

Marketing Dashboards

Resources about how online dashboards can help marketers visualize key KPIs for marketing campaigns.

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Below we have compiled publicly available sources from around the world that present views on Marketing Dashboards.

Perspectives on Marketing Dashboards

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- [Which Types of Marketing Dashboards Are Best for Your Company?](#)

There are many different types of marketing dashboards that measure everything from digital marketing campaigns to how your content is performing. Which Types of Marketing Dashboards are Best for Your Company?

[Read the article on smartsheet.com »](#)

- [Principles of Good Marketing Dashboards: Rethinking the Purpose of Reporting](#)
[brandknewmag.com](#)
- [What Is a Marketing Dashboard?](#)
2017
[www.wisegeek.com](#)
- [Marketing Dashboards for Visualizing Performance](#)
[bsomultimedia.com](#)
- [Grow: Build The Ultimate Internet Marketing Dashboard](#)
[martech.zone](#)
- [8 Must-Have Digital Marketing KPIs for Your First Dashboard](#)
[klipfolio.com](#)
- [What a Marketing Dashboard Should Tell You](#)
2017
[zachhellermarketing.com](#)

How To

- [How To Build a Meaningful Marketing Dashboard?](#)

Effective marketing dashboards save time and focus your team and resources on what really matters, This post is about how to build a meaningful marketing dashboard

[Read the article on www.orakee.com »](#)

Case Studies

- [A Case Study Example of Applying the Smart Insights RACE Framework to Measure Customer Engagement and Marketing Success](#)
[smartsights.com](#)

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Examples

- [Marketing Dashboard Examples](#)
datapine.com
- [Geckoboard - Marketing Dashboard Example](#)
geckoboard.com

Specific Technologies

- [Xink - Marketing Dashboard for your Email Signature Campaigns](#)
2017
xink.io
- [Simplify Marketing Analytics across the RACE Framework with Smart Insights Dashboard](#)
smartinsights.com
- [Free Google Analytics Dashboard for Email Marketing](#)
campaignmonitor.com

Services and Consultants

- [Custom Marketing Dashboards & Automated Reports](#)
2016
www.activedemand.com

Product Comparisons

- [6 Best Marketing Dashboards for Visualizing Performance](#)
technologyadvice.com

Further Reading

- [BI for Advertising Analytics](#) — Resources about how business intelligence and big data technology is used to analyze, optimize and personalize online advertising.
- [Online Behavioral Analytics](#) — Resources about technology used to analyze event data and extract insights about the behavior of users on websites, mobile and other platforms.
- [Predictive Analytics for Marketing](#) — Resources about how predictive analytics technology can help marketers predict user behavior to optimize marketing efforts.
- [Data Visualization for Marketing](#) — Resources about how data visualization technology can help explore, present and report on marketing data.
- [Marketing Dashboards](#) — Resources about how online dashboards can help marketers visualize key KPIs for marketing campaigns.
- [Customer Data Platforms](#) — Resources about customer data platforms, which are technologies that enable central control of customer data, such as profiles, personal information, visitors, email responses, and so on.
- [Marketing Data Integration](#) — Resources about marketing data integration, a technology used to integrate multiple data sources in order to derive marketing insights.
- [BI, Big Data and Personalization](#) — Resources about how BI and big data technology can be used to personalize online experiences for users, in order to optimize conversion and user experience.
- [BI and Segmentation](#) — Resources about how business intelligence technology can help marketers perform more detailed and accurate segmentation of users.

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