SEARCH DISCOVERY PARTNER INTRODUCTION

This card is meant to provide an overview of SDI capabilities to Salesforce Marketing Cloud and Datorama sales teams. This information is not for external distribution or for customer-facing use.
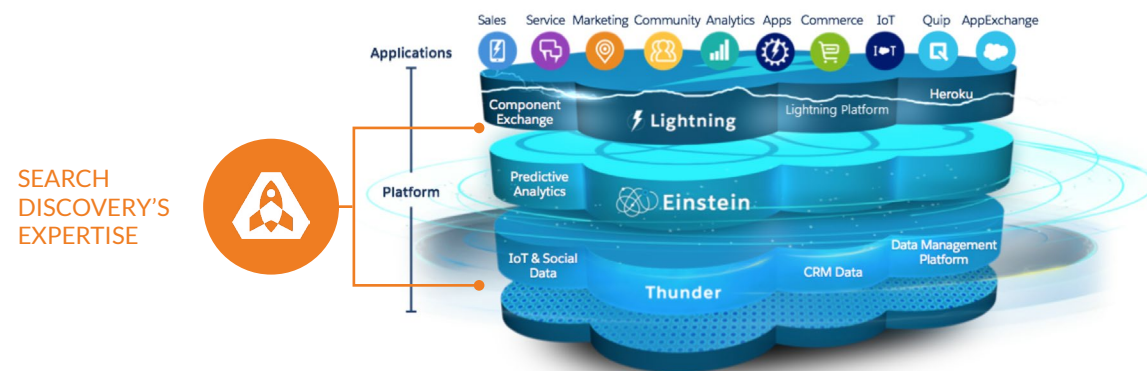
SALESFORCE PARTNERSHIP

Search Discovery has been a Salesforce partner for nearly 6 years. We specialize exclusively in data, analytics, identity, data science, and program activation. We support the following Salesforce data and analytics platforms:

We are a complementary specialist who works well with your existing cloud partner(s) to drive maximum value from the entire Salesforce ecosystem. We are not a Salesforce Cloud implementation partner.

THE SALESFORCE ECOSYSTEM

DATORAMA EXPERTISE

Search Discovery has been a Datorama partner for 2-½ years. We built our practice prior to the Salesforce acquisition. We did more than $1MM in ACV in the first year and have been growing rapidly each year. We have the **largest partner team** of certified Datorama professionals in the ecosystem. You won't find a better, more experienced partner for your Datorama needs. Our experience spans Enterprise and Commercial clients across all vertical industries.

As our name implies, we began as a digital marketing agency and we maintain that capability today. We understand intrinsically the data and functional needs of your clients' digital marketing teams. Search Discovery has a unique understanding of the options available across the BI spectrum, within and outside of the Salesforce ecosystem, and we can help your client make the business case for selecting Datorama as the best fit for their digital marketing needs.

SEARCH DISCOVERY'S DATORAMA KPIs

22	32	30%
CERTIFIED DATORAMA PROFESSIONALS	IMPLEMENTATIONS DELIVERED	YOY ACV GROWTH

WHY WORK WITH SEARCH DISCOVERY?

Your data should help your entire enterprise.

Data can improve your operations, enable better decision making, drive new revenue opportunities, and help you tell your company's story. Search Discovery's solutions and services will enable you to discover all the ways your data can transform your business. Datorama is more than a reporting platform. Einstein bots can deliver insights rather than data to your marketing team, providing greater value and allowing you to run more efficiently. Datorama also connects directly to your digital campaign management platforms and allows you to take action in your campaign, like pausing or increasing keyword bids, right from the dashboard.

Search Discovery is not just another Datorama implementation partner. We help you develop your strategy and chart the roadmap to get you there. We can operate as an extension of your team to accelerate the journey, or as a coach to ensure you're adopting right practices.

You won't find a better partner than Search Discovery to help you on the journey.

WE WORK WITH THE BEST

HEADQUARTERS

271 17th Street
Suite 1700
Atlanta, GA 30363

ATLANTA

CLEVELAND

LONDON

SALES CONTACT

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SEARCHDISCOVERY.COM

SEARCH DISCOVERY'S BRAND PROMISES

We will establish and work towards creating **clear business impact on every engagement**

We will provide you with a clear, executable strategy to **achieve your desired outcomes**

We will educate, enable, and help to **build your teams' overall capacity and capability**

WHAT WE DO

Every company has the potential to become a data business. Organizations who embrace this are using their data to its fullest potential, and those who have not are forgoing a critical competitive advantage. We believe great things can and will happen when companies use their data purposefully to drive business impact.

Search Discovery's team offers a widebreadth of capabilities, services, and solutions. Discover more about our subject matter expertise and specific services that help your clients connect the dots between their data and desired business outcomes at searchdiscovery.com.

Capabilities include:

STRATEGY	ANALYTICS	OPTIMIZATION
Data Strategy	Measurement Framework	Personalization Programs
Customer Journey Mapping	KPI Definition	CRO
Capability Roadmapping	Data Visualization	CX Optimization
Change Management	Reporting & Insights Program	Experimentation
Data Governance	Hypothesis Development	

DATA SCIENCE & AI	DATA ENGINEERING	PROGRAM ACTIVATION
Einstein Discovery	Data and System Architecture	SEO & SEM
Jump Start	Data Integration & Automation	Paid Media & Display
Customer Segmentation	Platform & Tool Implementation	Sales Effectiveness
Attribution Modeling	Solution Accelerators	Lead Performance
Applied Machine Learning		

CAPABILITY PLANNING

ENABLEMENT + ACTIVATION

PERFORMANCE + OPTIMIZATION

SEARCH DISCOVERY