



DASHBOARD CREATION & DATA CONSULTING

How Improving Your Data
Visualization Can Save You
Time & Improve Your Client
Satisfaction

**WHEN CLIENTS
UNDERSTAND
THEY STAY.**

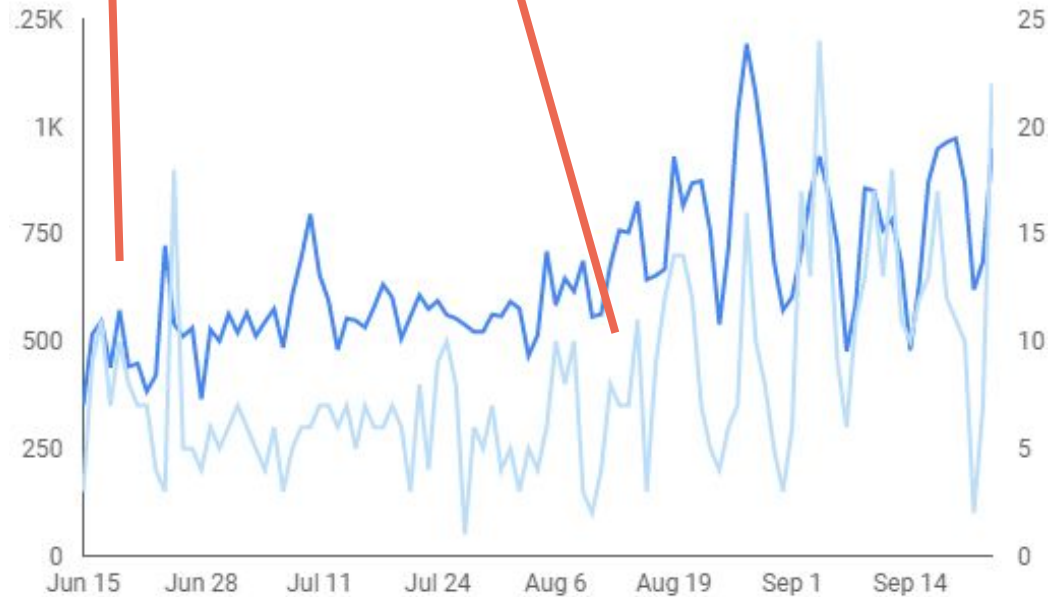
1. Impressions Increase

2. Clicks Increase

3. Conversions Increase

Impressions Increase

Clicks Increase



Outsource
-or-
In-House?

**USTARIA OFFERS
WHITE LABEL
VENDOR SERVICES
FOR DASHBOARD
CREATION**

OUTSOURCING PROS

- Increased expertise
- Reduced labor cost
 - Only pay for the time you need
 - No in-house specialists on standby
- Remove hiring & training pains

PARTNERING WITH USTARIA

Will Save You Time & Money

OUR SERVICES

OUR SERVICES

- Dashboard Creation
- Dashboard Maintenance
- KPI Consultation
- Campaign Analysis & Summary
- Additional Integrations

OUR RATES

\$60/HR
FULFILLMENT

\$100/HR
CONSULTING

DASHBOARD CREATION

DASHBOARD CREATION

- Custom Dashboard Created in Data Studio
- NPAccel Branding
- SEO & PPC Dashboards Available

3 hr Standard
5 hr Specialty

DASHBOARD MAINTENANCE

DASHBOARD MAINTENANCE

- Ensures Dashboard Stays Live & Functional
- Adds KPIs as Needed
- Create New Campaign Tracking

2 hr Standard
3 hr Specialty

USTARIA DASHBOARDS

MONTHLY REPORT OVERVIEW

Executive Summary

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New Patients
Booked
349

This Year

Opportunities:
Existing Patients

581

Booked:
Existing Patients

504

Opportunities:
New Patients

440

Booked:
New Patients

349

Opportunities:
Existing Patients

506

Booked:
Existing Patients

439

Opportunities:
New Patients

470

Booked:
New Patients

356

Last Year

Custom
Design

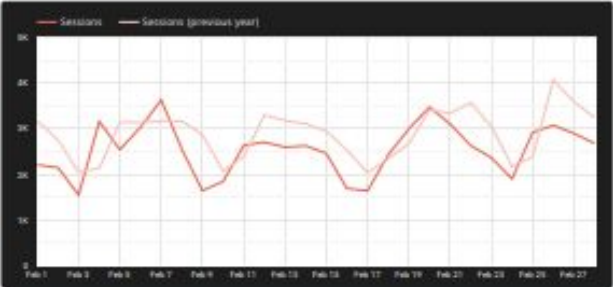
Tracked Organic Leads

123K

↓ -5.1%

SEO Summary

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All Traffic Sessions

71,203

↓ -12.2%

Organic Sessions

28,834

↓ -16.9%

Insightful Analysis

City	Sessions ↑	% Δ
Mountain View	3,942	5.0% ↓
(not set)	3,713	-27.9% ↓
Sunnyvale	2,454	34.6% ↓
New York	2,408	6.1% ↑
San Francisco	1,976	6.4% ↓
San Jose	1,040	1.9% ↓
London	992	-11.5% ↓
Los Angeles	848	-1.6% ↓
Toronto	752	26.2% ↓
Chicago	741	8.2% ↓
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Acquisition Channel	Sessions ↑	% Δ
Organic Search	28,324	-16.9% ↓
Direct	15,058	38.0% ↓
Referral	13,579	0.9% ↓
Paid Search - Brand...	3,041	-
Affiliates	3,023	78.3% ↓
Social	2,351	-85.3% ↓
Display	1,658	483.8% ↓
(Other)	810	726.5% ↓
Paid Search - Generic	416	-69.5% ↓
Email	29	26.1% ↓
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Simple
Visualizations

PPC Summary

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Campaign

Conversions
2.9K

ROAS

3,583%

Cost

\$12.00K

Cost / Conv.

\$4.09



Campaign	Impressions	Clicks	CTR %	Cost	Avg. CPC	Conversions	Conv. Rate	Cost / Conv.
1. Campaign - Brand	180,668	5,476	3.03%	\$1,883	\$0.27	137	2.3%	\$19.68
2. Campaign - T-Shirts	214,581	7,799	3.63%	\$1,527	\$0.19	512	7.12%	\$2.83
3. Campaign - Fun	197,876	6,353	3.21%	\$2,753	\$0.32	581	2.93%	\$4.85
4. Campaign - Active Wear	95,356	2,998	3.14%	\$281	\$0.11	137	0.71%	\$1.91
5. Campaign - Accessories	307,771	11,315	3.68%	\$3,171	\$0.28	662	5.3%	\$4.7
6. Campaign - Shoes	63,287	1,896	2.99%	\$12	\$0.01	128	0.22%	\$0.1
7. Campaign - Dynamic Search Ads	386,982	7,811	2.02%	\$1,678	\$0.19	453	0.11%	\$3.12
8. Campaign - Holiday	22,862	885	3.87%	\$186	\$0.58	65	0.09%	\$5.32
9. Campaign - Wholesale	187,967	5,855	3.12%	\$1,599	\$0.37	217	0.52%	\$6.17

Social Summary

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Tracked Facebook

Leads

2K

↑ 67.2%

Cost per Website Lead

170

Spend

508.67

link clicks

205

CPC - Link

2.48

Page Engagements

736

Pageviews

329,460

↓ -1.4%

Impressions

45,744

Campaign	Post engagements	People taking action rate % (...)	Estimated ad recall lift rate (%)
Engagement	532	7.42%	21.15%
Site Traffic	204	3.34%	0%

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Multi-Channel
Overview

KPI CONSULTATION

KPI CONSULTATION

- An Expert Will Join the Account Manager
- NPAccel Customer Service Standards
- Scope Out Dashboard Needs

1 HR CALL

CAMPAIGN ANALYSIS & SUMMARY

ANALYSIS & SUMMARY

- An Expert Will Provide Monthly Summary
- Identify What is Working Best
- Address Client Concerns

1 HR STANDARD
2 HR SPECIALTY

ADDITIONAL INTEGRATIONS

ADDITIONAL INTEGRATIONS

- CRM
- Billing Platform
- Phone System

**CUSTOM QUOTE
NEEDED**

**BETTER REPORTING.
MARKETING INSIGHTS.
CLIENT UNDERSTANDING.**



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