

TPG Dashboard Examples

Contextualized insights through
dashboards

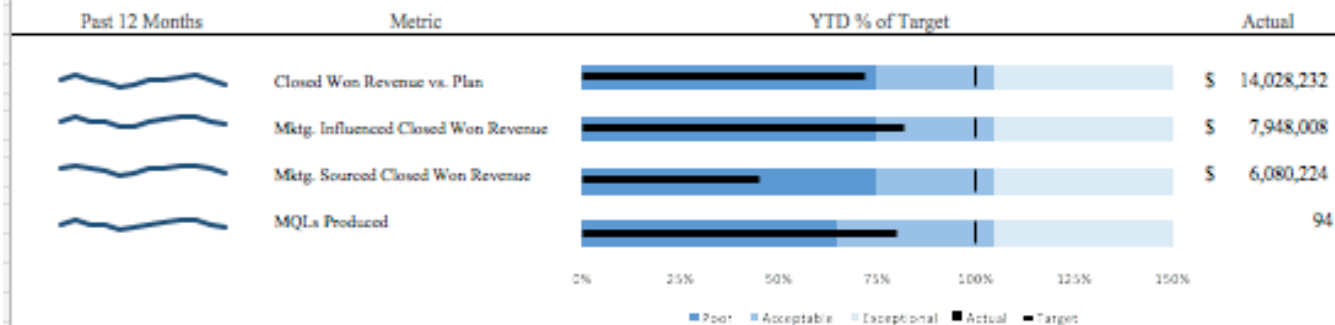


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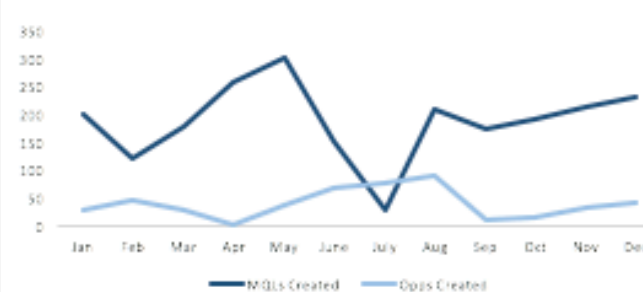


Marketing Dashboard

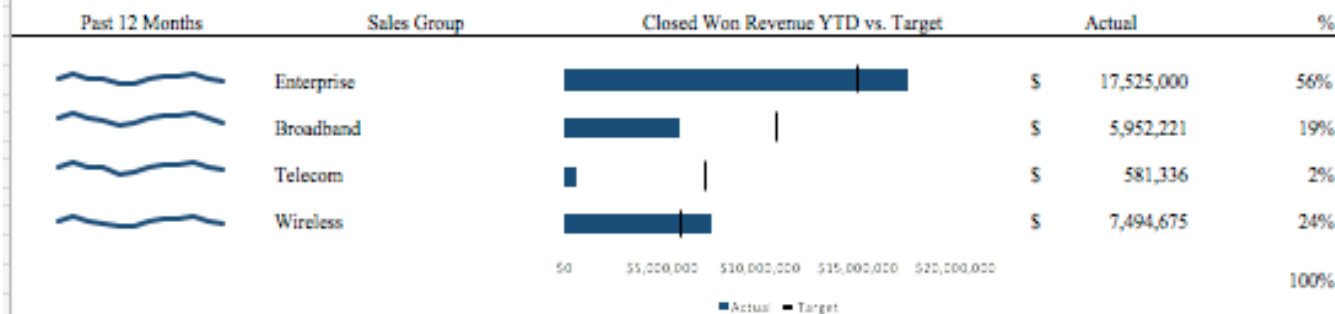
Key Metrics YTD



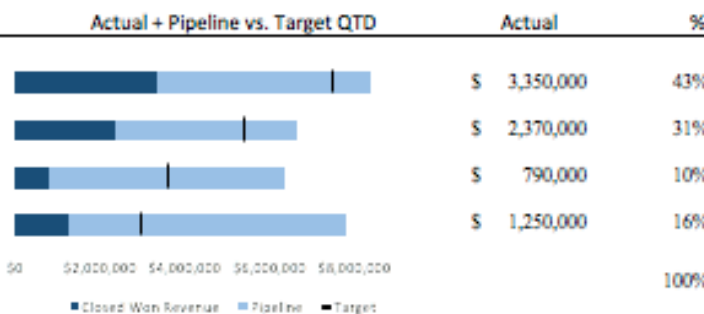
MQL and Opportunity Creation Rolling 12 Months



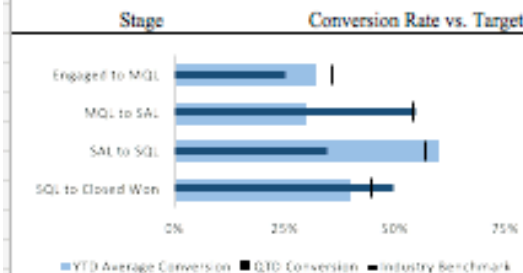
Closed Won Revenue YTD



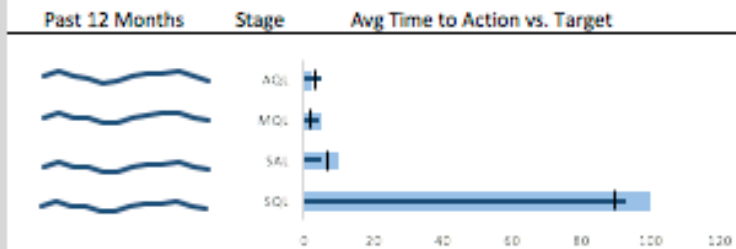
Closed Won Revenue Current Quarter



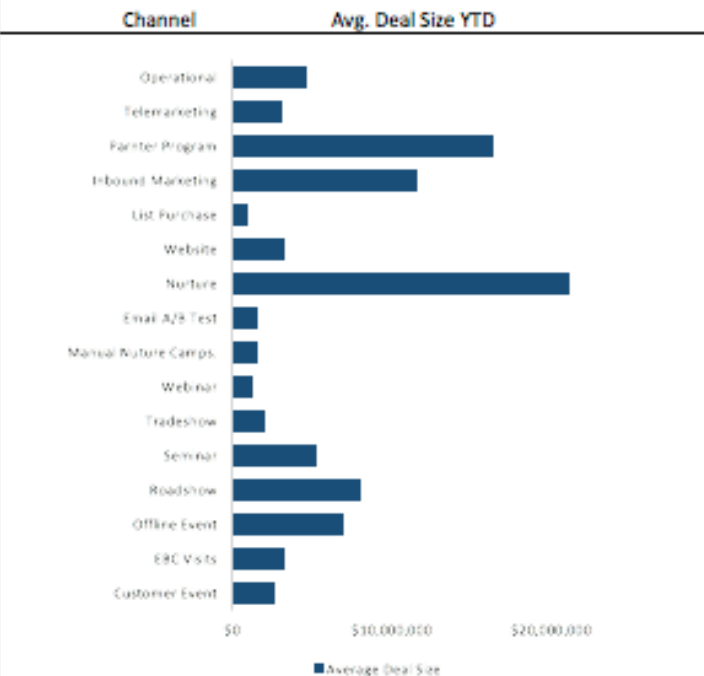
Funnel Movement Present QTD



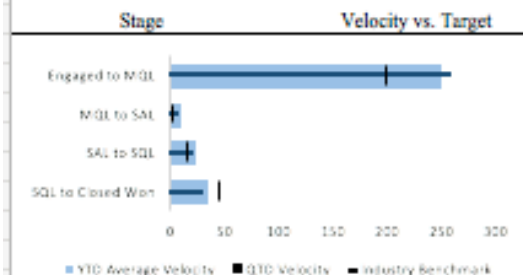
SLA Performance Avg Time to Action Present QTD



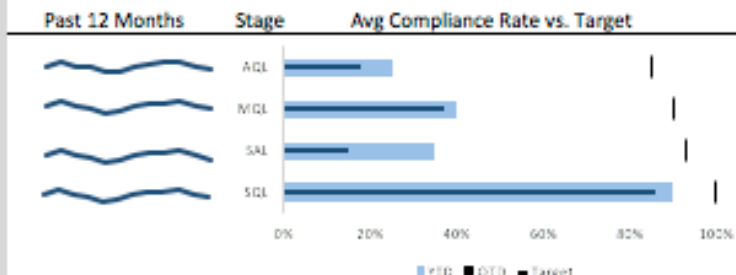
Avg. Deal Size, By Channel YTD



Funnel Velocity Present QTD



SLA Performance Avg Compliance Rate Present QTD

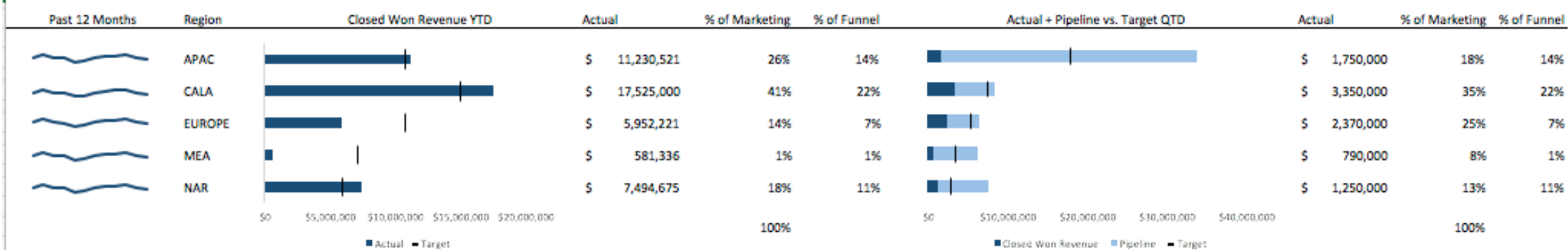


- Advanced marketing management dashboard for executive and marketing leadership
- Connects marketing to the broader business context
- Critical KPIs we recommend for marketing management - Revenue, Operational, Tactical
- Contextualized information to generate real and immediate insights
- Presented 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

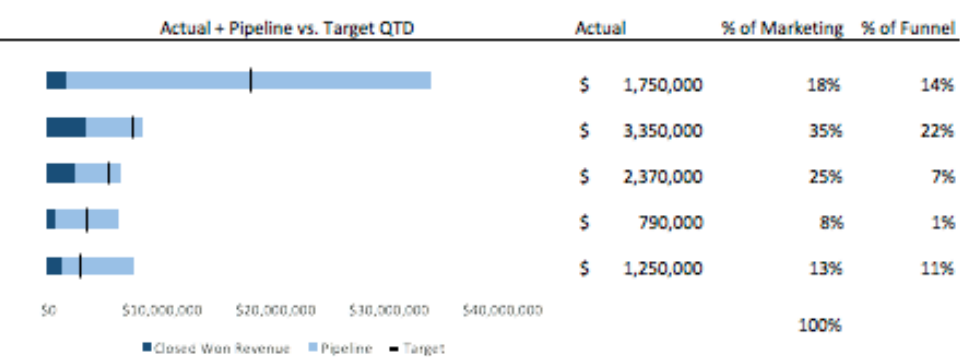


Regional Comparative Dashboard

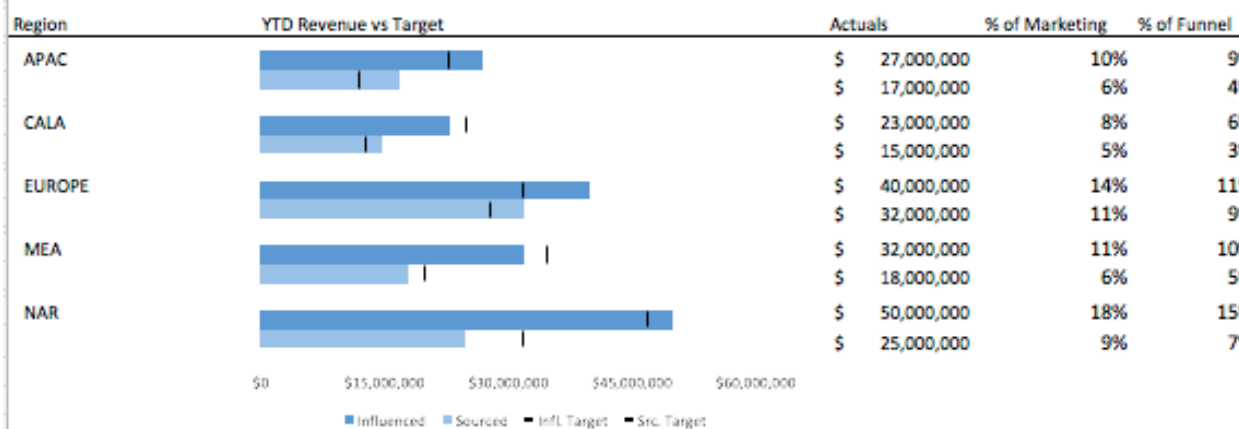
Closed Won Revenue YTD



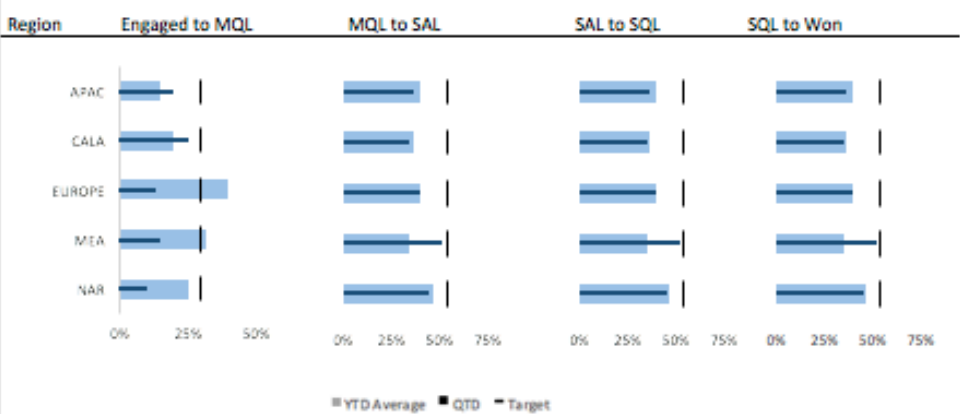
Closed Won Revenue Present QTD



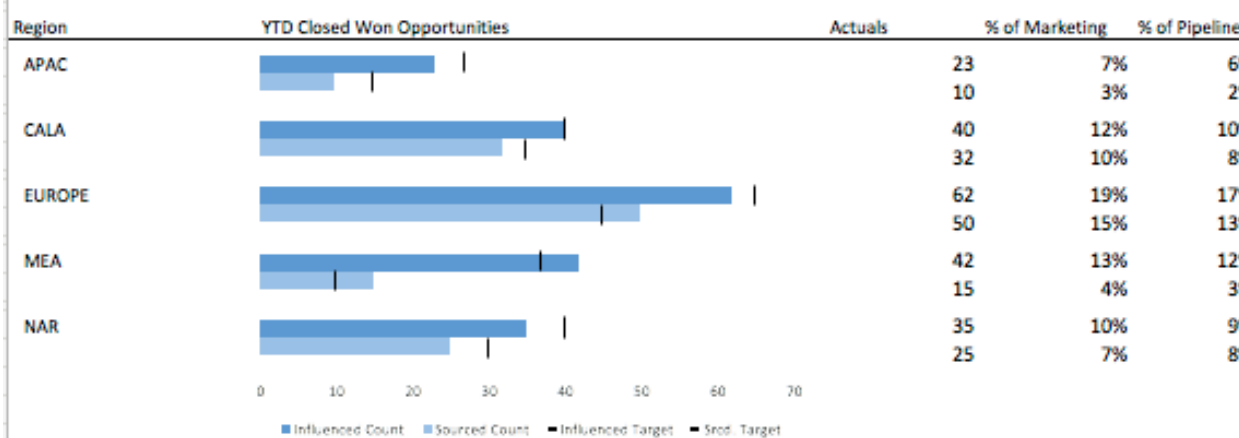
Marketing Sourced & Influenced Closed Won Revenue YTD



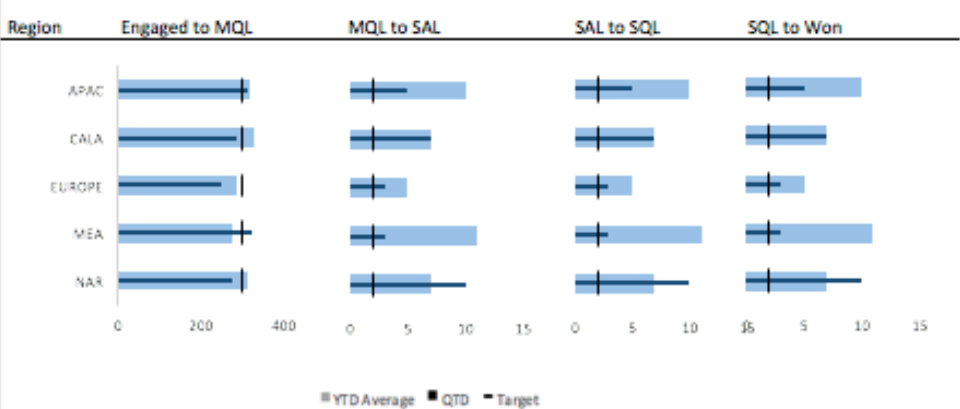
Funnel Movement QTD



Marketing Sourced & Influenced Closed Won Opportunities YTD



Funnel Velocity QTD



Regional Comparative Dashboard

- Advanced marketing dashboard for executive leadership
- Contextualized information – to specific goals and relative to other regions
- Critical KPIs we recommend for comparing marketing effectiveness across teams
- Presented in the language of revenue
- Monthly cadence
- Could be presented for any marketing team, i.e. Product Marketers, Vertical Marketers
- Excel-based template backed by marketing automation and CRM data



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