

MASTERING DATORAMA FUNDAMENTALS

July 21st, 2022 | 11:00 AM EST

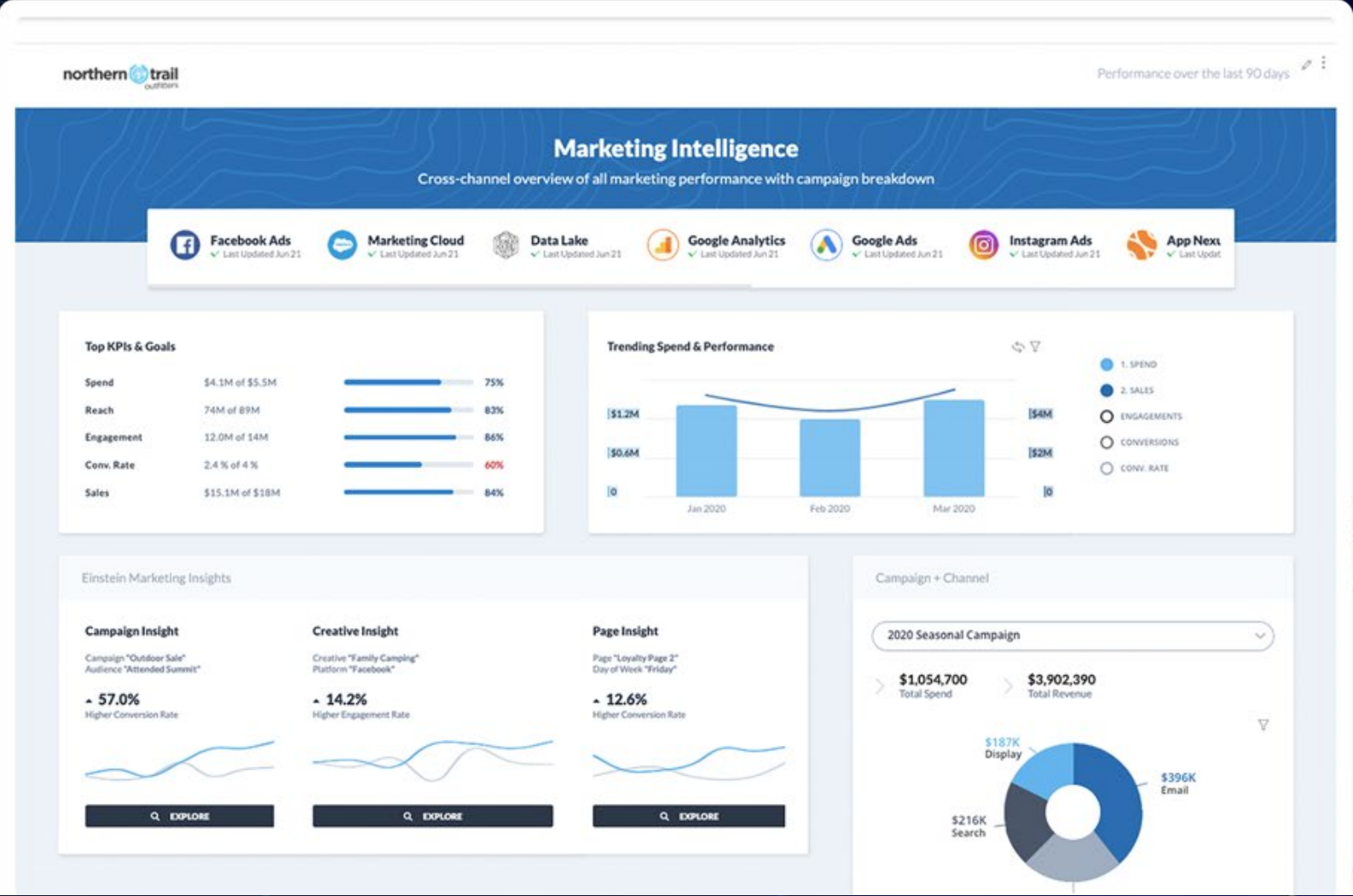
GENERAL HOUSKEEPING

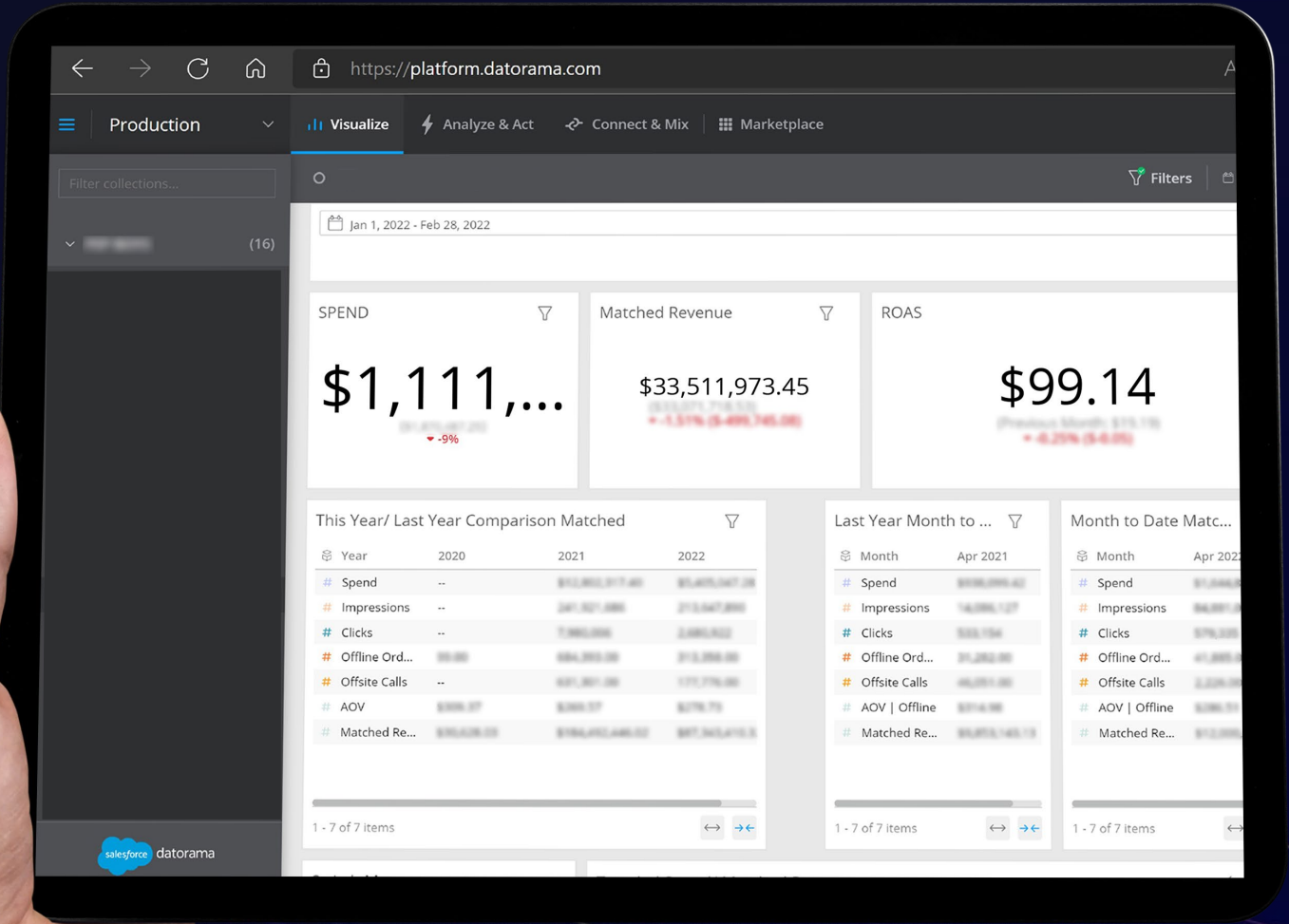
1. Please mute your mics
2. Enter questions in the comments box and we'll get to as many as possible at the end.
3. The recording of the webinar will be available 72 hours after the session ends and will be posted via YouTube and decisionfoundry.com/masteringdatorama

HELPFUL RESOURCES

1. Join our LinkedIn [Datorama Experts](#) group
2. Become a registered member of the official, [Trailhead](#), Marketing Cloud Intelligence group
3. Follow us across our social platforms for tips, articles, case studies, checklists, webinars and other development resources

ACCELERATE SF GROWTH





BEFORE

https://platform.datorama.com

Production Visualize Analyze & Act Connect & Mix Marketplace

Filter collections...

Filters

Jan 1, 2022 - Feb 28, 2022

SPEND

\$1,111,000

-9%

Matched Revenue

\$33,511,973.45

+1.57% (\$499,746.00)

ROAS

\$99.14

+4.23% (\$4.00)

This Year/ Last Year Comparison Matched

Year	2020	2021	2022
# Spend	--	\$1,080,000.00	\$1,111,000.00
# Impressions	--	247,507,000	273,547,000
# Clicks	--	7,980,000	8,980,000
# Offline Ord...	30,000	664,000.00	373,000.00
# Offsite Calls	--	667,000.00	177,000.00
# AOV	\$396.07	\$396.07	\$376.70
# Matched Re...	\$33,511,973.45	\$33,511,973.45	\$33,511,973.45

1 - 7 of 7 Items

Last Year Month to ...

Month	Apr 2021
# Spend	\$10,000.00
# Impressions	14,000,000
# Clicks	500,000
# Offline Ord...	\$1,000.00
# Offsite Calls	10,000.00
# AOV Offline	\$100.00
# Matched Re...	\$1,000,000.00

1 - 7 of 7 Items

Month to Date Matc...

Month	Apr 2022
# Spend	\$1,000,000.00
# Impressions	10,000,000
# Clicks	500,000
# Offline Ord...	\$1,000.00
# Offsite Calls	10,000.00
# AOV Offline	\$100.00
# Matched Re...	\$1,000,000.00

1 - 7 of 7 Items

salesforce datorama

AFTER



HOSTED BY



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CEO, Marketing Cloud
Champion



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Technical Manager,
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THANK YOU

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