Subway HOL (Complete)

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powered by Adobe Customer Journey Analytics

KPI Example Dashboard

Subway HOL

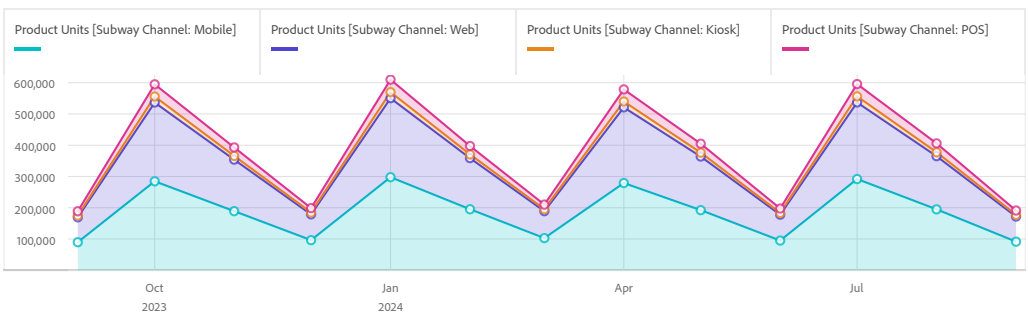
Last 13 full months
Sep 1, 2023 - Sep 30, 2024

SUBWAY

Mobile Orders	Web Orders	Kiosk	Store POS Orders
80,154	70,617	25,270	60,216

Mobile Revenue	Web Revenue	Kiosk	Store POS Revenue
$41.936M	$37.579M	$7.746M	$19.327M

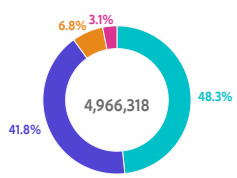
Orders Trend



Order Summary

Mobile	Web	POS	Kiosk
2,398,640	2,075,037	339,049	153,592

Product Units



Web Logins	Mobile Logins	Store Visits	Kiosk Visits	Omni-Channel Or...	Promo %
▲48.0%	▲9.7%	▲11.5%	▼1.9%	▲11.8%	▲36.0%

Product Categories

Subway Product Category Page: 1 / 1 Rows: 50 1-5 of 5	Product Additions 299,904 out of 299,904	Product Orders 210,987 out of 210,987	Product Units 4,991,588 out of 4,991,588	Purchase Amount $98,842,566 out of $98,842,566	Promo % 14.21% out of 14.21%
1. Classic Sandwiches	112,660 37.6%	165,031 78.2%	1,873,504 37.5%	$82,789,882 83.8%	11.73%
2. Subway Series	63,767 21.3%	120,841 57.3%	1,061,307 21.3%	$62,028,659 62.8%	10.71%
3. Value Combo Meals	59,996 20.0%	115,662 54.8%	998,906 20.0%	$58,859,507 59.5%	10.51%
4. Top Picks	59,824 19.9%	115,632 54.8%	995,796 19.9%	$72,129,981 73.0%	12.00%
5. Desserts	3,657 1.2%	10,029 4.8%	62,075 1.2%	$5,961,582 6.0%	10.19%

Pages

Subway Pages Page: 1 / 4 Rows: 25 1-25 of 86	Sessions 3,031,794 out of 3,031,794	First-time Sessions 9,204 out of 9,204	Return Sessions 3,022,590 out of 3,022,590	Session Start Rate 100.00% out of 100.00%	Sessions Per Person 126.53 out of 126.53	Time Spent Per Session 1,777 out of 1,777
1. No value	1,604,813 52.9%	5,045 54.8%	1,599,768 52.9%	99.06%	67.36 53.2%	1,268 71.3%
2. order checkout	281,859 9.3%	4 0.0%	281,855 9.3%	97.31%	14.10 11.1%	2,913 163.9%
3. rewards	259,523 8.6%	57 0.6%	259,466 8.6%	97.03%	11.63 9.2%	2,904 163.4%
4. bag	138,059 4.6%	69 0.7%	137,990 4.6%	93.55%	7.07 5.6%	2,781 156.5%
5. account	116,995 3.9%	473 5.1%	116,522 3.9%	95.73%	5.47 4.3%	2,840 159.8%
6. order confirmation	70,613 2.3%	0 0.0%	70,613 2.3%	93.69%	3.76 3.0%	2,774 156.1%
7. purchase history	57,310 1.9%	0 0.0%	57,310 1.9%	93.47%	3.15 2.5%	2,834 159.5%
8. deals and rewards	42,072 1.4%	192 2.1%	41,880 1.4%	96.48%	3.33 2.6%	2,840 159.8%
9. product page	33,937 1.1%	240 2.6%	33,697 1.1%	94.54%	2.17 1.7%	2,829 159.2%

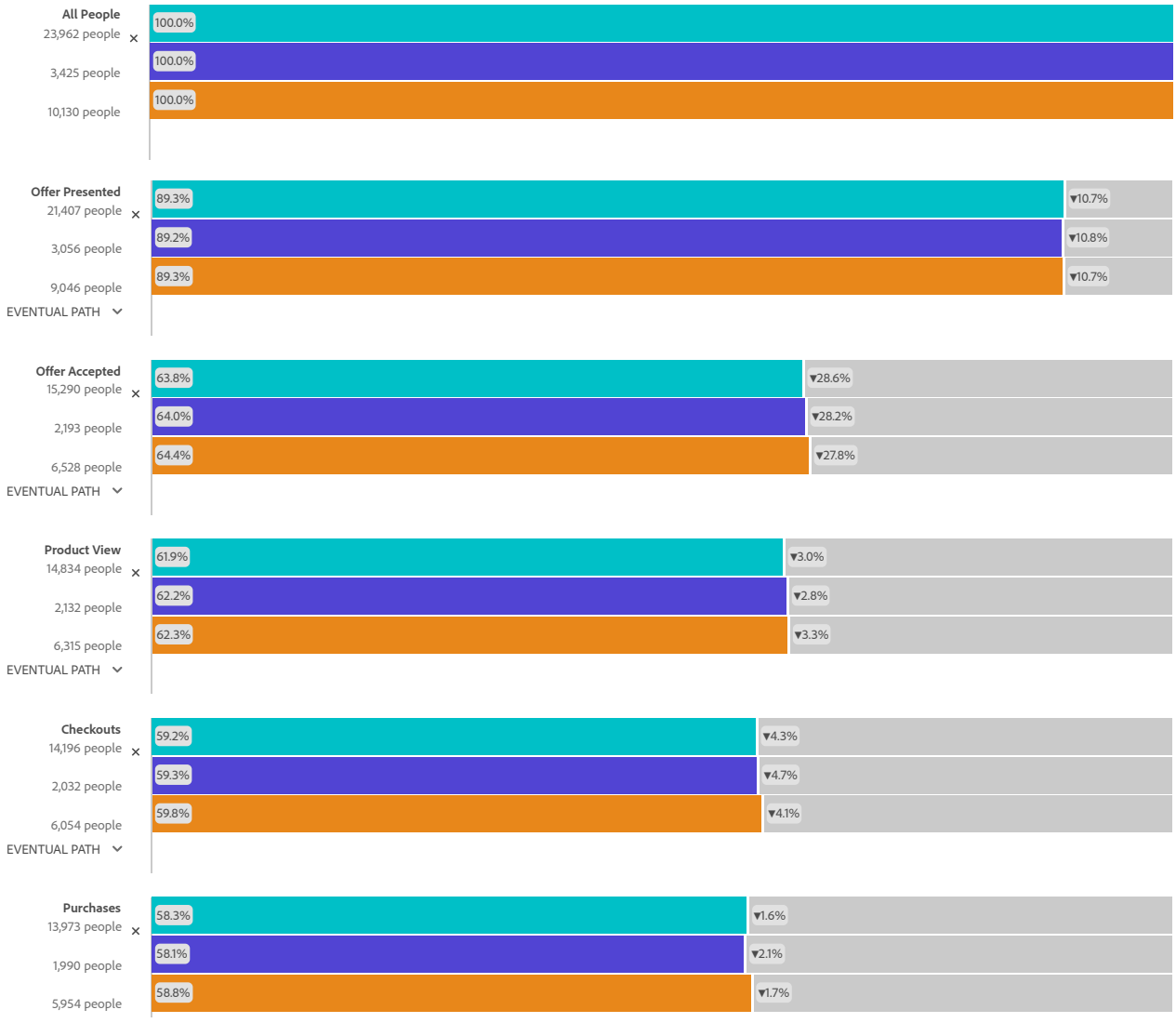
10.	welcome to the new subway...	29,861	1.0%	0	0.0%	29,861	1.0%	93.48%	1.93	1.5%	2,790	157.0%
11.	dashboard	26,934	0.9%	10	0.1%	26,924	0.9%	93.71%	1.95	1.5%	2,828	159.1%
12.	menu:overview	16,921	0.6%	109	1.2%	16,812	0.6%	94.65%	1.56	1.2%	2,738	154.1%
13.	promotional modal?	16,912	0.6%	135	1.5%	16,777	0.6%	94.42%	1.55	1.2%	2,909	163.7%
14.	category page	16,908	0.6%	124	1.3%	16,784	0.6%	94.25%	1.59	1.3%	2,743	154.4%
15.	select location:search results	16,778	0.6%	108	1.2%	16,670	0.6%	94.39%	1.57	1.2%	2,756	155.1%
16.	landing page	16,770	0.6%	132	1.4%	16,638	0.6%	94.41%	1.57	1.2%	2,756	155.1%
17.	deals & promotion modal	16,700	0.6%	122	1.3%	16,578	0.5%	94.71%	1.54	1.2%	2,781	156.5%
18.	payment processing	16,696	0.6%	117	1.3%	16,579	0.5%	94.68%	1.57	1.2%	2,805	157.8%
19.	promotional modal	16,693	0.6%	131	1.4%	16,562	0.5%	94.34%	1.55	1.2%	2,838	159.7%
20.	account details	16,685	0.6%	135	1.5%	16,550	0.5%	94.60%	1.55	1.2%	2,875	161.8%
21.	make it a combo:select a drink	16,666	0.5%	122	1.3%	16,544	0.5%	94.39%	1.53	1.2%	2,761	155.4%
22.	order checkout:payment me...	16,641	0.5%	134	1.5%	16,507	0.5%	94.35%	1.56	1.2%	2,846	160.2%
23.	dashboard:mvp rewards ne...	16,633	0.5%	107	1.2%	16,526	0.5%	94.33%	1.56	1.2%	2,736	154.0%
24.	make it a combo:select side	16,618	0.5%	105	1.1%	16,513	0.5%	94.48%	1.54	1.2%	2,790	157.0%
25.	order checkout:payment me...	16,389	0.5%	100	1.1%	16,289	0.5%	94.73%	1.56	1.2%	2,761	155.4%

Fallout

All people
23,962

Profile Level = gold
3,425

Profile Level = silver
10,130

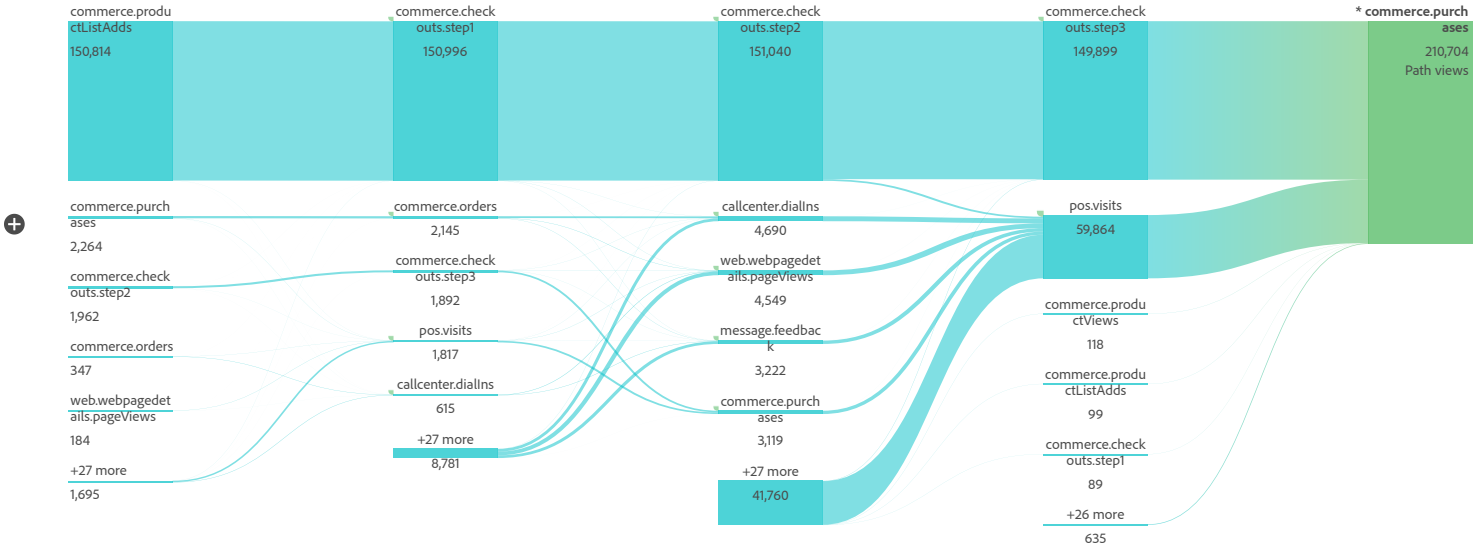


Add touchpoint

Flow

Ends with: commerce.purchases | Pathing dimension: Event Type | Flow container: People | Repeats: Off | First/last occurrence limiting: Off

EVENT TYPE EVENT TYPE EVENT TYPE EVENT TYPE EVENT TYPE



Exercise 1 - Data Evaluation

Subway HOL

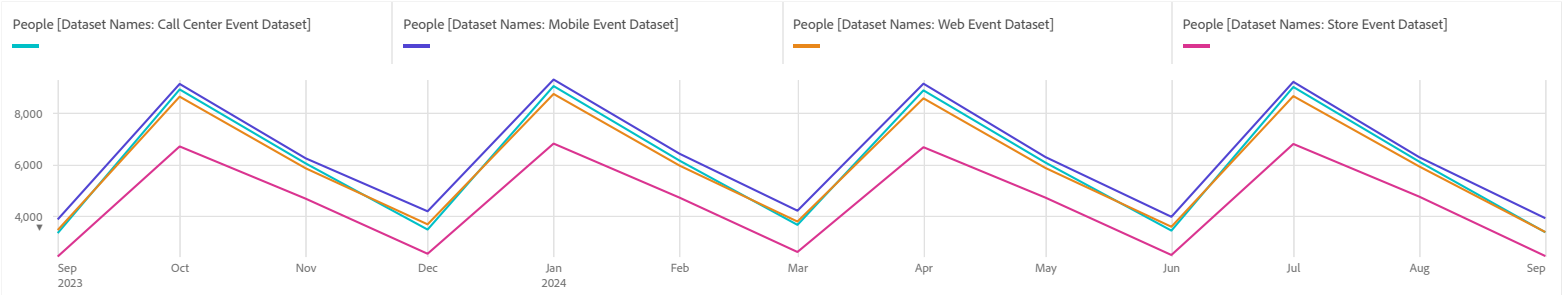
Last 13 full months
Sep 1, 2023 - Sep 30, 2024

Exercise 1 Instructions

Situation: You are asked to create an executive summary for a new product launch and you need to use a new Data View that you have not seen before.
Task: Understand what datasets are in the Data View and evaluate what data is present.

1. Project > Save As: Name Project plus your initials
2. Add freeform table
   a. Dimension: **Dataset Names**
   b. Metrics: **People, Sessions, Events**
3. Add Line visualization to show trends
   c. Select different metrics
   d. Lock data items
4. Add Flow visualization with **Subway Channel** to show pathing

Line

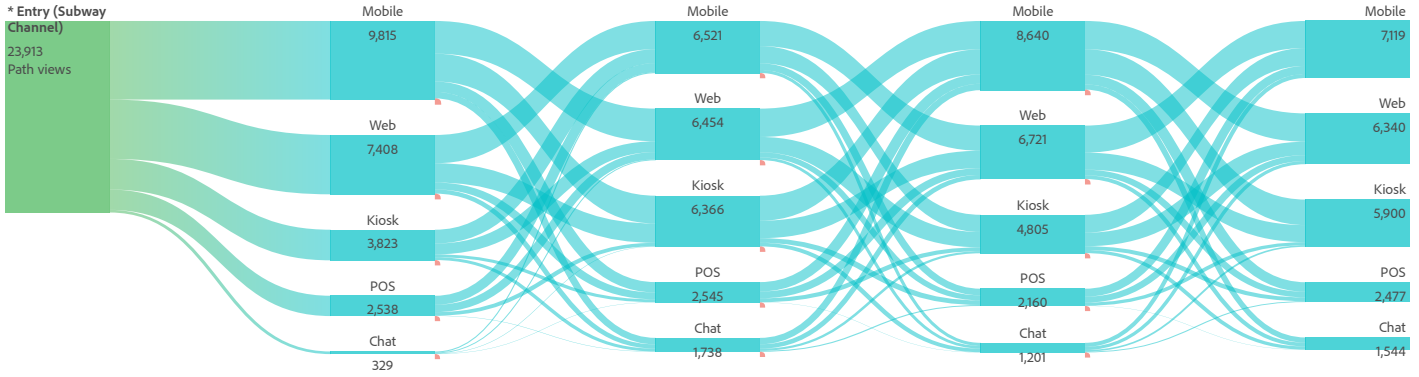


Freeform table (2)

Dataset Names Page: 1 / 1 Rows: 50 1-8 of 8	People Sep 1 – Sep 30 23,962 out of 23,962		Sessions Sep 1 – Sep 30 3,031,794 out of 3,031,794		Events Sep 1 – Sep 30 3,349,276 out of 3,349,276	
1. Mobile Event Dataset	23,446	97.8%	1,325,810	43.7%	1,396,034	41.7%
2. Call Center Event Dataset	23,359	97.5%	340,747	11.2%	349,774	10.4%
3. Web Event Dataset	23,028	96.1%	1,049,143	34.6%	1,103,563	32.9%
4. Store Event Dataset	21,537	89.9%	174,767	5.8%	180,423	5.4%
5. AJO Step Event Dataset	21,429	89.4%	90,094	3.0%	90,235	2.7%
6. AJO Feedback Event Dataset	21,429	89.4%	90,094	3.0%	90,235	2.7%
7. Chatbot Event Dataset	18,341	76.5%	58,283	1.9%	58,778	1.8%
8. AJO Tracking Event Dataset	14,482	60.4%	39,296	1.3%	80,234	2.4%

Flow

Starts with: Subway Channel | Flow container: People | Repeats: Off | First/last occurrence limiting: On



Exercise 2 - Marketing Campaign Attribution

Subway HOL

Last 13 full months
Sep 1, 2023 - Sep 30, 2024

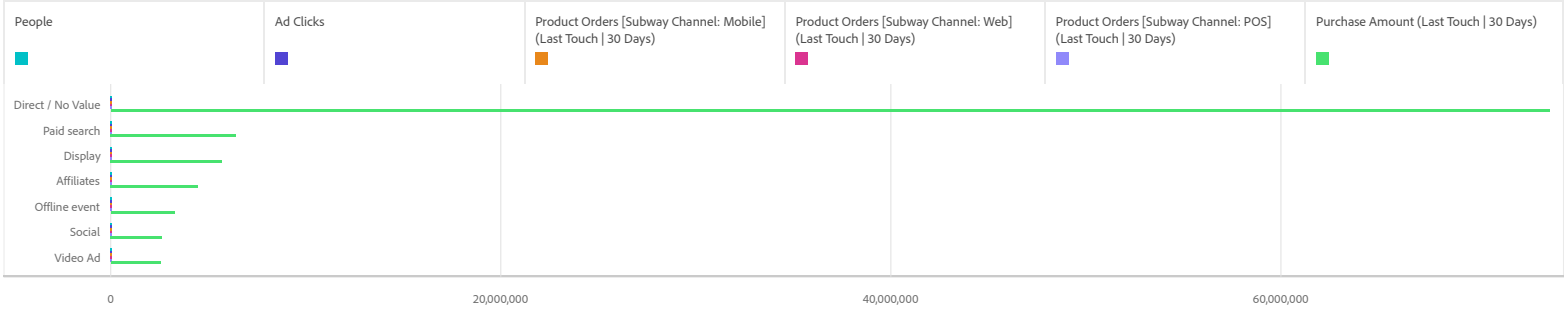
Income Levels: *No filter* | Gender: *No filter* | Profile Birth Year: *No filter* | Profile Birth Year Buckets: *No filter*

Exercise 2 Instructions

Situation: You want to know what channels and campaigns are contributing the most to orders and revenue.
Task: Leverage Attribution IQ to analyze downstream cross-channel events with different models to understand which marketing campaigns are the most successful.

1. Confirm date range and data view
2. Add Freeform table
   a. Dimension: **Campaign channel**
   b. Metrics: **People, Ad Clicks, Product Orders, Purchase Amount**
3. *Notice: No values so need to use Attribution IQ to modify attribution model because metrics were not set in the same event/row when the dimension was set*
4. Modify attribution models
5. Compare attribution models
6. Break down rows by **Subway Campaigns**
7. Filter columns by **Subway Channel** > **Mobile, Web, POS**
8. Add Horizontal bar visualization
9. Filter panel by **Income Levels, Gender, Profile Birth Year**
10. Create Filter with new dimension **Profile Birth Year Buckets**

Horizontal bar



Freeform table

	People	Ad Clicks	Product Orders Last Touch | 30 Days: Mobile	Product Orders Last Touch | 30 Days: Web	Product Orders Last Touch | 30 Days: POS	Purchase Amount Last Touch | 30 Days
Campaign Channel Page: 1 / 1 Rows: 50 1-7 of 7	23,962 out of 23,962	29,678 out of 29,678	80,154 out of 80,154	70,617 out of 70,617	60,216 out of 60,216	$98,842,566 out of $98,842,566
1. Direct / No Value	23,956 100.0%	727 2.4%	59,786 74.6%	52,661 74.6%	45,461 75.5%	$73,763,177 74.6%
2. Paid search	6,033 25.2%	7,376 24.9%	5,337 6.7%	4,579 6.5%	3,743 6.2%	$6,431,257 6.5%
3. Display	5,530 23.1%	6,649 22.4%	4,649 5.8%	4,161 5.9%	3,461 5.7%	$5,713,145 5.8%
Display — **Subway Campaigns** Page: 1 / 2 Rows: 5 1-5 of 9	5,530 out of 5,530	6,649 out of 6,649	4,649 out of 4,649	4,161 out of 4,161	3,461 out of 3,461	$5,713,145 out of $5,713,145
1. Build Your Perfect Bite	795 14.4%	806 12.1%	536 11.5%	505 12.1%	415 12.0%	$690,450 12.1%
2. Taste the Season	763 13.8%	775 11.7%	523 11.2%	473 11.4%	440 12.7%	$684,602 12.0%
3. Join the Fresh Revolution	733 13.3%	748 11.2%	537 11.6%	488 11.7%	405 11.7%	$669,238 11.7%
4. Eat Fresh, Live Bold	722 13.1%	740 11.1%	524 11.3%	524 12.6%	371 10.7%	$656,033 11.5%
5. Picnic Perfection Packs	721 13.0%	738 11.1%	510 11.0%	509 12.2%	367 10.6%	$635,916 11.1%
4. Affiliates	4,530 18.9%	5,234 17.6%	3,558 4.4%	3,284 4.7%	2,665 4.4%	$4,473,412 4.5%
5. Offline event	3,407 14.2%	3,742 12.6%	2,673 3.3%	2,294 3.2%	1,857 3.1%	$3,260,488 3.3%
6. Social	2,745 11.5%	2,989 10.1%	2,100 2.6%	1,858 2.6%	1,473 2.4%	$2,640,153 2.7%
7. Video Ad	2,740 11.4%	2,961 10.0%	2,051 2.6%	1,780 2.5%	1,556 2.6%	$2,560,934 2.6%

Exercise 3 - Audience Publishing

Subway HOL

Last 13 full months
Sep 1, 2023 - Sep 30, 2024

Exercise 3 Instructions

Situation: You would like to target customers that were presented an offer, rejected the offer and then went to the missing points page
Task: Leverage the Fallout visualization find people who completed a specific sequence and make this audience available in AEP for activation

1. Add Fallout Visualization
2. Select Dimension: **Event Type** and Dimensional Item: **offer.presented** and place in Add touchpoint
3. Select Dimension: **Event Type** and Dimensional Item: **offer.rejected** and place in Add touchpoint
4. Select Dimension: **Subway Pages** and Dimensional Item: **request missing points** and place in Add touchpoint
5. Right click and select Create filter from touchpoint
6. Right click and select Create audience from selection

Fallout

All people
23,962

Exercise 4 - AJO Reporting in CJA

Subway HOL

Last 13 full months
Sep 1, 2023 - Sep 30, 2024

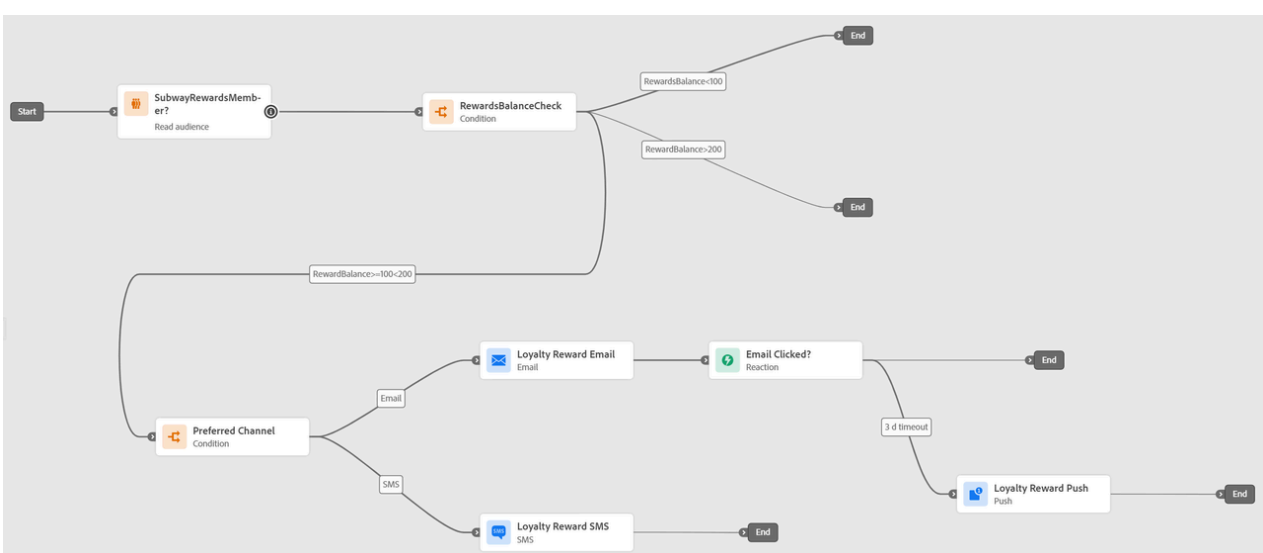
AJO Journey Node Activity

Exercise 4 - Task 1

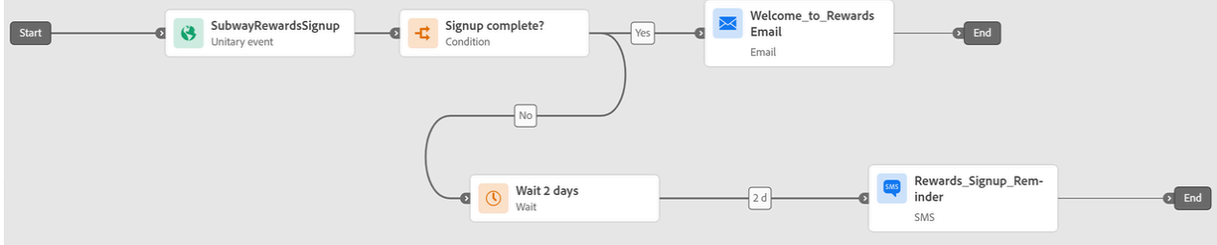
Situation: You want to report on how many people are flowing through AJO journeys in CJA
Task: Leverage AJO datasets configured in CJA Connection to report on node activity

1. Add Freeform table
   a. Dimensions: **Subway AJO Journey Name, Subway AJO Node Name**
   b. Metrics: **AJO Step Events, Loyalty Signups**
2. Add Flow visualization
   c. Starts with: Subway AJO Node Name
3. Add Venn visualization
   d. Filters: Subway AJO Journey Steps (P), Kiosk (P)

AJO - Subway Loyalty Members Journey



AJO - Subway Rewards Signup Journey

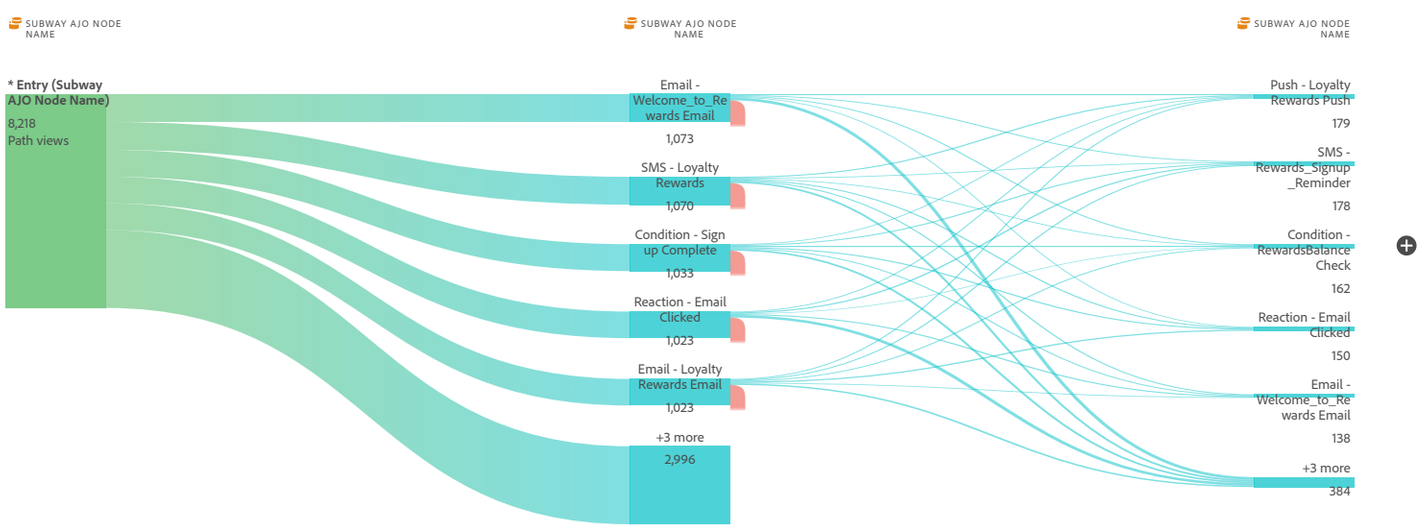


Subway AJO Journey Node Reporting

	AJO Step Events		Loyalty Signups (Last Touch | 7 Days)	
Subway AJO Journey Name Page: 1 / 1 Rows: 50 1-2 of 2	30,212 out of 170,469		2,534 out of 59,818	
1. Subway Loyalty Members Journey	22,512	74.5%	1,939	76.5%
Subway Loyalty Members Jour... **Subway AJO Node Name** Page: 1 / 2 › Rows: 5 1-5 of 7	12,719 out of 22,512		1,102 out of 1,939	
1. Condition - RewardsBalanceCheck	2,561	20.1%	221	20.1%
2. Email - Loyalty Rewards Email	2,552	20.1%	245	22.2%
3. SMS - Loyalty Rewards	2,540	20.0%	212	19.2%
4. Reaction - Email Clicked	2,538	20.0%	213	19.3%
5. Push - Loyalty Rewards Push	2,528	19.9%	206	18.7%
2. Subway Rewards Signup Journey	7,700	25.5%	595	23.5%
Subway Rewards Si... **Subway AJO Node Name** Page: 1 / 1 Rows: 5 1-3 of 3	7,700 out of 7,700		595 out of 595	
1. Condition - Sign up Complete	2,651	34.4%	183	30.8%
2. Email - Welcome_to_Rewards Email	2,571	33.4%	205	34.5%
3. SMS - Rewards_Signup_Reminder	2,478	32.2%	207	34.8%

Node Flow

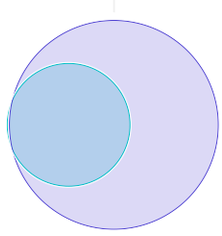
Starts with: Subway AJO Node Name | Flow container: People | Repeats: Off | First/last occurrence limiting: On



Venn

Subway AJO Journey Steps (P) + People
8,218

Mobile - People + People
23.4k



AJO Journey Channel Reporting

Exercise 4 - Task 2

Situation: You want to report pre-click delivery metrics to evaluate message efficiency
Task: Leverage AJO datasets configured in CJA Connection to report on message delivery efficiency

1. Add Freeform table
    a. Dimensions: **AJO Journey Name, AJO Channel, AJO Action Name**
    b. Metrics: **AJO Clicks, AJO Sends, AJO Bounces, AJO Excludes, AJO Opens, Product Orders, Kiosk Visits**
2. Change order of dimensional break downs for additional insights

AJO Journey Channel Reporting

AJO Journey Name > AJO Channel > AJO Journey Action Name

	AJO Clicks	AJO Sends	AJO Bounces	AJO Excludes	AJO Opens	Product Orders Last Touch | 14 Days	Kiosk Visits Last Touch | 30 Days
AJO Journey Name Page: 1 / 10 > Rows: 5 1-5 of 46	26,692 out of 26,692	40,260 out of 40,260	9,995 out of 9,995	10,070 out of 10,070	53,542 out of 53,542	210,987 out of 210,987	349,774 out of 349,774
1. Luma - Exclusive sale program	3,468 13.0%	5,341 13.3%	1,312 13.1%	1,317 13.1%	7,042 13.2%	9,701 4.6%	26,705 7.6%
Luma - Exclusive sale program: **AJO Channel Name** Page: 1 / 1 Rows: 5 1-3 of 3	3,468 out of 3,468	5,341 out of 5,341	1,312 out of 1,312	1,317 out of 1,317	7,042 out of 7,042	Last Touch | 14 Days 9,701 out of 9,701	Last Touch | 30 Days 26,705 out of 26,705
1. Mobile push	1,184 34.1%	1,770 33.1%	444 33.8%	425 32.3%	2,366 33.6%	3,165 32.6%	8,779 32.9%
Mobile push: **AJO Journey Action Name** Page: 1 / 1 Rows: 5 1-3 of 3	1,184 out of 1,184	1,770 out of 1,770	444 out of 444	425 out of 425	2,366 out of 2,366	Last Touch | 14 Days 3,165 out of 3,165	Last Touch | 30 Days 8,779 out of 8,779
Mobile push: 1. Additional 15% Off for Luma+ members	412 34.8%	615 34.7%	126 28.4%	139 32.7%	838 35.4%	1,030 32.5%	2,803 31.9%
Mobile push: 2. Buy 2 Get 1 Free	400 33.8%	561 31.7%	146 32.9%	141 33.2%	748 31.6%	1,038 32.8%	2,857 32.5%
Mobile push: 3. Black-Friday Sale	372 31.4%	594 33.6%	172 38.7%	145 34.1%	780 33.0%	1,097 34.7%	3,119 35.5%
2. Email	1,152 33.2%	1,811 33.9%	431 32.9%	424 32.2%	2,336 33.2%	3,258 33.6%	9,013 33.8%
Email: **AJO Journey Action Name** Page: 1 / 1 Rows: 5 1-3 of 3	1,152 out of 1,152	1,811 out of 1,811	431 out of 431	424 out of 424	2,336 out of 2,336	Last Touch | 14 Days 3,258 out of 3,258	Last Touch | 30 Days 9,013 out of 9,013
Email: 1. Black-Friday Sale	400 34.7%	600 33.1%	145 33.6%	156 36.8%	808 34.6%	1,081 33.2%	3,026 33.6%
Email: 2. Additional 15% Off for Luma+ members	392 34.0%	616 34.0%	134 31.1%	131 30.9%	780 33.4%	1,086 33.3%	3,084 34.2%
Email: 3. Buy 2 Get 1 Free	360 31.3%	595 32.9%	152 35.3%	137 32.3%	748 32.0%	1,091 33.5%	2,903 32.2%
3. SMS	1,132 32.6%	1,760 33.0%	437 33.3%	468 35.5%	2,340 33.2%	3,278 33.8%	8,913 33.4%
SMS: **AJO Journey Action Name** Page: 1 / 1 Rows: 5 1-3 of 3	1,132 out of 1,132	1,760 out of 1,760	437 out of 437	468 out of 468	2,340 out of 2,340	Last Touch | 14 Days 3,278 out of 3,278	Last Touch | 30 Days 8,913 out of 8,913
SMS: 1. Additional 15% Off for Luma+ members	402 35.5%	587 33.4%	144 33.0%	156 33.3%	804 34.4%	1,063 32.4%	3,030 34.0%
SMS: 2. Buy 2 Get 1 Free	378 33.4%	582 33.1%	156 35.7%	152 32.5%	780 33.3%	1,075 32.8%	2,942 33.0%
SMS: 3. Black-Friday Sale	352 31.1%	591 33.6%	137 31.4%	160 34.2%	756 32.3%	1,140 34.8%	2,941 33.0%
2. Luma - Fashion sale program	1,238 4.6%	1,779 4.4%	449 4.5%	444 4.4%	2,378 4.4%	3,270 1.5%	8,661 2.5%
Luma - Fashion sale ...: **AJO Channel Name** Page: 1 / 1 Rows: 5 1-3 of 3	1,238 out of 1,238	1,779 out of 1,779	449 out of 449	444 out of 444	2,378 out of 2,378	Last Touch | 14 Days 3,270 out of 3,270	Last Touch | 30 Days 8,661 out of 8,661
Luma - Fashion sale ...: 1. Mobile push	424 34.2%	586 32.9%	149 33.2%	142 32.0%	788 33.1%	1,050 32.1%	2,712 31.3%
Luma - Fashion sale ...: 2. SMS	412 33.3%	589 33.1%	136 30.3%	157 35.4%	792 33.3%	1,105 33.8%	2,935 33.9%
Luma - Fashion sale ...: 3. Email	402 32.5%	604 34.0%	164 36.5%	145 32.7%	798 33.6%	1,115 34.1%	3,014 34.8%
3. Luma - Loyalty Rewards Program	1,224 4.6%	1,774 4.4%	464 4.6%	437 4.3%	2,408 4.5%	3,263 1.5%	8,797 2.5%
Luma - Loyalty...: **AJO Channel Name** Page: 1 / 1 Rows: 5 1-2 of 2	1,224 out of 1,224	1,774 out of 1,774	464 out of 464	437 out of 437	2,408 out of 2,408	Last Touch | 14 Days 3,263 out of 3,263	Last Touch | 30 Days 8,797 out of 8,797
Luma - Loyalty...: 1. Email	836 68.3%	1,174 66.2%	305 65.7%	292 66.8%	1,604 66.6%	2,194 67.2%	5,813 66.1%
Luma - Loyalty...: 2. Push	388 31.7%	600 33.8%	159 34.3%	145 33.2%	804 33.4%	1,069 32.8%	2,984 33.9%
4. Luma - Thank You for Shopping	1,082 4.1%	1,749 4.3%	430 4.3%	425 4.2%	2,242 4.2%	3,233 1.5%	9,019 2.6%
Luma - Thank ...: **AJO Channel Name** Page: 1 / 1 Rows: 5 1-2 of 2	1,082 out of 1,082	1,749 out of 1,749	430 out of 430	425 out of 425	2,242 out of 2,242	Last Touch | 14 Days 3,233 out of 3,233	Last Touch | 30 Days 9,019 out of 9,019
Luma - Thank ...: 1. SMS	732 67.7%	1,161 66.4%	290 67.4%	289 68.0%	1,486 66.3%	2,103 65.0%	5,846 64.8%
Luma - Thank ...: 2. Email	350 32.3%	588 33.6%	140 32.6%	136 32.0%	756 33.7%	1,130 35.0%	3,173 35.2%
5. Luma - Upgrade Your Style	840 3.1%	1,192 3.0%	284 2.8%	305 3.0%	1,666 3.1%	2,159 1.0%	5,935 1.7%
Luma - Upgrad...: **AJO Channel Name** Page: 1 / 1 Rows: 5 1-2 of 2	840 out of 840	1,192 out of 1,192	284 out of 284	305 out of 305	1,666 out of 1,666	Last Touch | 14 Days 2,159 out of 2,159	Last Touch | 30 Days 5,935 out of 5,935
Luma - Upgrad...: 1. SMS	422 50.2%	579 48.6%	115 40.5%	167 54.8%	808 48.5%	1,040 48.2%	2,819 47.5%
Luma - Upgrad...: 2. Push	418 49.8%	613 51.4%	169 59.5%	138 45.2%	858 51.5%	1,119 51.8%	3,116 52.5%

AJO Journey Error Reporting

Exercise 4 - Task 3

Situation: You want to report on delivery errors and drill down on what caused the error
Task: Leverage AJO datasets configured in CJA Connection to report on message delivery errors

1. Add Freeform table
   a. Dimensions: **Channel, AJO Exclude Reason, AJO Failure Reason, AJO Feedback Status**
   b. **Metrics: Events, AJO Excludes, AJO Errors, AJO Bounces**
2. *Look at AJO Exclude Reason with AJO Excludes metric*
3. *Look at AJO Failure Reason with AJO Errors and AJO Bounces*
4. *Notice how AJO Excludes, AJO Errors and AJO Bounces metrics are derived from AJO Feedback Status dimensional items*

AJO Journey Error Reporting

AJO Channel Name > AJO Failure Reason

	Events	AJO Excludes	AJO Errors	AJO Bounces
AJO Channel Name Page: 1 / 1 Rows: 50 1-5 of 5	3,349,276 out of 3,349,276	10,070 out of 10,070	10,016 out of 10,016	9,995 out of 9,995
1. Email	76,087 2.3%	4,530 45.0%	4,482 44.7%	4,514 45.2%
Email: **AJO Exclude Reason** Page: 1 / 1 Rows: 5 1-3 of 3	76,087 out of 76,087	4,530 out of 4,530	4,482 out of 4,482	4,514 out of 4,514
Email: 1. No value	71,557 94.0%	0 0.0%	4,482 100.0%	4,514 100.0%
Email: 2. EmailSuppressed	2,265 3.0%	2,265 50.0%	0 0.0%	0 0.0%
Email: 3. EmailNoConsent	2,265 3.0%	2,265 50.0%	0 0.0%	0 0.0%
2. SMS	38,082 1.1%	2,258 22.4%	2,254 22.5%	2,214 22.2%

	AJO Failure Reason Page: 1 / 1 Rows: 25 1-11 of 11	38,082 out of 38,082	2,258 out of 2,258	2,254 out of 2,254	2,214 out of 2,214
SMS	1. Invalid Recipient	1,533 4.0%	0 0.0%	0 0.0%	745 33.6%
	2. Mail Block	393 1.0%	0 0.0%	0 0.0%	393 17.8%
	3. Generic Bounce	377 1.0%	0 0.0%	0 0.0%	377 17.0%
	4. Timeout	350 0.9%	0 0.0%	0 0.0%	350 15.8%
	5. Mailbox Full	349 0.9%	0 0.0%	0 0.0%	349 15.8%
	6. No value	31,311 82.2%	2,258 100.0%	0 0.0%	0 0.0%
	7. DNS Failure	779 2.0%	0 0.0%	0 0.0%	0 0.0%
	8. Send_API_Error	772 2.0%	0 0.0%	772 34.3%	0 0.0%
	9. Invalid_Number	757 2.0%	0 0.0%	757 33.6%	0 0.0%
	10. Transient Failure	736 1.9%	0 0.0%	0 0.0%	0 0.0%
	11. Provider_Token_Expired	725 1.9%	0 0.0%	725 32.2%	0 0.0%
3. Push		36,097 1.1%	2,095 20.8%	2,100 21.0%	2,092 20.9%
Push	AJO Feedback Status Page: 1 / 2 › Rows: 5 1-5 of 7	36,097 out of 36,097	2,095 out of 2,095	2,100 out of 2,100	2,092 out of 2,092
	1. bounce	2,092 5.8%	0 0.0%	0 0.0%	2,092 100.0%
	2. No value	17,096 47.4%	0 0.0%	0 0.0%	0 0.0%
	3. sent	8,548 23.7%	0 0.0%	0 0.0%	0 0.0%
	4. error	2,100 5.8%	0 0.0%	2,100 100.0%	0 0.0%
	5. exclude	2,095 5.8%	2,095 100.0%	0 0.0%	0 0.0%
4. Mobile push		20,203 0.6%	1,187 11.8%	1,180 11.8%	1,175 11.8%
5. No value		3,178,807 94.9%	0 0.0%	0 0.0%	0 0.0%

Demo: Full Table Export

Subway HOL

This month
Oct 1, 2024 - Oct 31, 2024

Filter

Loyalty Level: Gold (P)

Freeform table

loyaltyId Page: 1 / 26 › Rows: 50 1-50 of 1,274	Product Orders 3,280 out of 3,280
1. 776875	7 0.2%
2. 603675	7 0.2%
3. 963648	6 0.2%
4. 888579	6 0.2%
5. 831501	6 0.2%
6. 605464	6 0.2%
7. 604036	6 0.2%
8. 567887	6 0.2%
9. 527649	6 0.2%
10. 446446	6 0.2%
11. 438325	6 0.2%
12. 42070	6 0.2%
13. 339855	6 0.2%
14. 965579	5 0.2%
15. 958819	5 0.2%
16. 957269	5 0.2%
17. 952241	5 0.2%
18. 950008	5 0.2%
19. 929974	5 0.2%
20. 929612	5 0.2%
21. 875613	5 0.2%
22. 86824	5 0.2%
23. 863361	5 0.2%
24. 847393	5 0.2%
25. 837869	5 0.2%
26. 832989	5 0.2%
27. 811819	5 0.2%
28. 777773	5 0.2%
29. 767400	5 0.2%
30. 755656	5 0.2%
31. 744278	5 0.2%
32. 728659	5 0.2%
33. 714431	5 0.2%
34. 712370	5 0.2%
35. 711159	5 0.2%
36. 662987	5 0.2%
37. 651353	5 0.2%
38. 648791	5 0.2%
39. 646780	5 0.2%
40. 627603	5 0.2%
41. 619764	5 0.2%
42. 612518	5 0.2%
43. 595329	5 0.2%
44. 561572	5 0.2%
45. 530860	5 0.2%
46. 458042	5 0.2%

47. 43787	5	0.2%
48. 423517	5	0.2%
49. 421680	5	0.2%
50. 421312	5	0.2%

Demo: AA Data in CJA

Subway HOL

This month
Oct 1, 2024 - Oct 31, 2024

- **Adobe Analytics Data Connector Reporting Example**

Link

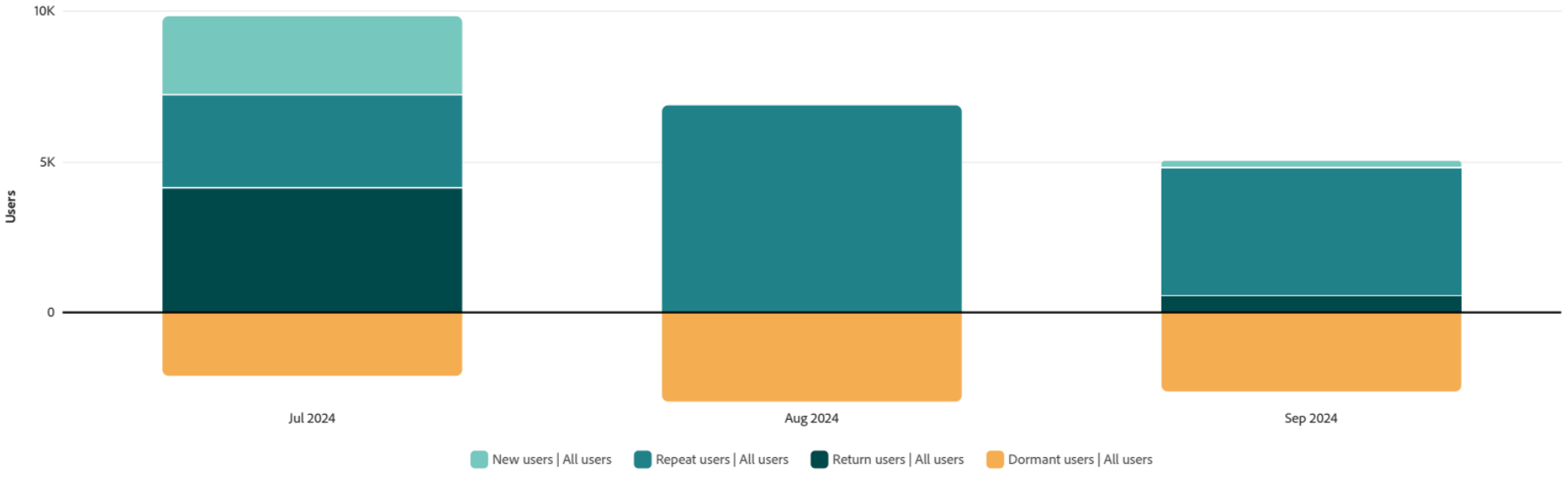
New user growth

Subway HOL

This month
Oct 1, 2024 - Oct 31, 2024

Example of new Guided Analysis reports build into Analysis Workspace

5,020 users were active in Sep 2024, down ▼ 48.8% in 2 months.



SEGMENT	AVERAGE	JUL 2024	AUG 2024	SEP 2024
Total active users	7,231	9,812	6,860	5,020
New users | All users	955	2,622	0	243
Repeat users | All users	4,729	3,085	6,860	4,242
Return users | All users	1,547	4,105	0	535
Dormant users | All users	-2,556	-2,099	-2,952	-2,618