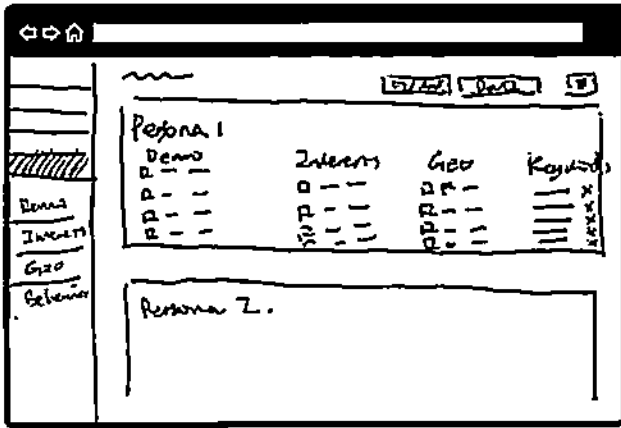
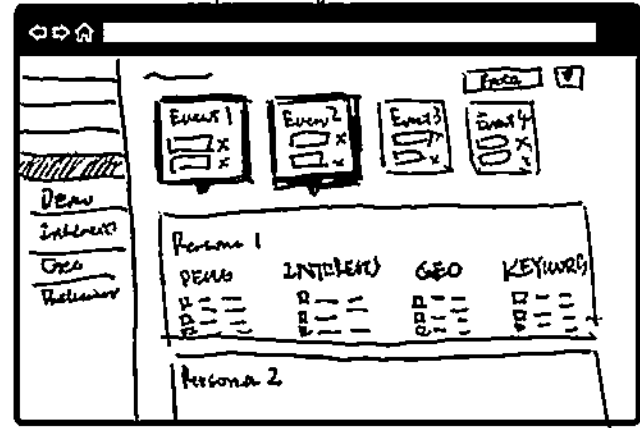


Persona Driven Overview

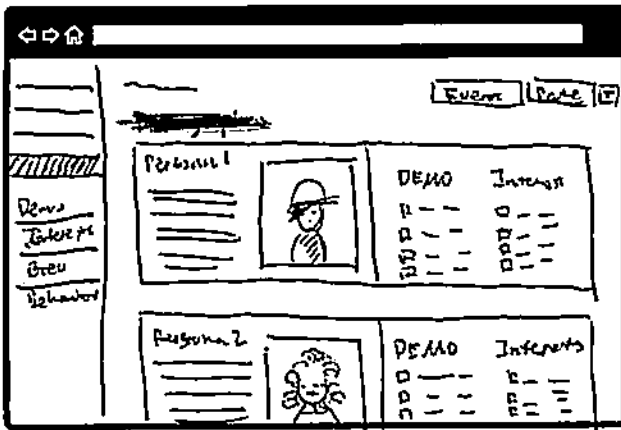


Overview : Persona : Top Metrics

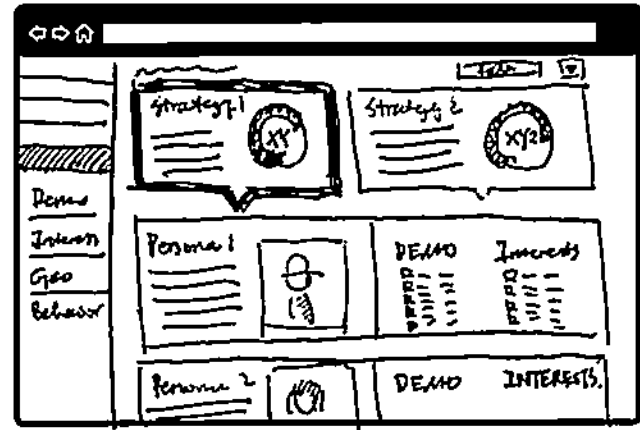
Persona / Strategy / Event Variant



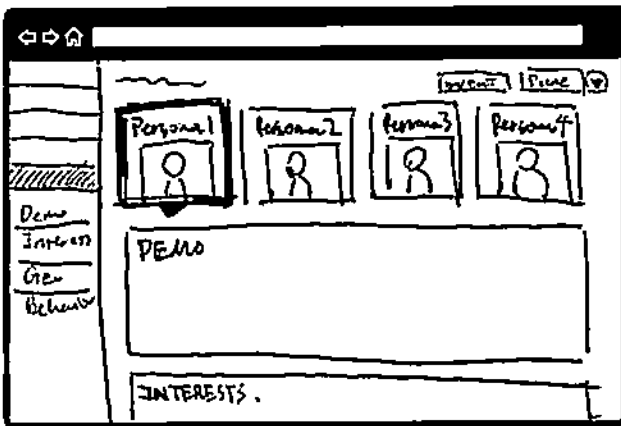
Drill down by events.
different persona for
each event?



Overview : Persona - Story.



Drill down by strategy.



Overview : Persona Control

Select one persona at a time.



Overview : Zoomed in Persona.

Focused on a few key metrics.
more granular story view.