



1.1 The Default WEB Dashboard

- The default view upon landing on the Analytics dashboard.

Settings and Message Area:

- Click the hamburger to access dashboard “user-configurable settings and report generation tools.
- Icons indicating new messages appear in the yellow tabs.

Time Interval Selection Tools

- Click the **Calendar** icon to select a custom date range.
- Click the selections to the right of the currently selected time pre-set (**Green Bar**) to change the selected time interval.
- Click the selections to the right of the **Blue bar** to select one of the two comparative time interval presets.
- This Time Interval section does not scroll – it remains persistent at the top of the UI.

Channel Selection: Click the “hamburger” to see a dropdown list of channels available for review.

- The Channel Select section does not scroll – it remains persistent at the top of the UI.

Channel KPI's : Click the hamburger on the channel bars to expand the channel, view it's KPI's and access the tactical measures for each strategic metric. Scroll (up and down) through the selected channel key performance indicators. The top level strategic indicators in the channel bars show the data “at-a-glance”.

- Use color and iconography for immediate ‘read’ of status and interpretation for user.

		Today : Mar 14, 2015	Today	Yesterday	Last Week	Last 7 Days	Last Month >	
		CURRENT PERIOD	PREVIOUS PERIOD	PREVIOUS YEAR				
CHANNELS		SPEND	NEW LEADS	COST PER LEAD	CUSTOMER LIFETIME VALUE	ANNUAL PROFIT PER LEAD	ANNUAL PROFIT ALL LEADS	ANNUAL ROI PER \$1
ALL			617					
PER \$1S	1	QUALIFIED LEADS 350	NEW CONTACTS 1,028	NEW ACCOUNTS 2,055	\$1,057	\$412	\$254,405	\$12.91
PAID SEARCH	2	TIME to QUALIFIED LEAD 38.5hrs	TIME to NEW CONTACTS 2.5hrs	TIME to NEW ACCOUNTS 1.5hrs	\$1,057	\$412	\$47,830	\$3.41
ORGANIC SEARCH								
EMAIL								
SOCIAL								
DISPLAY								
REFERRAL								
DIRECT								

1.2 The Default WEB Dashboard: Tactical KPI View

- Click on any Strategic Data KPI to view its Tactical KPI's.

Tactical KPI's

- Tactical KPI's are the measured elements that are used to determine the aggregated strategic KPI's.
- Tactical KPI's, in turn, are measured by looking at key elements which measure effective performance.

Graphic Representation: Use color and "at-a-glance" imagery to show KPI states.

- A semi-transparent overlay darkens the UI and disables accidental clicking while in the Tactical KPI overlay

2.1 – Select a Custom Time Interval using The Calendar Wizard

- Selecting a custom time interval

Calendar Icon

- Clicking the **Calendar Icon** opens a calendar wizard used to specify a custom time interval.

Calendar Navigation Tools

- Click and drag to select the desired time interval area
- Use the arrows to scroll to the “To” date and Click date in calendar to set.
- Click X to close the Custom Time Interval Wizard.
- The selected time interval dates appear in this section as the time interval is selected.
- Clicking on **Previous Period** displays a comparative time interval for the selected calendar dates. In this case the previous 3 week interval adjacent to the selected dates.
- A semi-transparent overlay darkens the UI and disables accidental Clicking while in the time interval wizard.

Stratasy's DIRECT MANUFACTURING DIGITAL/INTERACTIVE ANALYTICS

Feb 15, 2015 - Mar 6, 2015 Today Yesterday Last Week Last 7 Days Last Month >

5a Jan 25, 2015 - Feb 14, 2015 PREVIOUS PERIOD 5b PREVIOUS YEAR

CHANNELS CHOOSE CUSTOM DATE RANGE COST PER LEAD CUSTOMER LIFETIME VALUE ANNUAL PROFIT PER LEAD ANNUAL PROFIT ALL LEADS ANNUAL ROI PER \$1

< February 2015 March 2015 > 3a 2a

CH	CP	CL	AP	AP	AR
ORGANIC SEARCH	121	\$1,057	\$412	\$47,830	\$3.41
EMAIL					
SOCIAL					
DISPLAY					
REFERRAL					
DIRECT					

4

2

3

6

6

The screenshot shows the 'DIGITAL/INTERACTIVE ANALYTICS' interface. At the top, there are navigation options: 'Today', 'Yesterday', 'Last Week', 'Last 7 Days', and 'Last Month'. Below these, a date range selector shows 'Feb 15, 2015 - Mar 6, 2015' and 'Feb 15, 2014 - Mar 6, 2014'. The 'PREVIOUS YEAR' option is highlighted in blue. A calendar widget is open, showing February and March 2015, with the date range 'Feb 15, 2014 - Mar 6, 2014' selected. Below the calendar, a data table is visible with columns: 'CHANNELS', 'COST PER LEAD', 'CUSTOMER LIFETIME VALUE', 'ANNUAL PROFIT PER LEAD', 'ANNUAL PROFIT ALL LEADS', and 'ANNUAL ROI PER \$1'. The table has two rows of data. The first row has values: 32, \$1,057, \$412, \$254,405, \$12.91. The second row has values: 121, \$1,057, \$412, \$47,830, \$3.41. On the left, there is a 'CHANNELS' menu with options: ORGANIC SEARCH, EMAIL, SOCIAL, DISPLAY, REFERRAL, and DIRECT.

2.1 – Comparative Time Interval Pre-sets

- Selecting a comparative time pre-set

Previous Year

1

- Click on **Previous Year** to view the selected time interval to the same interval from the previous year.

2

- The comparative time interval dates are displayed on a **Blue** background under the selected time interval.

	Feb 27, 2015 - Mar 6, 2015	Today	Yesterday	Last Week	Last 7 Days	Last 30 Days >	
	Feb 27, 2014 - Mar 6, 2014	PREVIOUS PERIOD	PREVIOUS YEAR				
CHANN	SPEND	NEW LEADS	COST PER LEAD	CUSTOMER LIFETIME VALUE	ANNUAL PROFIT PER LEAD	ANNUAL PROFIT ALL LEADS	AL ROI PER \$1
ALL	7.5%	31%	16%	15%	6.5%	23%	11%
PER \$1	\$19,703	6170	\$32	\$1,057	\$412	\$254,405	\$12.91
	\$18,405	4250	\$27	\$ 900	\$385	\$198,240	\$11.50
PAID SEARCH							
ORGANIC SEARCH							
EMAIL							
SOCIAL							
DISPLAY							
REFERRAL							
DIRECT							

2.2 – Time Interval Pre-sets

- After selecting a custom or preset time interval the user can compare data form a analogous selected time interval

Set Active Pre-set

- 1a Click one of the two comparative intervals to show comparative data for the **Previous Period** or the **Previous Year**. The active comparative interval will highlight and...
- 1b ...the comparative time interval date(s) will appear under the selected time interval.

Viewing Comparative Data by Time Interval

- 2 An “at-a-glance” percentage and Up/Down trend indicator appears at the head of each **Strategic KPI**, in the channel ribbon.
- 3a Strategic KPI data for the selected time interval is displayed on a background area using two shades of green.
- 3b Strategic KPI data for the selected comparative time interval, Previous Year in this case, is displayed on a background area using two shades of blue.



2.3 – Tactical KPI's/Comparative Time

- Viewing Tactical KPI's while in a comparative time view
- Comparative times selected: **Custom Time Interval** and **Previous Year**
- Click on Strategic KPI to open Tactical View. Strategic KPI shows aggregate percentage and trend,
- Tactical KPI measured for this element
- Comparative Data shown for selected time and comparative time interval
- "At-a-glance" trend percentage
- A semi-transparent overlay darkens the UI and disables accidental Clicking while in the Tactical KPI overlay

CHANNLES	Today : Mar 14, 2015		Yesterday	Last Week	Last 7 Days	Last 30 Days	Last 90 Days
	CURRENT PERIOD		PREVIOUS PERIOD		PREVIOUS YEAR		
	SPEND	NEW LEADS	COST PER LEAD	CUSTOMER LIFETIME VALUE	ANNUAL PROFIT PER LEAD	ANNUAL PROFIT ALL LEADS	ANNUAL ROI PER \$1
≡ ALL							
PER \$1 SPENT	\$19,703	617	\$32	\$1,057	\$412	\$254,405	\$12.91
≡ PAID SEARCH							
PER \$1 SPENT	\$14,019	116	\$121	\$1,057	\$412	\$47,830	\$3.41
≡ ORGANIC SEARCH							
≡ EMAIL							
≡ SOCIAL							
≡ DISPLAY							
≡ REFERRAL							
≡ DIRECT							

3.0 – SKINS

- Monochrome Light palette presents a fresh simpler visual style.



DIGITAL/INTERACTIVE ANALYTICS

CHANNLES	Today : Mar 14, 2015		Yesterday	Last Week	Last 7 Days	Last 30 Days	Last 90 Days
	CURRENT PERIOD		PREVIOUS PERIOD		PREVIOUS YEAR		
	SPEND	NEW LEADS	COST PER LEAD	CUSTOMER LIFETIME VALUE	ANNUAL PROFIT PER LEAD	ANNUAL PROFIT ALL LEADS	ANNUAL ROI PER \$1
≡ ALL							
PER \$1 SPENT	\$19,703	617	\$32	\$1,057	\$412	\$254,405	\$12.91
≡ PAID SEARCH							
PER \$1 SPENT	\$14,019	116	\$121	\$1,057	\$412	\$47,830	\$3.41
≡ ORGANIC SEARCH							
≡ EMAIL							
≡ SOCIAL							
≡ DISPLAY							
≡ REFERRAL							
≡ DIRECT							

3.1 – SKINS

- Monochrome Dark palette highlights the use of color accents for KPI data and interaction