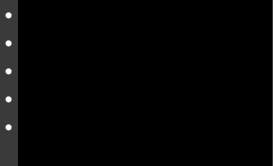




AI/ML 2024 Information Sheet

Data Source Information

Business & Campaign Contacts:



Dashboard Created By: [Sy Soni](#)

Data Sources:

- Campaign Members tab:**
 - Snowflake:
 - Database: Landing
 - Schema: Salesforce
 - Table: Campaign_Member
- UTM tab:**
 - Snowflake
 - Database: Landing
 - Schema: Salesforce
 - Table: Campaign
- Video Performance tab:**
 - Aggregated data from YouTube Analytics Studio and Snowflake
 - Snowflake
 - Database: Landing
 - Schema: Adobe_Analytics
 - Table: vw_adobe_analytics_json_temporarydata
- Web:**
 - Snowflake
 - Database: Landing
 - Schema: Adobe_Analytics
 - Table: vw_adobe_analytics_json_temporarydata

Dashboard Information

Campaign Members:

This tab shows campaign member data and includes the ability to filter by and for:

- Company*
- Country*
- Profile (Ansys Employee, ICP, Junk, Student | Academic)*
- Member Type (Contact or Lead)*
- Campaign Member Status (ex: registered, responded, etc.)*

UTM:

This tab shows UTM data that drove campaign members to the campaign.

Video Performance:

This tab shows video view data for the following videos:

- Ansys AI: Transforming Simulation at the Speed of AI
- Ansys SimAI: An AI Platform for Simulation
- Ansys SimAI: Predict at the Speed of AI
- SimAI Workflow Demo

The data is sourced from YouTube Analytics Studio.

Additional data for the same videos are included from Ansys.com (Vidyard).

Web:

This tab shows visits to Ansys.com where the page URL contains "ai".

Links of Interest

Salesforce Campaigns:

- [AI/ML 2024 | Salesforce](#)
- [Contact Us 240101 AI/ML SimAI | Salesforce](#)
- [Whitepaper 240101 AI/ML Whitepaper | Salesforce](#)
- [Email-Nurture 240101 AI/ML Email 1 | Salesforce](#)
- [Webinar-Live 240213 Introducing Ansys AI - A new chapter in engineering simulati | Salesforce](#)
- [Email 240213 Introducing Ansys AI-Webinar | Salesforce](#)
- [Social-Organic 240221 Introducing Ansys AI-Webinar | Salesforce](#)
- [Webinar-Live 240221 Introducing Ansys SimAI- cloud -native-generetive-AI-for-sim | Salesforce](#)
- [Social-Organic 240213 Introducing Ansys AI-Webinar | Salesforce](#)
- [Email 240221 Introducing Ansys AI-Webinar | Salesforce](#)
- [Social-Organic 240101 AI/ML Landing Page Form | Salesforce](#)
- [ContactUs 240112 AI/ML Email CTA | Salesforce](#)
- [Event Live 24318 GTC | Salesforce](#)
- [Email-Nurture 240101 AI/ML Email 4 | Salesforce](#)
- [Email-Nurture 240101 AI/ML Landing Page | Salesforce](#)
- [Email-Nurture 240101 AI/ML Email 6 | Salesforce](#)
- [Email-Nurture 240101 AI/ML Email 2 | Salesforce](#)
- [Email-Nurture 240101 AI/ML Email 3 | Salesforce](#)
- [Meetings 24318 GTC | Salesforce](#)
- [Email-Nurture 240101 AI/ML Email 5 | Salesforce](#)
- [Demos 24318 GTC | Salesforce](#)
- [Contact Us 240101 AI/ML Sign Up for More Info | Salesforce](#)
- [Accelerate Your Simulation with SimAI 2024 | Salesforce](#)
- [Email-SingleSend-240516-Accelerate Your Simulation with SimAI 2024 | Salesforce](#)
- [Email-SingleSend-240529-Accelerate Your Simulation with SimAI-Webinar1 | Salesforce](#)
- [Email-SingleSend-240529-Accelerate Your Simulation with SimAI-Webinar2 | Salesforce](#)
- [Email-SingleSend-240529-Accelerate Your Simulation with SimAI-Webinar3 | Salesforce](#)
- [Email-SingleSend-240619-Accelerate Your Simulation with SimAI-Webinar-Final | Salesforce](#)
- [Webinar-Live 240530 SimAI for Structures | Salesforce](#)
- [Webinar-Live 240604 SimAI for CFD | Salesforce](#)
- [Webinar-Live 240611 SimAI for Electromagnetics | Salesforce](#)
- [Webinar-Live 240625 SimAI for Optics | Salesforce](#)
- [DE-Roundtable 240625 Cloud-Hosted Simulation | Salesforce](#)
- [Event Live 2464 Microsoft HPC AI Summit | Salesforce](#)
- [Email-SingleSend-240509 Microsoft HPC AI Summit | Salesforce](#)
- [Request Live Demo 240701 AI/ML Ansys.AI | Salesforce](#)
- [Request Live Demo 240701 AI/ML SimAI | Salesforce](#)
- [Whitepaper 240701 AI/ML Whitepaper Structures | Salesforce](#)

Company

All

Country

All

Profile

All

Member Type

All

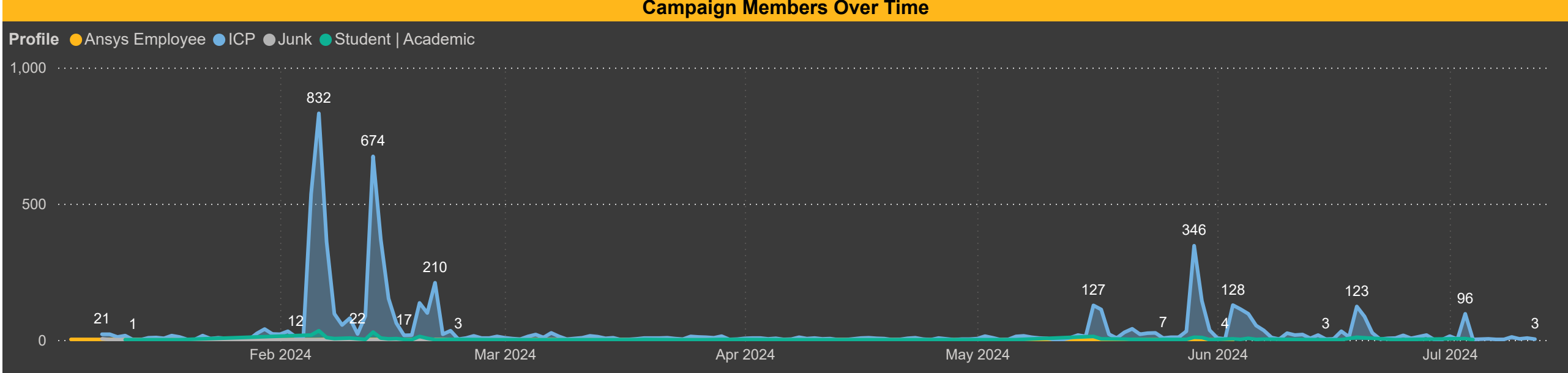
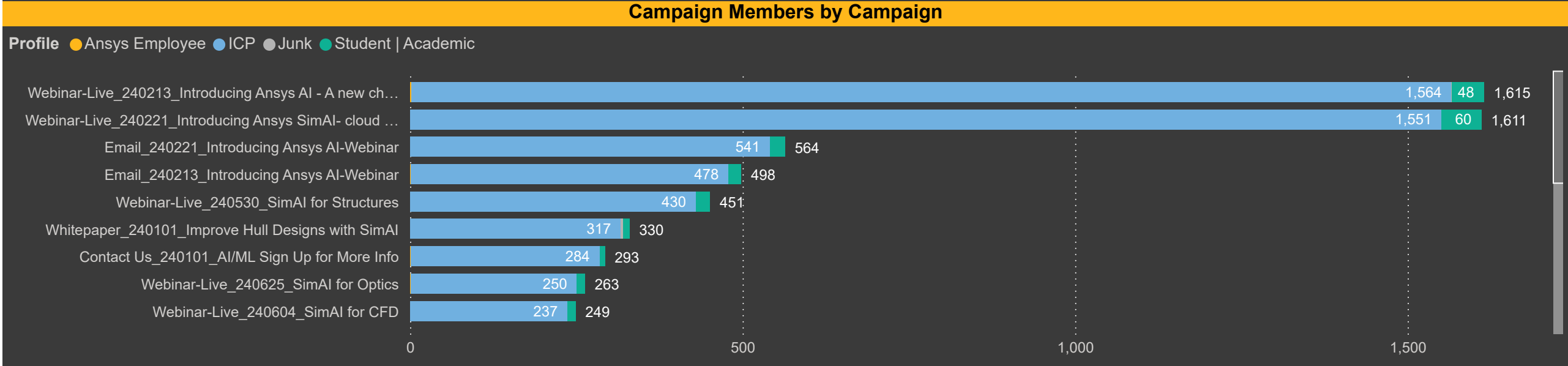
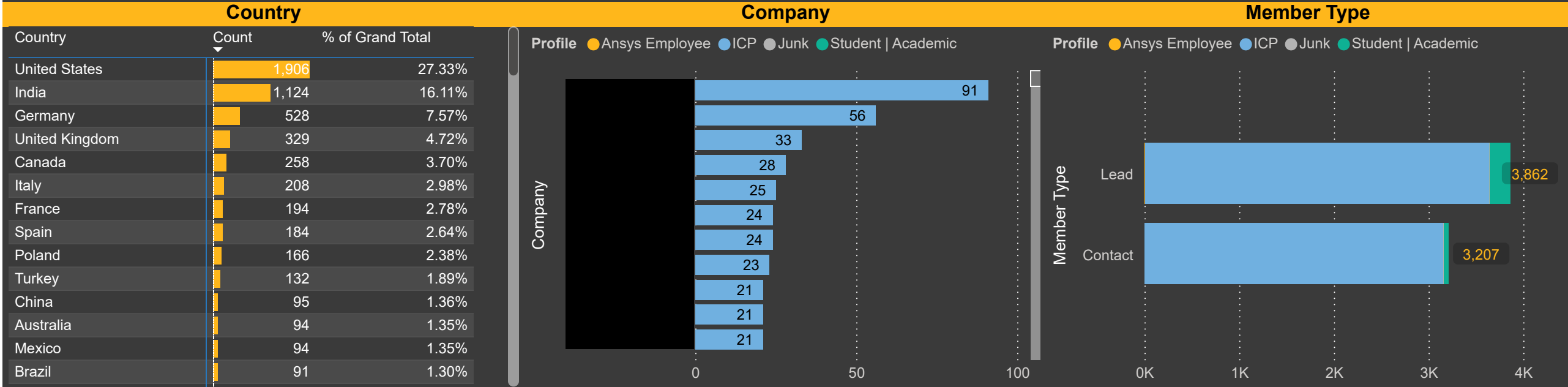
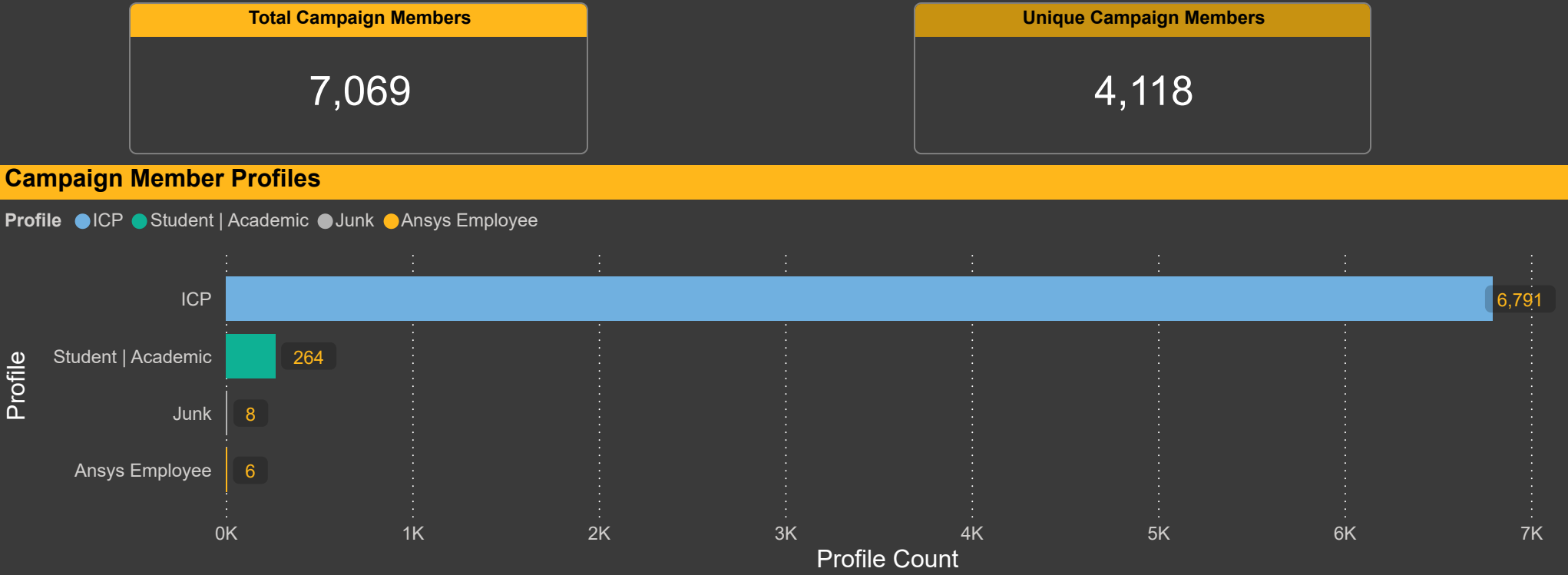
Member Status

All

Created Date

1/5/2024

7/12/2024



Campaign

All

Content

All

Medium

All

Source

All

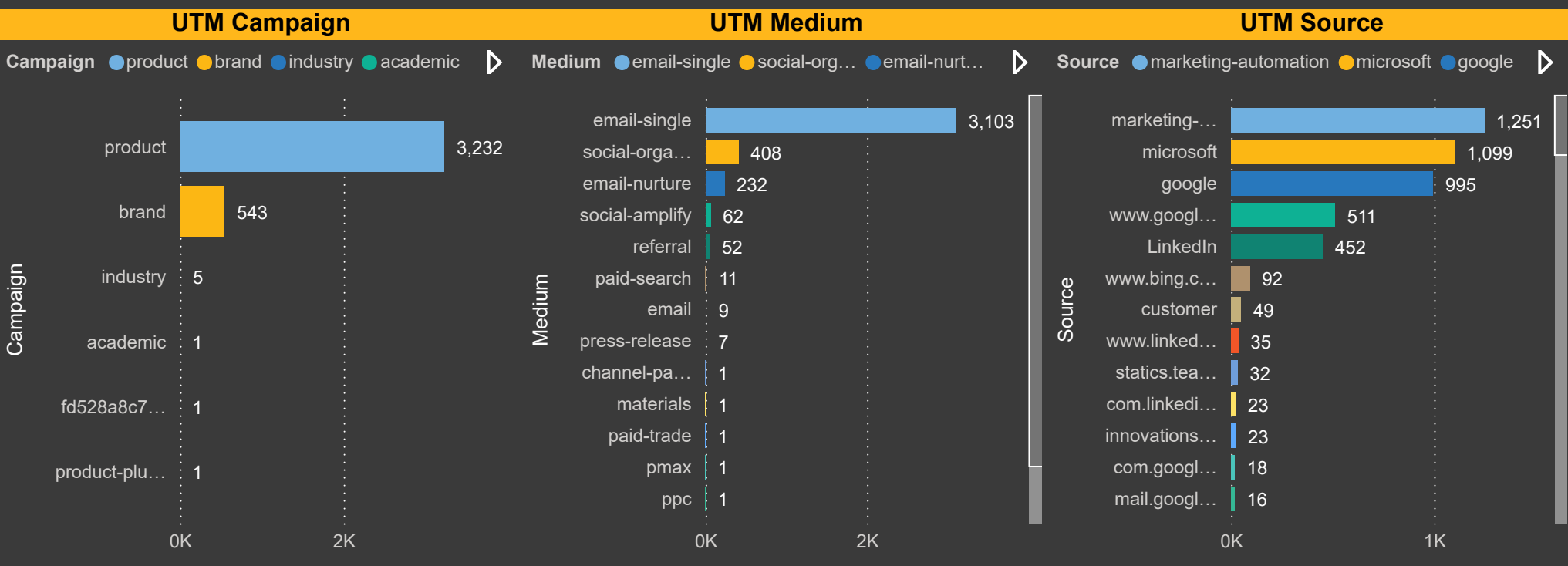
Term

All

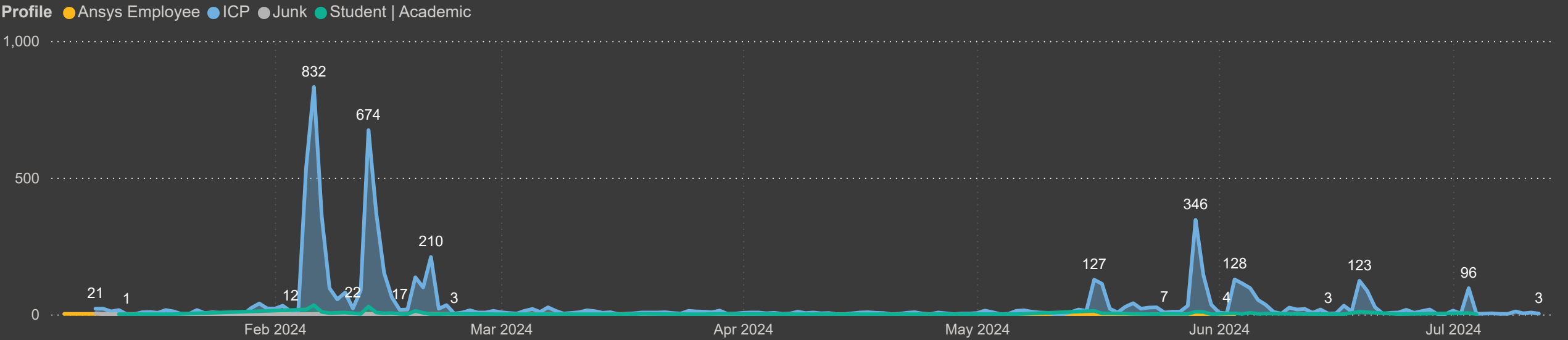
Created Date

1/5/2024

7/12/2024



Campaign Members Over Time



UTM Details

UTM Source	Ansys Employee	ICP	Junk	Student Academic	Total
	4	2,150	4	82	2,240
marketing-automation		1,192		59	1,251
microsoft		1,057		42	1,099
google	2	956		37	995
www.google.com		497		14	511
LinkedIn		434	2	16	452
www.bing.com		91		1	92
customer		49			49
www.linkedin.com		33		2	35
statics.teams.cdn.office.net		32			32
com.linkedin.android		21		2	23
innovationspace.ansys.com		22		1	23
com.google.android.gm		15		3	18
Total	6	6,791	8	264	7,069



AI/ML 2024: Video Performance

Last Refresh: 7/26/2024 2:41:32 PM

Vendor

All

Video Title

All

Date

1/1/2024

7/25/2024

Total Views

22,366

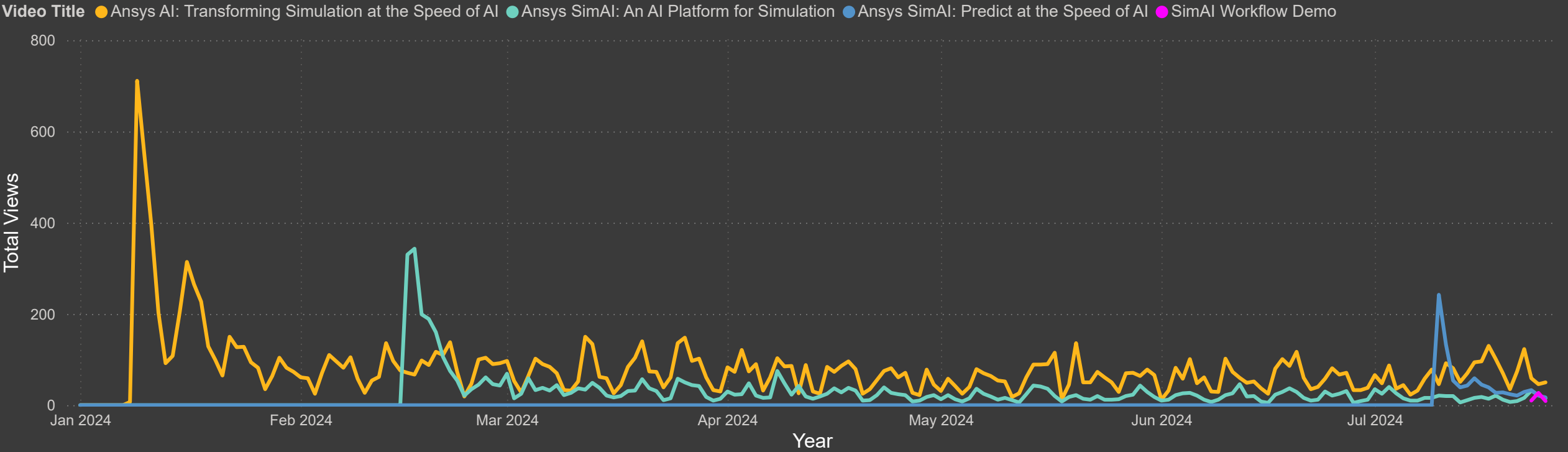
Total YouTube Views

13,009

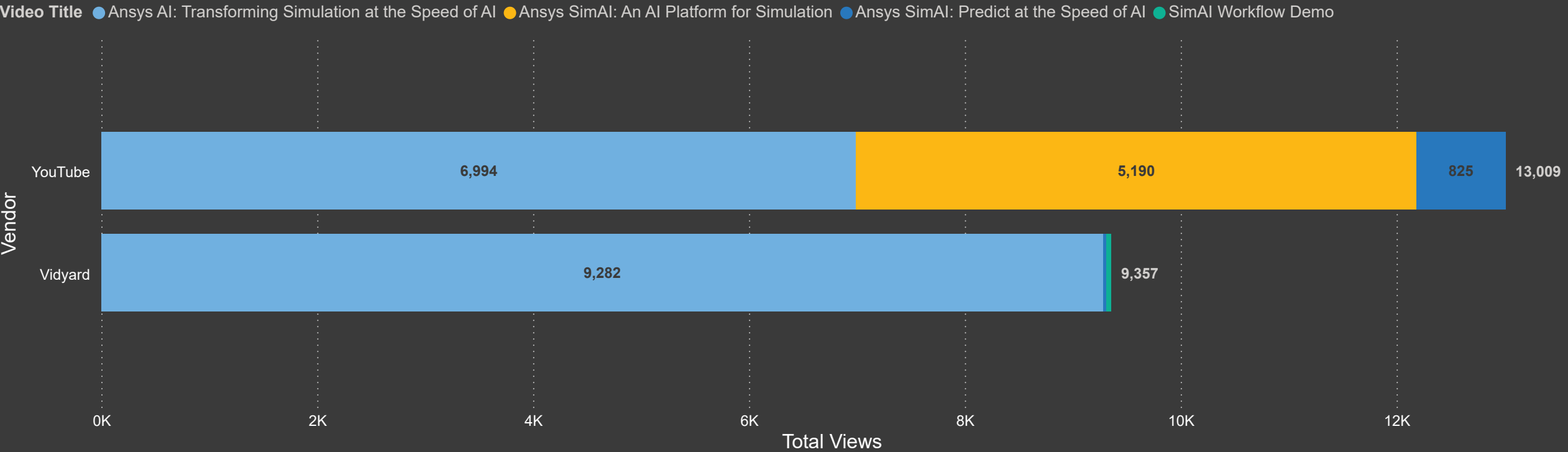
Total Ansys.com Plays

9,357

Daily Video Trend



Vendor Views





Campaign

All

Content

All

Medium

All

Source

All

Term

All

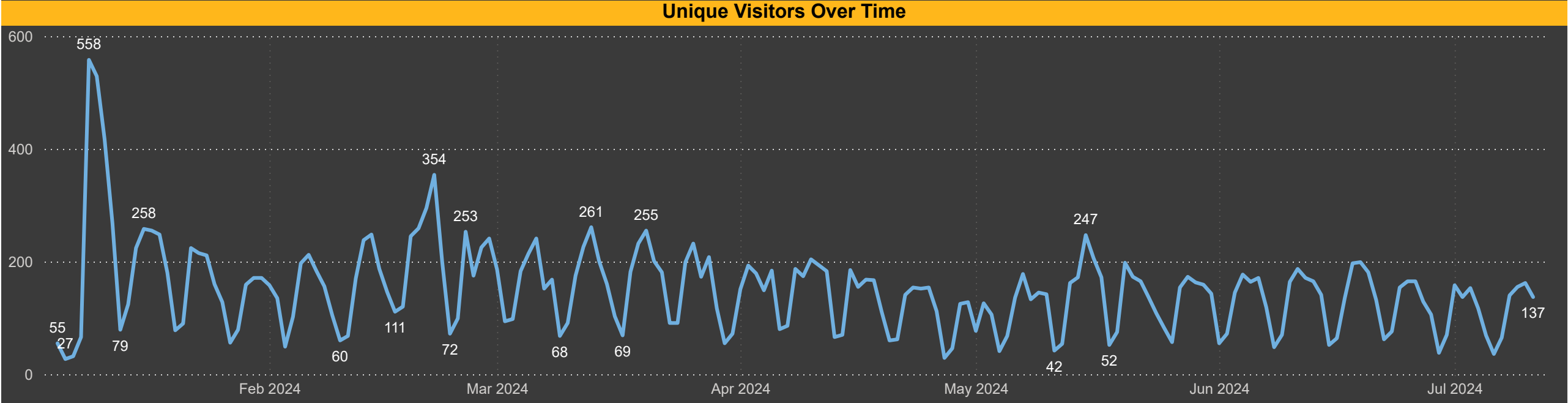
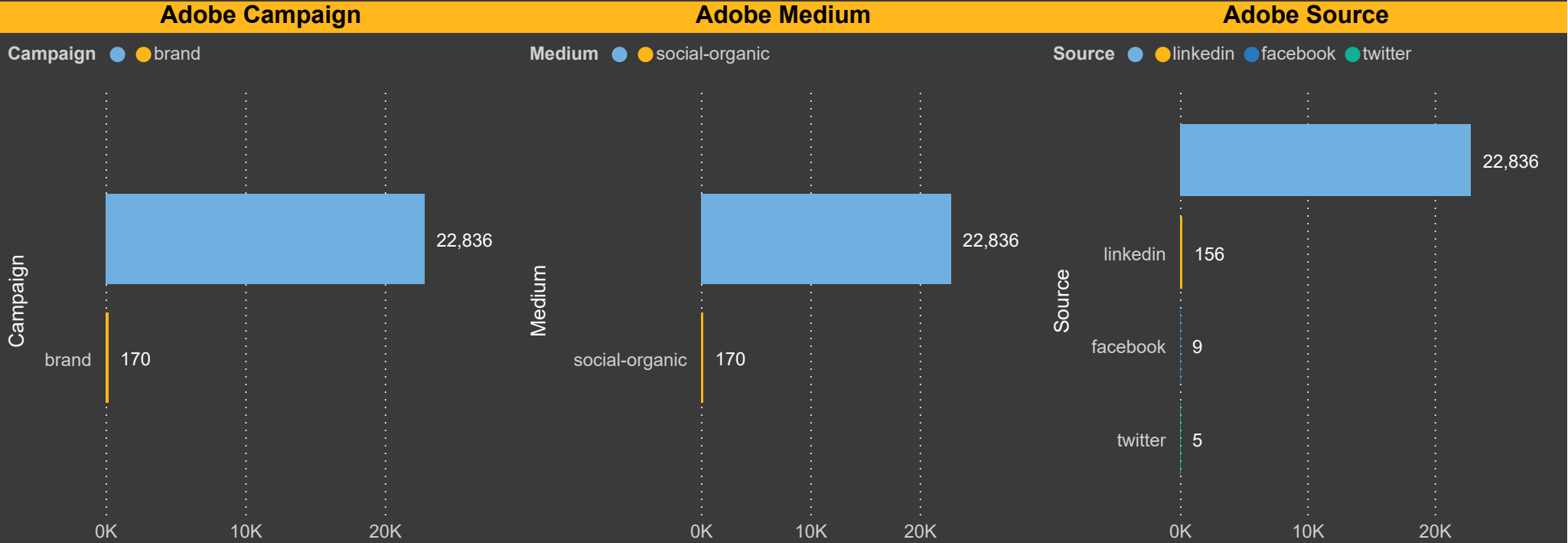
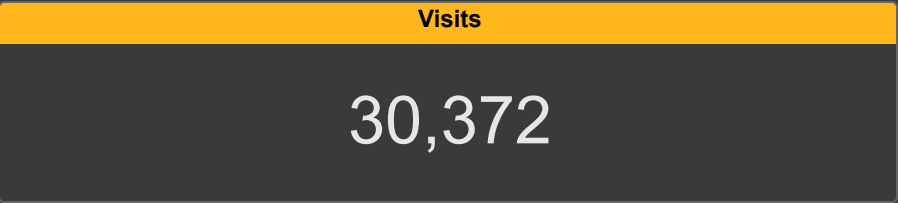
Country

All

Date

1/5/2024

7/11/2024



Unique Visitors by URL

Page URL	Unique Visitors
/ai	12,596
/technology-trends/artificial-intelligence	4,600
/en-in/ai	1,649
/ja-jp/ai	1,152
/en-in/technology-trends/artificial-intelligence	739
/zh-cn/ai	585
/zh-tw/ai	536
Total	22,969

Unique Visitors by Page Language

Page Language	Unique Visitors
english - us (en-us)	16,266
english - india (en-in)	2,251
japanese - japan (ja-jp)	1,402
chinese - china (zh-cn)	981
chinese - china (zh-tw)	765
korean - korea (ko-kr)	675
german - germany (de-de)	647
Total	22,969

Frequently Asked Questions

How often is the dashboard updated?

- Refreshes for the Campaign Members, UTM, and Web tabs are scheduled through Power BI once daily at 12 pm EST.
- Refresh for the Video Performance tab is performed weekly on Fridays.

Where is the data coming from?

- **Campaign Members & UTM:**
The data in these tabs are sourced from Snowflake via a custom query against a Salesforce table for Campaign Members and Campaigns.
- **Video Performance:**
There are two different sources of data in this tab. Ansys.com data is automatically updated. YouTube Analytics Studio data is manually refreshed on a separate cadence from the Campaign Members and UTM tabs.
- **Web:**
The data in this tab is sourced from Snowflake via a custom query against an Adobe Analytics view.

How can I incorporate data I have into this dashboard?

- Provide the source of the data
- Provide the location of the data
- **Note:** If your data is in an Excel file, there may be development efforts required to ensure data integrity and hygiene between your Excel file and Power BI
- Contact [Sy Soni](#) for additional details and requirements

What does ICP mean?

- ICP is an acronym for Ideal Customer Profile.
- ICP is defined as a person / company believed to be a fit for and benefit from the products Ansys Sells.
- ICP registrants make it through Pardot Processing logic and into Salesforce as campaign members

How are ICPs classified?

- ICPs are classified in reverse by identifying who is **NOT** an ICP.
- ICPs are **NOT**:
 - Board members
 - Channel partners
 - Competitors
 - Employees
 - From banned countries (Crimea, Cuba, Iran, North Korea, Sudan, Syria)
 - Junk registrations
 - Solution partners
 - Students

What consists of Junk data in the Campaign Members tab?

- In the Registrations tab, junk data consists of bad inputs for campaign member names or emails
- Example: First Name = "test", "aaa1"

What consists of Student | Academic data in the Campaign Members tab?

- In the Registrations tab, Student | Academic data consists of campaign members who self-identified as students, professors, educators, university assistants, PhD students, etc.

Which campaign IDs are used to create this report?

- The Campaign Members and UTM tabs utilize the following campaign IDs from Salesforce:
 - 701Pf000004fwtmIAA
 - 701Pf000004fxuflIAA
 - 701Pf0000056VWX2IAM
 - 701Pf000005c3enIAA
 - 701Pf000005c4RBIAY
 - 701Pf000005c84wlIAA
 - 701Pf000005c8UnIAI
 - 701Pf000005c9gzIAA
 - 701Pf000005cCbZIAU
 - 701Pf000005EVfQIAW
 - 701Pf000005VdlUIA0
 - 701Pf000006Eo3AIAS
 - 701Pf000006ErHBIA0
 - 701Pf000006ErlqIAC
 - 701Pf000006F4eAIAS
 - 701Pf000006F57CIAS
 - 701Pf000006F6sslAC
 - 701Pf000006F7ddlAC
 - 701Pf000006F7SNIA0
 - 701Pf000006HVf6IAG
 - 701Pf000004fy69IAA
 - 701Pf000008synOIAQ

Dashboard Data Definitions

Campaign Members tab:

- **Campaign:** This is the campaign created in Salesforce. Campaigns contain unique Campaign IDs. Each campaign in Salesforce has its own campaign page.
- **Campaign Member:** A campaign member consists of a lead or contact that engaged or interacted with the campaign
- **Company:** Campaign member's company
- **Country:** Campaign member's country
- **Profile:** Not an official Salesforce object. This is custom SQL to categorize campaign members in one of the following categories: Employee, ICP, Junk, Student | Academic
- **Member Type:** Contact or Lead
- **Member Status:** Statures are created and set in Salesforce. The member status is a campaign member's interaction with the campaign. Multiple terms could have the same meaning. Please contact the campaign owner for specific member status definition.

UTM tab:

- **UTMs:** Strings of code / text added to URLs to help measure engagement with a specific digital marketing campaign by identifying and tracking campaign, medium, source, and term.
- **UTM Campaign:** The major marketing or business initiative a promotion is associated with
- **UTM Medium:** Identifies the marketing channel that generated the traffic.
- **UTM Source:** Identifies the digital property a user came from
- **UTM Term:** Only used for PPC (paid search)

For additional details regarding UTMs, please click [here](#).

Video Performance tab:

- Data for video views is sourced from YouTube and Ansys.com (Vidyard).
- Video titles:
 - Ansys AI: Transforming Simulation at the Speed of AI
 - Ansys SimAI: An AI Platform for Simulation
 - Ansys SimAI: Predict at the Speed of AI
 - SimAI Workflow Demo'

Web tab:

- What is a visit?

Adobe defines a visit as a sequence of page views in a sitting. For the purposes of this dashboard, the visits will be to the SimulationWorld.com website.

The visit metric is used to display the number of user sessions within a selected time period.

A visit starts when the user first arrives on site and ends when they have 30 minutes of inactivity. Almost all sessions end in this manner.

Alternative keyword for this metric is *sessions*.
- What is a visitor?

Adobe defines a visitor as a unique visitor who visited the SimulationWorld.com website.

A visitor can consist of multiple visits by the same visitor.

Alternative keywords for this metrics include: people, users, devices.

AI/ML 2024: Dashboard Development

7/26/2024

- Information tab
 - Updated tab to accommodate the inclusion of new videos
- Web tab
 - Removed Contact Us and Form numeric KPI visuals
- Video Performance tab
 - Fully revised tab with new visuals
 - Data source for tab updated into consolidated Excel file in Ansys: Reporting & Dashboarding SharePoint site
 - Documents > 2_Campaign & Event Files > 2024 > AI-ML-2024 > AI-ML-2024-YouTube-Video-Views
 - Updated list of videos includes:
 - Ansys AI: Transforming Simulation at the Speed of AI
 - Ansys SimAI: An AI Platform for Simulation
 - Ansys SimAI: Predict at the Speed of AI
 - SimAI Workflow Demo'
- FAQs tab
 - Updated tab with data definitions and revised layout

7/12/2024

- Updated data model to incorporate 16 new campaign IDs:
 - 701Pf000008synOIAQ
 - 701Pf00000AnLX3IAN
 - 701Pf00000BRYvLIAX
 - 701Pf00000Bn7ztIAB
 - 701Pf00000BnELIIA3
 - 701Pf00000Cbr03IAB
 - 701Pf000008t3gblAA
 - 701Pf000008spDqlAI
 - 701Pf000008ssEylAI
 - 701Pf000008swGzlAI
 - 701Pf00000DKeyNIAT
 - 701Pf000009zl3JIAQ
 - 701Pf00000A6sjAIAR
 - 701Pf00000DovmplAB
 - 701Pf00000DH3IBIAT
 - 701Pf00000DLa4GIAT
- FAQs tab
 - Updated FAQs with new campaign IDs