

# Notification Performance Report

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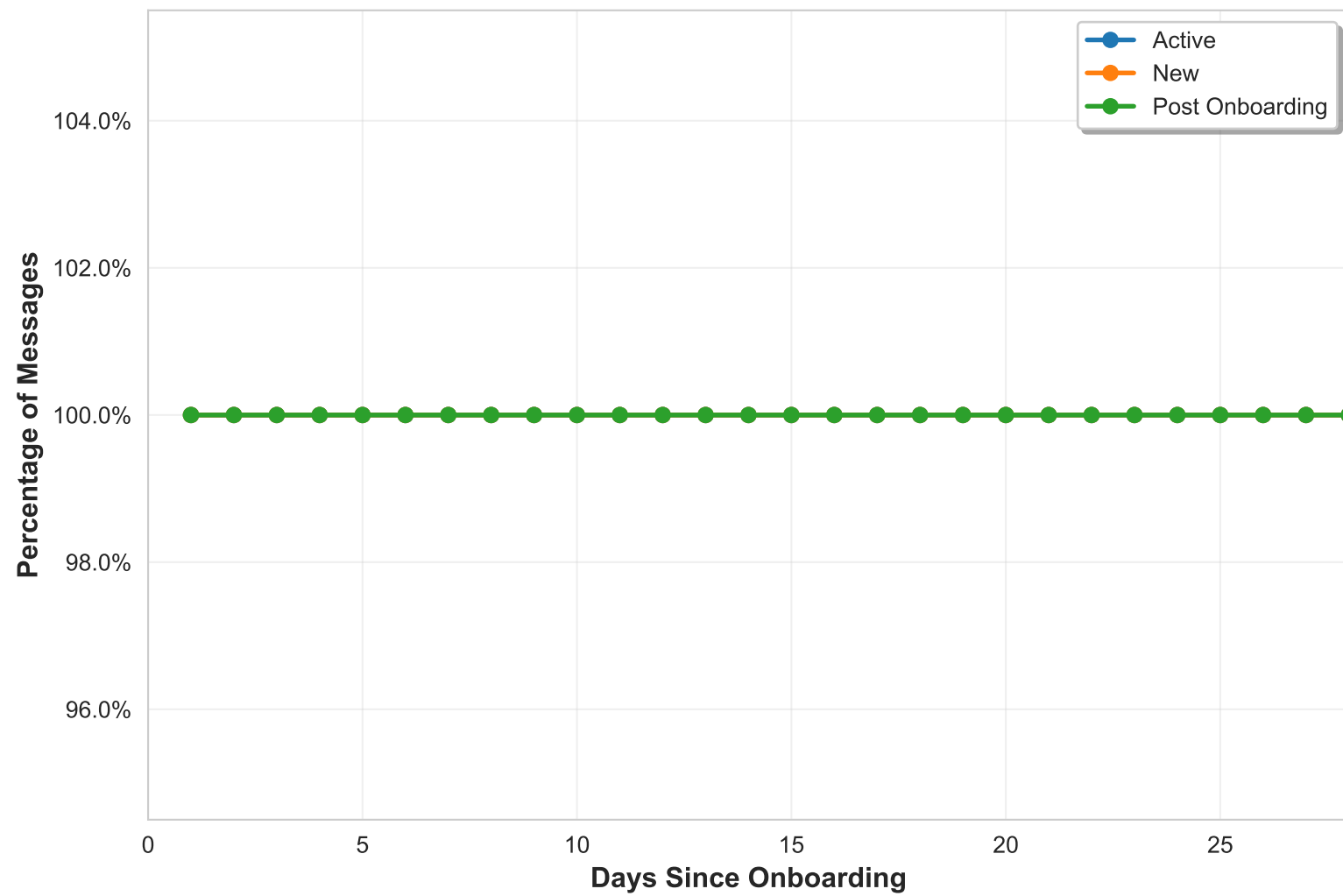
1. Overall
2. Is Braze
3. Is Fpn
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*Each section contains 5 charts:*

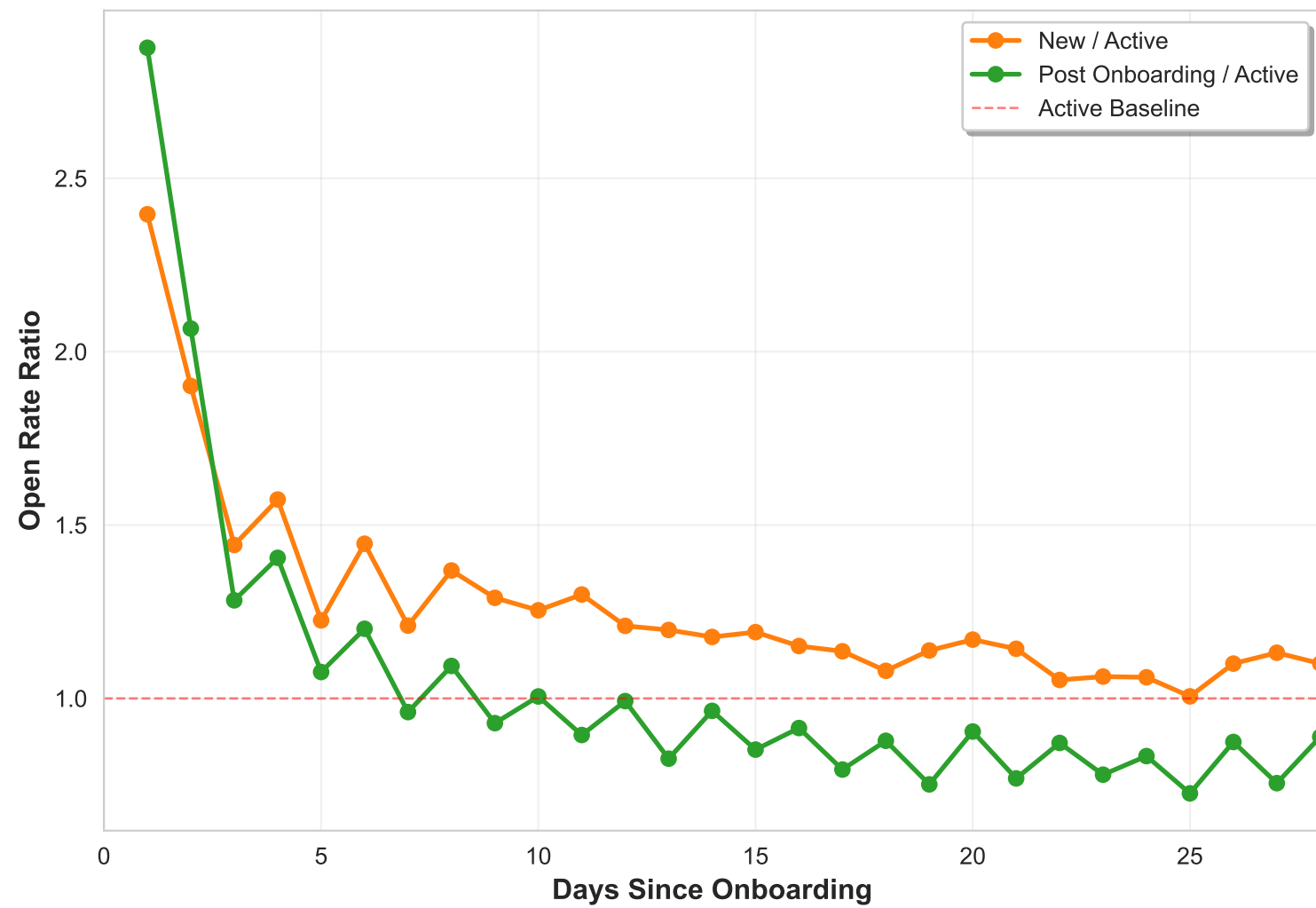
1) % Messages with Tag 2) Open Rate Ratio 3) Unsub Rate Ratio 4) Uninstall Rate Ratio 5) Order Rate Ratio  
Ratios show New/Active and Post-Onboarding/Active (Baseline = 1.0)

# Overall - Notification Metrics

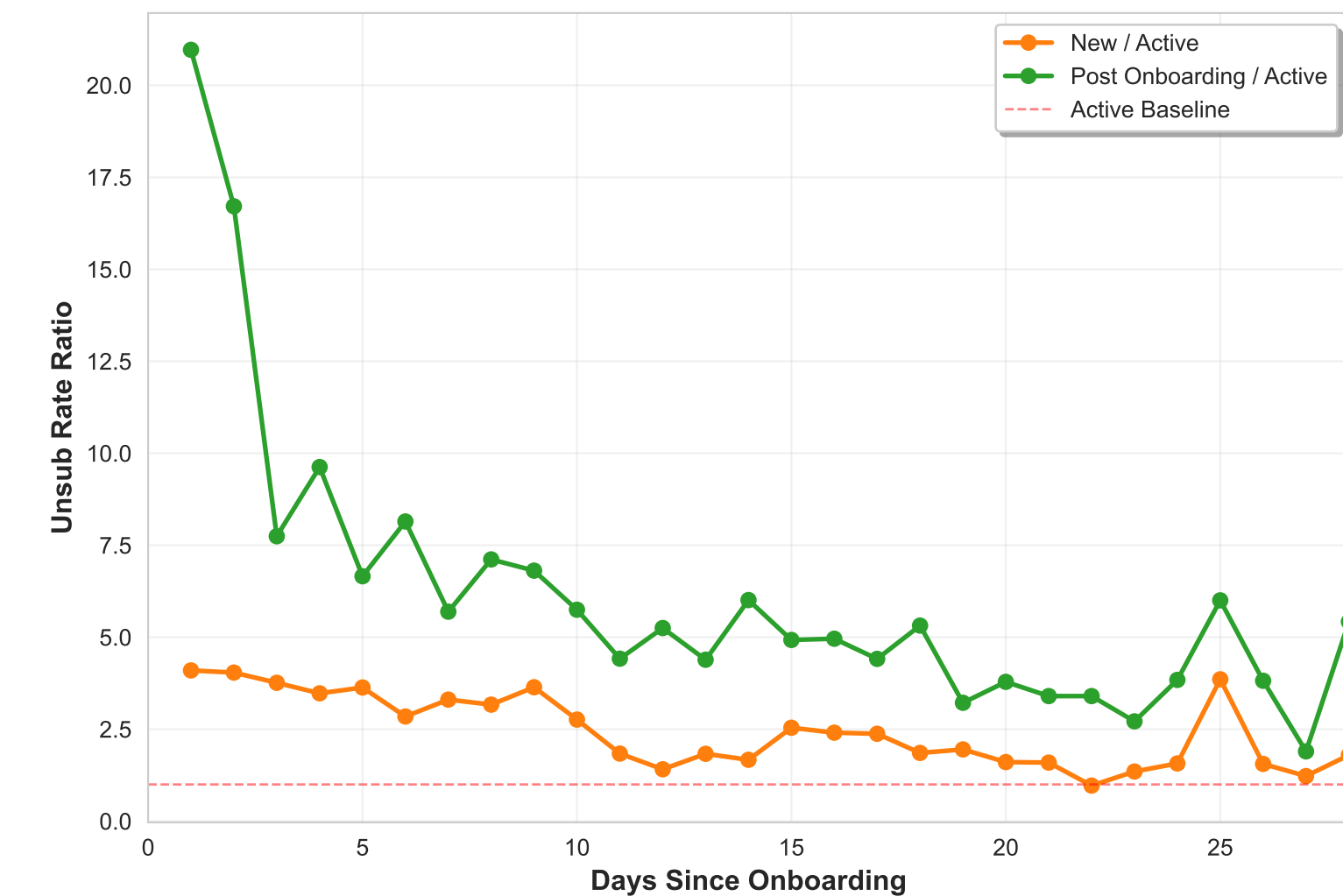
## 1. Percentage of Messages with Tag by Days Since Onboarding



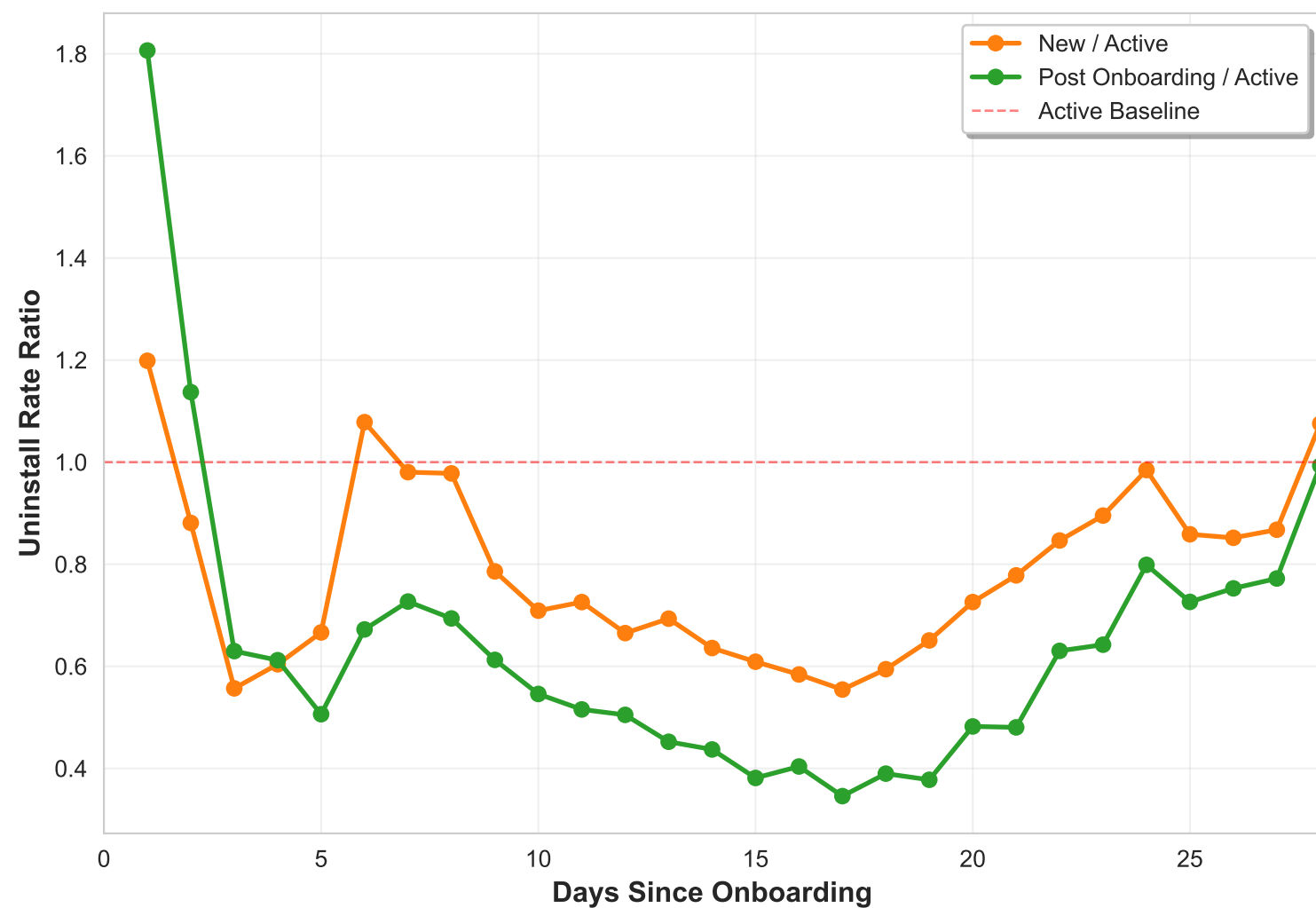
## 2. Open Rate Ratio (vs Active Baseline)



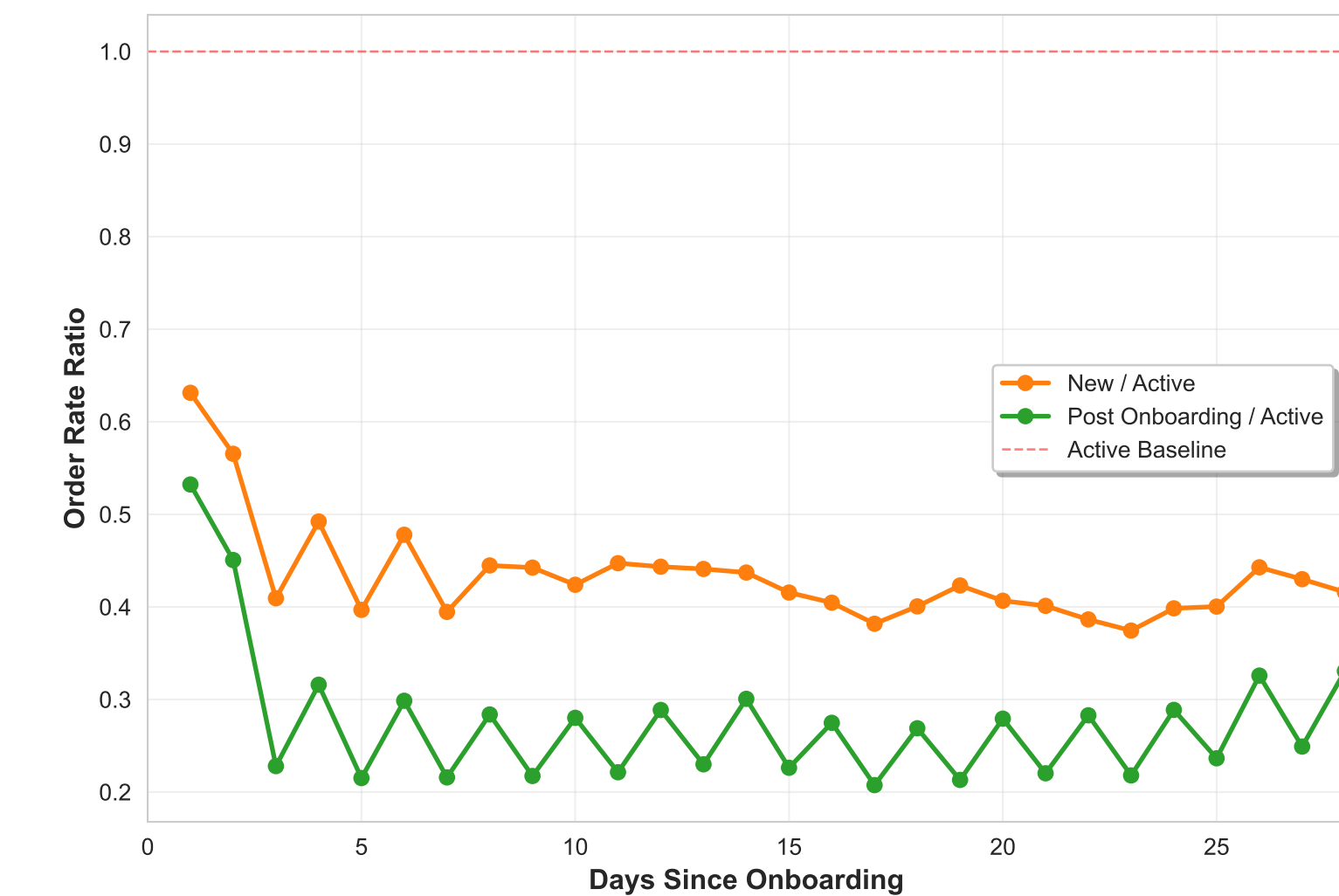
## 3. Unsubscribe Rate Ratio (vs Active Baseline)



## 4. Uninstall Rate Ratio (vs Active Baseline)

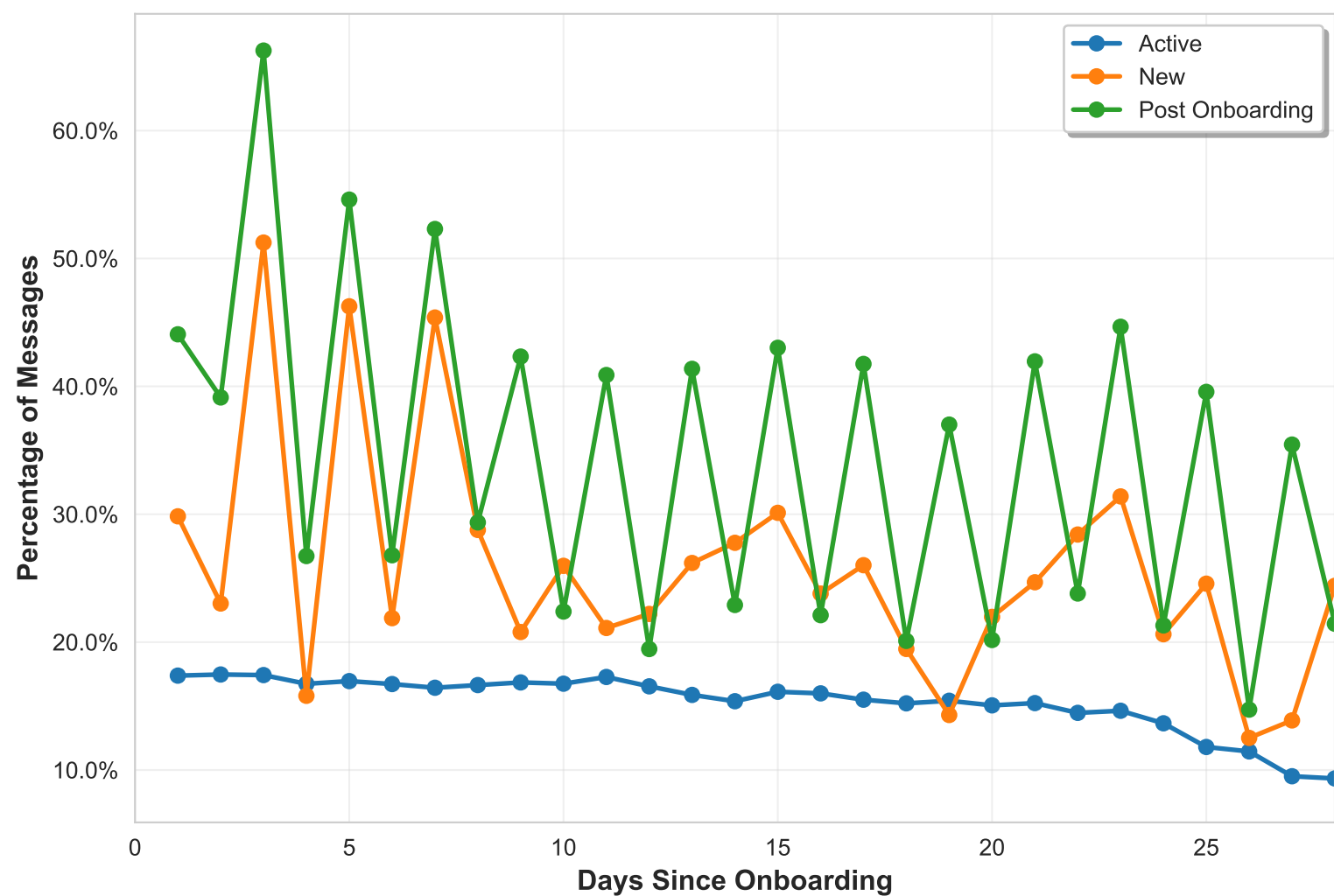


## 5. Order Rate Ratio (vs Active Baseline)

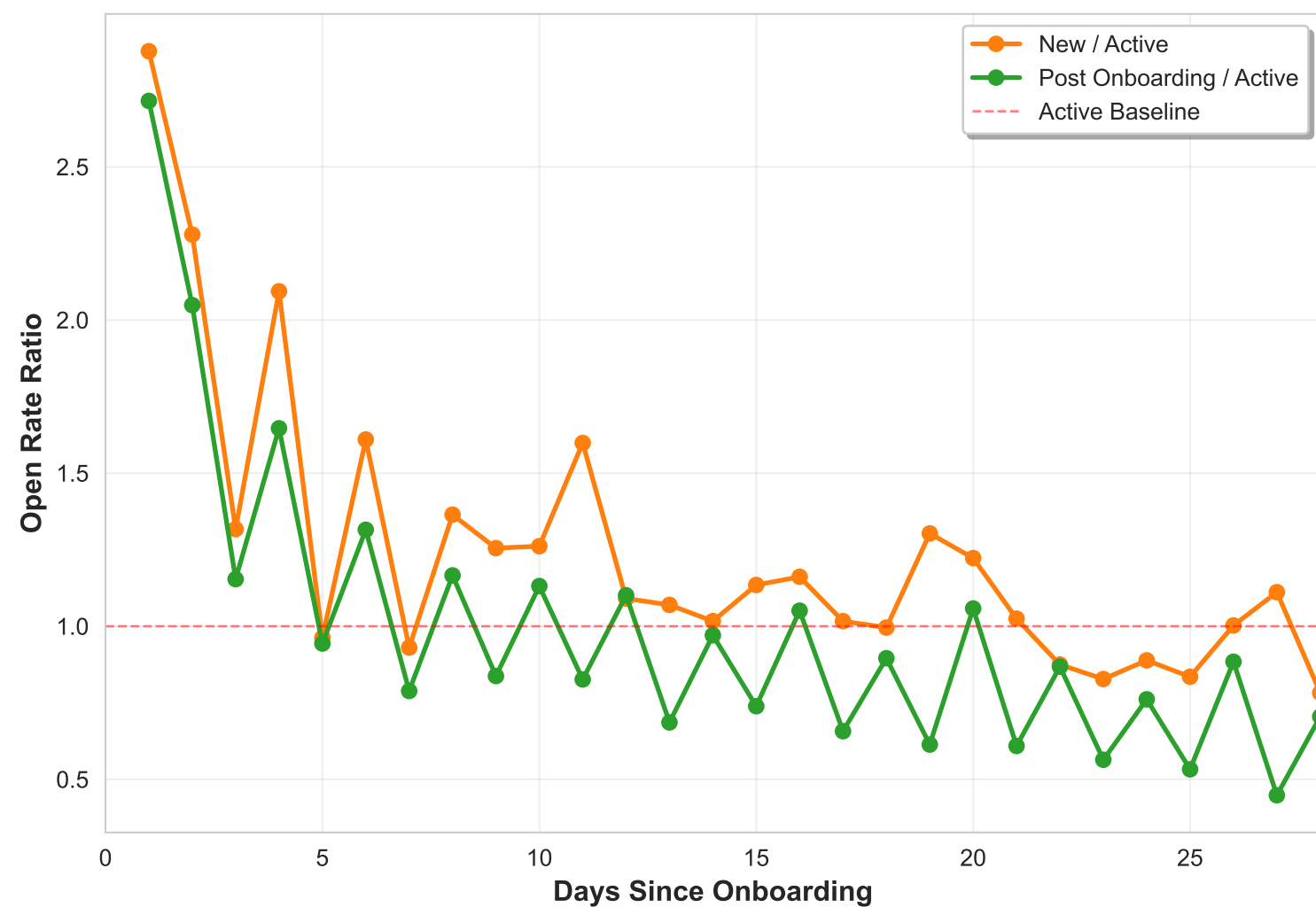


# Is Braze - Notification Metrics

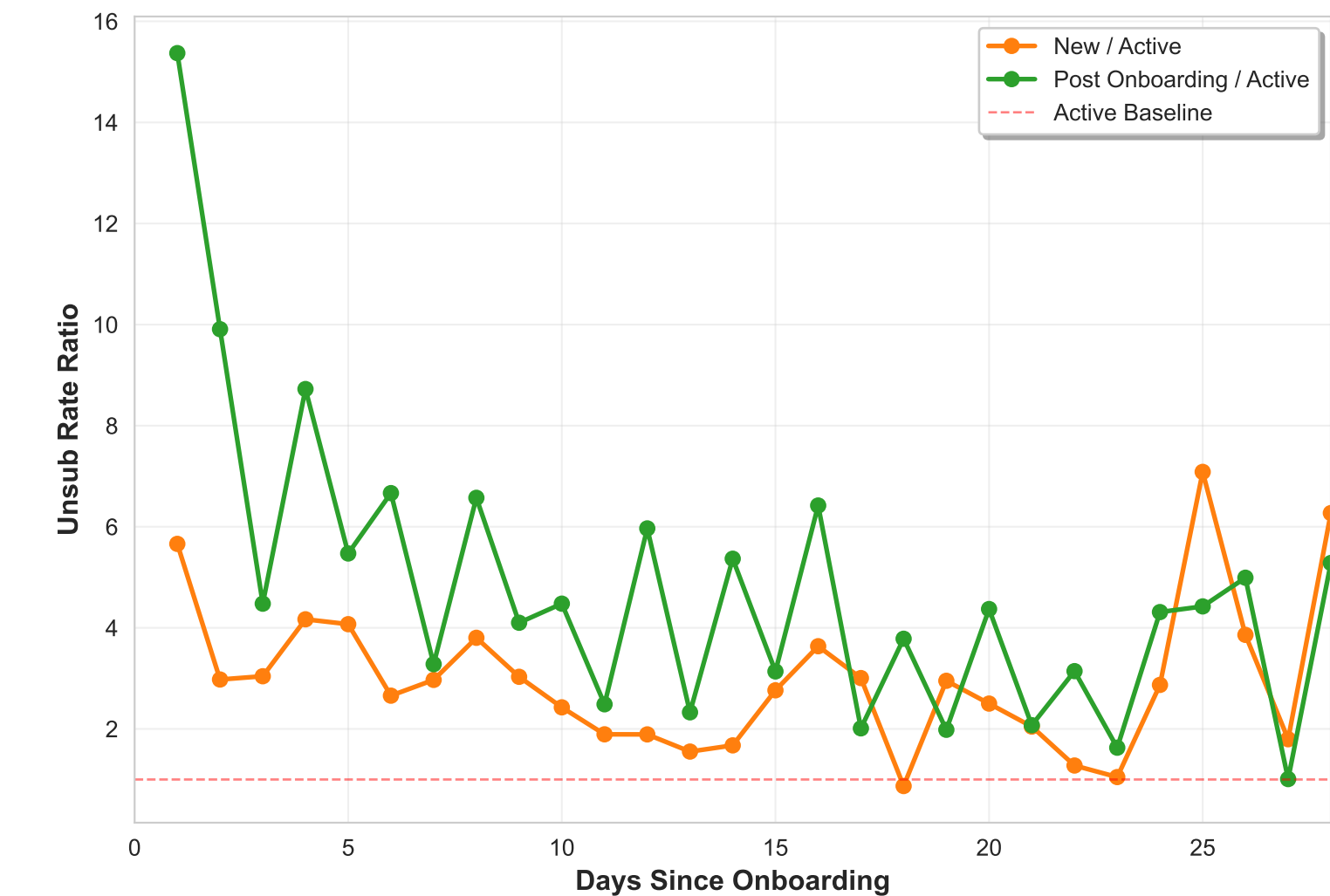
## 1. Percentage of Messages with Tag by Days Since Onboarding



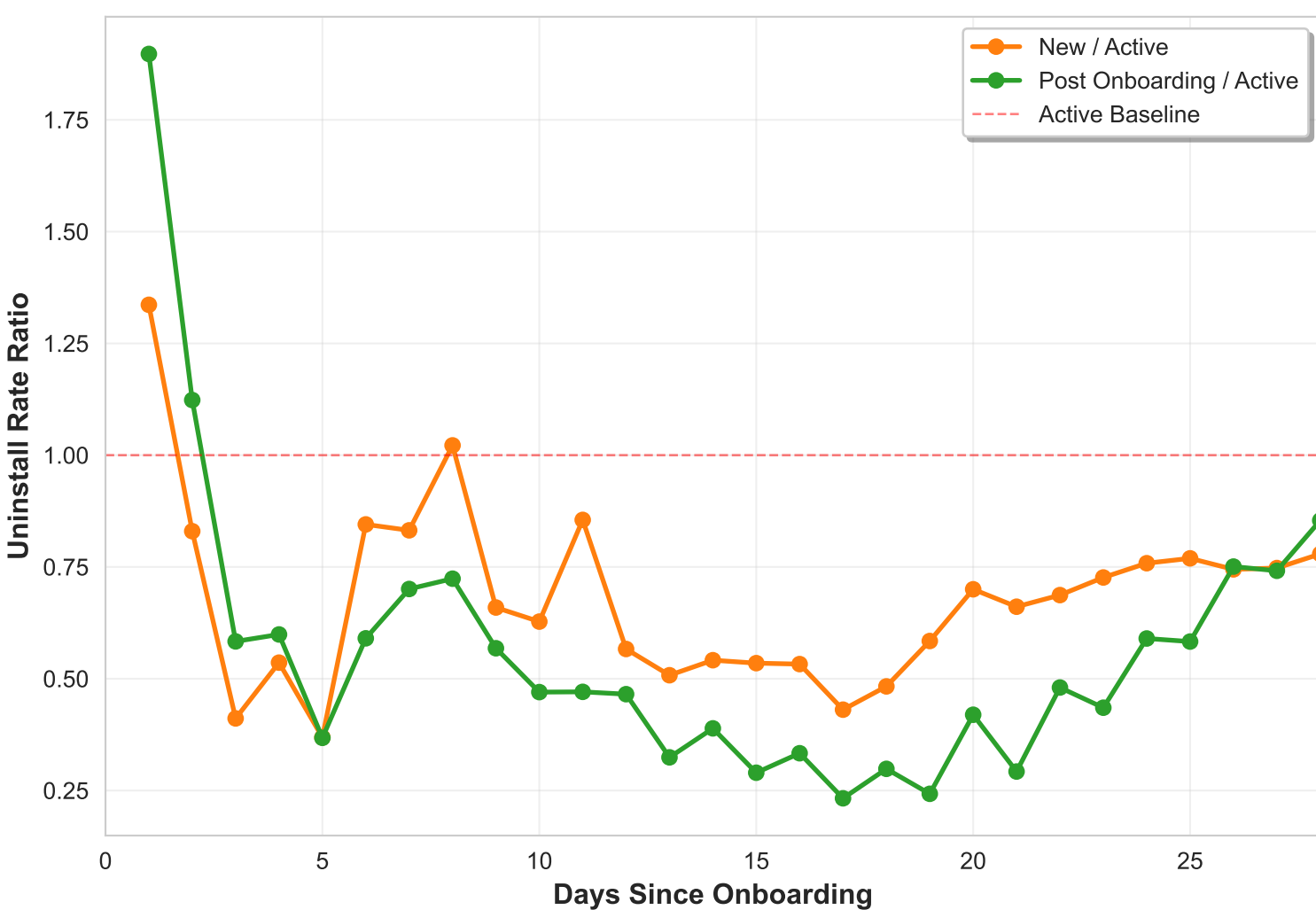
## 2. Open Rate Ratio (vs Active Baseline)



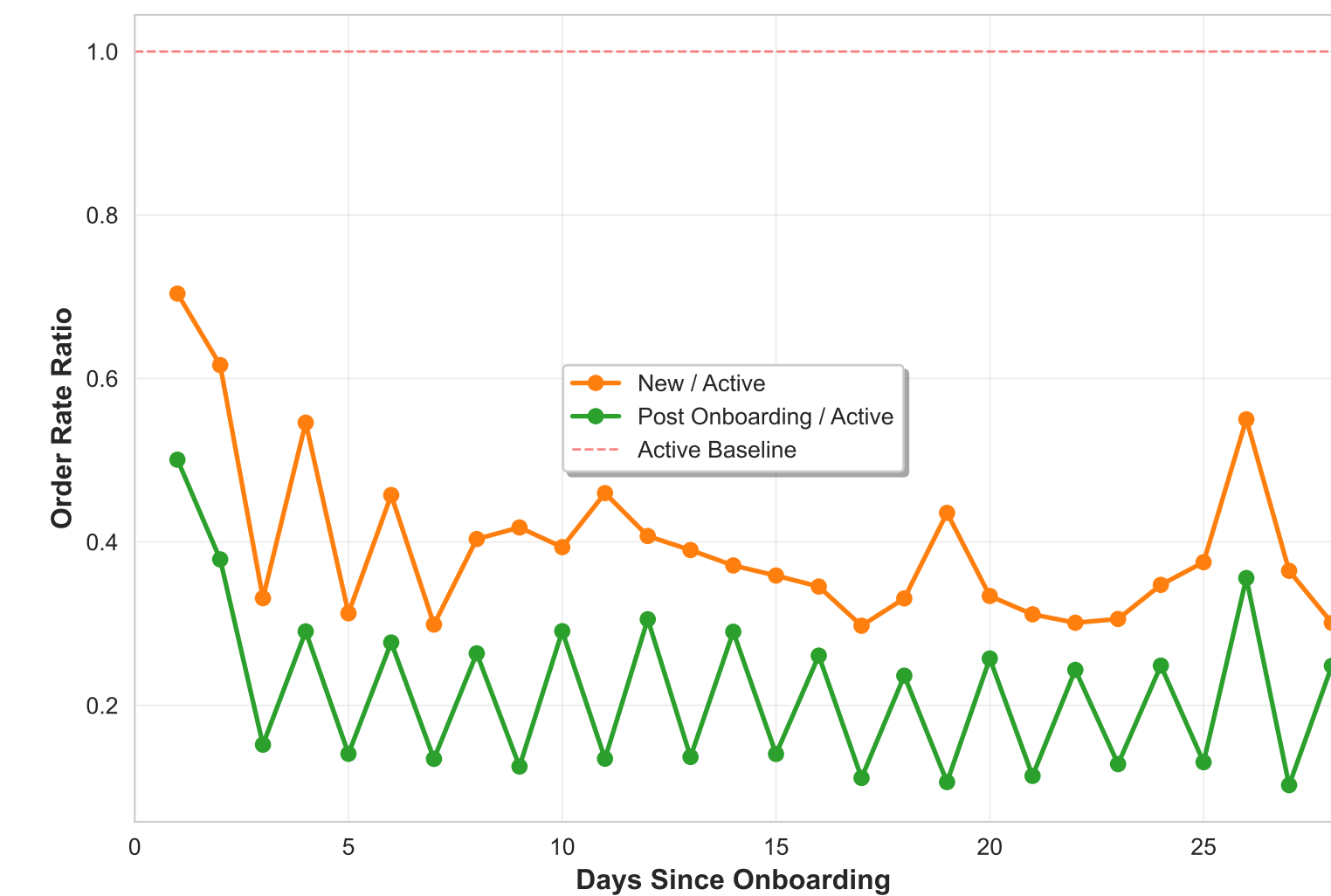
## 3. Unsubscribe Rate Ratio (vs Active Baseline)



## 4. Uninstall Rate Ratio (vs Active Baseline)

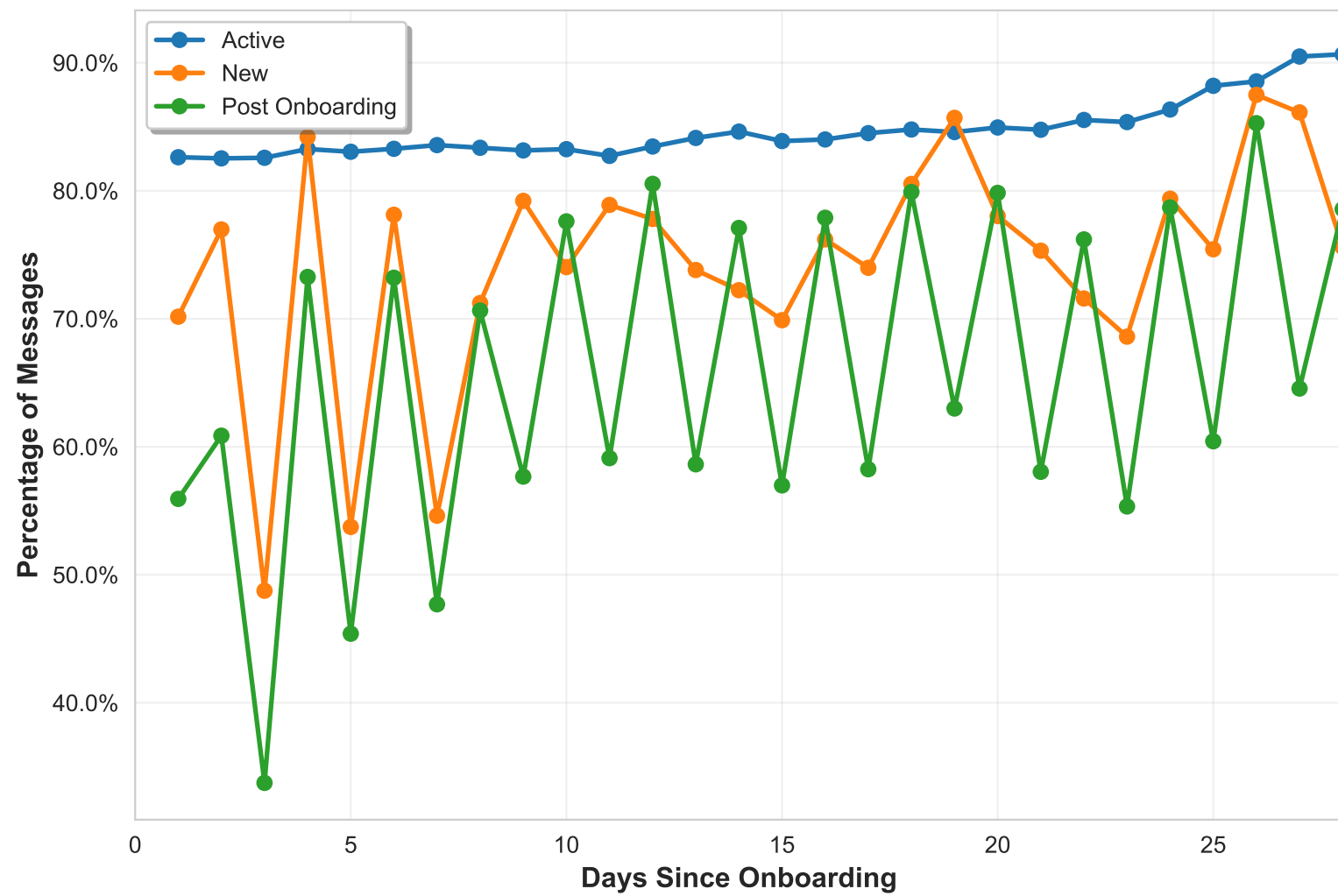


## 5. Order Rate Ratio (vs Active Baseline)

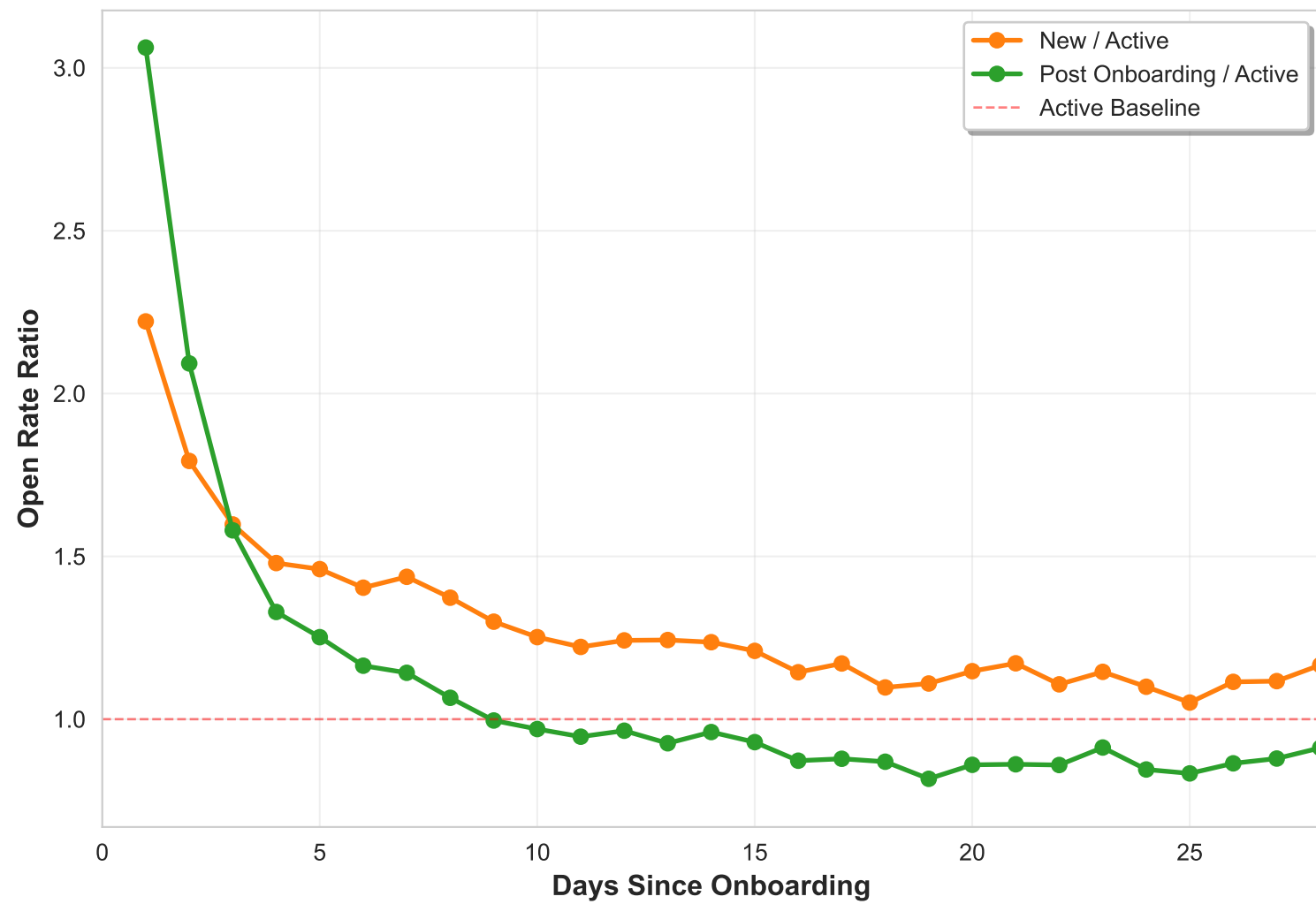


# Is Fpn - Notification Metrics

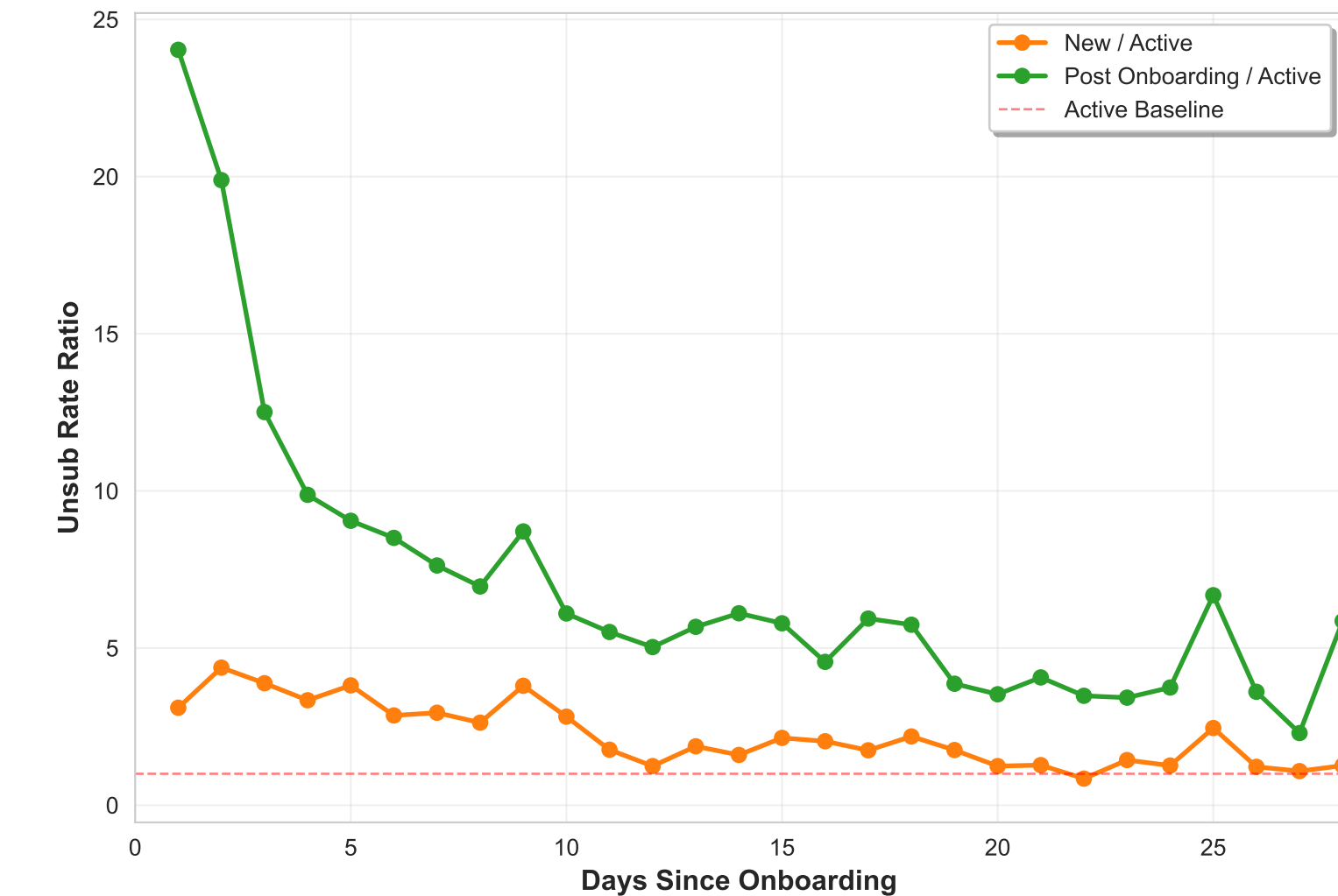
## 1. Percentage of Messages with Tag by Days Since Onboarding



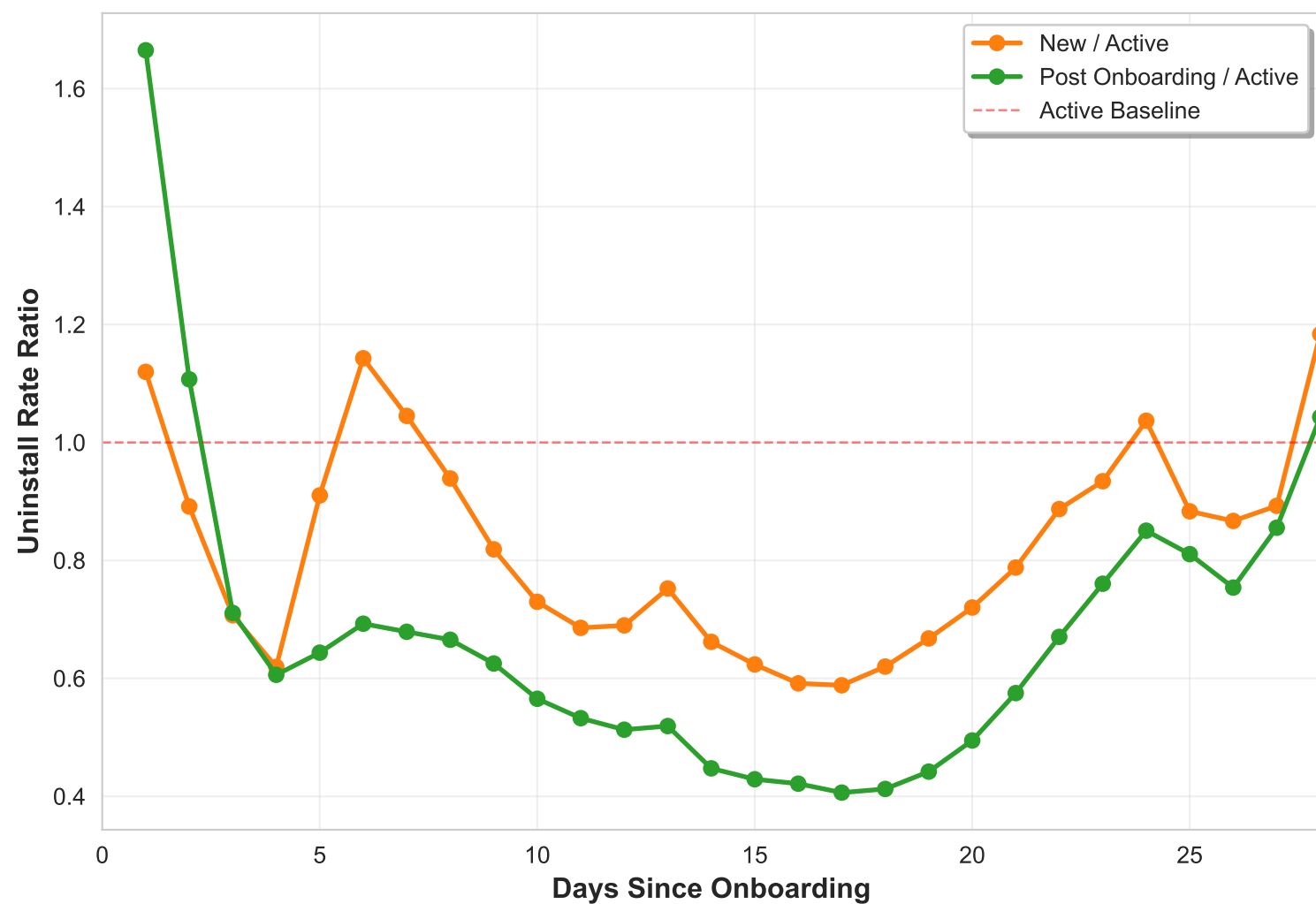
## 2. Open Rate Ratio (vs Active Baseline)



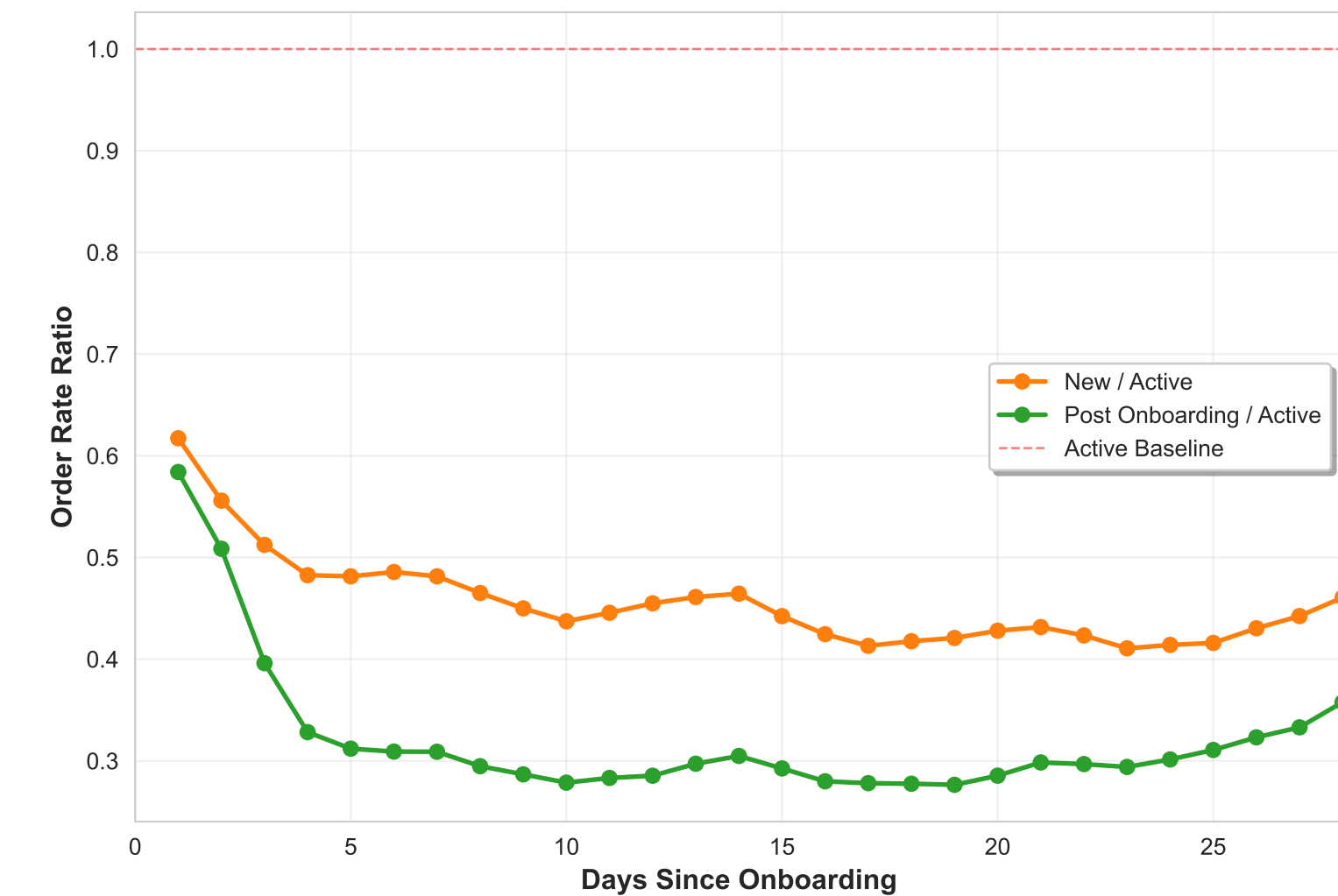
## 3. Unsubscribe Rate Ratio (vs Active Baseline)



## 4. Uninstall Rate Ratio (vs Active Baseline)

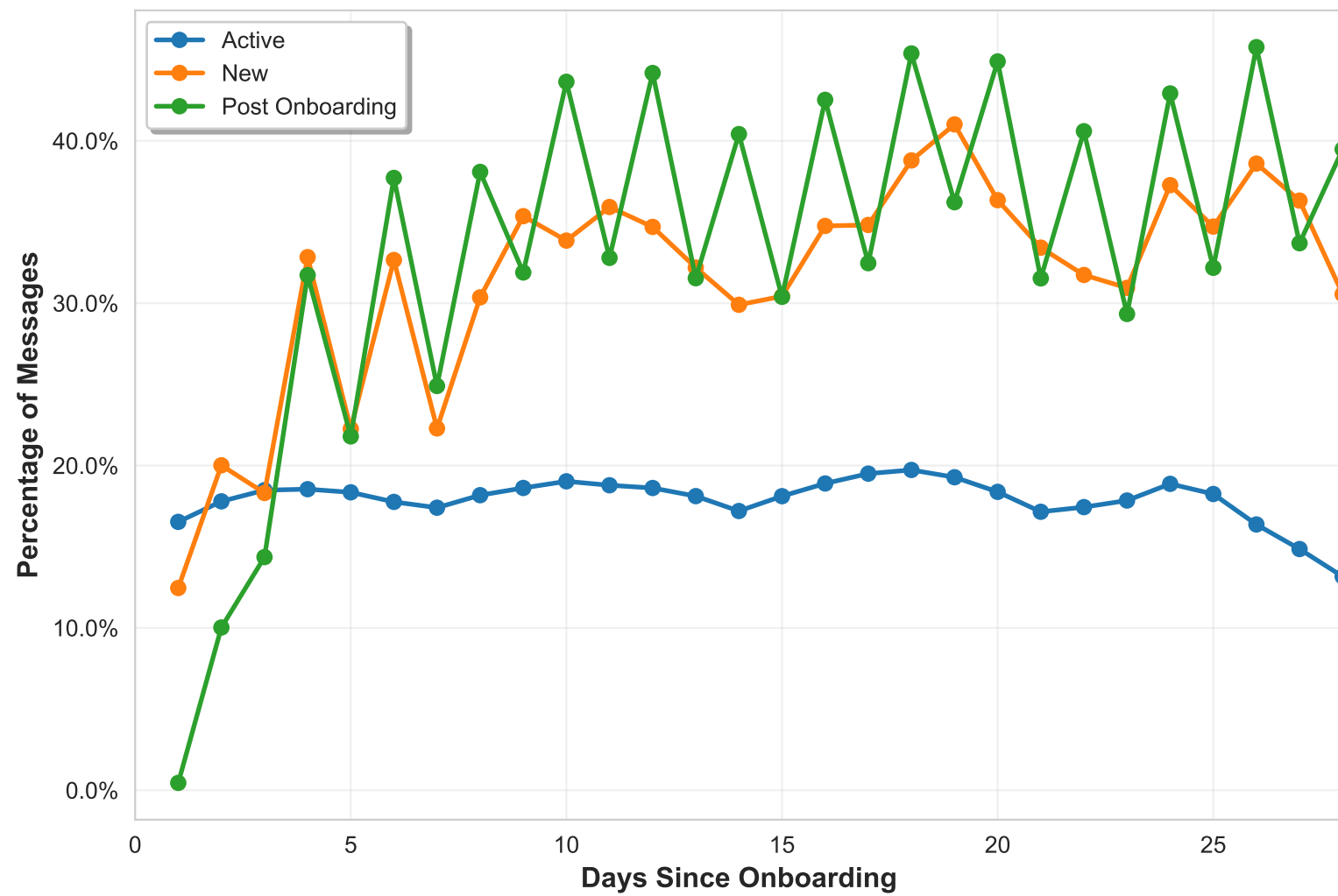


## 5. Order Rate Ratio (vs Active Baseline)

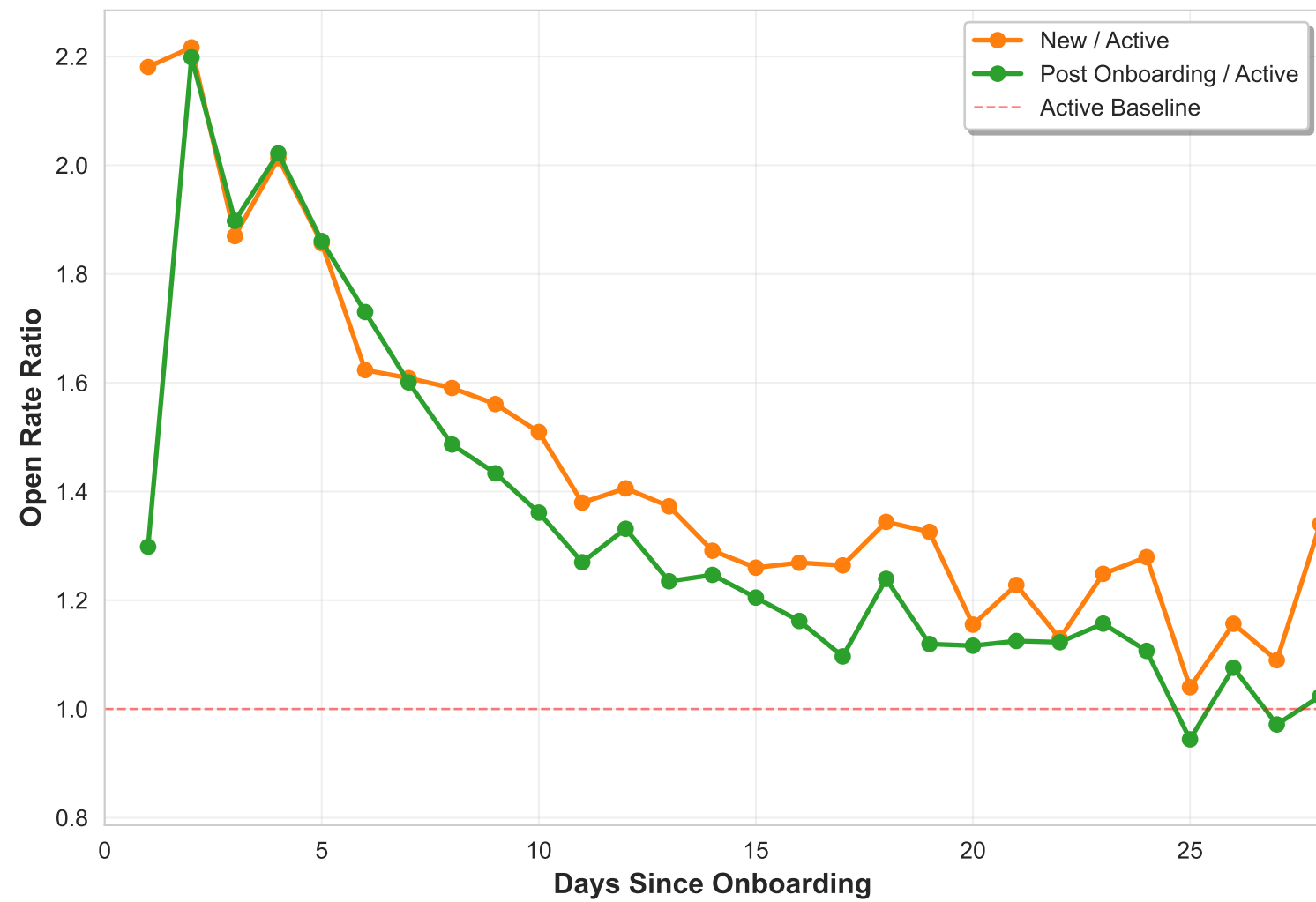


# Is Recommendation - Notification Metrics

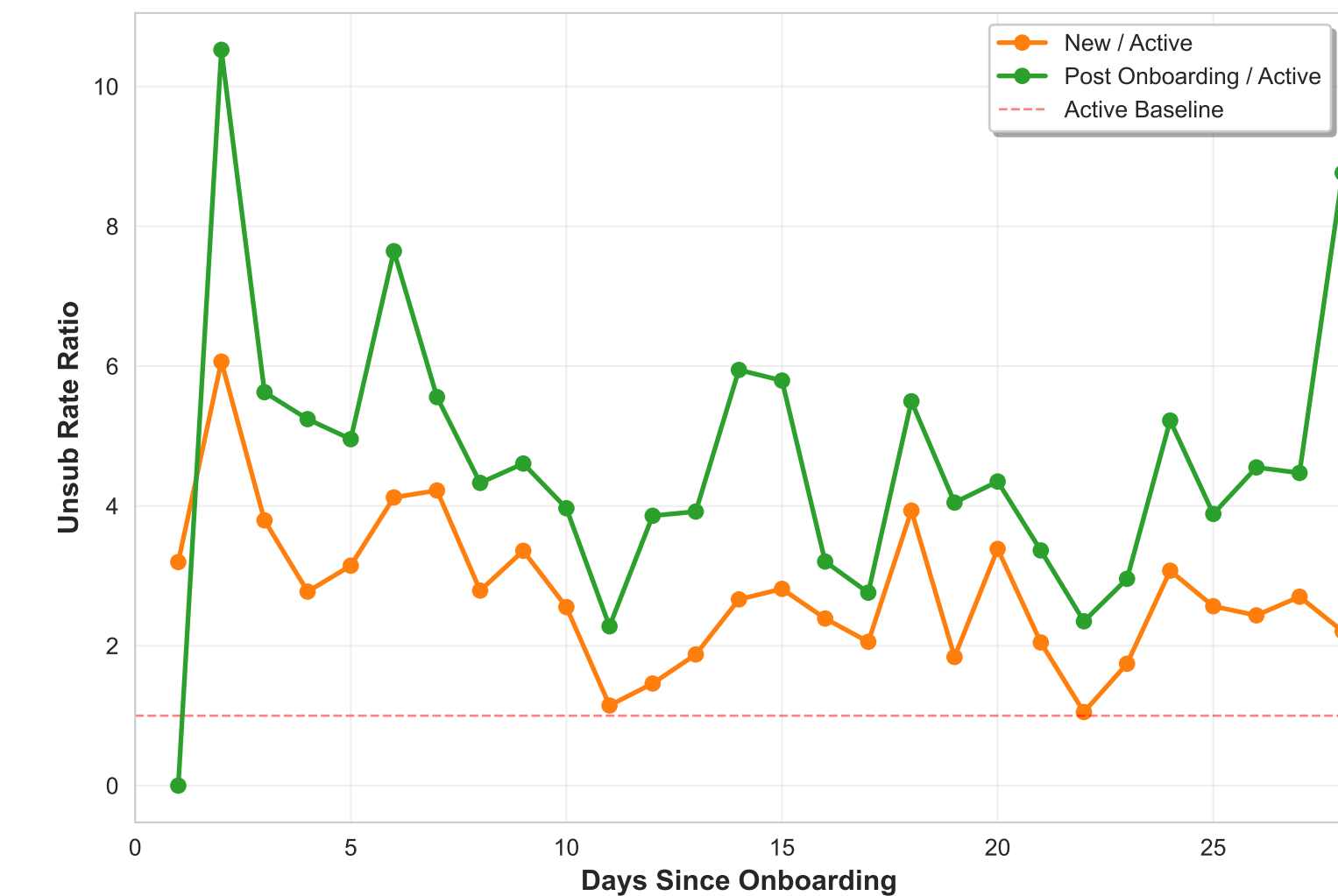
## 1. Percentage of Messages with Tag by Days Since Onboarding



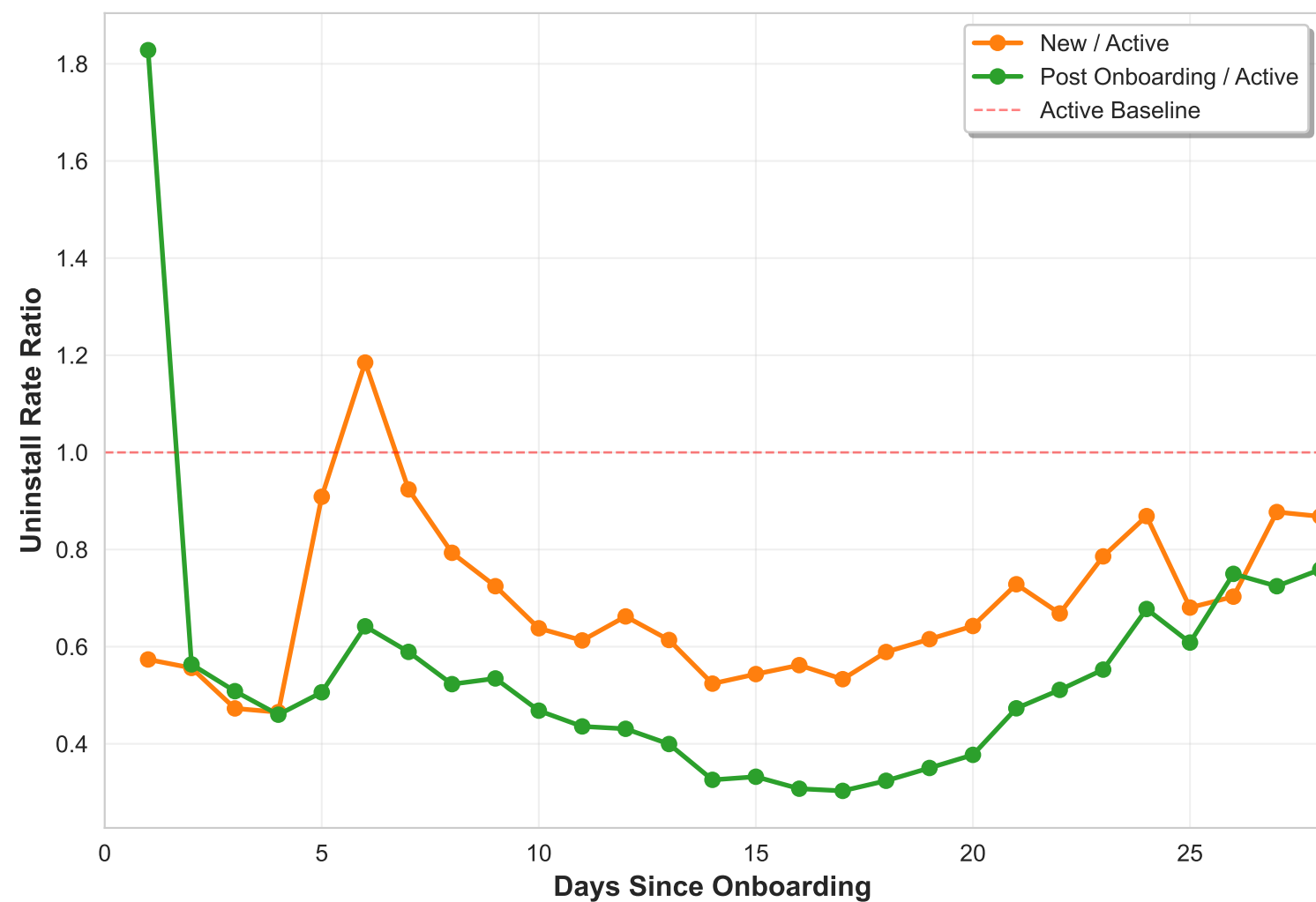
## 2. Open Rate Ratio (vs Active Baseline)



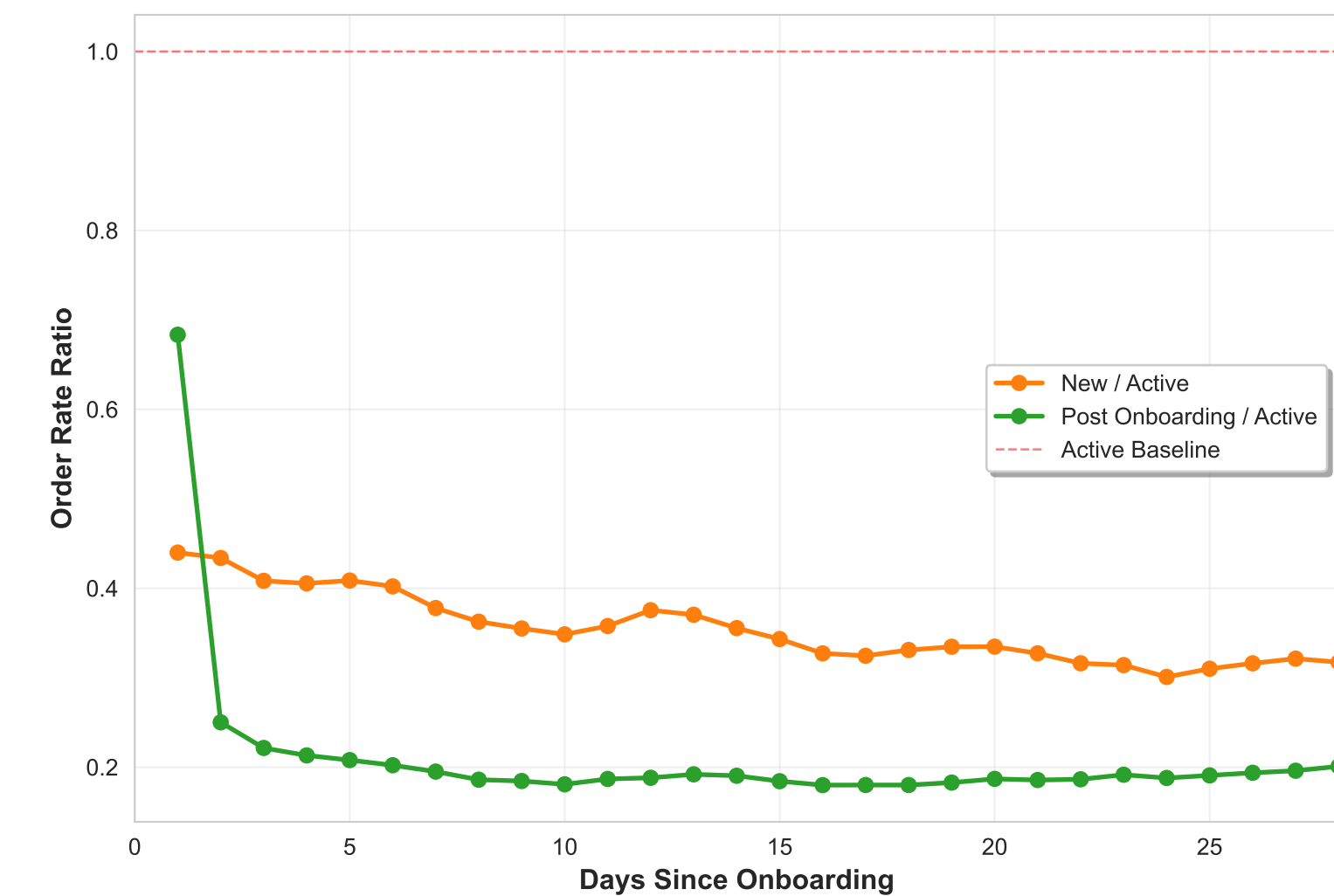
## 3. Unsubscribe Rate Ratio (vs Active Baseline)



## 4. Uninstall Rate Ratio (vs Active Baseline)

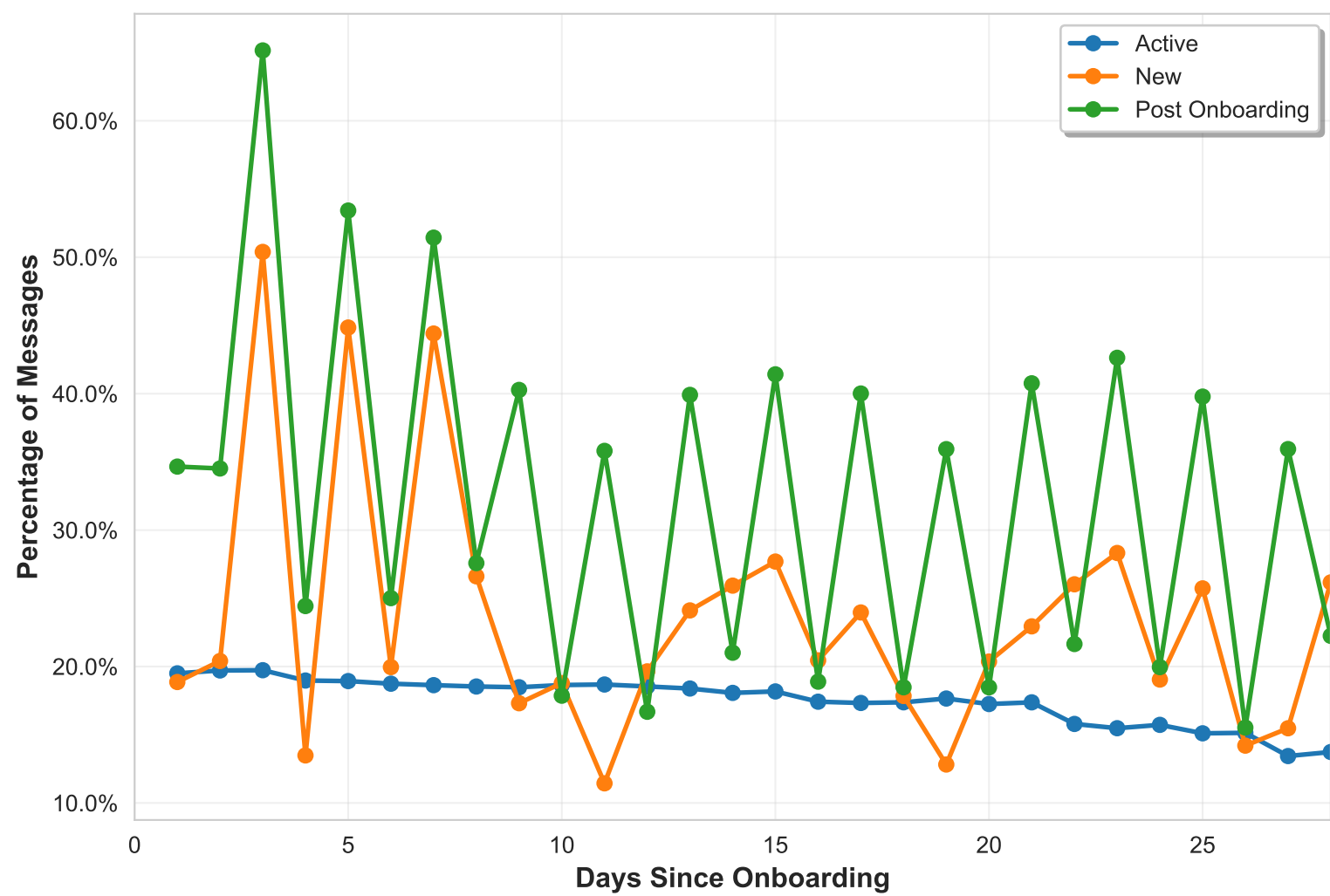


## 5. Order Rate Ratio (vs Active Baseline)

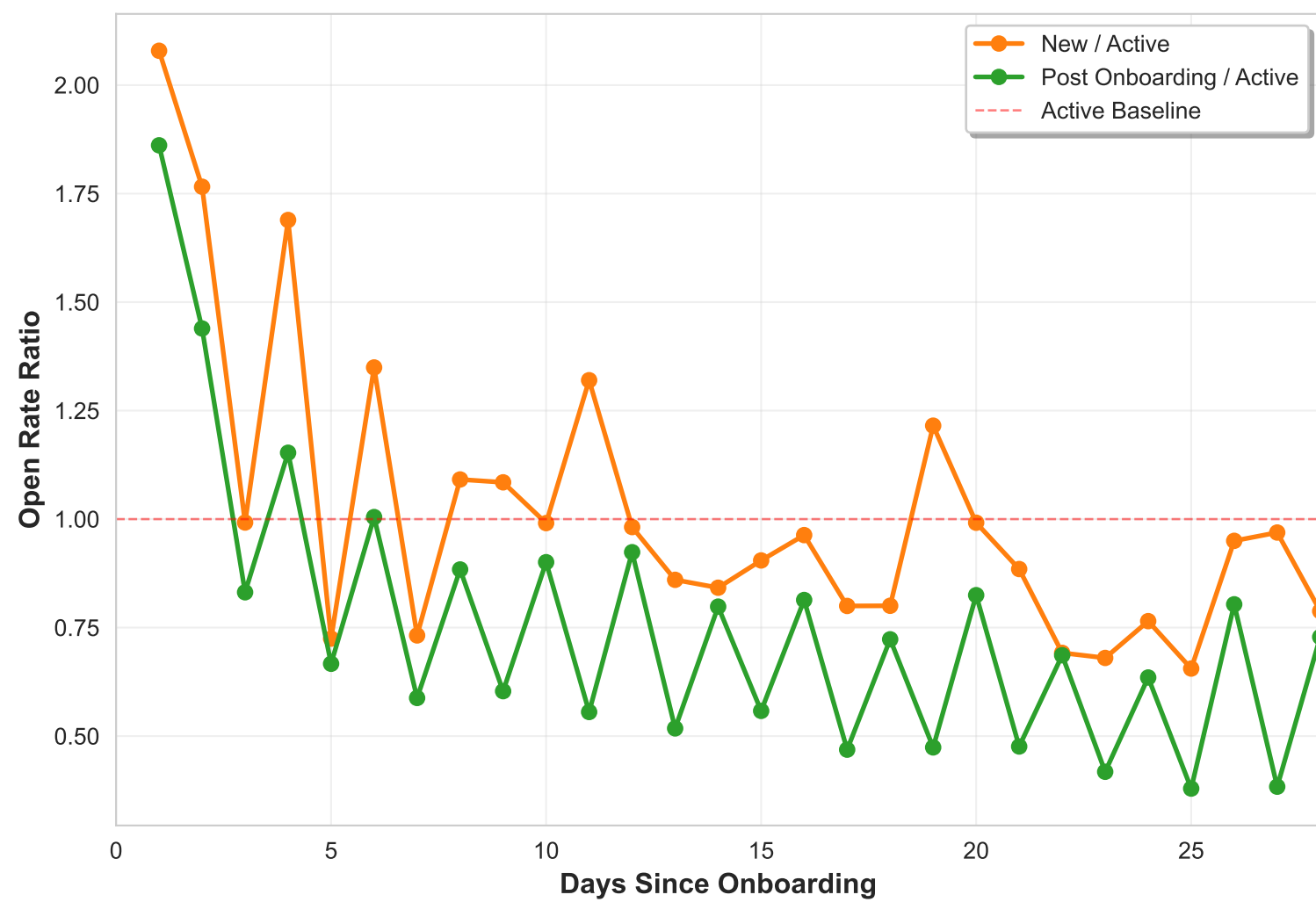


# Is Doordash Offer - Notification Metrics

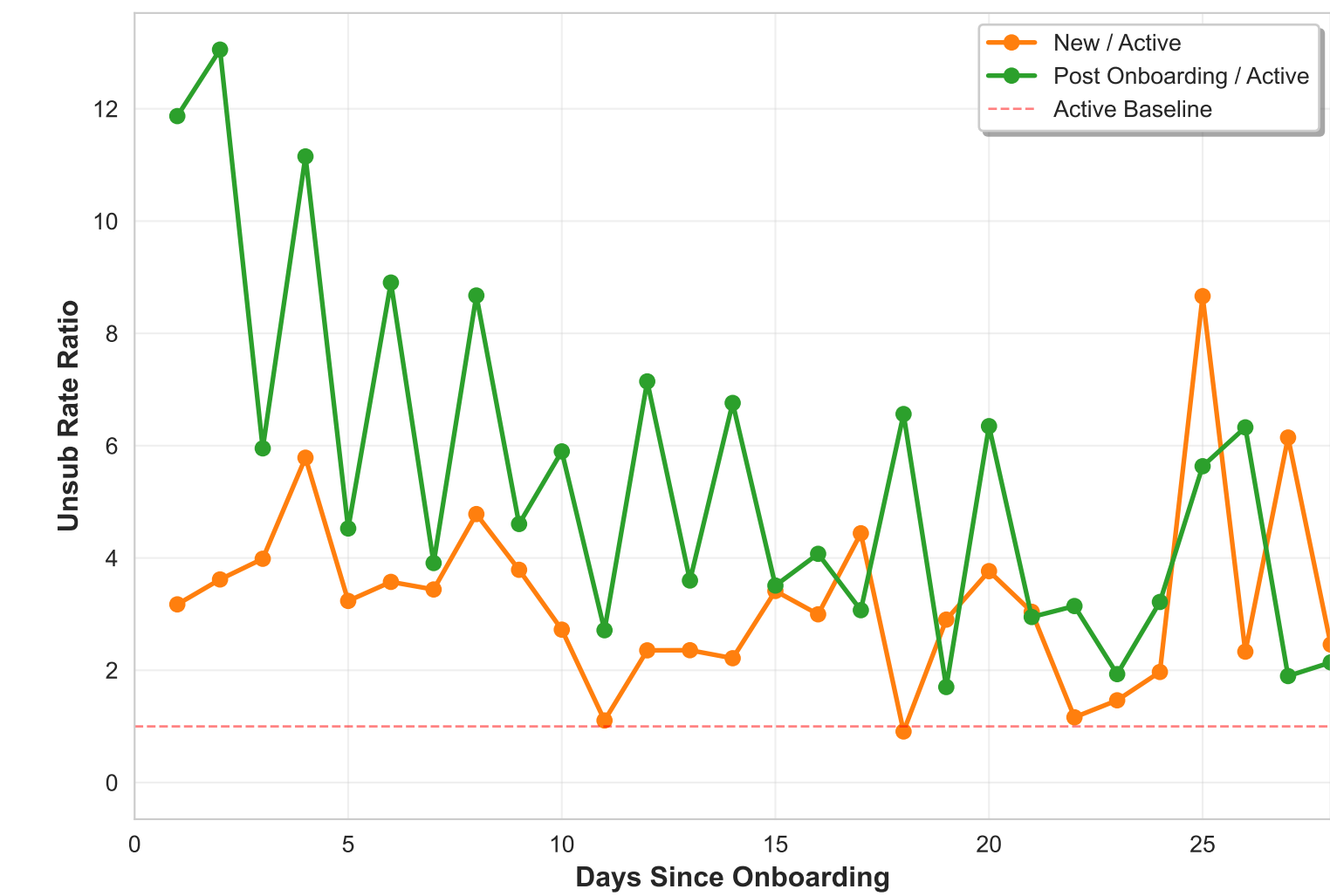
## 1. Percentage of Messages with Tag by Days Since Onboarding



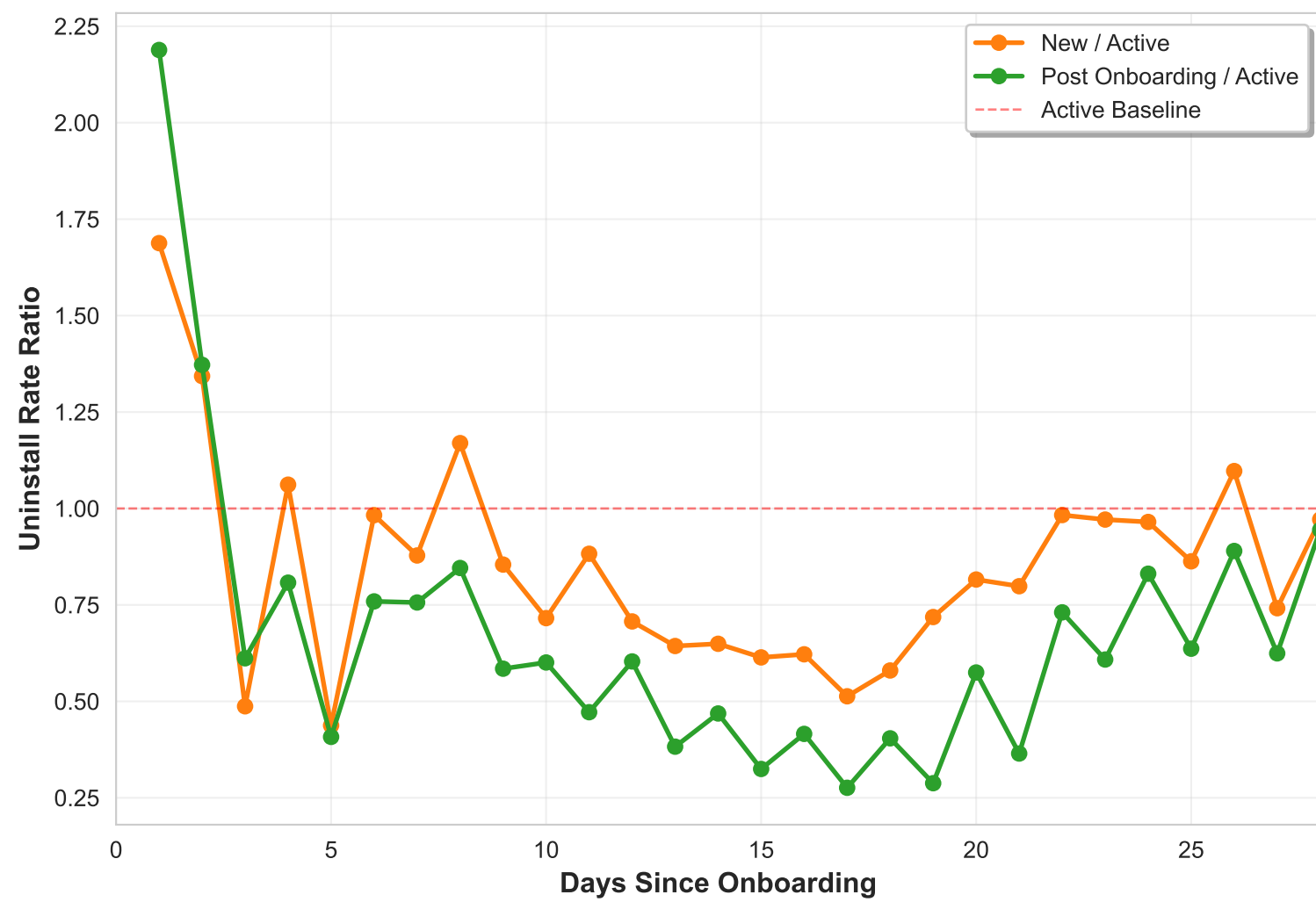
## 2. Open Rate Ratio (vs Active Baseline)



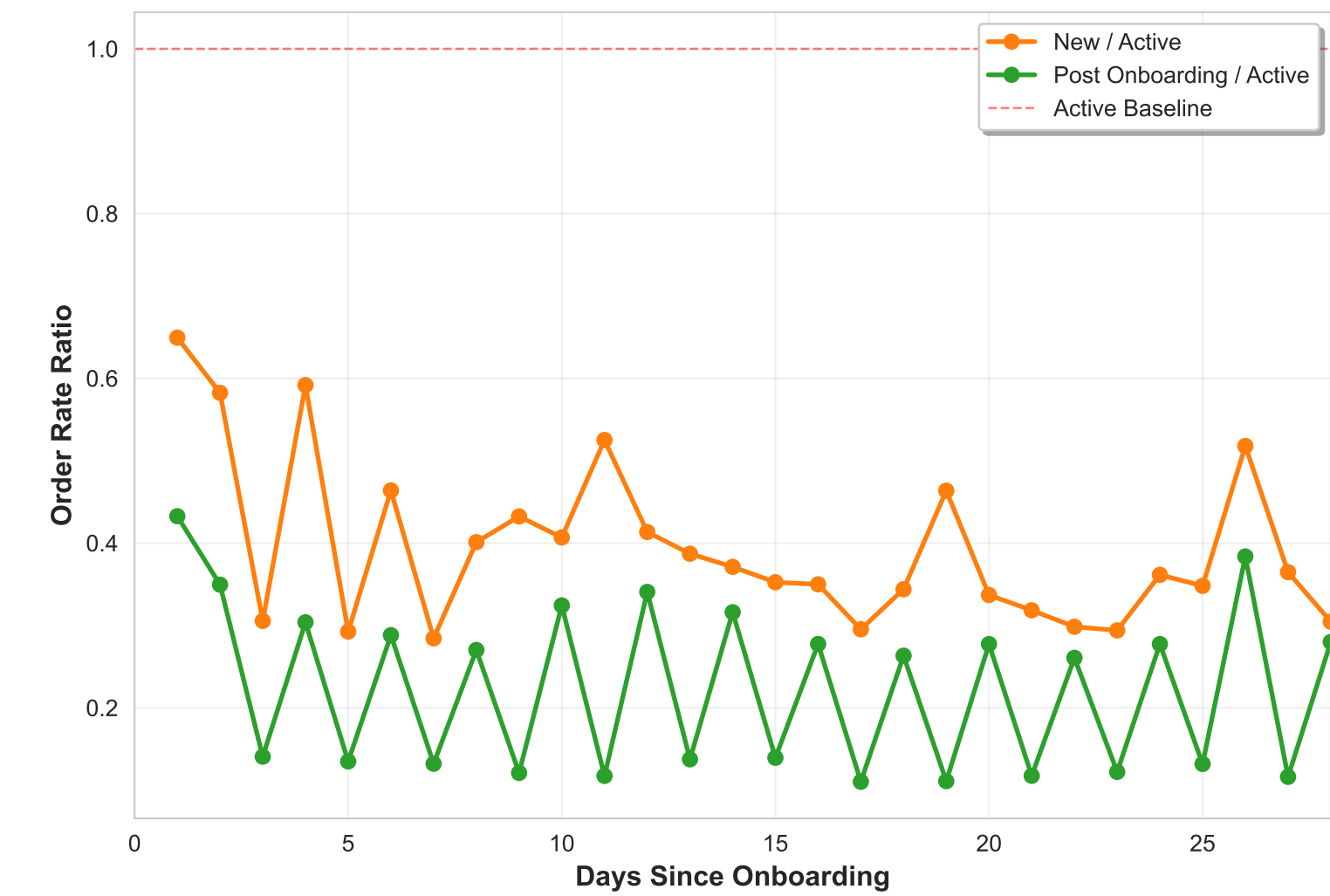
## 3. Unsubscribe Rate Ratio (vs Active Baseline)



## 4. Uninstall Rate Ratio (vs Active Baseline)



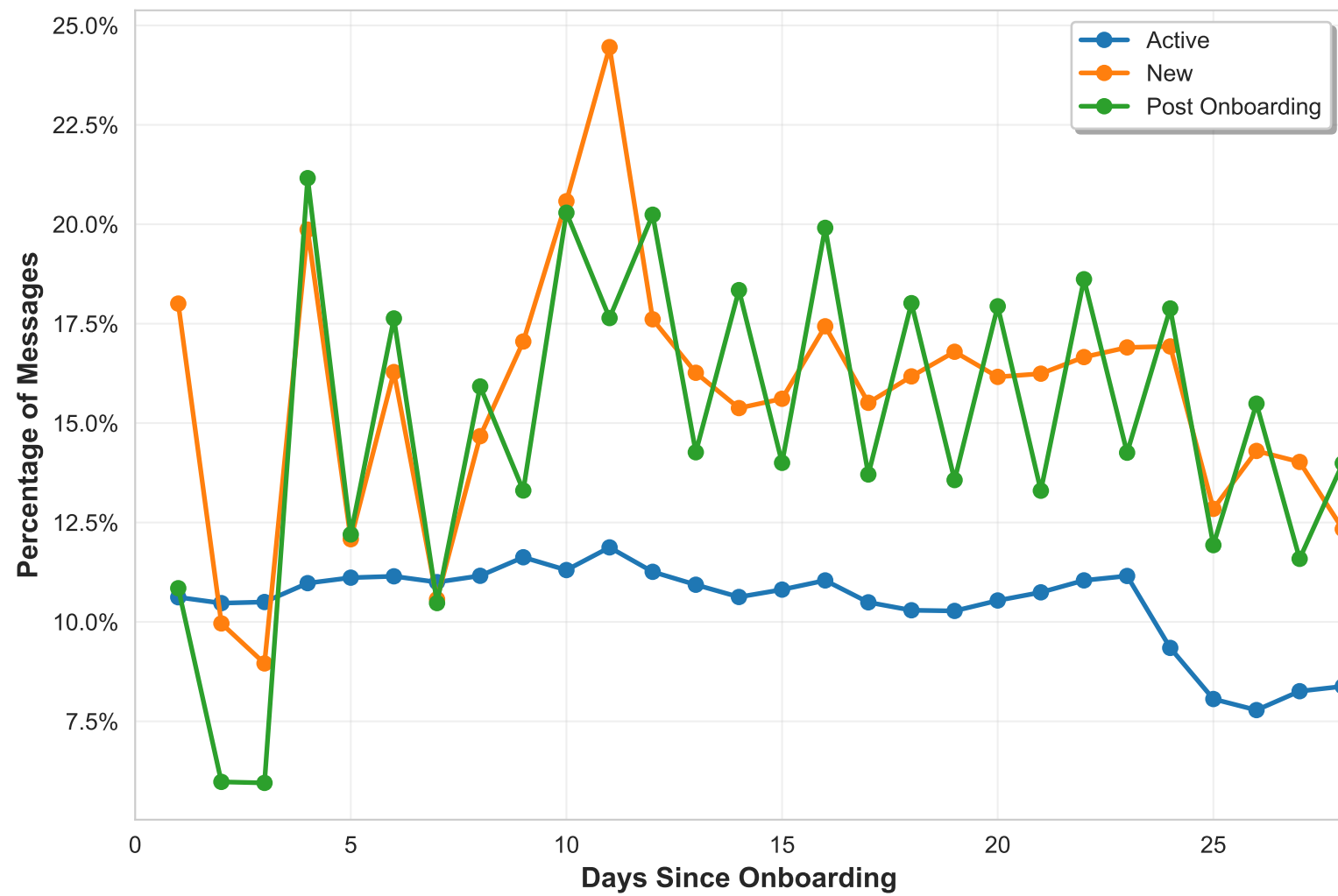
## 5. Order Rate Ratio (vs Active Baseline)



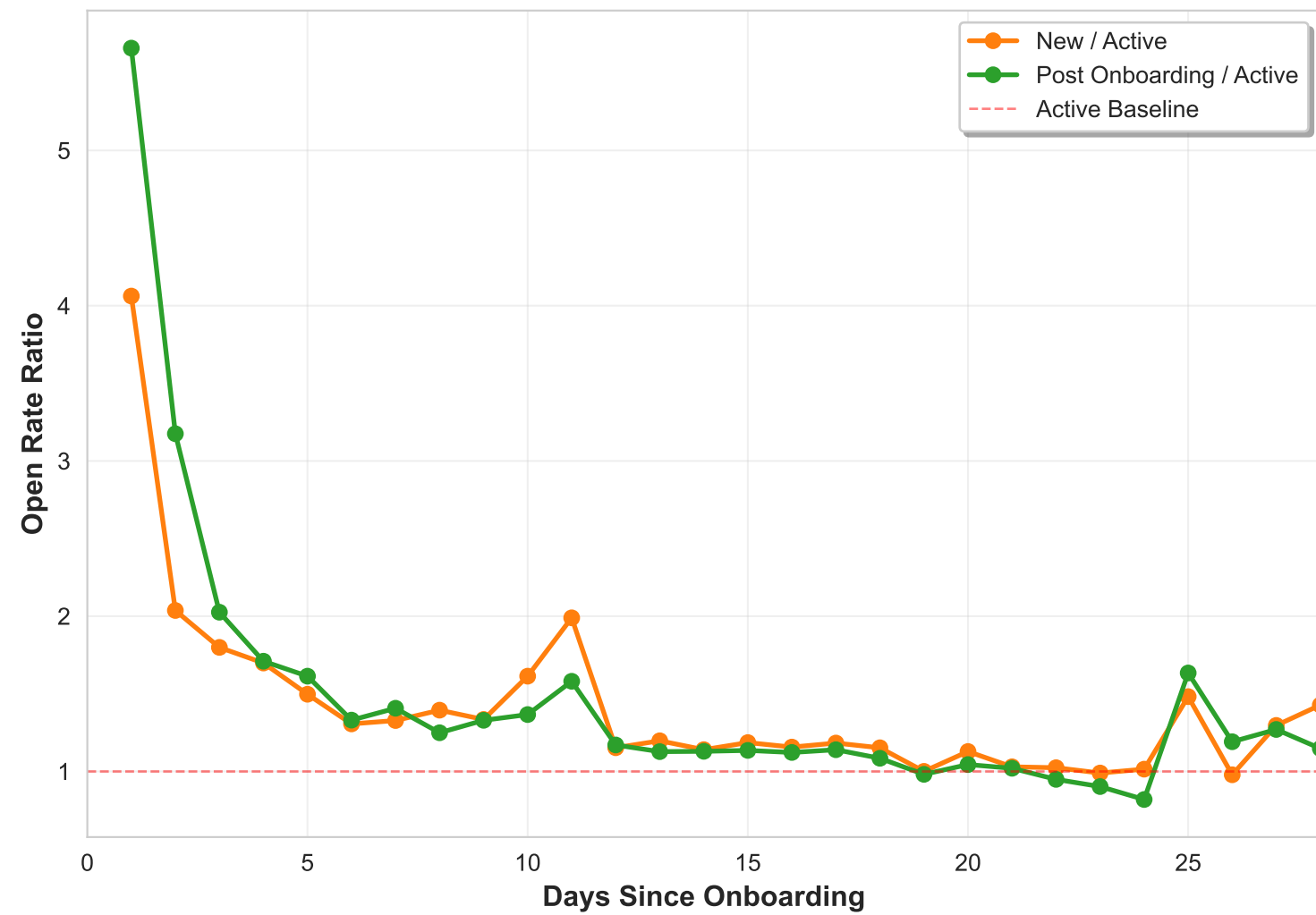


# Is Store Offer - Notification Metrics

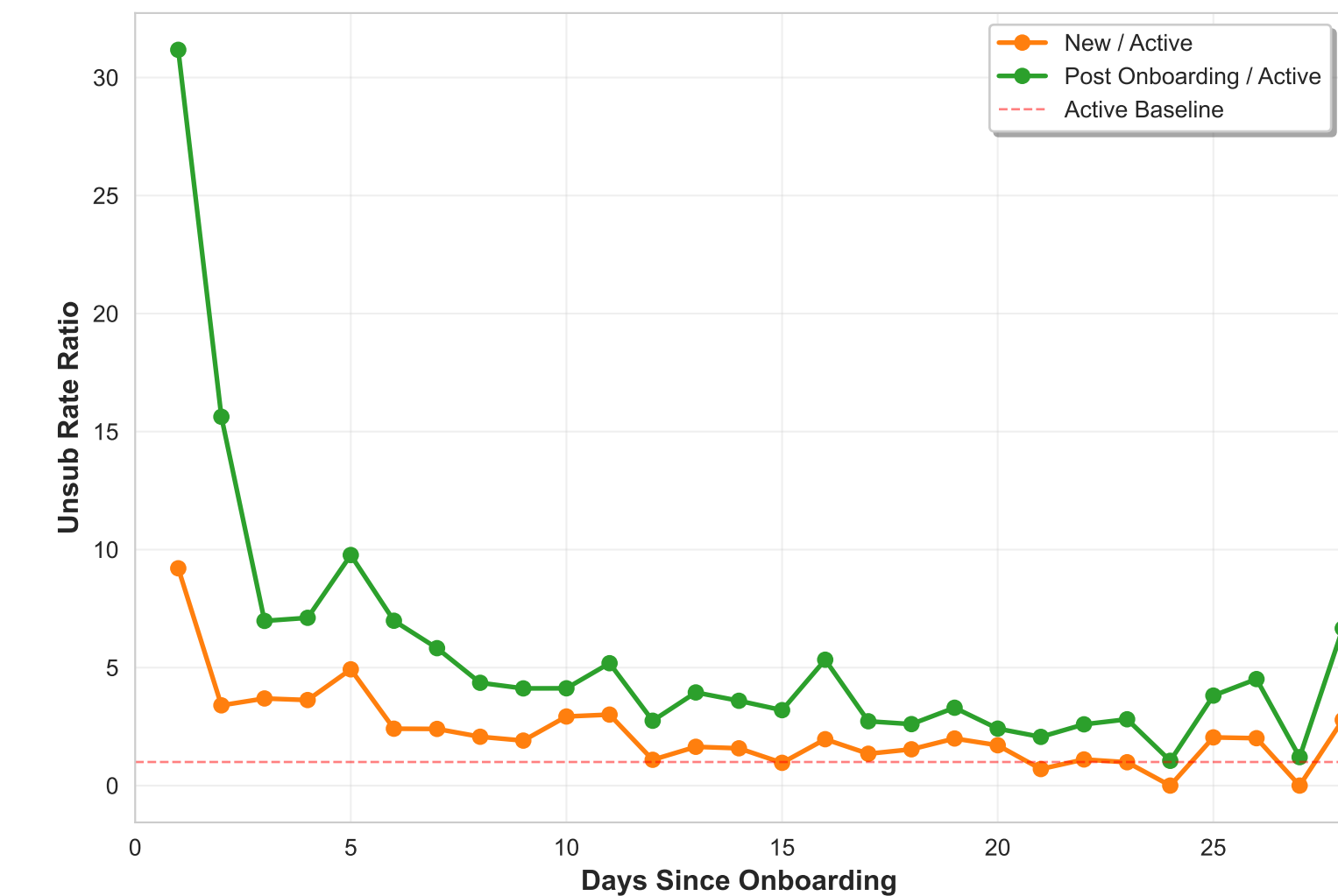
## 1. Percentage of Messages with Tag by Days Since Onboarding



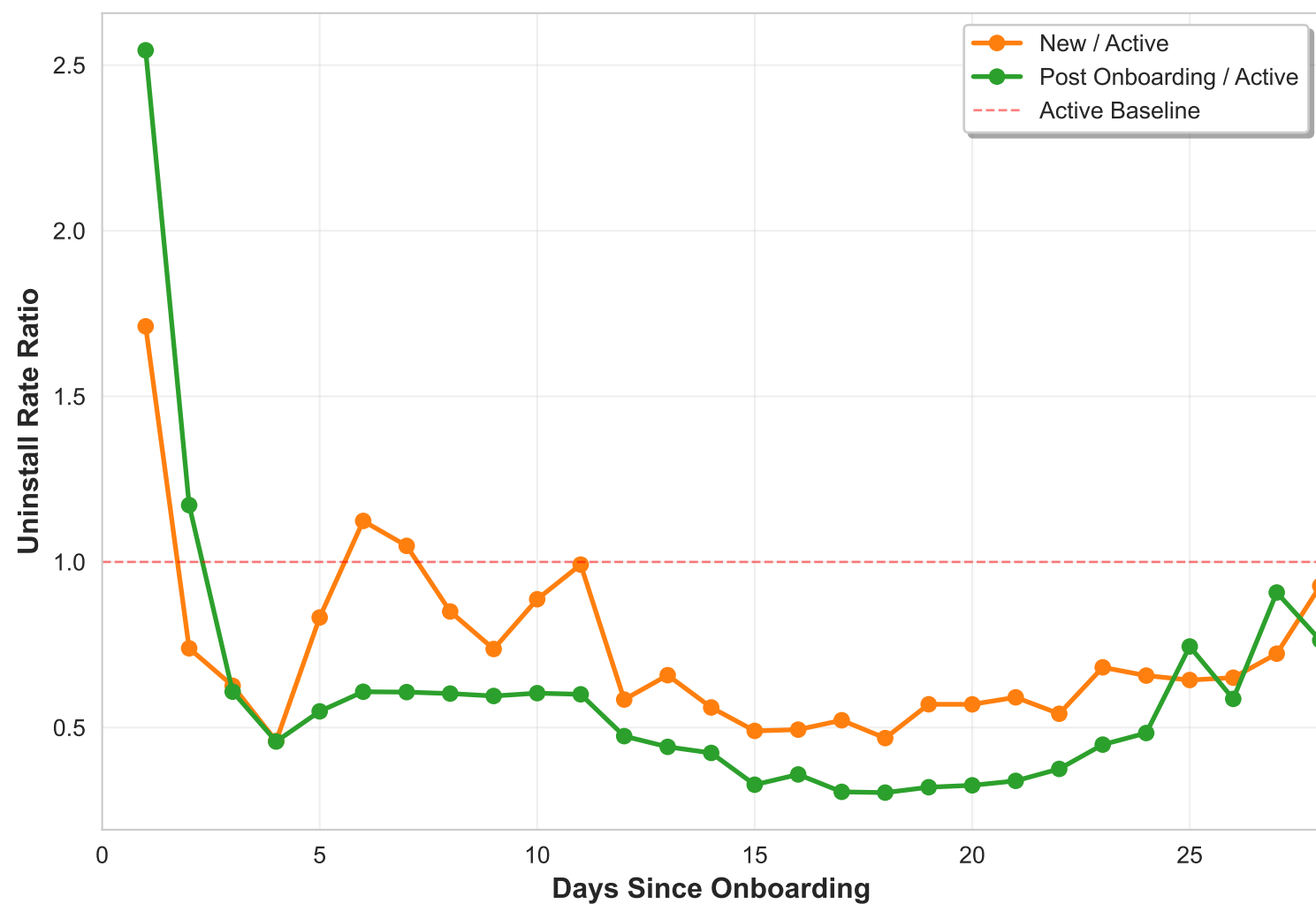
## 2. Open Rate Ratio (vs Active Baseline)



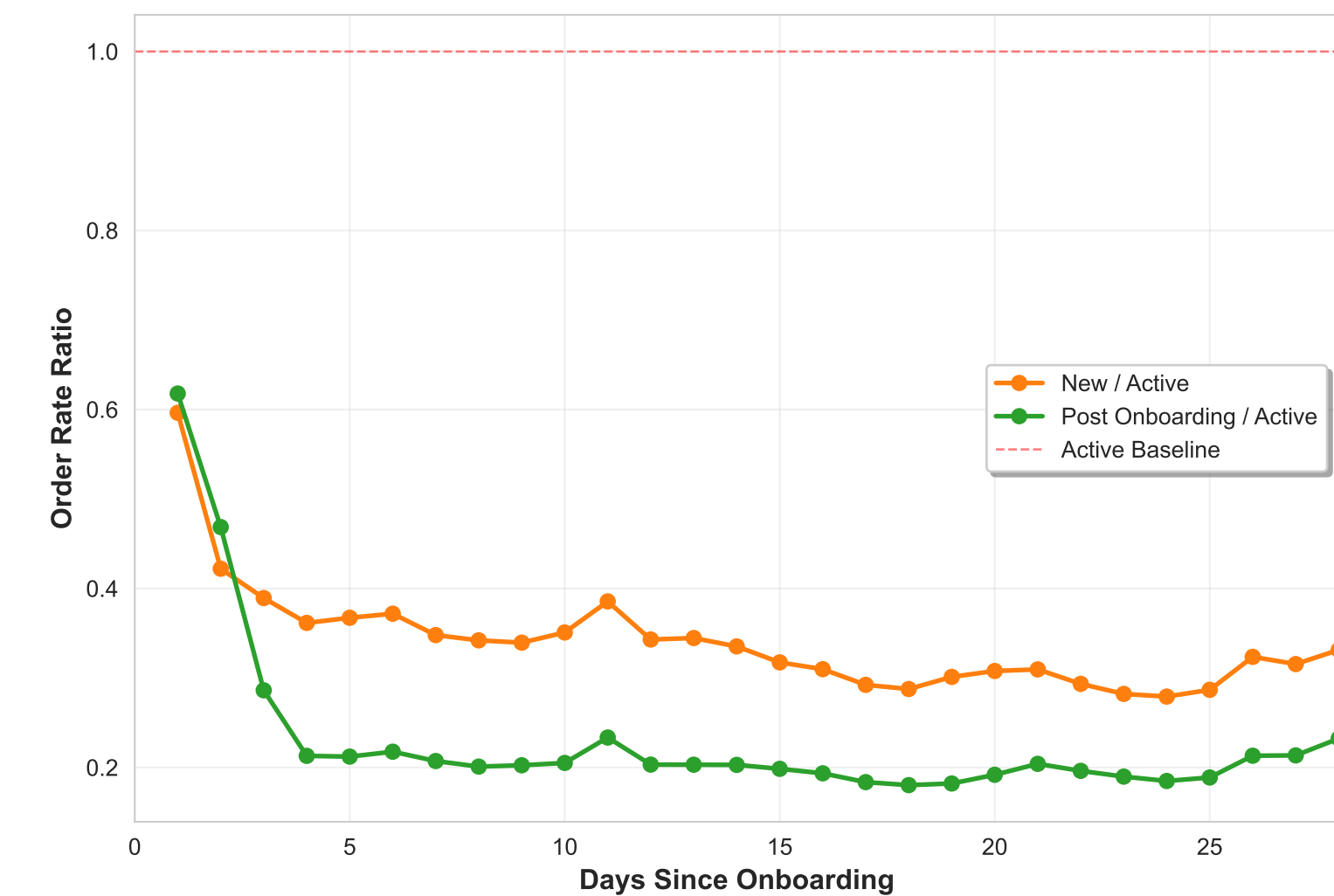
## 3. Unsubscribe Rate Ratio (vs Active Baseline)



## 4. Uninstall Rate Ratio (vs Active Baseline)

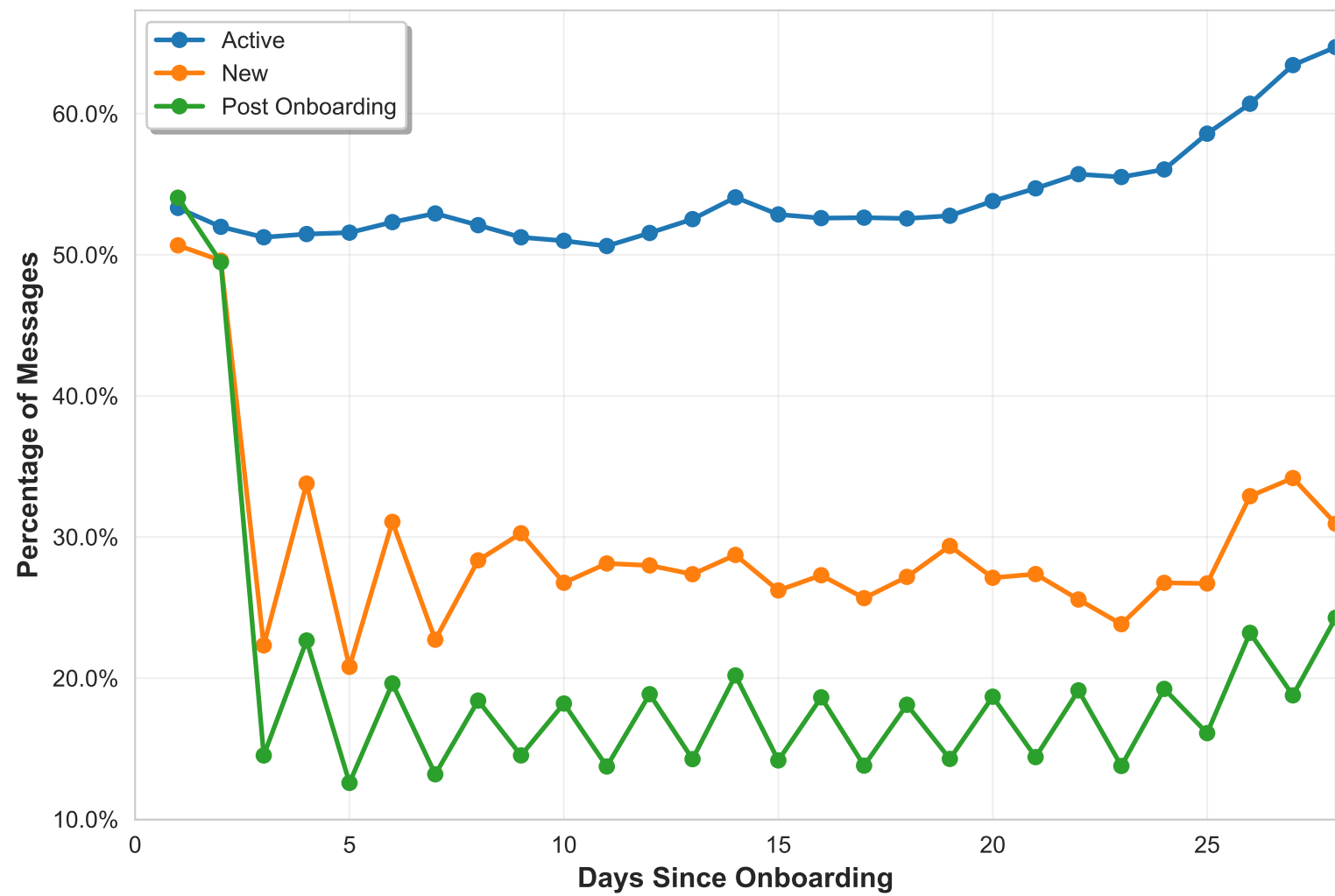


## 5. Order Rate Ratio (vs Active Baseline)

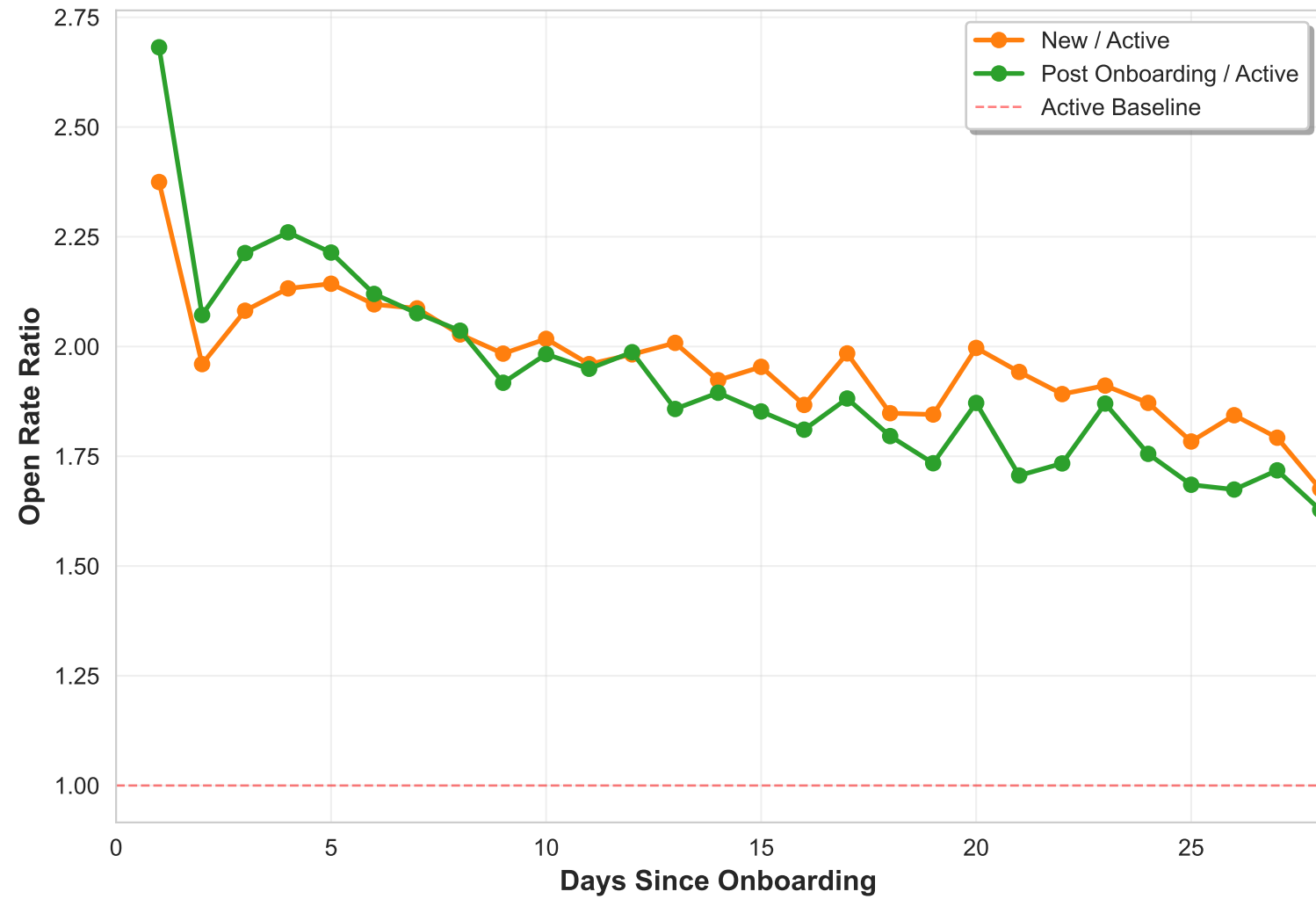


# Is Reminder - Notification Metrics

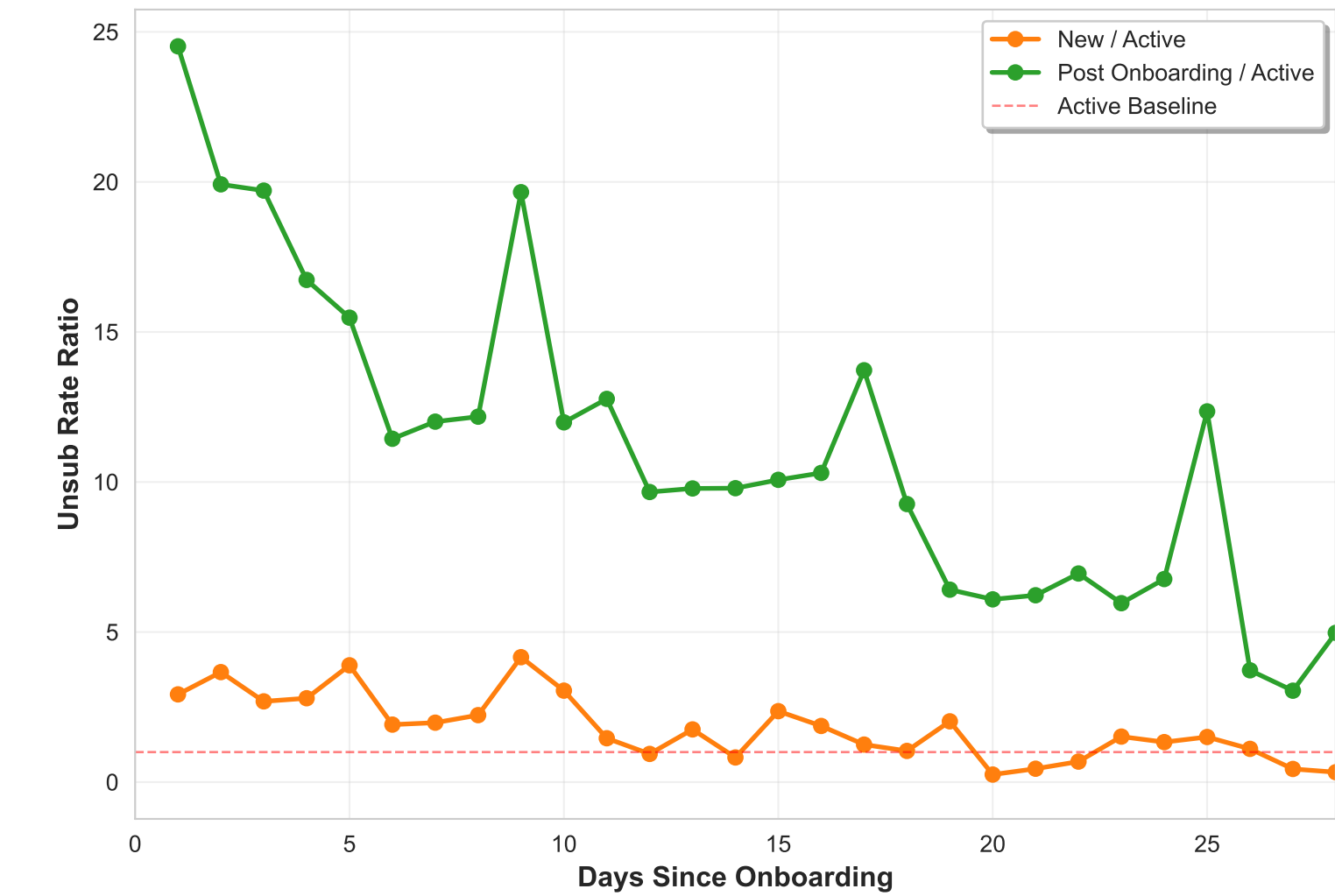
## 1. Percentage of Messages with Tag by Days Since Onboarding



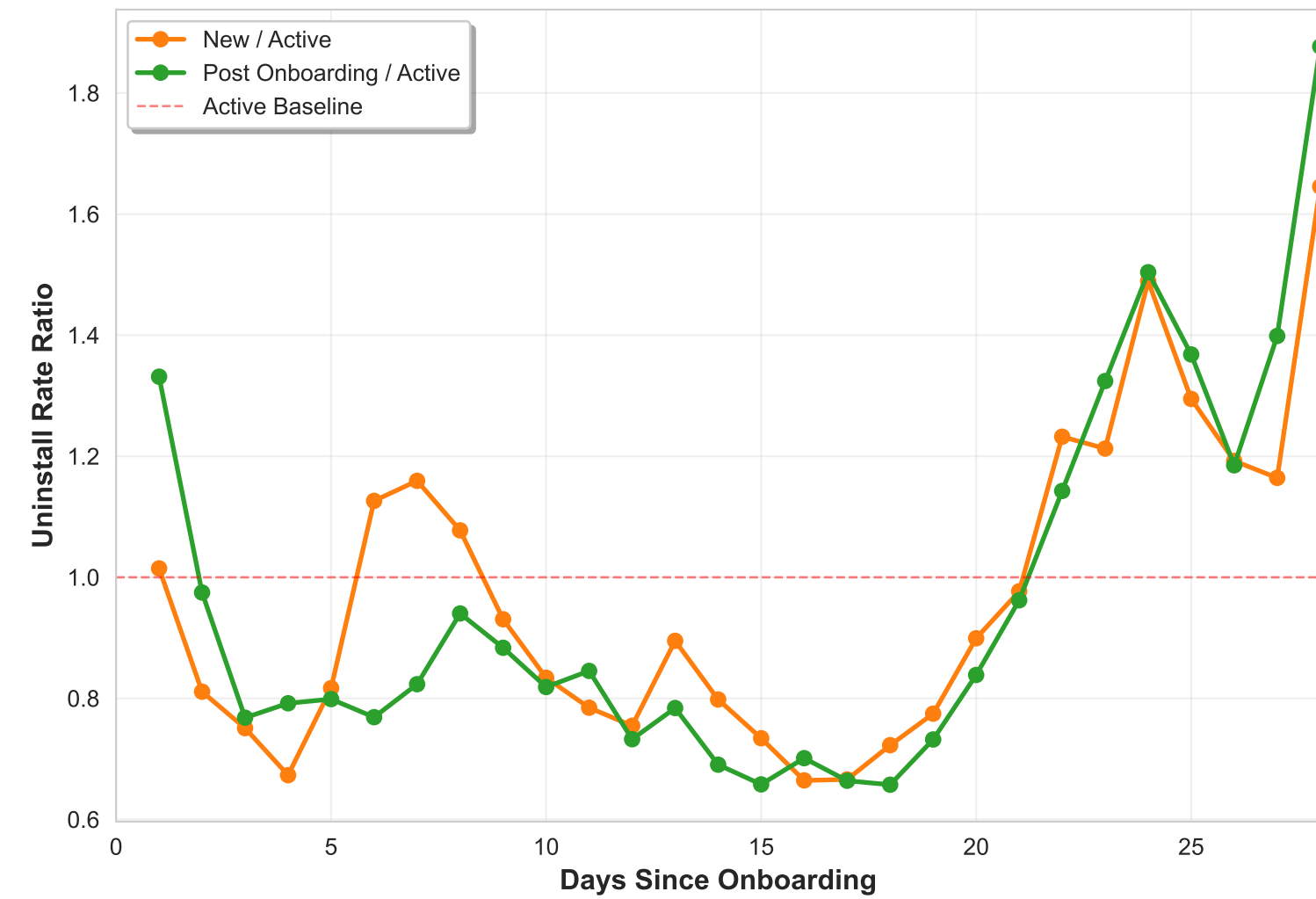
## 2. Open Rate Ratio (vs Active Baseline)



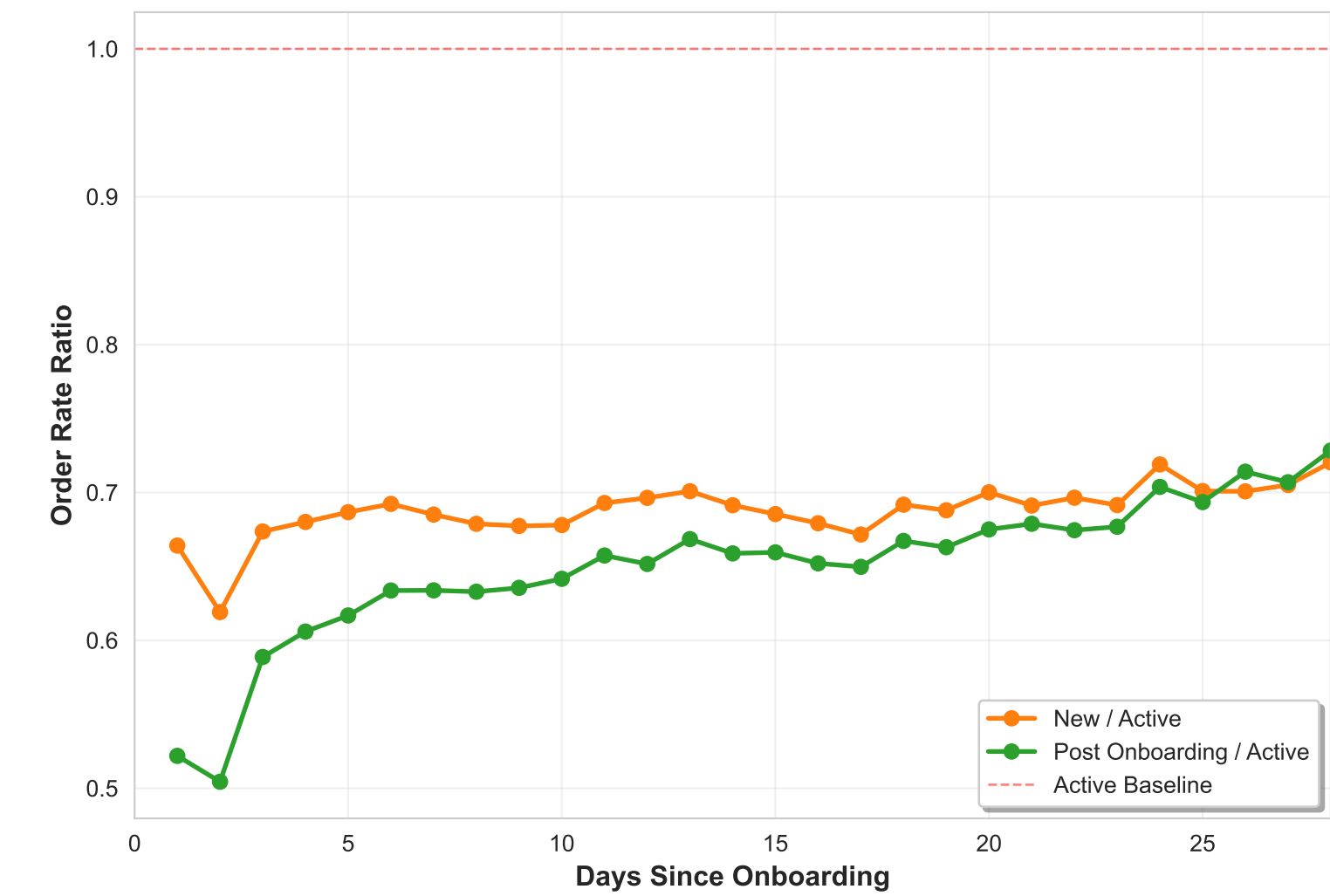
## 3. Unsubscribe Rate Ratio (vs Active Baseline)



## 4. Uninstall Rate Ratio (vs Active Baseline)



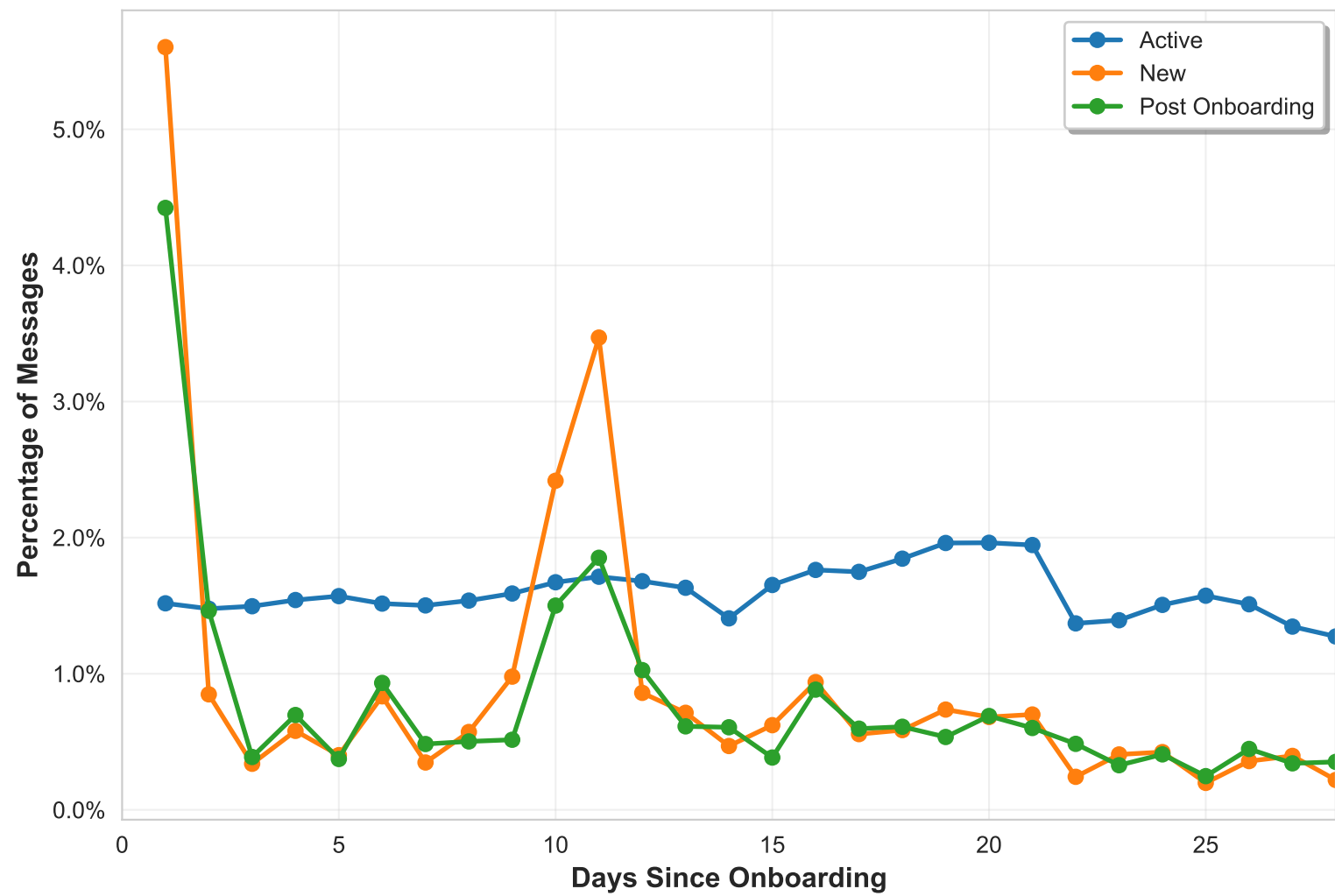
## 5. Order Rate Ratio (vs Active Baseline)



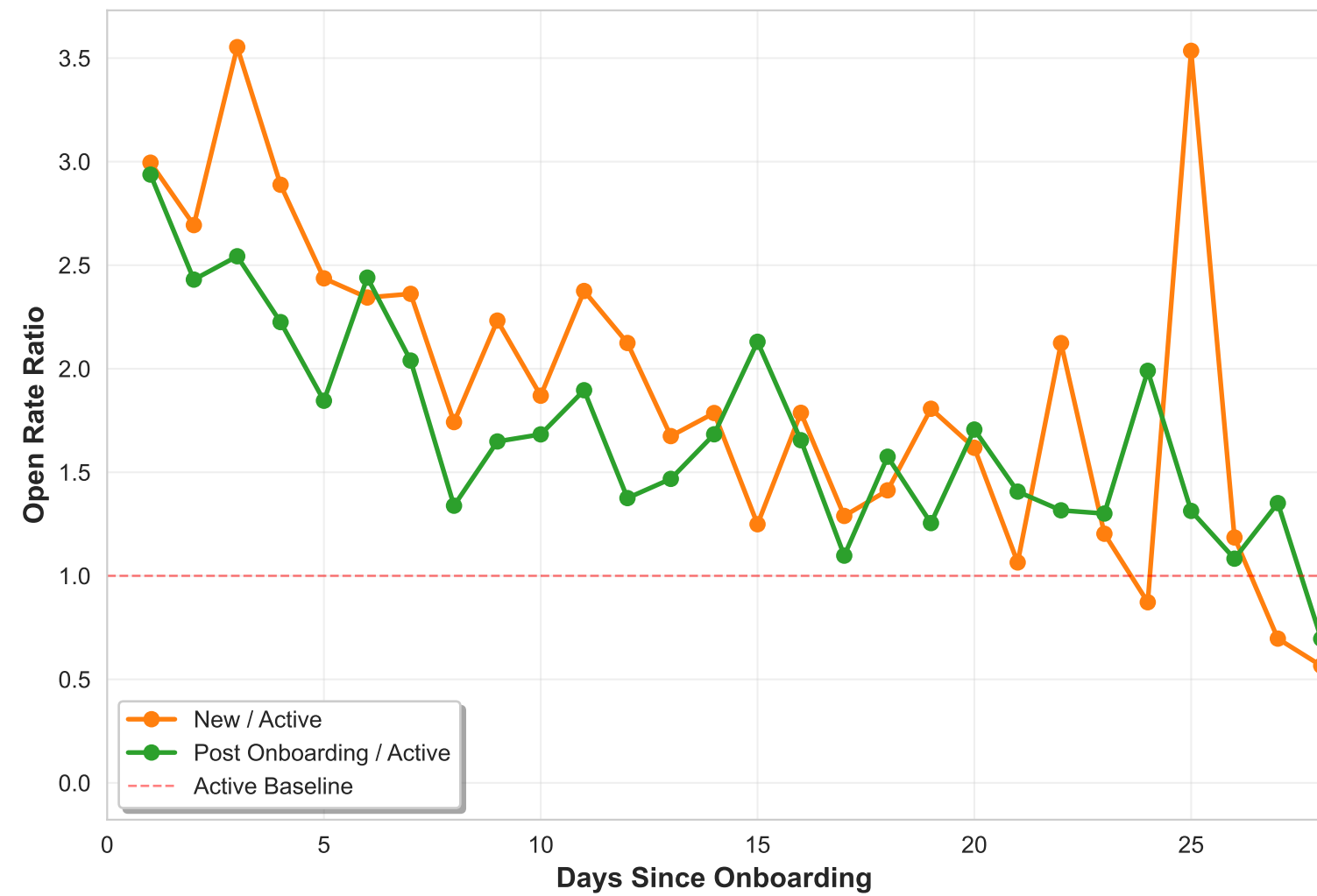


# Is Nv - Notification Metrics

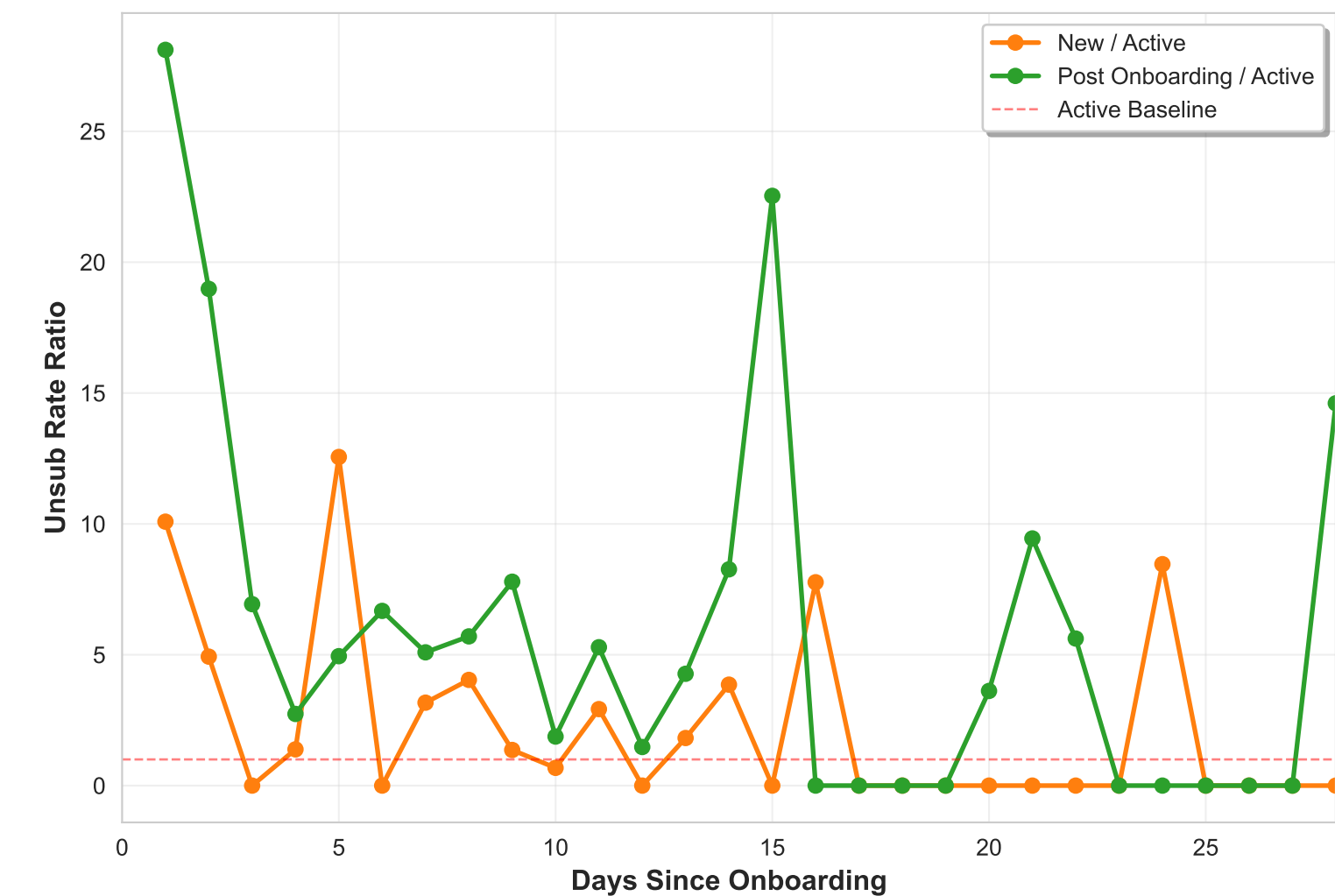
## 1. Percentage of Messages with Tag by Days Since Onboarding



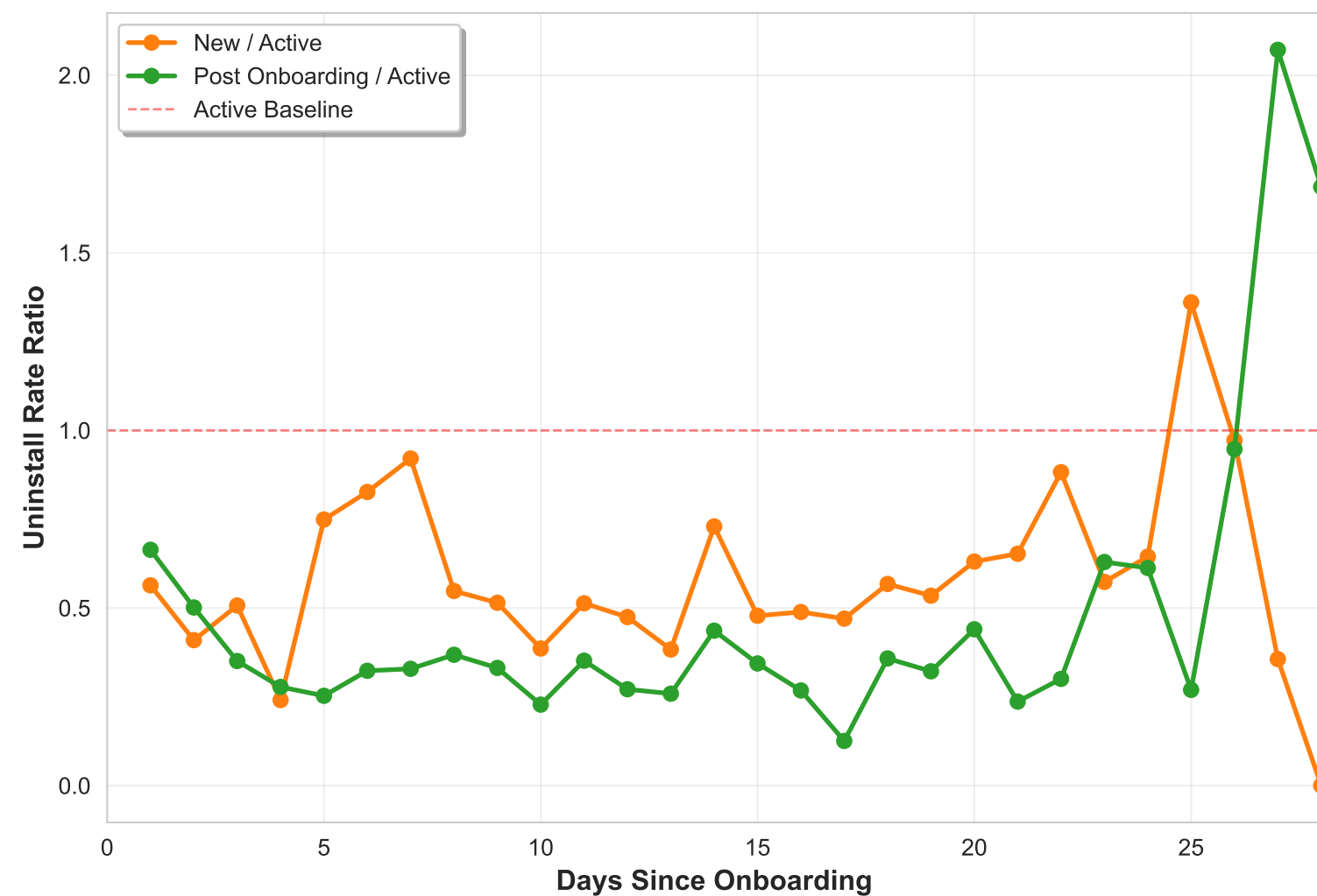
## 2. Open Rate Ratio (vs Active Baseline)



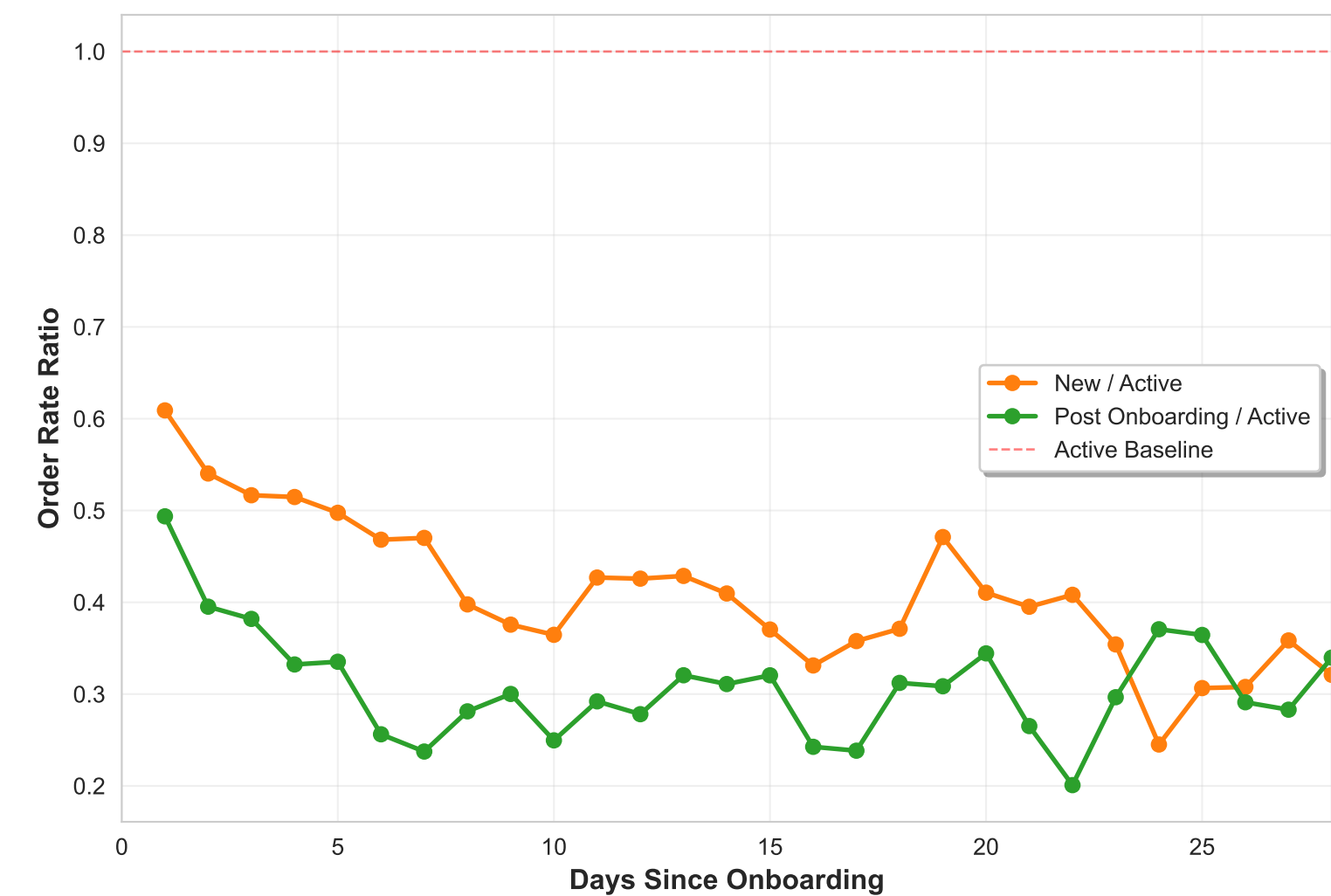
## 3. Unsubscribe Rate Ratio (vs Active Baseline)



## 4. Uninstall Rate Ratio (vs Active Baseline)

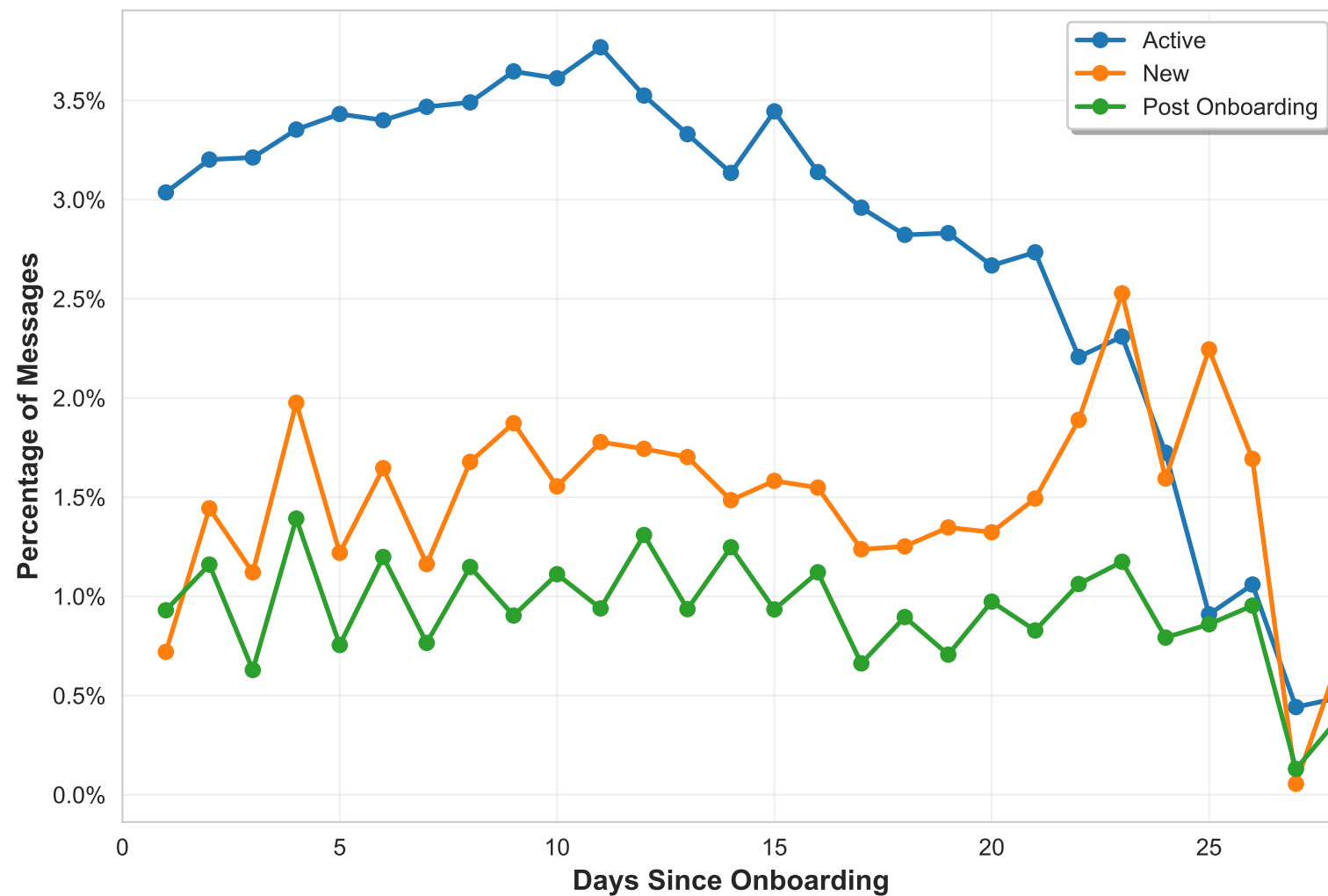


## 5. Order Rate Ratio (vs Active Baseline)

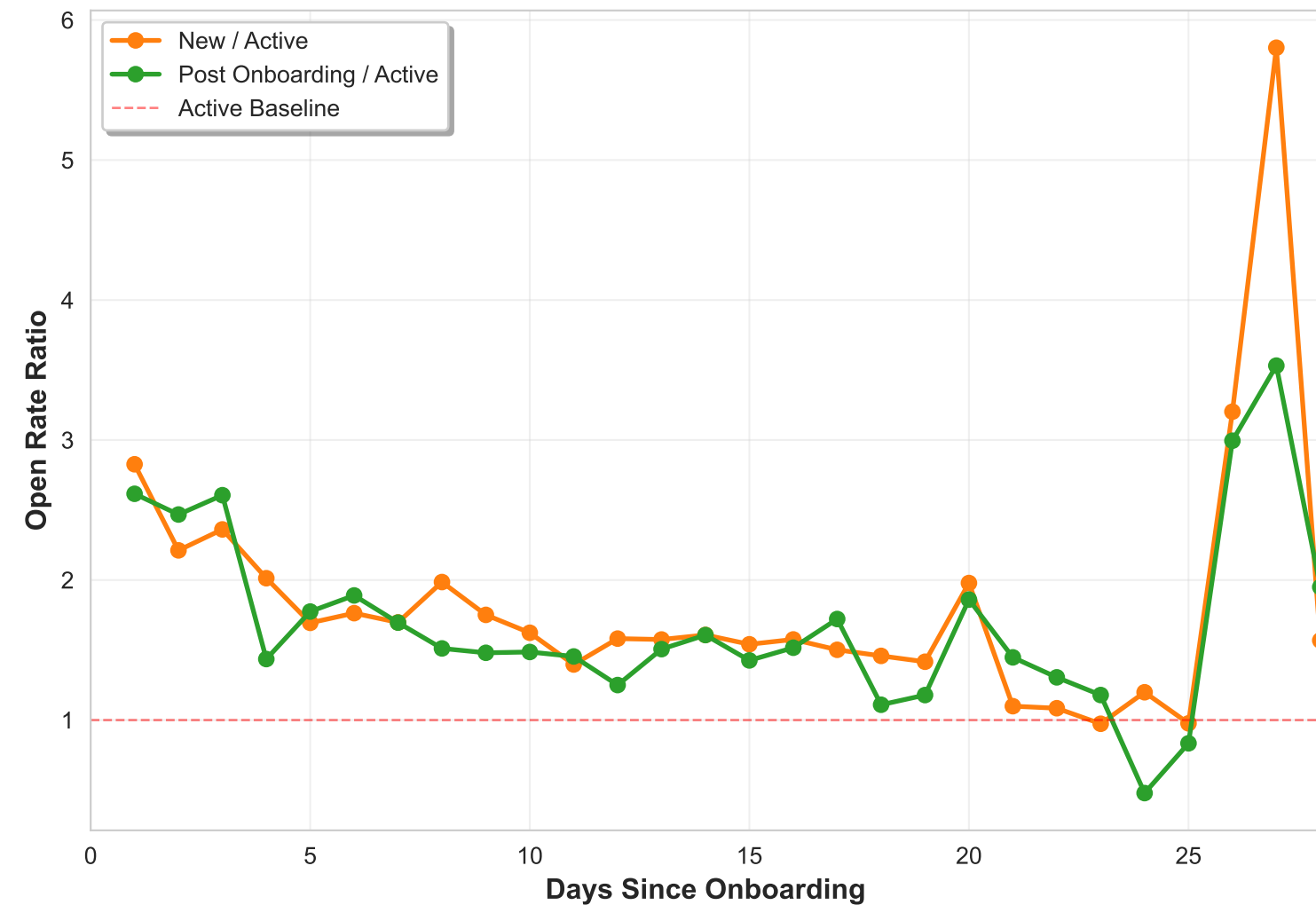


# Is Dashpass - Notification Metrics

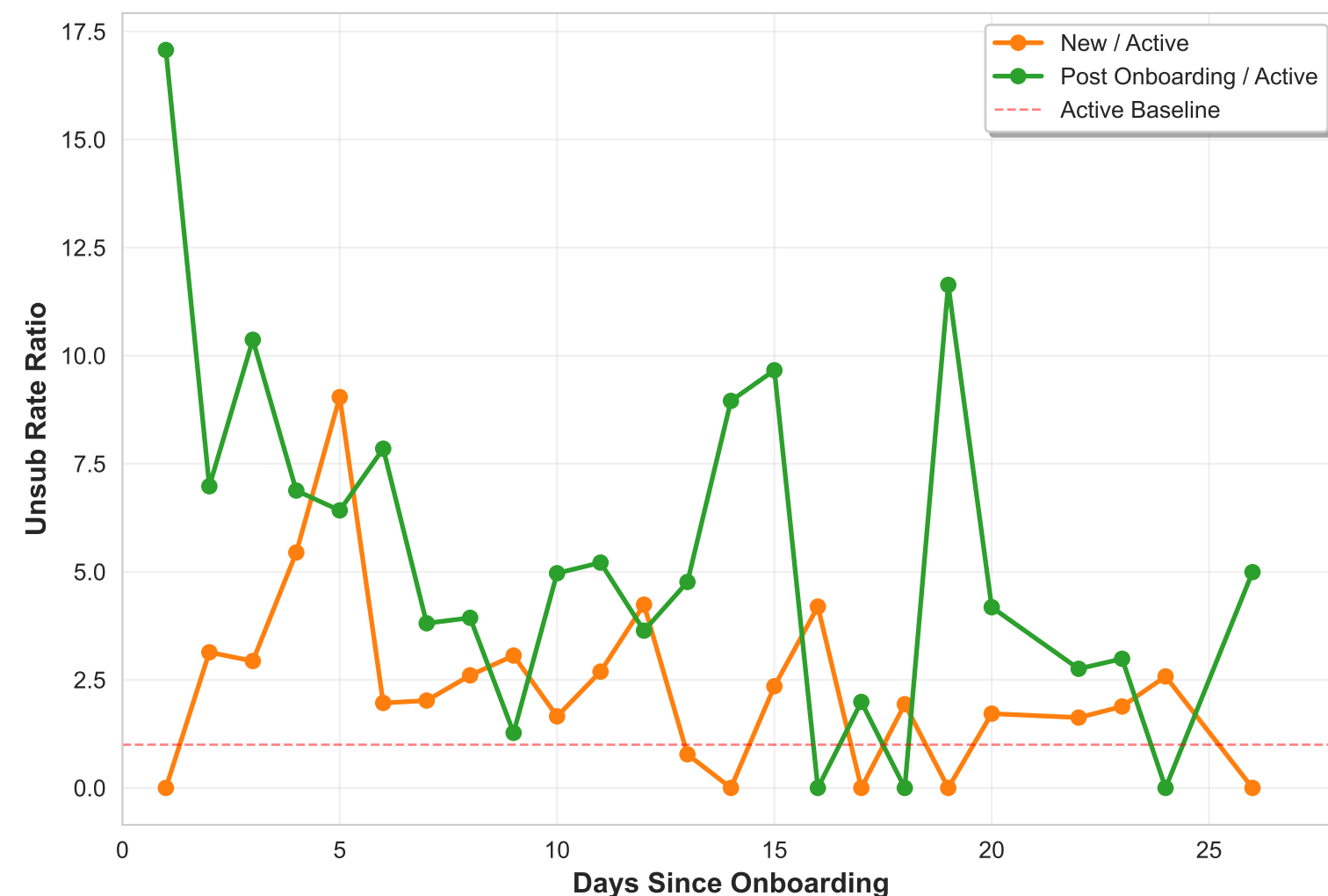
## 1. Percentage of Messages with Tag by Days Since Onboarding



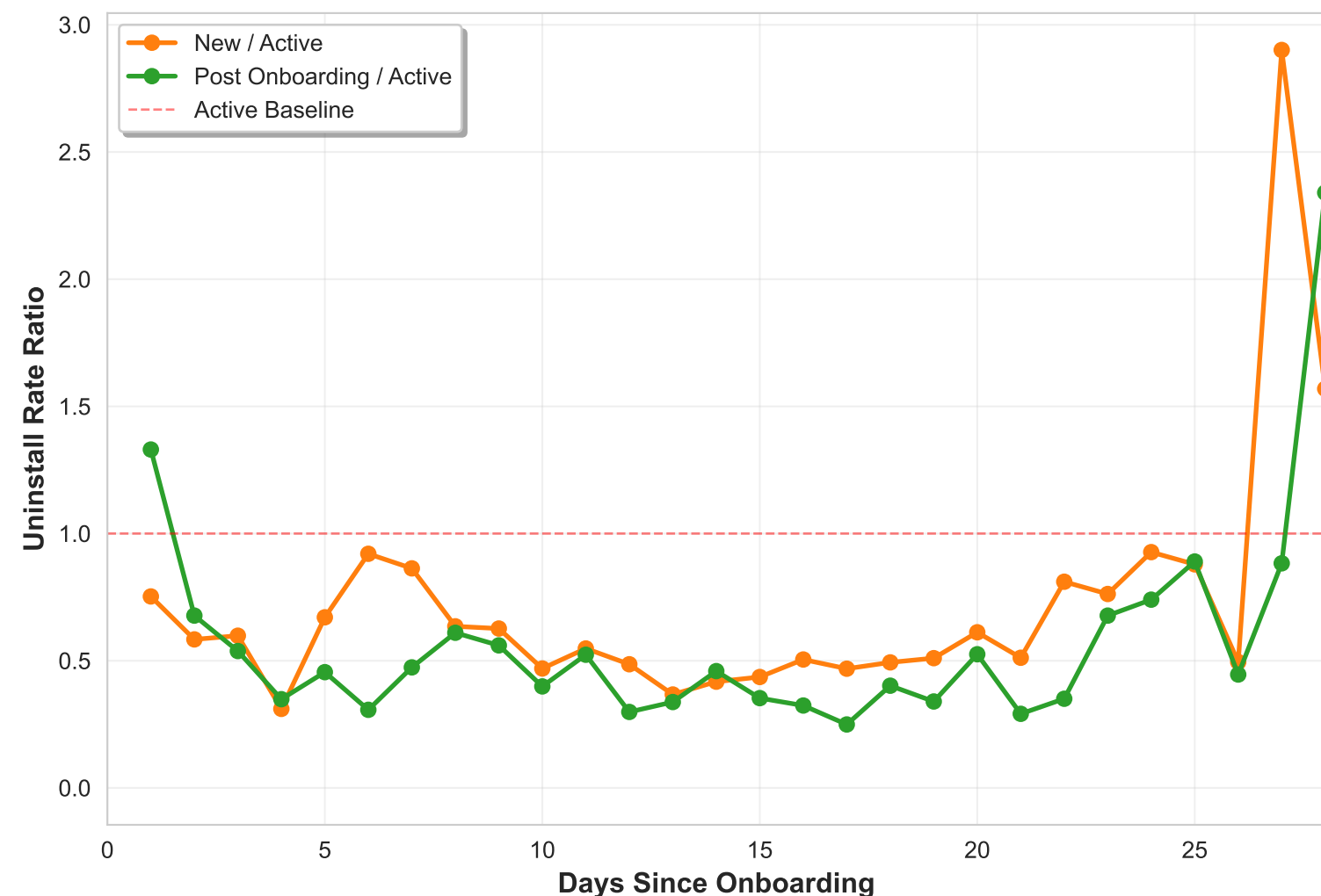
## 2. Open Rate Ratio (vs Active Baseline)



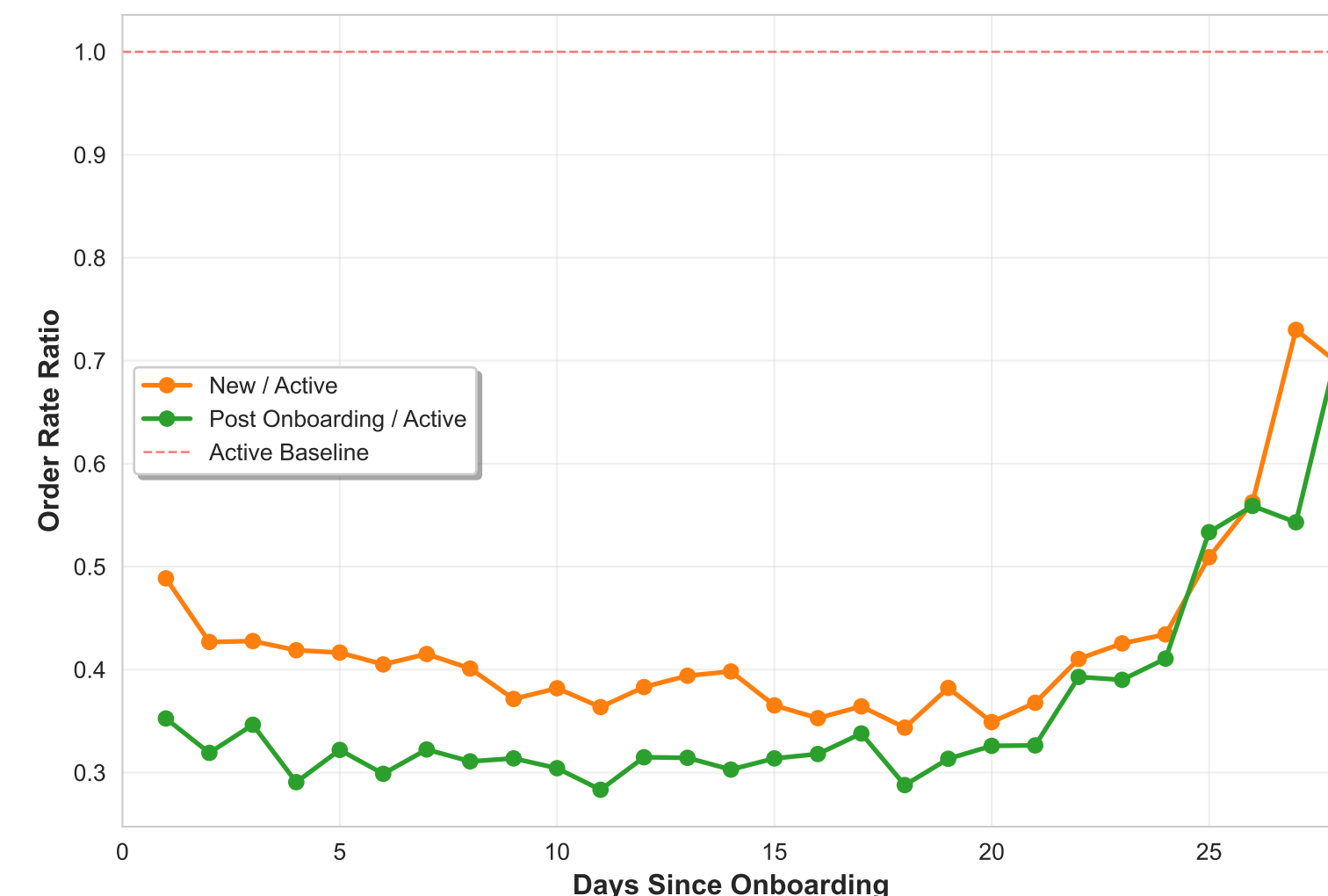
## 3. Unsubscribe Rate Ratio (vs Active Baseline)



## 4. Uninstall Rate Ratio (vs Active Baseline)

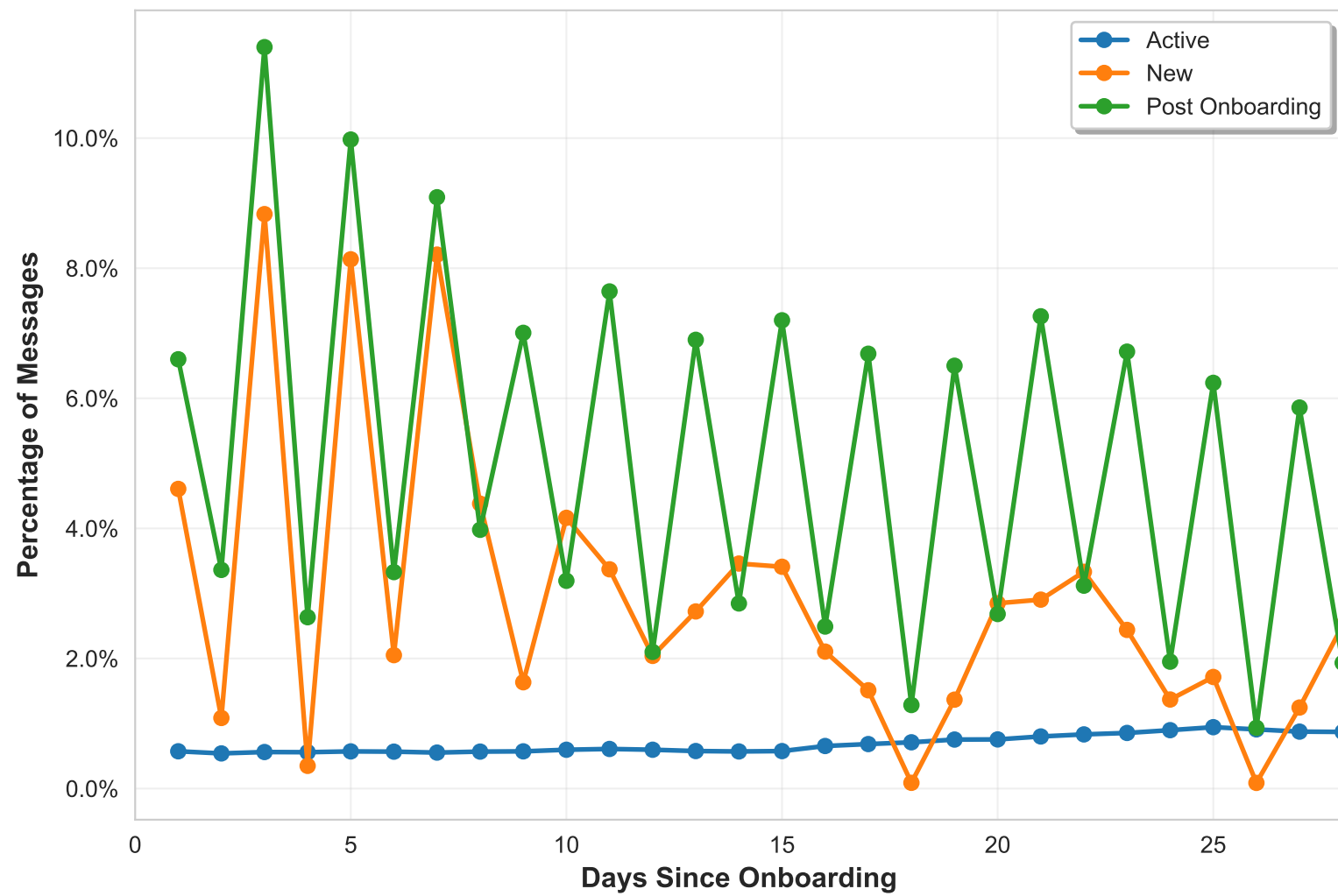


## 5. Order Rate Ratio (vs Active Baseline)

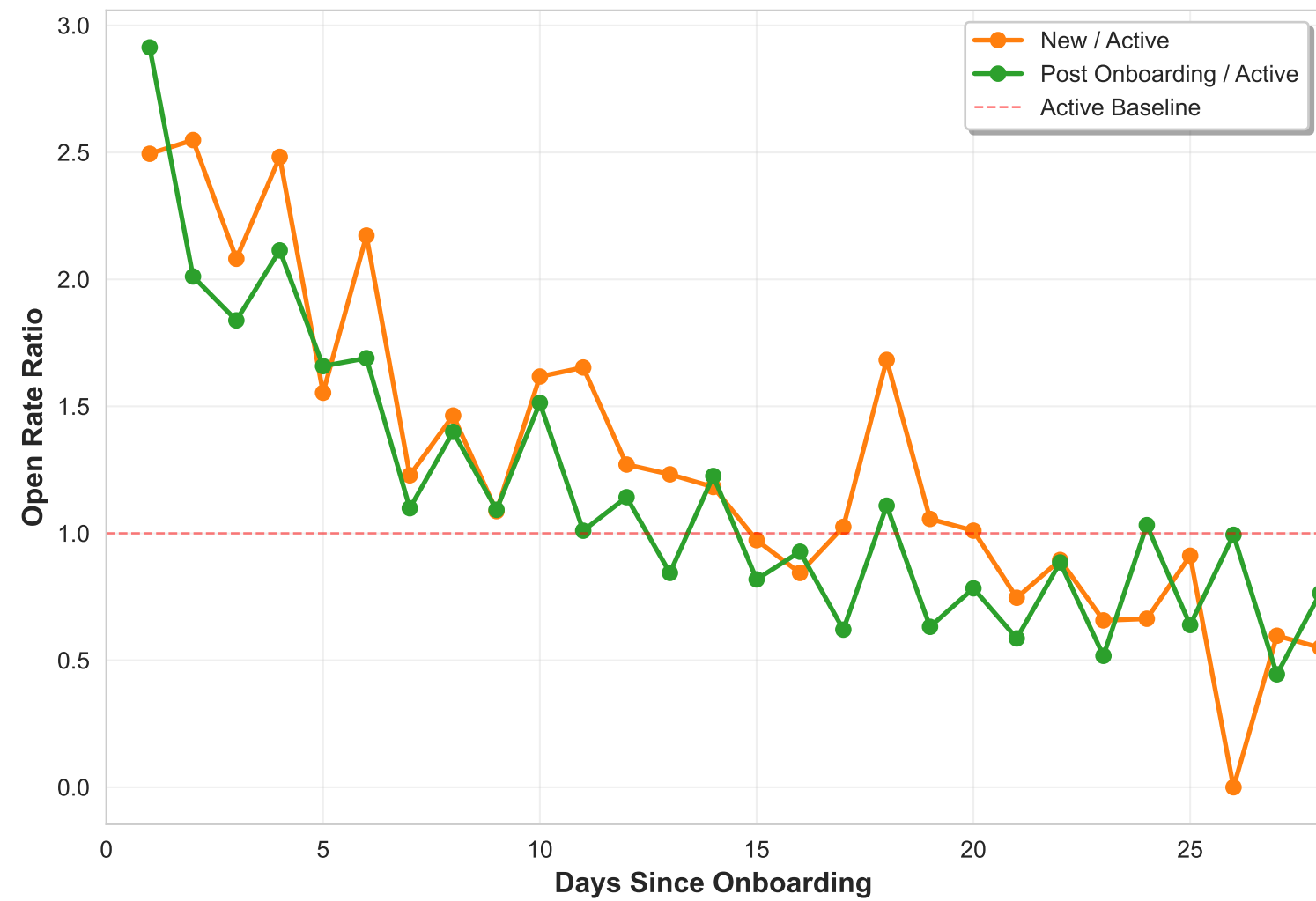


# Is New - Notification Metrics

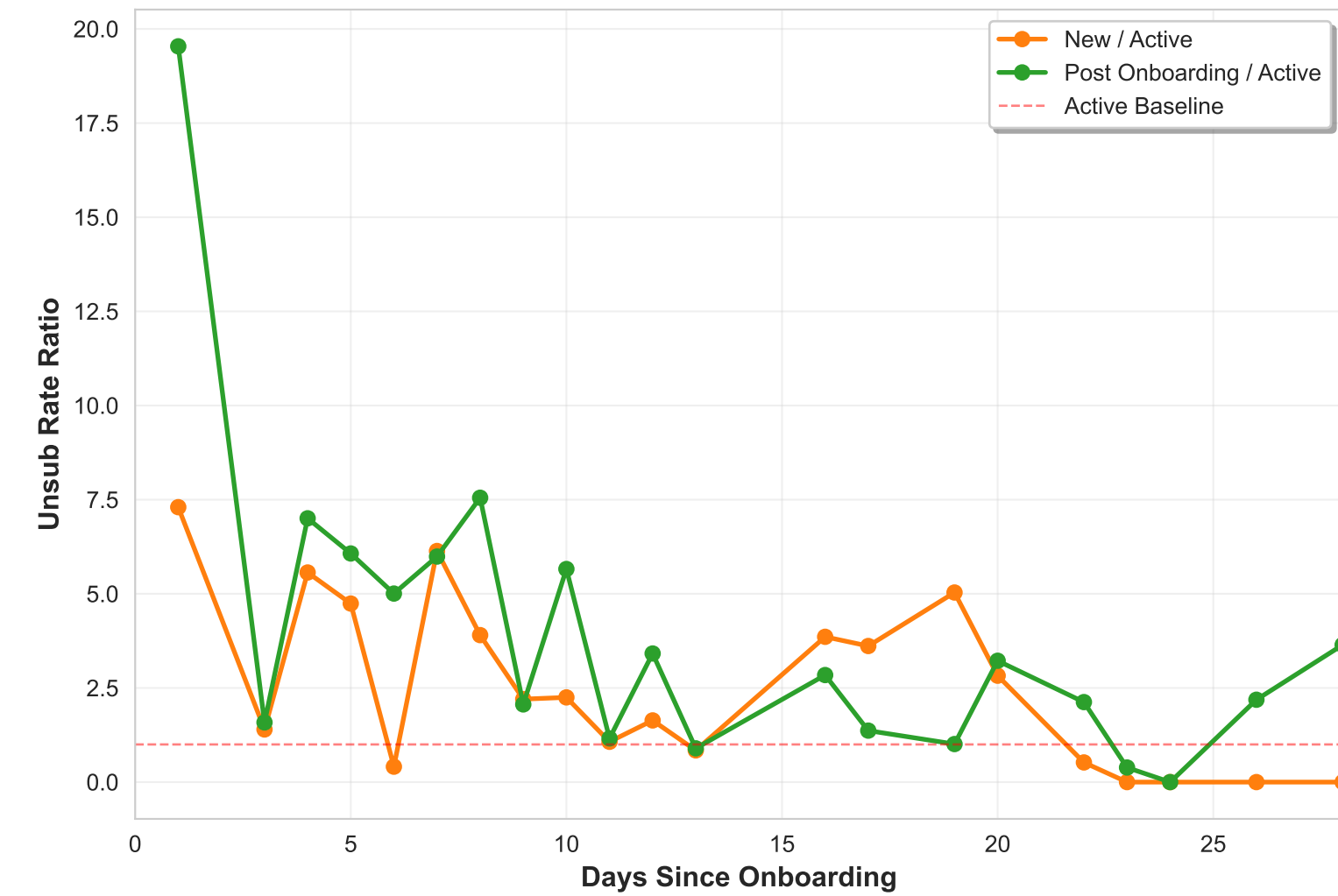
## 1. Percentage of Messages with Tag by Days Since Onboarding



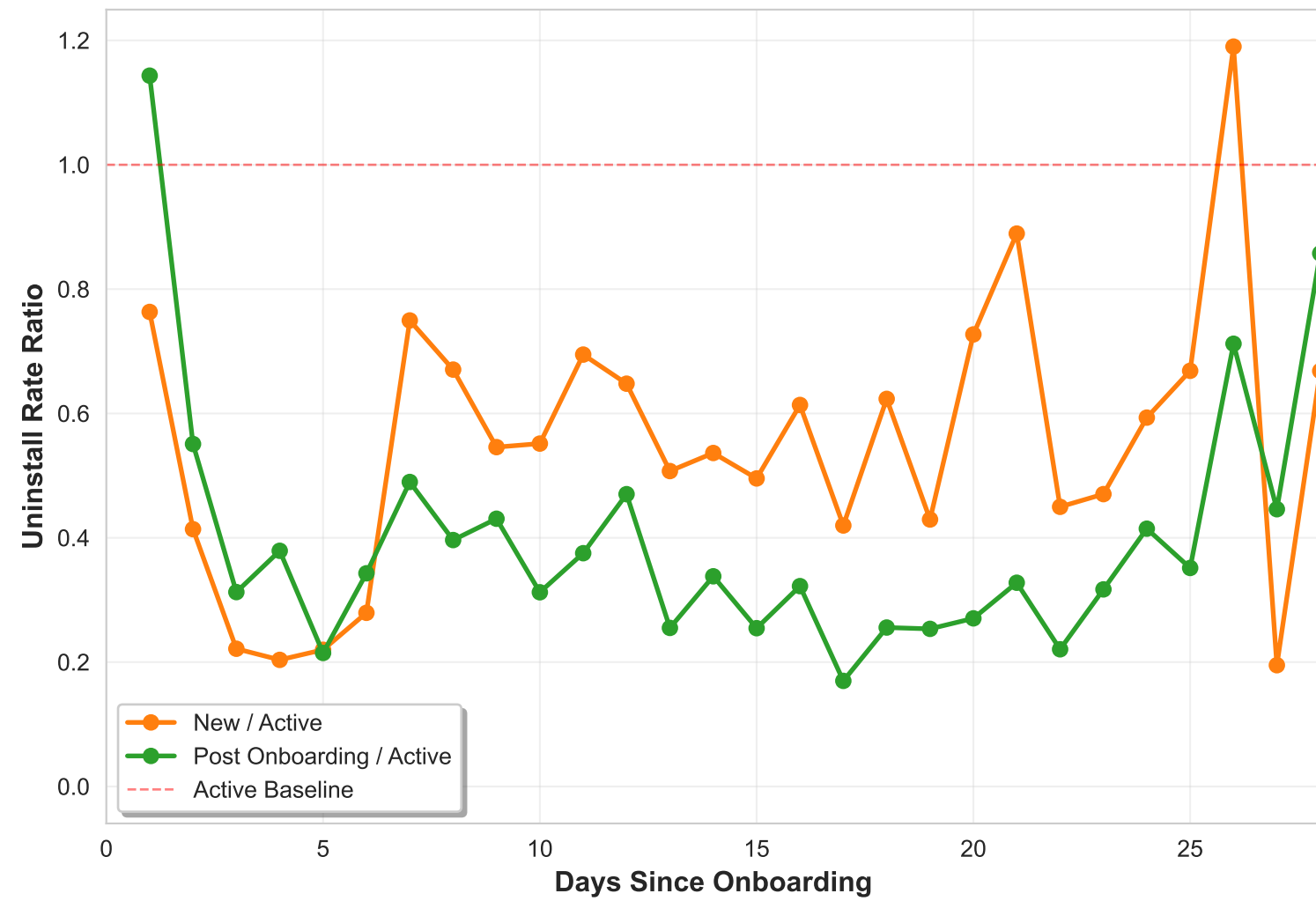
## 2. Open Rate Ratio (vs Active Baseline)



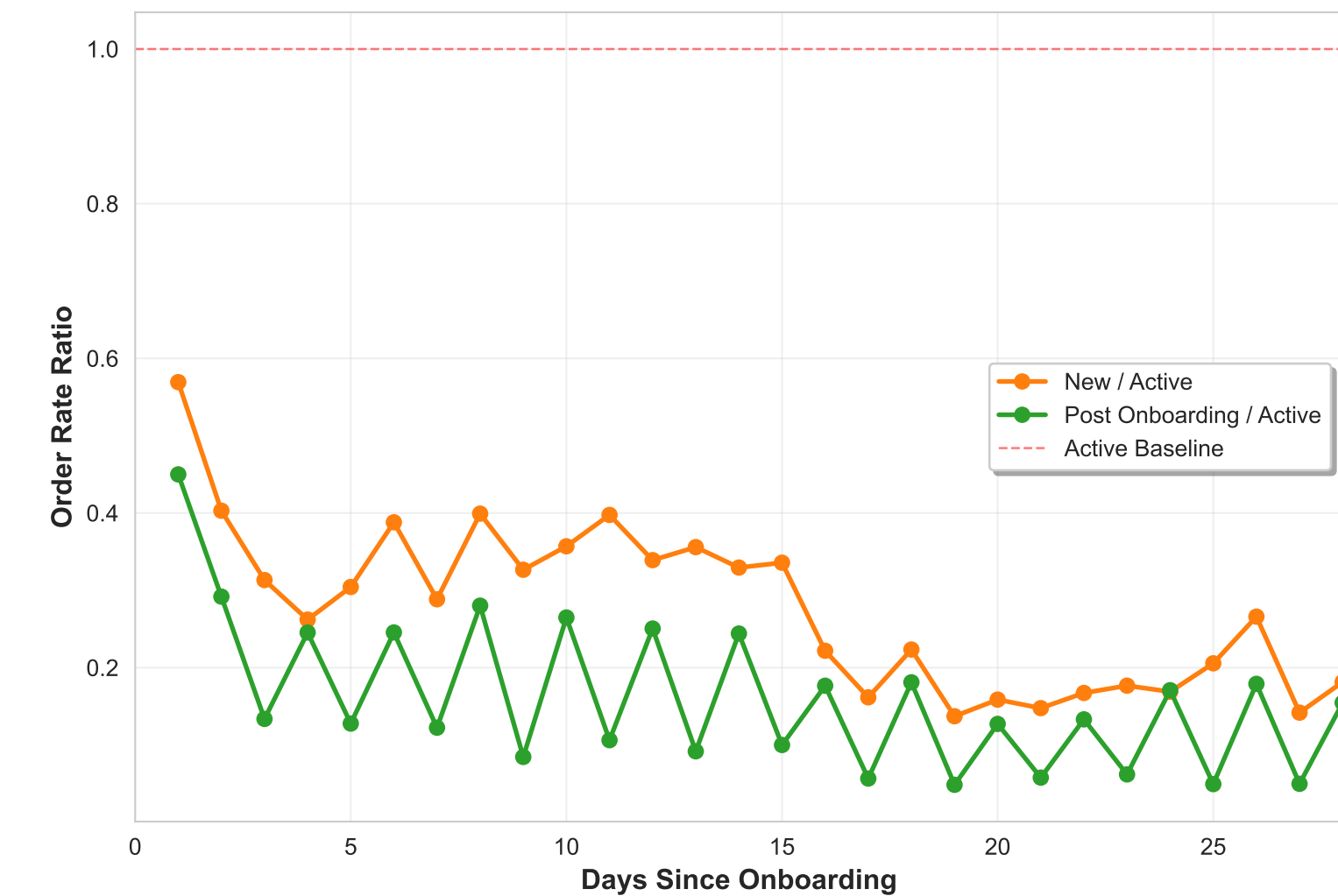
## 3. Unsubscribe Rate Ratio (vs Active Baseline)



## 4. Uninstall Rate Ratio (vs Active Baseline)

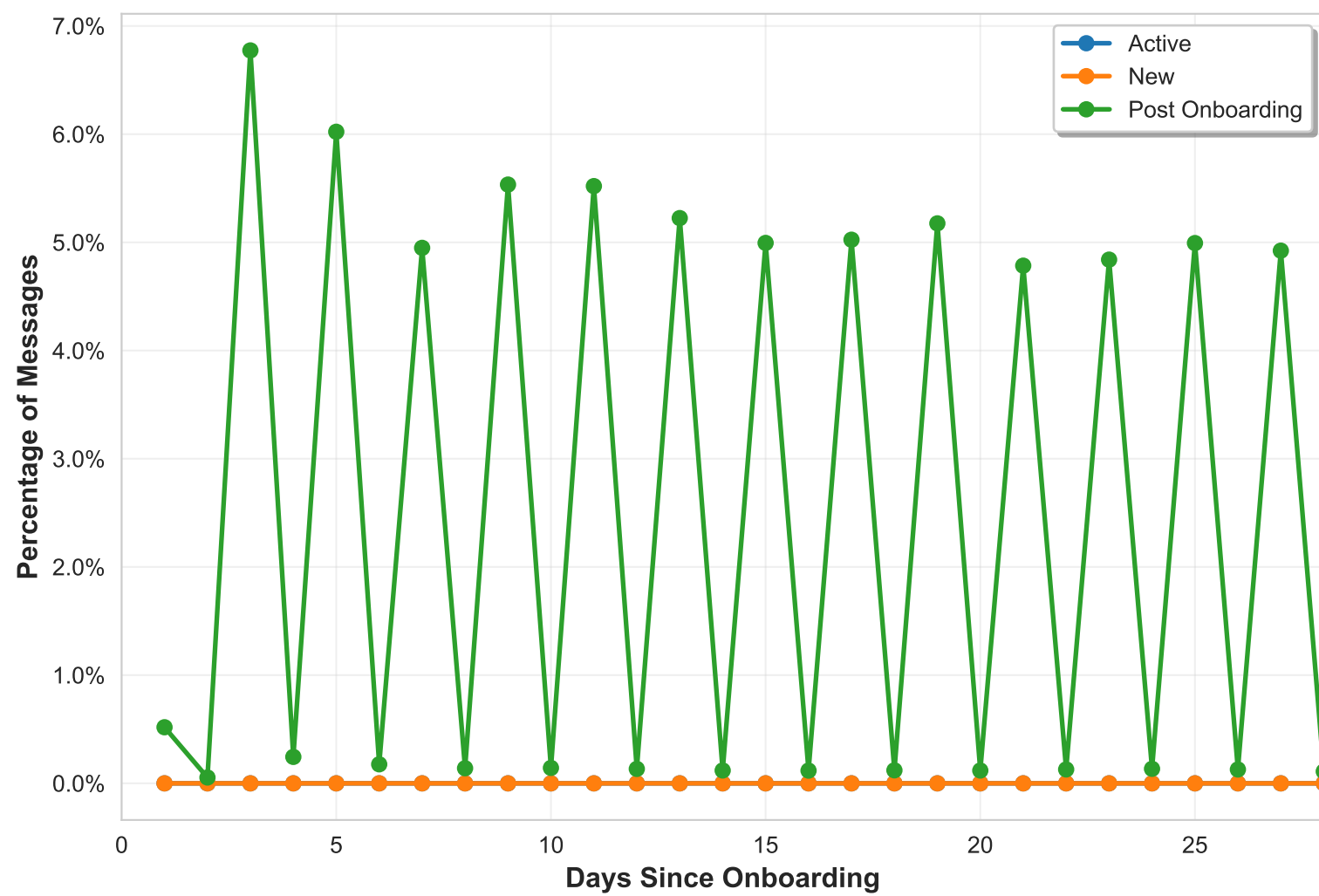


## 5. Order Rate Ratio (vs Active Baseline)

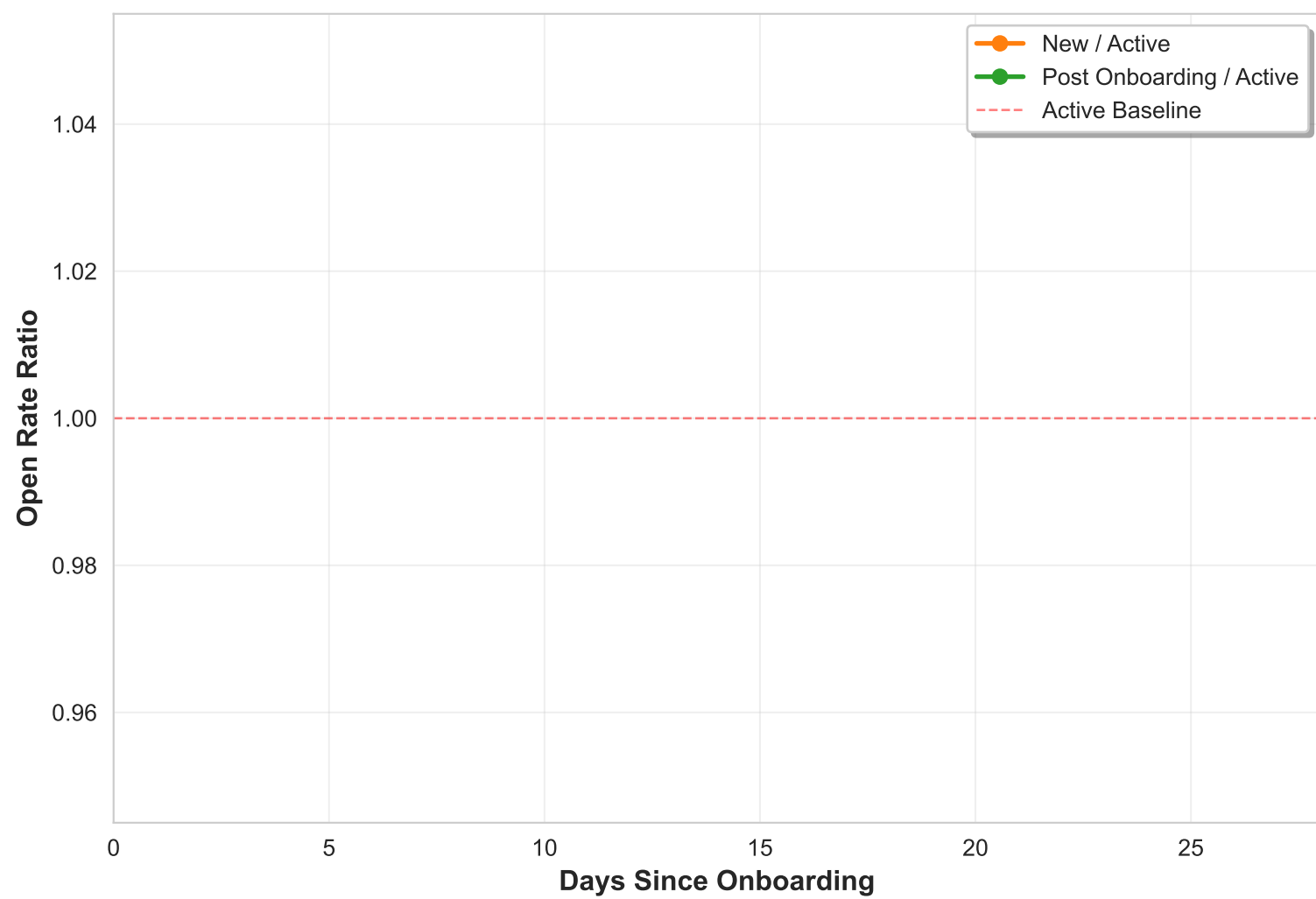


# Is Npws - Notification Metrics

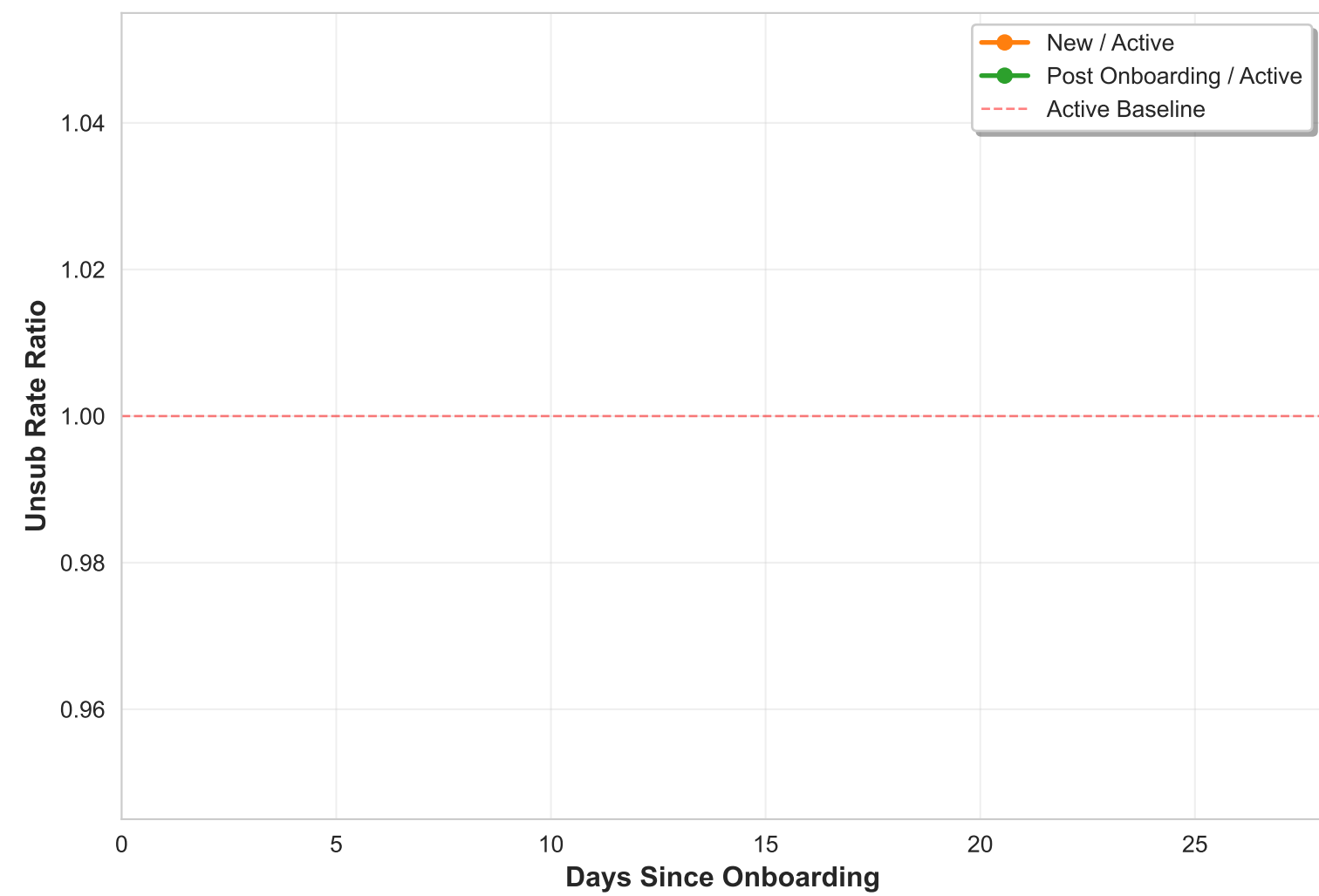
## 1. Percentage of Messages with Tag by Days Since Onboarding



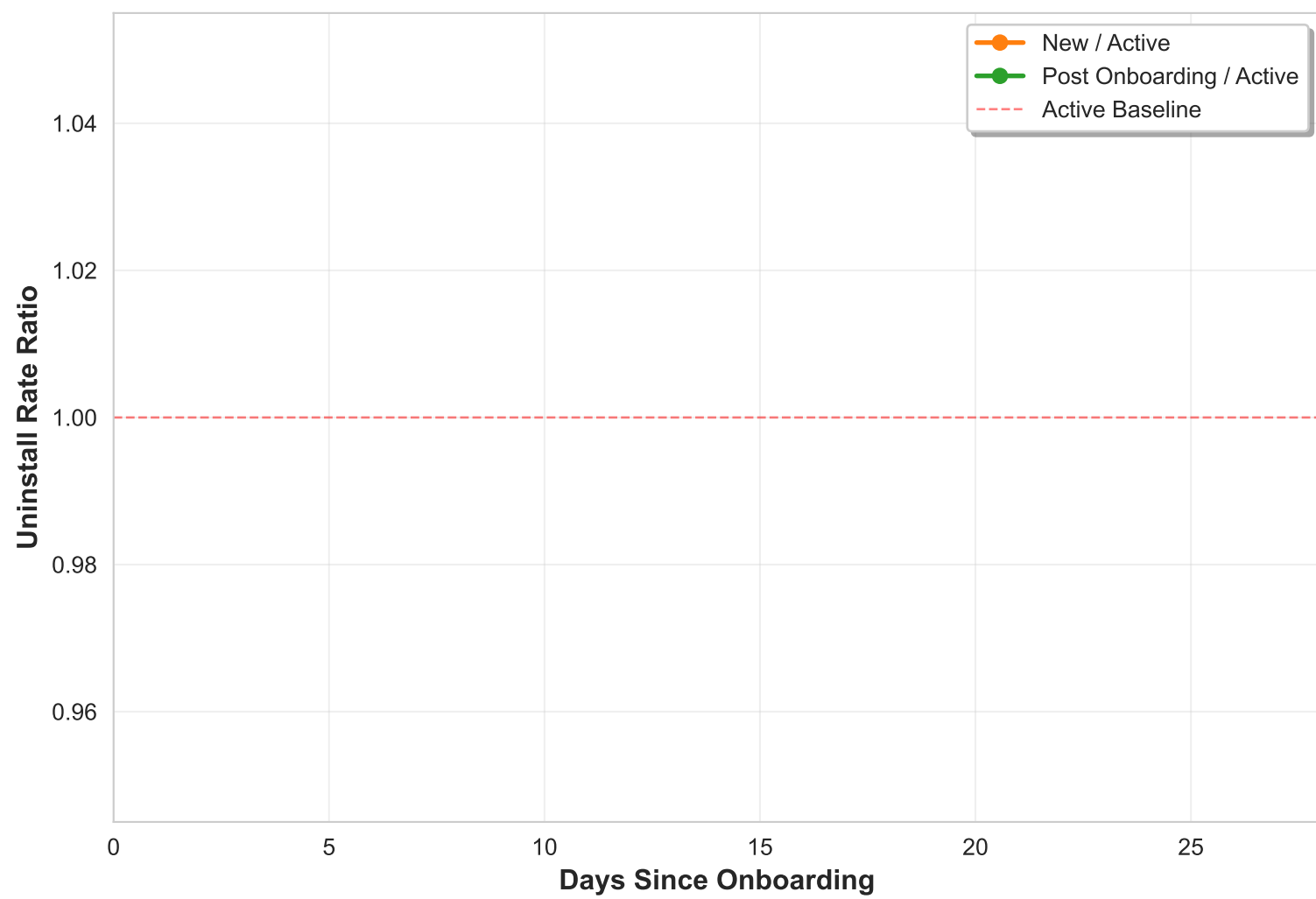
## 2. Open Rate Ratio (vs Active Baseline)



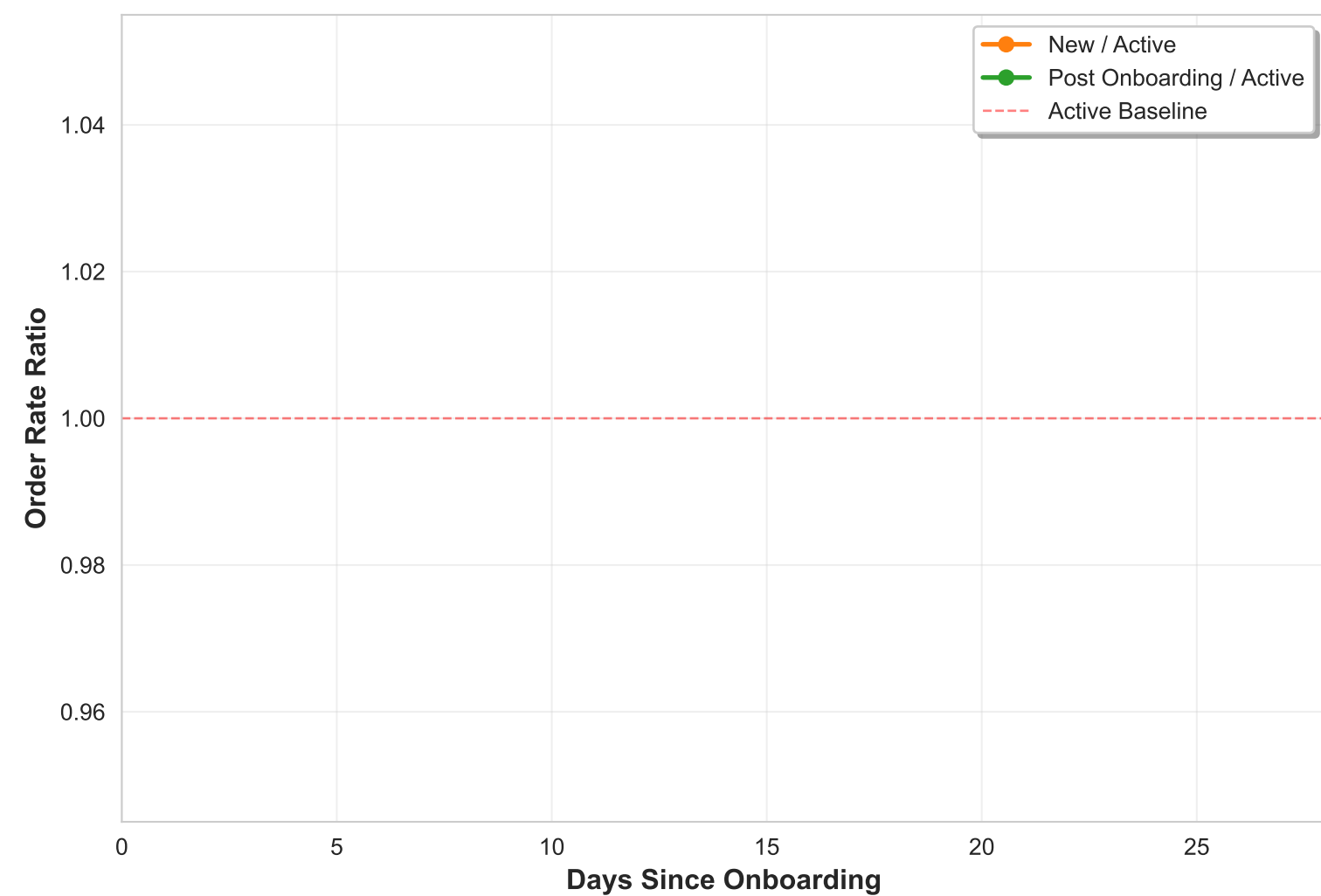
## 3. Unsubscribe Rate Ratio (vs Active Baseline)



## 4. Uninstall Rate Ratio (vs Active Baseline)

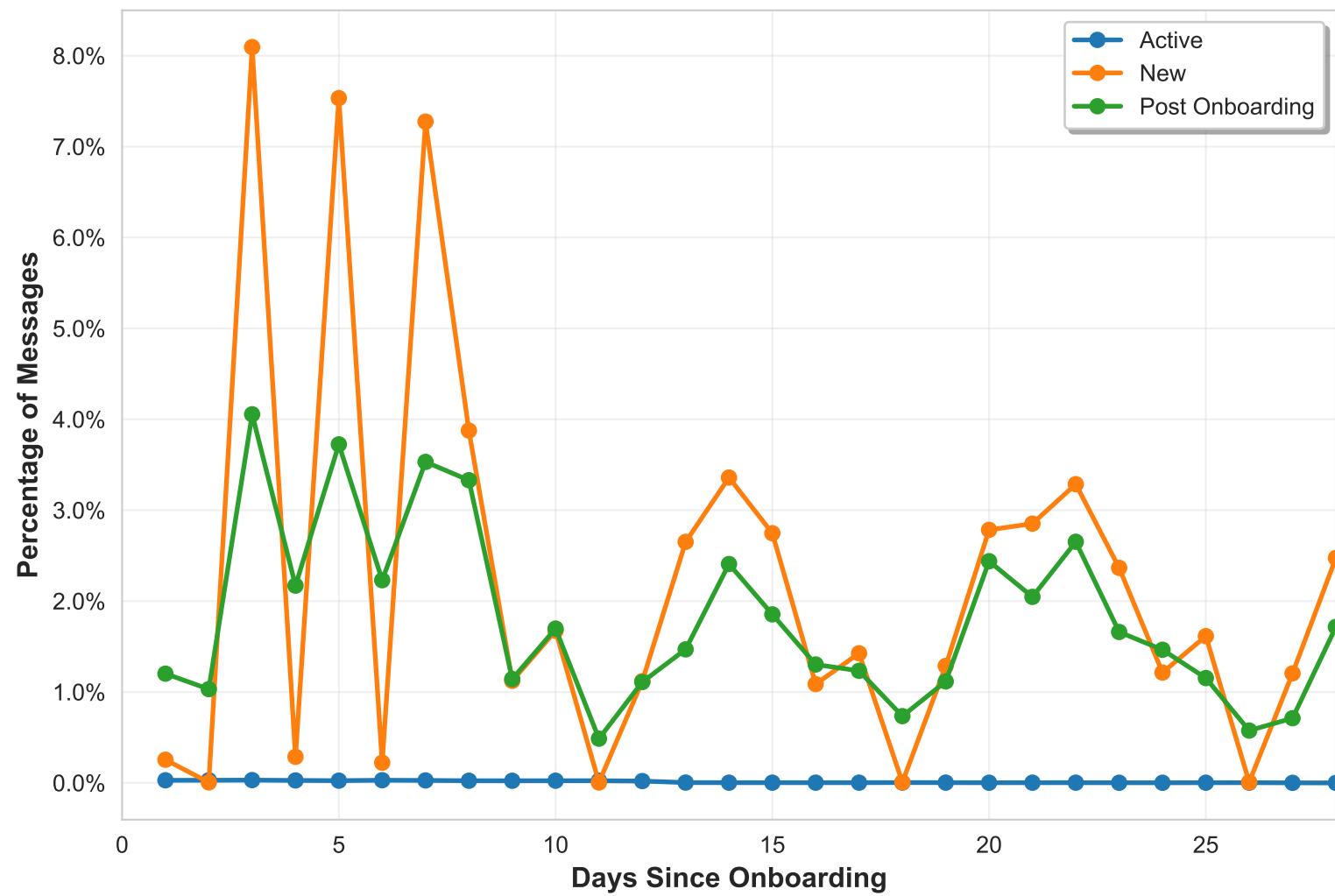


## 5. Order Rate Ratio (vs Active Baseline)

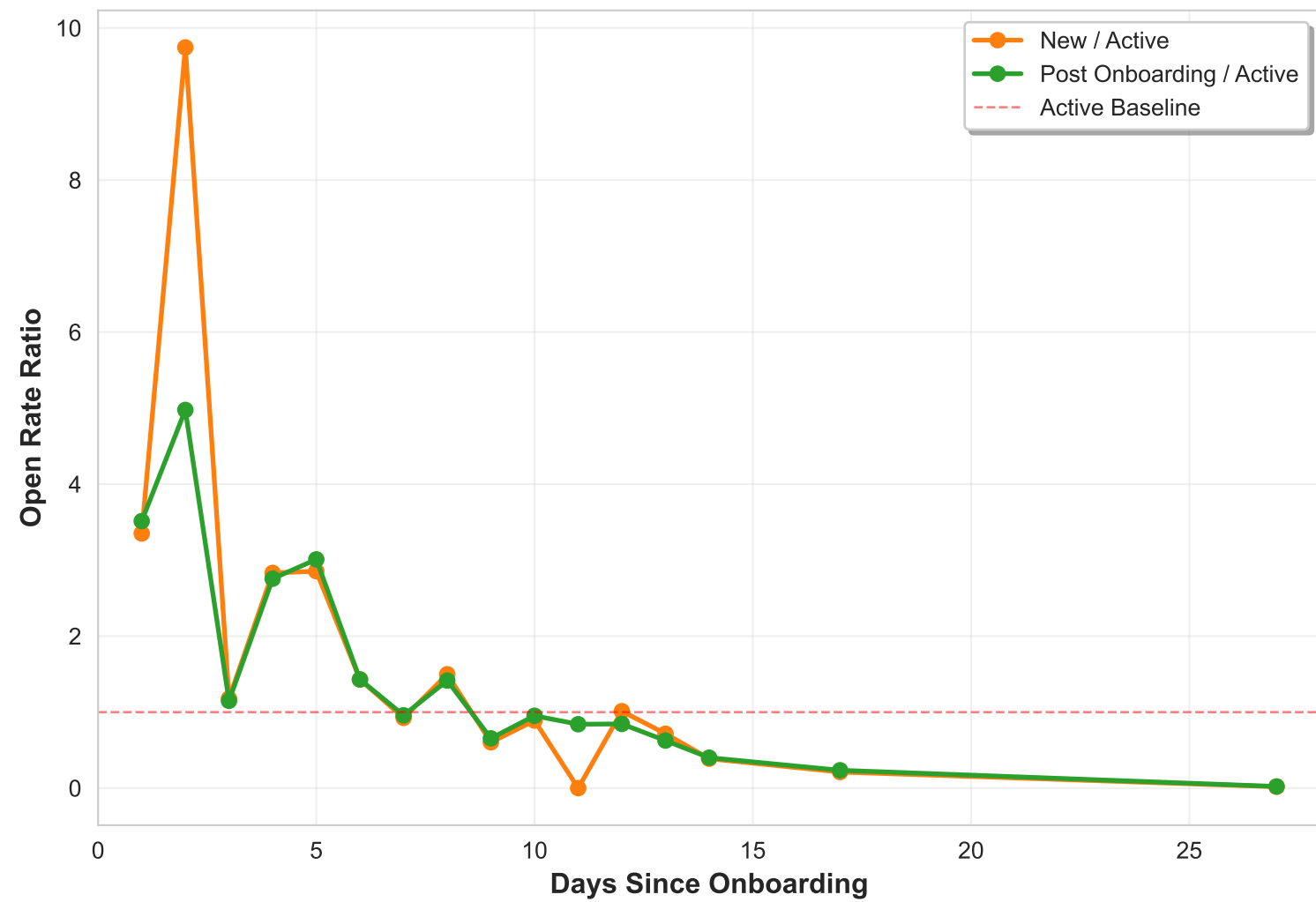


# Is Fmx - Notification Metrics

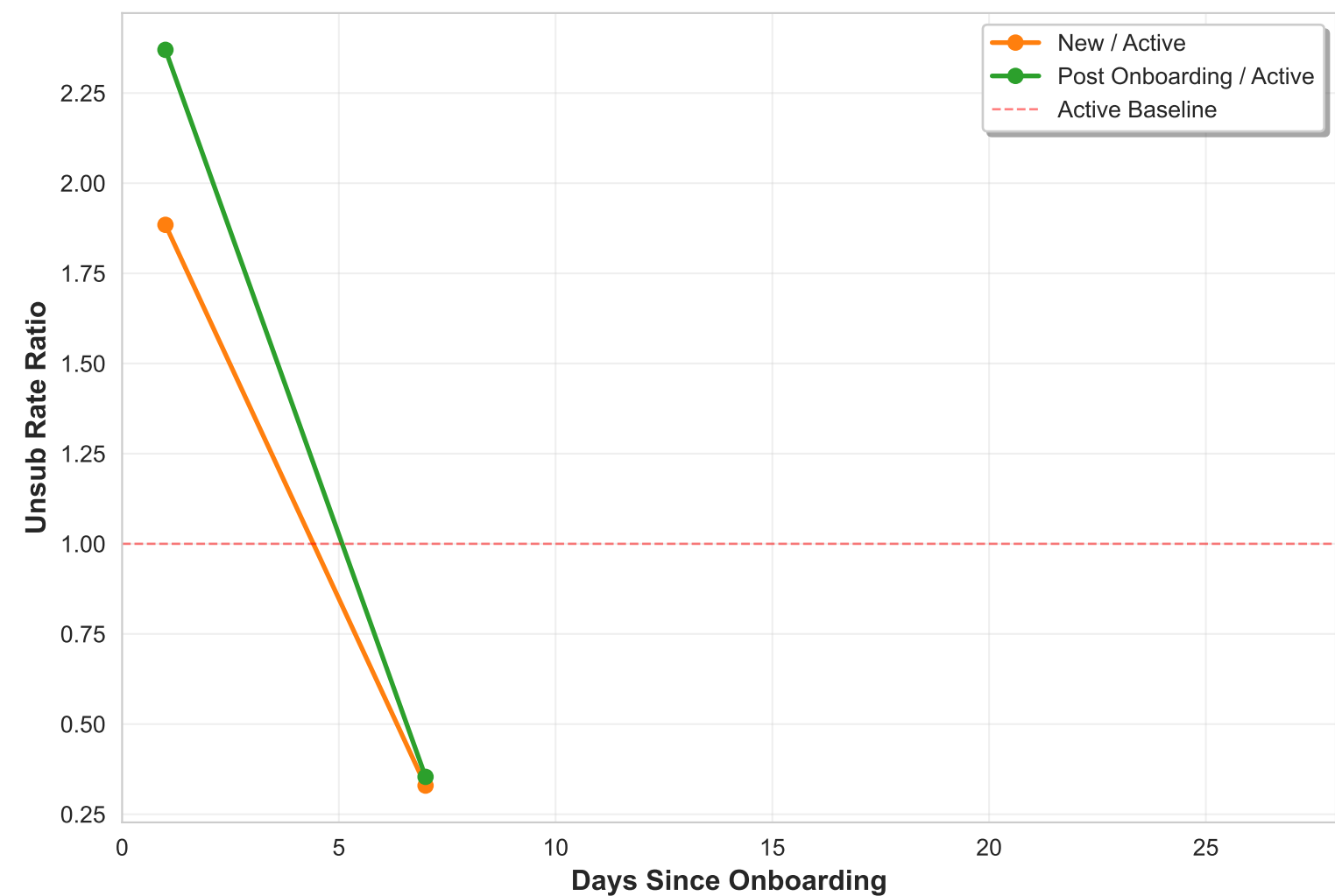
## 1. Percentage of Messages with Tag by Days Since Onboarding



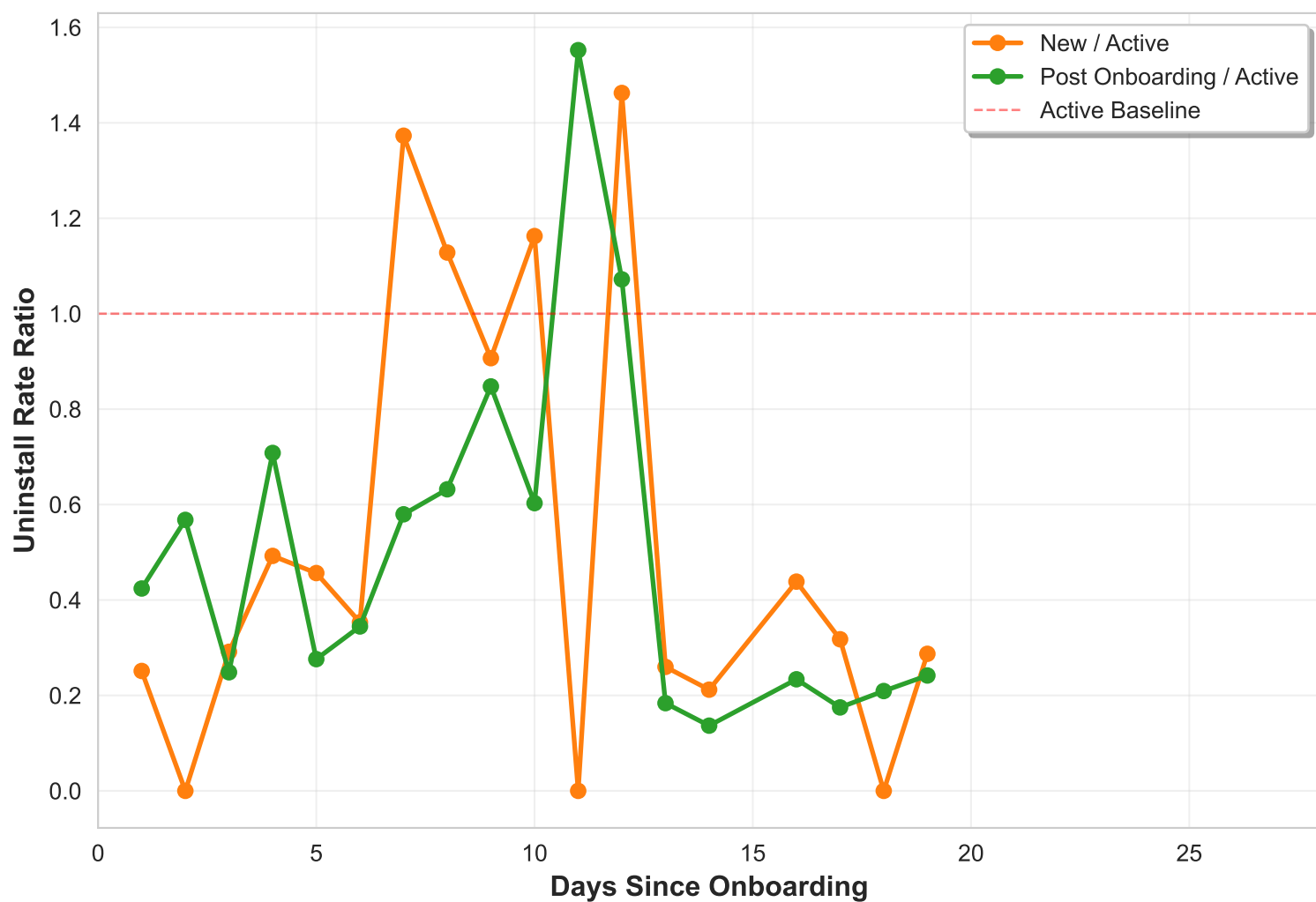
## 2. Open Rate Ratio (vs Active Baseline)



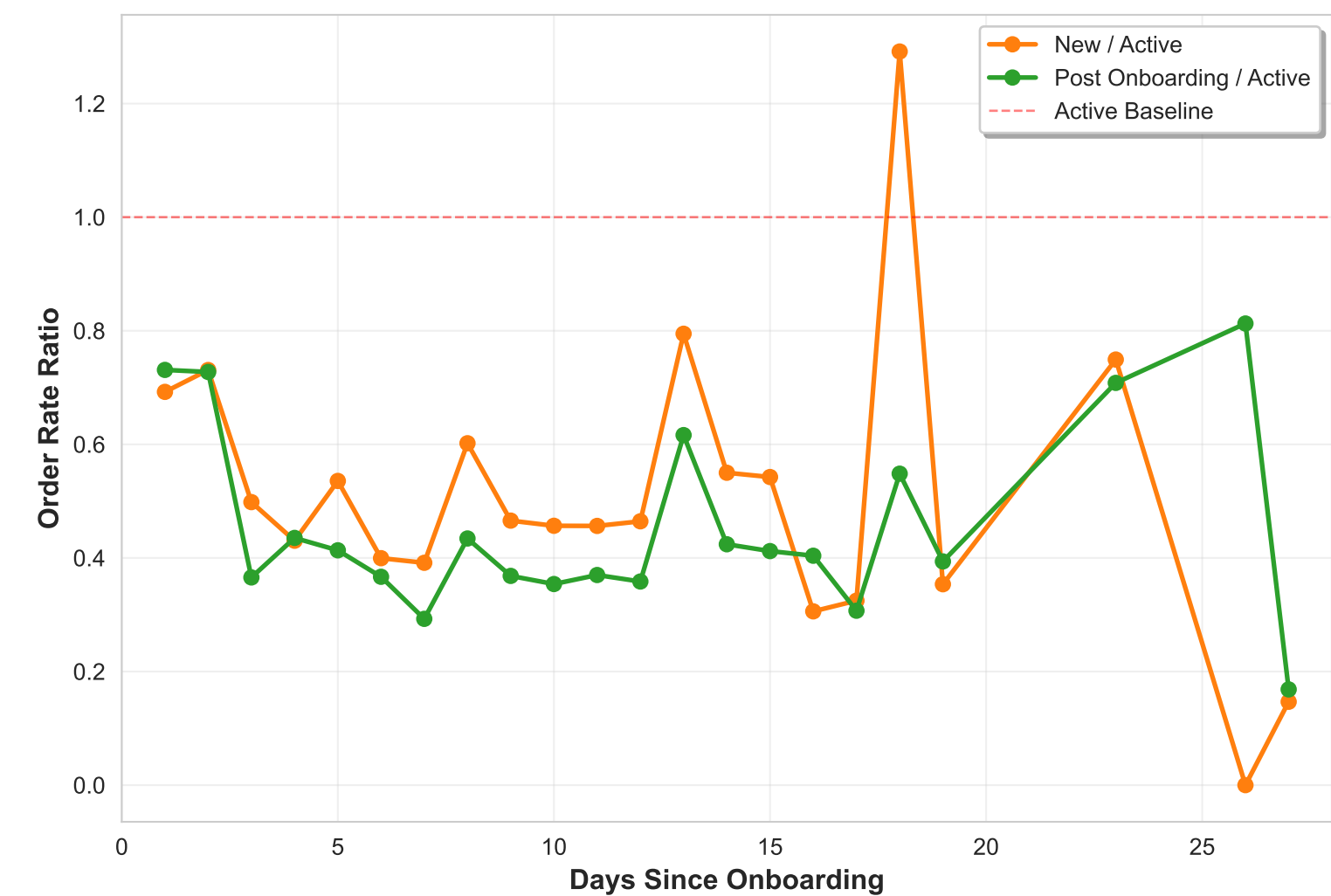
## 3. Unsubscribe Rate Ratio (vs Active Baseline)



## 4. Uninstall Rate Ratio (vs Active Baseline)

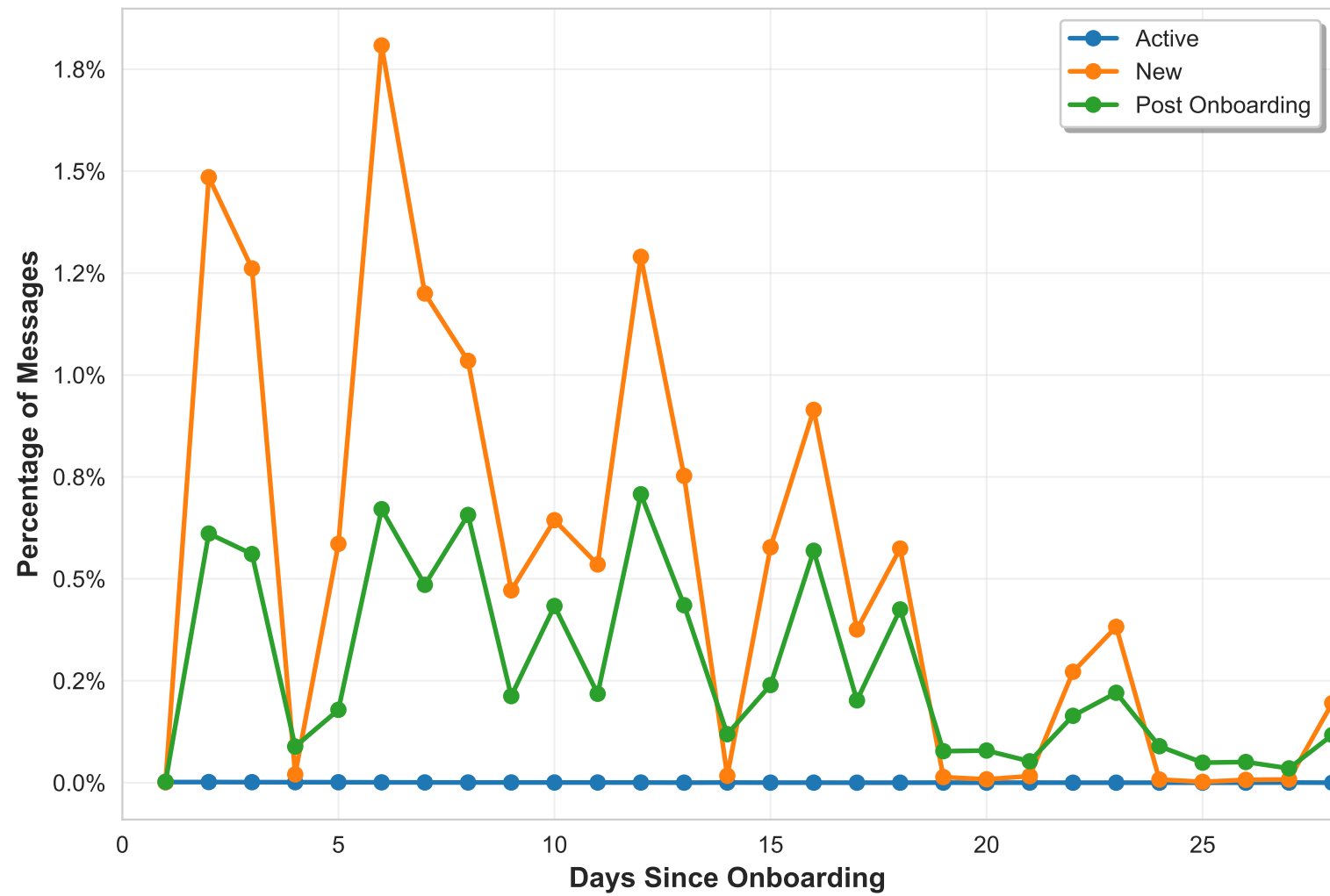


## 5. Order Rate Ratio (vs Active Baseline)

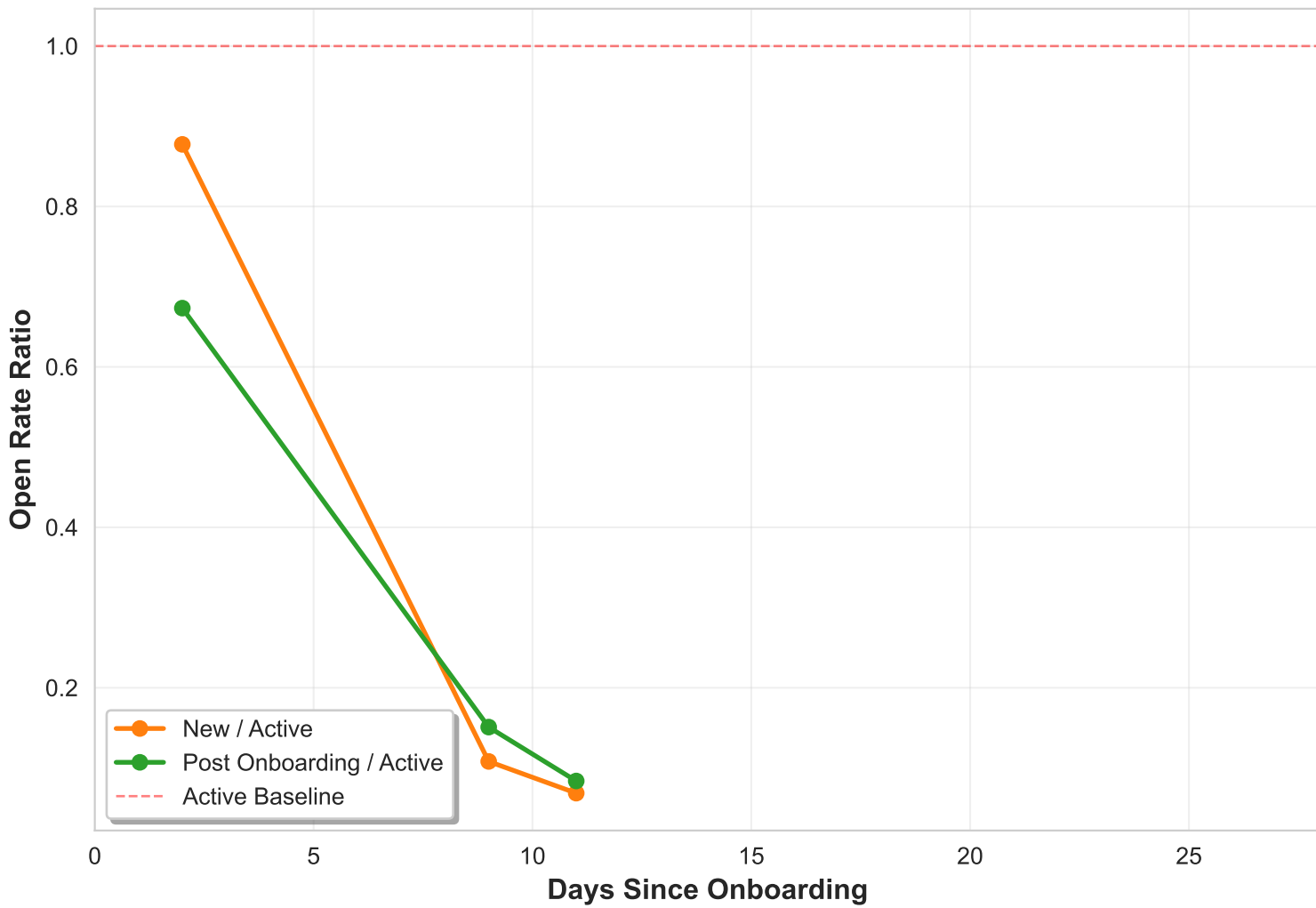


# Is Challenge - Notification Metrics

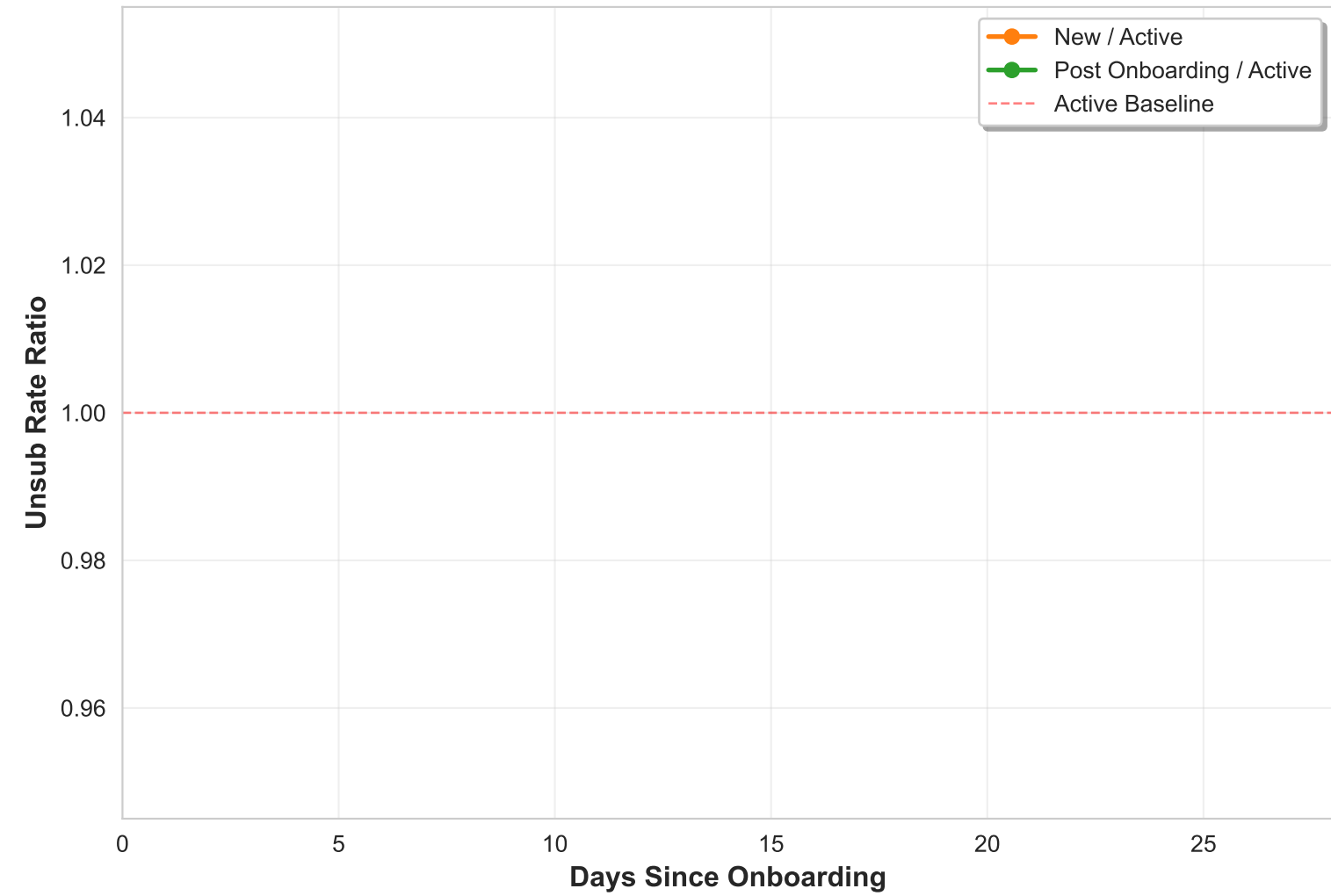
1. Percentage of Messages with Tag by Days Since Onboarding



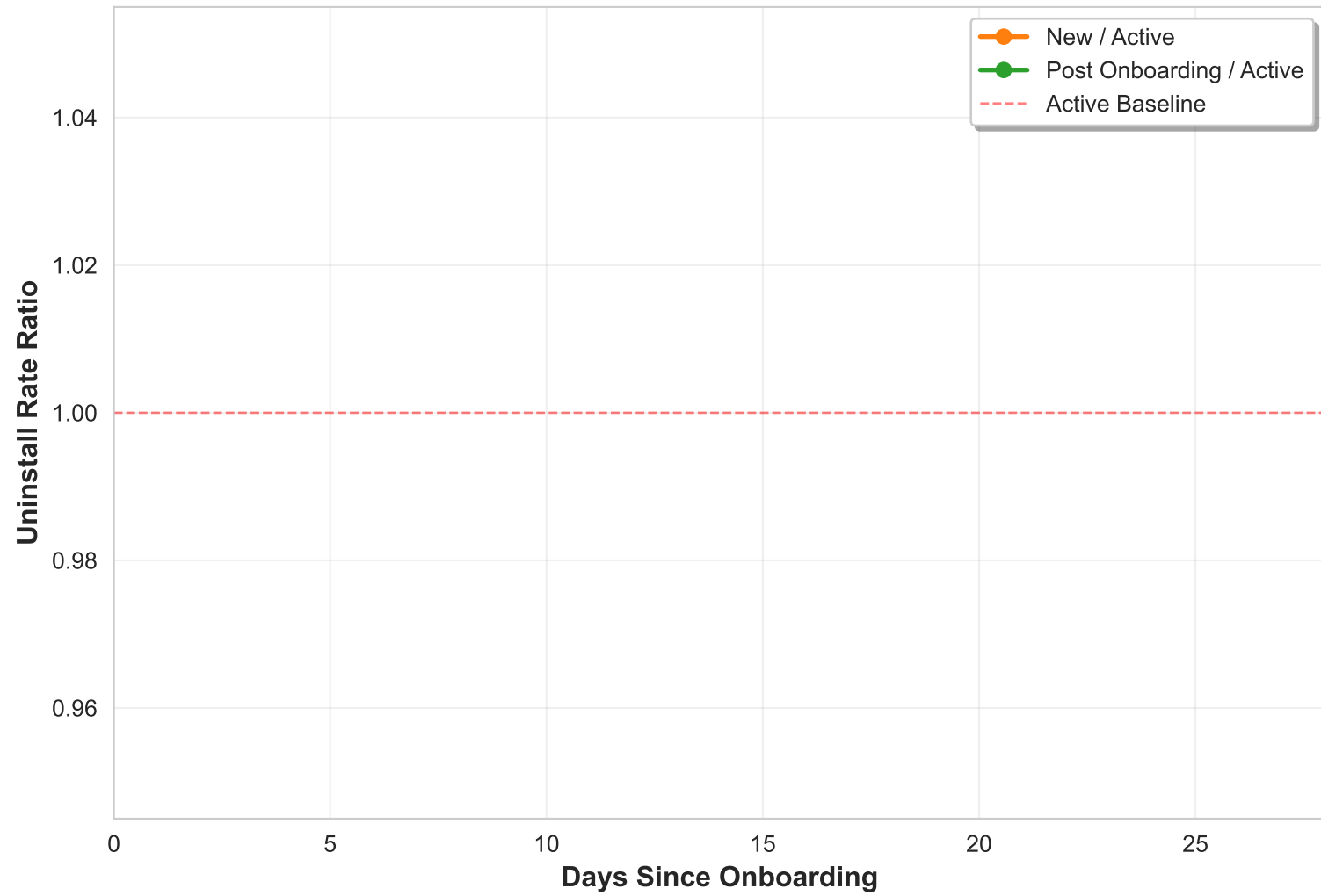
2. Open Rate Ratio (vs Active Baseline)



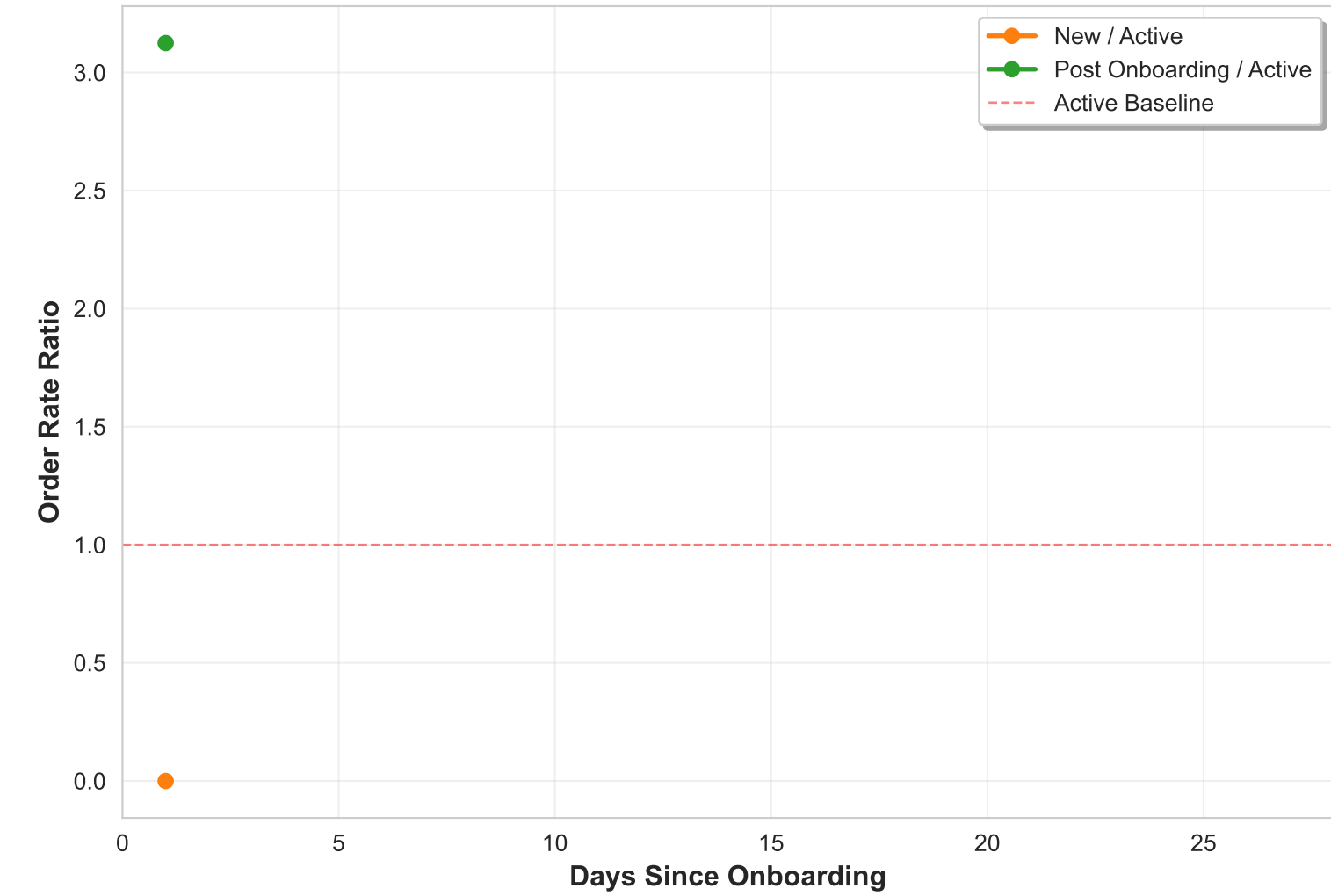
3. Unsubscribe Rate Ratio (vs Active Baseline)



4. Uninstall Rate Ratio (vs Active Baseline)



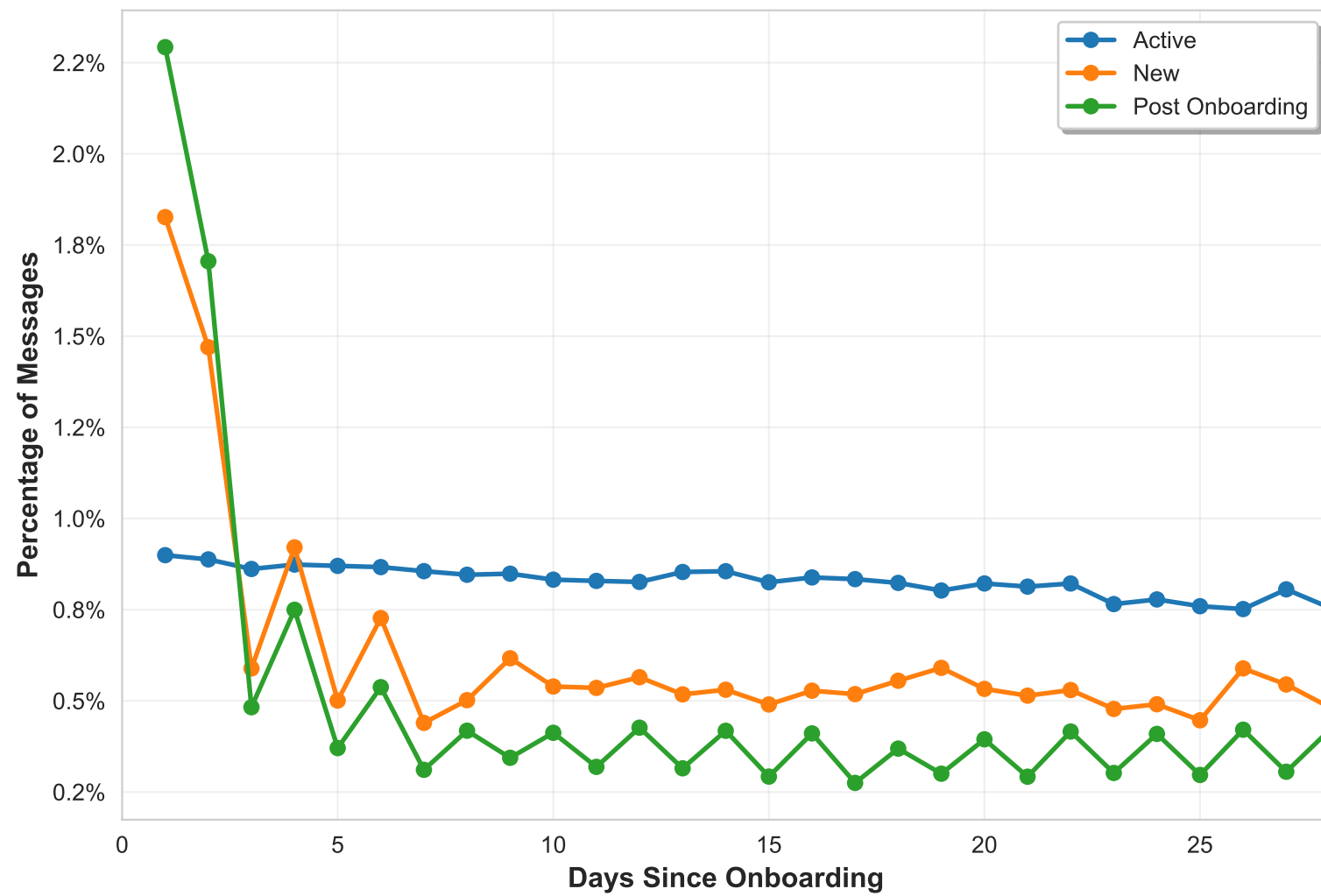
5. Order Rate Ratio (vs Active Baseline)



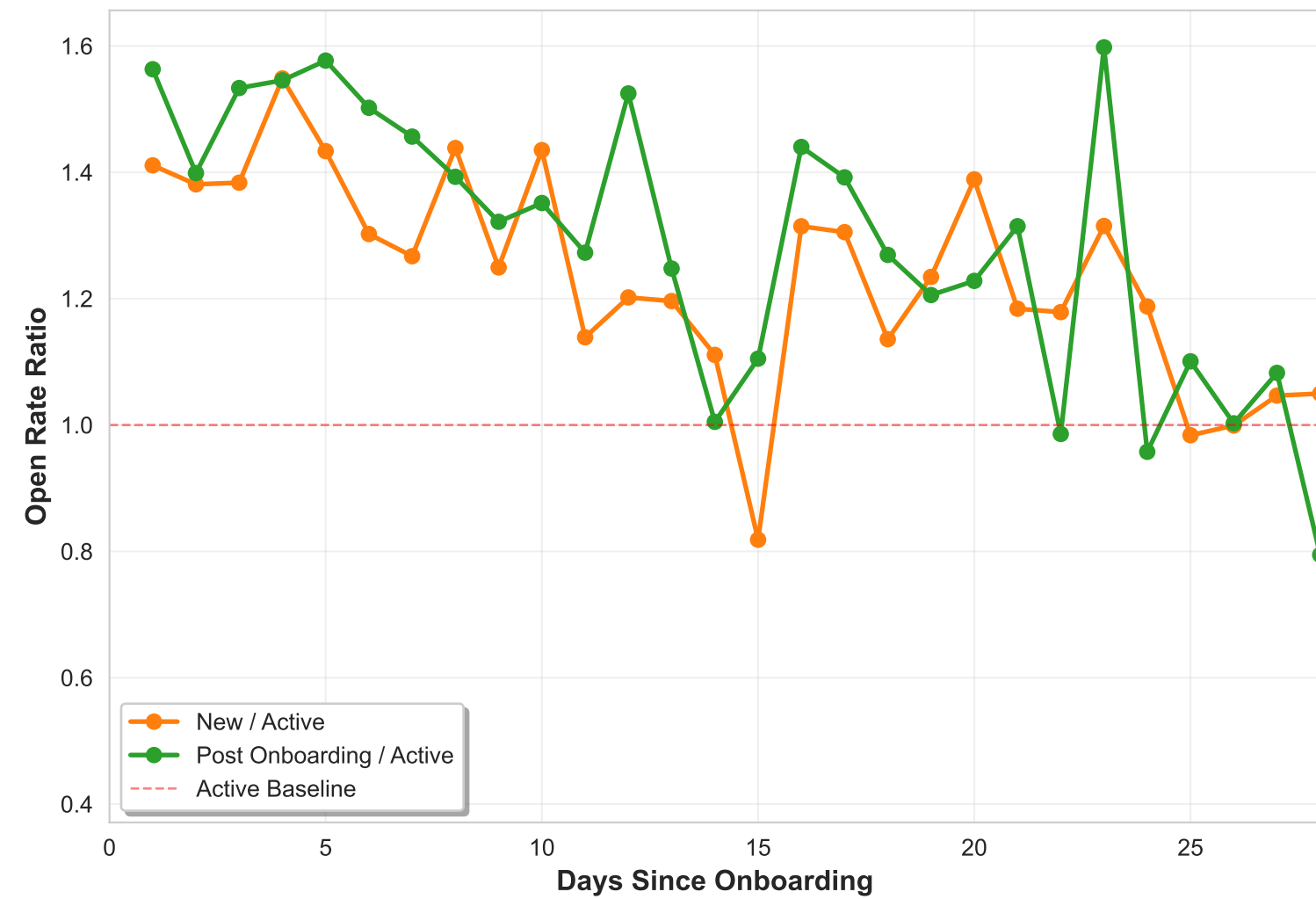


# Is Abandon Campaign - Notification Metrics

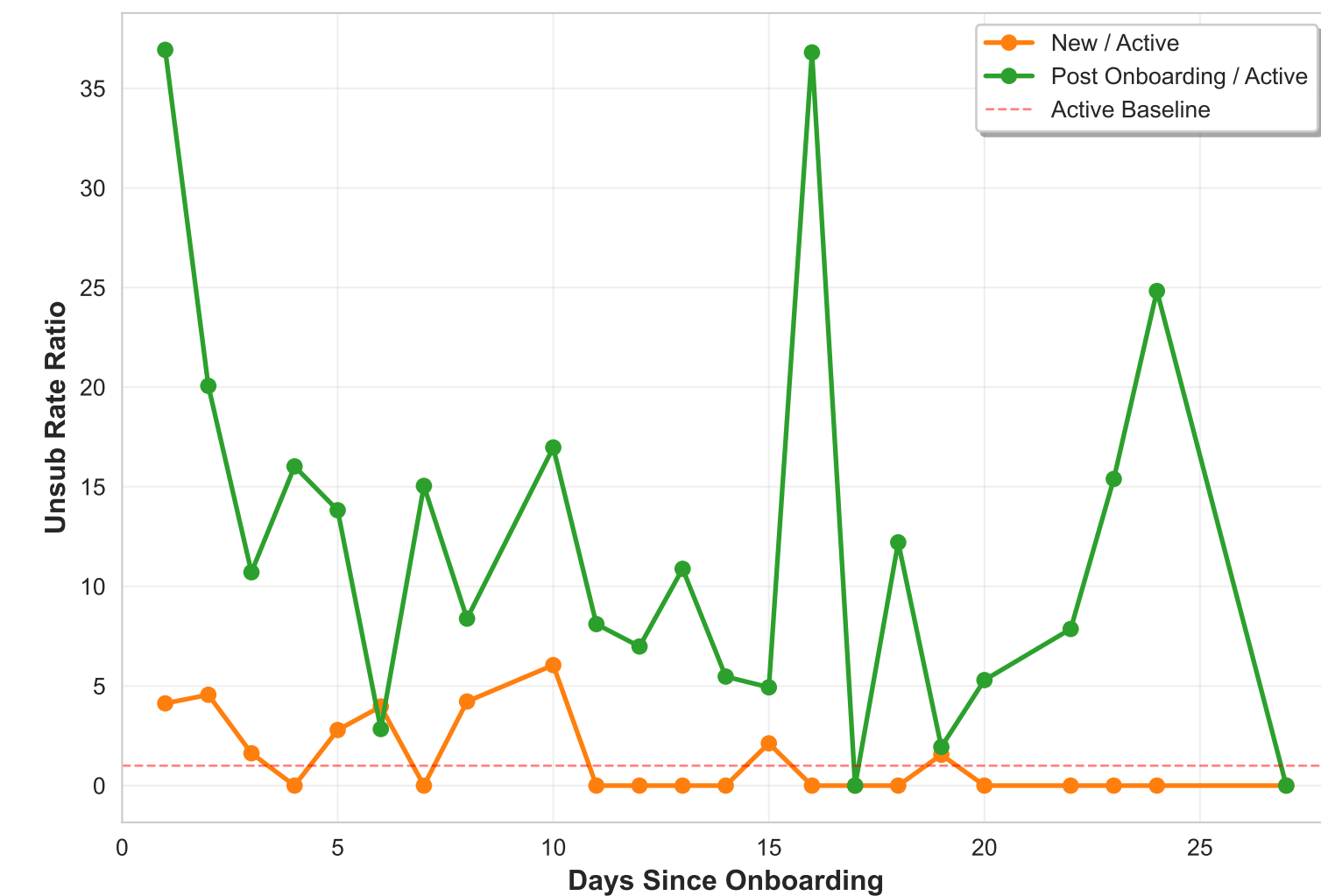
## 1. Percentage of Messages with Tag by Days Since Onboarding



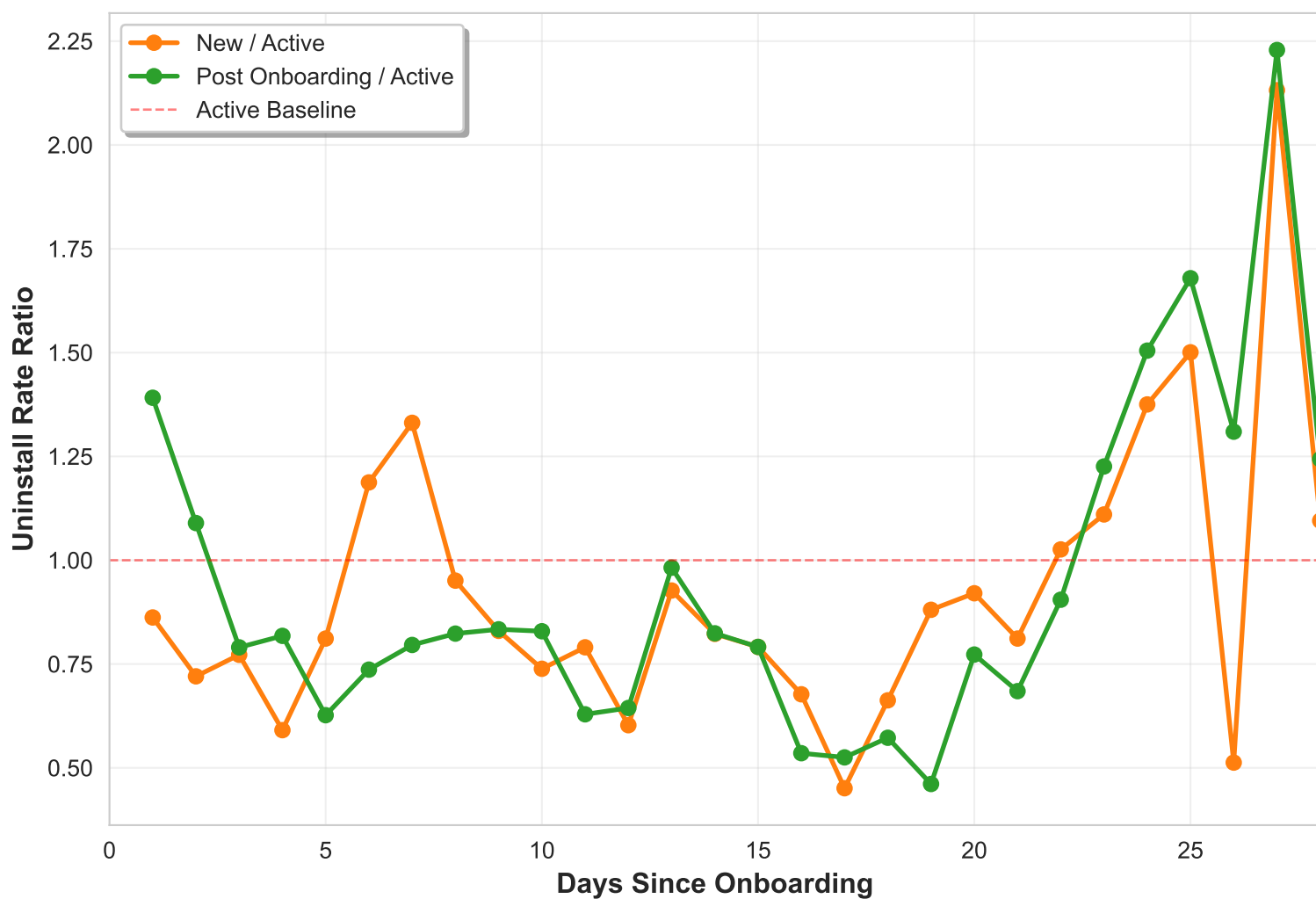
## 2. Open Rate Ratio (vs Active Baseline)



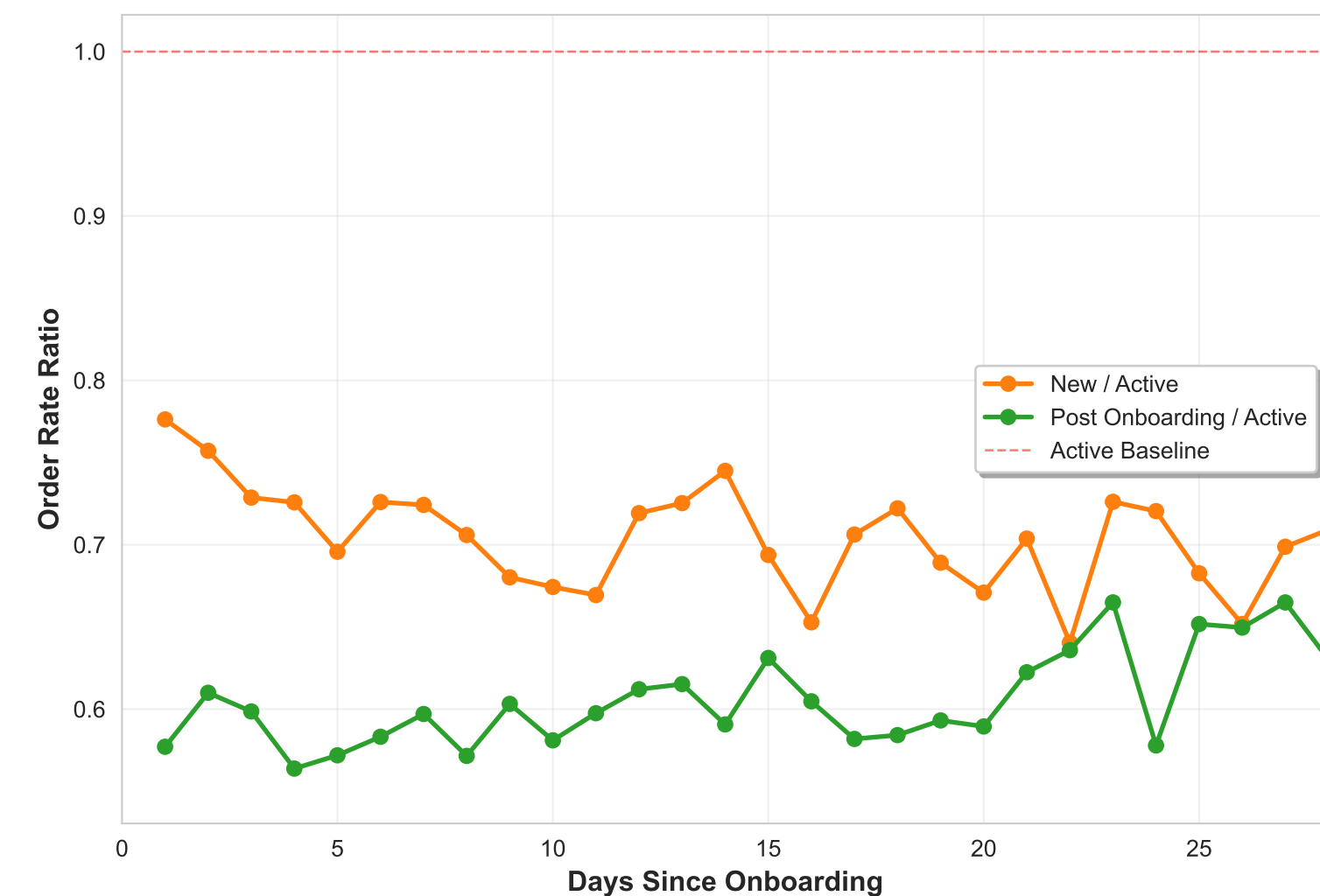
## 3. Unsubscribe Rate Ratio (vs Active Baseline)



## 4. Uninstall Rate Ratio (vs Active Baseline)

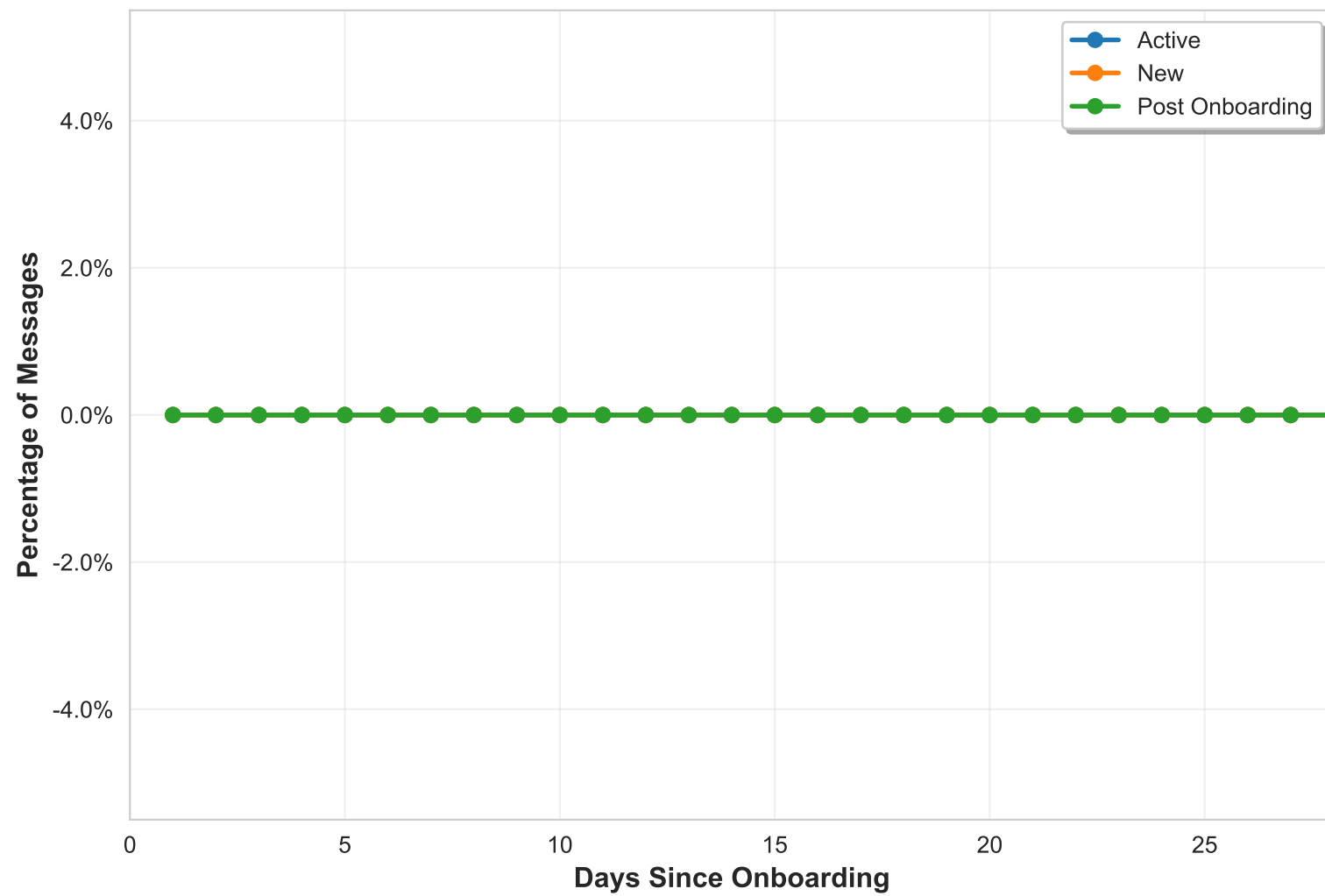


## 5. Order Rate Ratio (vs Active Baseline)

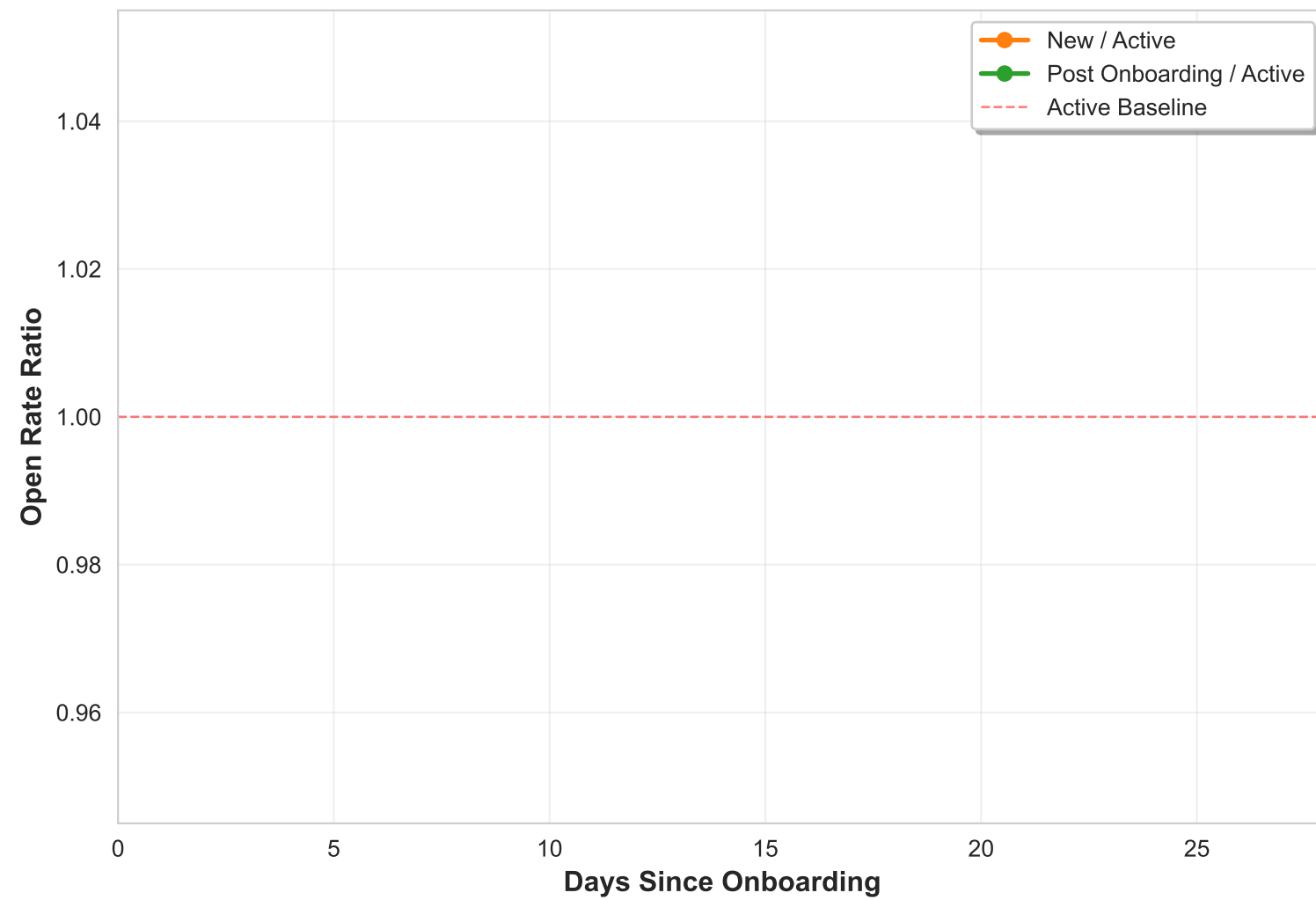


# Is Post Order - Notification Metrics

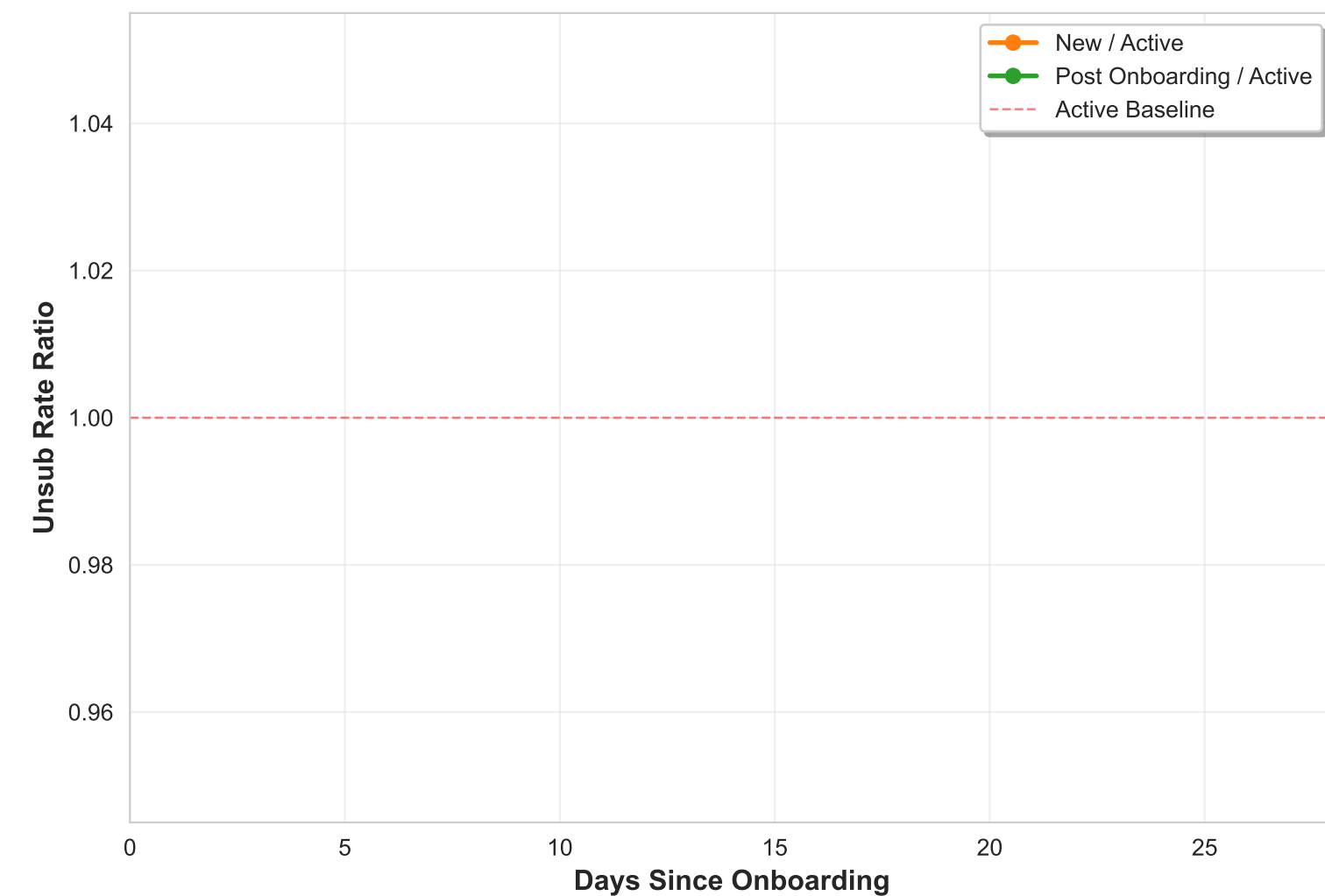
## 1. Percentage of Messages with Tag by Days Since Onboarding



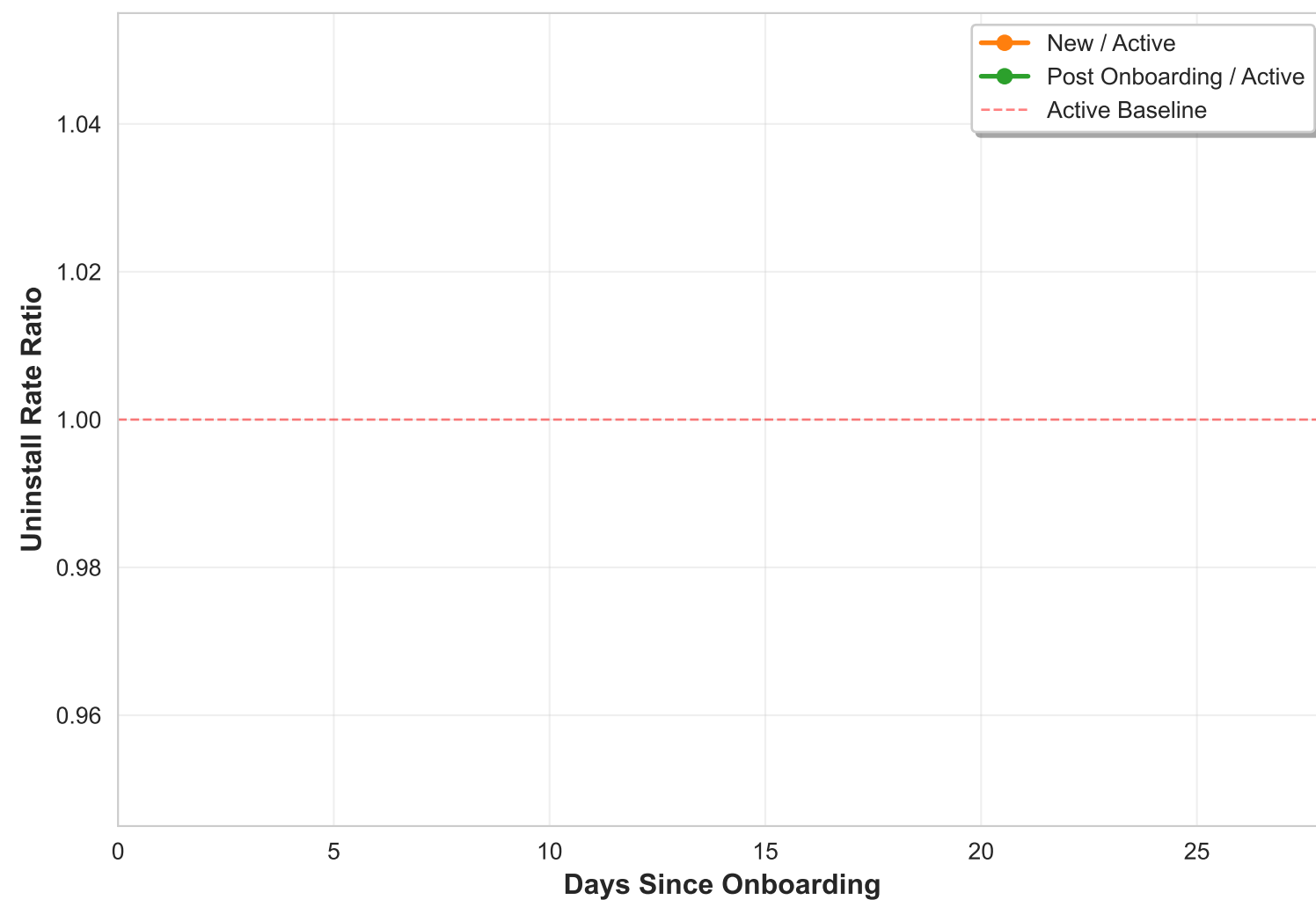
## 2. Open Rate Ratio (vs Active Baseline)



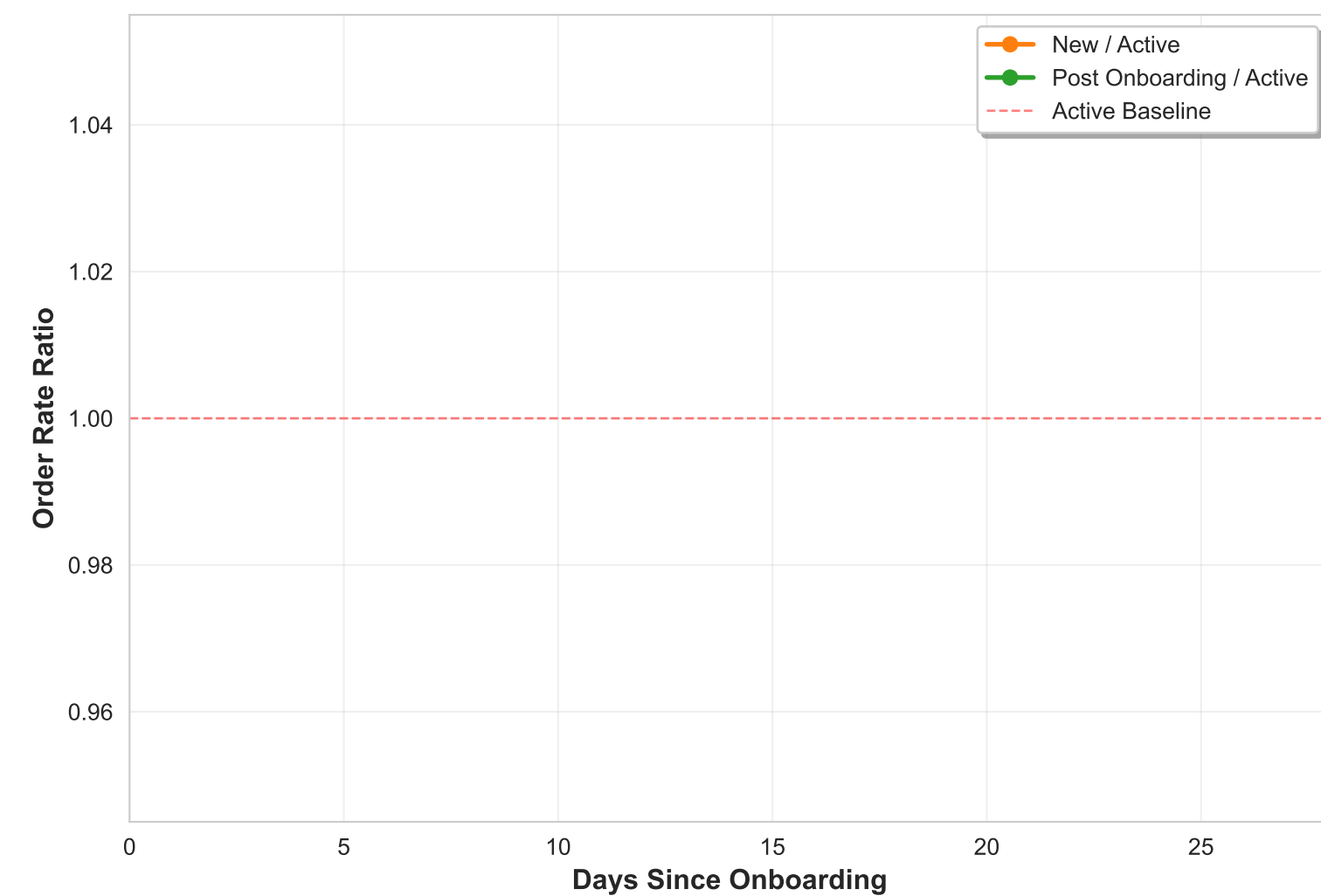
## 3. Unsubscribe Rate Ratio (vs Active Baseline)



## 4. Uninstall Rate Ratio (vs Active Baseline)

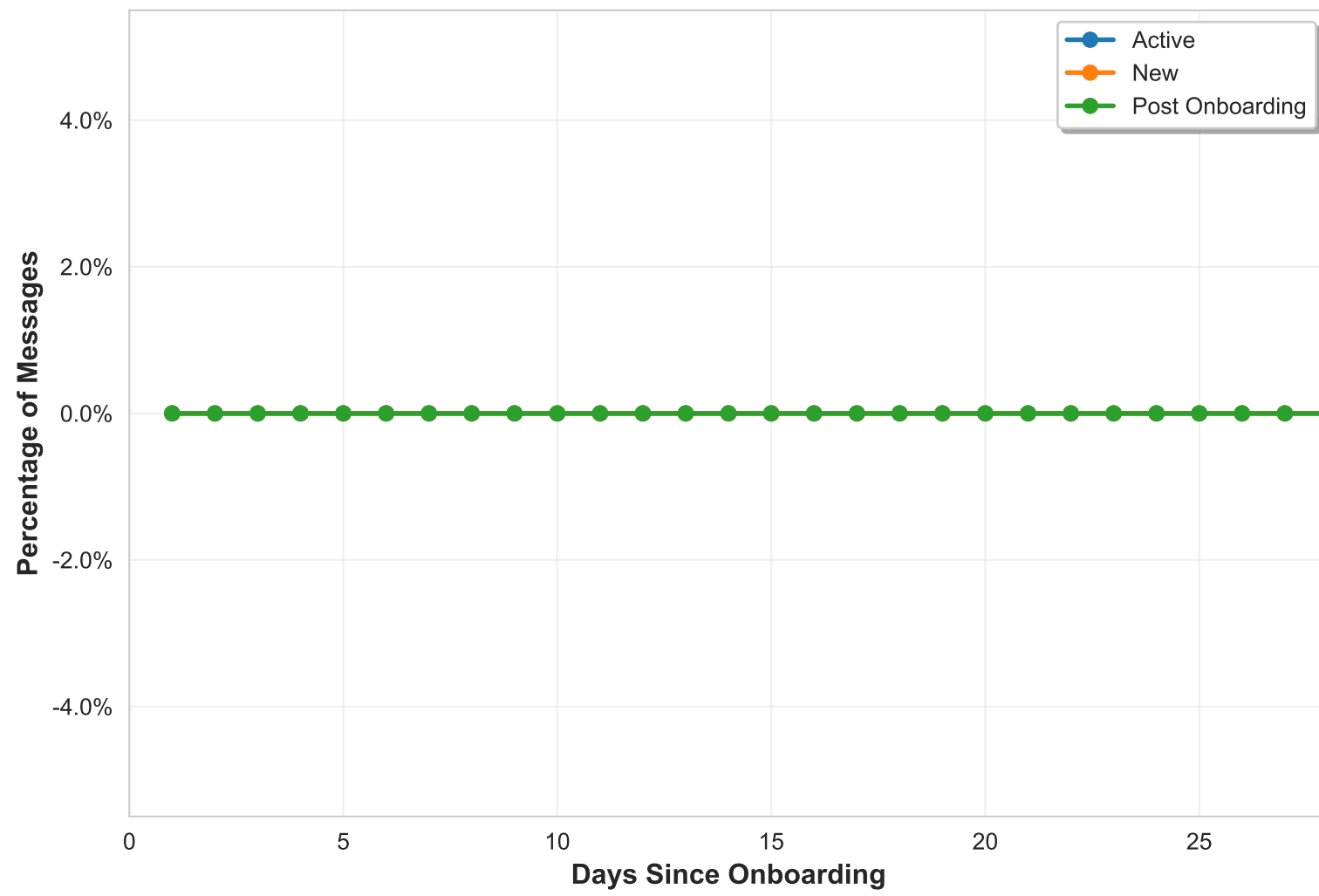


## 5. Order Rate Ratio (vs Active Baseline)

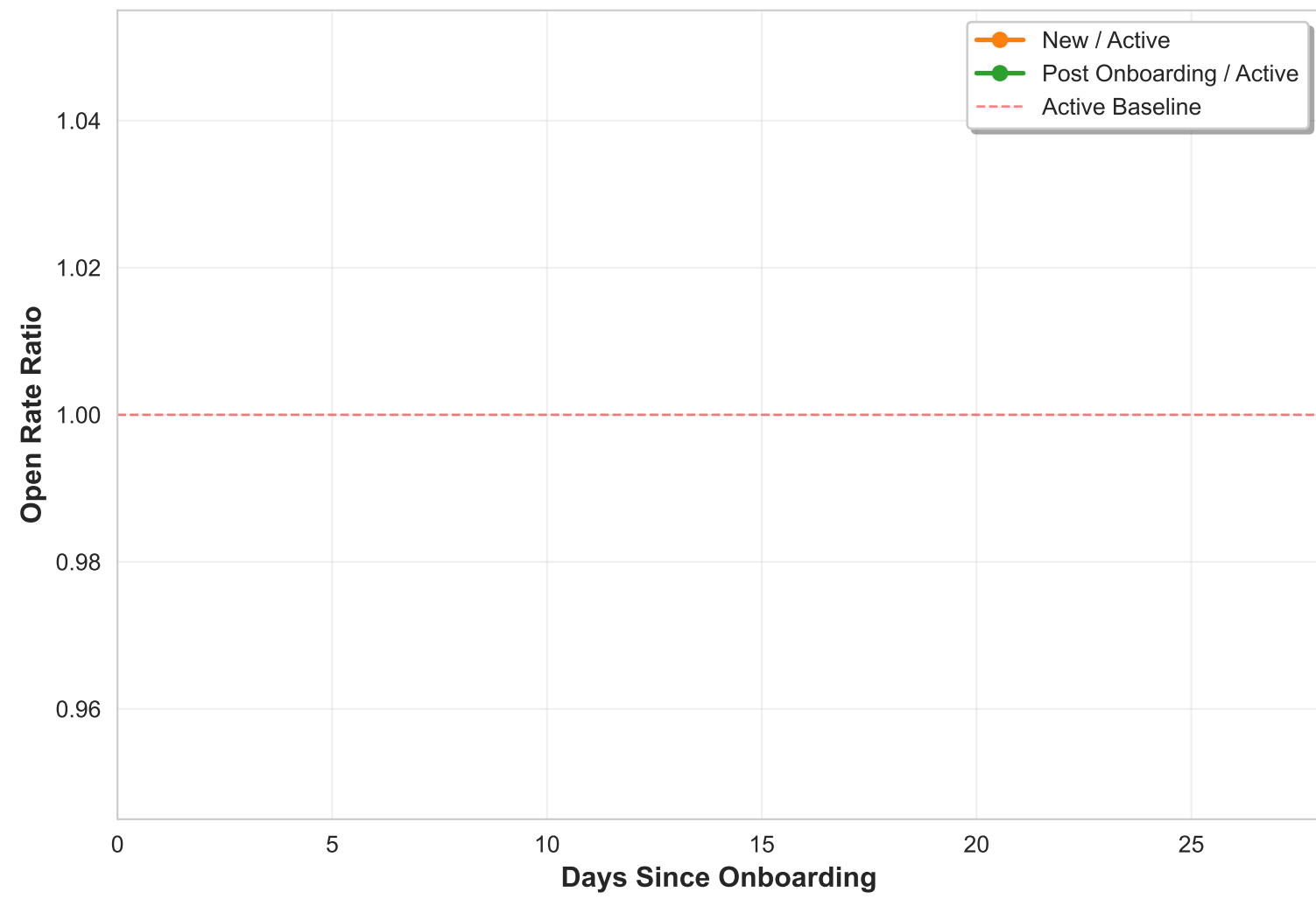


# Is Reorder - Notification Metrics

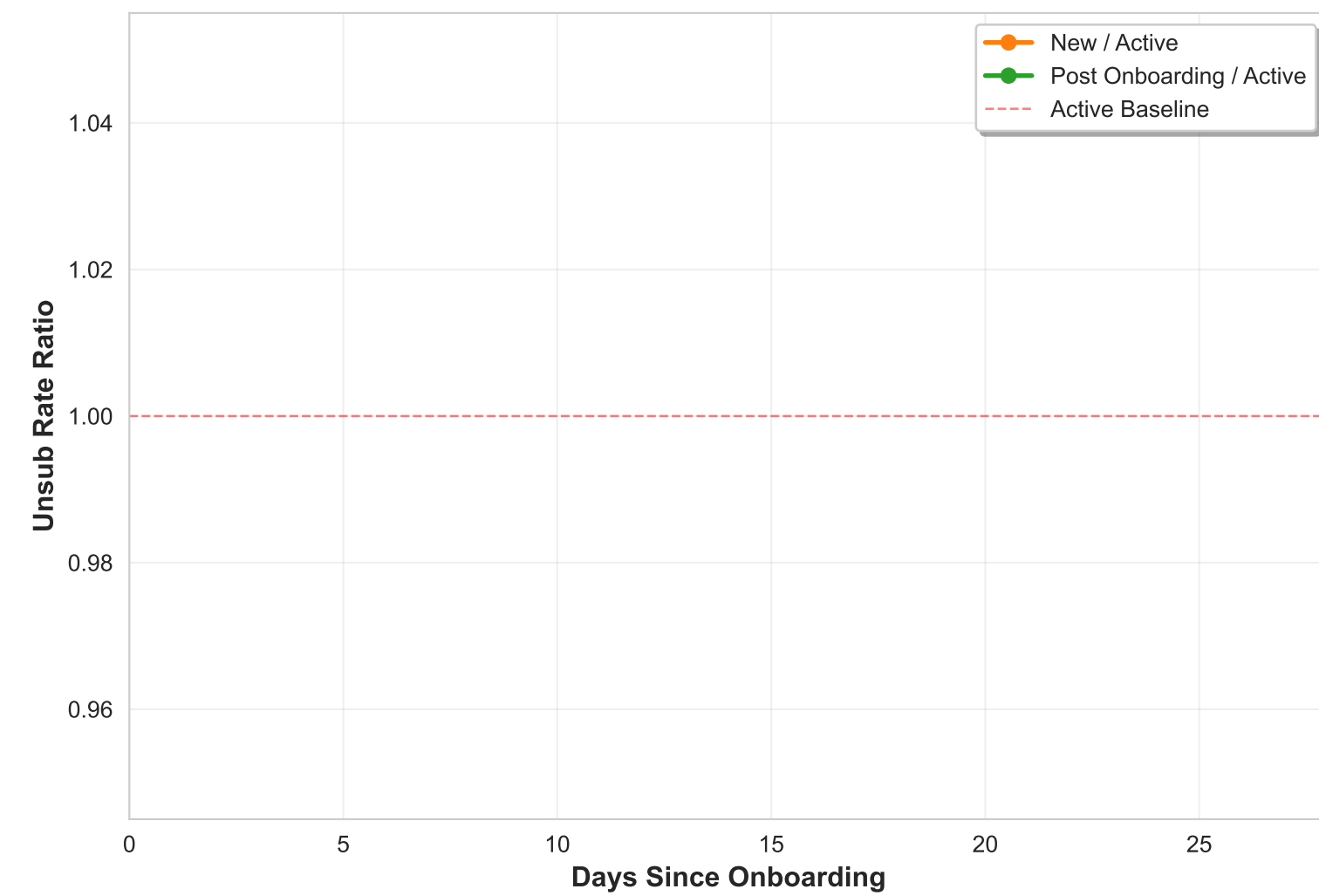
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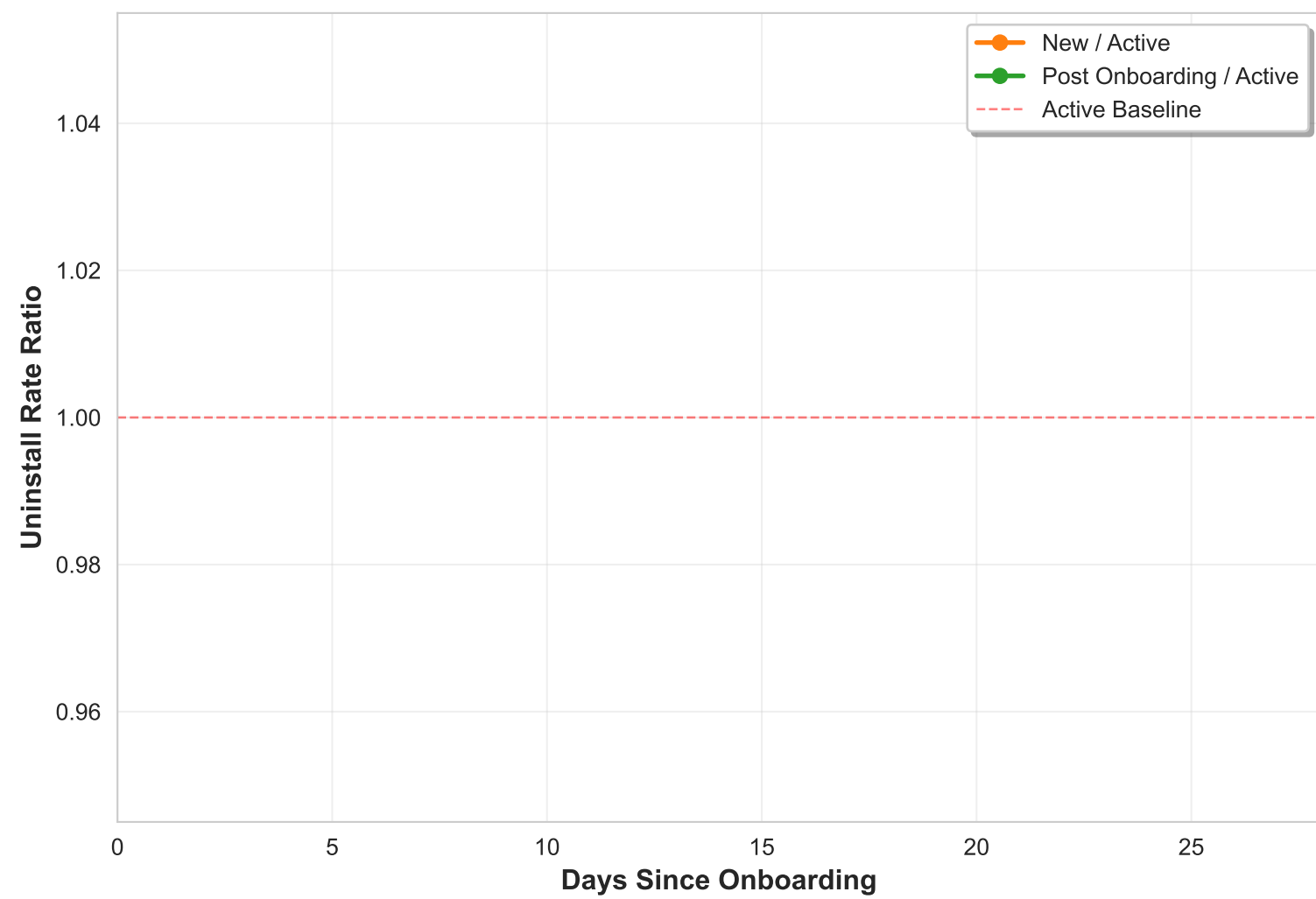
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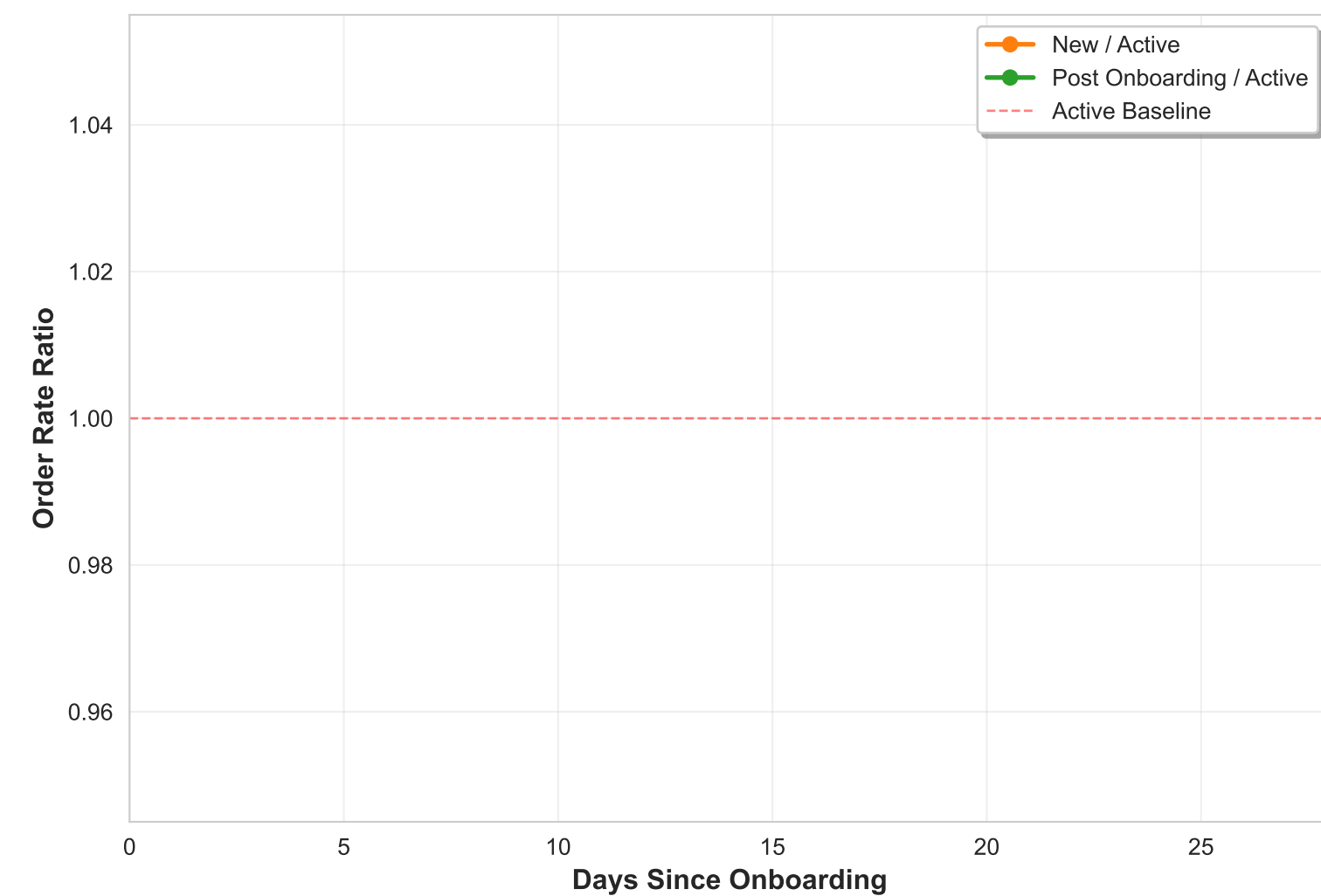
## 3. Unsubscribe Rate Ratio (vs Active Baseline)



## 4. Uninstall Rate Ratio (vs Active Baseline)

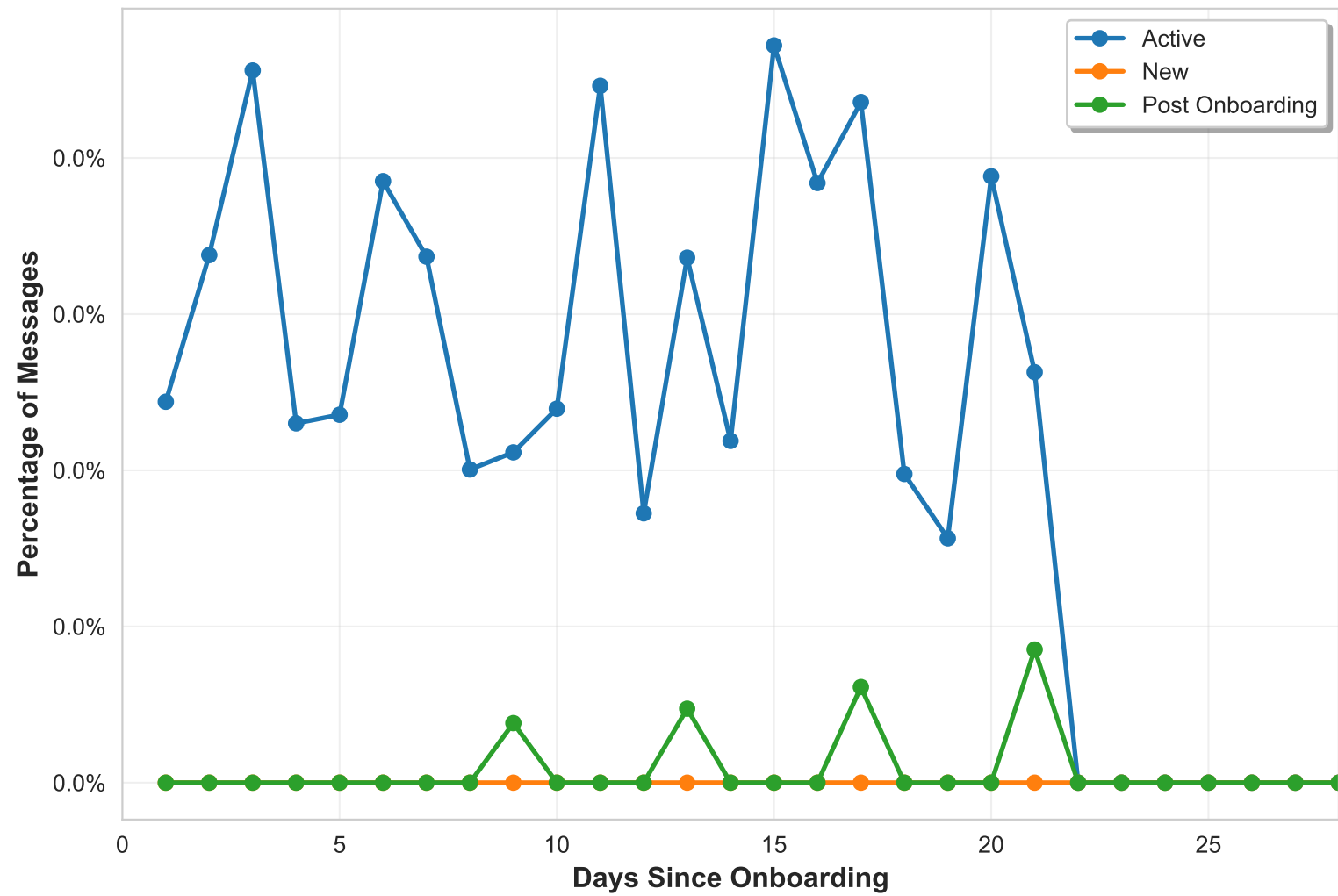


## 5. Order Rate Ratio (vs Active Baseline)

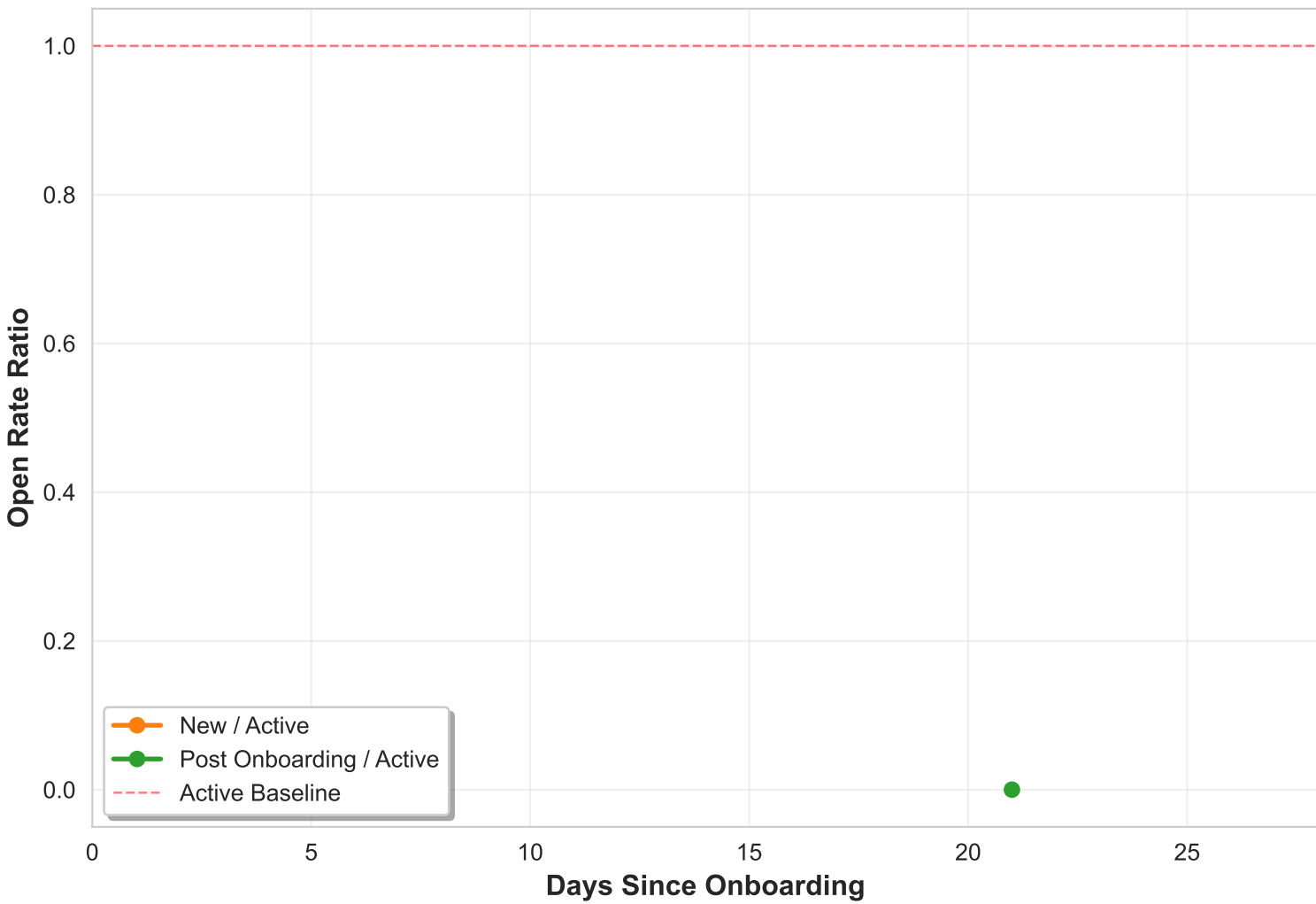


# Is Gift Card Campaign - Notification Metrics

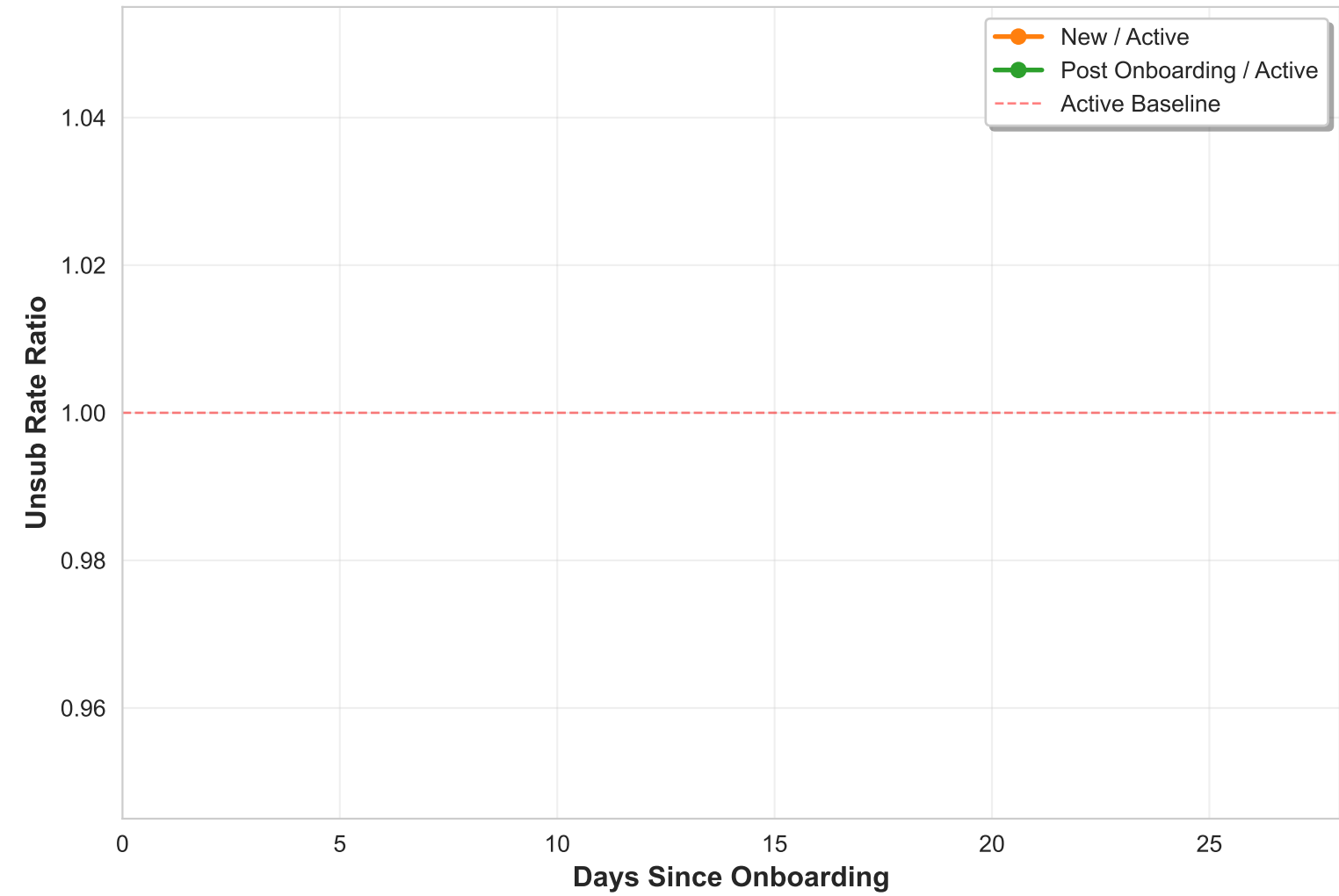
1. Percentage of Messages with Tag by Days Since Onboarding



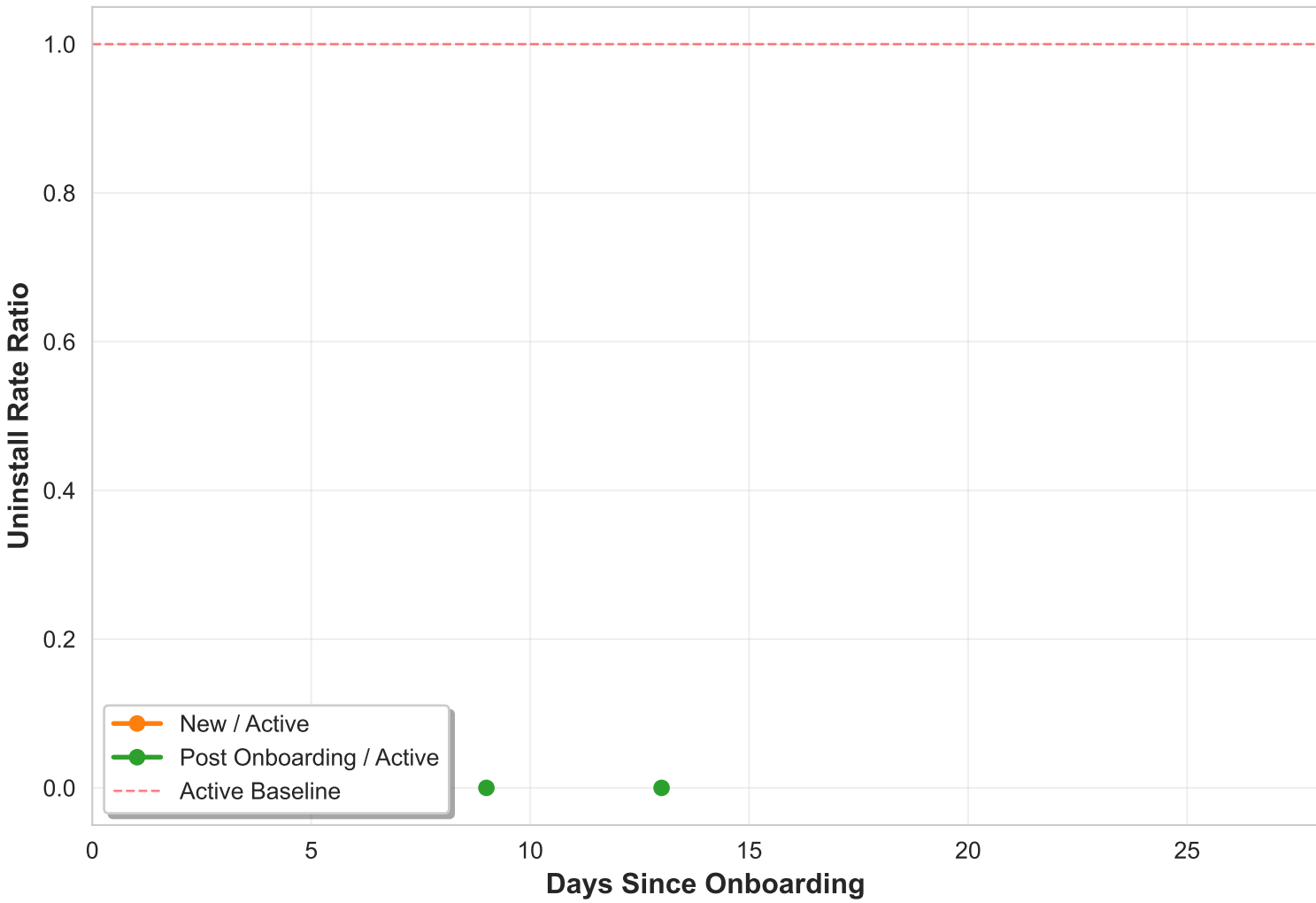
2. Open Rate Ratio (vs Active Baseline)



3. Unsubscribe Rate Ratio (vs Active Baseline)



4. Uninstall Rate Ratio (vs Active Baseline)



5. Order Rate Ratio (vs Active Baseline)

