

MASTERING DATORAMA FUNDAMENTALS

Episode 5

HARMONIZATION CENTER



ROSS C. JENKINS

CEO, Salesforce Marketing Champion

VIMAL EAPEN

Senior Technical Manager

HELPFUL RESOURCES

1. Definitions
2. Join our LinkedIn [Datorama Experts](#) group.
3. Opt-in at decisionfoundry.com/masteringdatorama and download resources associated with this learning series.
4. Become a registered member of the official, Salesforce [Trailhead](#), Marketing Cloud Intelligence Group.

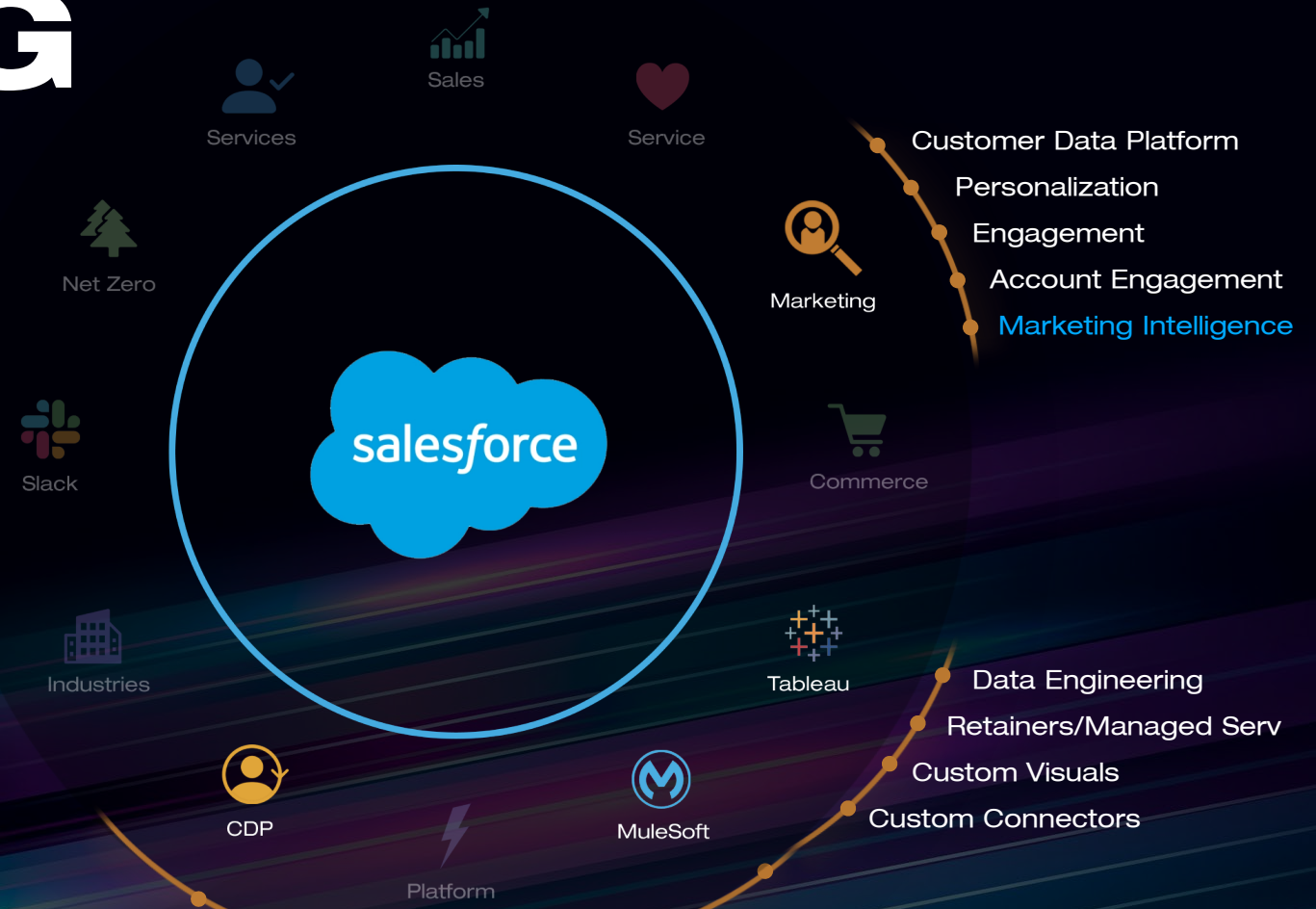
SERIES RECAP



Download the documentation, coding and working examples from this series at: <https://www.decisionfoundry.com/masteringdatorama/>

**WHO IS
DECISION
FOUNDRY?**

CERTIFIED MARKETING CLOUD PARTNERS



BY THE NUMBERS

600

MCI/Datorama Projects
Completed To Date

50

Globally, Certified.
67% Of Our Analysts
Are Level 3+.

9

Years Of Datorama
Experience

A large, light blue outline of the number '3' is positioned on the left side of the image, partially overlapping the text.

**THINGS WE ARE
KNOWN FOR**

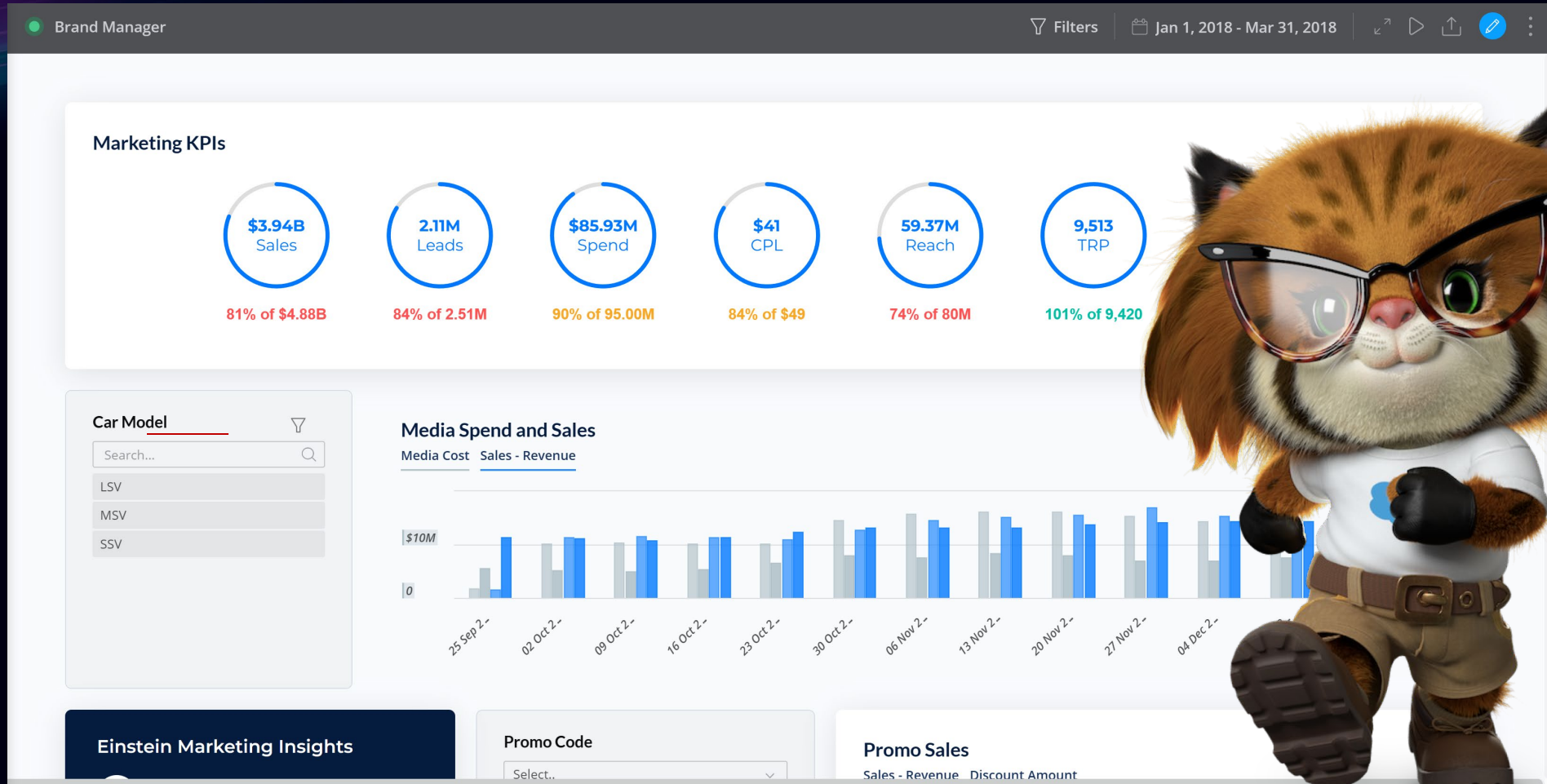
DXD™

Data Experience Design

Designed &
Developed in
Datorama



BEFORE







INFORMATION DESIGN MATTERS

When Information Is Clear, We Make Better Decisions

1

Visualize Impact
And Manage
Growth

2

Assign Individual
Goals And Create
Accountability
within Metrics

3

Prioritize Platform
Adoption

MASTERING DATORAMA FUNDAMENTALS HARMONIZATION CENTER

Welcome to Episode 5

AGENDA

1

Introduction

Harmonization Center

- Patterns and Harmonized Dimensions
 - Data Classification
 - Data Validation
-

2

Use Case walkthrough

3

INTRODUCTION

Marketing Cloud Intelligence (MCI) offers multiple tools for harmonizing your data.

Data Fusion

Custom
Classifications

Parent Child
Connections

Calculated
Dimensions

Calculated
Measurements

Mapping Formulas

Harmonization
Center

INTRODUCTION



HARMONIZATION CENTER

The Harmonization Center is meant to streamline the entire process of creating meaningful dimensions from naming convention patterns across all your marketing channels. Also allowing you to classify and validate your harmonized data all in one place.

Primary Components include:

Patterns and Harmonized Dimensions

Data Classifications

Data Validations

USE CASE WALKTHROUGH

SUMMARY

1 What is the Harmonization Center and how it can help?

2 Different components of the Harmonization Center: Patterns, Data Classification and Validation

3 Finally, executing different use cases via Harmonization Center.

REMINDER

1. The recording of the webinar is available and posted via YouTube and decisionfoundry.com/masteringdatorama
 - 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/](https://datorama.com/datorama-dashboard/)
3. Interested in learning more about Datorama, consider taking our basic, intermediate or custom classes
 - Go to [/datorama-training/](https://datorama.com/datorama-training/)

SEE YOU NEXT TIME

ROSS C. JENKINS

CEO, SALESFORCE
MARKETING CHAMPION

VIMAL EAPEN

SENIOR TECHNICAL
MANAGER