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# FinText™ Platform: Subscriber Insights

How to use the Subscriber Insights Dashboard in the User Interface

Understanding subscriber activity is instrumental in tailoring your messaging campaigns for better engagement, optimizing your marketing efforts, ensuring compliance, and enhancing the overall effectiveness of your communications. It enables data-driven decision-making and helps build stronger and more responsive subscriber lists.

> Please read the main Dashboard Reporting Overview KB article for important details on the Dashboard interface. Some information found there will be repeated in this article.
>
> Data reporting may experience delays. The Dashboard will display a date and time stamp for the available data.

Month To Date (MTD) and Year (Current Year) Views
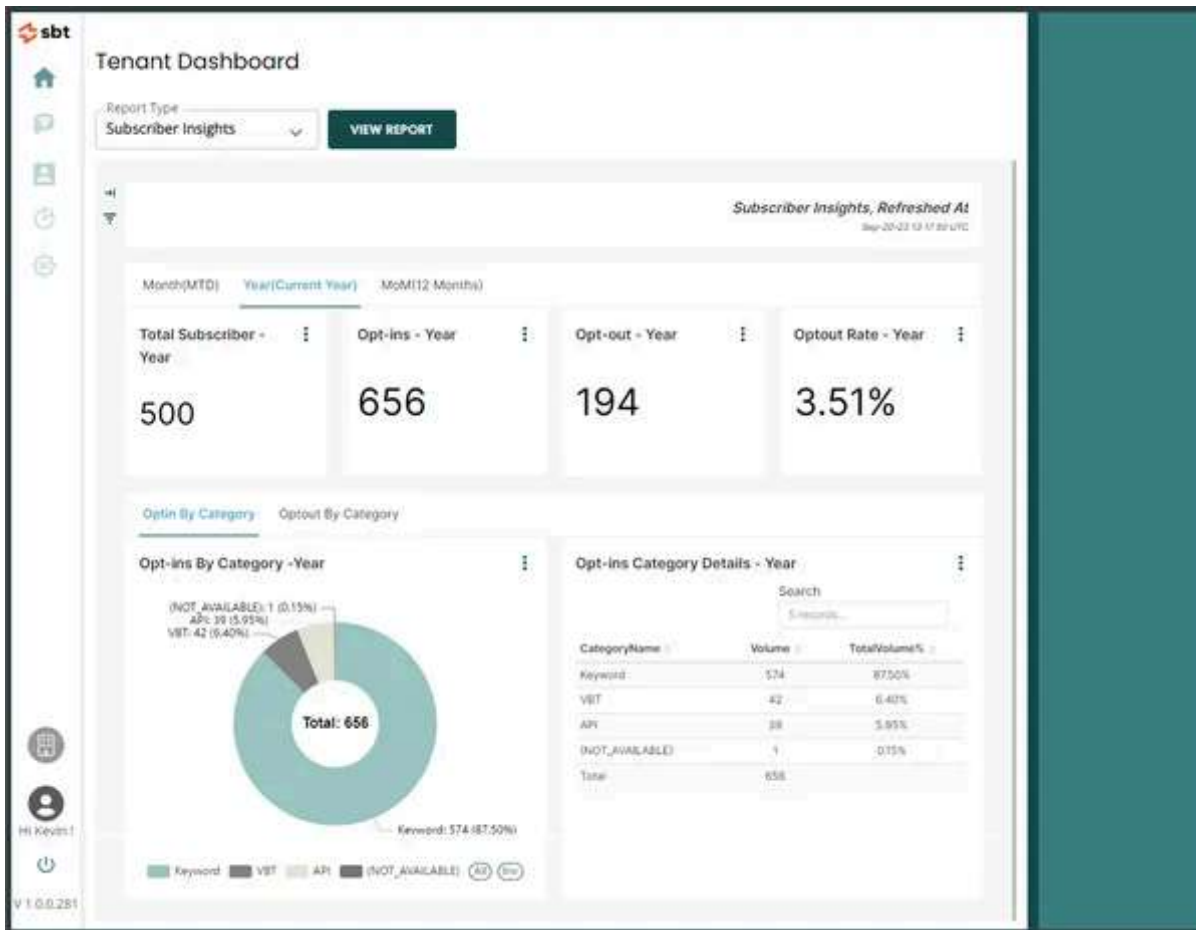
The MTD and Current Year views provide key indicators of subscriber activity during the reporting period.

Upper Panel

The upper panel shows the following information:

- **Total Subscriber:** Count of all active subscribers regardless of the reporting period.

- **Opt-ins:** Number of subscribers who opted in during the reporting period.

- **Opt-outs:** Number of subscribers who opted out during the reporting period.

- **Optout Rate:** Sum of received STOP and STOPALL messages divided by total successfully delivered messages.

Lower Panel

The lower panel shows a chart and data table providing information on Opt-Ins and Opt-Outs by category.

Opt-ins By Category: The chart and table both show the number and percentage for each opt-in type for the reporting period, as the total number of messages and a percentage (*Volume* and *TotalVolume%*).

- See our KB article on <u>subscriber opt-in methods</u> for more information.

Opt-outs By Category:

The chart and table both show the number and percentage for each opt-in type for the reporting period, as the total number of messages and a percentage (*Volume* and *TotalVolume%*).
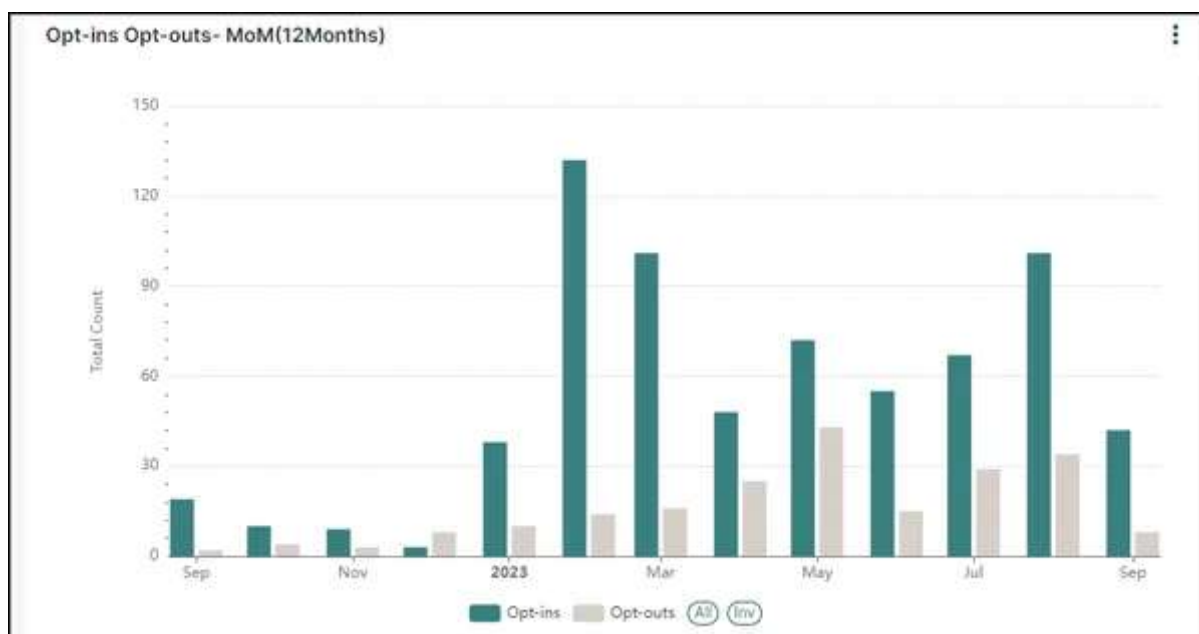
- See our KB article on <u>subscriber opt-out methods</u> for more information.

> If category data are not available for certain periods or messages, *NOT_AVAILABLE* will appear as a category.
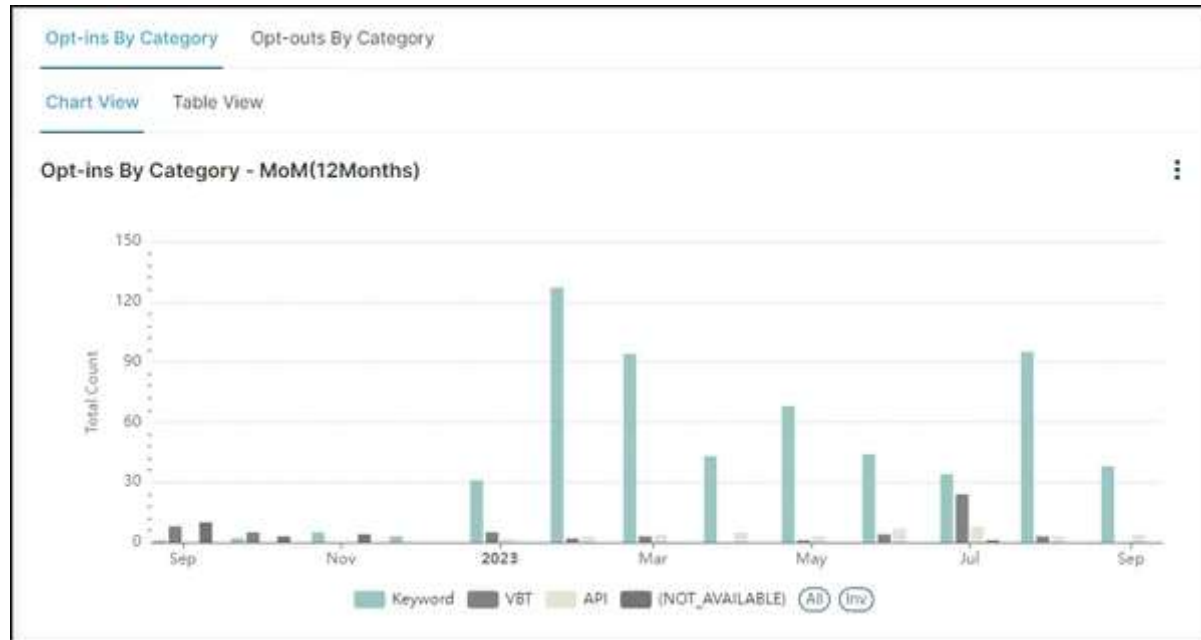
Month-over-Month (MoM) View

The MoM view is a rolling 12-month view. If fewer than 12 months of data are available, the system will display the available data.

Upper Panel

The bar chart shows aggregated monthly data for Opt-ins and Opt-outs. Mousing over each month will show the totals for each.

Lower Panel

Opt-ins By Category   Opt-outs By Category

Chart View   Table View

Opt-ins By Category - MoM(12Months)

Keyword   VBT   API   (NOT_AVAILABLE)   All   Inv

Opt-ins By Category   Opt-outs By Category

Chart View   Table View

By Opt-ins By Category Details - MoM(12Months)

| | Metric | Opt-ins | | | | | | | | | | | | | |
CategoryName	Month-Year	Sep-2022	Oct-2022	Nov-2022	Dec-2022	Jan-2023	Feb-2023	Mar-2023	Apr-2023	May-2023	Jun-2023	Jul-2023	Aug-2023	Sep-2023	Subtotal	Total (Sum)
VBT		8	5			5	2	3		1	4	24	3		55	55
Keyword		1	2	5	3	31	127	94	43	68	44	34	95	38	585	585
API						2	3	4	5	3	7	8	3	4	39	39
(NOT_AVAILABLE)		10	3	4								1			18	18
	Total (Sum)	19	10	9	3	38	132	101	48	72	55	67	101	42	697	697

The lower panel has two views: A bar chart or a table, both providing information on Opt-ins or Opt-outs by category. Mousing over each month in the bar chart will show the totals for each.

Opt-outs By Category includes the opt-out rate by month, showing how the opt-out rate changes over time. It also shows the impact of compliance language and other messaging on the opt-out rate.

Opt-outs By Category

Opt-ins By Category | **Opt-outs By Category**

Chart View | **Table View**

Opt-outs By Category Details

| Metric | Opt-outs | | | | | | | | | | | | | | |
CategoryName \ Month-Year	Jul-2023	Aug-2023	Sep-2023	Oct-2023	Nov-2023	Dec-2023	Jan-2024	Feb-2024	Mar-2024	Apr-2024	May-2024	Jun-2024	Jul-2024	Subtotal	Total (Sum)
Keyword	23	33	10	24	18	16	8	42	34	31	23	32	4	299	299
DeleteSubscriber	6	1		2		1	1	15	8	7	2	2	1	46	46
Deact			1											1	1
Total (Sum)	29	34	11	26	18	17	9	57	42	38	25	34	5	346	346

Opt-outs Rate Details

| Metric | OptOutRate | | | | | | | | | | | | |
MonthYear	Jul-2023	Aug-2023	Sep-2023	Oct-2023	Nov-2023	Dec-2023	Jan-2024	Feb-2024	Mar-2024	Apr-2024	May-2024	Jun-2024	Jul-2024
Total (Sum)	0.2%	4.3%	4.2%	6.4%	8.1%	11.3%	3.9%	11.5%	9.8%	11.8%	10.6%	6.1%	6.2%

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