



User guide

BMC view

Activity view

Accounts view

Activitations Calendar

Asia-Pacific FSO Brand, Market & Communications



Preparing Q&A



Dashboard User Guide



Navigating the Dashboard:

- Once you access the dashboard, you'll see a collection of visualizations, charts, and data insights. Familiarize yourself with the various elements on the screen: navigation pane, filters, visuals, and interactions.

Interacting with the Visualizations:

- Hovering over a data point on a visualization will often provide additional information in tooltips. Click on a data point to cross-filter or highlight other visuals related to that selection. To reset the filters and selections, click the 'Clear Selections' or 'Reset to Default' option.

Using Filters:

- Filters help you refine the data displayed on the dashboard. For more details, click [here](#).
- Single select is Off by default. Selecting an item selects it. When you hold down the Ctrl key, you can select multiple items. Selecting an item again deselects it. For more information, click [here](#).

Drill Down and Drill Up:

You can drill down into visualizations to view more detailed data or drill up to see summarized data. Right-click on a data point and choose 'Drill Down' or 'Drill Up' to navigate through different levels of data. For more details, click [here](#). In Power BI, "Drill Through" and "Drill Up" are interactive features that enhance the user experience by allowing users to explore data at different levels of detail within a report or dashboard.

Exporting Data:

- Power BI allows you to export the underlying data behind a visualization to Excel or CSV for further analysis. Locate the 'Export data' option from the visualization's ellipsis menu or the right-click context menu.

Creating Bookmarks (Power BI Service):

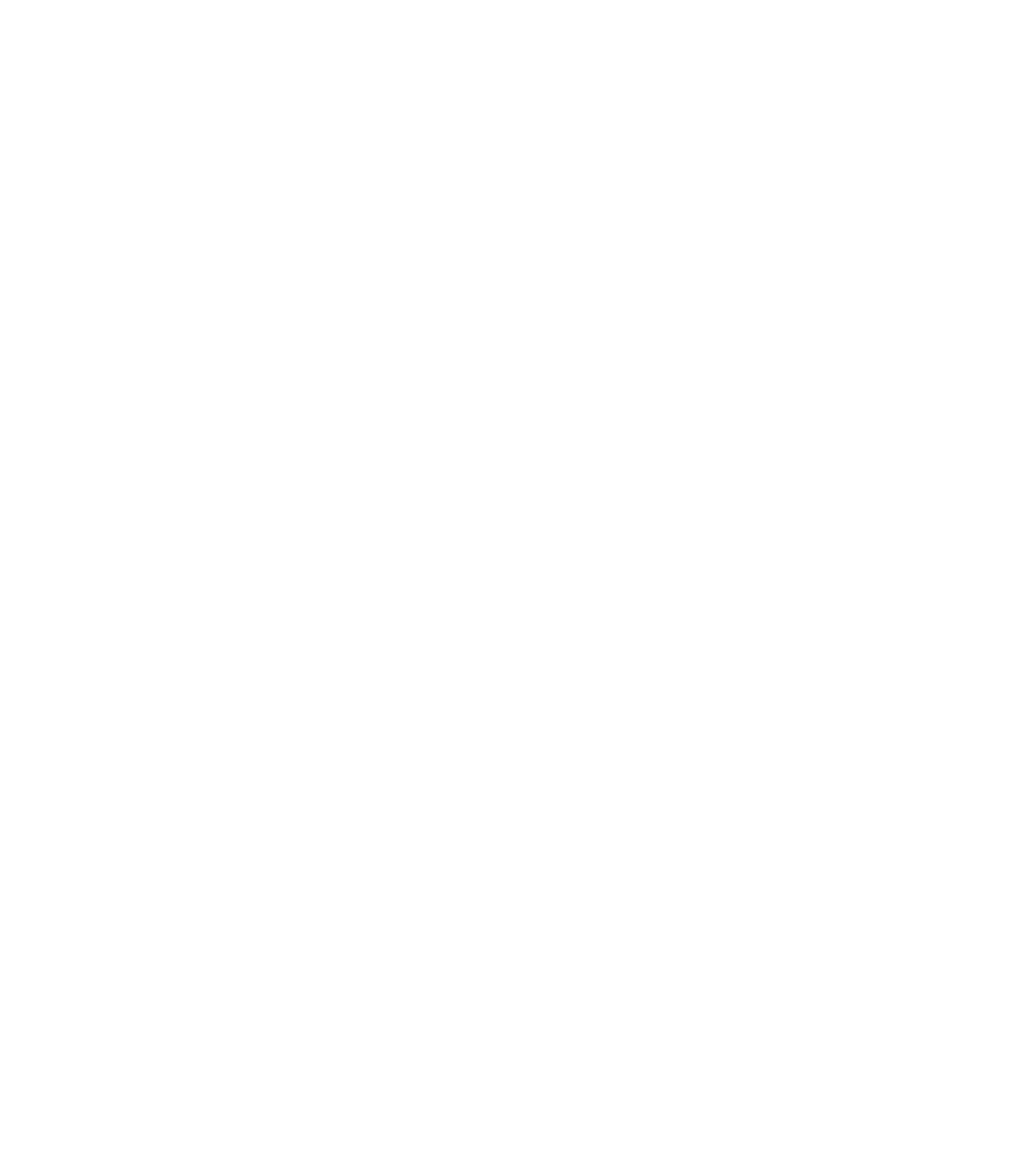
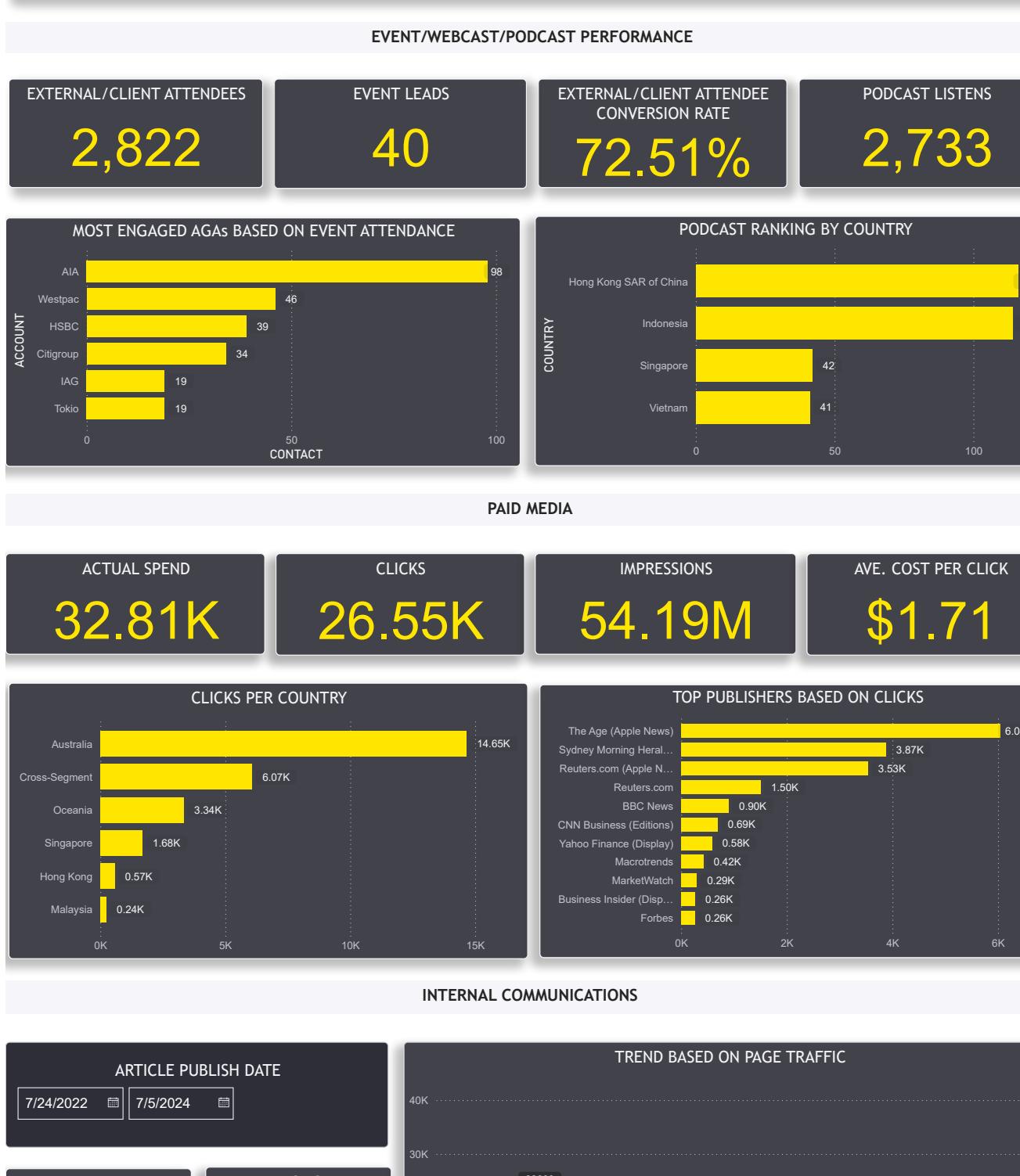
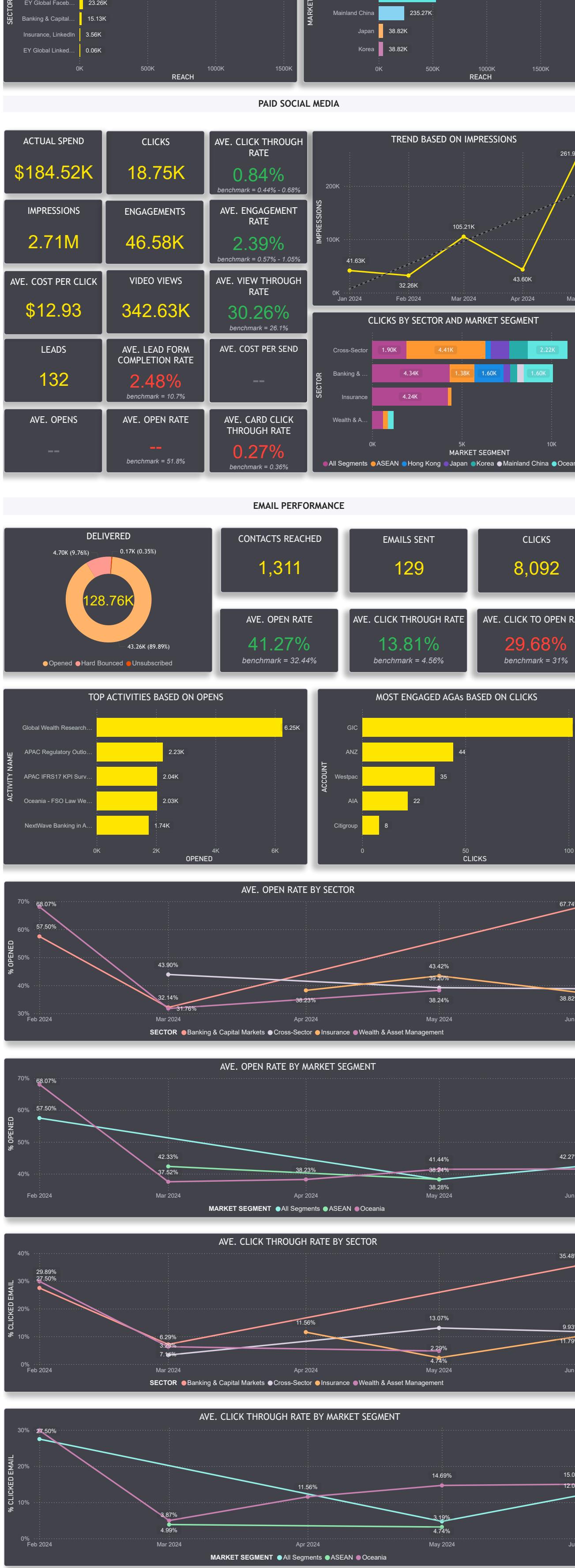
- Bookmarks capture the current state of the report, including filters, visuals, and selections. Click on the 'Bookmark' pane, then 'Add' to create a bookmark of your current dashboard view. You can create multiple bookmarks to switch between different report views easily. For more information, click [here](#).

Mobile and Responsive Design:

- Power BI dashboards are designed to be responsive and work well on various devices, including smartphones and tablets. Check the dashboard's appearance on different screen sizes to ensure optimal user experience.

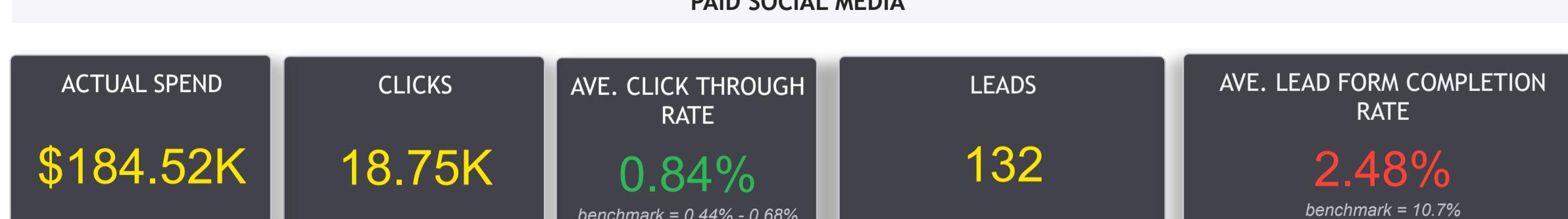
Notes:

- Header slicers are not active on the Listens, and PODCAST RANKING BY COUNTRY visualizations. The header slicers such as Activity End Date are from the source of truth for APAC ES BMC activities: Activity Planning Tool

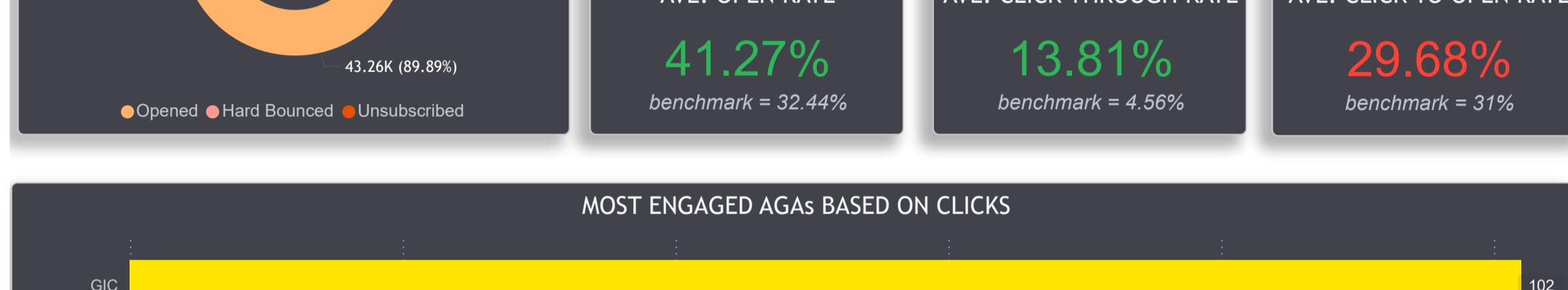
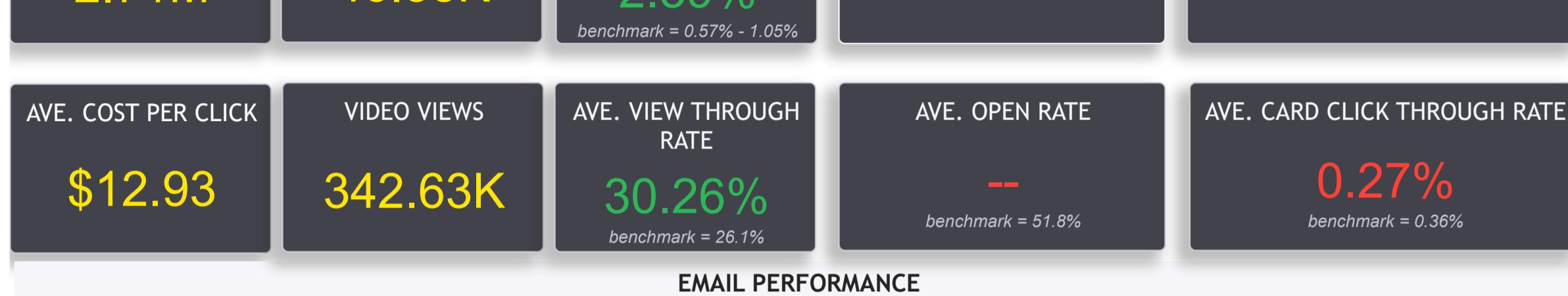


Search Activity ID		Search Activity Name	
97	98	Ignite Newsletter Series - May 2024	APAC IFRS17 KPI Survey webcast
99	100	Ignite Newsletter Series - January 2024	Ignite Newsletter Series - March 2024
ORGANIC SOCIAL MEDIA			
CLICKS	AVE. CLICK THROUGH RATE	REACH	ENGAGEMENTS
AVE. ENGAGEMENT RATE		HAILO SHARES	

Page 1 of 1



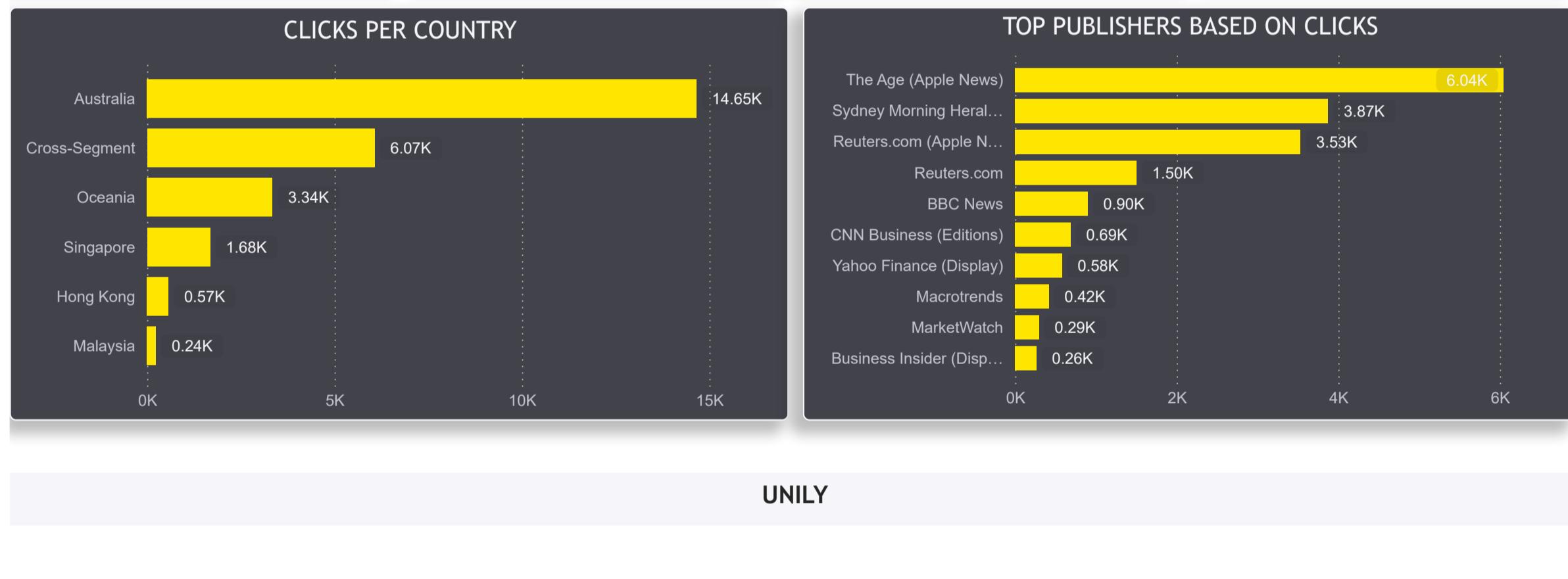
RATE
2004



44

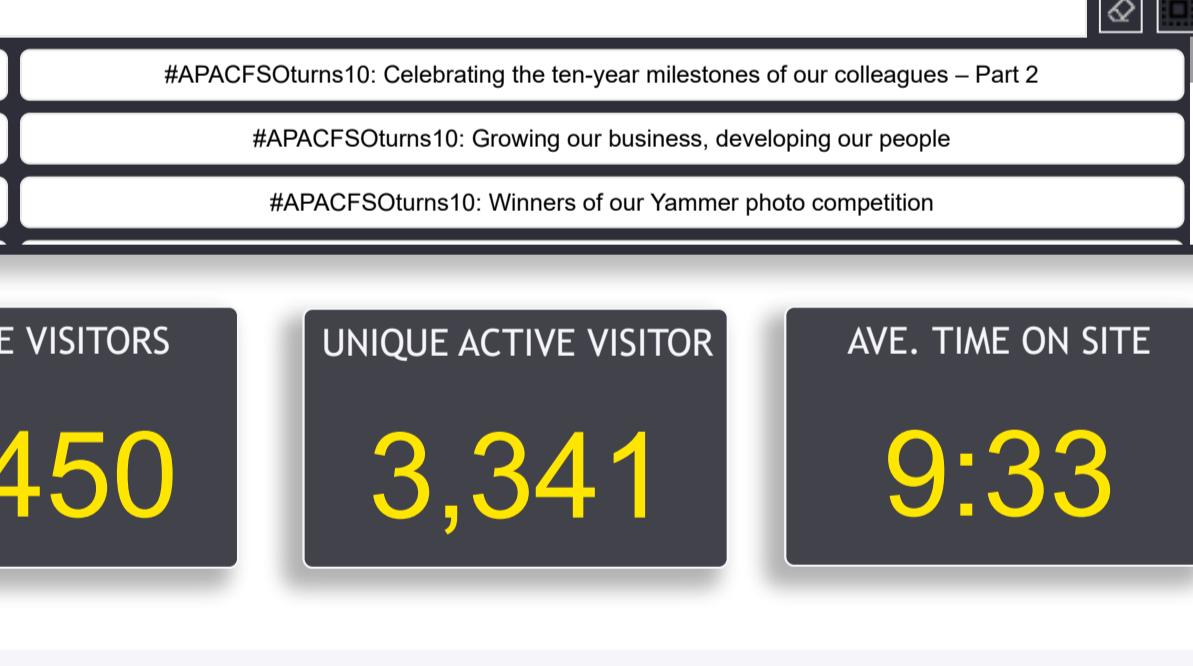


55K | 54.



1

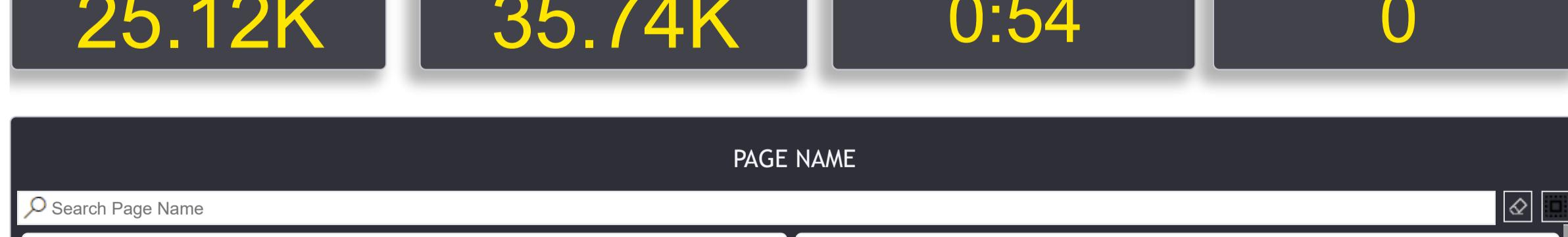
(Blank)	and EY offer insights on the outlook for insurance: watch the webcast now	...we say that cybersecurity is ineffective. Help build a cyber strategy that stops attackers in their tracks	Announcing EY Nexus video quiz winners	Asia-Pacific investment banks can grow and scale in 2023 and beyond	Markets must-reads: Center for Board Matters film; FinCrime LinkedIn article; Strategy and Tr	Are you ready for Gay Games 11 Hong Kong?	Asean FSO hosts first digital assets client roundtable in Singapore	Asia-Pacific FSO EY Badges Bulletin December 2023
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ACTIVATION DESCRIPTION

\$800 for transcription/clo... captions. Webpage: https://www.ey....	Are you reframing the future of asset management or is it reframing you?	Beyond disclosure: how to prepare for the next phase of the Design and Distribution Obligations	Five priorities for harnessing the power of GenAI in banking	How 2024 will spark financial services innovation in Southeast Asia	How Australia's financial institutions are approaching CPS 230 on Operational Risks	How can Asia-Pacific banks attract Gen Z to be future banking leaders?	How government can keep Australian fintechs powering the economy	How should Asia-Pacific banks push the frontiers of transformation?
APRA CPS 230 Australian major						How CROs can		How the rise of

10 actions for governments to strengthen socioeconomic resilience	2022 IFRS 17 Financial Services webcast series
2023 EY US Nature Risk Barometer	2023 Global financial services regulatory outlook
2023 IFRS 17 Financial Services webcast series	404
UNIQUE VISITORS	PAGE VIEWS
AVE. TIME ON SITE	DOCUMENT DOWNLOADS





ACTIVITY END DATE

- 2022
- 2023
- 2024
- 2025
- 2026

RELEVANT ACCOUNT

Search Relevant_account_AGAs

(Blank)	Agricultural Bank of China Limite...
Agricultural Bank of China Limite...	Agricultural Bank of China Limite...
Agricultural Bank of China Limite...	Agricultural Bank of China Limite...

SOLUTION

Search SOLUTION

AI	Alliances
Alternative - Hedge Funds, Privat...	Brand building (others)
Brand building (others), Alternativ...	Brand building (others), Customer...

SECTOR

Search SECTOR

Banking & Capital Markets	Cross-Sector
Insurance	N/A
Wealth & Asset Management	

MARKET SEGMENT

Search Market Segment

All Segments	ASEAN
Hong Kong SAR of China	Japan
Korea	Mainland China

ACTIVITIES

350

TOTAL BUDGET SPENT

\$730.04K

TREND BASED ON BUDGET SPENT



PAID SOCIAL MEDIA

ACTUAL SPEND

\$184.52K

CLICKS

18.75K

AVE. CLICK THROUGH RATE

0.84%

benchmark = 0.44% - 0.68%

IMPRESSIONS

2.71M

ENGAGEMENTS

46.58K

AVE. ENGAGEMENT RATE

2.39%

benchmark = 0.57% - 1.05%

AVE. COST PER CLICK

\$12.93

VIDEO VIEWS

342.63K

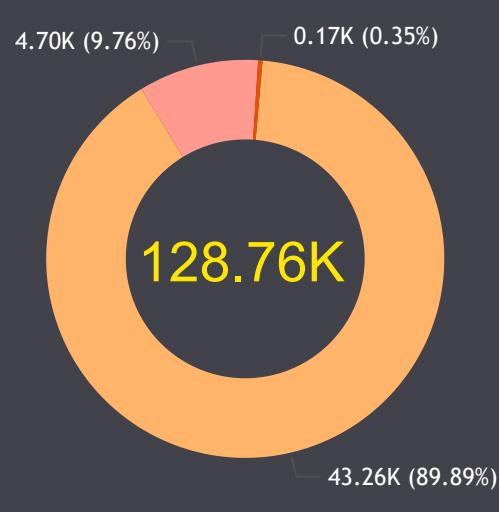
AVE. VIEW THROUGH RATE

30.26%

benchmark = 26.1%

MARKETO

DELIVERED



● Opened

● Hard Bounced

● Unsubscribed

CONTACTS REACHED

1,311

CLICKS

8,092

LEADS

132

AVE. LEAD FORM COMPLETION RATE

2.48%

benchmark = 10.7%

AVE. COST PER SEND

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EMAILS SENT

129

AVE. OPEN RATE

41.27%

benchmark = 32.44%

AVE. OPENS

--

AVE. OPEN RATE

--

benchmark = 51.8%

AVE. CARD CLICK THROUGH RATE

0.27%

benchmark = 0.36%

AVE. CLICK THROUGH RATE

13.81%

benchmark = 4.56%

AVE. CLICK TO OPEN RATE

29.68%

benchmark = 31%

EVENT/WEBCAST/PODCAST

EXTERNAL/CLIENT ATTENDEES

2,822

EVENT LEADS

40

EXTERNAL/CLIENT ATTENDEE CONVERSION RATE

72.51%

LISTENS

2,733

PAID MEDIA

ACTUAL SPEND

32.81K

CLICKS

26.55K

IMPRESSIONS

54.19M

AVE. COST PER CLICK

\$1.71

Activities and Activations details						
Activity Name	Count of Activity ID	Activity Start Date	Activity End Date	Sector	Market Segme	
APAC FSO Talent Comms - DE&I	1	7/1/2023 12:00:00 AM	31 December, 2026	Cross-sector (combination of 2 or more sectors)	All Segments	
APAC FSO Talent Comms - DE&I	1	7/1/2023 12:00:00 AM	31 December, 2026	Cross-sector (combination of 2 or more sectors)	All Segments	
APAC FSO Talent Comms - DE&I	1	7/1/2023 12:00:00 AM	31 December, 2026	Cross-sector (combination of 2 or more sectors)	All Segments	
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APAC FSO Talent Comms - DE&I	1	7/1/2023 12:00:00 AM	31 December, 2026	Cross-sector (combination of 2 or more sectors)	All Segments	
APAC FSO Talent Comms - DE&I	1	7/1/2023 12:00:00 AM	31 December, 2026	Cross-sector (combination of 2 or more sectors)	All Segments	
APAC FSO Talent Comms - DE&I	1	7/1/2023 12:00:00 AM	31 December, 2026	Cross-sector (combination of 2 or more sectors)	All Segments	
APAC FSO INT_MKT_FY25	1	7/1/2024 12:00:00 AM	30 June, 2025	N/A		N/A
APAC_FSO_INT_MKT_FY25	1	7/1/2024 12:00:00 AM	30 June, 2025	N/A		N/A
APAC_FSO_INT_MKT_FY25	1	7/1/2024 12:00:00 AM	30 June, 2025	N/A		N/A
APAC_FSO_INT_MKT_FY25	1	7/1/2024 12:00:00 AM	30 June, 2025	N/A		N/A
APAC_FSO_INT_MKT_FY25	1	7/1/2024 12:00:00 AM	30 June, 2025	N/A		N/A
APAC_FSO_INT_TLT_FY25	1	7/1/2024 12:00:00 AM	30 June, 2025	N/A		N/A
APAC_FSO_INT_TLT_FY25	1	7/1/2024 12:00:00 AM	30 June, 2025	N/A		N/A
Total		475				



Sub Activity

- (Blank)
- Awards & accolades
- Client material
- Client material (i.e., client ...)
- Client newsletter
- Event / conference
- Event conference
- Leadership communications
- LinkedIn blog
- Market – General Comms
- Market – Sector Comms
- Market – Segment Comms
- Market – Solutions Comms
- Markets communications
- Media advert
- Media interview
- Media pitch
- Op-ed/byline
- Others (specify)
- Podcast
- POV (pdf)

Sub Activities Calendar

Sub Activity Thought I... Media int... Others (s... Podcast Video Client ma... Report Op-ed/by... Awards &... Press rele... Others Leadershi... Speaking ... ►



Today

July 2024

Month

Week

Day

List

Sun	Mon	Tue	Wed	Thu	Fri	Sat
30	1	2	3	4	5	6
GenAI adoption in ASEAN financial services	GenAI adoption in ASEAN financial services	GenAI adoption in Hong Kong financial services	Oceania FSO Law Webcast - June 2024	Transforming the Future of Diversity and Inclusion - EY and ANZ event	CPS 234 blog - Fortifying Australia's financial future: embracing APRA's CPS 234 for enhanced cybersecurity	APAC_FSO_INT... CPS 234 blog - Fortifying Australia's financial future: embracing APRA's CPS 234 for enhanced cyb...
IFRS 17 LifeNet ...				APAC_FSO_INT... APAC_FSO_INT...		
7	8	9	10	11	12	13
GenAI adoption in ASEAN financial services	GenAI adoption in ASEAN financial services	GenAI adoption in Hong Kong financial services	Transforming the Future of Diversity and Inclusion - EY and ANZ event	CPS 234 blog - Fortifying Australia's financial future: embracing APRA's CPS 234 for enhanced cybersecurity	CPS 234 blog - Fortifying Australia's financial future: embracing APRA's CPS 234 for enhanced cybersecurity	APAC_FSO_INT... HFM Asia Services Awards
			APAC_FSO_INT... Oceania FSO CCaSS blog - banking sector	Oceania FSO CCaSS blog - banking sector	HFM Asia Services Awards	APAC_FSO_INT...
			Oceania FSO C...	Oceania FSO C...	APAC_FSO_INT...	APAC_FSO_INT...