

# Dashboards

*Overview of metrics through connected data*

---

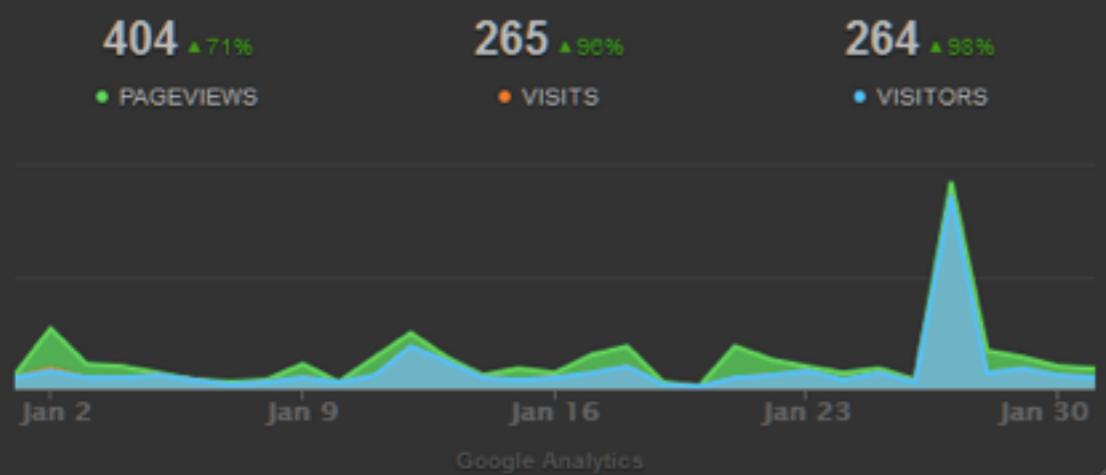
Author: Jarne W. Beutnagel ([jwb@eaaa.dk](mailto:jwb@eaaa.dk))

Subject: Interaction Design

Course: Multimedia Design & Communication

© 2015 Business Academy Aarhus ([www.baaa.dk](http://www.baaa.dk))

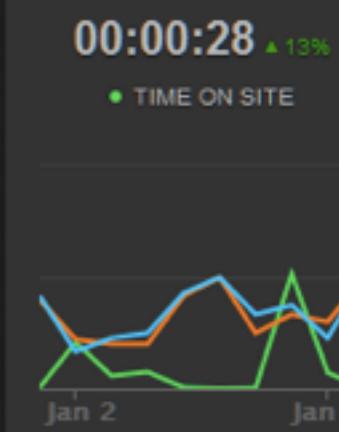
## ▲ AUDIENCE OVERVIEW



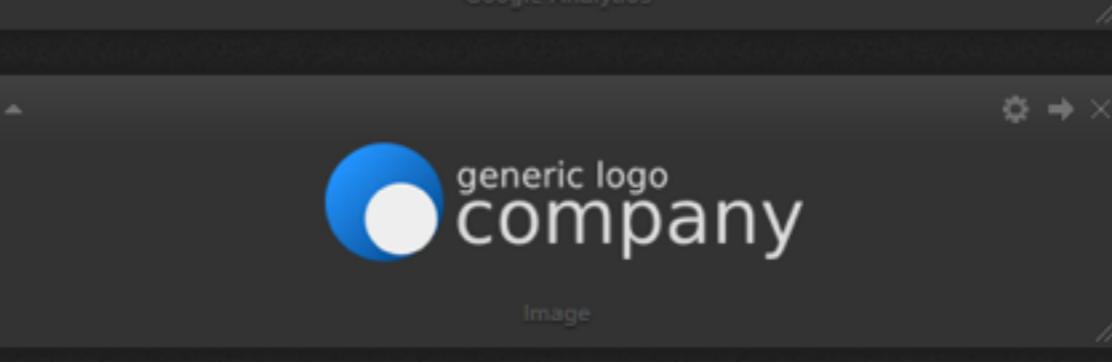
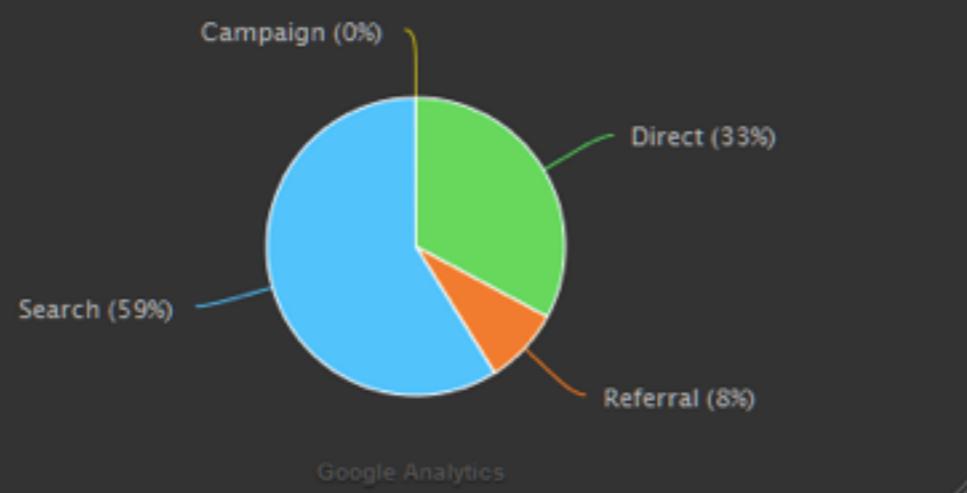
## ▲ WORLD HEAT MAP



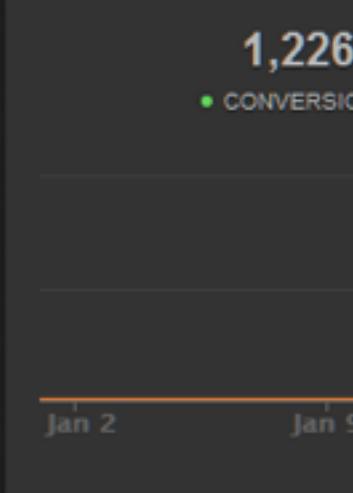
## ▲ CONTENT OVERVIEW



## ▲ TRAFFIC OVERVIEW



## ▲ CONVERSION OVERVIEW



## ▲ TOP TRAFFIC SOURCES

SOURCE	VISITS
1. google / organic	151 ▲ 53%
2. (direct) / (none)	87 ▲ 1350%
3. www.forex-ninjas.com / referral	14
4. forex-ninjas.com / referral	8
5. yahoo / organic	4 ▲ 33%
...	...

Google Analytics

## ▲ TOP BROWSER TYPES

BROWSER	VISITS
1. Safari	104 ▲ 447%
2. Chrome	64 ▲ 113%
3. Firefox	55 ▲ 34%
4. Internet Explorer	29 ▼ 9%
5. Opera	5 ▲ 400%
6. Mozilla Compatible Agent	4 ▲ 100%
7. Opera 9.4	2
8. IE with Chrome Frame	1

Google Analytics

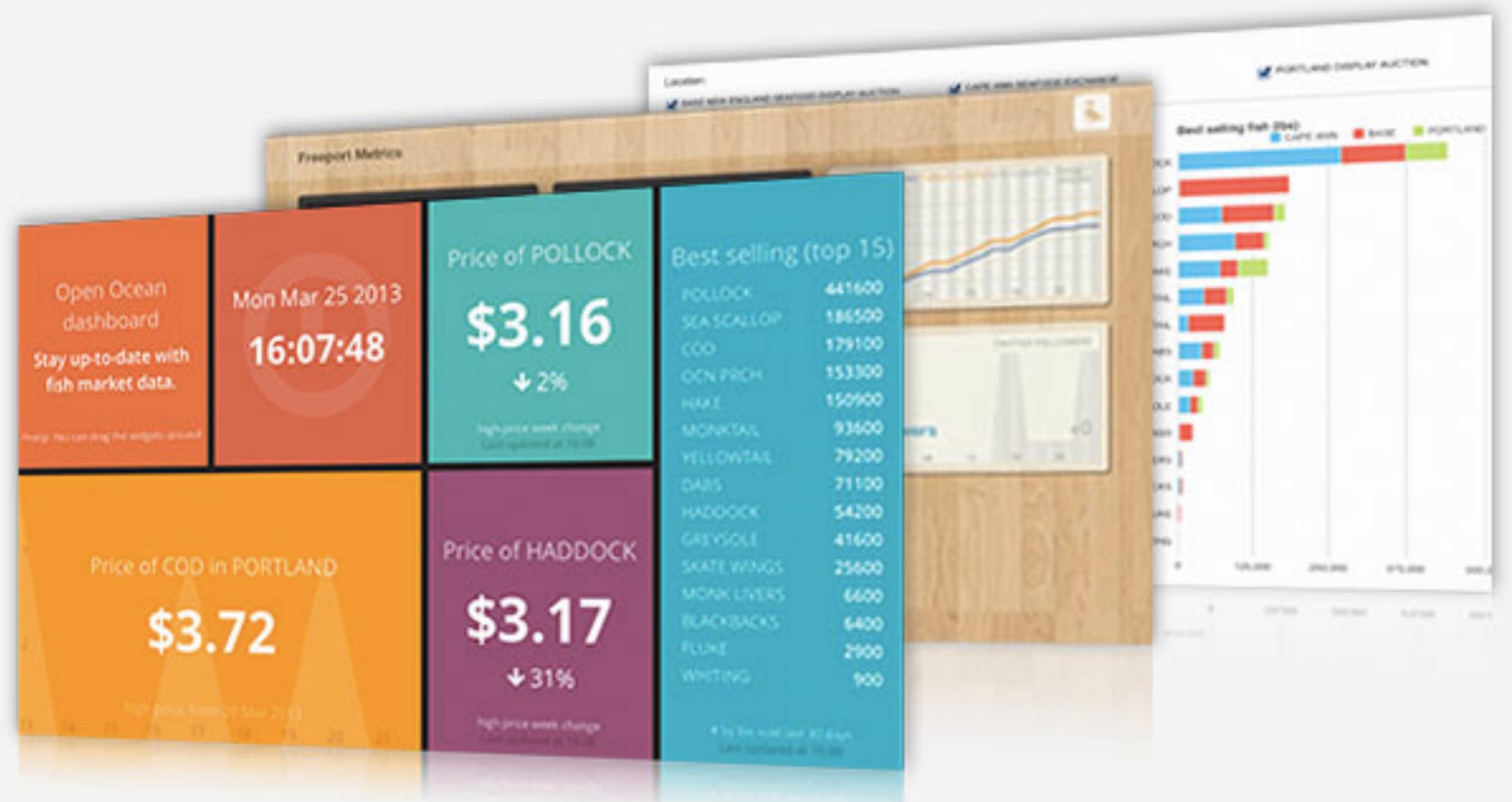
## ▲ TOP CONVERSION SOURCES

SOURCE
1. google.es
2. readwriteweb.com
3. wwwwhatsnew.com
4. br.wwwwhatsnew.com
5. feedly.com
6. evolvingmedia.net

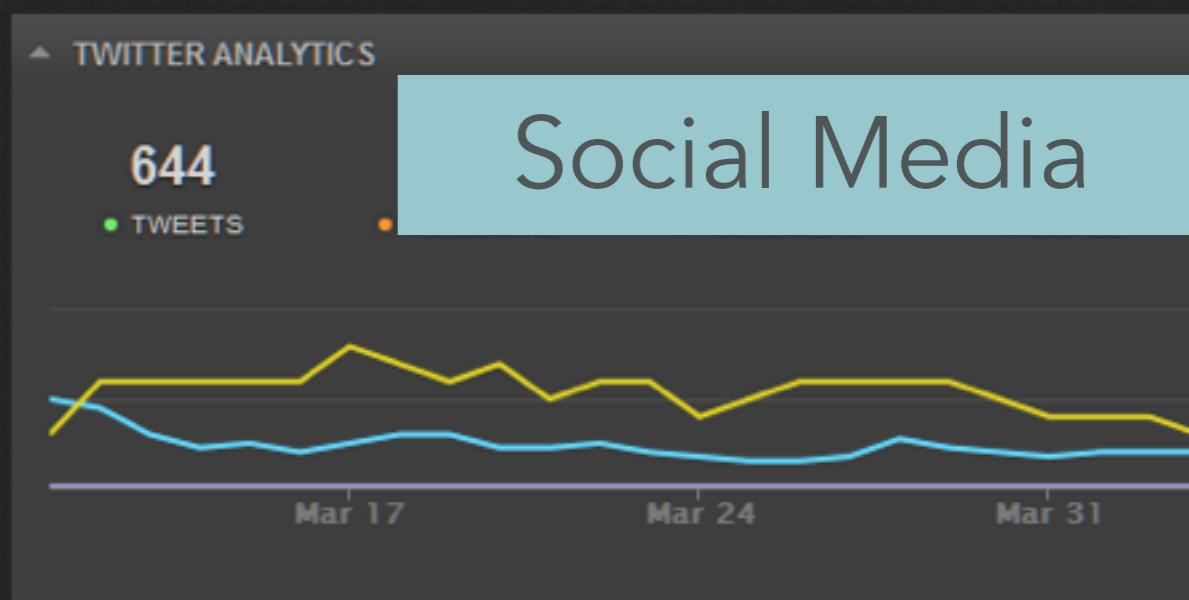
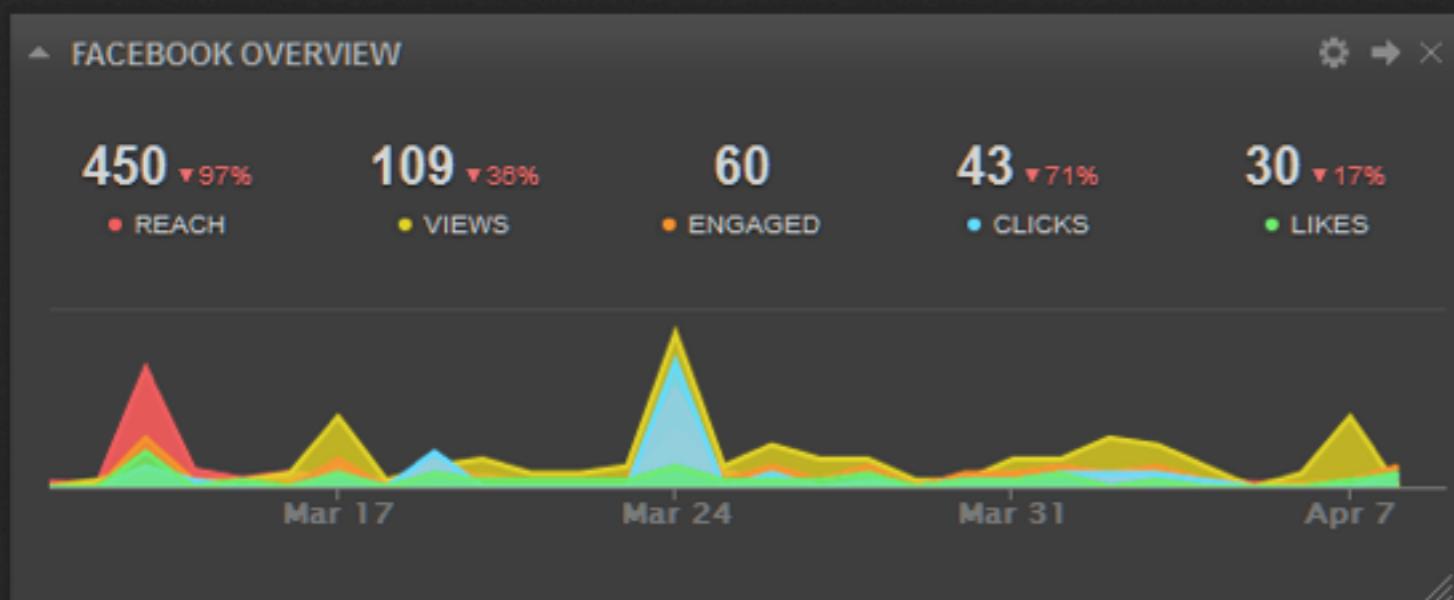








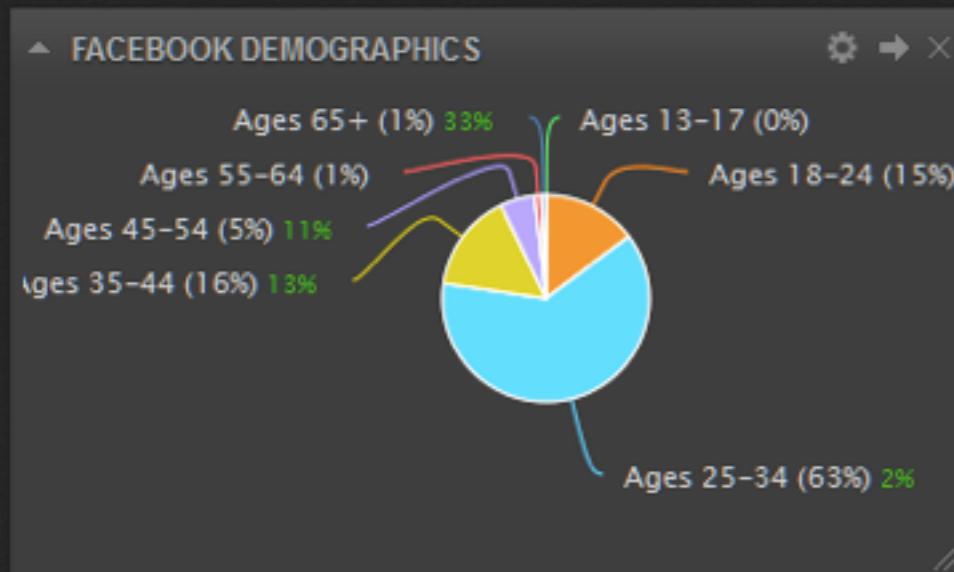
# What to use them for



### FACEBOOK TRAFFIC SOURCES

EXTERNAL REFERRER	VIEWS
1. cyfe.com	37 <span style="color:green">▲ 1%</span>
2. google.com	7 <span style="color:green">▲ 1%</span>
3. google.com.br	4 <span style="color:green">▲ 1%</span>

- ### LATEST TWEETS
- Element Three**  
Day 2 of #PartnerDay got you feeling a bit  
yourself with some @HubSpot bingo! http://  
Wednesday, April 09, 2014 9:59:54 AM
- Heather Sutton**  
I hate that @Android isn't supported yet. |  
Twitter's New Photo Collages in Your Mar  
/icXWgN1xnd via @hubspot  
Wednesday, April 09, 2014 9:59:23 AM
- RealTimePersonalise**  
How Dynamic Content Makes Your Marke  
More Personal http://t.co/Skv44bh2Eb via  
Wednesday, April 09, 2014 9:59:12 AM
- Kyle Rumble**  
9 Ways to Use Twitter's New Photo Colla  
Marketing http://t.co/d9mWGq8ogh  
Wednesday, April 09, 2014 9:59:12 AM
- GoatCloud**  
via @Hubspot: 9 Ways to Use Twitter's N



## REVENUE YTD



\$135,000.00

• REVENUE



## VISITOR MAP



## Marketing

Last 24 hours | All time

#job

Wednesday, April 09, 2014 9:57:14 AM



Javier Atun

COS Certified conseguido! #HubSpot /PLqi7KVR4q

Wednesday, April 09, 2014 9:56:46 AM



Kristen Kelley

@ChasteenMike will do, Mike! etc you and leslie to @hubspot when

Wednesday, April 09, 2014 9:56:17 AM



Latest-IT-News

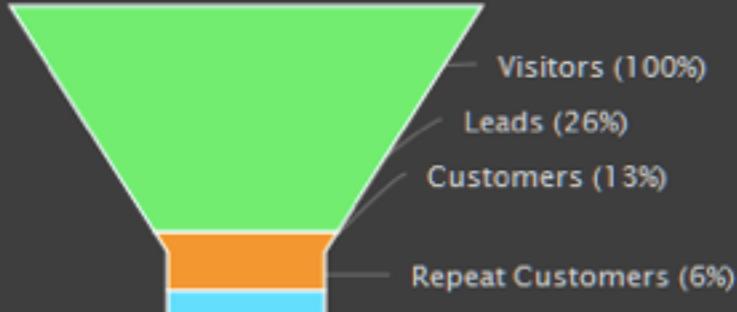
RT @HubSpot: Create a comprehensive marketing plan at the @757HUG on 4/10! http://t.co/Fn3YTDn7u



Steve Hall

On the dashboard, you can see

## MARKETING FUNNEL

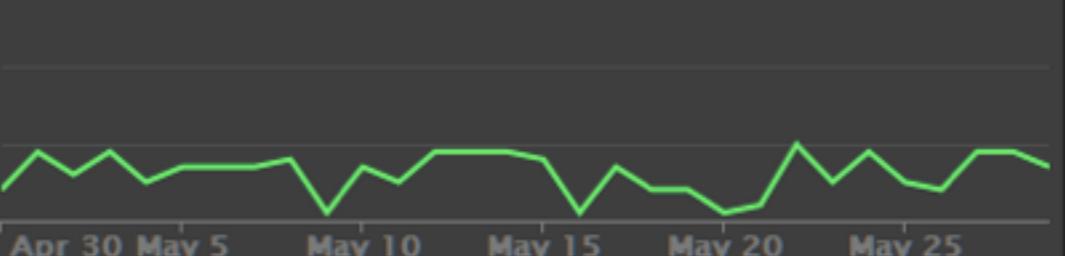


## KEYWORD RANKING

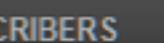


2 ▲ 210%

• KEYWORD RANK: DASHBOARD



## EMAIL CAMPAIGN



1,345

213

103

15

135

943

564

• SENT

• BOUNCES

• SPAM

• UNSUBS.

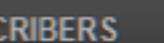
• FORWARDS

• OPENS

• CLICKS

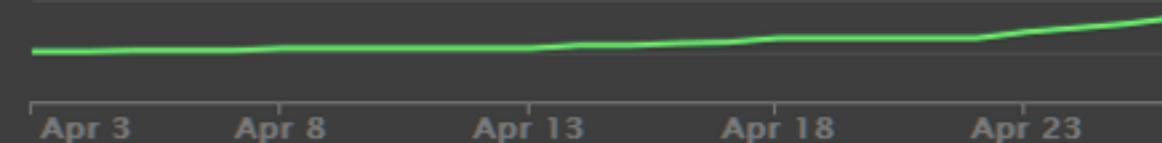


## NEWSLETTER SUBSCRIBERS



49 ▲ 500%

• SUBSCRIBERS



## OVERVIEW

447 ▼6%

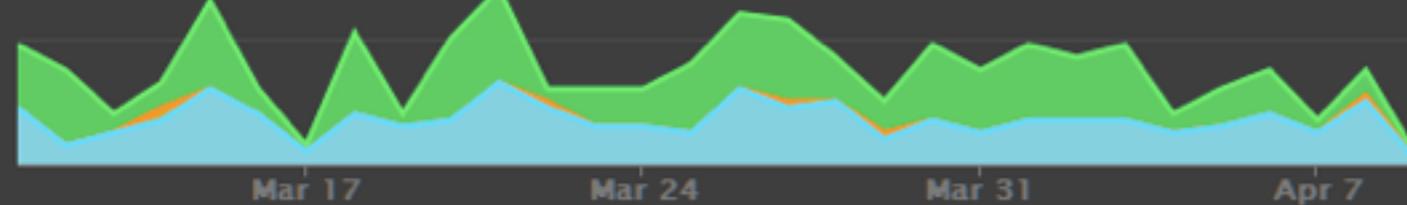
• PAGEVIEWS

215 ▼4%

• VISITS

204 ▼8%

• VISITORS



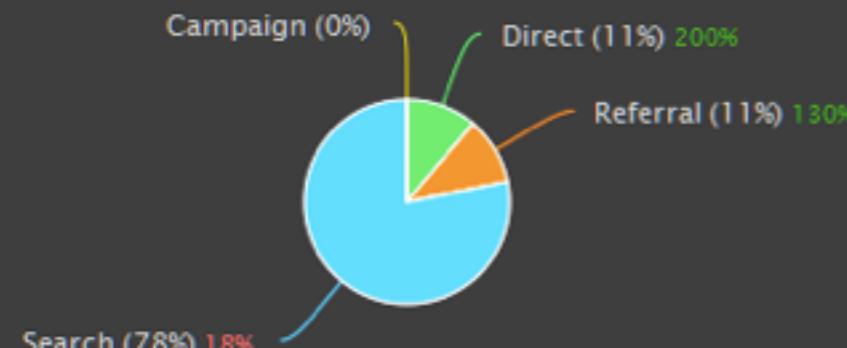
## COUNTRY MAP

Analytics



## TRAFFIC OVERVIEW

Campaign (0%)

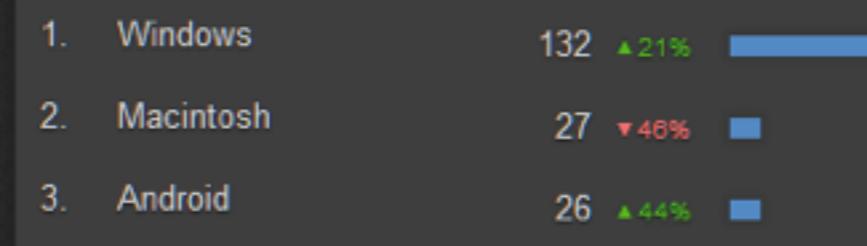


## OPERATING SYSTEMS

## OPERATING SYSTEM

## VISITS

OPERATING SYSTEM	VISITS	% CHG
1. Windows	132	▲21%
2. Macintosh	27	▼46%
3. Android	26	▲44%



## CONTENT OVERVIEW

00:00:54 ▲20%

• TIME ON SITE

53.49% ▲4%

• BOUNCE RATE



## SEARCH ENGINES

## SEARCH ENGINE

## VISITS

1. google

153 ▼22%



2. bing

9 ▲125%



3. yahoo

6 ▲60%



## COUNTRY LIST

## COUNTRY

## VISITS

1. United States

102 ▼11%



2. United Kingdom

16 ▼11%



3. Brazil

14 ▲130.0%



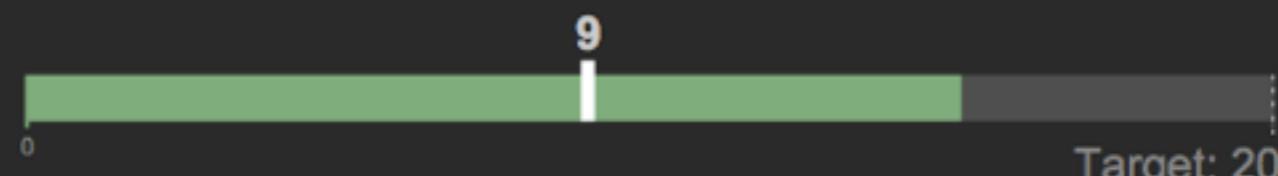
## Sales: Monthly Sales Board

**Month Ending  
November 30**

**12.0 days left**



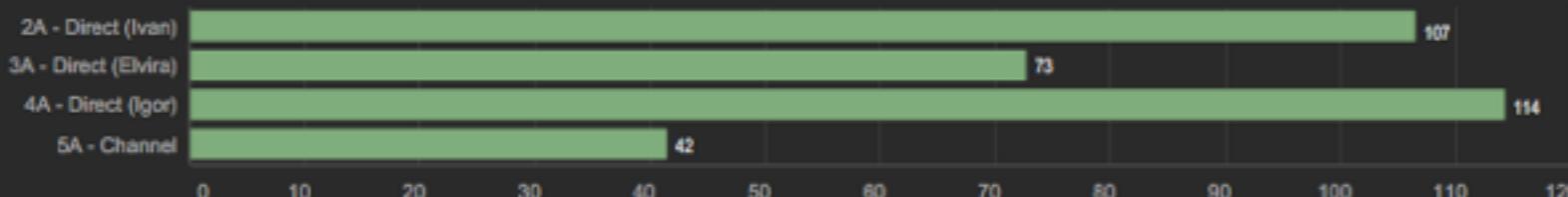
**9 Wins Today**



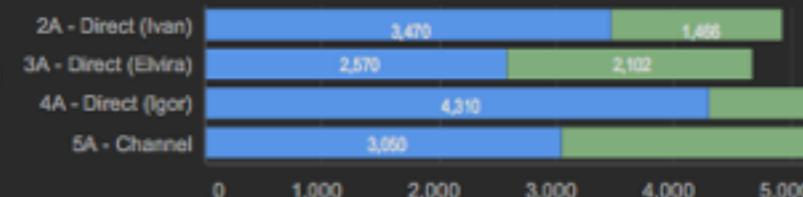
**Sales**

Taragon Sage  
Milky Way  
Summer Health  
Klipstart Inc.  
Core Metric  
Whisky Tango  
Foxtrot  
Omega One  
62

### New Accounts This Month

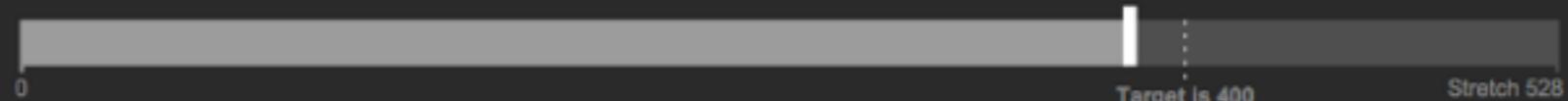


### MRR This Month



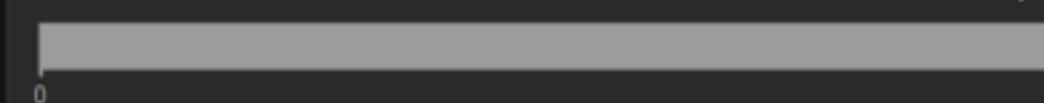
### New Account Target for November

**381 Wins**



### New and Expansion MRR November

**\$2**



Connected

Copyright © 2015 Klip



# Support: Ticket Breakdown

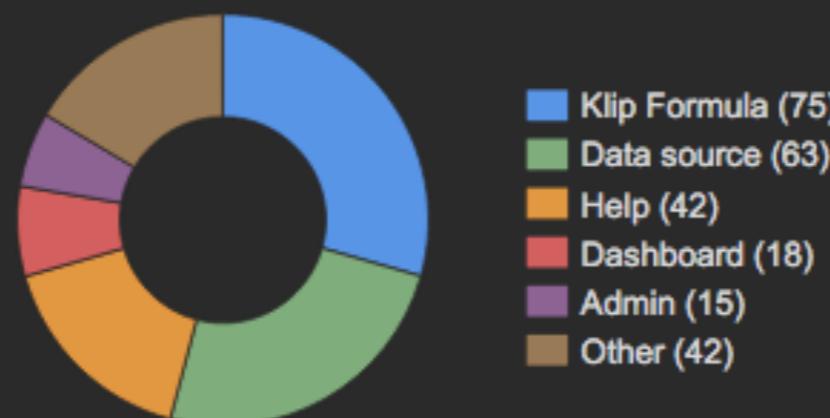
BUILD YOUR OWN DASHBOARDS

Klipfolio

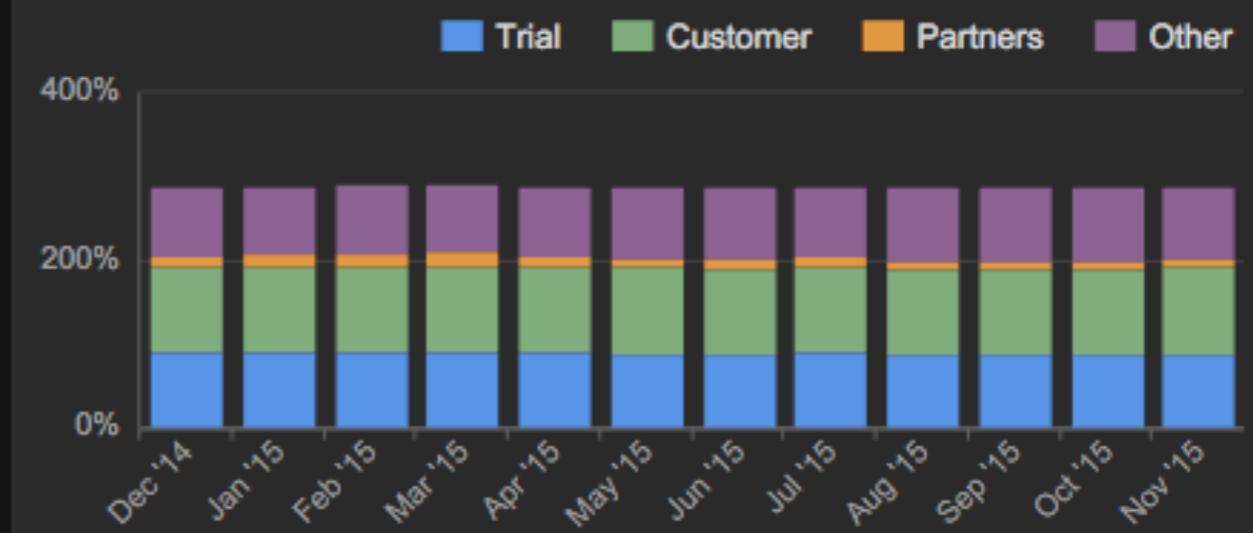
Support trial conversion



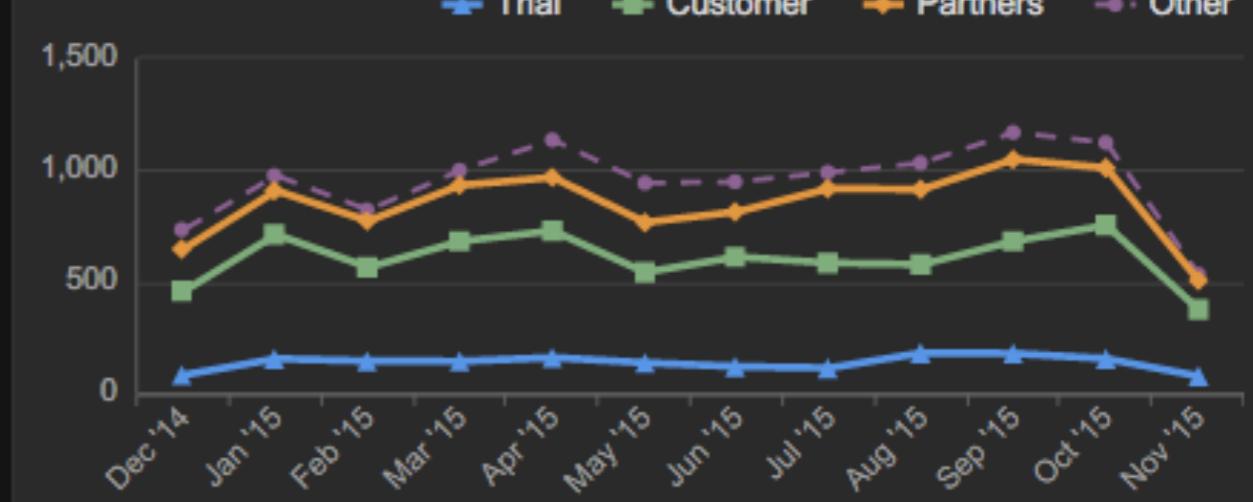
Ticket types



Tickets by customer, partner, trial



# Support Tickets



Connected

Copyright © 2015 Klipfolio Inc. Trust & Terms of Use Powered by Klipfolio

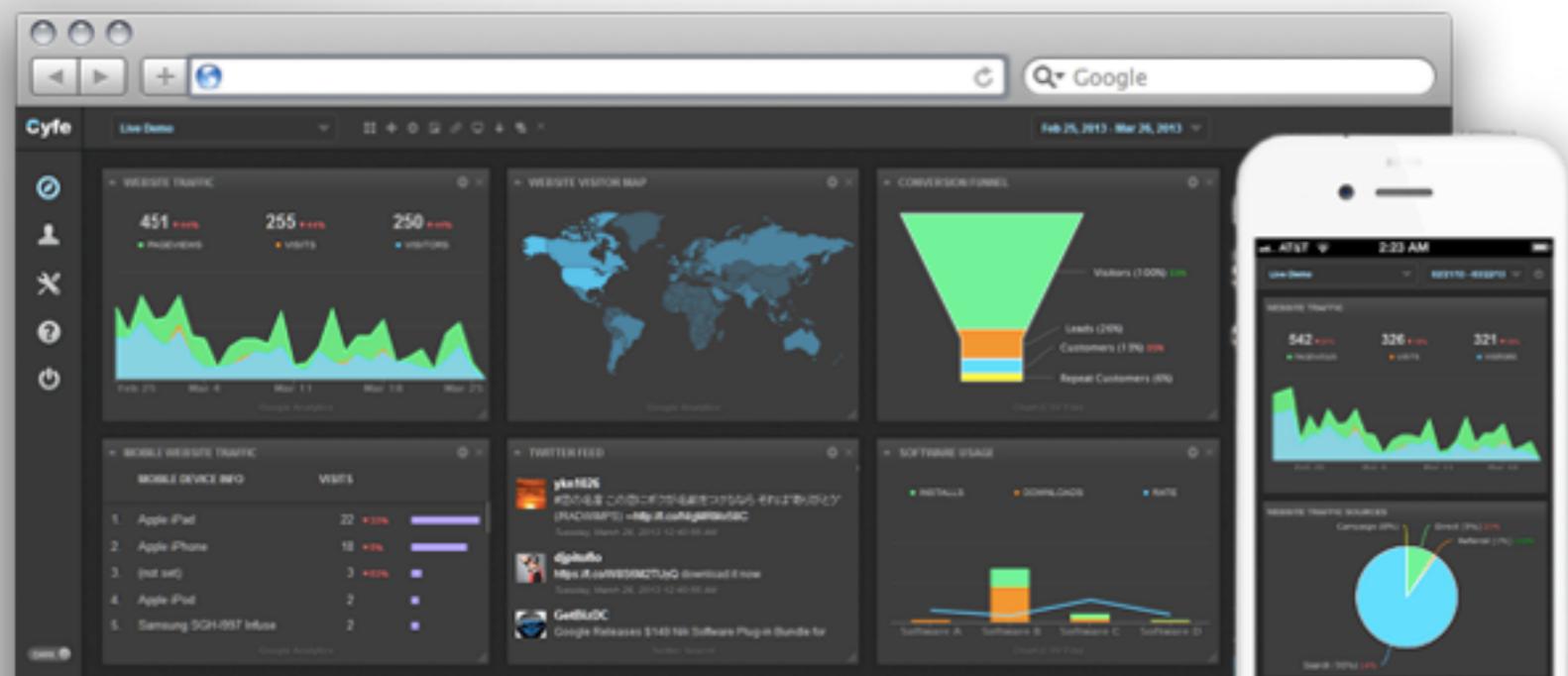
BUSINESS ACADEMY  
AARHUS



# Get it from...

# All-In-One Dashboard

Social media, analytics, marketing, sales, support, infrastructure... monitor everything!



## Get started - it's free!

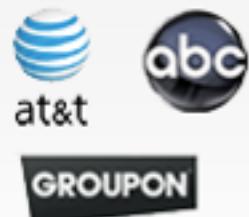
Full NameEmail AddressPassword

I have read and agree to the [Terms of Use](#).

[SIGN UP NOW](#)

Cyfe is an all-in-one business dashboard app that helps you easily monitor all your business data from one place. [Watch Demo »](#)

## 130,000+ Satisfied Users



## As Seen In

**Forbes** **TechCrunch**  
**PCWorld** **Mashable**



<https://www.cyfe.com/>

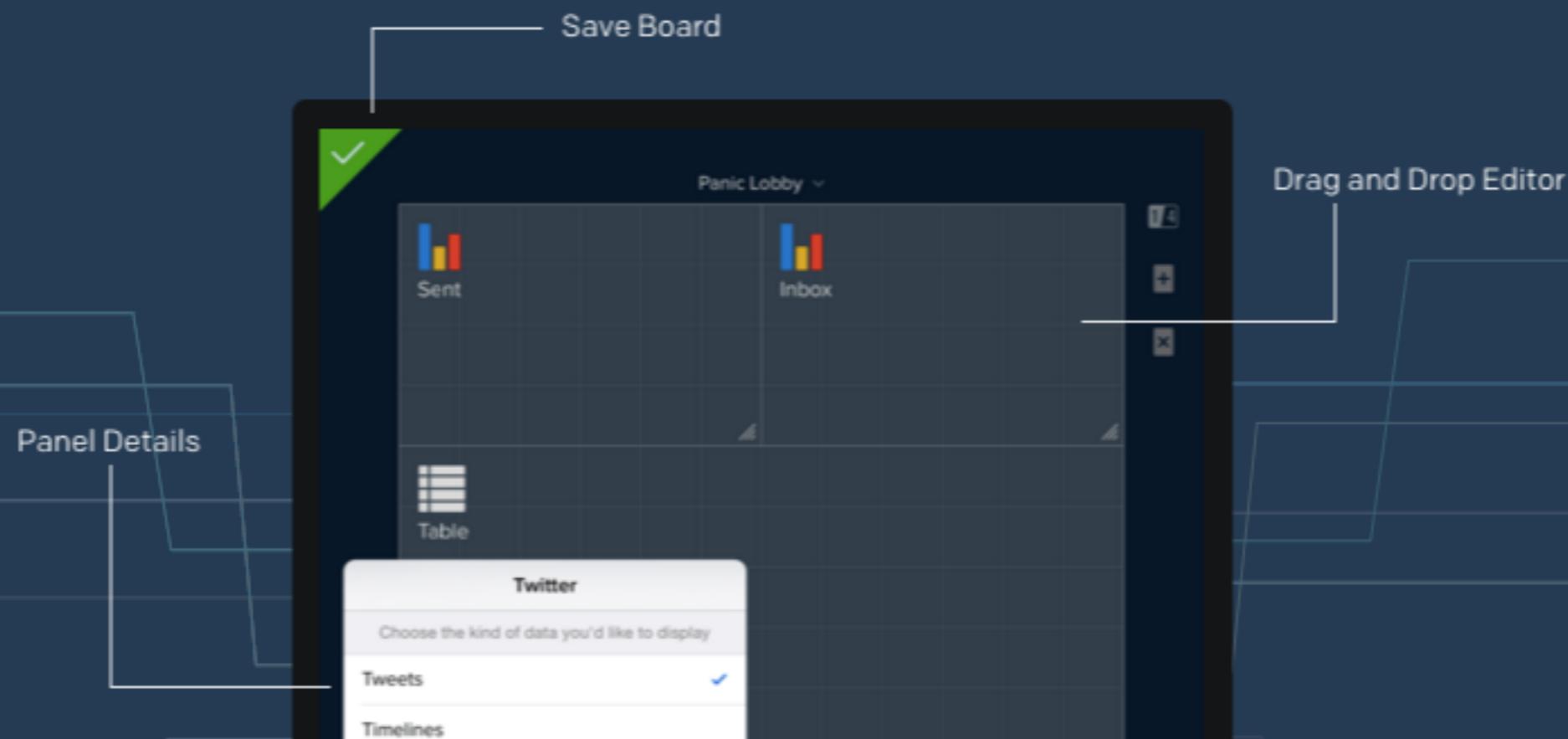
BUSINESS ACADEMY  
AARHUS

# StatusBoard 2

Sales charts. Bug counts. Tweets and temperatures. Calendars and clocks. Data drives your life and business. ***Put all your data in one beautiful place.***



Download on the  
**App Store**



<https://panic.com/statusboard/>





# KPI DASHBOARDS THAT PUT YOUR DATA TO WORK.

Use Geckoboard to turn your key performance data into beautiful, accessible KPI dashboards that keep teams informed, motivated and data-driven.

[BOOK A DEMO](#)[START YOUR FREE TRIAL](#)

<https://www.geckoboard.com/>



# How to use them

# Connect APIs

## (No or little coding)

**Cyfe**



\*  
**zapier**



Read more

<https://www.cyfe.com/blog/zapier-dashboard-widgets/>

Or build your own API

```
{  
  "data": [  
    {  
      "Date": "20130320",  
      "Users": "1"  
    }  
  ],  
  "onduplicate": {  
    "Users": "replace"  
  },  
  "color": {  
    "Users": "#52ff7f"  
  },  
  "type": {  
    "Users": "line"  
  }  
}
```

# Inspiration

<https://www.cyfe.com/blog/google-analytics-metrics/>

<http://seo-hacker.com/create-seo-dashboard-cyfe>

<https://www.panic.com/blog/panic-status-board-2013-edition/>

# Happy building!

---

Author: Jarne W. Beutnagel ([jwb@eaaa.dk](mailto:jwb@eaaa.dk))  
Subject: Interaction Design  
Course: Multimedia Design & Communication  
© 2015 Business Academy Aarhus ([www.baaa.dk](http://www.baaa.dk))

BUSINESS ACADEMY  
AARHUS

