

MASTERING DATORAMA FUNDAMENTALS

Episode 4: Data Visualization

SERIES RECAP

Today!



Episode 1

Data Onboarding

Episode 2

Harmonization

Episode 3

Classifications

Episode 4

Data Visualization

Episode 5

Data Communication

Go to:
decisionfoundry.com/masteringdatorama

HELPFUL RESOURCES

1. Join our LinkedIn [Datorama Experts](#) group.
2. [Opt-in](#) at decisionfoundry.com/masteringdatorama and download resources associated with this series.
3. Register on Salesforce [Trailhead](#) and [connect](#) with the broader Marketing Cloud Intelligence community.
4. [Follow DF across social platforms](#) for tips, articles, case studies, checklists, webinars and other resources.

INFORMATION DESIGN

When information is clear, we make better decisions...

1

Visualize For
Impact

2

Assign Goals and
Create
Accountability

3

Platform Adoption

WHO IS DECISION FOUNDRY?



BY THE NUMBERS

Delivering Value Beyond Platforms

5000

MCI/Datorama
Projects
Completed

53

Globally,
certified.
67% of our
Analysts are
level 3+.

9

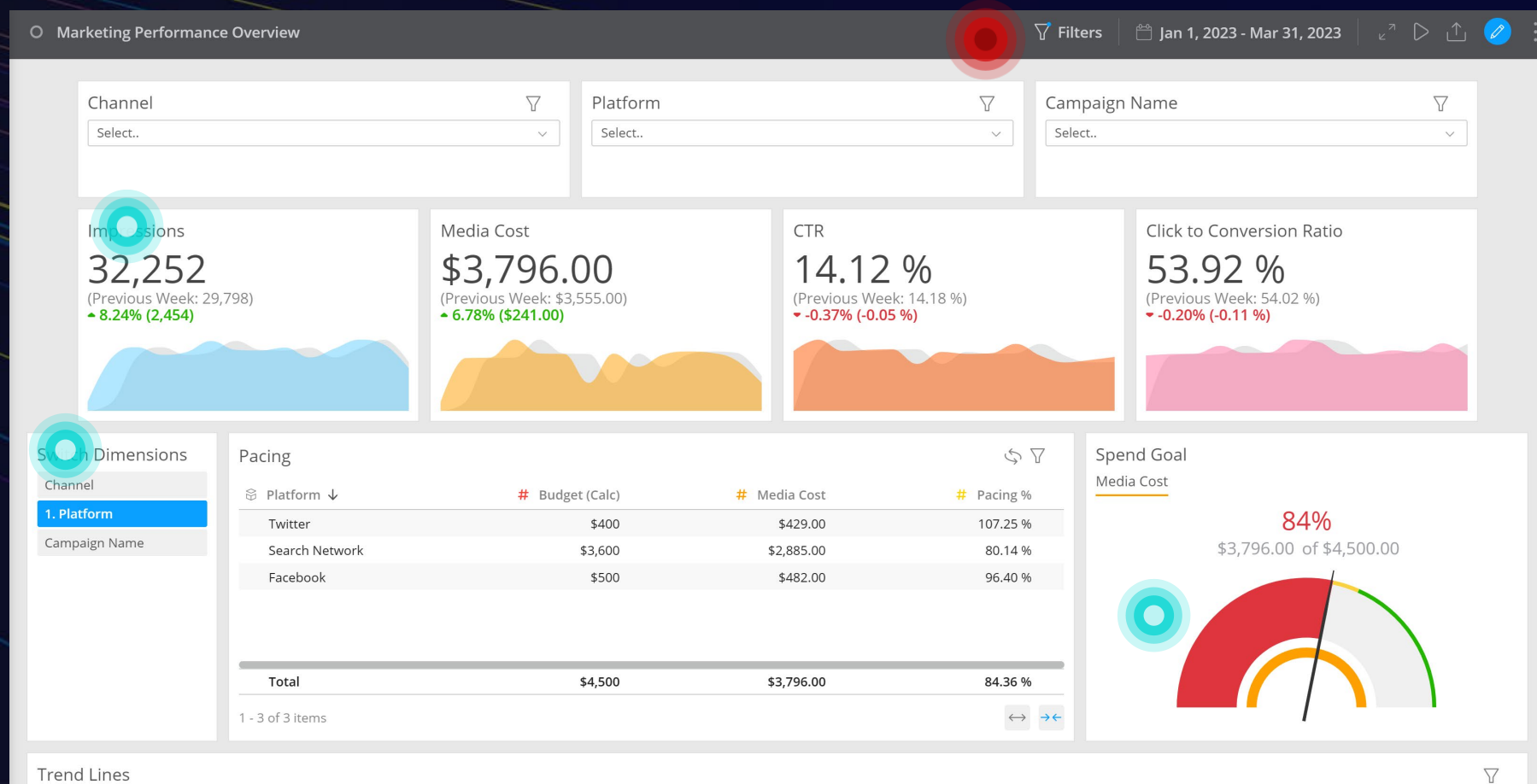
Years of
award-
winning MCI
Experience



intelligence

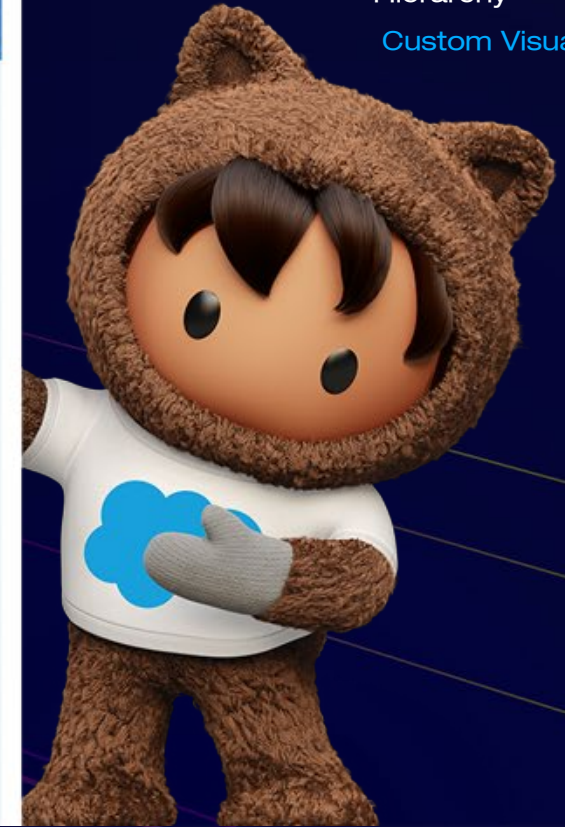
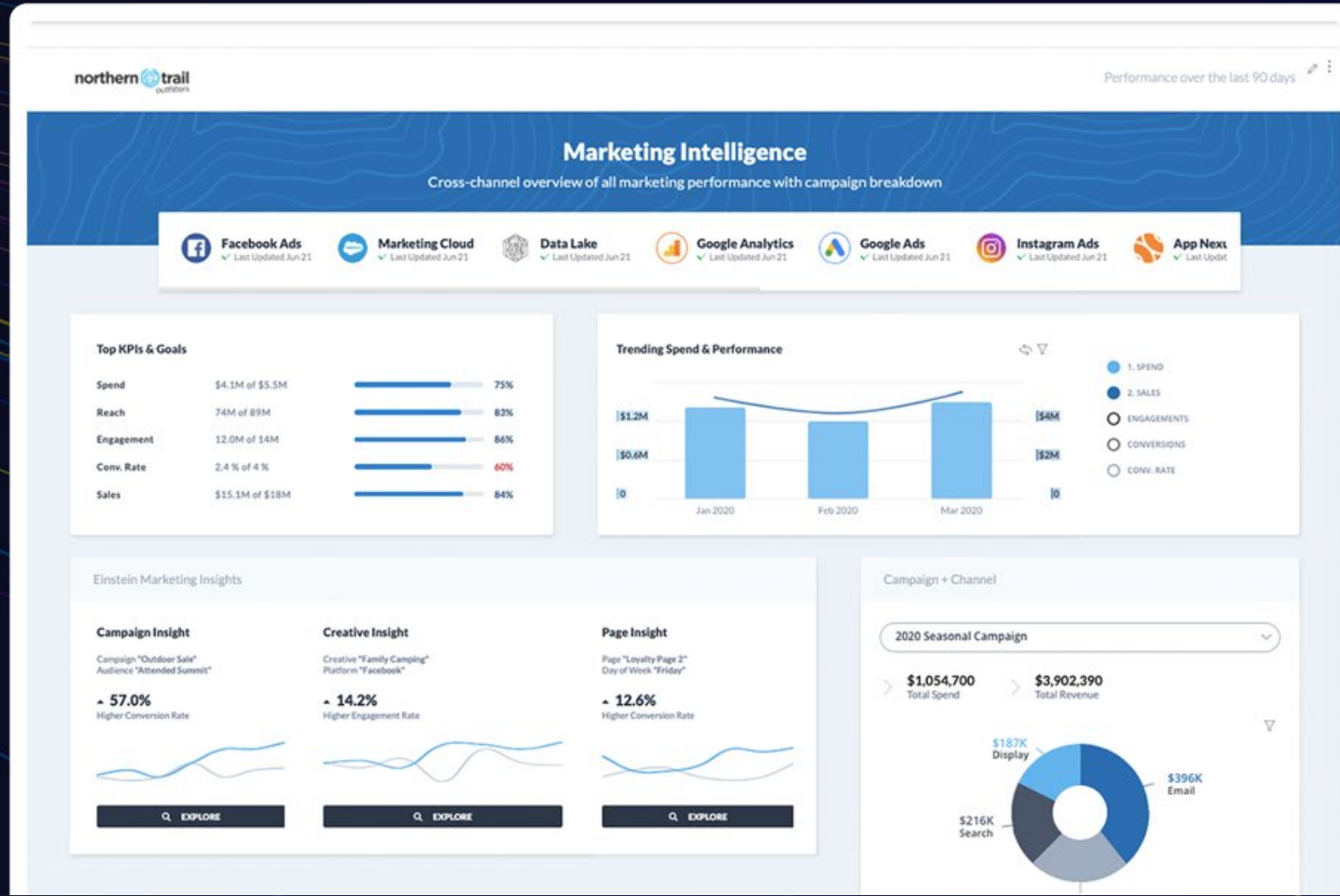
ETL + REPORTING AUTOMATION + VISUALIZATION?

Go to: </datorama/articles/what-is-datorama>



VISUALIZATION TAB = DATA COMMUNICATION

Organizing Principles
Good branding
Logical Grouping
Hierarchy
Custom Visualization



MCI's Data Communication Capabilities
Can Be Extended Through Design, CSS,
HTML & JavaScript

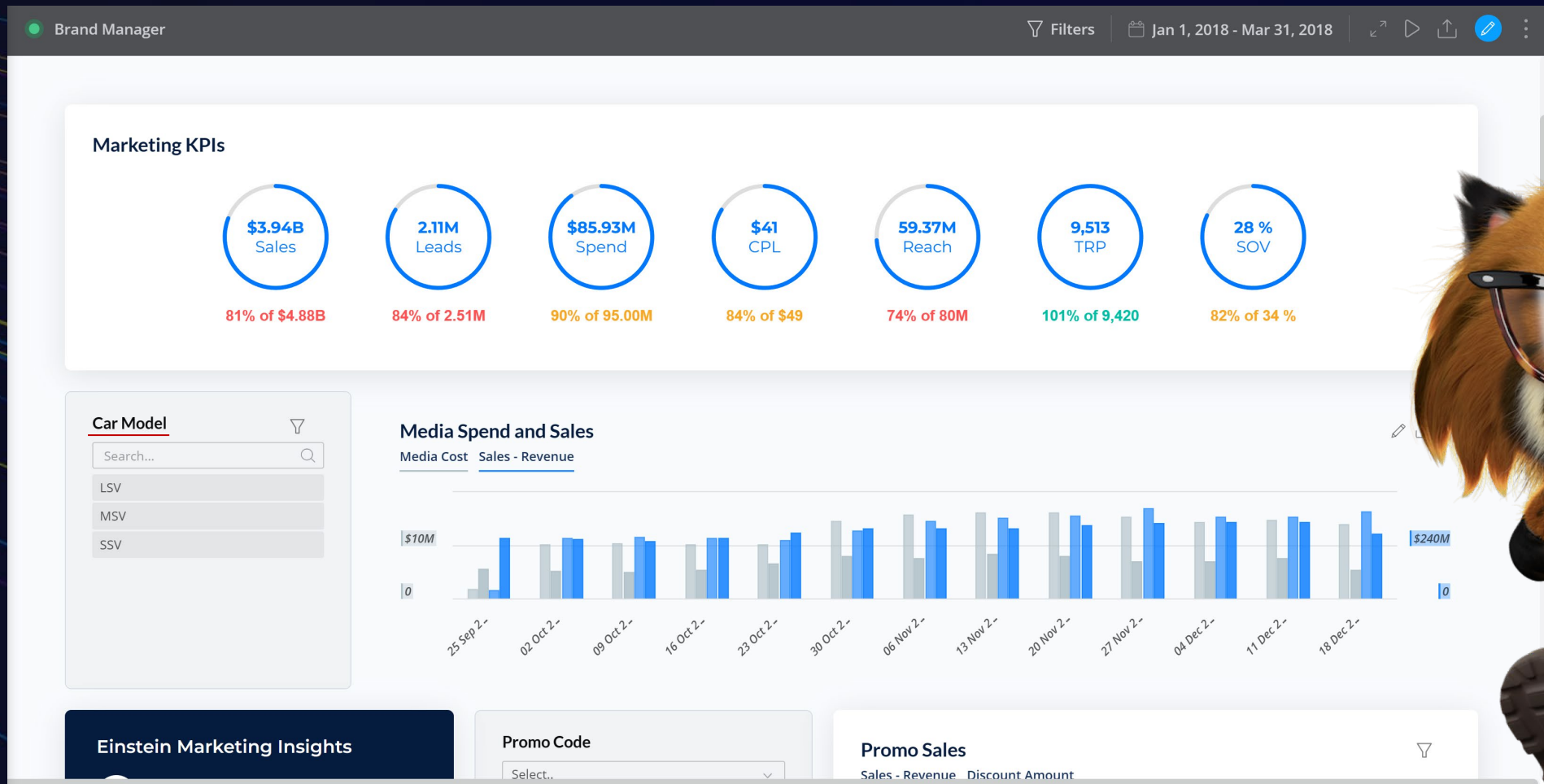
DATAUX
BY DECISION FOUNDRY



Go to: </datorama>

VERTICAL SOLUTIONS

AUTOMOTIVE





DASHBOARDS

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum is simply. Lorem Ipsum is simply.



IN-MARKET TESTING



HISTORICAL PERFORMANCE



IN-MARKET CAMPAIGNS

DASHBOARDS

Lorem Ipsum is simply dummy text of the printing and typesetting. Lorem Ipsum is simply. Lorem Ipsum is simply.



COMPETITIVE INSIGHTS

BACK TO TOP

HAVE QUESTIONS?

BEST VIEWED IN CHROME

© 2022 IM

BEST VIEWED IN CHROME



Designed &
Developed in
Datorama



Standard Funnel



FEB 1, 2020 - FEB 29, 2020

SALES

HOMES

RENTALS

OVERVIEW

SPEND

WEBSITE

SALES

CONSTRUCTION PERMITS

WHAT IS YOUR SALES PIPELINE CUSTOMER JOURNEY?

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla quam velit, vulputate eu pharetra nec, mattis ac neque. Duis vulputate commodo lectus, ac blandit elit tincidunt id. Sed rhoncus, tortor sed eleifend tristique, tortor mauris molestie elit, et lacinia ipsum quam nec dui.

All data sources are upto date ⓘ
Showing data between: 1 Jan 2019 - 1 Feb 2019

SESSIONS
102,445

NaN

Goal
1,000

% of Goal
60%

CONTACTS
2,593

Session to Contacts
3%

Goal
1,000

% of Goal
60%

LEADS
1,201

Contacts to Leads
46%

Goal
1,000

% of Goal
60%

SALES
377

Leads to Sales
31%

Goal
1,000

% of Goal
60%

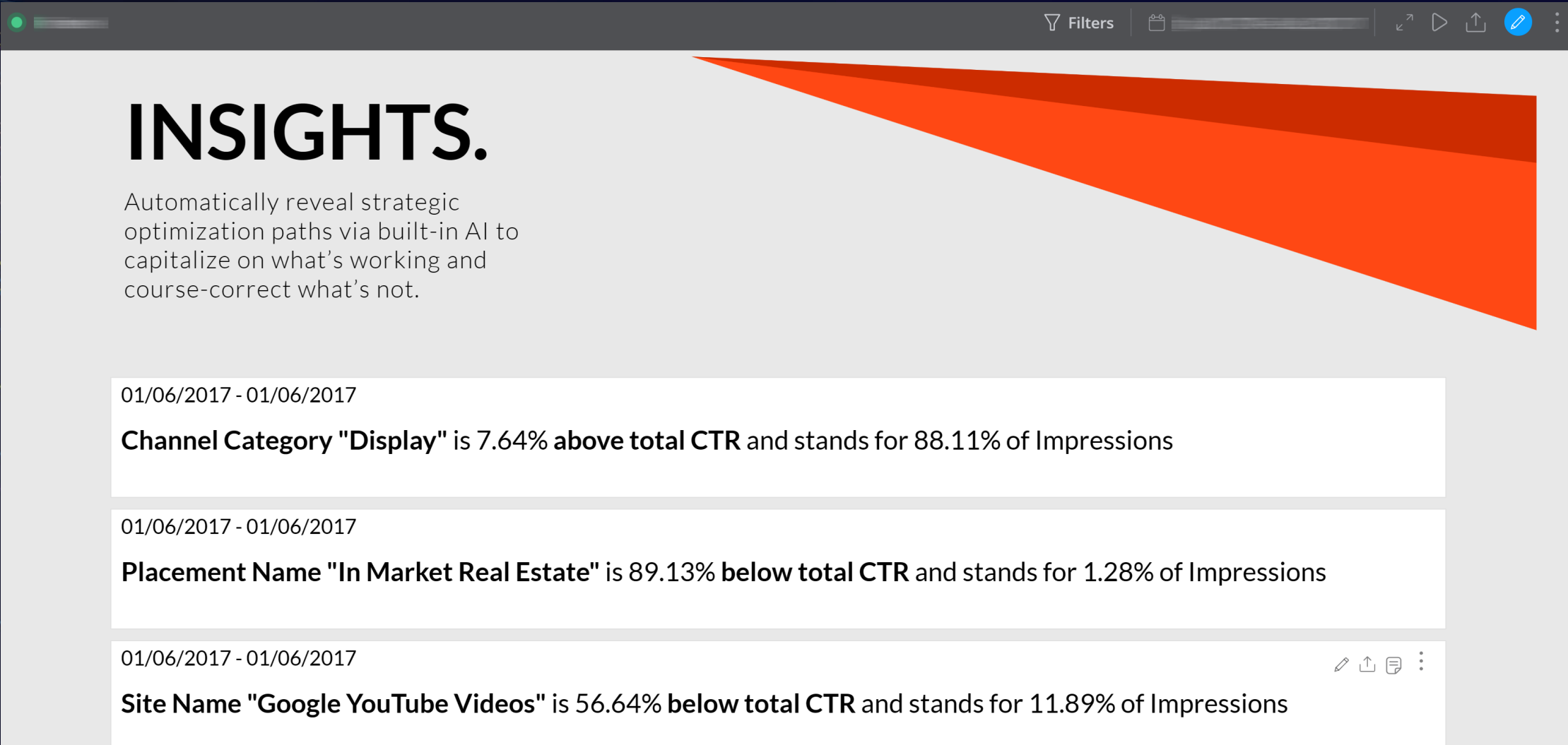
NHA / Salesforce Leads
14

Rently Leads
40

1,312

NHA Tracking (click to expand)

Standard
Insights and
Observations



Overview

Audience

Spend

Revenue

Now showing data for
1 Jan 2021 - 1 Feb 2021

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

Sub brand 1

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?

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Standard Creative Analysis

Image Carousel

Filters

Last 30 Days (Jan 31, 2023 - Mar 1, 2023)



Images

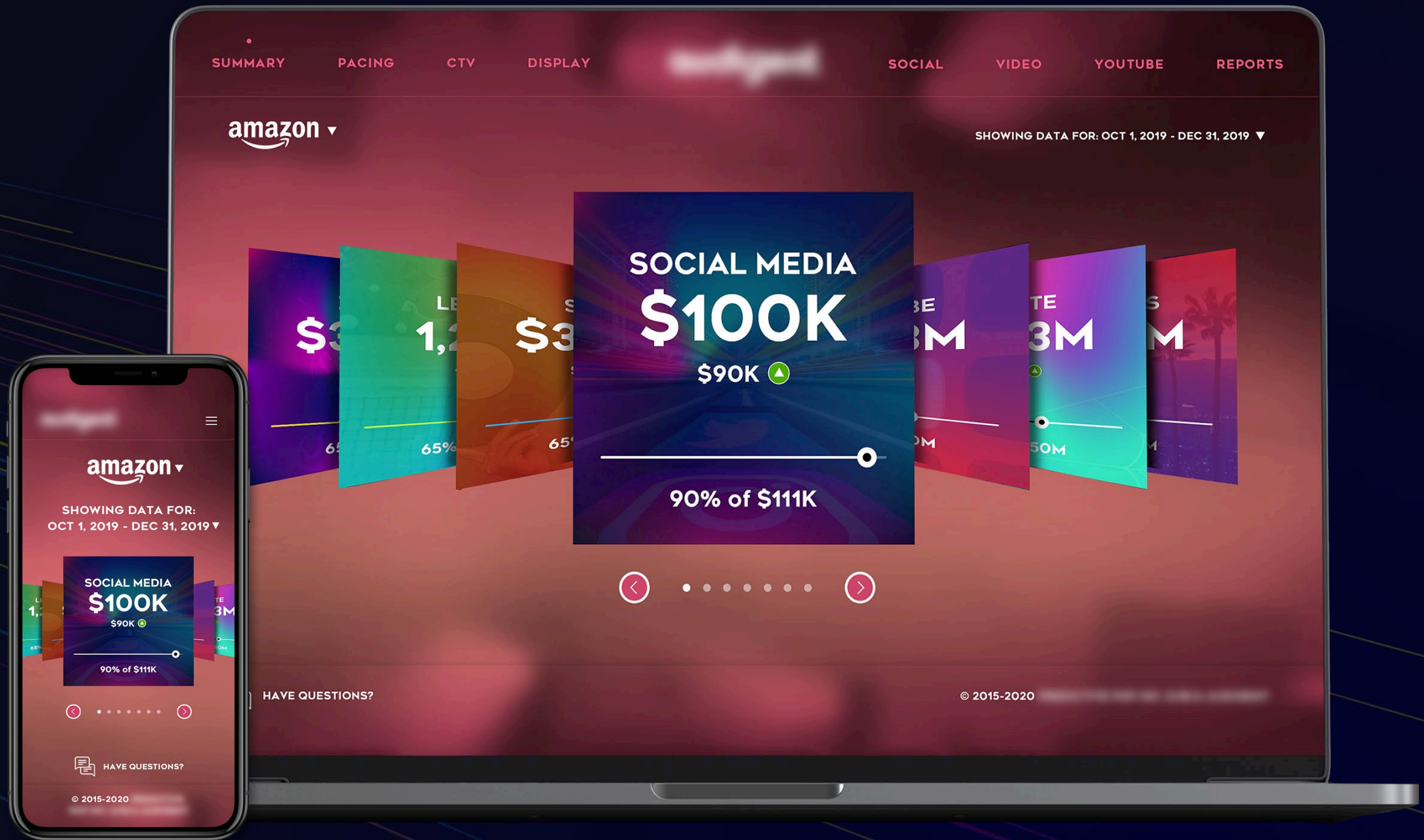


prev

next

Seeing is Believing







Advertiser Overview

Channel
Select..

Brand
Select..

Site Name
Select..

Campaign Name
Select..

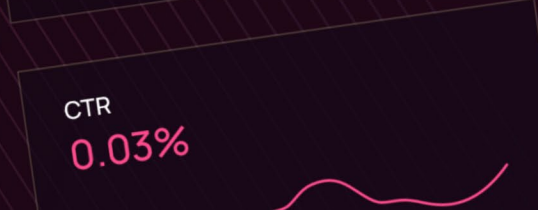
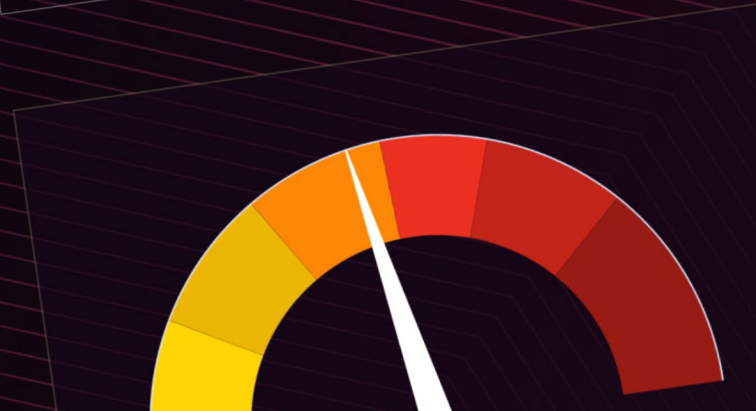
Date
Mar 1, 2018 - Mar 4, 2018



Cross Channel

Site Name
Select

Brand
Select



Go to /datorama-dashboards to see these examples, now

...and you're
starting with this

Digital Executive Overview

Filters

Jan 1, 2021 - Aug 14, 2021

↶ ↷ ↵ ↶ ↷ ↵

Digital Executive Overview

Jan 1, 2021 - Aug 14, 2021

OBSERVATIONS

✎ ↶ ↷ ↵ ↶ ↷ ↵

PAIDSOCIAL accounted for Highest Revenue of **\$10M** in **Unknown** for for the selected time period.

DISPLAY accounted for Lowest Revenue of **\$151K** in **New Mexico** for **Men's Footwear** for the selected time period.

Now Showing the Report

Period

01 Jan 2021 - 14 Aug 2021

Last Data Refre

08/14/2021

Region

↶

Select..

▼

Product

↶

Select..

▼

Channel

↶

Select..

▼

Advertiser

↶

Select..

▼

Total Spend

↶

\$58.96M

(Previous Month: \$58.13M)

▲ 1.42% (\$825.30K)



Total Conversio...

↶

5.68M

(Previous Month: 5.52M)

▲ 2.92% (161.26K)



Total Revenue

↶

\$58.14M

(Previous Month: \$57.48M)

▲ 1.15% (\$660.45K)



ROAS

↶

98.61 %

(Previous Month: 98.88 %)

▼ -0.27% (-0.26 %)



CPA

↶

\$10.38

(Previous Month: \$10.53)

▼ -1.46% (\$-0.15)



Revenue At Risk

↶

\$-817.14K

(Previous Month: \$-652.30K)

▼ 25.27% (\$-164.85K)





ROSS JENKINS

CEO, Salesforce
Marketing Champion



ANKIT BHANDARI

Technical Manager,
Solutions Architect

REMINDER

1. This recording is now available on decisionfoundry.com/masteringdatorama
 - a) You'll find several of the resources used during this session, including code samples and instructions
2. Browse our dashboard gallery for inspiration at </datorama/datorama-dashboard/>
3. Interested in learning more about Datorama, consider taking our Mastering Datorama Fundamentals classes
 - a) Go to </datorama-training/>
4. Participate in future events

CLOSING THOUGHTS

1

Visualize For
Impact

2

Assign Goals and
Create
Accountability

3

Platform Adoption

SEE YOU NEXT TIME

ROSS C. JENKINS
CEO

ANKIT BHANDARI
TECHNICAL MANAGER

www.decisionfoundry.com

[/masteringdatorama](https://twitter.com/masteringdatorama)

Next Episode #5: Data Communication