DXD

Build Better Data Experiences.
Critical Performance Indicators

Bausch had a projected Paid Search spend of $37,500 during the reporting period.
Maximize Your Campaign Performance

Media Spend
$354,873
28%
Goal: $1004,960

Impressions
179,395,958
66%
Goal: 265,079,876

Current CPM
$1.95
53%
Goal: $3.79

Let AI guide you on what's critical to your business
Brand_X in market_Y delivered a $4.11 CPM which is 17.5% less than the forecasted $5.30 CPM and 42% below the overall campaign benchmark.
Marketing Performance

Lorem ipsum is simply dummy text of the printing and typesetting industry. Lorem ipsum has been the industry's standard dummy text ever since the 1500s.

New Patient Growth

Lorem ipsum is simply dummy text of the printing and typesetting industry. Some Number.

Lo rem ipsum is simply typesetting industry.

100K

55% 95%

Multi: 10% Targets: 80%

Source: Consult
Stats are based on a survey between January 1, 2022 and April 15, 2022 among an average sample of 220 respondents.
Product X Launch Event Insights

High Exposure
Position the Brand as the most worthwhile to buy in 2020, strengthening the Product's high-end image and enhanced marketplace awareness.

Brand Vitality

<table>
<thead>
<tr>
<th>Platform</th>
<th>Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>YouTube HQ</td>
<td>132,000</td>
</tr>
<tr>
<td>Facebook</td>
<td>670,000</td>
</tr>
<tr>
<td>Instagram</td>
<td>70,000</td>
</tr>
<tr>
<td>Twitter</td>
<td>10,000</td>
</tr>
<tr>
<td>Facebook</td>
<td>900,000</td>
</tr>
</tbody>
</table>

Total Views: 8,200,000
Peak Concurrent Views: 95M

Use section to define key definitions and methods.
LET’S PARTNER

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