



Google Analytics

amazon  
seller central

PayP

facebook



MySQL™

intuit  
QuickBooks

HubSpot



Linke

Mvix

Content Rich Digital Signage

# A COMPLETE GUIDE OF THE MVIX DATA INTEGRATIONS PORTAL



Introduction

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Data Sources & Integrations

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Visualizations & Dashboards

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How it Works

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Benefits

# INTRODUCTION

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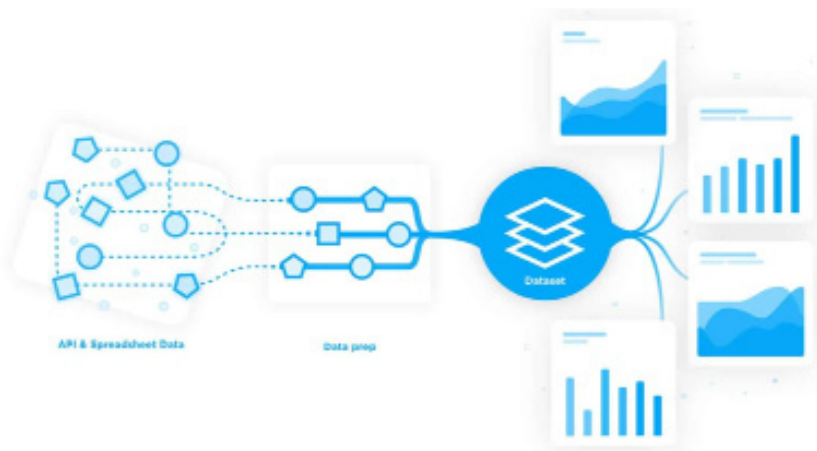
The Mvix digital signage software includes a **Data Integrations Portal** with over 150 business data sources and integrations.

Data collected from these sources is used to automatically create custom reports and charts showing performance metrics and KPIs.

The charts can be grouped together to create dashboards. The dashboards are displayed on digital signage screens to keep large teams in sync and align their efforts to the goals that matter most.

## Data Sources & Integrations

These are the essential business tools like Salesforce, Google Analytics, Hubspot and MySQL that businesses use to run and track their performance.



## Visualizations & Dashboards

Visualizations includes a wide variety of chart types e.g. area chart, pie chart, etc. These can be grouped together into a dashboard e.g. a sales dashboard can have charts showing total sales quotes, weekly sales, quotes vs. booked orders, and pipeline tracking.

# DATA SOURCES & INTEGRATIONS

## Most Popular



Get performance data about deals, sources, landing pages & forms



Add profit & loss reports balance sheets, ARs and more



Pull reports on your sales funnels, opportunities & orders



Google Analytics

Get data on site visitors, referrals by medium, top page views and more



Add data about revenues, gross margin, and inventory costs



Pull reports on orders, abandoned checkouts, items sold & more



Query your database once and deliver the report for charting easily

## Analytics

Pull Analytics data from these business tools to get real-time insights and understand how your business is performing.



## CRM

These CRM tools help businesses build profitable long-term relationships with their customers. Pull actionable data to display on your office screens and improve performance.



## Sales

These Sales apps help companies manage and optimize their sales, pipelines and client relationships. Display sales data on office displays to keep your team accountable.



## Marketing

Data from these Marketing tools is used to monitor buying behavior and inform marketing strategy.





## Database

Manage and analyze all your data quickly and reliably with a connection to these Database tools. Missing a custom integration? Use the Custom REST API connector.



## File Based

Automatically add and share important files from these file sharing and storage solutions. This makes it easy for teams to work together in real time.



Google  
Sheets



Excel



FTP/SFTP



amazon  
S3



smartsheet



## Customer Service

Connecting with these Customer Success platforms will help you to monitor customer data and drive proactive engagements for your business.



zendesk



INTERCOM



appfigures

RingCentral



Delighted

Typeform



qualtrics





## E-Commerce

E-Commerce tools empower you to visualize data about your products in a clear and efficient way, which will help you make informed decisions about your sales.



## Project Management

Show the progress on important projects on your digital signs by displaying boards, lists, and cards that enable you to organize and prioritize your projects.



## Development

Displaying data from these Development tools allows you to visualize your data and unify your team so you can manage projects more effectively.



## Payment Processing

Connecting with these Payment Processing tools enables you to display your transactions, refunds and customer data, giving you a clear snapshot of how money is moving.



# Human Resources

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Display your job postings, work schedules, your org chart, important team communications and more so you can make the right decisions for your team and for your business.



# Accounting & Finance

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Sharing your financials with the company helps businesses stay on top of their assets, debts, income, and cash flows.



## Email Automation

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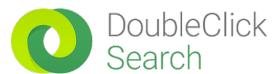
Visualize your email marketing data alongside other key marketing data, enabling you to be more agile and capitalize on opportunities.



## Advertising

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See your Advertising performance in real time, enabling you to make powerful decisions for your campaigns.



# Phone System

See which sources are driving your incoming calls to increase agent productivity, and deliver tangible business results.



# Social

Displaying engagement data from your social media tools enable you to measure and streamline your company's impact in your social circle.



# VISUALIZATIONS

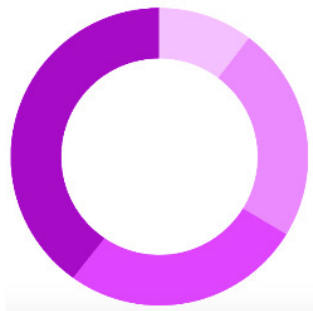
Visualizations includes a wide variety of chart types. These can be grouped together into a dashboard e.g. a sales dashboard can have charts showing total sales quotes, weekly sales, quotes vs. booked orders, and pipeline tracking.



## Area

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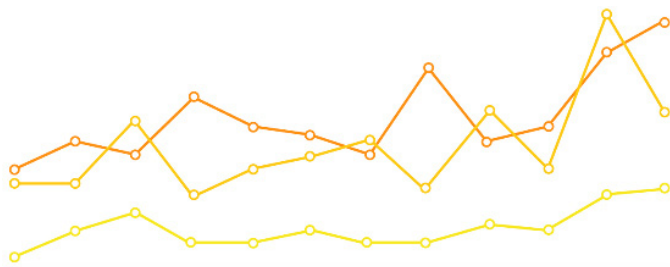
An area chart is a line chart with the area below the line filled with color. Often, several area charts are mapped together for comparison.



## Donut

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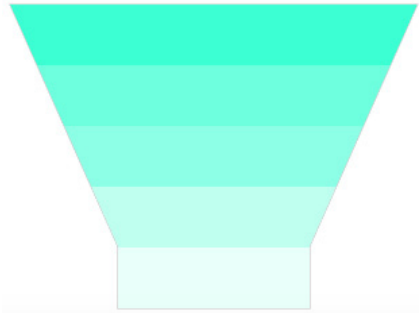
A donut chart is a hollow circle divided into sections that each represent a portion of the whole.



## Line

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A line graph displays information as a series of data points connected by straight lines.



## Funnel

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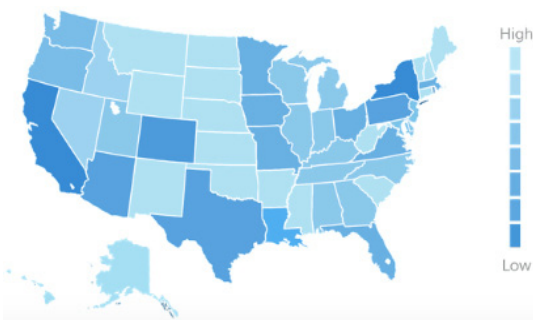
Funnel charts represent stages in a sales, marketing, or other “funnel” process.



## Bullet

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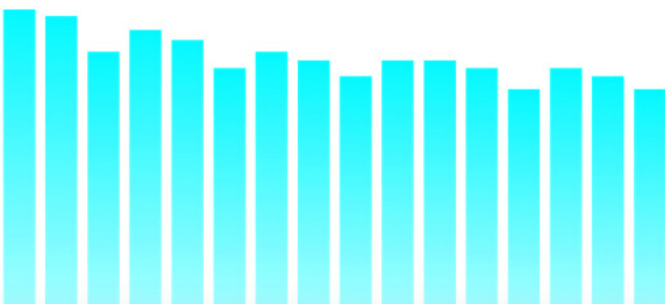
A bullet graph is a variation of a bar graph that measures values on a qualitative range.



## Map

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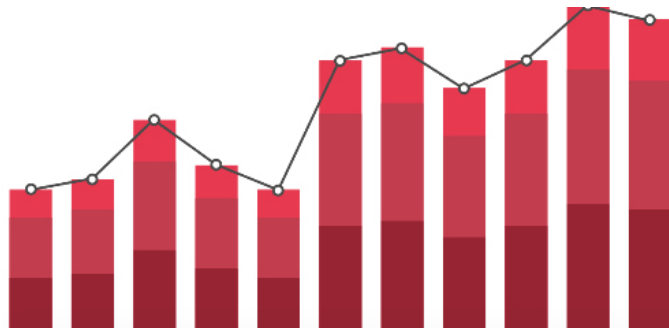
A map chart displays geolocational data.



## Column

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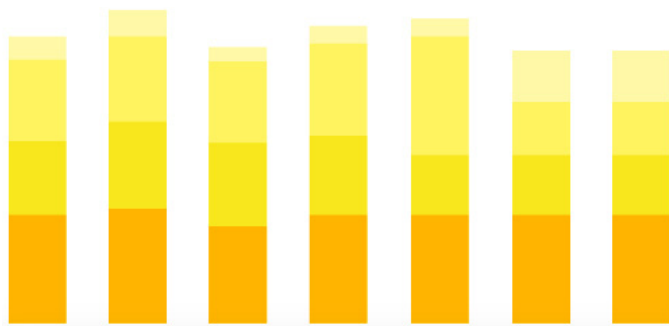
In a column chart, numerical values are represented by the height of vertical bars.



### Comparison

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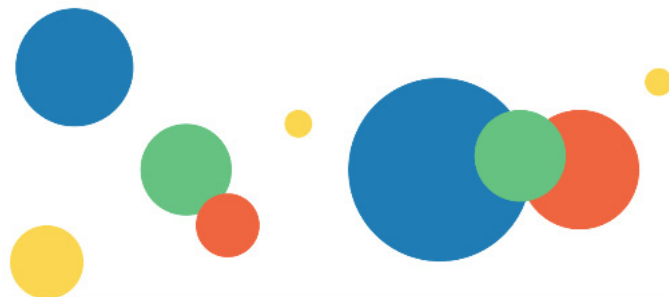
In a column chart, numerical values are represented by the height of vertical bars.



### Stacked Column

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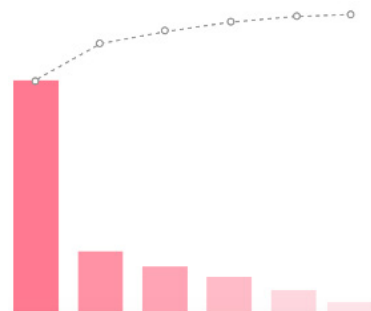
A stacked column chart breaks down and compares parts of a whole. Columns represents the whole, and segments represent different parts of the whole.



### Bubble

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Bubble charts are used to display data points with three numerical dimensions represented by the x-axis, y-axis, and area of the bubble.

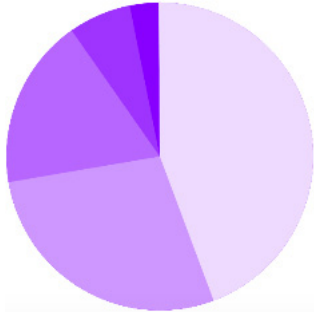


### Pareto

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A Pareto chart contains columns and a line, where columns are presented in descending order and the line shows the cumulative total.





## Pie

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A pie chart is a circle divided into sections that each represent a portion of the whole.



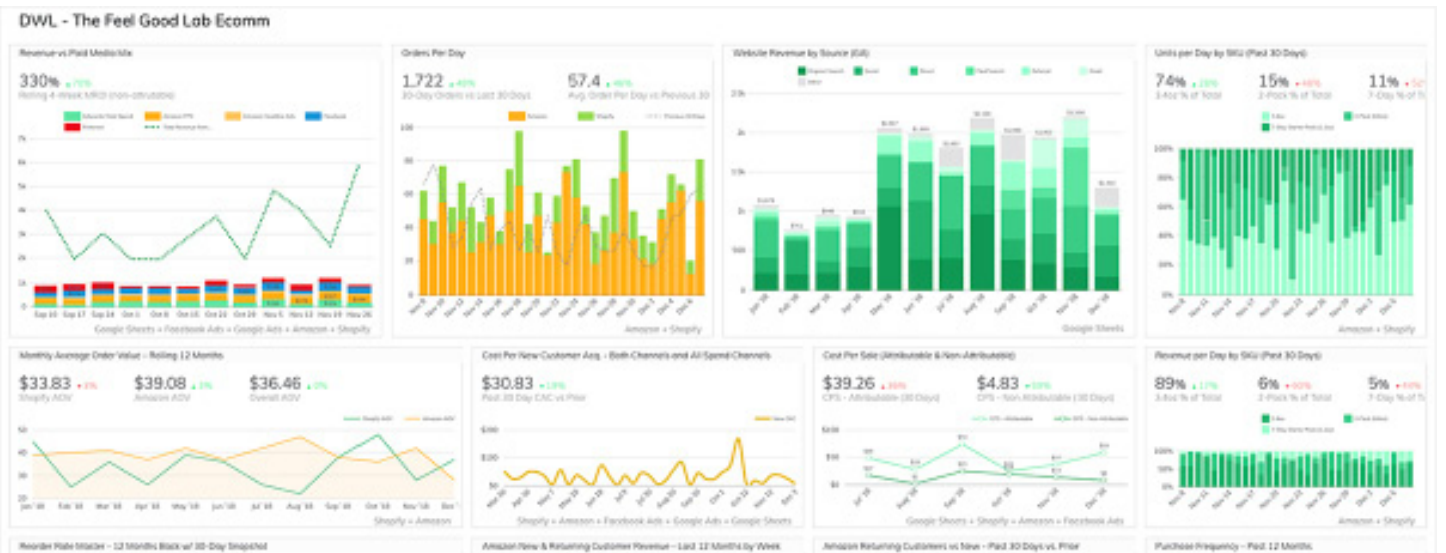
# Popular Dashboards

Dashboards include different metrics that expand a company's understanding of their KPIs e.g. a sales dashboard will have charts for total sales, weekly sales, quotes vs. booked etc.

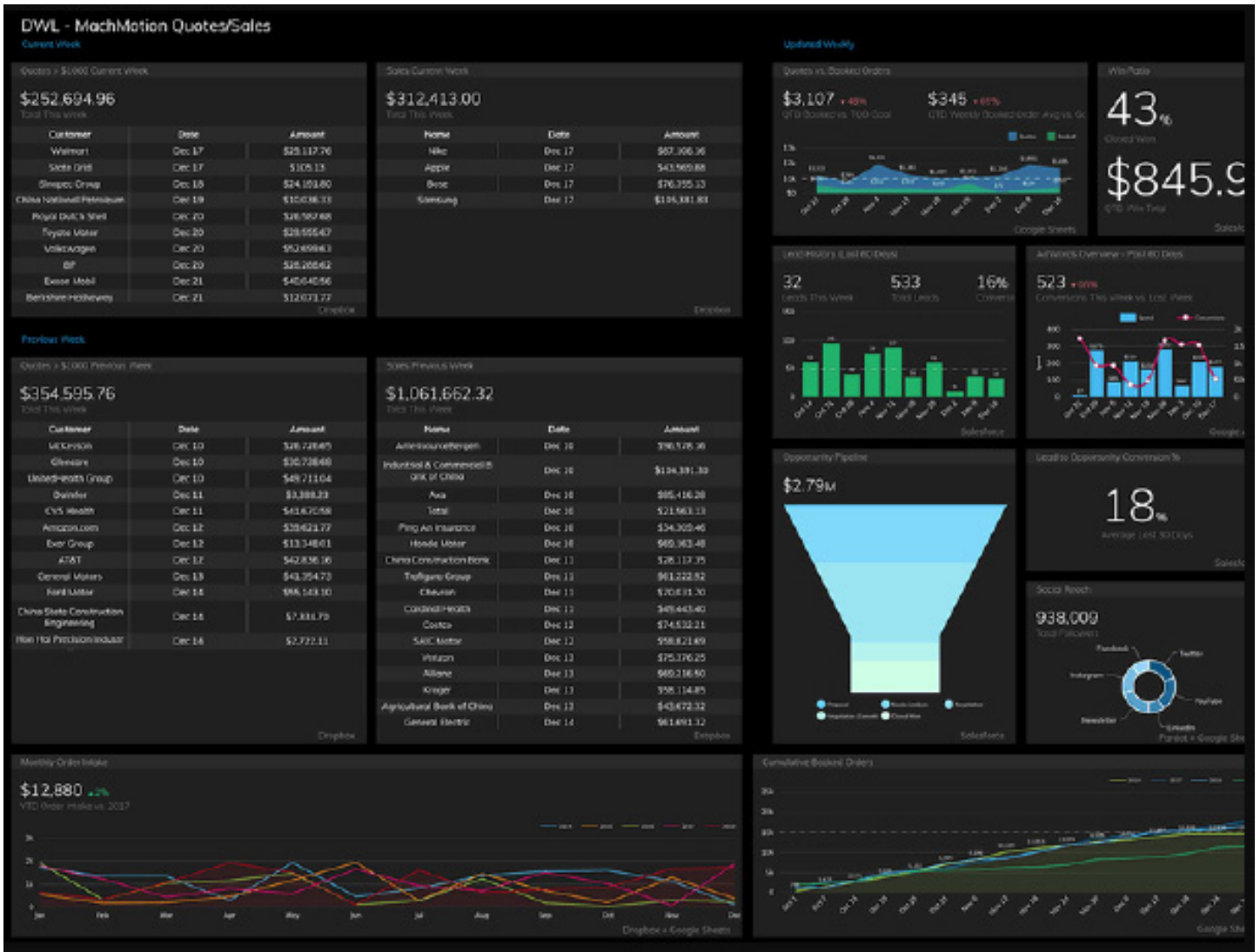
## Company Health Dashboard



## Ecommerce Sales Dashboard



# Sales Projection Dashboard



# Website Performance Dashboard



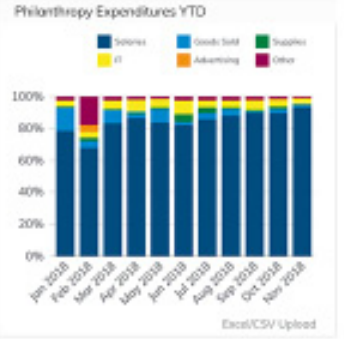
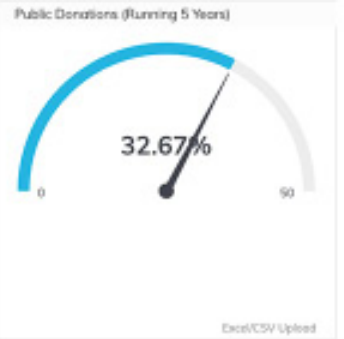
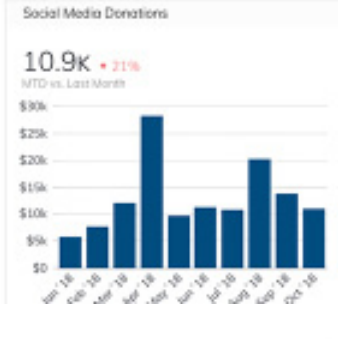
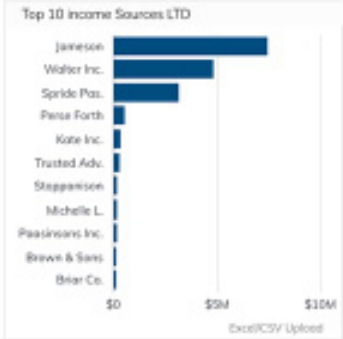
# Philanthropy Efforts Dashboard

## Younique - Philanthropy

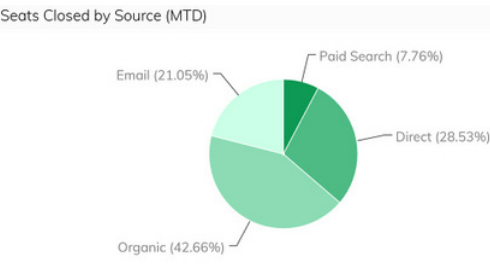
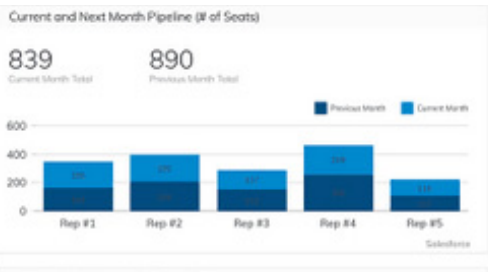
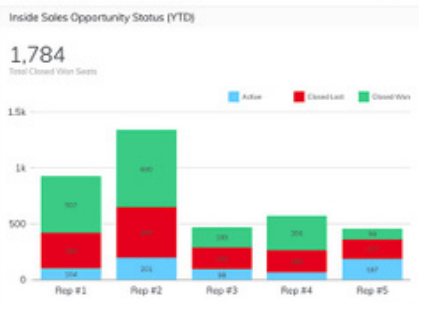
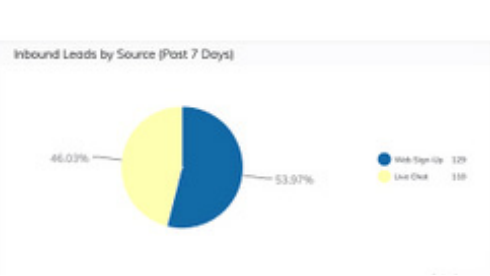
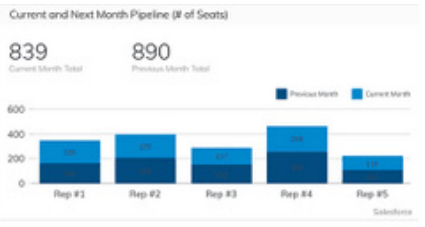
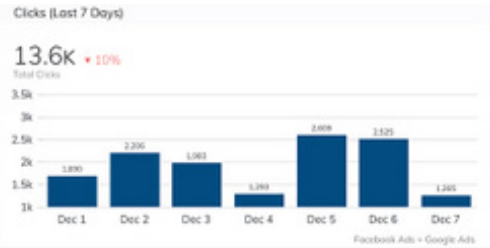
Donations > \$500 (30 Day Period)

Donor	Total
Jameson	\$2,500.00
Walter Inc.	\$905.23
Spride Pas.	\$3,250.00
Perse Forth	\$2,642.32
Kate Inc.	\$1,275,000.00
Trusted Adv.	\$500.00
Stappanison	\$10,949.93
Michelle L.	\$2,500.00
Passions Inc.	\$1,025.64
Brown & Co.	\$1,000.00

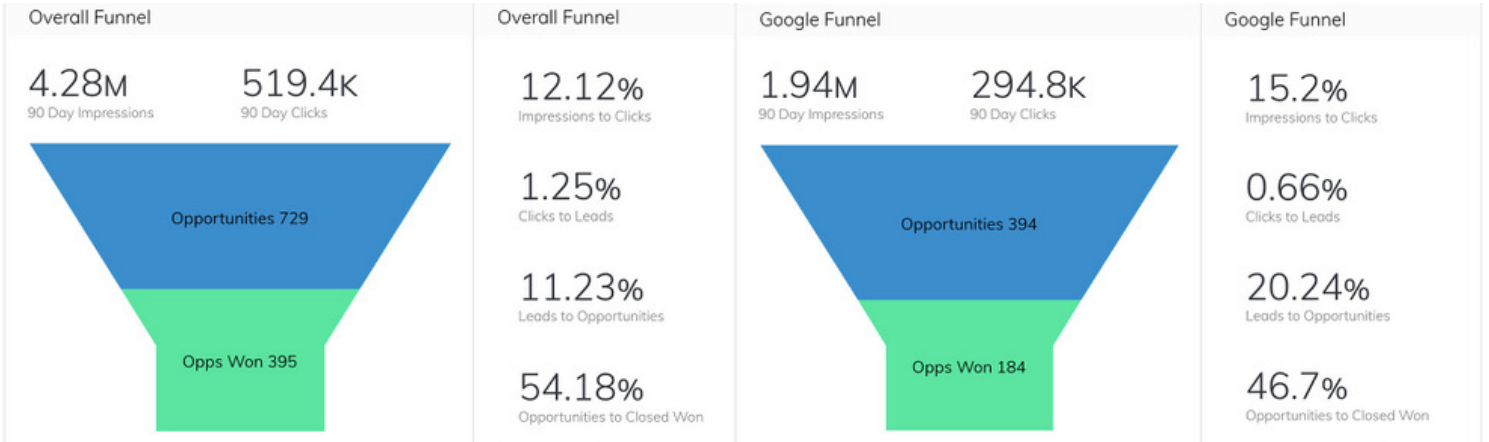
Excel/CSV Upload



# Marketing and Sales Funnel Dashboard



# Marketing Inbound Funnel Dashboard



## Web Sign-Up Funnel

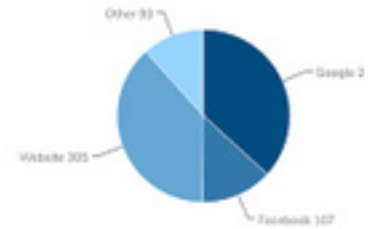


## Web Sign-Up Funnel

24.42%  
Leads to Opportunities

48.94%  
Opportunities to Closed Won

### Web Sign-Up Referrers



# HOW IT WORKS

## 1. Connect your data

With over 150 tools like Salesforce, Google Analytics, and Hubspot, all your data is accessible in one platform to help you see your entire business at a glance. You can blend your data together to map your entire funnel, identify market trends, dive into customer behavior, and more.

## 2. Pick a dataset

Misalignment on KPI definitions can cause missteps, making it difficult to reach your goals. Datasets (joining data from various sources into a single, clean report) eliminate this problem. They allow you to prepare and define data once, then use it as a single source of truth to create performance metrics.

## 3. Create visualizations & dashboards

Quickly make impactful visualizations faster through smart assumptions and customization options. Combine different charts into dashboards that help you understand performance better

## 4. Deploy to your screens

Display performance metrics throughout the office on digital signage screens. With data at your team's fingertips and always on their mind, their efforts will align to the goals that matter most.



aren't "lab rats" to be used and disposed of, say theater union officials who have la

# BENEFITS

## Benefits of the Data Integrations Portal include:



### See your business live.

When you can monitor business performance up-to-the-minute, you'll be confident in every decision.



### Create a data culture.

Broadcast performance to the team and align their efforts to the goals that matter most.



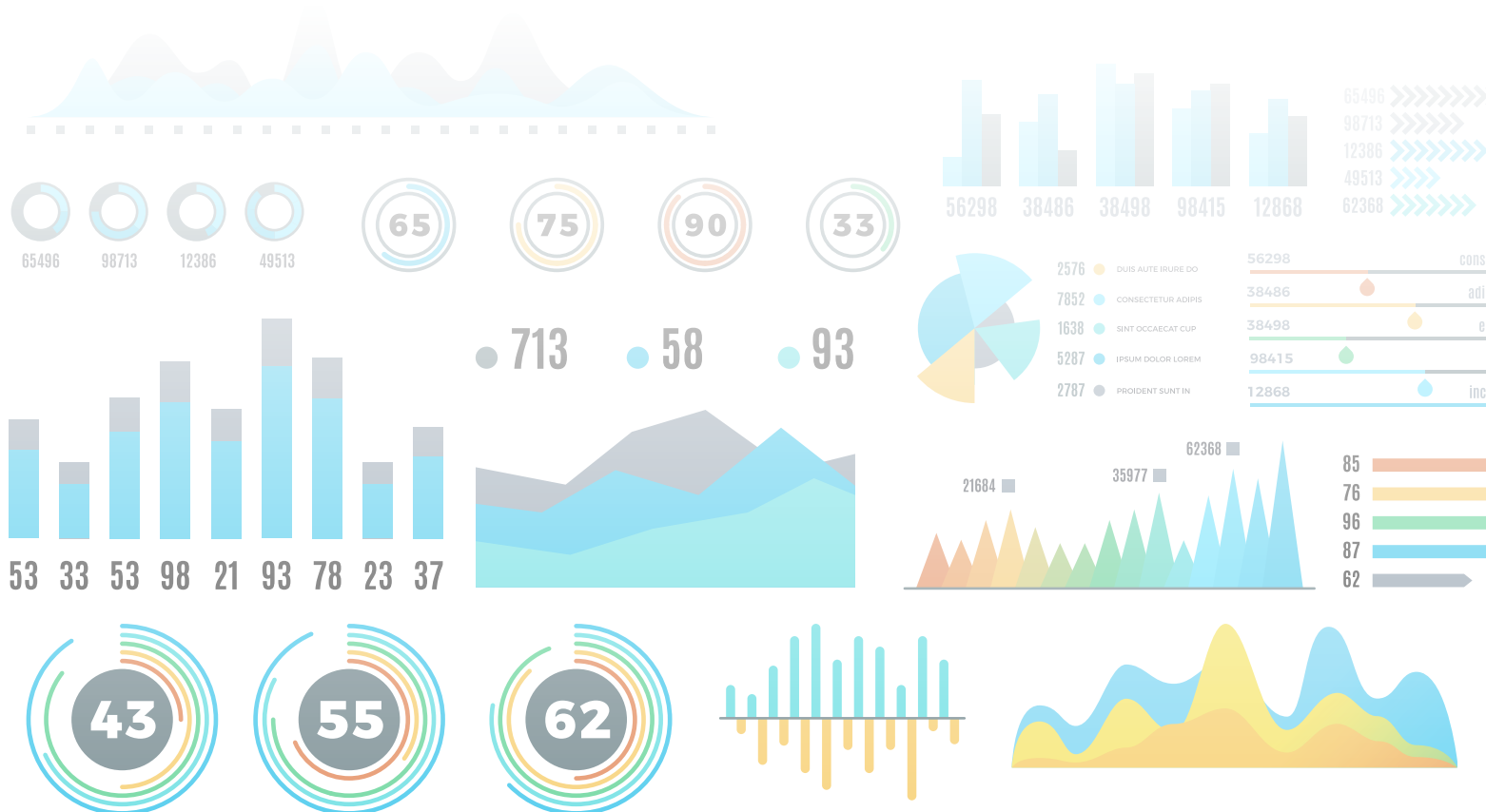
### Build beautiful reports.

Create all the dynamic dashboards, reports, and analytics you expect from BI, without all the headaches and cost.



### Centralize your data.

Get your most useful data in one place and finally create a single source of truth for your business.





# Mvix

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