Sales Cloud Marketing Dashboard

**Accelerate your marketing with a dashboard that proves ROI.**

Marketers are scrambling to become data driven, but many run into roadblocks because they don’t have deep analytical training, knowledge of critical business KPIs or know how to capture meaningful information that’s already in Salesforce. The Marketing Reports and Dashboard Accelerator helps you identify and track your organization’s most important KPIs and design a data-driven dashboard, helping you generate better-qualified marketing leads that sales is happy to receive.

**What it can do for you**

- Assess the impact your leads have on the pipeline (ROI)
- Analyze top deals for this month/quarter by lead source
- Effectively direct resources to lead source having positive impact on the pipeline
- Identify opportunities to invest additional resources to minimize lead cycle

**How it works**

Certified Specialists will guide you through the process over a predetermined timeframe (typically 3-4 weeks):

**Discovery**
- Help identifying critical data and the KPIs your business team demands
- Discuss and review your current implementation and usage
- Review and finalize measurable Success Criteria

**Analysis/Development**
- Build dashboard
- Configure reports to meet specific needs

**Outcomes**
- One dashboard with maximum 20 components or underlying reports
- Review of learnings and recommendations

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**ADDITIONAL INFORMATION**

**GOAL**
Increase revenue

**INTENDED USER**
Marketing managers seeking to gain visibility into most effective campaigns, lead sources and other key metrics.

**PREREQUISITES**
- Marketing executives to define lead to sales process with associated data in Sales Cloud
- Direct selling model with defined marketing process
- Access to Salesforce Org and data to build dashboard

Contact your account executive or success team today! Learn how we can help you accelerate your CRM success.