

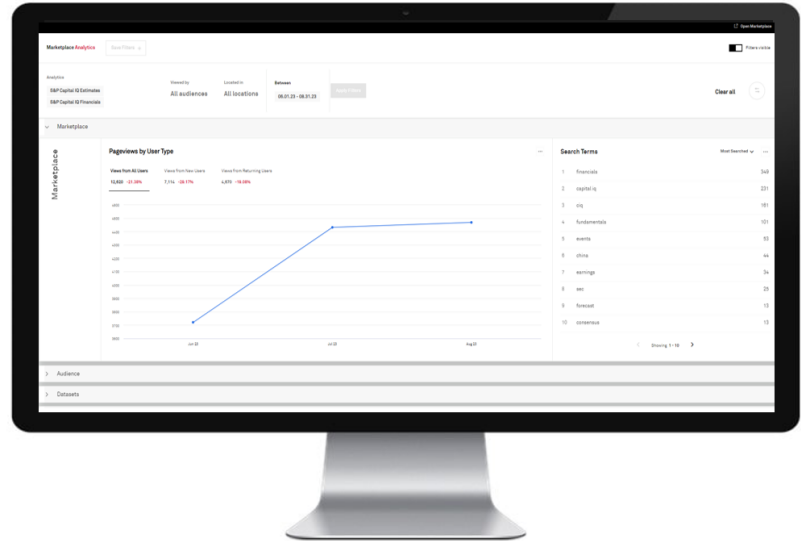
# **S&P Global Marketplace Analytics Dashboard User Guide**

October 2023

# What is the Marketplace Analytics Dashboard?

The **Marketplace Analytics Dashboard** blends Marketplace data with Google Analytics data to organize and visualize critical Marketplace platform performance metrics that allow us to measure and gather insights on user engagement and behavior, user experience, and user acquisition.

- User Engagement and Behavior metrics provide valuable insights into user engagement, content effectiveness, and overall visitor experience. They allow us to understand how users are interacting with Marketplace and the actions which they are taking as they navigate throughout Marketplace.
- User Experience provides insights that allow us to assess the various aspects of a user's interaction and perception of Marketplace.
- User Acquisition metrics show us how effective Marketplace is at getting people to visit and engage with Marketplace. They allow us to dig into who is visiting Marketplace to better contextualize traffic numbers.





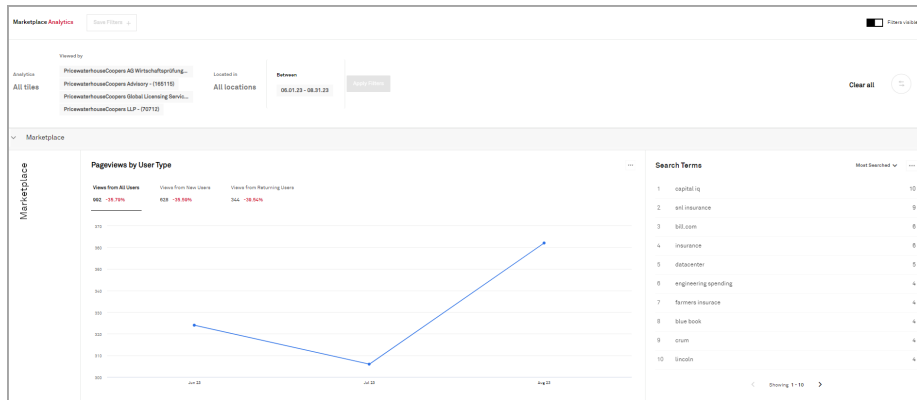
# **Using the Marketplace Analytics Dashboard**

# 1. Marketplace

The Marketplace section of the dashboard visualizes overall Marketplace usage. It consists of two segments:

**Pageviews By User Type** reflects and visualizes the count of how many engagements were on Marketplace by all users, new users, or returning users for the specified time period. Pageviews are important because they provide insight into the popularity and effectiveness of individual pages on Marketplace, along with overall trend of engagement across the platform.

The **Search Terms** table shows the search terms, which are populated by tile owners on each dataset/solution tile, that are used most frequently by Marketplace users for the specified time period.



By Default, Marketplace Analytics Dashboard reflects metrics from the past 90 days across all Marketplace pages for all accounts. In addition, total metrics for each section includes activity from anonymous users (e.g., users who are not logged in and/or block cookies). Each section can be filtered by Analytics, Audience, Location, and Date.



# 3. Datasets

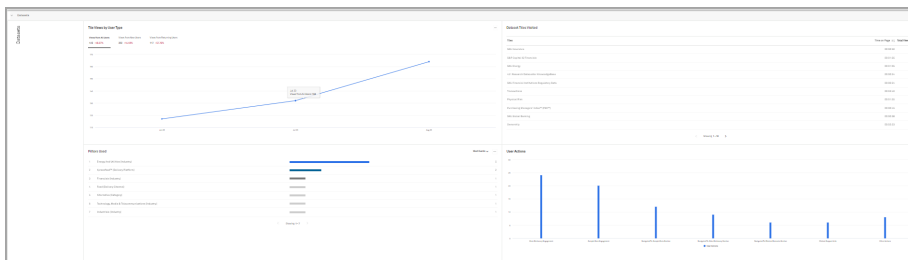
The Datasets section of the Marketplace Analytics Dashboard allows users to assess how users are engaging and interacting with datasets on Marketplace and gauge the interest and effectiveness of content within each dataset. The following segments are found within this section:

**Tile Views By User Type** reflects and visualizes the count of how many times dataset tiles on Marketplace were engaged with by all users, new users, and returning users for the specified time period. Tile views provide insight into the popularity and effectiveness of specific dataset tiles on Marketplace.

**Dataset Tiles Visited** is a table which reflects the the total tile views and total time spent on each dataset tile. Longer time spent on a dataset tile suggests a higher level of interest and engagement, as users are actively exploring that dataset, reading articles, interacting with visualizations, or interacting with others tile elements.

**Filters Used** showcases the top dataset catalog filters being used and provides insights into the content which users are interested in or looking for.

**User Actions** provides insights into the content that users are interacting with the most in dataset tiles on Marketplace.



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# 4. Solutions

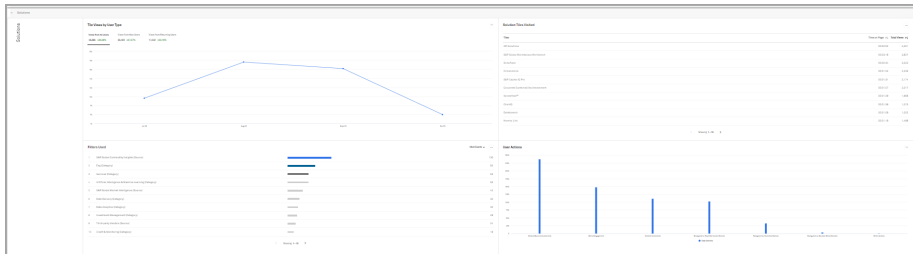
The **Solutions section of the Marketplace Analytics Dashboard** allows users to assess how users are engaging and interacting with solutions on Marketplace and gauge the effectiveness of content within each solution. The following segments are found within this section:

**Tile Views By User Type** reflects and visualizes the count of how many times solution tiles on Marketplace were viewed by all users, new users, and returning users for the specified time period. Tile views provide insight into the popularity and effectiveness of individual solution tiles on Marketplace.

**Solution Tiles Visited** reflects the the total tile views and total time spent on each solution tile. Longer time spent on a solution tile suggests a higher level of interest and engagement, as users are actively exploring that solution, reading articles, interacting with solution demos, or interacting with other tile elements.

The **Account Segment** pie chart reflects the percent distribution of users associated with each account segment for the specified time period.

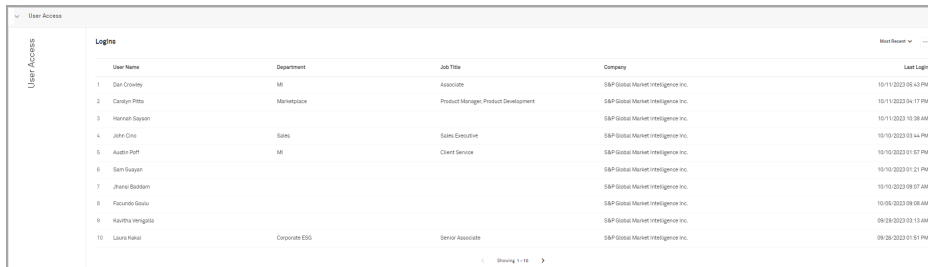
**User Titles** reflects the top user titles who were active on Marketplace for the specified time period.



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# 5. User Access

The User Access table reflect users who have access to Marketplace and have logged in within the date range or account specified.



User Access					More Recent ▾	
User Access	Logins				Last Login	
	User Name	Department	Job Title	Company		
	1	Der Crowley	MR	Associate	S&P Global Market Intelligence Inc.	10/11/2022 05:43 PM
	2	Carlynn Pitts	Marketplace	Product Manager, Product Development	S&P Global Market Intelligence Inc.	10/11/2022 04:17 PM
	3	Horrah Sajjan			S&P Global Market Intelligence Inc.	10/11/2022 10:38 AM
	4	John Ong	Sales	Sales Executive	S&P Global Market Intelligence Inc.	10/10/2022 03:44 PM
	5	Austin Poff	MR	Client Service	S&P Global Market Intelligence Inc.	10/10/2022 01:21 PM
	6	Brian Sujan			S&P Global Market Intelligence Inc.	10/10/2022 01:21 PM
	7	Jhara Baidam			S&P Global Market Intelligence Inc.	10/10/2022 09:07 AM
	8	Rachana Goswami			S&P Global Market Intelligence Inc.	10/09/2022 09:08 AM
9	Kavitha Venkatas			S&P Global Market Intelligence Inc.	09/29/2022 10:13 AM	
10	Laura Kukul	Corporate ESG	Senior Associate	S&P Global Market Intelligence Inc.	09/28/2022 01:51 PM	

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# How to Use Filters

# 1. 'Analytics' filter

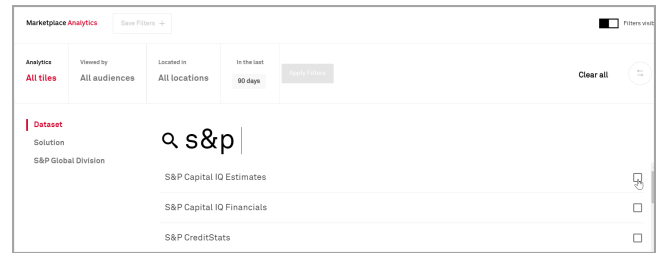
The Analytics filter allows users to filter the Marketplace Analytics Dashboard by Dataset Tile, Solution Tile, or all Dataset or Solution Tiles from S&P Global Divisions

## Important Notes:

- 1) When selecting Analytics filters, the User Access table will return "no results found"
- 2) When filtering by Datasets Tiles or an S&P Global Division's Datasets Tiles, the Solutions Dashboard will return "no results found"
- 3) When filtering on Solutions Tiles or an S&P Global Division's Solution Tiles, the Datasets Dashboard will return "no results found"
- 4) When filtering by multiple Dataset tiles from the Dataset filter (or Solution Tiles from the Solutions filter), Marketplace Analytics Dashboard will aggregate the results from each dataset tile selected (or Solution tile selected if filtering on Solutions)
- 5) When combining Datasets and Solutions tiles in the Dataset, Solution, and S&P Global Division filters, Marketplace Analytics Dashboard will only include the results from users who viewed/interacted with the dataset and solution tile(s) selected. *For example, if filtering on the Compustat Financials Dataset tile and the Marketplace Extract Solution tile, the dashboard will only show pageviews from users who went to both the Compustat Financials Dataset and Marketplace Extract Solution tile for the time period selected.*

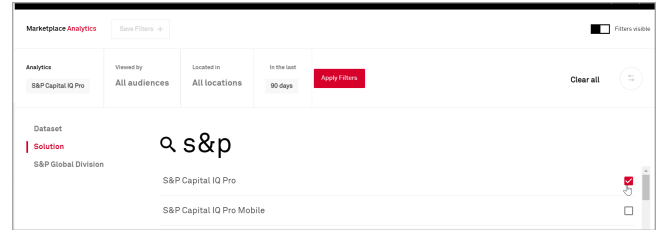
## Dataset Tile

Search & select a dataset tile or tiles



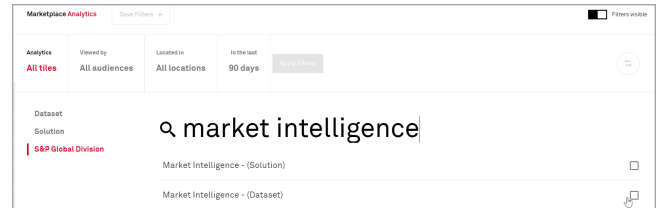
## Solution Tile

Search & select a solution tile or tiles



## S&P Global Division

Search & select all Dataset Tiles or Solution Tiles for an entire S&P Global Division



# 2. 'Viewed by' filter

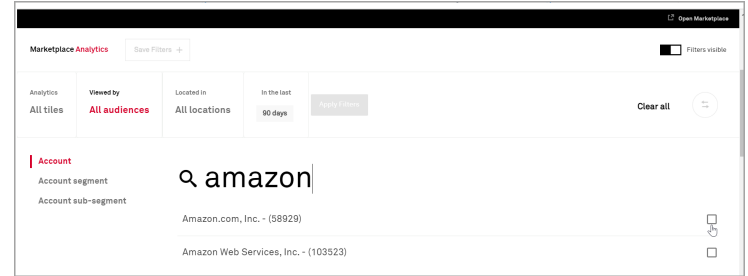
The Audience filter allows users to filter the Marketplace Analytics Dashboard by Account Name, Account Segment, or Account Sub-segment

<p>Account Segment to Sub-segment Mapping</p>

Account Segment	Account Sub-segment	
Academia	Academia	
Commercial Bank	Commercial Bank	
	Credit Union	
	FI Other Banks	
Government or Regulatory Agency	Government Entity/Regulatory Agency	
Individual	Individual	
Information Provider	Information Provider	
Insurance	FI Other Insurance	
	Insurance	
Investment Banking	Investment Bank	
Investment Management	Asset Owner	
	Hedge Fund	
	Asset Manager	
Non-Financial Corporates	Non-FI Other	
	Automobile and Components	
	Consumer Durables and Apparel	
	Capital Goods	
	Commercial Services and Supplies	
	Consumer Services	
	Food, Beverage and Tobacco	
	Food and Staples Retailing	
	Healthcare Equipment and Services	
	Household and Personal Products	
	Media/Telecom	
	Materials	
	Metals/Mining	
	Non-FI Corporates	
	Oil and Gas	
	Pharmaceuticals, Biotechnology, and Life Sciences	
	Power	
	Retailing	
	Transportation	
	Private Equity	Private Equity
	Professional Services	Auditors/Accounting
		Strategy/Business Consulting
		Law Firm
Public Relations/Investor Relation Firm		
Recruiter/Headhunter		
Trade Association		
Technology		
Real Estate	Real Estate	
	Real Estate Investment Trust	
Strategic Alliance	Unclassified	

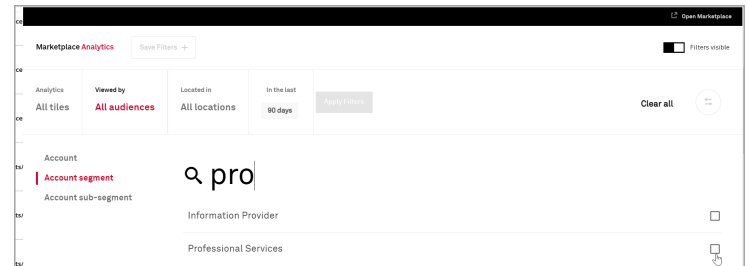
## Account

Search by account name or key subscriber account and select all the accounts you wish to filter on



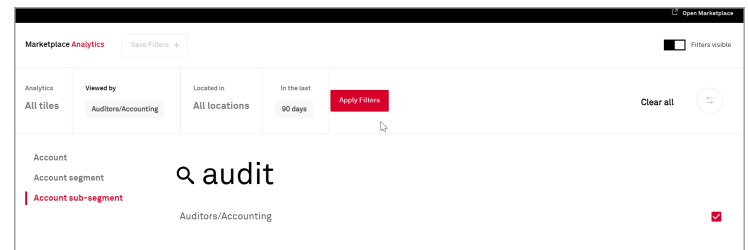
## Account Segment

Search & select account segments



## Account Sub-segment

Search & select account sub-segments



### 3. 'Located in' filter

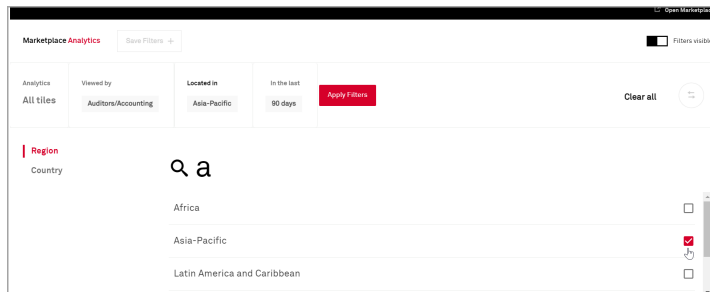
The Located In filter allows users to filter the Marketplace Analytics Dashboard by Account Region & Country

#### Region

Search & select a region or regions to filter the dashboard by account region.

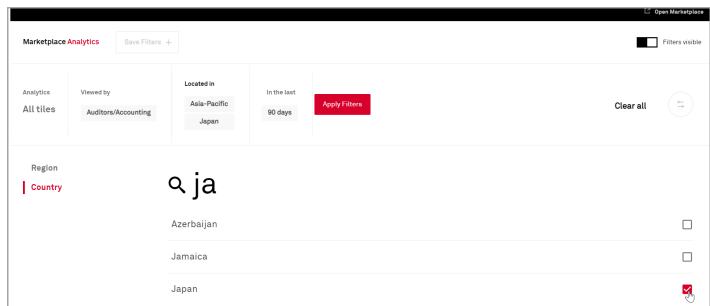
Regions to select from:

- Africa
- Asia-Pacific
- Europe
- Latin America and Caribbean
- United States and Canada
- Middle East



#### Country

Select & search a country or countries to filter the dashboard by account country



## 4. 'In the Last' filter

The in the last filter allows users to filter the Marketplace Analytics Dashboard results from today, yesterday, the last 7 days, 30 days, 90 days, 12 months, or custom date range. Default is set to 90 days.

### In the Last

Select from:

- Today
- Yesterday
- 7 days
- 30 days
- 90 days
- 12 months
- Custom Date range

The screenshot shows the 'Marketplace Analytics' dashboard. At the top, there is a 'Save Filters +' button and a 'Filters visible' toggle. Below this is a filter menu with four tabs: 'Analytics', 'Viewed by', 'Located in', and 'In the last'. The 'In the last' tab is active, showing a dropdown menu with options: 'All tiles', 'All audiences', 'All locations', '90 days', and 'Apply Filters'. To the right of the dropdown is a 'Clear all' button and a filter icon. Below the filter menu is a calendar view for June 2023 and September 2023. The calendar for June 2023 shows dates from 29 to 2. The calendar for September 2023 shows dates from 28 to 1. The '90 days' option in the dropdown is highlighted, and the date '28' in the September 2023 calendar is also highlighted.