

Functional Specification Documentation

Submitted to

Gulf International Bank Saudi Arabia (GIB)



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Version Control Log

Release	Date	Author(s)	Description Update
V 1.0	05.06.2024	Ashish Luthra	Initial Document
V 1.1	02.09.2024	Ashish Luthra	Added more information on platform usage or features.
V 1.2	05.09.2024	Ashish Luthra	Added more information on Use Cases, Data Migration.
V 1.3	18.09.2024	Ashish Luthra	Added more information on In-App campaigns, RTM.
V 1.4	20.10.2024	Saru Wadehra Ashish Luthra	Replied to comments from GIB. Added additional information for those points.
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V 1.6	22.11.2024	Saru Wadehra	● Replied to comments from GIB. ● Added additional information for those points. ● Attached MMP document ● v0.76 document. ● Updated Role Management table ● Added more info in Data Ingestion ● Added Audit Logs section ● Updated Reports section
V 1.7	23. 12.2024	Ashish Luthra	Added more Info
V 1.8	24.12.2024	Ashish Luthra Dhanush Jain	Email Configuration:
V 1.9	30.12.2024	Ashish Luthra	Updated Acquisition Source and clarified Rich push media types
V 2.0	30.01.2025	Ashish Luthra	Updated Data Policies

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- 1. Glossary & Abbreviations

Acronym/Abbreviation	Description:
BRD	Business Requirement Document
RDC	Retail Delivery Channel
CC	Credit Card
API	Application Programming Interface
SAMA	Saudi Central Bank
CFF	Counter Fraud Framework
AppICE	Digital Engagement Platform
CDP	Customer Data Platform
CEX	Customer Engagement Platform
FCM	Firebase Cloud Messaging
APNS	Apple Push Notification Service
CCMS	Credit Card Management System
SFTP	Secure File Transfer Protocol
MMP	Mobile Measurement Partner
UTM	Urchin Tracking Module
ROAS	Return On Ad Spent
DND	Do-Not-Disturb
SCV	Single Customer View
DAM	Digital Asset Manager
CNS	Central Notification System
SDK	Software Development Kit
JSON	JavaScript Object Notation
DAU	Daily Active Users
WAU	Weekly Active Users
MAU	Monthly Active Users
OoB	Out of Box
UCs	Use Cases

- 2. Introduction

This document covers the requirement for **Gulf International Bank (GIB)** to integrate the Appice Customer Data Platform and Customer Engagement Platform.

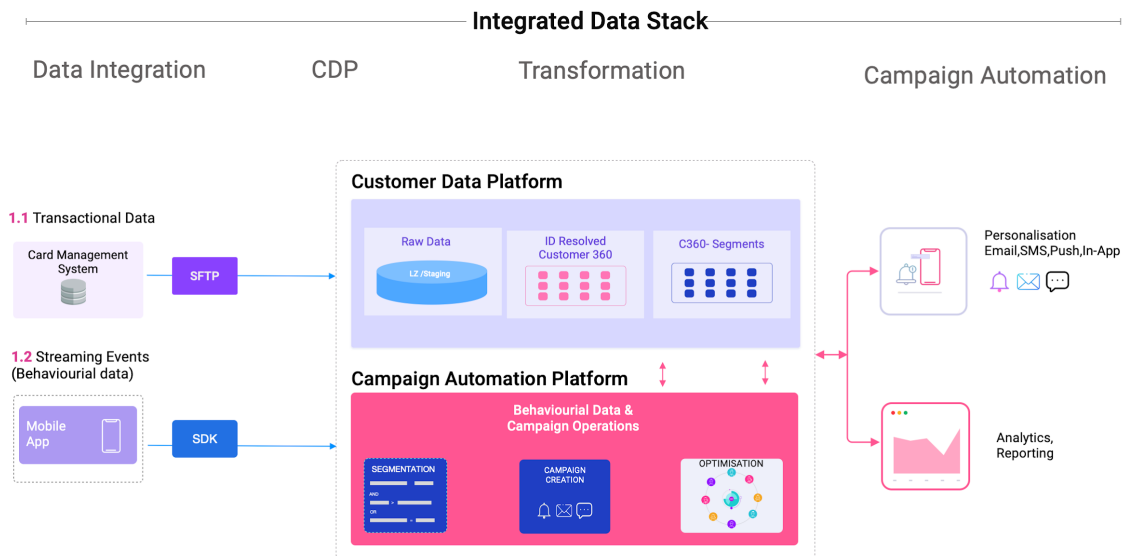
Customer engagement lies at the heart of positioning meem brand in the market, building a sentiment with our existing customers, promoting the product proposition to our future customers, as well as ensuring we maintain the dialogue with both the customer and the market. Keeping the objectives in mind, meem plans to deploy a Digital customer engagement engine to enable:

- Channel Engagement and Personalization.
- Reporting and Analytics
- Campaign Planning and Management.

- Multichannel Campaign Execution
- Audience Targeting and Segmentation.

Please note - Required audit reports/source code certificate to be provided to the Bank as and when required for their security audits. Also, technical walkthroughs can be provided for their VAPT testing.

- 2.1 Platform Overview



- 3. Functional Requirements

Sno	Functionality	GIB Role
1	Customer Data Platform (CDP) - - Integration with Credit Card Management System: [GIB to provide CCMS data, along with <u>profile data</u> from UBS/CRM to staging environment via SFTP] - Data Unification - Identity Resolution - Customer 360 - Segmentation - Personalisation API	Infrastructure Prerequisites to be enabled
2	Customer Engagement Platform (CEX) - Omni Channel Campaign Management - Campaign Design - Omni Channel: Push, In-App, SMS, Email - Campaign Analytics - Events design for TEN Journeys - SDK for mobile App 'meem' only	GIB to integrate SDK and App Events in GIB App. 10 Journey events to be designed by Appice.
3	Data Analytics & Reporting - Dimensions & Measures as per KPI's - Behavioural customer data reports and dashboards - Funnel view and users drop off - Journey effectiveness and bottleneck identification - Tracking customer behaviour in response to the received notifications. - MAU, DAU, WAU, Top 10 Events, Trends	

	7. Data export for custom reports	
4	MMP integrated Campaign Management & Attribution (for mobile campaigns) Limited to tracking 25000 conversions/month	GIB to do SDK integration for attribution tracking of mobile campaigns. A detailed document has been attached in section 22.9 of Appendix for the integration steps.

- 3.1 Functional Requirements raised by GIB

Sl no	Functionality	Scope Areas	Integration required
1	The platform requirements should support meem KSA only.	Platform Scope	
2	The requirements should support on the following platforms: 1) Mobile (iOS, Android, and Huawei)	Channel Scope	
3	The requirements should be supported in both English and Arabic languages.	Language Support	
4	Ability to have a campaign workflow involving multiple stakeholders like product, marketing, compliance, quality etc, for SMS, Email and Push Notification	User Management → Add User	Addition of user registration from AppICE Platform
5	Ability to have a maker-checker workflow for broadcast messages	User Management → Add User	Addition of user registration from AppICE Platform
6	Ability to add/edit/delete any conditions of the published workflows and also maintain the audit logs for change management.	Campaign Management → Edit a campaign Server Logging	Logging to be enabled from the AppICE Platform.
7	Ability to have out-of-the-box templates for various use cases such as Onboarding, Retention etc.	Audience Segment	Access to AppICE Platform.
8	Ability to schedule SMS, Email and push notifications at a future pre-determined time	Campaign Management → Create a new campaign → Launch Campaign	Access to AppICE Platform.
9	Ability to send SMS messages to the entire user base to a selected segment or to a selected set of customers based on business-level events or manual broadcast.	Audience Segment	SDK Integration with app. Event configuration & integration.
10	Personalization of SMS based on the customer's preferred language.	Campaign Management → SMS → Launch Campaign	
11	Ability to send Email messages to the entire user base or to a selected segment or to a selected set of customers based on business-level events or manual broadcasts.	Campaign Management → Email → Select Audience	SDK Integration with app. Event configuration & integration.
12	Personalization of Email based on customer's preferred language.	Campaign Management → Email → Select Engagement Tool	
13	Ability to send Push Notification to the entire user base or to a selected segment	Campaign Management → Push Notification → Select Audience	SDK Integration with app. Event configuration & integration.

	or to a selected set of customers based on business-level events or manual broadcast.																							
14	Personalization of Push Notification based on the customer’s preferred language.	Campaign Management →Push Notification → Select Engagement Tool																						
15	Manage and optimize SMS & Email communication process with recipients via DND (Do-Not-Disturb) and frequency capping	Campaign Management →Email/SMS/Push → Launch Campaign																						
16	Set up an Email delivery gateway, Dedicated IPs, Un-subscription and Bounces Management.	Campaign Management →Create a new campaign → Email	Email delivery gateway to be provided by GIB. Unsubscribe & bounce management is Email SMTP server functionality- Not done by us																					
17	Ability to visualiza email across devices and email clients.	Campaign Management →Create a new campaign → Email → Preview	Mobile & Web view only in Phase 1																					
18	Send time-sensitive updates and promotions via Email.	Campaign Management →Create a new campaign → Email → Launch Campaign																						
19	Personalization of Email based on business-level events via broadcast.	Campaign Management →Create a new campaign → Email → Select Audience																						
20	Ability to manage subscription categories for email.	Campaign Management →Create a new campaign → Email → Select Audience	Not Covered in Phase 1																					
21	Auto-triggered/Customised notifications based on the Customer actions on meem channels	Campaign Management →Create a new campaign → Email → Select Audience → Events List	SDK Integration with app. Event configuration & integration.																					
22	Customized notifications/ offers based on the customer profile, balance...etc.	Campaign Management →Create a new campaign → Email → Select Audience → Events List	SDK Integration with app. Event configuration & integration.																					
23	Dynamic content delivery based on user preferences and behaviour	Campaign Management →Create a new campaign → Email → Select Audience → Events List	SDK Integration with app. Event configuration & integration.																					
24	Notifications & Alerts: Push notifications for real-time updates and customizable alerts for app activities or promotions	Campaign Management →Create a new campaign → Email → Select Audience → Events List																						
25	Personalization of push notifications based on the customer’s preferred language	Campaign Management →Create a new campaign → Email → Select Audience																						
26	Ability to send push notifications for <table border="1"><tr><td></td><td>Image Push</td><td>GIF Push</td><td>Video Push</td><td>Image In-App</td><td>GIF In-App</td><td>Video In-App</td></tr><tr><td>Android</td><td>Yes</td><td>Yes</td><td>No</td><td>Yes</td><td>Yes</td><td>Yes</td></tr><tr><td>iOS</td><td>Yes</td><td>Yes</td><td>Yes</td><td>Yes</td><td>Yes</td><td>Yes</td></tr></table> IOS Video and GIF: Video Size : Min - 100 kb Max - 10 mb GIF Dimension : Dimension - 480px×270px Dimension size is optional, As it will be handled by the OS. Android GIF Final Assessment Gif : Min - 48KB Max - 1 MB Gif Image Dimension : Dimension - 800px×400px		Image Push	GIF Push	Video Push	Image In-App	GIF In-App	Video In-App	Android	Yes	Yes	No	Yes	Yes	Yes	iOS	Yes	Yes	Yes	Yes	Yes	Yes	Campaign Management →Create a new campaign → Push Notification → Select Engagement Tool	
	Image Push	GIF Push	Video Push	Image In-App	GIF In-App	Video In-App																		
Android	Yes	Yes	No	Yes	Yes	Yes																		
iOS	Yes	Yes	Yes	Yes	Yes	Yes																		

27	Ability to perform A/B testing for SMS, Email and Push notification	Campaign Management → Create a new campaign → Push Notification → Select Engagement Tool	
28	The ability for all stakeholders to track the performance of A/B testing on a real-time basis	Campaign Management	Access to AppICE Platform.
29	Ability to schedule a campaign and edit it (Text, replace image, add or remove audience and change publish date and time if needed before selected publish date & time)	Campaign Management	

- 4. Journeys to be covered

There are 25 journeys to be configured by the AppICE.

Here is the list of journeys:

S.No.	Journey Names
1	Credit Card Onboarding
2	One Pack Onboarding
3	Apply Credit Card
4	Credit Card Activation
5	Apply Personal Finance
6	Personal Finance Top-Up
7	Open Banking Connected Service
8	Profile Management KYC
9	Transfer / Investment
10	Transfer / International
11	Own Account
12	WithinMeem
13	IPS / Transfer
14	IPS Mobile
15	IPS Email
16	IPS IBAN
17	IPS Above Limit
18	IPS Limit Update

- 5. Customer Data Led Engagement

When it comes to personalization, especially from the standpoint of the data and technology that drive the customer experience, it is critical to distinguish between the two primary methodologies for personalization: behaviours and transactional data.

This distinction is important because the data sources and technologies behind each vary significantly.

i. Behaviour based personalization

In behaviour-based personalization, one step determines the next step in the customer journey. Each touch, swipe or click is recorded as an event to understand the experience and actions of customers.

Data Sources: meem APP

Data Ingestion: Appice SDK

Behaviour-based models will ingest data pertaining to customer usage of the meem App through the Appice SDK, in near real-time—data that represents the granular actions taken by each user. Events are collected using streaming pipelines; such as App usage time & frequency, Journey start, Journey drop-off, actions taken inside a journey etc.

These events and associated attributes will be used for:

- Behavioural Segments (first see, last seen, app usage, journey completion etc)
- Customer engagement analytics
- Journey usage funnels
- Engagement campaigns targeted to specific segments
- Real-time personalisation based on past events or live events

ii. Transactional data-based personalization

Customer traits and segments are constructed using the demographic characteristics of the user (i.e., age, gender, job title, products availed, credit score etc.) combined with their transactional data for personalised engagement actions.

Data Sources: CCMS & [UBS, CRM for building customer profile]

Data is to be ingested via SFTP into the staging zone. Details of data fields may be referred to in the data taxonomy section. C360 & Segments will be built using a combination of profile data and transactional data through

- CCMS data
- Offers data
- Profile data from UBS, CRM

Please note - backend system notification will not be real time.

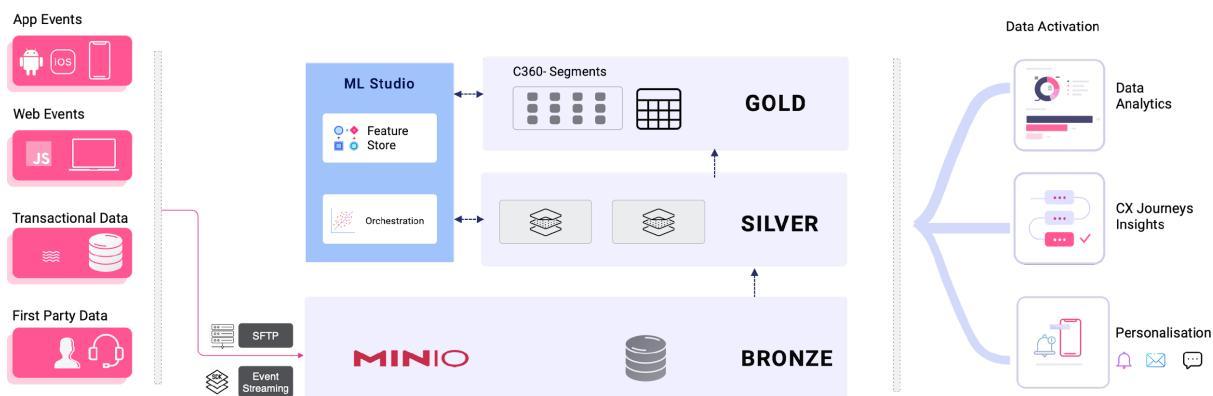
- 6. Data Ingestion

1. Data Ingestion will take place via Bank's SFTP.
2. Bank to provide SFTP server credentials.
3. It will be Linux ingestion, there should be no windows markers.
4. Bank to share sample data & folder structure along with filenames to test the data ingestion process. Refer to section 21.8 of Appendix.
5. Each data set will have a separate file to be put on SFTP.
6. Data ingestion will happen sequentially one after the other.
7. Bank to give updated or new data daily.
8. Data ingestion will happen daily post midnight via cron jobs (even if file is placed during the day)
9. Initial data ingestion will be of all the GIB customers.
10. The maximum size of 1 file should be 500 MB.
11. The filename structure will be Source_DATE.csv.
12. In case of any kind of failure/non-ingestion of files, the AppICE team verifies the file/failure and the Bank's concerned team will get a notification with failure details via email.
13. In case of failure, data is to be fixed by GIB and a new updated file should be added in SFTP for ingestion. Data ingestion will start post midnight only.
14. If any issue in any single record (format issue), data ingestion will happen. During transformation of data, we find data format issues and the same is reported to the concerned Bank's team.
15. Date input should be in YYYY-MM-DD format.
16. If any issue is there in file format/encoding, the entire file will be skipped.
17. New records create a new row and updated records update the existing record in AppICE database.
18. If no new files have been added in SFTP on any day, there will be no activity happening on data ingestion. System notification will be sent saying there is no new data for ingestion.
19. Bank's SFTP server archival will be taken care of by the Bank.
20. In case a wrong file is sent: GIB is requested to remove the problematic files before midnight.
21. No Blank CSV Files: Blank files, such as CSV files containing only the column headers without any data, must not be sent. This can lead to failures.
22. Send data for each day in 1 CSV file for one transformation. Do not send data for two days or more in a single day.
23. One CSV File for One transformation per Day: GIB to ensure that no more than one file is sent in a single day for any of the 9 transformations.
 - a . Send only 1 file at a designated time. Do not send one file in the morning and another in the evening,
 - b . Send data for each day in 1 CSV file for one transformation. Do not send data for two days or more in a single day.

24. After completion of data ingestion pipelines, email should be sent to stakeholders with logs irrespective of success or failure.
25. The whole data handling process should be automated and no hand filling or manual intervention.
26. Logs will be archived every 20th of Month and are automated.

NOTE:

1. SIT/UAT environment limit data limit is 100K users and for Prod, data limit is 275K Users. If additional users are there then additional capacity will have to be configured.
2. For Testing purposes, data of Closed User Group should be set up to test positive and negative cases.



Data File Format	Data Ingestion Method
CSV Format	Appice to ingest from SFTP
Parquet Format	Appice to ingest from SFTP

Data Record Size in CDP (Approximate)

Record Type	Size to be considered for Infra calculation
CIF in C360 – Golden Record	6 KBx100 = 600 KB
Card Transaction in Silver Tables	3 KB x 100 = 300 KB
Account Transaction in Silver Tables	2 KB x 100 = 200 KB

Data Retention :

The following data retention policy to be followed:

Data Type	Retention Period
Transactional Data	60 days
Behavioural Data	60 days
SFTP files	GIB responsibility for insertion & Deletion

Source Data	Ingestion	Frequency	Data Type	Filename
CRM - Customer	SFTP	Daily	Demographics	Customer_<date>.csv

CRM - Applications	SFTP	Daily	Offer, loan data	Applications_<date>.csv
UBS – CASA Accounts	SFTP	Daily	Account status	CASA_Accounts_<date>.csv
CORTEX - Cards	SFTP	Daily	Card Financials	Cards_<date>.csv
CORTEX- Card Transactions	SFTP	Daily	MCC based transactions	Card_Transactions_<date>.csv
CORTEX- Card.Transaction.PaymentPlan	SFTP	Daily	Card payments	Card_PaymentPlan_<date>.csv
CRM - Offers	SFTP	Daily	Personalised Offers	Offers_<date>.csv
UBS - Term Deposits	SFTP	Daily	Term deposit details	TermDeposit_Accounts_<date>.csv
UBS – Account Transactions	SFTP	Daily	Average of customer spends	Account_Transactions_<date>.csv

NOTE:

Loan-related/Personal finance data will not be included in the ingestion and downstream use cases. Refer conversation dated 24.11.2024.

- 7. Data Archival

S.No.	DATA TYPES	Brief Description of Data Type	Applicable? (Yes/No)	Retention Period of the data	Reference/comments
1	Application Data	Application Binaries, Database, Configuration files, Parameter files and other related data pertaining to the applications	Yes	Application binary- Until Release of the next version/6 months whichever is more. Configuration files and Parameter files w.r.t. the application: Until Release of the next version/2 months whichever is more	The data in the form of logs, application, database etc. are stored. Backup of the operating system itself is not retained.
2	Logs/Audit Trails/behavioural data	Chronological record of events and activities at the application level.	Yes	2 months	2 months from the date of creation.
3	Transactional Data	Financial and Nonfinancial (includes timestamp)	Yes	2 months	2 months from the date of creation. <i>[only Card transaction, account transaction will be archived after 2 months. Customer data will remain there]</i>

4	Reports/Dash Board/MIS	Reports prepared by the department (Regulatory, MIS etc.)	Yes	2 months	Data will be retained for the last 2 months' campaign data in "Live Storage". This will also be "archived" from prior to last 2 months' through last 12 months' campaign data in "Cold Storage" for different strategic activities.
5	Miscellaneous Data	Data not mapped to any of the above.	No	NA	NA
6	Files from AppICE SFTP server	Data sets copied from Bank's SFTP to AppICE OnPrem server.	Yes	NA	Files which are processed successfully should be moved to the date folder.

NOTE:

Data is removed & archived (as per the above schedule) in the form of a backup file in a different App Server to maintain security.

- 8. Data Taxonomy

Different data fields have been provided from different systems for mapping within Appice CDP. Refer to section 22.2 of Appendix section.

- 9. SDK Integration

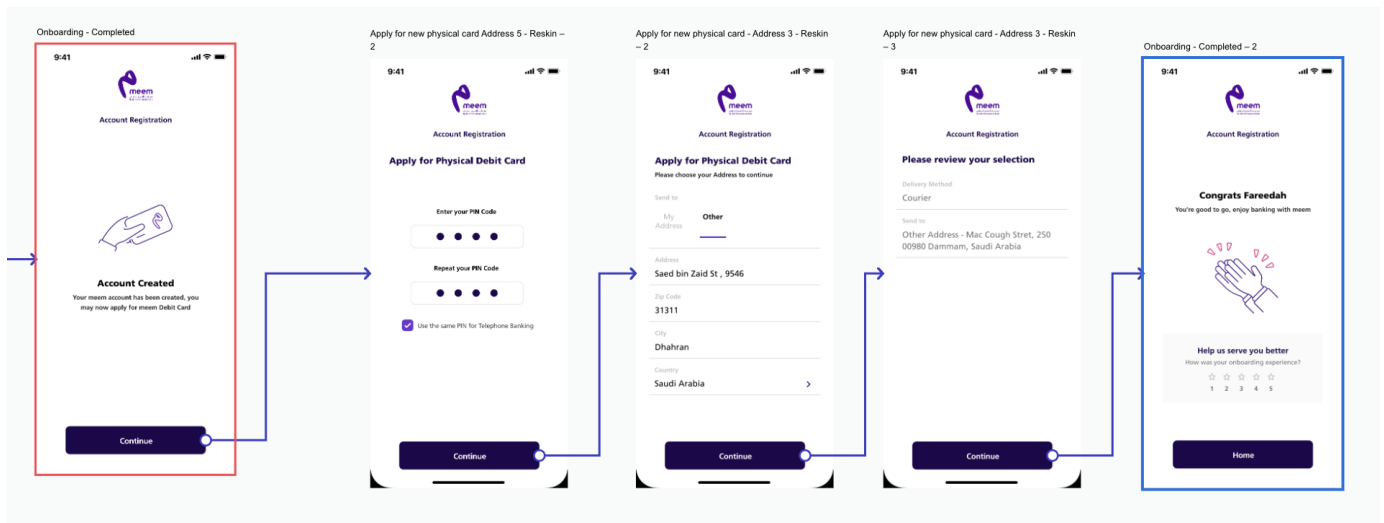
AppICE SDK will be integrated with Meem KSA only. It will support the following platforms: Mobile (iOS, Android, and Huawei).

End-to-End integration testing & performance testing to be performed jointly with the GIB team.

- 10. Journey Events

The process of understanding customer behaviour starts by defining the 'events' and their corresponding 'attributes'. These events are captured by the AppICE SDK which is integrated in the App. Once implemented, the platform automatically identifies where your customers are in the journey helping you deploy acquisition, conversion and retention strategies. Data captured via events is used to understand customer behaviour and drive personalisation.

Example:



Events: Events are actions or occurrences that a user initiates or experiences while interacting with the Meem App. Events are constructed for a 'Journey' and are always analysed in the context of a 'Journey'.

- Login
- AccountCreation
- ApplyForCard
- UpdateAddress

Attributes: Attributes are data points that provide context or details about the events. They help in segmenting, personalizing, and analyzing user behaviour. Common attributes include:

- TimeStamp
- DeviceType
- AccountType
- CardCategory
- ContentType

By combining events and attributes:

- **User Journey:** Tracking the sequence of events that lead to conversions or specific outcomes.
- **Conversion Path:** Identifying the steps and touchpoints that lead to a purchase or other key actions.
- **Funnel Analysis:** Analyzing how users move through various stages of a marketing or sales funnel.

By capturing and analyzing these events and attributes, Appice provides valuable insights into user behaviour, enabling marketers to make data-driven decisions, personalize experiences, and improve overall marketing effectiveness.

Sample Credit Card Onboarding Process:

Events & Attributes: <Credit Card Onboarding Process>

Update Date: 2024

Journey	Event Name	Event Description	Attributes			How/When is event generated
			Attribute Name	Data Type	Sample Values	
Credit Card Onboarding Process	OO0Initiate	When user launches the App.	OpenTrigger		Direct Push Notification, Email, SMS, Banner	Source of open
			TriggerValue		OpenPageID, DeepLinkURL, BannerID	Value of the source
			SourceScreen	string	CreditCard, OnePack, OCIneligible	Source of open
	OO0VerifyIdentity	File: this event when user enters OTP AND clicks on <continue> button of Identity verification screen	InputMobile	boolean	True	When user fills phone number & national ID.
			InputNationalID	boolean	True	
			FailureMessage	string	UserNotIdentified	
	OO0VerifyAuth	File: when user clicks on <continue> button of Verify Authentication Screen	Success	boolean	True	
			FailureMessage	string	UserNotAuth	
	OO0AccountRegistrationStart	File: when user clicks on <continue> button of Account Registration Start Page.	InputEmail	string	abagat@xyz.com	When user identity is a "Success" by Verify the end customer begins Account Registration
			EmploymentStatus	string	Employee	
			EmploymentSector	string	Private	
			FailureMessage	string	OCNotEligible	
	OO0AccountRegistrationAddInfo	Additional Information on Account Registration Screen File: when user clicks on <continue> button	Salary	float	1000	
			Works	float	12	
			SalaryBank	string	BankName	
			AutoPaymentInstruction	string	FullPayment	
			Dependents	string	2	
			EducationDegree	string	Undergrad/Grad, Postgrad, MBA	
			HouseOwnership	string	Rent/Owner	
			SalaryTaxResidenceCountry	string	CountryName	
			FailureMessage	string	AccountRegistrationFailed	
	OO0AccountRegistrationAddInfoME	Additional Information on monthly expenditure while Account registration. File: when user clicks on <continue> button	MonthlyExp	float	12	
			Education	float	12	
			Food&Bever	float	12	
			Medical	float	12	
			Transport	float	12	
			Utility	float	12	
			Dormitory	float	12	
			Rent	float	12	
	OO0AccountRegistrationAddInfoB	Additional Information on promotional message consent File: when user clicks on <continue> button		boolean	True	
			PromoMsg			
	OO0SetupCred	When user sets up credentials.	CredSetup FailureMessage	boolean string	True string	Call setCustomVariable method to send User name
	OO0ApplicationSubmitted	File: of screen which shows Applications successfully Submitted				
OO0FirstLogin		LogInType FailureMessage	string string	Password LoginFailed		
OO0TrustDevice	File: on trusted device > screen					
1. OCHighRiskApplication 2. OCApplicationInProgress 3. OCApplicationApproved 4. OCApplicationRejected 5. Physical Debit Card Applied						
OO0HRAApplication	If the user falls under high-risk category this event is fired	AppUnderReview	boolean	True	Screen is tracked no attributes here	
OO0HRDocsUpload	File: when documents are uploaded successfully	DocUpload FailureMessage	boolean string	True DocUploadFailed		
OO0ApplicationPending	This event is fired when OC application is under process.					
OO0ResumeApplication	Customer resumes application	CardSelected	string	Platinum, Signature	Name of card on screen	
		CardLimit	float	12		
		CashLimit	float	12		
		AnnualFee	float	12		
		DOA	date	2024-08-12		
OO0ESignApplication	File: when customer clicks on <continue> button on SMS Code Entry Page	eSign FailureMessage	boolean string	True eSignFailure		
OO0CardRequestSuccessful	File: on Card Request successful screen					
OO0PasscodeSetup	Passcode has been successfully created					
OO0ApplicationRejected	When the user's application for Credit Card is rejected	OnePackAccount DeleteApplication	boolean boolean	True True		
OO0PhysicalIDApply	File: on PIN Creation Screen	DCPin	boolean	True		
OO0PhysicalIDSuccess	File: on Success Screen					
OO0ApplicationDeleted	When the user chooses to delete the application				User will be redirected to login or login stage	

- 11. Campaign Workflow

The platform offers various engagement channels such as Push, In-App, Web Push, Web Pop-up, Email, SMS, and WhatsApp. Once the channel is selected, one can start building a campaign with multiple variables:

Steps	Methodology
1. Define user journeys and use cases for engagement	Events & Attributes for each user- journey. App & Web Dev teams integrate SDK which captures interactions with UI.
2. Transactional Data	Use Custom traits for transactional data
3. Events Data	All actions performed by users are captured in real-time e.g. App open, page browsing, select product, add to cart, buy product, exit.
4. Build Segments	As per engagement use cases e.g. [customers who did not login in the past 30 days and have made a deposit in the last 30 days and ...]
5. Select Campaign Type	App Push, In-App, SMS, Email, Webpush, WhatsApp
6. Build Campaign	Edit the previous campaign or build a new one – Headline, Image, body, CTA, Button colour, Deep Link, Language, Special parameters etc.
8. Define Campaign Schedule	Date of the campaign, Time, frequency, budget etc. to make life
9. Taking campaigns live	Move campaign from Draft to live stage
10. Campaign Analytics	See analytics in real time to iterate

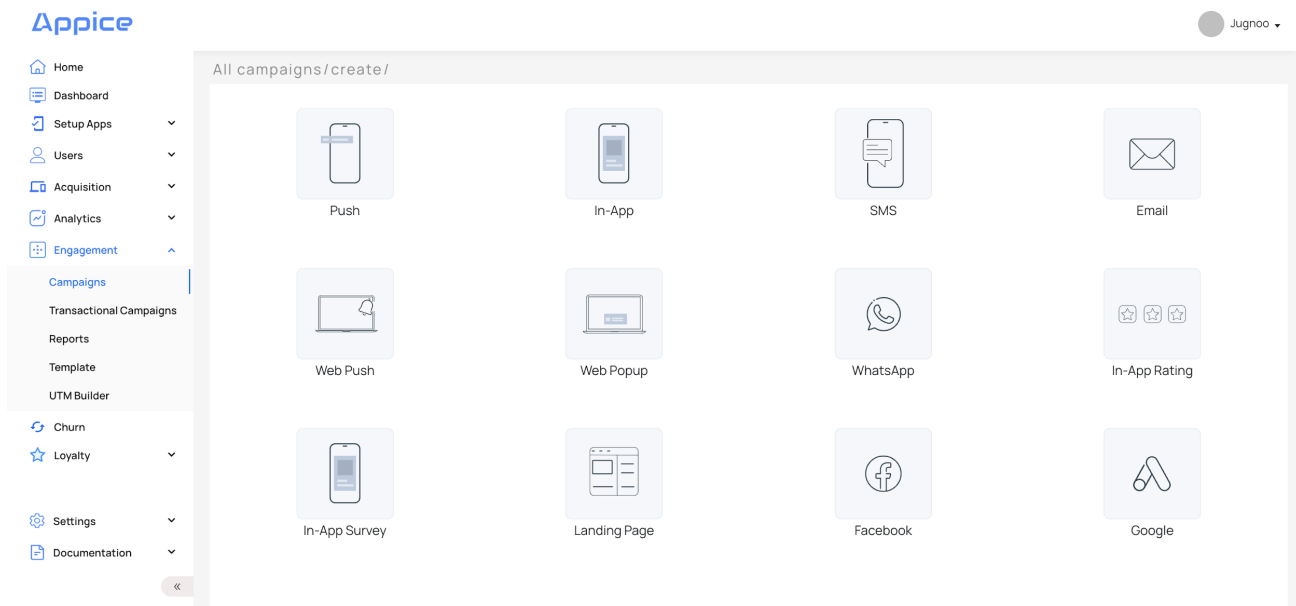
We have an ability to have a campaign workflow involving multiple stakeholders like product, marketing, compliance, quality etc. for SMS, Push, In-App, Email.

This can be managed through Maker (i.e. Marketer), Reviewer, Infosec & Checker (i.e. Manager) functionality in the User Management section of the portal.

You can follow multi-level reviews/approvals by following this process, say:

- Marketing - Maker (create/edit)
- Quality - Maker (create/review/edit if required)
- Compliance - Reviewer (review and leave comments if required)
- Product Team - Checker (review/edit/activate)

- 11.1 Select Channel



- 11.2 Creative or Content Sizes: Basis Channel

S.No.	Channel	Type	Image Size	File Size (Max)
1	Push Notification	Icon	Between (w)60 x 60(h) and (w)96 x 96(h)	100 KB
		Expanded Image	(w)600 x 300(h)	500 KB
2	In-App Notification	Interstitial (image, gif)	(w)480 x 800(h)	500 KB
		Mini	(w)400 x 400(h)	500 KB
		Header	Between (w)60 x 60(h) and (w)96 x 96(h)	100 KB
		Footer	Between (w)60 x 60(h) and (w)96 x 96(h)	100 KB

S.No.	Channel	Header	Description	Expanded Description
1	Push Notification	50 chars	160 chars	160 chars
2	In-App Notification	NA	80 chars [only applicable for Header & Footer]	NA
3	SMS	NA	160 chars	NA
4	Email	NA	NA	NA

- 11.3 Use Prebuilt Templates or Make a New Template

Please note - templates (header content, description content, images, email content, SMS content etc) are to be provided by Bank for AppICE to be uploaded/created into the system.

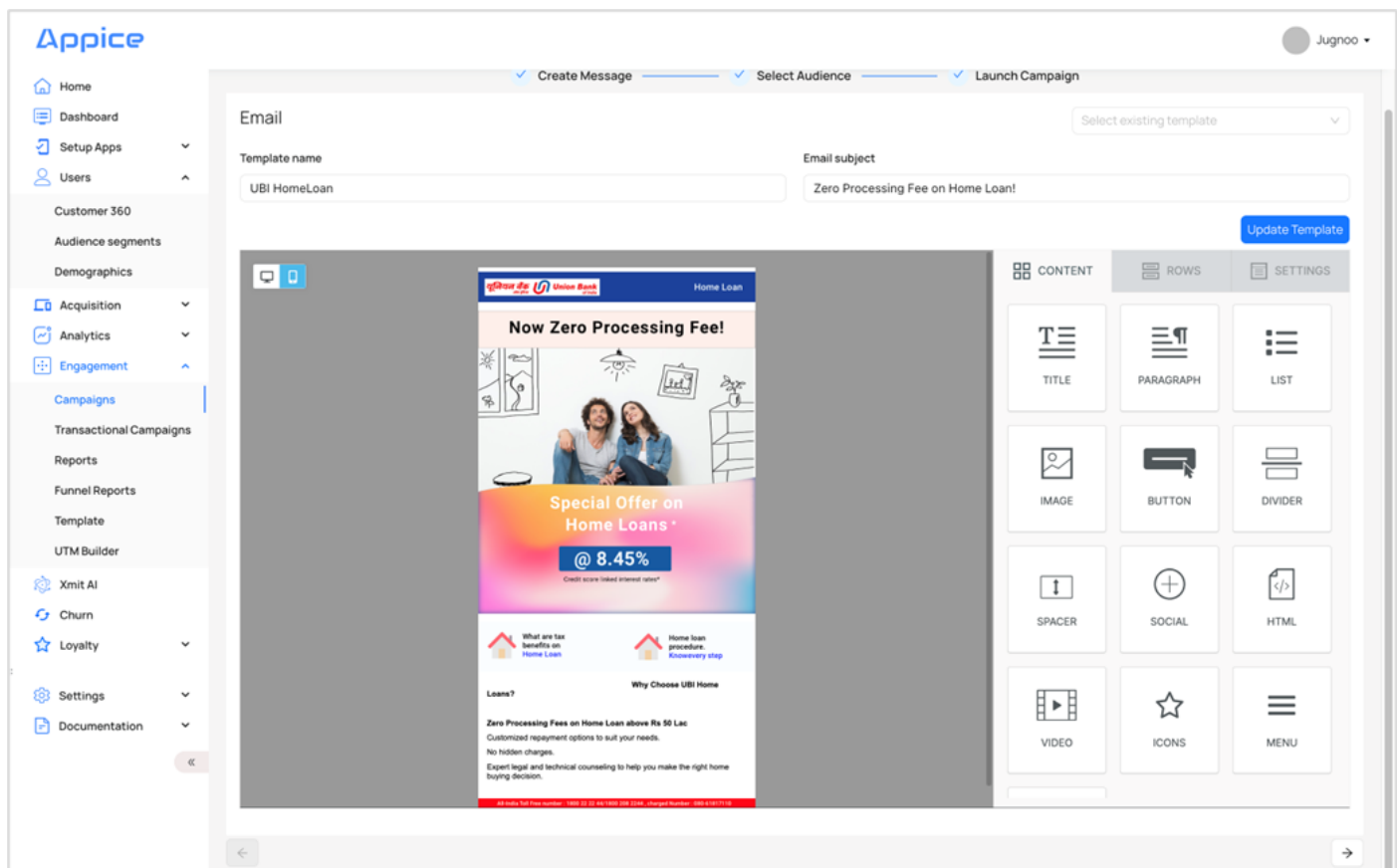
Example: Email Campaign

- Engage segments such as sleeping users, update new offer etc
- Select pre-built template stored in system or make a new one
- Creatives/Content to create template to be provided by Bank
- Select language and variant
- Add expanded text, image options
- Add redirection URL (if required) - *This is not applicable due to security reasons.*
- Check IOS/ Android rendering
- Email gateway to be provided by the Bank. Refer to section 22.5 of Appendix for integration steps. Refer to section 11.6 for Email reports.

Email Configuration:

Emailer creative is a mix of text, icons and images. While there is no limitation on number of elements, certain assets need to be optimised. The following recommendations can be followed for key elements:

- Header: horizontal image, max 300 kb
- Hero Image : square or rectangle, max 500 kb
- Footer: horizontal image, max 300 kb
- Product images : square or rectangle, max 200 kb
- Text description: no limit



Example: SMS Campaign

- Engage segments such as entire customer base, sleeping users, update new offer etc
- Select pre-built template stored in system or make a new one
- Creatives/Content to create template to be provided by Bank
- Select language and variant
- Add sender details, message text, template id.
- Add redirection URL (if required) in message text - *This is not applicable due to security reasons.*
- Check IOS/ Android messages
- SMS gateway to be provided by the Bank. Refer to section 22.4 of Appendix for integration steps.
- Refer to section 11.6 for SMS reports.

The screenshot displays the Appice dashboard for creating an SMS campaign. The sidebar on the left lists various navigation options. The main area is titled 'All campaigns/create/sms' and features a progress bar with three steps: 'Create Message' (active), 'Select Audience', and 'Launch Campaign'. The 'Create Message' form includes a dropdown for 'Template 1', fields for 'Sender' and 'Language', a 'Template name' field, a 'Message text' field with a character count of 114/160, and a 'DLT template id' field with a note: 'For india phone numbers, add DLT template id for regulatory compliance.' At the bottom right of the form are 'Update' and 'Close' buttons. A preview of the SMS message is shown on a smartphone screen on the right, displaying the text: 'This is a test SMS message for the new website. Please visit us at https://www.google.com for the best experience.'

Example: InApp Campaign

In-app notifications are pop-up messages that are shown to the user while they are inside your application. These notifications are useful where we want to show contextual messages, such as discount offers while the user is within the application, OR where users have turned off push notifications.

The *In-App Notification* module on the appICE dashboard under *Campaigns* makes it easy to set up In-App campaigns for all your users or specific user segments. These segments can be created on the basis of past or live user behavior, user properties, or a combination of user behavior and properties.

You can trigger a message based on an action. Users receive messages when they perform an action in the app instead of waiting for the next app launch. It makes the messages more contextual and increases conversion.

- Use full-screen In-App for impact
- Select a pre-built template stored in the system or make a new one
- Add call to action button
- Add redirection URL (if required) - *This is not applicable due to security reasons.*
- Check IOS/ Android rendering

Select Existing Template - You can type and search for an existing template from the dropdown or you can create a new template.

Template Name - Name of the new template.

Set Call To Action - If this is selected, you will see the Action Title and Action URL, otherwise not.

- **Action Title** - Action to be performed/button to be placed on In-App notification. For example, the Close button has been put on the In-App screen, in the above case.
- **URL Type** - Landing page is an external URL where your user will land upon clicking the notification. Deep links allow you to land the user to a particular part of your app. If you want to use external URLs, then you have to whitelist the IPs or provide http/https before the URL so they can be handled properly by the SDK.
- **External URL/Deeplink URL** - On clicking the Action Title, what action should happen. For example, it should take to the respective screen within your app or it should to some external URL.

Tap Action URL - Put a URL where the user should land on clicking an In-App.

Custom Data - Put a deep link where the user should land on clicking an In-App.

Colors -

- **Header Text** - Color of header text. It should be in Hex Code like #RRGGBB.
- **Description Text** - Color of description text. It should be in Hex Code like #RRGGBB.
- **Background** - Color of background. It should be in Hex Code like #RRGGBB.
- **Action Title Text** - Color of action title text. It should be in Hex Code like #RRGGBB.

Refer to table below for more details:

S.No.	In-App Type	Header Text	Description Text	Background	Action Title Text
1	Interstitial	NA	NA	Applicable [[for CTA]]	Applicable [[for CTA]]
2	Mini	NA	NA	Applicable [[for CTA]]	Applicable [[for CTA]]
3	Header	NA	Applicable	Applicable	NA
4	Footer	NA	Applicable	Applicable	NA

In-App Description - Description to be shown along with the icon. This is applicable for Header & Footer views only.

View (Interstitial, Mini, Header, Footer) - How you want to see your In-App i.e. whether on full screen or in the header or in the footer or between the screen.

- **Interstitial (Full Screen)** - Uploaded image to be shown as Full Screen. It is shown with one CTA button and one 'X' button at the right top to dismiss the In-App.
- **Mini** - Uploaded image to be shown in the center of the Screen. It is shown with one CTA button and 1 'X' button to dismiss the In-App.
- **Header** - Uploaded image is shown as an icon. It is shown with one 'X' button at the right top to dismiss the In-App. In-App itself works as a CTA. On clicking, it performs the action.
- **Footer** - Uploaded image is shown as an icon. It is shown with one 'X' button at the right top to dismiss the In-App. In-App itself works as a CTA. On clicking, it performs the action.

Example: Push Campaign

Push notifications provide the capability to communicate brief, yet important alerts to your mobile app users. appICE's rich segmentation and powerful infrastructure let you send time-sensitive, relevant, and personalized push messages on a large scale.

The *Push Notification* module on the appICE dashboard under *Campaigns* makes it easy to set up push campaigns for all your users or specific user segments. These segments can be created on the basis of past or live user behavior, user properties, or a combination of user behavior and properties.

Once a campaign has been sent, you can view detailed reports on how many messages were sent, how many users clicked on them, and how many users converted as a result.

- Engage segments such as sleeping users, update new offer etc
- Select pre-built template stored in system or make a new one
- Select language and variant
- Add up to 3 CTA buttons - For example: Apply Now, Cancel & Remind me later
- Add expanded text, image options
- Add redirection URL (if required) - *This is not applicable due to security reasons.*
- Check IOS/ Android rendering

NOTE: 2 CTA buttons are already supported. 1 more CTA button is in the release pipeline and will be available in the future release. This requires SDK change.

The screenshot displays the 'Create Message' step in the Appice interface. The main form is titled 'Push campaign' and includes the following sections:

- Template name:** A dropdown menu showing 'Meem Expanded Push'.
- Header:** A text input field containing 'Put up legs in the lounge!'.
- Description:** A text input field containing 'Unlimited access to lounge when you go on your next international trip →'.
- Expanded text:** A toggle switch set to 'No'.
- Expanded image:** A toggle switch set to 'Yes'.
- Buttons:** A toggle switch set to 'No'.
- Advance settings:** A section containing:
 - URL:** A text input field with 'https://www.google.co.in'.
 - URL type:** A dropdown menu with 'Landing page' selected and a 'Deep link' button.
 - Special Attributes:** A section with three toggle switches: 'Sound' (Yes), 'Vibrate' (No), and 'Increment badge' (Yes).

A language dropdown menu is open, showing options: Hindi, English, Arabic (selected), and Indonesian. At the bottom right, there are 'Update' and 'Close' buttons. On the right side, a preview of the push notification on a smartphone is shown, displaying the header, description, and a button.

Select Existing Template - You can type and search for an existing template from the dropdown or you can create a new template.

Template Name - Name of the new template.

Header - Title of the push notification.

Description - Description of the push notification.

Expanded Image -

Yes - The expanded image should be shown, in addition to the icon, headline & description in Push received on the device.

No - Expanded images should not be shown.

Expanded Text -

Yes - Expanded text should be shown, in addition to icon, headline & description in Push received on the device. Description to be put in the **Expanded text description** textbox.

No - Expanded images should not be shown.

NOTE: Push is received with headline & description on the device. On scrolling the 'arrow' icon, it should show an Expanded image or Expanded text.

Buttons -

Yes - There should be an option to assign button name & URL to it.

No - There should be no option to put a CTA button.

Maximum 2 buttons can be shown.

Buttons Yes No

Button 1

C1 Remind Me Later ▼

Url

Button 2 ×

Button name ▼

Url

Advanced Settings -

Advance settings ▼

URL External URL/Deeplink URL

URL type Landing page Deep link

Custom data Yes No

Special Attributes Yes No Sound Yes No Vibrate Yes No Increment badge Yes No

URL - Landing page is an external URL where your user will land upon clicking the notification. Deep links allow you to land the user to a particular part of your app. If you want to use external URLs, then you have to whitelist the IPs or provide http/https before the URL so they can be handled properly by the SDK.

URL type -

Landing Page - If selected, on clicking the notification, it should take to external URL, which is put in the option below.

Deep Link - If selected, on clicking the notification, it should redirect to a specific product screen within the app.

Custom Data -

Yes - This is valid only with the Deeplink option. It does not affect even if it is put with a Landing Page URL. On clicking notification, it should take you to a specific target screen.

No - No custom data to be put.

Key Type Value ⊕

- Boolean
- String
- Number
- Object
- Image

NOTE: This is applicable for the AppInbox feature.

Special Attributes -

Sound - Notification to be received with sound.

Vibrate - Notification to be received with vibration.

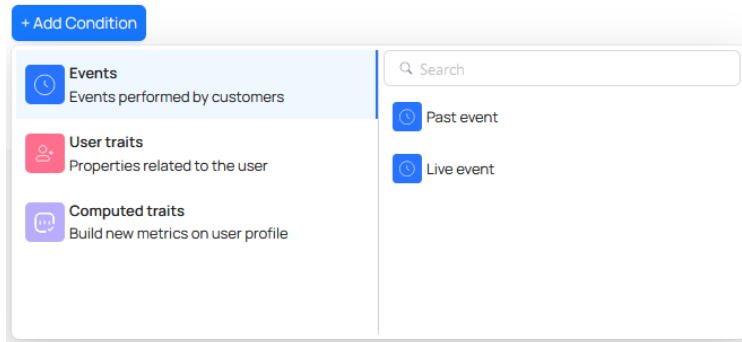
Increment Badge - Show badge count on App icon. Applicable for iOS only.

- 11.4 Select Segment

- Use existing segments or go back and create a new one.
- Target Audience Segment can be divided into 4 parts:

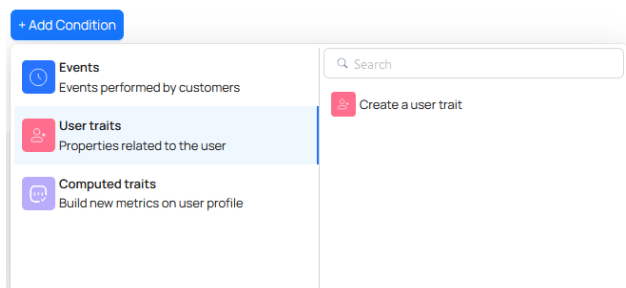
1. Events

can be created on the basis of Past or Live events performed by the users within the App.



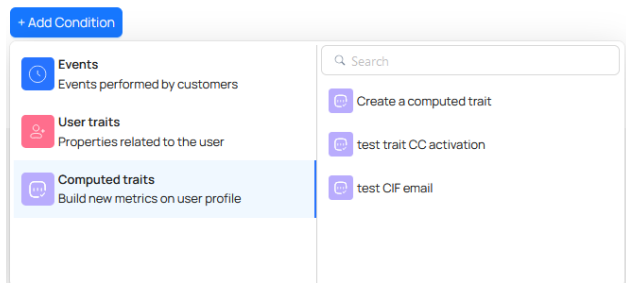
2. User Traits

can be created on the basis of User properties like Device, Profile etc. There is an option to upload a segment of users as well to create a segmented campaign, where customers' device IDs / Customer IDs can be uploaded to send messages.



3. Computed Traits

can be created on the basis of computation done on transactional data of the users.



These criteria can be used together (by clicking on Add Condition) to create an audience segment. For example:

Users WHO have done Past event (VisitLoan)

+

Users WHO have Device (Android)

+

Users WHO have Average balance greater than 50,000

Audience / Create

Create segment

Discard Save segment

Segment name Segment description

Segment Size 0

Query Traits

+ Add Condition

- Events
Events performed by customers
- User traits
Properties related to the user
- Computed traits
Build new metrics on user profile
 - Create a computed trait
 - test trait CC activation
 - test CIF email

Appice

Home Dashboard Users

Customer 360 Audience Segments Traits

Acquisition

App Acquisition

- Analytics
- Engagement
- Churn
- Data Management

Settings

Audience / Create / All traits / Create trait

Create trait

Discard Save trait

Trait name

Query Traits

Perform a computation on events or a column. This computation acts as a new column and can be used to build a segment of users

Select table Customer

Identity column CIF

All

+ Compute

Where

+ where

+ Add Condition

Run computation over last value days

Calculation summary

Count of customer where

Expected time to compute 12 hrs

On saving the audience segment, it takes to this screen and it shows the newly created audience segment as selected.

There is an option to upload audience segments as well in a specific csv format. This can be uploaded with device IDs, Customer IDs, Phone numbers.

- 11.5 Scheduling

With date, time, frequency settings, batch send, day parting, delivery type etc.

The screenshot displays the 'Launch Campaign' interface in the Appice dashboard. The left sidebar contains navigation links: Home, Dashboard, Setup Apps, Users, Acquisition, Analytics, Engagement, Churn, Settings, and Documentation. The main content area is titled 'Launch Campaign' and includes the following sections:

- Select Engagement Tool**: Campaign Name (text input), Conversion (Yes/No buttons), Delivery Type (dropdown menu), Category (dropdown menu), Date Range (Start date/End date with calendar icons), App Inbox Expiry (Select date with calendar icon), and Display (Now/Delay buttons with a Seconds dropdown).
- Frequency Capping**: Show this notification (1 times to users, after an interval of 0 seconds), Exclude this campaign from all limits (Yes/No buttons), Interval between messages (text input/Seconds dropdown), Number of times a campaign is shown in a session (text input), Number of times a campaign is shown in a day (text input), and Number of times a campaign is shown across the lifetime of the app (text input).
- Staggered Send**: Maximum Batch Per Time Window % (text input), Time Window (text input), and Select unit (dropdown menu).
- Optimization**: Send time optimization (checkbox), Push Amplification (checkbox), Best device (button), and Send to all devices (button).
- Day Part**: All Week (button), Specific days (checkboxes for S, M, T, W, T, F, S), All Day (button), Time Range (text input), and Selected Time: 8:00 am - 8:00 pm (slider).
- Scheduler**: When do you want to schedule this campaign? (text input), Frequency Type (dropdown menu), and Save Campaign (button).

There are various settings on this screen:

Campaign Name - Name of the campaign

Delivery Type - There are various options to receive push notifications on device:

- **All** - Receive push notifications in notification tray as well as in App Inbox.
- **DirectPush** - Receive push notifications in notification tray only.
- **InboxOnly** - Receive push notifications in App Inbox only by clicking on the bell icon within the application.

Category - There are various categories:

- Engagement
- Uninstall
- Geofence
- Transactional

Date Range - You can choose the Start Date & Stop Date of this campaign.

App Inbox Expiry - Put date to remove notification from App Inbox

Display - You can send notification immediately (Now) or after some time (Delay).

Conversion - You can add conversion event to campaigns to determine the success rate.

Live Event - You can send campaigns as soon as any event is performed by the user.

Frequency Capping - You can limit the number of times the campaign can be sent to individual users.

NOTE: There is a way to set frequency globally for all the campaigns through App setting - Global Frequency Capping.

Global Frequency Capping

Common Setting – Development

☐ Total push notifications send up to

Total People

In Total Days

☐ Refresh the Frequency Capping Daily at 00:00 GMT

Minimum delay between two notification :

Hours

Save

For example:

In case of campaign with a segment → WHO + WHAT

S.No.	Individual Frequency Capping	Global Frequency Capping	Priority	Output
1	No change	No change	Individual Frequency Capping	Campaign should receive as when audience criteria is met
2	No change	Changed (to 100, say)	Global Frequency Capping	Applicable to all the campaigns. Campaigns should be received max 100 times per user as when audience criteria is met
3	Changed (to 100, say)	No change	Individual Frequency Capping	Applicable to this campaign only. Campaign should be received max 100 times per user as when audience criteria is met
4	Changed (to 100, say)	Changed (to 120, say)	Global Frequency Capping	Applicable to all the campaigns. Campaign should be received max 120 times per user as when audience criteria is met

Staggered Send - You can send campaigns to users in batches instead of sending to all the users at one time.

Staggered Send

Maximum Batch Per Time Window % Time Window Select unit

Optimization - You can optimize the campaign to be sent to the best users at the right time.

Optimization

Send time optimization ☐ Push Amplification ☐

[Best device](#) [Send to all devices](#)

Day Part - You can send campaigns at specific times/day.

- **All Week** - By default this value is selected which means the campaign should run on all the days of the week.
- **Specific Days** - You can choose any specific day/days to run this campaign.
- **All Day** - By default this value is selected which means the campaign can be run anytime during the day.
- **Time Range** - You can choose any time range to run your campaign.

Day Part

[All Week](#) [Specific days](#) ☒ S ☒ M ☒ T ☒ W ☒ T ☒ F ☒ S

[All Day](#) [Time Range](#)

Selected Time: 8:00 am - 8:00 pm

Scheduler - You can schedule the campaigns with frequency type - Recurring, Multiple Dates.

Scheduler

When do you want to schedule this campaign?

Frequency Type

[None](#)
[Recurring](#)
[On multiple dates](#)

[Save Campaign](#)

Scheduler

When do you want to schedule this campaign?

Frequency Type

Mode

[Daily](#)
[Weekly](#)
[Monthly](#)
[Continuous](#)

[Save Campaign](#)

Scheduler

When do you want to schedule this campaign?

Frequency Type

Pick dates

[+ Add another date](#)

After putting the required settings, you can then click on Save Campaign to save the campaign.

On saving the campaign, it takes to the initial screen, which shows a list of all the campaigns, and you can see this campaign in the Draft **Campaigns** list.

Move campaign from Draft to Live:

- All new campaigns are by default sent to <draft> stage
- Maker, checker governance allows process adherence while making campaigns live
- Additional controls for campaign management
 - o Set Active
 - o Edit
 - o Copy
 - o Delete
 - o View performance details

The screenshot shows the Appice dashboard with a sidebar on the left containing navigation links: Home, Dashboard, Setup Apps, Users, Acquisition, Analytics, Engagement, Campaigns (highlighted), Reports, Funnel Reports, Template, UTM Builder, Data Transformation, and Settings. The main content area is titled 'All campaigns' and has tabs for 'Active', 'Draft' (selected), and 'Past'. A search bar and filters are at the top. Below is a table of campaigns:

Campaign details	Type	Audience	Reachable	Start date	End date	Action
Headerv12 Inapp1 ID: 66c5761fa6c1c19d38629776	IN-APP	SAMSUNG F42 inapp	0	21-08-2024 08:00 AM	22-08-2024 08:00 PM	[Check] [Edit] [Copy] [Delete] [View]
V12 Attributes Inapp ID: 66c599e7bd5d69c9e619fe8a	IN-APP	who what v12	1	21-08-2024 08:00 AM	22-08-2024 08:00 PM	[Check] [Edit] [Copy] [Delete] [View]
SAMSUNG F42 Inapp True ID: 66c43cc6cb2f88280d7bb016	IN-APP	SAMSUNG F42 v12 true	842	20-08-2024 08:00 AM	21-08-2024 08:00 PM	[Check] [Edit] [Copy] [Delete] [View]
SAMSUNG F42 True Inapp ID: 66c43eedcb2f88280d7bb019	IN-APP	SAMSUNG F42 v12 true	842	20-08-2024 08:00 AM	21-08-2024 08:00 PM	[Check] [Edit] [Copy] [Delete] [View]
SAMSUNG F42 True Inapp1 ID: 66c440bccb2f88280d7bb01a	IN-APP	SAMSUNG F42 v12 true	842	20-08-2024 08:00 AM	21-08-2024 08:00 PM	[Check] [Edit] [Copy] [Delete] [View]
MOTOROLA Edge 30 Inapp False ID: 66c4458bcb2f88280d7bb025	IN-APP	MOTOROLA Edge 30 v13 inapp	276	20-08-2024 08:00 AM	21-08-2024 08:00 PM	[Check] [Edit] [Copy] [Delete] [View]
MOTOROLA Edge 30 Inapp False1 ID: 66c4471fcb2f88280d7bb026	IN-APP	MOTOROLA Edge 30 v13 inapp	138	20-08-2024 08:00 AM	21-08-2024 08:00 PM	[Check] [Edit] [Copy] [Delete] [View]
MOTOROLA Edge 30 False Test ID: 66c44b75cb2f88280d7bb027	IN-APP	MOTOROLA Edge 30 v13 inapp	138	20-08-2024 08:00 AM	21-08-2024 08:00 PM	[Check] [Edit] [Copy] [Delete] [View]
MOTOROLA Edge 30 False2 ID: 66c44de6cb2f88280d7bb028	IN-APP	MOTOROLA Edge 30 v13 inapp	138	20-08-2024 08:00 AM	21-08-2024 08:00 PM	[Check] [Edit] [Copy] [Delete] [View]
SAMSUNG F42 Inapp ID: 66c451b8cb2f88280d7bb02c	IN-APP	SAMSUNG F42 inapp	1	20-08-2024 08:00 AM	21-08-2024 08:00 PM	[Check] [Edit] [Copy] [Delete] [View]

Showing 1 to 10 of 239 entries

Campaign Details - Name of the campaign.

Type - Shows type of campaign i.e. PUSH, INAPP etc.

Audience - Name of the audience segment created/selected.

Reachable - Total possible base of the segment created.

Delivered - Total number of successful sends of the campaign.

Clicked - Total number of clicks on the campaign.

CTR - Click through rate. This is calculated as Clicked ÷ Sent.

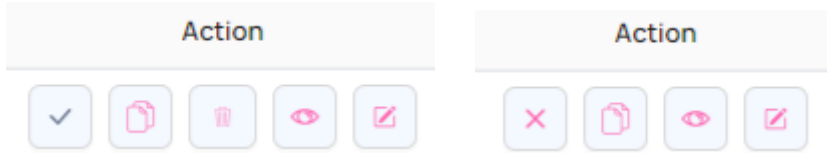
Conversion - This is calculated as per the criteria put for Conversion i.e. if the selected

event has happened within the selected period, it will be counted as a conversion. *This is not applicable as of now.*

Start Date - Start date of the campaign

End Date - End date of the campaign

Action - This can be delete, edit, copy, active and preview.



Edit - You can edit campaign settings.

All campaigns

Active Draft Past

Period Start date → End date

Search All 10

+ Campaign

Campaign details	Type	Audience	Reachable	Start date	End date	Action
☐ Whoin3again ID: 66a0bf7b0472881a5485f484	IN-APP	whowhatnoastri	0	24/07/2024	25/07/2024	☒ <input type="document"/> <input type="trash"/> <input type="eye"/> <input type="pencil"/>
☐ Sagib Test ID: 66a0fcac168c5e499facb18a	IN-APP	whowhatnoastri	2	24/07/2024	26/07/2024	☒ <input type="document"/> <input type="trash"/> <input type="eye"/> <input type="pencil"/>
☐ Arthe Real 23 July FS1 ID: 669fb3780472881a5485ec4f	IN-APP	arthe real	0	23/07/2024	24/07/2024	☒ <input type="document"/> <input type="trash"/> <input type="eye"/> <input type="pencil"/>
☐ Killed38 ID: 669fb93c0472881a5485ed36	IN-APP	TabishF14	1	23/07/2024	24/07/2024	☒ <input type="document"/> <input type="trash"/> <input type="eye"/> <input type="pencil"/>

Active - You can make it active to run the campaign.

All campaigns

Active Draft Past

Period Start date → End date

Search All 10

+ Campaign

Campaign details	Type	Audience	Reachable	Start date	End date	Action
☐ Whoin3again ID: 66a0bf7b0472881a5485f484	IN-APP	whowhatnoastri	0	24/07/2024	25/07/2024	☒ <input type="document"/> <input type="trash"/> <input type="eye"/> <input type="pencil"/>
☐ Sagib Test ID: 66a0fcac168c5e499facb18a	IN-APP	whowhatnoastri	2	24/07/2024	26/07/2024	☒ <input type="document"/> <input type="trash"/> <input type="eye"/> <input type="pencil"/>
☐ Arthe Real 23 July FS1 ID: 669fb3780472881a5485ec4f	IN-APP	arthe real	0	23/07/2024	24/07/2024	☒ <input type="document"/> <input type="trash"/> <input type="eye"/> <input type="pencil"/>
☐ Killed38 ID: 669fb93c0472881a5485ed36	IN-APP	TabishF14	1	23/07/2024	24/07/2024	☒ <input type="document"/> <input type="trash"/> <input type="eye"/> <input type="pencil"/>

Copy - You can make a copy of the existing campaign instead of creating a new campaign every time.

All campaigns

Active Draft Past

Period Start date → End date

Search All 10

+ Campaign

Campaign details	Type	Audience	Reachable	Start date	End date	Action
☐ Whoin3again ID: 66a0bf7b0472881a5485f484	IN-APP	whowhatnoastri	0	24/07/2024	25/07/2024	☒ <input type="document"/> <input type="trash"/> <input type="eye"/> <input type="pencil"/>
☐ Sagib Test ID: 66a0fcac168c5e499facb18a	IN-APP	whowhatnoastri	2	24/07/2024	26/07/2024	☒ <input type="document"/> <input type="trash"/> <input type="eye"/> <input type="pencil"/>
☐ Arthe Real 23 July FS1 ID: 669fb3780472881a5485ec4f	IN-APP	arthe real	0	23/07/2024	24/07/2024	☒ <input type="document"/> <input type="trash"/> <input type="eye"/> <input type="pencil"/>
☐ Killed38 ID: 669fb93c0472881a5485ed36	IN-APP	TabishF14	1	23/07/2024	24/07/2024	☒ <input type="document"/> <input type="trash"/> <input type="eye"/> <input type="pencil"/>

Preview - You can preview the campaign and its settings.

All campaigns

Active Draft Past

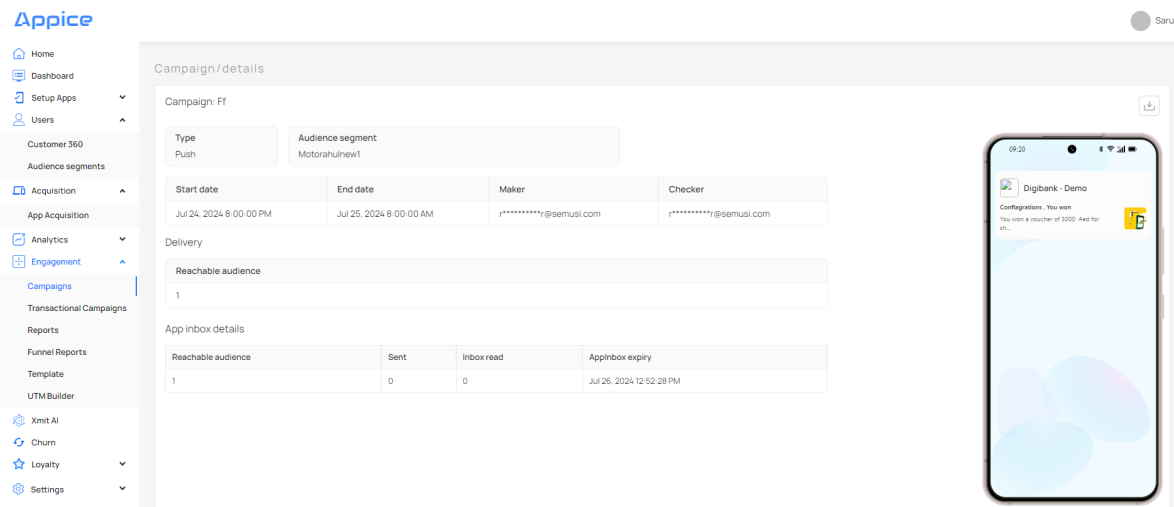
Period Start date → End date

Search All 10

+ Campaign

Campaign details	Type	Audience	Reachable	Start date	End date	Action
☐ Whoin3again ID: 66a0bf7b0472881a5485f484	IN-APP	whowhatnoastri	0	24/07/2024	25/07/2024	☒ <input type="document"/> <input type="trash"/> <input checked="" type="eye"/> <input type="pencil"/>
☐ Sagib Test ID: 66a0fcac168c5e499facb18a	IN-APP	whowhatnoastri	2	24/07/2024	26/07/2024	☒ <input type="document"/> <input type="trash"/> <input type="eye"/> <input type="pencil"/>
☐ Arthe Real 23 July FS1 ID: 669fb3780472881a5485ec4f	IN-APP	arthe real	0	23/07/2024	24/07/2024	☒ <input type="document"/> <input type="trash"/> <input type="eye"/> <input type="pencil"/>
☐ Killed38 ID: 669fb93c0472881a5485ed36	IN-APP	TabishF14	1	23/07/2024	24/07/2024	☒ <input type="document"/> <input type="trash"/> <input type="eye"/> <input type="pencil"/>

On clicking, it takes you to the next screen.



Once you mark this campaign as 'Active', it will send a push notification to your selected audience segment.

- 11.6 View Campaign Reports & Analytics: Basis Channel

Campaign Analytics		
Push, InApp	Email	SMS
Reachable Audience	Sent	Sent
Sent		
Clicked		
CTR%		

NOTE: It is not possible to track Open/Delivered/Bounced for Email/SMS as gateway does not send the same as a callback. Also, it is not possible to track Click/Click Rate as there is no click URL in Email/SMS due to security reasons.

All reports have additional information on:

- Campaign Type
- Segment sent to
- Maker email (Marketer role in our case)
- Checker email (Manager role in our case)
- Start date, End date
- AppInbox details

Push Campaign Report:

Appice Jugnoo

Home Dashboard Setup Apps Users Acquisition Analytics Engagement

Campaigns Transactional Campaigns Reports Funnel Reports Template UTM Builder Churn Data Transformation Settings Documentation

Campaign/details

Campaign: Ubi platinum card

Type: Push Audience segment: Huawei

Start date	End date	Maker	Checker
August-23-2024 08:00 AM	August-27-2024 08:00 PM	a****h@appice.io	

Delivery

Reachable audience	Sent	Clicked	CTR
0	0	0	0

App inbox details

Reachable audience	Sent	Inbox read	Appinbox expiry
0	0	0	Aug 24, 2024 7:17:21 PM

09:20 Digibank - Demo
Amazing offer! Platinum Card
Invest and Save with our New Platinum...

Android iOS

Email Report:

Appice Jugnoo

Home Dashboard Setup Apps Users Acquisition Analytics Engagement

Campaigns Transactional Campaigns Reports Funnel Reports Template UTM Builder Churn Data Transformation Settings Documentation

Campaign/details

Campaign: Meem credit card email

Type: Email Audience segment: Phitest

Start date	End date	Maker	Checker
July-29-2024 12:00 AM	July-31-2024 12:00 AM	a****h@appice.io	

SENT	DELIVERY RATE	OPEN RATE	CLICK RATE
10K	99.9% 10K Delivered	25.5% 26K Opened	69.9% 45K Clicked

BOUNCE RATE	UNSUBSCRIBE RATE
0.1% 1500 Bounced	0.1% 2000 Unsubscribed

Meem Credit Card
Cashback points on Meem Mersouli cards

meem
من بنك الخليج الدولي
By Gulf International Bank

ابدأ بـ 1,000 ريال سعودي واستثمر
مع ودعة المراهبة من ميم

1000

meem KSA
مصرفية جيم العربية من بنك الخليج الدولي
تحت إشراف وبنوك بنك الكويت الدولي

25

Campaign reports can be downloaded by selecting Period and then clicking on download icon.

- 12. App-Inbox behaviour

Push campaigns made by Marketing/Internal systems are also seen inside App Inbox. Each Notification in App-Inbox has 3 sections:

- o Header Text
- o Image
- o Description Text
- o CTA buttons (3)

NOTE: 2 CTA buttons are already supported in Push but not in AppInbox yet. 1 more CTA button is in the release pipeline and will be available in the future release of Push. This requires SDK change and will be available in future release of AppInbox.

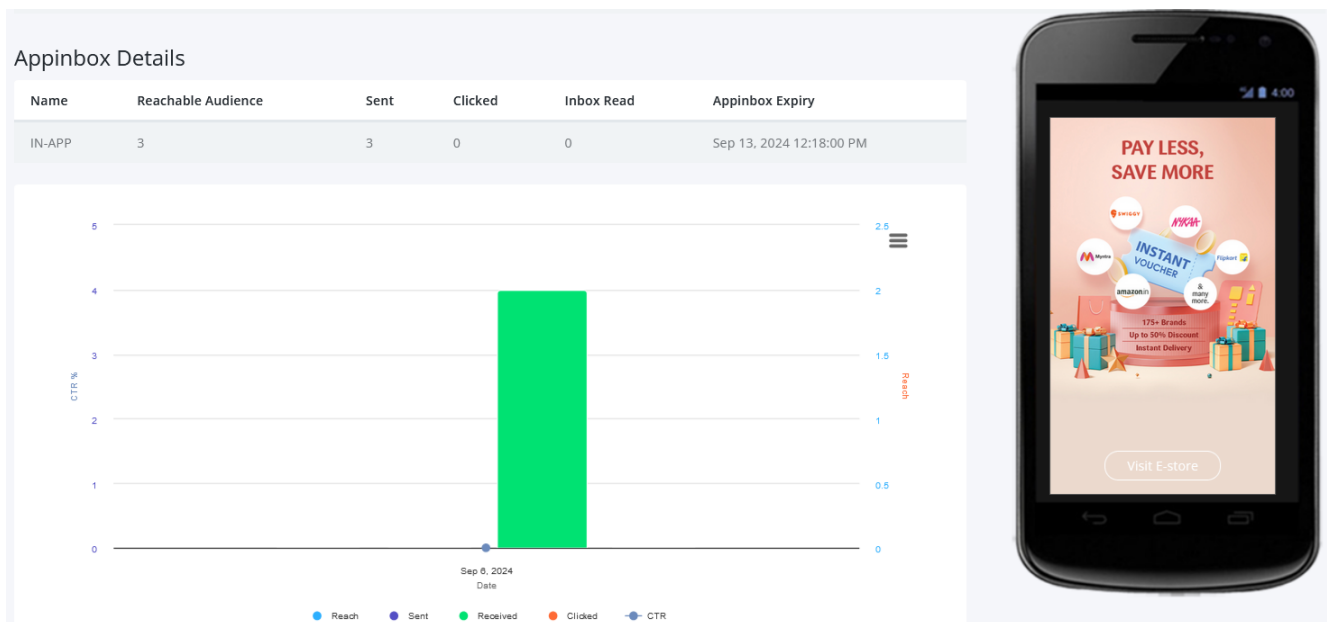
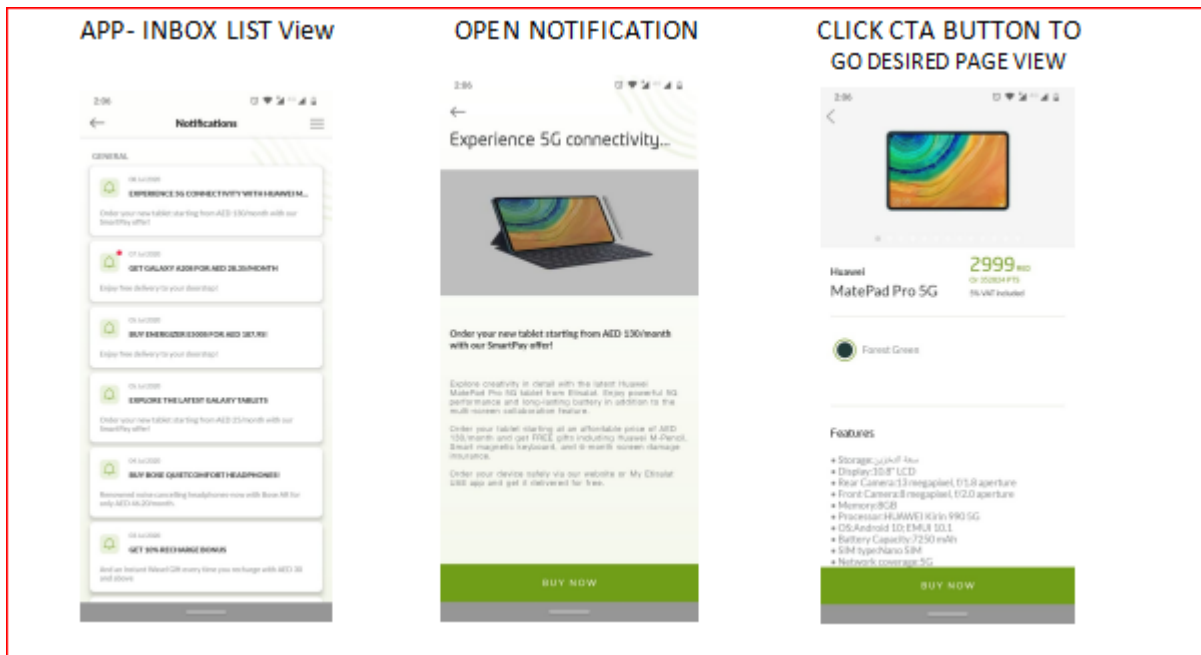
You can set App Inbox Expiry from the App Inbox Expiry field under the Launch Campaign tab.

App Inbox Expiry

If not set, it takes the campaign end date as App Inbox expiry date.

To go to App-Inbox:

1. Customer clicks on the 'Bell' icon on the homepage of the App.
2. Campaigns are shown in List-View inside App Inbox.
3. Campaigns remain in App-Inbox as per the 'retirement' days defined while creation.



- 13. APIs

This section covers the AppICE SDK Server API endpoints used by the various SDKs to communicate with the AppICE backend server. These APIs cover the following scenarios:

- (1) Initialization for a new device
- (2) Capturing events for behaviour analytics
- (3) Updating metadata and data about the device and user
- (4) Retrieving metadata and data about the device and user

Schemes	HTTPS	Authorize
Install	Install API endpoints	▼
POST	/i/v1/initialize	Add new user or mark repeat install to backend service
PutAppAndUserData	Update user's App and Device data	▼
POST	/i/v1/putAppAndUserData	Post device details to backend services
GetAppAndUserData	Gather users data from backend services	▼
POST	/o/appusers/getAppAndUserData	Gather device details from backend services
Events	Events API endpoints	▼
POST	/i/v1/events	System and custom events marked on backend services

- 14. Use Cases

GIB has shared a list of Use Cases which are to be configured and tested in SIT.

The required information for configuring Use cases are mentioned in the Compliance Feedback excel.

Details like:

1. *Notification Content for each use cases*
2. *Notification Target customers.*
3. *Which data/Fields will be used while configuring campaign*
4. *Events/Transactional data to be used*

Refer to section 22.1 of Appendix to get detailed information on configured use cases.

- 15. Segmentation & Traits

Both transactional and behavioural data is used to generate segments for targeting:

CDP: Segmentation

Behavioral Events

- Events from meem Journeys
- User properties from SDK

User Traits

- Device parameters
- App usage details
- Location & GeoFence
- Custom variables

Computed Traits

Sum	Sum of all loans under a CIF
Average	Average of account balance
Min	Minium value of <field>
Max	Maximum value of <field>

Upload Segment

- List of customers

- 15.1 Segmentation

AppICE is built on the premise that the user journey is a combination of who they are, what they are doing, and when and where.

WHO: User Properties such as First Seen, Last Seen, Session Length, Android or IOS users etc.

WHAT: User behaviour on the app with all the events listed above.

WHERE: User location or based on Geo parameters

WHEN: Basis Time of usage

Using these parameters, an audience segment is created. Each audience segment has a 'reach' which is defined by the number of users who fulfil the 'segment' criteria. When the campaign segment is activated, various controls for sending the campaign are available such as

1. Frequency: Number of times the campaign is shown in x time limit
2. Date Range
3. Send Now or Delay
4. Days of Week
5. The time Range for sending the campaign

Micro segments allow brands to run hundreds of experiments on what strategies are most likely to convert customers.

SEGMENTS: Can be a combination of

- Events Data: From DBP & DLP, ingested via Appice SDK
- User Traits: User parameter ingested via Appice SDK e.g Device, first seen, location etc
- Computed Traits: Transactional data ingested via SFTP

The screenshot shows the 'Audience / Create' interface in Appice. The 'Create segment' section has fields for 'Segment name' and 'Segment description', and a 'Segment Size' indicator showing 0. Below this are tabs for 'Query', 'Trait', and 'Models'. The 'Query' tab is active, showing a logical query builder. The query is constructed using 'And' conditions. The first condition is 'User trait' set to 'Usage', with a 'Where' clause 'Last Seen' 'Greater Than' '3' 'Days ago'. The second condition is 'Has performed' 'Past event' 'From journey' 'Select journey'. Below this, there are two sub-conditions: 'FDOpen' and 'and then did not perform' 'FD_Success', both with '+ attribute' and '+ Time window' options. A '+ Add Condition' button is at the bottom.

- 15.2 Traits

Traits are built using transactional data from C360, by performing functional computation on data fields.

The screenshot shows the 'Trait' creation interface in Appice. The 'Trait name' field is 'High Value User'. Below are tabs for 'Query', 'Trait', and 'Models'. The 'Trait' tab is active, showing a 'Perform a computation on events or a column. This computation acts as a new column and can be used to build a segment of users' section. The 'Select table' is 'Customer' and the 'Identity column' is 'Mobile number'. The computation is defined by two conditions connected by 'AND'. The first condition is 'SUM' of 'Disbursal amount of loan' 'Greater Than' a value. The second condition is 'Avg balance of month' 'Is Between' a range. Below the conditions are options for 'Run computation over last' 'value' 'days' and a 'Calculation summary' field showing 'Count of customer where SUM of l -> Id > AND a -> avm BETWEEN'. An 'Expected time to compute' of 12 hrs is also shown.

- 15.3 Computed Traits

You can use computation on the transactional data to build 'computed traits' and these sets of customers can be included in a 'segment'.

Functions used in calculations: SUM, AVERAGE, MIN, MAX, COUNT

Let's understand the use of this functionality via the following requirements:

i. Those customers who have loans > \$ xx amount

Using compute function: To include all the customers who have loan amounts (from multiple loans or single loan) greater than \$ xx:

- Use compute function <SUM>
- Select col 'Disbursal amount of loan' is <greater than> \$ xx

ii. Those customers whose average account balance is between \$ xx – \$ yy amount

Without compute function: Include all customers who may have multiple accounts, but a single CIF

- Do not use the compute function
- Select col 'Avg balance of month' <is between> \$ xx to \$ yy

Customer 360 Capabilities: Combining all data in the golden record to take engagement actions.

The screenshot displays the 'Create segment' interface in the Appice application. The interface includes a sidebar with navigation options: Home, Dashboard, Setup Apps, Users, Customer 360, Audience segments, Acquisition, Analytics, Engagement, Data Transformation, and Settings. The main area is titled 'Create segment' and features a 'Segment name' field, a 'Segment description' field, and a 'Segment Size' indicator. Below these fields are two tabs: 'Query' and 'Trait'. The 'Query' tab is active, showing a complex query builder with multiple conditions connected by 'And' operators. The conditions are:

- Condition 1:** User trait: Location. Where: Geo-fencing. OnEntry: Riyadh mall. 2. Hours.
- Condition 2:** Has performed: Past event. From journey: Select journey. FDOpen. Select. Select. + Time window. + attribute. and then did not perform: FD_Success. X. + Time window. + attribute.
- Condition 3:** Count of customer where a → ccalm < 5.

 At the bottom of the query builder is a '+ Add Condition' button. The interface also includes 'Discard' and 'Save segment' buttons at the top right.

The following functional dimensions allow segment construction to enable various use cases:

Data Type	Example
Behavioural Events	
Past Events, Live Events	Events & Attribute captured by SDK
Example: Events of a journey e.g FDOpen, FDSuccess	Customer who has started the 'Deposit' journey at least 2 times in the last 7 days And did not complete the 'Deposit' since 1 day of FDOpen
Frequency Functions for Events	At least, At most, exactly
Time Functions for the Event	In the last, in the next, before, since, after x Time unit in Seconds, Minutes, Hours, Days, Weeks, Months
Attribute Functions	Equals, Not equals, contains, In(set operator), Not in(set operator), Starts the string, Ends the string, Does not start the string, does not end the string
Did Perform, Did not Perform Function	
User Traits	
User Profile	Language, User ID etc
Device	
Usage	First seen, Last seen, Session count, Total session, Notification permission

Location	City, District, State
Location - Geo Fencing	Entry, exit
Custom Segment	ClientID, DeviceID, Email, Mobile
Computed Traits	
Compute Function	Sum, Min, Max, Count, Average
Data Fields	All Transactional / Demographic / Product usage fields in Customer 360

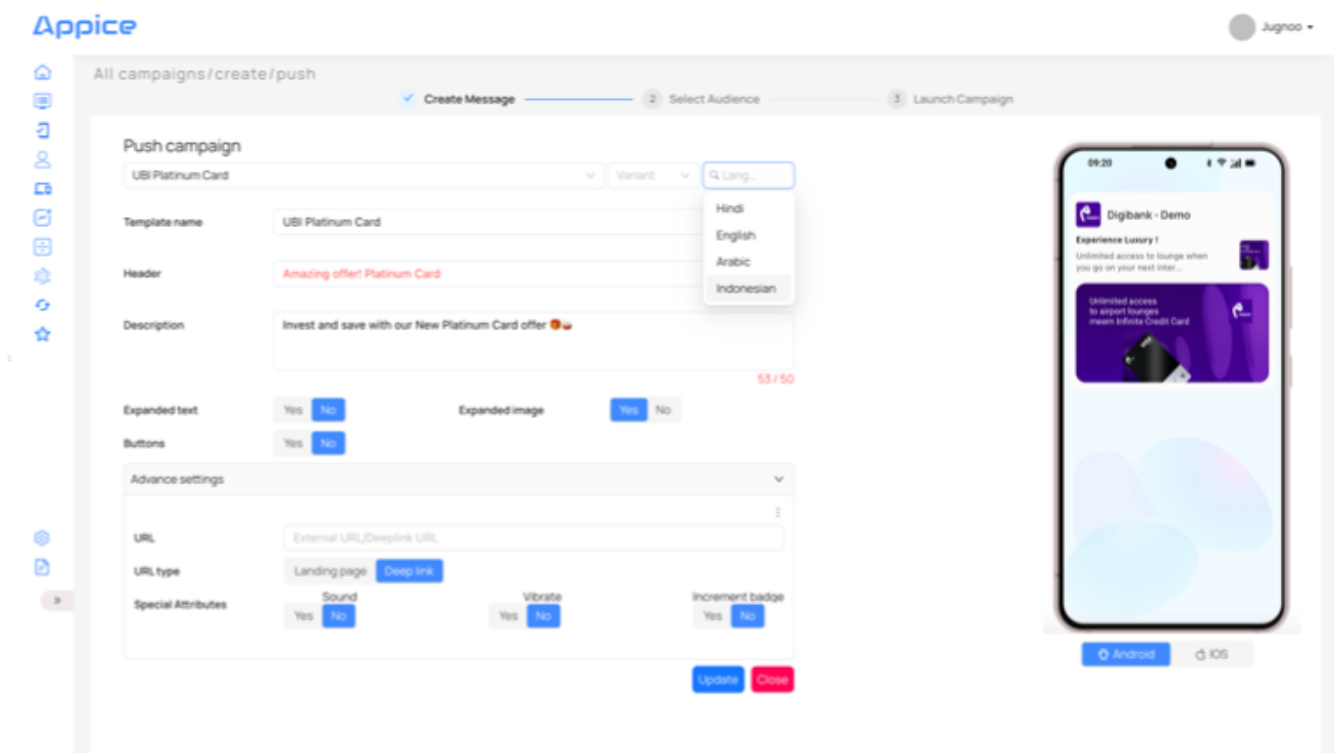
NOTE: For each Use Case, there will be one segment created on the basis of:

- Behavioural data only
- Transactional data only
- Behavioural & transactional data both

For 55 Use Cases, there will be 55+ segments created.

- 15.4 Language Selection

Language can be selected during campaign creation.

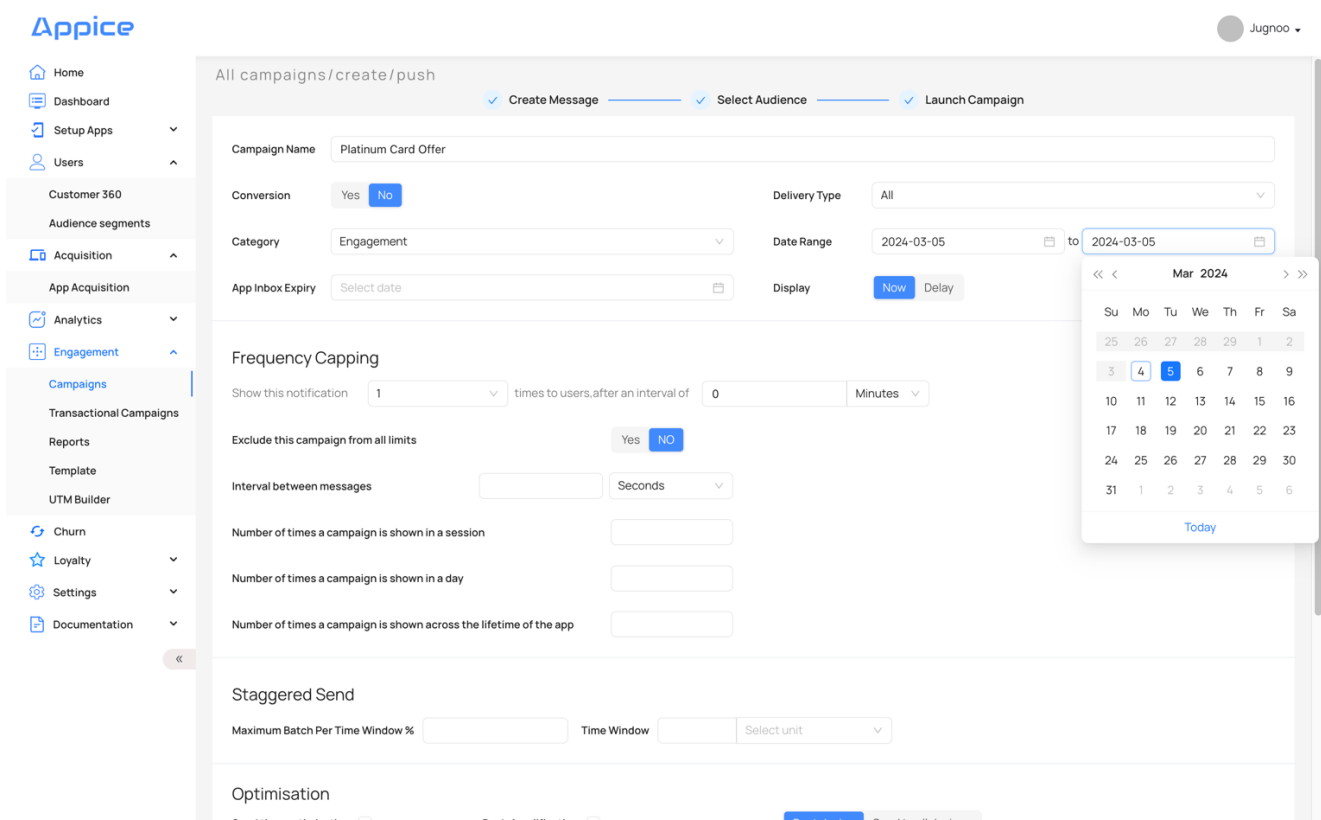
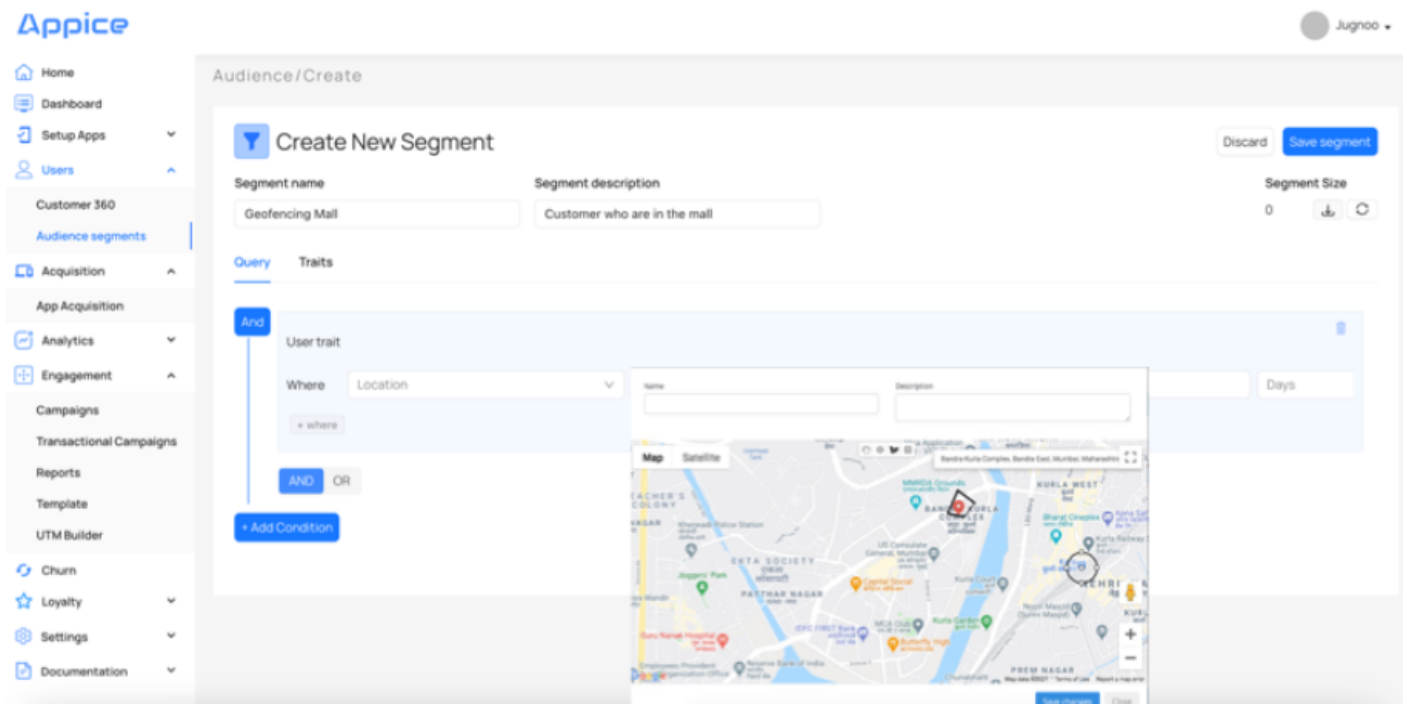


- 15.5 Timezone & Geotagging

Proximity based geo marketing solutions:

- Use Radial/Polygon based geofences that are best suited to real world environments
- Use Dwell Time and Real Time targeting

AppICE SDK captures location coordination (under OS allowed user privacy policies): IP address-based location to send geo-fenced campaigns.



- 15.6 Multivariate Testing

The platform allows operating teams to perform multivariate tests, to figure out which campaign works better. You can build multiple options to target a segment such as – Headlines, Images, Click button colours. The platform then runs these campaigns on a small data-set and basis outcomes, activating the winning campaign

on the target base.

- 15.7 Digital Asset Manager (DAM)

We store all images, icons, campaign details so that variations can quickly create campaigns – either new or for Multivariate tests. A simple UI allows anyone to build a campaign for any segment in a few minutes.

How AppICE manages campaigns components:

DAM Asset	Template ID	Ver No
Image 1: ID82022jw92	TID9202	Ver1.1
Image 2: IDwld93kw02j	TID8292	Ver1.12
Deep Link URL https://gib.app/page	TID1192	Ver2.39
CTA_loanapply	TID1139	Ver2.1

- 16. Behavioral Data Analytics

Please note - following fields are to be shown as masked on portal/csv (if applicable):

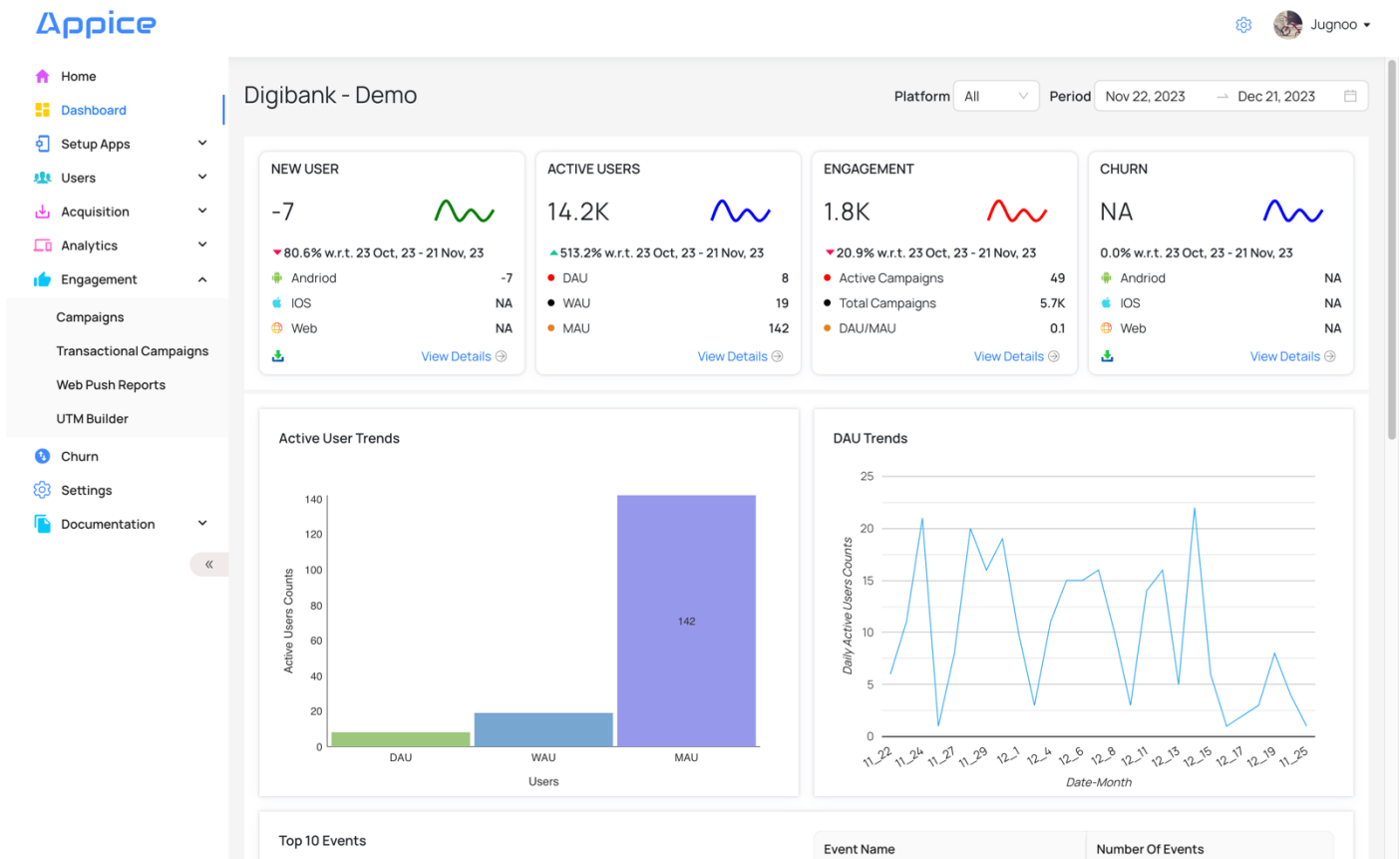
- FirstName
- First Name Arabic
- Nationality
- Email
- Primary Mobile
- Dakhli AVG salary
- Salary Range
- Account Number
- AVAILABLE_BAL
- MonthlyAccountBalance AVG
- Amount AVG

Note that customer data will not be extracted as raw data. Reports show aggregate data.

- 16.1 Aggregate Dashboards

- New users trend – by OS
- Daily active users
- Weekly active users
- Monthly active users
- Active user trends
- DAU trend
- Campaign Engagement count, active campaigns, total campaigns

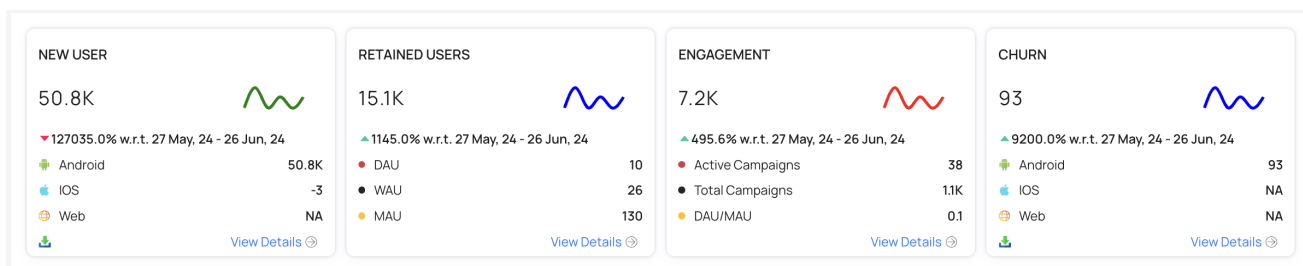
Overview of App & Web Performance Data



i. User Analytics

You can see the count of Users in different categories.

Refer screenshot below.



New Users

Acquisition is the selected period. You can see the count of users who have installed the application. This can be split based on Platform - Android, iOS, Web. Clicking on 'View Details', takes you to a new page to see this section in detail.

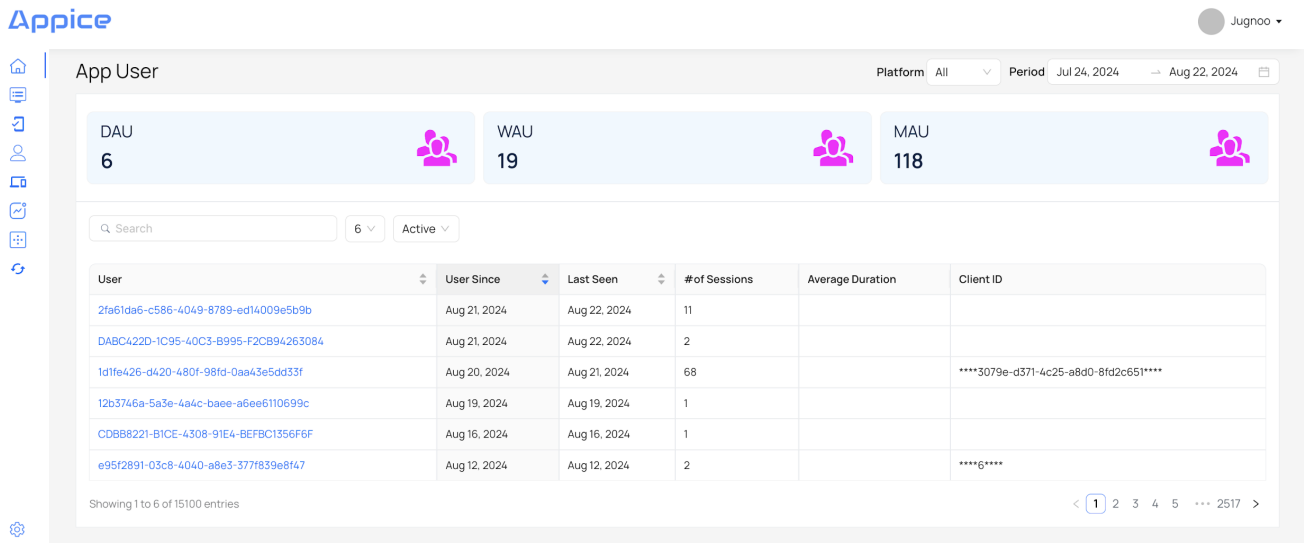
Retained Users

Active users are those users who have not uninstalled the app e.g 15.1K

Metrics under this tab:

- **DAU (Daily Active User):** Avg count of unique users per day who have opened the App or visited the website.
- **WAU (Weekly Active User):** Avg count of unique users per week who have opened the App or visited the website.
- **MAU (Monthly Active User):** Avg count of unique users per month who have opened the App or visited the website.

Clicking on 'View Details', takes you to a new page to see this section in detail.



Engagement

Engagement is the number of sessions that have happened in the given time period. Remember, all of this is done in the context of a time period and platform that you select from the top.

You can see the count of campaigns being sent / to be sent to the users using the application, to engage those users.

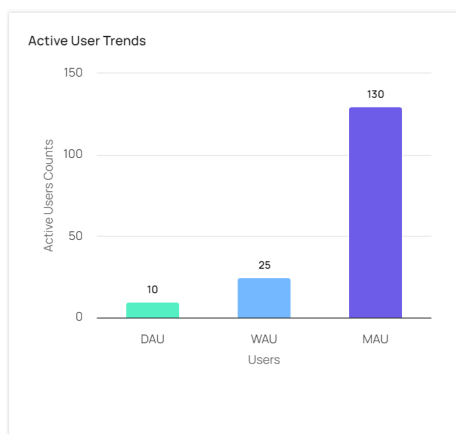
ii. User Trends

You can get an understanding of daily (DAU), weekly (WAU), monthly (MAU) trends of users, using the application, in the form of bar-chart & line-chart.

Active Users Trends

You can see the count of Active Users in the form of Bar-Chart. This shows values of DAU, WAU, MAU for the selected period.

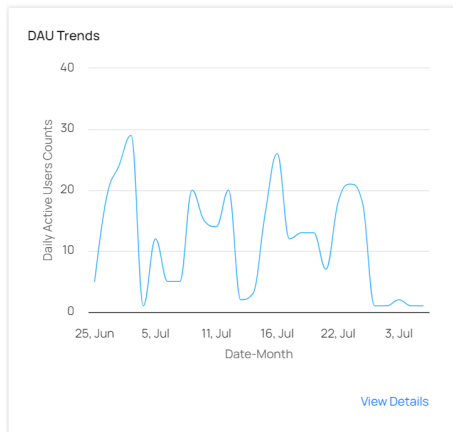
Refer screenshot below.



Daily Active Users Trends

You can see the count of active users on a daily basis. This is shown in the form of a line-chart.

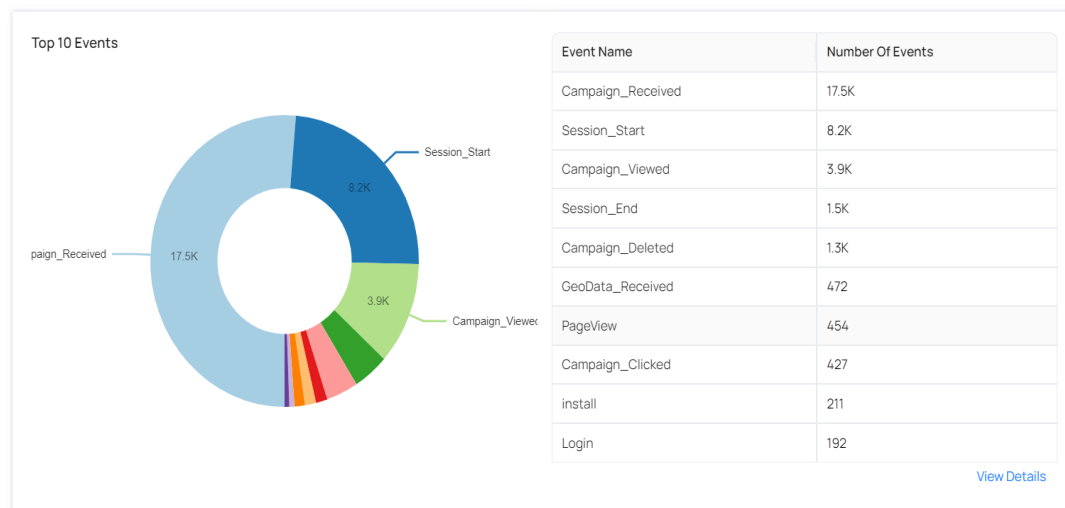
Refer screenshot below.



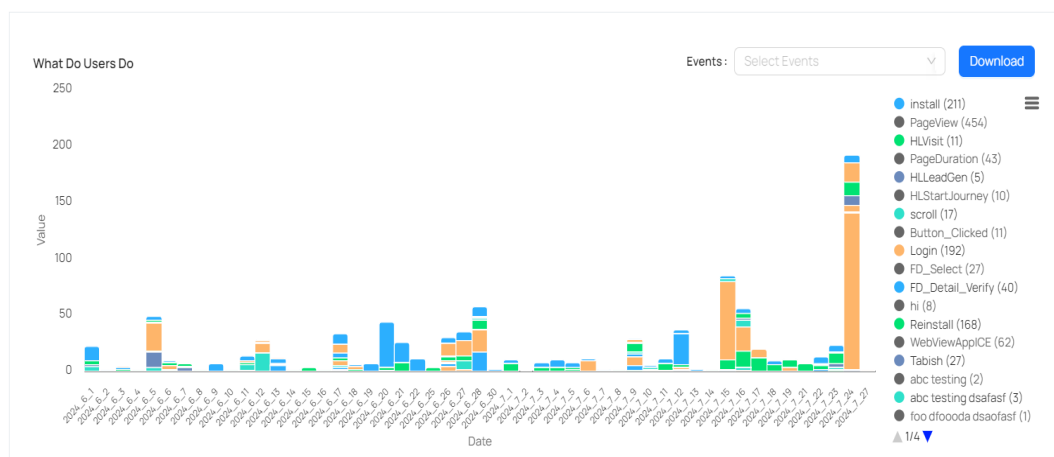
iii. User Events

You can see a list of Top 10 events being performed in the application, along with its count. This section can be shown in the form of Table & Pie-Chart for better visibility.

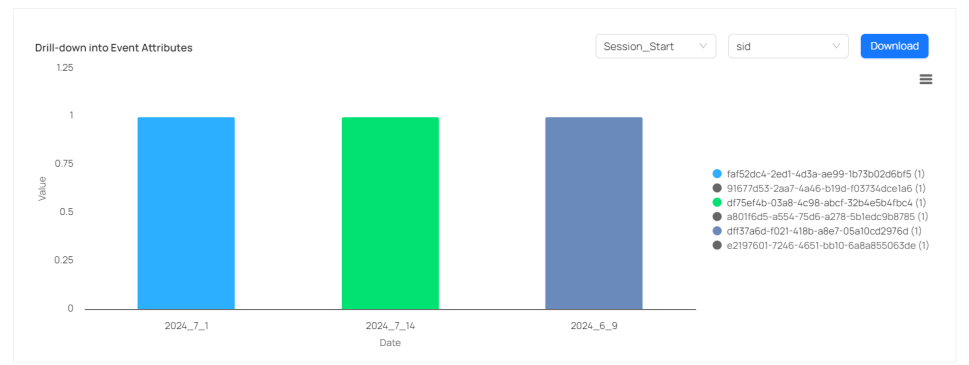
Refer screenshot below.



On clicking View Details, it takes you to a detailed page of Events.



Drill-down into Event Attributes - count of all the attributes or events, along with their attributes, performed by users within your app. You can also download reports in csv format.



iv. Header

You can see 2 options to choose - Platform and Period. *Refer screenshot below.*

Digibank - Demo

Platform All Period Jun 25, 2024 → Jul 24, 2024

Platform

Allows you to see data on the basis of selection made in this dropdown. Values in the dropdown are Android, iOS, Web, All.

Platform All

All

Android

IOS

Web

Period

Allows you to see data on the basis of period (date range) being selected.

Platform All Period Jun 25, 2024 → End date

Today

Last 30 Days

This Month

Yesterday

Last Week

Last Month

Jun 2024							Jul 2024						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
26	27	28	29	30	31	1	30	1	2	3	4	5	6
2	3	4	5	6	7	8	7	8	9	10	11	12	13
9	10	11	12	13	14	15	14	15	16	17	18	19	20
16	17	18	19	20	21	22	21	22	23	24	25	26	27
23	24	25	26	27	28	29	28	29	30	31	1	2	3
30	1	2	3	4	5	6	4	5	6	7	8	9	10

- Reports available in platform:

Sno	REPORTS	STATUS - (SIT)
1	New users trend – by OS	Yes
2	New users trend – by Device	Yes
3	New users trend – by App Version	Yes
4	New users trend – by Country	Yes
5	New users trend – by City	Yes
6	New users trend – by Platform	Yes
7	New users trend – by OS Version	Yes
10	Inactive users trend – by OS	WIP - for SIT
11	Inactive users trend – by Device	WIP - for SIT
12	Inactive users trend – by App Version	WIP - for SIT
13	Inactive users trend – by Country	WIP - for SIT
14	Inactive users trend – by City	WIP - for SIT
15	Inactive users trend – by Platform	WIP - for SIT
16	Inactive users trend – by OS Version	WIP - for SIT
19	Inactive users trend day-wise	WIP - for SIT
20	Inactive users trend time-wise	WIP - for SIT
21	Daily active users by time period	Yes
22	Weekly active users by time period	Yes
23	Monthly active users by time period	Yes
24	Active user trends by time period	Yes
25	DAU trends by time period	Yes
26	Users by session count	Yes
27	Average session length	To be implemented post UAT
28	Users by usage period	To be implemented post UAT
29	Average time spent	To be implemented post UAT
30	System response time	Out of scope
31	Error count	Out of scope
32	Error type	Out of scope
35	Understand Top 10 events on a daily basis	Yes
36	Drill-down into events attributes	Defect - Data Issue
39	Daily Logged in user report	Yes (From Funnels)
40	New Installs – Aggregate level	Same as new users
41	New Installs – OS, device, model	Same as new users
42	New Registrations	Yes (From Funnels)
45	Understand sleeping users	Build segment : Last Seen = Greater than = 30 days
48	Understand how many total conversions happen for a particular journey	Yes
49	Understand where a drop-off happens for a particular journey	Yes
50	Users by source	Will get from MMP integration

51	Users by campaign id	Will get from MMP integration
53	Journeys: Sunburst Chart	
54	Understand what users are doing on my app	Yes
57	Campaign performance across channels (Email, SMS, Push, In-App)	Yes Out of scope: Web Push, Web Popup
58	Count by click rate	Yes
59	Count by open rate	NA : Email callback not being received by Appice
61	Active campaigns	Yes
62	Draft campaigns	Yes
63	Past campaigns	Yes
64	Total campaign	Yes

Other reports include:

Leads generator			
Case	Logic	Action	AppICE Comments
Abandon journeys	Customers who started any apply journey including account opening and didn't reach journey end point	Report to be shown per product per journey (Statistics) Customer data to be provided as raw data (to be uploaded as leads on CRM) (Daily job by GIB)	This can be extracted from the Funnel of event data. NOTE: Data will be uploaded to CRM by GIB.
Engagement report			
UseCase	Logic	Action	AppICE Comments
Mkt channels attribution	Based on marketing activities: Conversions per: 1- Campaign/post 2- Channel 3- Customer segment 4- Customer demographics (Gender- Age - Geolocation)	Real time and historical report [Social Media posts not included]	From MMP: As per MMP Policies
Pre login & Registration	Customers who download the app and registration status	Realtime and historical report to show downloads/registration including avg time from download to registration	This can be extracted from the funnel of event data.
Post login - event tracking	Visits per: 1- product/Service 2- screens of each product/Service and session source: 1- paid media platforms 2- push notifications 3- Email 4- SMS 5- Social media	Real time and historical report	Only 1 is available [From event drill down] Source is a part of events data - OpenTrigger & custom variable [Only Push, Email, SMS can be tracked by App deeplink.] (paid media in not part of source)

	6- organic login 7- exist customer or newly registered customer		
--	--	--	--

Notification performance		
Channel	Logic	AppICE Comments
Push	Delivery status, customer react (clicked - ignored) , Customer react date	Appice tracks: Sent, Clicked, CTR. Ignored = Not Possible
SMS	Delivery attempt no. and delivery status	Sent is possible. No callback from gateway for Read/Click.
In-App	Delivery status, customer react (Accepted, rejected or remind me later) Customer react date	App sends this information in callback: - Accepted = CTA button clicked - Rejected = X button clicked - Remind Me Later = Not Possible
Email	Delivery status, customer react (clicked - ignored) , Customer react date	Sent is possible. No callback from gateway for Read/Click.

16.2 Funnels

Understand where a drop-off happens in a user's journey. Using this insight, one can communicate with the customer through various notifications. This is basically a sequence of Triggers/Events in your app which would help you better understand the customer's journey while using your mobile app. This helps in better visualizing at which point in your transaction funnel, users drop off most or can be helped with in-app notifications or better messaging.

- How many users complete FD (or PPF) or
- Drop off at KYC validation stage

Event	Attribute	Attribute Value
FDStartDeposit		
FDValidateKYC	KYCComplete	True
FDCreate	FDOpened	True

Appice

Home Dashboard Setup Apps Users Acquisition Analytics

Events Funnels Journeys Trends Engagement Data Transformation

Settings

Edit Funnel

Yesterday Android iOS Web Update Funnel

Funnel name: Fixed Deposit Journey Funnel description: Fixed Deposit Journey

Select journey: Select journey

All

Step 1

FD_Start

Select Attribute Select operator

+and +or

And

Step 2

FD_Detail_Verify

FD_Amount Equals 100000

+and +or

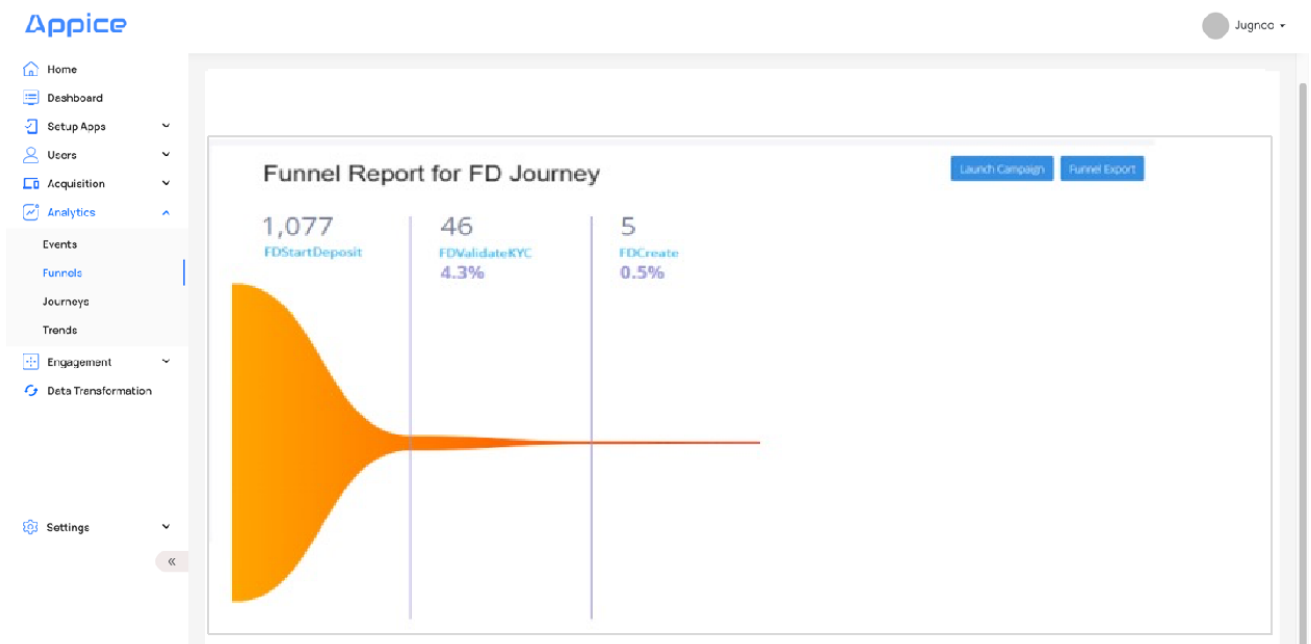
And

Step 3

FD_Success

+ attribute

+ Add Condition



On Save, you can see a message at the top - Funnel Created Successfully.

You can see the newly created Funnel in the list.

Appice

Home Dashboard Setup Apps Users Acquisition Analytics **Funnel** Journeys Trends Engagement Xmit AI Churn Loyalty Settings Documentation

Funnel Data

Platform: All Period: Jun 26, 2024 - Jul 25, 2024

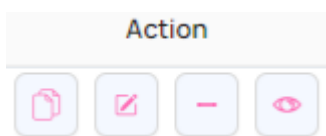
Search: 10

+ Funnel

Funnel name	Funnel description	Action
Test Funnel Demo	Test Funnel Demo	
in	in	
Recived	Recived	
Install dev	install	
Basic Install Panel v2	Basic	
SAVE FUNNEL EXPORT	EDGE	
ed	de	
new campg reciev	hh	
saava	aa	
test funnel1	funnel journey	

Showing 1 to 10 of 54 entries (filtered from 541 total entries)

< 1 2 3 4 5 6 >



Copy button - To copy the funnel.

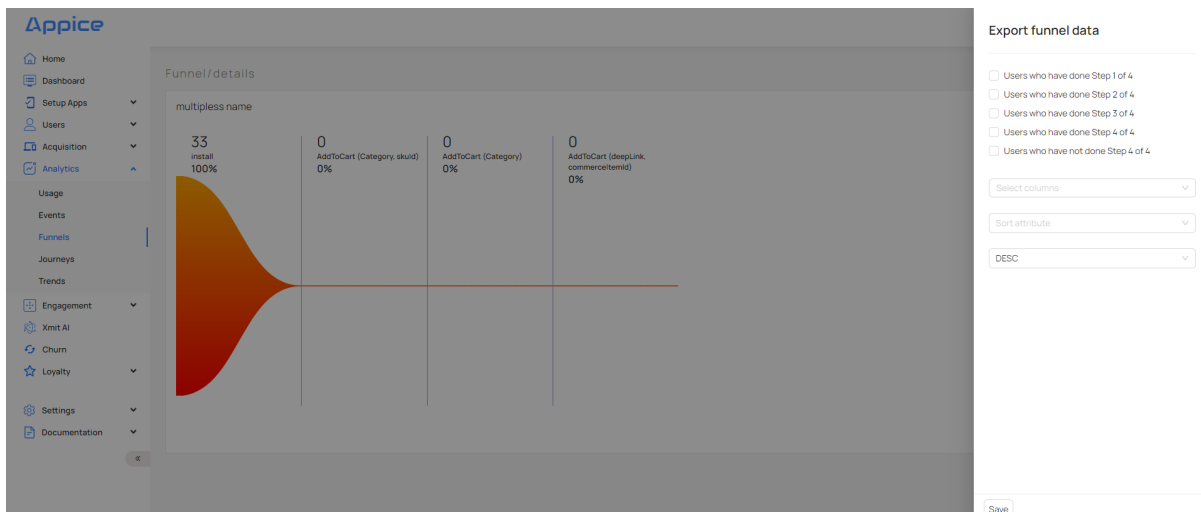
Edit button - To edit the funnel.

Delete button - To delete the funnel.

Preview button - To see analytics of users in the form of a widget, you can click the 'Preview' button.

Funnels can be exported as well to analyze the users' data by clicking on the Funnel export option.

You can select users' data.



The screenshot shows the Appice dashboard with a funnel chart titled 'Funnel/details' for a 'multipless name'. The funnel has four stages: 'install' (33, 100%), 'AddToCart (Category: skuid)' (0, 0%), 'AddToCart (Category:)' (0, 0%), and 'AddToCart (deepLink: commercetentid)' (0, 0%). To the right, the 'Export funnel data' panel is open, showing checkboxes for users who have done Steps 1, 2, 3, and 4 of 4. The 'Category' dropdown is set to 'Category x'. The 'Save' button is visible at the bottom right of the panel.

On clicking Save, it initiates the export.

Exported csv can be downloaded by clicking on Funnel Reports in the left panel.

The screenshot shows the Appice dashboard with the 'Funnel Reports' section selected in the left panel. The main area displays a table titled 'What do users do - In our App' with columns: File Name, Status, Export Date, Processed Date, and Action. The table shows five entries, all with a status of 'processed'. The 'Action' column contains a download icon and a minus sign. The table is paginated, showing 1 to 5 of 289 entries.

This shows the current status of the report which is 'initiated'.

Once the exported report is ready, it shows status as 'processed' and a download button is also available.

On clicking the download button, csv can be downloaded.

The screenshot shows the Appice dashboard with the 'Funnel Reports' section selected in the left panel. The main area displays a table titled 'What do users do - In our App' with columns: File Name, Status, Export Date, Processed Date, and Action. The table shows five entries, all with a status of 'processed'. The 'Action' column contains a download icon and a minus sign. The table is paginated, showing 1 to 5 of 289 entries. The download icon in the first row is highlighted with a red box.

- 16.3 Journeys

One of the most intriguing questions that product managers and marketers face is, 'What are users doing on my app?'

Let's take the simplest form of user journey in a tabular data:

Step I	Step II	Step III	Step IV	Step V	Users
App Launched	App Launched	Category Viewed	Searched	App Launched	4512
App Launched	UTM Visited	Searched	Product Viewed	Product Viewed	3012
App Launched	Searched	Category Viewed	Product Viewed	Added To Cart	422
UTM Visited	App Launched	Product Viewed	Added To Cart	Charged	312
.....					

In order to understand how users navigate through the App or website - where do they start the journey and which pages do they end the journey, we represent this data with a Sunburst Chart.

This type of visualization shows hierarchy through a series of rings that are sliced for each category node. Each ring corresponds to a level in the hierarchy, with the central circle representing the root node and the hierarchy moving outwards from it. Rings are sliced up and divided based on their hierarchical relationship to the parent slice.

Appice

Home

Dashboard

Setup Apps

Users

Acquisition

Activities

Inside the App

Usage

Events

Funnels

Journeys

Outside the App

Engagement

Campaigns

Jugnoo

Journeys / Create

Create Journey

Journey Name

Journey Description

Start Event

End Event

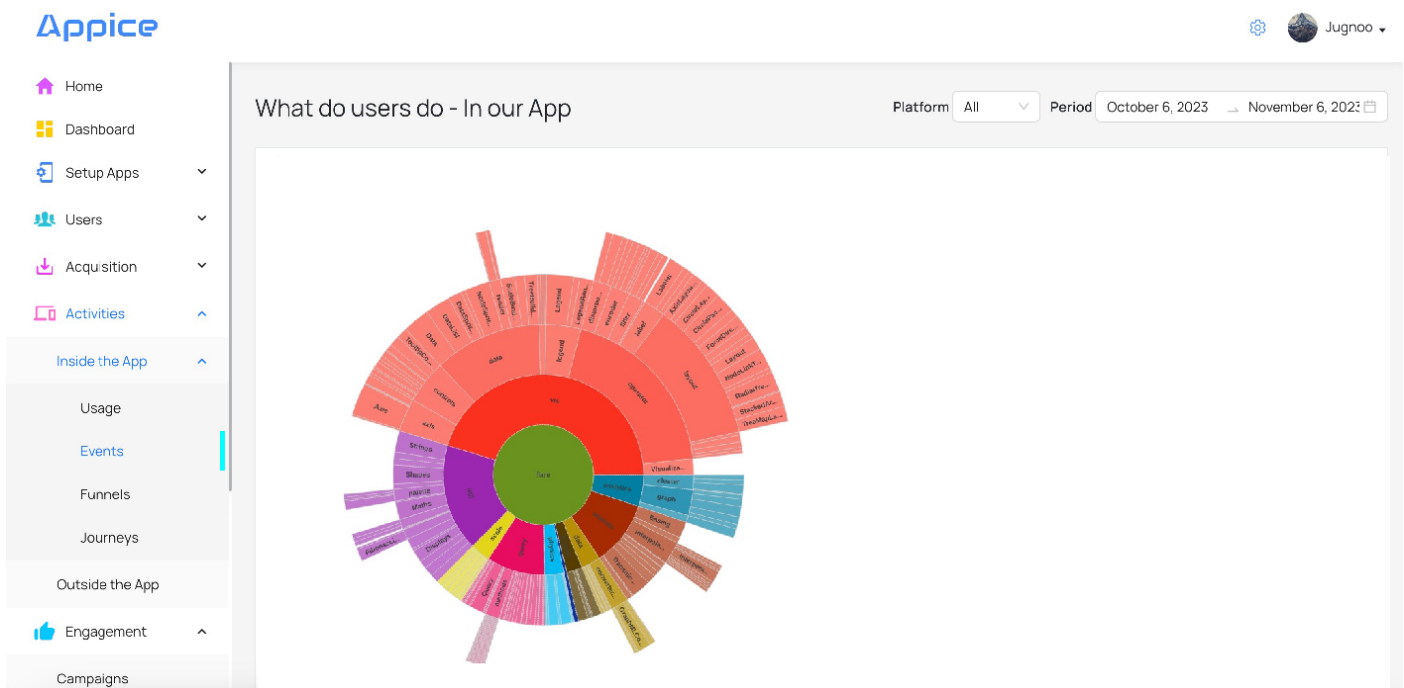
Platform

Period

Preview

Save

Reset



Appice Saru

App Acquisition Analytics **Usage** Events Funnels **Journeys** Trends Engagement Campaigns Transactional Campaigns Reports

Journeys Data

Platform: All Period: Jun 26, 2024 → Jul 25, 2024

Search 10 + Journey

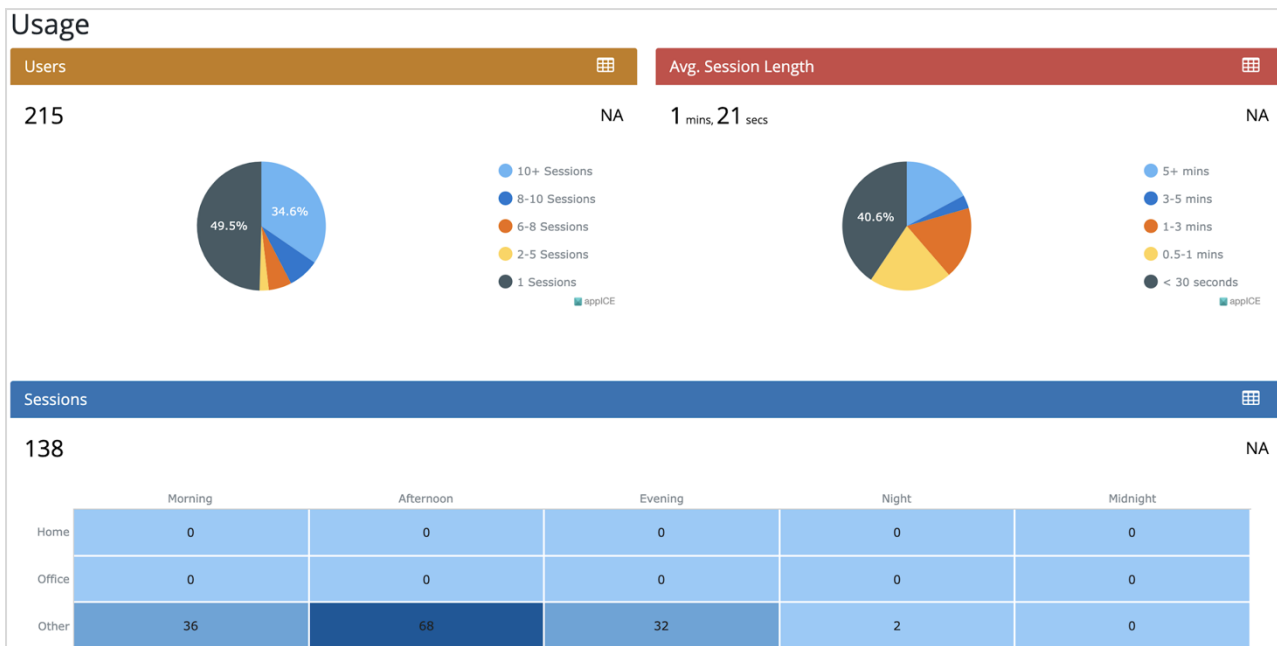
Journey Name	Journey Description	Start Event	End Event	Action
journey test	journey	all	all	🔍 📊 📅 🔗
journey	december journey	all	all	🔍 📊 📅 🔗
test journey copy db9ee	december journey	all	all	🔍 📊 📅 🔗
test journey	december journey	all	all	🔍 📊 📅 🔗

Showing 1 to 4 of 4 entries (filtered from 129 total entries) < 1 >

16.4 Visitor Engagement Overview

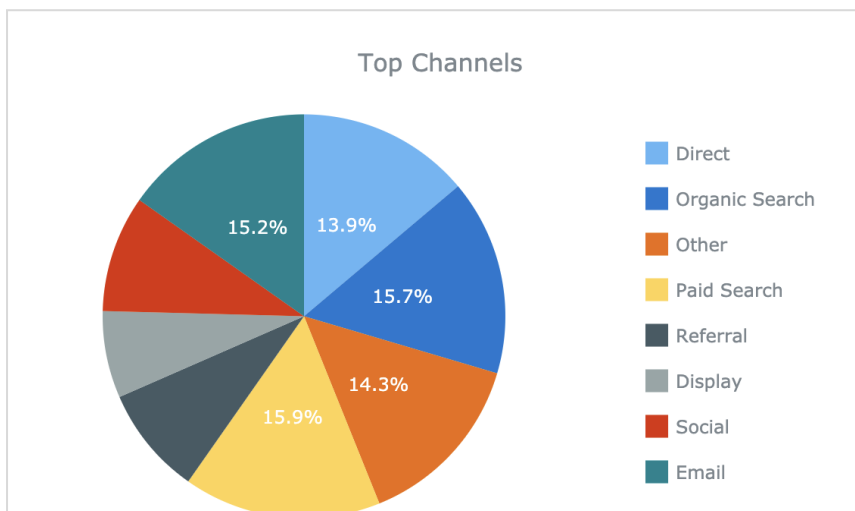
Visualize the sessions and user's time spent on the website across unique session counts, time per session and the day parting of the session traffic.

- Users - gives count of users vs session count
- Avg. Session Length - gives average duration of the overall sessions i.e. average time spent by users within your app
- Sessions - gives count of user sessions during morning, afternoon, evening, night and midnight



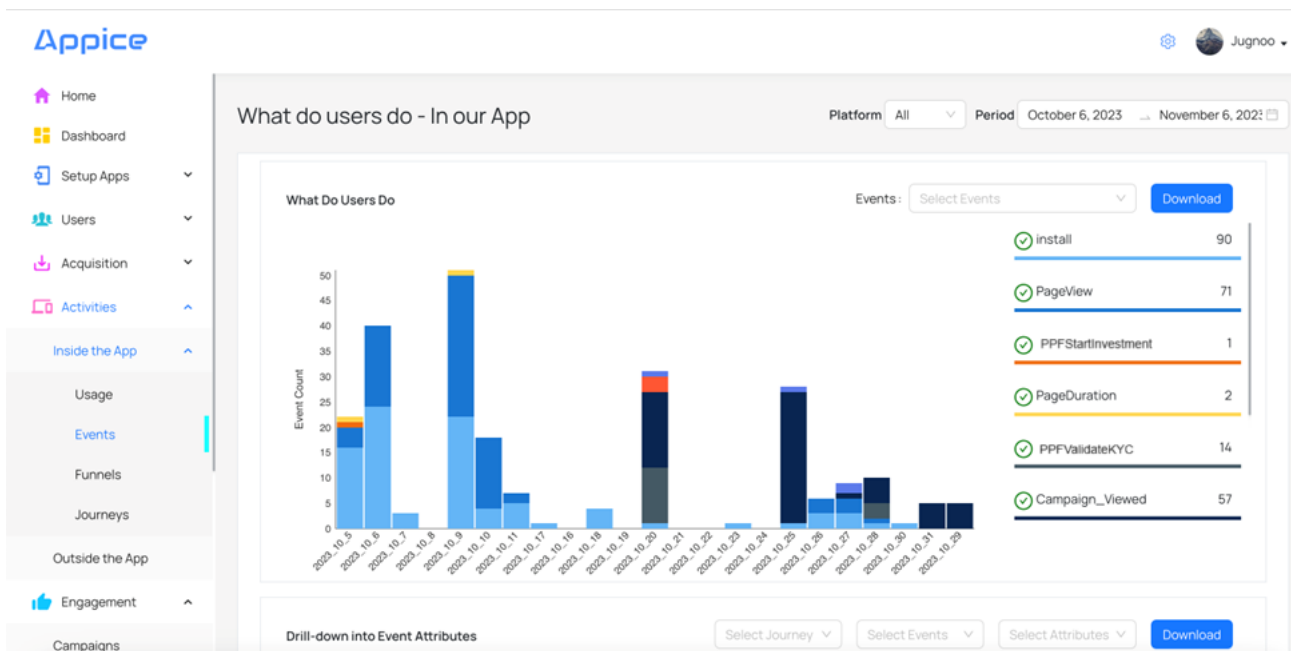
- 16.5 Traffic Sources

The traffic patterns can be split across various sources like Direct, Organic Search, Referral, Social, Email etc. This helps business teams allocate optimal resources on the channels that are yielding the maximum traffic or bring up under performing channels.



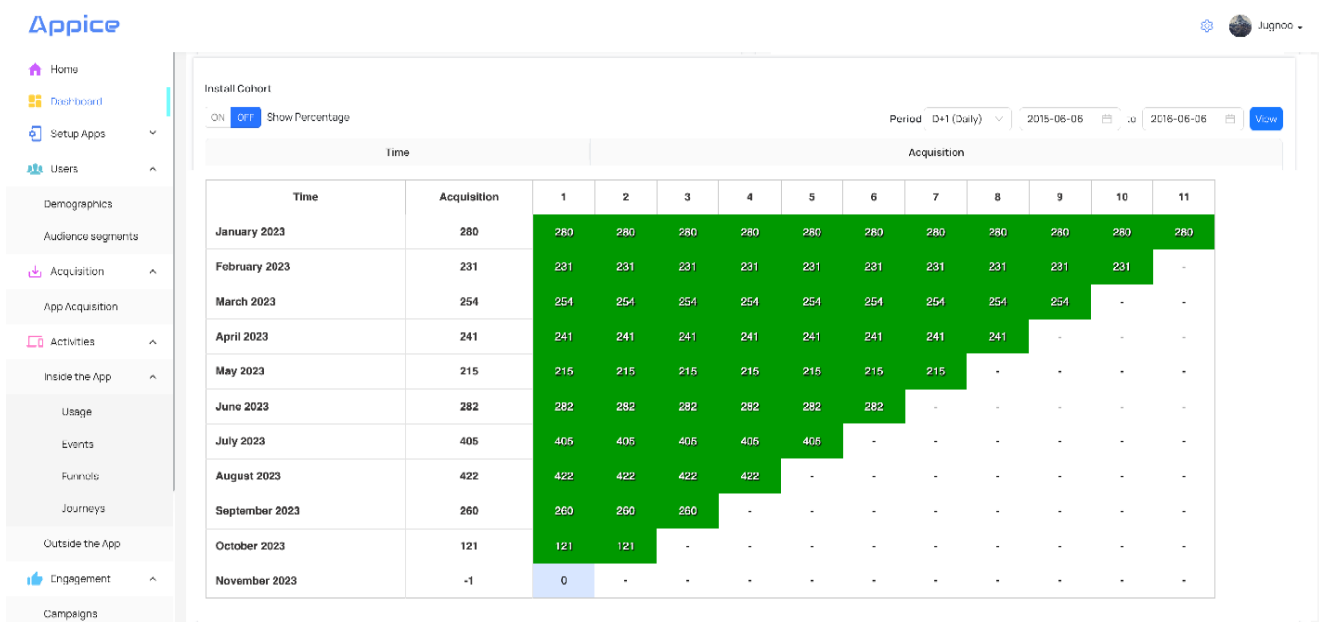
- 16.6 Top 10 Events

Understand Top 10 events on a daily basis. This data is used to derive insights on what are the most preferred features or functionalities of our App.



- 16.7 Retention Trends

When customers download or register on the App, many do not start active engagement or become regular users. These customers need to be identified in order to increase the retention rate, else they may slip in the category of 'sleeping users'. Retention trends chart show progress of users on a monthly basis



- 16.8 Specific Reports

In case specific reports have to be created by querying data, these are available in the reports section.

Example: Campaign report with details of which customers clicked on CTA can be made as a single step funnel with the following fields available in report:

- Campaign ID
- CIF

-Date

Appice

Jugnoo ▾

- Home
- Dashboard
- Setup Apps ▾
- Users ▾
- Acquisition ▾
- Analytics ▾
- Engagement ▾
- Campaigns
- Reports
- Funnel Reports
- Template
- UTM Builder
- Data Transformation

What do users do - In our App

 Show 5 ▾ Entries

File Name	Status	Export Date	Processed Date	Action
FunnelExports_August_7th_2024.2:27:52_pm	processed	7 Aug 2024	7 Aug 2024	
FunnelExports_July_29th_2024.1:41:32_pm	processed	29 Jul 2024	29 Jul 2024	
ChurnExports_July_29th_2024.1:29:20_pm	processed	29 Jul 2024	29 Jul 2024	
NewUserExports_July_29th_2024.1:16:30_pm	processed	29 Jul 2024	29 Jul 2024	
NewUserExports_July_29th_2024.1:16:22_pm	processed	29 Jul 2024	29 Jul 2024	

Showing 1 to 5 of 296 entries

< 1 2 3 4 5 ... 60 >

Funnels/Edit

Edit Funnel

This Month ▾

Android ×

iOS ×

Web × ▾

Update Funnel

Funnel name

Customer wise report

Funnel description

Customer wise report

Select journey

Select journey ▾

All

Step 1

Campaign_Clicked ▾

campid Equals 123 ×

+ and + or

+ Add Condition

- 16.9 Acquisition

more details about the users who visited / installed your app.

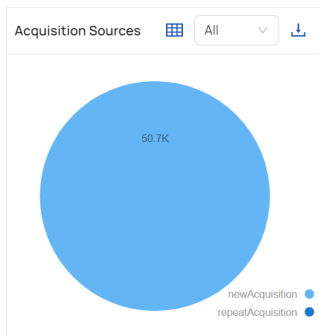
Acquisition ▴

App Acquisition

App Acquisition

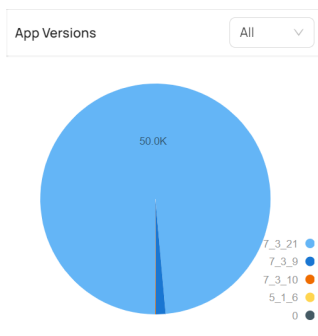
■ Acquisition Sources

whether that user is a new user or repeat user.



■ App Versions

from which app version users have installed your app.



■ Locations

from which city users are from.

Locations  City 

Location	Total	
Unknown	5	NA
Mumbai	2	NA
Ambakapalle	1	NA
Dammam	1	NA
Bengaluru	1	NA
Visakhapatnam	1	NA

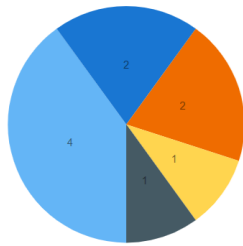
■ OS

from which OS users have installed the app.

OS

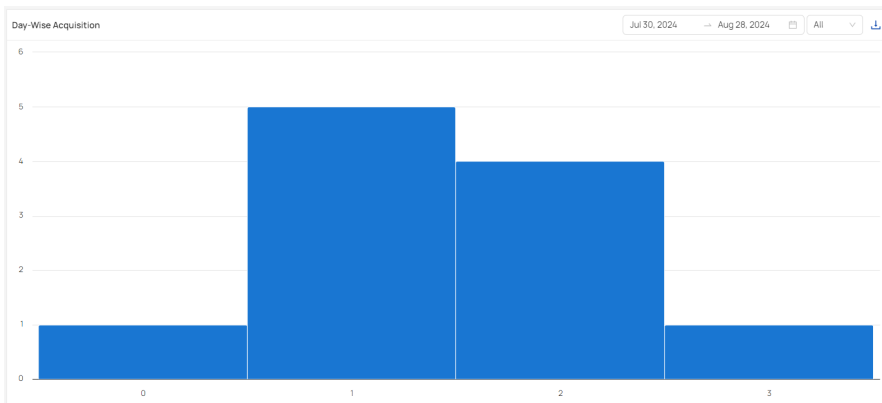


All

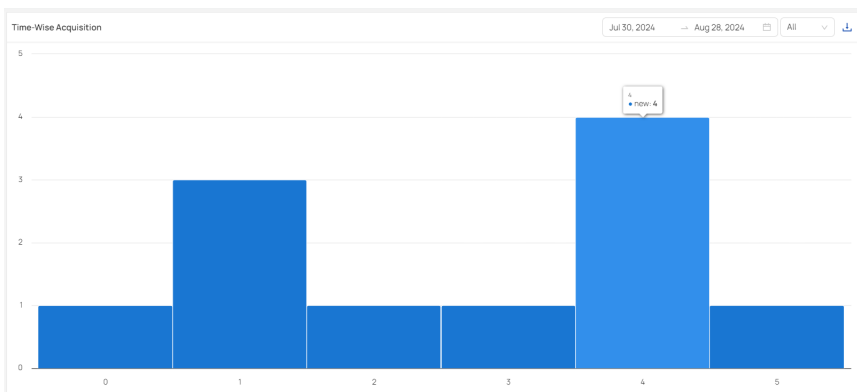


android 14
android 13
android 10
android 9
ios 17.5

- *Day-Wise Acquisition*
shows daily installs/visits.



- *Time-Wise Acquisition*
shows hour-wise installs/visits.



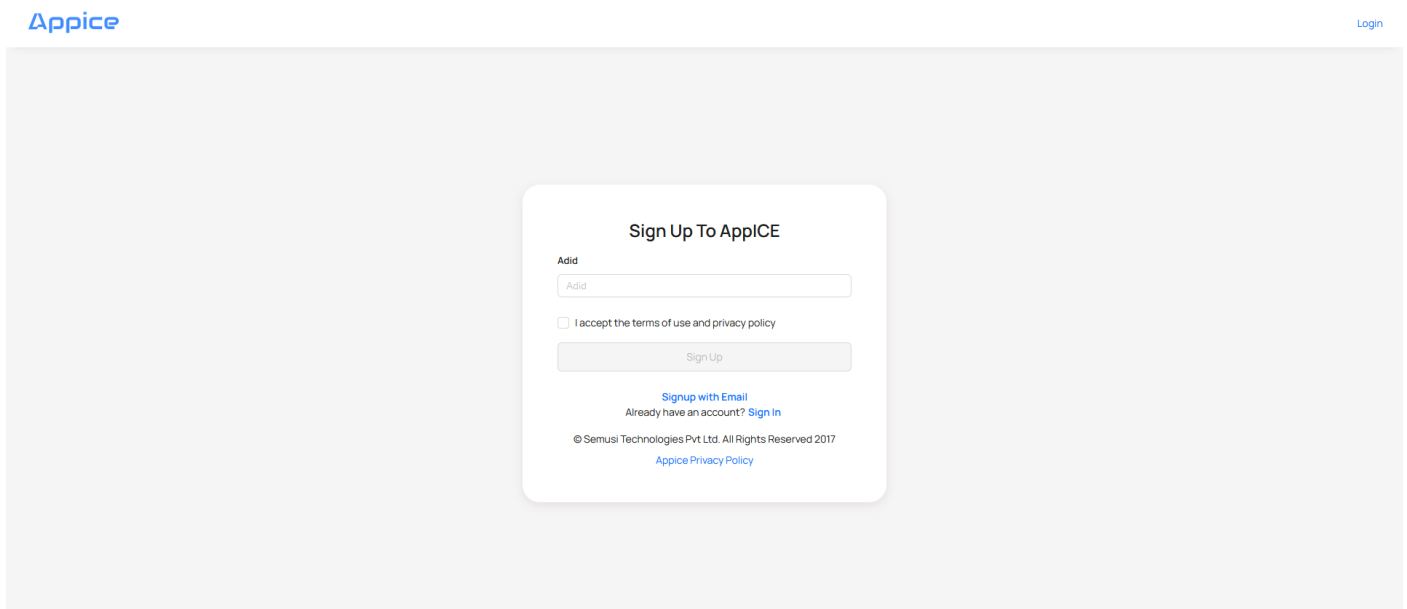
- 17. User Management

The AppICE system will be integrated with SSO to allow GIB users to login only with their ADID. Users can then be given access from the AppICE panel to login to it.

- 17.1 How to Register a New User

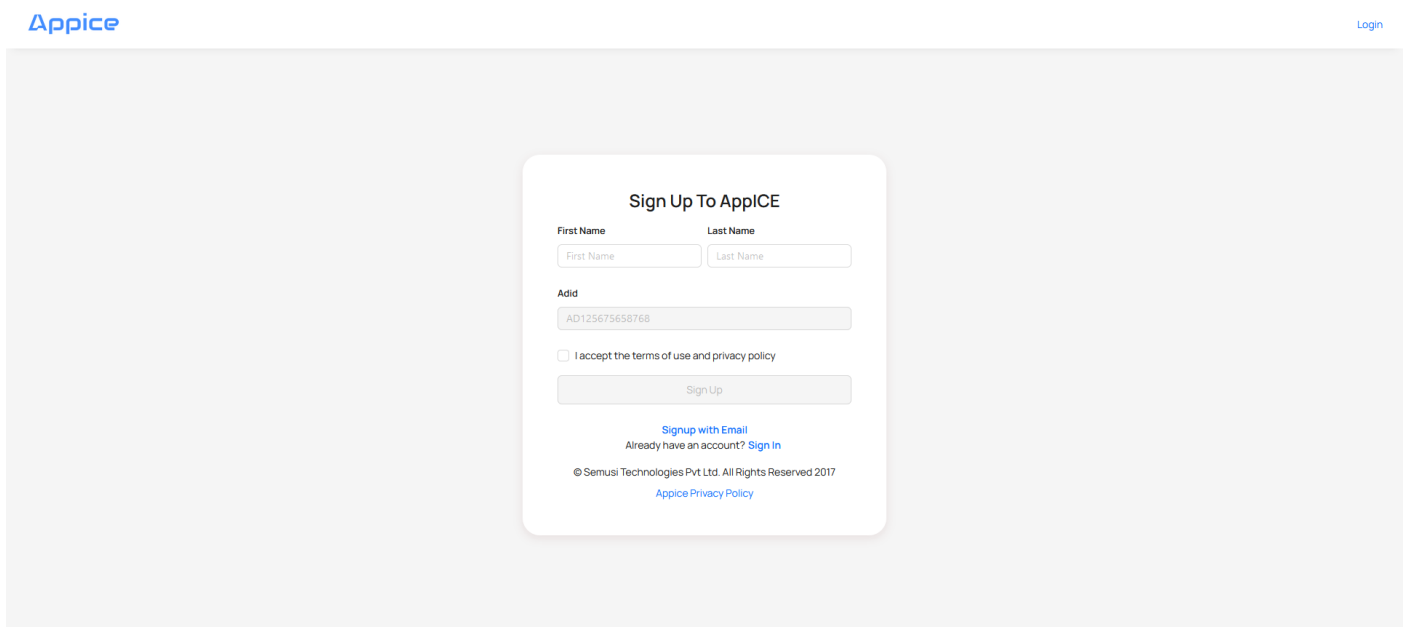
Here are the steps to register a user on Appice dashboard:

- o Users can directly be registered from the dashboard.
- o Users can access the Appice dashboard and click on the Sign Up link to register.



The screenshot shows the Appice dashboard with the 'Sign Up To AppICE' form. The form includes a text input for 'Adid' with the value 'Adid', a checkbox for 'I accept the terms of use and privacy policy', and a 'Sign Up' button. Below the button, there are links for 'Signup with Email', 'Already have an account? Sign In', and 'Appice Privacy Policy'. The footer text reads '© Semusi Technologies Pvt Ltd. All Rights Reserved 2017'.

On clicking, it opens the below page. Users can fill their details and click on Sign up.



The screenshot shows the Appice dashboard with the 'Sign Up To AppICE' form. The form includes two text inputs for 'First Name' and 'Last Name', a text input for 'Adid' with the value 'AD125673658768', a checkbox for 'I accept the terms of use and privacy policy', and a 'Sign Up' button. Below the button, there are links for 'Signup with Email', 'Already have an account? Sign In', and 'Appice Privacy Policy'. The footer text reads '© Semusi Technologies Pvt Ltd. All Rights Reserved 2017'.

Sign Up To AppICE

First Name Last Name

Saru Wadehra

Adid

AD125675658768

☒ I accept the terms of use and privacy policy

[Sign Up](#)

[Sign up with Email](#)
Already have an account? [Sign In](#)

© Semusi Technologies Pvt Ltd. All Rights Reserved 2017
[Appice Privacy Policy](#)

Once users click on Sign up, it takes them to the login page.

Welcome To AppICE

Email

test@appice.io

Password

[Sign in](#)

Don't have an account? [Sign Up](#)
Forgot your password? [Reset Password](#)

- 17.2 User Addition Process

Admin/Infosec Users can login into the Appice dashboard and go to **Settings** → **User Management** in the left panel.

Email	Username	Created On	Modified On	Role	Change Role
saru.wadehra@semusi.com	Saru.Wadehra@Semusi.Com	06/06/2015	24/07/2024	admin	Select
diliphome@gmail.com	Diliphome@Gmail.Com	06/06/2015	06/12/2023	admin	Select
Dilip@appice.io	Dilip@Appice.Io	12/10/2020	14/01/2024	admin	Select
Akshay.Taneja@sbicard.com	Akshay.Taneja@Sbicard.Com	19/10/2020	Invalid Date	admin	Select
i-danish.mir@semusi.com	I-Danish.Mir@Semusi.Com	02/08/2021	22/04/2024	admin	Select
tarun@appice.io	Tarun@Appice.Io	20/08/2021	23/12/2021	admin	Select

Click on Add User to add a new ADID along with its role.

By default, Users are in Not Approved state. These can be Approved by clicking on the **Approved** button.

Admin/Infosec users can also assign App and roles to these Approved Users by clicking on the **Add User** button.

Email	Username	Created On	Modified On	Role	Change Role	Remove Access	Reset Password	Unblock
saru.wadehra@semusi.com	ra@Semusi.Com	06/06/2015	24/07/2024	admin	Select			
diliphome@gmail.com	mail.Com	06/06/2015	06/12/2023	admin	Select			
Dilip@appice.io	io	12/10/2020	14/01/2024	admin	Select			
Akshay.Taneja@sbicard.com	ja@Sbicard.Com	19/10/2020	Invalid Date	admin	Select			

On clicking, it takes to this page where ADID has to be provided and Role has to be selected from the dropdown.

Add New User

Email

Select

Cancel Save

Click on **Save** button to save the users.

The screenshot shows the Appice User Management interface. On the left is a sidebar with navigation options: Engagement, Campaigns, Transactional Campaigns, Reports, Funnel Reports, Template, UTM Builder, Xmit AI, Churn, Loyalty, Settings, Manage Modules, and User Management. The main area displays a table of users with columns: Email, Username, Created On, Modified On, Role, Change Role, Remove Access, and Reset Password. The first user, Saru Wadehra, is highlighted. Below the table, it says 'Showing 1 to 6 of 114 entries'.

Email	Username	Created On	Modified On	Role	Change Role	Remove Access	Reset Password
saru.wadehra@semusi.com	Saru.Wadehra@Semusi.Com	06/06/2015	24/07/2024	admin	Select		
diliphome@gmail.com	Diliphome@Gmail.Com	06/06/2015	06/12/2023	admin	Select		
Dilip@appice.io	Dilip@Appice.io	12/10/2020	14/01/2024	admin	Select		
Akshay.Taneja@sbicard.com	Akshay.Taneja@Sbicard.Com	19/10/2020	Invalid Date	admin	Select		
I-danish.mir@semusi.com	I-Danish.Mir@Semusi.Com	02/08/2021	22/04/2024	admin	Select		
tarun@appice.io	Tarun@Appice.io	20/08/2021	23/12/2021	admin	Select		

Newly added users can be seen in the Users List, as shown below.

This screenshot is identical to the one above, showing the Appice User Management interface with the same list of users and navigation sidebar.

NOTE: New users will not be assigned to any role, whereas existing users may/may not have roles assigned to them.

- 17.3 User Modification Process

There are three types of modifications possible in Dashboard:

- o Change Role
- o Revoke Role
- o Status
- o Unblock

i. Change Role

Users can only be modified by an Admin by logging into the account and going to **Settings → User Management** section.

Click the **Change Role** dropdown for the specific User, for which role is to be modified.

Search 10 Add User

Email	Created On	Modified On	Role	Change Role	Revoke Role	Status	Reset Password	Unblock
shabir.hussain@appice.io	07-11-2022	30-07-2024	Admin	Admin	—	APPROVED NOT APPROVED	🔑	🔒
ashish@appice.io	06-03-2023	16-10-2024	Admin	Admin	—	APPROVED NOT APPROVED	🔑	🔒
tabish.ahmad@semusi.com	01-11-2023	30-10-2024	Admin	Manager	—	APPROVED NOT APPROVED	🔑	🔒
saru@appice.io	19-07-2020	22-10-2024	Admin	Marketer	—	APPROVED NOT APPROVED	🔑	🔒
meghani.shoaib@gmail.com	21-05-2024	11-11-2024	Admin	Reviewer	—	APPROVED NOT APPROVED	🔑	🔒
Hammad.Nasir@gib.com	27-05-2024	11-06-2024	Admin	Infosec	—	APPROVED NOT APPROVED	🔑	🔒
Asif.Ishaq@gib.com	27-05-2024	01-10-2024	Admin	Admin	—	APPROVED NOT APPROVED	🔑	🔒
Rohit.Mehta@gib.com	27-05-2024	10-09-2024	Admin	Admin	—	APPROVED NOT APPROVED	🔑	🔒
Junaid.Mohamed@gib.com	27-05-2024	28-05-2024	Manager	Manager	—	APPROVED NOT APPROVED	🔑	🔒
Mohamed.Gharib@gib.com	27-05-2024	28-05-2024	Manager	Manager	—	APPROVED NOT APPROVED	🔑	🔒

Showing 1 to 10 of 14 entries < 1 2 >

There are 5 roles in AppICE panel with following module access & update:

Roles	User Management	Campaign Creation	Campaign Updation	Campaign Deletion	Campaign Review/Give Comments	Campaign Activation	Audit Logs
Admin	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Marketer	No	Yes	Yes	No	No	No	No
Reviewer	No	No	No	No	Yes	No	No
Manager	No	Yes	Yes	Yes	No	Yes	No
Infosec	Yes	No	No	No	No	No	Yes

Change the value.

Appice Engagement Saru Add User

Search 6

Email	Username	Created On	Modified On	Role	Change Role	Remove Access	Reset Password
amit@appice.io	Amit@Appice.io	25/08/2021	24/05/2024	admin	Select	🗑️	🔑
danishyousufmir@gmail.com	Danishyousufmir@Gmail.Com	26/08/2021	17/05/2024	admin	Select	🗑️	🔑
pranjal.pratim@semusi.com	Pranjal Pratim@Semusi.Com	22/09/2021	06/03/2024	admin	Select	🗑️	🔑
ajay.acharya@semusi.com	Ajay.Acharya@Semusi.Com	24/09/2021	06/06/2023	manager	Select	🗑️	🔑
skoda@appice.io	Skoda@Appice.io	29/09/2021	14/06/2023	admin	Select	🗑️	🔑
i-majid.misger@semusi.com	I-Majid.Misger@Semusi.Com	05/10/2021	12/07/2024	admin	Select	🗑️	🔑

Showing 7 to 12 of 114 entries < 1 2 3 4 5 ... 19 >

ii. Revoke Role

User Access can be removed from accessing the panel by revoking the role of the Users.

Email	Created On	Modified On	Role	Change Role	Revoke Role	Status	Reset Password	Unblock
pranjal.pratim@semusi.com	22-09-2021	04-09-2024	Admin	Admin ▾	—	APPROVED NOT APPROVED	🔑	🔒
shabir.hussain@appice.io	07-11-2022	30-07-2024	Admin	Admin ▾	—	APPROVED NOT APPROVED	🔑	🔒
ashish@appice.io	06-03-2023	16-10-2024	Admin	Admin ▾	—	APPROVED NOT APPROVED	🔑	🔒

iii. Status

User Access can be temporarily disabled from the panel by marking the user as NOT APPROVED.

User Access can be enabled again by clicking on APPROVED.

Email	Created On	Modified On	Role	Change Role	Revoke Role	Status	Reset Password	Unblock
pranjal.pratim@semusi.com	22-09-2021	04-09-2024	Admin	Admin ▾	—	APPROVED NOT APPROVED	🔑	🔒
shabir.hussain@appice.io	07-11-2022	30-07-2024	Admin	Admin ▾	—	APPROVED NOT APPROVED	🔑	🔒
ashish@appice.io	06-03-2023	16-10-2024	Admin	Admin ▾	—	APPROVED NOT APPROVED	🔑	🔒

Read only access can be provided to Bank's officials like Contact center agents and customer quality team (anytime) to address customer inquiries related to the notifications sent through the platform.

NOTE - Reset Password in User Management is not applicable as Users will login using AD.

v. Unblock

If a user tries to login with wrong credentials or is blocked from Login from Panel, that user can be unblocked by clicking on Unblock for that user.

Email	Created On	Modified On	Role	Change Role	Revoke Role	Status		Reset Password	Unblock
shabir.hussain@appice.io	07-11-2022	30-07-2024	Admin	Admin ▾	—	APPROVED	NOT APPROVED		
ashish@appice.io	06-03-2023	16-10-2024	Admin	Admin ▾	—	APPROVED	NOT APPROVED		
tabish.ahmad@semusi.com	01-11-2023	30-10-2024	Admin	Admin ▾	—	APPROVED	NOT APPROVED		
saru@appice.io	19-07-2020	22-10-2024	Admin	Admin ▾	—	APPROVED	NOT APPROVED		
meghani.shoaib@gmail.com	21-05-2024	11-11-2024	Admin	Admin ▾	—	APPROVED	NOT APPROVED		
Hammad.Nasir@gib.com	27-05-2024	11-06-2024	Admin	Admin ▾	—	APPROVED	NOT APPROVED		
Asif.Ishaq@gib.com	27-05-2024	01-10-2024	Admin	Admin ▾	—	APPROVED	NOT APPROVED		
Rohit.Mehta@gib.com	27-05-2024	10-09-2024	Admin	Admin ▾	—	APPROVED	NOT APPROVED		
Junaid.Mohamed@gib.com	27-05-2024	28-05-2024	Manager	Manager ▾	—	APPROVED	NOT APPROVED		
Mohamed.Gharib@gib.com	27-05-2024	28-05-2024	Manager	Manager ▾	—	APPROVED	NOT APPROVED		

Showing 1 to 10 of 14 entries

< 1 2 >

- 18. Role Management

There are 5 roles in AppICE panel with following module access:

Roles	User Management	Campaign Creation	Campaign Updation	Campaign Deletion	Campaign Review/Give Comments	Campaign Activation	Audit Logs	Features seen on Login
Admin	Yes	Yes	Yes	Yes	Yes	Yes	Yes	• User Management • Campaign Create/Edit/Review/Delete/Activate • Audience Segment • Funnels • Audit Logs
Marketer	No	Yes	Yes	No	No	No	No	• Campaign Create/Edit • Audience Segment • Funnels
Reviewer	No	No	No	No	Yes	No	No	• Campaign Review • Audience Segment • Funnels
Manager	No	Yes	Yes	Yes	No	Yes	No	• Campaign Create/Edit/Delete/Activate • Audience Segment • Funnels
Infosec	Yes	No	No	No	No	No	Yes	• User Management • Audit Logs

- 19. Other Integrations

- a. The AppICE platform should be integrated with the GIB LDAP system to allow login with their unique ADID. Refer to section 19.7 of Appendix section for more details.
- b. The AppICE onprem systems should be integrated with various security agents like Splunk, FIM etc to follow GIB security standards.

- 20. Event List

Documentation if implemented events (events list) to be stored by GIB for all future references against change in App UI by GIB

- 21. Requirement Traceability Matrix (RTM)

Please refer to 22.8 for the final BRD.

S.No.	BRD	FSD
1	1 → 11.1 → Table 3	1
2	2	2
3	3.1	2.1
4	BR-1	9
5	BR-2	9
6	BR-3	14.2
7	BR-4	11
8	BR-5	11
9	BR-6	11
10	BR-7	11.3
11	BR-8	11.4
12	BR-9	11.5
13	BR-10	11.1 11.3 14
14	BR-11	11.1 11.3 14
15	BR-12	11.1 11.3

		14
16	BR-13	11.5
17	BR-14	11.5
18	BR-15	11.3 11.6
19	BR-16	11.3
20	BR-17	11 14
21	BR-18	11 14
22	BR-19	11 14.6
23	BR-20	11
24	BR-21	15
25	BR-22	15
26	BR-23	17
27	BR-24	16
28	BR-25	11.3
29	BR-26	11.3
30	BR-27	NA
31	BR-28	9
32	BR-29	9
33	BR-30	14.2
34	BR-31	11.3
35	BR-32	14.4 11.3
36	BR-33	NA This is from Meem Channel
37	BR-34	NA This is for Meem Team
38	BR-35	5

39	BR-36	NA This is for Meem Team
40	BR-37 → SR1	13
41	BR-37 → SR2	2
42	BR-37 → SR3	9
43	BR-37 → SR4	18
44	BR-37 → SR5	2
45	BR-37 → SR6	13
46	BR-37 → SR7	15
47	BR-37 → SR8	19 → b
48	BR-37 → SR9	7

- 22. Appendix

- 22.1 Use Cases



Live Compliance
Feedback - Customer

Examples:

UC3

 Create trait

Discard Save trait

Trait name

Pending Action_document upload

Query

Perform a computation on events or a column. This computation acts as a new column and can be used to build a segment of users

Select table Customer

Identity column CIF

All

+ Compute

Where Account status Equals Doc not upload x

+ where

+ Add Condition

UC19

Segment name Segment description Segment Size

Resume One pack onboarding Resume One pack onboarding 0

Query Traits

And

Did perform X Past event From journey Select journey

OPInitiate Select Select + Time window

+ attribute

And

Did not perform X Past event From journey Select journey

OPApplicationSubmit Select Select since 1 Days of OPInitiate

+ attribute

UC20

Audience / Create

Create segment

Discard

Save segment

Segment name

Segment description

Segment Size
 0

Query

Traits

And

Did not perform

X

Past event

From journey

Select journey

BPPayBill

Select

Select

since 1 Days of Login

+ attribute

+ Add Condition

- 22.2 Data Taxonomy



GIB_CDP360 with
UseCases_Data Taxon

- 22.3 Events List



Final SignedOff GIB
Events - 02122024.xls

- 22.4 SMS Integration



Notification Services
Integration Document

- 22.5 Email Integration

Following is the gateway details:

Source IP/Subnet	Destination IP/Subnet	Port Number	
GIB-SIT	10.8.15.212	smtpprd.gib.com : 10.194.100.120	SMTP/25

This can be accessible and can be used without any user.

Example:

Appice

Home

Dashboard

Setup Apps

Users

Acquisition

Analytics

Engagement

Campaigns

Reports

Funnel Reports

Template

UTM Builder

Data Transformation

Settings

All campaigns/create/email

1 Create Message

2 Select Audience

3 Launch Campaign

Email campaign

Template name

Email subject

Select existing template

Save Template

Actions

Show structure

Help

SAVE

Drop content blocks here

CONTENT

ROWS

SETTINGS

TITLE

PARAGRAPH

LIST

IMAGE

BUTTON

DIVIDER

SPACER

SOCIAL

ICONS

hello mahesh



noreplySIT@meem.com
To Mahesh Reddy

Reply Reply All Forward

Tue 10/15/2024 9

If there are problems with how this message is displayed, click here to view it in a web browser.

ATTENTION: This email originated from outside of GIB. Do not click on links or open attachments unless you recognise the sender and know that the content is safe.
تنبيه! تم إنشاء هذا البريد الإلكتروني من خارج بنك الخليج الدولي. لا تقم بفتح الروابط أو فتح المرفقات إلا في حال التعرف على المرسل وتعلم أن المحتوى آمن.

GIB EMAIL TEST

This to test the email integration in sit

I

- 22.6 LDAP Integration



GIB - LDAP
Integration SOP.docx

- 22.7 Sample data



Sample Data.zip

- 22.8 Final BRD



PTSK0031902 -
Customer Engagemer

- 22.9 MMP Integration



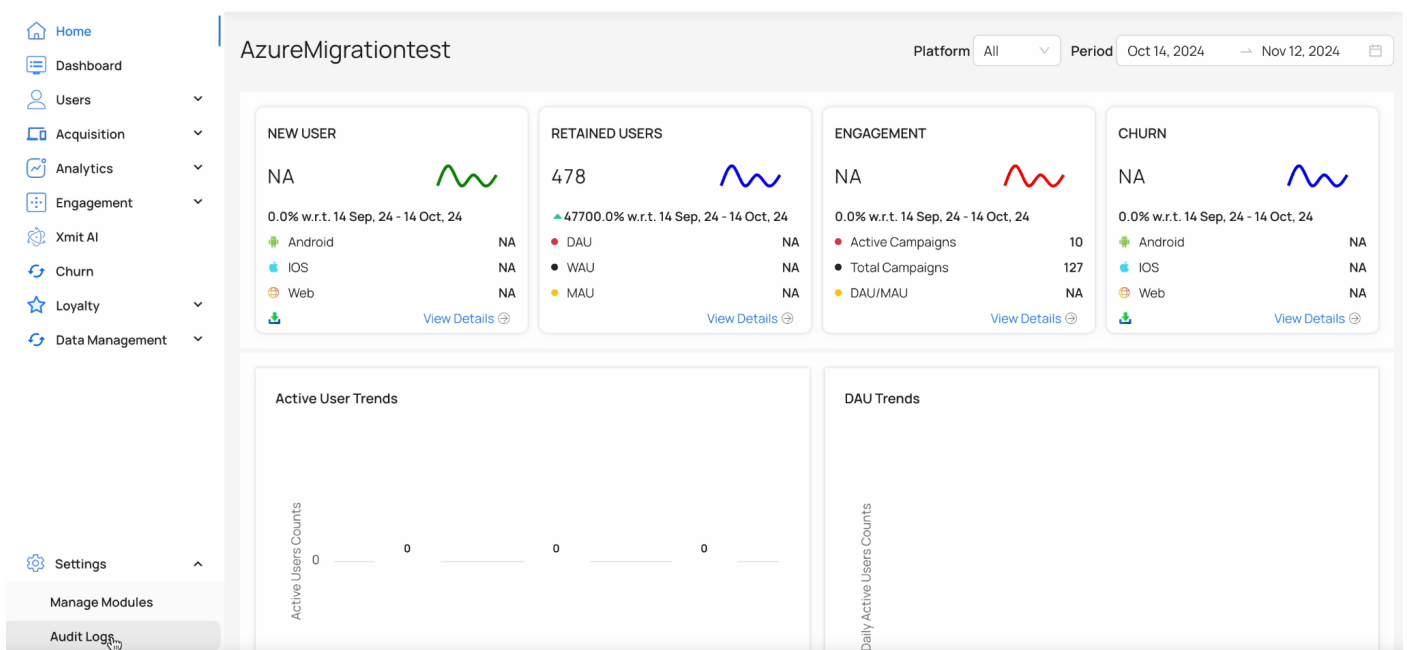
APPICE MMP
Integration.pdf

- 23. Audit Logs

Audit logs contain information about users who are doing activities on the AppICE Panel like logging in/logging out/creating campaigns/updating campaigns/creating audience segments etc.

This feature is only applicable to Admin & Infosec Users.

Here is how it is shown on Panel:



Appice

KamrannKhan

- Home
- Dashboard
- Setup Apps
- Users
- Acquisition
- Analytics
- Engagement
- Xmit AI

kamran.khan@semusi.com	User	Delete	User Management	127.0.0.1	Kamrans-MacBook-Air.local	sandip.nagarkatti@sbi.co.in has bee
kamran.khan@semusi.com	User Password	Reset	User Management	127.0.0.1	Kamrans-MacBook-Air.local	sandip.nagarkatti@sbi.co.in passwo
kamran.khan@semusi.com	User Status	Update	User Management	127.0.0.1	Kamrans-MacBook-Air.local	kamrankhan@gmail.com status has
kamran.khan@semusi.com	User Role	Revoke	User Management	127.0.0.1	Kamrans-MacBook-Air.local	shailesh.wadekar@semusi.com role
kamran.khan@semusi.com	User Role	Update	User Management	127.0.0.1	Kamrans-MacBook-Air.local	fariq@gmail.com role has been upde
kamran.khan@semusi.com	User	Create	User Management	127.0.0.1	Kamrans-MacBook-Air.local	Dilip@appice.io has been added with
kamran.khan@semusi.com	FCM	Update	App Settings	127.0.0.1	Kamrans-MacBook-Air.local	Firebase Cloud Messaging setting u

Appice

KamrannKhan

- Home
- Dashboard
- Setup Apps
- Users
- Acquisition
- Analytics
- Engagement
- Xmit AI
- Churn
- Loyalty
- Data Management
- Settings
- Documentation

user name, action or module

20

User Name	Action	Action Type	Module	Client IP	Hostname	Description
kamran.khan@semusi.com	User	Delete	User Management	127.0.0.1	Kamrans-MacBook-Air.local	sandip.nagarkatti@sbi.co.in has bee
kamran.khan@semusi.com	User Password	Reset	User Management	127.0.0.1	Kamrans-MacBook-Air.local	sandip.nagarkatti@sbi.co.in passwo
kamran.khan@semusi.com	User Status	Update	User Management	127.0.0.1	Kamrans-MacBook-Air.local	kamrankhan@gmail.com status has
kamran.khan@semusi.com	User Role	Revoke	User Management	127.0.0.1	Kamrans-MacBook-Air.local	shailesh.wadekar@semusi.com role
kamran.khan@semusi.com	User Role	Update	User Management	127.0.0.1	Kamrans-MacBook-Air.local	fariq@gmail.com role has been upde
kamran.khan@semusi.com	User	Create	User Management	127.0.0.1	Kamrans-MacBook-Air.local	Dilip@appice.io has been added with
kamran.khan@semusi.com	FCM	Update	App Settings	127.0.0.1	Kamrans-MacBook-Air.local	Firebase Cloud Messaging setting u
kamran.khan@semusi.com	Infrastructure	Update	App Settings	127.0.0.1	Kamrans-MacBook-Air.local	Infrastructure setting updated for Q
kamran.khan@semusi.com	User Login	Update	Authentication	127.0.0.1	Kamrans-MacBook-Air.local	User is logged in successfully
kamran.khan@semusi.com	User Logout	Update	Authentication	127.0.0.1	Kamrans-MacBook-Air.local	User is logged out successfully
kamran.khan@semusi.com	Campaign	Delete	Engagement	127.0.0.1	Kamrans-MacBook-Air.local	meeme push it campaign has been c
kamran.khan@semusi.com	Campaign	Update	Engagement	127.0.0.1	Kamrans-MacBook-Air.local	meeme expandedd campaign has b
kamran.khan@semusi.com	Campaign	Update	Engagement	127.0.0.1	Kamrans-MacBook-Air.local	credit card home loan campaign has
kamran.khan@semusi.com	Campaign	Create	Engagement	127.0.0.1	Kamrans-MacBook-Air.local	credit card home loan campaign has
kamran.khan@semusi.com	User Login	Update	Authentication	127.0.0.1	Kamrans-MacBook-Air.local	User is logged in successfully

Appice

Fariqkhan

- Home
- Dashboard
- Users
- Acquisition
- Analytics
- Engagement
- Xmit AI
- Churn
- Loyalty
- Data Management
- Settings
- Documentation

Audit logs

user name, action or module

User Name	Action	Action Type	Module	Client IP	Hostname	Description	Date Time
fariq@gmail.com	User Login	Update	Authentication	127.0.0.1	Kamrans-MacBook-Air.local		15-11-2024 15:05
kamran.khan@semusi.com	User Logout	Update	Authentication	127.0.0.1	Kamrans-MacBook-Air.local		15-11-2024 15:05
kamran.khan@semusi.com	User Login	Update	Authentication	127.0.0.1	Kamrans-MacBook-Air.local		15-11-2024 15:04
kamran.khan@semusi.com	User Logout	Update	Authentication	::1	Kamrans-MacBook-Air.local		13-11-2024 16:55
kamran.khan@semusi.com	User Login	Update	Authentication	::1	Kamrans-MacBook-Air.local		13-11-2024 16:38
kamran.khan@semusi.com	User Logout	Update	Authentication	::1	Kamrans-MacBook-Air.local		13-11-2024 16:33
kamran.khan@semusi.com	Features	Update	App Settings	::1	Kamrans-MacBook-Air.local		13-11-2024 15:36
kamran.khan@semusi.com	User Login	Update	Authentication	::1	Kamrans-MacBook-Air.local		13-11-2024 15:19
kamran.khan@semusi.com	User Logout	Update	Authentication	::1	Kamrans-MacBook-Air.local		13-11-2024 15:19
kamran.khan@semusi.com	User Login	Update	Authentication	::1	Kamrans-MacBook-Air.local		13-11-2024 13:31

Showing 1 to 10 of 228 entries

1 2 3 4 5 ... 23