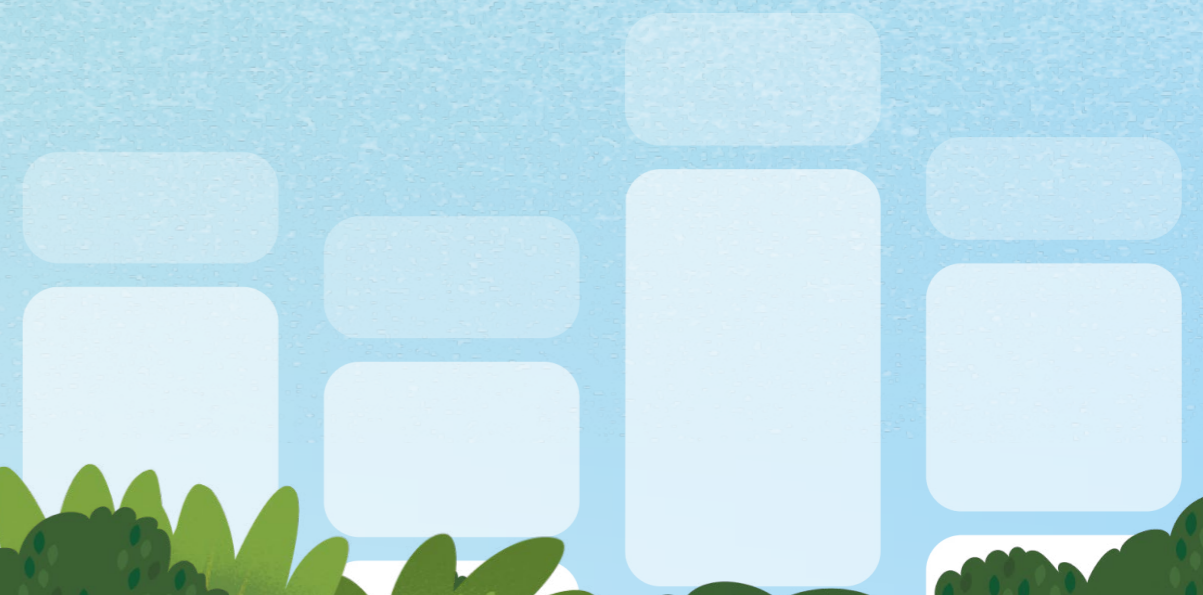# Monetize Your Data with Embedded Analytics

Make informed decisions that cut costs, increase efficiencies, and add value for your customers

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Put your data to work

ROI looms large in today's new normal: As budgets tighten in companies across industries, it's more important than ever to make the most of your data investments. While your organization may already use data internally, sharing your data externally offers a wealth of new opportunities for both you and your customers to monetize your data, including raising revenue and lowering costs.

What is data monetization? It's the process of converting data into financial value. By treating data as a business asset, you can net positive economic benefits.

At the center of every data monetization strategy is embedded analytics–software that delivers real-time reporting, interactive data visualization, and/or advanced analytics with machine learning–directly into your business applications.

Select the right partner

With rapid growth in data and technological advancements, expectations are evolving. Instead of static reports or raw data files, people now want live, visual analytics. To stay competitive and win market share, you must select the embedded analytics partner that best supports your success with optimal efficiency.

The possibilities for monetizing your data are nearly limitless. In creating data products, you unlock a wide range of benefits. Among organizations that monetize their data, three benefits come out on top, according to a study by independent market analysis firm, BARC:

69%
acquired new
revenue sources

66%
developed
new services

63%
improved
customer loyalty

Organizational benefits of data monetization

Driving growth through data monetization

Fuel your data-driven growth

Here are three key ways to monetize your data:

1

Create new revenue streams

through selling data and insights outright to capitalize on new opportunities and boost profits.

2

Enhance customer relationships

by adding analytical features and experiences that drive loyalty and attract new customers.

3

Improve operational efficiency

by equipping your network of suppliers, partners, and clients with the data-backed insights they need to capture cost-saving efficiencies and optimize income.

Let's dive deeper into each of these strategies.

Deep-dive: Explore data monetization methods

Create new revenue streams

This involves selling your data and insights outright to boost profits. By diversifying your revenue streams, you can capture additional revenue and improve business resilience.

When earning directly, you can sell raw, processed, or analyzed data, which can be packaged as data sets, analytical applications, or reports. From there, you can monetize access to insights through pay-per-view or subscription models.

To properly support this monetization strategy, your analytics solution needs to be:
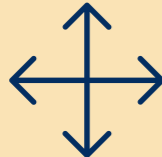
Flexible

Robust commercial models require flexible and cost-effective licensing options–such as Tableau's model–that closely resemble the varying needs of your end-users.

Scalable

Your analytics solution should actively support and drive growth to help your business win market share.

Secure

Data is your most valuable business asset and must be secure and governed to protect your business and minimize risk.

Enhance customer relationships

This strategy delivers financial value in several ways. By providing differentiated analytical experiences, you gain a competitive advantage and attract additional customers.

Enhancing the value of your product with analytics can also help make your product more "sticky," improving customer loyalty and retention. And customers may be willing to pay more for analytical features, providing an opportunity to improve revenues and margins.

To properly support this monetization strategy, your analytics solution should be:

Customizable

Consistent branding is key to ensuring customers associate value with your organization and not a third-party tool.

Integrated

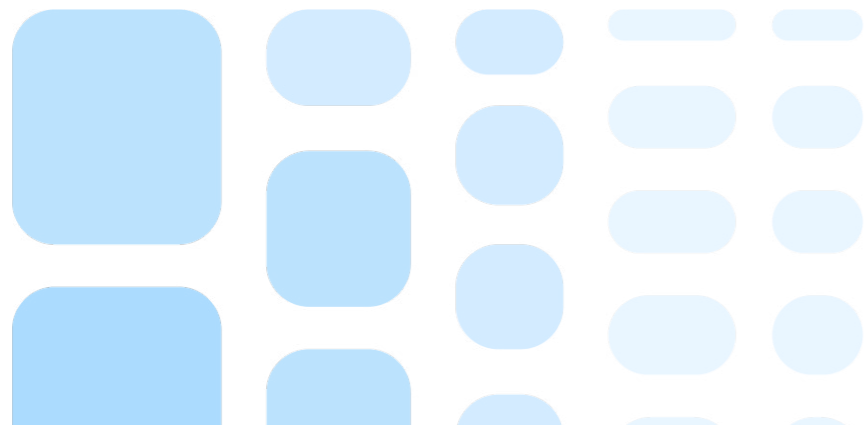Tightly integrated solutions keep customers in their workflows and provide seamless user experiences.

Innovative

To keep experiences fresh and customers engaged, your analytics platform should evolve with your customers' needs.

Improve operational efficiency

This is an indirect method for producing financial value. Through intelligent insights, you enable informed decisions that create efficiencies, cut costs, and drive the business forward.

To maximize the value you receive from your data investments, democratize data for your ecosystem of suppliers, partners, and clients. With self-service analytics, every facet of your business can readily identify and act on information to drive cost savings and improve productivity.

To properly support this monetization strategy, your analytics solution should be:
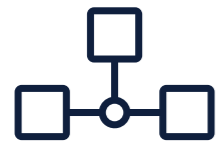
Intuitive

The right analytics solution lessens the learning curve so anyone can glean meaningful and accurate insights from your data.

Real-time

Data is constantly changing. To ensure you're working from the latest information, you need live analytics powered by real-time data streams.

Dynamic

Experiences should be personalized with dynamic content to help users quickly discover relevant content that helps them improve their key metrics.

Harness the power of Tableau

These best-in-class capabilities support your data-monetization strategy and drive your business forward.
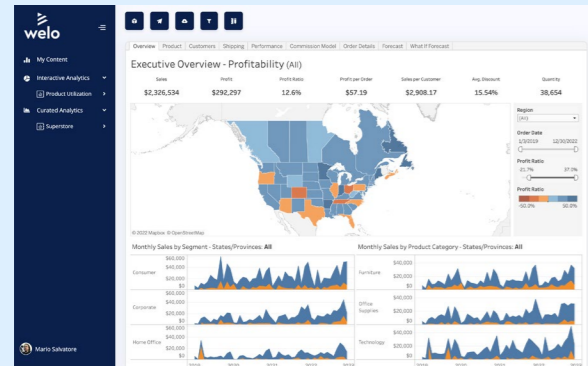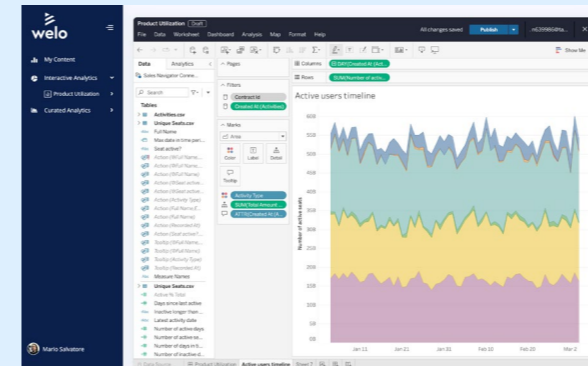
Tableau supports several visualizations out-of-the-box, accelerating time to insight. Advanced analytics and augmented experiences deliver unique and custom visualizations for deep insights. Tableau's intuitive and interactive visualizations make it easy to uncover answers to business-critical questions.

Embedded Web Authoring powers real-time data exploration in the flow of work. You can quickly go from analysis to insight to action without ever leaving your application. This capability brings the full power of Tableau's authoring experience to your applications, unlocking new insights.
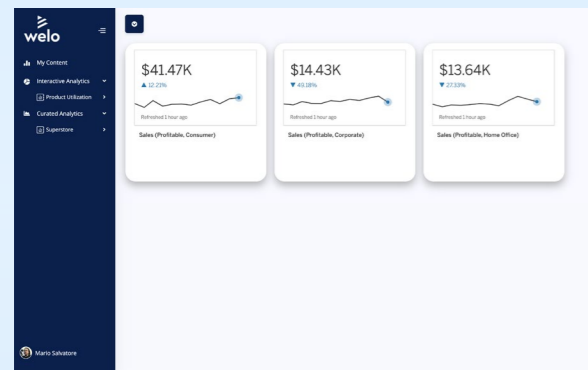
Tableau also offers pre-built Metrics that provide a quick, consistent, at-a-glance way to keep up with your data. With this light-weight content type, you can easily track KPIs to proactively spot opportunities for improvement. Optimized for mobile, Metrics help you stay up to date with your most important data—whenever you need it and wherever you are.
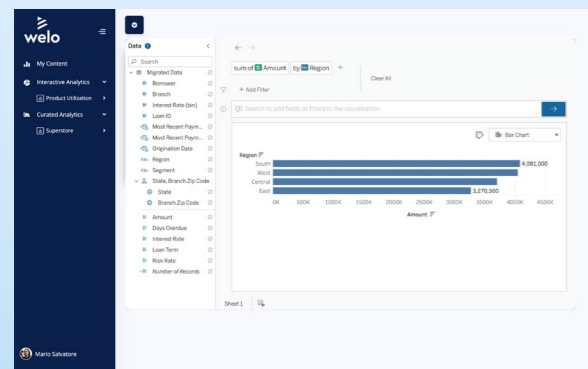
Ask Data makes it easy for anyone to ask and answer questions using natural language. This AI-driven capability builds rich visualizations as you form questions and intelligently recommends next steps to guide you to the answers you need. Using Ask Data, you can empower anyone in your business's network to self-serve insights.

The Embedding API makes it easy to embed, integrate, and customize Tableau content in your web pages and applications. Using the Embedding API, you can leverage modern and secure methods of authentication that enable users to interact with visualizations from your applications. This API is flexible, helping you fully customize the user experience, including branding, colors, navigation, and content.

The REST API automates user, content, and permission management to help you scale. Through this API, you can integrate your application with Tableau to create a seamless, connected experience. With the REST API, you can also create personalized experiences so users only see relevant content for which they have permissions. By automating processes through scripting, you can save time, resources, and money.

Single sign-on (SSO) provides a seamless authentication process from your application to Tableau. Tableau supports a wide range of options to give you flexibility, including Connected Apps, External Authorization Servers, SAML, OpenID, Kerberos via Active Directory, and more. By enabling single sign-on, you can improve the user experience and create a fully integrated experience while enhancing security controls.

With row-level security, you can ensure the right users have access to the right data at scale. Row-level security restricts the rows of data a user can view through a variety of methods. User filters can be set at the data source or workbook level leveraging an entitlement table in the data model. With Tableau Data Management, row-level security can be set at the connection level using virtual connections and a data policy. Finally, if your organization has built row-level security into a data source, you may be able to leverage your existing model.

Get to market faster with Salesforce Customer 360

Deliver exceptional customer experiences with Tableau and Salesforce. By bringing together the world's #1 CRM and leading analytics platform, you have all the tools you need to monetize your data.

Experience Cloud

Build and iterate on digital experiences with prebuilt apps and low-code web tools. Experience Cloud helps you create rich and responsive apps, portals, and websites to host your data product.

Marketing Cloud

Win customers and build trusted relationships with relevant and personalized customer journeys. Marketing Cloud helps you automate engagement across channels, personalize experiences, and optimize marketing performance.

Commerce Cloud

Improve sales and loyalty through unified and intelligent buying experiences. With Commerce Cloud, you can get your data product to market sooner, grow faster, and reach customers across all digital channels.

Sales Cloud

Raise revenue and accelerate deals with intelligent insights and automation. Sales Cloud provides real-time visibility into sales performance and customer information so you can scale your data monetization business and sell more efficiently.

Determine the right licensing model for your business

Find the right fit for your teams, budget, and data needs

Our licensing options are designed to deliver maximum value for minimal investment.

Usage-based

Tableau Cloud

Usage-based licenses are defined by usage measured in Analytical Impressions. Tableau's usage-based model grows with your business and provides a scalable, agile, and cost-effective way to license Tableau. As this model charges for usage, not users, it's most suitable for organizations that want to scale Tableau to a large number of users who need infrequent access.

Role-based

Tableau Cloud and Tableau Server

Role-based licenses grant a range of capabilities at various price points. Tableau's role-based licenses are tailored to your users' needs and relationships with data. With three offerings—Creator, Explorer, and Viewer—you can deliver the right capabilities to the right people at the right price. This offering provides predictability, helping you easily assign and manage costs per user.

Core-based

Tableau Server

Core-based licenses support a virtually unlimited number of users, including Guest User accounts. This type of license specifies the maximum number of computer cores on which you can run Tableau Server, making it suitable for organizations that want a fixed price to scale to as many users as their hardware can concurrently support.

Get more information on licensing for Tableau Cloud and Tableau Server.

Data monetization: Your next steps

Ready to realize greater ROI from your data? Here's how to get started.

Define your strategy

This is the first step to monetizing your data. Begin by ideating potential business models using the framework described in this ebook. Then identify business objectives and evaluation criteria. From there, you can narrow your list of viable strategies and determine the business model that best supports your organization's goals.

Learn more about how to productize and monetize your data.

Select an analytics solution

Once your strategy is set, you need to decide whether you'll build an in-house solution or purchase a turnkey offering. Often, partnering with a reputable analytics company like Tableau offers advantages over building from scratch. For example, purchasing a solution can help you get to market faster, optimize costs, and improve resource management—all while offering best-in-class analytical experiences.

Learn more about the advantages of buying an analytics solution. Contact us to schedule a product evaluation.

Apply industry learnings

To ensure you're fully prepared, improve your strategy by incorporating learnings from other organizations. Understanding the current state and direction of the market will help you identify areas of opportunity. Reviewing other organizations' experiences will also help you be more proactive by showing you what benefits and challenges you can anticipate.

Learn more about how organizations are implementing data-monetization strategies.

+ableau

Tableau helps people see and understand data. Tableau offers visual analytics with powerful AI, data management, and collaboration. From individuals to organizations of all sizes, customers around the world love using Tableau's advanced analytics to fuel impactful, data-driven decisions.

The power of Salesforce and Tableau

Transform your business with Salesforce Customer 360—a customer relationship-management (CRM) platform that connects marketing, sales, commerce, service, and IT through a shared view of customer data. Tableau integrates with Customer 360 to give every department access to the most powerful, comprehensive, and intuitive analytics features right within their workflows.

By bringing customer data to the center of work, you can reduce costs and increase productivity while growing relationships with customers, partners, and employees.

salesforce