

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

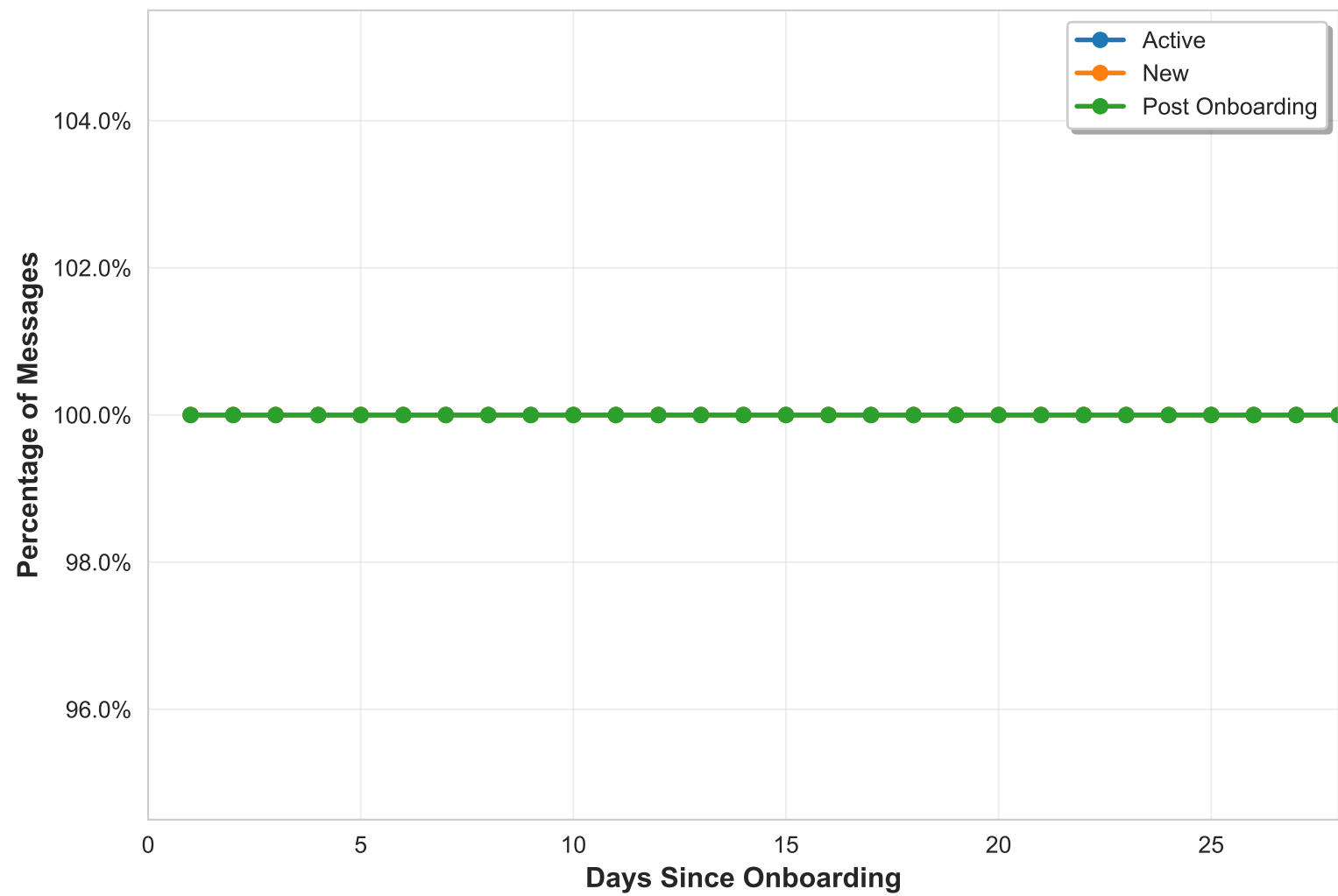
Each section contains 5 charts:

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

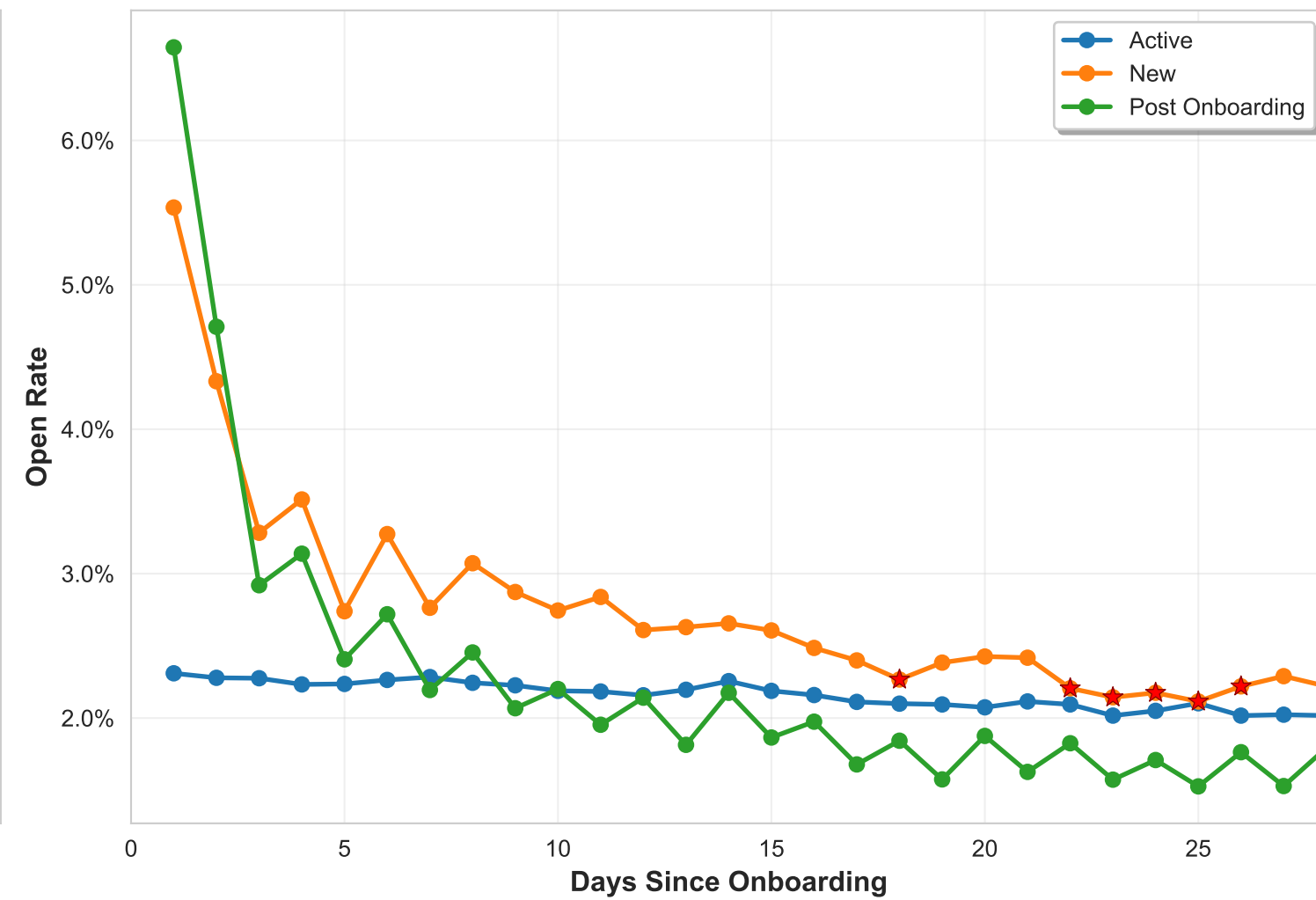
** Asterisks indicate metrics exceeding thresholds*

Overall - Notification Metrics

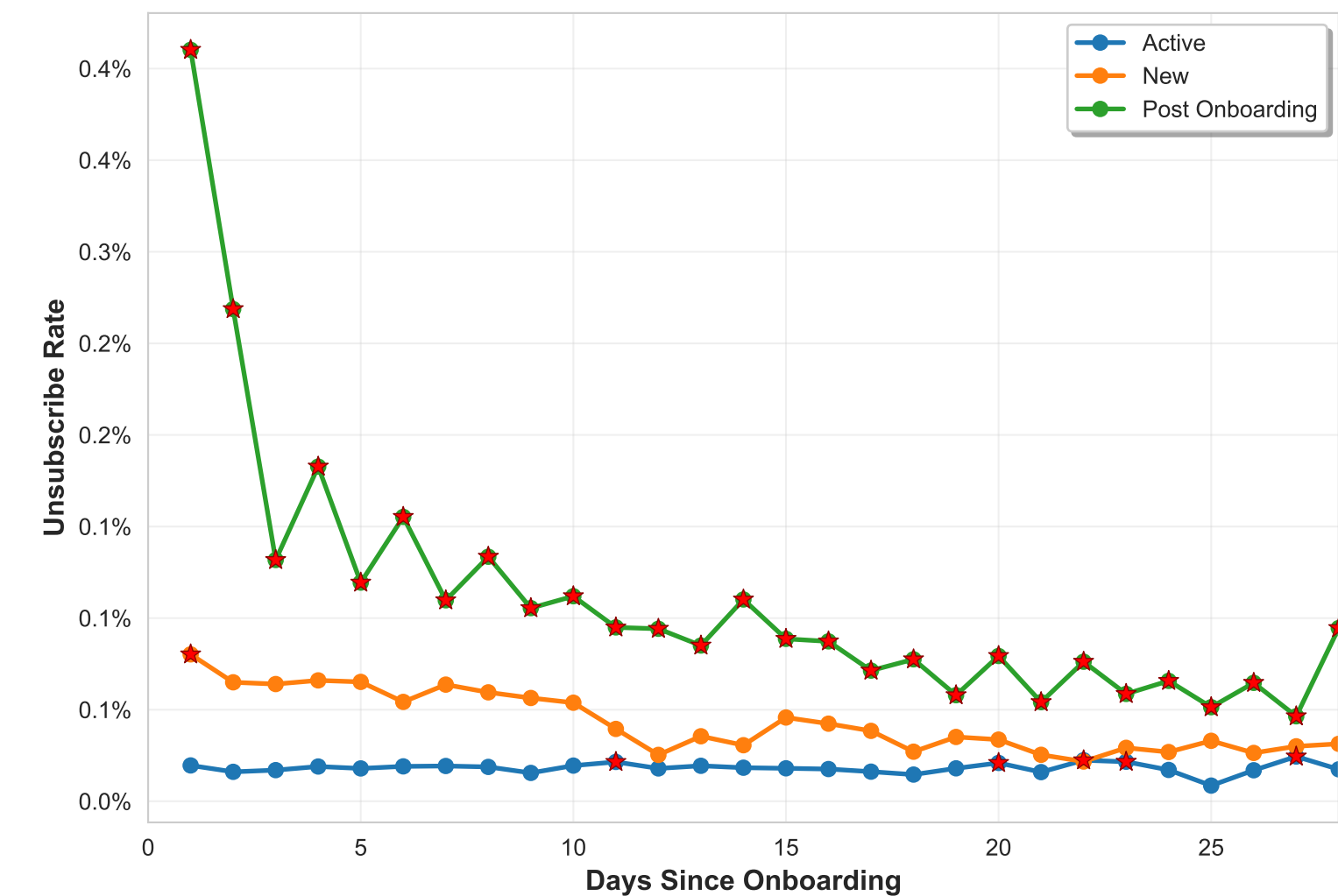
1. Percentage of Messages with Tag by Days Since Onboarding



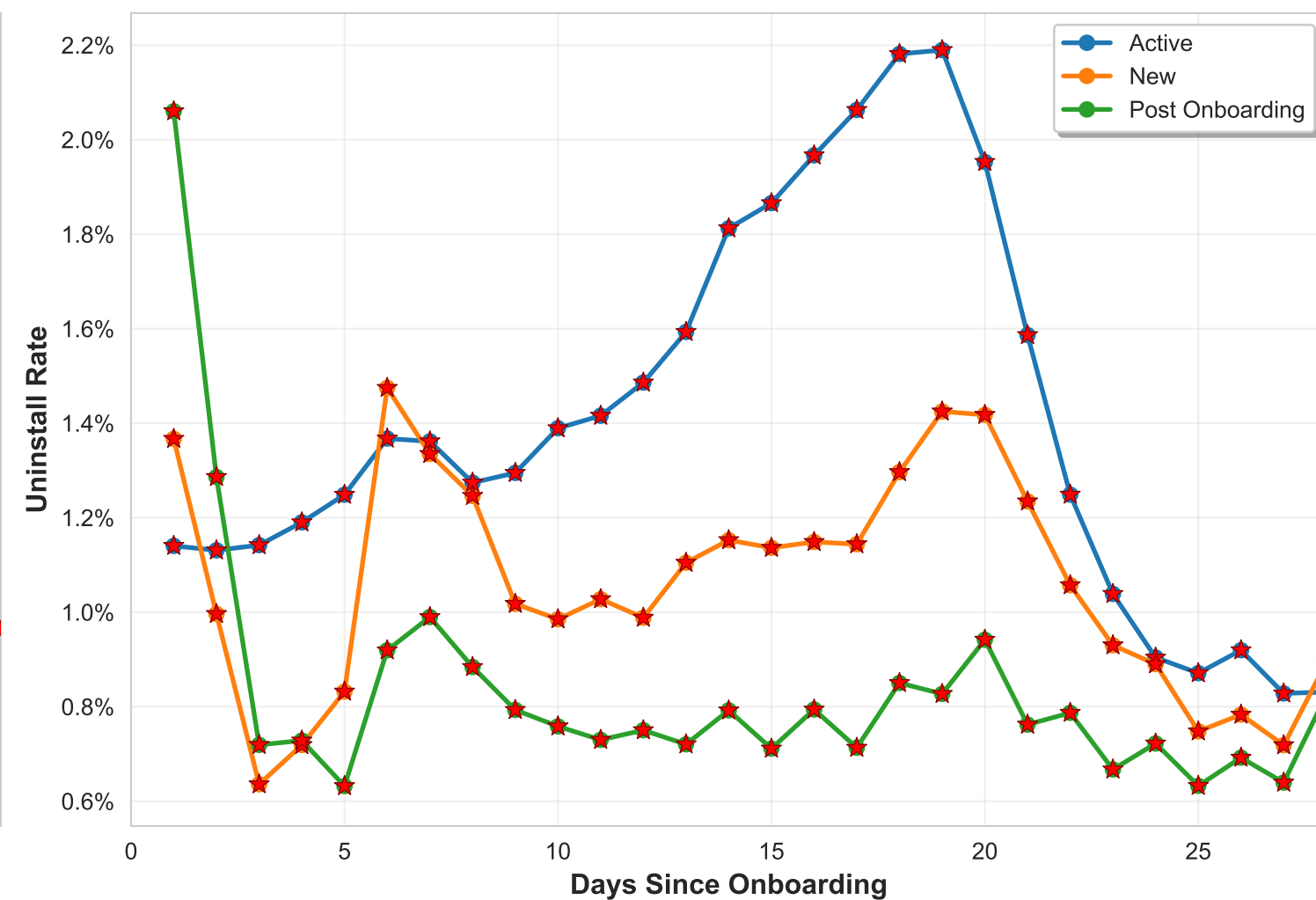
2. Open Rate by Days Since Onboarding (* = Below Threshold)



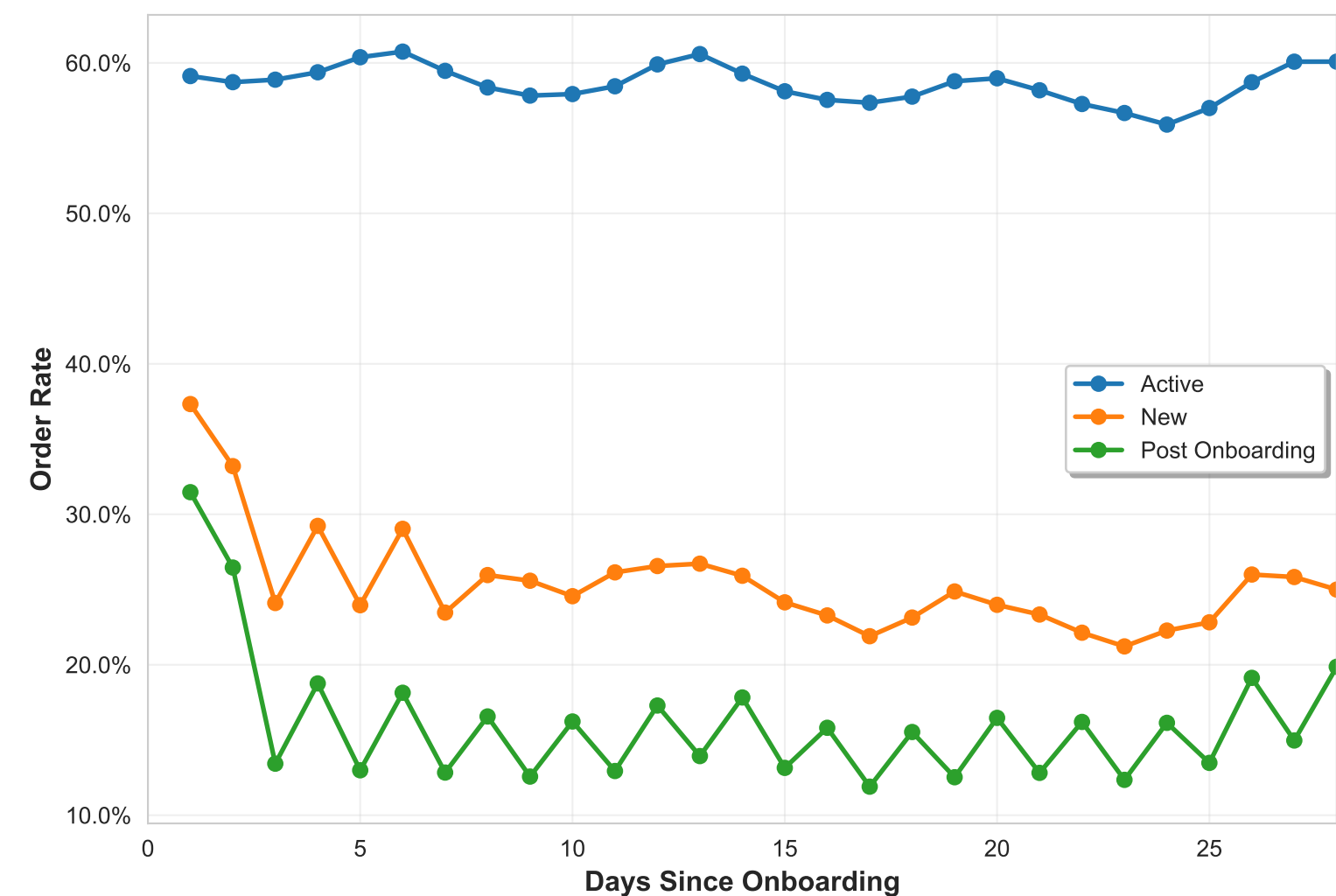
3. Unsubscribe Rate by Days Since Onboarding (* = Above Threshold)



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

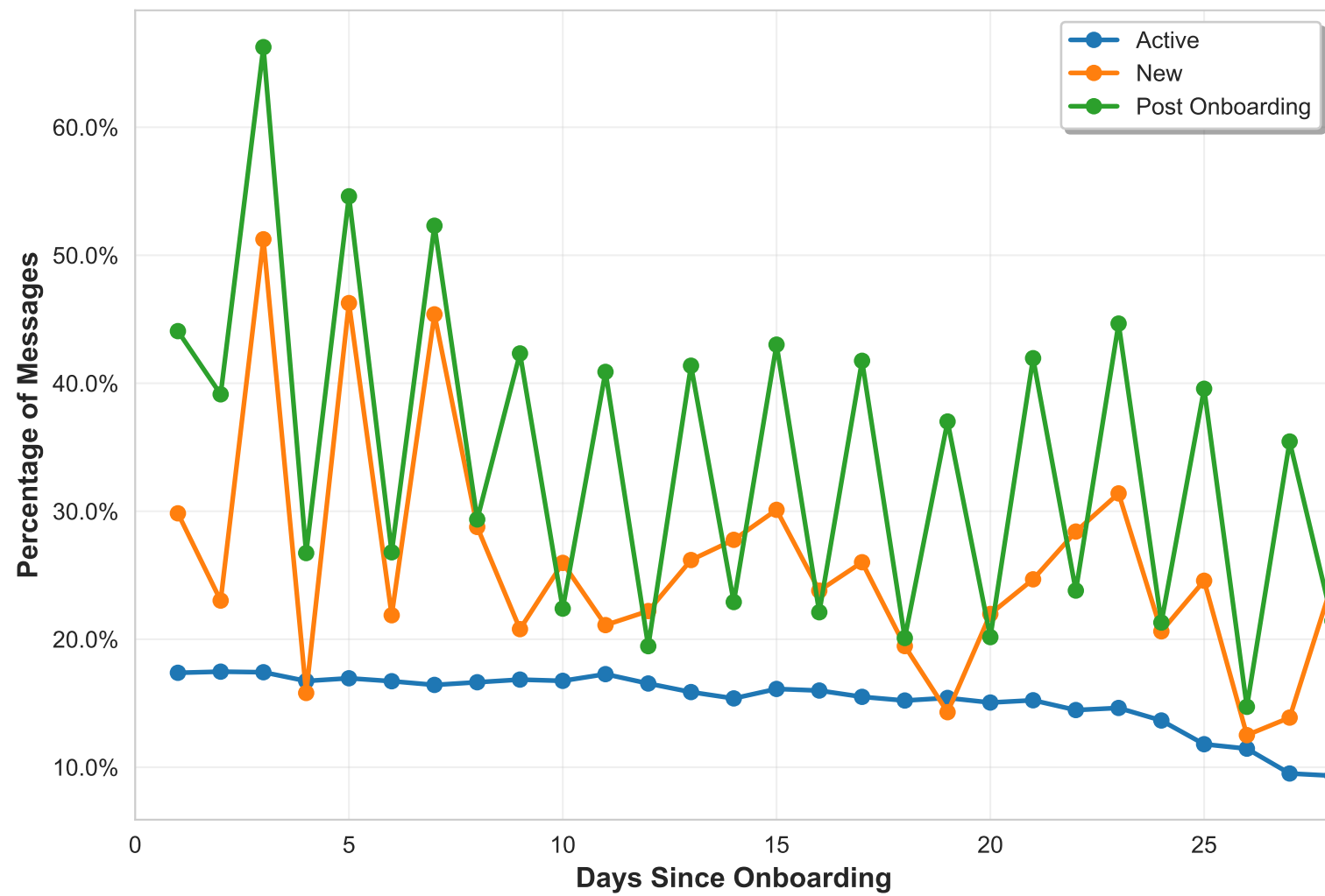


5. Order Rate by Days Since Onboarding

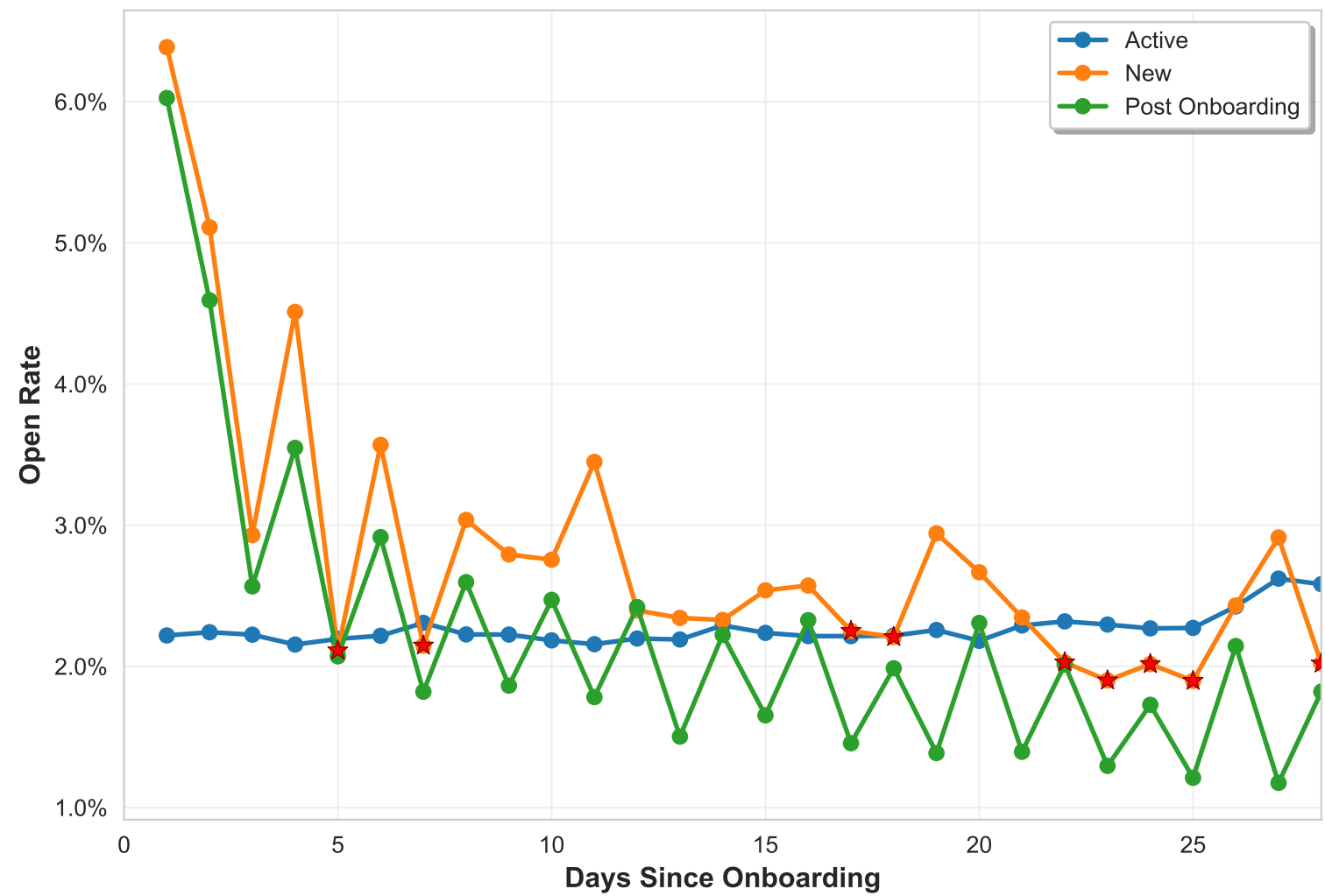


Is Braze - Notification Metrics

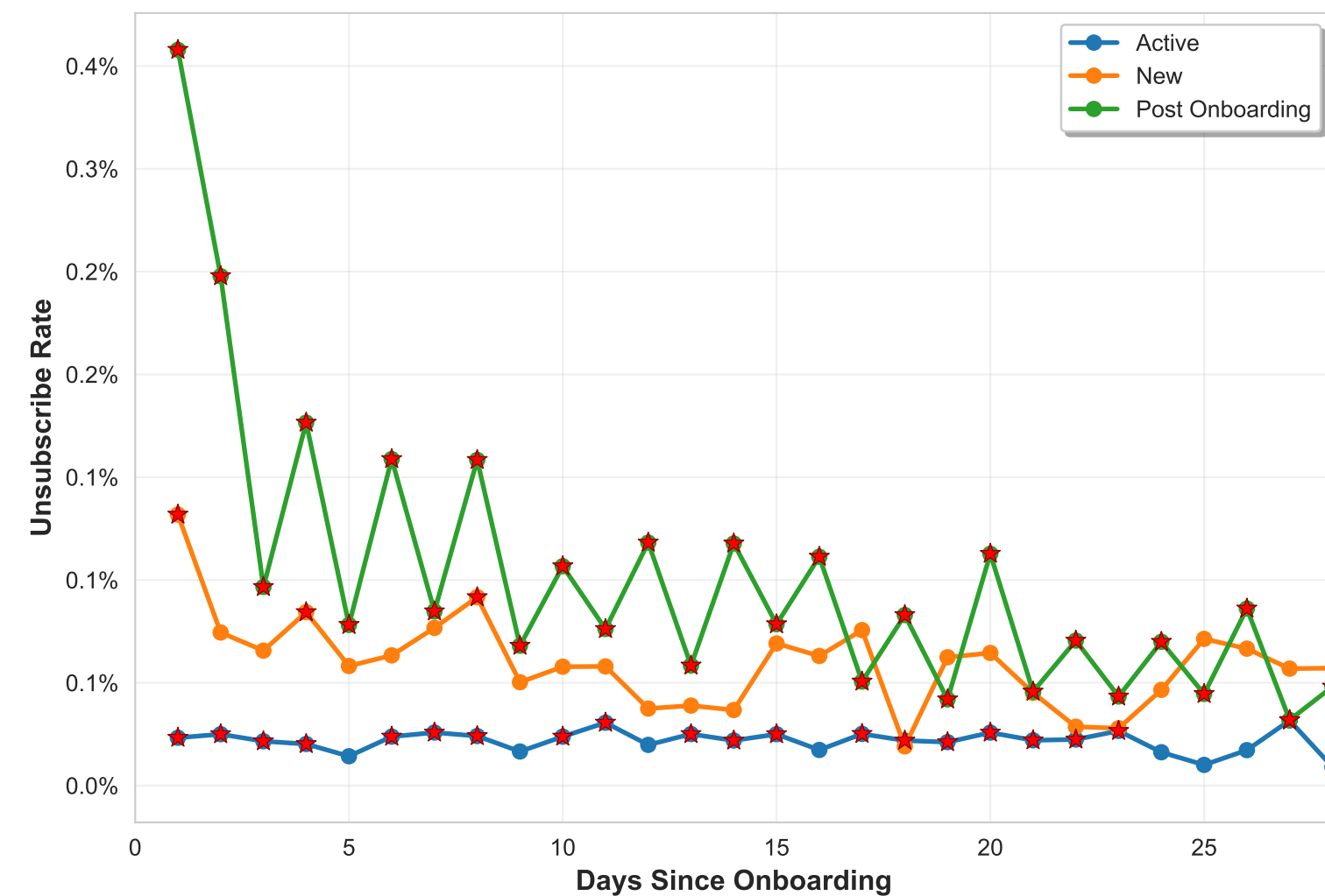
1. Percentage of Messages with Tag by Days Since Onboarding



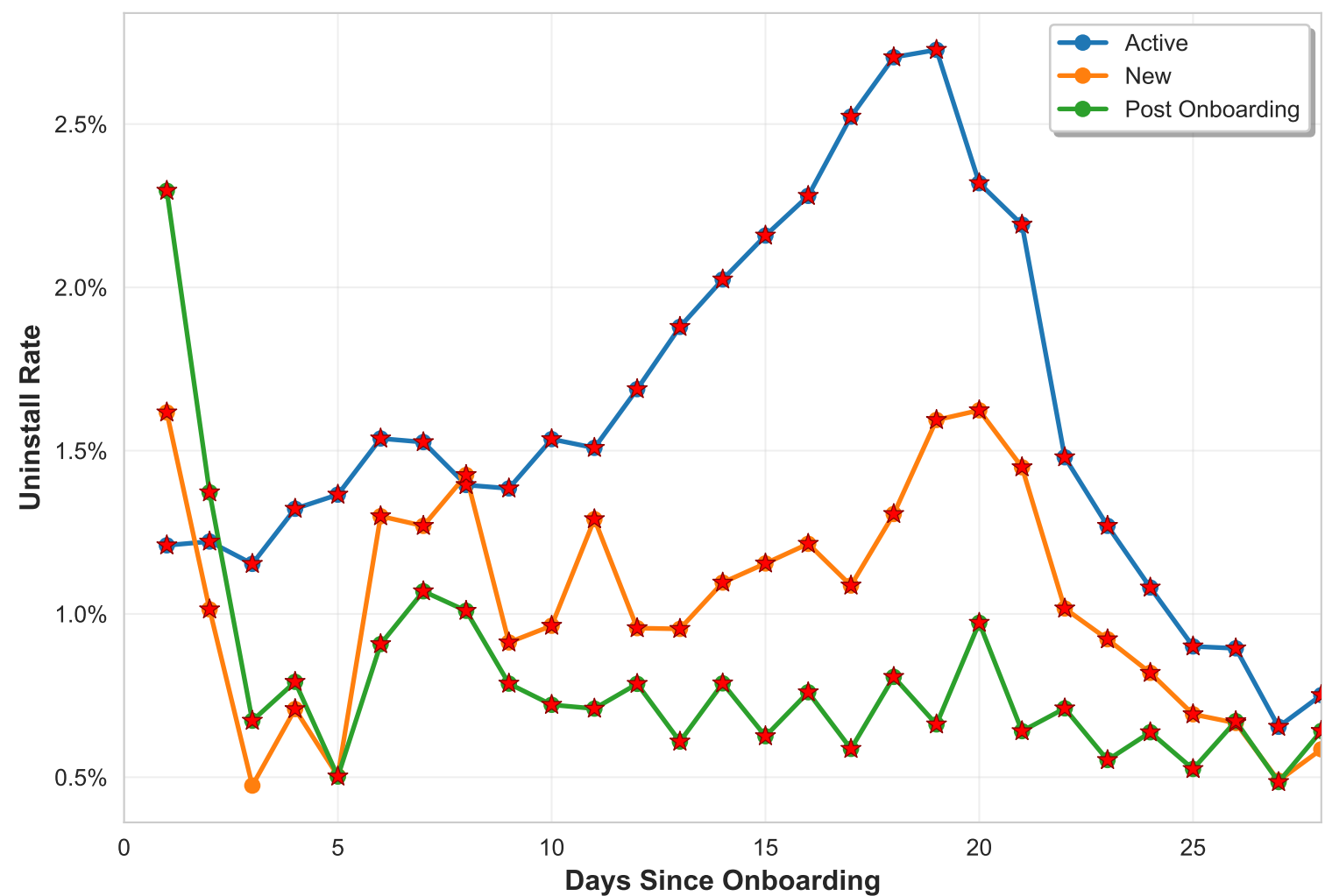
2. Open Rate by Days Since Onboarding (* = Below Threshold)



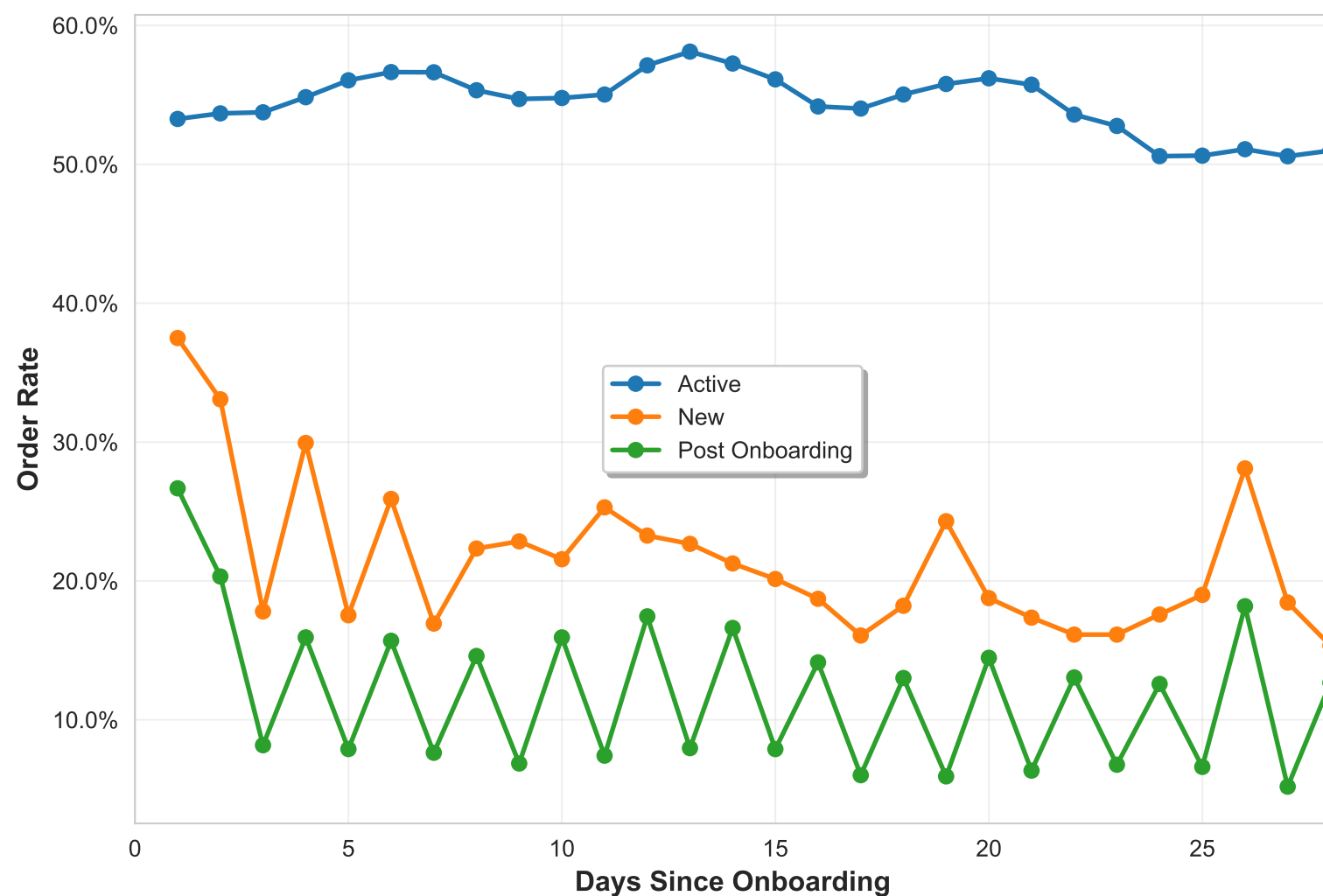
3. Unsubscribe Rate by Days Since Onboarding (* = Above Threshold)



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

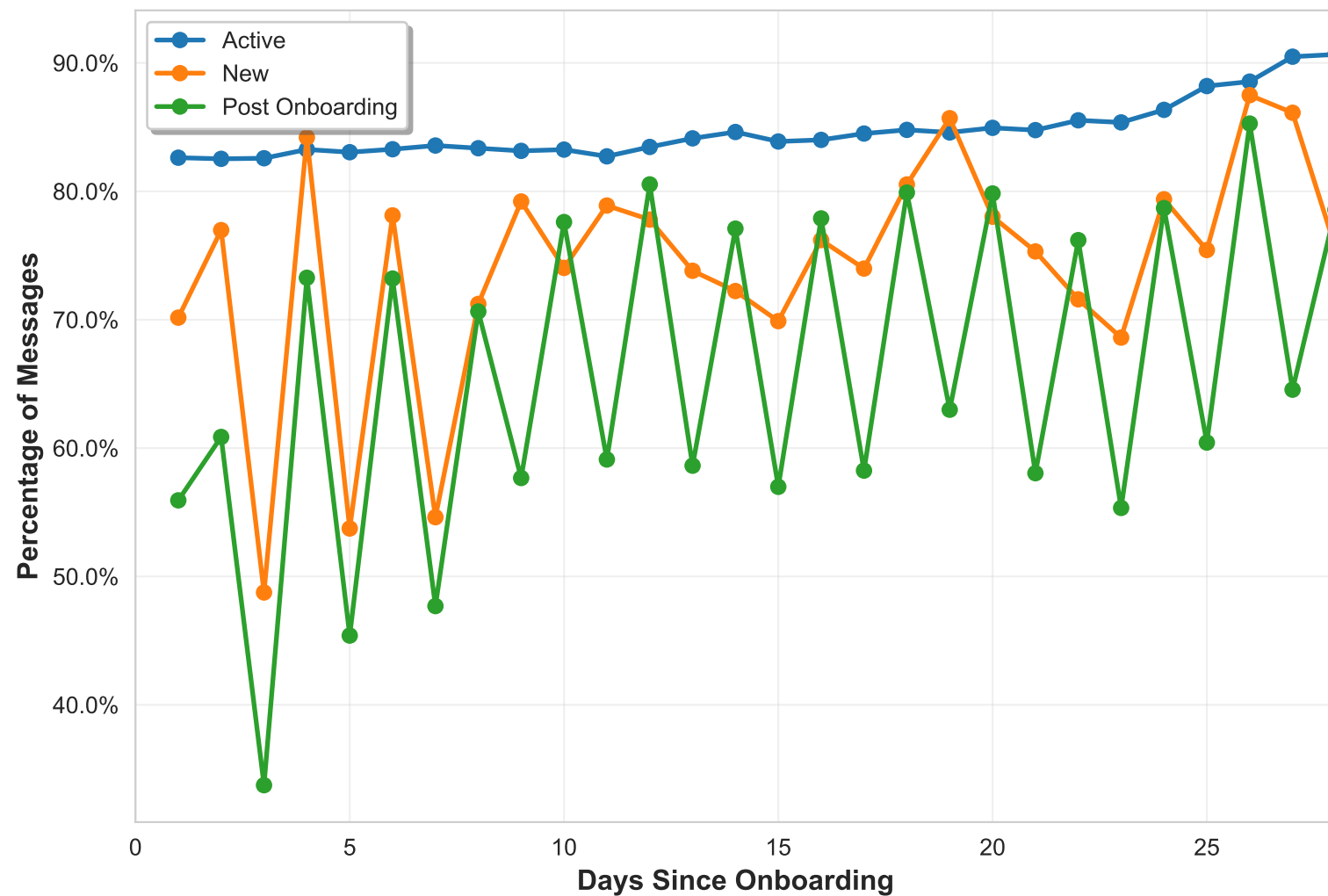


5. Order Rate by Days Since Onboarding

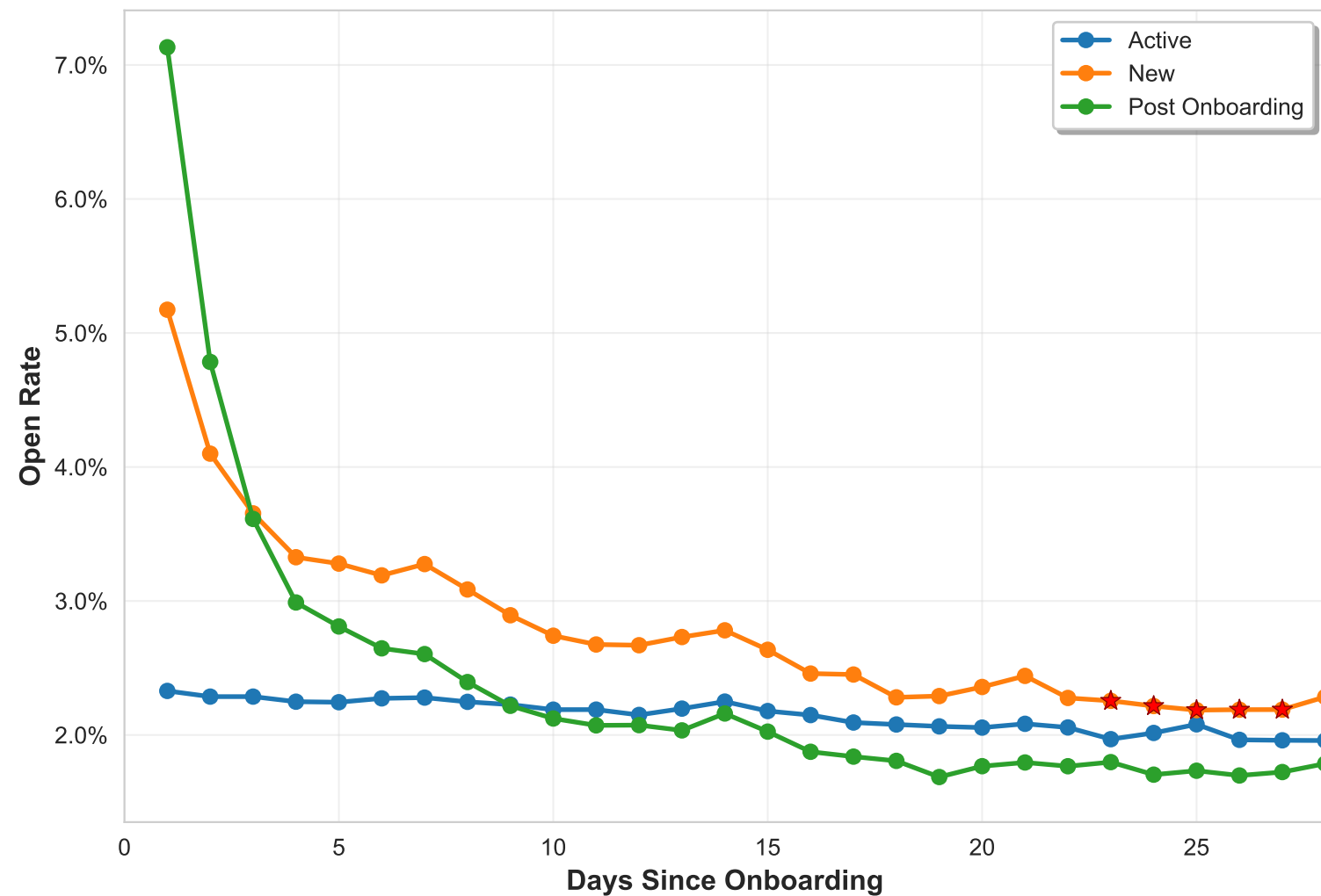


Is Fpn - Notification Metrics

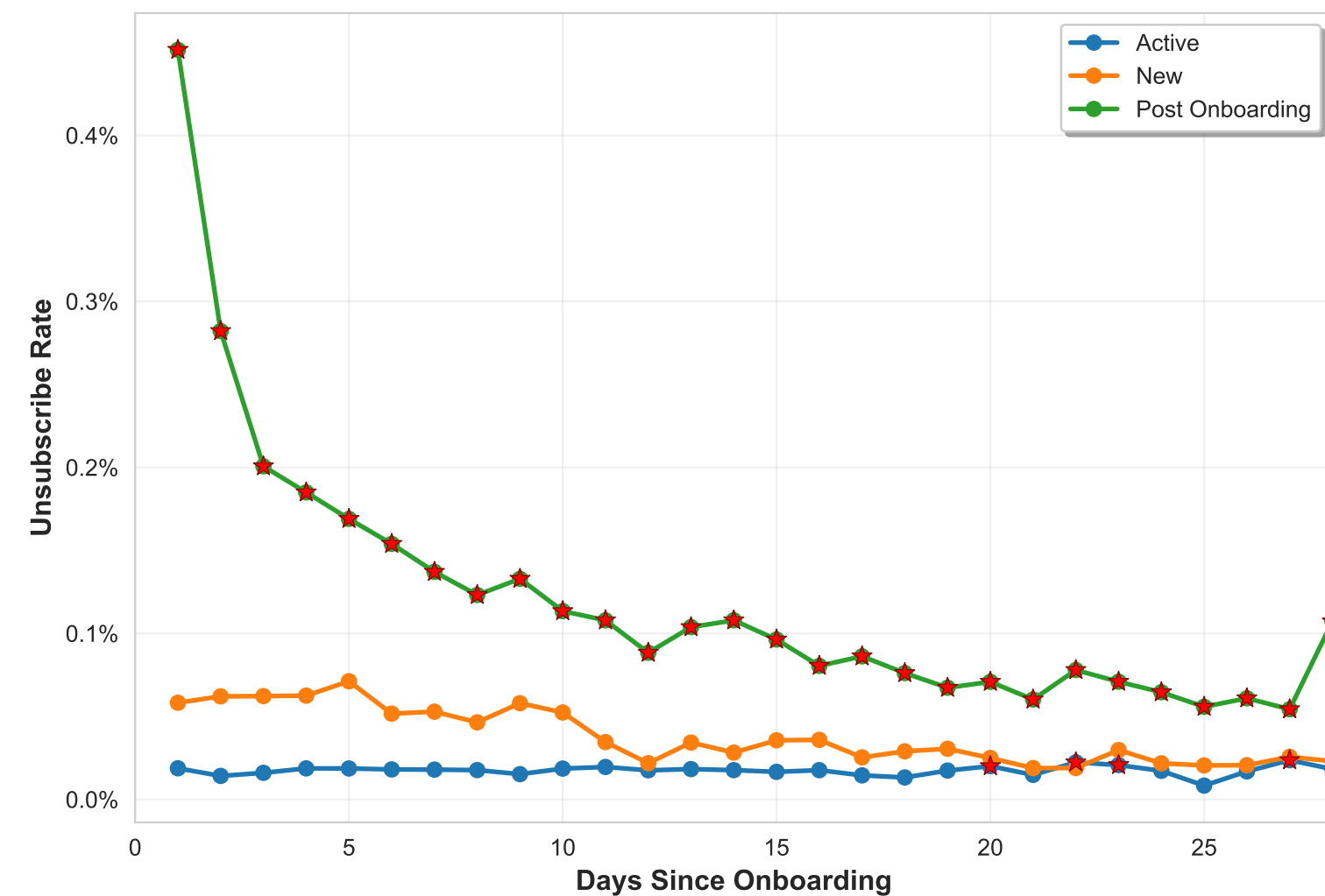
1. Percentage of Messages with Tag by Days Since Onboarding



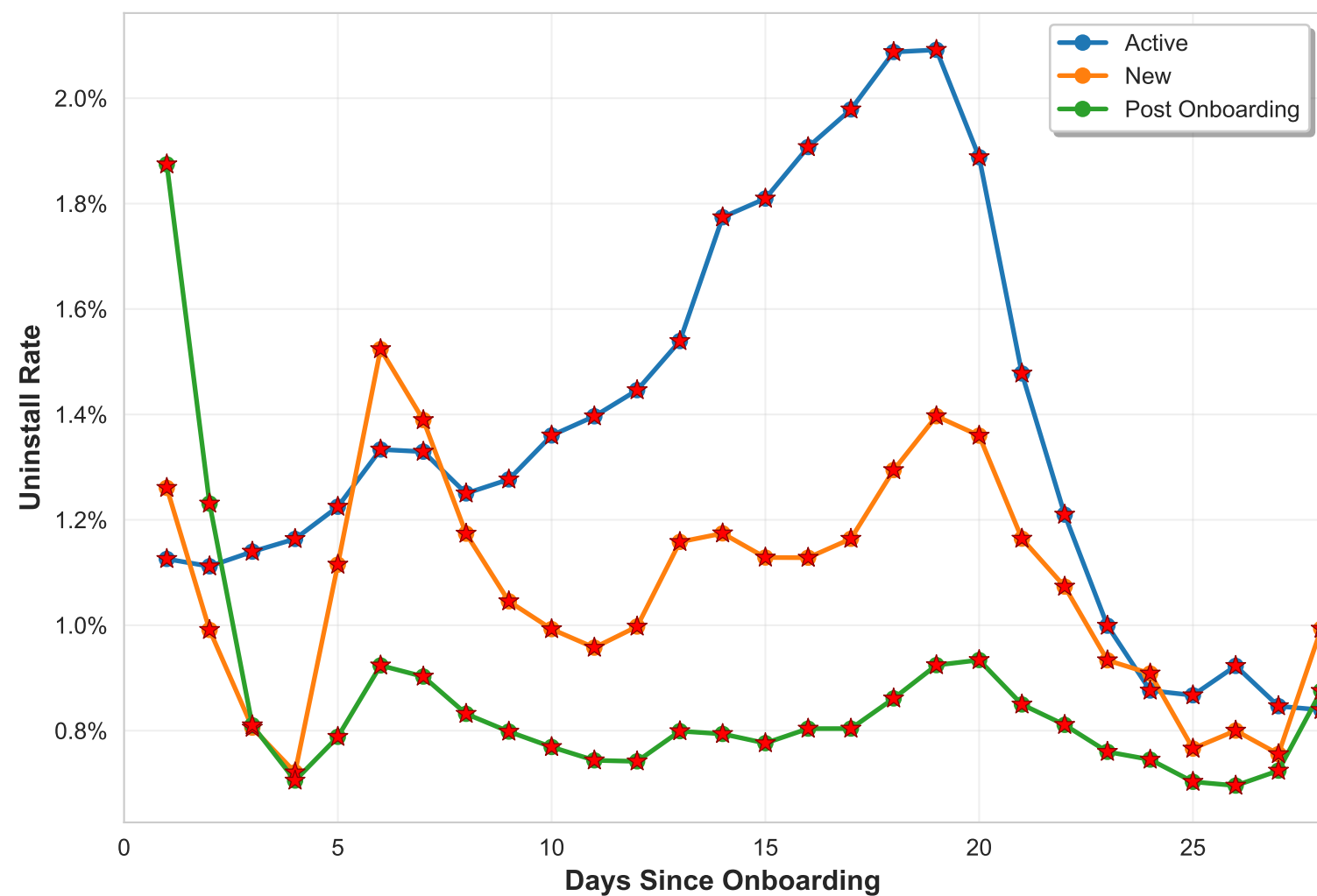
2. Open Rate by Days Since Onboarding (* = Below Threshold)



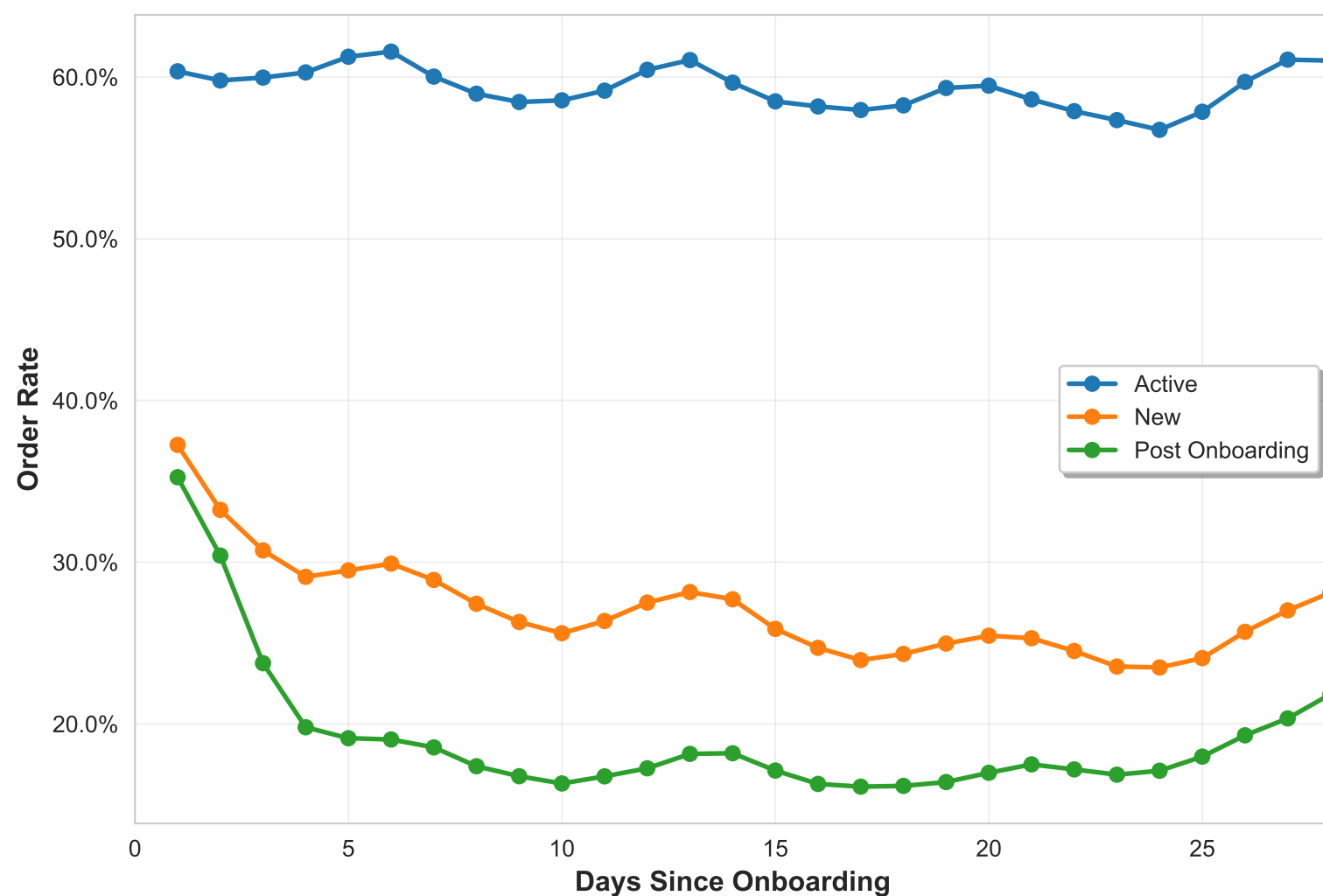
3. Unsubscribe Rate by Days Since Onboarding (* = Above Threshold)



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

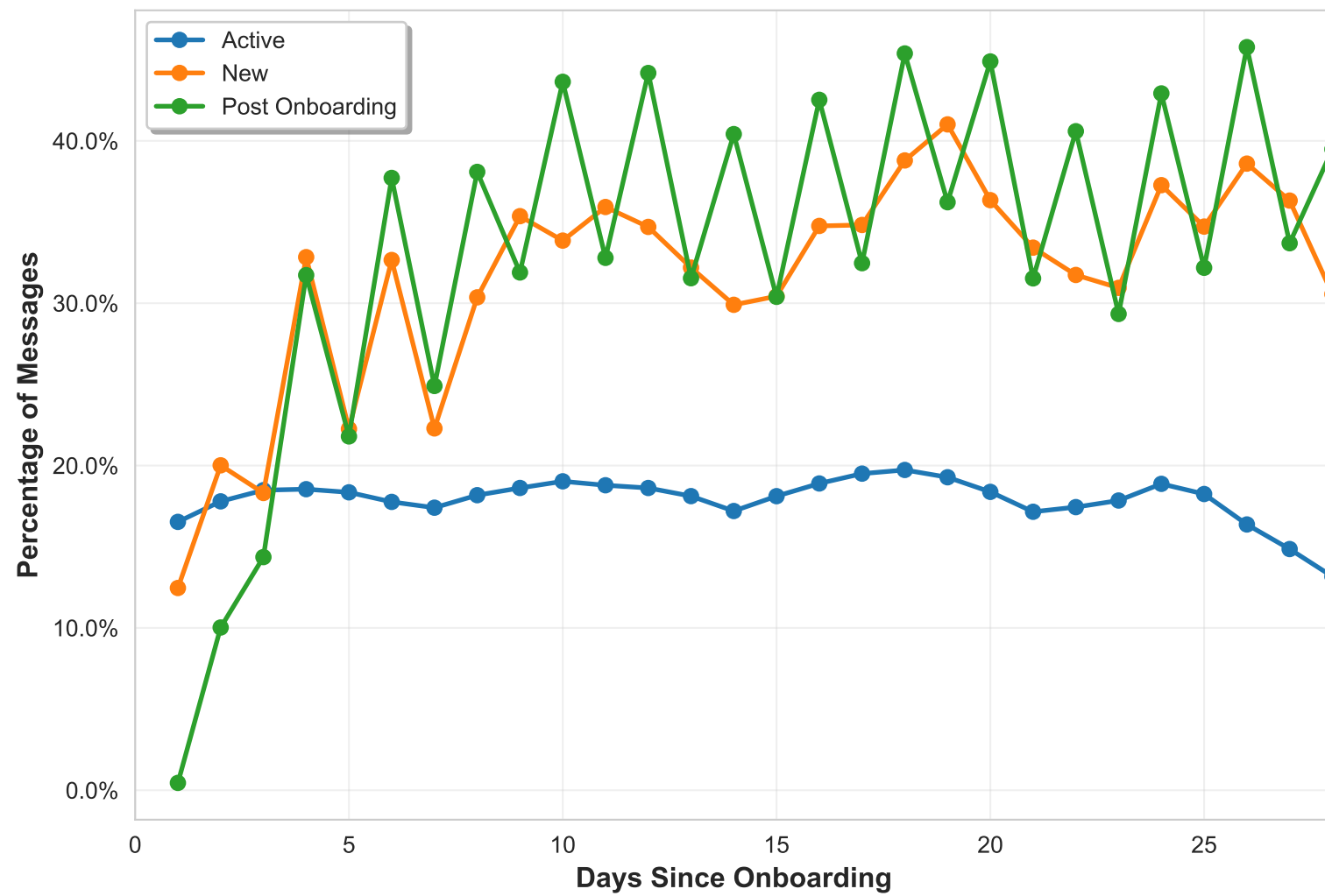


5. Order Rate by Days Since Onboarding

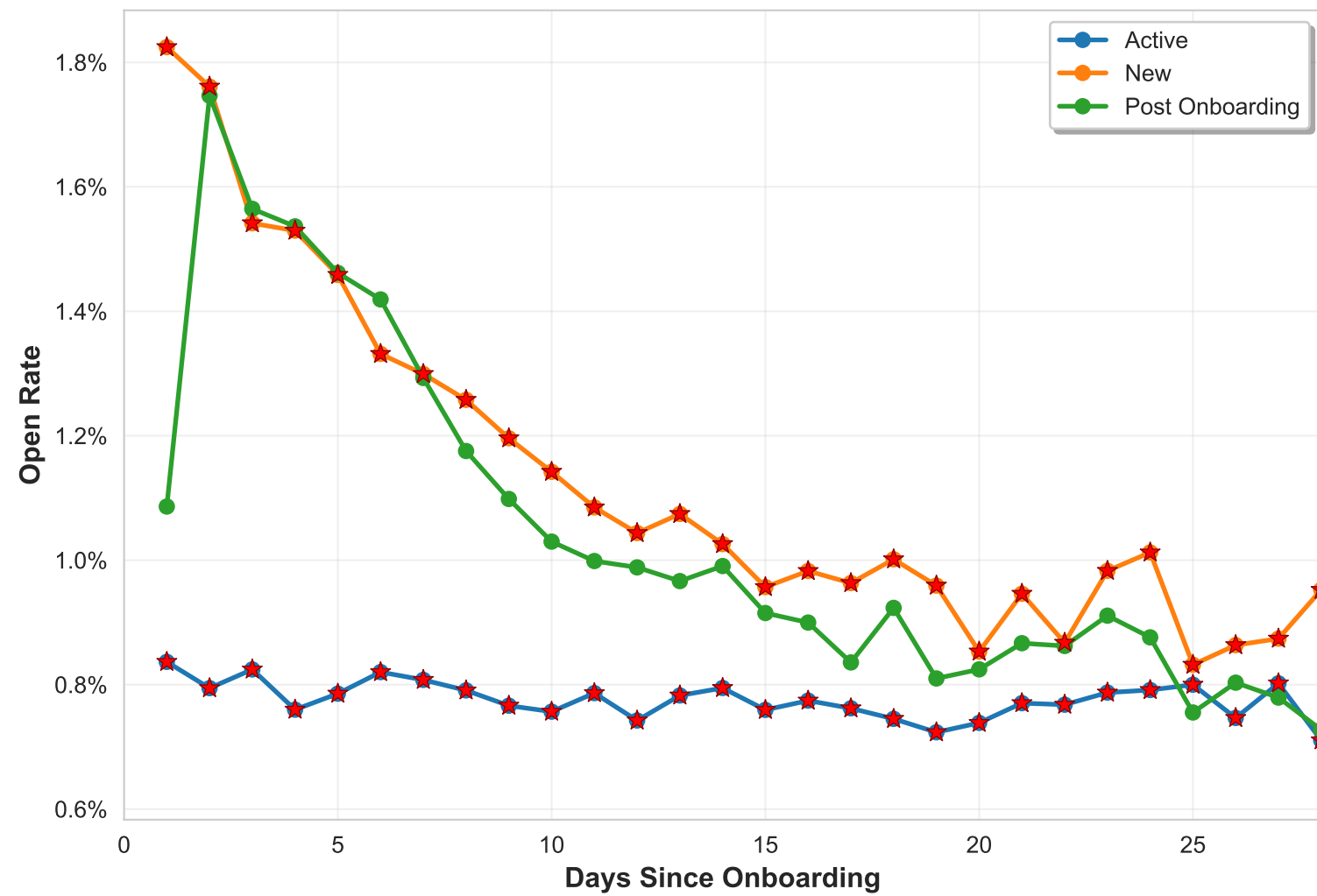


Is Recommendation - Notification Metrics

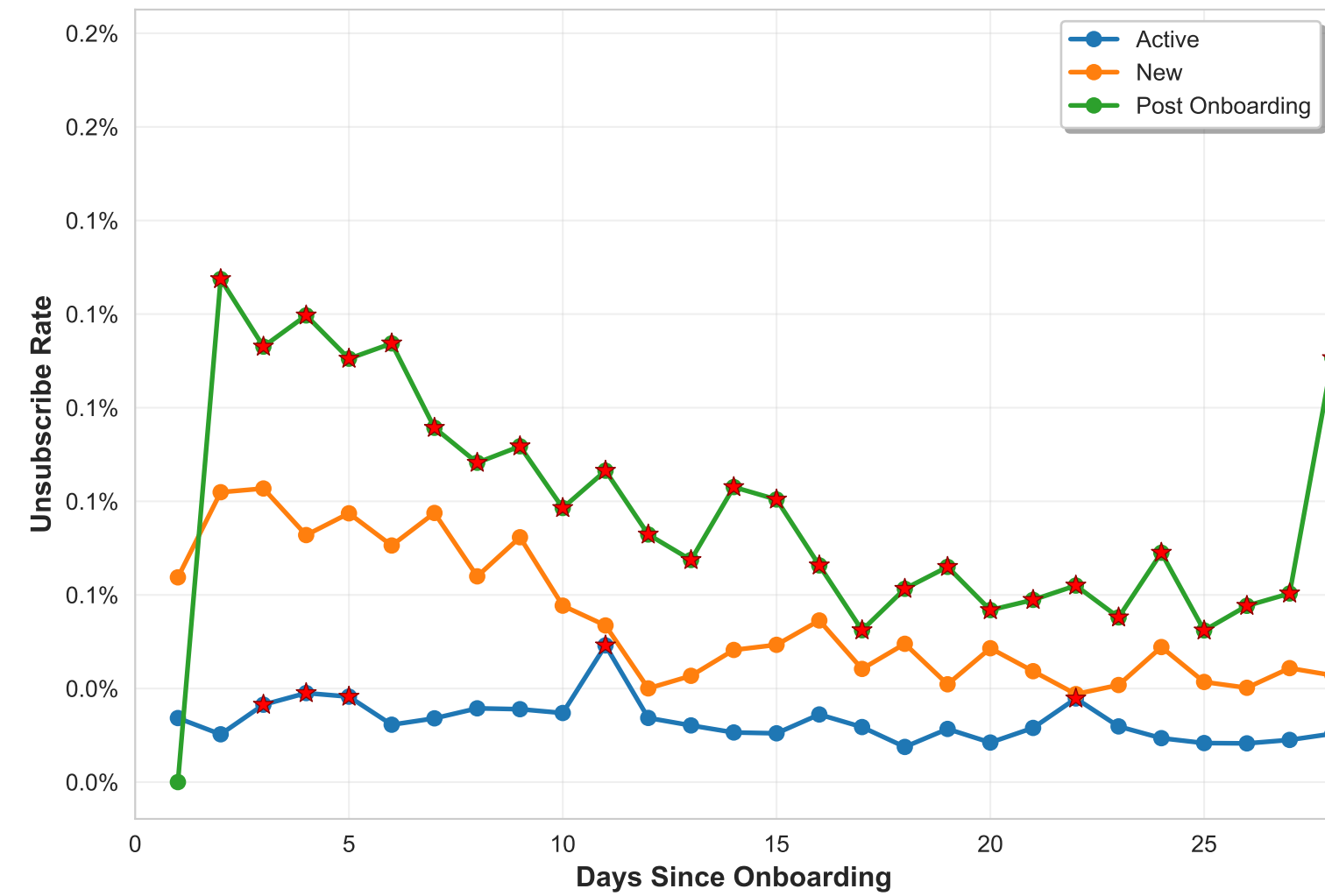
1. Percentage of Messages with Tag by Days Since Onboarding



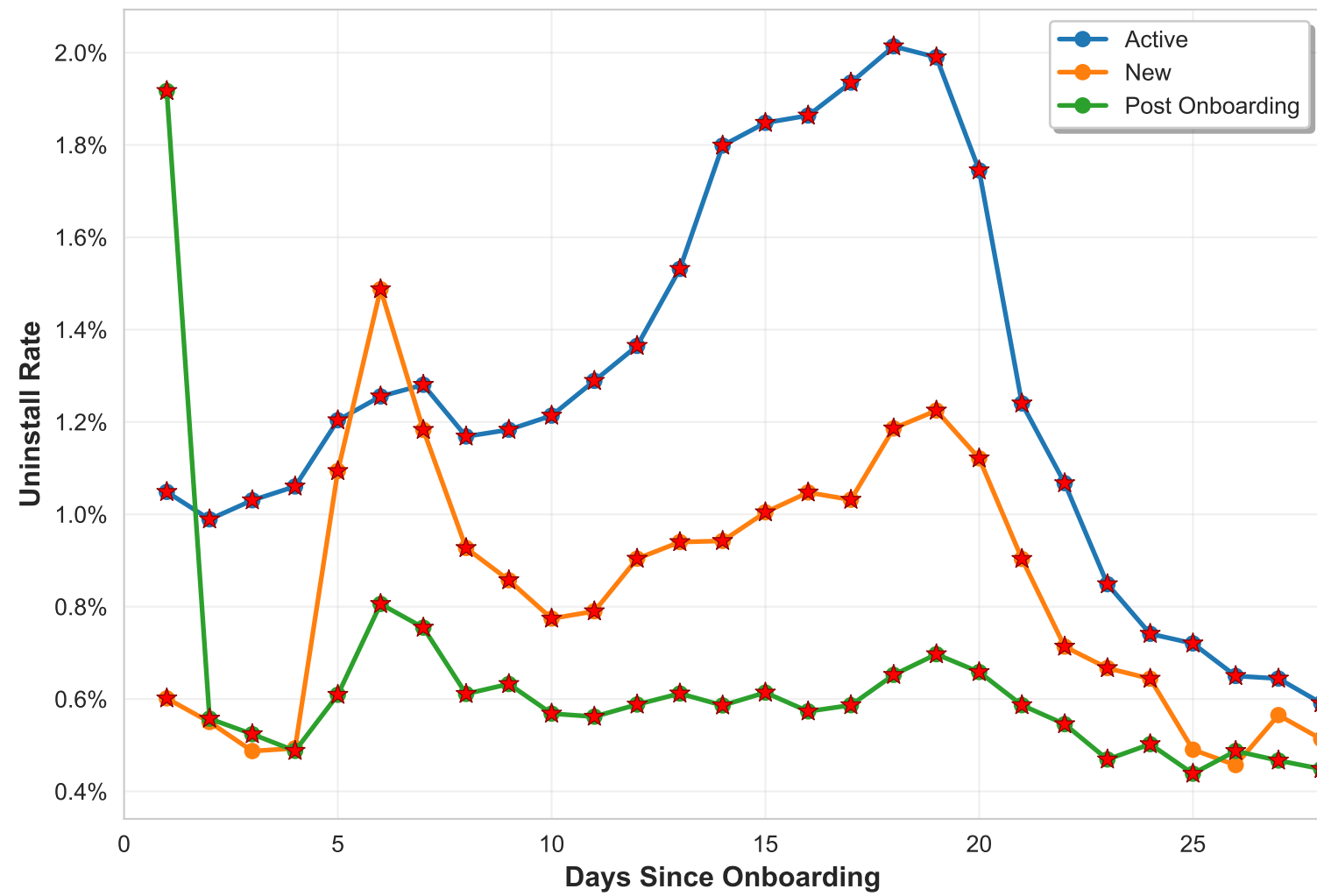
2. Open Rate by Days Since Onboarding (* = Below Threshold)



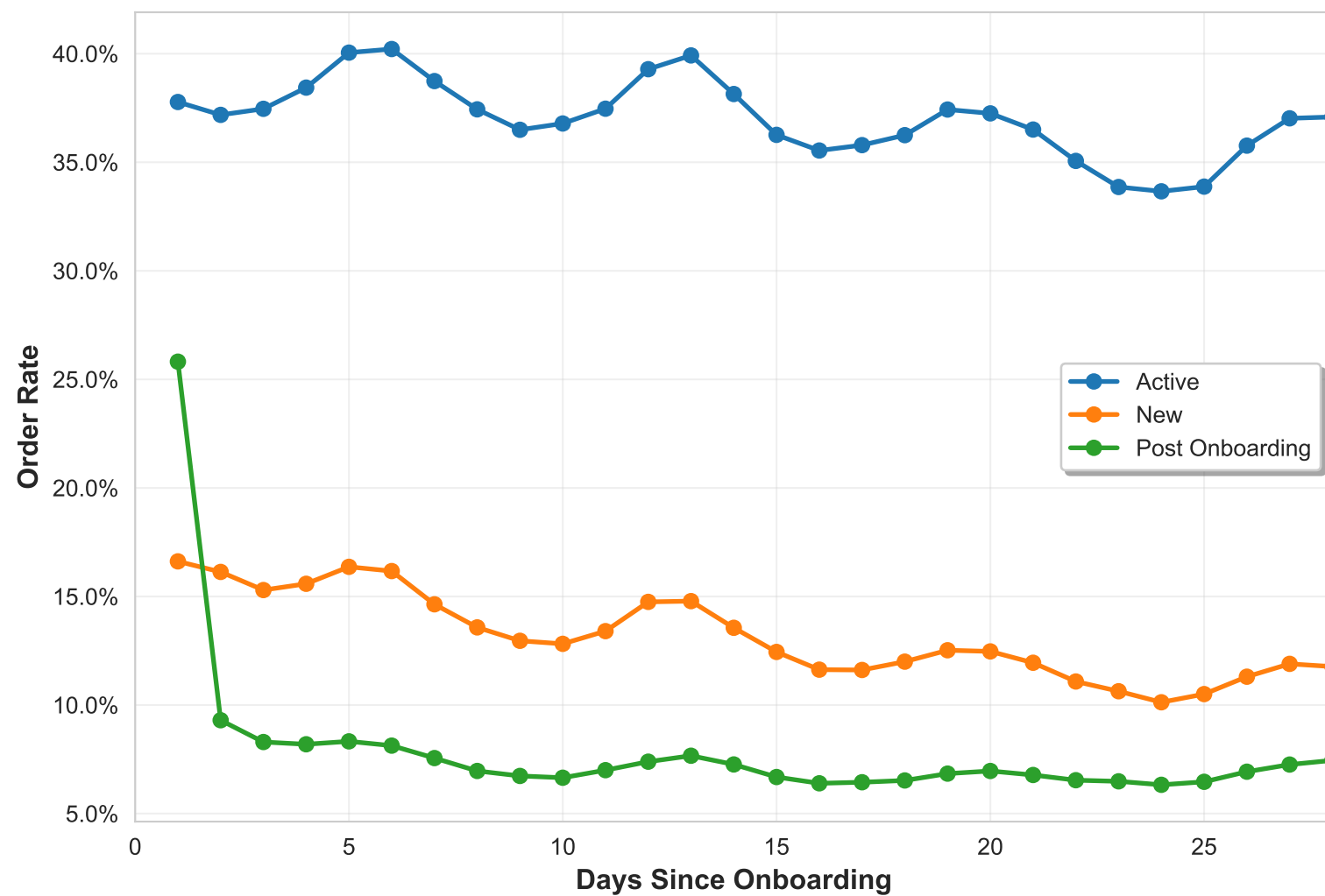
3. Unsubscribe Rate by Days Since Onboarding (* = Above Threshold)



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

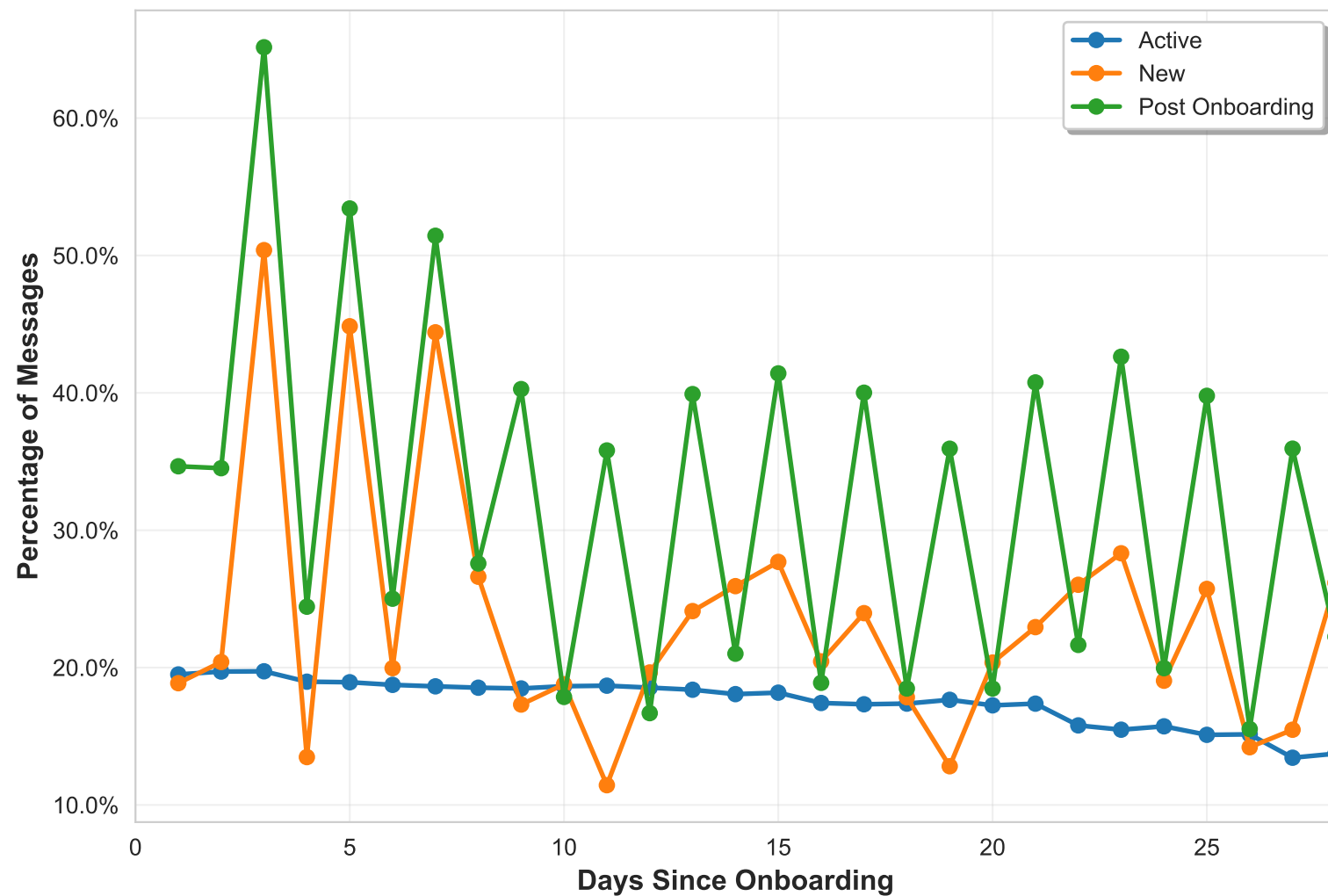


5. Order Rate by Days Since Onboarding

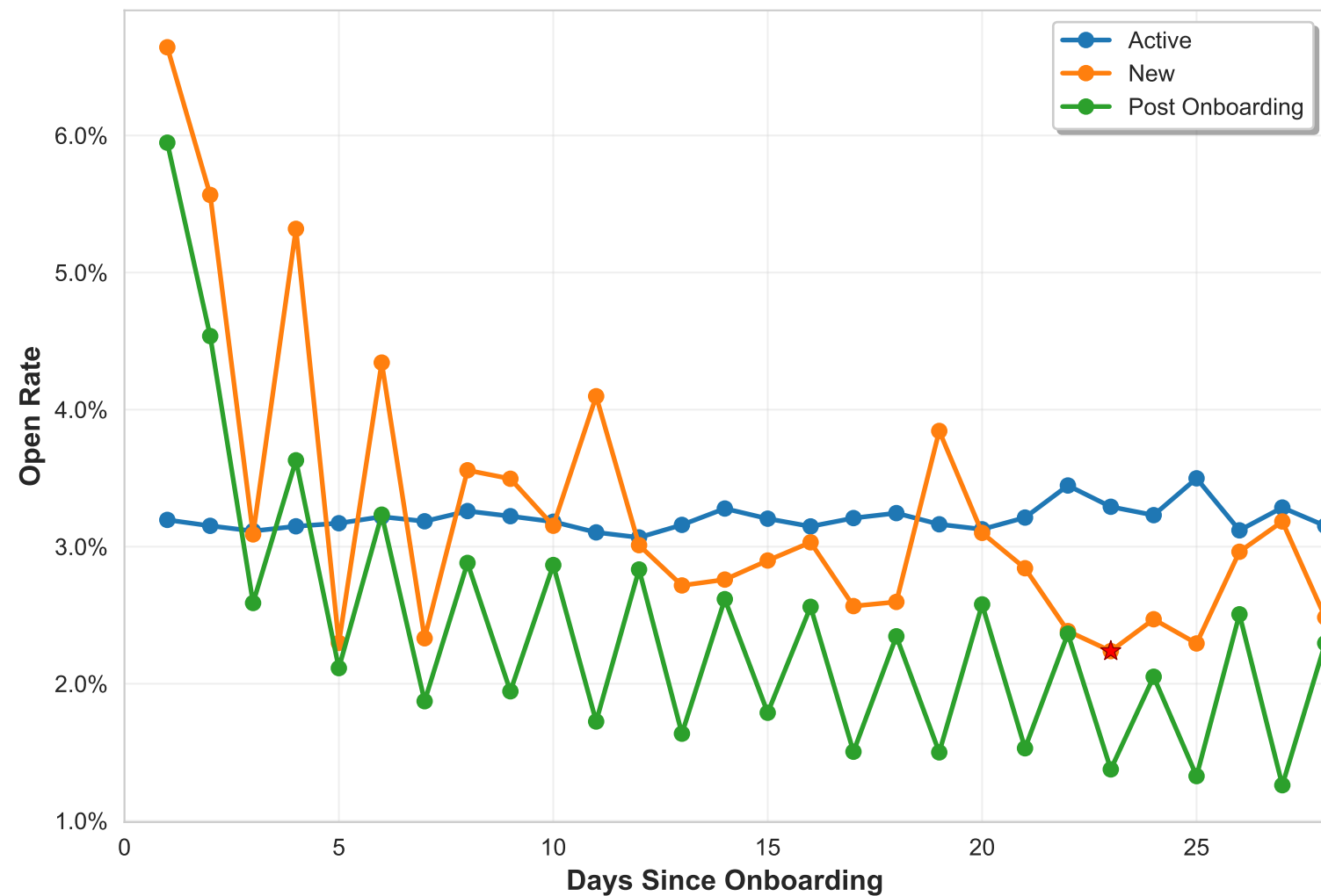


Is Doordash Offer - Notification Metrics

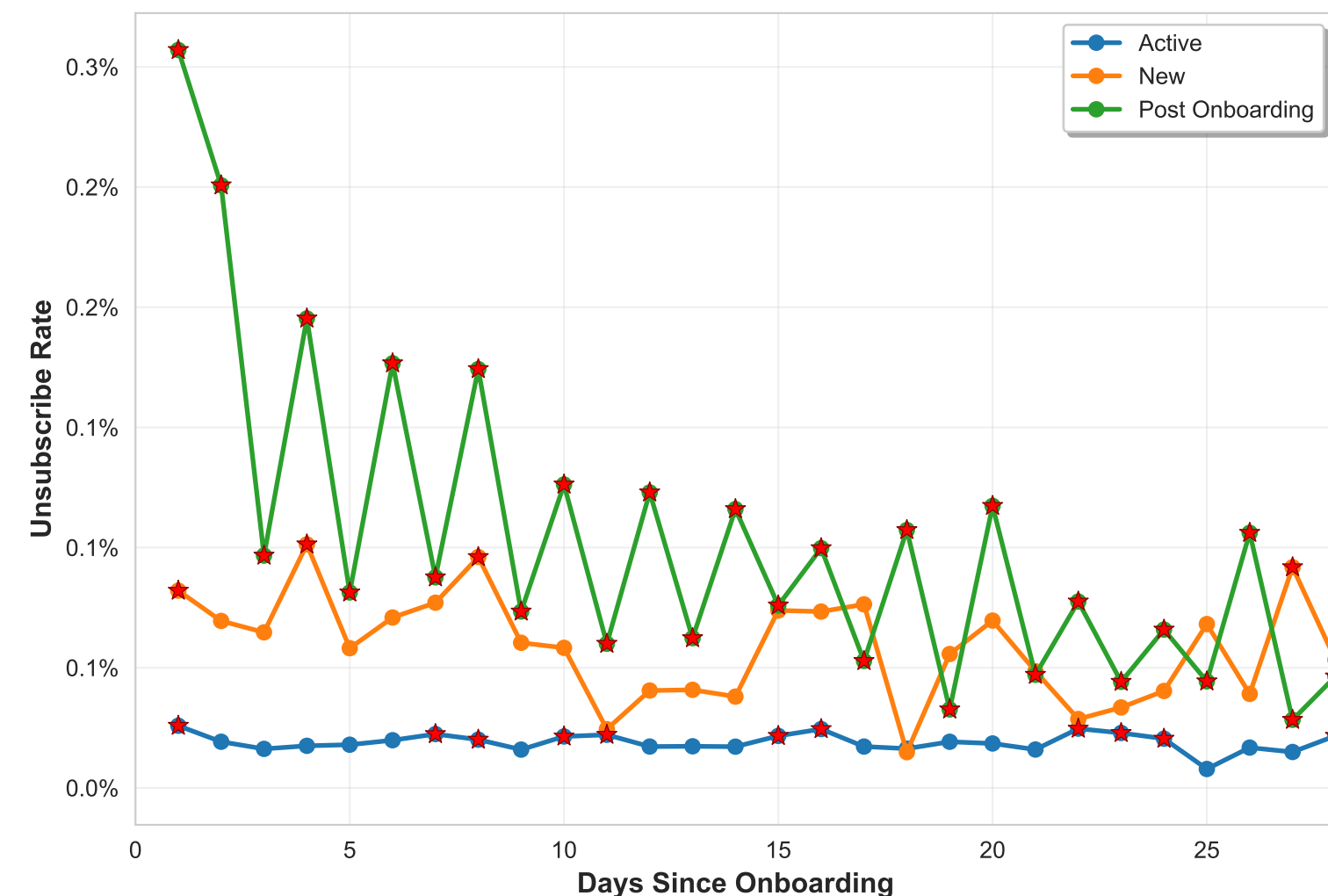
1. Percentage of Messages with Tag by Days Since Onboarding



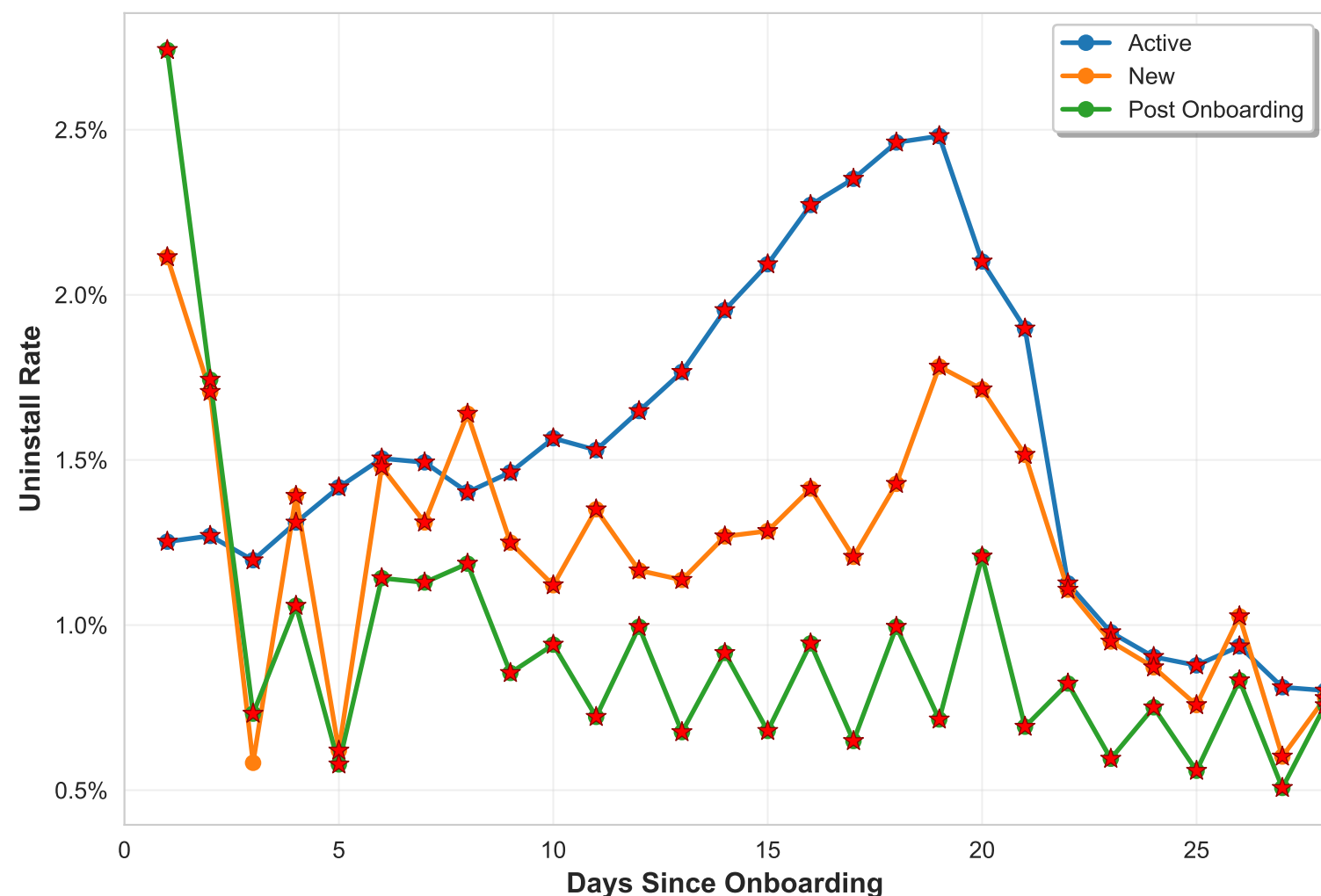
2. Open Rate by Days Since Onboarding (* = Below Threshold)



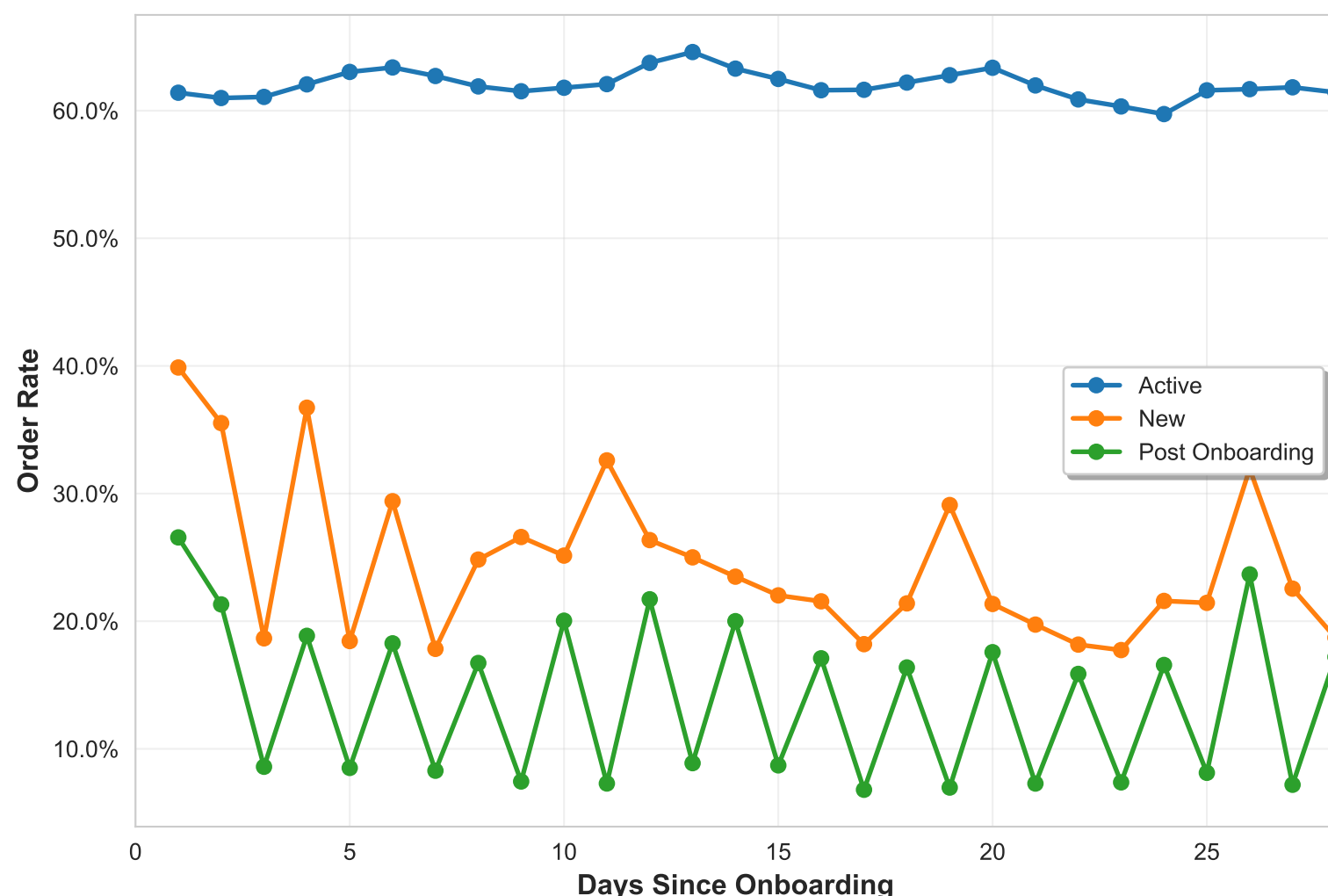
3. Unsubscribe Rate by Days Since Onboarding (* = Above Threshold)



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

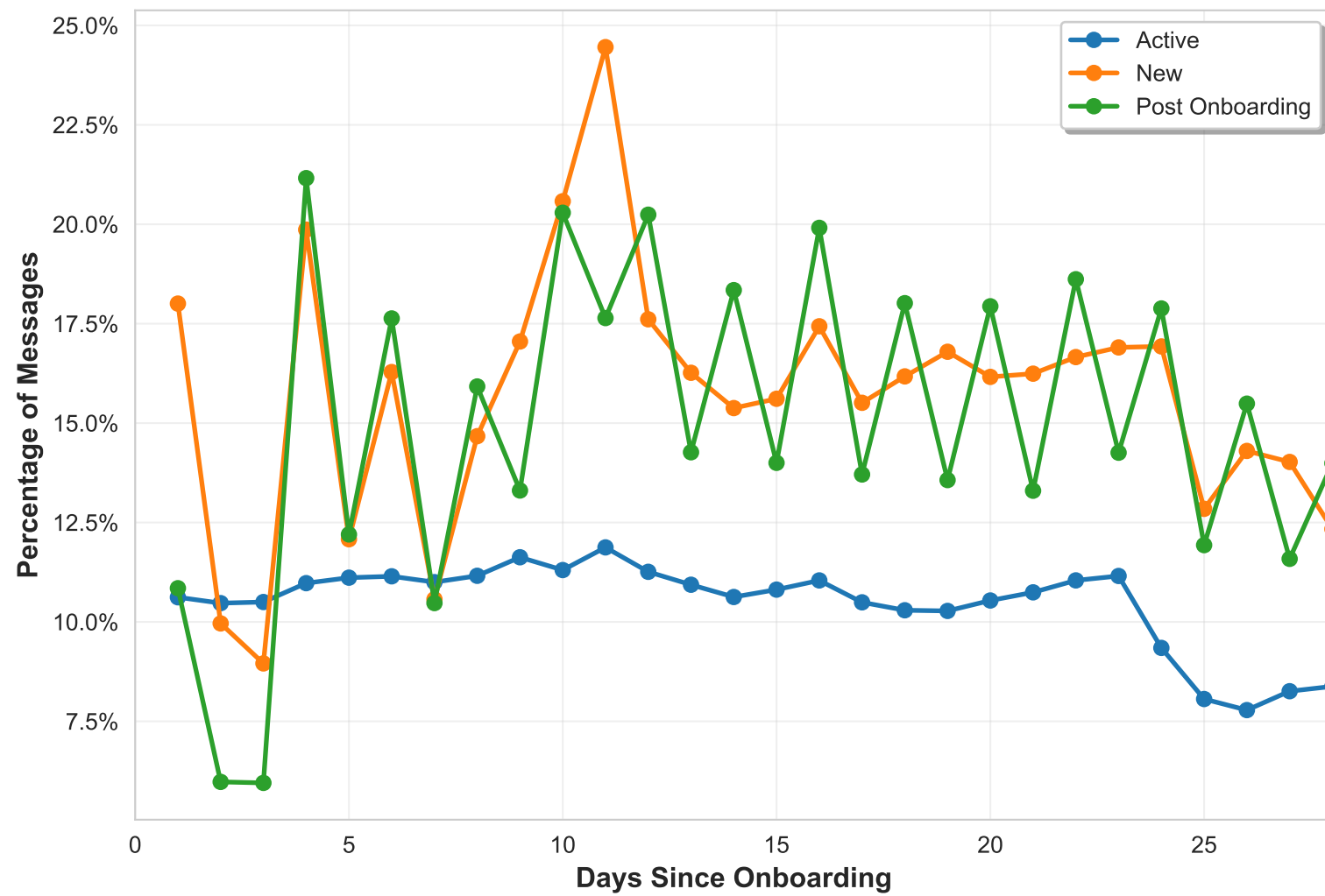


5. Order Rate by Days Since Onboarding

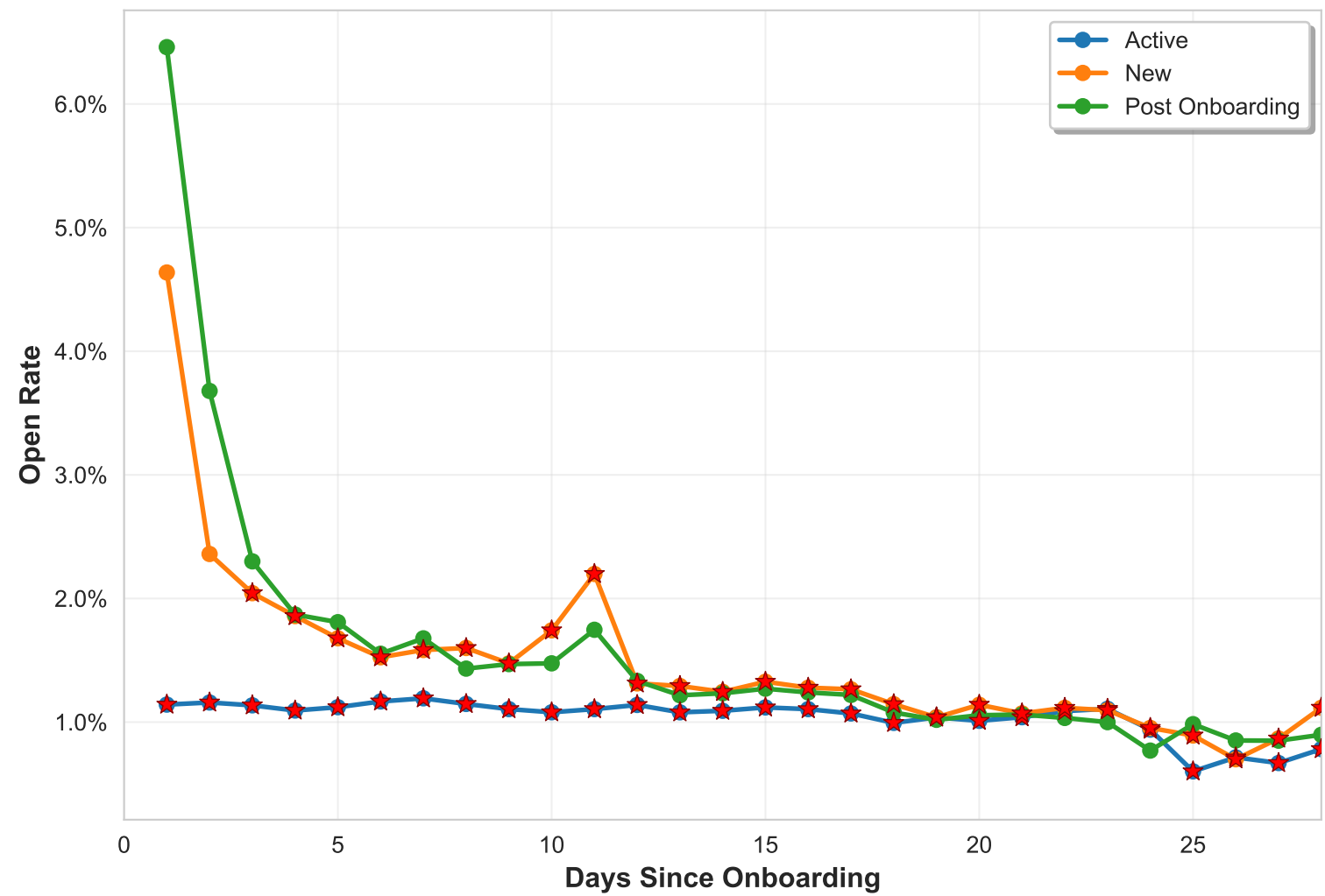


Is Store Offer - Notification Metrics

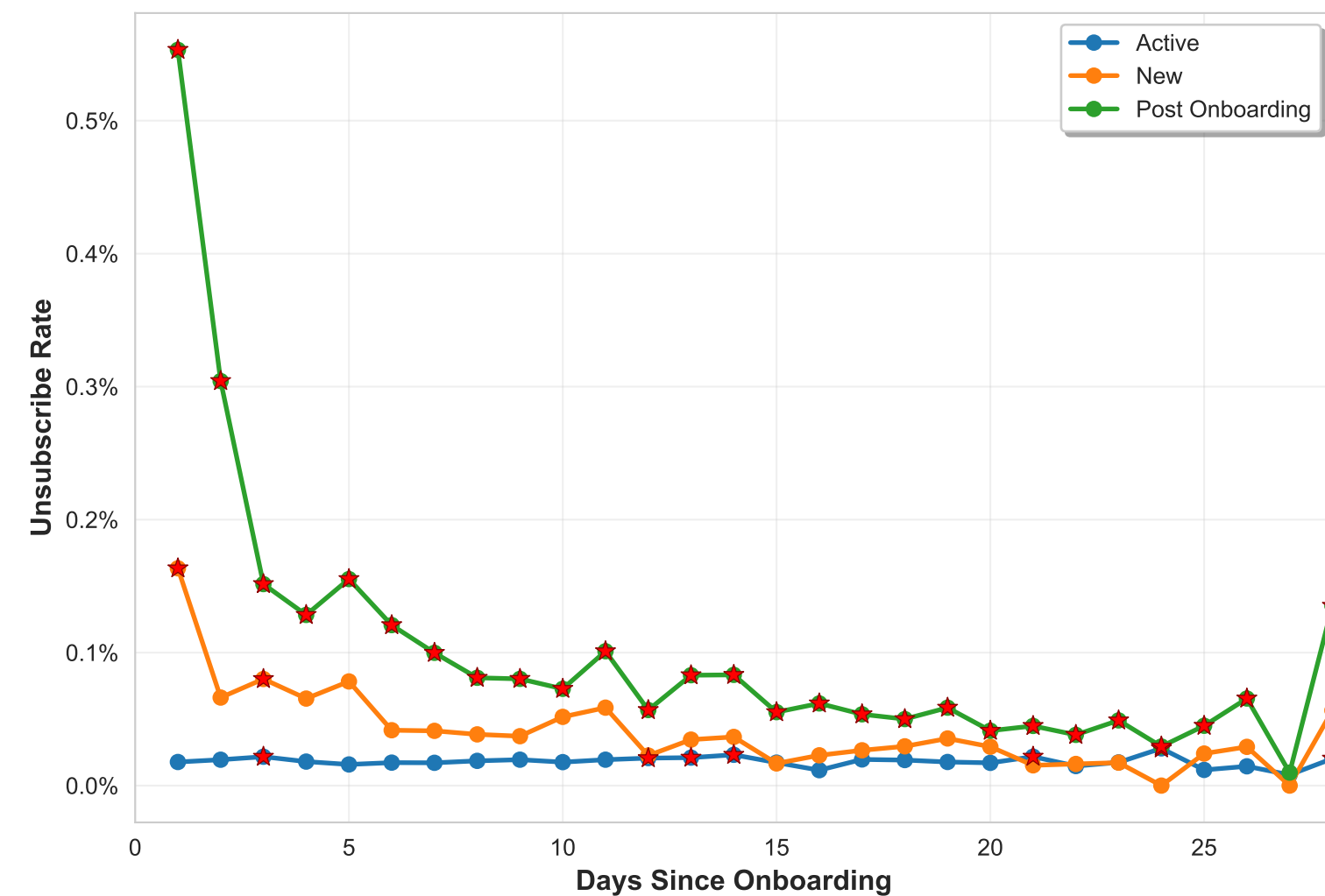
1. Percentage of Messages with Tag by Days Since Onboarding



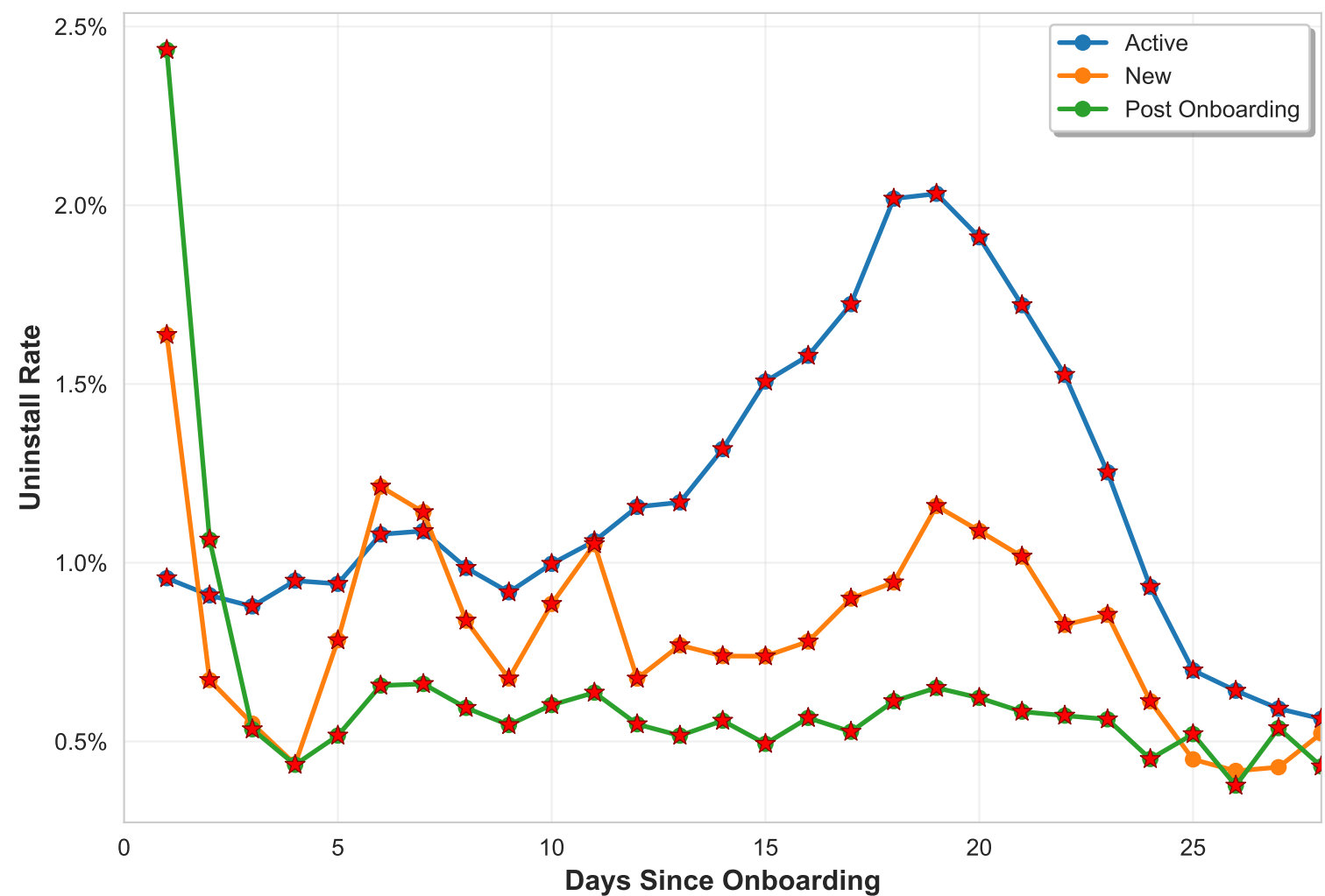
2. Open Rate by Days Since Onboarding (* = Below Threshold)



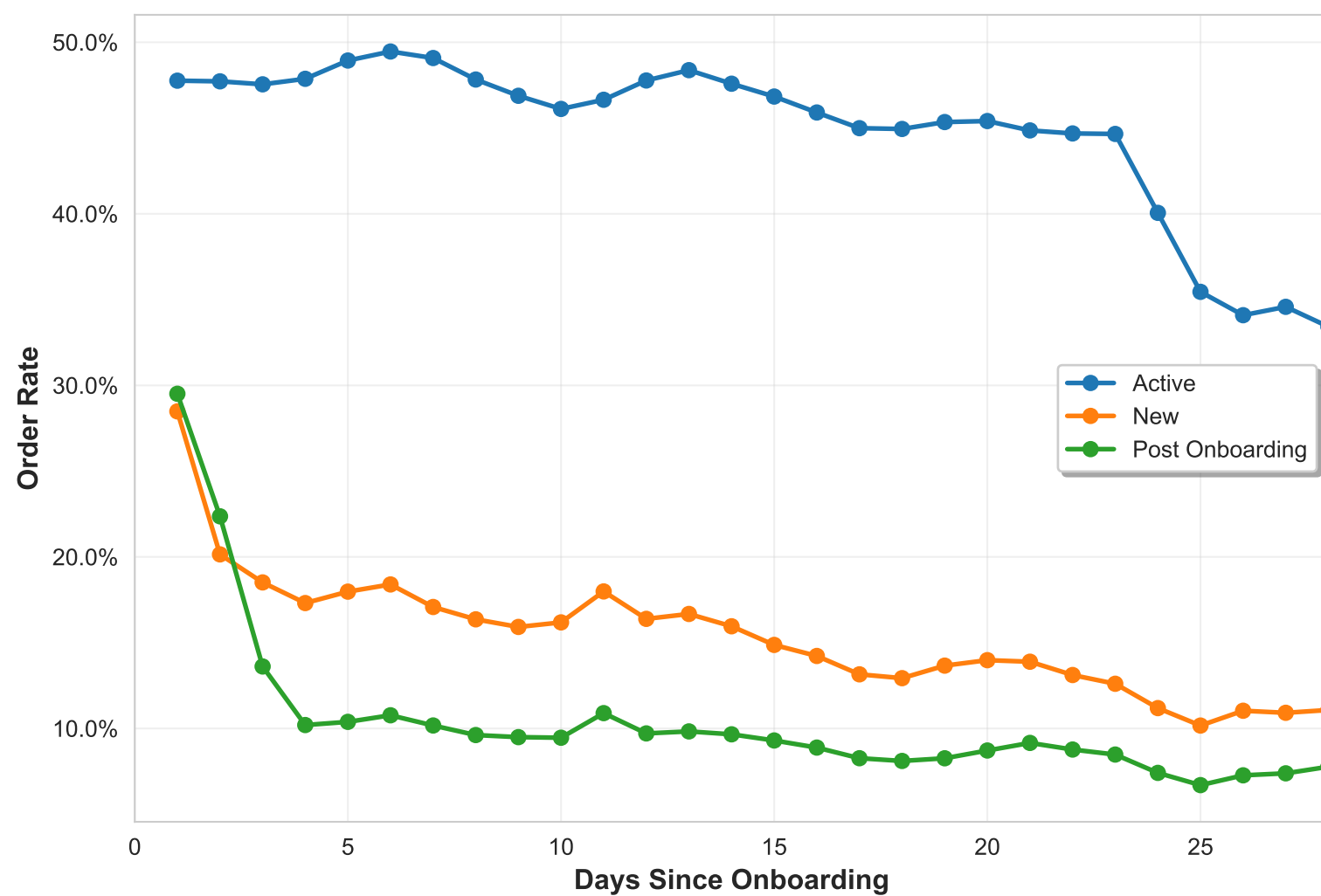
3. Unsubscribe Rate by Days Since Onboarding (* = Above Threshold)



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

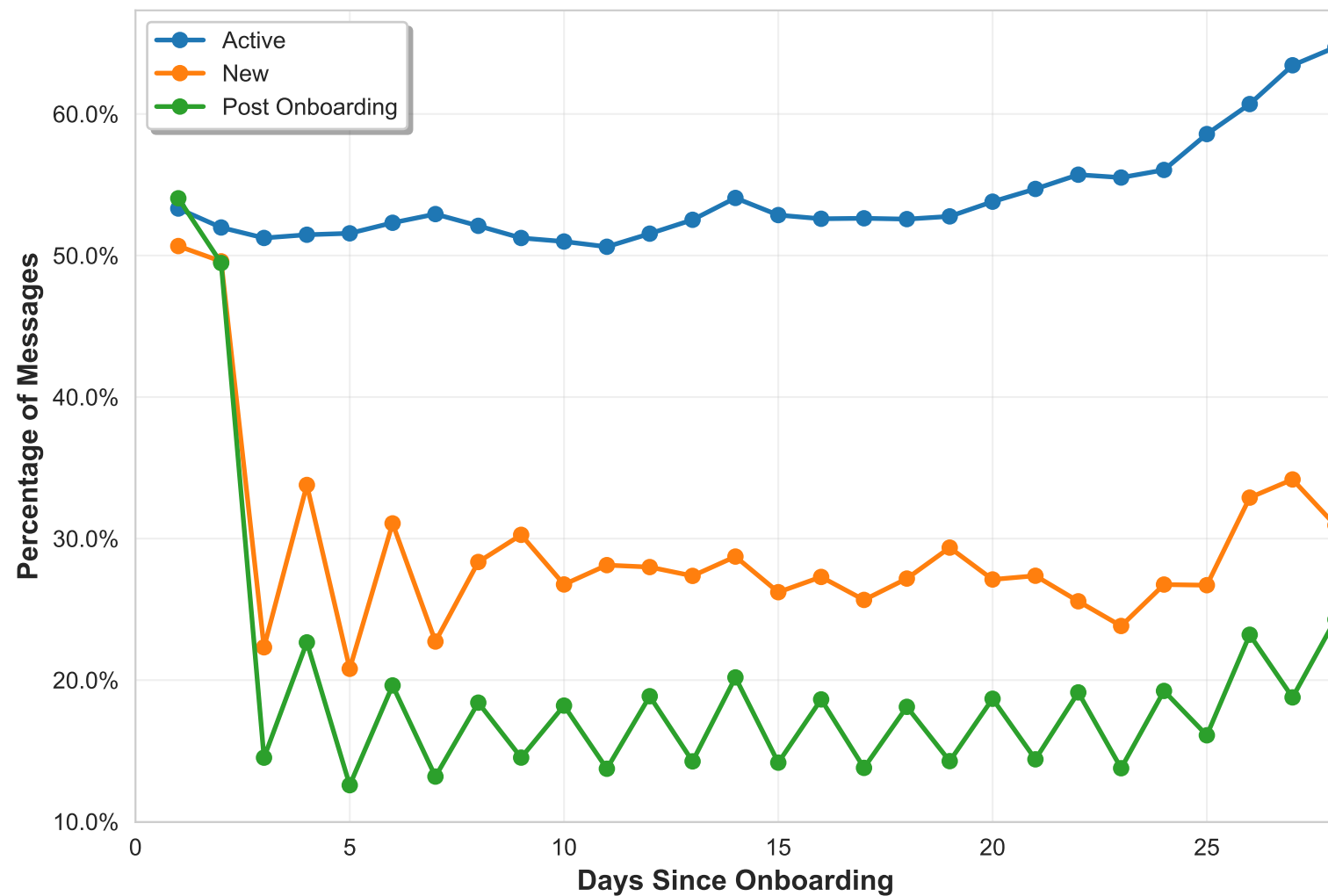


5. Order Rate by Days Since Onboarding

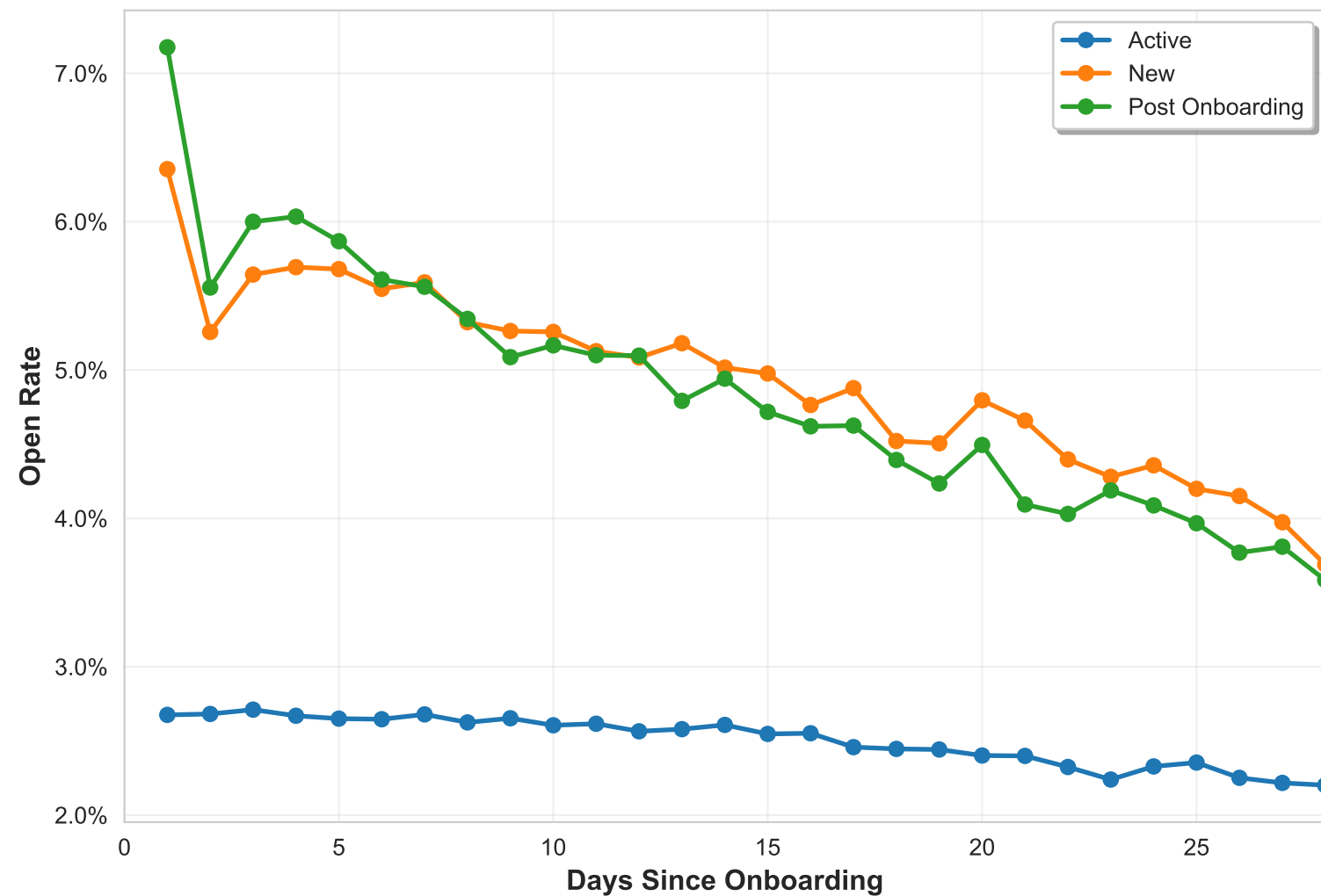


Is Reminder - Notification Metrics

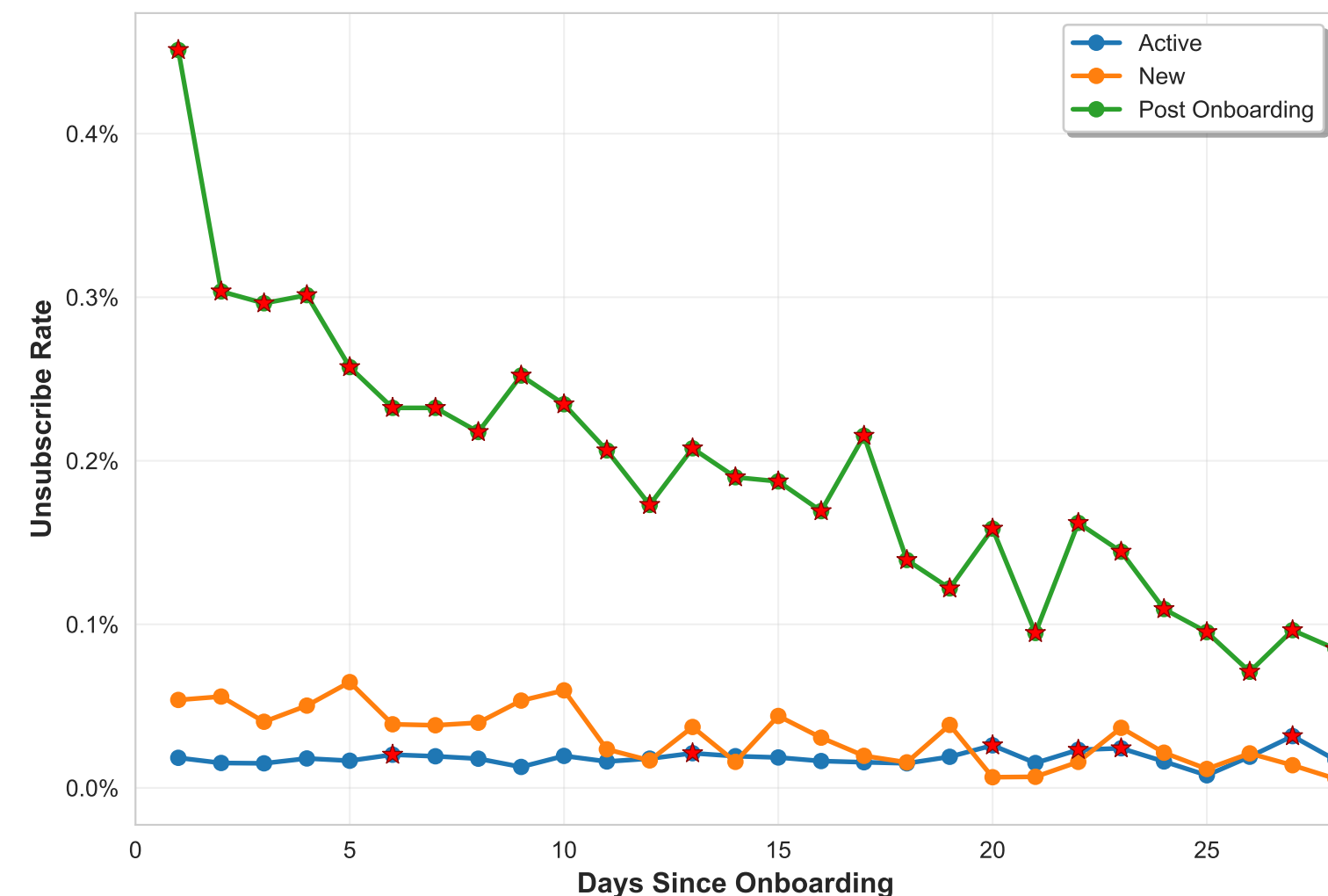
1. Percentage of Messages with Tag by Days Since Onboarding



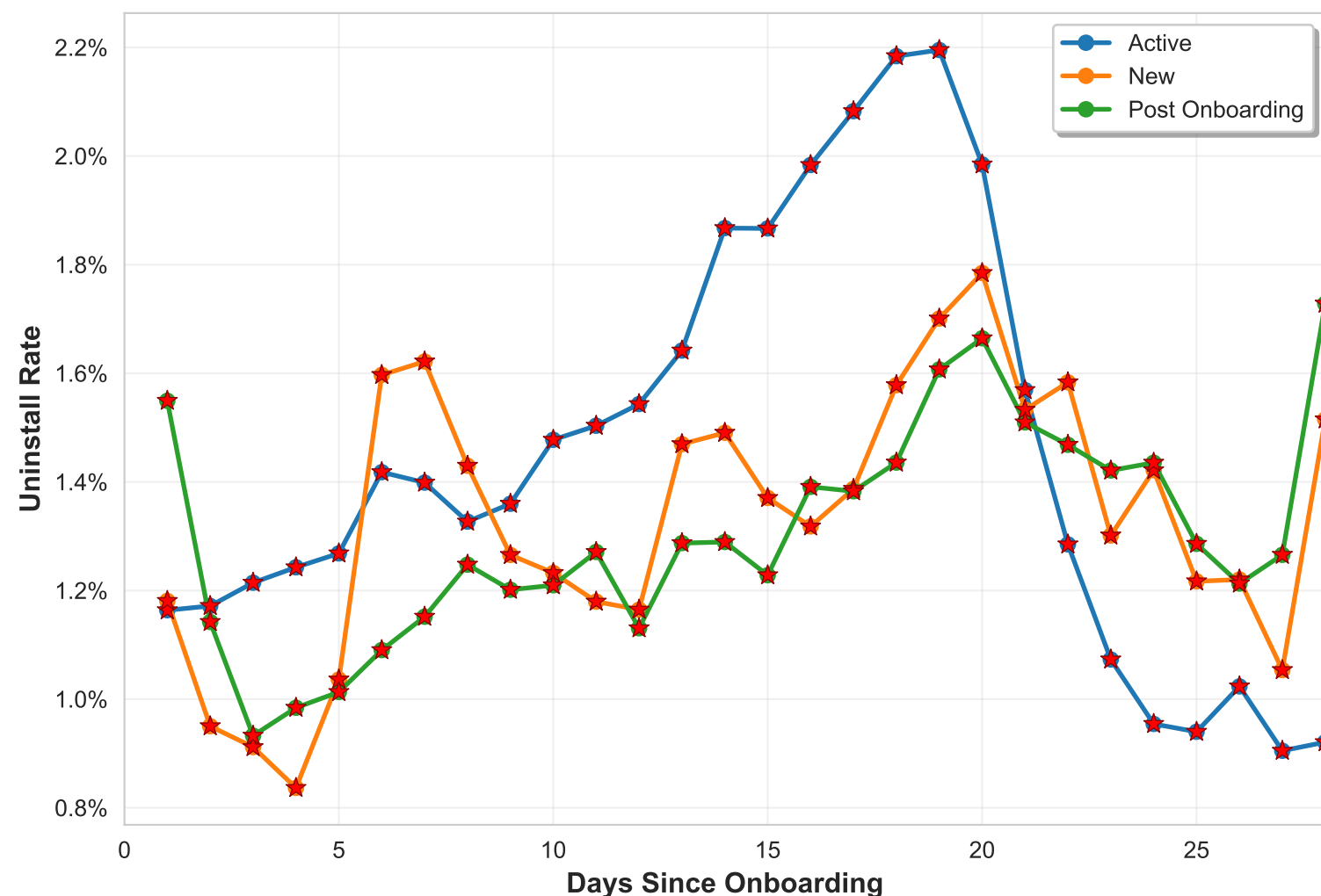
2. Open Rate by Days Since Onboarding (* = Below Threshold)



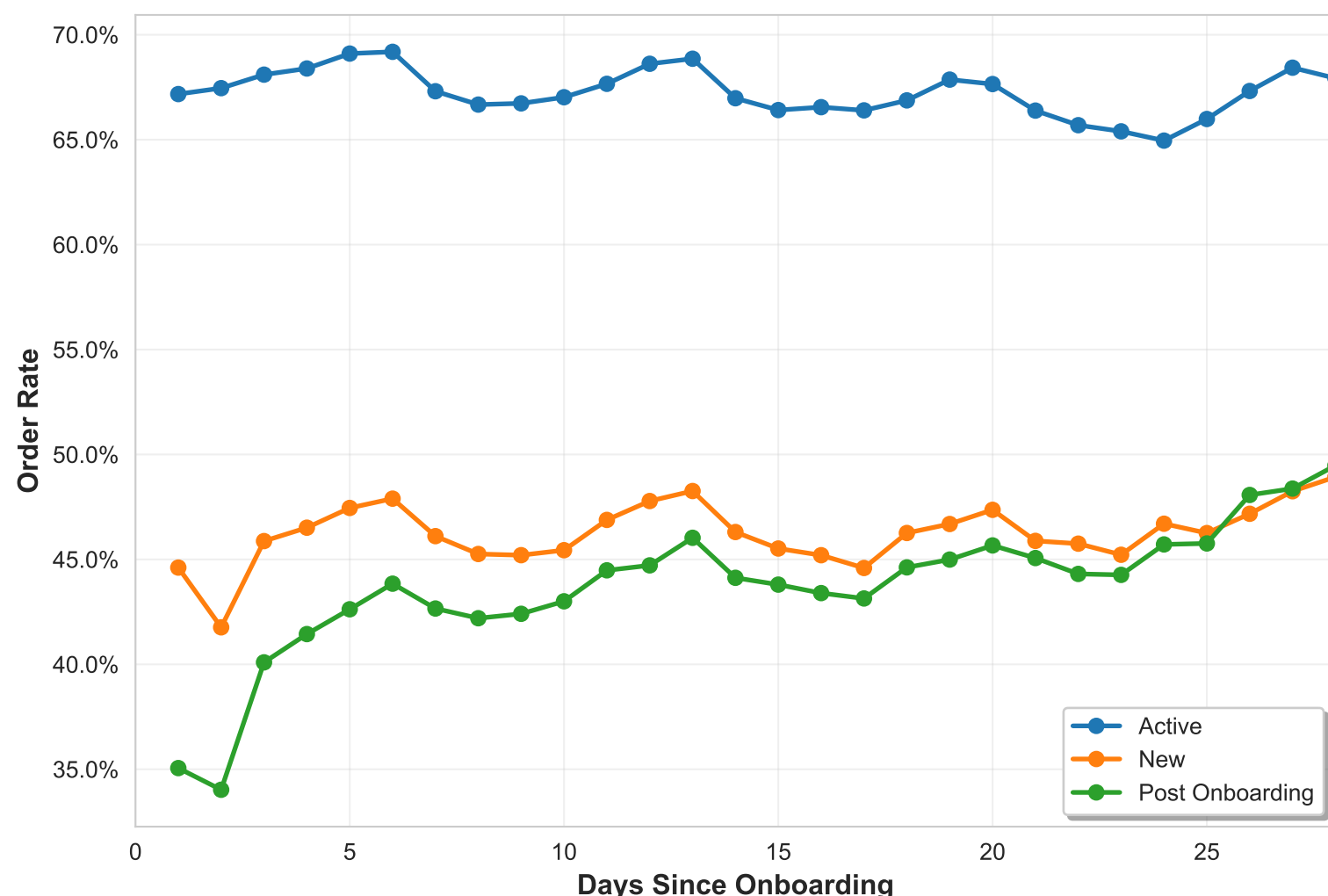
3. Unsubscribe Rate by Days Since Onboarding (* = Above Threshold)



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

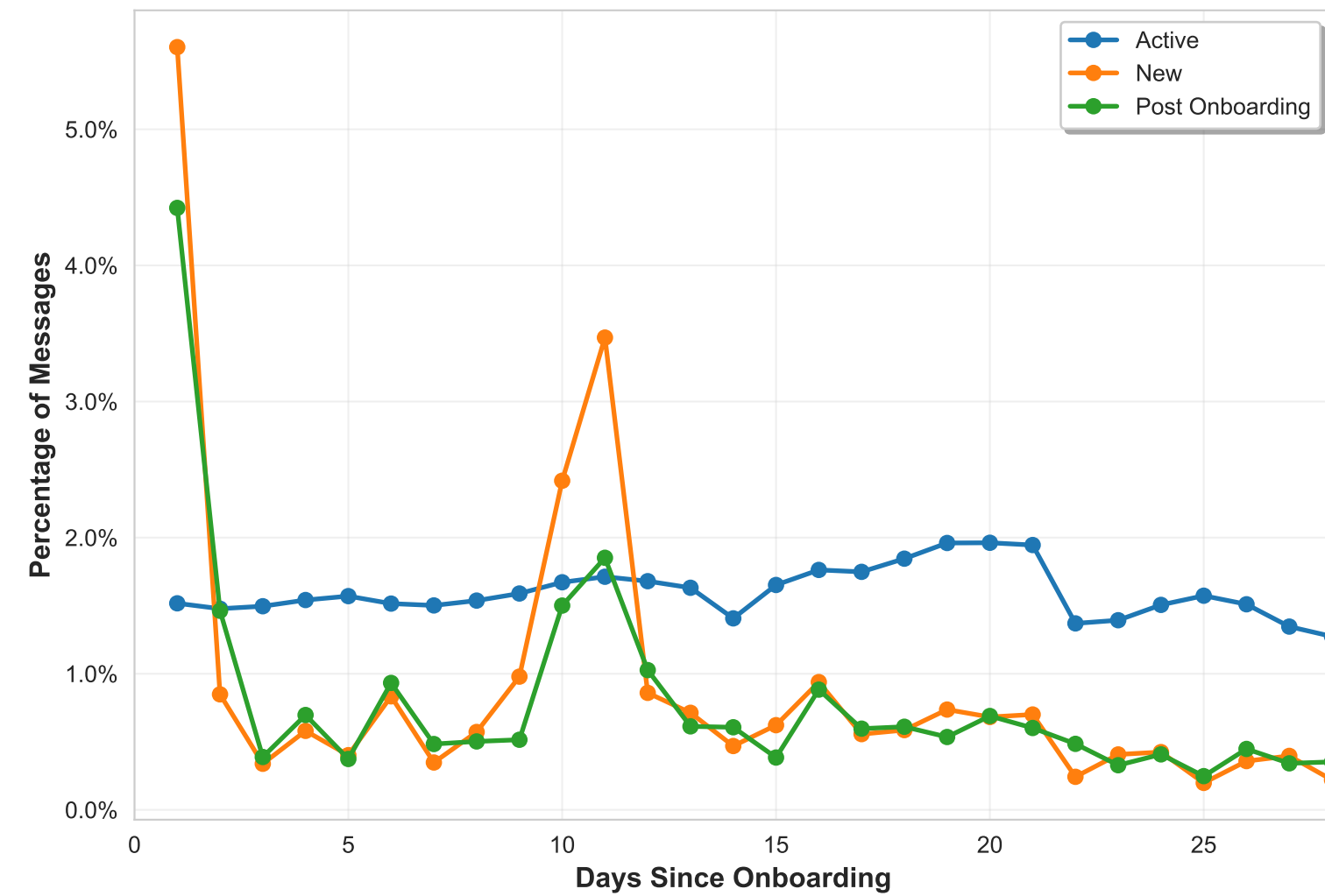


5. Order Rate by Days Since Onboarding

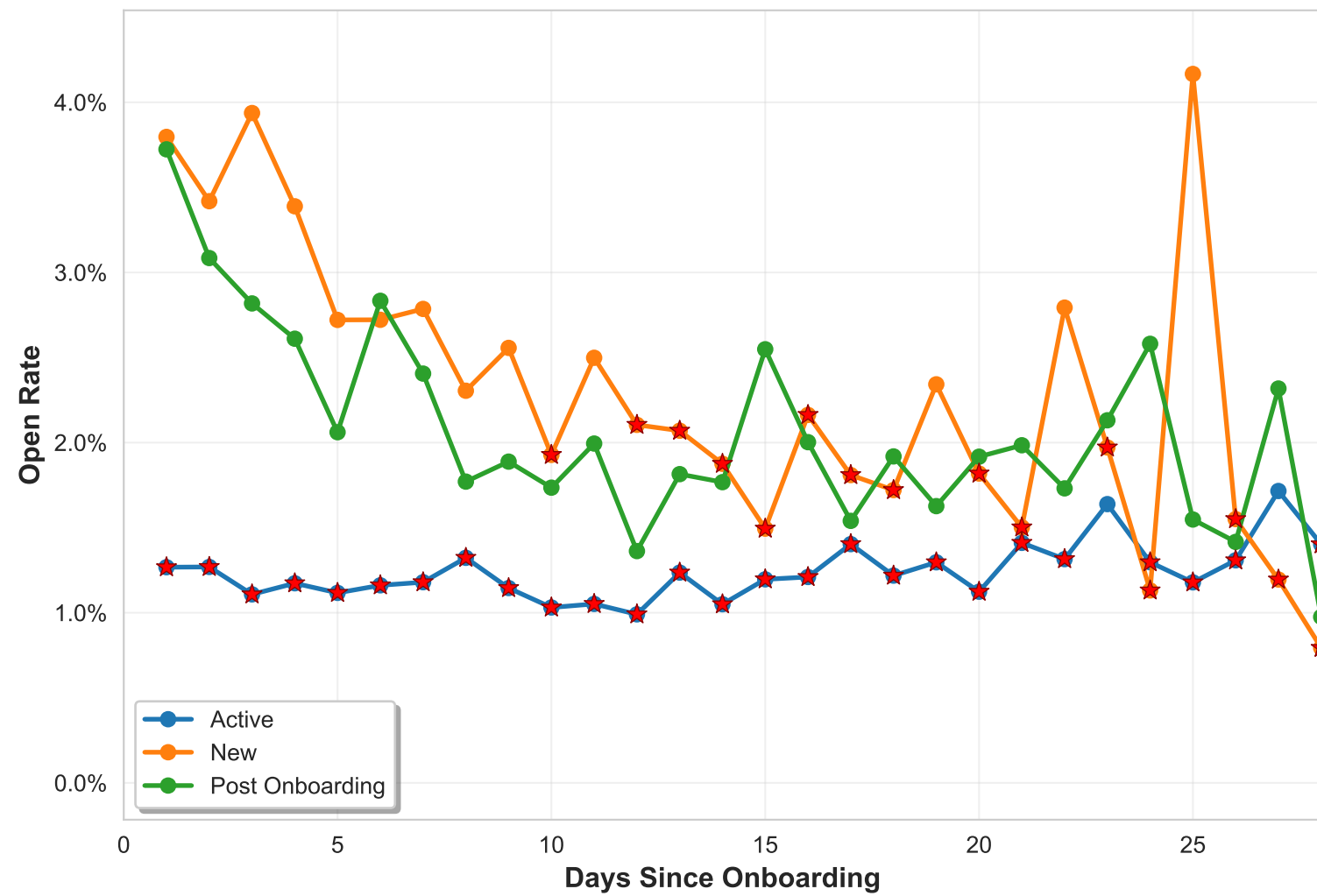


Is Nv - Notification Metrics

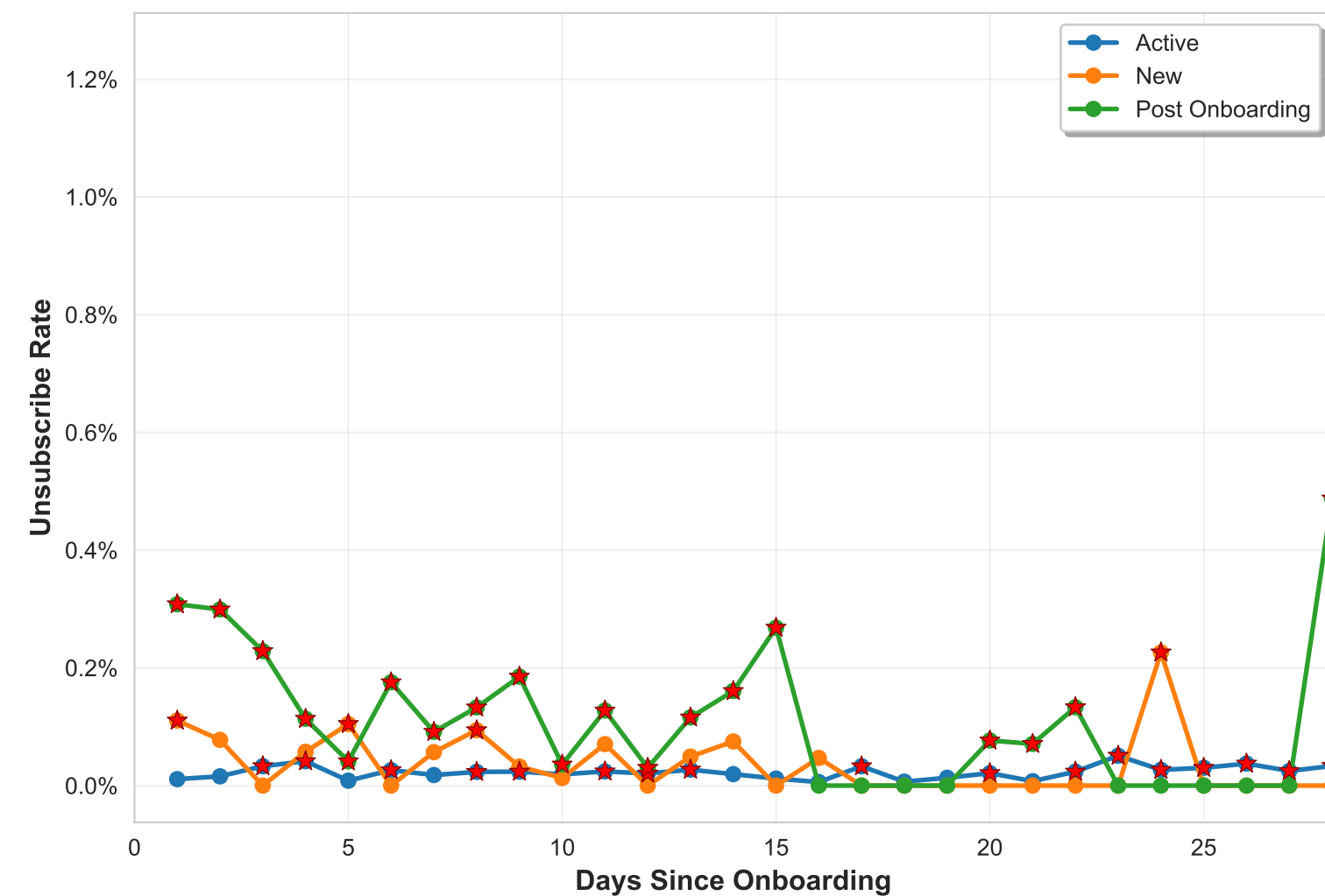
1. Percentage of Messages with Tag by Days Since Onboarding



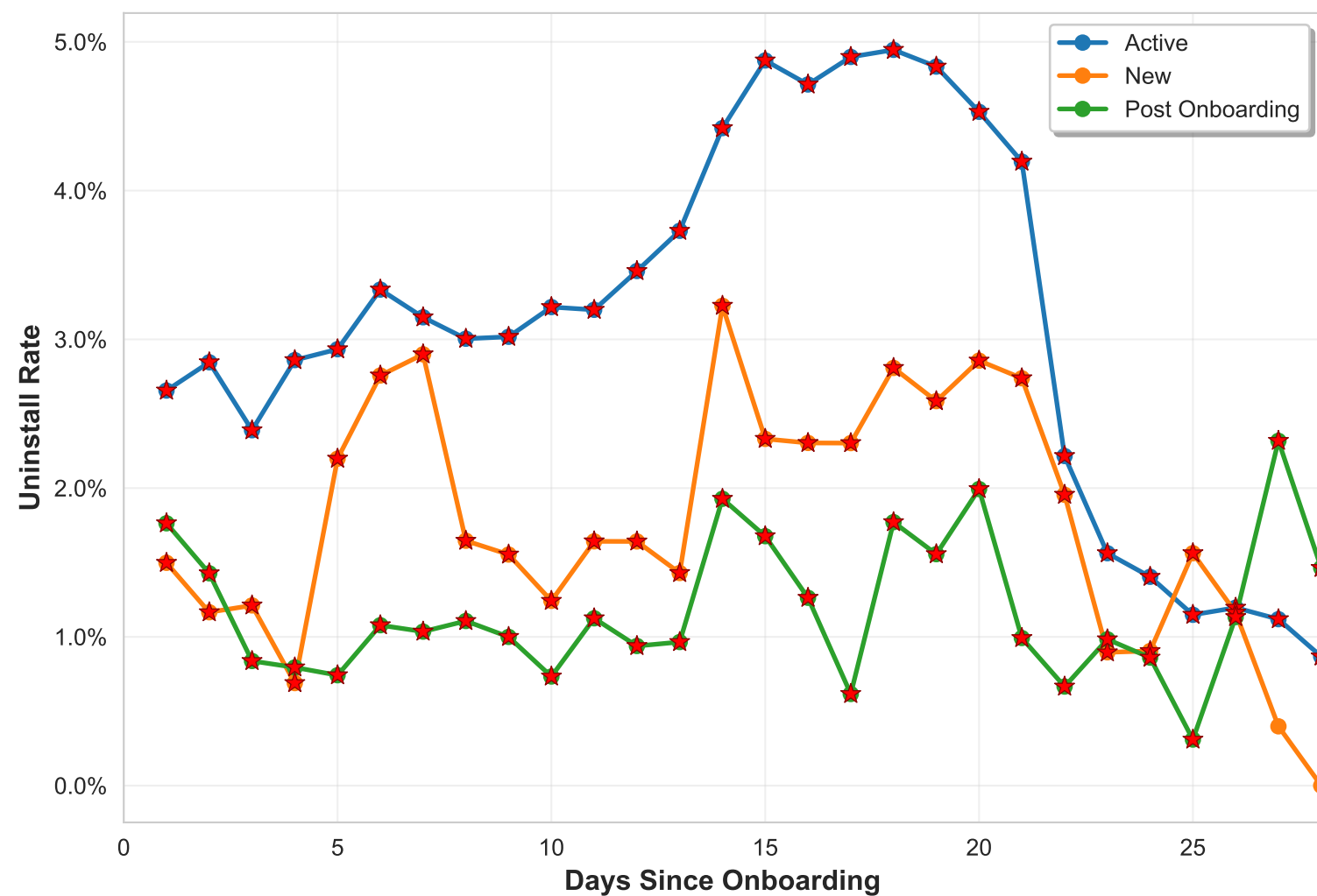
2. Open Rate by Days Since Onboarding (* = Below Threshold)



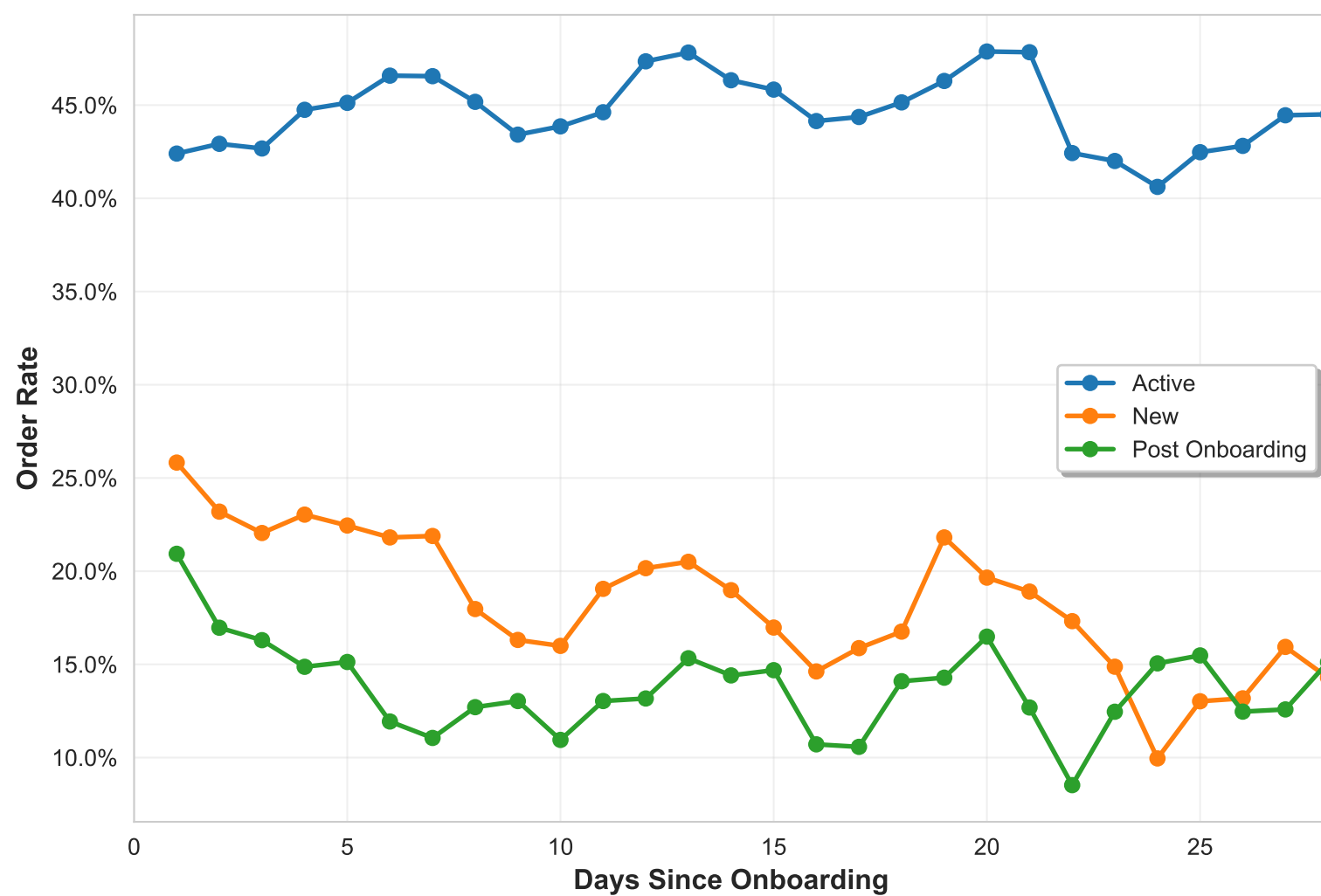
3. Unsubscribe Rate by Days Since Onboarding (* = Above Threshold)



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

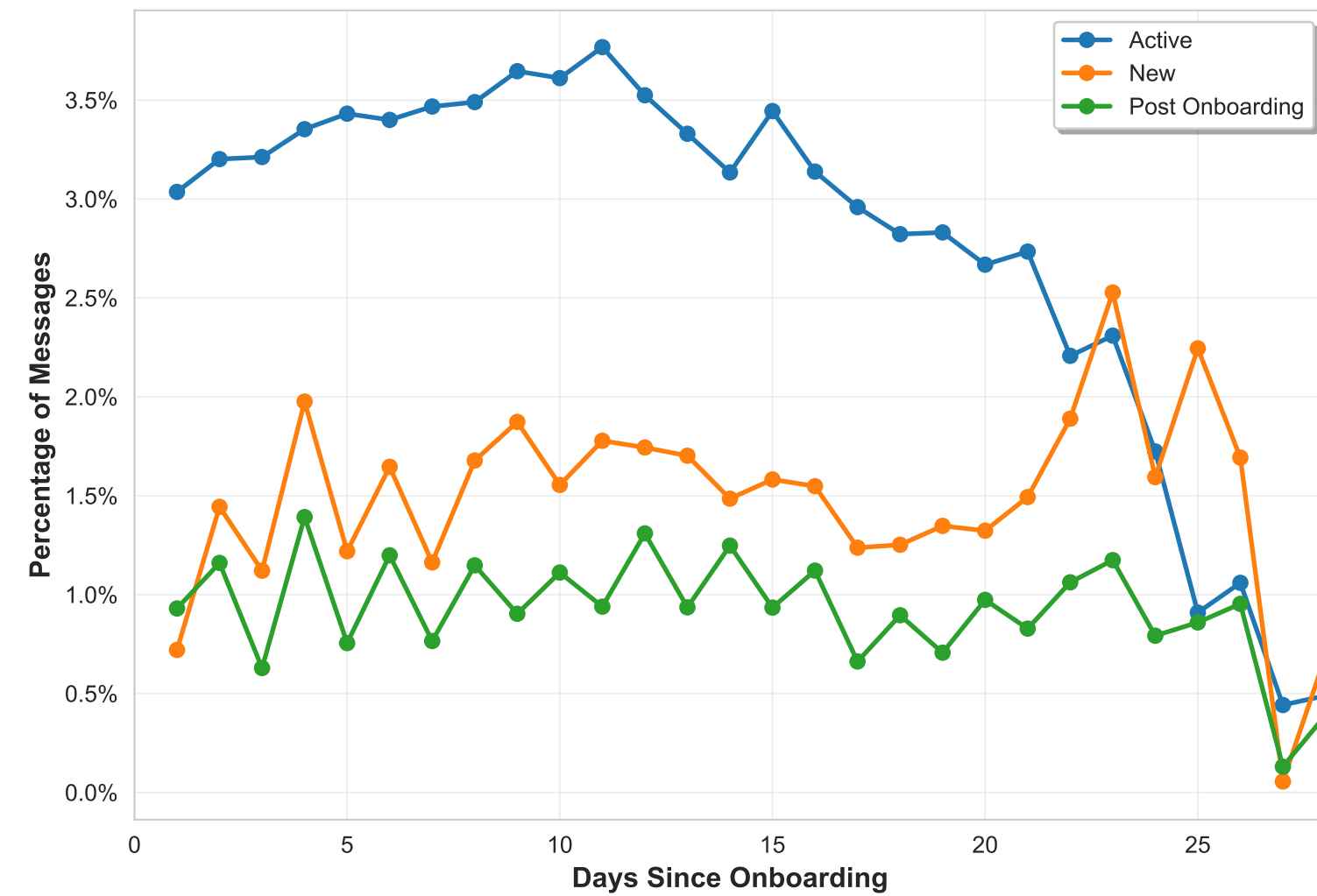


5. Order Rate by Days Since Onboarding

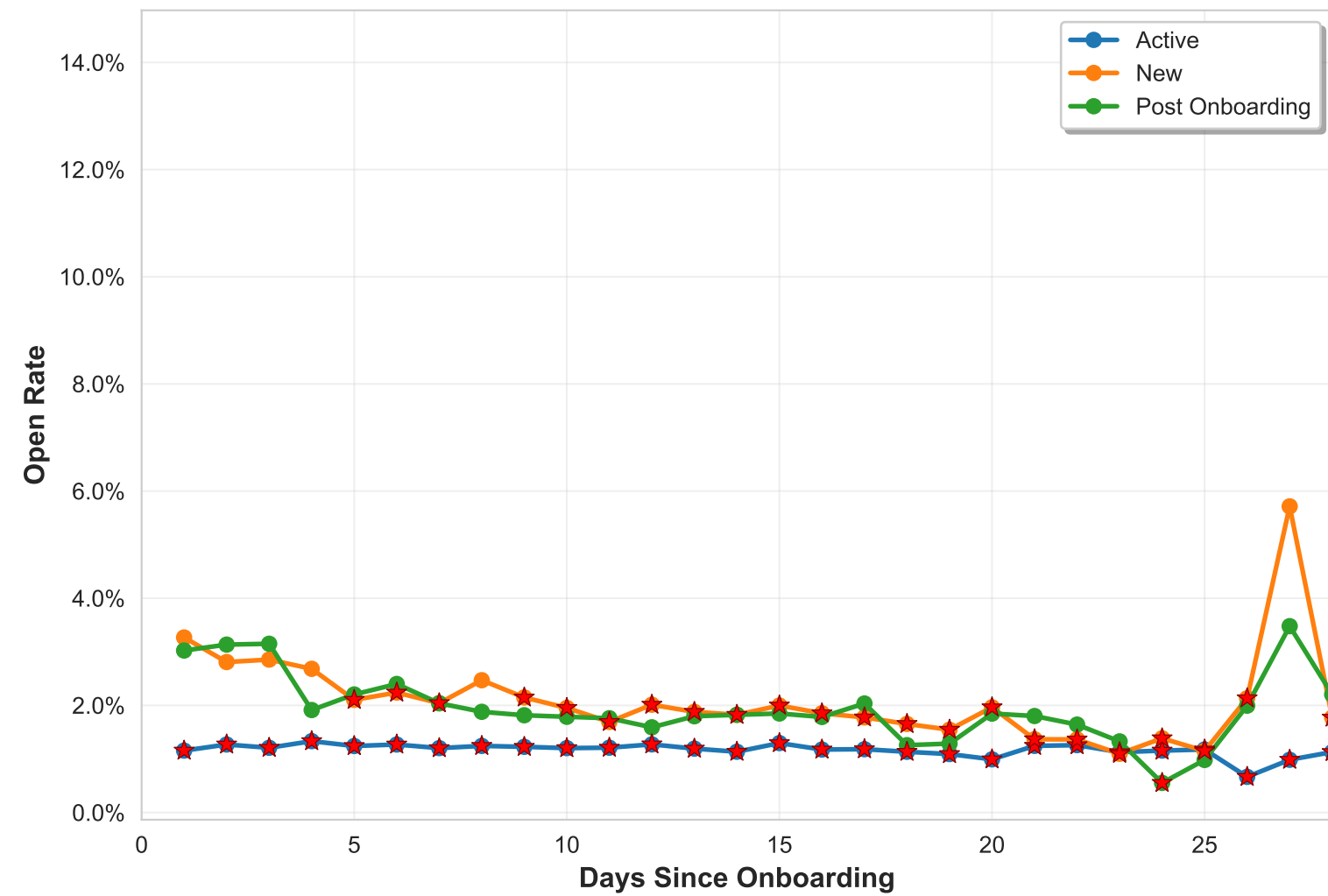


Is Dashpass - Notification Metrics

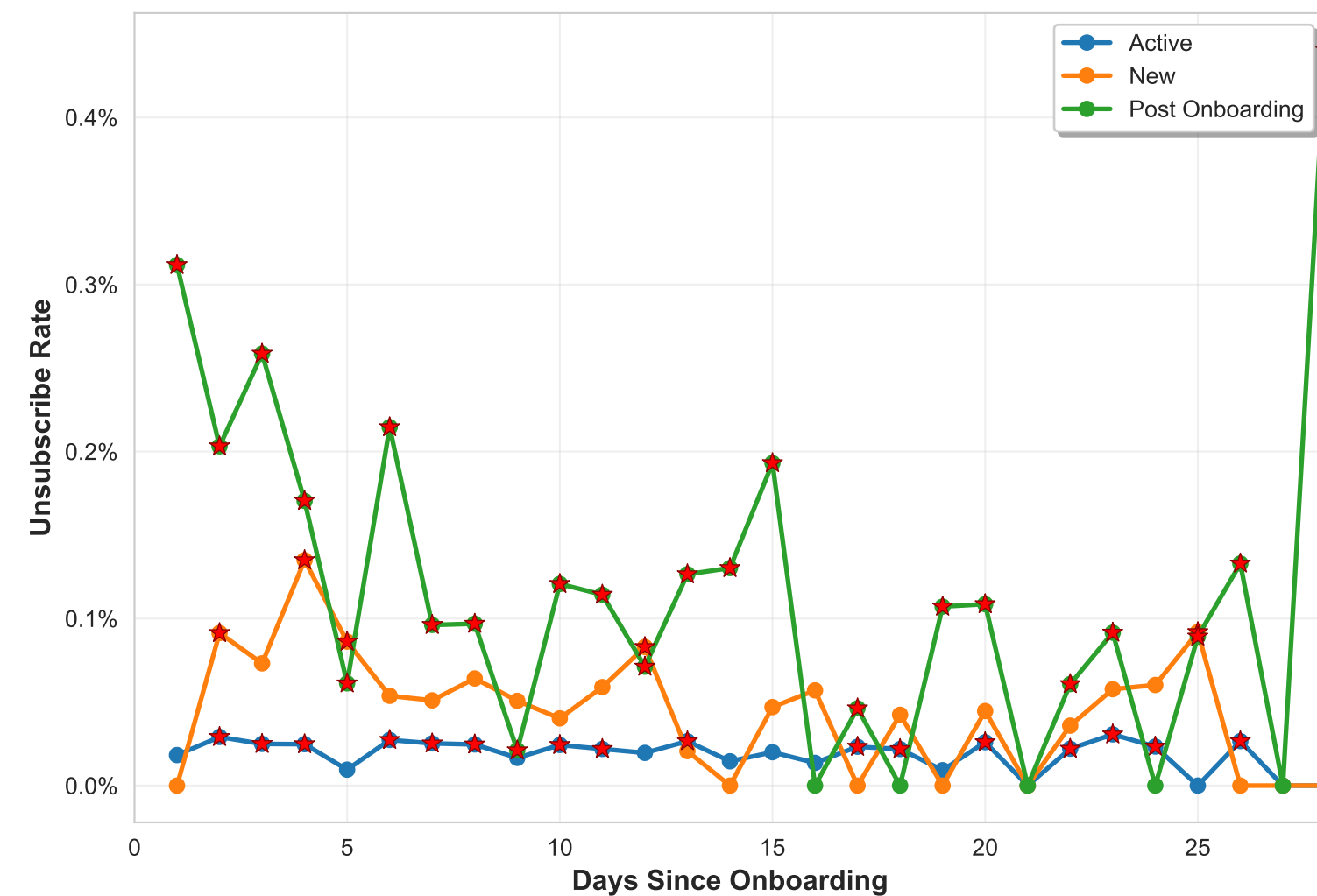
1. Percentage of Messages with Tag by Days Since Onboarding



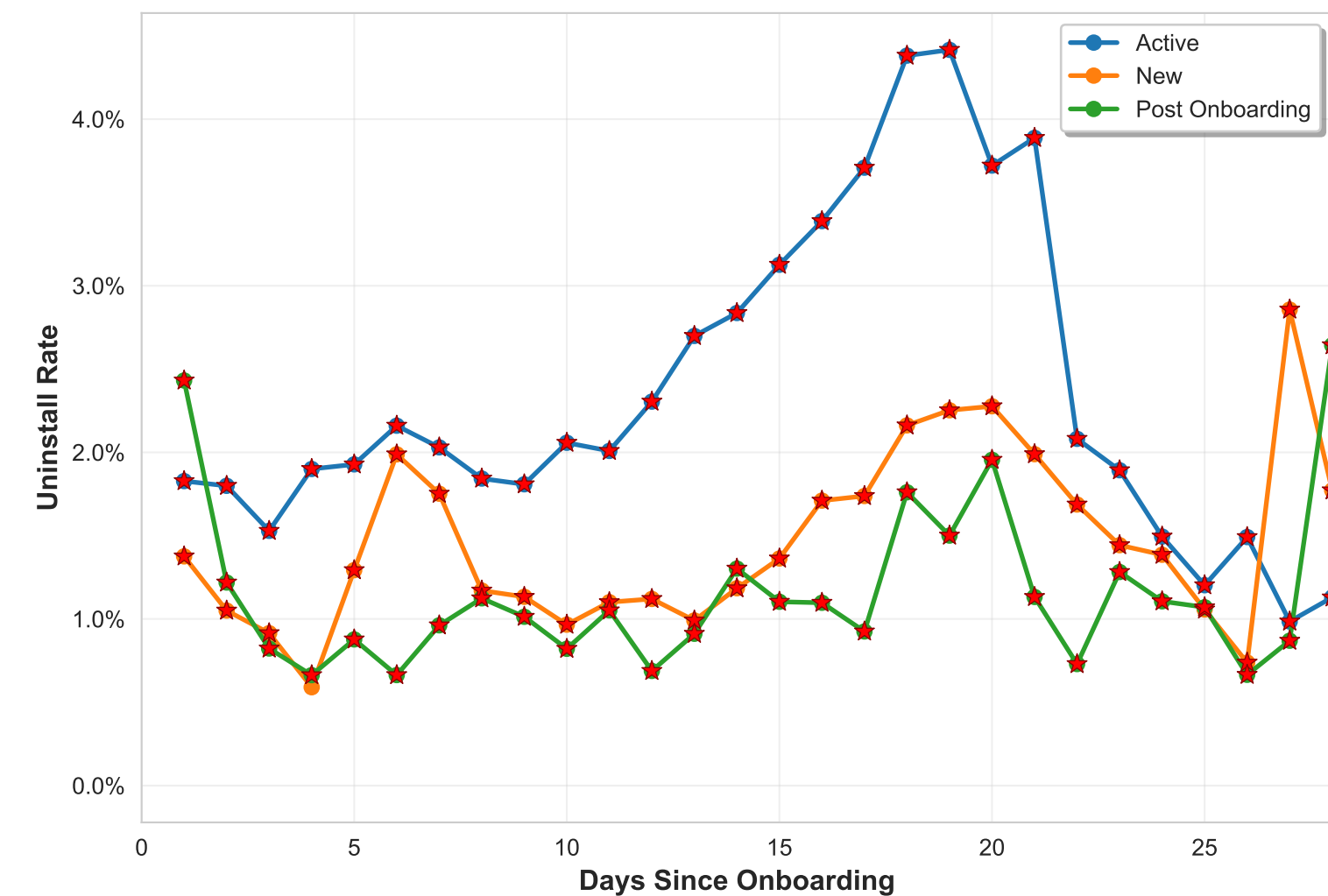
2. Open Rate by Days Since Onboarding (* = Below Threshold)



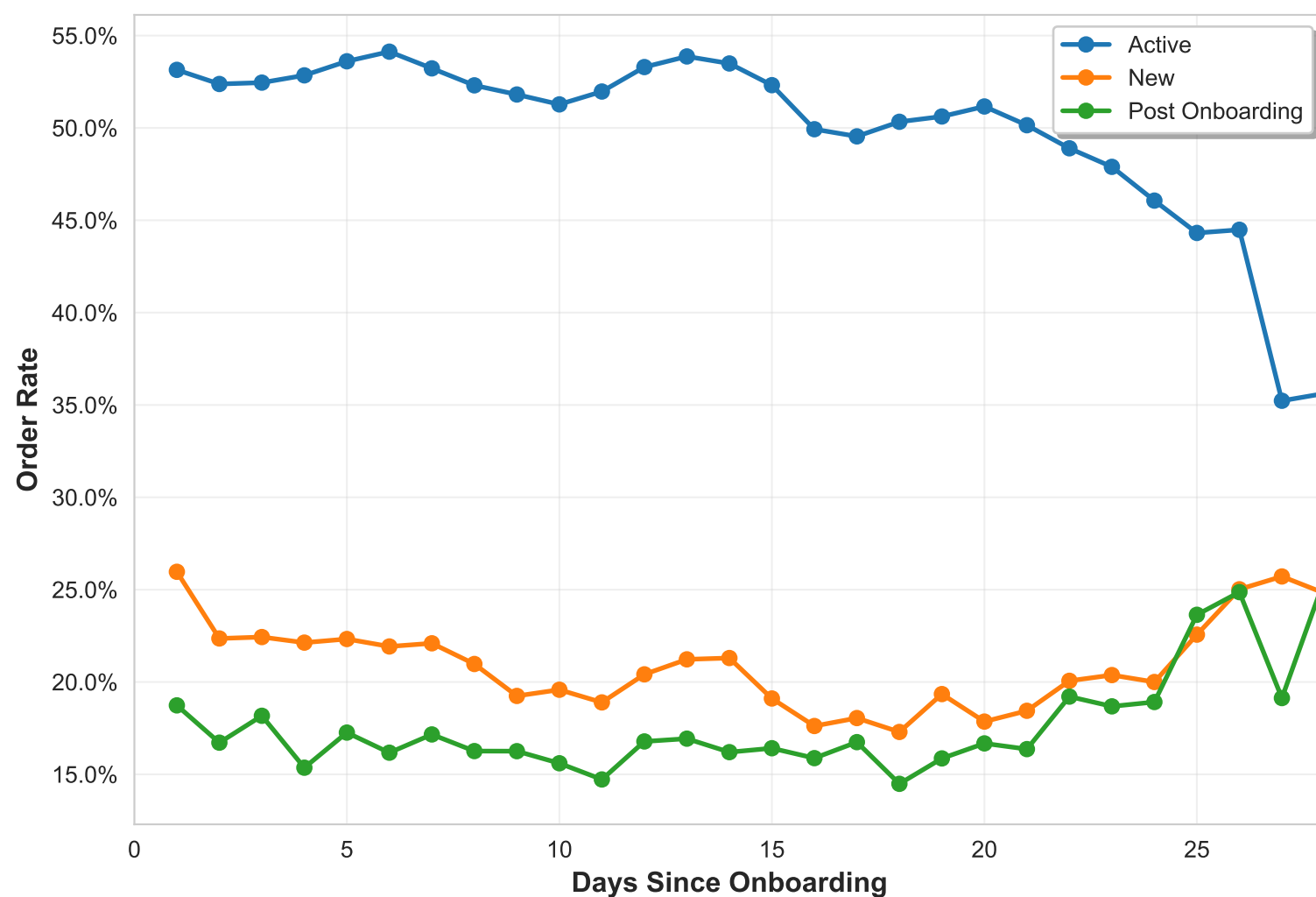
3. Unsubscribe Rate by Days Since Onboarding (* = Above Threshold)



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

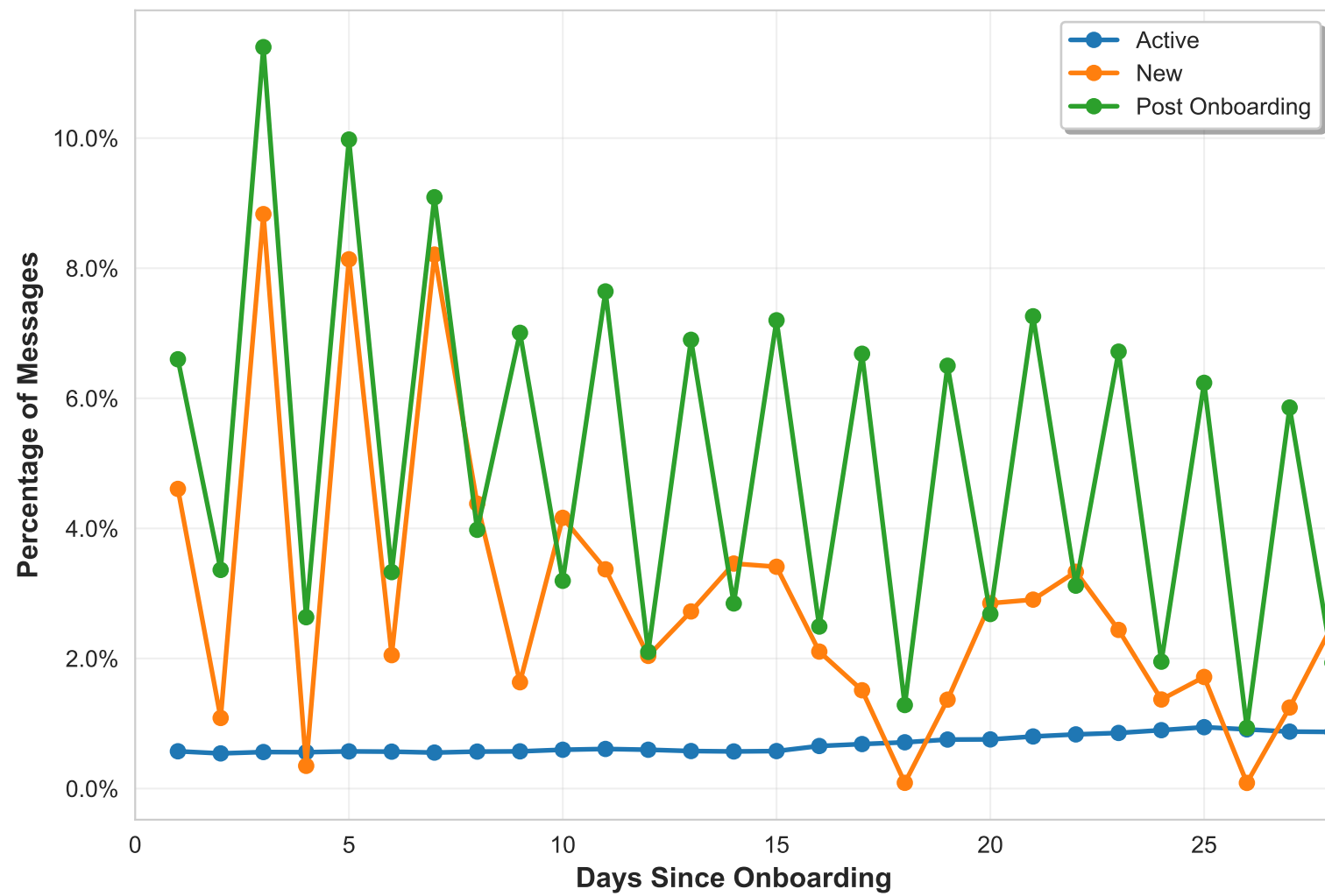


5. Order Rate by Days Since Onboarding

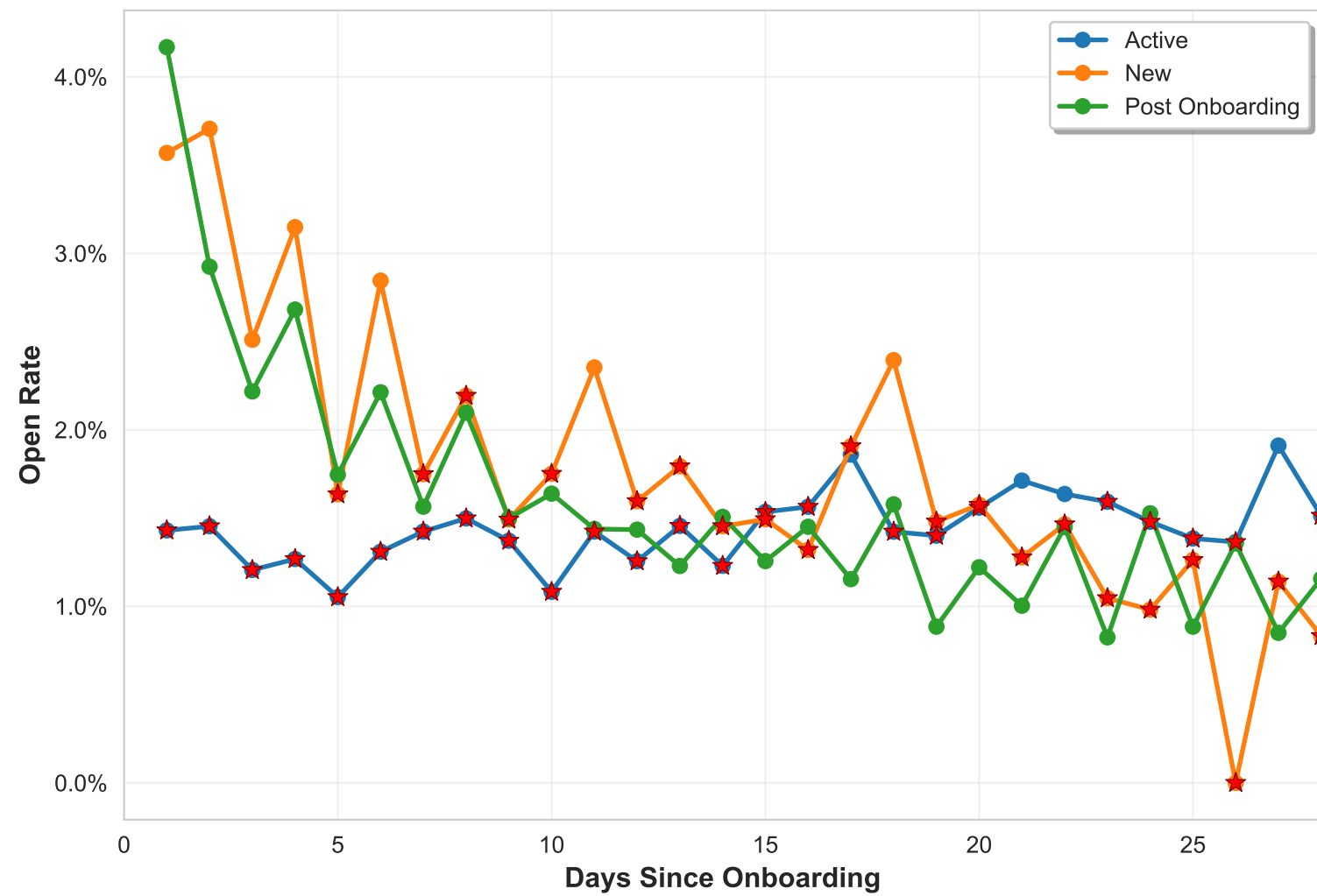


Is New - Notification Metrics

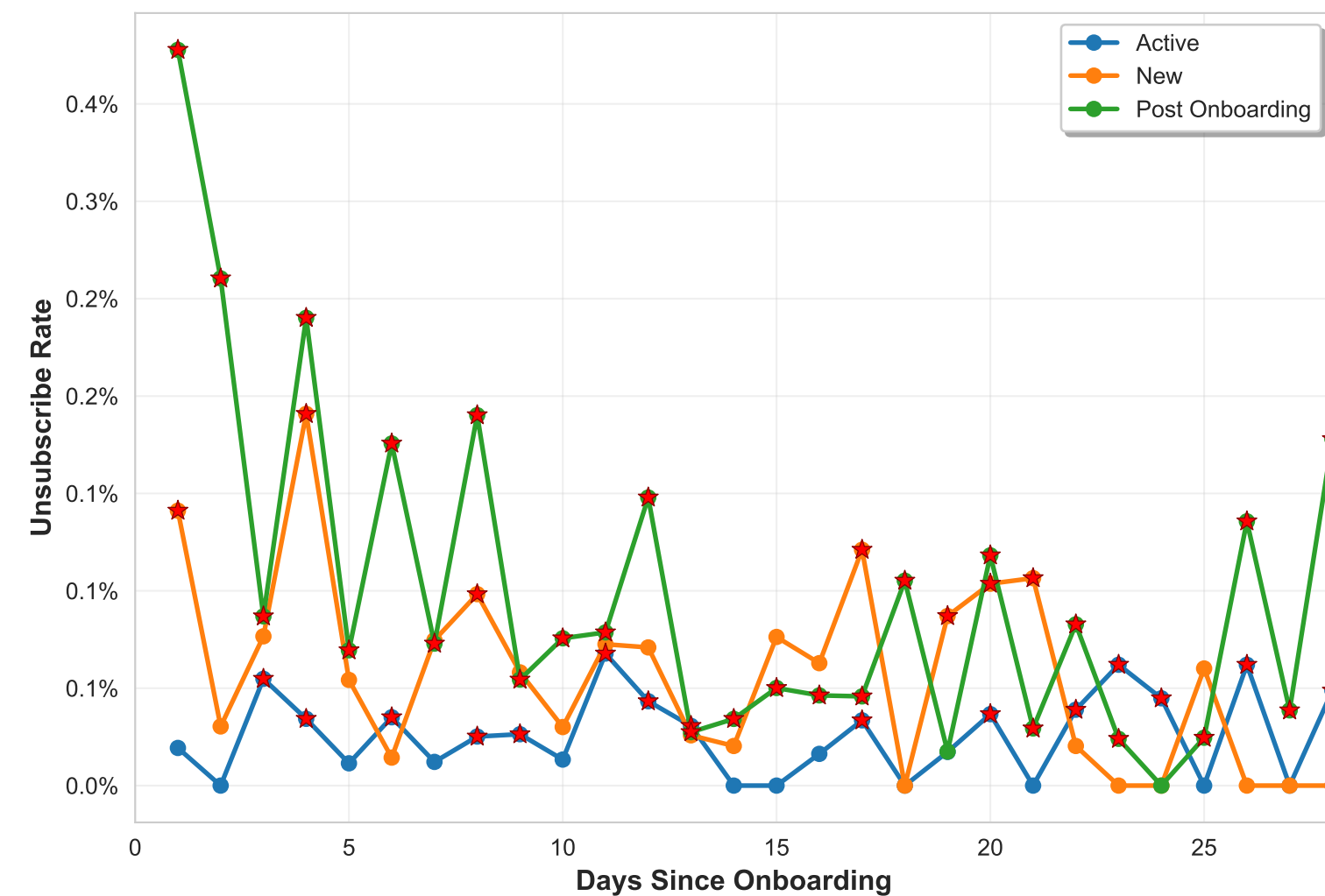
1. Percentage of Messages with Tag by Days Since Onboarding



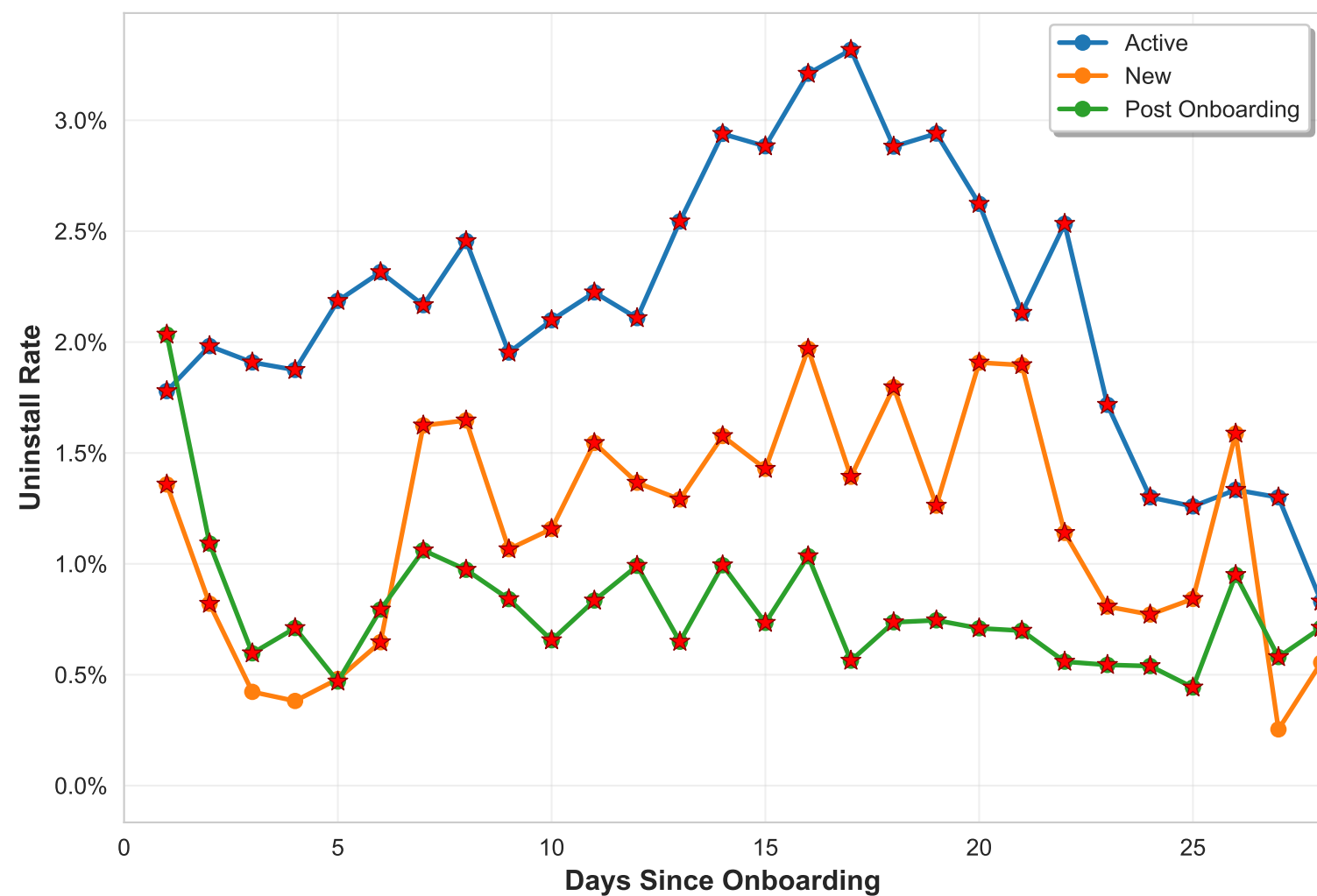
2. Open Rate by Days Since Onboarding (* = Below Threshold)



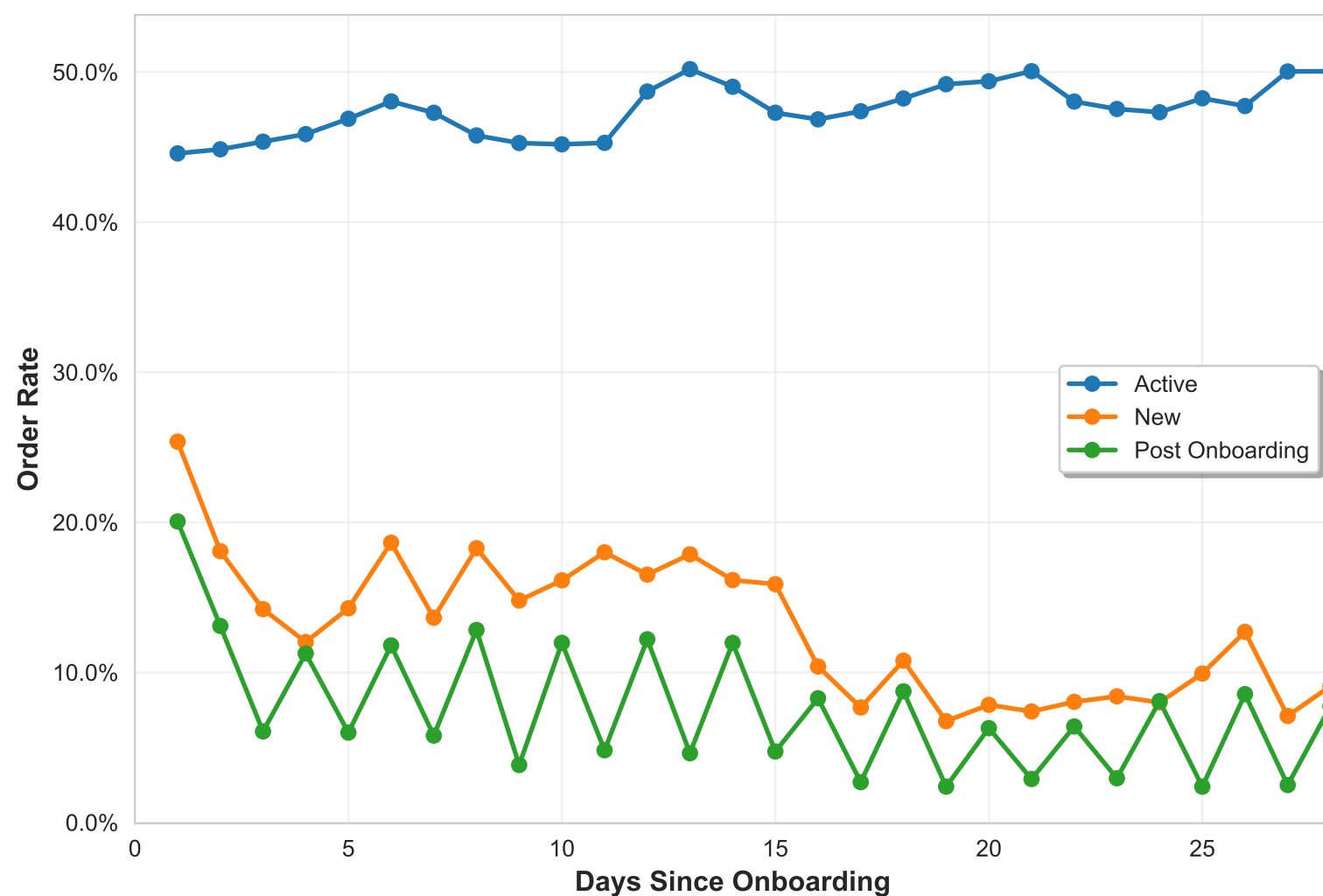
3. Unsubscribe Rate by Days Since Onboarding (* = Above Threshold)



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

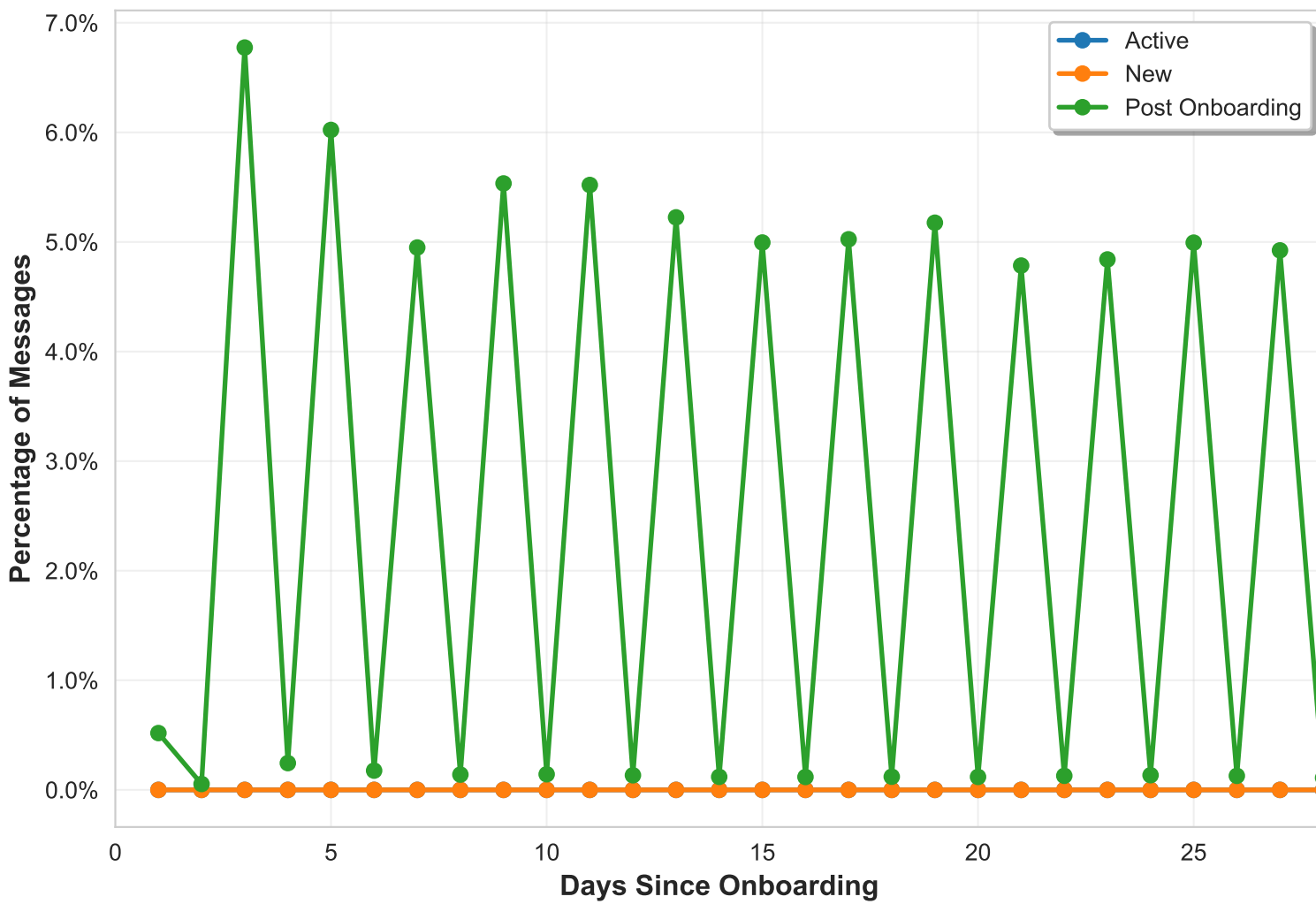


5. Order Rate by Days Since Onboarding

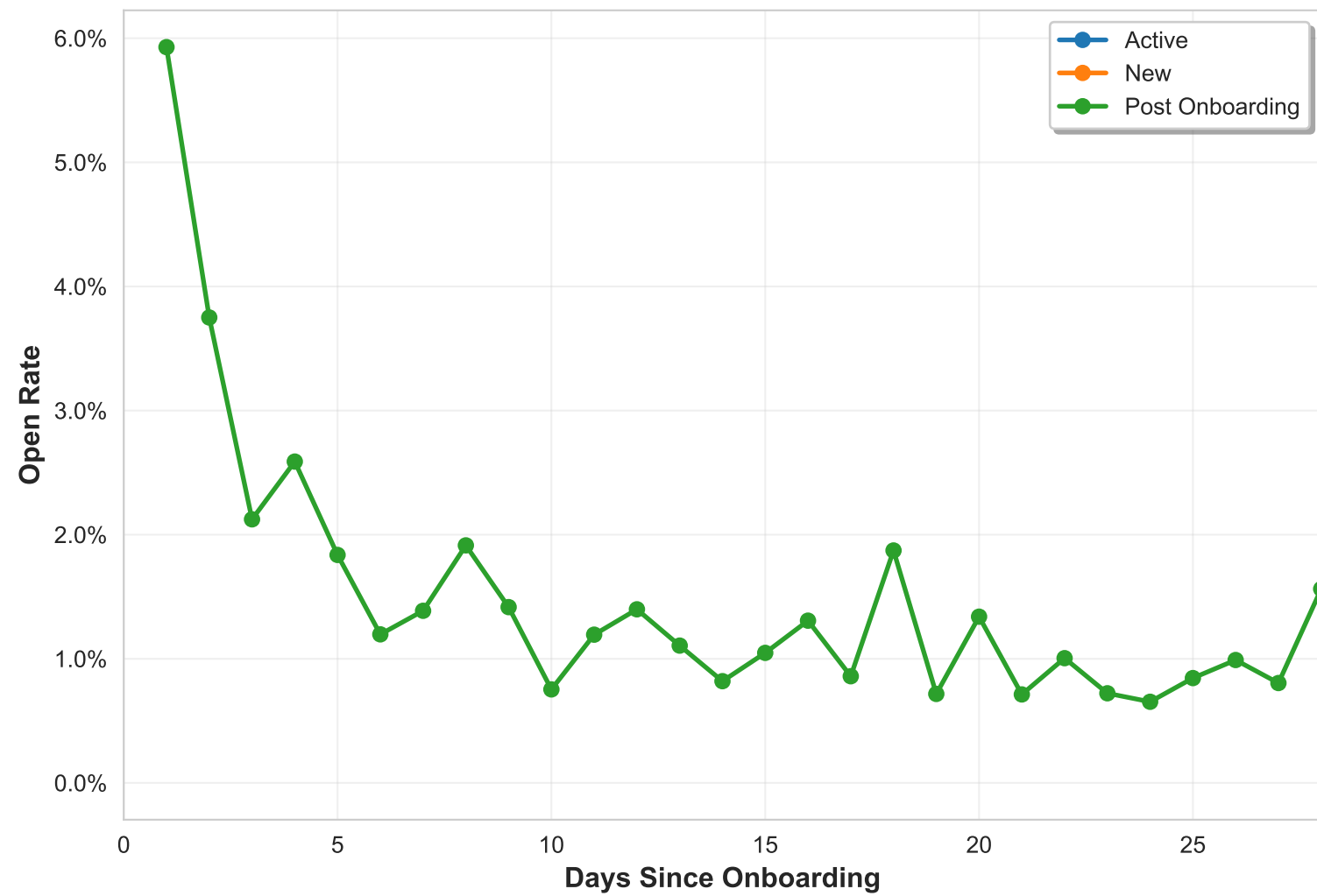


Is Npws - Notification Metrics

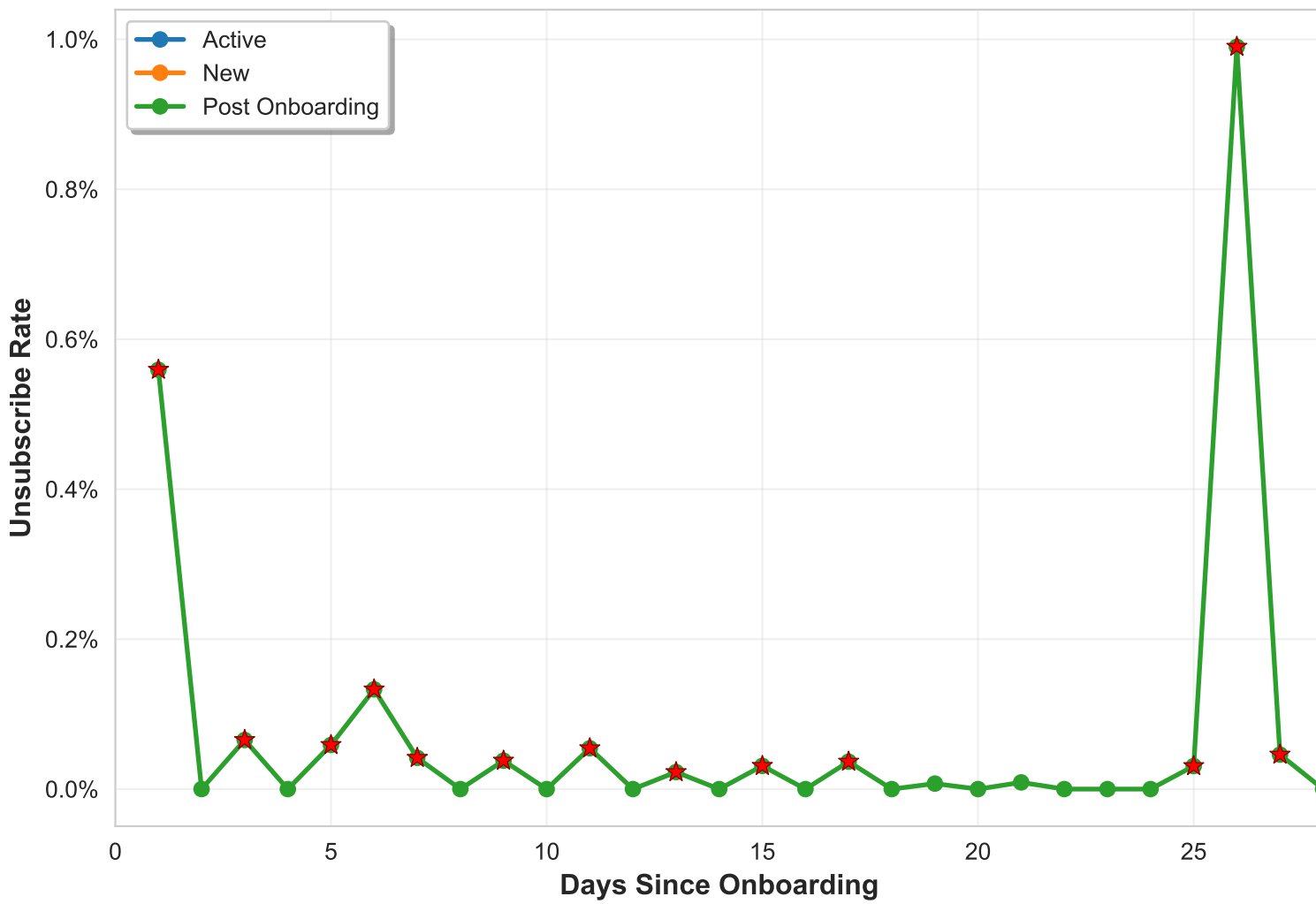
1. Percentage of Messages with Tag by Days Since Onboarding



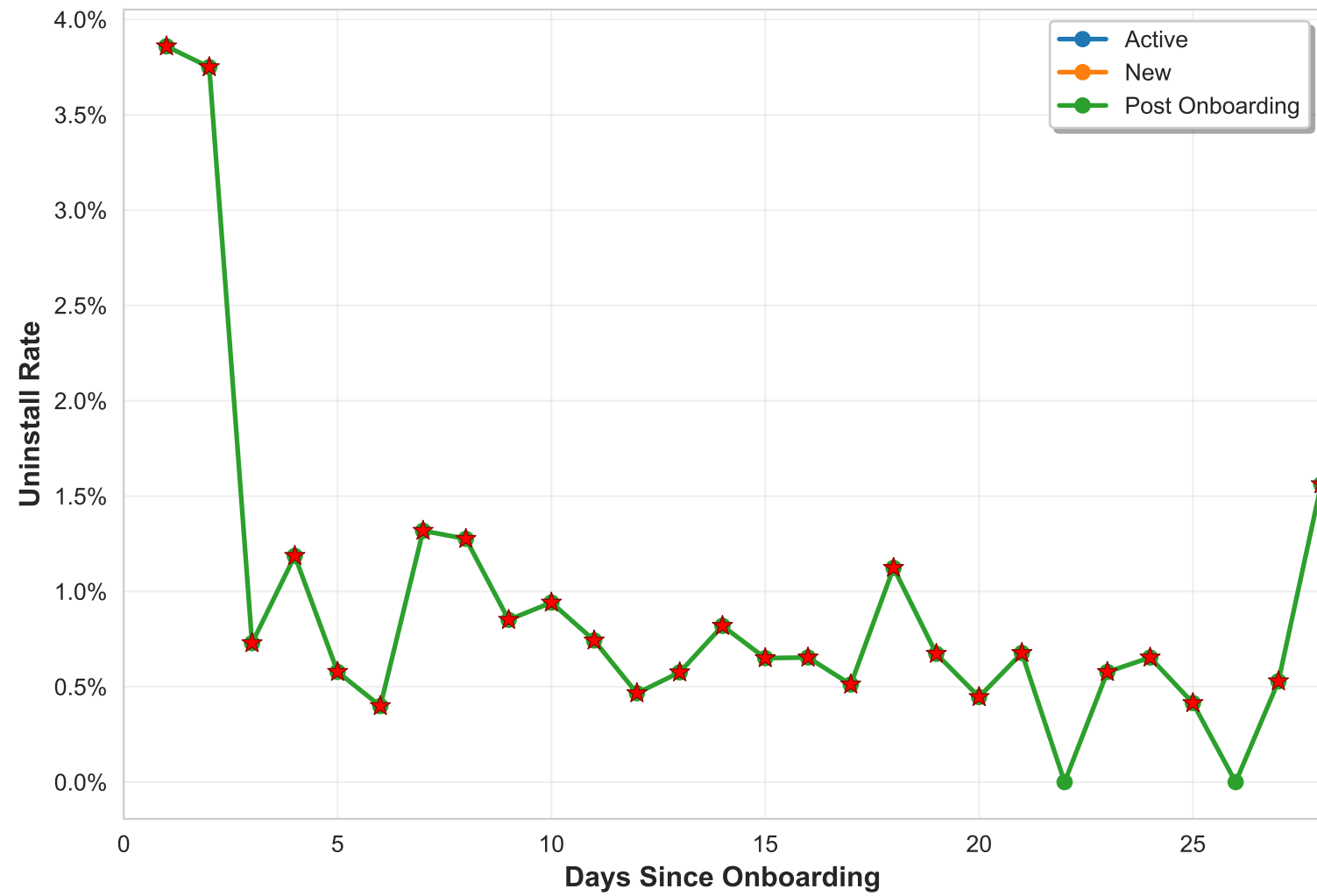
2. Open Rate by Days Since Onboarding (* = Below Threshold)



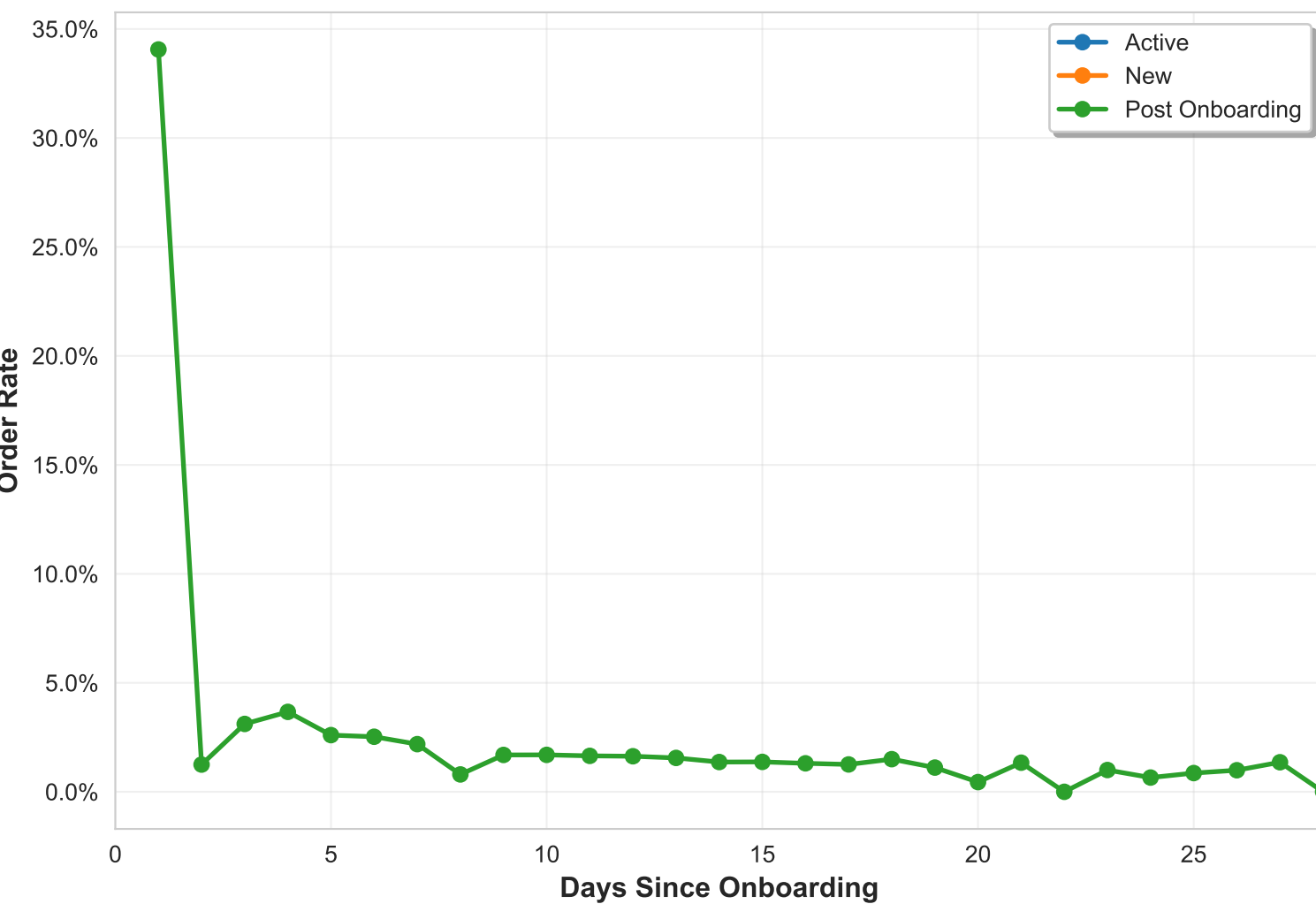
3. Unsubscribe Rate by Days Since Onboarding (* = Above Threshold)



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

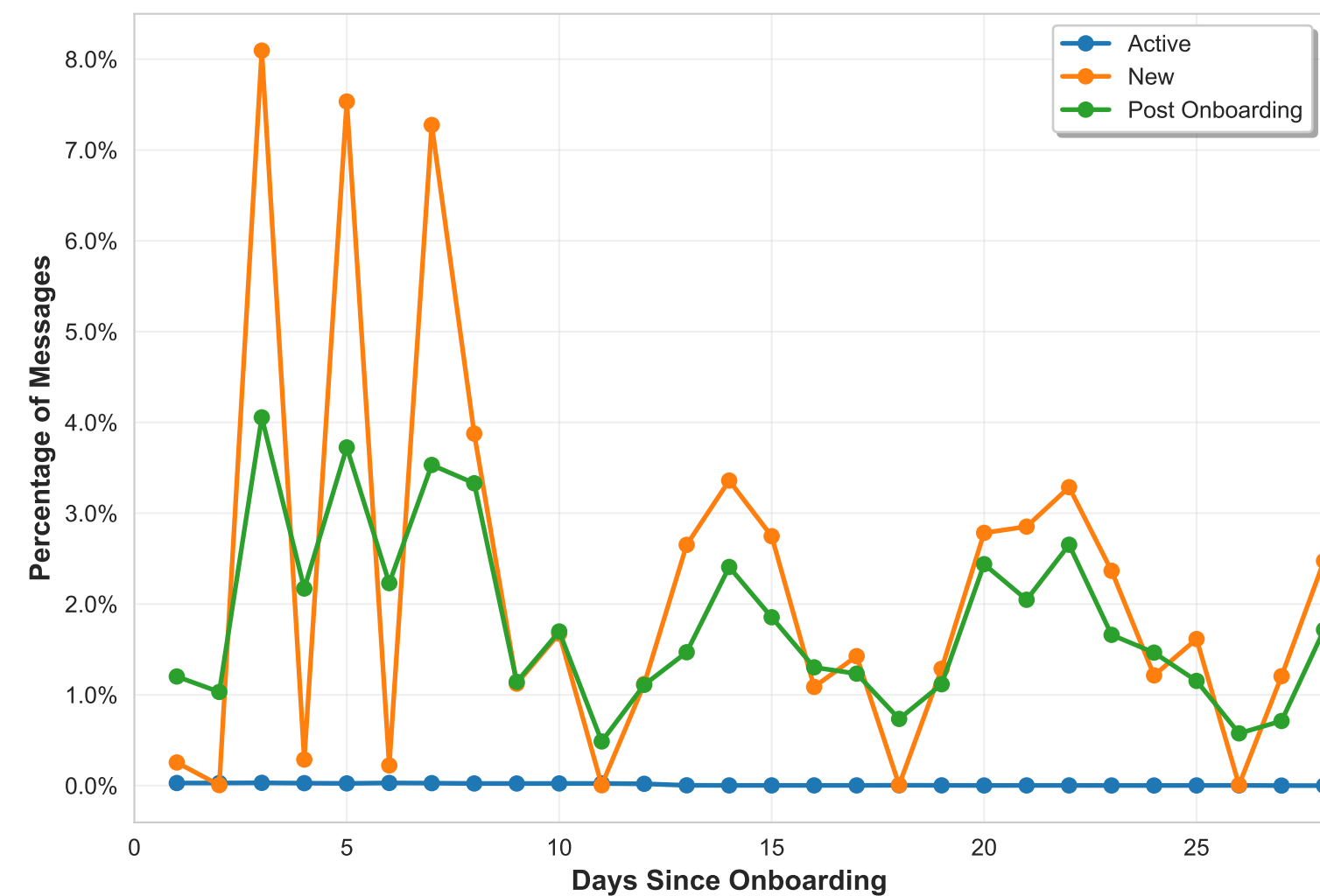


5. Order Rate by Days Since Onboarding

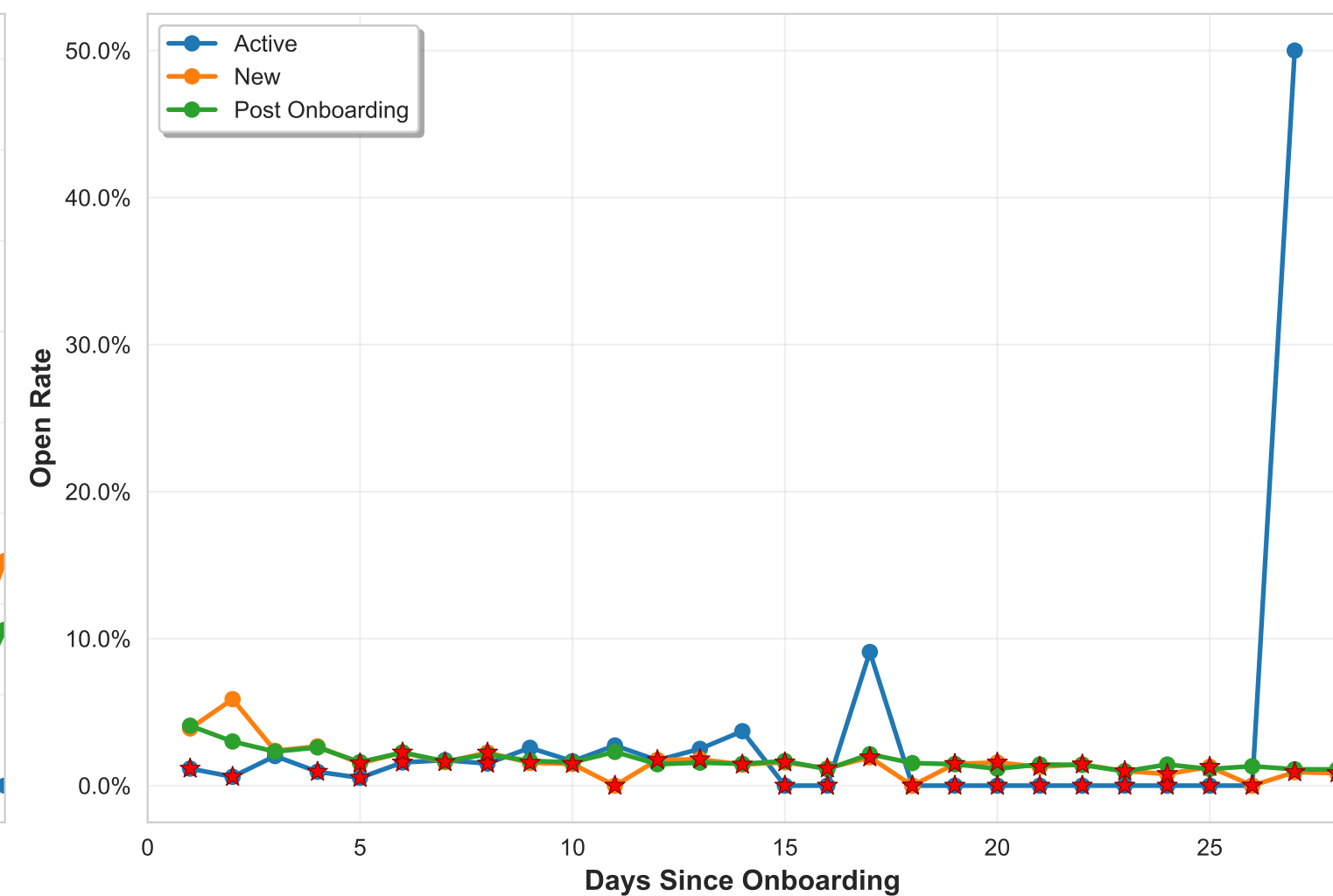


Is Fmx - Notification Metrics

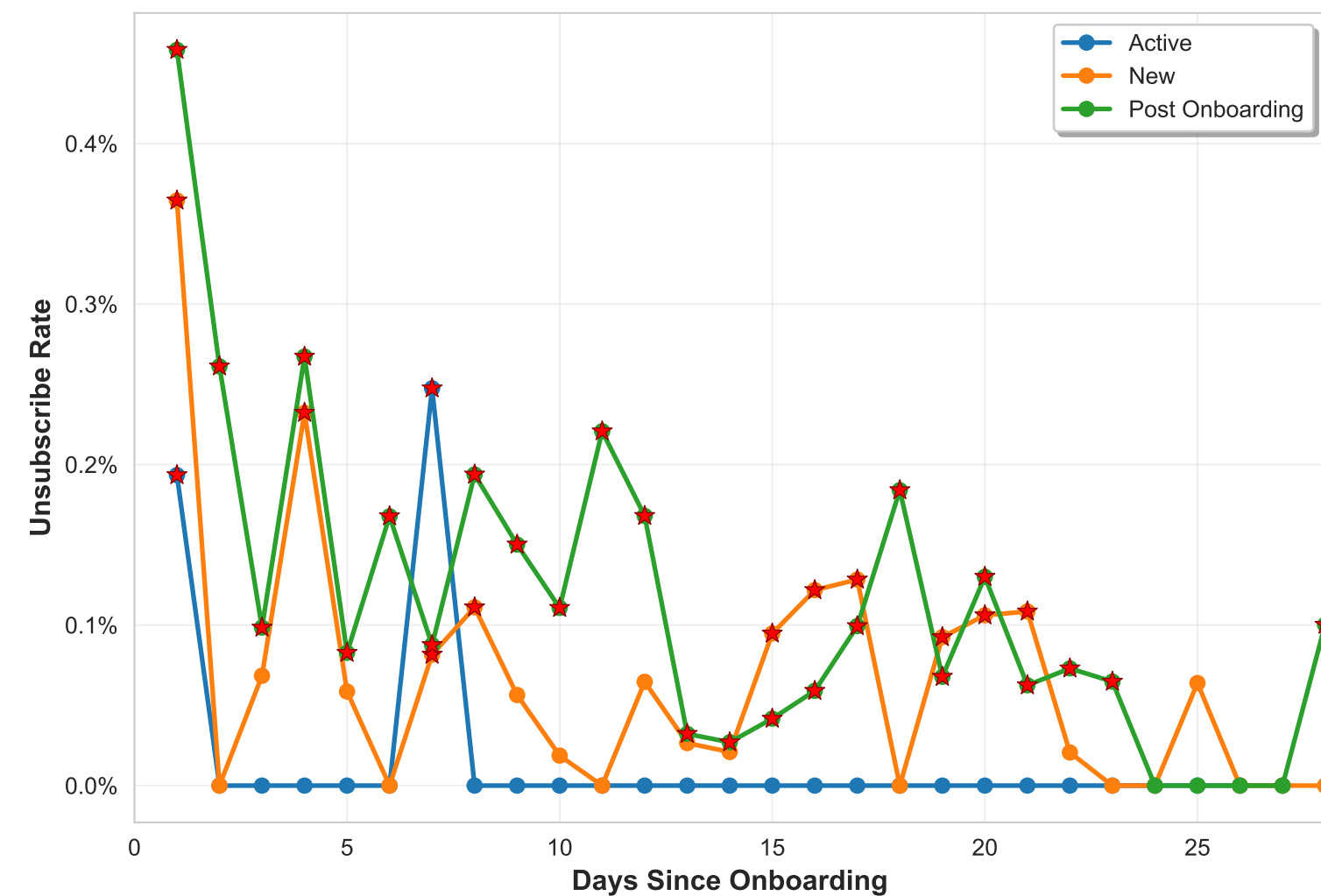
1. Percentage of Messages with Tag by Days Since Onboarding



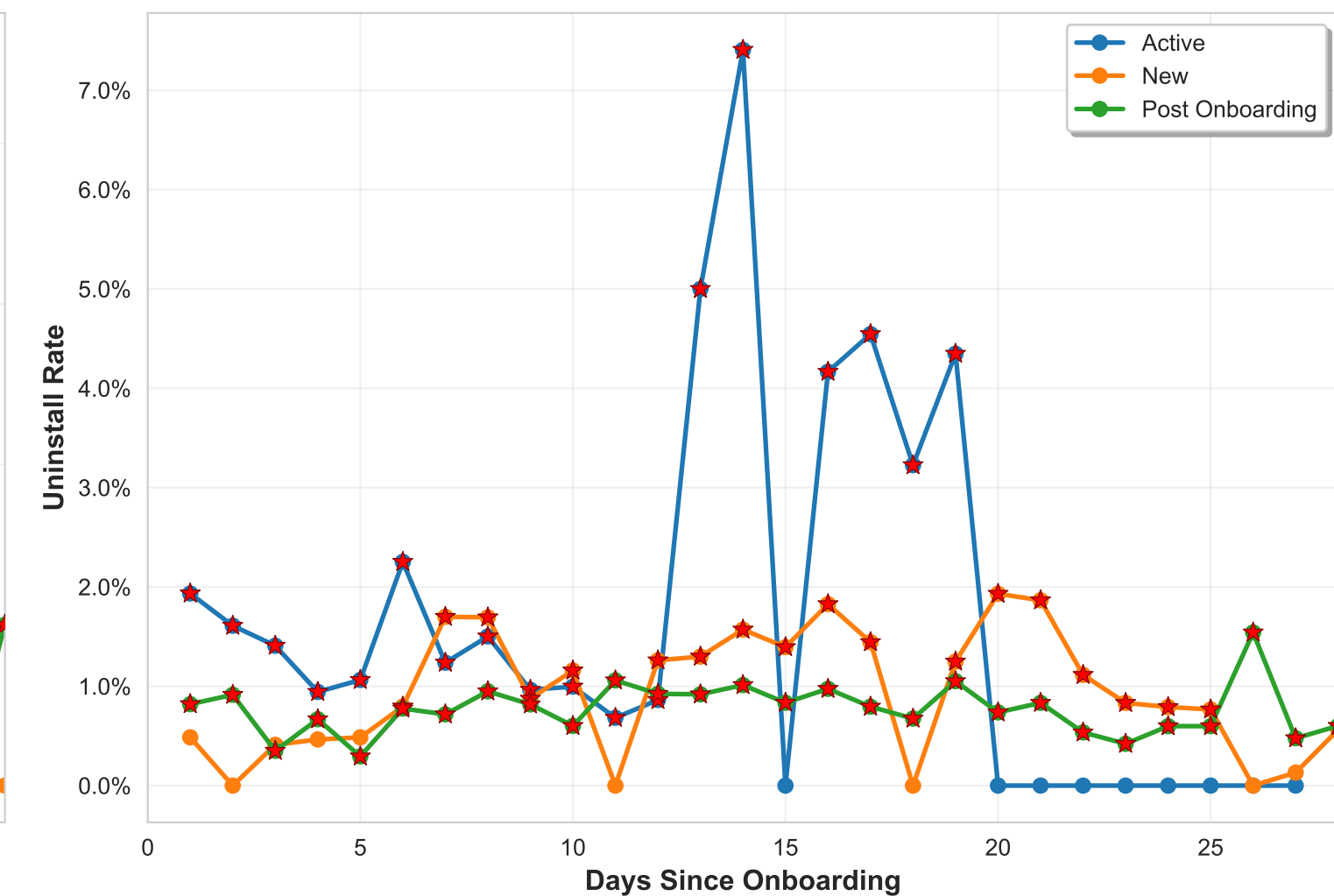
2. Open Rate by Days Since Onboarding (* = Below Threshold)



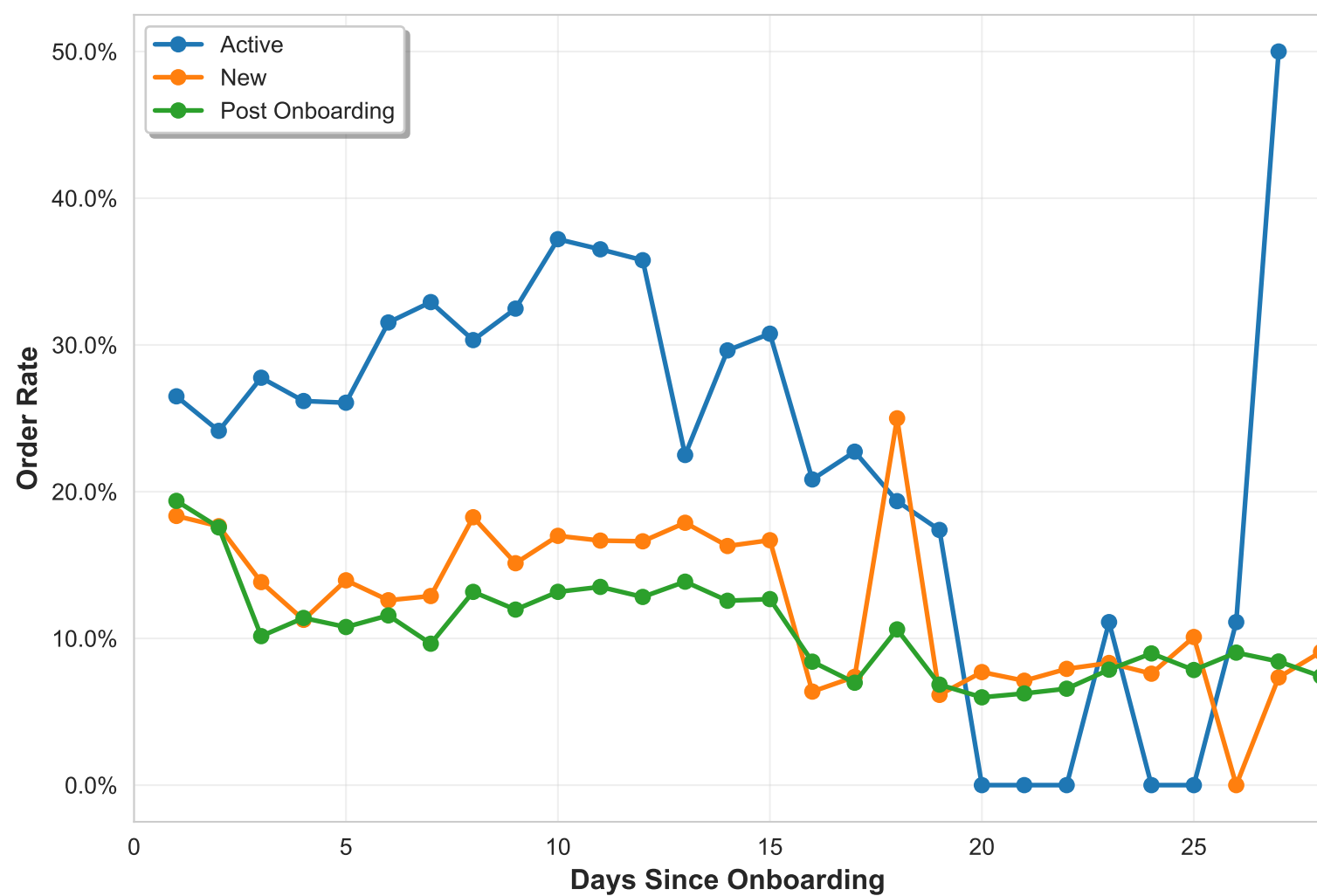
3. Unsubscribe Rate by Days Since Onboarding (* = Above Threshold)



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

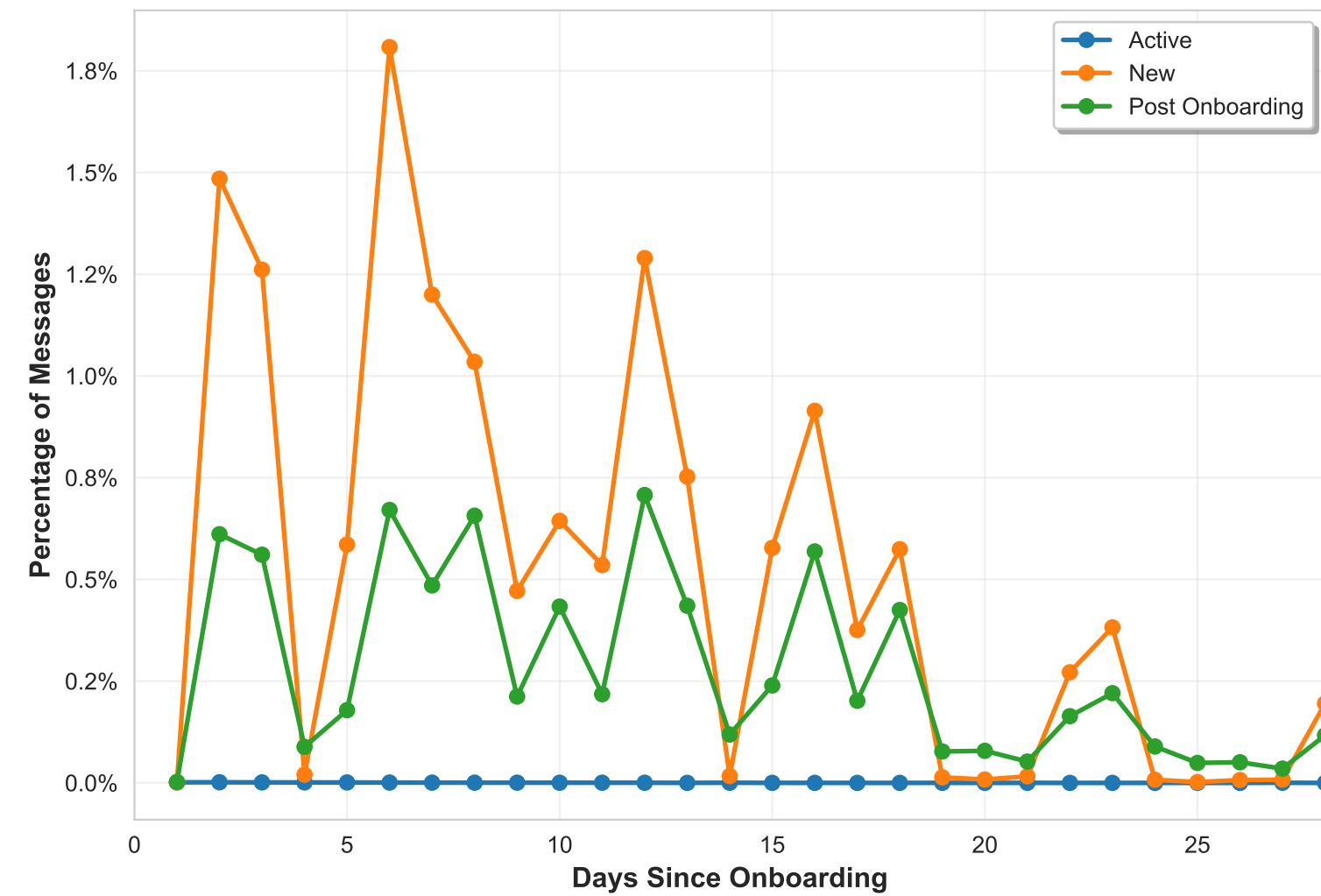


5. Order Rate by Days Since Onboarding

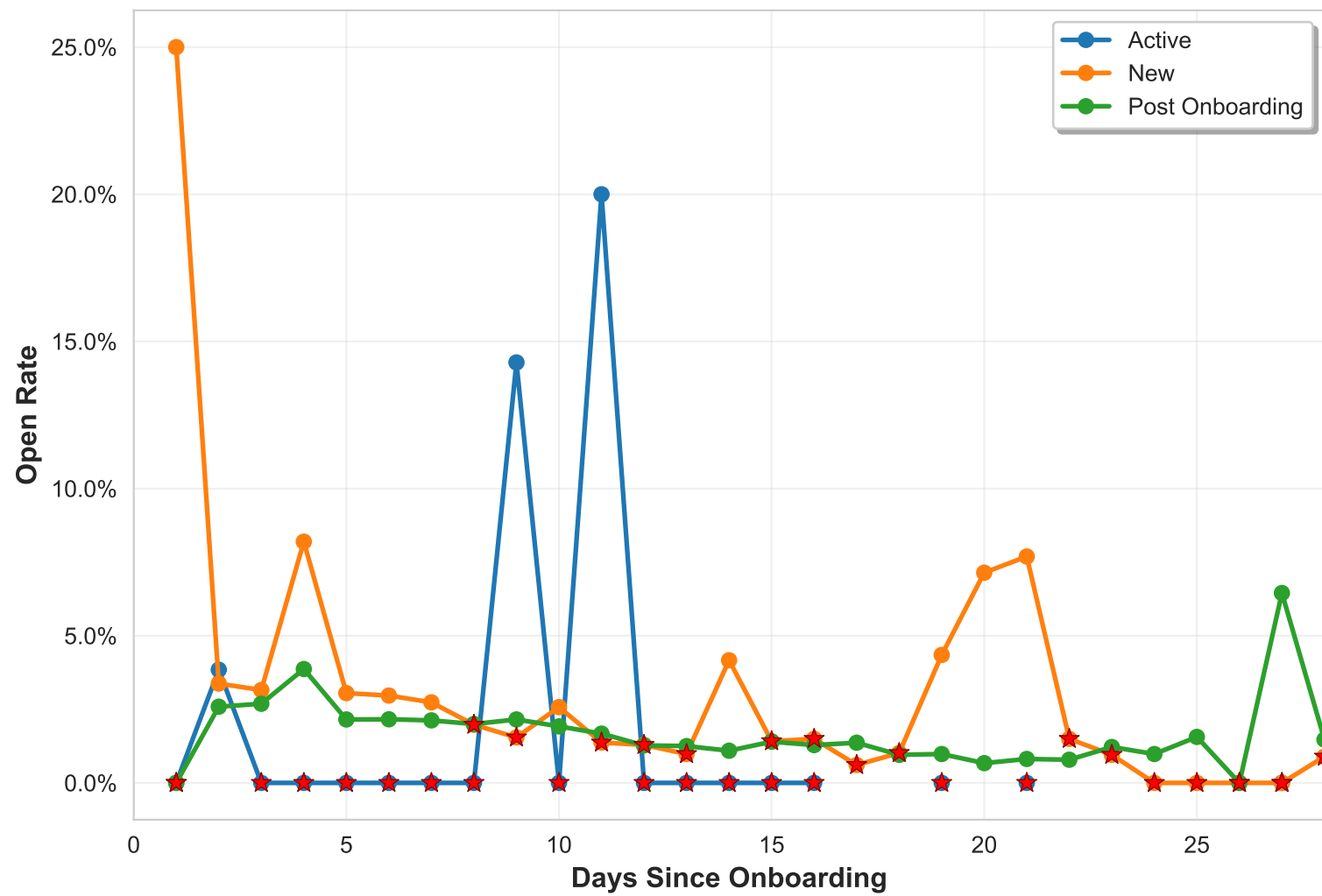


Is Challenge - Notification Metrics

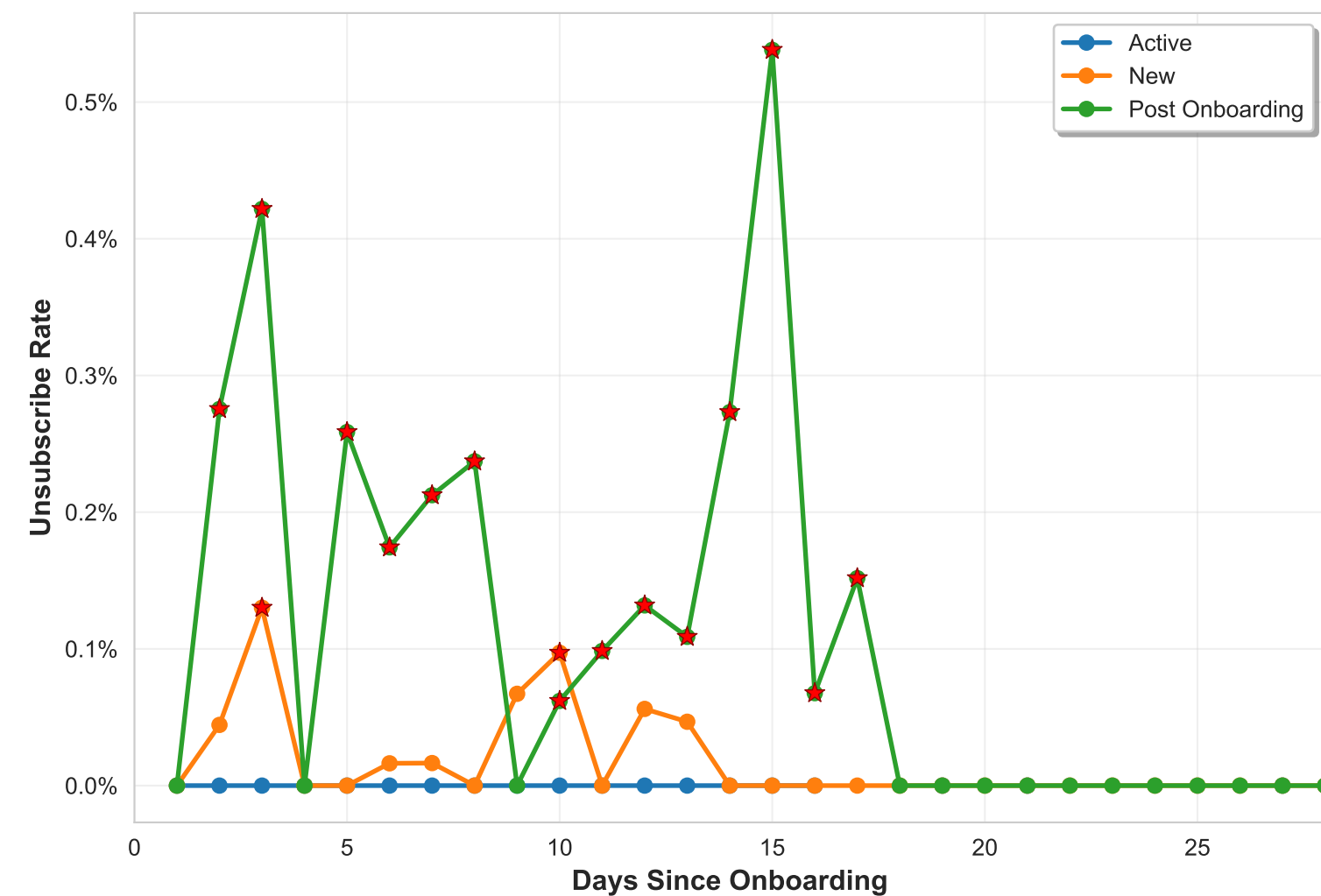
1. Percentage of Messages with Tag by Days Since Onboarding



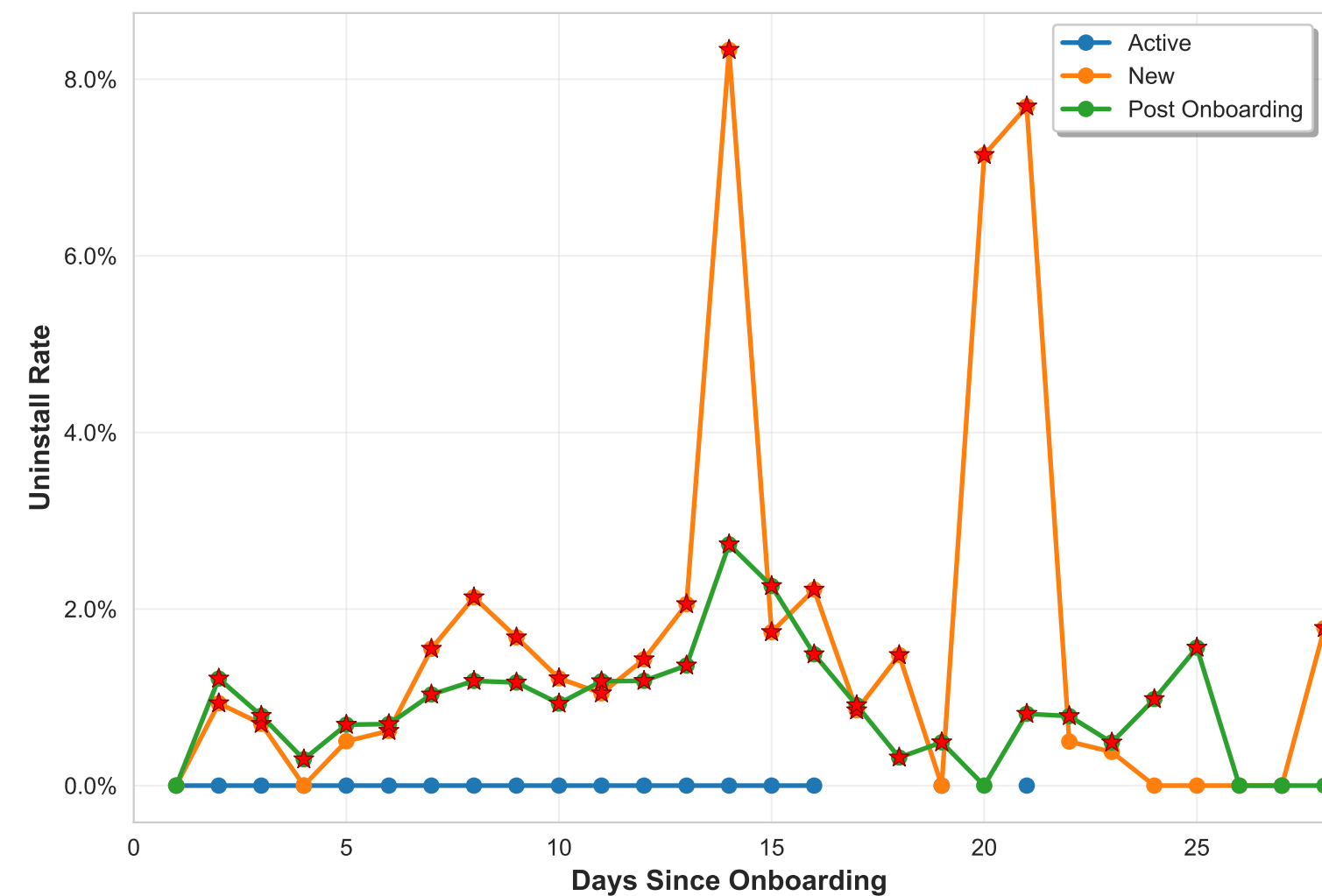
2. Open Rate by Days Since Onboarding (* = Below Threshold)



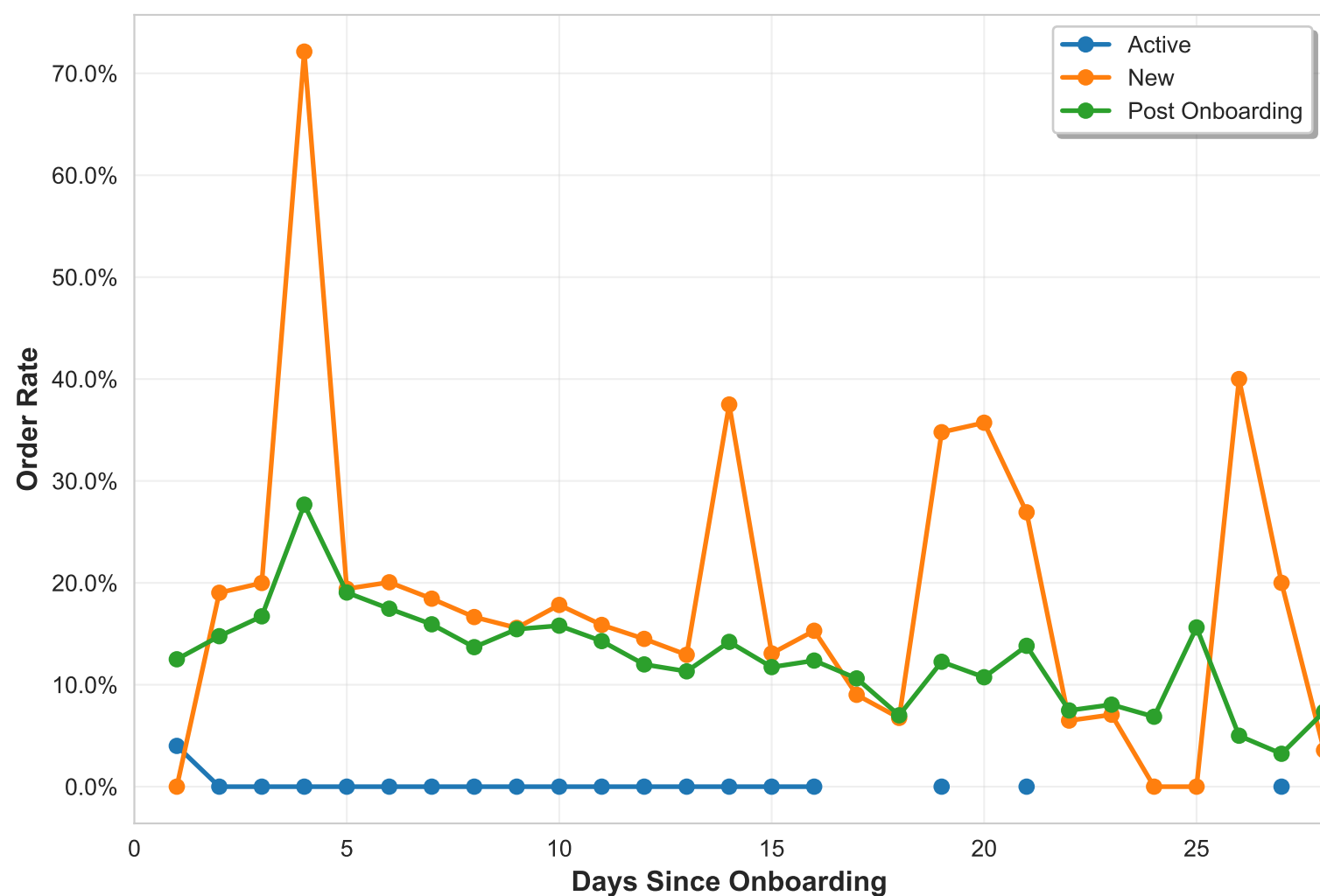
3. Unsubscribe Rate by Days Since Onboarding (* = Above Threshold)



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

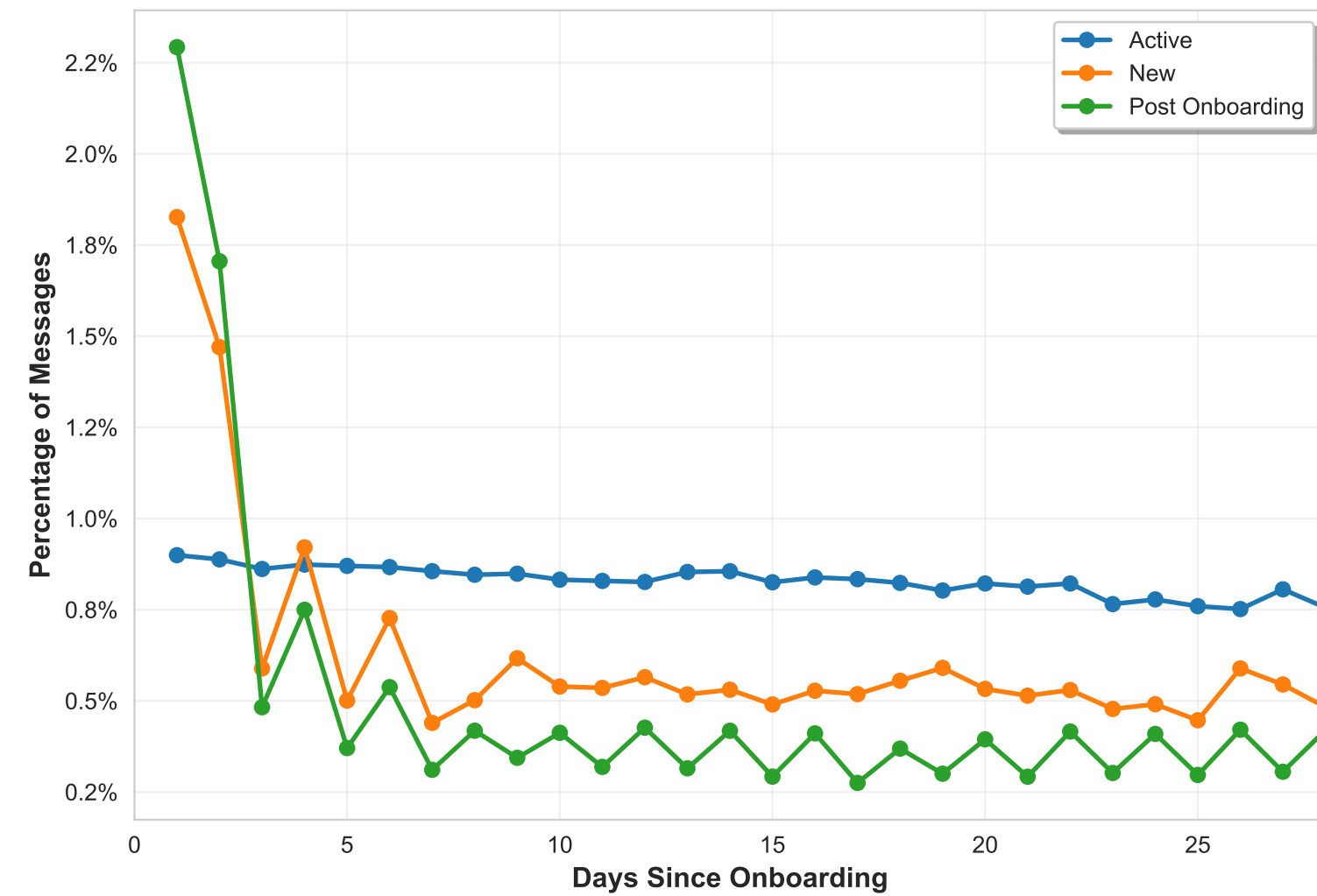


5. Order Rate by Days Since Onboarding

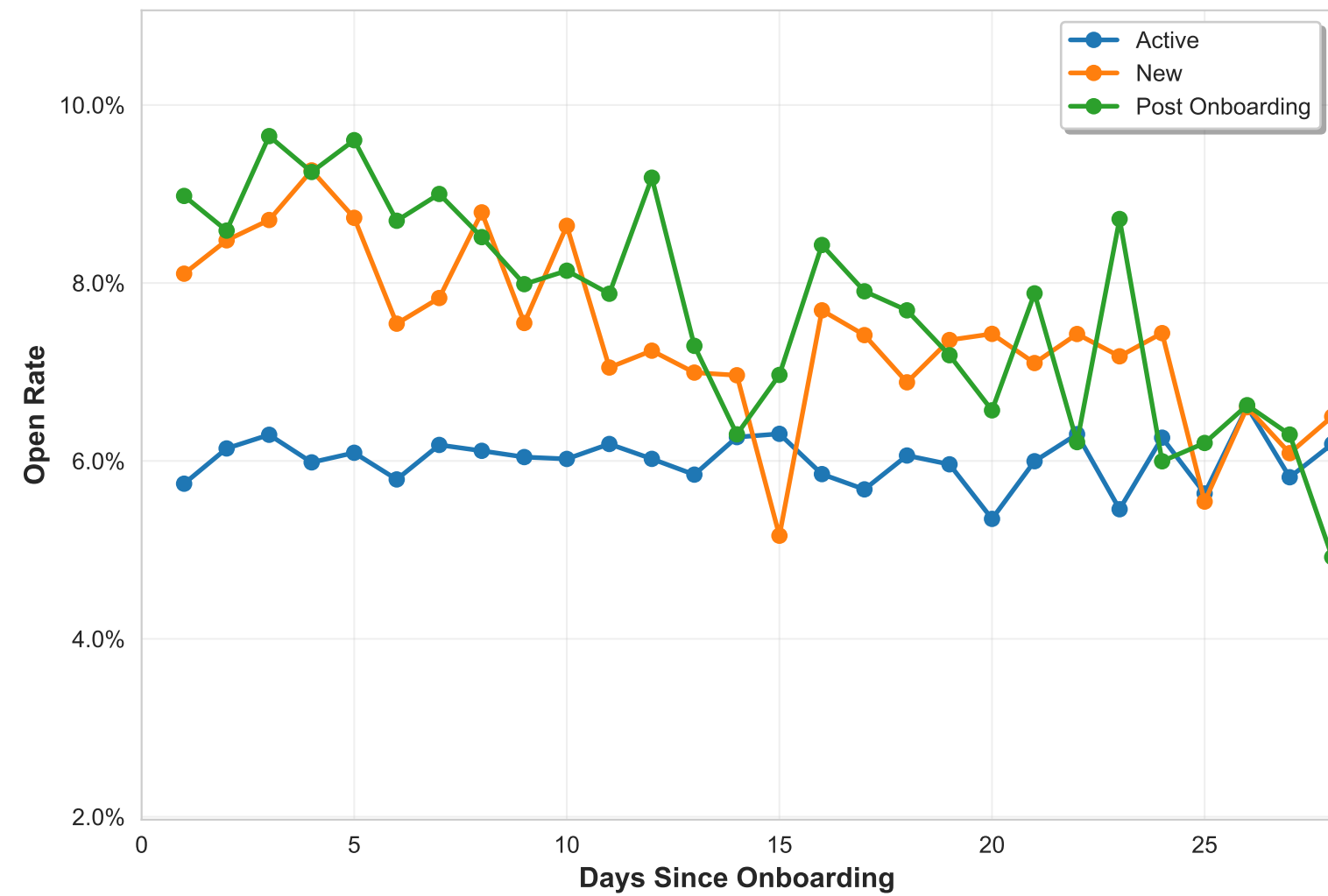


Is Abandon Campaign - Notification Metrics

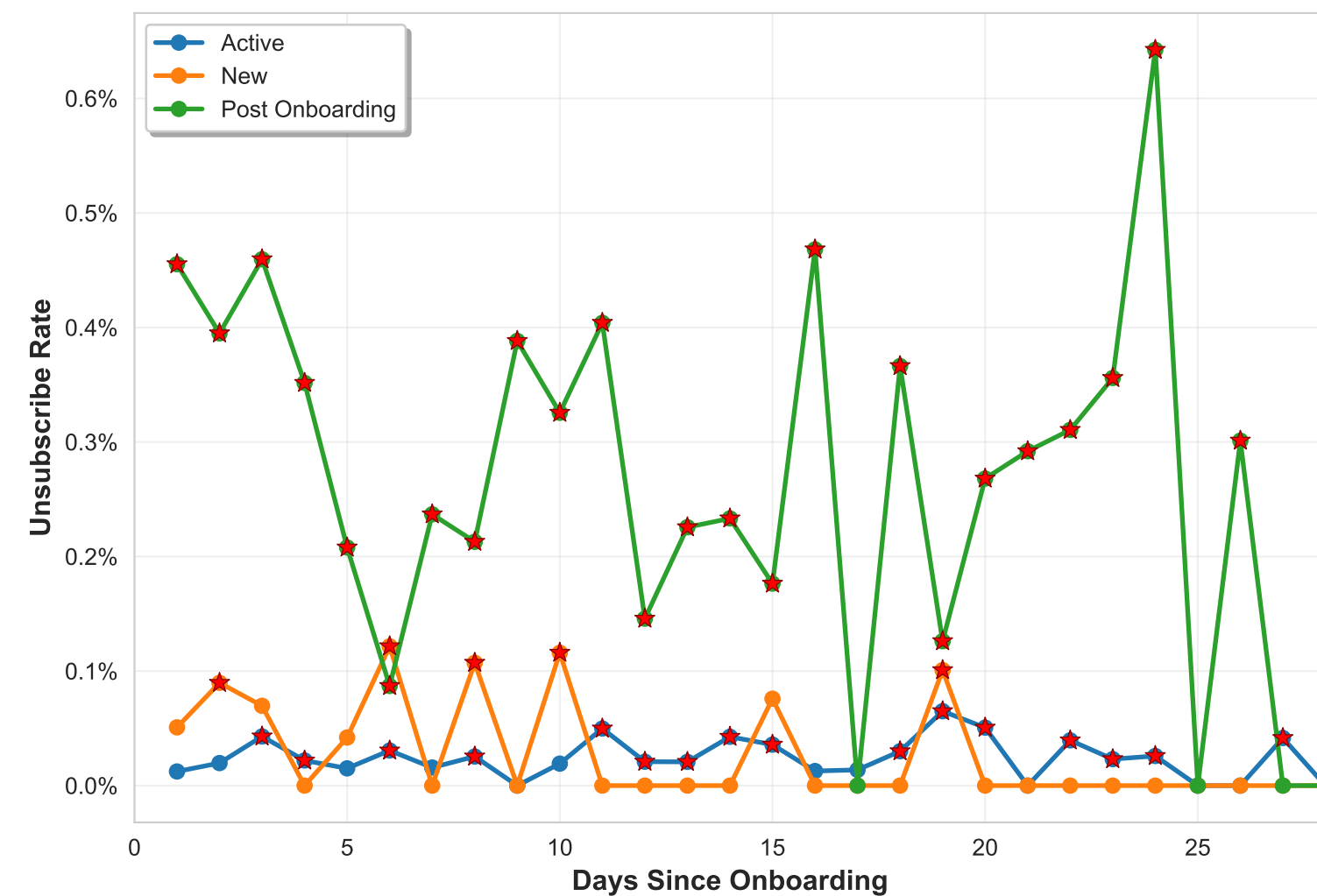
1. Percentage of Messages with Tag by Days Since Onboarding



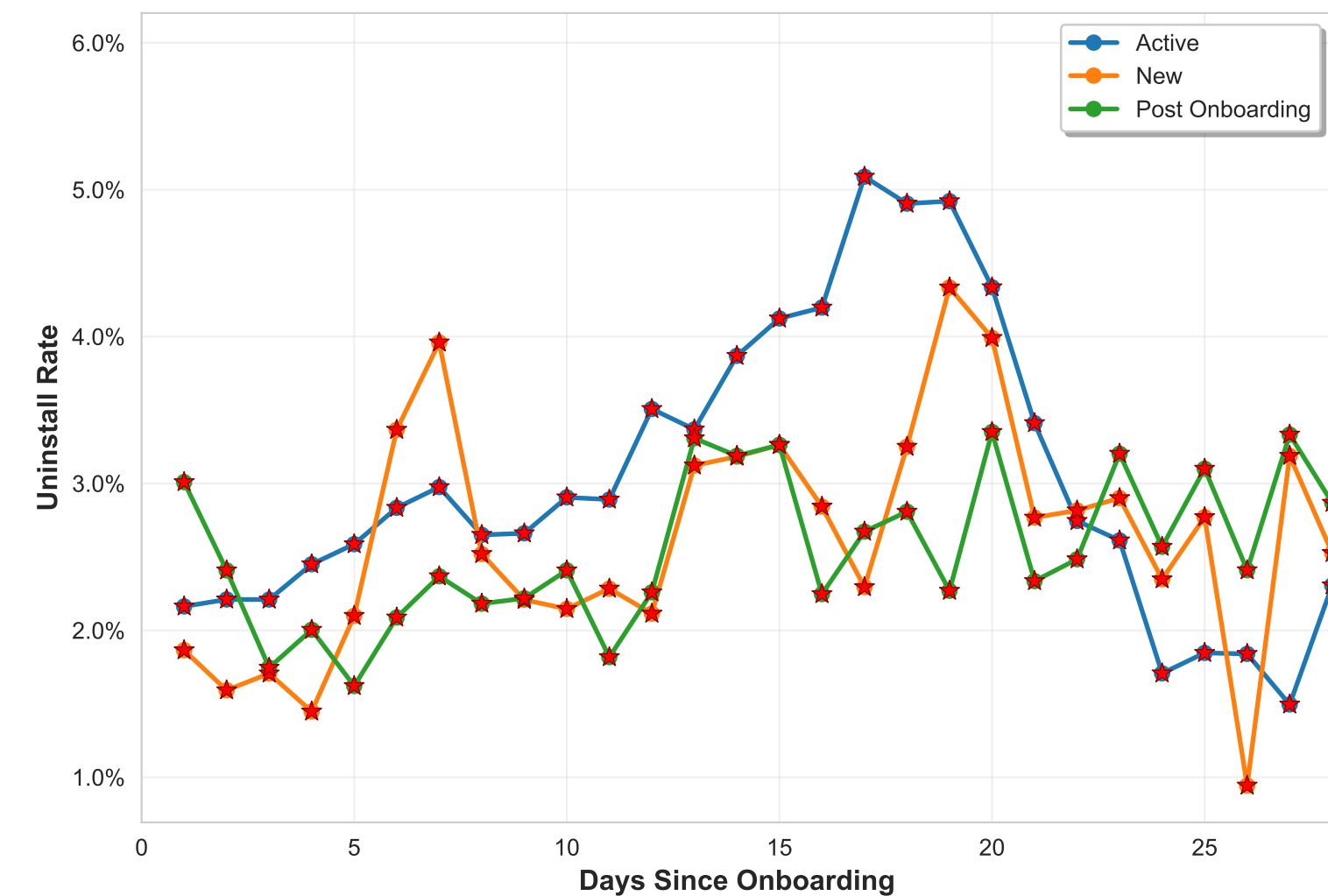
2. Open Rate by Days Since Onboarding (* = Below Threshold)



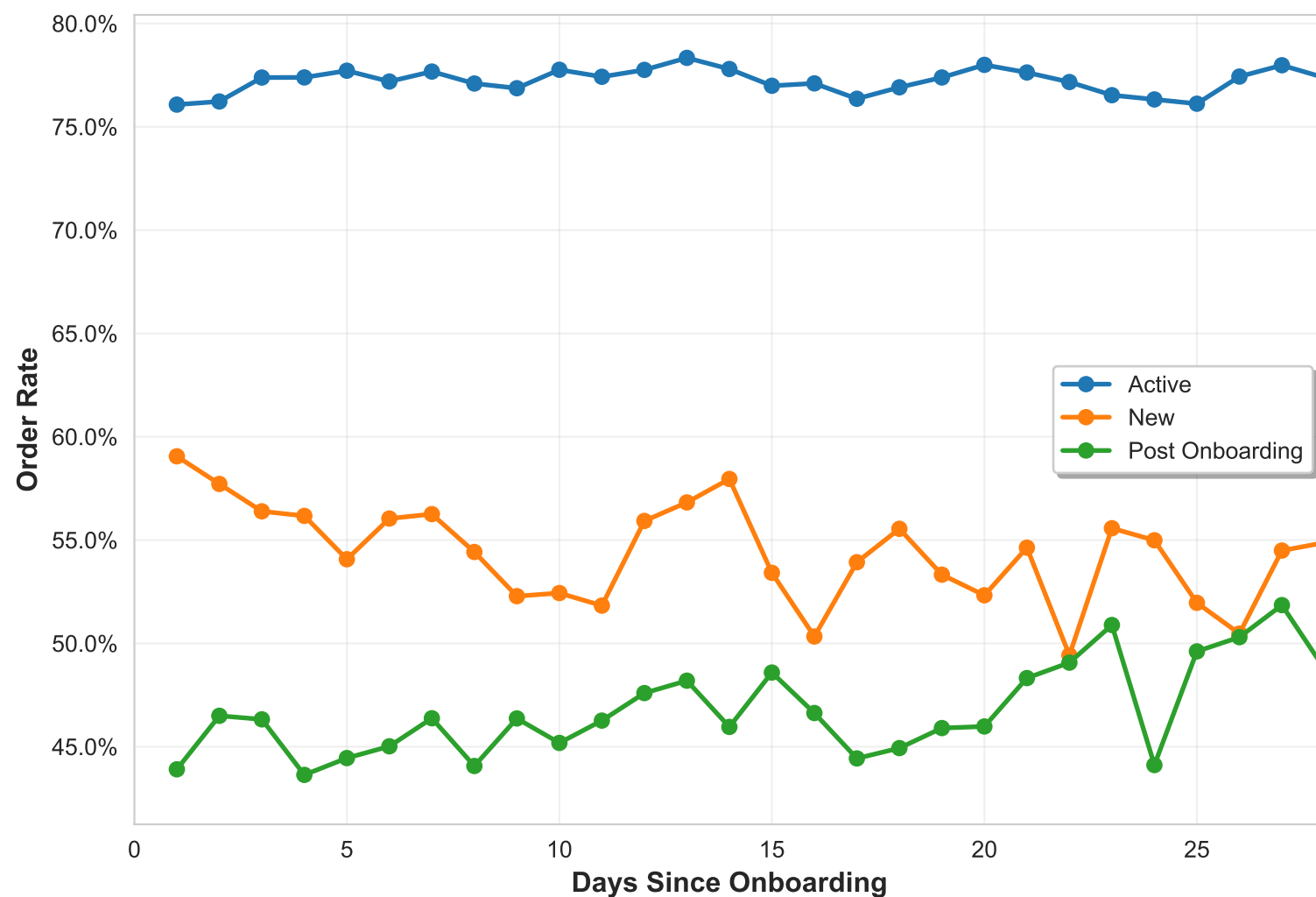
3. Unsubscribe Rate by Days Since Onboarding (* = Above Threshold)



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

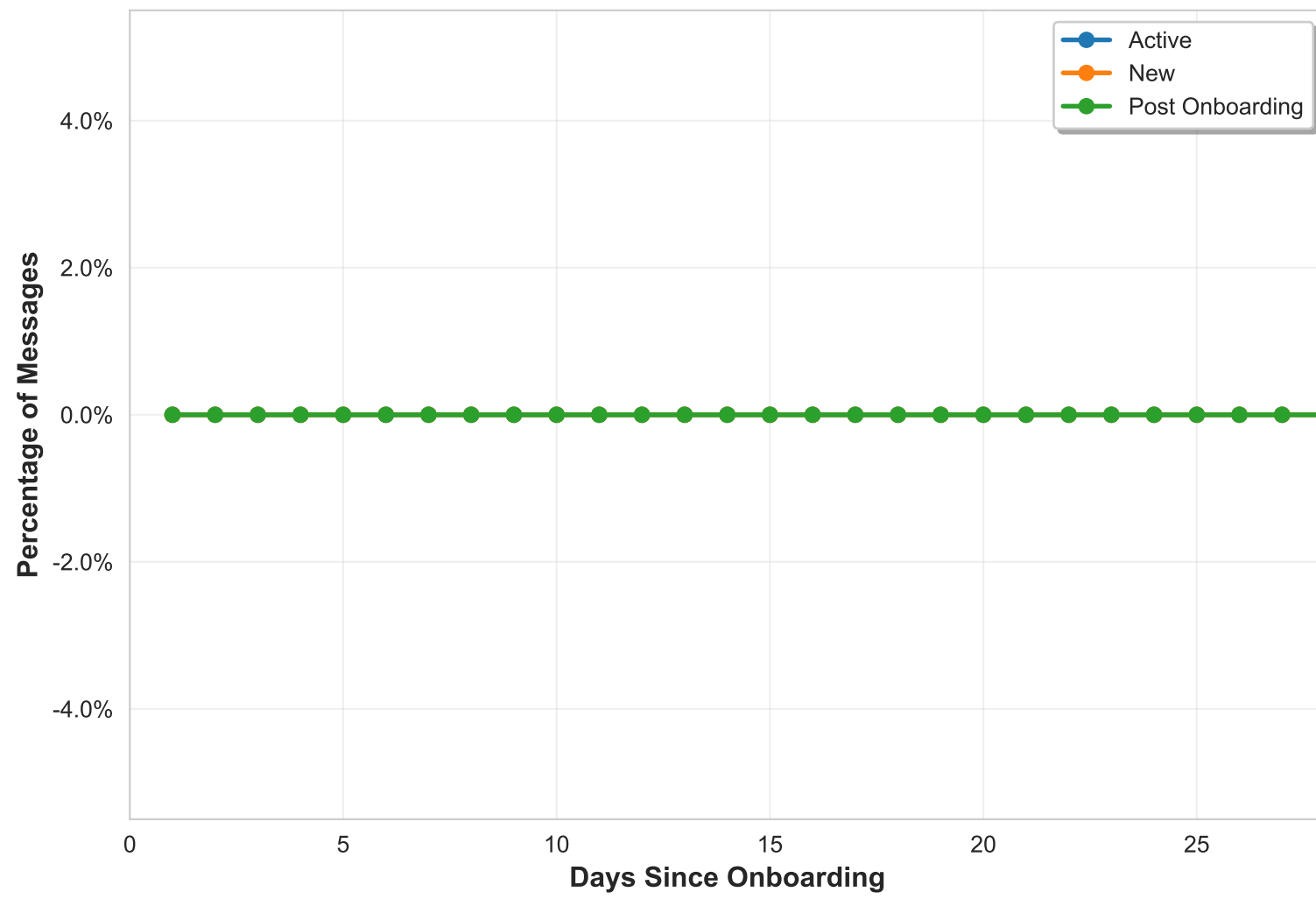


5. Order Rate by Days Since Onboarding

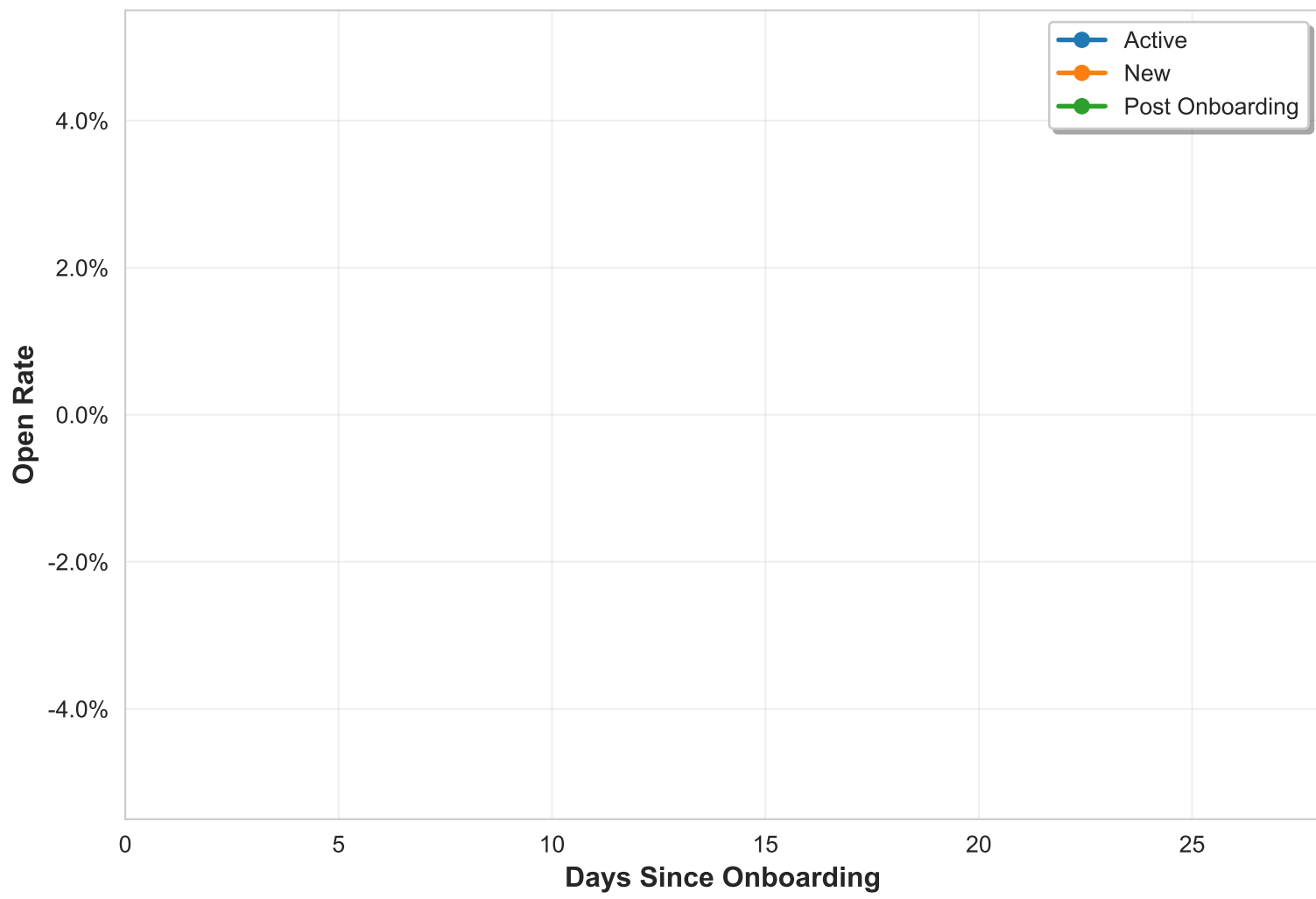


Is Post Order - Notification Metrics

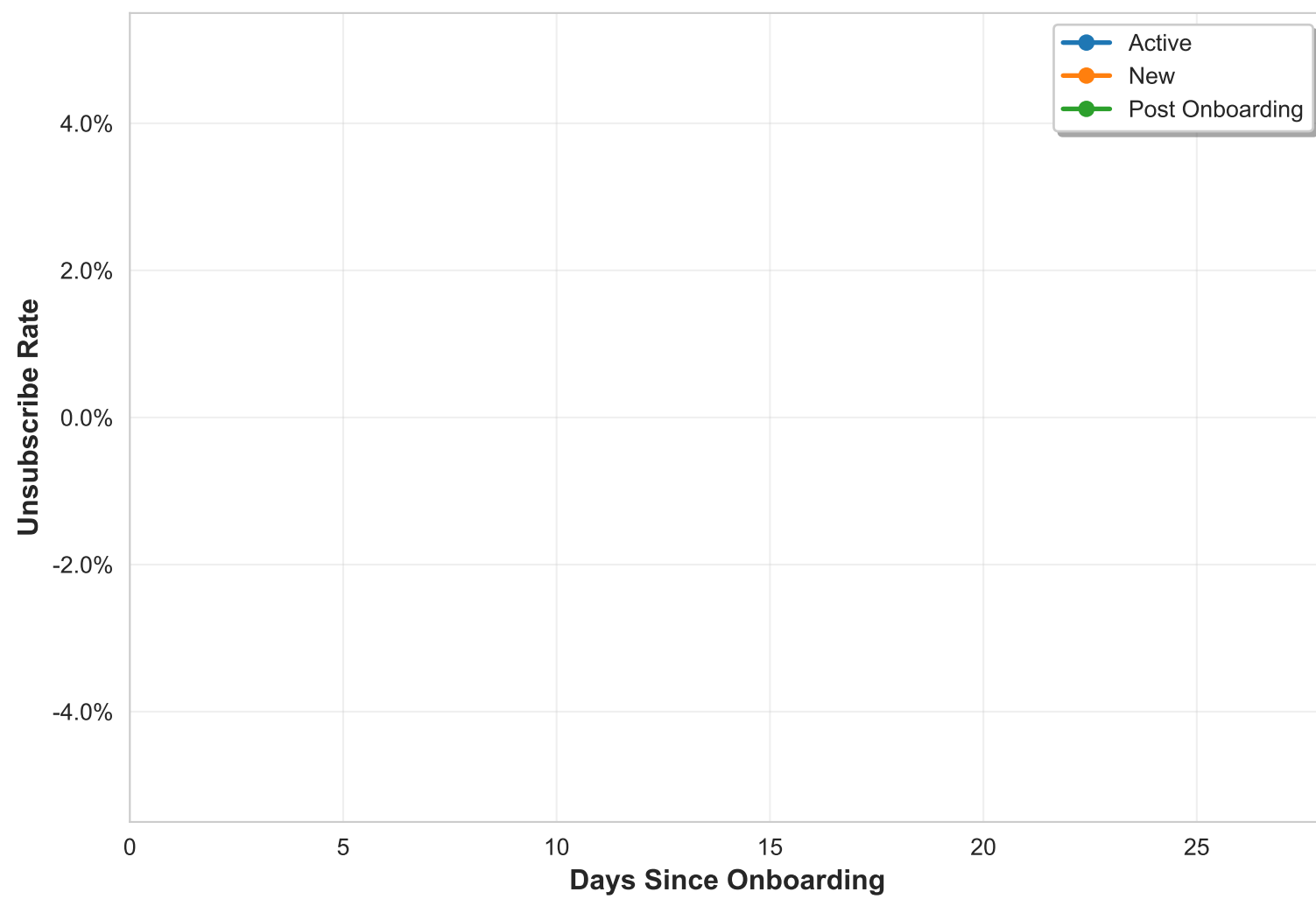
1. Percentage of Messages with Tag by Days Since Onboarding



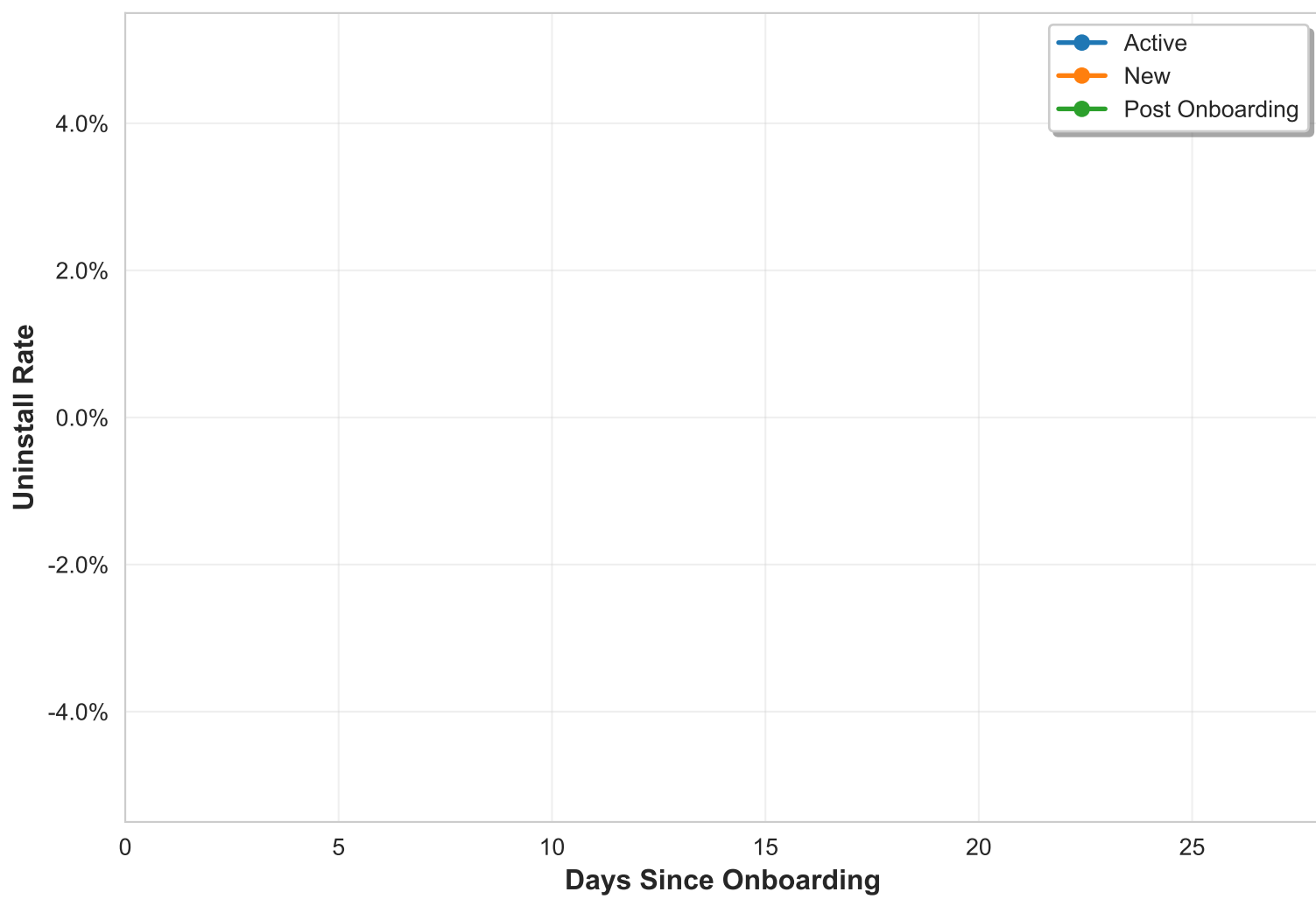
2. Open Rate by Days Since Onboarding (* = Below Threshold)



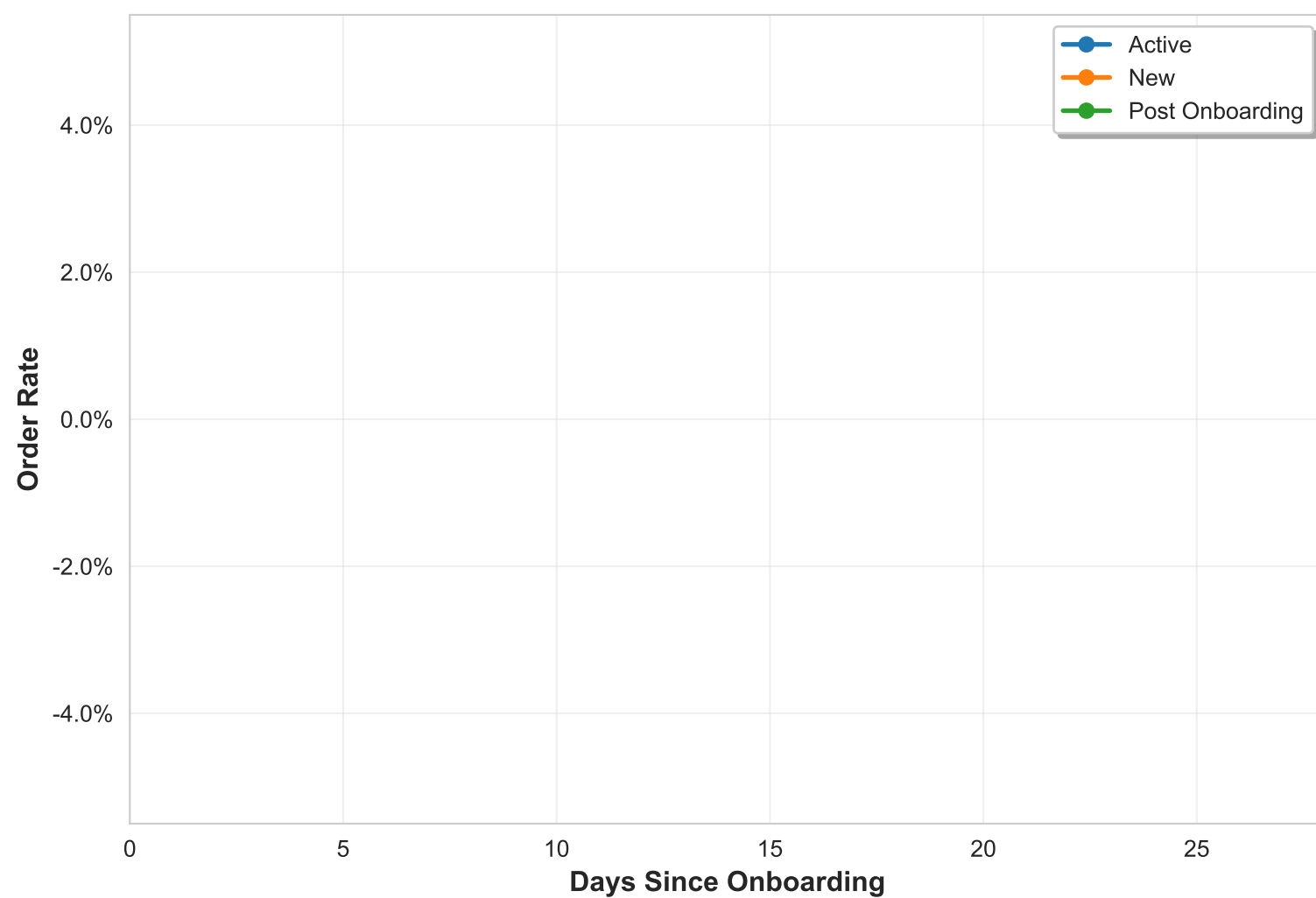
3. Unsubscribe Rate by Days Since Onboarding (* = Above Threshold)



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

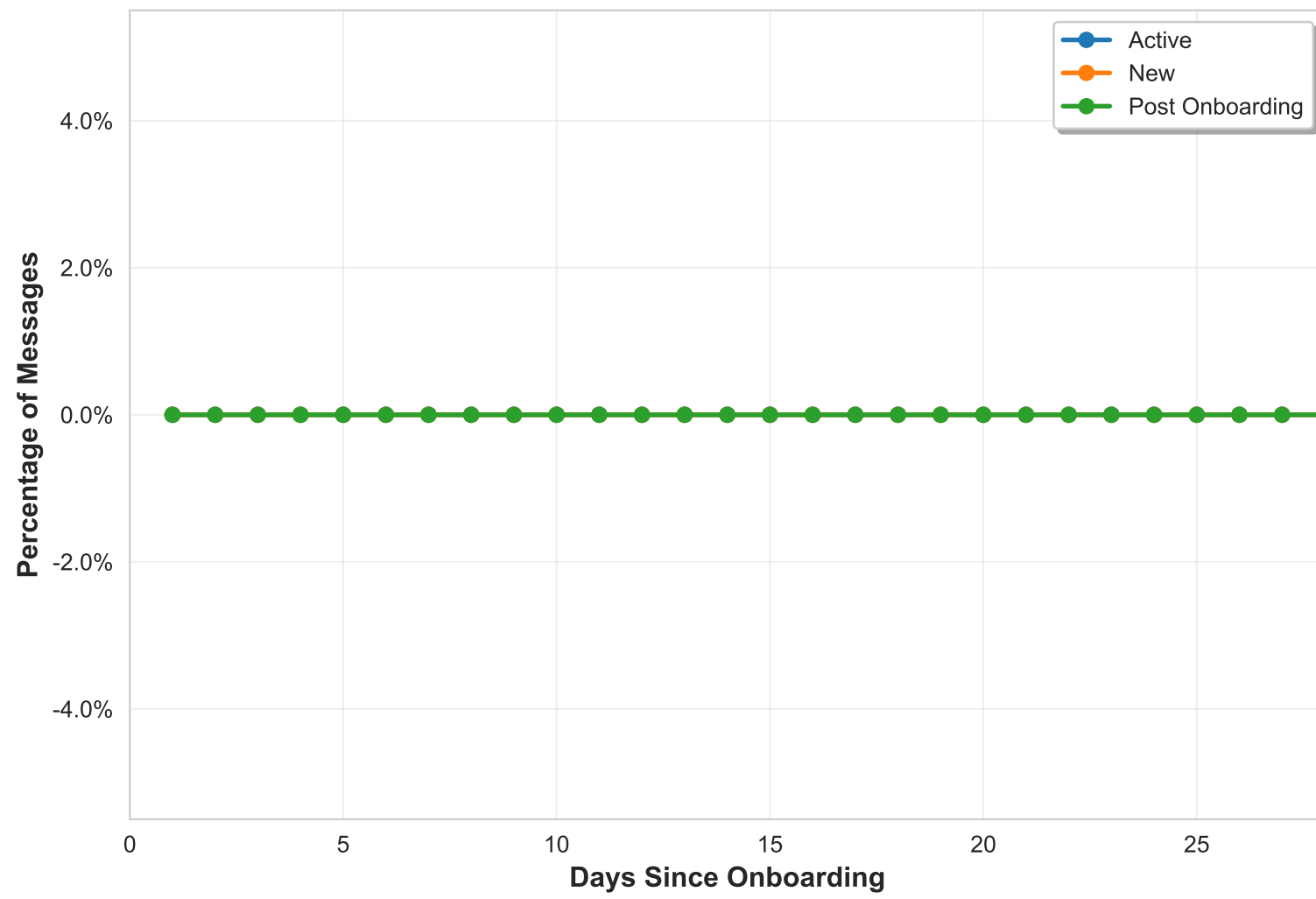


5. Order Rate by Days Since Onboarding

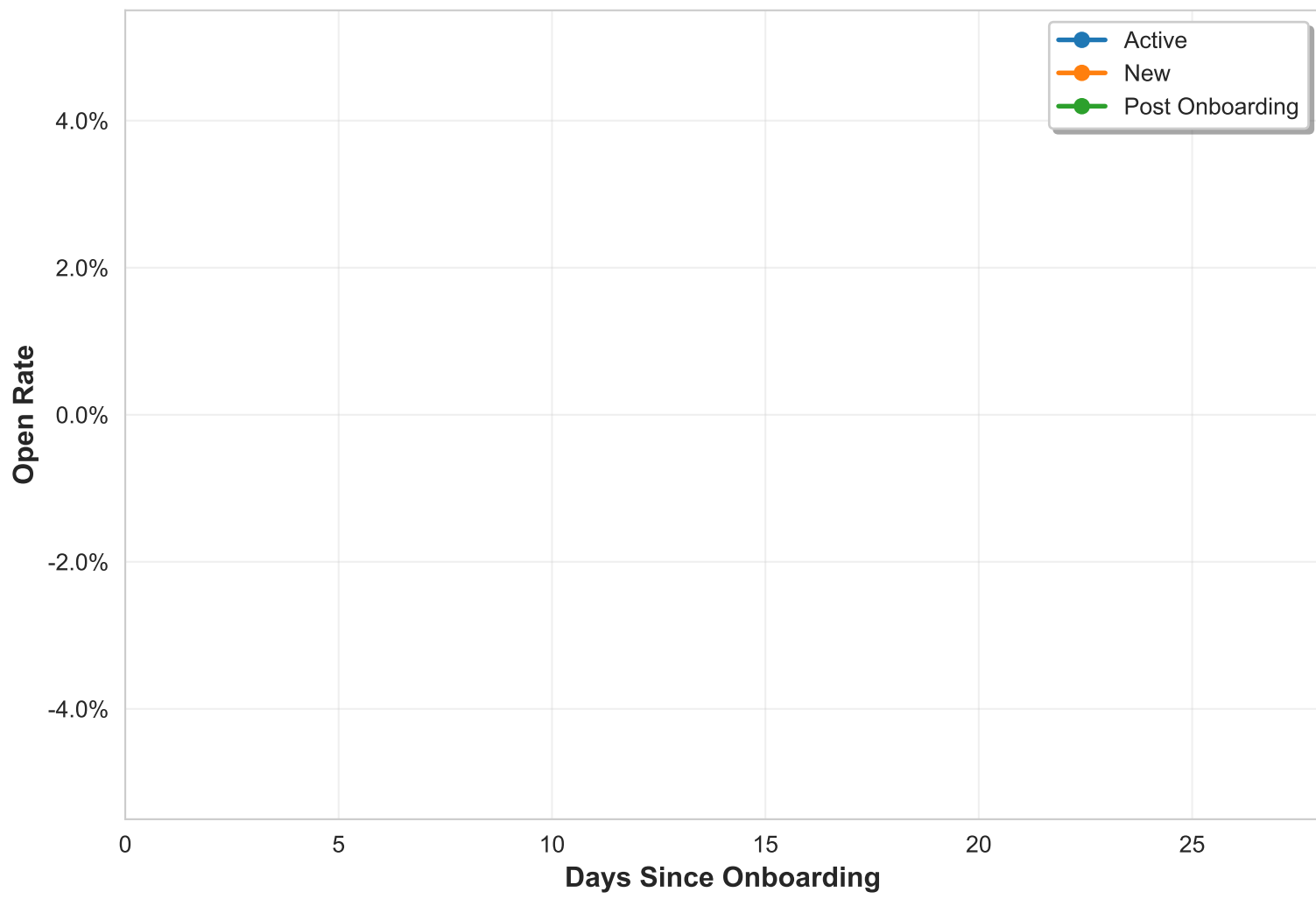


Is Reorder - Notification Metrics

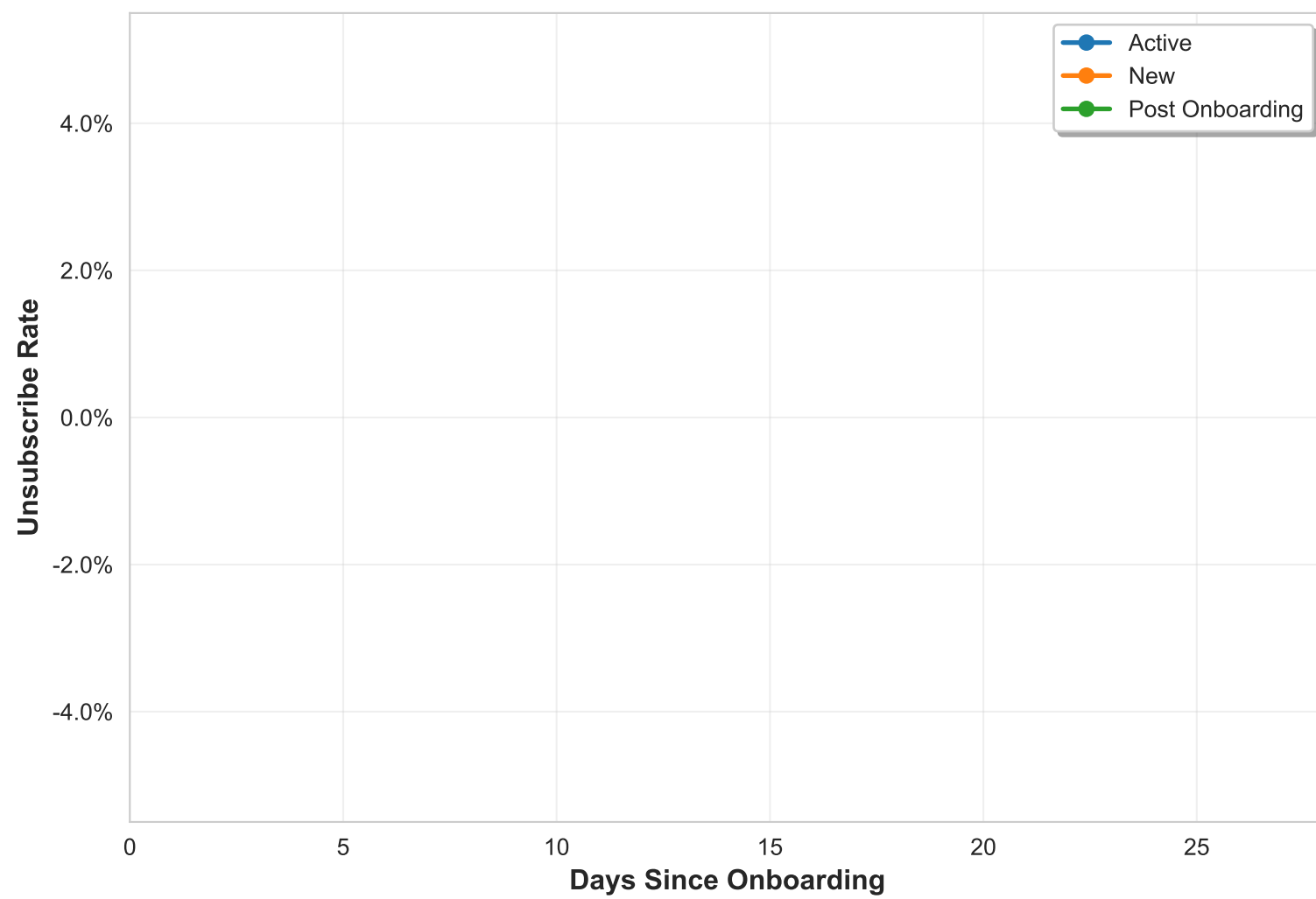
1. Percentage of Messages with Tag by Days Since Onboarding



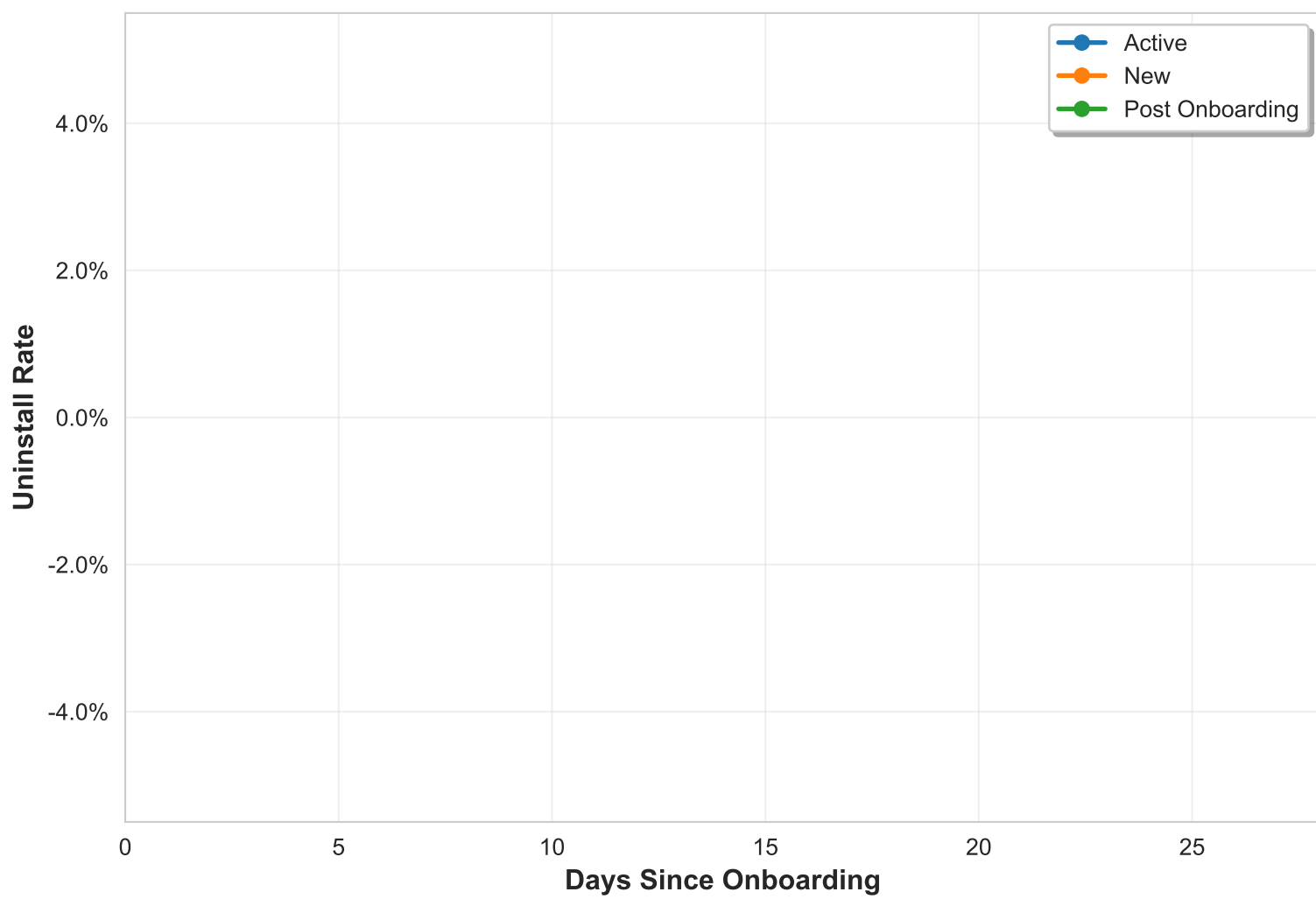
2. Open Rate by Days Since Onboarding (* = Below Threshold)



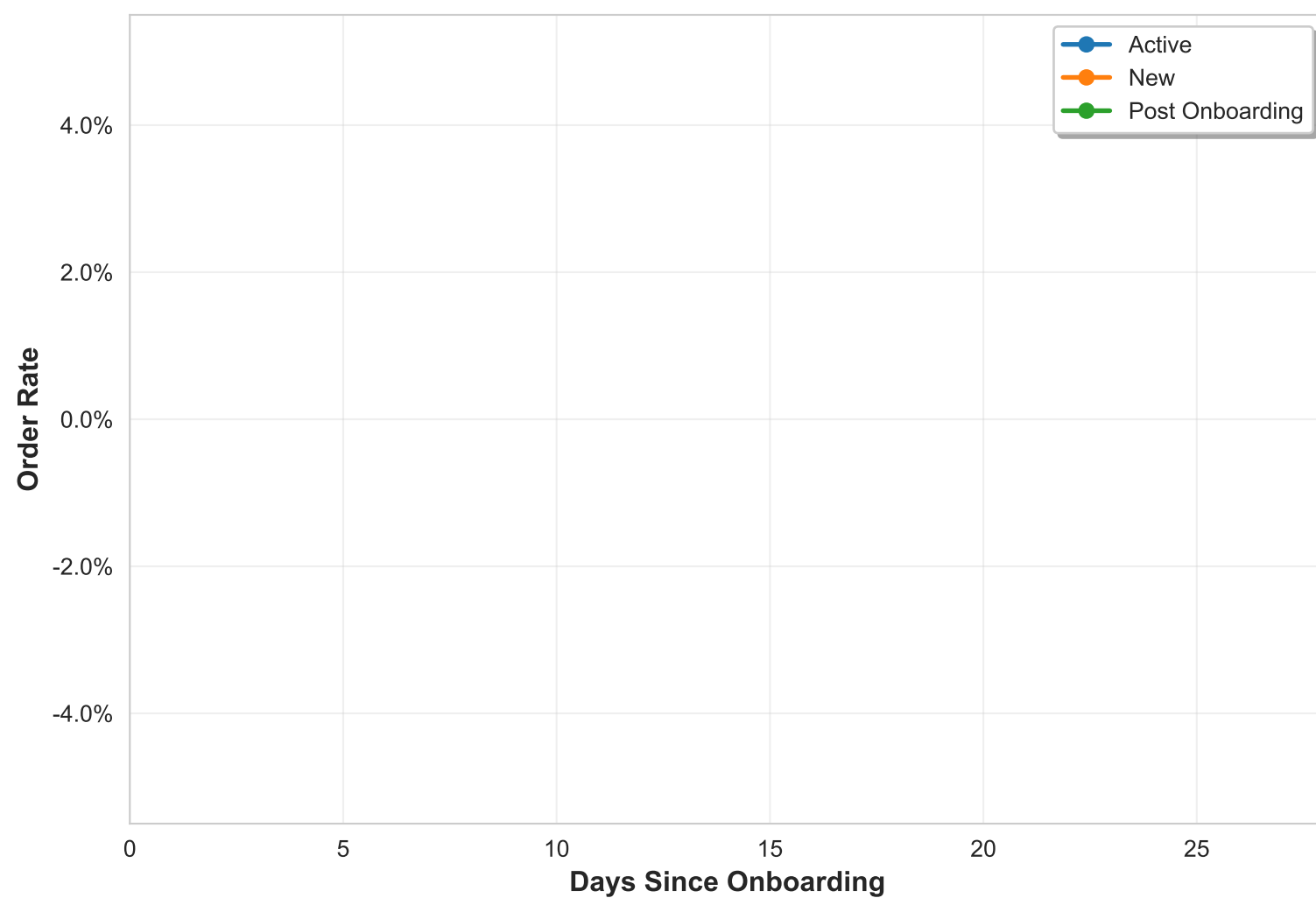
3. Unsubscribe Rate by Days Since Onboarding (* = Above Threshold)



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

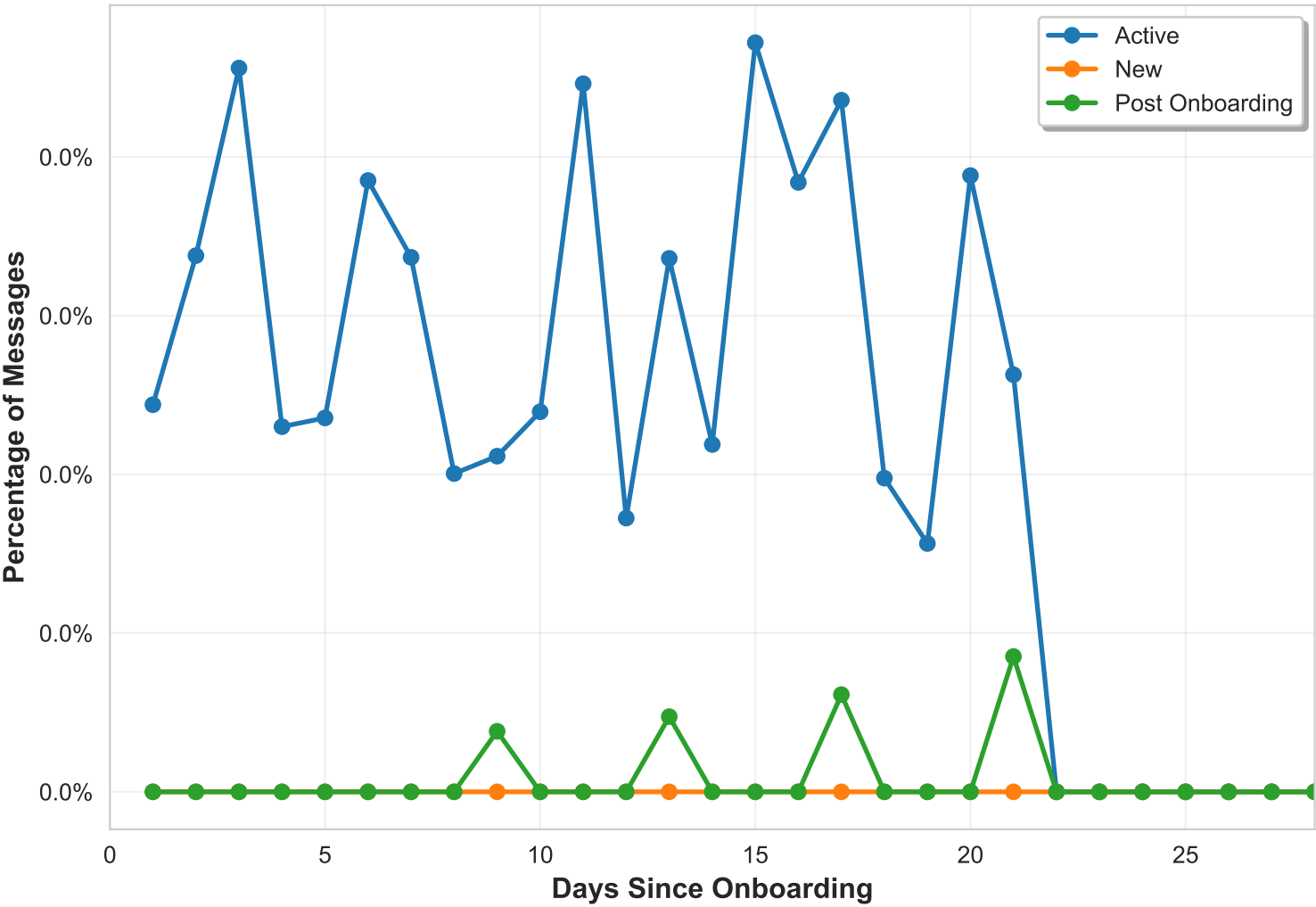


5. Order Rate by Days Since Onboarding

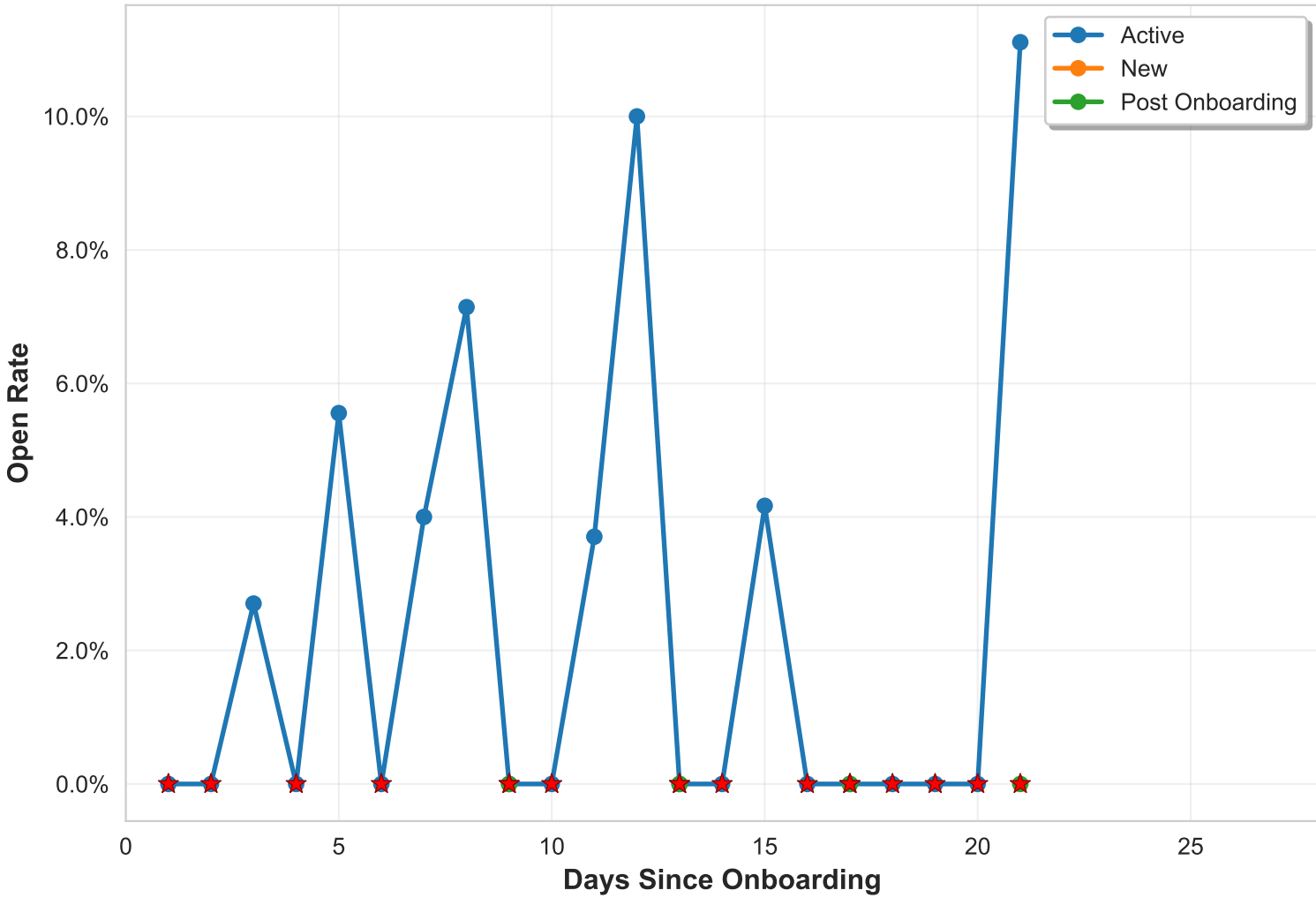


Is Gift Card Campaign - Notification Metrics

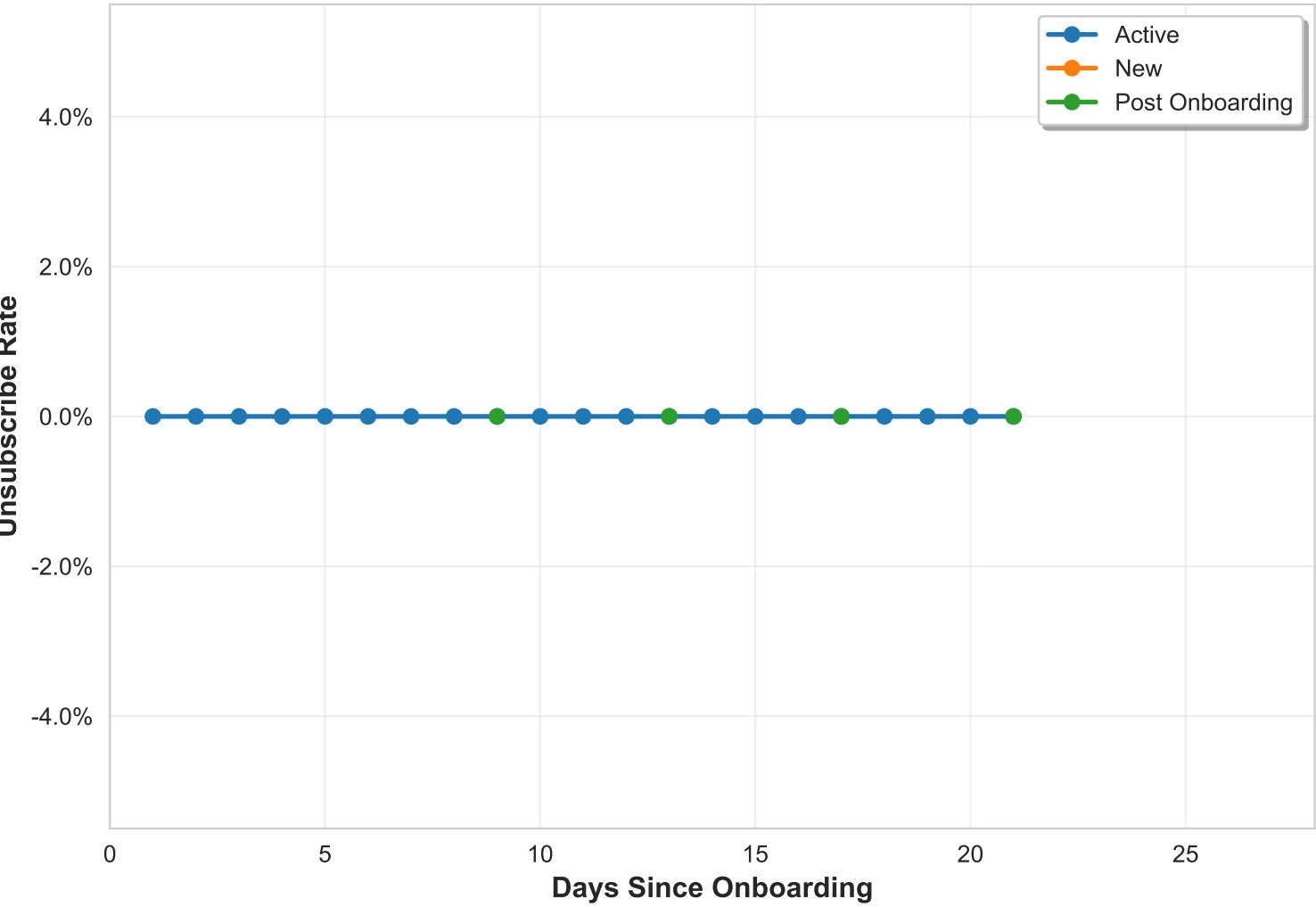
1. Percentage of Messages with Tag by Days Since Onboarding



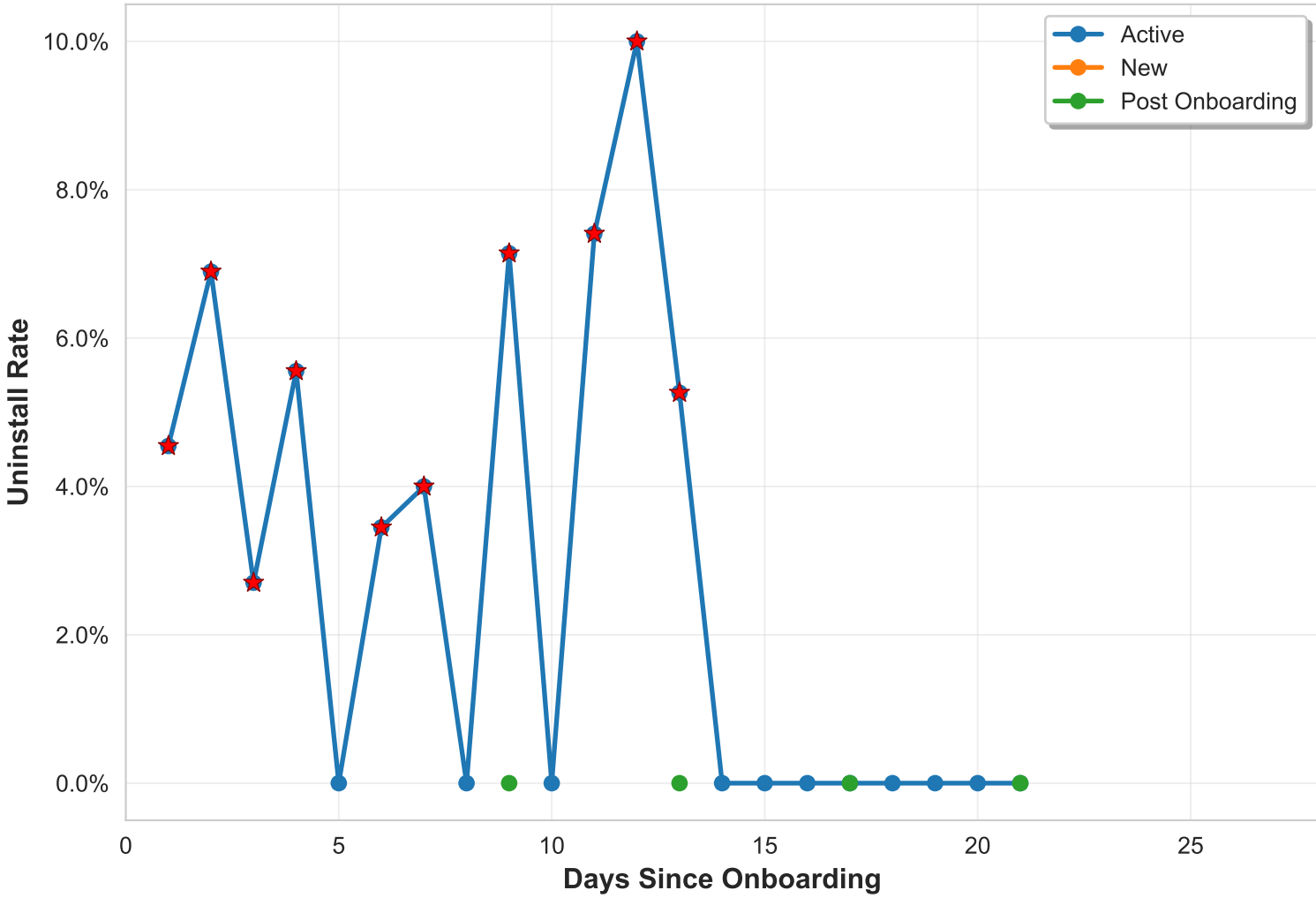
2. Open Rate by Days Since Onboarding (* = Below Threshold)



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

