

# MASTERING DATORAMA FUNDAMENTALS

DATA BLENDING

# WELCOME



**ROSS JENKINS**

CEO, Salesforce  
Marketing Champion



**LOHITH PATURU**

Technical Manager,  
Solutions Architect

# DF @ DF 22'

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**5**

**DATA-DRIVEN  
DESIGN  
PRINCIPLES**

# Spend Dynamics

Creative Performance

M E N U

BAUSCH

Alcon

CooperVision\*

HUBBLE

All data sources are up to date  
1 Jan 2019 - 1 Feb 2019

**VYZULTA**  
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**\$451,574**  
Media Cost



**\$63.56**  
CPM



**76,250,208**  
Impressions



**171**  
Unique Creatives

# HELPFUL RESOURCES

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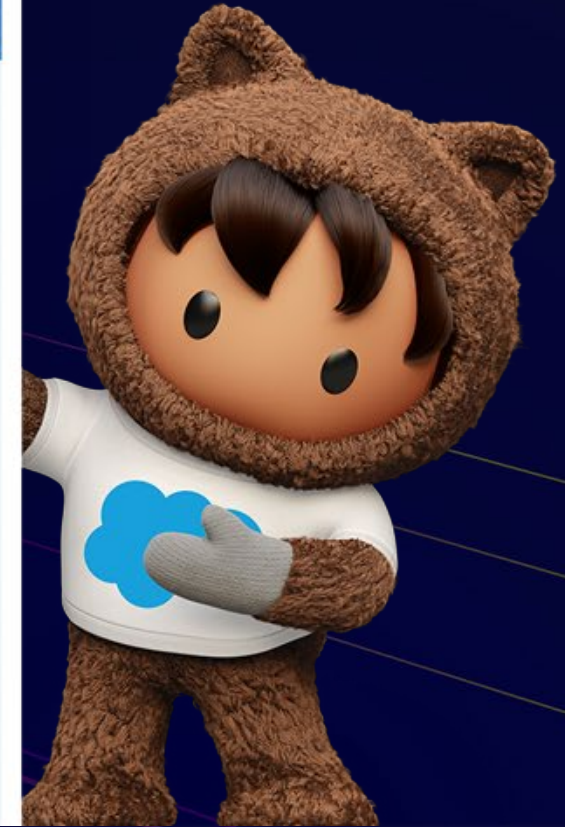
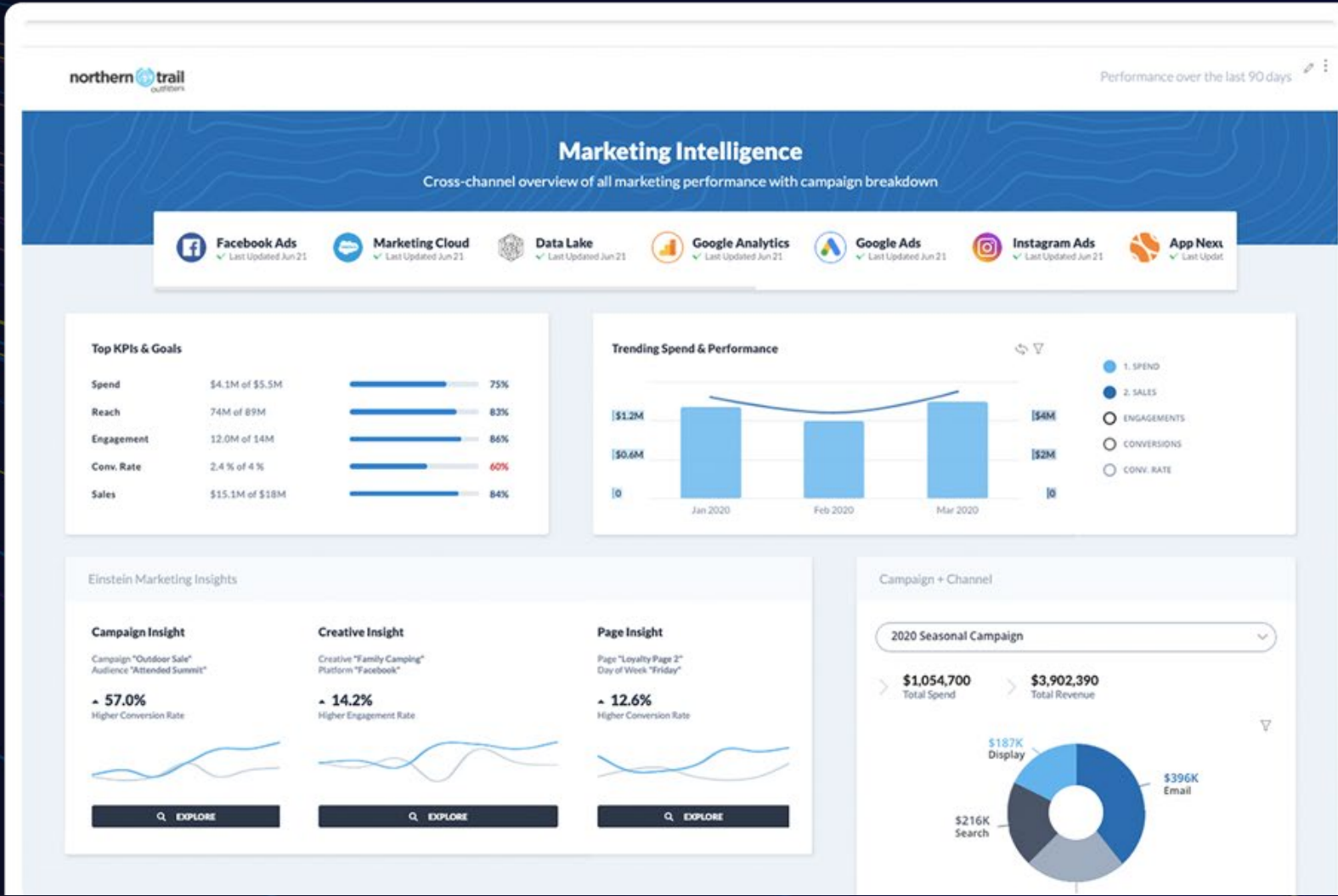
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# GENERAL HOUSKEEPING

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1. Enter questions in the comments box and we'll get to as many as possible during our session.
2. The recording of the webinar will be available 72 hours after the session ends and will be posted via YouTube and [decisionfoundry.com/masteringdatorama](https://decisionfoundry.com/masteringdatorama)

# DATA ORCHESTRATION





# THANK YOU

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