

Notification Performance Report

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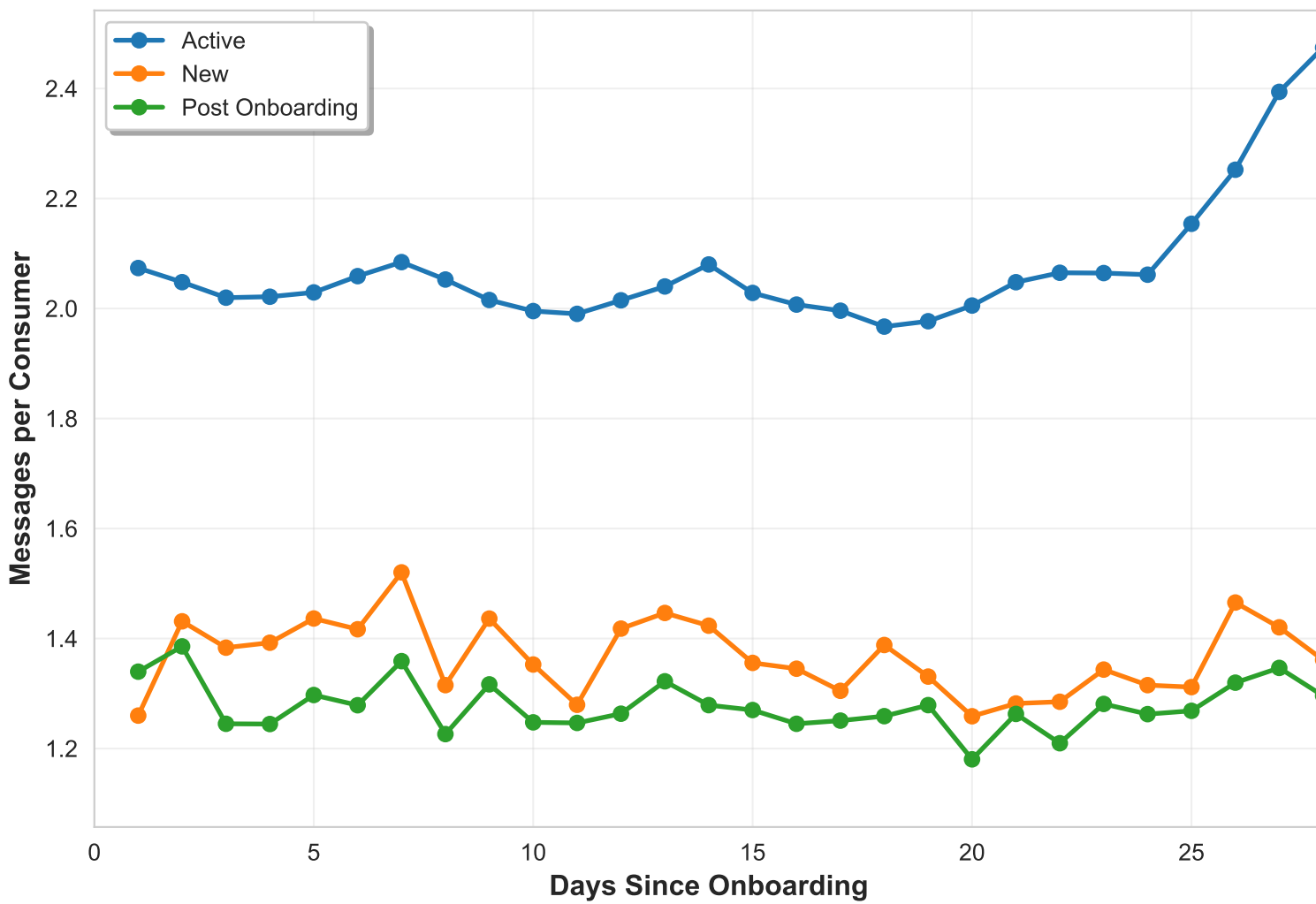
1. Overall
2. Is Braze
3. Is Fpn
4. Is Recommendation
5. Is Doordash Offer
6. Is Store Offer
7. Is Reminder
8. Is Nv
9. Is Dashpass
10. Is New
11. Is Npws
12. Is Fmx
13. Is Challenge
14. Is Abandon Campaign
15. Is Post Order
16. Is Reorder
17. Is Gift Card Campaign

Each section contains 5 charts:

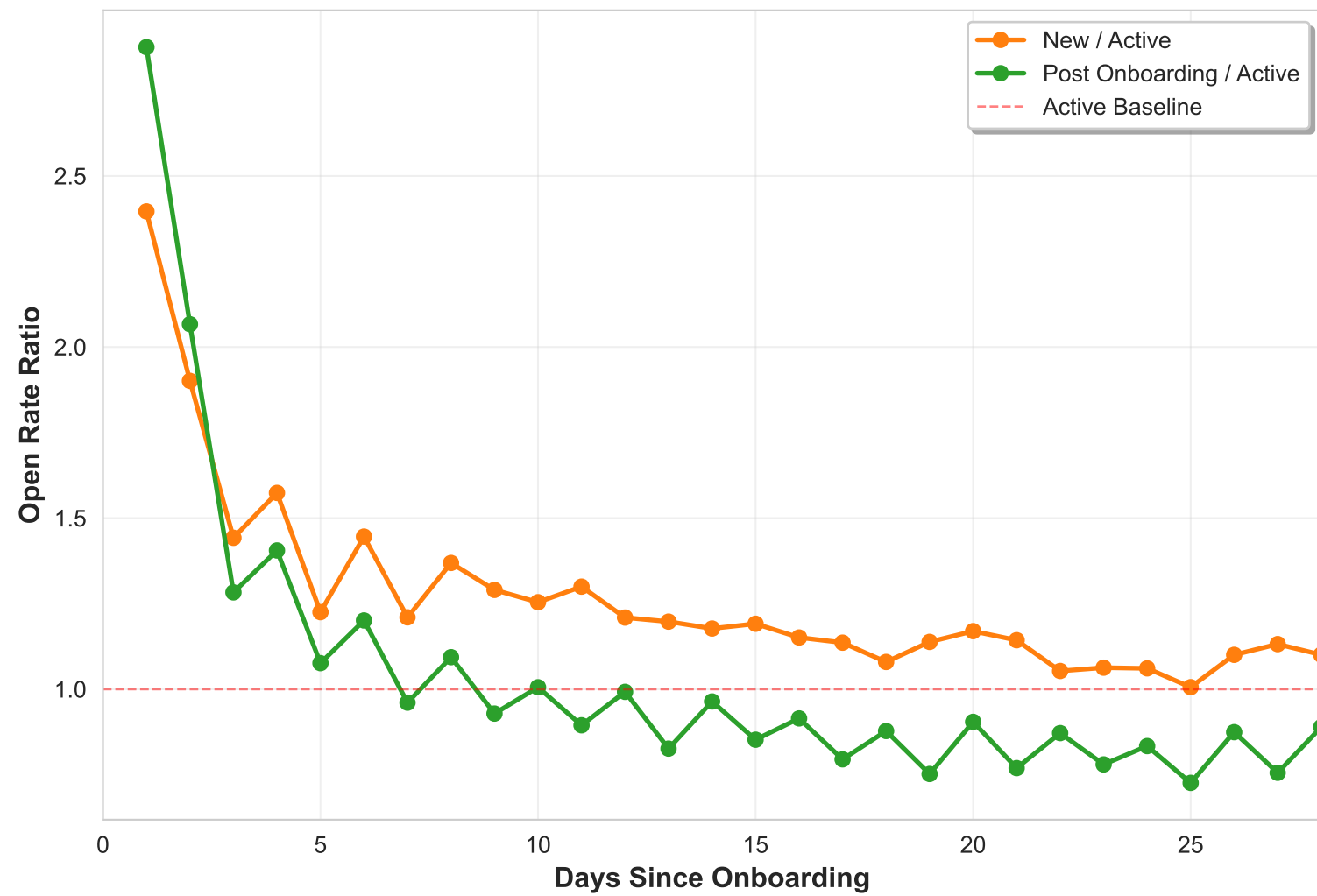
1) Messages/Consumer 2) Open Rate Ratio 3) Unsub Rate Ratio 4) Uninstall Rate Ratio 5) Order Rate Ratio
Ratios show New/Active and Post-Onboarding/Active (Baseline = 1.0)

Overall - Notification Metrics

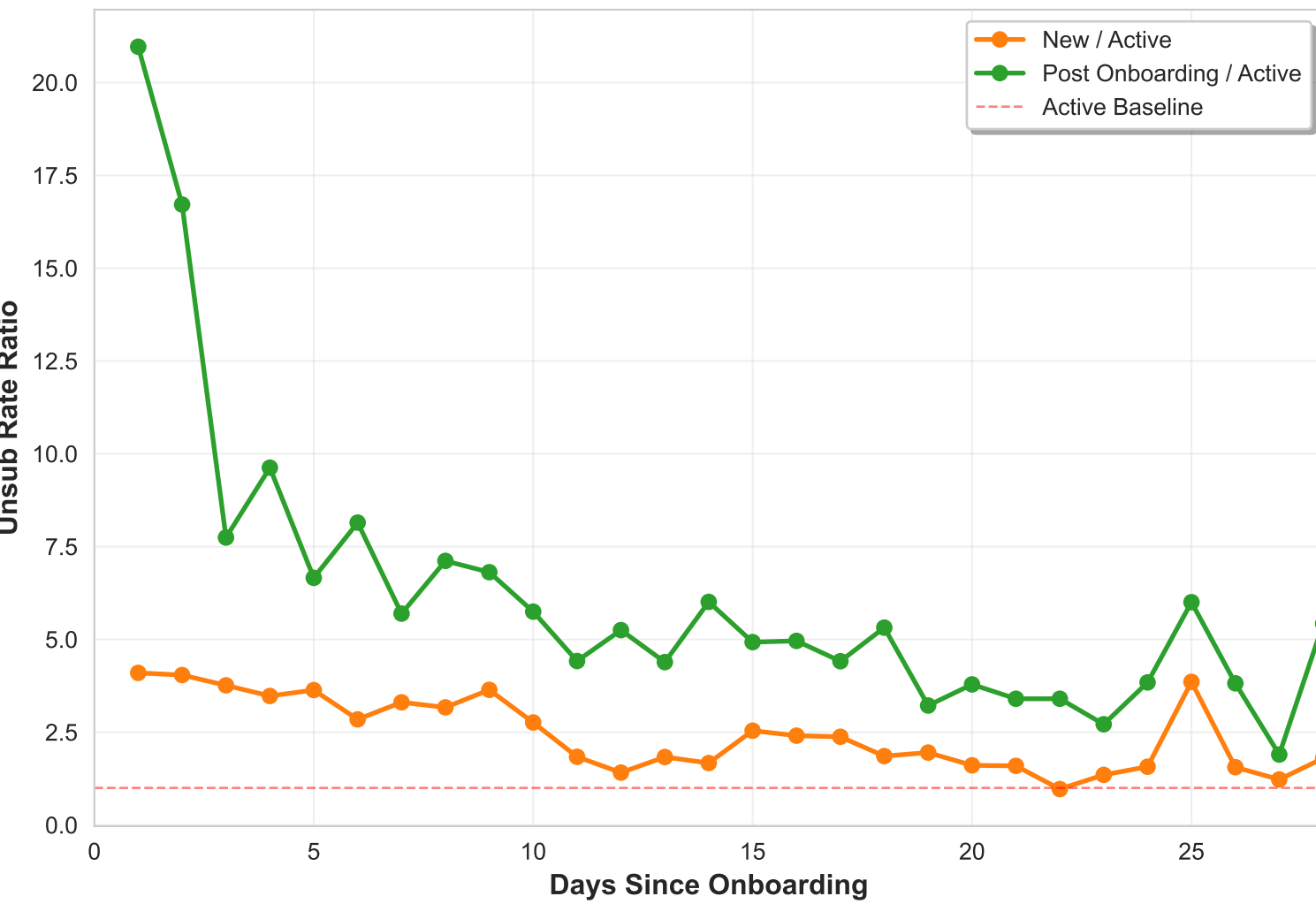
1. Messages per Consumer by Days Since Onboarding



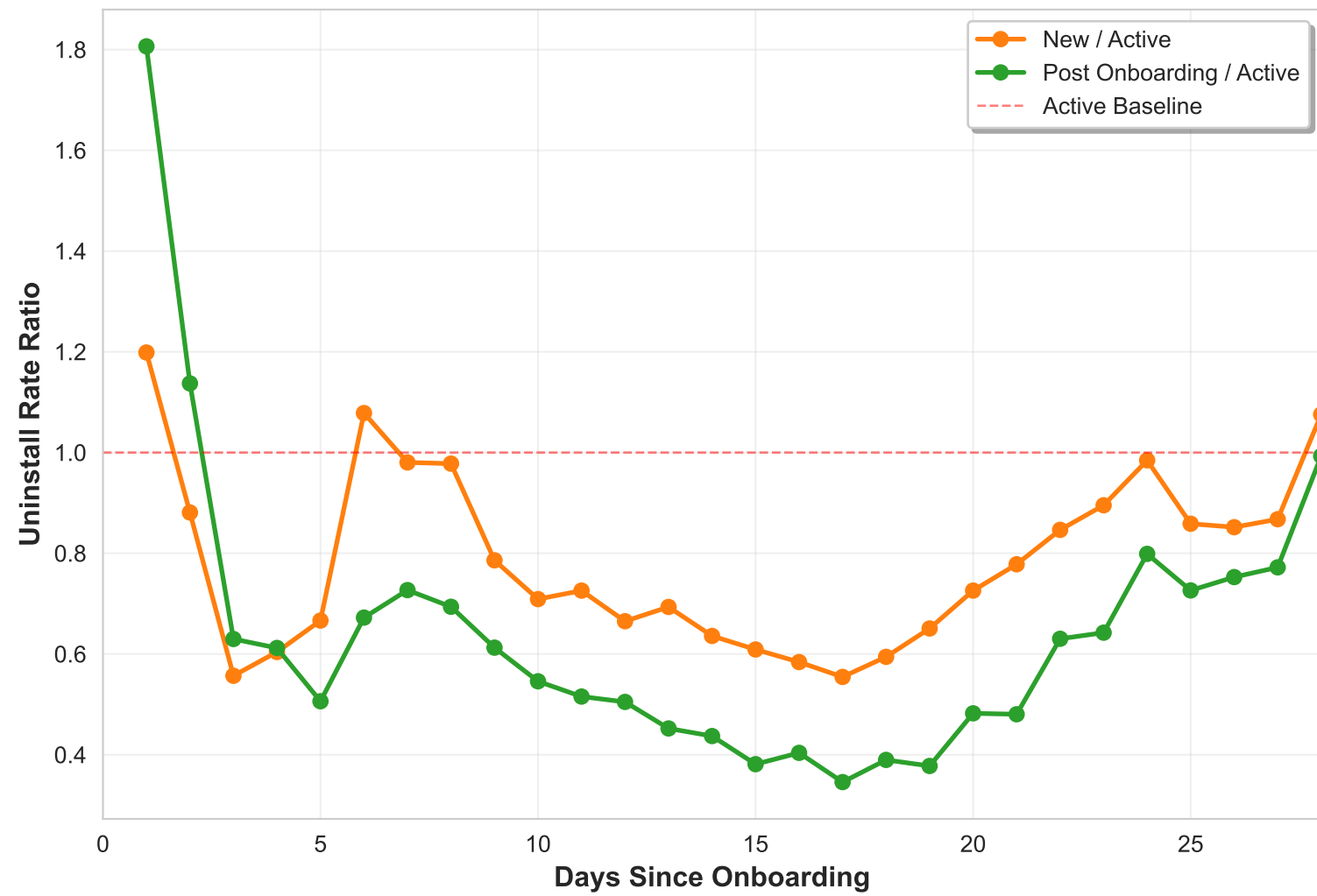
2. Open Rate Ratio (vs Active Baseline)



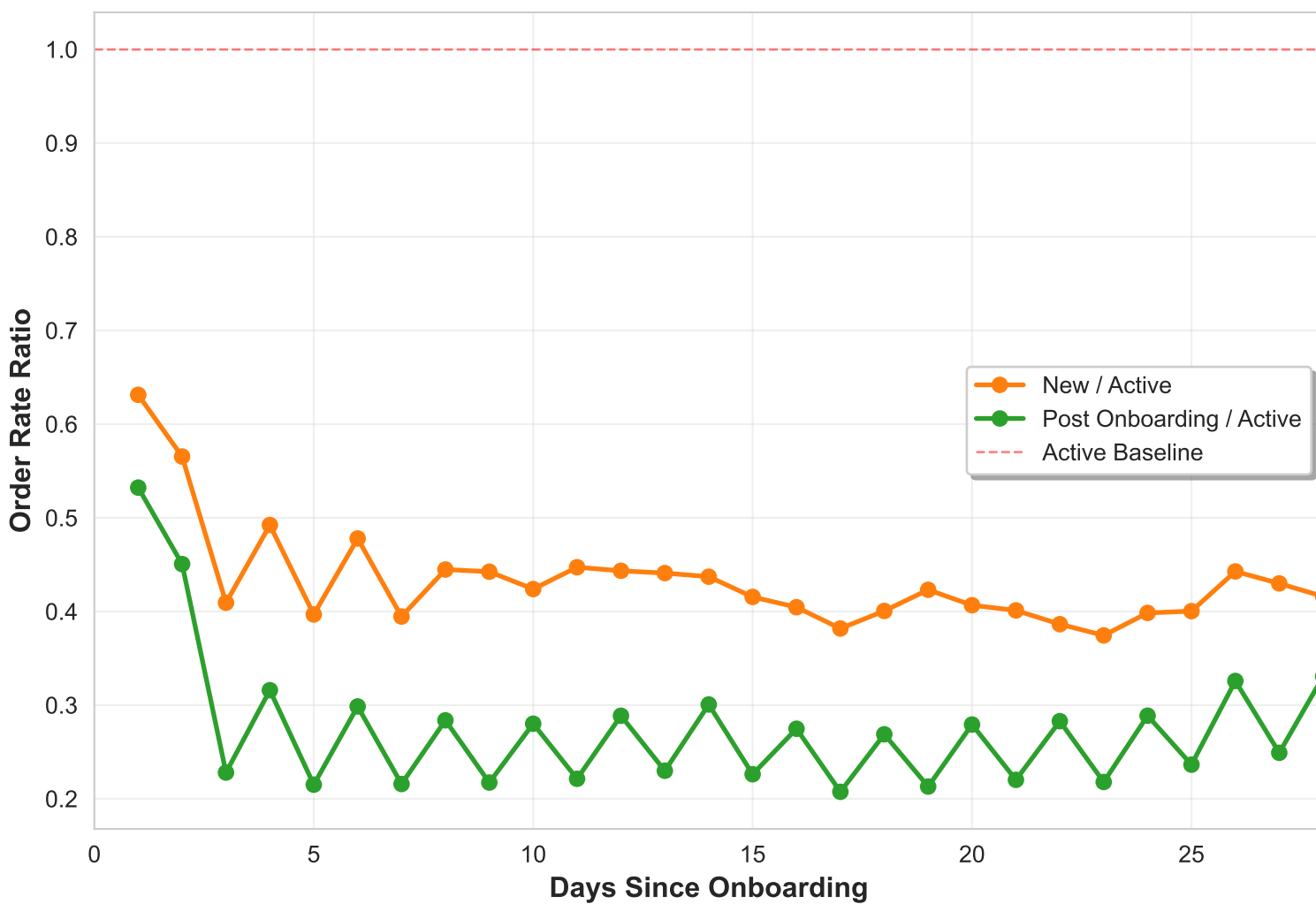
3. Unsubscribe Rate Ratio (vs Active Baseline)



4. Uninstall Rate Ratio (vs Active Baseline)

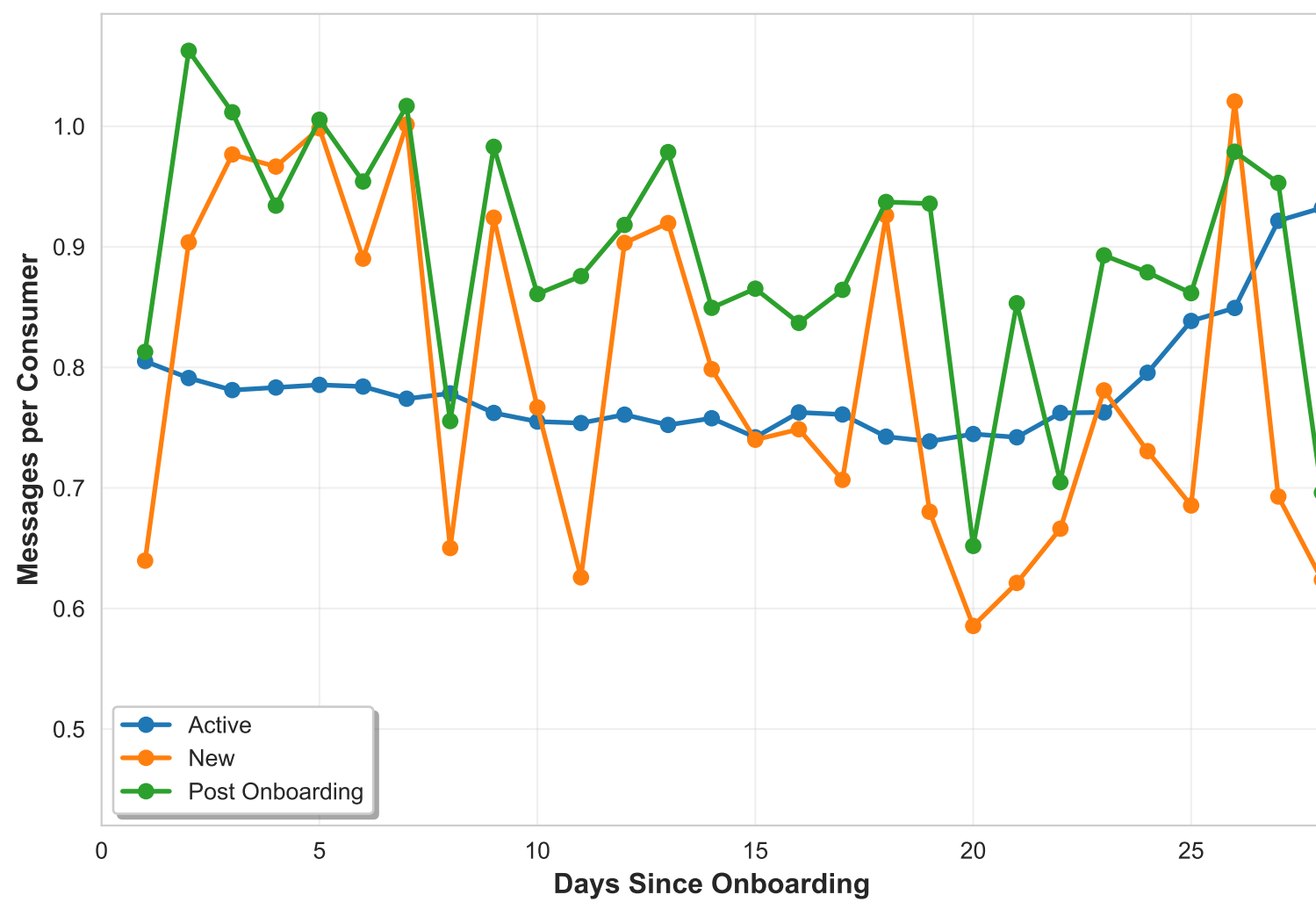


5. Order Rate Ratio (vs Active Baseline)

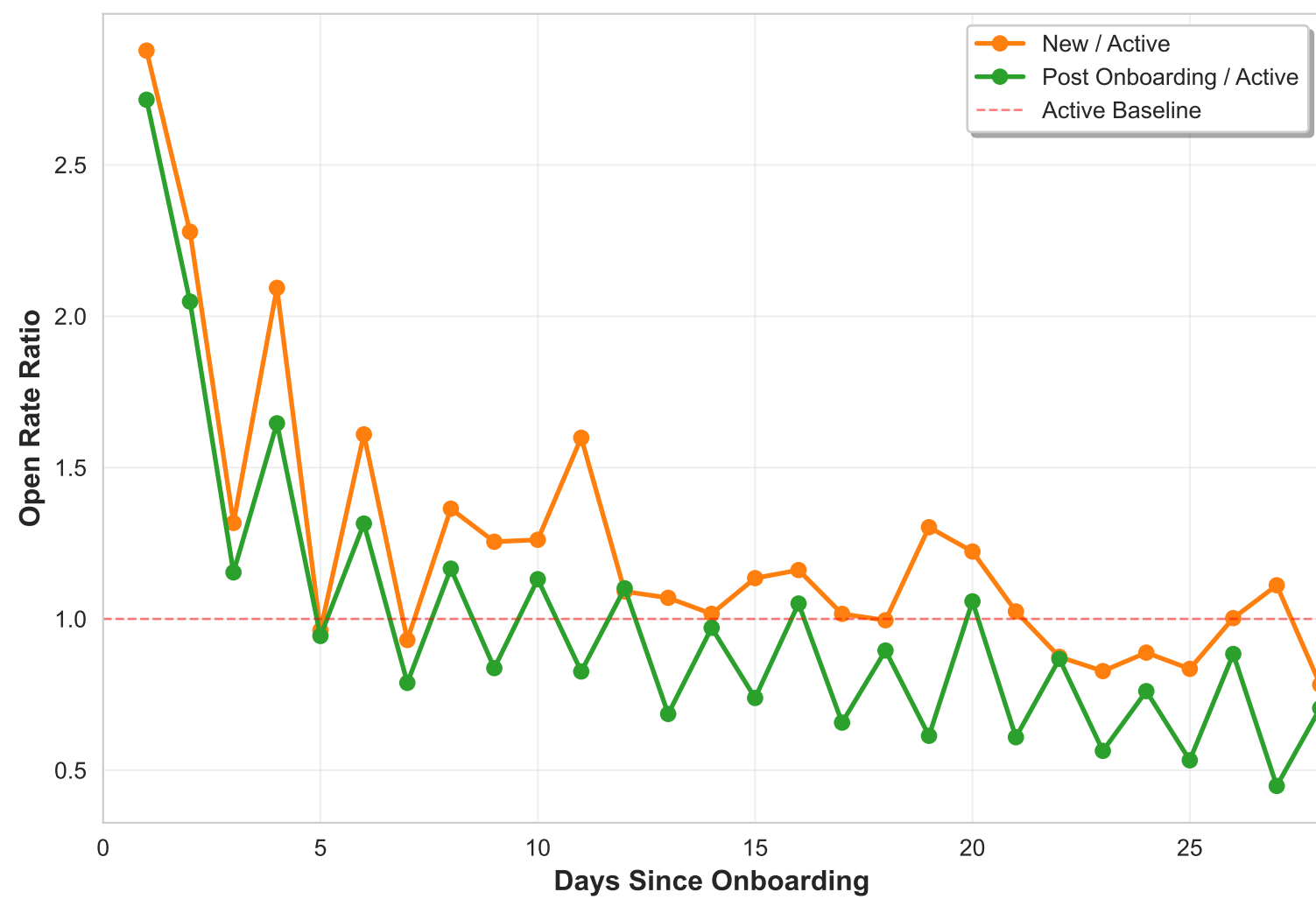


Is Braze - Notification Metrics

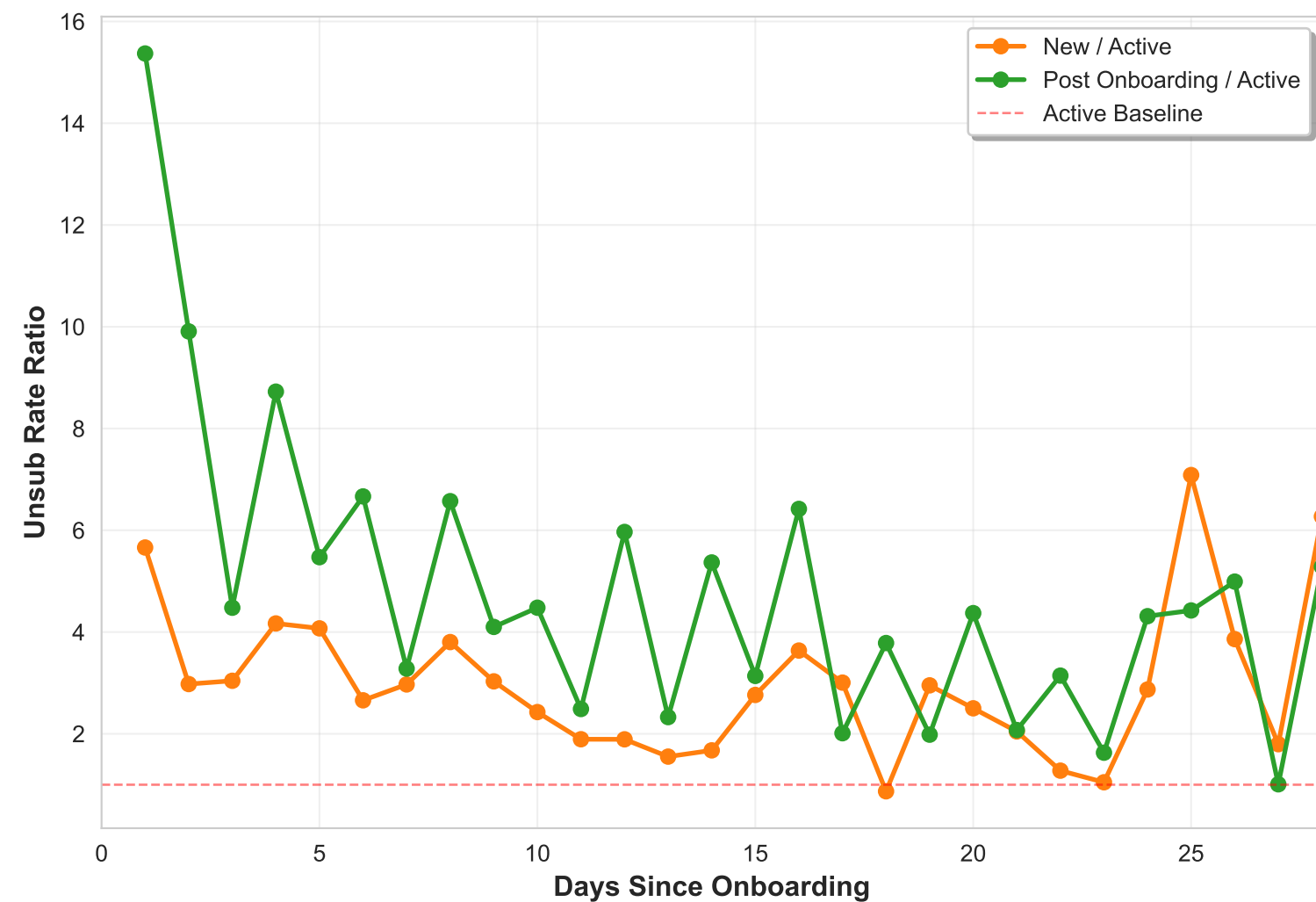
1. Messages per Consumer by Days Since Onboarding



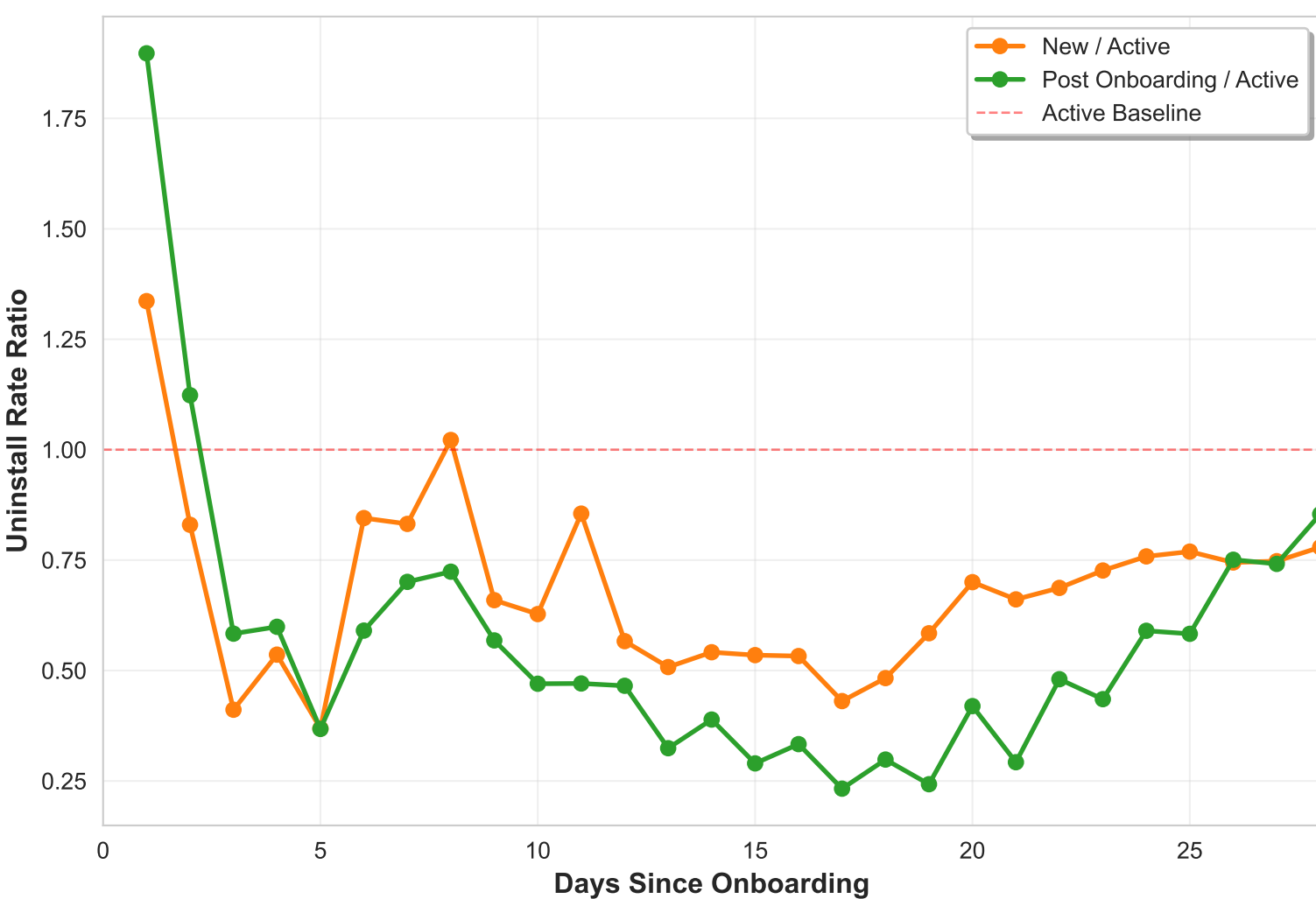
2. Open Rate Ratio (vs Active Baseline)



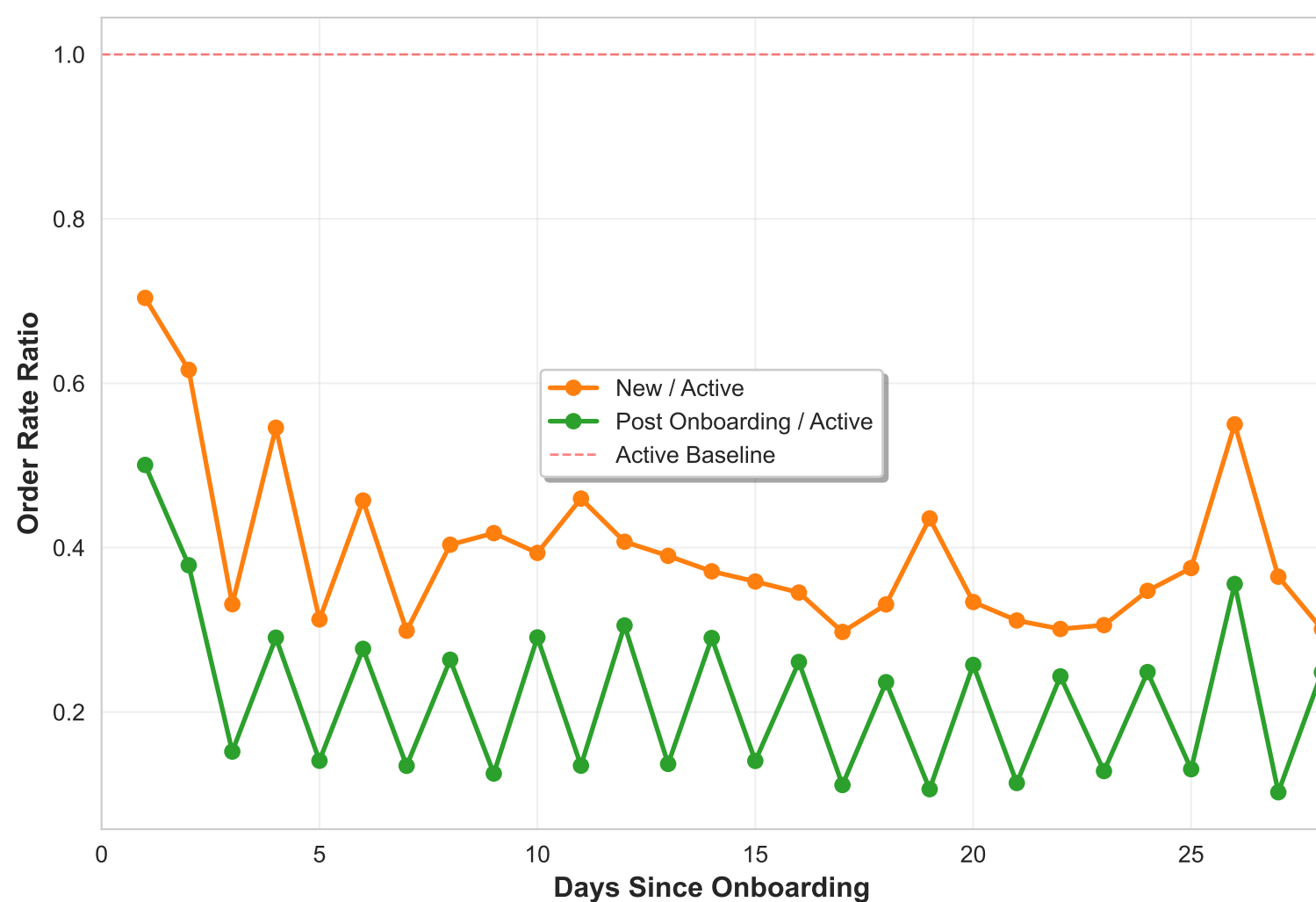
3. Unsubscribe Rate Ratio (vs Active Baseline)



4. Uninstall Rate Ratio (vs Active Baseline)

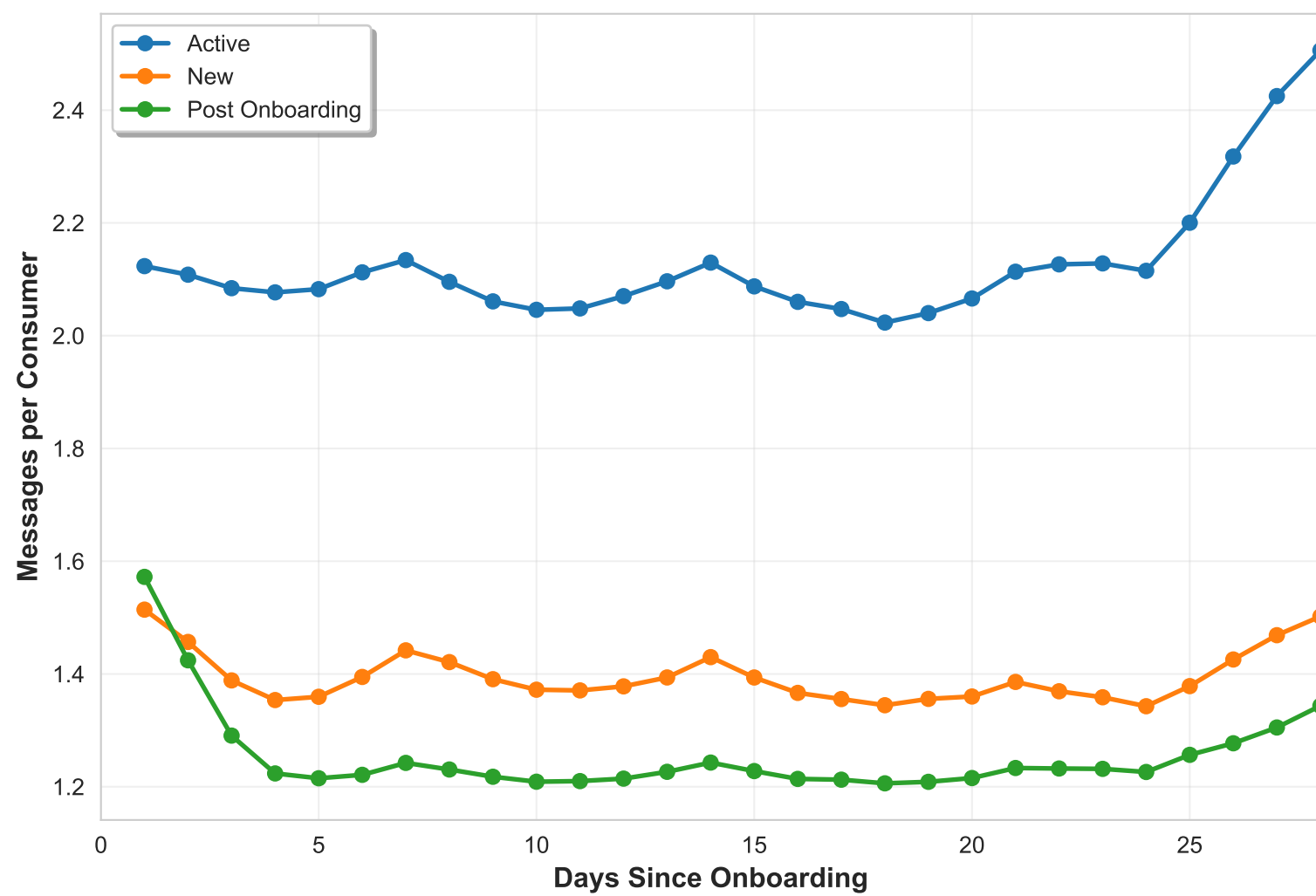


5. Order Rate Ratio (vs Active Baseline)

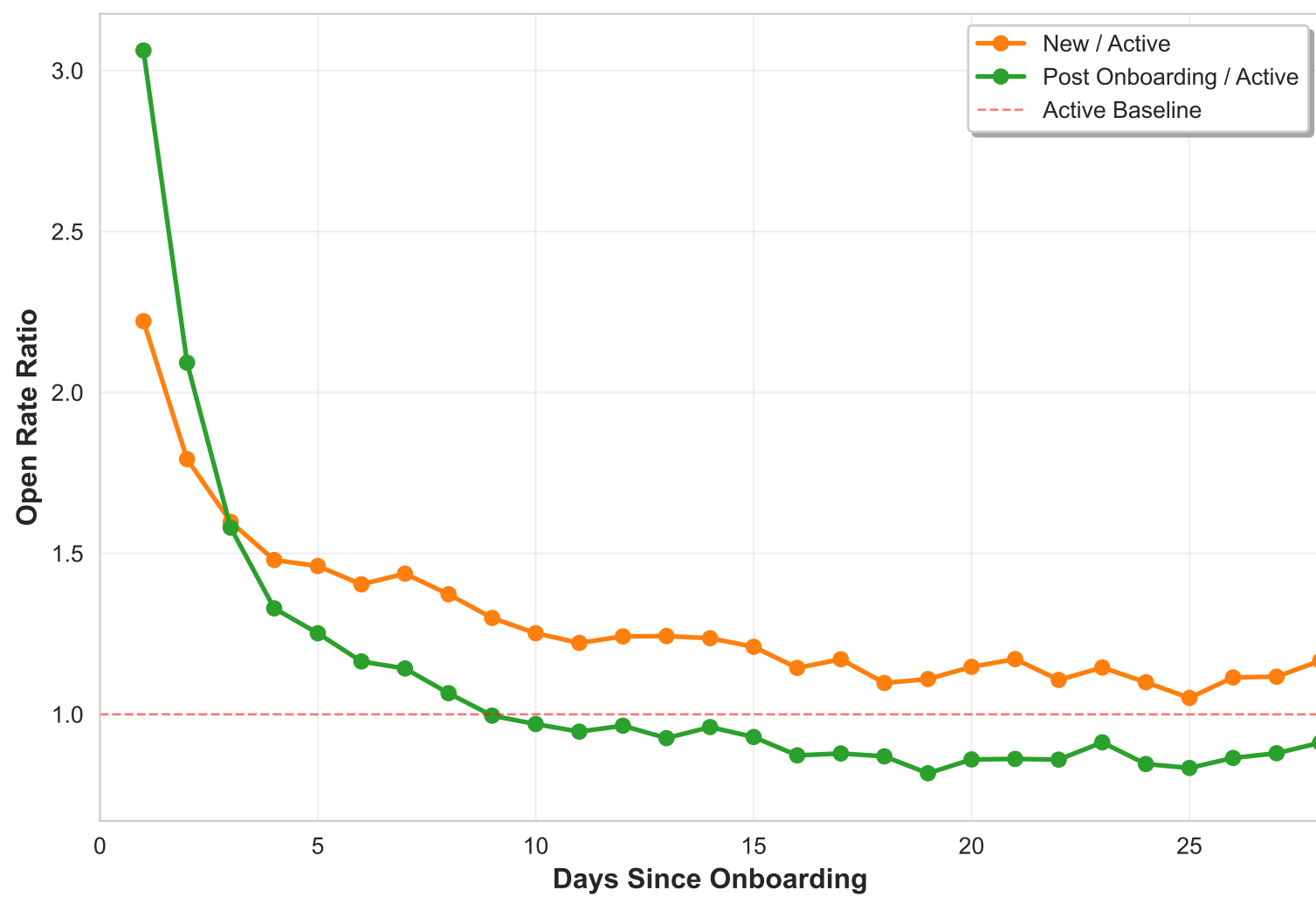


Is Fpn - Notification Metrics

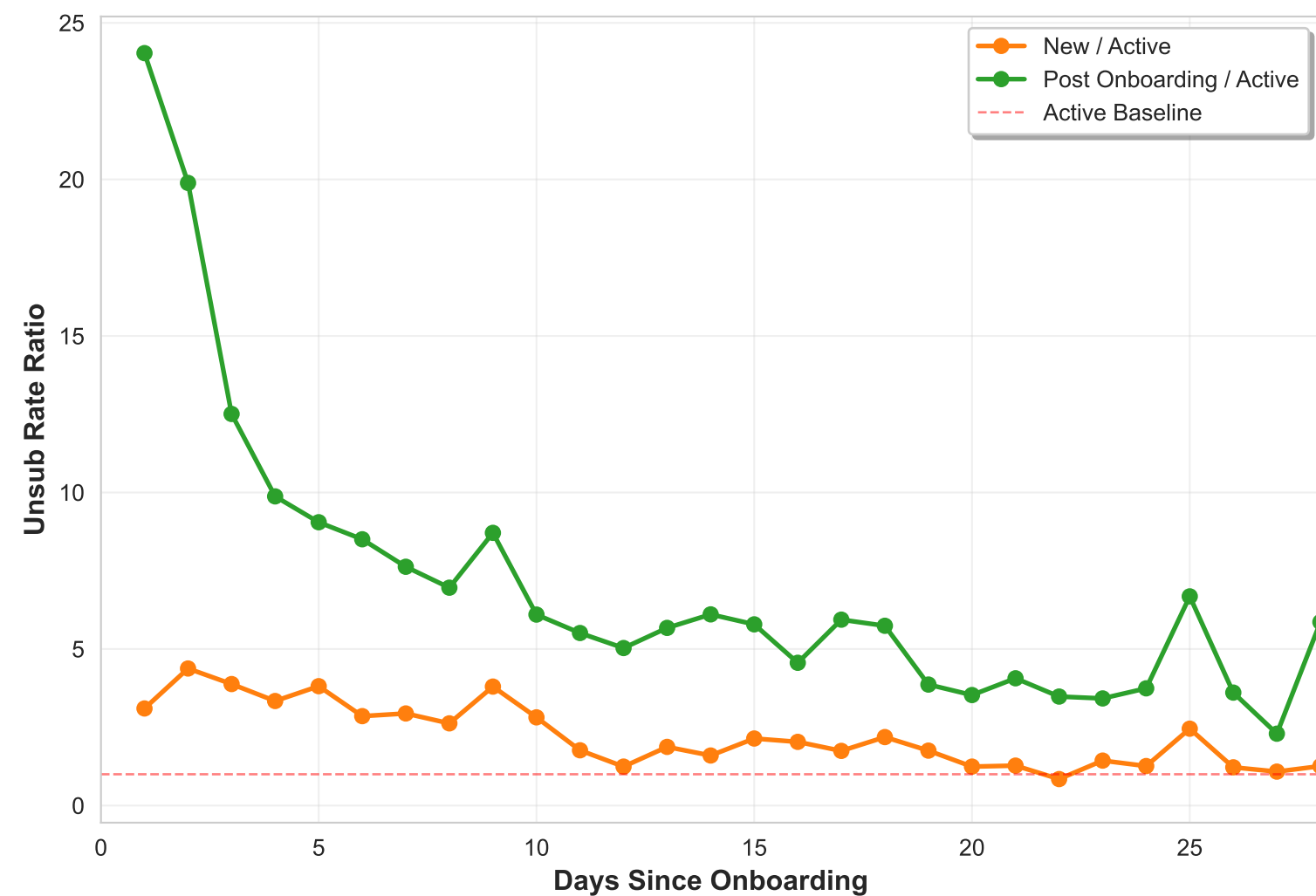
1. Messages per Consumer by Days Since Onboarding



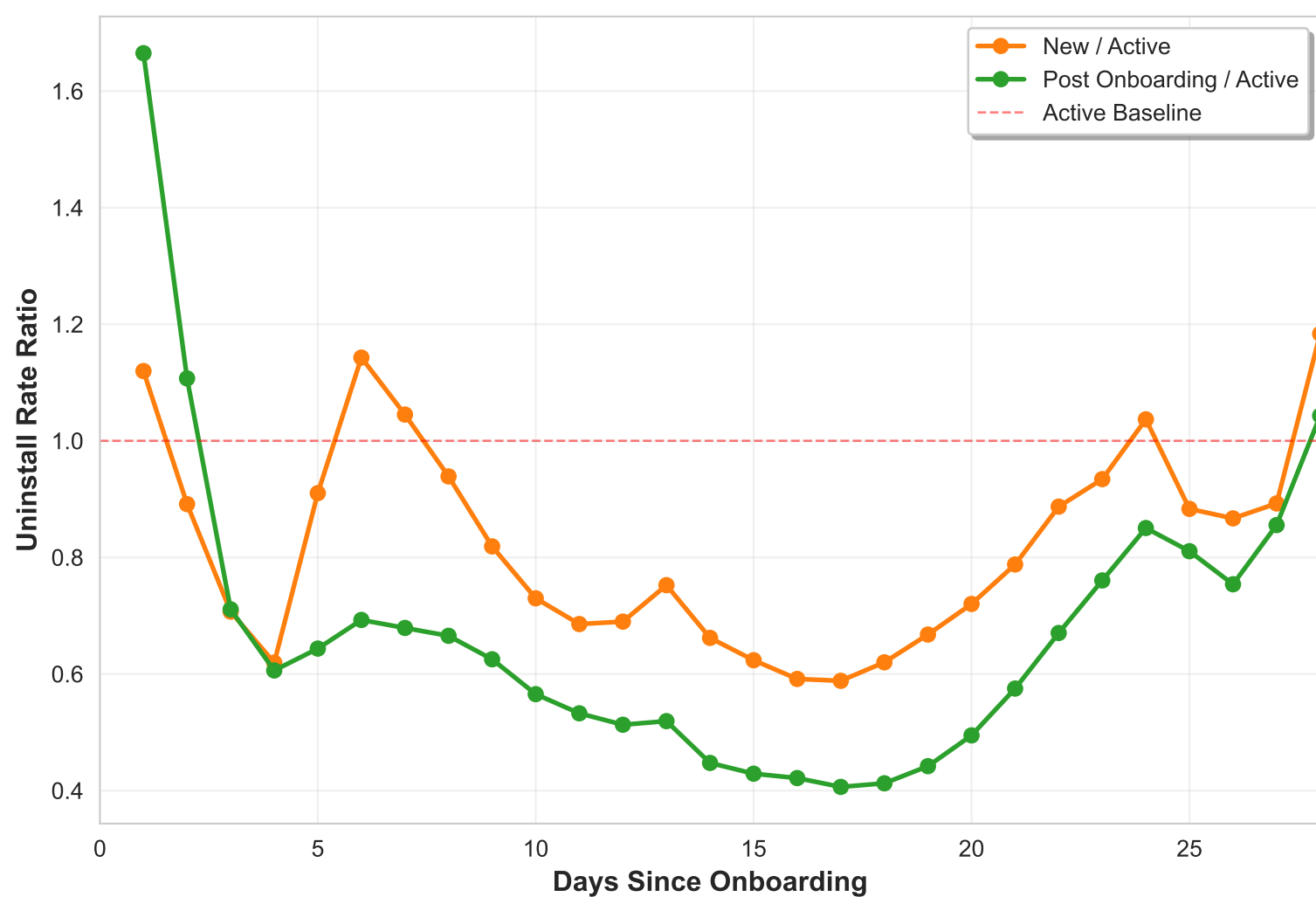
2. Open Rate Ratio (vs Active Baseline)



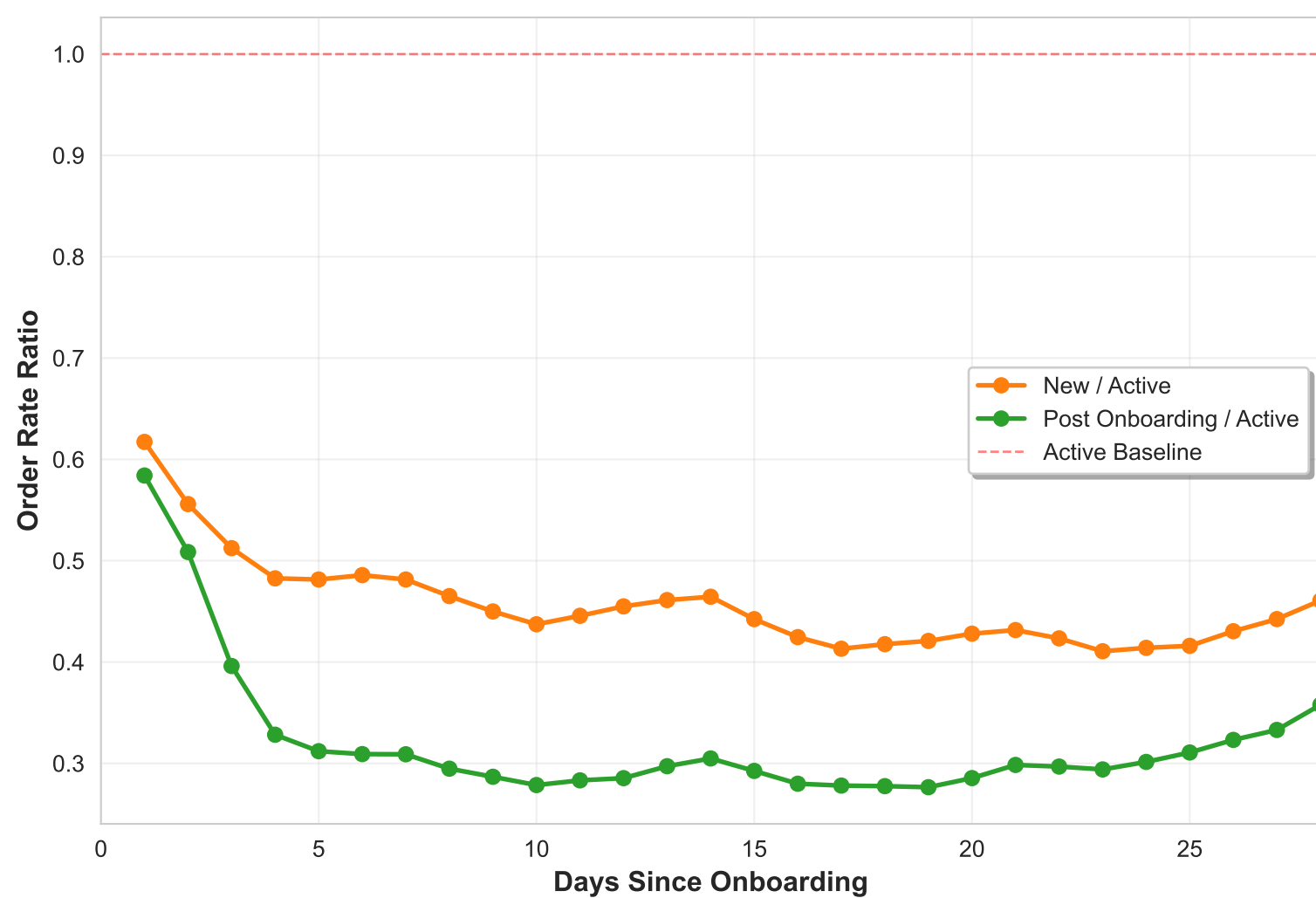
3. Unsubscribe Rate Ratio (vs Active Baseline)



4. Uninstall Rate Ratio (vs Active Baseline)

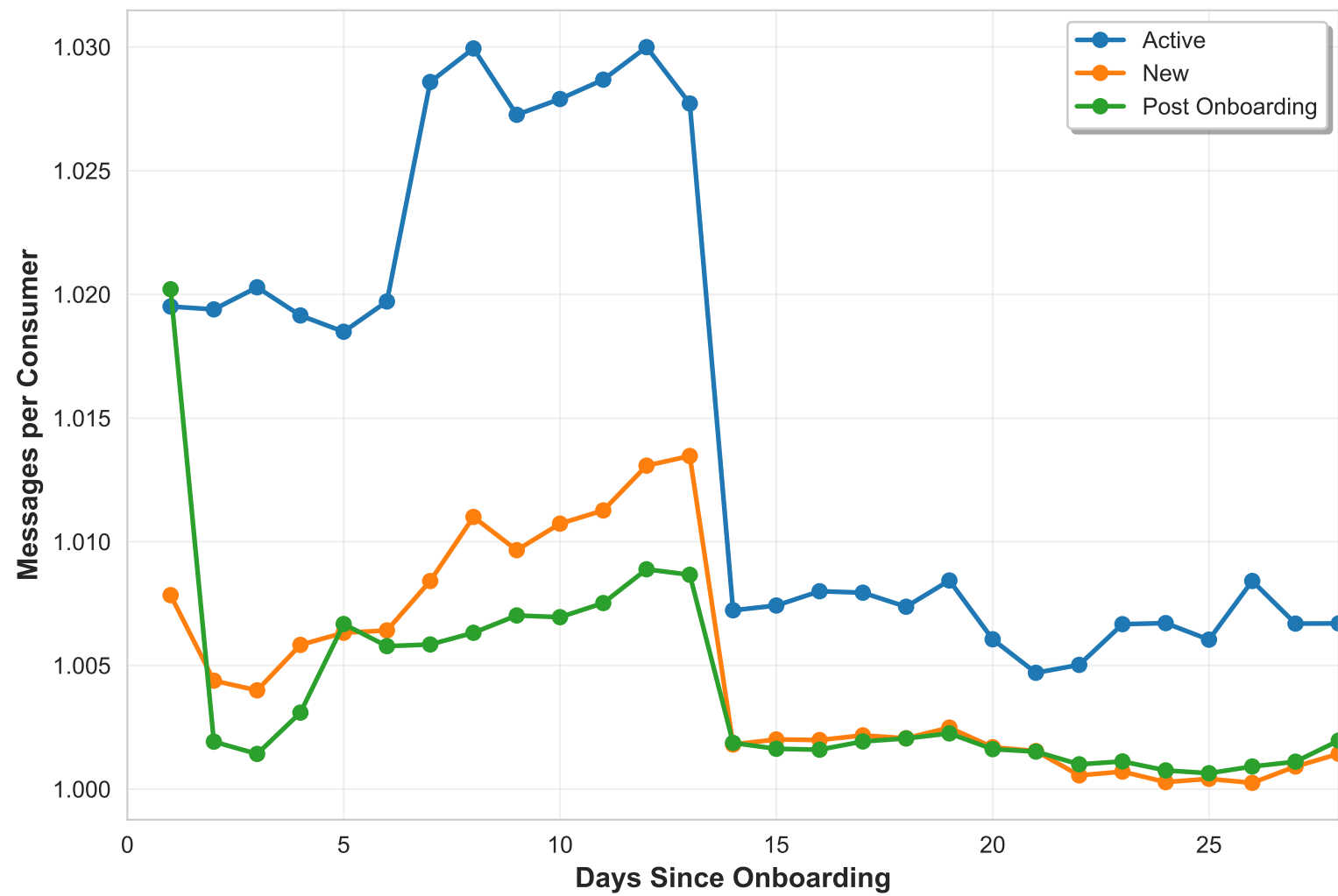


5. Order Rate Ratio (vs Active Baseline)

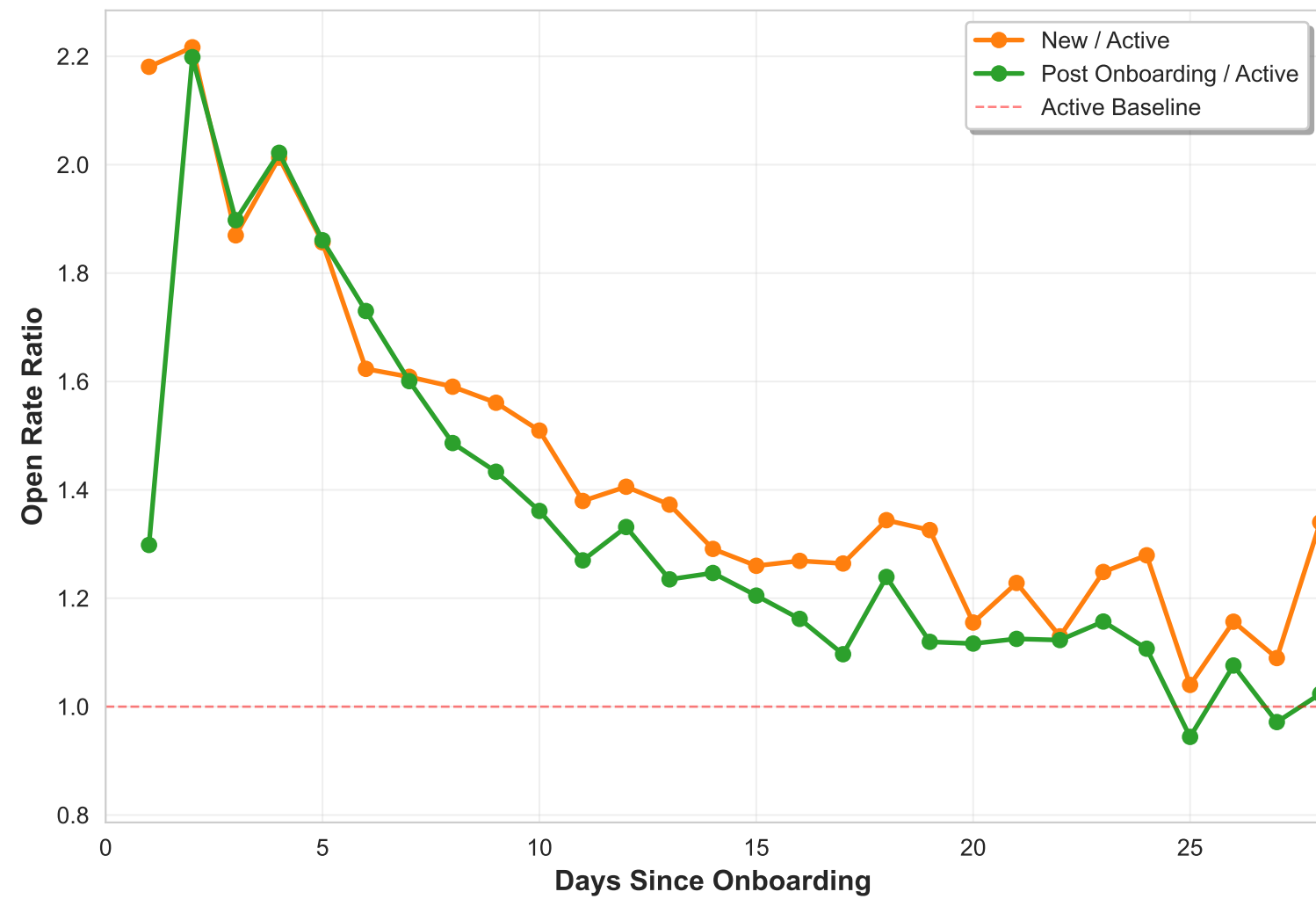


Is Recommendation - Notification Metrics

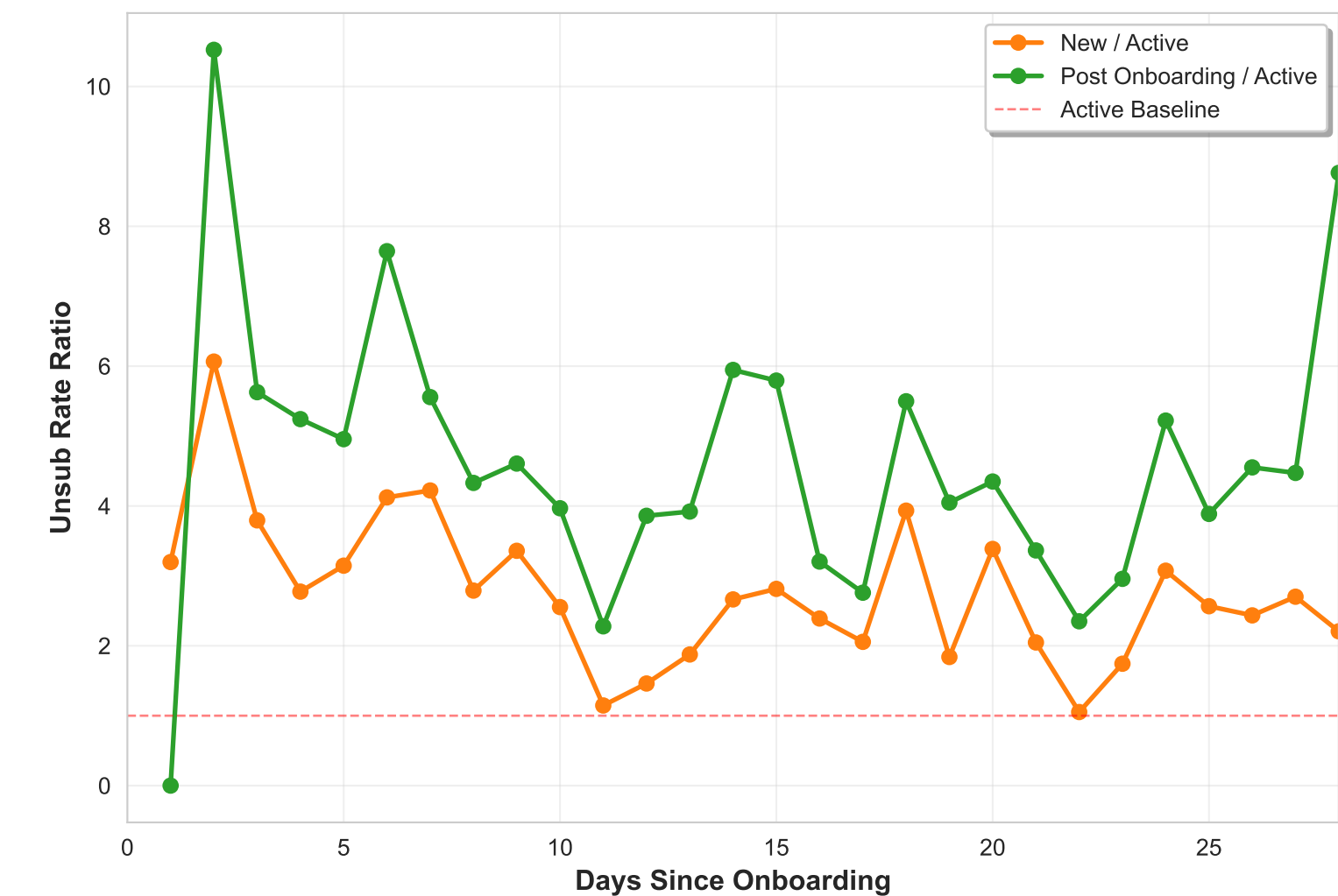
1. Messages per Consumer by Days Since Onboarding



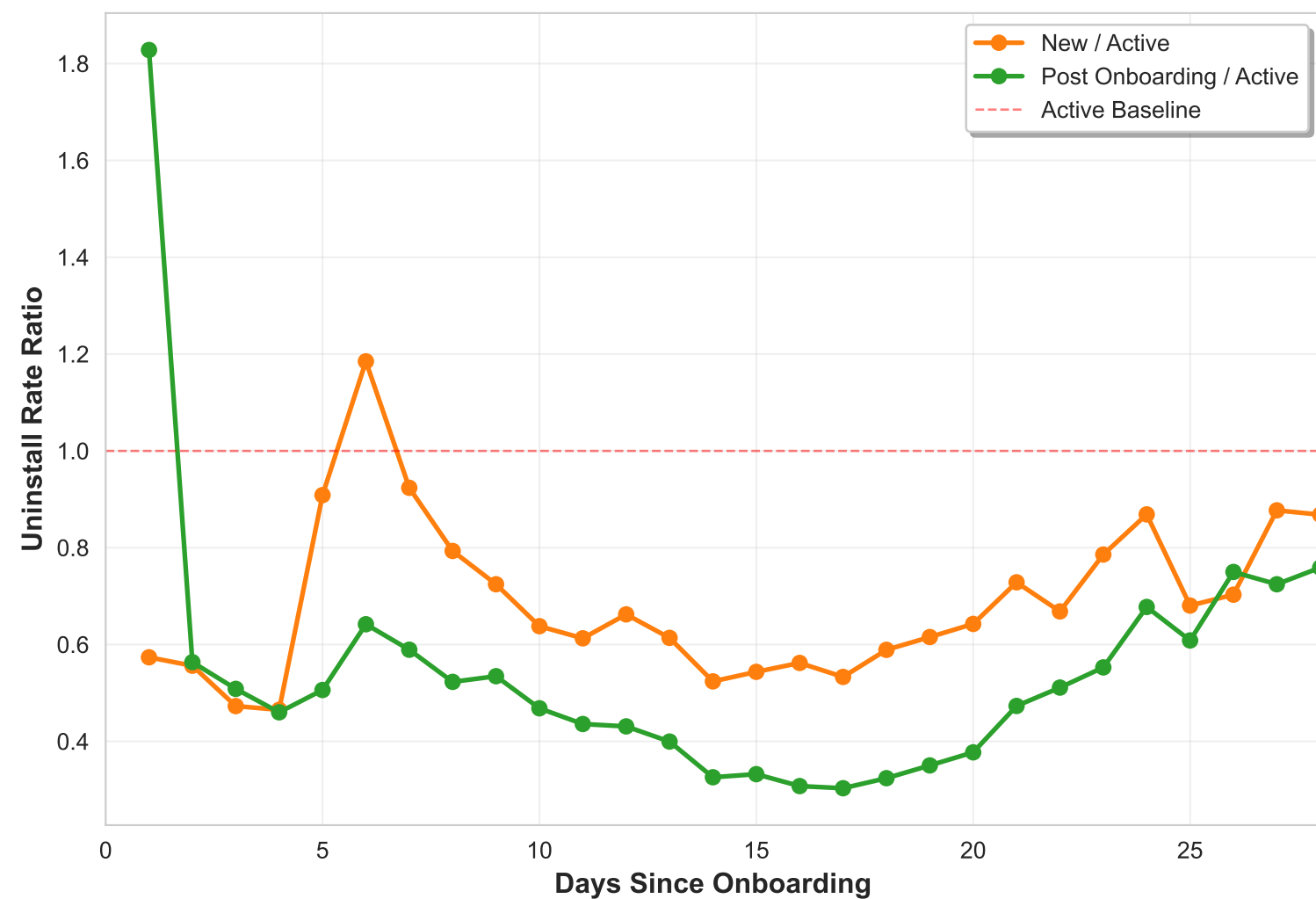
2. Open Rate Ratio (vs Active Baseline)



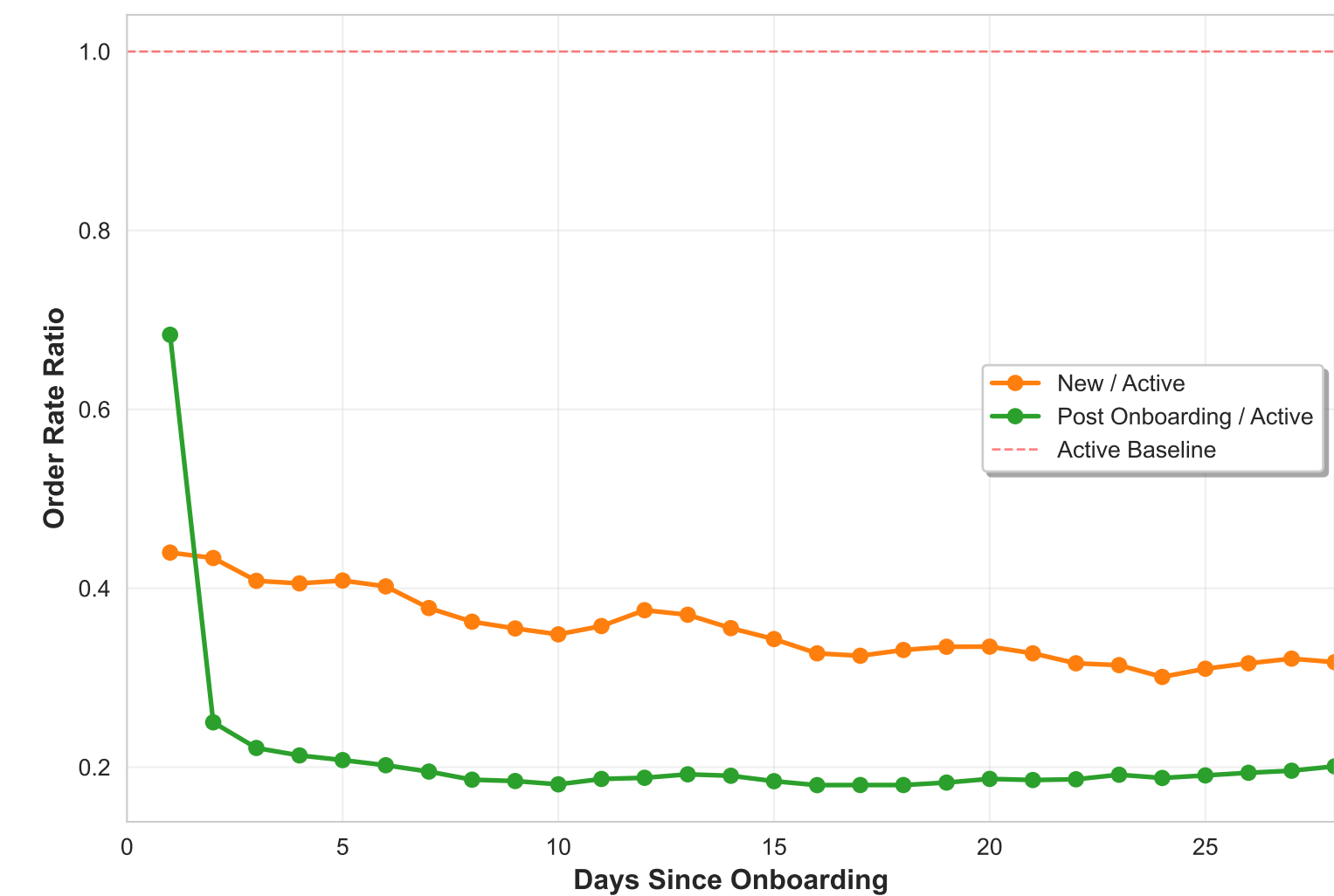
3. Unsubscribe Rate Ratio (vs Active Baseline)



4. Uninstall Rate Ratio (vs Active Baseline)

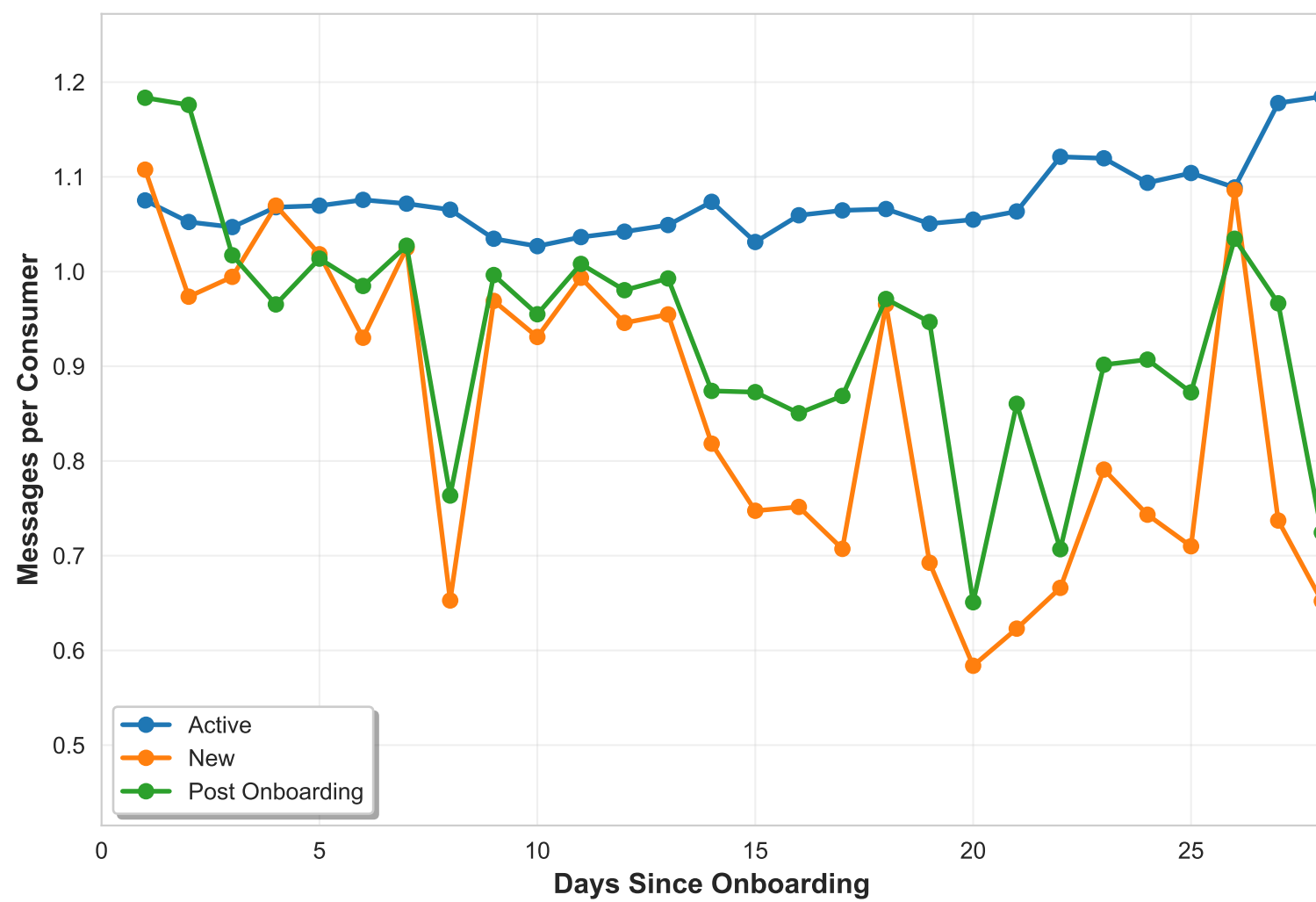


5. Order Rate Ratio (vs Active Baseline)

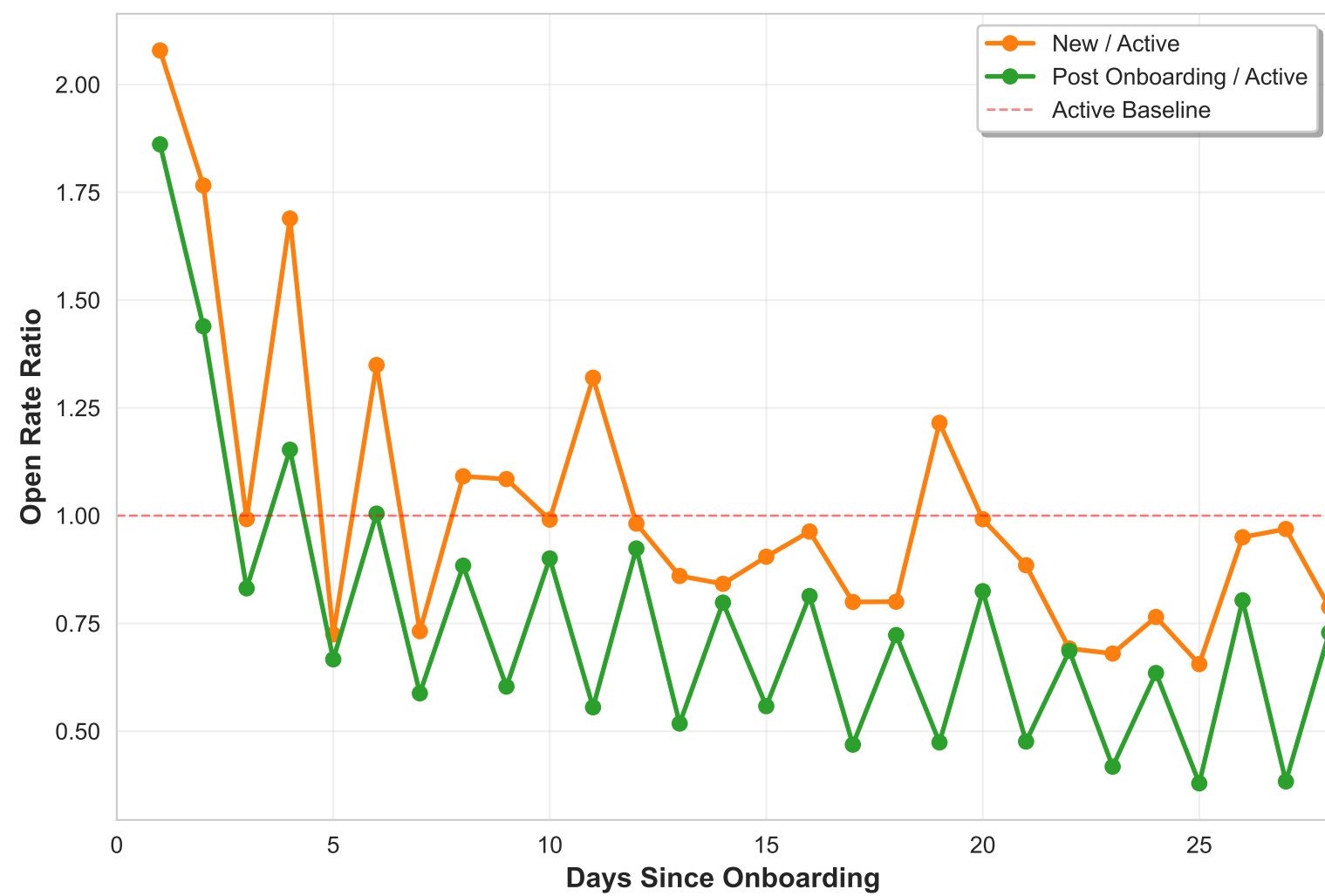


Is Doordash Offer - Notification Metrics

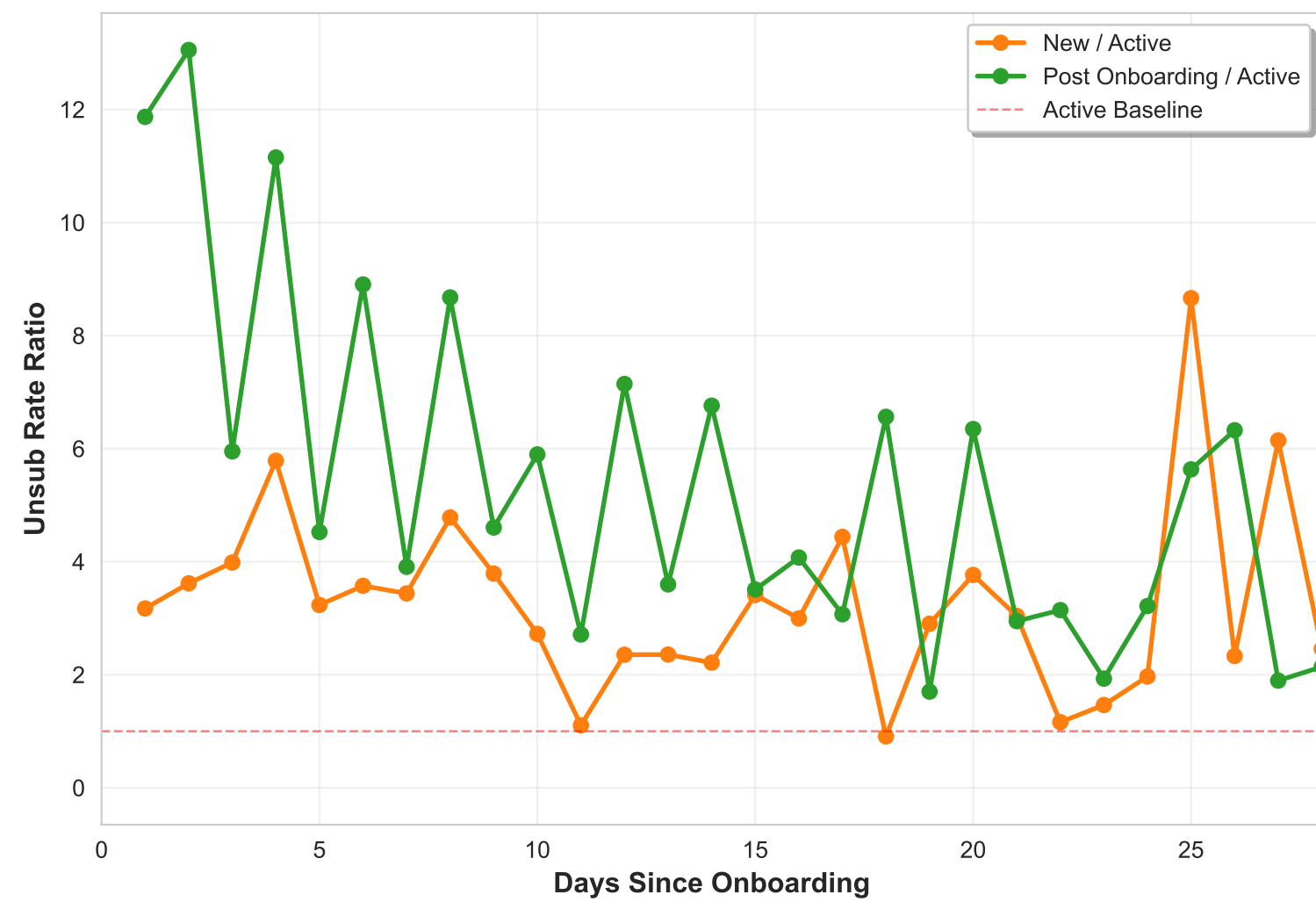
1. Messages per Consumer by Days Since Onboarding



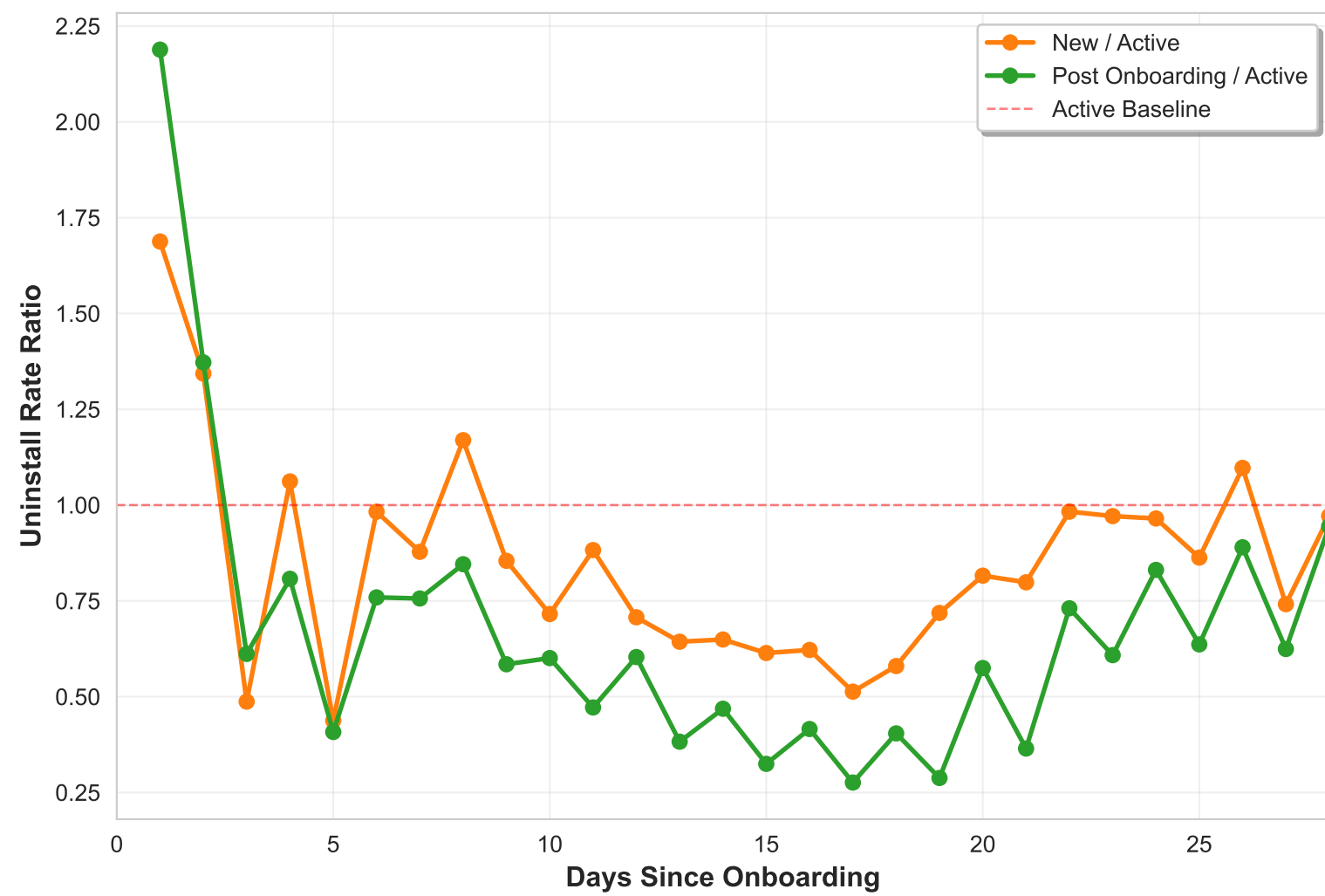
2. Open Rate Ratio (vs Active Baseline)



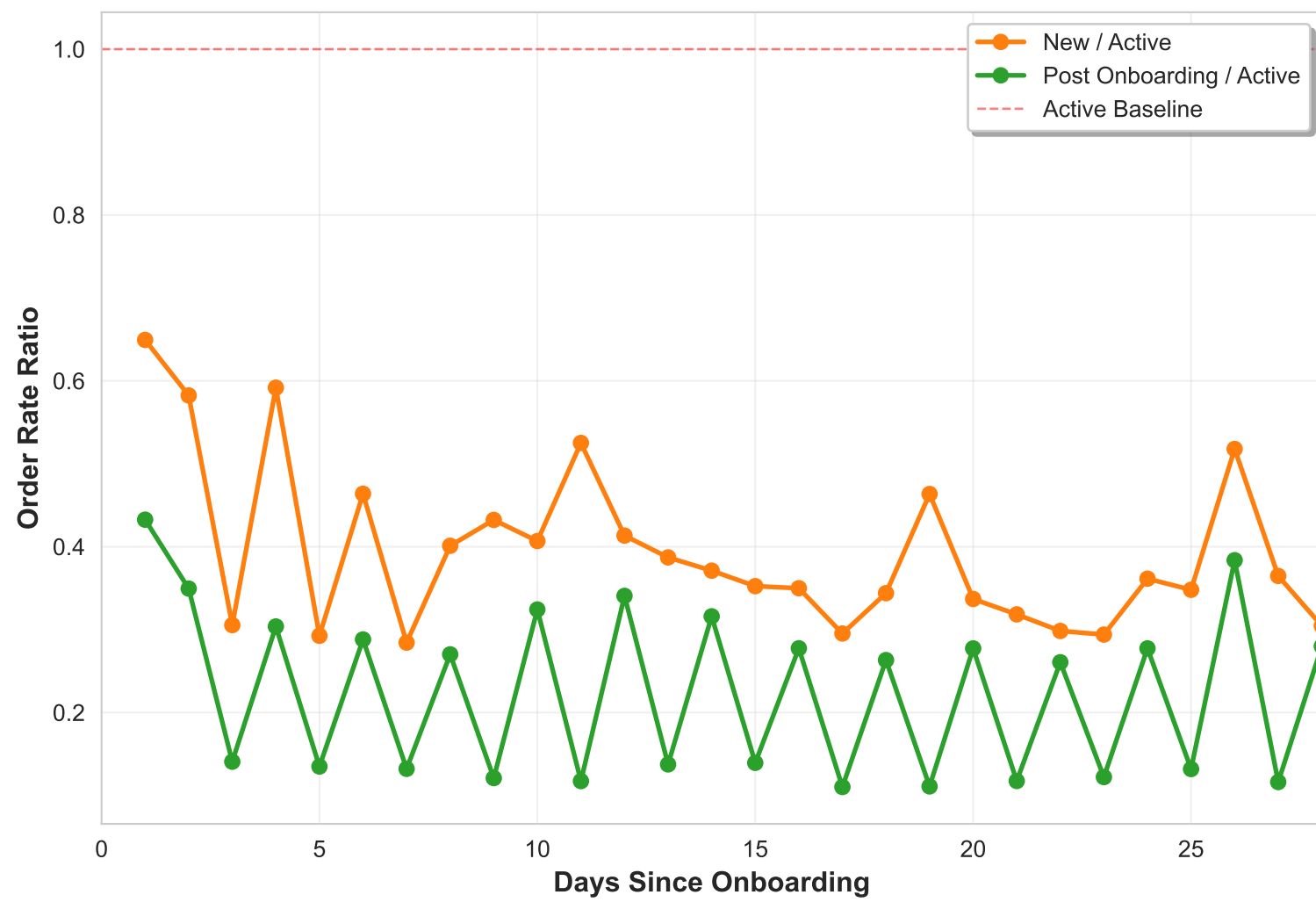
3. Unsubscribe Rate Ratio (vs Active Baseline)



4. Uninstall Rate Ratio (vs Active Baseline)

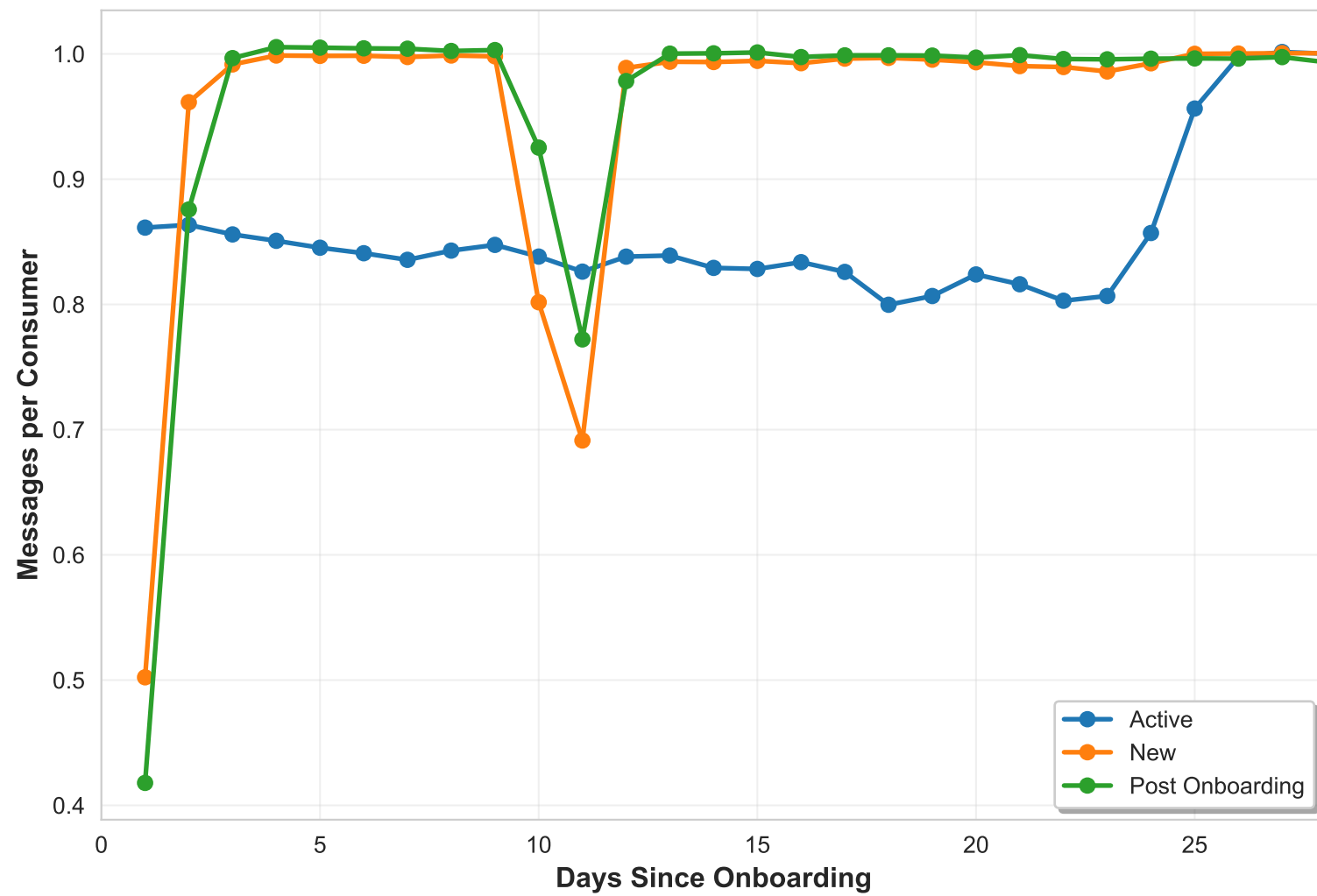


5. Order Rate Ratio (vs Active Baseline)

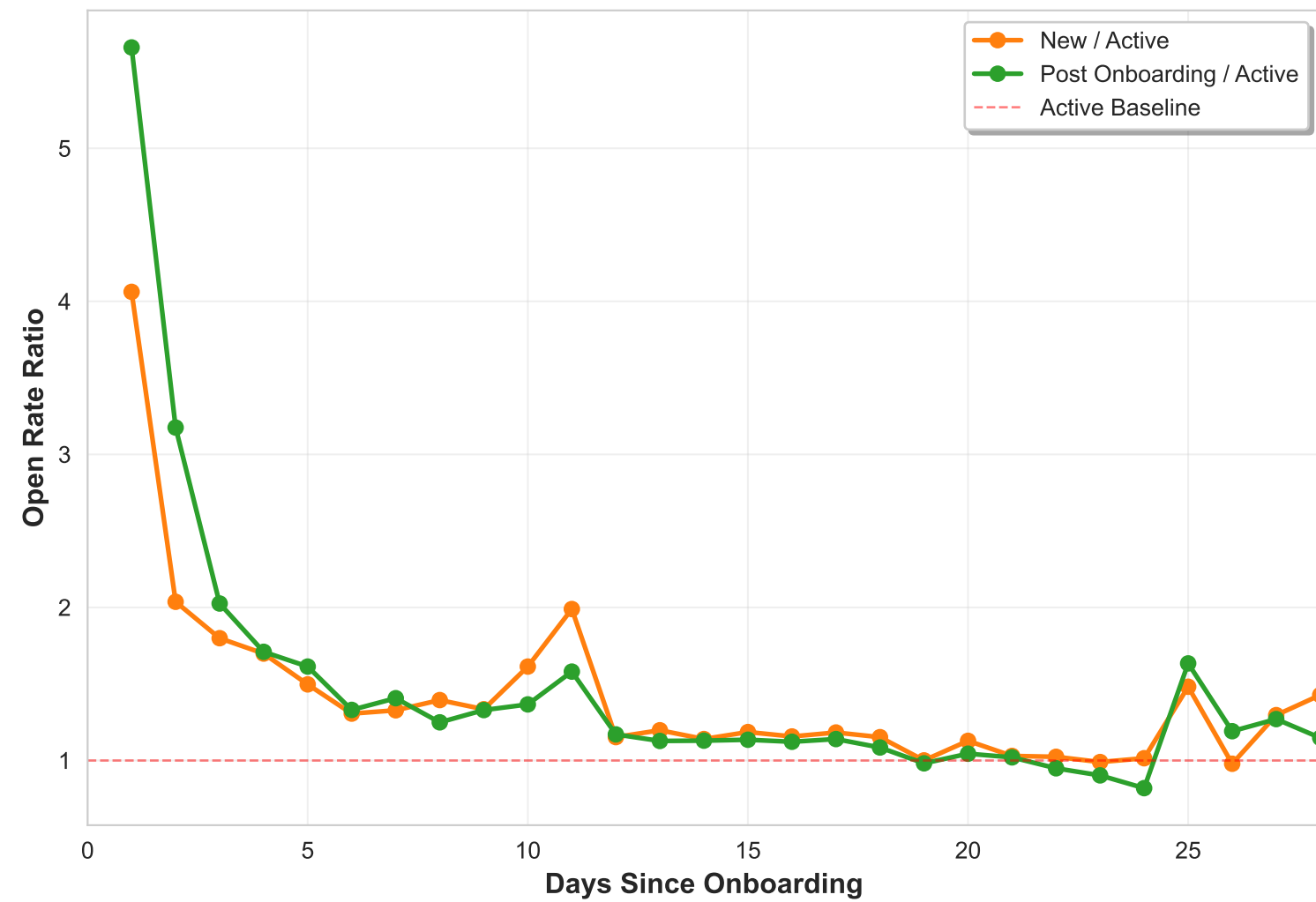


Is Store Offer - Notification Metrics

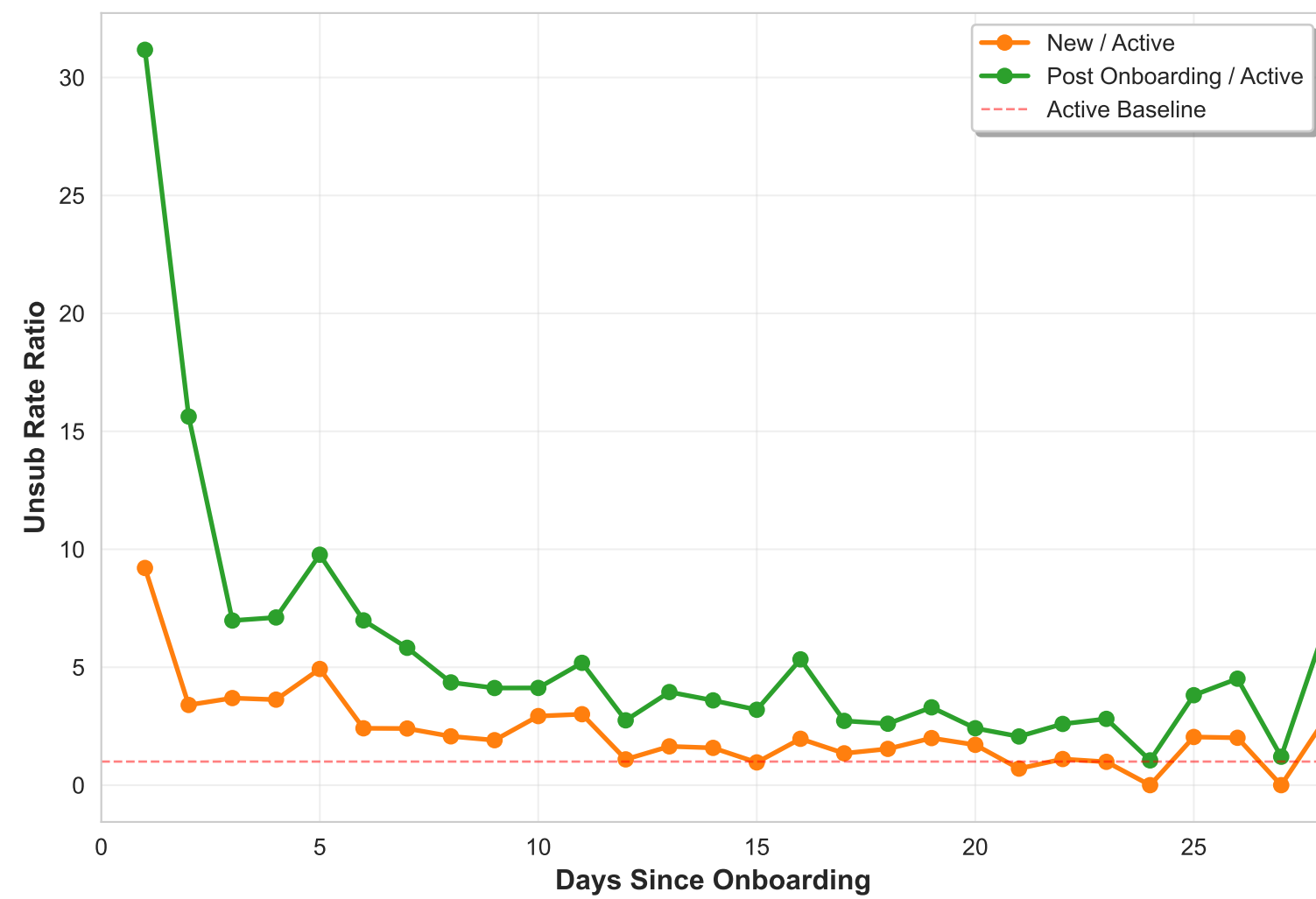
1. Messages per Consumer by Days Since Onboarding



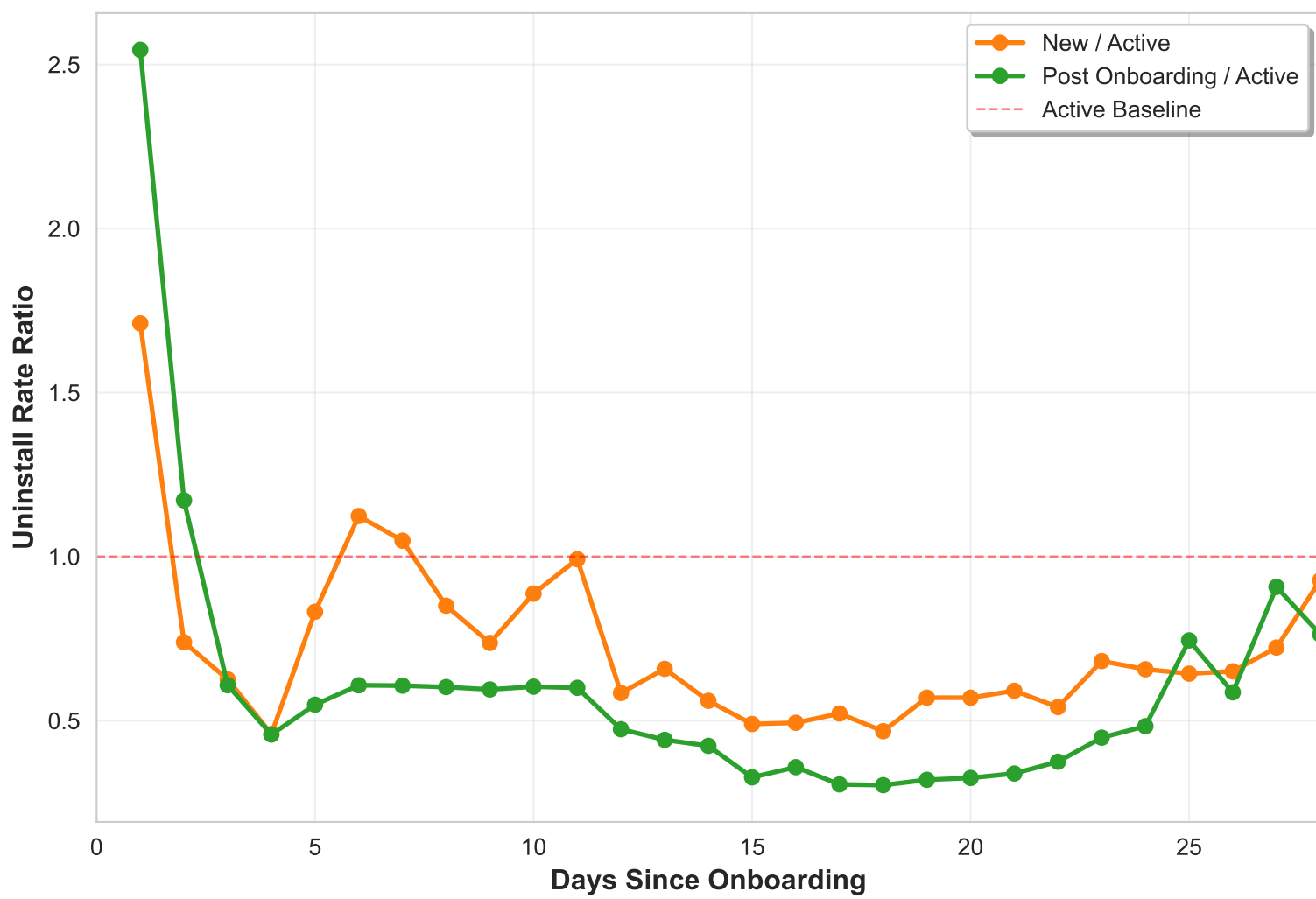
2. Open Rate Ratio (vs Active Baseline)



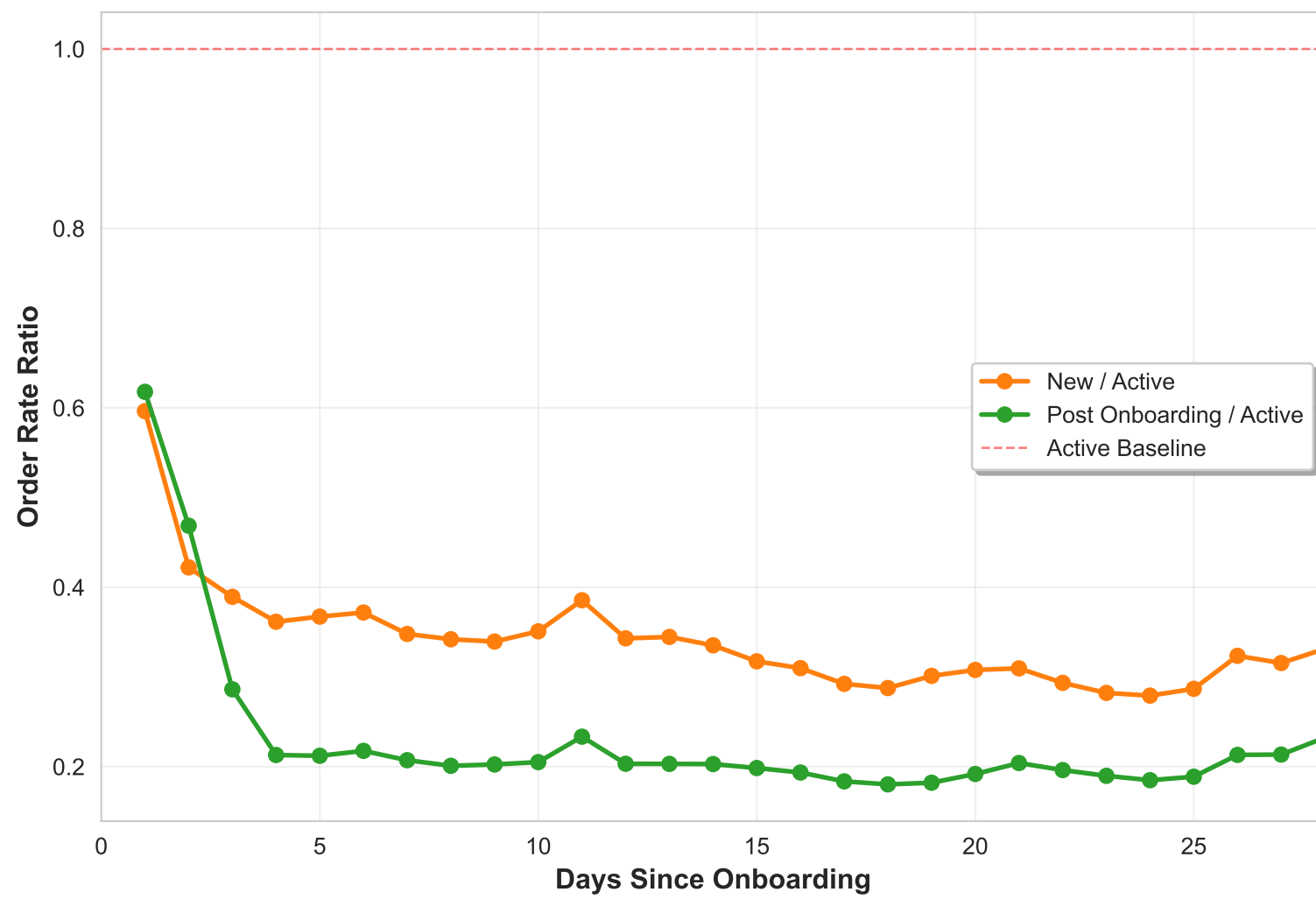
3. Unsubscribe Rate Ratio (vs Active Baseline)



4. Uninstall Rate Ratio (vs Active Baseline)

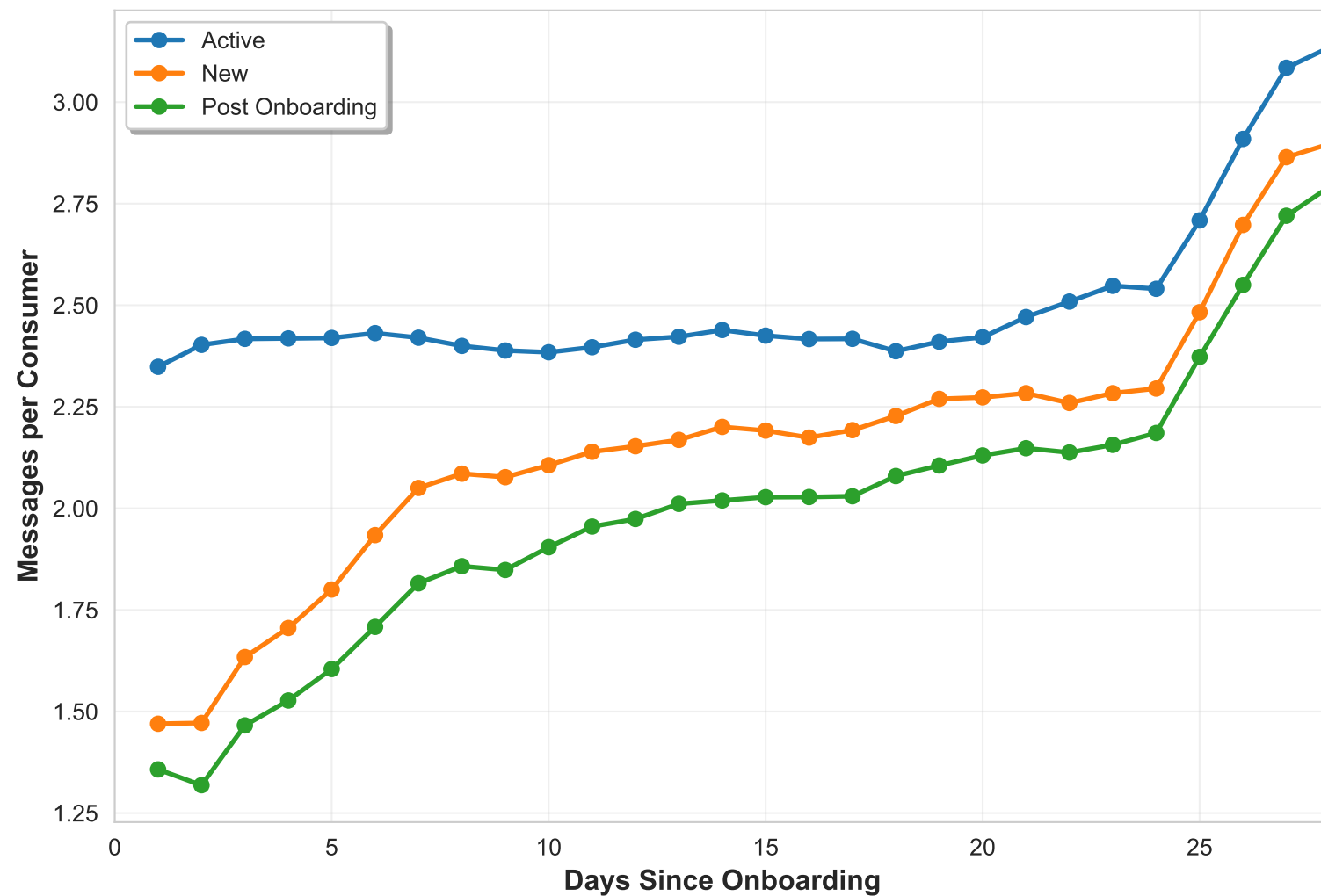


5. Order Rate Ratio (vs Active Baseline)

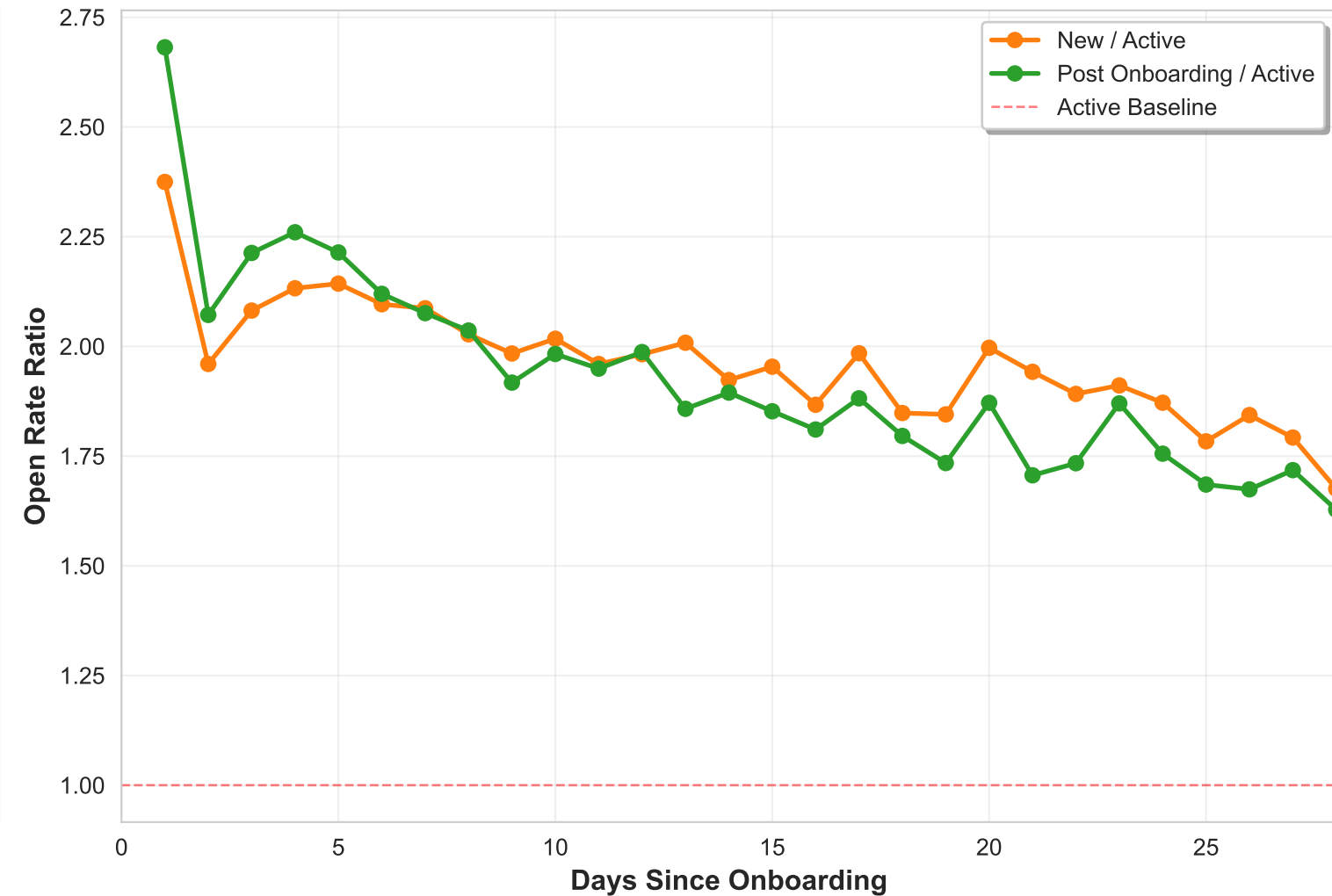


Is Reminder - Notification Metrics

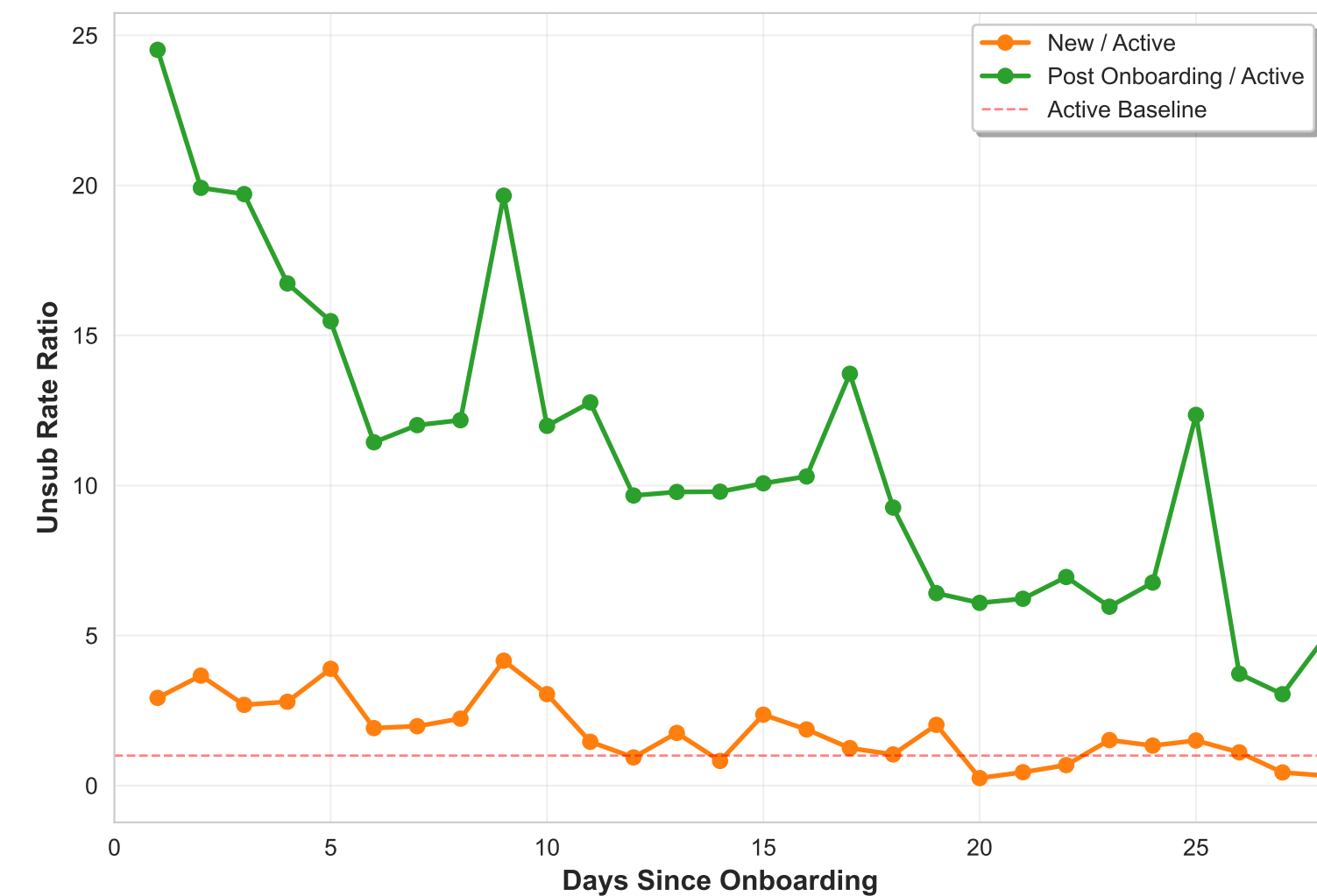
1. Messages per Consumer by Days Since Onboarding



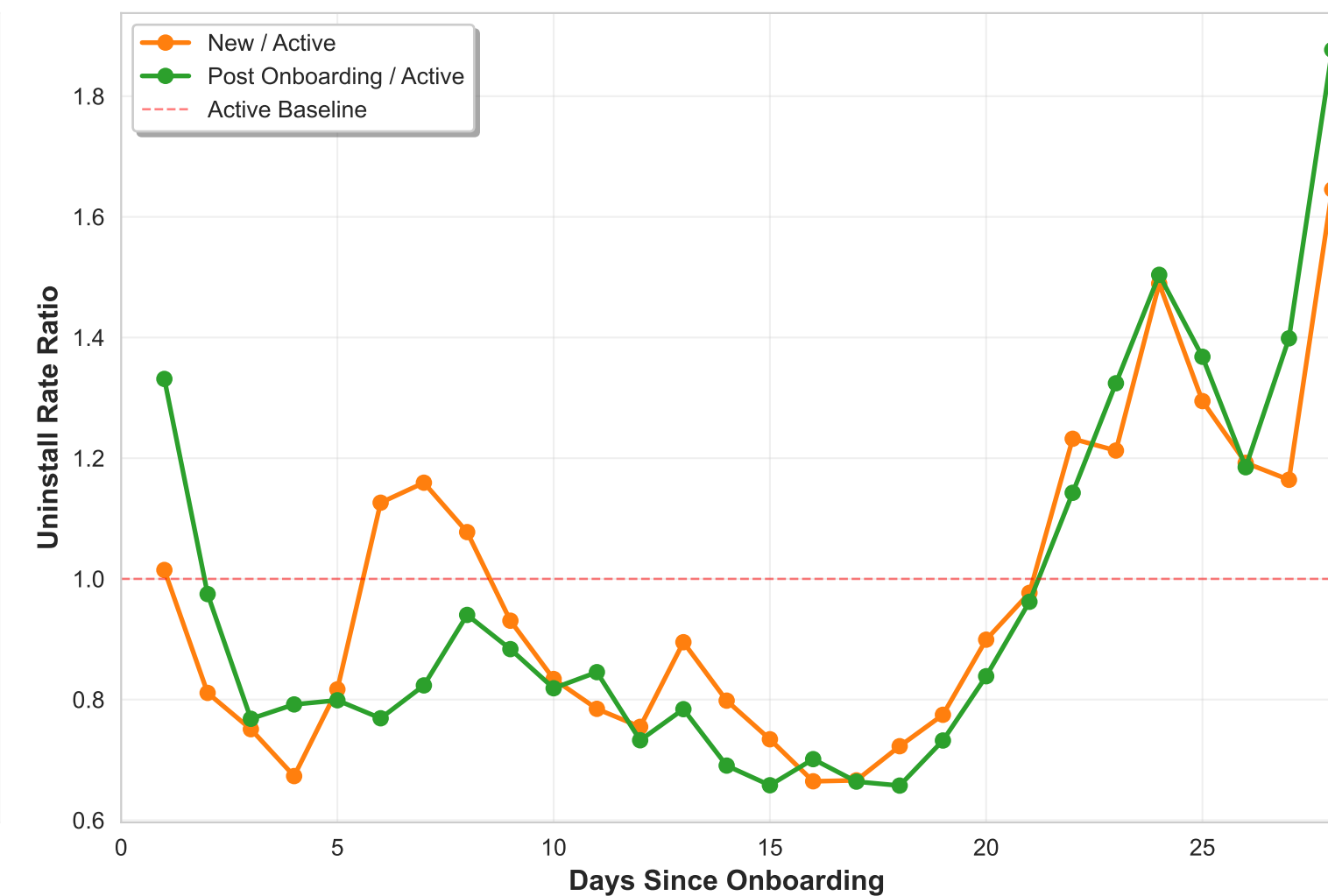
2. Open Rate Ratio (vs Active Baseline)



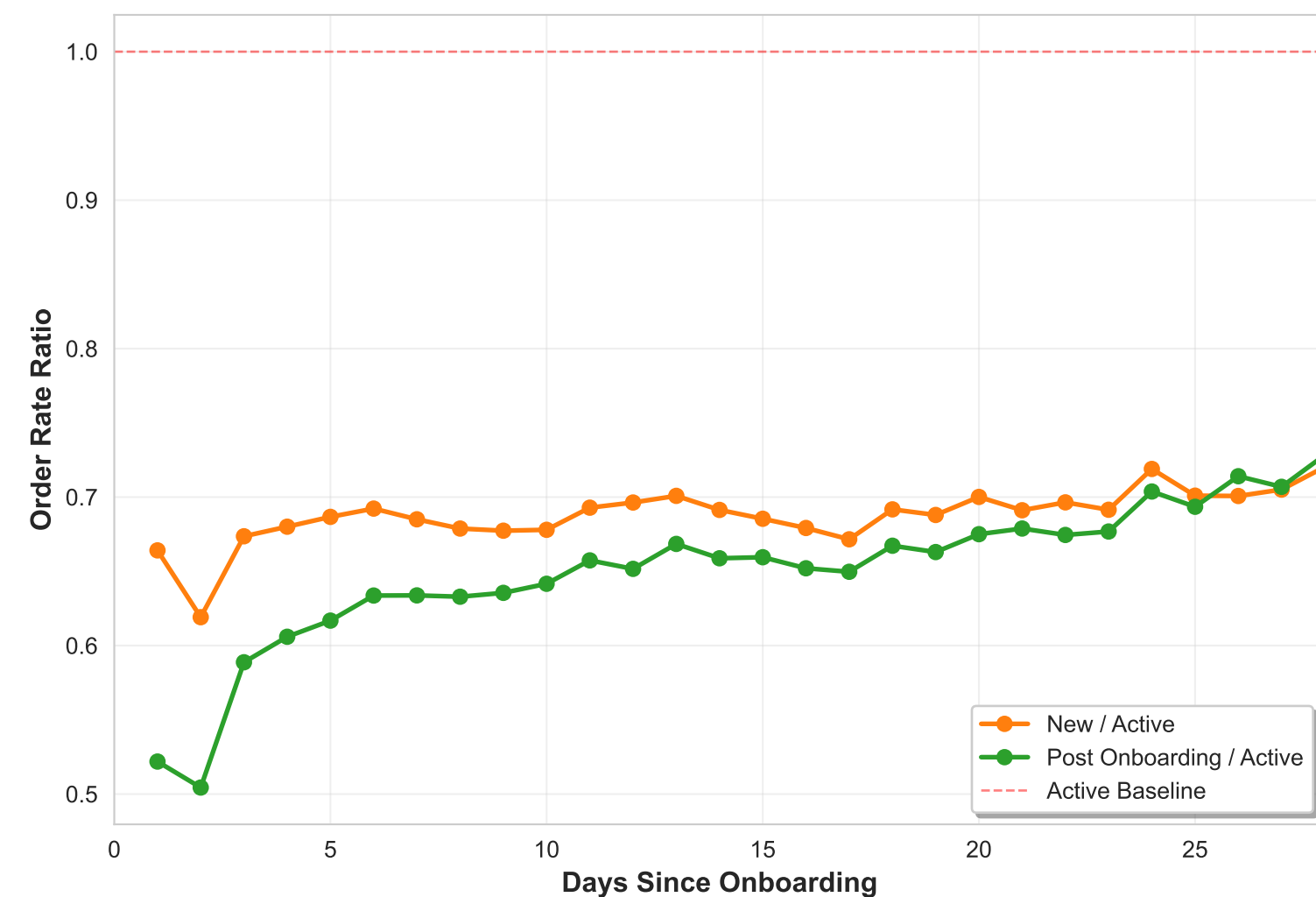
3. Unsubscribe Rate Ratio (vs Active Baseline)



4. Uninstall Rate Ratio (vs Active Baseline)

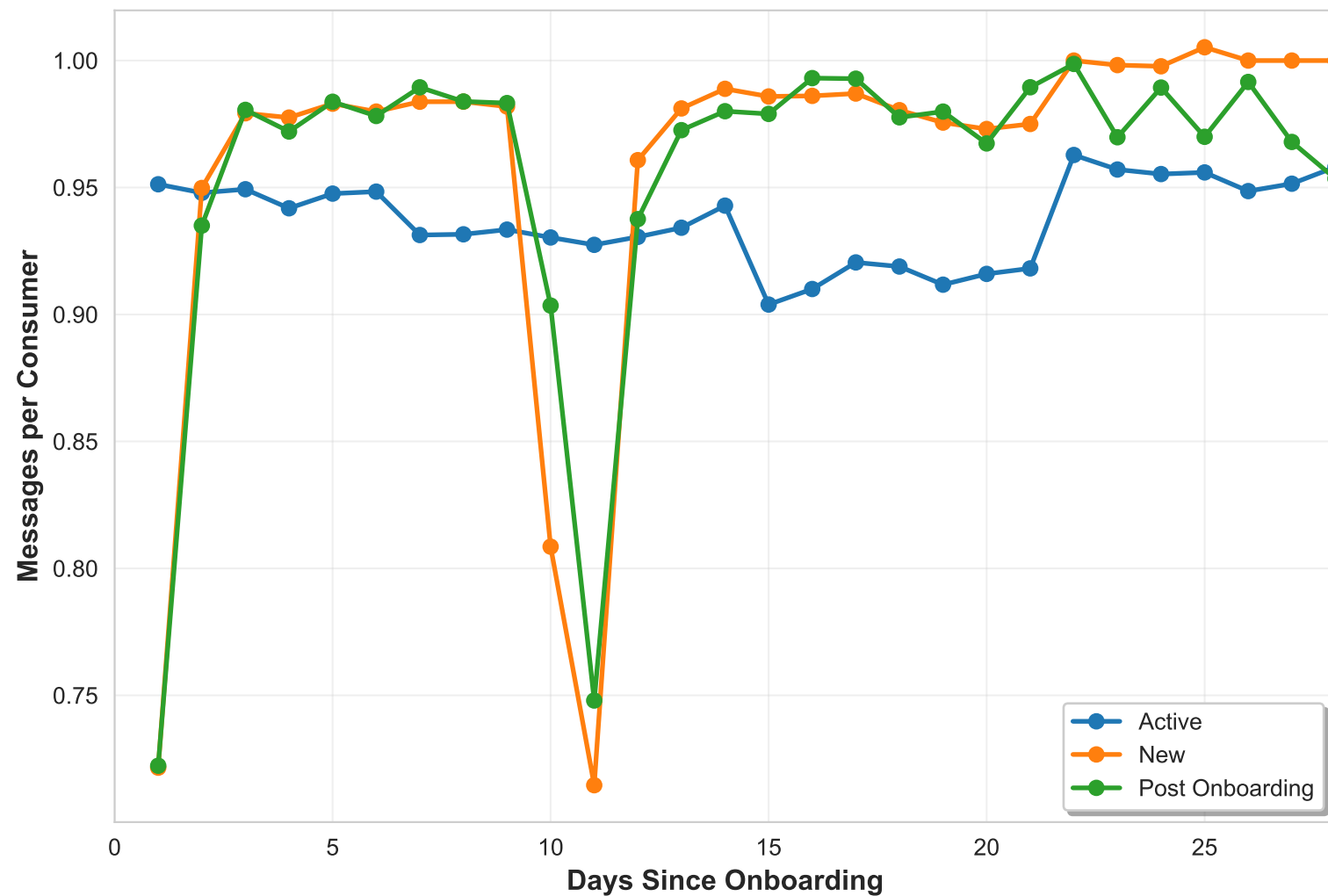


5. Order Rate Ratio (vs Active Baseline)

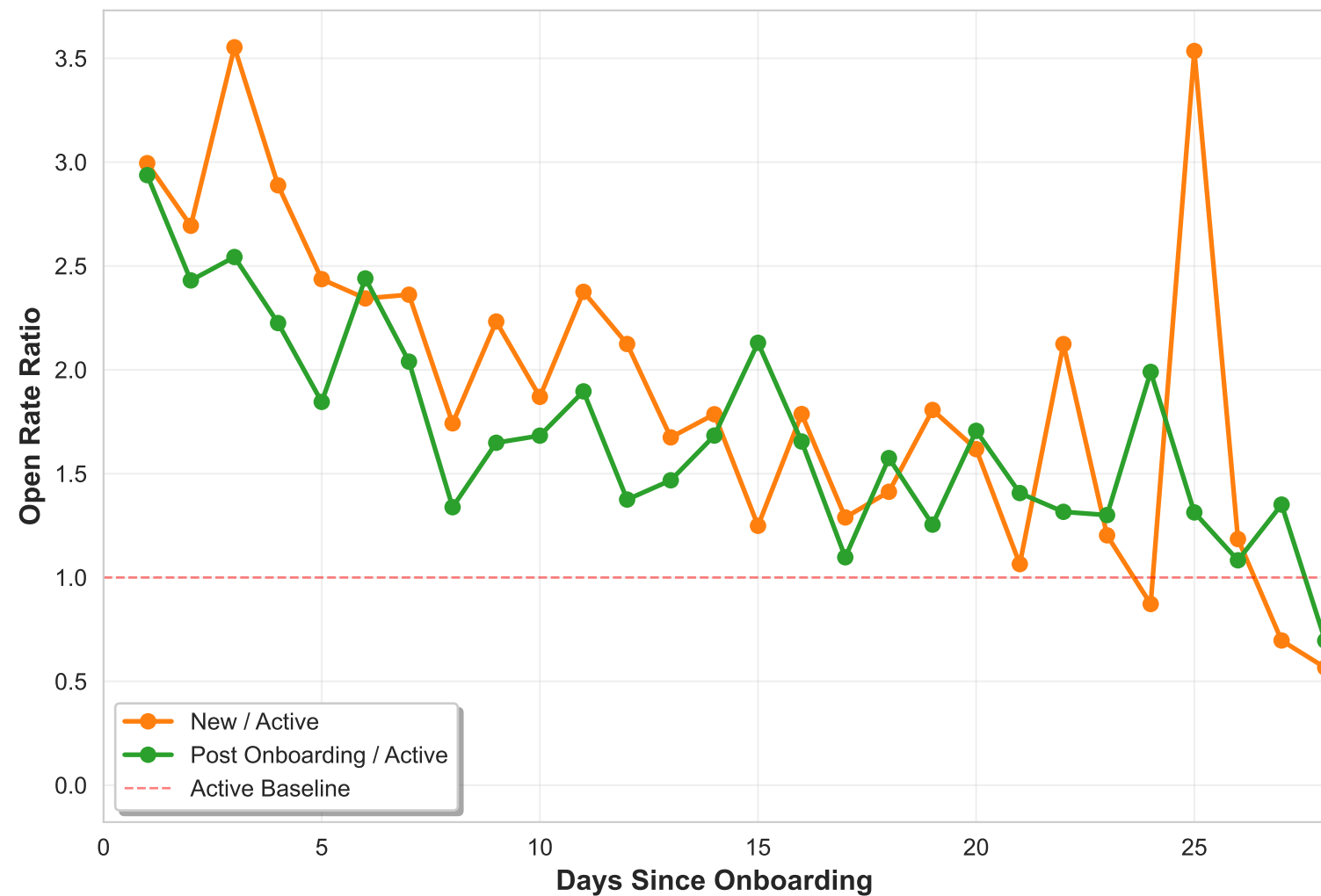


Is Nv - Notification Metrics

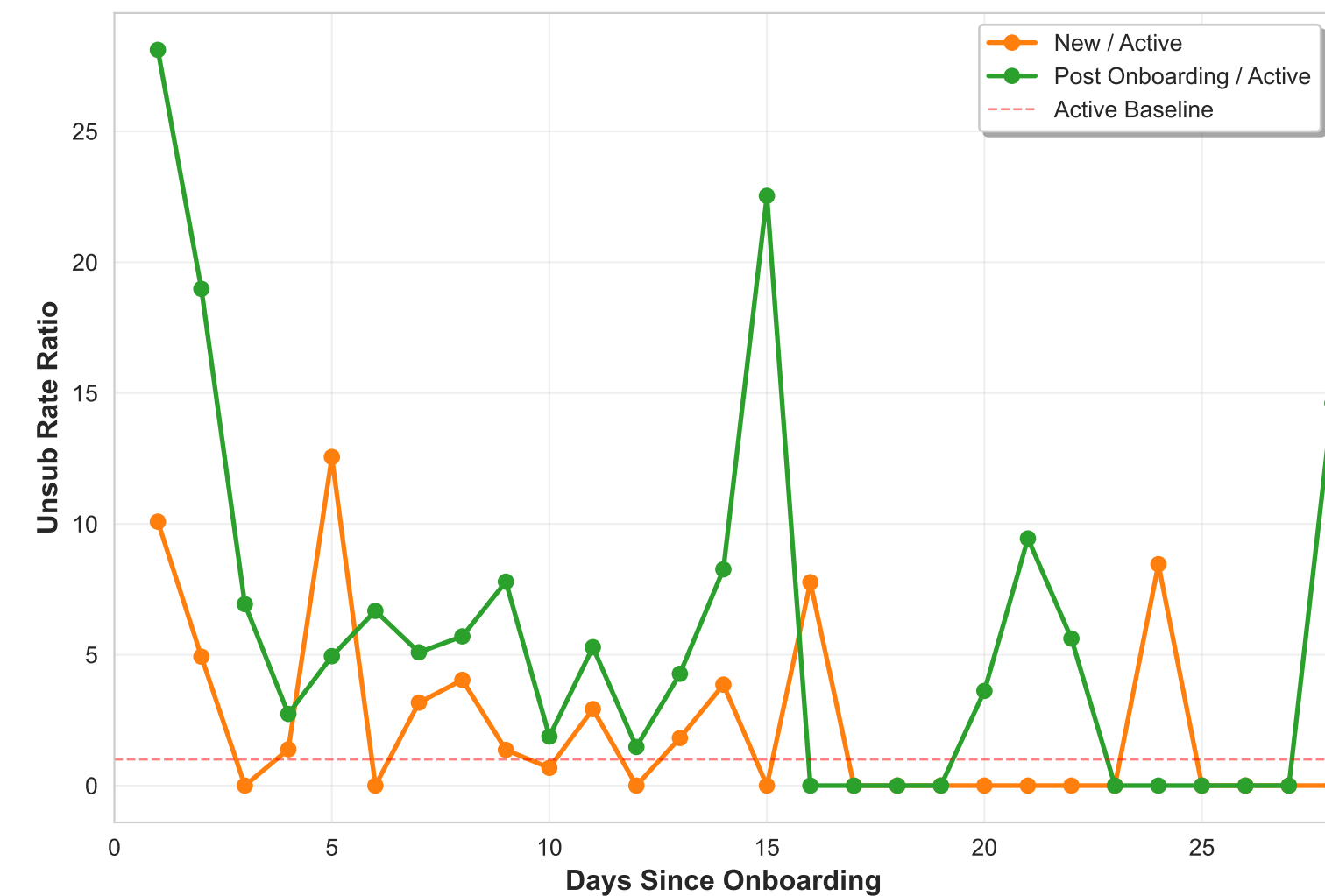
1. Messages per Consumer by Days Since Onboarding



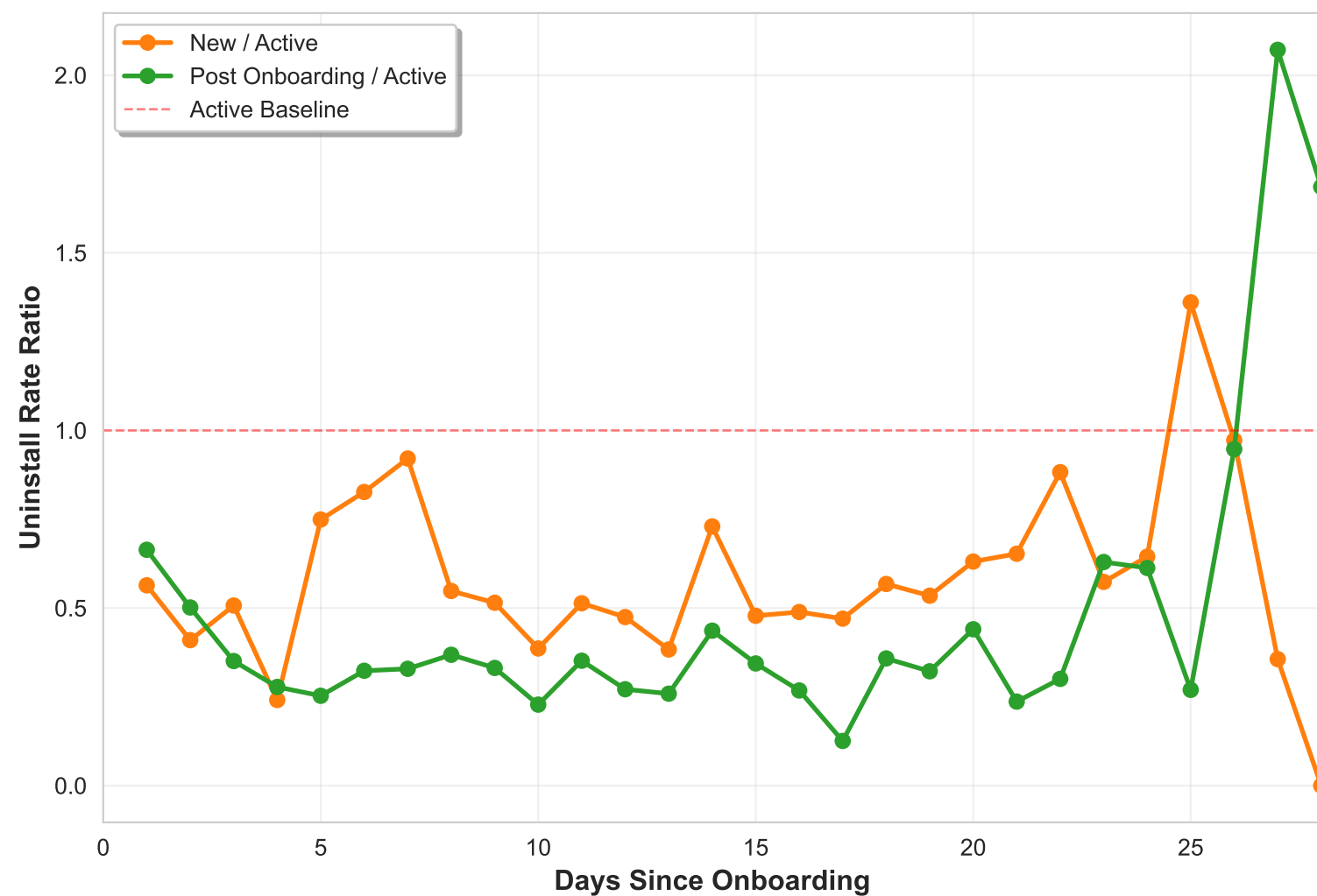
2. Open Rate Ratio (vs Active Baseline)



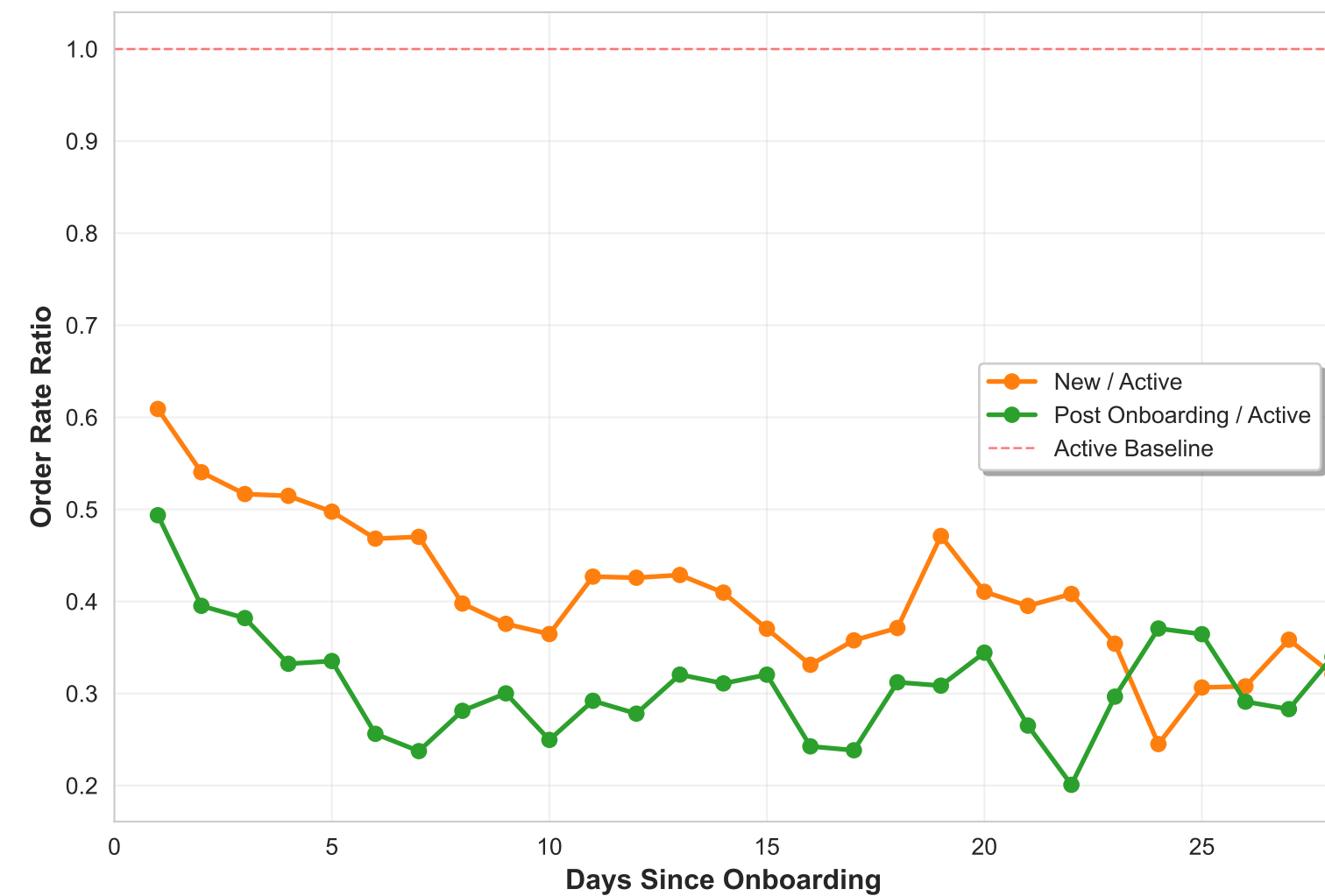
3. Unsubscribe Rate Ratio (vs Active Baseline)



4. Uninstall Rate Ratio (vs Active Baseline)

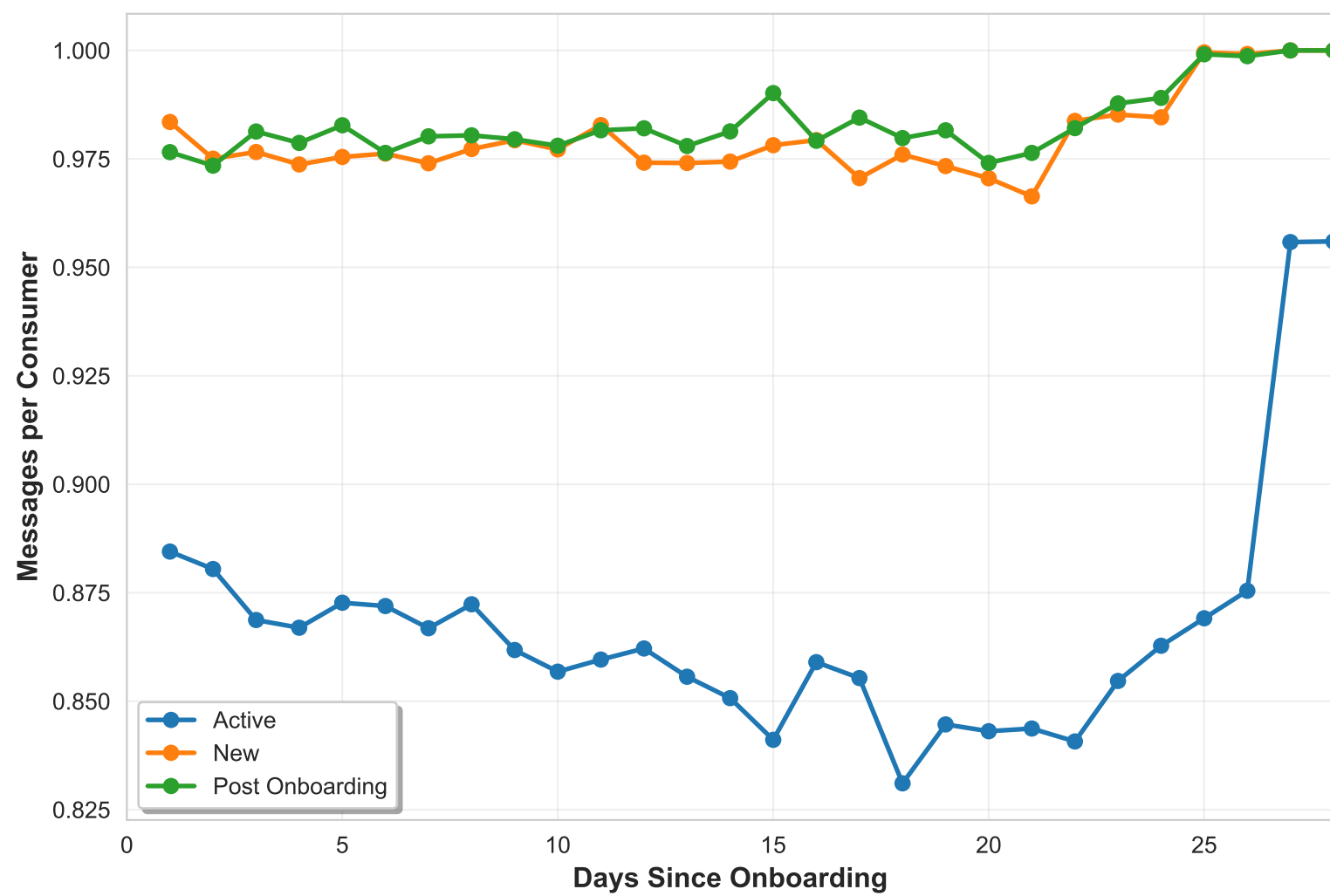


5. Order Rate Ratio (vs Active Baseline)

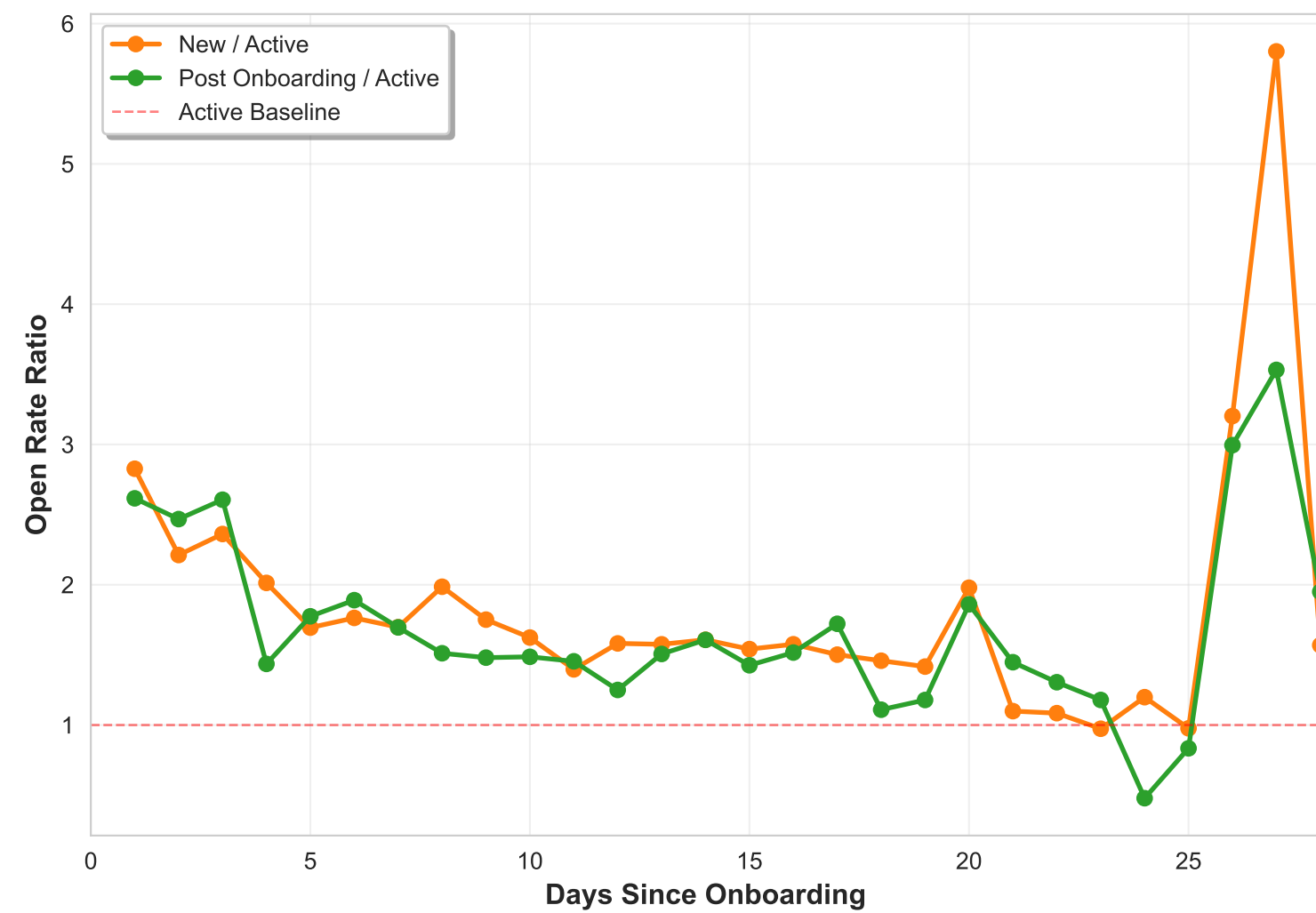


Is Dashpass - Notification Metrics

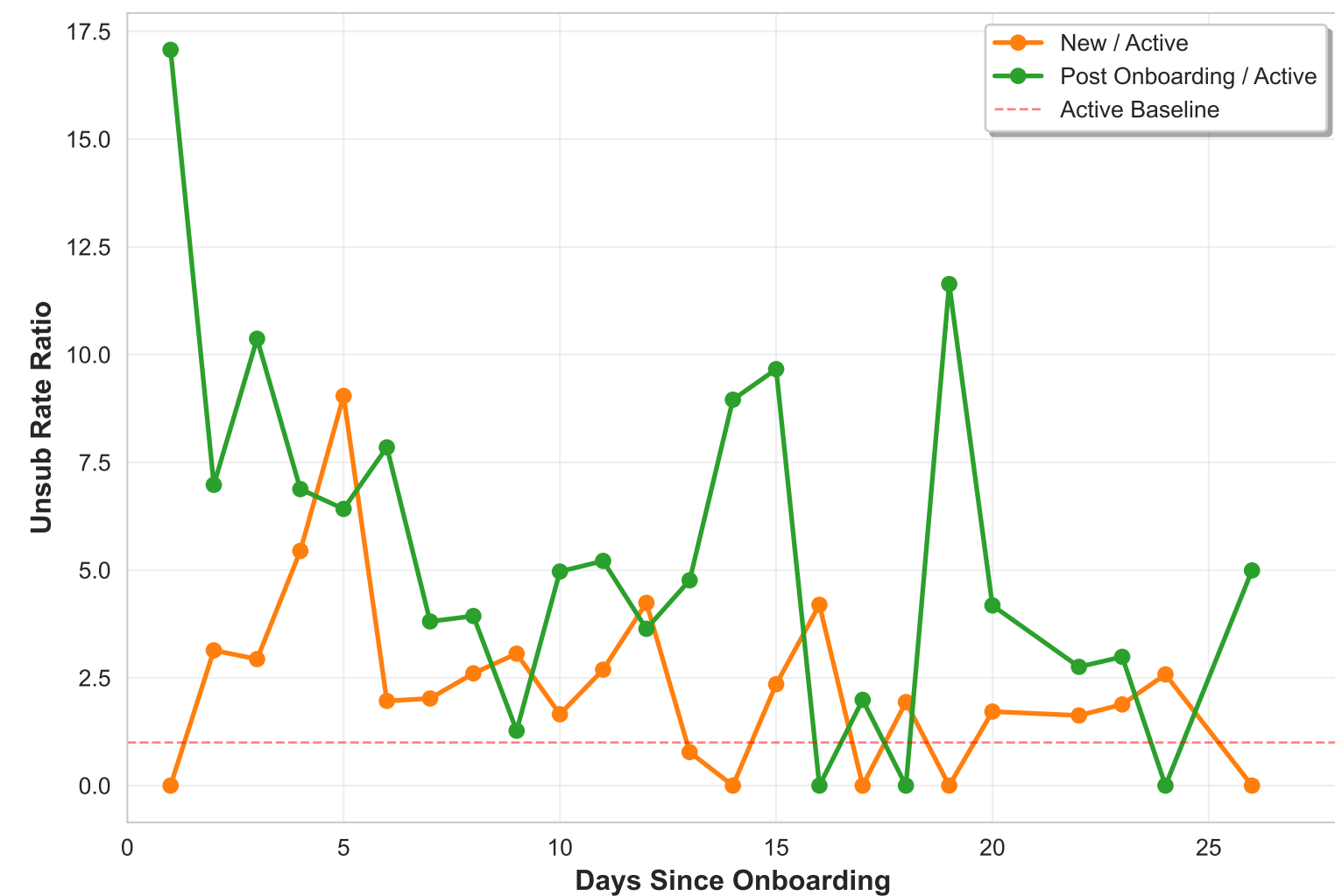
1. Messages per Consumer by Days Since Onboarding



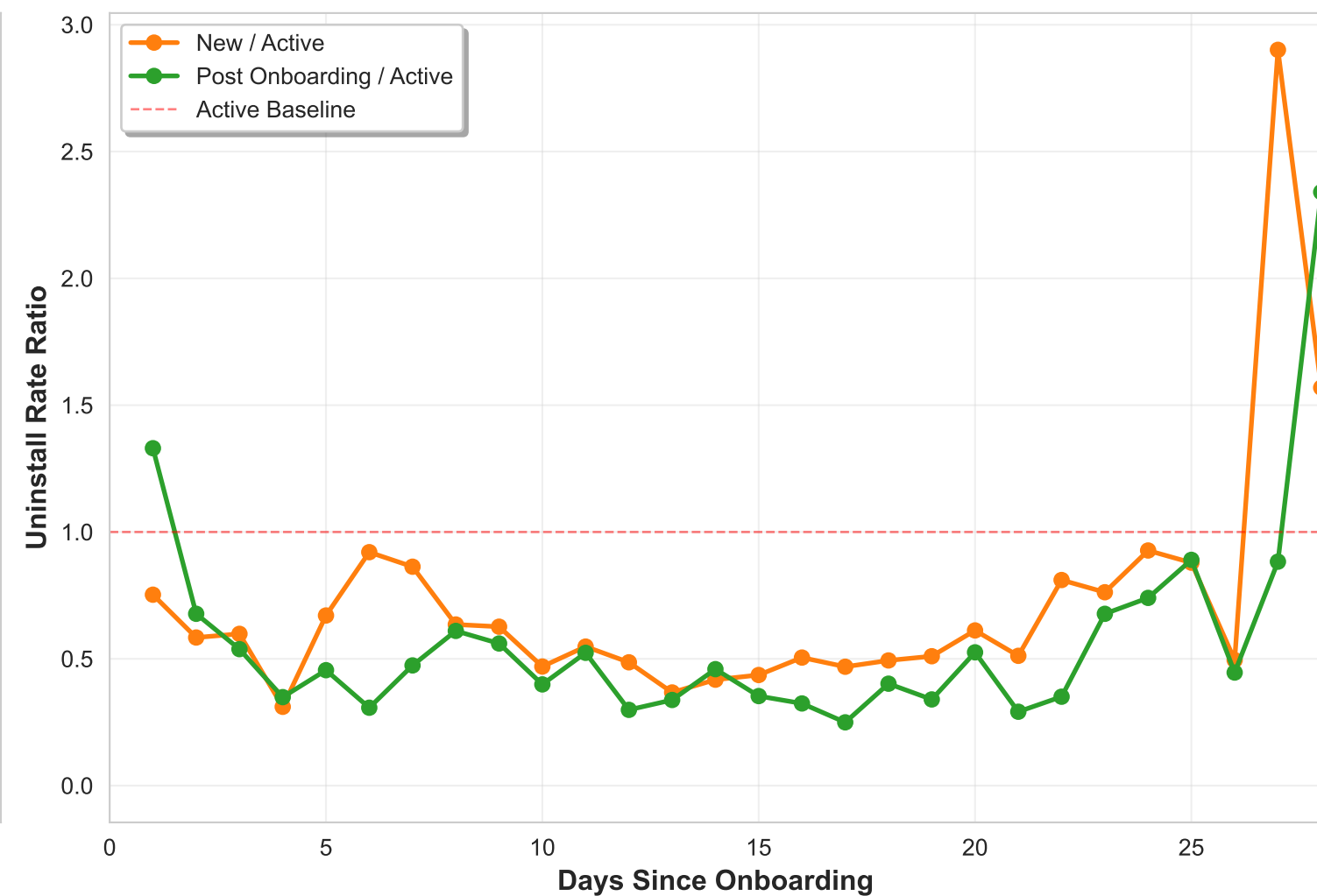
2. Open Rate Ratio (vs Active Baseline)



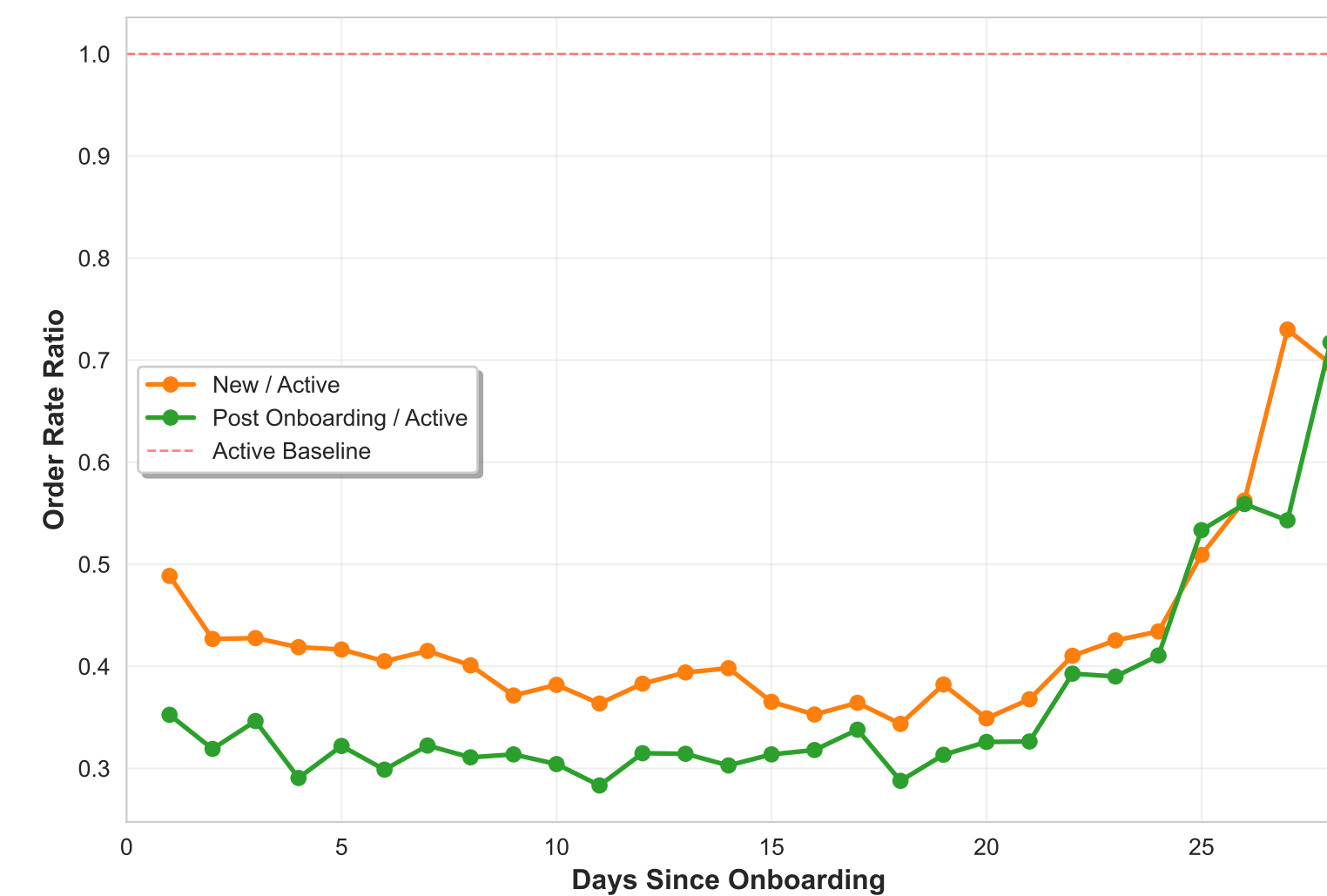
3. Unsubscribe Rate Ratio (vs Active Baseline)



4. Uninstall Rate Ratio (vs Active Baseline)

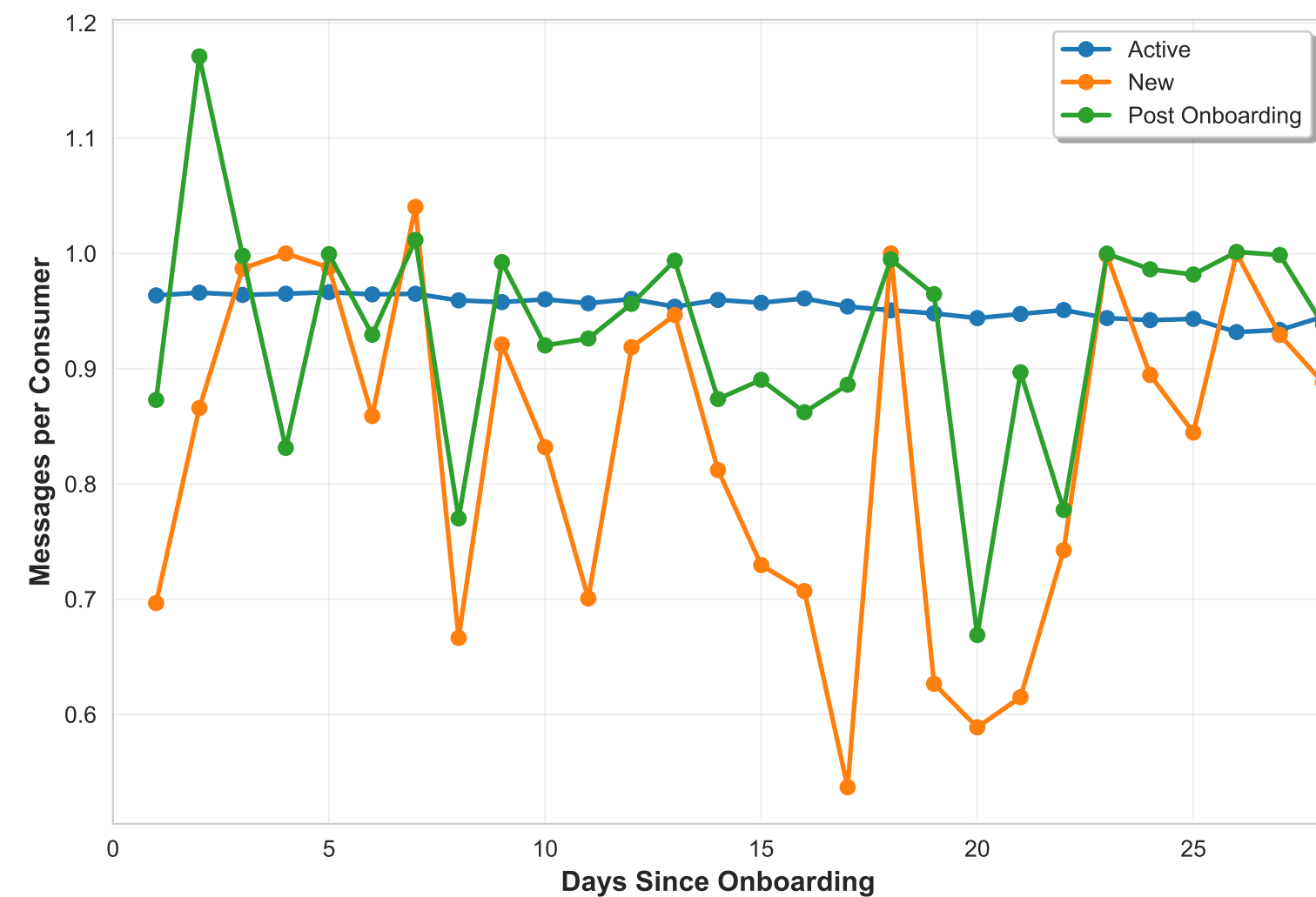


5. Order Rate Ratio (vs Active Baseline)

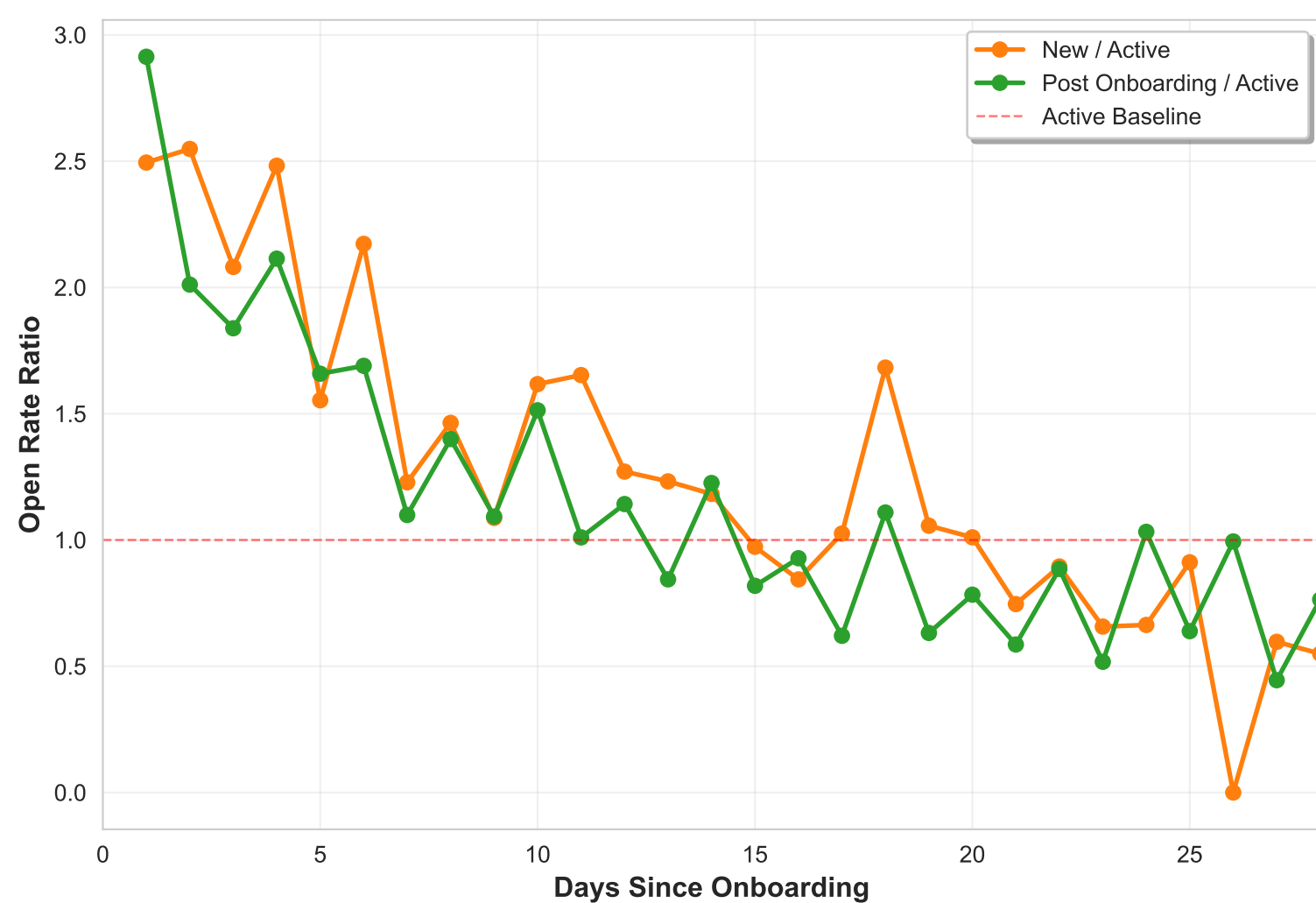


Is New - Notification Metrics

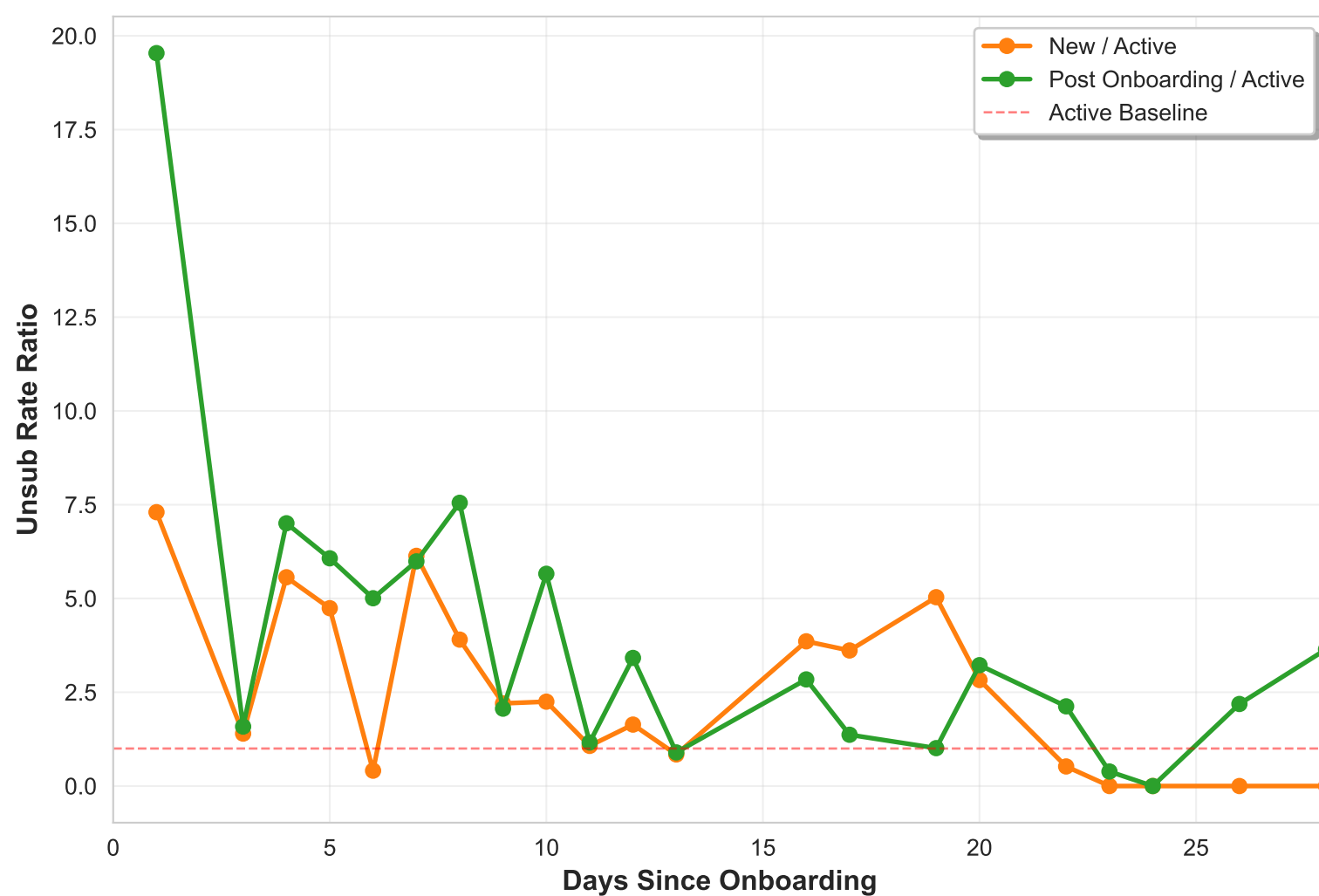
1. Messages per Consumer by Days Since Onboarding



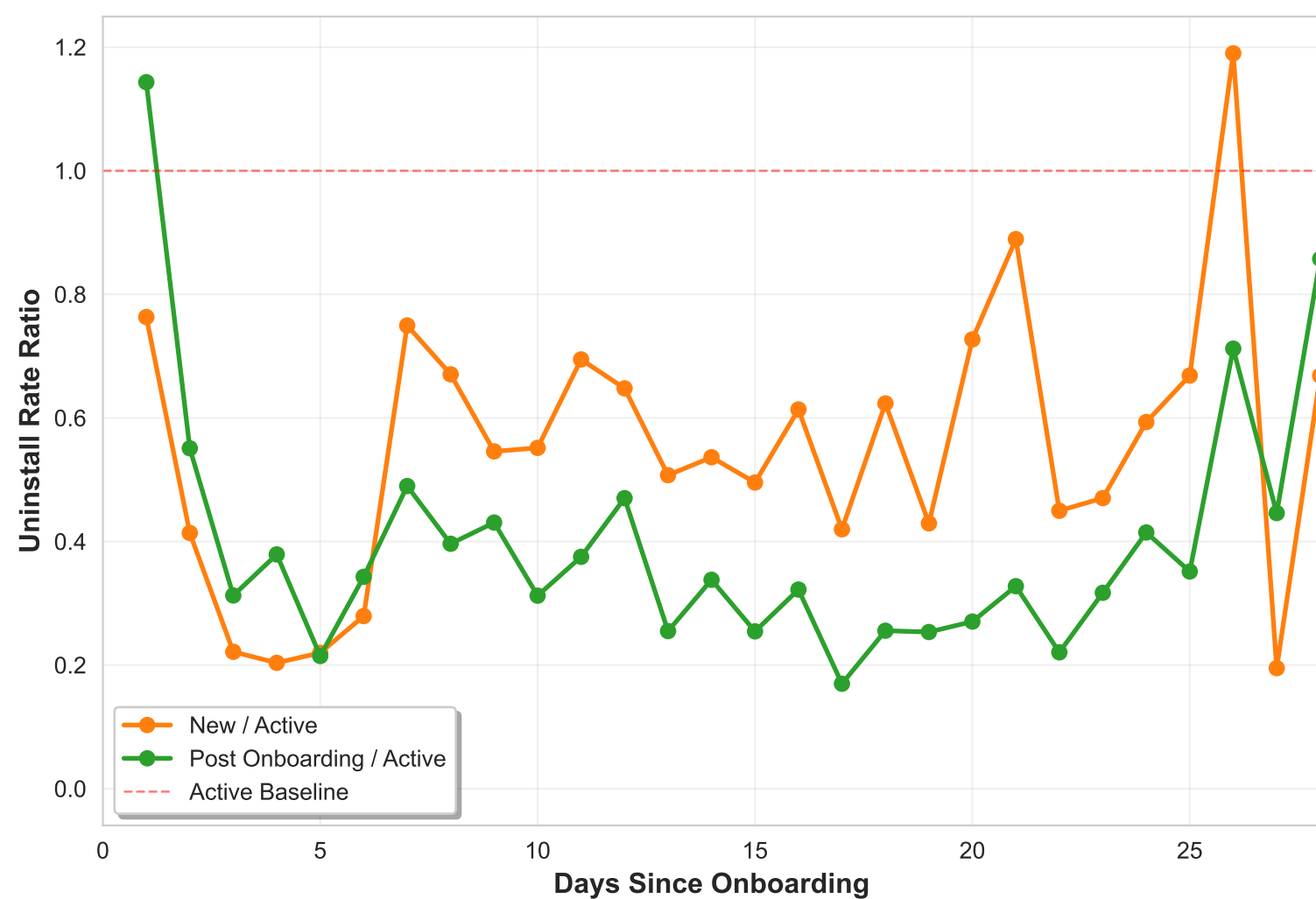
2. Open Rate Ratio (vs Active Baseline)



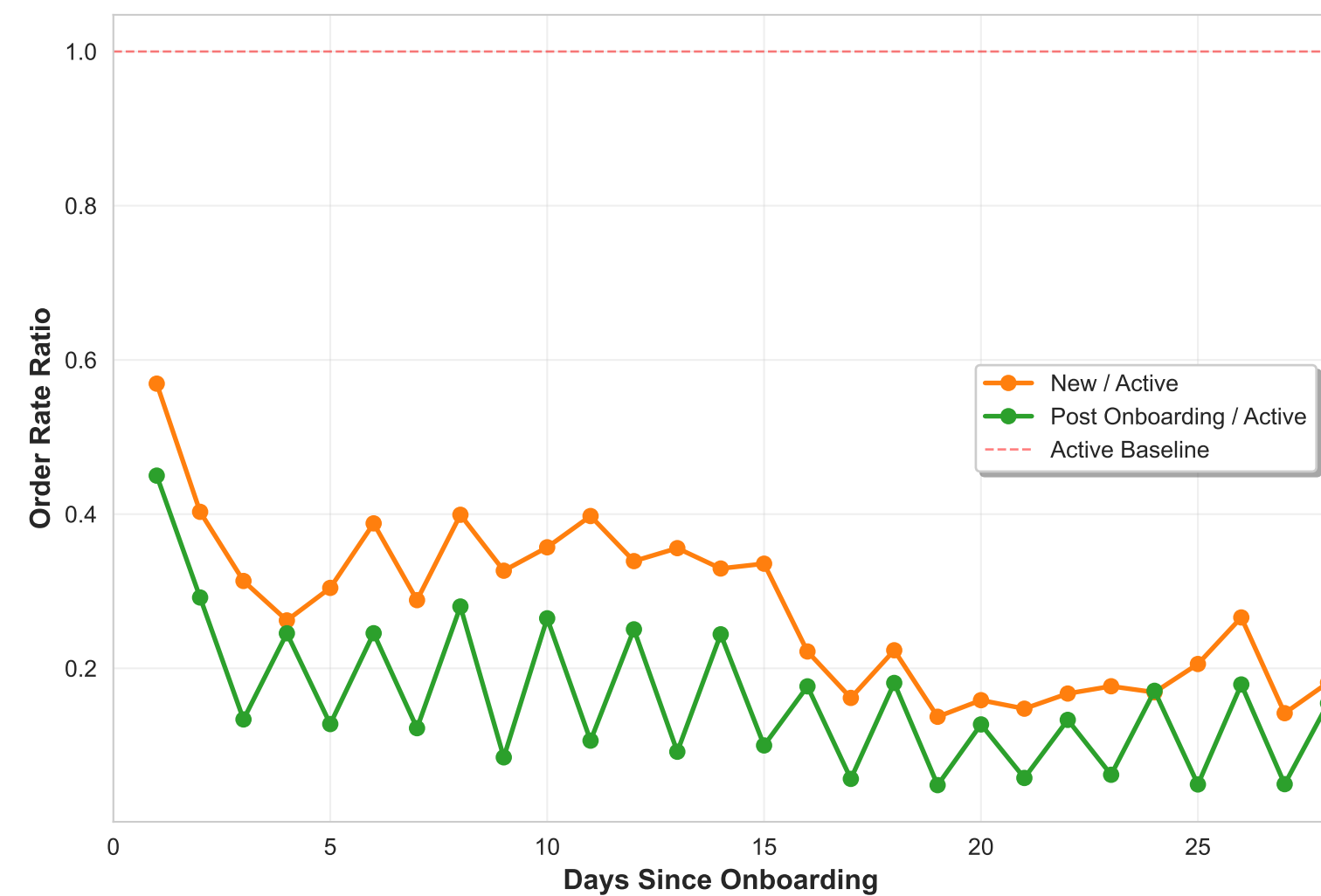
3. Unsubscribe Rate Ratio (vs Active Baseline)



4. Uninstall Rate Ratio (vs Active Baseline)

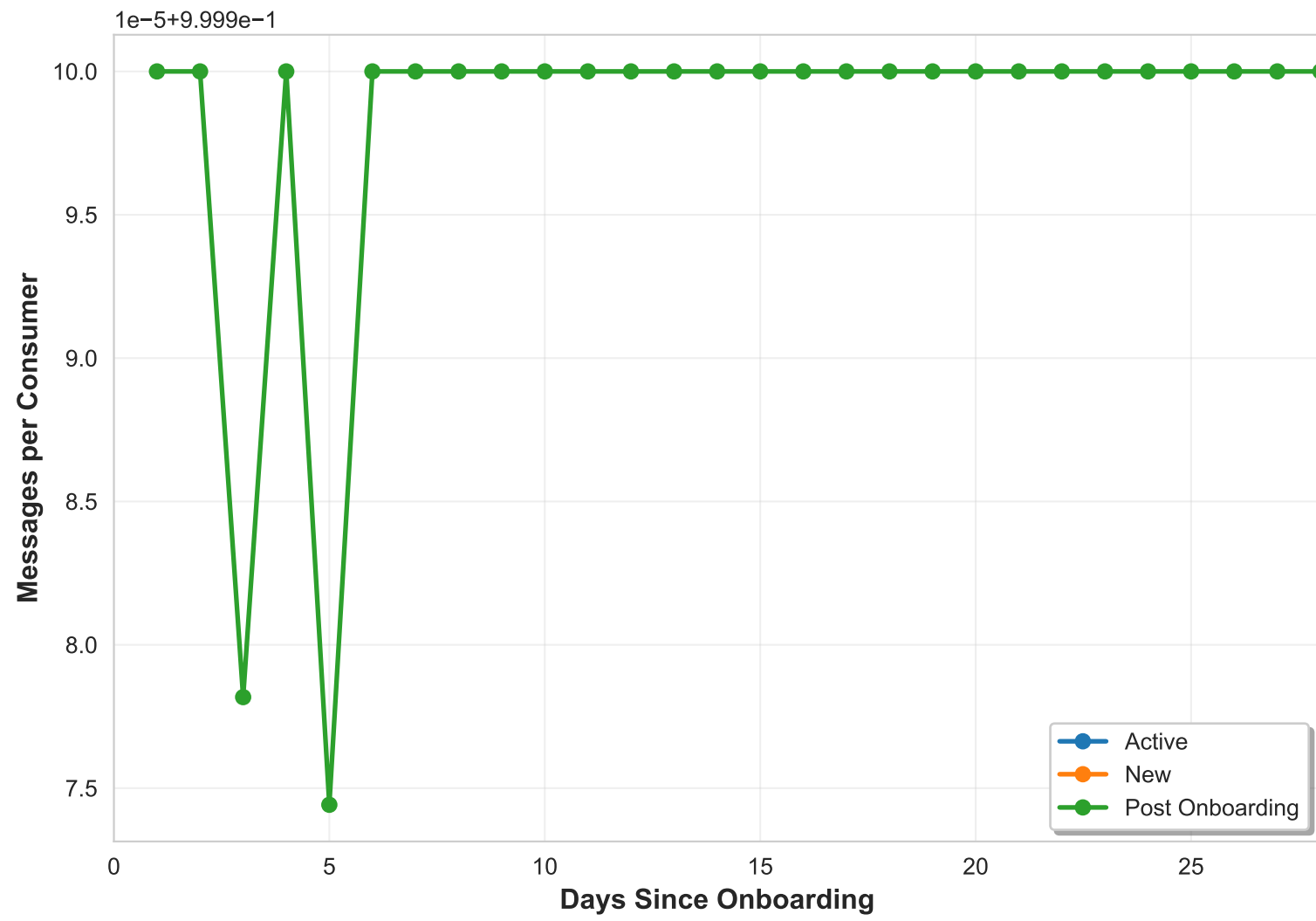


5. Order Rate Ratio (vs Active Baseline)

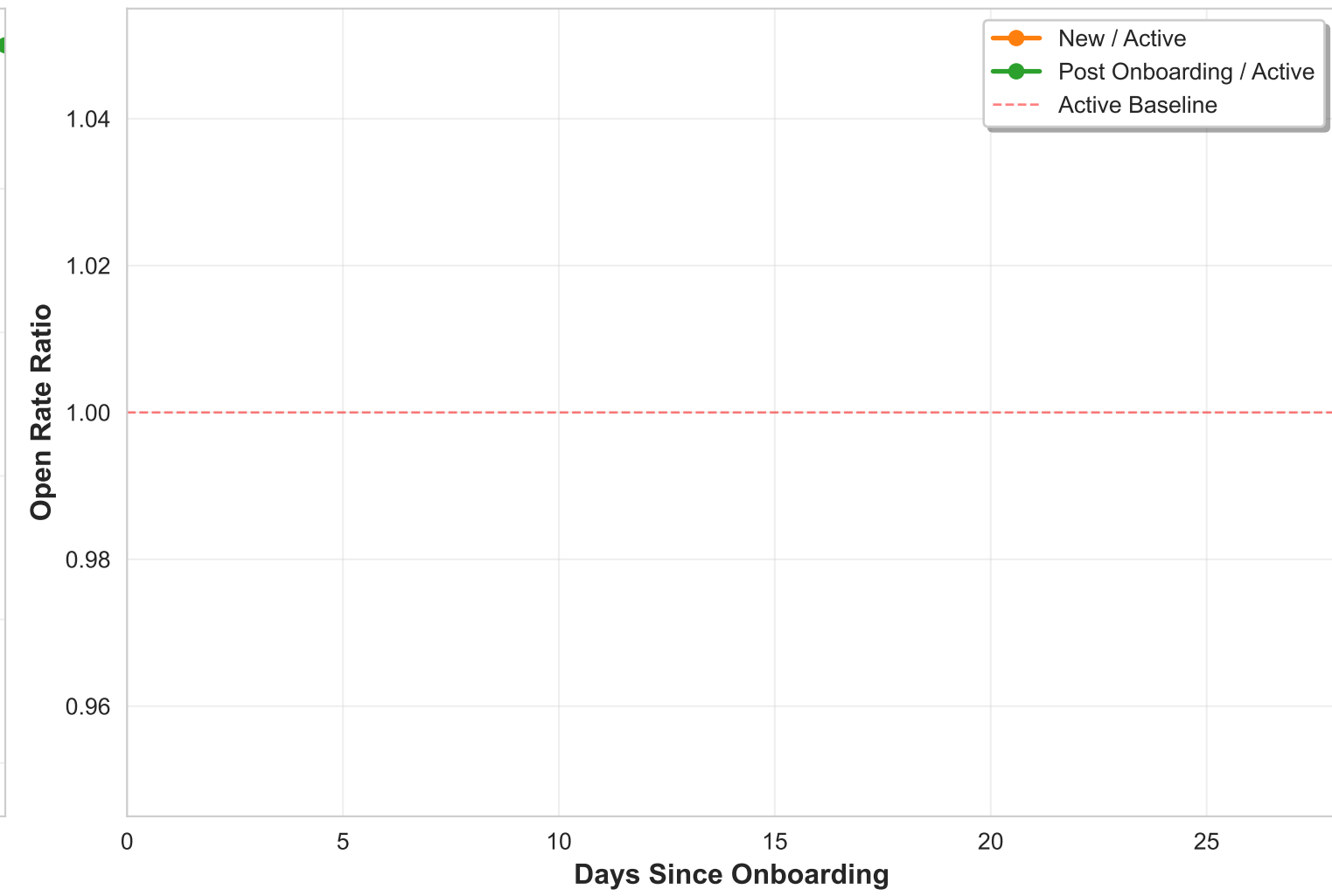


Is Npws - Notification Metrics

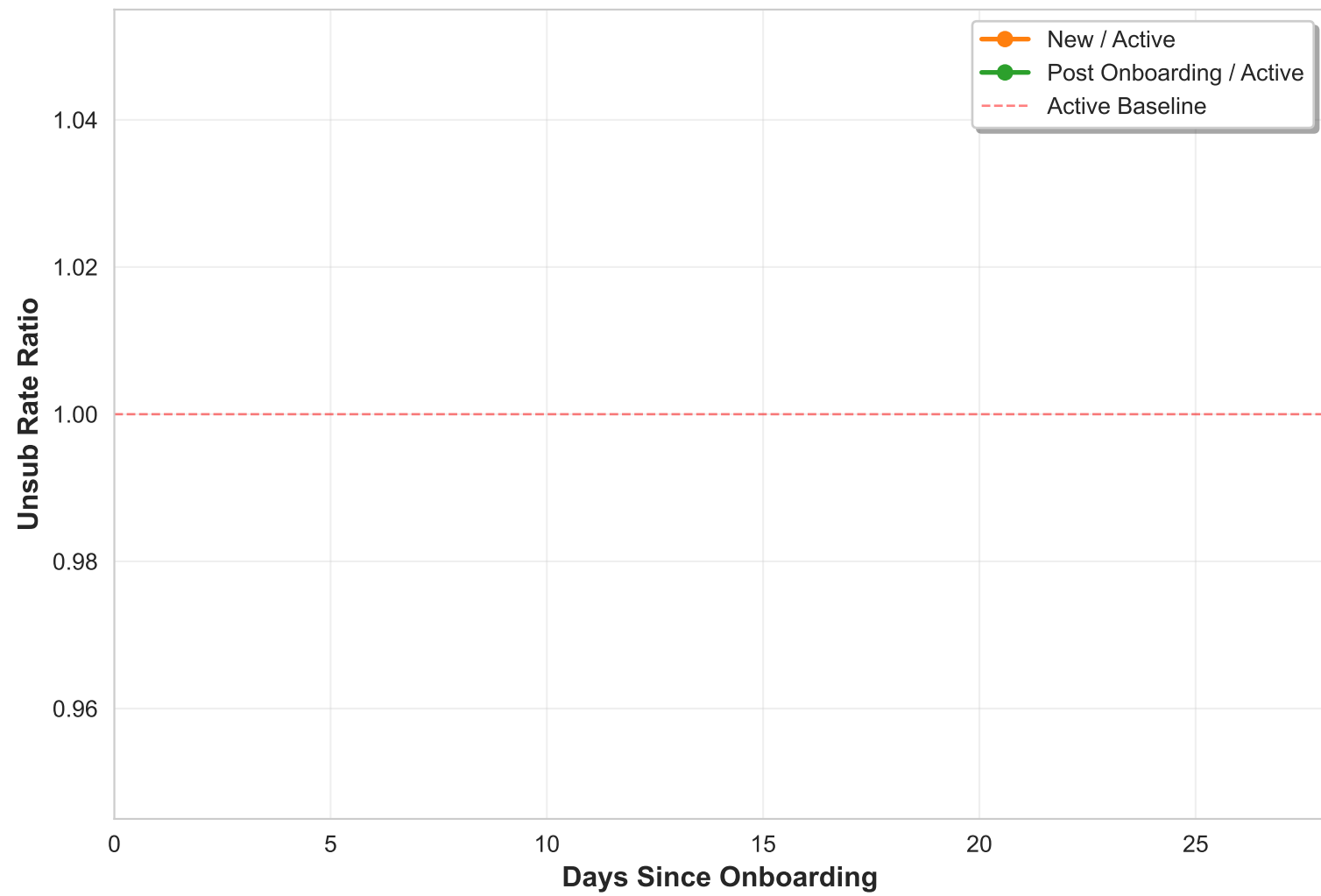
1. Messages per Consumer by Days Since Onboarding



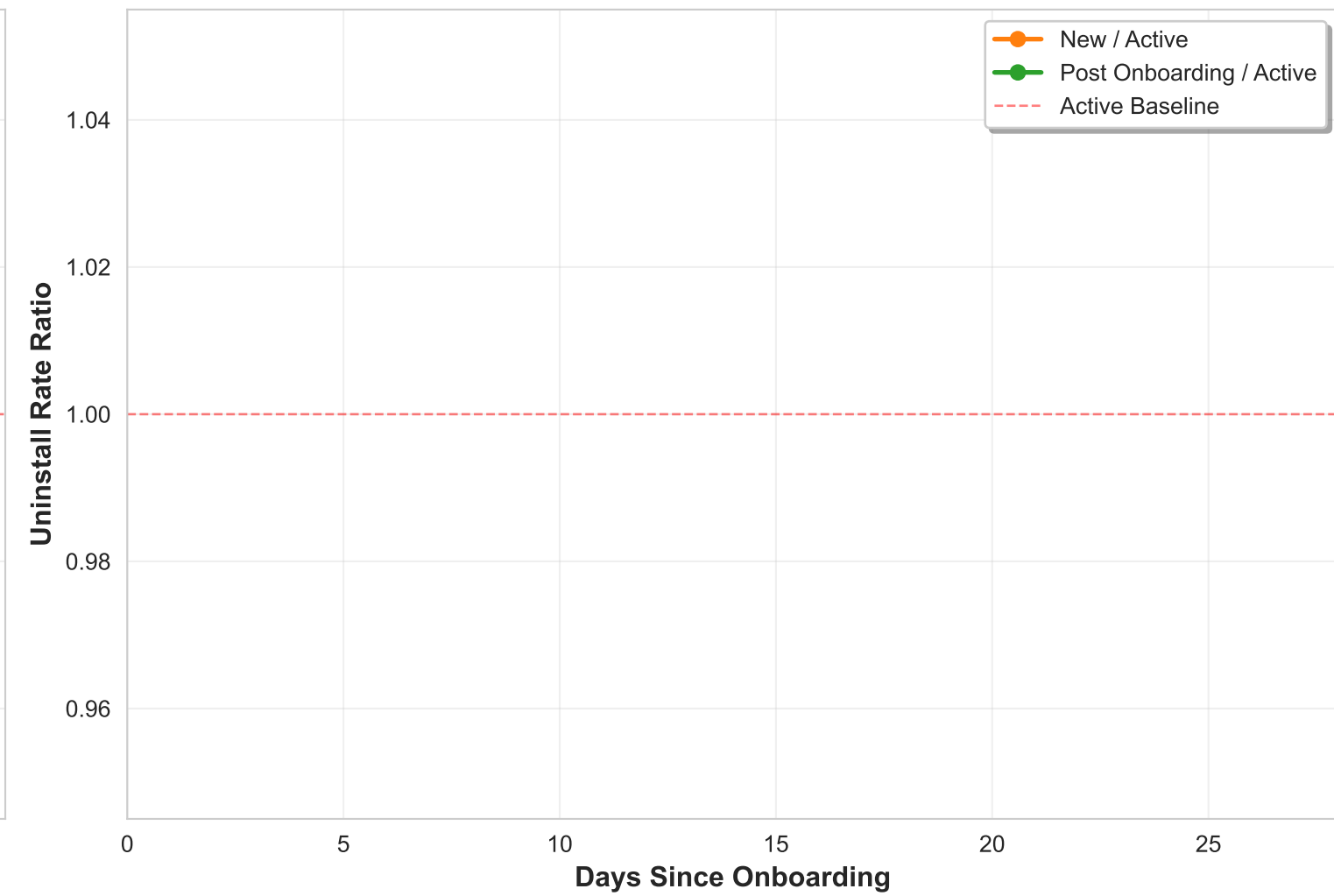
2. Open Rate Ratio (vs Active Baseline)



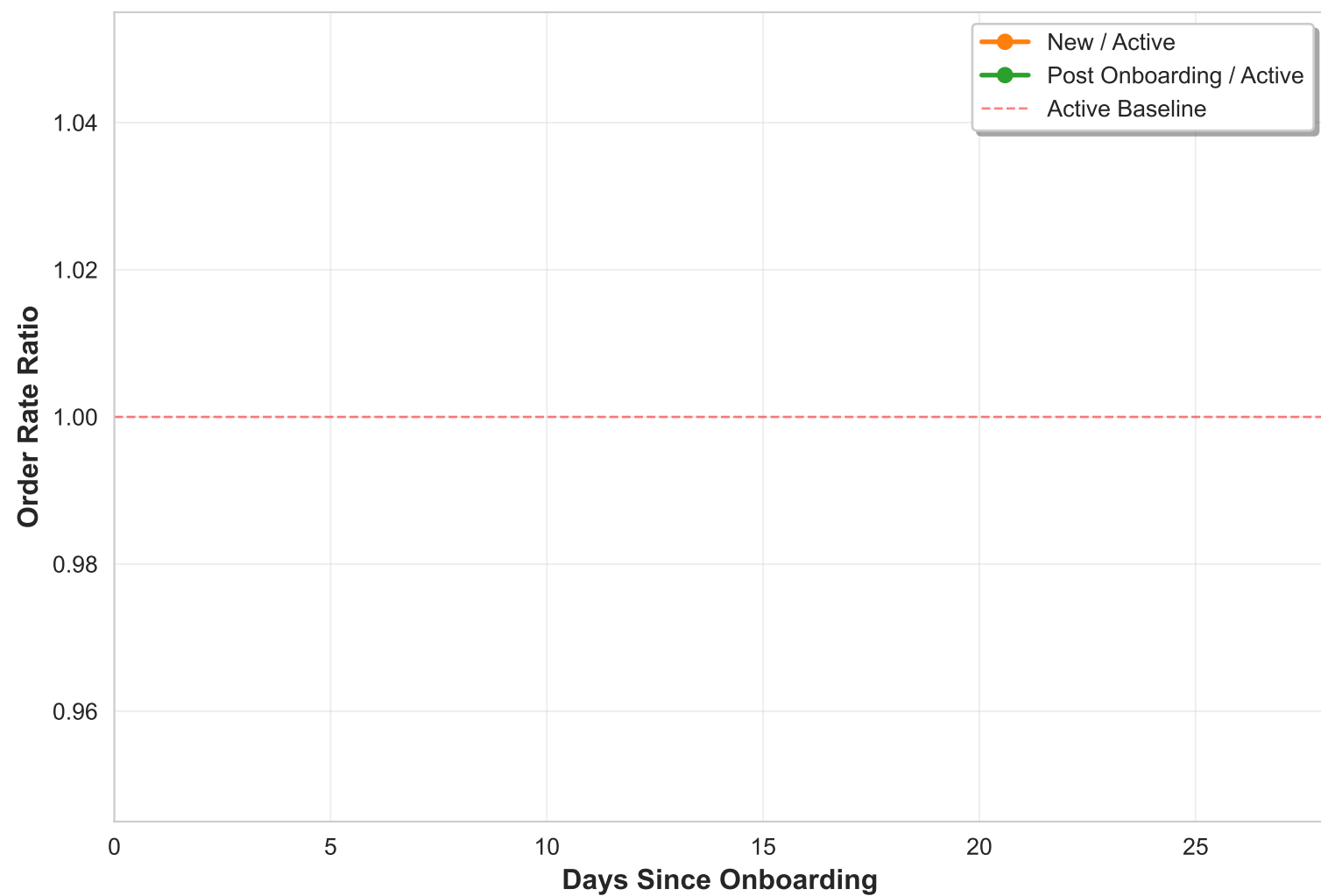
3. Unsubscribe Rate Ratio (vs Active Baseline)



4. Uninstall Rate Ratio (vs Active Baseline)

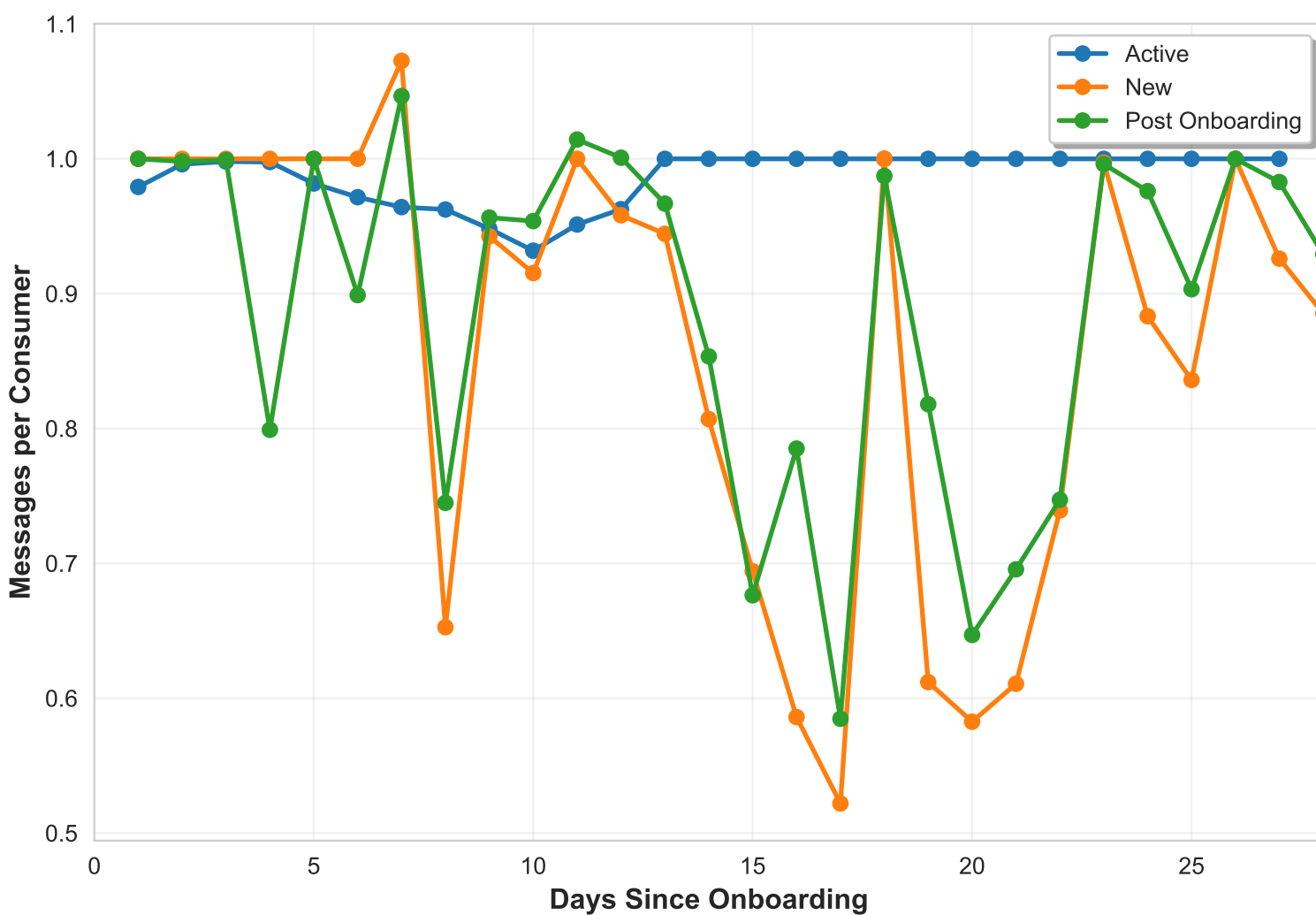


5. Order Rate Ratio (vs Active Baseline)

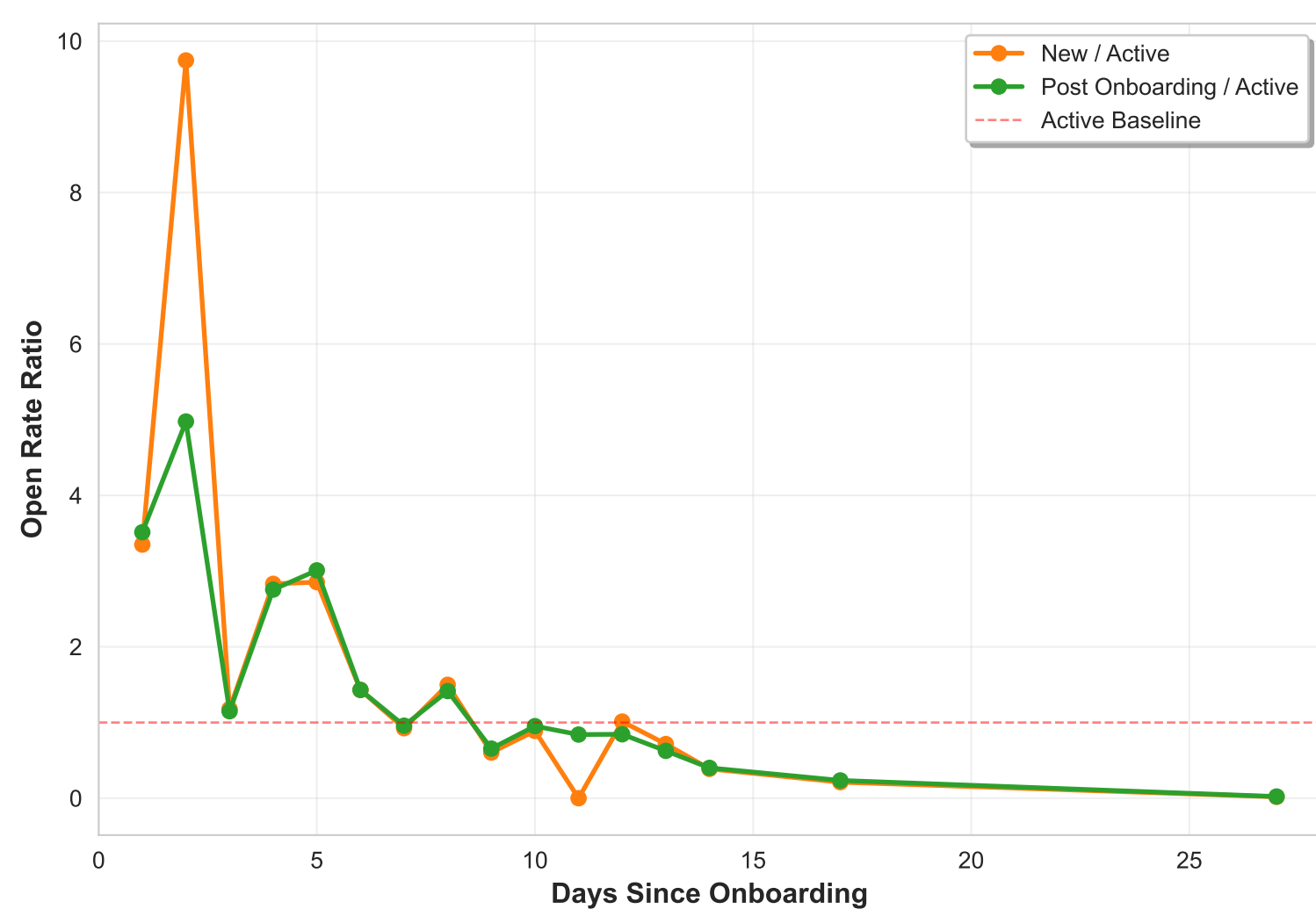


Is Fmx - Notification Metrics

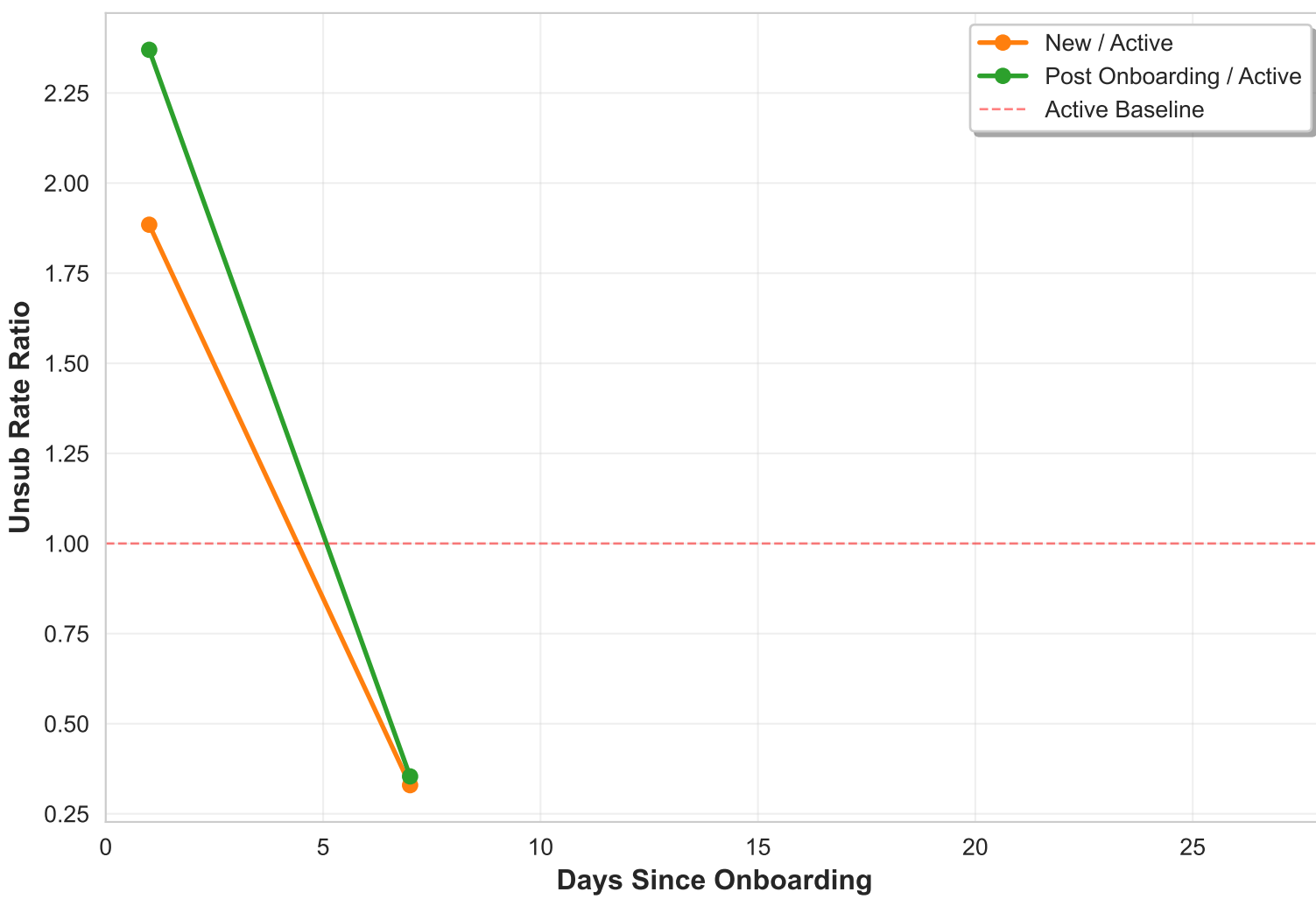
1. Messages per Consumer by Days Since Onboarding



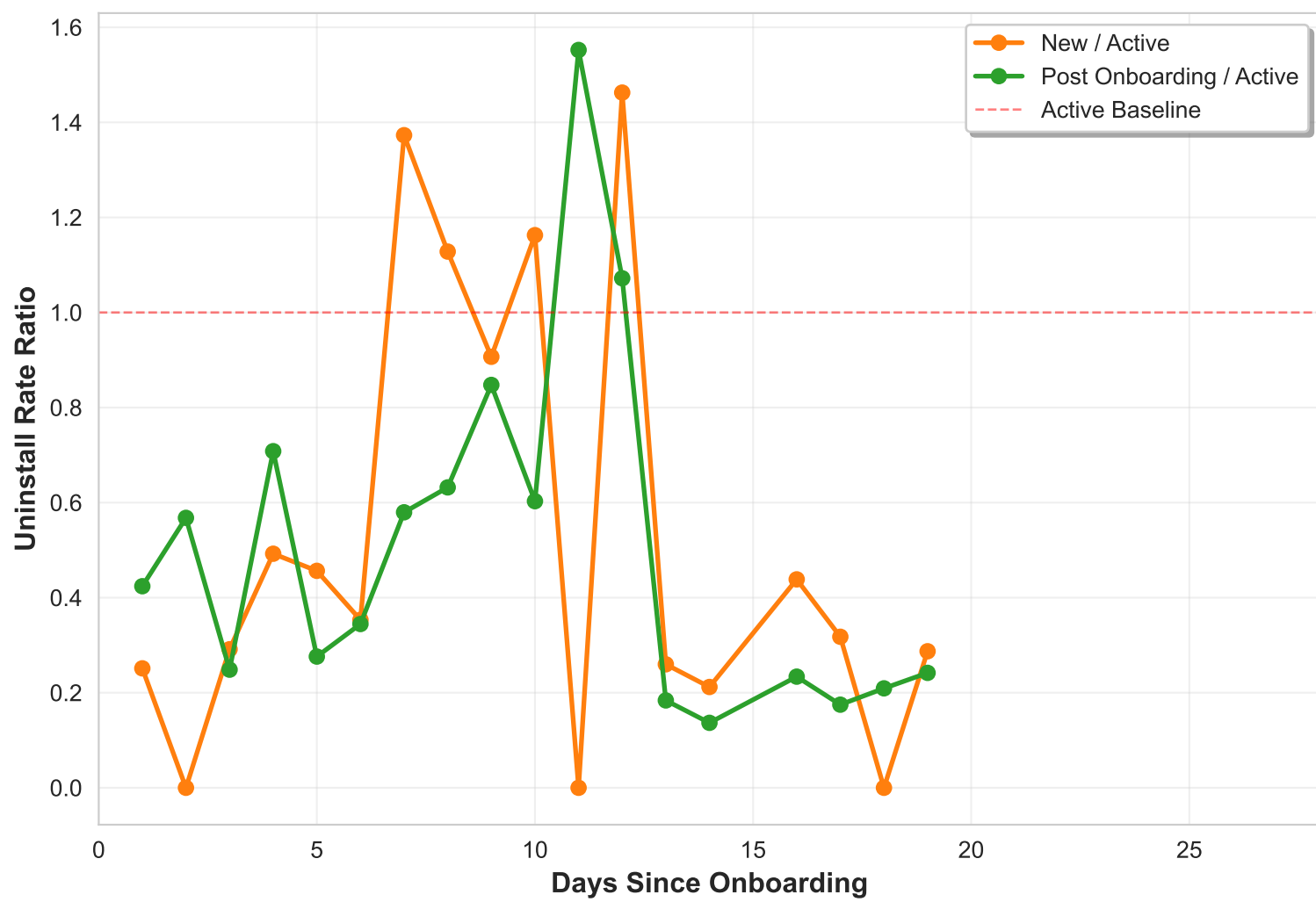
2. Open Rate Ratio (vs Active Baseline)



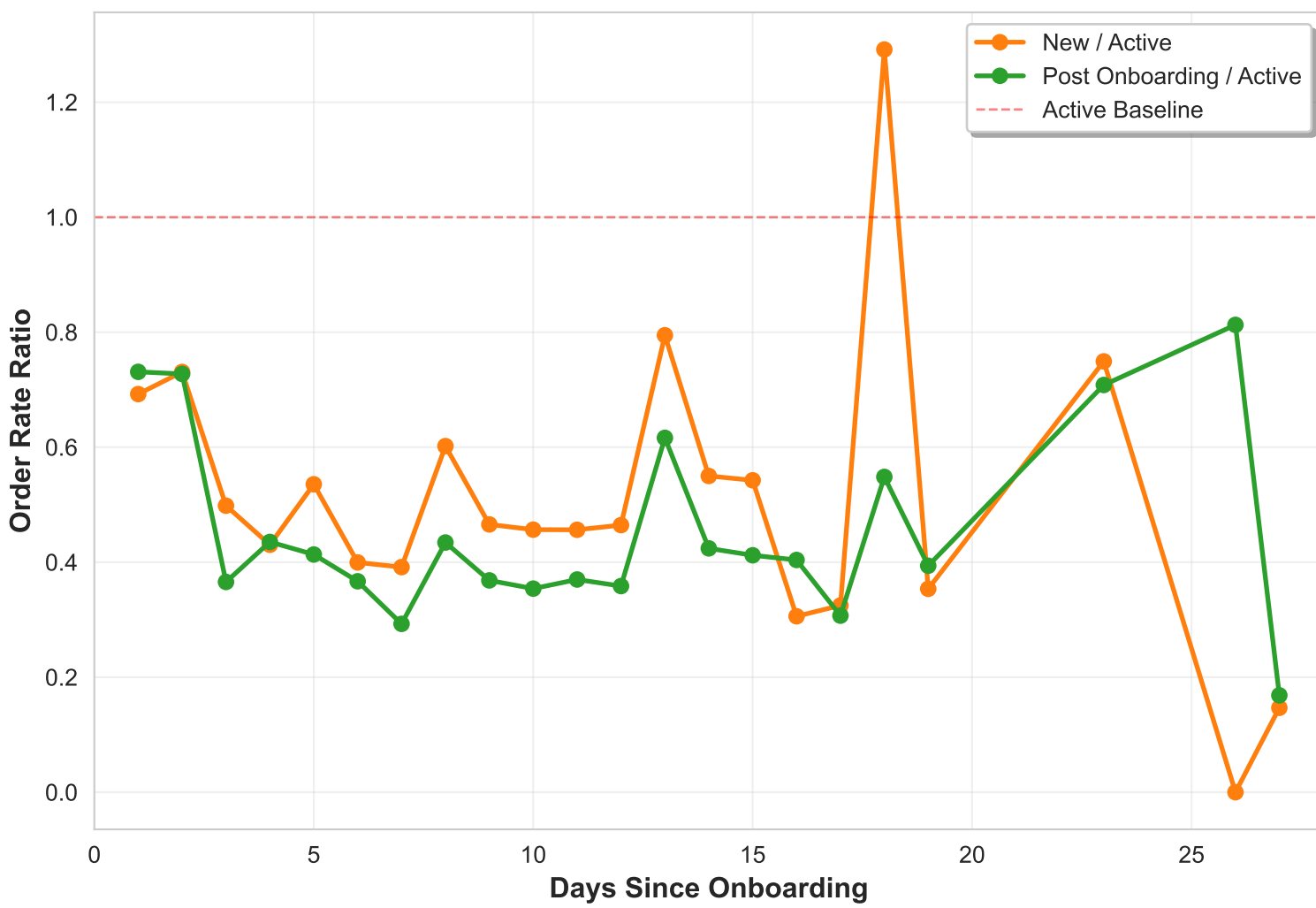
3. Unsubscribe Rate Ratio (vs Active Baseline)



4. Uninstall Rate Ratio (vs Active Baseline)

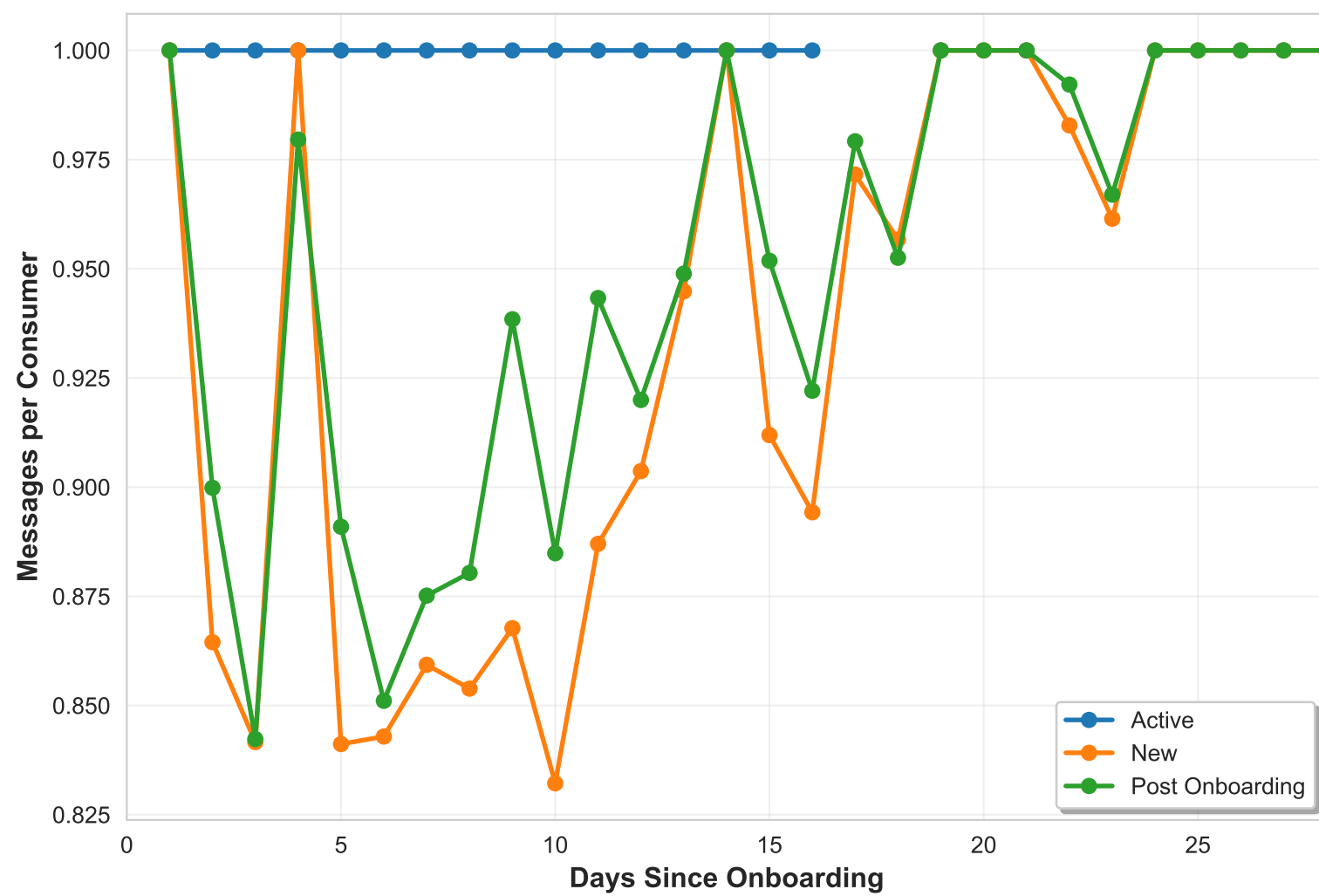


5. Order Rate Ratio (vs Active Baseline)

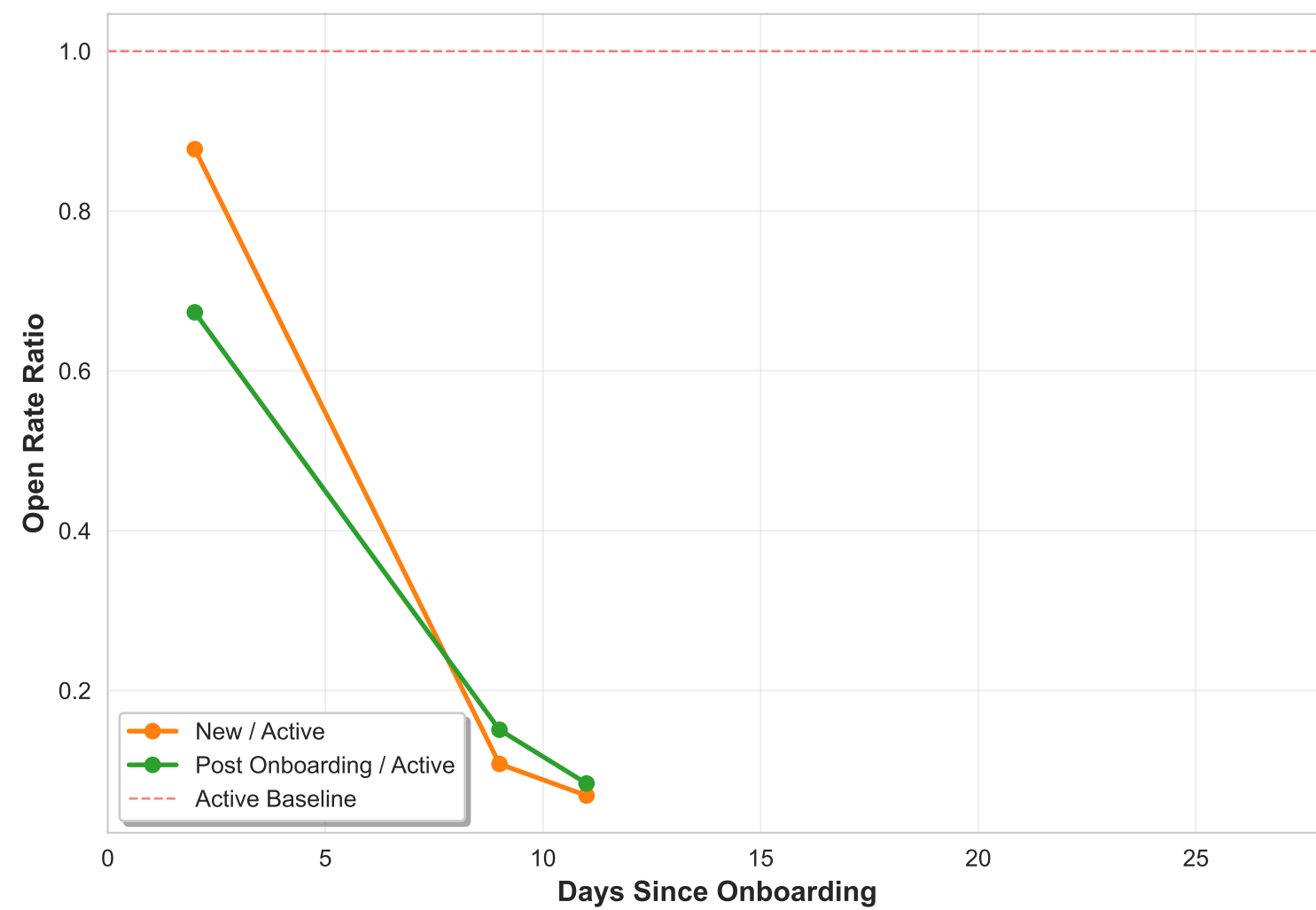


Is Challenge - Notification Metrics

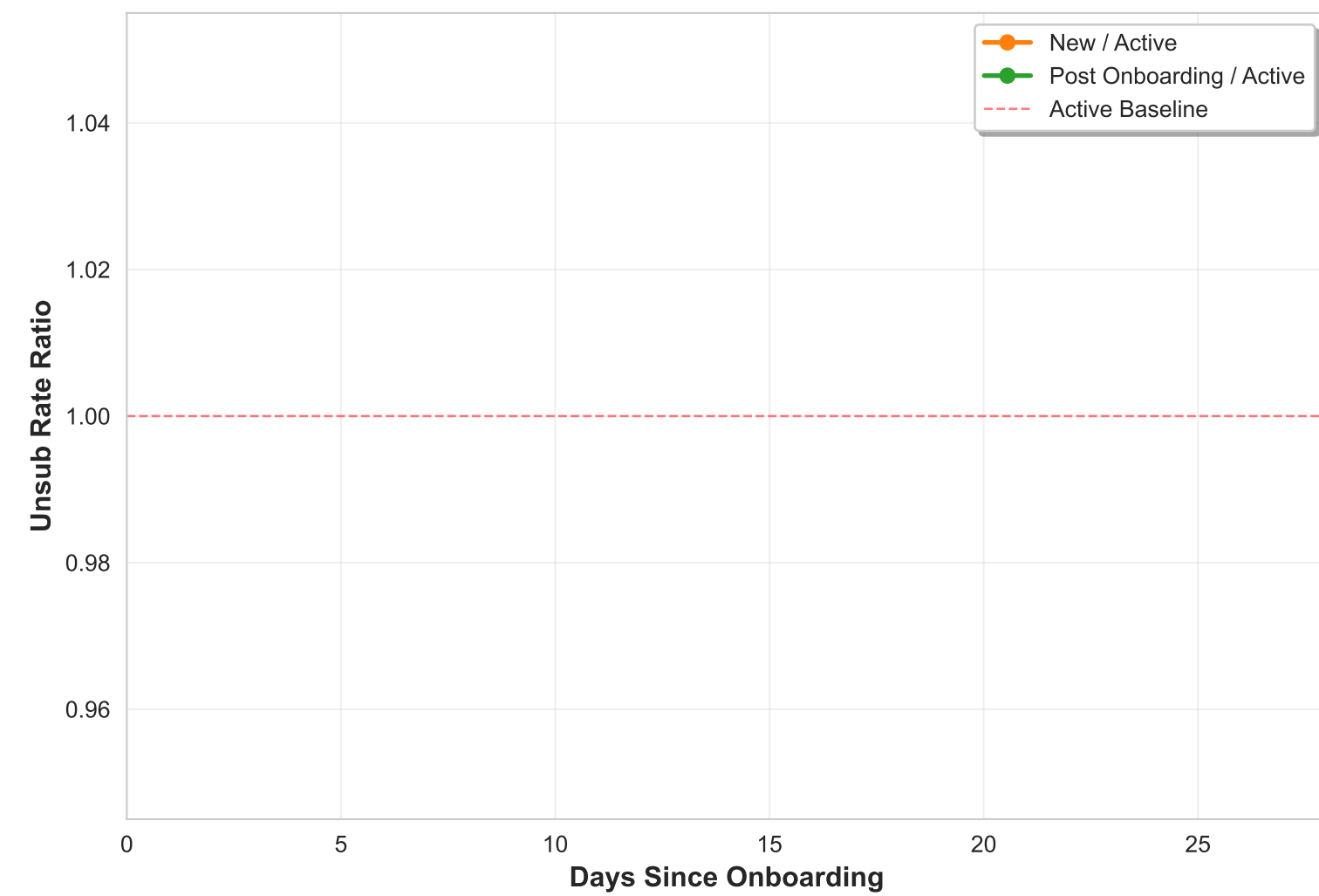
1. Messages per Consumer by Days Since Onboarding



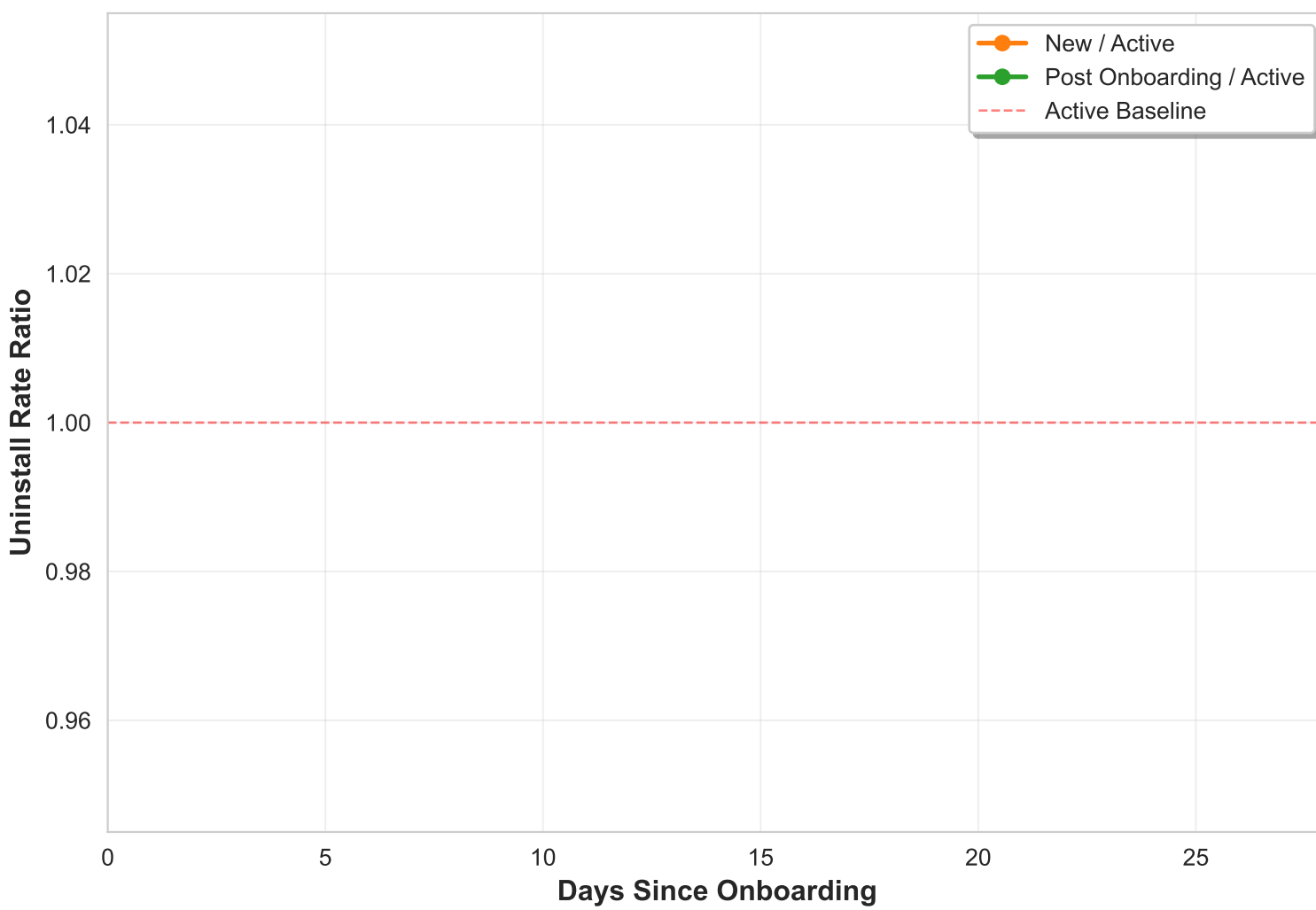
2. Open Rate Ratio (vs Active Baseline)



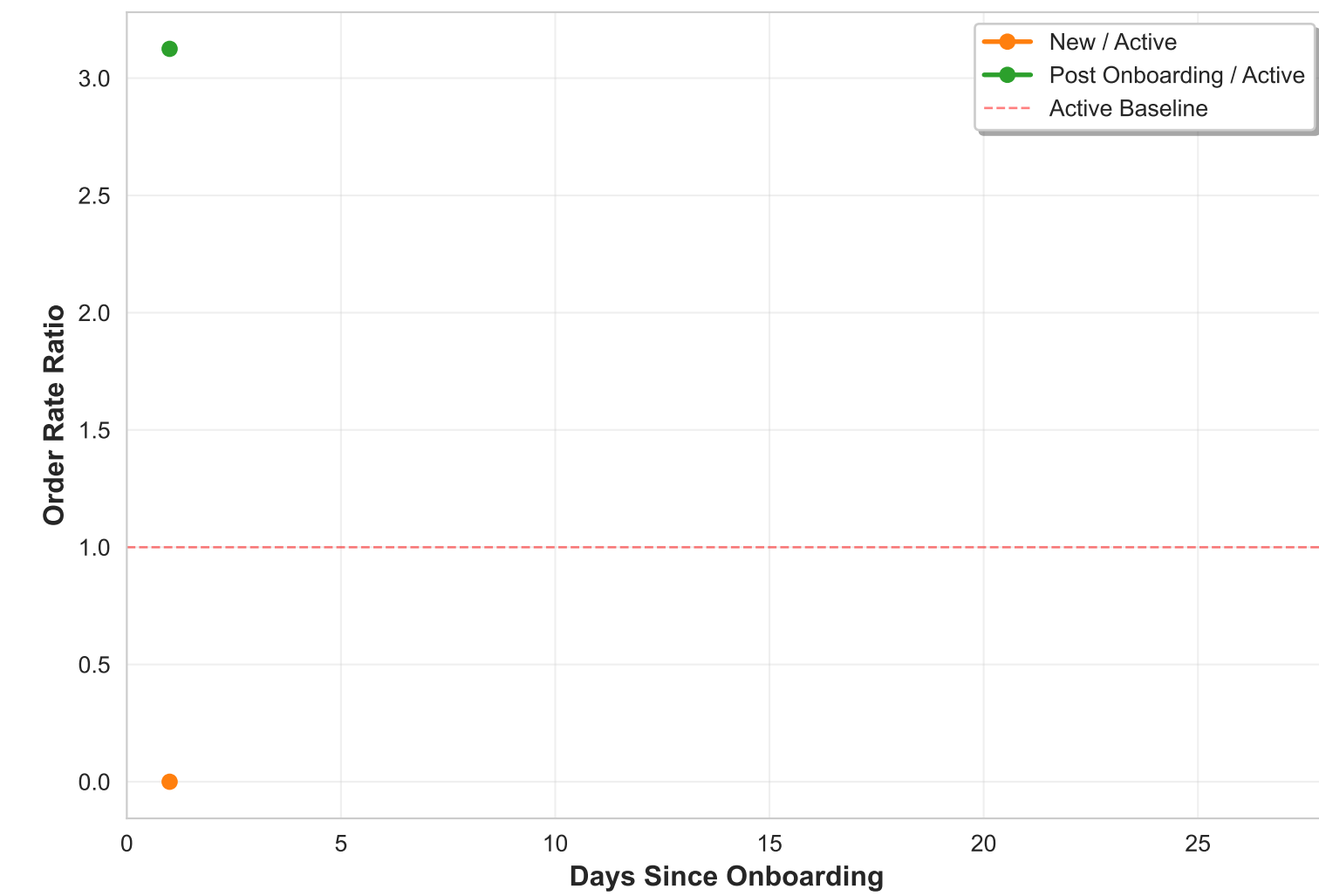
3. Unsubscribe Rate Ratio (vs Active Baseline)



4. Uninstall Rate Ratio (vs Active Baseline)

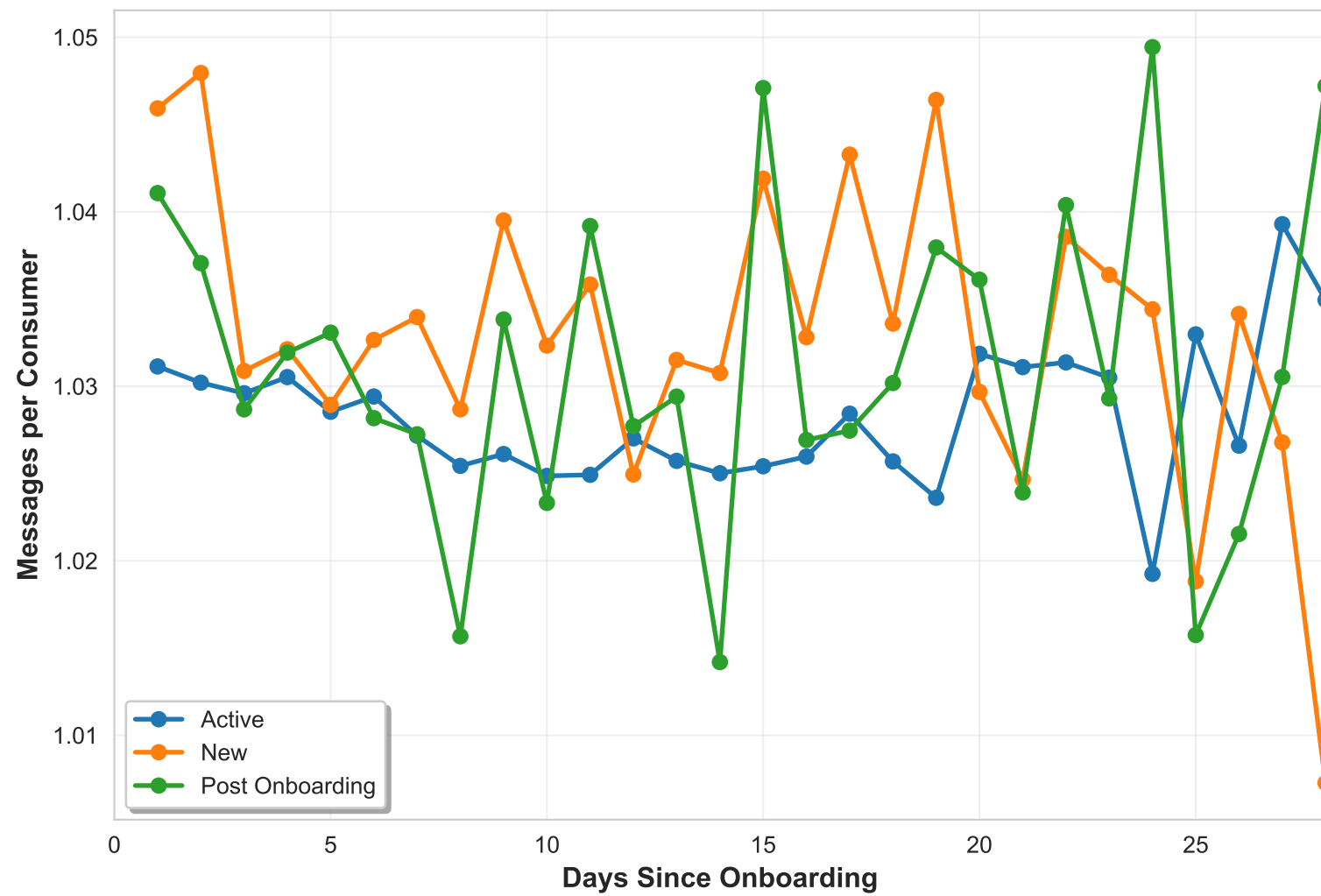


5. Order Rate Ratio (vs Active Baseline)

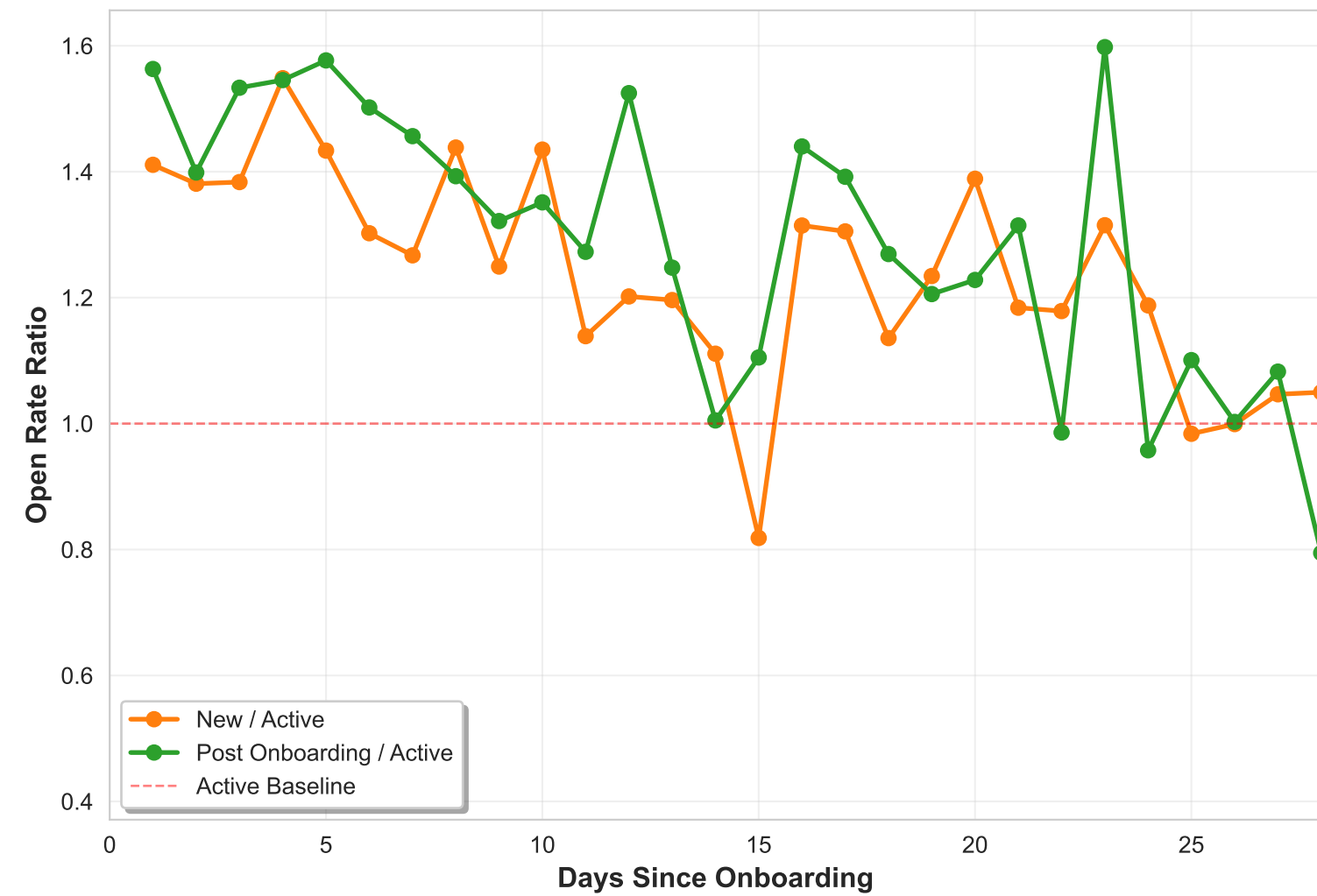


Is Abandon Campaign - Notification Metrics

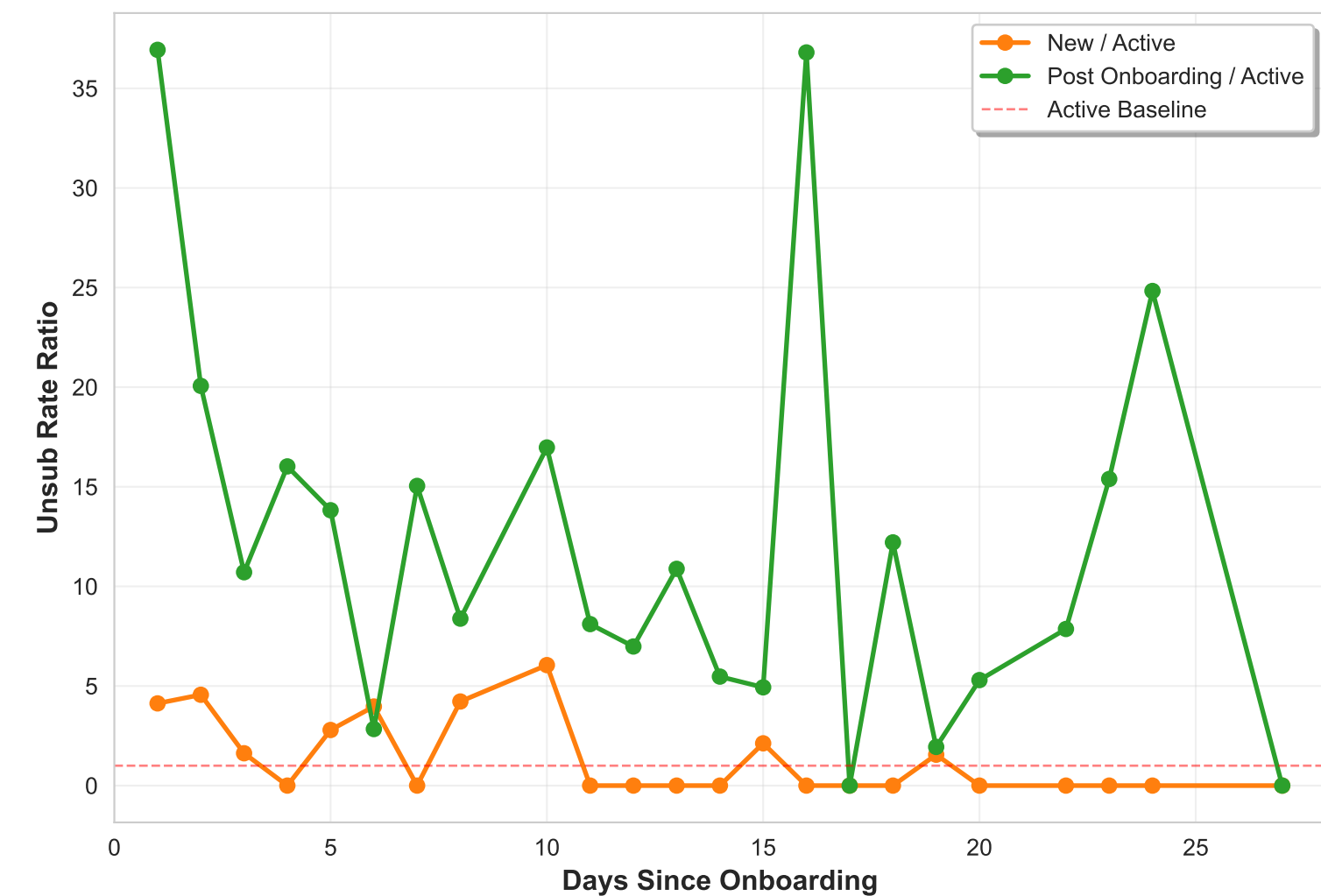
1. Messages per Consumer by Days Since Onboarding



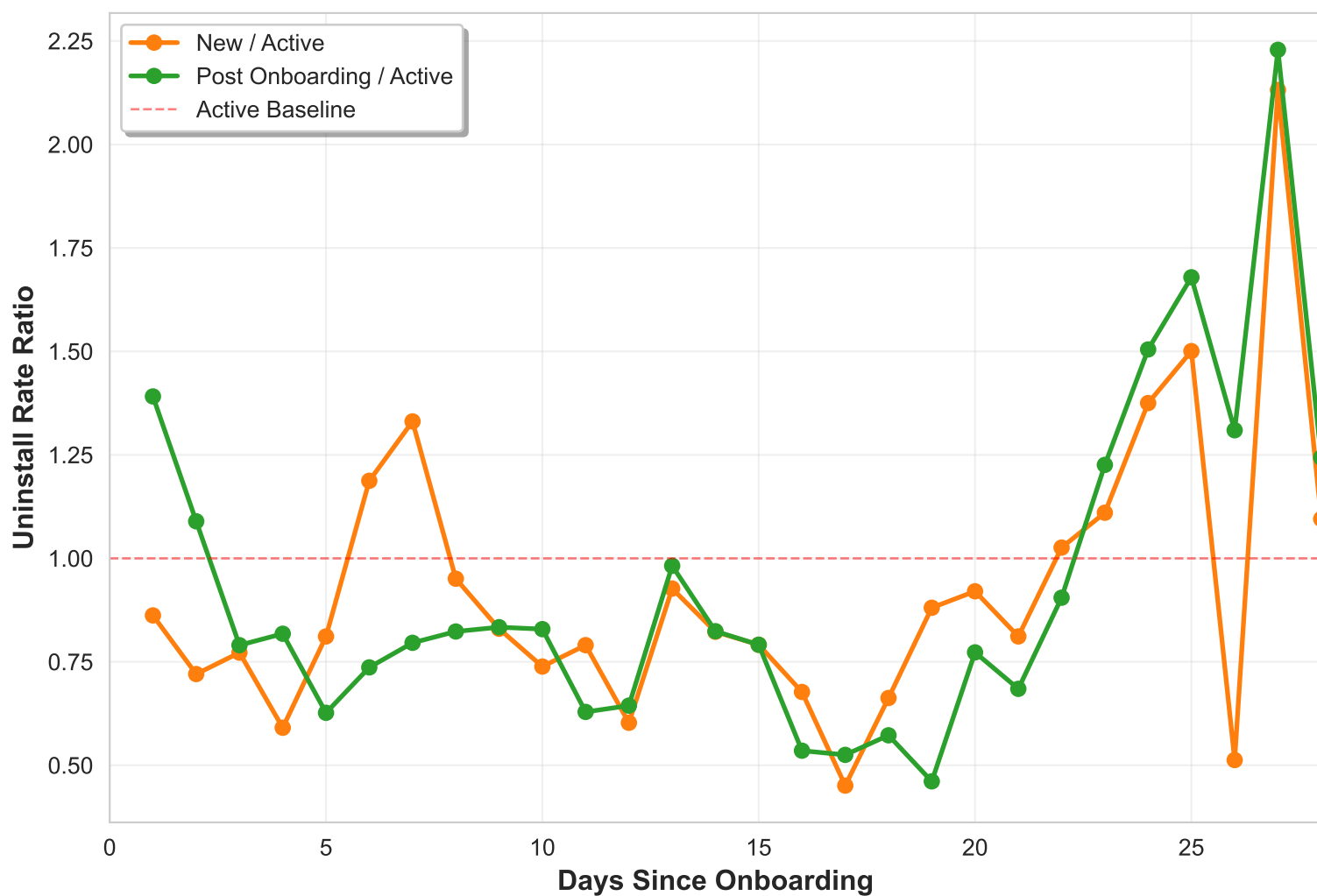
2. Open Rate Ratio (vs Active Baseline)



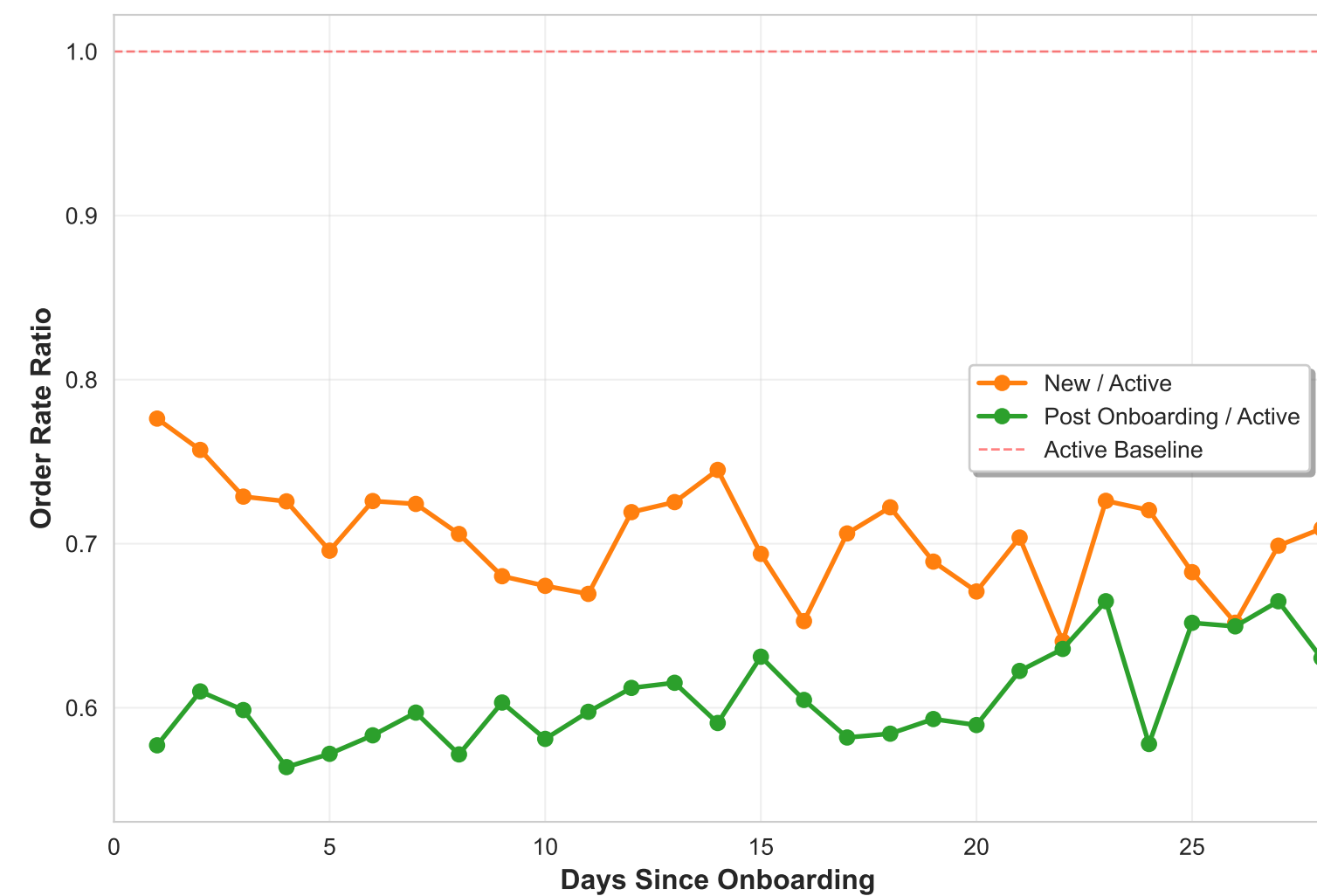
3. Unsubscribe Rate Ratio (vs Active Baseline)



4. Uninstall Rate Ratio (vs Active Baseline)

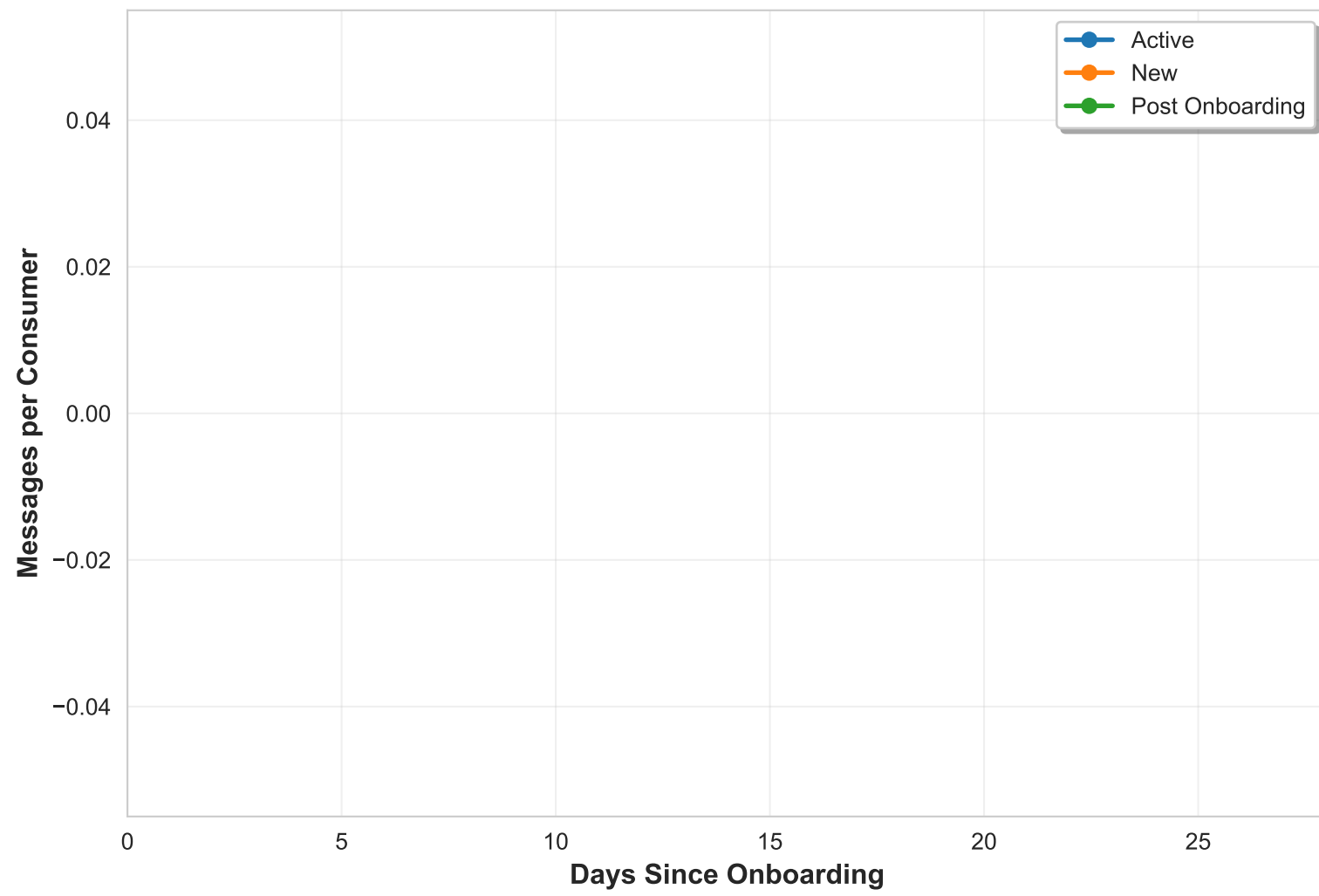


5. Order Rate Ratio (vs Active Baseline)

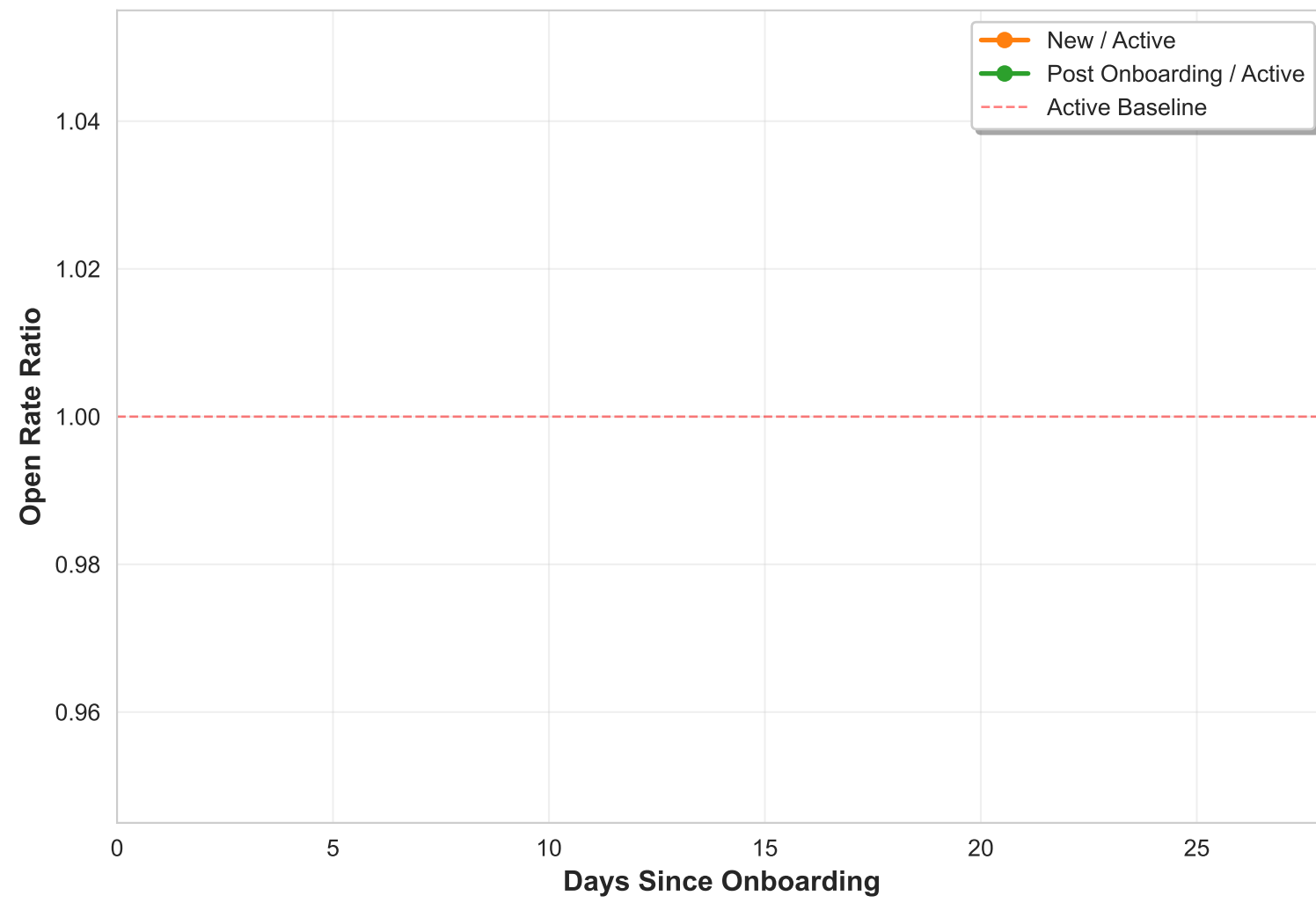


Is Post Order - Notification Metrics

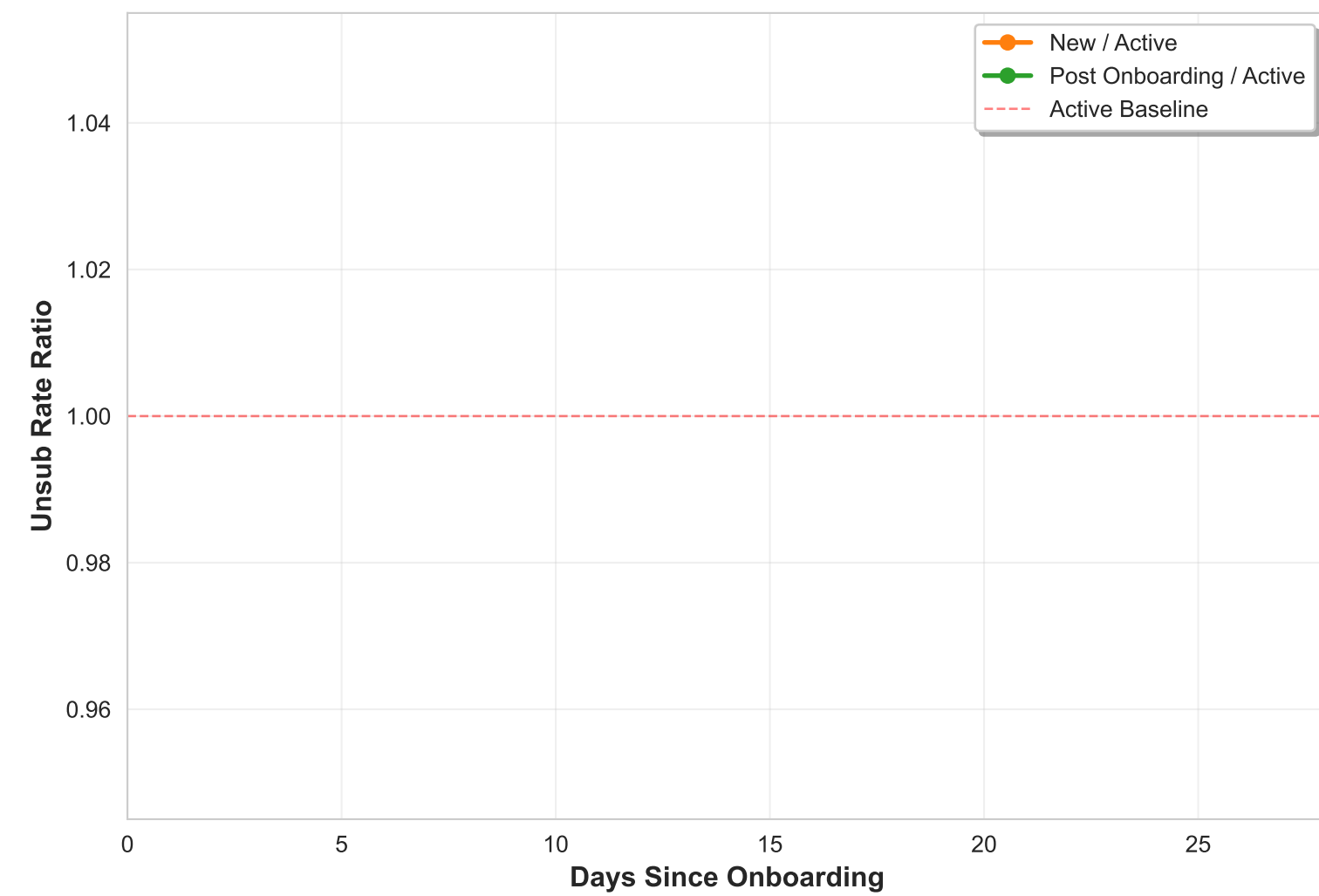
1. Messages per Consumer by Days Since Onboarding



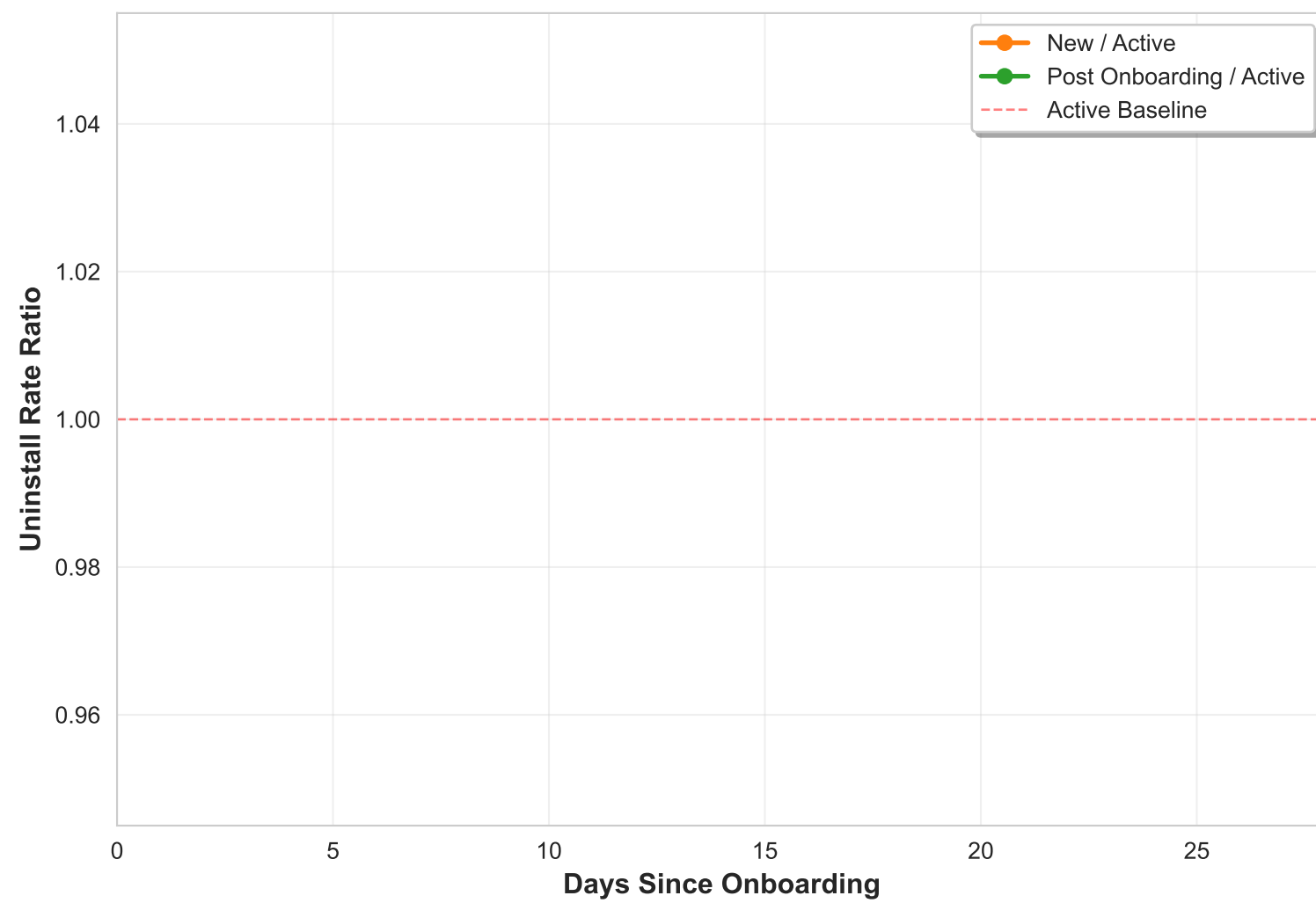
2. Open Rate Ratio (vs Active Baseline)



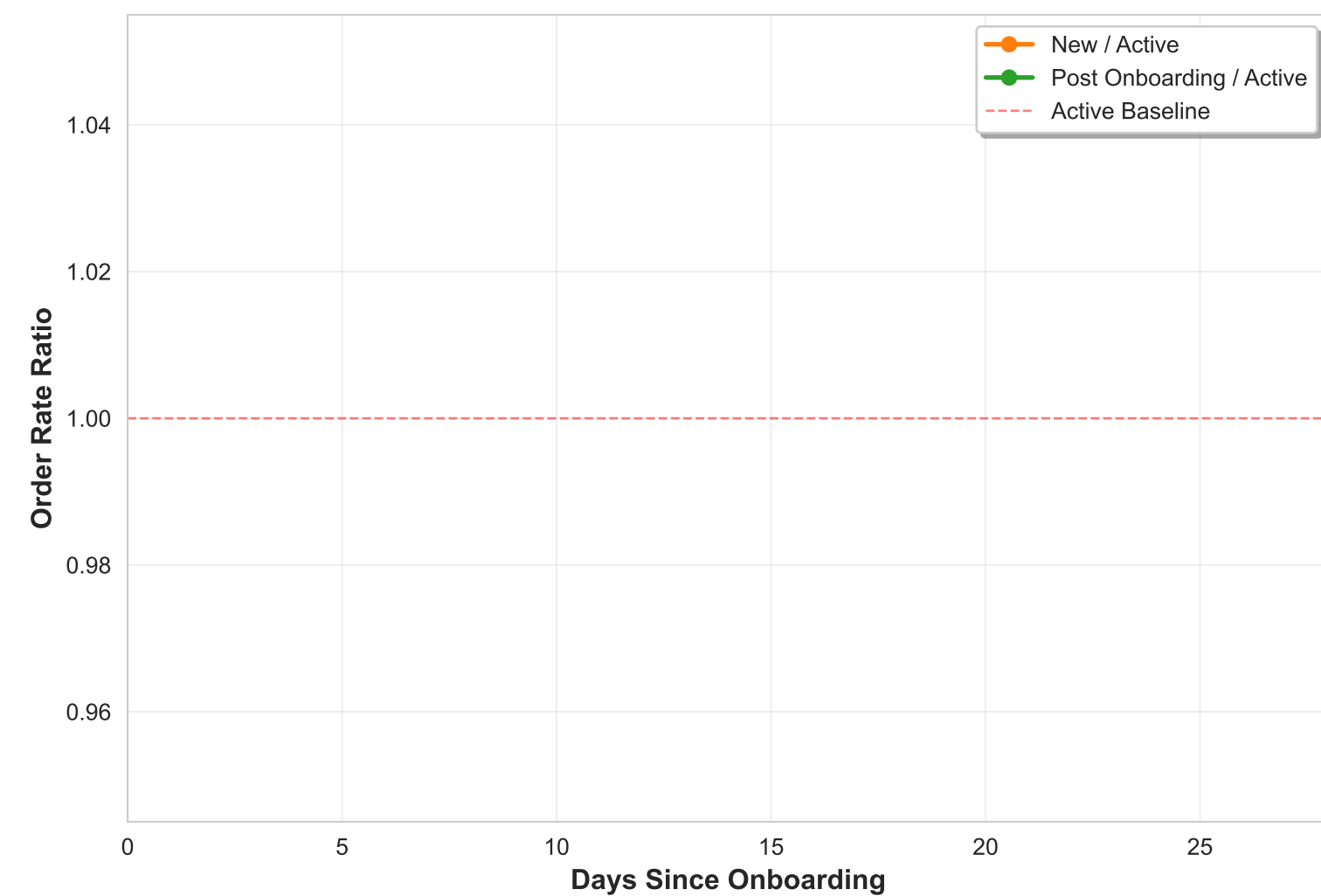
3. Unsubscribe Rate Ratio (vs Active Baseline)



4. Uninstall Rate Ratio (vs Active Baseline)

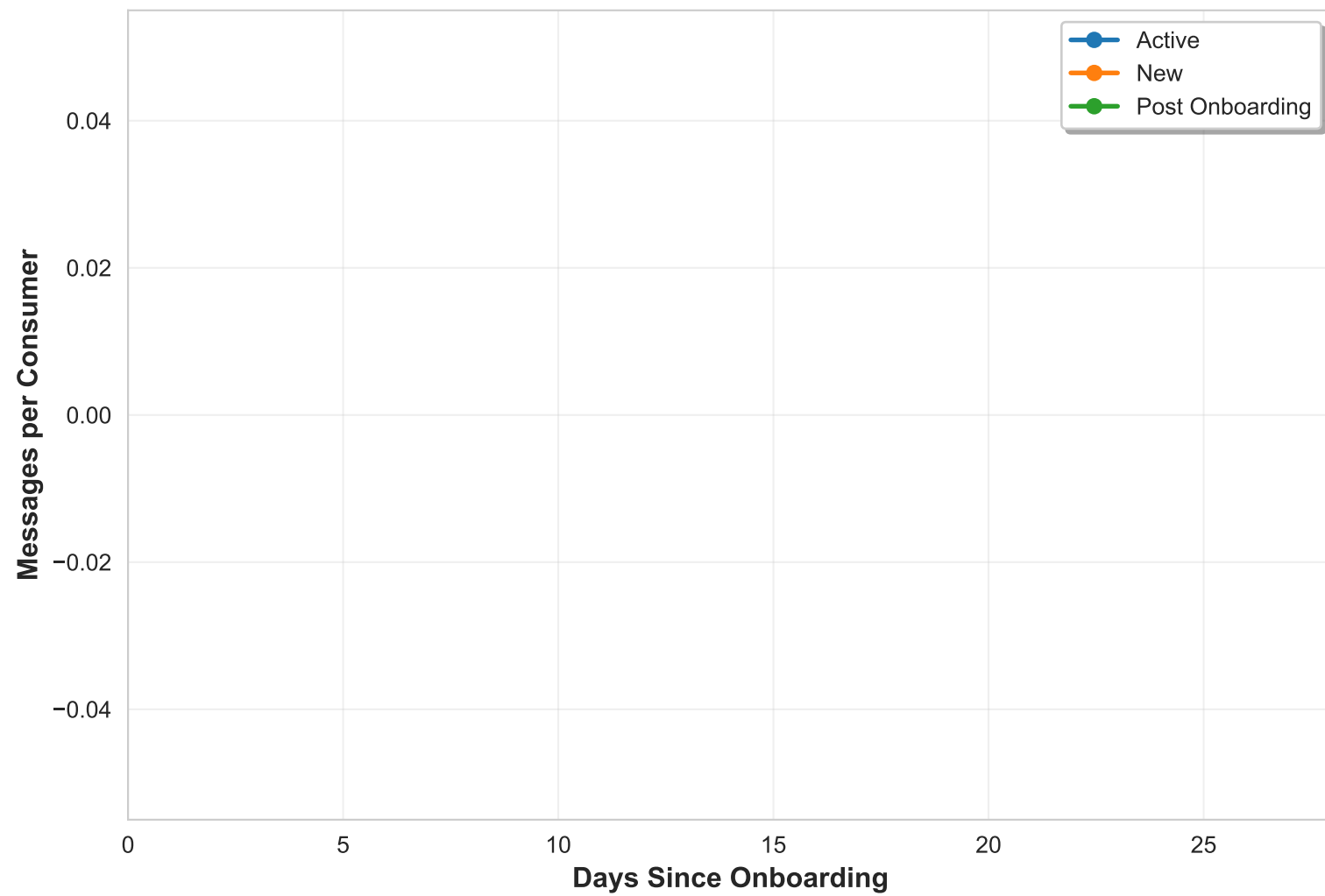


5. Order Rate Ratio (vs Active Baseline)

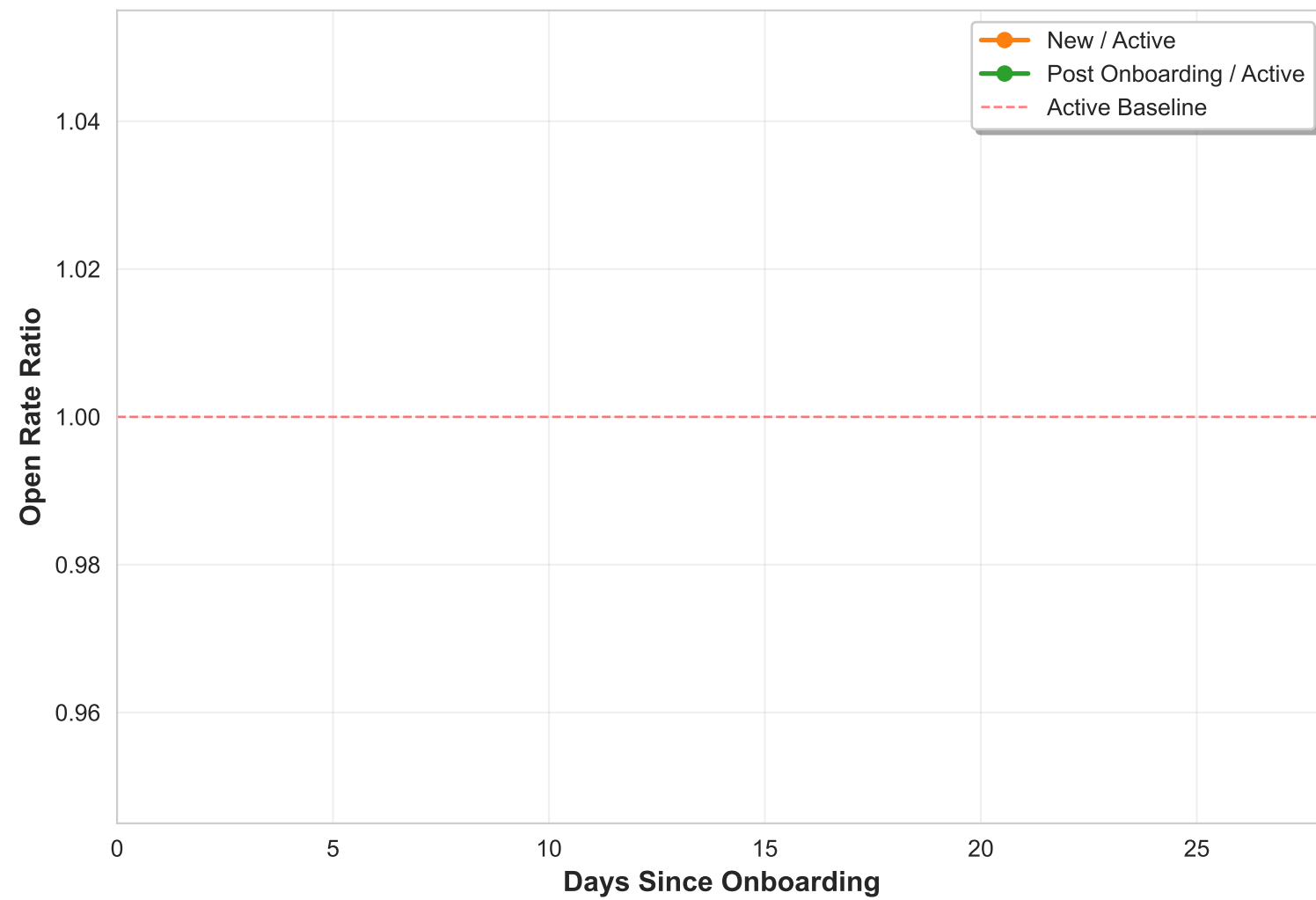


Is Reorder - Notification Metrics

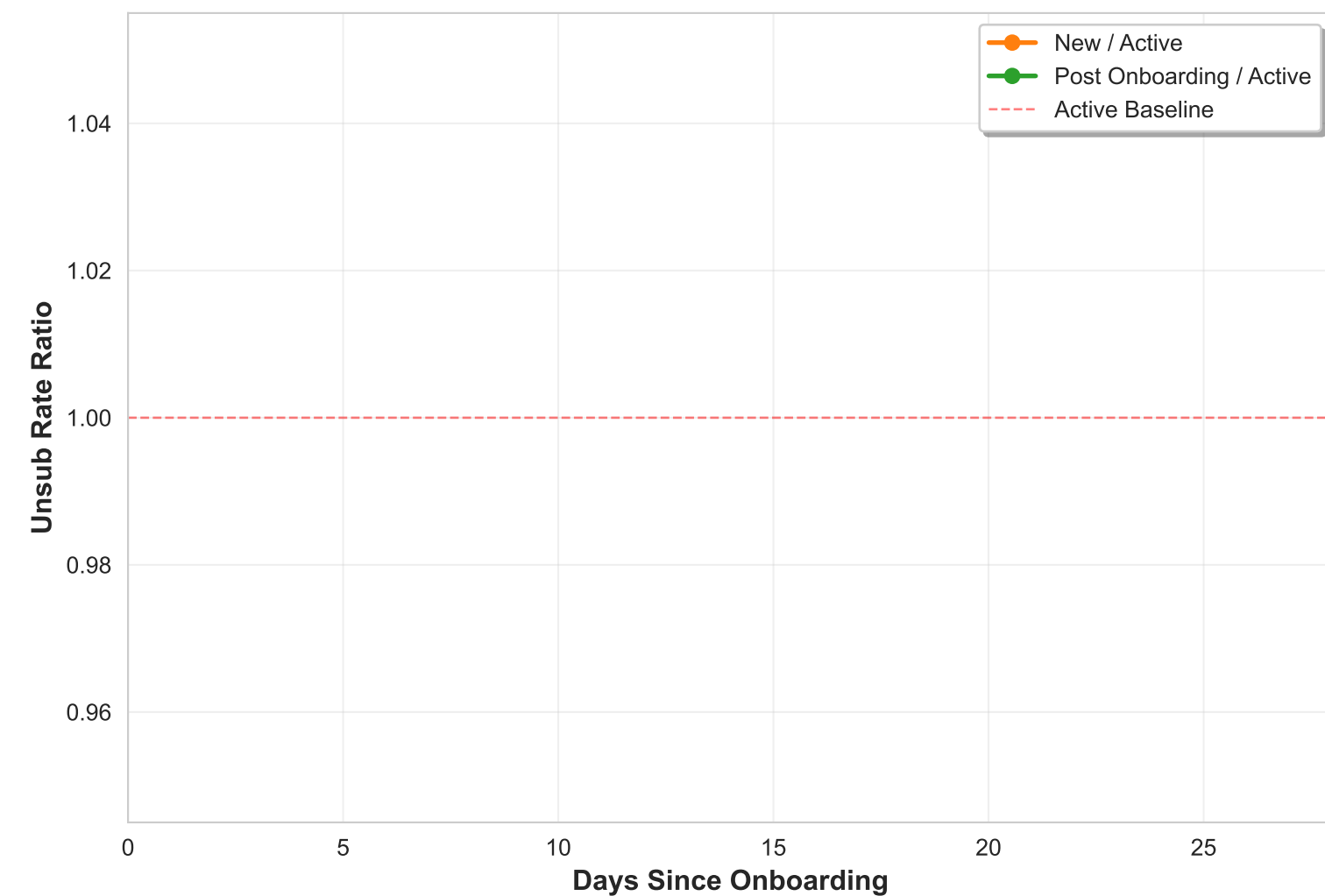
1. Messages per Consumer by Days Since Onboarding



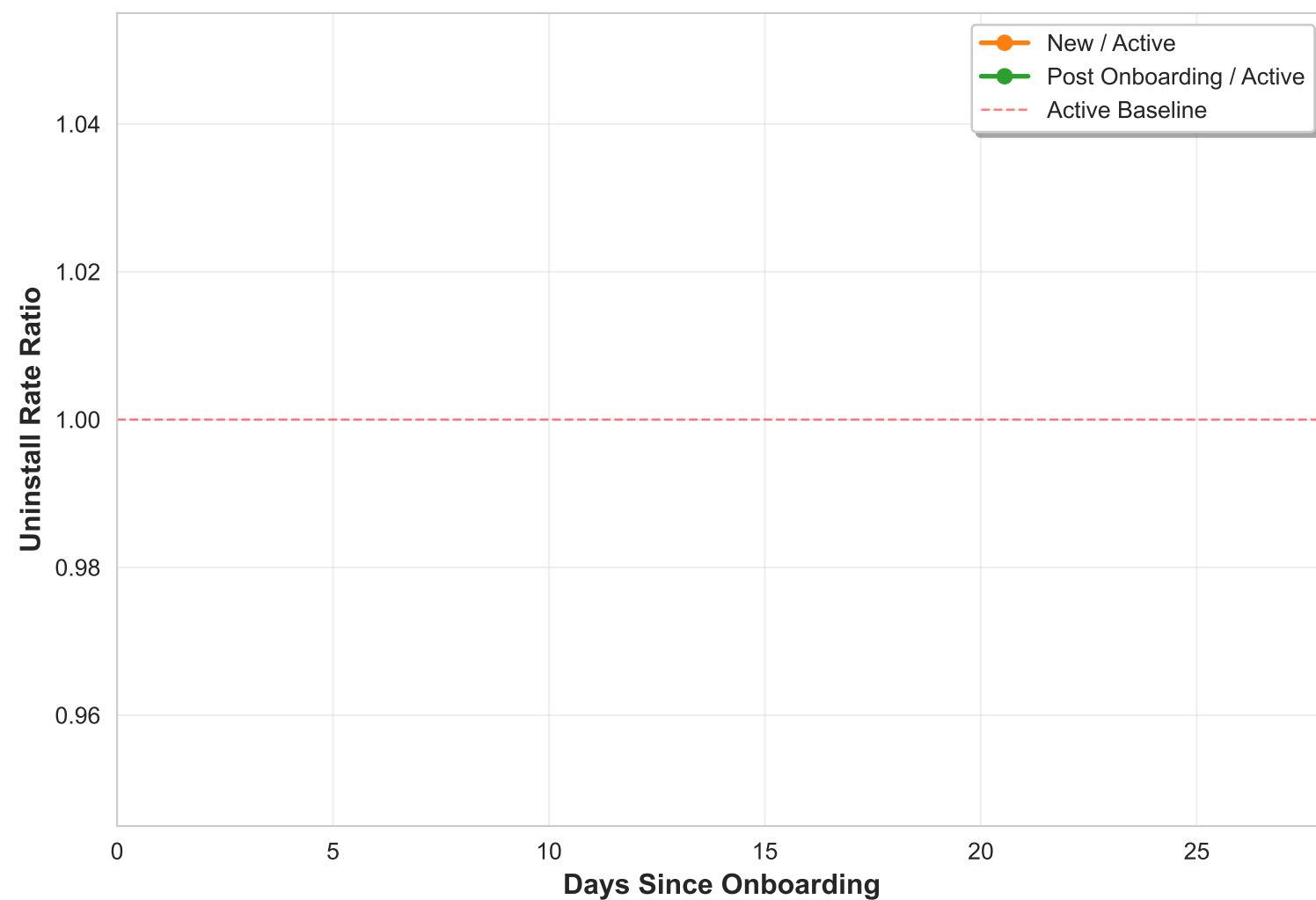
2. Open Rate Ratio (vs Active Baseline)



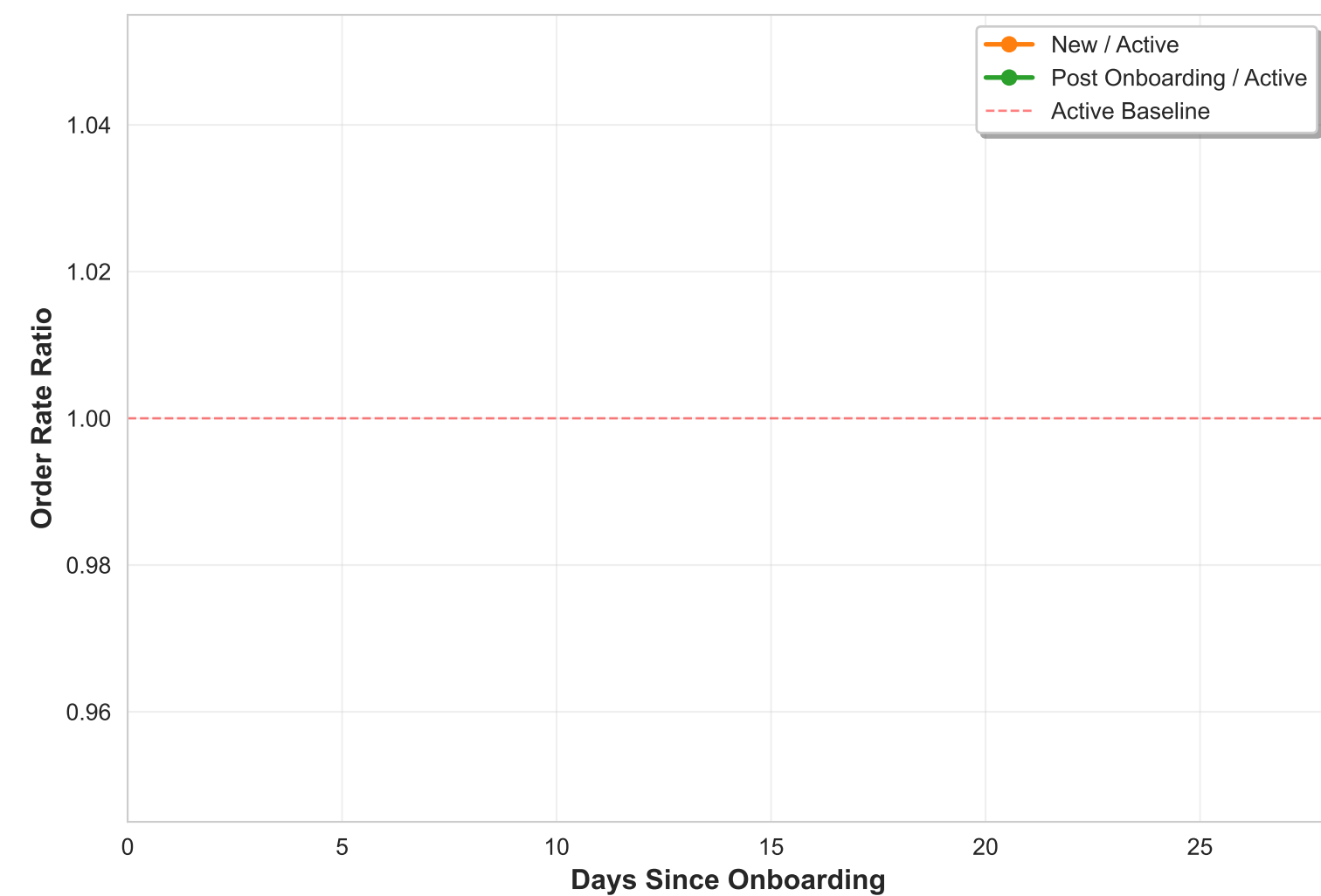
3. Unsubscribe Rate Ratio (vs Active Baseline)



4. Uninstall Rate Ratio (vs Active Baseline)

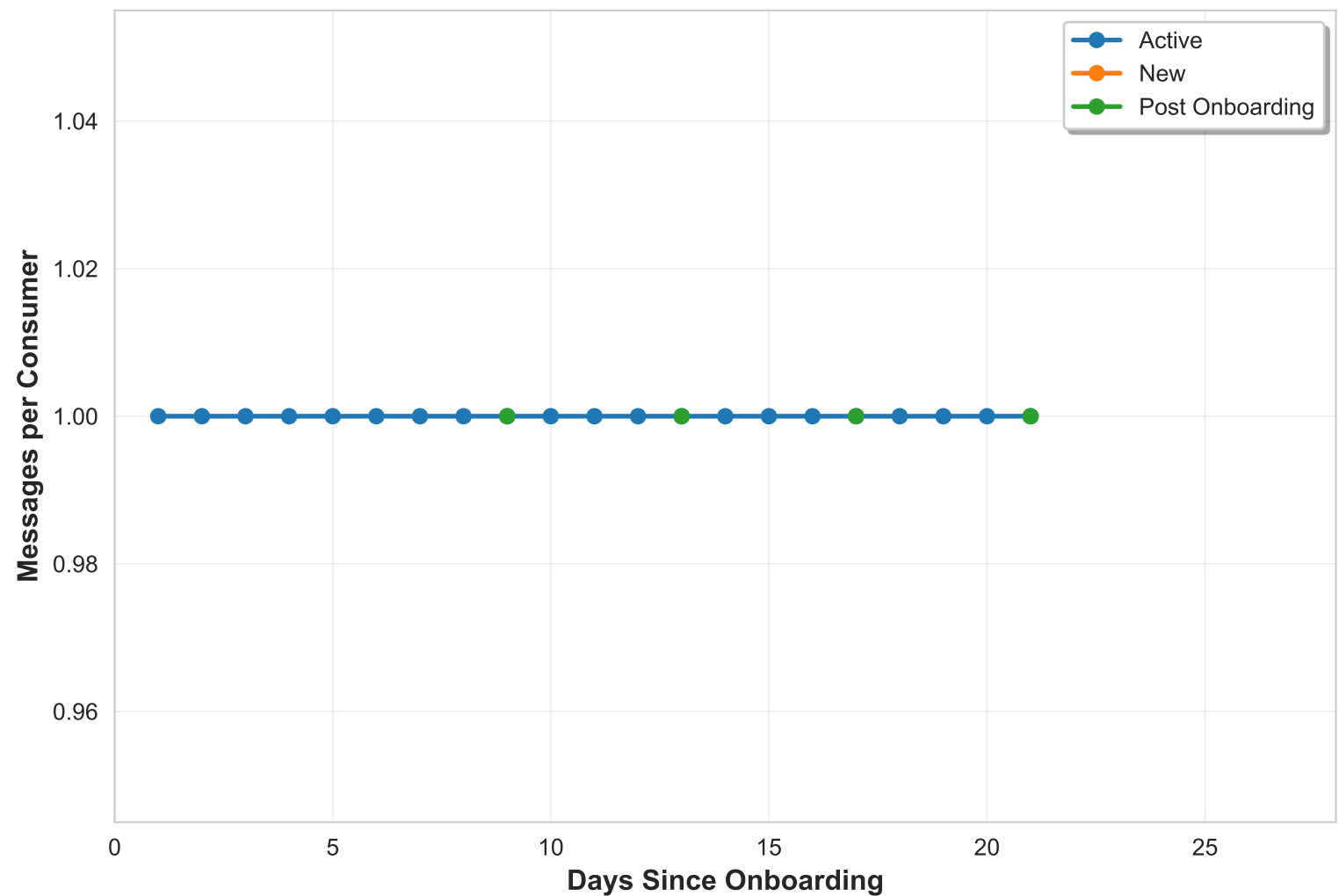


5. Order Rate Ratio (vs Active Baseline)

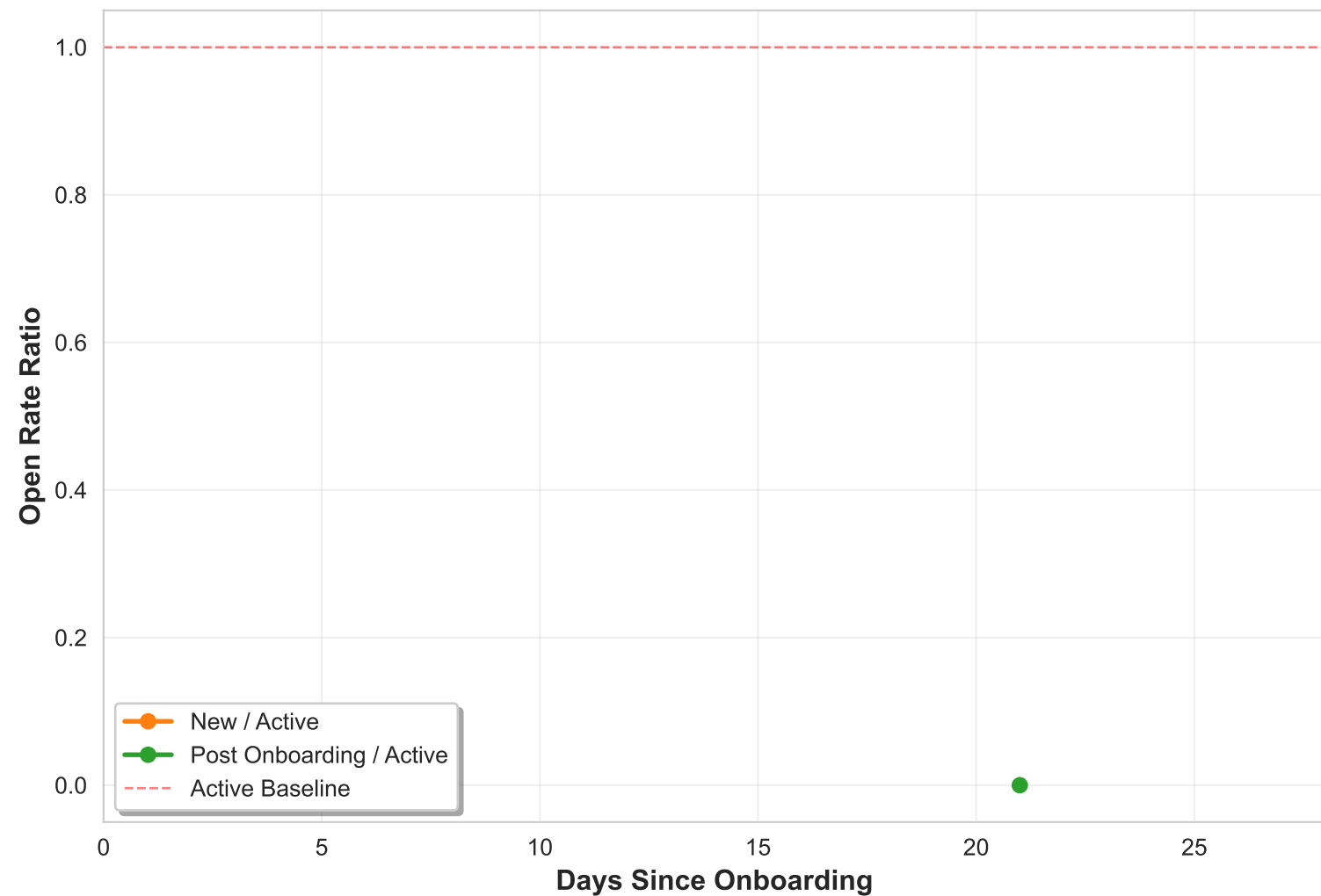


Is Gift Card Campaign - Notification Metrics

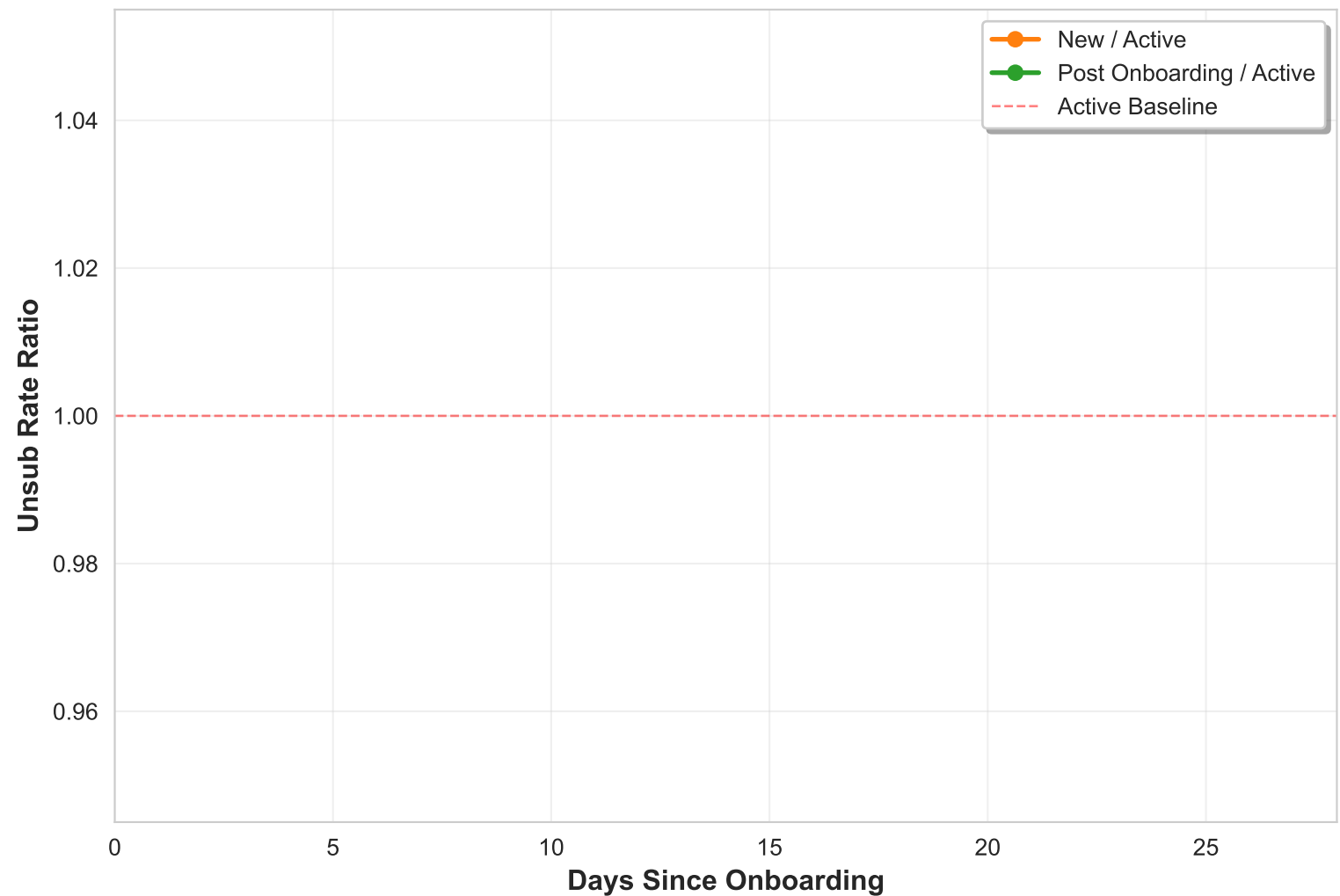
1. Messages per Consumer by Days Since Onboarding



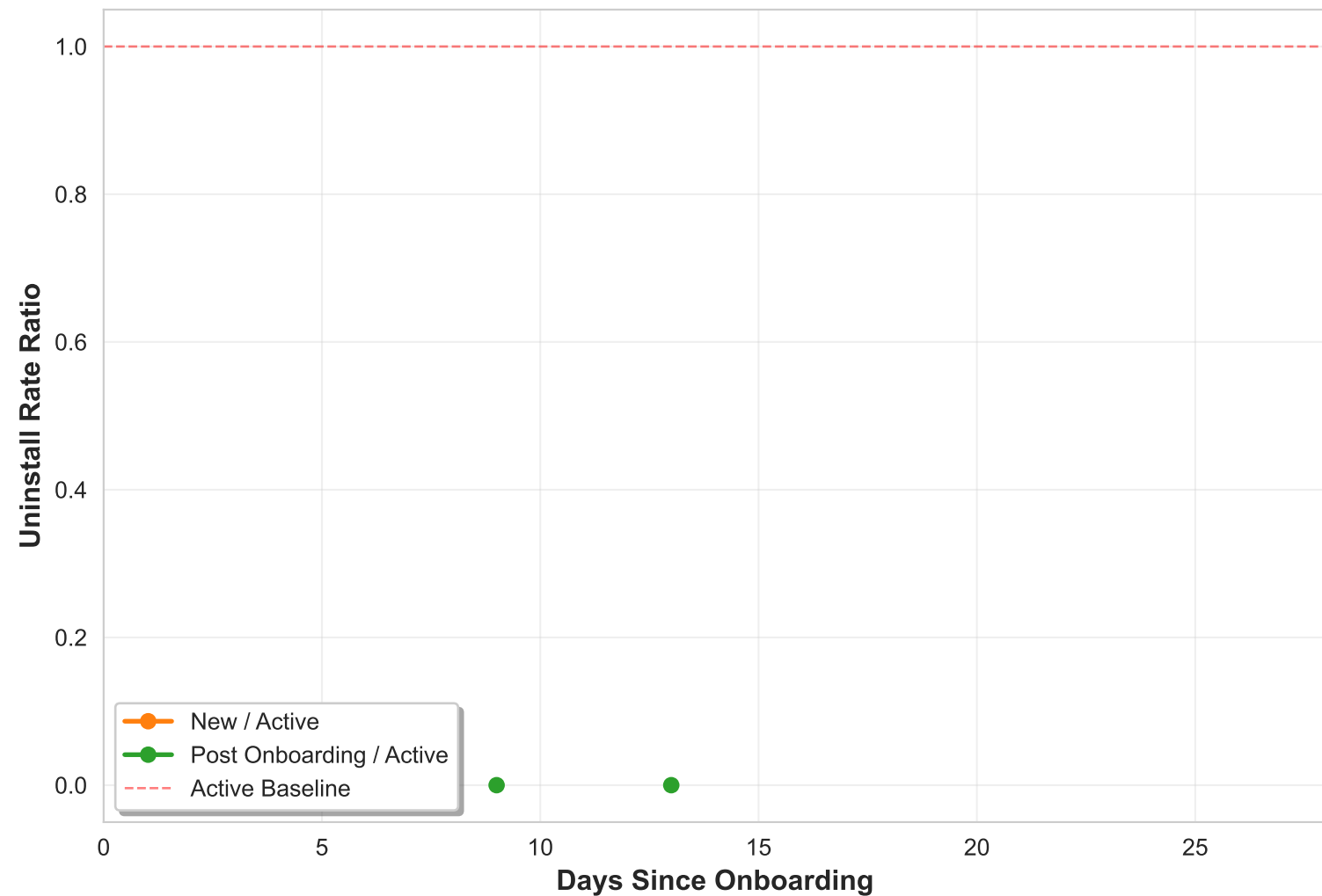
2. Open Rate Ratio (vs Active Baseline)



3. Unsubscribe Rate Ratio (vs Active Baseline)



4. Uninstall Rate Ratio (vs Active Baseline)



5. Order Rate Ratio (vs Active Baseline)

