



Build Better Data Experiences.

**Decision
Foundry**
DATA CONSULTANTS







Audience

Campaign Details

Recommendations

Showing data between: Jan 1, 2021 - Jan 31, 2021

Maximize Your Campaign Performance

Market

Sub-Brand Filter

Let AI guide you on what's critical to your business

Auto Insights

Human Commentary

Brand_X in market_Y delivered a \$4.11 CPM which is -17.5% less than the forecasted \$5.30 CPM and -42% below the overall campaign benchmark.

.....

Leverage Custom Tool Tips to Drive User Understanding

MEDIA SPEND
\$354,873



Goal: \$1,004,960

IMPRESSIONS
179,395,958

68%

Goal: 265,079,876

CURRENT CPM
\$1.95

53%

Goal: \$3.79

Gather More Campaign Details →

SUMMARY

PACING

CTV

DISPLAY

multigood

SOCIAL

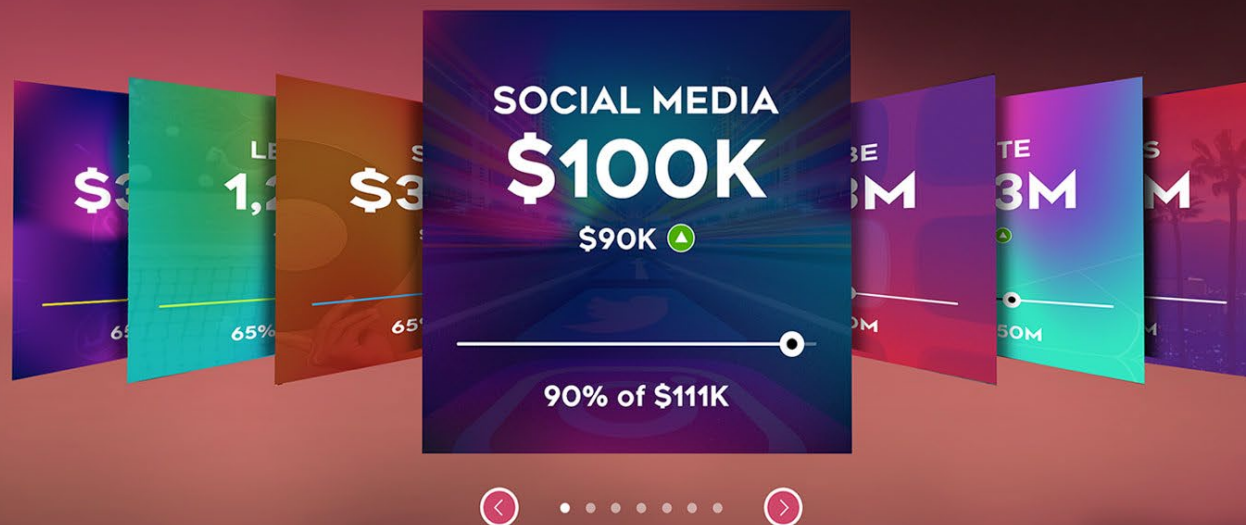
VIDEO

YOUTUBE

REPORTS

amazon ▾

SHOWING DATA FOR: OCT 1, 2019 - DEC 31, 2019 ▾



HAVE QUESTIONS?

© 2015-2020

amazon ▾

SHOWING DATA FOR:
OCT 1, 2019 - DEC 31, 2019 ▾



HAVE QUESTIONS?

© 2015-2020

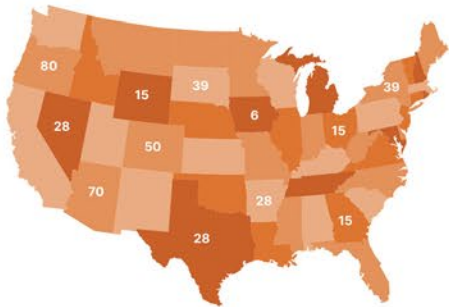




NPS by Region

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s.

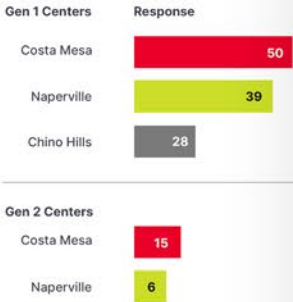
View by NPS



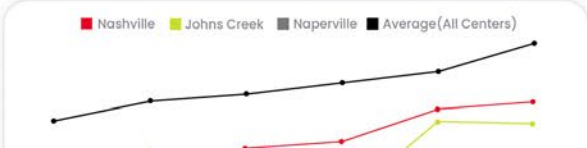
Top N Centers by Response

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View by NPS



NPS Trend - Top N Centers



NPS Trend - Top N Train



KNOW YOUR SCORE

Lorem Ipsum is simply dummy text of the printing and typesetting industry.

How are scores calculated?

Customer Sentiments

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

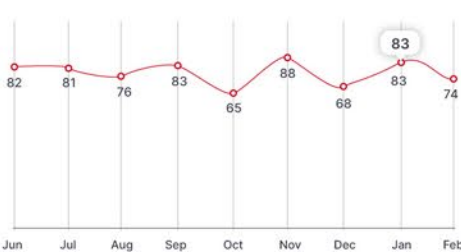
Based on your selection, you are:
15PTS above the average



See all Comments

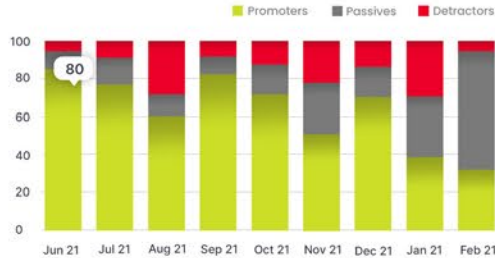
NPS Trend

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NPS Share by Response Type

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What You Should Know about the Scores

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s.

NPS Trend by Customer Visits



Awareness

Preference

Lead Generation

Brand

On Going (Jul 1, 2021 - Sep 2, 2021)

Awareness

Campaign Groups

Select

Campaign Label

Select

Sub Campaign

Select

Goals and Key Performance Indicators

CPM Goal

94.25%

\$3.77 of \$4.0

CPVV Goal

68%

\$0.34 of \$0.50

Impressions

126,763,850

▼ -18.29% (-188,522)



Reach

40.88M

▲ 35% (497.84K)



CPM

\$3.72

▲ 6% (\$0.91)



Source: Facebook, Google Adwords, Marketing Cloud

AdClicks by Source

Ad Clicks

11.27%
Google Adwords14.22%
Twitter Ads2.36%
Sizmekn...45.92
Salesforce Marketing
Cloud

Page Views by Source

Page Views

Time On Site Avg

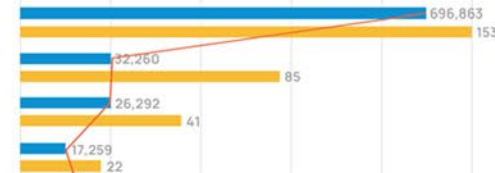
Daily Visitors

MC

Twitter

Facebook

Others



Marketing Performance

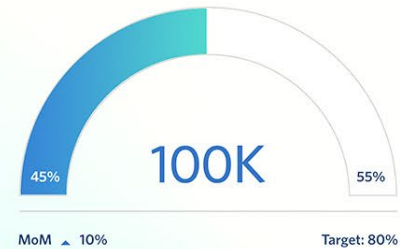
Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s.

Showing data between

Jan 01, 2022 - Jan 31, 2022

New Patient Growth

Lorem Ipsum is simply **dummy text** of the printing and typesetting industry. **Some Number.** Lorem Ipsum is simply typesetting industry.



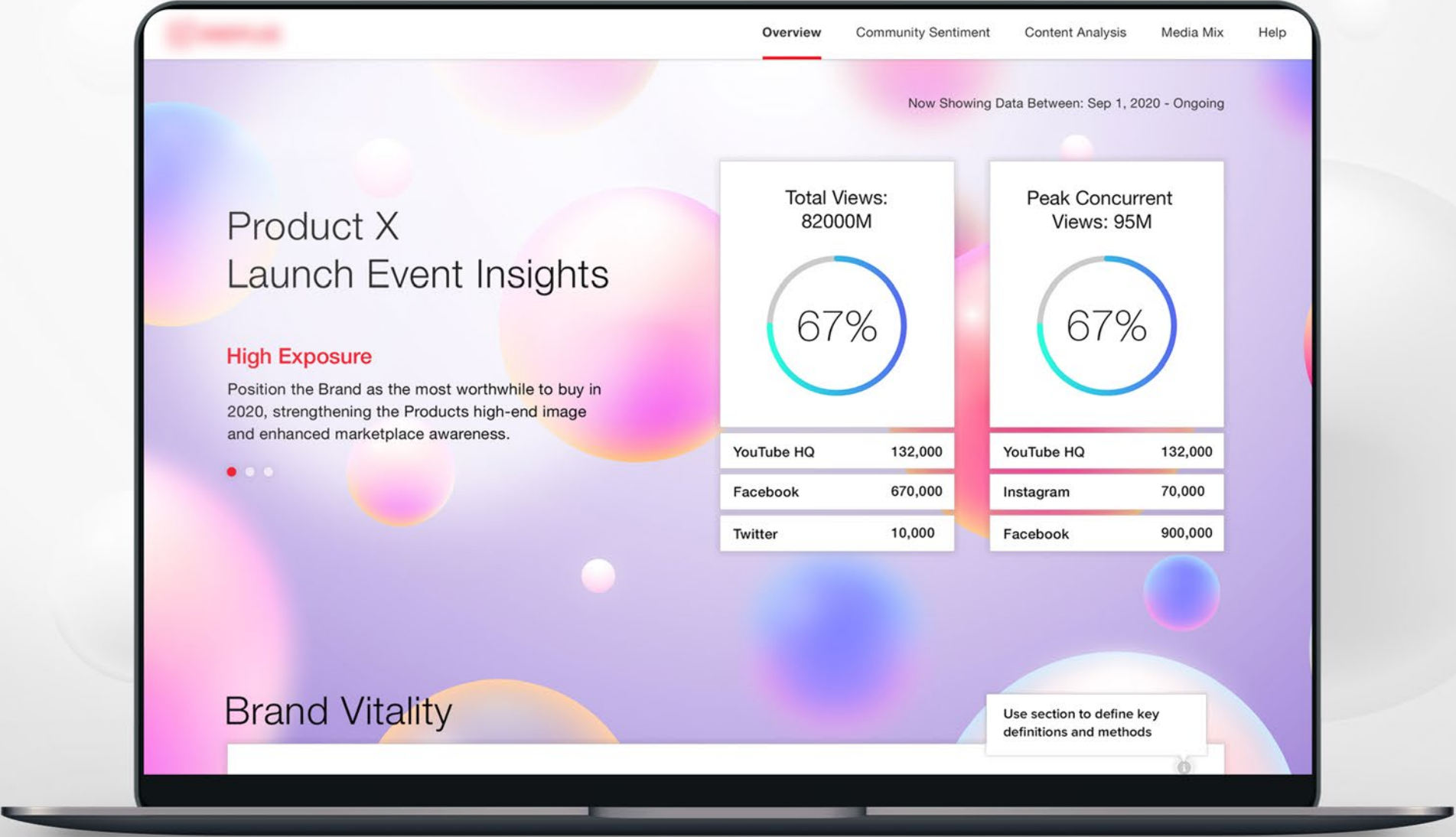
New Patient Growth

Brand Awareness

Reputation Score

Source: Compile

Results are based on daily surveys between January 1, 2022 and April 29, 2022 among an average sample of 220 respondents





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