

# 12 TIPS FOR HUMANIZING DATA EXPERIENCES

A Visual Guide

# INFORMATION DESIGN MATTERS

When information is clear, we make better decisions

1

Visualize Impact  
and Advocate  
Change

2

Assign Individual  
Goals and Create  
Accountability

3

Prioritize Platform  
Adoption

**REVIVE YOUR  
DASH-BORED.**





# BUILD FOR THE AUDIENCE.



# PAPER BEFORE PRODUCTION.

Handwritten notes on the left side of the image include: VISITS, DESKTOP, VIDEO, DISPLAY, SEARCH, DIRECT, 40M, 18M, and R/H.

UI Mockup 1 (Top):

- Buttons: SUMMARY, PACING, CTV, DISPLAY
- Advertiser: Advertiser 01
- Logo placeholder: LOGO
- Showing data for: Oct 1, 2019 - Dec 31, 2019
- Navigation: SOCIAL, VIDEO, YOUTUBE, REPORTS
- Summary: SOCIAL MEDIA \$100K, \$90K
- Progress: 90% of \$111K
- Other metrics: VIDEO 5K, 5K, of \$5K

UI Mockup 2 (Bottom):

- Buttons: SUMMARY, PACING, CTV, DISPLAY
- Advertiser: Advertiser 01
- Buttons: CAMPAIGN, SELECT YOUR CAMPAIGN, STRATE
- Section: Help Me Understand This
- Text: About My Performance, About the Benchmarks, Where is this Data Sourced?

UI Mockup 3 (Top):

- Buttons: SUMMARY, PACING, CAMPAIGN, Advertiser 01, CHANNEL
- Summary: Total Budget \$61K, 122% of \$50K
- Summary: Total Spent \$55K, 90% of \$61K
- Summary: Flight Pacing 90%, 85%, 90% of 100%
- Summary: 97% of 0.25%

UI Mockup 4 (Middle):

- Line chart: How much have you spent over time by campaign?
- Table: Advertiser 01 - Campaign 01
- Table columns: Week 1, Week 2, Week 3, Week 4, Week 5, Total Spend
- Table data: Week 2, Total Spend \$61,187

UI Mockup 5 (Bottom):

- Section: Automated Insights
- Text: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed rhoncus, tortor sed eleifend tristique, tortor mauris sit amet elit.



# DON'T GRAPH IT, SAY IT!

- Shifting spend to Sub-Brand Campaign E will increase in CTR.
- Sub brand 2
  - Sub brand 3
- 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.
- 2 • Ad Product Marketplace is performing 15% higher than its historical benchmark. Performance can be improved by switching from Ad Product News Feed to Marketplace.

 [View details](#)

Sub-brand Z has a 22% higher spend rate than planned. At the current rate, your budget will be reached in 5 days. The intended target conversion rate of 4% will not be met.

 [Have Questions?](#)

# BE CLEAR.

Now showing data: 10/01/2020 – 10/31/2020

Total display media spend only

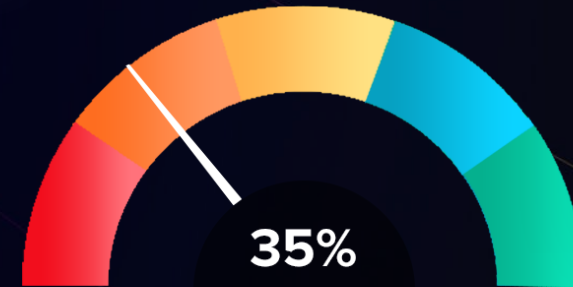
IMPRESSIONS  
179,395,8

68% ▲

Goal: 265,079,8

MEDIA SPEND  
**\$354,873**

▲ PREV: \$321,117 (-10.5%)



MTD Goal: \$1,004,960

👍 37 🗨️ 08

Trends 📈

Source: DoubleClick for Advertisers

Mutual: Brand delivered a total CPM of 8,000,000 which is 80% above the historical benchmark. [See details](#)

11 Jan, 2020 - 29 Dec, 2020

# Media Performance

Short description of this section goes here.

Total Spend

Cost Per Click

Cost Per Visit

Period  
Month

Metric  
Impressions

Campaign

Insight Automated

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

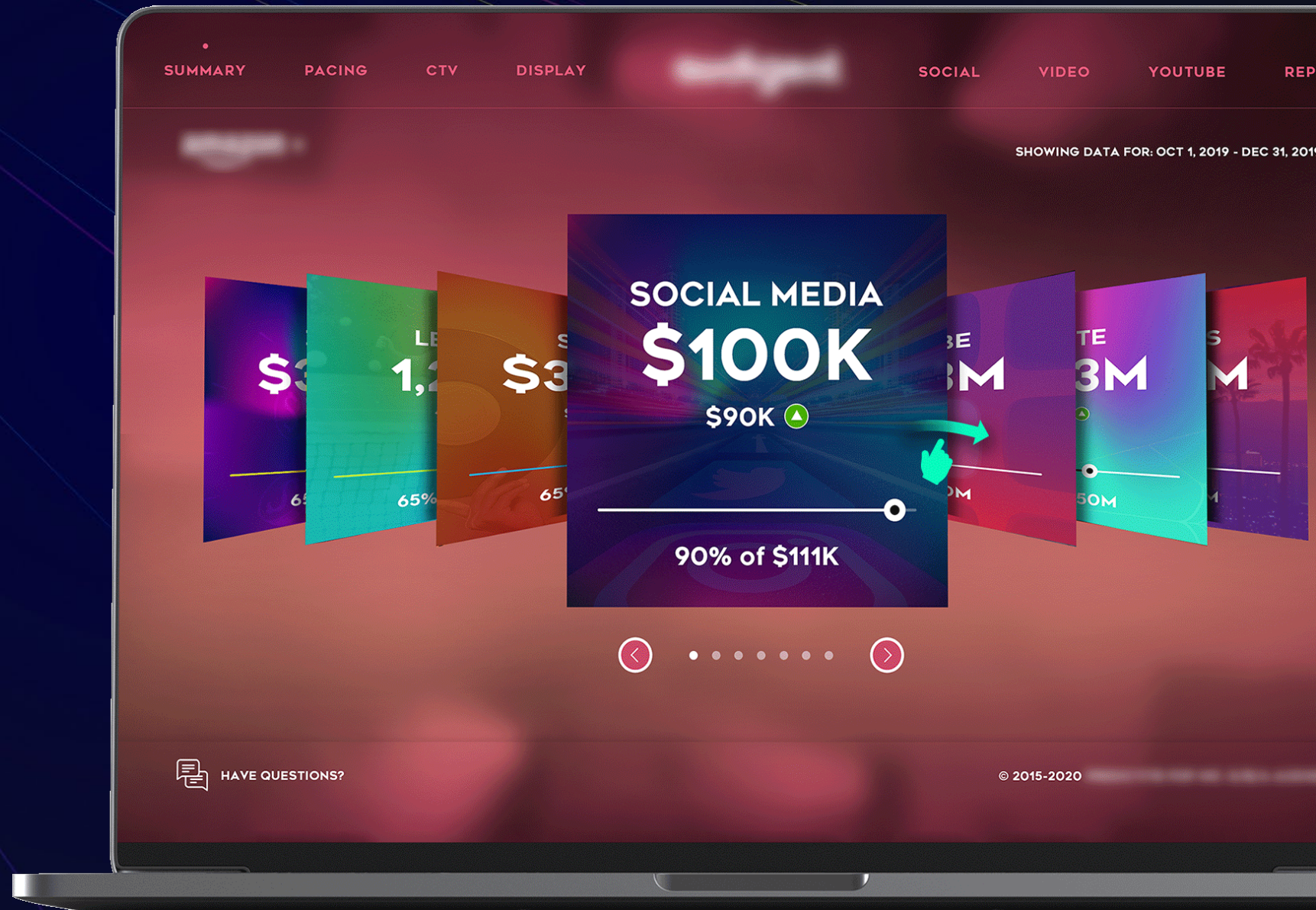
\$ 1.43  
Target \$ 7.00



# BE BOLD.



# MAKE IT FUN.





# KNOW THE NUMBER TO BEAT.

HOME

SEARCH

PROGRAMMATIC

Showing data between: Aug 1, 2020 - Aug 31, 2020

## OVERVIEW CRITICAL PERFORMANCE INDICATORS

BY MARKET

BY LOB

TOTAL MEDIA SPEND



DETAILS →

TOTAL IMPRESSIONS



DETAILS →

TOTAL CLICKS

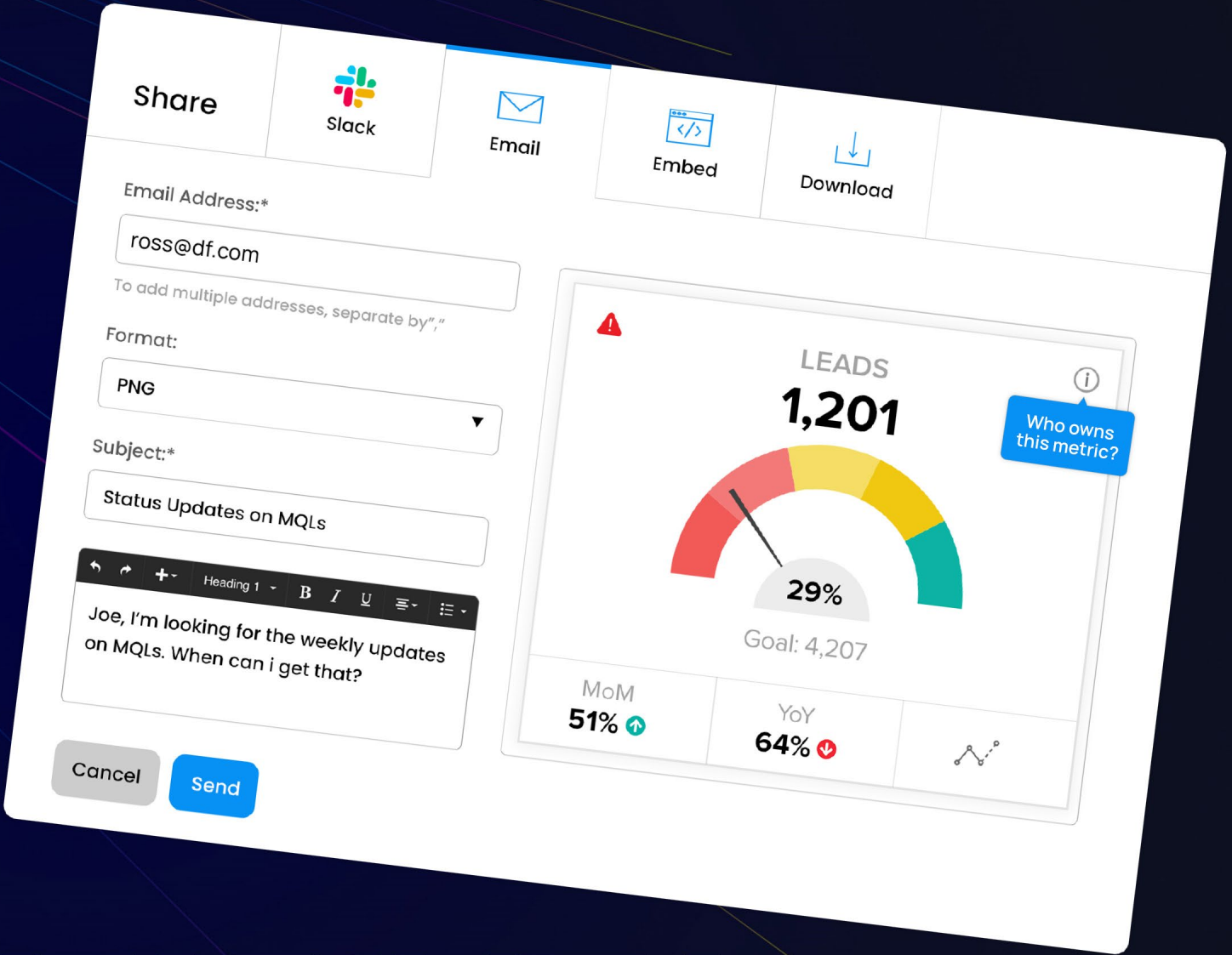
COST PER CLICK



# MAKE DECISIONS.







# CREATE ACCOUNTABILITY

# SOCIALIZE THE DATA.

Alert : Lower Threshold CPM LIMIT

DF

Admin from DF <alerts@decisionfoundry.com>  
To: marketing@customer.com

Monday, June 8, 2020 at 10:10 PM

Hello!

This is to inform you that the competitors below have met a **lower threshold CPM limit**

Term	Search Volume	Share of Volume
Brand X	199,800.00	17.51 %
How to put in contacts	178,200.00	15.62 %
how to take out contacts	74,800.00	6.52 %
eye astigmatism	72,900.00	6.39 %

[Go to the Dashboard](#)

Thanks for your confidence in our service!  
Decision Foundry  
support@decisionfoundry.com



# SEEK NEW INSPIRATION.

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Leaderboard

ALL RIDERS (192)

RANK	NAME	TOTAL OUTPUT
15	Susanna	891
PERSONAL BEST		
16	Jonathan	732
17	Rachel	691
18	Yony	682
19	Alice	647
20	Jamie	599
21	Margaret	533
18	Yony	682

Speed 20 MPH

Cadence 72 RPM

Output 245 WATTS

Resistance 28 PERCENT

Calories 1245 BURNED

Swipe up for

Disney Aladdin

Apple TV movies iTunes tv shows iTunes

10000 152

POWER 400

TRACKLESS WASTE  
Shotgun  
Requires Level 32  
400 ATTACK  
"No footprints out here." —Olu Alderdice

PRECISION  
Recoil pattern is more vertical.

Increased ammo reserves. Faster reload, stow, and ready when crouched.



# PARTNER

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EVP Data Strategy

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