

DATA SHEET

# DATA STUDIO

Act-On's Marketing  
Data Analysis and  
Visualization Tool



## Turn Your Data Into Actionable Insights and Visual Reports

Marketers are under more pressure than ever to deliver results and prove ROI. In fact, 58% of marketers say they need to prove ROI to justify spending and get approval for more budget.

Modern marketers are also faced with complex martech stacks and data from multiple systems and sources that are difficult to merge and analyze holistically.

If you're using marketing automation, you're collecting valuable behavioral data about your prospects and customers. Online behavior like web page views, email clicks, and content downloads tells a story about your audience and reveals the true impact of your marketing tactics and programs. It's time to put that information to work.

Act-On's Data Studio makes it easy to uncover new insights about the performance of your marketing programs to help you make smarter, data-driven marketing decisions. Designed to provide everyone in your organization with quick and easy access to critical insights, Data Studio makes it easy to view and interpret actionable data and then export this information into your favorite business intelligence tools.

## Slice, Dice, and Unite Your Data

With Data Studio, your next "aha!" moment is just a few clicks away. It allows you to filter, aggregate, and export data to address key questions about marketing performance. Look for broad trends across all your campaigns in one dashboard, or drill into the nitty-gritty details of a single program.

## Instant Integration With Any BI Tool

Connect your valuable Act-On marketing automation data to the business intelligence (BI) tools you're already using, such as Tableau or Microsoft Power BI (Excel counts, too!). Your marketing data will play nicely with other systems as your business grows so you can scale your marketing operations at your own pace.

## Powerful Visualizations

A picture is worth 1,000 data points (or a million). Create eye-catching charts and graphs that make your data engaging and easy to digest. Find relevance among thousands of variables and communicate concepts to others. With built-in visualization tools, seeing is believing.

## Report Templates

Data Studio report templates make it easy to answer common questions and give you a solid starting point for more complex reports. Reveal your best (and worst) performing landing pages, uncover your audience's favorite content topics, or pinpoint the best days and times of the week to deploy emails. Sorting marketing facts from fiction is a cinch.

## Data Exports

If you love your data, set it free. Data Studio's export options give you the flexibility to extract the right data in seconds. Quickly download a CSV file and open it in Microsoft Excel — the world's most popular BI tool. Or schedule regular exports that run automatically to your favorite BI tool so that your data is ready to go whenever you need it.

## Common Uses



Export CSV data to manipulate in Excel or any business intelligence tool



Merge data exports



User-friendly interface to export raw data



Extract data for any custom time period



Automate/schedule recurring data pulls/pushes

## Track, Export, and Analyze Info From These Data Sets



Media



Landing Pages



Webinars



Forms



Email Messages



Website Traffic

## ABOUT ACT-ON SOFTWARE

Act-On Software is the world's growth marketing leader, offering solutions that empower marketers to move beyond the lead and engage targets at every step of the customer lifecycle. Act-On makes customer data actionable so marketers can strategize smart, effective solutions to grow their businesses and generate higher customer lifetime value – all with the fastest time-to-value.

