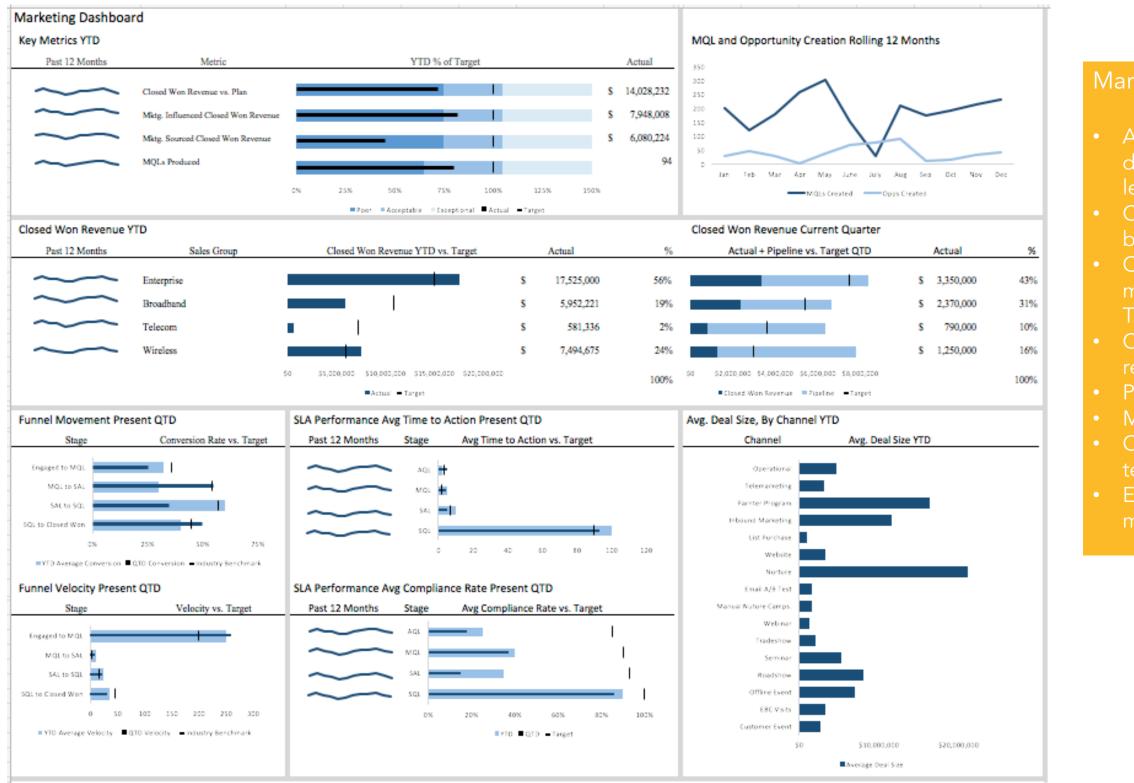
TPG Dashboard Examples Contextualized insights through dashboards



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PEDOWITZ GROUP



Marketing Dashboard

Advanced marketing management dashboard for executive and marketing leadership Connects marketing to the broader

business context

Critical KPIs we recommend for marketing management - Revenue, Operational,

Contextualized information to generate real and immediate insights Presented in the language of revenue Monthly cadence Could be presented for any marketing team, i.e. Regional, Product, Vertical Excel-based template backed by marketing automation and CRM data

losed Won Revenue	YTD						Closed W	Von Revenue Presen	t OTD				
Past 12 Months Region Closed Won Revenue YTD			Actu	ual	% of Marketing	ng % of Funnel	Actual + Pipeline vs. Target QTD			Actual		% of Marketing 9	% of Funn
~ ~ ~		L					_						
	APAC		\$	11,230,521	26%	14%					1,750,000	18%	149
~	CALA		\$	17,525,000	41%	22%	- 22				3,350,000	35%	229
	EUROPE		\$	5,952,221	14%	7%		-		s	2,370,000	25%	75
\sim	MEA		\$	581,336	1%	1%				\$	790,000	8%	15
\sim	NAR		\$	7,494,675	18%	11%				\$	1,250,000	13%	119
	So 55,000,000 \$10,000,000 \$15,000,000 \$20,000,000 Actual Target				100%		S0 \$30,000,000 \$20,000,000 \$30,000,000 \$40,000,000 Closed Wan Revenue Pipeline - Target			100%			
						Funnel Movement QTD							
viarketing Sourced &	eting Sourced & Influenced Closed Won Revenue YTD YTD Revenue vs Target			ials	% of Marketing 9	K of Europel	Region	Engaged to MQL	MQL to SAL	SAL	to SQL	SQL to Won	
APAC	TO Revenue vs 1	arget	\$	27,000,000	10%	9%	Region	Engaged to Miqt.	MIQL TO SAL	SALT	lu sult	SQL to Won	
	1		ŝ	17,000,000	6%	4%	A.P.A.C			_	_		1
CALA		1	\$	23,000,000	8%	6%							
			\$	15,000,000	5%	3%	CALA						I
UROPE			s	40,000,000	14%	11%	EUROPE			_			
			\$	32,000,000	11%	9%	MEA			_			_1
MEA .			\$ \$	32,000,000	11% 6%	10% 5%							
AR			ŝ	50,000,000	18%	15%	NAS			_			
			s	25,000,000	9%	7%		0% 25% 50%	0% 25% 50% 75%	0%	25% 50%	75% 0% 25% 5	0% 75%
	\$0 \$13,000,000 \$30,000,000 \$45,000,000 \$60,000,000												
	Influenced Sourced - Infl. Target - Src. Target						= YTD Average QTD - Target						
Marketing Sourced & Influenced Closed Won Opportunities YTD							Funnel Velocity QTD						
gion	YTD Closed Won C	Opportunities	Actu	ials	% of Marketing 9	6 of Pipeline	Region	Engaged to MQL	MQL to SAL	SAL	to SQL	SQL to Won	
APAC		I		23	7%	6%							
				10	3%	2%	APAC			+	_		
CALA				40		10%	CALA			+			
				32		8%						+	
EUROPE				62		17%	EUROPE		+	+			
		· · · ·		50		13%	MEA	+	+	+		+	
MEA				42		12% 3%	NAS	I	_	+		+	
IAR				35		9%		0 200 400	0 5 10 15	0	5 10	15 S 10	0 15
				25		8%			÷ , 10 13	-			
	0 10 20 30 40 50 60 70						■ YTD Average ■ QTD ■ Target						
	Influenced Count	Sourced Count - Influenced Target - Srod. Target											





Regional Comparative Dashboard

Advanced marketing dashboard specific goals and relative to other regions comparing marketing effectiveness across teams Presented in the language of revenue data

Learn More!

http://www.pedowitzgroup.com/services/strategicconsulting/marketing-operations/ Phone: (855) REV-MKTG (855) 738-6584 marketing@pedowitzgroup.com



