



B2B Marketing Analytics Plus Implementation Guide

Salesforce, Spring '21



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PARDOT ANALYTICS

Use Pardot Analytics to explore the connection between your marketing efforts and sales outcomes. Get answers to your performance questions when you create custom lenses and dashboards.

Pardot Analytics offerings include the B2B Marketing Analytics app, 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 prospects are included in Tableau CRM datasets. To exclude archived prospects, change your preferences in Pardot Settings.

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 Pardot Premium. Also available in Pardot Plus or Advanced with the B2B Marketing Analytics Plus add-on.
- B2B Marketing Analytics is available in Pardot Plus, Advanced, and Premium, and in Pardot Pro and Ultimate editions with the B2B Marketing Analytics add-on.

Feature Name	Editions	Description	Available Features
B2B Marketing Analytics	<ul style="list-style-type: none"> • Included with Pardot Plus, Advanced, and Premium editions using Salesforce Professional, Enterprise, Unlimited, and Developer editions • Also available in Pardot Pro and Ultimate editions using Salesforce Professional, Enterprise, Unlimited, and Developer editions with the B2B Marketing Analytics add-on 	<p>A templated app, which 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 Pardot Premium using Salesforce Enterprise, Unlimited, and Developer editions • Available in Pardot Advanced and Plus editions using 	<p>A collection of templated apps that offer custom datasets from Pardot, and dashboards that provide a deeper look into accounts and campaigns.</p>	<p>Account-Based Marketing App</p> <p>Marketing Campaign Intelligence App</p>

Feature Name	Editions	Description	Available Features
	<p>Salesforce Enterprise, Unlimited, and Developer editions and the B2B Marketing Analytics Plus add-on</p> <ul style="list-style-type: none"> • Available in Salesforce Enterprise, Unlimited, and Developer editions with the B2B Marketing Analytics Plus add-on 	<p>Use the included Einstein Discovery Stories to learn how to achieve specific goals.</p>	

[B2B Marketing Analytics Plus](#)

B2B Marketing Analytics Plus is a growing 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 Pardot, and the Campaign Performance card shows associated campaign data from Salesforce. Explore the dashboard or create an Einstein Discovery story that helps you improve prospect engagement.

[Account-Based Marketing App](#)

The main dashboard that comes with your Account-Based Marketing app 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 accounts. On each dashboard, dive into any widget to filter data or open related records.

[B2B Marketing Analytics Glossary](#)

Familiarize yourself with common Analytics Studio 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 growing 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 Pardot **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 Pardot 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: **Enterprise, Unlimited,** and **Developer** Editions with Pardot **Premium** Edition or the B2B Marketing Analytics Plus add-on

Available in: **Enterprise, Unlimited,** and **Developer** Editions with Pardot **Plus** or **Advanced** Edition and the B2B Marketing Analytics Plus add-on

Using B2B Marketing Analytics

- The dataflows B2BMktActivity and B2BMktProspect are available via the SFDC Local connector and sync every 24 hours.
- For best performance, consider scheduling replication at different times for different objects. Learn how to [Schedule Data Sync to Run Automatically](#).
- To save resources, 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. Find out more: [Verify the Incremental Sync Settings for Salesforce Data](#).
- 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.

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 verify that these settings are enabled: Analytics, Data Sync and Connections, and Analytics Templates.
2. In the Quick Find box, enter *Einstein Discovery*, and enable the feature.
3. Make sure that Customizable Campaign Influence is turned on and data requirements are met.
4. Give users the necessary permission sets or verify that the permission sets are already assigned.
 - CRM User, Sales User, or Service User
 - 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
 - Opportunities
6. When permissions are complete, notify the users that they can create their own apps.

[Enable Analytics](#)

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

[Enable Data Sync and Connections](#)

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

Enable Analytics

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

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

EDITIONS

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

Available in: **Enterprise, Unlimited, and Developer** Editions with Pardot **Plus** or **Advanced** Edition and the B2B Marketing Analytics Plus add-on

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

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

Enable Data Sync and Connections

Data Sync is enabled by default if you turned on Tableau CRM after the Winter '20 release. If you turned on Tableau CRM 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 sfcdcDigest nodes fail until data sync has run and completed for the first time. See [Schedule, Run, and Monitor Data Sync](#).

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 Pardot, and the Campaign Performance card shows associated campaign data from Salesforce. Explore the dashboard or 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.

[Set Up Predictions for the Marketing Campaign Intelligence App](#)

The first time you create a Marketing Campaigns Intelligence (MCI) app, it can take a few hours to sync data and load the Einstein Discovery story. After that, you can finalize your app to see predictions that help improve prospect engagement.

[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 Classic and Lightning Experience.

Available with Tableau CRM, 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

EDITIONS

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

Available in: **Enterprise**, **Unlimited**, and **Developer** Editions with Pardot **Plus** or **Advanced** Edition and 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.

Due to limitations with Einstein Discovery, you can't reconfigure a Marketing Campaign Intelligence app. To edit an MCI app, create another app, and then set up Einstein Discovery again.

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. To access your MCI 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](#).

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.

To use Einstein Discovery's predictions with your app, continue to [Set Up Predictions for the Marketing Campaign Intelligence App](#) on page 7.

EDITIONS

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

Available in: **Enterprise**, **Unlimited**, and **Developer** Editions with Pardot **Plus** or **Advanced** Edition and 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

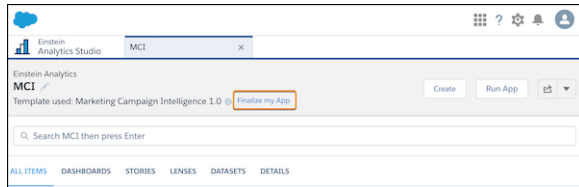
AND

CRM User, Sales User,
or Service User
permission set

Set Up Predictions for the Marketing Campaign Intelligence App

The first time you create a Marketing Campaigns Intelligence (MCI) app, it can take a few hours to sync data and load the Einstein Discovery story. After that, you can finalize your app to see predictions that help improve prospect engagement.

1. Open your Marketing Campaign Intelligence app.
2. In the header, click **Finalize My App**.



3. Click through the setup flow to run the dataflow and finalize your app.
4. Click **OK**.

EDITIONS

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

Available in: **Enterprise, Unlimited, and Developer** Editions with Pardot **Plus** or **Advanced** Edition and the B2B Marketing Analytics Plus add-on

USER PERMISSIONS

To manage an MCI app:

- B2B Marketing Analytics Plus Admin

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.

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

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. Select this card to reveal these widgets.

EDITIONS

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

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

Widget	Type	Formula or Notes	Dataset Origin
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 how many prospects were created per month. Select this card to reveal these widgets.

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
Campaigns	Graph	Number of prospects who 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

Widget	Type	Formula or Notes	Dataset Origin
Audience Details	Table	Raw data filtered by active prospects	B2BMkt Prospect

Account-Based Marketing App

The main dashboard that comes with your Account-Based Marketing app 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 accounts. On each dashboard, dive into any widget to filter data or open related records.

EDITIONS

Available in: Salesforce **Enterprise, Unlimited,** and **Developer** Editions with Pardot **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.

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

To explore 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.


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

The first time you create an Account-Based Marketing (ABM) app, the Einstein Discovery story Improve My Pipeline needs time to load. To add predicted values to the dashboard’s Pipeline Value page and Accounts table, deploy the model and finalize your app.

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.

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

EDITIONS

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

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. Select this card to reveal these widgets.

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

Widget	Type	Formula or Notes	Dataset Origin
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. Select this card to reveal these widgets.

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. Select this card to reveal these widgets.

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 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](#)

To use Einstein Discovery's predictions with your app, continue to [Set Up Predictions for the Account-Based Marketing App](#) on page 12.

You set up Einstein Discovery for your app only one time, so you aren't able to reconfigure your ABM app. To make changes to your app, create another app, and then set up Einstein Discovery again.

EDITIONS

Available in: Salesforce **Enterprise, Unlimited,** and **Developer** Editions with Pardot **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

Set Up Predictions for the Account-Based Marketing App

The first time you create an Account-Based Marketing (ABM) app, the Einstein Discovery story Improve My Pipeline needs time to load. To add predicted values to the dashboard's Pipeline Value page and Accounts table, deploy the model and finalize your app.

Analytics Studio helps you through the process to deploy the model, so you can customize it as you go. Although the model typically sends predictions back to a specific object in Salesforce, object mapping isn't required for showing predictions in your ABM app. As a result, you can skip some of the setup steps on the page and use these instructions.



Warning: To create a story, Einstein Discovery requires at least 400 Closed/Won opportunities in your org. If you don't have enough data, the Deploy Model option is unavailable.

1. Open the Account-Based Marketing app, and then select the **Improve My Pipeline** story.
2. Review the story to make sure it shows all the information you want. To make changes, click **Edit Story**.
3. When you're satisfied with the story, click the action menu next to Edit Story, and then select **Deploy Model**.
4. Name your prediction model, and then continue.
5. Make sure that Opportunity is already selected on the Object Mapping page, and then continue.
6. On the Map Fields screen, click **X** to clear each field that's already mapped, and then continue.
To show predictions in Analytics Studio, you don't have to map any fields to the Opportunity object. The relevant fields are mapped automatically.
7. Click to continue through the remaining pages and click **Done**.
The default settings are sufficient to set up predictions in the ABM app.
8. Open your ABM app, and click **Finalize My App** in the header.
9. In the dropdown, select the model you created.
10. Continue through the setup and click **Done**.

EDITIONS

Available in: Salesforce **Enterprise, Unlimited**, and **Developer** Editions with Pardot **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 Admin

B2B Marketing Analytics Glossary

Familiarize yourself with common Analytics Studio terminology.

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 Analytics, an app contains dashboards, lenses, and datasets in any combination that makes sense for sharing your data analyses 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.

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: [Einstein 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](#)

EDITIONS

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

Available in: **Enterprise**, **Unlimited**, and **Developer** Editions with Pardot **Plus** or **Advanced** Edition and the B2B Marketing Analytics Plus add-on