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# B2B Marketing Analytics Plus Implementation Guide

Salesforce, Spring '22



 @salesforcedocs

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# PARDOT ANALYTICS

Use Pardot’s analytics features 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’s Tableau CRM 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 prospect data is included in Tableau CRM datasets. To exclude data from archived prospects in the Pardot Prospects and Prospect and Activity datasets, edit the preference 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"> <li>• Included with Pardot Plus, Advanced, and Premium editions using Salesforce Professional, Enterprise, Unlimited, and Developer editions</li> <li>• Also available in Pardot Pro and Ultimate editions using Salesforce Professional, Enterprise, Unlimited, and Developer editions with the B2B Marketing Analytics add-on</li> </ul> | <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"> <li>• Engagement</li> <li>• Marketing Manager</li> <li>• Pipeline</li> <li>• Multi-Touch Attribution</li> <li>• Account-Based Marketing</li> <li>• Einstein Behavior Scoring</li> </ul> |
| B2B Marketing Analytics Plus | <ul style="list-style-type: none"> <li>• Included with Pardot Premium using Salesforce Enterprise, Unlimited, and Developer editions</li> </ul>   | <p>A collection of templated apps that offer custom datasets from Pardot, and dashboards that provide a deeper look</p>   | <p>Account-Based Marketing App</p> <p>Marketing Campaign Intelligence App</p>  |

| Feature Name | Editions  | Description   | Available Features |
|--------------|---|---|--------------------|
|              | <ul style="list-style-type: none"> <li>Available in Pardot Advanced and Plus editions using Salesforce Enterprise, Unlimited, and Developer editions and the B2B Marketing Analytics Plus add-on</li> <li>Available in Salesforce Enterprise, Unlimited, and Developer editions with the B2B Marketing Analytics Plus add-on</li> </ul> | <p>into accounts and campaigns. 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 Tableau CRM 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 and 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 Tableau CRM 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** and **Advanced** Edition or the B2B Marketing Analytics Plus add-on

## Using B2B Marketing Analytics Plus

- It takes some time to create an app, so Tableau CRM 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. Learn how to [Schedule Data Sync to Run Automatically](#).
- To save resources, Tableau CRM 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 Tableau CRM 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 then verify that these settings are enabled: Tableau CRM 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 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. If updates are needed, clone the profile and [add the necessary permissions](#).
  - 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.

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

### [Enable Tableau CRM](#)

To use the Tableau CRM 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 Tableau CRM

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

### 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** and **Advanced** Edition or 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




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


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

## 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](#).

### 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

## 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 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: **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** and **Advanced** Edition or 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 **Tableau CRM 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, Tableau CRM also generates predictions in the Einstein Discovery story “Improve My Prospect Engagement.” To access it, open Tableau CRM 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.

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: **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** and **Advanced** Edition or 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 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                |
| 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 |

| Widget           | Type  | Formula or Notes   | Dataset Origin               |
|------------------|-------|--|------------------------------|
| 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 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.

### [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.


#### 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.

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](#)

During app creation, Tableau CRM also generates predictions in an Einstein Discovery story. To access it, open Tableau CRM 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 Tableau CRM Analytics Studio terminology.

### 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

**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 Tableau CRM, 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.

**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

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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: [Tableau CRM](#)
- 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** and **Advanced** Edition or the B2B Marketing Analytics Plus add-on