



# CUSTOM DASHBOARDS

## Deliver a true line of sight across digital channels

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Dashboards can help business leaders monitor the health of their organization through a single interface that presents Key Performance Indicators (KPIs) in a way that enables sound short and long-term decision making. For many organizations, this represents the first step in activating their data to gather valuable insights, rather than simply drowning in it.

### **Improve your performance and decision-making process**

Dashboards can make complex data inviting and accessible. They help communicate the most relevant data to appropriate stakeholders throughout your organization in a visual layout that is easy to understand, comprehensive, timely and actionable.

### **Finally, see your “Big Picture”**

Organizations with high performing data analytics programs operate from an integrated data perspective. They are able to select the most relevant and actionable streams of data from disparate data sources to truly see their organization’s “big picture.” Often, this window into organization-wide initiatives is a dashboard, or collection of dashboards.

### **Don’t squander your data**

Organizations with data analysis programs that don’t plan for delivering their insights in easy-to-access and evaluate formats fall into several common traps:

- Paying for the wrong tools and analysis driving up costs, reducing flexibility, increasing turnaround times, and too often yielding only partial results
- Lack of knowledge transfer and capacity-building radically minimizes ROI from hard-won marketing technology investments
- Loss of productivity, as internal and external stakeholders find it difficult to collaborate with each other to gain a collective perspective via a single source of truth

Cardinal Path enables at-a-glance evaluation of business performance via dashboards that deliver true line of sight across the enterprise.

## Three tiers of service to meet any need

Cardinal Path's data visualization experts have created custom dashboards for a wide variety of applications for some of the world's largest organizations. Choose from our three tiers of service to best suit your needs:

- **Tier 1** is designed for organizations that are looking for compelling dashboard solutions with a limited scope of data. Visualizations can include up to 10 data segments.
- **Tier 2** is most appropriate for clients with multiple divisions or product marketing teams that need individual views of data, along with a corporate roll-up view. Designed specially for organizations that have an extended network of internal/external shareholders and need organizational line of sight at a reasonable price, visualizations can include up to 20 data segments.
- **Tier 3** is best suited to complex, wide-ranging organizations with multiple divisions or teams with many internal and external stakeholders who require simplified access to a common source of truth. Visualizations can include up to 20 data segments and includes corporate-level roll-ups providing an executive-level holistic perspective.

### Partnering with the industry's top visualization vendors

Cardinal Path partners with some of the world's most innovative data visualization tool providers, including Tableau and Klipfolio. Offerings from vendors such as these provide the ability for a real-time business dashboard that combines power and flexibility to bring your key numbers together so you can run a better, more insight-driven business.

### Learn more!

Why wait to start visualizing your data in a way that makes sense to you and your team?

**We'll show you how. Contact us today:**

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Cardinal Path is a premier digital data analytics firm that works with the world's most prominent organizations to create, implement and action advanced analytics. Known for its industry leadership with tools such as the Online Analytics Maturity Model, a framework for assessing enterprise-wide analytics maturity, Cardinal Path comprises dedicated teams of award-winning analysts, statisticians, academics, developers, and many of the top minds in the digital marketing space. We help our clients unlock the value of their data, sharing all that we know and empowering people to make confident business decisions for sustainable growth.