



# ClickDimensions Intelligent Dashboards

*powered by Sweetspot*

Marketers today have access to more data than ever before, yet they are often still unable to efficiently report on the specific sales and marketing activities that are driving revenue and which are driving it most effectively. Disconnected tools and manual reporting processes stand in the way of marketing teams seeing the whole picture. ClickDimensions Intelligent Dashboards, powered by Sweetspot eliminates these challenges.

ClickDimensions Intelligent Dashboards helps marketers understand what is working and what isn't by providing a holistic view of sales and marketing performance across all activities, connecting those activities directly to sales pipeline and revenue. As a fully-managed solution, it is ready to use out of the box – eliminating the time, cost and frustration commonly associated with developing and maintaining comprehensive marketing reporting. These tasks, like integrating data from multiple sources, creating and optimizing dashboards for a variety of specialized marketing channels, defining the right KPIs, and refreshing data and reports on a recurring basis can require up to six distinct skillsets and 1,000 hours to develop using traditional business intelligence tools.



Creates a single view of marketing and sales data



Visualizes performance with pre-built dashboards



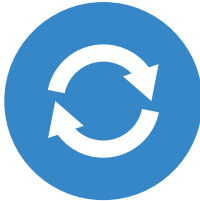
Tracks your performance with industry-standard KPIs



Measure business results with integrated goal tracking



Improves results and increases visibility through collaboration



Updates are automatic

## Sales and Marketing Dashboards Bundle Details

The ClickDimensions Intelligent Dashboards sales and marketing dashboards bundle provides business users with the data and visualizations needed to connect sales and marketing performance to pipeline and revenue. With more than 150 KPIs tracked across 12 dashboards, this package is the ideal starting point for dashboard users.

### Available Dashboards:



Sales Funnel



Campaign Performance



Website Statistics



Email Marketing



Campaign Automation



Social Marketing



Landing Pages



Events



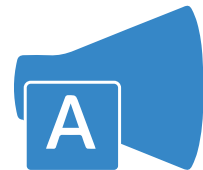
Surveys



Google Analytics



Google Ads



Microsoft Advertising

## Available Dashboards:



Sales  
Funnel

Provides metrics, including revenue generated, on the ability of your marketing efforts to attract potential customers and convert them into sales.

**18 KPI presented over 17 visualizations.**

*As an example:*

Conversion funnel • Lead source by stage • Top campaigns • Estimated vs. actual revenue



Campaign  
Performance

Gain insight into the leads, opportunities and revenue that your marketing campaigns are creating.

**8 KPI presented over 7 visualizations.**

*As an example:*

Leads, contacts and opportunities • Revenue by opportunity • Top campaigns



Website  
Statistics

Track the performance of web-based content such as landing pages and forms. Assess what content is driving the most interest.

**11 KPI presented over 8 visualizations.**

*As an example:*

Top page URLs • Top submitted forms • Visits by source • Visitors, views and bounces



Email  
Marketing

Understand the contribution that email makes toward successful campaigns – what generates the most interest and creates the most revenue.

**14 KPI presented over 11 visualizations.**

*As an example:*

Delivered, opened, clicked funnel • Performance by campaign • Top email by opportunity



Campaign  
Automation

Analyze how participants are responding to nurture campaigns. Identify bottlenecks in the process and top-performing actions.

**8 KPI presented over 7 visualizations.**

*As an example:*

CA influence • Participant performance • Top performing campaigns



Social  
Marketing

Determine which social platforms and content attract followers to your brand and generate the most revenue for your organization.

**5 KPI presented over 5 visualizations.**

*As an example:*

Influenced revenue • Followers vs. clicks • Detail by social network



### Landing Pages

Understand the web-based content that resonates the most with your audience. Understand how this translates into action and ultimately creates revenue for your company.

**9 KPI presented over 8 visualizations.**

*As an example:*

Influenced won opportunities • Campaign performance • Form submissions • Lead/opportunity influence



### Events

Determine which events create the most interest and have the highest participation rate. Align participation with the creation of new leads, opportunities and revenue for your organization.

**9 KPI presented over 12 visualizations.**

*As an example:*

Revenue generated and impacted • Performance by event type • Top events by attendance, leads, revenue



### Surveys

Provides metrics on the surveys that get the most attention and have the best performance.

**3 KPI presented over 7 visualizations.**

*As an example:*

Opens vs. completions • Top performing surveys • Survey detail table



### Google Analytics

Understand the best traffic sources, which pages attract the most visitors, who your visitors are (demographics) and what they do on your website.

**5 KPI presented over 34 visualizations.**

*As an example:*

Visits by channel • Top campaigns by new/returning visitors • Top performing web pages  
Top lead sources by visits



### Google Ads

Analyze your ad spend and the return you're getting on that investment. See which ads are generating the most interest, what campaigns are your most successful and what keywords attract customers most.

**9 KPI presented over 12 visualizations.**

*As an example:*

Impressions vs. conversions • Cost vs. revenue • Top campaigns by clicks • Top keywords for conversions



### Microsoft Advertising

Analyze your ad spend and the return you're getting on that investment. See which ads are generating the most interest, what campaigns are your most successful and what keywords attract customers most.

**9 KPI presented over 12 visualizations.**

*As an example:*

Cost vs. revenue vs. CTR • Top ad groups by impressions and clicks • Keyword detail table • Device breakdown

Contact us today to sign up or learn more!

