



Digital Marketing. Optimization at Scale.

One truth = Offense, not defense.

The power of Domo is that it not necessarily enables action so much as *it identifies the way to act.*

Jesse Wolfson | TD Bank

How you can combine apps and cards to identify a business opportunity? The power of Domo is not just to enable you to act, but to help you identify the actual changes you should make.

Lessons Learned.

“**Value is in the Data Stitching**, in how you organize what you put in. If I were a client, and I was trying to understand what time to spend and energy to put in to **get value from Domo**, then I would say **50% of your time** should be spent making sure the **data architecture**, the ways you **connect**, the way you’ve **stitched it together** to make it work is **solid.**”

Keep in mind the **Talent** that you need to make this happen: you need **data engineering**, data management, business analyst, **strategic initiative** kind of talent.



Bank



Nobilis Health

Adam Arnette | Nobilis

If an agency isn’t looking at the same data tied to the same goal, then it’s going a different direction.

Game Changer.

1. **Align** objectives first. **Define** true KPIs.
2. Build actionable dashboards **tied to broader business goals**.
3. **Distribute** dashboards to manage funnel performance.
4. Aggregate data to go **across functional groups**, funnels, and channels.
5. Create **data transparency** to manage cross-channel performance
6. **Get your agencies in on the game**. Build dashboards to match your KPIs.
7. **Tie everything back** to top-level KPIs.

Want More?

[Funnel Graph](#)

[Data Architecture](#)

[Marketing Apps](#)

DOMOPALOOZA

Your Revolution. Your Success.

We can help. Following the journey of other Domo Revolutionaries is just a call or click away.



UNIVERSITY

Build your technical skills. Train your team.

<https://university.domo.com>

Browse the [Knowledge Base](#) for access to over 1,000 articles, instructions, and best practices.

APPS

- Learn all the basics for building your own Domo apps. Visit Developer.domo.com.
- Install and try out apps from hundreds found in the [Domo Appstore](#).
- Engage the Domo App team to help you create custom Domo apps. Contact your Customer Success Manager or Account Executive today.

CONSULTING

Engage Domo experts to augment your team:

- Cultivate a mature data strategy
- Fuel your MajorDomo evolution
- Execute complex deployments

Email consulting@domo.com, contact your Domo Customer Success Manager or Account Executive to learn more.



Keep the Domopalooza conversations going long after you go home. Find fellow Domopalooza attendees in Dojo, the Domo online community: <https://dojo.domo.com/dp17>.