

data
analytics



www.dataanalytics.pl

Dział wdrożeń:
Bartłomiej Cywiński
bartlomiej.cywinski@dataanalytics.com.pl
+48 785 994 056

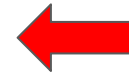


Zastosowanie Tableau w Marketingu

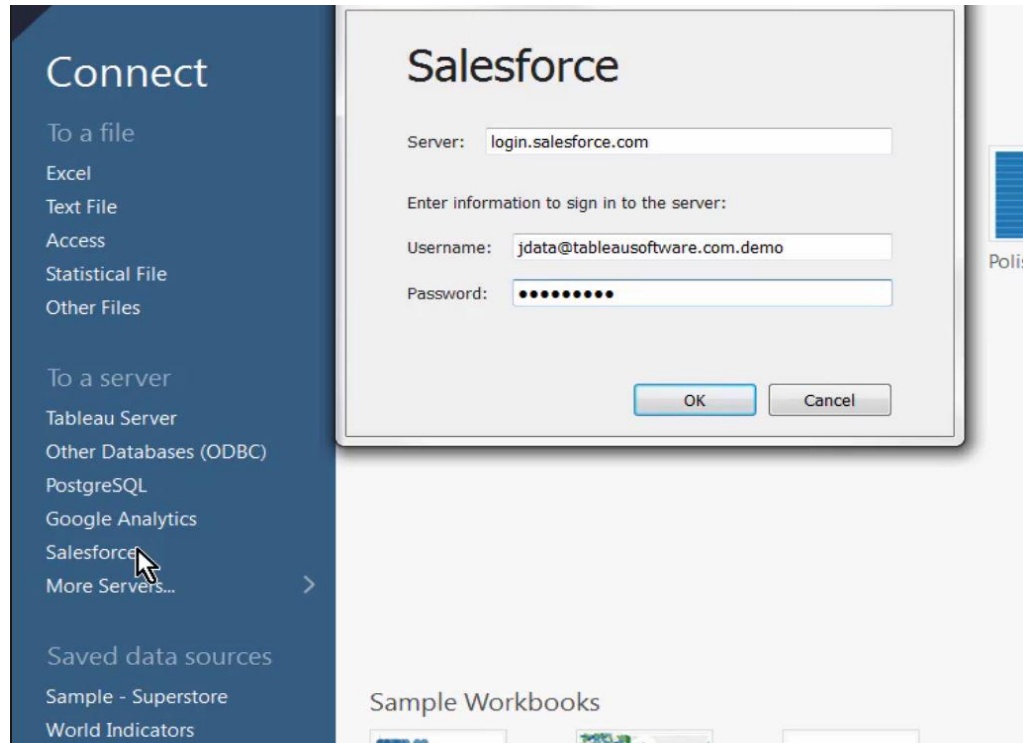
Zastosowanie Tableau w Marketingu



tableau®



Salesforce connector



Salesforce predefiniowane połączenia

File Data Server Window Help

Campaign Member+ (login.salesforce.com) Connection: Live Extract | Edit... Refresh
Extract Required.

Server: login.salesforce.com

Standard Connection: Enter standard connection na...

- Accounts
- Campaigns
- Cases
- Contacts
- Leads
- Opportunities

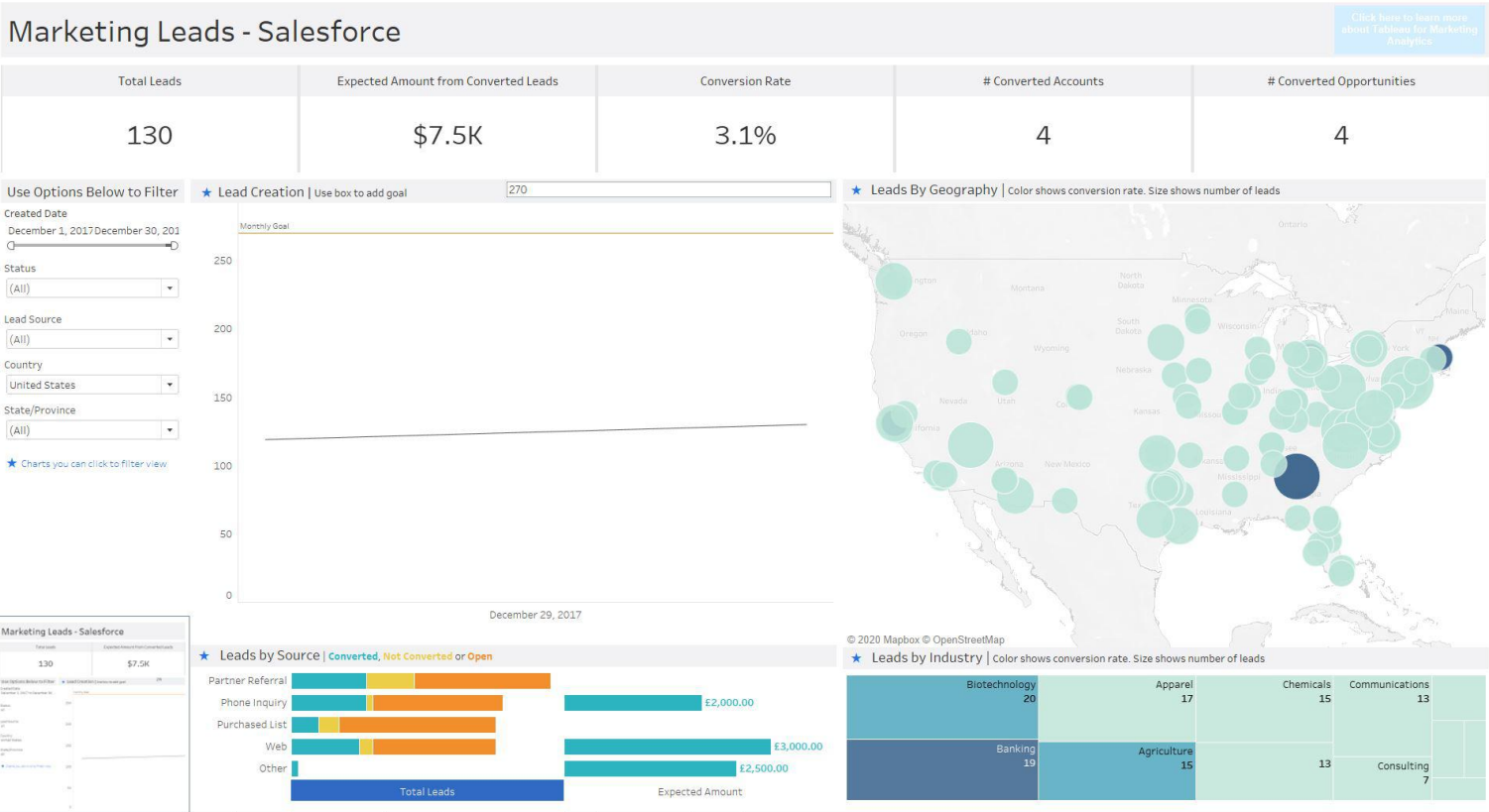
Table: Enter table name

- Accepted Event Relation
- Account
- Account C
- Account Fee

Diagram showing connections between Campaigns, Campaign, Campaign Member Create..., Contact, Contact Created By, and Contact Owned By.

Field Name	Table	Remote Field
Abc About Me	Campaign Member Created By	About Me
Abc AboutMe (Contact Created By)	Contact Created By	AboutMe (C
Abc AboutMe (Contact Owned By)	Contact Owned By	AboutMe (C
Abc AboutMe (Lead Created By)	Lead Created By	AboutMe (Le
Abc AboutMe (Lead Owned By)	Lead Owned By	AboutMe (Le
Abc Account ID	Campaign Member Created By	Account ID
Abc AccountId (Contact Created By)	Contact Created By	AccountId (C
Abc AccountId (Contact Owned By)	Contact Owned By	AccountId (C
Abc AccountId (Contact)	Contact	AccountId (C

Salesforce dashboard



Marketo connector

The screenshot shows a web browser window titled "Marketo Connection" with the URL `https://beta-connectors.tableau.com/marketo/marketo/1/marketo.html`. The page features the Marketo logo at the top center. Below the logo, there are three input fields for configuration: "Custom Service Endpoint", "Client ID", and "Client Secret". An orange "Sign In" button is positioned below these fields. On the left side of the browser window, a dark blue sidebar contains a search bar and a list of various data sources, including Tableau Server, Amazon Aurora, Amazon EMR, Amazon Redshift, Cloudera Hadoop, EXASolution, Firebird, Google Analytics, Google BigQuery, Google Cloud SQL, Google Sheets, Hortonworks Hadoop Hive, HP Vertica, Kognitio, MapR Hadoop Hive, Microsoft SQL Server, MySQL, OData, Oracle, Pivotal Greenplum Database, PostgreSQL, QuickBooks Online, Salesforce, and SAP HANA.

Marketo connector

The image shows a Tableau interface with the Marketo connector. On the left, a 'Connect' menu is open, with a red circle containing the number '1' next to it. The main area shows a 'Marketeto Connector' window with the Marketo logo and a 'Get Data View' button. On the right, the 'Marketeto' data source is selected, and a red circle with the number '2' highlights the 'Leads - Last 7 days' connection in the 'Connections' pane. A 'Creating Extract' dialog box is visible in the foreground, showing 'Loading data...' and 'Elapsed time 00:04'.

1

Connect

To a file

- Excel
- Text File
- Access
- Statistical File
- Other files

To a server

- Tableau Server
- MySQL
- Salesforce
- Web Data Connector
- Microsoft SQL Server
- More Servers...

Saved data sources

- Intuit Quickbooks Invoice...
- Intuit Quickbooks Sales R...
- Loader Tester cols100 nu...
- Sample - Superstore
- World Indicators

Open

marketo_leads_only

55 Twin Lane

IBM Ocean View Road

Amy's Gift Sanctuary

Blauvelt Design

Biff's Wheelbar Shop

Gesta Kalkipatras

QB Invoice Reports

Marketeto Connector

https://bels-connectors.tableau.com/marketeto/marketeto.html

Marketeto

Powered by Tableau

Last 7 days

Get Data View

Marketeto

Leads - Last 7 days

Connections

Marketeto

Table

- Add to List - Last 7 days
- Add to Nurture - Last 7 days
- Add to Opportunity - Last 7 days
- Add to SFDC Campaign - Last 7 days
- Call Webhook - Last 7 days
- Change Data Value - Last 7 days
- Change Nurture Cadence - Last 7 days
- Change Nurture Track - Last 7 days
- Change Owner - Last 7 days
- Change Revenue Stage - Last 7 days
- Change Score - Last 7 days
- Change Segment - Last 7 days
- Change Status in Pr... - Last 7 days
- Change Status in S... - Last 7 days

Sort fields: Data source order

Abc

Abc	Abc
Leads - Last 7 days	Leads - Last 7...
Company Name	Site

Creating Extract

Loading data...

Elapsed time 00:04

Cancel

2

Marketo Dashboard

Email Performance Overview - Marketo

[Click here to learn more about Tableau for Marketing](#)

Day of Activity Date
26 października 2017

Active
(All)

Program Name
(All)



Social Media Connectors



https://help.tableau.com/current/pro/desktop/en-us/examples_web_data_connector.htm
<https://tableau.github.io/webdataconnector/community/>

Social Media Dashboard

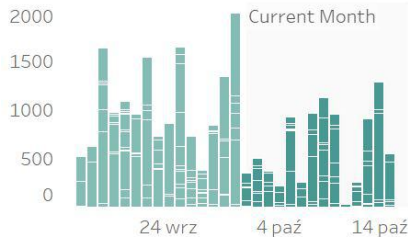
Social Media Engagement and Reach

[Click here to learn more about Tableau for Marketing Analytics](#)

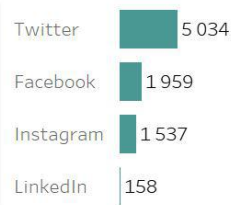
	Posts	Impressions	Likes	Comments	Shares	Clicks	Max Followe..	Date
Facebook	2 125	179M	45K	72K	153K	144K	401K	01.01.2015 15.10.2017
Instagram	1 056	78M	21K	37K	77K	74K	248K	
LinkedIn	669	65M	17K	29K	48K	53K	103K	
Twitter	2 562	223M	54K	82K	180K	180K	1 300K	
Grand Total	6 412	546M	137K	221K	458K	451K	2 052K	

Metric Deep Dive: Clicks

Previous 30-Days



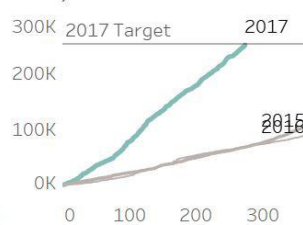
This Month by Channel



Monthly Trend (excludes current month)



Yearly Pacing (excludes current month)

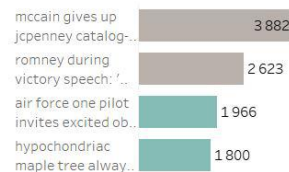


Select Metric

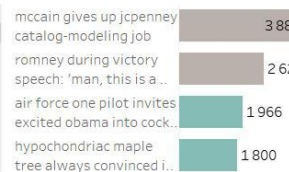
- Posts
- Impressions
- Likes
- Comments
- Shares
- Clicks
- Clicks, Current Mo..
- Clicks, Prior Year
- Clicks, This Year

Metric Deep Dive: Clicks by Post

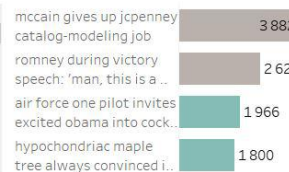
Top Facebook Posts



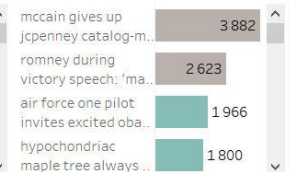
Top Twitter Posts



Top Instagram Posts



Top LinkedIn Posts



Source

- (All)
- Facebook
- Instagram
- LinkedIn
- Twitter