ROSS JENKINS

CEO, Salesforce
Marketing Champion

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Technical Manager,
Solutions Architect

SERIES
RECAP

Today!

▼

| Episode 1 | Episode 2 | Episode 3 | Episode 4 | Episode 5 |

Data Onboarding   Harmonization   Classifications   Data Visualization   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?

Sales
Services
Service
Net Zero
Marketing
Customer Data Platform
Personalization
Engagement
Account Engagement
Intelligence
Slack
Commerce
Industries
Tableau
Data Engineering
Retainers/Managed Services
Custom Visuals
Custom Connectors
CDP
Platform
MuleSoft

salesforce

BY THE NUMBERS

Delivering Value Beyond Platforms

500

MCI/Datorama Projects Completed

53

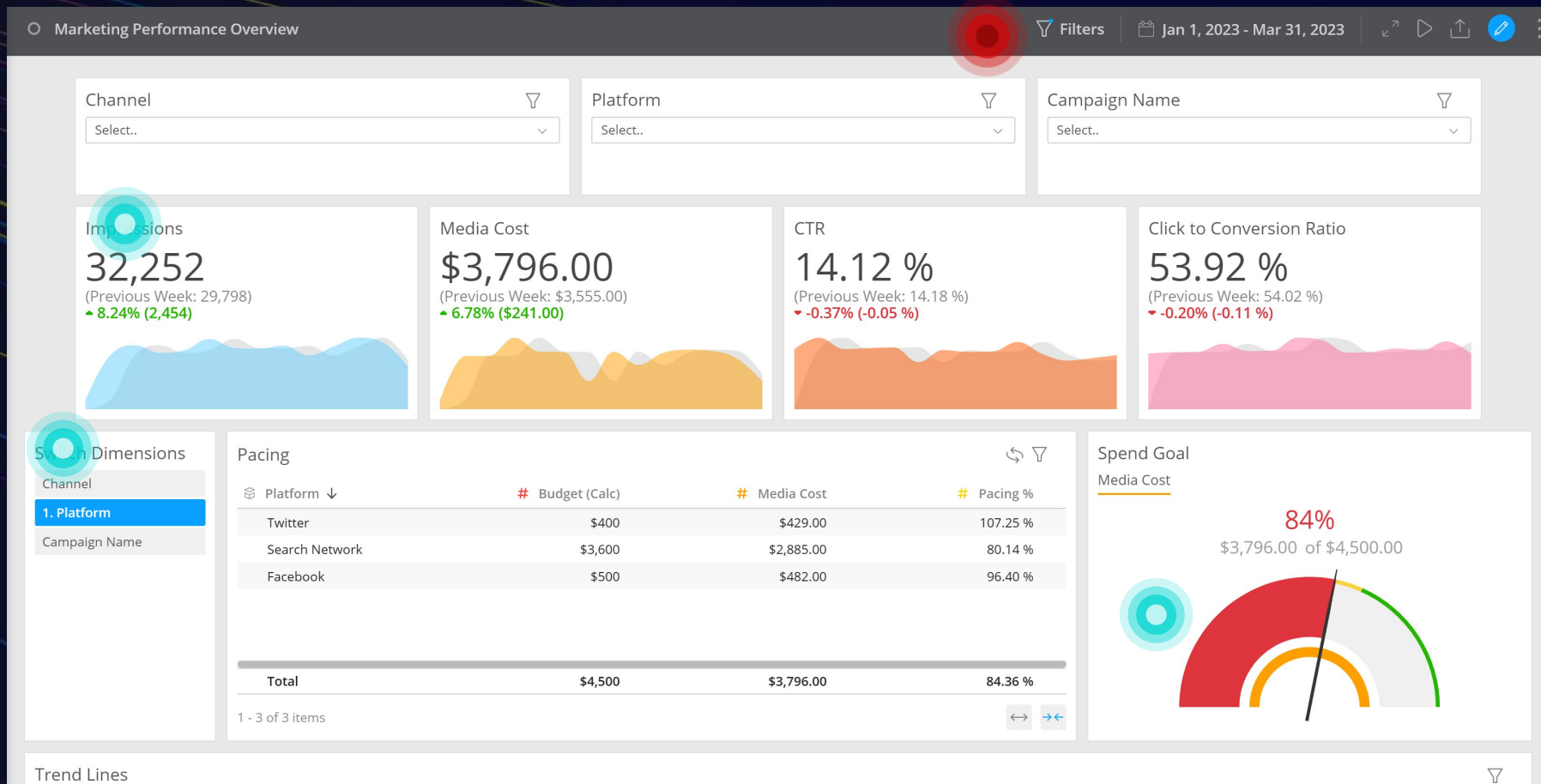Globally, certified. 67% of our Analysts are level 3+.

9

Years of award-winning MCI Experience

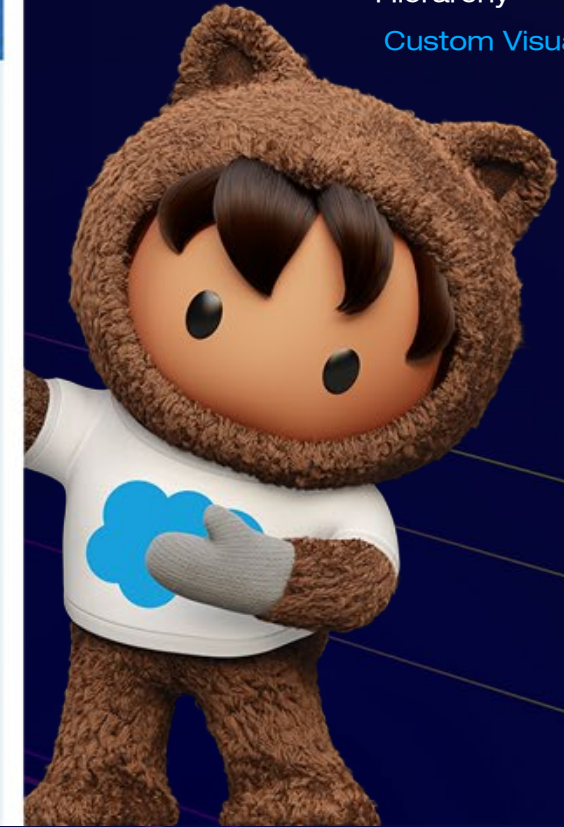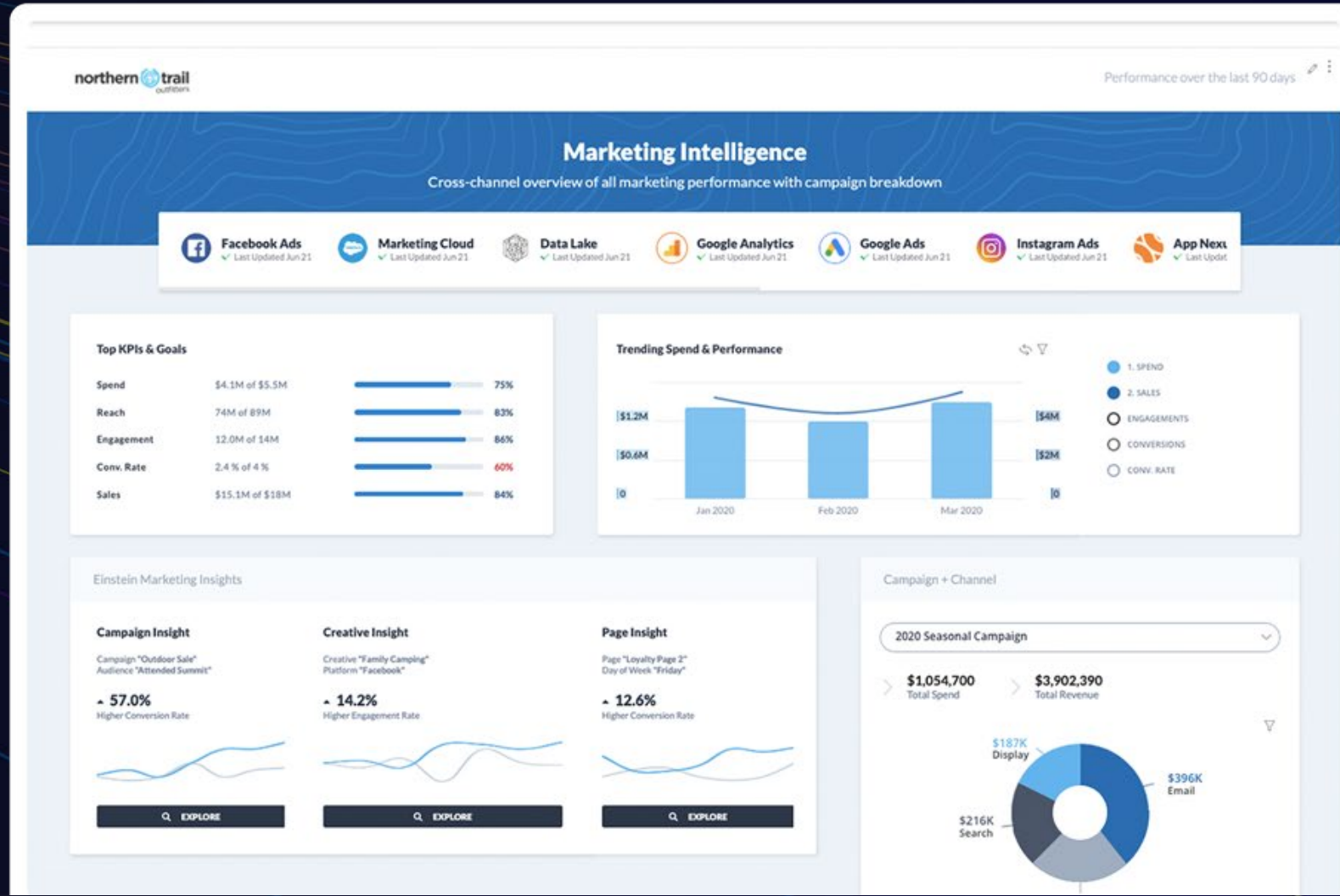salesforce

intelligence

ETL + REPORTING AUTOMATION + VISUALIZATION?

TRANSFORM VERTICAL SOLUTIONS
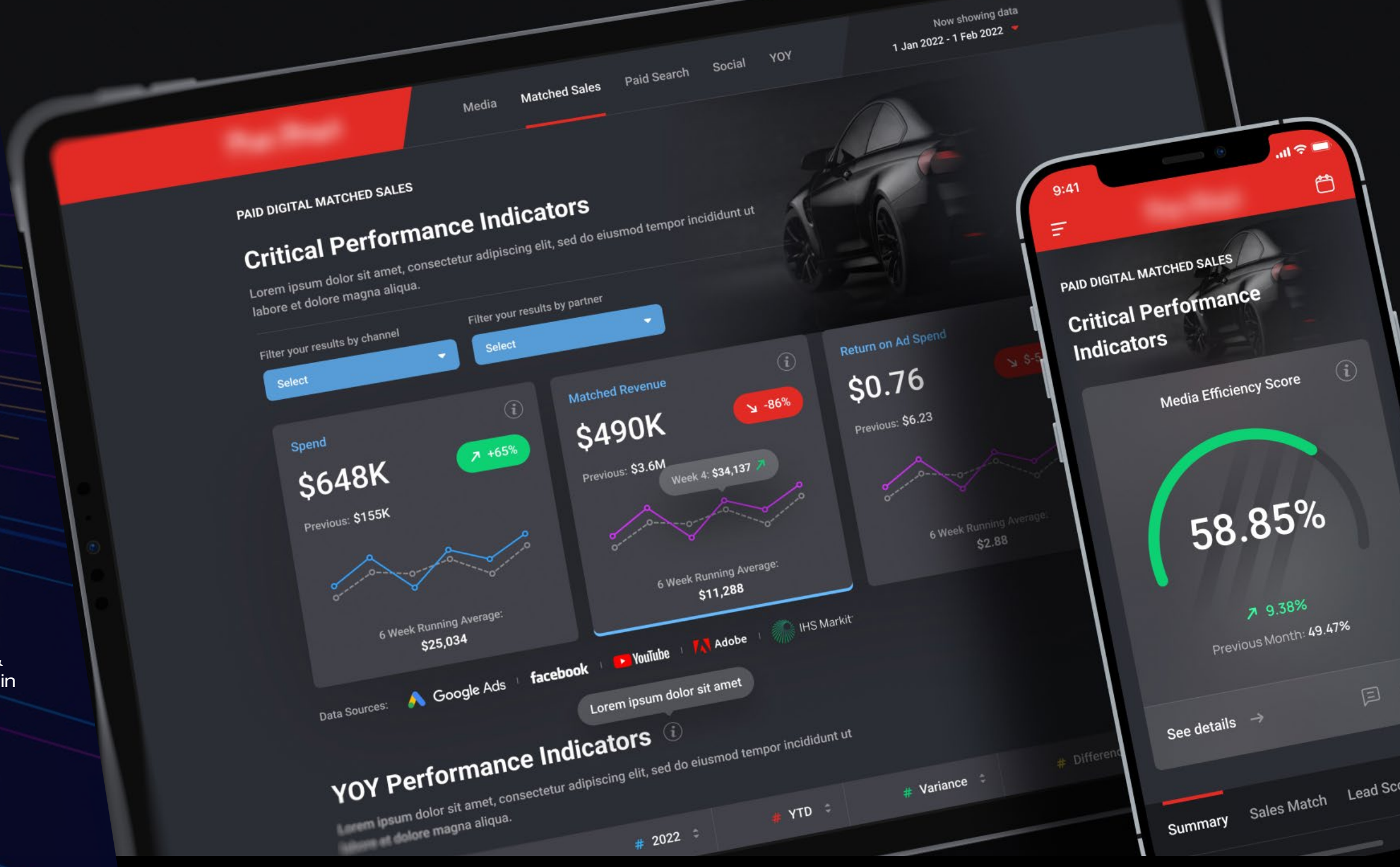## AUTOMOTIVE

Automotive
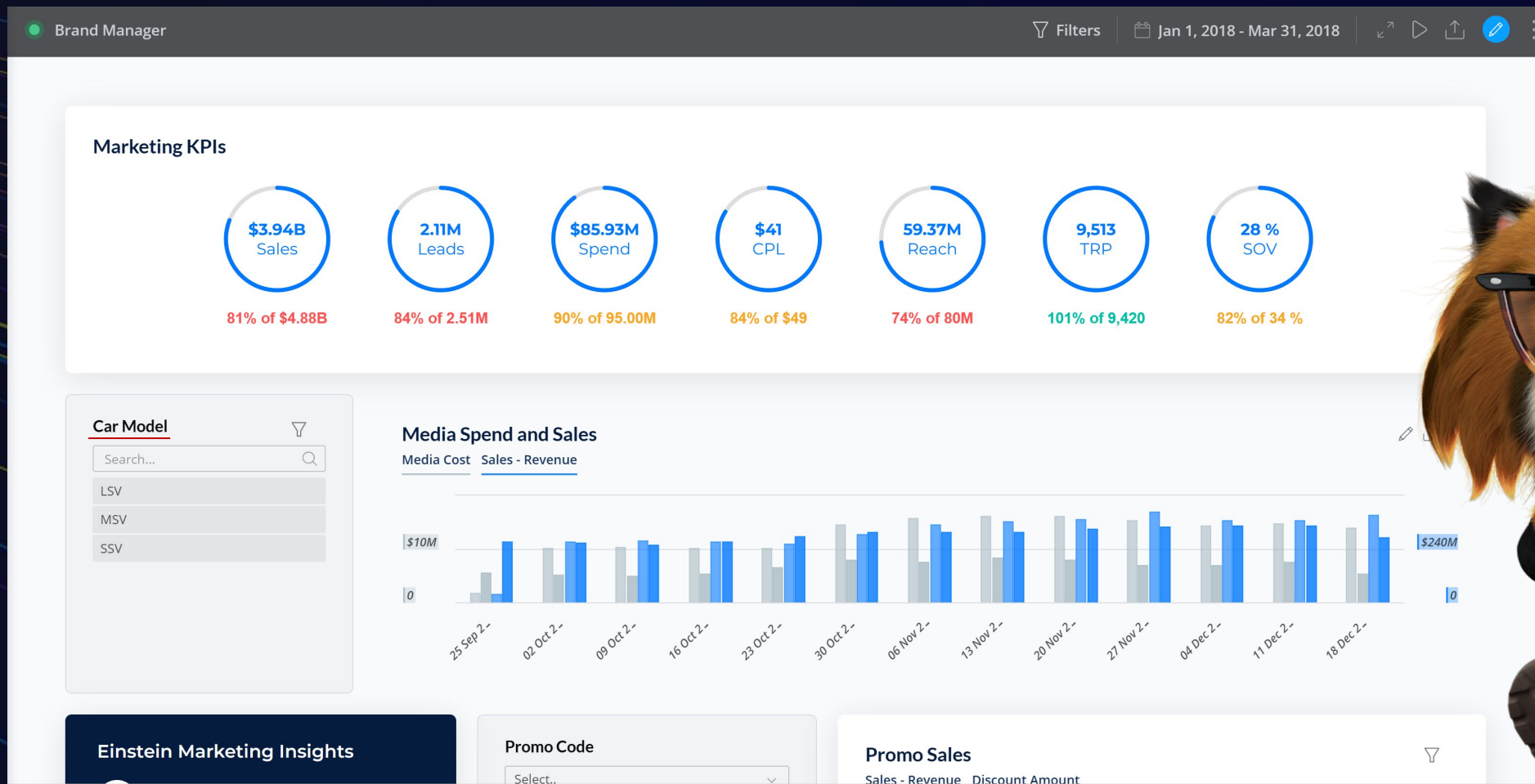
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SEVENTH EDITION

STATE *of* MARKETING

MARKETERS EMBRACE CHANGE

SURVEY DEMOGRAPHIC

DIGITAL TRANSFORMATION

COLLABORATION

MARKETING DATA

MARKETING METRICS

8,227
Responses from 37 countries

Data in this report is from a double blind survey conducted from May 4th through June 3rd, 2021 that generated 8,227 responses from **Marketing Managers, Directors, VP's and CMO's.**

Moderate Performer
Have somewhat increased or ma revenue growth

High Performer
Have significantly increased Yo
15%

Underperformer
Have negative YoY revenue g
14%

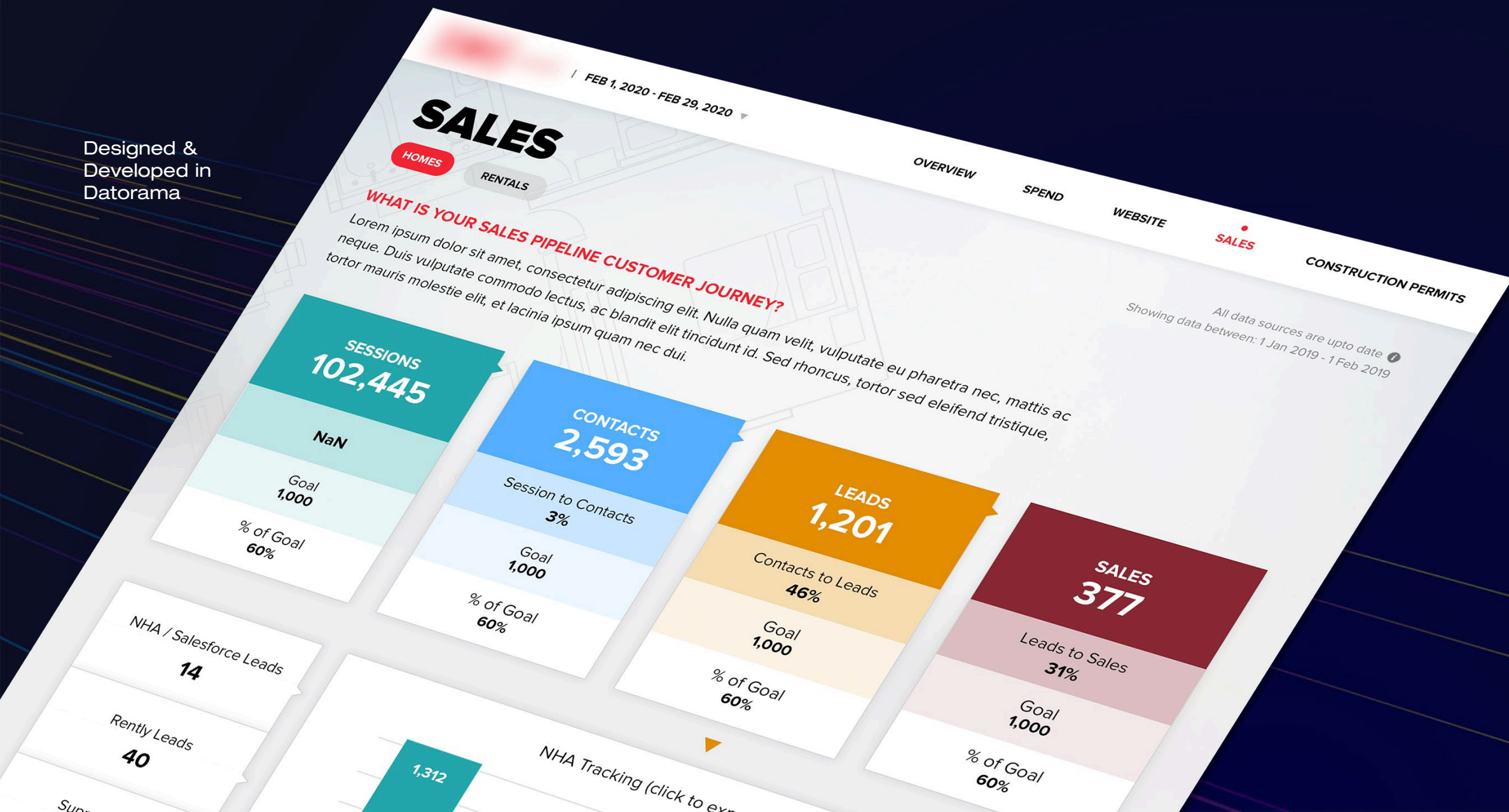Designed & Developed in Tableau using Data Extensions

Standard Funnel

Datorama Funnel ▽ Filters 📅 Last 30 Days (Jan 31, 2023 - Mar 1, 2023)

Datorama Funnel

Email	Direct	Event	Referral	Total Spend
$40,000	**$50,000**	**$10**	**$10**	**$90K**
1,200 Lds	400 Lds	200 Lds	300 Lds	Lead Count 2,100

525 Prospect
525 MQL
525 SQL
525 Customers

DISPLAY VALUES ☐

Email	Direct	Event	Referral	Revenue
$50,000	**$60,000**	**$20**	**$20**	**$110,040**

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Standard Insights and Observations

INSIGHTS.

Automatically reveal strategic optimization paths via built-in AI to capitalize on what's working and course-correct what's not.

01/06/2017 - 01/06/2017

Channel Category "Display" is 7.64% **above total CTR** and stands for 88.11% of Impressions

01/06/2017 - 01/06/2017

Placement Name "In Market Real Estate" is 89.13% **below total CTR** and stands for 1.28% of Impressions

01/06/2017 - 01/06/2017

Site Name "Google YouTube Videos" is 56.64% **below total CTR** and stands for 11.89% of Impressions

Overview   Audience   Spend

Sub brand 1

Sub brand 2

Sub brand 3

Shifting spend to Sub-Brand Campa... ok 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 can be improved by switching from Ad Product News Feed to Marketplace.

2

→ 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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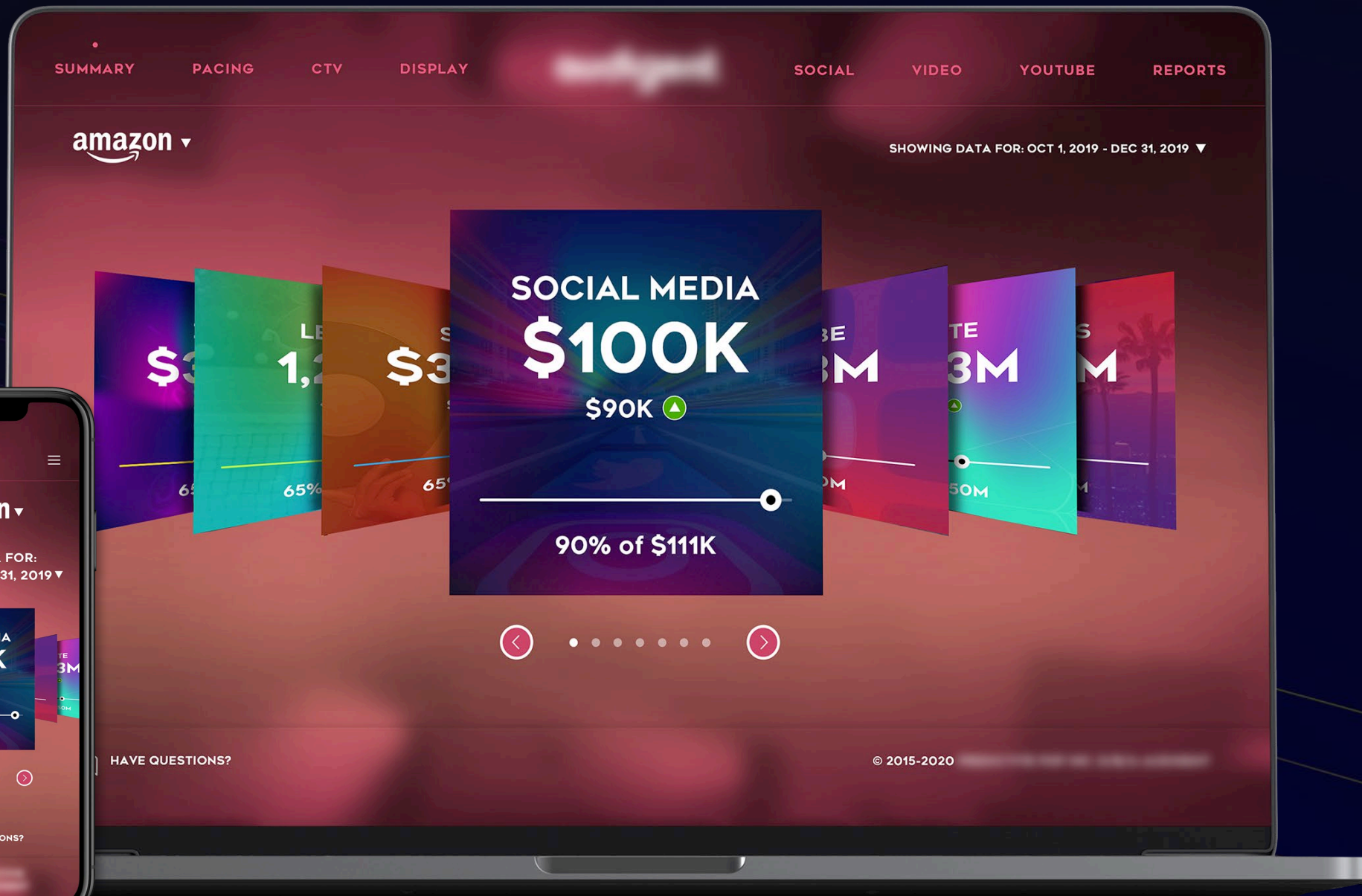## Standard
Creative Analysis

Images

prev   next

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...where do you go when you're starting with this?

Digital Executive Overview ◉

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 2
Last Data Refre

Region ⏚	Product ⏚	Channel ⏚	Advertiser ⏚
Select.. ▼	Select.. ▼	Select.. ▼	Select..

Total Spend ⏚	Total Conversio... ⏚	Total Revenue ⏚	ROAS ⏚	CPA ⏚	Revenue At Risk ⏚
$58.96M	**5.68M**	**$58.14M**	**98.61 %**	**$10.38**	**$-817.14K**
(Previous Month: $58.13M)	(Previous Month: 5.52M)	(Previous Month: $57.48M)	(Previous Month: 98.88 %)	(Previous Month: $10.53)	(Previous Month: $-652.30
▲ 1.42% ($825.30K)	▲ 2.92% (161.26K)	▲ 1.15% ($660.45K)	▼ -0.27% (-0.26 %)	▼ -1.46% ($-0.15)	▼ 25.27% ($-164.85K)
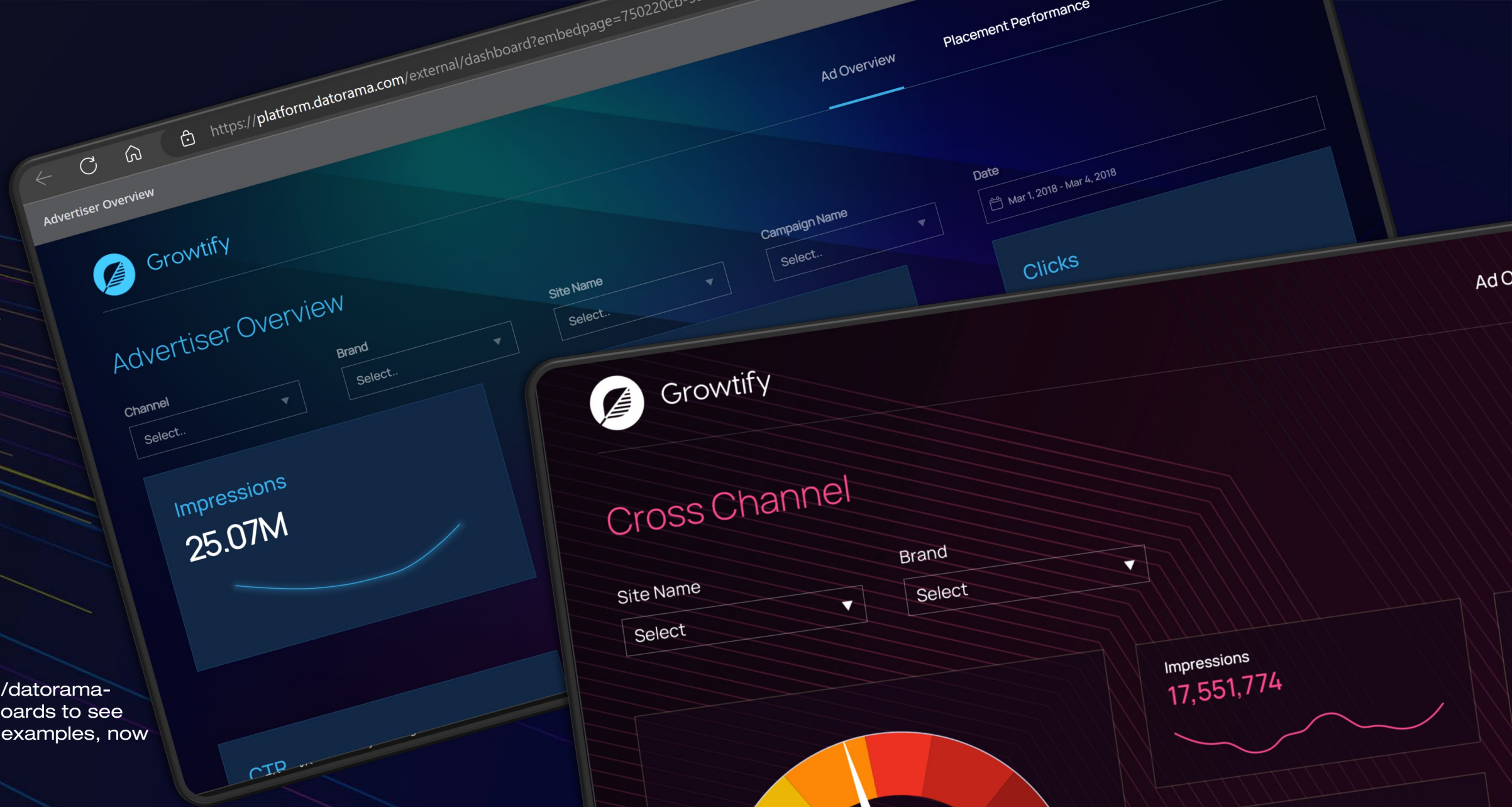
Go to /datorama-dashboards to see these examples, now

REMINDER

1. The full recording of the event 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