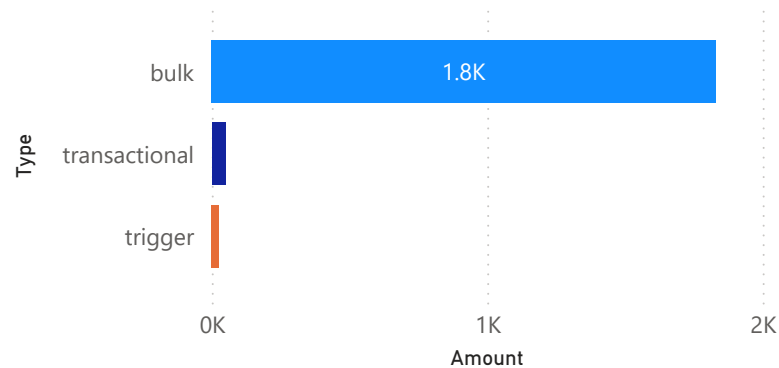


Campaign Overview

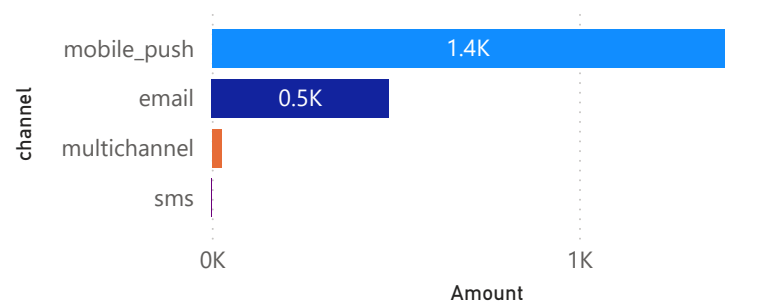
Campaign type distribution

campaign_type ● bulk ● transactional ● trigger



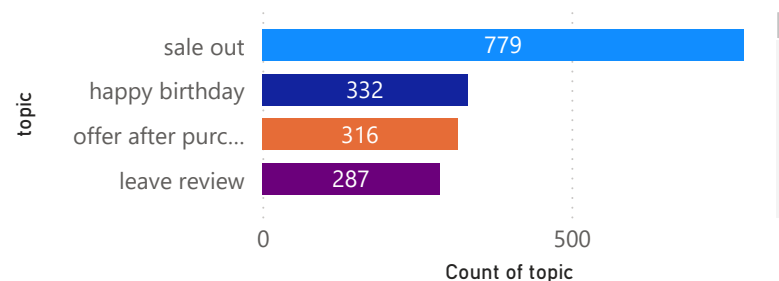
Campaign channel distribution

channel ● mobile_push ● email ● multichannel ● sms



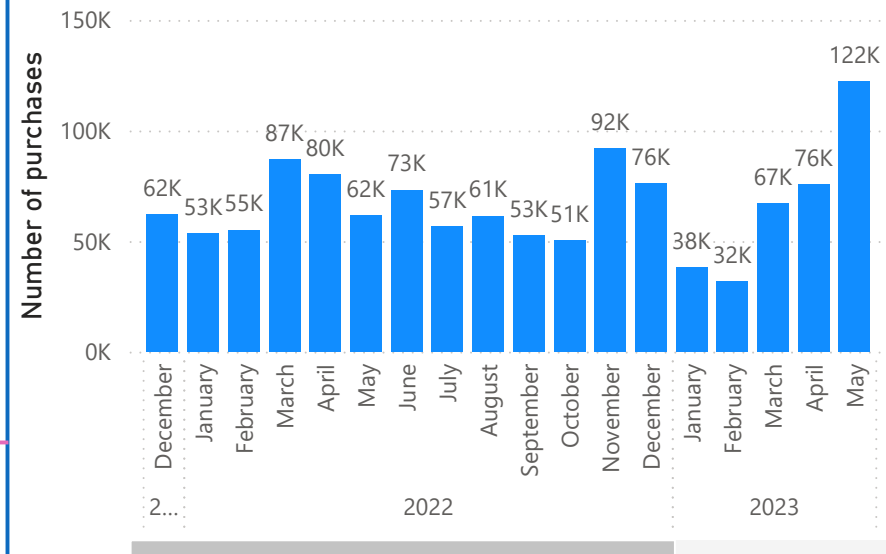
Campaign topic distribution

topic ● sale out ● happy bir... ● offer afte... ● leave revi... ● event

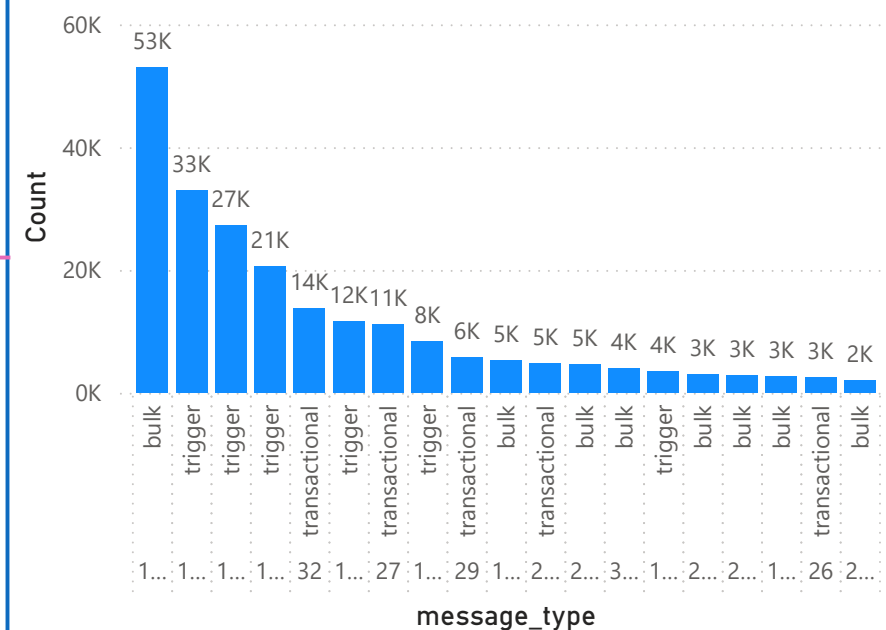


Client first purchased

Client first purchased by month



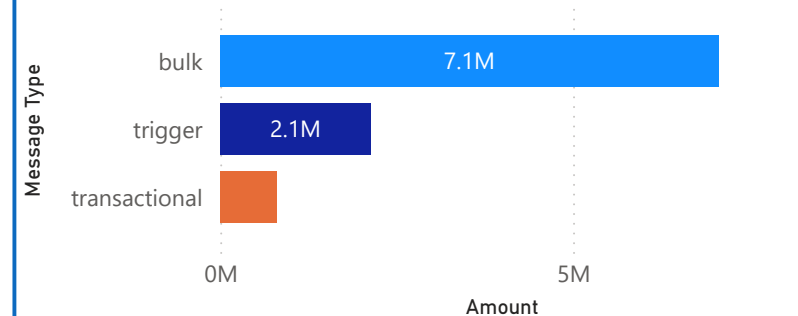
Number of customers that purchased after clicked



Message Overview

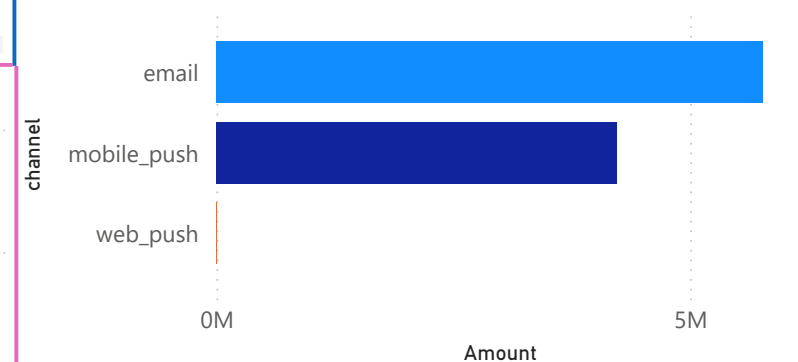
Message type distribution

message_type ● bulk ● trigger ● transactional



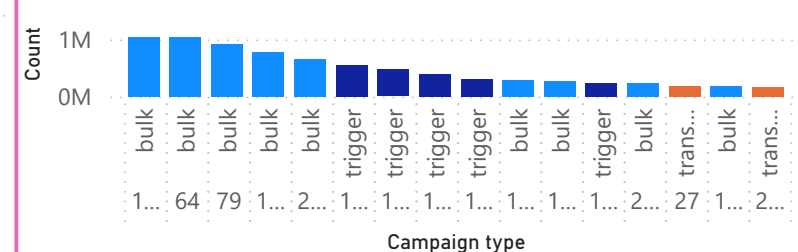
Message channel distribution

channel ● email ● mobile_push ● web_push

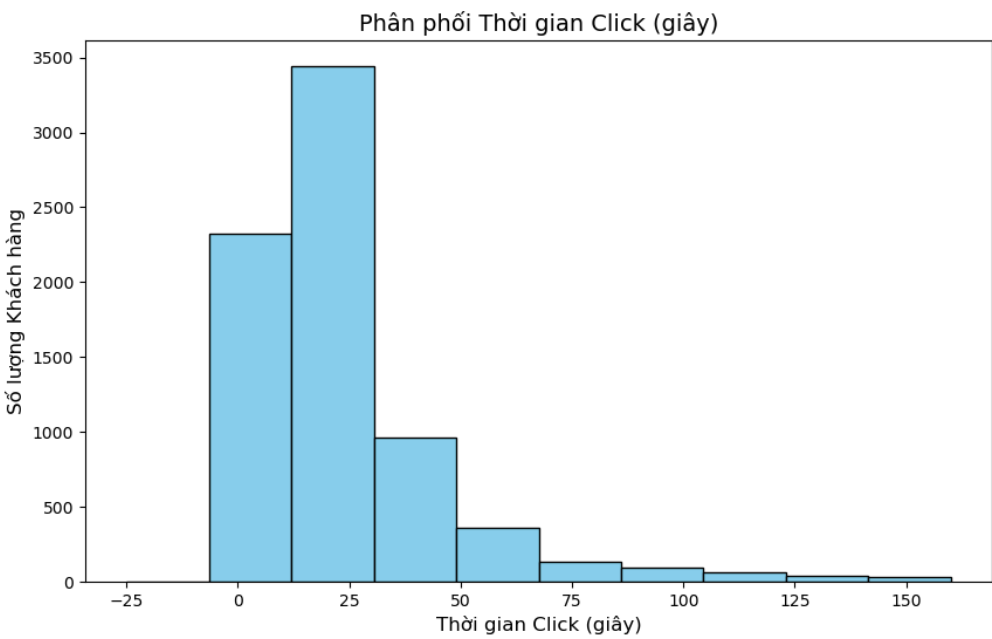
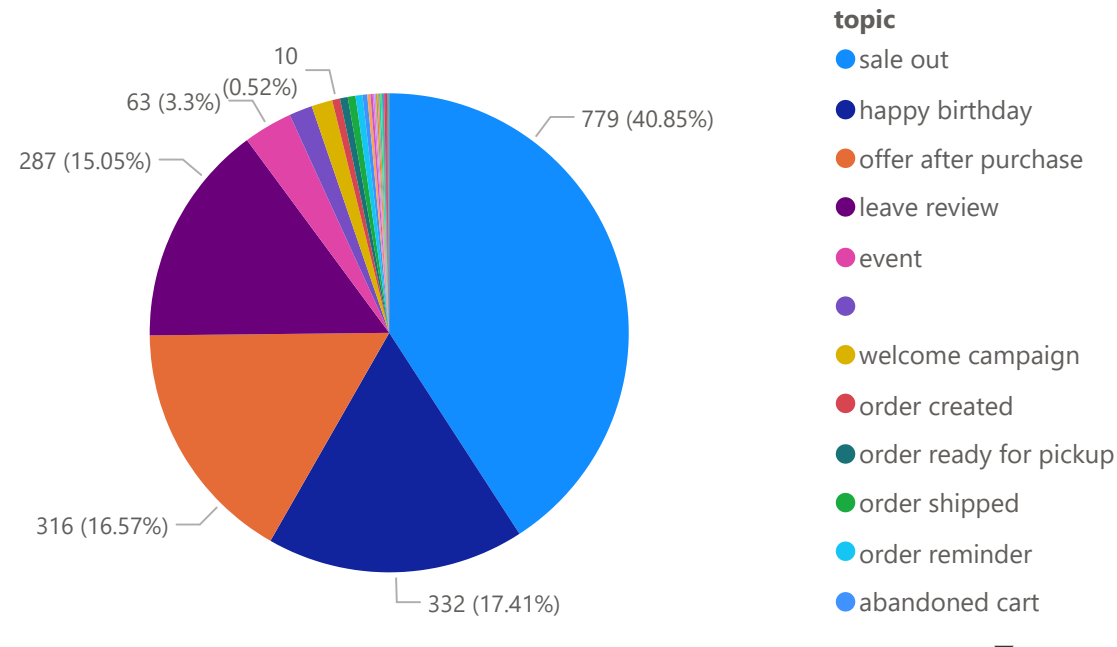


Click rate of customers by campaign topic

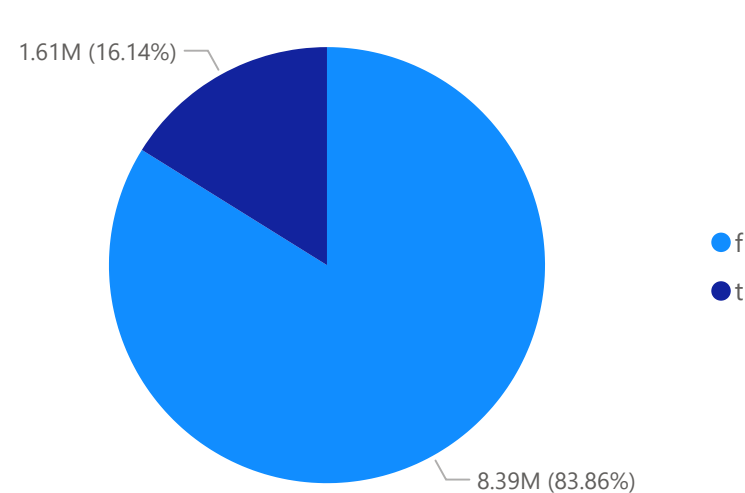
message_type ● bulk ● trigger ● transactional



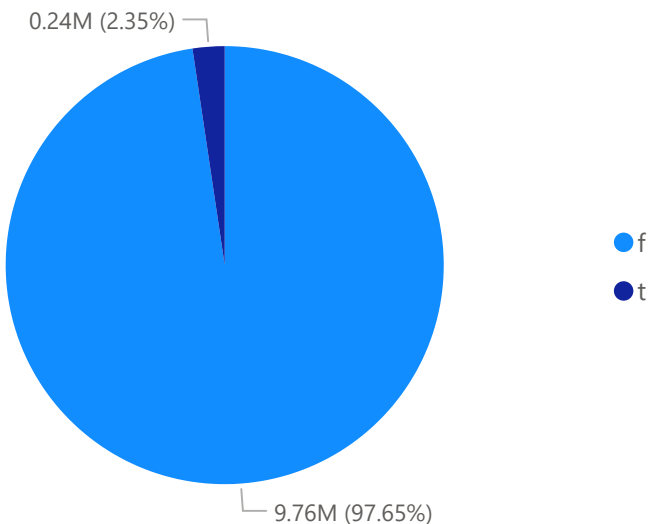
Customer click rate by topic



Proportion of users who opened the email



Proportion of users who clicked the email



Proportion of users who purchased

