#### TIPS FOR HUMANIZING DATA EXPERIENCES

Your Guide to Effective Data Communication



www.decisionfoundry.com

#### INFORMATION DESIGNMATERS

**Clear Data Drives Better Choices** 



Visualize Impact

Create Accountability

**Platform Adoption** 

#### NEW INSPIRATION

Old Information Design Methods Fall Short





Leaderboard 颵 🚍

ALL RIDERS (192) Susanna

Susanna

Rachel

Yony

Calories

Resistance

Yony Han Yong Alice Jamie

TOTAL OUTPU

59

#### CREATE A COMMON LANGUAGE

1

n

Mockups

 $\bigcirc$ 

A Design System Standardizes Visual Elements, Patterns, and Interactions

Layout Grid

IIIII

Prototype

50

Typography

Responsive Design



Colors

# REVIEW Approach to Dashboard Design

AND REAL MATCHED SALES DECAMPAGE DE

Media

Matched Sales Paid Search Social

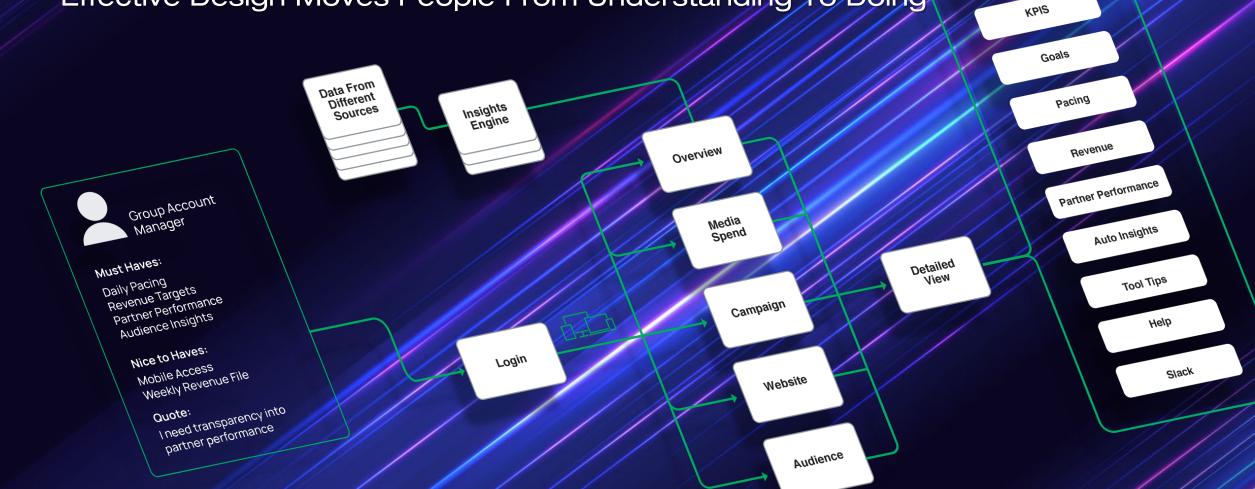
YOY

M PAID DIGITAL MATCHED SALES **Critical Performance** Indicators Media Efficiency Score 58.85% Previous Month: 49.47% See details  $\rightarrow$ Audi Sales Match Lead Scoring Summary

Now showing data 1 Jan 2022 - 1 Feb 2022 🗢

#### BUILD FOR THE BEHAVIOR

Effective Design Moves People From Understanding To Doing



Summary

#### PAPER BEFORE PRODUCTON

SUMMARY

CAMPAIGN: Adv-

561K

SHOWING DATA FOR OCT. 2019. DEC 31, 2019

DEO

5X

ofSSK

SOCIAI

SOCIAL MEDIA

\$100K

\$90K °

90% of \$111K

K

1 LOGO

DISPLAY

DISP

90°% of

\$55K

\$50K ©

How much have you spent over time by campaign?

97% 01.030%

\$61,187

PAIGN: SELECT YOUR L

Help Me Understand This

About My Perform

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Automated Insights

1 LOGO '

90% of 100%

Every Masterpiece Starts As A Draft

## DON'T GRAPH T If The Insight Matters, Say So, No Visuals Needed ange is determined in the historical benchmark (3780). The feeded ange is determined in the historical benchmark (3780). The feeded ange is determined in the historical benchmark (1990) in the historical benchmark (1990) in the historical benchmark (1990). The feeded to hone the historical benchmark (1990) in the historical benchmark (1990). The historical benchmark (1990) is determined benchmark (1990) is determined benchmark (1990) is determined benchmark (1990). The historical benchmark (1990) is determined bench

1 Jan 2021 - 1 Feb 2021

Have Questions?

Sub-brand 2 has a 22% higher spend rate than planned. At the aurrent rate, your budget

sub brand Linds a Lite nigher spend rate man planned. At the current rate, your budy will be reached in 5 days. The intended target conversion rate of 4% will not be met.

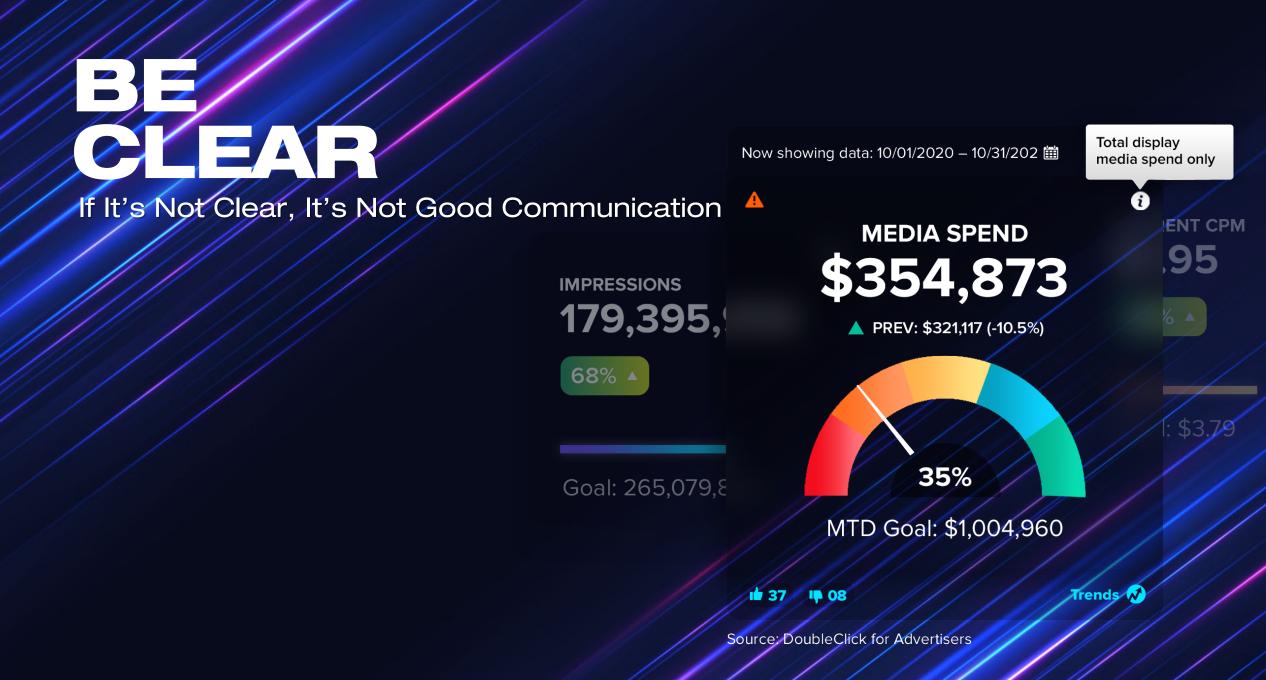
© 2021, Performance Media Agency, Inc.

Ad Product Marketplace is performing 19% higher than its historical benchmark Performance can be improved by switching from Ad Product News Feed to Marketplace. Ad Product Marketplace is performing 15% higher than its historical benchmark. Parformation and incorrect and but awite biog from Ad product News Food to Market

Product News Feed placement.

7

2





#### **MAKE FURCE Break the Routine**



#### KNOW THE NUMBER SEARCH TO BEAT SOCIAL MEDIA In Performance Marketing, Teamwork And Competition Drive Results

PROGRAMMATIC

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## CREATE Cancel Send

joe@salesforce.com To add multiple addresses, separate by";" Format: PNG Subject:\* Status Updates on MQLs • • + Heading 1 • B I 및 동 표 Joe, I'm looking for the weekly updates on MQLs. When can i get that?

| LEADS<br>1,201            |  |
|---------------------------|--|
| 1,=0                      |  |
|                           |  |
|                           |  |
| 20%                       |  |
| 29%                       |  |
| <b>29%</b><br>Goal: 4,207 |  |

Share

Share

Slack

Email

Email

Embed

Download

Tembed

Line

Download

Leads

1,201

#### MAKE DECISIONS

LOWER THRESHOLD UPPER THRESHOLD ACTUAL SALES FORECASTED SALES

19U 5050

CLOSE

Way 2020

Apr 2020

Nat 2020

=eb 2020

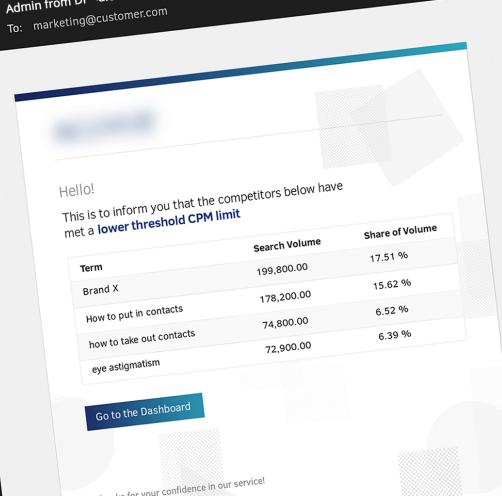
un 2020

A Graph Without Action Is Just Decoration

SALES

#### SOCIALIZE YOUR DATA

Share Ideas. Create Possibilities



Alert : Lower Threshold CPM LIMIT

DF

Admin from DF <alerts@decisionfoundry.com>

D

Monday June, 8, 2020 at 10:10 PM



#### And When You Are Ready...

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ROSS JENKINS CEO

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