

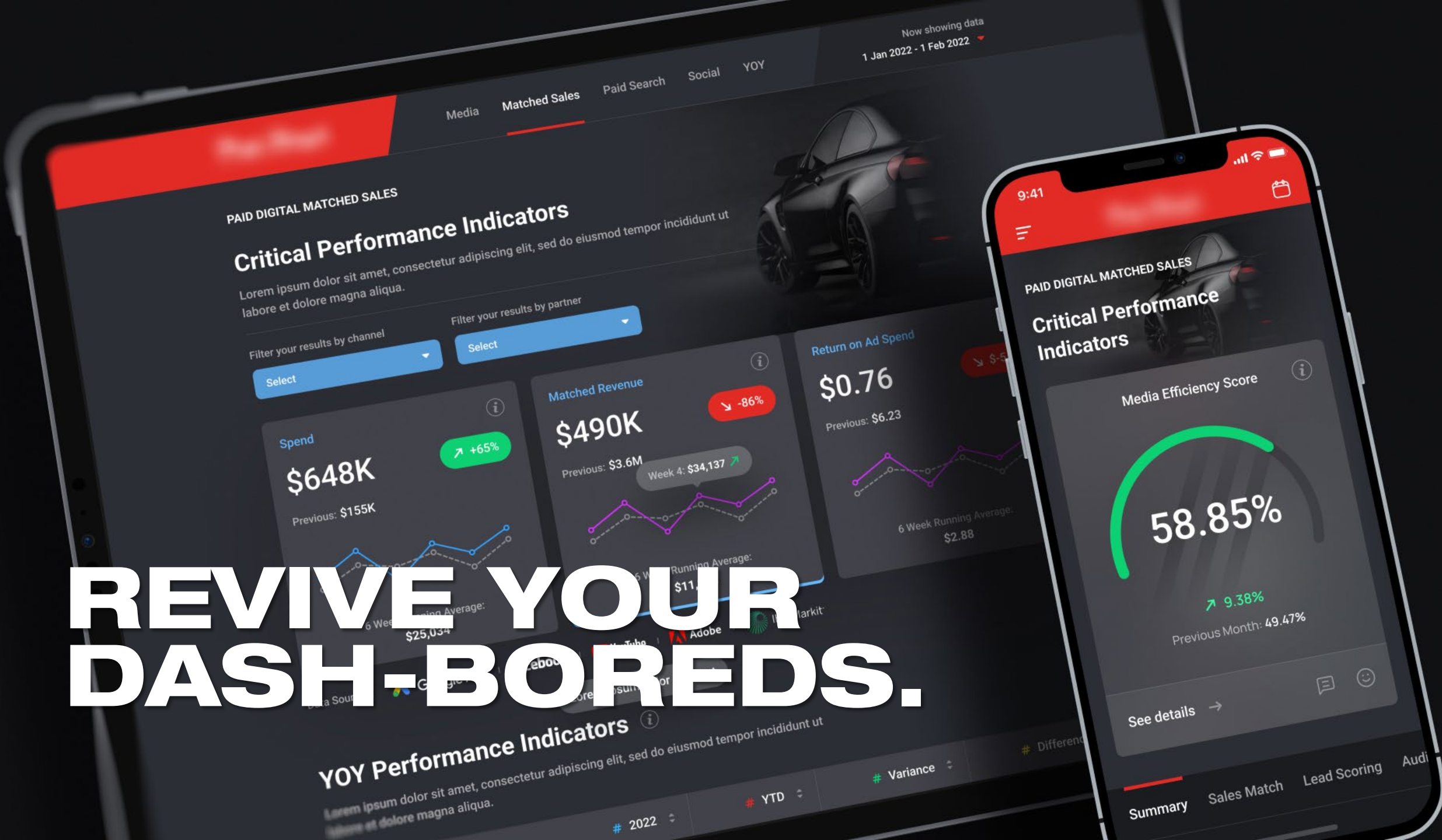
Decision  
Foundry

# 11 TIPS FOR DESIGNING BETTER DATA EXPERIENCES

A VISUAL GUIDE

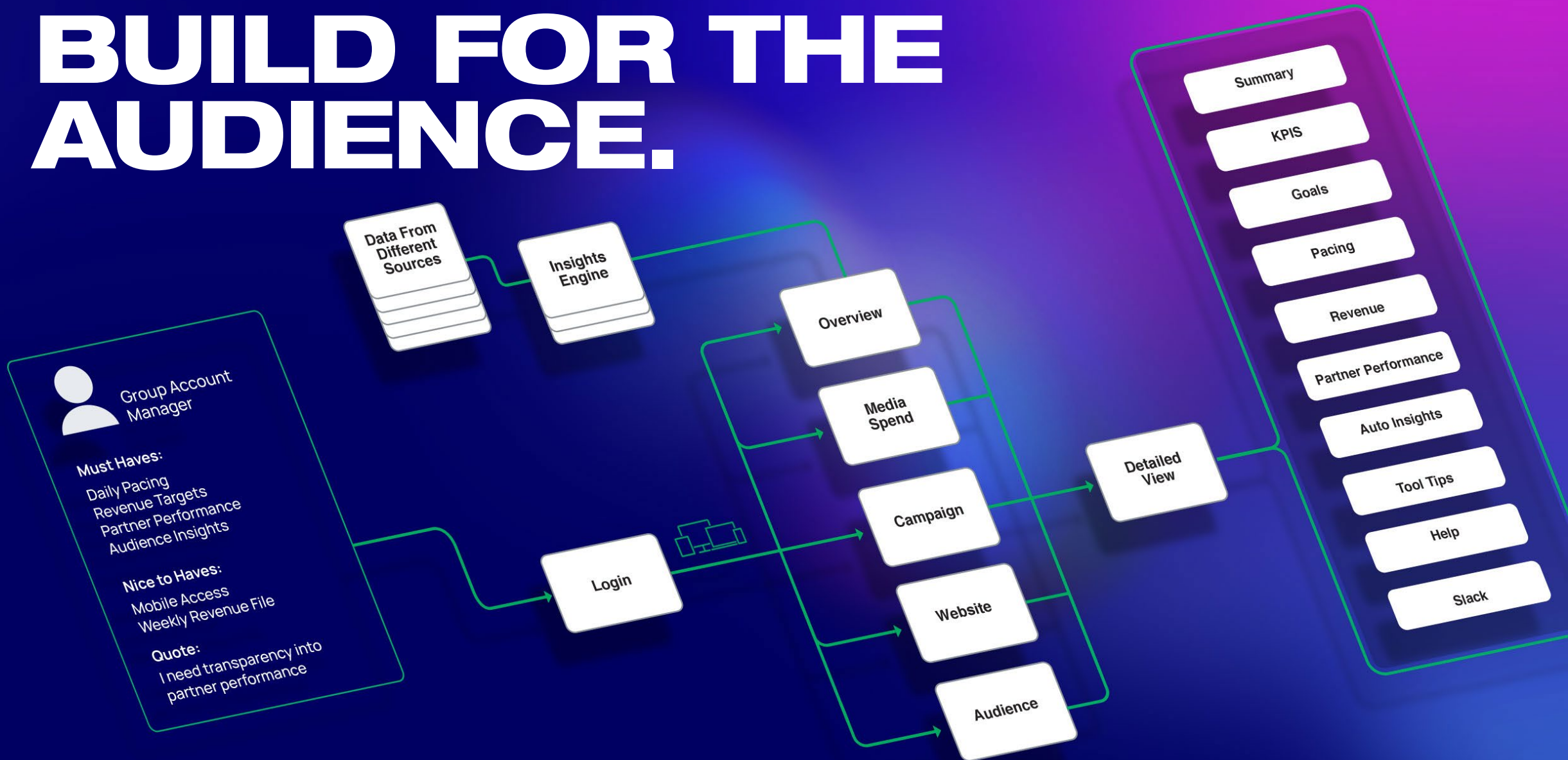
[www.decisionfoundry.com](http://www.decisionfoundry.com)

# REVIVE YOUR DASH-BOARDS.



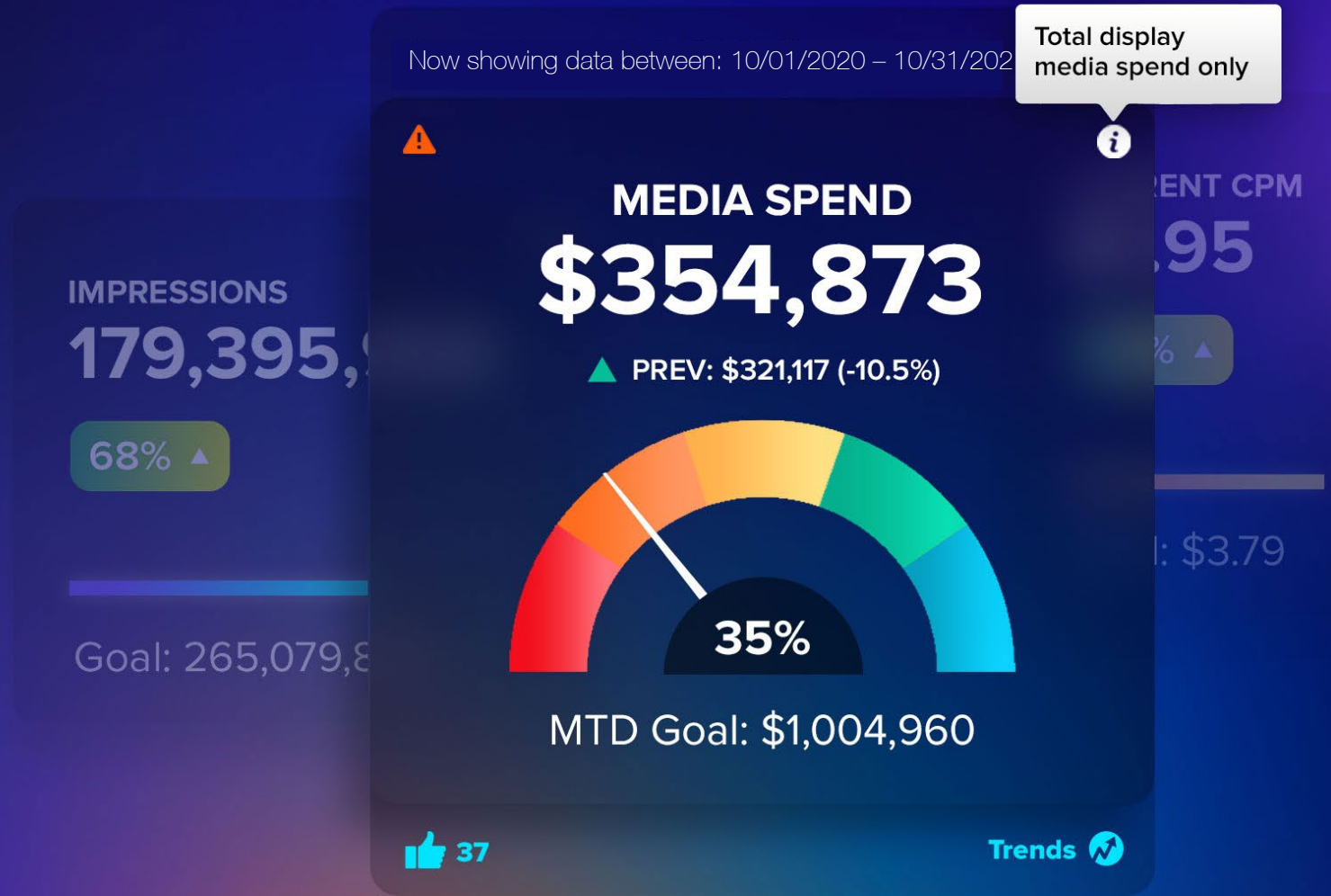


# BUILD FOR THE AUDIENCE.



# 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

Metric  
Impressions

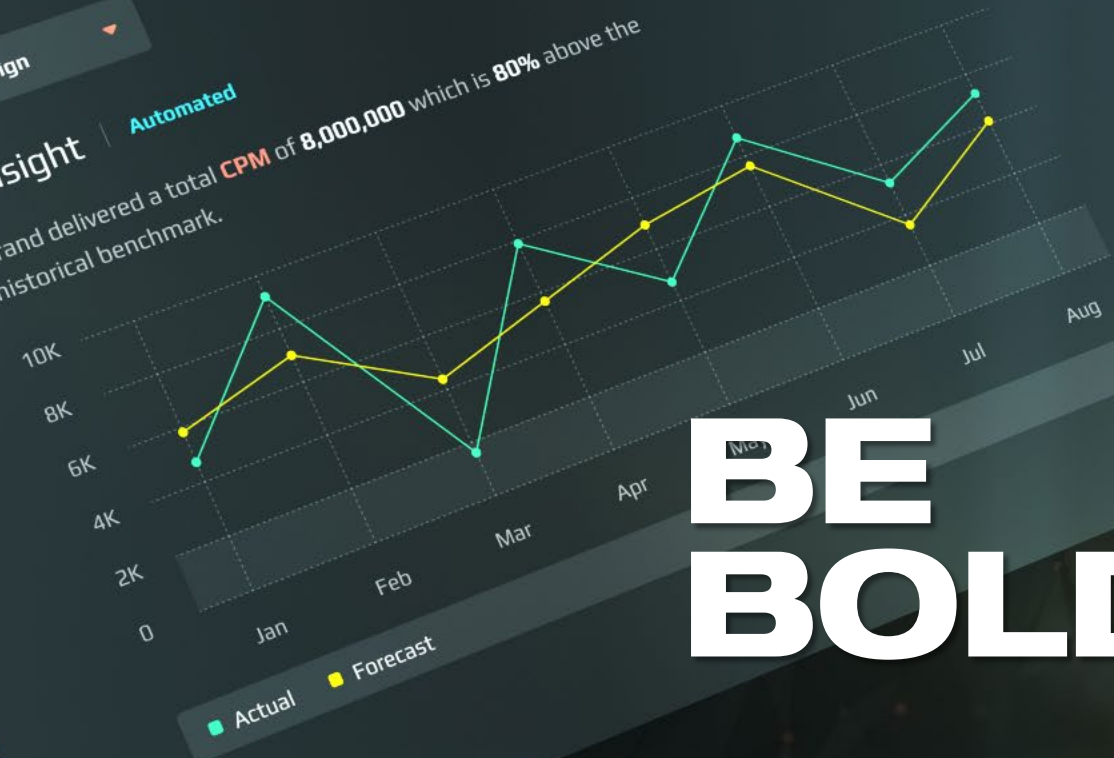
Campaign  
Campaign

\$ 1.43  
Target \$ 7.00



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.

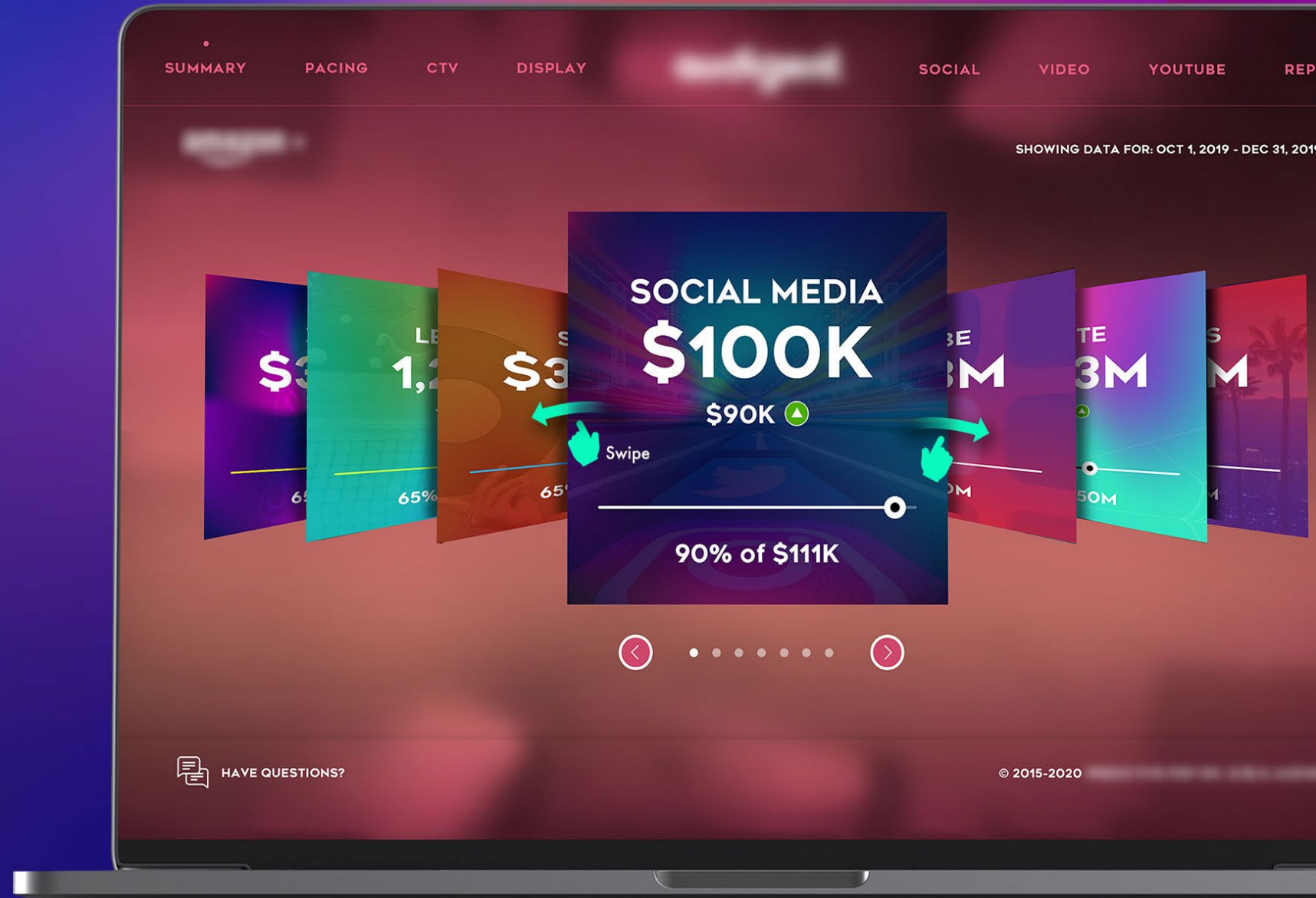
# DON'T GRAPH IT, SAY IT!

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.

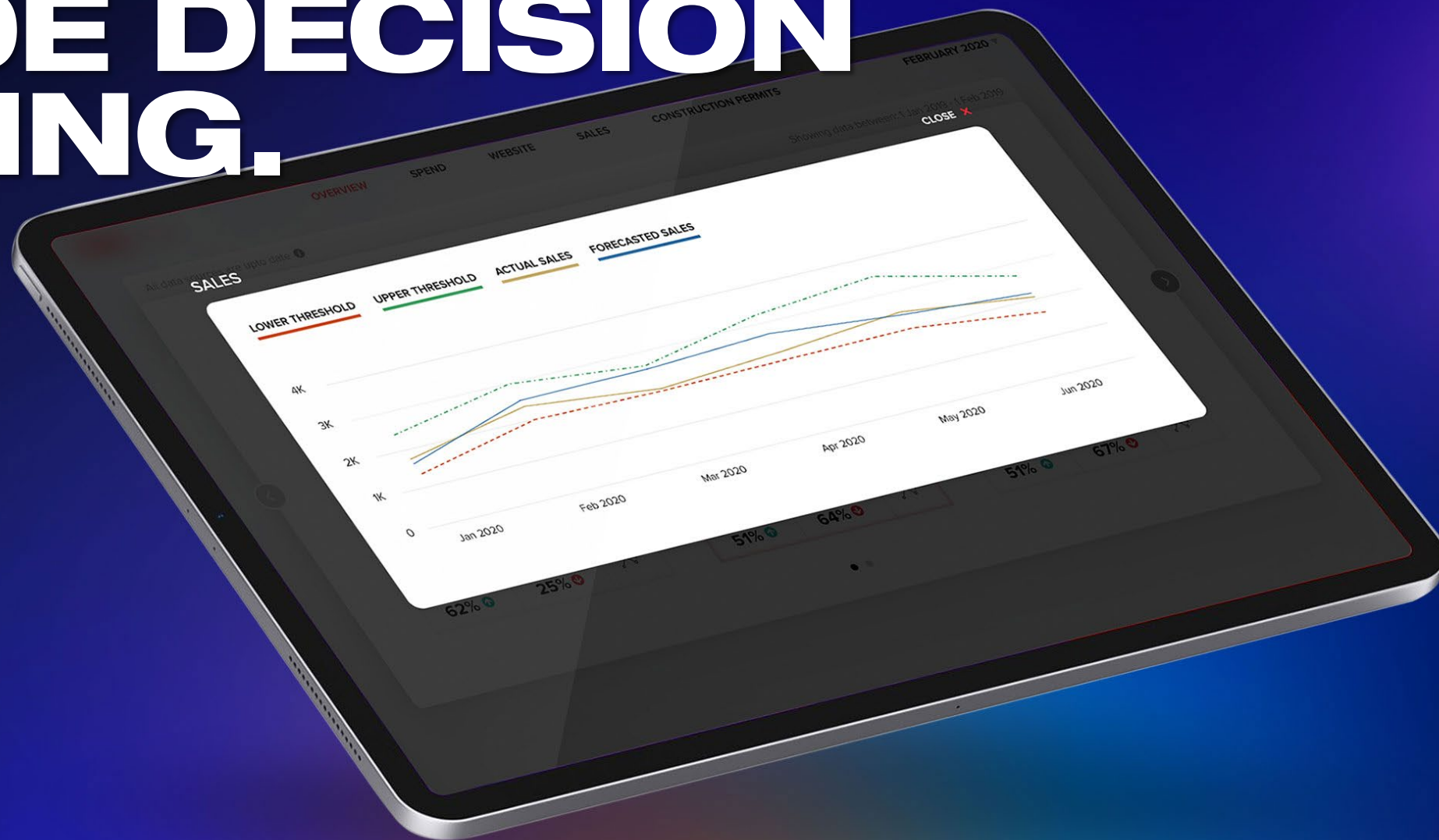




# FIND THE NUMBER TO BEAT.

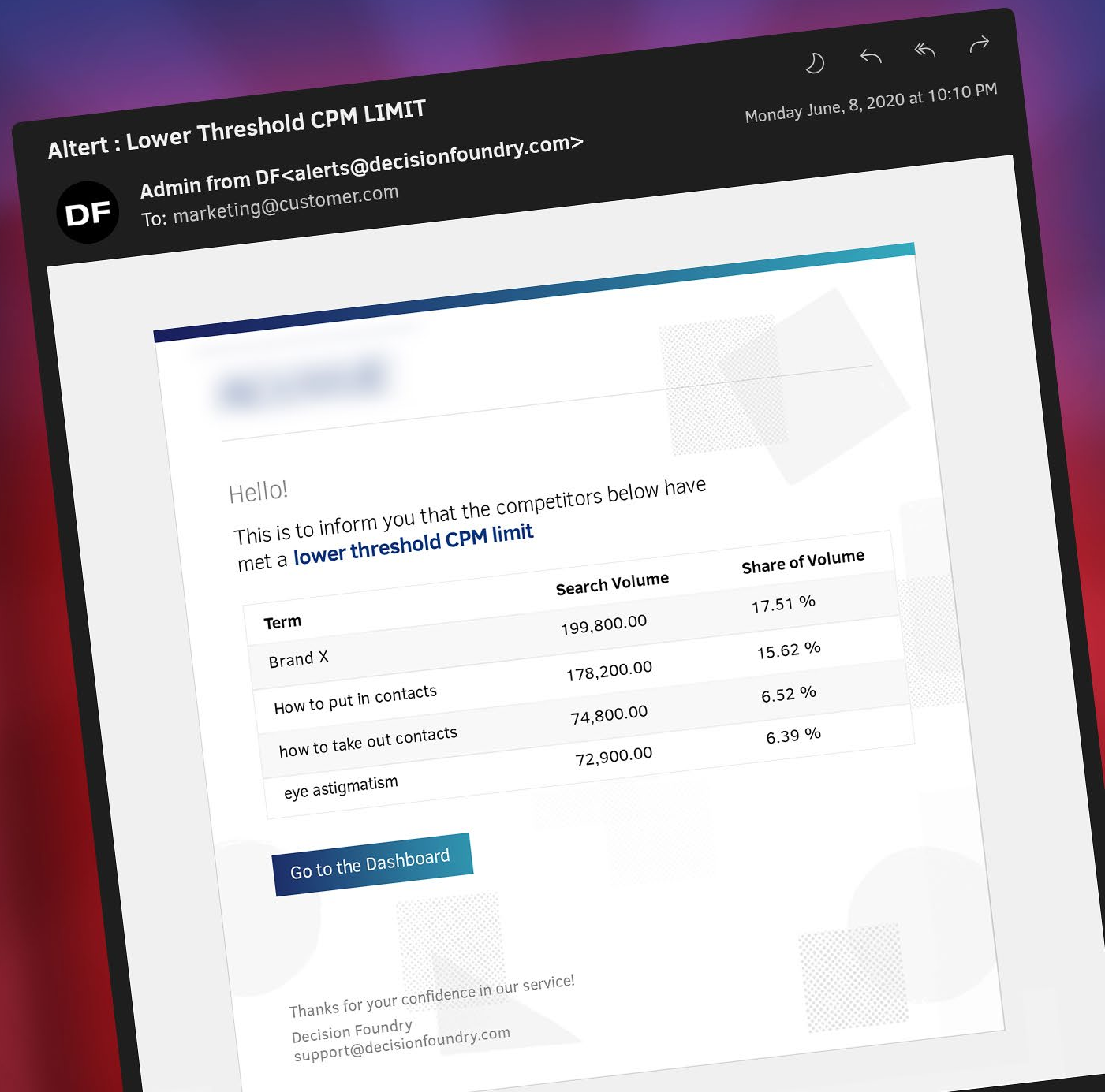


# GUIDE DECISION MAKING.





# SOCIALIZE THE DATA.



# SEEK NEW INSPIRATION.





**Decision  
Foundry**

# LET'S TALK

**ROSS JENKINS**

CEO

**[www.decisionfoundry.com](http://www.decisionfoundry.com)**

**LARRY COHEN**

EVP Data Strategy

**[info@decisionfoundry.com](mailto:info@decisionfoundry.com)**