

12 TIPS FOR HUMANIZING DATA EXPERIENCES[®]

Your Guide to Effective Data Communication



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INFORMATION DESIGN MATTERS

Clear Data Drives Better Choices

1

Visualize Impact

2

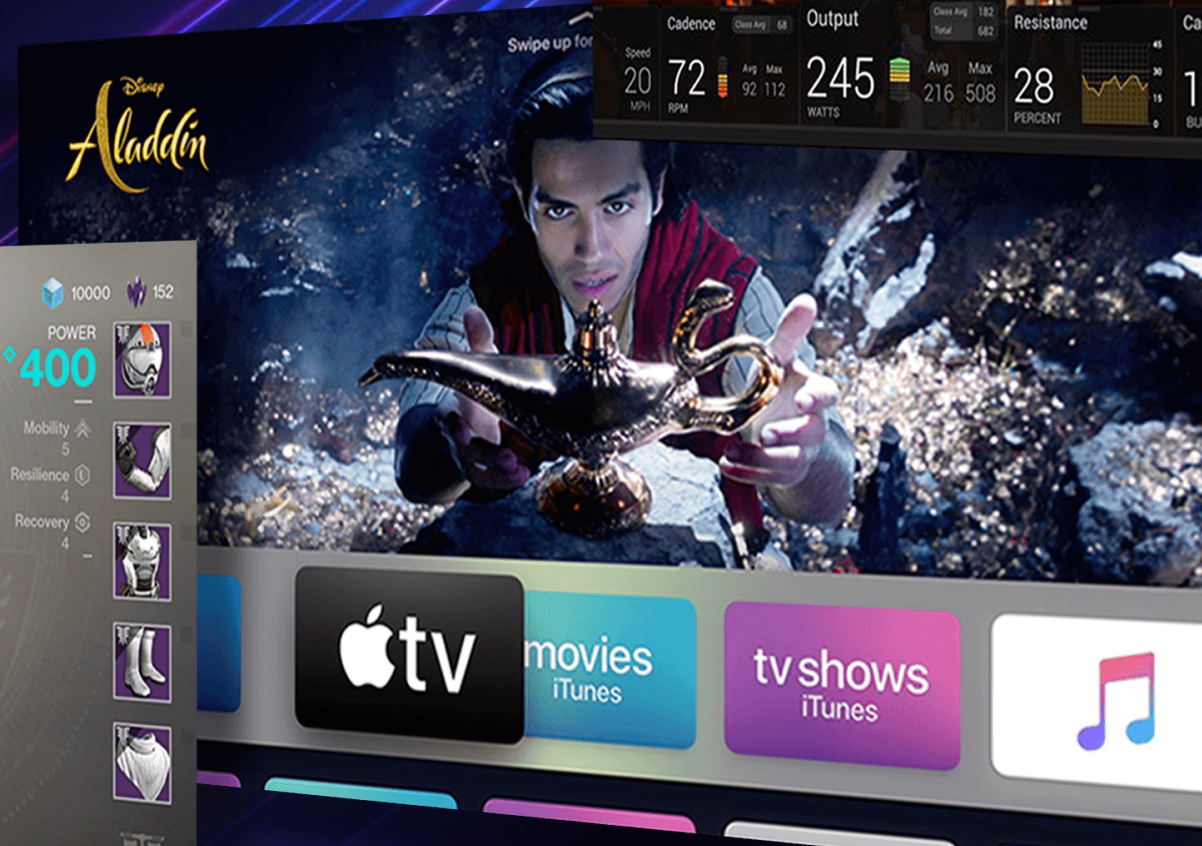
Create Accountability

3

Platform Adoption

NEW INSPIRATION

Old Information Design Methods Fall Short



CREATE A COMMON LANGUAGE

A Design System Standardizes Visual Elements, Patterns, and Interactions



REVIVE YOUR DASH-BOREDS

Revamp Your Approach to Dashboard Design



BUILD FOR THE BEHAVIOR

Effective Design Moves People From Understanding To Doing



Every Masterpiece Starts As A Draft

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DON'T GRAPH IT, SAY IT!

If The Insight Matters, Say So, No Visuals Needed

- 2 • 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 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.

→ 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?

BE CLEAR

If It's Not Clear, It's Not Good Communication

IMPRESSIONS

179,395,8

68% ▲

Goal: 265,079,8

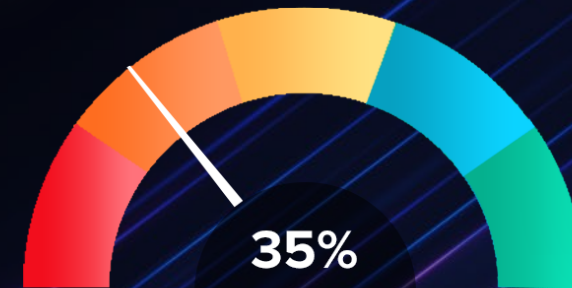
Now showing data: 10/01/2020 – 10/31/2020 📅



MEDIA SPEND

\$354,873

▲ PREV: \$321,117 (-10.5%)



35%

MTD Goal: \$1,004,960

👍 37

👎 08

Trends 📈

Total display
media spend only



PERCENT CPM

95

% ▲

: \$3.79

Source: DoubleClick for Advertisers

Media Performance

Short description of this section goes here.

Total Spend

Cost Per Click

Cost Per Visit

Period

Month

Metric

Impressions

Campaign

Campaign

Insight

Automated

Brand delivered a total CPM of 8,000,000 which is 80% above the historical benchmark.



\$ 1.43

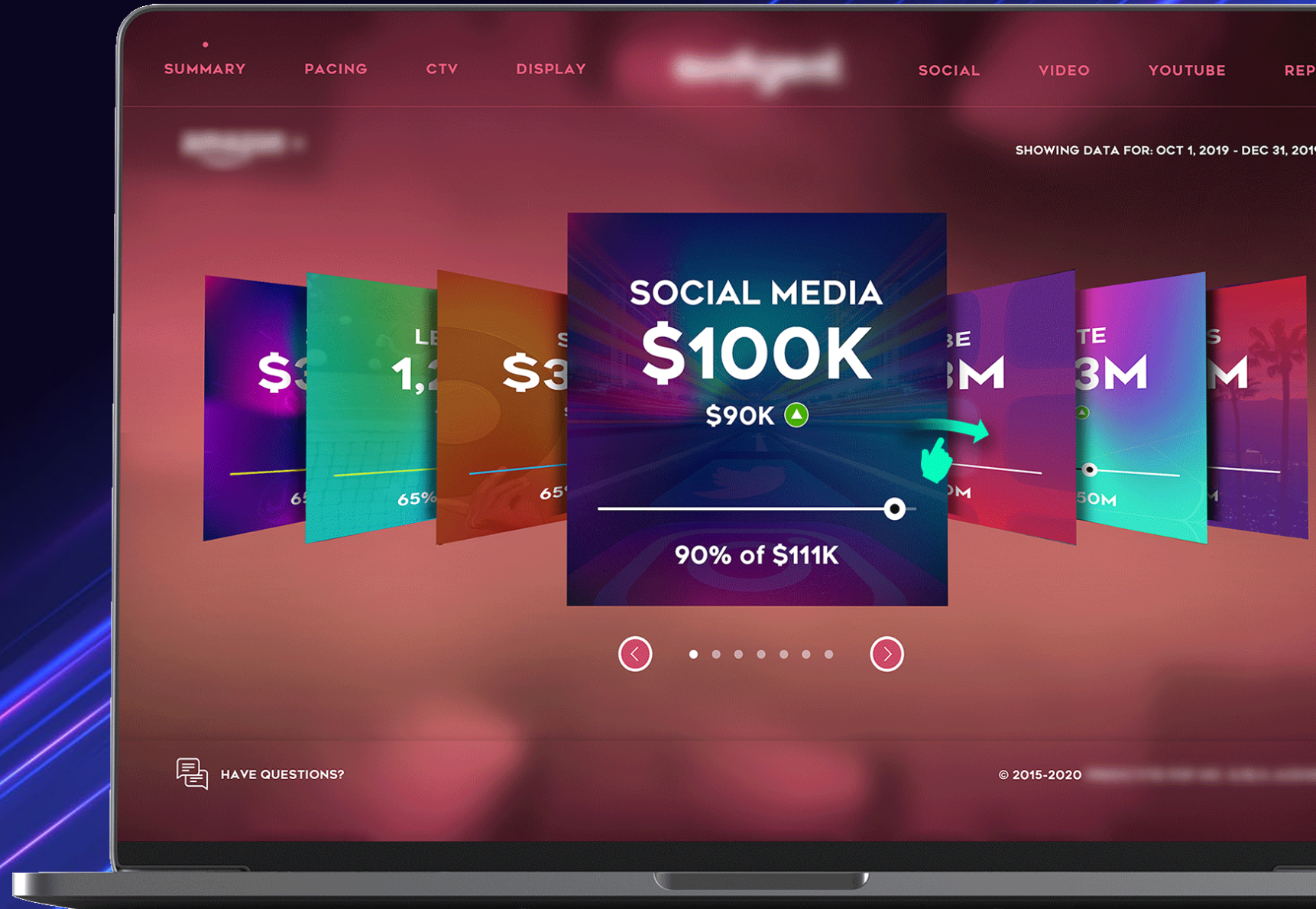
Target \$ 7.00

176%

BE BOLD

MAKE IT FUN

Break the Routine



KNOW THE NUMBER TO BEAT

In Performance Marketing, Teamwork And Competition Drive Results



CREATE ACCOUNTABILITY

share

Slack

Email

Embed

Download

Email Address:*

joe@salesforce.com

To add multiple addresses, separate by", "

Format:

PNG

Subject:*

Status Updates on MQLs

Joe, I'm looking for the weekly updates on MQLs. When can i get that?

Cancel

Send

LEADS

1,201

29%

Goal: 4,207

MoM 51% ↑

YoY 64% ↓

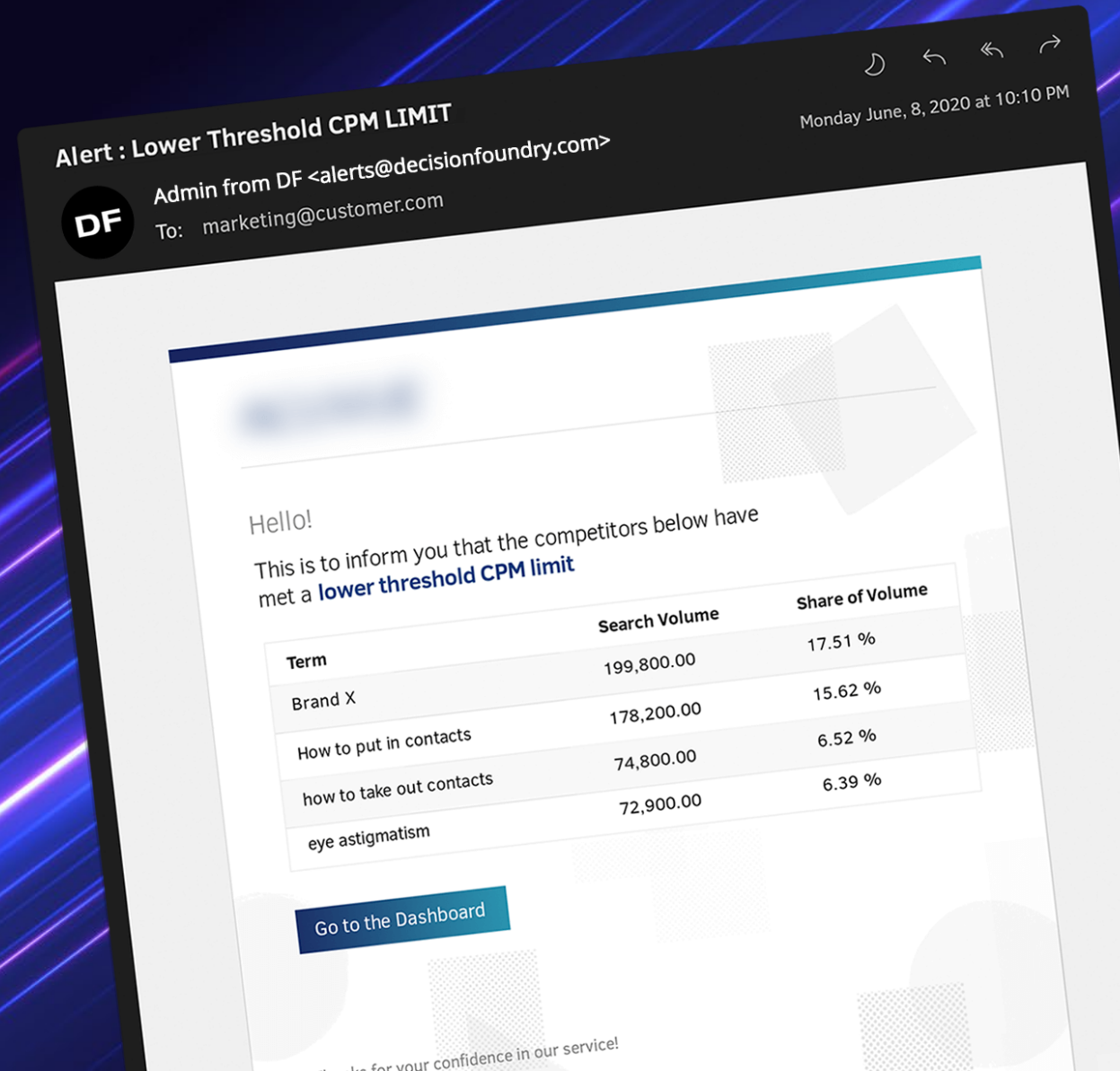
MAKE DECISIONS

A Graph Without Action Is Just Decoration



SOCIALIZE YOUR DATA

Share Ideas. Create Possibilities





And When You Are Ready...

TALK TO US

ROSS JENKINS

CEO

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