

Appice

...

CUSTOMER DATA & ENGAGEMENT PLATFORM



Product Manual V2.3

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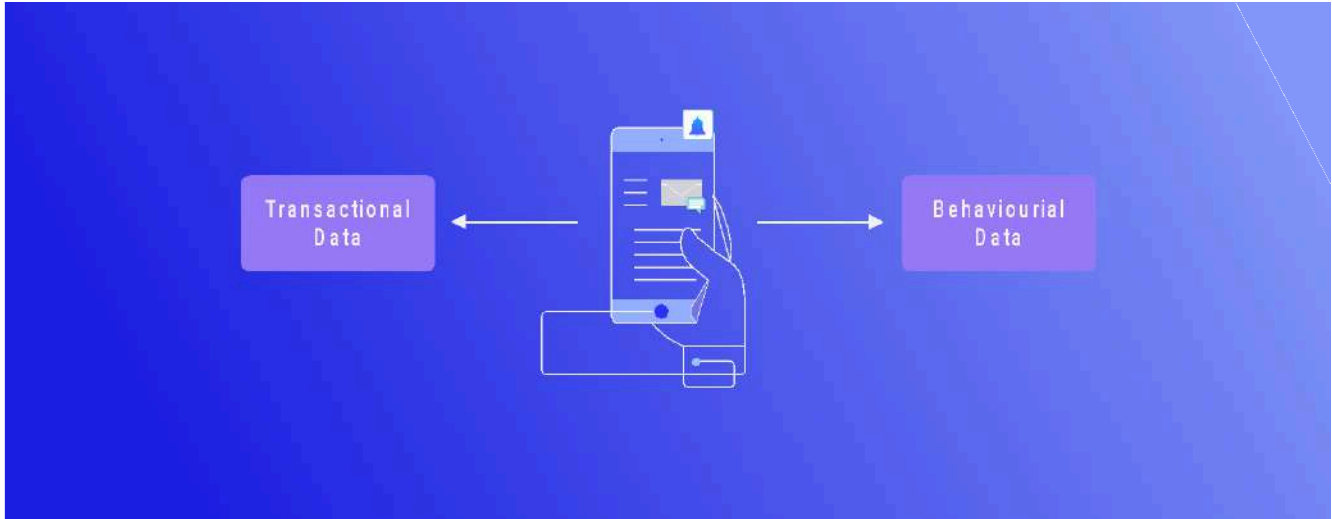
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Introduction

The purpose of this document is to walk you through the basic offerings of the Appice platform, integrated with brand's applications, in detail.

Overview

Appice is an integrated data platform which provides a full stack solution from data integration to insights - powering data-driven decisioning & insights, enabling banks to deliver on KPI's of personalisation, driving acquisitions, conversion, loyalty and ROI.



The platform ingests transactional and behavioural data to build a customer 360 for real-time insights into customer preferences & engagement. This allows automating personalised omni-channel campaigns across touchpoints, building audience segments and insights on personalised engagement. It is an intuitive and comprehensive tool that mimics real-world context so that you can reach the right audience at the right time and with the right message to drive in-the-moment and personalized engagement.

Key Pillars of Platform:

- **Customer Data Platform [CDP]:** Build a customer360 view with all transactional, behavioural & first party data.
- **Customer Experience Platform [CEX]:** Automating personalised omni-channel campaigns across touchpoints.

The Appice platform has four sections:

Dashboard where you can segment your users based on their actions and profile properties, run targeted campaigns to these segments, and analyze each campaign's performance.

SDKs that let you track users' actions within your mobile apps and websites. Our SDKs also enable you to personalize your app by giving you access to user profile data.

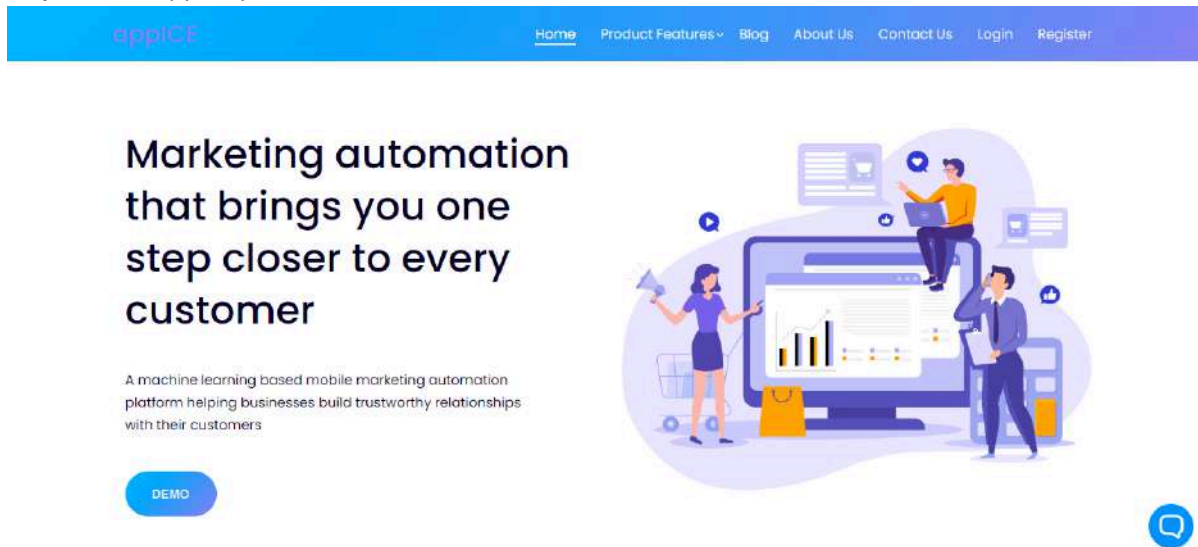
APIs that let you push user profile or event data from any source to Appice. Our APIs also enable you to connect to your legacy systems for omni channel messaging or to use custom data to personalise offers .

Webhooks that let you trigger workflows in your backend systems as soon as qualifying events occur.

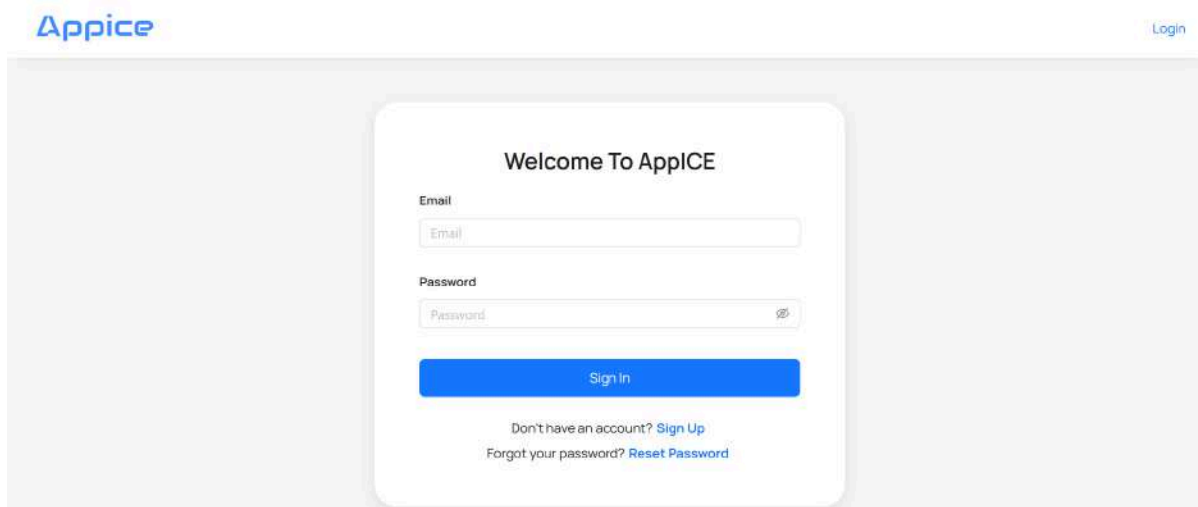
Login

Follow the steps below to reach Dashboard.

Step 1: Visit Appice platform.



Step 2: Login to this website with credentials:
Email address (*put during registration*)
Password (*put during registration*)



Dashboard

This pre-built dashboard helps you answer general questions about your app usage.

You can see the analytics of users, based on the various activities being performed on the application. For example - installation of the application, certain events (like login, register, payment etc) being performed on the application, campaigns (like push notification, in-app notification etc) being sent to the application.

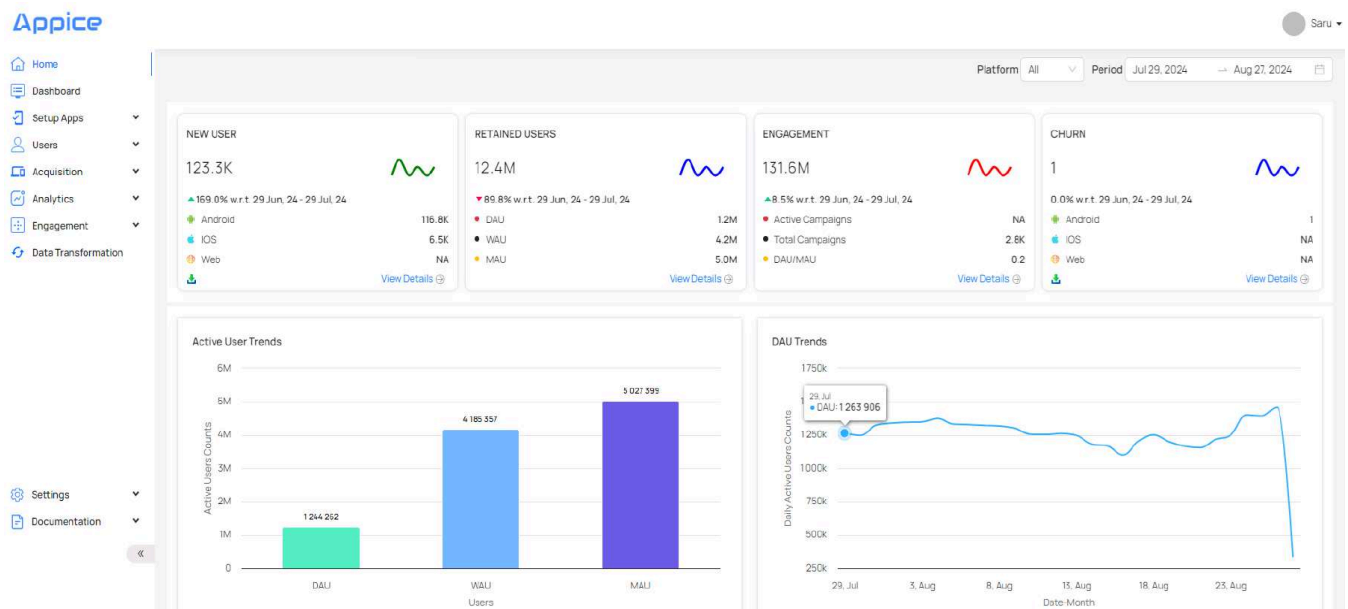
Dashboard shows various important sections:

1. Header
2. User Analytics
3. User Trends
4. User Events

These sections can be represented in the form of widgets e.g. Bar-chart, Line-chart, Table, Cohort for better representation of user data.

App Dashboard View

Step 3: Clicking on Dashboard, takes to the app dashboard page. This is how Dashboard page looks like:



Dashboard helps you answer general questions about your app usage.

Header

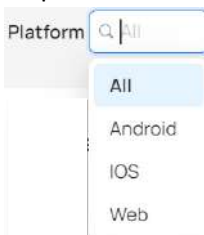
You can see 2 options to choose - Platform and Period.

Refer screenshot below.



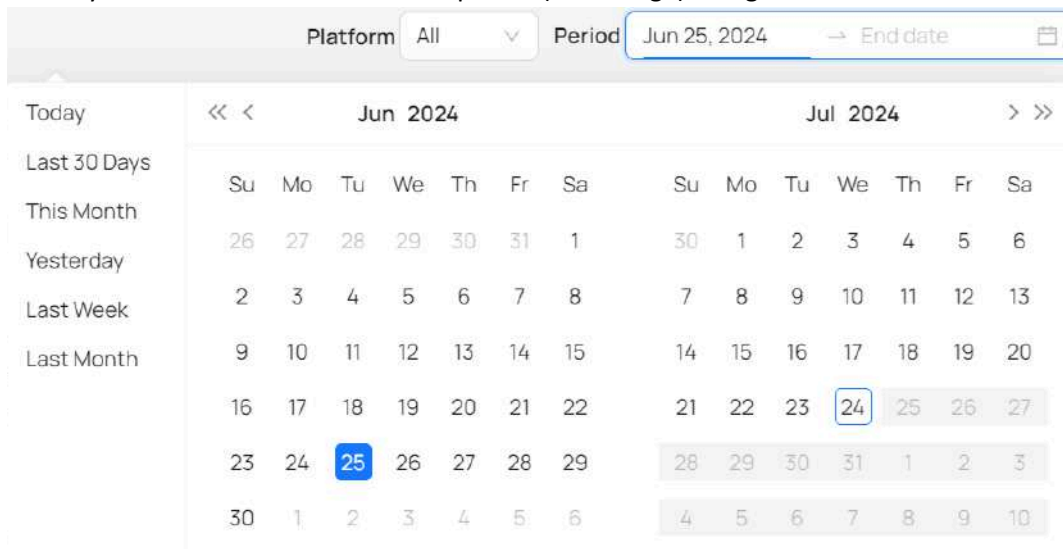
Platform

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



Period

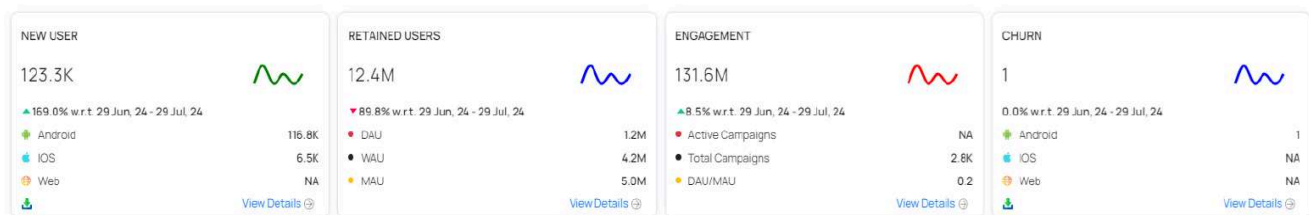
Allows you to see data on the basis of period (date range) being selected.



User Analytics

You can see the count of Users in different categories.

Refer screenshot below.



New Users

Acquisition is on 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): Average count of unique users per day who have opened the App or visited the website.
- WAU (Weekly Active User): Average count of unique users per week who have opened the App or visited the website.
- MAU (Monthly Active User): Average 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 selected 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.

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

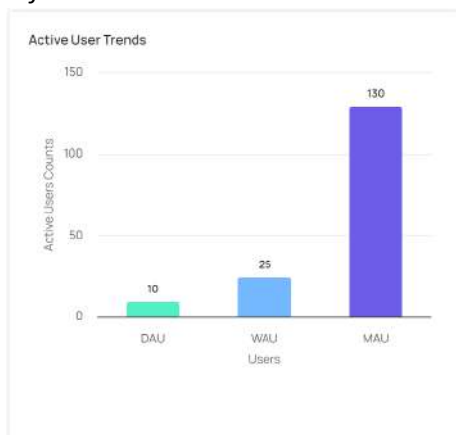
User Trends

You can get an understanding of daily (DAU), weekly (WAU), monthly (MAU) trend 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.



DAU Trends (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. 'View Details' can take you to the page, where you can see user trends in detail.

Refer screenshot below.



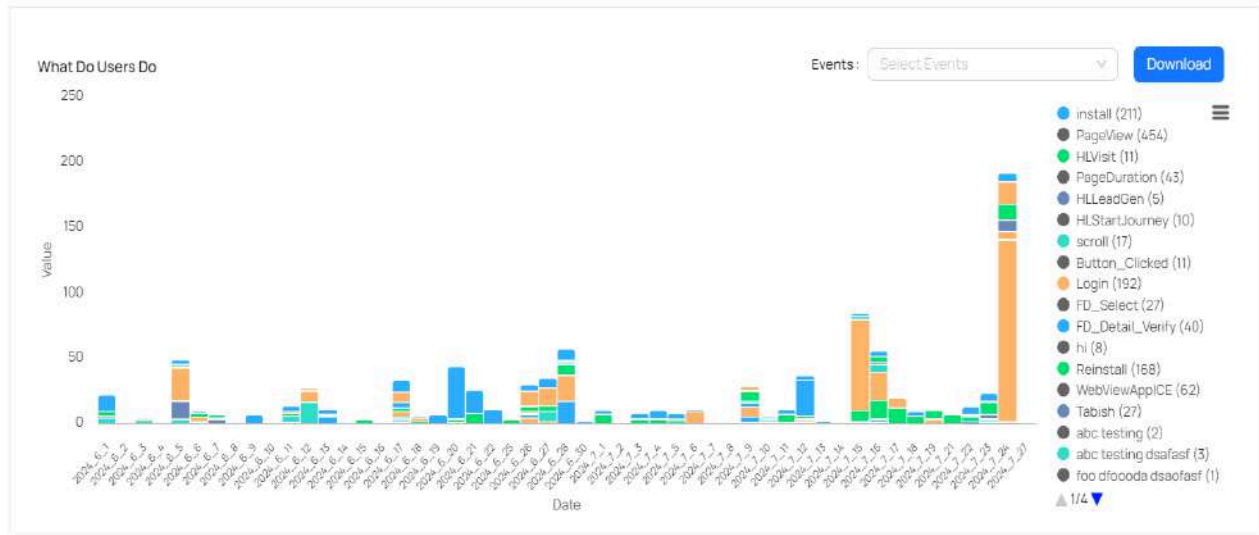
User Events

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. This data is used to derive insights on what are the most preferred features or functionalities of our App. Clicking on “View Details’, takes you to a new page to see this section in detail.

Refer screenshot below.

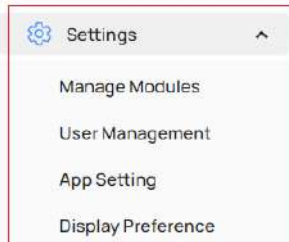


On clicking View Details, it takes you to a detailed page of Events.



Settings

‘Settings’ can be used to perform following various activities:

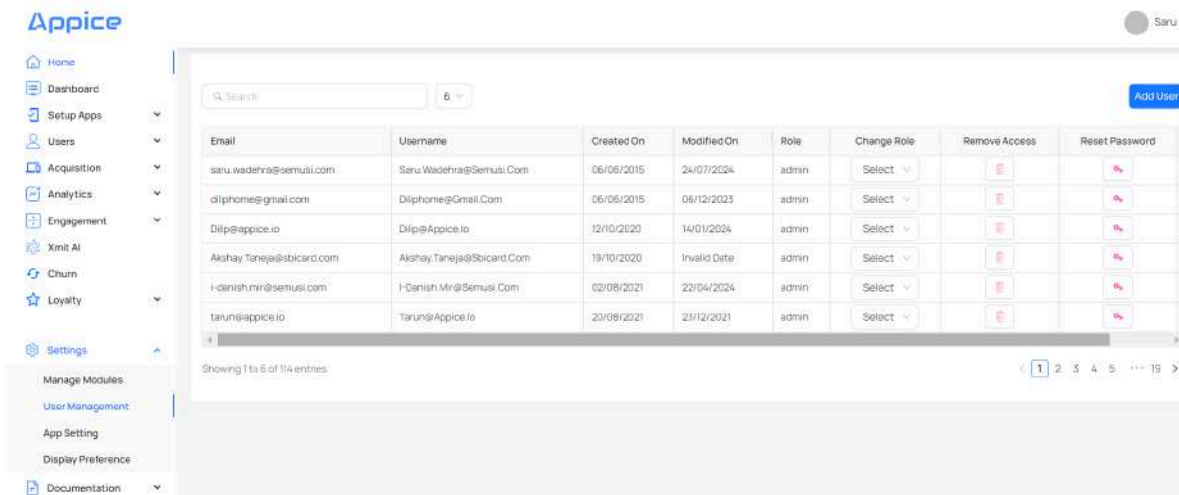


Manage Modules

Allows users to manage the application modules for SDK.

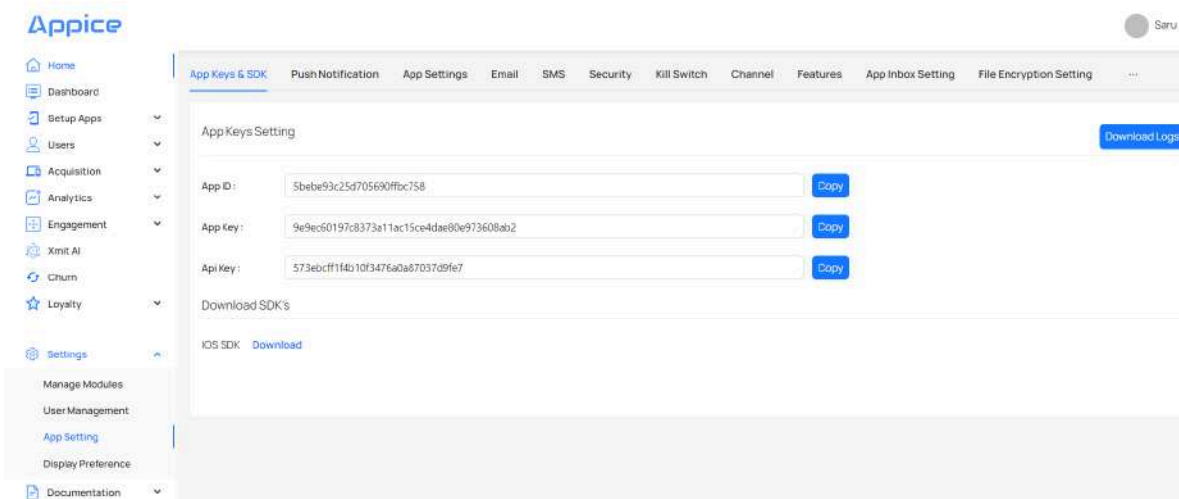
User Management

Allows to give permission, to access applications on Appice Platform, to new users.



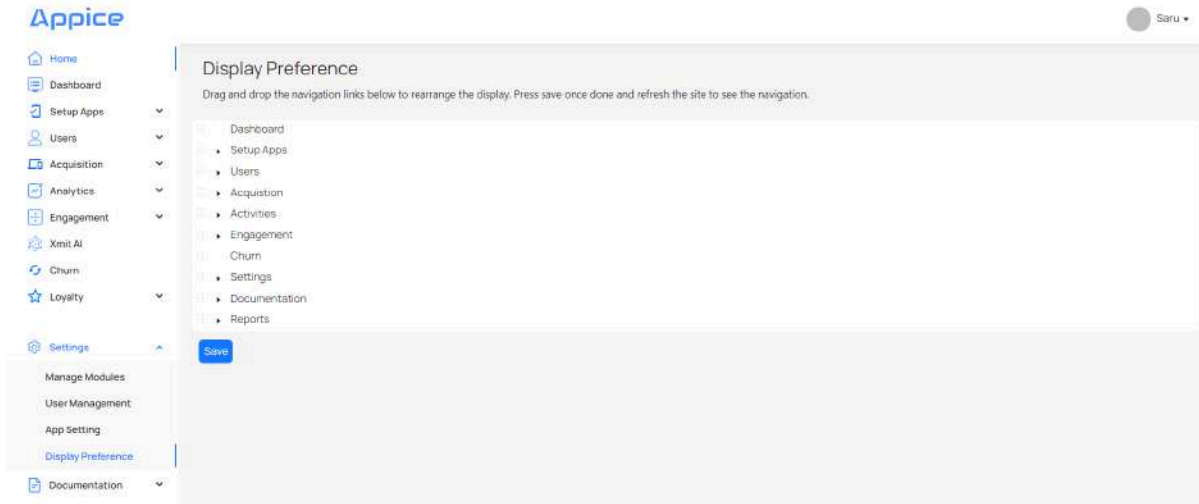
App Setting

Shows settings like app keys to be integrated within the application; Email settings which can be used to send emails; SMS settings which can be used to send SMSs; link Google/Apple accounts with certificate/keys for sending push notifications.



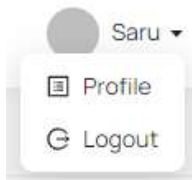
Display Preference

Allows you to rearrange the display.



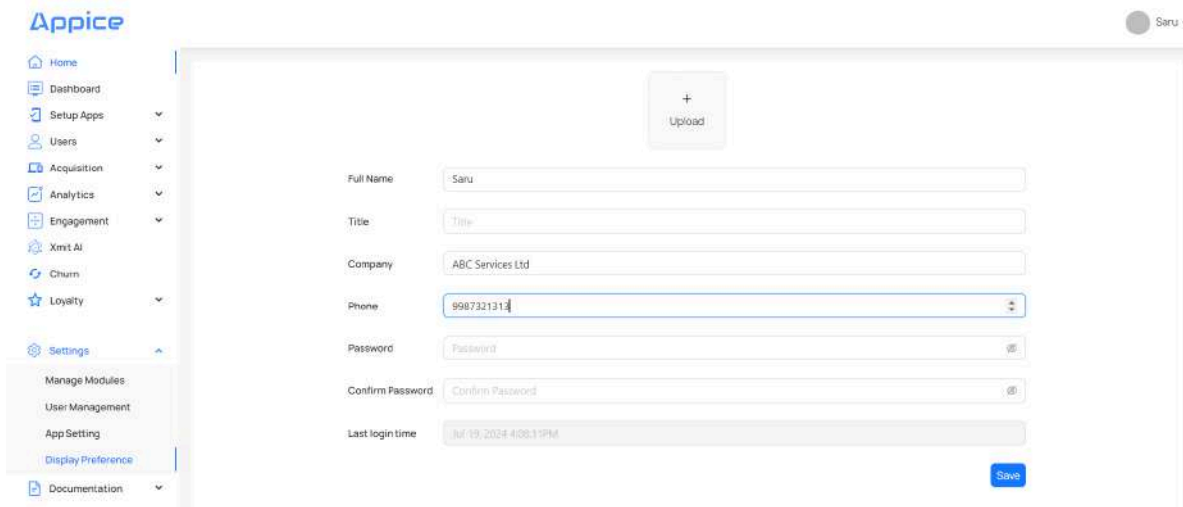
User Profile

You can see (edit) your user profile.



Edit Profile

You can edit your user details e.g. username, password, profile picture, email, phone number.

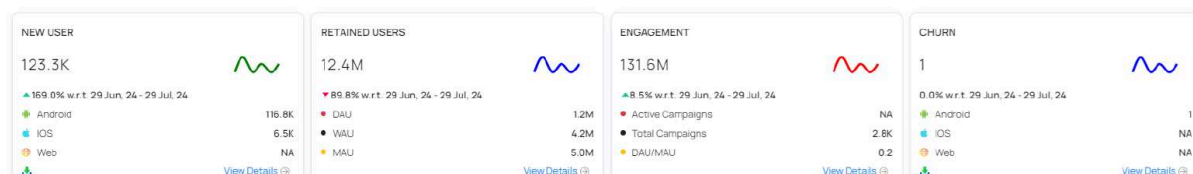


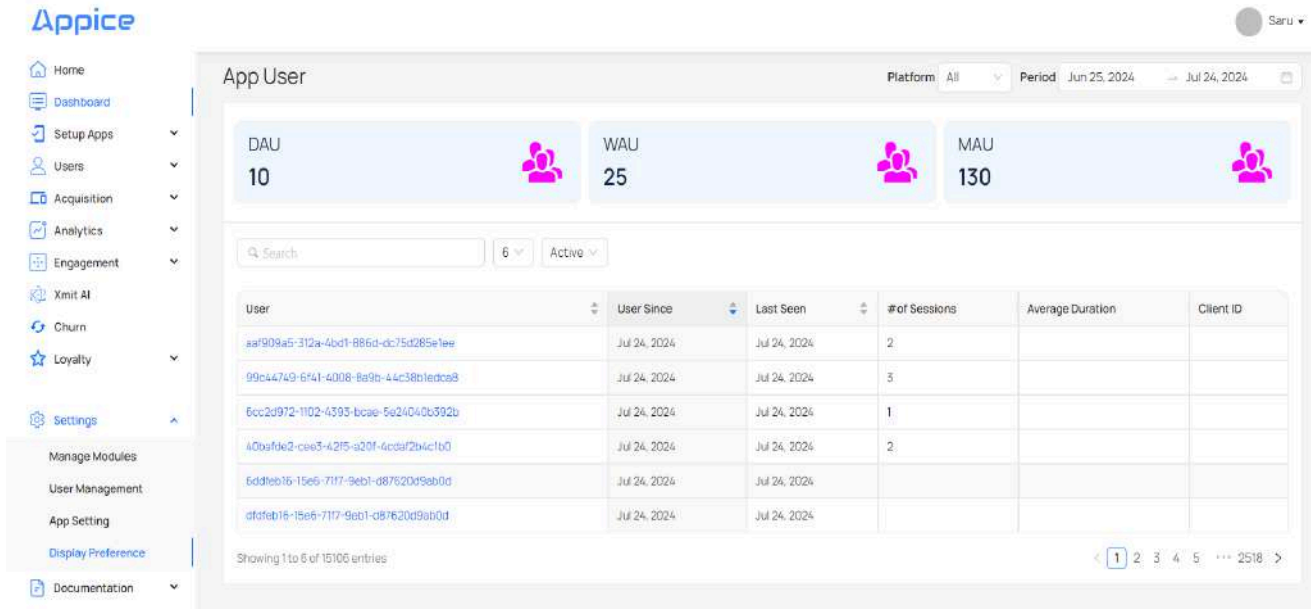
Logout

You can logout from the Appice portal.

Installs

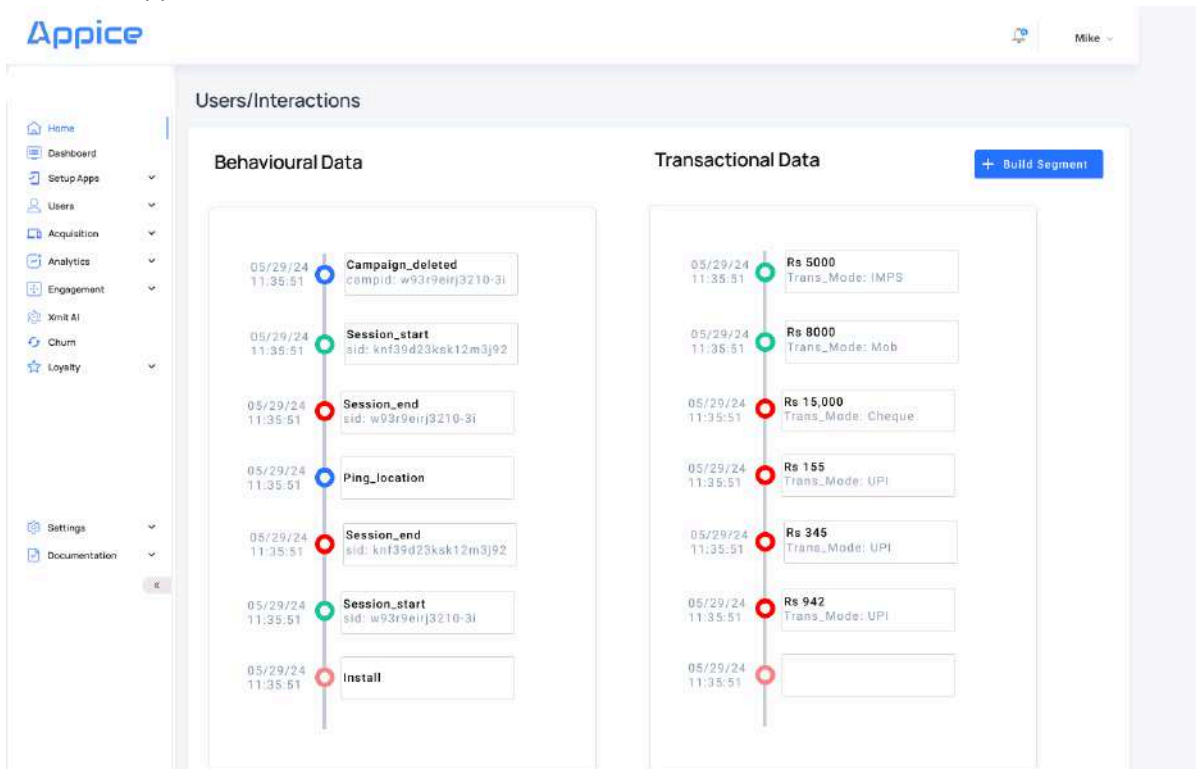
You can click on Retained Users → View Details to see Users who have installed sessions they have made & their respective Client IDs (unique identification number from App).





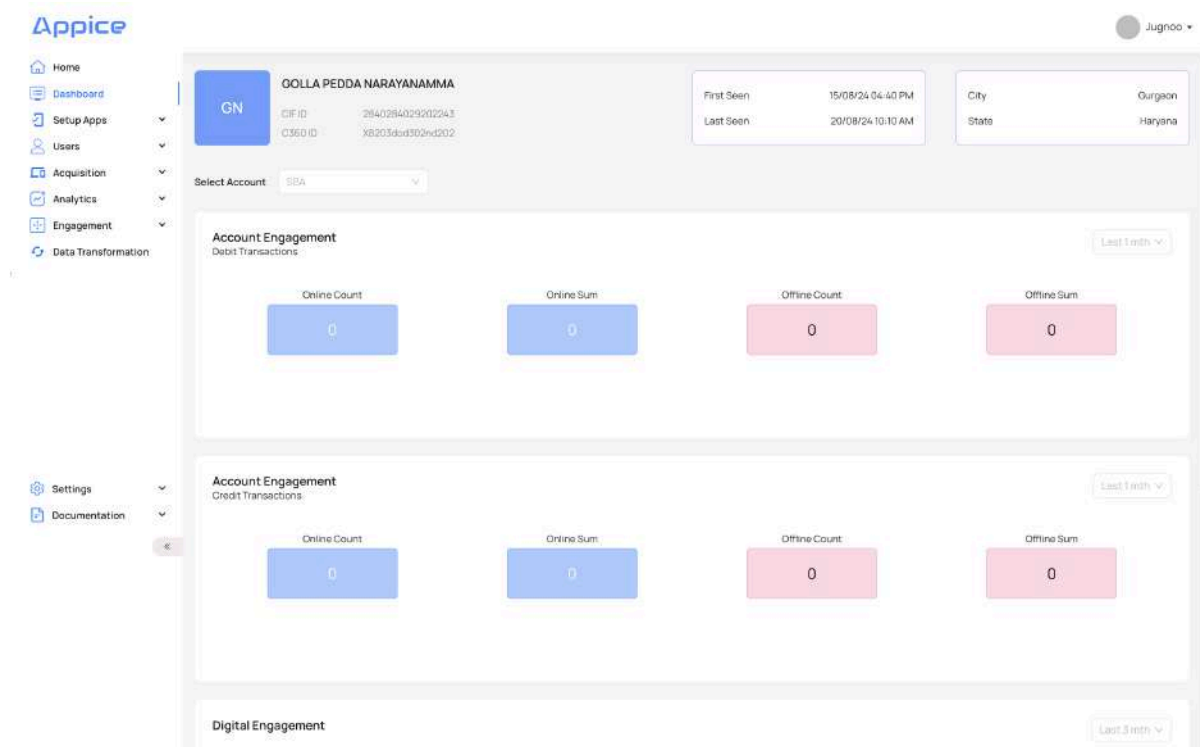
Events

You can click on individual User ID (also known as Device IDs from App) to see activities performed by an individual within the app.



Customer 360

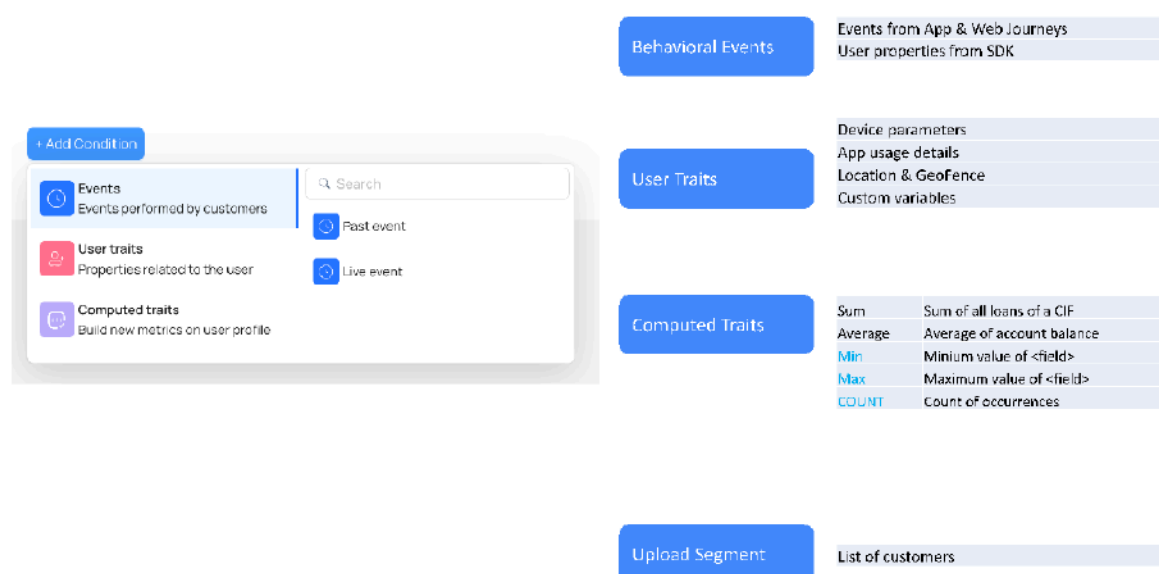
The same page also pulls up a C360 view, which is the output of the golden record of the customer and displays transactional, behavioural or demographic data [basis data availability and ingested data]



Segmentation & Traits:

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

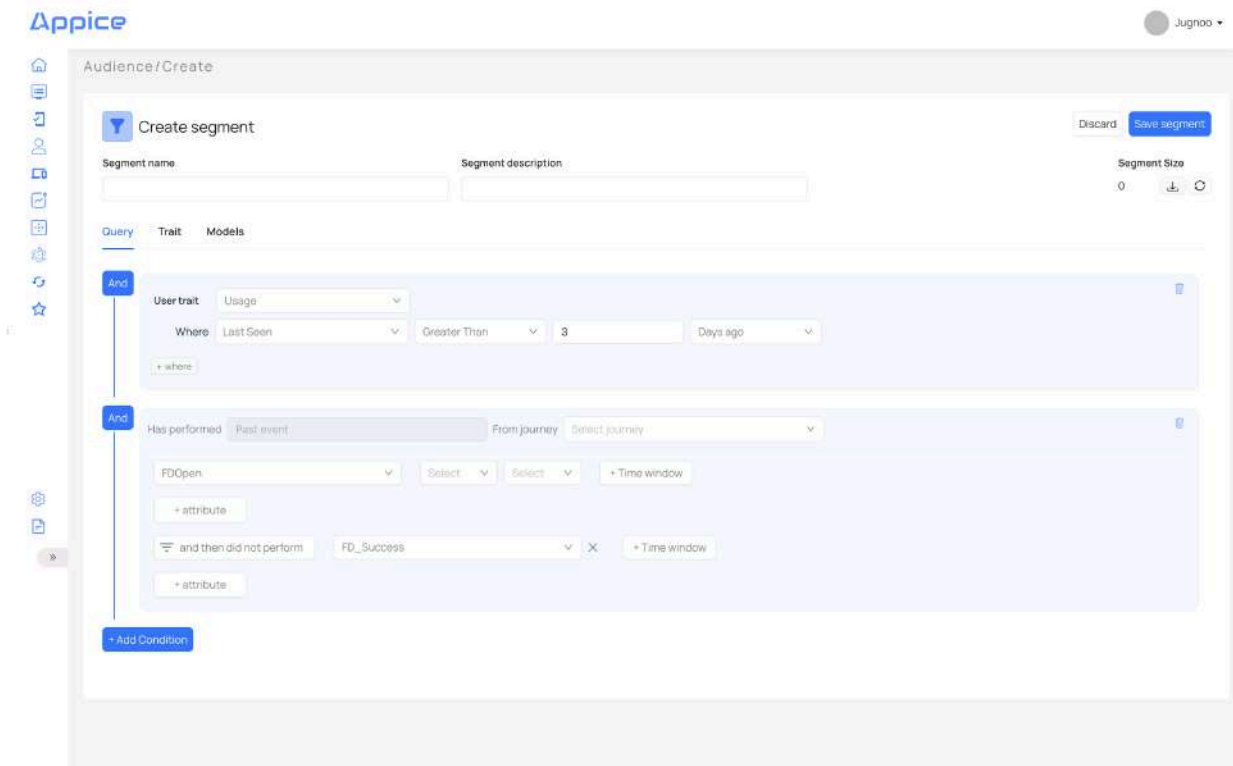
CDP Segmentation



SEGMENTS:

Can be a combination of

- o Events Data: From DBP & DLP, ingested via Appice SDK
- o User Traits: User parameter ingested via Appice SDK e.g Device, first seen, location
- o Computed Traits: Transactional data ingested via oracle queries on CBS



I. Behavioral Data Segments

AppICE is built on the premise that the user journey is a combination of who they are, what they are doing, 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 gets defined by the number of users which fulfil the 'segment' criteria. When the campaign segment is activated, various controls for sending the campaign are available such as

- o Frequency : Number of times the campaign is shown in x time limit
- o Date Range
- o Send Now or Delay
- o Days of Week
- o Time Range for sending campaign

Query Trait Models

And

Has performed Past event From journey Select journey

FDOpen at least 2 times in the last 7 Days

+ attribute

and then did not perform FD_Topup_Done + Time window

+ attribute

+ Add Condition

Examples:

FD Journey Dropoff

- Using events data from FD Journey, various stages of the journey are available on the panel :
- Use FDOpen as the start point of the Journey
- Add Frequency and Time duration
- Add final step of the Journey by selecting and then did not perform e.g FD_Topup_Done
- Add time window, which is linked to the event selected previously e.g FDOpen

II. Computed Traits

Transactional data from C360, is used to perform functional computation on CBS (or other data sources) data fields.

Trait name: High Value User

Query: Trait Models

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: Mobile number

All

Compute Function: SUM

Where: Disbursal amount of loan Greater Than

AND

Compute

Where: Avg balance of month Is Between

AND OR

+ Add Condition

Run computation over last: value days

Calculation summary

Count of customer where SUM of l→ld > AND a→avm BETWEEN

Expected time to compute: 12 hrs

BUILDING COMPUTED TRAITS

You can use computation on the transactional data to build 'computed traits' and these set 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:

Examples:

i. Those customer 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 who's 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 compute function
- Select col 'Avg balance of month' <is between> \$ xx to \$ yy

iii. Loan disbursal amount by SCHM_TYPE

- CBS Fields like SchemeType has multiple Account Types such as SBA , CAA, CCA, LAA, ODA, TDA
- These values become available in ComputedTraits when building a Trait

All

- Compute

Function

SUM

Where

Disbursal amount of loan

Greater Than

100000 x

AND

+ Compute

Where

Account Type

Equals

SBA x

AND

OR

III. Combine Customer 360 data:

Combining all data in golden record to take engagement actions

Appice

Jugnoo

Home

Dashboard

Setup Apps

Users

Customer 360

Audience segments

Acquisition

Analytics

Engagement

Data Transformation

Settings

Create segment

Discard

Save segment

Segment name

Segment description

Segment Size

0

Download

Refresh

Query

Trait

Models

And

User trait

Location

Where

Geo-fencing

OnEntry

Riyadh mall

2

Hours

Has performed

Past event

From journey

Select journey

FDOpen

Select

Select

+ Time window

and then did not perform

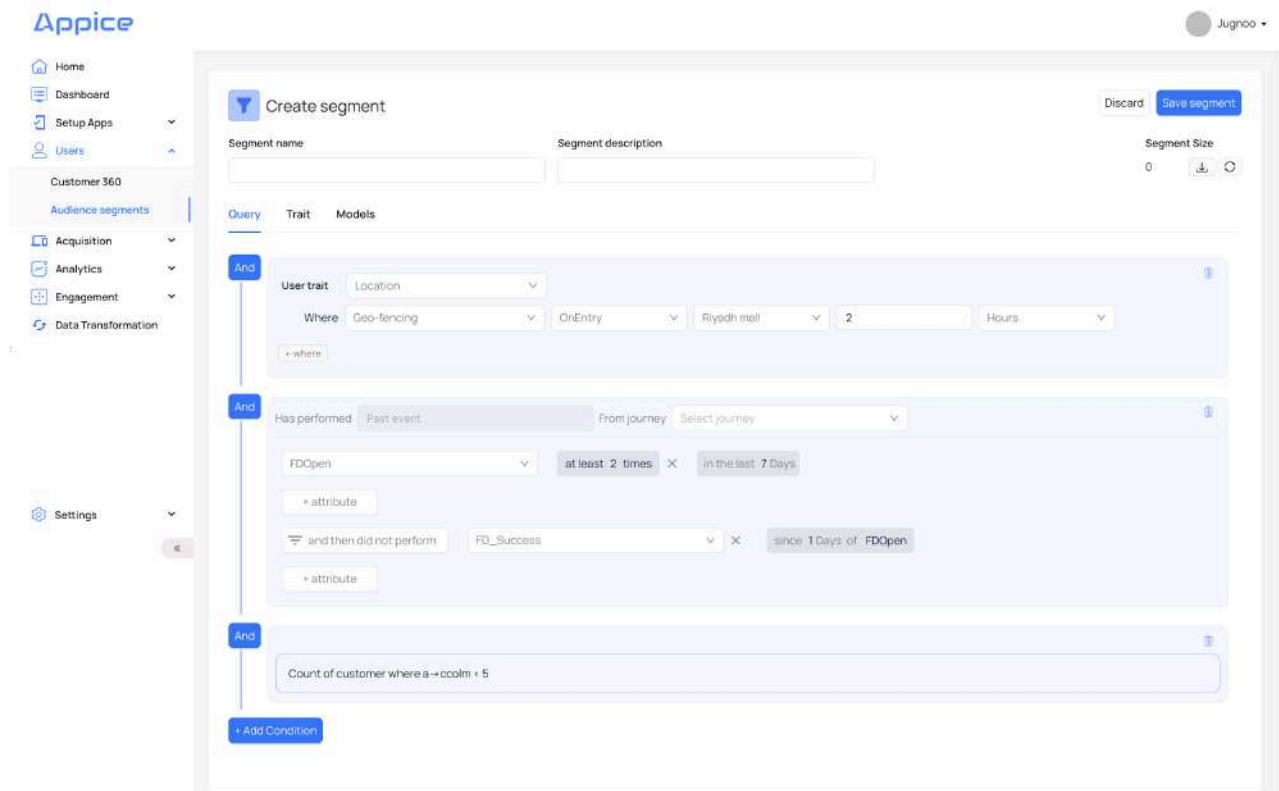
FD_Success

X

+ Time window

Count of customer where a => ccolm < 5

+ Add Condition



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

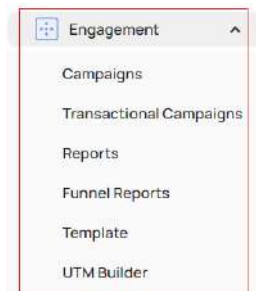
Data Type	Example
Behavioural Events	
Past Events, Live Events	Events & Attribute captured by SDK
Example: Events of a journey e.g FDOpen, FDSuccess	Customer who has started the 'Deposit' journey at least 2 times in the last 7 days And did not complete the 'Deposit' since 1 day of FDOpen
Frequency Functions for Events	At least, At most, exactly
Time Functions for 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

Engagement

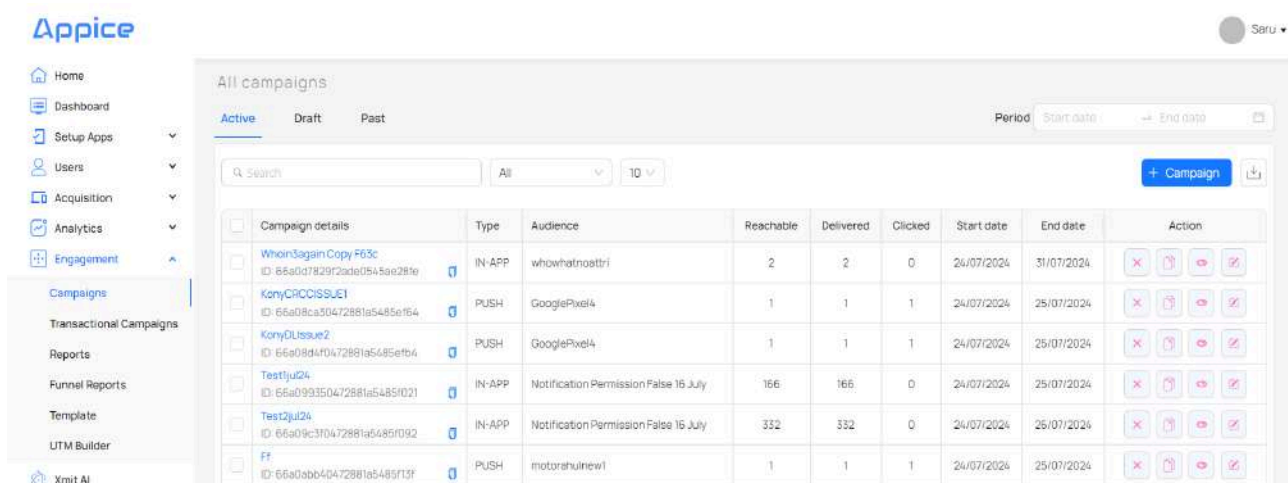
Campaigns

You can reach the campaign dashboard by following path **Engagement** → **Campaigns**.



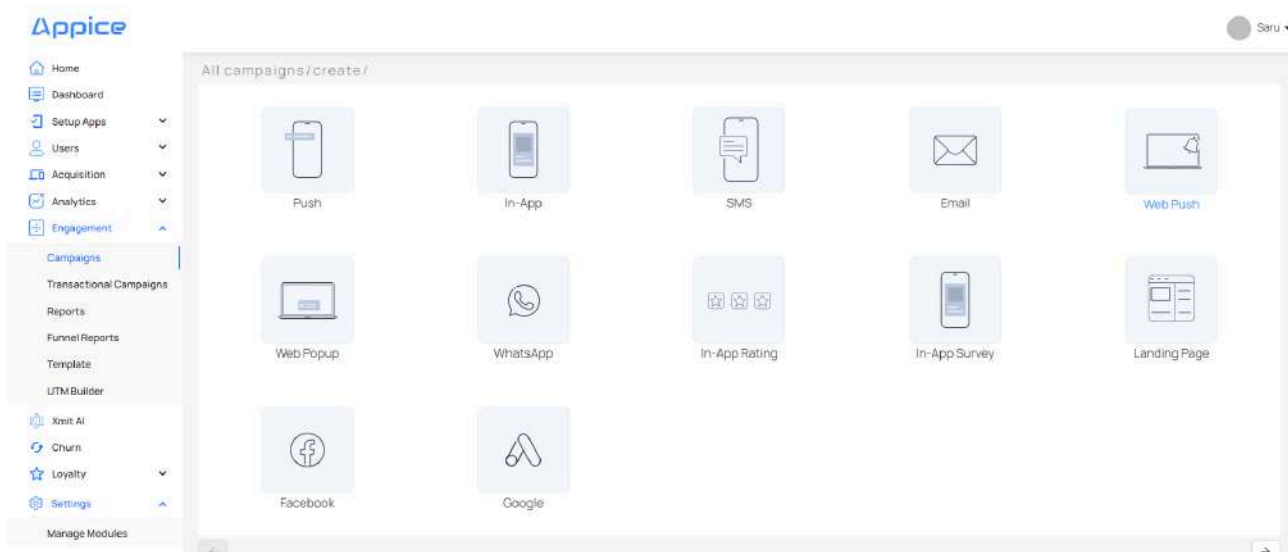
This is where you can create new campaigns and see existing ones. By default, [Active](#)

Campaigns are selected. Active Campaigns are the campaigns which are live and are in-progress.



You can start creating new campaigns by clicking on 'Create New Campaign'.

On clicking, it takes to a new page, showing various messaging channels.



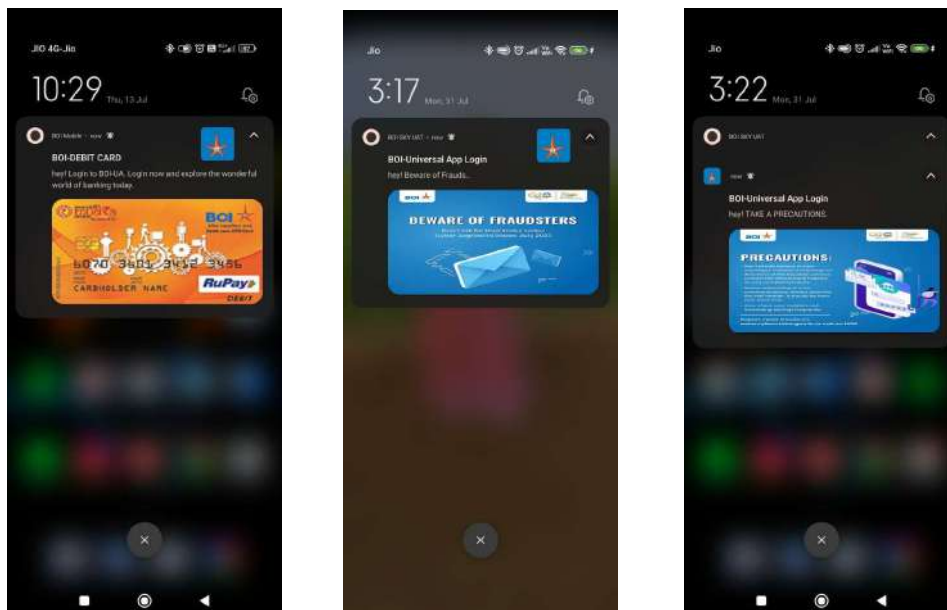
Push Notification

Push notifications provide the capability to communicate brief, yet important alerts to your mobile app users. Appice's rich segmentation and powerful infrastructure lets 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.

Push notifications display in the notification tray or the notification inbox of the user as displayed below.



You can follow these steps to create a new Push campaign.

On clicking Push notification, it takes you to next page, where you can put basic details, such as Template Name, Expanded Image etc. Then click on Submit → Next.

Screenshot of the Appice dashboard showing the 'All campaigns/create/push' form. The form includes fields for Template name, Header, Description, Expanded text, Expanded text description, and Buttons. There are also checkboxes for 'Expanded image' and 'Buttons'. A preview of the notification on a mobile phone is shown on the right.

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.

Brand Icon : 60x60

Expanded Image -

Yes - Expanded image should be shown, additional to icon, headline & description in Push received on device.

No - Expanded image should not be shown.

Expanded Image size: (w)600 x (h)300

Expanded Text -

Yes - Expanded text should be shown, additional to icon, headline & description in Push received on device.

Description to be put in the **Expanded text description** textbox.

No - Expanded image should not be shown.

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

Advanced Settings -

The screenshot shows a form titled 'Advance settings' with a dropdown arrow. It contains several sections: 'URL' with a text input field labeled 'External URL/Deeplink URL'; 'URL type' with two buttons, 'Landing page' and 'Deep link'; 'Custom data' with a 'Yes' button and a 'No' button; and 'Special Attributes' with three sub-sections: 'Sound' (Yes/No buttons), 'Vibrate' (Yes/No buttons), and 'Increment badge' (Yes/No buttons).

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.

The screenshot shows a dropdown menu for selecting a data type. The menu is open, showing options: Boolean, String, Number, Object, and Image. The 'Type' field is selected, and the 'Value' field is empty.

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.

In-App

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.

The image displays two screenshots of the Appice dashboard's 'In app campaign' configuration interface. The top screenshot shows the 'Create Message' step, where users can select an existing template, define the view (Interstitial, Mini, Header, Footer), set a call to action (checked), and configure custom data, action title, URI type (Landing page or Deep link), and external URL/deeplink URL. The bottom screenshot shows the 'Select Audience' step, which includes similar fields but also features a 'Tap action url' field. Both screenshots include a sidebar with navigation options like Home, Dashboard, Setup Apps, Users, Acquisition, Analytics, Engagement, Campaigns, Transactional Campaigns, Reports, Funnel Reports, Template, UTM Builder, Xmit AI, Loyalty, Data Transformation, Settings, and Documentation. A mobile app preview on the right shows a notification with a 'Close' 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.

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 deeplink 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.

In-App Description - Description to be shown along with 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 header or in footer or between the screen.

Interstitial (Full Screen) - Uploaded image to be shown as Full Screen. Image dimensions need to be in between (w)400 x 768(h) and (w)800 x 1024(h).

The screenshot shows the 'In app campaign' configuration screen. At the top, there's a dropdown for 'Select existing template'. Below it is a 'Template name' input field. The 'View' section shows four icons: Interstitial, Mini, Header, and Footer, with 'Interstitial' selected. The 'Set call to action' section has a radio button that is currently off. The 'Custom data' section has 'Yes' and 'No' buttons, with 'No' selected. The 'Colors' section has three color pickers for 'Header text', 'Description text', and 'Background', all currently set to black. At the bottom right, there are 'Save' and 'Close' buttons. To the right of the form is a preview of a smartphone displaying a full-screen interstitial image with a small icon in the center.

Mini - Image dimensions need to be (w)400 x 400(h).

The screenshot shows the 'In app campaign' configuration screen. At the top, there's a dropdown for 'Select existing template'. Below it is a 'Template name' input field. The 'View' section shows four icons: Interstitial, Mini, Header, and Footer, with 'Mini' selected. The 'Set call to action' section has a radio button that is currently off. The 'Tap action url' section has a text input field. The 'Custom data' section has 'Yes' and 'No' buttons, with 'No' selected. The 'Colors' section has three color pickers for 'Header text', 'Description text', and 'Background', all currently set to black. At the bottom right, there are 'Save' and 'Close' buttons. To the right of the form is a preview of a smartphone displaying a mini interstitial image with a small icon in the center.

Header - Image dimensions need to be in between (w)60 x 60(h) and (w)96 x 96(h). Message characters need to be 80 characters long.

In app campaign

Select existing template

Template name

View

Interstitial Mini Header Footer

In app description

Tap action url

Custom data

Yes No

Colors

Header text Description text Background

Save Close

Android iOS

Footer - Image dimensions need to be in between (w)60 x 60(h) and (w)96 x 96(h). Message characters need to be 80 characters long.

In app campaign

Select existing template

Template name

View

Interstitial Mini Header Footer

In app description

Tap action url

Custom data

Yes No

Colors

Header text Description text Background

Save Close

Android iOS

In-App notifications display inside the app, as displayed below.



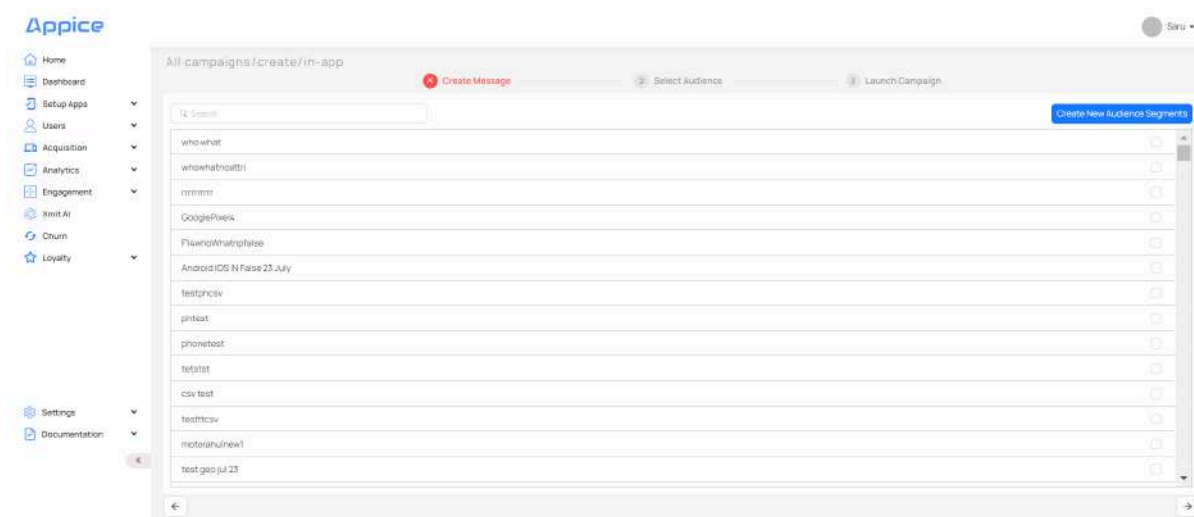
Creative Sizes: Basis Channel

S.No.	Channel	Creative 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	(w)60 x 60(h) and (w)96 x 96(h)	100 KB
		Footer	(w)60 x 60(h) and (w)96 x 96(h)	100 KB

Click the Submit button to go to the next Tab - Select Audience.

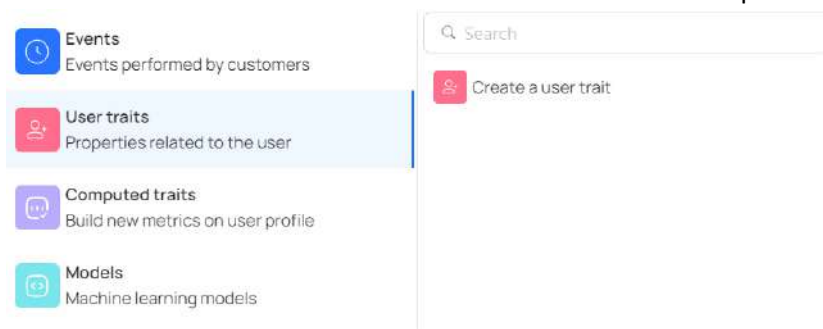
This page shows you list of existing audience segments being created in past
OR
you can create a new segment by clicking on '**Create New Audience Segments**'.



On clicking **Create New Audience Segments**, you can reach a screen where you can choose your target audience for sending Push/In-App notification.

Target Audience Segment can be divided into 3parts:

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.

3. Computed Traits - can be created on the basis of computation done on transactional data of the users.

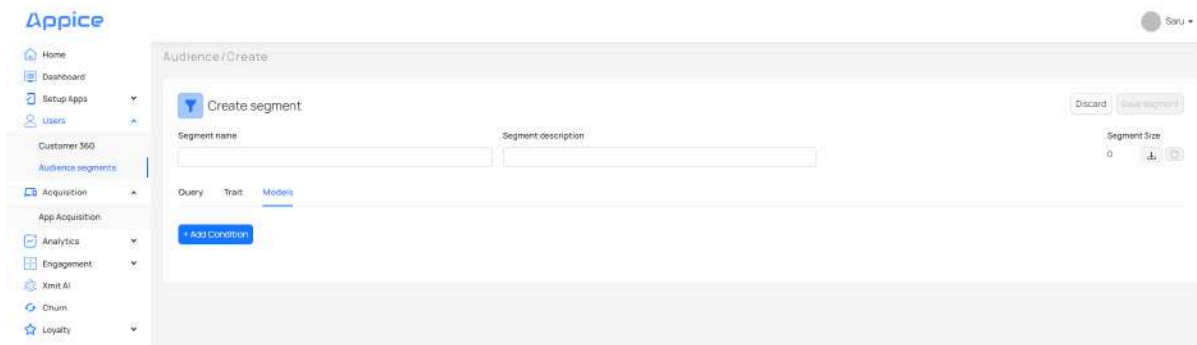
These criterias can be used together (by clicking on Add Condition) to create an audience segment. For example:
Users WHO have done Past event (VisitLoan)

+

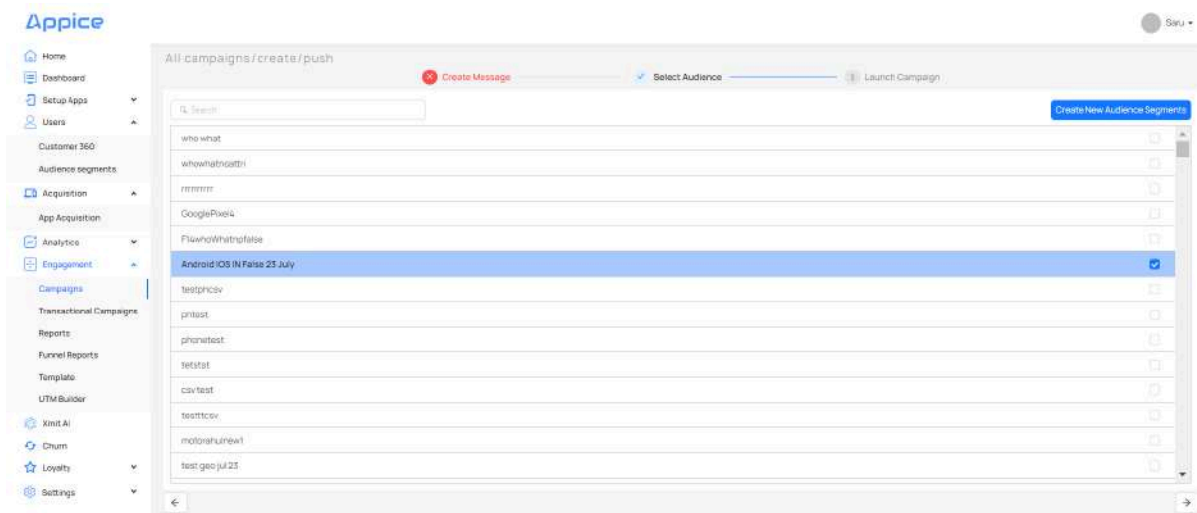
Users WHO have Device (Android)

+

Users WHO have Average balance greater than 50,000

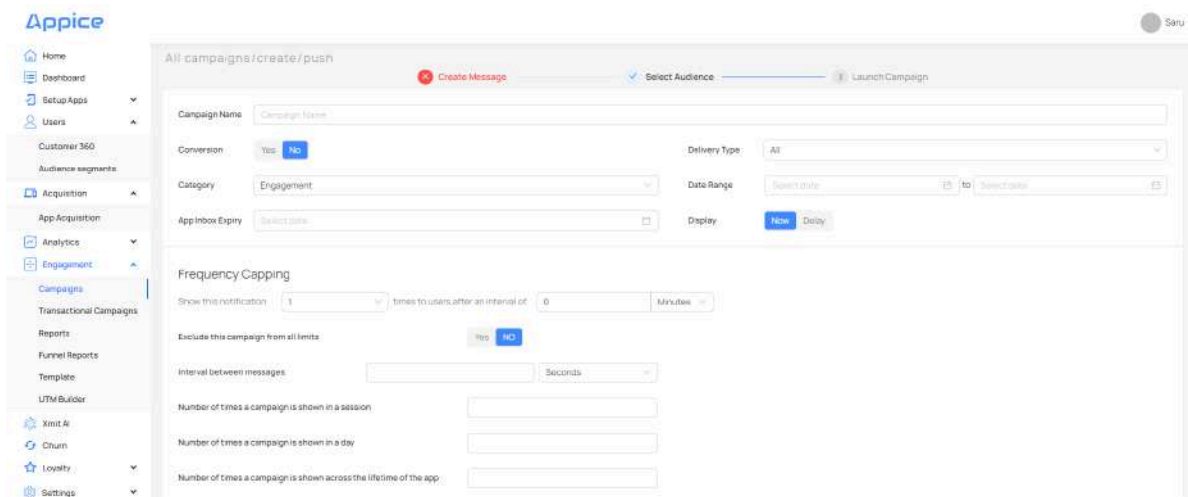


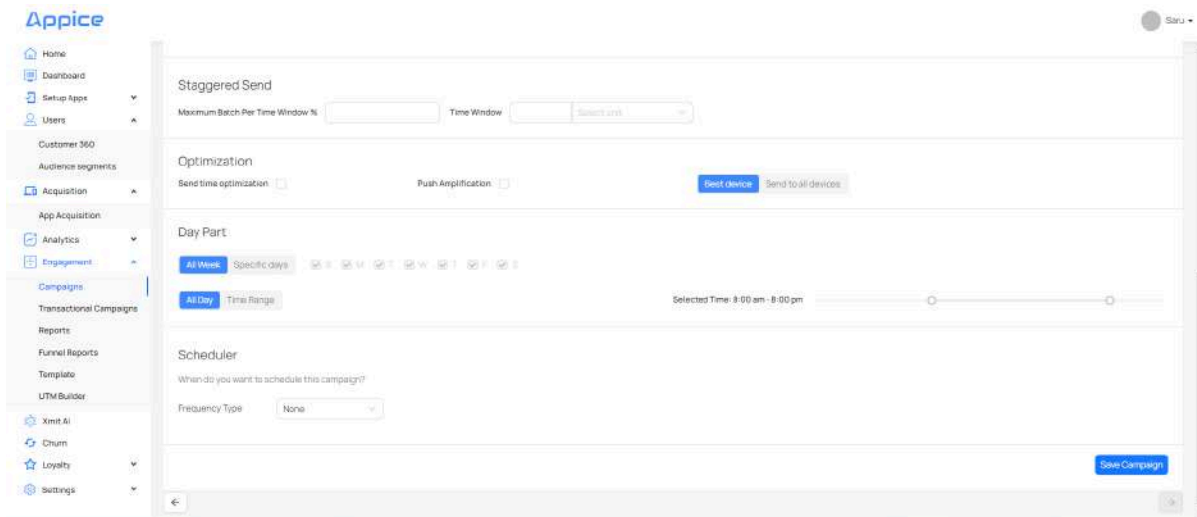
On saving the audience segment, it takes to this screen and it shows the newly created audience segment as selected.



Click → at the bottom of the screen to go to the next Tab which is **Launch Campaign**.

On the 'Launch Campaign' tab, you can set up campaign settings. For example, the start date when you want to send this campaign and how many times you want to send this campaign to your users.





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.

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

The staggered send approach is used to send bulk campaigns spread across various time windows. The main use case is to avoid the load on the customer's servers.

Staggered Send is a feature that enables you to manage the rate at which notifications are sent to end users. It helps prevent overload on your platform/operations by distributing the incoming traffic over a longer period of time, rather than redirecting too many users to your mobile application/website at once with too many notifications simultaneously. This feature can significantly reduce the peak traffic on your platform, enabling you to serve more customers without impacting the platform's performance.

Finding the optimal staggered send is crucial in ensuring the effectiveness of your campaigns. A high staggered send rate can overload your platform, while a low rate can result in campaigns running for longer than expected, affecting the relevance of your messages to end users. Therefore, it is important to strike a balance by setting a reasonable rate that suits your campaign reach and frequency to ensure that your messaging stays relevant, without overloading your platform.

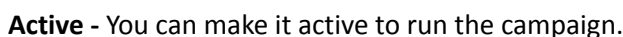
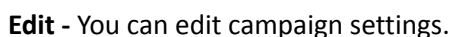
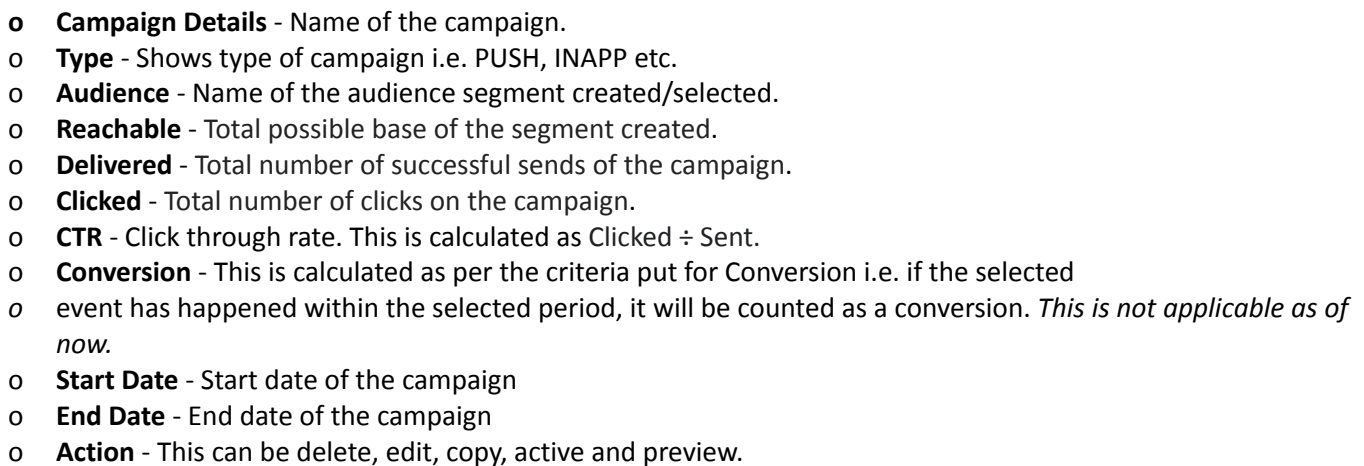
Optimization - You can optimize the campaign to be sent to the best users at the right time.

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.

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

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.



All campaigns

Active Draft Past

Period Start date End date

Search All 10 Campaign

Campaign details	Type	Audience	Reachable	Start date	End date	Action
Whon3agan ID: 66a0c7b0c472881a5485f484	IN-APP	whowhatnoastr	0	24/07/2024	25/07/2024	<input checked="" type="checkbox"/>
Sagto Test ID: 66a0c7b0c472881a5485f484	IN-APP	whowhatnoastr	2	24/07/2024	26/07/2024	<input checked="" type="checkbox"/>
Arthe Real 25 July F51 ID: 669fb3780472881a5485ec4f	IN-APP	arthe real	0	23/07/2024	24/07/2024	<input checked="" type="checkbox"/>
Kilac58 ID: 669fb3780472881a5485ec4f	IN-APP	TabishF14	1	23/07/2024	24/07/2024	<input checked="" type="checkbox"/>

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
Whon3agan ID: 66a0c7b0c472881a5485f484	IN-APP	whowhatnoastr	0	24/07/2024	25/07/2024	<input checked="" type="checkbox"/>
Sagto Test ID: 66a0c7b0c472881a5485f484	IN-APP	whowhatnoastr	2	24/07/2024	26/07/2024	<input checked="" type="checkbox"/>
Arthe Real 25 July F51 ID: 669fb3780472881a5485ec4f	IN-APP	arthe real	0	23/07/2024	24/07/2024	<input checked="" type="checkbox"/>
Kilac58 ID: 669fb3780472881a5485ec4f	IN-APP	TabishF14	1	23/07/2024	24/07/2024	<input checked="" type="checkbox"/>

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
Whon3agan ID: 66a0c7b0c472881a5485f484	IN-APP	whowhatnoastr	0	24/07/2024	25/07/2024	<input checked="" type="checkbox"/>
Sagto Test ID: 66a0c7b0c472881a5485f484	IN-APP	whowhatnoastr	2	24/07/2024	26/07/2024	<input checked="" type="checkbox"/>
Arthe Real 25 July F51 ID: 669fb3780472881a5485ec4f	IN-APP	arthe real	0	23/07/2024	24/07/2024	<input checked="" type="checkbox"/>
Kilac58 ID: 669fb3780472881a5485ec4f	IN-APP	TabishF14	1	23/07/2024	24/07/2024	<input checked="" type="checkbox"/>

On clicking, it takes you to the next screen.

Appice

Home Dashboard Setup Apps Users Customer 360 Audience segments Acquisition App Acquisition Analytics Engagement Campaigns Transactional Campaigns Reports Funnel Reports Template UTM Builder

Xmit Ai Chum Loyalty Settings

Campaign details

Campaign F1

Type Push Audience segment Mitonahurwe1

Start date	End date	Maker	Checker
Jul 24, 2024 8:00:00 PM	Jul 25, 2024 8:00:00 AM	j*****@gsemul.com	j*****@gsemul.com

Delivery

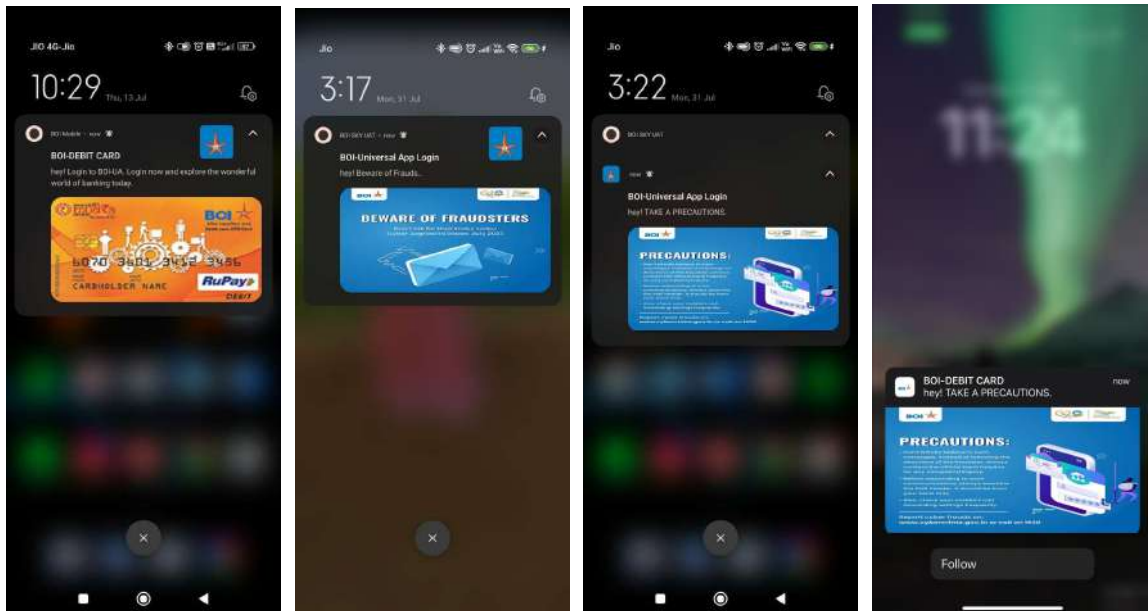
Reachable audience 1

App inbox details

Reachable audience	Sent	Inbox read	Appinbox expiry
1	0	0	Jul 25, 2024 12:52:28 PM

09:31 Digibank: Demo Configuration. You are You need a member of 0000. Add the...

Once you mark this campaign as 'Active', it will send a push notification to your selected audience segment. Push notification will be shown within your app as displayed below:

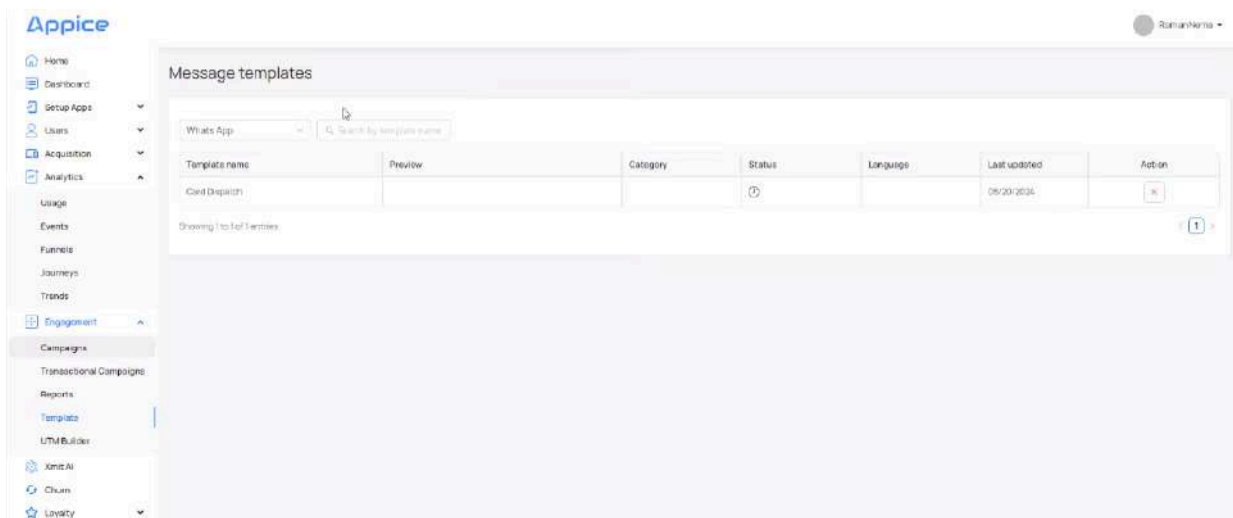


In-App notifications display inside the app, as displayed below.

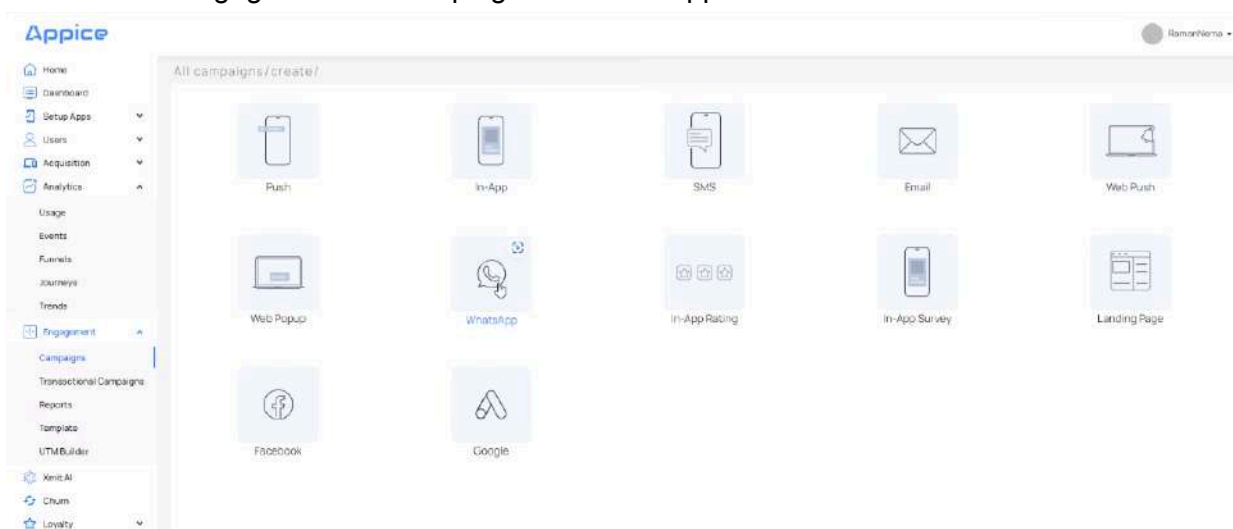


Whatsapp

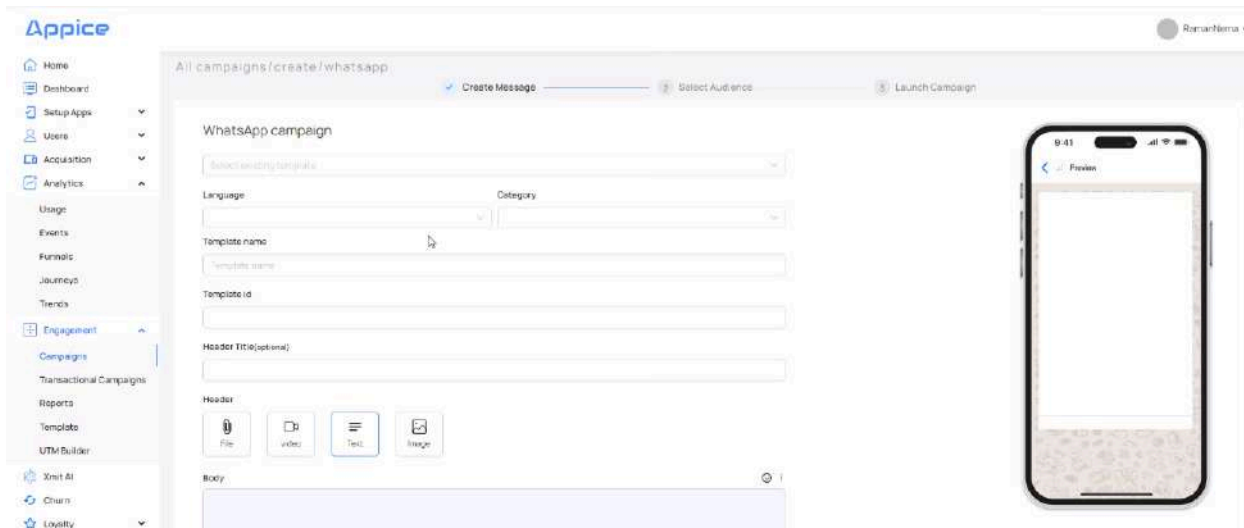
The Whatsapp template is created in the panel and uploaded.



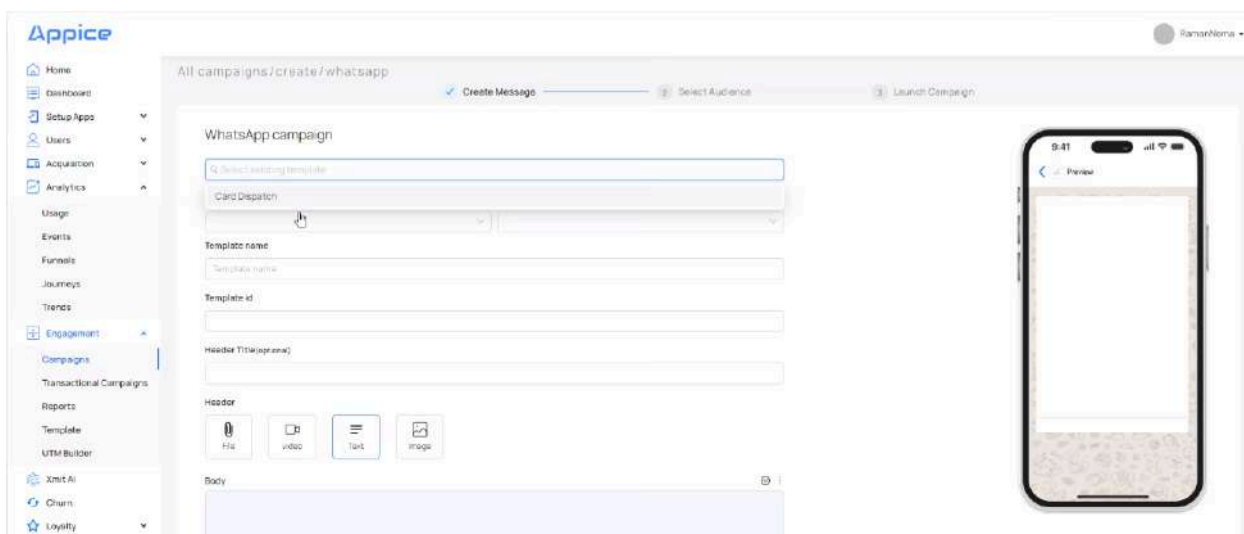
1. Go to Engagement → Campaigns → WhatsApp.



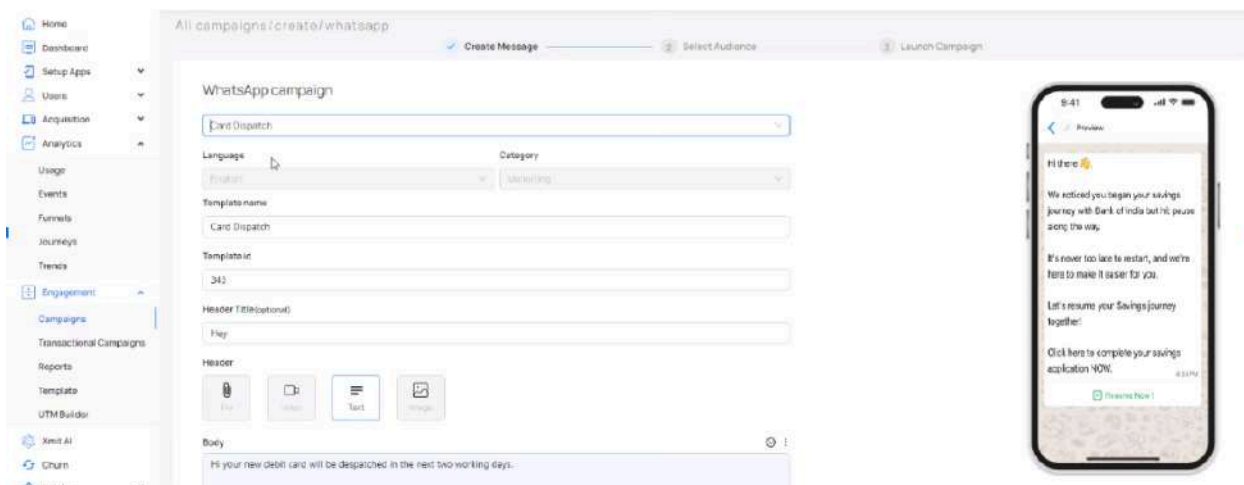
2. Click Create New Campaign.



3. Either select an existing template or create a new template.



4. Select the existing template.



5. Select the Audience segment where you want to send WhatsApp message to.

6. Go to Next Tab to put campaign details and Save the campaign.

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

The screenshot shows the 'All campaigns' dashboard in the Appice interface. It features a sidebar with navigation options like Home, Dashboard, Setup Apps, Users, Customer 360, Audience segments, Acquisition, App Acquisition, Analytics, Engagement, Campaigns, Transactional Campaigns, Reports, Funnel Reports, Template, UTM Builder, Exit AI, Churn, Loyalty, and Settings. The main area displays a table of campaigns with columns for Campaign details, Type, Audience, Reachable, Delivered, Clicked, Start date, End date, and Action. A 'Download Copy' button is visible in the top right corner of the table area.

Campaign details	Type	Audience	Reachable	Delivered	Clicked	Start date	End date	Action
Wholesale Copy F532 ID: 66a3d7929729a09595a289a	IN-APP	wholesalemail	2	2	0	24/07/2024	31/07/2024	[X] [i] [e] [d]
KonyOCOSSE1 ID: 66a3d7929729a09595a289a	PUSH	GooglePixel	1	1	1	24/07/2024	25/07/2024	[X] [i] [e] [d]
KonyOCOSSE2 ID: 66a3d7929729a09595a289a	PUSH	GooglePixel	1	1	1	24/07/2024	25/07/2024	[X] [i] [e] [d]
Test1j2k ID: 66a3d7929729a09595a289a	IN-APP	Notification Permission Pasa 15 July	166	166	0	24/07/2024	25/07/2024	[X] [i] [e] [d]
Test1j2k ID: 66a3d7929729a09595a289a	IN-APP	Notification Permission Pasa 15 July	332	332	0	24/07/2024	25/07/2024	[X] [i] [e] [d]
F1 ID: 66a3d7929729a09595a289a	PUSH	motorolunewf	1	1	1	24/07/2024	25/07/2024	[X] [i] [e] [d]
F101 ID: 66a3d7929729a09595a289a	PUSH	motorolunewf	1	1	0	24/07/2024	25/07/2024	[X] [i] [e] [d]
F102 ID: 66a3d7929729a09595a289a	PUSH	motorolunewf	1	1	0	24/07/2024	25/07/2024	[X] [i] [e] [d]
F103 ID: 66a3d7929729a09595a289a	PUSH	motorolunewf	1	1	0	24/07/2024	25/07/2024	[X] [i] [e] [d]
F104 ID: 66a3d7929729a09595a289a	PUSH	motorolunewf	1	1	0	24/07/2024	25/07/2024	[X] [i] [e] [d]

Language Selection:

Custom fields can be added basis business requirements to execute all possible levels and types of personalization. language based on preference (from the CDP, or based on acceptance and click rate, or defined rules)

The screenshot shows the 'Push campaign' creation interface in the Appice system. It includes a sidebar with navigation options and a main area with a progress bar showing 'Create Message', 'Select Audience', and 'Launch Campaign'. The 'Create Message' step is active, showing fields for Template name (UBI Platinum Card), Header (Amazing offer! Platinum Card), and Description (Invest and save with our New Platinum Card offer). A language selection dropdown is open, showing options: Hindi, English, Arabic, and Indonesian. The interface also includes sections for Expanded text, Expanded image, Buttons, and Advance settings (URL, URL type, Special Attributes, Vibrate, Increment badge). A preview of the campaign message on a smartphone is shown on the right.

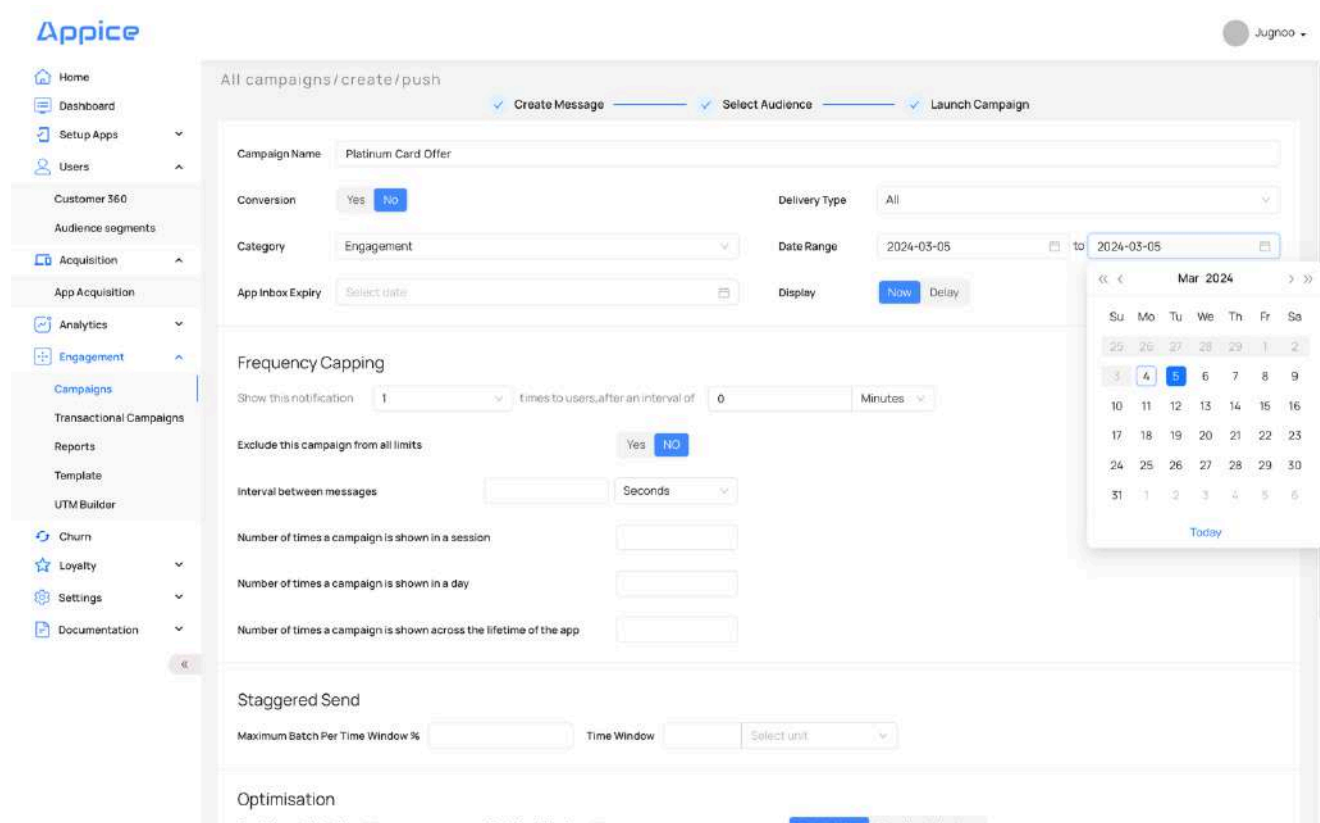
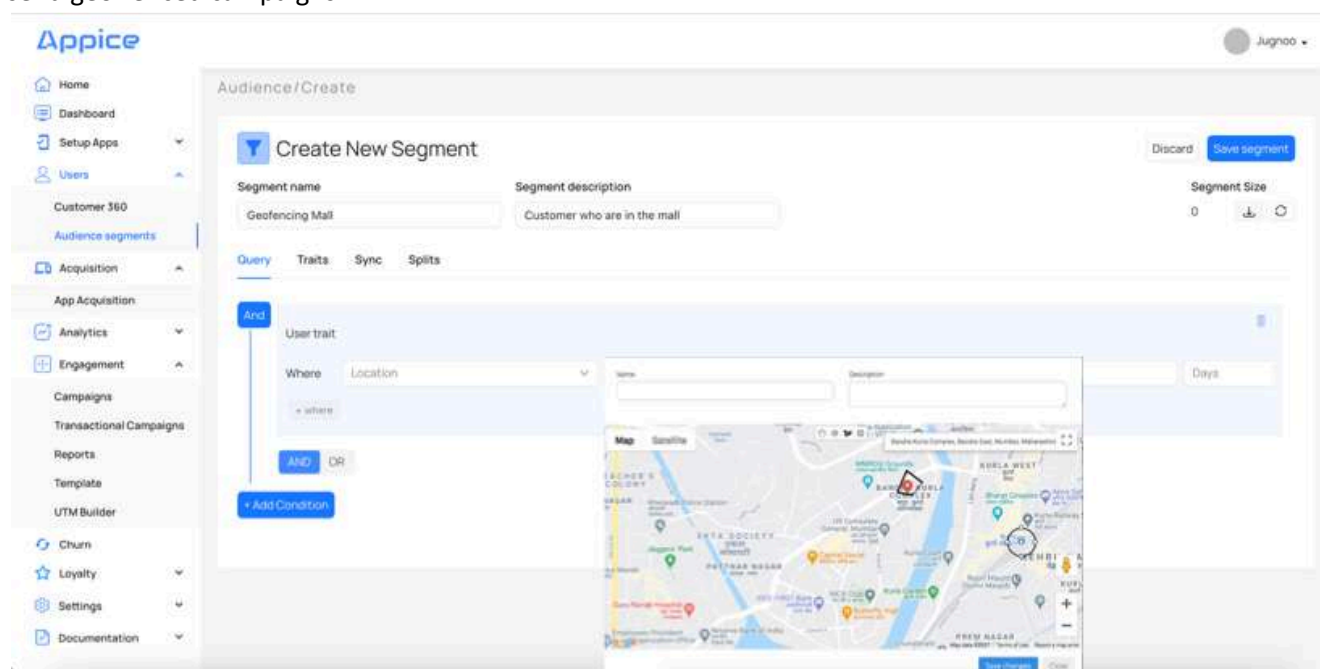
Timezone & Geotagging

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.



Email

Follow this step to integrate Email service providers details in Appice Platform. This step ensures that all emails sent through Appice will be routed via IBM-DBP infrastructure.

In the SMTP settings on Appice Panel, input [vendor] SMTP credentials:

- **SMTP Server:** smtp.xxxtmail.com
- **Port:** 587 or 2525 (for TLS) or 25 (no encryption)
- **Authentication:** Use your [vendor] API key as the password

SMS

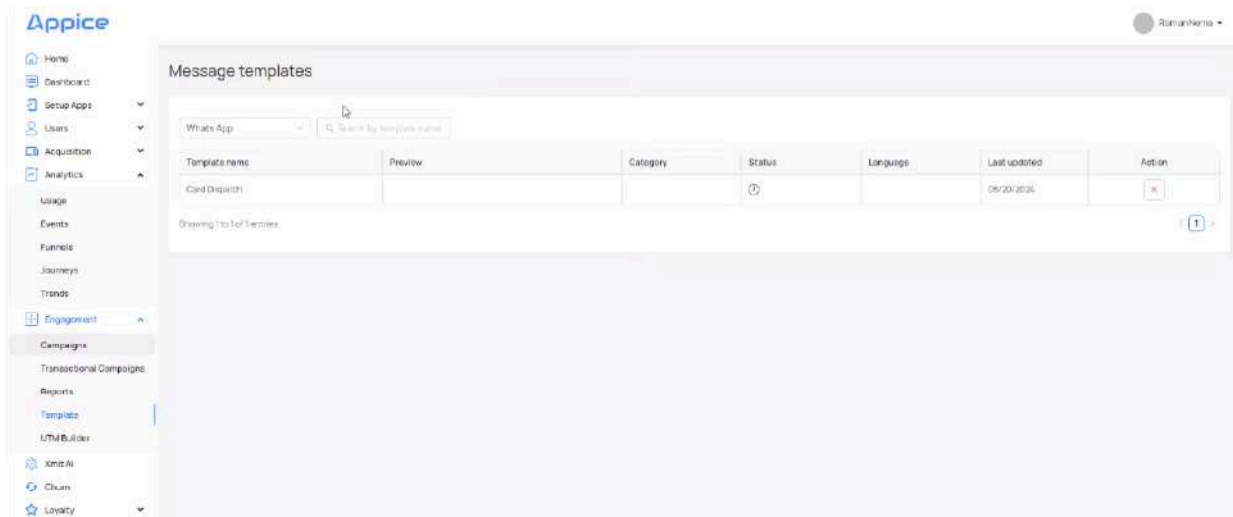
Sometimes depending on the capability of the Gateway providers, we may need to use webhooks to trigger campaigns. Here are the steps to follow:

Steps to configure the webhook:

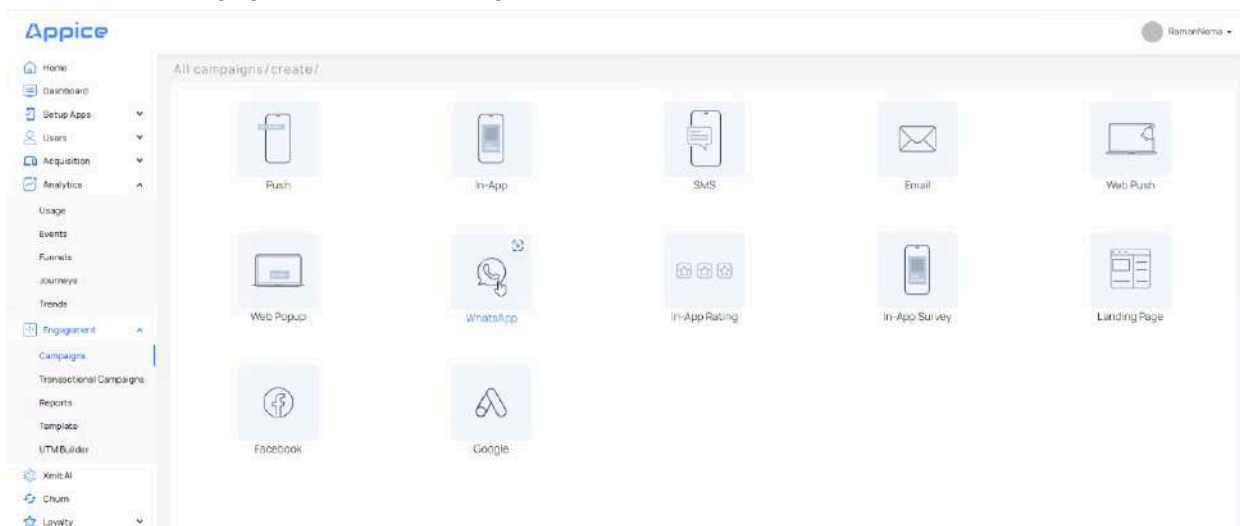
- Appice will **Trigger a Webhook**.
- Get the following details from [vendor] API endpoint for sending SMS. For example:
 - [vendor] **SMS API Endpoint:** https://api.abcdxyz.com/smppsend
 - Add the necessary **parameters** for sending the SMS:
 - username: Your [vendor] account username
 - password: Your [vendor] account password
 - to: The recipient's phone number (you can use a Appice contact property like {{contact.phone_number}})
 - from: The sender ID you configured in [vendor]
 - text: The SMS message content (which can also be personalized using Appice contact tokens, e.g., {{contact.firstname}})

Here's an example of how the webhook payload might look:

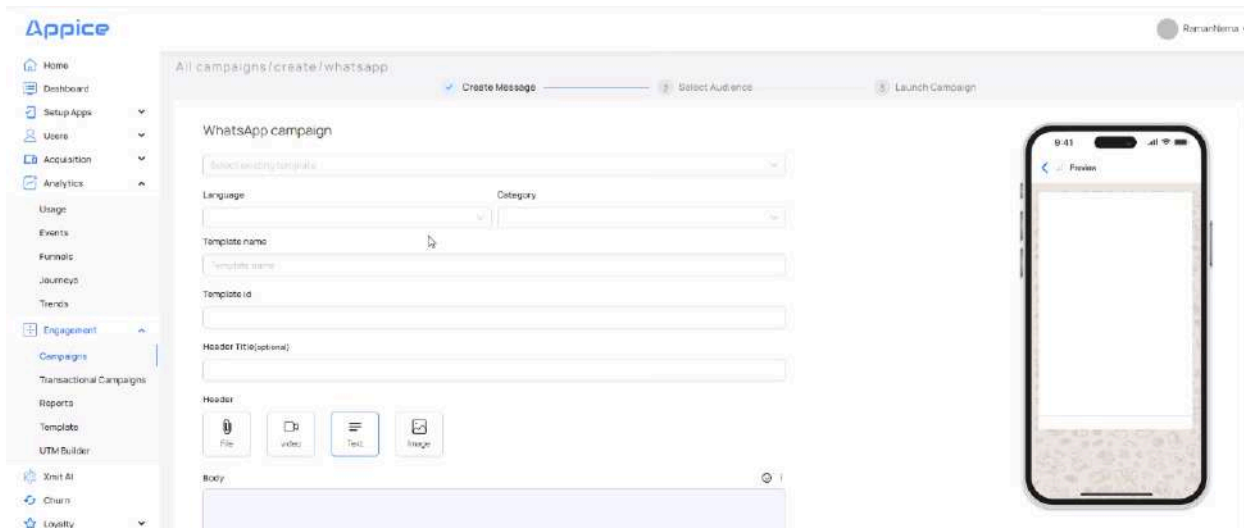
```
{
  "username": "your_username",
  "password": "your_password",
  "to": "{{contact.phone_number}}",
  "from": "YourSenderID",
  "text": "Hello {{contact.firstname}}, thank you for signing up! Your order is confirmed."
}
```



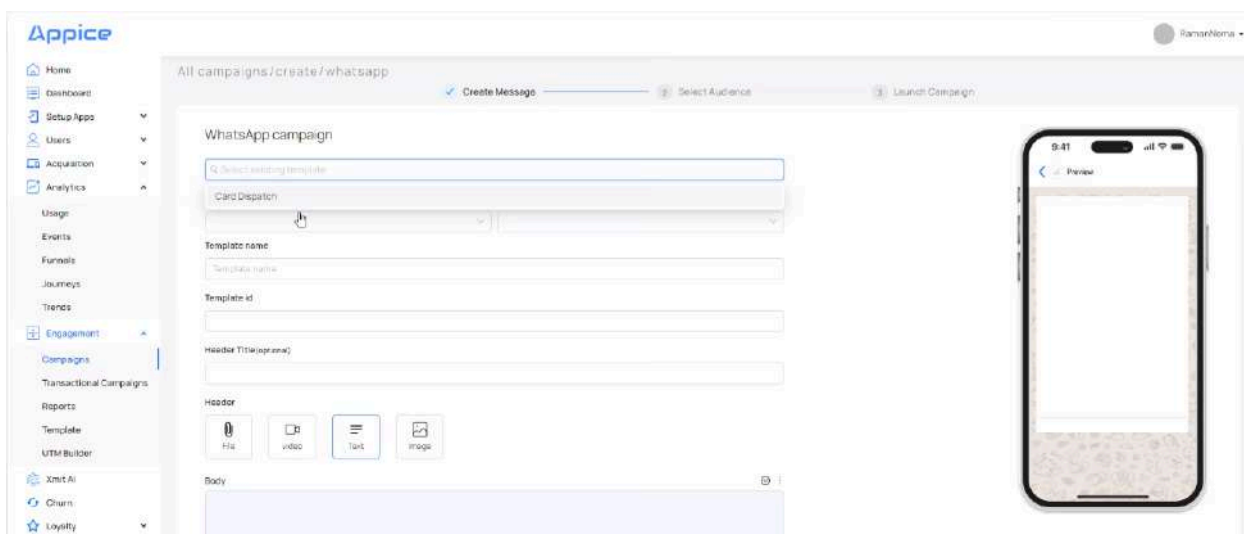
1. Go to Engagement → Campaigns → RCS.



2. Click Create New Campaign.



3. Either select an existing template or create a new template.



4. Select the existing template.

5. Select the Audience segment where you want to send WhatsApp message to.

6. Go to Next Tab to put campaign details and Save the campaign.

Appice

Home Dashboard Setup Apps Users Acquisition Analytics Usage Events Funnels Journeys Trends

Engagement Campaigns Transactional Campaigns Reports Template UTM Builder Xmit AI Churn Loyalty Settings Documentation

All campaigns/create/whatsapp

✓ Create Message ✓ Select Audience ✓ Launch Campaign

Campaign Name: WA TEST 30072024

Conversion: Yes No

Category: Engagement

Display: Now Delay

Delivery Type: All

Date Range: Select date 23 10 Select date 23

Frequency Capping

Show this notification: 1 times to users after an interval of 0 Minutes

Exclude this campaign from all limits: Yes No

Interval between messages: Seconds

Number of times a campaign is shown in a session

Number of times a campaign is shown in a day

Number of times a campaign is shown across the lifetime of the app

Day Part

All Week Specific days

All Day Time Range

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

Scheduler

When do you want to schedule this campaign?

Frequency Type: None

Save Campaign

7. Campaign can be seen in Draft campaigns. Click the 'Active' button to activate the campaign.

Appice

Home Dashboard Setup Apps Users Acquisition Analytics Usage Events Funnels Journeys Trends

Engagement Campaigns Transactional Campaigns Reports Template UTM Builder Xmit AI Churn Loyalty Settings Documentation

All campaigns

Active Draft Past

Period: Jul 31, 2024 - Jul 31, 2024

Search: All 10

+ Campaign

Campaign details	Type	Audience	Start date	End date	Action
WA TEST 30072024 ID: 8546c833c2b4f8508d52b4e6	WHATSAPP	sandesh-device	30/07/2024	31/07/2024	✓ ✕ ⚙️ ⚙️ ⚙️

Showing 1 to 1 of 1 entries

8. On clicking Active, the campaign will be activated and moved to Active campaigns Tab.

Appice

Home Dashboard Setup Apps Users Acquisition Analytics Usage Events Funnels Journeys Trends

Engagement Campaigns Transactional Campaigns Reports Template UTM Builder Xmit AI Churn Loyalty Settings Documentation

All campaigns

Active Draft Past

Period: Jul 30, 2024 - Jul 31, 2024

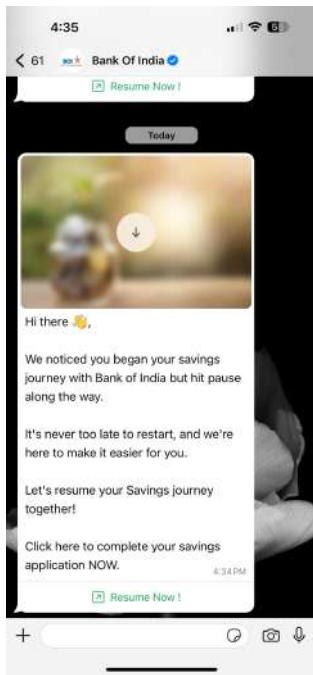
Search: All 10

+ Campaign

Campaign details	Type	Audience	Delivered	Clicked	CTR	Conversion	Start date	End date	Action
WA TEST 30072024 ID: 8546c833c2b4f8508d52b4e6	WHATSAPP	sandesh-device	0	0	0	0	30/07/2024	31/07/2024	✕ ⚙️ ⚙️ ⚙️

Showing 1 to 1 of 1 entries

9. Notification will be received on the Audience device.



Webhook for callbacks for all channels

Sometimes depending on the capability of the Gateway providers, we may need to use webhooks to get callbacks for campaign metrics like delivered, opened, bounced and unsubscribed. Here are the steps to follow:

Steps to configure the callback webhook:

- Appice will create a **Webhook**.
- For example: Webhook **API Endpoint**: <https://api.appice.io/i/V1/webhook?partnerId=1234&appid=4567>
- [vendor] will call this webhook to inform Appice about the events.

Staggered Send

The staggered send approach is used to send bulk campaigns spread across various time windows. The main use case is to avoid the load on the customer's servers.

Staggered Send is a feature that enables you to manage the rate at which notifications are sent to end users. It helps prevent overload on your platform/operations by distributing the incoming traffic over a longer period of time, rather than redirecting too many users to your mobile application/website at once with too many notifications simultaneously. This feature can significantly reduce the peak traffic on your platform, enabling you to serve more customers without impacting the platform's performance.

Finding the optimal staggered send is crucial in ensuring the effectiveness of your campaigns. A high staggered send rate can overload your platform, while a low rate can result in campaigns running for longer than expected, affecting the relevance of your messages to end users. Therefore, it is important to strike a

balance by setting a reasonable rate that suits your campaign reach and frequency to ensure that your messaging stays relevant, without overloading your platform.

Staggered Send Feature:

This feature is available in the 3rd step of campaign creation process

1. **Create Message:** Build a campaign for a specific channel
2. **Select Audience:** Choose a pre-built Segment or create a new one
3. **Launch Campaign:** Select option of staggered send

The screenshot displays the 'Staggered Send' configuration interface. On the left is a sidebar menu with categories: Analytics, Engagement, Campaigns (selected), Data Transformation, Settings, and Documentation. Under 'Campaigns', there are links for Transactional Campaigns, Reports, Funnel Reports, Template, and UTM Builder. The main content area is titled 'Staggered Send' and includes the following sections:

- Staggered Send:** Contains input fields for 'Maximum Batch Per Time Window %', 'Time Window', and a 'select unit' dropdown menu. The dropdown menu is open, showing options: 'Days', 'Minutes', and 'Hours'.
- Optimization:** Includes checkboxes for 'Send time optimization' and 'Push Amplification'. A 'all devices' button is also visible.
- Day Part:** Features two tabs: 'All Week' and 'Specific days'. Below 'Specific days' are checkboxes for each day of the week (S, M, T, W, T, F, S). Another set of tabs shows 'All Day' and 'Time Range'. A 'Selected Time' range is set from '8:00 am' to '8:00 pm' with a slider.
- Scheduler:** Asks 'When do you want to schedule this campaign?' and includes a 'Frequency Type' dropdown menu currently set to 'None'.

Campaign Metrics

Business users can view campaign metrics for all channels and understand campaign objectives. Each campaign in an individual level can be looked at to see detailed metrics:

Appice

Jugnoo

Home

Dashboard

Setup Apps

Users

Acquisition

Analytics

Engagement

Campaigns

Transactional Campaigns

Reports

Funnel Reports

Template

UTM Builder

Data Transformation

Settings

Documentation

All campaigns

Active Draft Past

Period Start date End date

Search All 10

+ Campaign

	Campaign details	Type	Audience	Reachable	Delivered	Start date	End date	Action
	Ppush0404 Copy 92e0 Copy 5881 ID: 66d9a91a119c87074a20c658	PUSH	oppopush02	11	3	06-09-2024 12:32 PM	13-09-2024 12:32 PM	
	SriraminAppTest6sep ID: 66da91d04661c2d752d84ebf	IN-APP	PushTestSDK	0	0	06-09-2024 08:00 AM	09-09-2024 08:00 PM	
	iPhone 14 IOS 1702 06 Sep FS1 ID: 66dada137ed99a6f53dd0237	PUSH	iPhone 14 IOS 1702 30 August	1	1	06-09-2024 08:00 AM	06-09-2024 08:00 PM	
	Konupunampush06 ID: 66dada32119c87074a20c65b	PUSH	oppopush02	2	2	06-09-2024 08:00 AM	08-09-2024 08:00 PM	
	iPhone 14 IOS 1702 React 06 Sep FS1 ID: 66dada897ed99a6f53dd0238	IN-APP	iPhone 14 IOS 1702 React 30 August	1	1	06-09-2024 08:00 AM	06-09-2024 08:00 PM	
	iPhone 14 IOS 1702 React 06 Sep FS2 ID: 66dadaee7ed99a6f53dd0244	IN-APP	iPhone 14 IOS 1702 React 30 August	1	1	06-09-2024 08:00 AM	06-09-2024 08:00 PM	
	iPhone 14 IOS 1702 React 06 Sep FS3 ID: 66dadb627ed99a6f53dd0289	IN-APP	iPhone 14 IOS 1702 React 30 August	1	1	06-09-2024 08:00 AM	06-09-2024 08:00 PM	
	Push0606 ID: 66dadb63119c87074a20c667	PUSH	TabishOnlyWho	2	2	06-09-2024 08:00 AM	08-09-2024 08:00 PM	
	Kpush05 ID: 66d95edd0895326ad17ec586	PUSH	oppopush02	0	13	05-09-2024 08:00 AM	07-09-2024 08:00 PM	
	SriraminAppTestSDK5sep ID: 66d94531b080394d486bc2208	IN-APP	InAppTestSDK	3	5	05-09-2024 08:00 AM	07-09-2024 08:00 PM	

Showing 1 to 10 of 24 entries

Campaign Metrics: Email Drill down

Appice

Jugnoo

Campaign/details

Campaign: Ubi emailer home loan

Type

Audience segment

Segment size

Start date

End date

Maker

Checker

SENT

DELIVERY RATE

READ

OPEN RATE

CLICK RATE

BOUNCE RATE

UNSUBSCRIBE RATE

Ubi HomeLoan Feb

Zero Processing Fee on Home Loan!

Union Bank

Home Loan

Now Zero Processing Fee!

Special Offer on Home Loans *

@ 8.45%

Credit score linked interest rates*

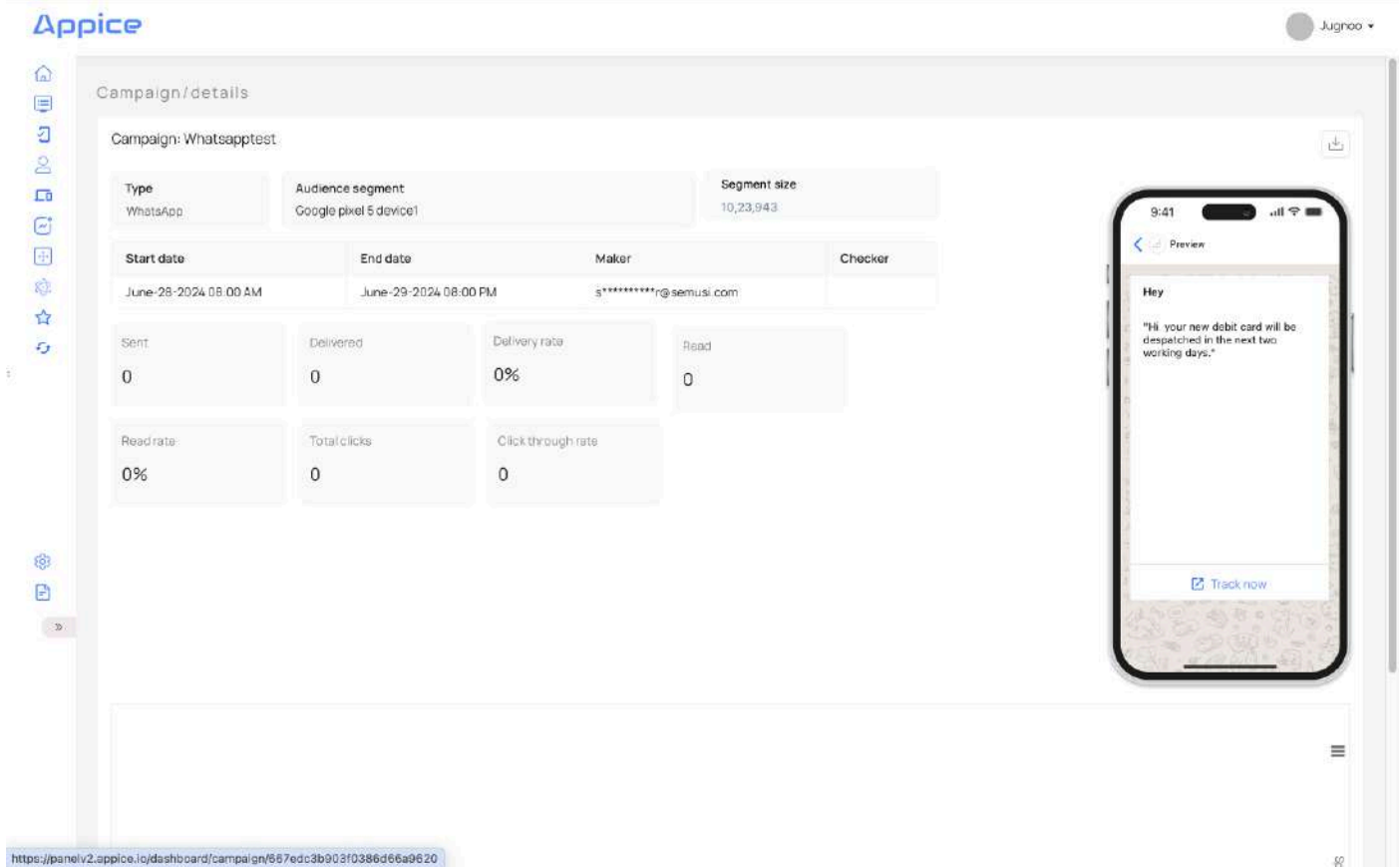
What are tax benefits on Home Loan

Home loan procedure. Know every step

800 22 22 44/800 339 2244

800 41317138

Campaign Metrics: WhatsApp Drill down



Email Metrics: How data from Gateway is used to calculate metrics:

Metrics	Mapping	Formula
Sent	pushedTo	From Gateway API
Delivered	receivedTo	From Gateway API
Delivery Rate		Email delivered ÷ Email Sent * 100
Read	viewedTo	From Gateway API
Opened	opened	From Gateway API
Open Rate		Email Opened ÷ (Emails sent – Bounces) x 100
Clicked		From Gateway API
Click Rate		Clicks ÷ (Emails sent – Bounces) x 100
Bounced	bounced	From Gateway API
Bounce Rate		Number of emails that bounced ÷ Number of emails sent X 100
Unsubscribe	unsubscribed	From Gateway API
Unsubscribe Rate		(Unsubscribes ÷ Delivered Emails) x 100

SMS Metrics: How data from Gateway is used to calculate metrics:

Metrics	Mapping	Formula
Sent	pushedTo	From Gateway API
Delivered	receivedTo	From Gateway API
Clicks	clickedTo	From Gateway API
Click rate		Clicks ÷ Delivered * 100
Conversion rate	conversion	From Appice worker

Link clicks:

In order to track link clicks , business users can embed UTM codes in the campaigns. These can be Appice generated UTM code or a 3rd party UTM.

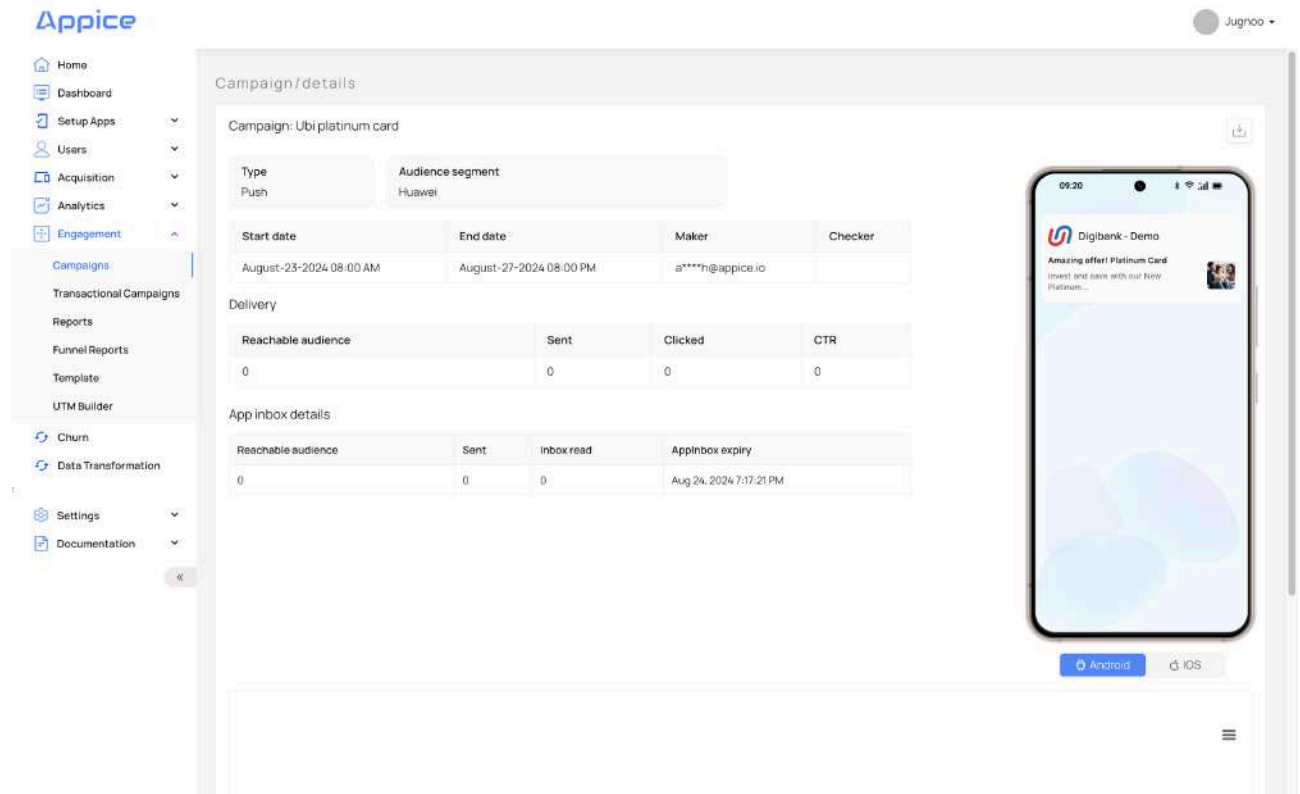
Campaign Reports & Analytics

Campaign Analytics		
Push, InApp	Email	WhatsApp
Reachable Audience	Sent	Sent
Sent	Delivery Rate	Delivered
Clicked	Delivered	Read
CTR%	Open Rate	Delivery Rate
	Opened	Read Rate
	Click Rate	Total Clicks
	Clicked	Unique Clicks
	Bounce Rate	CTR%
	Bounced	Click to Open %
	Unsubscribe Rate	
	Unsubscribed	

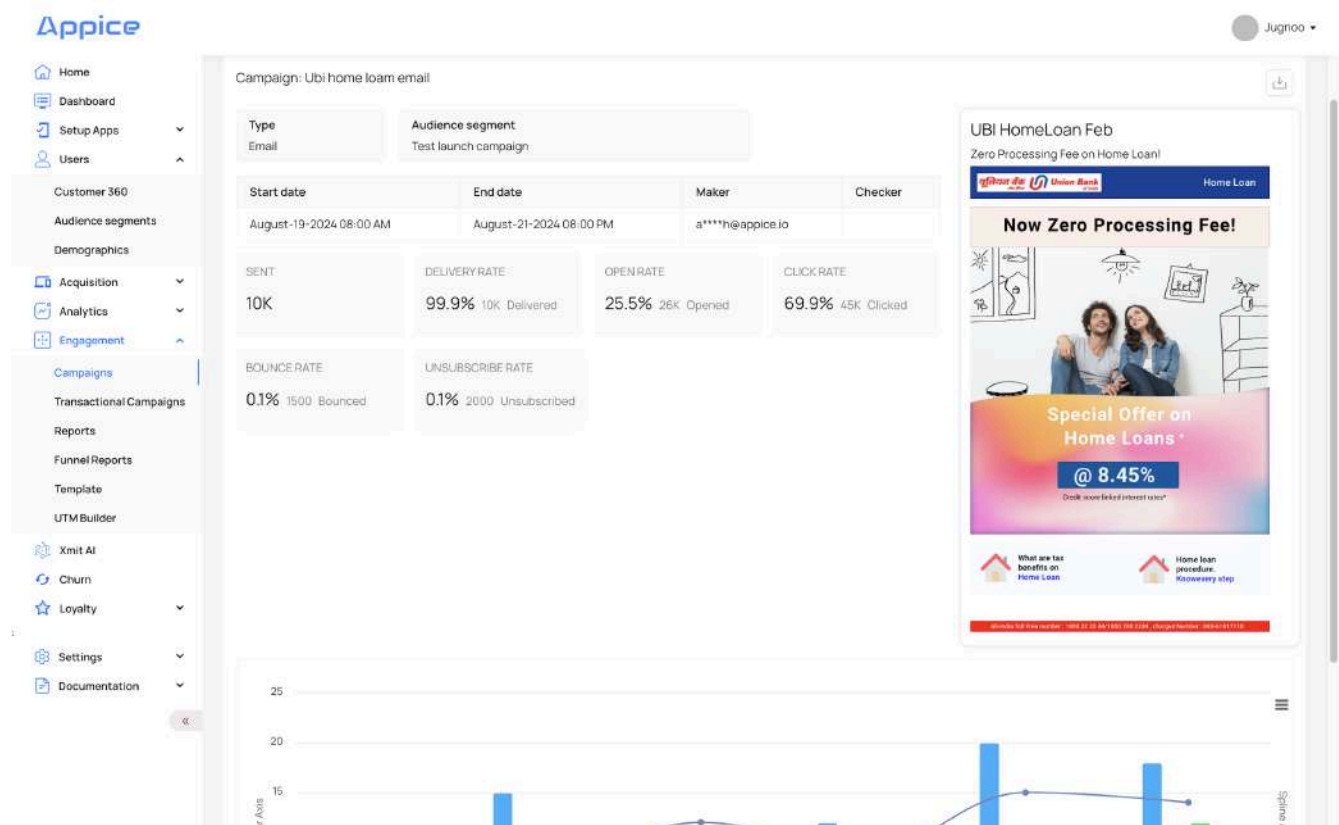
All reports have additional information on:

- Campaign Type
- Segment sent to
- Maker email
- Checker email
- Start date, End date

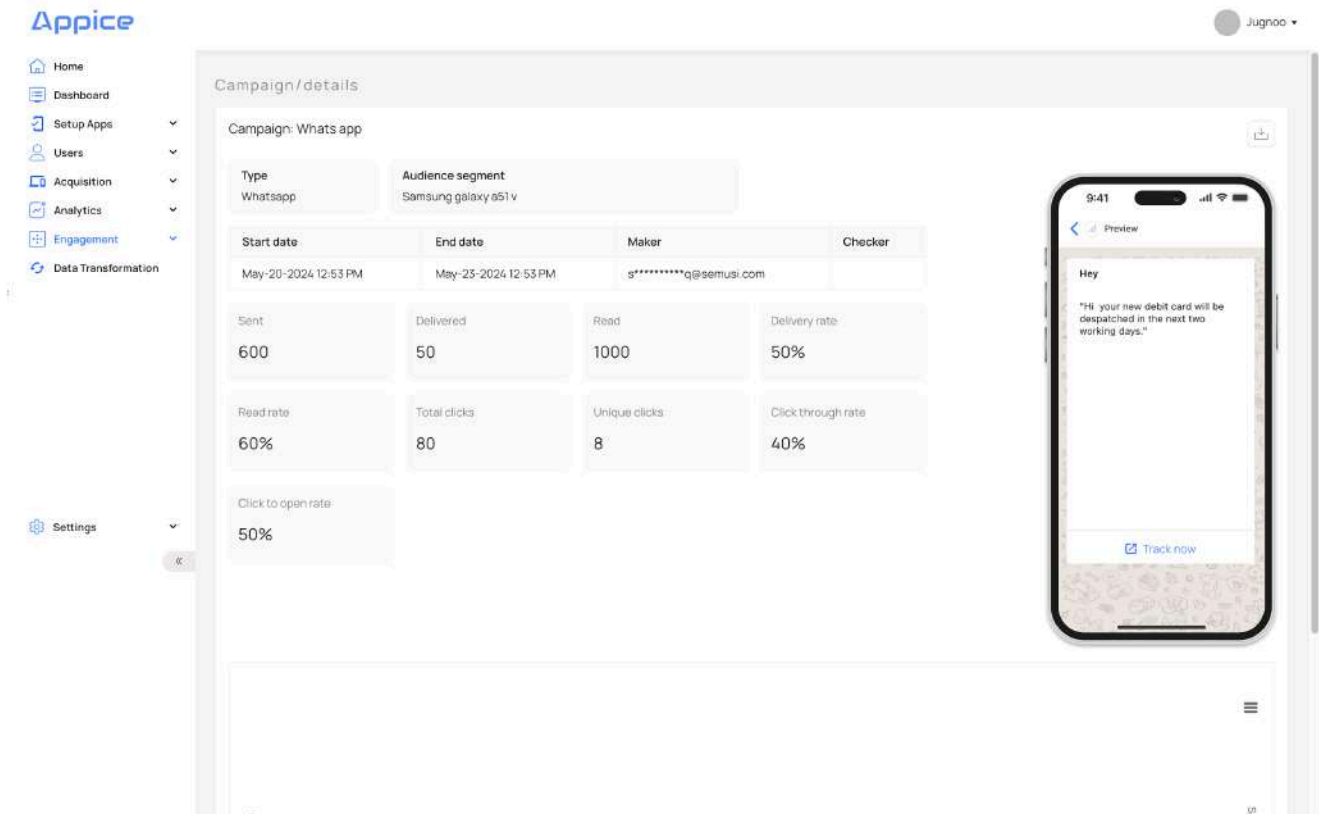
Push Campaign Report:



Email Report:



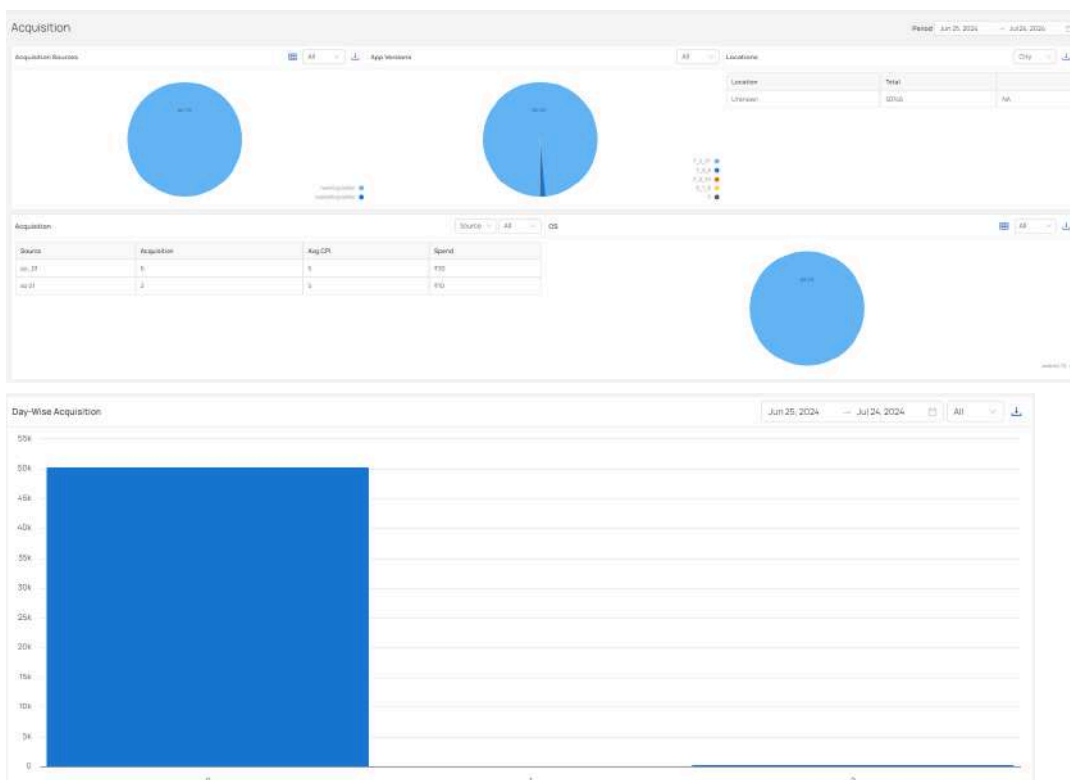
WhatsApp Report:



Acquisition

App Acquisition

This shows bifurcation of App installation on the basis of OS or App Versions etc.





Funnels

You can access Funnels under **Activities** → **Inside the App** → **Funnels** in the left panel.

On clicking Funnels, it takes you to the Funnels page.

You can see all the existing funnels, created in the past, here. You can take any action i.e. you can preview, update or delete any Funnel from the list.

Funnel name	Funnel description	Action
in	in	
Revised	Revised	
Install dev	install	
Basic Install/Funnel v2	Basic	
SAVE FUNNEL EXPORT	EDGE	
ed	de	
new camp/ocav	fin	
ssms	ss	
test: funnel	funnel journey	
new funnel	ss	

Showing 1 to 10 of 54 entries (Filtered from 340 total entries)

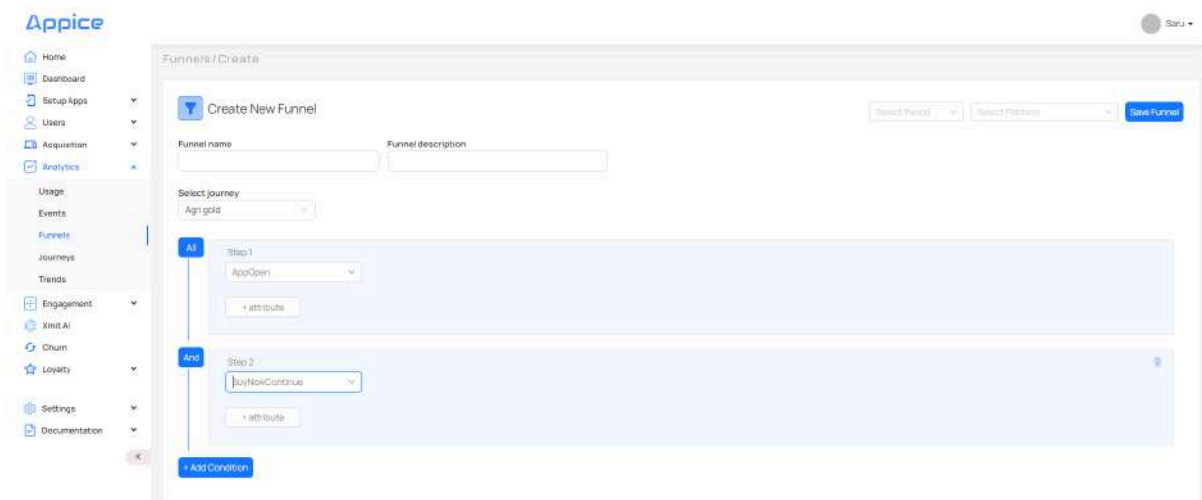
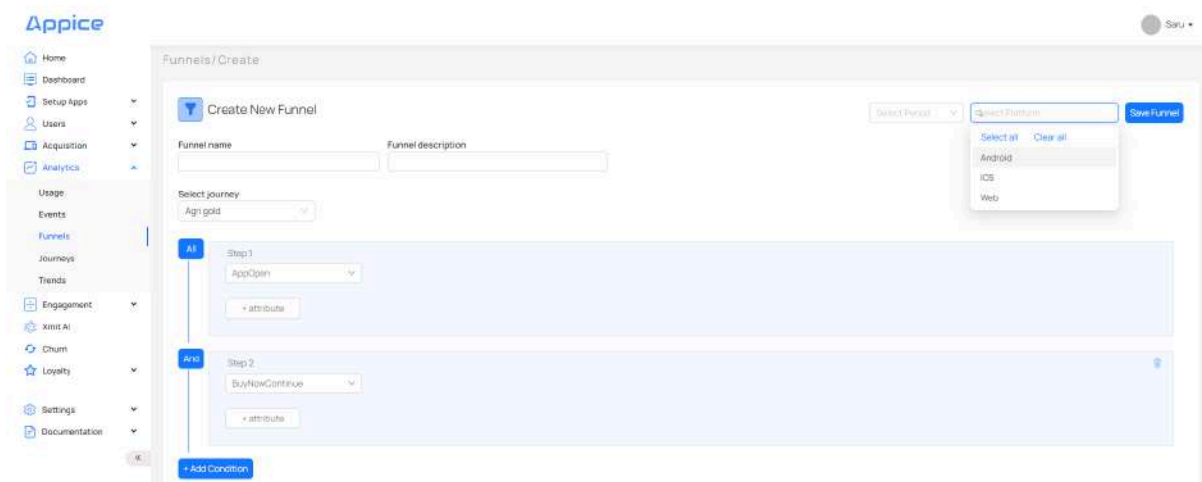
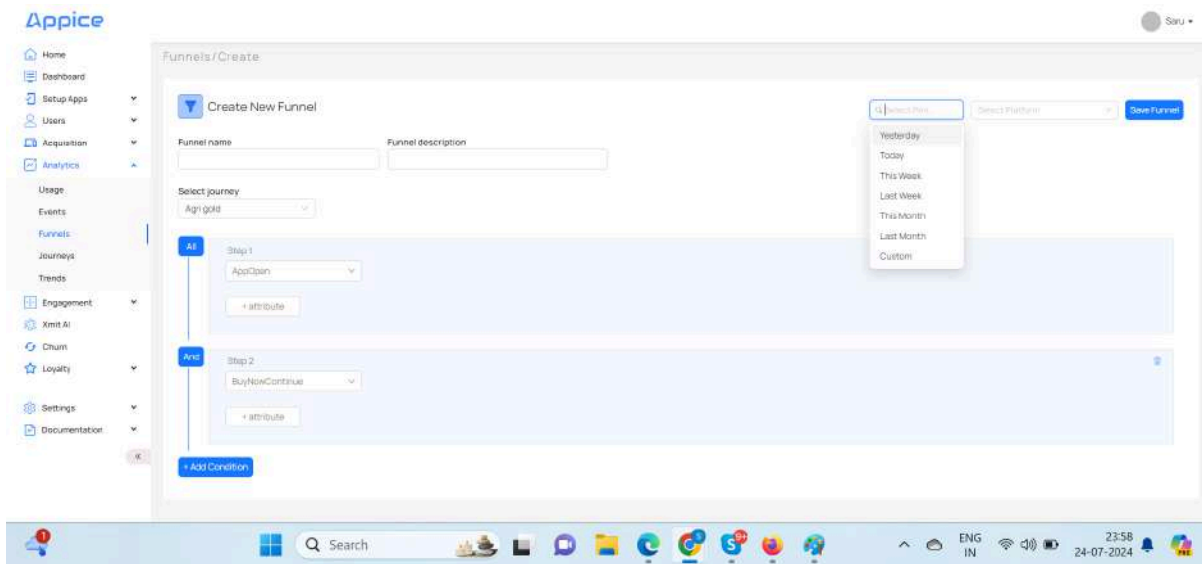
Creating Your First Funnel

You can click on the **Create/Manage Funnels** button in order to create a new Funnel.

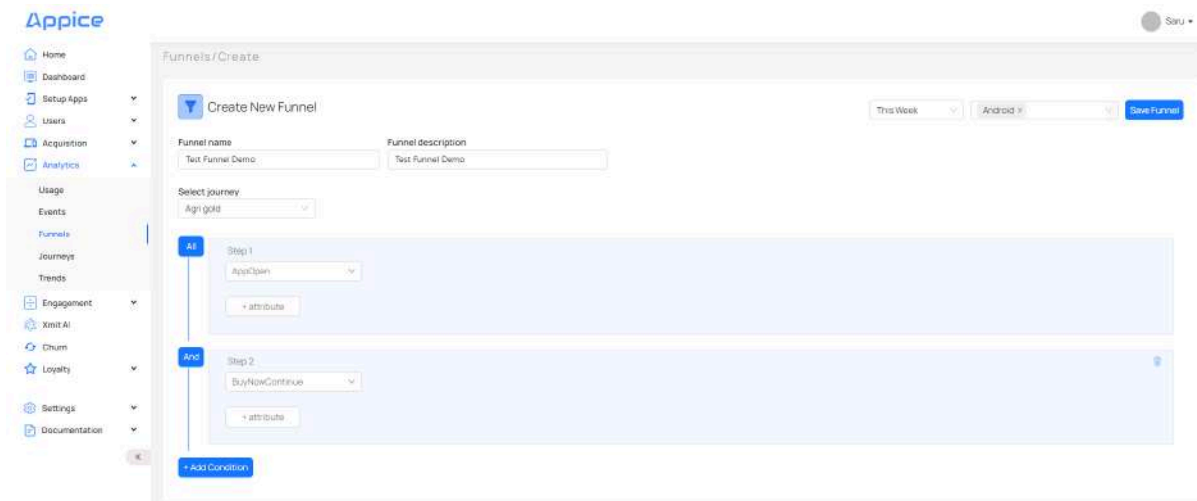
Funnel name	Funnel description	Action
in	in	
Revised	Revised	
Install dev	install	
Basic Install/Funnel v2	Basic	
SAVE FUNNEL EXPORT	EDGE	
ed	de	
new camp/ocav	fin	
ssms	ss	
test: funnel	funnel journey	
new funnel	ss	

Showing 1 to 10 of 54 entries (Filtered from 340 total entries)

You can select the Period and Platform for which you want to see the funnels.

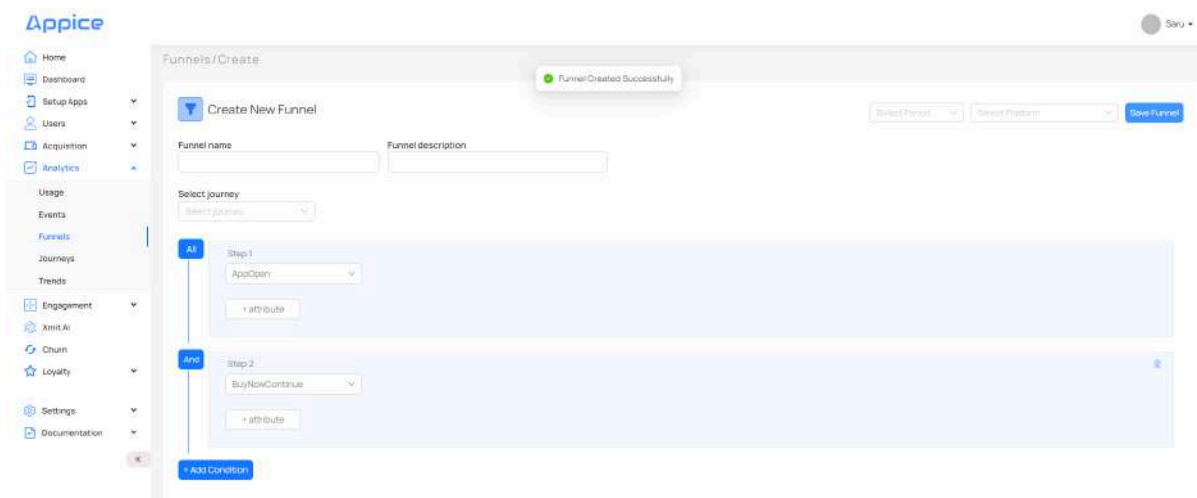


Select Journey and then event or number of events, in order to see the funnel.



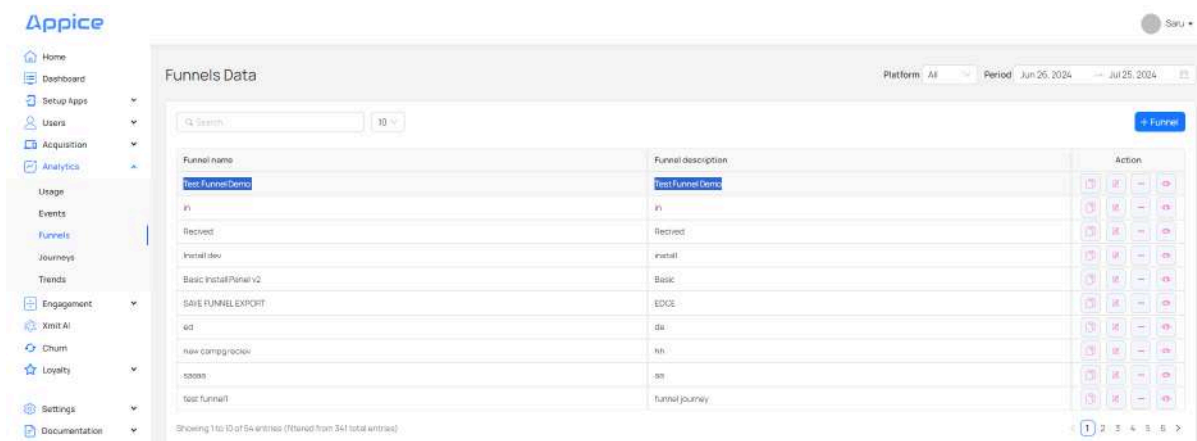
Put the funnel name.

Click the Save Funnel button to save the funnel.



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

You can see the newly created Funnel in the list.



Copy button - To copy the funnel.

Edit button - To edit the funnel.

Delete button - To delete the funnel.

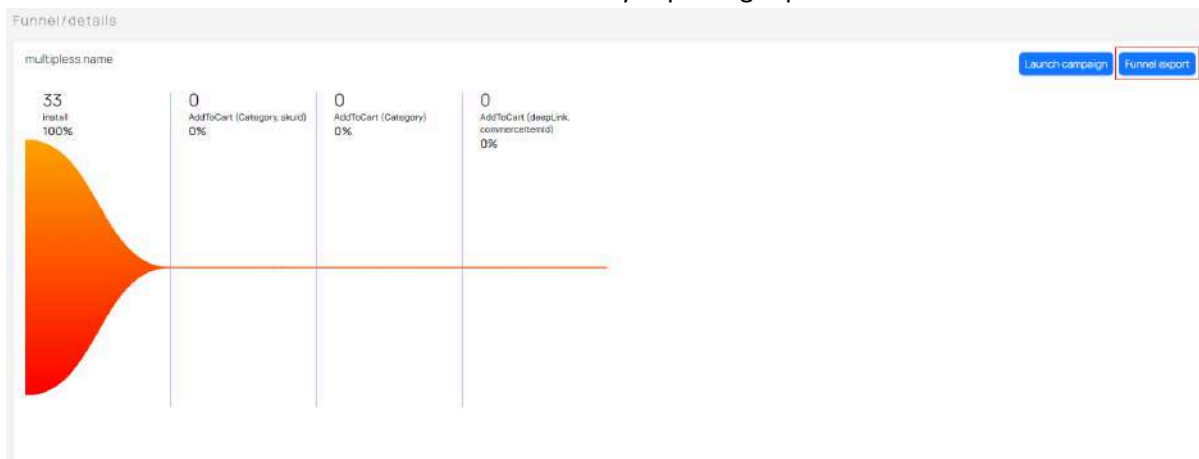
Preview button - To see analytics in the form of a widget.



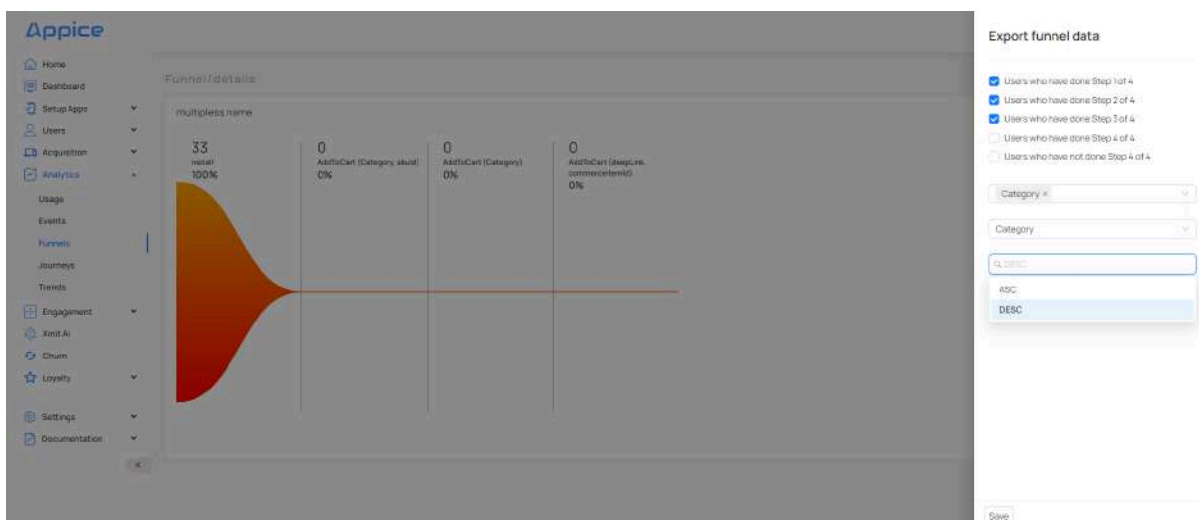
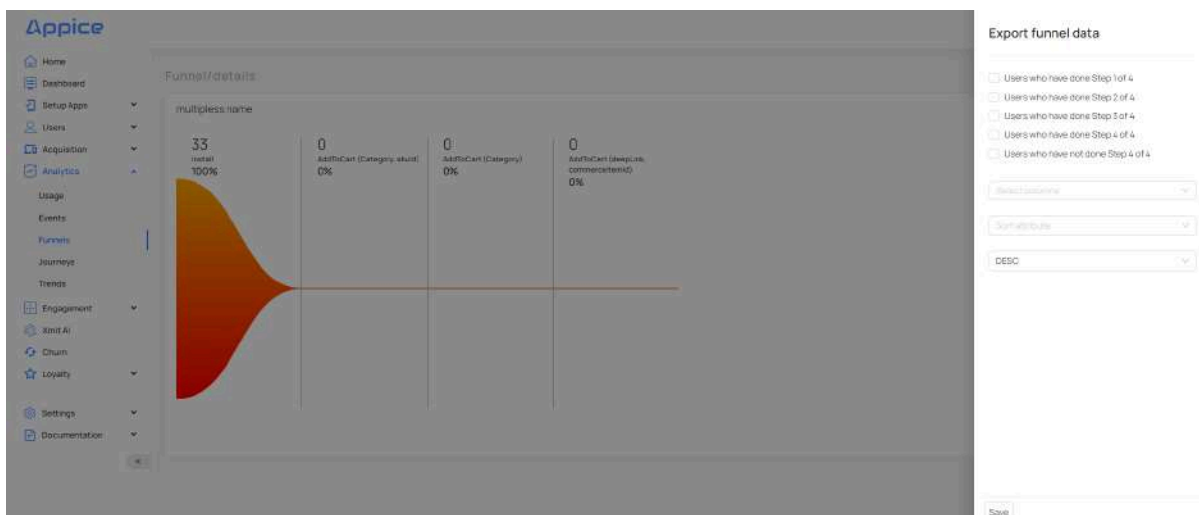
To see analytics of users in the form of a widget, you can click the 'Preview' button.

Funnel Report

You can view detailed information about the users by exporting report from here:



You can select users' data.



On clicking Save, it initiates the export.

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

Appice

Saru

Usage

Events

Funnels

Journeys

Trends

Engagement

Campaigns

Transactional Campaigns

Reports

Funnel Reports

Template

UTM Builder

Xmit AI

What do users do - In our App

Search

Show 5 Entries

File Name	Status	Export Date	Processed Date	Action
NewUserExports_July_24th 2024,4:45:21 pm	processed	24 Jul 2024	24 Jul 2024	
NewUserExports_July_24th 2024,3:57:32 pm	processed	24 Jul 2024	24 Jul 2024	
NewUserExports_July_24th 2024,3:46:56 pm	processed	24 Jul 2024	24 Jul 2024	
NewUserExports_July_24th 2024,3:43:20 pm	processed	24 Jul 2024	24 Jul 2024	
NewUserExports_July_24th 2024,11:07:11 am	processed	24 Jul 2024	24 Jul 2024	

Showing 1 to 5 of 289 entries

1

2

3

4

5

...

58

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.

What do users do - In our App

Search

Show 5 Entries

File Name	Status	Export Date	Processed Date	Action
NewUserExports_July_24th 2024,4:45:21 pm	processed	24 Jul 2024	24 Jul 2024	
NewUserExports_July_24th 2024,3:57:32 pm	processed	24 Jul 2024	24 Jul 2024	
NewUserExports_July_24th 2024,3:46:56 pm	processed	24 Jul 2024	24 Jul 2024	
NewUserExports_July_24th 2024,3:43:20 pm	processed	24 Jul 2024	24 Jul 2024	
NewUserExports_July_24th 2024,11:07:11 am	processed	24 Jul 2024	24 Jul 2024	

Showing 1 to 5 of 289 entries

1

2

3

4

5

...

58

Journeys

Objective:

If a Client requires a functionality in which notifications [nudges] with a mix of channels, can be sent to customers who drop-off in any journey. These notifications [nudges] should be made once so that operationally it can run on many journeys, across multiple channels.

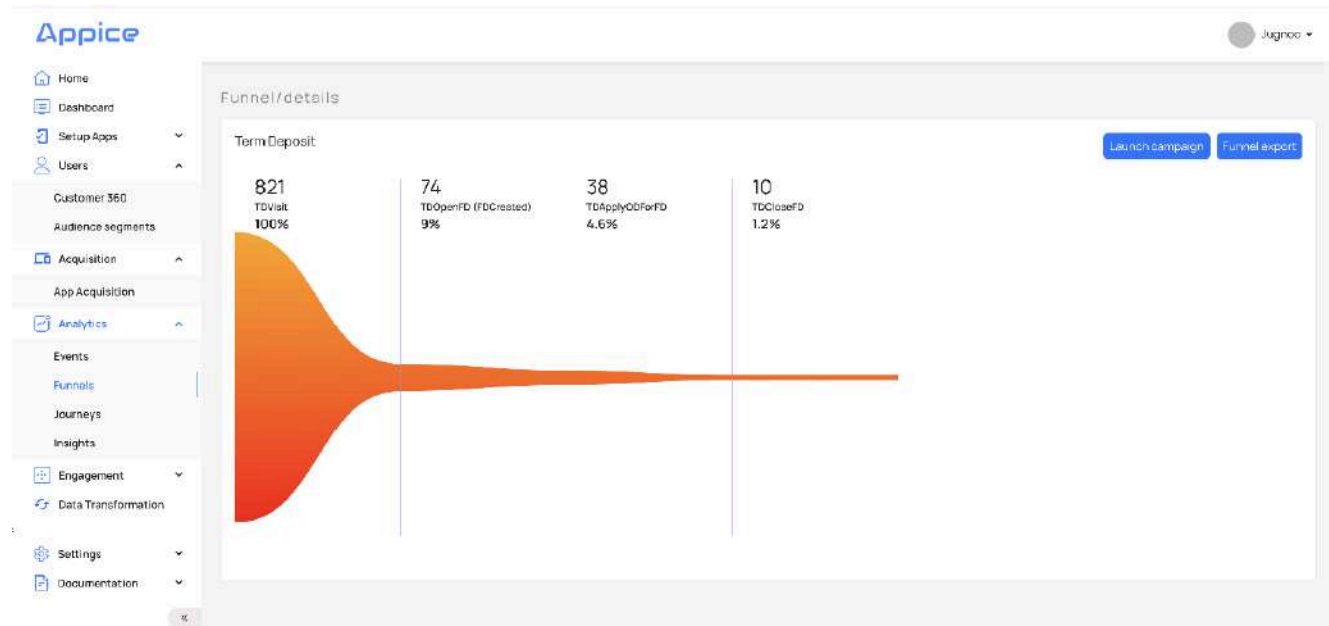
Solution: The following steps outline the campaign configuration:

- Drop-off in a Single Journey (funnel)
- Drop-off in multiple Journeys

A) Drop-off in a Single Journey (funnel)

Often when customers interact with the App / web to complete an action, they may drop-off and leave the journey. Business users can go the funnel section and generate a funnel to glean insights on journey drop-off's.

A campaign in a specific channel can be triggered from the funnel screen.



B) Drop-off in Multiple Journeys with Multi-Step Campaign

1. Business teams can earmark starting and ending *event* of a journey.
2. A specific audience will be created e.g “Audience drop off in Journey”
3. Three generic campaigns for Push, SMS & Email will be created with parameterized {journey name} and {deep link}.
4. A multi-step campaign needs to be configured with selection of *order* in which a *channel* will be utilized.

Step 1: Identify First and Last Step of Journey

While performing journey actions, it is also imperative to ensure that the events pertaining to a particular journey are well defined in the data-transformation section. This ensures that start & end event of a journey are identified to operate multi-journey drop-off campaigns.

Under the data management tab:

- Select Journey management
- Select the events which define first step and last step of the Journey (or funnel):

Step 2: Create a drop-off audience

- o Go [Audience Segment](#) in Left Nav
- o Select [+Audience](#) button
- o Create drop-off audience

In the Create Segment Page > Build an audience who have completed *first* of the steps in *any* of the funnels [AND](#) have not done *last step*. In this query, business teams can add *time window for the last step* e.g in the last [1](#) [Hours](#) of first step.

Did perform [First step](#) of [All journey](#)

AND

Did not perform [Last step](#) form [All journeys](#) in the last [1](#) [Hours](#) of [any step](#)

Create segment

Segment name: Audience Dropoff

Segment description: Audience Dropoff in Journey

Segment Size: 0

Query

And

Did perform X Journey actions From journey: All journeys

First step

And

Did not perform X Journey actions From journey: All journeys

Last step

Save Close

Now click here to build a multi-step campaign

Step 3: Create generic campaigns on Push, SMS & Email Channels:

In the message, add parameterized *journey name* and *deep link* for journey

Example:

Message: Don't forget to finish what you started! 🚀 Visit soon to complete {{1}}. Click here
 clientapp://<path>?<parameters>

{{1}} is a parameterised journey name, which will be inserted in the message i.e MFJourney. The deep link will be made by the Bank and can be inserted in the message, which will take the customer to the unfinished journey screen

All campaigns/create/push

✓ Create Message 2 Select Audience 3 Launch Campaign

Push campaign

Select existing template Variant Language

Template name: Journey Drop off

Header: We are waiting for you

Description: Don't forget to finish what you started! Visit soon to complete {{1}}

Expanded text: Yes No Expanded image: Yes No

Expanded text description: Expanded text description

Buttons: Yes No

Advance settings

Save Close

Android iOS

All campaigns/create/sms

1 Create Message 2 Select Audience 3 Launch Campaign

SMS campaign

Select existing template

Sender: Exotel Language: English


Template name: Journey Drop off

Message text: We are waiting for you 🌟. Don't forget to finish what you started! 🌟. Visit soon to finish {{t1}}. Click on the link https://ubiapp.com/application/resume?id=9

DLT template id

For India phone numbers, add DLT template id for regulatory compliance.

Save Close



Step 4: Multi-Step Campaign Builder

- o Go Campaigns in Left Nav
- o Select Multi Step campaign

Appice

Home Dashboard Setup Apps Users Customer 360 Audience segments Acquisition Analytics Engagement Campaigns Transactional Campaigns Reports Funnel/Reports Template UTM Builder Data Transformation Settings Documentation

All campaigns/create/

PUSH IN-APP SMS Email

Web Push Web Popup WhatsApp In-App Rating

In-App Survey Landing page Facebook Google

Native Display RCS Nudge Multi Step Campaign

Multi-Step Campaign Builder

- o Select **Audience** which was created in step 2
- o Select **Order** of **channels** X **time window**

The order in which notifications [nudges] have to be sent by channel can be configured as per business needs, e.g campaigns made for Push, SMS & Email can be configured in order of priority along with *time window*, which can be

- *Send Push after 2 hrs of last step of journey*
- *Send SMS after 1 day of Push*
- *Send Email after 1 day of SMS*

All campaigns / create / multi-step

✓ Create Message — 2 Select Audience & Order — Launch Campaign

Multi Step Campaign Discard Save

Select the order in which you want to execute multi-step campaign

Select audience

All

Select order Select channel Select template

Send template

Time window in the next 2 Hours of Select step

AND

1 Push Journey Drop off_Push

Send push template

Time window in the next 2 Hours of Last step of journey

AND

2 SMS Journey Drop off_SMS

Send SMS template

Time window in the next 1 Day of Push

AND

3 Email Journey Drop off_Email

Send email template

Time window in the next 1 Day of SMS

+ Add Condition

Step 5: Launch Campaign

The last step is to configure the multi-step campaign as a recurring campaign (along with other controls of day part, time bands etc).

Now the Multi-Step campaign will appear in 'Draft' campaign tab and can be made 'Live' by the <checker> role.

All campaigns/create/push

✓ Create Message

✓ Select Audience

3 Launch Campaign

Campaign Name

Campaign Name

Delivery Type

All

Category

Engagement

Date Range

Select date

to

Select date

App Inbox Expiry

Select date

Display

Now

Delay

Conversion

Yes

No

Live Event

True

False

Frequency Capping

Show this notification

1

times to users, after an interval of

0

Minutes

Interval between messages

Seconds

Exclude this campaign from all limits

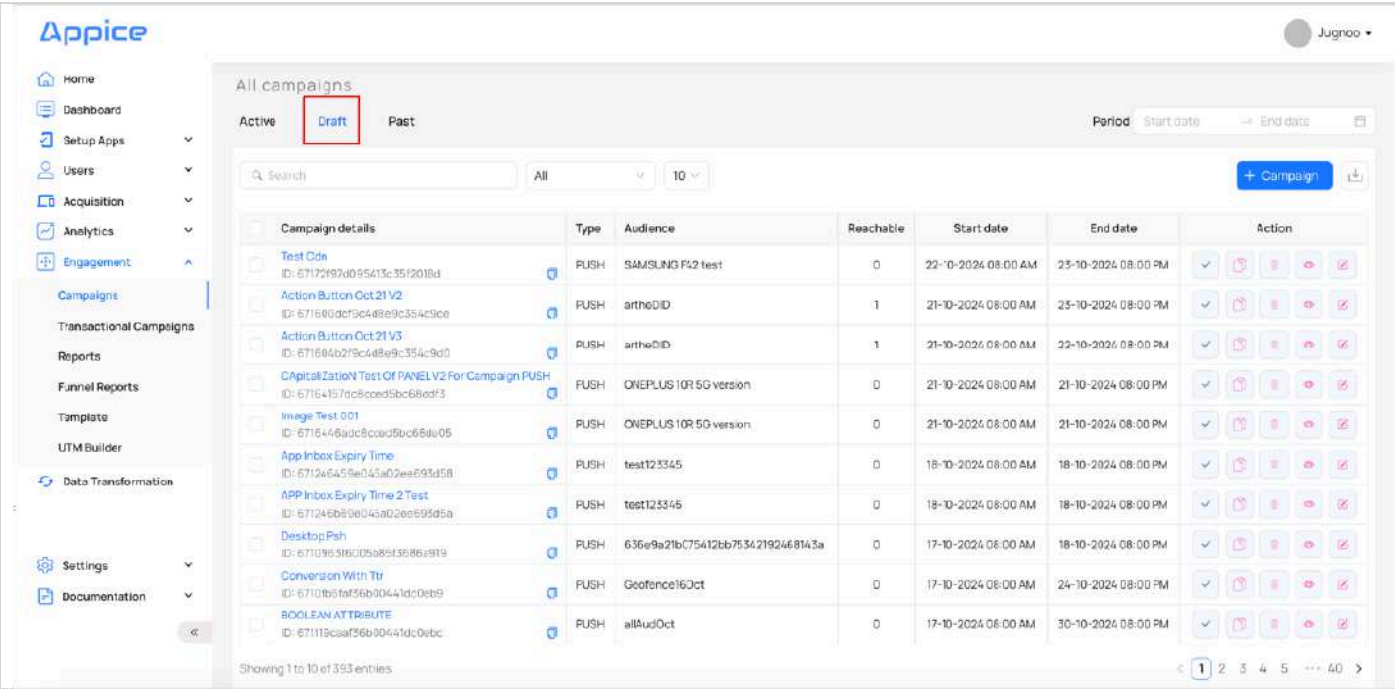
Yes

No

Push Amplification

Number of times a campaign is shown in a session

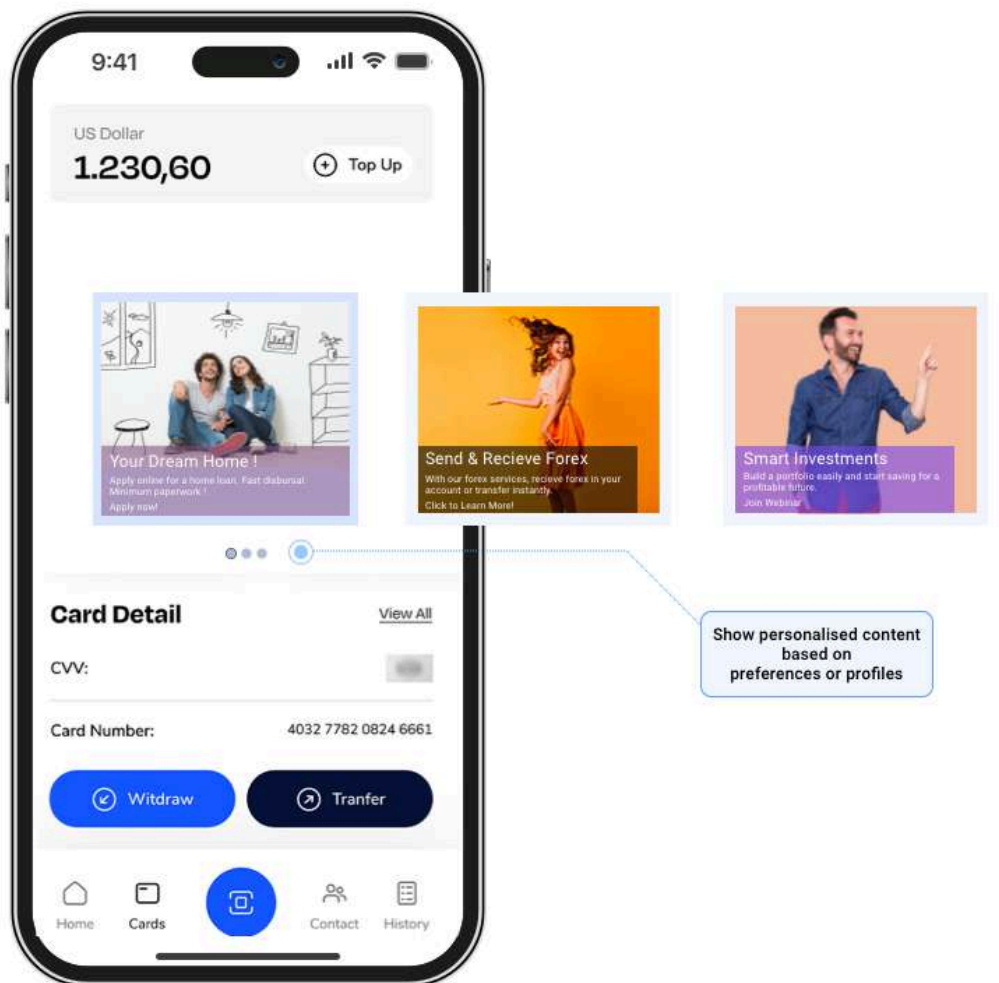
Number of times a campaign is shown in a day



Personalization

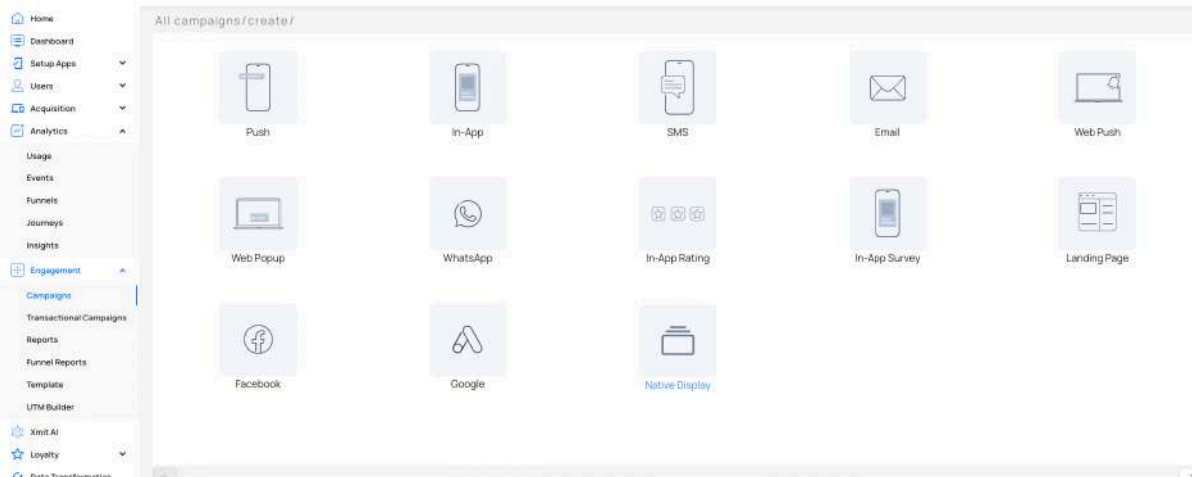
Native Display

Native Display helps to display content natively within your app - deliver relevant, contextual and personalized content based on customer preferences or profile.



Steps to setup Native Display

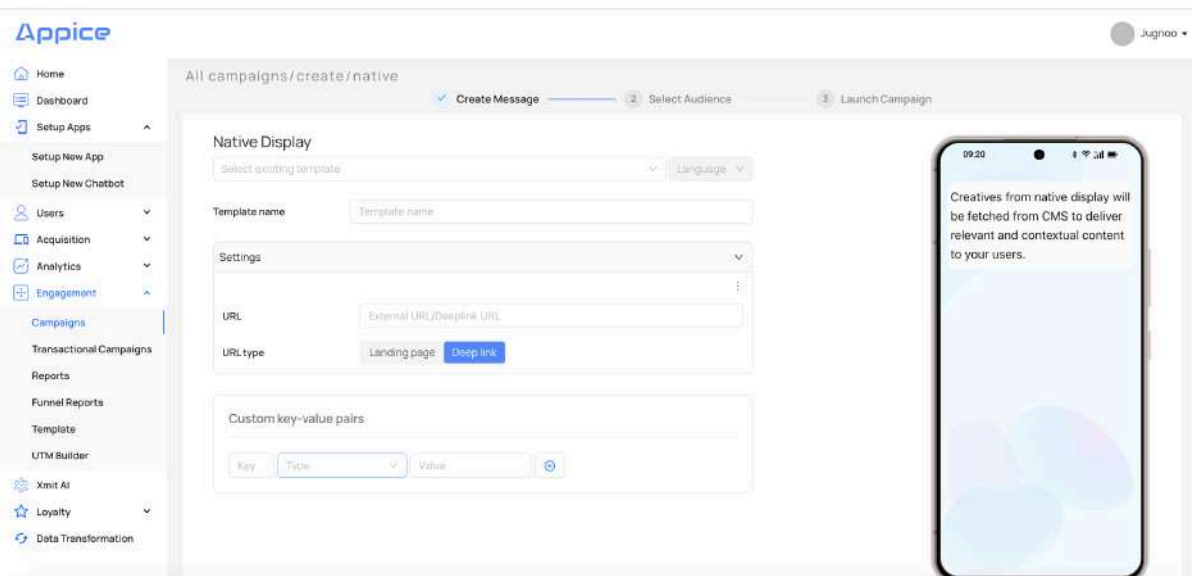
Select the option of Native Display from Campaigns:



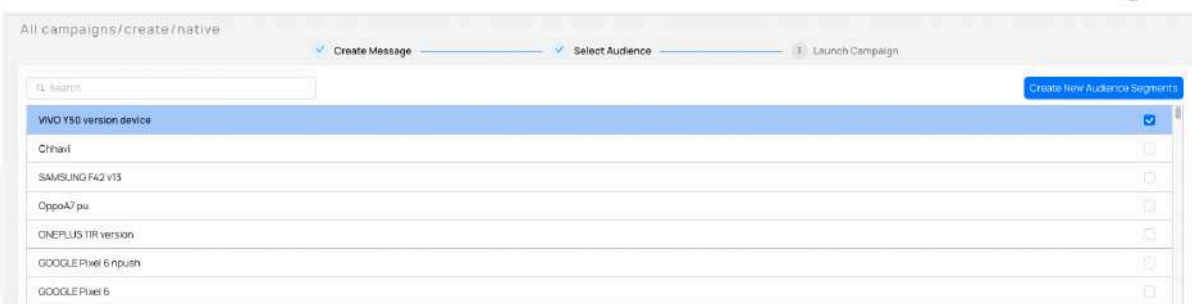
Populate the values:

The custom key-value can have any value.

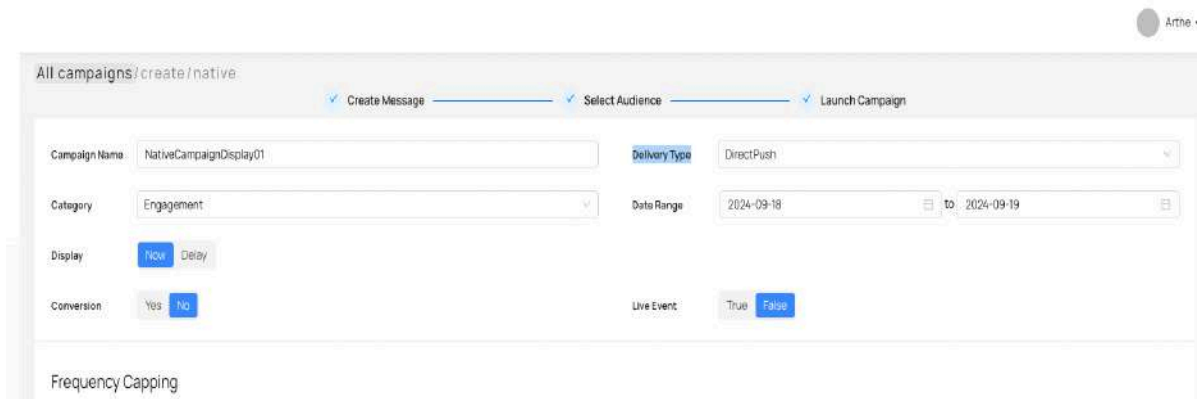
For example, the key could be the title and value could be the header of the content to be displayed. Or you can take Offerid as the key with a value of the particular offer. The app can take the Offerid and fetch the additional details of the offer from a backend system.



Select the Audience that this will be targeted to:



Launch the Campaign:



The screenshot shows the 'Launch Campaign' step in the AppICE dashboard. The breadcrumb trail is 'All campaigns / create / native'. The progress bar indicates three steps: 'Create Message' (checked), 'Select Audience' (checked), and 'Launch Campaign' (active). The form fields are as follows:

- Campaign Name:** NativeCampaignDisplay01
- Delivery Type:** Direct Push
- Category:** Engagement
- Data Range:** 2024-09-18 to 2024-09-19
- Display:** Now (selected), Delay
- Conversion:** Yes, No (selected)
- Live Event:** True, False (selected)
- Frequency Capping:** (Section header)

Campaign API

Introduction: Campaign Automation with CNS

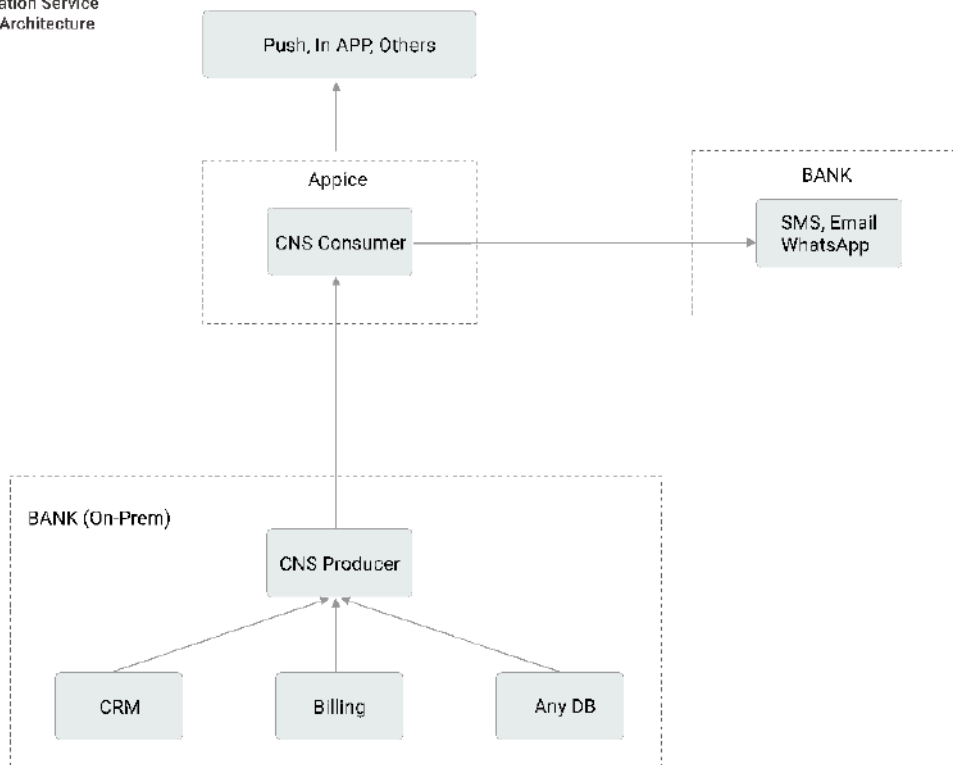
AppICE platform (CEX) is used by brands for campaign automation platform. These campaigns are sent to the mobile devices or web portal visitors as in-app, push, web notifications etc. While business users can build campaigns on the Appice Dashboard, the platform also provides an API named Central Notification Service (CNS) to send campaigns generated by Backend Systems.

Method 1: Behavioural campaigns which are created using triggers and actions generated on the app or web e.g coupon left in cart.

Method 2: Notifications generated by CNS (Central Notification Service) and sent through AppICE platform as push notifications.

This document consists of the following details:

1. Campaign Automation Flow with CNS
2. CNS API Endpoint
3. API to send campaign to a segment of devices



1. Campaign Automation Workflow with CNS integration

The solution involves campaigns sent directly by CNS and those for Marketing (or any other internal system) made on AppICE but sent by CNS

Flow 1:

- Step 1: Fetch HashID. The App Developer has to fetch the HashID and send the MSISDNs registered for the User, HashID tuple to the CNS Registration API Endpoint.
- Step 2: Send Mapping for Registration to CNS Registration API Endpoint.
- Step 3: CNS Server Stores Mapping of MSISDNs registered for the User to HashID
- Step 4: CNS Server sends the successful registration acknowledgement back to App via the CNS Registration API Endpoint

Flow 2

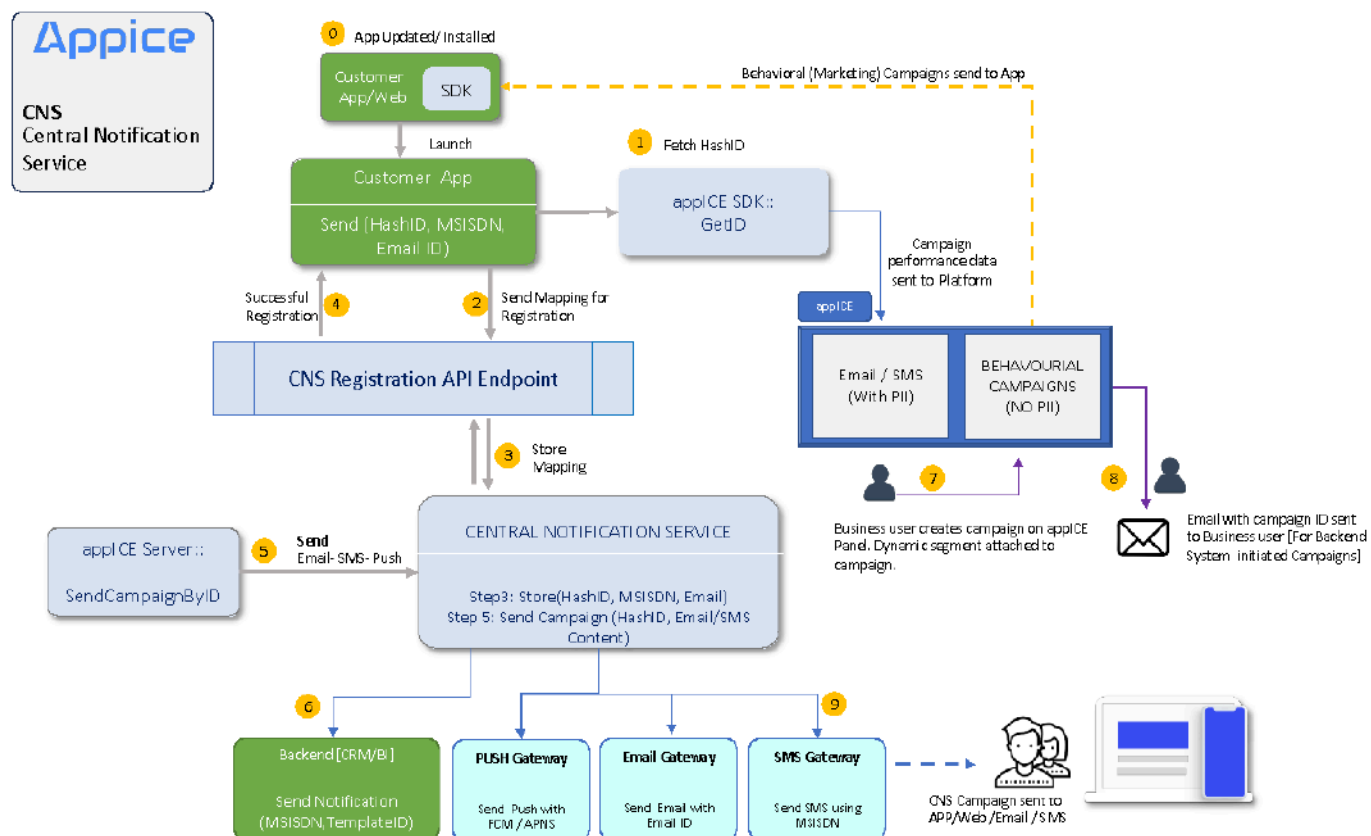
Step 5: A Marketing Business User can create a Campaign on the AppICE System. This Campaign will be attached to a special audience segment called “Dynamic Segment”.

Step 6: An email will be sent to the business user that will have details of the Campaign ID.

Step 7: CNS Server does the following steps

1. Use the CampaignID provided by the caller
2. Populate the Template with the payload
3. Look up MSISDN to HashID (there can be one or more HashID per MSISDN),
4. CNS will deduplicate the list of HashID
5. If a list of HashID exists then CNS will call SendCampaignByID with the list of HashID, CampaignID, Data.

Finally, System delivers the push notification to the end user.

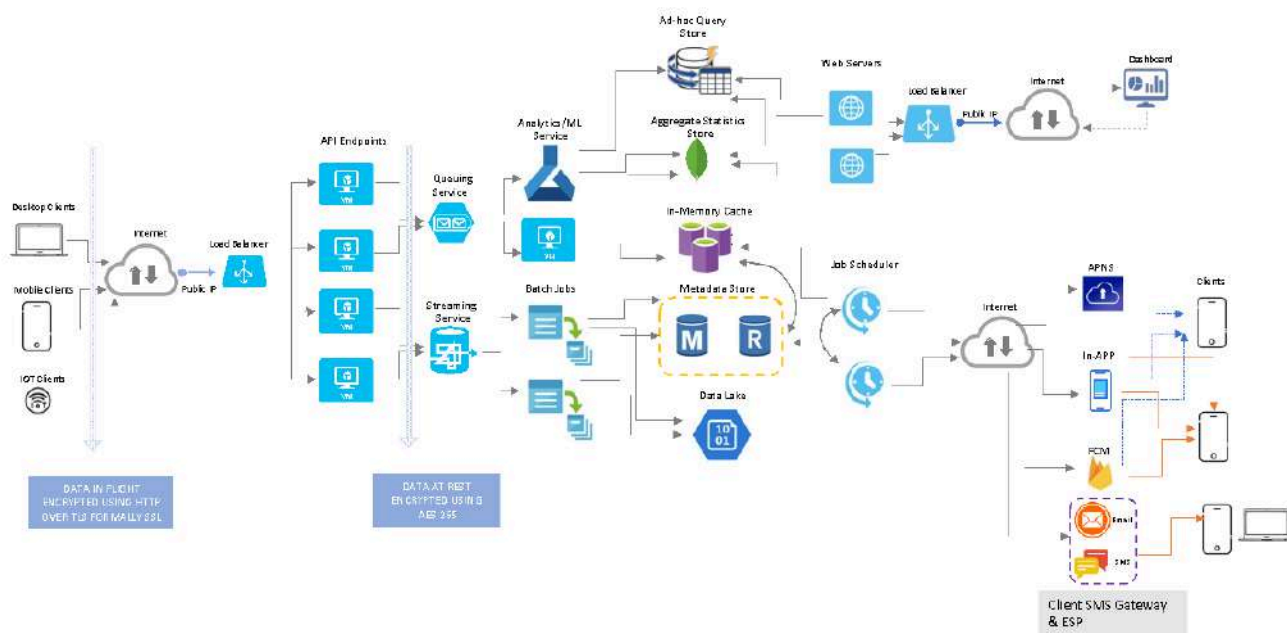


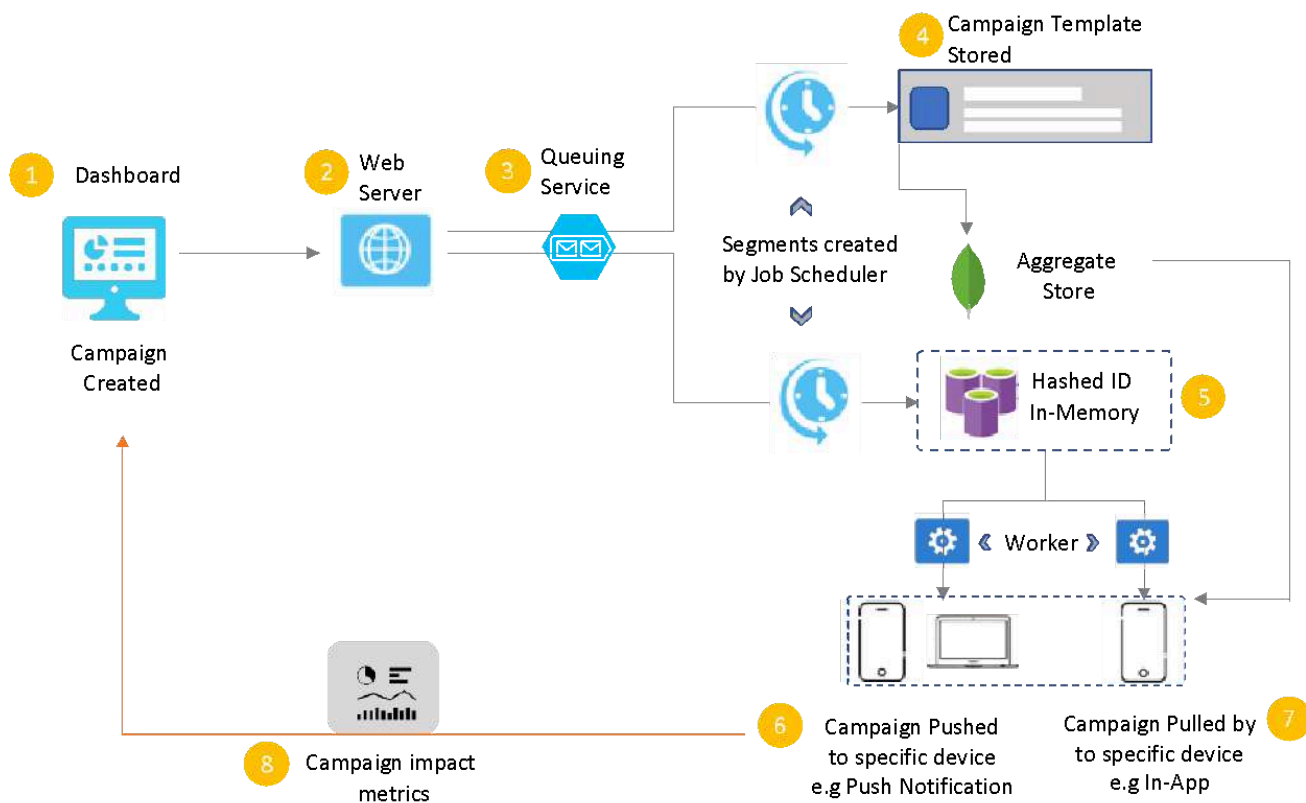
2. Platform Architecture

Deployment architecture overview, without PII integration

1. On-Premise Deployment
2. CEX – Customer Experience Platform sends Marketing Notifications
3. In addition to behavioral campaigns, the platform will be used to send CNS initiated transactional notifications as well.

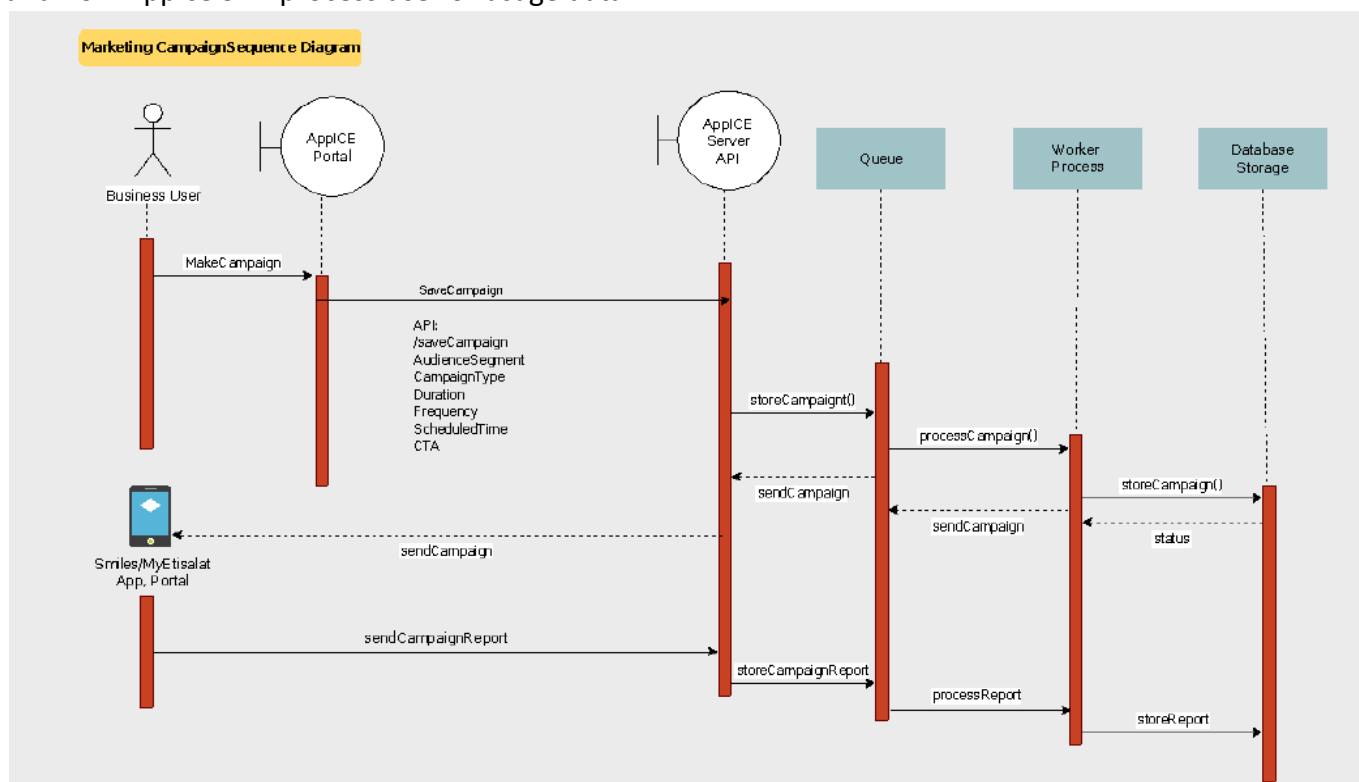
Architecture Overview





MARKETING CAMPAIGNS SEQUENCE DIAGRAM:

The following illustrates the flow sequences for campaigns which are going to be created from Appice Panel and how Appice SDK process user or usage data.



3. CNS API Endpoint

API Base URL [https:// <baseUrl>](https://<baseUrl>)

Protocol Used: SSL

Sample AppIDs

App ID 5ee1f166e1308e2d9d7762c6
App Key 373f3b5b27d5dc3944426175bd9db5628569cc57
API Key c57dabe7c58226b2b6c8b04be5884d92

Request: As per API Spec

HTTP Verb	POST	Only POST requests are accepted.
Data Encoding	JSON	Please encode the parameters in JSON format.

Response: As per API Spec.

HTTP Status	Description
200	Success
5XX	Failure

4. API To Send Campaign To A Segment Of Devices

API NAME: **sendCampaignByID**

Endpoint: <https://<baseUrl>/i/V1/sendCampaignByID>

Verb: POST

Field Name	Type	Description	Mandatory (Y/N)	Comment for Implementor
app_id	String	The application key obtained at the time of registration.	Y	These are static keys provided at the time of registration.
app_key	String	The application id obtained at the time of registration.	Y	These are static keys provided at the time of registration.
api_key	String	The api key obtained at the time of registration.	Y	These are static keys provided at the time of registration.
camp_data	JSON	JSON structure with values for the campaign to be sent to the user(s). If the values are not provided, then the configured values are used.	Y	See the sample below to see the JSON Data.
id	String	Id of the campaign	Y	This can be any internal or external id of the campaign.

name	String	Key for the name associated with this send call.	N	This is the TemplateName. This may be generated dynamically on every call.
users	Array	Array of comma separated values of UserIDs. UserID is set as a User property. Optional if HashID or msisdn or email or Tokens Array is provided.	N	This is the UserID that is set via the application. This could be one or more UserID per device.
emailids	Array	Array of comma separated values of Email ids. Optional if HashID or Tokens or UserID or MSISDN Array is provided.	N	These are the email ID's provided by the CNS producer
msisdns	Array	Array of comma separated values of Phone numbers. Optional if HashID or Tokens or UserID or Email Array is provided.	N	These are the msisdn provided by the CNS producer
tokens	Array	Array of comma separated values of Firebase or APNS tokens. These tokens could exist in the system or could be external. Optional if HashID or UserIDs or email or msisdn Array is provided. Limited to 1000 per request.	N	This is the token of Firebase or APNS and it MUST be accompanied by the next string of Platform.
platform	String	"Android", "iOS" or "Web" or "All". NOTE: That if a tokens array is provided then only a single platform value can be provided.	N	MUST be provided if Token Array is used.
segment	String	A segment name that is targeted for this campaign. Optional if HashID or UserIDs or Tokens Array is provided.	N	This is the segment name that was defined on the portal. If a broadcast message has to be sent then we should send the value "All Audience"
payload	JSON	Array of JSON structure with values for campaign data described below	Y	See the sample below to see the JSON Data.
ctype	String	The type of campaign like push, in-app, rating etc	Y	For push notifications it will be PUSH.
dtype	String	The delivery type of the campaign whether DirectPush, InboxOnly or All.	N	Default will be All. The campaign can be sent to either the AppInbox or only as a notification or both.
nh	String	Header Text of the campaign	Y	The Notification Header.
nd	String	Description Text of the campaign	Y	The Notification Description.
lang	String	Locale of the user that will be receiving the campaign e.g. en-US or ar-AE	Y	Language as Locale code as defined in IETF Language Code https://en.wikipedia.org/wiki/Language_code
expiry	String	DateTime after which the campaign ceases to be valid.	Y	DateTime in String format as per ISO specification https://en.wikipedia.org/wiki/ISO_8601

	<pre>"ctype": "PUSH", "nh": "اختبار", "nd": "رأس", "lang": "ar-AE", "expiry": "2020-06-20T24:00:00", "cdata": { "newsId": 8819700, "linkUrl": "1", "sectionId": 1, "title": "Successful Payment ", "body": "Successful Payment ", "linkAction": "internal" } }} }</pre>
--	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Responses

A JSON array of results.

Field Name	Type	Description	Mandatory (Y/N)
statusCode	Integer	The HTTP status code of the send campaign to the device or group of ids	Y
custom	JSON	The same custom data that is passed in camp_data of request is passed back.	Y
msg	JSON	A JSON Structure with the message described below "msg": { "message": "success", "id": "5c92065d8002c94b0092c46c", "nm": "MF3"	Y
message	String	Success or failure	Y
id	String	The unique campaign ID that is used to identify the campaign.	Y
nm	String	The name associated with this campaign ID.	Y

Response content type

Application/Json

Code	Description
200	<p><i>successful operation</i></p> <ul style="list-style-type: none">● Example Value● Model <pre>{ "result": [{</pre>

	<pre>"statusCode": 200, "customdata": { "requestId": 324245 }, "msg": { "message": "success", "id": "5c92065d8002c94b0092c46c", "nm": "MF3" } }, { "statusCode": 200, "customdata": { "requestId": 324245 }, "msg": { "message": "success", "id": "5c92065d8002c94b0092c46b", "nm": "MF2" } }] }</pre>
504	<i>Invalid input data</i>

5. Campaign Creation for Marketing/Internal Campaigns

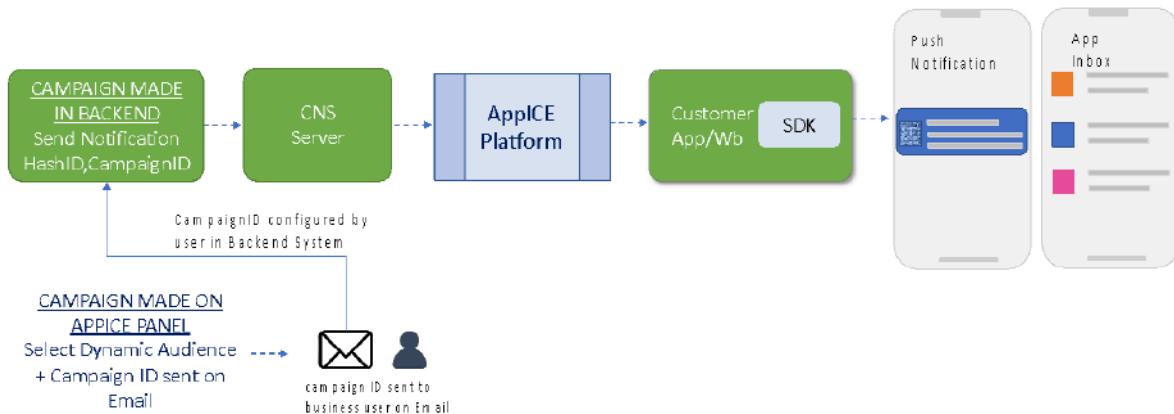
The workflow is as follows

A. Campaign generated from Internal System

1. Campaign from Internal system along with notification parameters and 'retirement' days is sent.
2. Campaign is passed on to CNS server using CNS API
3. CNS sends campaign to AppICE Platform
4. AppICE routes campaign to customers device.
5. Customer clicks on push notification
 - a. Specific page on App or Home page opens as per campaign definition
 - b. Customer can also click on 'Bell' icon on the home page of App to go inside App-Inbox
 - c. The same campaign which was received as notification is also seen in App In-box

B. Campaign generated on AppICE Panel

6. Campaign is configured on AppICE Panel
7. Audience selection = 'Dynamic Audience'
8. AppICE sends an Email to the user with CampaignID
9. User configures 'CampaignID' in Marketing/Internal system
10. Campaign is passed on to CNS server using CNS API
11. CNS sends campaign to AppICE Platform
12. AppICE routes campaign to customers device.
13. Customer clicks on push notification
 - a. Specific page on App or Home page opens as per campaign definition
 - b. Customer can also click on 'Bell' icon on the home page of App to go inside App-Inbox
 - c. The same campaign which was received as notification is also seen in App In-box

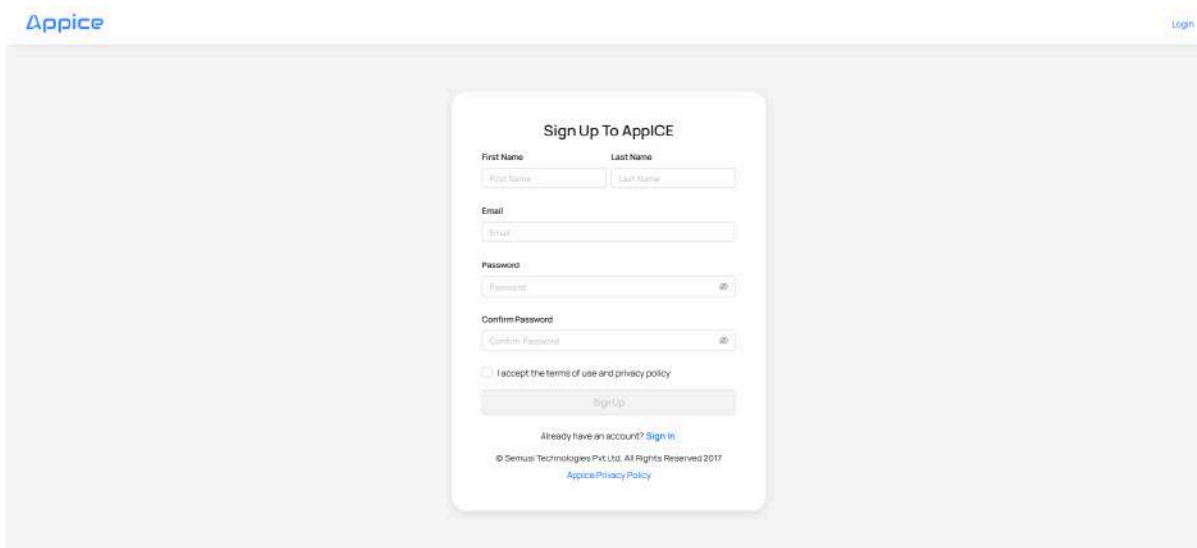


User Management

How to Register

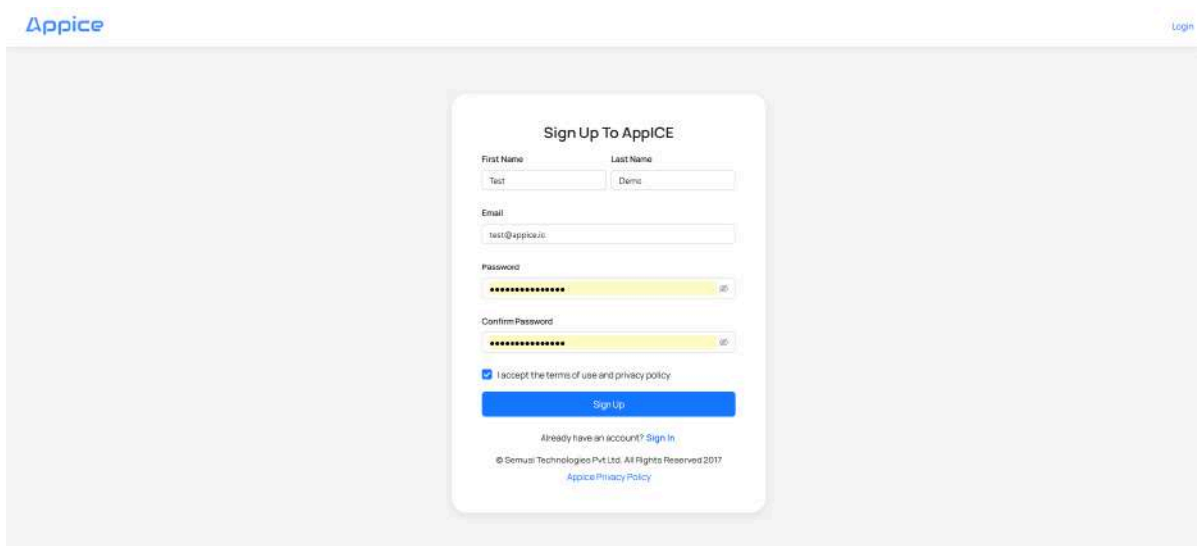
Here are the steps to create a user on Appice dashboard:

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



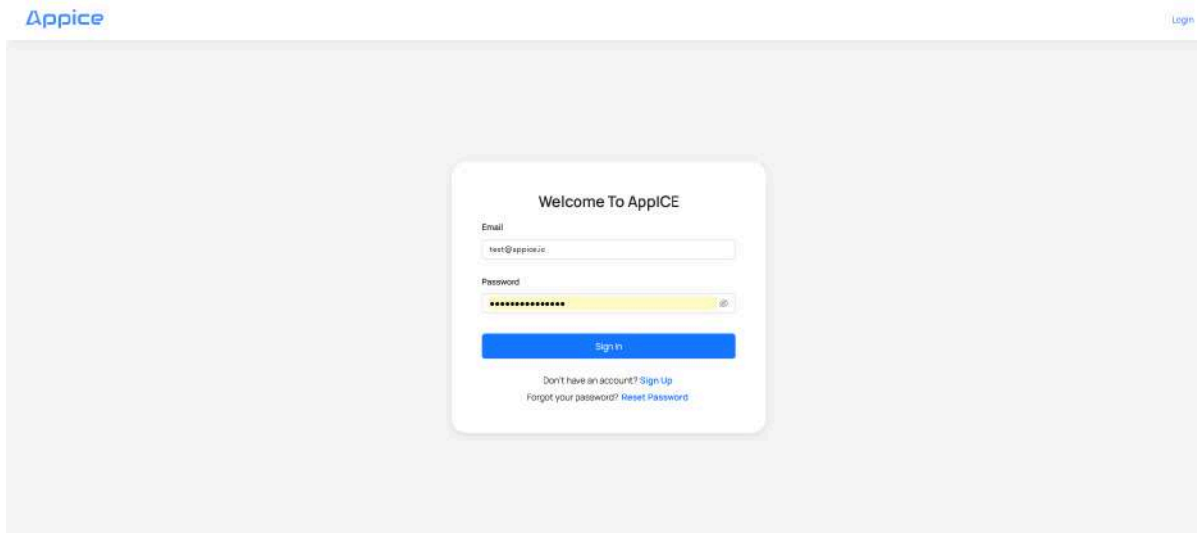
The screenshot shows the Appice dashboard header with the Appice logo on the left and a 'Login' link on the right. In the center, there is a 'Sign Up To AppICE' form. The form includes fields for 'First Name' and 'Last Name' (with placeholder text 'First Name' and 'Last Name'), an 'Email' field (with placeholder text 'Email'), a 'Password' field (with placeholder text 'Password'), and a 'Confirm Password' field (with placeholder text 'Confirm Password'). Below these fields is a checkbox labeled 'I accept the terms of use and privacy policy'. A 'Sign Up' button is at the bottom of the form. At the very bottom of the form, there is a link 'Already have an account? Sign In', a copyright notice '© Semus Technologies Pvt.Ltd. All Rights Reserved 2017', and a link 'Appice Privacy Policy'.

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



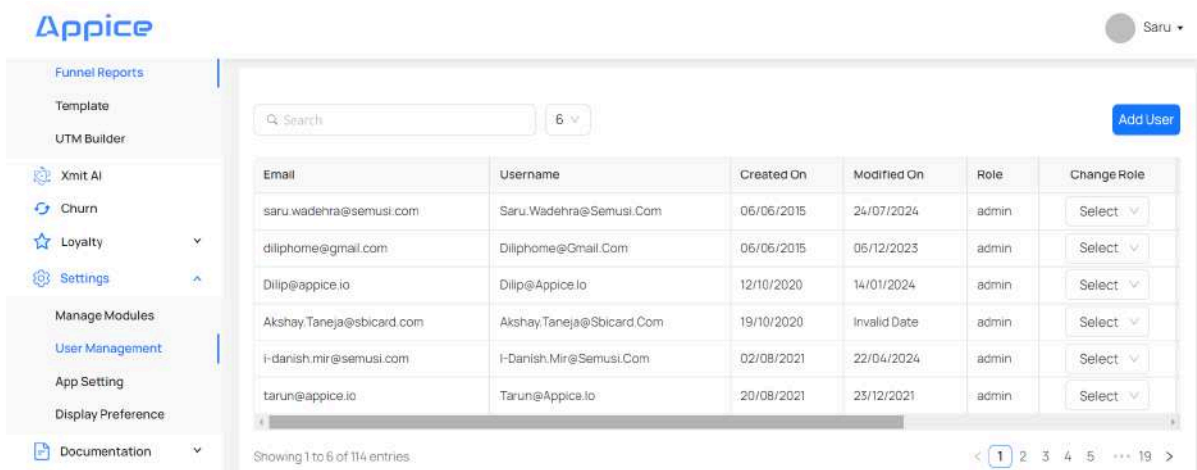
This screenshot shows the same 'Sign Up To AppICE' form as the previous one, but with sample data entered. The 'First Name' field contains 'Text' and the 'Last Name' field contains 'Demo'. The 'Email' field contains 'text@appice.io'. The 'Password' and 'Confirm Password' fields are filled with 10 asterisks. The 'I accept the terms of use and privacy policy' checkbox is now checked. The 'Sign Up' button is highlighted in blue. The footer of the form remains the same, with the 'Sign In' link, copyright notice, and 'Appice Privacy Policy' link.

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



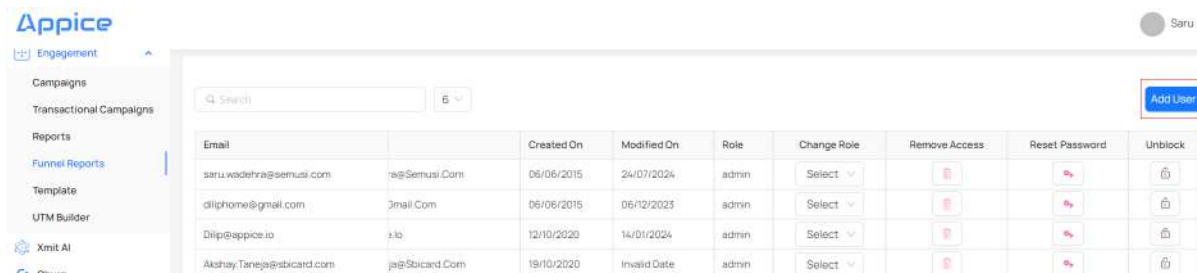
User Creation Process

Once users register from the Appice dashboard, this has to be approved by Admin for users to access this particular app on the Appice panel, by logging into the Appice dashboard and going to **Settings** → **User Management** in the left panel.

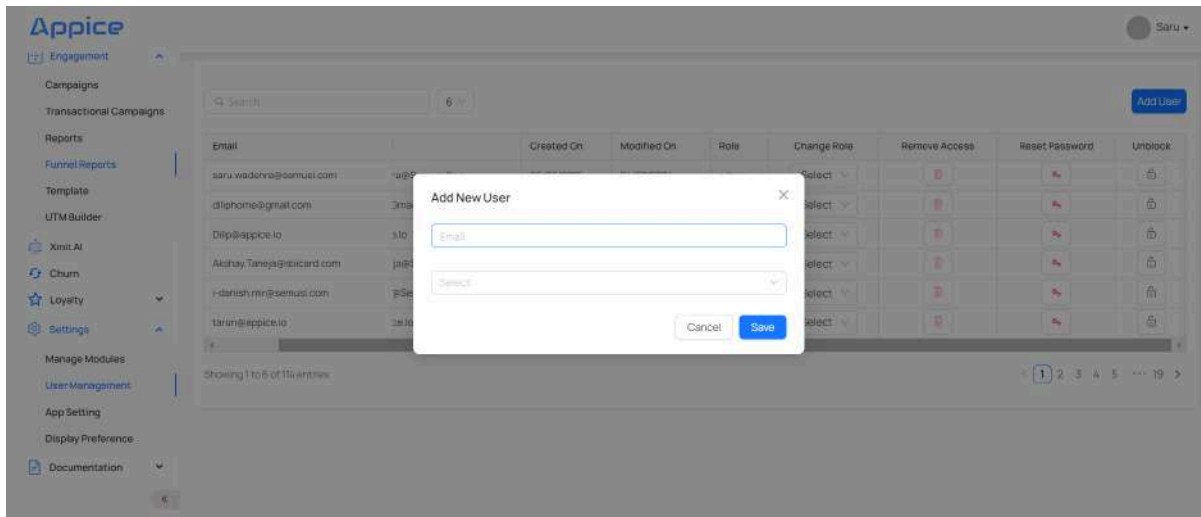


By default, Users are in Not Approved state. These can be Approved by clicking on the **Approved** button.

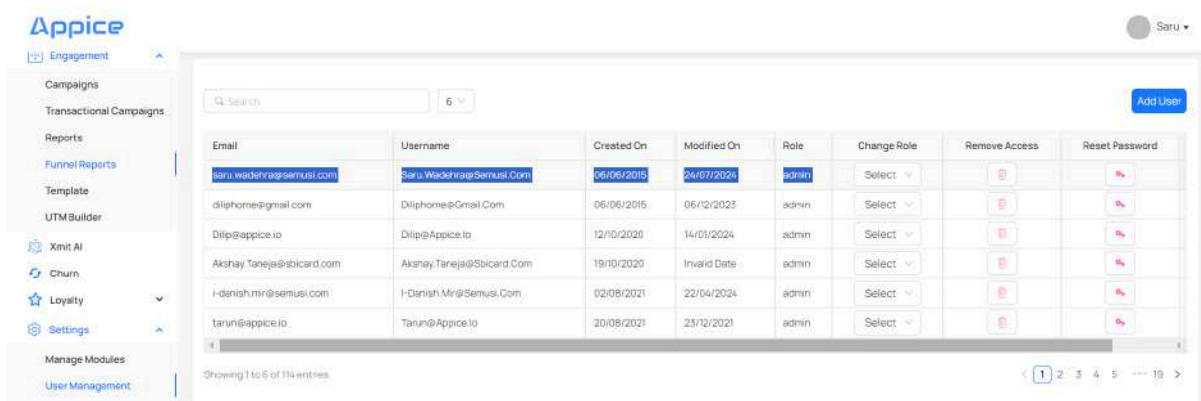
Admin can also assign App and roles to these Approved Users by clicking on the **Add User** button.



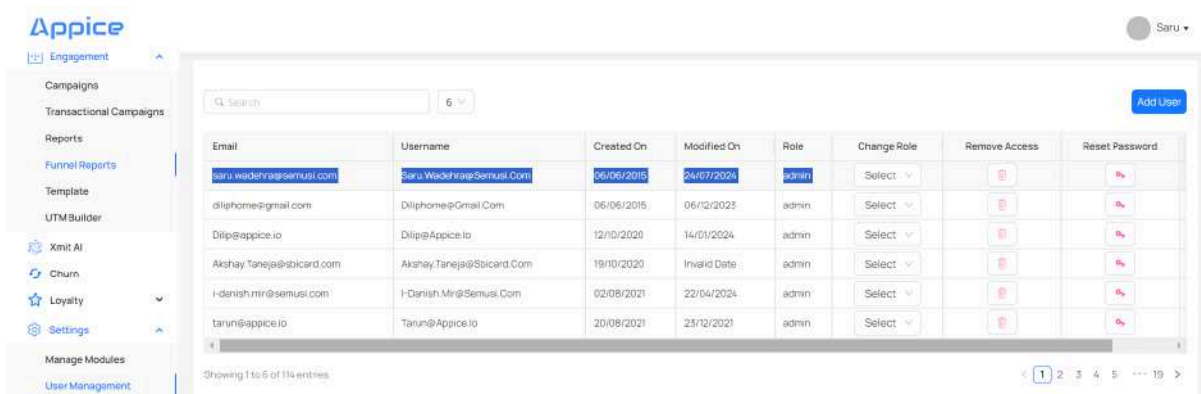
On clicking, it takes to this page where Email has to be provided and Role has to be selected from dropdown.



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



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



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

User Modification Process

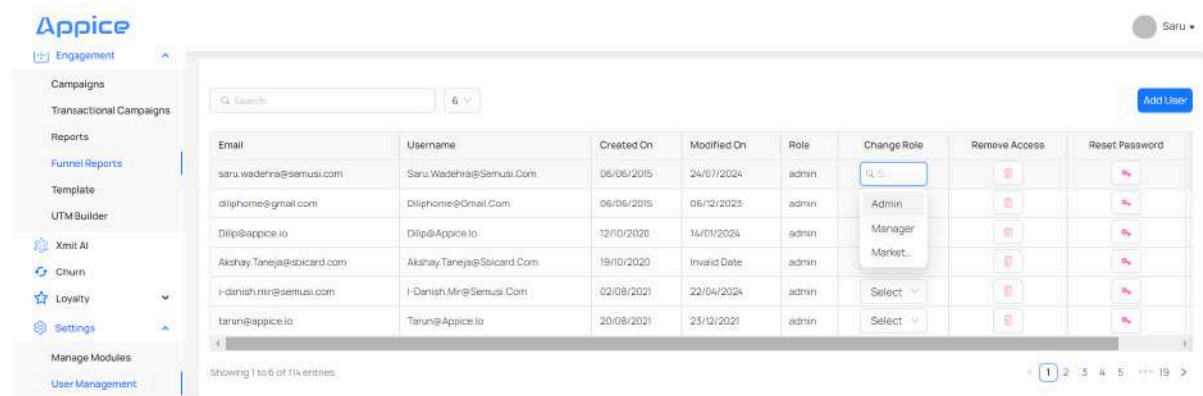
There are two types of modifications possible in Dashboard:

- Change Role
- Remove Access
- Change/Reset Password

i. Change Role

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

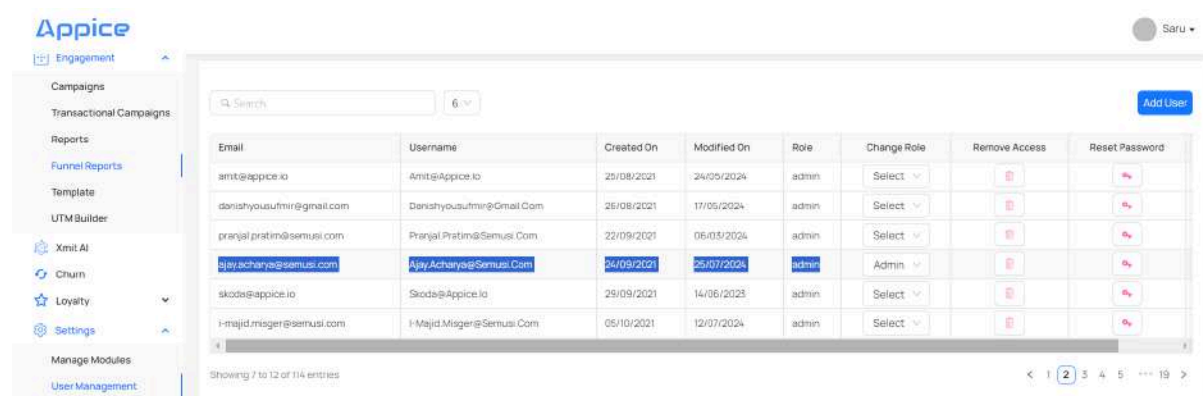
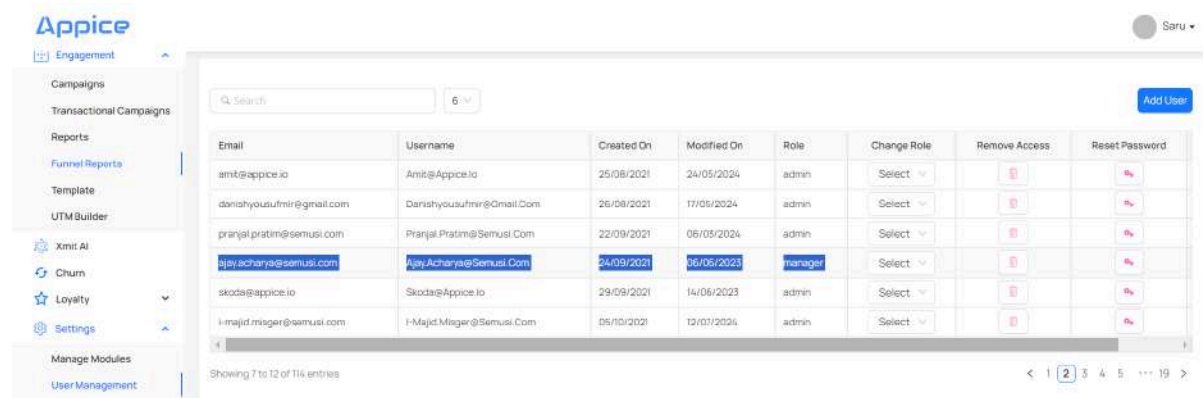
Click the **Change Role** dropdown for the specific User, for which role is to be modified.



It shows 3 values in the dropdown - Admin, Marketer, Manager.

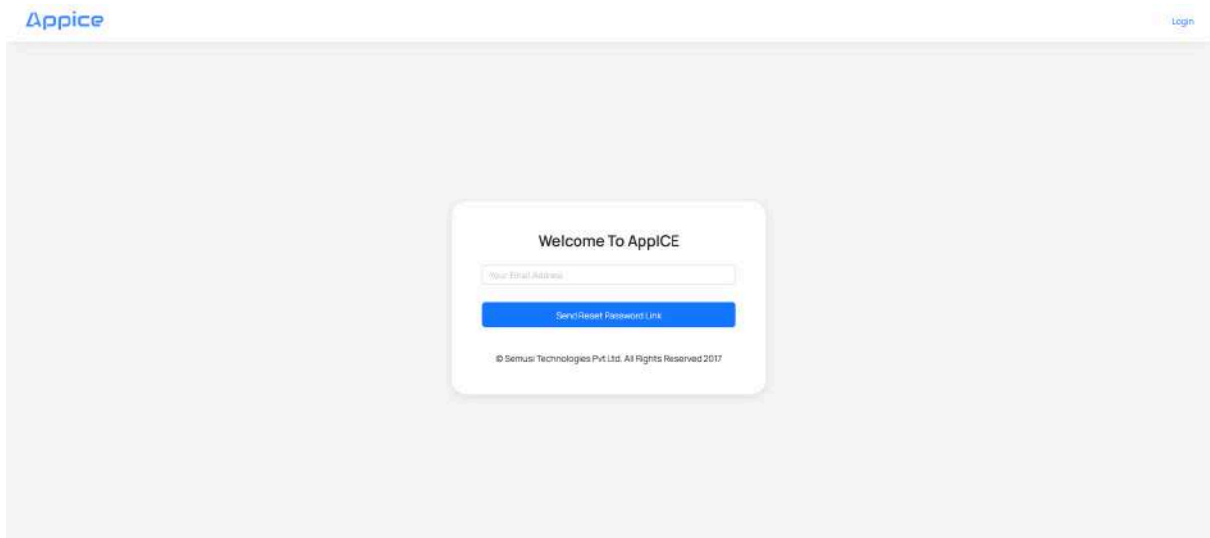
- Admin - who has all the rights (create users, create/edit/delete/activate campaigns, enable app settings)
- Marketer - who has rights to create/edit campaigns
- Manager - who has rights to create/edit/review/delete/activate campaigns

Change the value.

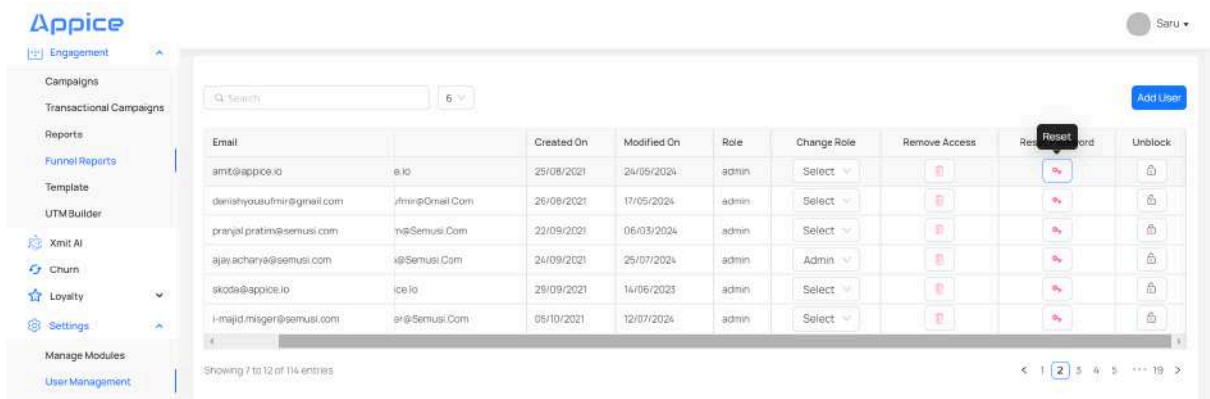


ii. Forgot/Reset Password

When the user clicks on Reset Password from the Appice panel, it will ask the user to put in an email ID to reset the password by clicking on link received on their email.

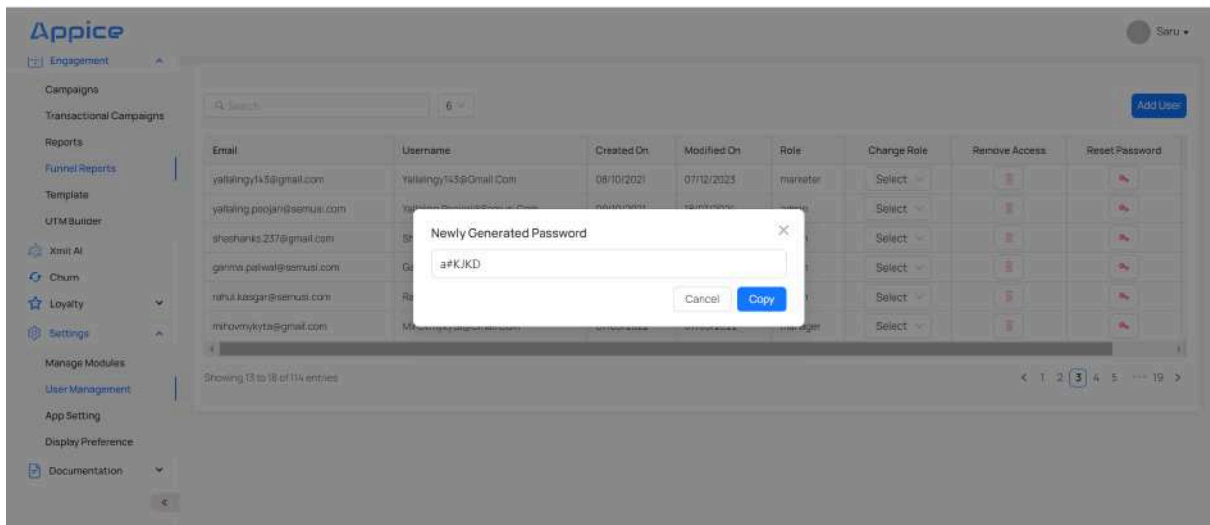


Passwords can also be reset by the Administrator by logging into the Appice panel.



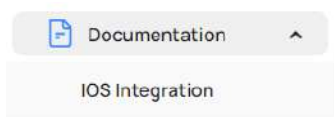
On clicking the Reset icon, it generates a temporary password.

It asks to change the password upon 1st login.



Documentation

Documentation for SDKs or other modules can be downloaded from here.



Glossary

NEW USERS - who have visited / installed app for the first time, for the selected period.



RETAINED USERS - who are still using your app, for the selected period.

DAU - Daily Active Users - Avg count of unique users per day who have opened the App or visited the website.

WAU - Weekly Active Users - Avg count of unique users per week who have opened the App or visited the website.

MAU - Monthly Active Users - Avg count of unique users per month who have opened the App or visited the website.



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

Active Campaigns - total count of engagement campaigns which are live.

Total Campaigns - total count of campaigns in the system.

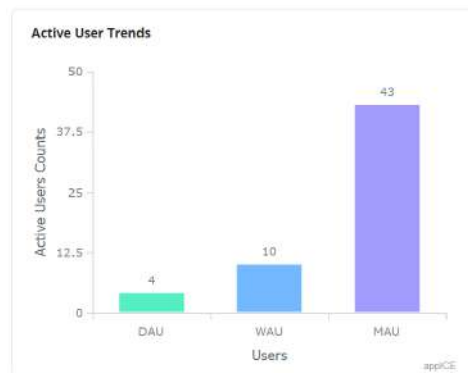
DAU/MAU - gives ratio of Daily Active Users to Monthly Active Users.



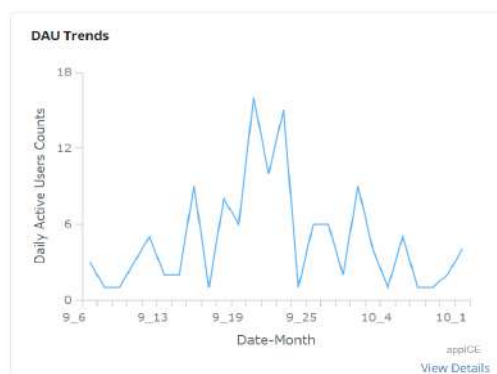
CHURN - who have uninstalled/are sleeping users in your app for the selected time period.



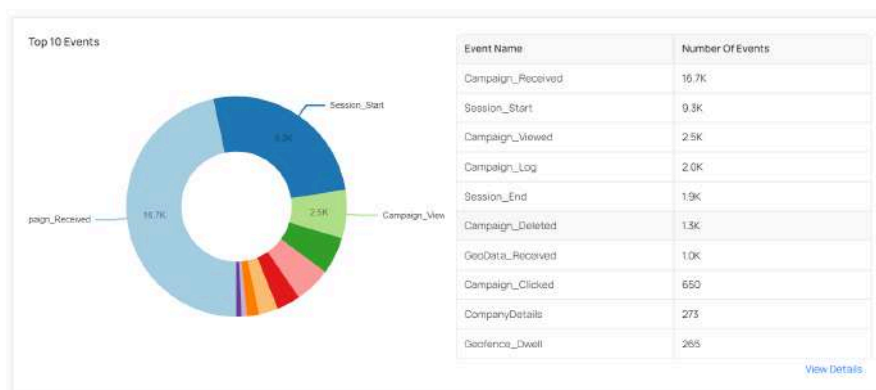
Active User Trends - gives trend for active users i.e. DAU, WAU, MAU.



DAU Trends - shows trends for Daily Active Users for the time period selected.



Top 10 events: all - shows event names and count for top 10 events.



Install Cohort - shows cohort / count of acquisition based on the period selected.

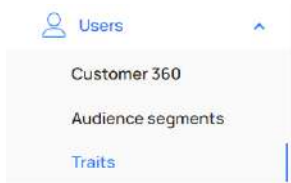
Install Cohort

ON OFF Show Percentage

Period D+30 (Mont... Jan 1, 2024 -- Aug 28, 2024 View

Time	Acquisition	1	2	3	4	5	6	7	8
January 2024	32	32	32	32	32	32	32	32	32
February 2024	363	363	363	363	363	363	363	363	
March 2024	209	209	209	209	209	209	209		
April 2024	153	153	153	153	153	153			
May 2024	266	266	266	266	266				
June 2024	148	148	148	148					
July 2024	80	80							
August 2024	43	43							

Users - helps create segments.



Customer 360 - creates 360 view of the customers.

Appice

Home Dashboard Setup Apps Users Customer 360 Audience segments Traits Acquisition App Acquisition Analytics Engagement Data Transformation

List of members

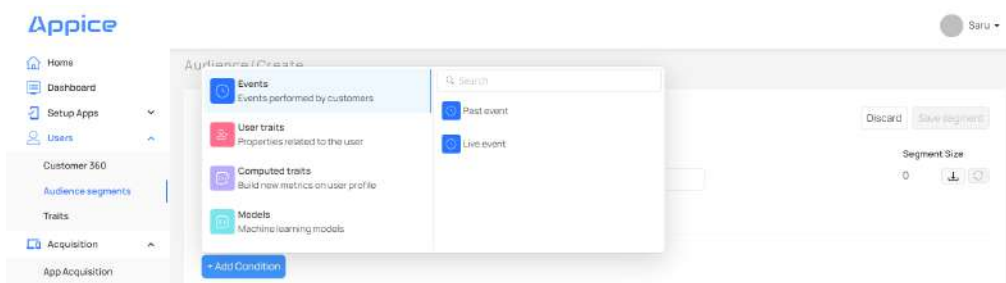
Configuration Add Members

+ Filter

Search

Full Name	Email	Active Points	Total Spending (PLN)	Avg. Transaction Value (PLN)	Tier	Action
Alice Williams	alice.williams@gmail.com	1000	4500	90	Gold	...
Jane Smith	jane.smith@outlook.com	800	3000	75	Silver	...
Bob Johnson	bob.johnson@hotmail.com	1500	7000	120	Platinum	...
Chris Brown	chris.brown@gmail.com	600	2500	60	Silver	...
Eve Davis	eve.davis@hotmail.com	1300	6000	110	Platinum	...
David White	david.white@gmail.com	1100	4800	95	Gold	...
Grace Taylor	grace.taylor@outlook.com	700	3200	80	Silver	...

Audience segments - allows you to create your audience segments based on different criterias.

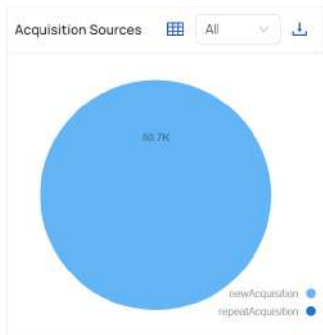


Acquisition - more details about the users who visited / installed your app.



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

Acquisition - shows sources from where users have come with spend.

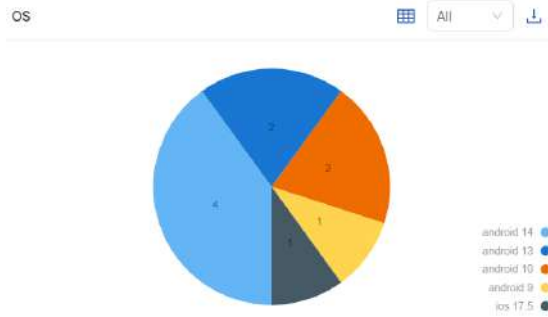
Acquisition

Source

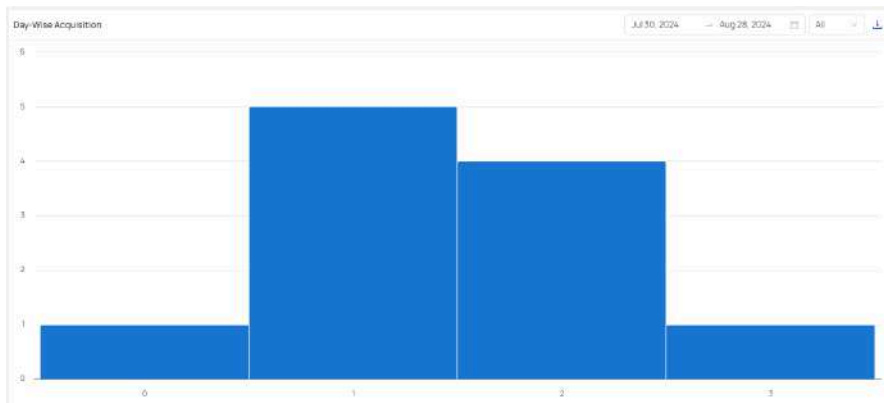
All

Source	Acquisition	Avg.CPI	Spend
so_01	6	5	₹30
so 01	2	5	₹10

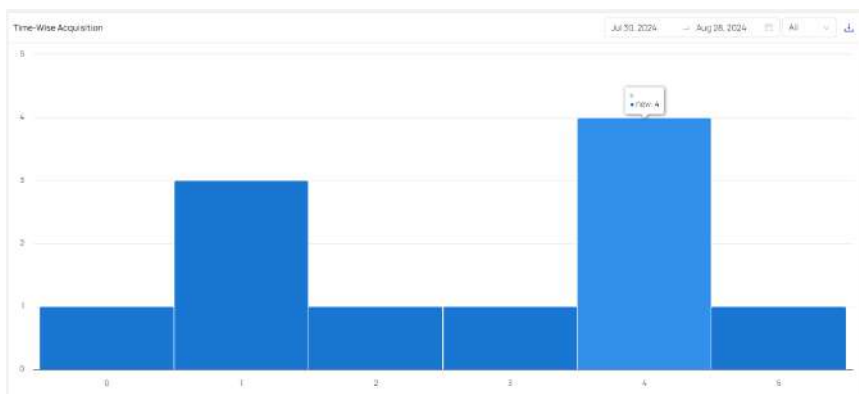
OS - from which OS users have installed the app.



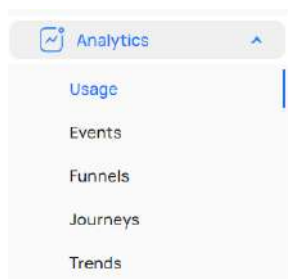
Day-Wise Acquisition - shows daily installs/visits.



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



Analytics - which users perform within your app.



Usage - gives data i.e. session details of your users.

Users - gives count of users vs session count.

NA

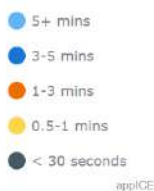
NA



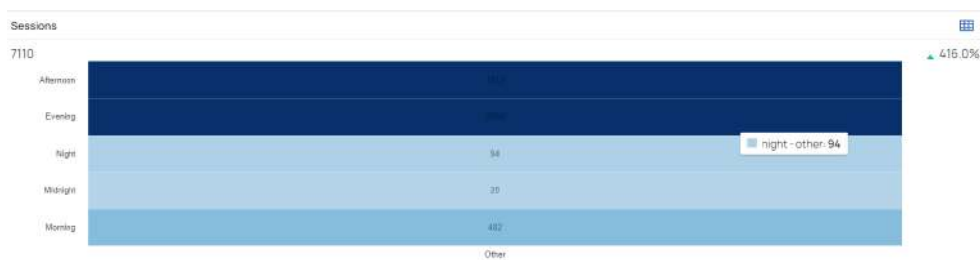
Avg. Session Length - gives average duration of the overall sessions i.e. average time spent by users within your app.

0 mins, 0 secs

NA

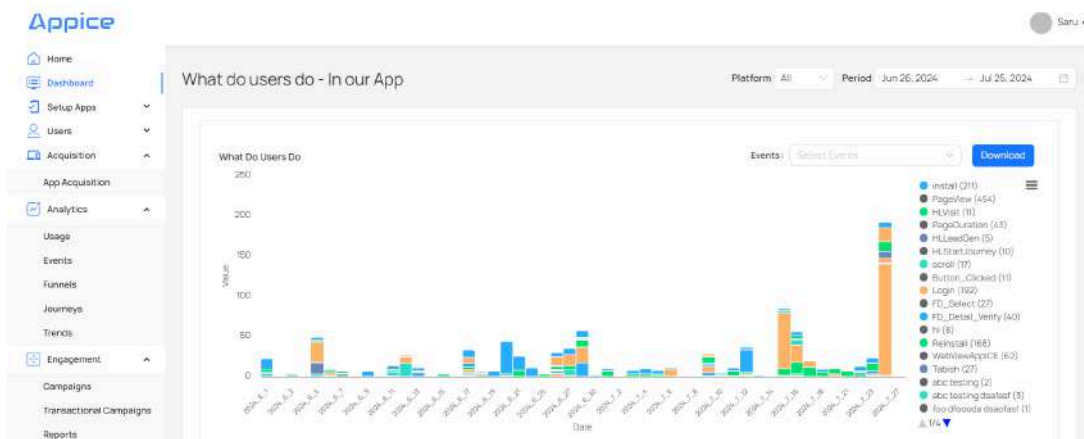


Sessions - gives count of user sessions during morning, afternoon, evening, night and midnight.

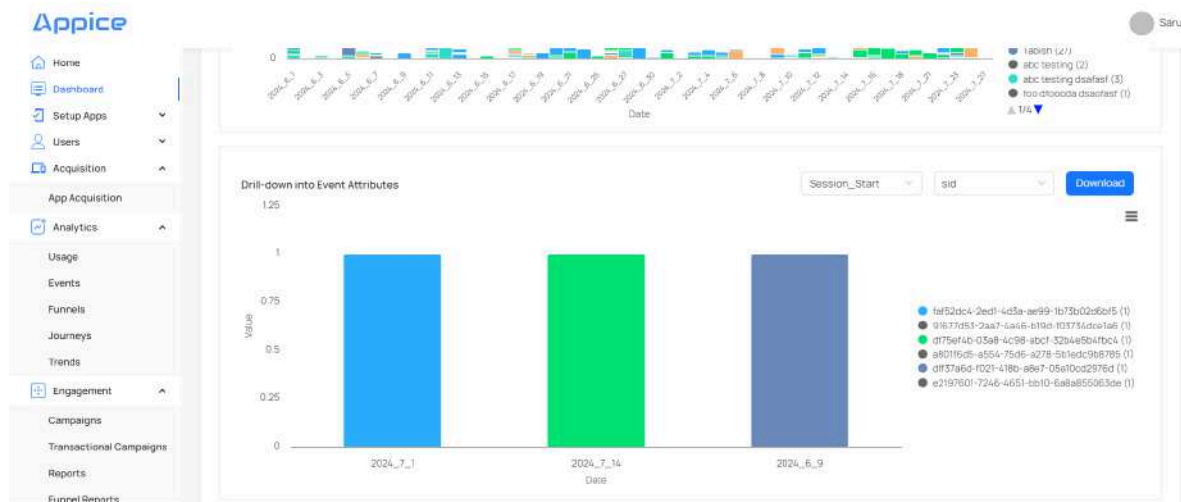


Events

What Do Users Do - count of all the activities or events which users perform within your app for the selected time period. You can also download reports in csv format.



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.



Funnels - helps you find out drop offs which have happened within your app. 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.

The dashboard displays a table titled 'What do users do - In our App'. The table has columns: File Name, Status, Export Date, Processed Date, and Action. It shows five entries for 'NewUserExports_July_24th 2024'.

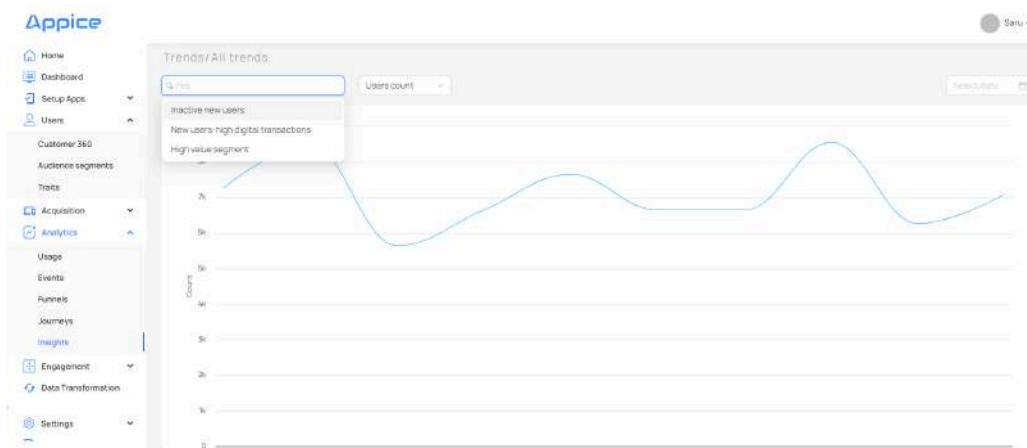
File Name	Status	Export Date	Processed Date	Action
NewUserExports_July_24th 2024, 4:45:21 pm	processed	24 Jul 2024	24 Jul 2024	
NewUserExports_July_24th 2024, 5:57:52 pm	processed	24 Jul 2024	24 Jul 2024	
NewUserExports_July_24th 2024, 5:46:56 pm	processed	24 Jul 2024	24 Jul 2024	
NewUserExports_July_24th 2024, 5:43:20 pm	processed	24 Jul 2024	24 Jul 2024	
NewUserExports_July_24th 2024, 11:07:11 am	processed	24 Jul 2024	24 Jul 2024	

Journeys - shows end-to-end journey / visits followed by users within your app.

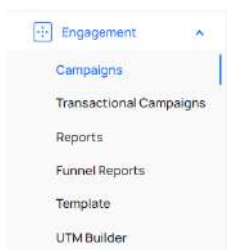
The dashboard displays a table titled 'Journeys Data'. The table has columns: Journey Name, Journey Description, Start Event, End Event, and Action. It shows four entries for various journeys.

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	

Insights - shows trends.



Engagement - campaigns which can be set up to engage customers via push notification / email / in-app notification / SMS etc.



Campaigns

Active Campaigns - which are live and have to go to customers.

The screenshot shows the 'All campaigns' section of the Appice dashboard, filtered for 'Active' campaigns. The table lists several campaigns with their details, types, audiences, and performance metrics.

Campaign details	Type	Audience	Reachable	Delivered	Clicked	Start date	End date	Action
Whoreagan Copy F63c ID: 66a0c078292a0e0545ae29fe	IN APP	whoreaganmail	2	2	0	24/07/2024	31/07/2024	[X] [i] [e] [d]
KonyCROCS9uE1 ID: 66a08ca30472881a5485a764	PUSH	GooglePixel4	1	1	1	24/07/2024	25/07/2024	[X] [i] [e] [d]
KonyCROCS9uE2 ID: 66a08ca30472881a5485a764	PUSH	GooglePixel4	1	1	1	24/07/2024	25/07/2024	[X] [i] [e] [d]
Test1u24 ID: 66a092390472881a5485a764	IN APP	Notification Permission Raise 16 July	166	166	0	24/07/2024	25/07/2024	[X] [i] [e] [d]
Test2u24 ID: 66a092390472881a5485a764	IN APP	Notification Permission Raise 16 July	332	332	0	24/07/2024	26/07/2024	[X] [i] [e] [d]

Draft Campaigns - which are in draft and can be made active to go to customers.

The screenshot shows the 'All campaigns' section of the Appice dashboard, filtered for 'Draft' campaigns. The table lists several campaigns in draft status.

Campaign details	Type	Audience	Reachable	Start date	End date	Action
Whoreagan ID: 66a0c078292a0e0545ae29fe	IN APP	whoreaganmail	0	24/07/2024	25/07/2024	[X] [i] [e] [d]
South Test ID: 66a08ca30472881a5485a764	IN APP	whoreaganmail	2	24/07/2024	25/07/2024	[X] [i] [e] [d]
Arme Rose 23 July F01 ID: 66a092390472881a5485a764	IN APP	armerosemail	0	23/07/2024	24/07/2024	[X] [i] [e] [d]
KonyCROCS9uE1 ID: 66a08ca30472881a5485a764	IN APP	TabishF14	1	23/07/2024	24/07/2024	[X] [i] [e] [d]

Past Campaigns - which have already been gone to customers.

Appice Saru

Home Dashboard Setup Apps Users Acquisition Analytics Engagement

All campaigns Active Draft Past Period Start date End date

Search All 10 + Campaign

Campaign details	Type	Audience	Reachable	Start date	End date	Action
Test24July ID: 86a092725eddac989466a70d	PUSH	pranjal campaign	4	24/07/2024	24/07/2024	
Test D ID: 86a07f5d23049525a190b67	PUSH	sajadtestd	4	24/07/2024	25/07/2024	
Notification Permission False 23 July FS1 ID: 869f56420061cef1f58cb53	IN-APP	Notification Permission False 16 July	163	23/07/2024	24/07/2024	
Notification Permission False 23 July FS2 ID: 869f358c2061cef1f58cb54a	IN-APP	Notification Permission False 16 July	163	23/07/2024	24/07/2024	

b. **Reports** - overall performance report of campaigns being run.

Appice Saru

Home Dashboard Setup Apps Users Acquisition Analytics Engagement

Overview 14 Jul 2024 - Aug 2024

Reachable audience: 11 21,93,214

Sales: \$1,05,005

Impressions: 86,05,439 25%

Costs: \$6,332 21%

Conversions: 2,798 0.1%

Campaign Performance

Select Channel: All Yesterday Last 7D Last 30D

Line chart: Sales vs Impressions (Apr 2 to Apr 10)

Bar chart: Sales vs Conversions (Jan to Apr)

Summary Metrics:

- Reachability: 3,23,483 2.8%
- New Subscribers: 6,380 4.5%
- Unsubscribed: 549 10%
- Users Engaged: 4,029 4.3%
- Revenue: SAR 144,213 10%

Appice Saru

Home Dashboard Setup Apps Users Acquisition Analytics Engagement

Browsers type

Bar chart: Sales by Browser (Chrome, Safari, Firefox)

Conversions by Browser:

Browser	Conversions
Chrome	30%
Safari	26%
Firefox	2%

Technical Errors

139 test entries 20 test entries 119 test entries

Error Type	Chrome	Safari	Firefox
Dispatch Error	16	1	0
Duplicate Profile for channel	1	3	0
Count	16	4	0

c. **Funnel Reports** - reports exported from the Funnels section can be found here for download.

d. **Template** - templates being created for push/In-App or other campaigns can be found here.

Appice Saru

Home Dashboard Setup Apps Users Acquisition Analytics Engagement

Message templates

Search: Push Notification Search by template name

Filter: SMS In-App Push Notification Web Push Email Whats App

Header	Last updated	Created by	Action
template	06/26/2024		
WhoCampaignTest	06/27/2024		
WhoCampaignTest	06/29/2024		
test cdata Jul 22	07/22/2024		
testres242424	07/30/2024		
expanded test1	08/01/2024		

Showing 1 to 6 of 1524 entries

e. **UTM Builder** - URL with various tracking parameters for tracking can be created from here.

Campaign URL Builder

URL

 Enter website URL (e.g. https://www.example.com)

Campaign ID

Campaign Source

Campaign Medium

Campaign Name

Campaign Term

Campaign Content

[Generate URL](#)