



5 marketing pain points and how to address them

Louis Archer | Product Marketing Manager, Tableau



Speaker

Louis Archer

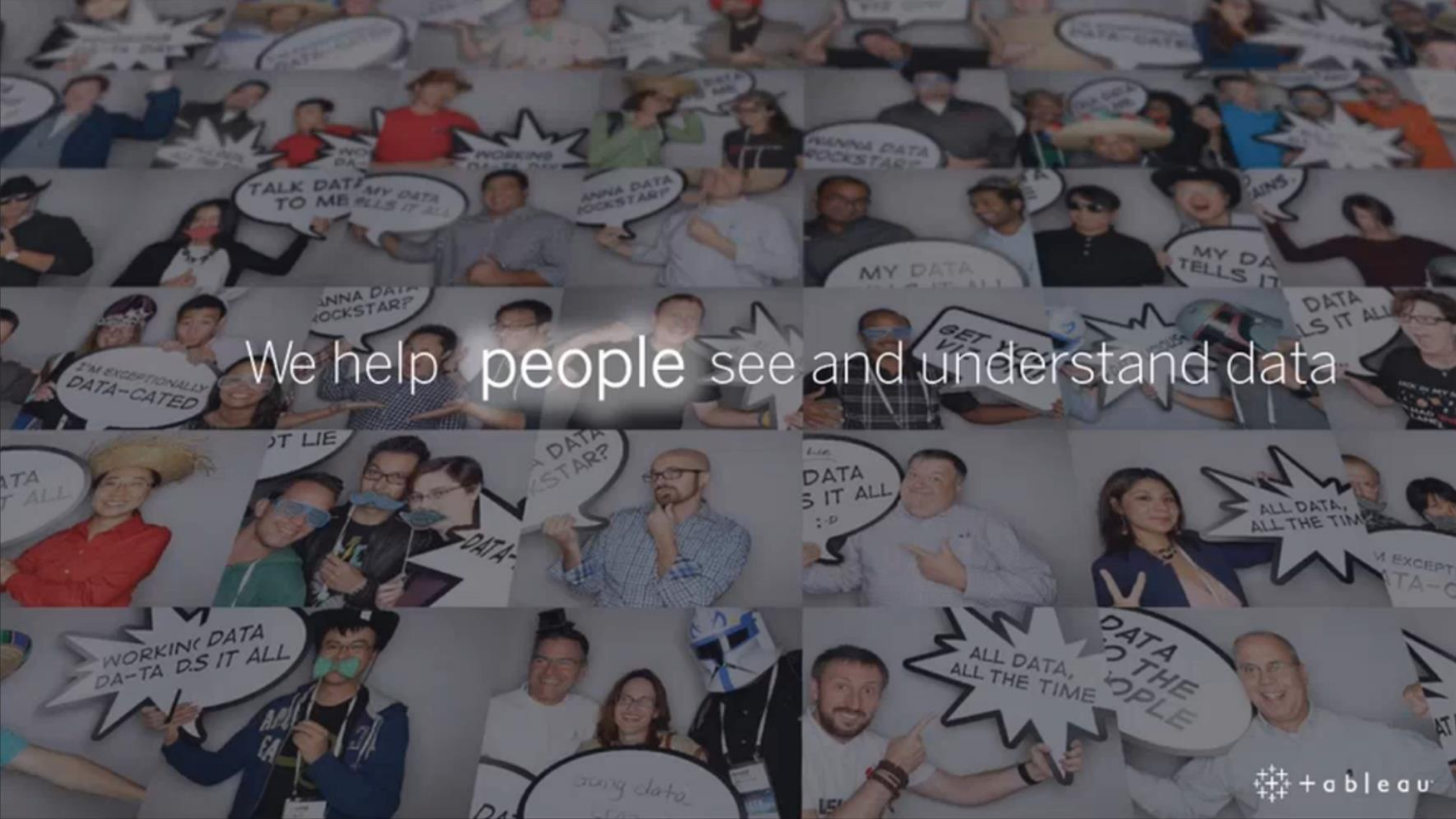


Product Marketing Manager



Our lineup



A collage of numerous small photographs of people at a conference or event. They are holding various signs and props related to data. Some signs include phrases like "TALK DATA TO ME", "MY DATA TELLS IT ALL", "ANNA DATA ROCKSTAR?", "I'M EXCEPTIONALLY DATA-GATED", "GET YOUR VIBES ON", "DATA TELLS IT ALL", "I DON'T LIE", "DATA ROCKSTAR?", "DATA SAYS IT ALL :D", "ALL DATA, ALL THE TIME", "WORKING DATA DA-TA D.S IT ALL", "ALL DATA, ALL THE TIME PEOPLE", and "using data". Some people are wearing props like a straw hat, sunglasses, and a mustache. The overall theme is a playful celebration of data.

We help people see and understand data

Tableau Customers

Communications, Media & Technology



Financial Services



Services



Public Sector



Retail & Consumer Goods



Healthcare & Life Sciences



Manufacturing



Energy & Resources



Travel & Transportation



The Tableau Platform

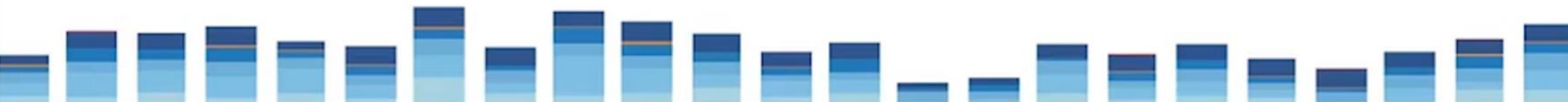
—
Powerful analytics
that drive business
value

—
Fast adoption at scale
across all skill sets

—
Flexibility to leverage
existing technology
investments

—
Mission critical
analytics platform

4	7	7	5	5	2	7	4	7	1
4	9	2	5	7	7	2	6	1	7
1	7	6	9	3	4	7	5	1	2
5	1	6	3	3	8	4	8	6	6
6	5	6	4	9	3	8	9	1	9
3	8	1	5	2	2	3	6	3	9
4	6	4	5	6	3	7	7	9	1
9	1	3	3	6	1	3	3	1	8
8	1	1	8	7	5	8	1	7	4
3	6	9	2	8	9	3	7	5	7
4	4	4	2	8	2	2	9	2	8



4	7	7	5	5	2	7	4	7	1
4	9	2	5	7	7	2	6	1	7
1	7	6	9	3	4	7	5	1	2
5	1	6	3	3	8	4	8	6	6
6	5	6	4	9	3	8	9	1	9
3	8	1	5	2	2	3	6	3	9
4	6	4	5	6	3	7	7	9	1
9	1	3	3	6	1	3	3	1	8
8	1	1	8	7	5	8	1	7	4
3	6	9	2	8	9	3	7	5	7
4	4	4	2	8	2	2	9	2	8



Our data
journey

Solving
marketing
dilemmas
with data

Dashboard
Show &
Tell

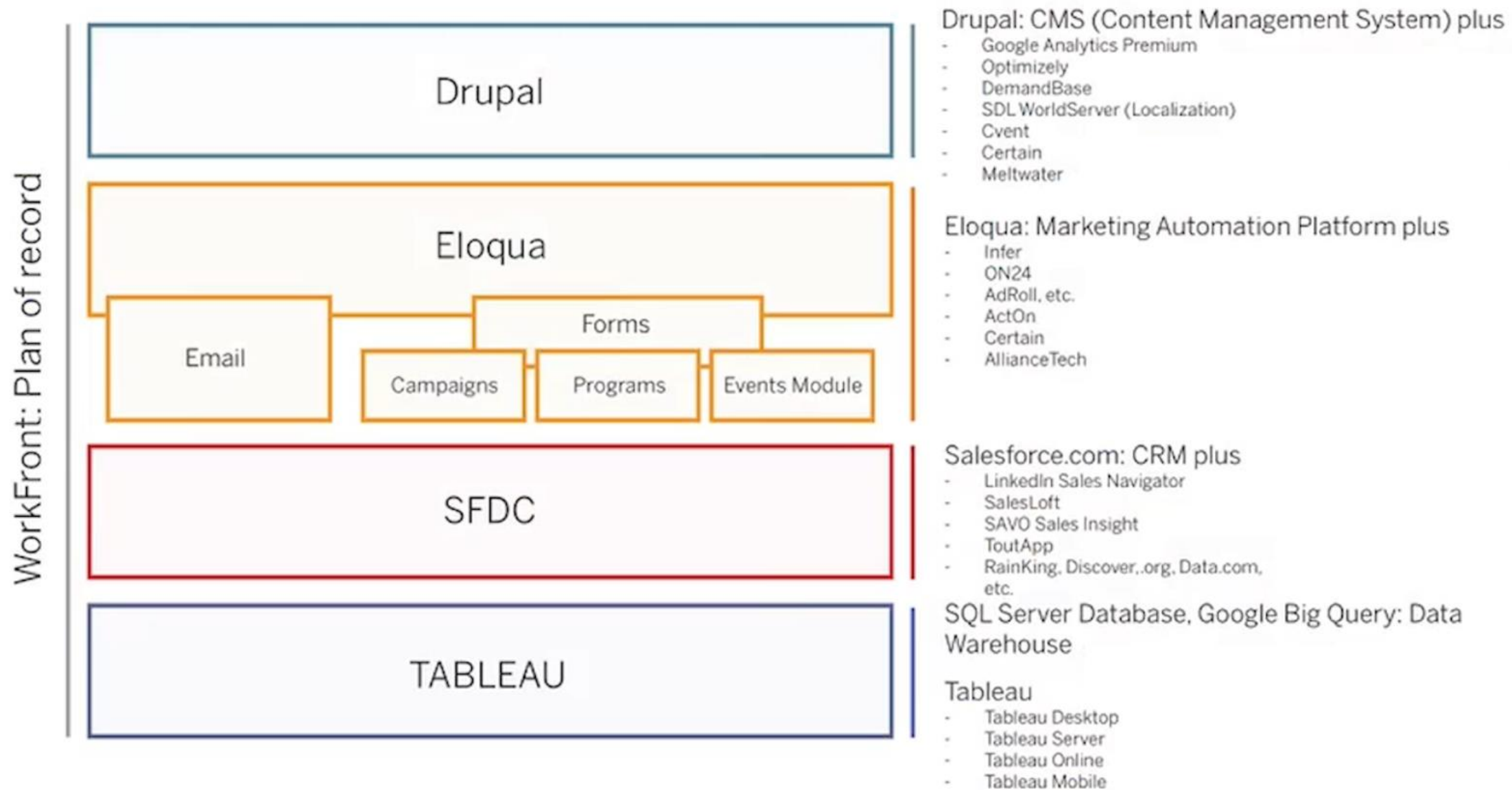
Q&A

Tableau Marketing Funnel

Planning: Markets, Budget, Segments, Programs, Campaigns



Tableau Technology Stack



Our data
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Solving
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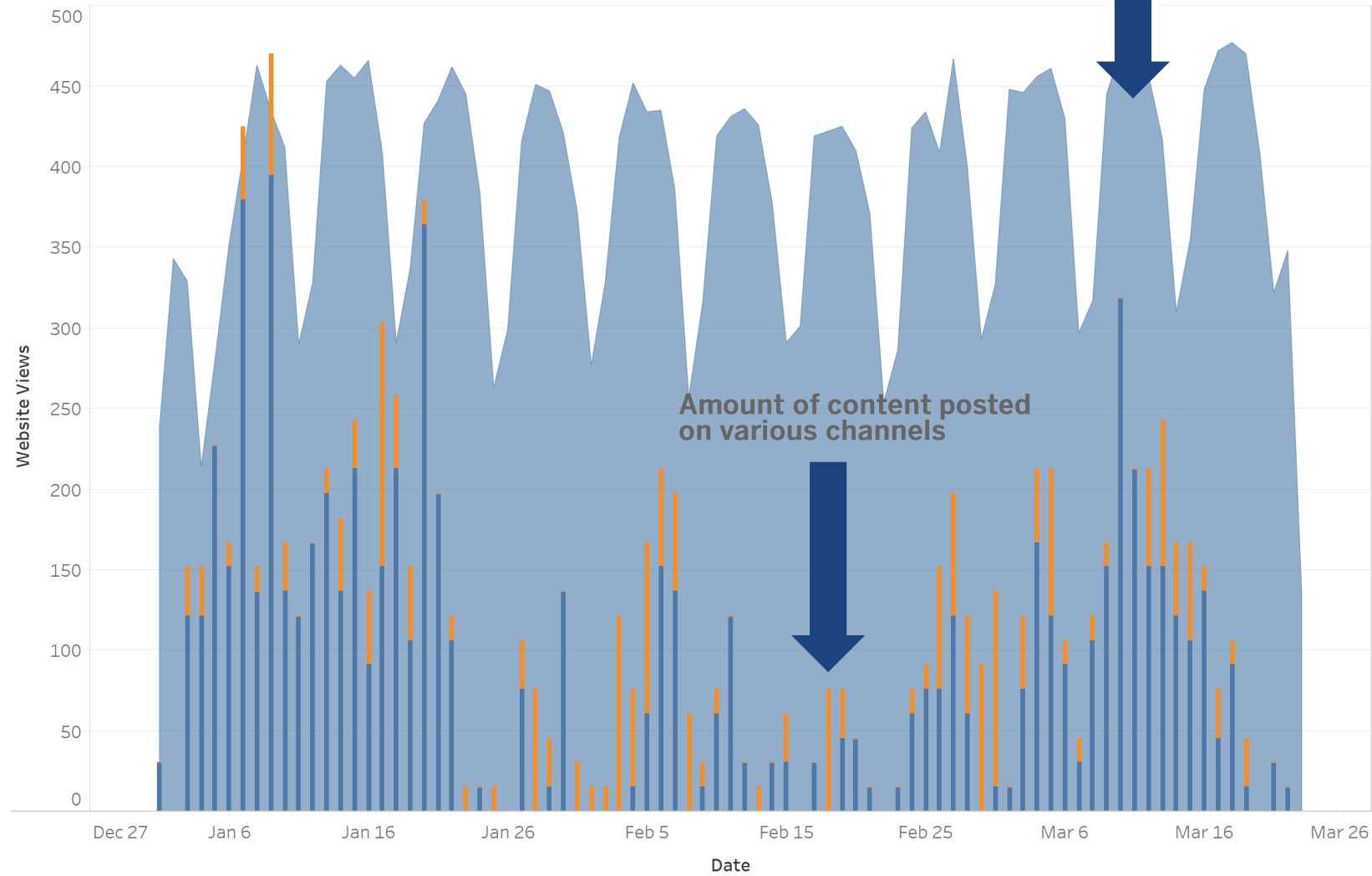
Q&A

1. Deluge of Data

Social Media

Marissa

Volume of traffic vs. how much we're posting



What did we post?

Blog
2 Christmas Vizzes to Spread Holiday Cheer
3 Visualizations that Make the Avengers Even More Awesome
5 Data-Viz Tips to Let Your Data Speak for Itself
5 Tableau Shortcuts You Might Have Missed
5 Tips on Creating an Interactive Résumé Using Tableau

Which pages were visited?



The gist: compare the volume of traffic getting from social media vs. how much we're posting.

All data is masked to protect proprietary information

2. Limited Resources

Growth Marketing



How long prospects have been waiting to be contacted

LeadContact Dashboard				
Days in Status by Region (Click to see Reps)				
Region	0-1	2-5	6+	Grand Total
EMEA	69	85	193	347
Grand Total	69	85	193	347

Days in Status by Rep (Click to see Leads + Contacts)				
Salesperson	0-1	2-5	6+	Grand Total
Chloe Finlayson	6	16	37	59
Jacob Clarke	4	15	37	56
Toni Farrell	4	10	21	35
Will Chapman	10	10	7	27
Greg Koumoundouros		4	22	26
Conor McCormack	5	2	10	17
Chris Curran	3	4	9	16
Jonathan Hawkins	1	3	11	15
Josh Weaver	2	5	6	13
Jenny Edwards	3	2	7	12

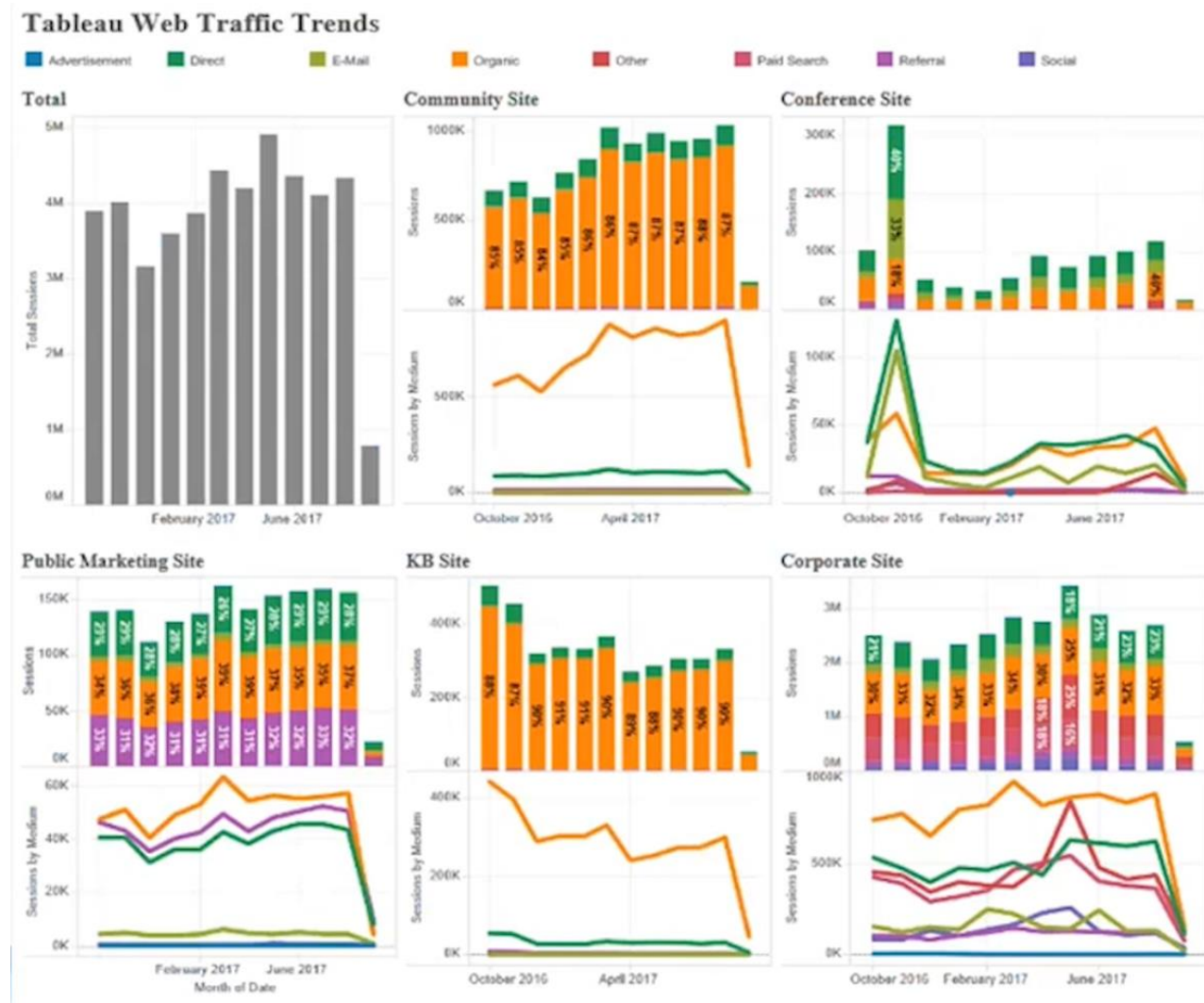
Leads + Contacts Details (Hover for SFDC Link)

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Website Development



Standard reporting to track web traffic

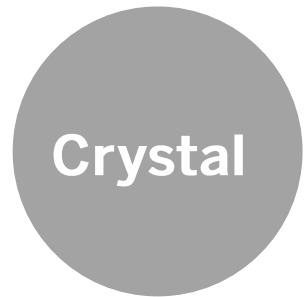


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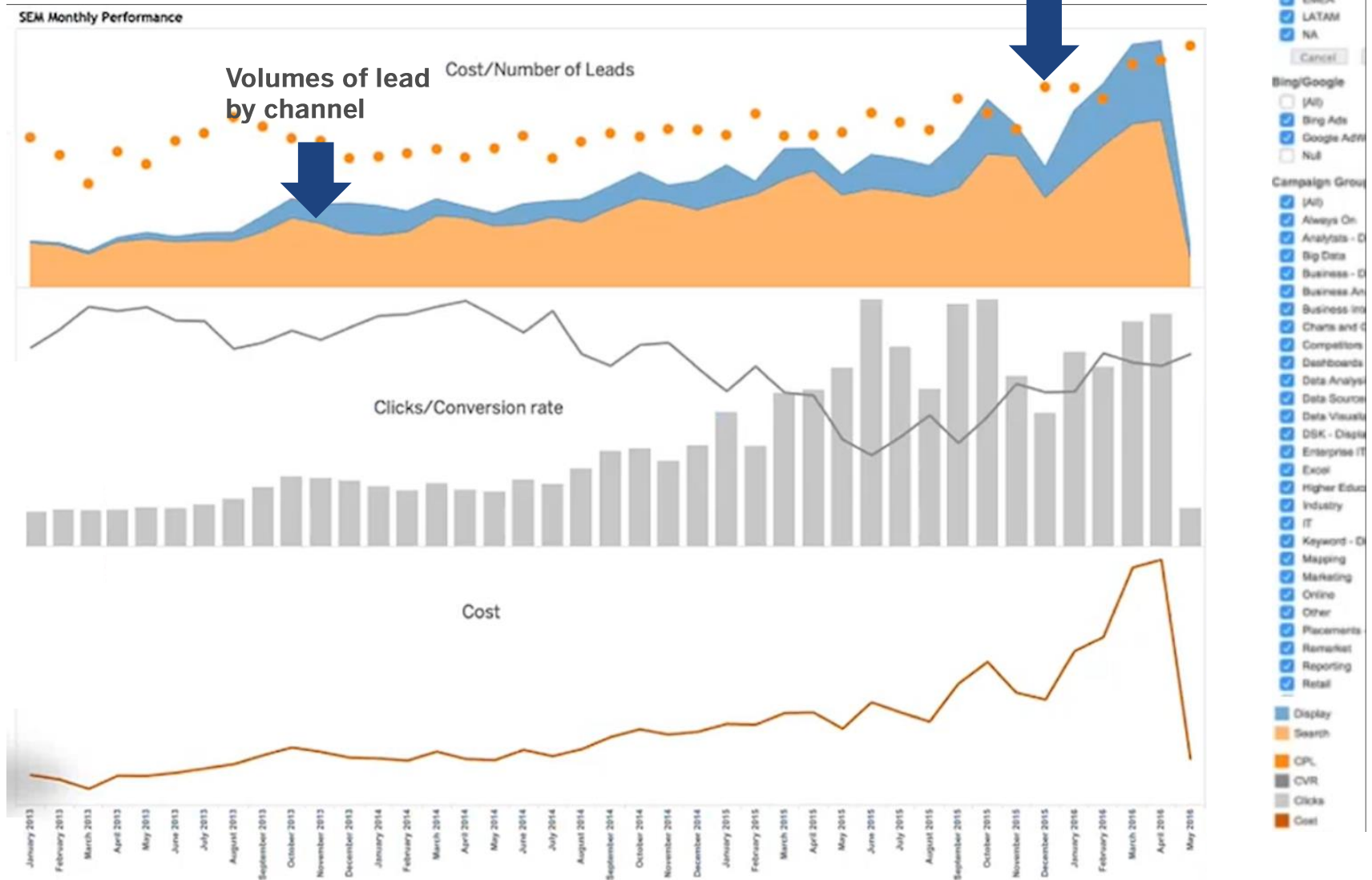


3. Spending vs. Investing

Digital Media Advertising



Cost over time and performance over time

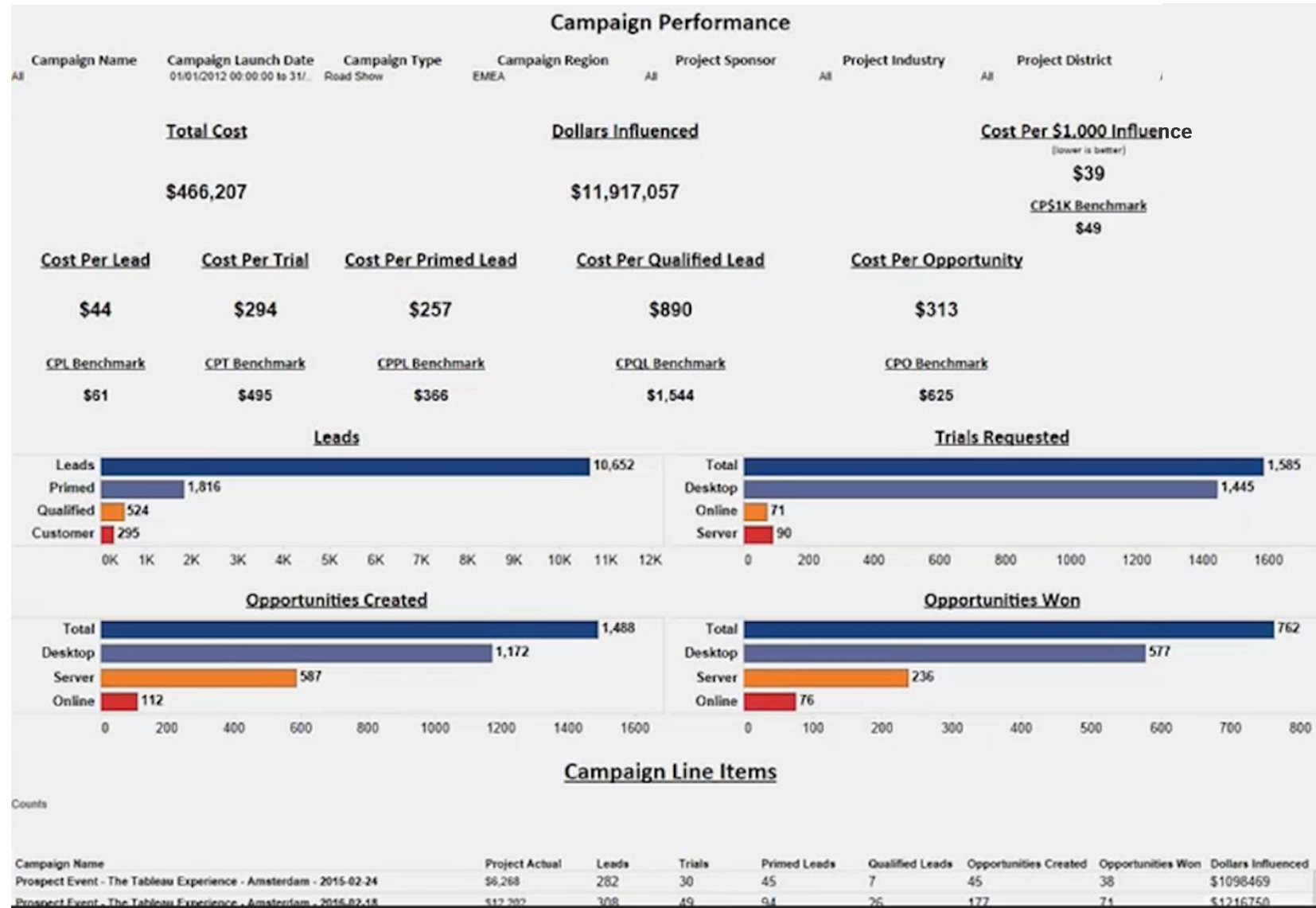


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Digital Media Advertising



Campaign performance at a glance



Data blending many data sources

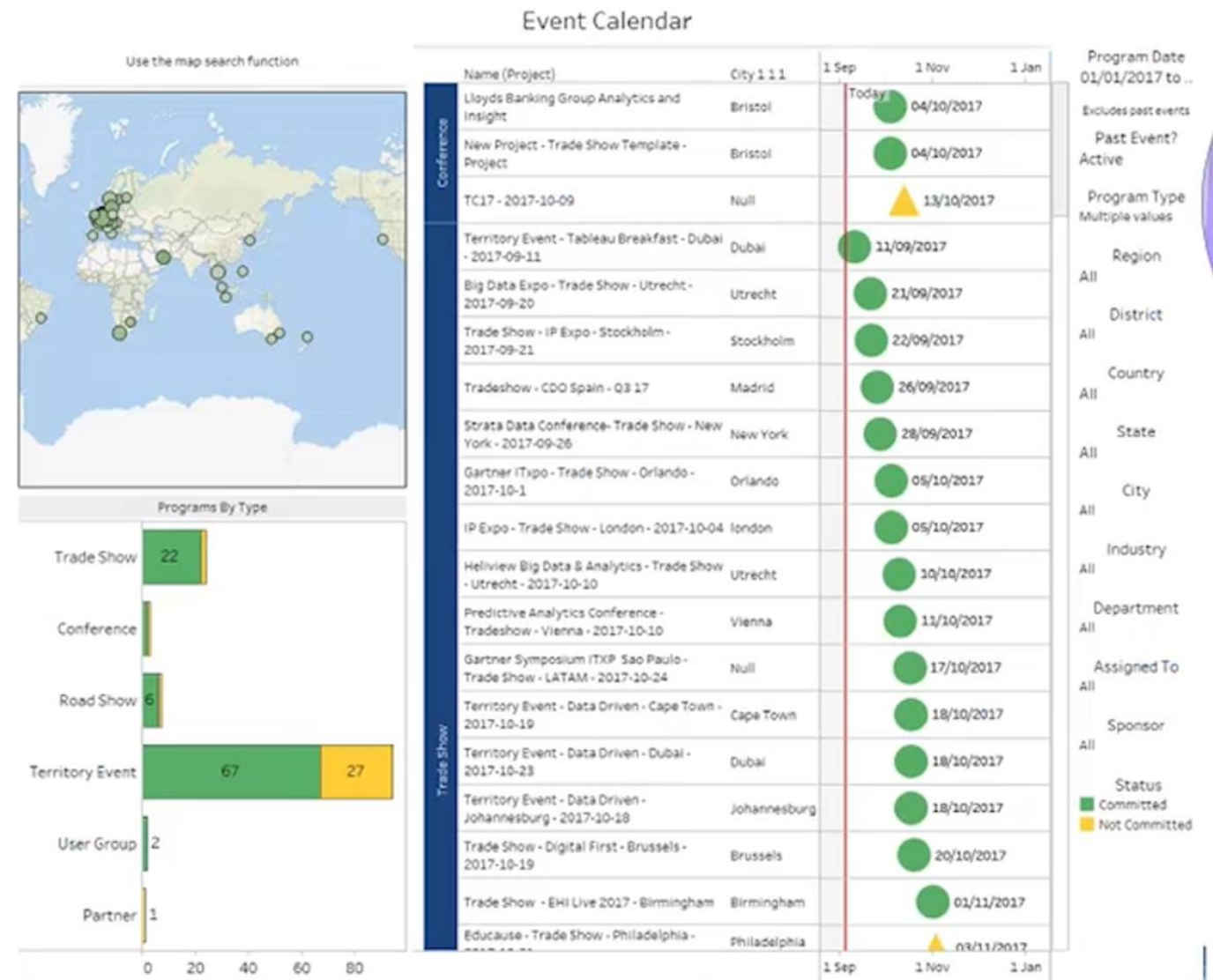
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4. Fast-paced collaboration

Events



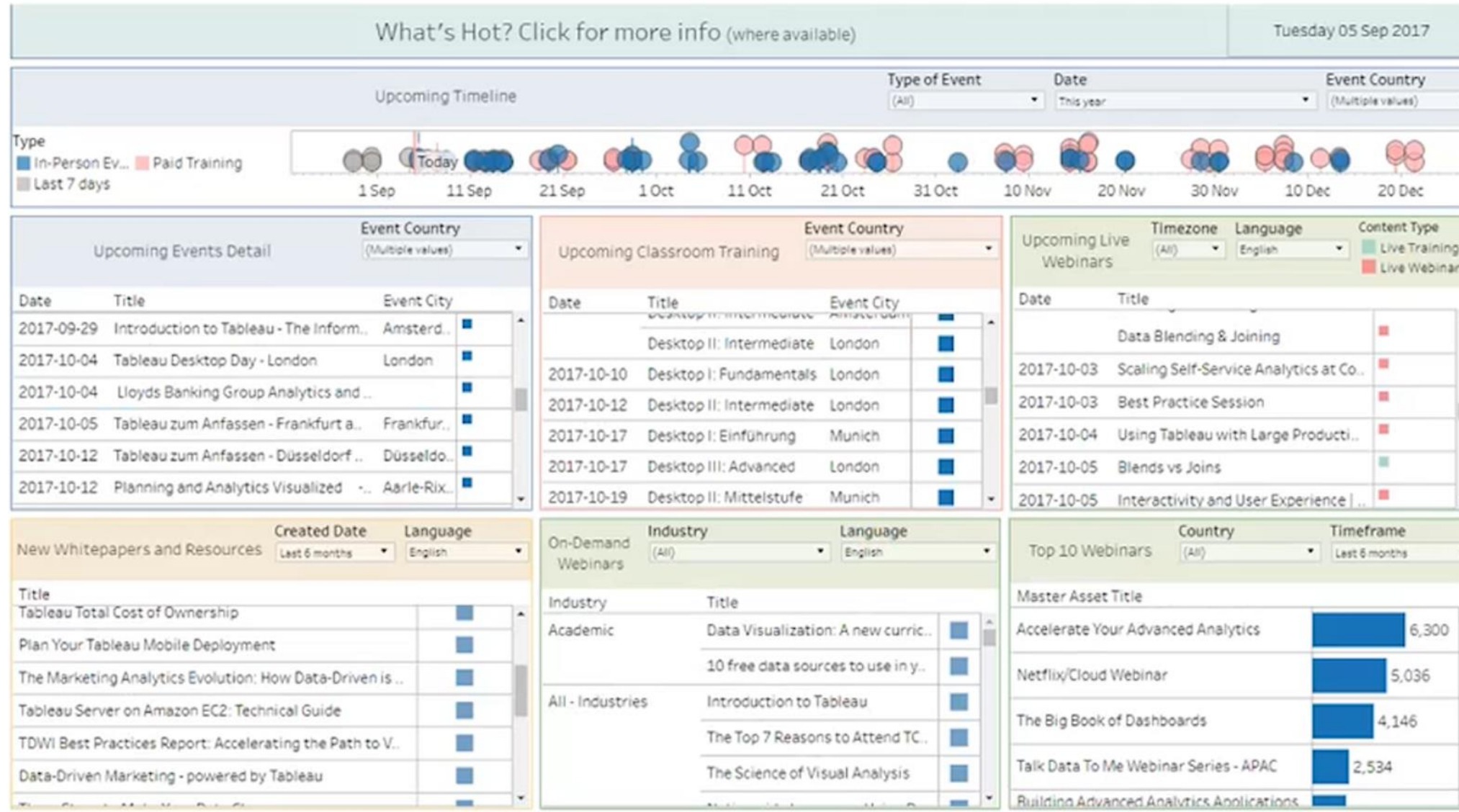
Visual calendar by location and date what teams are working on



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Marketing + Sales

What's happening and when? Self-service answers.



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5. Building trust with sales

Lead Contact Campaign History

Mike

Salesforce campaign history data for sales

Campaign History		Add to Campaign		ry Help ?
Action	Campaign Name	Member Status Updated	Type	
Edt Del View	Territory Event - Tableau Day - Warner Bros - London - 2016-04-28	4/26/2016 9:49 PM	Territory Event	
Edt Del View	Territory Event - Tableau Day - CBRE - London - 2016-03-23	4/25/2016 9:38 PM	Territory Event	Registered
Edt Del View	Territory Event - Tableau Day - Bertelsmann - London - 2016-04-27	4/25/2016 9:38 PM	Territory Event	Registered
Edt Del View	Live Web Seminar - Andy Kirk Myrth from Thatch - 2016-04-13	4/14/2016 5:39 PM	Live Web Seminar	Registered
Edt Del View	Territory Event - Exec Breakfast Briefing - London - 2016-04-14	4/12/2016 10:04 PM	Territory Event	Registered
Show 5 more » Go to list (50+) »				

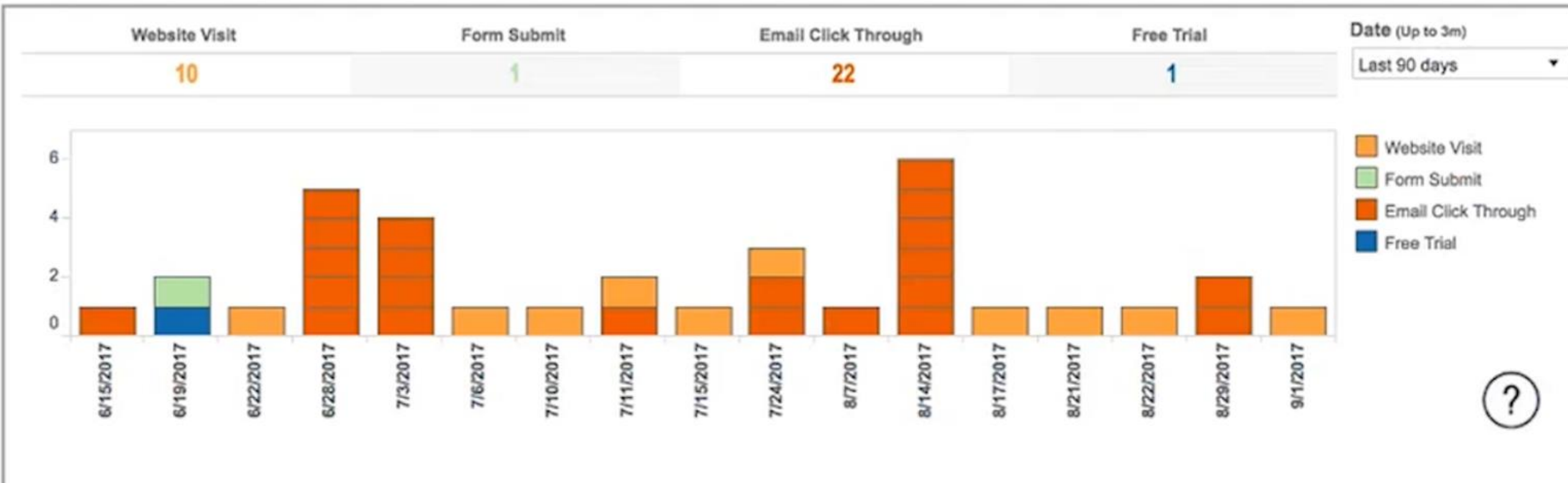
Marketing Activities		New Marketing Activity		Marketing Activities Help ?
Action	Marketing Activity Name	Activity Date	Activity Type	Activity Detail
Edt Del	Email Opened: Tableau Public Newsletter - en-US - 2016-05-05	5/5/2016 5:42 AM	Email Opened	Email Opened: Tableau Public Newsletter - en-US - 2016-05-05
Edt Del	Email Live Web Seminar - Google Challenge - EMEA en-GB - 2016-05-03	5/3/2016 3:03 AM	Email Sent	http://secure.p01.eloqua.com/ies?sr=840&e=69D0247E-6AF0-4592-B349-759A2C1F8D5C&eiq=7DCB007C-82CF-4B04-973D-39C02F533FB2&isAgent=true
Edt Del	Email Generic Event - One Day Reminder - EN	4/26/2016 9:14 PM	Email Sent	http://secure.p01.eloqua.com/ies?sr=840&e=BE8CC66C-EA08-48D6-A4B8-83F7CC40C25D&eiq=0E904965-0C6F-44A8-8034-A470AFE0F291&isAgent=true
Edt Del	Email Generic Event - One Day Reminder - EN	4/25/2016 9:13 PM	Email Sent	http://secure.p01.eloqua.com/ies?sr=840&e=24CCAE35-BB7C-406A-9548-22BD088E61B5&eiq=106F232A-7499-4D9E-8C8D-FD13CC514F05&isAgent=true
Edt Del	Email Generic Event - One Day Reminder - EN	4/25/2016 9:13 PM	Email Sent	http://secure.p01.eloqua.com/ies?sr=840&e=24CCAE35-BB7C-406A-9548-22BD088E61B5&eiq=0ACD71ED-BA23-4ED4-B513-25A9DE080852&isAgent=true
Show 5 more » Go to list (50+) »				

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Lead Contact Campaign History

Quick way to view lead contact engagement at a glance



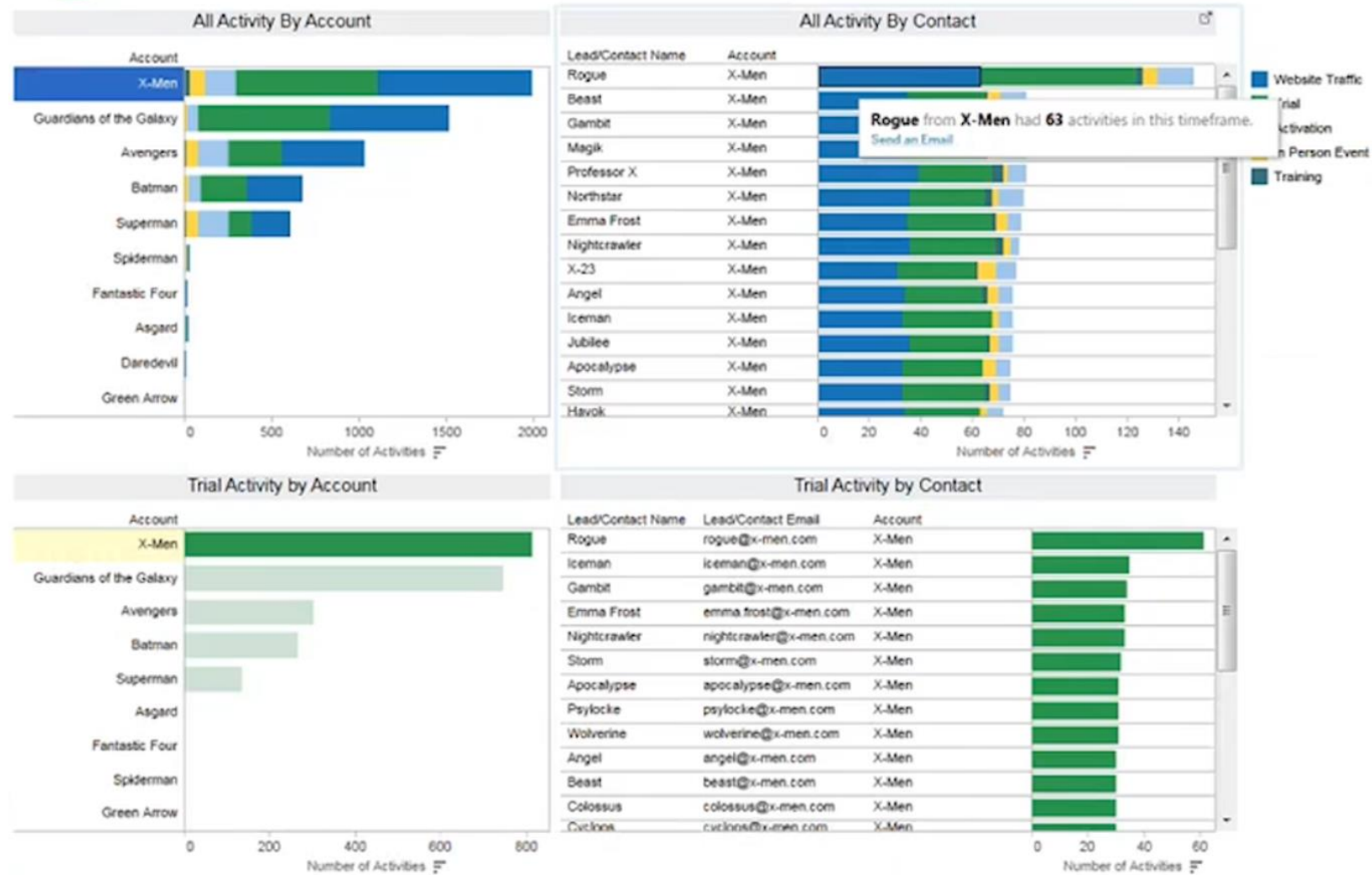
All data is masked to protect proprietary information

Sales all-in-one view

Prioritize their day and lead queue



Who's Hot



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Every marketer has access to our data.



Meetings are full of data and fact-based discussions.



We rely on data to make strategic decisions.

Our data
journey

Solving
marketing
dilemmas
with data

Dashboard
Show &
Tell

Q&A

Demo

Q&A