3C COMPANY OVERVIEW

Making It Easy to Connect and Communicate with Customers

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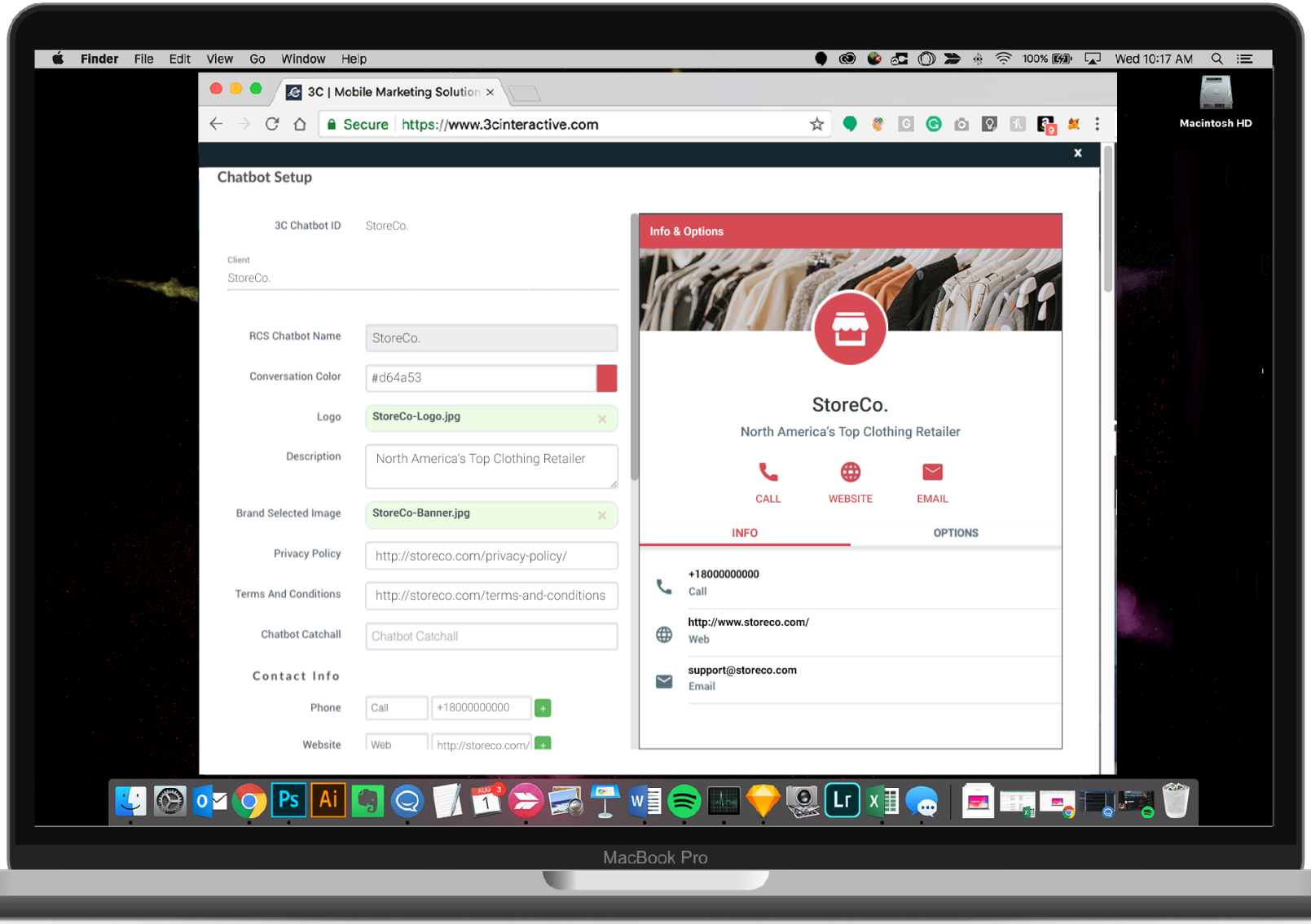
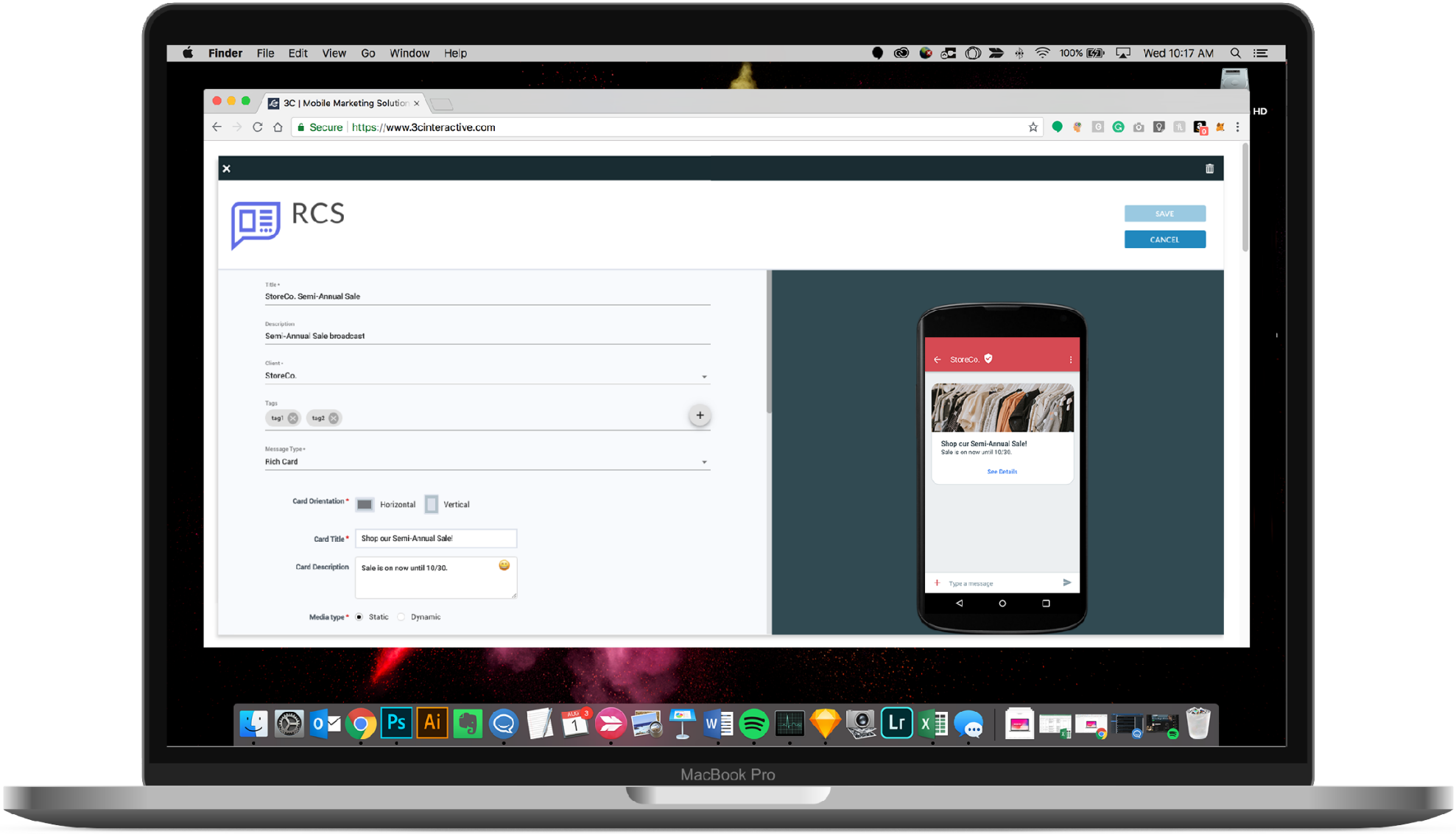
3C's RCS Engagement Platform

Register and Design Your Chatbot For Multiple MaaP Platforms



3C Proprietary and Confidential

3C RCS CMS Makes It Easy to Build and Manage Rich Cards…



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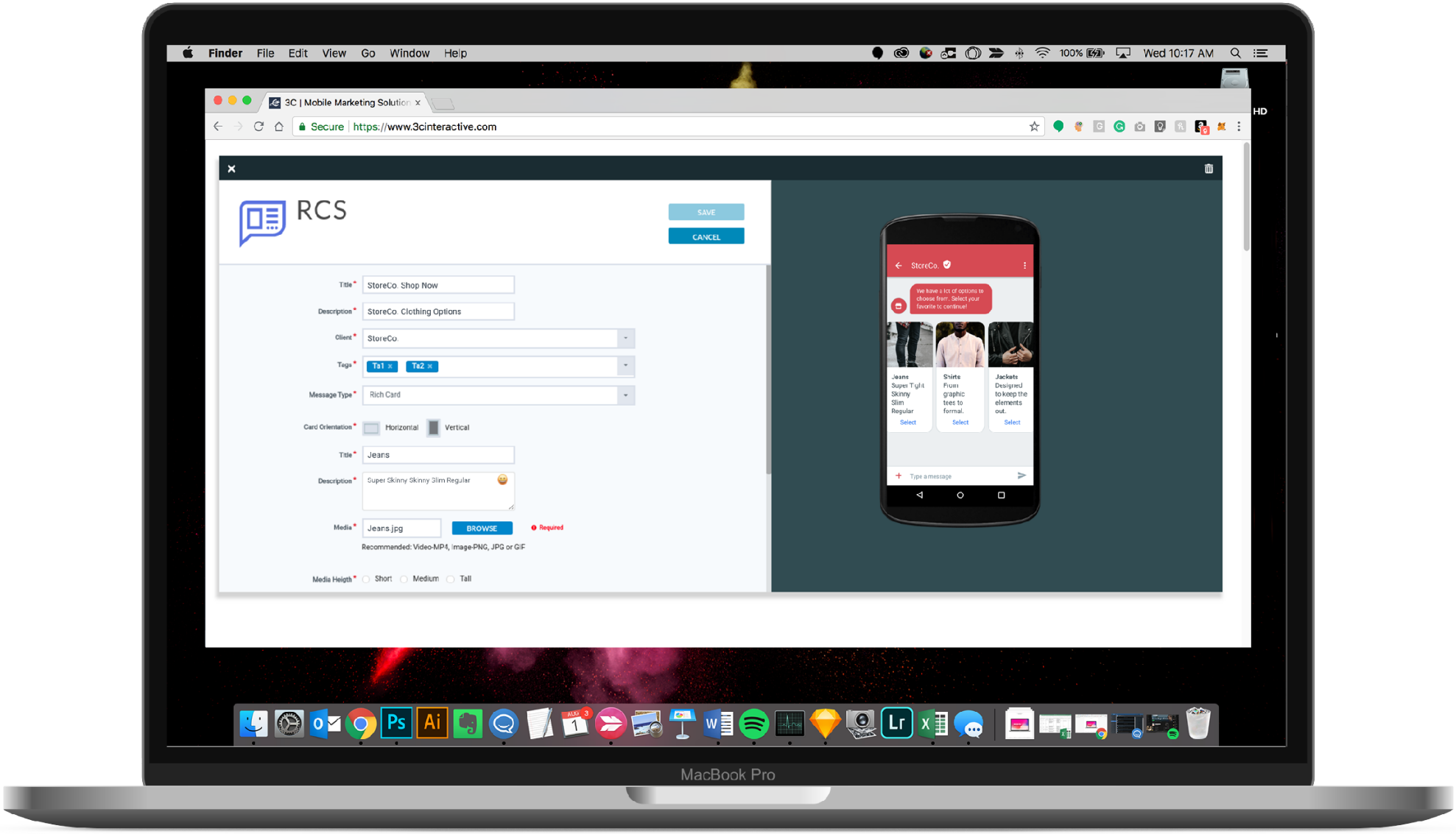
… As Well As Rich Card Carousels



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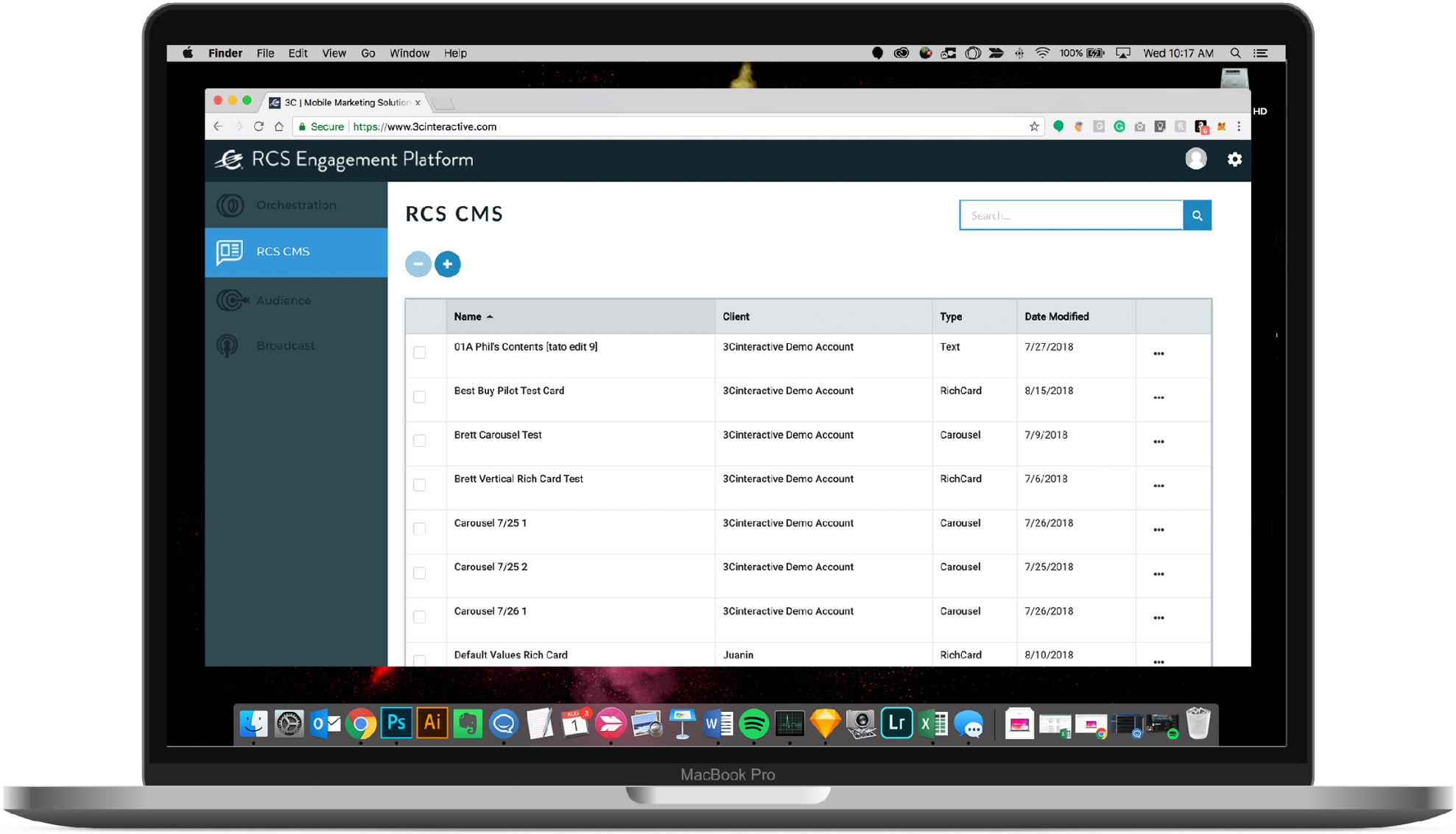
And Ultimately Ties Into 3C's RCS Orchestration Tool…



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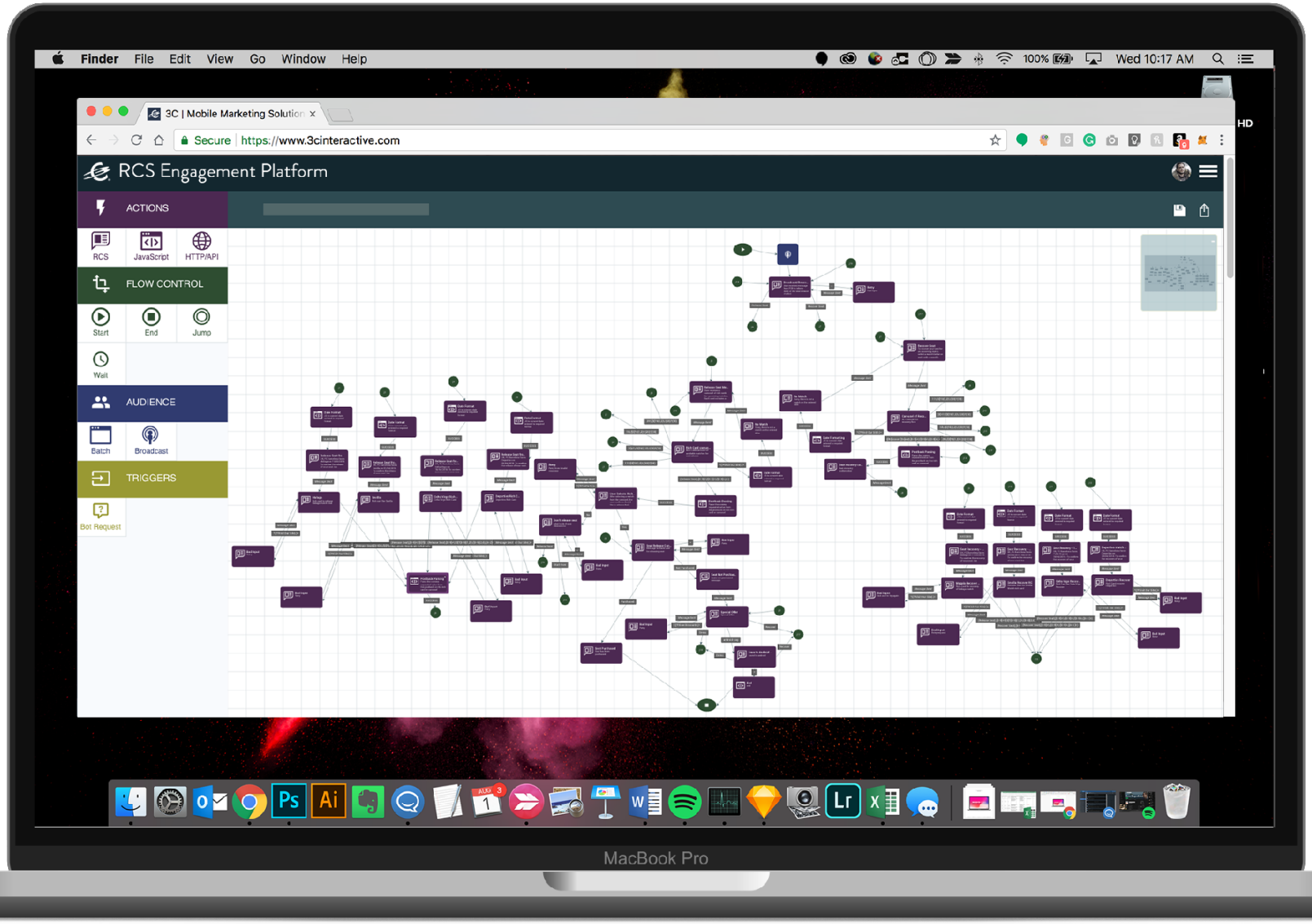
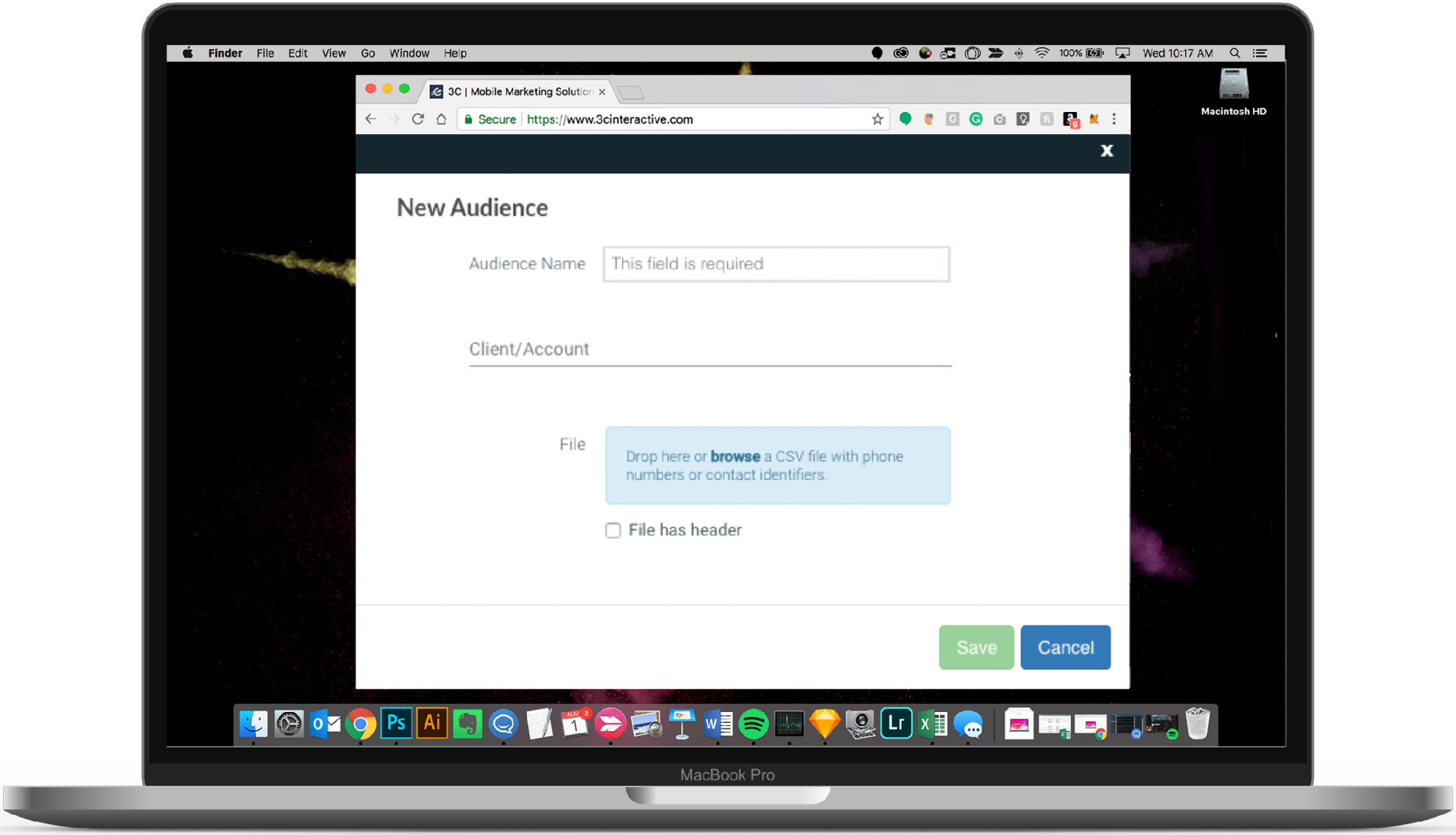
…Which Makes It Easy to Build Comprehensive RCS Workflows



3C Proprietary and Confidential

Quickly and Easily Define A Target Audience for Your RCS Chatbot with Audience Builder



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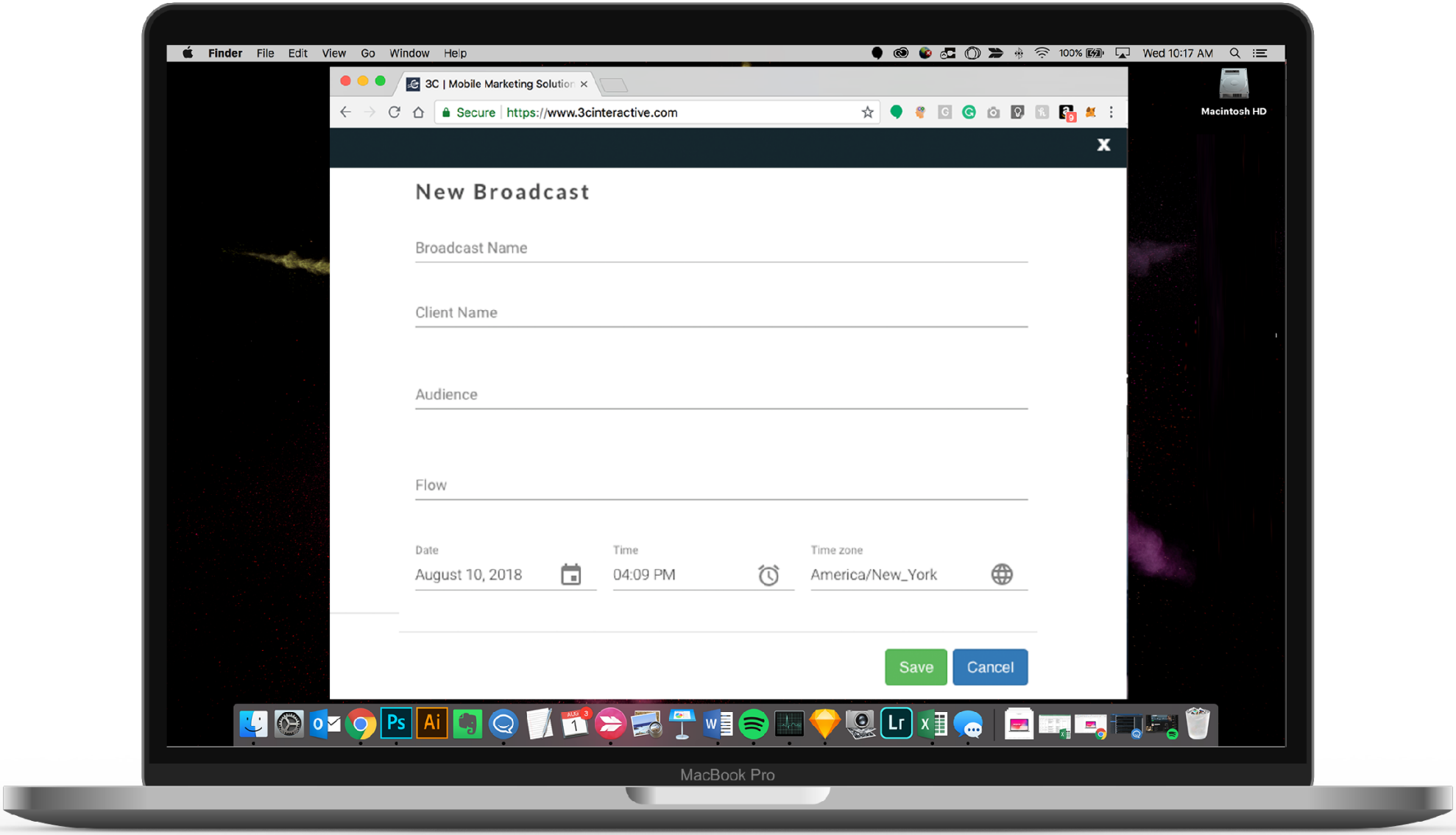
Schedule Your RCS Workflows for Immediate or Future Broadcast



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Users

- Total
- Active
- Engaged
- New

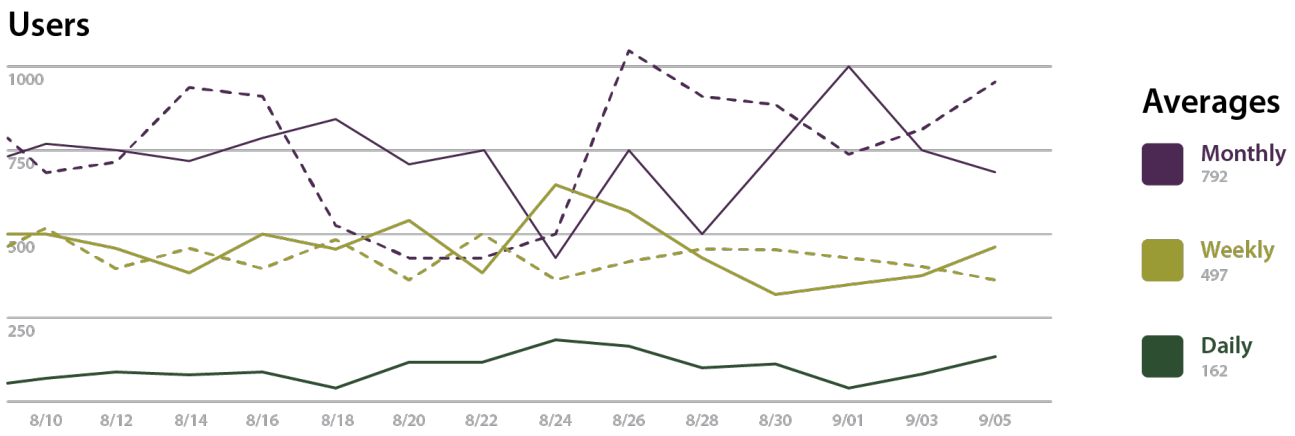
Messages

- Messages Per Session
  - Total, Sent, Read, Unread, Received, Unidentified Response
- Conversations
  - Current, Total, New, Avg./User

Daily Sessions

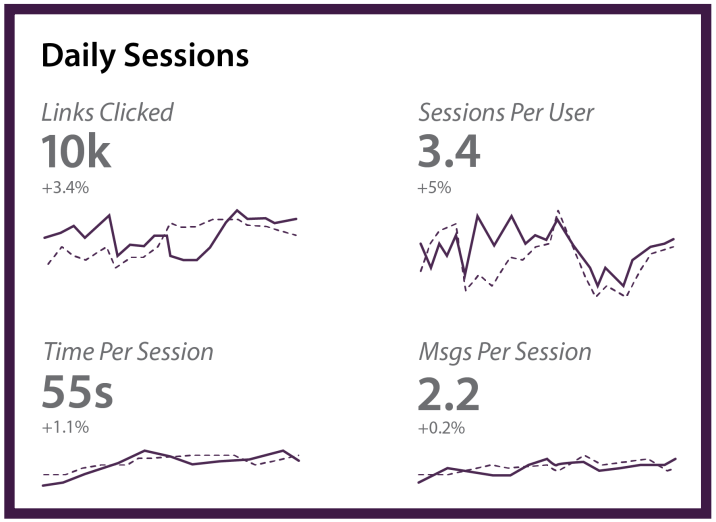
- Daily Sessions
- Daily Sessions Per User
- Session Time Per User
- User Messages Per Session

Messages Report



Links and Intents

- Links Clicked
- Users and Lifetime Users
  - Response Time, Read Time, Most Active Hours
- Messages per Session
- Conversation Starter
  - Messages, Read Rate, and Response Rate
- Daily Sessions
- Sessions Per User
- Time Per Session
- Message Per Session



Daily Sessions Report

Customer Flow Analysis

- Read Rate
- Total Session Time
- Fall-off Points
- Click-through Points
- User Journey
- Retention
- Goal Completion
  - Time; Messages
- User Satisfaction
  - Rating; Yes : No
- Traditional Funnel
- Completion Rate

COHORTS > DAYS										
Mon, Dec 04, 2017	100% 761	6.57% 50	31.27% 238	9.593% 73	19.71% 150	12.48% 95	6.833% 52	1.445% 11	0.2628% 2	0% 0
Sun, Dec 03, 2017	100% 476	6.723% 32	28.57% 136	7.773% 37	19.96% 95	14.5% 69	11.34% 54	1.261% 6	0% 0	0% 0
Sat, Dec 02, 2017	100% 423	8.511% 36	33.33% 141	10.4% 44	23.64% 100	18.2% 77	12.53% 53	1.891% 8	0% 0	0% 0
Fri, Dec 01, 2017	100% 845	6.036% 51	36.8% 311	9.822% 83	27.22% 230	21.18% 179	14.44% 122	3.432% 29	0.4734% 4	0% 0
Thu, Nov 30, 2017	100% 962	6.861% 66	33.68% 324	9.875% 95	27.03% 260	22.66% 218	16.63% 160	5.405% 52	1.04% 10	0% 0
Wed, Nov 29, 2017	100% 996	7.631% 76	36.65% 365	10.74% 107	30.02% 299	25.7% 256	19.58% 195	6.526% 65	1.104% 11	0.1004% 1
Tue, Nov 28, 2017	100% 999	10.21% 102	35.54% 355	10.51% 105	29.03% 290	24.62% 246	19.12% 191	6.507% 65	0.8008% 8	0.1001% 1

User Journey Report