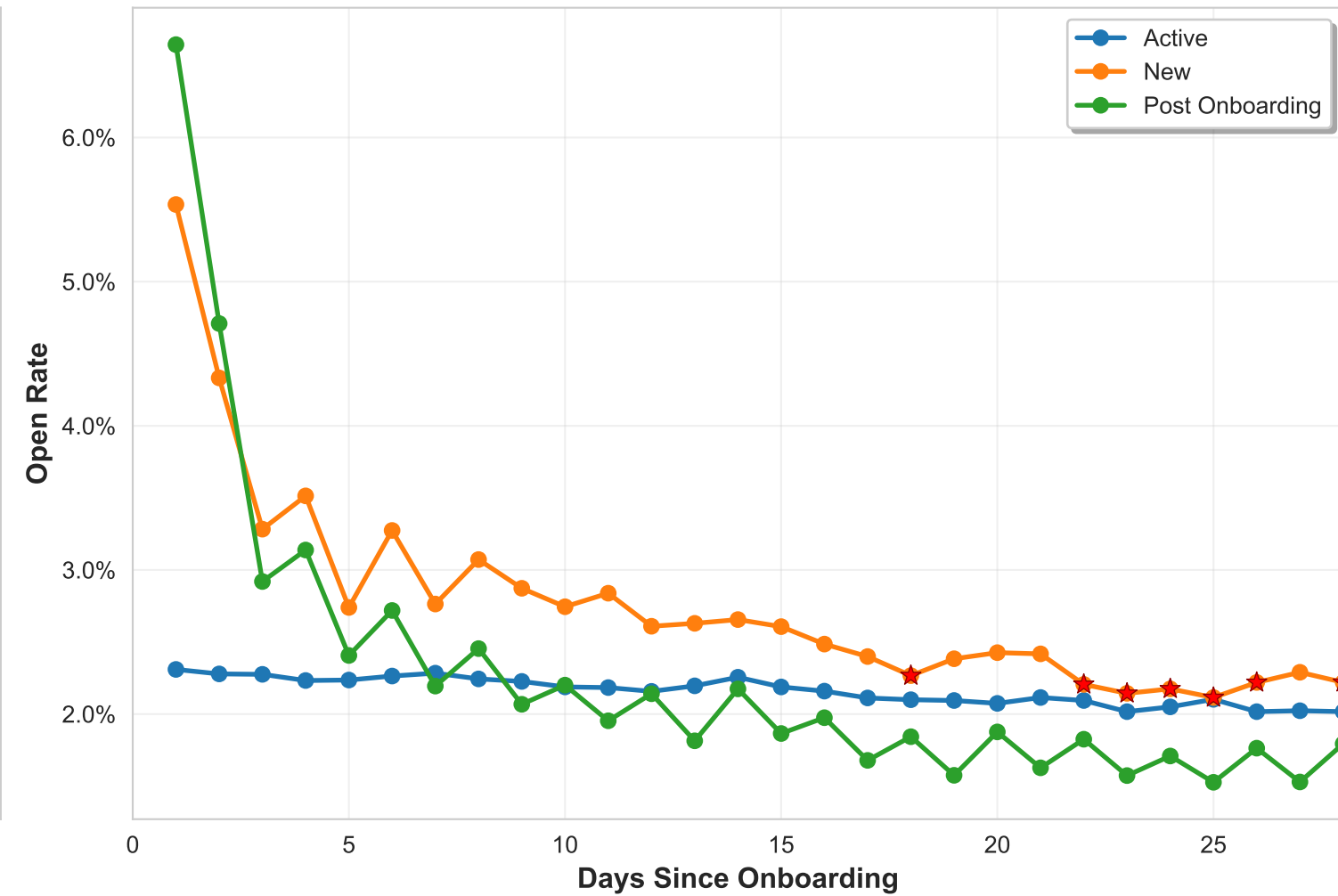
** Asterisks indicate metrics exceeding thresholds*

Overall - Notification Metrics

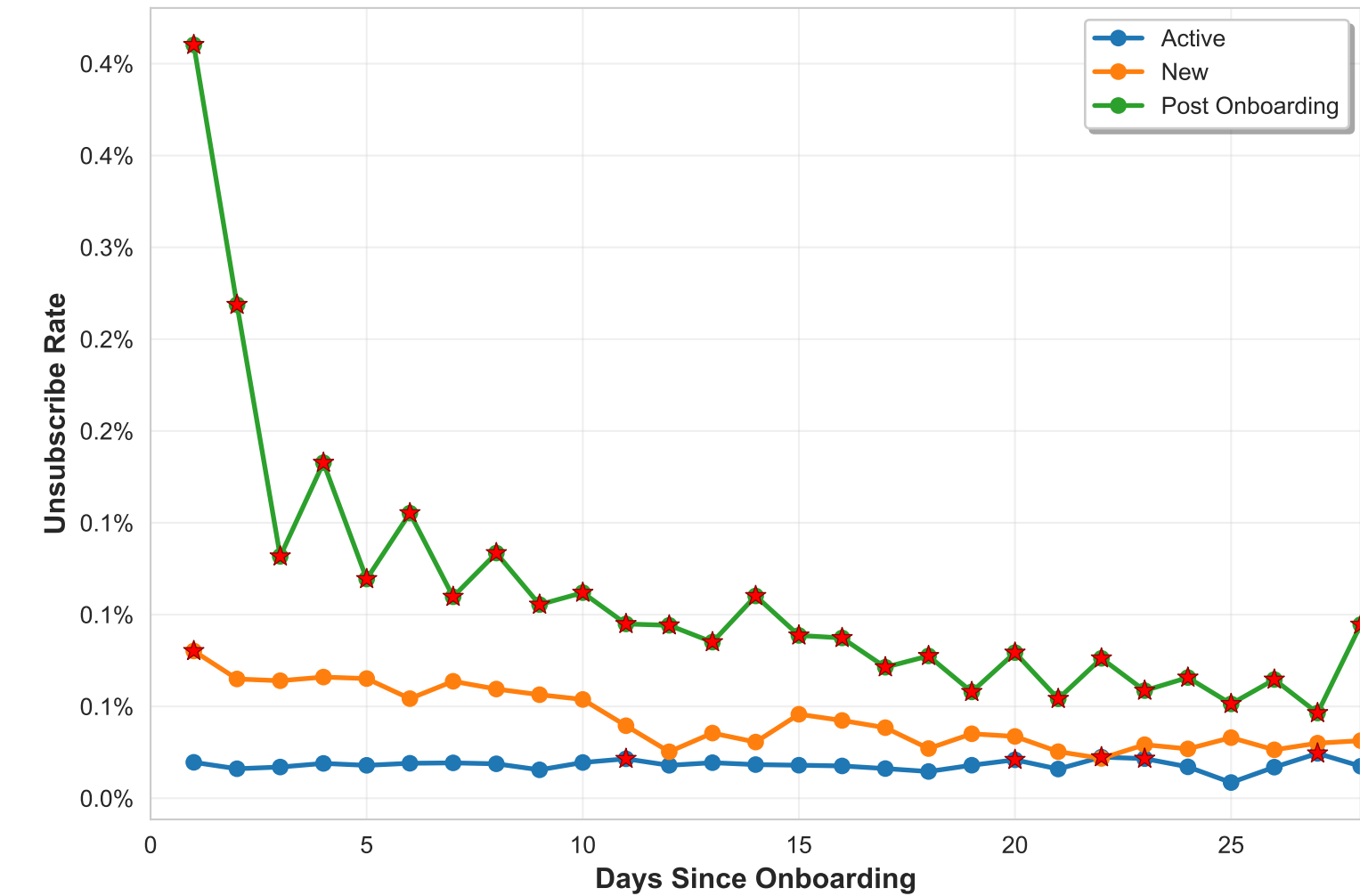
1. Percentage of Messages with Tag by Days Since Onboarding



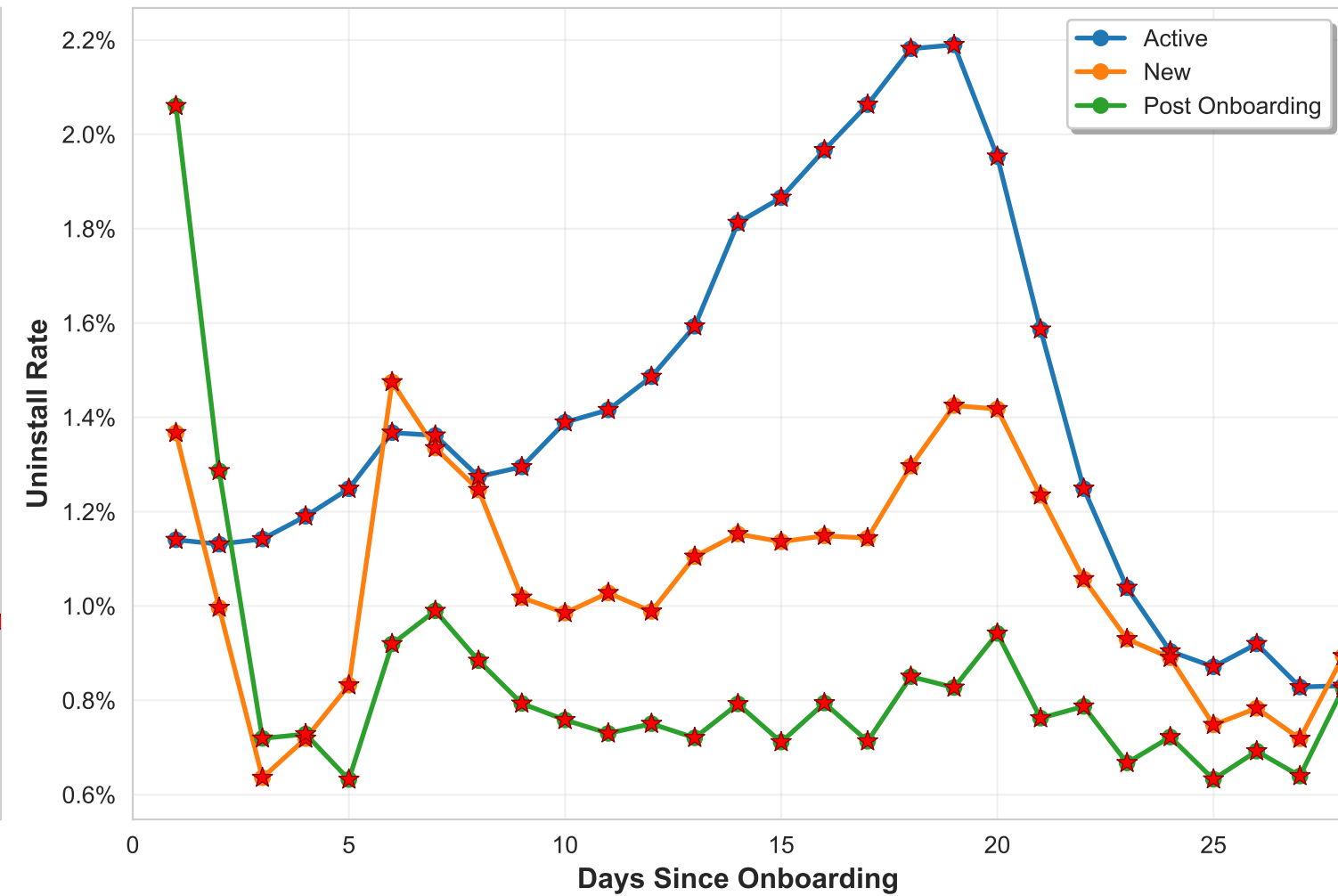
2. Open Rate by Days Since Onboarding (* = Below Threshold)



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

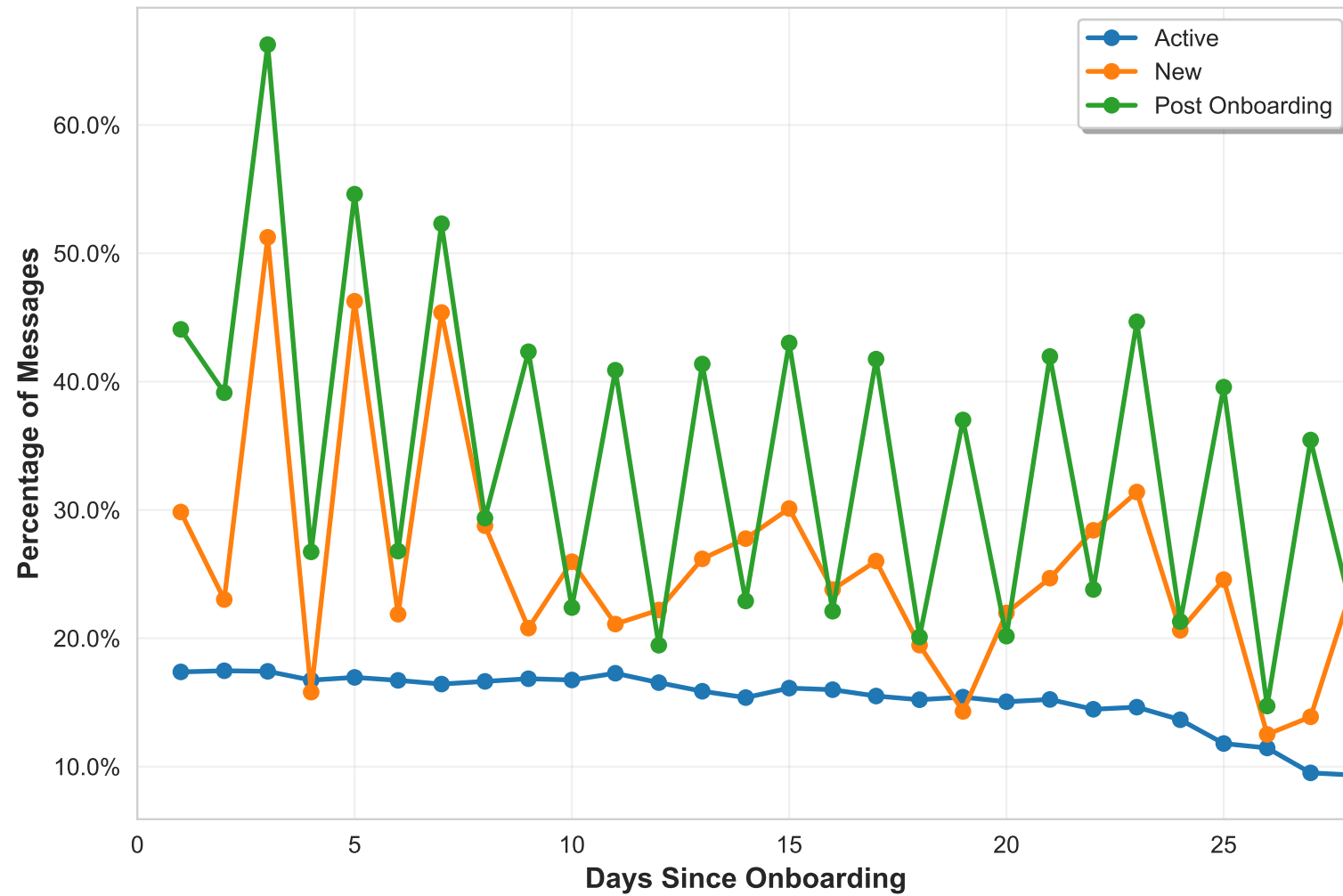


4. Uninstall Rate by Days Since Onboarding (* = Above Threshold)

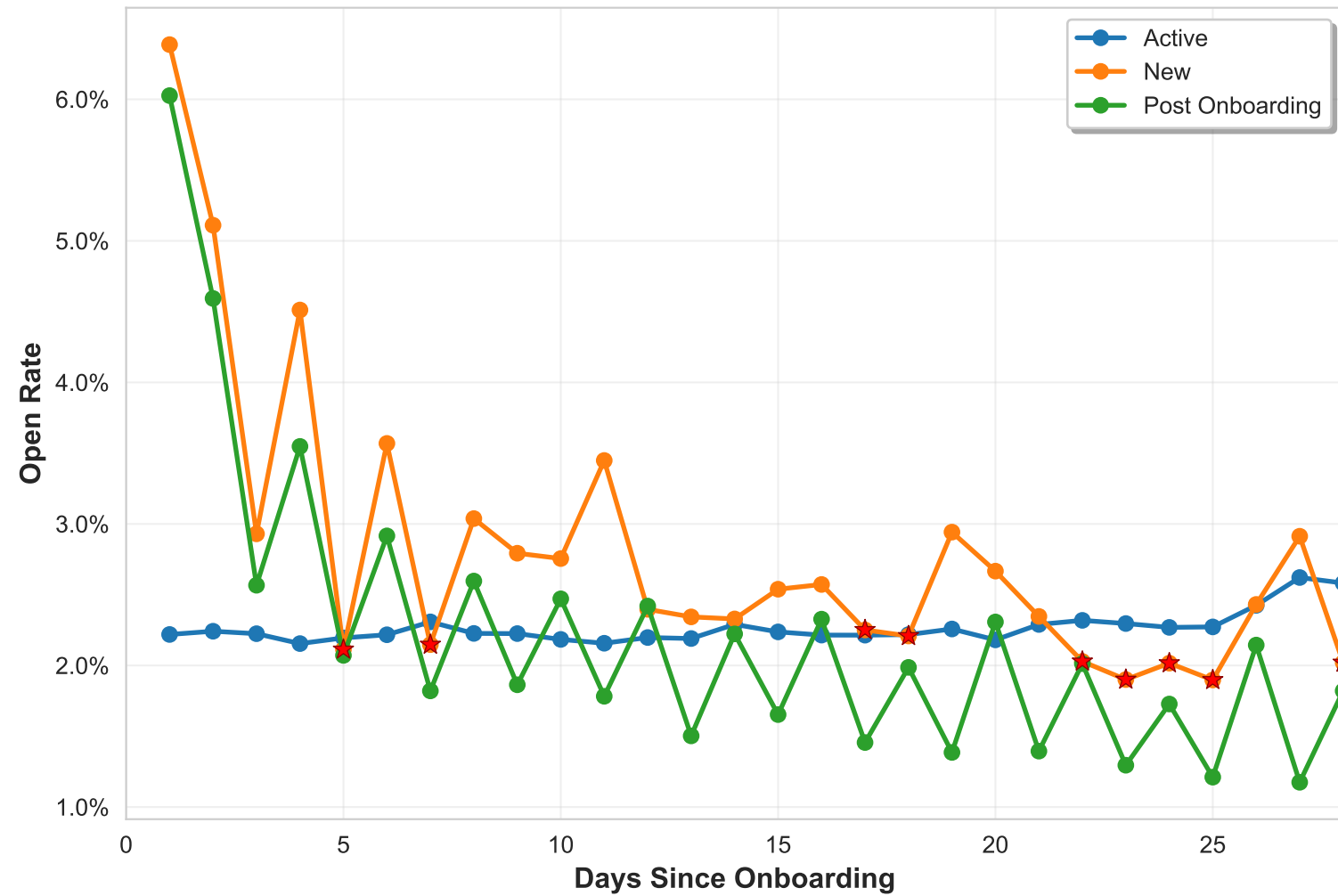


Is Braze - Notification Metrics

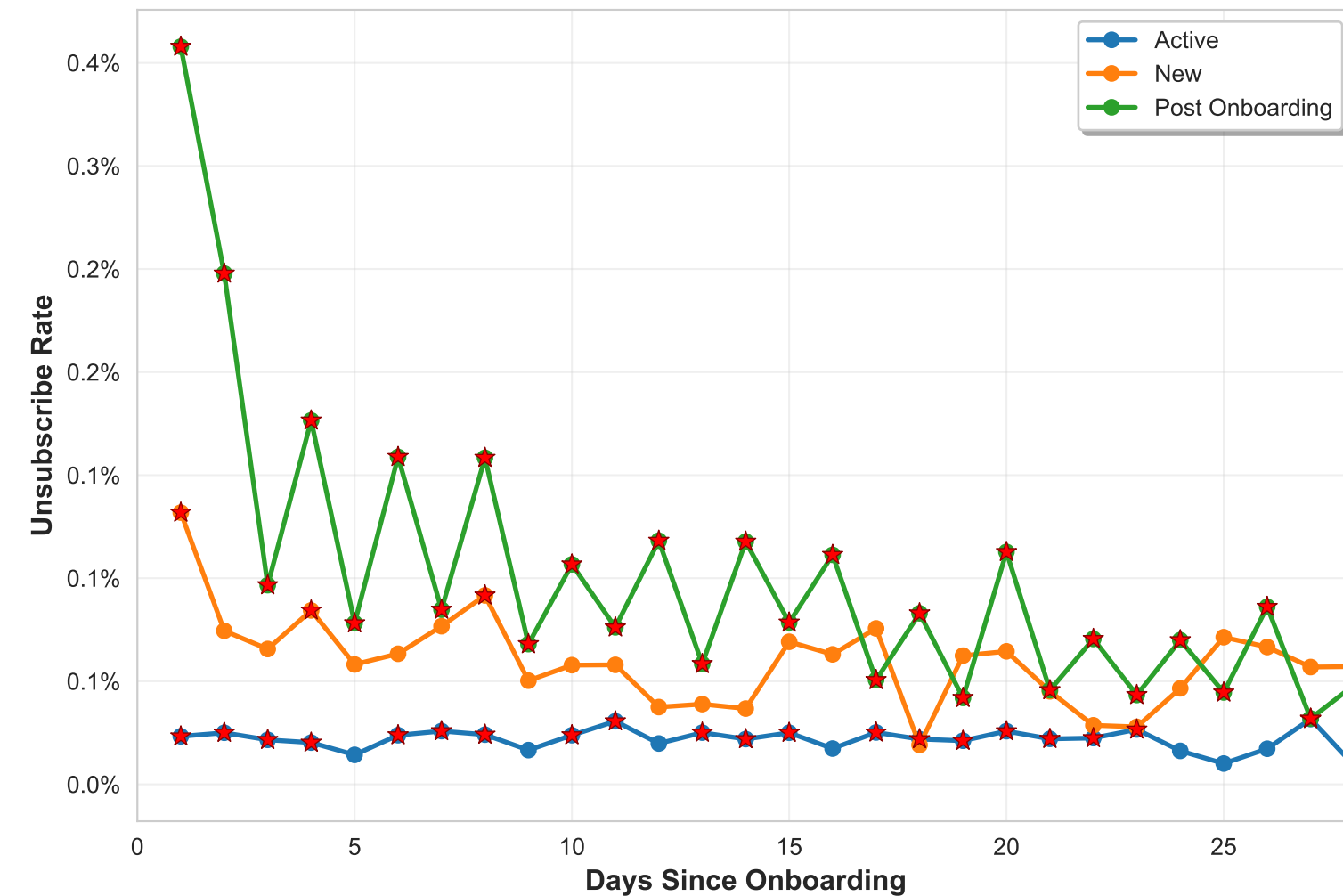
1. Percentage of Messages with Tag by Days Since Onboarding



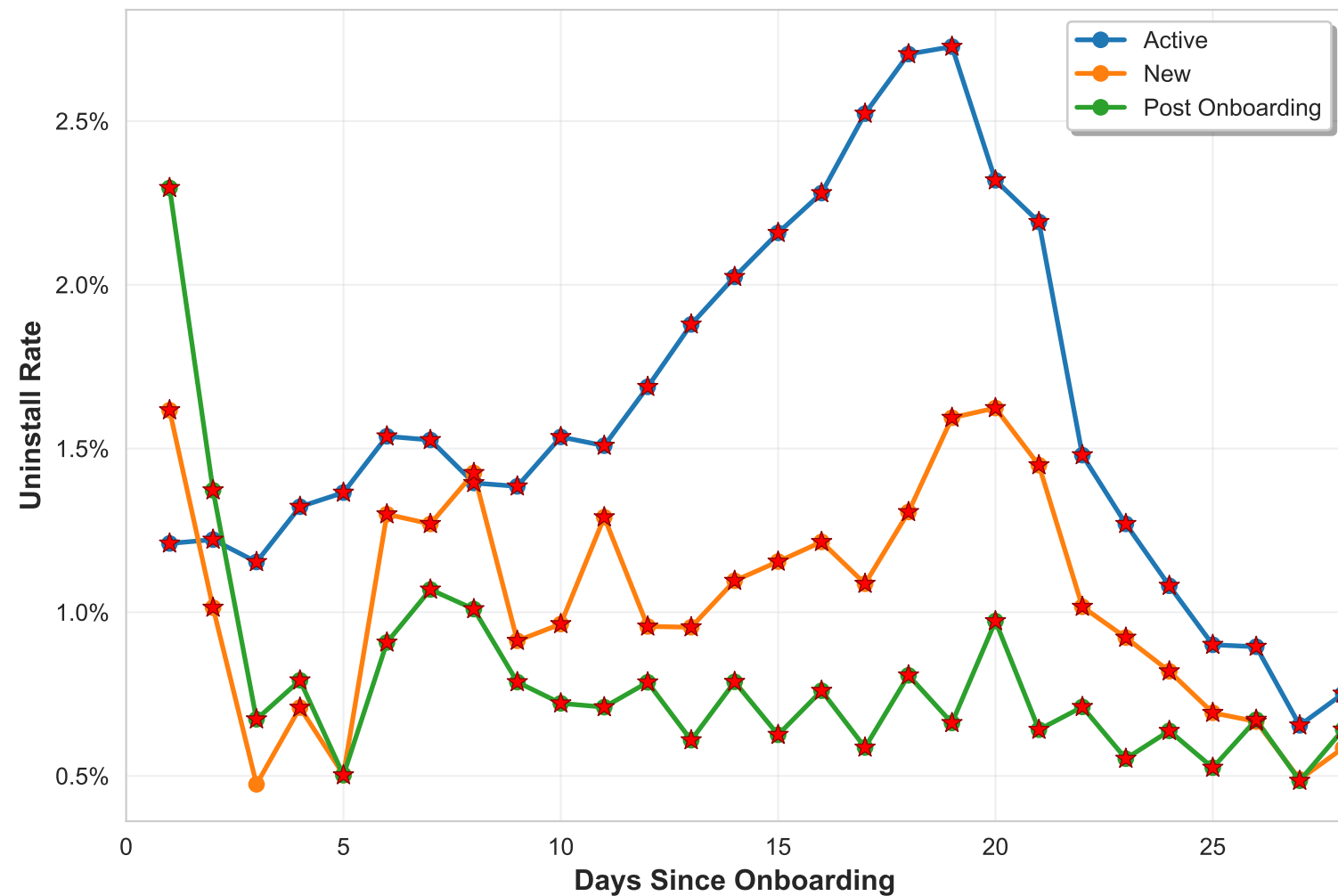
2. Open Rate by Days Since Onboarding (* = Below Threshold)



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

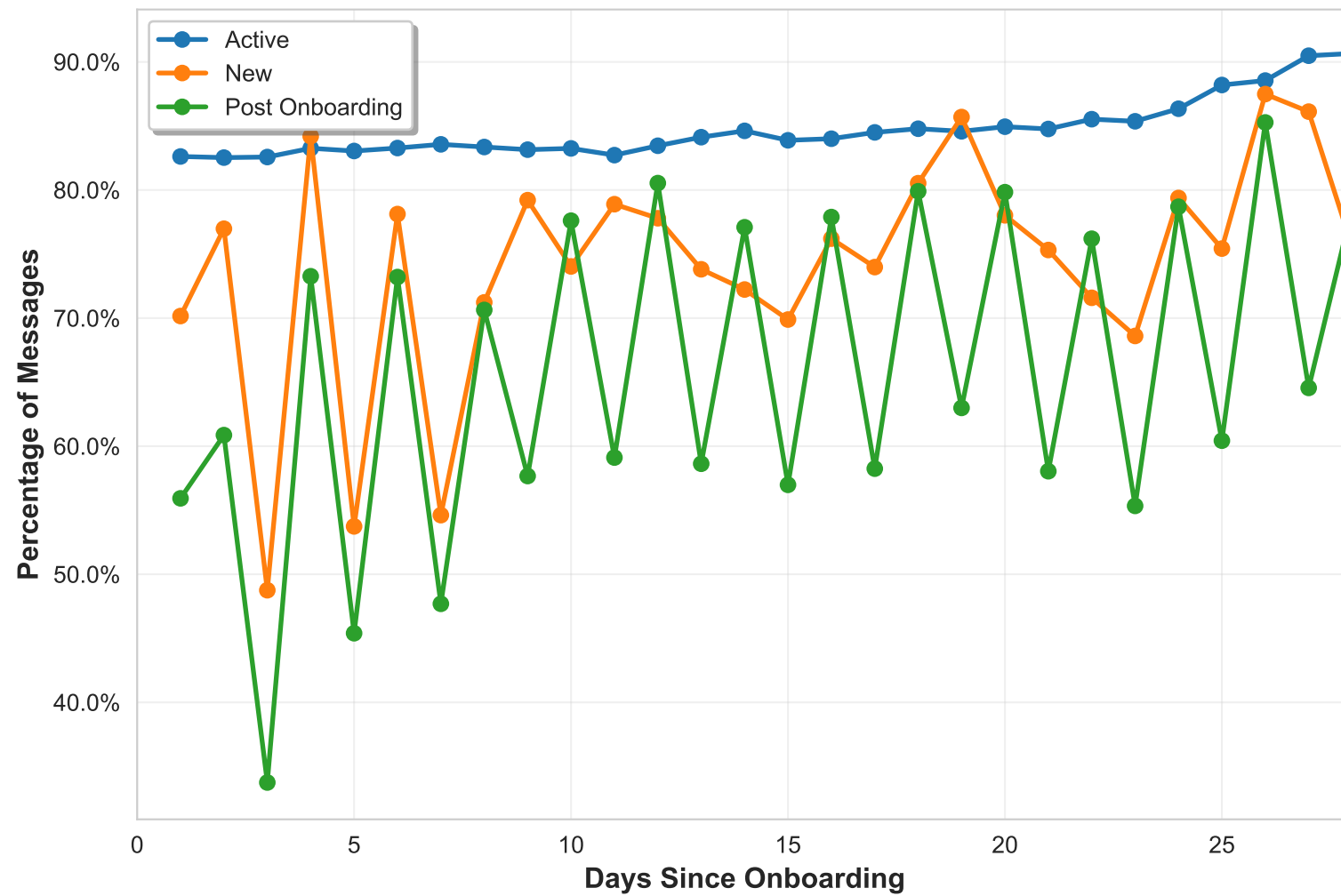


4. Uninstall Rate by Days Since Onboarding (* = Above Threshold)

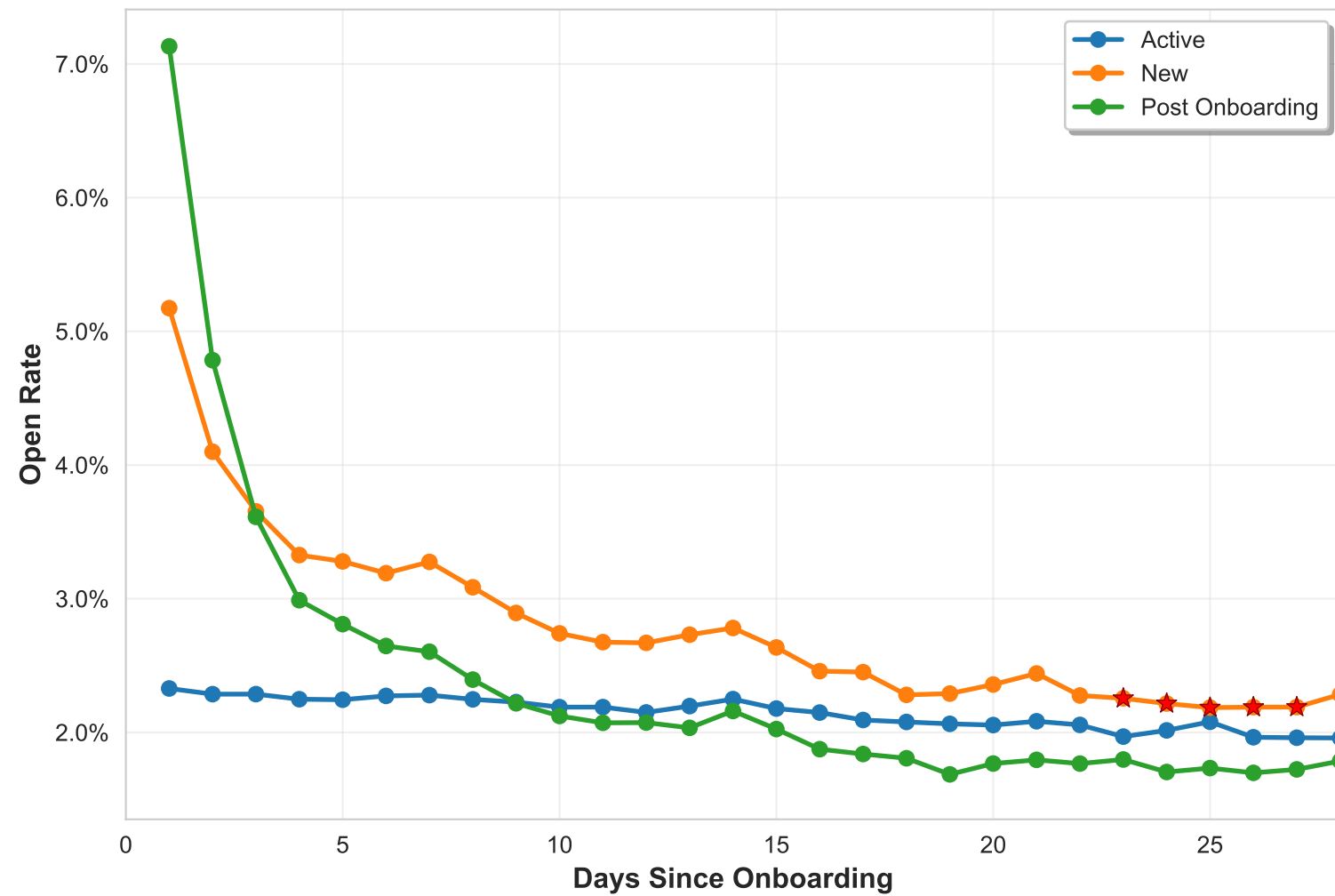


Is Fpn - Notification Metrics

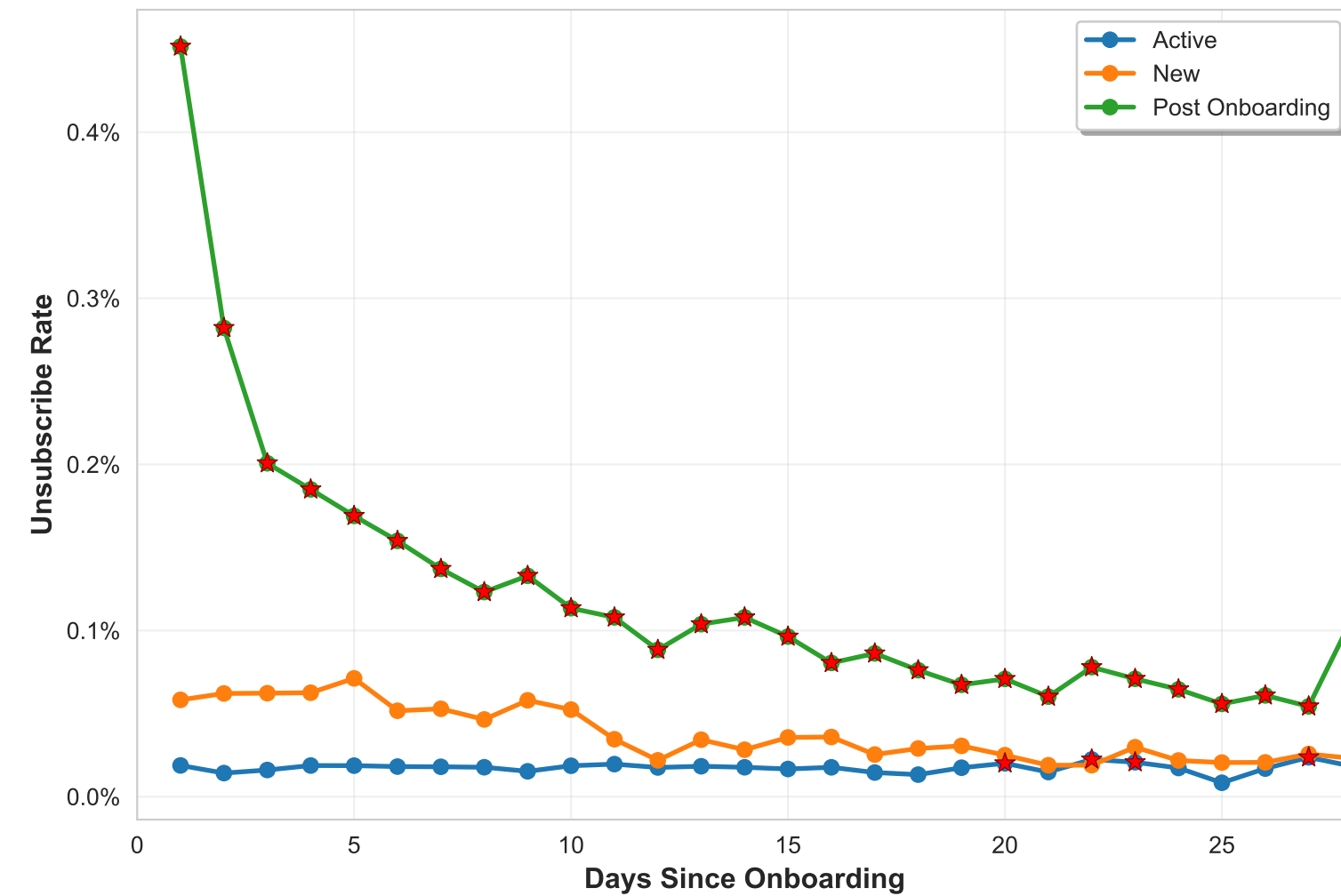
1. Percentage of Messages with Tag by Days Since Onboarding



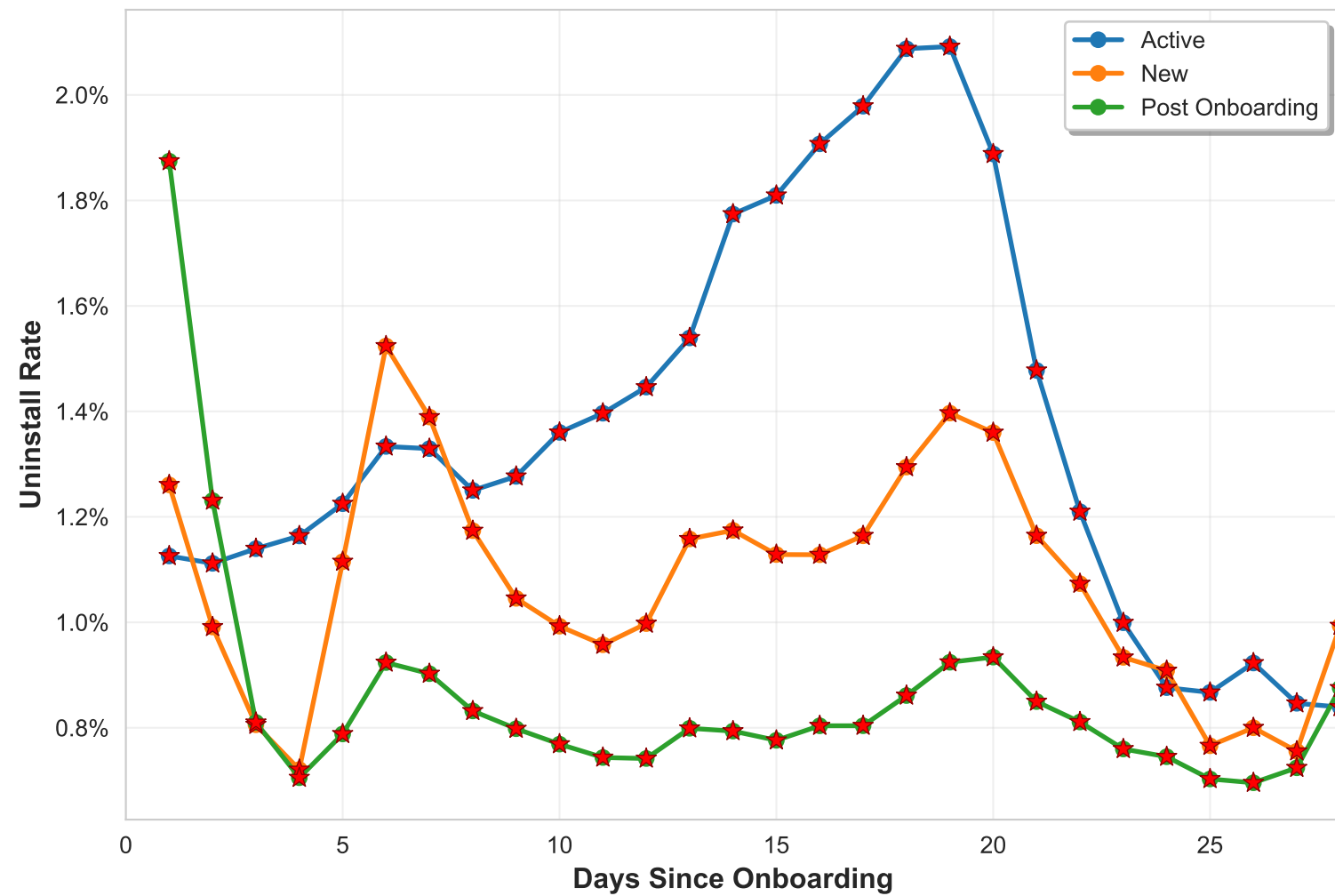
2. Open Rate by Days Since Onboarding (* = Below Threshold)



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

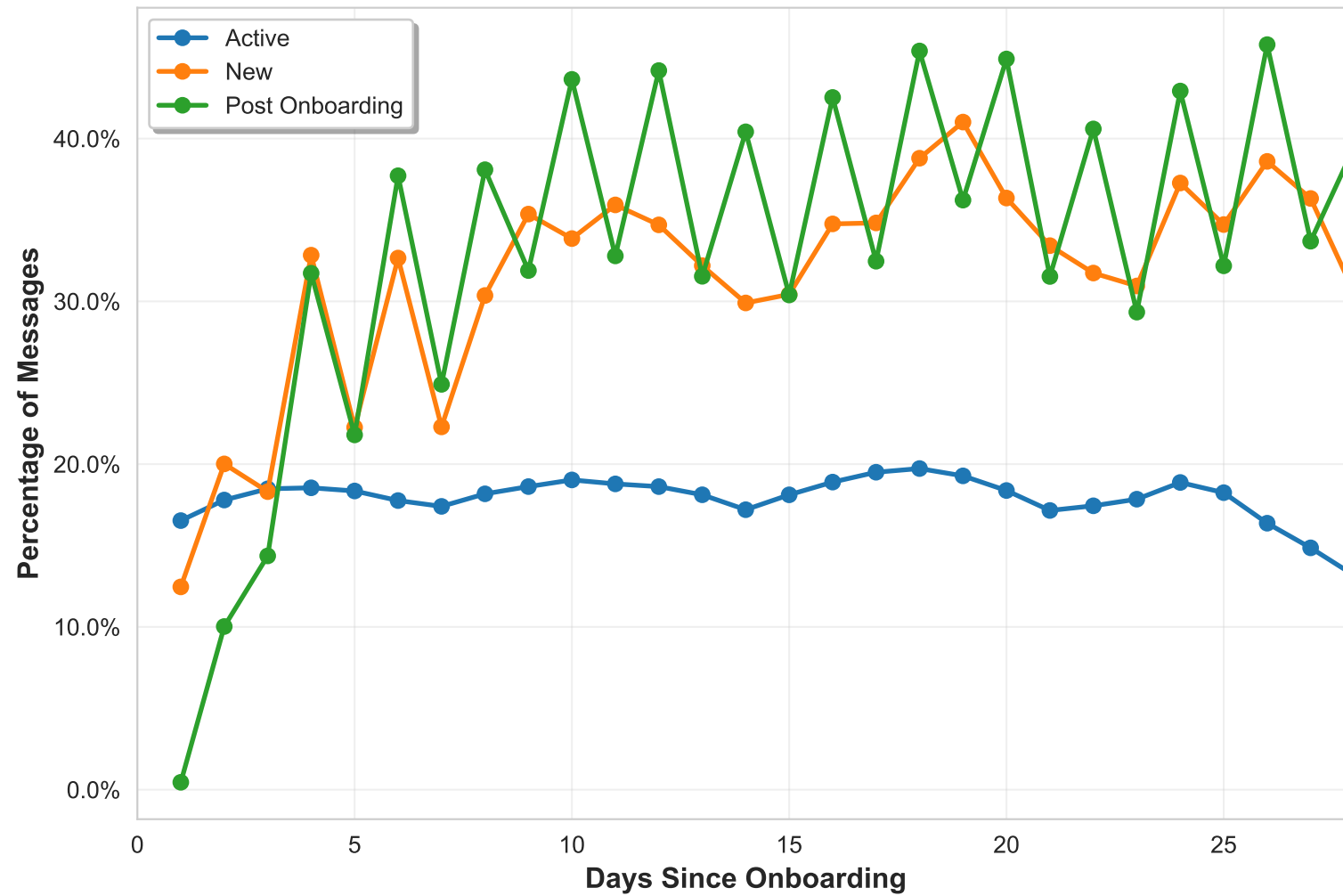


4. Uninstall Rate by Days Since Onboarding (* = Above Threshold)

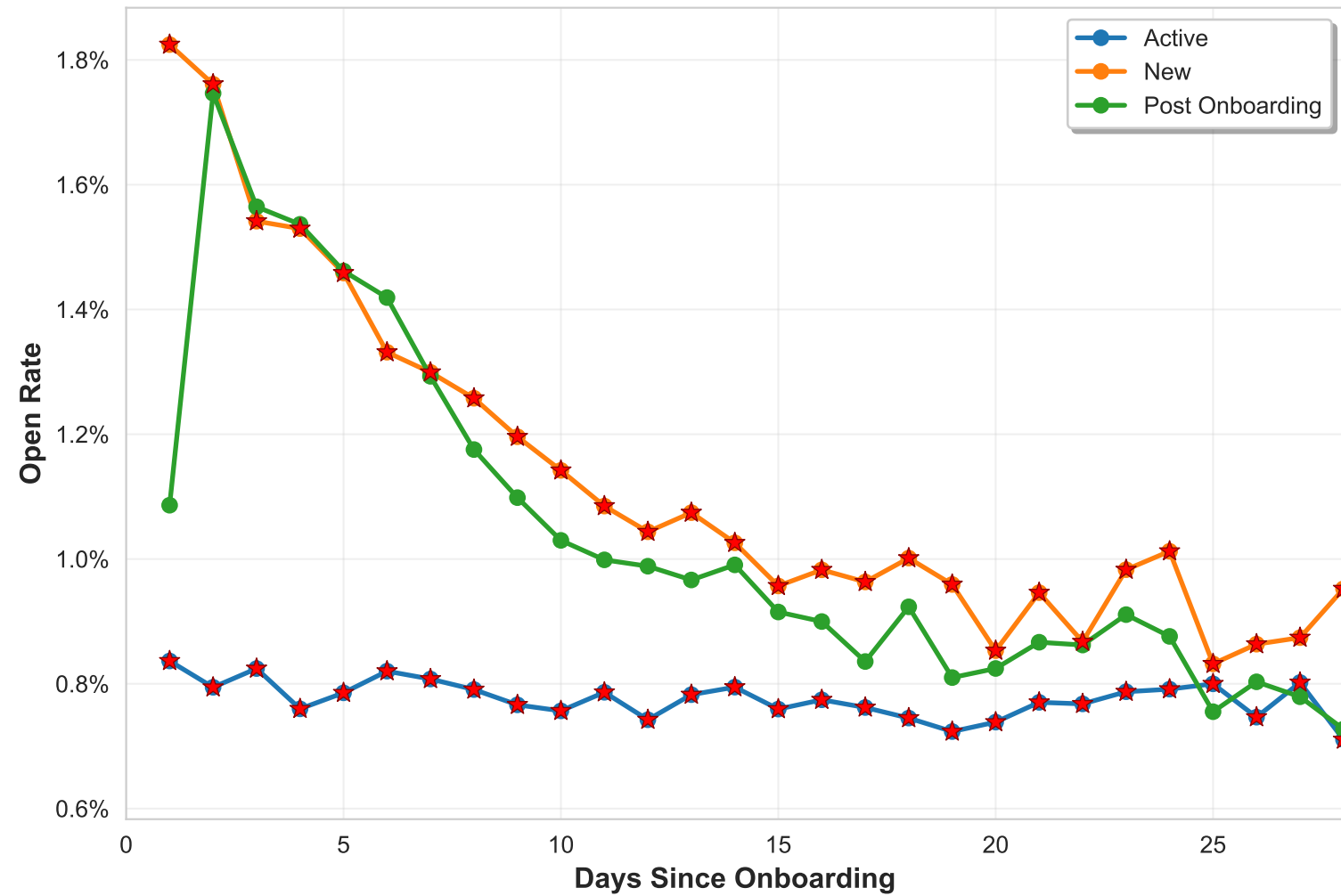


Is Recommendation - Notification Metrics

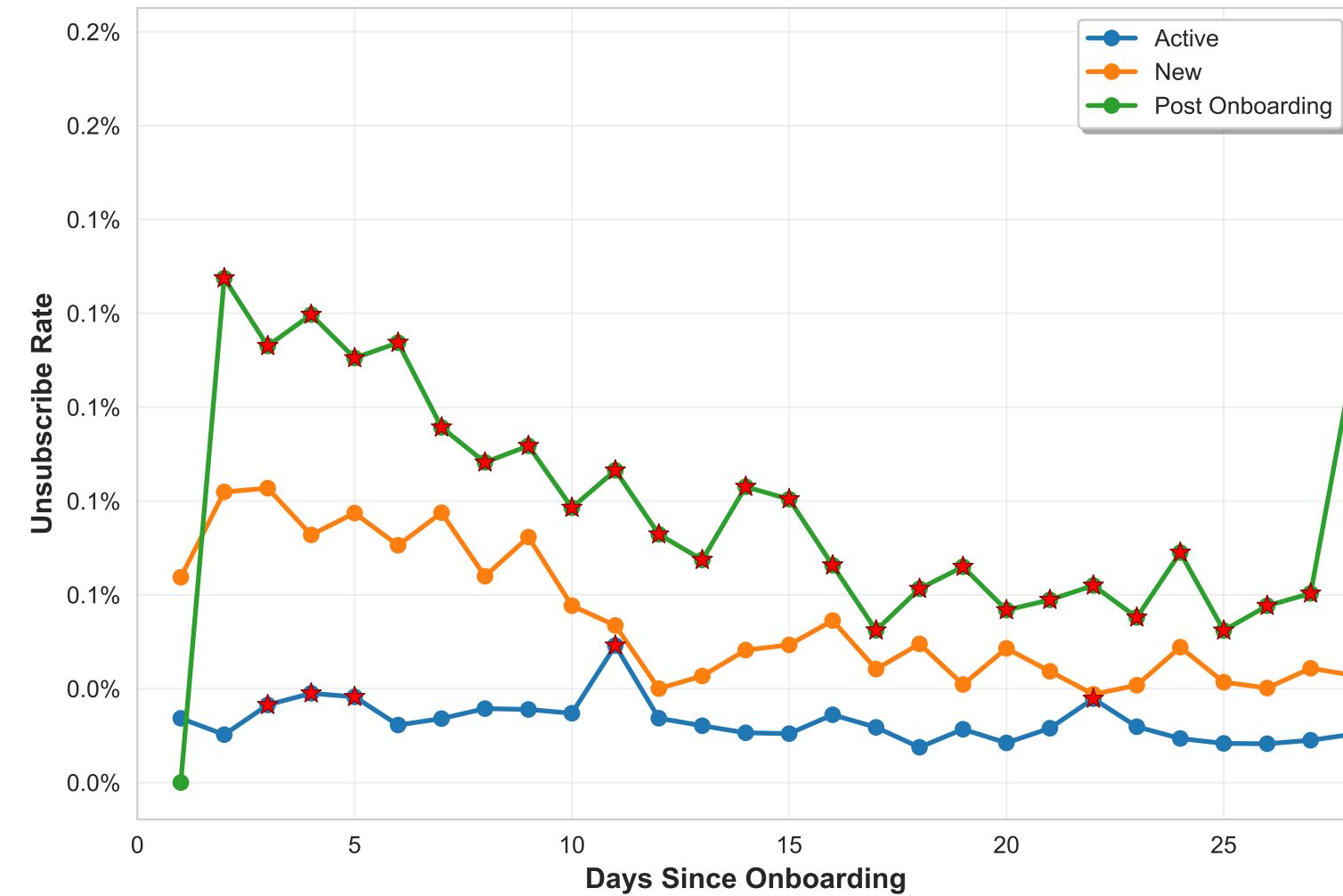
1. Percentage of Messages with Tag by Days Since Onboarding



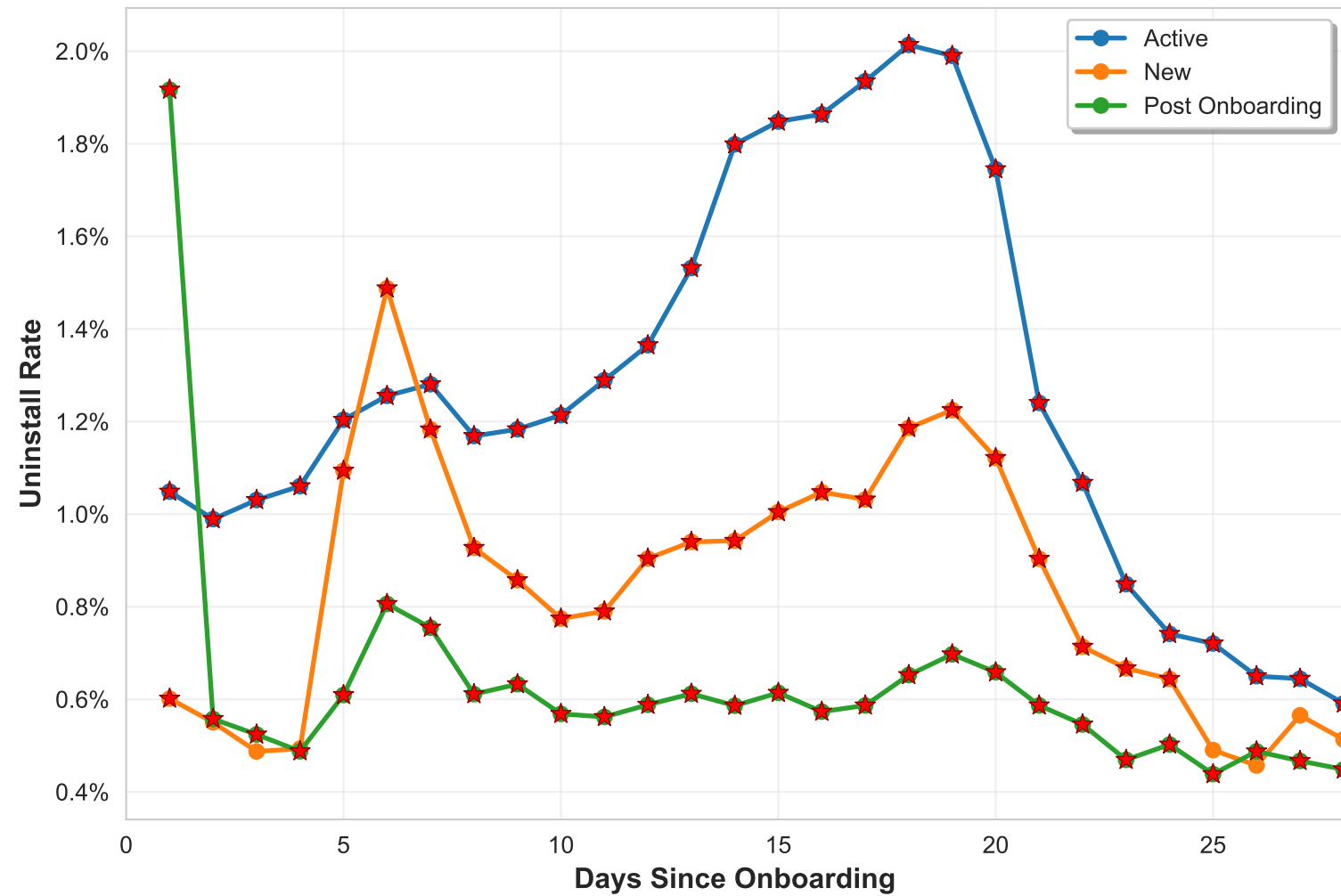
2. Open Rate by Days Since Onboarding (* = Below Threshold)



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

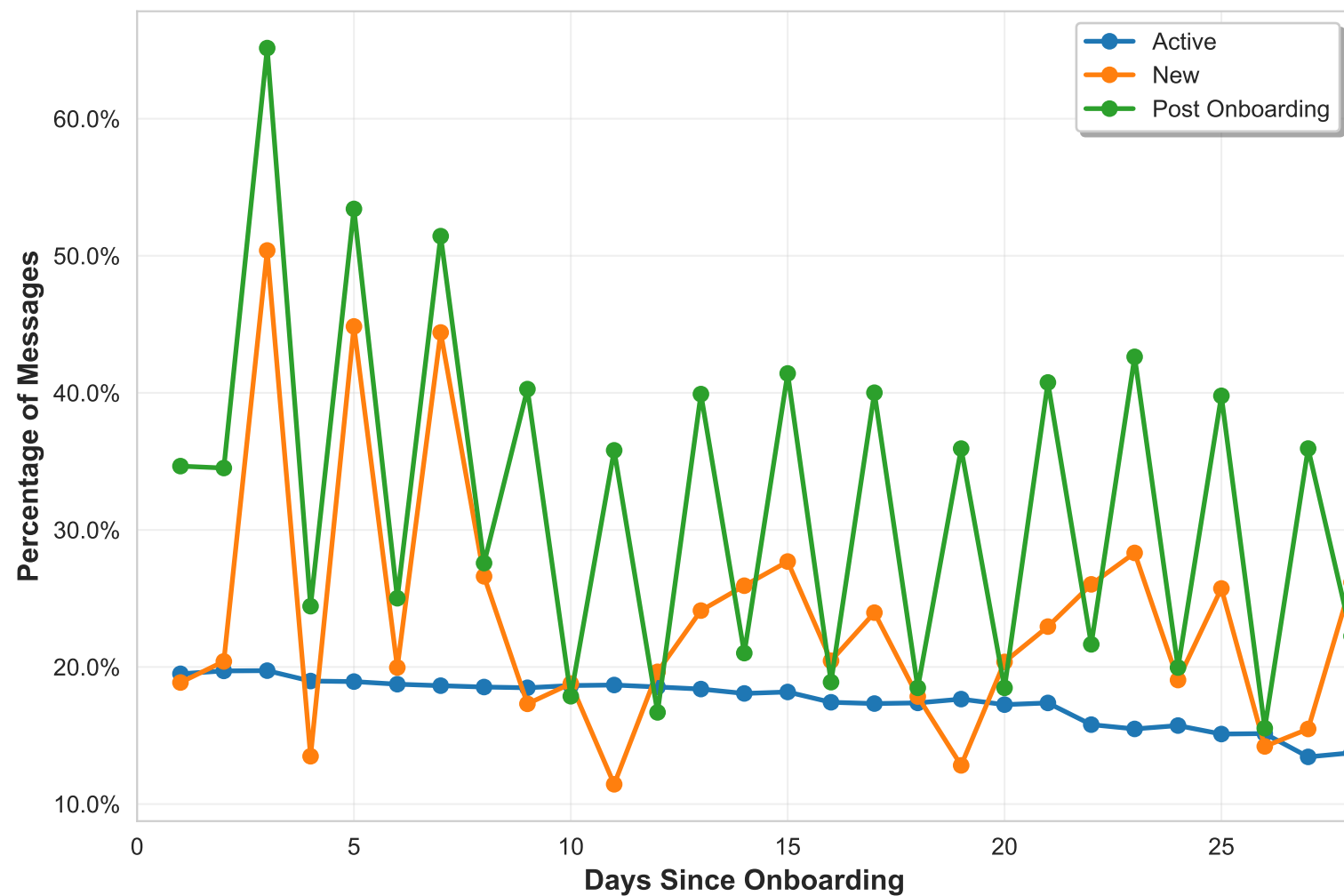


4. Uninstall Rate by Days Since Onboarding (* = Above Threshold)

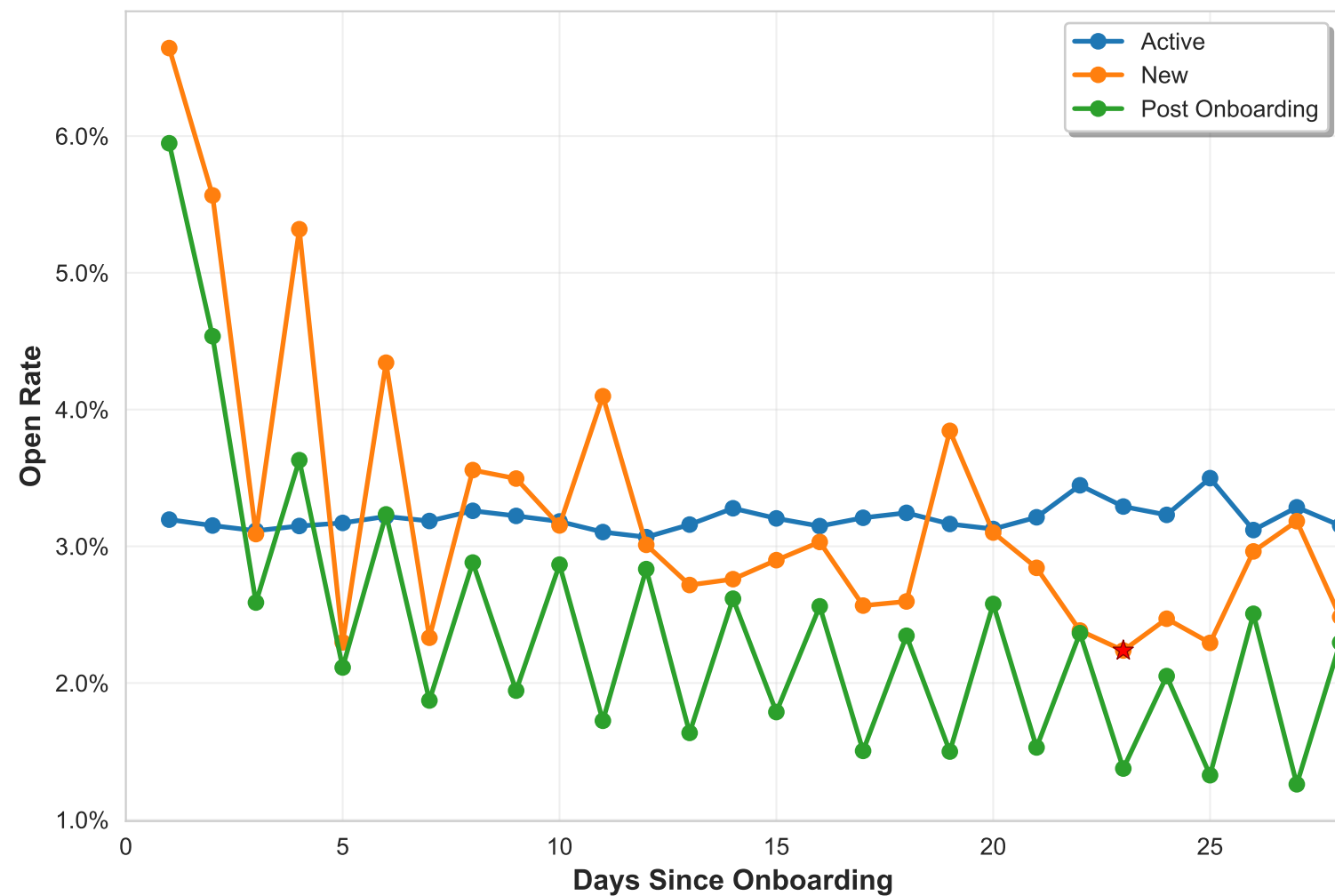


Is Doordash Offer - Notification Metrics

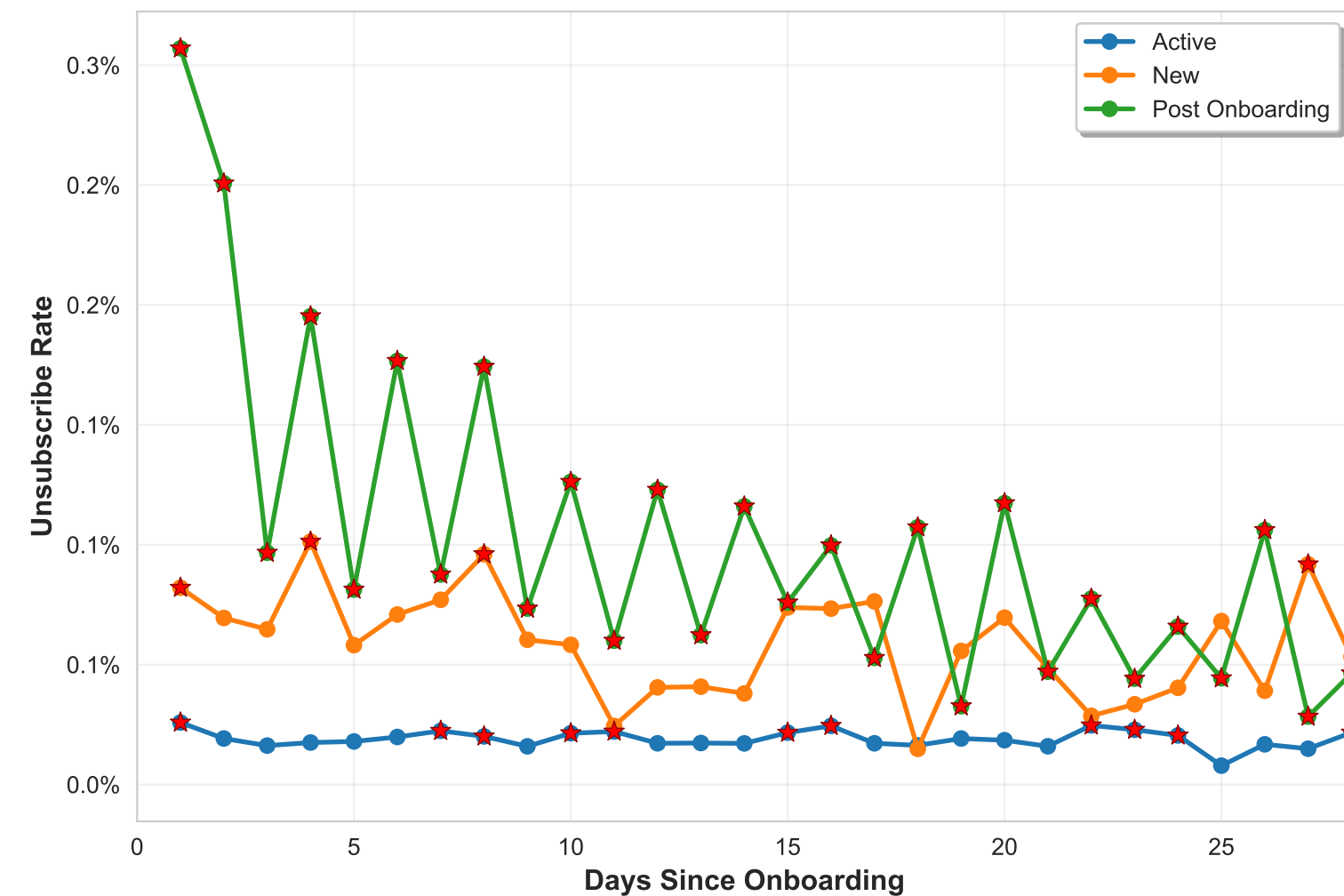
1. Percentage of Messages with Tag by Days Since Onboarding



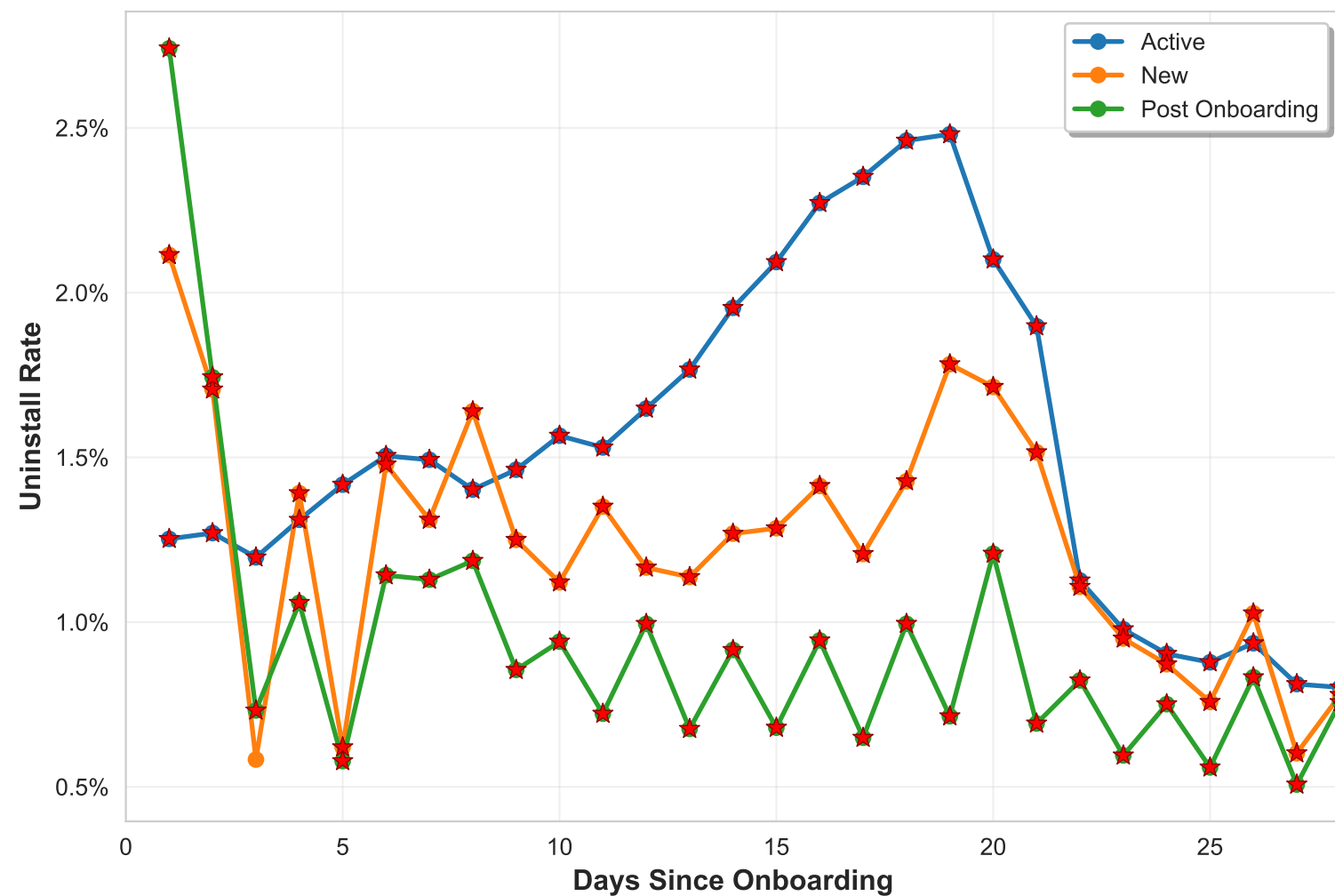
2. Open Rate by Days Since Onboarding (* = Below Threshold)



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

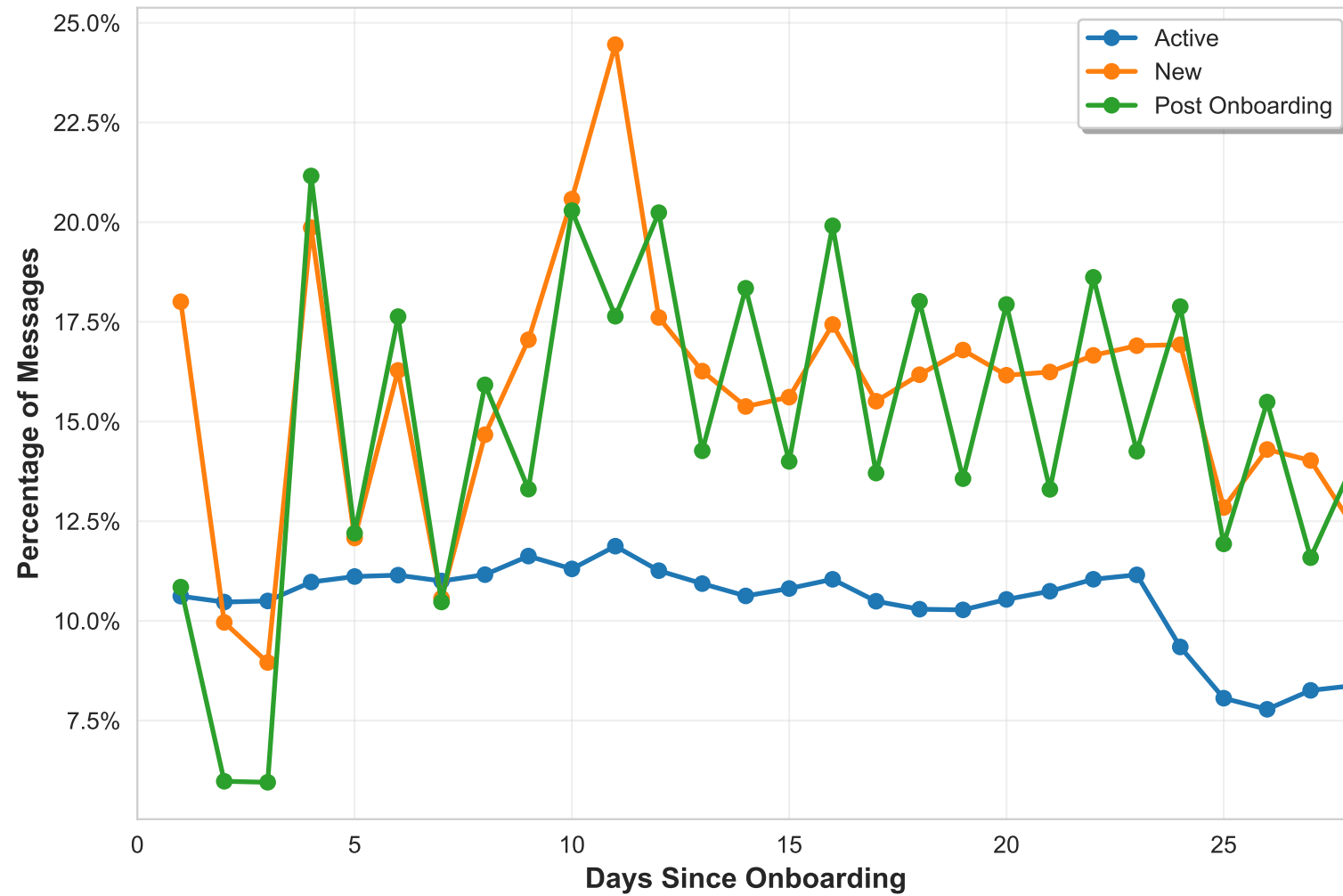


4. Uninstall Rate by Days Since Onboarding (* = Above Threshold)

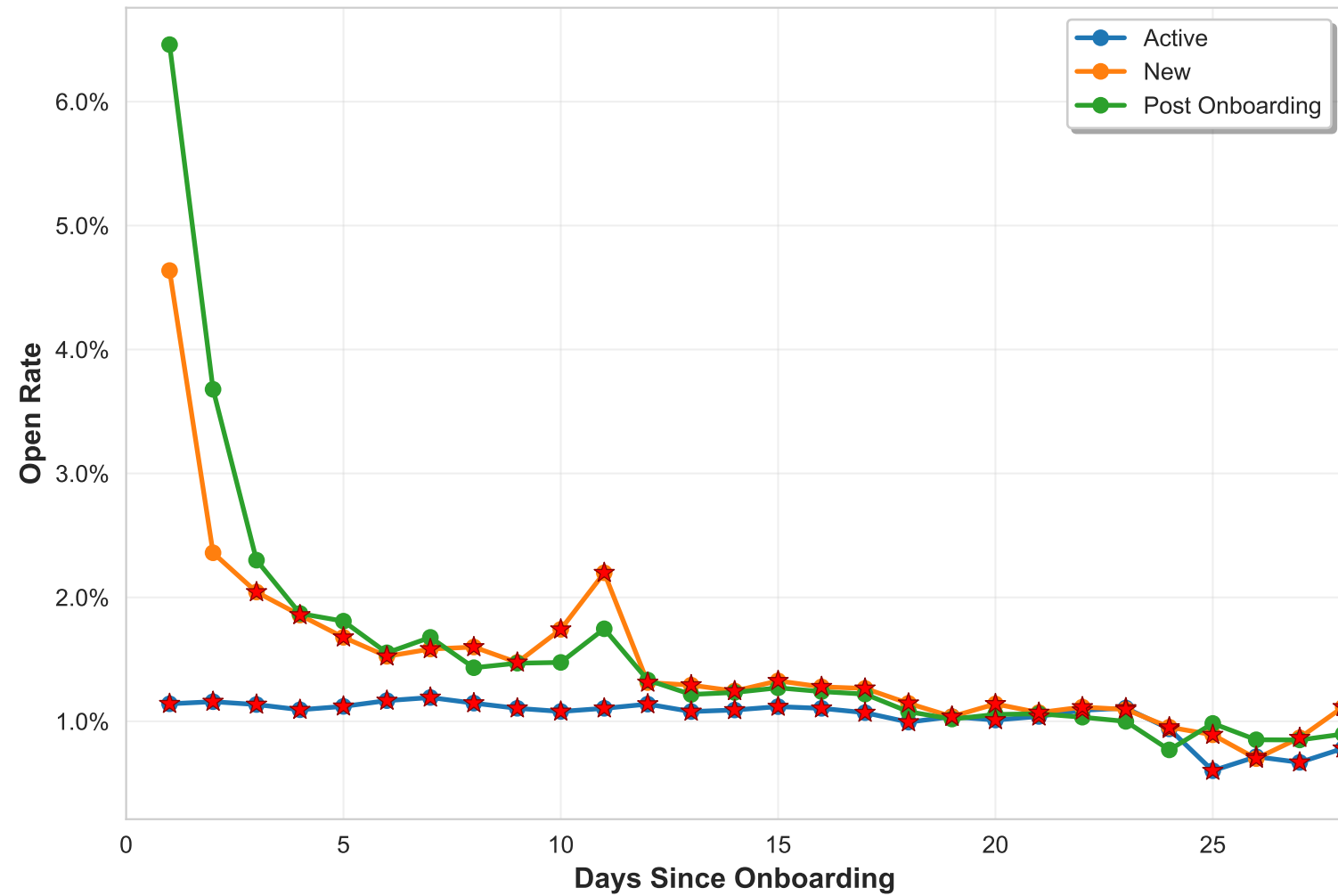


Is Store Offer - Notification Metrics

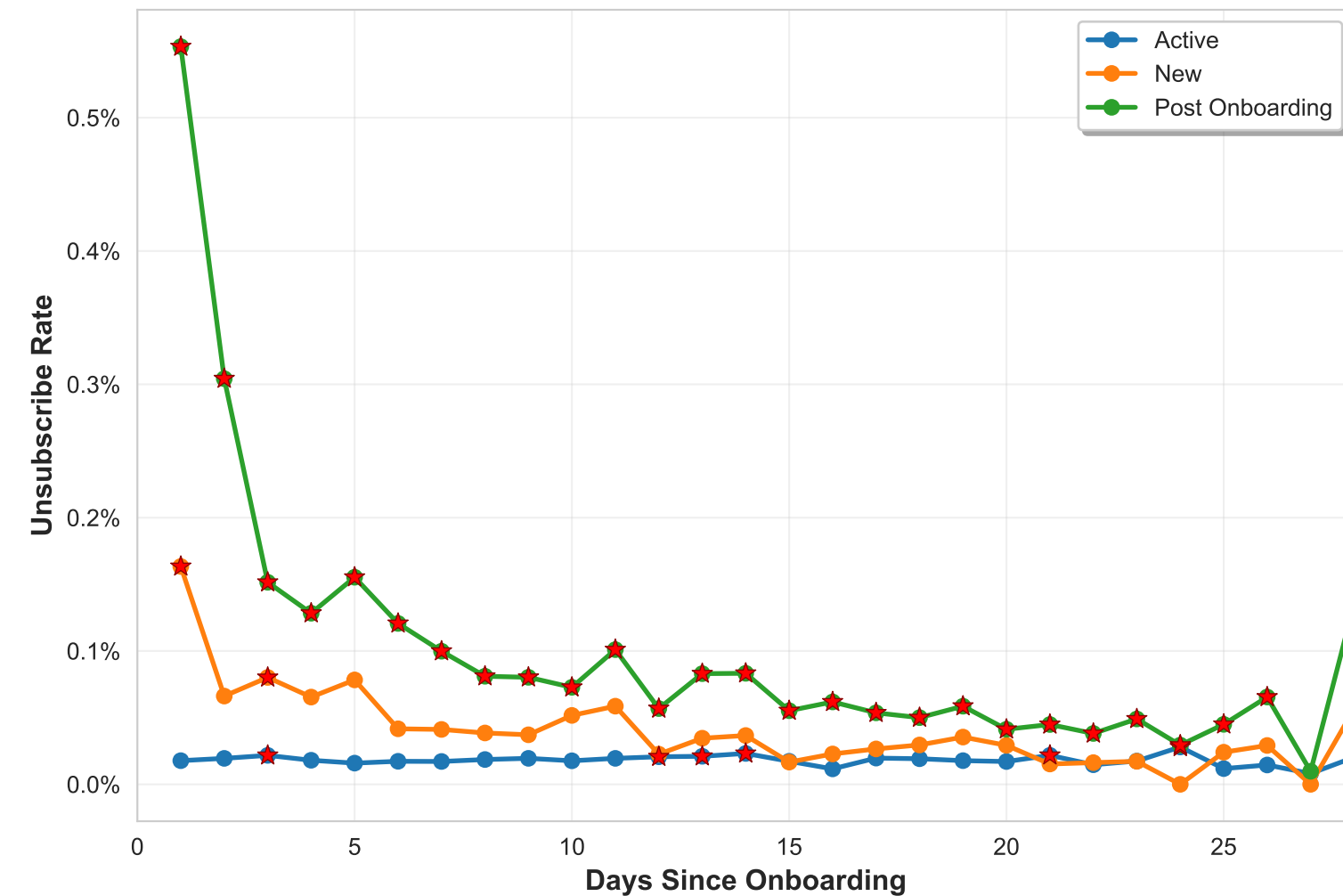
1. Percentage of Messages with Tag by Days Since Onboarding



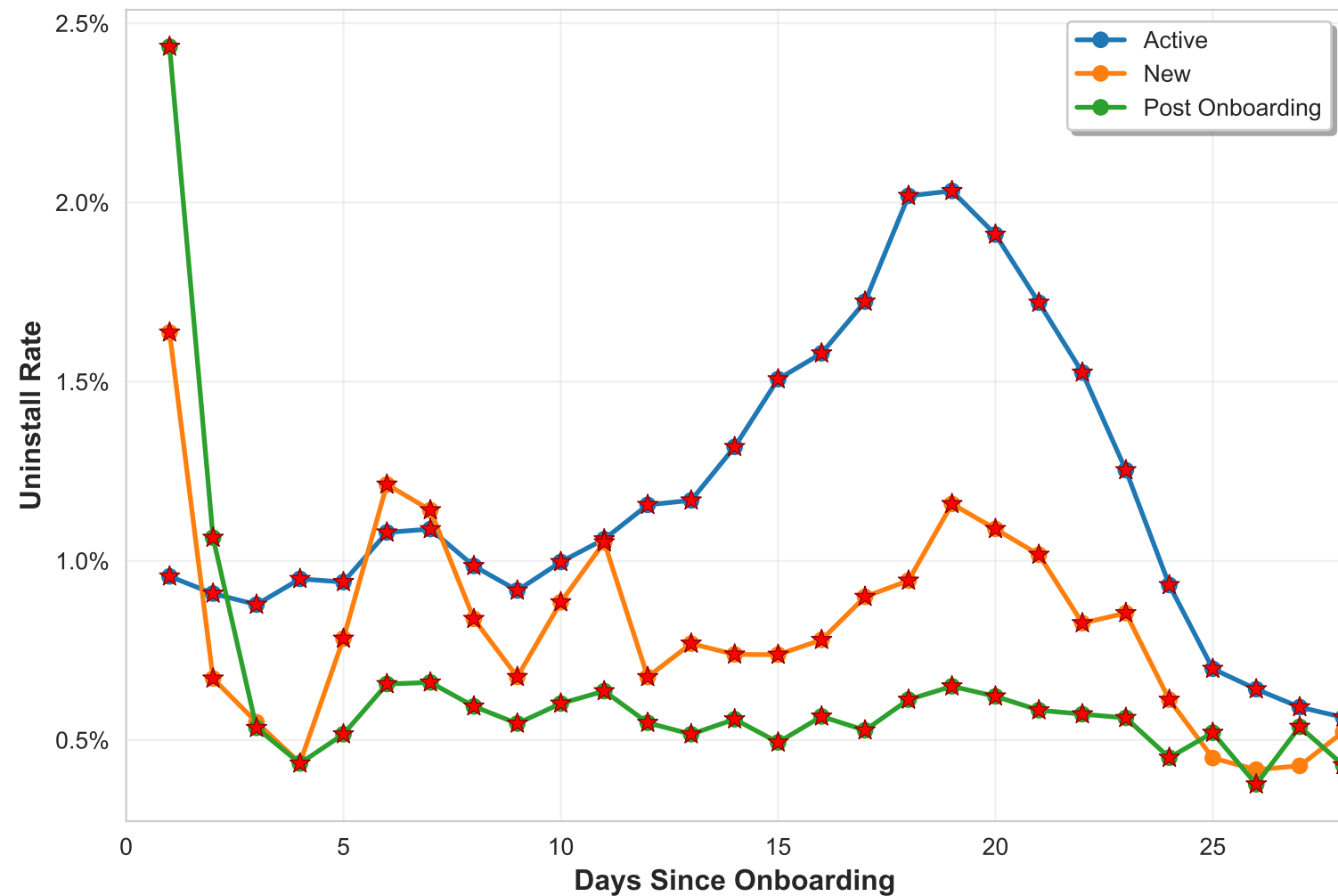
2. Open Rate by Days Since Onboarding (* = Below Threshold)



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

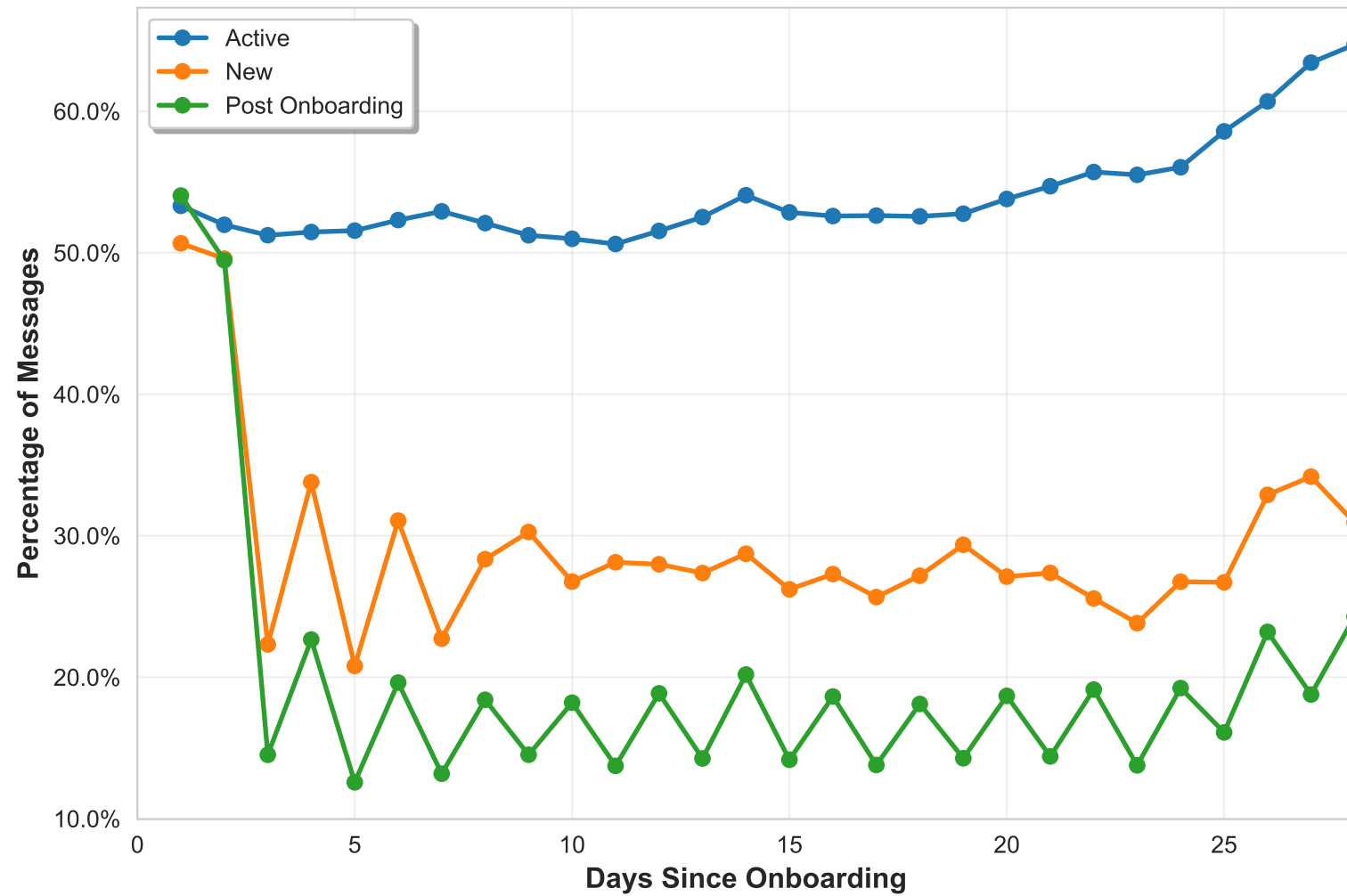


4. Uninstall Rate by Days Since Onboarding (* = Above Threshold)

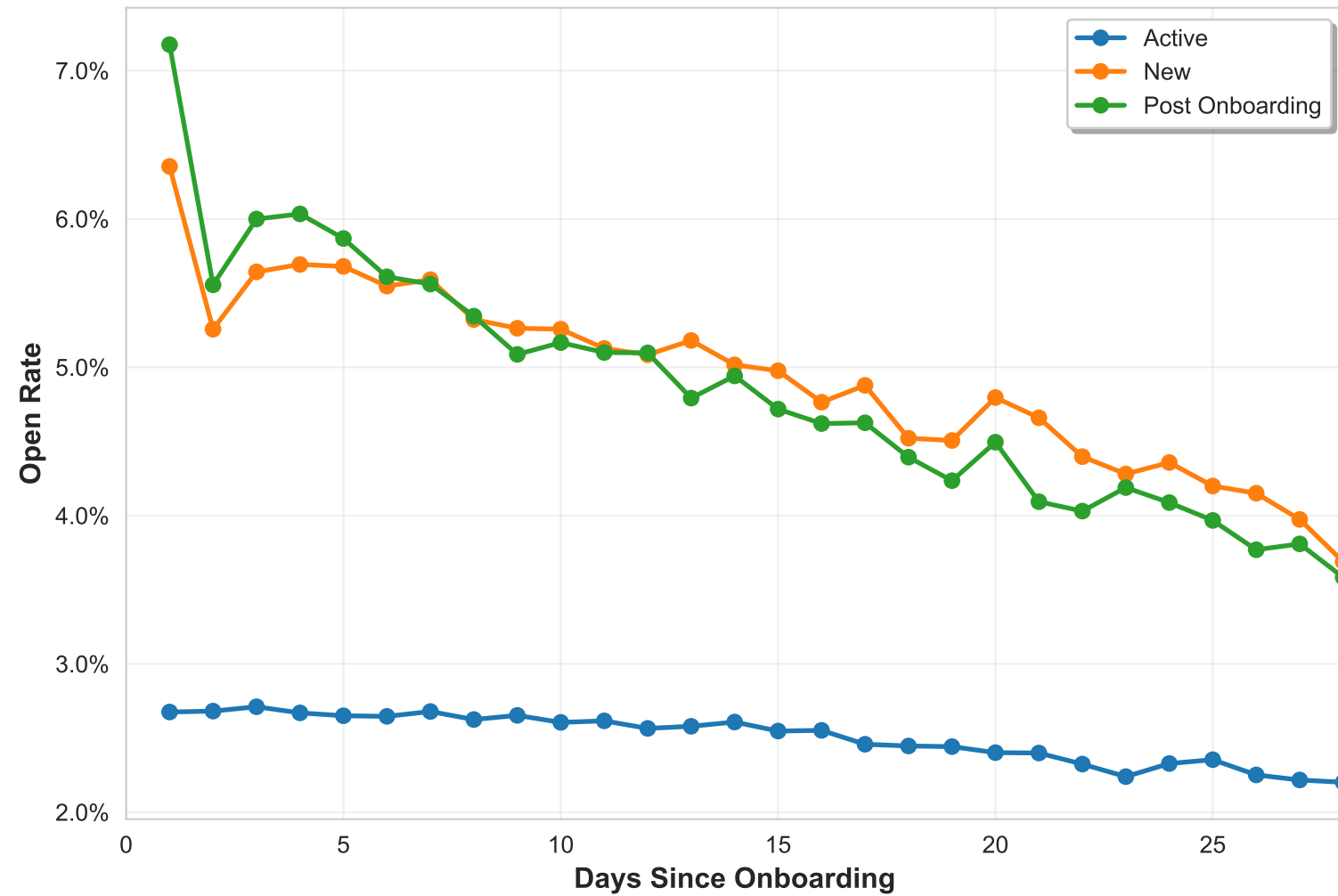


Is Reminder - Notification Metrics

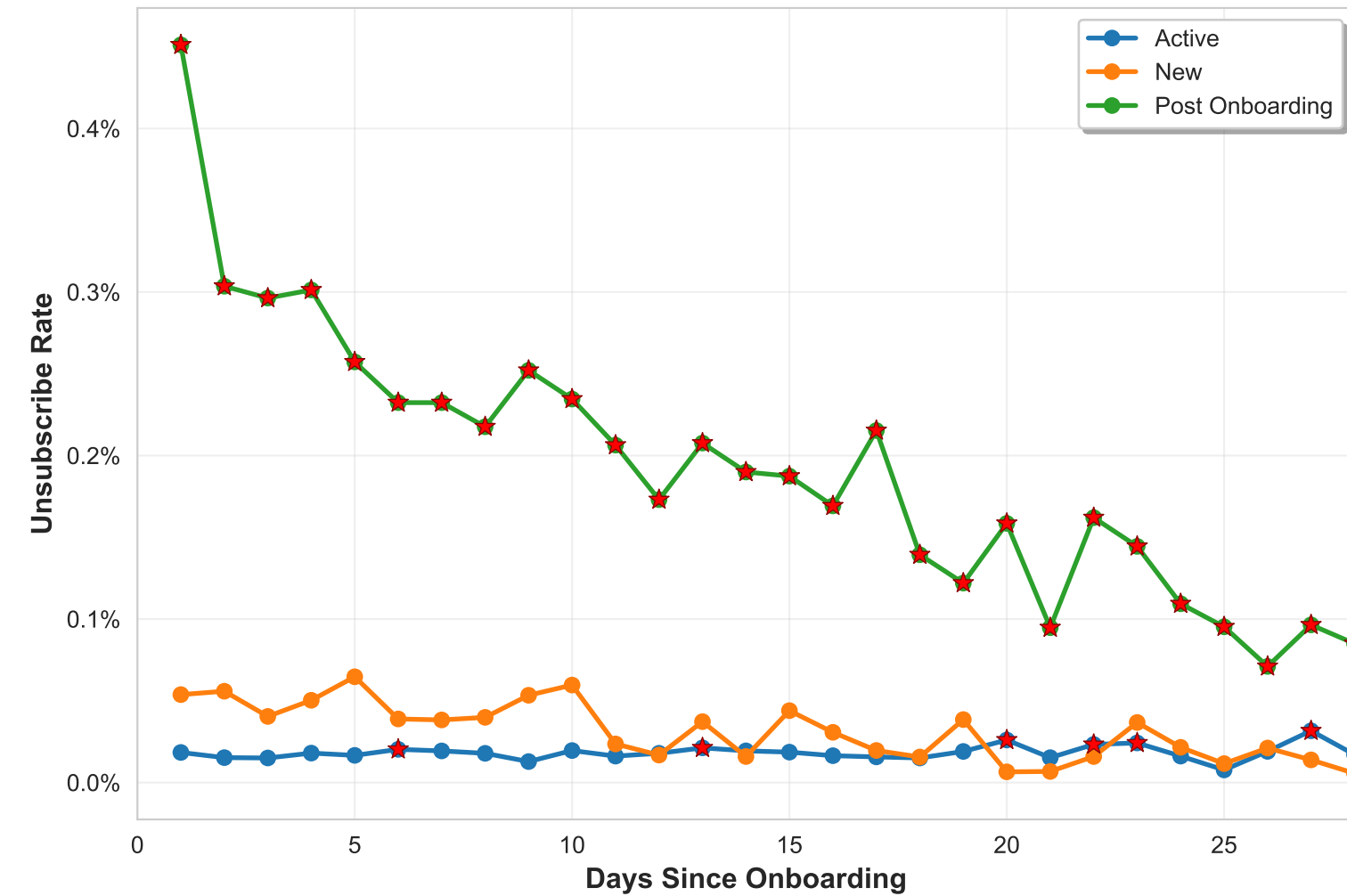
1. Percentage of Messages with Tag by Days Since Onboarding



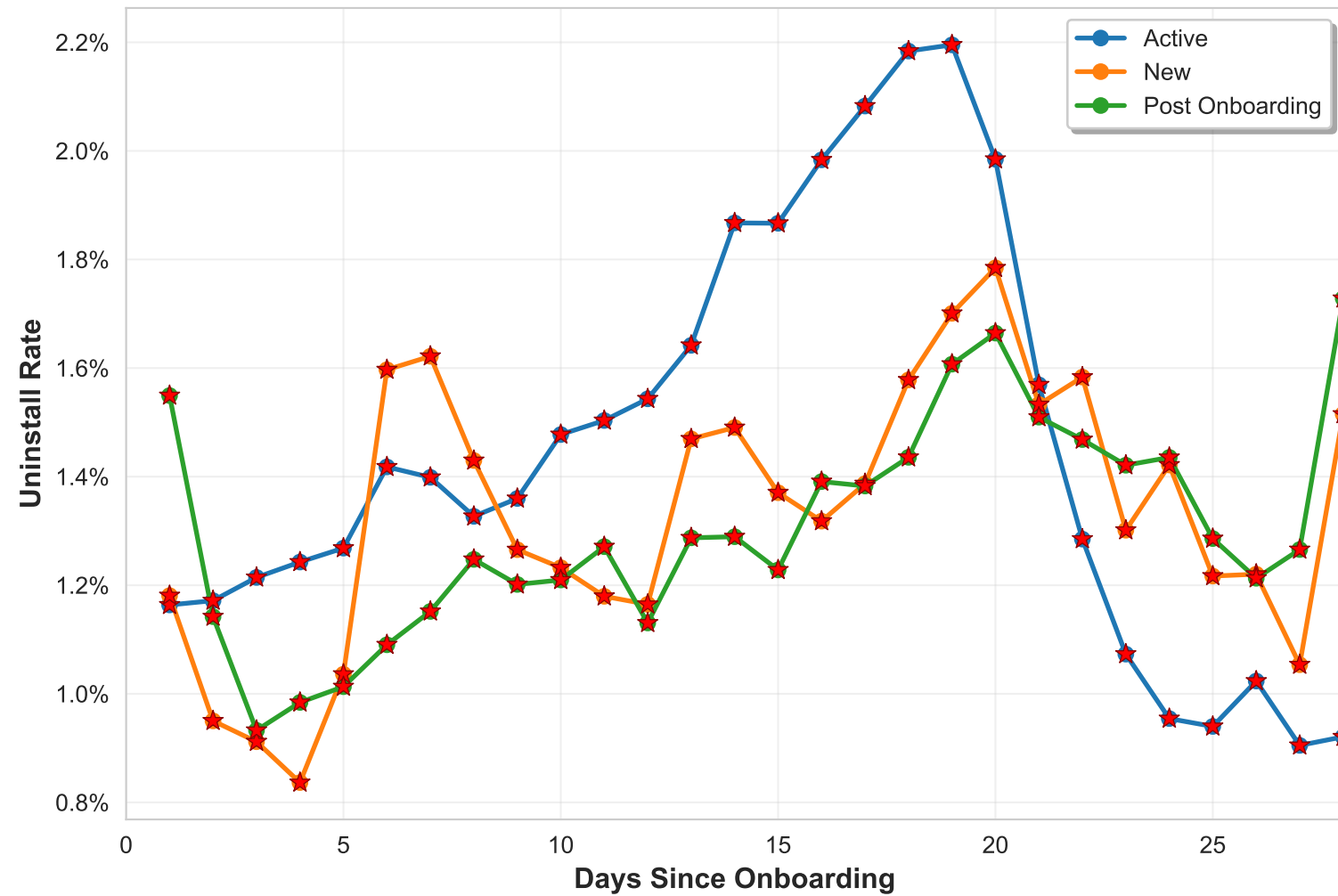
2. Open Rate by Days Since Onboarding (* = Below Threshold)



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

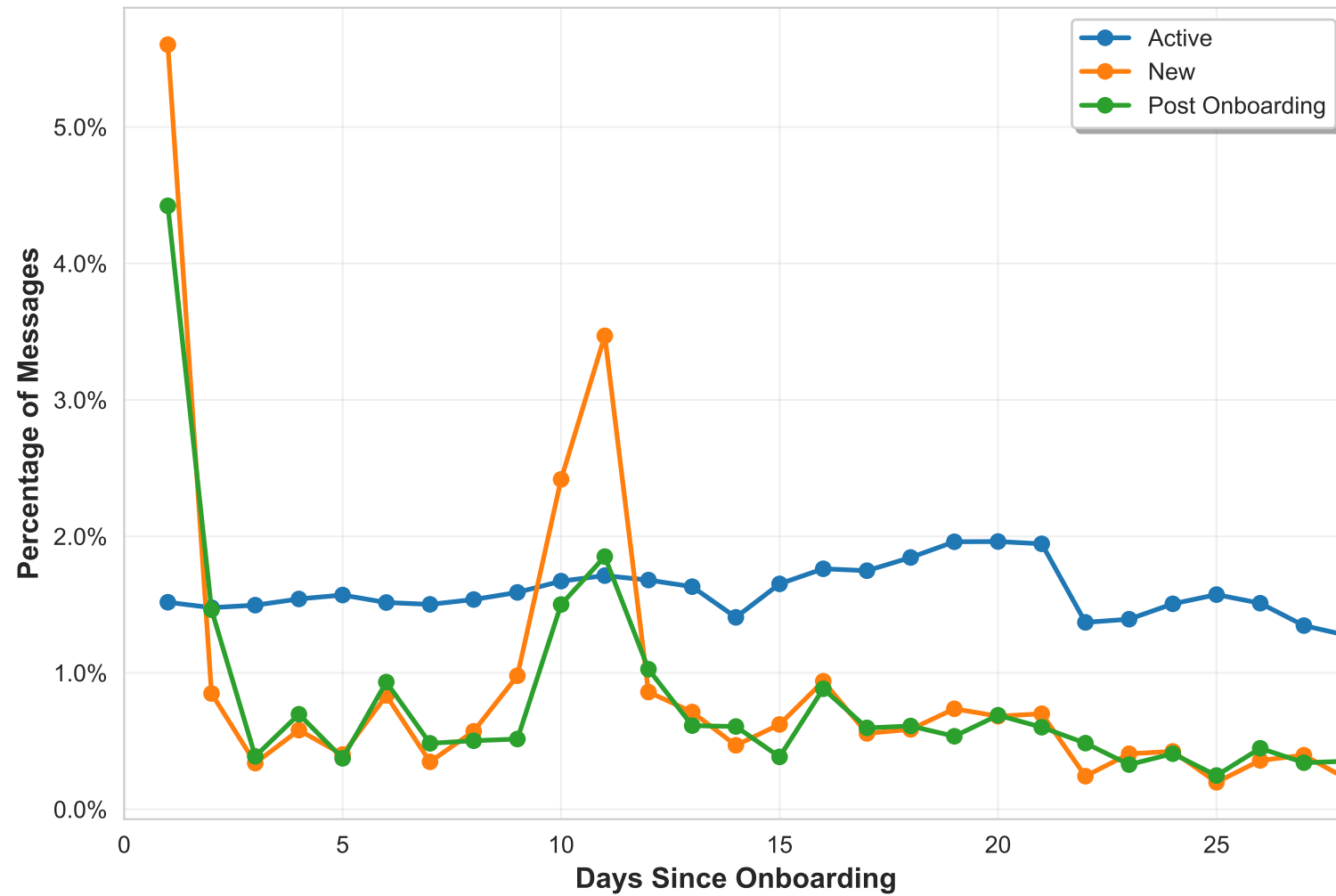


4. Uninstall Rate by Days Since Onboarding (* = Above Threshold)

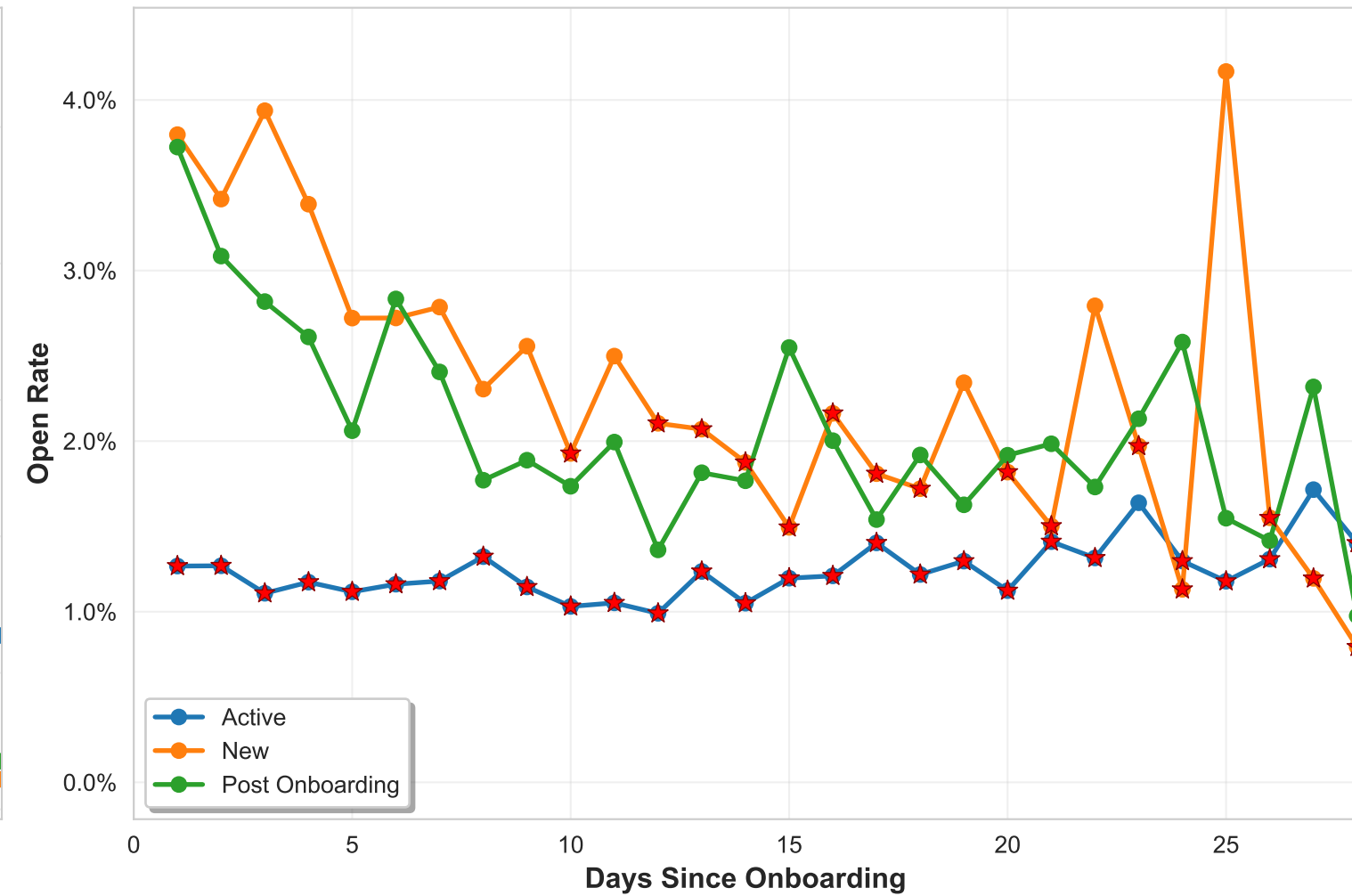


Is Nv - Notification Metrics

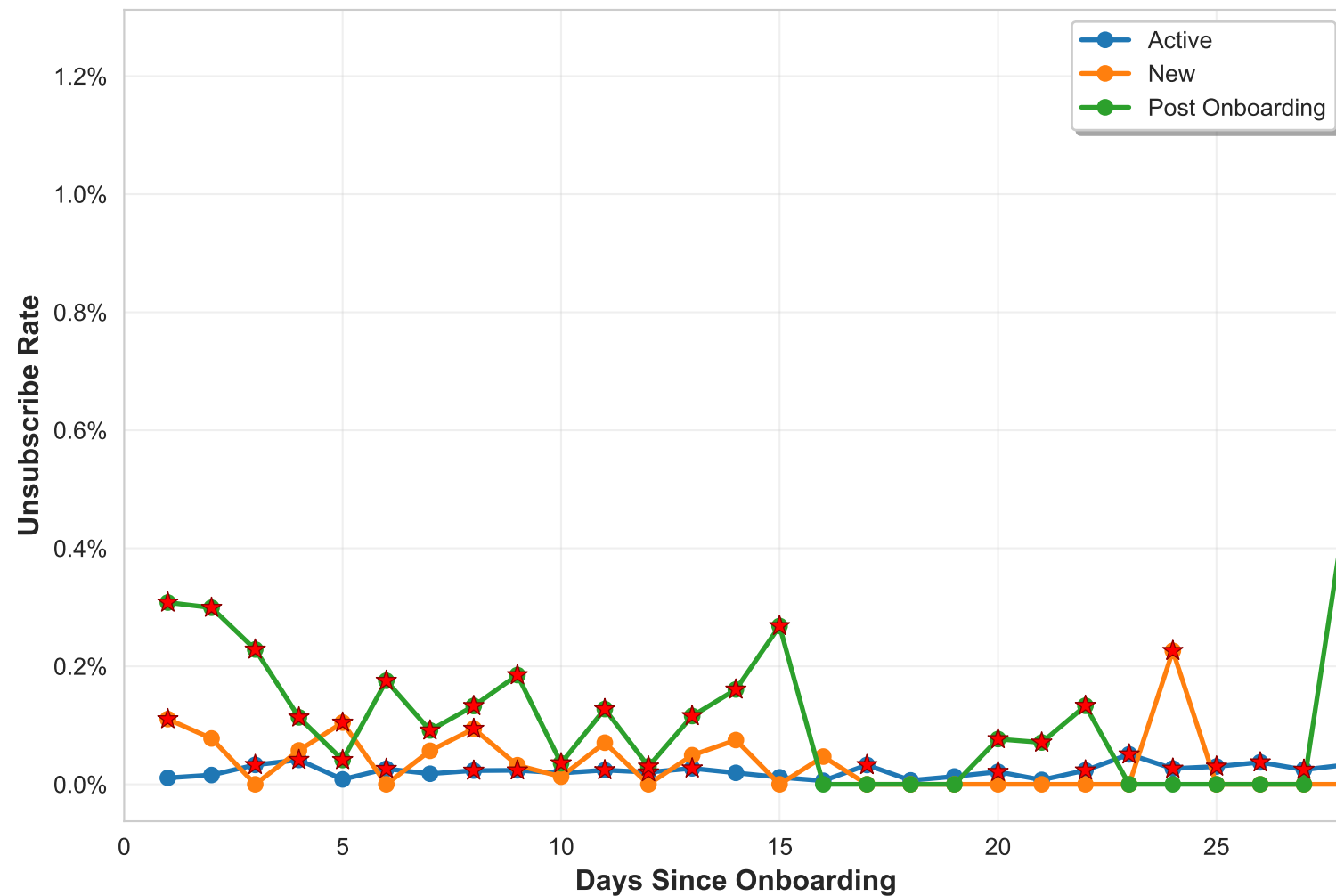
1. Percentage of Messages with Tag by Days Since Onboarding



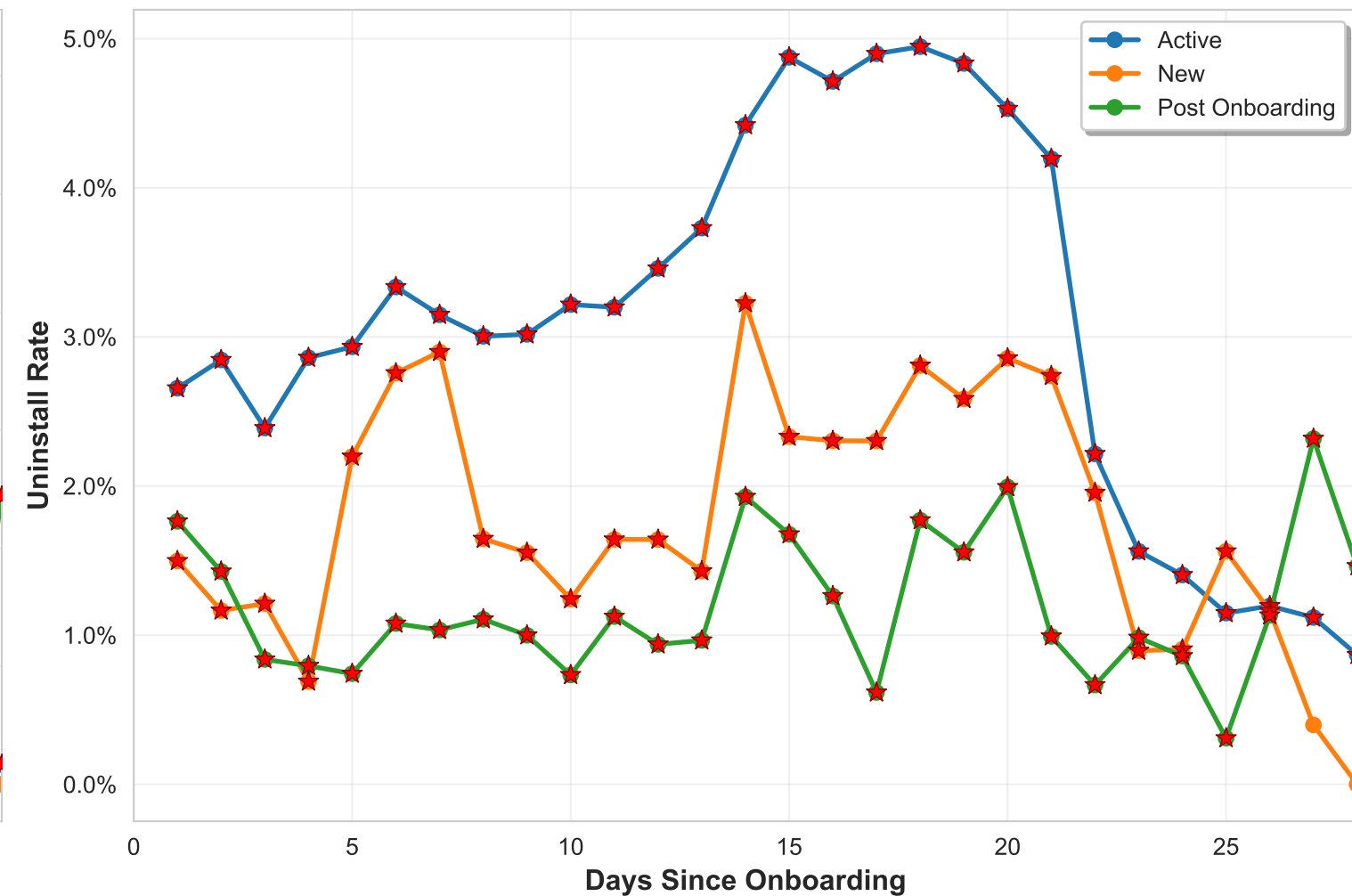
2. Open Rate by Days Since Onboarding (* = Below Threshold)



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

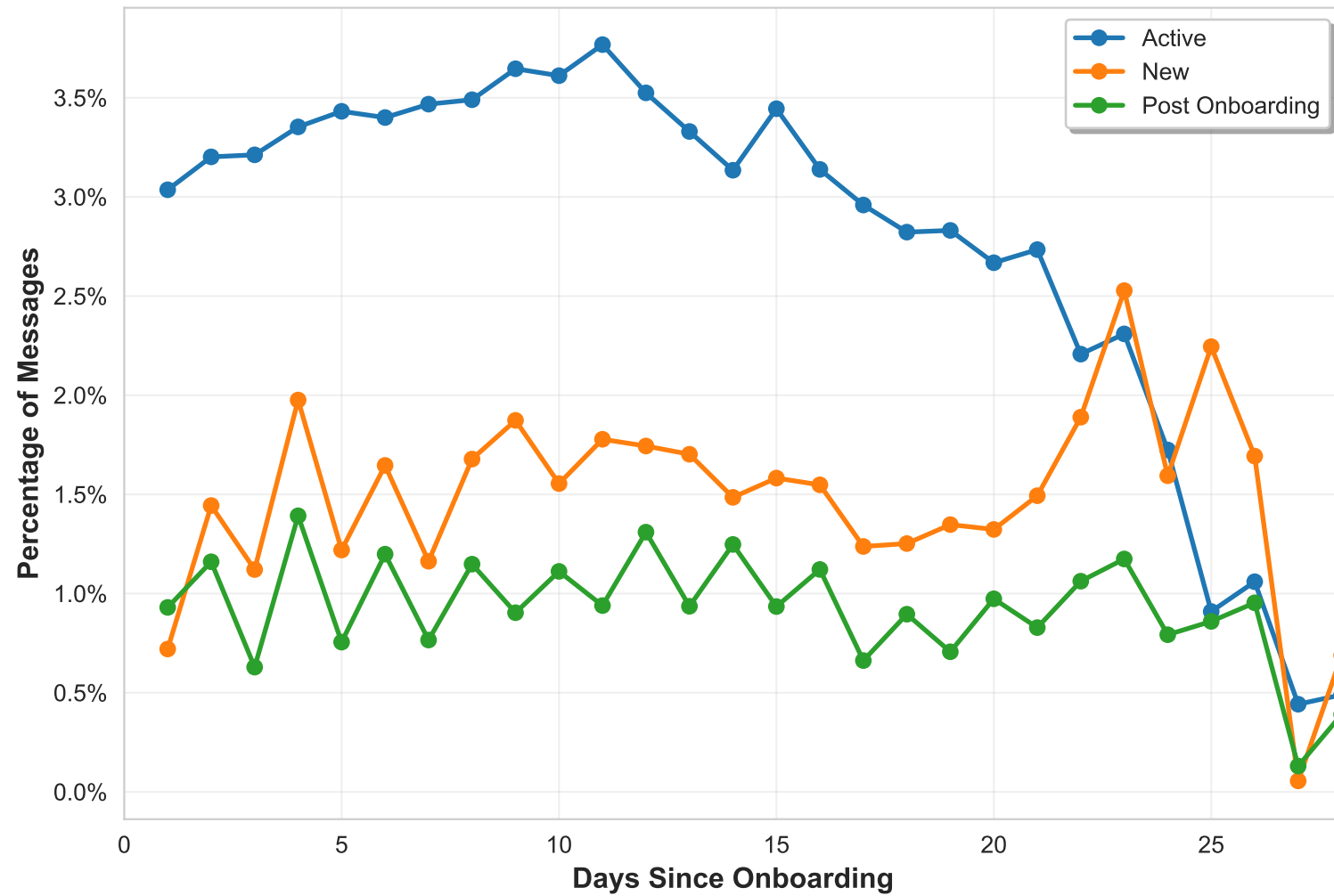


4. Uninstall Rate by Days Since Onboarding (* = Above Threshold)

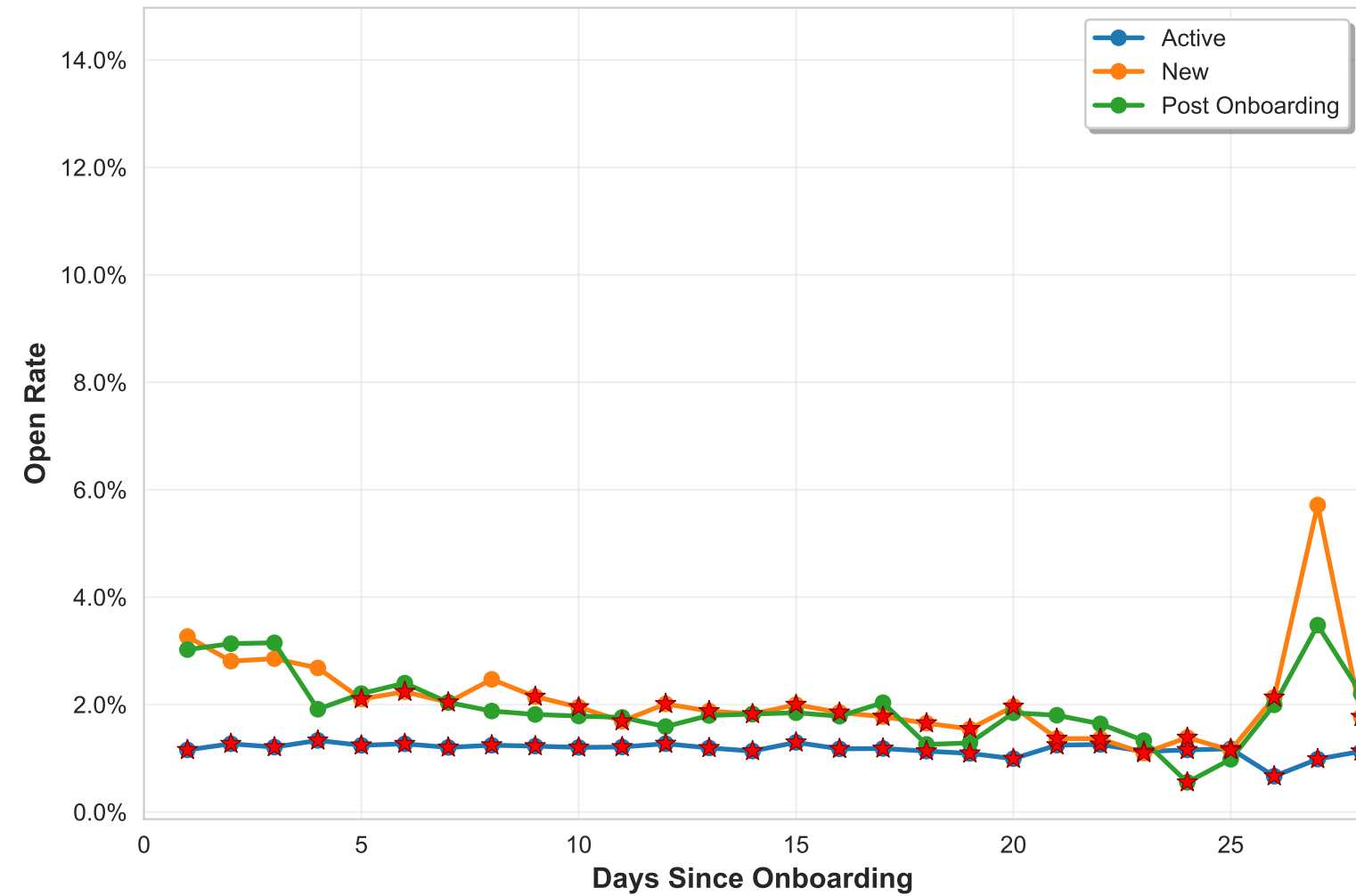


Is Dashpass - Notification Metrics

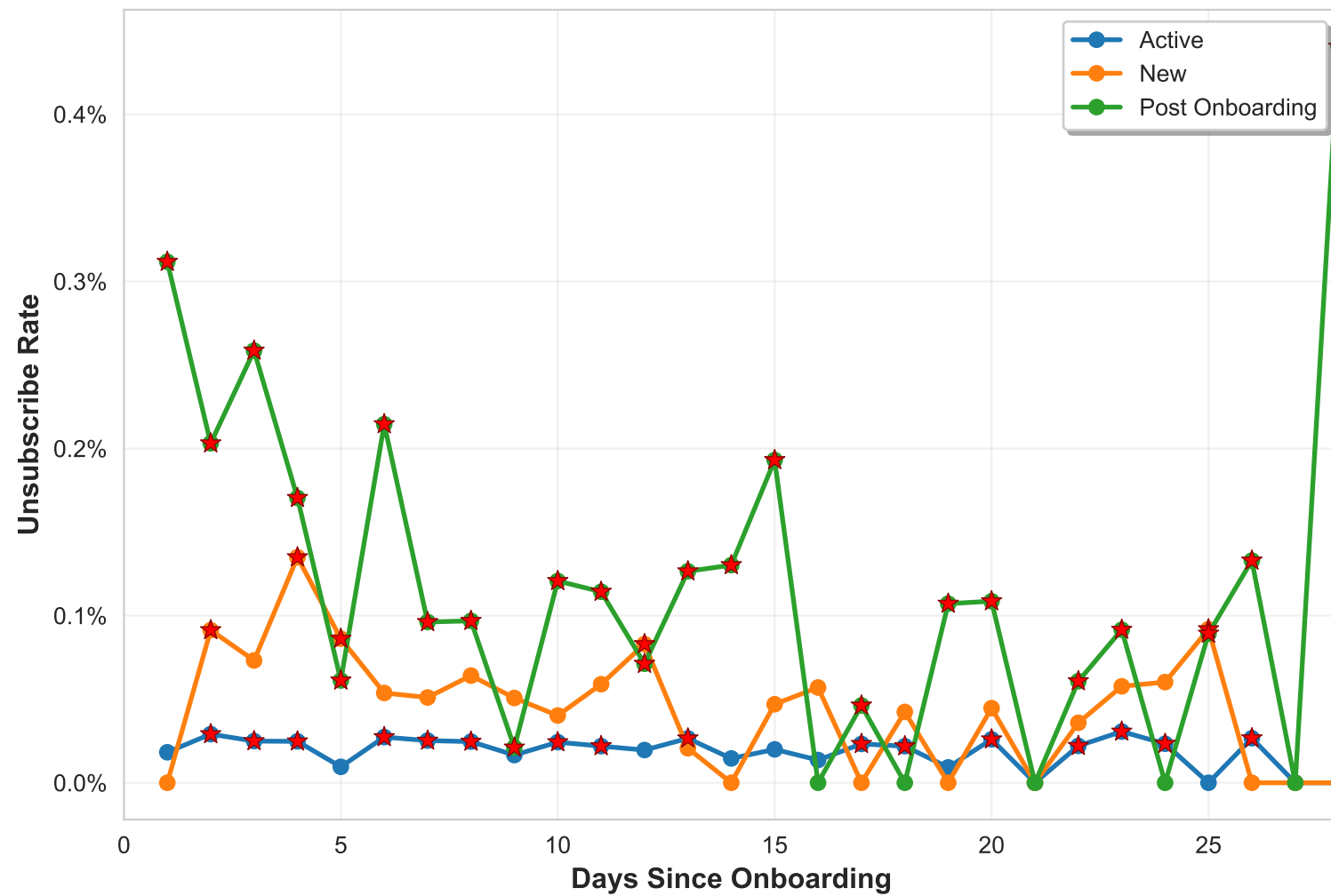
1. Percentage of Messages with Tag by Days Since Onboarding



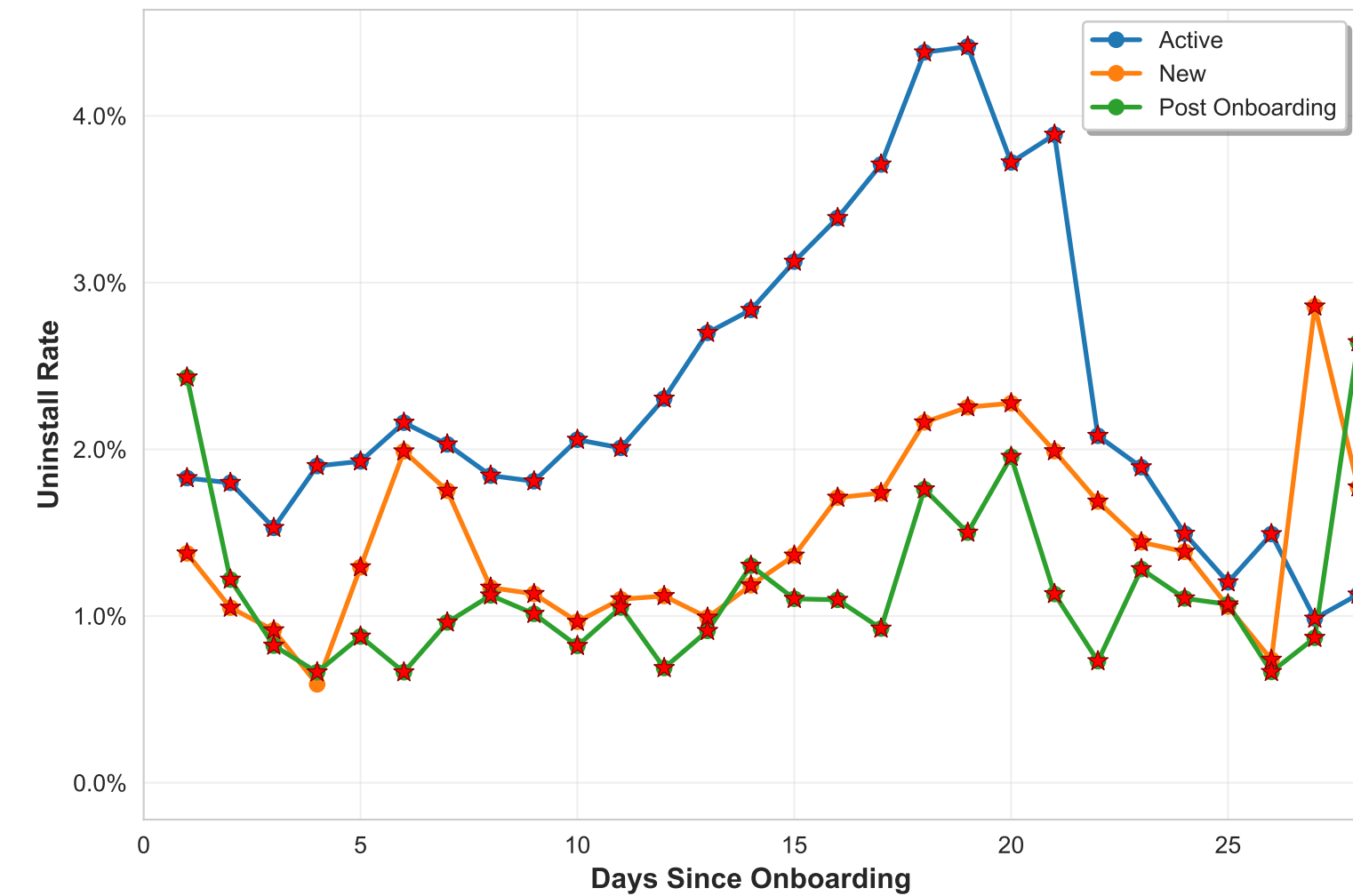
2. Open Rate by Days Since Onboarding (* = Below Threshold)



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

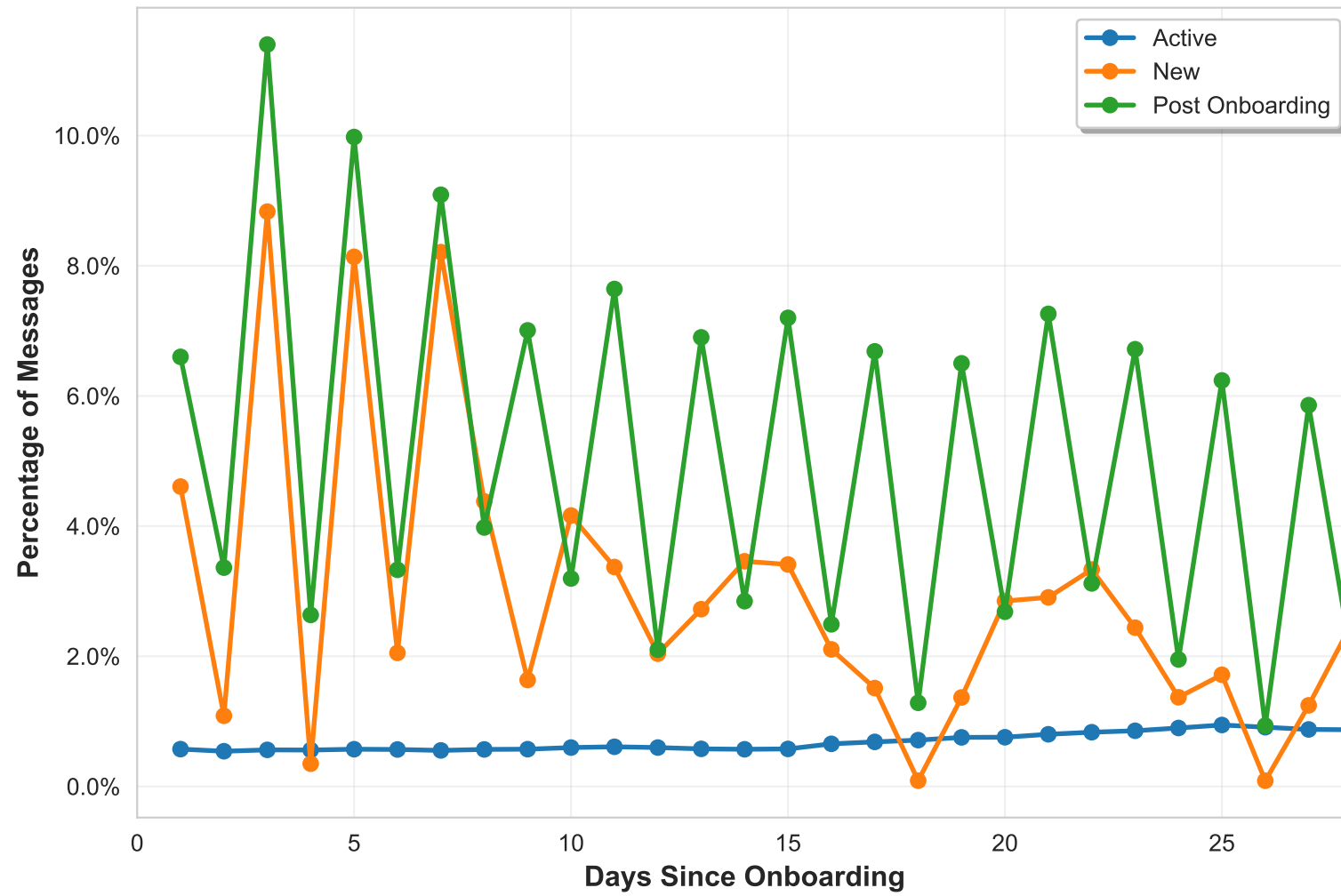


4. Uninstall Rate by Days Since Onboarding (* = Above Threshold)

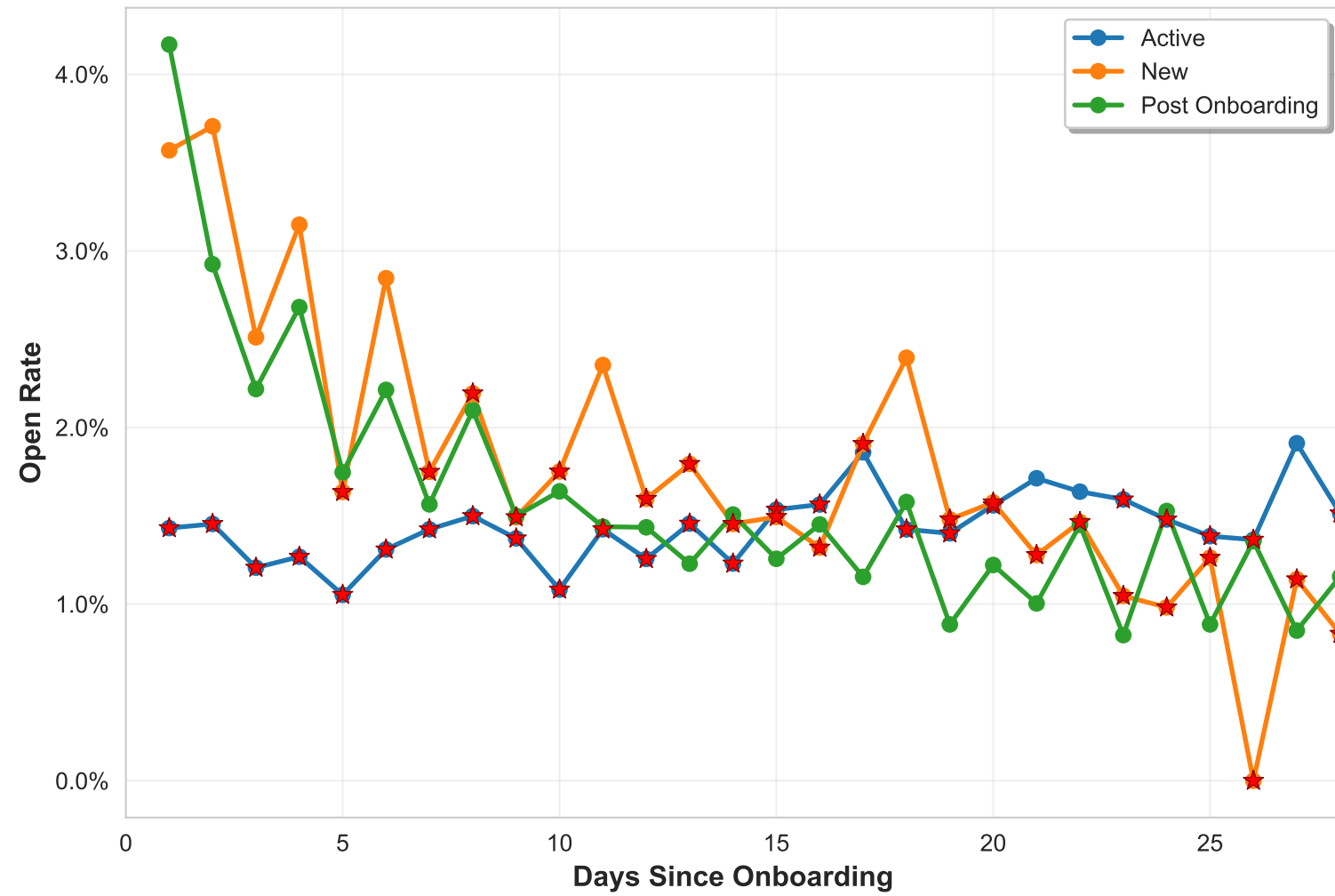


Is New - Notification Metrics

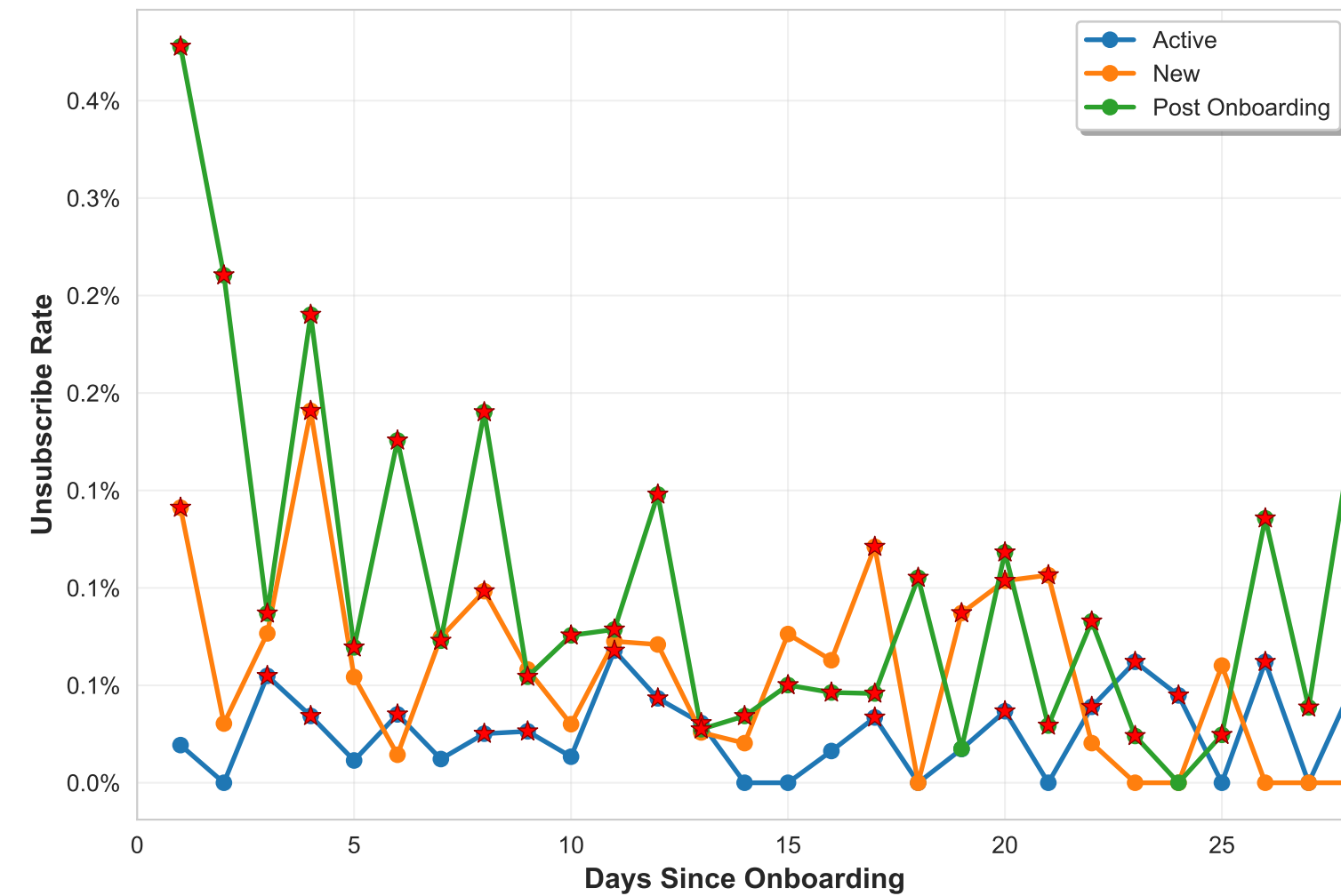
1. Percentage of Messages with Tag by Days Since Onboarding



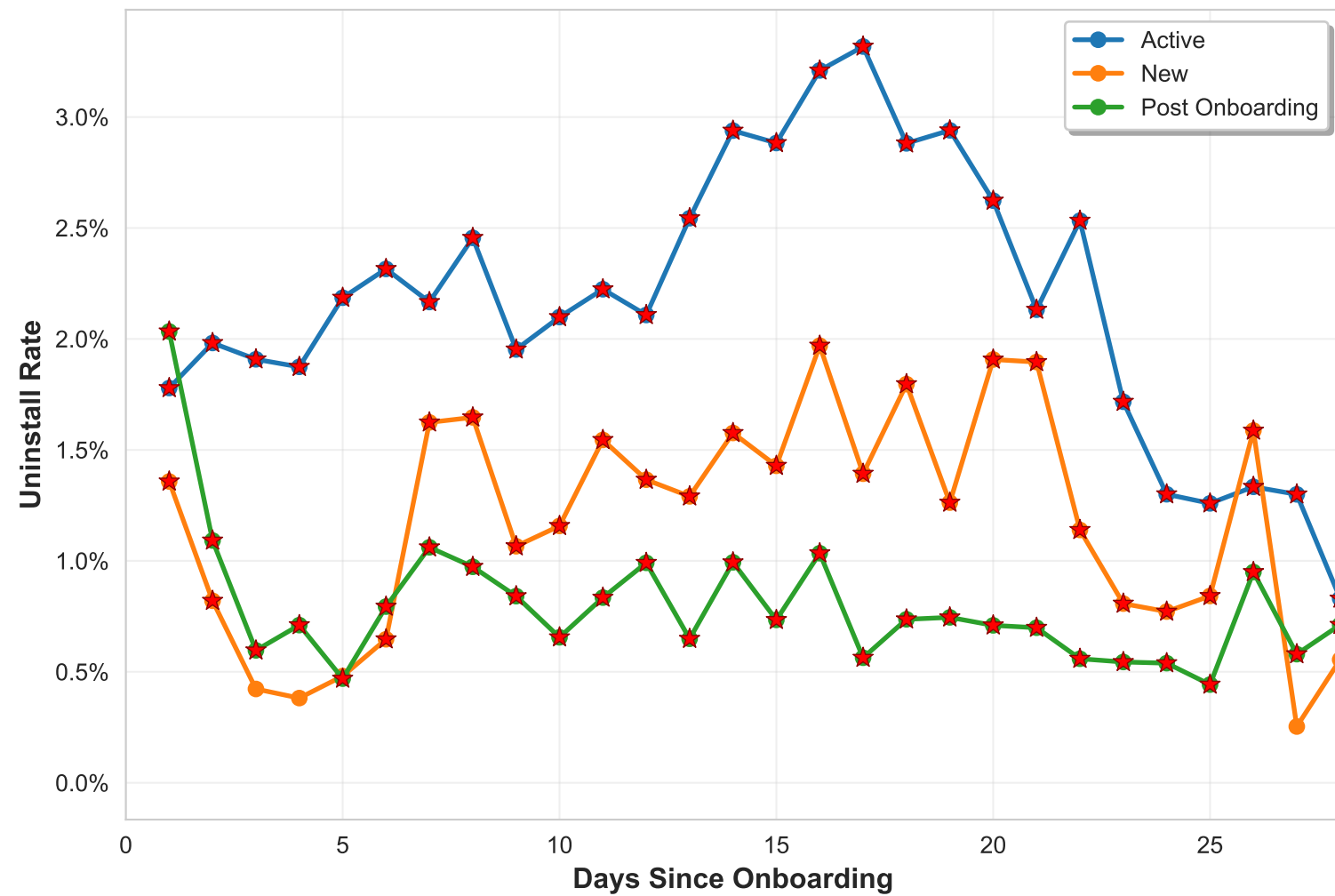
2. Open Rate by Days Since Onboarding (* = Below Threshold)



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

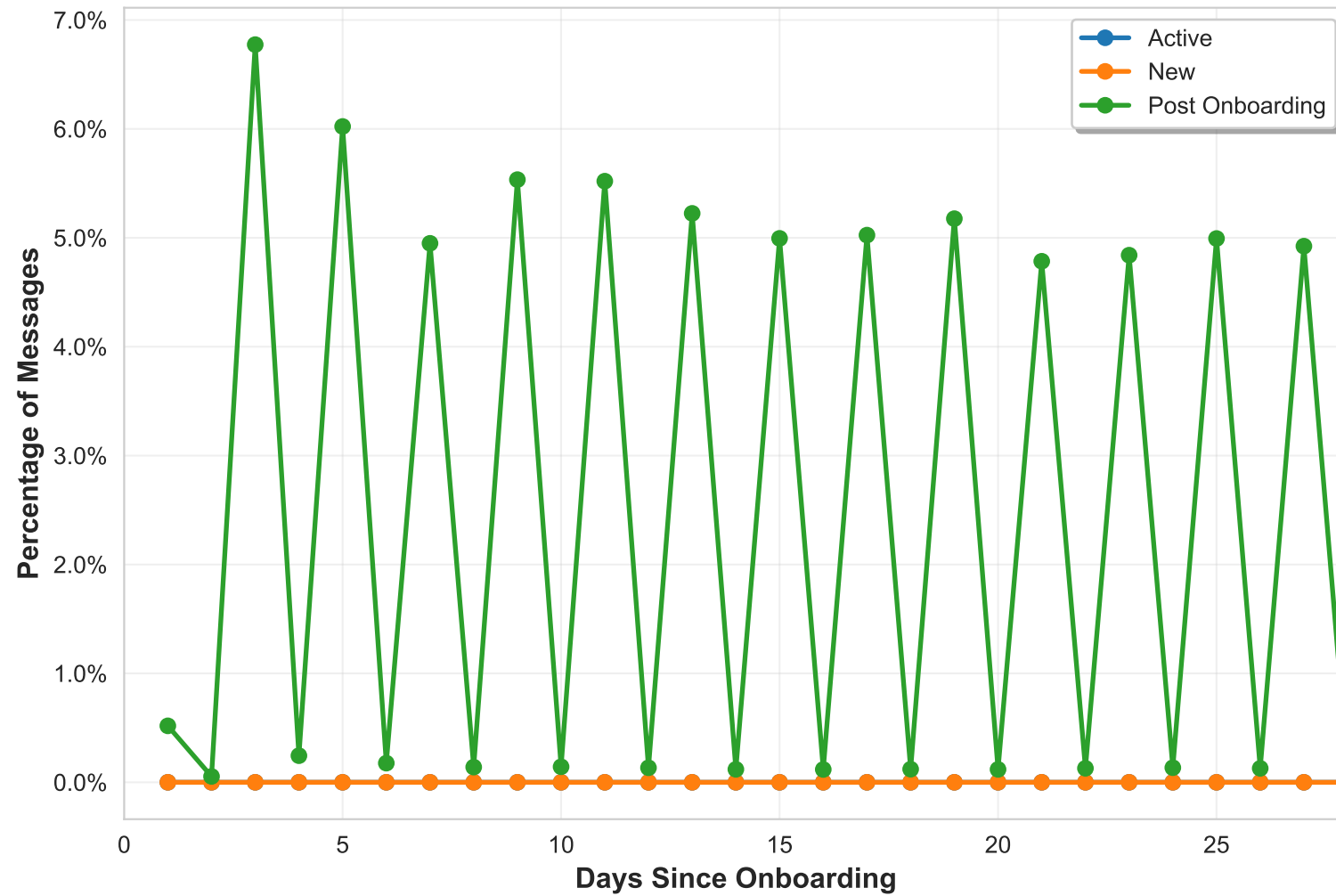


4. Uninstall Rate by Days Since Onboarding (* = Above Threshold)

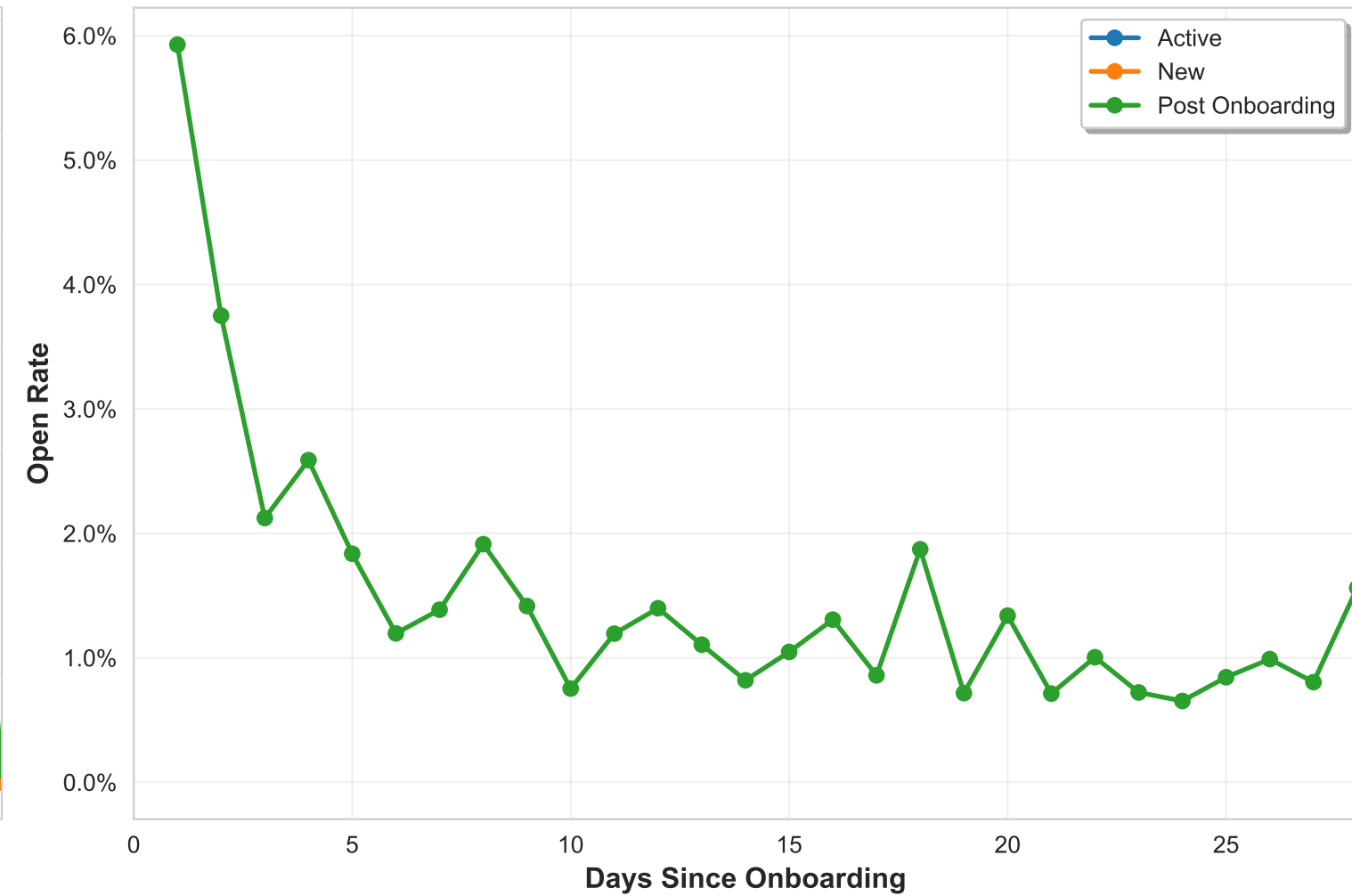


Is Npws - Notification Metrics

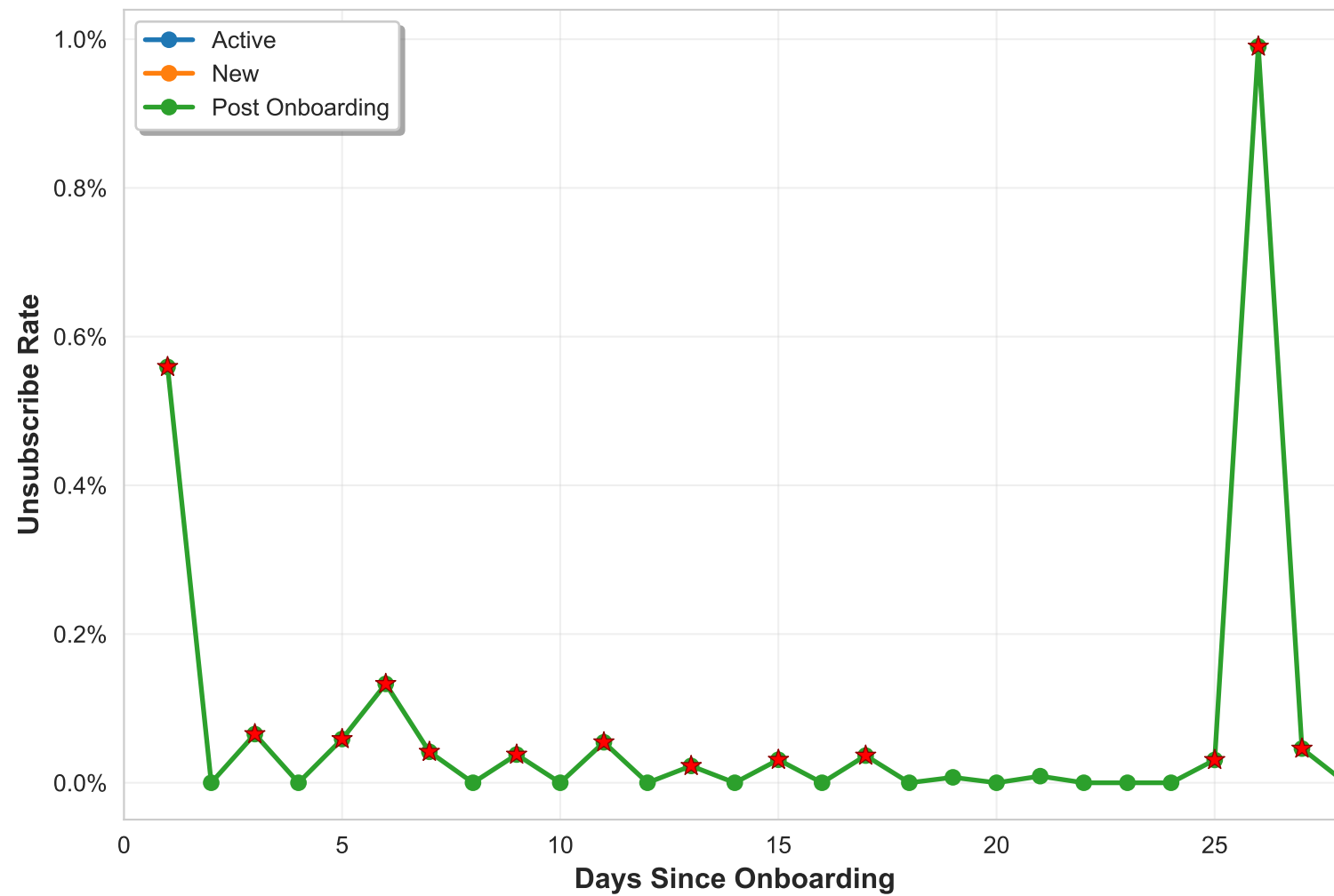
1. Percentage of Messages with Tag by Days Since Onboarding



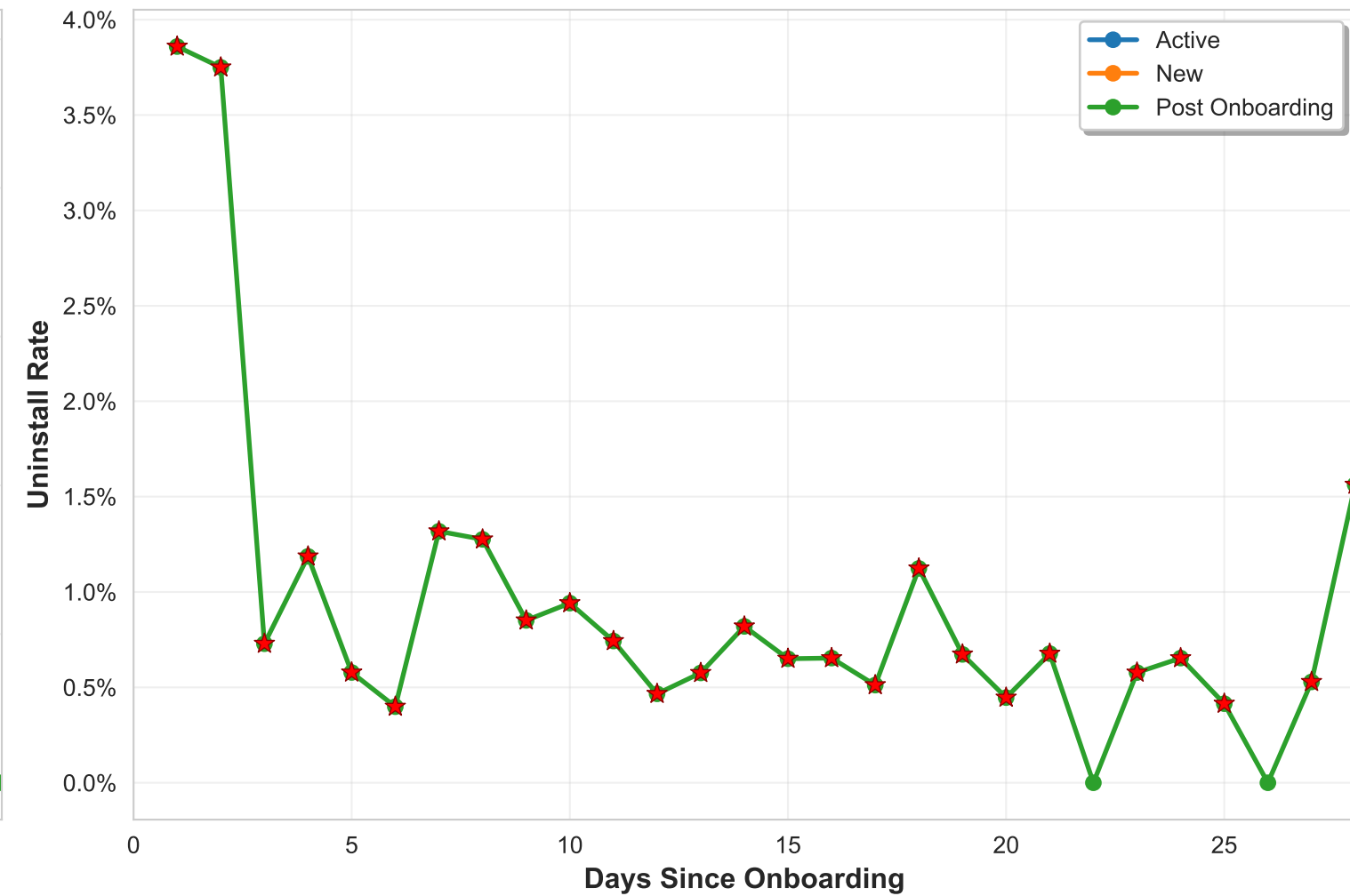
2. Open Rate by Days Since Onboarding (* = Below Threshold)



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

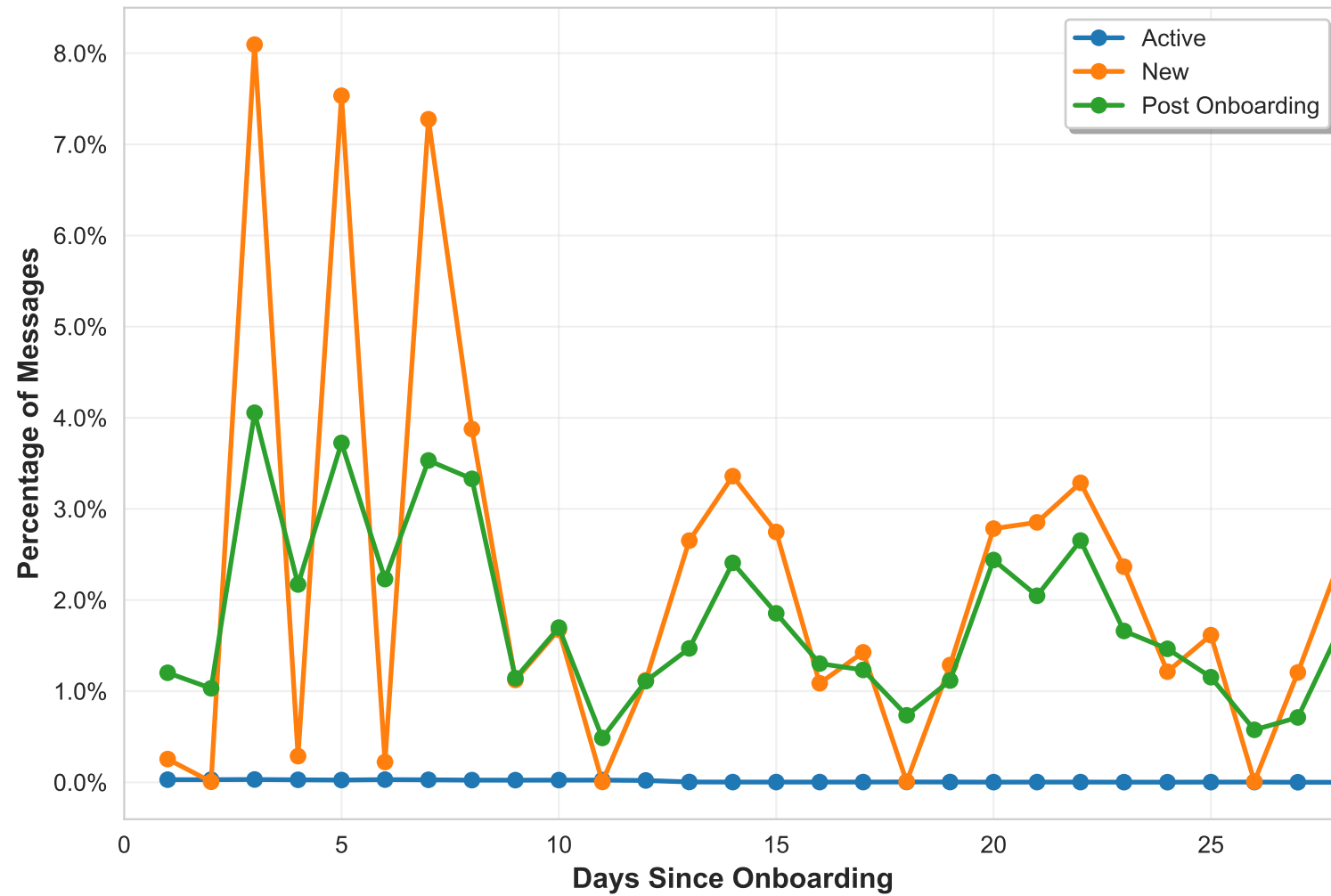


4. Uninstall Rate by Days Since Onboarding (* = Above Threshold)

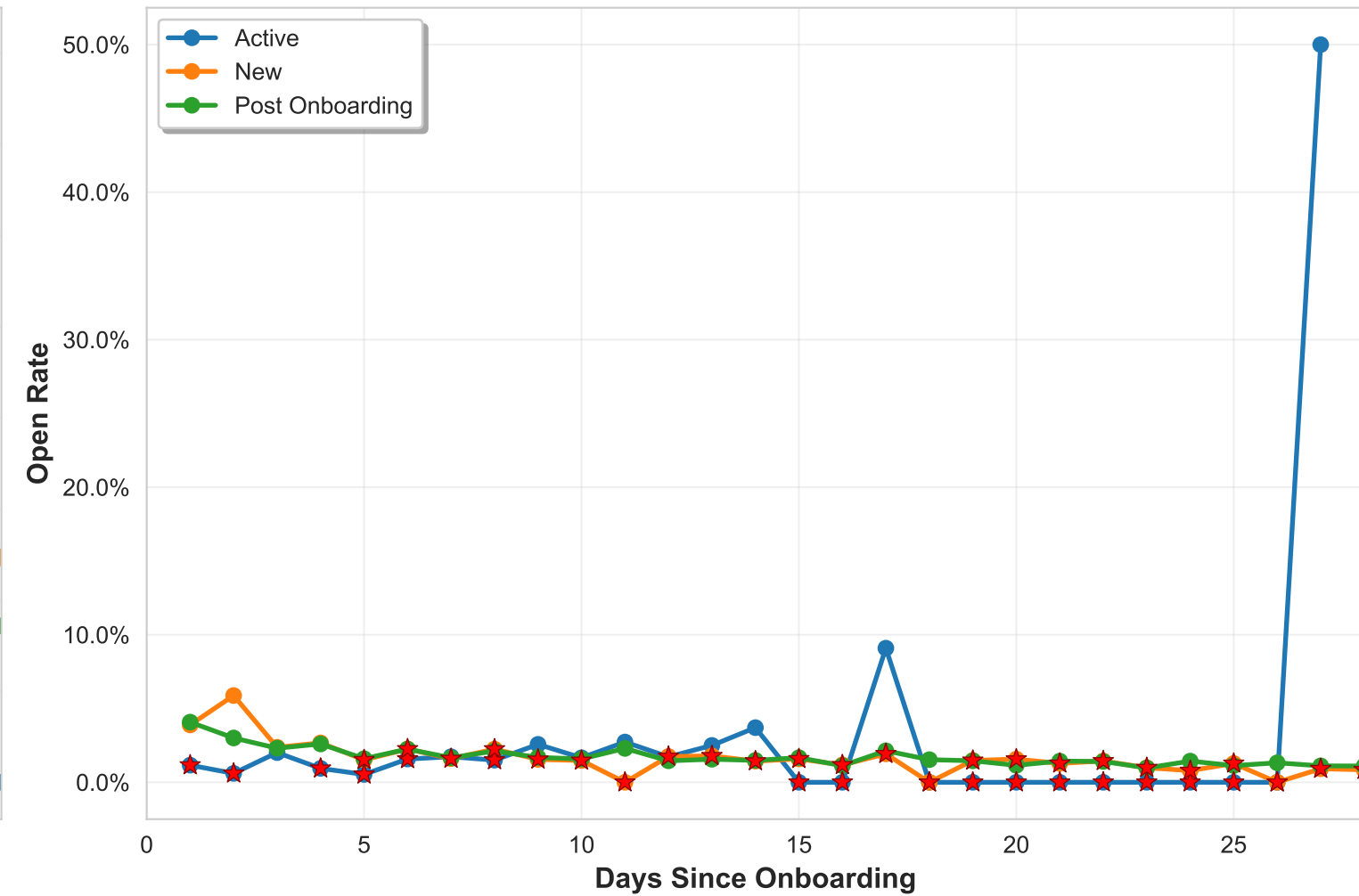


Is Fmx - Notification Metrics

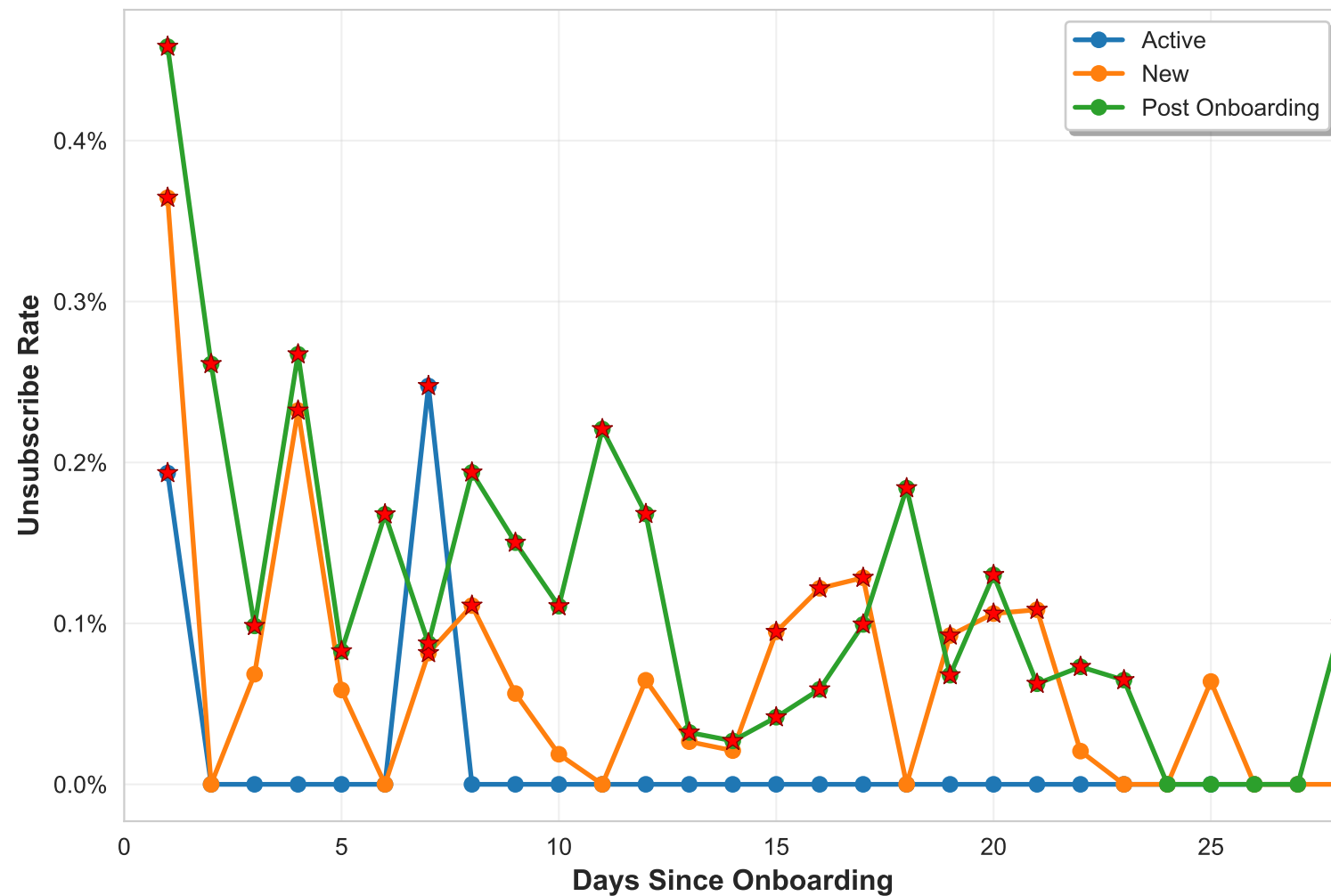
1. Percentage of Messages with Tag by Days Since Onboarding



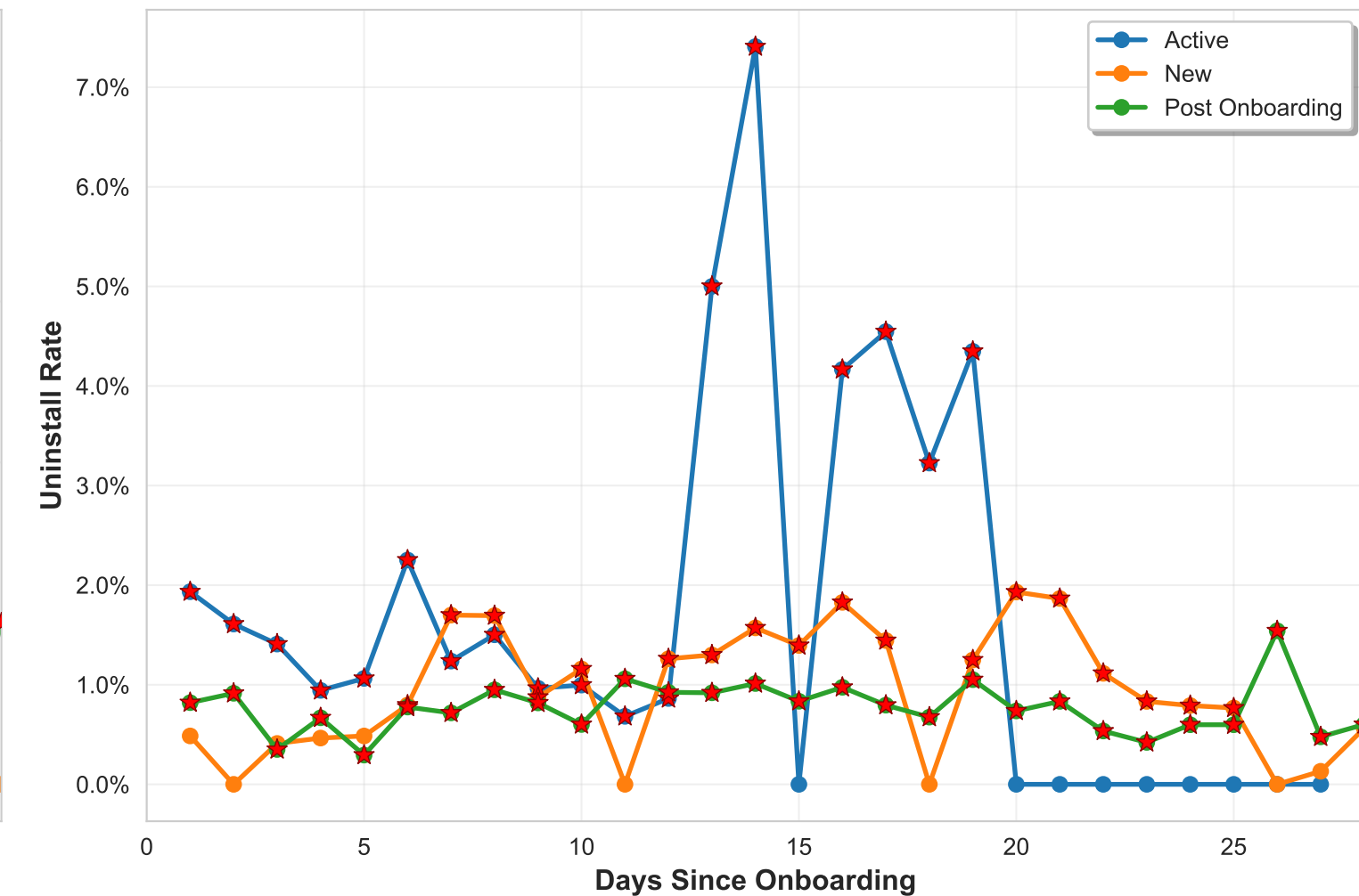
2. Open Rate by Days Since Onboarding (* = Below Threshold)



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

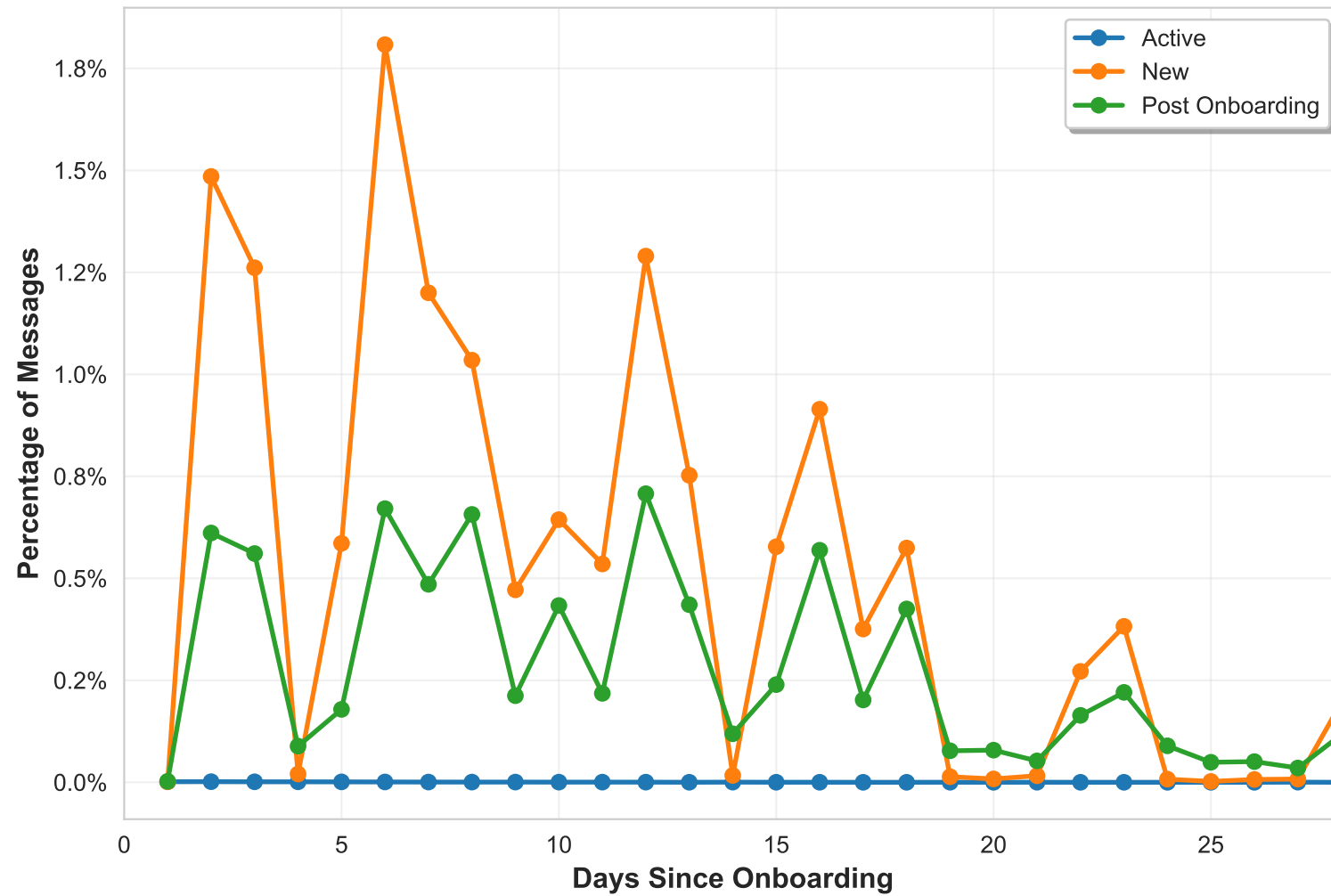


4. Uninstall Rate by Days Since Onboarding (* = Above Threshold)

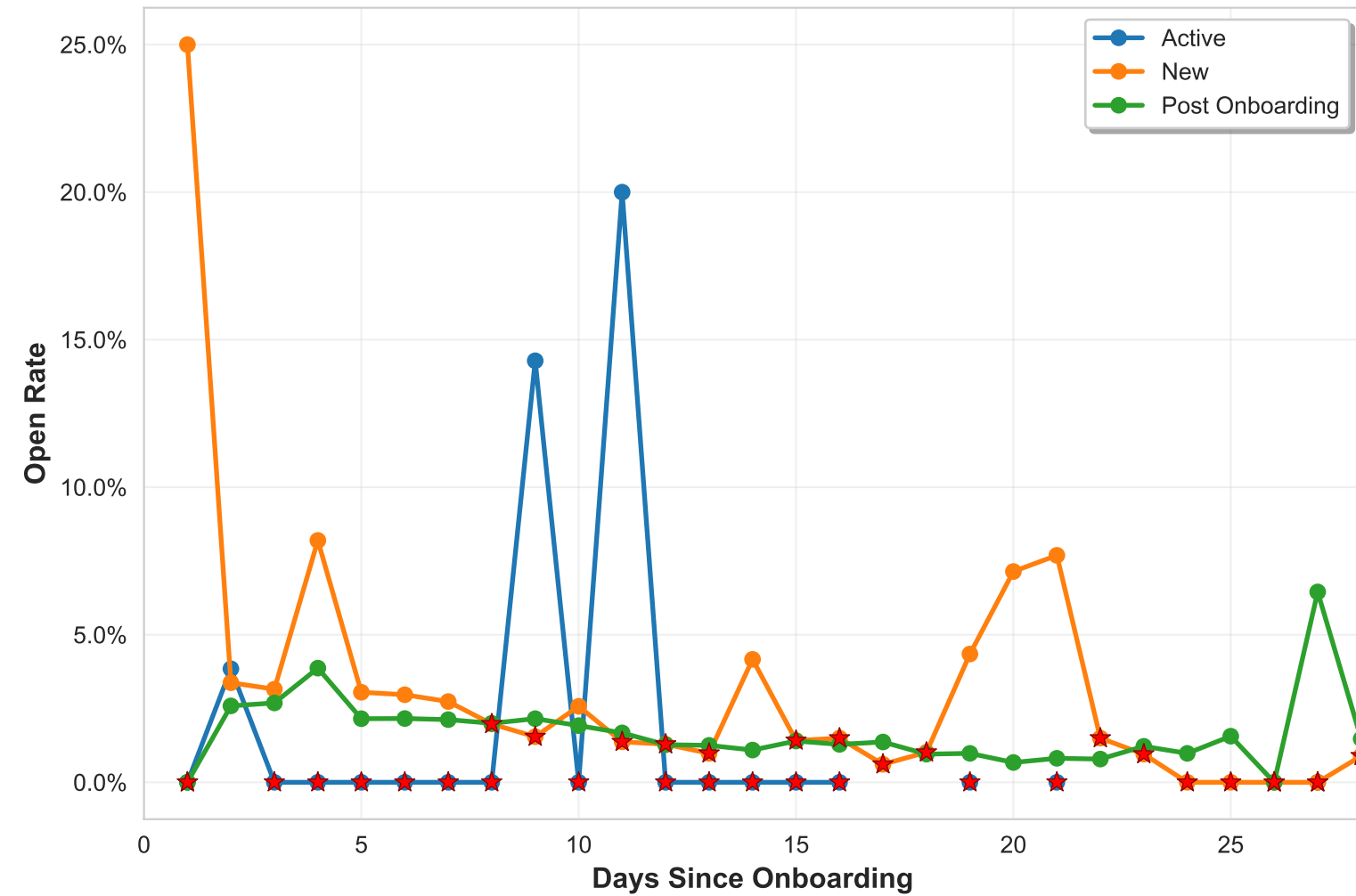


Is Challenge - Notification Metrics

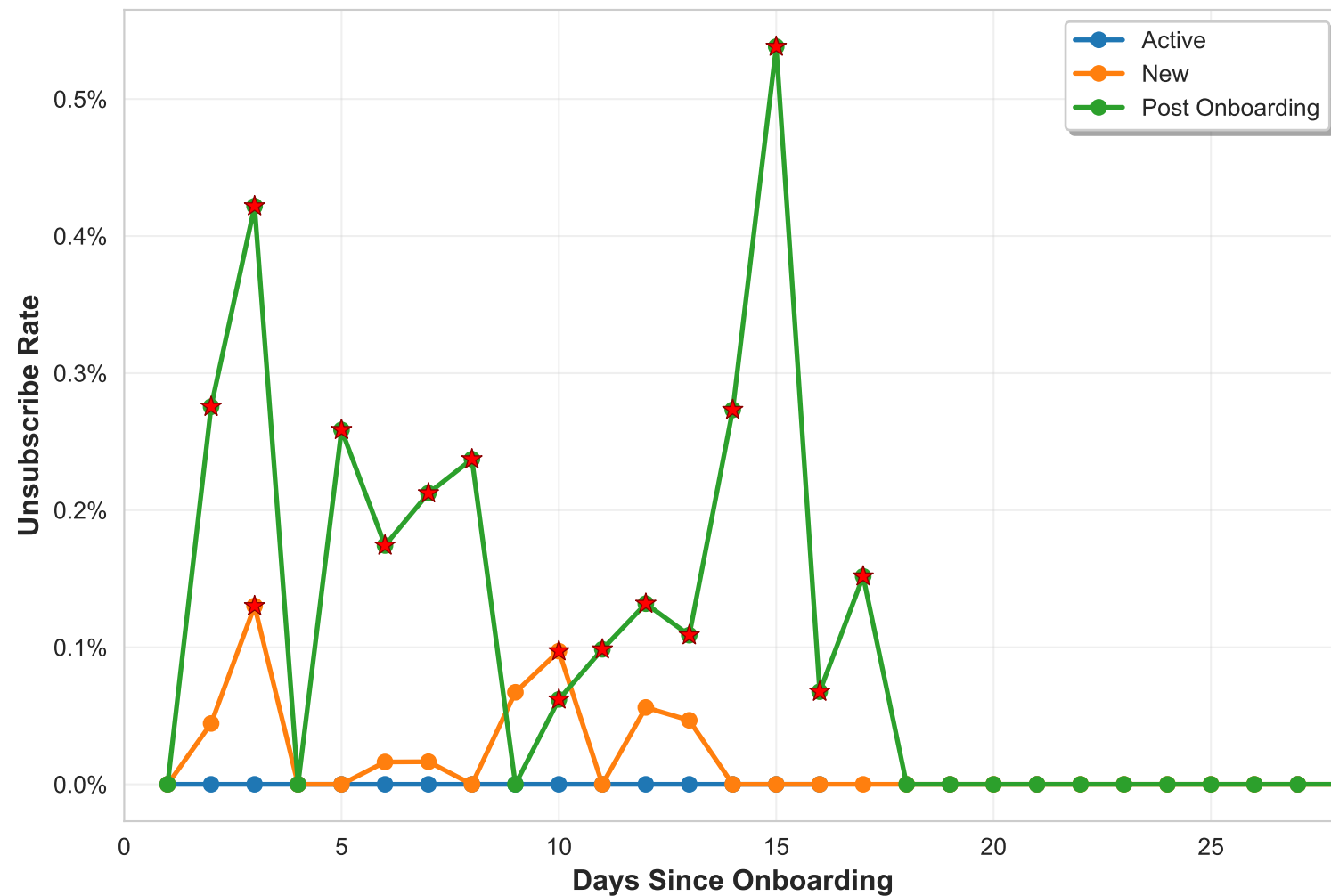
1. Percentage of Messages with Tag by Days Since Onboarding



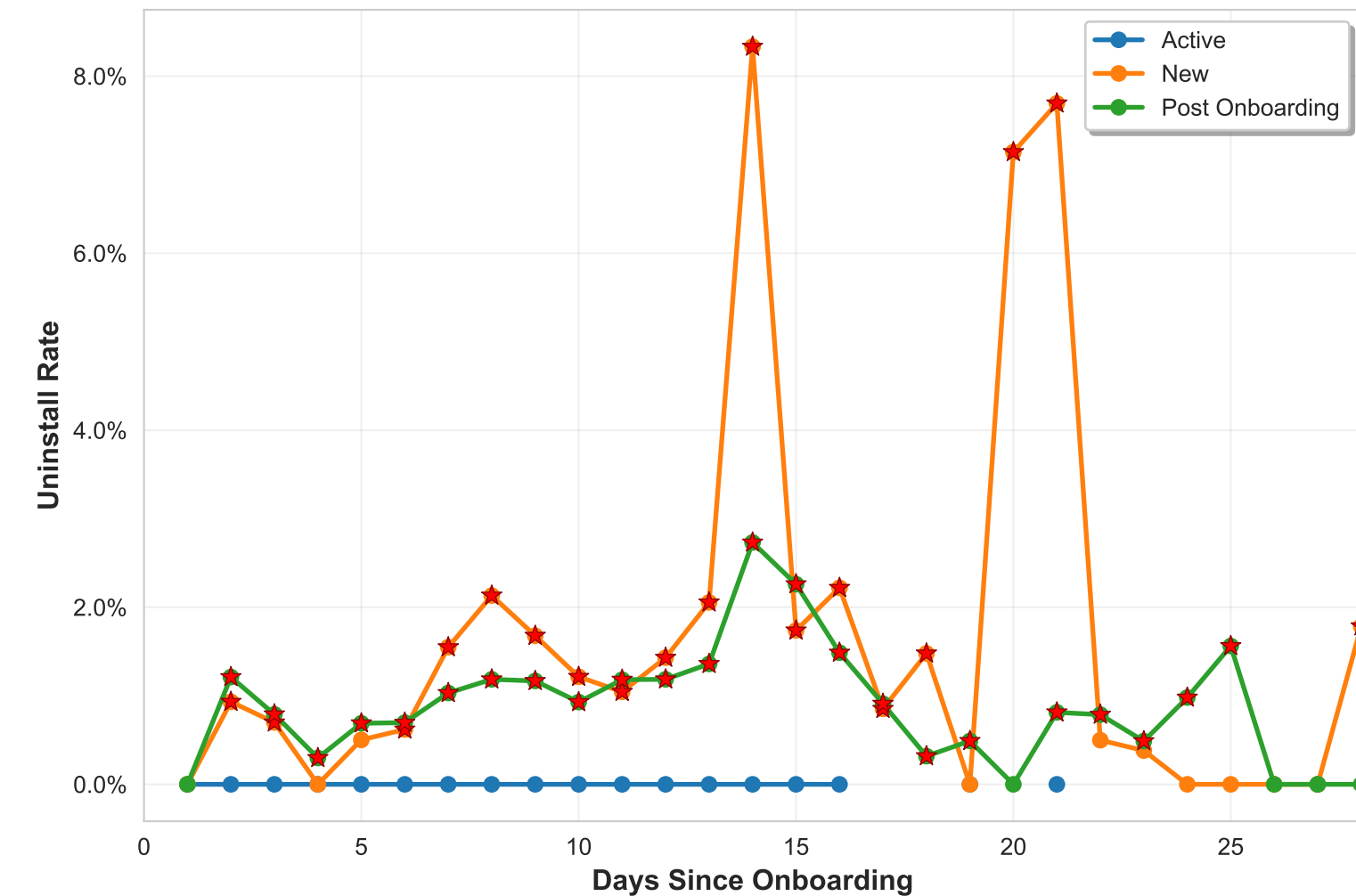
2. Open Rate by Days Since Onboarding (* = Below Threshold)



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

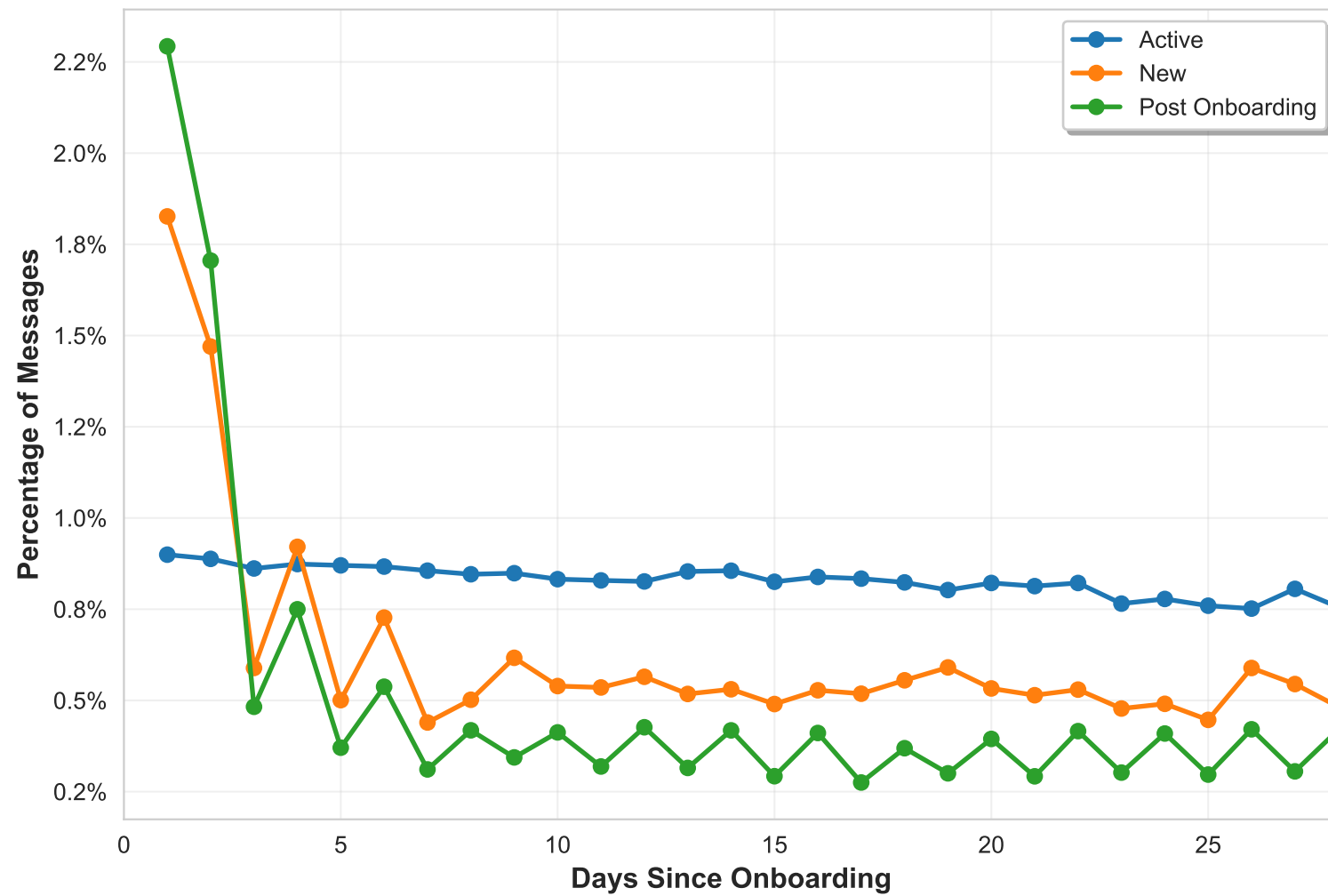


4. Uninstall Rate by Days Since Onboarding (* = Above Threshold)

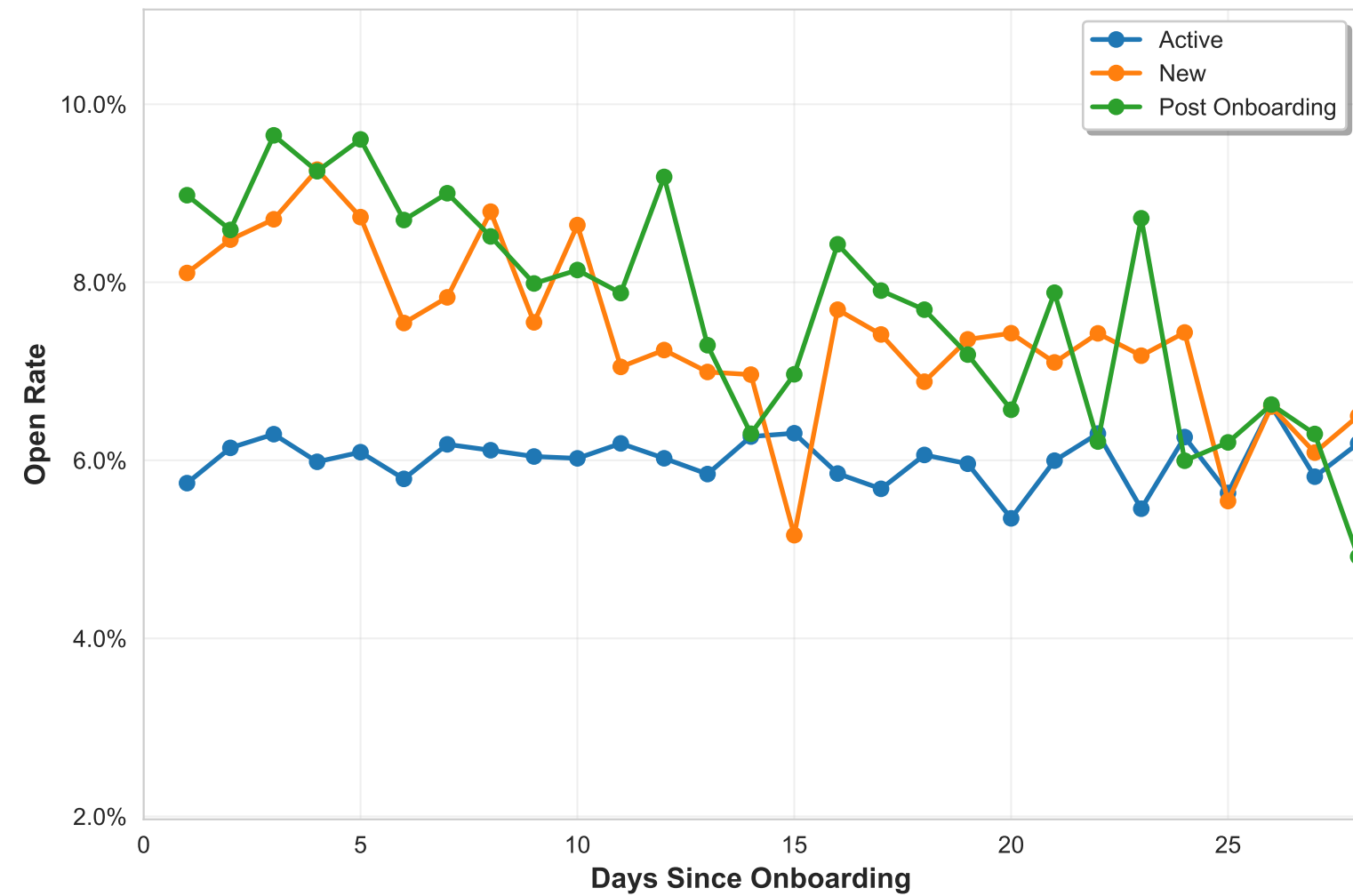


Is Abandon Campaign - Notification Metrics

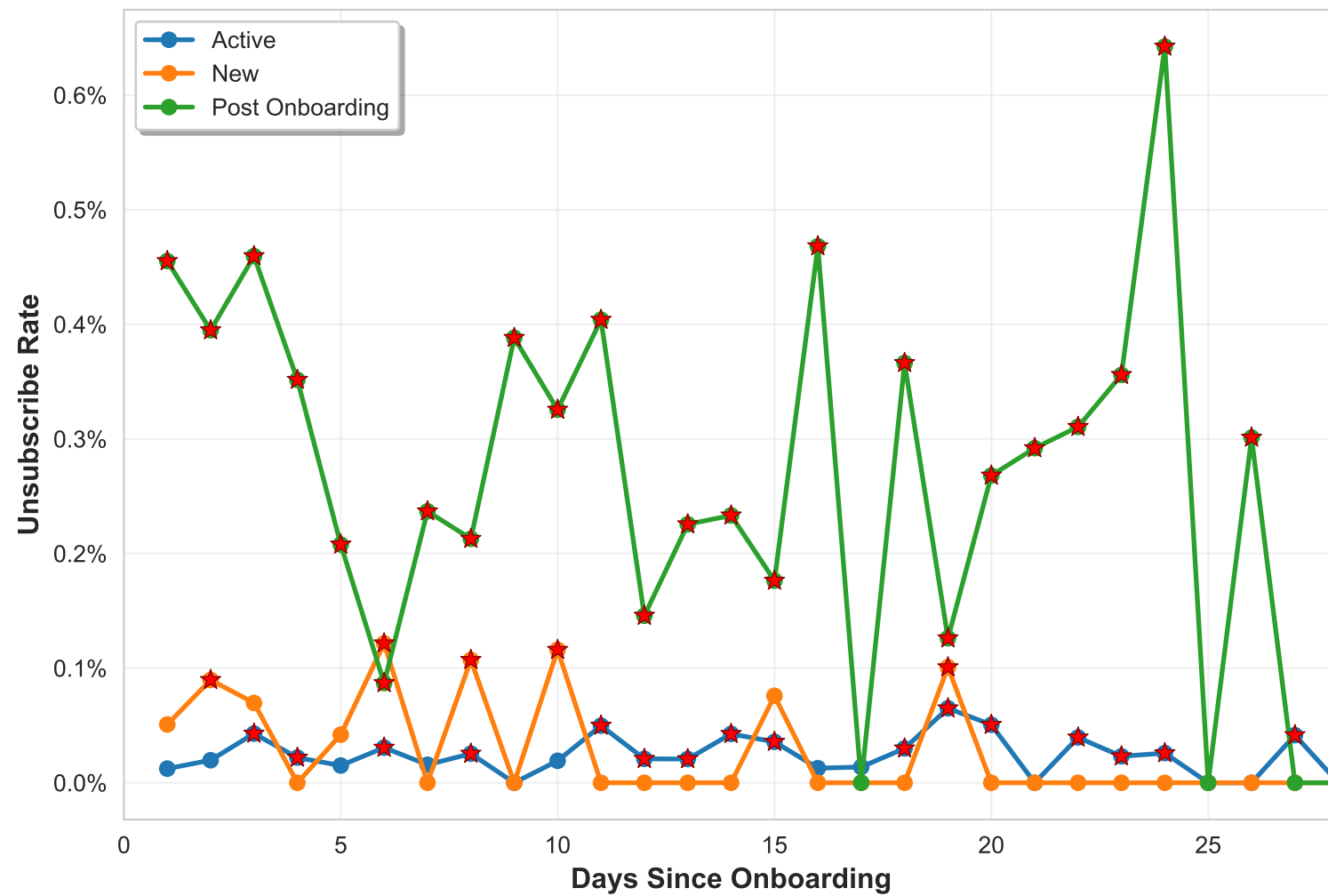
1. Percentage of Messages with Tag by Days Since Onboarding



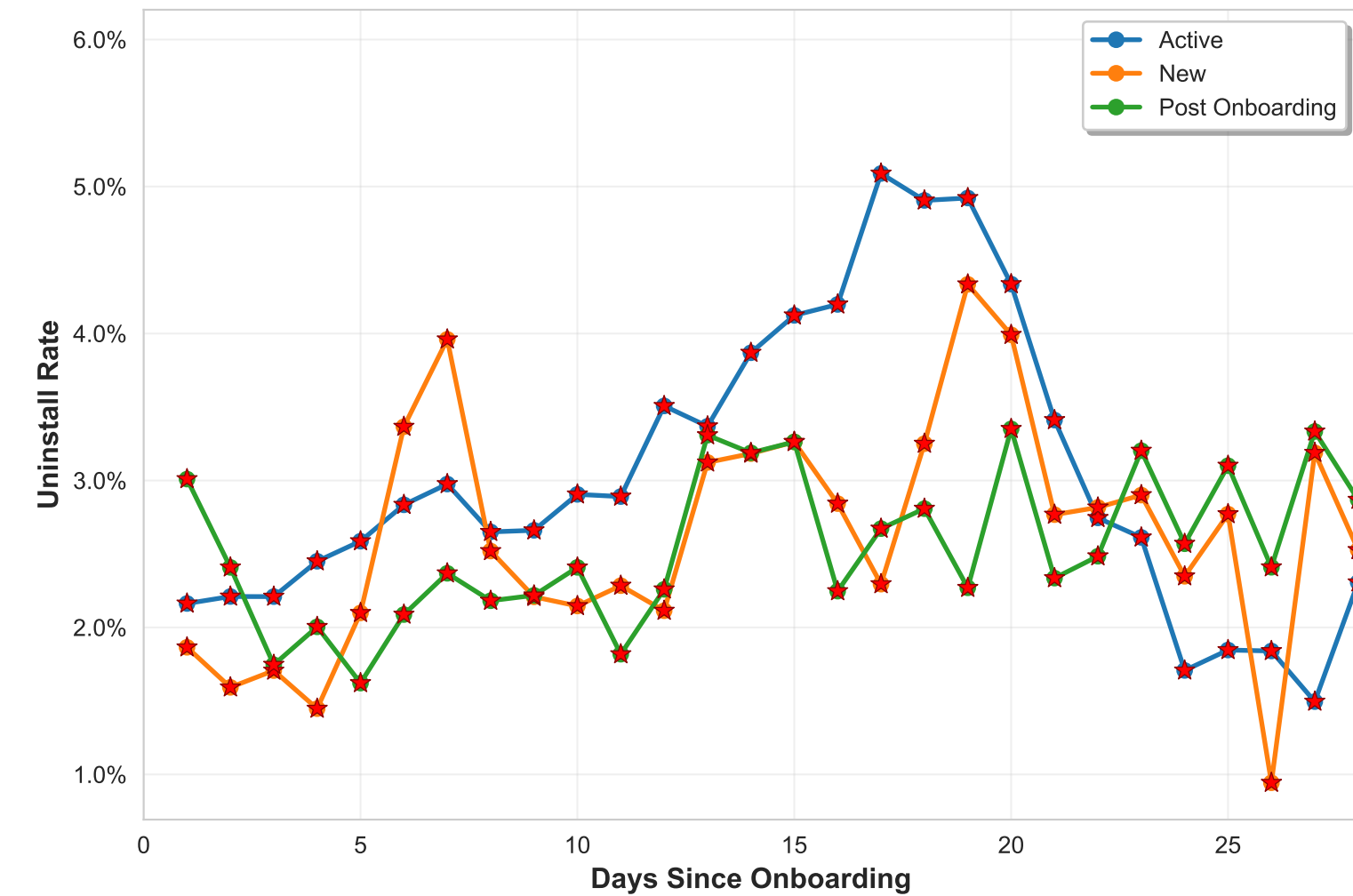
2. Open Rate by Days Since Onboarding (* = Below Threshold)



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

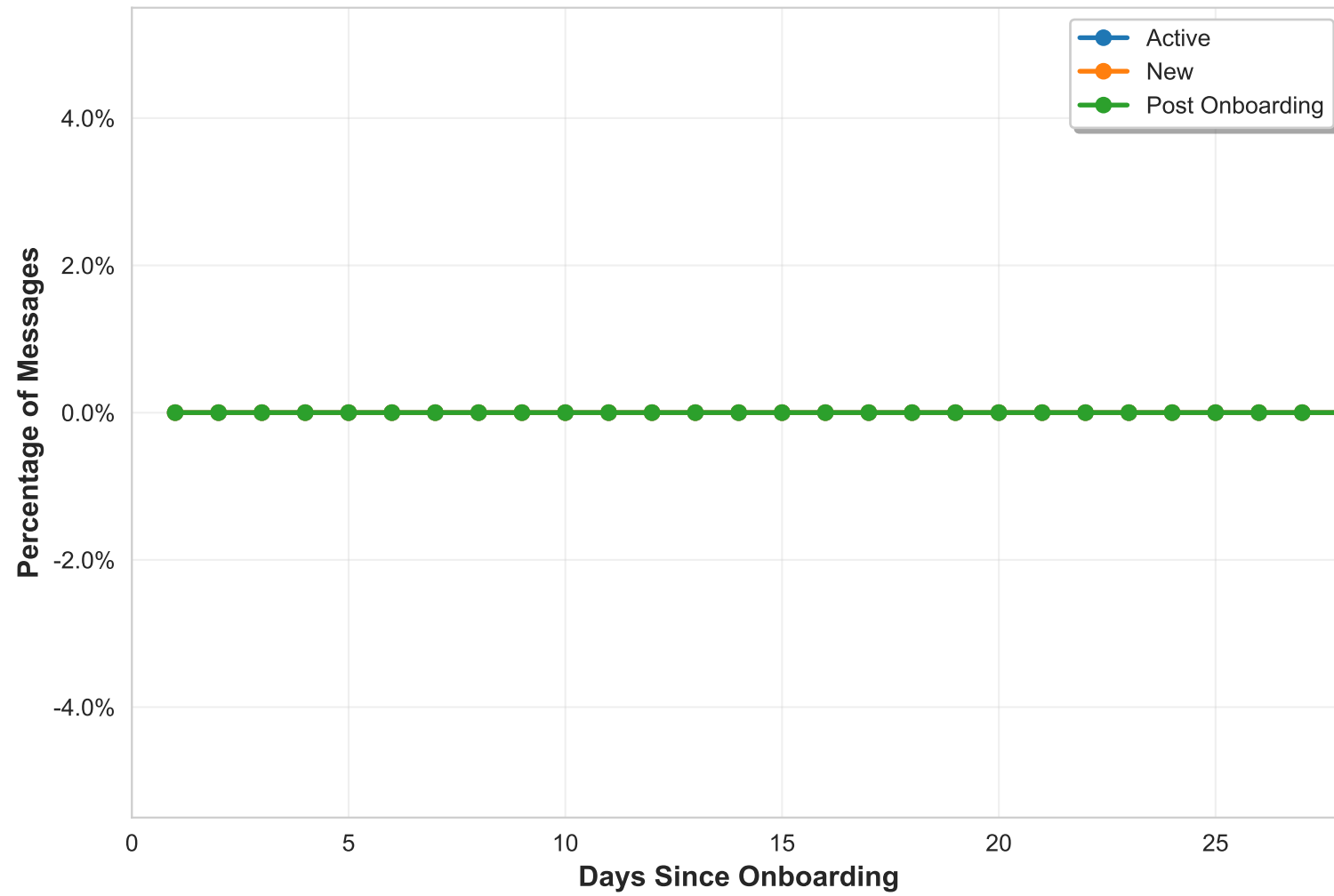


4. Uninstall Rate by Days Since Onboarding (* = Above Threshold)

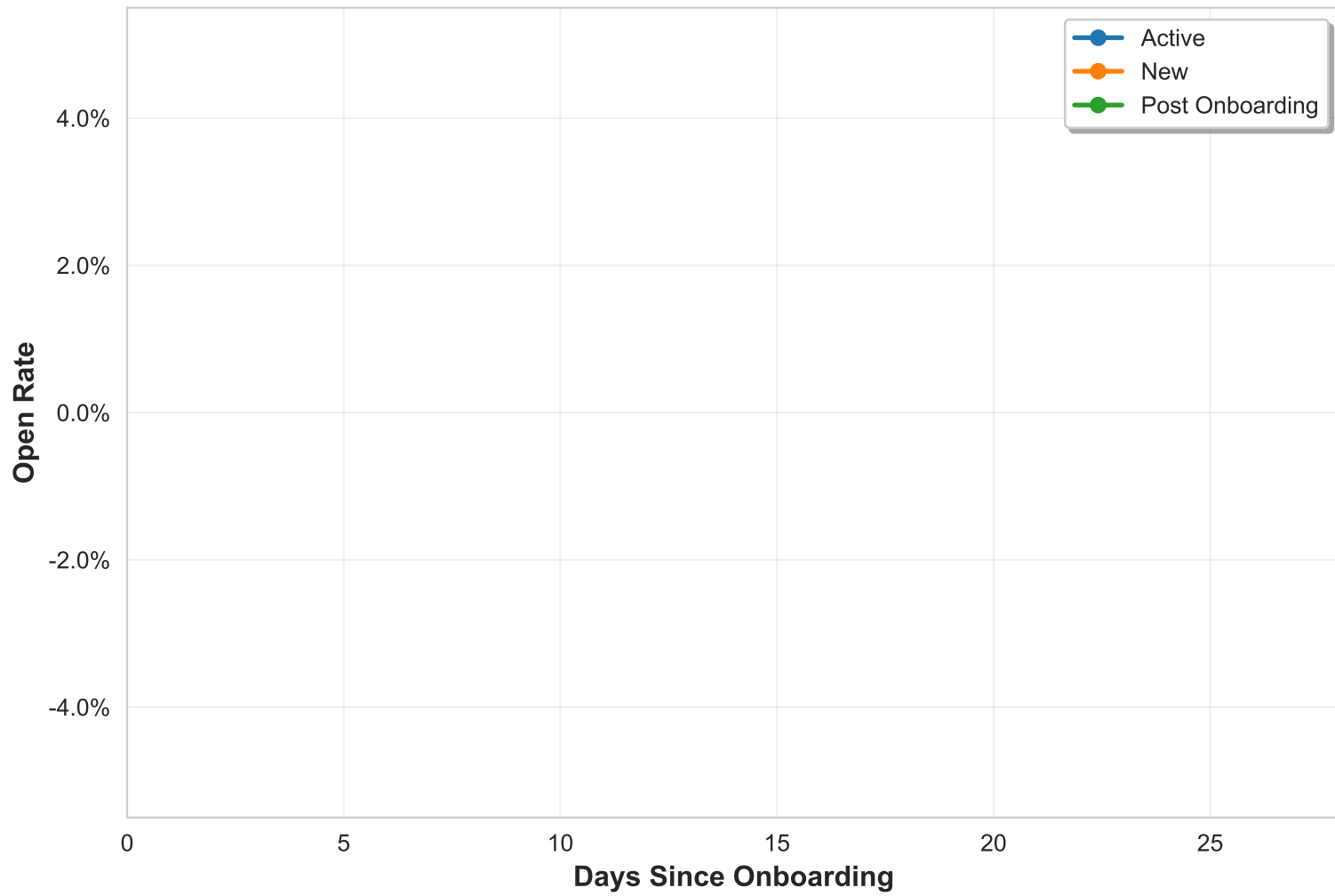


Is Post Order - Notification Metrics

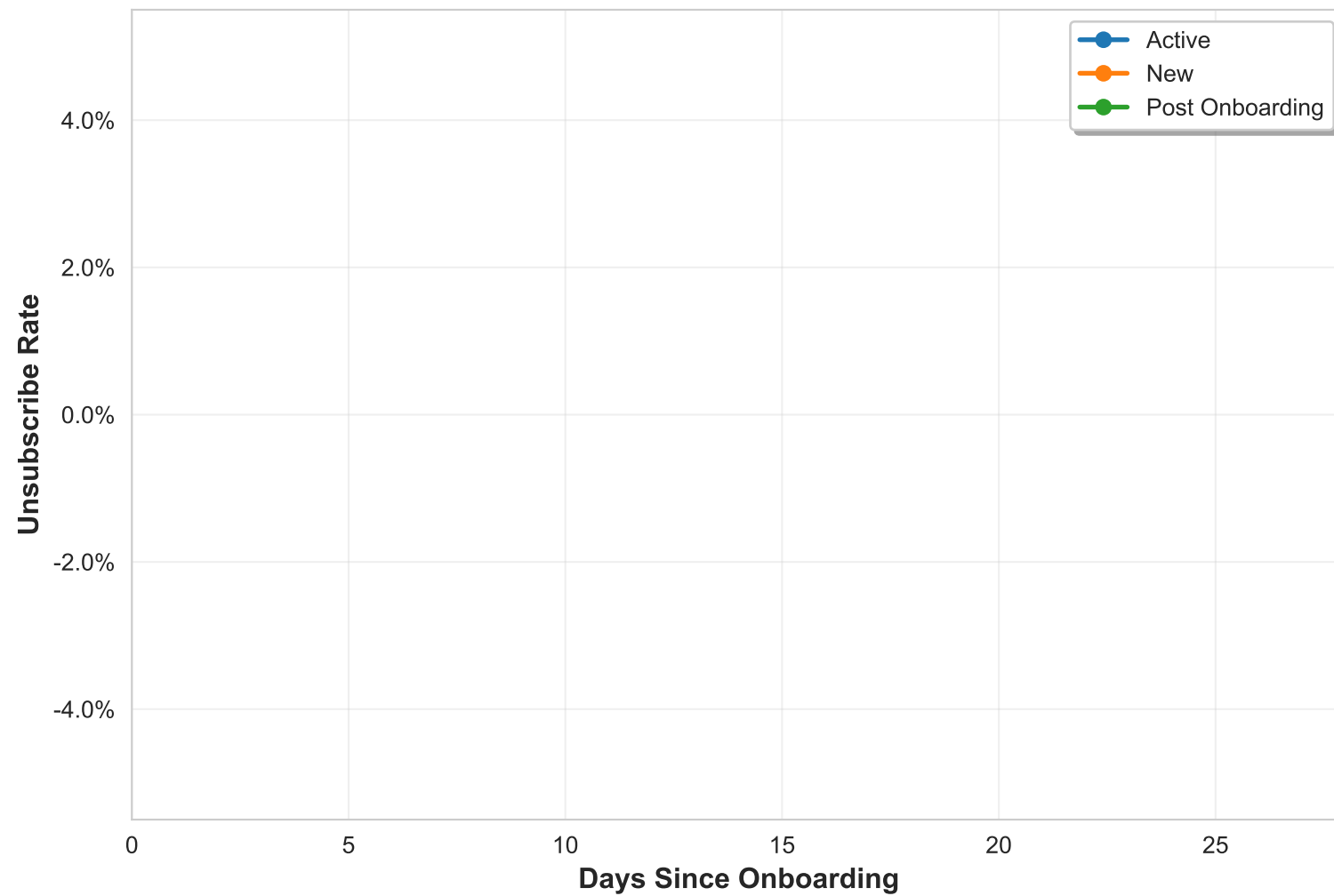
1. Percentage of Messages with Tag by Days Since Onboarding



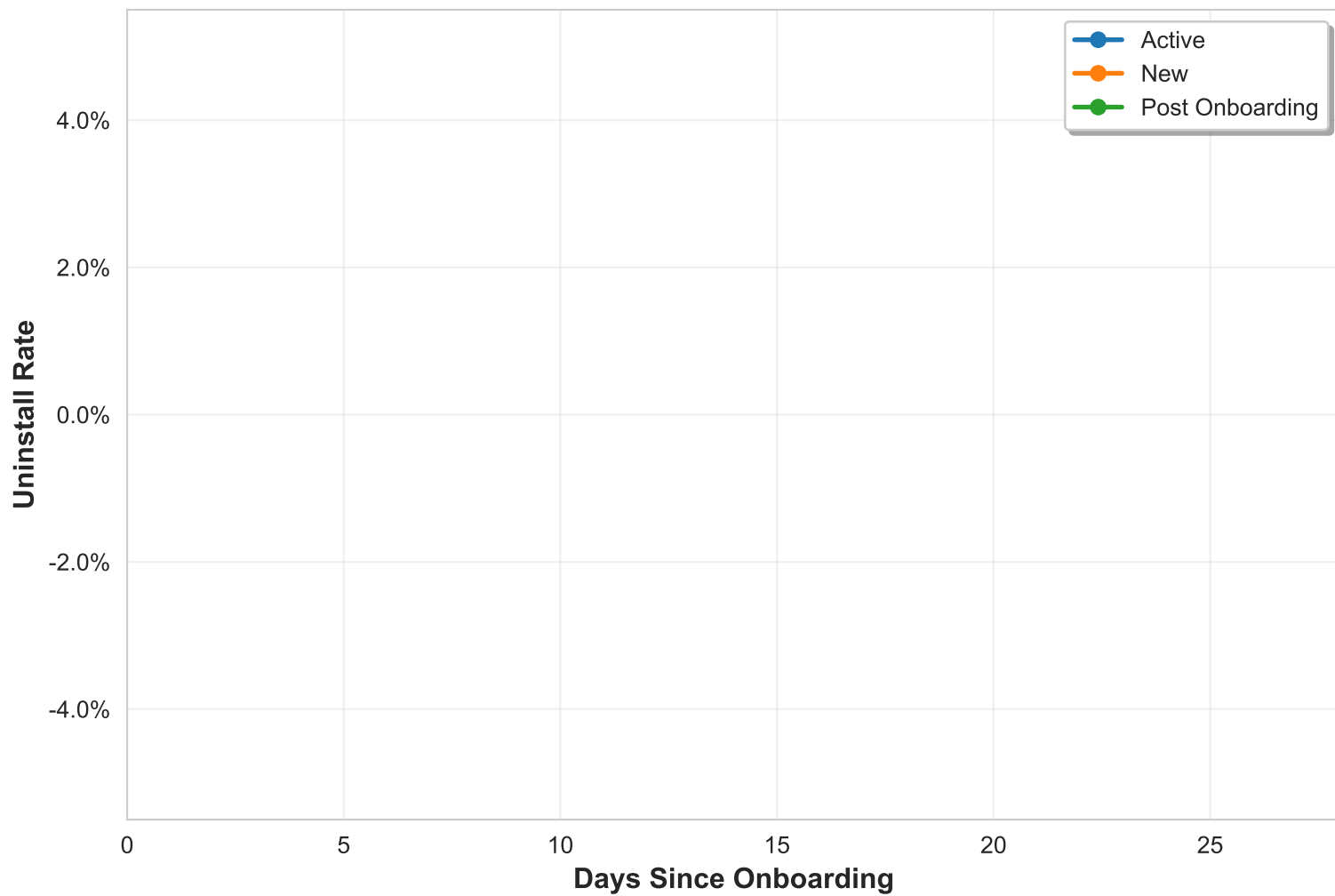
2. Open Rate by Days Since Onboarding (* = Below Threshold)



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

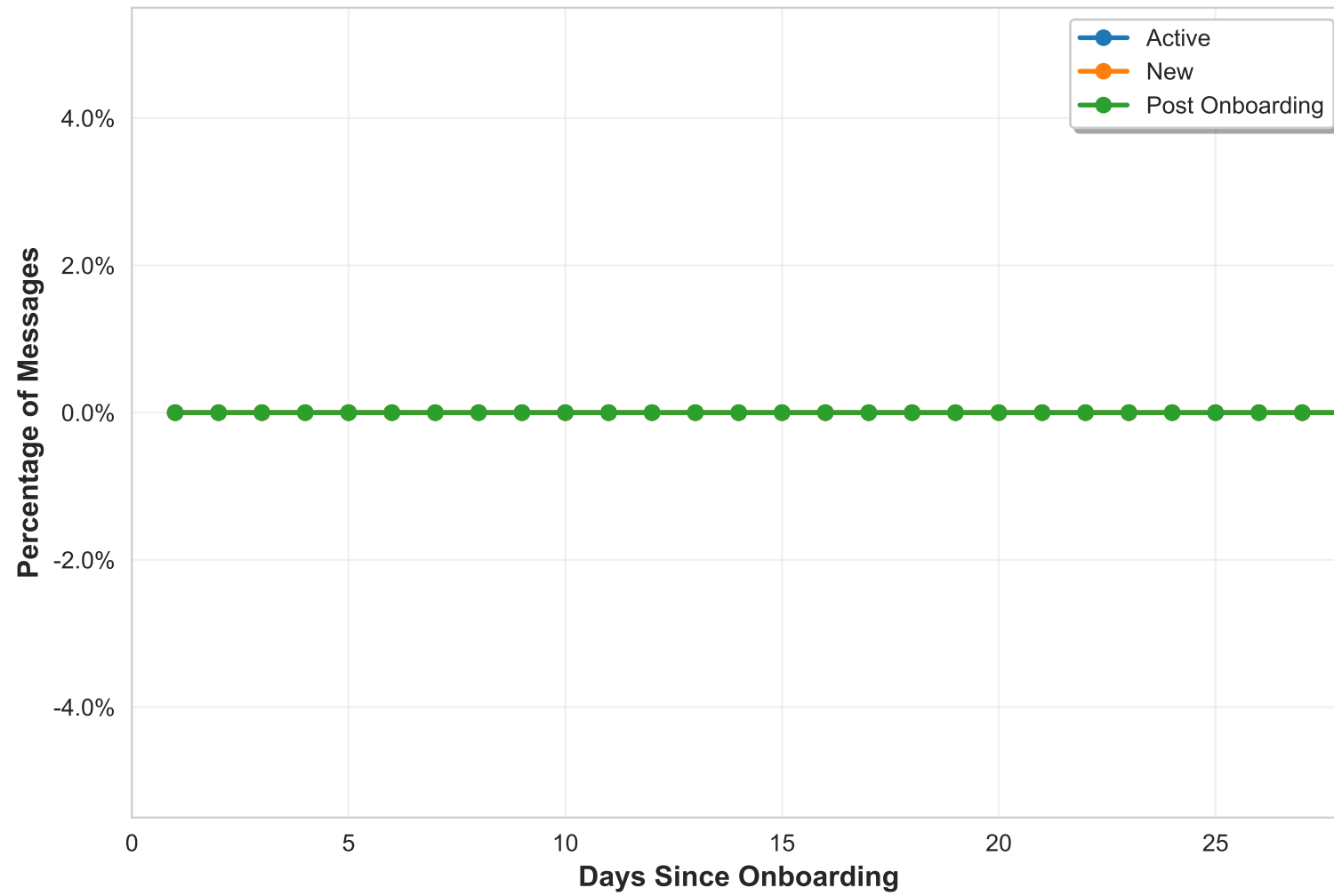


4. Uninstall Rate by Days Since Onboarding (* = Above Threshold)

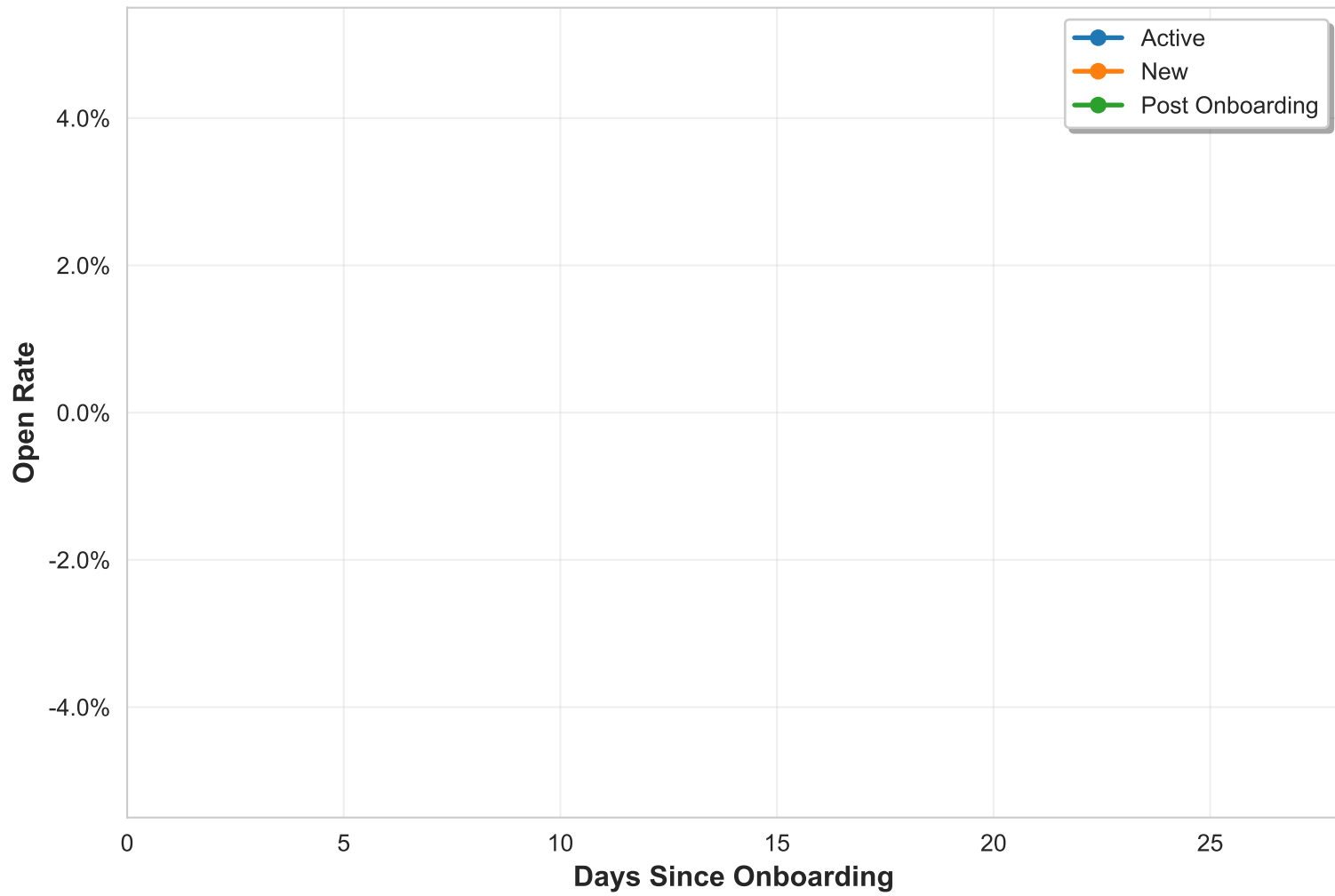


Is Reorder - Notification Metrics

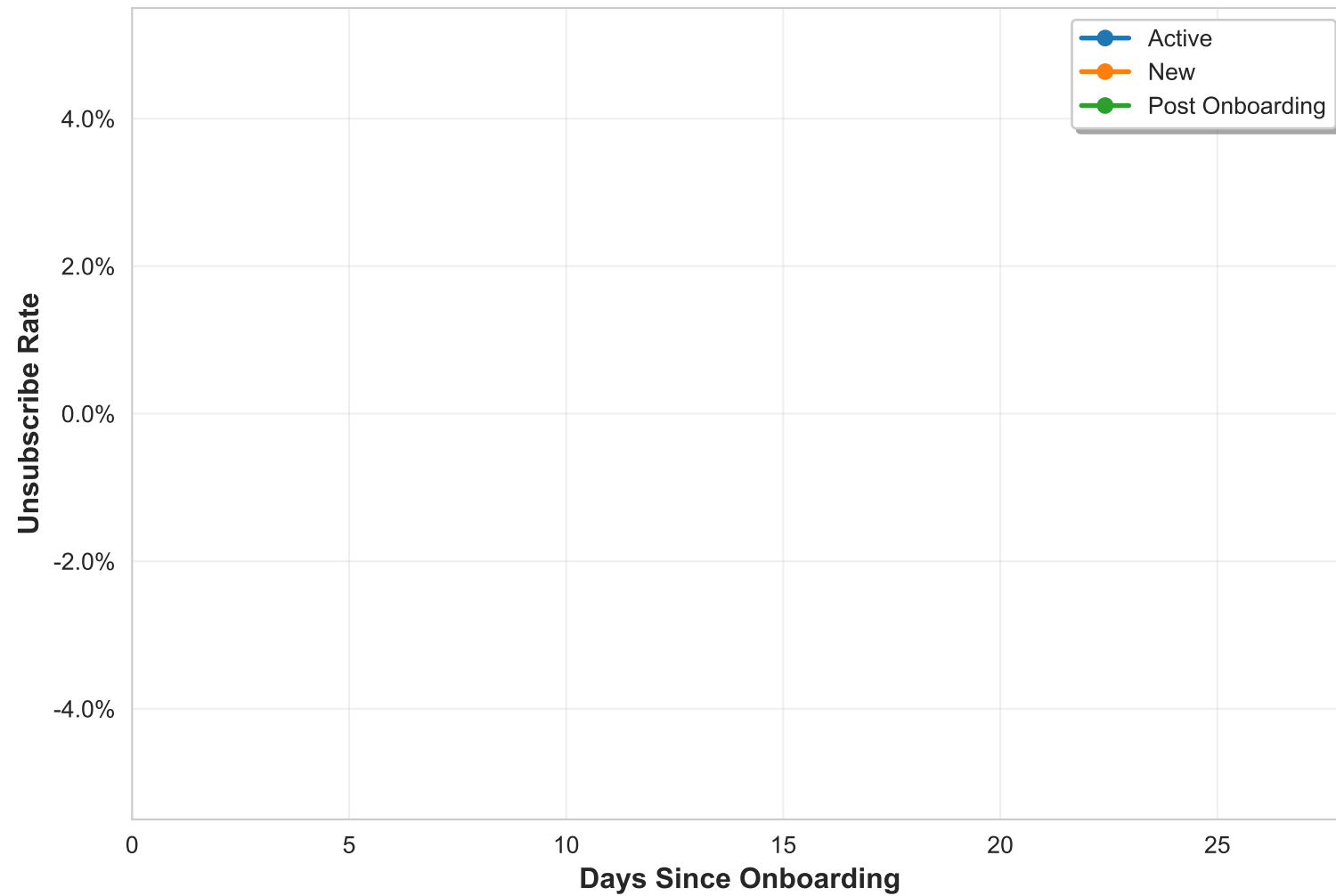
1. Percentage of Messages with Tag by Days Since Onboarding



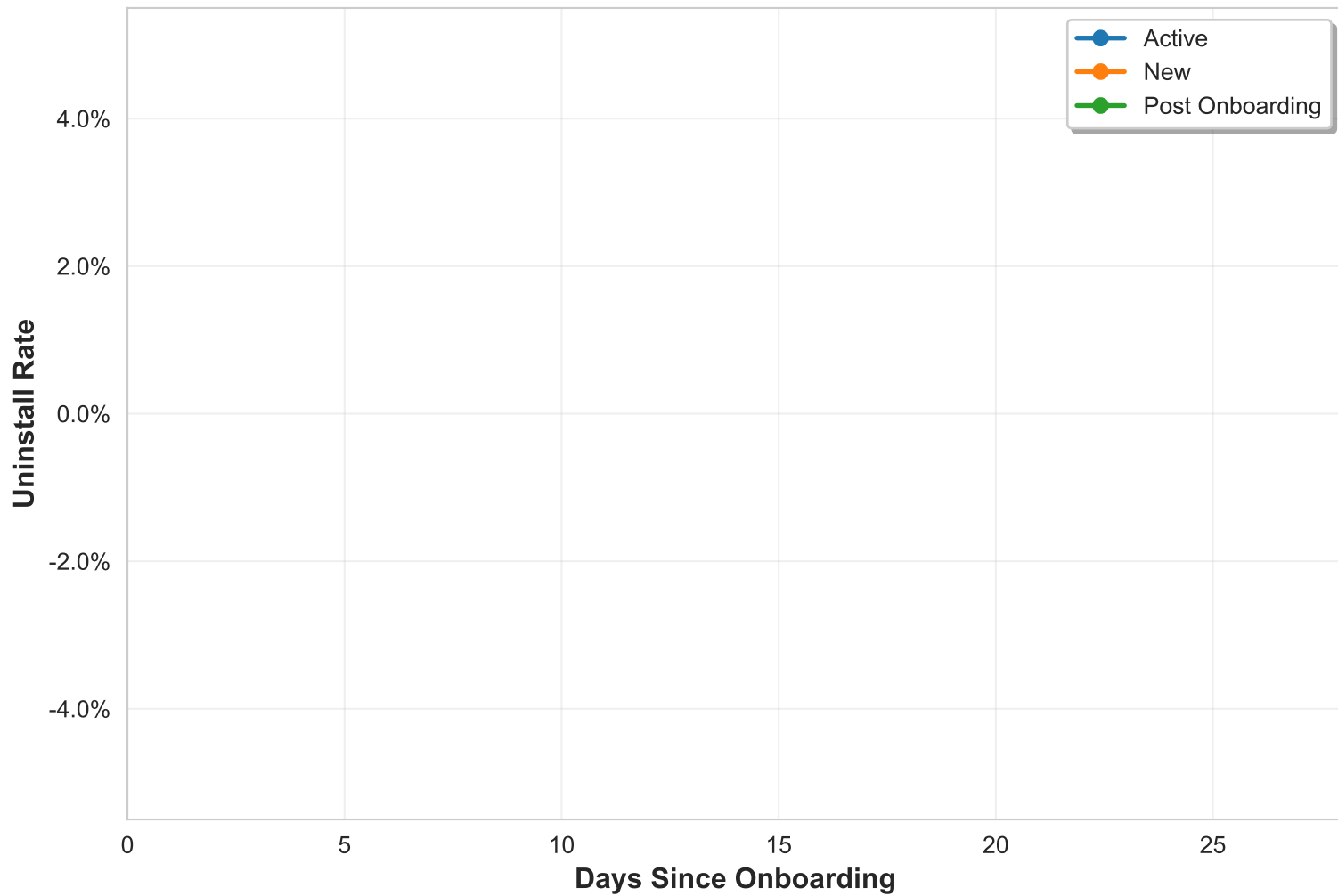
2. Open Rate by Days Since Onboarding (* = Below Threshold)



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

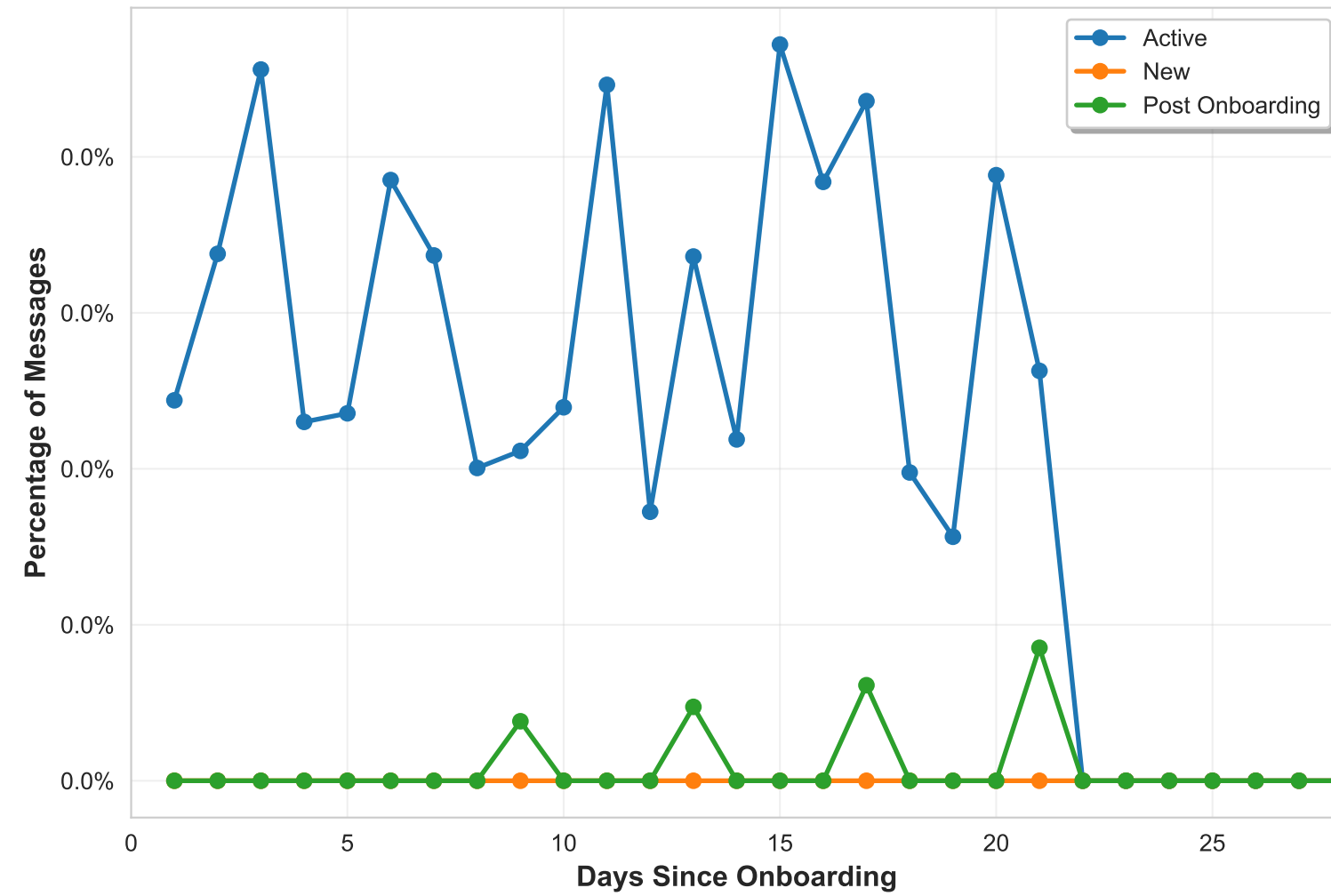


4. Uninstall Rate by Days Since Onboarding (* = Above Threshold)

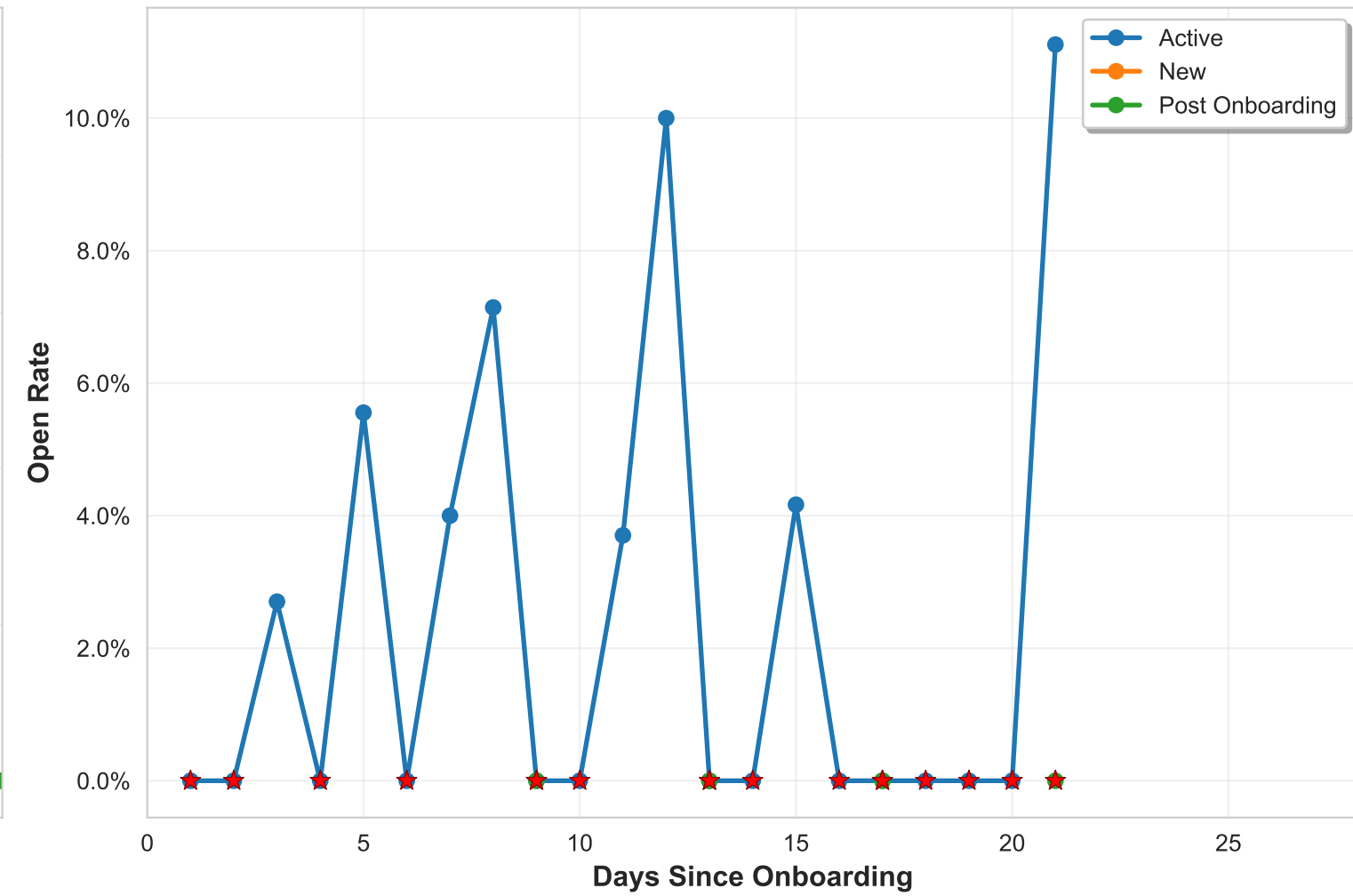


Is Gift Card Campaign - Notification Metrics

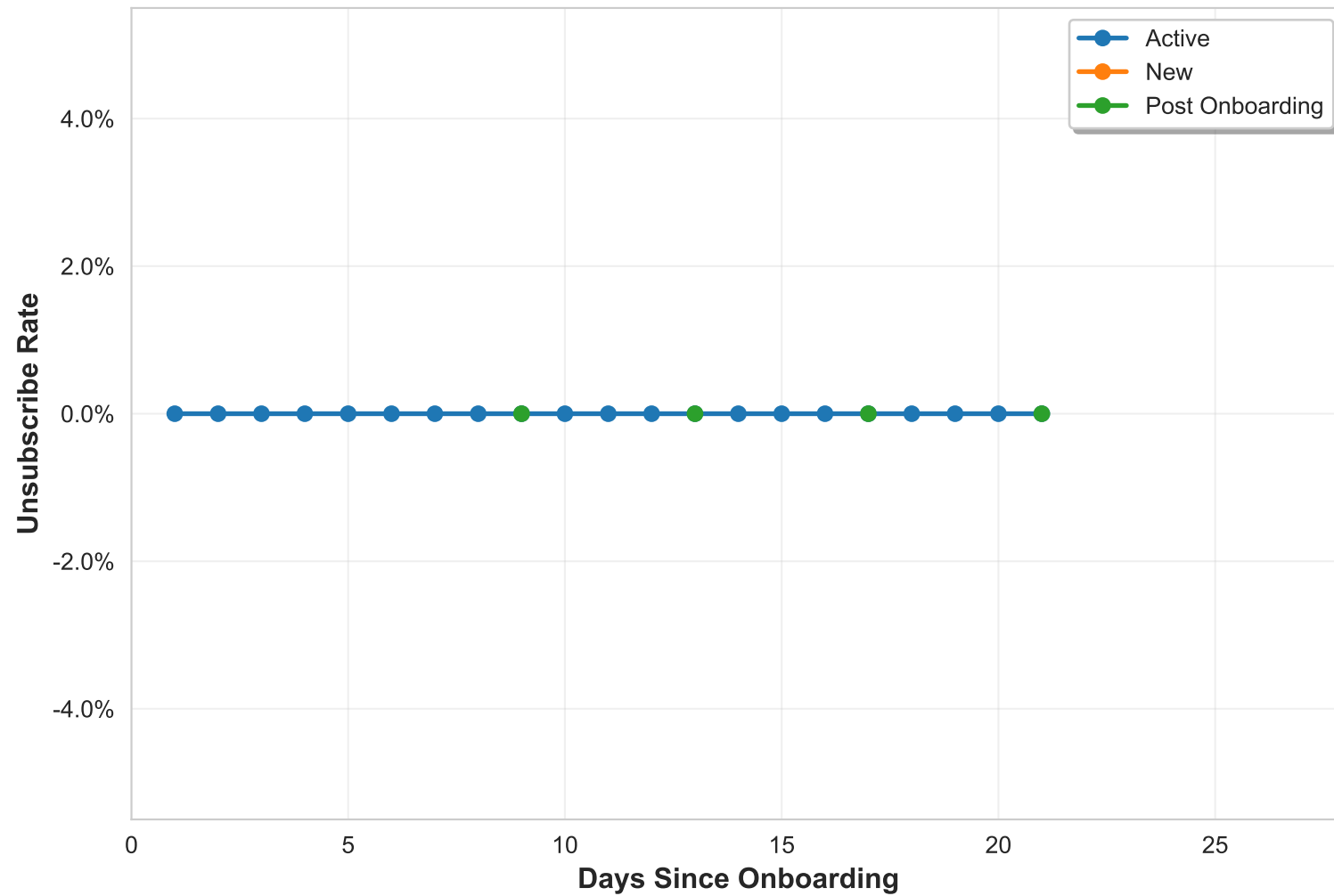
1. Percentage of Messages with Tag by Days Since Onboarding



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)

