DASHBOARDS

INSPIRATION FOR FOCUS AREAS & SETUP
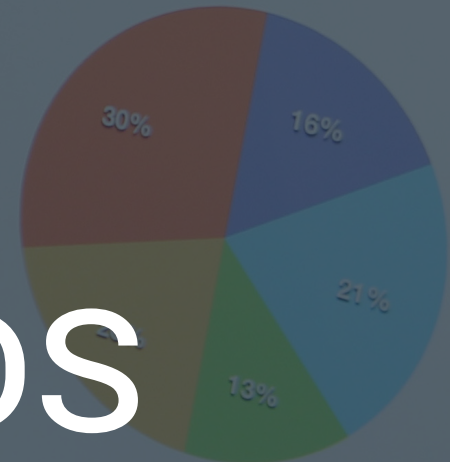
FOR A FACT
Consulting based on facts!
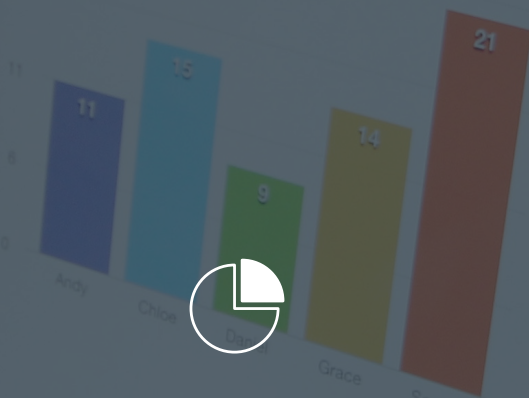
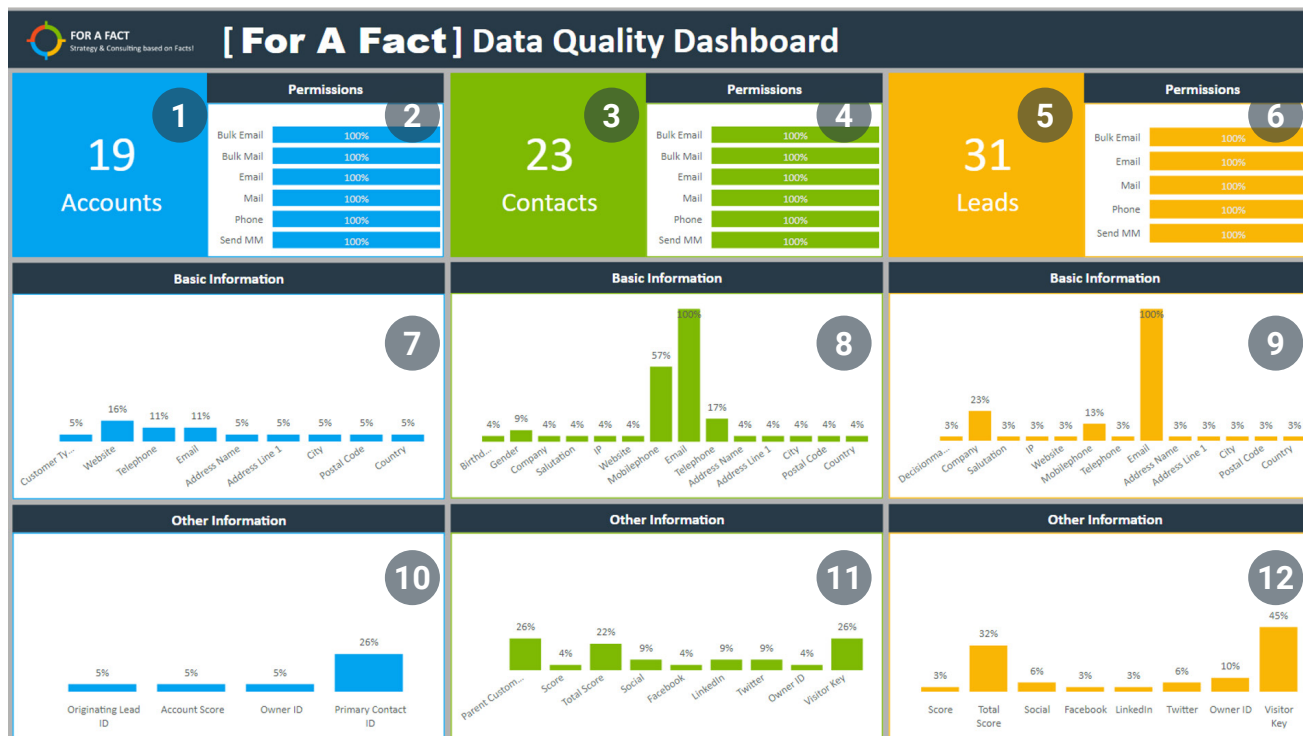# DATA QUALITY DASHBOARD

This report focuses on the quality of data in the contact databases including Accounts, Contact and Leads. It creates an overview of contact permissions, basis information, social media profiles and keys for other tables.

1   **KPI:** Number of Accounts

2   **Graph:** Contact permissions for Accounts

3   **KPI:** Number of Contacts

4   **Graph:** Contact permissions for Contacts

5   **KPI:** Number of Leads

6   **Graph:** Contact permissions for Leads

7
8   **Graph:** Share of data set (Accounts/Contacts/Leads) with basic information filled such as name, address and contact information.
9

10
11   **Graph:** Share of data set (Accounts/Contacts/Leads) with other information filled such as score, key to other tablets and profile information on social media.
12

EMAIL DASHBOARD

This report focuses on email submissions and gives an overview of the interaction creates like openings, clicks and website visits.
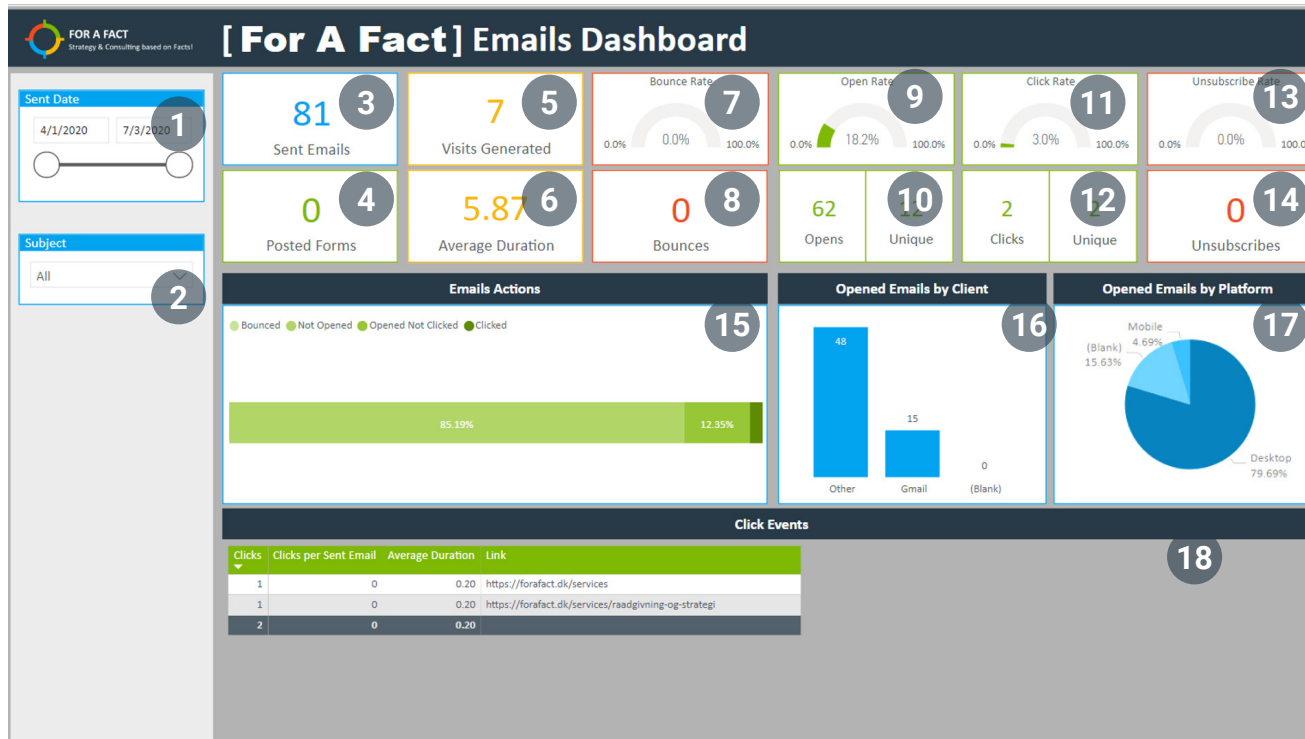
1 **Filter:** Date of email

2 **Filter:** Subject of email

3 **KPI:** Number of sent emails

4 **KPI:** Number of submitted forms due to email

5 **KPI:** Number of website visits due to email

6 **KPI:** Average duration at website

7 **KPI:** Bounce rate %

8 **KPI:** Bounce rate number

9 **KPI:** Opening of email rate %

10 **KPI:** Opening of email rate total unique number

11 **KPI:** Click rate %

12 **KPI:** Click rate total unique number

13 **KPI:** Unsubscribing rate %

14 **KPI:** Unsubscribing total number

15 **Graph:** Sent emails, grouped after 'Bounced', 'Not Opened', 'Opened Not Clicked', 'Clicked'
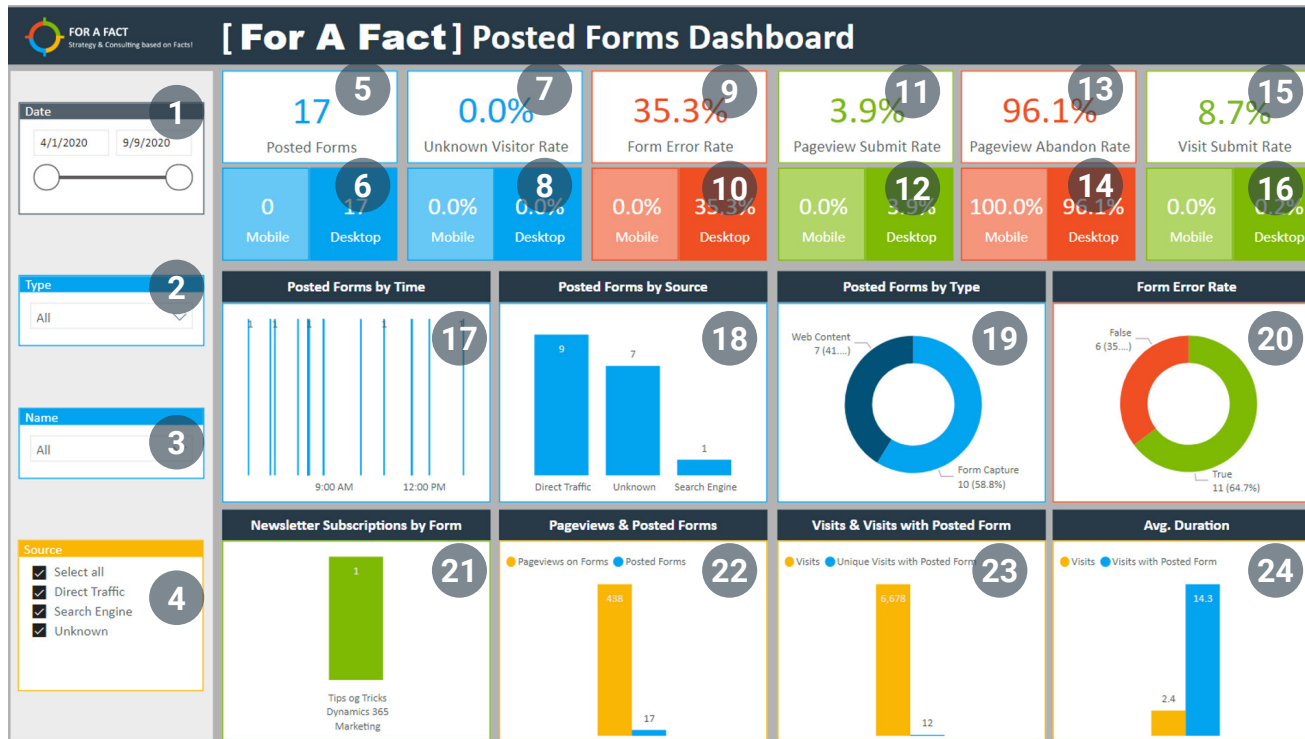
16 **Graph:** Opened emails, grouped by email client

17 **Graph:** Opened emails, mobile vs. desktop

18 **Table:** Email links, ranked by number of clicks

POSTED FORMS DASHBOARD

This report focuses on submitted forms, time of submission, how often they fail and how well the website with additional sites with specific forms, manage to get visitors to submit a form.

1   **Filter:** Date of visit

2   **Filter:** Form type

3   **Filter:** Name on form

4   **Filter:** Source of website visit

5   **KPI:** Number of posted forms

6   **KPI:** Posted forms split Mobile/Desktop

7   **KPI:** Unknown visitor rate %

8   **KPI:** Unknown visitor split Mobile/Desktop

9   **KPI:** Share of forms with error %

10   **KPI:** Form error split Mobile/Desktop

11   **KPI:** Form submission rate versus pageview

12   **KPI:** Pageview Submit split Mobile/Desktop

13   **KPI:** Form view versus submission per pageview

14   **KPI:** Pageview abandon rate split Mobile/Desktop

15   **KPI:** Visit submit rate

16   **KPI:** Visit submit rate split Mobile/Desktop

17   **Graph:** Submitted Forms, historic view

18   **Graph:** Submitted Forms by source

19   **Graph:** Submitted Forms by type

20   **Graph:** Submitted Forms split True/False

21   **Graph:** Number of newsletter subscriptions
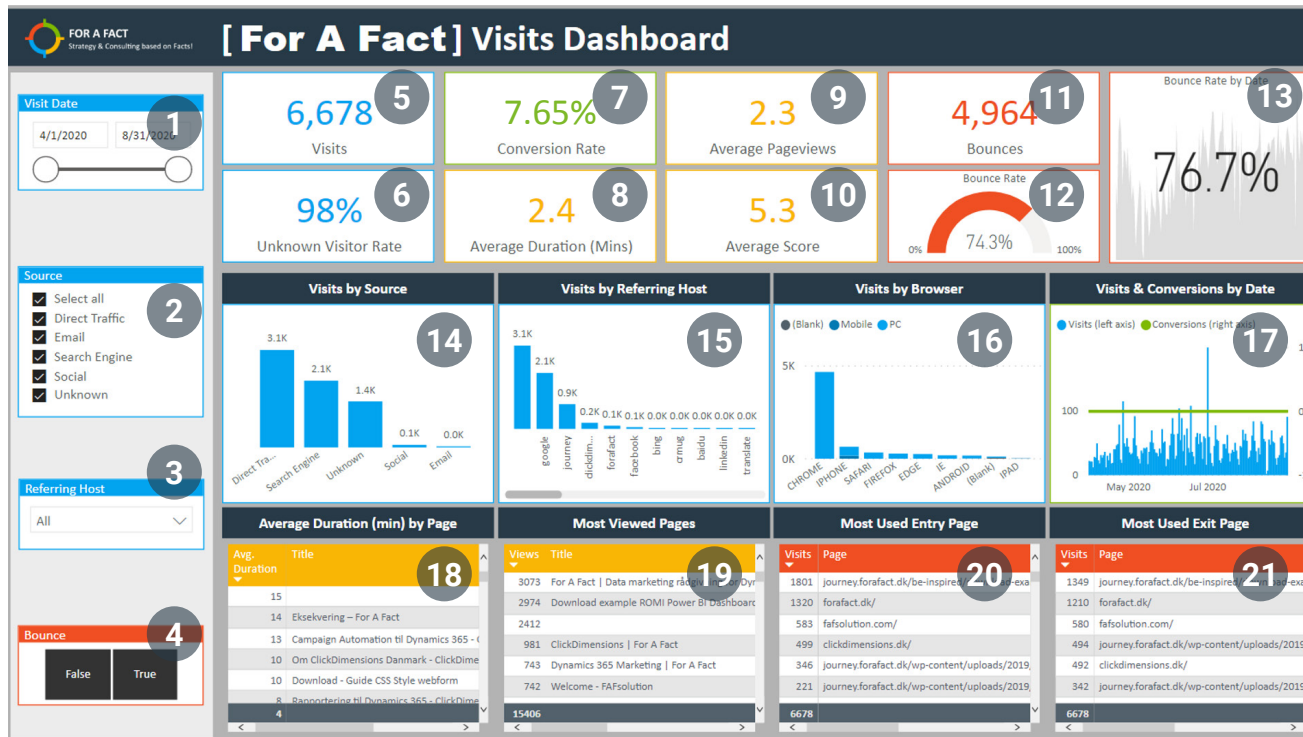
22   **Graph:** Pageviews with form versus submitted forms

23   **Graph:** Visits with form submitted versus visits without form submitted

24   **Graph:** Average duration of all visits versus average duration of visits with form submitted

VISITS DASHBOARD

This report focuses on the pageviews, where they come from, how active the visitors are, how often and when a conversion takes place and gives an overview of the most important contact details on the website.

9   **KPI:** Average pageviews

10   **KPI:** Average score of view

11   **KPI:** Number of visits of duration 0 seconds

12   **KPI:** % share of visits of duration 0 seconds

13   **KPI:** Bounce rate, historic view

14   **Graph:** Visitors grouped by source

15   **Graph:** Visitors grouped by referring host

16   **Graph:** Visitors grouped by browser

17   **Graph:** Number of visits from unknown person, which leaves as a known person (conversion takes place), historic view

18   **Table:** Pages ranked by average duration of visit

19   **Table:** Pages ranked by most viewed page

20   **Table:** Pages ranked by most used entry page

21   **Table:** Pages ranked by most used exit page

1   **Filter:** Date of visit

2   **Filter:** Source of website visit

3   **Filter:** Referring host of website visit

4   **Filter:** Visit of duration 0 seconds

5   **KPI:** Number of visits

6   **KPI:** Number of visits from unknown person

7   **KPI:** Number of visits from unknown person, which leaves as a known person (conversion takes place)

8   **KPI:** Average duration of visit

CAMPAIGNS DASHBOARD

This report focuses on interactions created by a campaign and measures the effect of different campaigns over time, especially with focus on email interactions, pageviews and submissions of forms and registrations.
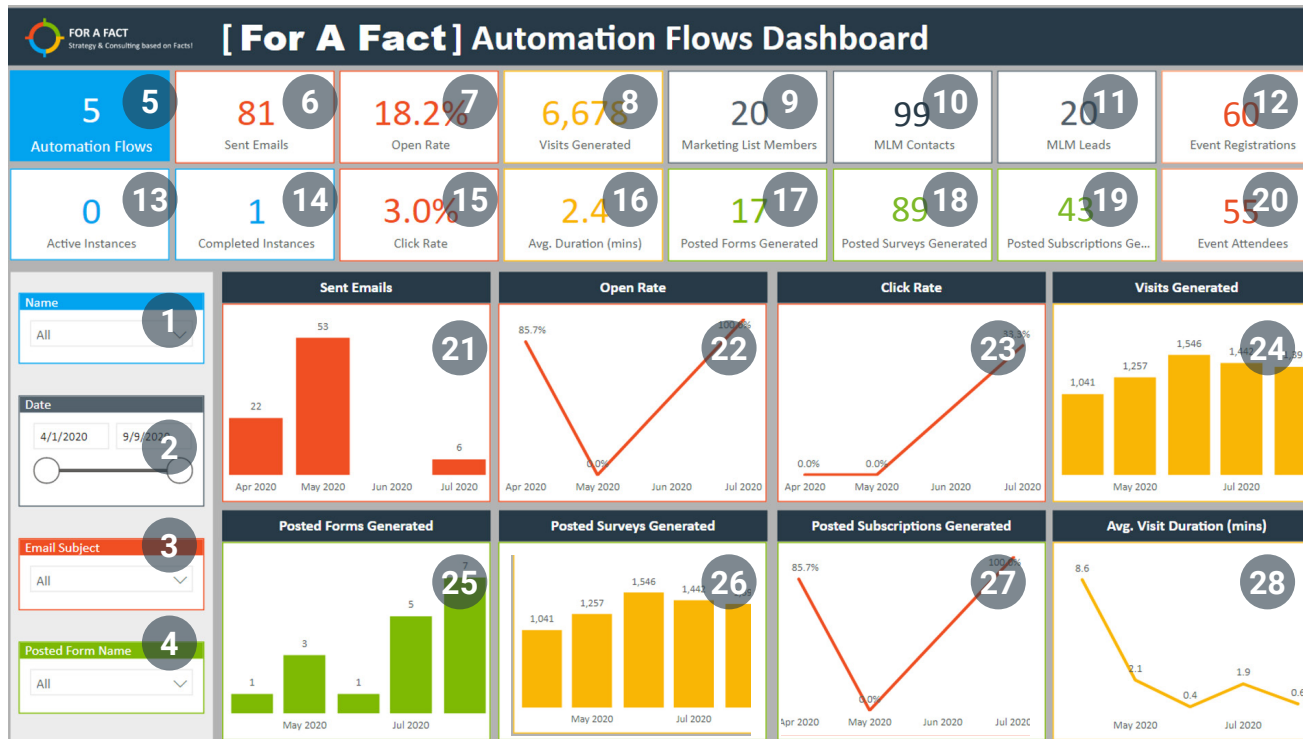

FOR A FACT Strategy & Consulting based on Facts!

[For A Fact] Campaigns Dashboard

1 Campaigns	28 Email Sends (5)	18.2% Open Rate (6)	6,678 Visits Generated (7)	20 Marketing List Members (8)	105 MLM Contacts (9)	20 MLM Leads (10)	76 Event Registrations (11)
(4)	81 Sent Emails (12)	3.0% Click Rate (13)	2.4 Avg. Duration (mins) (14)	17 Posted Forms Generated (15)	87 Posted Surveys Generated (16)	67 Posted Subscriptions Ge... (17)	35 Event Attendees (18)

Filters: Name (1), Type (2), Status (3), Date 4/1/2020 – 9/5/2020 (23)

Graphs: Sent Emails (19), Open Rate (20), Click Rate (21), Visits Generated (22), Posted Forms Generated (24), Posted Surveys Generated (25), Posted Subscriptions Generated (26), Avg. Visit Duration (mins) (27)

9 KPI: Contacts on marketing lists

10 KPI: Leads on marketing lists

11 KPI: Registrations for events via campaign

12 KPI: Sent emails via campaign

13 KPI: Email click rate via campaign

14 KPI: Average duration of visit via campaign

15 KPI: Number of submitted forms via campaign

16 KPI: Number of submitted surveys via campaign

17 KPI: Number of newsletters registrations via campaign

18 KPI: Attendees for events via campaign

19 Graph: Number of emails send out, historic view

20 Graph: Open email rate via campaign, historic view

21 Graph: Click rate via campaign, historic view

22 Graph: Visits via campaign, historic view

23 Filter: Date of activity

24 Graph: Number of submitted forms via campaign, historic view

25 Graph: Number of submitted surveys via campaign, historic view

26 Graph: Number of newsletter registrations via campaign, historic view

27 Graph: Average duration of visit, historic view

1 Filter: Title of campaign

2 Filter: Type of campaign

3 Filter: Status of campaign

4 KPI: Number of campaigns

5 KPI: Number of separate email batches

6 KPI: Open email rate via campaign

7 KPI: Visits generated

8 KPI: Persons on marketing lists

AUTOMATION FLOW DASHBOARD

This report focuses on interactions created by an Automation Flow and measures the effect of different Automation Glows over time, especially with focus on email interactions, pageviews and submissions of forms and registrations.

11 **KPI:** Number of leads on marketing lists

12 **KPI:** Registrations for events via AF

13 **KPI:** Number of active instances in AF

14 **KPI:** Number of completed AF progress

15 **KPI:** Sent email click rate via AF

16 **KPI:** Average duration of visit via AF

17 **KPI:** Number of submitted forms via AF

18 **KPI:** Number of surveys via AF

19 **KPI:** Number of newsletter registrations via AF

20 **KPI:** Attendees for events via AF

21 **Graph:** Number of emails send out, historic view

22 **Graph:** Open email rate via campaign, historic view

23 **Graph:** Click rate via campaign, historic view

24 **Graph:** Visits via campaign, historic view

25 **Graph:** Number of submitted forms via campaign, historic view

26 **Graph:** Number of submitted surveys via campaign, historic view

27 **Graph:** Number of newsletter registrations via campaign, historic view

28 **Graph:** Average duration of visit, historic view

1 **Filter:** Title of Automation Flow (AF)

2 **Filter:** Date of activity

3 **Filter:** Title of email

4 **Filter:** Title of posted form

5 **KPI:** Number of AF

6 **KPI:** Number of sent emails via AF

7 **KPI:** Open email click rate via AF

8 **KPI:** Number of visits via AF

9 **KPI:** Persons on marketing lists

10 **KPI:** Contacts on marketing lists

MARKETING FUNNEL DASHBOARD

This report focuses on conversions (unknown visitors identified as contact persons) made on the website and gives an overview of how well the website performs and if the conversions are to contacts or leads.
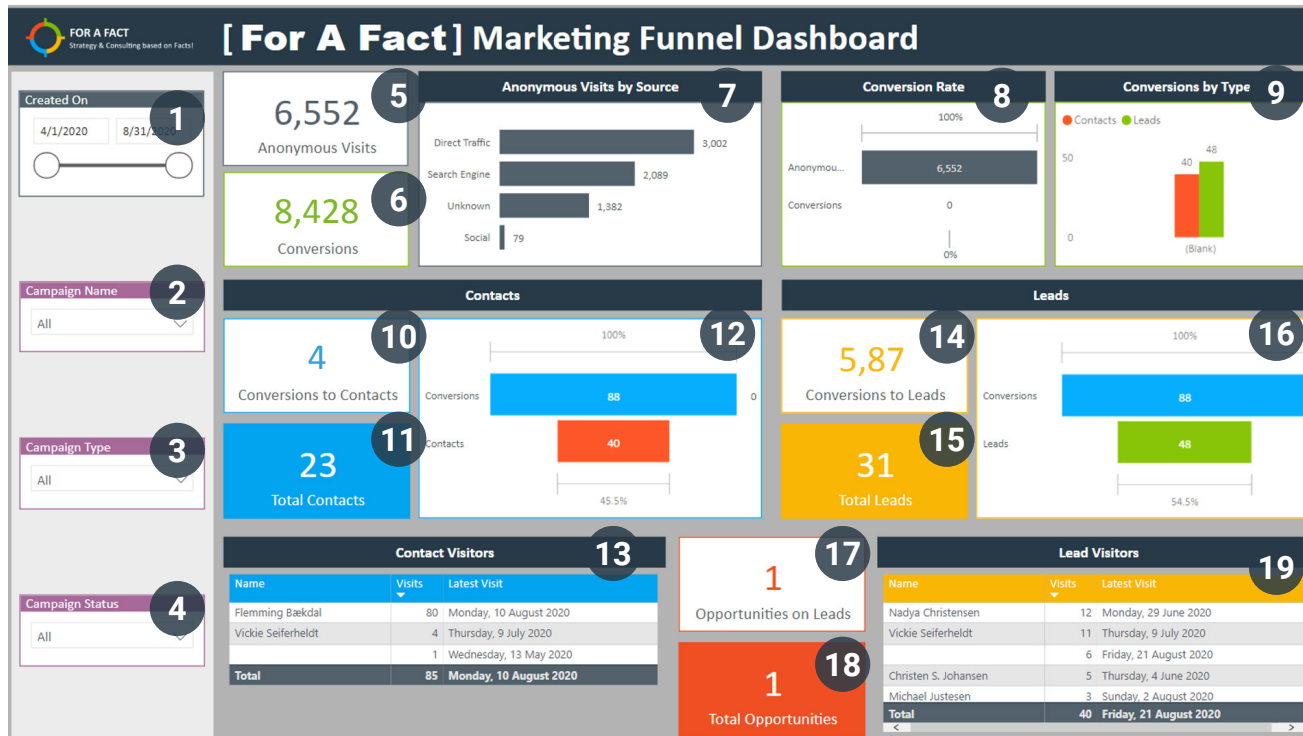
1 **Filter:** Date of contact creation

2 **Filter:** Title of campaign

3 **Filter:** Type of campaign

4 **Filter:** Status of campaign

5 **KPI:** Number of pageviews from unknown person = anonymous visit

6 **KPI:** Number of anonymous visits, which leaves the page as a known person = conversions

7 **Graph:** Anonymous visits versus conversions

8 **Graph:** Anonymous visits grouped by source

9 **Graph:** Conversions split contacts and leads

10 **KPI:** Number of conversions to contacts

11 **KPI:** Number of contacts in total

12 **Graph:** Conversions to contacts compared to contacts in total

13 **Table:** Contacts ranked after number of page visits

14 **KPI:** Number of conversions to leads

15 **KPI:** Number of leads in total

16 **Graph:** Conversions to leads compared to leads in total

17 **KPI:** Number of conversions to opportunities

18 **KPI:** Number of opportunities in total

19 **Table:** Leads ranked after number of page visits

PAID VS. OWNED MEDIA DASHBOARD

This report focuses on UTM tags for website visitors and gives an overview of which sources, media, campaigns and content create traffic and conversions.
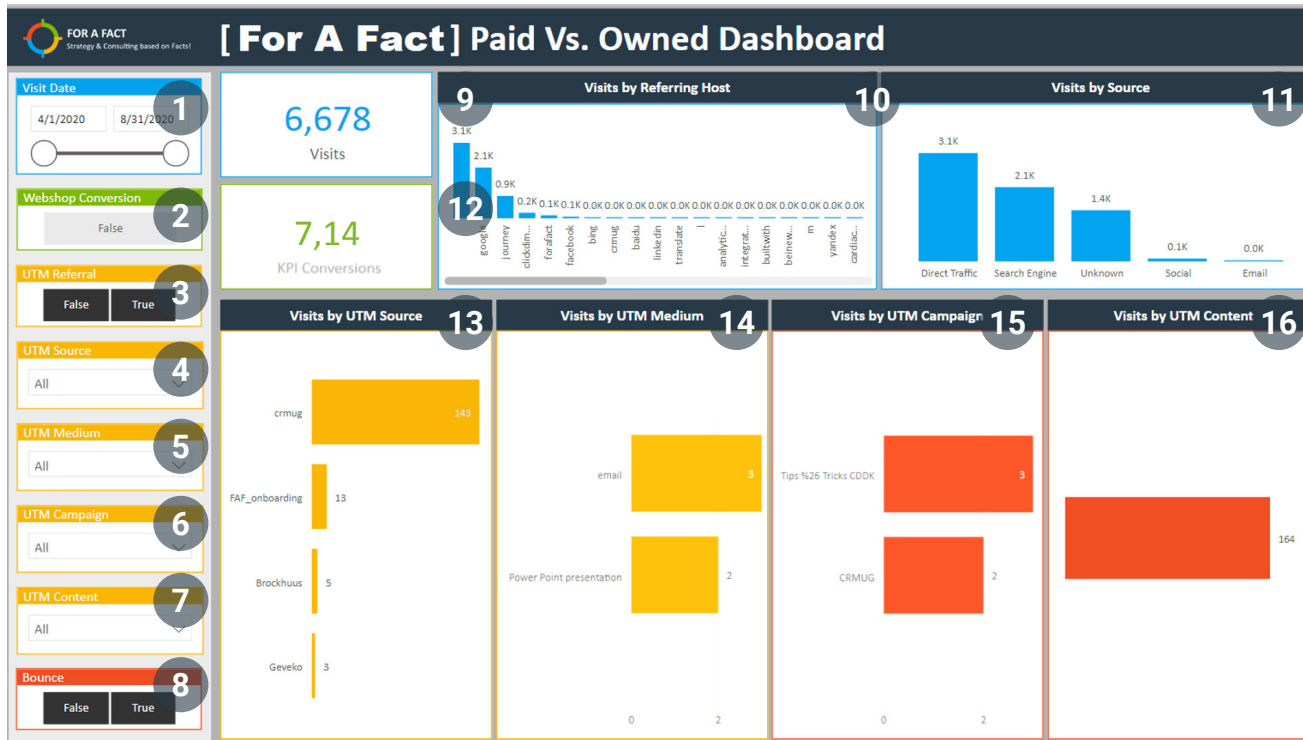
1 **Filter:** Date of page visit

2 **Filter:** Visit with conversion

3 **Filter:** UTM referral on visit

4 **Filter:** UTM source on visit

5 **Filter:** UTM media on visit

6 **Filter:** UTM campaign on visit

7 **Filter:** UTM content on visit

8 **Filter:** Duration of 0 seconds on visit

9 **KPI:** Number of website visits

10 **Graph:** Visits, grouped by referring host

11 **Graph:** Visits, grouped by source

12 **KPI:** Number of conversions

13 **Graph:** Visits, grouped by UTM source

14 **Graph:** Visits, grouped by UTM media

15 **Graph:** Visits, grouped by UTM campaign

16 **Graph:** Visits, grouped by UTM content

![For A Fact - Consulting based on facts!]

CONTACT INFORMATION

PHONE

Monday to Friday: **+45 29 72 61 17**

EMAIL

For A Fact: **info@forafact.dk**

Directly to Flemming: **flemming@forafact.dk**

FOR A FACT

Consulting based on facts!