

# Notification Performance Report

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12. Is Fmx
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17. Is Gift Card Campaign

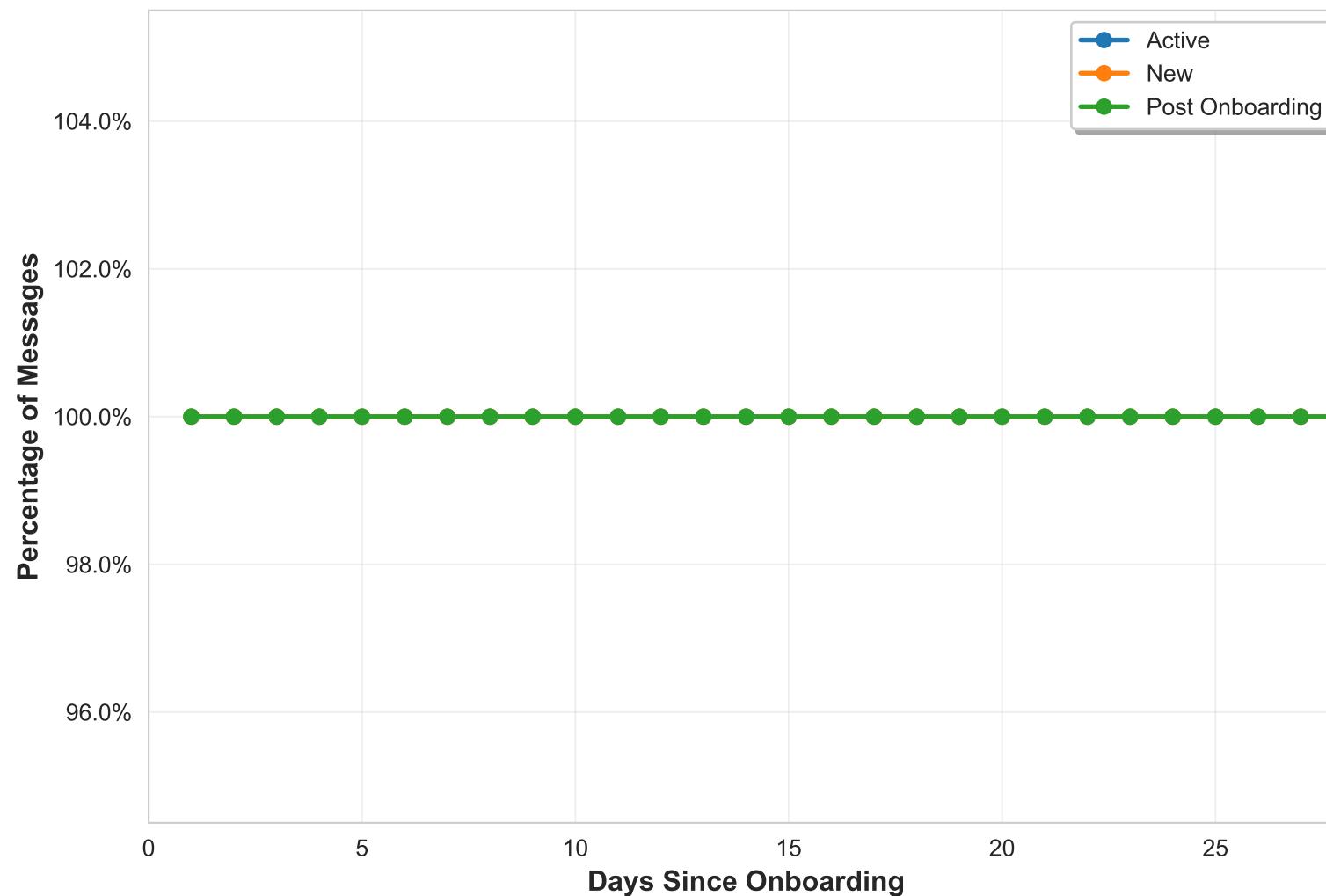
*Each section contains 5 charts:*

1) % Messages with Tag 2) Open Rate\* 3) Unsubscribe Rate\* 4) Uninstall Rate\* 5) Order Rate

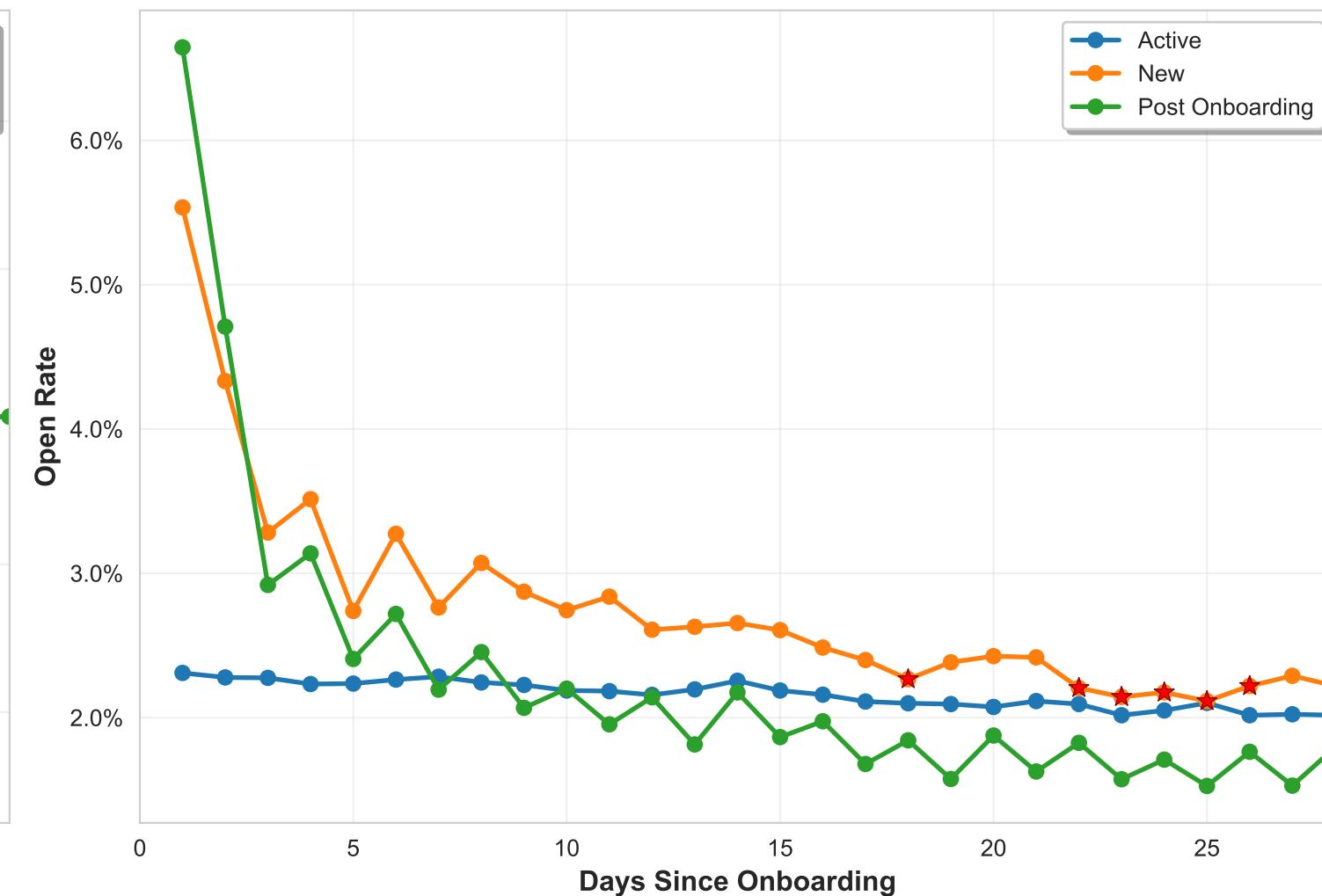
\* Asterisks indicate metrics exceeding thresholds

## Overall - Notification Metrics

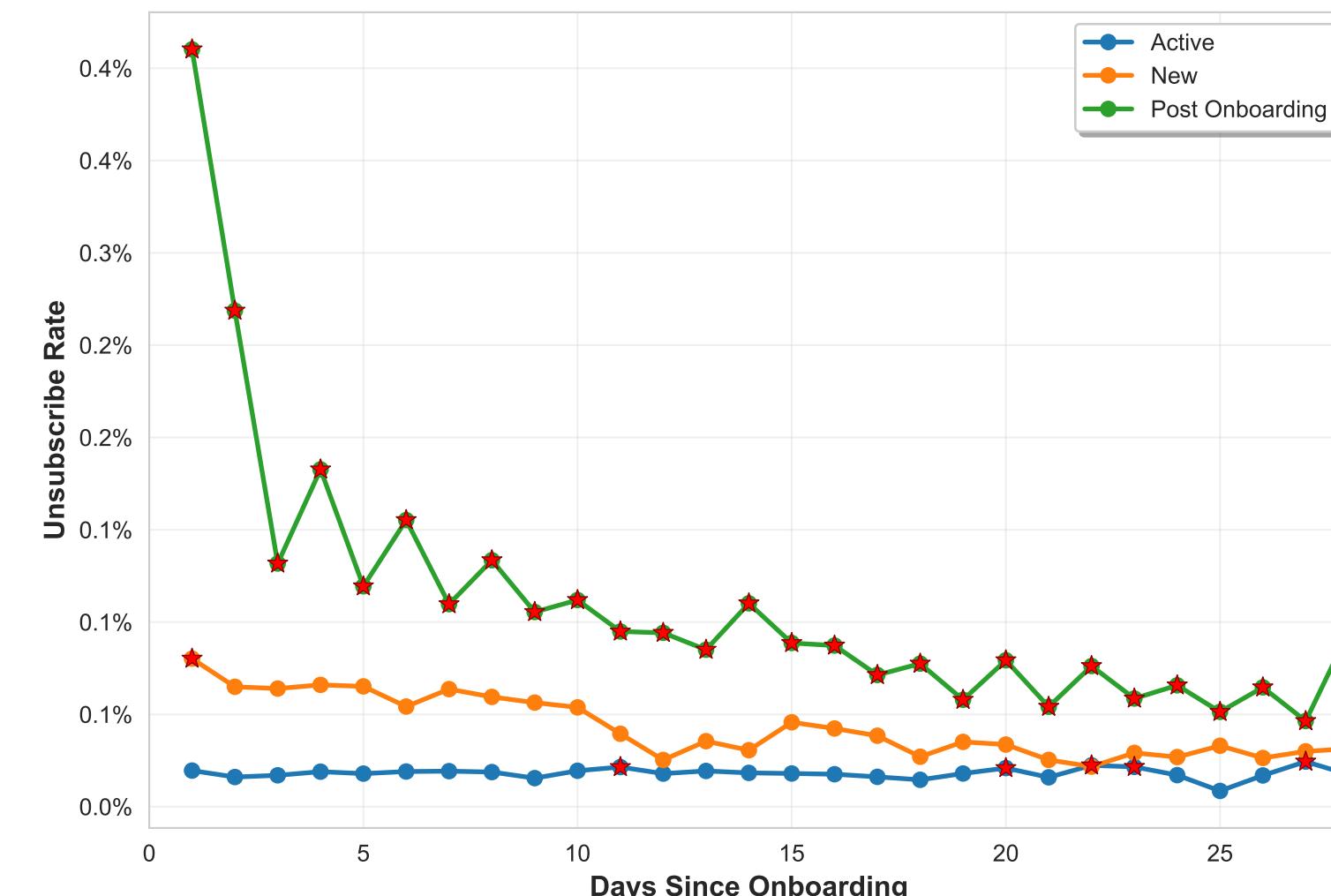
**1. Percentage of Messages with Tag by Days Since Onboarding**



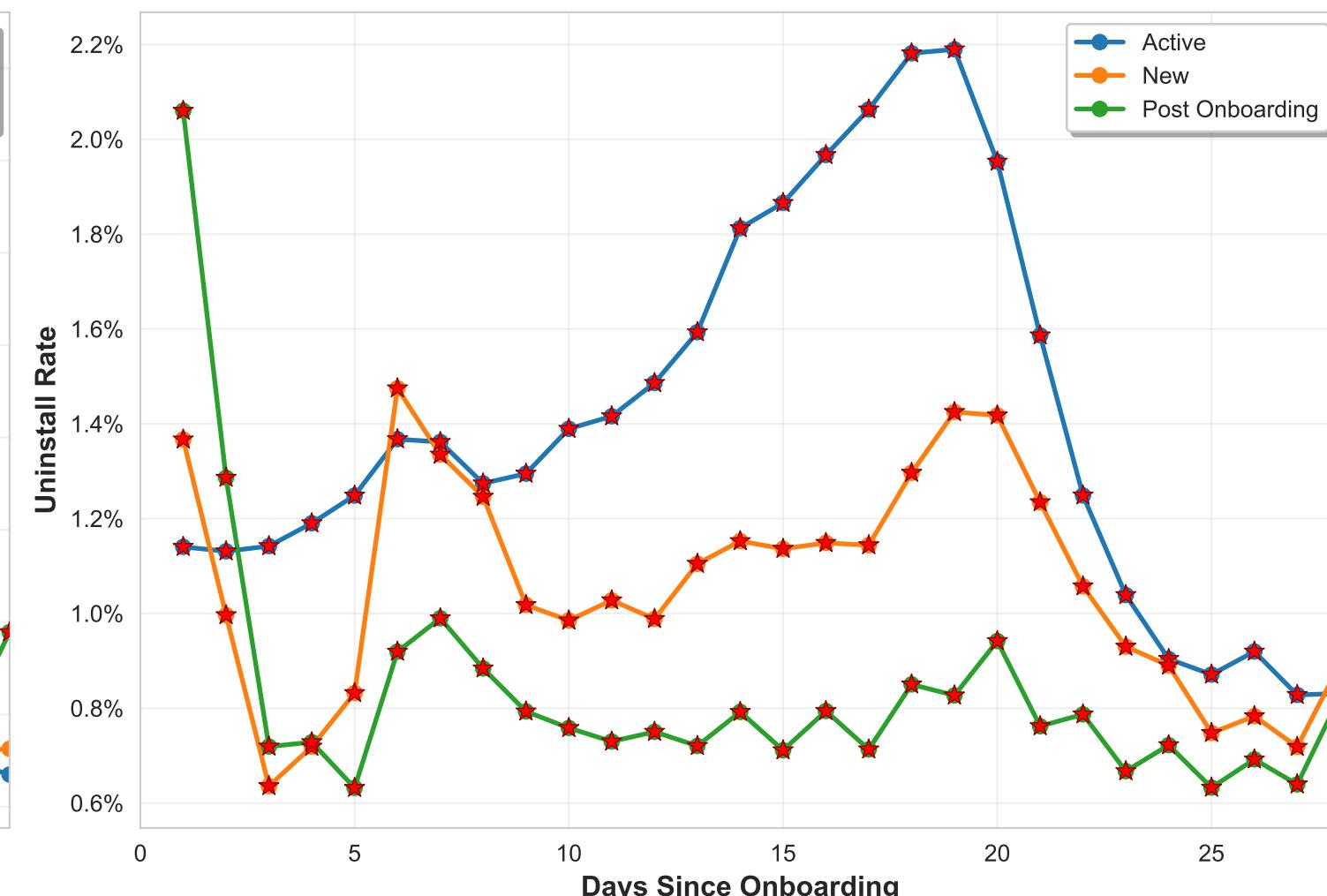
**2. Open Rate by Days Since Onboarding (\* = Below Threshold)**



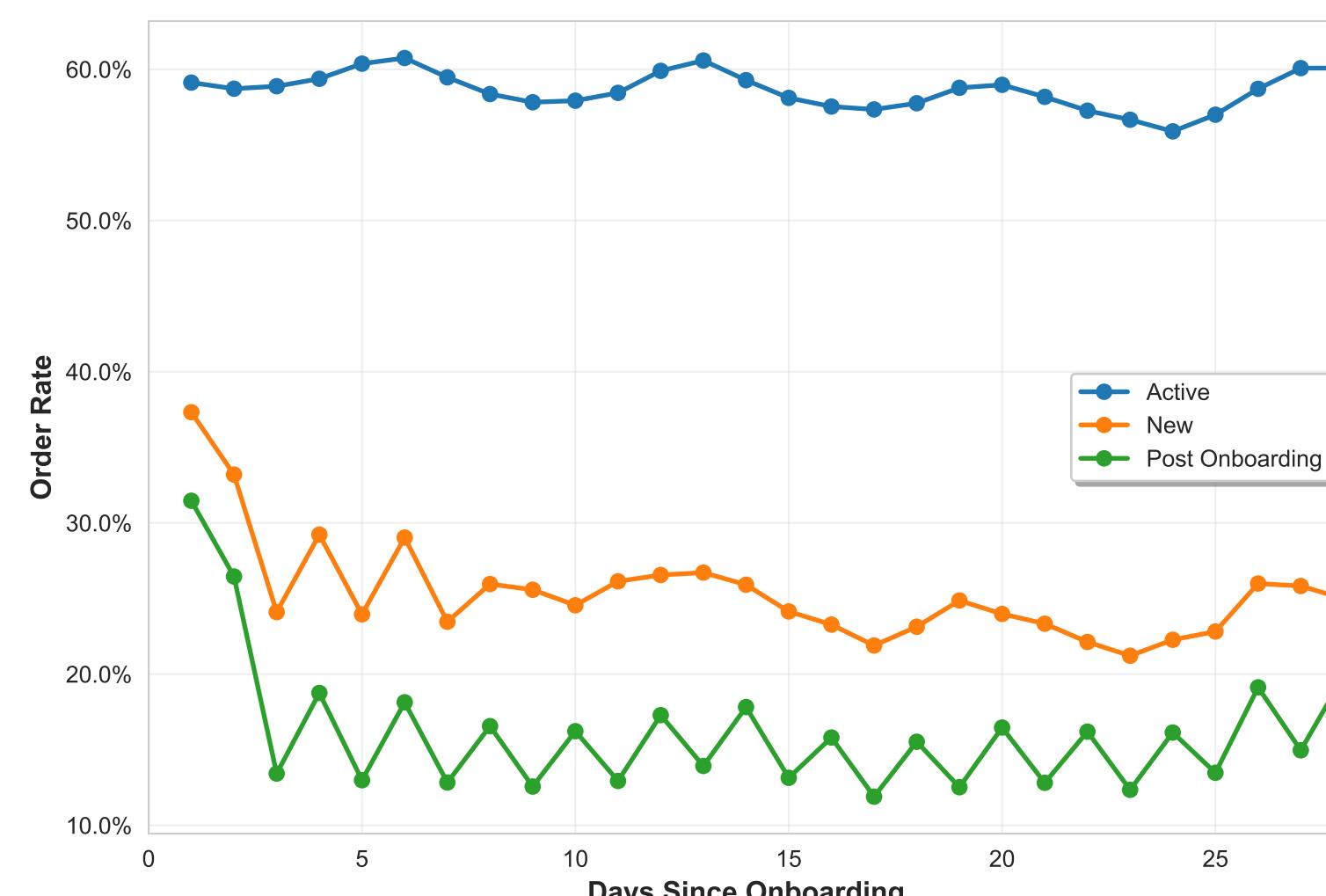
**3. Unsubscribe Rate by Days Since Onboarding (\* = Above Threshold)**



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

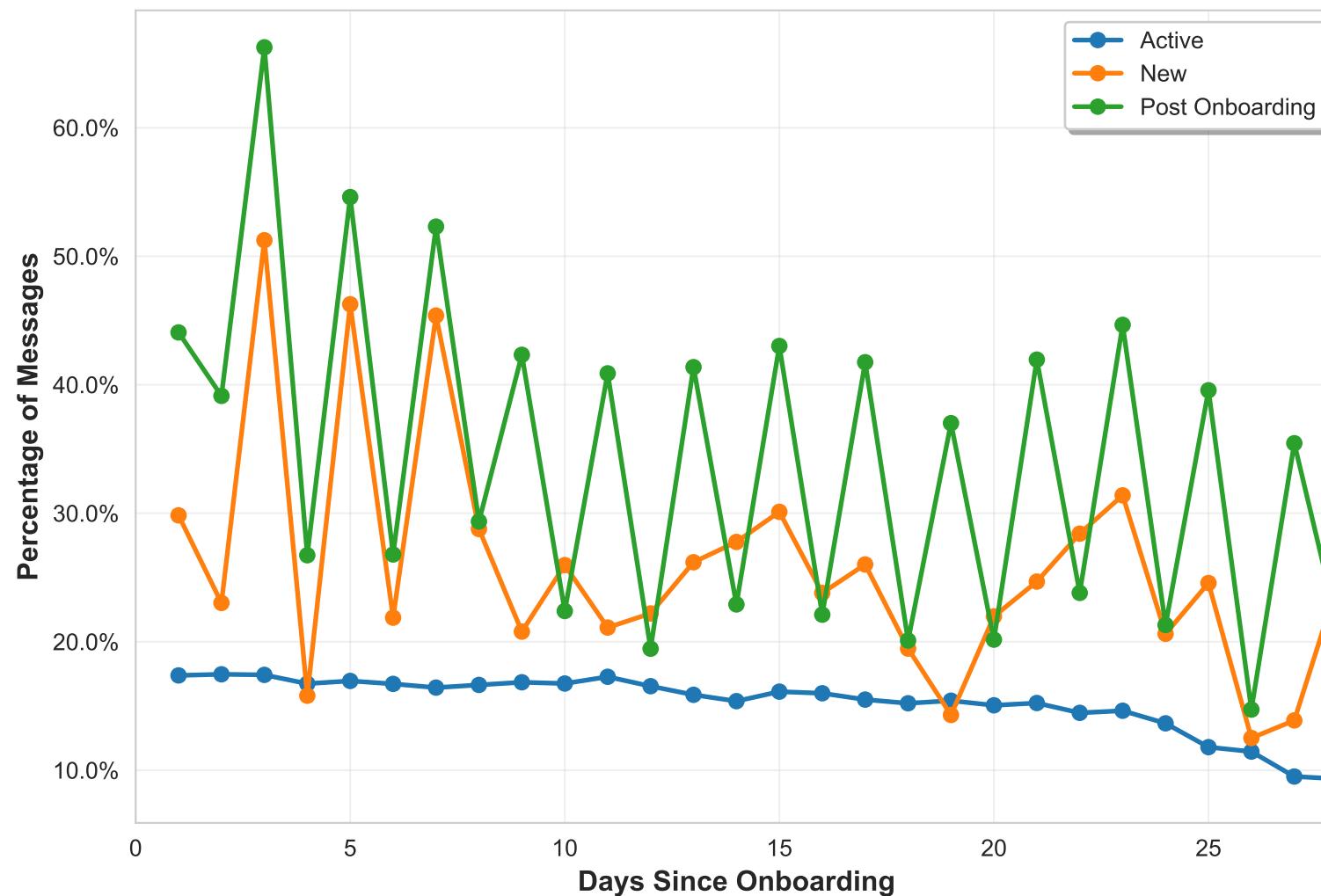


**5. Order Rate by Days Since Onboarding**

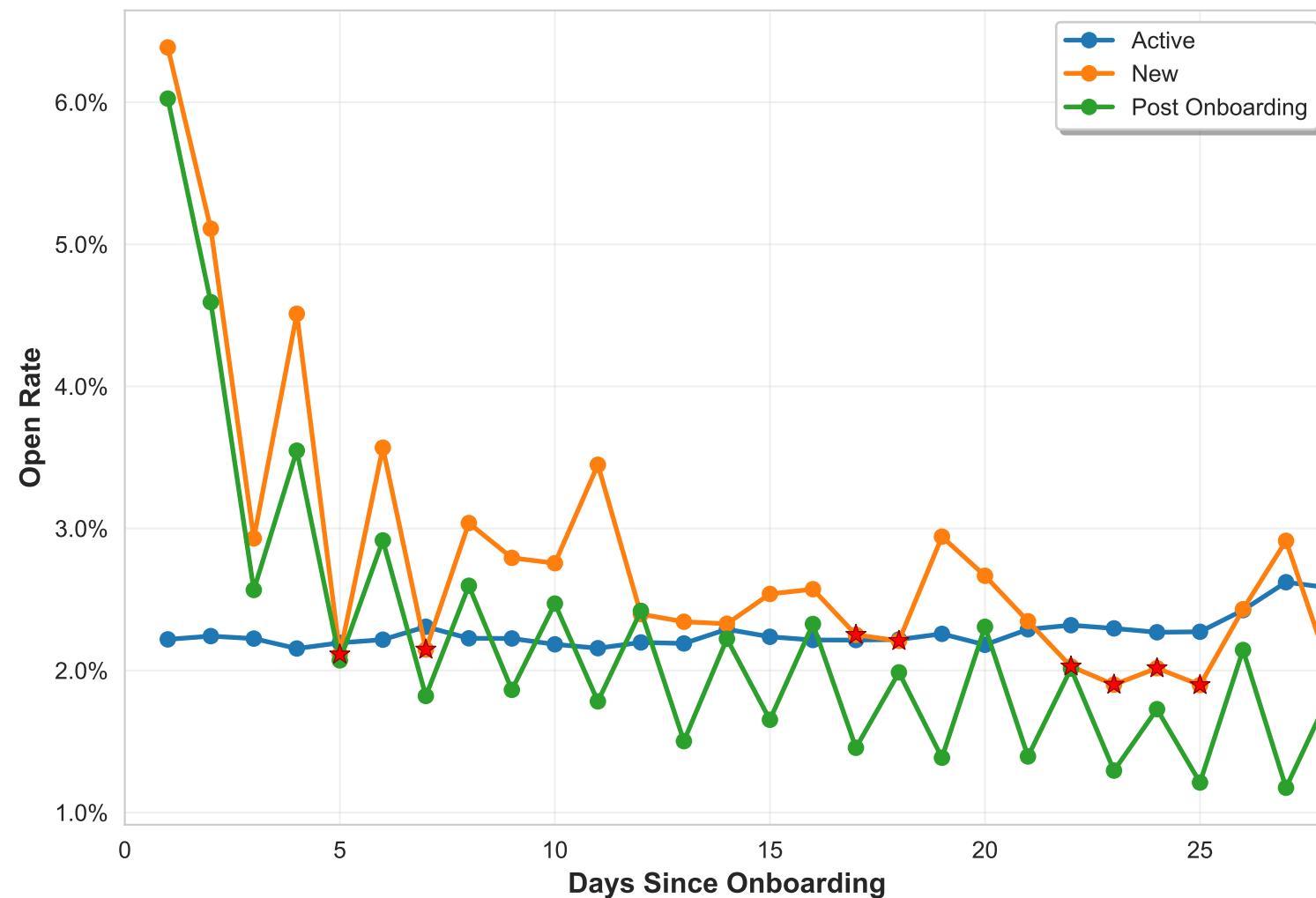


# Is Braze - Notification Metrics

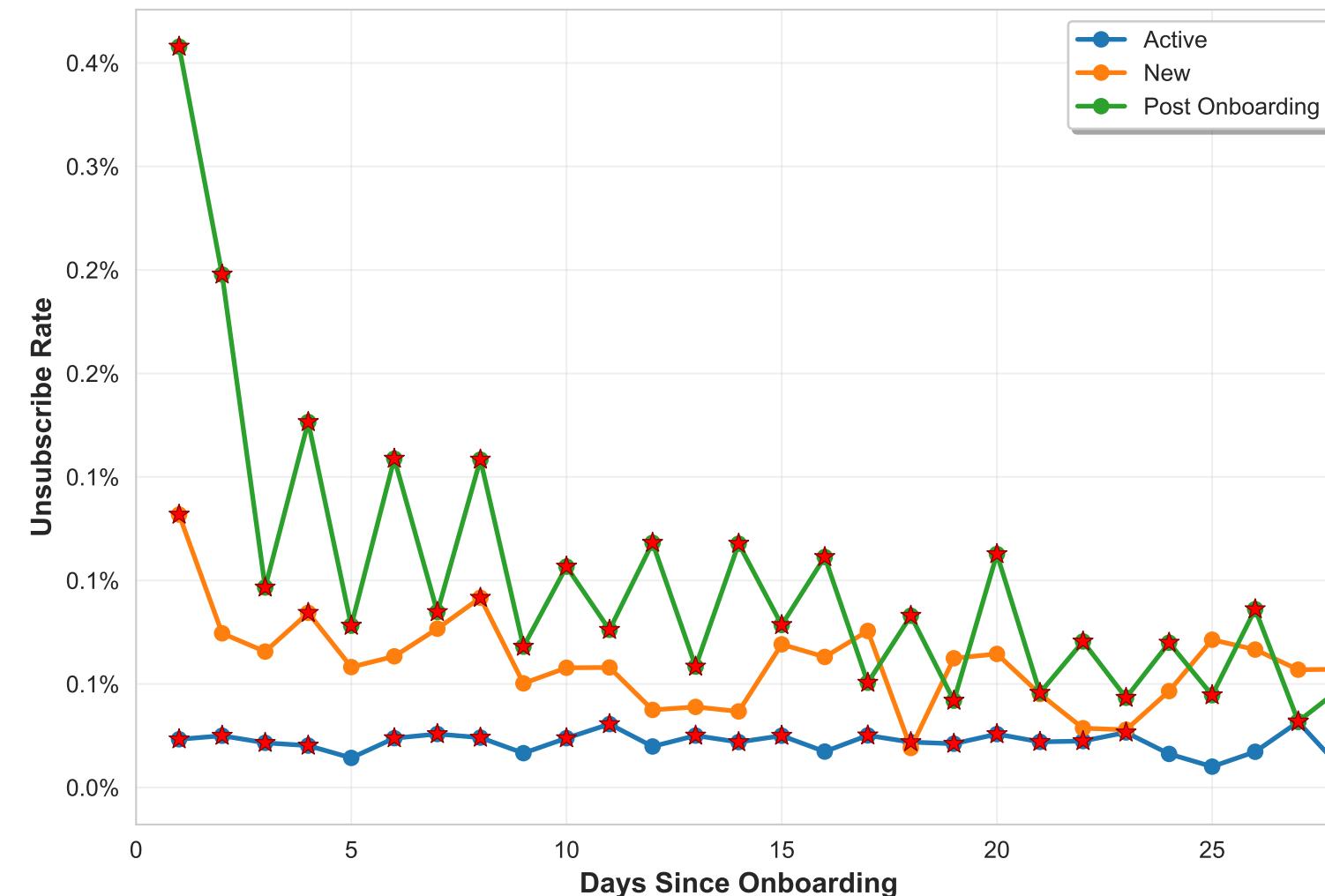
1. Percentage of Messages with Tag by Days Since Onboarding



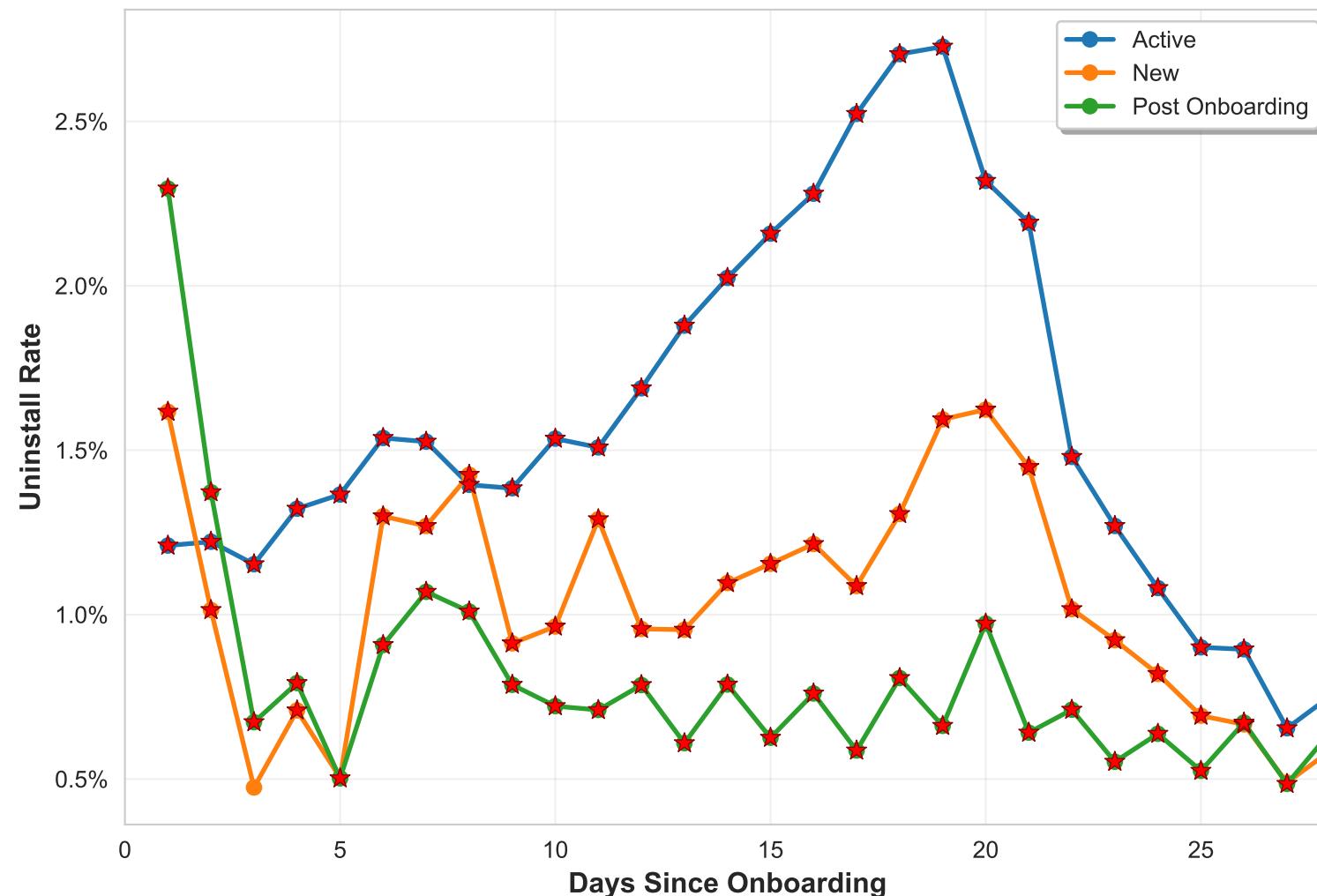
2. Open Rate by Days Since Onboarding (\* = Below Threshold)



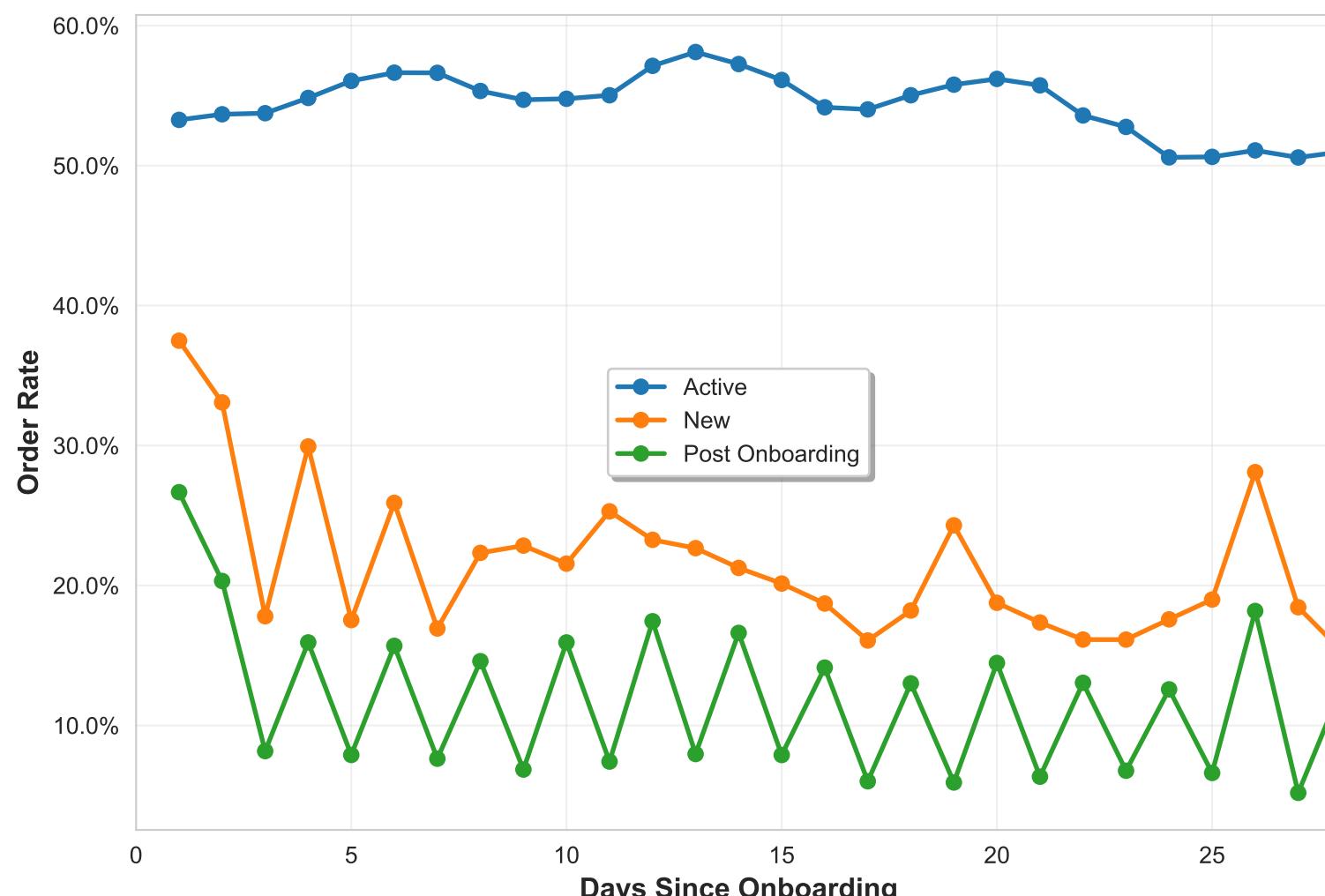
3. Unsubscribe Rate by Days Since Onboarding (\* = Above Threshold)



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

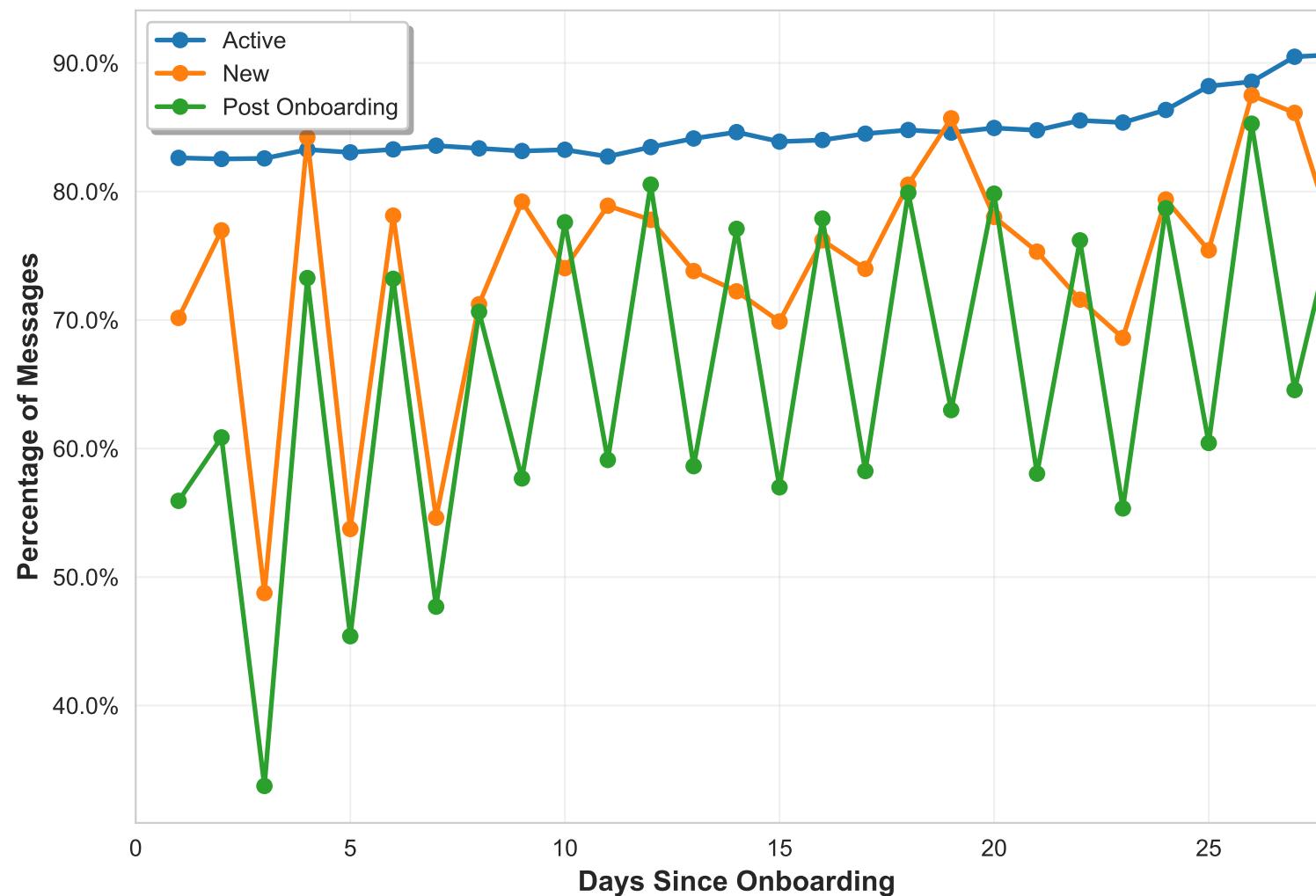


5. Order Rate by Days Since Onboarding

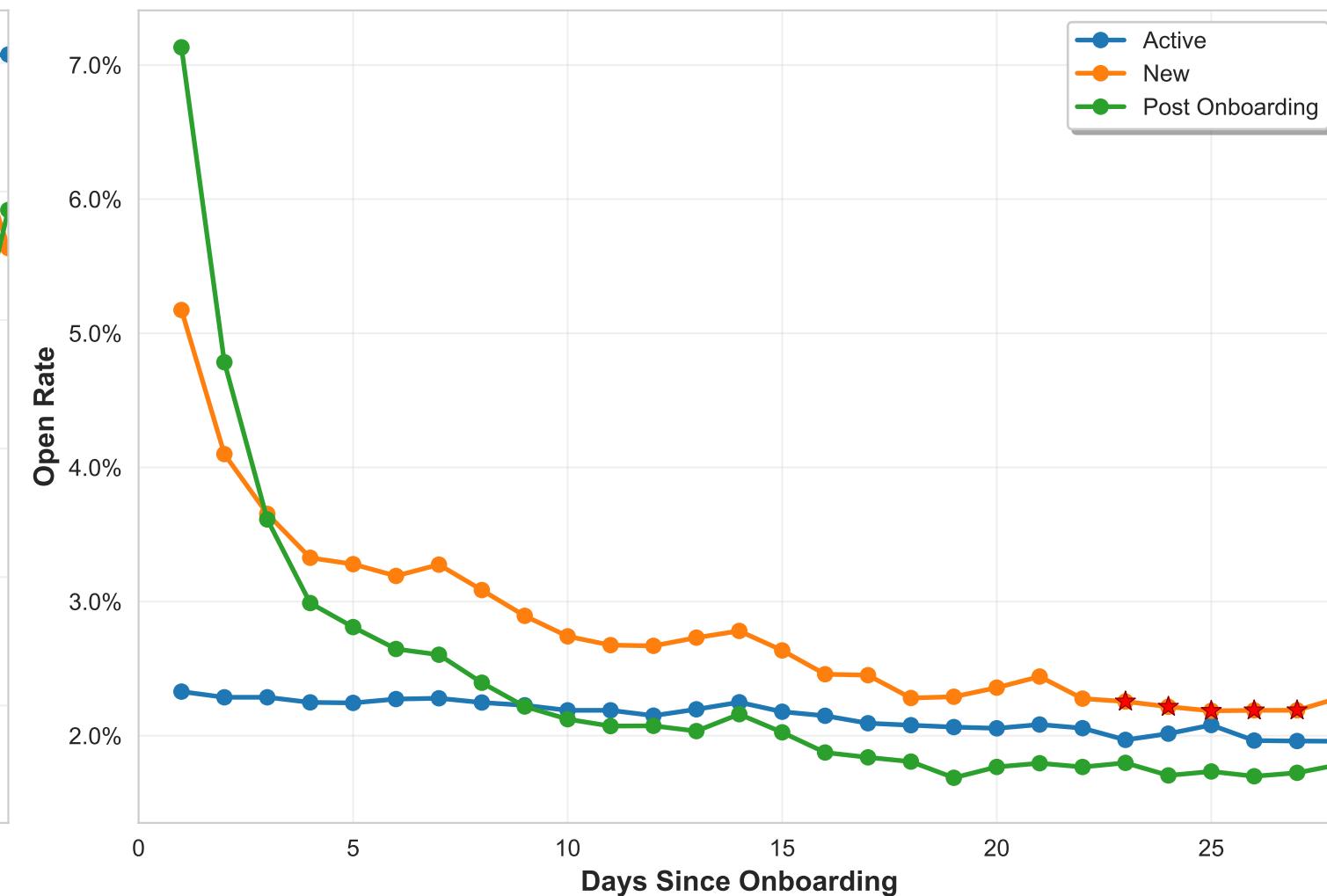


# Is Fpn - Notification Metrics

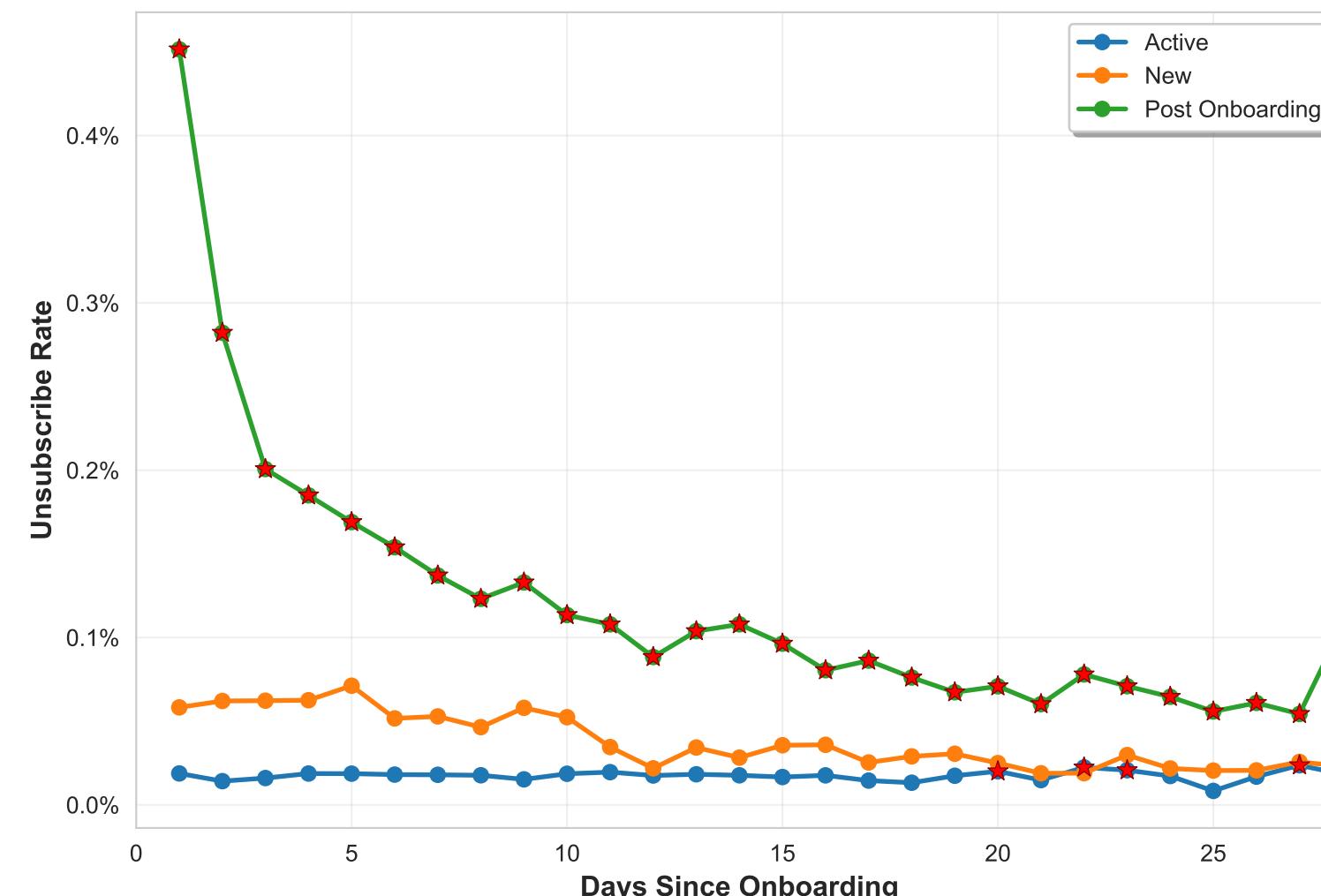
1. Percentage of Messages with Tag by Days Since Onboarding



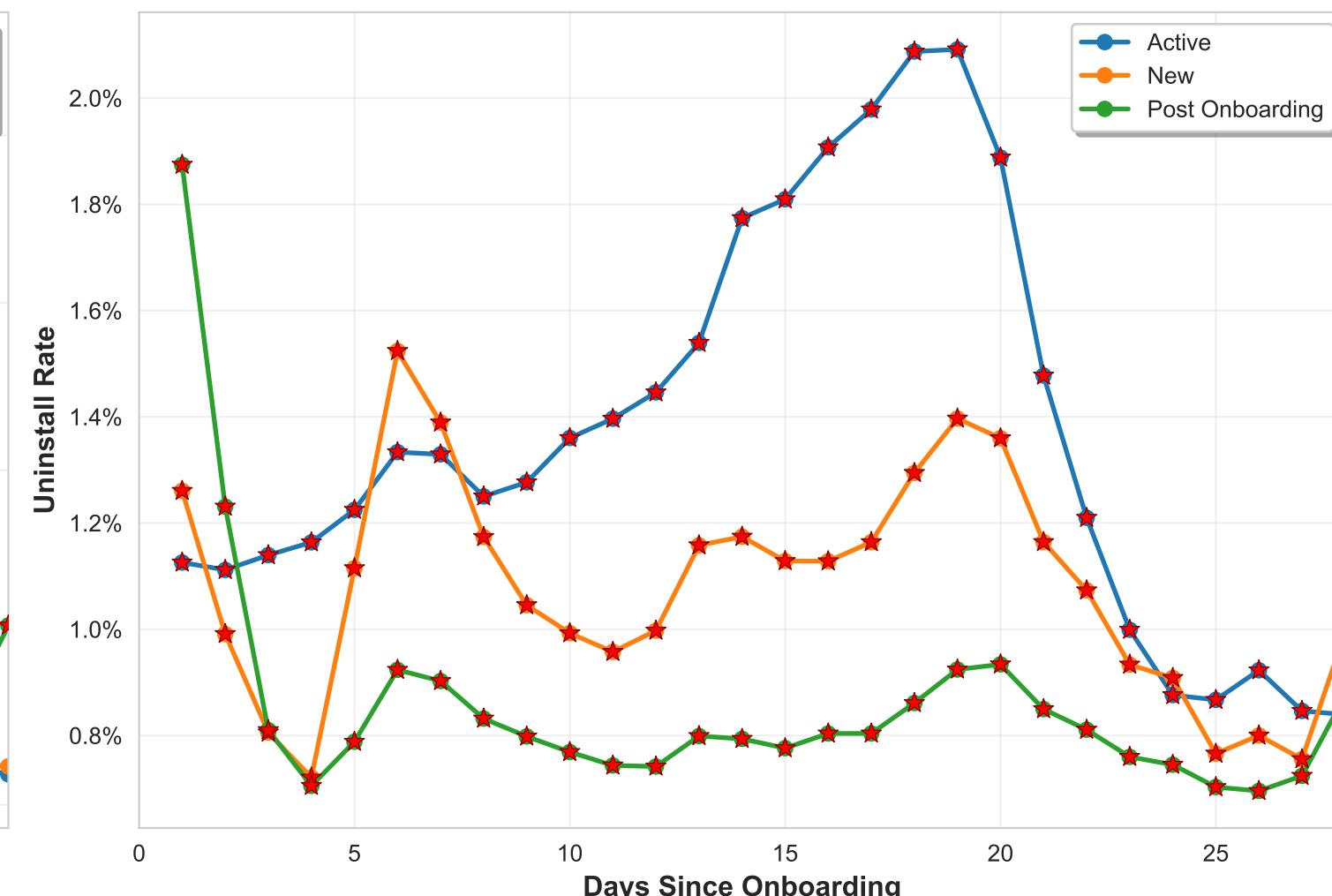
2. Open Rate by Days Since Onboarding (\* = Below Threshold)



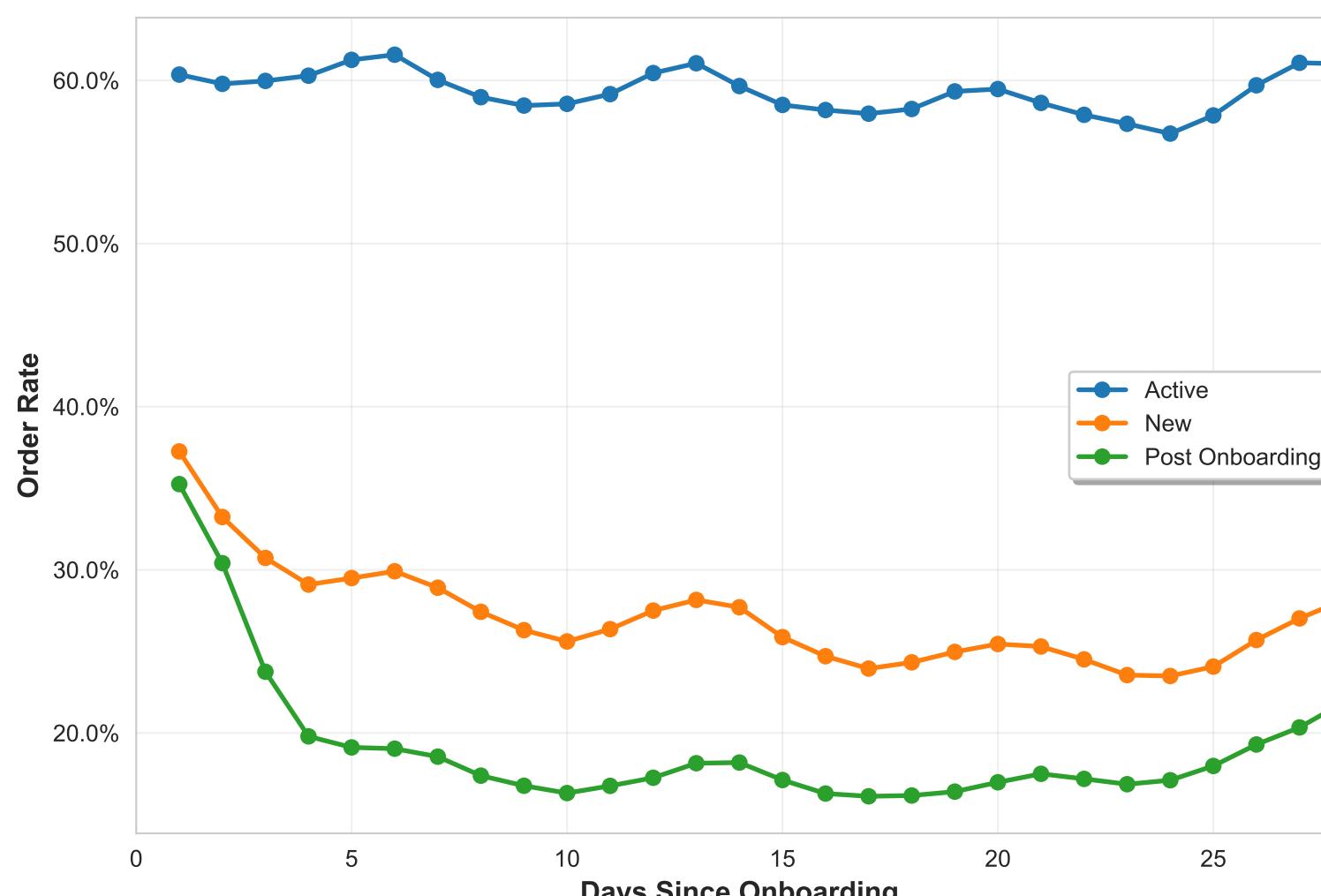
3. Unsubscribe Rate by Days Since Onboarding (\* = Above Threshold)



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

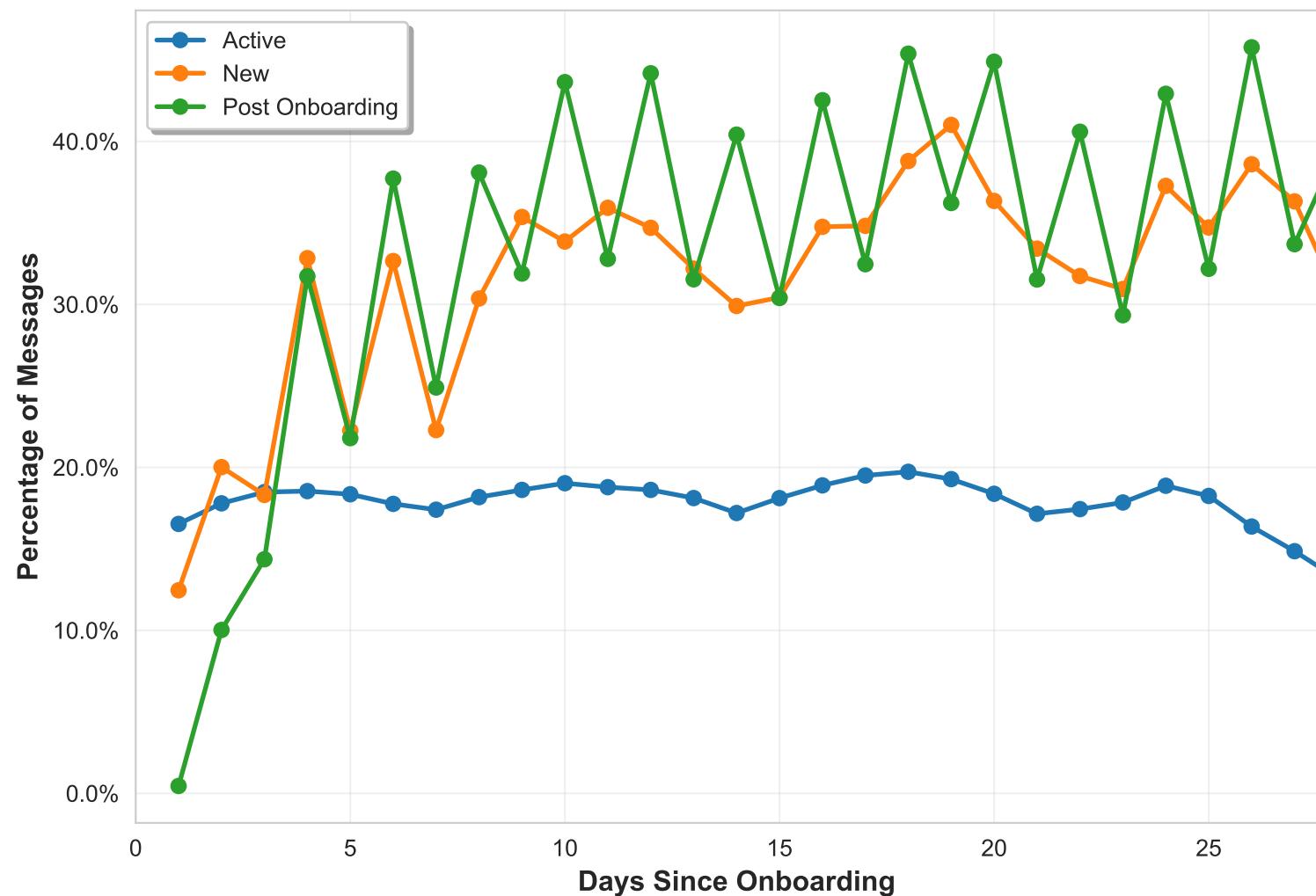


5. Order Rate by Days Since Onboarding

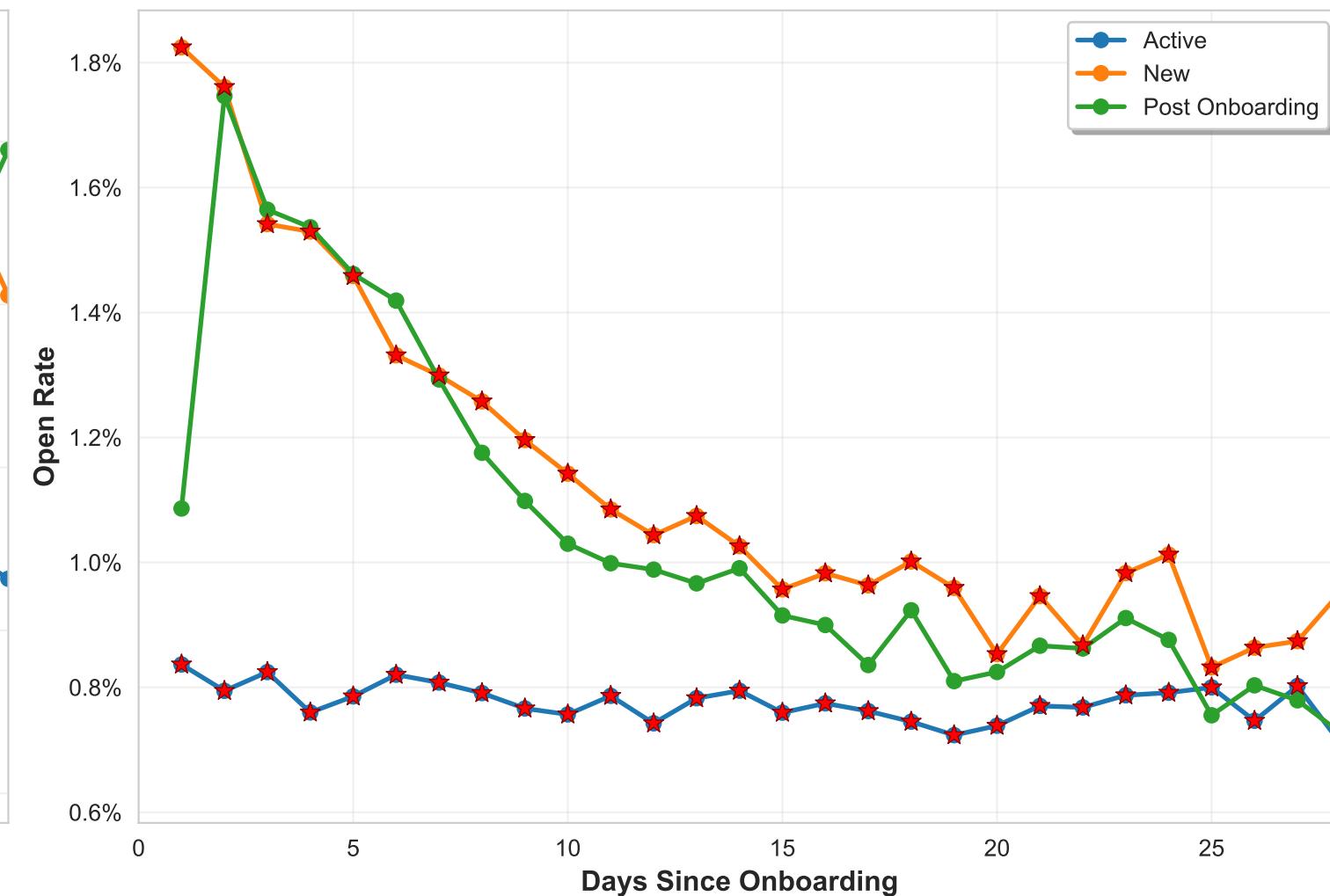


# Is Recommendation - Notification Metrics

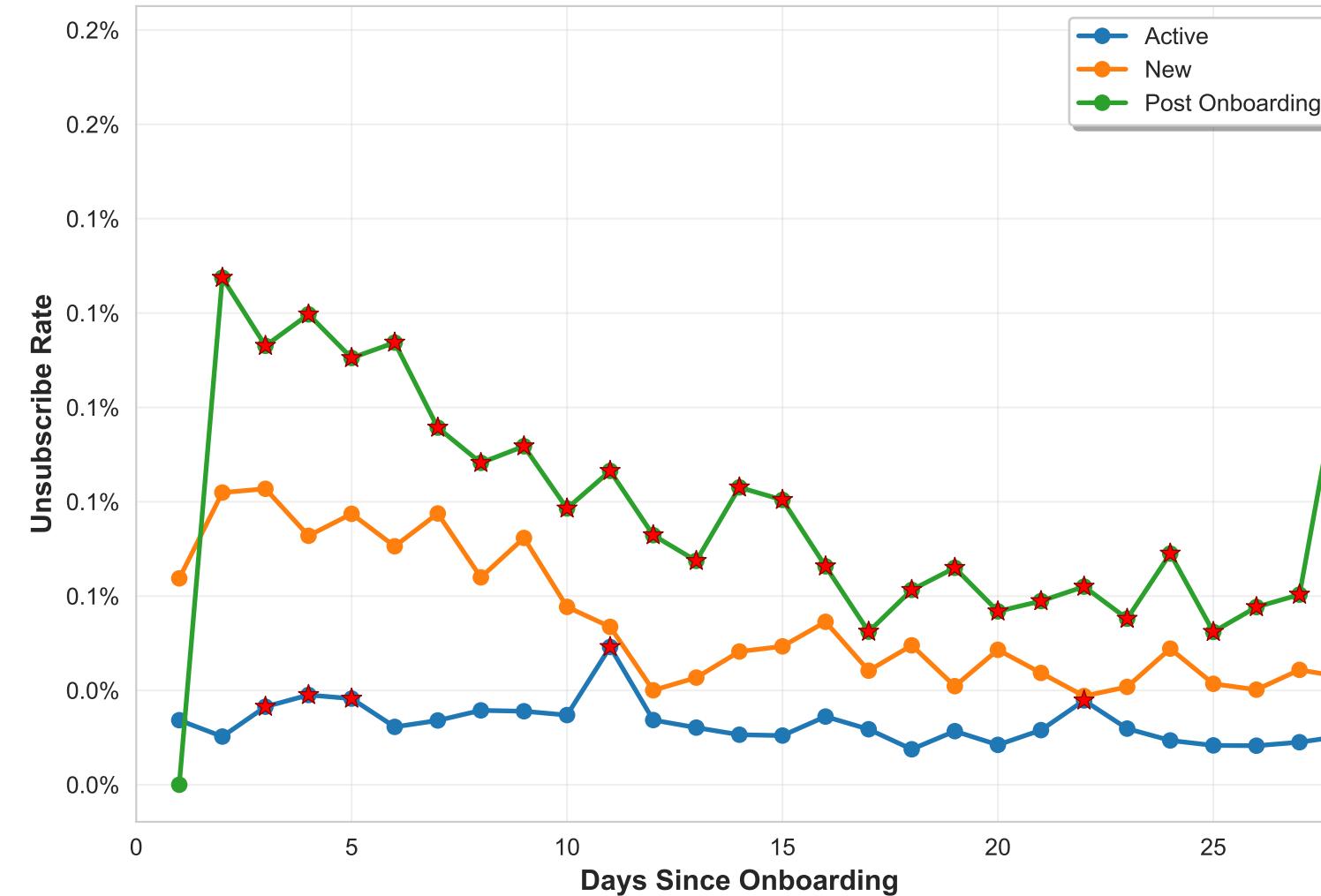
1. Percentage of Messages with Tag by Days Since Onboarding



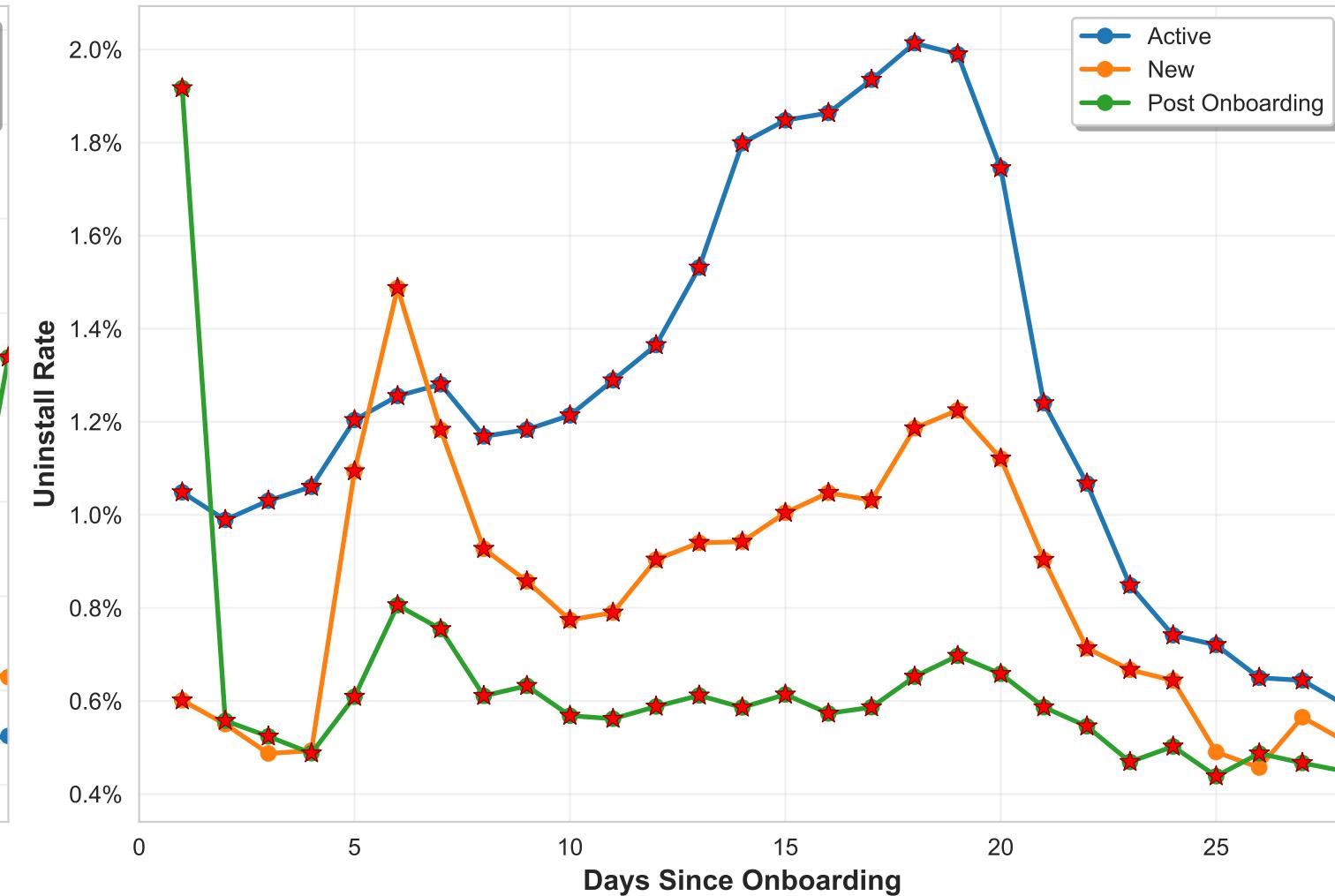
2. Open Rate by Days Since Onboarding (\* = Below Threshold)



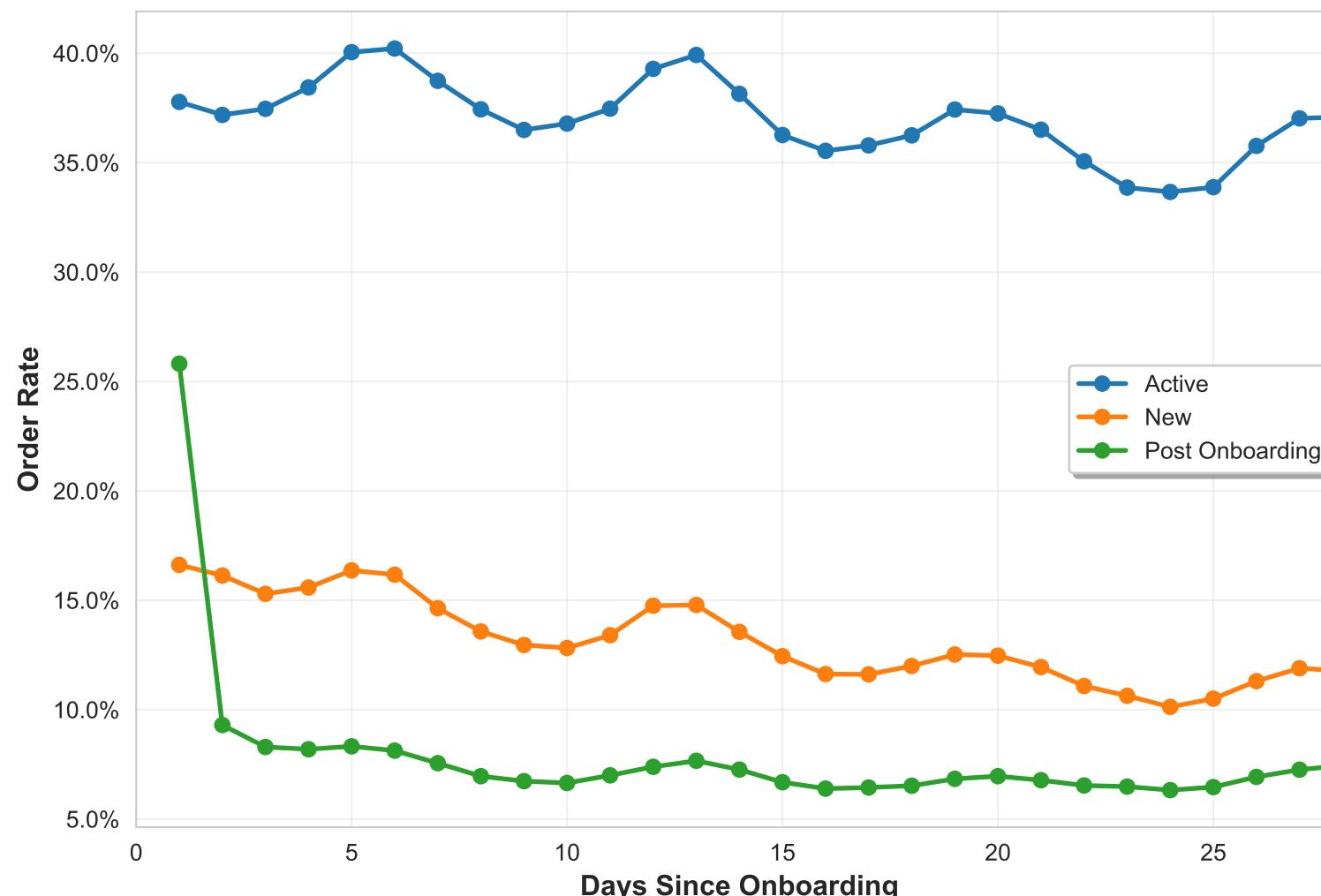
3. Unsubscribe Rate by Days Since Onboarding (\* = Above Threshold)



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

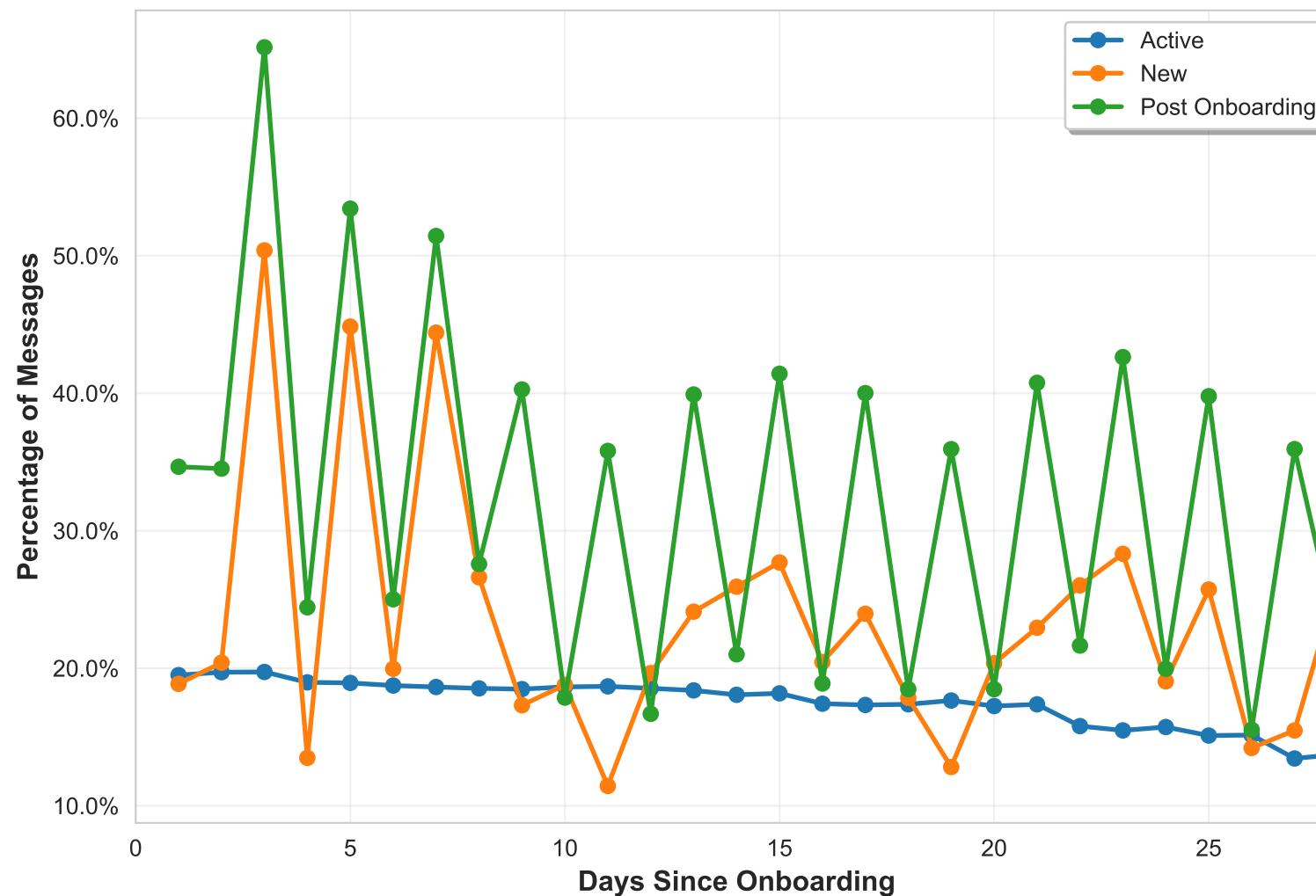


5. Order Rate by Days Since Onboarding

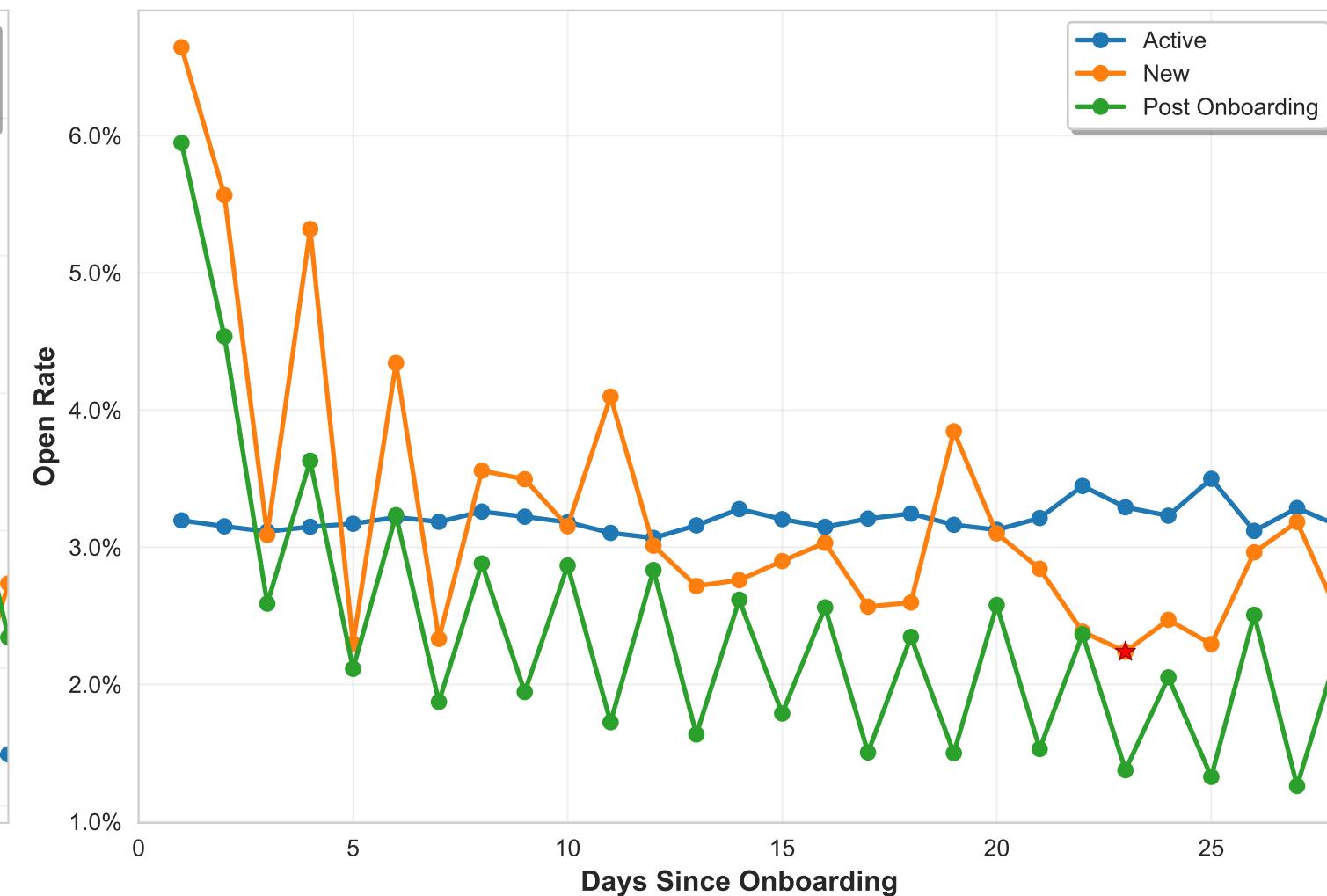


# Is Doordash Offer - Notification Metrics

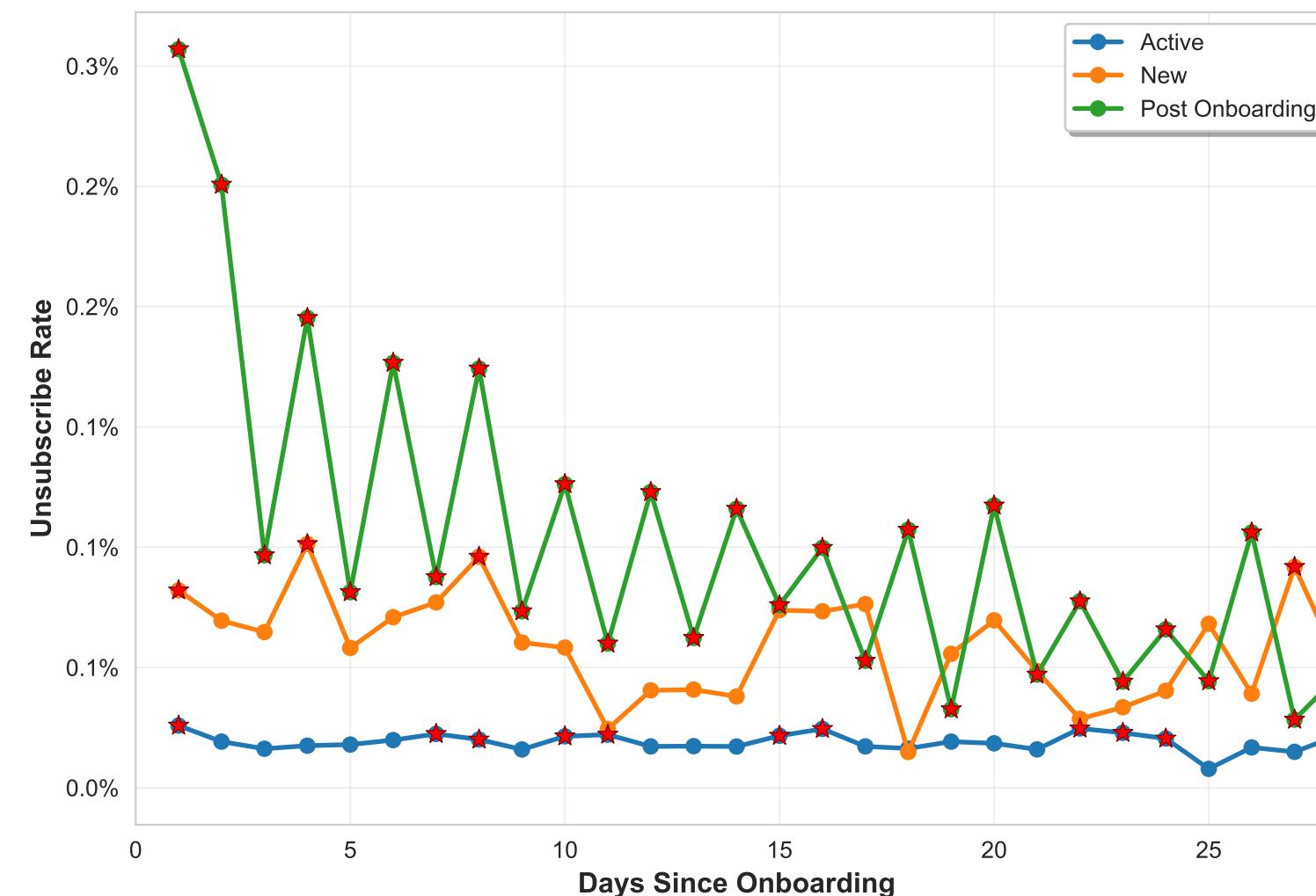
1. Percentage of Messages with Tag by Days Since Onboarding



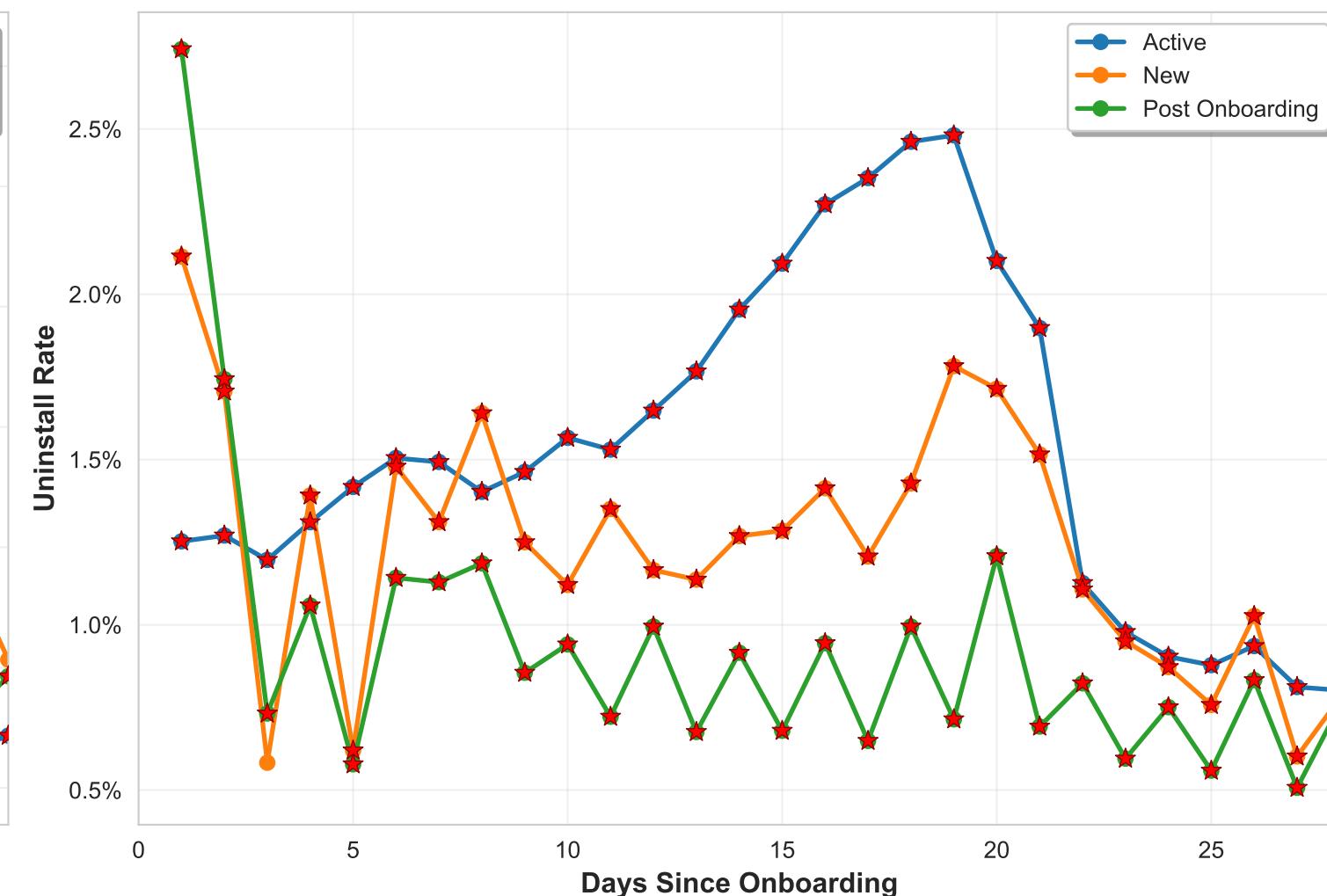
2. Open Rate by Days Since Onboarding (\* = Below Threshold)



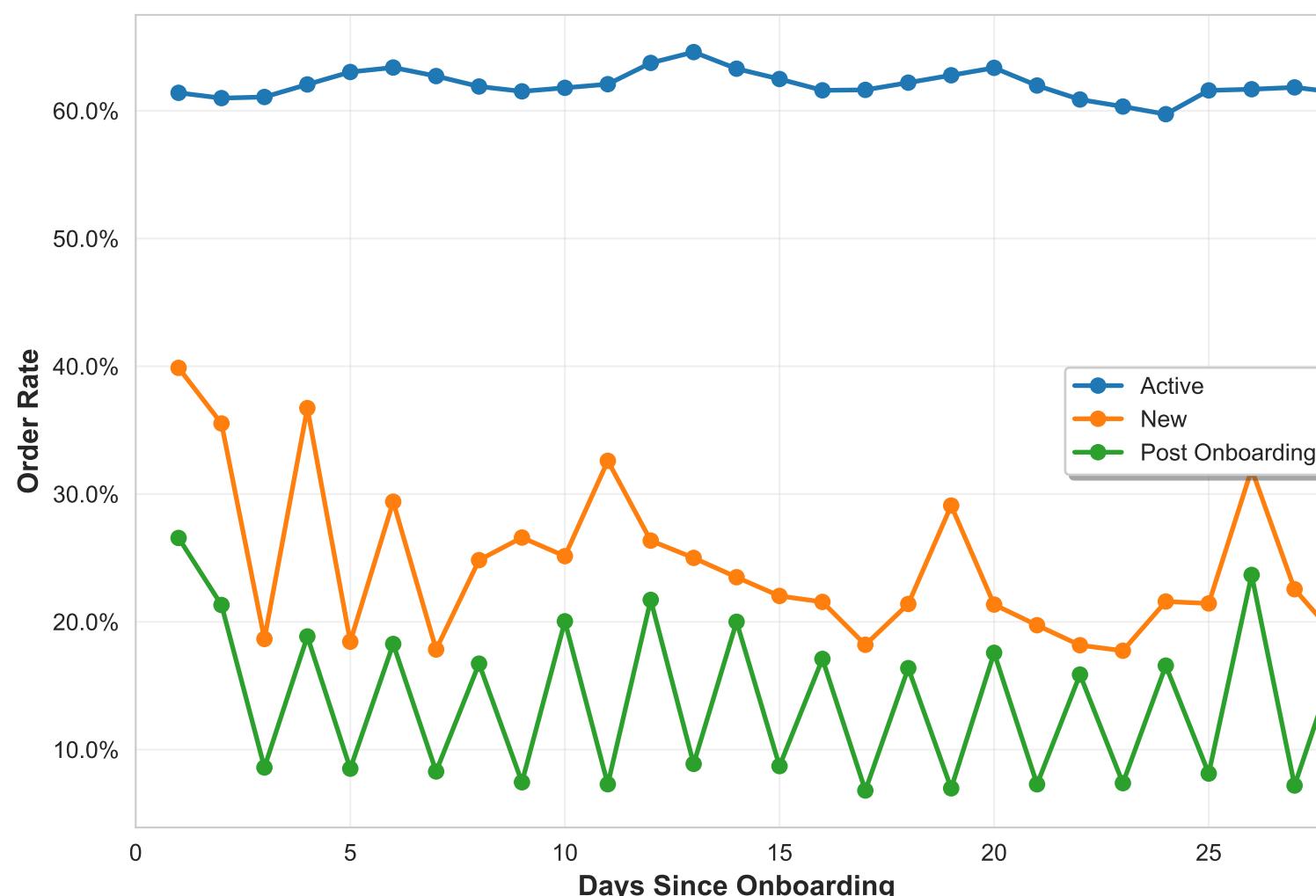
3. Unsubscribe Rate by Days Since Onboarding (\* = Above Threshold)



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

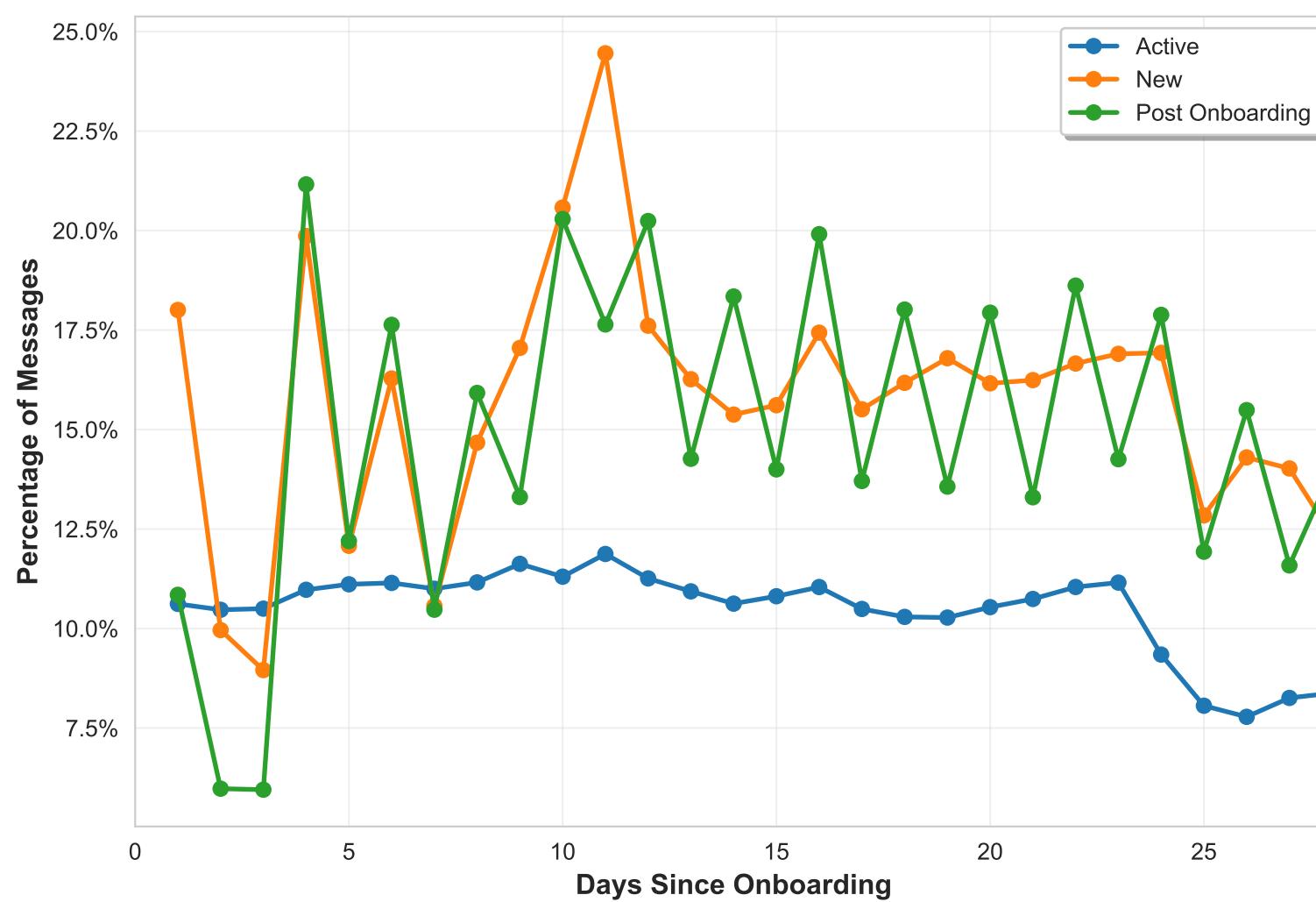


5. Order Rate by Days Since Onboarding

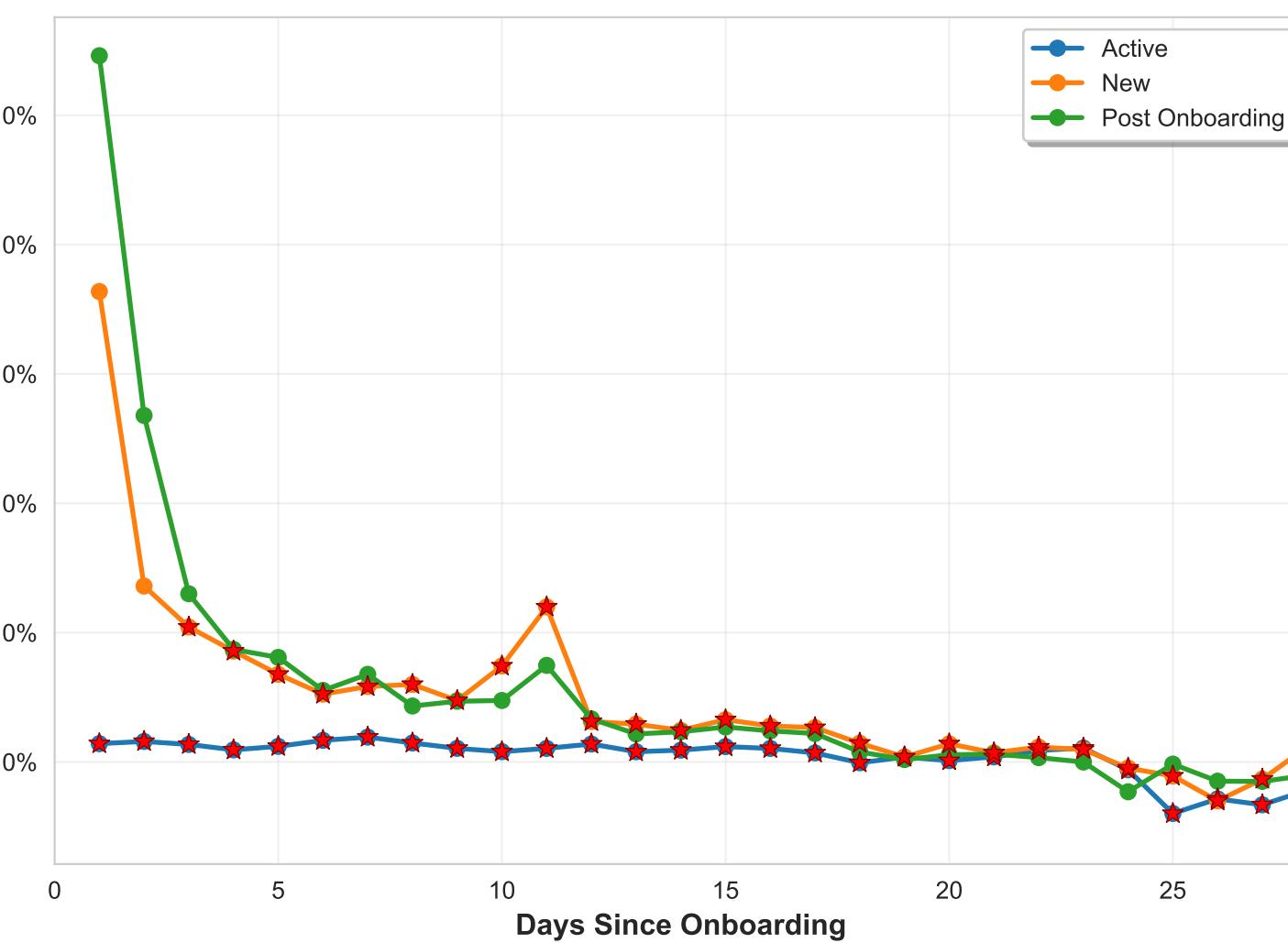


# Is Store Offer - Notification Metrics

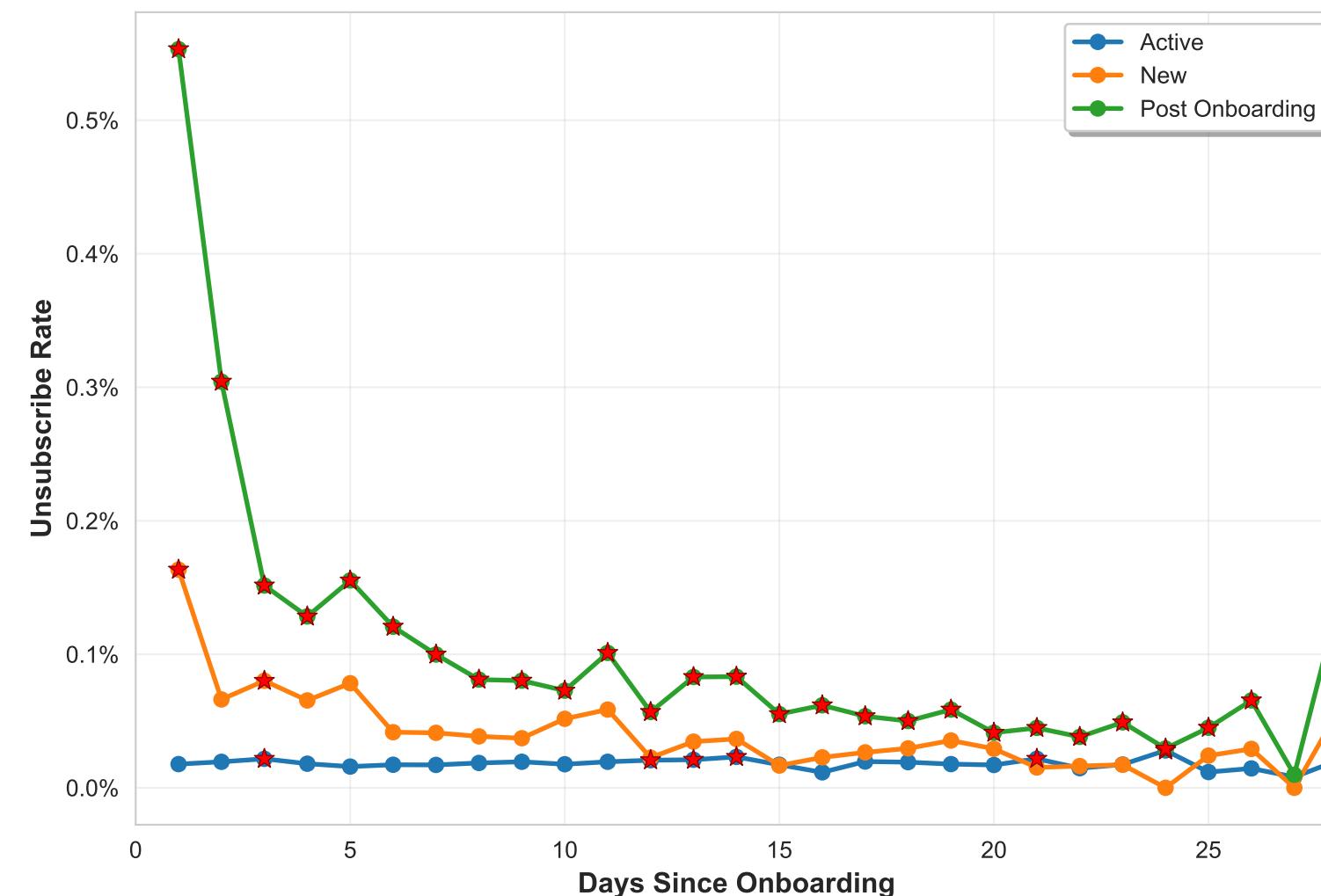
1. Percentage of Messages with Tag by Days Since Onboarding



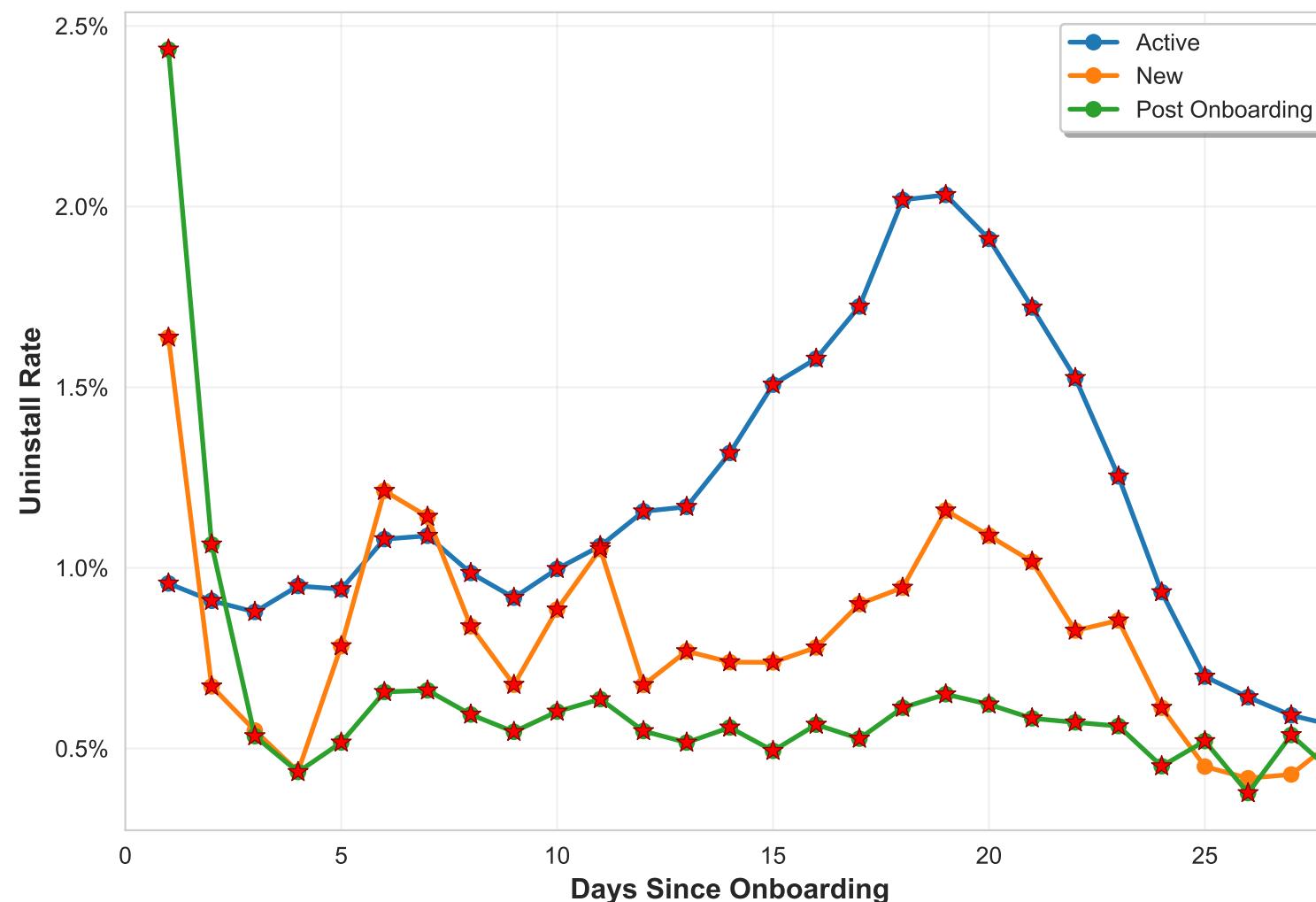
2. Open Rate by Days Since Onboarding (\* = Below Threshold)



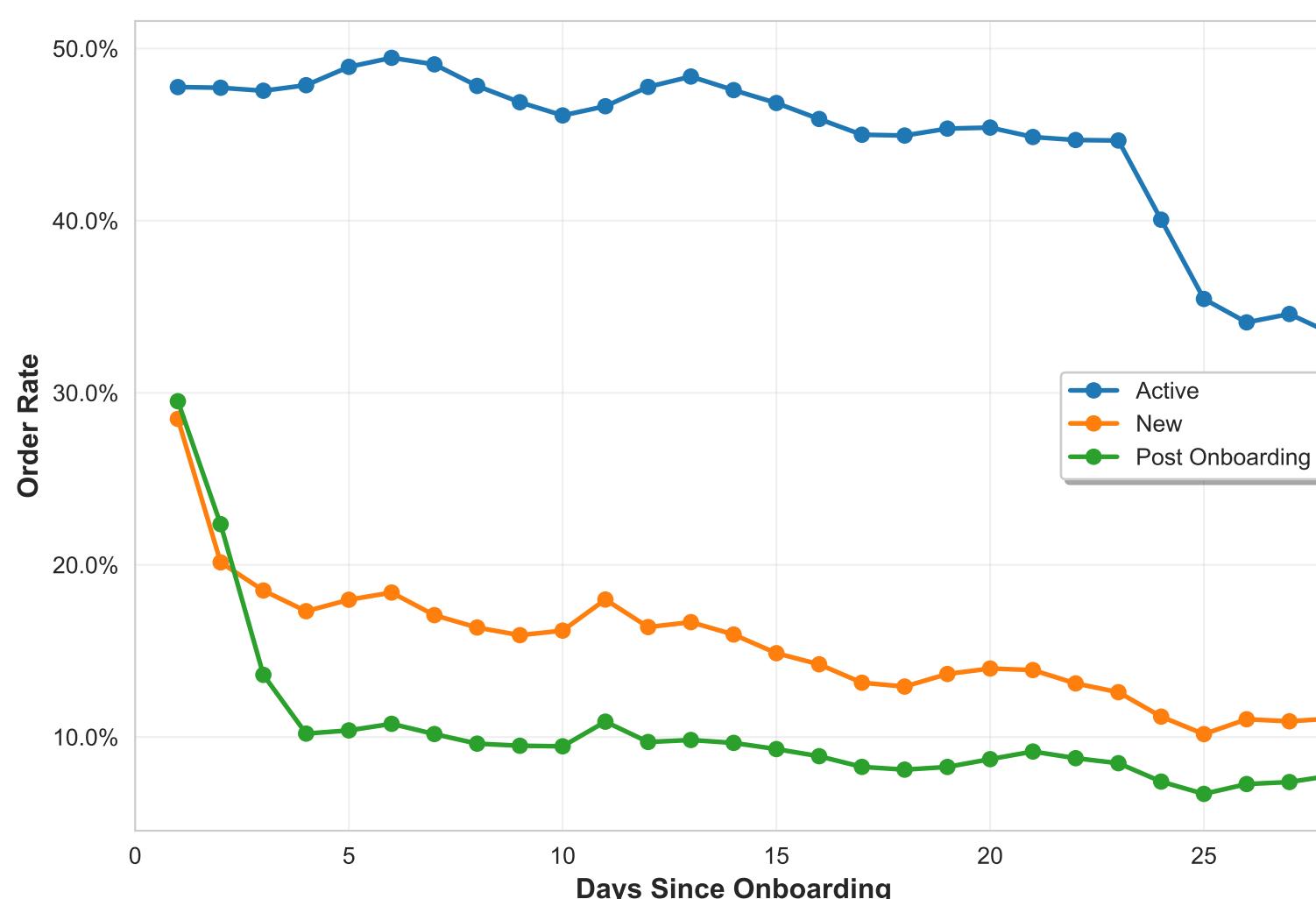
3. Unsubscribe Rate by Days Since Onboarding (\* = Above Threshold)



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

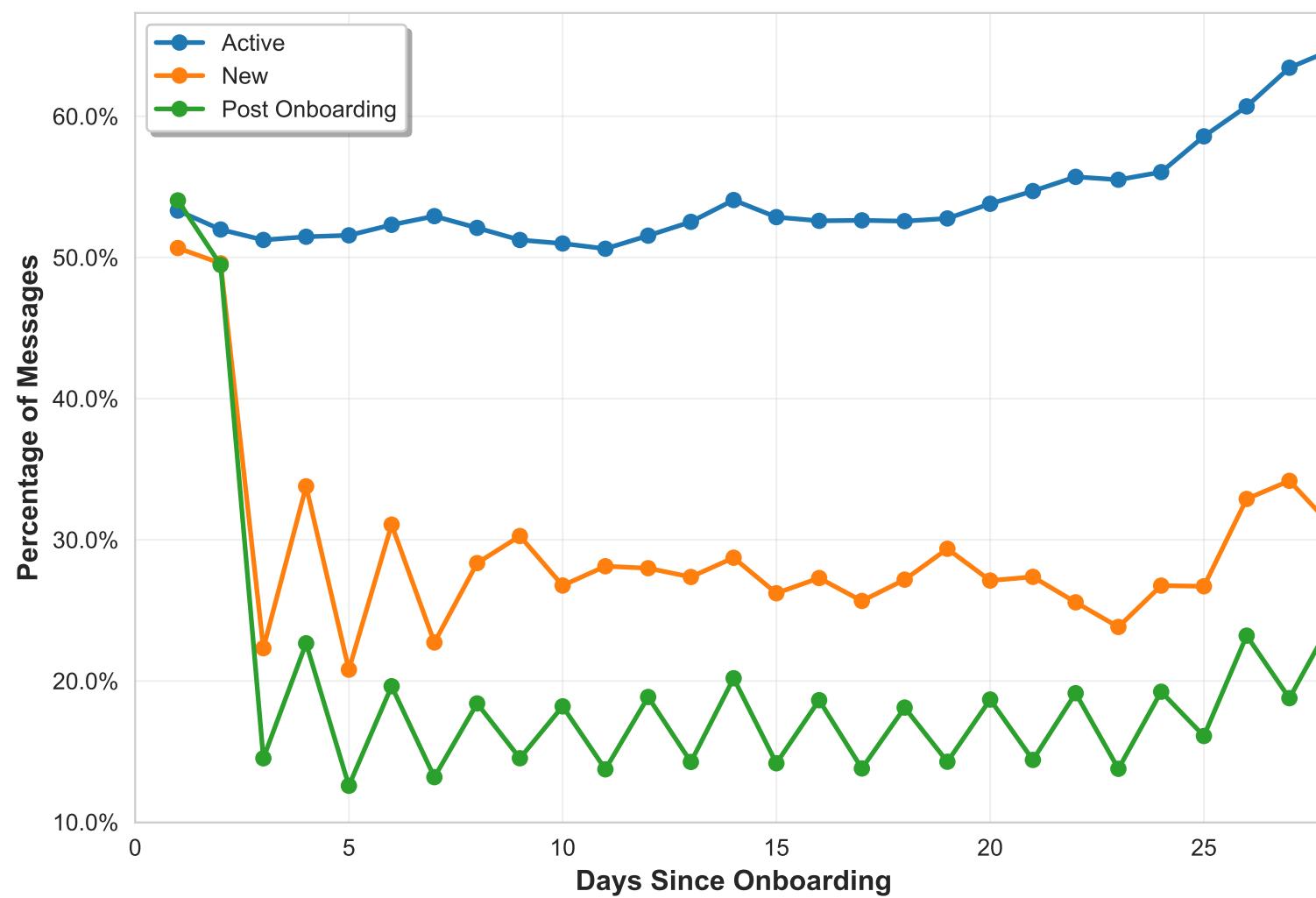


5. Order Rate by Days Since Onboarding

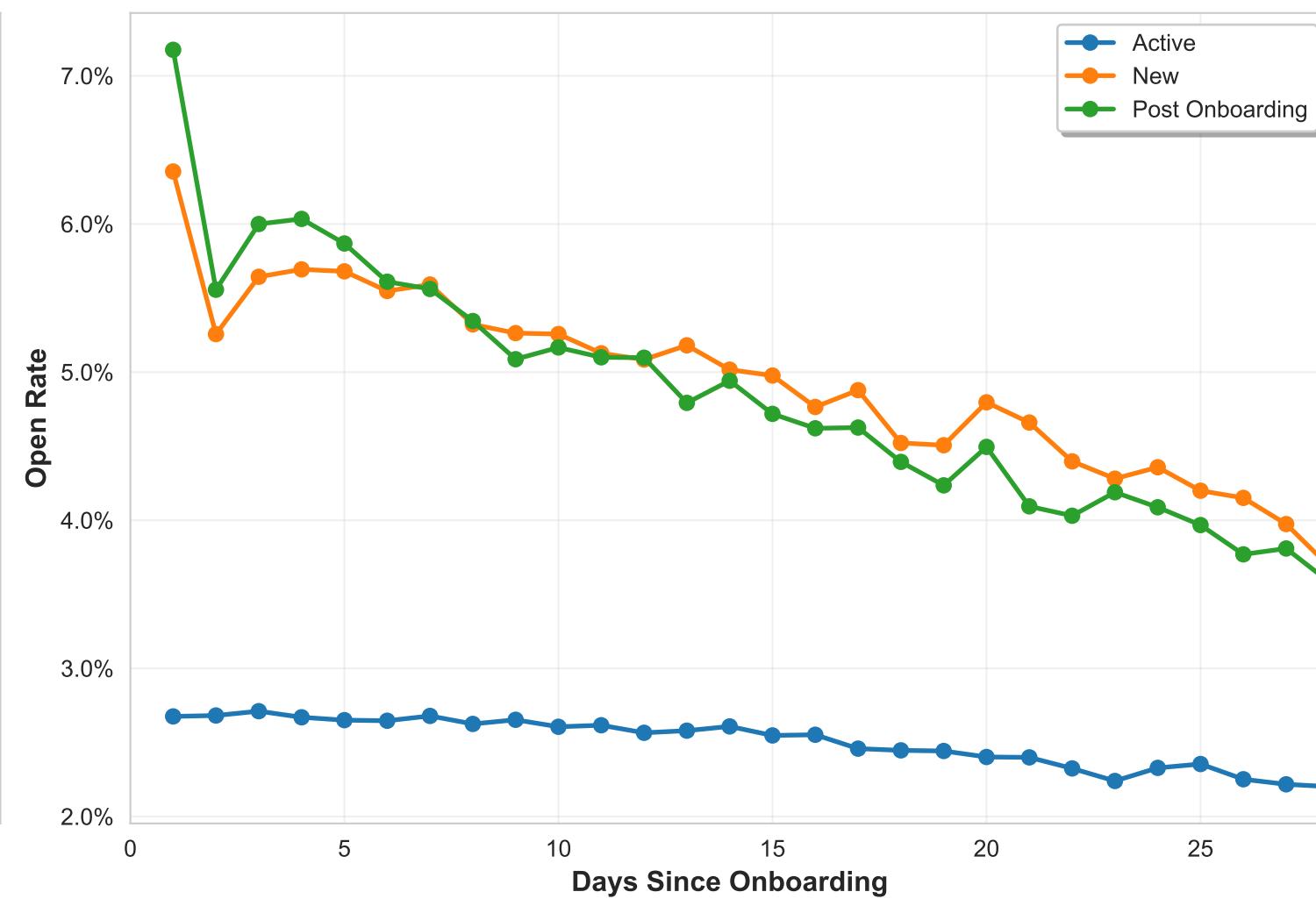


# Is Reminder - Notification Metrics

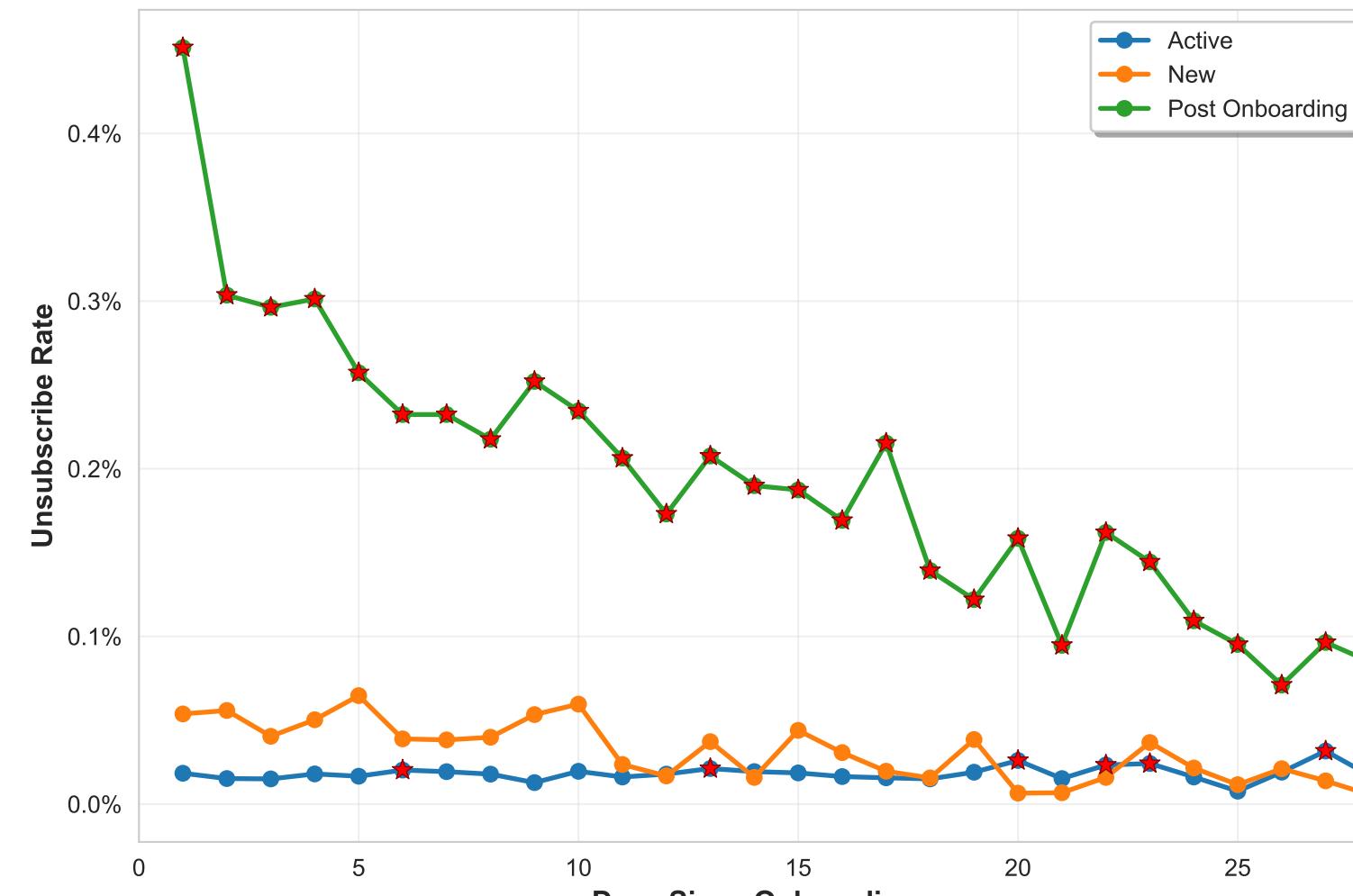
1. Percentage of Messages with Tag by Days Since Onboarding



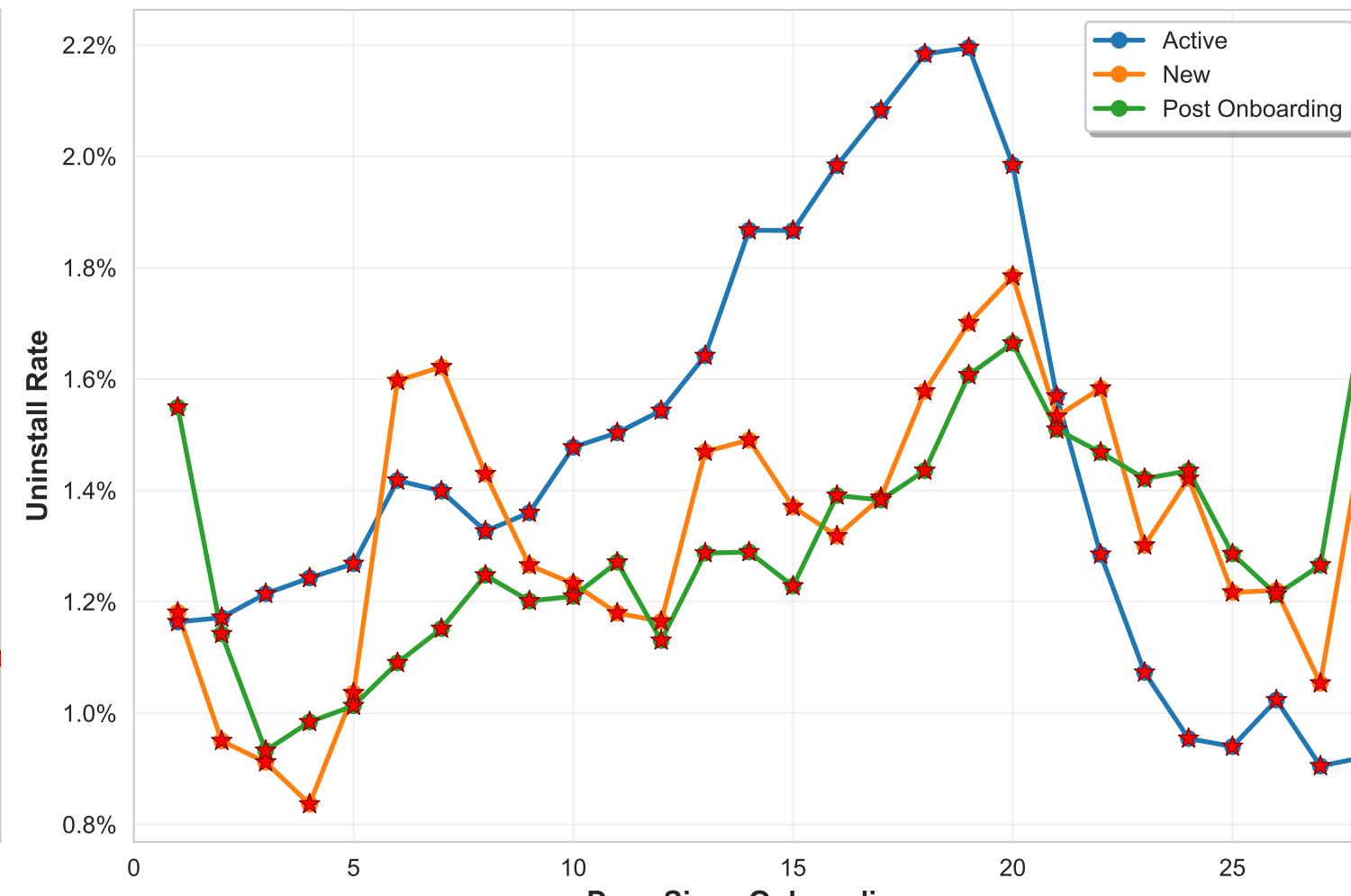
2. Open Rate by Days Since Onboarding (\* = Below Threshold)



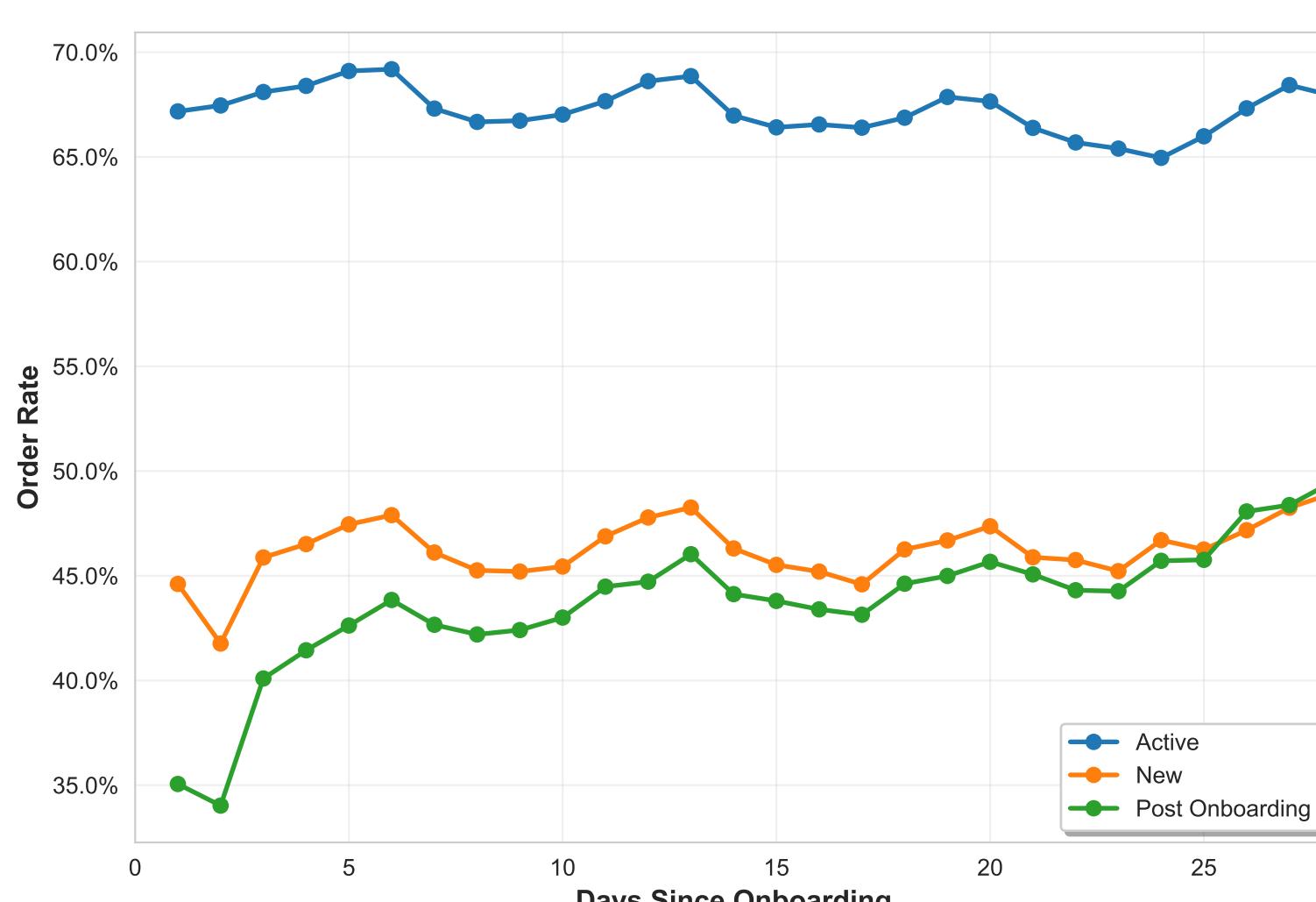
3. Unsubscribe Rate by Days Since Onboarding (\* = Above Threshold)



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

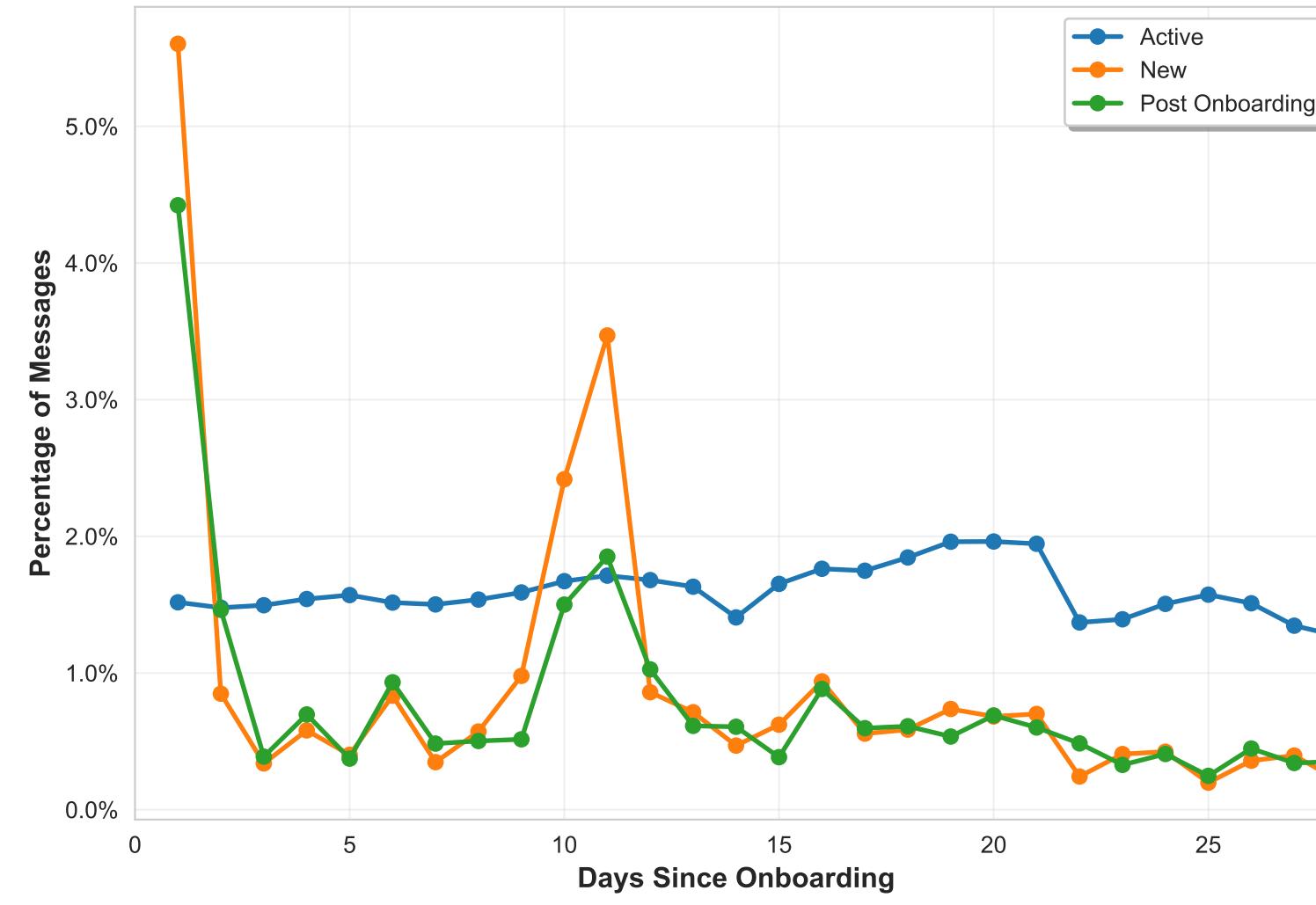


5. Order Rate by Days Since Onboarding

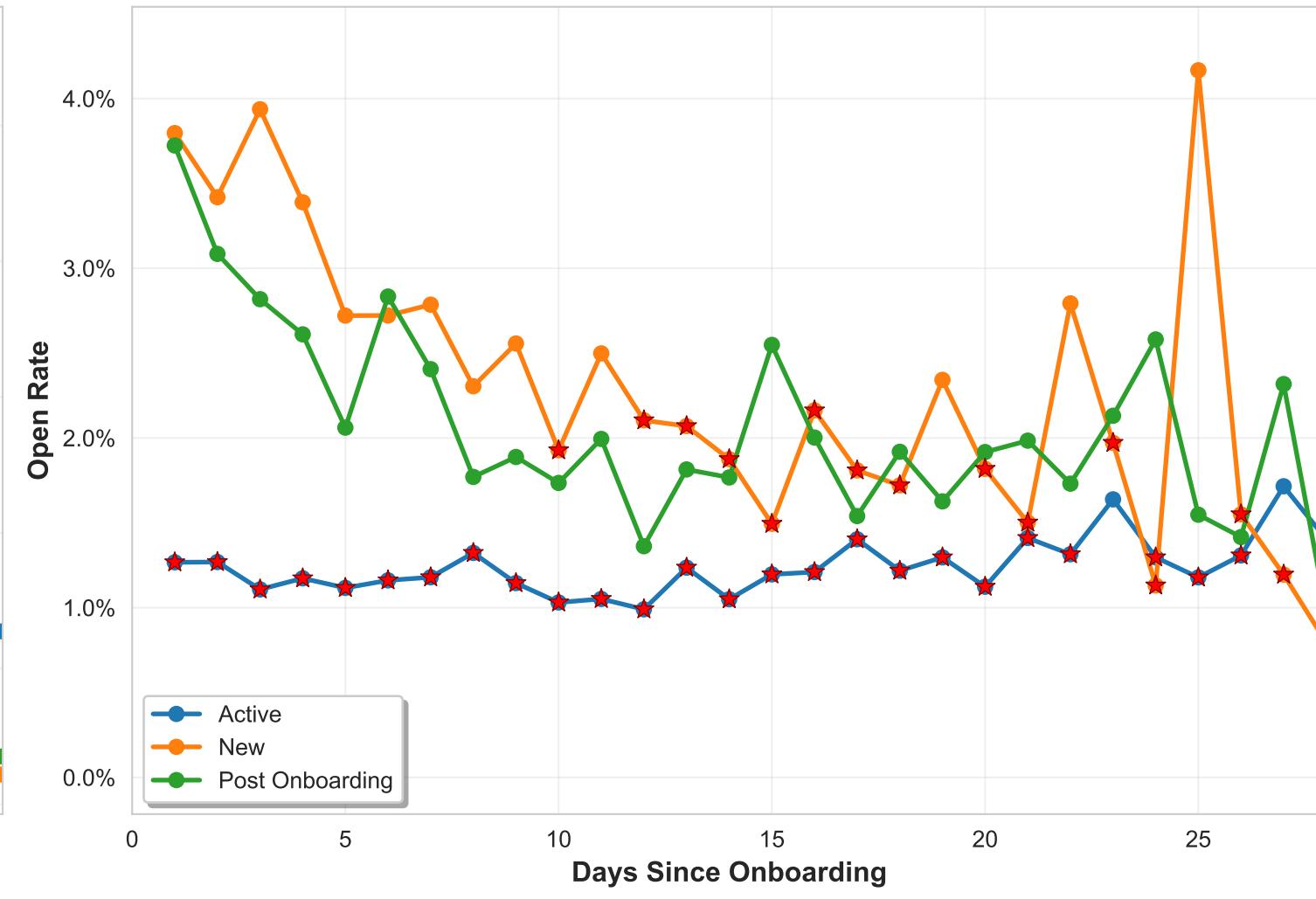


# Is Nv - Notification Metrics

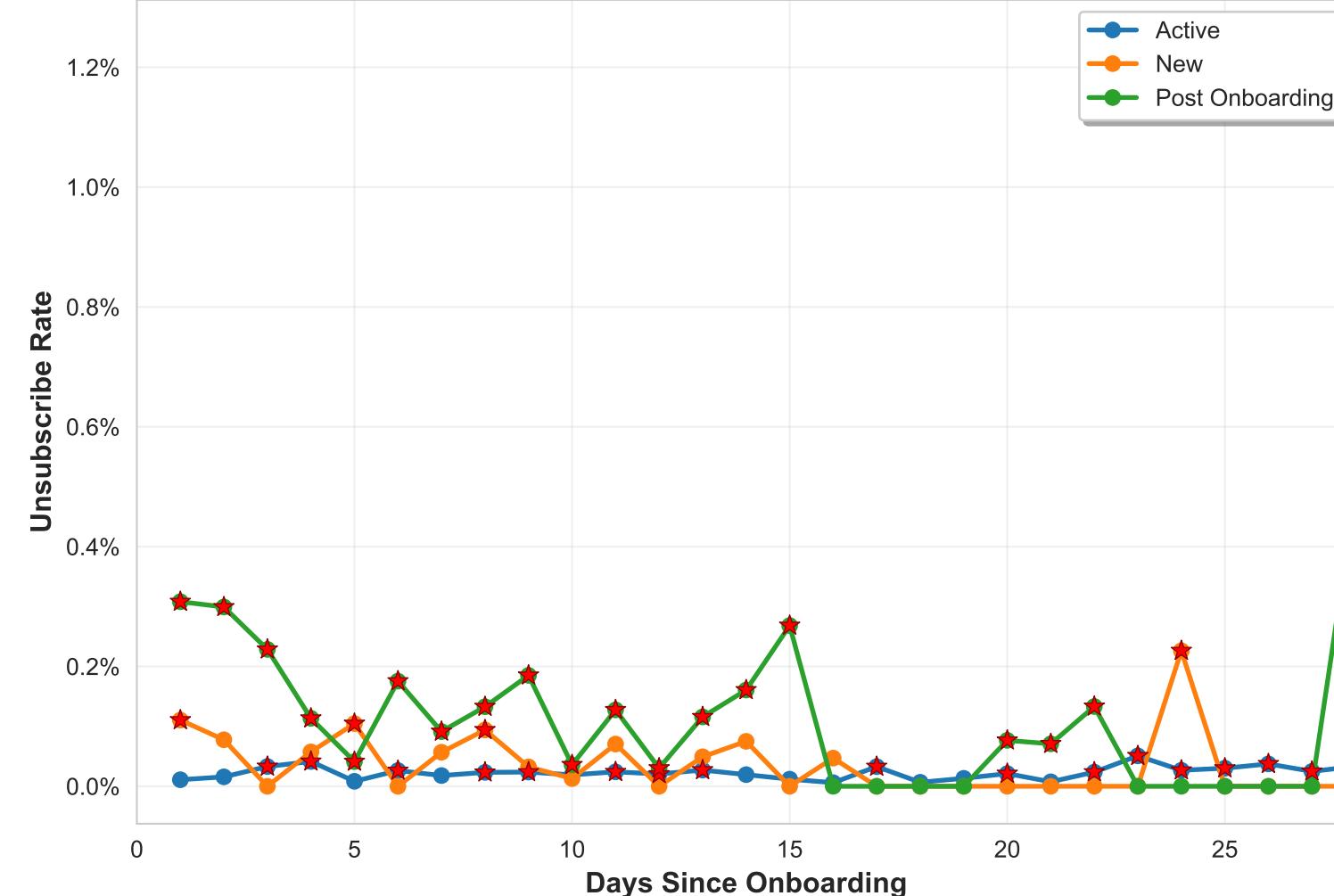
1. Percentage of Messages with Tag by Days Since Onboarding



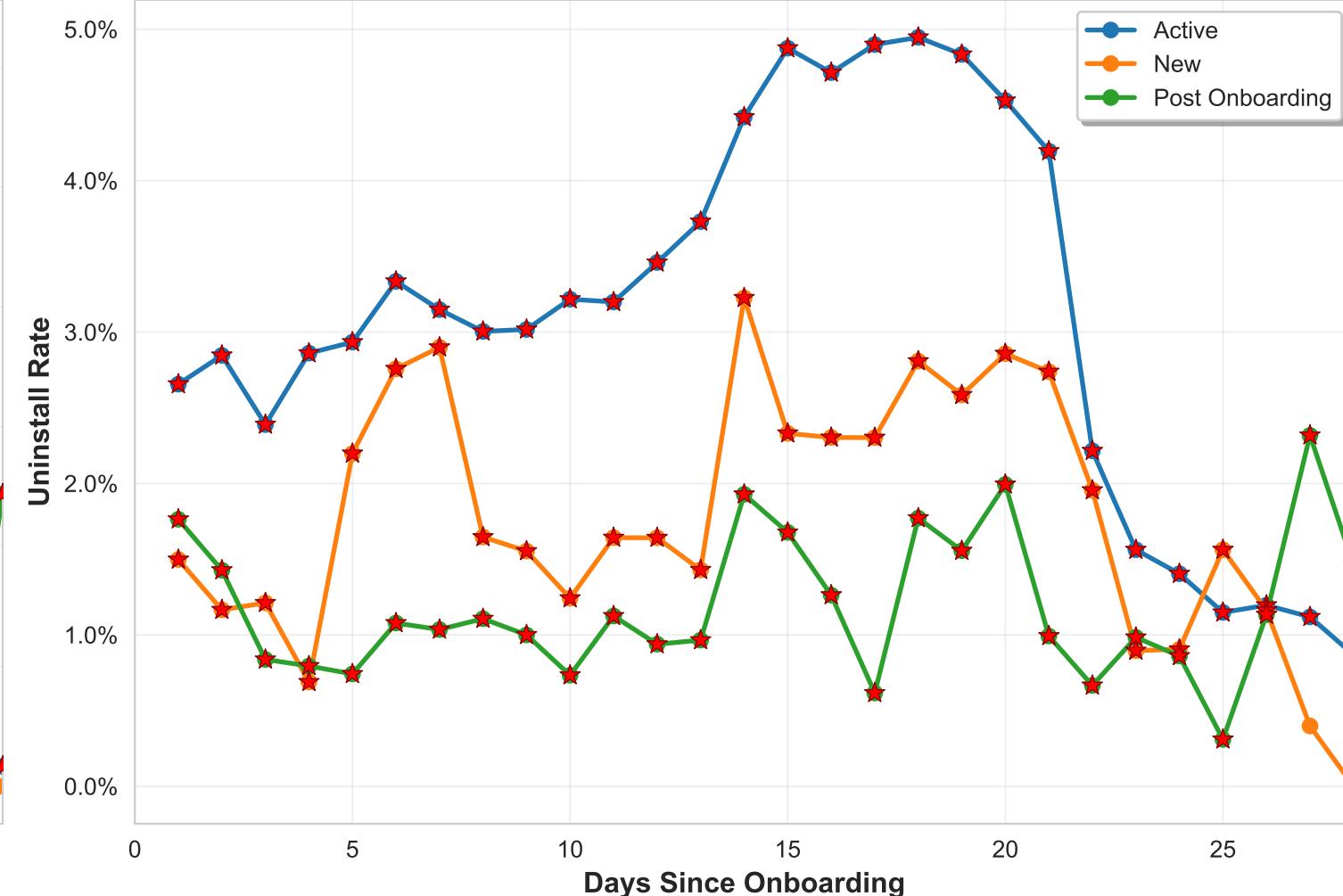
2. Open Rate by Days Since Onboarding (\* = Below Threshold)



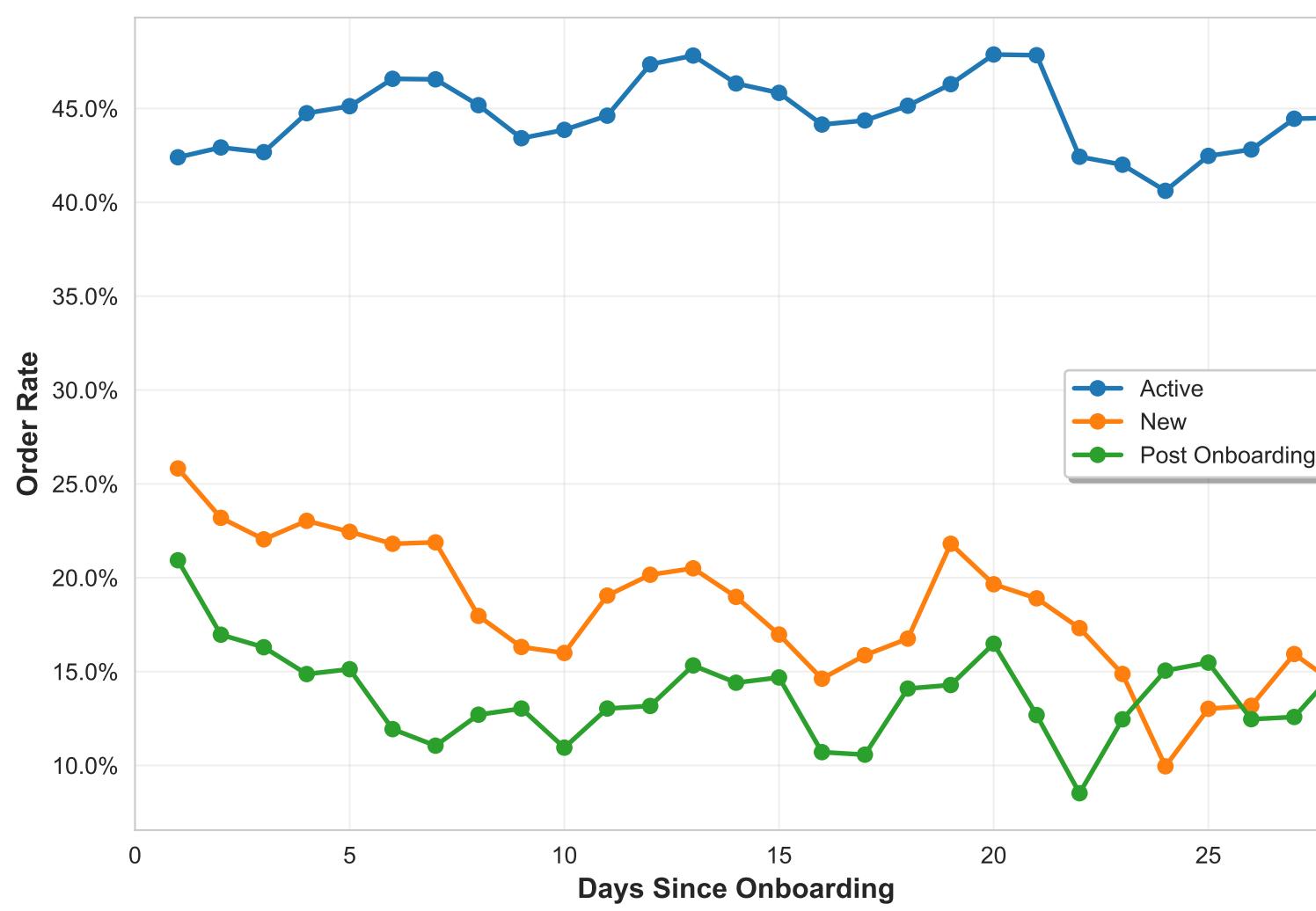
3. Unsubscribe Rate by Days Since Onboarding (\* = Above Threshold)



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

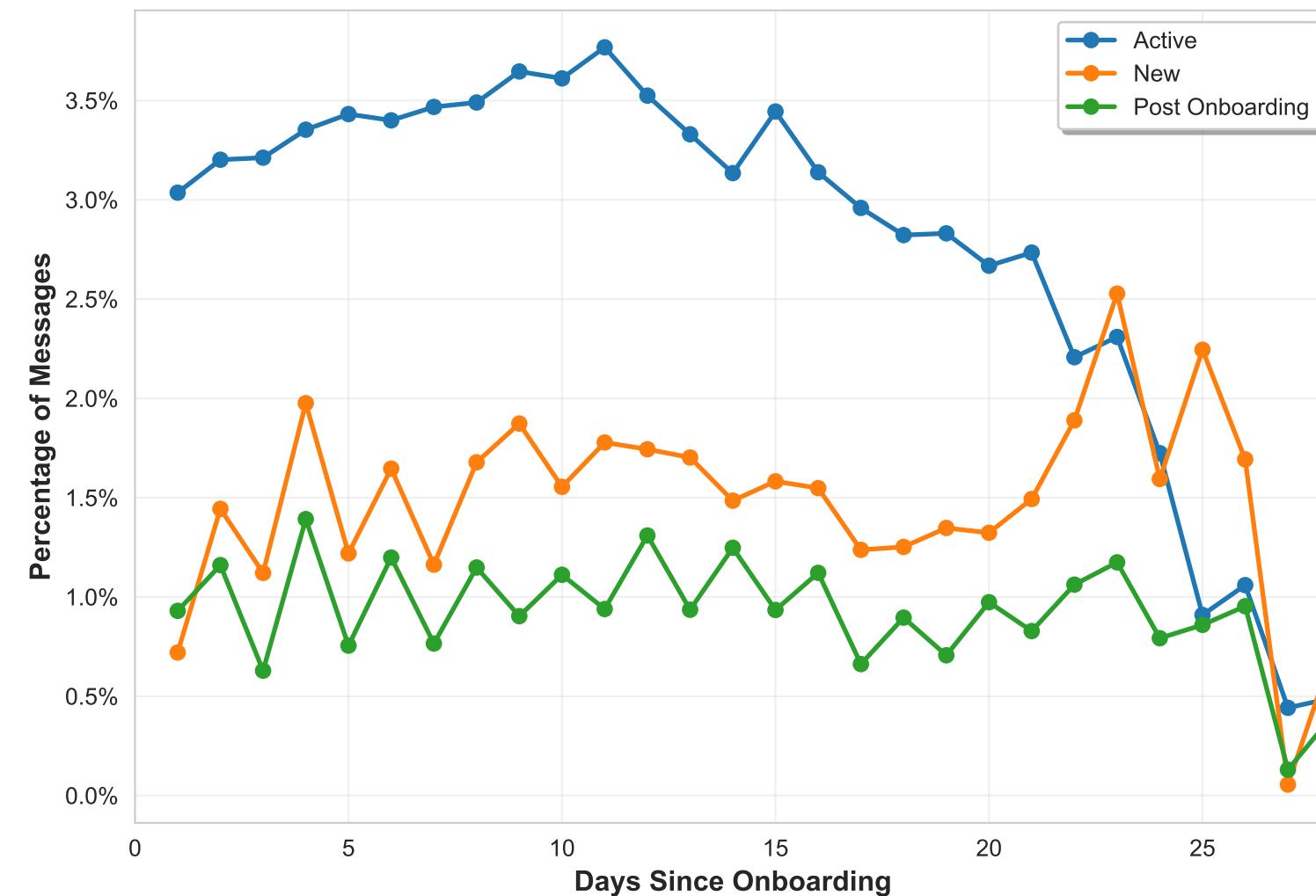


5. Order Rate by Days Since Onboarding

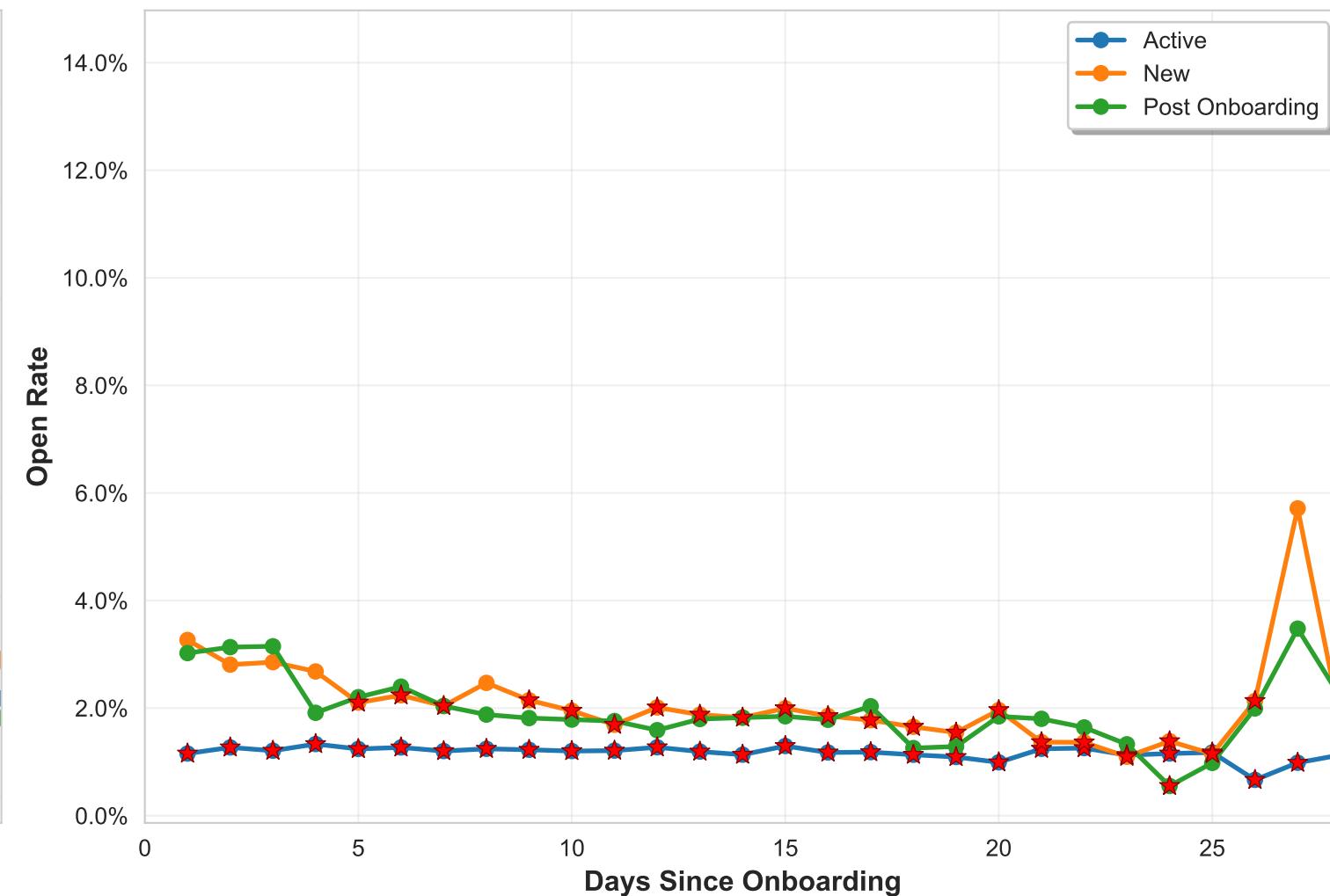


# Is Dashpass - Notification Metrics

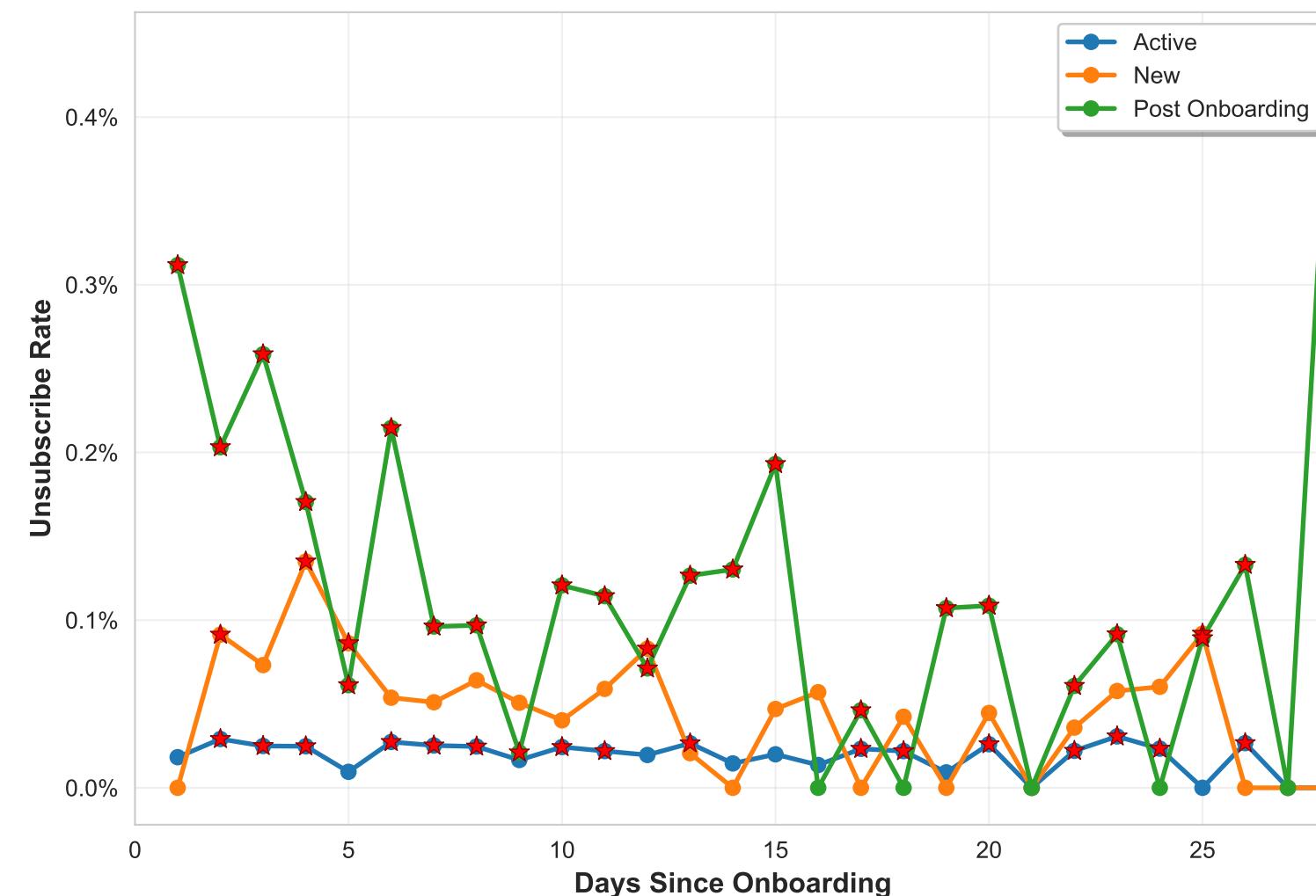
1. Percentage of Messages with Tag by Days Since Onboarding



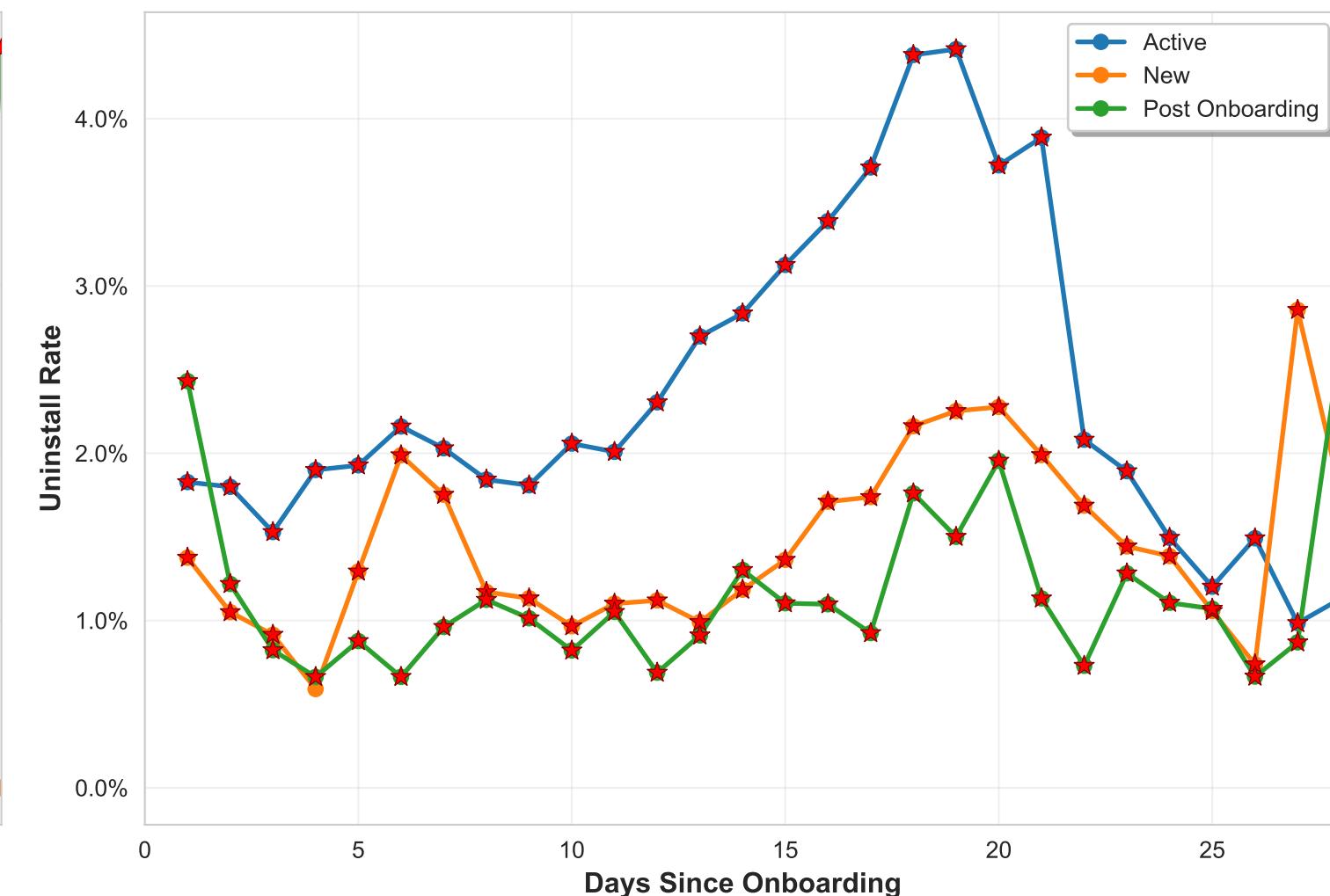
2. Open Rate by Days Since Onboarding (\* = Below Threshold)



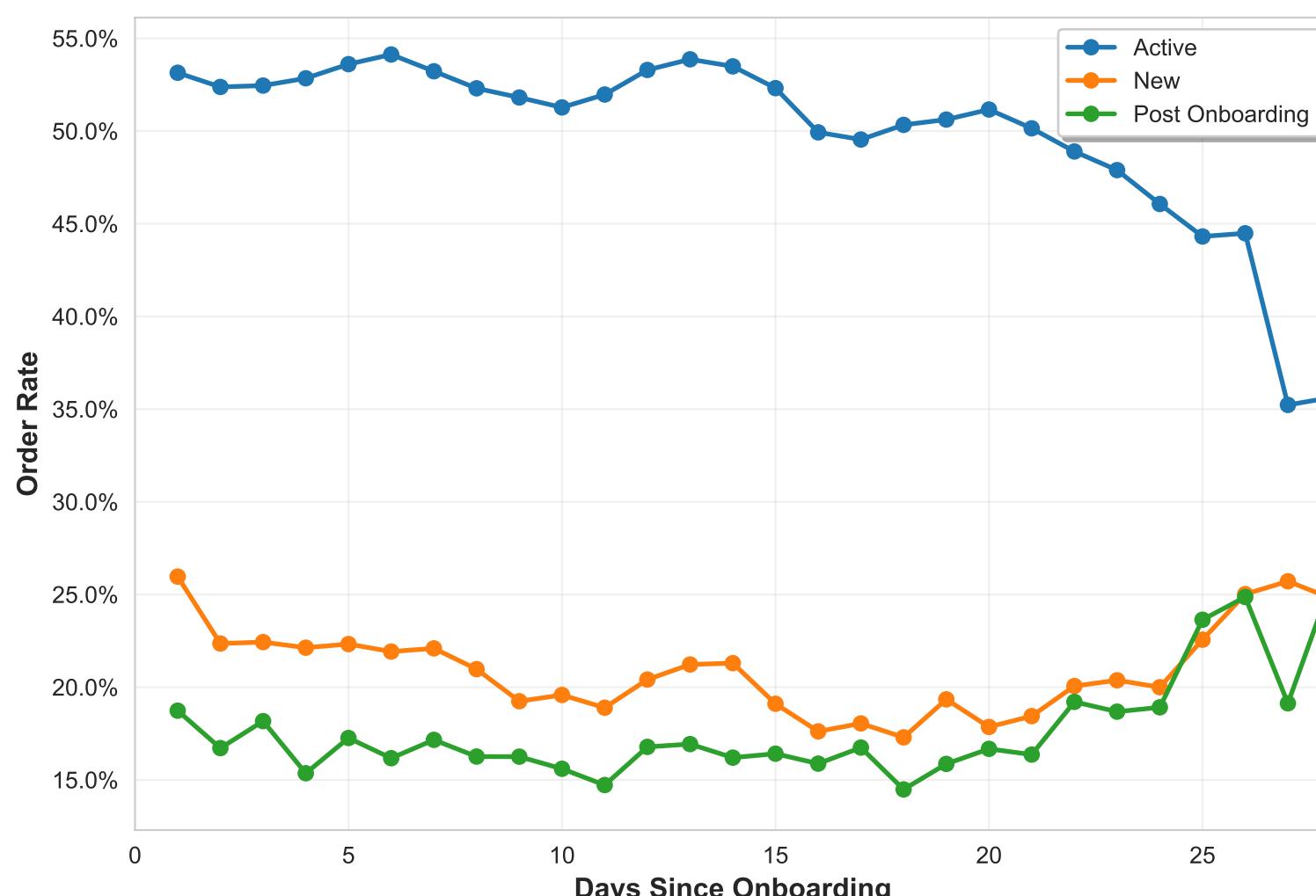
3. Unsubscribe Rate by Days Since Onboarding (\* = Above Threshold)



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

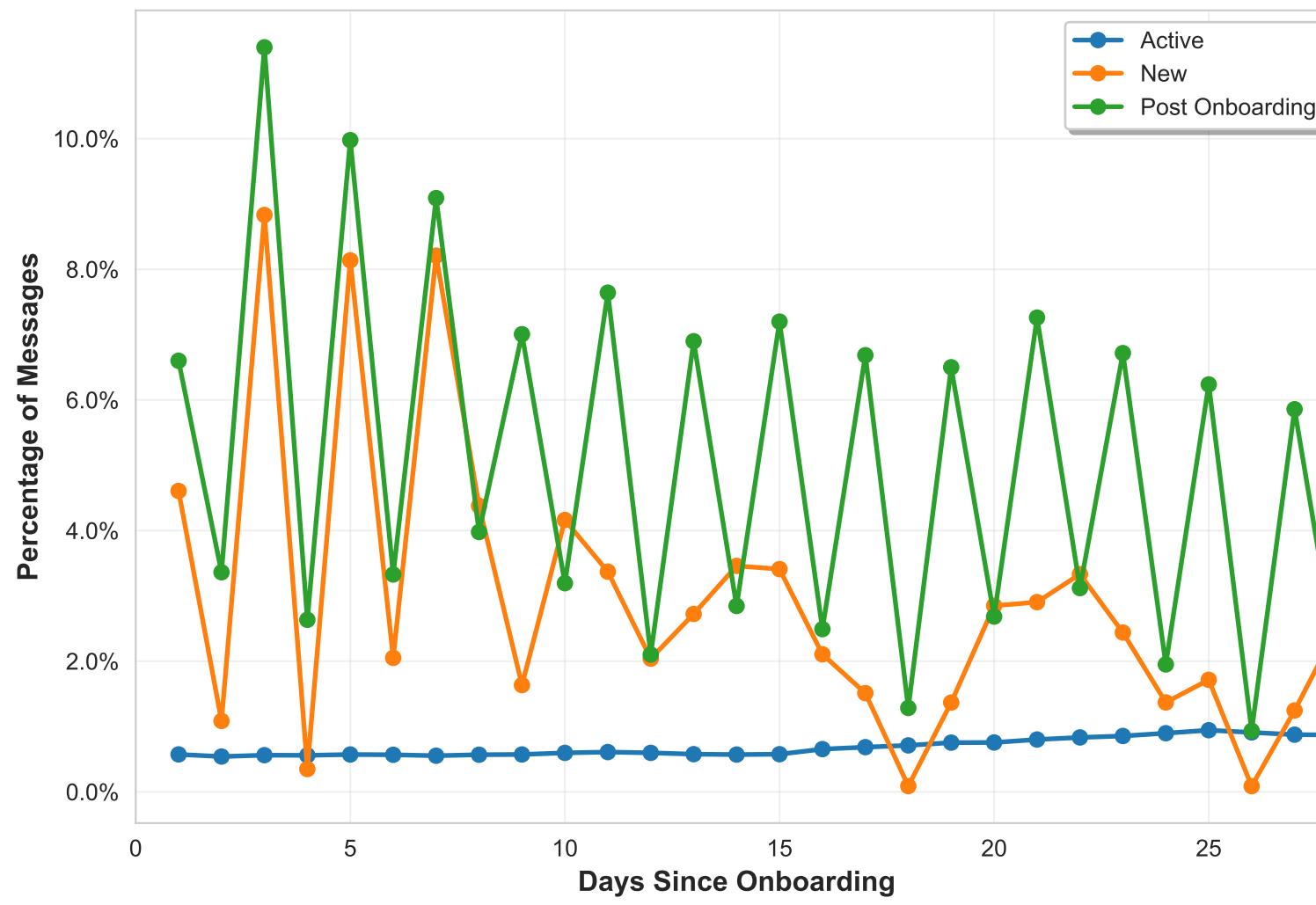


5. Order Rate by Days Since Onboarding

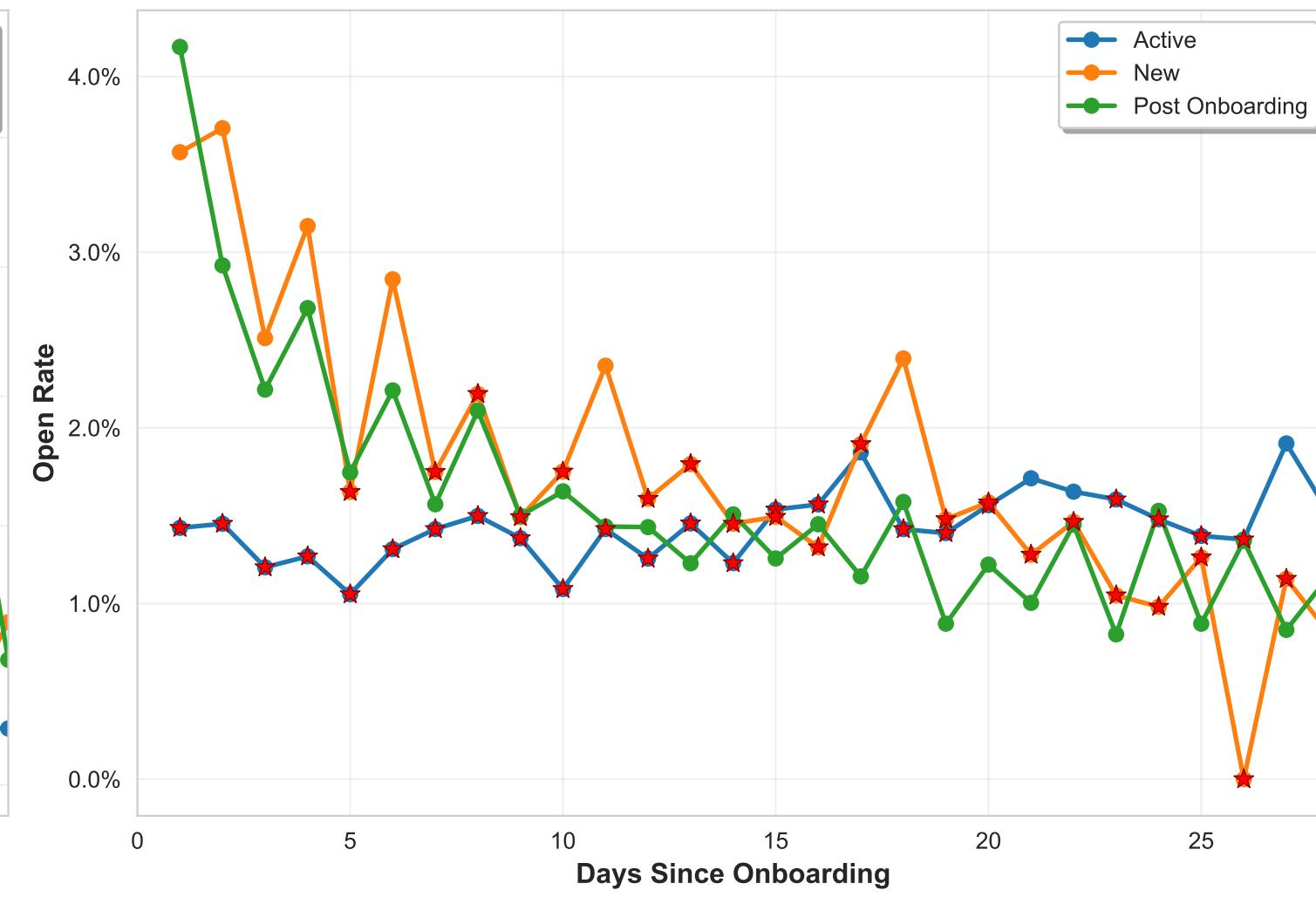


# Is New - Notification Metrics

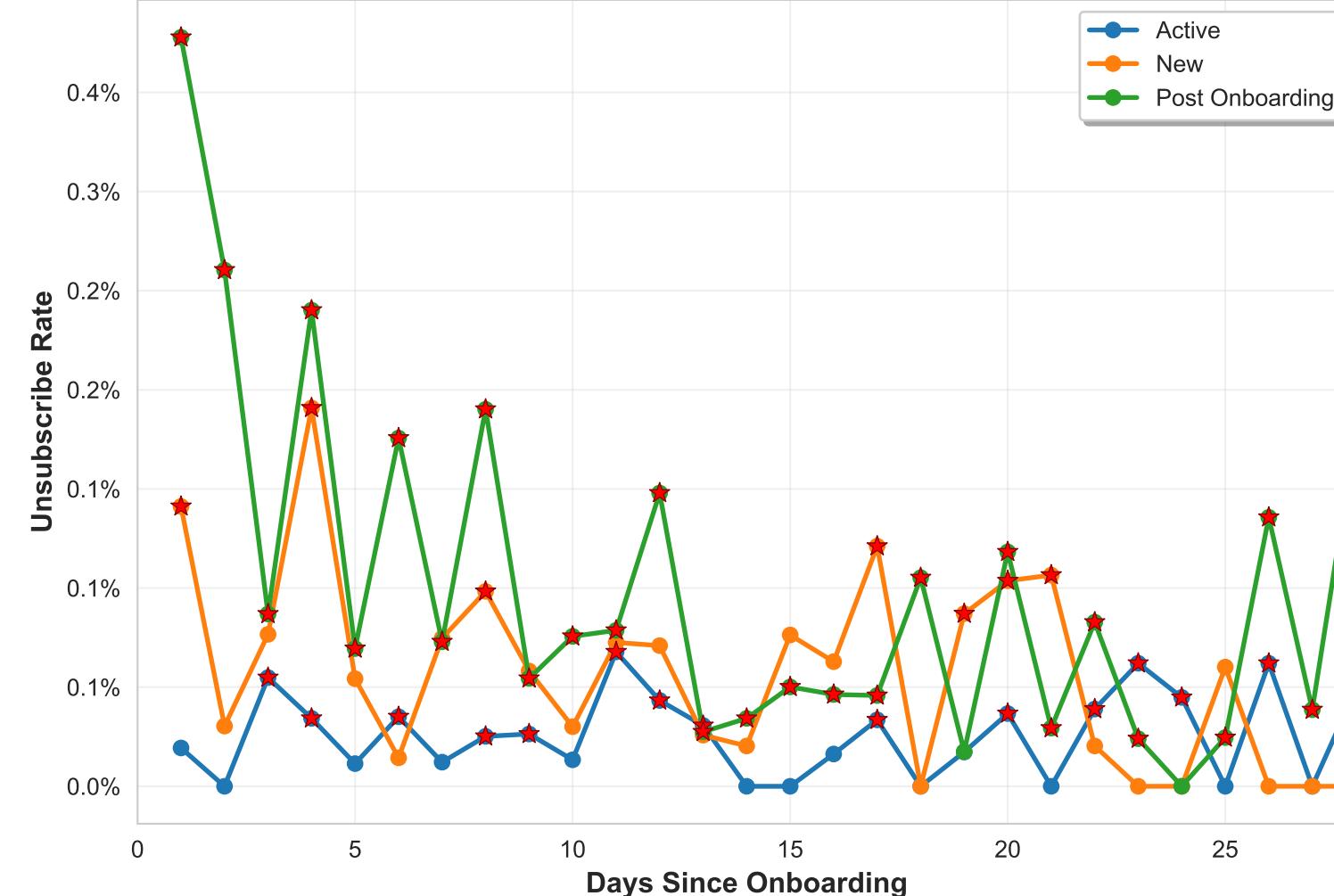
1. Percentage of Messages with Tag by Days Since Onboarding



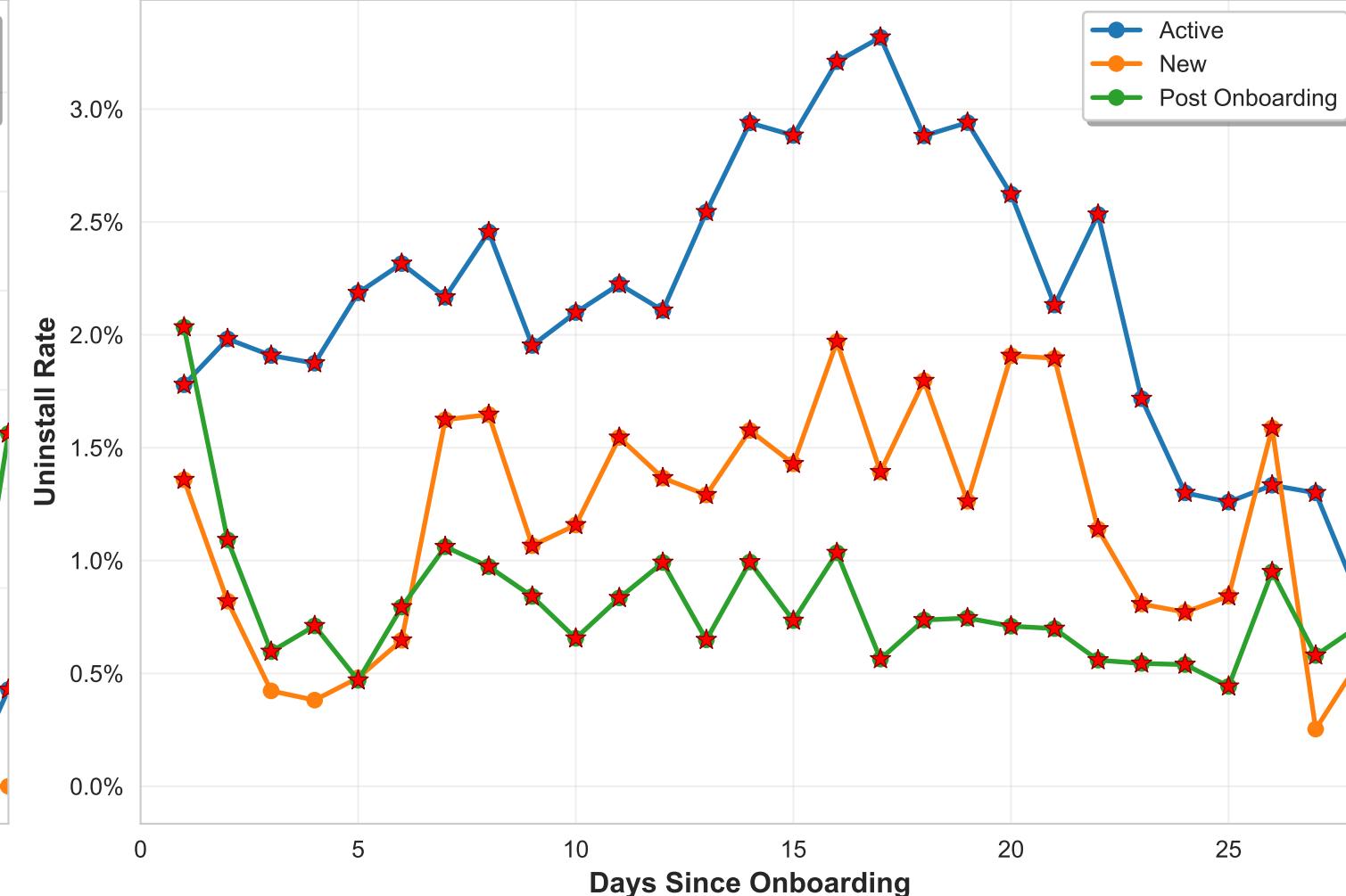
2. Open Rate by Days Since Onboarding (\* = Below Threshold)



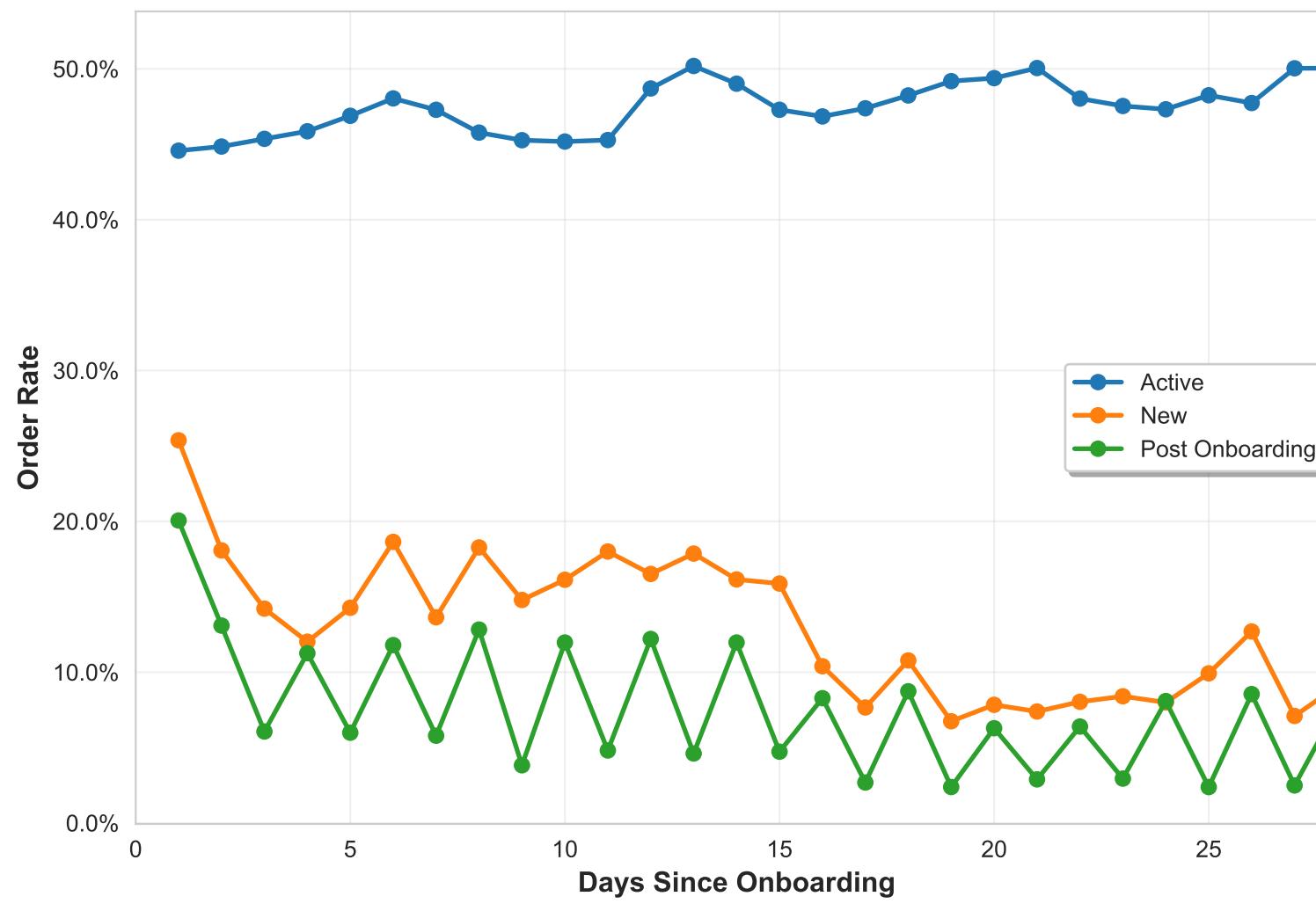
3. Unsubscribe Rate by Days Since Onboarding (\* = Above Threshold)



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

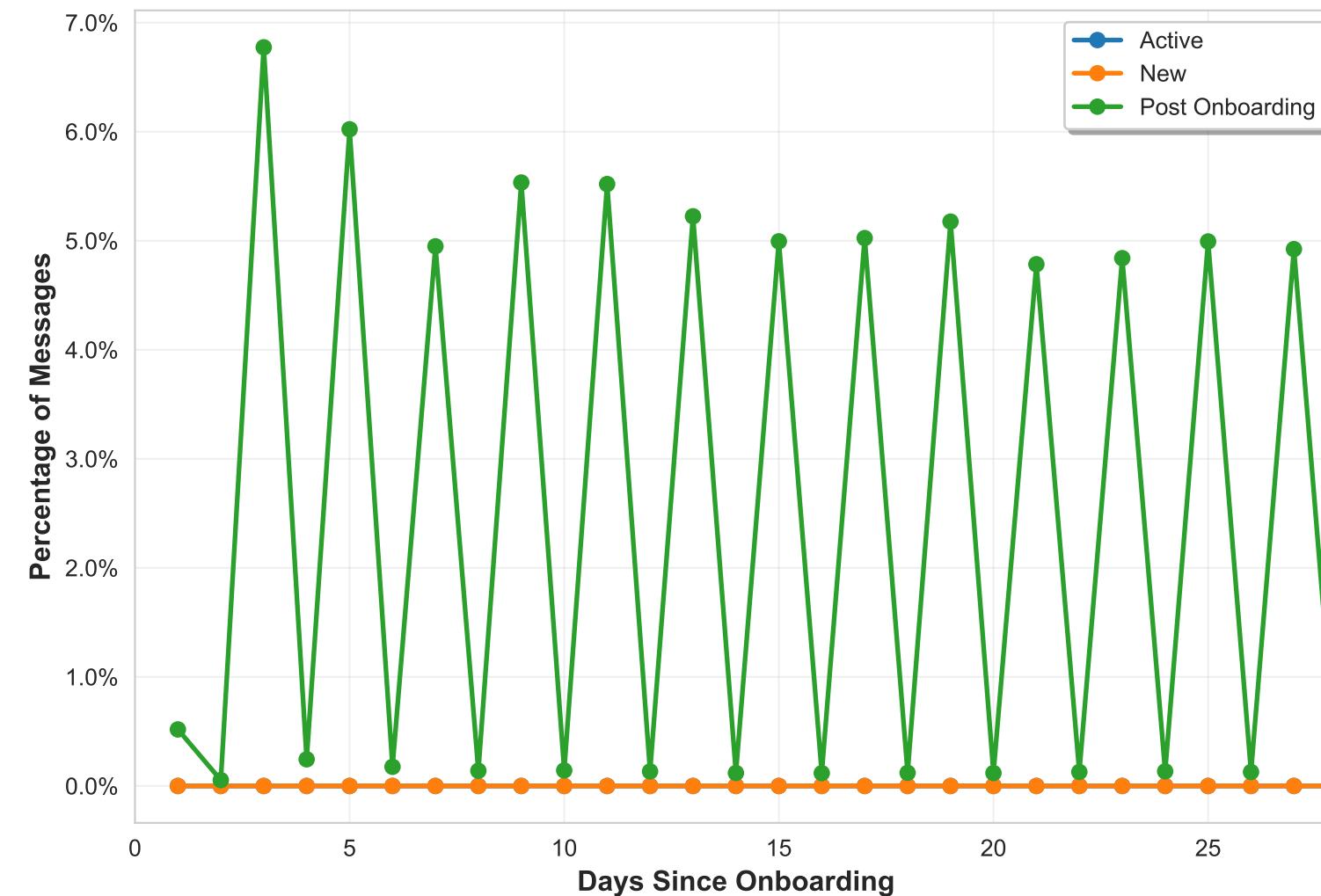


5. Order Rate by Days Since Onboarding

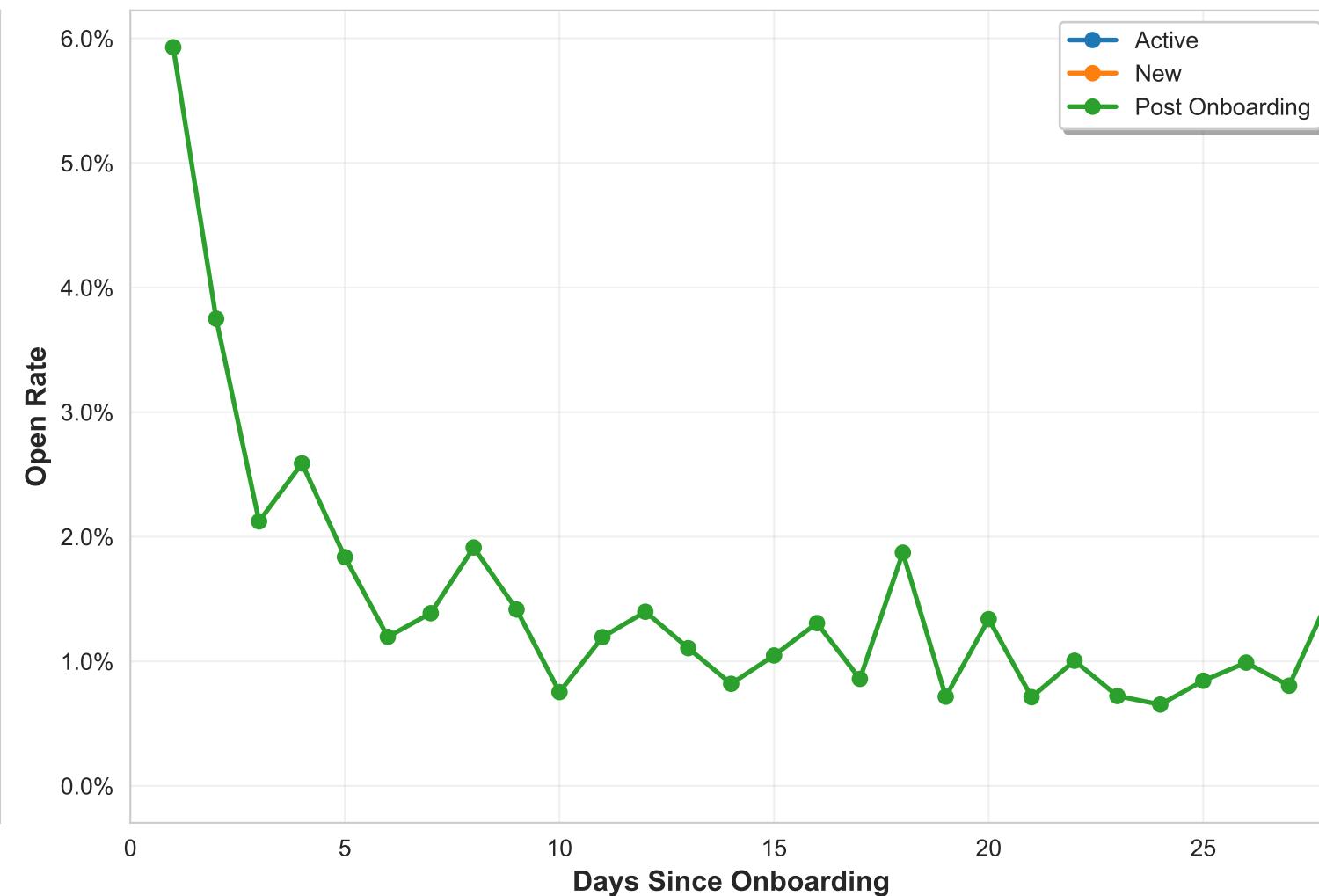


# Is Npws - Notification Metrics

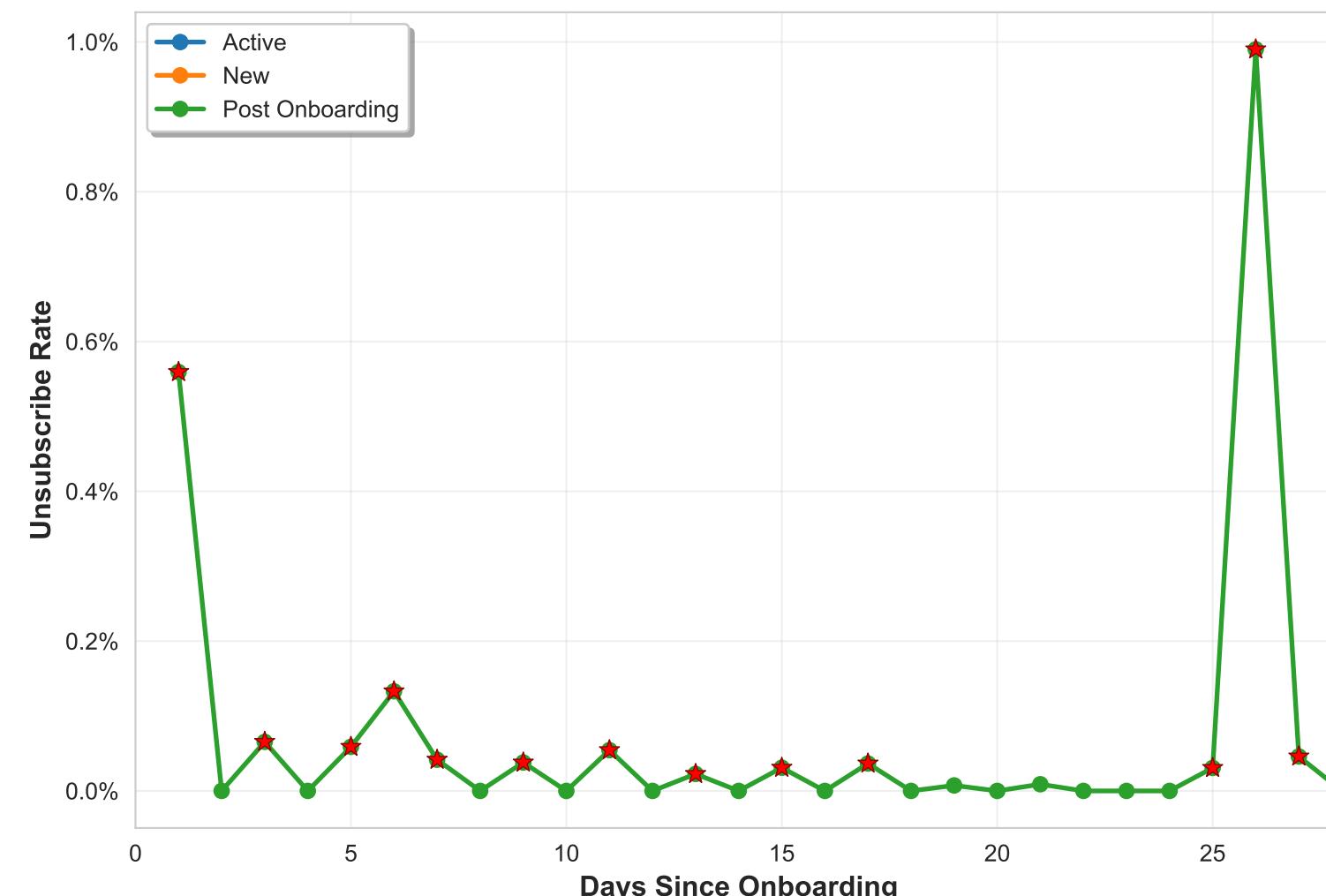
1. Percentage of Messages with Tag by Days Since Onboarding



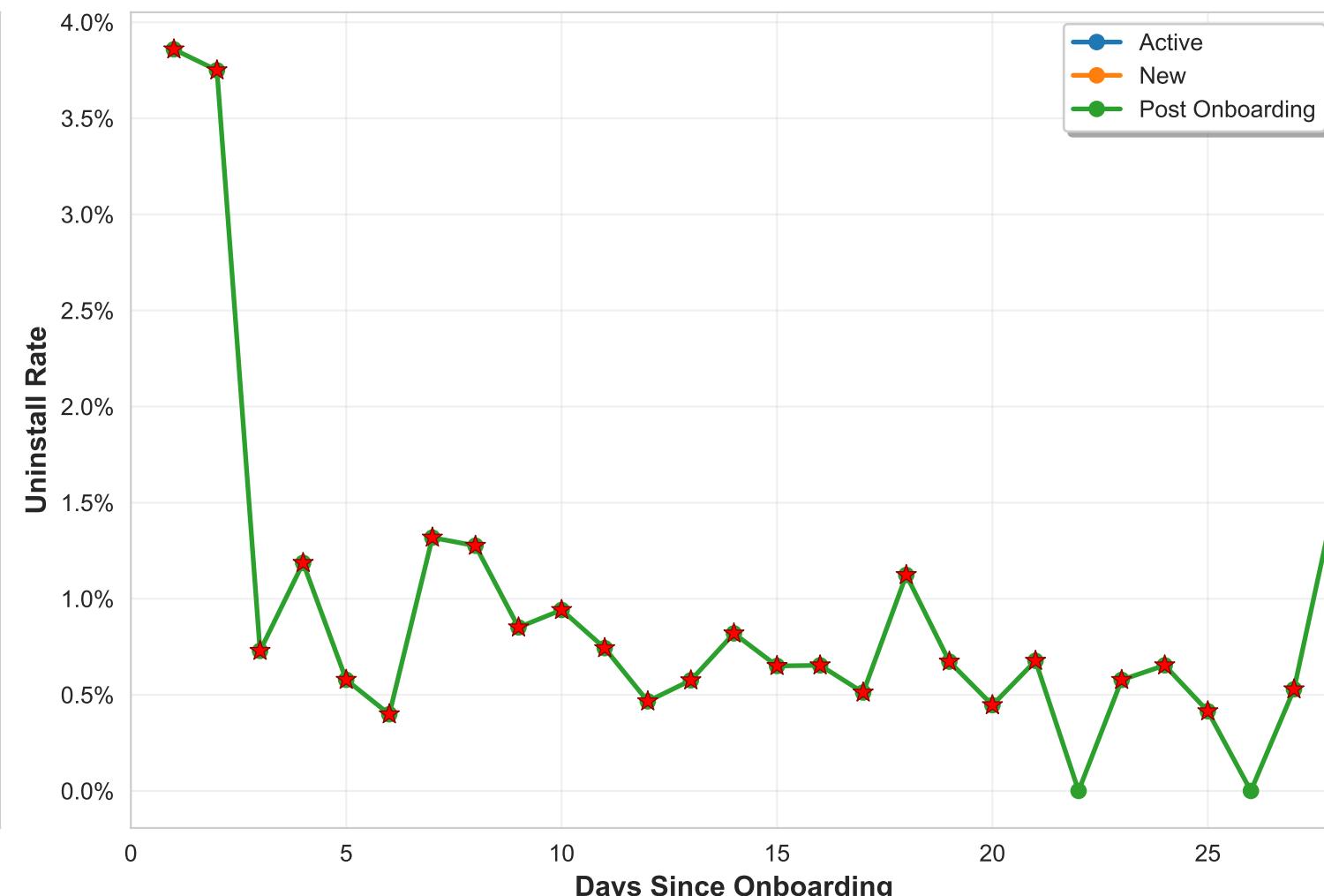
2. Open Rate by Days Since Onboarding (\* = Below Threshold)



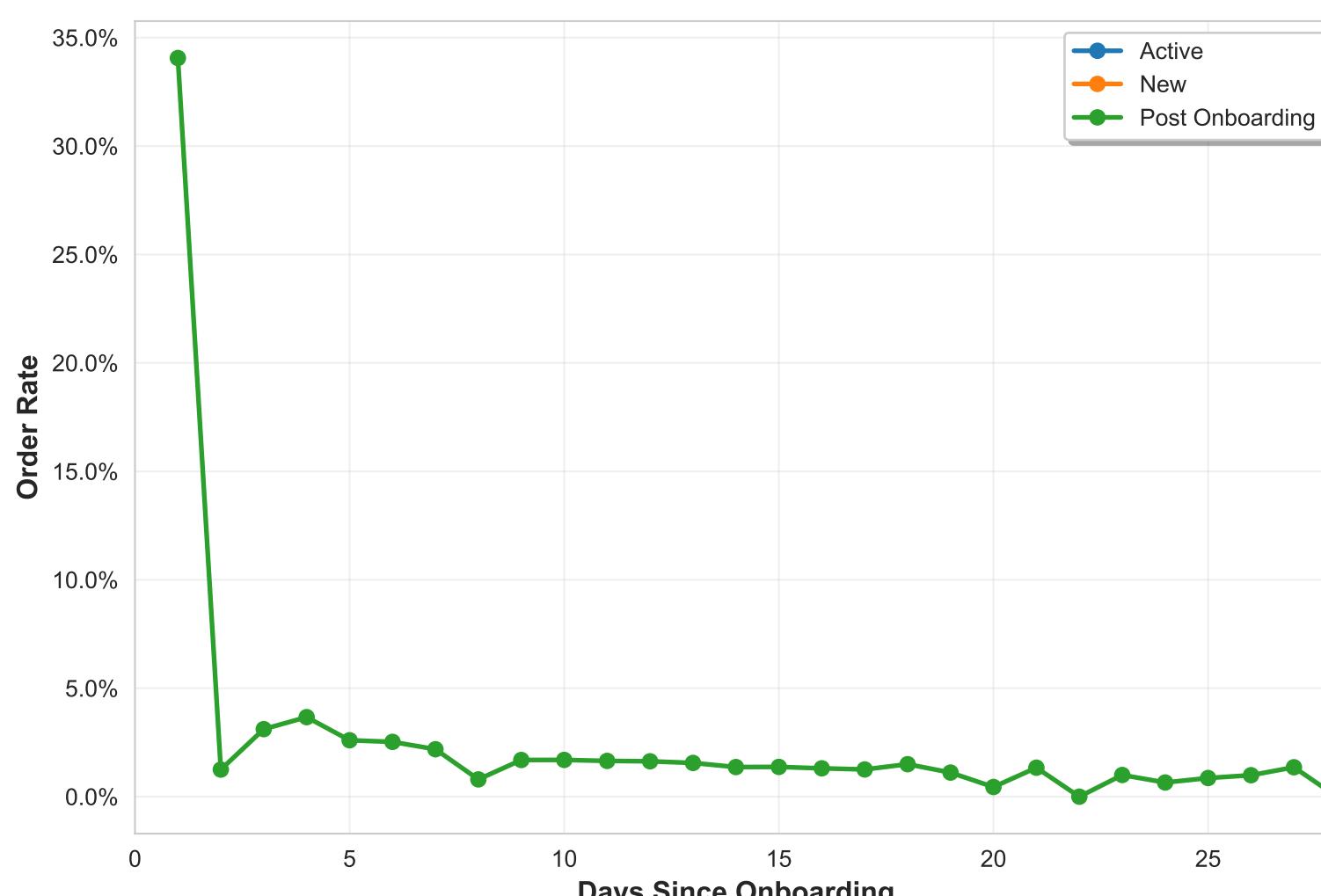
3. Unsubscribe Rate by Days Since Onboarding (\* = Above Threshold)



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

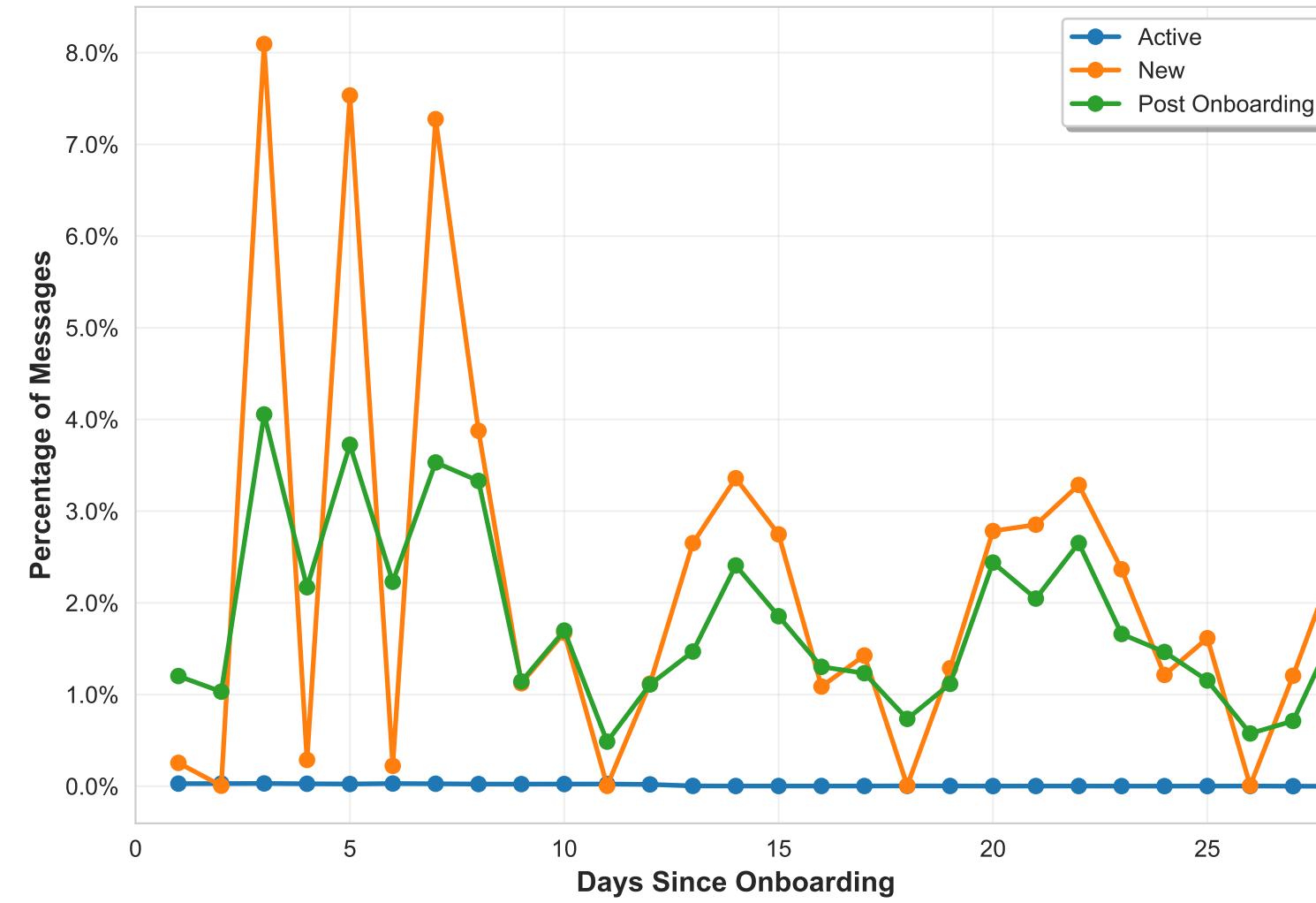


5. Order Rate by Days Since Onboarding

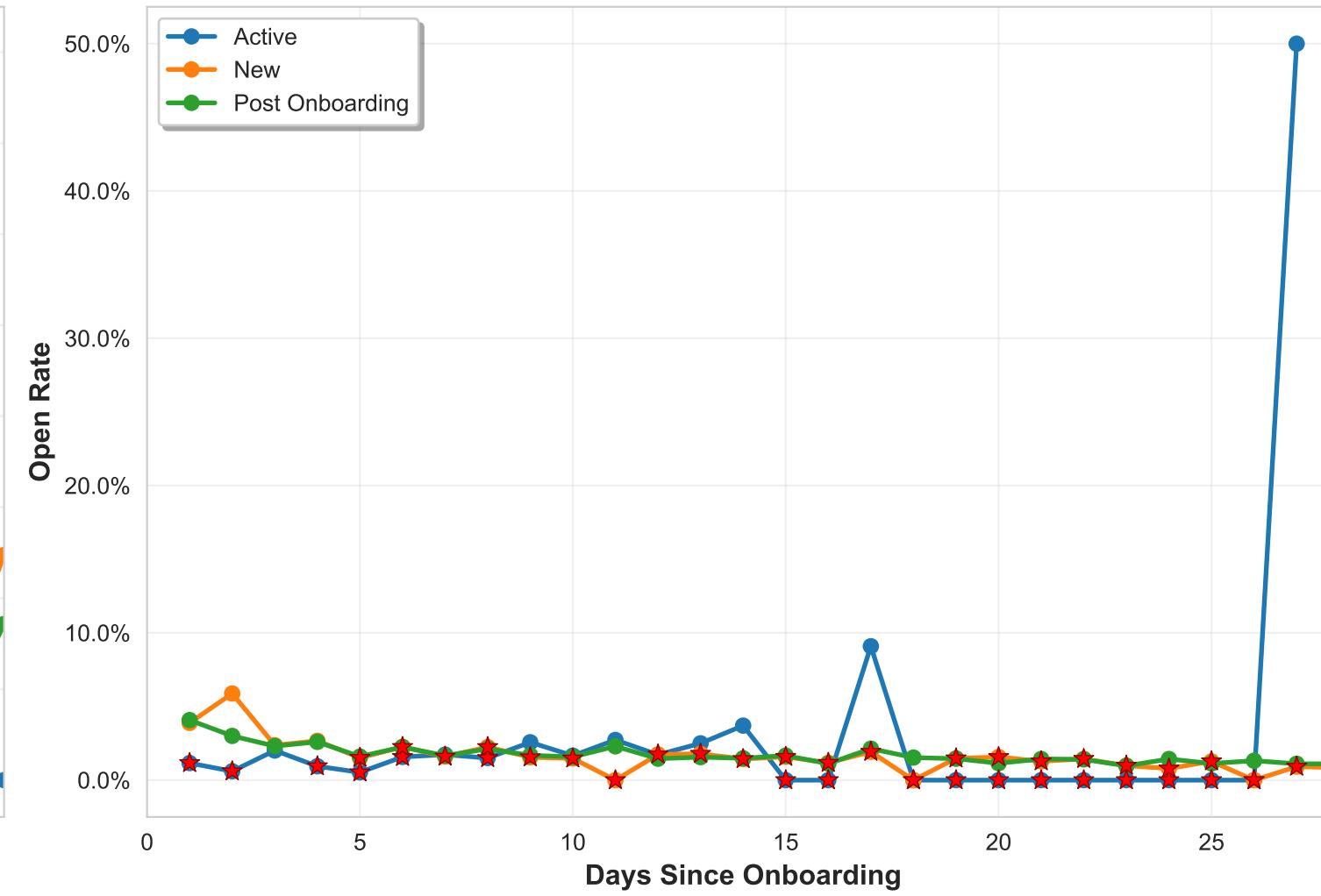


# Is Fmx - Notification Metrics

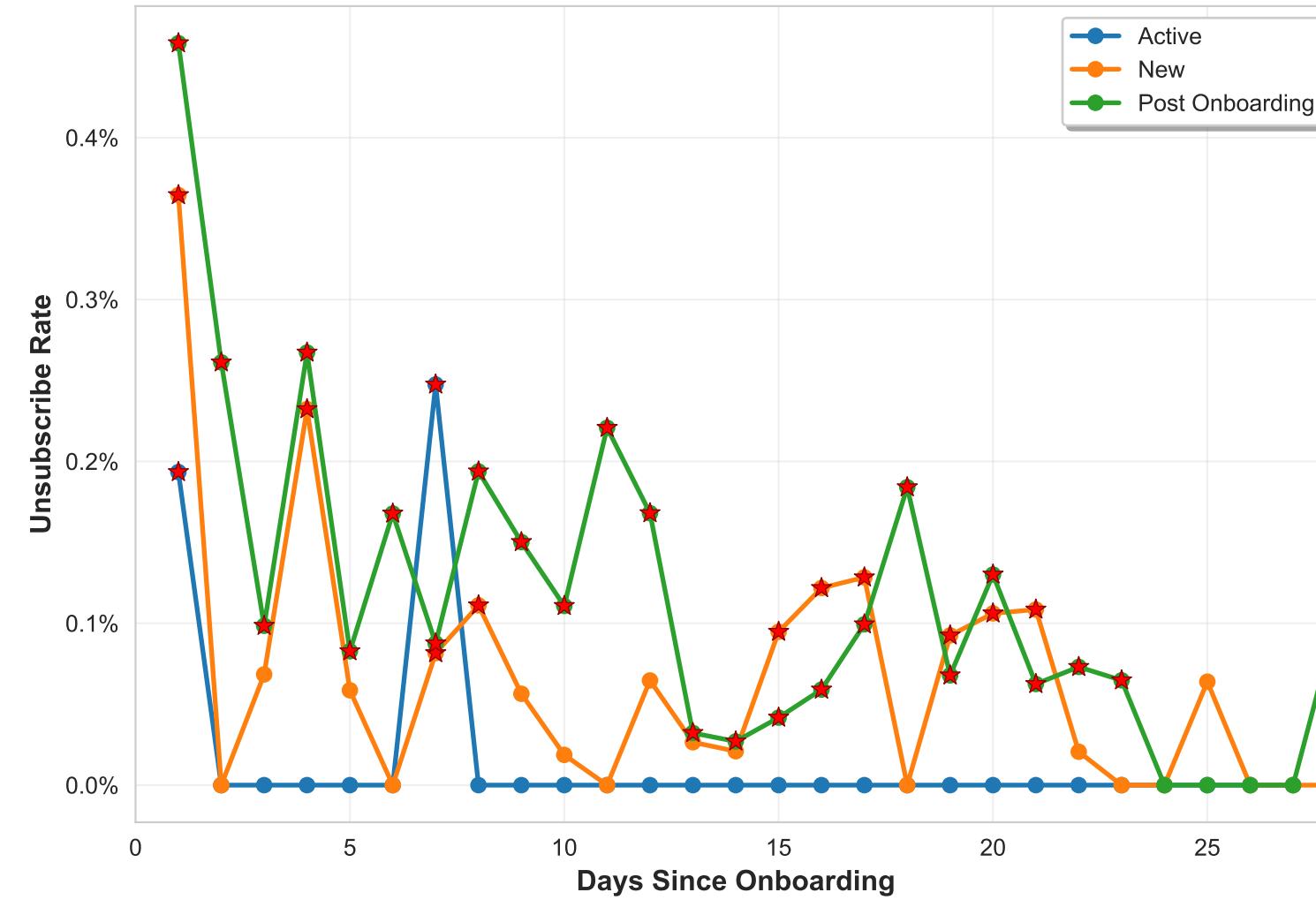
1. Percentage of Messages with Tag by Days Since Onboarding



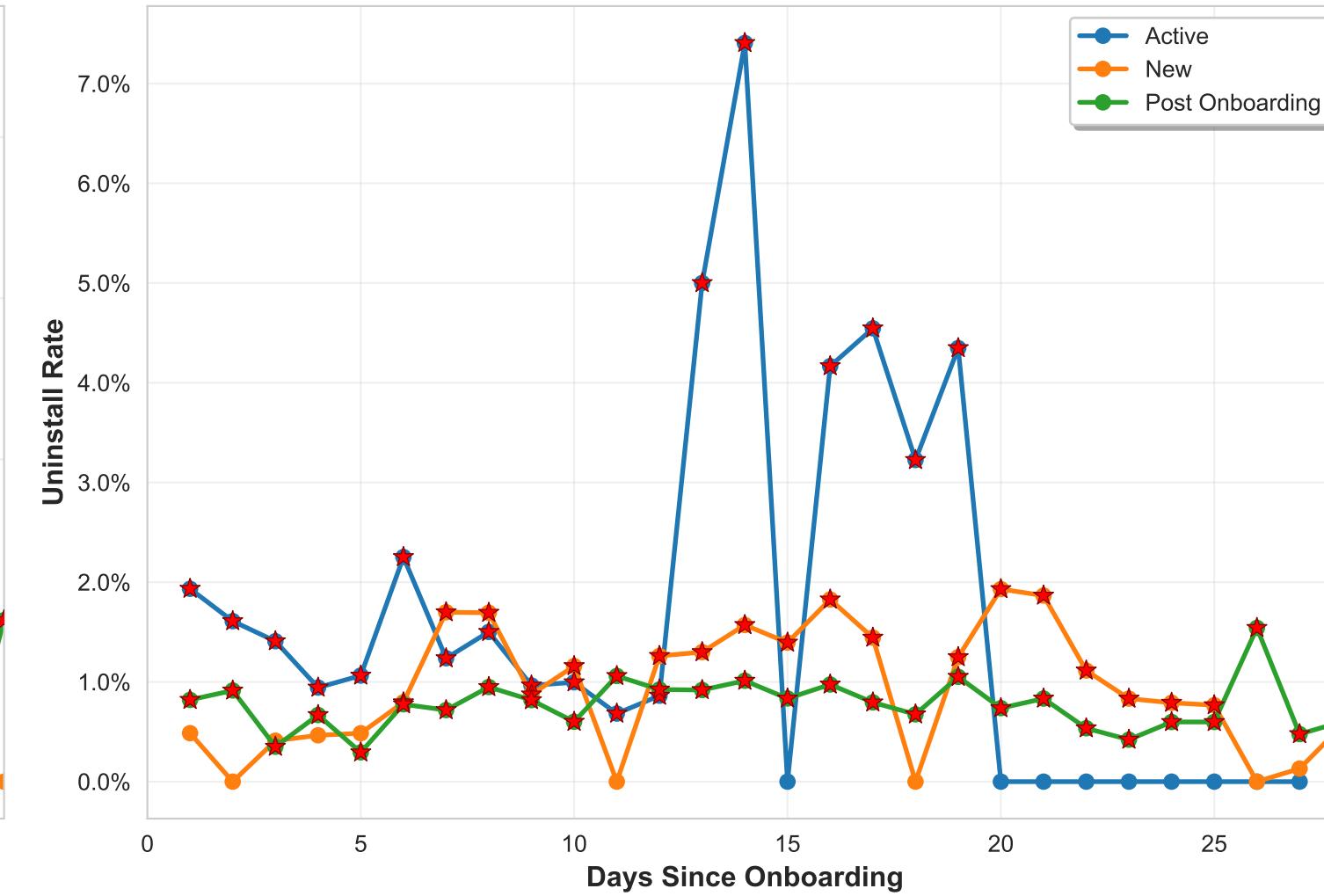
2. Open Rate by Days Since Onboarding (\* = Below Threshold)



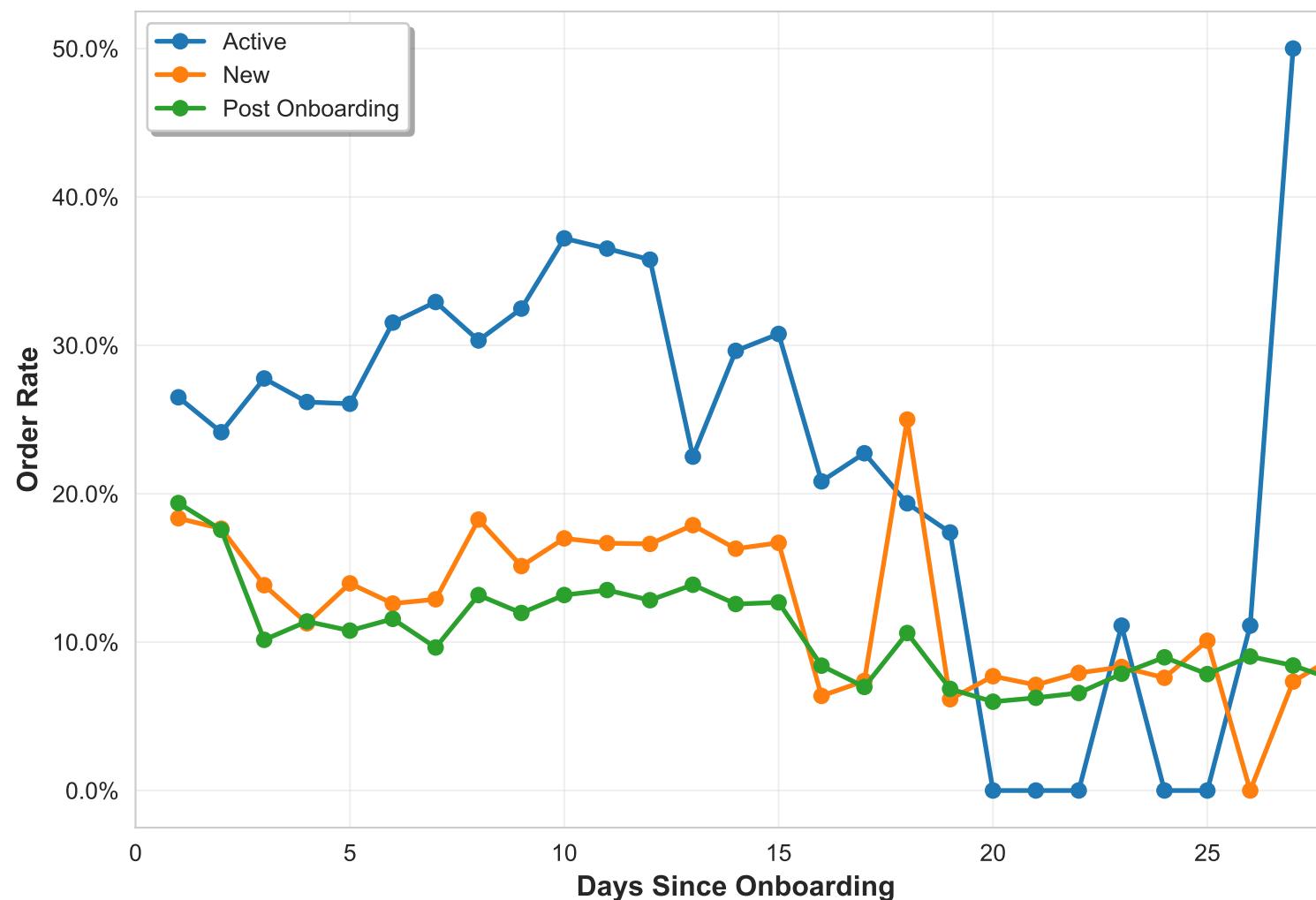
3. Unsubscribe Rate by Days Since Onboarding (\* = Above Threshold)



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

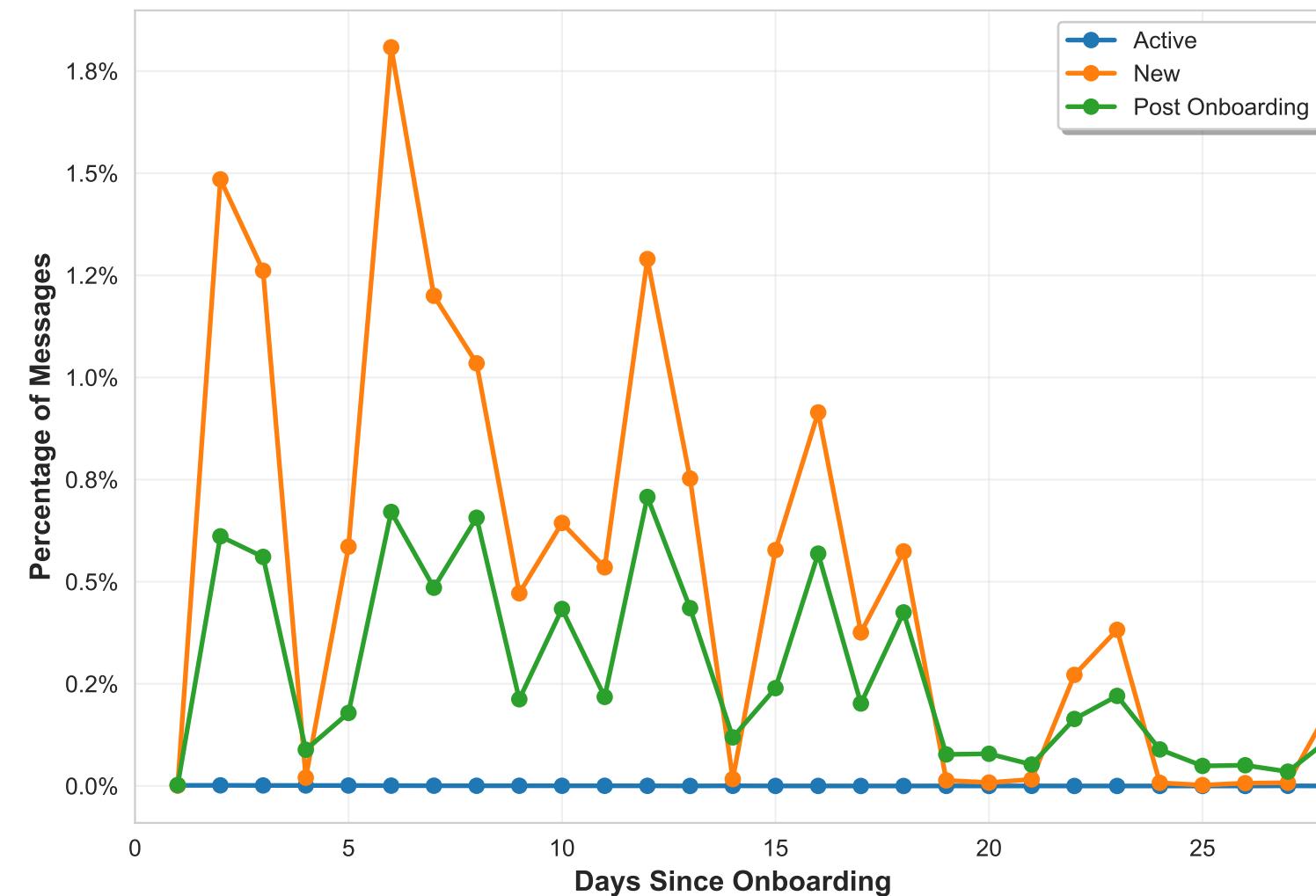


5. Order Rate by Days Since Onboarding

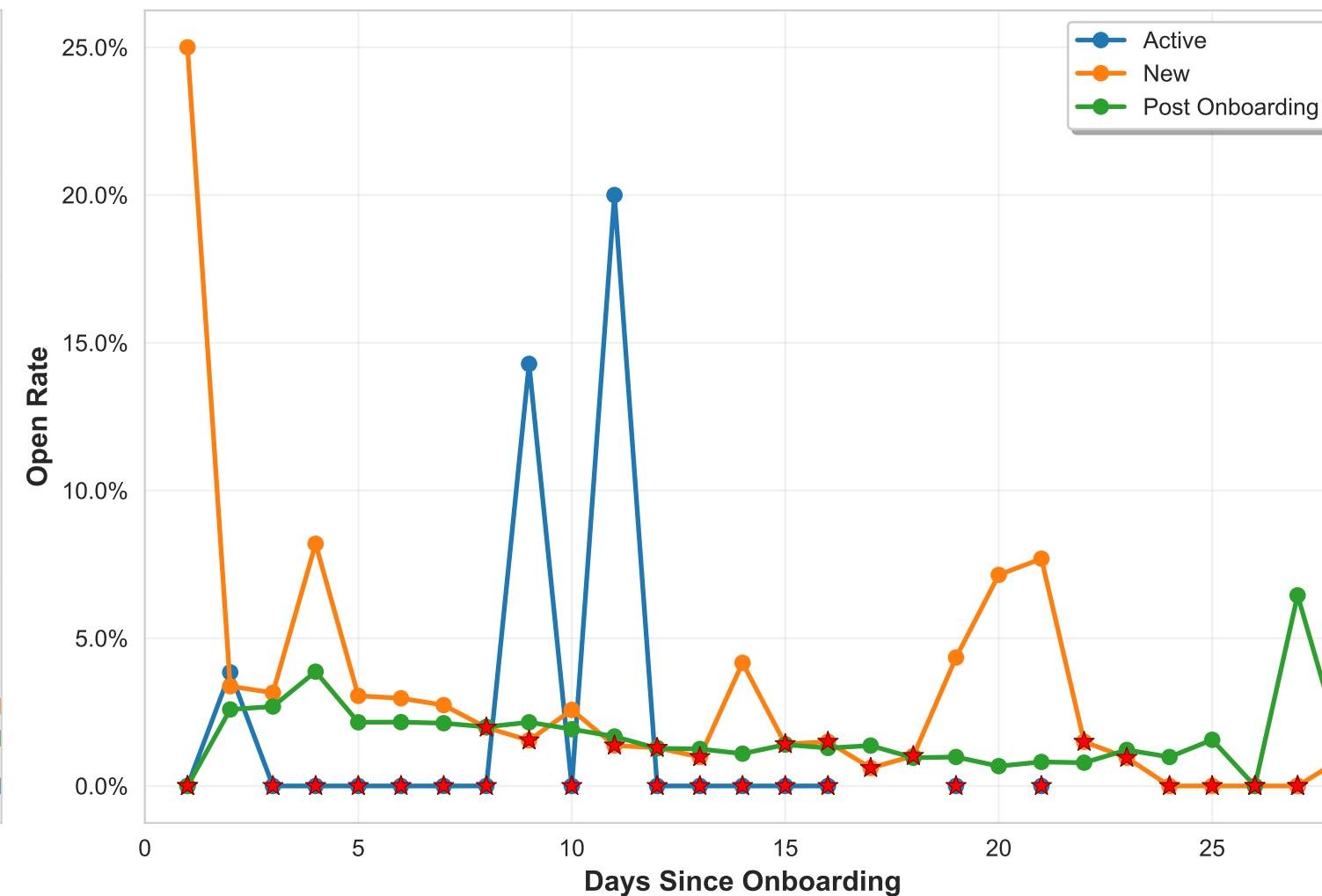


# Is Challenge - Notification Metrics

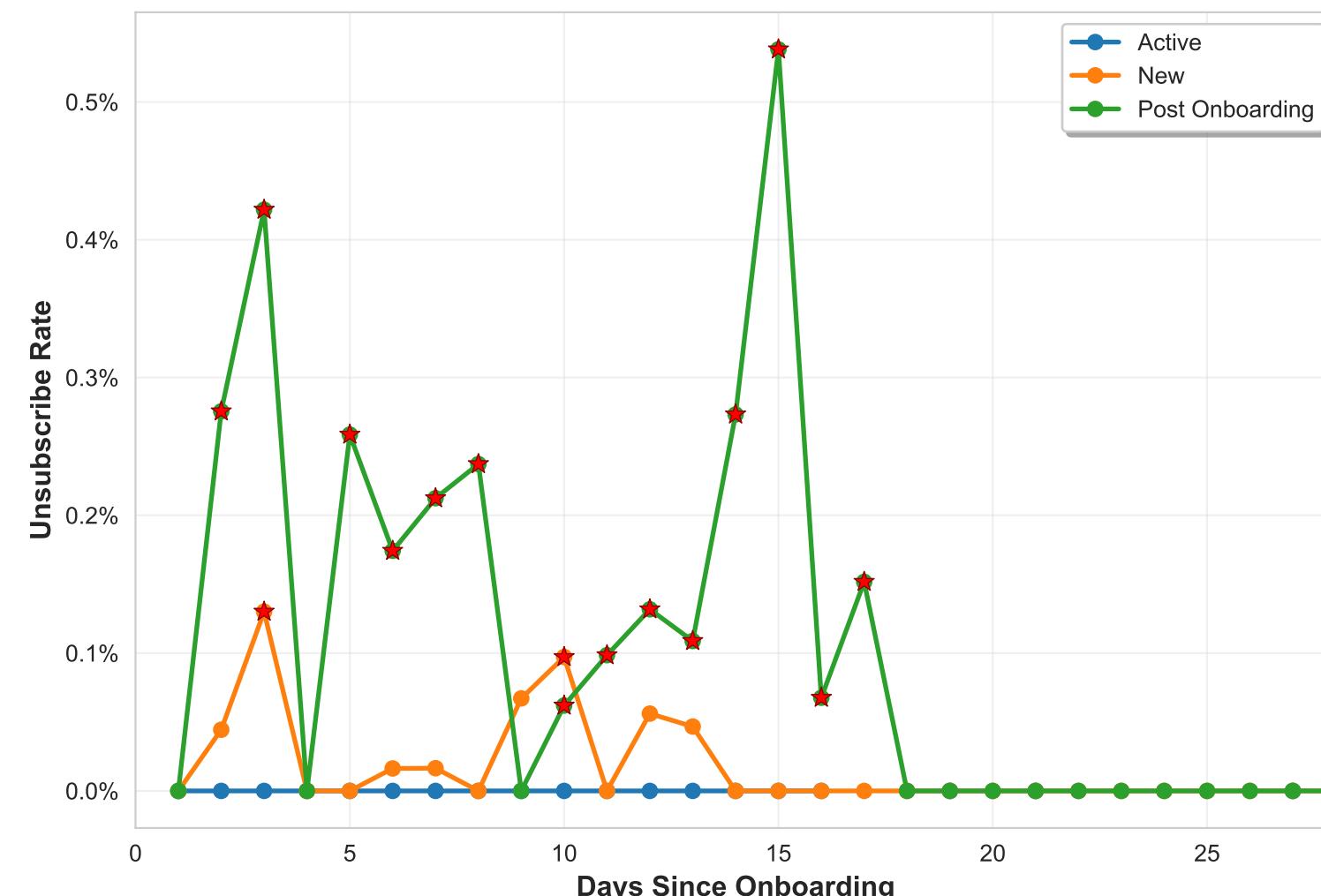
1. Percentage of Messages with Tag by Days Since Onboarding



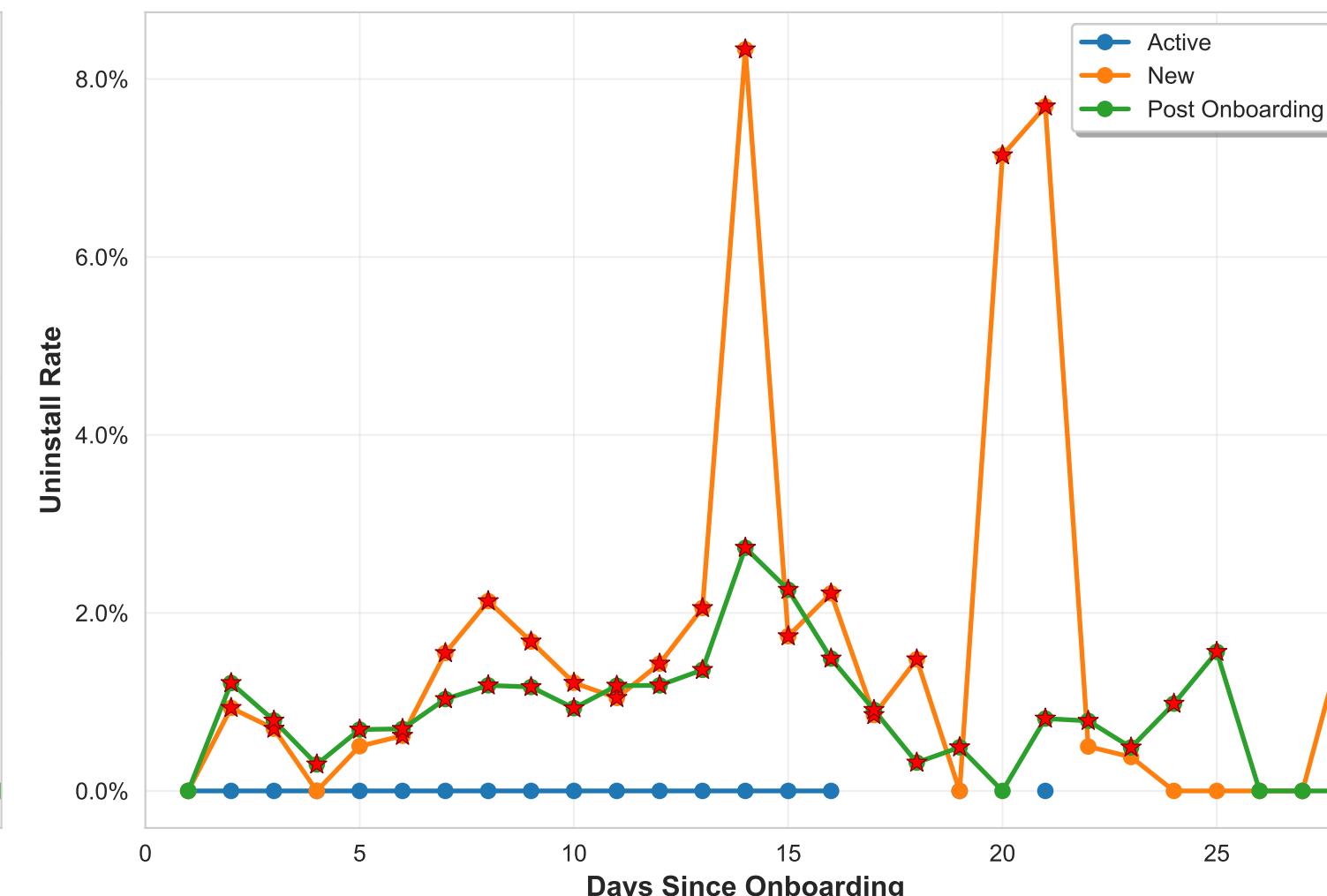
2. Open Rate by Days Since Onboarding (\* = Below Threshold)



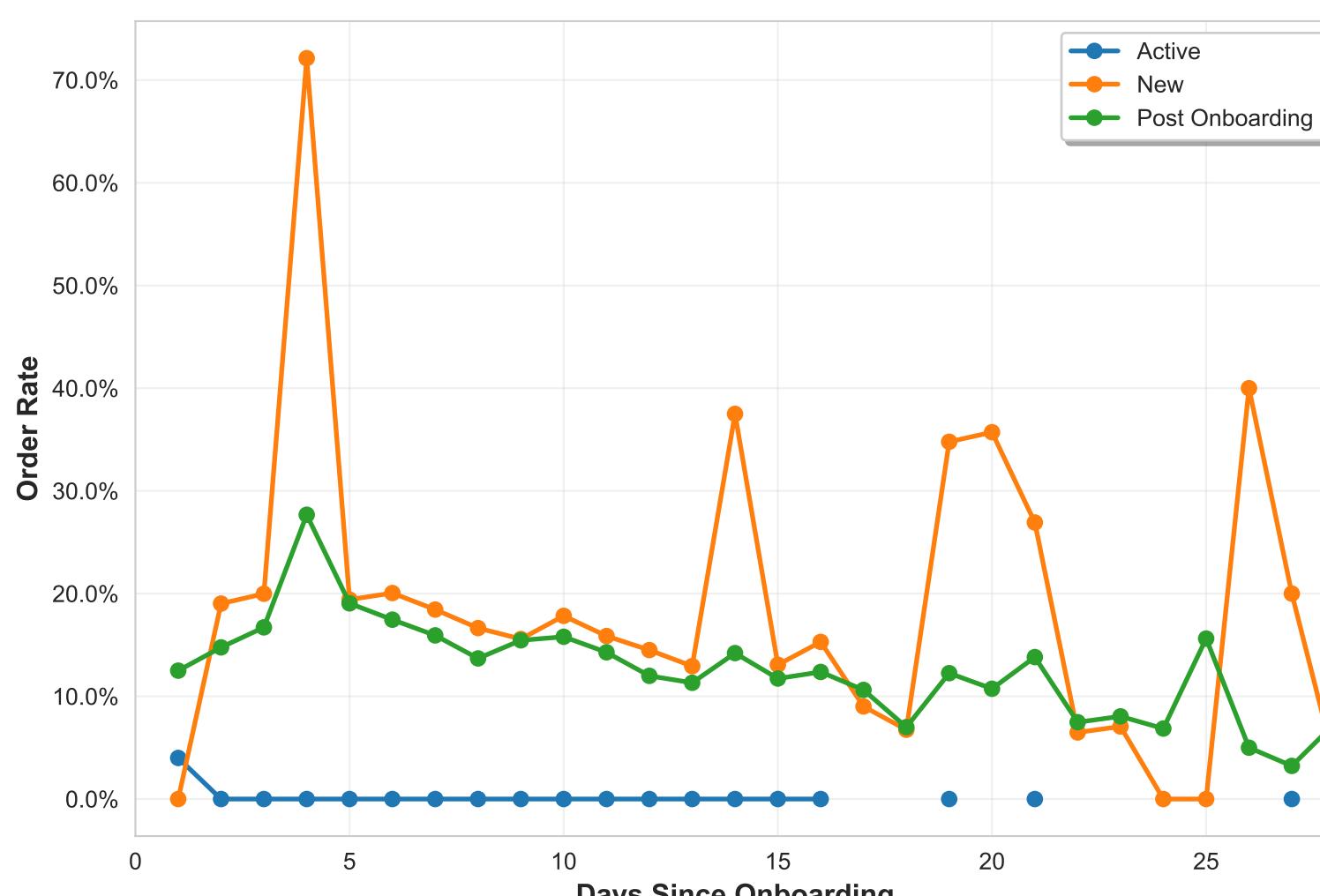
3. Unsubscribe Rate by Days Since Onboarding (\* = Above Threshold)



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

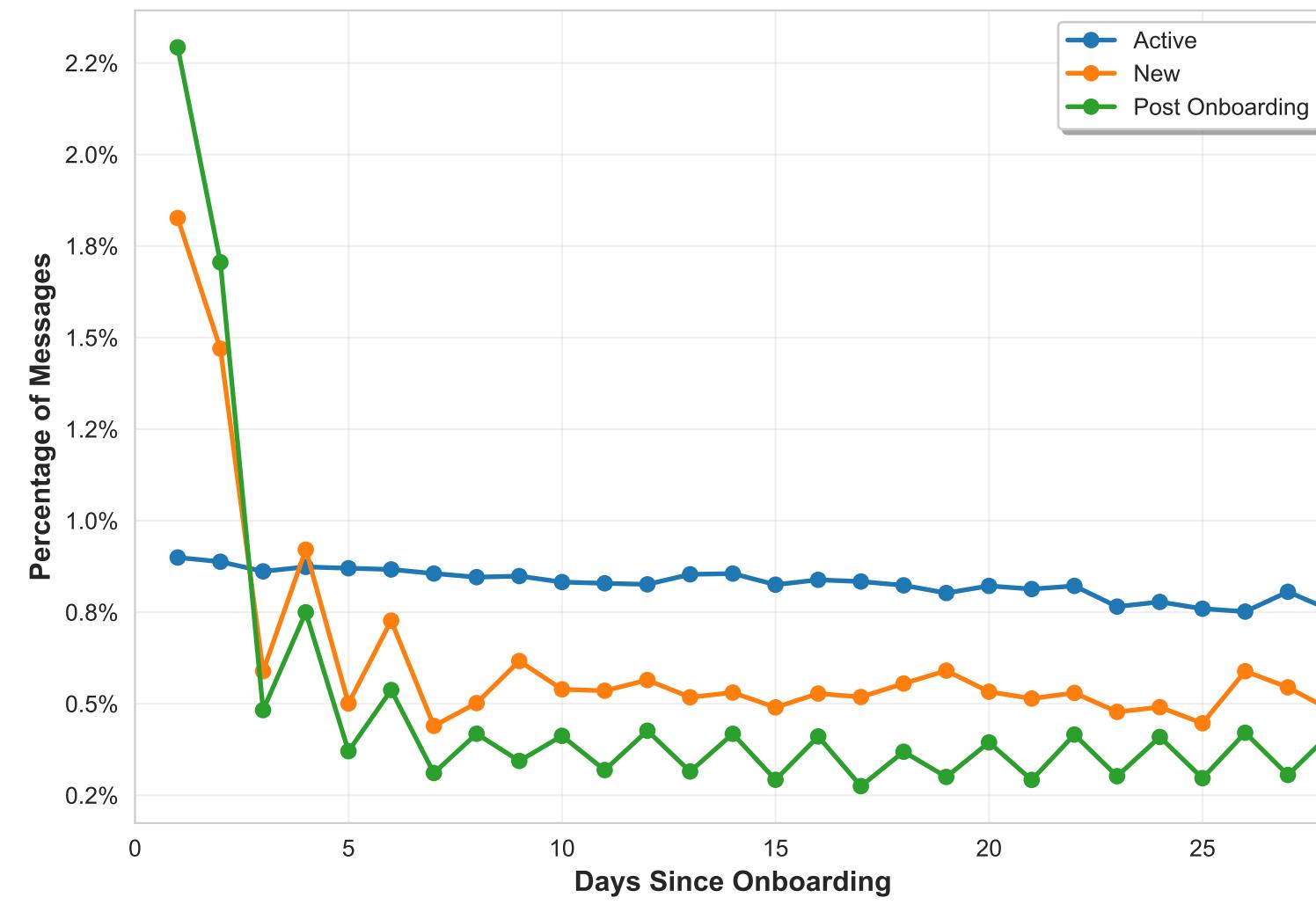


5. Order Rate by Days Since Onboarding

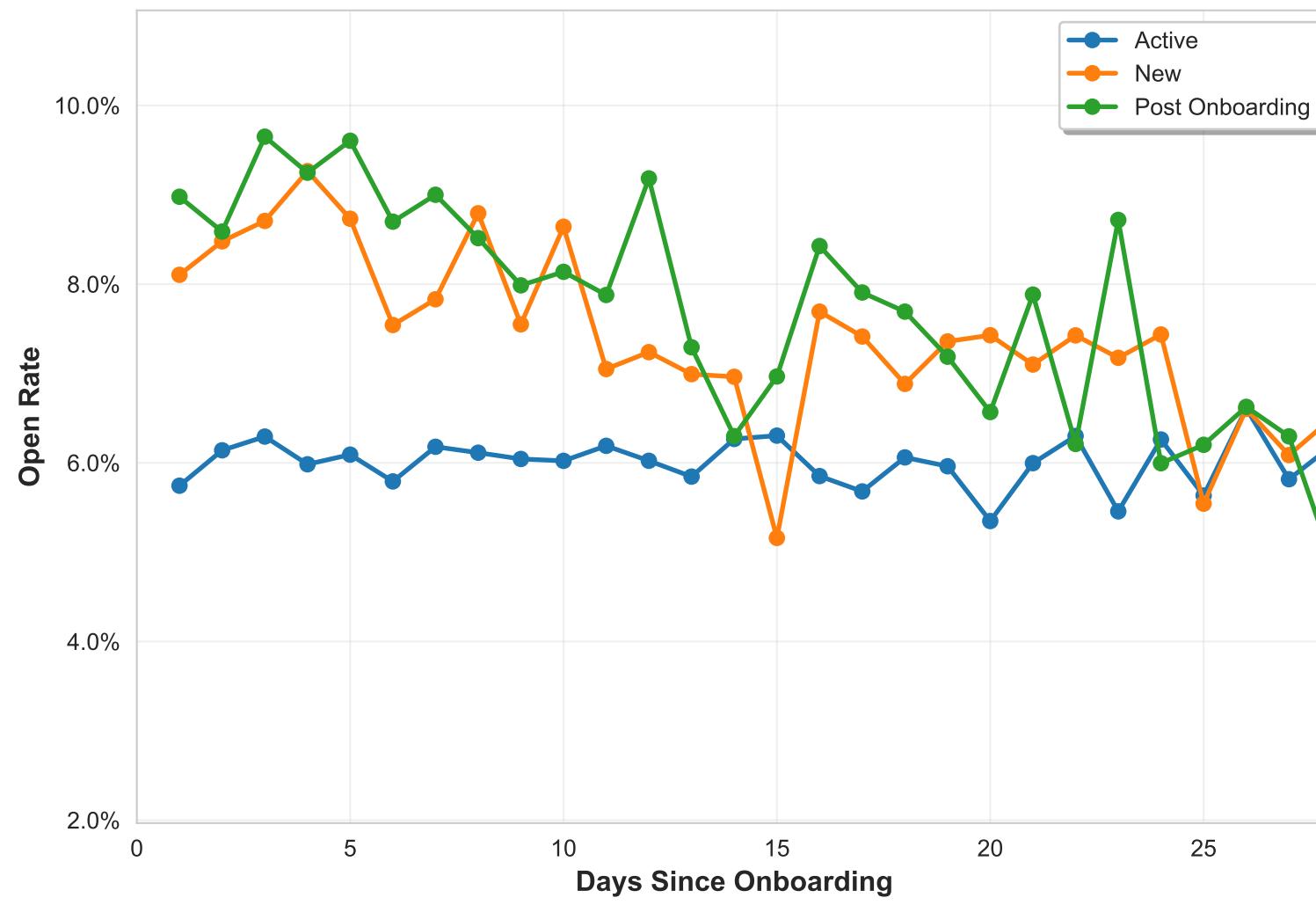


# Is Abandon Campaign - Notification Metrics

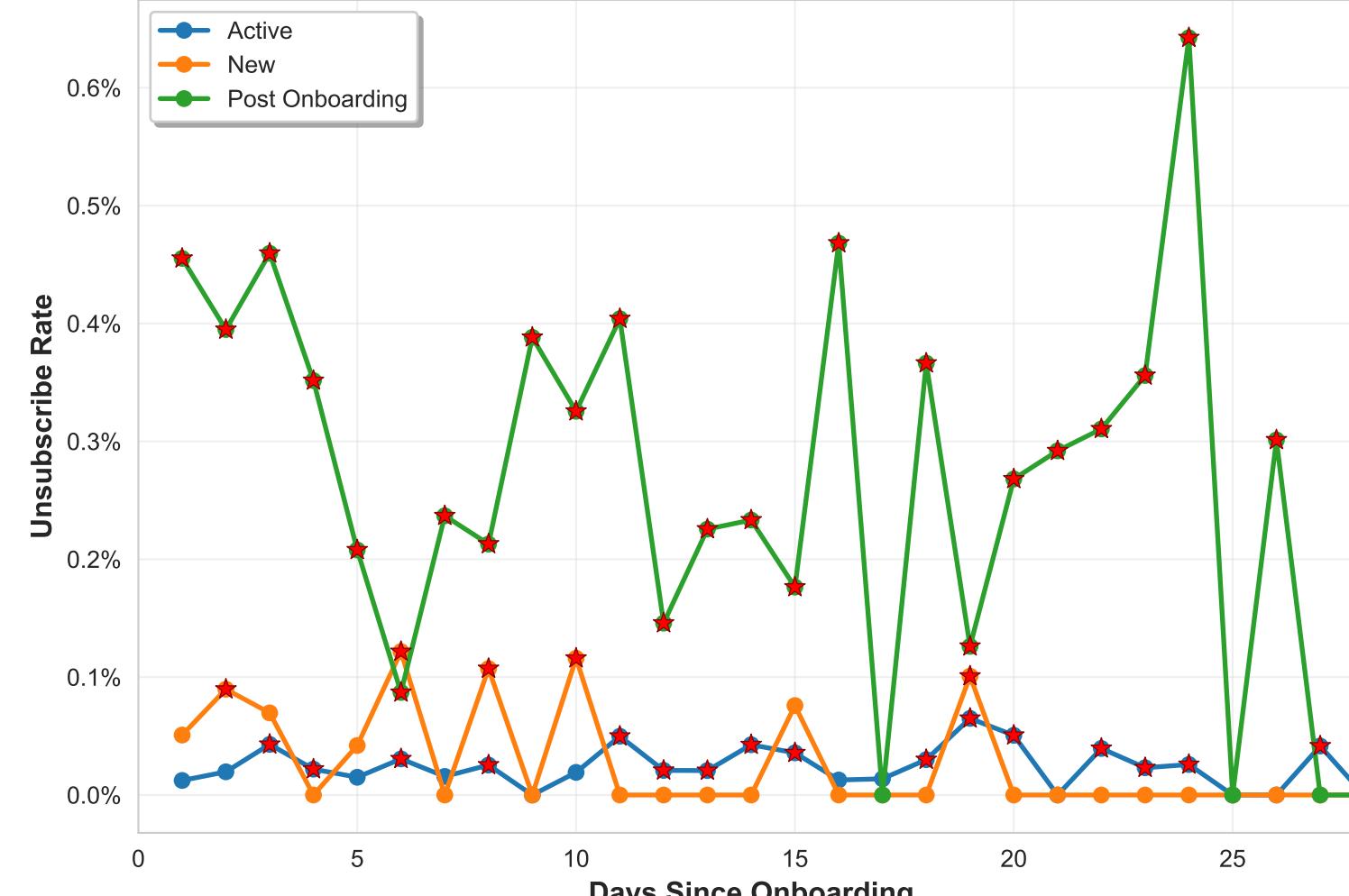
1. Percentage of Messages with Tag by Days Since Onboarding



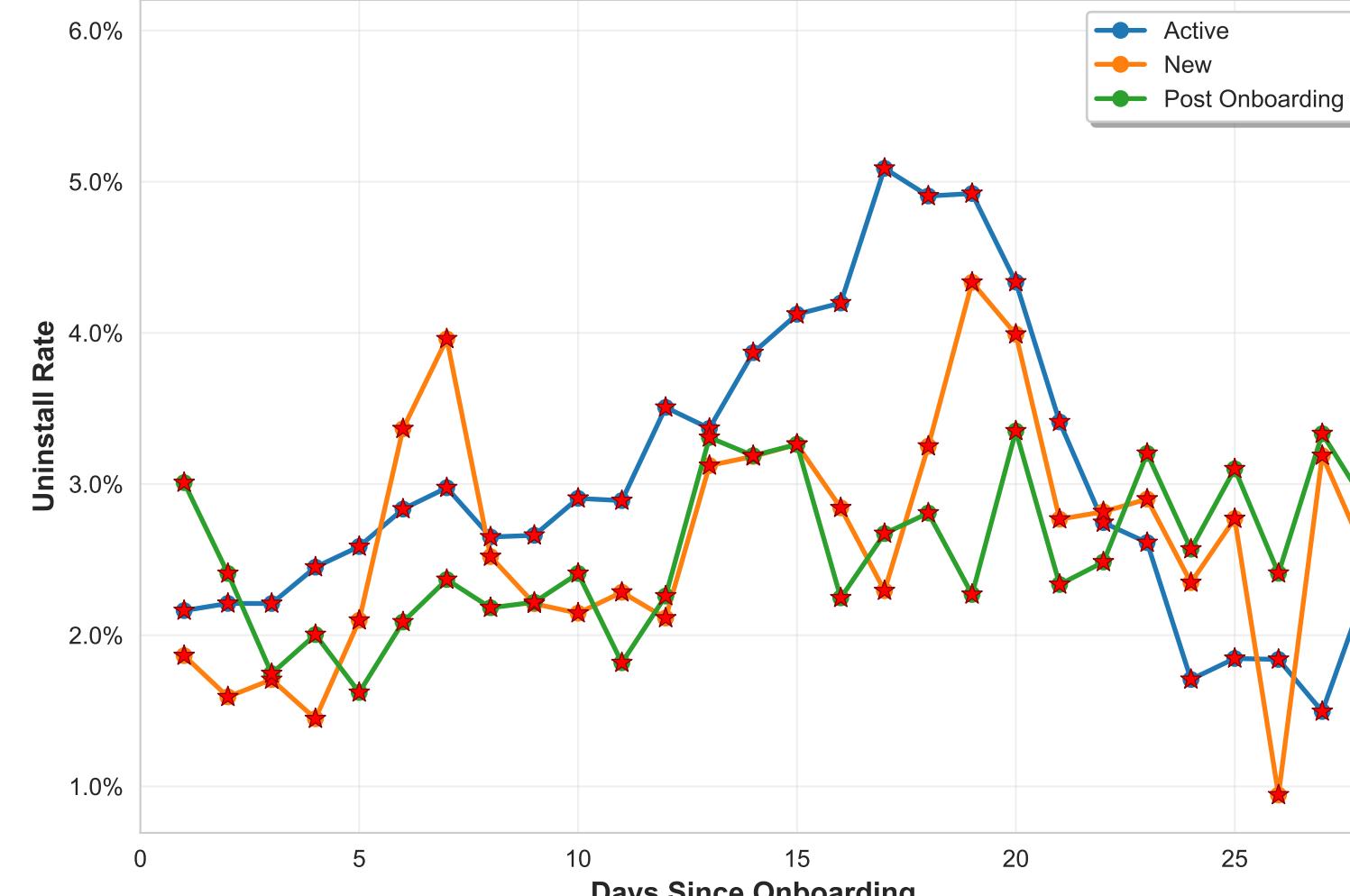
2. Open Rate by Days Since Onboarding (\* = Below Threshold)



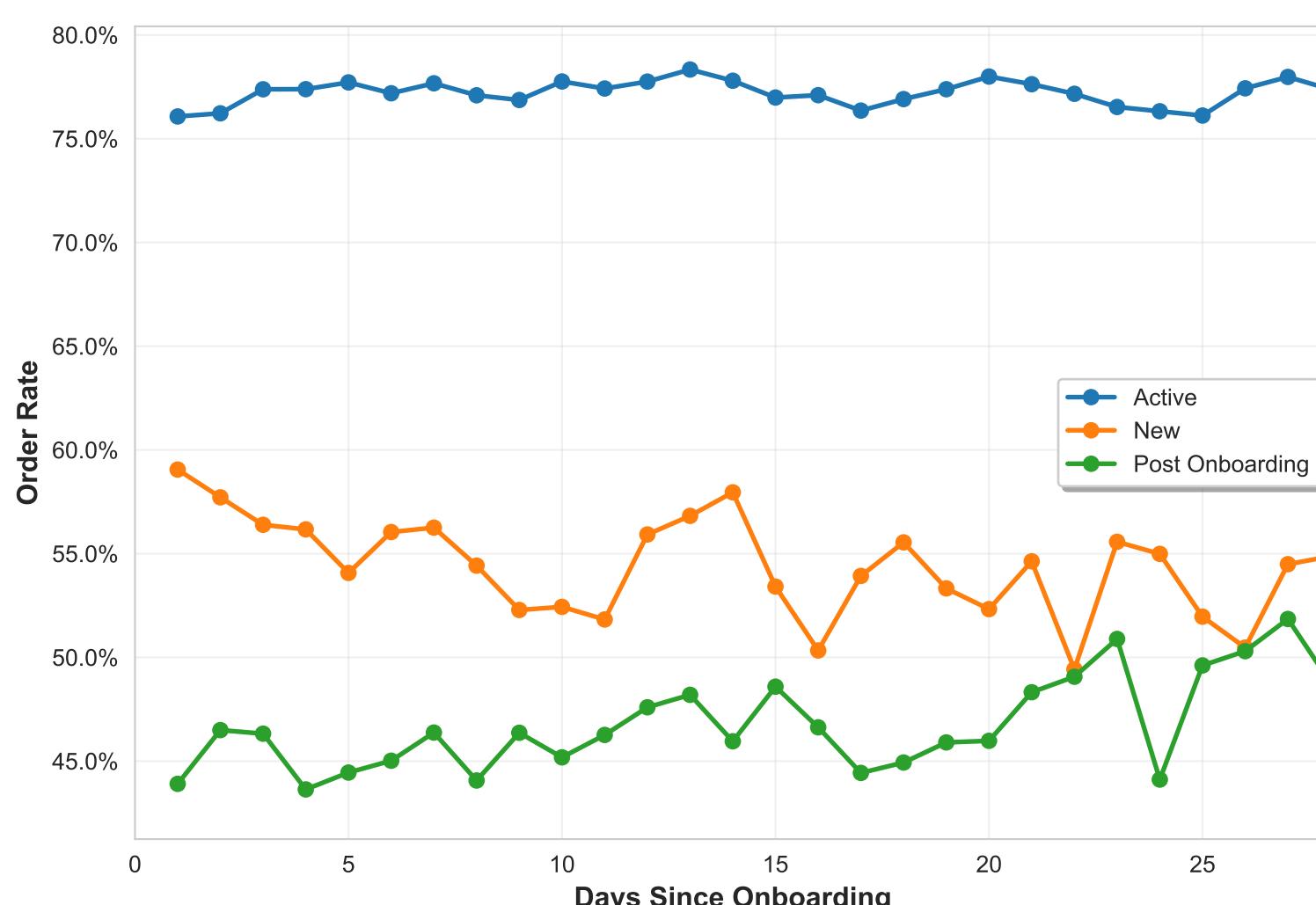
3. Unsubscribe Rate by Days Since Onboarding (\* = Above Threshold)



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

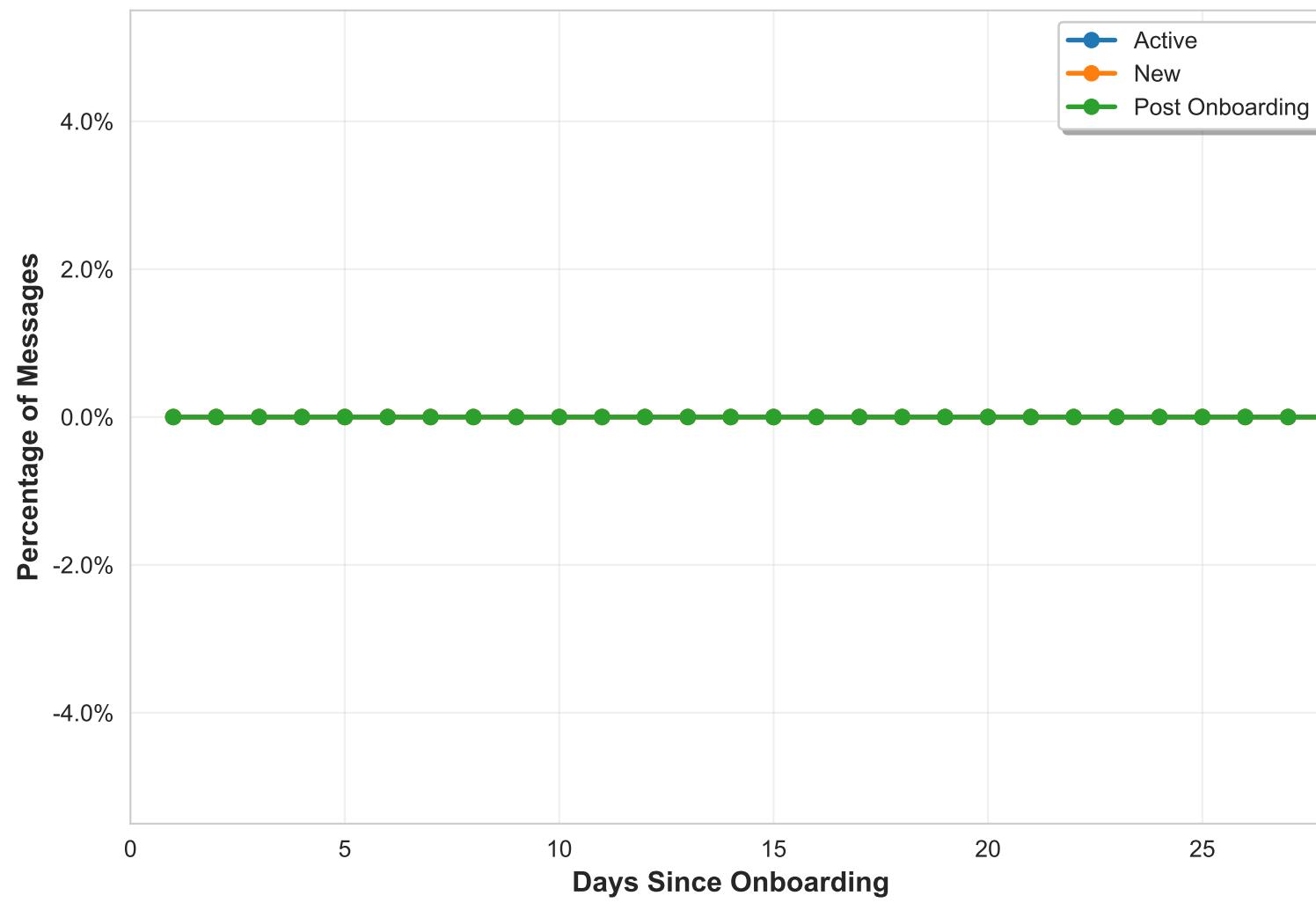


5. Order Rate by Days Since Onboarding

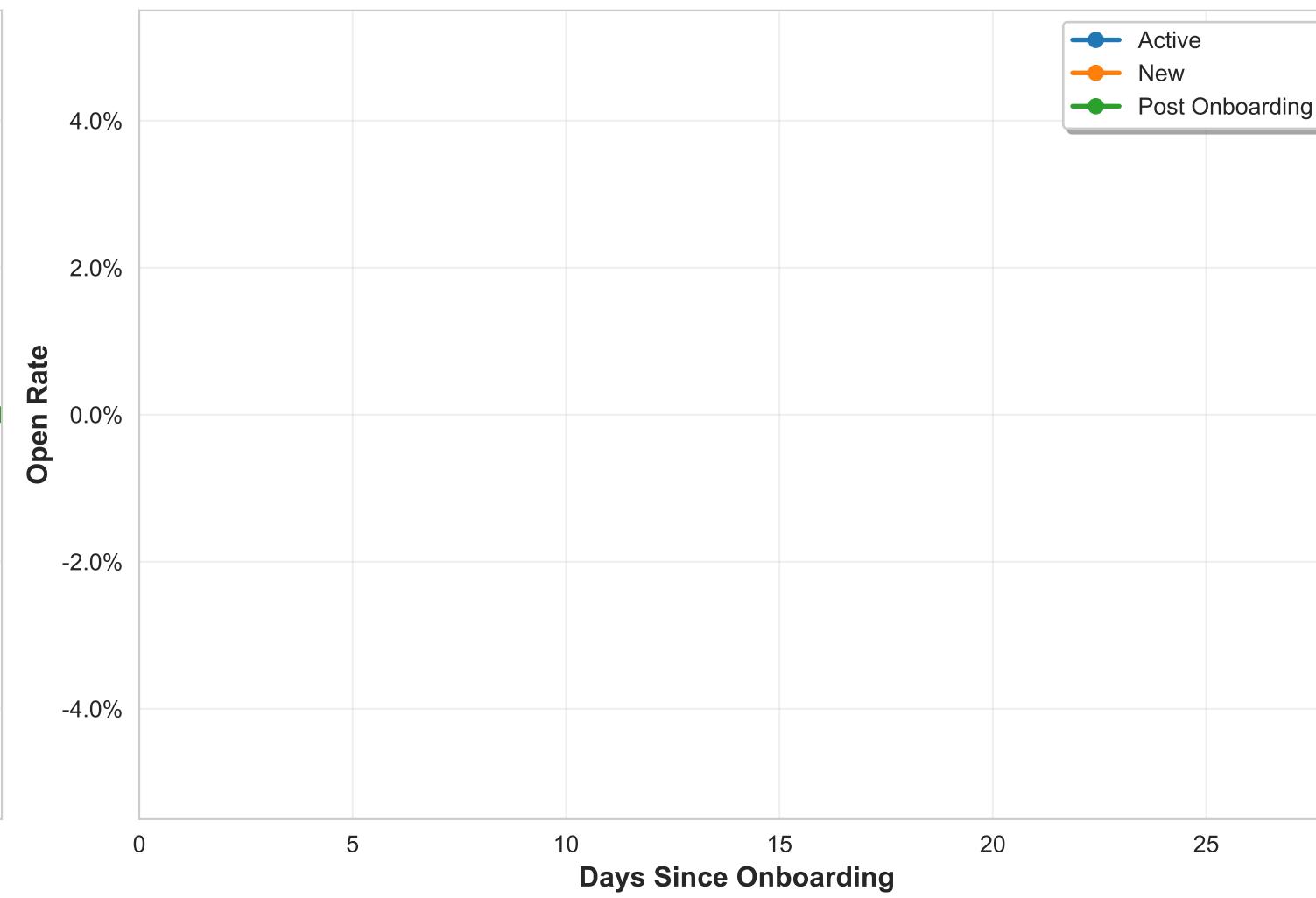


# Is Post Order - Notification Metrics

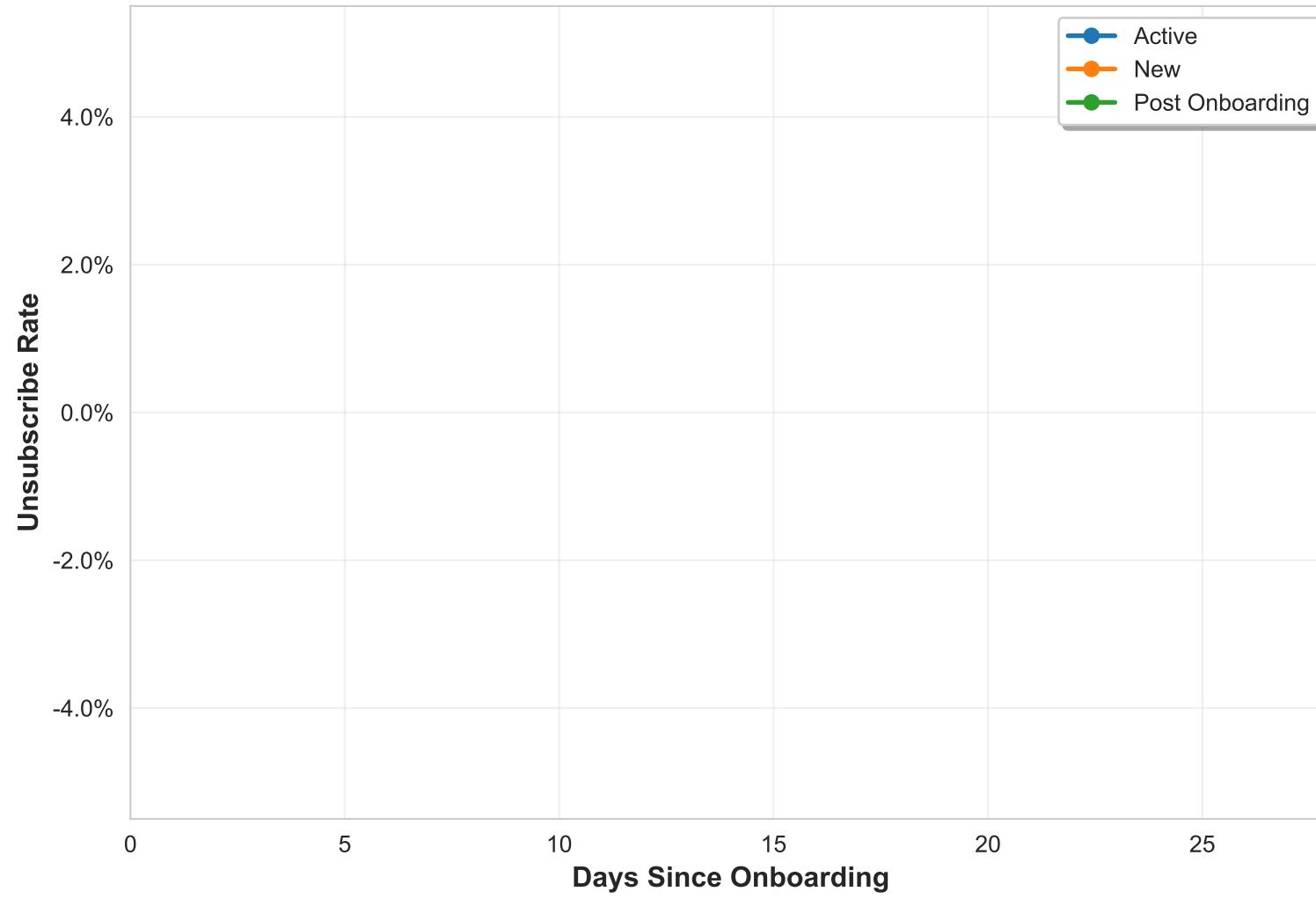
1. Percentage of Messages with Tag by Days Since Onboarding



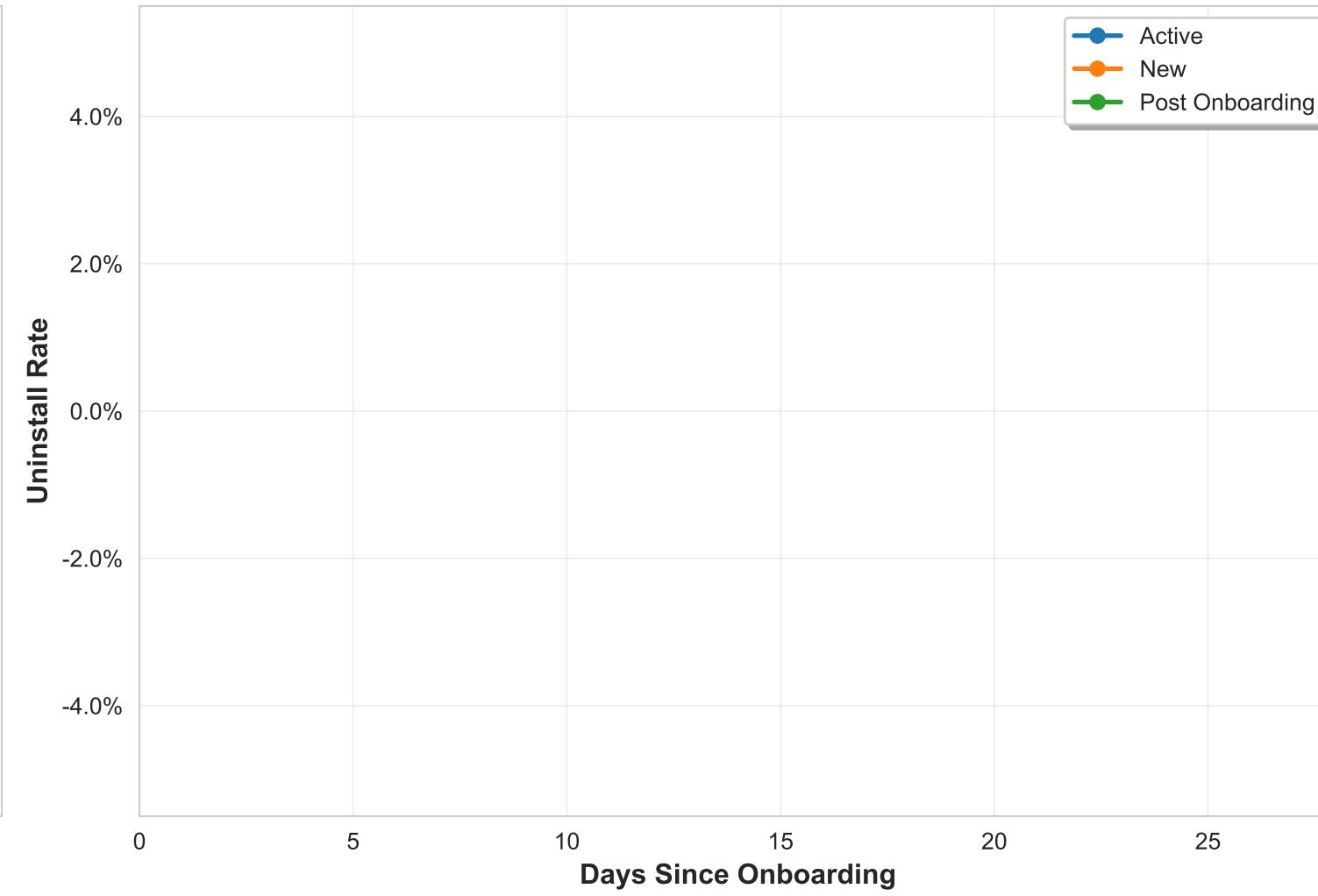
2. Open Rate by Days Since Onboarding (\* = Below Threshold)



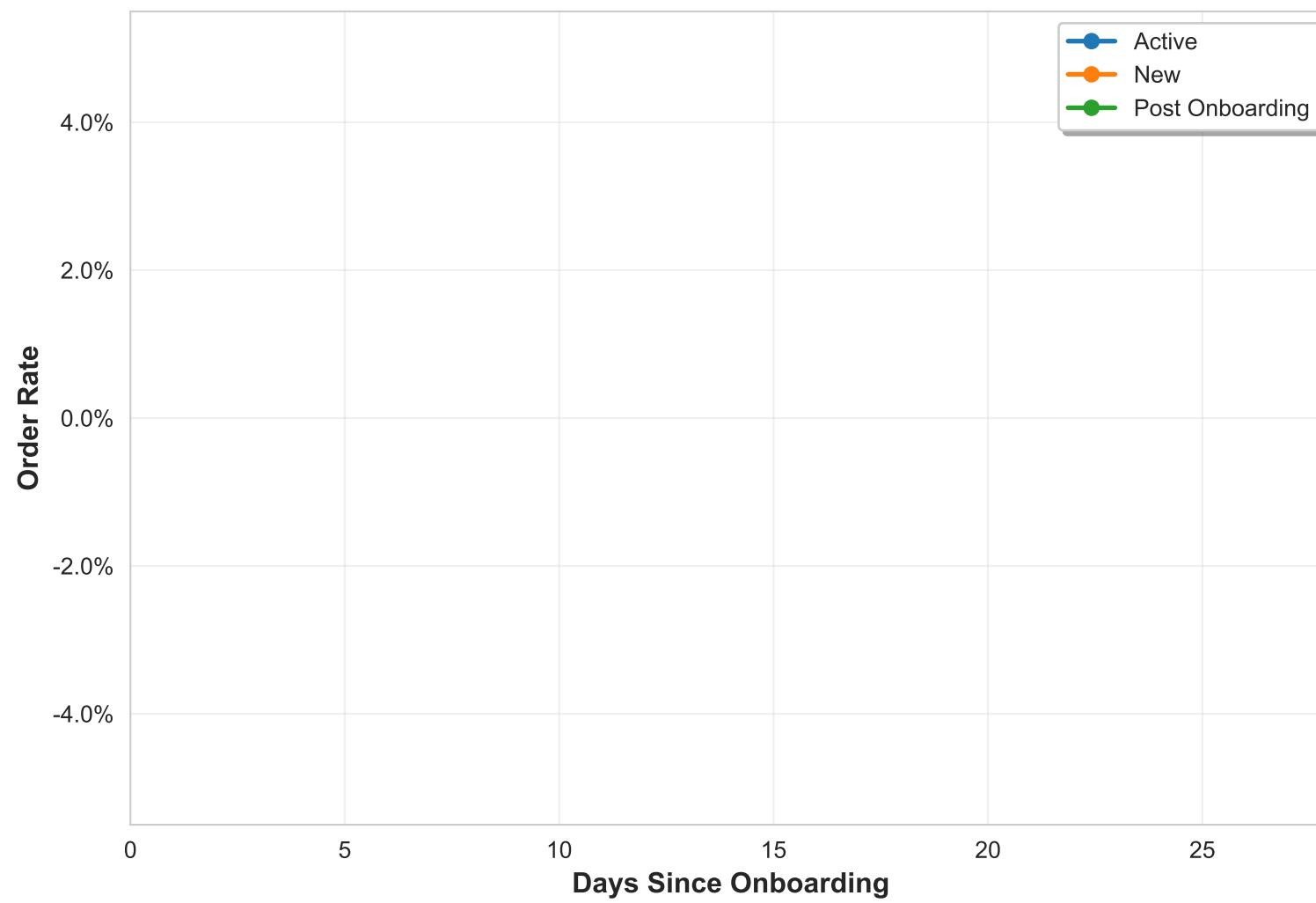
3. Unsubscribe Rate by Days Since Onboarding (\* = Above Threshold)



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

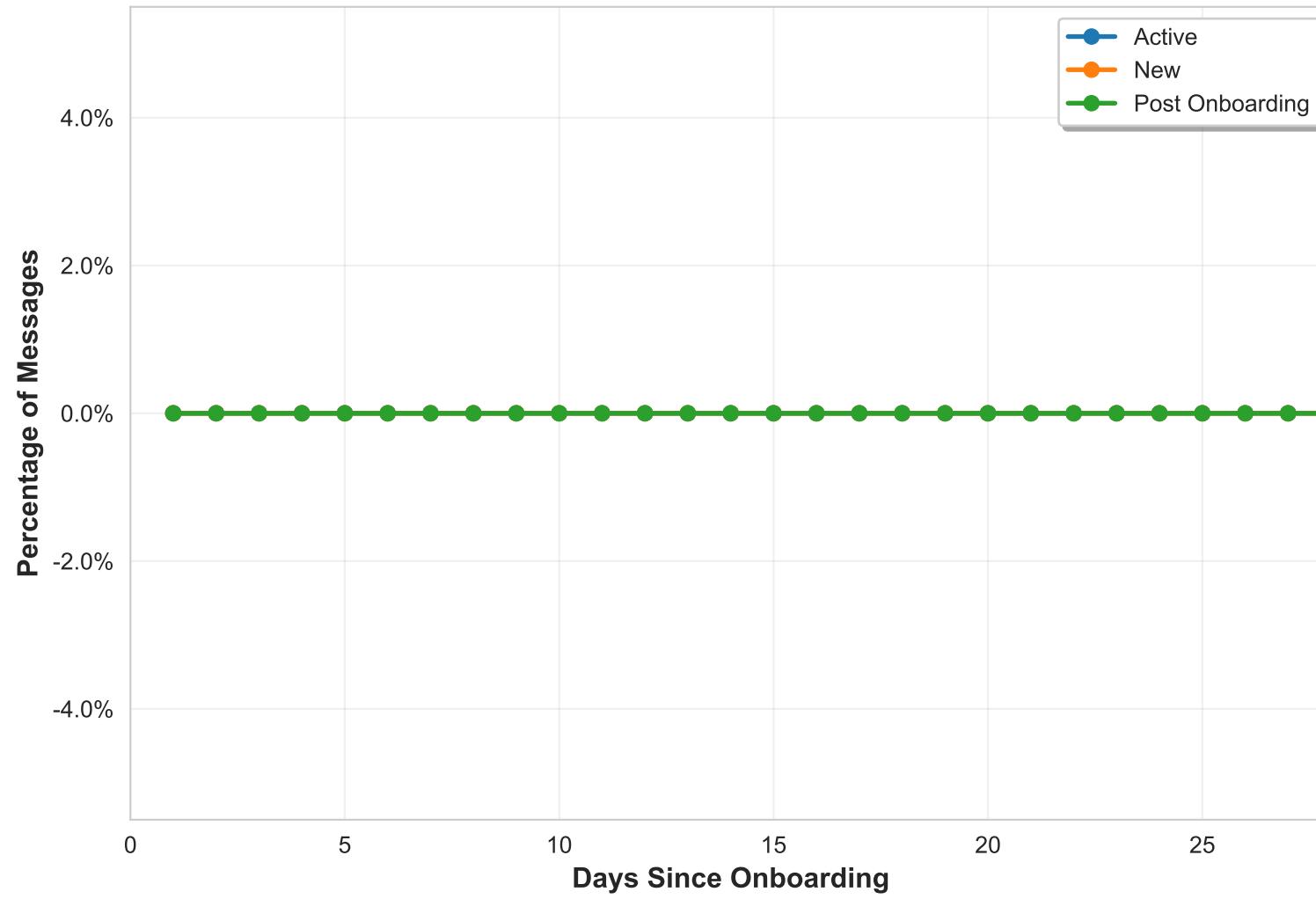


5. Order Rate by Days Since Onboarding

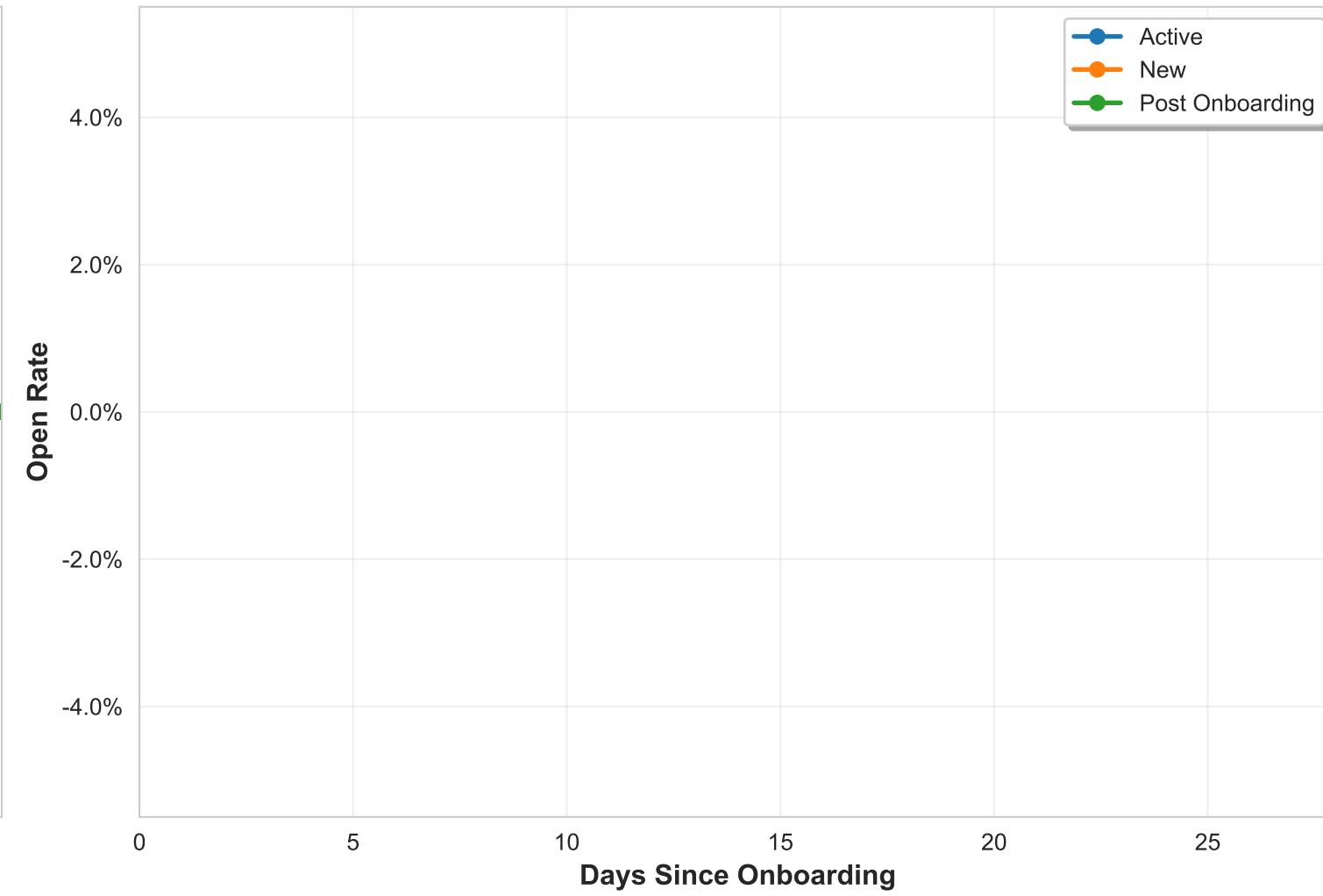


# Is Reorder - Notification Metrics

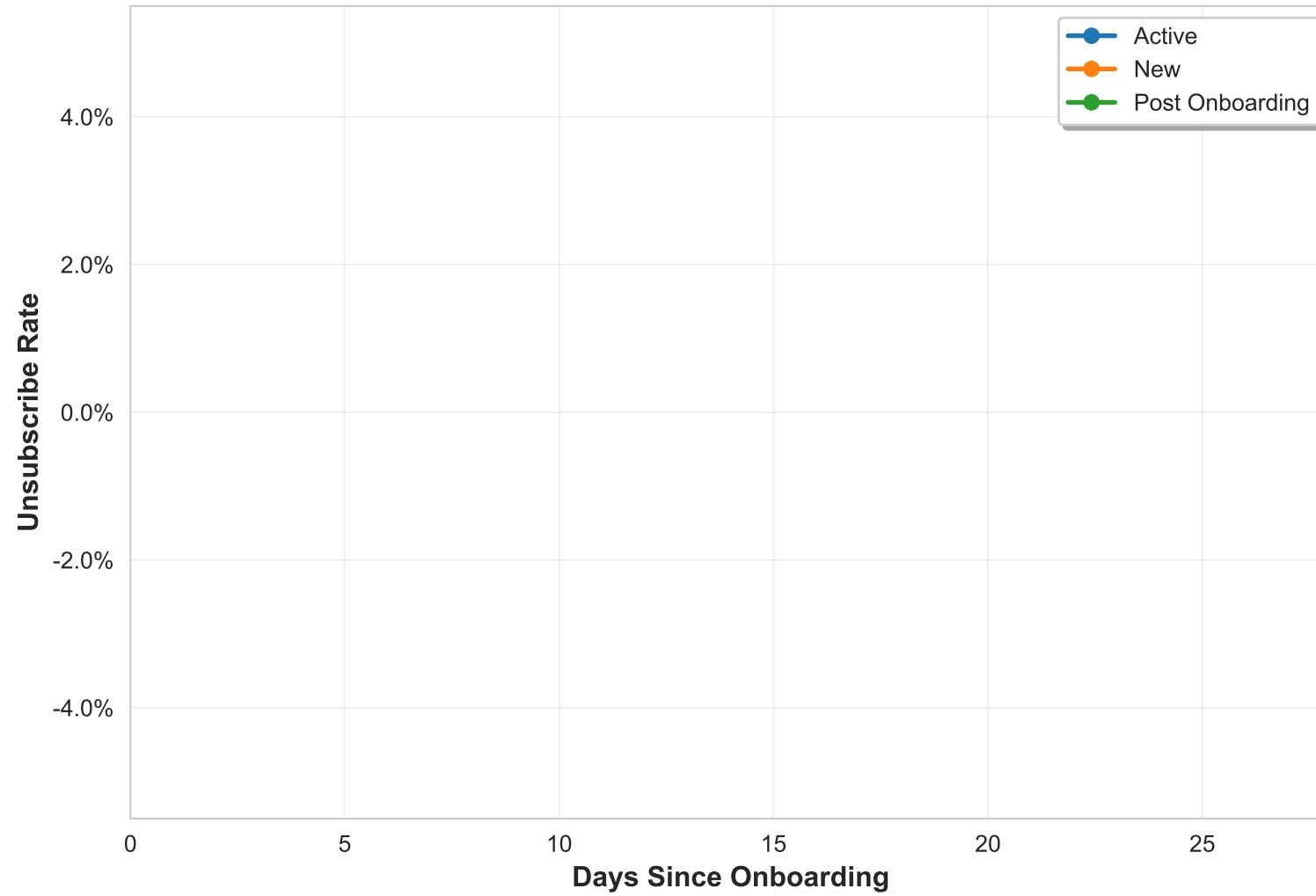
1. Percentage of Messages with Tag by Days Since Onboarding



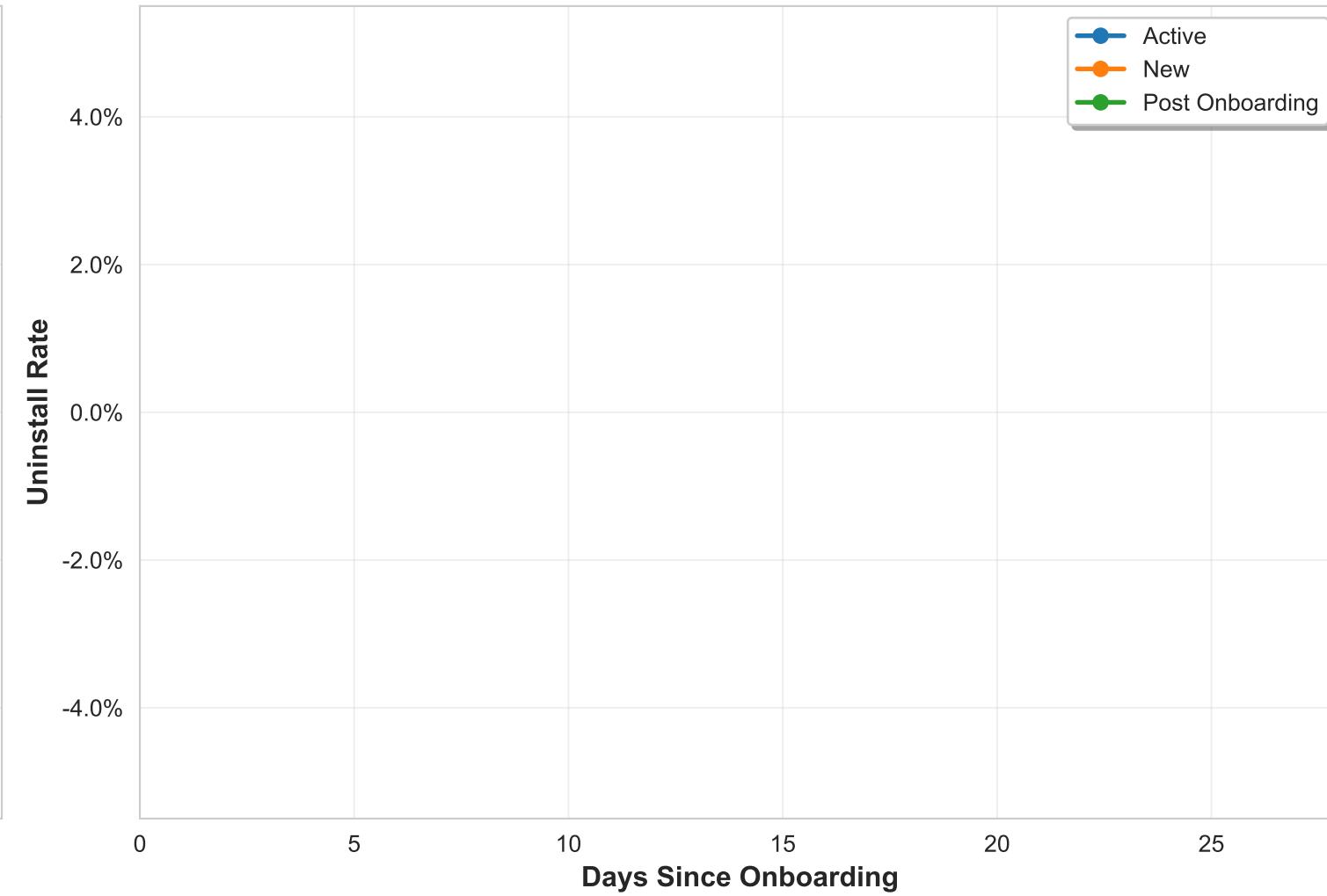
2. Open Rate by Days Since Onboarding (\* = Below Threshold)



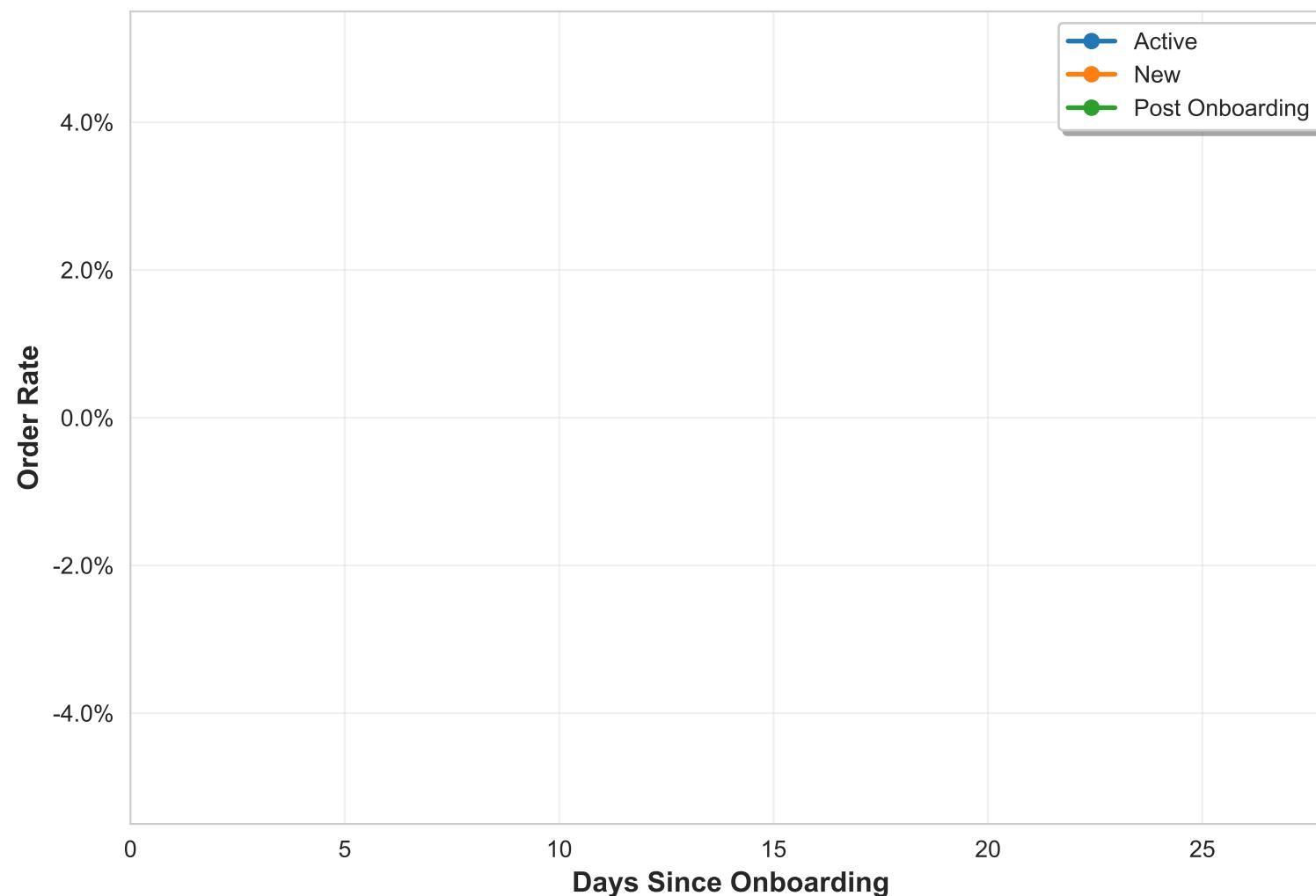
3. Unsubscribe Rate by Days Since Onboarding (\* = Above Threshold)



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

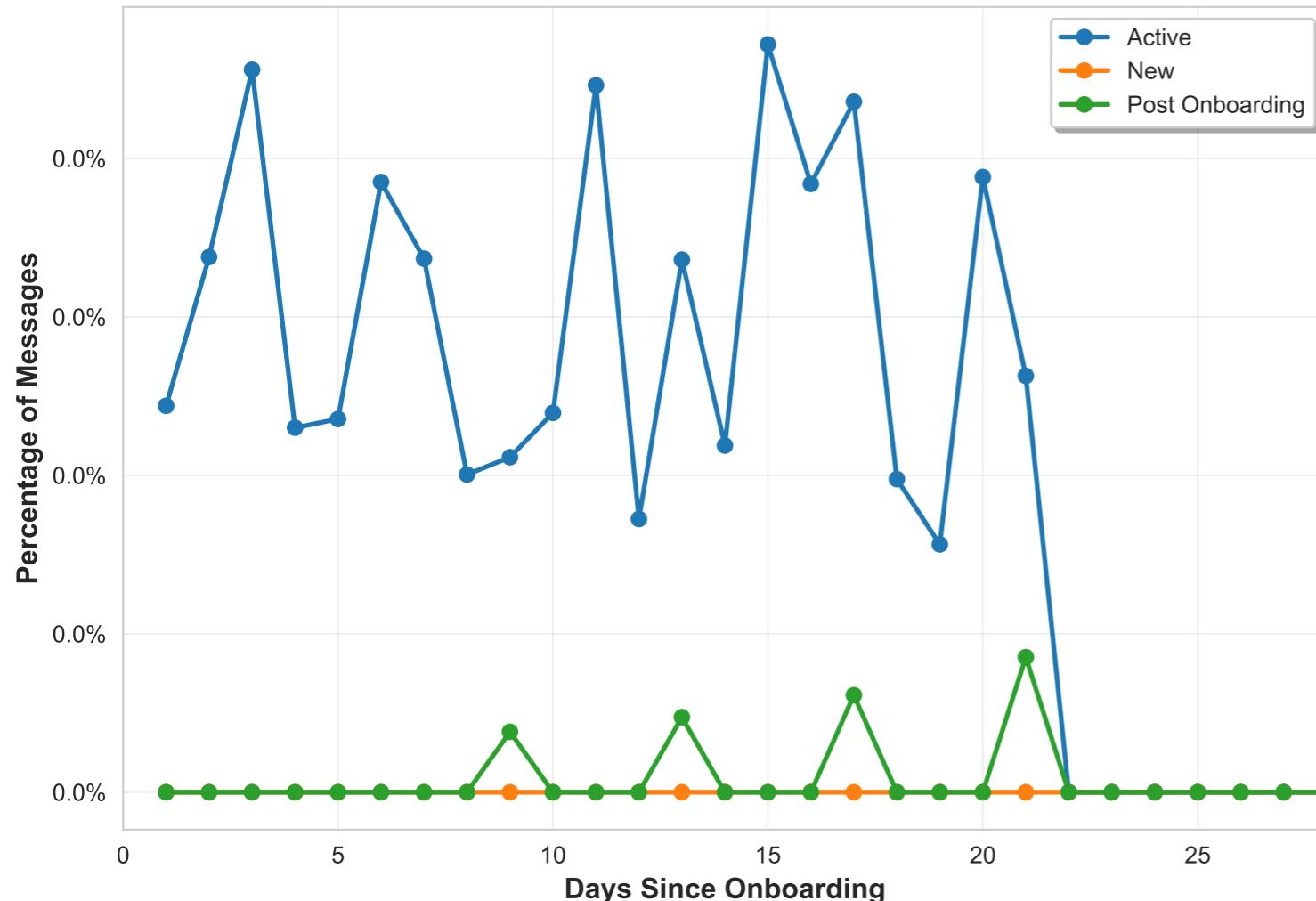


5. Order Rate by Days Since Onboarding

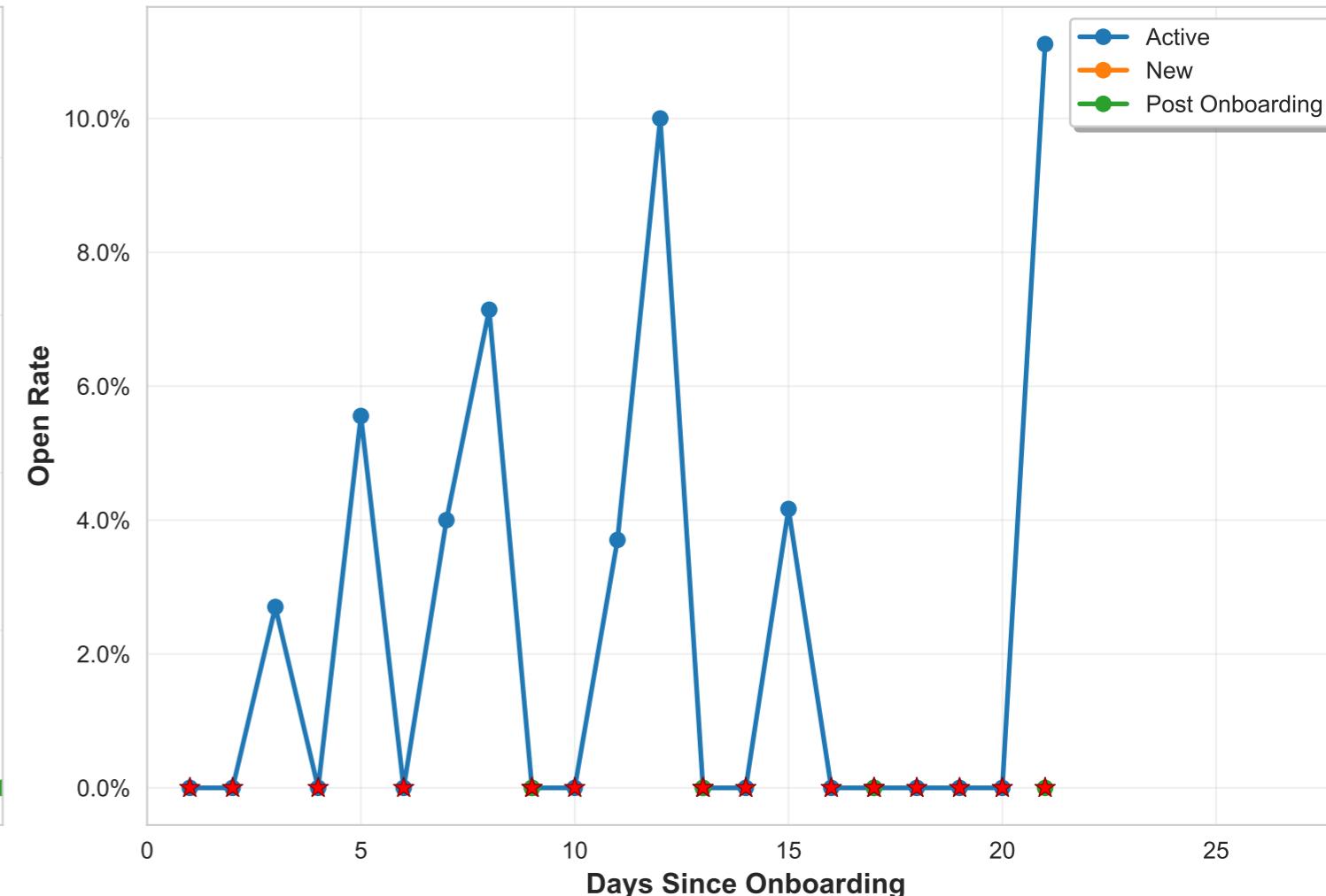


# Is Gift Card Campaign - Notification Metrics

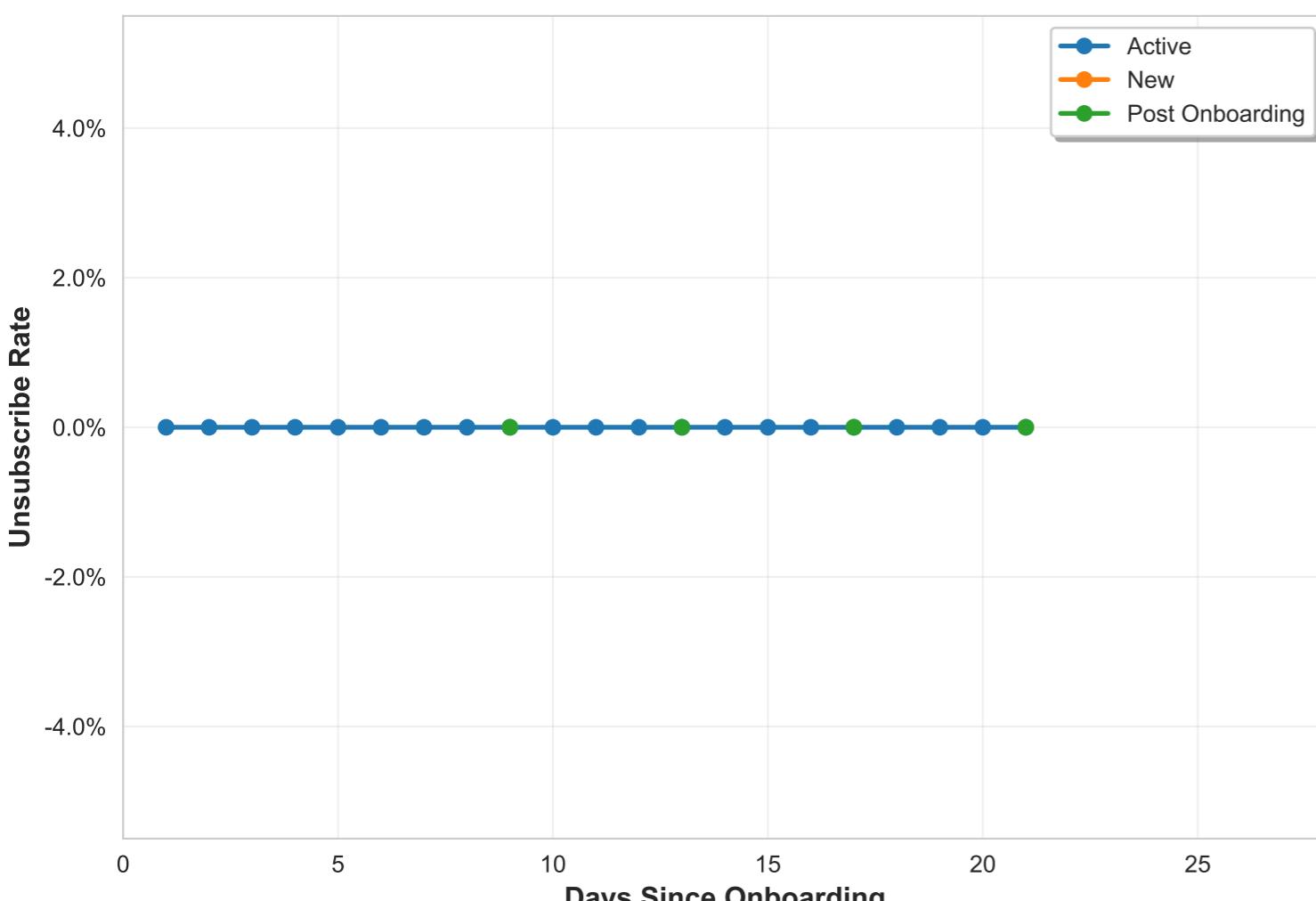
1. Percentage of Messages with Tag by Days Since Onboarding



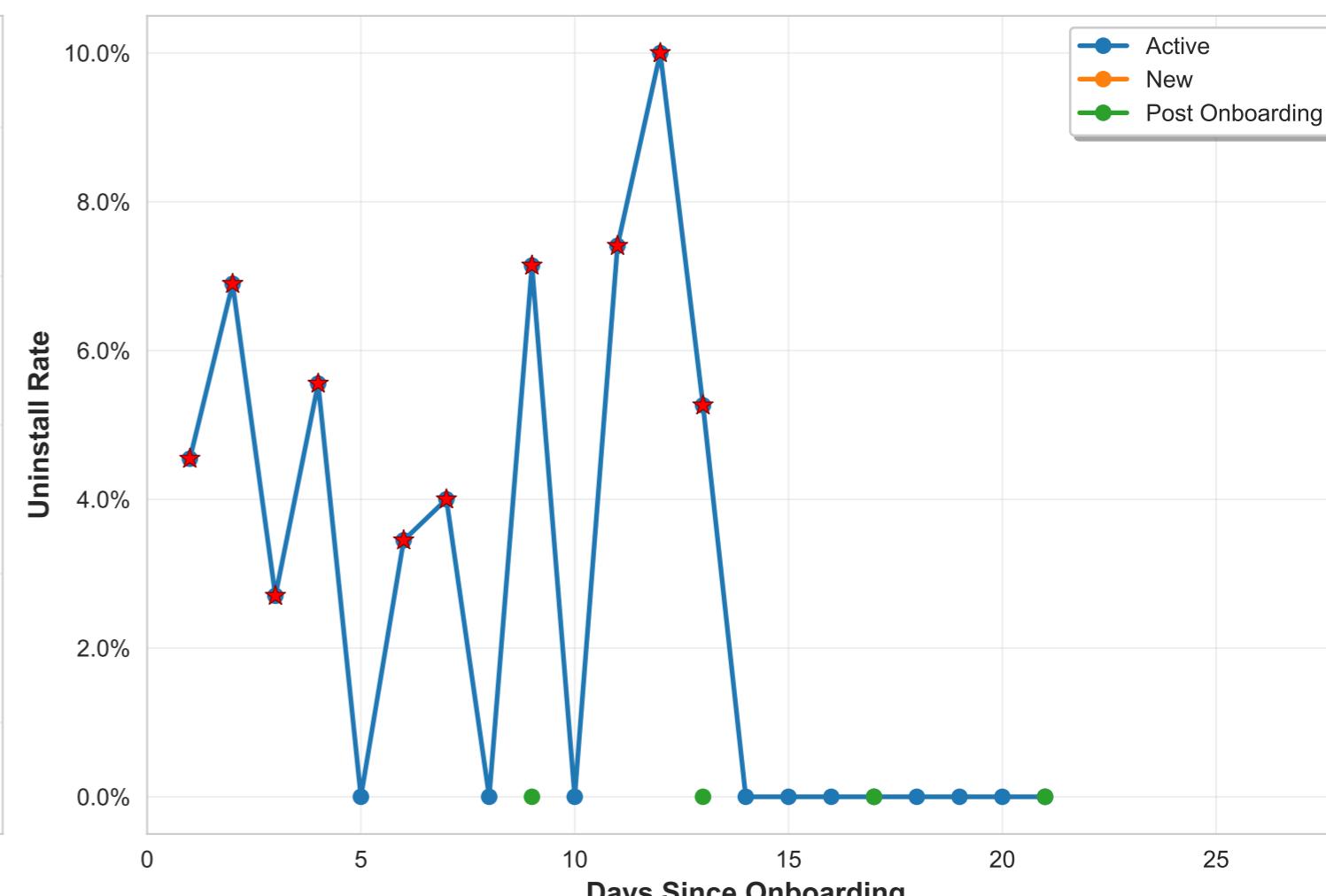
2. Open Rate by Days Since Onboarding (\* = Below Threshold)



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



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



5. Order Rate by Days Since Onboarding

