

**Decision
Foundry**

11 TIPS FOR DESIGNING BETTER DATA EXPERIENCES

A VISUAL GUIDE

www.decisionfoundry.com

AWARD WINNING

2018

Salesforce
Best Data
Visualization
Award

2020

Top 5 Small Agency by
the Digital Analytics
Association

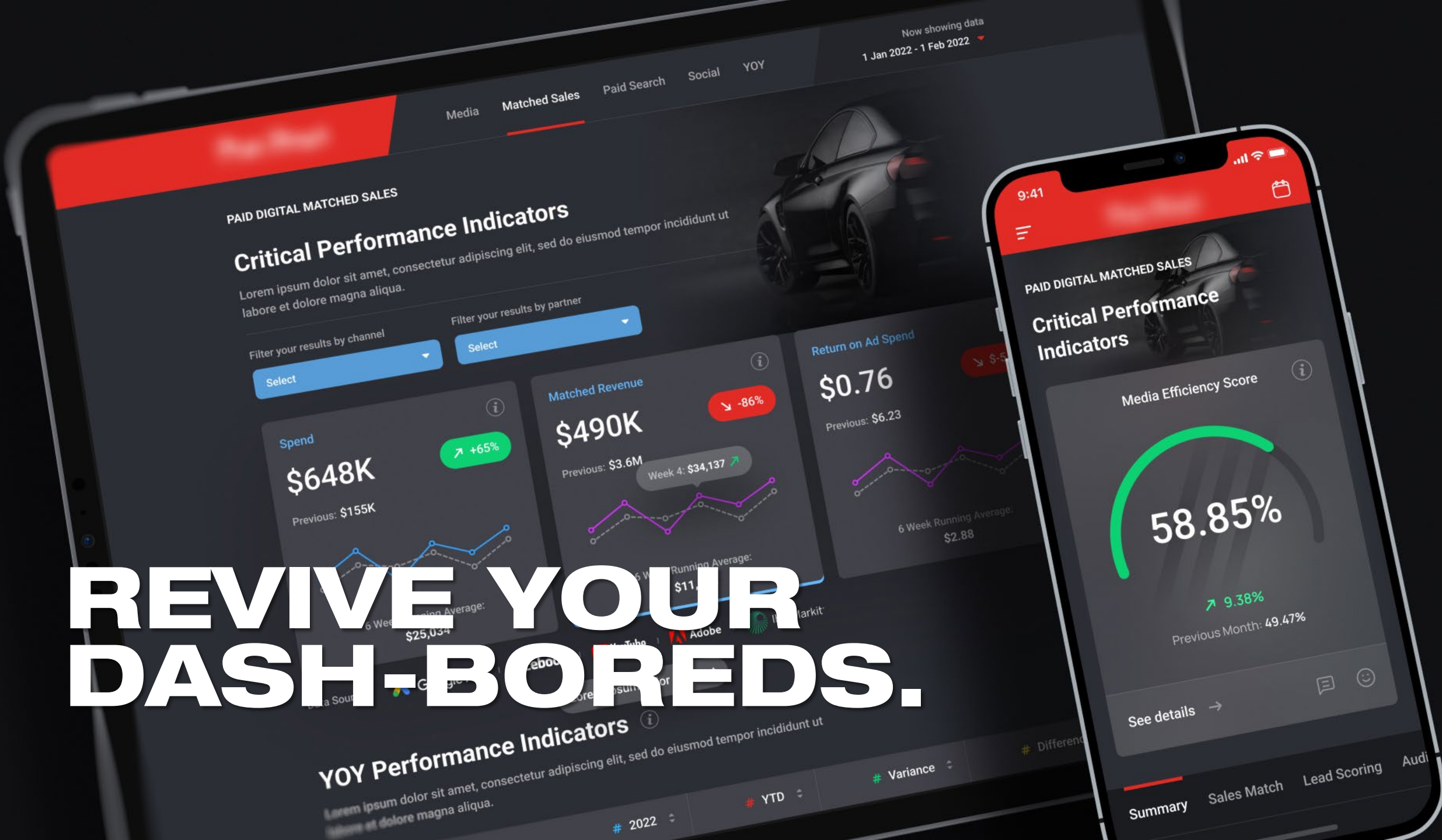
2021

4 Certified
Salesforce
Marketing
Champions

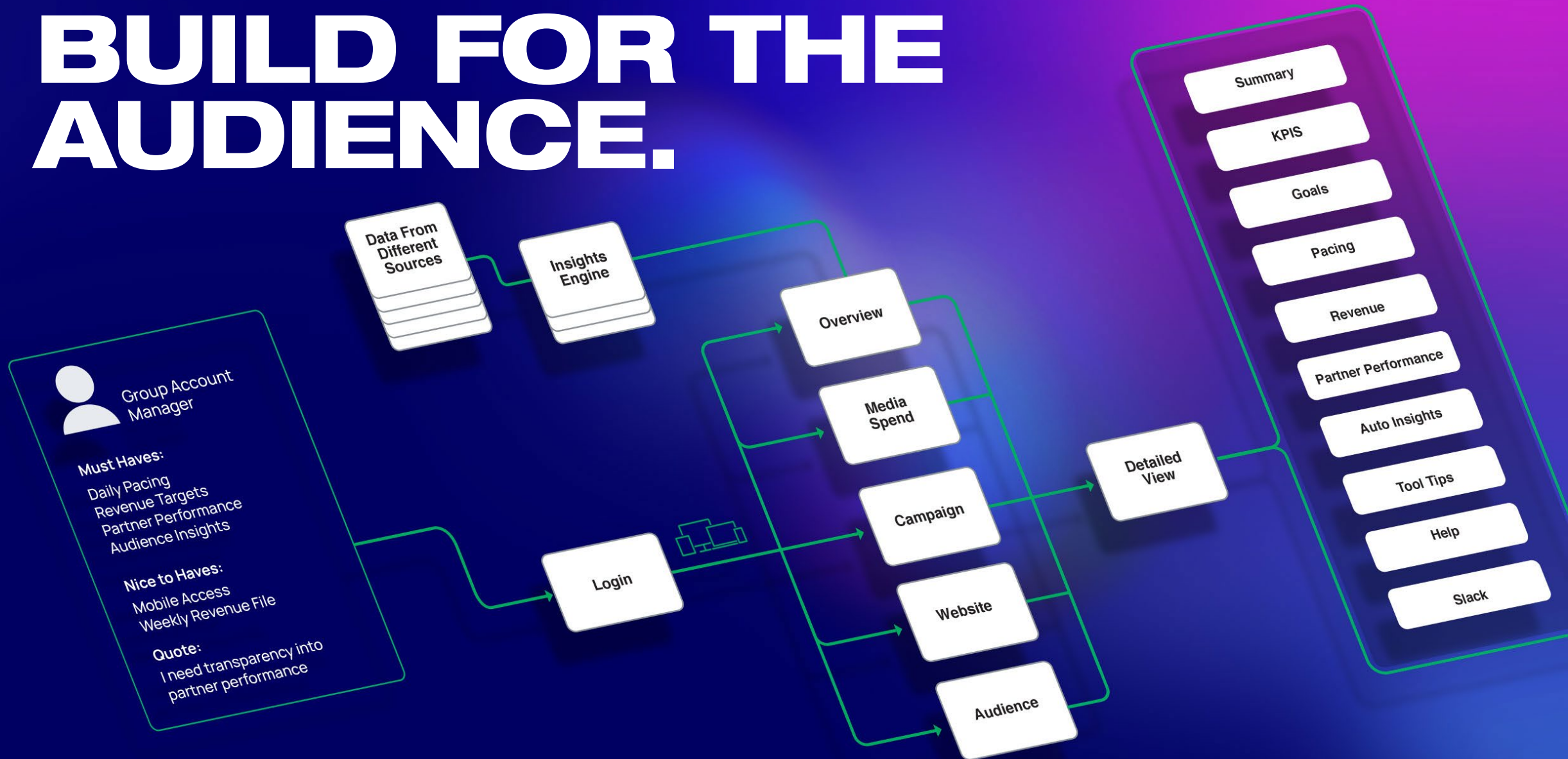
2021

AI Breakthrough
Award Best Data
Visualization Platform

**REVIVE YOUR
DASH-BOARDS.**

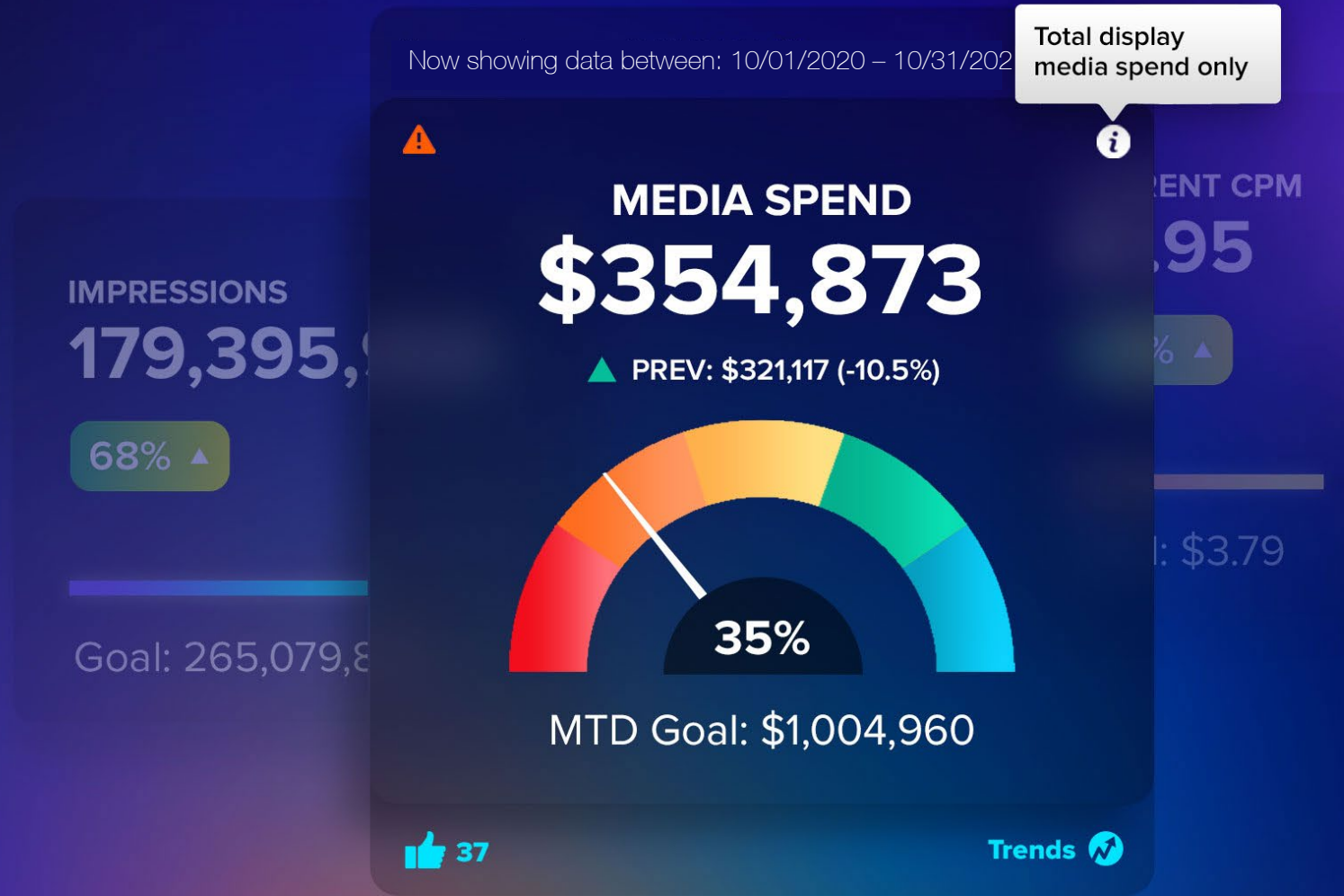


BUILD FOR THE AUDIENCE.



PAPER BEFORE PRODUCTION.

BE CLEAR.



Source: DoubleClick for Advertisers

Media Performance

Short description of this section goes here.

Total Spend

Cost Per Click

Cost Per Visit

Period
Month

\$ 1.43
Target \$ 7.00



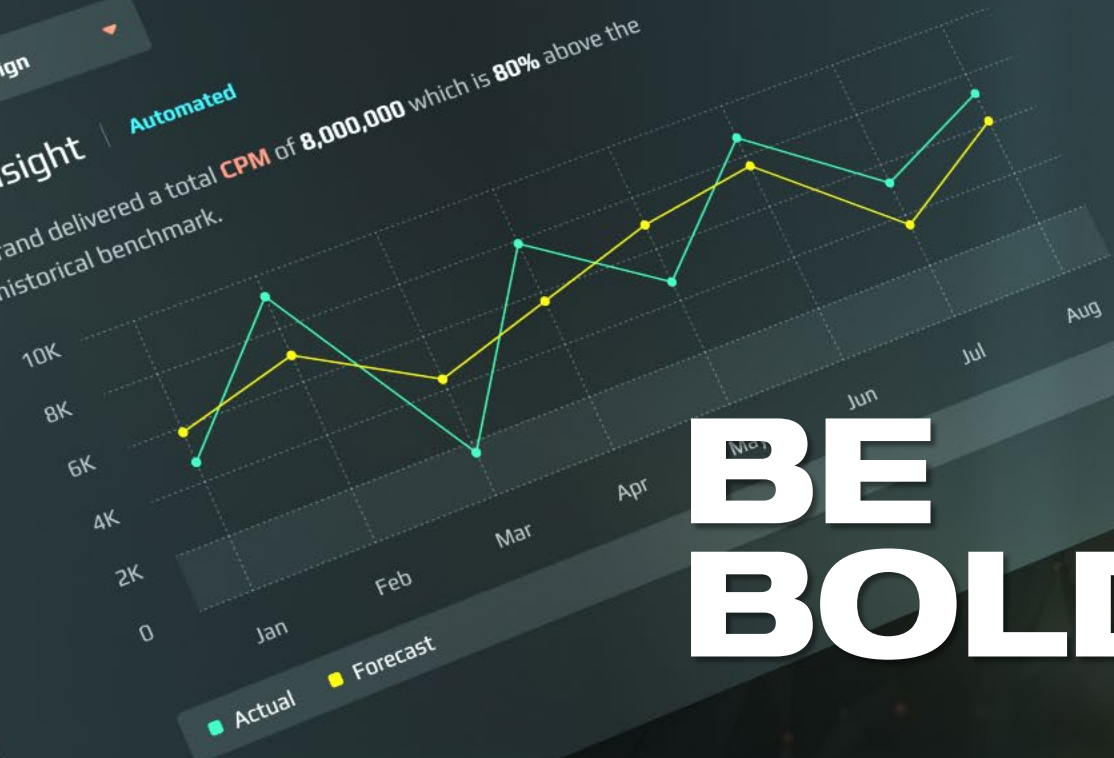
Metric
Impressions

Campaign
Campaign

Insight

Automated

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



11 Jan, 2020 - 29 Dec, 2020

BE BOLD.

Overview

Audience

Spend

Revenue

Now showing data for
1 Jan 2021 - 1 Feb 2021

Sub brand 1

Sub brand 2

Sub brand 3

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

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.

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

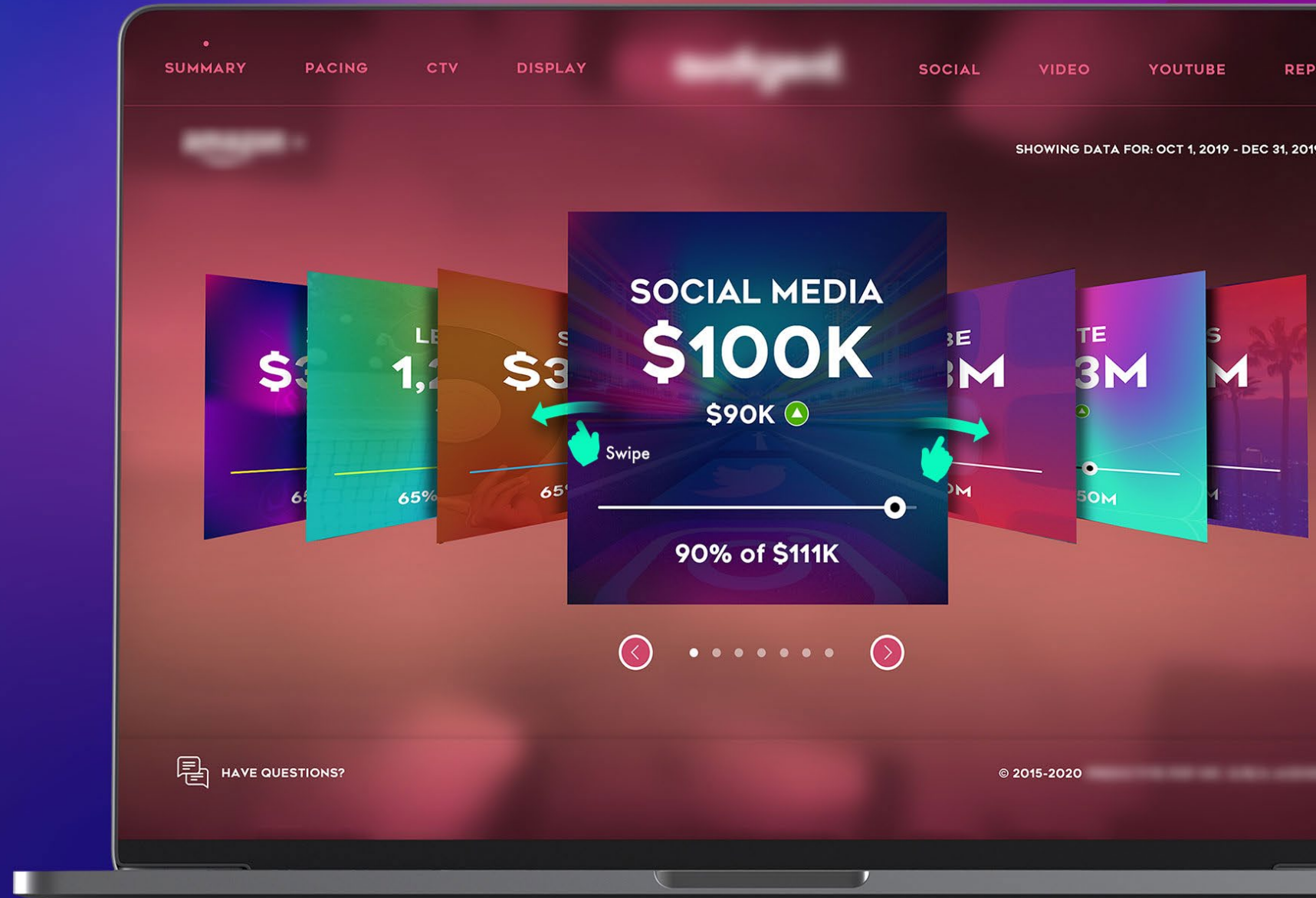
DON'T GRAPH IT, SAY IT!

Sub-brand Z has a 22% higher spend rate than planned. At this rate, your budget will be reached in 5 days. The intended target conversion rate is 2.5%.

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Have Questions?

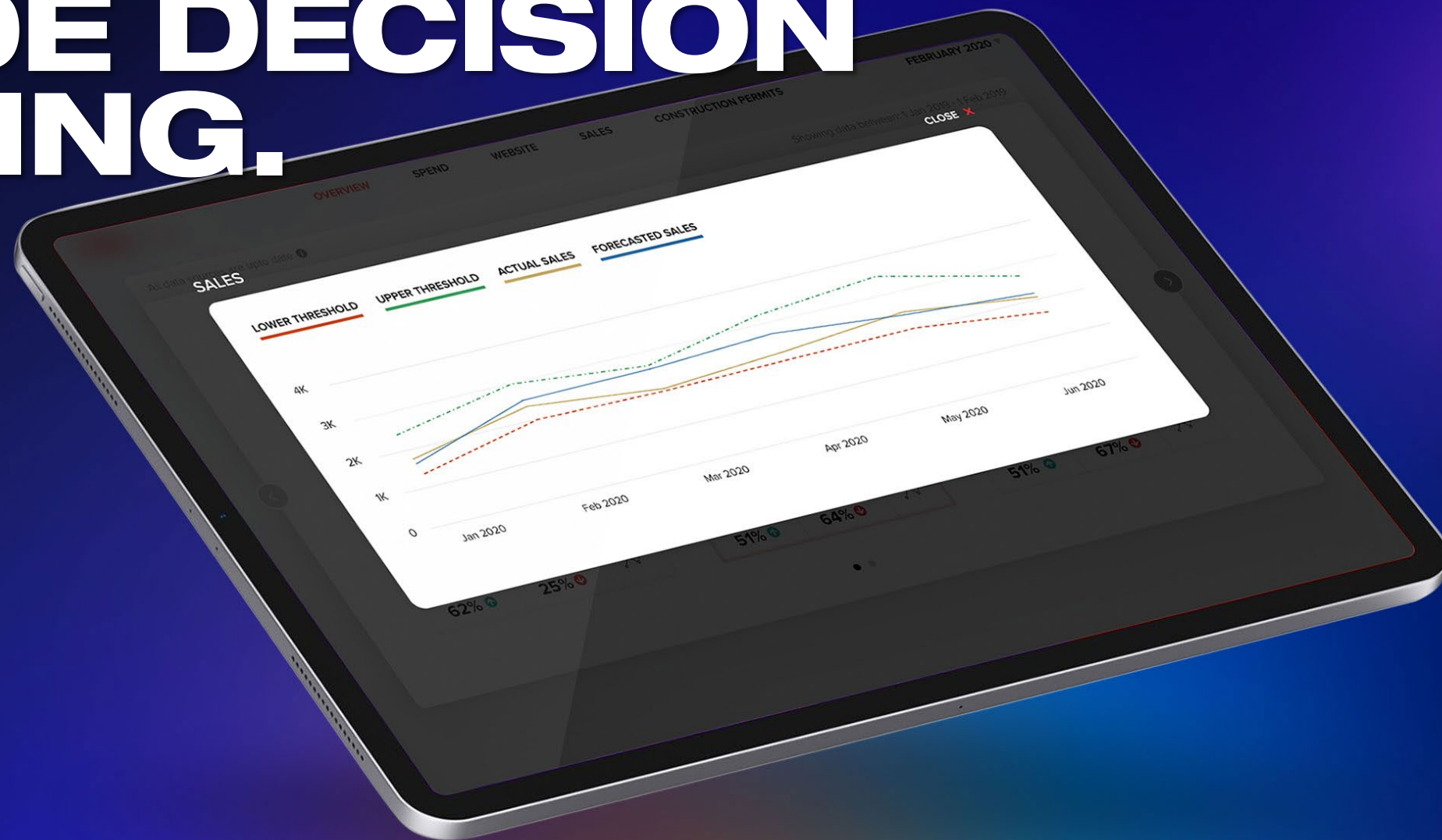
MAKE IT FUN.



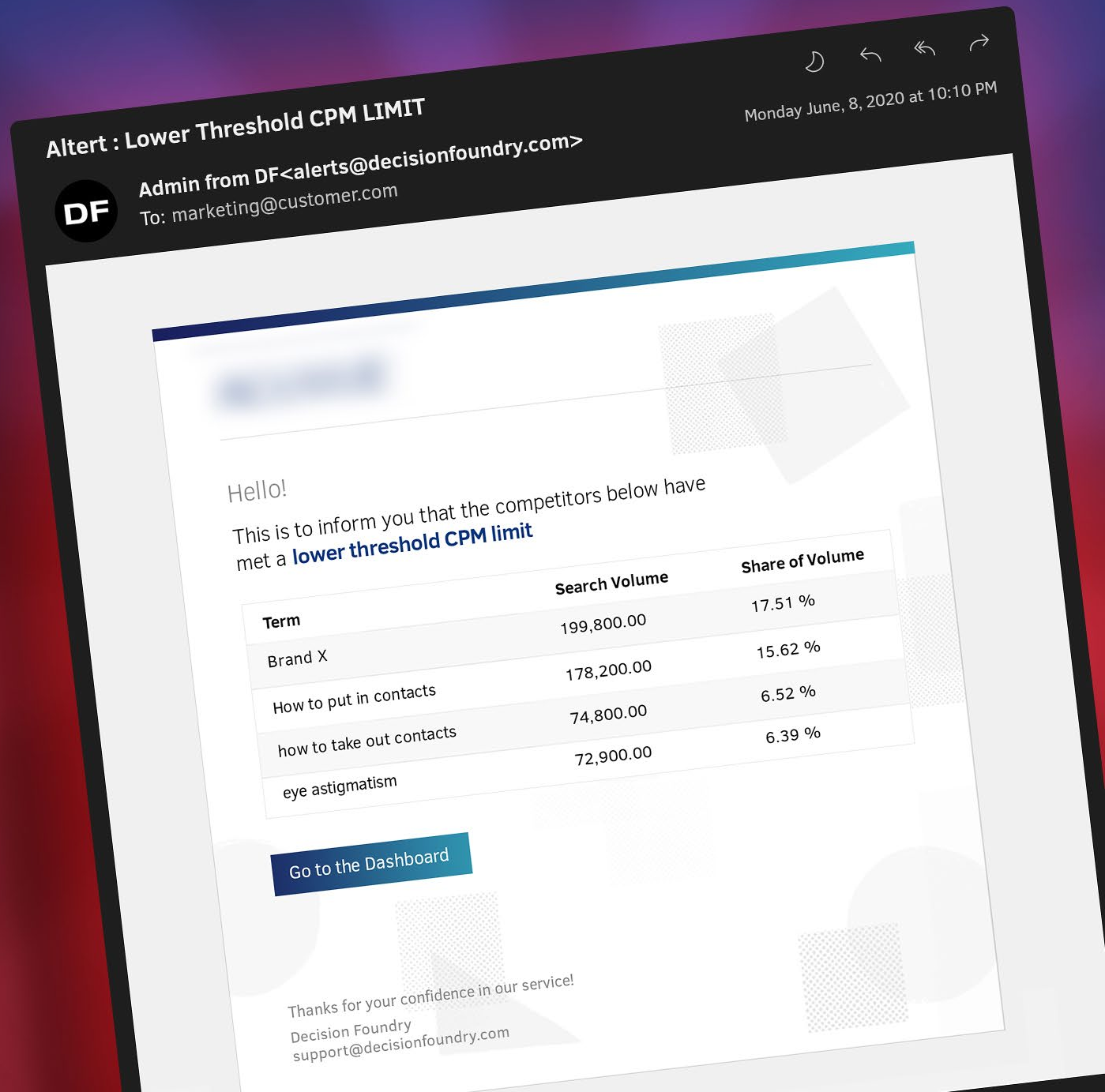
FIND THE NUMBER TO BEAT.



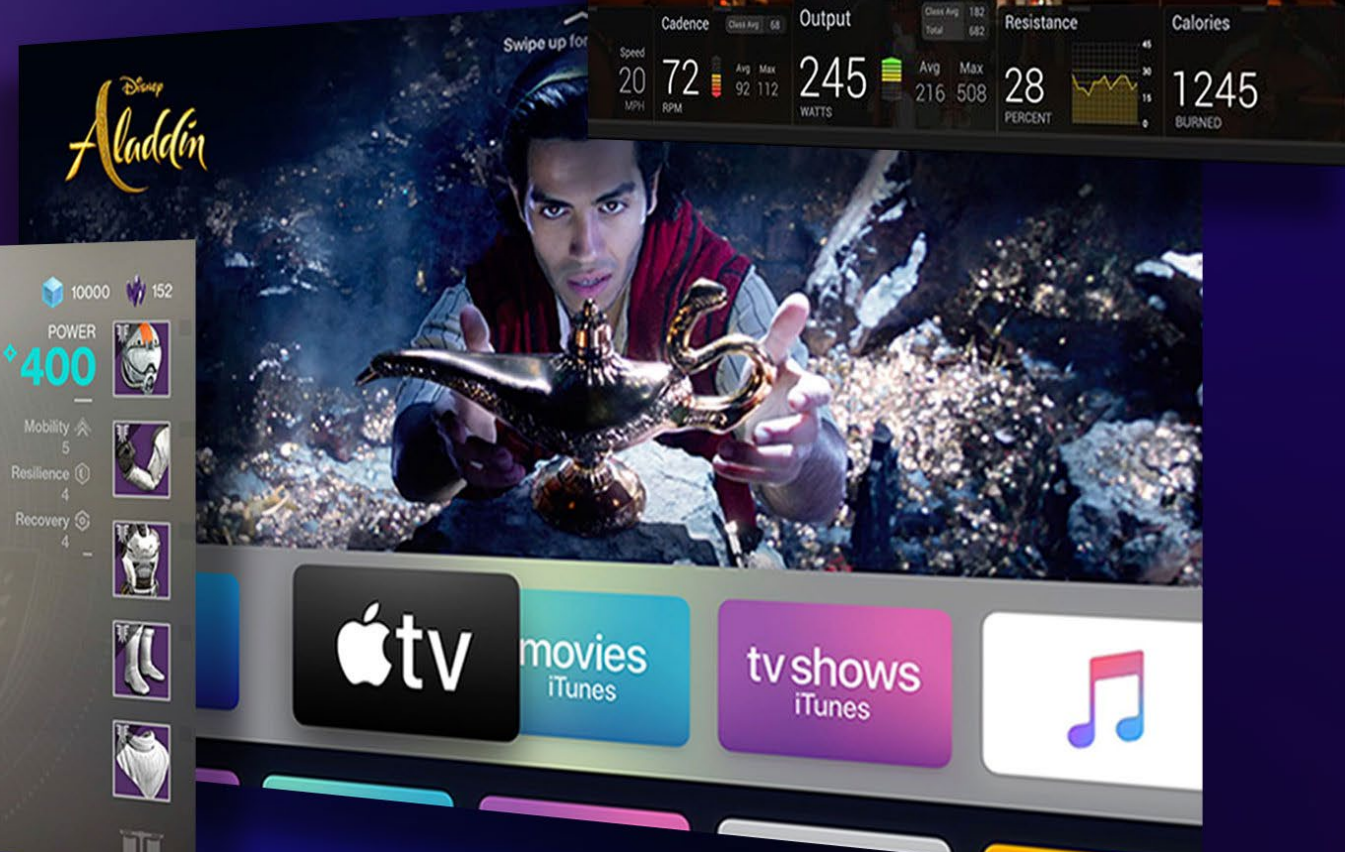
GUIDE DECISION MAKING.



SOCIALIZE THE DATA.



SEEK NEW INSPIRATION.



**Decision
Foundry**

LET'S TALK

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