Notification Performance Report

Generated: 2025-11-20 15:44
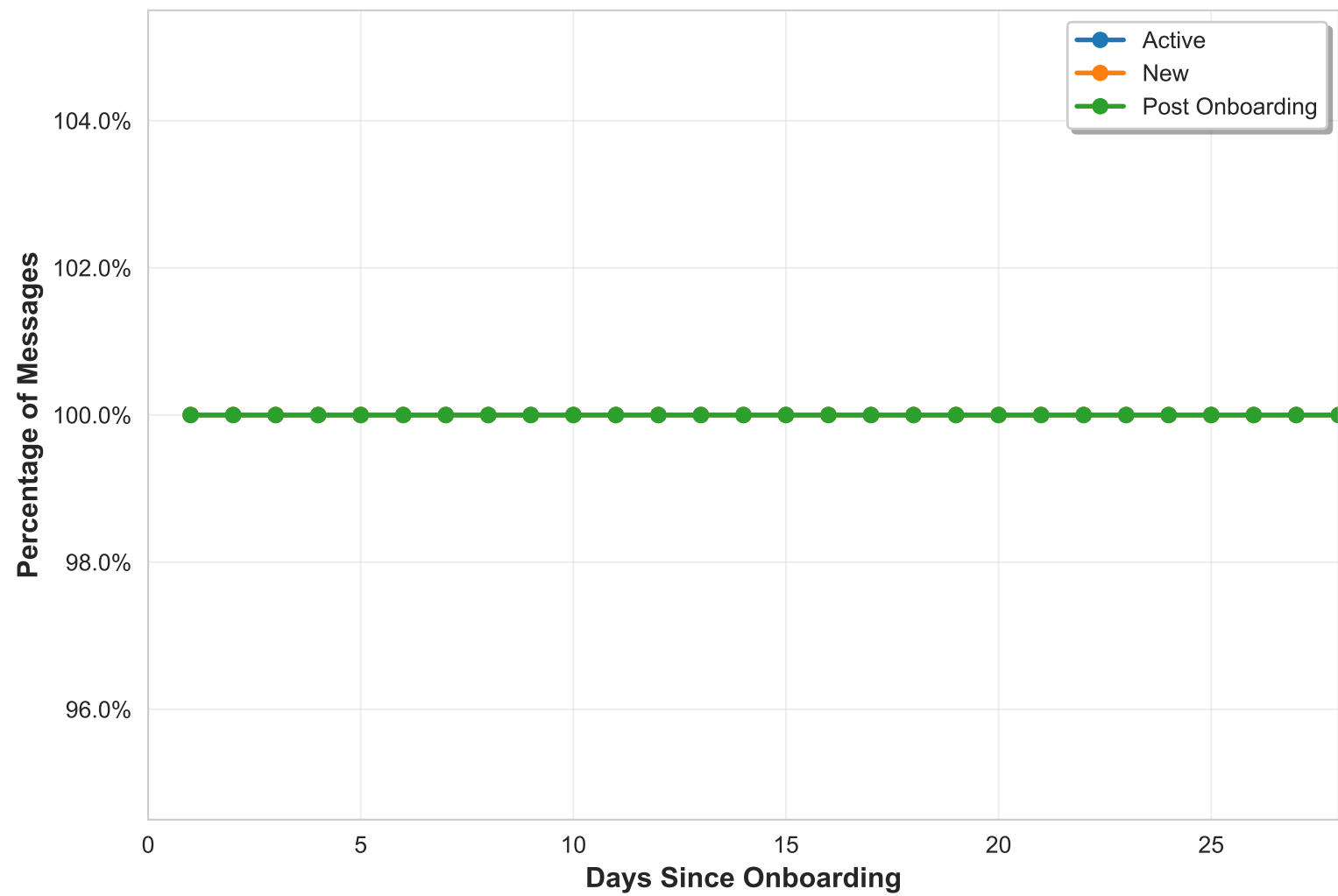
Table of Contents

Each section contains 5 charts:
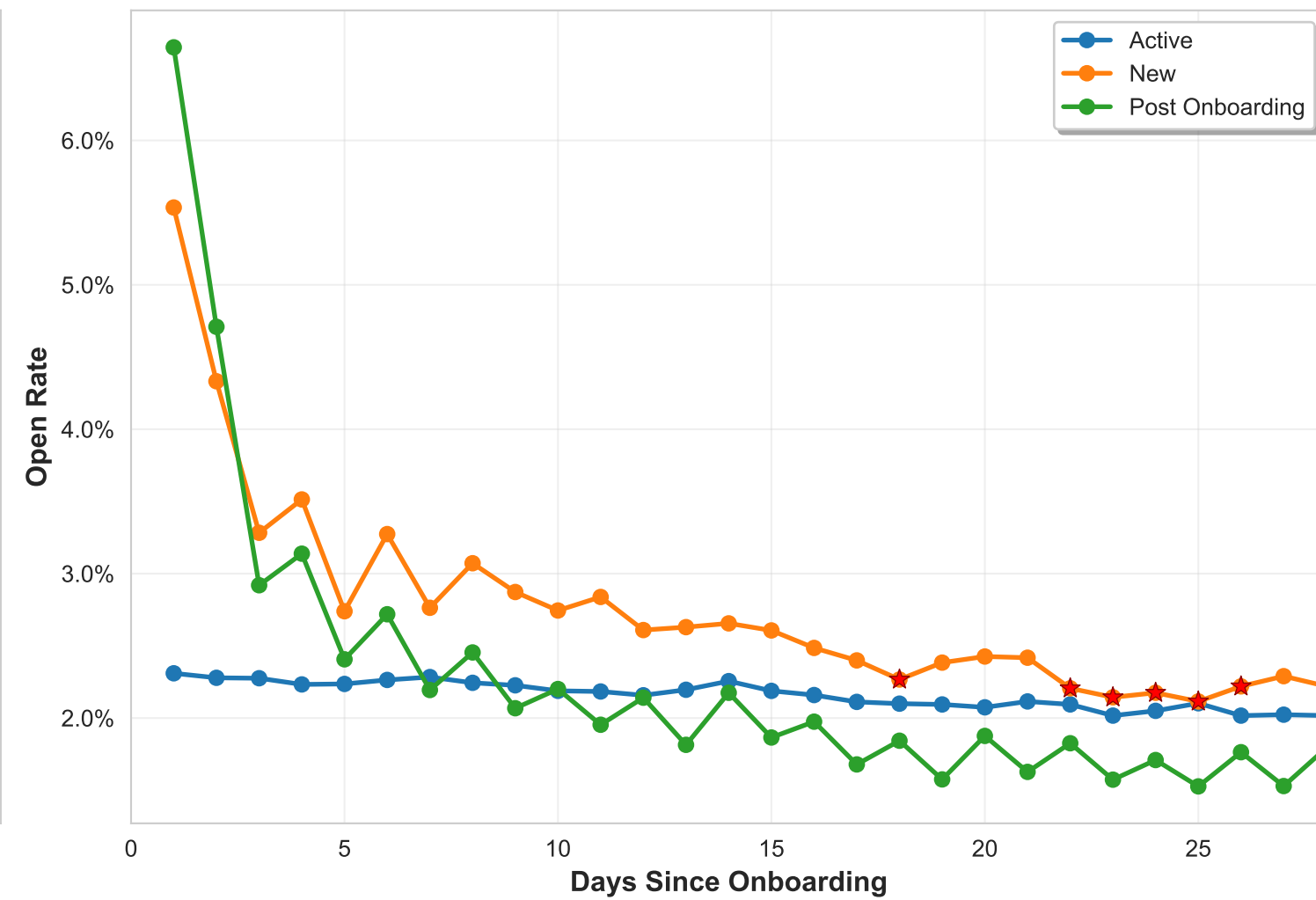1) % Messages with Tag 2) Open Rate* 3) Unsubscribe Rate* 4) Uninstall Rate* 5) Order Rate
* Asterisks indicate metrics exceeding thresholds
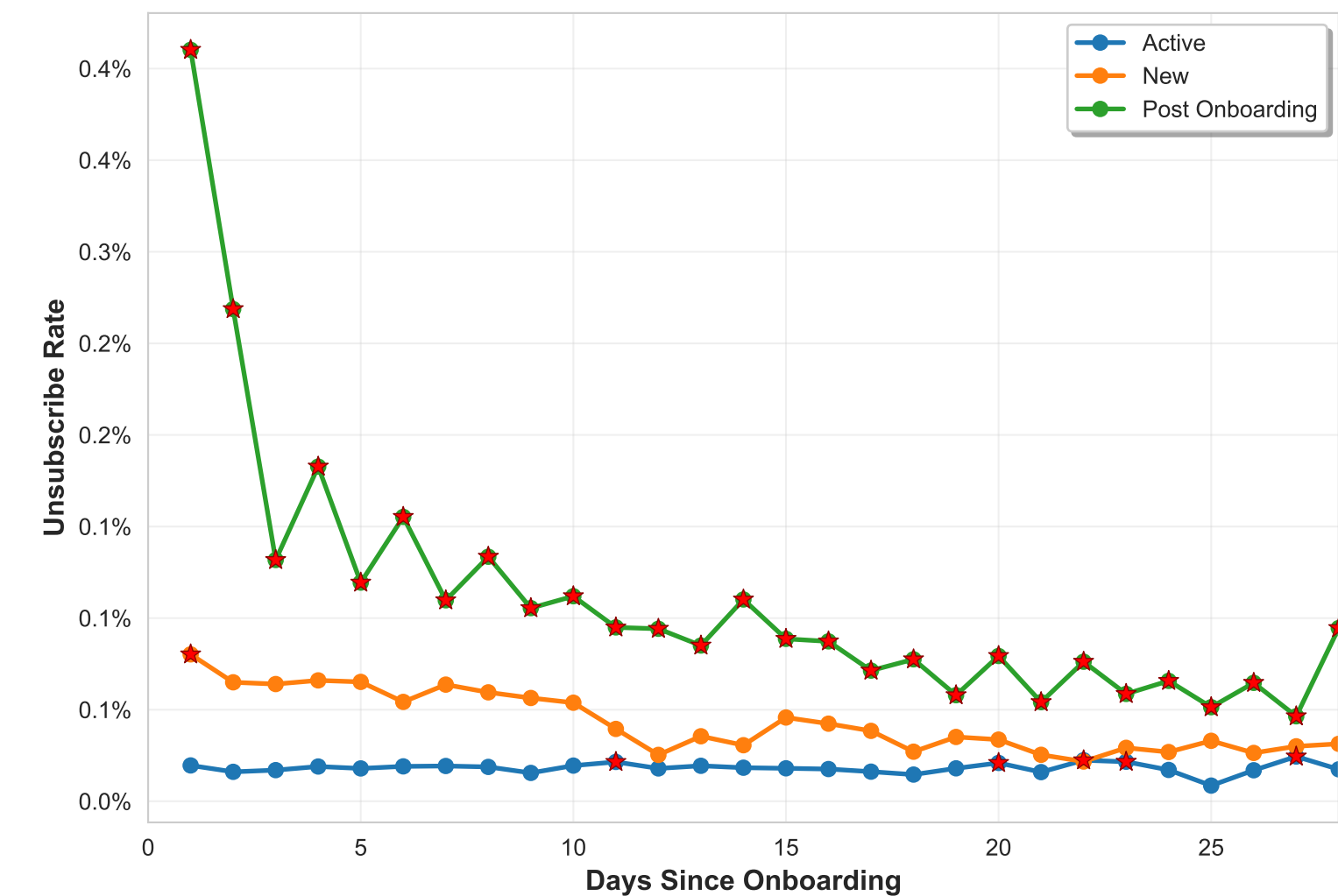
Overall - Notification Metrics

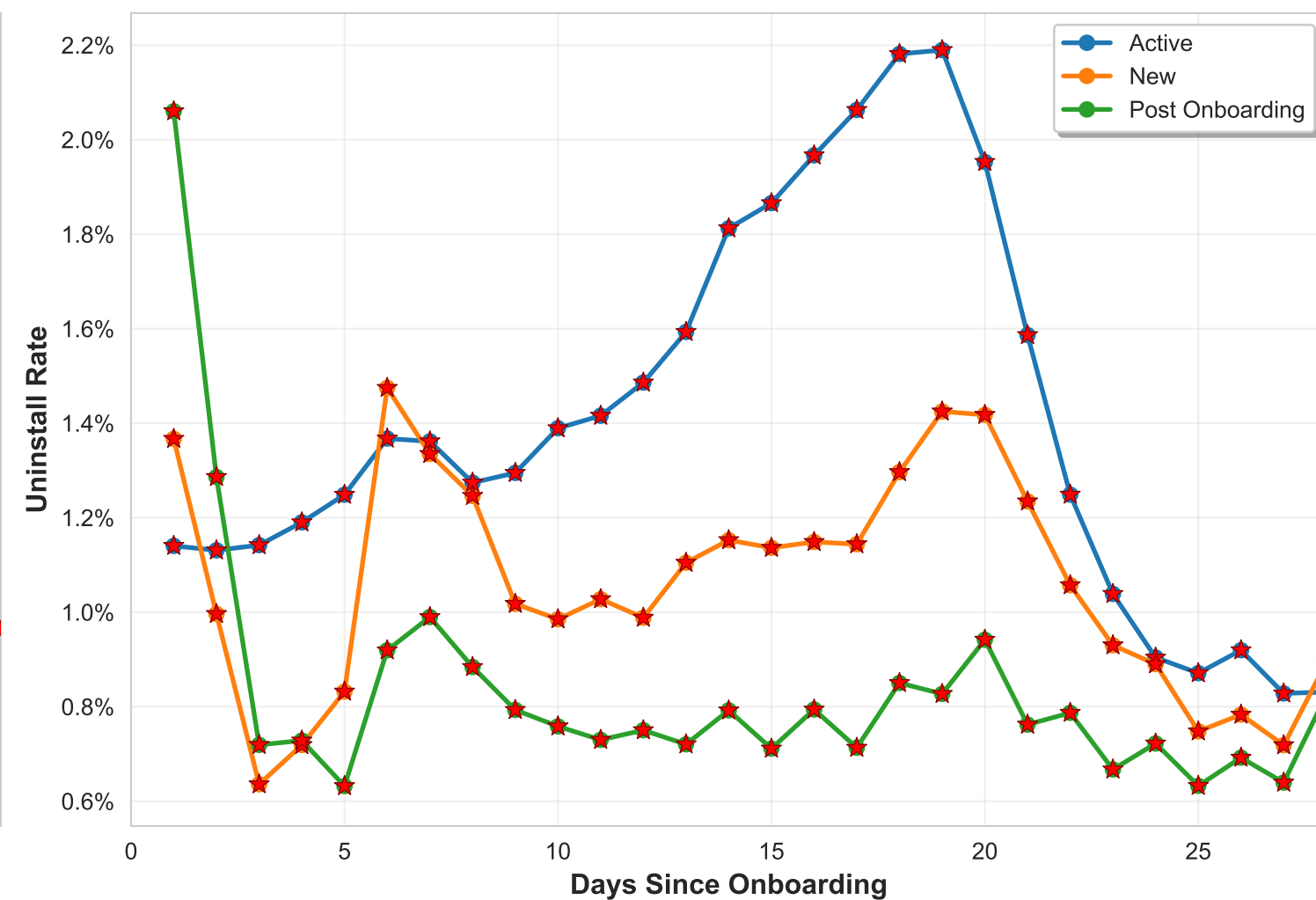### 1. Percentage of Messages with Tag by Days Since Onboarding

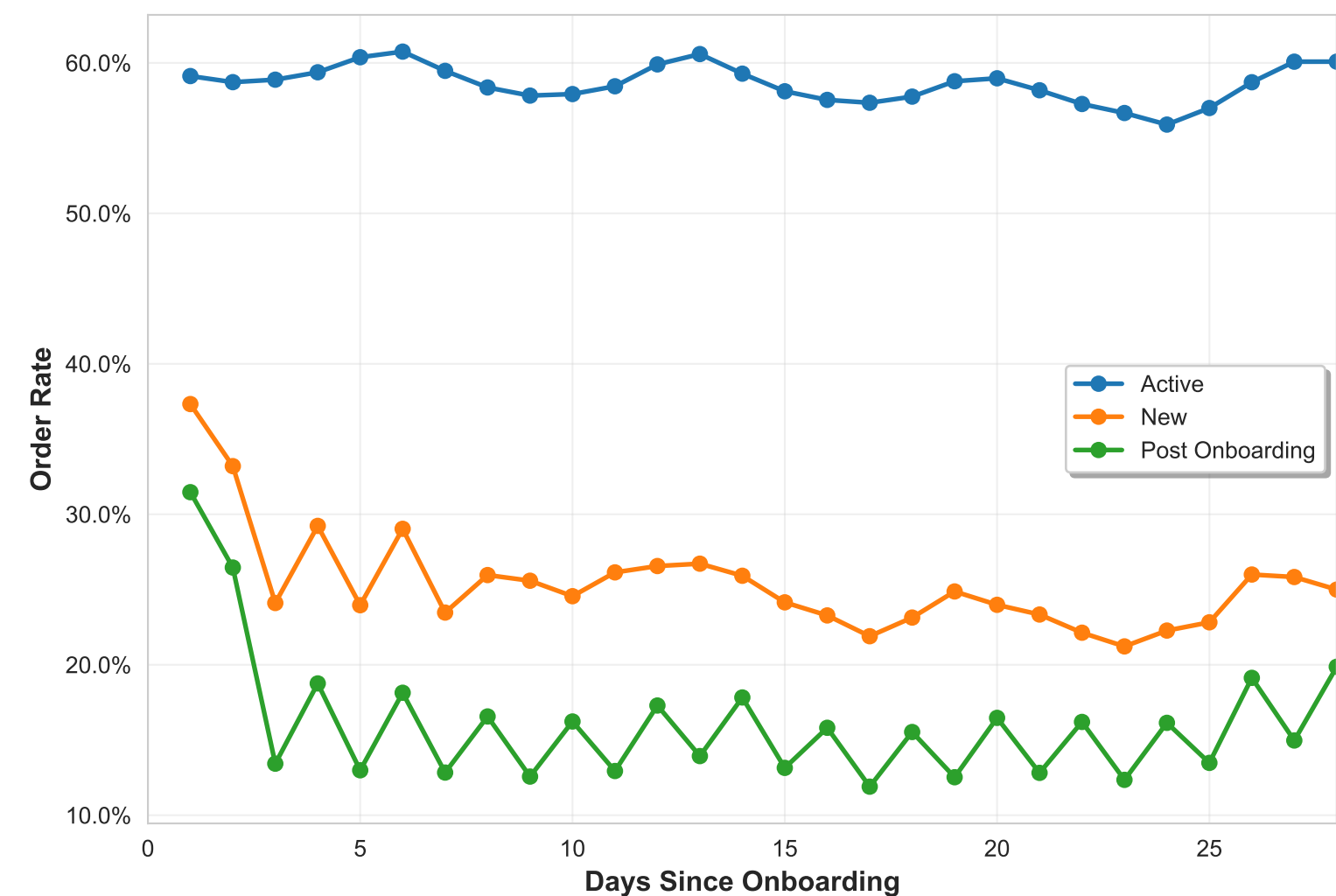### 2. Open Rate by Days Since Onboarding (* = Below Threshold)

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

4. Uninstall Rate by Days Since Onboarding (* = Above Threshold)
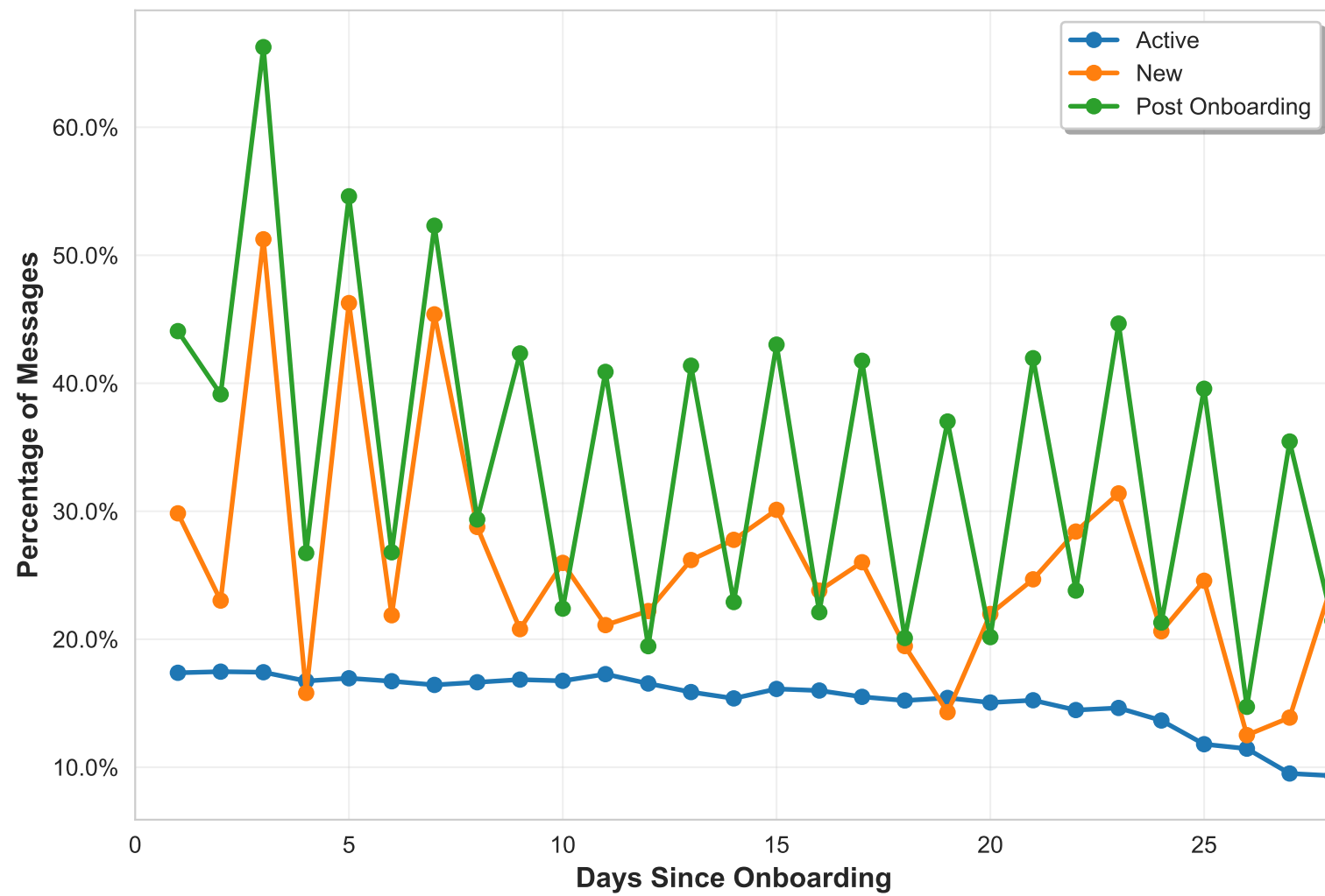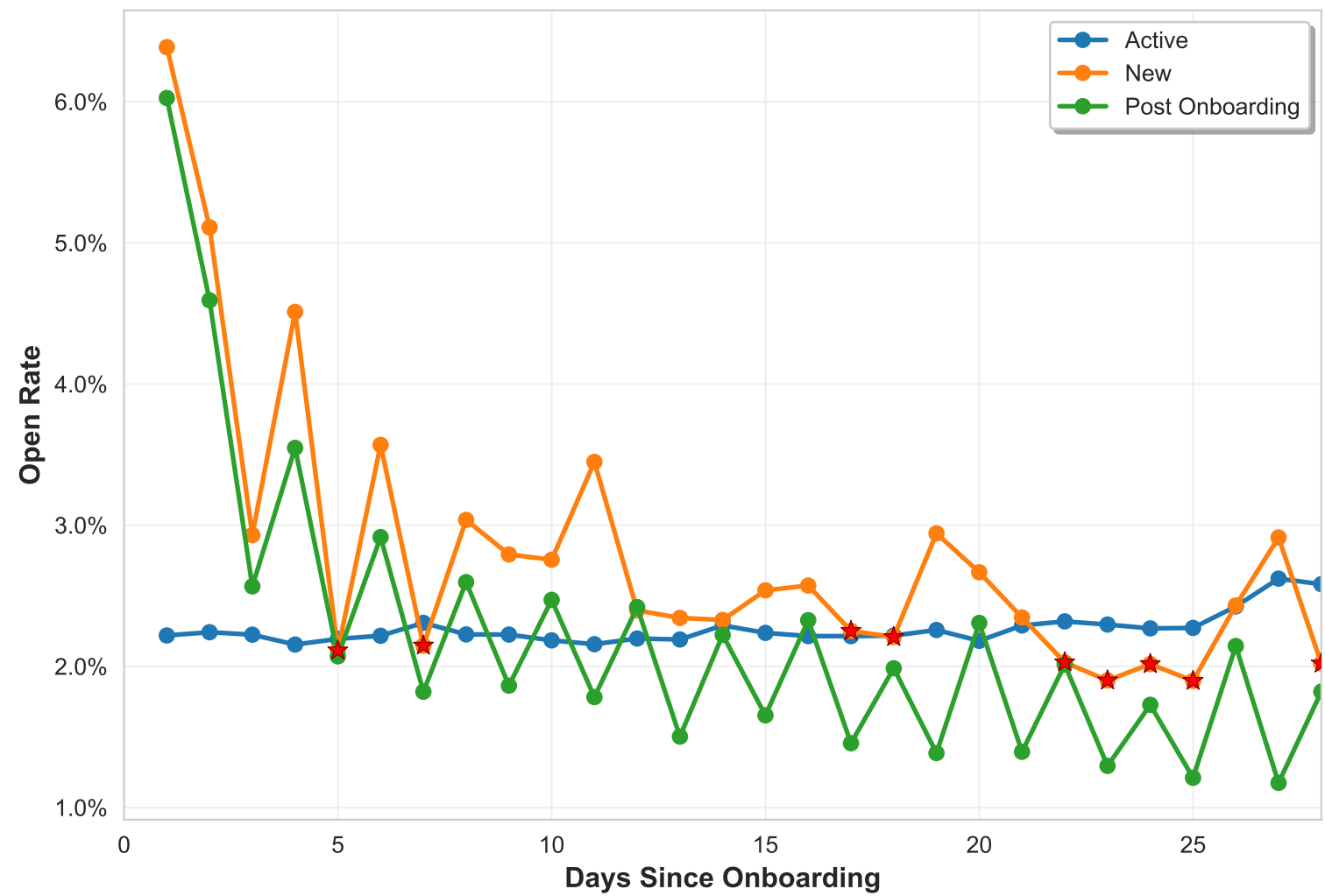
5. Order Rate by Days Since Onboarding
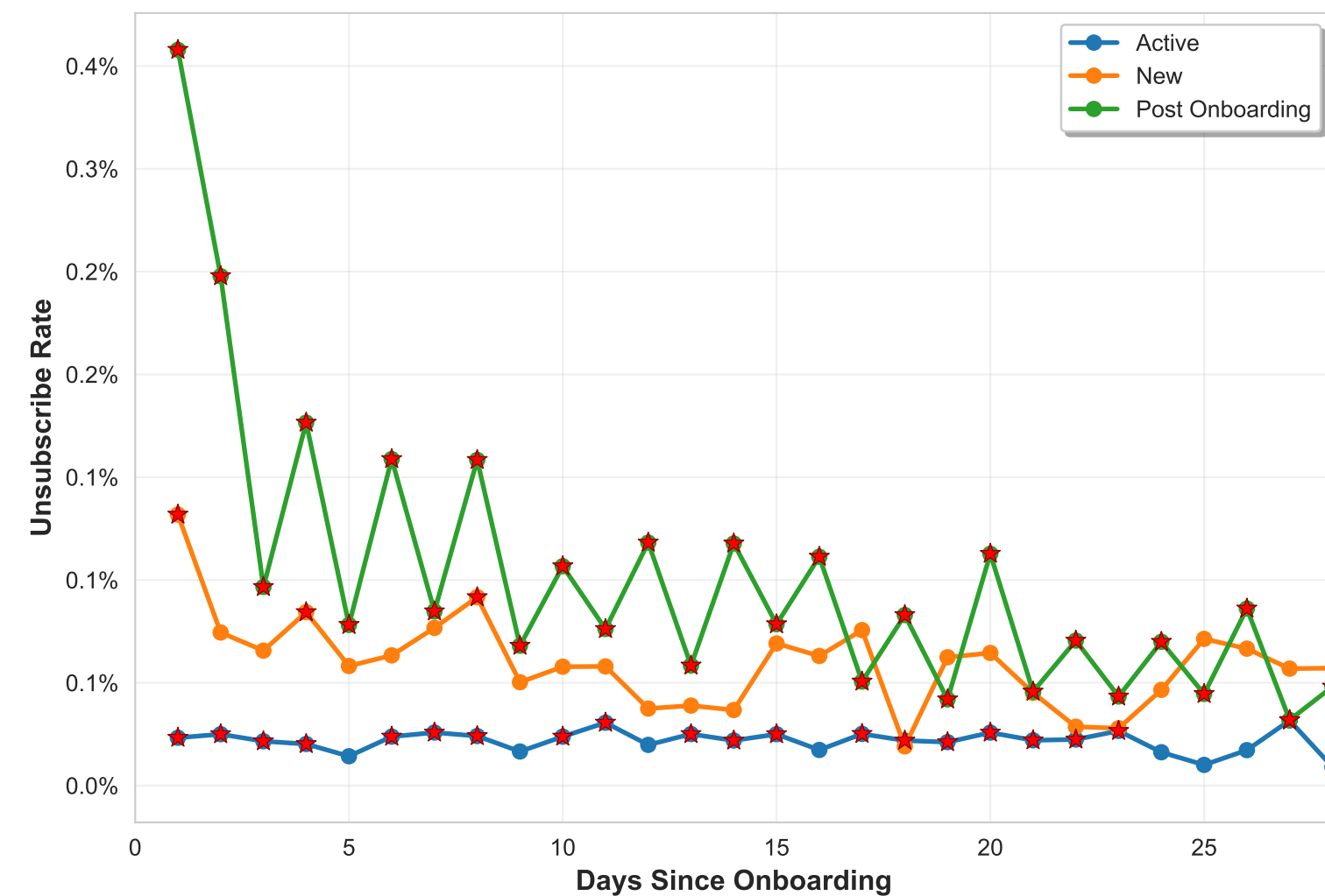
Is Braze - Notification Metrics

1. Percentage of Messages with Tag by Days Since Onboarding
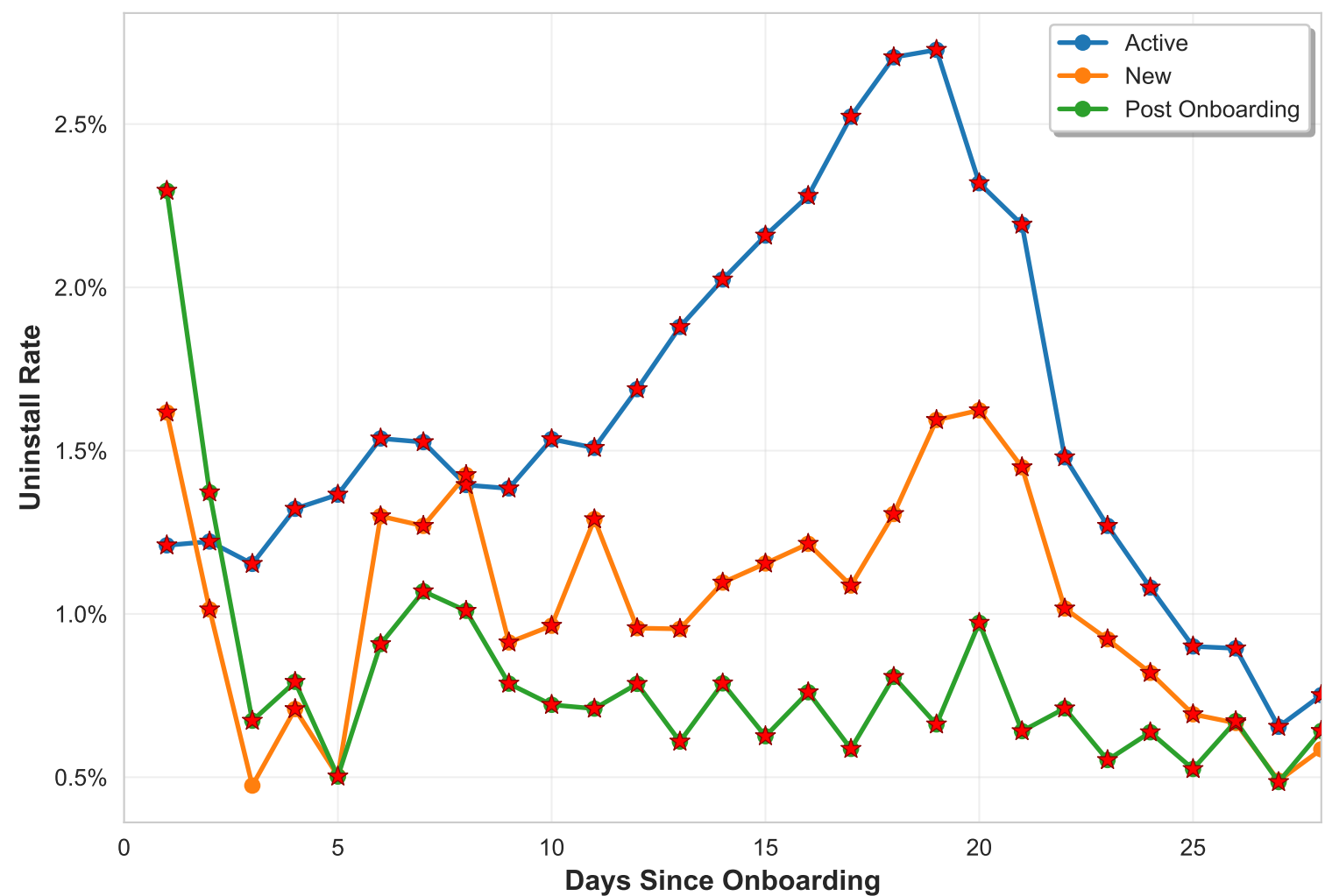

2. Open Rate by Days Since Onboarding (* = Below Threshold)
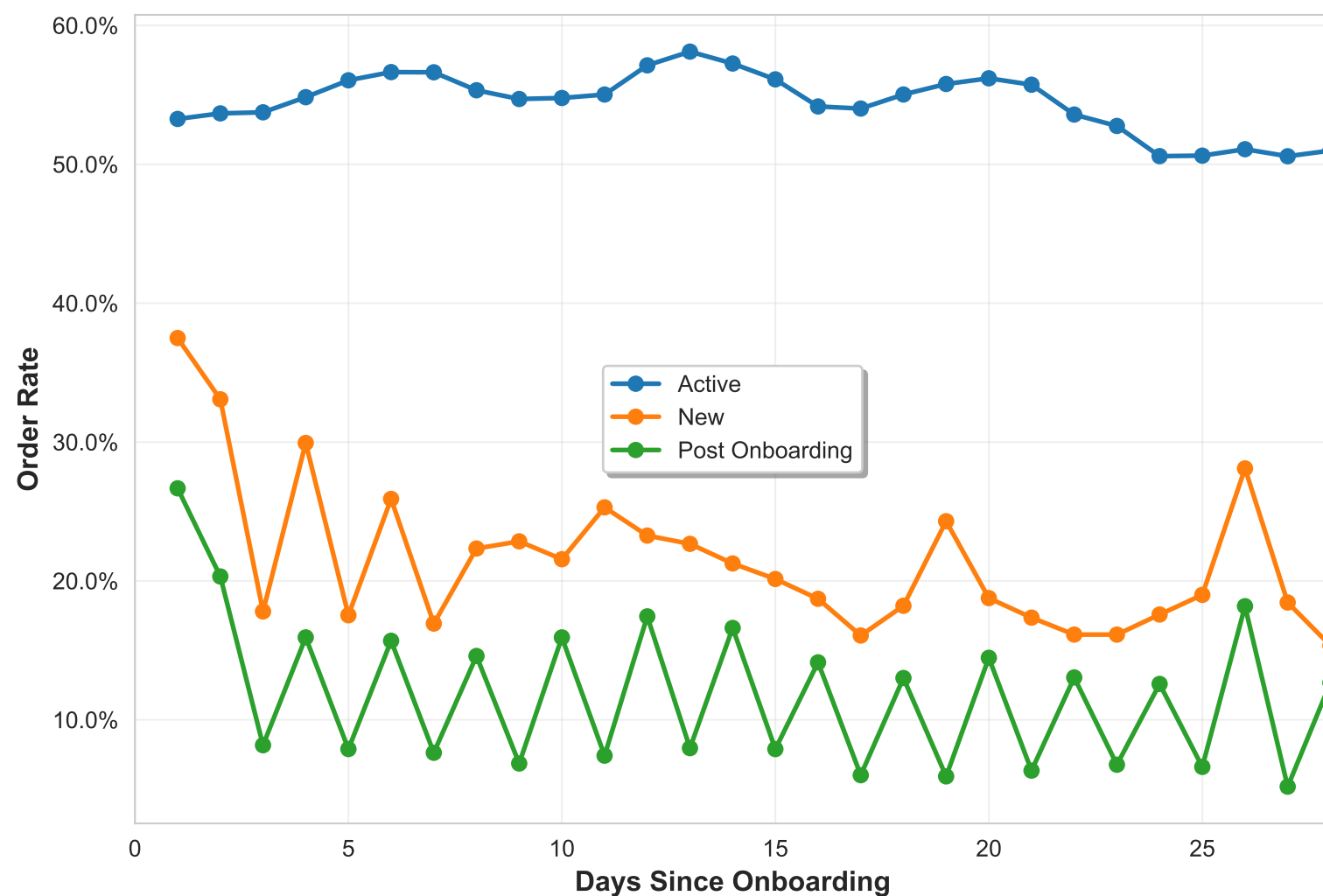

3. Unsubscribe Rate by Days Since Onboarding (* = Above Threshold)

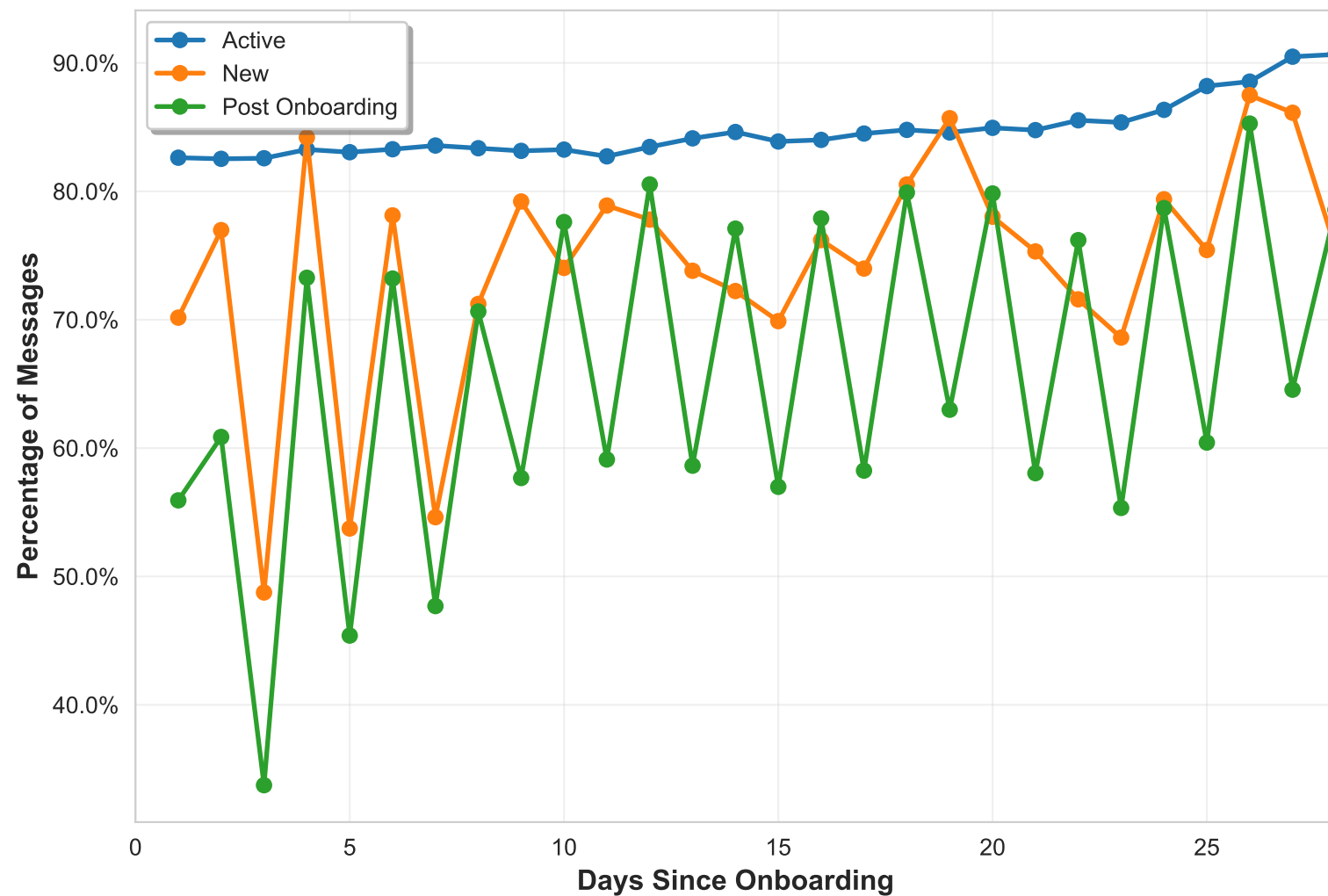## 4. Uninstall Rate by Days Since Onboarding (* = Above Threshold)
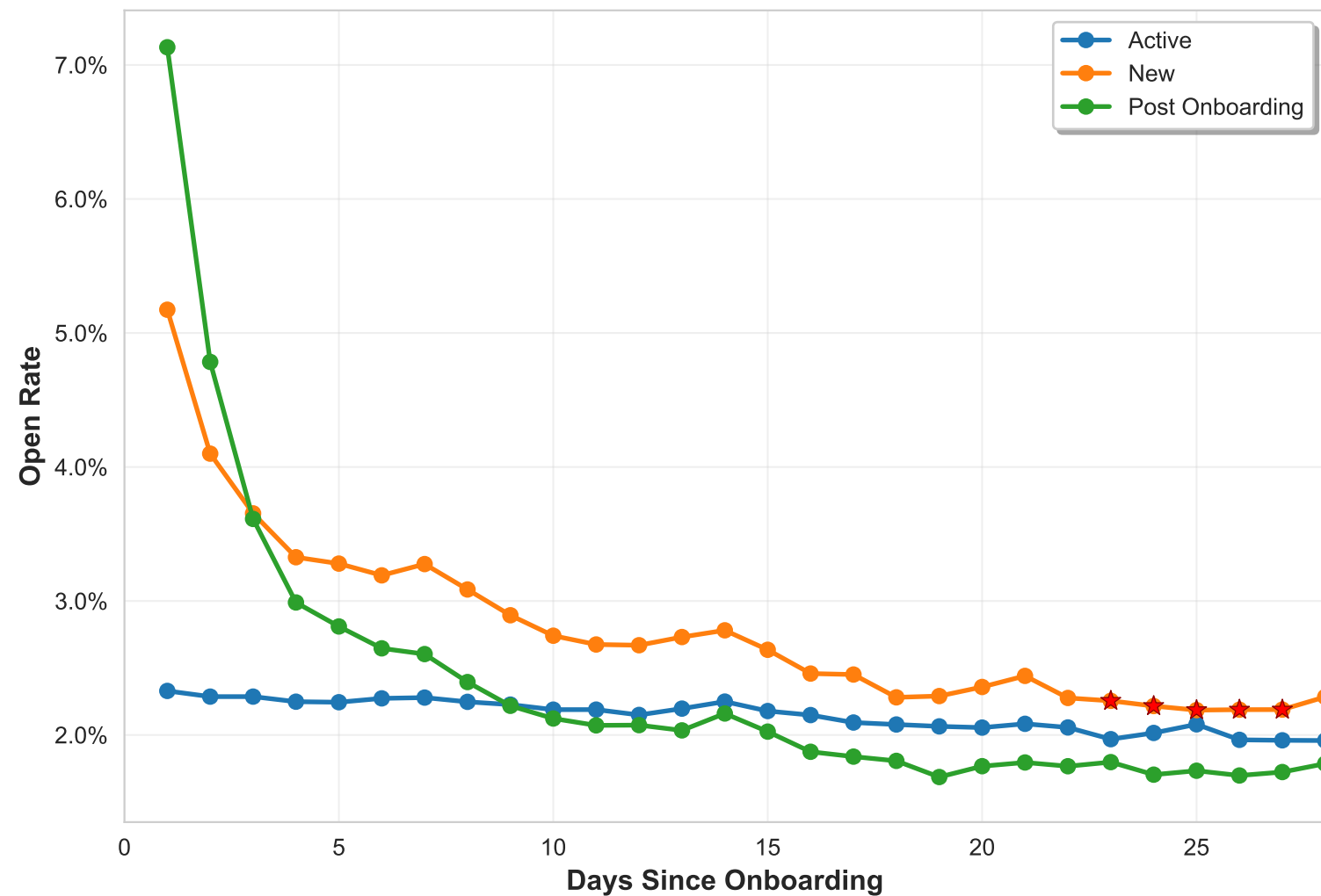

5. Order Rate by Days Since Onboarding
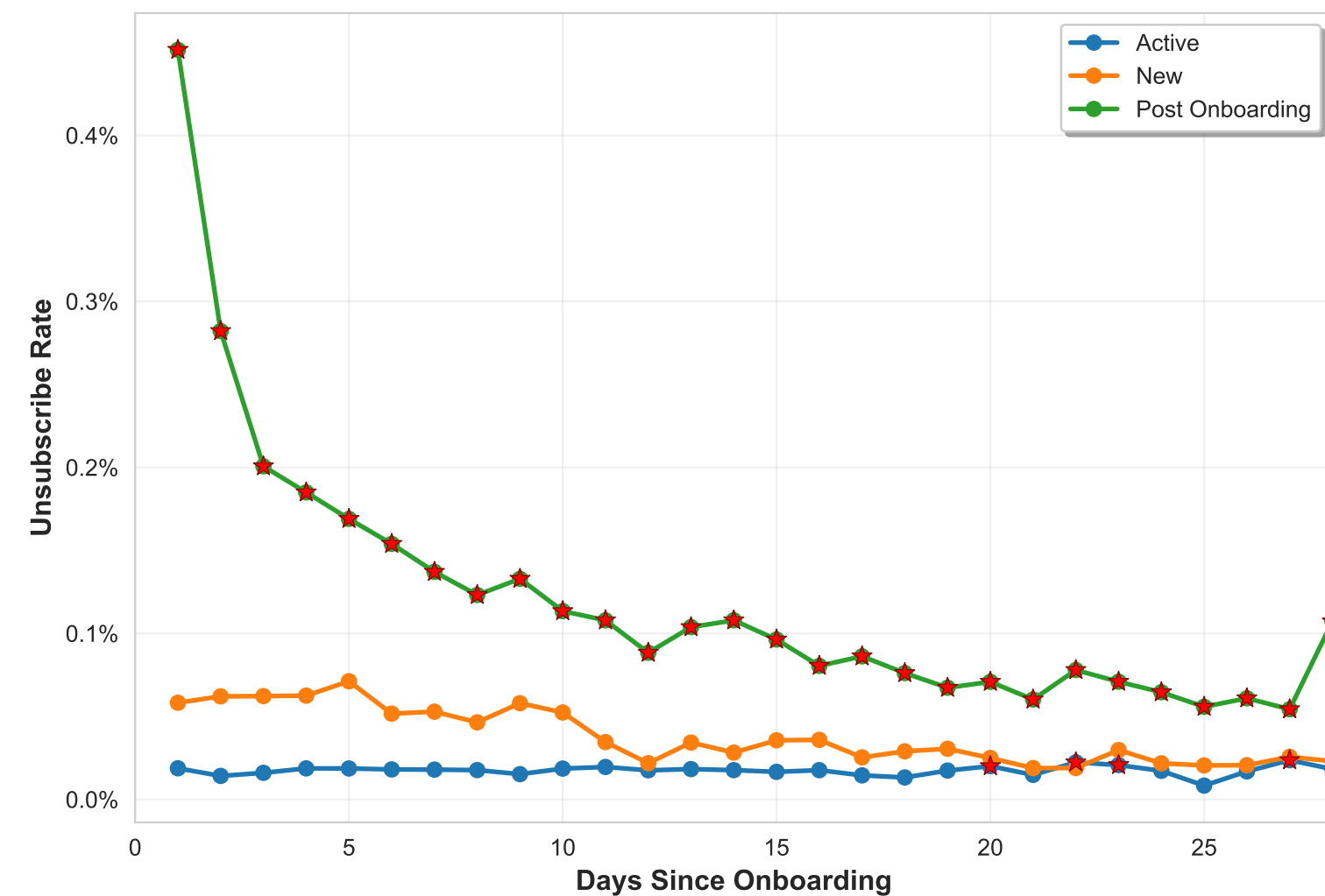
Is Fpn - Notification Metrics

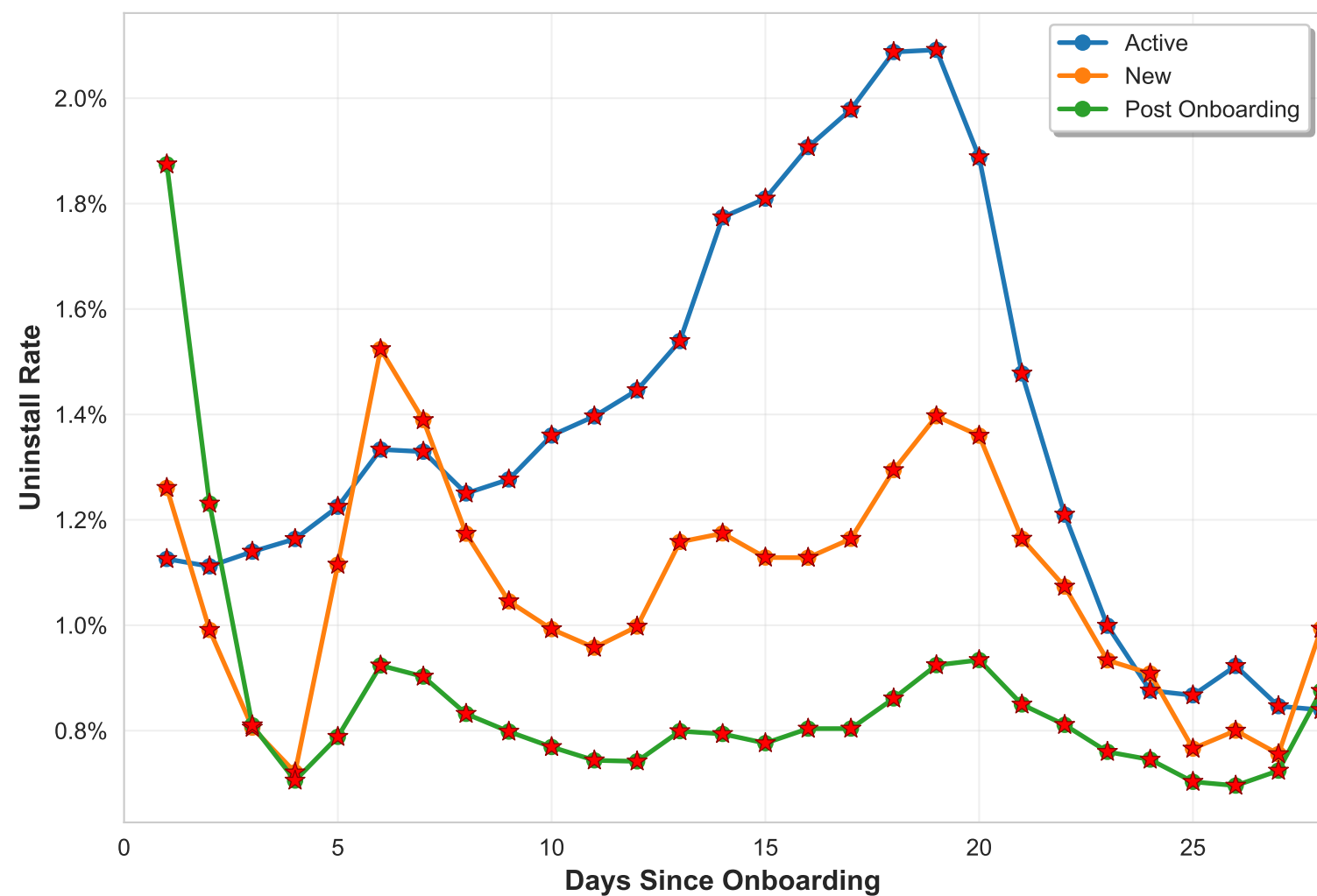### 1. Percentage of Messages with Tag by Days Since Onboarding

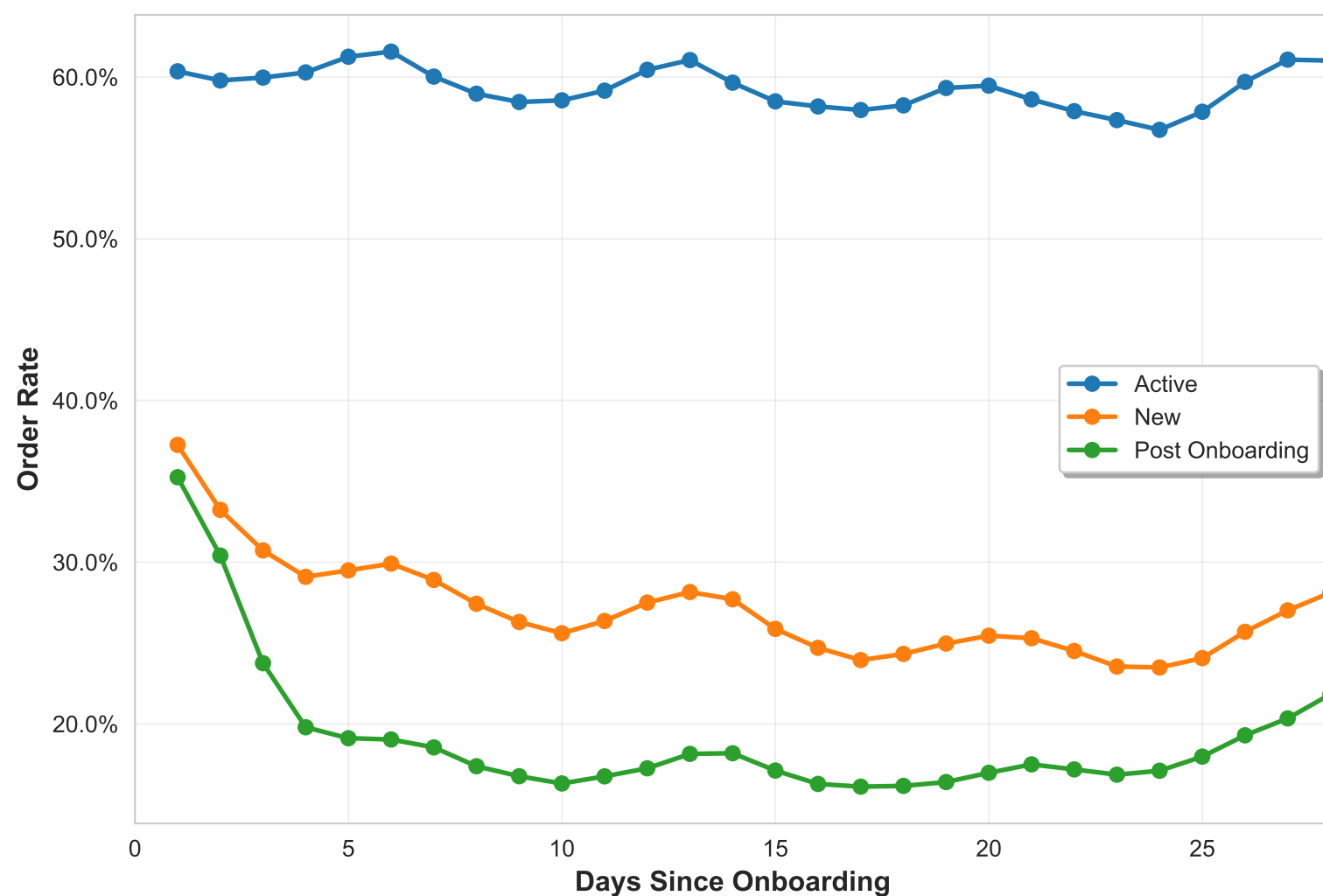### 2. Open Rate by Days Since Onboarding (* = Below Threshold)

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

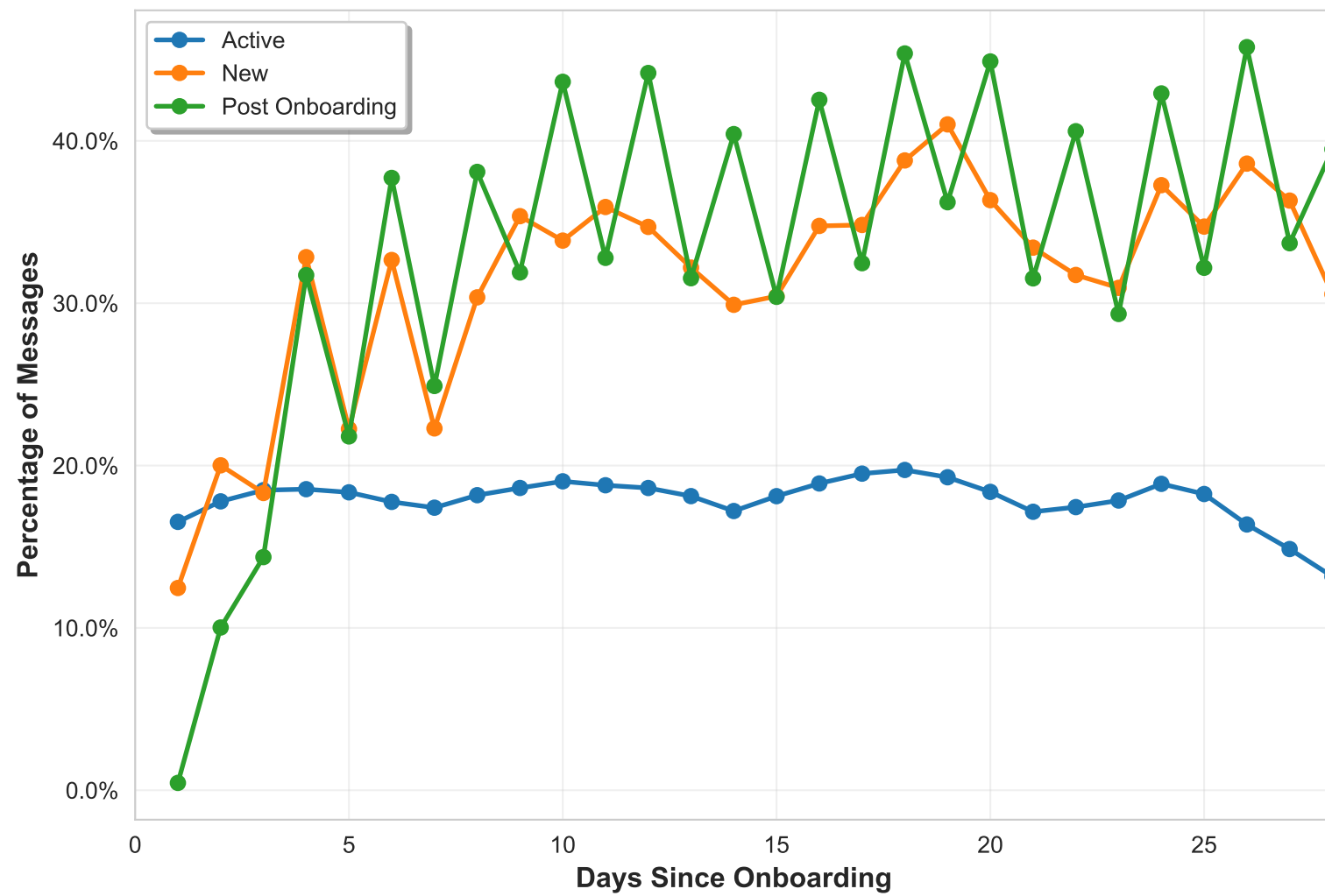### 4. Uninstall Rate by Days Since Onboarding (* = Above Threshold)
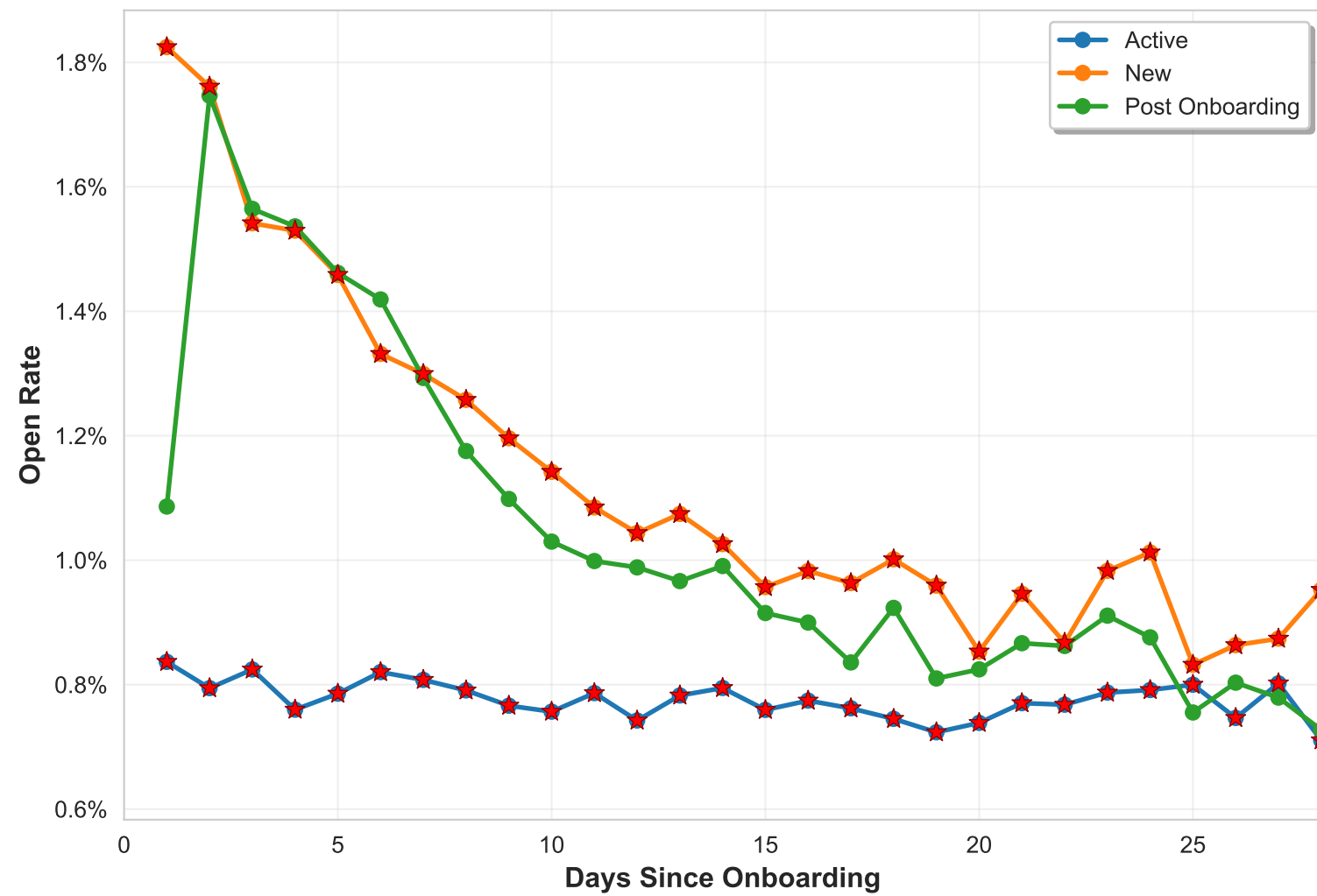
5. Order Rate by Days Since Onboarding
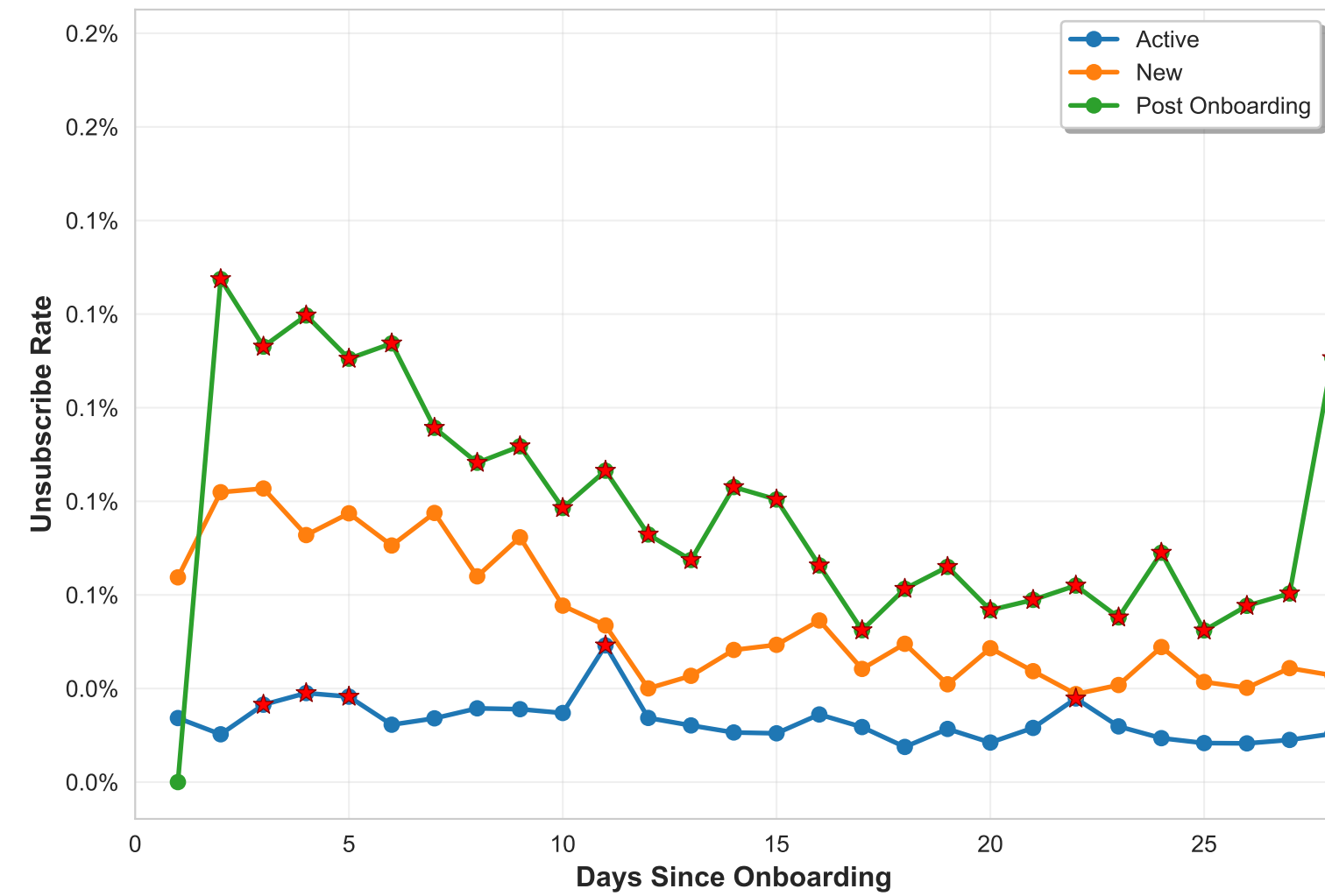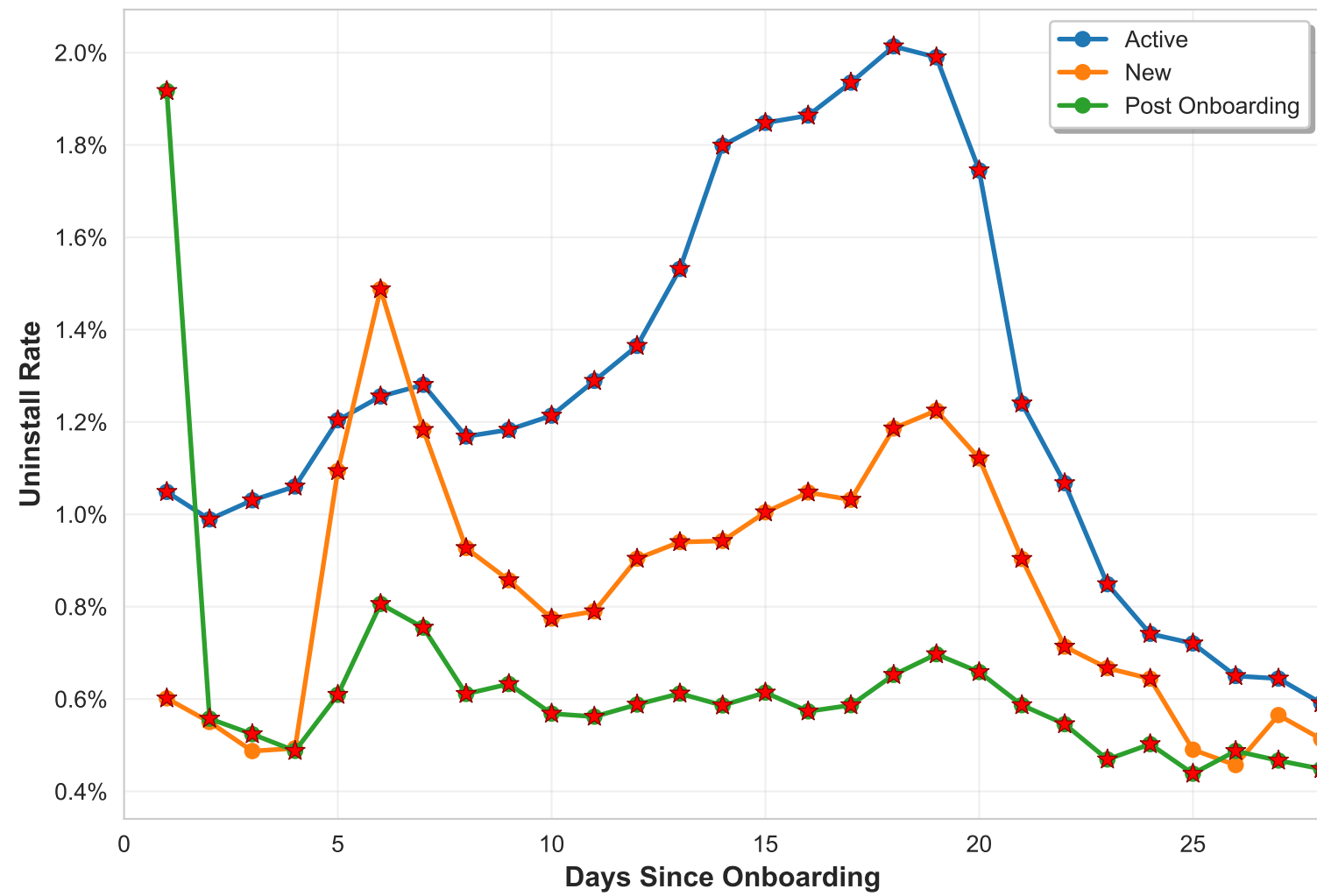
Is Recommendation - Notification Metrics

Is Doordash Offer - Notification Metrics

1. Percentage of Messages with Tag by Days Since Onboarding

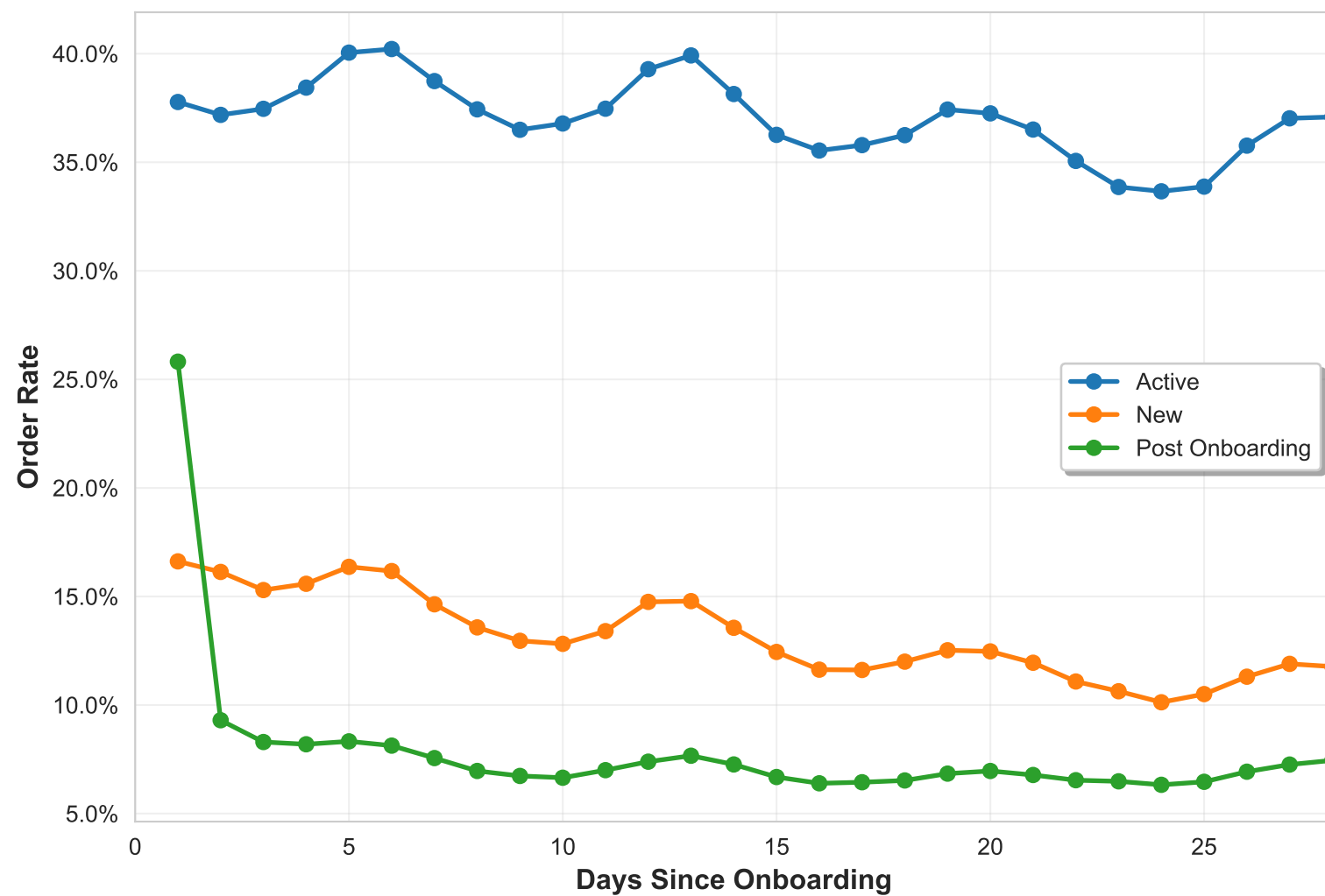**2. Open Rate by Days Since Onboarding (* = Below Threshold)**

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

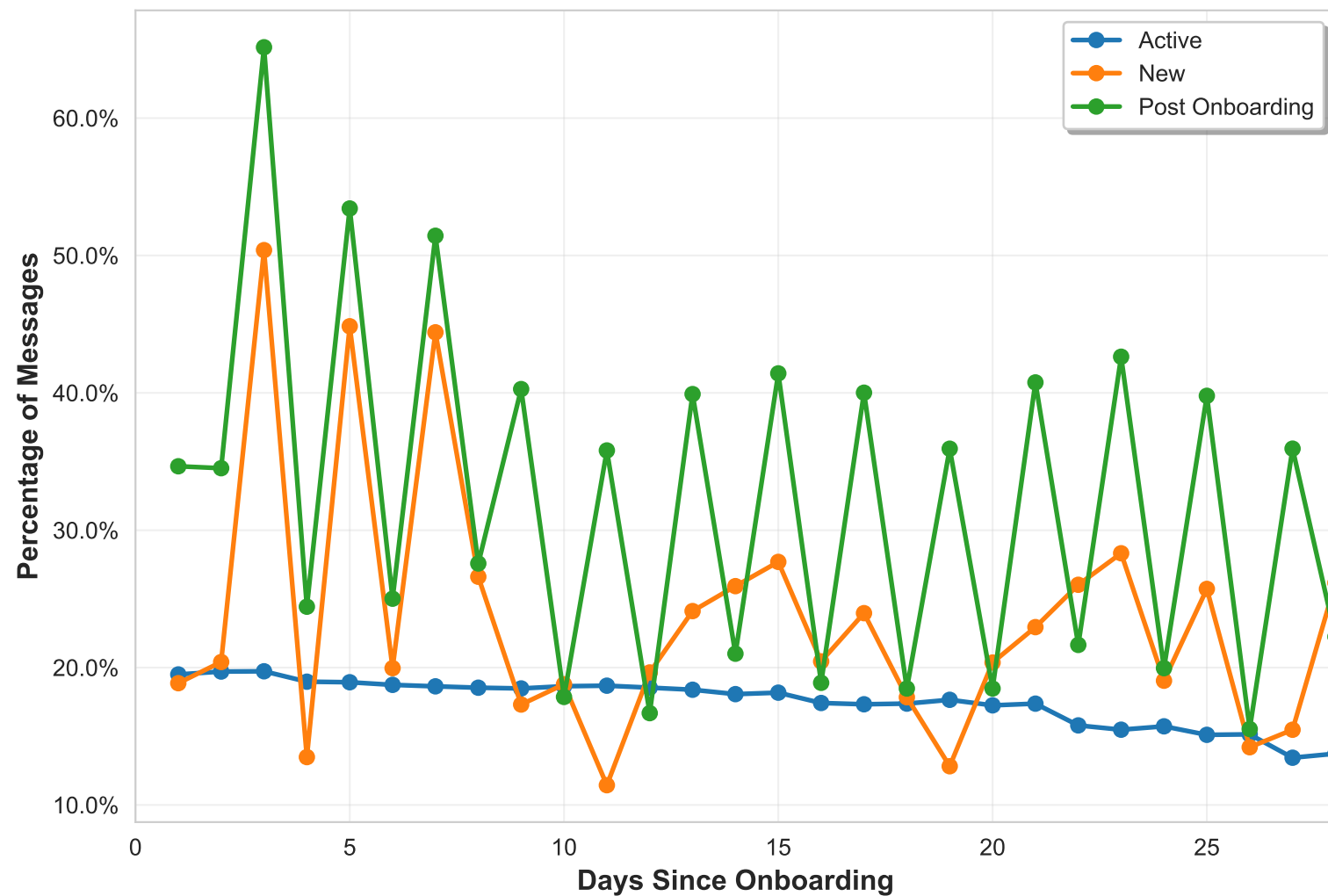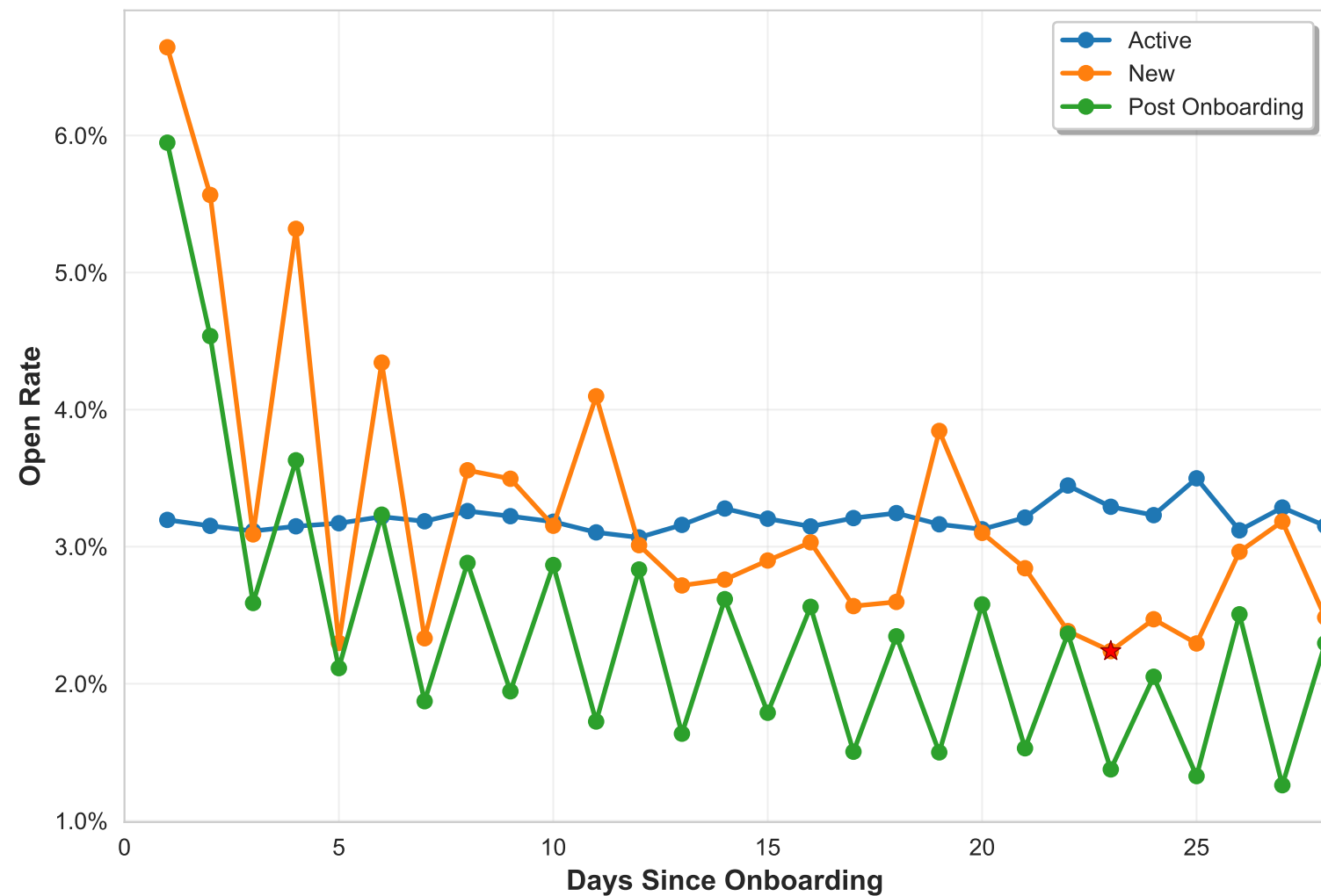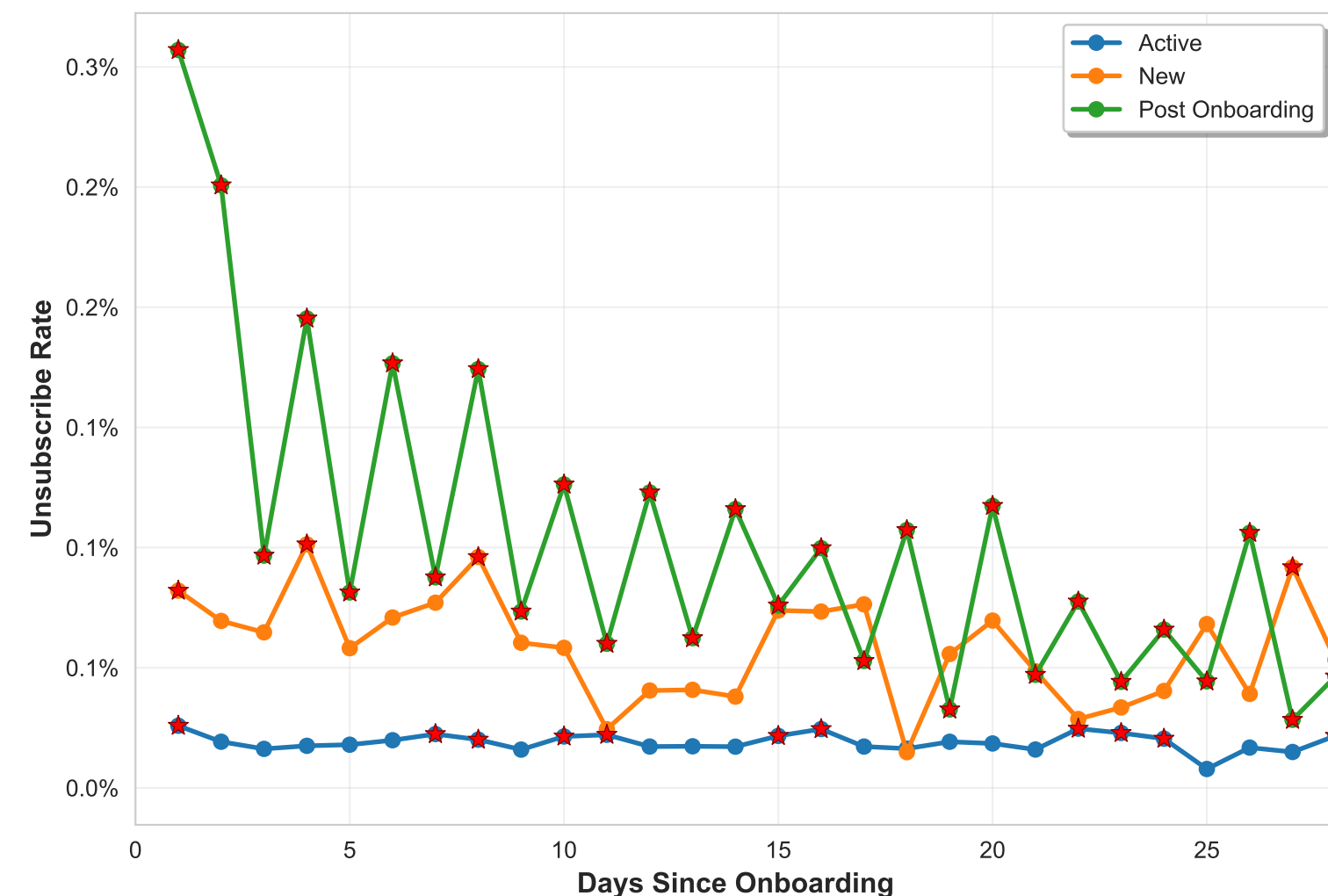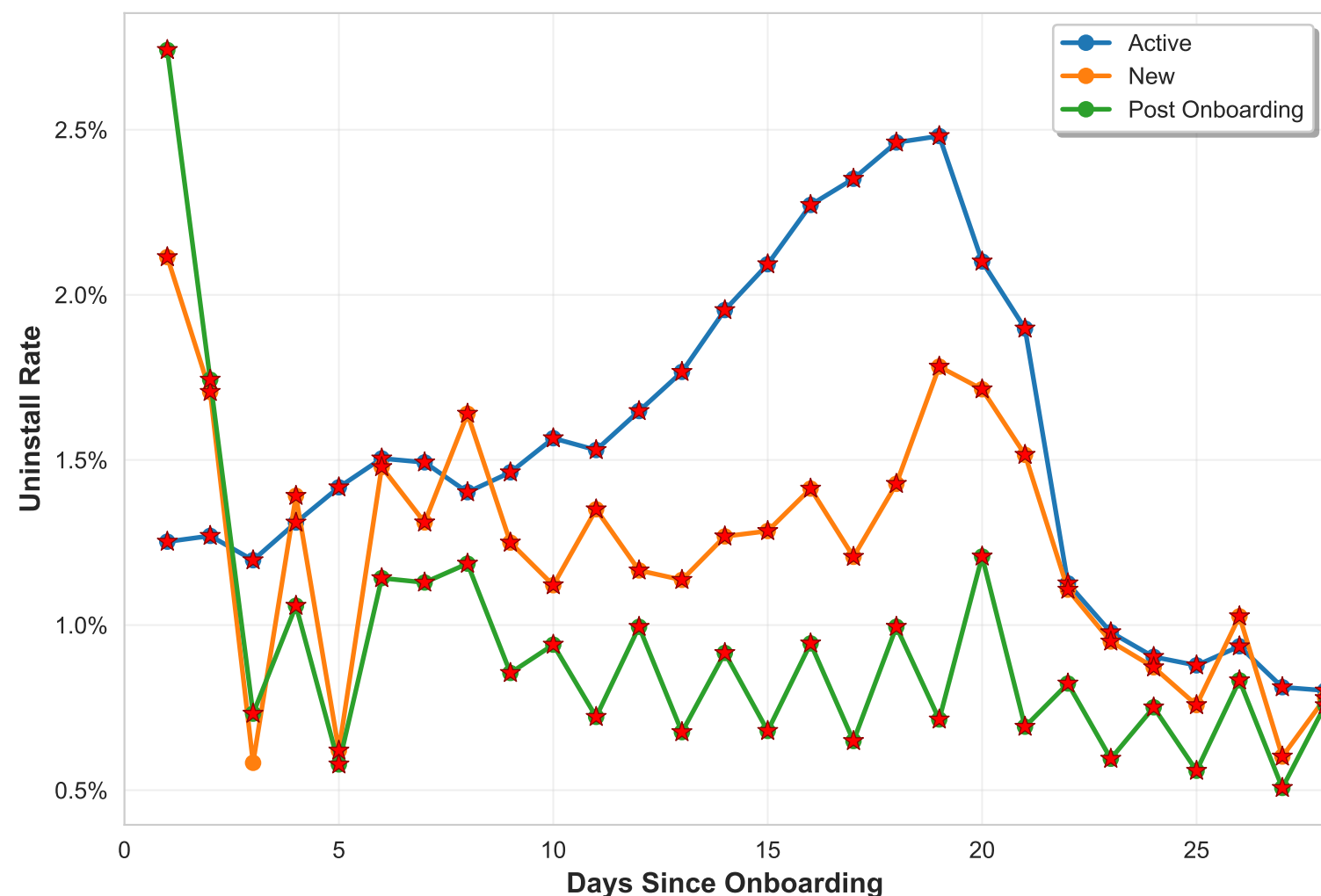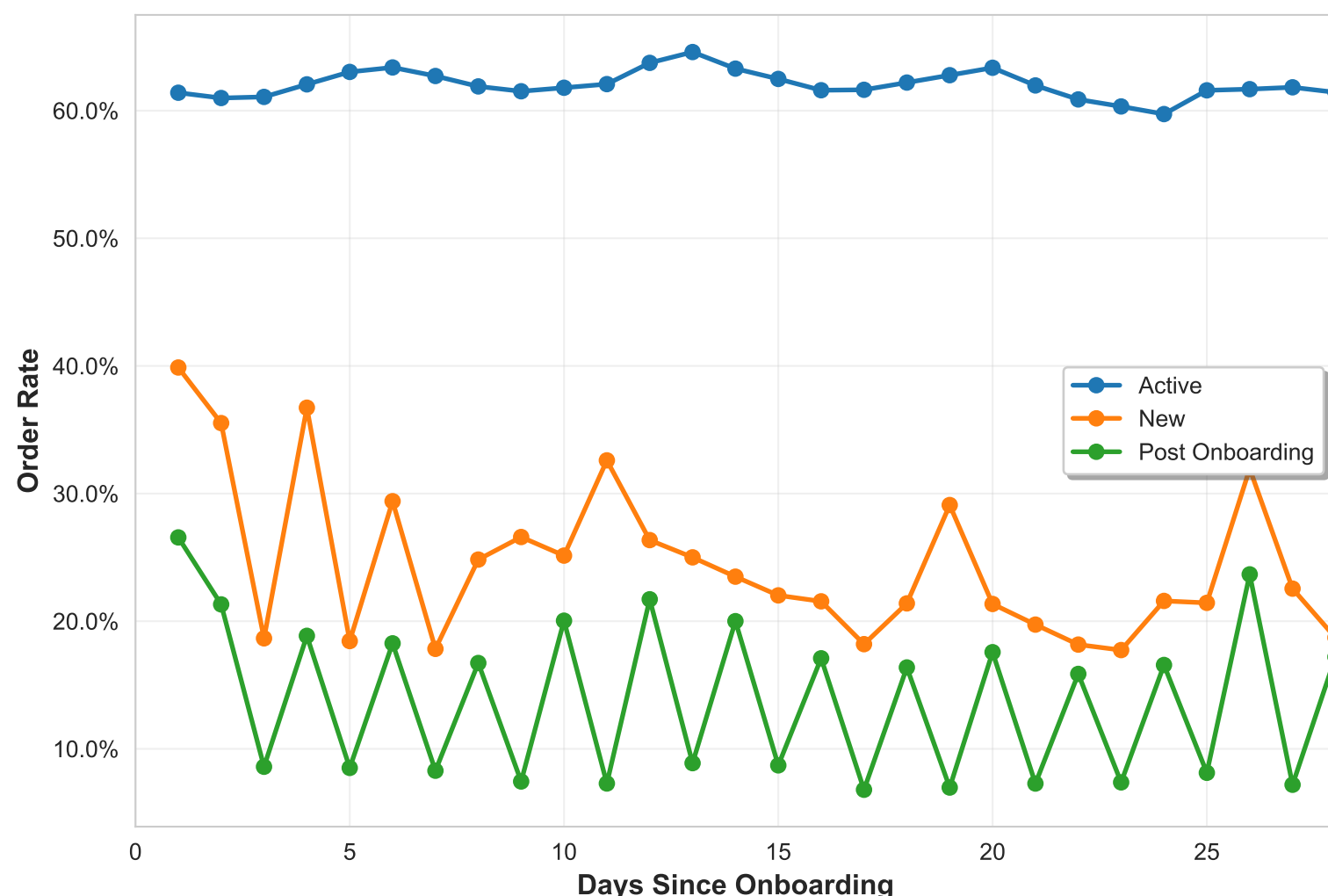**4. Uninstall Rate by Days Since Onboarding (* = Above Threshold)**

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)

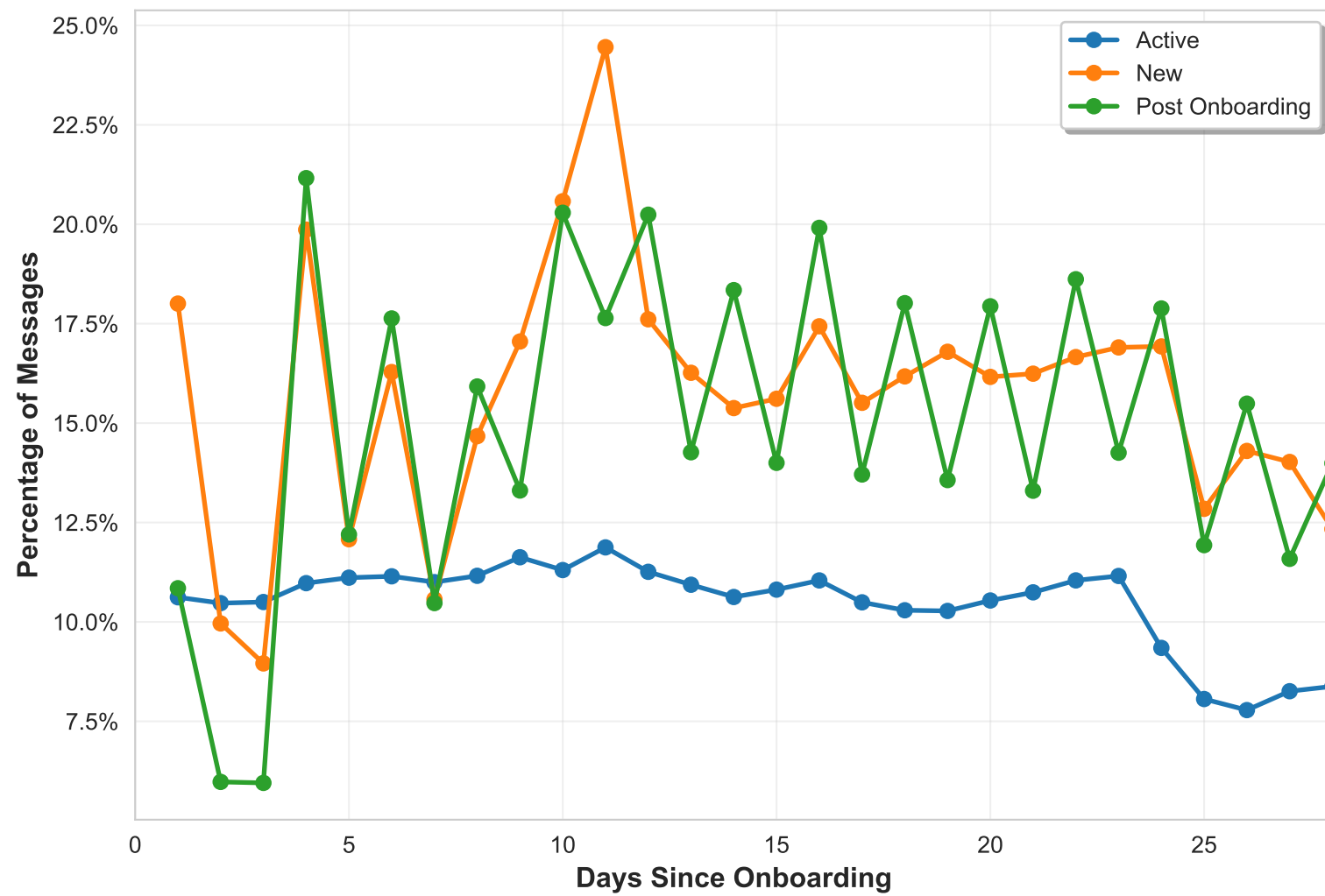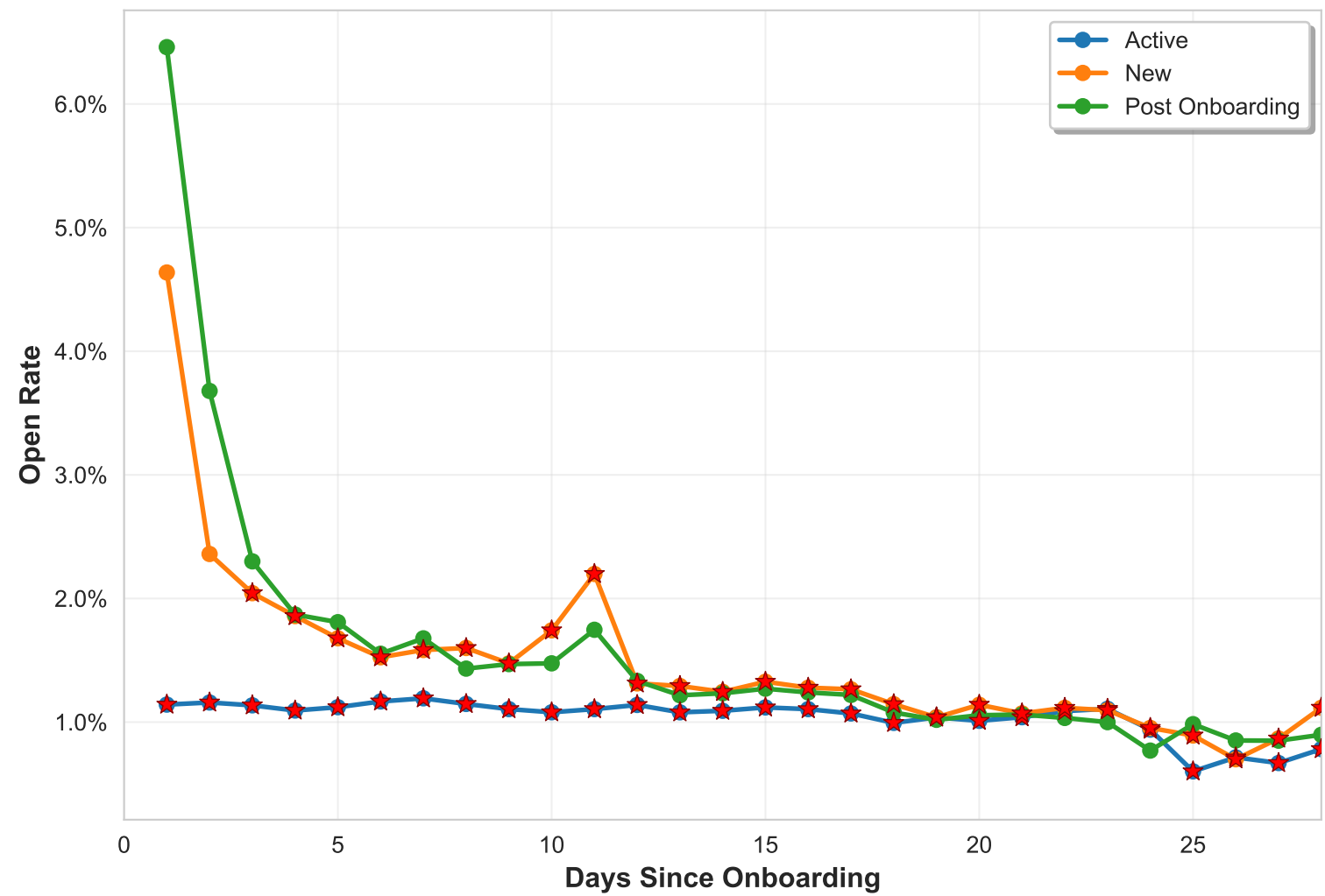### 4. Uninstall Rate by Days Since Onboarding (* = Above Threshold)

5. Order Rate by Days Since Onboarding
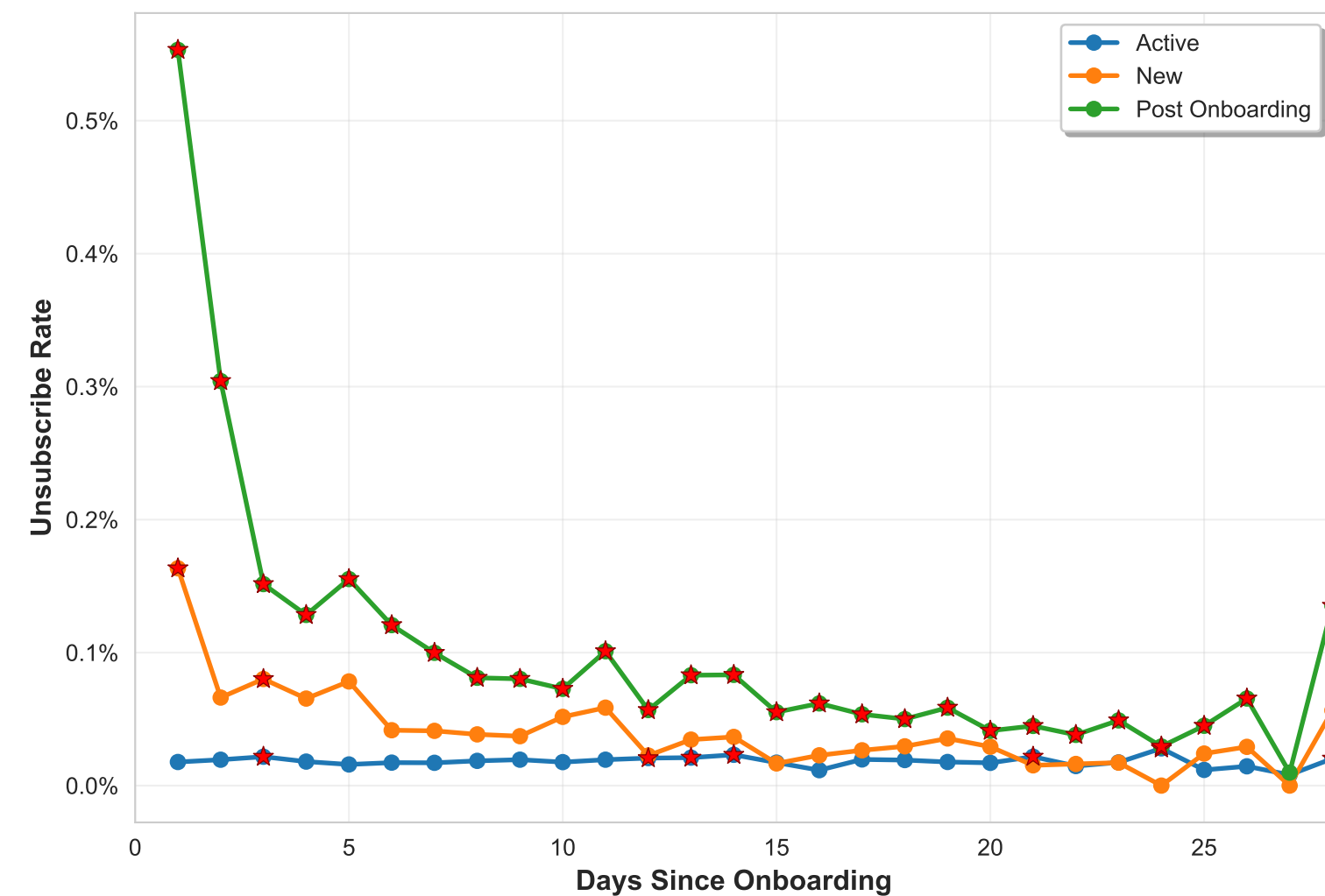
Is Reminder - Notification Metrics

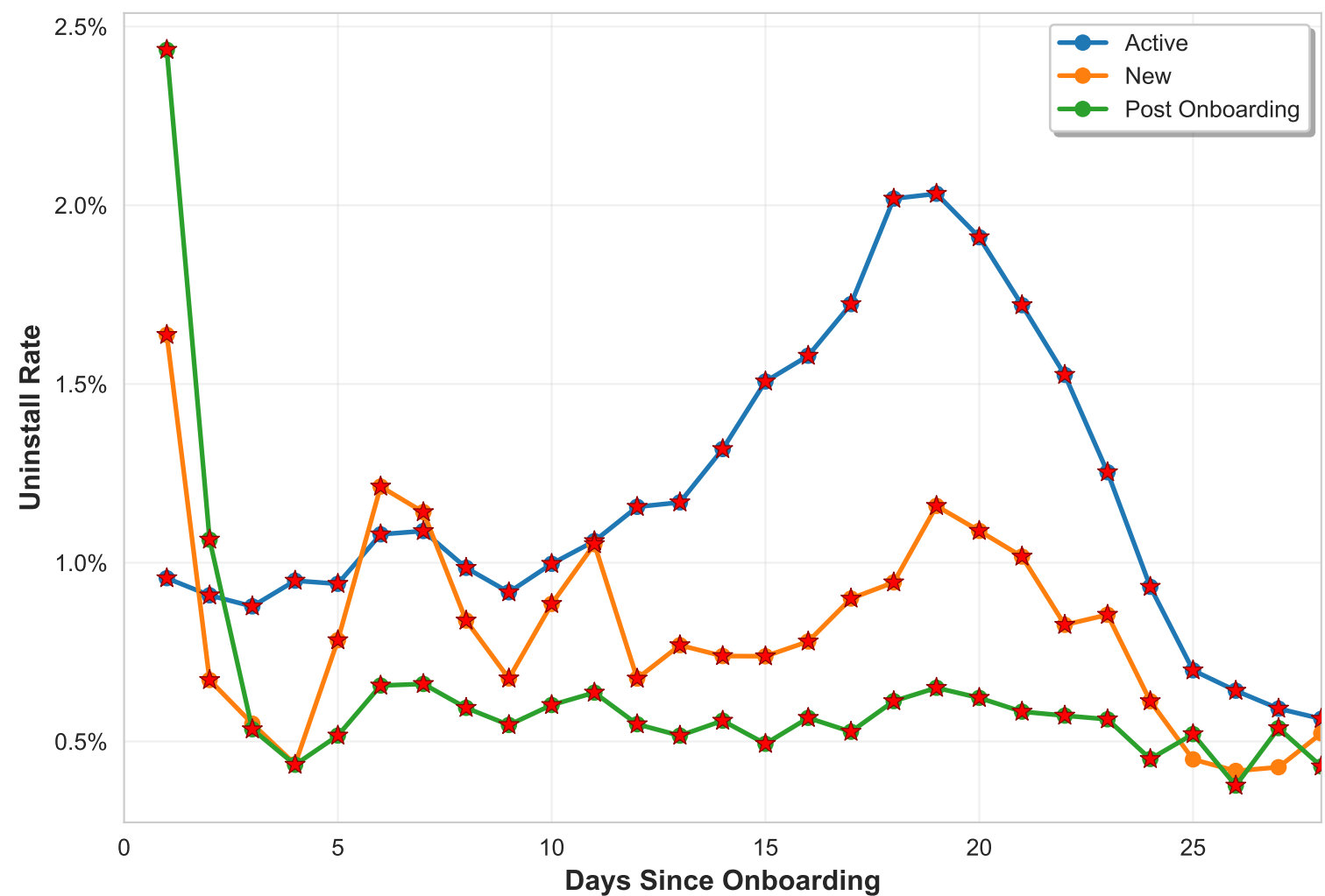1. Percentage of Messages with Tag by Days Since Onboarding

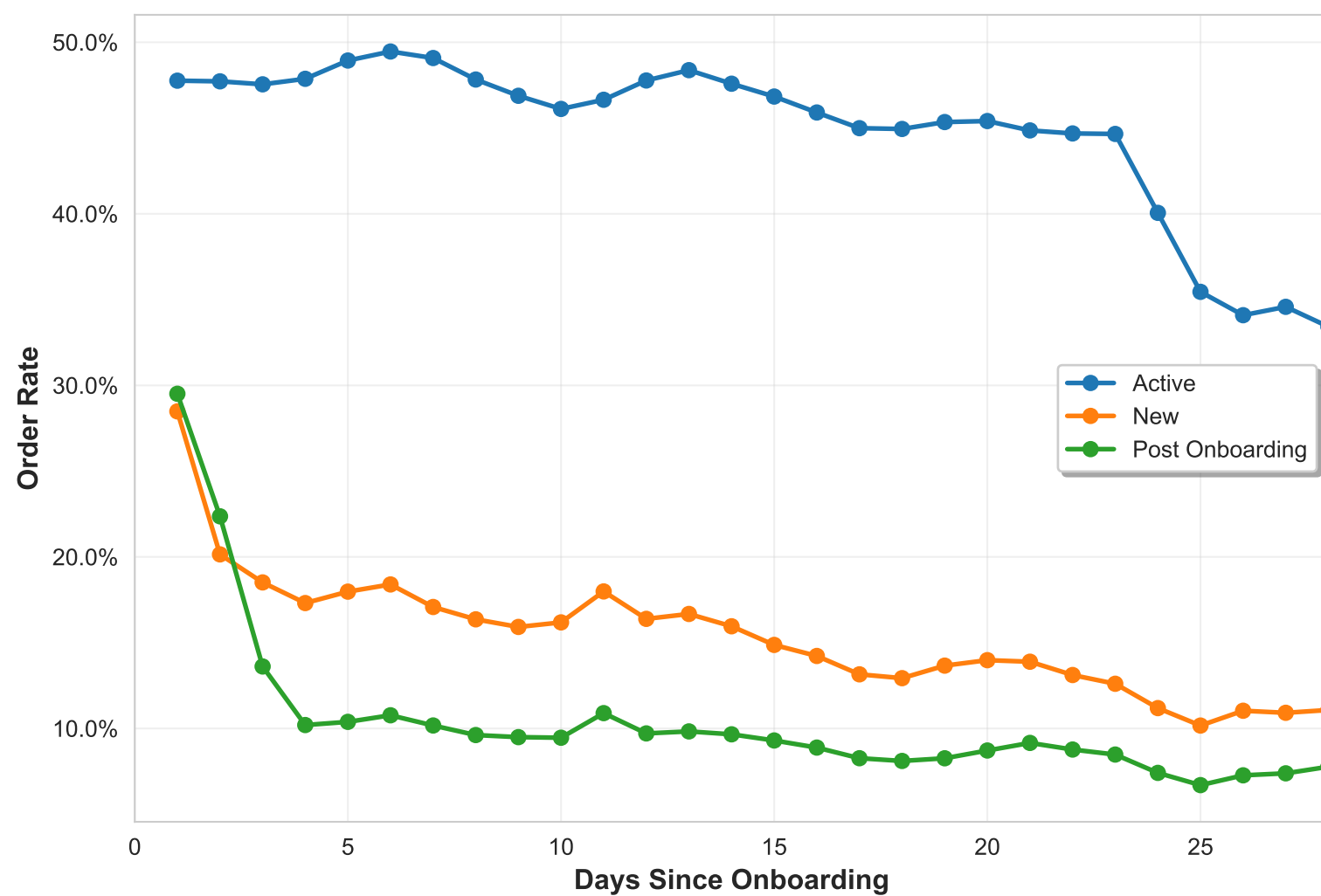2. Open Rate by Days Since Onboarding (* = Below Threshold)

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

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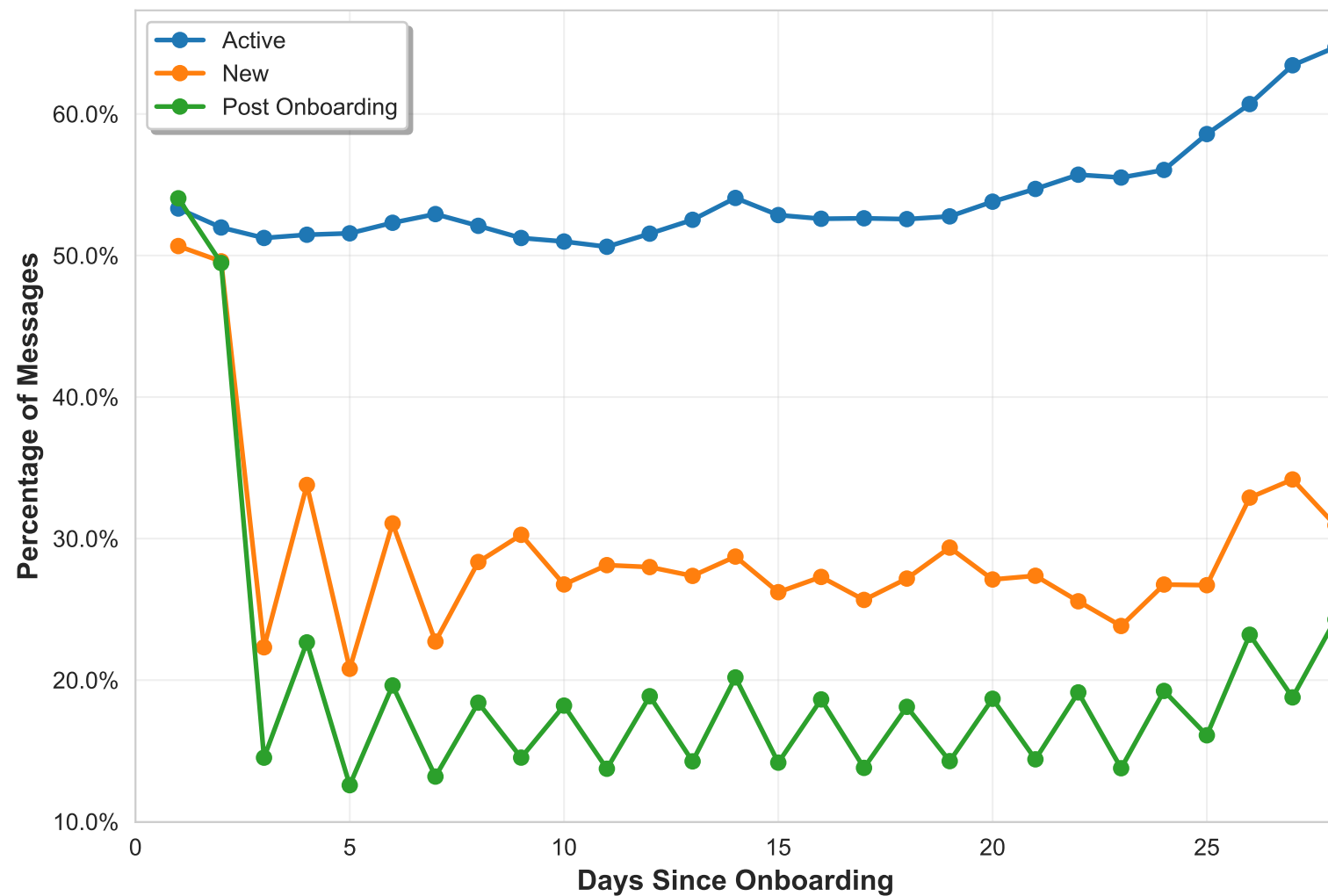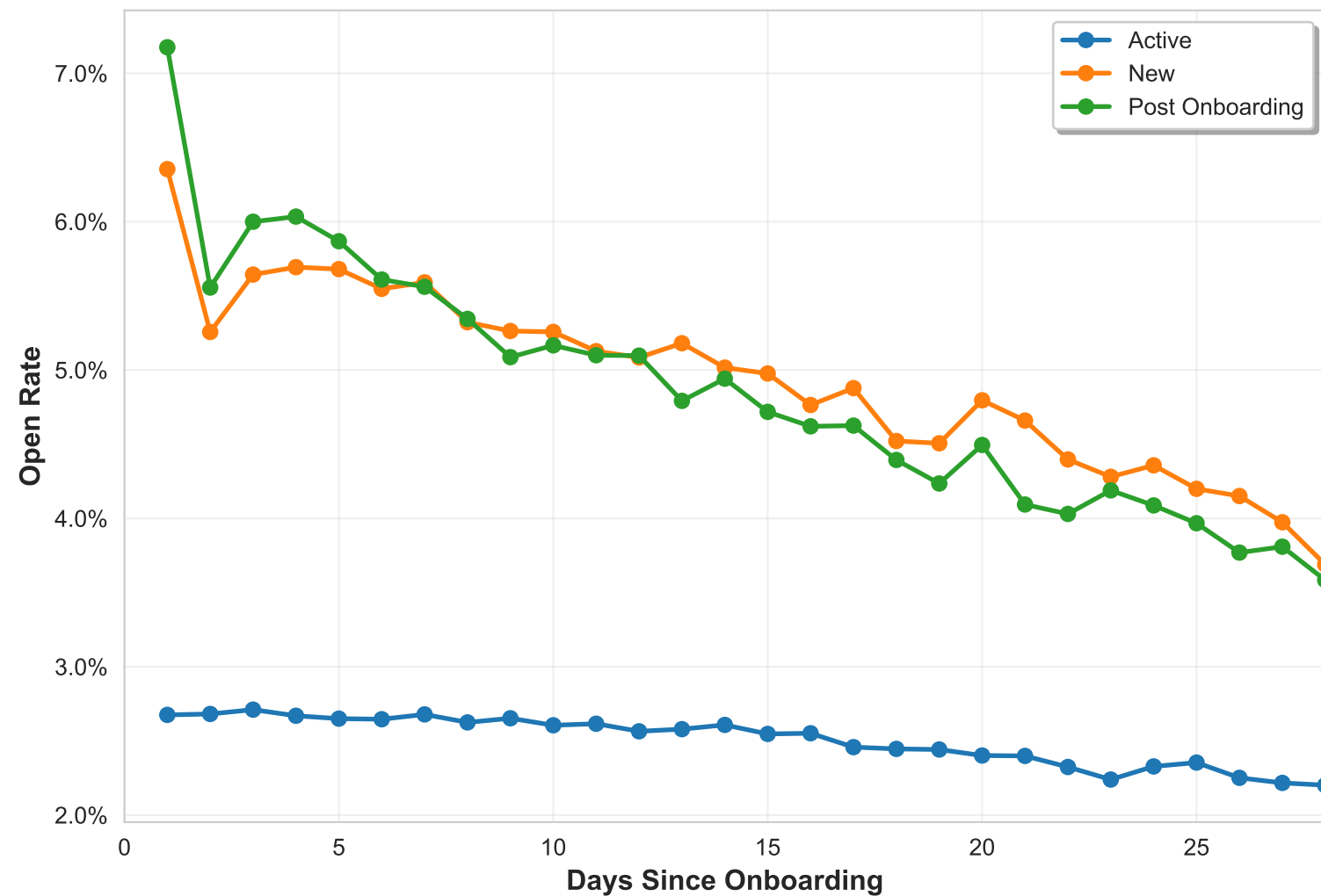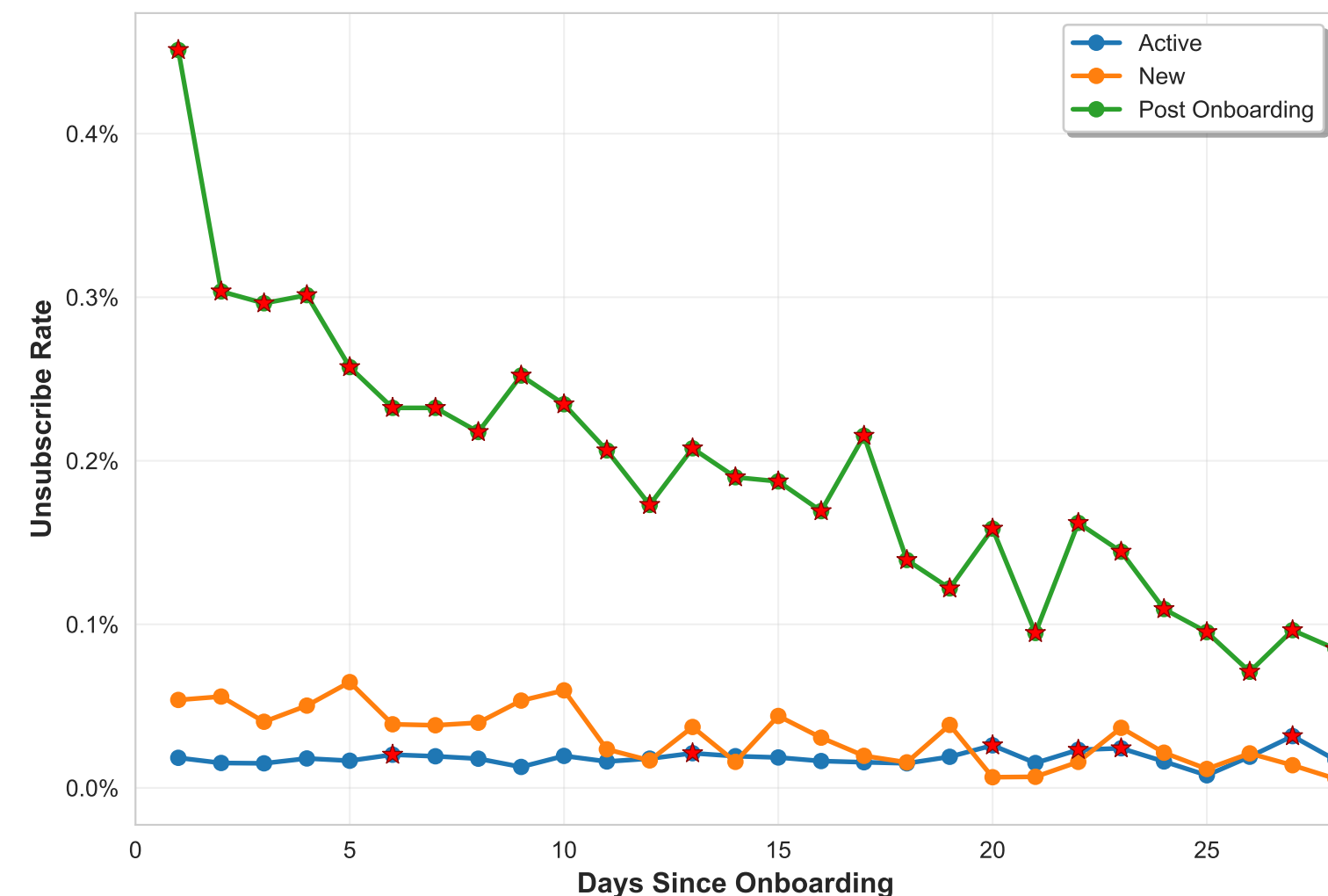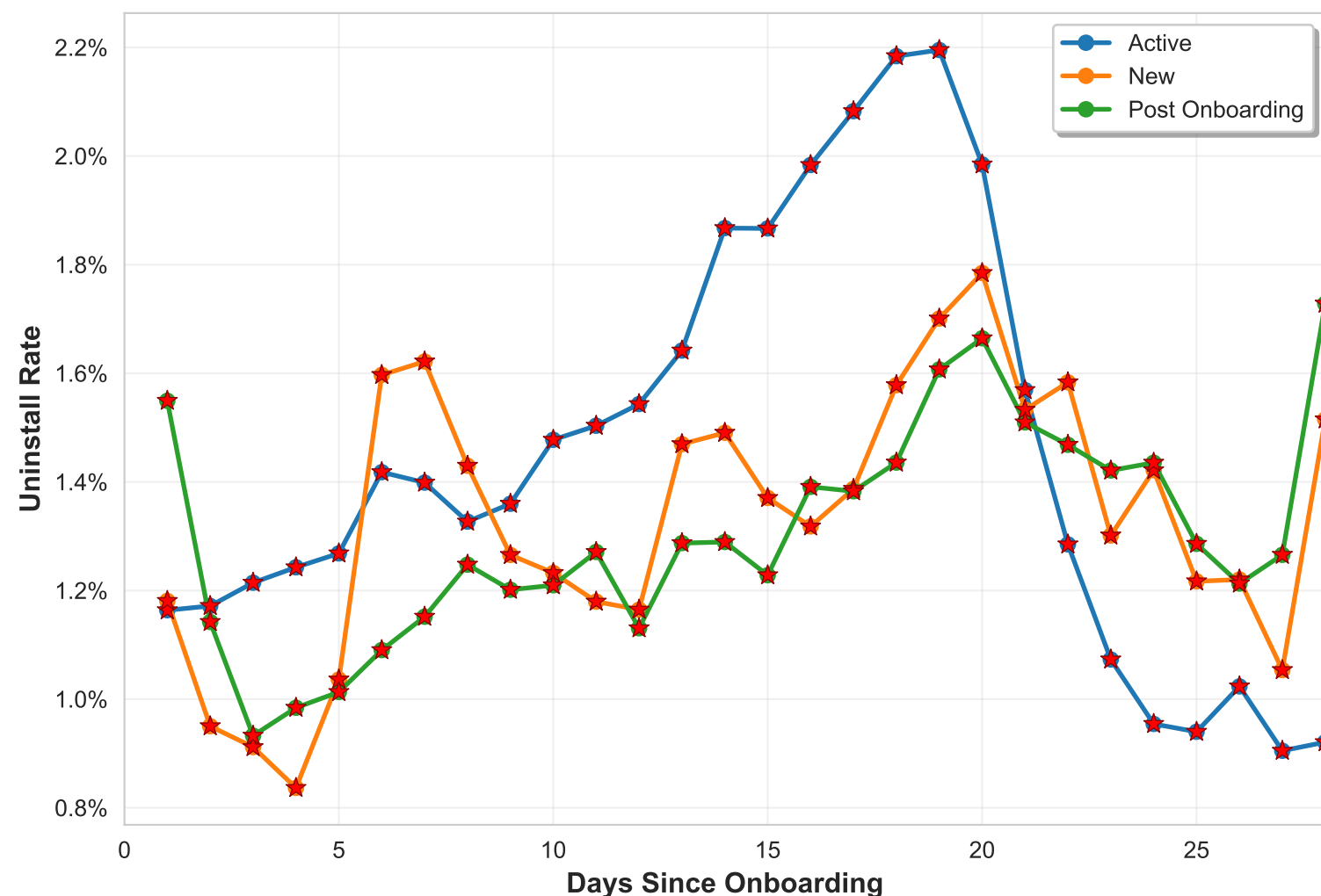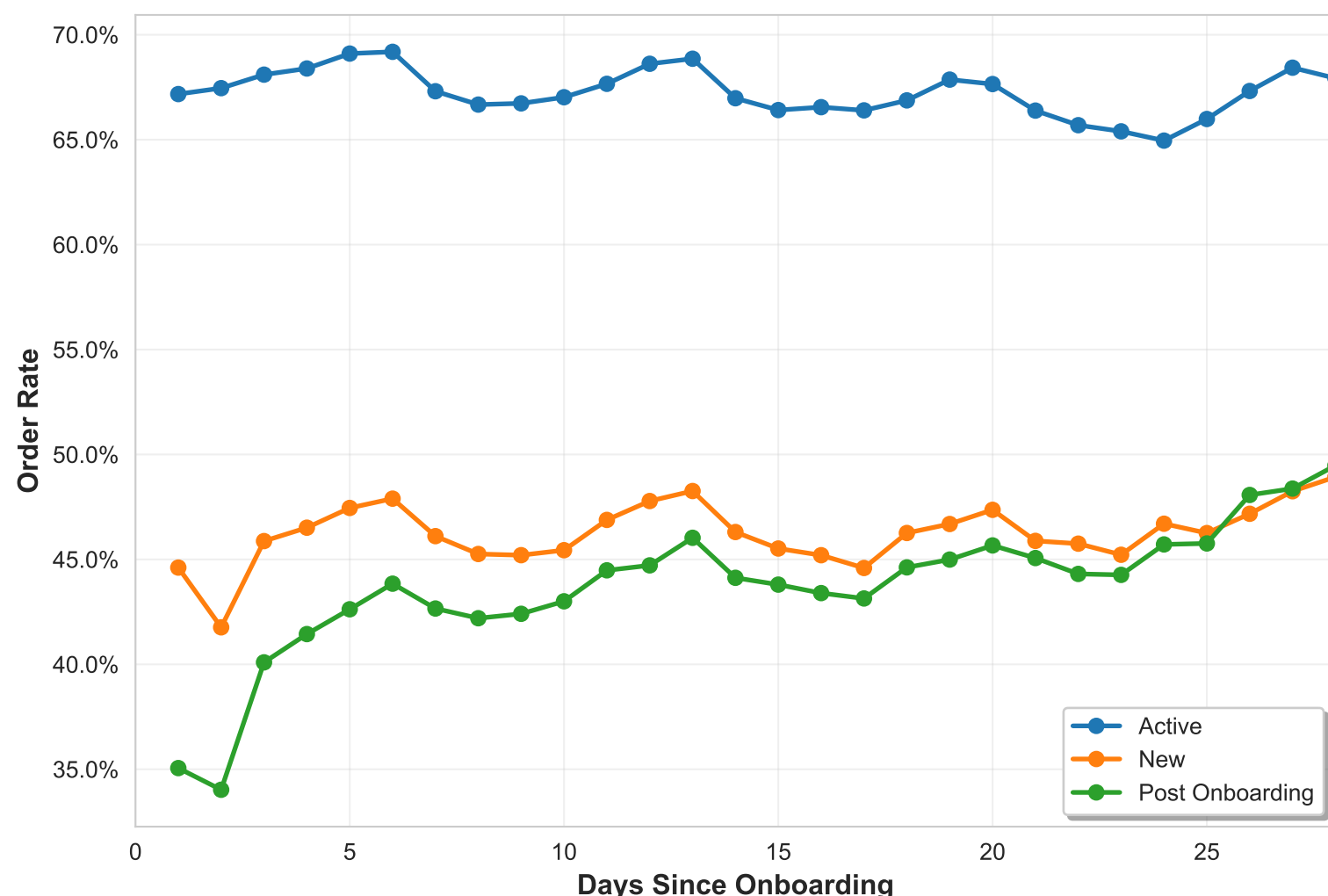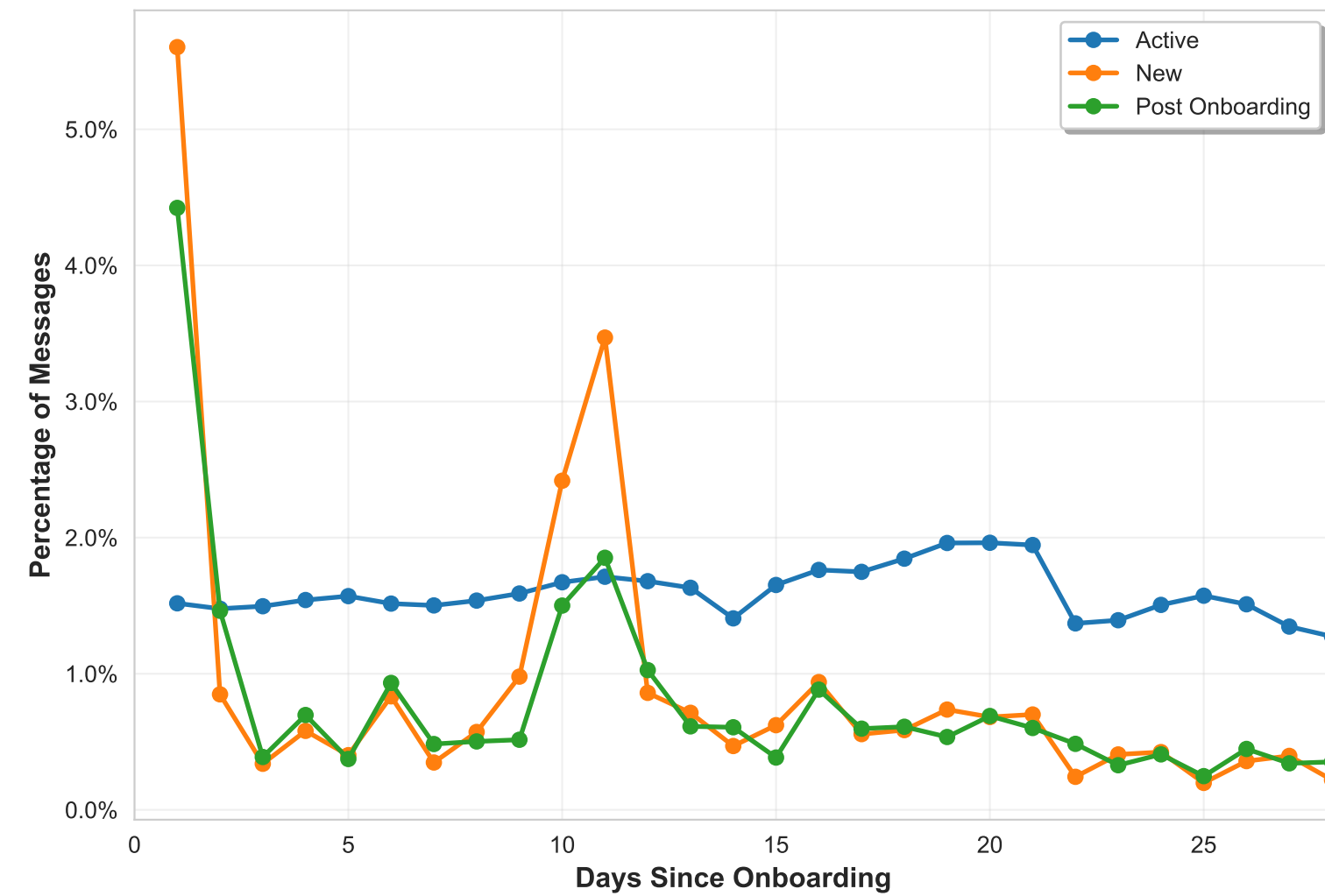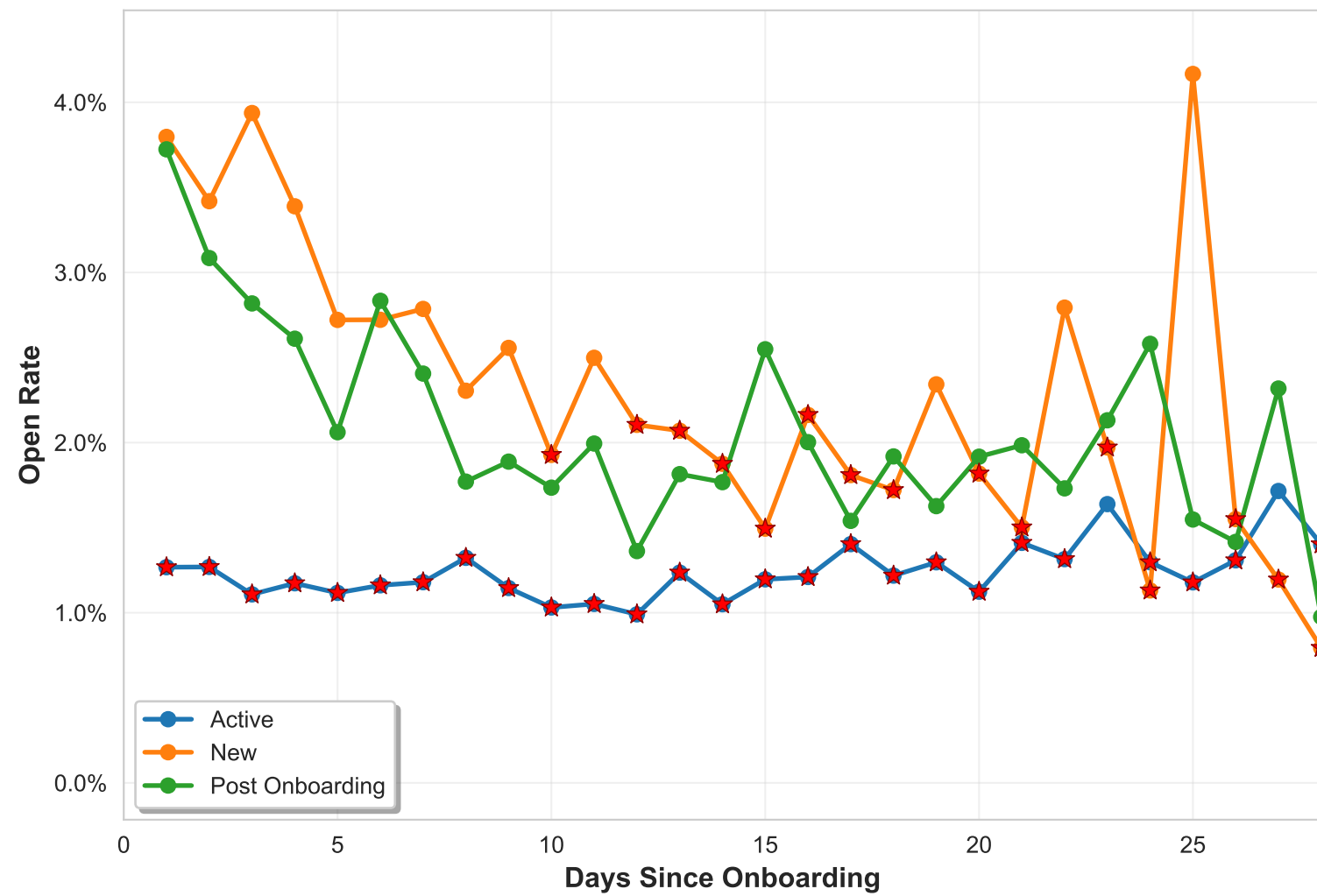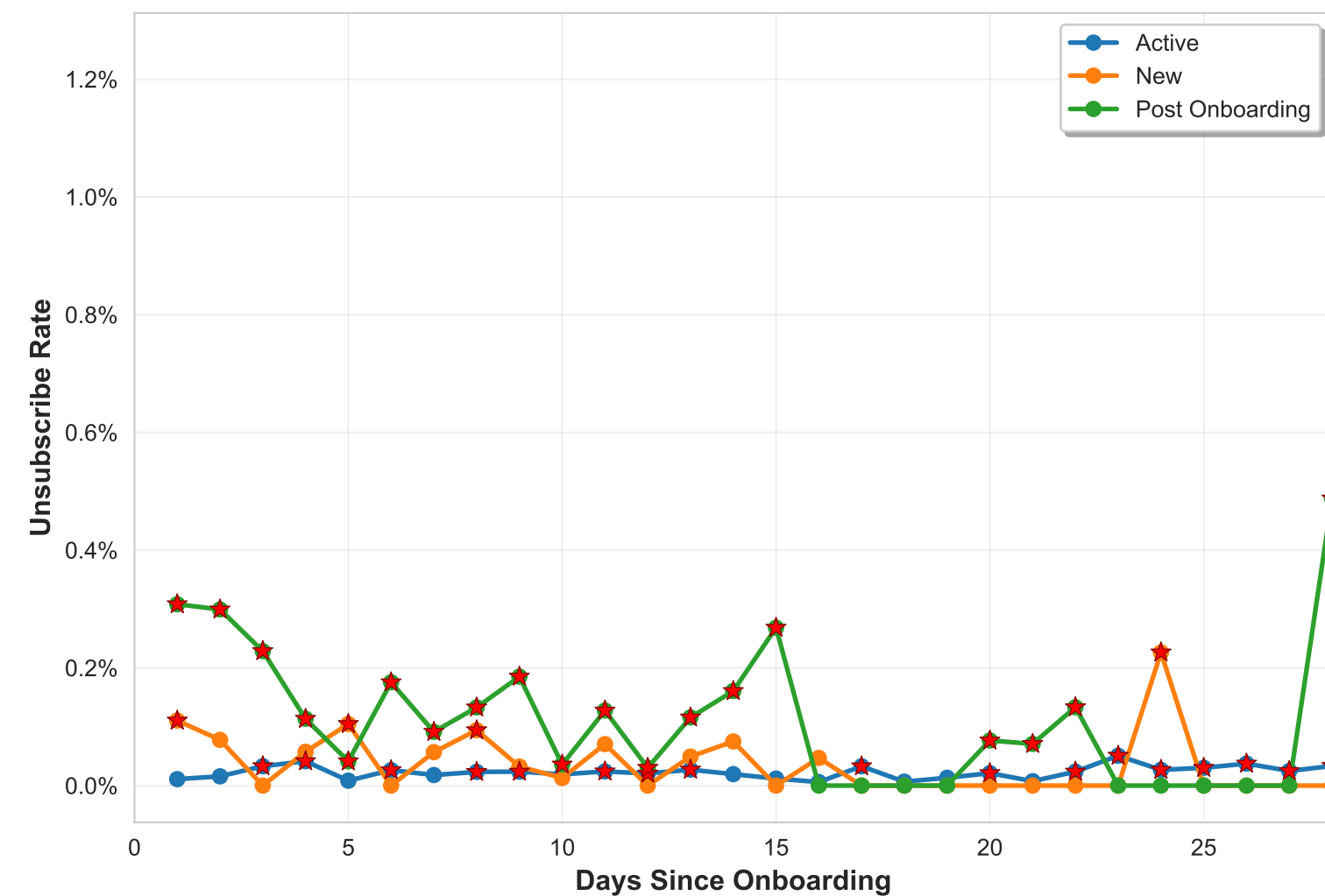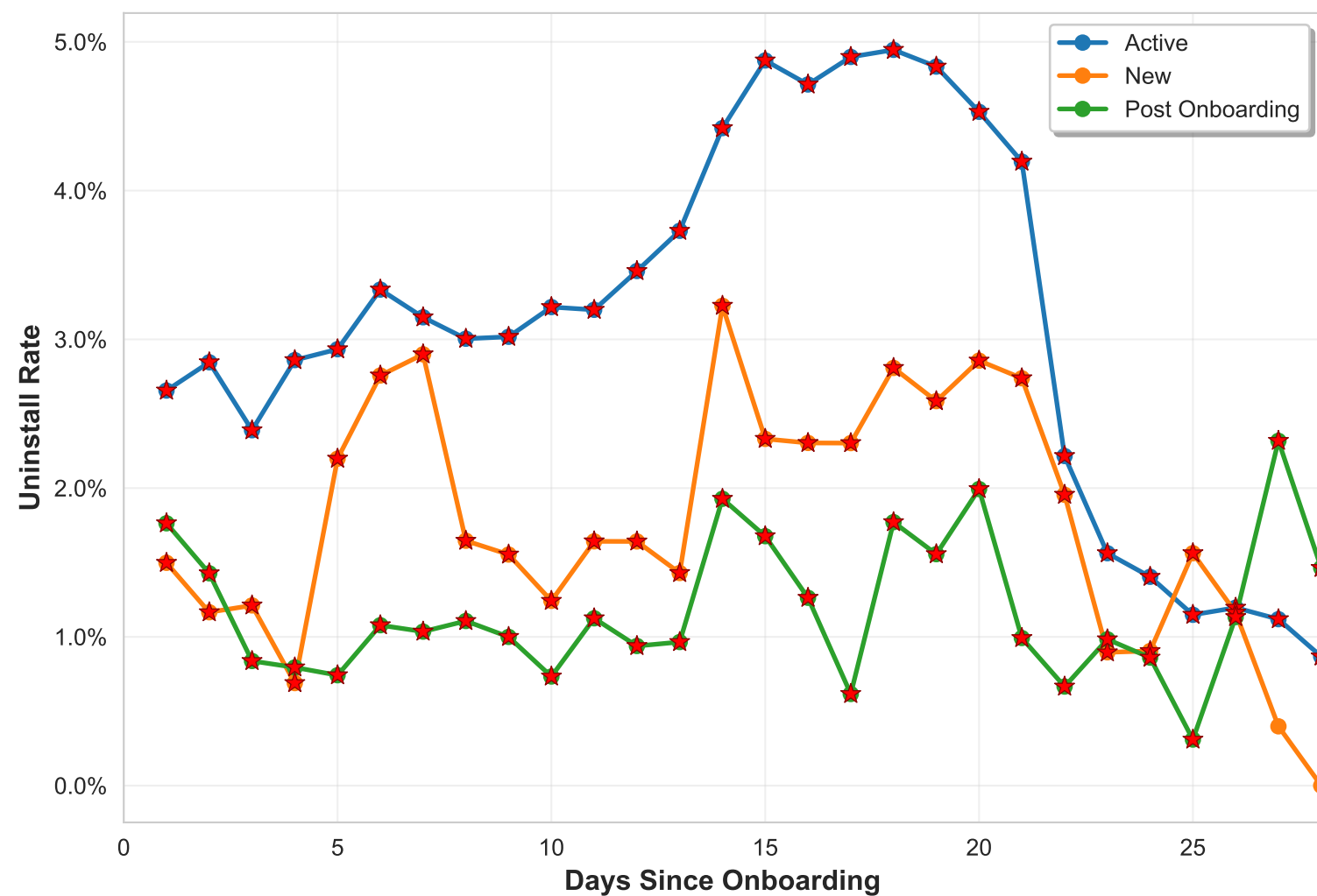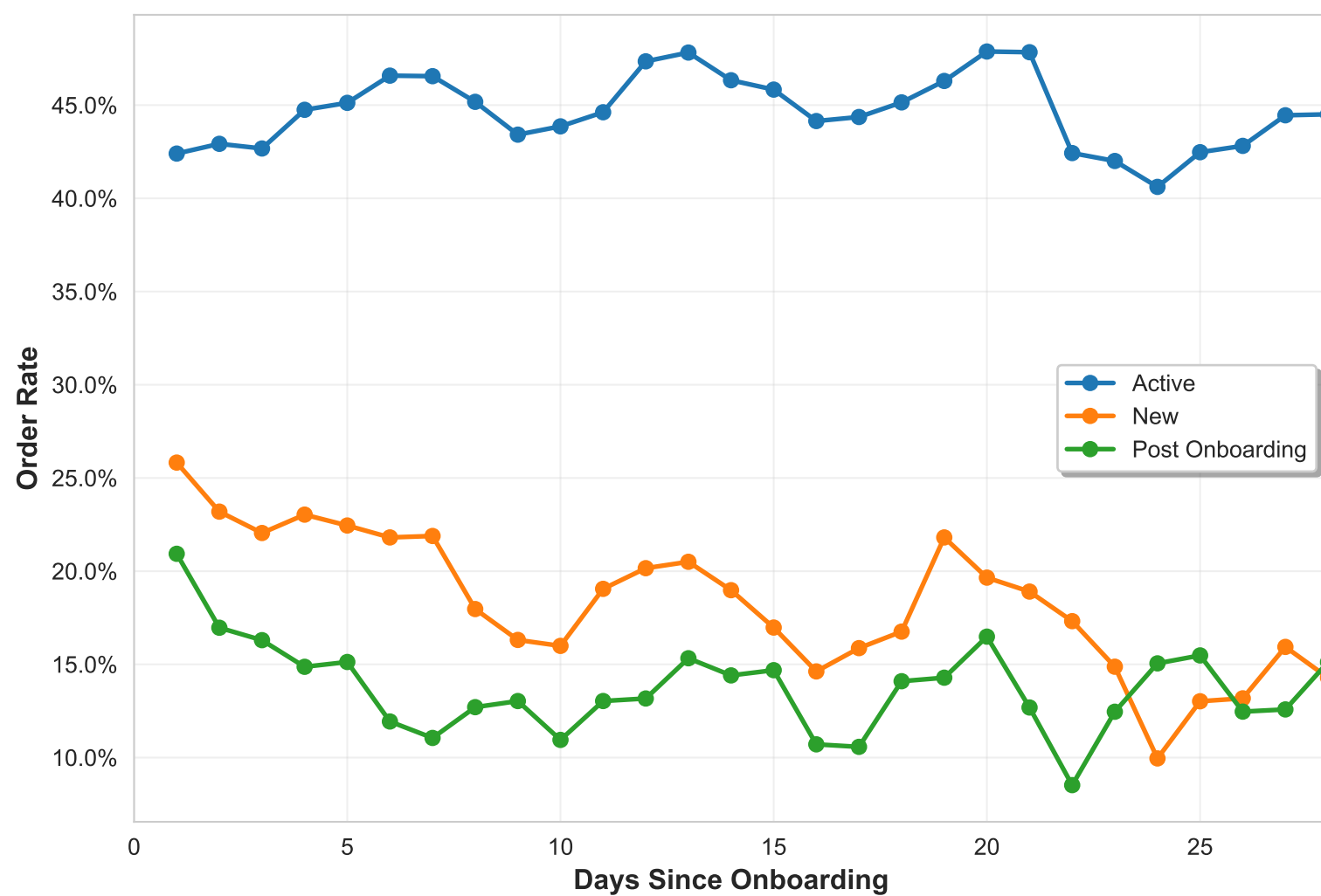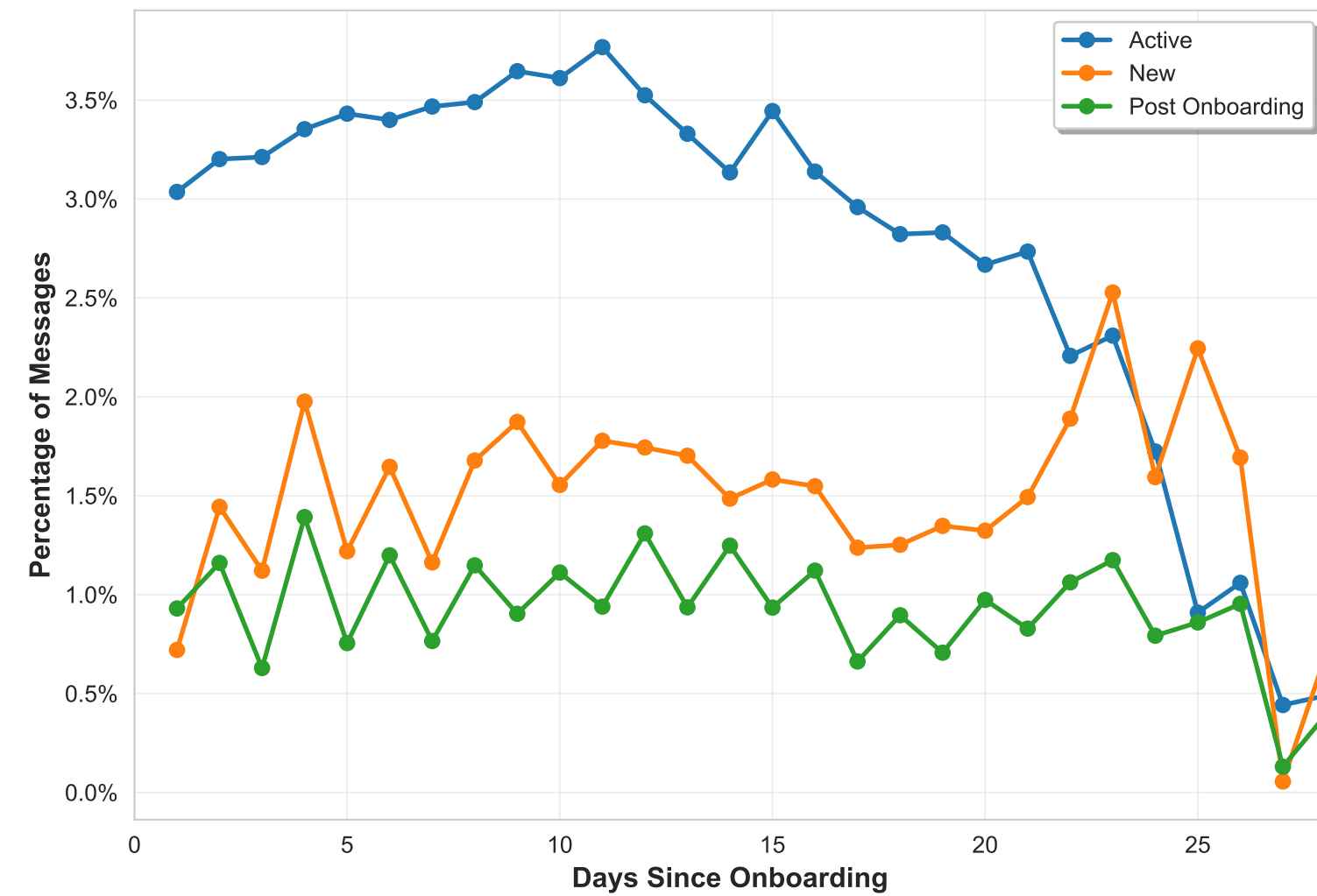
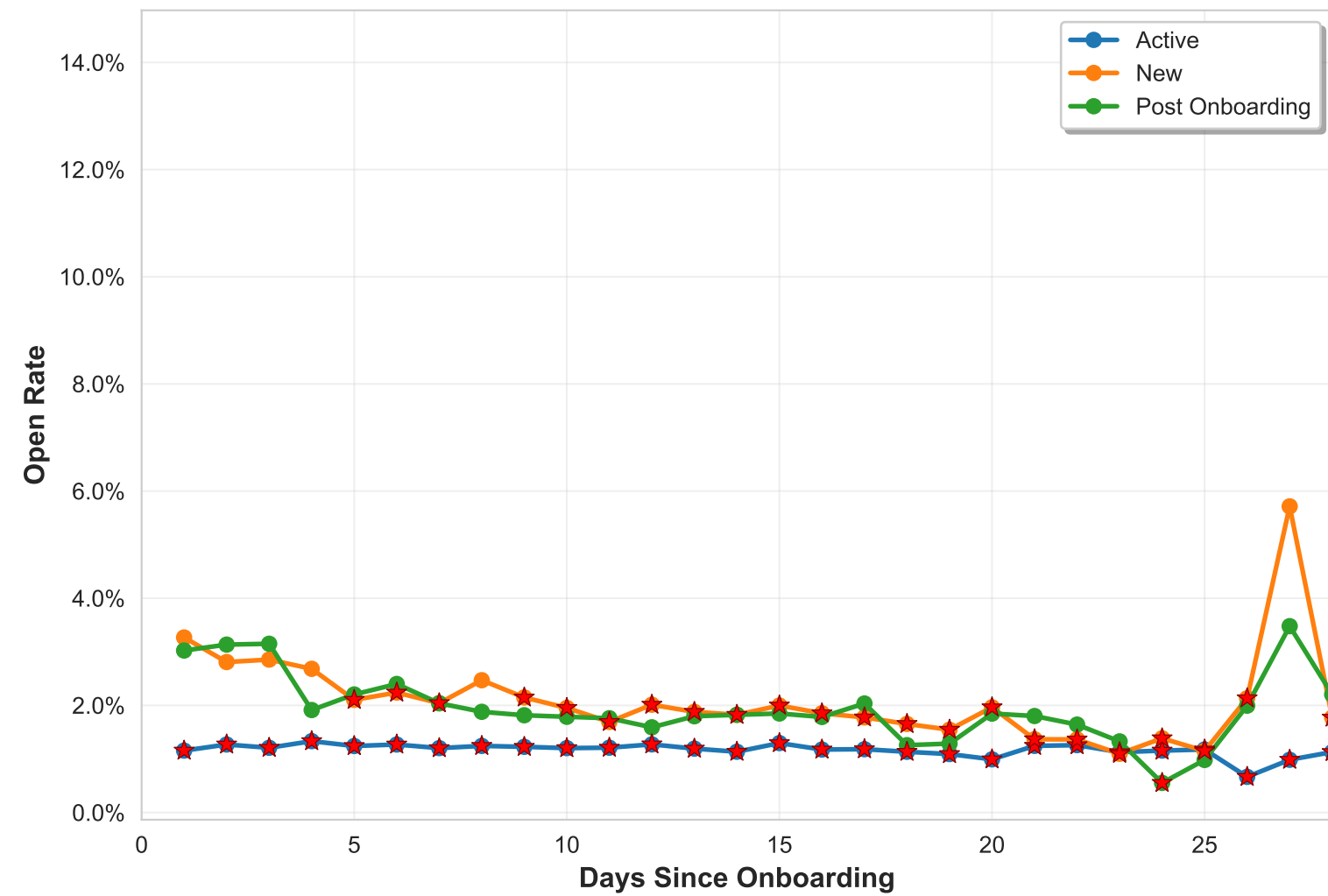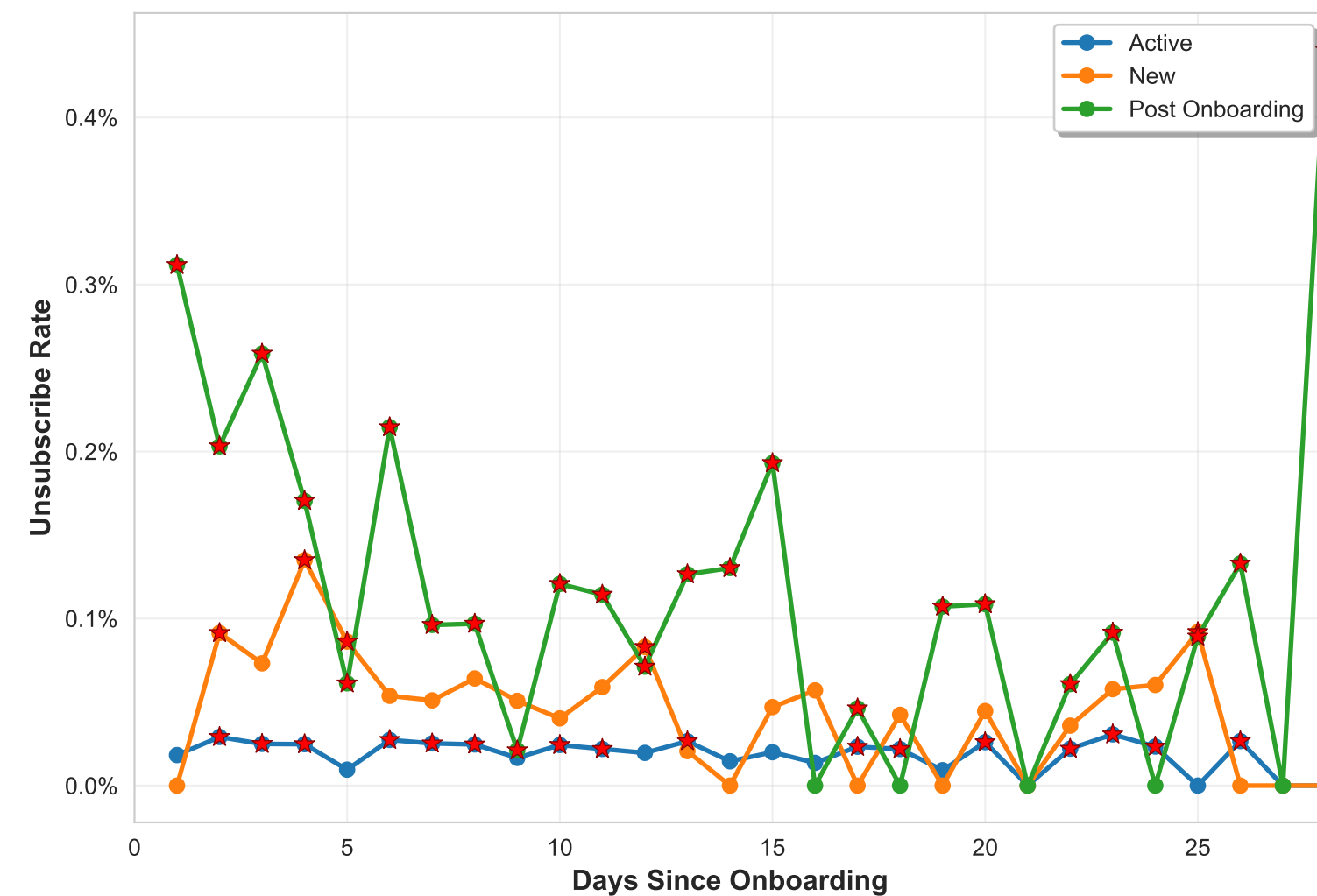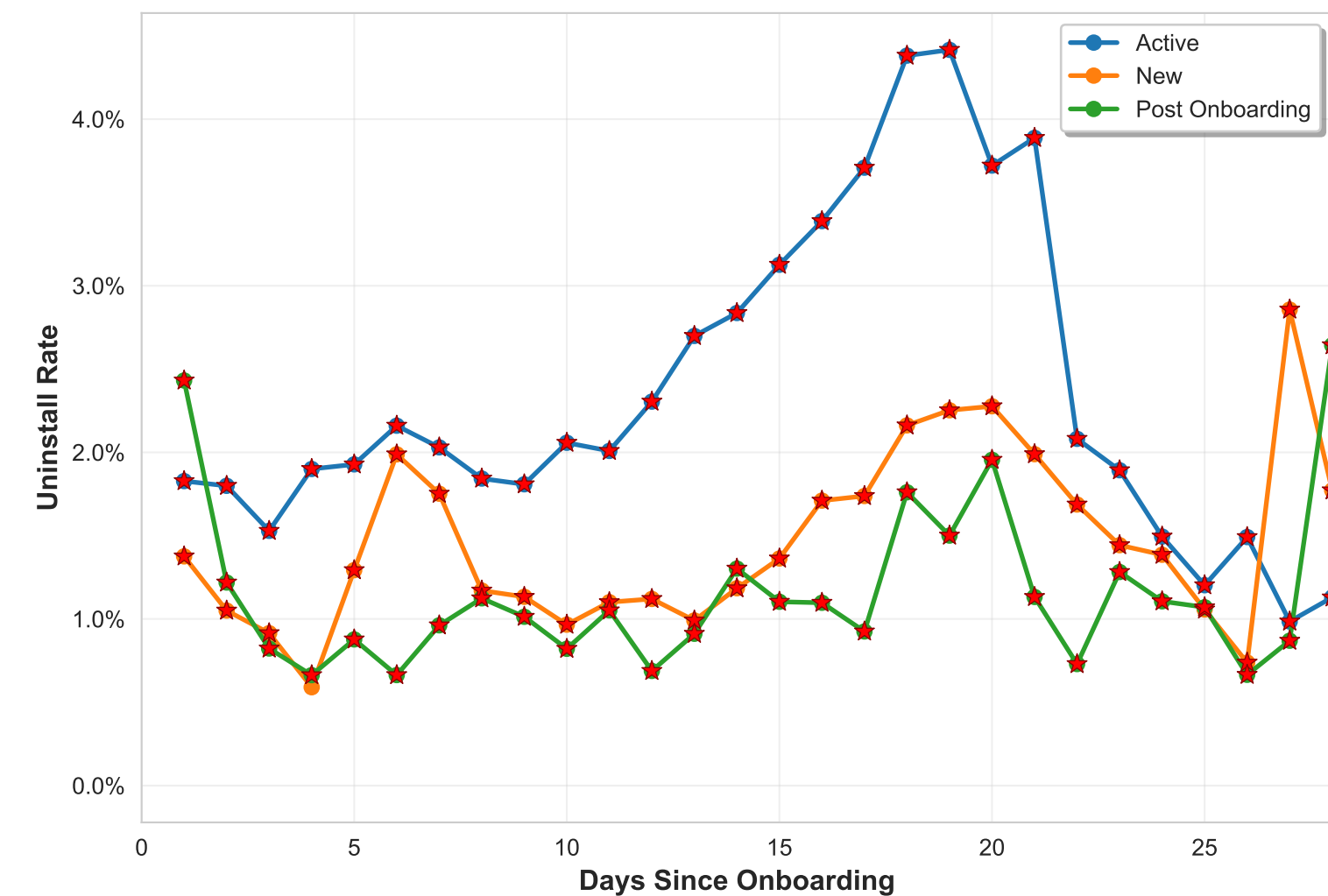5. Order Rate by Days Since Onboarding

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

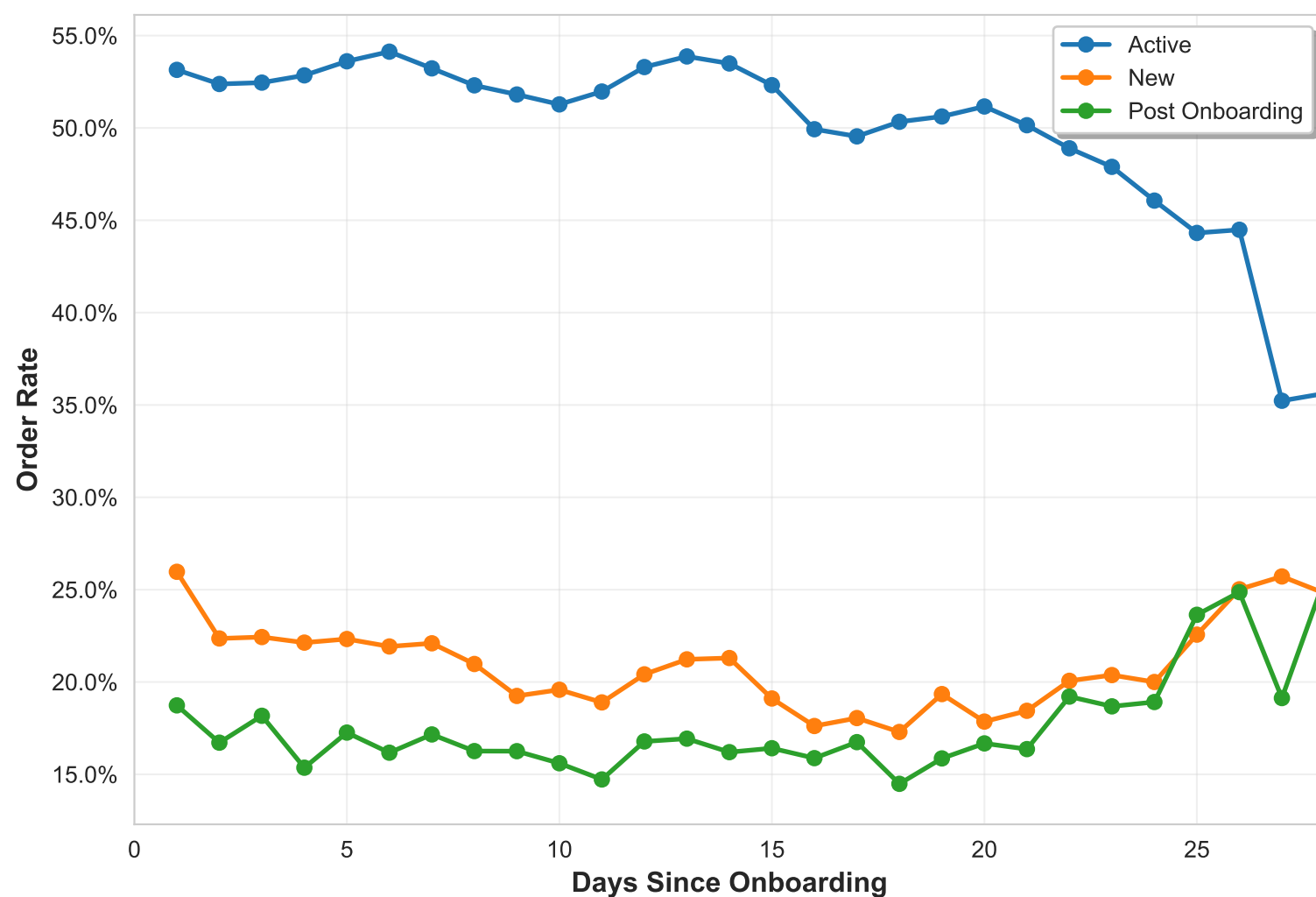**2. Open Rate by Days Since Onboarding (* = Below Threshold)**

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

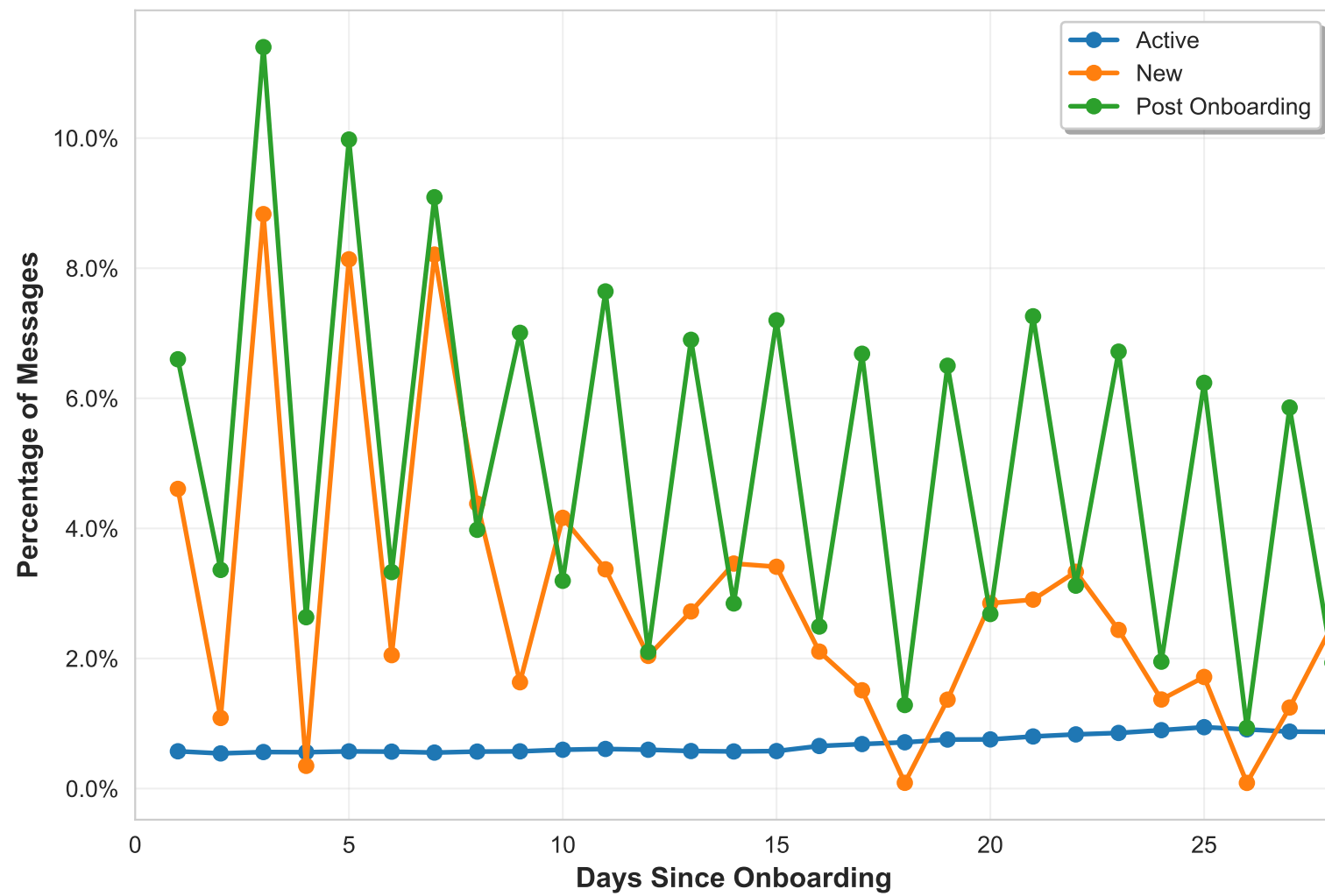**4. Uninstall Rate by Days Since Onboarding (* = Above Threshold)**

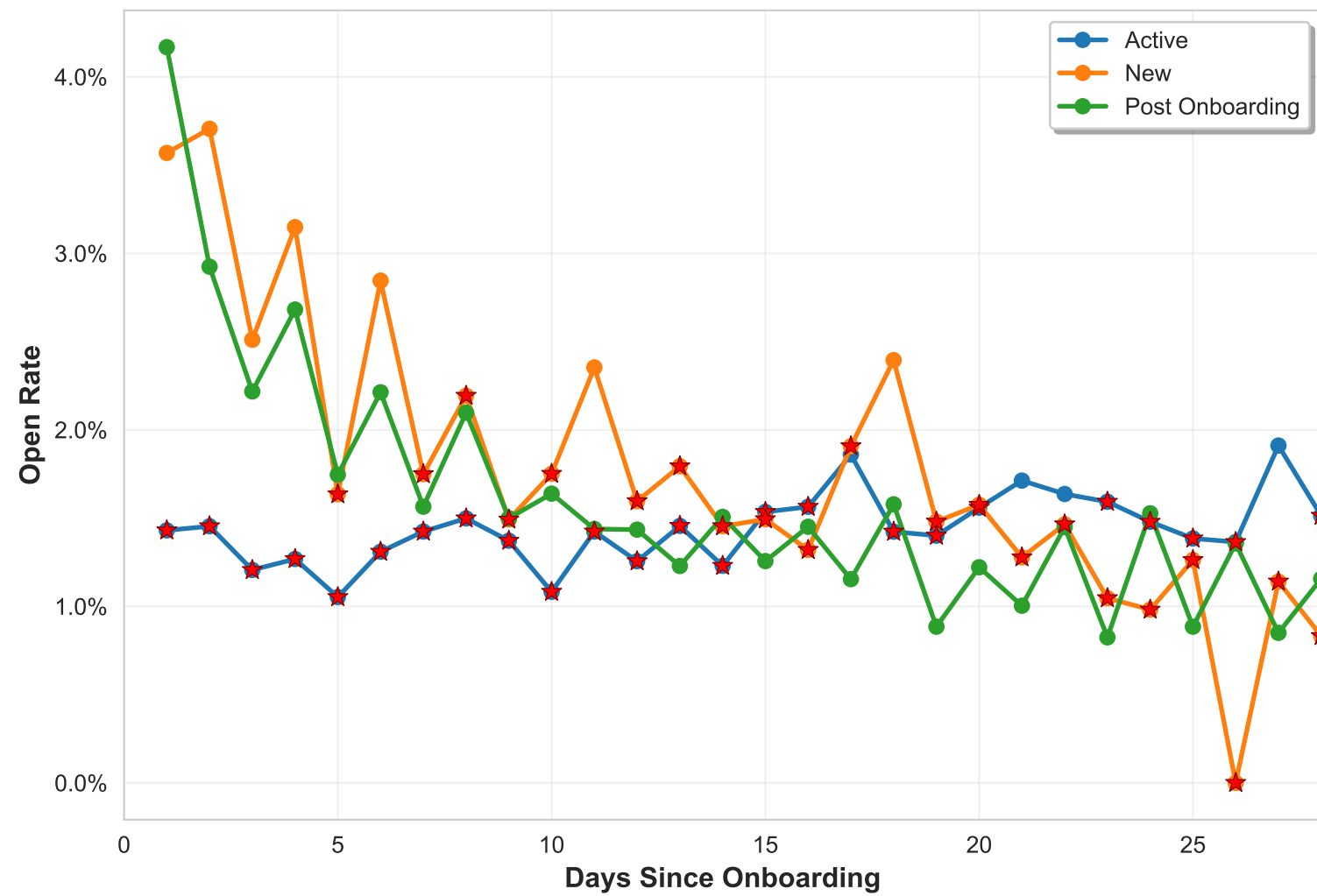**5. Order Rate by Days Since Onboarding**
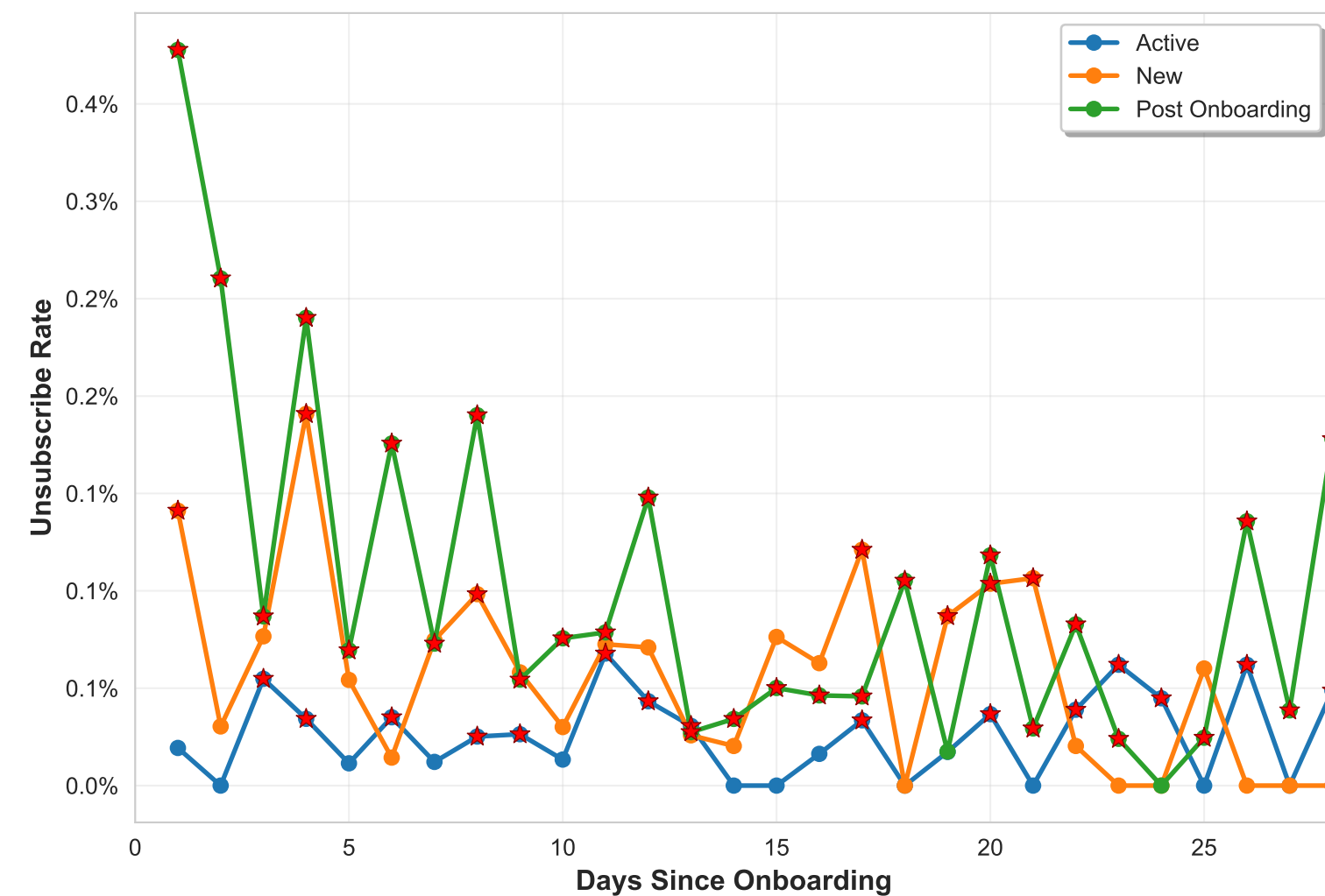
Is New - Notification Metrics

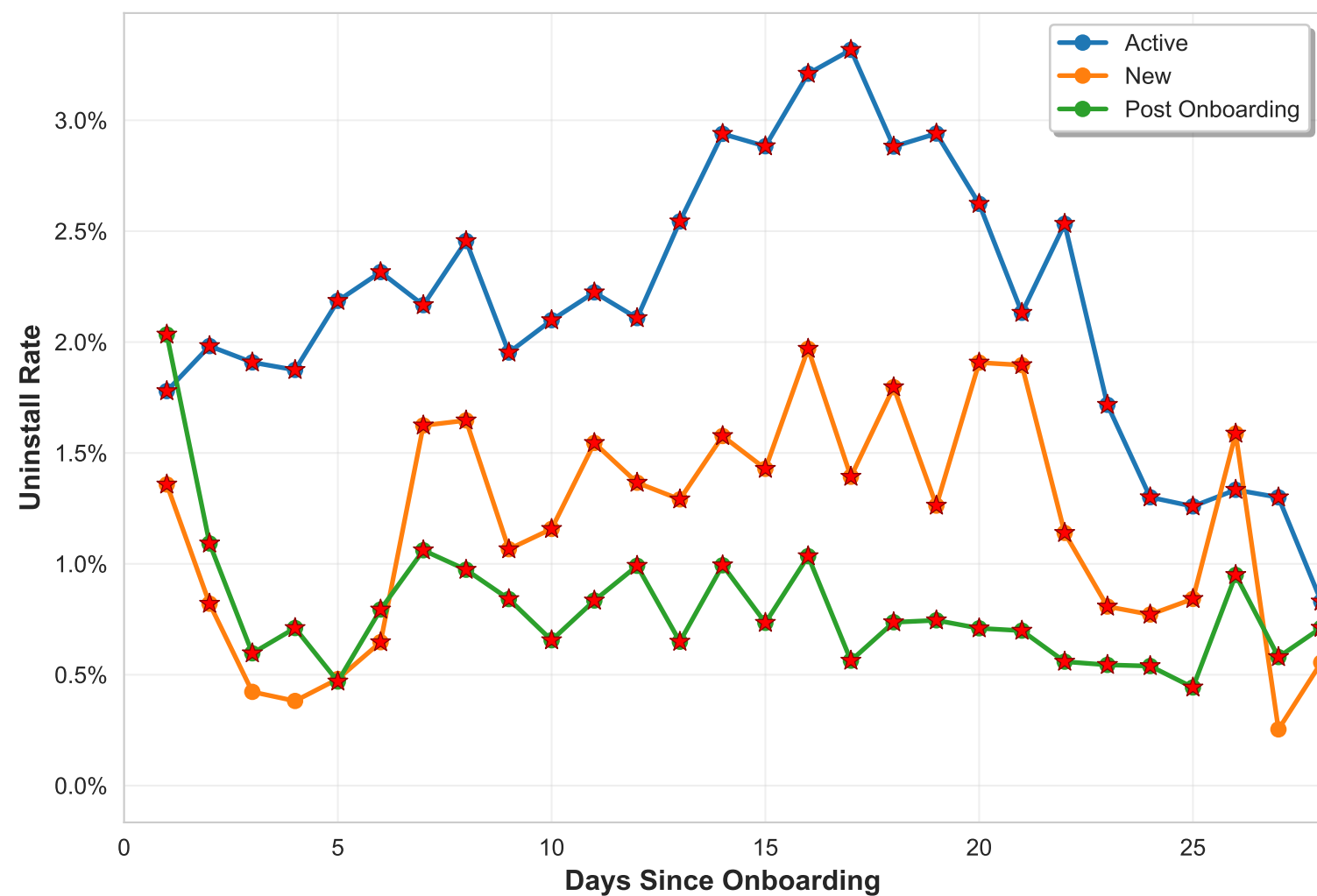## 1. Percentage of Messages with Tag by Days Since Onboarding

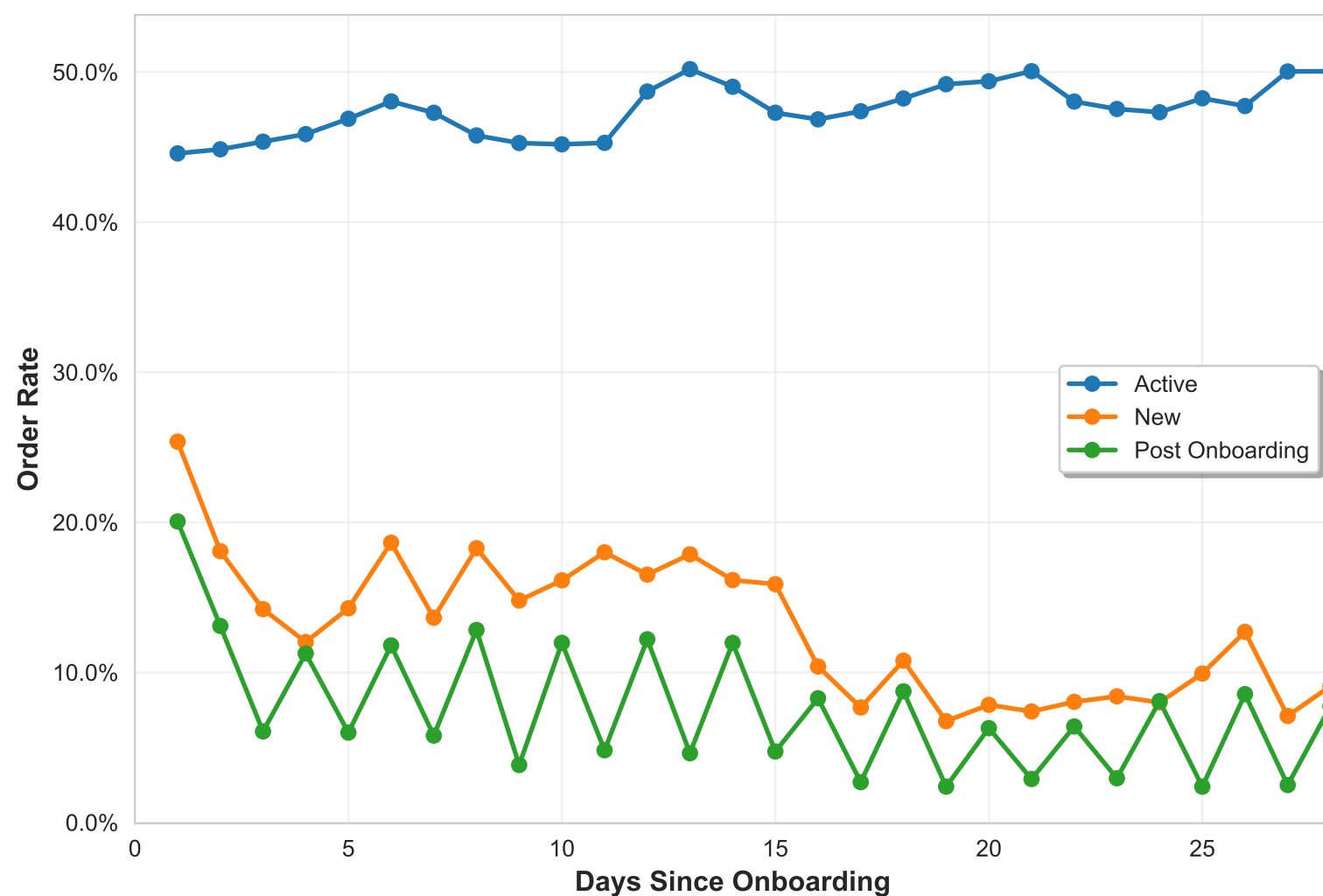## 2. Open Rate by Days Since Onboarding (* = Below Threshold)

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

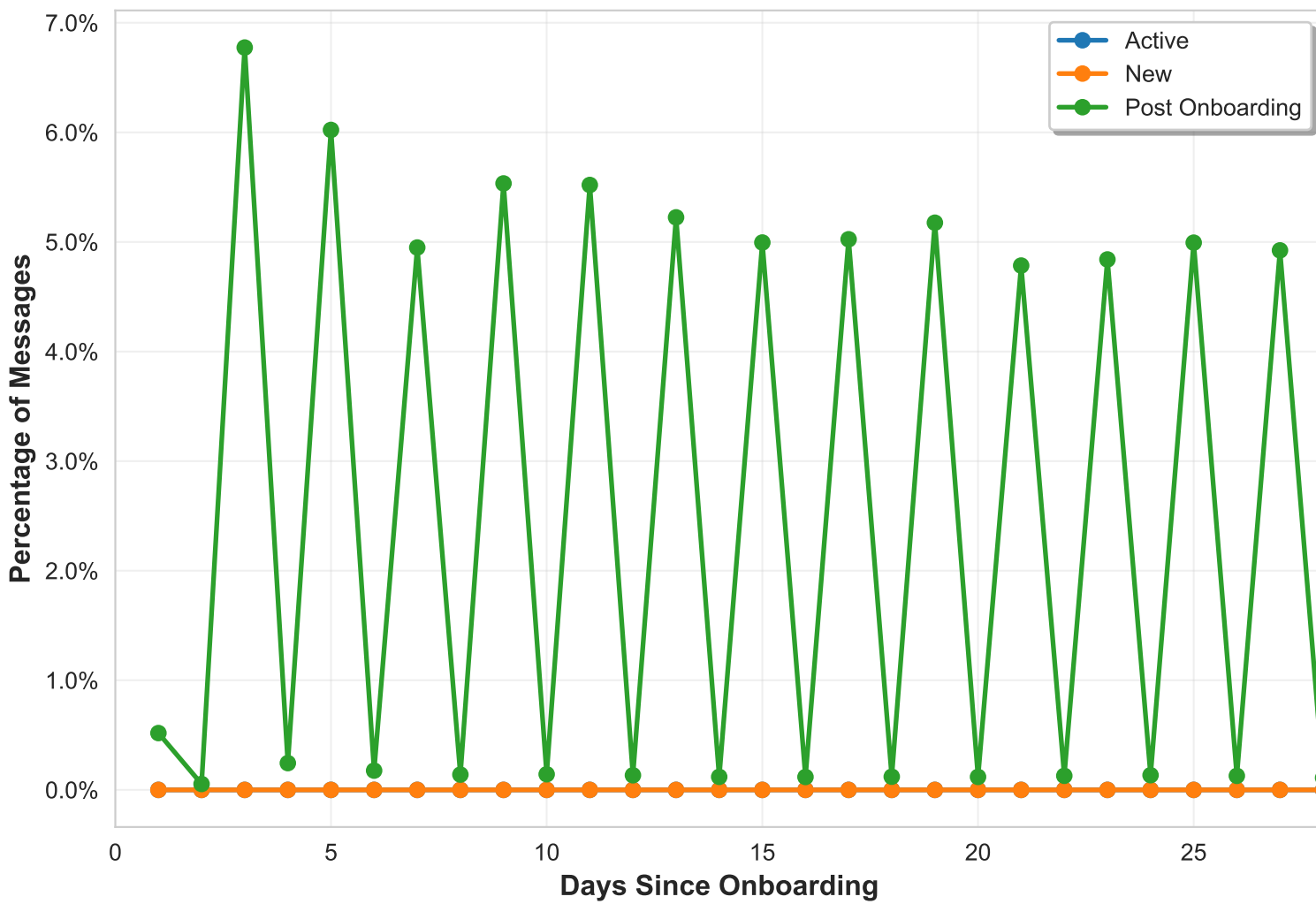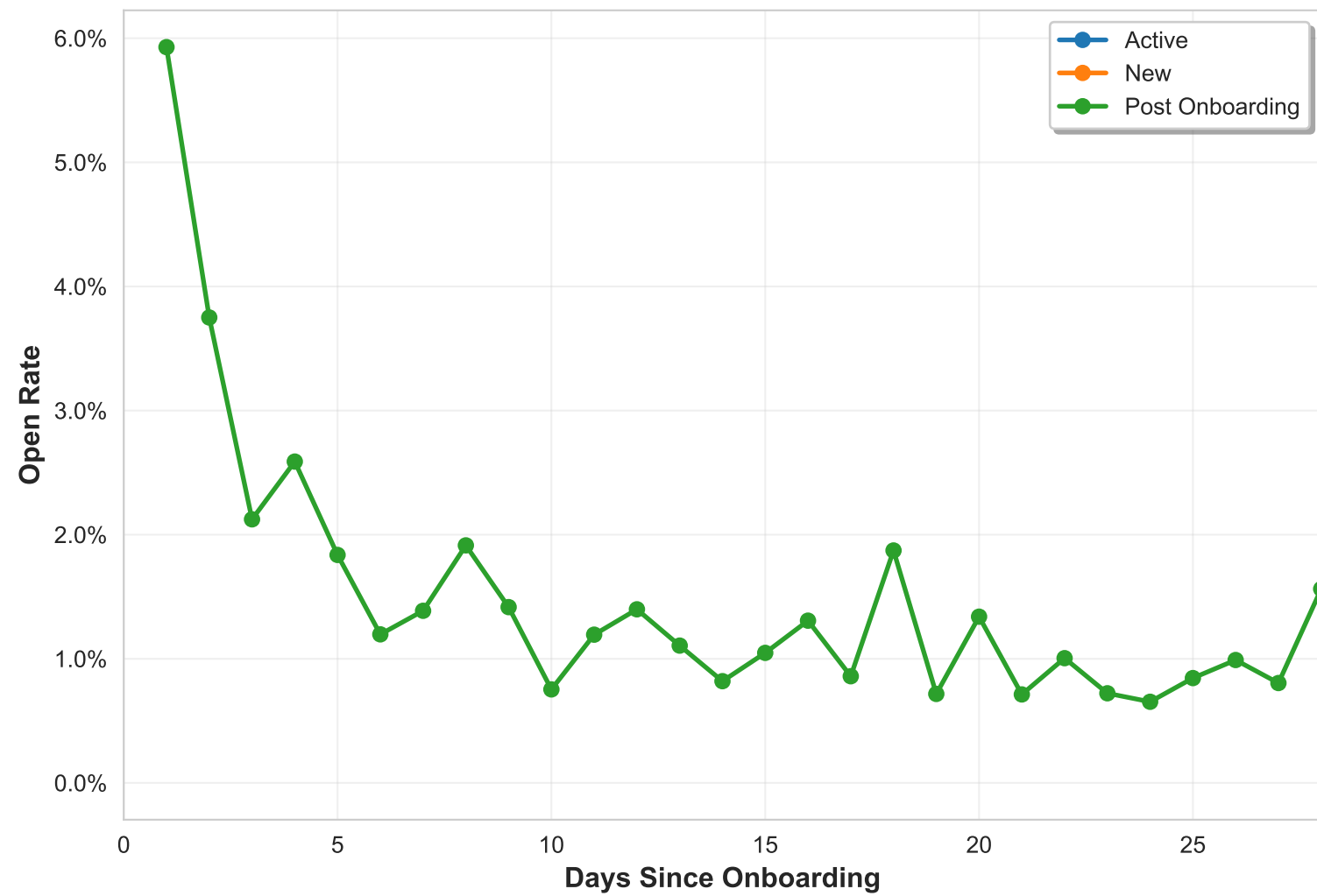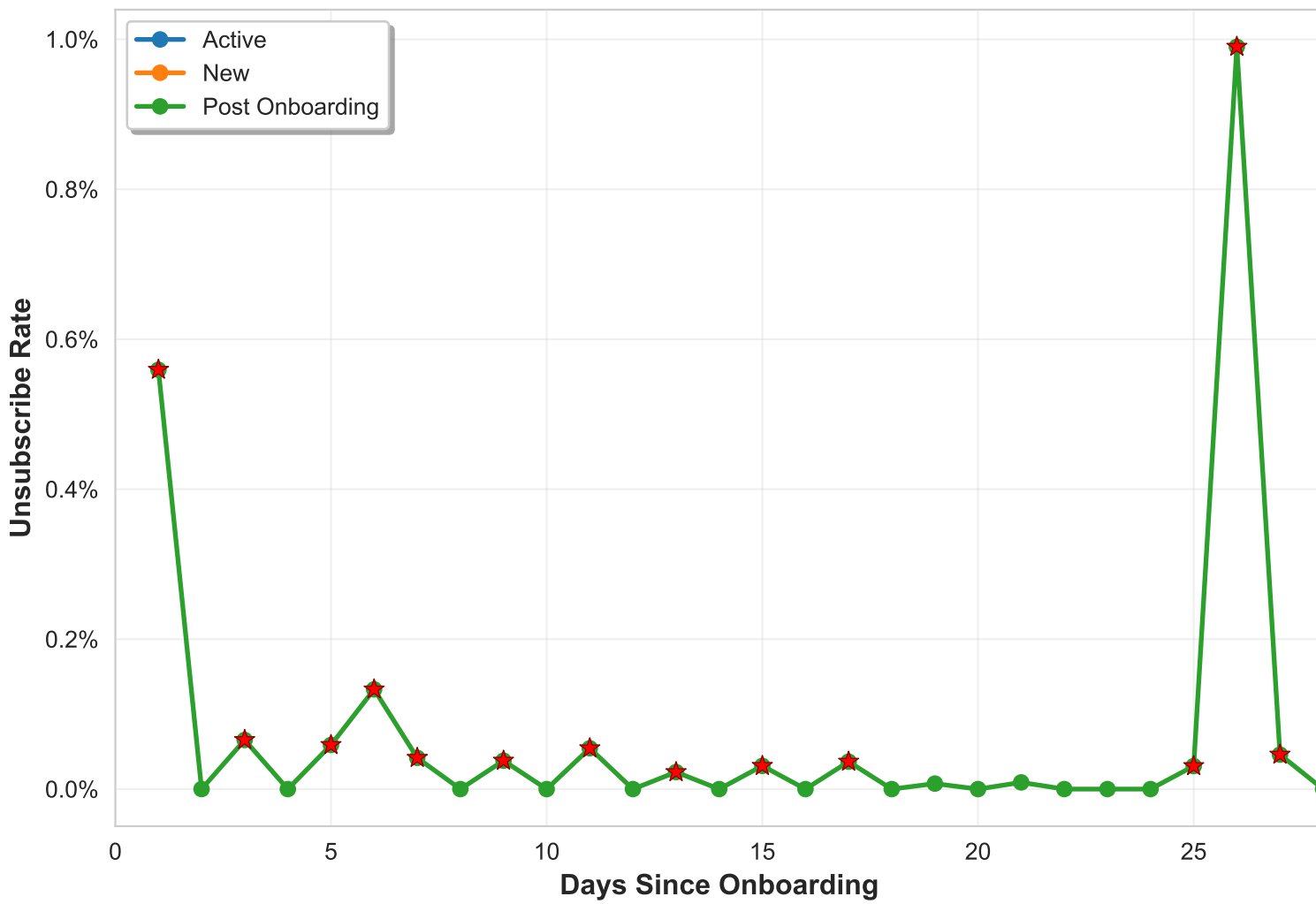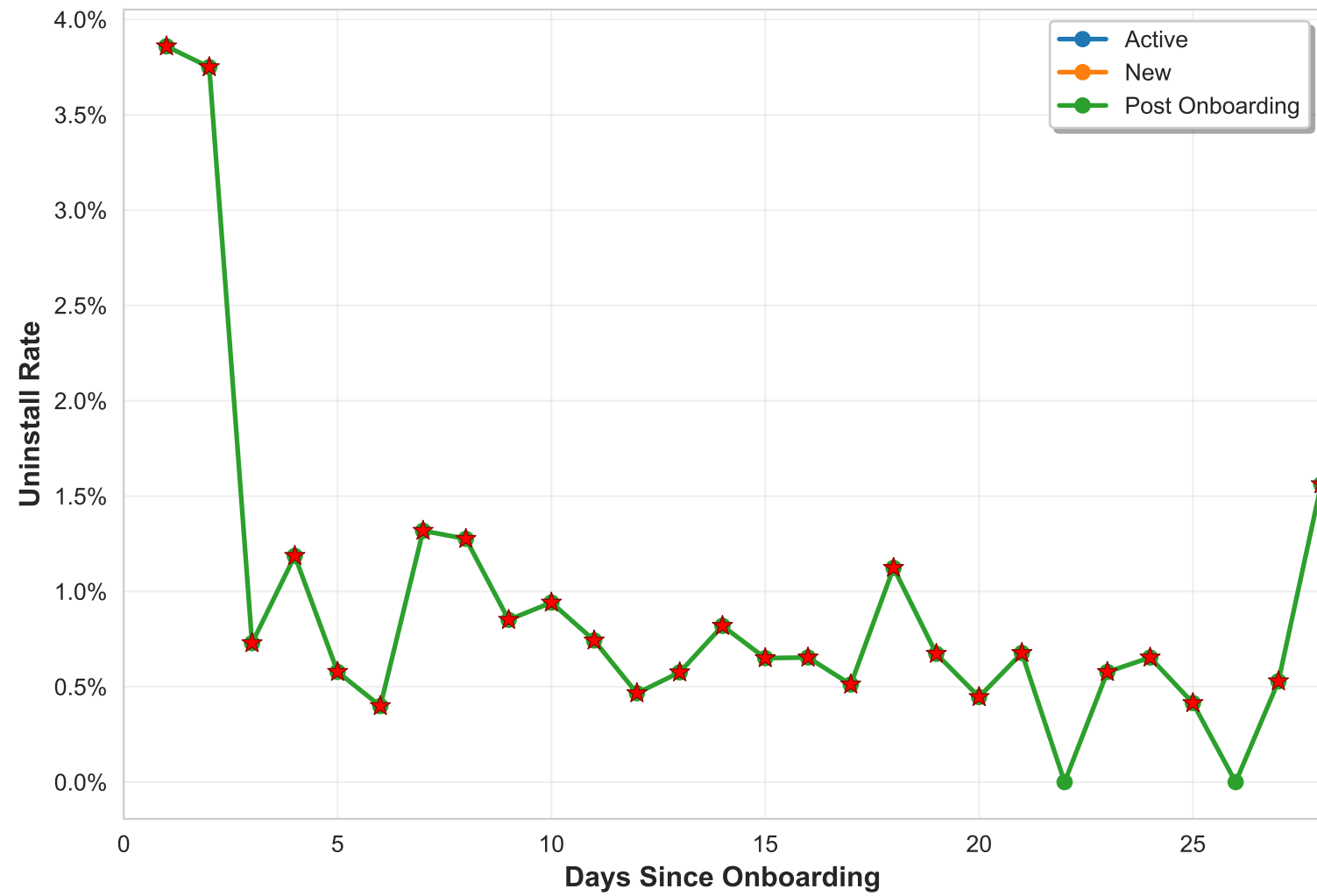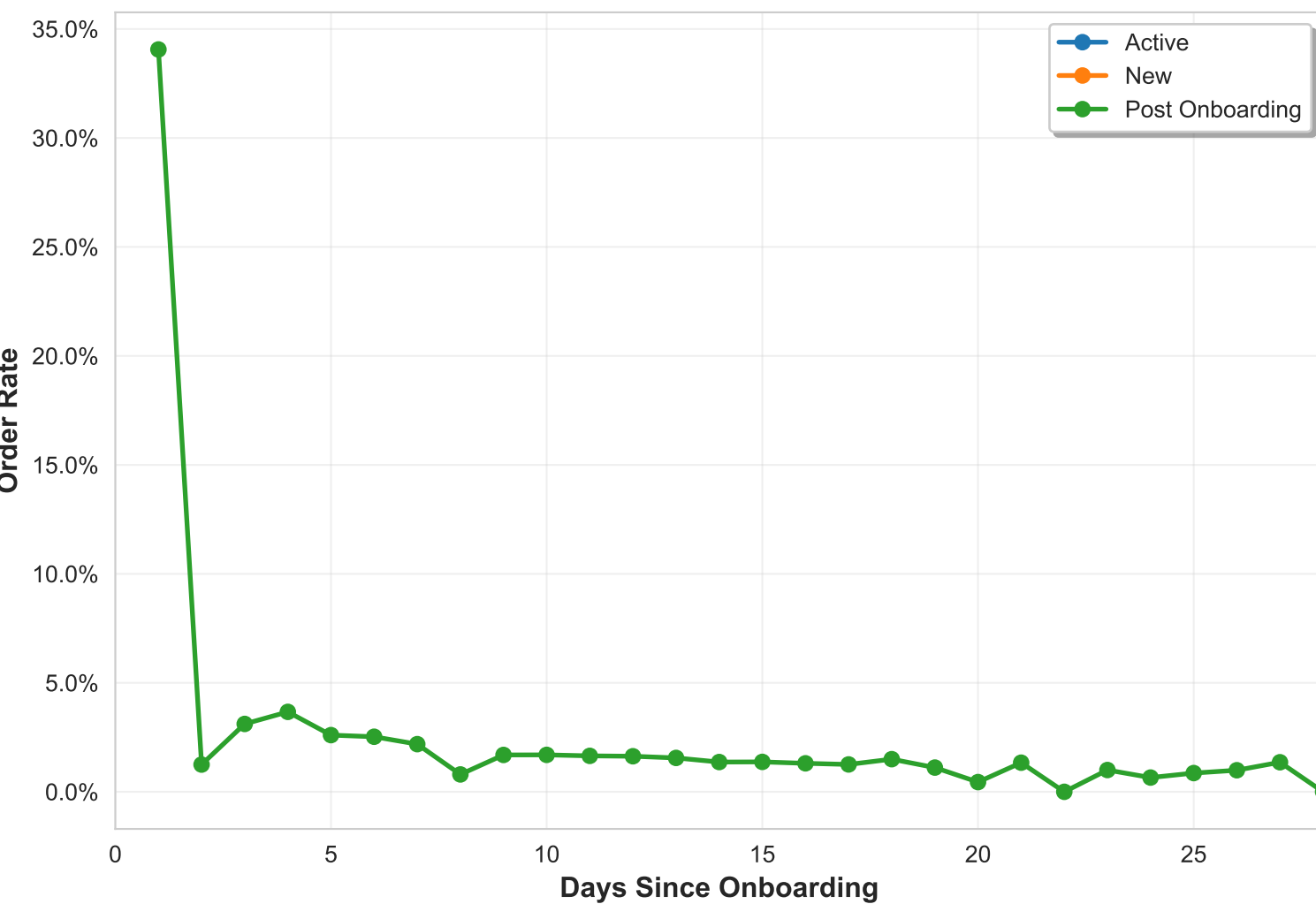## 4. Uninstall Rate by Days Since Onboarding (* = Above Threshold)

5. Order Rate by Days Since Onboarding

Is Npws - Notification Metrics

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)

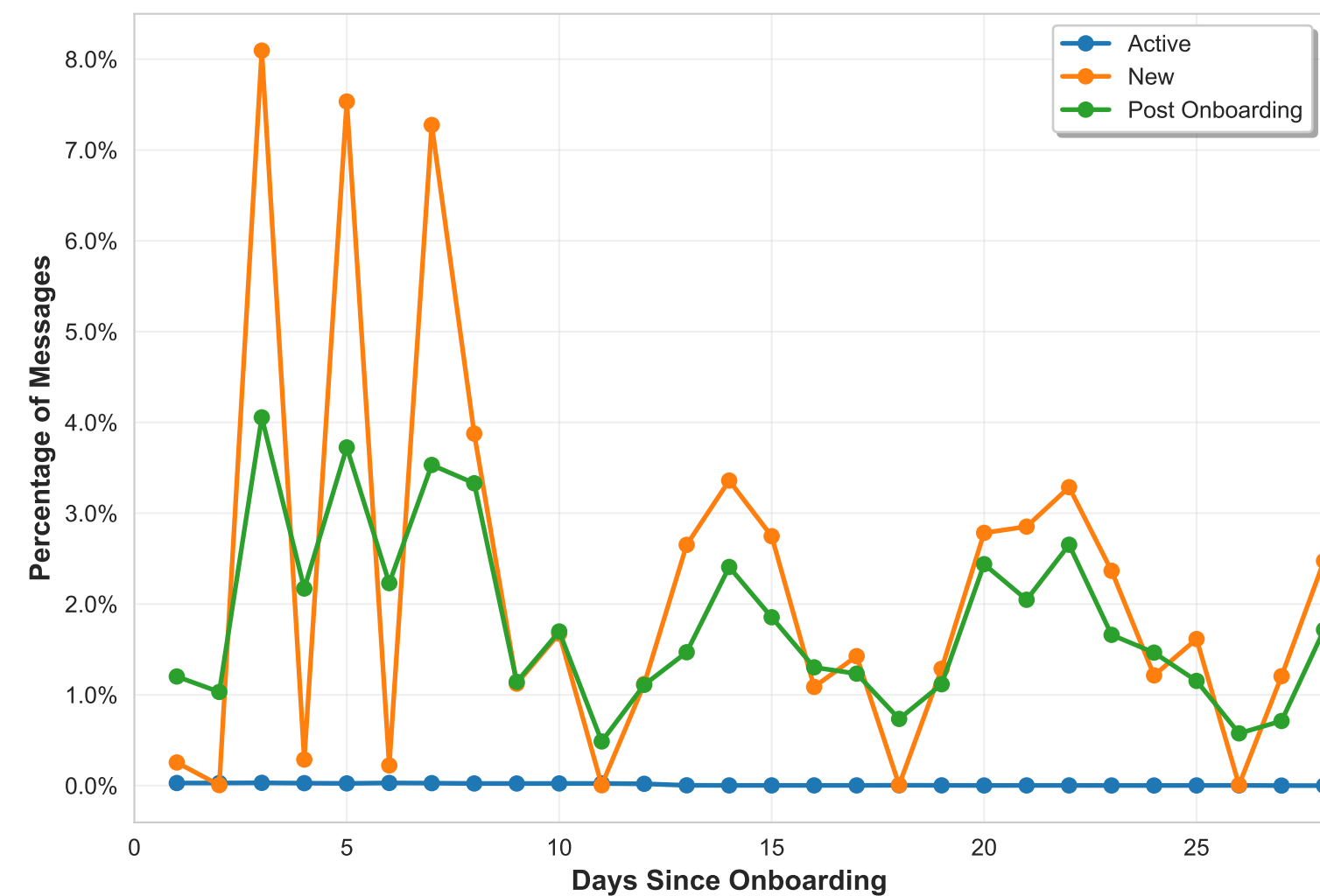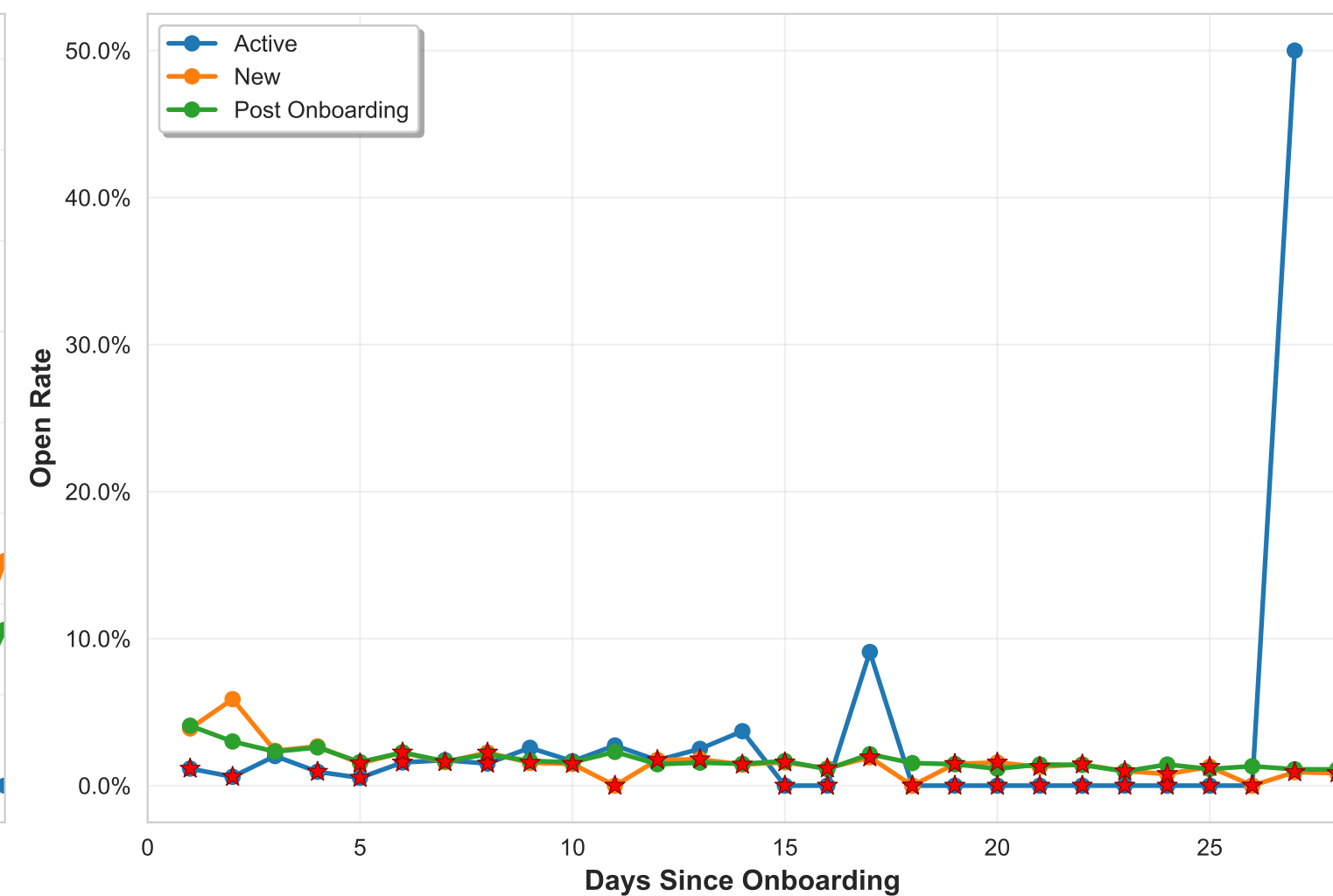**4. Uninstall Rate by Days Since Onboarding (* = Above Threshold)**

5. Order Rate by Days Since Onboarding

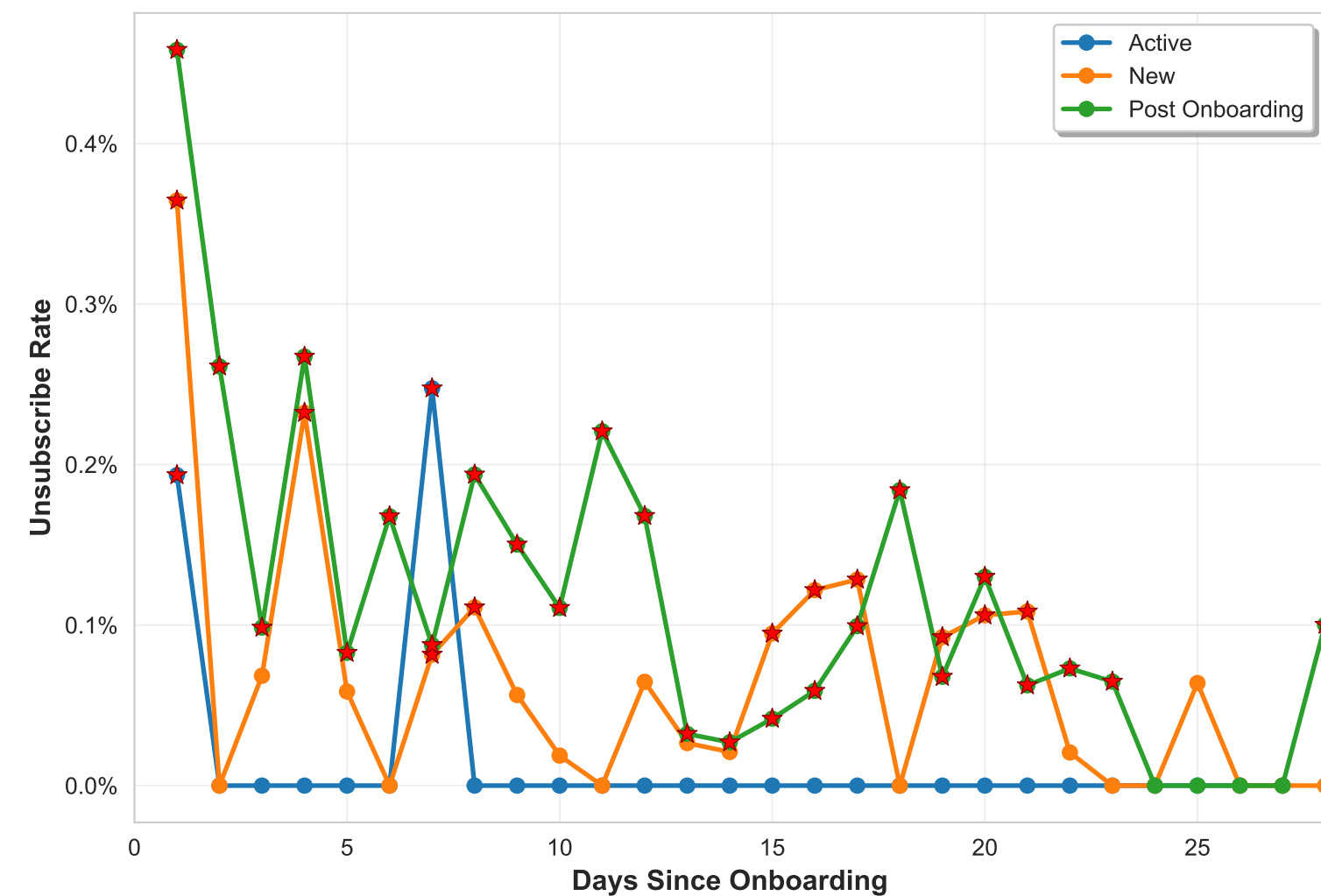# Is Challenge - Notification Metrics

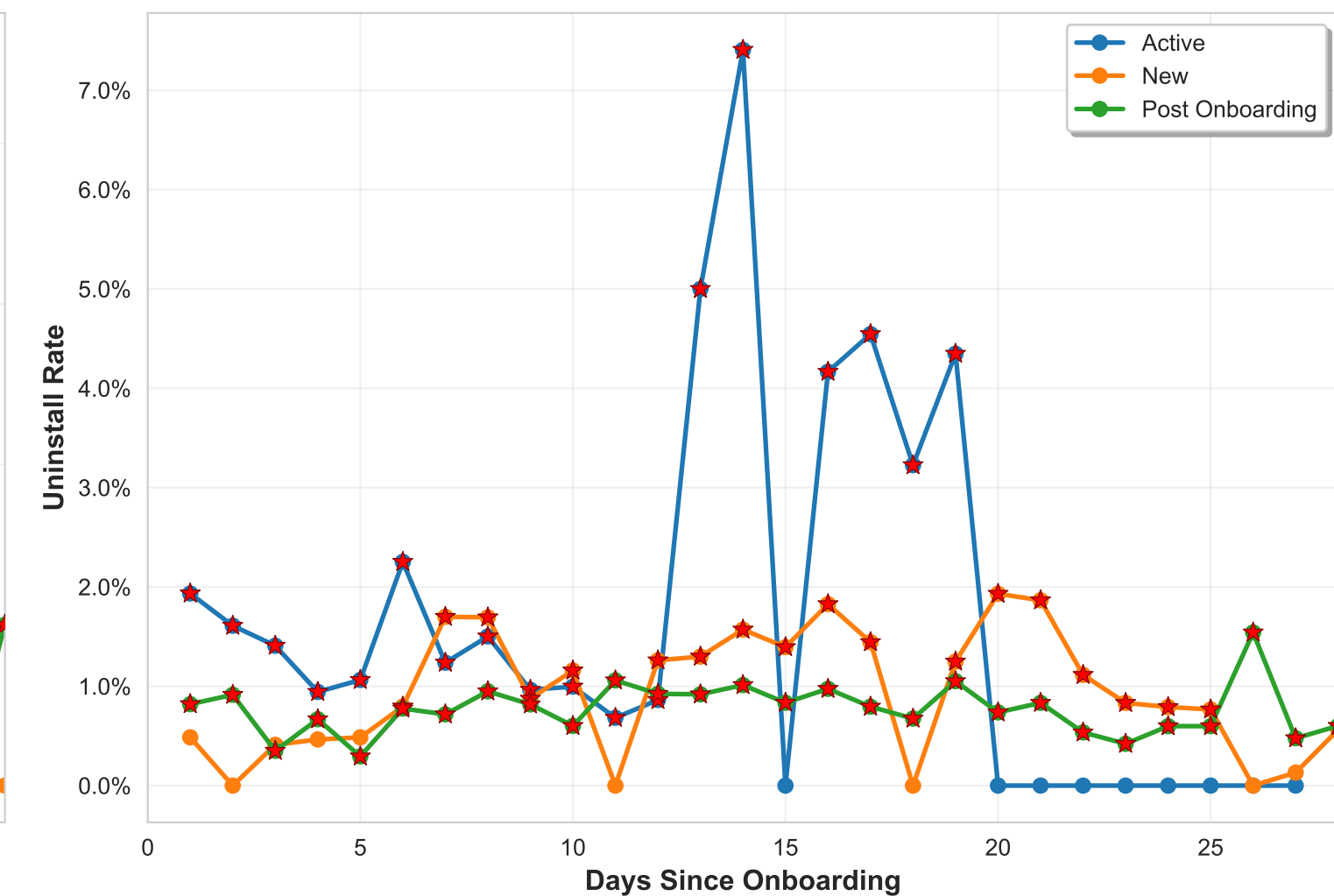1. Percentage of Messages with Tag by Days Since Onboarding

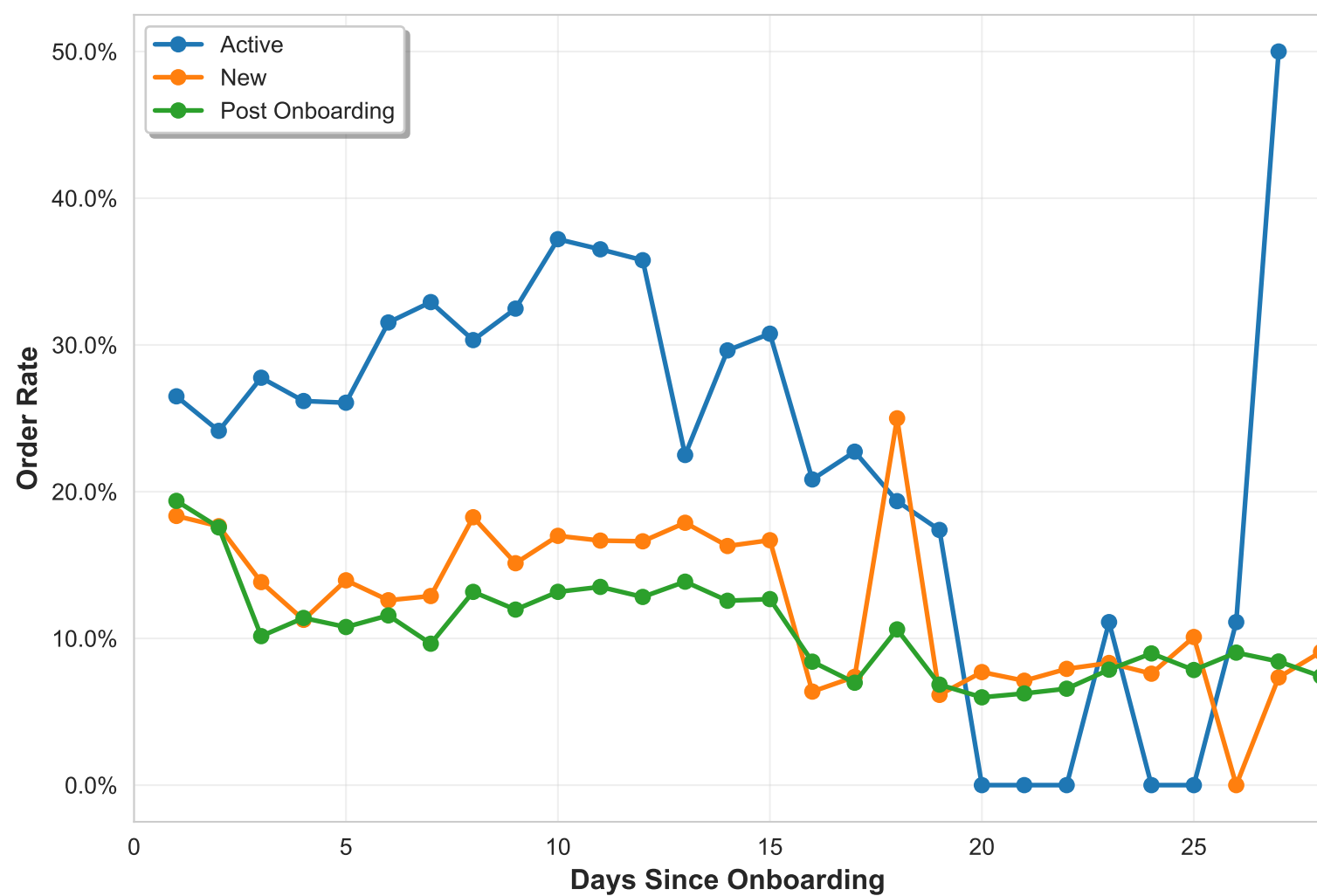2. Open Rate by Days Since Onboarding (* = Below Threshold)

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

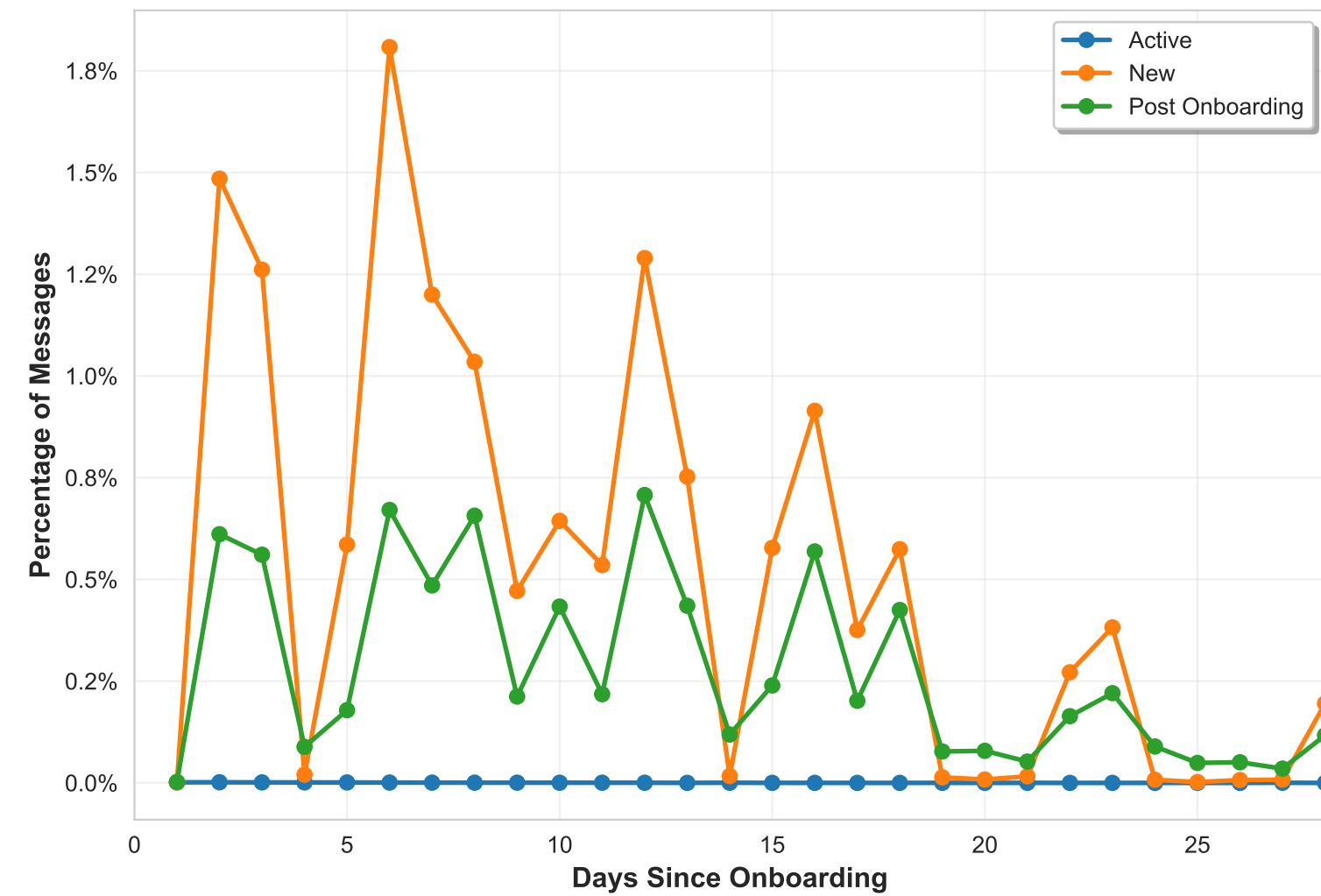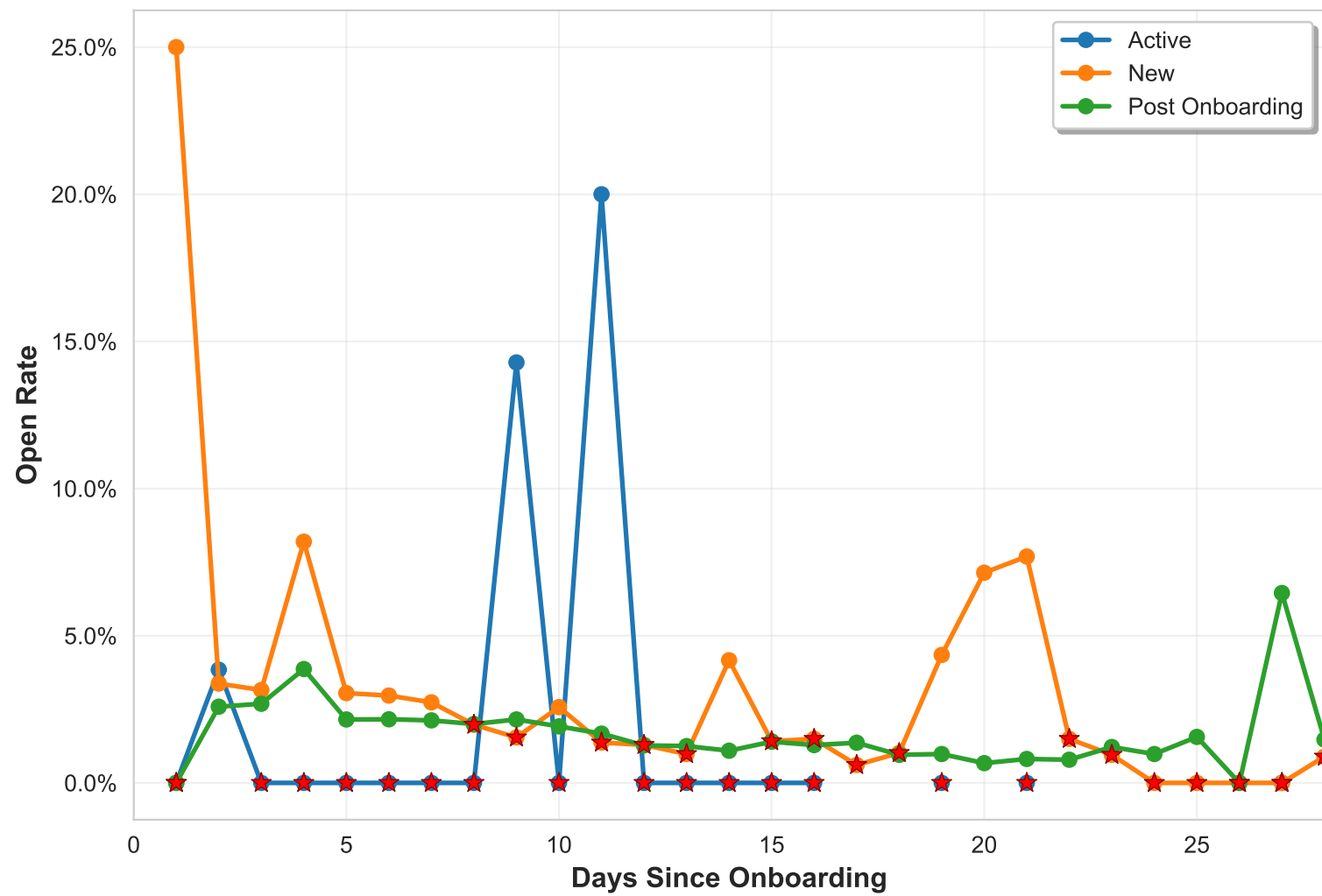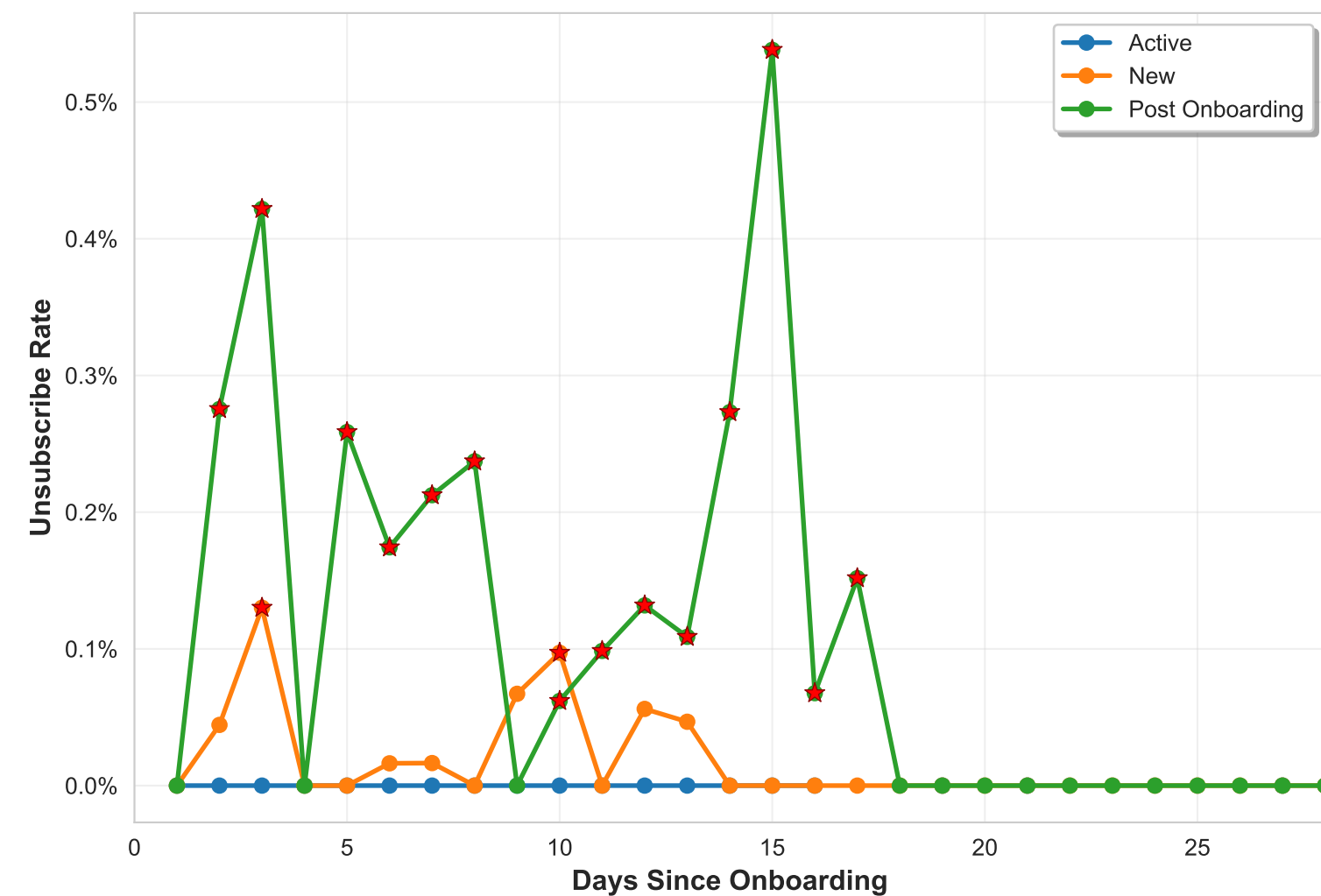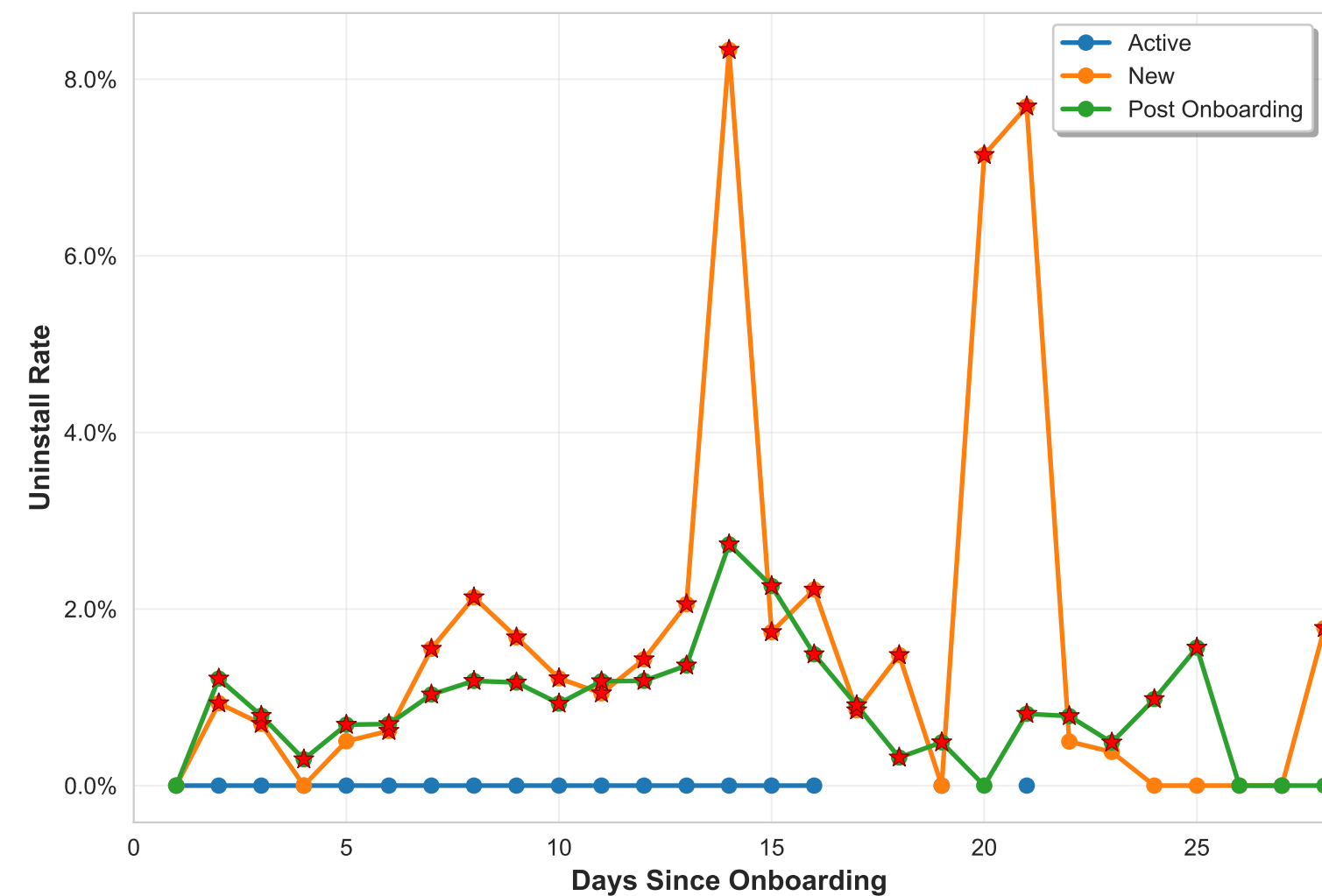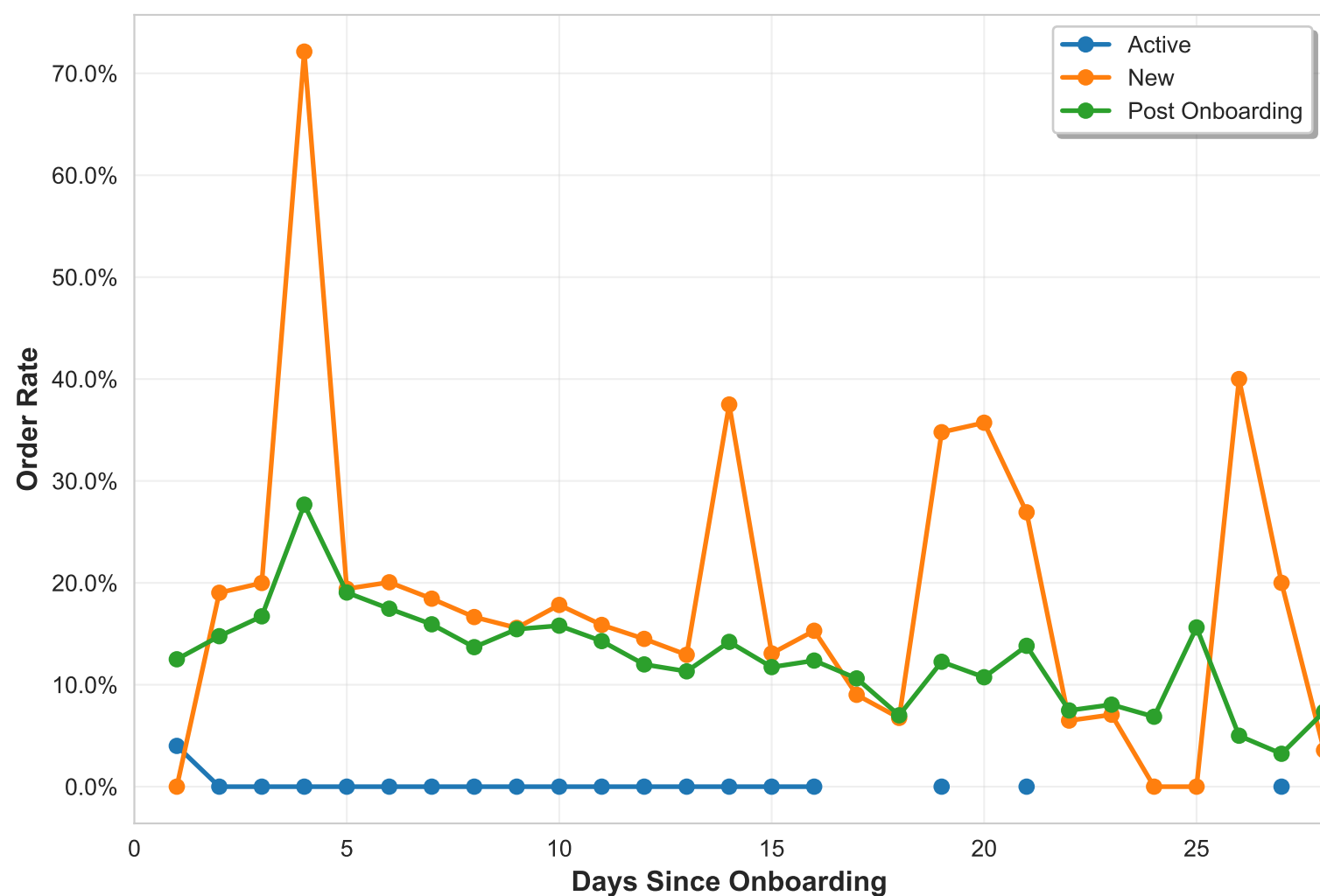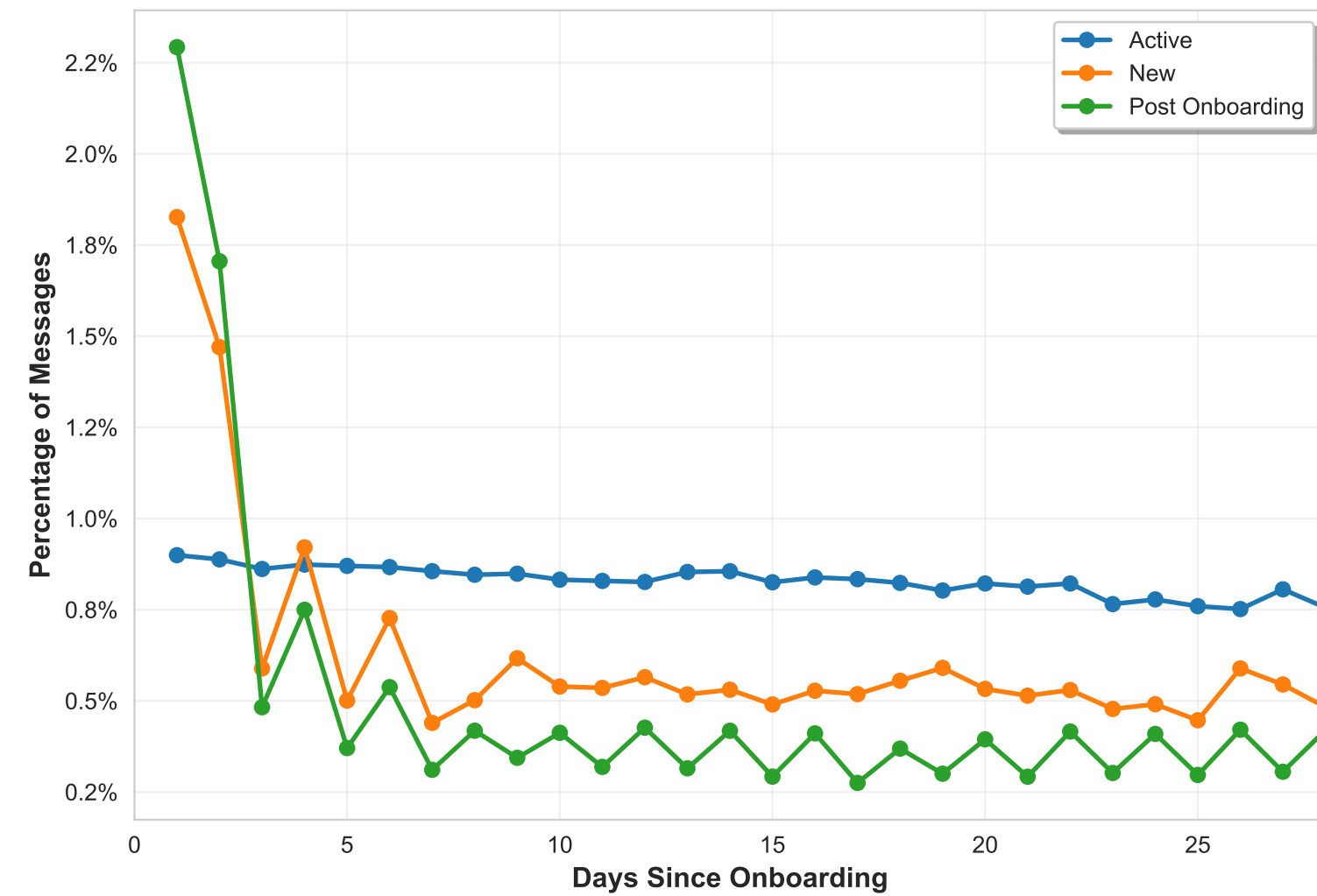4. Uninstall Rate by Days Since Onboarding (* = Above Threshold)
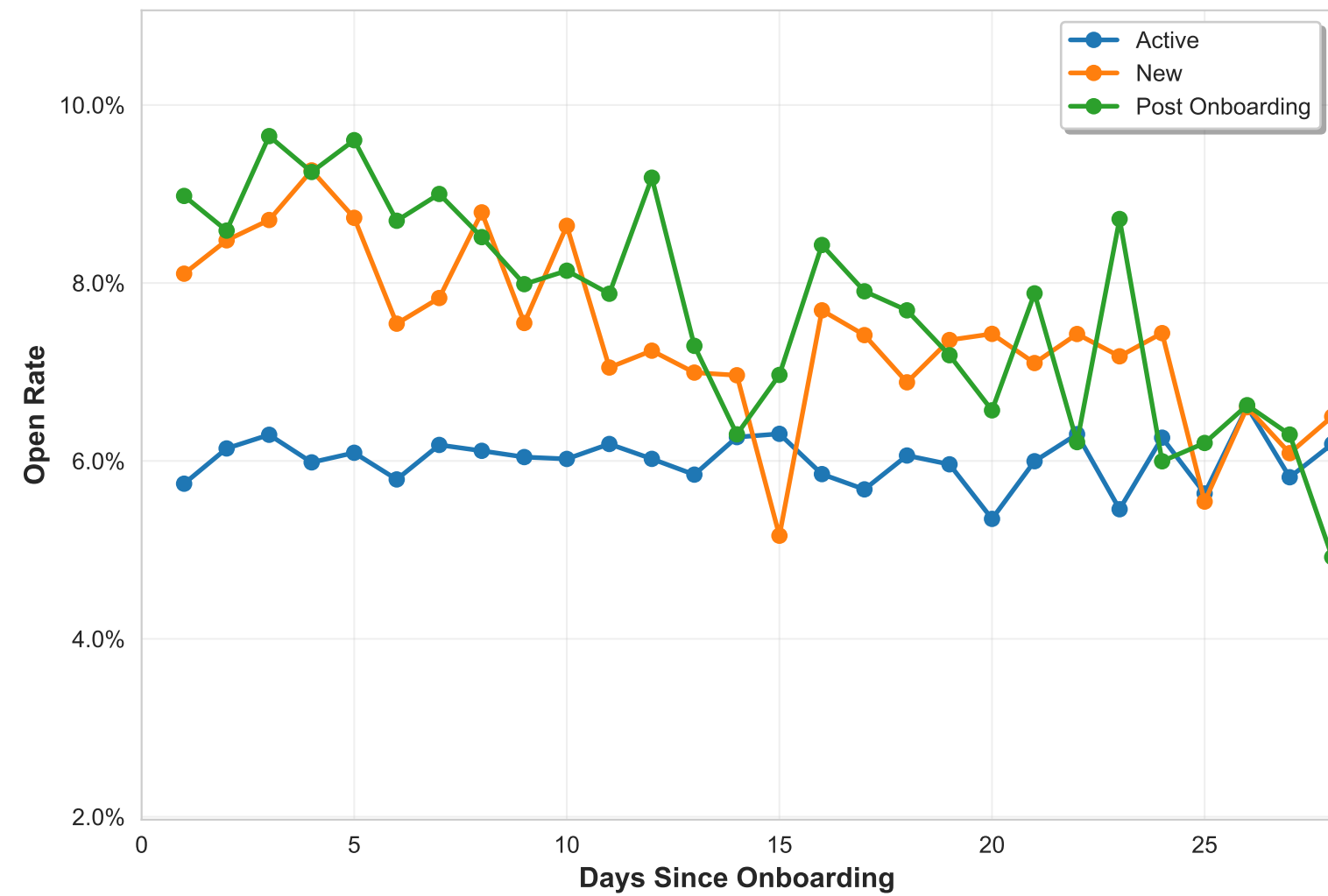
5. Order Rate by Days Since Onboarding
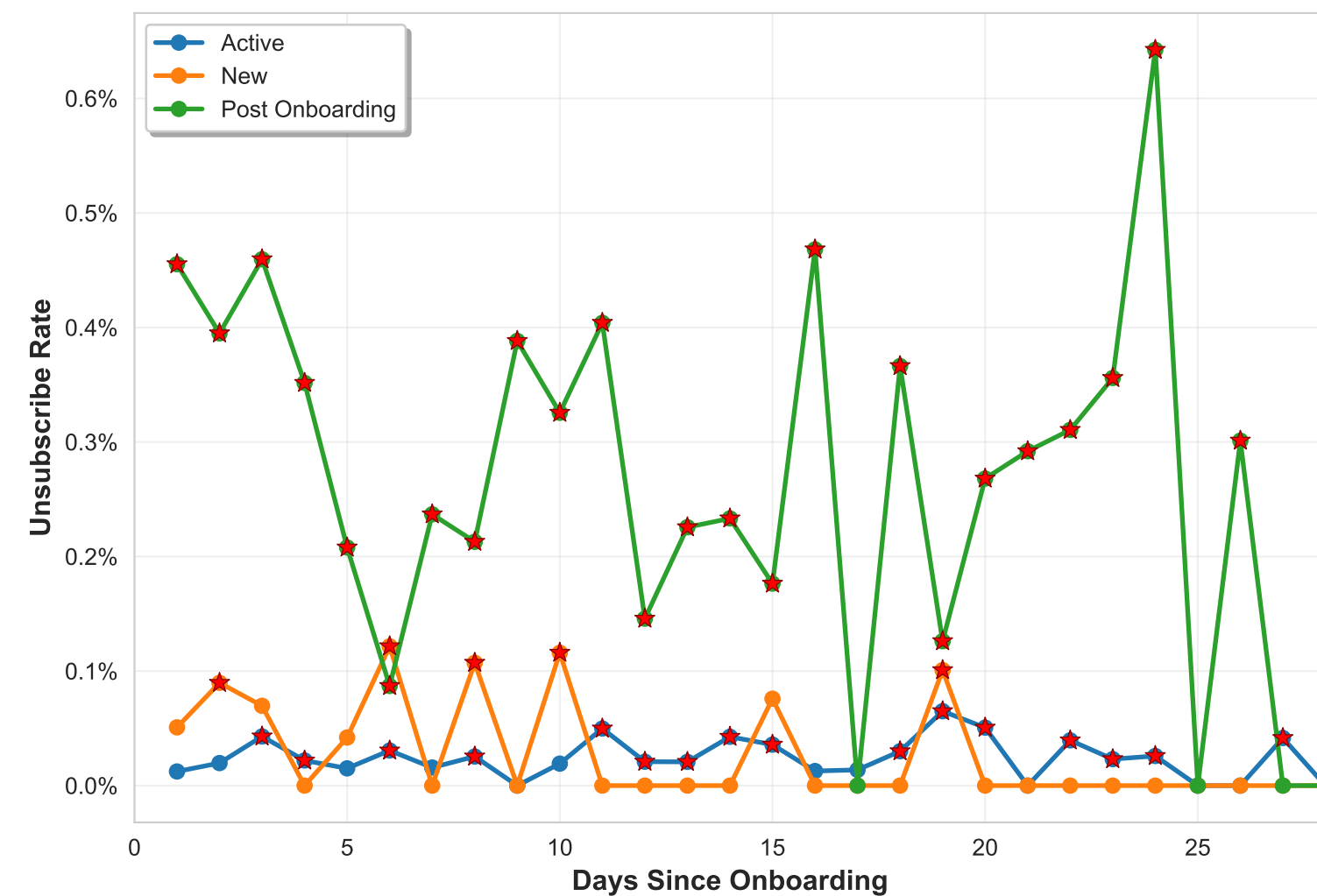
Is Abandon Campaign - Notification Metrics

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
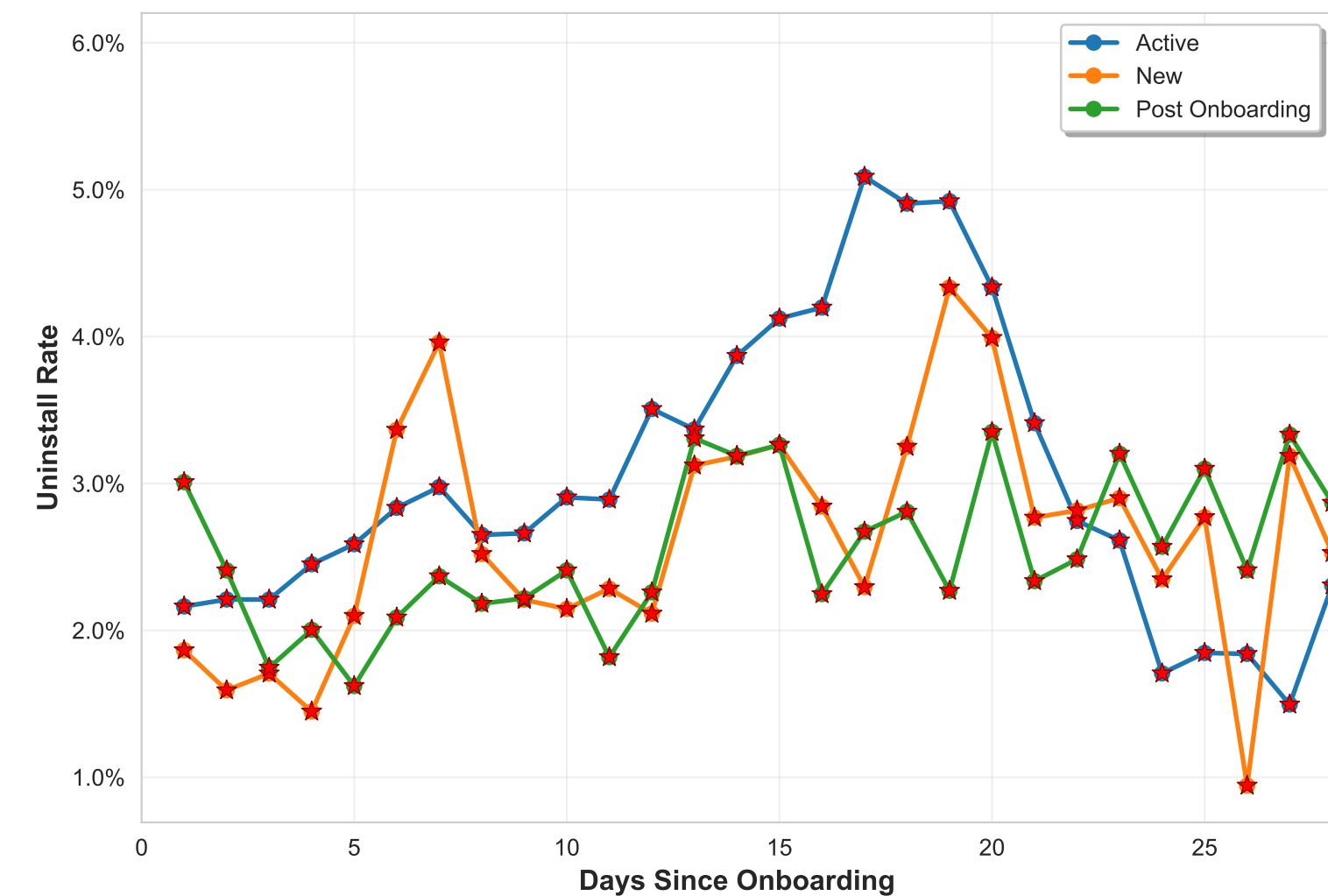

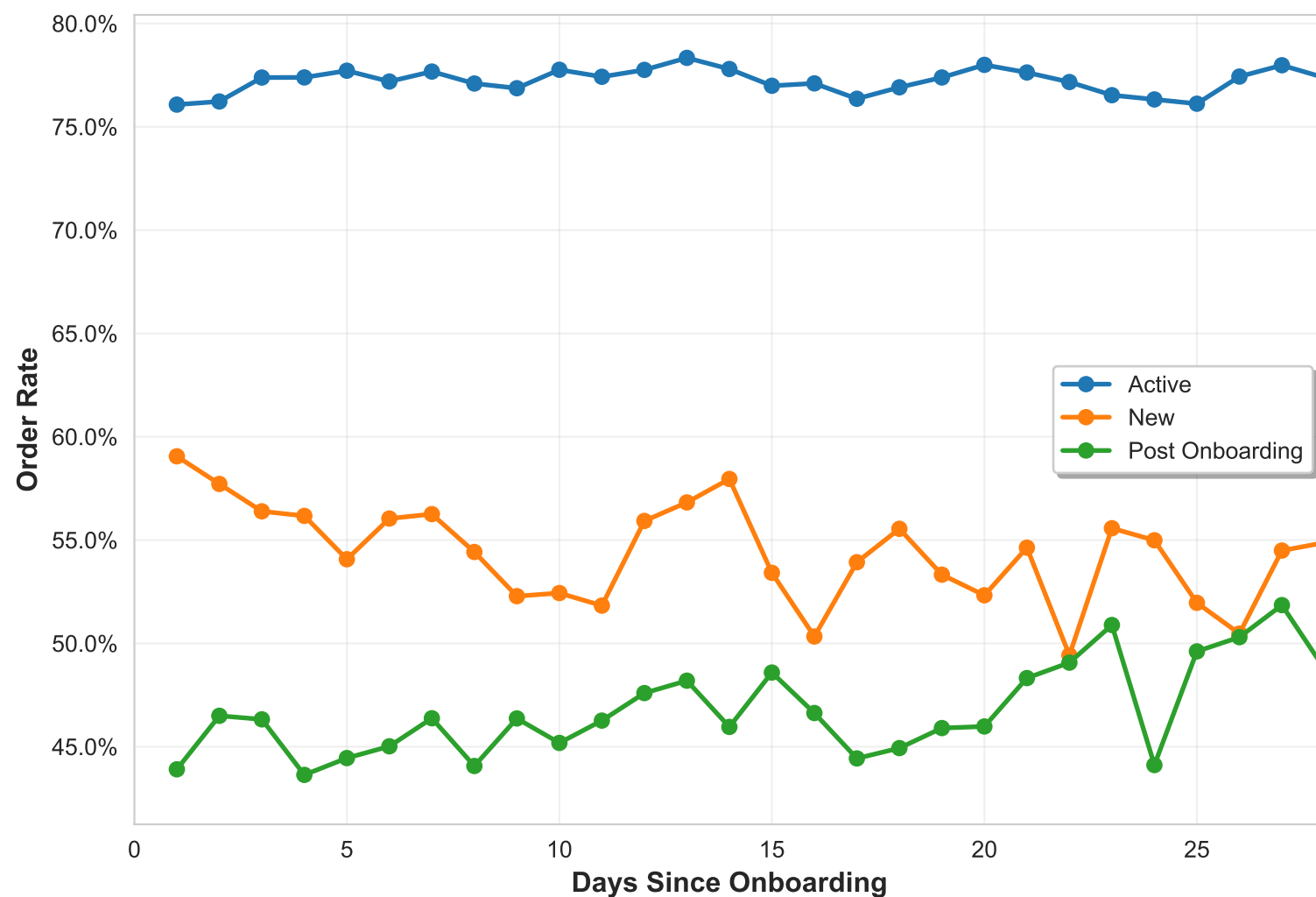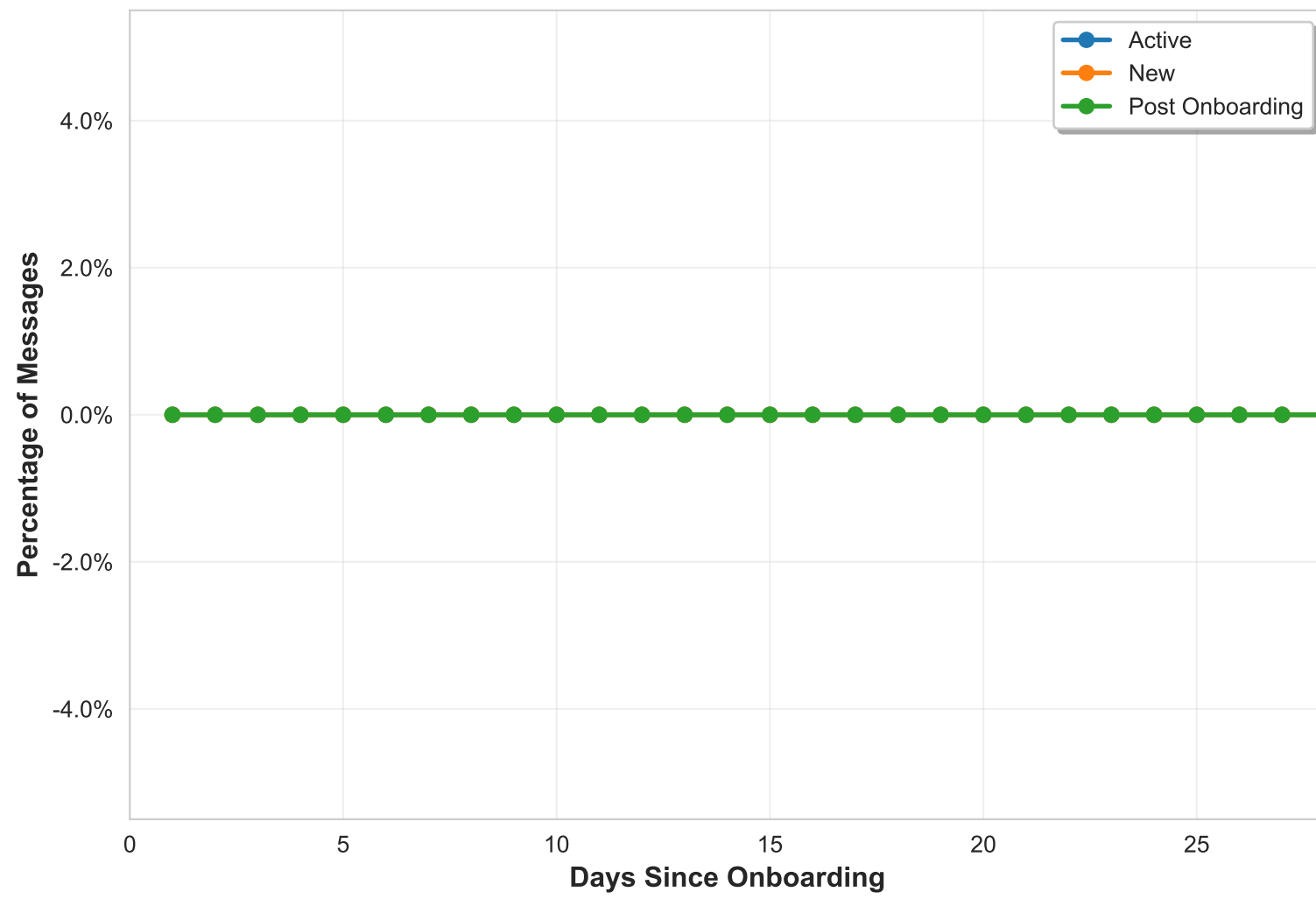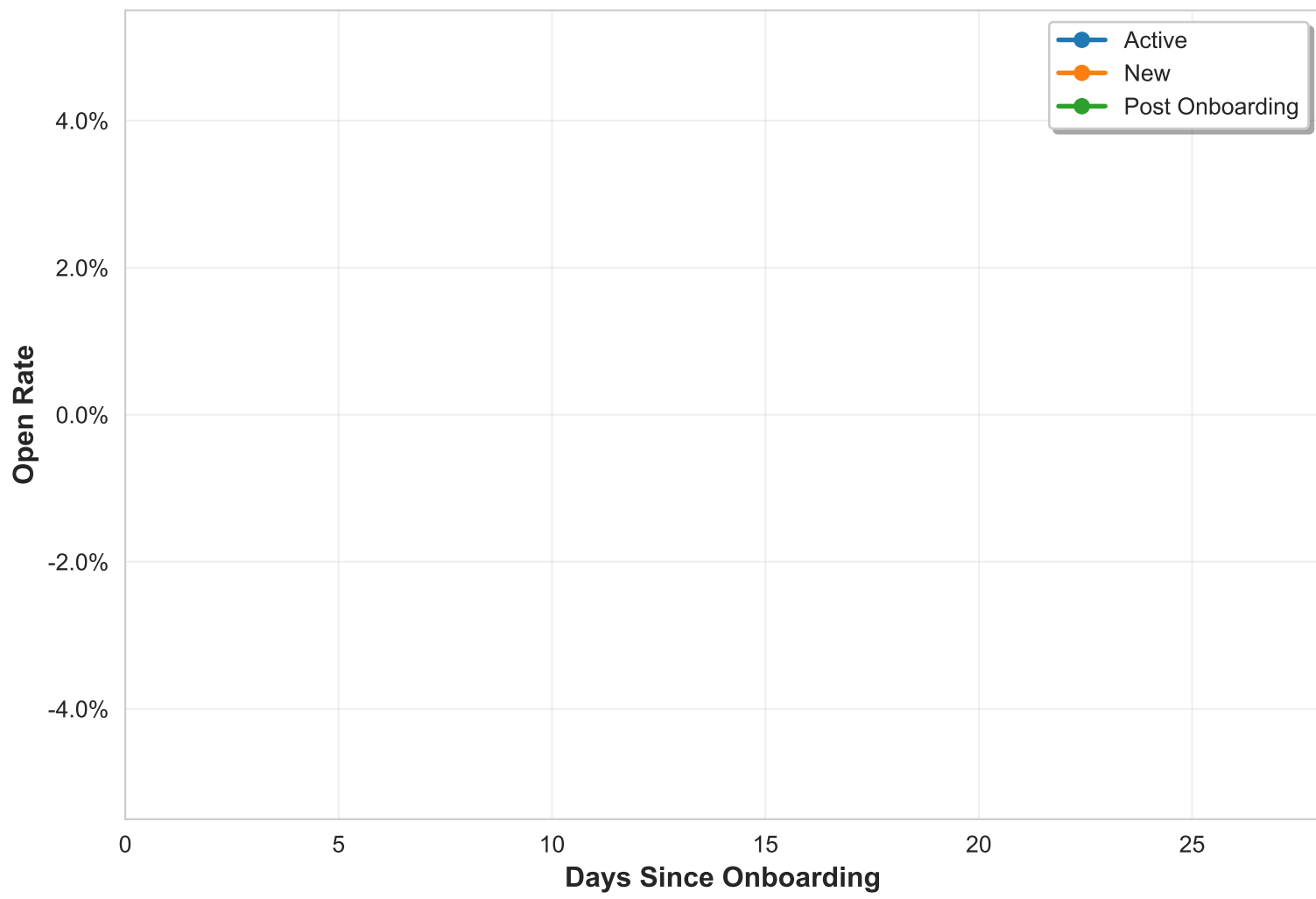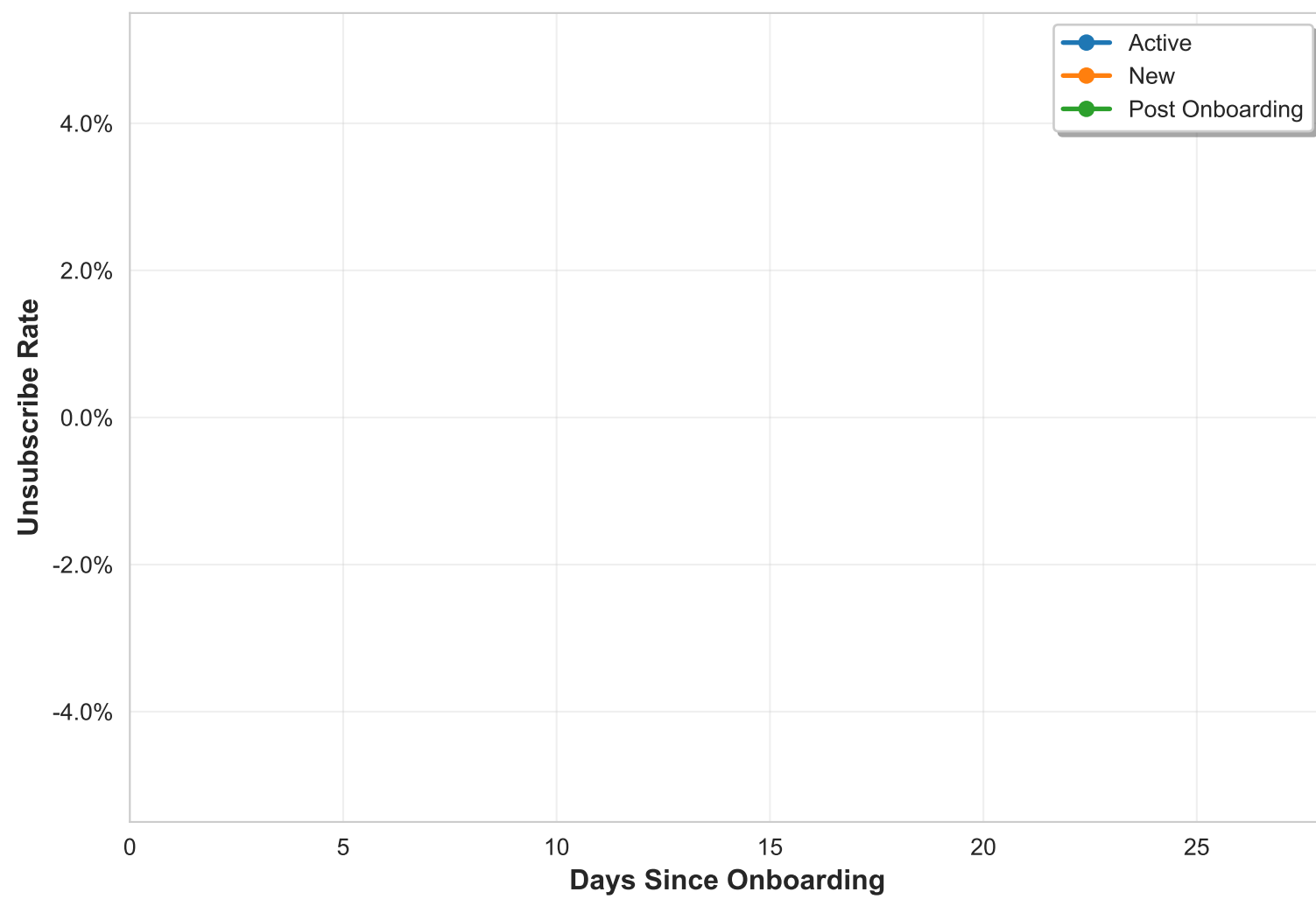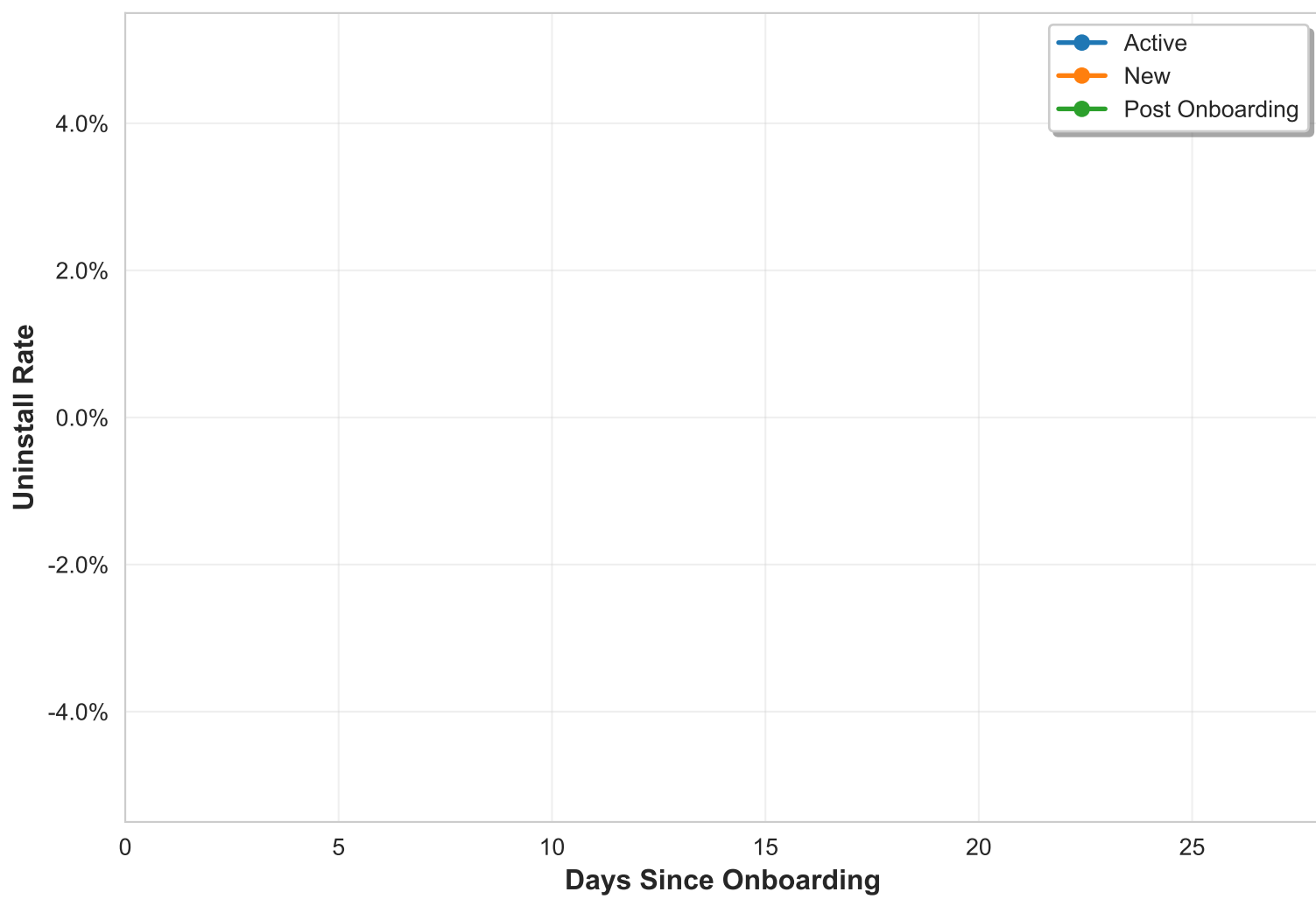## 2. Open Rate by Days Since Onboarding (* = Below Threshold)
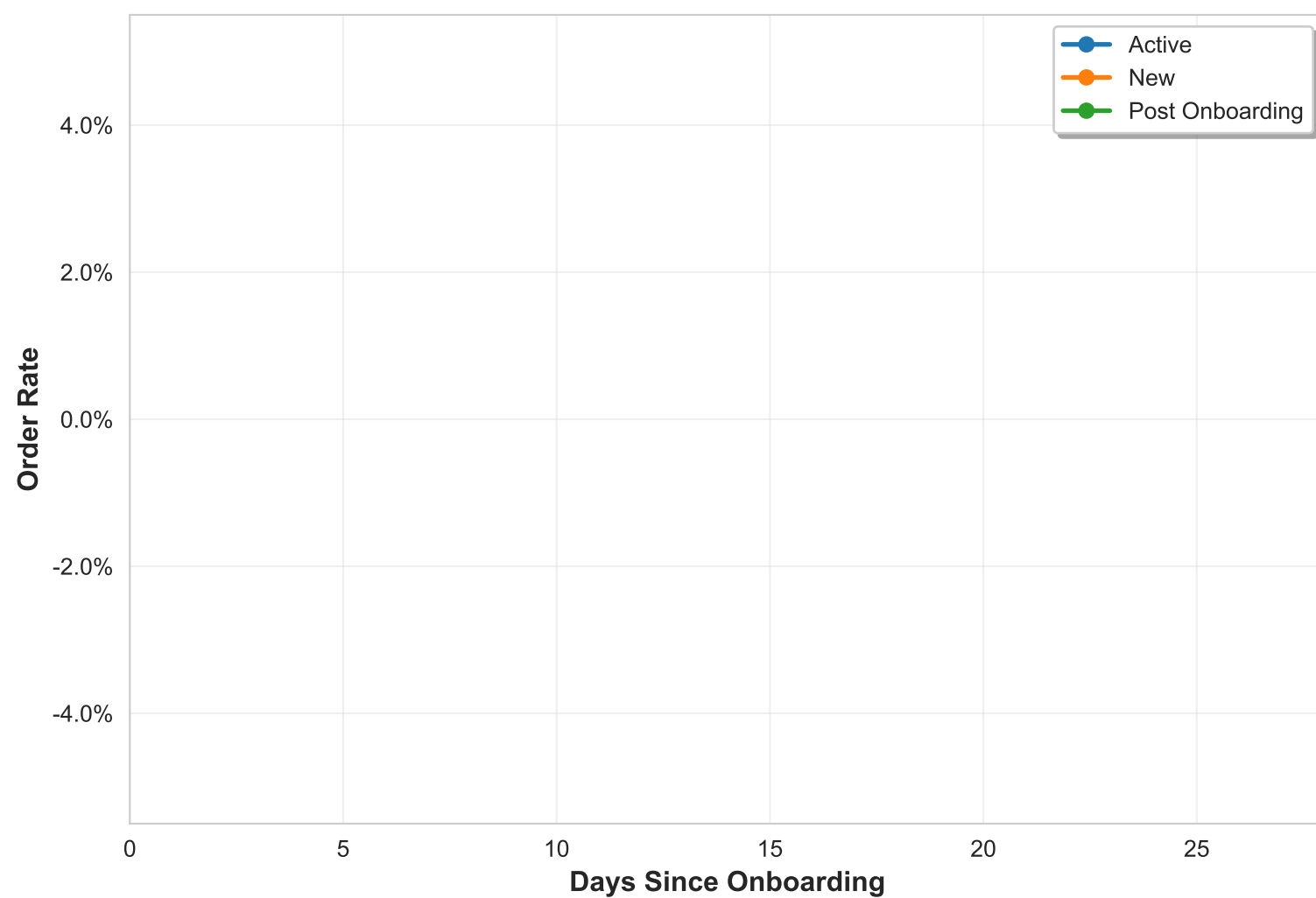

3. Unsubscribe Rate by Days Since Onboarding (* = Above Threshold)

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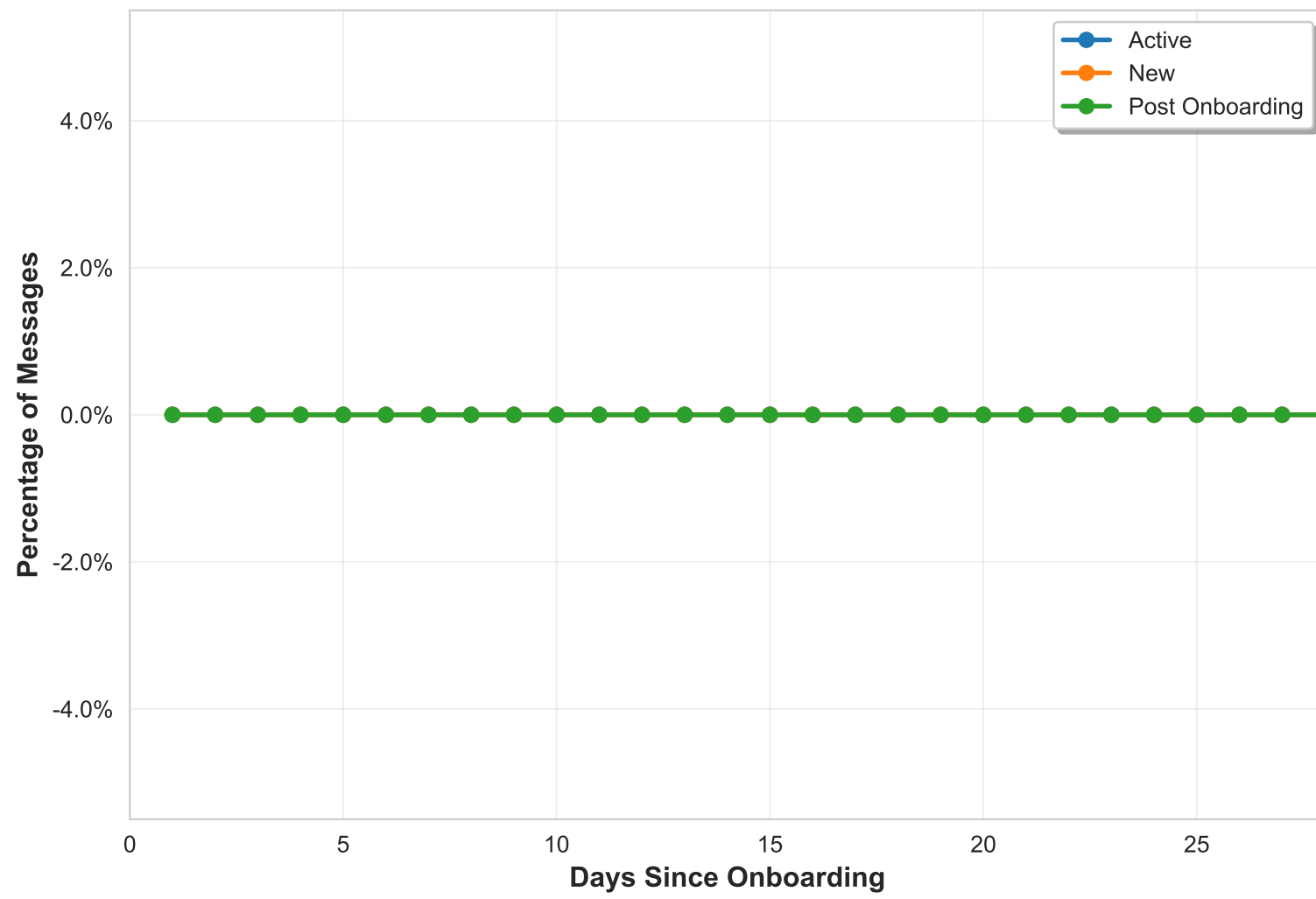

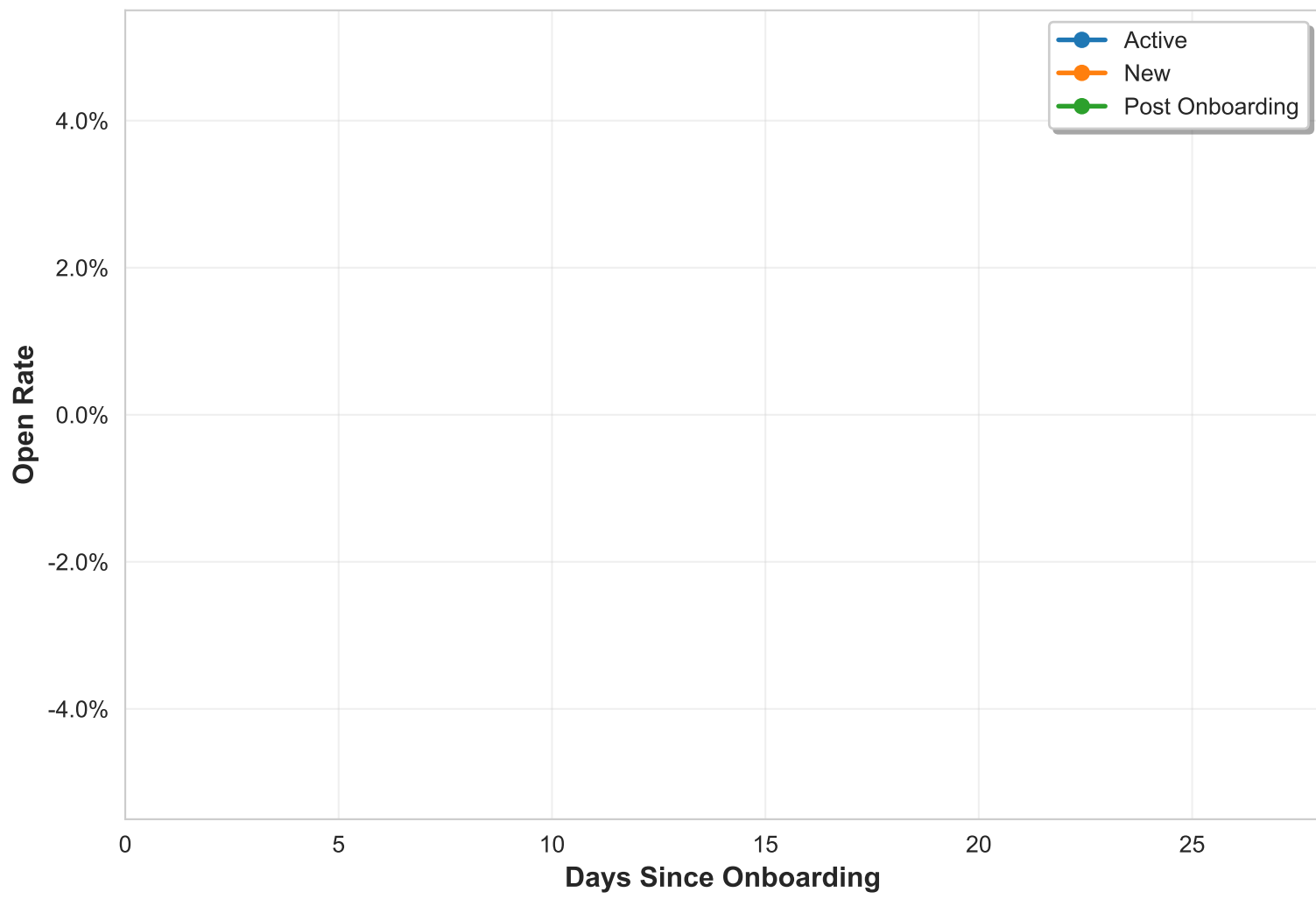## 5. Order Rate by Days Since Onboarding
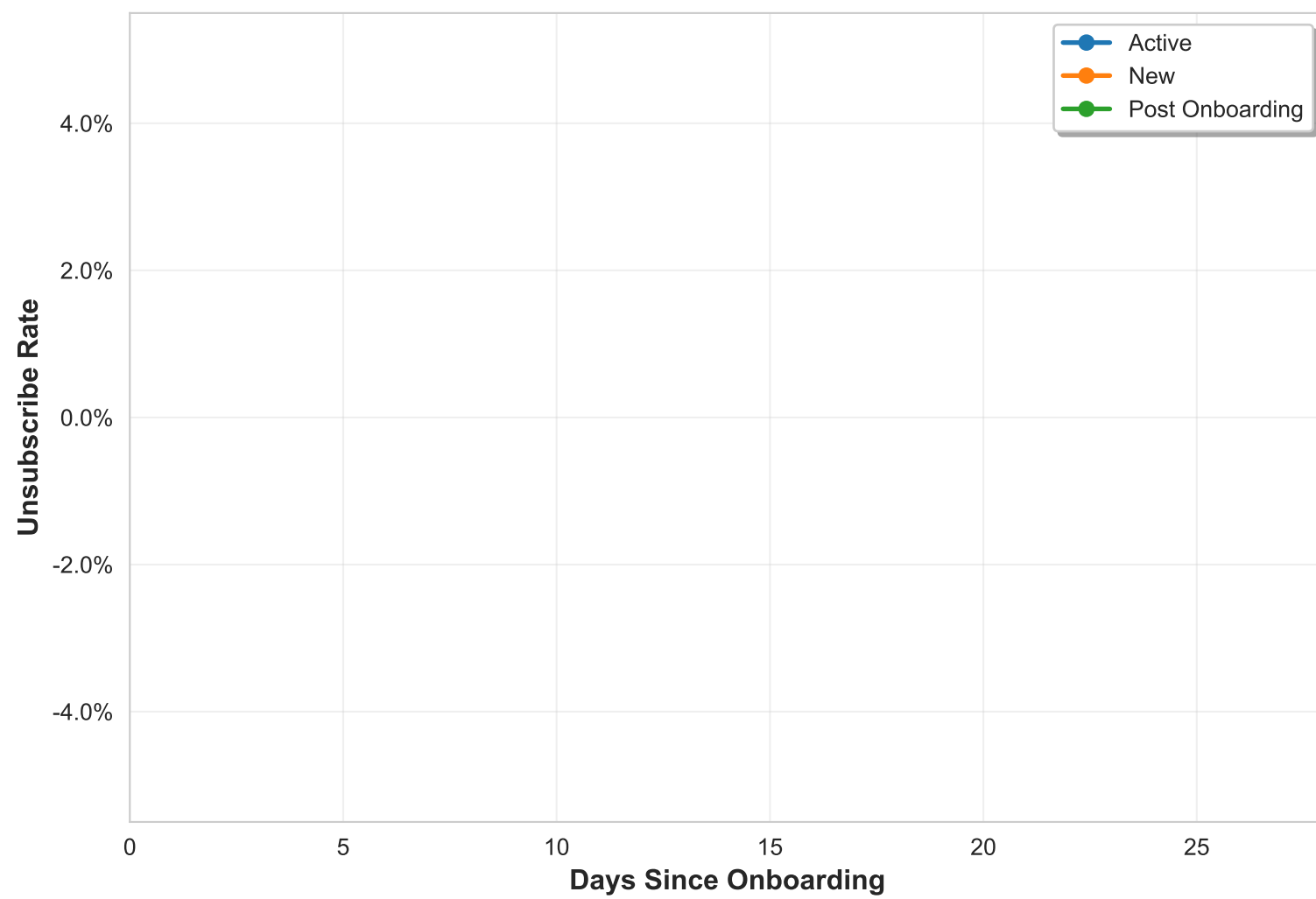
Is Reorder - Notification Metrics

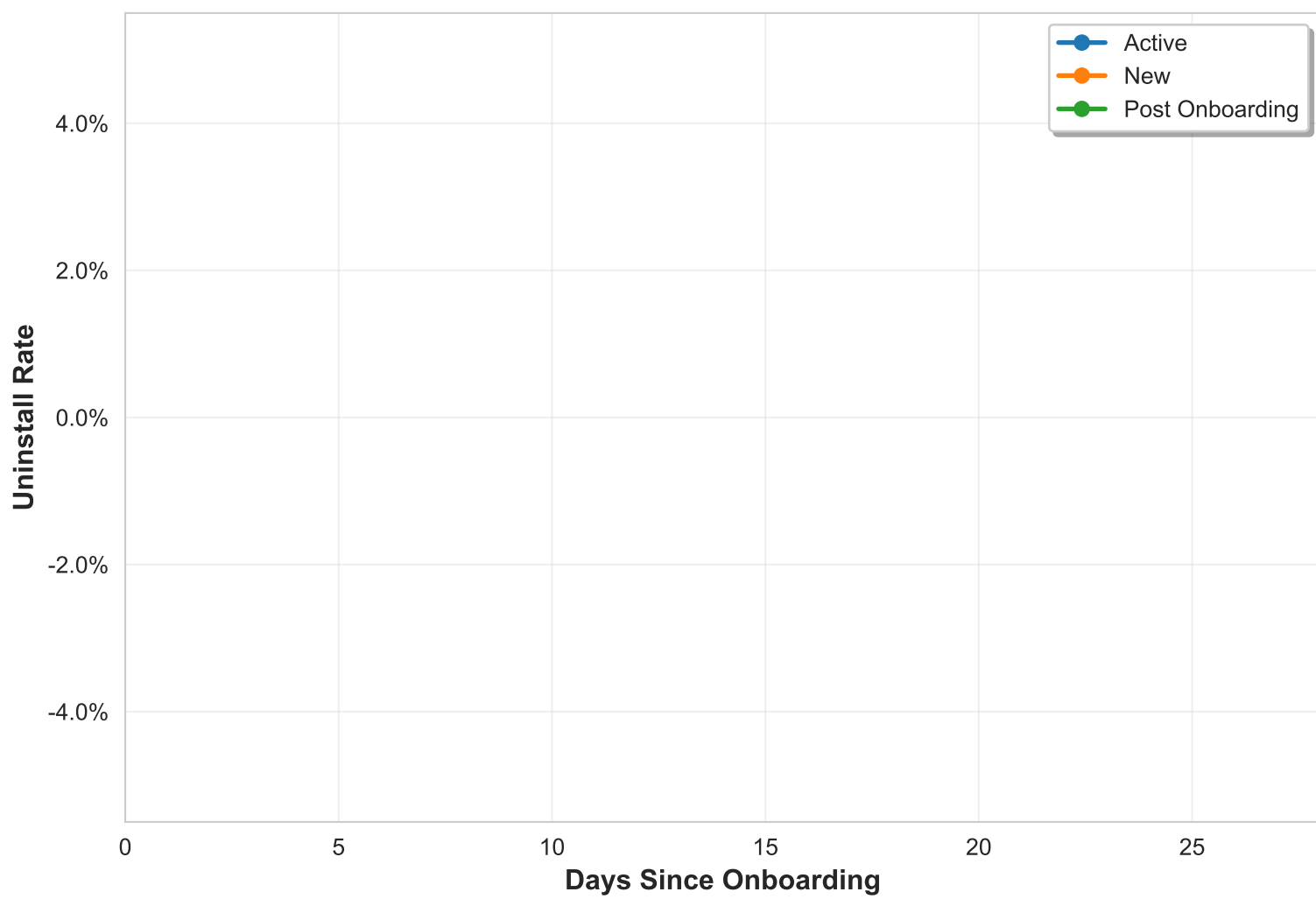## 1. Percentage of Messages with Tag by Days Since Onboarding

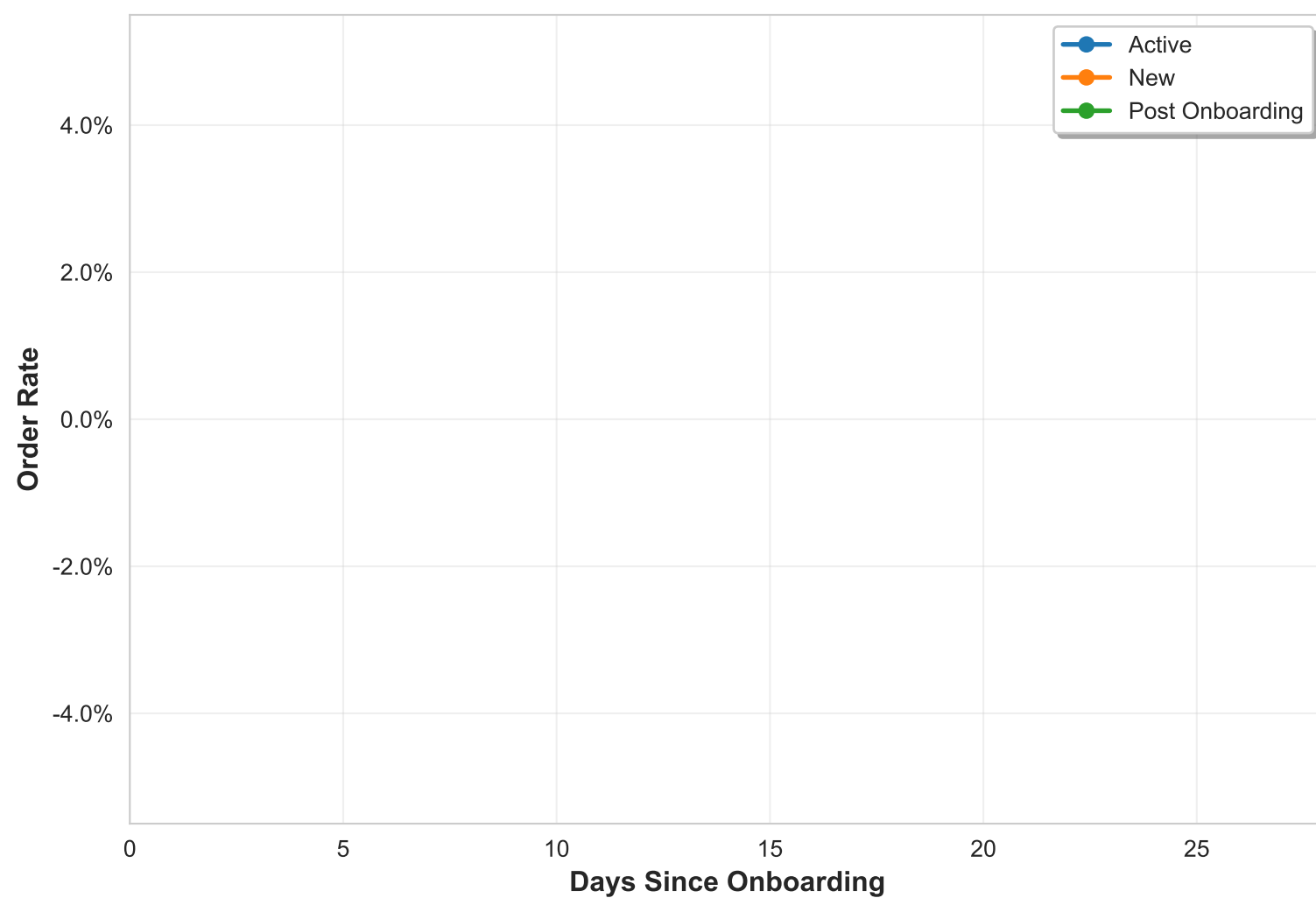## 2. Open Rate by Days Since Onboarding (* = Below Threshold)

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

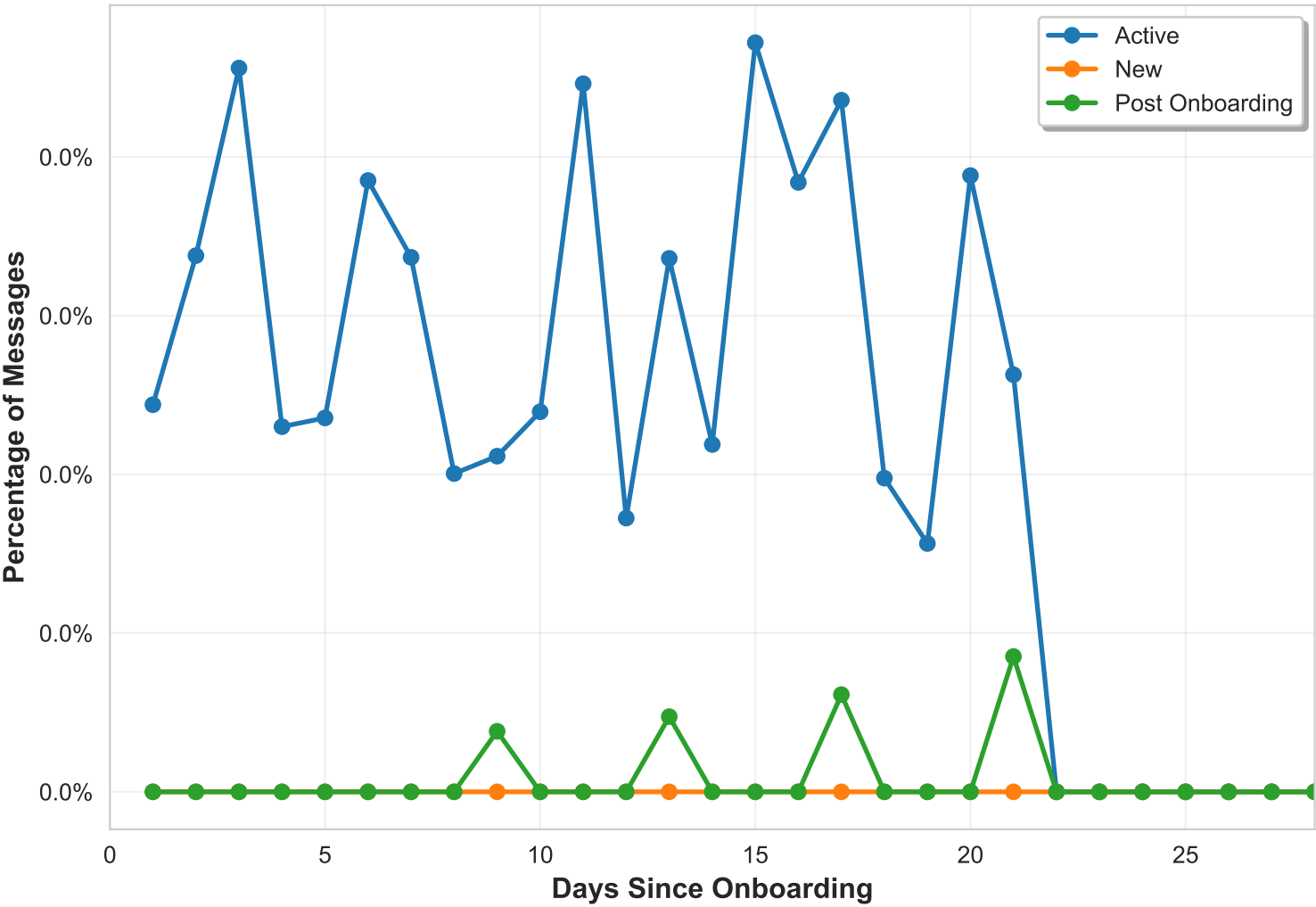## 4. Uninstall Rate by Days Since Onboarding (* = Above Threshold)
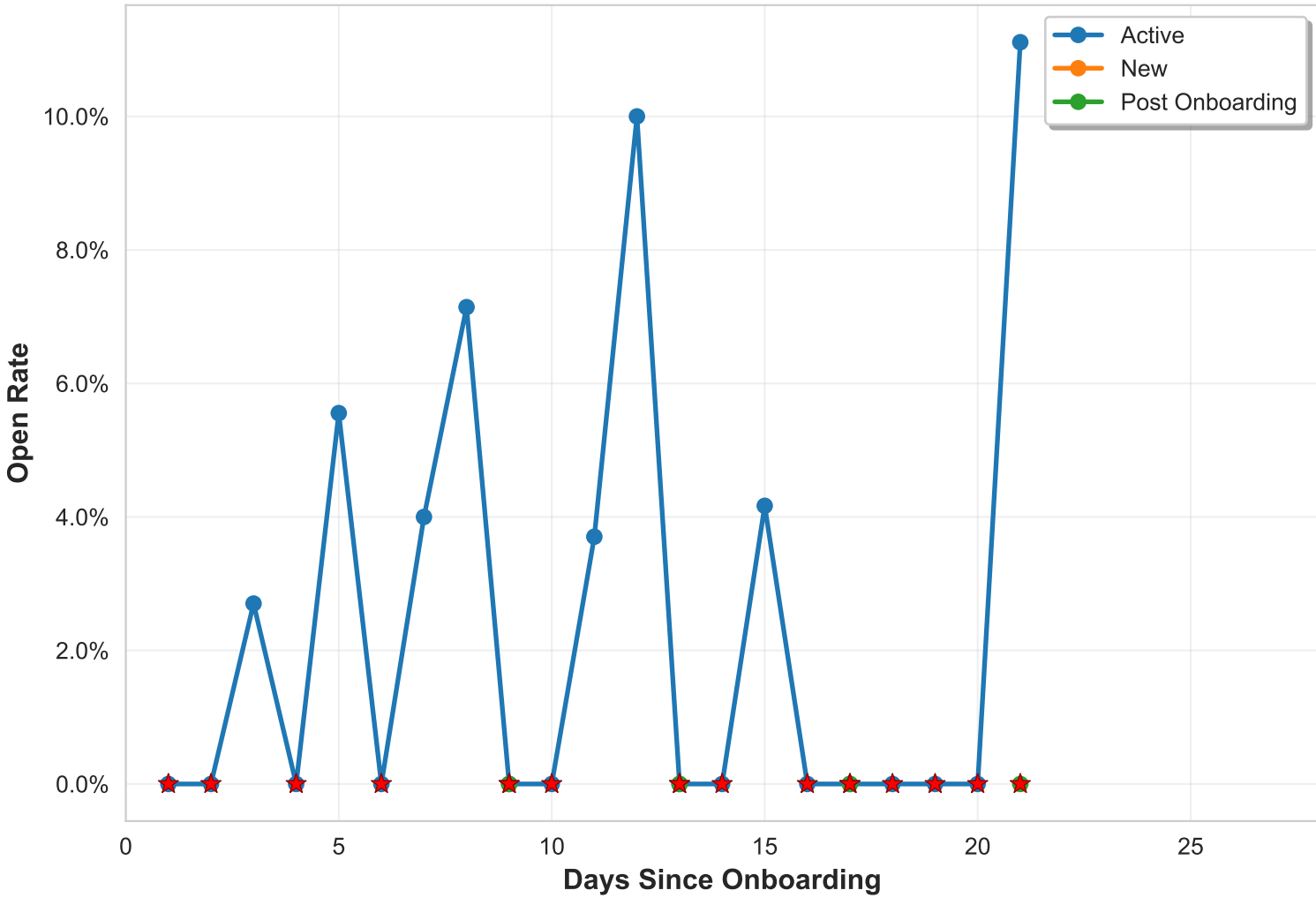
5. Order Rate by Days Since Onboarding

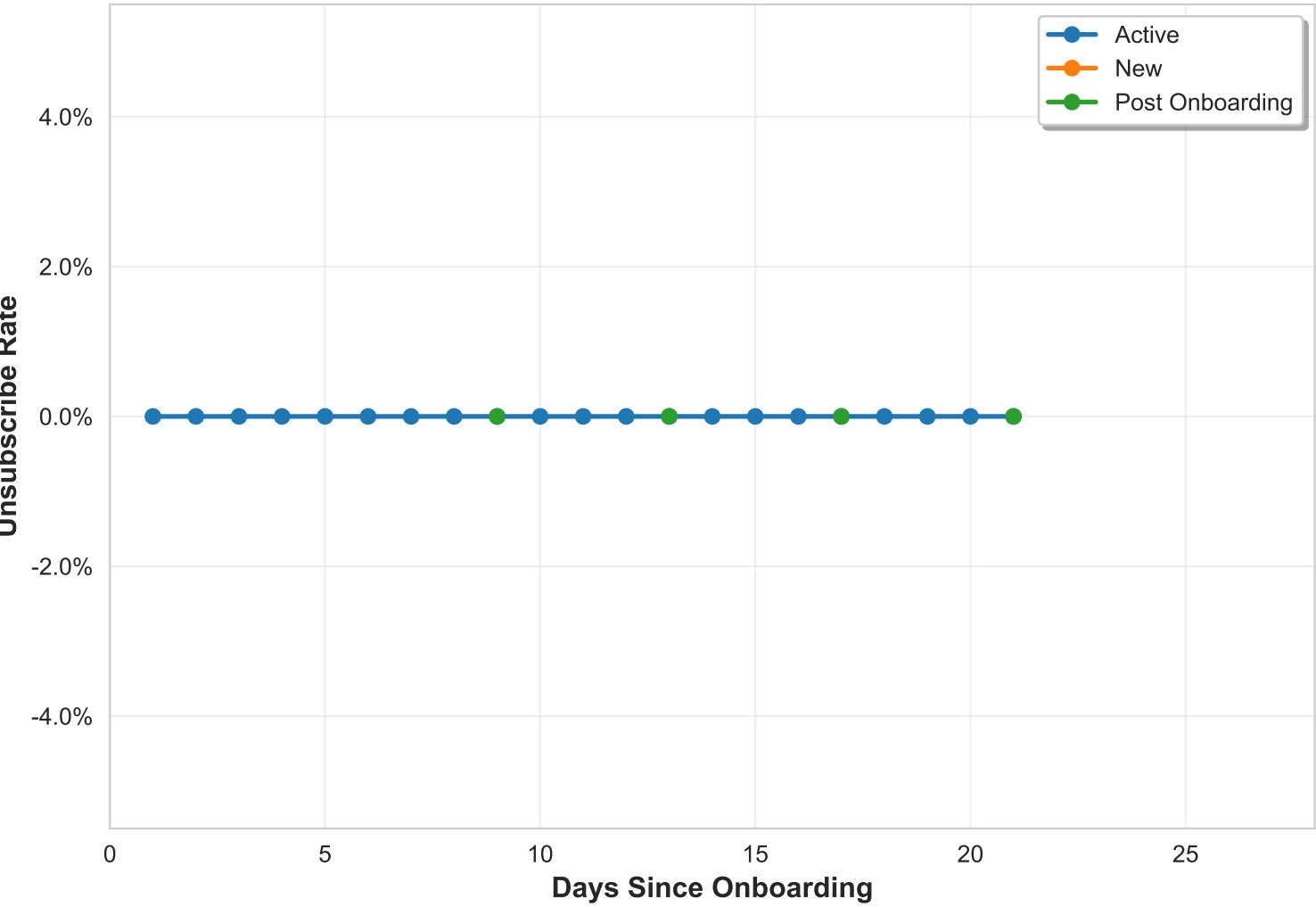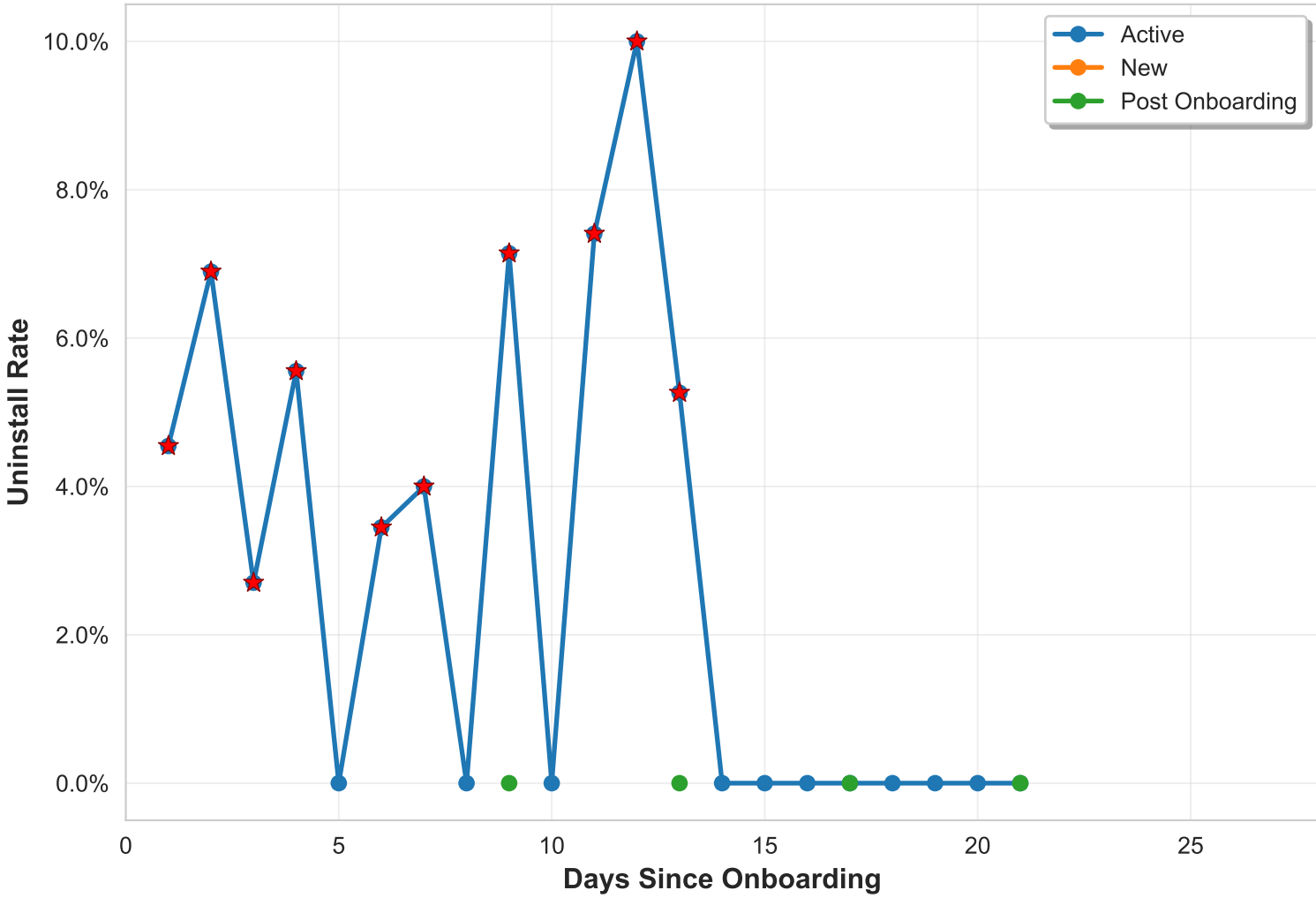# Is Gift Card Campaign - Notification Metrics