

# 10 TIPS FOR DESIGNING BETTER DATA EXPERIENCES

**A VISUAL GUIDE**

# AWARD WINNING

**2018**

Salesforce  
Best Data  
Visualization  
Award

**2020**

Top 5 Small Agency by  
the Digital Analytics  
Association

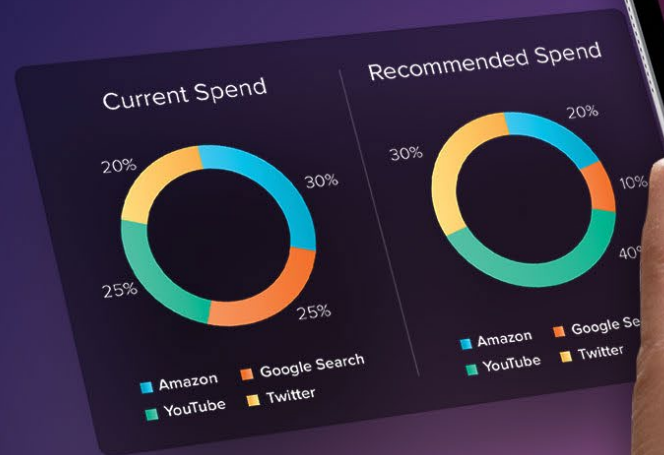
**2021**

4 Certified  
Salesforce  
Marketing  
Champions

**2021**

AI Breakthrough  
Award Best Data  
Visualization Platform

# REVIVE YOUR DASH-BOARDS.



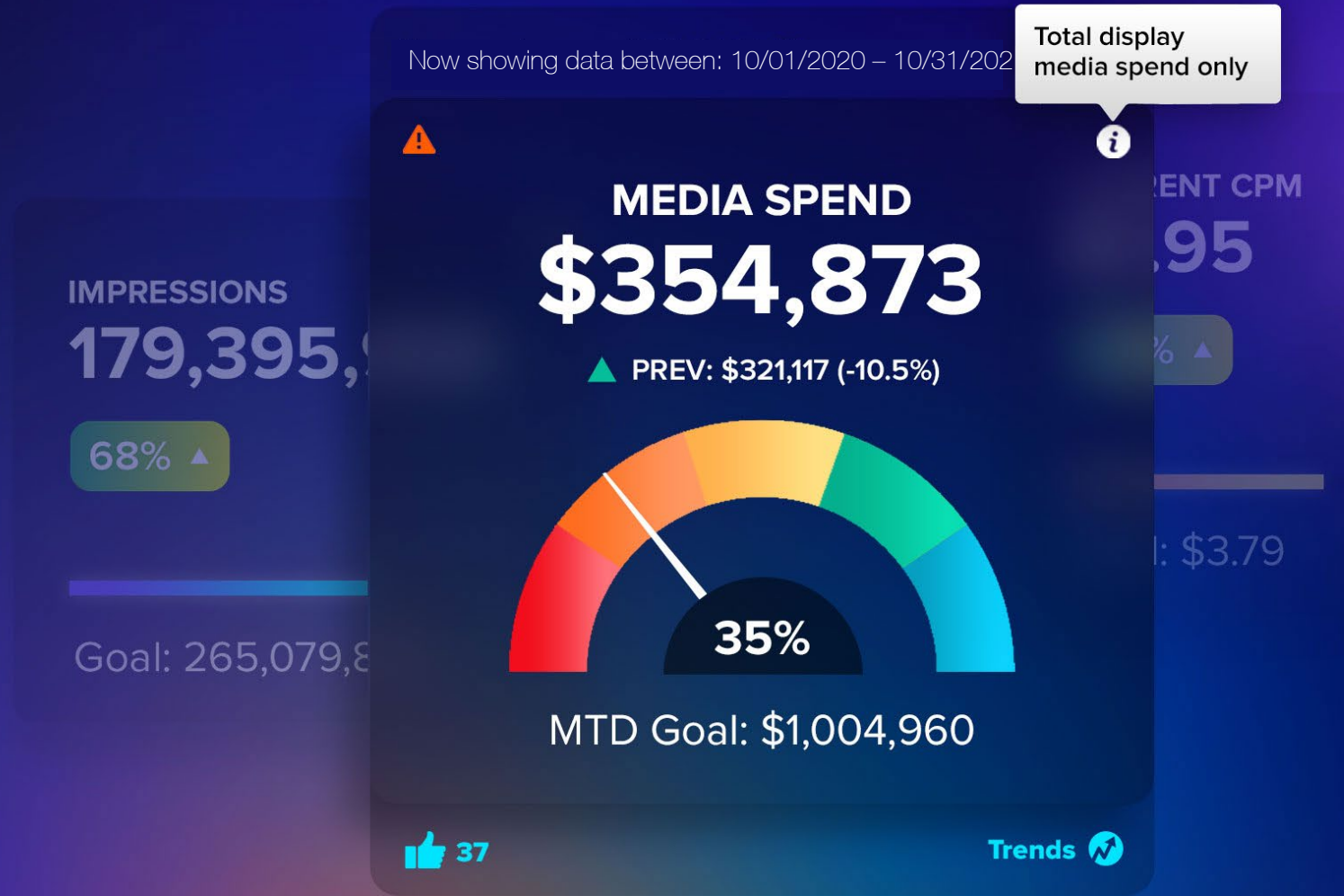


# BUILD FOR THE AUDIENCE.



# PAPER BEFORE PRODUCTION.

# BE CLEAR.



Source: DoubleClick for Advertisers



# DON'T GRAPH IT, SAY IT!

## Media Pacing

Brand X delivered on an average CPM of \$4.04 which is 0.4% less than the planned CPM of \$4.06 with an average CPVM of \$11.62.

- Buy Type Direct delivered an avg CPVM of 17.3
- Creative Type Display delivered an avg CPVM of 10.04

## Summary

- Brand X has an average weekly spend of \$2188.68
- 2019-Nov 2 weeks has the highest average spend \$2188.68 and 2019-Nov 3 weeks has the lowest avg spend \$1094.34

Buy Type

Targeting

Creative Type

Site Name

Social

- Buy Type Social has an average
- 2019-Nov 2 weeks

Audience First

Connections Mapping

Optimize & Measure

Select

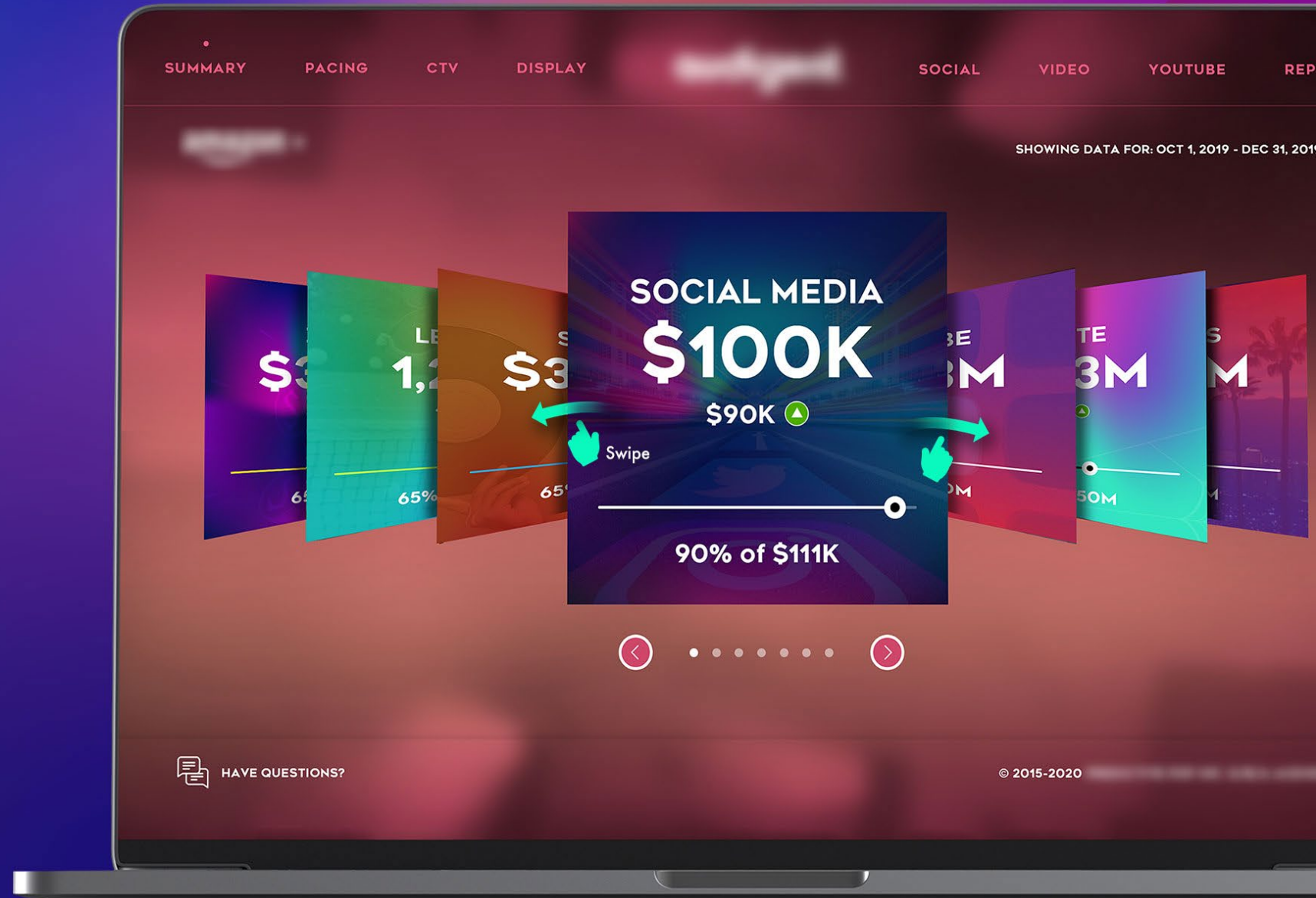
Sub-Brand

04/01/2020 - 04/30/2020

Campaign Filter

Select

# MAKE IT FUN.

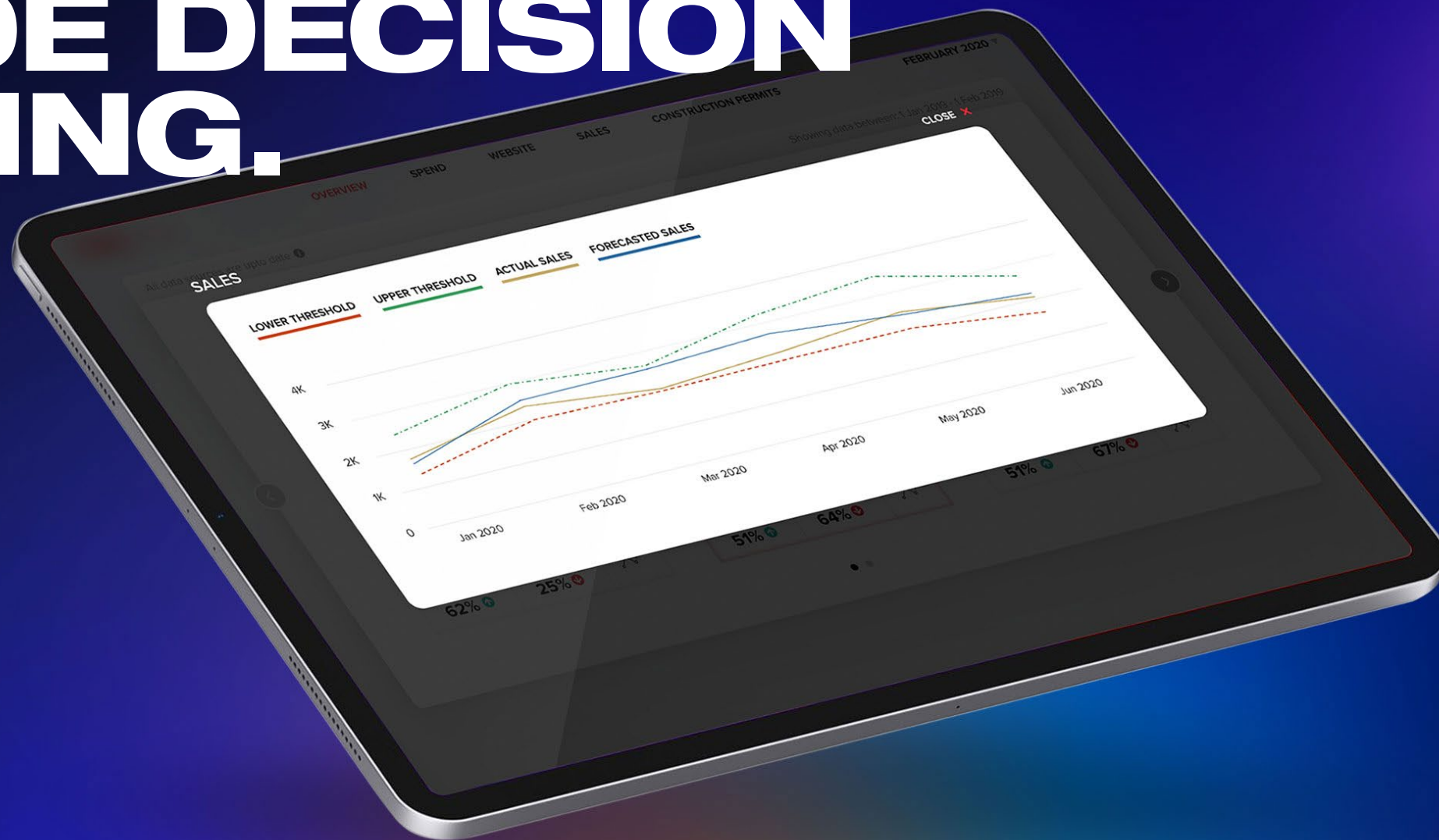




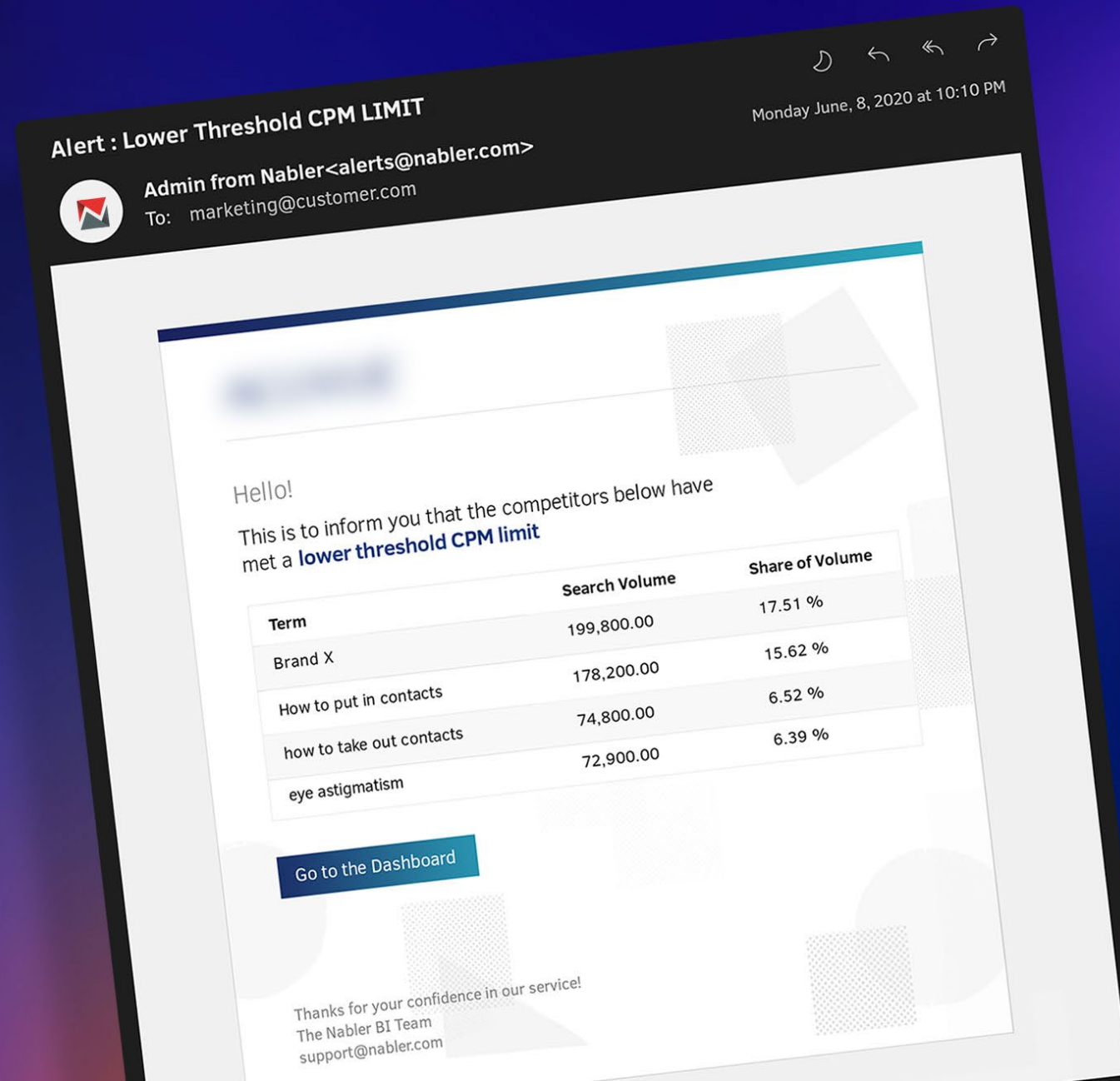
# FIND THE NUMBER TO BEAT.



# GUIDE DECISION MAKING.

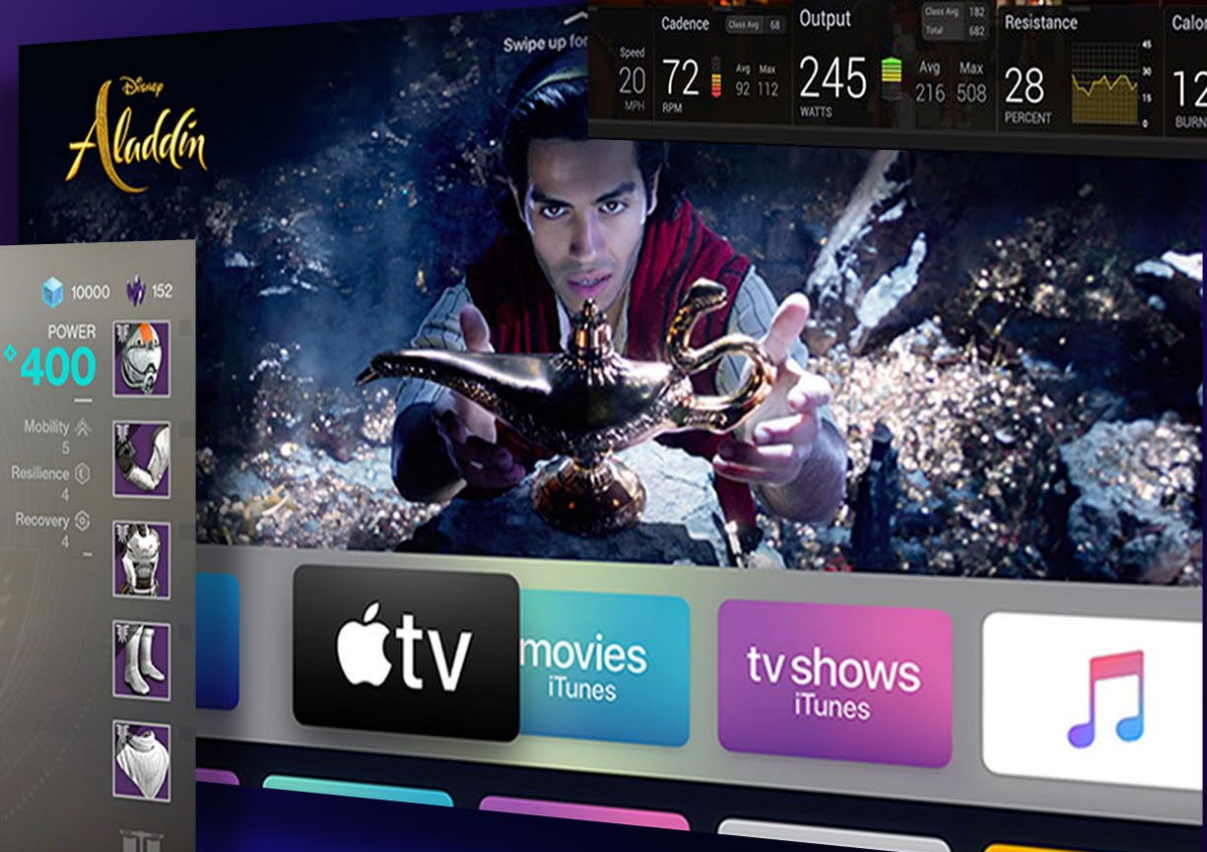


# SOCIALIZE THE DATA.





# SEEK NEW INSPIRATION.



# LET'S TALK

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