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| Entity Matrix – Richs Products – Customer Journey   |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | Domain | Team | Business Process | Applications | Master Entities | | | | | | Measures | | | Campaign | Customer | Application | Product | Location | Capacity | Throughput | Efficacy | | Customer Acquisition | Marketing | Lead Generation | Marketo  Magento  Bigmarker  Folloze | Checkmark with solid fill | Checkmark with solid fill | Checkmark with solid fill | Checkmark with solid fill | Checkmark with solid fill | # Events  # Webinar Registration  # Website Visits  # Page Views | # Formfill​  # PageFollower  # Click Link  # Organic / Paid Impressions  # Impressions  # ClicksContent/Media Type | # Total Sessions  # Digital Impact Index  #Consolidated Reach Index  #Consolidated Intent Index  # Organic Impressions  # Clicks  # Paid Impressions  # Web site Clicks  # Phone call Clicks  # Email Sent  # Email Delivered  # Form Fills | | Analysis | Google Analytics | Checkmark with solid fill |  | Checkmark with solid fill |  |  | | Operations | Operations | Sales | Magento  StorePoint | Checkmark with solid fill | Checkmark with solid fill | Checkmark with solid fill | Checkmark with solid fill | Checkmark with solid fill | # Where To Buy​ | # Buy Now | - | | Service and Retention | - | - | - | - | - | - | - | - | - | - | - |  Flower accent icon on second page Notes Checkmark with solid fill = Data entity (column) is used within business function (row) Flower accent icon on second page Application ListFlower accent icon on second page Transactional entities  |  |  |  |  | | --- | --- | --- | --- | | Domain | Business  Capability | Business Process | Transactional Entity | | | Customer Acquisition | Marketing | Leads Generation | ADLS-Content Engagement (Folloze)  Report-Content Engagement (Folloze)  Report - Engagement Activity (Folloze)  Registrations (Bigmarker) | | Operations | Sales | Purchase | Sales Order Export (Magento)  ADLS Extract (Magento) | | Service and Retention | - | - | - | |