Welcome to Pardreamin' 2021

...Let's get you familiar with how it works

#PARDREAMIN2021 |
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Demystifying Pardot B2B Marketing Analytics Plus

Intermediate | Tech

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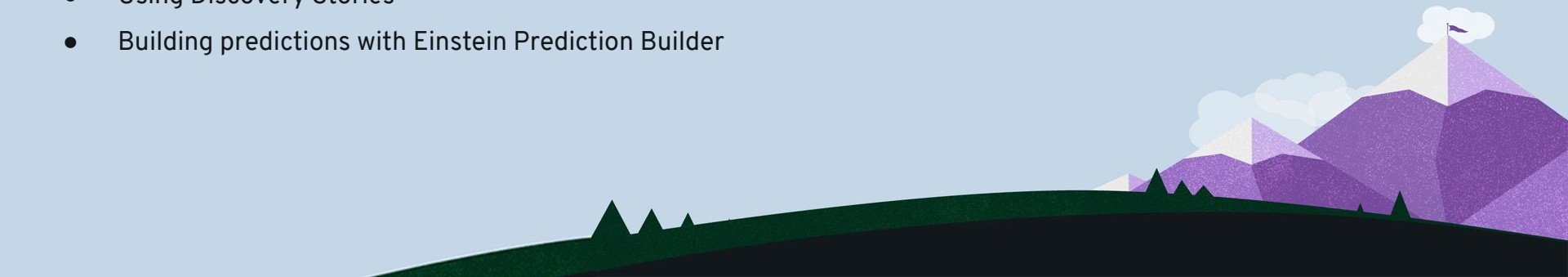
Demystifying Pardot B2B Marketing Analytics Plus

What to expect in this session:

- Differences between B2BMA & B2BMA+
- Importing and using external data
- Customising dashboards
- Using Discovery Stories
- Building predictions with Einstein Prediction Builder



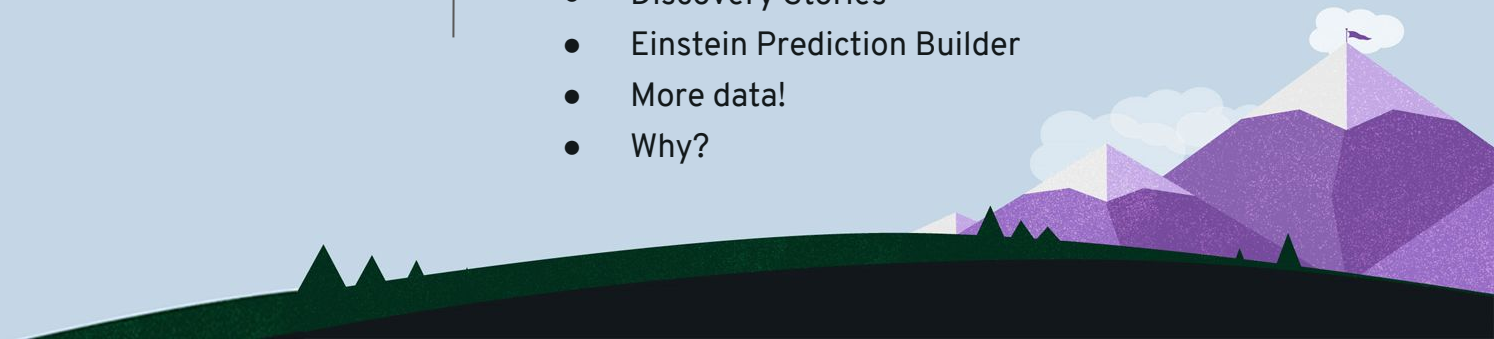
B2B Marketing Analytics and B2B Marketing Analytics Plus

B2BMA

- B2B Marketing Analytics app
- Pardot & CRM data
- How are campaigns are performing?

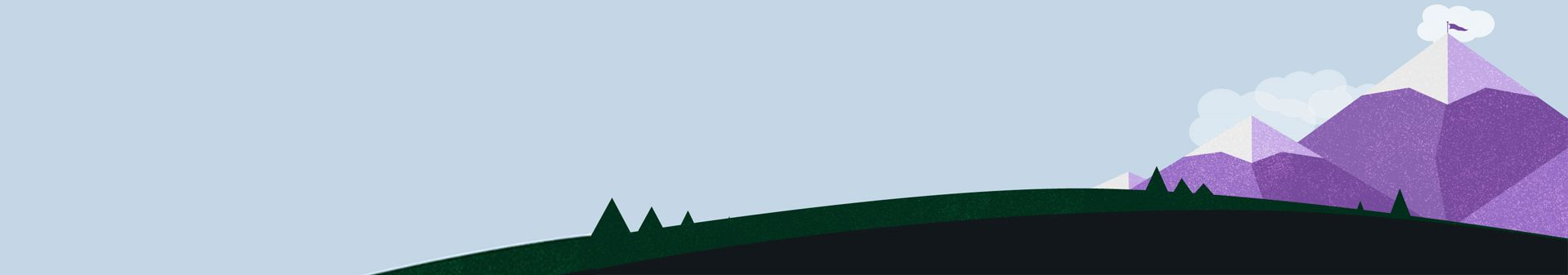
B2BMA+

- External connectors
- Pardot, CRM & Import data
- B2B Marketing Analytics app
- Marketing Campaign Intelligence App
- ABM App
- Discovery Stories
- Einstein Prediction Builder
- More data!
- Why?



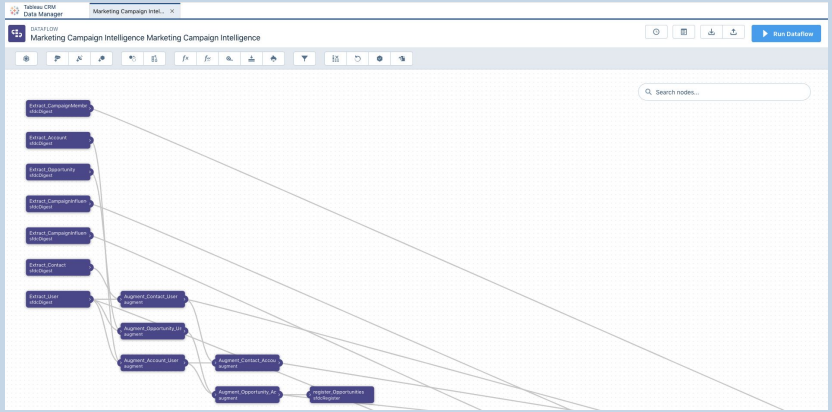
Today's Question:

How can I increase licence usage and reduce attrition?



External Data

Bring data in from outside Salesforce



What We've Seen

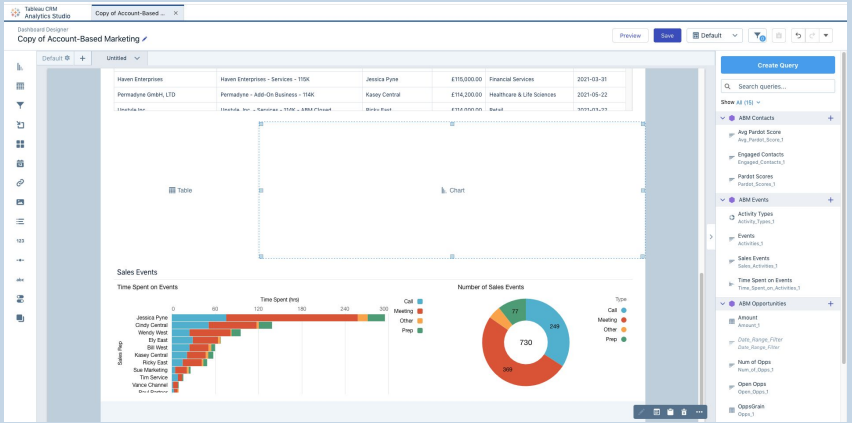
We had lack of visibility into our usage as the data sits in an external system, so we've brought that into B2BMA.

Remember...

- Your dashboards are only as good as your data
- How are you joining?
- What questions are you answering?

Customising Dashboards

Present the right data



What We've Seen

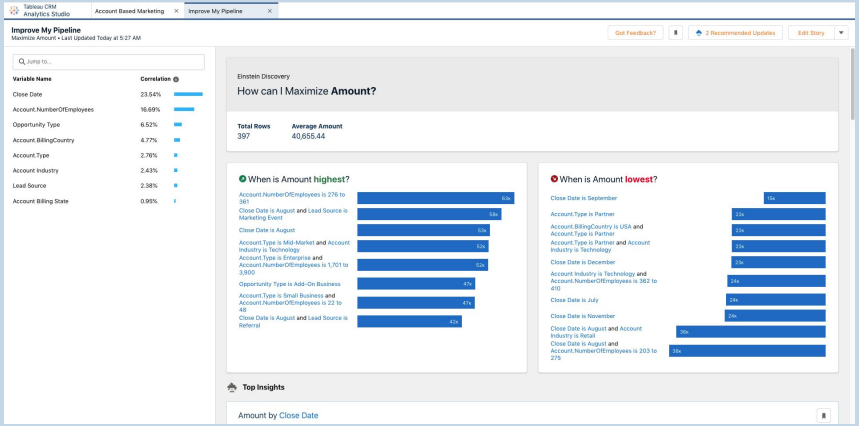
We were missing key usage data from our ABM Dashboard, so we added it in an additional lens.

Remember...

- Always copy before editing
- Think first about user experience
- What questions are we answering?
- Charts were not created equal

Discovery Stories

Identify how to achieve your goals



What We've Seen

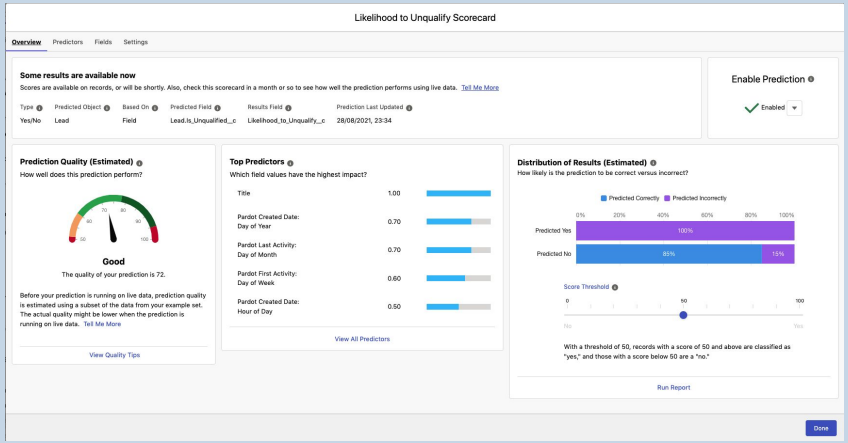
Engagement in some Accounts is low, so we've identified changes that are predicted to improve this.

Remember...

- Don't neglect combinations
- Select relevant fields

Einstein Prediction Builder

Make smart predictions



What We've Seen

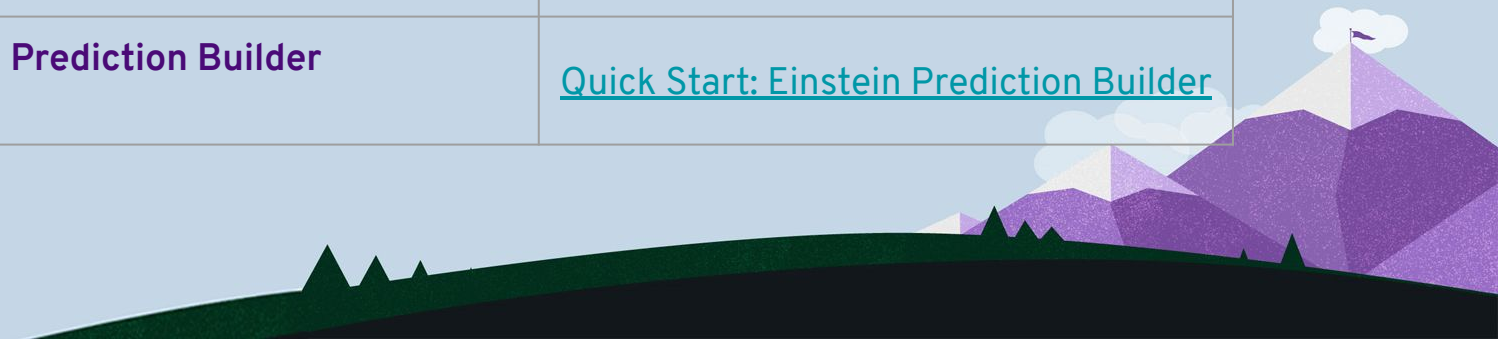
A high percentage of leads were being marked unqualified and we didn't know why, so we've run a prediction to help prevent this and identify some root causes.

Remember...

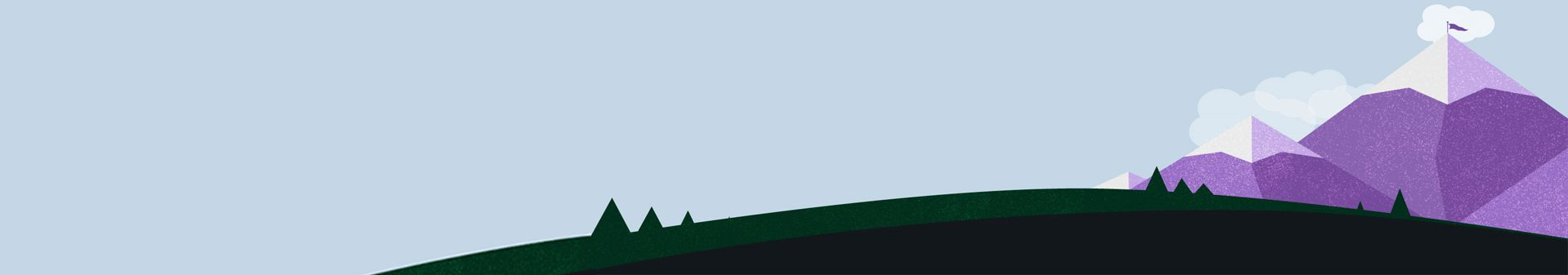
- Output is boolean (percentage likelihood) or a number
- What data matters? (e.g. not phone numbers)
- Don't predict the past!

Resources

Customising Dashboards	Create a Product Pipeline Dashboard
Discovery Stories	Einstein Discovery Story Insights
External Data	Tableau CRM Data Integration Basics
Einstein Prediction Builder	Quick Start: Einstein Prediction Builder



Questions



Thanks for listening!

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You can find me on the social media links above or hit me up at jpyne@salesforce.com

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