

AdFormance – Marketing Performance Dashboard

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Domain: SaaS / Marketing Analytics / Decision-Making

Product Vision: Help marketing teams measure, analyze, and optimize campaigns in real-time by consolidating key marketing metrics in one intelligent dashboard.

Problem Statement

Marketing data is scattered across multiple platforms, making it difficult to track campaign performance, measure ROI, and take timely decisions. Teams need a single source of truth to monitor KPIs and optimize campaigns effectively.

Target Users & Personas

- **Primary Users:** Marketing Managers, Growth Marketers, CMOs
 - **Persona 1:** Neha, Marketing Manager – Wants real-time insights into campaign performance across channels.
 - **Persona 2:** Arjun, CMO – Needs a high-level dashboard showing ROI, engagement, and budget allocation to make strategic decisions.
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Key Metrics (KPIs)

Category	KPI	Description	Target
Traffic	Website Visitors	Total unique visitors per day/week	+10% MoM
Engagement	CTR (Click-Through Rate)	% of clicks per campaign	≥5%

Category	KPI	Description	Target
Lead Generation	Leads Captured	Number of qualified leads	≥200/week
Conversion	Conversion Rate	% of leads converted to customers	≥15%
Revenue	Campaign ROI	Revenue generated per campaign / cost	≥3x ROI
Email Marketing	Open Rate	% of emails opened	≥25%
Social Media	Engagement Rate	Likes, shares, comments per post	≥10%

Dashboard Features

Feature	Description
Real-Time Metrics	Live updates from ad platforms, email, and social media
Multi-Channel View	Combine all channels in one dashboard
Alerts & Recommendations	Notify marketers when performance drops below thresholds
Trend Analysis	Historical performance trends and predictive insights
Budget Optimization	Suggest reallocation based on ROI and engagement
Export & Reports	Downloadable reports for stakeholders and leadership

User Journey

Scenario: Neha, the Marketing Manager, uses AdFormance weekly:

1. **Login & Overview:** Sees top KPIs in cards: website traffic, CTR, leads captured, ROI.
2. **Deep Dive:** Clicks CTR chart → sees top-performing campaigns, channels, and audience segments.
3. **Actionable Insights:** Dashboard recommends reallocating budget from low-performing ads to high-converting campaigns.

4. **Reporting:** Exports a weekly performance report for the marketing team and executives.
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Dashboard Mockup

(Attach Figma/PNG prototype here for portfolio)

Layout Example:

- Top row: KPI cards with colored indicators (green = on target, yellow = warning, red = off-target)
 - Middle: Charts for campaign performance, channel comparison, and engagement trends
 - Bottom: Recommendations and budget optimization suggestions
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Benefits

- **Marketers:** Quickly optimize campaigns and improve engagement
 - **CMOs / Executives:** Make data-driven strategic decisions
 - **Teams:** Align on KPIs and measure marketing ROI efficiently
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Key Takeaways

- Consolidates multi-channel marketing data in a **single dashboard**
- Focuses on **actionable insights for campaign optimization**
- Highlights **impact on engagement, leads, conversion, and revenue**