

TIPS FOR DESIGNING BETTER DATA EXPERIENCES

A VISUAL GUIDE

9

www.decisionfoundry.com

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

Al Breakthrough Award Best Data Visualization Platform

REVIVE YOUR DASH-BOREDS.



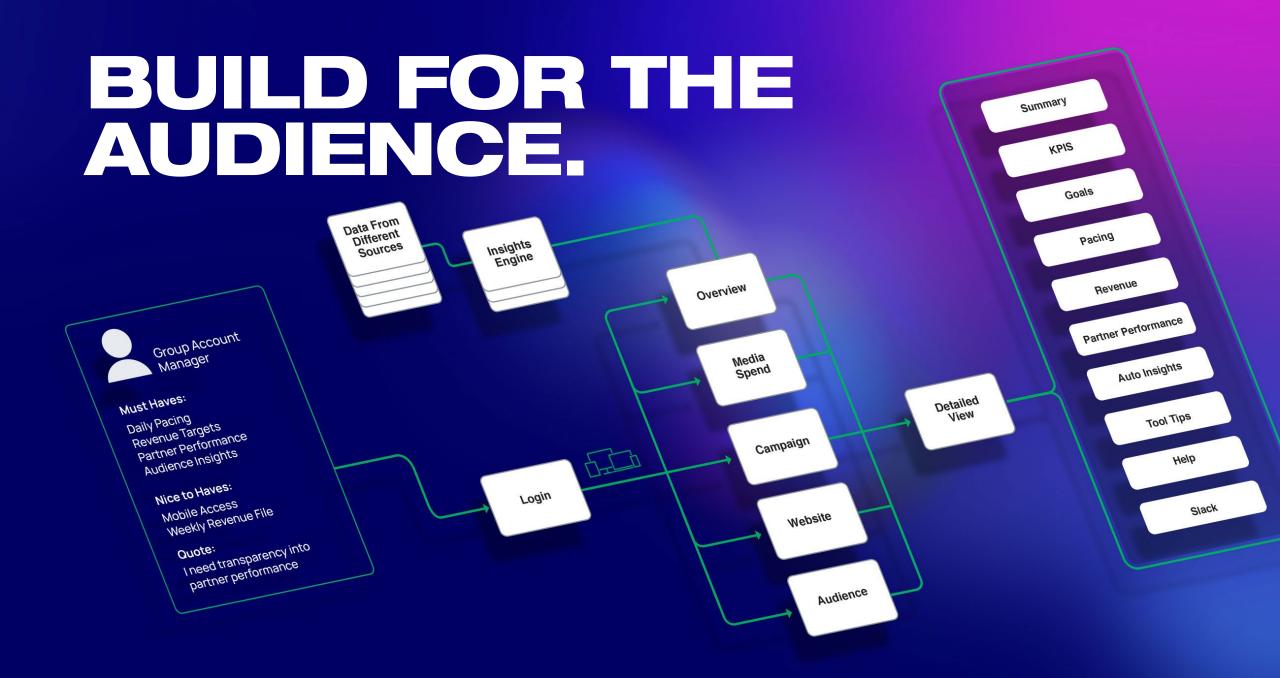
Understand Market Spend Limitations to Avoid Saturation

\$600

\$500

\$400

--- Log. (roas.date)



BEFORE RODUCTION YOUTUBE SHOWING DATA FOR OCT. 2019. DOC 31, 2019

CAMPAGN. Aa.

Total Budget \$61K

\$55K

550K 0

How much have you spent over time by campaign?

Advertiser 01 - Campa

SUMMARY

DEO

5K °

7

. • •

of\$5K

SOCIAL

SOCIAL MEDIA

\$100K

590K °

90% of \$111K

K

1 1000

DISPLAY

CTV

DISP

c5

SAE

90% of

PACING

SUMMARY

Advertiser 01

Advertiser 01

0.25

90%

85% 0 90% 01 100% 97% 01.030%

Total Spend \$61,187

Automated Insights

us, tortor s

1 1000

STRATE

DISPLAY

· CAMPHON: SELECT YOUR CAMPAIGH

Help Me Understand This

٢

0

CAMPAIGN

About the Benchmarks

consecteur admissions eilt, kulle gram vellt, rudpatate ei in sector admissions eilt einer vellt rudpatate ei in sector and sector sector einer einer

Quisque pec mauris sit and efit lecule petium s thoraine alouane maure in manufactures Quisque ne naets si anel di lecilis pretum honcus alingan matis. Ut alignate eros se ti al orna honcus internationalis anti alignate.

thoncus alquam mattis. Ut valoutate ecos sed sit arnet. Quisque toorest sen sit aneit orci uli

Quisque nec maule sit amet ell

unisque nec mauris sit amet el vehicula eu diam. Pellentesque pentreria vic.....

vehicula eu diam, Peliemesqu hendreit, Viramus varius prei nenorem, vivamus vanus pri utancorper at utricies meti Let's see the Details

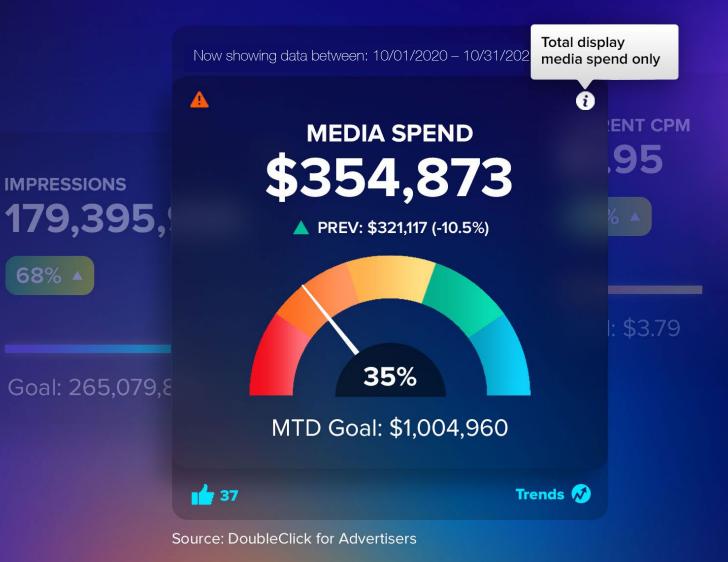
Where is this Data Sourced? consecteur adipiscing ein, Nulla quan lectus, ac Upanit ein fincifunt in Sed f quan ner Art

quam nec dui.

SUMMARY PACING

Advertiser 01

BE CLEAR.



DON'T GRAPH IT, SAY IT!

Media Pacing

• Buy Type Direct delivered an avg CPVM of 17.3

• Creative Type Display delivered an avg CPVM of 10.04

CPVM of \$11.62.

Brand X has an average weekly spend of \$2188.68

...

Summary

Buy Type Targeting

Buy Type Social has an ave

Social

· 2019-Nov 2

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

Audience First

Select

Connections Mapping

Sub-Brand

Optimize & Measure

•

04/01/2020 - 04/30/2020 📷

Select

Campaign Filter

MAKE IT FUN.



FIND THE NUNBER OVERVIEW TO BEAT.

OVERVIEW CRITICAL PERFORMANCE

BY MARKET (\mathbf{i}) TOTAL MEDIA SPEND

DETAILS

D.8B MDM 🔺 40%

TOTAL IMPRESSIONS

\$140K MOM V1

7

ICVS

GOAL:\$200K

 (\mathbf{i})

GOAL:2.5B

DETAILS

COST PER CLICK

 (\mathbf{i})

->

(i)

SOCIAL

MEDIA

Showing data

S

SALES

LOWER THRESHOLD UPPER THRESHOLD ACTUM SALES FORECASTED SALES

19U 5050

0

Jun 2020

W9A 5050

Apr 2020

Mar 2020

Feb 2020

SOCIALIZE THE DATA.

Thanks for your confidence in our service! The Nabler BI Team support@nabler.com

Go to the Dashboard

s is to inform you that the cor t a lower threshold CPM lim		Share of Volume
	Search Volume	
Term	199,800.00	17.51 %
Brand X	178,200.00	15.62 %
How to put in contacts		6.52 %
how to take out contacts	74,800.00	6.39 %
how to take out of	72,900.00	

Hello! T

Alert : Lower Threshold CPM LIMIT

N

To: marketing@customer.com

Admin from Nabler<alerts@nabler.com>

competitors below have

Monday June, 8, 2020 at 10:10 PM

SEEK NEW INSPIRATION.



TAL OUTPUT

732

691

647

599

891

Leaderboard

Susanna

Jamie

Yony

ALL RIDERS (192)



ROSS JENKINS US CEO

LARRY COHEN

SVP Data Strategy

www.decisionfoundry.com

info@decisionfoundry.com