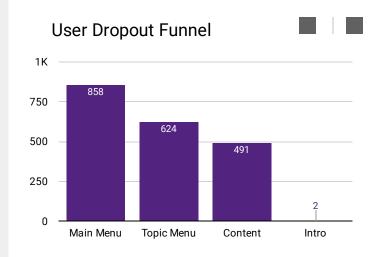




Nurse Nisa Engagement - DRC



Chatbot Engagement



User Dropout Funnel Explanation

Number of unique users that reached the following conversation stage:

Introductory welcome message + Intro

accept the terms

Choice between Abortion, Main Menu

Contraception or EC topic

Abortion or Contraception sub-Topic Menu

menu

Any message that includes Content

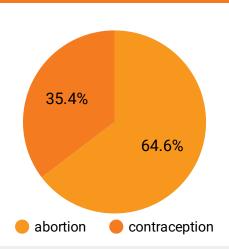
contraception, abortion or EC-

related information.

Free-Text Messages Common Words



Content Engagement



Most Popular Contraception-Related Content

	final_tag	Unique Users 🔻
1.	FP_general	99
2.	FP_young	83
3.	FP_myths	22
4.	FP_current	18
5.	FP_PPFP	15
		1-11/11 〈 〉

Most Popular Abortion-Related Content

	•	
	final_tag	Unique Users 🔻
1.	TOP_MA	261
2.	TOP_ASC	168
3.	TOP_preg conf	84
4.	TOP_religion	30
5.	TOP_general	24
		1-10/10 <>







