



PERFORMANCE DRIVEN.
DECISION LED

**Decision
Foundry**

Campaign Name
Select

Segment Name
Select

User ID
Select

Summary

Email

Date

Jul 1 - Nov 11, 2021

Key Performance Indicators

➔ Emails Sent | ➔ Success Reach | ➔ Open | ➔ Clicked | ➔ Delivery Rate | ➔ Open Rate | ➔ CTOR | ➔ Unsubscribe Rate

1,948,622

Prev. Week: 1,936,641

➔ 0.62% | 11,981

500K

400K

300K

200K

100K

Tue

DESIGNING WITH DATA

Thursday: \$381,427

Forecast

Actual

CHALLENGES





200%
ADOPTION

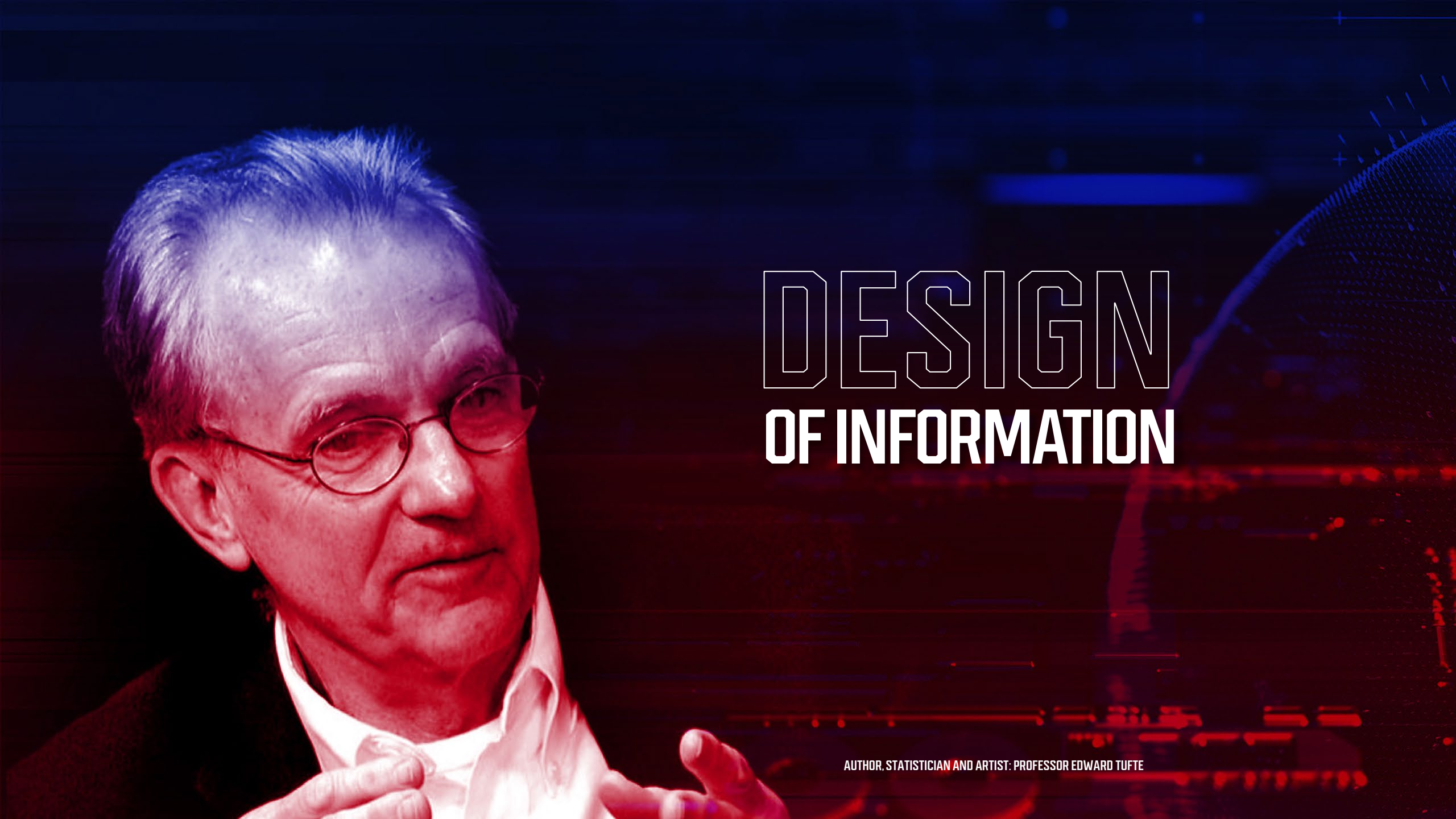


**DATA
VISUALIZATION**

VS



**VISUAL
COMMUNICATION**



DESIGN OF INFORMATION

AUTHOR, STATISTICIAN AND ARTIST: PROFESSOR EDWARD TUFTÉ

PATORAMA

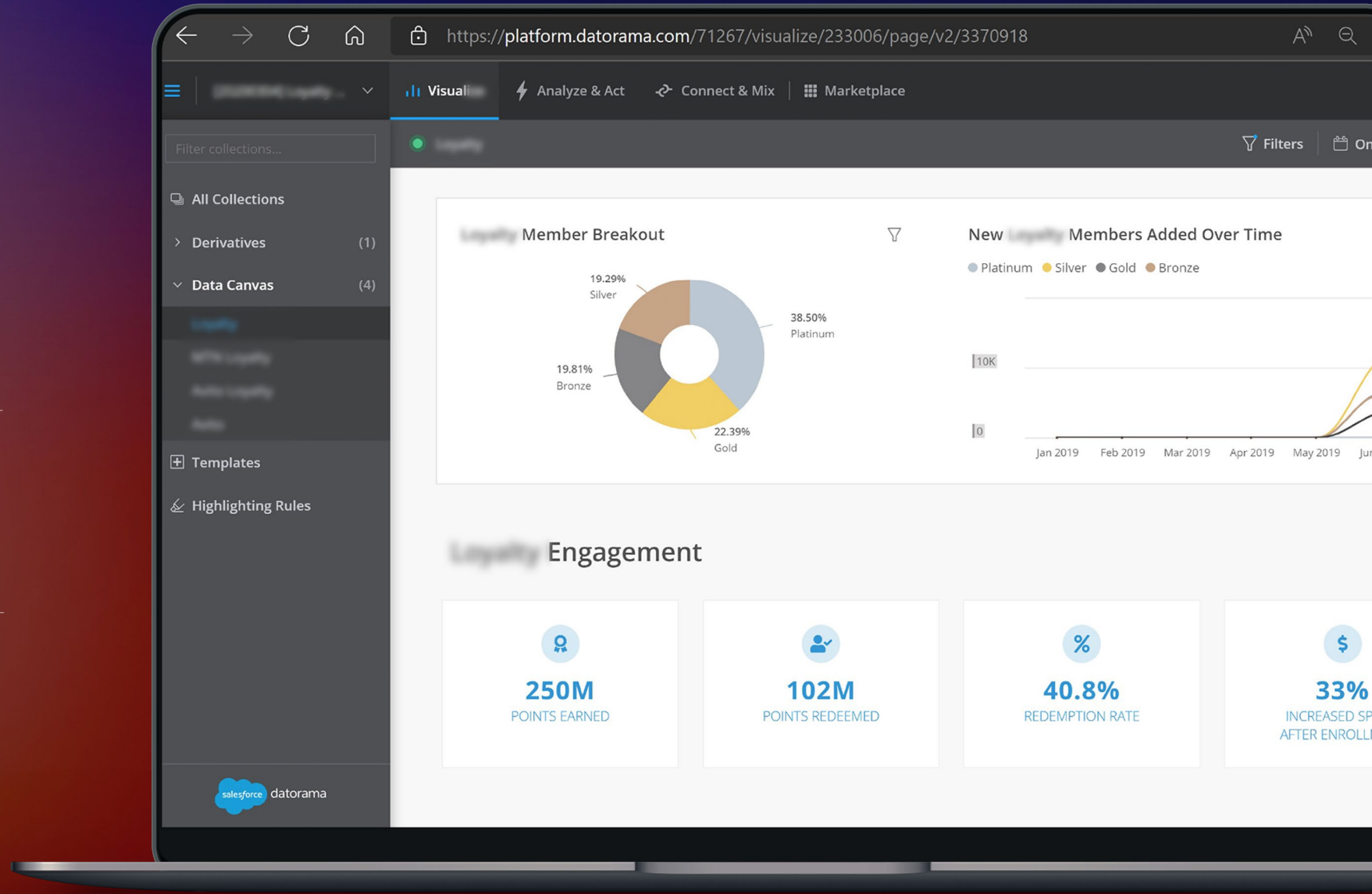
A panoramic view of a mountain range at sunset or sunrise. The sky transitions from a deep blue on the left to a warm orange and red on the right. The mountains are rugged and rocky, with some snow patches visible on the peaks. The word 'PATORAMA' is overlaid in large, bold, white, sans-serif capital letters across the center of the image.



+3,000 BRANDS

+400 AGENCIES


+20 VERTICALS



CONNECT








VISUALIZE

 **Add Widget** ×


Data Filters Design

Bars ⋮

    [More](#)

FIELDS +Σ 

Measurements (0/10)

 Dimensions (0/1)

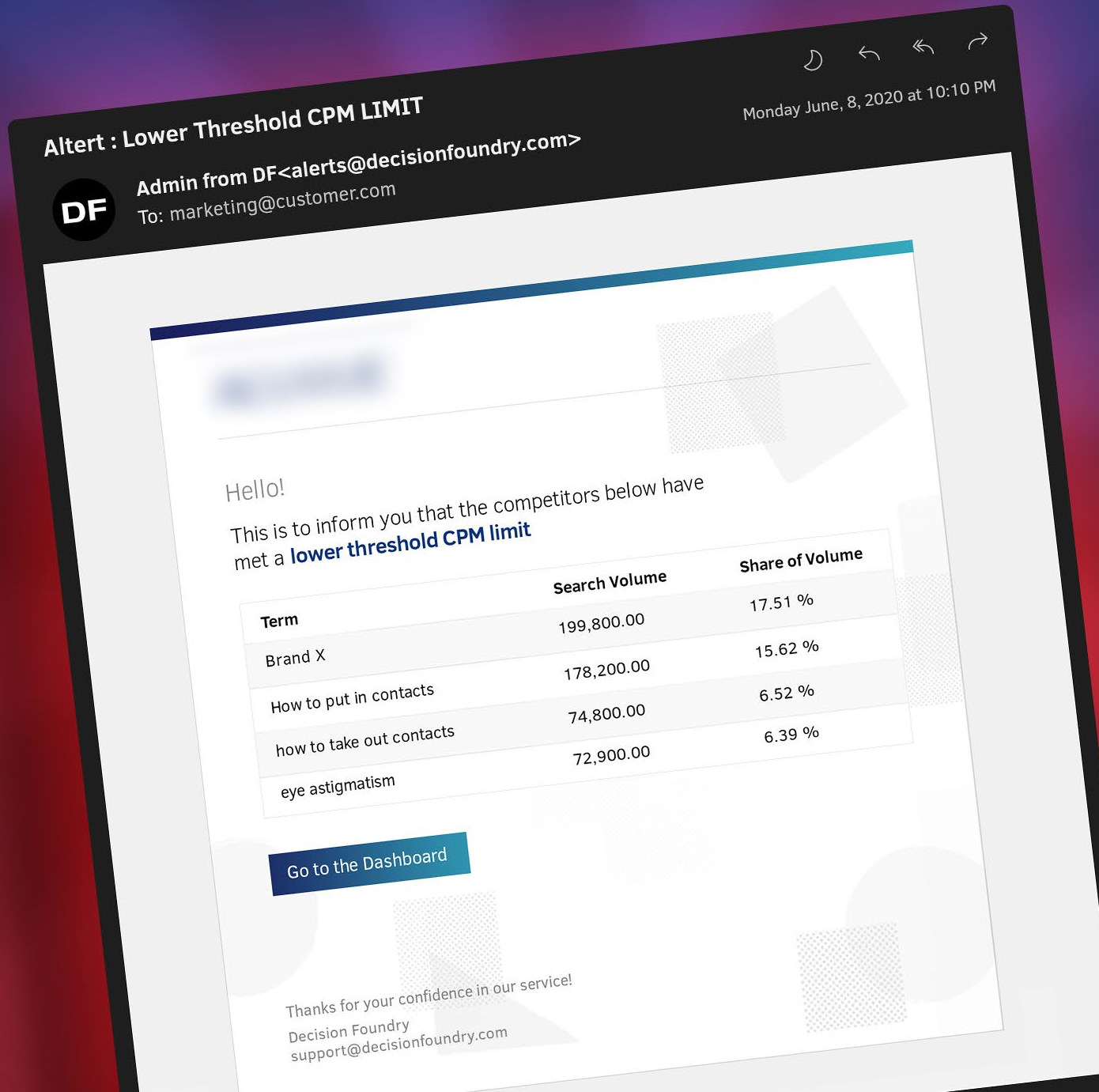
ORCHESTRATE

Facebook Ads

Google Analytics

Google DFA

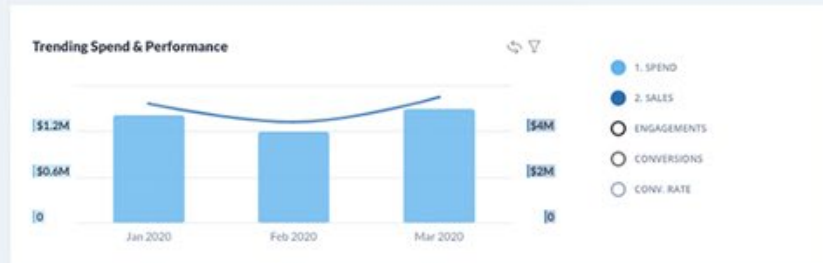
ACTIVATE



Marketing Intelligence

Cross-channel overview of all marketing performance with campaign breakdown

- Facebook Ads Last Updated Jun 21
- Marketing Cloud Last Updated Jun 21
- Data Lake Last Updated Jun 21
- Google Analytics Last Updated Jun 21
- Google Ads Last Updated Jun 21
- Instagram Ads Last Updated Jun 21
- App Next Last Updated Jun 21



Einstein Marketing Insights

Campaign Insight

Campaign "Outdoor Sale"
Audience "Attended Summit"

▲ 57.0%
Higher Conversion Rate

[EXPLORE](#)

Creative Insight

Creative "Family Camping"
Platform "Facebook"

▲ 14.2%
Higher Engagement Rate

[EXPLORE](#)

Page Insight

Page "Loyalty Page 2"
Day of Week "Friday"

▲ 12.6%
Higher Conversion Rate

[EXPLORE](#)



INSPIRATION

Leaderboard

ALL RIDERS (192)	TOTAL OUTPUT
15 Susanna 8.14.2013 NEW YORK	891
PERSONAL BEST 780	
16 Jonathan 12.30.2013 TORONTO	732
17 Rachel 1.31.2013 ATLANTA	691
18 Yony 7.3.2012 NEW YORK	682
19 Alice 11.10.2012 HONGKONG	647
20 Jamie 4.18.2012 BOSTON	599
21 Margaret	533
18 Yony 7.3.2012 NEW YORK	682

Swipe up for

Cadence	Class Avg	68	Output	Class Avg	182	Resistance	Calories
Speed 20 MPH	72 RPM	Avg 92 Max 112	245 WATTS	Avg 216 Max 508	28 PERCENT	1245 BURNED	



10000 152

POWER 400

TRACKLESS WASTE
Shotgun
Legendary

Requires Level 32

400 ATTACK

"No footprints out here." —Olu Alderdice

Impact
Range
Stability
Handling
Reload Speed
Rounds Per Minute 55
Magazine 6

PRECISION
Recoil pattern is more vertical.

Increased ammo reserves, Faster reload, stow, and ready when crouched.

Mobility 5
Resilience 4
Recovery 4

Apple tv movies iTunes tv shows iTunes

https://platform.datorama.com

Production Visualize Analyze & Act Connect & Mix Marketplace

Filter collections... (16) Filters

Jan 1, 2022 - Feb 28, 2022

SPEND

\$1,111,...

-9%

Matched Revenue

\$33,511,973.45

+1.51% (\$499,746.00)

ROAS

\$99.14

+8.23% (\$4.00)

This Year/ Last Year Comparison Matched

Year	2020	2021	2022
# Spend	--	\$1,082,917.00	\$1,445,047.00
# Impressions	--	247,527,000	273,847,000
# Clicks	--	7,982,000	2,000,000
# Offline Ord...	30,000	664,000.00	373,000.00
# Offsite Calls	--	407,000.00	177,000.00
# AOV	\$396.07	\$396.07	\$276.70
# Matched Re...	\$10,000.00	\$10,000,000.00	\$17,000,000.00

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	40,000.00
# AOV Offline	\$250.00
# Matched Re...	\$10,000,000.00

1 - 7 of 7 Items

Month to Date Matc...

Month	Apr 2022
# Spend	\$1,000,000.00
# Impressions	80,000,000
# Clicks	3,000,000
# Offline Ord...	41,000.00
# Offsite Calls	2,000.00
# AOV Offline	\$200.00
# Matched Re...	\$10,000,000.00

1 - 7 of 7 Items

salesforce datorama

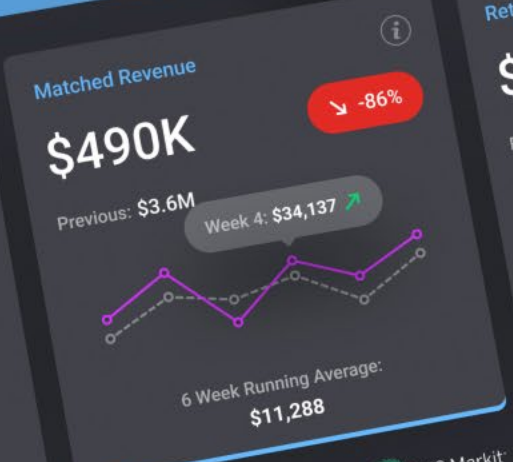
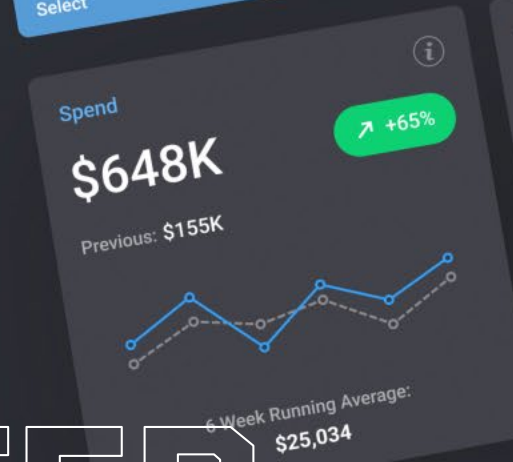
BEFORE

PAID DIGITAL MATCHED SALES

Critical Performance Indicators

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Filter your results by channel Filter your results by partner



Data Sources: Google Ads | facebook | YouTube | Adobe | IHS Markit

Lorem ipsum dolor sit amet

YOY Performance Indicators

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

AFTER

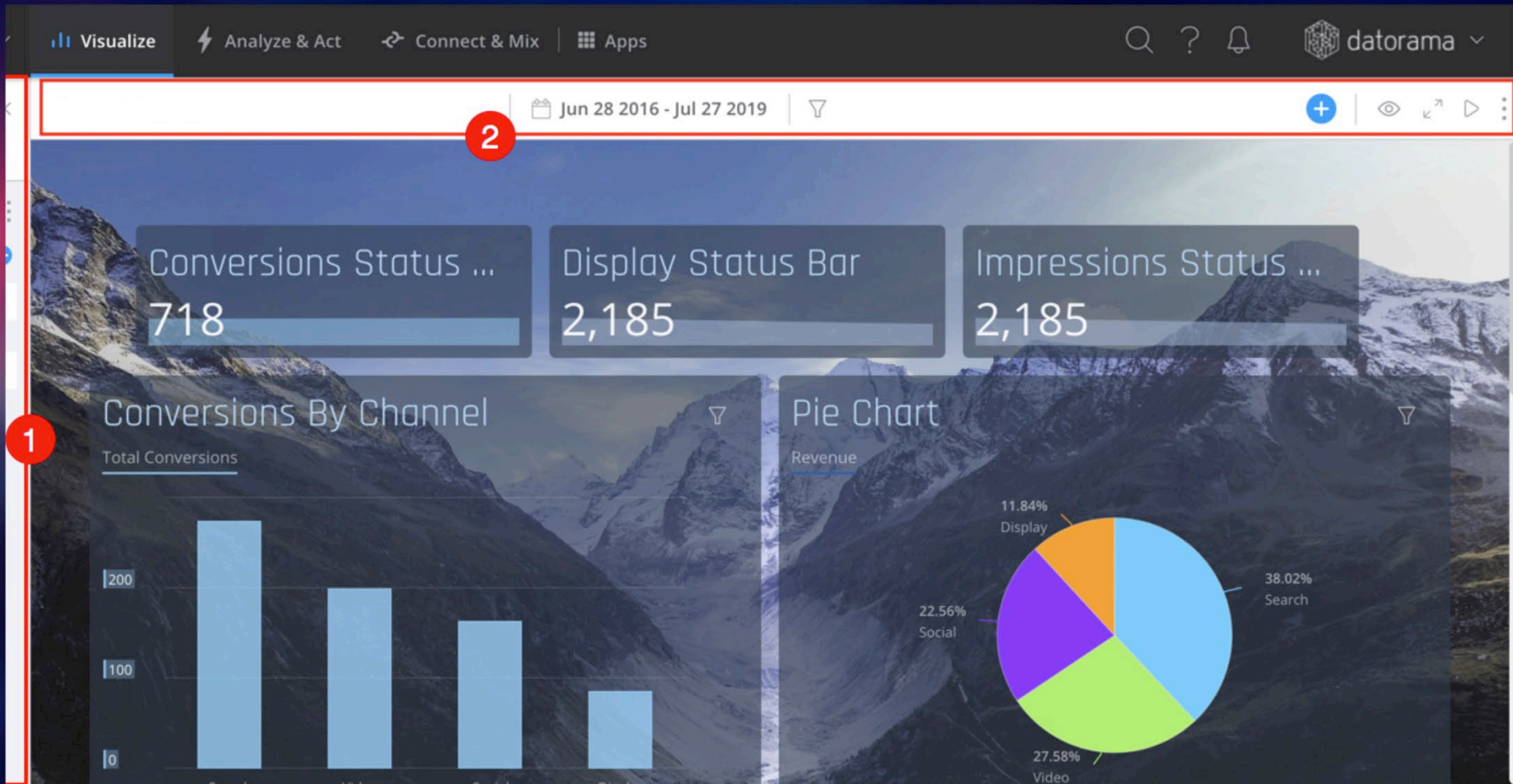
The image features a dark background with a central focus. Two streams of fine, glowing particles, one blue and one red, converge from the left and right sides towards the center. The blue stream is positioned higher and the red stream is lower, creating a sense of depth and movement. In the center, the word "MINDSET" is written in a bold, white, sans-serif font. The text is slightly shadowed, making it stand out against the complex, particle-filled background.

MINDSET


CSS, HTML, PYTHON AND JAVASCRIPT

```
margin: 0;
padding: 0;
font-size: sans-serif;
background: url(Cyber.jpg);
background-size: 100vw 100vh;
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
}
.box{
    position: absolute;
    top: 50%;
    left: 50%;
    transform: translate(-50%, -50%);
    width: 400px;
    padding: 40px;
    background: rgba(0, 0, 0, 0.5);
    box-sizing: border-box;
    box-shadow: 0 15px 25px rgba(0, 0, 0, 0.5);
    border-radius: 10px;
}
.box h2{
    margin: 0 0 30px;
    padding: 0;
    color: #fff;
    text-align: center;
}
.box h3{
    margin: 0 0 10px;
    padding: 0;
    color: #fff;
```

CANVAS

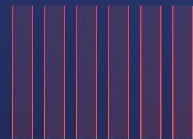


SYSTEM



Mockups

The icon for 'Mockups' features several overlapping rounded rectangular shapes in shades of blue and white, each containing a different UI element: a circular progress indicator, a list of horizontal lines, a bar chart, and a wavy line.



Layout Grid

The icon for 'Layout Grid' consists of a series of vertical red lines of varying heights, representing a grid structure.

8dp


Spacing

The icon for 'Spacing' features the text '8dp' in a large, bold font, with the '8' in red and 'dp' in white.

Aa

Typography

The icon for 'Typography' features the letters 'Aa' in a large, bold font, with the 'A' in white and the 'a' in red.



Colors

The icon for 'Colors' features three overlapping squares in red, green, and blue, representing a color palette.



Prototype

The icon for 'Prototype' features a dashed orange line connecting several points, with a rounded rectangular shape containing a bar chart icon.

Responsive Design



The icon for 'Responsive Design' features a large rounded rectangle representing a desktop screen and a smaller rounded rectangle representing a mobile phone screen, both with red dimension lines indicating their respective sizes.


Media [↑](#)


Spend	\$114k	20%	↑
Revenue	\$20k	10%	↓
CPC	\$5	2%	↑


BEFORE


WIDGET


AFTER

Media 

Reach
137,685 

Engagements
\$102,645 

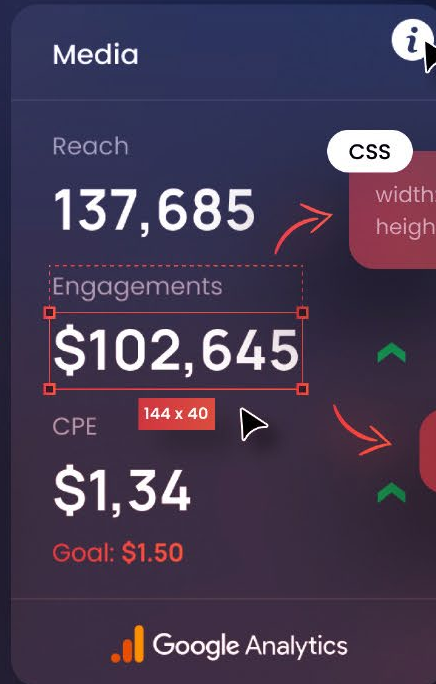
CPE
\$1,34 
Goal: \$1.50

 Google Analytics

CSS

Import jQuery library

```
$(document).ready(function() {  
  // Materialize tooltip  
  $(':tooltiped').tooltip();  
});
```



CSS

width: 144px;
height: 40px;

font-family: **Manrope**;
font-weight: **bold**;
font-size: **32px**;
line-height: **40px**;

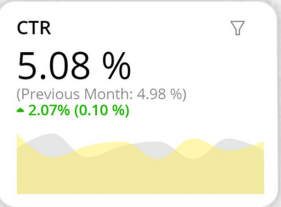
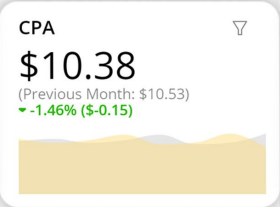
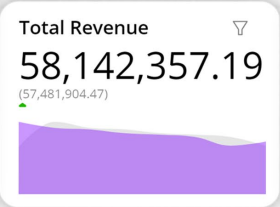
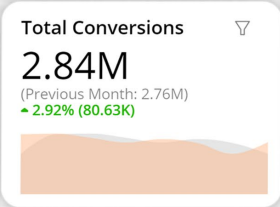
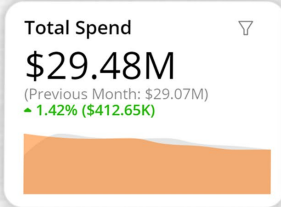
color: #FFFFFF;

Campaign Advertiser: Select..

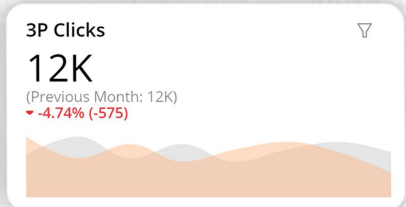
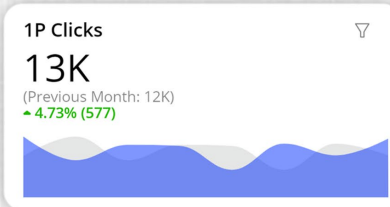
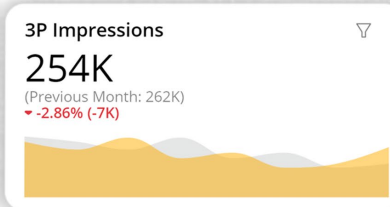
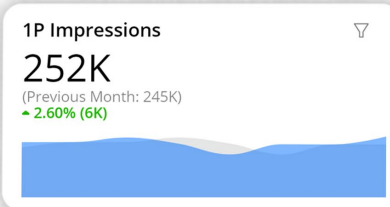
Campaign Name: Select..

Line Item Name: Select..

Channel: Select..



1P vs 3P



Trend Analysis

Choose A Period

- Day
- Week
- Month
- Quarter**
- Year

Impression Comparison

[1P Impressions](#) [3P Impressions](#)



Click Comparison

[1P Clicks](#) [3P Clicks](#)



salesforce

Insights

Augmented

Manual

Display

Summary

Paid Search

Social

Web Analytics

Brand delivered a total of 8,000,000 which is 80% above the historical benchmark.

See details →

Media Performance

Client Name
Select

Media Efficiency Score

58.85%

↑ 9.38%

Previous Month: 49.47%

34M

↑ 28.38% | 6M

Previous Month: 28M

Impressions

Clicks

CTR

VCR

4M

2M

1M

Week 1

Week 2

Week 3

Week 4

Week 5

Week 6

Week 7

Week 8

Actual

Projected

GRID SYSTEM

VIDEO

JTBQUEST SSID
826542

How MIGHT WE...

HUMANIZATION



ELIMINATE RISK

Pencil & Paper

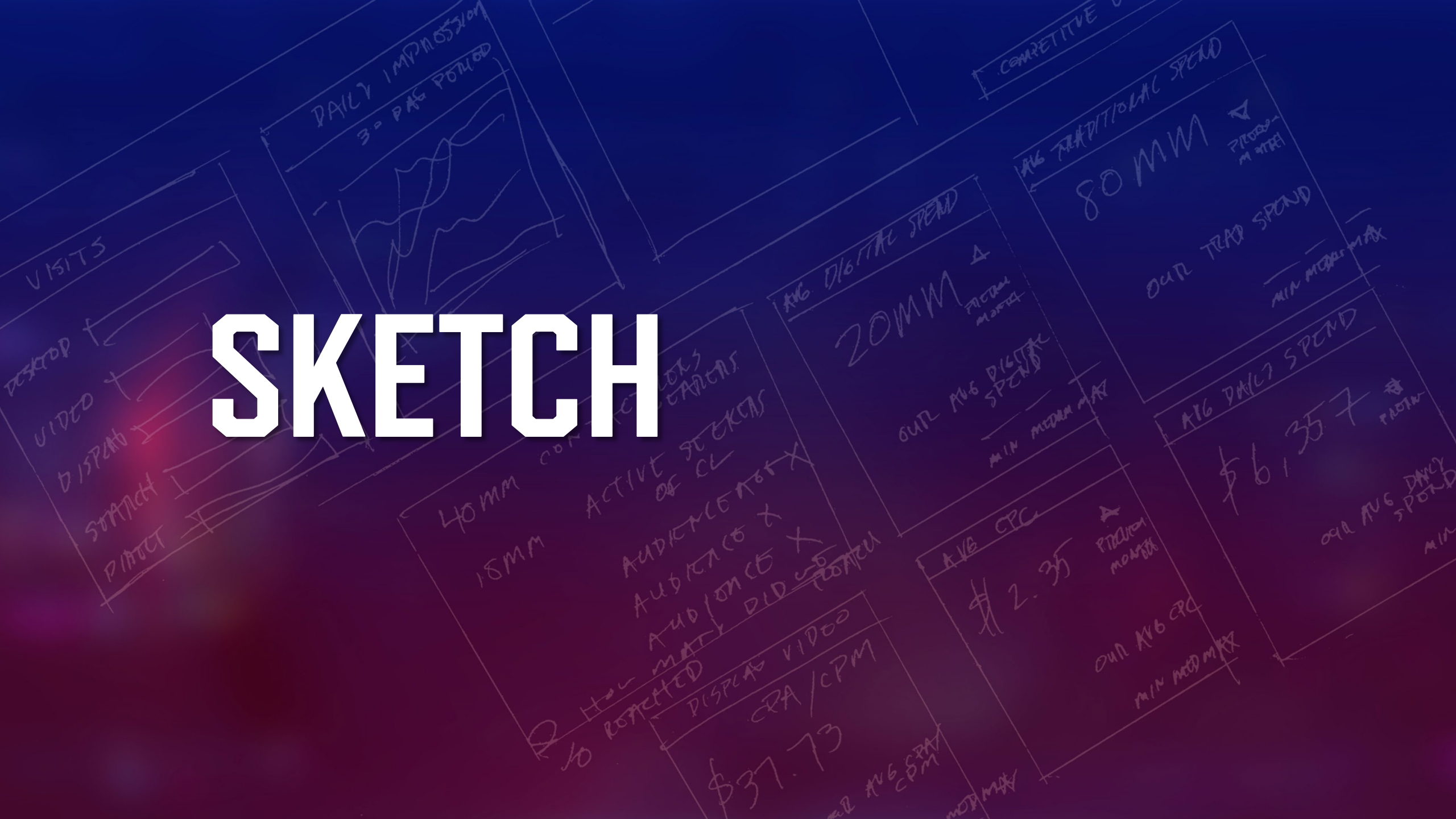
moqups

 smartsheet

 Figma

 ZEPLIN

SKETCH



WIREFRAMES





TOTAL BUDGET
\$290K
\$200K

116% of \$250k

TOTAL SPENT
\$261K
\$200K

90% of \$290K

FLIGHT PACING
90%
80%

90% of 100%

CTR
0.28%
0.10%

CPC
\$5.51
\$4.50

MOCKUPS

HOW MUCH HAVE YOU SPENT OVER TIME?

- Campaign 1
- Campaign 2
- Campaign 3

30K

Futura
Avenir
TOWN
Filson Soft

SYSTEM FONTS

COMPLETE FAMILY

THE Light

THE Roman

THE Italic

THE Bold

THE Black

THE Bold Condensed

THE Compact

THE No

OVERVIEW

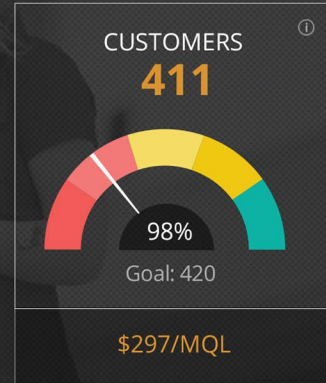
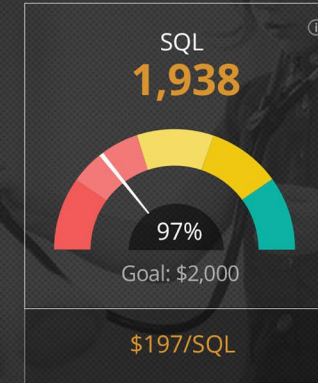
SPEND

LEADS

SALES

CHANNEL

OVERALL LEADS



REVENUE GOAL



MEDIA SPEND

\$381,052

MARKETING FUNNEL

Channel

Region

Futura
Avenir
TOWN
Filson

CUSTOM

COMPLETE FAMILY

THE LIGHT

THE ROMAN

THE ZKIC

THE BOLD

THE BLACK

THE BOLD CONDENSED

THE COMPACT

THE

OVERVIEW

SPEND

LEADS

SALES

CHANNEL

OVERALL LEADS



REVENUE GOAL



MEDIA SPEND
\$381,052

MARKETING FUNNEL

Channel

Region

DESIGN

The screenshot displays a web application interface for campaign management. At the top, there is a navigation bar with tabs: SUMMARY, PACING, CTV, DISPLAY, SOCIAL, VIDEO, YOUTUBE, and REPORTS. The URL in the browser is www.yourwebsite.com.

The main content area is divided into three sections:

- DROPDOWN:** This section contains four dropdown menus, each labeled "SELECT ADVERTISER (3)". The first dropdown is closed. The second, third, and fourth dropdowns are open, showing a list of advertiser options: "Select All (0/13)", "DF Account 2", "Digital Marketing (3939062)", "Partner Global", and "Partner Gaming". The "Partner Global" option is highlighted in the second, third, and fourth dropdowns.
- MULTIPLE SELECT:** This section is titled "MULTIPLE SELECT" and "CAMPAIGN ADVERTISER". It features a horizontal list of selected items: "Global X", "Gaming X", "London X", and "Ro". A dropdown arrow is visible on the right side of the list.
- MULTIPLE SELECT:** This section is also titled "MULTIPLE SELECT" and "CAMPAIGN ADVERTISER". It features a horizontal list of selected items: "Global X", "Gaming X", "London X", and "Ro". A dropdown arrow is visible on the right side of the list.

At the bottom of the page, there is a footer with the following text: "© 2015-2020 PRODUCTIVE POP INC. ALL RIGHTS RESERVED". On the right side of the footer, there is a Chrome logo with the text "BEST VIEWED IN CHROME" and a speech bubble icon with the text "HAVE QUESTIONS?".

COLOR

The screenshot displays a web application interface with a dark red background. At the top, a navigation bar contains tabs: SUMMARY, PACING, CTV, DISPLAY, SOCIAL, VIDEO, YOUTUBE, and REPORT. Below the navigation, the main content area is divided into three sections:

- DROPDOWN:** This section features four dropdown menus, each titled "SELECT ADVERTISER (3)". The first dropdown is closed. The second, third, and fourth dropdowns are open, showing a list of options: "Select All (0/13)", "DF Account 2", "Digital Marketing (3939062)", "Partner Global", and "Partner Gaming". The "Partner Global" option is highlighted in each of these open dropdowns.
- MULTIPLE SELECT:** This section is titled "MULTIPLE SELECT" and "CAMPAIGN ADVERTISER". It shows a row of four selected items: "Global X", "Hasbro X", "London X", and "Ro", each with a close button (X). A dropdown arrow is visible on the right side of the row.
- MULTIPLE SELECT:** This section is also titled "MULTIPLE SELECT" and "CAMPAIGN ADVERTISER". It shows a row of four selected items: "Global X", "Hasbro X", "Gaming X", and "Ro", each with a close button (X). A dropdown arrow is visible on the right side of the row.

At the bottom of the page, there is a footer with the following elements:

- © 2015-2020 [unreadable text]
- BEST VIEWED IN CHROME
- HAVE QUESTION

SURFAC



THE WALL



The image features a dark background with a central focus. Two streams of fine, glowing particles, one blue and one red, originate from the left and right sides and converge towards the center. The particles are most dense and bright in the middle, creating a sense of depth and movement. In the center of this convergence, the word "POSSIBLE" is written in a bold, white, sans-serif font. The letters are slightly shadowed, making them stand out against the darker background.

POSSIBLE

Showing data between: Aug 1, 2020 - Aug 31, 2020

OVERVIEW

CRITICAL PERFORMANCE INDICATORS

BY MARKET

TOTAL MEDIA SPEND

\$140K

▲ 70%

\$200K

DETAILS



TO GOAL

6.4M

▼ -13%

TOTAL CLICKS

BY LOB

TOTAL IMPRESSIONS

1.8B

75%

2.5B GOAL

DETAILS

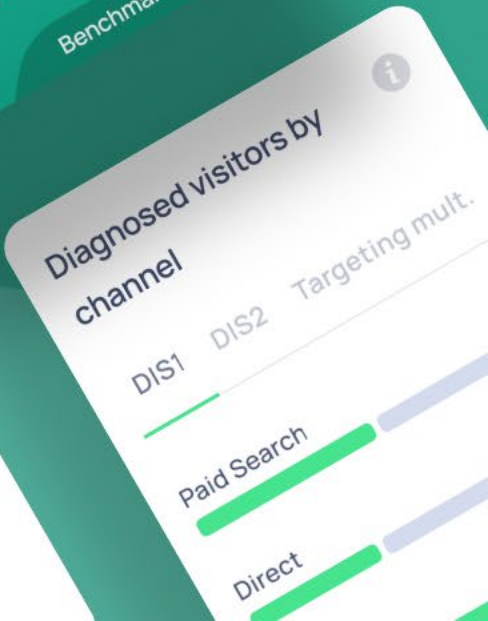
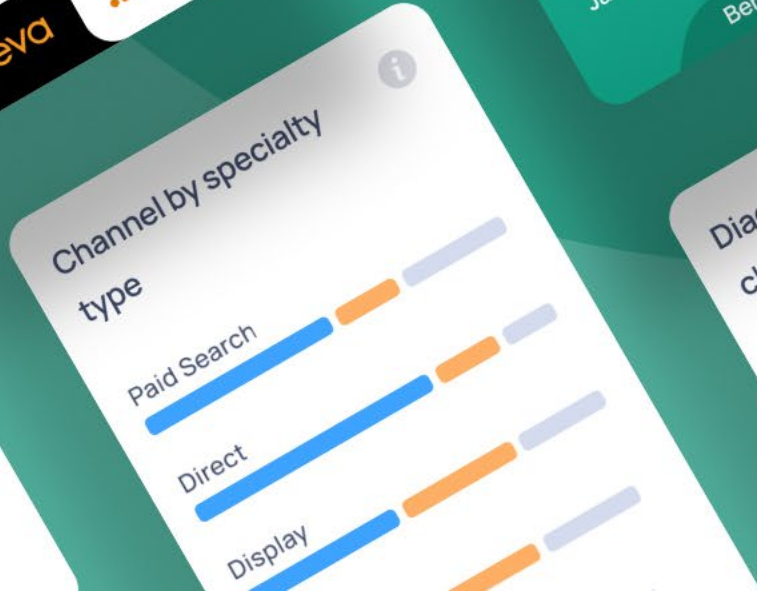
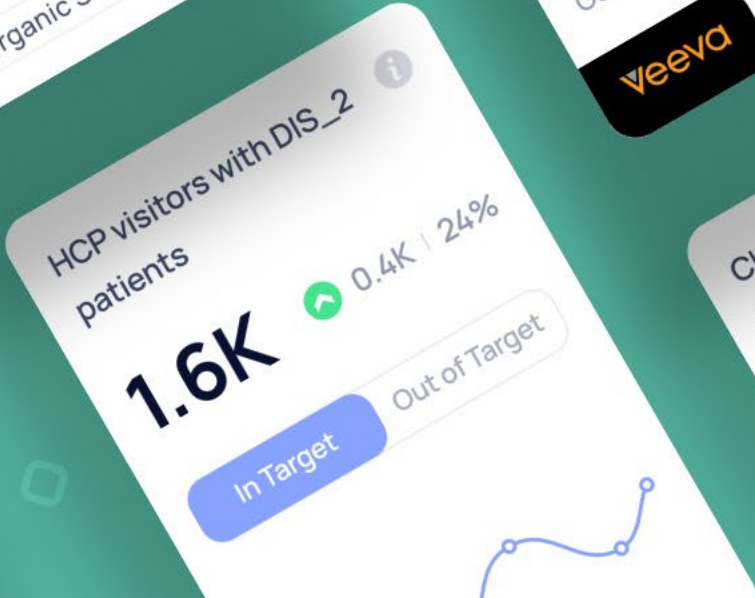
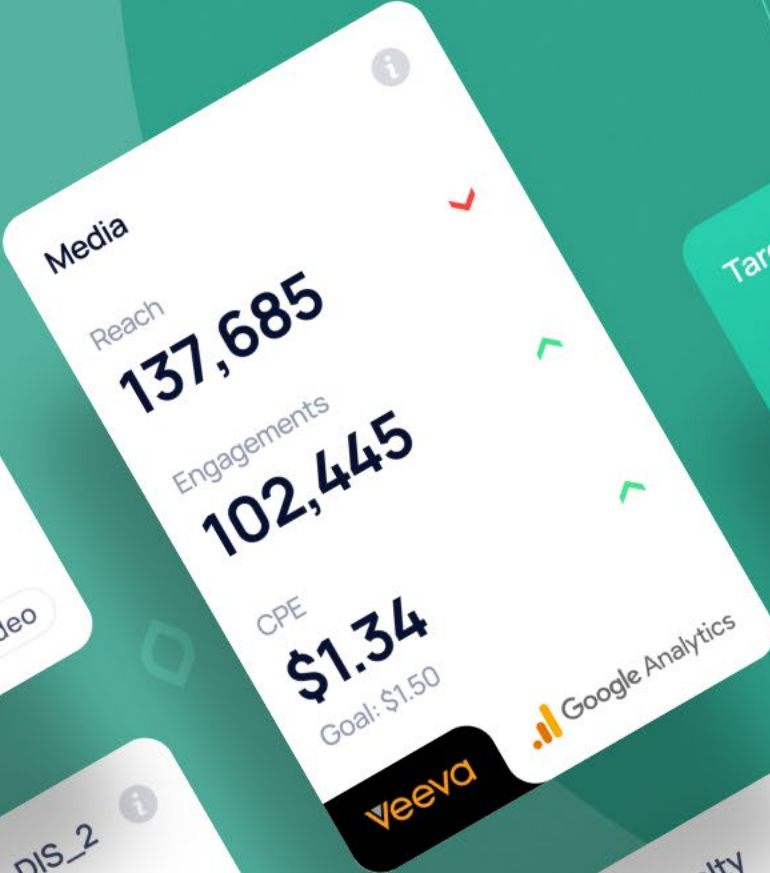
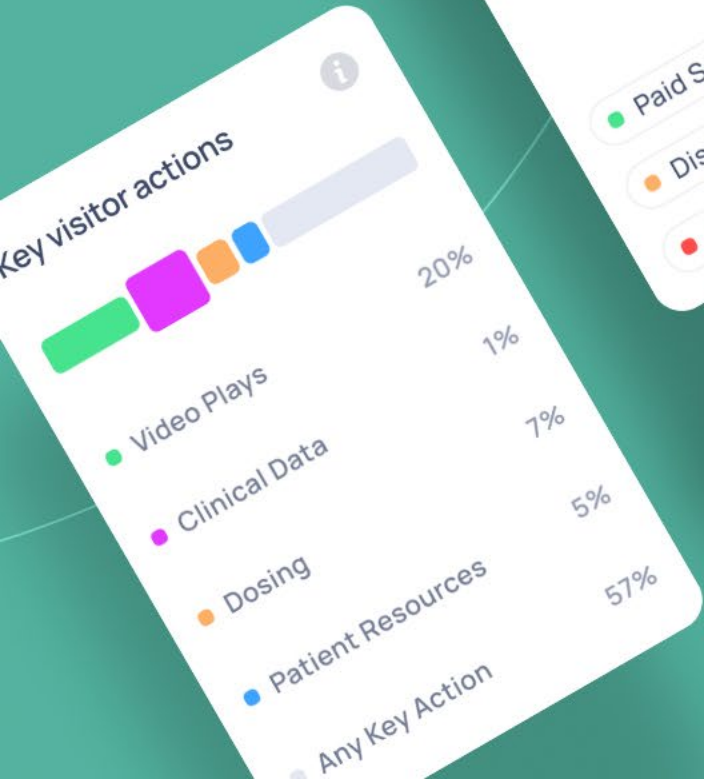


COST PER CLICK

\$1.43

▲ 40%





Media

Overview

Search

Programmatic

Social

2 / 6

Mutual: Brand delivered a total CPM of 8,000,000 which is 80% above the historical benchmark. [See details](#)

11 Jan, 2020 - 29 Dec, 2020

2 / 6

Media Performance

Short description of this section goes here.

Total Spend

Cost Per Click

Cost Per Visit

Period

Month

Metric

Impressions

Campaign

Campaign

Insight

Automated

Brand delivered a total CPM of 8,000,000 which is 80% above the historical benchmark.

\$ 1.43
Target \$ 7.00

176%



(+10%)



Overview

Audience

Spend

Revenue

Now showing data for
1 Jan 2021 - 1 Feb 2021

Shifting spend to Sub-Brand Campaign A will produce a 10% increase in CTR.

Sub brand 1

Sub brand 2

Sub brand 3

Target audience of [25 - 40 yrs • Female • New York] for Sub-Brand Campaign E have clicked 22% less than the historical benchmark (3,780). This click change is due to the Ad Product News Feed placement.

2

Ad Product Marketplace is performing 15% higher than its historical benchmark. Performance can be improved by switching from Ad Product News Feed to Marketplace.



View details

Sub-brand Z has a 22% higher spend rate than planned. At the current rate, your budget will be reached in 5 days. The intended target conversion rate of 4% will not be met.



Have Questions?

CHALLENGES



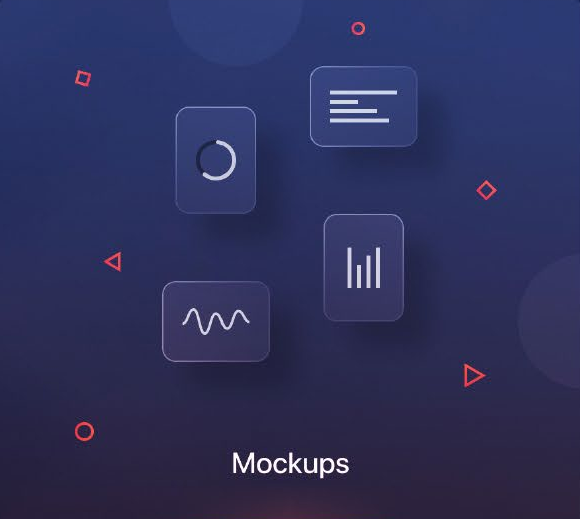
TOOLS

```

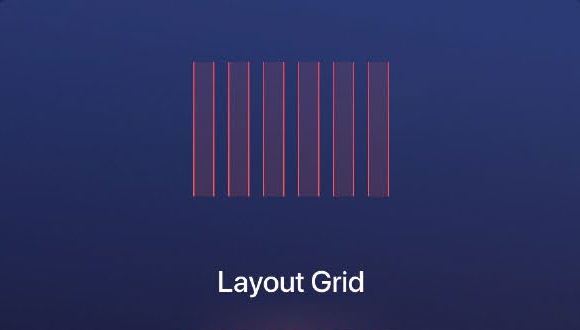
    mirror_mod.use_x = True
    mirror_mod.use_y = True
    mirror_mod.use_z = True
    mirror_mod.use_x = False
    mirror_mod.use_y = True
    mirror_mod.use_z = False
    operation = "Mirror_27"
    mirror_mod.use_x = False
    mirror_mod.use_y = False
    mirror_mod.use_z = True

    Dislocation at the end -add top
    obj.select=1
    obj.select=1
    context.scene.objects.active
    obj["selected"] + str(modifier)
    mirror_obj.select = 0
    obj = bpy.context.selected_objects

```



Mockups



Layout Grid

8dp

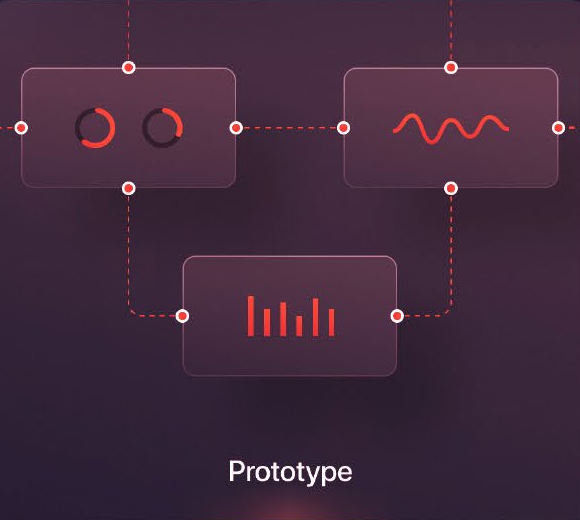
Spacing

Aa

Typography



Colors



Prototype

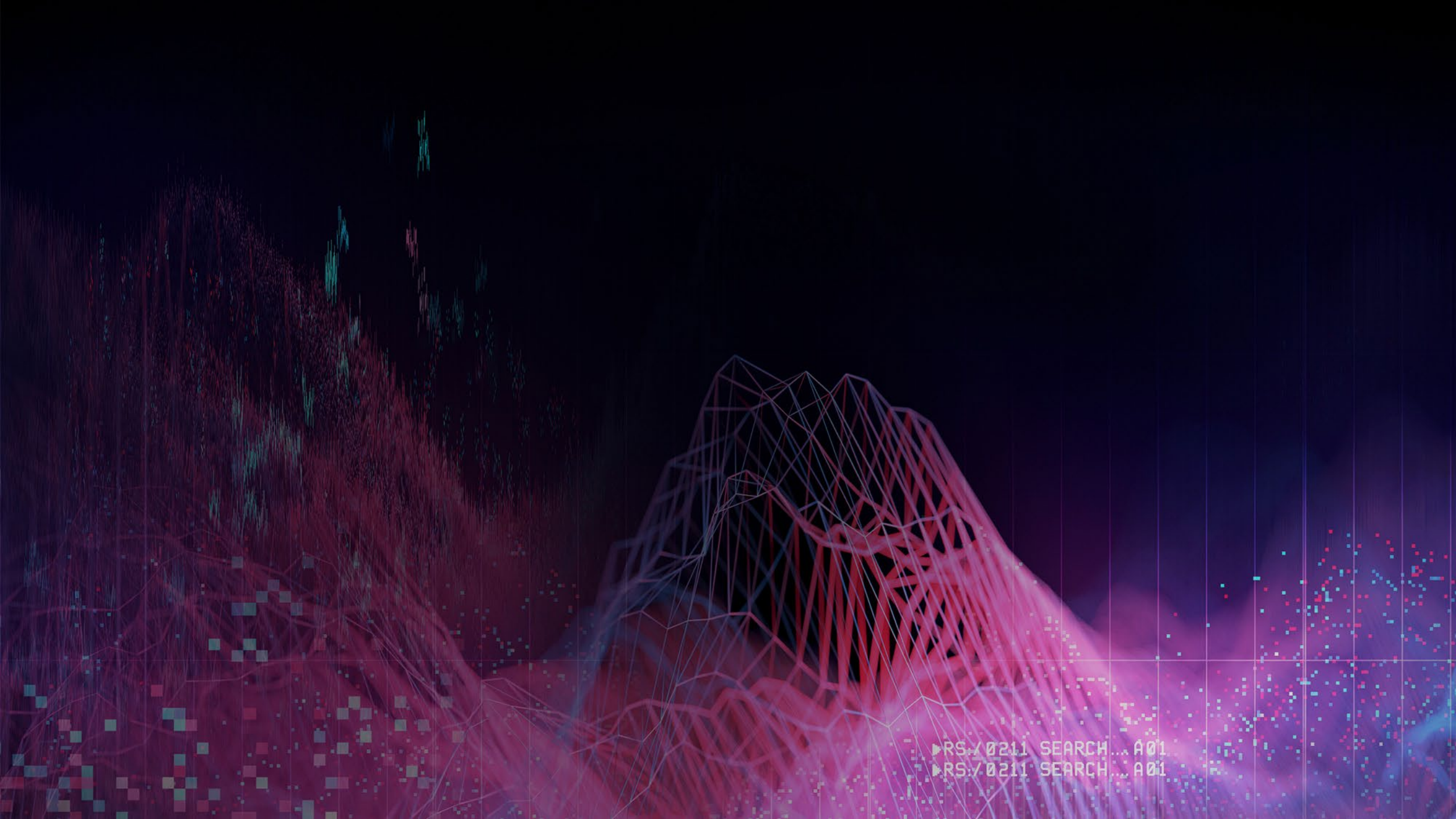
Responsive Design



A portrait of Edward Tufte, an older man with glasses, wearing a white shirt and a dark jacket. He is looking slightly to the right with a thoughtful expression. The background is dark with red and blue light effects, including a large, faint, glowing circular pattern on the right side. The title 'BEAUTIFUL EVIDENCE' is written in large, white, bold, sans-serif capital letters on the right side of the image.

BEAUTIFUL EVIDENCE

AUTHOR, STATISTICIAN AND ARTIST: PROFESSOR EDWARD TUFTÉ



▶RS:/0211 SEARCH... A01
▶RS:/0211 SEARCH... A01



BUILD BETTER EXPERIENCES

Decision Foundry



DESIGNING WITH DATA

ROSS JENKINS
CEO

DECISIONFOUNDRY.COM

Decision
Foundry