

MARKETING
DASHBOARDS FOR
THE NEW AGE

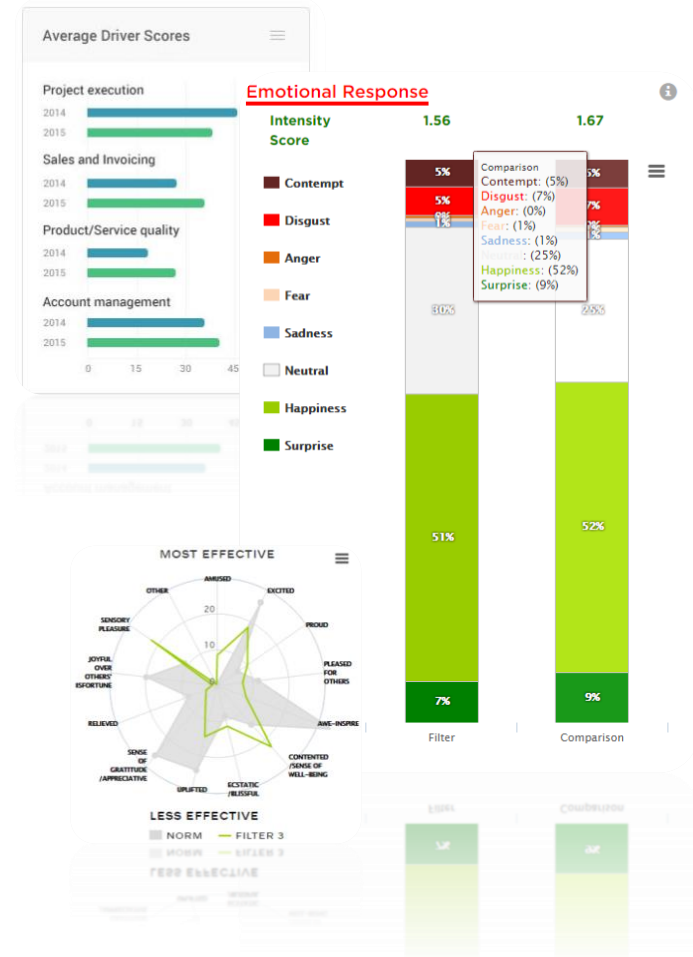


WHAT IS A MARKETING DASHBOARD?

Keeping the definition as short as possible, a dashboard is a **visual representation of performance**.

Similar to a car dashboard, a business dashboard tells you, the “driver”, **how fast you’re going**, if you need to add “fuel” or if something is not working properly in the “vehicle”.

With the help of this information, you can quickly draw **conclusions** and take the necessary **actions**.



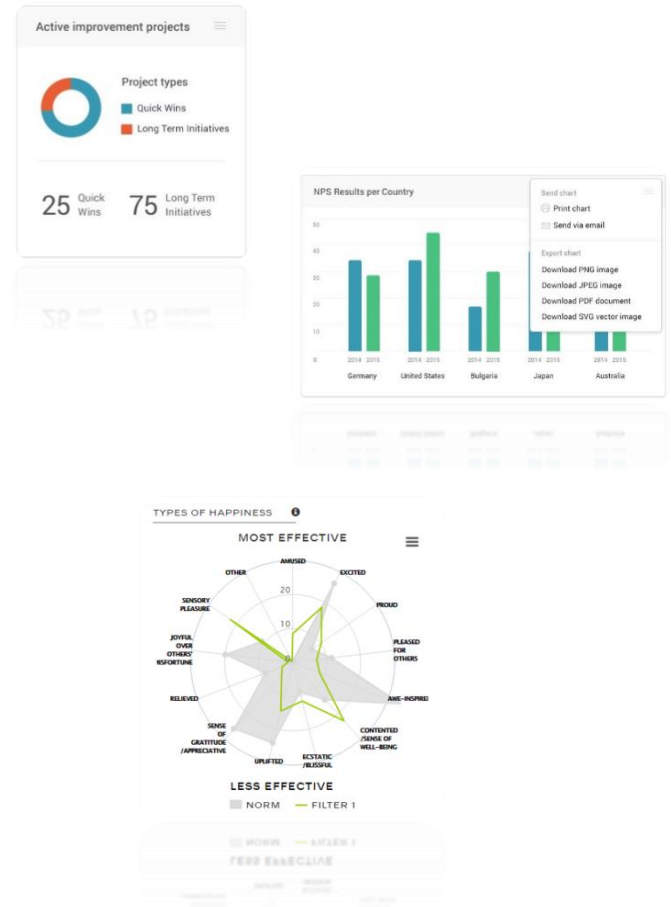
WHAT IS A MARKETING DASHBOARD?

Different types of dashboards offer different information and can be useful throughout various teams in an organization.

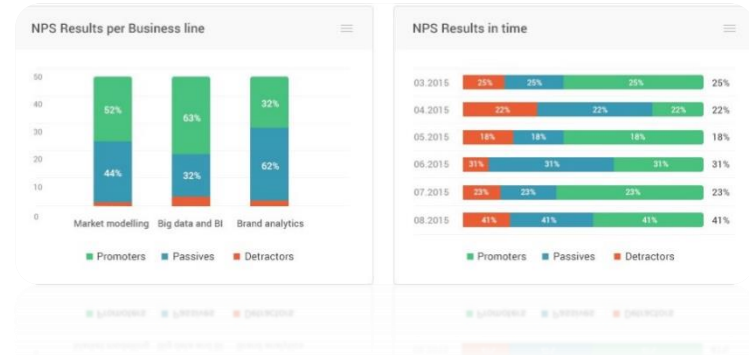
A marketing dashboard is a specific type of tool, which **calculates** and **visualizes** KPIs, important for the CMO, Marketing manager and the marketing department as a whole.

The metrics a dashboard shows can be customized according to specific needs.

There are several KPIs that the **modern marketing dashboard** must have, but it all comes down to one thing – ROI.



WHY DO YOU NEED A DASHBOARD?



Decision Making based on facts

Clear, beautiful graphic user interface that helps the user understand complex data in a quick glimpse and take the required action.

In Data we trust

Data is one of strongest resources a company can have and leveraging this data for the benefit of the organization can be time-consuming and expensive. Optimizing the usage of data is a key advantage for every enterprise.

Consolidate Data

A custom dashboards can provide you with data analytics on a single screen, eliminating the need to dig through different databases, excel sheets and reports.

WHY DO YOU NEED A DASHBOARD?



Provide an Objective View of Performance

Easy to evaluate objective overview of recent performance, which serves as solid ground for fact-building. Separate teams and departments can easily be aligned to a common strategy over metrics, which are understandable for both.

Give You the Big Picture

Complete snapshot of accumulated KPIs from various sources. Separately analyzed, these metrics may not provide the user with broad enough overview to determine the best direction.

Reveal Problem Areas

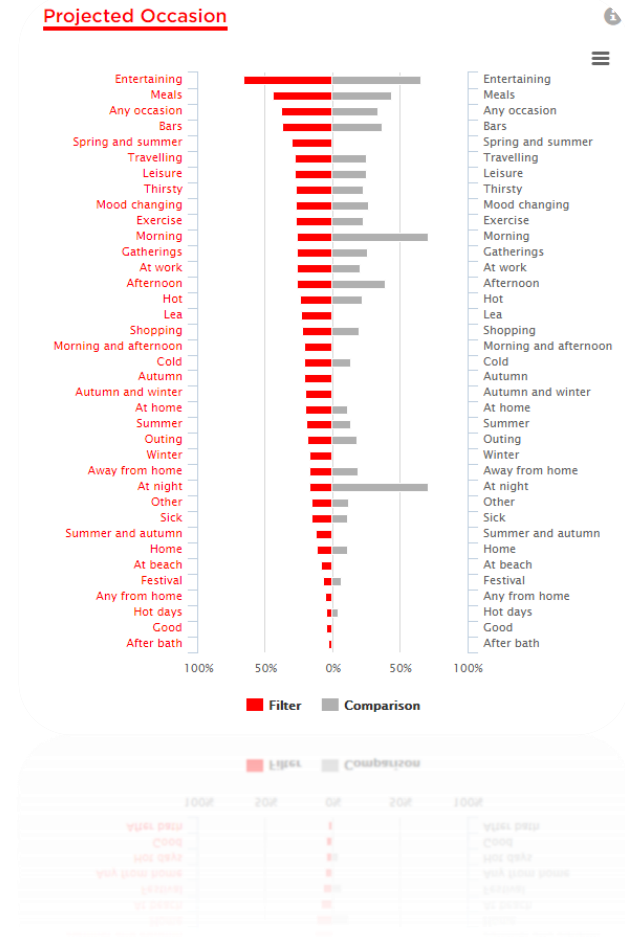
An effective dashboard can help the user pinpoint issues within the organization. Having everything at a glance offers the opportunity to seamlessly make connections between various metrics at different levels.

WHAT ARE YOUR MOST IMPORTANT KPIs?

“Marketing” is a very broad term.

While a social media dashboard focuses on **referrals**, **conversions** and **events**, an eCommerce marketing dashboard might focus on **average order value**, **return rate** and **buzz**.

The types of marketing KPIs depends on the type of marketing dashboard you need. We like to differentiate between **2 big categories of marketing dashboards**.



DIGITAL MARKETING DASHBOARD

- The most widespread marketing dashboard.
- Focuses on the digital domain and can be divided in 3 subcategories.



Marketing
Performance
Dashboard

Sales funnel – measures performance by analyzing data from initial lead to conversion.

Marketing
Analytics
Dashboard

Analyzing data around time onsite, bounce rate, number of referrers, traffic location, etc.

Social Media
Marketing
Dashboard

Metrics derived from your active social media channels – followers, likes, referrals, etc.



SINGLE SOURCE OF TRUTH DASHBOARD



Marketing teams by definition employ a **plethora of data sources** in their day-to-day activities. We want to **disrupt the way that information is accessed**: instead of switching from source to source, we'd like to offer a single source of marketing insight.

Our **holistic approach** encompasses the whole lifecycle starting from marketing investment and ending with sales: the whole **purchase funnel** is covered. Awareness (ATL, BTL), Consideration (Competitive scorecard, Go-to market strategy, Business intelligence), Purchase (Customer loyalty, Brand performance, Customer experience) are all reported – and **marketing effectiveness** is calculated. All available online, in our SST dashboard!

WHEN DO YOU KNOW YOU NEED A CUSTOM DASHBOARD?

1.

You're doing better, but you have no way of being certain or can't exactly determine how you're improving.

A professional service provider will not only develop a beautiful dashboard, but also assist you in choosing the right metrics to visualize and analyze the necessary data.

2.

You're already gathering loads of data, but are not sure what to do with it.

Data is not always self-explanatory. More times than not, it requires a specific know-how to make the most use of the various types of information you gather.

3.

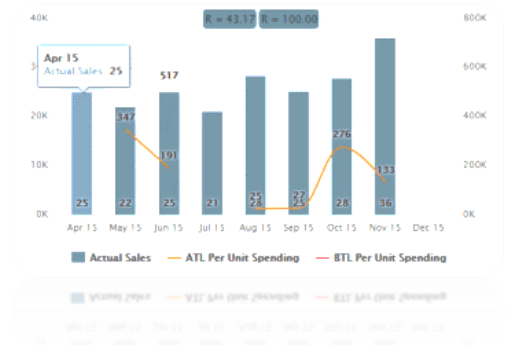
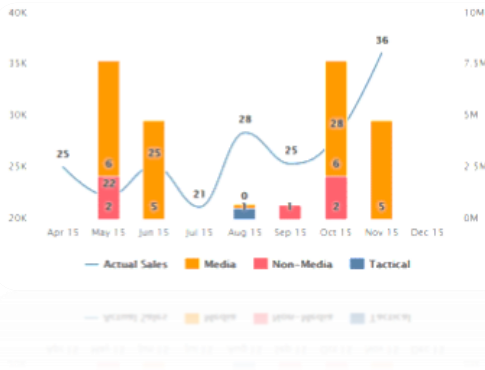
The competition is way ahead.

Times are changing and so are the tools used to make quick and effective business decisions. A way to stay on top of your competitors is to know exactly where you're headed and how to navigate the right direction.

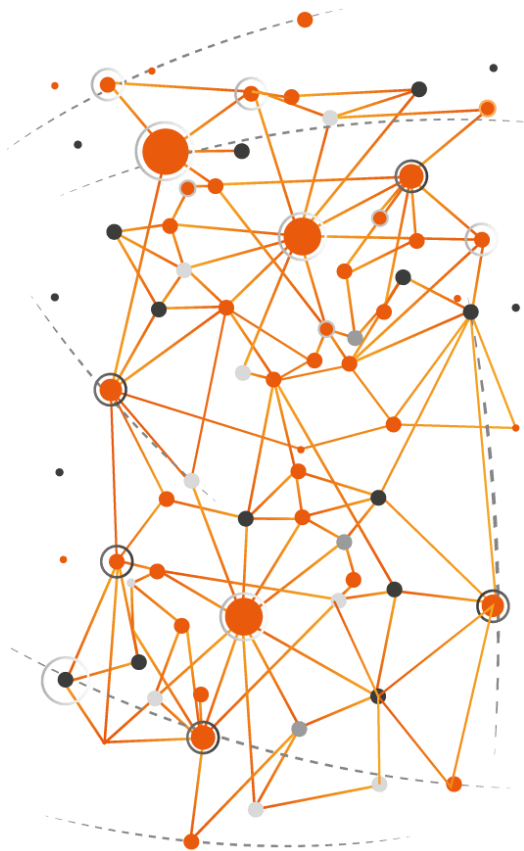
4.

Your current solution is not giving you the ROI you hoped for.

Maybe you already opted for one of the many options for marketing dashboard tools available, but somehow it doesn't exactly fit all your needs.



PREDICTING THE FUTURE OF DASHBOARDS



The future of information is moving towards predictive analytics and the marketing dashboard is one field where it could be established in your company.

At the moment, most data is focused on the past – what your customers purchase, what they said or where they came from.


The next step is to determine with the help of a dashboard what, who and where before it happens, based on historic data.

That way marketing can lead the resource planning for the whole organization in order to take advantage of future consumer behavior.

At Code Runners we know this and our dashboards are prepared to take the challenge.

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