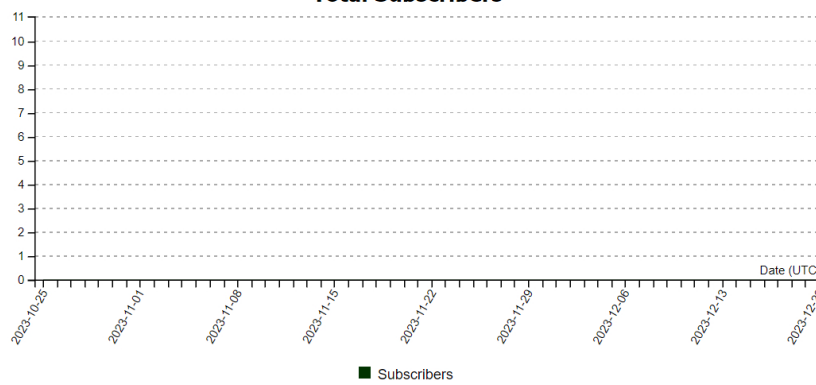
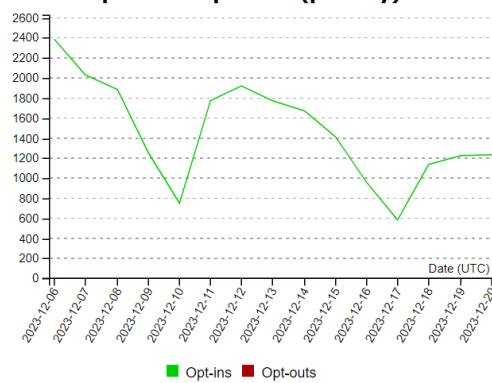


# AAATA Analytics

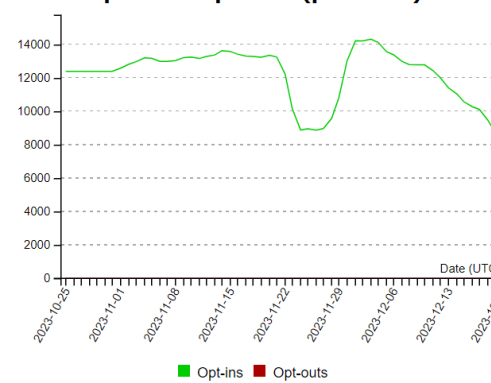
**Total Subscribers**



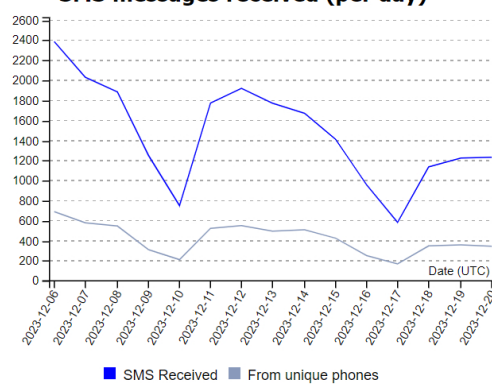
**Opt-ins & Opt-outs (per day)**



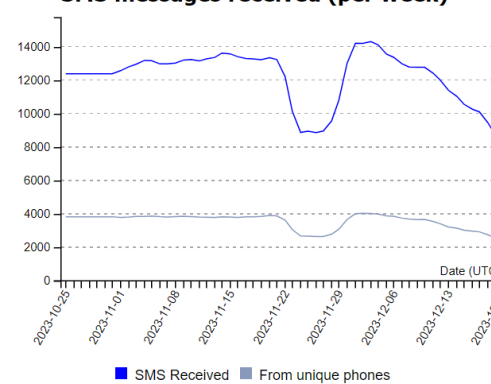
**Opt-ins & Opt-outs (per week)**



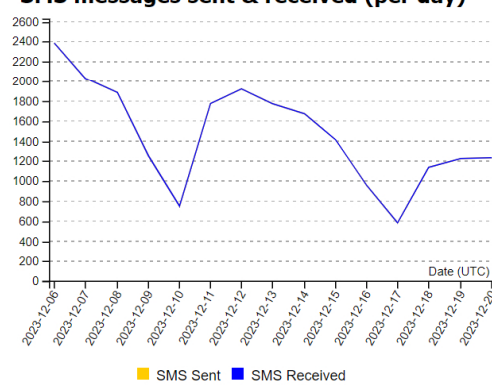
**SMS messages received (per day)**



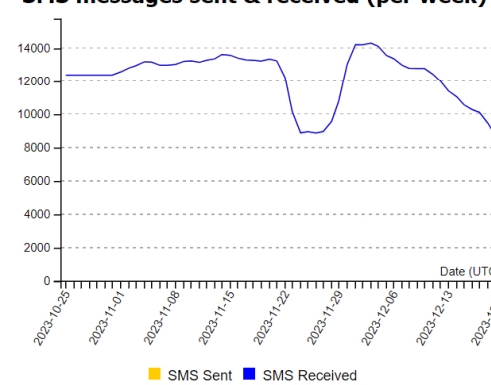
**SMS messages received (per week)**



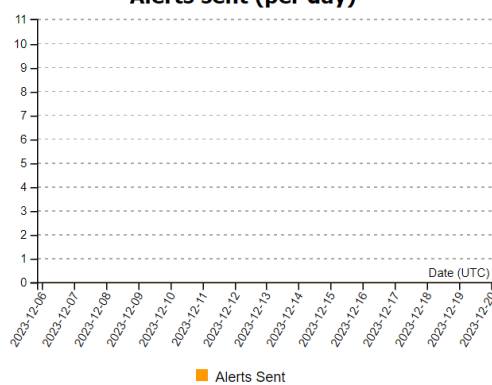
**SMS messages sent & received (per day)**



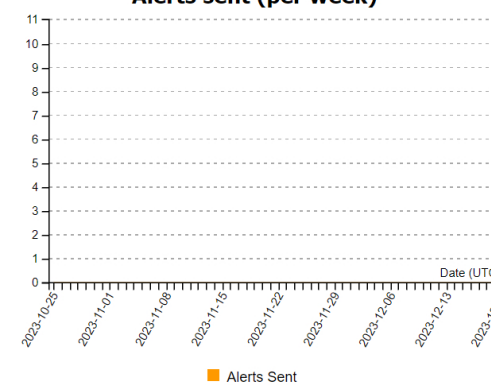
**SMS messages sent & received (per week)**



**Alerts sent (per day)**



**Alerts sent (per week)**



## Frequently Asked Questions

**Where is this data from?**

All keywords are set to record daily Analytics Data. Charts are generated from these daily data series.

**How current are these charts?**

These charts show up to the latest Analytics Data available, which is always guaranteed to have been recorded within the past 24 hours.

**What do the "per day" charts represent?**

Each data point is the recorded value for a specific 24 hour period. The right-most edge of the chart is the most current information, and moving left is a view into history, day by day. Vertical lines demarcate weeks back from today.

**What do the "per week" charts represent?**

These rolling charts are similar to the "per day" charts, but allow each data point (still days) to show the average weekly amount for the past 7 days ending on that specific day. This effectively smooths the sharp deviations of a "per day" curve and shows numbers in a more meaningful long term perspective.

**What do you consider a "day"? What's "UTC"?**

No specific time zones are favored, so data is recorded for 24 hour days in the "UTC" (Coordinated Universal Time) time zone. Analysis and recording takes place within 12 hours of UTC midnight for the previous whole complete UTC day. As a point of reference, Pacific Time is always 7 or 8 hours behind UTC (depending on the season), thus UTC midnight corresponds with Pacific 4 or 5 pm.

**What if the data is wrong?**

Do your charts look off? Contact support and let us know what you're expecting to see. We appreciate your use of this beta software and are happy to help you out and receive any bug reports you might have.

**What if I want to see different charts?**

Contact support and let us know what data would be useful for you to track on this page. We can't promise we'll implement every request, but we're listening.

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