



B2B Marketing Analytics Plus Implementation Guide

Salesforce, Winter '25



CONTENTS


Analytics for Account Engagement	1
B2B Marketing Analytics Plus	3
Considerations for B2B Marketing Analytics Plus	3
Set Up B2B Marketing Analytics Plus	4
Enable CRM Analytics	4
Enable Data Sync and Connections	5
Marketing Campaign Intelligence App	5
Create a Marketing Campaign Intelligence App	6
Marketing Campaign Intelligence Dashboards	6
Account-Based Marketing App	8
Account-Based Marketing App Dashboards	8
Set Up the Account-Based Marketing App	11
B2B Marketing Analytics Glossary	11
Resources	12

ANALYTICS FOR ACCOUNT ENGAGEMENT

Use the analytics features in Account Engagement to explore the connection between your marketing efforts and sales outcomes. Get answers to your performance questions when you create custom lenses and dashboards.

The Salesforce CRM Analytics offerings include B2B Marketing Analytics, which contains preset dashboards to track engagement, pipeline, and other common KPIs for your business.

For an even more comprehensive look at how marketing and sales align, try B2B Marketing Analytics Plus. This collection of apps and features includes an Account-Based Marketing dashboard, a Marketing Campaign Intelligence dashboard, and access to Einstein Discovery.

 **Note:** By default, archived prospect data is included in CRM Analytics datasets. To exclude data from archived prospects in the pdProspects and odProspectActivity datasets, edit the preference in Account Engagement Settings.

Feature Name	Editions	Description	Available Features
B2B Marketing Analytics	<ul style="list-style-type: none"> Included with Account Engagement Plus, Advanced, and Premium editions using Salesforce Professional, Enterprise, Unlimited, and Developer editions Also available in Account Engagement Pro and Ultimate editions using Salesforce Professional, Enterprise, Unlimited, and Developer editions with the B2B Marketing Analytics add-on 	<p>A templated app that contains preset dashboards that track engagement, pipeline, and other common KPIs.</p> <p>Install optional dashboards to explore account-based marketing, multi-touch attribution, and Einstein Behavior Scoring.</p>	<p>B2B Marketing Analytics app includes these dashboards.</p> <ul style="list-style-type: none"> Engagement Marketing Manager Pipeline Multi-Touch Attribution Account-Based Marketing Einstein Behavior Scoring
B2B Marketing Analytics Plus	<ul style="list-style-type: none"> Included with Account Engagement 	<p>A collection of templated apps that offer custom datasets from Account</p>	<p>Account-Based Marketing App</p> <p>Marketing Campaign Intelligence App</p>

EDITIONS

Available in: B2B Marketing Analytics and B2B Marketing Analytics Plus in Lightning Experience

- B2B Marketing Analytics Plus is available in Salesforce **Enterprise, Unlimited, and Developer** Editions with Account Engagement **Premium** Edition. Also available in Account Engagement **Plus** and **Advanced** Editions with the B2B Marketing Analytics Plus add-on.
- B2B Marketing Analytics is available in Account Engagement **Plus, Advanced, and Premium** Editions. Also available in Account Engagement **Pro** and **Ultimate** Editions with the B2B Marketing Analytics add-on.

Feature Name	Editions	Description	Available Features
	<p>Premium using Salesforce Enterprise, Unlimited, and Developer editions</p> <ul style="list-style-type: none"> • Available in Account Engagement Advanced and Premium Editions using Salesforce Enterprise, Unlimited, and Developer editions and the B2B Marketing Analytics Plus add-on • Available in Salesforce Enterprise, Unlimited, and Developer editions with the B2B Marketing Analytics Plus add-on 	<p>Engagement, and dashboards that provide a deeper look into prospect accounts and campaigns.</p> <p>Use the included Einstein Discovery Stories to learn how to achieve specific goals.</p>	

 **Note:** CRM Analytics app functionality is available only in English.

[B2B Marketing Analytics Plus](#)

B2B Marketing Analytics Plus is a collection of intelligent marketing tools for B2B marketers. The Account-Based Marketing and Marketing Campaign Intelligence apps help you explore your data and identify improvements with Einstein Discovery.

[Considerations for B2B Marketing Analytics Plus](#)

Before you start using B2B Marketing Analytics Plus, review these considerations.

[Set Up B2B Marketing Analytics Plus](#)

To get started with B2B Marketing Analytics Plus, review the data requirements and make sure that the prerequisite features are in use. After everything is set up, invite users to create their own apps in Analytics Studio.

[Marketing Campaign Intelligence App](#)

The Marketing Campaign Intelligence app brings your marketing and sales efforts into alignment. The Campaign Engagement card shows prospect engagement data from Account Engagement, and the Campaign Performance card shows associated campaign data from Salesforce. Explore the dashboard and create an Einstein Discovery story that helps you improve prospect engagement.

[Account-Based Marketing App](#)

The main dashboard that comes with the Account-Based Marketing app in B2B Marketing Analytics Plus includes metrics and graphs, such as Top 10 values and expected revenue amounts. Use the Pipeline, Accounts, and Closed Opportunity cards to find valuable information about your prospect accounts. On each dashboard, dive into any widget to filter data or open related records.

[B2B Marketing Analytics Glossary](#)

Familiarize yourself with common CRM Analytics terminology.

[Resources](#)

Looking for more information about B2B Marketing Analytics Plus? We've got you covered.



SEE ALSO:

[Implementation Guide for B2B Marketing Analytics](#)

B2B Marketing Analytics Plus

B2B Marketing Analytics Plus is a collection of intelligent marketing tools for B2B marketers. The Account-Based Marketing and Marketing Campaign Intelligence apps help you explore your data and identify improvements with Einstein Discovery.

 **Note:** Looking for a quick overview? Check out these demo videos.

- Admin Setup:  [Getting Ready for B2B Marketing Analytics Plus \(English Only\)](#)
- User Setup:  [Create and Use B2B Marketing Analytics Plus Apps \(English Only\)](#)

EDITIONS

Available in: Salesforce **Enterprise, Unlimited,** and **Developer** Editions with Account Engagement **Premium** Edition or the B2B Marketing Analytics Plus add-on

Considerations for B2B Marketing Analytics Plus

Before you start using B2B Marketing Analytics Plus, review these considerations.

Before You Start

- Data Sync must be turned on for Account Engagement objects to send data to your B2B Marketing Analytics Plus apps.
- You must be using Customizable Campaign Influence.
- Data Requirements for Account-Based Marketing App: 400 closed/won opportunities.
- Data Requirements for Marketing Campaign Intelligence App: 400 engagement activities for completed or in-progress campaigns.
- Some dashboard widgets require that you use Opportunity Contact Roles (OCRs). If you don't use OCRs, these widgets don't show data.

EDITIONS

Available in: Salesforce **Enterprise, Unlimited,** and **Developer** Editions with Account Engagement **Premium** Edition.

Available in: Salesforce **Enterprise, Unlimited,** and **Developer** Editions with Account Engagement **Plus** and **Advanced** Editions with the B2B Marketing Analytics Plus add-on.

Using B2B Marketing Analytics Plus

- It takes some time to create an app, so CRM Analytics notifies you via email that the job is complete. If there was an error, you can find more information in the email or in the Data Manager.
- If app creation timed out, try extending the allowed timeframe in Analytics Settings. Go to Salesforce Setup, search for **Analytics**, and select **Settings**. Enter a larger value in the **Maximum number of hours an app can be in progress field**.
- The objects B2BMktActivity and B2BMktProspect are available via the SFDC Local connector and are replicated every 24 hours by default.
- For best performance, consider scheduling replication at different times for different objects.
- To save resources, CRM Analytics uses an incremental data sync by default. Only a few scenarios, such as org migration, trigger a full sync. You can choose the sync method or schedule a periodic full sync.


- When you edit or create a dataflow that references the B2BMktProspect or B2BMktActivity object, an error message sometimes appears. Dismiss the warning, and continue as normal.

Set Up B2B Marketing Analytics Plus

To get started with B2B Marketing Analytics Plus, review the data requirements and make sure that the prerequisite features are in use. After everything is set up, invite users to create their own apps in Analytics Studio.

Available in: Salesforce **Enterprise, Unlimited,** and **Developer** Editions with Account Engagement **Premium** Edition.


Available in: Salesforce **Enterprise, Unlimited,** and **Developer** Editions with Account Engagement **Plus** and **Advanced** Editions with the B2B Marketing Analytics Plus add-on.

-  **Note:** Pardot is now known as Marketing Cloud Account Engagement. We wish we could snap our fingers to update the name everywhere, but you can expect to see the previous name in a few places until we replace it, including in the app itself.

Many assignments and settings are on by default. We recommend that you verify these settings before you tell users to create apps.

Watch a Demo:  [Getting Ready for B2B Marketing Analytics Plus \(English Only\)](#)

1. From Setup, in the Quick Find box, enter *Analytics*, and then verify that these settings are enabled: CRM Analytics and Data Sync and Connections.
2. In the Quick Find box, enter *Einstein Discovery*, and then enable the feature.
3. Make sure that Customizable Campaign Influence is turned on and data requirements are met.
4. Give users these required permission sets: CRM User, Sales User, or Service User AND B2B Marketing Analytics Plus Admin.
5. Verify that object permissions on the Analytics Cloud Integration User profile are set to Read on these objects: Accounts, Campaigns, Campaign Influence, Contacts, Events, Landing Pages, List Emails, Marketing Forms, Marketing Links, and Opportunities. If updates are needed, clone the profile and Add the necessary permissions.
6. When permissions are complete, notify the users that they can create their own apps.

-  **Note:** By default, archived prospect data is included in CRM Analytics datasets. To exclude data from archived prospects in the Prospects and Prospect and Activity datasets, change your preferences in Account Engagement Settings.

[Enable CRM Analytics](#)

To use the CRM Analytics platform, first enable it for your organization.

[Enable Data Sync and Connections](#)

Data Sync is enabled by default if you turned on CRM Analytics after the Winter '20 release. If you turned on CRM Analytics before the Winter '20 release, manually enable Data Sync and Connections to optimize your dataflows and connect to external data.

Enable CRM Analytics

To use the CRM Analytics platform, first enable it for your organization.

USER PERMISSIONS

To enable B2B Marketing Analytics Plus:

- [Customize Application](#)

To create and customize B2B Marketing Analytics Plus apps:

- [B2B Marketing Analytics Plus Admin](#)

To view shared B2B Marketing Analytics Plus apps:


- [B2B Marketing Analytics Plus User](#)

 **Note:** Skip this step if CRM Analytics is already enabled.


1. From Marketing Setup, enter *CRM Analytics* in the Quick Find box, and select **Getting Started**.
2. Click **Enable CRM Analytics**.

Enable Data Sync and Connections

Data Sync is enabled by default if you turned on CRM Analytics after the Winter '20 release. If you turned on CRM Analytics before the Winter '20 release, manually enable Data Sync and Connections to optimize your dataflows and connect to external data.

 **Important:** Before you enable Data Sync, we recommend that you read [Understand What Happens When you Enable Data Sync and Connections](#).

1. From Setup, enter *Analytics* in the Quick Find box, then select **Settings**.
2. Select **Enable Data Sync and Connections**.
3. Save your changes.

 **Important:** After you enable Data Sync and Connections, make sure that you run data sync before your dataflows next run. Dataflows with sfdcDigest nodes fail until data sync has run and completed for the first time.

EDITIONS

Available in Salesforce Classic and Lightning Experience.

Available with CRM Analytics, which is available for an extra cost in **Enterprise, Performance, and Unlimited** Editions. Also available in **Developer** Edition.

USER PERMISSIONS

To enable data sync and connections:

- Customize Application

Marketing Campaign Intelligence App

The Marketing Campaign Intelligence app brings your marketing and sales efforts into alignment. The Campaign Engagement card shows prospect engagement data from Account Engagement, and the Campaign Performance card shows associated campaign data from Salesforce. Explore the dashboard and create an Einstein Discovery story that helps you improve prospect engagement.

[Create a Marketing Campaign Intelligence App](#)

To explore sales and marketing dashboards and lenses, create an app with the Marketing Campaign Intelligence (MCI) app template. As feature updates become available to the app, you must upgrade it.

[Marketing Campaign Intelligence Dashboards](#)

The Marketing Campaign Intelligence app includes prebuilt dashboards to meet the needs of everyone on your sales and marketing teams. Each dashboard features several widgets that outline or visualize helpful metrics. Use global filters to focus the data on a time frame, campaigns, or accounts.

EDITIONS

Available in: Salesforce **Enterprise, Unlimited,** and **Developer** Editions with Account Engagement **Premium** Edition.

Available in: Salesforce **Enterprise, Unlimited,** and **Developer** Editions with Account Engagement **Plus** and **Advanced** Editions with the B2B Marketing Analytics Plus add-on.

Create a Marketing Campaign Intelligence App

To explore sales and marketing dashboards and lenses, create an app with the Marketing Campaign Intelligence (MCI) app template. As feature updates become available to the app, you must upgrade it.


1. From the App Launcher, select **Analytics Studio**.
2. Select **Create**, and then select **App**.
3. Select **Marketing Campaign Intelligence**, and then click **Continue**.
4. After the checklist screen, enter a name for your app and click **Create**.
5. Check your email for a notification that the creation process is complete.
6. To refresh the data in your app, schedule a dataflow to run automatically.
Dataflows are scheduled to sync every 24 hours by default. To make sure you have complete data, open **Edit Connection Mode** and schedule a periodic full sync.

During app creation, CRM Analytics also generates predictions in the Einstein Discovery story "Improve My Prospect Engagement." To access it, open Analytics Studio and filter by Stories.

Keep an eye on the app header. When a new version of the Marketing Campaign Intelligence app becomes available, a link to upgrade appears. You can reconfigure your app at any time.

Marketing Campaign Intelligence Dashboards

The Marketing Campaign Intelligence app includes prebuilt dashboards to meet the needs of everyone on your sales and marketing teams. Each dashboard features several widgets that outline or visualize helpful metrics. Use global filters to focus the data on a time frame, campaigns, or accounts.

 **Note:** Pardot is now known as Marketing Cloud Account Engagement. We wish we could snap our fingers to update the name everywhere, but you can expect to see the previous name in a few places until we replace it, including in the app itself.

Global filters on the Account-Based Marketing dashboard include Date Range, Salesforce Campaign Name, Account Name. When you filter by Salesforce Campaign Name, connected Account Engagement campaigns are included. By default, the Archived Prospects filter is set to exclude archived prospects.

EDITIONS

Available in: Salesforce **Enterprise, Unlimited**, and **Developer** Editions with Account Engagement **Premium** Edition.

Available in: Salesforce **Enterprise, Unlimited**, and **Developer** Editions with Account Engagement **Plus** and **Advanced** Editions with the B2B Marketing Analytics Plus add-on.

USER PERMISSIONS

To manage an MCI app:

- B2B Marketing Analytics Plus Admin

To view MCI apps:

- B2B Marketing Analytics Plus User

AND

CRM User, Sales User, or Service User permission set

EDITIONS

Available in: Salesforce **Enterprise, Unlimited**, and **Developer** Editions with Account Engagement **Premium** Edition.

Available in: Salesforce **Enterprise, Unlimited**, and **Developer** Editions with Account Engagement **Plus** and **Advanced** Editions with the B2B Marketing Analytics Plus add-on.

Campaign Performance

In addition to the main global filters, the Campaign Performance card includes an Influence Model filter, which adjusts results by campaign influence model type. Opportunities on the Campaign Performance card are associated with a campaign influence record.

The Campaign Performance card includes a total ROI percentage that's derived from Revenue Share and Actual Cost fields. The graph shows won opportunities' revenue share, grouped by close month. To reveal these widgets, select this card.

Widget	Type	Formula or Notes	Dataset Origin
Created Opportunities	Value	Number of opportunities	MCI Campaign Influence
Created Opportunities	Sparkline	Number of opportunities by creation date (month)	MCI Campaign Influence
Cumulative Campaign Revenue Over Time	Graph	Revenue share compounded month over month using closed date	MCI Campaign Influence
Top Campaigns: Revenue & Cost	Graph	Values via RevenueShare and ActualCost fields, grouped by campaign name	MCI Campaign Influence, MCI Campaigns
Top Campaigns: ROI	Graph	ROI derived from revenue and cost values	MCI Campaign Influence, MCI Campaigns
Campaign Performance By Country	Graph	Total revenue share and expected campaign revenue, grouped by billing country	MCI Campaign Influence
Account Engagement	Graph	Number of campaign members per campaign, grouped by account name	MCI Campaign Members
Campaign Details	Table	Raw data filtered by won opportunities	MCI Campaign Influence

Campaign Engagement

In addition to the main global filters, the Campaign Engagement card includes filters for Business Unit and Archived Prospects. You can also filter this card by the Asset Type and Activity Type.

The Campaign Engagement card includes a total engaged prospects value based on unique prospect IDs. The graph shows how many prospects were created per month. To reveal these widgets, select this card.

Widget	Type	Formula or Notes	Dataset Origin
Monthly Engagement	Graph	Number of assets accessed and activities performed by month.	B2BMkt Activity And Prospect
Asset Engagement by Job Title	Matrix	Number of engagement activities for assets or actions, per job title of the associated prospect	B2BMkt Activity And Prospect

Widget	Type	Formula or Notes	Dataset Origin
Campaigns	Graph	Number of prospects who have engaged with certain asset types	B2BMkt Activity And Prospect
Asset Types	Graph	Number of unique prospects who engaged with assets on a Salesforce campaign	B2BMkt Activity And Prospect
Countries	Graph	Number unique prospects in the dataset, grouped by billing country	B2BMkt Activity And Prospect
Audience Details	Table	Raw data filtered by active prospects	B2BMkt Prospect

Account-Based Marketing App

The main dashboard that comes with the Account-Based Marketing app in B2B Marketing Analytics Plus includes metrics and graphs, such as Top 10 values and expected revenue amounts. Use the Pipeline, Accounts, and Closed Opportunity cards to find valuable information about your prospect accounts. On each dashboard, dive into any widget to filter data or open related records.

[Account-Based Marketing App Dashboards](#)

The Account-Based Marketing app includes prebuilt dashboards that explore the characteristics and performance. Each dashboard features several widgets that outline or visualize helpful metrics.

[Set Up the Account-Based Marketing App](#)

To explore prospect account-focused dashboards and lenses, create an app with the Account-Based Marketing (ABM) app template. As feature updates become available to the app, you must upgrade it.

EDITIONS

Available in: Salesforce **Enterprise, Unlimited,** and **Developer** Editions with Account Engagement **Premium** Edition or the B2B Marketing Analytics Plus add-on

Account-Based Marketing App Dashboards

The Account-Based Marketing app includes prebuilt dashboards that explore the characteristics and performance. Each dashboard features several widgets that outline or visualize helpful metrics.

Global filters on the Account-Based Marketing dashboard include Close Date, Salesforce Campaign Name, Account Name, and Account Billing State.

For best results, filter your dashboards with a relative date, such as *Last Week* or *Last 90 Days*.

Pipeline Value

The Pipeline Value card includes a total pipeline value and a chart of monthly revenue. It also provides results from Einstein Discovery as Predicted Pipeline Value. To reveal these widgets, select this card.

EDITIONS

Available in: Salesforce **Enterprise, Unlimited,** and **Developer** Editions with Account Engagement **Premium** Edition.

Available in: Salesforce **Enterprise, Unlimited,** and **Developer** Editions with Account Engagement **Plus** and **Advanced** Editions with the B2B Marketing Analytics Plus add-on.

Widget	Type	Formula or Notes	Dataset Origin
Sales Activities and Pipeline	Value	Number of activities	ABM Events
Sales Activities and Pipeline	Graph	Number of activities in open opportunities, grouped by account name	ABM Events, ABM Opportunities
Influential Campaigns: Revenue	Value	Total revenue share for all won opportunities	ABM Campaigns
Influential Campaigns: Spend	Value	Total spend amount, via CampaignId.ActualCost field	ABM Campaigns
Influential Campaigns: ROI	Value	Percentage ROI based on Revenue Share and Spend values	ABM Campaigns
Influential Campaigns: Revenue Share	Graph	Each bar shows a campaign's associated revenue share that's based on won opportunities	ABM Campaigns
Open Opportunities by Account	Table	Raw data filtered by open opportunities	ABM Opportunities

Accounts

The Accounts card includes a total number of accounts based on unique account IDs. The graph shows the number of accounts associated with closed opportunities, grouped by close month. To reveal these widgets, select this card.

Widget	Type	Formula or Notes	Dataset Origin
Accounts by Region	Map	Number of unique account IDs, grouped by billing state	ABM Opportunities
Account Distribution: Industry	Graph	Number of opportunities grouped by industry	ABM Opportunities
Account Distribution: Campaigns	Graph	Total revenue share, grouped by campaigns	ABM Campaigns
Account Distribution: Account Type	Graph	Number of accounts, grouped by account type	ABM Opportunities
Account Reach Over Time: Accounts	Graph (line)	Number of unique account IDs, grouped by close date (month)	ABM Opportunities
Account Reach Over Time: Amount	Graph (bars)	Total opportunity amount grouped by close date (month)	ABM Opportunities
Open Opportunities by Account	Table	Raw data filtered by open opportunities	ABM Opportunities

Closed Opportunities

The Closed Opportunities card includes a total number of won opportunities and a graph that shows those opportunities, grouped by close month. To reveal these widgets, select this card.

Widget	Type	Formula and Notes	Dataset Origin
Top Opportunity Amount: By Industry	Graph	Won opportunity amounts grouped by industry	ABM Opportunities
Top Opportunity Amount: By Opportunity Type	Graph	Won opportunity amounts grouped by opportunity type	ABM Opportunities
Top Opportunity Amount: By Region	Graph	Won opportunity amounts grouped by billing country	ABM Opportunities
Top Accounts Won and Lost: Win Percentage	Graph	Number of won and lost opportunities, also shown as a percentage	ABM Opportunities
Top Accounts Won and Lost: Number	Value	Number of all closed opportunities	ABM Opportunities
Top Accounts: Won	Graph	Won opportunity amounts grouped by account name	ABM Opportunities
Top Accounts: Lost	Graph	Lost opportunity amounts grouped by account name	ABM Opportunities
Closed Opportunity Details	Table	Raw data filtered by closed opportunities	ABM Opportunities

Set Up the Account-Based Marketing App

To explore prospect account-focused dashboards and lenses, create an app with the Account-Based Marketing (ABM) app template. As feature updates become available to the app, you must upgrade it.


1. From the App Launcher, select **Analytics Studio**.
2. Select **Create**, and then select **App**.
3. Select **Account-Based Marketing**, and then click **Continue**.
4. Answer the setup questions, and then click **Done**.
5. To access your ABM app, return to Analytics Studio, and then choose it from the **Apps** table.
6. To refresh the data in your app, schedule a dataflow to run automatically.

During app creation, CRM Analytics also generates predictions in an Einstein Discovery story. To access it, open Analytics Studio and filter by Stories.

Keep an eye on the app header. When a new version of the Account-Based Marketing app becomes available, a link to upgrade appears. You can reconfigure your app at any time.

B2B Marketing Analytics Glossary

Familiarize yourself with common CRM Analytics terminology.

 **Note:** Pardot is now known as Marketing Cloud Account Engagement. We wish we could snap our fingers to update the name everywhere, but you can expect to see the previous name in a few places until we replace it, including in the app itself.

Aggregate

A summary of the data based on a grouping. For example, sum of the amounts or count of rows of data, as in the initial exploration state.

App

In CRM Analytics, an app contains dashboards, lenses, and datasets in any combination that makes sense for sharing your data analysis with colleagues. Apps are like folders, and let users control sharing and organize their data projects.

Dashboard

A curated set of charts, metrics, and tables based on the data in one or more lenses.

Dataset

Contains a set of source data that is formatted and optimized for interactive exploration.

Dimension

A qualitative value, such as region, product name, or model number.

Filter

You can filter the data to narrow your results. For example, you can show only opportunities within a certain fiscal year. Filters included with B2B Marketing Analytics include:

- Date range
- Stage (Opportunity Stage)
- Tags (Pardot Tags)

Group

You can group the data by a specific dimension. For example: group by product name or account.

EDITIONS

Available in: Salesforce **Enterprise, Unlimited**, and **Developer** Editions with Account Engagement **Premium** Edition or the B2B Marketing Analytics Plus add-on

USER PERMISSIONS

To create and customize B2B Marketing Analytics Plus apps:

- B2B Marketing Analytics Plus Admin

To view B2B Marketing Analytics Plus apps:

- B2B Marketing Analytics Plus User

Lens

A particular view into a dataset's data. You use a lens to do exploratory analysis and visualization.

Measure

A quantitative value, such as revenue or exchange rate. You can do math on measures, such as calculate the total revenue or minimum exchange rate.

Template

A framework for analytics apps that comes preset with KPIs and visualizations.

Visualization

A visual representation of data, such as a chart, graph, comparison table, or pivot table.

Resources

Looking for more information about B2B Marketing Analytics Plus? We've got you covered.

- Release Note: [Account Based Marketing App](#)
- Release Note: [Marketing Campaign Intelligence App](#)
- Learning Map: [CRM Analytics](#)
- Video: [Getting Ready for B2B Marketing Analytics Plus \(English Only\)](#)
- Video: [Create and Use B2B Marketing Analytics Plus Apps \(English Only\)](#)
- Webinar: [Summer '20 Release Readiness](#)
- Trailhead: [Einstein Discovery Basics](#)