Experience Makers Bootcamp NY (Complete)

Generated on Aug 6, 2024 (in US Eastern Time [GMT-05:00])

powered by Adobe Customer Journey Analytics

KPI Example Dashboard

P@S Bootcamp

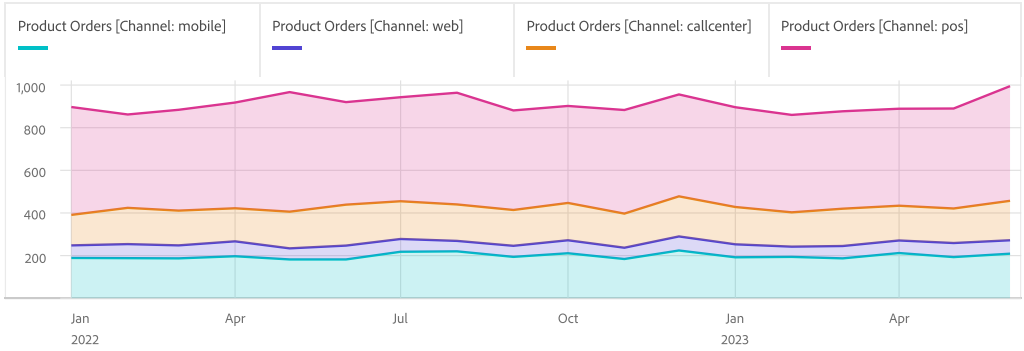
HOL // Date Range
Jan 2, 2022 - Jun 30, 2023

LUMA

Mobile Orders	Web Orders	Call Center Orders	Store Orders
3,563	1,069	3,055	8,697

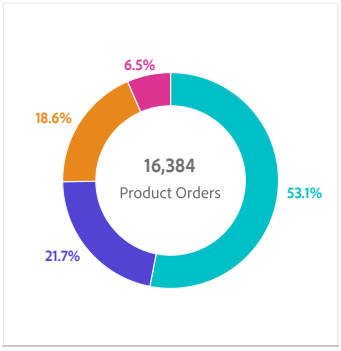
Mobile Revenue	Web Revenue	Call Center Revenue	Store Revenue
$194,503	$118,438	$141,211	$2,408,076

Orders Trend



Order Summary

pos	8,697
mobile	3,563
callcenter	3,055
web	1,069



Web Logins	Mobile Logins	Store Visits	Call Cener Calls	Omni-Chann...	Omni-Chann...
▲40.0%	▲9.3%	▲11.5%	▲3.0%	▲11.8%	▲36.0%

Month over Month

Date Ranges Page: 1 / 1 Rows: 50 1-2 of 2	Web Logins Jan 2 – Jun 30 ↓ 120	Mobile Logins Jan 2 – Jun 30 881	Store Visits Jan 2 – Jun 30 1,990	Call Starts Jan 2 – Jun 30 1,985	Product Orders Jan 2 – Jun 30 1,885	Purchase Amount Jan 2 $328,422
1. June 2023	70 58.3%	460 52.2%	1,049 52.7%	1,007 50.7%	995 52.8%	$189,250 57.6%
2. May 2023	50 41.7%	421 47.8%	941 47.3%	978 49.3%	890 47.2%	$139,173 42.4%

Product Categories

Product Category Page: 1 / 1 Rows: 50 1-3 of 3	Product Additions Jan 2 – Jun 30 ↓ 12,818 out of 12,818	Product Orders Jan 2 – Jun 30 16,384 out of 16,384	Product Units Jan 2 – Jun 30 516,615 out of 516,615	Purchase Amount Jan 2 – Jun 30 $2,862,228 out of $2,862,228	Return Amount Jan 2 – Jun 30 $440,276 out of $440,276
1. Accessories	7,704 60.1%	9,136 55.8%	285,691 55.3%	$2,032,999 71.0%	$314,401 71.4%
2. Clothing	4,146 32.3%	6,234 38.0%	186,048 36.0%	$690,885 24.1%	$102,728 23.3%
3. Skin care	968 7.6%	1,014 6.2%	44,876 8.7%	$138,343 4.8%	$23,148 5.3%

Pages

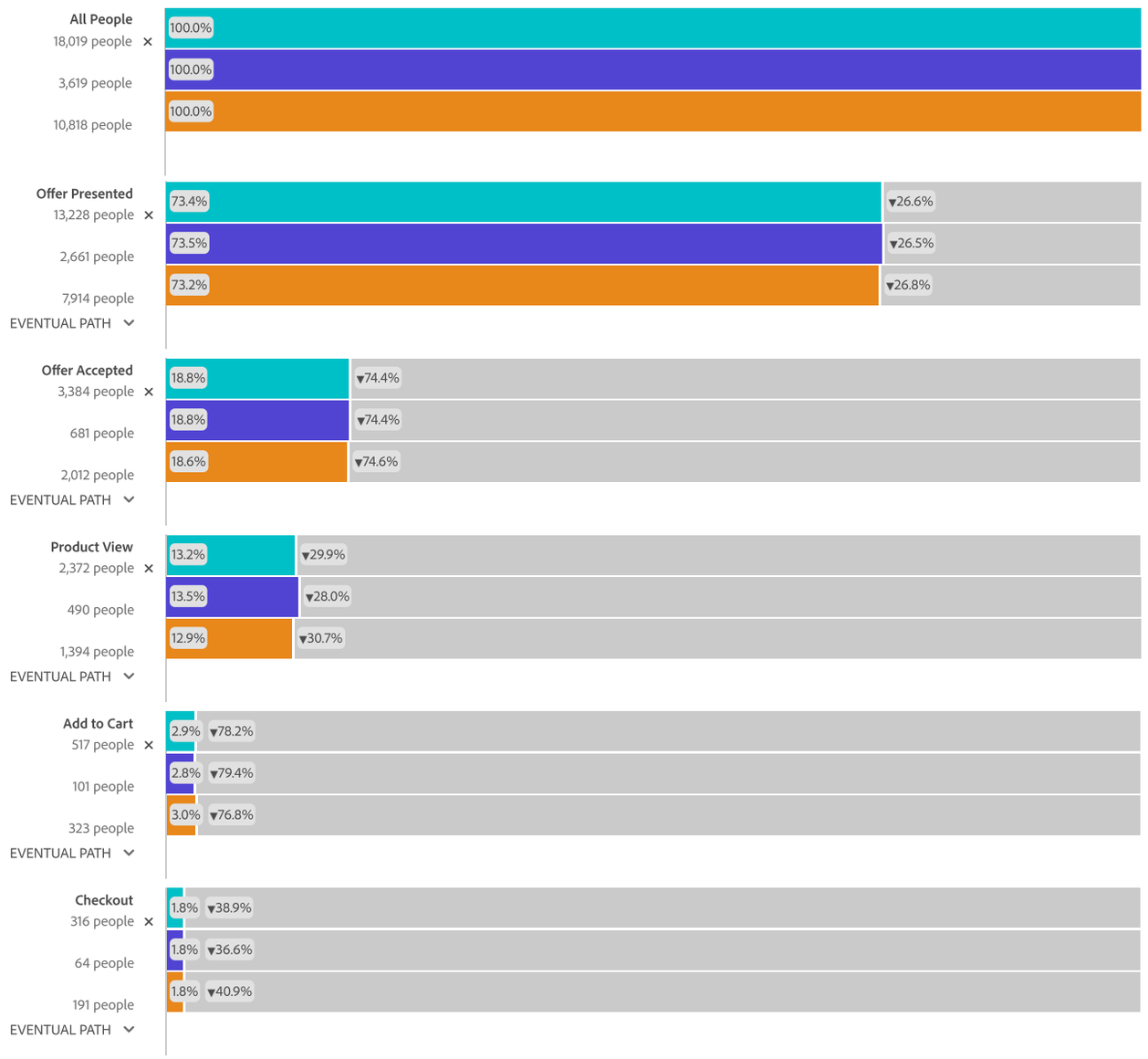
Retail Web Page Name Page: 1 / 10 › Rows: 25 1-25	Sessions Jan 2 50,188 out of 294,532	First-time Sessions Jan 2 1,595 out of 7,558	Return Sessions Jan 2 48,593 out of 286,974	Session Start Rate Jan 2 97.19% out of 100.00%	Sessions Per Person Jan 2 4.43 out of 16.35	Time Spent Per Session Jan 2 Jun 30 2,712 out of 977
1. My cart	6,240 12.4%	0 0.0%	6,240 12.8%	92.95%	1.57 35.4%	1,995 73.6%
2. Accessories - Women	3,631 7.2%	319 20.0%	3,312 6.8%	94.79%	1.05 23.6%	2,348 86.6%
3. Fashion collection	3,126 6.2%	0 0.0%	3,126 6.4%	92.67%	1.04 23.5%	2,353 86.8%
4. Fashion - Women	2,585 5.2%	0 0.0%	2,585 5.3%	92.61%	1.03 23.3%	2,405 88.7%
5. Product return request	2,095 4.2%	0 0.0%	2,095 4.3%	92.41%	1.03 23.2%	2,364 87.2%
6. Accessories - Men	2,086 4.2%	0 0.0%	2,086 4.3%	94.20%	1.03 23.2%	2,604 96.0%
7. Luma Loyalty Program	2,035 4.1%	0 0.0%	2,035 4.2%	98.92%	1.02 23.1%	2,353 86.8%
8. Products	1,987 4.0%	7 0.4%	1,980 4.1%	96.83%	1.95 43.9%	2,565 94.6%
9. My order	1,567 3.1%	0 0.0%	1,567 3.2%	91.70%	1.02 23.0%	2,312 85.2%
10. Fashion - Men	1,548 3.1%	151 9.5%	1,397 2.9%	95.80%	1.02 23.0%	2,864 105.6%
11. Cart checkout	1,069 2.1%	0 0.0%	1,069 2.2%	94.01%	1.02 22.9%	2,440 90.0%
12. Product purchase	1,069 2.1%	0 0.0%	1,069 2.2%	90.93%	1.02 22.9%	2,387 88.0%
13. User login	1,037 2.1%	0 0.0%	1,037 2.1%	93.54%	1.01 22.8%	2,796 103.1%
14. New user registration	1,036 2.1%	0 0.0%	1,036 2.1%	99.32%	1.01 22.8%	2,704 99.7%
15. About us	1,033 2.1%	170 10.7%	863 1.8%	97.00%	1.01 22.8%	2,556 94.3%
16. Product view	1,019 2.0%	0 0.0%	1,019 2.1%	89.99%	1.02 23.0%	2,379 87.7%
17. Product search	1,015 2.0%	0 0.0%	1,015 2.1%	92.41%	1.02 23.0%	2,541 93.7%
18. Fashion - Kids	1,013 2.0%	9 0.6%	1,004 2.1%	95.06%	1.02 23.0%	2,478 91.4%
19. Fruit of the	521 1.0%	50 3.1%	471 1.0%	92.13%	1.02 23.0%	2,638 97.3%
20. Services	502 1.0%	130 8.2%	372 0.8%	100.00%	1.00 22.6%	2,888 106.5%
21. Under Armour Boys	370 0.7%	26 1.6%	344 0.7%	96.76%	1.01 22.9%	2,924 107.8%
22. Calvin Klein Boys	261 0.5%	23 1.4%	238 0.5%	96.17%	1.00 22.6%	2,950 108.8%
23. Polarized Sunglasses for	255 0.5%	15 0.9%	240 0.5%	93.73%	1.02 22.9%	1,934 71.3%
24. The Childrens Place	245 0.5%	18 1.1%	227 0.5%	94.69%	1.02 23.0%	2,516 92.8%
25. Amazon Essentials Unisex	182 0.4%	19 1.2%	163 0.3%	93.96%	1.01 22.7%	2,342 86.4%

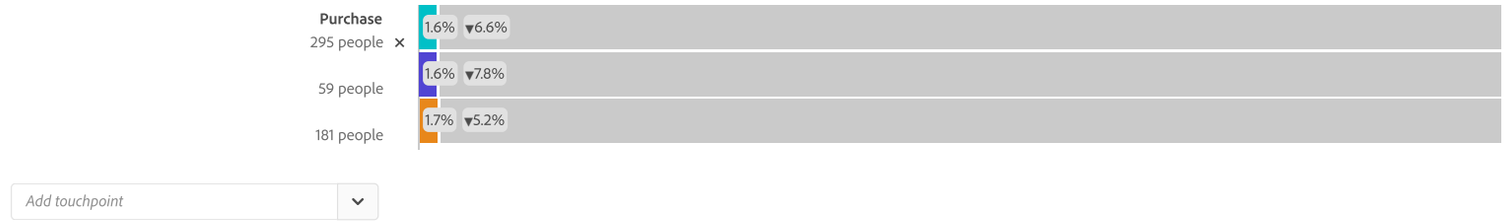
Fallout

All people
18,019

Profile Level = gold
3,619

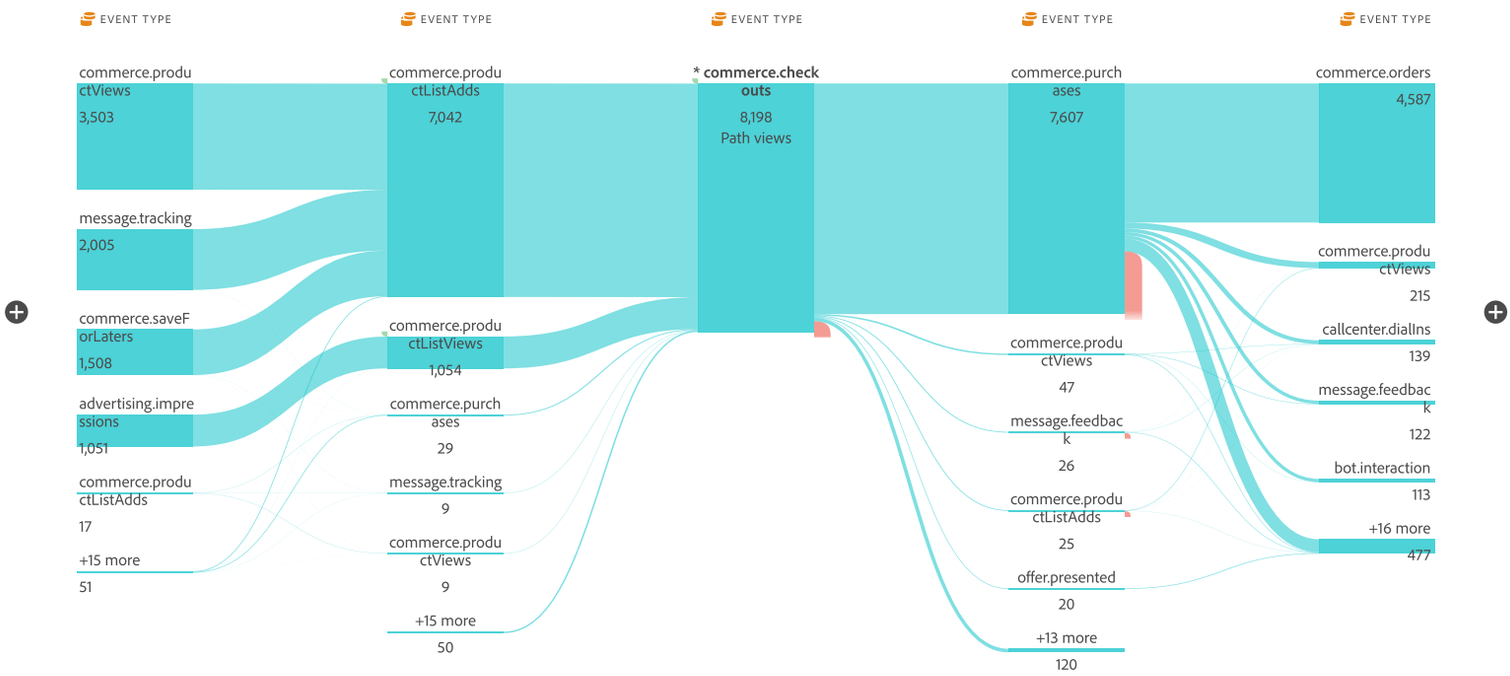
Profile Level = silver
10,818





Flow

Contains: commerce.checkouts | Flow container: People | Repeats: Off | First/last occurrence limiting: Off



Exercise 1 - Data Evaluation

P@S Bootcamp

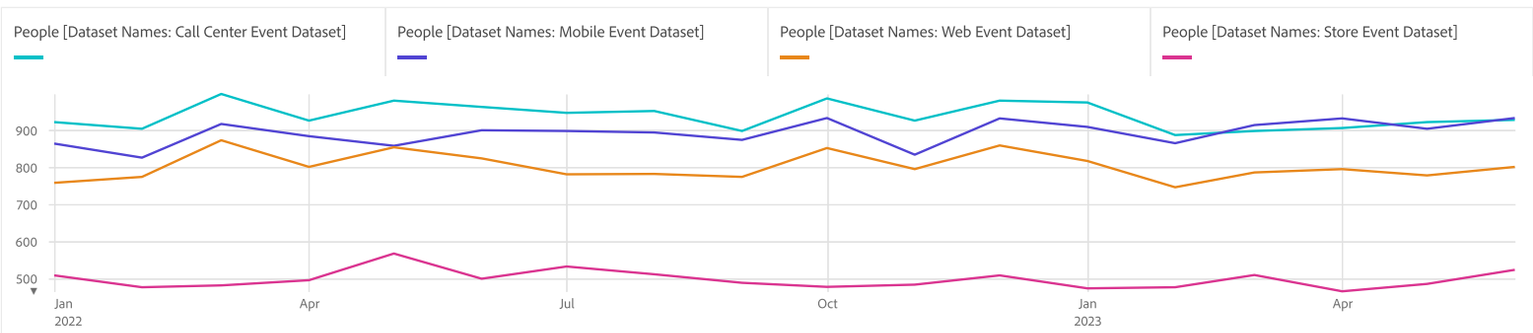
HOL // Date Range
Jan 2, 2022 - Jun 30, 2023

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
   a. Select different metrics
   b. Lock data items
4. Add Flow visualization with Channel to show pathing

Line

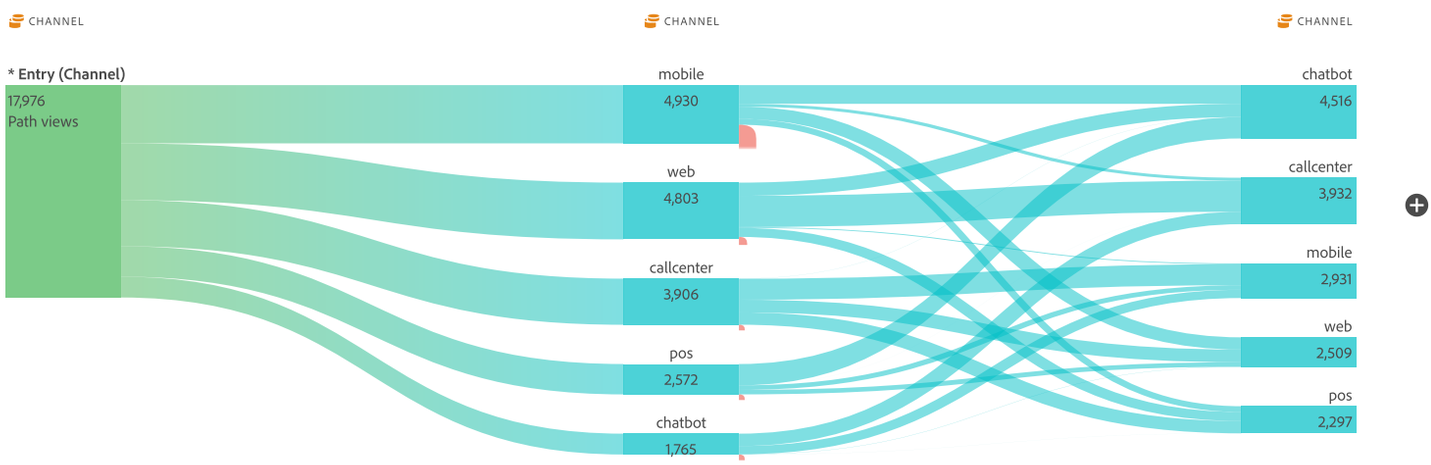


Freeform table (2)

Dataset Names Page: 1 / 1 Rows: 50 1-8 of 8	People Jan 2 – Jun 30 18,019 out of 18,019	Sessions Jan 2 – Jun 30 294,532 out of 294,532	Events Jan 2 – Jun 30 350,908 out of 350,908
1. AJO Step Event Dataset	16,610 92.2%	37,480 12.7%	37,560 10.7%
2. AJO Feedback Event Dataset	16,610 92.2%	37,480 12.7%	37,560 10.7%
3. Call Center Event Dataset	13,005 72.2%	54,041 18.3%	56,845 16.2%
4. AJO Tracking Event Dataset	12,300 68.3%	28,181 9.6%	28,782 8.2%
5. Mobile Event Dataset	11,980 66.5%	82,403 28.0%	86,690 24.7%
6. Web Event Dataset	10,639 59.0%	52,231 17.7%	54,013 15.4%
7. Chatbot Event Dataset	10,166 56.4%	12,255 4.2%	12,255 3.5%
8. Store Event Dataset	7,360 40.8%	35,421 12.0%	37,203 10.6%

Flow

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



Exercise 2 - Marketing Campaign Attribution

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HOL // Date Range
Jan 2, 2022 - Jun 30, 2023

Income Levels: *No filter*

Gender: *No filter*

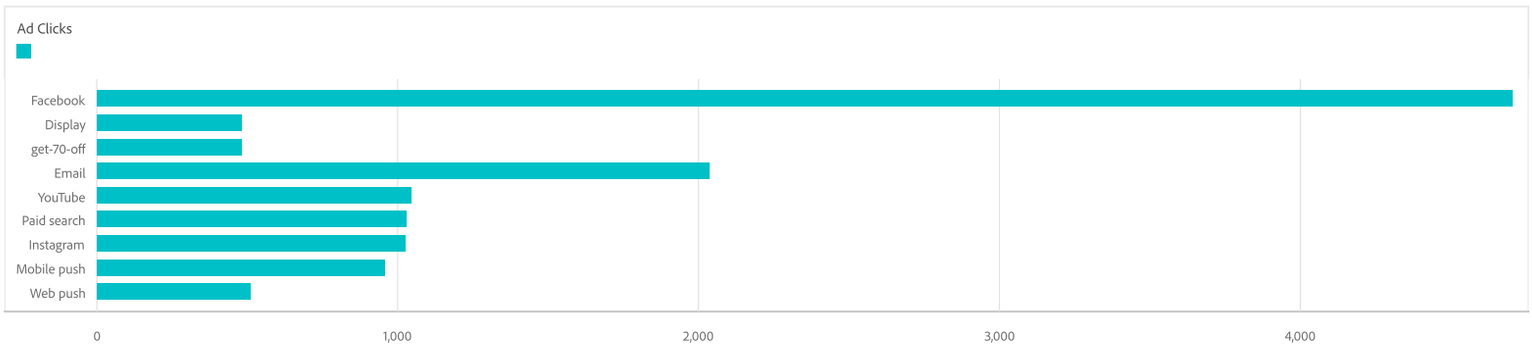
Profile Credit Score Ranges: *No filter*

Exercise 2 Instructions

Situation: A marketing manager wants 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 **Campaign name**
7. Filter columns by **Channel**
8. Add Horizontal bar visualization
9. Filter panel by **Income Levels, Gender, Profile Credit Score Ranges**

Horizontal bar



Freeform table

	People	Ad Clicks	Product Orders Last Touch | 30 Days			Purchase Amount Last Touch | 30 Days
			mobile	callcenter	web	
Campaign Channel Page: 1 / 1 Rows: 50 1-9 of 9	Jan 2 ↓ 18,019 out of 18,019	Jan 2 11,782 out of 11,782	Last Touch | 30 Days Jan 2 3,563 out of 3,563	Last Touch | 30 Days Jan 2 3,055 out of 3,055	Last Touch | 30 Days Jan 2 1,069 out of 1,069	Jan 2 $2,862,228 out of $2,862,228
1. Direct / No Value	18,018 100.0%	0 0.0%	3,514 98.6%	3,007 98.4%	5 0.5%	$2,697,918 94.3%
2. Facebook	3,849 21.4%	4,705 39.9%	6 0.2%	7 0.2%	1 0.1%	$6,809 0.2%
3. Display	3,434 19.1%	480 4.1%	18 0.5%	16 0.5%	1,063 99.4%	$136,284 4.8%
Display **Campaign name** Page: 1 / 1 Rows: 5 1-1 of 1	Jan 2 ↓ 3,434 out of 3,434	Jan 2 Jun 30 480 out of 480	Last Touch | 30 Days Jan 2 Jun 30 18 out of 18	Last Touch | 30 Days Jan 2 Jun 30 16 out of 16	Last Touch | 30 Days Jan 2 1,063 out of 1,063	Last Touch | 30 Days Jan 2 $136,284 out of $136,284
1. get-70-off	3,434 100.0%	480 100.0%	18 100.0%	16 100.0%	1,063 100.0%	$136,284 100.0%
4. Email	1,946 10.8%	2,035 17.3%	6 0.2%	9 0.3%	0 0.0%	$3,955 0.1%
5. YouTube	1,027 5.7%	1,044 8.9%	5 0.1%	1 0.0%	0 0.0%	$4,028 0.1%
6. Paid search	1,009 5.6%	1,028 8.7%	7 0.2%	5 0.2%	0 0.0%	$6,229 0.2%
7. Instagram	1,004 5.6%	1,025 8.7%	5 0.1%	3 0.1%	0 0.0%	$2,053 0.1%
8. Mobile push	934 5.2%	955 8.1%	2 0.1%	4 0.1%	0 0.0%	$3,740 0.1%
9. Web push	506 2.8%	510 4.3%	0 0.0%	3 0.1%	0 0.0%	$1,212 0.0%

Exercise 3 - Audience Publishing

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HOL // Date Range
Jan 2, 2022 - Jun 30, 2023

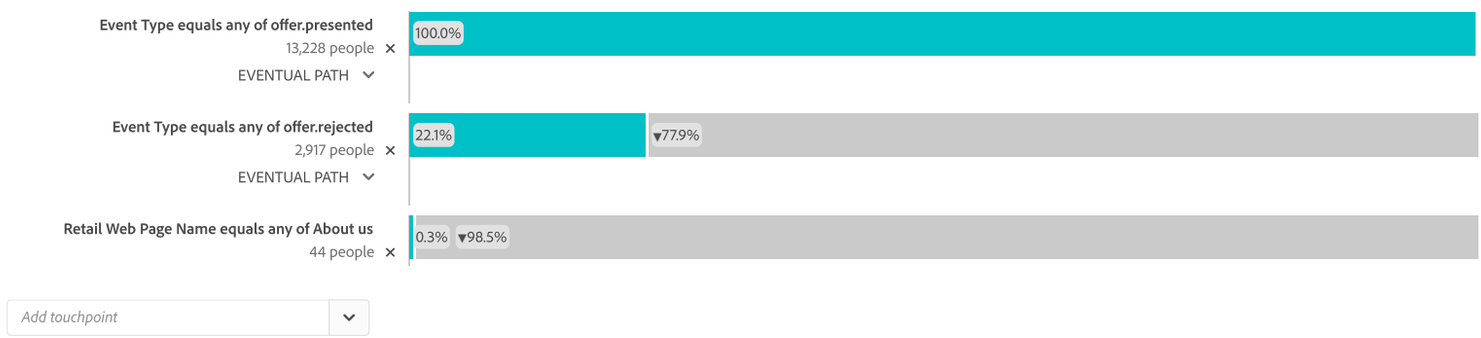
Exercise 3: Task 1 Instructions

Situation: A marketing manager would like to target customers that were presented an offer, rejected the offer and then went to the About Us 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: **Retail Web Page Name** and Dimensional Item: **About us** 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
18,019



Exercise 4 - Call Center Deflection

P@S Bootcamp

Aug 1, 2022 - Aug 31, 2022

Call Topic
No filter

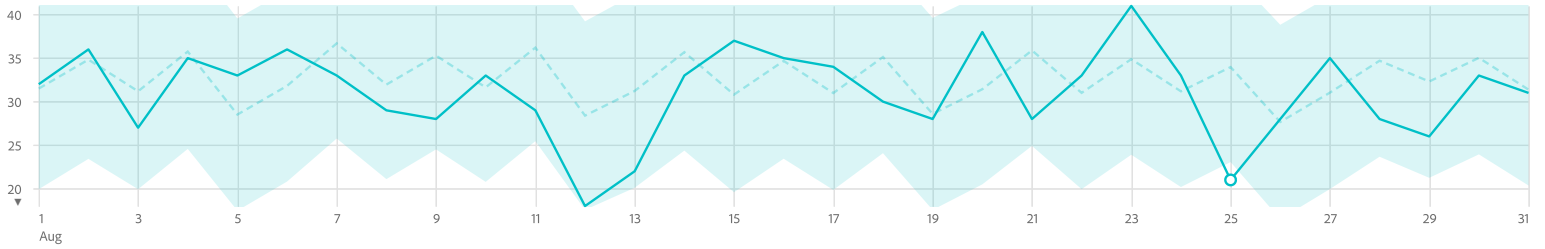
Exercise 4: Task 1 Instructions

Situation: A call center manager would like to see the trend of calls by month with summary descriptions and be able to filter by call topic.
Task: Leverage Line visualization, Intelligent Captions, Annotations and Quick filters to analyze call trends

1. Add Freeform table
   a. Dimension: **Month**
   b. Metric: **Call Starts**
2. Add Line visualization
3. Enable Intelligent Captions
4. Add a Quick filter for **Call Topic**

Line

Call Starts



Intelligent captions: Line

- **Min:** The lowest Call Starts was **18** on **Aug 12th, 2022**, which was ▼42% less than the average of **31.1**.
- **Max:** On **Aug 23rd, 2022**, **41** Call Starts were recorded, which was ▲32% more than the average.
- **Spike:** The Call Starts increased significantly during the period of **Aug 12th, 2022** to **15th**, up by ▲106% from **18** to **37**.
- **Decline:** Between **Aug 23rd, 2022** and **25th**, the Call Starts decreased significantly, down by ▼49% from **41** to **21**.
- **Anomaly:** On **Aug 25th, 2022**, **1** anomalous levels of Call Starts were observed, with values deviating by **42%** from the average of this period.

Freeform table

Day ↑	Call Starts	
Page: 1 / 1 Rows: 400 1-31 of 31	Aug 1 – Aug 31	963 out of 963
1. Aug 1, 2022	32	3.3%
2. Aug 2, 2022	36	3.7%
3. Aug 3, 2022	27	2.8%
4. Aug 4, 2022	35	3.6%
5. Aug 5, 2022	33	3.4%
6. Aug 6, 2022	36	3.7%
7. Aug 7, 2022	33	3.4%
8. Aug 8, 2022	29	3.0%
9. Aug 9, 2022	28	2.9%
10. Aug 10, 2022	33	3.4%
11. Aug 11, 2022	29	3.0%
12. Aug 12, 2022	18	1.9%
13. Aug 13, 2022	22	2.3%
14. Aug 14, 2022	33	3.4%
15. Aug 15, 2022	37	3.8%
16. Aug 16, 2022	35	3.6%
17. Aug 17, 2022	34	3.5%
18. Aug 18, 2022	30	3.1%
19. Aug 19, 2022	28	2.9%
20. Aug 20, 2022	38	3.9%
21. Aug 21, 2022	28	2.9%
22. Aug 22, 2022	33	3.4%
23. Aug 23, 2022	41	4.3%
24. Aug 24, 2022	33	3.4%
25. Aug 25, 2022	21	2.2%
26. Aug 26, 2022	28	2.9%
27. Aug 27, 2022	35	3.6%
28. Aug 28, 2022	28	2.9%
29. Aug 29, 2022	26	2.7%
30. Aug 30, 2022	33	3.4%
31. Aug 31, 2022	31	3.2%

Exercise 4: Task 2 Instructions

Situation: An operations manager would like to understand how web behavior may be impacting call center volumes
Task: Leverage AttributionIQ to see what are the top web pages that lead to calls.

1. Add Freeform table
2. Dimension: **Retail Web Page Name**
3. Metric: **Call Starts**
4. Modify and compare Attribution Models
5. Ask the AI Assistant "What are all the attribution models" and then "What algorithm does the Algorithmic model use?"
6. Add Sequential Filter: Web Page Visit and Call within 1 Hour
7. Publish an Audience

Freeform table (2)

Retail Web Page Name Page: 1 / 7 › Rows: 25 1-25 of 155	Call Starts Time Decay (1 Hour) | 14 Days Aug 1 – Aug 31		Web Page Visit and Call within 1 Hour Call Starts Last Touch | 30 Days Aug 1 – Aug 31	
	288	out of 963	15	out of 19
1. My order	24	8.3%	2	13.3%
2. Fashion collection	23	8.0%	0	0.0%
3. Fruit of the	7	2.4%	0	0.0%
4. Under Armour Boys	7	2.4%	0	0.0%
5. Amazon Essentials Unisex	6	2.1%	1	6.7%
6. Zitahli Wallet for	6	1.9%	0	0.0%
7. The Ridge Minimalist	5	1.7%	0	0.0%
8. Wallet for Men	4	1.4%	0	0.0%
9. BeltBro Titan No	4	1.4%	0	0.0%
10. Hanes Boys Boxer	4	1.4%	0	0.0%
11. SOLY HUX Womens	4	1.4%	0	0.0%
12. The Childrens Place	4	1.4%	1	6.7%
13. Hanes Boys Toddler	4	1.4%	1	6.7%
14. Ekster: Parliament	3	1.2%	0	0.0%
15. Calvin Klein Boys	3	1.1%	0	0.0%
16. adidas Unisex-Child Tiro	3	1.1%	0	0.0%
17. French Toast Boys	3	1.0%	0	0.0%
18. Ray-Ban Rb3548n Hexagonal	3	1.0%	0	0.0%
19. NYX PROFESSIONAL MAKEUP	3	1.0%	0	0.0%
20. Astylish Womens V	3	1.0%	0	0.0%
21. Oakley Mens Oo9236	3	1.0%	0	0.0%
22. Columbia Boys Big	3	1.0%	0	0.0%
23. MERRYS Polarized Vintage	3	1.0%	0	0.0%
24. Aviator Sunglasses for	3	1.0%	0	0.0%
25. TRAVANDO Mens Slim	3	1.0%	1	6.7%

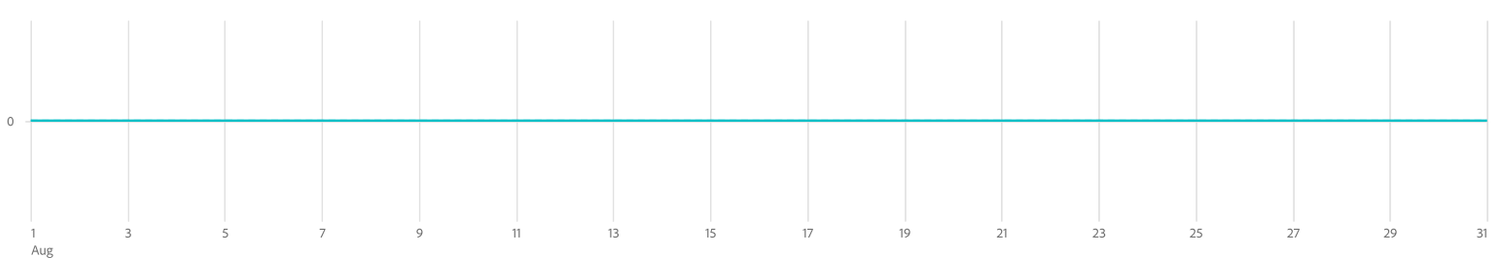
Exercise 4: Task 3 Instructions

Situation: An operations manager would like to understand the fallout of customers that contact the call center after purchase
Task: Leverage Fallout Visualization to see how many people start calls after purchase

1. Add Fallout visualization
2. Add Retail Web Page
    a. My cart
    b. Cart checkout
    c. Product purchase
3. Add Call Starts
4. Trend Step
5. Publish Audience

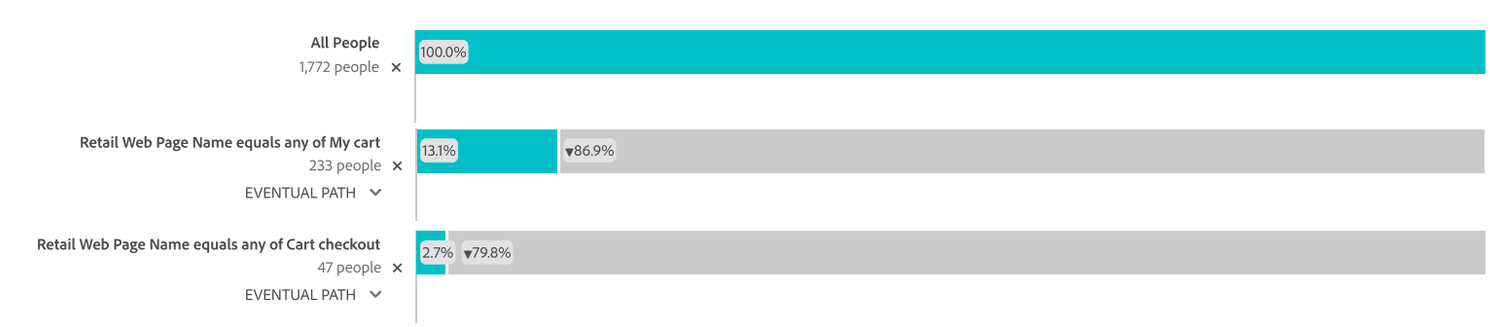
All People > Retail Web Page Name equals any of My cart > Retail Web Page Name equals any of Cart checkout > Retail Web Page Name equals any of Product purch...

People [All People > Retail Web Page Name equals any of My cart > Retail Web Page Name equals any of Cart checkout > Retail Web Page Name equals any of Product purchase > Call Starts exists; Month: Aug 2022]



Fallout

All people
1,772



Retail Web Page Name equals any of Product purch...
47 people ×
EVENTUAL PATH

2.7%

Call Starts exists
0 people ×

▼100.0%

Add touchpoint

AJO Reporting Example

P@S Bootcamp

HOL // Date Range
Jan 2, 2022 - Jun 30, 2023

AJO Journey Reporting

AJO Journey Name > AJO Journey Action Name

	AJO Clicks	AJO Sends	AJO Opens	AJO Bounces	AJO Excludes	Product Orders Last Touch | 14 Days	Call Starts Last Touch | 1 Day
AJO Journey Name Page: 1 / 1 Rows: 50 1-10 of 10	11,817 out of 11,817	17,977 out of 17,977	16,965 out of 16,965	1,588 out of 1,588	9,854 out of 9,854	16,384 out of 16,384	17,533 out of 17,533
1. Luma - Exclusive sale program	3,467 29.3%	6,253 34.8%	6,225 36.7%	944 59.4%	6,416 65.1%	1,779 10.9%	2,151 12.3%
Luma - Exclusive sale program: **AJO Journey Action Name** Page: 1 / 2 › Rows: 5 1-5 of 9	3,467 out of 3,467	6,253 out of 6,253	6,225 out of 6,225	944 out of 944	6,416 out of 6,416	Last Touch | 14 Days 1,779 out of 1,779	Last Touch | 1 Day 2,151 out of 2,151
1. Email - Buy 2 Get 1 Free	971 28.0%	1,053 16.8%	965 15.5%	311 32.9%	489 7.6%	334 18.8%	699 32.5%
2. Email - Additional 15% Off for Luma+ me...	956 27.6%	1,053 16.8%	954 15.3%	293 31.0%	478 7.5%	333 18.7%	663 30.8%
3. Email - Black-Friday Sale	924 26.7%	1,021 16.3%	921 14.8%	340 36.0%	519 8.1%	285 16.0%	766 35.6%
4. Push - Additional 15% Off for Luma+ mem...	237 6.8%	0 0.0%	237 3.8%	0 0.0%	881 13.7%	6 0.3%	3 0.1%
5. Push - Black-Friday Sale	192 5.5%	0 0.0%	192 3.1%	0 0.0%	800 12.5%	2 0.1%	3 0.1%
2. Luma - Join Luma+ Mobile	2,528 21.4%	989 5.5%	2,526 14.9%	0 0.0%	0 0.0%	2,059 12.6%	7 0.0%
Luma - Join Lu...: **AJO Journey Action Name** Page: 1 / 1 Rows: 5 1-2 of 2	2,528 out of 2,528	989 out of 989	2,526 out of 2,526	0 out of 0	0 out of 0	Last Touch | 14 Days 2,059 out of 2,059	Last Touch | 1 Day 7 out of 7
1. SMS - Loyalty program promotion	2,528 100.0%	989 100.0%	2,526 100.0%	0 0.0%	0 0.0%	2,049 99.5%	5 71.4%
2. Email - Loyalty program promotion	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	10 0.5%	2 28.6%
3. Luma - In Store Abandoners	2,081 17.6%	2,629 14.6%	2,078 12.2%	0 0.0%	0 0.0%	14 0.1%	10 0.1%
Luma - In ...: **AJO Journey Action Name** Page: 1 / 1 Rows: 5 1-1 of 1	2,081 out of 2,081	2,629 out of 2,629	2,078 out of 2,078	0 out of 0	0 out of 0	Last Touch | 14 Days 14 out of 14	Last Touch | 1 Day 10 out of 10
1. Email - Complete order reminder	2,081 100.0%	2,629 100.0%	2,078 100.0%	0 0.0%	0 0.0%	14 100.0%	10 100.0%
4. Luma - Early access program	1,141 9.7%	1,026 5.7%	1,138 6.7%	324 20.4%	1,364 13.8%	341 2.1%	742 4.2%
Luma - Early a...: **AJO Journey Action Name** Page: 1 / 1 Rows: 5 1-2 of 2	1,141 out of 1,141	1,026 out of 1,026	1,138 out of 1,138	324 out of 324	1,364 out of 1,364	Last Touch | 14 Days 341 out of 341	Last Touch | 1 Day 742 out of 742
1. Email - Early access for Luma+ and Gold m...	935 81.9%	1,026 100.0%	932 81.9%	324 100.0%	527 38.6%	338 99.1%	741 99.9%
2. Push - Early access for Luma+ and Gold m...	206 18.1%	0 0.0%	206 18.1%	0 0.0%	837 61.4%	3 0.9%	1 0.1%
5. Luma - Registration benefits	1,045 8.8%	1,035 5.8%	1,037 6.1%	0 0.0%	0 0.0%	1,046 6.4%	4 0.0%
Luma - Re...: **AJO Journey Action Name** Page: 1 / 1 Rows: 5 1-1 of 1	1,045 out of 1,045	1,035 out of 1,035	1,037 out of 1,037	0 out of 0	0 out of 0	Last Touch | 14 Days 1,046 out of 1,046	Last Touch | 1 Day 4 out of 4
1. SMS - Customer onboarding	1,045 100.0%	1,035 100.0%	1,037 100.0%	0 0.0%	0 0.0%	1,046 100.0%	4 100.0%
6. Luma - Fashion sale program	1,032 8.7%	1,941 10.8%	1,925 11.3%	320 20.2%	2,074 21.0%	560 3.4%	740 4.2%
Luma - Fashion sale ...: **AJO Journey Action Name** Page: 1 / 1 Rows: 5 1-3 of 3	1,032 out of 1,032	1,941 out of 1,941	1,925 out of 1,925	320 out of 320	2,074 out of 2,074	Last Touch | 14 Days 560 out of 560	Last Touch | 1 Day 740 out of 740
1. Email - 20% Off on Luma Active Wear	835 80.9%	933 48.1%	832 43.2%	320 100.0%	510 24.6%	287 51.2%	733 99.1%
2. Push - 20% Off on Luma Active Wear	197 19.1%	0 0.0%	197 10.2%	0 0.0%	799 38.5%	0 0.0%	1 0.1%
3. SMS - 20% Off on Luma Active Wear	0 0.0%	1,008 51.9%	896 46.5%	0 0.0%	765 36.9%	273 48.8%	6 0.8%
7. Luma - Purchase completion	523 4.4%	2,591 14.4%	523 3.1%	0 0.0%	0 0.0%	2,576 15.7%	4 0.0%
Luma - Purcha...: **AJO Journey Action Name** Page: 1 / 1 Rows: 5 1-2 of 2	523 out of 523	2,591 out of 2,591	523 out of 523	0 out of 0	0 out of 0	Last Touch | 14 Days 2,576 out of 2,576	Last Touch | 1 Day 4 out of 4
1. Email - Order status intimation	523 100.0%	521 20.1%	523 100.0%	0 0.0%	0 0.0%	9 0.3%	2 50.0%
2. SMS - Order status intimation	0 0.0%	2,070 79.9%	0 0.0%	0 0.0%	0 0.0%	2,567 99.7%	2 50.0%
8. Luma - Store Proximity	0 0.0%	1,513 8.4%	1,513 8.9%	0 0.0%	0 0.0%	5 0.0%	1 0.0%
Luma - St...: **AJO Journey Action Name** Page: 1 / 1 Rows: 5 1-1 of 1	0 out of 0	1,513 out of 1,513	1,513 out of 1,513	0 out of 0	0 out of 0	Last Touch | 14 Days 5 out of 5	Last Touch | 1 Day 1 out of 1
1. Push - Visit nearby store	0 0.0%	1,513 100.0%	1,513 100.0%	0 0.0%	0 0.0%	5 100.0%	1 100.0%
9. No value	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	7,983 48.7%	13,872 79.1%
10. Luma - Upgrade to Gold Status	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	21 0.1%	2 0.0%

AJO Journey Error Reporting

AJO Channel Name > AJO Failure Reason

	AJO Bounces	AJO Errors
AJO Channel Name Page: 1 / 1 Rows: 50 1-3 of 3	Jan 2 – Jun 30 **1,588** out of 1,588	Jan 2 – Jun 30 **8,141** out of 8,141
1. Email	1,588 100.0%	4,054 49.8%
Email: **AJO Failure Reason** Page: 1 / 2 › Rows: 5 1-5 of 6	Jan 2 – Jun 30 **1,588** out of 1,588	Jan 2 – Jun 30 **4,054** out of 4,054
Email: 1. Invalid Recipient	548 34.5%	0 0.0%
Email: 2. Generic Bounce	278 17.5%	0 0.0%
Email: 3. Mailbox Full	264 16.6%	0 0.0%
Email: 4. Timeout	251 15.8%	0 0.0%
Email: 5. Mail Block	247 15.6%	0 0.0%
2. SMS	0 0.0%	3,017 37.1%
SMS: **AJO Failure Reason** Page: 1 / 1 Rows: 5 1-3 of 3	Jan 2 – Jun 30 **0** out of 0	Jan 2 – Jun 30 **3,017** out of 3,017
SMS: 1. Send_API_Error	0 0.0%	1,029 34.1%
SMS: 2. Invalid_Number	0 0.0%	998 33.1%
SMS: 3. Provider_Token_Expired	0 0.0%	990 32.8%
3. Mobile push	0 0.0%	1,070 13.1%
Mobile pu...: **AJO Failure Reason** Page: 1 / 1 Rows: 5 1-1 of 1	Jan 2 – Jun 30 **0** out of 0	Jan 2 – Jun 30 **1,070** out of 1,070
Mobile pu...: 1. pushProviderError	0 0.0%	1,070 100.0%