Integrate and Analyse Marketing Data with Marketing Cloud Intelligence

With Marketing Cloud Intelligence you connect, harmonize, visualize, and act on your marketing data to optimize performance within campaigns, discover insights in real-time, and then act on them. Learn more about each in the associated help sections.

If you're new to the Salesforce Help site and want to see how to navigate and find information, click here to view a short instructional video.

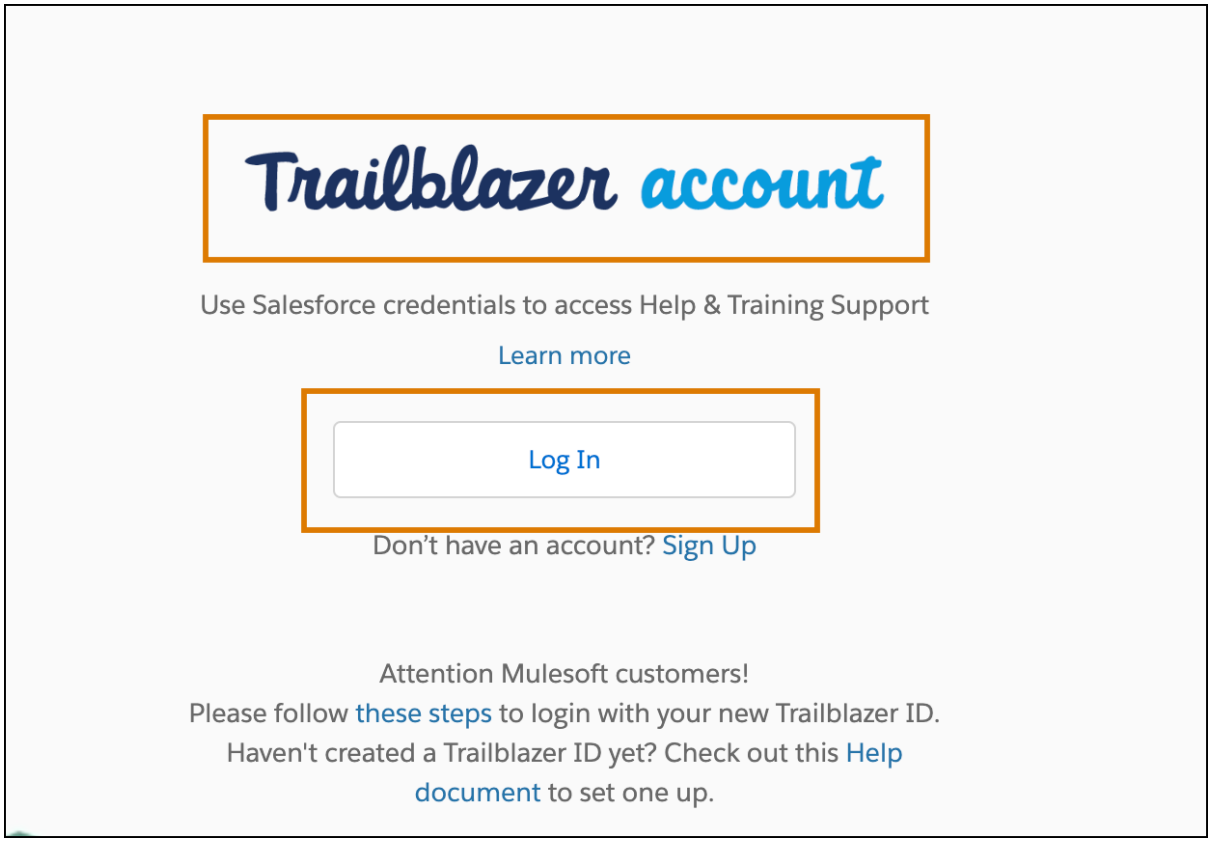
- Create a Support Ticket for Marketing Cloud Intelligence
  Log a support case to enable permissions or if you are experiencing technical difficulties.
- Get Started with Marketing Cloud Intelligence
  With Marketing Cloud Intelligence, you can integrate all your data from marketing and advertising platforms, web analytics, CRM, e-commerce, and more. You can then use this unified view of your data to optimize campaign performance and discover and act on insights in real time.
- Data Model for Marketing Cloud Intelligence
  Marketing Cloud Intelligence pulls data from a variety of sources with different data types. Each one of these different data types has its own unique combination of dimensions and measurements. The dimensions are made up of entities that have a certain relationship, or hierarchy, between them. It's important to maintain this relationship in Marketing Cloud Intelligence's database, otherwise the data can get aggregated incorrectly.
- Uploading Data in Marketing Cloud Intelligence
  One of the most crucial steps when working with Marketing Cloud Intelligence, is uploading data. Since Marketing Cloud Intelligence supports numerous types of data, you can choose from many different ways to upload it. During the upload stage, you can map your data to determine which fields appear in Marketing Cloud Intelligence, and you can even create custom calculated fields to get the most out of your data. All these actions are done in the Connect & Mix tab.
- Granular Data Center in Marketing Cloud Intelligence
  Granular Data Center is a premium feature designed for ingesting raw data into the system. Due to this data's granularity, row count can be hundreds of millions or even billions of rows. As opposed to other data stream types, usage and pricing don't go by the row count but rather by terabytes of storage space. Some examples of data types that work best with Granular Data Center data streams are keyword level data, event level data, log data, and granular geodata.
- Dimensions
  In Marketing Cloud Intelligence, a dimension is a qualitative non-numerical attribute that provides information about your dataset, for example, campaign name and campaign ID. A dimension can't be counted, even when it includes a number. For instance, a campaign ID consists of numbers but you can't calculate them.

- Measurements
  In Marketing Cloud Intelligence, measurements are quantitative numerical data that you can count, for example, number of clicks and emails opened. Measurements are used to set KPIs and analyze your data.
- Visualize Your Data with Marketing Cloud Intelligence
  Marketing Cloud Intelligence offers many tools so you can get a real-time view of all your marketing data in one place. You get everything from standard key performance indicator (KPI) reporting to complex visualizations required for audience segmentation, customer journey analytics, and predictive modeling. And it's all done in the Visualize tab in the Marketing Cloud Intelligence platform.
- Analyze Your Data with Marketing Cloud Intelligence
  Marketing Cloud Intelligence offers many tools for analyzing your data. All of these tools are found in the Analyze and Act tab.
- Harmonize Your Data
  Marketing Cloud Intelligence offers multiple tools for harmonizing your data. Because you can upload data from various sources, you need a way to merge the data and provide a complete view of your marketing activity. In most cases, no single data source holds all relevant data on a marketing event or campaign. The data is shared by the multiple platforms that digital marketers use to do things like promoting the campaign on multiple channels. To analyze the full picture, harmonize data from all sources into one. If data isn't harmonized, you must analyze each source individually—making it a challenge to gain insights quickly and efficiently.
- Media Transparency Center
  The Marketing Cloud Intelligence Media Transparency Center allows you to ingest, unify, and analyze Media Plan and Delivery data to pace, track costs, and effectively optimize your media budgets and campaigns.
- Marketplace Apps and Tools in Marketing Cloud Intelligence
  To enhance your marketing intelligence solutions, check out the apps and tools offered on the Marketplace. Anyone can access the Marketplace, but depending on your user role, your access might be limited.

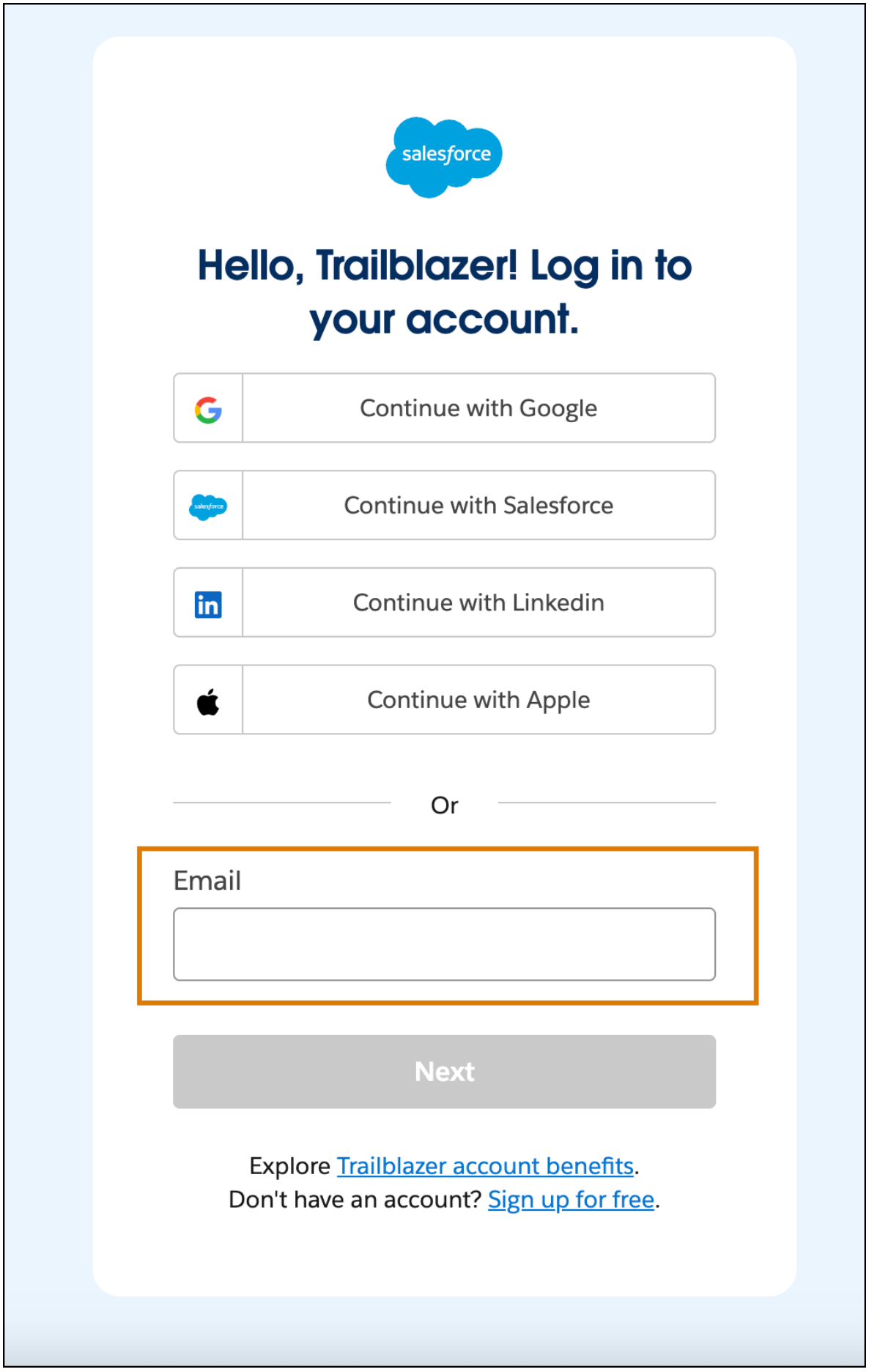
Create a Support Ticket for Marketing Cloud Intelligence:

Log a support case to enable permissions or if you are experiencing technical difficulties.

1. At the top of the Help and Training page, click Contact Support.
2. Under Trailblazer.account click Log In.

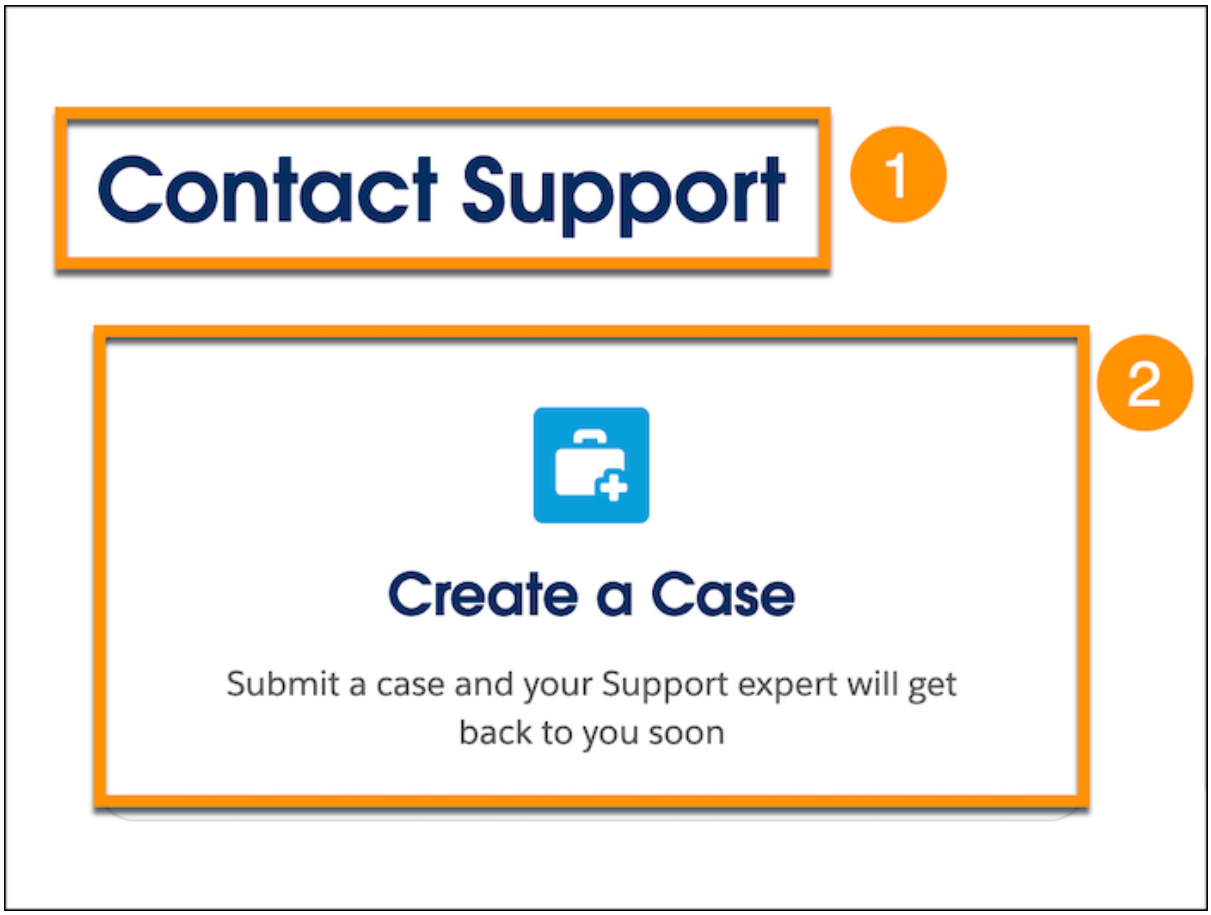


3. In the Email text box enter your Marketing Cloud Intelligence email and then click Next.

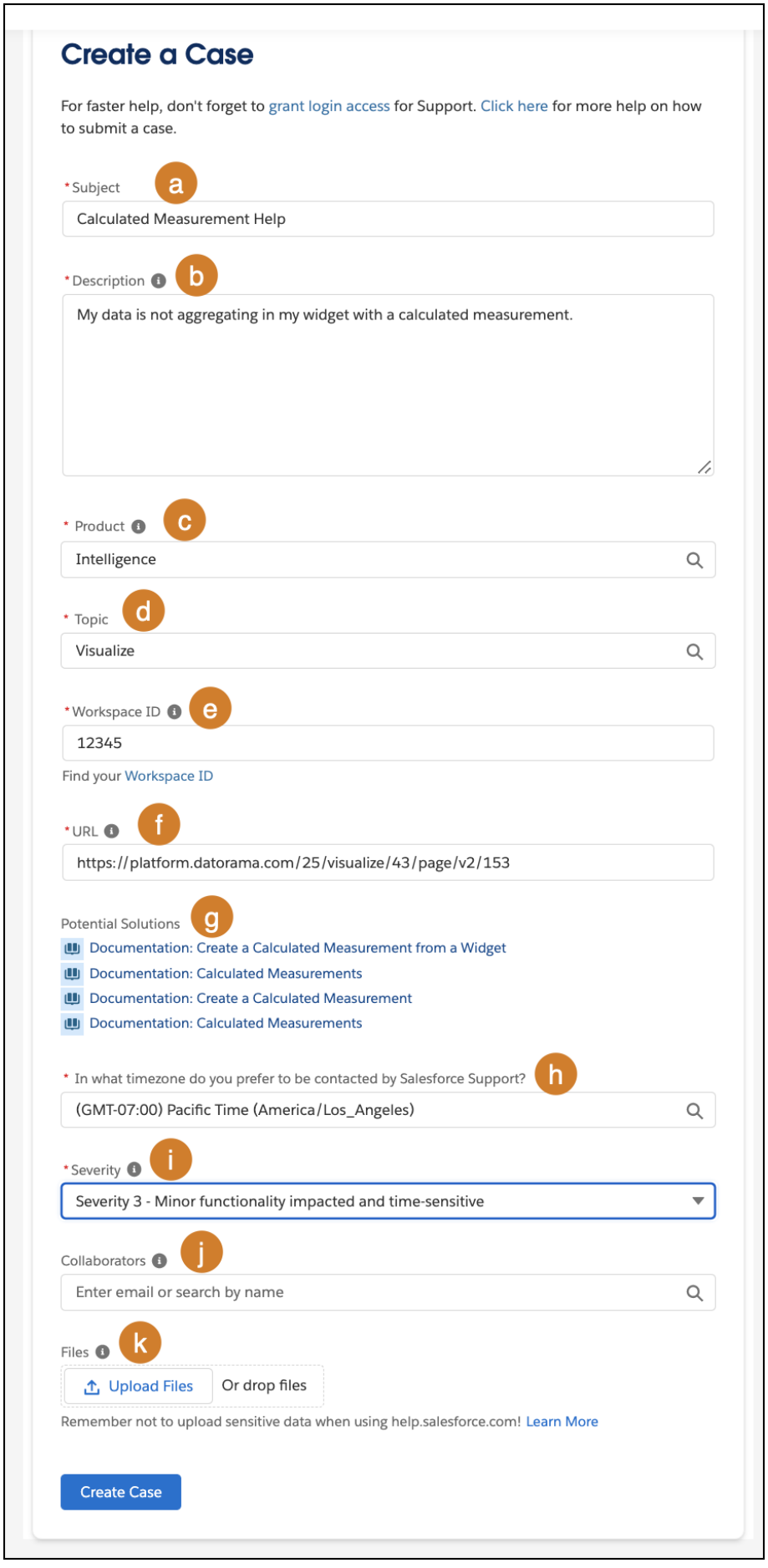

salesforce
Hello, Trailblazer! Log in to your account.
Continue with Google
Continue with Salesforce
Continue with Linkedin
Continue with Apple
Or
Email
Next
Explore Trailblazer account benefits.
Don't have an account? Sign up for free.

A single-use code is sent to your email address.

4. Copy and paste the code, and then click Continue.
5. If you're asked to connect a recovery account you can set up a recovery account or click Skip for Now.
6. For the org that you need help with, click Get Support.
7. Under Contact Support (1) click Create a Case(2).



8. Enter these details to make sure your case is created successfully.


Create a Case
For faster help, don't forget to grant login access for Support. Click here for more help on how to submit a case.
* Subject
a
Calculated Measurement Help
* Description
b
My data is not aggregating in my widget with a calculated measurement.
* Product
c
Intelligence
* Topic
d
Visualize
* Workspace ID
e
12345
Find your Workspace ID
* URL
f
https://platform.datorama.com/25/visualize/43/page/v2/153
Potential Solutions
g
Documentation: Create a Calculated Measurement from a Widget
Documentation: Calculated Measurements
Documentation: Create a Calculated Measurement
Documentation: Calculated Measurements
* In what timezone do you prefer to be contacted by Salesforce Support?
h
(GMT-07:00) Pacific Time (America/Los_Angeles)
* Severity
i
Severity 3 - Minor functionality impacted and time-sensitive
Collaborators
j
Enter email or search by name
Files
k
Upload Files
Or drop files
Remember not to upload sensitive data when using help.salesforce.com! Learn More
Create Case

a. Enter a subject.

b. Enter a detailed description.

c. From the Product dropdown menu, select Intelligence.

d. From the Topic dropdown menu select the relevant topic for your case. You can select from these options.

   Administration/Settings/Marketplace

   Analyze & Act

   Connect & Mix

   Visualize

e. Enter your Workspace ID. To locate the ID, in Marketing Cloud Intelligence click your workspace name on the top left side of the screen. Your ID appears under your workspace name. If not applicable, you can enter 1234.

f. Add the URL for the page you're experiencing difficulty with. Enter N/A if not applicable.

g. Before creating the ticket, take a look at the potential solutions that are automatically generated for you.

h. Select the Timezone where you're located or where you prefer being contacted.

i. Select the Severity of your case.

j. If you want to add other people to the case, enter the email addresses of the collaborators.

k. Upload files if necessary.

9. Click Create Case. After you create a case, you can track its progress and collaborate with support within the case.

Get Started with Marketing Cloud Intelligence

Get Started with Marketing Cloud Intelligence

With Marketing Cloud Intelligence, you can integrate all your data from marketing and advertising platforms, web analytics, CRM, e-commerce, and more. You can then use this unified view of your data to optimize campaign performance and discover and act on insights in real time.

To get started with Marketing Cloud Intelligence, you set up an account and create workspaces to integrate your data.

Marketing Cloud Intelligence offers additional functionality at an extra cost, such as Granular Data Center, Sandbox, and Media Transparency. You can view the available features on the Add-on Features tab in the Marketplace.

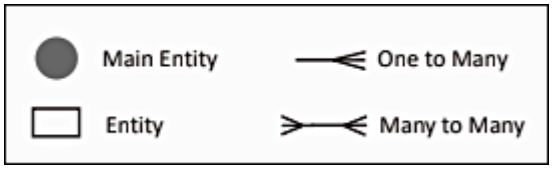
- **Get Ready for Marketing Cloud Intelligence**
  Before we start, explore the Marketing Cloud Intelligence platform. Then check that you are using one of Salesforce's support browsers. Finally, familiarize yourself with the user roles in Marketing Cloud Intelligence.
- **Account Settings in Marketing Cloud Intelligence**
  A Marketing Cloud Intelligence account is divided into workspaces. An account can contain multiple workspaces. Account settings allow you to manage and view data, user actions, and analytics for your account. In the account menu you can find account settings, such as account name and logo, number of allowed workspaces, and rows, and all the way to more advanced settings, such as currency, and password permissions.
- **Workspace Settings in Marketing Cloud Intelligence**
  Each Marketing Cloud Intelligence account can have multiple workspaces. Each workspace has its own data streams, dashboards, and reports. You typically use workspaces to separate clients, business units, channel views, internal views, or role-based views—whatever best fits your needs.

Data Model for Marketing Cloud Intelligence

Marketing Cloud Intelligence pulls data from a variety of sources with different data types. Each one of these different data types has its own unique combination of dimensions and measurements. The dimensions are made up of entities that have a certain relationship, or hierarchy, between them. It's important to maintain this relationship in Marketing Cloud Intelligence's database, otherwise the data can get aggregated incorrectly.

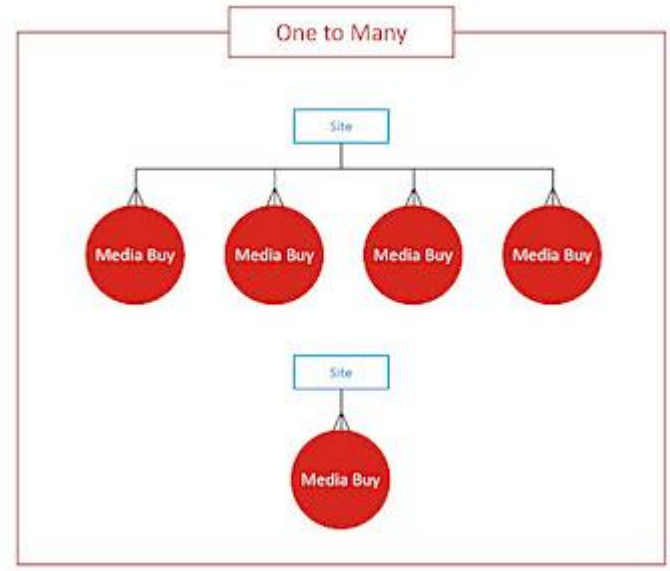
For this reason, for each of the different data types, Marketing Cloud Intelligence has emulated the unique relationship, which exists between these entities. This means that the corresponding Marketing Cloud Intelligence entities within its database follow the same relationship. Modeling the data by these relationships for the various data types is what's collectively known as the Marketing Cloud Intelligence Data Model.

The legend used by the diagrams that follow:

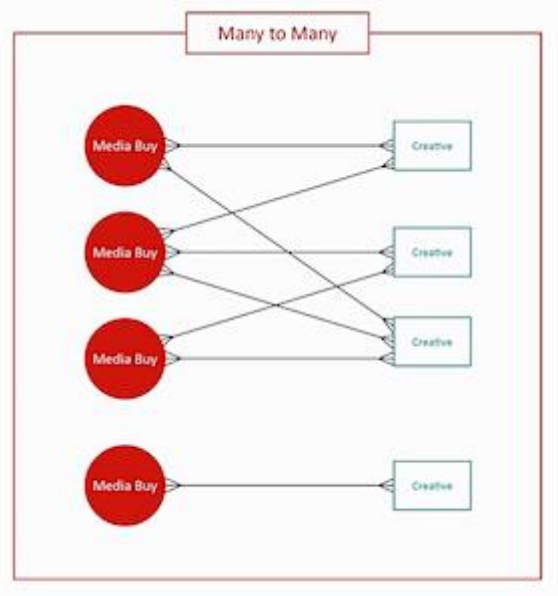


There are two possible relationship types between entities – one-to-many and many-to-many:

One to Many – For example, the connection between Site and Media Buy. One Site can be linked to many Media Buys, however, one Media Buy can be linked to one Site only.



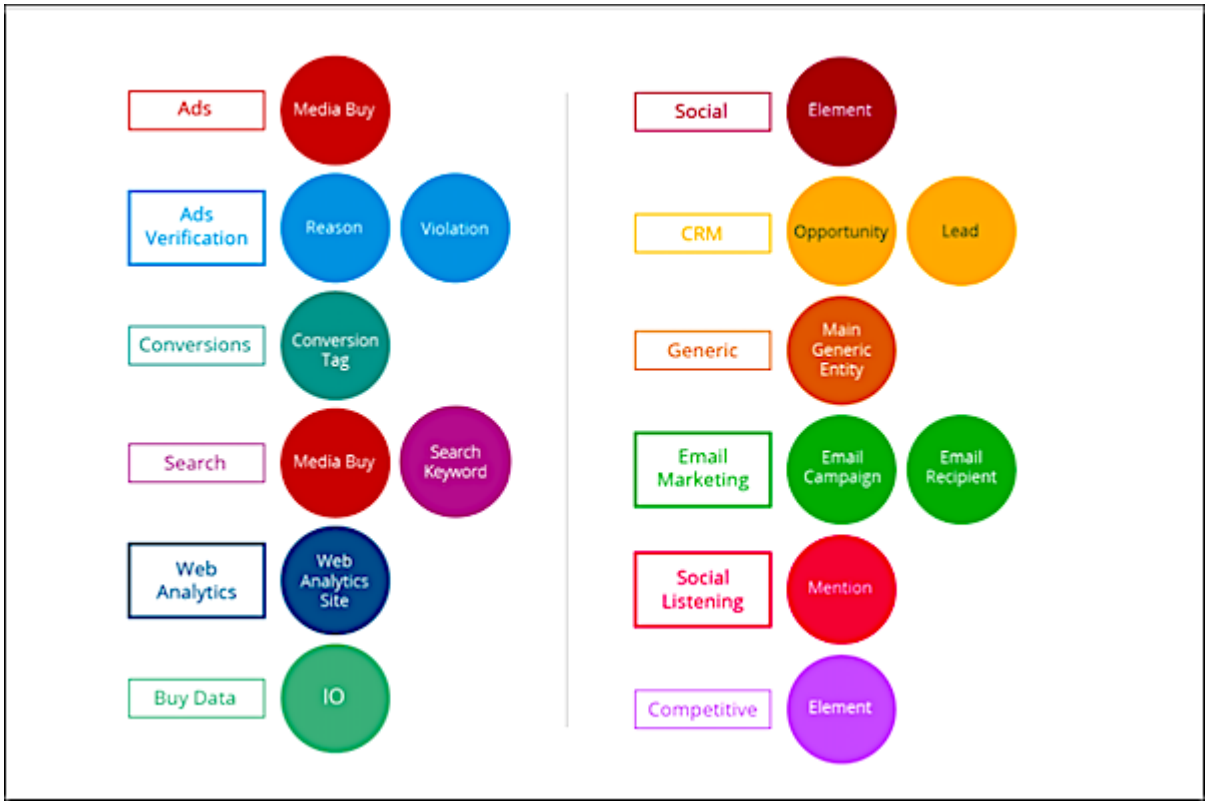
Many to Many – For example, the connection between Media Buy and Creative. One Media Buy can be linked to many Creatives and vice versa, and one Creative can be linked to many Media Buys.



The Main Entity in Marketing Cloud Intelligence

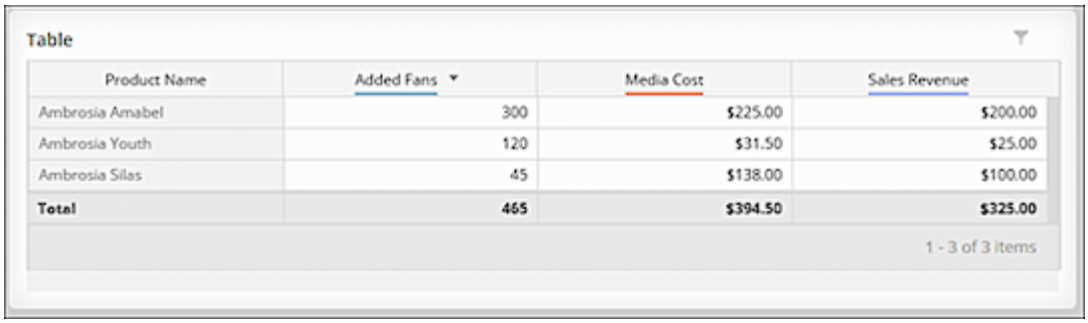
The Marketing Cloud Intelligence Data Model considers one of the entities from each data type to be the main entity. The main entity is the entity around which everything else revolves or is associated with within a given data type. In the data stream type diagrams below, all main entities appear in a circle. For example in the Ads data stream type, Media Buy is the main entity.

The different main entities are:



Overarching Entities in Marketing Cloud Intelligence

Overarching entities exist in all data stream types and allow you to link different data streams by these entities. This enables slicing different data types by one (or more) overarching entity. For example, delivery and social data can both be sliced by the overarching entity ‘Product’ (as seen in the following image):

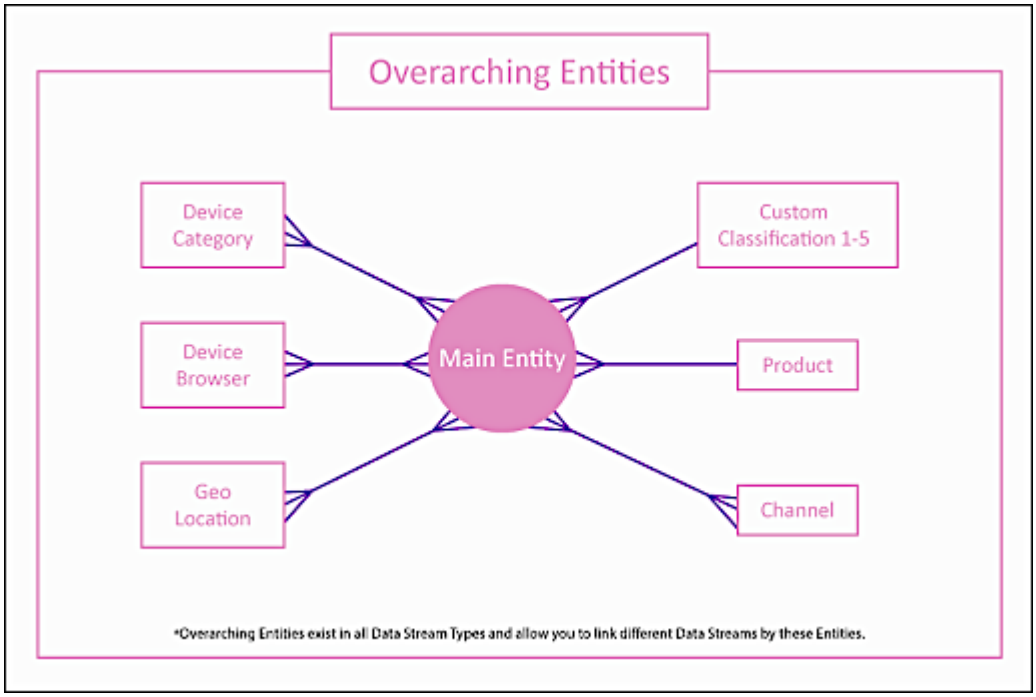


Table

Product Name	Added Fans	Media Cost	Sales Revenue
Ambrosia Amabel	300	$225.00	$200.00
Ambrosia Youth	120	$31.50	$25.00
Ambrosia Silas	45	$138.00	$100.00
Total	**465**	**$394.50**	**$325.00**

1 - 3 of 3 items

In the overarching entities in the following diagram, the entities on the-right hand side are in fact 'Attributes' of the main entity. They are in a one-to-many relationship with the main entity, so they can each only hold one value for each main entity value. For example, in the ‘Ads Data Stream Type’, 'Product' is an attribute of 'Media Buy' meaning that there can only be one 'Product' value for each 'Media Buy' value. The entities on the left-hand side are in a many-to-many relationship with the main entity and as such, they can each hold multiple values for each main entity value. So for example, in the ‘Ads Data Stream Type’, there can be multiple 'Device Category' values for 'Media Buy' value.



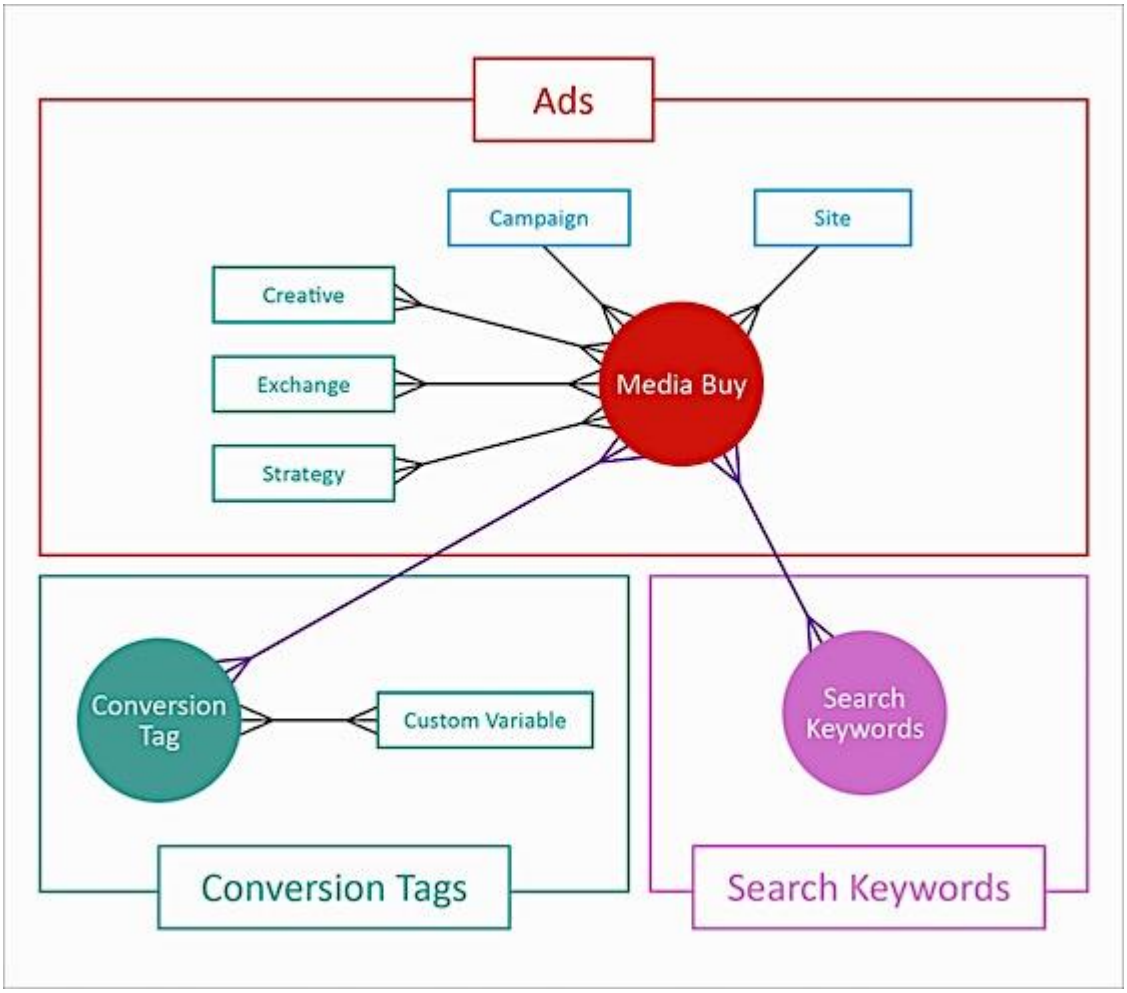
Note that Channel isn't a mappable entity.

Data Stream Custom Attributes in Marketing Cloud Intelligence

Data Stream Custom Attributes behave like Attributes to the Data Stream Entity. Data Stream Custom Attributes are updated with a slight delay, so they might not appear in your workspace data immediately after being added.

Cross-Connectivity Between Data Stream Types in Marketing Cloud Intelligence

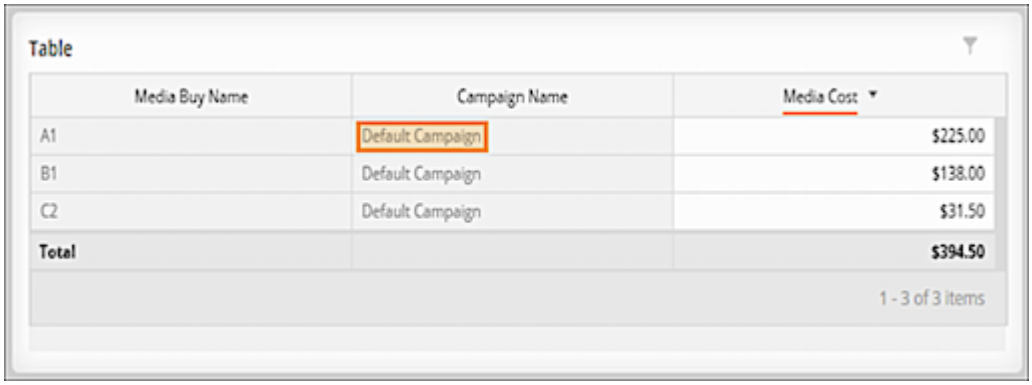
A relationship between entities doesn't have to be via a direct link but can also be through a 'third party' Entity. For example, Campaign and Site aren't linked directly one to another. However, since each one of them is linked to Media Buy in a one-to-many relationship, the relationship between Campaign and Site is many-to-many indirectly.



Data Stream Types in Marketing Cloud Intelligence

The following diagrams show which entities are included in each data stream type. Not all entities must be mapped in each data stream, however it's advised that you always map the main entity. The main entity appears in a circle so you can distinguish it from the other entities. Entities that aren't mapped by the user are given a default value by the Marketing Cloud Intelligence platform. For example, in the following widget (representing one data stream) the 'Media Buy Entity' is mapped, but the 'Campaign Entity' isn't, hence the 'Campaign Entity' gets a default value.

Note If the existing Data Stream types don't match your data use case, you can use the Generic Data Stream Type.



In the Data Models below, the largest circle highlights the Main Entity.

The main entity is determined per data stream type. For example, 'Media Buy' is the main entity in the 'Ads Data Stream Type', but it isn't the main entity in the 'Conversions Data Stream Type'. In the data models that follow, the largest circle highlights the main entity. You can see that some data stream types include entities from other data stream types. For example, in the data model for the 'Conversions Data Stream Type', you can see entities from the 'Ads Data Stream Type'.

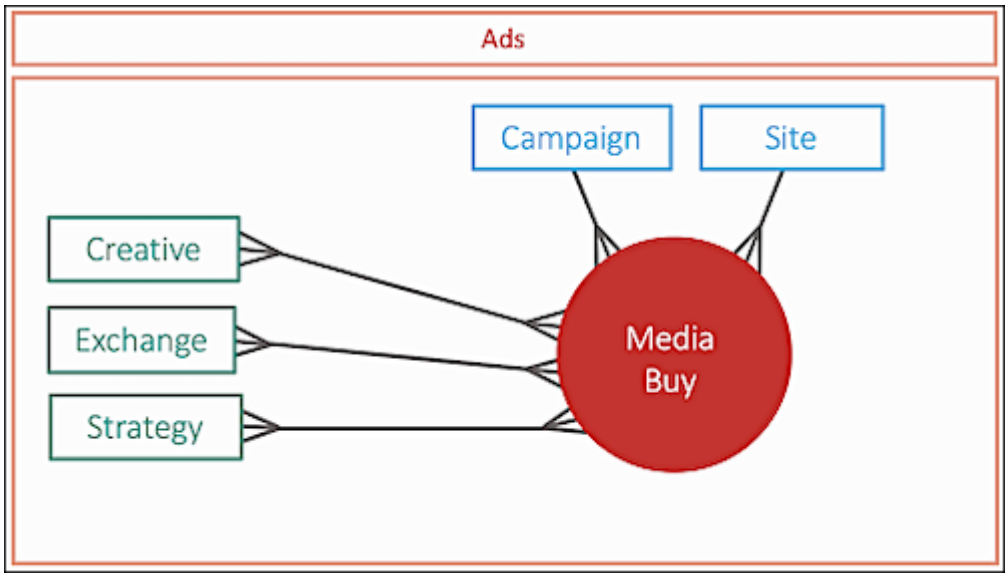
The types of data streams are:

- Ads
- Ads Verification Blocking
- Buy Data
- Buy Data Conversions
- CRM Leads
- Competitive
- Conversion Tag
- Conversion Tag with Keywords
- Ecommerce
- Messaging
- Products
- Search Keywords
- Social Element Traffic Source
- Social Listening
- Social Objects
- Web Analytics
- Web Analytics Events
- Web Analytics Pages

- Web Analytics Tags
- Generic Data Stream Type

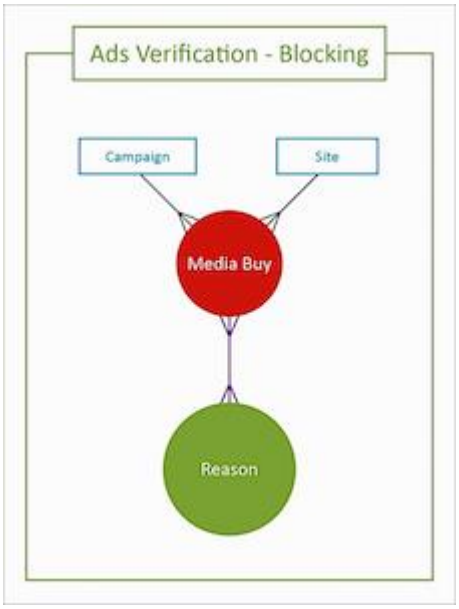
Ads

In the world of digital marketing, the ads data stream type is where you can find the data for your display ads campaigns. This data stream type contains the delivery data that comes from these campaigns. For example, how many times an ad has been seen, clicked or how much money it cost. The ads data stream type can be used with providers, such as Facebook Ads, Google Ads, Twitter Ads, Bing Ads and more.



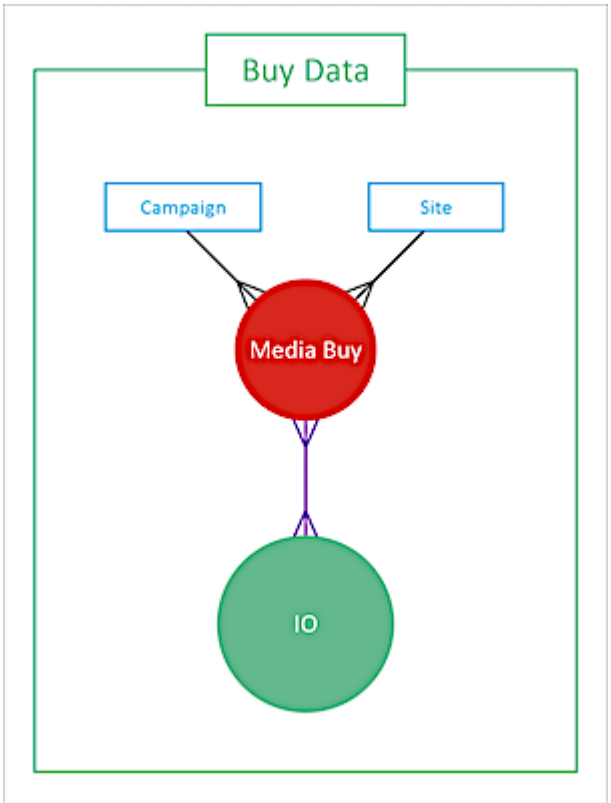
Ads Verification Blocking

The ads verification blocking data stream type tracks data where ads were blocked by ad verification platforms, and therefore weren't served. This usually pertains to ads that were blocked due to a violation of the platform's terms and conditions and either disrupted user experience or violated brand safety. You can use this data stream type with providers, such as IAS, and Double Verify.



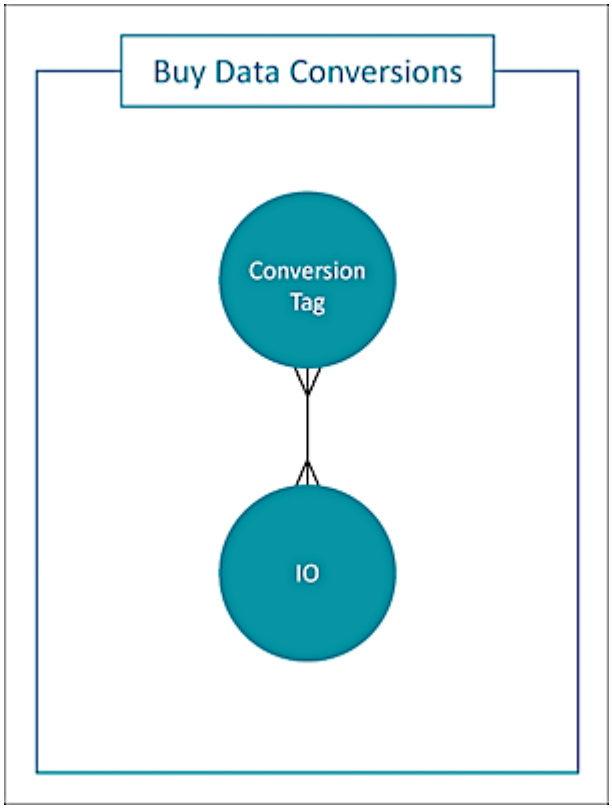
Buy Data

The ‘buy data’ data stream type is intended for ingesting data relating to planned advertising activity, sometimes referred to as ‘planned data’ or a ‘media plan’. Used in Media Transparency Center implementations, it facilitates the bulk creation of Insertion Orders (or IOs for short), which themselves represent the scope and details of the said activity, with information such as the IO start and end dates, IO cost type, IO rate and IO budget. It’s also used to create an association between IOs and their related delivery data, thereby unifying planned with actuals. This data stream type can be used to ingest media plans from systems, such as Salesforce, Mediaocean, Nexelus, and Netsuite.



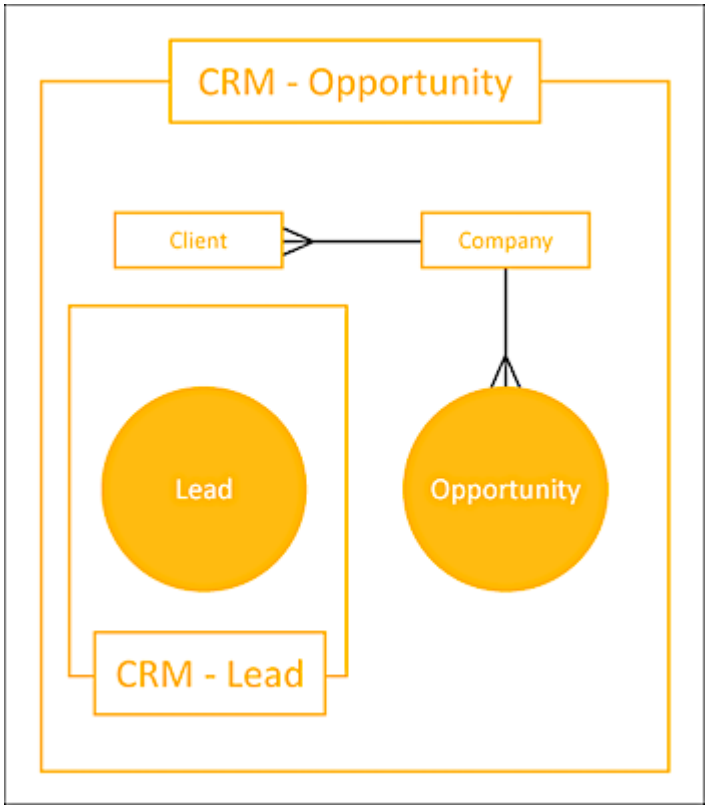
Buy Data Conversions

Buy data (ingested using the ‘buy data’ data stream type) can contain IOs that are associated with conversion tags. However, not all conversion tags associated with a certain delivery item under an IO, are necessarily relevant for that IO’s cost calculations. The buy data conversions data stream type allows you to associate between existing IOs and the conversion tags of relevance. In a sense, this data stream type can be thought of as a ‘conversion tag filter’ for IOs, and is only used as an add-on to an existing use of the ‘buy data’ data stream type.



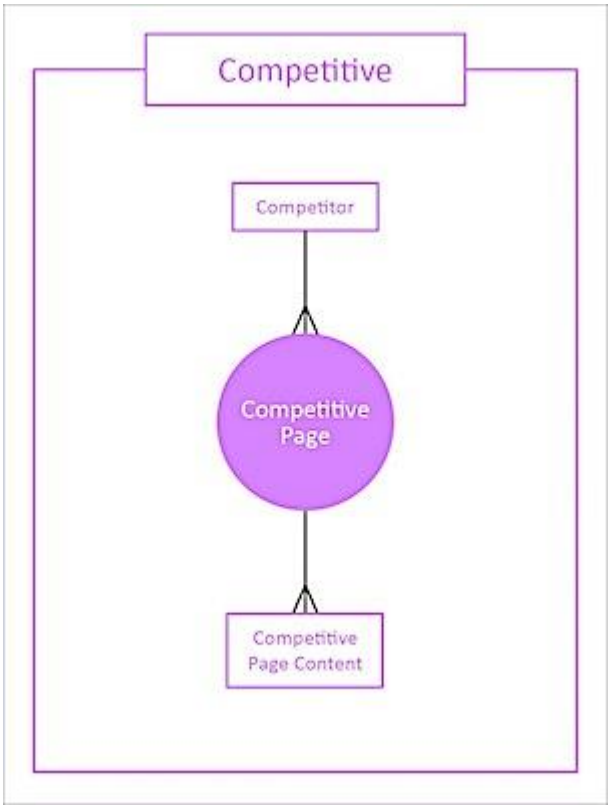
CRM Leads

The CRM leads data stream type is intended for ingesting data relating to the potential prospects of a business, commonly known as ‘Leads’. Designed to keep a historical record of each lead’s evolution over time, this data stream type is equipped with slowly changing type 2 dimensions, such as lead stage, lead status and lead modified date. The CRM leads data stream type can be used to ingest data from lead generation platforms, such as Marketing Cloud Account Engagement (Pardot), Hubspot Marketing and Intercom, as well as from CRM platforms, such as Salesforce, Sugar CRM, and CRM Creatio.



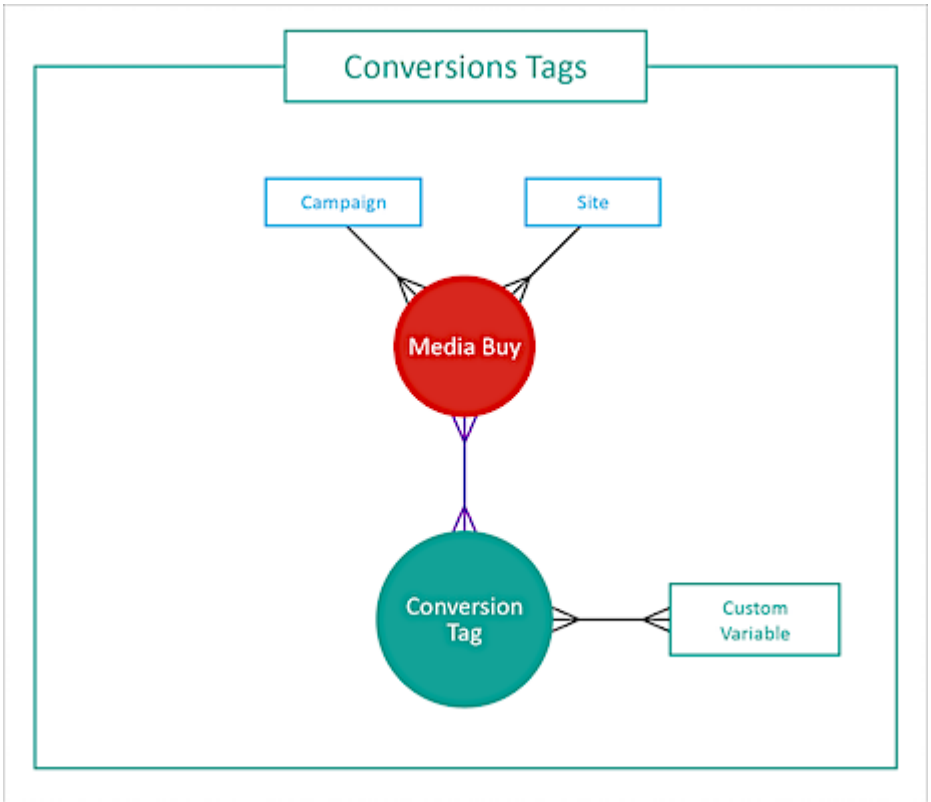
Competitive

The competitive data stream type, which is used side by side with the social objects data stream type, allows you to compare yourself to your competitor by displaying various social metrics side by side from the two data stream types. The purpose of this data stream type is to allow you to view your competitors' data separately from your own data. This data stream type is suitable for any social media platforms, such as Facebook, Instagram, Twitter, and YouTube.



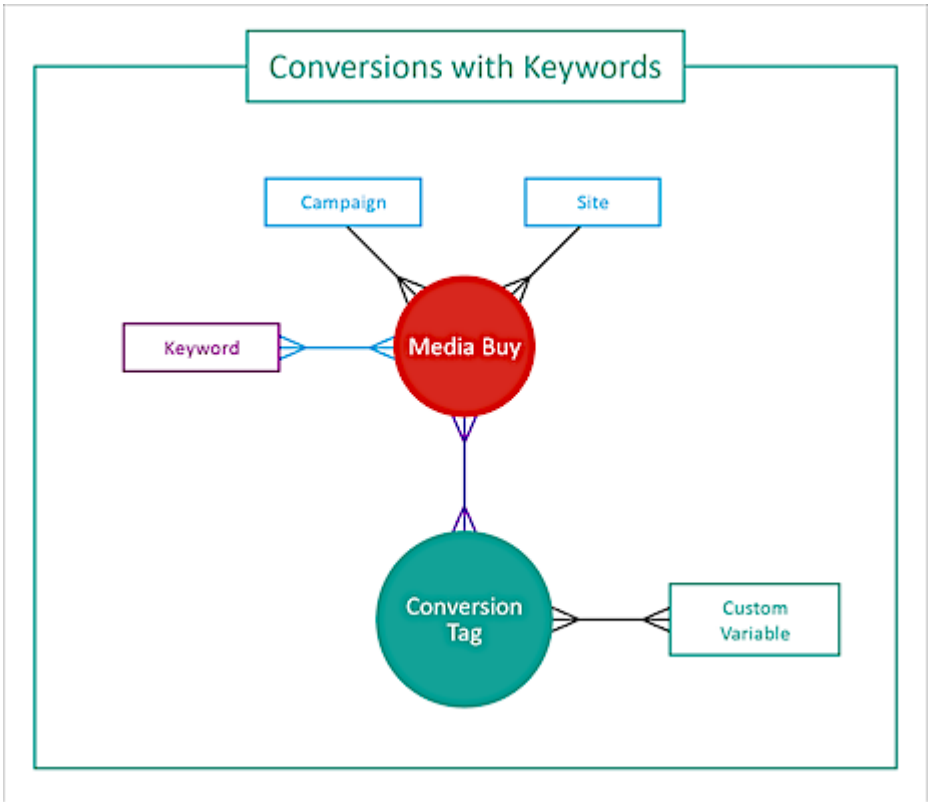
Conversion Tag

The conversion tag data stream type is intended for ingesting data related to the various 'calls to action' tied to your campaigns, also known as conversions. You can see what particular conversion tag prompted your audience to complete a call to action, and whether this happened after they viewed your ad or after they clicked it. This data stream type also includes data related to the monetary aspects of your conversions for example, how much a conversion cost or how much revenue it brought in. This data stream type can be used with providers, such as Facebook Ads, Google Ads, Google Display&Video 360, Twitter Ads, and more.



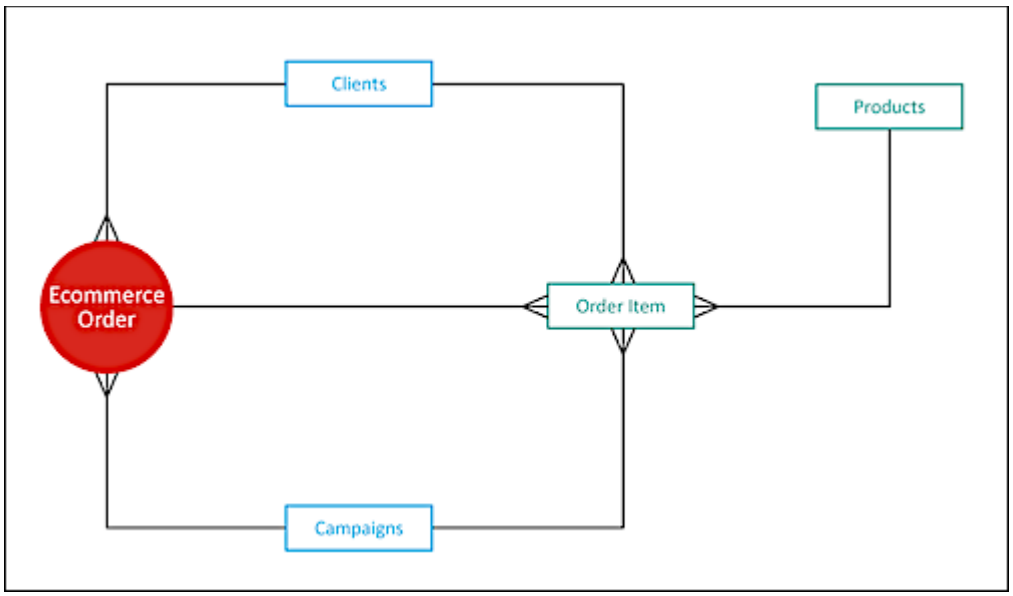
Conversion Tag with Keywords

Whenever an ad is displayed in a search engine result and drives a conversion, the search keywords that led to this conversion are attributed to it. In these cases, the conversion tag with keywords data stream type is used to ingest the conversion data along with the respective search keywords related to it. The conversion tag with keywords data stream type is suitable for providers, such as Google Ads, Search Ads 360, and Bing Ads.



ecommerce

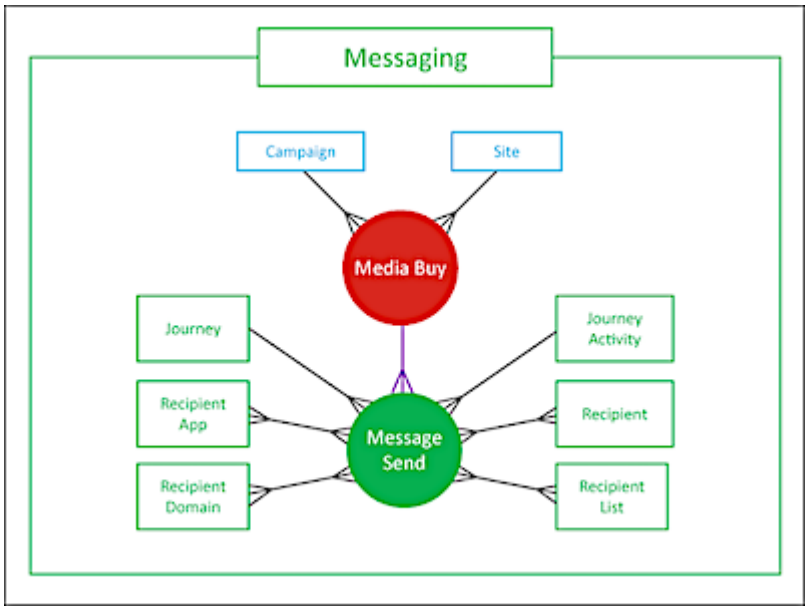
In the world of ecommerce, the ecommerce data stream type is where you can find different levels of data for product catalogs, placed orders, number of purchased items within each order, and more. This data stream type is intended for ingesting different data types, in their various forms, from ecommerce platforms. The ecommerce data stream type can be used with providers, such as Salesforce OMS, Amazon Seller Central, and Amazon Vendor Central.



For details on the ecommerce data stream type, see: Ecommerce Data Stream Type

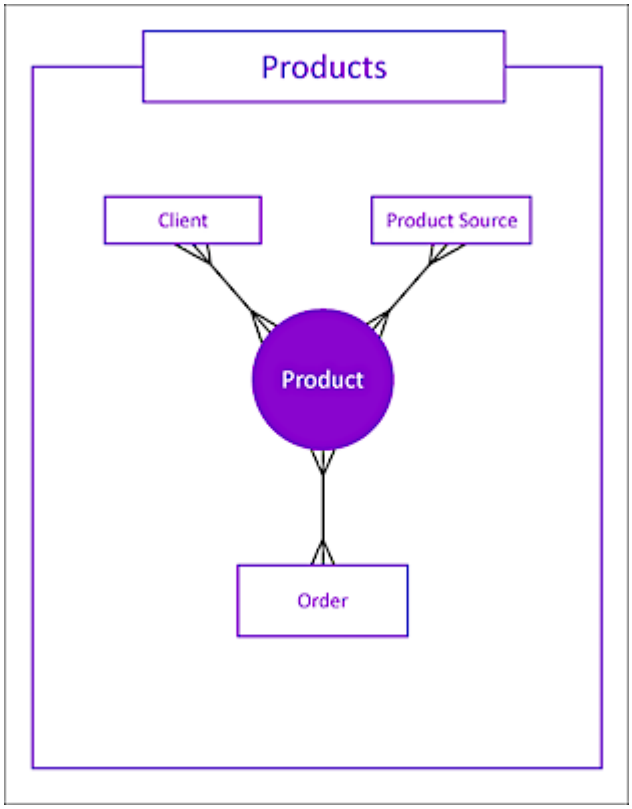
Messaging

The messaging data stream type is intended for ingesting email marketing and mobile phone marketing, as well as user journey data, which is available on some of the more advanced messaging platforms. A message can be in the form of an email, a text message, or an app notification, and is typically associated with measurements, such as how many people received, opened, clicked on a message, etc. This data stream type can be used to ingest data from platforms, such as Salesforce Marketing Cloud, Marketo, and Adobe.



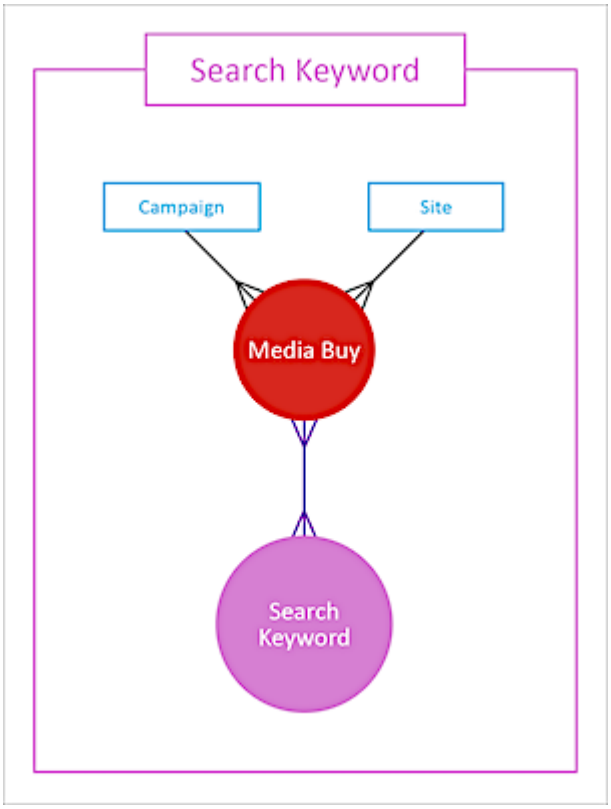
Products

The products data stream type is intended for ingesting data from the commerce world. This data generally includes entities such as products, and clients, as well as metrics, like unit purchases and cost. The products data stream type can report on off-line purchases and ecommerce transactions, and then tie them back to the marketing data to create a more wholesome picture of your data.



Search Keywords

The search keywords data stream type is intended for ingesting data related to ads displayed in search-engine results whenever someone searches for the services or products using keywords offered by the advertiser. The data is associated with campaigns and is measured by impressions, clicks, and media cost, and other fields that make up its data set. This type of advertising has managed to acquire numerous names, such as Search Advertising, Paid Search, Search Engine Marketing, Pay Per Click Marketing and more. The Search Keywords data stream type is suitable for providers such as Google Ads, Search Ads 360, and Bing Ads.

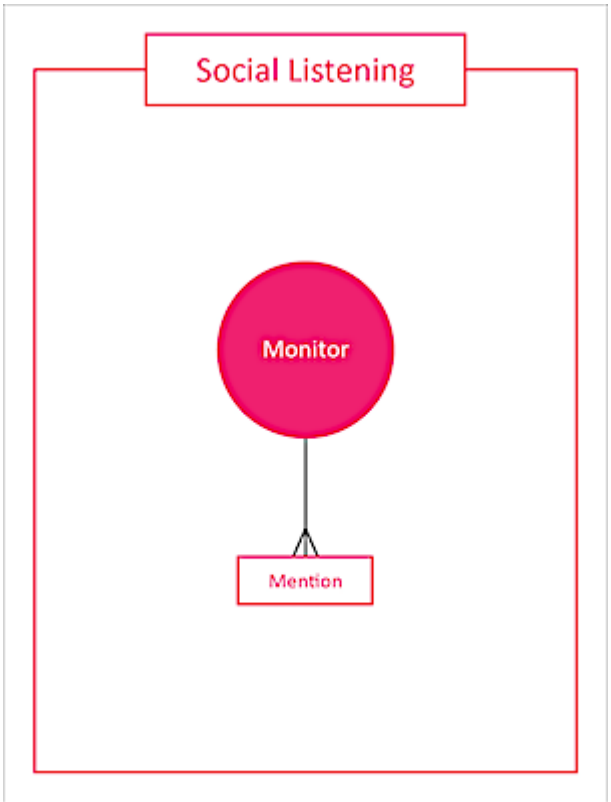


Social Element Traffic Source

The social element traffic source data stream type extends the social objects data stream type to include traffic sources for organic social content. This allows you to identify where a user came from before landing on a specific post or video. For example, a user can access a YouTube video via a direct link, or by browsing a certain YouTube channel or playlist. This data stream type can be used for YouTube.

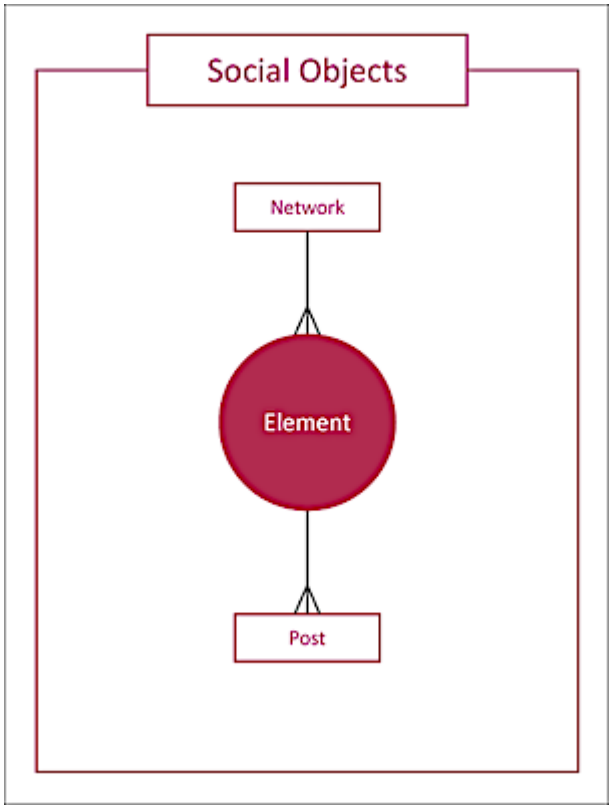
Social Listening

The social listening data stream type is used to monitor social media channels for mentions of your brands, competitors, products, and so on. Social listening is used to track, analyze, and respond to conversations on social media regarding your brand or product. The social listening data stream type is suitable for platforms such as: Salesforce Social Studio, Sprinklr, and more.



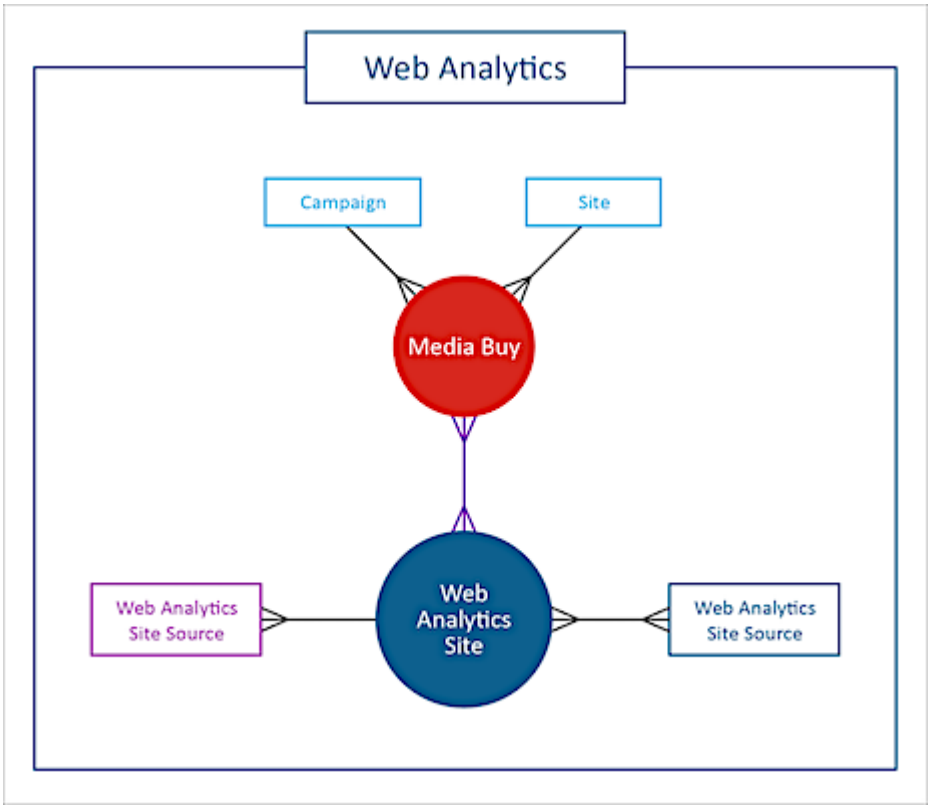
Social Objects

The social objects data stream type is where you can find the organic social data that is being tracked on various social networks and platforms. This type of data is related to the organic social activity on your pages and posts, such as number of fans, engagement, organic reach and more. The social objects data stream type is relevant for providers, such as Facebook, Instagram, Twitter, YouTube, Pinterest, and more.



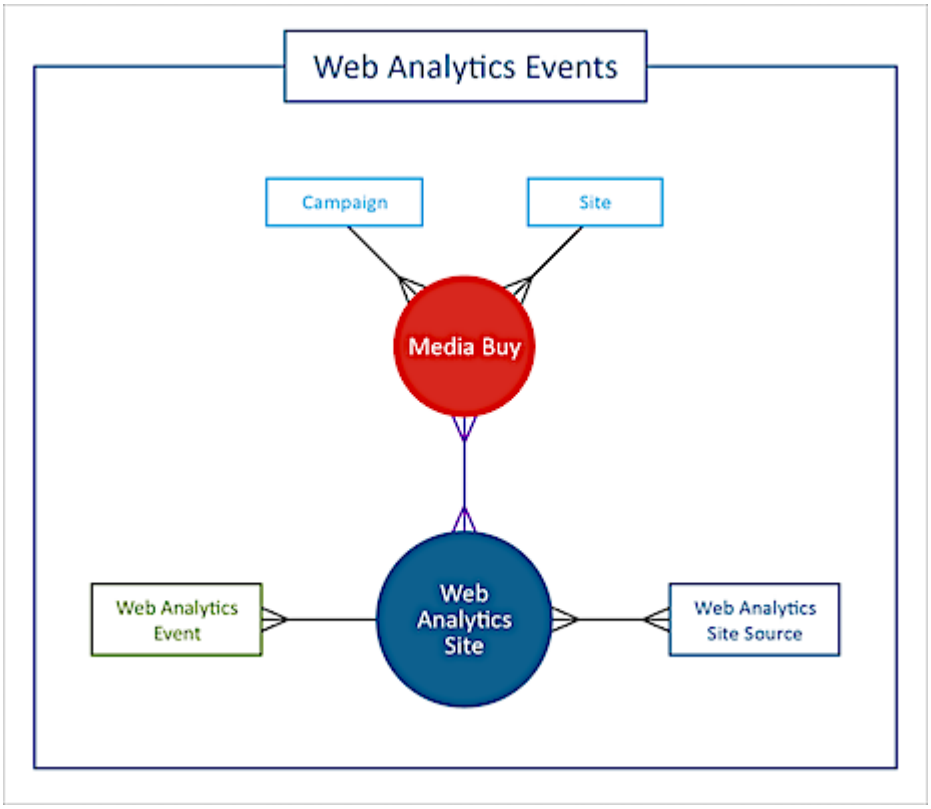
Web Analytics

The web analytics data stream type is intended for ingesting data related to the traffic in your web pages. This data stream type can help you analyze and assess the effectiveness of your website, based on how many visits it gets, how much time people spend on each web page, or how many website transactions are combined into a complete process. The web analytics data stream type can be used with providers, such as Google Analytics, Adobe Analytics, and more.



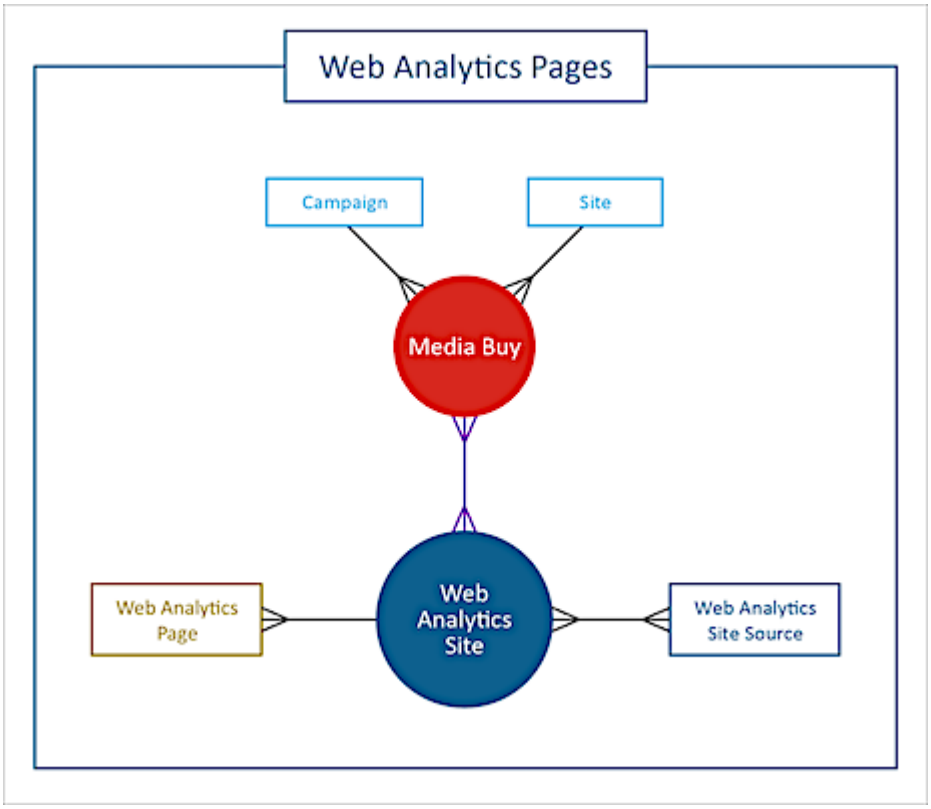
Web Analytics Events

The web analytics event data stream type is used to analyze events, such as user interactions on a website. An interaction can be specified according to the needs of the user. For example, a user can decide to track the event, such as all clicks on “Add to cart”. The web analytics events data stream type is suitable for any web analytics platform, such as Google Analytics, and Adobe Analytics.



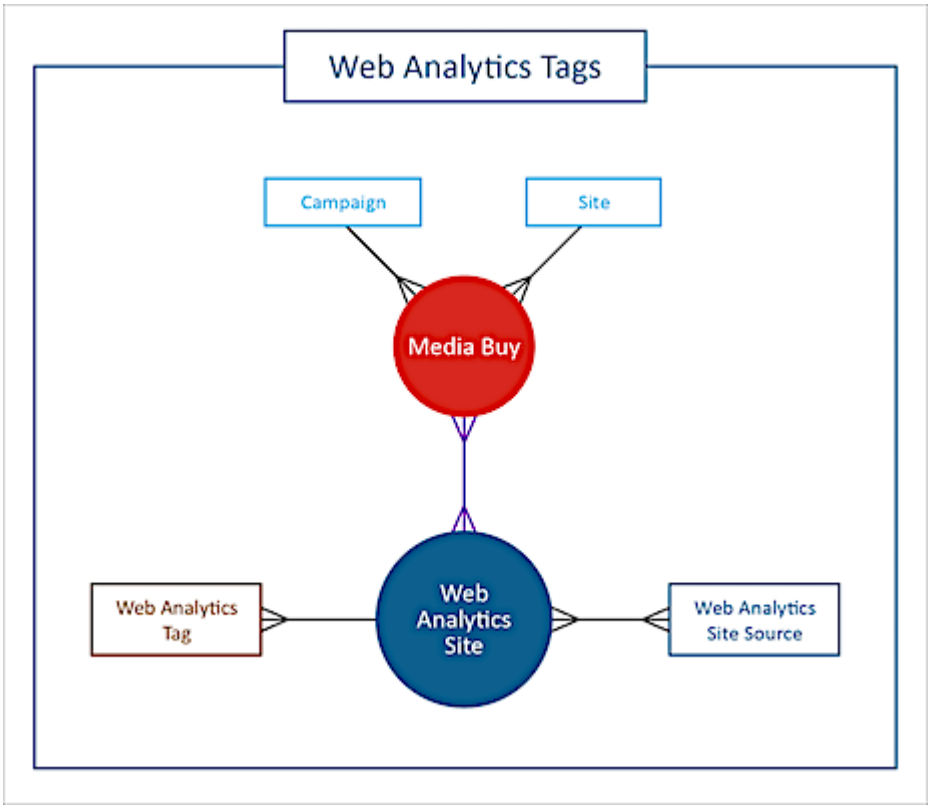
Web Analytics Pages

The web analytics pages data stream type is used to track and monitor all data pertaining to the analytics of your website, including page views, visits, time on page, and so on. This analysis is more granular and allows you to get a deeper understanding and breakdown of the findings. For example you can get analytics for specific pages and page paths. This data stream type is suitable for analytics platforms, such as Google Analytics, and Adobe Analytics.



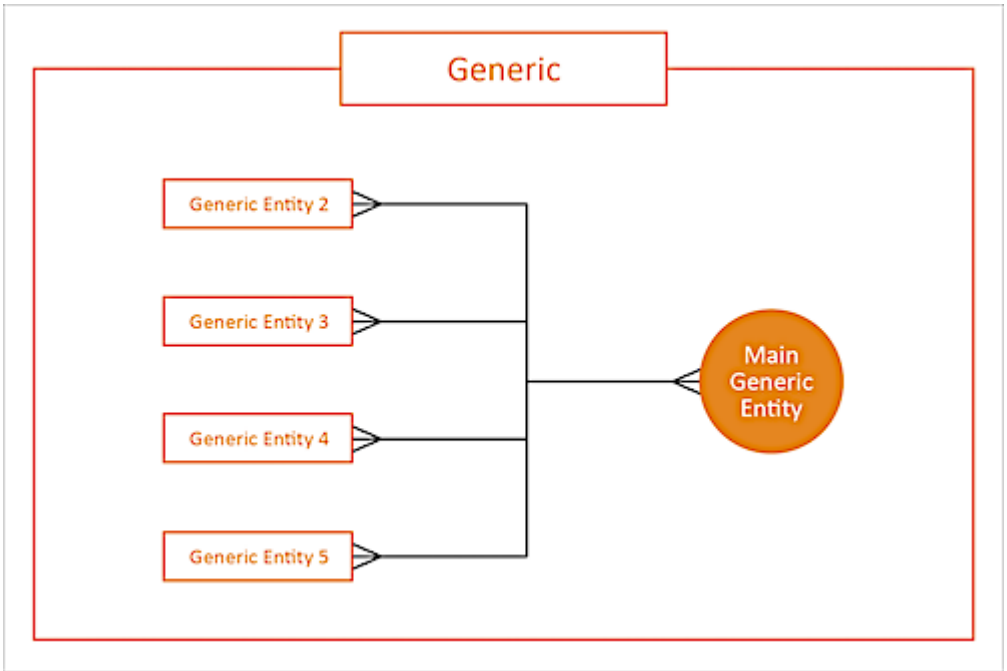
Web Analytics Tags

The web analytics tags data stream type is used for data that tracks goals and their completion in web analytics. When setting a goal you can add a tag and name it, making it easier to track the goal and its completion. This data stream type can be used for Google Analytics and more.



Generic Data Stream Type

The generic data stream type is used to ingest data that doesn't comply with any of the existing Marketing Cloud Intelligence data models. With all of its entities in a many-to-many relationship, dozens of custom attributes for each entity, and a large number of custom measurements, it provides a flexibility of structure that caters to a wide range of data types. You can use this data stream type to ingest any type of data with various structures, such as survey responses, internal employee statistics, business process analyses, and more.



- Data Stream Types in Marketing Cloud Intelligence
  Marketing Cloud Intelligence includes different data stream types to map your data. A data stream type defines which Marketing Cloud Intelligence fields are available for mapping based on your data source. For example, if your data source contains campaign, placement, and ad ID fields, Marketing Cloud Intelligence recognizes this as ads data and offers the Ads data stream type when mapping.

Uploading Data in Marketing Cloud Intelligence

One of the most crucial steps when working with Marketing Cloud Intelligence, is uploading data. Since Marketing Cloud Intelligence supports numerous types of data, you can choose from many different ways to upload it. During the upload stage, you can map your data to determine which fields appear in Marketing Cloud Intelligence, and you can even create custom calculated fields to get the most out of your data. All these actions are done in the Connect & Mix tab.

- Create Data Streams in Marketing Cloud Intelligence
  Whenever you upload data, data streams are created. These data streams can be referenced throughout the Marketing Cloud Intelligence platform, for example in pivot tables, reports, and dashboards. There are several methods available for creating data

streams in Marketing Cloud Intelligence. You can use an API connector to connect via API, TotalConnect to upload external files, LiteConnect if you have data from a single source, or even Granular Data Centers if you have granular data. You can choose which method is best for you.

- **Mapping Your Source Data in Marketing Cloud Intelligence**
  Mapping connects the source fields in your uploaded file to the corresponding Marketing Cloud Intelligence fields. Intelligence uses machine learning algorithms to map your data. The mapping process is similar regardless of which method you use to upload your data, with some minor differences. If you're using an API connector to upload your data, Marketing Cloud Intelligence automatically maps the fields for you, but you can make changes to the mapping. If you're using TotalConnect, Intelligence identifies the most suitable data stream type according to your data and offers an initial mapping suggestion.

- **Advanced Settings in Data Streams in Marketing Cloud Intelligence**
  Define advanced settings to your data stream to select load modes, load rules, or configure additional settings. The available settings vary based on the type of data stream that you're creating.

- **Data Stream Control Center**
  The Data Stream Control Center is a dashboard that centralizes data stream management into a single view. You can assess stream status, evaluate data quality, and identify ingestion issues. Get actionable insights for improved data hygiene and row management. The Data Stream Control Center is automatically filtered to show data for Today. To view the Data Stream Control Center dashboard, in the Connect & Mix tab, expand the Control Center tab.

- **Data Stream List**
  View, manage, and create data streams from the Data Stream List, in the Connect & Mix tab.

- **Data Stream Templates in Marketing Cloud Intelligence**
  Use data stream templates to create a mapping template that you can replicate to create data streams. Store the template on the workspace or account level. You can share data stream templates between workspaces and accounts. The data stream template saves formulas used in the original data stream.

- **Data Mapping Visualizer**
  Use the Data Mapping Visualizer tool to view an animated display of the mapped data in your Intelligence workspace. Data Mapping Visualizer lets you easily view and search your mapped data.

- **Workflows in Marketing Cloud Intelligence**
  Use workflows to execute data streams, reports, and actions in your workspace. For example, create a workflow to generate a report after specific data streams are processed.

- **Transformation Rules**
  Use transformation rules to set values to a specified attribute, based on a set of defined

criteria. The rules can be set at the level of the entity key or name. Transformation rules are most effective when the entity key or name has a consistent naming convention.

- **Transformation Groups**
  Transformation groups allow you to classify attributes of entities, such as sites, campaigns, or products, so you can filter information.

Dimensions

Dimensions

In Marketing Cloud Intelligence, a dimension is a qualitative non-numerical attribute that provides information about your dataset, for example, campaign name and campaign ID. A dimension can't be counted, even when it includes a number. For instance, a campaign ID consists of numbers but you can't calculate them.

The dimension list shows which dimensions the data model uses and are available in your workspace. The available dimension types are: Text, Date, Link, Image, Number, Video.

From the dimension list, you can:

- Export the dimension list.
- Edit dimension display names.

Note If a calculated dimension is inherited from another workspace, you can edit it only in the original workspace.

- Replace a dimension across your workspace.
- View the data stream associated with the dimensions.
- View which dimensions are mapped and unmapped.
- **Calculated Dimensions**
  A calculated dimension is a non-numerical field or dimension that you can create on top of your existing data. Calculated dimensions don't exist physically in the database. Rather, each calculated dimension represents a query that can be referenced to from any report, pivot table, and widget in your dashboard pages.
- **Calculated Dimension Functions**
  Marketing Cloud Intelligence provides basic functions you can use to create dynamic calculated dimensions
- **Applying Pacing Dimensions**
  When viewing periodic data at a daily level, the data appears as spikes of metrics on the first day of the week or month. To avoid data spikes, you can map one or more pacing dimensions to the data stream. Pacing equally divides periodic data into multiple chunks of rows and spreads the chunks over the selected time period. Because pacing creates multiple new rows across the time period, using a pacing dimension can increase your row count.

- **Dimension Explorer in Marketing Cloud Intelligence**
  The Dimension Explorer shows the values of all the dimensions in the platform and the origin of these values. Use the Dimension Explorer when you need to troubleshoot dimension issues so you can get to the root of the problem.

Measurements

In Marketing Cloud Intelligence, measurements are quantitative numerical data that you can count, for example, number of clicks and emails opened. Measurements are used to set KPIs and analyze your data.

The Measurement list, found in the Connect & Mix tab under the measurement menu, shows which measurements the data model uses and the entities the measurements are associated with.

The available measurement types are: Currency, Number, Duration, and Percentage.

The available aggregation types are: AVG, COUNT, FIRST, LAST, LIFETIME, MAX, MIN, and SUM.

From the Measurement list, you can:

- Export the measurement list.
- Edit the measurement display names, type, and aggregation.
- Replace a measurement across your workspace.
- View which data streams the measurement is mapped to.
- View which measurements are mapped and unmapped.

Visualize Your Data with Marketing Cloud Intelligence

Marketing Cloud Intelligence offers many tools so you can get a real-time view of all your marketing data in one place. You get everything from standard key performance indicator (KPI) reporting to complex visualizations required for audience segmentation, customer journey analytics, and predictive modeling. And it's all done in the Visualize tab in the Marketing Cloud Intelligence platform.

- **Get Started**
  To get started, learn about visualization elements (collections, pages, and widgets), visualization tools, and how to navigate the Visualize tab in the Marketing Cloud Intelligence platform.
- **Collections**
  After you connect your data to Marketing Cloud Intelligence, you can start to organize

and manage your data for the different departments of your organization—for example, delivery data, cost data, or social impact. The relevant data for each department is managed in separate visualization entities or collections.

- **Pages**
  Pages segment your collections so you can divide up your data according to your preferences, such as products, campaigns, or social platforms. Each page can be customized and filtered, so you can modify the design and remove any unwanted data. To assist you in dividing the visualization into manageable sections, you can have multiple pages within a collection.

- **Widgets**
  Widgets are the graphic elements that appear on the page and display your data through pie charts, tables, and bar graphs. Marketing Cloud Intelligence offers multiple widget types: interactive, element, and custom.

- **SmartLenses in Marketing Cloud Intelligence**
  SmartLenses are predefined dashboard pages that are created for you after a supported data source is created for the first time. After the data source is processed and data is retrieved, a notification appears with a link to the SmartLenses dashboard page. All SmartLenses dashboard pages are hosted under one designated SmartLenses collection.

- **Share and Export Pages and Widgets**
  After you're done creating and designing your page, you're ready to publish and share it with others. Use the Share option to share pages and widgets from the same place.

Analyze Your Data with Marketing Cloud Intelligence

Marketing Cloud Intelligence offers many tools for analyzing your data. All of these tools are found in the Analyze and Act tab.

For example pivot tables ensure that your data is being loaded correctly from the source into Marketing Cloud Intelligence and that the values are aggregating correctly. Pivot tables can be exported into reports that can be set to run as part of a workflow, in real time, or according to a defined schedule. Goals are monitoring tools that enable you to track KPIs, helping you improve your work strategies and outcome.

- Activation Center

  Use the Activation Center to connect to third-party platforms, such as Slack, Facebook

Ads, and Google Ads, to trigger alerts, collaborate, and automate workflows in other systems. For example, you can create an action that sends a notification in Slack every time a certain campaign hits the target value you set for it.

- Einstein Marketing Insights

  Einstein Marketing Insights analyzes your data to show key factors that affect your marketing performance. Track your KPIs and verify that they perform as you intend by using Einstein Marketing Insights bots. For example, if you track the average time on your website, the bot can point out the path that increased the average time spent.

- Goals

  Use Marketing Cloud Intelligence Goals to track your performance KPIs. The goal tool helps you monitor your progress against benchmarks you set. Marketing Cloud Intelligence goals bring you closer to actionable insights and help you improve the efficiency and effectiveness of your data. You can visualize your goals in your dashboards allowing you to view and monitor your KPIs in context, and get notifications in real time for your KPIs.

- Pivot Tables in Marketing Cloud Intelligence

  Explore your data from multiple perspectives using pivot tables. You can calculate, summarize, and analyze data by seeing comparisons, patterns, and trends in your data. You can also create custom reports without using query formulas, such as SQL queries.

- Reports in Marketing Cloud Intelligence

  Use reports to retrieve, view, and share a detailed analysis of the data that you've integrated into Marketing Cloud Intelligence. You can save them locally or share them

via email or the cloud. The data uploaded into Intelligence is displayed as a flat file and includes selected dimensions and measurements within a defined time range.

- Connect Marketing Cloud Intelligence with Tableau

  Connect Marketing Cloud Intelligence with Tableau to easily query your data. With the Marketing Cloud Intelligence Tableau integration, you get harmonization capabilities with Intelligence's ETL solution and Tableau's advanced visualization tools.

- Use Database Exports to Export Datasets

  Export data from Marketing Cloud Intelligence, and connect it to an enterprise database such as Snowflake and PostgreSQL. With Database Exports, automate the export of Intelligence marketing data. Enhance enterprise-wide analytics by making marketing insights accessible, and get a full view of your company's data.

- Query Marketing Cloud Intelligence Data with the API Builder

  Use the Marketing Cloud Intelligence Query API Builder to perform advanced queries on your existing data.

Harmonize Your Data

Marketing Cloud Intelligence offers multiple tools for harmonizing your data. Because you can upload data from various sources, you need a way to merge the data and provide a complete view of your marketing activity. In most cases, no single data source holds all relevant data on a marketing event or campaign. The data is shared by the multiple platforms that digital marketers use to do things like promoting the campaign on multiple channels. To analyze the full picture, harmonize data from all sources into one. If data isn't harmonized, you must analyze each source individually—making it a challenge to gain insights quickly and efficiently.

The Marketing Cloud Intelligence data model is marketing oriented and facilitates natural harmonization of marketing data from multiple sources. Another option is to use data harmonization tools, like the harmonization center, parent-child, calculated dimensions, and measurements.

- **Harmonize Data with the Harmonization Center**
  The Harmonization Center in the Connect & Mix tab, unifies, enriches, and validates your data in one place. In the Harmonization Center, create and manage your naming convention patterns, classifications, and harmonized dimensions.
- **Parent-Child Connections in Marketing Cloud Intelligence**
  A parent-child connection describes a case where two or more data streams are linked by a matching entity key. This connection establishes hierarchical dependencies between entities, allowing for grouping at various granular levels such as campaign, media buy, or creative. Matching entity keys between the data streams are required to establish a parent-child relationship.
- **Fusing Data Between Datasets**
  Data fusion creates a link between dimensions that don't already have a data model relationship between them.
- **Custom Classifications in Marketing Cloud Intelligence**
  Custom classifications are cross channel entities that are present in all data streams. They allow you to link data streams together via an entity.

Marketplace Apps and Tools in Marketing Cloud Intelligence

To enhance your marketing intelligence solutions, check out the apps and tools offered on the Marketing Cloud Intelligence Marketplace. Anyone can access the Marketplace, but depending on your user role, your access might be limited.

You can download apps to get marketing intelligence views within seconds. When you install an app, Marketing Cloud Intelligence components, such as data streams, calculations, or dashboards, are added to your workspace. These out-of-the-box solutions have no learning curve or code requirements.

- **Get Started with the Marketing Cloud Intelligence Marketplace**
  The Marketing Cloud Intelligence Marketplace is a repository of tools and apps for anyone creating a marketing intelligence solution. Easily download and customize apps, connectors, and more from the Marketplace. While anyone can access the Marketplace, each user role has different permissions.
- **Marketplace Apps**
  The Marketplace offers easy down-loadable apps that you can customize to your own needs. No coding knowledge is required. After an app is installed, underlying entities are installed in your workspace. You also get a run mode of the app with configured dashboards allowing you full control of your views. It's important to note that apps are installed for an entire workspace and only admins can install them. If you're a power user or viewer, you can add the app to your wishlist and your admin installs the app for you.
- **Marketplace Connectors**
  The Marketplace offers a Connectors library with a number of customized connectors. With connectors, connect to an external environment, instead of creating a custom

connector. You can find connectors that were developed by partners, third-party vendors, and Intelligence.

- **Marketplace Add-On Features**
  The Add-On Features tab is a centralized location for all of Marketing Cloud Intelligence add-ons. Add-on features extend the capabilities of the platform, and can be enabled for free, or at an extra cost.
- **Marketplace Widgets**
  Install and use Marketplace widgets in your workspace to get the full functionality of pre-defined custom widgets. Custom widgets include ready-to-use page visualization, navigation, and API solutions. After installing a custom widget, you can edit it and change your dashboard page's design and behavior.
- **The Marketing Cloud Intelligence Developer Portal**
  The Developer Portal is an easy-to-use and centralized location for developers who want to develop tools, use cases, and examples. The Developer Portal offers these tools: Query API, Platform API, Custom Data Connectors, and Apps.

Media Transparency Center

The Marketing Cloud Intelligence Media Transparency Center allows you to ingest, unify, and analyze Media Plan and Delivery data to pace, track costs, and effectively optimize your media budgets and campaigns.

For example, if you have a budget for an insertion order (IO), you can compare it to the generated media cost and calculate how much of the budget has been spent and at what rate. If you are at 50% of the allocated time frame and 60% of your budget is already spent on the campaign, you can see an over-delivery and adjust as needed.

Note The Media Transparency Center is a premium feature available upon purchase

- **Media Transparency Center Setup**
  Learn how to set up the Media Transparency Center for the first time.
- **Creating an IO in the Media Transparency Center**
  Learn how to create an IO in the Media Transparency Center.
- **Attaching a Delivery Item to an IO in the Media Transparency Center**
  Learn how to attach a delivery item to an IO in the Media Transparency Center.
- **Dimensions and Measurements in the Media Transparency Center**
  View a list of the available dimensions and measurements in the Media Transparency Center.
- **Media Transparency Center FAQ**
  Read our FAQ to learn about the most common Media Transparency Center questions and answers.
- **Grouping Delivery Data in the Media Transparency Center**
  Learn about grouping delivery data in the Media Transparency Center.
- **Actualized and Recalculated Costs in the Media Transparency Center**
  Learn about actualized and recalculated costs in the Media Transparency Center.
- **Workspace Settings in the Media Transparency Center**
  Learn about the workspace settings in the Media Transparency Center.

Media Transparency Center Setup

Learn how to set up the Media Transparency Center for the first time.

There are five steps to setting up the Media Transparency Center:

Step 1: Identify Essential IO (Insertion Order) Fields

Buy Data, the data containing all your planned activities and costs (sometimes also referred to as 'Media Plan' or 'Planned Data'), can come in through a variety of platforms, such as Salesforce, MediaOcean, Nexelus, Google Sheets, and others. While Buy Data might arrive in different formats, it must contain a core set of fields that are essential for an IO's structure and function.

These are the essential fields:

- ID
- Name
- Start/End Dates
- Cost Types
- Rate
- Margin (optional)
- Budget

Here are some examples of field these fields' values:

ID	Name	Start Date	End Date	Rate Type	Rate	Margin	Budget
cvb123	Alpha	1/1/2018	1/10/2018	CPM	4		$17,500
cvb124	Bravo	1/1/2018	1/10/2018	CPM	6.5	0.2	$23,000
cvb125	Charlie	1/1/2018	1/10/2018	CPC	0.3		$29,000
cvb126	Delta	1/3/2010	1/12/2018	CPM	5		$20,000
cvb127	Echo	1/3/2010	1/12/2018	CPM	7		$14,000

STEP 2: Set up Custom Cost Types

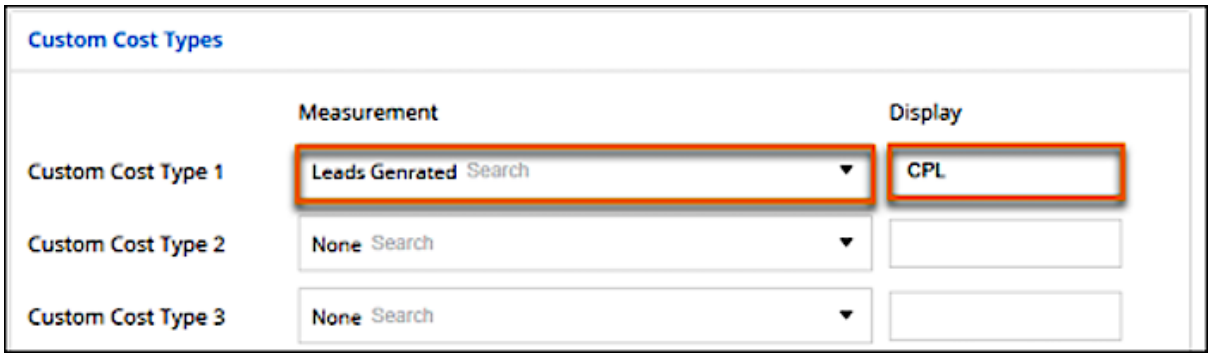
Marketing Cloud Intelligence has a set of default Cost Types you can use for your IOs. These Cost Types are as follows: CPM, CPC, CPCV, CPE, CPV, VCPM, CPA, dCPM, dCPC and FLAT. However, if your Buy Data contains a Cost Type that isn't one of these, you can add it using the 'Custom Cost Types' option in the Workspace settings. Creating a Custom Cost Type can be done quickly and easily, as follows:

1. Define the Cost Type in Media Transparency Center

First navigate to the Cost Center by clicking the Intelligence (Datorama) logo on the top right, then your User Name, then Workspace in the left pane menu, and finally on 'Cost Center'.

Then set your Custom Cost Type by selecting the Measurement to which it applies, and assign a Display Name exactly as it appears in the Buy Data file.

For example, GoingSolar's digital marketing activity puts a strong emphasis on generating leads for prospective clients. Because leads are an expensive yet important resource, their generation amid all marketing costs is closely watched. GoingSolar's Buy Data therefore has CPL (Cost per Lead) as one of its main Cost Types. CPL isn't on the list of default Cost Types, so it has to be set up as a Custom Cost Type:



Things to consider when configuring a Custom Cost Type:

- The Measurement you select to base the Custom Cost Type upon can only be a Mapped Field that exists in your Delivery Data. It is impossible to base Custom Cost Types on Filtered or Calculated Measurements.
- The selected Measurement can only be Mapped in one of the following Data Stream Types: Ads, Conversion Tags, or Ads Verification'.
- Custom Cost Type for a given IO is calculated as follows: <Selected Measurement> X IO Rate.

So in our example, if a given IO has generated a total of 211 Leads within a certain date range, and the IO Rate for CPL for that IO is $2.5, the calculation the system would perform is: 211 X $2.5 = $527.50:

- Since the calculation performed by the Media Transparency Center for a Custom Cost Type is always a direct multiplication of the <Selected Measurement> by the 'IO Rate', calculations that require additional steps, must have these steps applied from within the mapping of the Selected Measurement. For example, if the Custom Cost Type required is the 'Cost per 1,000 Leads', then the Leads Generated value has to be divided by 1,000 from within the mapping of the Leads Generated measurement:

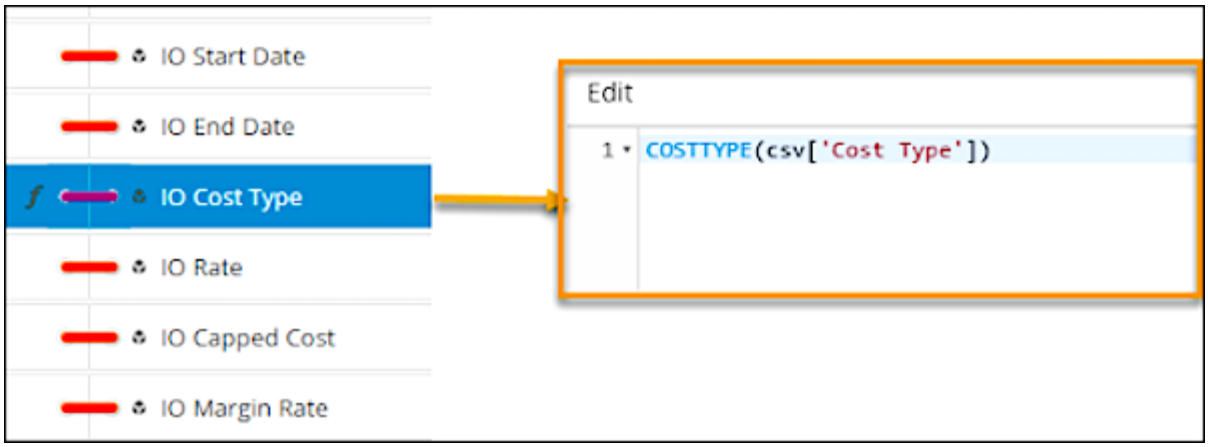
This way, when the Multiplication in the Transparency Center occurs, the Selected Measurement is already pre-divided by 1,000.

- Apply a Cost Type function in the Buy Data data stream mapping

2. Apply a Cost Type function in the Buy Data data stream mapping.

For any Custom Cost Type created, in order for it to work, it has to be referenced from the Mapping of the Buy Data Stream using a dedicated Custom Cost Type Function:

COSTTYPE(<Name of Cost Type Field in the Buy Data File>)

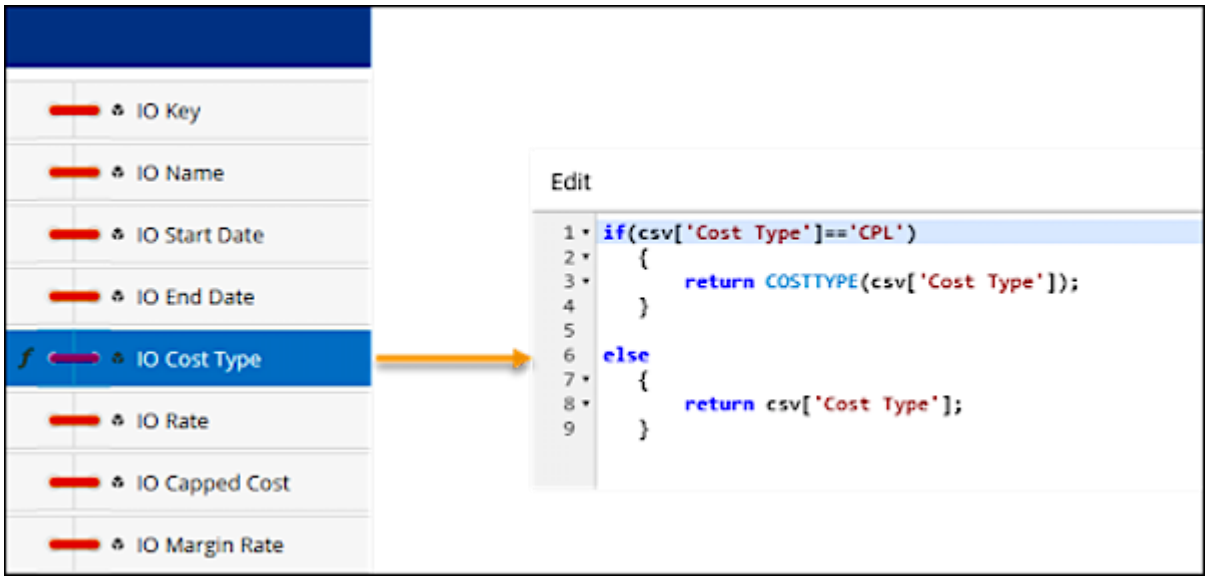


This function searches for the Cost Type value in the Cost Center, obtains the Selected Measurement and uses that to multiply by the IO Rate.

Since Custom Cost Types are generally used in addition to Standard Cost Types, could handle both cases in the Mapping formula of 'IO Cost Type'. In such a case, the formula would be as follows:

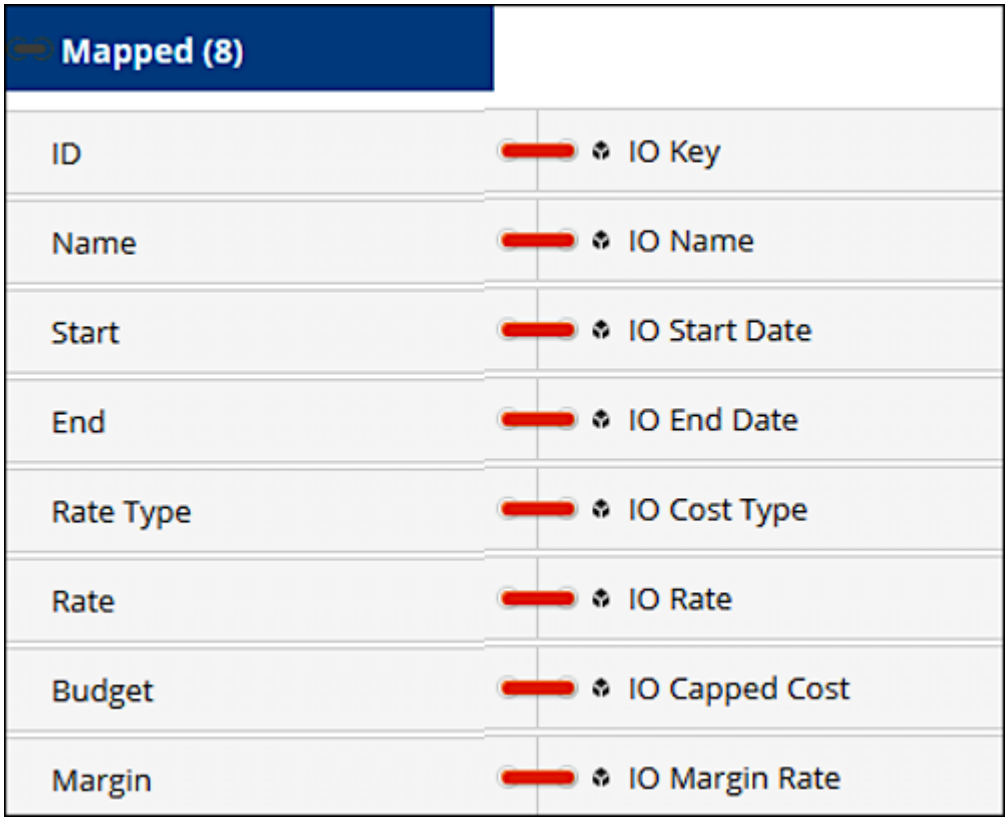
```
if(csv['Cost Type']=='CPL')
{
  return COSTTYPE(csv['Cost Type']);
}
  else
{
  return csv['Cost Type'];
```

}

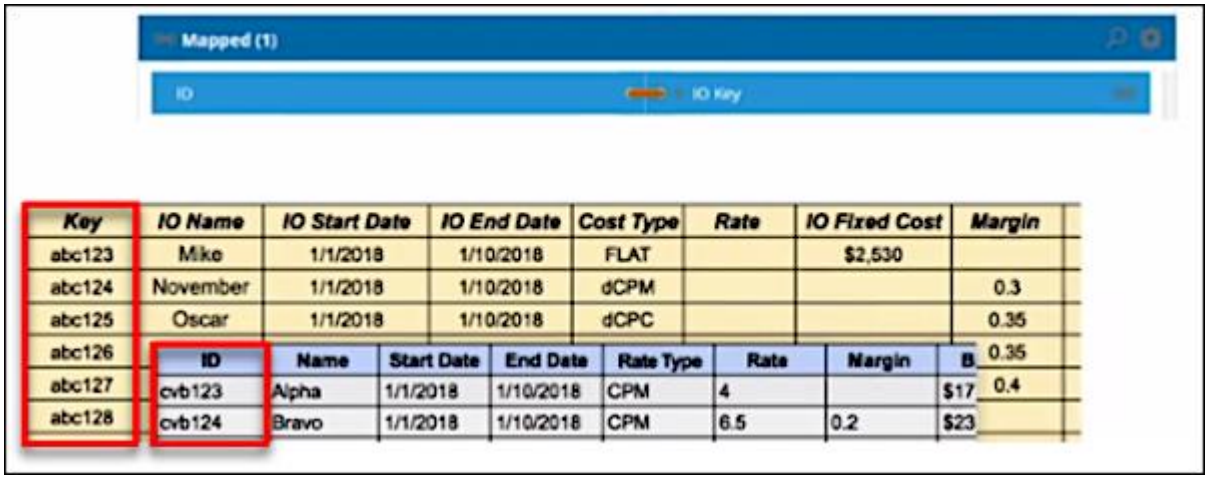


STEP 3: Mapping your Buy Data

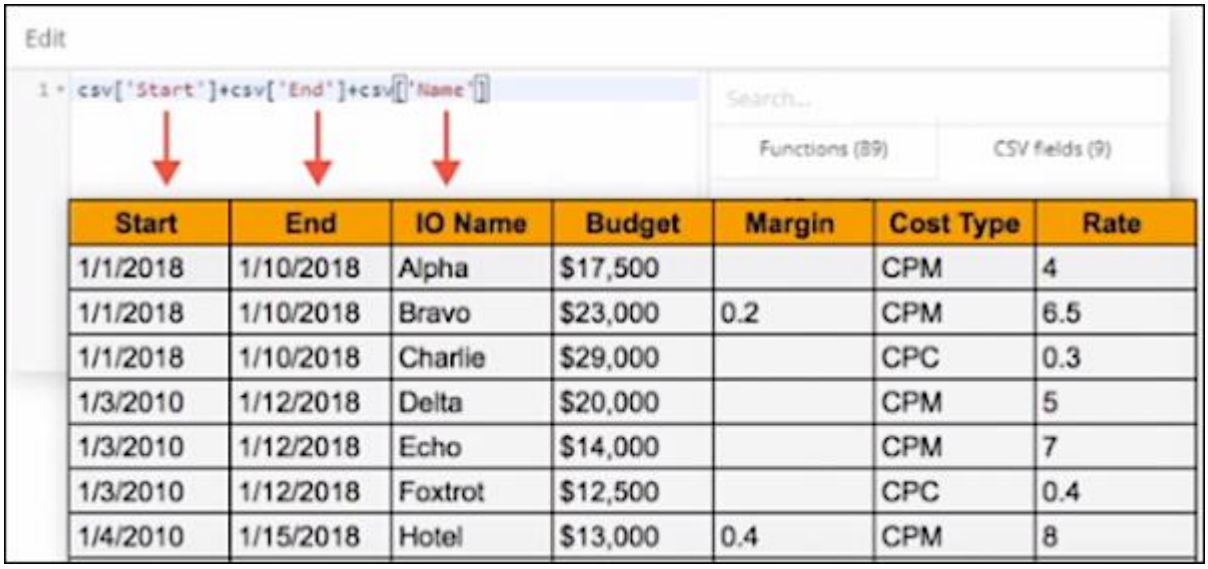
The following screenshot shows how each of the essential IO Fields should be mapped:



The IO Key or ID can either be found in the source file itself as the key that uniquely identifies each row in question, as shown below:



If it isn't present in the file as a unique identifier, you can create an IO Key using a mapping formula to concatenate a group of fields that together identify each row uniquely:



The IO Name is the name given to the marketing activity in question. A common practice is to name the row after the Campaign that this IO represents. Like the IO Key, the IO Name can also be created or modified using a mapping formula

The IO Start Date and IO End Date indicate the date range during which an IO is active. Recalculations aren't carried out for dates on which an IO is NOT active.

The next fields refer to the IO Measurements:

- IO Cost Type denotes the type of Recalculation that will be performed for a given IO. For example, CPM means that if a certain IO has generated 20,000 Impressions, the Recalculated Cost is: (20,000 / 1000) * IO Rate = 20 * IO Rate
- IO Rate is the Planned Cost or 'price tag' for every unit (or 1000 units). This is the rate that is used for cost recalculations for a given IO. For example if a certain IO's Cost Type is CPC and its IO Rate is $0.20, then the Recalculated Cost would be: Total Number of Clicks X $0.2
- IO Margin is optional. It denotes the Margin that is added to the Recalculated Cost (or to the Media Cost in cases of Dynamic Cost recalculations).

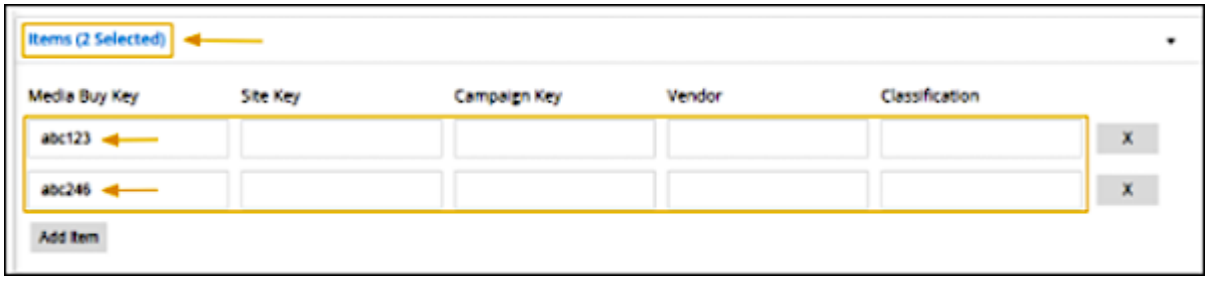
- IO Capped Cost indicates the maximum value for Actualized Cost and its subsequent calculations, capping them out after this value has been reached.

STEP 4: Connecting your Buy Data to your Delivery Data

You can connect your buy data to your delivery data using one of the following four methods:

1. Associating each individual IO with its Delivery Items from the UI:

Start from the IO management tab, locate the relevant IO from the list and double-click it in order to edit. Then, scroll down to the tab at the bottom entitled 'Items' and expand it in order to enter Delivery items that this IO is associated with. In the example below, the Delivery items added are identified by their Media Buy Keys:



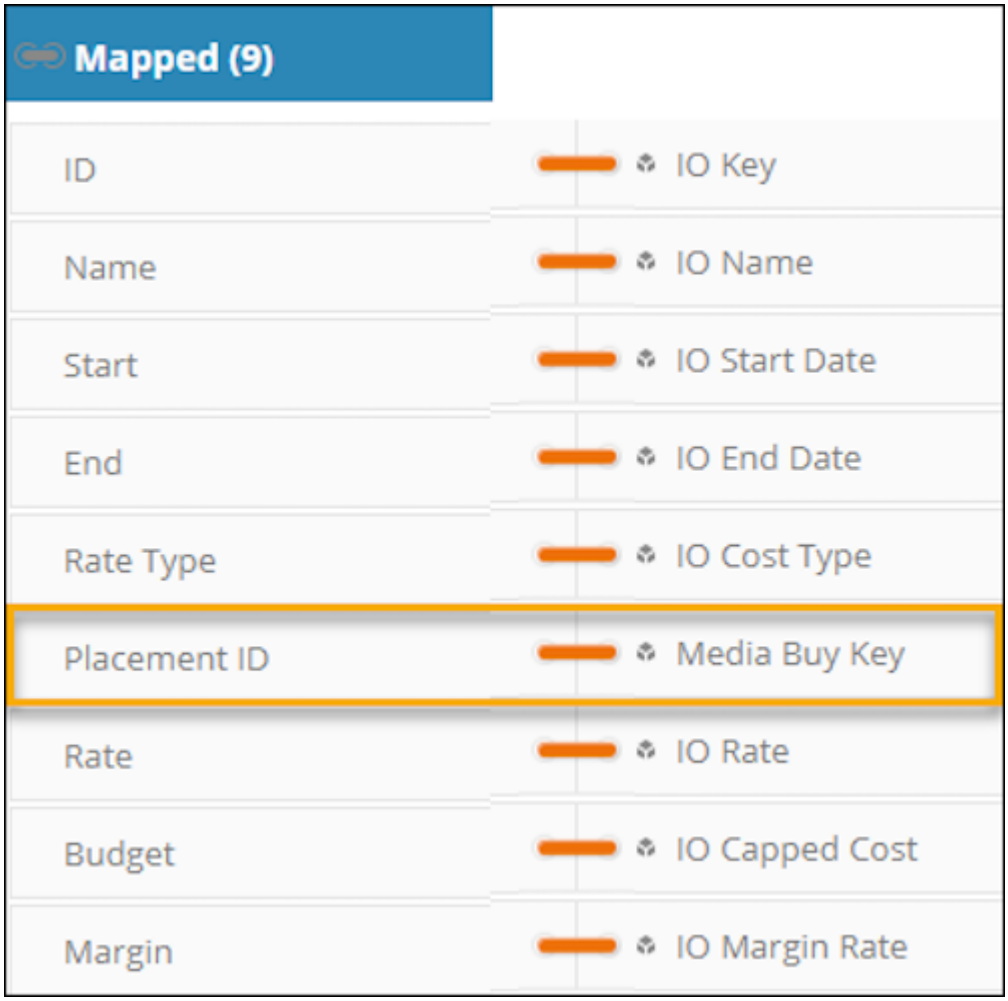
You can also link IOs to Delivery data using a combination of Site and Campaign Keys, or by 'Classification' as explained separately in method 4. Linking your IOS to your Delivery data from within each individual IO however, isn't the best method to use when having to create this association at scale.

2. Mapping your Delivery data as part of your Buy Data:

Your Delivery Item Keys might appear in the Buy Data file, as shown here:

IO Key	Name	Start Date	End Date	Placement ID	Cost Type	Rate	Budget
cvb123	Alpha	4/27/2021	5/7/2021	mbk246	CPM	$3.20	$6,350
cvb124	Bravo	4/24/2021	5/11/2021	mbk248	CPM	$4.10	$5,700
cvb125	Charlie	5/1/2021	5/13/2021	mbk250	CPC	$0.23	$3,800

In this case, you can associate the IO Keys with the Delivery Item Keys by simply mapping the relevant Delivery Field to the matching Intelligence Field in the Buy Data data stream:



The availability of the Delivery Items in your Buy Data however is rare and in most cases you won't be able to use this solution.

3. Using an additional Buy Data Stream

You can associate your IOs with your Delivery Data by creating an additional Buy Data, data stream (in addition to the original Buy Data Stream you already have) which includes your IO Keys alongside your Delivery Item Keys:

Original Buy Data **data stream #1** →

IO Key	Name	Start Date	End Date	Cost Type	Rate	Budget
cvb123	Alpha	4/27/2021	5/7/2021	CPM	$3.20	$6,350
cvb124	Bravo	4/24/2021	5/11/2021	CPM	$4.10	$5,700
cvb125	Charlie	5/1/2021	5/13/2021	CPC	$0.23	$3,800

Additional Buy Data
data stream #2 →

IO Key	Media Buy Key
cvb123	mbk246
cvb124	mbk248
cvb125	mbk250

Since MTC data is at the workspace level rather than at the data stream level, all 'buy data' data streams created under the same workspace are part of the same pool of buy data. Therefore, any matching IO Key values ingested by different 'buy data' data streams are effectively considered as the same IO entity, thus creating an association between IO keys and Media Buy Key Delivery Items in the above example.

4. Using the 'MTC Classification' method

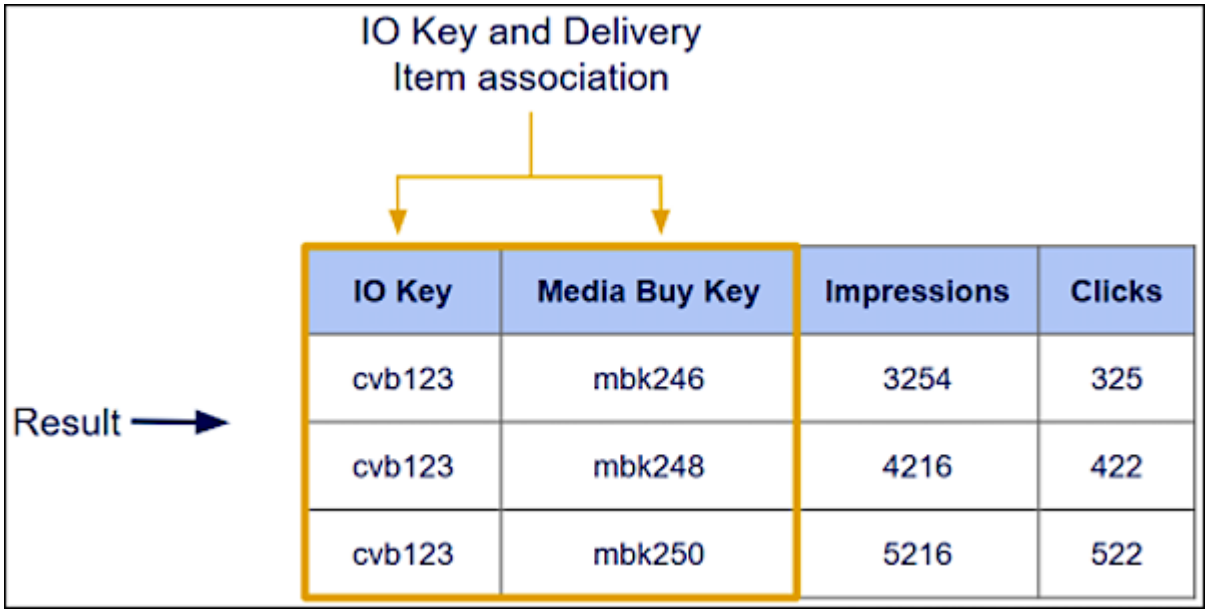
IOs can be associated with Delivery Items by virtue of a shared MTC classification. In the example below, IO Key cvb123 in the buy data and three media buy keys within the delivery data, all share the same classification value 'term1'. The result is that IO key cvb123 is associated with the three delivery items that have the same classification:

Buy Data

IO Key	IO Item Classification Term	Start Date	End Date	Cost Type	Rate	Budget
→ cvb123	term1	4/27/2021	5/7/2021	CPM	$3.20	$6,350
cvb124	term2	4/24/2021	5/11/2021	CPM	$4.10	$5,700
cvb125	term3	5/1/2021	5/13/2021	CPC	$0.23	$3,800

Delivery Data

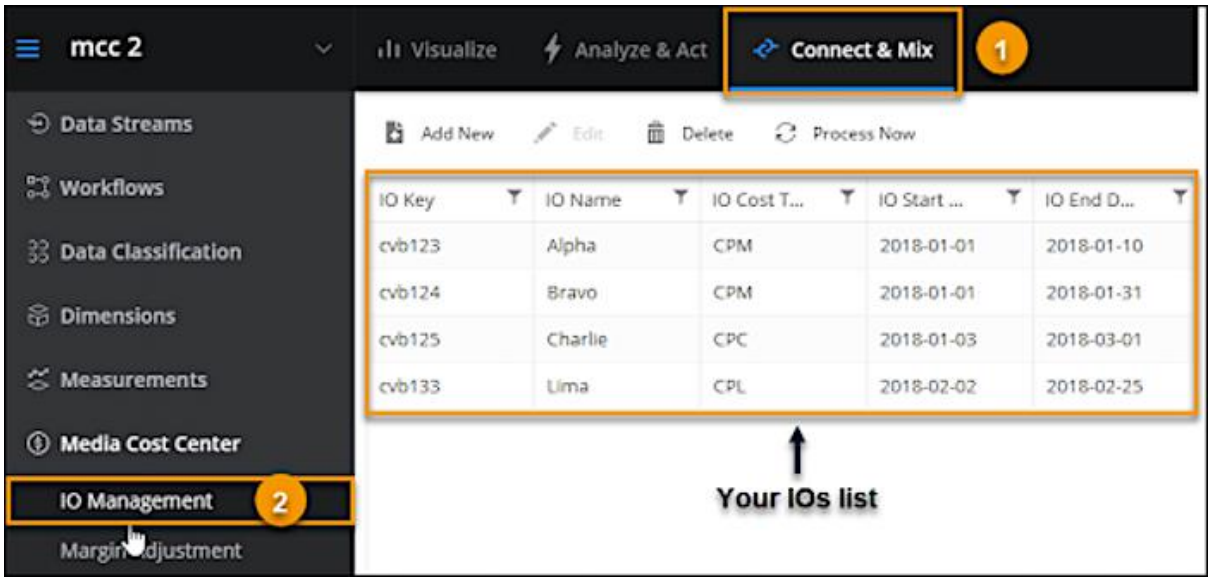
Media Buy Key	Media Buy IO Classification	Impressions	Clicks
mbk246	term1	3254	325
→ mbk248	term1	4216	422
mbk250	term1	5216	522



When using the MTC Classification method, in order to assign a classification value within the Buy Data data stream, use the 'IO Item Classification Term' and in order to assign a classification value within the Ads (Delivery) data, use the 'Media Buy IO Classification'

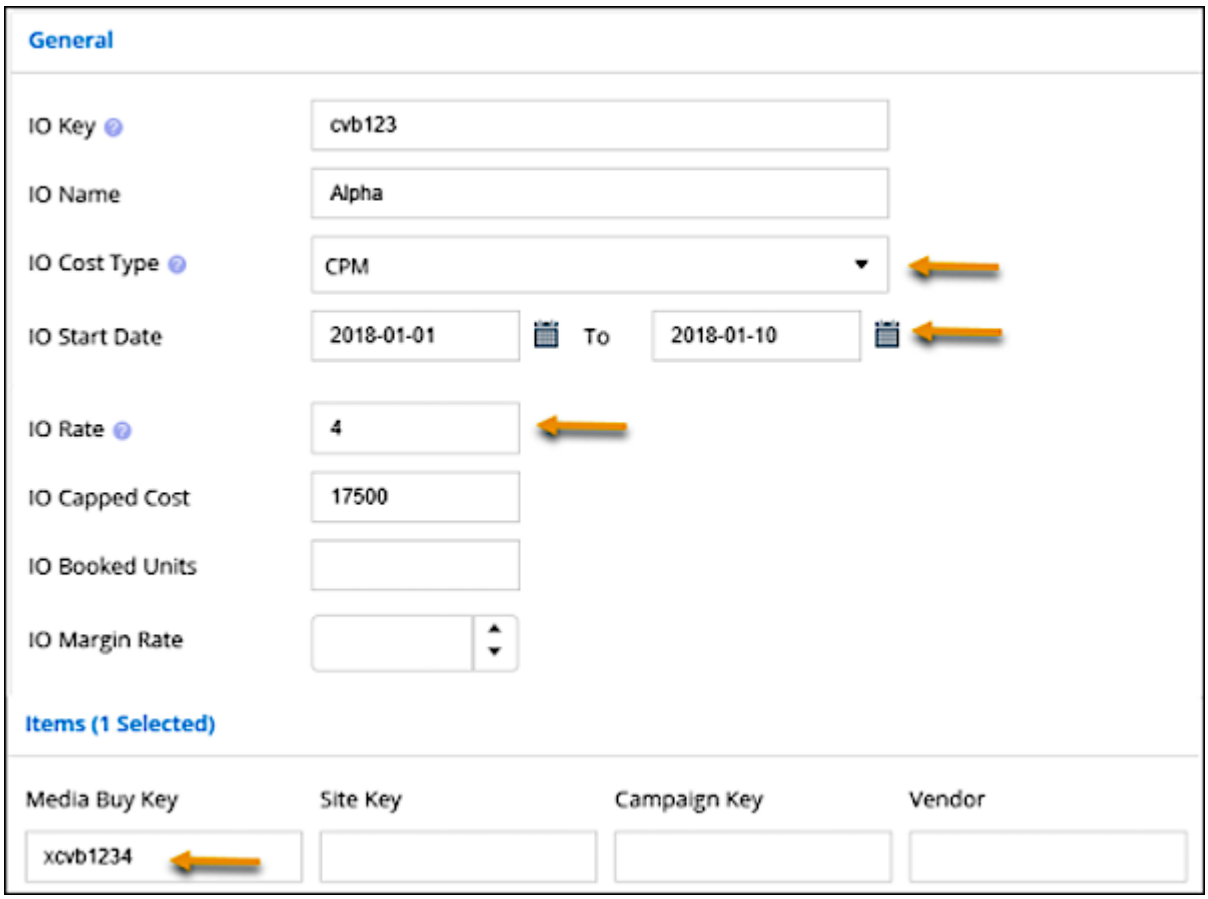
STEP 5: QA Your Data

The first step is to ensure that the uploaded Buy Data has been converted successfully into IOs. To do this, navigate to the IO Management tab, where you should see all the IOs displayed:



Next, access a few IOs randomly to make sure the IO Attributes such as IO Cost Type, IO Start Date, IO End Date, IO Rate etc. are correct.

Additionally, verify that the IO's associated Delivery Keys are correct:



You can now visualize the connection between the Buy Data and the Delivery Data by creating a Table Widget or a Pivot Table that has the IO Name with some of its Main Attributes of Interest. Also make sure you include the Measurements related to the IO Cost Types, and the IO Recalculated Cost as shown in the following example:

IO Name	IO Capped Cost	IO Cost Type	IO Rate	Clicks	Impressions	Leads Generated	IO Recalculated Cost
Alpha	17,500	CPM	4	846	2,456	–	£9.82
Charlie	29,000	CPC	0.3	120	452	–	£36.00
Bravo	23,000	CPM	6.5	54	2,135	–	£13.88
Lima	7,200	CPL	2.5	–	–	211.00	£527.50
Total				**1,020**	**5,043**	**211.00**	**£587.20**

1 - 4 of 4 items

Finally, using the visualized data above, test the following:

- IO Recalculated Cost for selected IOs as per the Measurement to which the Cost Type applies and the IO Rate.
- If you have any Custom Cost Types, test the calculation for those as well.
- Look out for any “Other” values in the IO Name column. Any such values would suggest that the row in question pertains to Delivery activity for which no IO has been defined, or one that has been defined incorrectly with wrong Delivery Item Keys, or an incorrect date range.

Did this article solve your issue?

You are here:

1. Salesforce Help
2. Docs
3. Marketing Cloud Intelligence

Creating an IO in the Media Transparency Center

Learn how to create an IO in the Media Transparency Center.

Note The Media Transparency Center is a premium feature available upon purchase

Marketing Cloud Intelligence Media Transparency Center allows integration of media buying information from a media buying system into your Marketing Cloud Intelligence account.

After the data is added to your account, Intelligence does all the complicated calculations for the defined date ranges, according to the specified cost type and given rate, taking into account parameters like monthly budget, booked units, and margins. This financial information is stored as IOs in Intelligence and uses the data that comes from the various delivery systems to recalculate the actual media cost.

There are two ways to create an IO key in the platform:

1. Add it through the IO Management sub tab under the Media Transparency Center tab.
2. Uploading Buy Data into the platform, through TotalConnect

Method 1: IO Management

1. From the **Connect & Mix** tab, click **Media Transparency Center**.
2. Select the **IO Management** sub tab.
3. Click **Add New**.

In the **General**, **Target Configuration**, and **Data** sections:

1. Enter the **IO Key**. The IO key is the unique id according to which the platform identifies the IO.
2. Enter the **IO Name**.
3. Choose the **IO Cost Type** – This is how your recalculated cost is calculated for the relevant delivery items.
4. **IO Start Date** — The start and end date determines the time period of the delivery data to which the calculations in the IO are relevant. You can't set a time range of more than three years for the IO — the date picker won't allow you to set an end date that exceeds this time range.
5. Select the **IO Target Type** - This defines the target for the IO.
6. Enter the **IO Target Value** that is used to measure the actual value against the margin.

7. **IO Rate** — Enter the rate that defines the cost of a single unit your cost type refers to (for example, a Click in the case of a CPC). However, if your cost type is dCPM or dCPC you don't need to add a rate value.
8. **IO Capped Cost** — Enter the capped cost for this IO that defines its budget limits.
9. **IO Booked Units** — Enter the booked units for this IO. This sets its delivery limits (for example, booked impressions).
10. **IO Margin Rate** — If a margin exists in your calculations, add it here. This margin is applied on top of the recalculated cost.
11. **IO Group Name** — If you want to include this IO in a group, enter the group name here. Groups allow you to view the IO Measurements on a higher level using IO Group Measurements.
12. **IO Group Capped Cost** is the Capped Cost of the group level. It's unrelated to the IO Capped Cost, meaning it won't sum up the IO capped Costs, but apply a separate capping at the IO Group level.

Method 2: Upload Buy Data with TotalConnect

1. From the **Connect & Mix** tab, add a data stream through Total Connect.
2. For **Data Stream type** select **Buy Data**.
3. Enter the **Data Stream Source**. The file should have the fields specified in the IO Management subtab as described earlier.
4. Concerning the IO start and end dates, the limit for three years' time range for an IO still stands. If the source file contains IO with a time range that exceeds three years, the processing of the file will be successful, however, the Problematic end date will be altered.

The Buy Data bucket maps the IO fields and create the IO entities automatically in the Media Transparency Center.

Sometimes the cost type value in the original file doesn't match the preset ones in the platform. In these cases you can use the following formula (in this example for FLAT cost type):

IF(csv['RATE_TYPE'] == 'Flat Rate','FLAT',csv['RATE_TYPE'])

Where:

- RATE_TYPE: is the name of the field in your file.
- "Flat Rate": is how it appears in your file.
- "FLAT": is the Marketing Cloud Intelligence value to convert to.

Now you can:

- Create an IO in the Media Transparency Center IO Management screen.
- Create an IO in the Media Transparency Center using a file upload.
-

Attaching a Delivery Item to an IO in the Media Transparency Center

Learn how to attach a delivery item to an IO in the Media Transparency Center.

An IO holds financial data which together with delivery data enables recalculating media cost. In order to attribute delivery data to an IO you will need to attach delivery items to an IO.

A delivery item can be a Media Buy, Site, Campaign, Vendor or Classification. These items hold Delivery Data like Impressions, Clicks and other measurements which enables Cost Calculation.

Note For the MTC correlation between Delivery Items and IO's to take place correctly, you must add your Buy Data and your Delivery Data to the same Workspace.

There are two ways to add an item to an IO:

1. Add the item through the Media Transparency Center (MTC) **IO Management** sub tab .
2. Add a data stream of Buy Data into the platform with TotalConnect.

Method 1: IO Management

In the Media Transparency Center (MTC), under the **Connect & Mix** tab, select **IO Management** and choose the IO you want to add an item to. In the **Items** section, click **Add Item**.

Then insert the appropriate key in its assigned field.

Each row should contain one combination of keys that describes a delivery item (for example. a Media Buy Key or a Site key together with a Campaign Key).

In the **Classification** field enter the relevant value of the Media Buy IO Classification Dimension. When adding an item based on Classification you must enter a **Campaign Key** as well.

Method 2: TotalConnect

To connect between an IO and an Item you can add a file through the TotalConnect Connector. The file should be Dimension only and include the IO key and the relevant item key.

When uploading, the file automatically appears in the IO screen (there is no need to connect the two Data Streams with a parent-child connection).

Notes:

- If an IO's Delivery Items don't have Delivery Data for its Time period and filters, that IO is considered never to have been fulfilled in terms of Delivery, and will not be visible in a Database Query. The planned, or Buy Data, has to be matched with Measurements data

in order to show up in a Widget, Report, or Pivot Table. You will be able to see the IO planned data in Media Cost Center, but not in queries.

- When you attach a Delivery Item that doesn't bring in any Data for the relevant IO date range it will receive the 'Other' Value.

Dimensions and Measurements in the Media Transparency Center

View a list of the available dimensions and measurements in the Media Transparency Center.

Here are the Dimensions and Measurements available within the Media Transparency Center.

Dimensions

Dimension Name	Type	Description
IO Key	Text	A unique identification for the specific IO
IO Name	Text	The name that will help describe and identify the IO in Marketing Cloud Intelligenc
IO Cost Type	Text	Can be one of the following types which will define how Recalculated Cost (see fu calculated for the relevant IO items (see below): • CPM • CPC • CPCV • CPE • CPV • VCPM • CPA • dCPM • dCPC • FLAT This list can also contain custom cost types as defined in the workspace Settings > Center > Custom Cost Types The following formula can be used in as part of the mapping process in order to ma preset ones in Marketing Cloud Intelligence: IF(csv['RATE_TYPE'] == "Flat Rate","FLAT",csv['RATE_TYPE']) Where: • RATE_TYPE: is the name of the field in your file. • "Flat Rate": is how it appears in your file. • "FLAT": is the Marketing Cloud Intelligence value to convert to.

Dimension Name	Type	Description
IO Start Date	Date	The start date of the IO. The calculations defined by this IO will be relevant for deliv date.
IO End Date	Date	The end date of the IO. The calculations defined by this IO will be relevant for delive date.
IO Target Type	Text	Can be one of the following types which will define the target for the IO in the Marg • CPM • CPC • CPA This list can also contain custom target types as defined in the workspace Settings Transparency Center > Custom Target Types
IO Target Value	Number	The target value that will be used to measure the actual value against in the Margin an IO.
IO Rate	Number	The rate that will be used for most cost types calculations (as described above)
IO Capped Cost	Number	The planned budget for this IO
IO Group Capped Cost	Number	An IO Group planned budget, separate from the IO capping.
IO Booked Units	Number	The booked units for this IO — the amount of booked impressions for a CPM based
IO Fixed Cost	Number	The fixed cost that will be used for Flat cost type calculation only.
IO Margin Rate	Number	The margin that will be used on top of the recalculated cost. Note: When Margin Rate is uploaded as part of a TotalConnect Data Stream, it mus between 0 and 1. For example to apply a 10% margin the uploaded value should be
IO Custom Attribute 1,2,...,60	Text	These additional attributes can contain any additional information to group and filt
Conversion Tag Key	Text	List of Conversion Tag Keys which if set will define the conversions that will attribut be used to calculate cost for CPA IOs
Items	Text	List of Media Buy Keys or Campaign and Site Keys that will define the delivery data attributed to this IO

Measurements

Measurement Name	Type	Aggregation Function	Description

Measurement Name	Type	Aggregation Function	Description
IO Actualized Cost (Accumulative)			The sum of the IO Actualized cost up until the row's date.
Actualized Cost			IO Share of Total * IO Actualized Cost (Accumulative) will give the cost of the delivery item. Calculation: IO Actualized Cost * (Recalculated cost/Recalculated Cost (total If the IO has a FLAT rate the calculation will be: IO Actualized Cost * (Impression/Impressions (total)) In other words, if there are no Impressions the value will be "0" Can be used with: IO dimensions, Dates, IO items (Media Buy, Sit
IO Actualized Cost By Day	Currency		The daily cost up to the point where the IO Capped Cost was reac day when that happened it will contain the remaining budget up t On the next days, the measurement will contain zero cost. The idea behind this metric is to show the IO's total cost up to a g The formula behind this measurement is: Recalculated Cost - Recalculated Cost (Accumulative) + Actualiz (Accumulative) Returns 0 if the calculation results in a negative value. Can be used with: IO Dimensions, Dates, IO items (Media Buy, Si
IO Group Actualized Cost	Currency		IO Group Share of Total * IO Group Actualized Cost (Accumulativ gives the assumed actual cost of the delivery item when looking a Can be used with: IO dimensions, delivery entities, Dates
IO Group Actualized Cost (Accumulative)	Currency		The sum of the IO Group's Actualized cost up until the row's date Can be used with: IO dimensions, Dates
IO Group Actualized Cost (Total) -	Currency		The total of IO Group Actualized Cost. Used for calculations
IO Booked Units	Number	LIFETIME	Always includes the booked units as defined on the IO Can be used with: IO dimensions, Dates, IO items (Media Buy, Sit
IO Booked Units (Accumulative)	Number	LIFETIME	The IO Booked Units, divided by the amount of days between IO S Date, multiplied by the amount of elapsed days from IO Start Day

Measurement Name	Type	Aggregation Function	Description
			Can be used with: IO dimensions, Dates
IO Capped Cost	Currency	LIFETIME	Always includes the capped cost as defined on the IO. Can be used with: IO dimensions, Dates
IO Group Capped Cost	currency	LIFETIME	Always includes the group capped cost as defined on the IO leve Capped Cost field. This is a separate value from the IO capped c not sum up the IO capped Costs, but apply a separate capping a Can be used with: IO dimensions, Dates
IO days	Number	MIN	Total amount of days between the IO start date and end date
IO Expected Cost (Accumulative)	Currency	LIFETIME	The IO Capped Cost, divided by the amount of days between IO S Date, multiplied by the amount of elapsed days from IO start day Can be used with: IO dimensions, Dates
IO Expected Cost (Daily)	Currency		Is calculated as [Capped Cost]/ [IO Days]
IO Margin Rate (Daily)	Number	AVG	The IO's Daily Margin as set in the Margin Adjustment tab
IO Media Cost Margin	Currency	SUM	The margin per media buy, data uploaded by the user. When this data is mapped the recalculated cost is calculated - cost/(1- IO Margin Rate) + Media Buy Margin
IO Total Margin	Currency	SUM	Is calculated- [Media Buy Margin (currency) + IO Margin Rate (cur cost (no margin)
IO Media Cost (Accumulative)	Currency	LIFETIME	The sum of the Media Cost up until the row's date. Can be used with: IO dimensions, Dates
IO Group Media Cost (Accumulative)	Currency	LIFETIME	The sum of the IO Group's Media Cost cost up until the row's dat Can be used with: IO dimensions, Dates
IO Recalculated Cost (no margin)	Currency	SUM	The IO Recalculated Cost without the addition of the margin. Dep type that was defined in the IO Cost Type (see above) and is calcu IO items: • CPM: IO Rate * Impressions / 1000 • CPC: IO Rate * Clicks • CPA: IO Rate * Conversions (from the conversion tags def

Measurement Name	Type	Aggregation Function	Description
			• CPCV: IO Rate * Video Fully Played • CPE: IO Rate * Social Total Engagements • VCPM: IO Rate * Viewed IAB Impressions / 1000 • CPV: IO Rate * Video Views • dCPM: Media Cost / (1- IO Margin Rate) • dCPC: Media Cost / (1 - IO Margin Rate) • FLAT: will show no value If a value exists in the IO Margin field, this Margin will be added to calculated cost. Can be used with: IO dimensions, IO items (Media Buy, Site, Cam
IO Recalculated Cost	Currency	SUM	The IO Recalculated Cost (No Margin) including the margin: IO Recalculated Cost (No Margin) / (1 - Margin)
IO Recalculated Cost (Accumulative)	Currency	LIFETIME	The sum of the IO Recalculated cost from the IO's start date, up u date or the IO's end date. Can be used with: IO dimensions, Dates
IO Group Recalculated Cost (Accumulative)	Currency	LIFETIME	The sum of the IO Group Recalculated cost up until the row's dat Can be used with: IO dimensions, Dates
IO Group Recalculated Cost (Total)	Currency		The total of the IO Group Recalculated Cost (Accumulative). Use
IO Remaining Budget	Currency		The IO's remaining budget for a given point in time. The formula behind this measurement is: IO Capped Cost - Actualized Cost (Accumulative) Can be used with: IO dimensions, Dates
IO Share Of Total			Recalculated Cost of the Table Item (each row) / IO Recalculated For FLAT rate: Impressions for the Delivery Unit/ Total Impression of the IO
IO Group Share Of Total			Recalculated Cost of the item/IO Group Recalculated Cost (Total

Media Transparency Center FAQ

Read our FAQ to learn about the most common Media Transparency Center questions and answers.

- What's the difference between Actualized Cost and IO Actualized Cost (By Day)? What's the use case for using each one?
- How can I view the cost of entities on a level lower than IO in case of a FLAT rate type IO?
- How do I create an IO with a Cost Type / Target Type that doesn't exist in the platform?
- When slicing Delivery Data on IO Dimensions it seems the Delivery Data values are higher than what would be expected. Why is this happening?
- When slicing delivery data on IO Dimensions I see data under an IO named 'Other'. What caused this situation and why is there Delivery Data connected to this IO?
- What is the calculation for Recalculated Cost in the Datorama platform? Based on the margin rate I'm charging, I'm expecting to see different results.
- How do I connect delivery data to an IO?
- What is the Actual Value column in the Margin Adjustment Tool and how is it being calculated?

What's the difference between Actualized Cost and IO Actualized Cost (By Day)? What's the use case for using each one?

The Actualized Cost Measurement is used to display actualized cost for entities on levels lower than an IO, for example, Media Buy. Its calculation is based on maintaining the ratio between the entity's recalculated cost to the recalculated cost of the entire IO. The calculation is as follows:

$$\text{Actualized Cost} = \frac{\text{Recalculated Cost}}{\text{Recalculated Cost (Total)}} \times \text{IO Actualized Cost (Total)}$$

The Actualized Cost by day Measurement presents the Recalculated cost until the point when the IO reached its budget, and from that point and on it will show 0 cost.

The choice between the two actualized Measurements depends on the type of Entity you're using in your view and the information you're trying to visualize:

- For Date Entities (Day, Week, and so on) you can use either one of the Measurements, depending on what you want to see. Remember that currently IO Actualized Cost (By day) must be presented with a Date Dimension.
- For any other Entity (Media Buy, Site, and so on) use Actualized Cost.

How can I view the cost of entities on a level lower than IO in case of a FLAT rate type IO?

Since FLAT Rate Type IOs don't base their cost on Delivery Data, the cost for each entity is approximated by the ratio between the number of the relevant Entity's Impressions and the total number of Impressions delivered during the IO's date range.

The calculation is as following:

$$\text{Actualized Cost} = \frac{\text{Impressions}}{\text{Impressions (Total)}} \times \text{IO Actualized Cost (Total)}$$

Note that 'IO Recalculated Cost' doesn't hold any value in case of a 'FLAT' Rate Type IO. If you want to aggregate the cost of a 'FLAT' Rate Type IO with other IOs, use 'Actualized Cost'.

How do I create an IO with a Cost Type / Target Type that doesn't exist in the platform?

First, set a Custom Cost Type from the Media Transparency Center tab under the Workspace's settings. Choose the relevant Measurement from the drop-down list.

The calculation is Measurement*Rate. Select the display name for this Custom Cost Type / Target Type and click Save.

Custom Cost Types can only be based on Native Measurements (that is, Measurements that are mapped via a Data Stream). In case you want your Cost Type to be based on a Calculated Measurement, you need to create it during the mapping process with the TotalConnect formulas.

The new Custom Cost Type is available in the drop-down list in the IO Management tab along with platform Cost Types. In case you are using TotalConnect to create your IOs, you will need to use the function COSTTYPE () or TARGETTYPE() in the relevant fields in order to map your IO correctly. These functions perform a lookup to the available Cost Type / Target Type in Marketing Cloud Intelligence.

For example, if my data is as following:

IO Key	IO Name	Cost Type	IO Rate	
Generic Key no. 1	Generic IO no. 1	CPCV	1.5	100

The formula to use to map the 'Cost Type' dimension is: COSTTYPE(csv['Cost Type'])

It isn't possible to verify a formula that contains the COSTTYPE function by clicking 'Validate Formula' in the mapping screen. Test the logic of your formula before adding the COSTTYPE function and then testing the results of the full formula in a Pivot Table.

When slicing Delivery Data on IO Dimensions it seems the Delivery Data values are higher than what would be expected. Why is this happening?

This can happen if a Media Buy is connected to more than one IO at a given point in time. This isn't an expected behavior, but if this does occur, the Delivery Data of the Media Buy will be used to calculate the cost for any IO that it's connected to.

When slicing delivery data on IO Dimensions I see data under an IO named 'Other'. What caused this situation and why is there Delivery Data connected to this IO?

The IO named 'Other' is an entity's instance created just for the sake of the view, it represents the Delivery Data that isn't connected to any IO at the requested date range.

What is the calculation for Recalculated Cost in the Datorama platform? Based on the margin rate I'm charging, I'm expecting to see different results.

First, you need to know the differences between Markup and Margin. These two terms are commonly being misused and are the key to understanding the calculation that Marketing Cloud Intelligence uses in the 'Media Transparency Center'.

Margin

The ratio between the additional costs added on top of the basic Media Cost and the Recalculated Cost, the final amount the client pays (considering the capped cost, if there's one)

Markup

The ratio between the additional costs added on top of the basic Media Cost, and the basic Media Cost.

Marketing Cloud Intelligence uses Margin to calculate the additional costs added over the Media Cost. If you want to calculate according to Markup, please contact our support team with the relevant details (Workspace ID).

The calculation for Recalculated Cost in the Intelligence platform is as follows:

$$Realculated\ Cost\ (\$) = \frac{Media\ Cost\ (\$)}{1 - Margin\ Rate\ (\%)}$$

For example, if your data is:

IO Name	Media Cost	IO Margin Rate
Generic IO no. 1	100 $	0.2

The 'Recalculated Cost' will be calculated as follows:

$$Recalculated\ Cost\ (\$) = \frac{100\ (\$)}{1 - 0.2\ (\%)} = \frac{100\ (\$)}{0.8\ (\%)} = 125\ (\$)$$

How do I connect delivery data to an IO?

There are two common ways to connect Delivery Data to an IO, both of which are based on creating a connection between the 'IO Key' and the relevant Entity in the Delivery Data. You can either connect the keys with Media Transparency Center or with TotalConnect.

What is the Actual Value column in the Margin Adjustment Tool and how is it being calculated?

The Actual Value is calculated as follows:

$$Actual\ Value = \frac{Recalculated\ Cost\ (\$)}{Delivery\ Measurement}$$

The Delivery Measurement is inherited from the Target Cost Type set for the IO. For example, if the Target Cost Type is CPA, the Delivery Measurement would be Conversions. The actual value is colored according to the Target Value set in the IO settings.

For example, if you had a Target Value of 1 and your Cost Type is CPC, your Recalculated cost is $10 and you have 5 clicks, your actual value will be 2 more than your target value. Therefore it is colored red.

Grouping Delivery Data in the Media Transparency Center

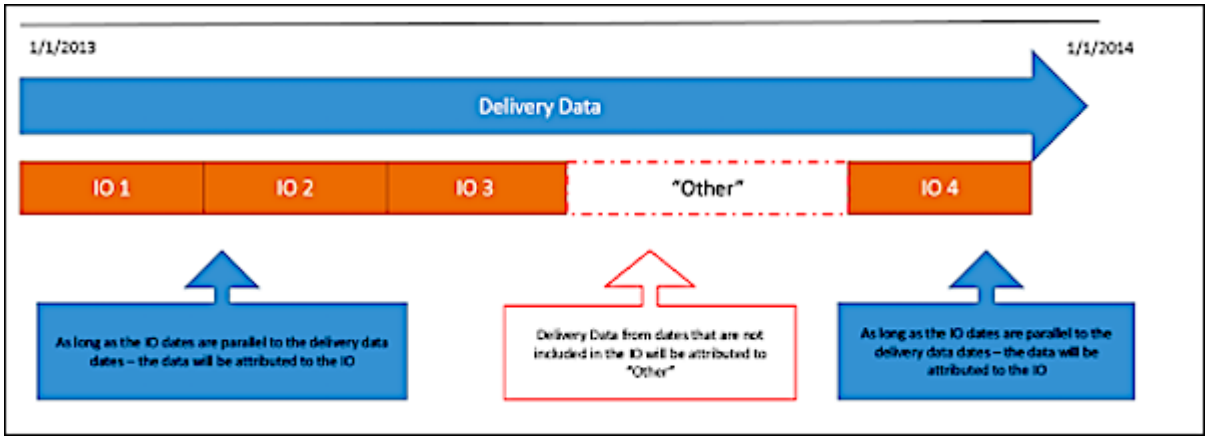
Learn about grouping delivery data in the Media Transparency Center.

When looking at Buy Data in the IO or Media buy level, the delivery data can sometimes be grouped under the 'Other' Entity.

Table

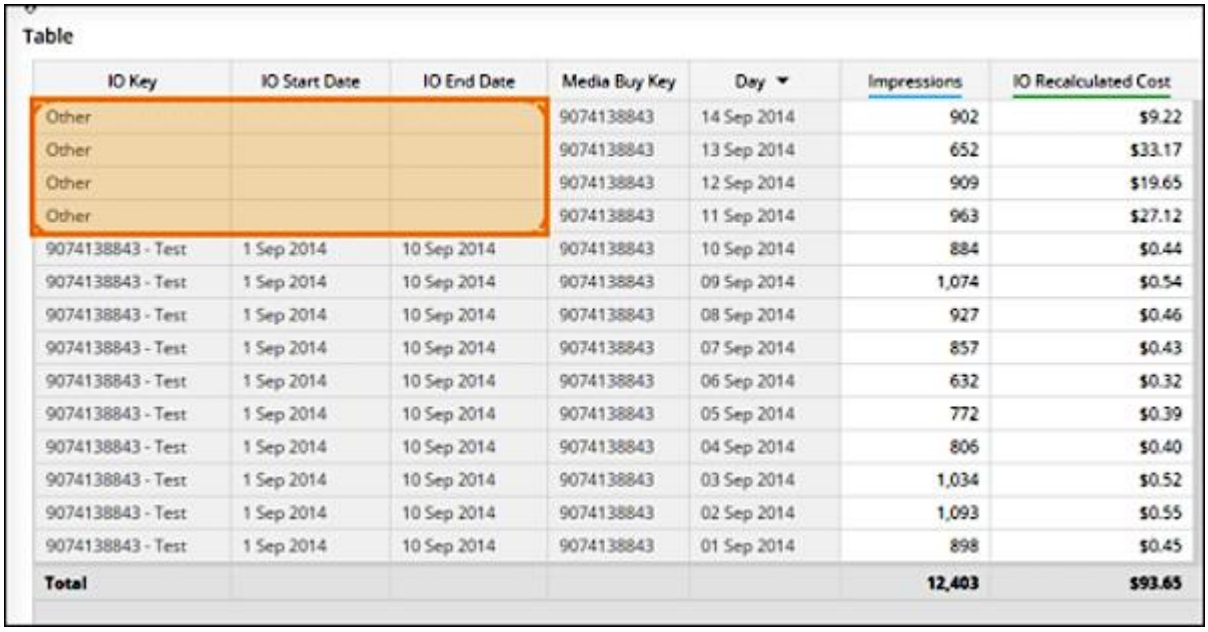
Day	IO Key	Media Buy Key	Impressions	IO Recalculated Cost
01 Sep 2014	9074138843 - Test	9074138843	898	$0.45
02 Sep 2014	9074138843 - Test	9074138843	1,093	$0.55
03 Sep 2014	9074138843 - Test	9074138843	1,034	$0.52
04 Sep 2014	9074138843 - Test	9074138843	806	$0.40
05 Sep 2014	9074138843 - Test	9074138843	772	$0.39
06 Sep 2014	9074138843 - Test	9074138843	632	$0.32
07 Sep 2014	9074138843 - Test	9074138843	857	$0.43
08 Sep 2014	9074138843 - Test	9074138843	927	$0.46
09 Sep 2014	9074138843 - Test	9074138843	1,074	$0.54
10 Sep 2014	9074138843 - Test	9074138843	884	$0.44
11 Sep 2014	Other	9074138843	963	$27.12
12 Sep 2014	Other	9074138843	909	$19.65
13 Sep 2014	Other	9074138843	652	$33.17
Total			**12,403**	**$93.65**

This happens when the delivery data is relevant for a date range no IO is linked to.



To further inspect the matter and make sure this is indeed an IO date range matter, create a report, pivot table, or table widget with the following fields: Day, Media Buy Name/Key, IO key, IO start date, IO end date, and Impressions.

You get the following:



Table

IO Key	IO Start Date	IO End Date	Media Buy Key	Day	Impressions	IO Recalculated Cost
Other			9074138843	14 Sep 2014	902	$9.22
Other			9074138843	13 Sep 2014	652	$33.17
Other			9074138843	12 Sep 2014	909	$19.65
Other			9074138843	11 Sep 2014	963	$27.12
9074138843 - Test	1 Sep 2014	10 Sep 2014	9074138843	10 Sep 2014	884	$0.44
9074138843 - Test	1 Sep 2014	10 Sep 2014	9074138843	09 Sep 2014	1,074	$0.54
9074138843 - Test	1 Sep 2014	10 Sep 2014	9074138843	08 Sep 2014	927	$0.46
9074138843 - Test	1 Sep 2014	10 Sep 2014	9074138843	07 Sep 2014	857	$0.43
9074138843 - Test	1 Sep 2014	10 Sep 2014	9074138843	06 Sep 2014	632	$0.32
9074138843 - Test	1 Sep 2014	10 Sep 2014	9074138843	05 Sep 2014	772	$0.39
9074138843 - Test	1 Sep 2014	10 Sep 2014	9074138843	04 Sep 2014	806	$0.40
9074138843 - Test	1 Sep 2014	10 Sep 2014	9074138843	03 Sep 2014	1,034	$0.52
9074138843 - Test	1 Sep 2014	10 Sep 2014	9074138843	02 Sep 2014	1,093	$0.55
9074138843 - Test	1 Sep 2014	10 Sep 2014	9074138843	01 Sep 2014	898	$0.45
Total					**12,403**	**$93.65**

In this example, you can see that for the same media buy key, the data in some of the days is attributed to a real IO, and starting September 11, the data is attributed to 'Other'. Notice that the IO end date is September 10, therefore, this data is out of the IO's date range.

Actualized and Recalculated Costs in the Media Transparency Center

Learn about actualized and recalculated costs in the Media Transparency Center.

In working with Media Transparency Center, you'll have noticed that quite a few new Cost Measurements have been added to your Workspace, most are variants of two main Cost Type Measurements:

IO Recalculated Cost

IO Recalculated Cost is a recalculation of the cost, based on the IO Cost Type, IO Rate, and actual units delivered, irrespective of any Budget limits.

Actualized Cost

Actualized Cost is the same recalculation of the IO Recalculated Cost, but with adherence to the Budget (IO Capped Cost) as its limit, 'capping out' as soon as that budget has been fulfilled.

Definitions

IO Cost Type

Cost Type is usually an abbreviation of letters symbolizing both the calculation method used to calculate the cost of digital marketing activity in question. Common Cost Type examples are CPC (Cost per Click) and CPM (Cost per 1,000 Impressions).

IO Rate

The actual amount that each delivered unit will be charged in the cost recalculation. For example, the IO Rate used for a CPC Cost Type, of a certain IO is $0.2 for each Click.

IO Margin Rate

An additional charge, defined as percentage, added on top of the cost recalculation. Typically used by parties such as agencies, to factor in an additional commission charge.

Accumulative Costs

For example, IO Recalculated Cost (Accumulative), are cost recalculations that are date-based, whose value on any particular day, is the total of all the days which preceded it. Furthermore, Accumulative costs are always at the entire IO level, for all associated delivery items combined — that is, even if viewed for a single delivery item, the value shown will be that of all delivery items associated with the IO. Accumulative costs always start their accumulation from the IO Start Date, even if that date falls outside the filtered date range of any particular view.

IO Group Costs

For example, IO Group Actualized Cost, are cost recalculations processed at the group level, for multiple IOs defined as belonging to the same group.

IO Capped Cost

The value at which the IO's Recalculated Cost caps — that is, the IO's Budget. This Capping is observed by Actualized Cost calculations.

Prorated Actualized Cost Value

While the IO Capped Cost is defined at the entire IO level, some users may wish to view the Actualized Cost at the level of the IO's Delivery Items, for example Media Buys, Campaigns and so on. Since Actualized Cost is dependent upon the IO Capped Cost, which itself is defined for the IO as a whole and not for each Delivery Item, there's no way to derive the Actualized Cost for each Delivery Item. Therefore when the IO Capped Cost is exceeded, the only way to assign an Actualized Cost value to each Delivery item, is to prorate the entire IO Capped Cost by each of its associated Delivery Item's weight. This value is hence an estimation.

Re-Calculated Cost Measurements

Measurement Name	Description
IO Recalculated Cost	This measurement is a recalculation of the Cost based on the Measurement value a The recalculation varies depending on the IO's Cost Type, as follows: CPM: IO Rate * Impressions / 1000 CPC: IO Rate * Clicks CPA: IO Rate * Conversions(from the conversion tags defined in the IO) CPCV: IO Rate * Video Fully Played CPE: IO Rate * Social Total Engagements VCPM: IO Rate * Viewed IAB Impressions / 1000 CPV: IO Rate * Video Views dCPM: Media Cost / (1- IO Margin Rate)

Measurement Name	Description
	dCPC: Media Cost / (1 - IO Margin Rate) FLAT: will show no value If the 'IO Margin Rate' field contains a value, that value will be added to the IO Recal follows: IO Recalculated Cost / (1 - Margin) Can be used with: IO dimensions, IO items (Media Buy, Site, Campaign), Dates
IO Recalculated Cost (Accumulative)	For any particular date, this Measurement shows the total 'IO Recalculated Cost' fo preceded it, from the IO Start Date (even if the IO Start Date falls outside the filtered particular view). Can be used with: IO dimensions, Dates
IO Group Recalculated Cost (Accumulative)	For any particular date, this Measurement shows the total 'IO Recalculated Cost' fo belong to the same Group, for all the days which preceded it, from the IO Start Date Can be used with: IO Dimensions, Dates

Actualized Cost Measurements

Measurement Name	Description
IO Actualized Cost (Accumulative)	For any particular date, this Measurement shows the sum of all the Actualized Cost va which preceded it, from the IO Start Date.
Actualized Cost	The total cost actualized (or used) out of the 'IO Capped Cost'. This Measurement is m at a Delivery Item level. This Measurement shows an assumed (or prorated) value. Calculation: IO Share of Total X IO Actualized Cost (Total) Can be used with: IO Dimensions, Dates, IO items (Media Buy, Site, Campaign)
IO Actualized Cost By Day	On each day, shows the IO Recalculated Cost while keeping track of its accumulated t accumulated total reaches or surpasses the IO Capped Cost, the IO Actualized Cost b zero value on any consecutive day from that point forth. IO Actualized Cost By Day is calculated using the following formula: Recalculated Cost - IO Recalculated Cost (Accumulative) + Actualized Cost (Accumul If a negative value is returned, the IO Actualized Cost By Day value shows as '0'. Can be used with: IO Dimensions, Dates, IO items (Media Buy, Site, Campaign)
IO Group Actualized Cost	The total cost actualized (or used) out of the total 'IO Capped Cost' of all the IOs that b group. This Measurement is intended for use at a Delivery Item level and its value is ass Calculation:

Measurement Name	Description
	IO Group Share of Total * IO Group Actualized Cost (Accumulative) Can be used with: IO Dimensions, Delivery Entities, Dates
IO Group Actualized Cost (Accumulative)	For any particular date, this Measurement shows the sum of all the IO Group Actualize the days which preceded it, from the IO Start Date. Can be used with: IO Dimensions, Dates

Workspace Settings in the Media Transparency Center

Learn about the workspace settings in the Media Transparency Center.

To access the Media Transparency Center Settings:

1. Open Marketing Cloud Intelligence and access your account settings by clicking the **Account** dropdown menu.
2. Select the account for which you want to adjust the MTC settings.
3. Click **Workspaces** and then select the specific Workspace.
4. In the left pane, under the workspace settings menu click **Cost Center**.

As with other Workspace settings, MTC settings can also be pushed or imported across Workspaces in the same account.

5. In the MTC settings you can set **Custom Cost Types** and **Custom Target Types**.

If you create Custom Cost Types, their display names must be different than the System Cost Type names. The system always uses the system calculations (the predefined measurements per cost type) rather than the selected measurements in the Custom Cost Type fields.

6. In the Measurement column select the Measurement you want to calculate your cost according to. For example, if you chose **Video Completes**, the Cost/Target type should be **Cost Per Video Completes**.
7. Under **Margin Adjustment**, you can choose what happens when you edit yesterday's margin by selecting:

   Never change IO's default margin

   Always change IO's default margin

   Ask me when that happens