

Dashboard: Marketing Executive Dashboard - Marketing Influence Metrics

Top Campaigns By Response

Last 3 Months	
Campaign Name	Sum of Leads in Campaign
List import - other source	4K
Sensitive Data Governance webinar - Dataquise & Bock Corp (Subir Email)	1K
Event - 2017 08 - AWS Summit New York	433
Event - 2017 06 - DataWorks/Hadoop Summit San Jose	384
Event - 2017 07 - AWS Summit Chicago	260
Email - 2017 07 - AWS Summit Chicago Follow Up from Dataquise	260

Top Campaign By Total # Opportunities

Last 3 Months	
Campaign Name	Sum of Opportunities in Campaign
Event - 2017 08 - AWS Summit New York	3
Event - 2017 06 - DataWorks/Hadoop Summit San Jose	1
Website - Report - Ensuring a Successful PCI DSS Assessment (Gartner)	1
Website - Report - How to Retain Right Kinds of Control in Cloud (Gartner)	1
Email - 2017 07 - AWS Summit Chicago Follow Up from Dataquise	0
Event - 2017 08 - AWS Public Sector Summit	0

Marketing Lead Conversion Summary-This Year

# of Marketing Created Leads-This Year: This Year	17K
#Opportunities Created By Marketing-This Year: This Year	155
Opportunity Amount Created-This Year: This Year	\$15.3M
Marketing Opportunity Amount Closed-This Year: This Year	\$1.7M

Section: "Top Campaigns by Response"

It describes the overall response from the Campaigns in last 3 months.

Section: "Top Campaigns by Total # Opportunities"

It describes the top campaigns which are having opportunities.

Section: "Top Campaigns by Response"

It describes the whole Lead conversion process from the Lead creation to its conversion into opportunity.

- # of Marketing Created Leads-This Year: Number of leads created by marketing efforts in current year.
- #Opportunities Created By Marketing-This Year: Number of opportunities created by Lead conversion through marketing conversion.
- Total Created Amount of opportunity through marketing conversion in Current Calendar Year.
- Total amount closed in Current Calendar Year.

Section: "Top Campaigns by Total # Opportunities"

It describes the total no of leads converted into opportunity in last 3 months.

Section: "Marketing lead Conversion summary- This Year"

- It describes the total no of leads Created in Current calendar Year.
- It describes total no of converted lead into opportunity.
- Overall amount of opportunity in this Current Calendar year.
- Total no of closed opportunity in this Current Calendar year.

Marketing Lead Conversion Summary-This CQ

# of Marketing Created Leads-This CQ:	7K
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Current CQ

#Opportunities Created By Marketing-This CQ:	31
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Current CQ

Opportunity Amount Created-This CQ:	\$4.1M
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Current CQ

Marketing Opportunity Amount Closed-This CQ:	\$0
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Current CQ

Marketing Lead Conversion Summary-Previous CQ

# of Marketing Created Leads-Previous CQ:	3K
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Previous CQ

#Opportunities Created By Marketing-Previous CQ:	24
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Previous CQ

#Opportunities Created By Marketing-Previous CQ:	\$3.7M
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Previous CQ

#Opportunities Created By Marketing-Previous CQ:	\$1.6M
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Previous CQ

Section: "Marketing Lead Conversion Summary-This CQ"

It describes the whole Lead conversion process from the Lead creation to its conversion into opportunity in current Calendar Quarter.

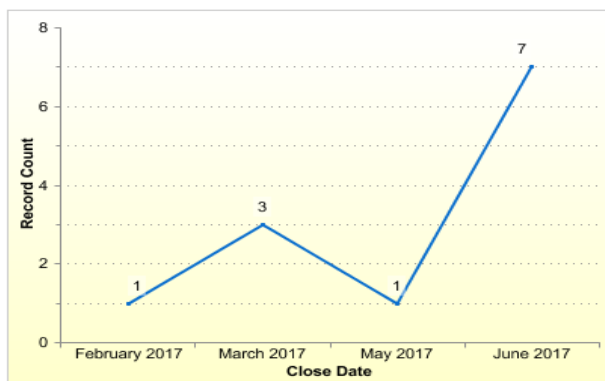
- # Of Marketing Created Leads- Current Calendar Quarter: Number of leads created by marketing efforts in current year.
- #Opportunities Created By Marketing- Current Calendar Quarter: Number of opportunities created by Lead conversion through marketing conversion.
- Total Created Amount of opportunity through marketing conversion in Current Calendar Quarter.
- Total amount closed in Current Calendar Quarter.

Section: "Marketing Lead Conversion Summary-Previous CQ"

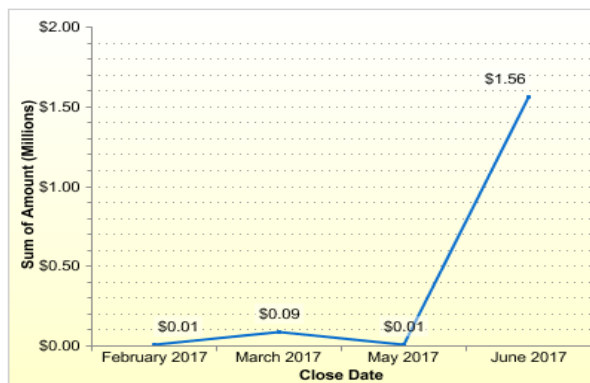
It describes the whole Lead conversion process from the Lead creation to its conversion into opportunity in Previous Calendar Quarter.

- # Of Marketing Created Leads- Previous Calendar Quarter: Number of leads created by marketing efforts in current year.
- #Opportunities Created By Marketing- Previous Calendar Quarter: Number of opportunities created by Lead conversion through marketing conversion.
- Total Created Amount of opportunity through marketing conversion in Previous Calendar Quarter.
- Total amount closed in Previous Calendar Quarter.

of Won Opportunity Marketing trend(This Year)



Won Opportunity Amount Marketing trend (This Year)



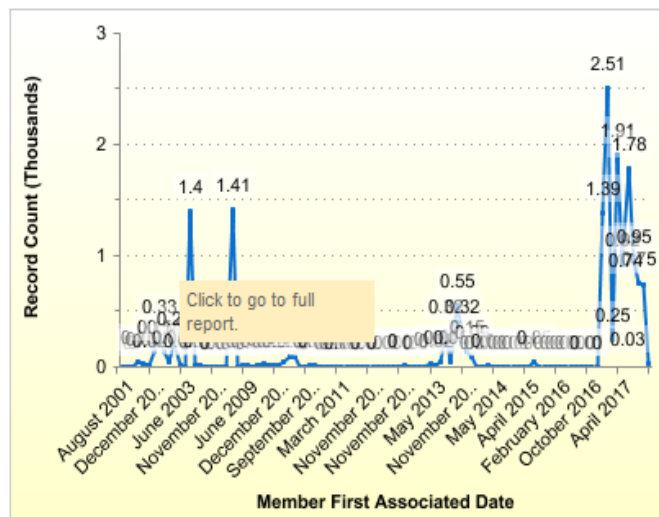
Section: “# of Won Opportunity Marketing trend (This Year)”

This Section provides the total number of won opportunities monthly in the current Calendar Year.

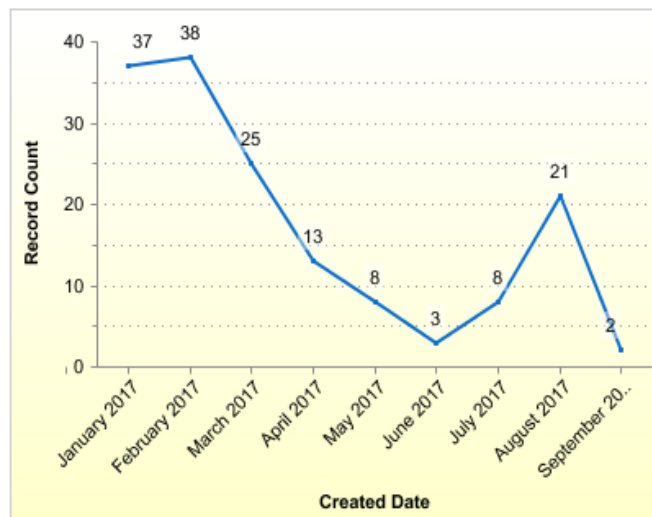
Section: “Won Opportunity Amount Marketing trend (This Year)”

This Section provides the total Amount of won opportunities monthly in the current Calendar Year.

Total # of Leads Marketing trend (This year)



Total #of opportunity marketing trend (This Year)



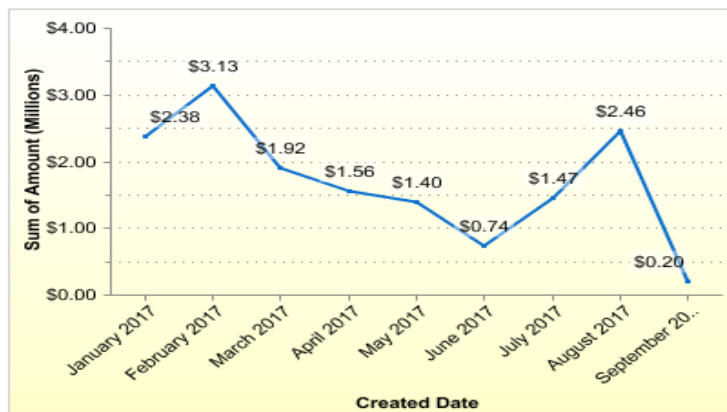
Section: “Total # of Leads Marketing trend (This Year)”

This Section provides the total Leads Created to the campaign in the current Calendar Year.

Section: "Total # of Opportunity Marketing trend (This Year)"

This Section provides the total Opportunity monthly in the current Calendar Year.

Total Opportunity Amount created Marketing trend (This Year)



Graph: "Total Opportunity Amount created Marketing trend (This Year)"

This graph provides the total amount of Opportunity monthly in the current Calendar Year.