

CIF20200840_FIDOPAPAO_COMMS



Campaign Report

Created by Neeraj Aggarwal

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Unless otherwise specified, time stamps in this report are in Eastern Daylight Time.



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1. Complete Summary

Campaign Details	
Business Context	CBU Business Context
Name	CIF20200840_FIDOPAPAO_COMMS
Folder	Designer\Selection Campaigns\Gunpreet
Description	Encourage customers to digitally self serve and register for preauthorized payments (not on auto pay)
Code	CAMP10279
Campaign Definition	CCH Selection Campaign Definition
Image	No image assigned
Version	1
Campaign Status	Complete
Campaign ID	DECH5SQ02FBISHWK
Date Modified	Oct 30, 2020 4:46 PM
Last Modified By	Neeraj Aggarwal
Last Published Date	Oct 30, 2020 4:46 PM
Last Published By	Gunpreet Singh
Schedule Type	Manual
Optimization Method	Analytical scenario
Diagram Properties	Do not use the most current data when referenced by a link
	Use the most current data when executing communications
	Do not produce counts for all nodes when executing
	Publish campaign
Control Group Settings	
Holdouts execution behavior	The holdout control group will not be populated if the audience size is too small.
A/B Test execution behavior	The challenger cells will not be populated if the audience size is too small.
Budget	
Campaign	
Minimum Offers	
Maximum Offers	
Minimum Budget	
Maximum Budget	
Communications	
Communication Name	COMM_INBOX_ANDROID_EN_SEG1_FILE2(35)
Minimum Offers	
Maximum Offers	
Minimum Budget	
Maximum Budget	
Unit Cost	
Unit Usage	1

Cells	
Communication Name	COMMS_MMS_FR_SEG3
Minimum Offers	
Maximum Offers	
Minimum Budget	
Maximum Budget	
Unit Cost	
Unit Usage	1
Cells	
Cell Name	MMS_FR_SEG3
Inclusions	
Mandatory	No
Exclude From Constraints	No
Exclude From Contact Policies	No
Optimize	
Initial Count	
Optimized Count	
Cell Name	MMS_FR_SEG3_UCG
Inclusions	
Mandatory	No
Exclude From Constraints	No
Exclude From Contact Policies	No
Optimize	
Initial Count	
Optimized Count	
Communication Name	1COMM_INBOX_IOS_FR_SEG1
Minimum Offers	
Maximum Offers	
Minimum Budget	
Maximum Budget	
Unit Cost	
Unit Usage	1
Cells	
Communication Name	1COMM_PUSH_ANDROID_EN_SEG1_FILE1
Minimum Offers	
Maximum Offers	
Minimum Budget	
Maximum Budget	
Unit Cost	
Unit Usage	1
Cells	

Communication Name	COMM_PUSH_ANDROID_EN_SEG1_FILE2
Minimum Offers	
Maximum Offers	
Minimum Budget	
Maximum Budget	
Unit Cost	
Unit Usage	1
Cells	
Cell Name	&UPLOADDT._CIF20200840_PUSH_ANDROID_EN_SEG1_FILE2_UCG
Inclusions	
Mandatory	No
Exclude From Constraints	No
Exclude From Contact Policies	No
Optimize	
Initial Count	
Optimized Count	
Cell Name	&UPLOADDT._CIF20200840_PUSH_ANDROID_EN_SEG1_FILE2
Inclusions	
Mandatory	No
Exclude From Constraints	No
Exclude From Contact Policies	No
Optimize	
Initial Count	
Optimized Count	
Communication Name	1COMM_PUSH_ANDROID_FR_SEG1
Minimum Offers	
Maximum Offers	
Minimum Budget	
Maximum Budget	
Unit Cost	
Unit Usage	1
Cells	
Communication Name	2COMM_INBOX_ANDROID_EN_SEG1_FILE2
Minimum Offers	
Maximum Offers	
Minimum Budget	
Maximum Budget	
Unit Cost	
Unit Usage	1
Cells	
Communication Name	COMMS_MMS_FR_SEG2

Minimum Offers	
Maximum Offers	
Minimum Budget	
Maximum Budget	
Unit Cost	
Unit Usage	1
Cells	
Cell Name	MMS_FR_SEG2
Inclusions	
Mandatory	No
Exclude From Constraints	No
Exclude From Contact Policies	No
Optimize	
Initial Count	
Optimized Count	
Cell Name	MMS_FR_SEG2_UCG
Inclusions	
Mandatory	No
Exclude From Constraints	No
Exclude From Contact Policies	No
Optimize	
Initial Count	
Optimized Count	
Communication Name	2COMM_PUSH_ANDROID_EN_SEG1_FILE2
Minimum Offers	
Maximum Offers	
Minimum Budget	
Maximum Budget	
Unit Cost	
Unit Usage	1
Cells	
Communication Name	COMMS_MMS_EN_SEG3
Minimum Offers	
Maximum Offers	
Minimum Budget	
Maximum Budget	
Unit Cost	
Unit Usage	1
Cells	
Cell Name	MMS_EN_SEG3
Inclusions	

Mandatory	No
Exclude From Constraints	No
Exclude From Contact Policies	No
Optimize	
Initial Count	
Optimized Count	
Cell Name	MMS_EN_SEG3_UCG
Inclusions	
Mandatory	No
Exclude From Constraints	No
Exclude From Contact Policies	No
Optimize	
Initial Count	
Optimized Count	
Communication Name	COMMS_MMS_EN_SEG2
Minimum Offers	
Maximum Offers	
Minimum Budget	
Maximum Budget	
Unit Cost	
Unit Usage	1
Cells	
Cell Name	MMS_EN_SEG2
Inclusions	
Mandatory	No
Exclude From Constraints	No
Exclude From Contact Policies	No
Optimize	
Initial Count	
Optimized Count	
Cell Name	MMS_EN_SEG2_UCG
Inclusions	
Mandatory	No
Exclude From Constraints	No
Exclude From Contact Policies	No
Optimize	
Initial Count	
Optimized Count	
Communication Name	COMM_PUSH_IOS_EN_SEG1_FILE1
Minimum Offers	

Maximum Offers	
Minimum Budget	
Maximum Budget	
Unit Cost	
Unit Usage	1
Cells	
Cell Name	&UPLOADDT._CIF20200840_PUSH_IOS_EN_SEG1_FILE1
Inclusions	
Mandatory	No
Exclude From Constraints	No
Exclude From Contact Policies	No
Optimize	
Initial Count	91,333
Optimized Count	
Cell Name	&UPLOADDT._CIF20200840_PUSH_IOS_EN_SEG1_FILE1_UCG
Inclusions	
Mandatory	No
Exclude From Constraints	No
Exclude From Contact Policies	No
Optimize	
Initial Count	8,667
Optimized Count	
Communication Name	COMM_INBOX_IOS_EN_SEG1_FILE3
Minimum Offers	
Maximum Offers	
Minimum Budget	
Maximum Budget	
Unit Cost	
Unit Usage	1
Cells	
Cell Name	&UPLOADDT._CIF20200840_INBOX_IOS_EN_SEG1_FILE3_UCG
Inclusions	
Mandatory	No
Exclude From Constraints	No
Exclude From Contact Policies	No
Optimize	
Initial Count	
Optimized Count	
Cell Name	&UPLOADDT._CIF20200840_INBOX_IOS_EN_SEG1_FILE3
Inclusions	

Mandatory	No
Exclude From Constraints	No
Exclude From Contact Policies	No
Optimize	
Initial Count	
Optimized Count	
Communication Name	1COMM_PUSH_IOS_EN_SEG1_FILE1
Minimum Offers	
Maximum Offers	
Minimum Budget	
Maximum Budget	
Unit Cost	
Unit Usage	1
Cells	
Communication Name	COMM_INBOX_ANDROID_EN_SEG1_FILE3
Minimum Offers	
Maximum Offers	
Minimum Budget	
Maximum Budget	
Unit Cost	
Unit Usage	1
Cells	
Cell Name	&UPLOADDT._CIF20200840_INBOX_ANDROID_EN_SEG1_FILE3_UCG
Inclusions	
Mandatory	No
Exclude From Constraints	No
Exclude From Contact Policies	No
Optimize	
Initial Count	
Optimized Count	
Cell Name	&UPLOADDT._CIF20200840_INBOX_ANDROID_EN_SEG1_FILE3
Inclusions	
Mandatory	No
Exclude From Constraints	No
Exclude From Contact Policies	No
Optimize	
Initial Count	
Optimized Count	
Communication Name	COMM_INBOX_IOS_EN_SEG1_FILE1
Minimum Offers	

Maximum Offers	
Minimum Budget	
Maximum Budget	
Unit Cost	
Unit Usage	1
Cells	
Cell Name	&UPLOADDT._CIF20200840_INBOX_IOS_EN_SEG1_FILE1_UCG
Inclusions	
Mandatory	No
Exclude From Constraints	No
Exclude From Contact Policies	No
Optimize	
Initial Count	
Optimized Count	
Cell Name	&UPLOADDT._CIF20200840_INBOX_IOS_EN_SEG1_FILE1
Inclusions	
Mandatory	No
Exclude From Constraints	No
Exclude From Contact Policies	No
Optimize	
Initial Count	
Optimized Count	
Communication Name	COMM_INBOX_ANDROID_EN_SEG1_FILE1
Minimum Offers	
Maximum Offers	
Minimum Budget	
Maximum Budget	
Unit Cost	
Unit Usage	1
Cells	
Cell Name	&UPLOADDT._CIF20200840_INBOX_ANDROID_EN_SEG1_FILE1_UCG
Inclusions	
Mandatory	No
Exclude From Constraints	No
Exclude From Contact Policies	No
Optimize	
Initial Count	
Optimized Count	
Cell Name	&UPLOADDT._CIF20200840_INBOX_ANDROID_EN_SEG1_FILE1
Inclusions	

Mandatory	No
Exclude From Constraints	No
Exclude From Contact Policies	No
Optimize	
Initial Count	
Optimized Count	
Communication Name	1COMM_INBOX_ANDROID_FR_SEG1
Minimum Offers	
Maximum Offers	
Minimum Budget	
Maximum Budget	
Unit Cost	
Unit Usage	1
Cells	
Communication Name	COMM_PUSH_IOS_EN_SEG1_FILE3
Minimum Offers	
Maximum Offers	
Minimum Budget	
Maximum Budget	
Unit Cost	
Unit Usage	1
Cells	
Cell Name	&UPLOADDT._CIF20200840_PUSH_IOS_EN_SEG1_FILE3_UCG
Inclusions	
Mandatory	No
Exclude From Constraints	No
Exclude From Contact Policies	No
Optimize	
Initial Count	
Optimized Count	
Cell Name	&UPLOADDT._CIF20200840_PUSH_IOS_EN_SEG1_FILE3
Inclusions	
Mandatory	No
Exclude From Constraints	No
Exclude From Contact Policies	No
Optimize	
Initial Count	
Optimized Count	
Communication Name	1COMM_PUSH_IOS_FR_SEG1
Minimum Offers	

Maximum Offers	
Minimum Budget	
Maximum Budget	
Unit Cost	
Unit Usage	1
Cells	
Communication Name	COMM_PUSH_ANDROID_FR_SEG1
Minimum Offers	
Maximum Offers	
Minimum Budget	
Maximum Budget	
Unit Cost	
Unit Usage	1
Cells	
Cell Name	&UPLOADDT._CIF20200840_PUSH_ANDROID_FR_SEG1_UCG
Inclusions	
Mandatory	No
Exclude From Constraints	No
Exclude From Contact Policies	No
Optimize	
Initial Count	
Optimized Count	
Cell Name	&UPLOADDT._CIF20200840_PUSH_ANDROID_FR_SEG1
Inclusions	
Mandatory	No
Exclude From Constraints	No
Exclude From Contact Policies	No
Optimize	
Initial Count	
Optimized Count	
Communication Name	COMM_PUSH_IOS_EN_SEG1_FILE2
Minimum Offers	
Maximum Offers	
Minimum Budget	
Maximum Budget	
Unit Cost	
Unit Usage	1
Cells	
Cell Name	&UPLOADDT._CIF20200840_PUSH_IOS_EN_SEG1_FILE2_UCG
Inclusions	
Mandatory	No

Exclude From Constraints	No
Exclude From Contact Policies	No
Optimize	
Initial Count	
Optimized Count	
Cell Name	&UPLOADDT._CIF20200840_PUSH_IOS_EN_SEG1_FILE2
Inclusions	
Mandatory	No
Exclude From Constraints	No
Exclude From Contact Policies	No
Optimize	
Initial Count	
Optimized Count	
Communication Name	1COMM_INBOX_IOS_EN_SEG1_FILE1
Minimum Offers	
Maximum Offers	
Minimum Budget	
Maximum Budget	
Unit Cost	
Unit Usage	1
Cells	
Communication Name	COMM_PUSH_ANDROID_EN_SEG1_FILE1
Minimum Offers	
Maximum Offers	
Minimum Budget	
Maximum Budget	
Unit Cost	
Unit Usage	1
Cells	
Cell Name	&UPLOADDT._CIF20200840_PUSH_ANDROID_EN_SEG1_FILE1
Inclusions	
Mandatory	No
Exclude From Constraints	No
Exclude From Contact Policies	No
Optimize	
Initial Count	
Optimized Count	
Cell Name	&UPLOADDT._CIF20200840_PUSH_ANDROID_EN_SEG1_FILE1_UCG
Inclusions	
Mandatory	No

Exclude From Constraints	No
Exclude From Contact Policies	No
Optimize	
Initial Count	
Optimized Count	
Communication Name	3COMM_PUSH_ANDROID_EN_SEG1_FILE3
Minimum Offers	
Maximum Offers	
Minimum Budget	
Maximum Budget	
Unit Cost	
Unit Usage	1
Cells	
Communication Name	COMM_INBOX_ANDROID_FR_SEG1
Minimum Offers	
Maximum Offers	
Minimum Budget	
Maximum Budget	
Unit Cost	
Unit Usage	1
Cells	
Cell Name	&UPLOADDT._CIF20200840_INBOX_ANDROID_FR_SEG1
Inclusions	
Mandatory	No
Exclude From Constraints	No
Exclude From Contact Policies	No
Optimize	
Initial Count	
Optimized Count	
Cell Name	&UPLOADDT._CIF20200840_INBOX_ANDROID_FR_SEG1_UCG1
Inclusions	
Mandatory	No
Exclude From Constraints	No
Exclude From Contact Policies	No
Optimize	
Initial Count	
Optimized Count	
Communication Name	3COMM_INBOX_ANDROID_EN_SEG1_FILE3
Minimum Offers	
Maximum Offers	

Minimum Budget	
Maximum Budget	
Unit Cost	
Unit Usage	1
Cells	
Communication Name	COMM_PUSH_IOS_FR_SEG1
Minimum Offers	
Maximum Offers	
Minimum Budget	
Maximum Budget	
Unit Cost	
Unit Usage	1
Cells	
Cell Name	&UPLOADDT._CIF20200840_PUSH_IOS_FR_SEG1_UCG
Inclusions	
Mandatory	No
Exclude From Constraints	No
Exclude From Contact Policies	No
Optimize	
Initial Count	
Optimized Count	
Cell Name	&UPLOADDT._CIF20200840_PUSH_IOS_FR_SEG1
Inclusions	
Mandatory	No
Exclude From Constraints	No
Exclude From Contact Policies	No
Optimize	
Initial Count	
Optimized Count	
Communication Name	2COMM_INBOX_IOS_EN_SEG1_FILE2
Minimum Offers	
Maximum Offers	
Minimum Budget	
Maximum Budget	
Unit Cost	
Unit Usage	1
Cells	
Communication Name	2COMM_PUSH_IOS_EN_SEG1_FILE2
Minimum Offers	
Maximum Offers	
Minimum Budget	

Maximum Budget	
Unit Cost	
Unit Usage	1
Cells	
Communication Name	1COMM_INBOX_ANDROID_EN_SEG1_FILE1
Minimum Offers	
Maximum Offers	
Minimum Budget	
Maximum Budget	
Unit Cost	
Unit Usage	1
Cells	
Communication Name	COMM_INBOX_IOS_FR_SEG1
Minimum Offers	
Maximum Offers	
Minimum Budget	
Maximum Budget	
Unit Cost	
Unit Usage	1
Cells	
Cell Name	&UPLOADDT._CIF20200840_INBOX_IOS_FR_SEG1_UCG
Inclusions	
Mandatory	No
Exclude From Constraints	No
Exclude From Contact Policies	No
Optimize	
Initial Count	
Optimized Count	
Cell Name	&UPLOADDT._CIF20200840_INBOX_IOS_FR_SEG1
Inclusions	
Mandatory	No
Exclude From Constraints	No
Exclude From Contact Policies	No
Optimize	
Initial Count	
Optimized Count	
Communication Name	COMM_PUSH_ANDROID_EN_SEG1_FILE3
Minimum Offers	
Maximum Offers	
Minimum Budget	
Maximum Budget	

Unit Cost	
Unit Usage	1
Cells	
Cell Name	&UPLOADDT._CIF20200840_PUSH_ANDROID_EN_SEG1_FILE3
Inclusions	
Mandatory	No
Exclude From Constraints	No
Exclude From Contact Policies	No
Optimize	
Initial Count	
Optimized Count	
Cell Name	&UPLOADDT._CIF20200840_PUSH_ANDROID_EN_SEG1_FILE3_UCG
Inclusions	
Mandatory	No
Exclude From Constraints	No
Exclude From Contact Policies	No
Optimize	
Initial Count	
Optimized Count	
Communication Name	COMM_INBOX_ANDROID_EN_SEG1_FILE2
Minimum Offers	
Maximum Offers	
Minimum Budget	
Maximum Budget	
Unit Cost	
Unit Usage	1
Cells	
Cell Name	&UPLOADDT._CIF20200840_INBOX_ANDROID_EN_SEG1_FILE2_UCG
Inclusions	
Mandatory	No
Exclude From Constraints	No
Exclude From Contact Policies	No
Optimize	
Initial Count	
Optimized Count	
Cell Name	&UPLOADDT._CIF20200840_INBOX_ANDROID_EN_SEG1_FILE2
Inclusions	
Mandatory	No
Exclude From Constraints	No
Exclude From Contact Policies	No

Optimize	
Initial Count	
Optimized Count	
Communication Name	3COMM_INBOX_IOS_EN_SEG1_FILE3
Minimum Offers	
Maximum Offers	
Minimum Budget	
Maximum Budget	
Unit Cost	
Unit Usage	1
Cells	
Communication Name	COMM_INBOX_IOS_EN_SEG1_FILE2
Minimum Offers	
Maximum Offers	
Minimum Budget	
Maximum Budget	
Unit Cost	
Unit Usage	1
Cells	
Cell Name	&UPLOADDT._CIF20200840_INBOX_IOS_EN_SEG1_FILE2_UCG
Inclusions	
Mandatory	No
Exclude From Constraints	No
Exclude From Contact Policies	No
Optimize	
Initial Count	
Optimized Count	
Cell Name	&UPLOADDT._CIF20200840_INBOX_IOS_EN_SEG1_FILE2
Inclusions	
Mandatory	No
Exclude From Constraints	No
Exclude From Contact Policies	No
Optimize	
Initial Count	
Optimized Count	
Communication Name	3COMM_PUSH_IOS_EN_SEG1_FILE3
Minimum Offers	
Maximum Offers	
Minimum Budget	
Maximum Budget	
Unit Cost	

Unit Usage	1
Cells	
Treatments	
Code	2020_0840_T07
Name	F_SelfServe_2020_0840_T07
Description	
Activation Date	No Restriction
Expiration Date	No Restriction
Contact Rules:	
Folder	CMT
Reference	NOVA
Communications	
Name	COMMS_MMS_FR_SEG3
Name	COMM_PUSH_ANDROID_EN_SEG1_FILE2
Name	COMMS_MMS_FR_SEG2
Name	COMMS_MMS_EN_SEG3
Name	COMMS_MMS_EN_SEG2
Name	COMM_PUSH_IOS_EN_SEG1_FILE1
Name	COMM_INBOX_IOS_EN_SEG1_FILE3
Name	COMM_INBOX_ANDROID_EN_SEG1_FILE3
Name	COMM_INBOX_IOS_EN_SEG1_FILE1
Name	COMM_INBOX_ANDROID_EN_SEG1_FILE1
Name	COMM_PUSH_IOS_EN_SEG1_FILE3
Name	COMM_PUSH_ANDROID_FR_SEG1
Name	COMM_PUSH_IOS_EN_SEG1_FILE2
Name	COMM_PUSH_ANDROID_EN_SEG1_FILE1
Name	COMM_INBOX_ANDROID_FR_SEG1
Name	COMM_PUSH_IOS_FR_SEG1
Name	COMM_INBOX_IOS_FR_SEG1
Name	COMM_PUSH_ANDROID_EN_SEG1_FILE3
Name	COMM_INBOX_ANDROID_EN_SEG1_FILE2
Name	COMM_INBOX_IOS_EN_SEG1_FILE2

Attachments

Name	Added By	Date Added
No attachments exist		

Permissions

Type	Name	Permission
Group	Customer Intelligence Administrator	Edit
Group	Customer Intelligence Advanced Campaign Designer	Edit
Group	Customer Intelligence Basic Campaign Designer	Edit
Group	MA Base Diagram Admin	Edit
User	Gunpreet Singh	Edit

Checklist Summary

Done	Name	Flag	Type	Date Updated	Updated By
No	Properties	Unset	Page		
No	Diagram	Unset	Page		
No	Treatments	Unset	Page		
No	Schedule	Unset	Page		
No	Optimization Settings	Unset	Page		
No	CCH Campaign Custom Details	Unset	Custom Detail Page		

Status History

Action	Version	Campaign Status	User	Date	Comments
Execute Now	1	Complete	Gunpreet Singh	Oct 30, 2020 4:39 PM	
Manual Publish	1	Designing	Ekaterina.Dikusar	Oct 9, 2020 11:54 AM	
Manual Publish	1	Designing	Keith Wong	Oct 7, 2020 12:22 PM	
Create Campaign	1	Designing	Gunpreet Singh	Sep 18, 2020 4:22 PM	Initial Version

Custom Detail Page: CCH Campaign Custom Details

Field	Value
*Campaign Name	Preauthorized Payment Always On - Comms portion
Tag	CCH Campaign - Campaign Name
*Campaign Type Code	Non Sales
Tag	CCH Campaign - Campaign Type Code
*Campaign Group Code	F_WIR_MUL_NON_ENE_CONS
Tag	CCH Campaign - Campaign Group Code
Campaign Management Analyst	
Tag	CCH Campaign - Campaign Management Analyst
Marketing Manager	
Tag	CCH Campaign - Marketing Manager
EOC Required Flag	
Tag	CCH Campaign - EOC Required Flag
Inferred Required Flag	
Tag	CCH Campaign - Inferred Required Flag
Campaign Priority	
Tag	CCH Campaign - Campaign Priority
Recurring Flag	
Tag	CCH Campaign - Recurring Flag
Frequency Code	
Tag	CCH Campaign - Frequency Code
Department	
Tag	CCH Campaign - Department
Proxy revenue	
Tag	Proxy_revenue

2. Diagram Picture

