

8

**REASONS
TO PARTNER WITH
DF**

A SALESFORCE MARKETING CLOUD PARTNER



WHY DECISION FOUNDRY

IN THEIR WORDS

“We have an ecosystem of consulting partners and system integrators, like Accenture and Deloitte and smaller companies like Decision Foundry.”

Boaz Ram
Former Head of Technology Partnerships

BUILD

BETTER DATA EXPERIENCES

WE ACHIEVE THIS BY:

Engaging with consumers to increase coordination across stakeholders by aligning your data strategy and objectives

Decoding consumer behaviors, needs and motivations to build stronger analytical solutions

Resolving factors that lower engagement and satisfaction

WE HELP YOU WHEN WE:

Identify the right KPIs and visualizations that drive action, resulting in better decision-making

Organize data in the right context to drive analysis

Implement the right features to drive adoption of applications, reports and dashboards



Understand the human side of data usage through UI/UX frameworks



Display metrics in digestible formats



Lower the risk of poorly designed data applications

AWARD WINNING

2018

Best
Visualizations

2020/1

Top 5 Small Agency by
the Digital Analytics
Association

2021

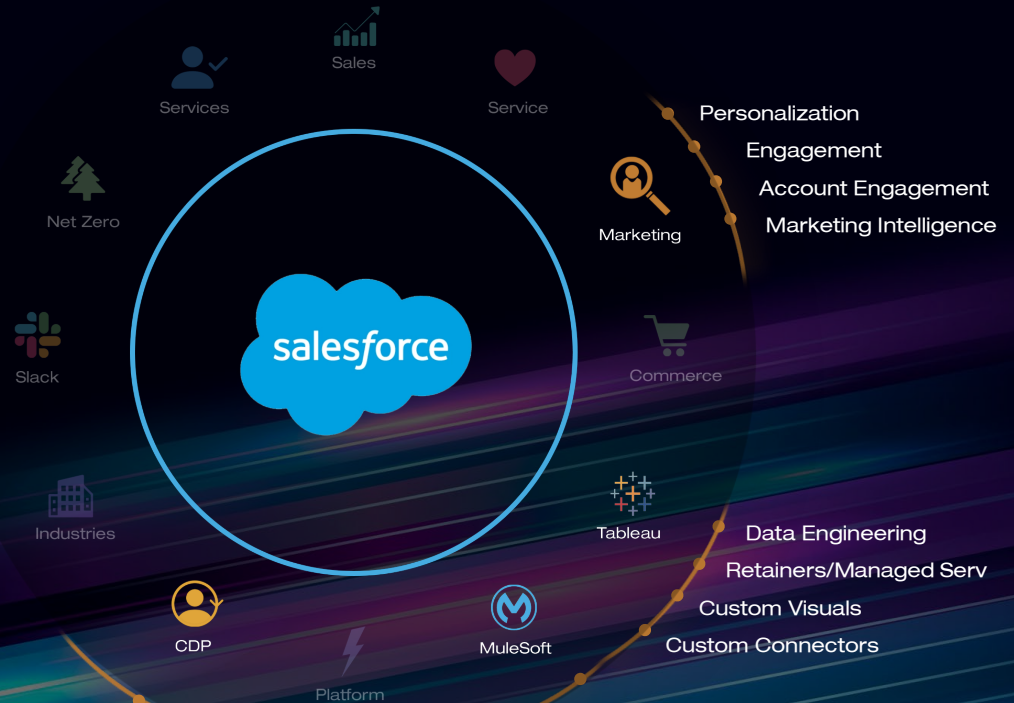
4 Salesforce
Marketing
Champions

2021

AI Breakthrough
Award

FULL-SERVICE PROVIDER

CORE



EXPERIENCED

600+

Marketing Cloud
Projects Completed To
Date

133

Globally Distributed
Employees

10

Years of Experience in
Business Intelligence and
Media Performance
Analytics

UNIFY

PERSONALIZATION
IMPROVES WITH DATA
ORCHESTRATION



Email



Messaging/SMS



Social

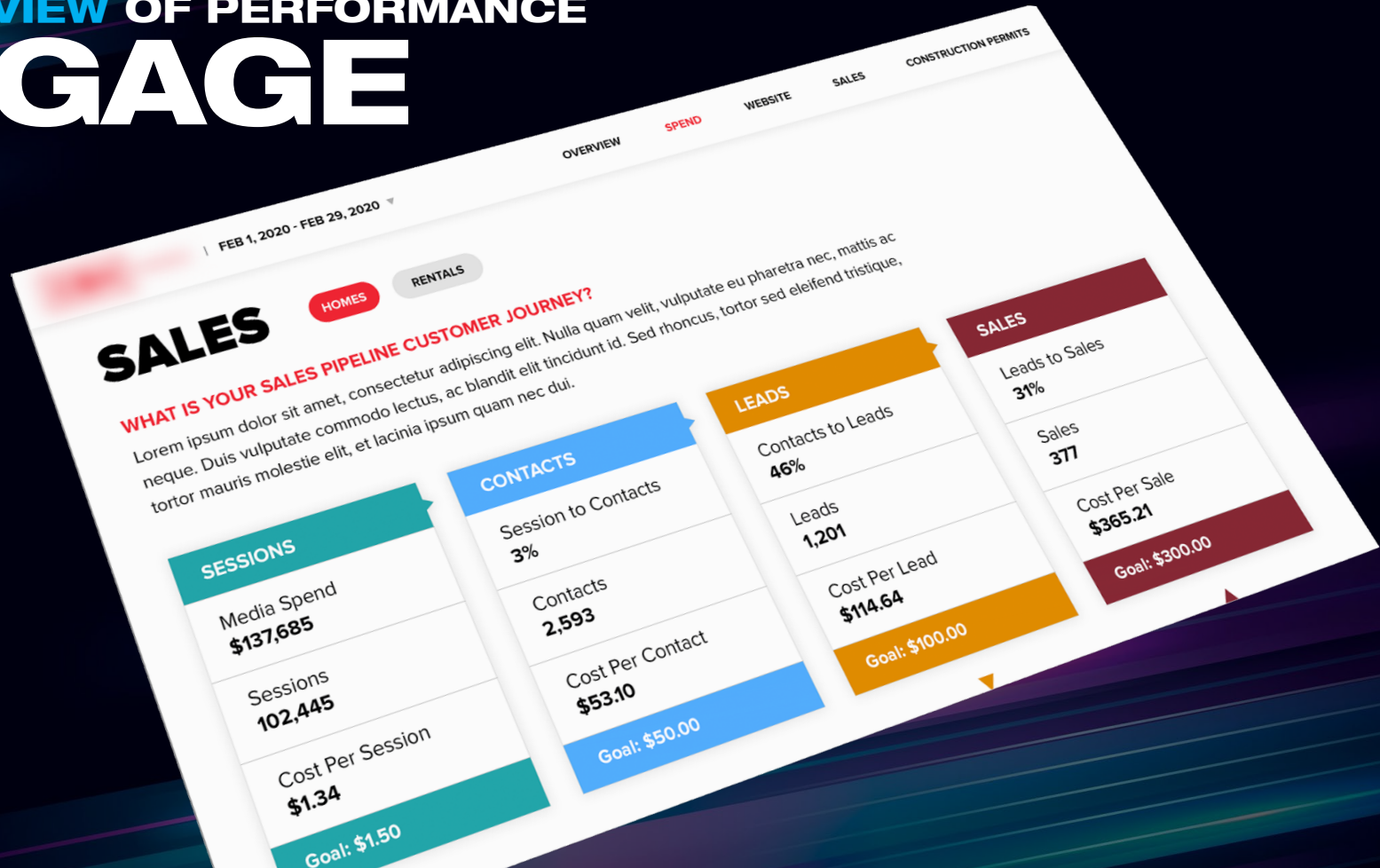


Website



SINGLE VIEW OF PERFORMANCE

ENGAGE



INTELLIGENCE INCREASES ACCOUNTABILITY

INFORM



VALUE BEYOND TECHNOLOGY

INNOVATIVE

CAMP TAG

List of URL Formats Search

Filter By

Sl. No.	URL Format
01	E-Commerce NA Format
02	E-Commerce FA Format
03	E-Commerce SA Format
04	E-Commerce SEA Format
05	Social NA Format
06	Social FR Format
07	Social SA Item Format
	Social SEA Format
	Streaming NA Format
	Streaming FR Format

My Space 1
My Space 1
My Space 1
Add New Workspace

Workspace
My Space
Teams
John Doe
jhondoe@campstag...

CAMP TAG

Create URL
URL Formats
Name Formats
Dimensions

Workspace
My Space
Teams
John Doe
jhondoe@campstag...

Social Media Campaign List Search Create Social Media Campaign

Name Formats / Social Media Campaigns

Filter

Sl. No.	Name	Created On	Created By
01	Youtube_Video_Awarenes__Desktop	08/10/2020	karthik@website.com
02	Youtube_Video_Awarenes__Desktop	08/10/2020	
03	Youtube_Video_Awarenes__Desktop	08/10/2020	
04	Youtube_Video_Awarenes__Desktop	08/10/2020	
05	Youtube_Video_Awarenes__Desktop	08/10/2020	
06	Youtube_Video_Awarenes__Desktop	08/10/2020	
07	Youtube_Video_Awarenes__Desktop	08/10/2020	
08	Youtube_Video_Awarenes__Desktop	08/10/2020	
09	Youtube_Video_Awarenes__Desktop	08/10/2020	
10	Youtube_Video_Awarenes__Desktop	08/10/2020	

Load More

Create Name URL Format

Format Name

CUSTOM APP DEVELOPMENT

Overview Community Sentiment Content Analysis Media Mix Help

Now Showing Data Between: Sep 1, 2020 - Ongoing

Product X Launch Event Insights

HUMAN INSIGHTS AUTOMATED INSIGHTS

High Exposure

Position the Brand as the most worthwhile to buy in 2020, strengthening the Products high-end image and enhanced marketplace awareness.

Use section to define key definitions and methods

Total Views: 82000M

67%

Peak Concurrent Views: 95M

67%

YouTube HQ 132,000

YouTube HQ 132,000

Brand Vitality

Emotional A/K/G

Anticipation Fear Joy Surprise

Use section to define key definitions and methods

TAXONOMY

PRIVACY FIRST + PLATFORM CREDENTIALALED

CERTIFIED



A CREST PARTNER

TRUSTED

4.8/5

CSAT SCORE

The Salesforce Partner Project CSAT measures customers' satisfaction with services provided directly by a partner.

LET'S PARTNER

ROSS C. JENKINS

CEO

LARRY COHEN

EVP Data Strategy

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