

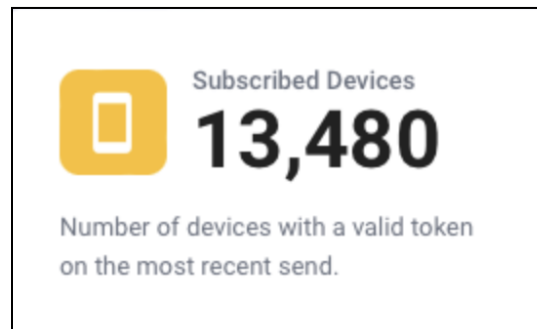
Your Guide to the New Push Log

At the top of the Push Log section, you'll now see 4 different reporting numbers! Check out the guide below to understand the logic behind each number.

Note: The numbers outlined below only reflect iOS user data. Android user data is currently unavailable.

Subscribed Devices

The first is the number of **Subscribed Devices**. This number is based on Apple's reporting only.



To send a notification for iOS, we send a request to Apple with a specific device token (identifier) and check for a response to see if the notification was delivered successfully. The number shown for Subscribed Devices is the count of successful responses we received from Apple on the most recent notification.

However, because of privacy regulations, Apple cannot always accurately reflect changes (like unsubscribes) based on the individual user's settings. With that in mind, we created the **Reporting Devices** number.

Reporting Devices

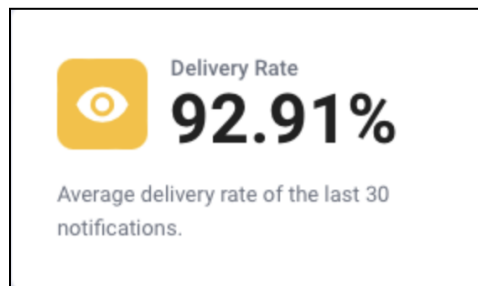
The second number is **Reporting Devices**. This number only includes iOS deliveries that have been successfully tracked and confirmed by CommentSold directly.



This means that we were able to confirm a successful response through our own tracking capabilities. This number includes how many unique users CommentSold confirmed successfully received a notification from you in the last thirty days.

Delivery Rate

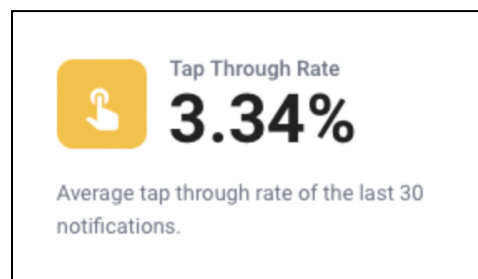
The third number is the **Delivery Rate**. This is the delivery rate of your last 30 notifications.



Delivery rate can be impacted by changes in the user's settings (if they turn off notifications, etc). This percentage is determined by the number of successful deliveries we detected for your last notification out of the total number of unique users that received at least one of your last thirty notifications.

Tap Through Rate

The fourth number is the **Tap Through Rate**. Tap through means that an iOS user tapped on the notification (instead of just seeing it).



This percentage is determined by the number of taps we detected out of the total number of unique users that received at least one of your last thirty notifications.