

Pega Action Performance Tracker

Proactively assess next-best-action performance

Pega Action Performance Tracker provides an out-of-the-box report that automatically monitors the day-to-day performance of your next best actions and proactively triggers alerts whenever a new action does not receive adequate impressions, or if there is a significant change to an existing action's sends, impressions, or accepts. This way you'll know what's working, what's not, and where additional changes may be needed.

With Pega Action Performance Tracker you can:

- **Preemptively detect and analyze performance anomalies**
Action Performance Tracker continuously monitors next-best-action performance and automatically notifies users whenever there is a statistically significant change, so they know which potential issues to examine first.
- **Ensure new actions are presented at the appropriate rate**
Action Performance Tracker immediately informs users whenever a new action does not receive an appropriate number of impressions, allowing them to adjust their strategies and ensure customers are receiving the most up-to-date experiences.
- **Automatically assess the lift provided by next-best-action decisioning**
Action Performance Tracker automatically compares an action's accept rate when it is selected as the next best action versus when it is randomly shown in the control group to ensure you are delivering the expected business results.

Challenge

Organizations that win in today's market are able to adapt experiences quickly enough to keep pace with customers' ever-changing needs. But when they have hundreds of actions that are deployed across dozens of channels, understanding which are performing optimally and which require additional attention remains a challenge.

Solution

Pega Action Performance Tracker provides the operational reporting capabilities you need to make real-time, data-driven course corrections that allow you to maintain your competitive advantage. By automatically delivering actionable insights across your entire portfolio, you'll never need to wonder if your programs are working again. Now you'll know.

Pega Action Performance Tracker

Analyze performance in context

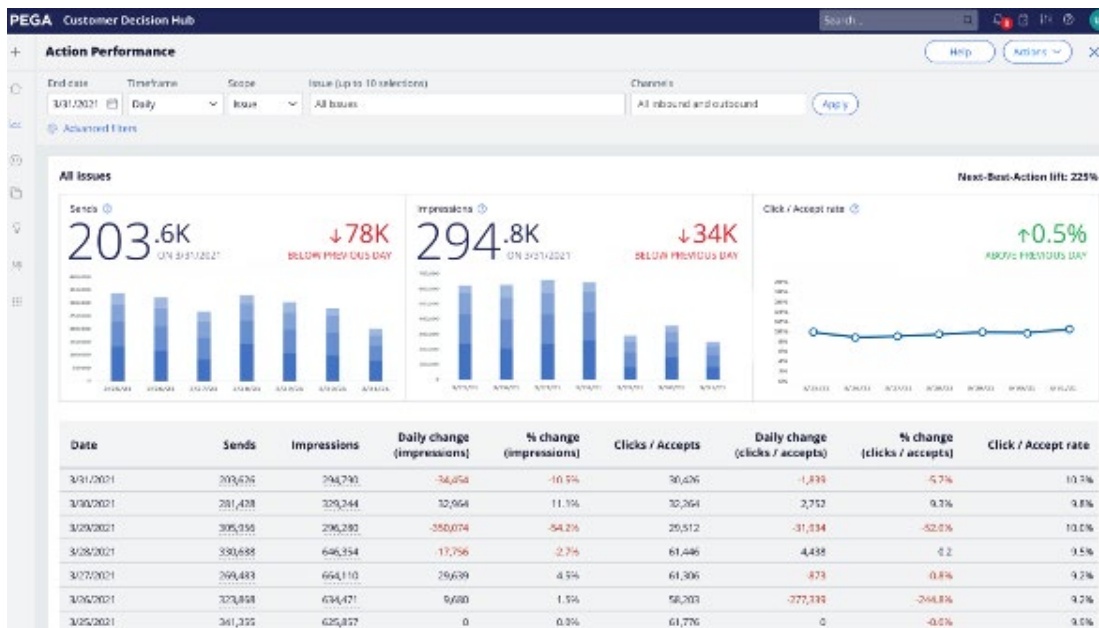
With Action Performance Tracker, you can review your performance at any level (issue, group, action, or treatment), across any combination of inbound or outbound channels.

Streamline the review process

With Action Alerts, you'll automatically be notified whenever there is a significant change in action performance that requires further investigation.

Increase visibility into next-best-action AI

Action Performance Tracker gives you the pervasive insights you need to know exactly how each action is performing, how much lift your program is providing, and the agility you need to improve your results going forward.



With Pega Action Performance Tracker, you'll gain greater visibility into the performance of next best actions. Learn more at <https://www.pega.com/strategy-optimizer>.

About Pegasystems

Pega delivers innovative software that crushes business complexity. From maximizing customer lifetime value to streamlining service to boosting efficiency, we help the world's leading brands solve problems fast and transform for tomorrow. Pega clients make better decisions and get work done with real-time AI and intelligent automation. And, since 1983, we've built our scalable architecture and low-code platform to stay ahead of rapid change. Our solutions save people time, so our clients' employees and customers can get back to what matters most.

For more information, please visit us at [pega.com](https://www.pega.com)

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