



### 1. Can I see Marketplace activity at the user level?

For legal and compliance reasons, Marketplace Analytics Dashboard can only show activity at the account level.

### 2. Where can I find information on leads generated, opportunities created and ACV driven?

These metrics will continue to be captured via Salesforce.com. Please reach out to [marketplacesupport@spglobal.com](mailto:marketplacesupport@spglobal.com) if you have specific questions or needs in this area.

### 3. I know a user from my account has access to Marketplace but I do not see them in the user access table. Why?

Currently, the user access table only reflects users who have logged into Marketplace during the selected time period. Reasons why a user might be missing from the user access table:

- They have a Marketplace account but have never logged in
- They have a Marketplace account but have not logged in during the filtered time period
- They are blocking cookies and/or browsing incognito mode

### 4. Why can't I find my account when searching the Account filters?

When searching/filtering on an account from the Accounts filter, you can only select from Accounts who had users that logged into Marketplace during the specified date range (e.g. 90 days). If you can't find an account, then that means they did not have users who logged into Marketplace during that time period. You may have to expand the date range to filter on your account.

### 5. Where can I find 'Account Segment' and 'Account Sub-segment' options?

Please refer to the Marketplace Analytics Dashboard Account Segment to Subsegment Mapping Table found [here](#).

### 6. What's the difference between "Other" and "Account Not Available" under Accounts?

- "Account Not Available" will reflect for users who are anonymous because they have not created an account, did not log-in, and/or are blocking cookies/browsing incognito mode
- "Other" will reflect for users who have Marketplace accounts and are logged in but have selected "Other" under "Company Name" when filling out their user profile

### 7. Why are some Marketplace users in the User Access table missing the last login date?

- An enhancement is targeted for Q4 2023 to ensure that the last login date is consistently captured and populated for all Marketplace users

### 8. How are pageviews counted?

Pageviews/Tile views are a metric that measures the total number of times a user views a page/tile on Marketplace. Whenever a user loads a page/tile from Marketplace or their browser history state is changed by the active site, a pageview is sent to Google Analytics

### 9. How can I request an enhancement or provide feedback?

Marketplace enhancement requests and feedback can be submitted [here](#).