Dashboard Needs

➔ Also, Markus tells us a bit of what kinds of specific things he would like to be able to do with the dashboard:

- ◆ Understand the performance of specific channels.
- ◆ Understand the performance of specific audiences.
- ◆ Understand the performance of specific locations.
- ◆ Be able to compare and / or mix different combinations of channel / audience / location.
- ◆ Being able to mix the above with Campaign Types