Text4baby New Data Elements to Include the App

With the launch of the app, Text4baby partners who have signed a data use agreement will have access to an additional dataset through the Text4baby enrollment portal.

This additional dataset can be used to track enrollment via the app and basic app usage data for Text4baby participants in their state.

New and updated data elements that partners will have access to, include:

- Channel of enrollment (via text or app)
- Number of times a participant logs in to the app
- Date of first app login
- Date of last app login
- Number of days since last app login
- Channel of SMS unsubscription (via text or app)