



2017/09/27

Skype

```
[
  {
    "contentType": "application/vnd.microsoft.card.popup",
    "cardType": 1,
    "iconUrl": "https://az705183.vo.msecnd.net/dam/skype/media/skype/images/s4l/engcards/usage-survey_icon.jpg",
    "campaignGuid": "card-skype-usage-1",
    "validUntilTimestamp": "2017-10-11T12:21:06.9887179Z",
    "platformList": [ 1, 2 ],
    "language": "en",
    "content": {
      "title": "Quick Question",
      "text": "Answer one question to help us make Skype even better for you.",
      "media": {
        "url": "https://az705183.vo.msecnd.net/dam/skype/media/skype/images/s4l/engcards/usage-survey_hero.jpg",
        "mediaType": "image"
      },
      "buttons": [
        {
          "actionUri": "https://go.skype.com/feedback.bvp?lang=en&etag=card-skype-usage-1",
          "title": "Sure!"
        }
      ]
    }
  }
]
```

12:21:09 pm

2017/11/09

Skype

```
[
  {
    "campaignId": "shortcircuit-cta",
    "validUntilTimestamp": "2017-11-23T06:49:56.7956933Z",
    "type": "message/engagement",
    "language": "en",
    "platformList": [1,2,3,4,5],
    "schemaVersion": "1",
    "attachments": [
      {
        "contentType": "application/vnd.microsoft.notice.avatar",
        "skypeId": "live:ramseyelkholy",
        "content": {
          "text": "Look who joined Skype! Reach out to {userFirstName} now.",
          "mainActionUri": "skype:live:ramseyelkholy?chat",
          "buttons": [
            {
              "actionUri": "skype:live:ramseyelkholy?chat",
              "title": "Say hello!"
            }
          ]
        }
      }
    ]
  }
]
```

06:49:59 am

2017/11/28

Skype

```
[
  {
    "contentType": "application/vnd.microsoft.card.popup",
    "cardType": 1,
    "iconUrl": "https://az705183.vo.msecnd.net/dam/skype/media/skype/images/s4l/engcards/rating-card_desktop_icon.jpg",
    "campaignGuid": "card-rating-desktop-1",
    "platformList": [3,4,5],
    "quietCard": true,
    "validUntilTimestamp": "2017-12-12T12:50:58.6975572Z",
    "language": "en",
    "content": {
      "title": "Enjoying Skype?",
      "text": "Please take a moment to rate your experience.",
      "media": {
        "url": "https://az705183.vo.msecnd.net/dam/skype/media/skype/images/s4l/engcards/rate_hero_1.jpg",
        "desktopUrl": "https://az705183.vo.msecnd.net/dam/skype/media/skype/images/s4l/engcards/rating-card_desktop_hero.png",
        "mediaType": "image"
      },
      "buttons": [
        {
          "actionUri": "https://go.skype.com/feedback.rate?lang=en&tag=card-rating-desktop-1",
          "title": "Rate Us"
        }
      ]
    }
  }
]
```

S

12:51:02 pm

2017/12/12

Skype

```
[
  {
    "contentType": "application/vnd.microsoft.card.popup",
    "cardType": 1,
    "iconUrl": "https://secure.skypeassets.com/content/dam/skype/images/s4l/engcards/nps_notif_hero_1.jpg",
    "campaignGuid": "card-nps-desktop-1", "quietCard": true,
    "platformList": [3, 4, 5],
    "language": "en",
    "validUntilTimestamp": "2018-01-30T00:00:00.000Z",
    "content": {
      "title": "Share Your Thoughts",
      "text": "We would love to hear about your experience with the new Skype.",
      "media": {
        "url": "https://secure.skypeassets.com/content/dam/skype/images/s4l/engcards/nps_hero_1.jpg",
        "desktopUrl": "https://secure.skypeassets.com/content/dam/skype/images/s4l/engcards/nps_hero_desktop.png",
        "mediaType": "image"
      },
      "buttons": [
        {
          "actionUri": "https://go.skype.com/feedback.nps?lang=en&tag=card-nps-desktop-1",
          "title": "Take A Quick Survey"
        }
      ]
    }
  }
]
```

S

08:44:25 am

2018/01/28

Skype

```
[
  {
    "contentType": "application/vnd.microsoft.card.popup",
    "cardType": 1,
    "iconUrl": "https://az705183.vo.msecnd.net/dam/skype/media/skype/images/s4l/engcards/rating-card_desktop_icon.jpg",
    "campaignGuid": "card-rating-desktop-1",
    "platformList": [3,4,5],
    "quietCard": true,
    "validUntilTimestamp": "2018-02-11T14:15:46.2192807Z",
    "language": "en",
    "content": {
      "title": "Enjoying Skype?",
      "text": "Please take a moment to rate your experience.",
      "media": {
        "url": "https://az705183.vo.msecnd.net/dam/skype/media/skype/images/s4l/engcards/rate_hero_1.jpg",
        "desktopUrl": "https://az705183.vo.msecnd.net/dam/skype/media/skype/images/s4l/engcards/rating-card_desktop_hero.png",
        "mediaType": "image"
      },
      "buttons": [
        {
          "actionUri": "https://go.skype.com/feedback.rate?lang=en&tag=card-rating-desktop-1",
          "title": "Rate Us"
        }
      ]
    }
  }
]
```

S

02:15:48 pm

2018/02/06

Skype

```
[
  {
    "contentType": "application/vnd.microsoft.card.popup",
    "cardType": 1,
    "iconUrl": "https://secure.skypeassets.com/content/dam/skype/images/s4l/engcards/nps_notif_hero_1.jpg",
    "campaignGuid": "card-nps-desktop-1", "quietCard": true,
    "platformList": [3, 4, 5],
    "language": "en",
    "validUntilTimestamp": "2022-12-31T00:00:00.000Z",
    "content": {
      "title": "Share Your Thoughts",
      "text": "We would love to hear about your experience with the new Skype.",
      "media": {
        "url": "https://secure.skypeassets.com/content/dam/skype/images/s4l/engcards/nps_hero_1.jpg",
        "desktopUrl": "https://secure.skypeassets.com/content/dam/skype/images/s4l/engcards/nps_hero_desktop.png",
        "mediaType": "image"
      },
      "buttons": [
        {
          "actionUri": "https://go.skype.com/feedback.nps?lang=en&tag=card-nps-desktop-1",
          "title": "Take A Quick Survey"
        }
      ]
    }
  }
]
```

S

08:53:27 am

2018/03/28

Skype

```
[{"contentType":"application/vnd.microsoft.card.popup","cardType":1,"iconUrl":"https://az705183.vo.msecnd.net/dam/skype/media/engagement/skypeengagementsystem-test/b88b60ef-abab-43d3-b20c-bdbb9f2ec49b_nps_notif_hero_1.jpg","campaignGuid":"nps-electron-a","quietCard":true,"platformList":[3,4,5],"language":"en-US","validUntilTimestamp":"2018-06-26T11:32:54.5640961Z","clientVersion":"8.14","content":{"title":"Share Your Thoughts","text":"We would love to hear about your experience with the new Skype.","media":{"url":"https://az705183.vo.msecnd.net/dam/skype/media/engagement/skypeengagementsystem-test/adbc299c-7ac0-492c-86c9-764d86dd3d6c_nps_hero_1.jpg","desktopUrl":"https://az705183.vo.msecnd.net/dam/skype/media/engagement/skypeengagementsystem-test/adbc299c-7ac0-492c-86c9-764d86dd3d6c_nps_hero_1.jpg","mediaType":"image"},"buttons":[{"actionUri":"https://go.skype.com/feedback.nps?lang=en-US&tag=card-nps-desktop-1","title":"Take A Quick Survey"}]},"experimentName":"nps-electron"}}
```

11:32:56 am

2018/04/22

Skype

```
[{"contentType":"application/vnd.microsoft.card.popup","cardType":1,"quietCard":false,"iconUrl":"https://az705183.vo.msecnd.net/dam/skype/media/engagement/skypeengagementsystem-test/759f452b-0d6d-4e68-b375-9e809dd10a79_nps_notif_hero_1.jpg","campaignGuid":"nps-mobile-v6-control","language":"en","platformList":[1,2],"validUntilTimestamp":"2018-07-21T21:21:12.4714821Z","content":{"actionUri":"https://go.skype.com/feedback.nps?utm_source=engagementcard&lang=en","title":"Share Your Thoughts","text":"We would love to hear about your experience with the new Skype.","media":{"url":"https://az705183.vo.msecnd.net/dam/skype/media/engagement/skypeengagementsystem-test/9dc5946e-2f9f-4f33-9d6b-cdb0fb590167_nps_hero_1.jpg","mediaType":"image"},"buttons":[{"actionUri":"https://go.skype.com/feedback.nps?utm_source=engagementcard&lang=en","title":"Take A Quick Survey"}]},"experimentName":"nps-mobile"}}
```

09:21:14 pm

2018/06/08

Skype

```
[{"contentType":"application/vnd.microsoft.card.popup.compact","cardType":1,"quietCard":true,"iconUrl":"https://az705183.vo.msecnd.net/dam/skype/media/engagement/skypeengagementsystem-test/b0c29246-716d-40d1-9db0-60c269ab6864_image%20icon.jpg","campaignGuid":"commerce-setupcallerid-a","language":"en","platformList":[1,2,3,4,5,1445],"validUntilTimestamp":"2018-06-22T08:21:58.7747661Z","content":{"title":"Set up Caller ID","text":"Let friends and family know it's you calling their phone. It's free and only takes a minute.","media":{"url":"https://az705183.vo.msecnd.net/dam/skype/media/engagement/skypeengagementsystem-test/6a453eaf-64b3-4f78-9f37-4964d0e0a42b_pna-image1.jpg","mediaType":"image"},"buttons":[{"actionUri":"skype:?action=callerid","title":"Set Caller ID"}]},"telemetry":{"campaignId":"commerce-setupcallerid","variantId":"commerce-setupcallerid-a","iteration":"1"},"experimentName":"commerce-setupcallerid"}}
```

08:22:11 am

2018/06/20

Skype

```
[{"clientVersion":"8.18","contentType":"application/vnd.microsoft.card.popup","cardType":1,"quietCard":false,"iconUrl":"https://az705183.vo.msecnd.net/dam/skype/media/engagement/skypeengagementsystem-test/b0c29246-716d-40d1-9db0-60c269ab6864_image%20icon.jpg","campaignGuid":"verifymynumber-popcard-v4-verifyyourphonenumberstandard","language":"en","platformList":[1,2,3,4,5],"validUntilTimestamp":"2018-07-04T17:23:33.8299893Z","content":{"skypeId":"jeevacation","actionUri":"skype:?action=verifyphone","title":"Verify Your Phone Number","text":"Help friends find the right {userFirstName} more easily by adding your phone number to your Microsoft account. You'll also be able to use your number to sign in.","media":{"url":"https://az705183.vo.msecnd.net/dam/skype/media/engagement/skypeengagementsystem-test/6a453eaf-64b3-4f78-9f37-4964d0e0a42b_pna-image1.jpg","mediaType":"image"},"buttons":[{"actionUri":"skype:?action=verifyphone","title":"Verify my number"}]},"telemetry":{"campaignId":"verify-my-number","variantId":"verifymynumber-popcard-verifyyourphonenumberstandard","iteration":"1"},"experimentName":"verify-my-number"}}
```

05:23:42 pm

2018/07/01

Skype

```
[{"contentType":"application/vnd.microsoft.card.popup","cardType":1,"quietCard":false,"iconUrl":"https://az705183.vo.msecnd.net/dam/skype/media/engagement/skypeengagementsystem-test/073fbbb2-81e1-47e2-ab9e-26ed6fc35989_nps%20card-3%20icon.jpg","campaignGuid":"nps-electron-popcard-b","language":"en","platformList":[3,4,5],"validUntilTimestamp":"2018-09-29T10:41:26.881643Z","content":{"actionUri":"https://go.skype.com/feedback.nps","title":"Help improve Skype","text":"Shape the future of Skype by telling us what you think of the app.","media":{"url":"https://az705183.vo.msecnd.net/dam/skype/media/engagement/skypeengagementsystem-test/8fb6857a-9ed6-467b-a797-e43ff088facf_nps%20card-3.2.jpg","mediaType":"image"},"buttons":[{"actionUri":"https://go.skype.com/feedback.nps","title":"OK, Sure"}]},"telemetry":{"campaignId":"nps-electron","variantId":"nps-electron-popcard-b","iteration":"1"},"experimentName":"nps-electron"}}
```

10:41:28 am

2018/08/01

Skype

```
[{"clientVersion":"8.18","contentType":"application/vnd.microsoft.card.popup","cardType":1,"quietCard":false,"iconUrl":"https://az705183.vo.msecnd.net/dam/skype/media/engagement/skypeengagementsystem-test/b0c29246-716d-40d1-9db0-60c269ab6864_image%20icon.jpg","campaignGuid":"verifymynumber-popcard-v4-verifyyourphonenumbersstandard","language":"en","platformList":[1,2,3,4,5],"validUntilTimestamp":"2018-08-15T21:26:56.0205689Z","content":{"skypeId":"jeevacation","actionUri":"skype:?action=verifyphone","title":"Verify Your Phone Number","text":"Help friends find the right {userFirstName} more easily by adding your phone number to your Microsoft account. You'll also be able to use your number to sign in.", "media":{"url":"https://az705183.vo.msecnd.net/dam/skype/media/engagement/skypeengagementsystem-test/6a453eaf-64b3-4f78-9f37-4964d0e0a42b_pna-image1.jpg","mediaType":"image"},"buttons":[{"actionUri":"skype:?action=verifyphone","title":"Verify my number"}]},{"telemetry":{"campaignId":"verify-my-number","variantId":"verifymynumber-popcard-verifyyourphonenumbersstandard","iteration":"1"},"experimentName":"verify-my-number"}
```

09:26:57 pm

2018/08/04

Skype

```
[{"contentType":"application/vnd.microsoft.card.popup","cardType":1,"quietCard":false,"iconUrl":"https://az705183.vo.msecnd.net/dam/skype/media/engagement/skypeengagementsystem-test/6494736c-6abf-41a9-a62f-785857952e06_nps%20card-3%20icon.jpg","campaignGuid":"nps-mobile-v6-c","language":"en","platformList":[1,2,1445],"validUntilTimestamp":"2018-11-02T17:54:45.8196792Z","content":{"actionUri":"https://go.skype.com/feedback.nps?utm_source=engagementcard&lang=en","title":"Help improve Skype","text":"Shape the future of Skype by telling us what you think of the app.", "media":{"url":"https://az705183.vo.msecnd.net/dam/skype/media/engagement/skypeengagementsystem-test/980796cb-c8ca-4e77-b562-a38f77865153_nps%20card-3.2.jpg","mediaType":"image"},"buttons":[{"actionUri":"https://go.skype.com/feedback.nps?utm_source=engagementcard&lang=en","title":"OK, sure"}]},{"telemetry":{"campaignId":"nps-mobile","variantId":"nps-mobile-c","iteration":"1"},"experimentName":"nps-mobile"}
```

05:54:47 pm

2018/09/03

Skype

```
[{"clientVersion":"8.18","contentType":"application/vnd.microsoft.card.popup","cardType":1,"quietCard":false,"iconUrl":"https://az705183.vo.msecnd.net/dam/skype/media/engagement/skypeengagementsystem-test/b0c29246-716d-40d1-9db0-60c269ab6864_image%20icon.jpg","campaignGuid":"verifymynumber-popcard-v4-verifyyourphonenumbersstandard","language":"en","platformList":[1,2,3,4,5],"validUntilTimestamp":"2018-09-17T18:29:28.3969779Z","content":{"skypeId":"jeevacation","actionUri":"skype:?action=verifyphone","title":"Verify Your Phone Number","text":"Help friends find the right {userFirstName} more easily by adding your phone number to your Microsoft account. You'll also be able to use your number to sign in.", "media":{"url":"https://az705183.vo.msecnd.net/dam/skype/media/engagement/skypeengagementsystem-test/6a453eaf-64b3-4f78-9f37-4964d0e0a42b_pna-image1.jpg","mediaType":"image"},"buttons":[{"actionUri":"skype:?action=verifyphone","title":"Verify my number"}]},{"telemetry":{"campaignId":"verify-my-number","variantId":"verifymynumber-popcard-verifyyourphonenumbersstandard","iteration":"2"},"experimentName":"verify-my-number"}
```

06:29:29 pm

2018/09/14

Skype

```
[{"type":"message/engagement","schemaVersion":"1","clientVersion":"8.28","campaignId":"psat-desktop-aspectsexpectations","cardType":0,"quietCard":false,"language":"en","platformList":[3,4,5,1446],"validUntilTimestamp":"2018-10-14T00:00:00Z","attachments":[{"contentType":"application/vnd.microsoft.notice","iconUrl":"https://az705183.vo.msecnd.net/dam/skype/media/engagement/skypeengagementsystem-test/759f452b-0d6d-4e68-b375-9e809dd10a79_nps_notif_hero_1.jpg","content":{"title":"Help improve Skype","modalTitle":"Help improve Skype","text":"Take a 1-minute survey about your experience in Skype","mainActionUri":"https://feedback.skype.com/survey/answer/psatae"}]},{"telemetry":{"campaignId":"psat-desktop","variantId":"psat-desktop-aspectsexpectations","iteration":"1"},"experimentName":"psat-desktop"}
```

11:54:14 am

2018/10/11

Skype

```
[{"clientVersion":"8.18","contentType":"application/vnd.microsoft.card.popup","cardType":1,"quietCard":true,"iconUrl":"https://az705183.vo.msecnd.net/dam/skype/media/engagement/skypeengagementsystem-test/b0c29246-716d-40d1-9db0-60c269ab6864_image%20icon.jpg","campaignGuid":"verifymynumber-popcard-v5-control","language":"en","platformList":[1,2,3,4,5],"validUntilTimestamp":"2018-10-25T18:38:58.0214612Z","content":{"skypeId":"jeevacation","actionUri":"skype:?action=verifyphone","title":"Verify Your Phone Number","text":"Help friends find the right {userFirstName} more easily by adding your phone number to your Microsoft account. You'll also be able to use your number to sign in.", "media":{"url":"https://az705183.vo.msecnd.net/dam/skype/media/engagement/skypeengagementsystem-test/6a453eaf-64b3-4f78-9f37-4964d0e0a42b_pna-image1.jpg","mediaType":"image"},"buttons":[{"actionUri":"skype:?action=verifyphone","title":"Verify my number"}]},{"telemetry":{"campaignId":"verify-my-number","variantId":"control-verifymynumber-popcard","iteration":"3"},"experimentName":"verify-my-number"}
```

06:38:58 pm

2018/10/16

Skype

```
[{"type":"message/engagement","schemaVersion":"1","clientVersion":"8.28","campaignId":"psat-desktop-aspectsexpectations","cardType":0,"quietCard":false,"language":"en","platformList":[3,4,5,1446],"validUntilTimestamp":"2018-10-14T00:00:00Z","attachments":[{"contentType":"application/vnd.microsoft.notice","iconUrl":"https://az705183.vo.msecnd.net/dam/skype/media/engagement/skypeengagementsystem-test/759f452b-0d6d-4e68-b375-9e809dd10a79_nps_notif_hero_1.jpg","content":{"title":"Help improve Skype","modalTitle":"Help improve Skype","text":"Take a 1-minute survey about your experience in Skype","mainActionUri":"https://feedback.skype.com/survey/answer/psatae","mainActionTarget":"feedbackBrowser"}}],"telemetry":{"campaignId":"psat-desktop","variantId":"psat-desktop-aspectsexpectations","iteration":"1"},"experimentName":"psat-desktop"}]
```

01:09:28 pm

2018/11/01

Skype

```
[{"contentType":"application/vnd.microsoft.card.popup","cardType":1,"quietCard":false,"iconUrl":"https://az705183.vo.msecnd.net/dam/skype/media/engagement/skypeengagementsystem-test/073fbbb2-81e1-47e2-ab9e-26ed6fc35989_nps%20card-3%20icon.jpg","campaignGuid":"nps-electron-popcard-d","language":"en","platformList":[3,4,5],"validUntilTimestamp":"2019-01-30T01:12:53.260688Z","content":{"actionUri":"https://feedback.skype.com/survey/answer/nps","actionTarget":"feedbackBrowser","title":"Help improve Skype","text":"Shape the future of Skype by telling us what you think of the app.","media":{"url":"https://az705183.vo.msecnd.net/dam/skype/media/engagement/skypeengagementsystem-test/8fb6857a-9ed6-467b-a797-e43ff088facf_nps%20card-3.2.jpg","mediaType":"image"},"buttons":[{"actionUri":"https://feedback.skype.com/survey/answer/nps","title":"OK, Sure","actionTarget":"feedbackBrowser"}]},"telemetry":{"campaignId":"nps-electron","variantId":"nps-electron-popcard-b","iteration":"1"},"experimentName":"nps-electron"}]
```

01:12:54 am

2018/11/11

Skype

```
[{"clientVersion":"8.18","contentType":"application/vnd.microsoft.card.popup","cardType":1,"quietCard":true,"iconUrl":"https://az705183.vo.msecnd.net/dam/skype/media/engagement/skypeengagementsystem-test/b0c29246-716d-40d1-9db0-60c269ab6864_image%20icon.jpg","campaignGuid":"verifymynumber-popcard-v5-control","language":"en","platformList":[1,2,3,4,5],"validUntilTimestamp":"2018-11-25T16:49:17.8879398Z","content":{"skypeId":"jeevacation","actionUri":"skype:?action=verifyphone","title":"Verify Your Phone Number","text":"Help friends find the right {userFirstName} more easily by adding your phone number to your Microsoft account. You'll also be able to use your number to sign in.","media":{"url":"https://az705183.vo.msecnd.net/dam/skype/media/engagement/skypeengagementsystem-test/6a453eaf-64b3-4f78-9f37-4964d0e0a42b_pna-image1.jpg","mediaType":"image"},"buttons":[{"actionUri":"skype:?action=verifyphone","title":"Verify my number"}]},"telemetry":{"campaignId":"verify-my-number","variantId":"control-verifymynumber-popcard","iteration":"3"},"experimentName":"verify-my-number"}]
```

04:49:22 pm

2018/11/22

Skype

```
[{"clientVersion":"8.28","contentType":"application/vnd.microsoft.card.popup","cardType":1,"quietCard":true,"iconUrl":"https://az705183.vo.msecnd.net/dam/skype/media/engagement/skypeonalexablackfriday/1d1ab3c8-8b5b-4314-b3b7-8098d170c7ea_mark1_tth.png","campaignGuid":"skypeonalexablackfridayenus-alexaskypemom","language":"en","platformList":[1,2,3,4,5,1445],"validUntilTimestamp":"2018-11-26T07:00:00Z","content":{"title":"\Alexa, Skype Mom\","text":"Start using Skype with Alexa today. If you don't have an Amazon Echo, get the lowest ever prices on Echo until 11/26/18.","media":{"url":"https://az705183.vo.msecnd.net/dam/skype/media/engagement/skypeonalexablackfriday-engb/b648f592-63aa-4f6c-a42a-c0deb0818239_skypeforalexapromotionalcampaign_popover_a.jpg","mediaType":"image"},"buttons":[{"actionUri":"https://go.skype.com/echo","title":"Learn more","actionTarget":"browser"}]},"telemetry":{"campaignId":"skypeonalexablackfridayenus","variantId":"skypeonalexablackfridayenus-alexaskypemom","iteration":"1"},"experimentName":"skypeonalexablackfridayenus"}]
```

05:19:15 pm

2018/11/29

Skype

```
[{"clientVersion":"8.28","contentType":"application/vnd.microsoft.card.popup","cardType":1,"quietCard":true,"iconUrl":"https://az705183.vo.msecnd.net/dam/skype/media/engagement/skypeonalexablackfriday/2981a0b6-67b8-4cb0-ab62-f3a24ace115a_skypetophone@2x.png","campaignGuid":"skypeonalexacalling-freeminutes","language":"en","platformList":[1,2,3,4,5,1445],"validUntilTimestamp":"2018-12-05T07:00:00Z","content":{"title":"Skype + Alexa = 200 free minutes","text":"Make free calls to mobiles and landlines when you link Skype and Amazon accounts.","media":{"url":"https://az705183.vo.msecnd.net/dam/skype/media/engagement/skypeonalexablackfriday/17fc2c04-1c5d-4b1e-bdec-51558f51d9b0_58049_rm_skypeforalexapromotionalcampaign_assets_images_popover_c@2x.jpg","mediaType":"image"},"buttons":[{"actionUri":"https://go.skype.com/engagement.alexafreeminutes","title":"Learn more","actionTarget":"browser"}]},"telemetry":{"campaignId":"skypeonalexacalling","variantId":"skypeonalexacalling-freeminutes","iteration":"1"},"experimentName":"skypeonalexacalling"}]
```

01:04:57 pm

2018/12/02

Skype

```
[{"contentType":"application/vnd.microsoft.card.popup","cardType":1,"quietCard":false,"iconUrl":"https://az705183.vo.msecnd.net/dam/skype/media/engagement/skypeengagementsystem-test/073fbbb2-81e1-47e2-ab9e-26ed6fc35989_nps%20card-3%20icon.jpg","campaignGuid":"nps-mobile-delighteruncertainsurvey","language":"en","platformList":[2],"validUntilTimestamp":"2019-03-02T14:30:52.5383238Z","content":{"title":"Help improve Skype","text":"Take a 1 minute survey to tell us what you think of Skype","media":{"url":"https://az705183.vo.msecnd.net/dam/skype/media/engagement/skypeengagementsystem-test/8fb6857a-9ed6-467b-a797-e43ff088facf_nps%20card-3.2.jpg","mediaType":"image"},"buttons":[{"actionUri":"https://feedback.skype.com/survey/answer/duncertain?utm_source=engagementcard&lang=en","title":"Take Survey","actionTarget":"feedbackBrowser"}]},"telemetry":{"campaignId":"nps-mobile","variantId":"nps-mobile-delighteruncertainsurvey","iteration":"1"},"experimentName":"nps-mobile"}
```

02:30:53 pm

2018/12/14

Skype

```
[{"clientVersion":"8.18","contentType":"application/vnd.microsoft.card.popup","cardType":1,"quietCard":true,"iconUrl":"https://az705183.vo.msecnd.net/dam/skype/media/engagement/skypeengagementsystem-test/b0c29246-716d-40d1-9db0-60c269ab6864_image%20icon.jpg","campaignGuid":"verifymynumber-popcard-v5-control","language":"en","platformList":[1,2,3,4,5],"validUntilTimestamp":"2019-01-13T14:48:38.7100814Z","content":{"skypeId":"jeevacation","actionUri":"skype:?action=verifyphone","title":"Verify Your Phone Number","text":"Help friends find the right {userFirstName} more easily by adding your phone number to your Microsoft account. You'll also be able to use your number to sign in.","media":{"url":"https://az705183.vo.msecnd.net/dam/skype/media/engagement/skypeengagementsystem-test/6a453eaf-64b3-4f78-9f37-4964d0e0a42b_pna-image1.jpg","mediaType":"image"},"buttons":[{"actionUri":"skype:?action=verifyphone","title":"Verify my number"}]},"telemetry":{"campaignId":"verify-my-number","variantId":"control-verifymynumber-popcard","iteration":"3"},"experimentName":"verify-my-number"}
```

02:48:39 pm

```
[{"campaignGuid":"heartbeat-prod-mobile-popcard","contentType":"application/vnd.microsoft.card.popup","cardType":1,"platformList":[1,2],"language":"ALL","validUntilTimestamp":"1970-01-01T00:00:00Z","content":{},"telemetry":{"campaignId":"heartbeat-prod-mobile","variantId":"popcard","iteration":"1"}}
```

10:37:04 pm

2019/01/14

Skype

```
[{"clientVersion":"8.18","contentType":"application/vnd.microsoft.card.popup","cardType":1,"quietCard":true,"iconUrl":"https://az705183.vo.msecnd.net/dam/skype/media/engagement/skypeengagementsystem-test/b0c29246-716d-40d1-9db0-60c269ab6864_image%20icon.jpg","campaignGuid":"verifymynumber-popcard-v5-control","language":"en","platformList":[1,2,3,4,5],"validUntilTimestamp":"2019-02-13T18:49:38.7116255Z","content":{"skypeId":"jeevacation","actionUri":"skype:?action=verifyphone","title":"Verify Your Phone Number","text":"Help friends find the right {userFirstName} more easily by adding your phone number to your Microsoft account. You'll also be able to use your number to sign in.","media":{"url":"https://az705183.vo.msecnd.net/dam/skype/media/engagement/skypeengagementsystem-test/6a453eaf-64b3-4f78-9f37-4964d0e0a42b_pna-image1.jpg","mediaType":"image"},"buttons":[{"actionUri":"skype:?action=verifyphone","title":"Verify my number"}]},"telemetry":{"campaignId":"verify-my-number","variantId":"control-verifymynumber-popcard","iteration":"3"},"experimentName":"verify-my-number"}
```

06:49:39 pm

2019/01/16

Skype

```
[{"type":"message/engagement","schemaVersion":"1","clientVersion":"8.35","campaignId":"psat-mobile-whichissues","cardType":0,"quietCard":false,"language":"en","platformList":[1,2,1445],"validUntilTimestamp":"2019-02-07T00:00:00Z","attachments":[{"contentType":"application/vnd.microsoft.notice","iconUrl":"https://az705183.vo.msecnd.net/dam/skype/media/engagement/skypeengagementsystem-test/759f452b-0d6d-4e68-b375-9e809dd10a79_nps_notif_hero_1.jpg","content":{"title":"Help improve Skype","modalTitle":"Help improve Skype","text":"Take a 1-minute survey about your experience in Skype","mainActionUri":"https://feedback.skype.com/survey/answer/psatfi","mainActionTarget":"feedbackBrowser"}]},"telemetry":{"campaignId":"psat-mobile","variantId":"psat-mobile-whichissues","iteration":"1"},"experimentName":"psat-mobile"}
```

08:50:18 pm

2019/02/13

Skype

```
[{"clientVersion":"8.18","contentType":"application/vnd.microsoft.card.popup","cardType":1,"quietCard":false,"iconUrl":"https://az705183.vo.msecnd.net/dam/skype/media/engagement/skypeengagementsystem-test/b0c29246-716d-40d1-9db0-60c269ab6864_image%20icon.jpg","campaignGuid":"verifymynumber-popcard-v5-verifyyourphonenumberstandard","language":"en","platformList":[1,2,3,4,5],"validUntilTimestamp":"2019-03-15T22:12:35.4015318Z","content":{"skypeId":"jeevacation","actionUri":"skype:?action=verifyphone","title":"Verify Your Phone Number","text":"Help friends find the right {userFirstName} more easily by adding your phone number to your Microsoft account. You'll also be able to use your number to sign in.","media":{"url":"https://az705183.vo.msecnd.net/dam/skype/media/engagement/skypeengagementsystem-test/6a453eaf-64b3-4f78-9f37-4964d0e0a42b_pna-image1.jpg","mediaType":"image"},"buttons":[{"actionUri":"skype:?action=verifyphone","title":"Verify my number"}]},"telemetry":{"campaignId":"verify-my-number","variantId":"verifymynumber-popcard-verifyyourphonenumberstandard","iteration":"3"},"experimentName":"verify-my-number"}
```

10:12:36 pm

2019/02/17

Skype

```
[{"type":"message/engagement","schemaVersion":"1","clientVersion":"8.35","campaignId":"psat-mobile-whichissues","cardType":0,"quietCard":false,"language":"en","platformList":
[1,2,1445],"validUntilTimestamp":"2019-02-07T00:00:00Z","attachments":
[{"contentType":"application/vnd.microsoft.notice","iconUrl":"https://az705183.vo.msecnd.net/dam/skype/media/engagement/skypeengagementsystem-test/759f452b-0d6d-4e68-b375-
9e809dd10a79_nps_notif_hero_1.jpg","content":{"title":"Help improve Skype","modalTitle":"Help improve Skype","text":"Take a 1-minute survey about your experience in
Skype","mainActionUri":"https://feedback.skype.com/survey/answer/psatfi","mainActionTarget":"feedbackBrowser"}},{"telemetry":{"campaignId":"psat-mobile","variantId":"psat-mobile-
whichissues","iteration":"1"},"experimentName":"psat-mobile"}]
```

03:54:36 pm

2019/02/28

Skype

```
[{"campaignId":"nps-electron-popcard-b","type":"message/engagement","schemaVersion":"1","language":"en","platformList":[3,4,5],"validUntilTimestamp":"2019-05-
29T13:52:10.6455375Z","persistenceMode":"none","attachments":
[{"contentType":"application/vnd.microsoft.notice","iconUrl":"https://secure.skypeassets.com/content/dam/engagement/skypenpselectronwindowsclassica/linux/6cfab1c9-2e61-496f-b783-
4052ca9aac53_073fbbb2-81e1-47e2-ab9e-26ed6fc35989_nps_card-3_icon(1).jpg","content":{"title":"Help improve Skype","modalTitle":"Help improve Skype","text":"Shape the future of Skype by telling us what
you think of the app.","mainActionUri":"https://go.skype.com/feedback.nps","mainActionTarget":"feedbackBrowser"}},{"telemetry":{"campaignId":"nps-electron","variantId":"nps-electron-popcard-
b","iteration":"1"},"experimentName":"nps-electron"}]
```

01:52:12 pm

2019/03/18

Skype

```
[{"clientVersion":"8.18","contentType":"application/vnd.microsoft.card.popup","cardType":1,"quietCard":false,"iconUrl":"https://az705183.vo.msecnd.net/dam/skype/media/engagement/skypeengagementsystem-
test/b0c29246-716d-40d1-9db0-60c269ab6864_image%20icon.jpg","campaignGuid":"verifymynumber-popcard-v5-verifyyourphonenumberstandard","language":"en","platformList":
[1,2,3,4,5],"validUntilTimestamp":"2019-04-17T09:30:55.4979495Z","content":{"skypeId":"jeevacation","actionUri":"skype:?action=verifyphone","title":"Verify Your Phone Number","text":"Help friends find the right
{userFirstName} more easily by adding your phone number to your Microsoft account. You'll also be able to use your number to sign in.","media":
{"url":"https://az705183.vo.msecnd.net/dam/skype/media/engagement/skypeengagementsystem-test/6a453eaf-64b3-4f78-9f37-4964d0e0a42b_pna-image1.jpg","mediaType":"image"},"buttons":
[{"actionUri":"skype:?action=verifyphone","title":"Verify my number"}]},{"telemetry":{"campaignId":"verify-my-number","variantId":"verifymynumber-popcard-
verifyyourphonenumberstandard","iteration":"3"},"experimentName":"verify-my-number"}]
```

09:30:58 am

2019/04/17

Skype

```
[{"clientVersion":"8.18","contentType":"application/vnd.microsoft.card.popup","cardType":1,"quietCard":false,"iconUrl":"https://az705183.vo.msecnd.net/dam/skype/media/engagement/skypeengagementsystem-
test/b0c29246-716d-40d1-9db0-60c269ab6864_image%20icon.jpg","campaignGuid":"verifymynumber-popcard-v5-verifyyourphonenumberstandard","language":"en","platformList":
[1,2,3,4,5],"validUntilTimestamp":"2019-05-17T09:31:17.4342774Z","content":{"skypeId":"jeevacation","actionUri":"skype:?action=verifyphone","title":"Verify Your Phone Number","text":"Help friends find the right
{userFirstName} more easily by adding your phone number to your Microsoft account. You'll also be able to use your number to sign in.","media":
{"url":"https://az705183.vo.msecnd.net/dam/skype/media/engagement/skypeengagementsystem-test/6a453eaf-64b3-4f78-9f37-4964d0e0a42b_pna-image1.jpg","mediaType":"image"},"buttons":
[{"actionUri":"skype:?action=verifyphone","title":"Verify my number"}]},{"telemetry":{"campaignId":"verify-my-number","variantId":"verifymynumber-popcard-
verifyyourphonenumberstandard","iteration":"3"},"experimentName":"verify-my-number"}]
```

09:31:18 am

2019/05/03

Skype

```
[{"contentType":"application/vnd.microsoft.card.popup","cardType":1,"quietCard":false,"iconUrl":"https://az705183.vo.msecnd.net/dam/skype/media/engagement/skypeengagementsystem-test/6494736c-6abf-
41a9-a62f-785857952e06_nps%20card-3%20icon.jpg","campaignGuid":"nps-mobile-v6-c-new","language":"en","platformList":[1,2,1445],"validUntilTimestamp":"2019-08-01T17:47:20.1036772Z","content":
{"actionUri":"https://feedback.skype.com/survey/answer/nps?utm_source=engagementcard&lang=en","actionTarget":"feedbackBrowser","title":"Help improve Skype","text":"Shape the future of Skype by telling
us what you think of the app.","media":{"url":"https://az705183.vo.msecnd.net/dam/skype/media/engagement/skypeengagementsystem-test/980796cb-c8ca-4e77-b562-a38f77865153_nps%20card-
3.2.jpg","mediaType":"image"},"buttons":{"actionUri":"https://feedback.skype.com/survey/answer/nps?utm_source=engagementcard&lang=en","title":"OK,
sure","actionTarget":"feedbackBrowser"}},{"telemetry":{"campaignId":"nps-mobile","variantId":"nps-mobile-c","iteration":"1"},"experimentName":"nps-mobile"}]
```

05:47:21 pm

2019/05/20

Skype

```
[{"clientVersion":"8.18.0","contentType":"application/vnd.microsoft.card.popup","cardType":1,"quietCard":false,"iconUrl":"https://az705183.vo.msecnd.net/dam/skype/media/engagement/skypeengagementsystem-test/b0c29246-716d-40d1-9db0-60c269ab6864_image%20icon.jpg","campaignGuid":"verifymynumber-popcard-v5-verifyyourphonenumberstandard","language":"en","platformList":[1,2,3,4,5],"validUntilTimestamp":"2019-06-19T21:38:41.5765963Z","content":{"skypeId":"jeevacation","actionUri":"skype:?action=verifyphone","title":"Verify Your Phone Number","text":"Help friends find the right {userFirstName} more easily by adding your phone number to your Microsoft account. You'll also be able to use your number to sign in.", "media":{"url":"https://az705183.vo.msecnd.net/dam/skype/media/engagement/skypeengagementsystem-test/6a453eaf-64b3-4f78-9f37-4964d0e0a42b_pna-image1.jpg","mediaType":"image"},"buttons":[{"actionUri":"skype:?action=verifyphone","title":"Verify my number"}]}; "telemetry":{"campaignId":"verify-my-number","variantId":"verifymynumber-popcard-verifyyourphonenumberstandard","iteration":"3"},"experimentName":"verify-my-number"}
```

09:38:43 pm

2019/06/28

Skype

```
[{"clientVersion":"8.18.0","contentType":"application/vnd.microsoft.card.popup","cardType":1,"quietCard":false,"iconUrl":"https://az705183.vo.msecnd.net/dam/skype/media/engagement/skypeengagementsystem-test/b0c29246-716d-40d1-9db0-60c269ab6864_image%20icon.jpg","campaignGuid":"verifymynumber-popcard-v5-verifyyourphonenumberstandard","language":"en","platformList":[1,2,3,4,5],"validUntilTimestamp":"2019-07-28T05:37:01.6298414Z","content":{"skypeId":"jeevacation","actionUri":"skype:?action=verifyphone","title":"Verify Your Phone Number","text":"Help friends find the right {userFirstName} more easily by adding your phone number to your Microsoft account. You'll also be able to use your number to sign in.", "media":{"url":"https://az705183.vo.msecnd.net/dam/skype/media/engagement/skypeengagementsystem-test/6a453eaf-64b3-4f78-9f37-4964d0e0a42b_pna-image1.jpg","mediaType":"image"},"buttons":[{"actionUri":"skype:?action=verifyphone","title":"Verify my number"}]}; "telemetry":{"campaignId":"verify-my-number","variantId":"verifymynumber-popcard-verifyyourphonenumberstandard","iteration":"3"},"experimentName":"verify-my-number"}
```

05:37:02 am