



Build Better Data Experiences.

**Decision
Foundry**
DATA CONSULTANTS

All data sources are up to date ⓘ

1 Jan 2019 - 1 Feb 2019

Critical Performance Indicators

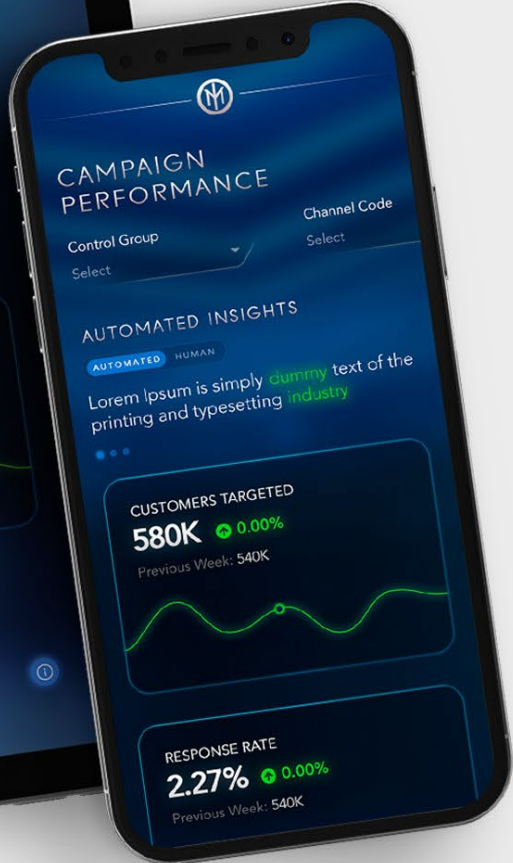


BAUSCH Alcon CooperVision* HUBBLE

Bausch had a projected Paid Search spend of \$37,500, during the reporting period.

Definition: YouGov & YouGov (Brand Index)







Audience

Campaign Details

Recommendations

Let AI guide you on what's critical to your business

Auto Insights

Human Commentary

Showing data between: Jan 1, 2021 - Jan 31, 2021

Maximize Your Campaign Performance

Market

Sub-Brand Filter

Brand_X in market_Y delivered a \$4.11 CPM which is -17.5% less than the forecasted \$5.30 CPM and -42% below the overall campaign benchmark.

MEDIA SPEND
\$354,873

28%

Goal: \$1,004,960

IMPRESSIONS
179,395,958

68%

Goal: 265,079,876

CURRENT CPM
\$1.95

53%

Goal: \$3.79

Leverage Custom Tool Tips to Drive User Understanding

Gather More Campaign Details →

SUMMARY

PACING

CTV

DISPLAY

workgroup

SOCIAL

VIDEO

YOUTUBE

REPORTS

amazon

SHOWING DATA FOR: OCT 1, 2019 - DEC 31, 2019



HAVE QUESTIONS?

© 2015-2020



HAVE QUESTIONS?

© 2015-2020



PAID DIGITAL MATCHED SALES

CRITICAL PERFORMANCE INDICATORS
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla quam velit, vulputate eu pharetra nec, mattis ac neque. Duis vulputate commodo lectus, ac blandit elit tincidunt id.

Filter your CPis by channel:
Select



6 Week Running Avg \$25,034
6 Week Running Avg \$25,034
Data Sources: Google Ads, Adobe Analytics, Facebook, IHS Marist

YOY PERFORMANCE INDICATORS

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla quam velit, vulputate eu pharetra nec, mattis ac neque. Duis vulputate commodo lectus, ac blandit elit tincidunt id.

Metric	2021	YTD	Variance	Difference
Spend	2.5K	993	37.10%	164
Impressions	223.4K	11.3K	5.04%	6589
Offline Revenue	3.2M	24.6K	0.77%	16,721
Impressions	223.4K	11.3K	5.04%	6589

TRENDED SPEND MATCH

Cost Spend Revenue
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla quam velit, vulputate eu pharetra nec, mattis ac neque. Duis vulputate commodo lectus, ac blandit elit tincidunt id.





OVERVIEW

CRITICAL PERFORMANCE INDICATORS

BY MARKET

BY LOB

TOTAL MEDIA SPEND



DETAILS →

TOTAL IMPRESSIONS



DETAILS →

TOTAL CLICKS



DETAILS →

COST PER CLICK



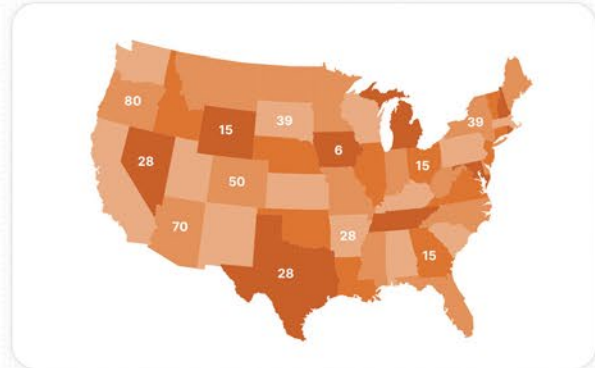
DETAILS →

SELECT

NPS by Region

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s.

View by



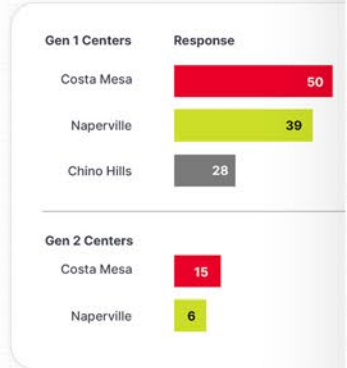
NPS Trend - Top N Centers



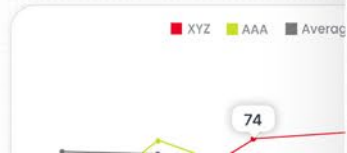
Top N Centers by Response

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s.

View by



NPS Trend - Top N Training



KNOW YOUR SCORE

Lorem Ipsum is simply dummy text of the printing and typesetting industry.

How are scores calculated? [?](#)



Customer Sentiments

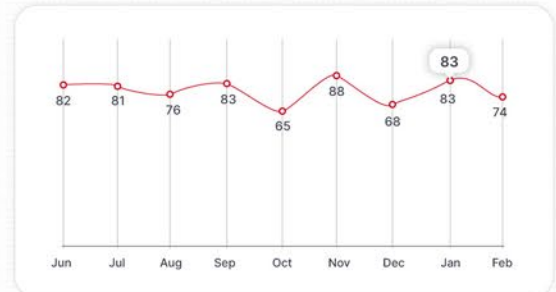
Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

Based on your selection, you are: **15PTS above the average**

[See all Comments](#)

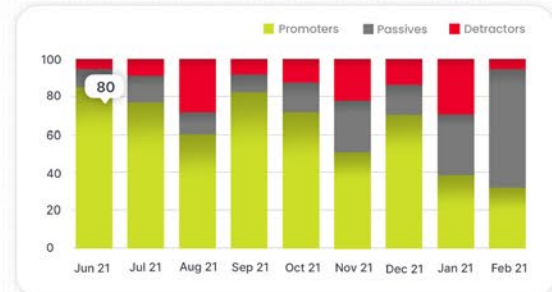
NPS Trend

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s.



NPS Share by Response Type

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s.



What You Should Know about the Scores

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s.

NPS Trend by Customer Visits



Awareness

Preference

Lead Generation

Brand

On Going (Jul 1, 2021 - Sep 2, 2021)

Awareness

Campaign Groups

Select

Campaign Label

Select

Sub Campaign

Select

Goals and Key Performance Indicators

CPM Goal

94.25%

\$3.77 of \$4.0



CPVV Goal

68%

\$0.34 of \$0.50



Impressions

126,763,850

▼ -18.29% (-188,522)



Reach

40.88M

▲ 35% (497.84K)



CPM

\$3.72

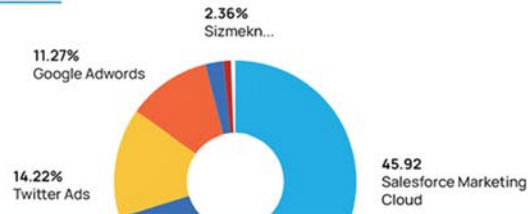
▲ 6% (\$0.91)



Source: Facebook, Google Adwords, Marketing Cloud

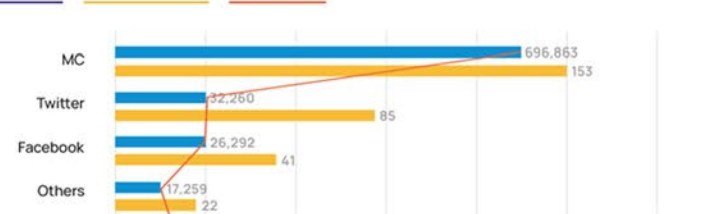
AdClicks by Source

Ad Clicks



Page Views by Source

Page Views Time On Site Avg Daily Visitors



Marketing Performance

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s.

Showing data between

Jan 01, 2022 - Jan 31, 2022

New Patient Growth

Lorem Ipsum is simply **dummy text** of the printing and typesetting industry. **Some Number**. Lorem Ipsum is simply typesetting industry.



MoM ▲ 10%

Target: 80%

New Patient Growth

Brand Awareness

Reputation Score

Source: Compile

Results are based on daily surveys between January 1, 2022 and April 29, 2022 among an average sample of 220 respondents

Now Showing Data Between: Sep 1, 2020 - Ongoing

Product X Launch Event Insights

High Exposure

Position the Brand as the most worthwhile to buy in 2020, strengthening the Products high-end image and enhanced marketplace awareness.



Total Views:
82000M



Peak Concurrent
Views: 95M



YouTube HQ	132,000
Facebook	670,000
Twitter	10,000

YouTube HQ	132,000
Instagram	70,000
Facebook	900,000

Brand Vitality

Use section to define key definitions and methods



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