

māyā

From Data to Decisions

# agenda

1

Maya overview

2

platform walkthrough

3

product news

4

support and consulting services

# Maya overview

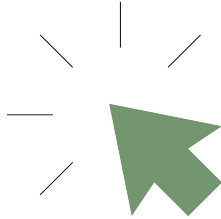
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Maya is your **all-in-one business intelligence solution** built on Power BI, designed to meet the diverse needs of your organization.

Whether you're a *marketing exec seeking customizable reports*, a *business user tracking core KPIs*, a *BI engineer that can build on a data model*, or a *data engineer who can expand on our data warehouse and Maya API*, **Maya has got you covered.**



## Maya has got you covered with:



a dead simple setup that requires zero tech skills or infrastructure building - we take care of the tech heavy lifting








a unified database to gather all your data, including non-digital sources, in one place



fully-automated and customizable reports on your Microsoft Power BI tenant, about Analytics, Apps, Attribution, Competition, SEM, SEO, Speed and any other analysis you may need

**With our latest update, Maya now brings its powerful features directly to your Power BI tenant, offering:**

-  **Automated Reports:** Seamlessly integrate our pre-made, fully automated reports into your existing setup, all customizable to your unique business needs.
-  **Improved Performance:** Ensure uninterrupted daily data refreshes by eliminating dependencies on external resources.
-  **Enhanced Security & Accessibility:** Efficient row-level security allows you to distribute data while protecting sensitive information within your organization.
-  **Alerting & Tracking Functionality:** Stay ahead with improved alert tracking. Set up Power BI alerts for important data changes and monitor your KPIs closely.
-  **Advanced Data Analysis:** By integrating with your other backend data, Maya enables a comprehensive understanding of your organization's performance. Combine marketing and operational insights for a holistic view of your business.

# platform walkthrough

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**setup | sources**

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# sources | available integrations

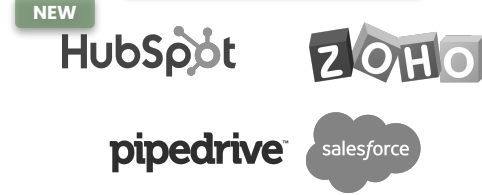
## Advertising



## Analytics



## CRM



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+ Connect



- > **Fixed schema** (we know exactly what measures you need) with no code or manual effort required
- > **Multi-account implementation**
- > **+10 available Sources**, plus custom integrations upon request

# sources | connect your data effortlessly

Setup

- Sources
- Clusters
- Competitors
- PageSpeed
- Manual Expenses
- Billing
- Administration
- Data Load

Reports

- Analytics

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-Bounce Rate & -Sessions by Channel

Legend: (other), branded paid search, direct, display, generic paid search, email, organic search, paid search, referral, social

Set Chart Bars: -Sessions | Set Chart Lines: -Bounce Rate | Set Conversions: All

Time	Channel	Campaign Cluster 1	Campaign Cluster 2	Landing Page Cluster	Country	Device	
	Channel	Sessions	Pages with Sessions	Conversions	Bounce Rate	Transactions	Transaction Revenue
	generic paid search	676,249	1,190	106,858	82%	435	155,202
	organic search	499,355	6,349	129,085	64%	1,523	1,680,470
	direct	466,295	5,303	198,348	43%	2,129	1,994,565
	(other)	126,068	3,476	74,570	35%	1,901	2,037,478
	display	97,141	175	16,794	75%	5	7,484
	branded paid search	77,701	1,430	44,009	37%	377	372,871
	referral	25,793	999	11,169	37%	173	193,185
	social	22,741	195	1,845	77%	1	1,053
	<b>Total</b>	<b>2,004,628</b>	<b>14,380</b>	<b>585,471</b>	<b>63%</b>	<b>6,545</b>	<b>6,442,613</b>

Filter Info

**Attribution Channel**

- Select all
- (other)
- branded paid search
- direct
- display
- email
- generic paid search
- organic search
- paid search
- referral
- social

**Campaign Cluster 1**

- Select all
- 1. Reach
- 2. Remarketing

**Set Conversions**

All

**LP Cluster 1**

- Select all
- 01. Home
- 02. Home Related
- 03. App
- 04. Blog
- 05. Integration outh
- 07. Account & Payment ...
- Other

**Filters**

Search

Filters on this page

- Date: 20/06/2022 - 15/12/2022
- Campaign is (All)
- Landing Page is (All)
- Attribution Medium is (All)
- Country is (All)
- Device is (All)
- Is Organic is (All)
- Attribution Source is (All)
- Attribution Service is (All)

**Attribution Source**

- Select all
- 100credit
- 0.discoverapp.com
- 162.159.134.42:6080
- 172.18.163.66:8080
- 192.168.8.1
- 47.112.98.200:8100
- 6283c52d-c13f-469d-a9...
- 64.227.184.24:8888
- 65.108.144.228

**Campaign Cluster 2**

- Select all
- D1. All Visitors
- D2. Outreach audiences
- D3. Outreach companies
- D4. Outreach Interests
- S0.Brand
- S1.Competitors
- S2. High Intent buy
- S4.Broadier Market
- S5. Substitute Service
- S6. Exploratory

**LP Cluster 2**

- Select all
- 01. Dashboards
- 02. Setup
- Other



# setup | clustering

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# clustering | **apply your business rules**

The screenshot displays the māyā web application interface. At the top left, the māyā logo is visible. The top navigation bar includes the text 'Campaigns' and a 'demo' dropdown menu. A light blue banner at the top of the main content area contains the message: 'You are on free trial. Please [enter your payment details](#) to avoid account deactivation when trial period ends.'

The left sidebar contains a list of navigation items: Setup, Sources, Clusters (highlighted), Competitors, PageSpeed, Manual Expenses, Billing, Administration, Data Load, and Reports.

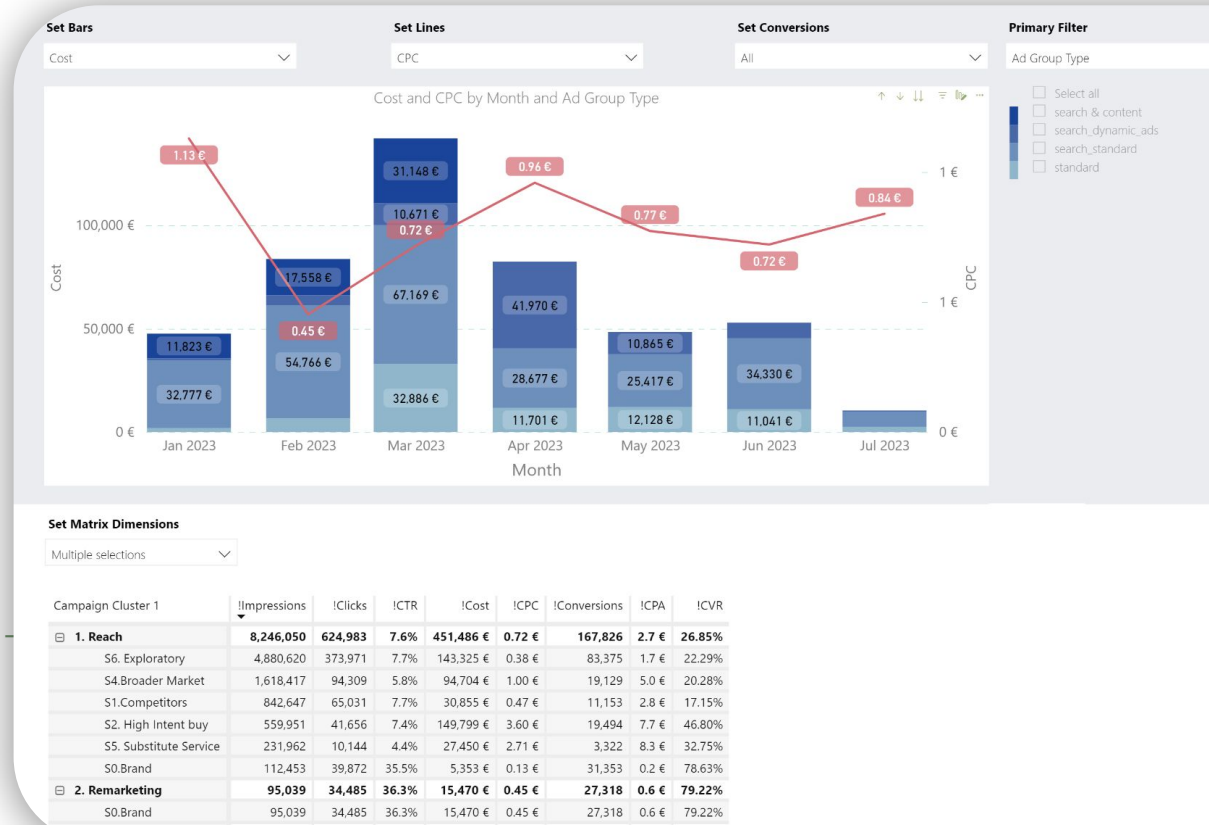
The main content area features a back arrow icon, a text input field labeled 'Cluster Name', and a '+ Add Rule' button. A 'Save' button is located in the bottom right corner of the interface.

# clustering | apply your business rules

Create meaningful segments for:

- Campaigns
- Landing pages
- Conversions
- Budget
- Keywords
- Queries

**And use them in your reports**



**setup | competition**

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# competition | **stay on top**

Set up your Competition Report in two simple steps to stay ahead of the game:

**> Choose Account & Country:** Specify if you want to analyze paid or organic queries, as well as the country to run the analysis.

**> Select the Query Cluster:** Choose the query cluster for analysis against your competition on Google's Search Engine Results Page (SERP).

Once done, Maya will handle the rest, crawling results once a month and compiling them into one report for your insight.

The screenshot shows a user interface for setting up a competition report. It features several dropdown menus and a save button. The 'Account' section is set to 'Maya' with ID 'beae2194-95dd-4d62-b526-82fabda841c3'. The 'Country' is set to 'United States'. The 'Search term cluster' is set to 'Advanced'. The 'Column' is set to 'Basic - 1' and the 'Value' is set to '13. Marketing + Dashboard'. The 'Top search terms by metric' is set to 'Cost' and the 'Number of search terms' is set to '300'. A green 'Save' button is at the bottom.

Account

Country

United States

Search term cluster (Advanced)

Configure the set of search terms that will be analyzed. You can choose a column and value defined in the "Clus...  
Leave this to the default value if you do not know what to set.

Column

Basic - 1

Value

13. Marketing + Dashboard

From these search terms, we will analyze top 300 by cost. Contact us if you need to change the following options

Top search terms by metric

Cost

Number of search terms

300

Save

**setup | page speed**

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# PageSpeed | **which pages to analyze**

Choose the specific pages you want to include in the PageSpeed report for analysis of speed and overall performance.

As a best practice, it's advisable to select one representative page for each template used on your website. Remember, there's no need to include every single page!

## PageSpeed Links

Select which pages of your website should be analyzed for performance metrics.

uri

<https://www.mayainsights.com/>

uri

<https://www.mayainsights.com/blog/>

uri

<https://www.mayainsights.com/blog/maya-power-bi-app/>

uri

<https://www.mayainsights.com/bi-engineer/>

uri

<https://www.mayainsights.com/pricing/>

+ Add

Save

**reports**

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# performance report | **overview**

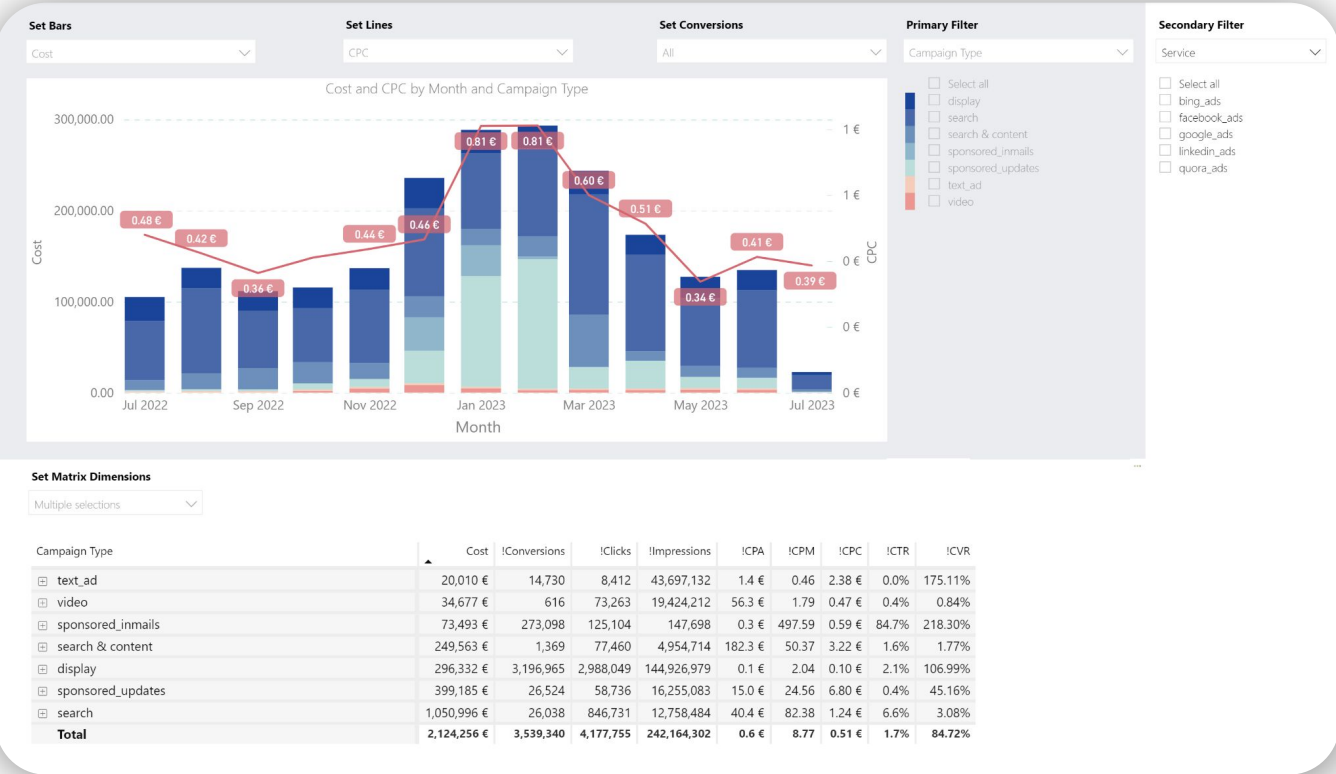


Introducing the **Maya Performance Report**, a dynamic powerhouse of insights on Power BI. Unleash the full spectrum of your marketing data, merging key information from your website analytics, SEO & SEM campaigns, and comprehensive marketing cost analysis.

This ready-to-go report is your command center for data exploration, facilitating deep dives into any level of detail. Unearth patterns, spotlight trends, and keep a firm grip on your pivotal KPIs.

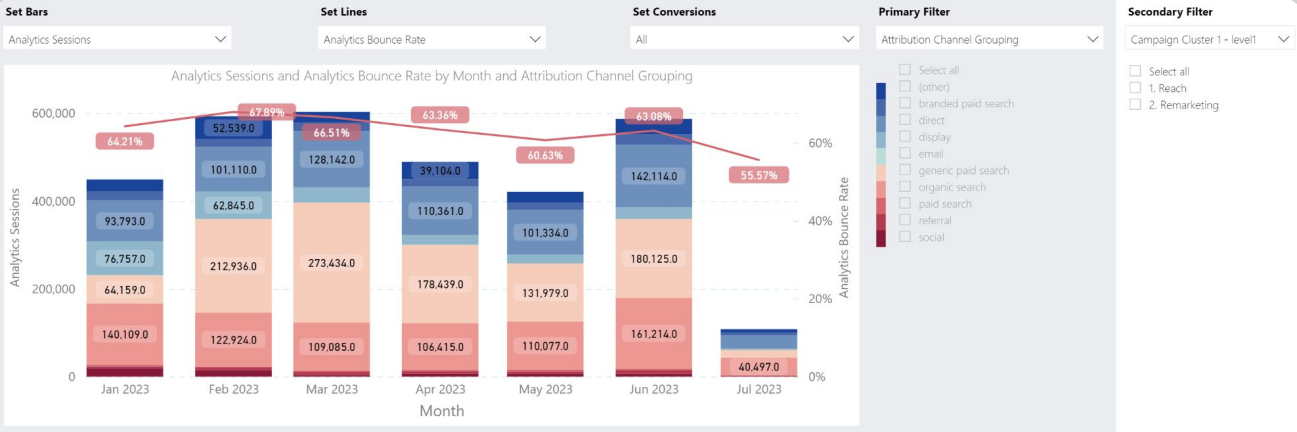
With its customizable, unified dashboard, the Maya Performance Report transforms data into an extraordinary journey of discovery and strategic decision-making.

# performance report | spend



Collect all of your marketing costs in a single unified view, including data from **digital and physical channels**. With Maya's Spend Report, you can track expenses easily, optimize your marketing efforts, and make informed decisions about budget allocation.

# performance report | analytics

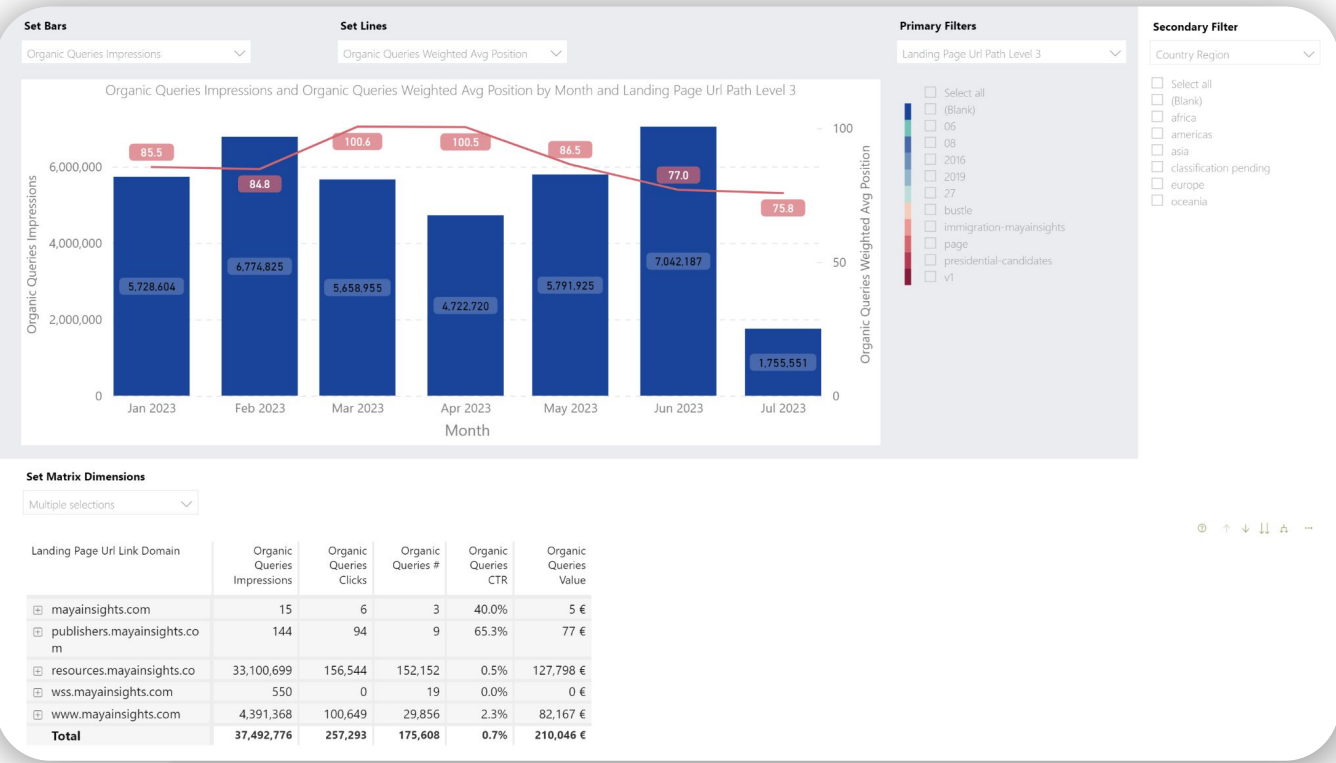


**Set Matrix Dimensions**

Attribution Channel Grouping	Sessions	Pages with Sessions	Conversions	Bounce Rate	Transactions	Transaction Revenue	Analytics CVR
(other)	211,551	5,087	138,967	43%			74.61%
branded paid search	120,008	2,134	86,950	38%			80.30%
direct	707,795	7,552	384,264	46%			4.93%
display	246,518	265	48,947	75%			23.04%
email	861	29	276	20%			36.95%
generic paid search	1,058,307	1,553	234,634	79%			23.25%
organic search	790,321	8,628	236,665	67%			32.75%
paid search	19,347	145	5,529	73%			30.94%
referral	39,385	1,261	19,677	37%			58.27%
social	57,524	275	3,956	82%			7.07%
<b>Total</b>	<b>3,251,617</b>	<b>20,267</b>	<b>1,159,865</b>	<b>64%</b>			<b>11.44%</b>

Keep track of your **website's performance** with all Google Analytics measures and dimensions, all in one sleek report. Customize all your visualizations with just a click, and plot your progress using different conversions, campaigns, landing pages, and more.

# performance report | SEO



Maya's SEO Report is the ultimate tool for tracking your organic growth. With this report, you'll have access to your **Google Search Console** metrics, grouped by your defined query clusters, landing page clusters, country, or device. Whether you're looking to understand your overall performance or want to drill down into specific areas, this report has you covered.

# performance report | SEM



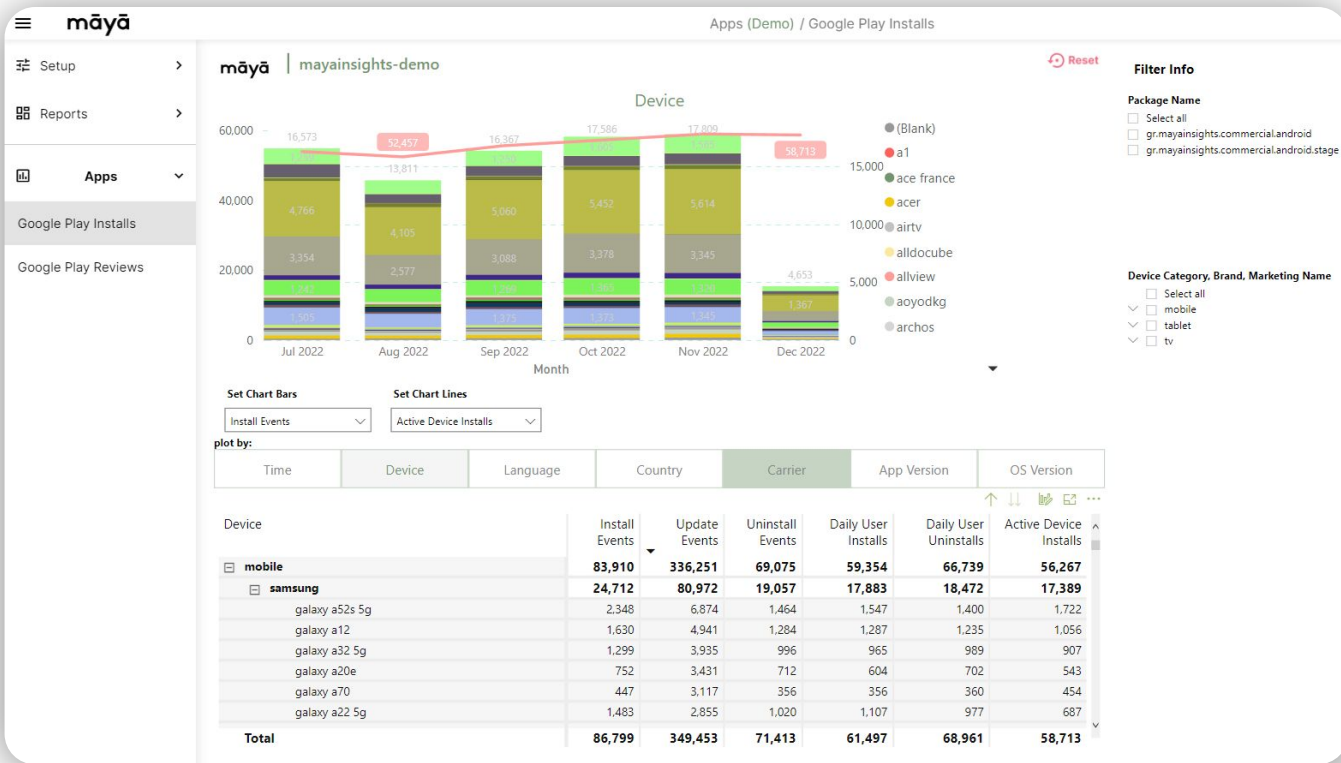
## Set Matrix Dimensions

Multiple selections

Campaign Cluster 1	!Impressions	!Clicks	!CTR	!Cost	!CPC	!Conversions	!CPA	!CVR
<b>1. Reach</b>	<b>8,246,050</b>	<b>624,983</b>	<b>7.6%</b>	<b>451,486 €</b>	<b>0.72 €</b>	<b>167,826</b>	<b>2.7 €</b>	<b>26.85%</b>
S6.Exploratory	4,880,620	373,971	7.7%	143,325 €	0.38 €	83,375	1.7 €	22.29%
S4.Broader Market	1,618,417	94,309	5.8%	94,704 €	1.00 €	19,129	5.0 €	20.28%
S1.Competitors	842,647	65,031	7.7%	30,855 €	0.47 €	11,153	2.8 €	17.15%
S2.High Intent buy	559,951	41,656	7.4%	149,799 €	3.60 €	19,494	7.7 €	46.80%
S5.Substitute Service	231,962	10,144	4.4%	27,450 €	2.71 €	3,322	8.3 €	32.75%
S0.Brand	112,453	39,872	35.5%	5,353 €	0.13 €	31,353	0.2 €	78.63%
<b>2. Remarketing</b>	<b>95,039</b>	<b>34,485</b>	<b>36.3%</b>	<b>15,470 €</b>	<b>0.45 €</b>	<b>27,318</b>	<b>0.6 €</b>	<b>79.22%</b>
S0.Brand	95,039	34,485	36.3%	15,470 €	0.45 €	27,318	0.6 €	79.22%
<b>Total</b>	<b>8,341,089</b>	<b>659,468</b>	<b>7.9%</b>	<b>466,956 €</b>	<b>0.71 €</b>	<b>195,144</b>	<b>2.4 €</b>	<b>29.59%</b>

Maya's SEM Report report integrates all relevant metrics to provide a thorough **understanding of your performance**, based on time, campaign, landing pages, queries, and more to get a detailed analysis of your results. Additionally, the report allows you to drill down as deep as necessary to fully understand your analysis and identify areas for improvement.

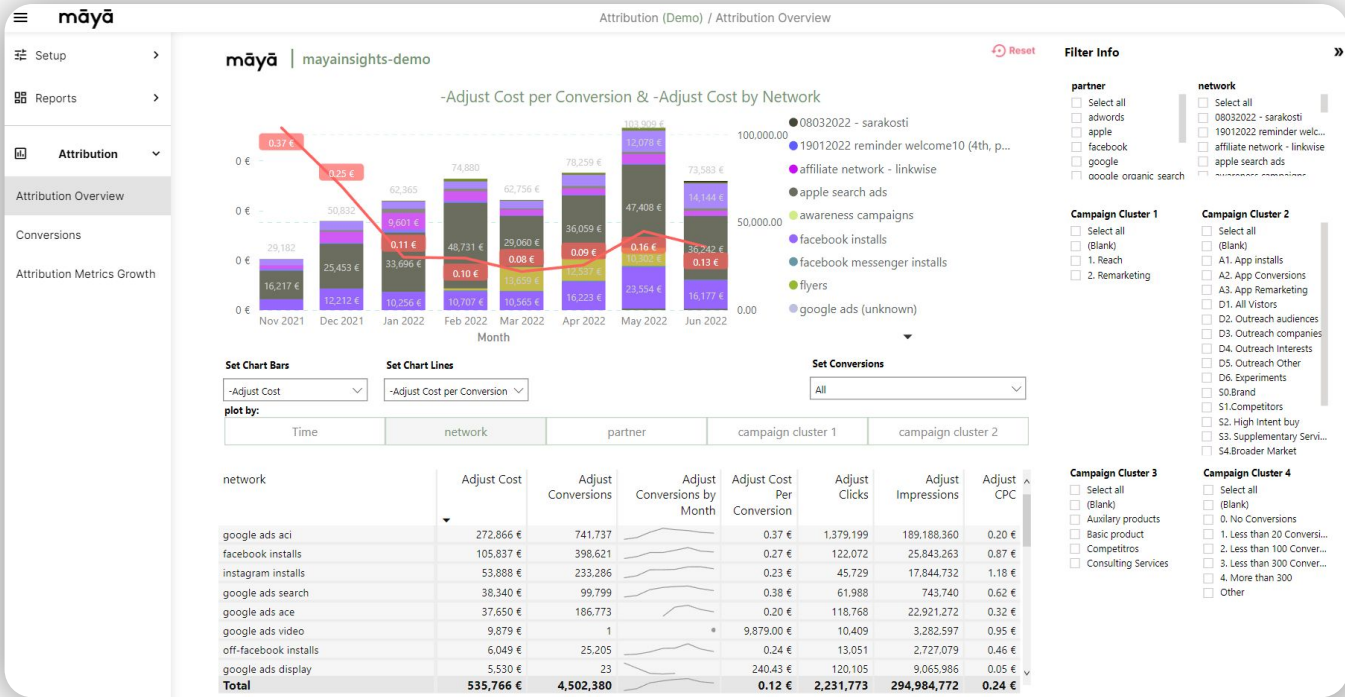
# other out-of-the-box reports | apps



Be on top of your app's performance with Maya's App's report. By extracting Installs-related and Reviews-related metrics from the Google Play Console dataset, the report presents all necessary measures in a clear, organized format to help you effectively analyze your app's insights

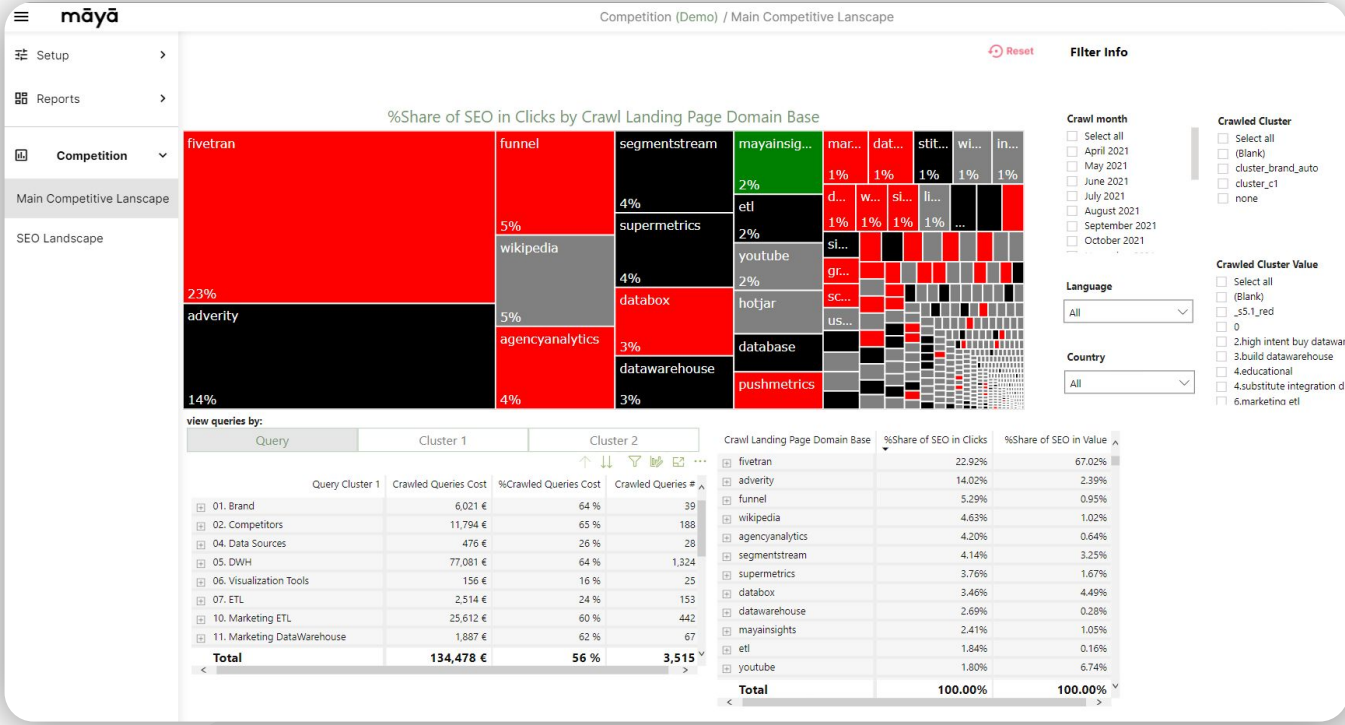


# out-of-the-box reports | attribution



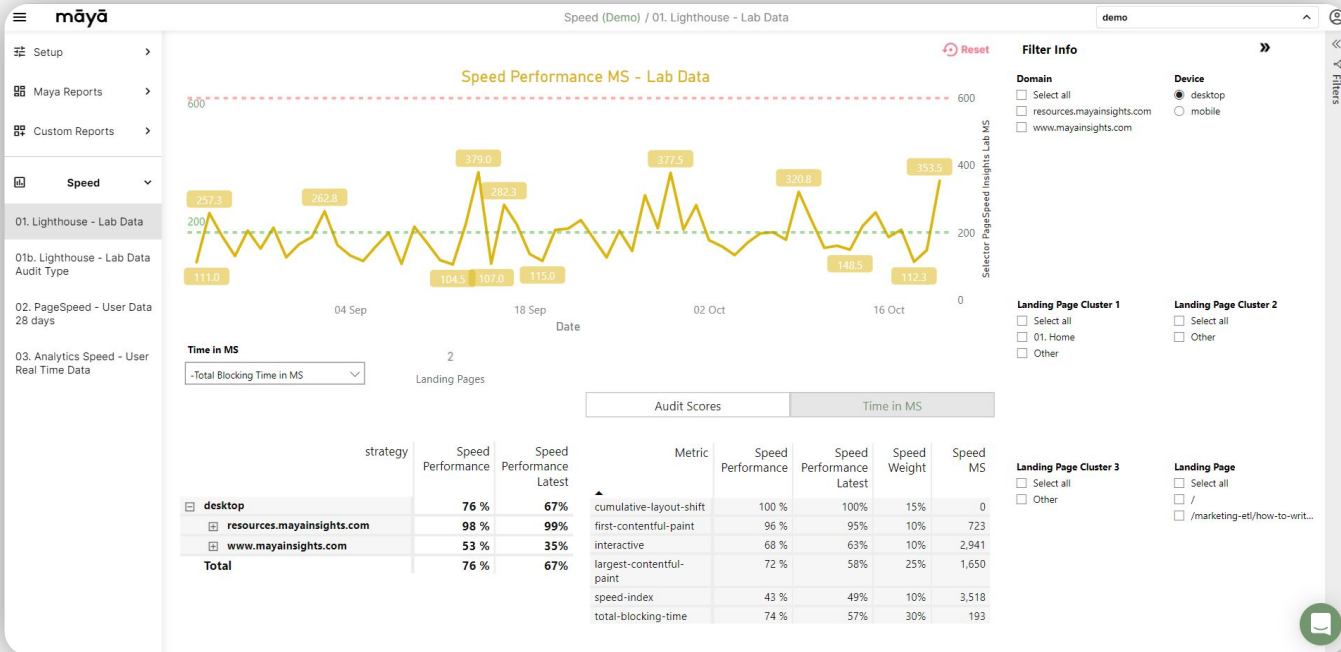
Maya's Attribution Report offers a thorough understanding of your performance, including key metrics from attribution-based platforms, like Adjust, and Growth and KPI metric calculations. Use this powerful tool to optimize your performance and gain valuable insights.

# out-of-the-box reports | competition



Maya's Competition Report provides a valuable resource for tracking the **ranking of your competitors** on a set of specific search terms. The report is updated monthly to ensure that you have access to the most current information available. Utilize this tool to stay informed on your competitors' performance and identify opportunities for improvement.

# out-of-the-box reports | speed



Utilizing data from three reliable sources – **Google Lighthouse Lab Data, Google Chrome UX Report (CruX), and Google Analytics Site Speed** – Maya’s Speed Report provides a full overview of your website’s performance. With a range of metrics at your fingertips, you’ll be able to identify opportunities for improvement and take action to ensure that your website is fast and responsive.

# database & API

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# Maya database access & API

Maya provides seamless access to a Google BigQuery database and API, enabling users to utilize **advanced data analysis** and machine learning techniques, as well as **extend their existing data infrastructure**.

This powerful platform is available to all stakeholders, allowing for data accessibility and the ability to make informed, data-driven decisions.

Check out [our documentation](#) to learn more.

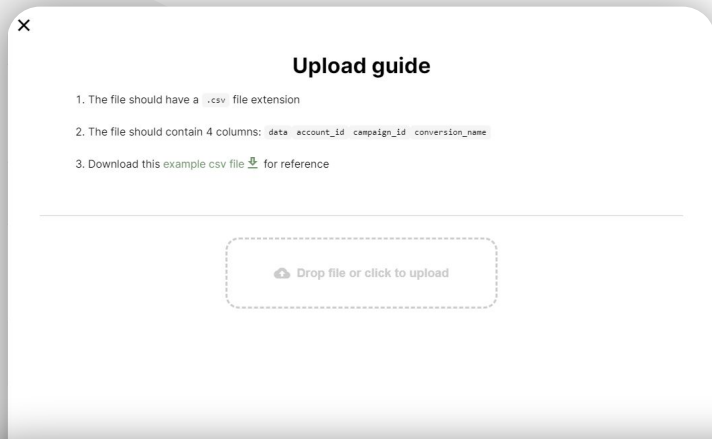
The screenshot displays the Google Cloud BigQuery interface. The left sidebar shows a project tree with a folder named 'prj\_182\_db' containing a table named '\_keywords\_n'. The main area shows the table's details and a preview of its data.

Row	keyword_x_id	keyword_id	keyword_name	keyword_match_type	keyword_service
1	212786676...	448283411402	mayainsights datawarehouse	exact	google_ads
2	897946556...	448283411402	mayainsights datawarehouse	exact	google_ads
3	-501608957...	934720463455	+fivetran +datawarehouse +ait...	broad	google_ads
4	-245764676...	319274309488	mayainsights	exact	google_ads
5	-507111620...	319980890561	mayainsights	exact	google_ads
6	-298773648...	319274309488	mayainsights	exact	google_ads
7	780476280...	263290973749	fivetran datawarehouse 360	exact	google_ads
8	-558339890...	263290973749	fivetran datawarehouse 360	exact	google_ads
9	-416436342...	304836732843	+dashboard +nps	broad	google_ads
10	-311690667...	59703668566	+nps +dashboard	broad	google_ads
11	209676097...	385135621198	pay for datawarehouse design	phrase	google_ads
12	-547675578...	325798867195	data collection datawarehouse	exact	google_ads
13	-127431973...	824221218450	+spread +datawarehouse	broad	google_ads
14	-599433673...	662083123107	purchase datawarehouse design	exact	google_ads
15	-668739816...	450455380490	buy datawarehouse supermetri...	exact	google_ads
16	-531066573...	381385038147	datawarehouse design	exact	google_ads
17	307343464...	841225352634	+stitchdata +mechanical +turk ...	broad	google_ads
18	-386443035...	538244296504	+ask +upwave	broad	google_ads
19	785338865...	310646654636	how to get supermetrics for dig...	broad	google_ads
20	-337804078...	511324562312	+mayainsights +datawarehouse	broad	google_ads
21	171325727...	470827184064	+diy +etl	broad	google_ads
22	-567708820...	452354457598	+fivetran +datawarehouse +rev...	broad	google_ads
23	-237058036...	453633609738	+get +users	broad	google_ads

# product news

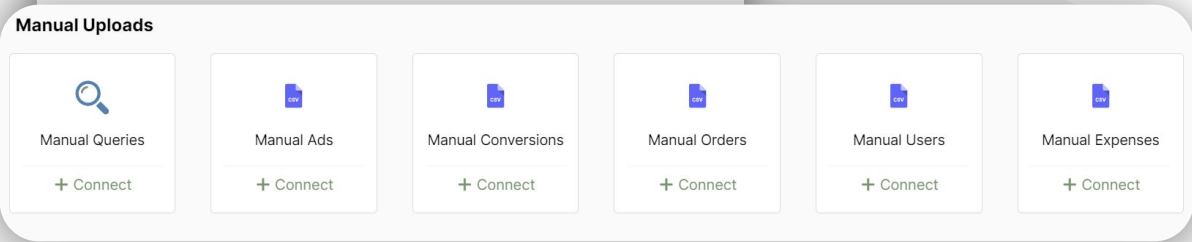
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# product news | **manual uploads**



Maya's new **Manual Uploads** feature enables you to seamlessly integrate your offline metrics with your Maya data through the quick and simple process of uploading CSV files. The feature allows you to upload Manual **Queries, Ads, Conversions, and Expenses**, giving you a comprehensive view of your data.

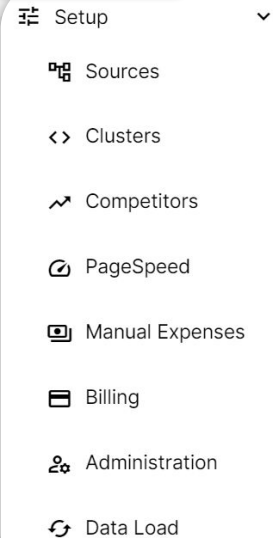
Simply choose the type of data you want to upload and follow the prompts to complete the process. With the convenience of Manual Uploads, you will have access to all the information you need to make informed decisions about your business.



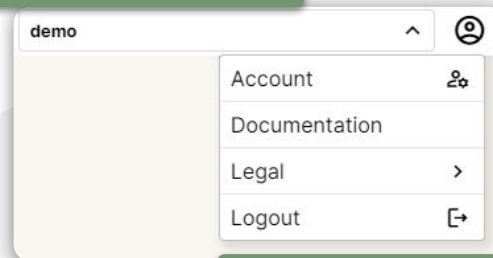
# product news | new setup UI

- ✓ **easier navigation:** it's simpler for users to find and access the features and tools they need
- ✓ **improved performance:** the new UI is optimized for faster load times, making it a smoother and more enjoyable experience for users
- ✓ **streamlined workflows:** it's easier for users to complete tasks, streamlining workflows and increasing productivity
- ✓ **reduced errors and confusion:** the improved navigation helps reduce the risk of mistakes and confusion, improving the accuracy and reliability of the platform
- ✓ **more visually appealing design:** modern and sleek design that enhances the overall aesthetic of the platform

## NEW NAVIGATION MENU

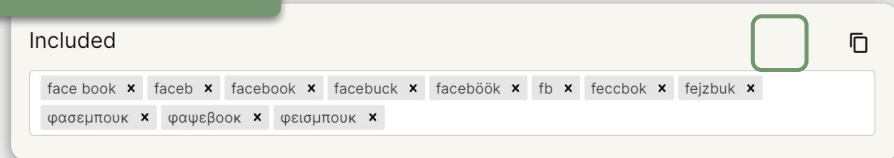


## ORGANIZATION DROPDOWN



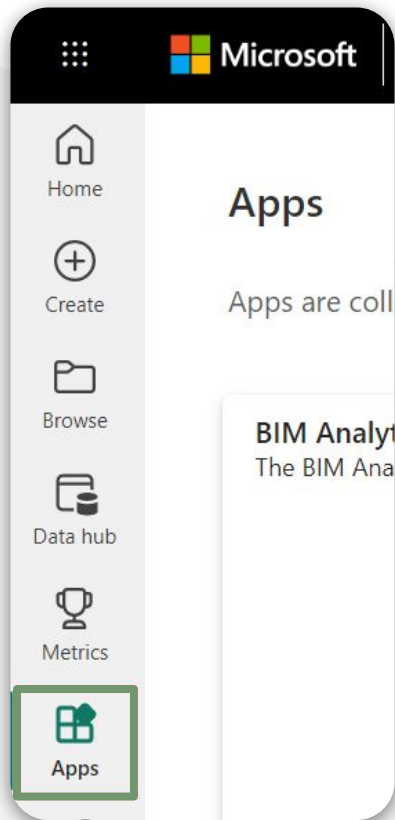
## ACCOUNT-RELATED MENU

## COPY WORD GROUPS IN BULK





# product news | **Maya Power BI App**



The **Maya App** will soon be available on the Microsoft Power BI App Marketplace!

This powerful tool allows you to seamlessly connect and analyze all of your marketing data, providing instant access to a mini version of the **Spend Report**.

With this feature, you can easily track and monitor your most important metrics in real-time.

Check out more [here](#).

**support services**

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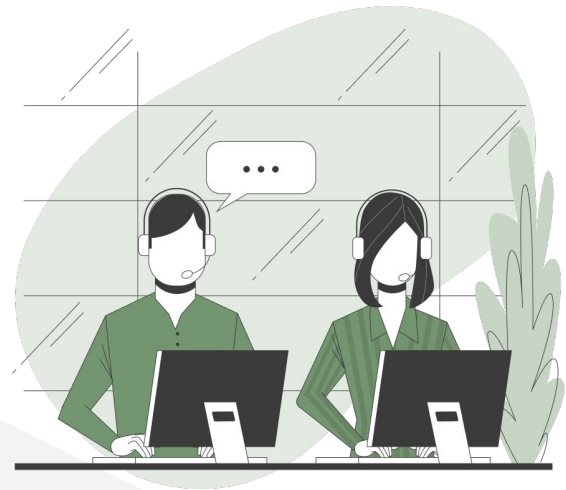
# support | **full BI support**

## **Empower your business with our full-spectrum Power BI support.**

We specialize in providing comprehensive guidance for Power BI, starting from the initial setup to configuration and data modeling.

Our aim is to enable you to leverage Power BI to its fullest potential, even without a dedicated BI department. Our offering includes:

- **Power BI Mastery:** We take the lead in navigating Power BI's complexities, delivering a tailored solution that perfectly fits your business requirements.
- **Real-Time Insights:** We ensure you have continuous access to accurate, timely data - a crucial factor in today's dynamic business environment.
- **Customized Reports:** Along with our BI support, we provide customized reports reflecting your unique KPIs and metrics, to fuel your data-driven decisions.



# support | **platform support**



## **technical assistance**

- daily technical assistance
- troubleshooting
- regular system updates and maintenance
- on-demand custom requests

## **dedicated account manager**

- personalized onboarding & training
- dedicated Slack communication channel for quick queries

## **documentation and guides**

- regularly updated FAQs and troubleshooting guides
- video tutorials on various platform features
- regular updates on system changes or new features

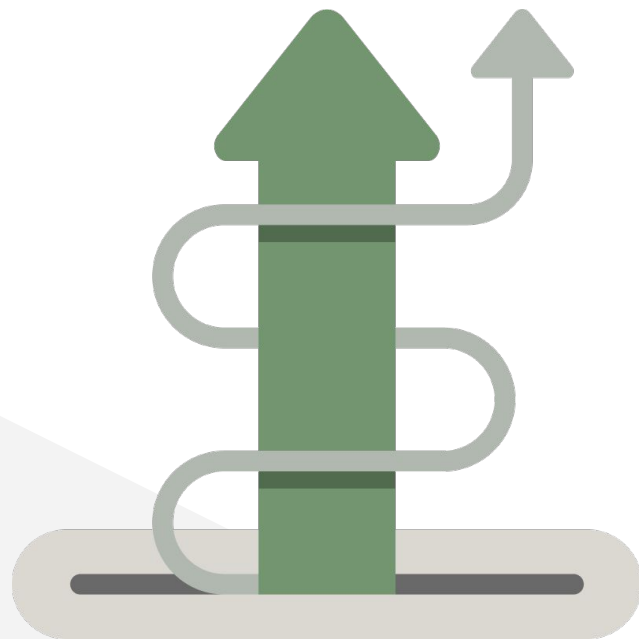
**consulting services**

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# consulting | overview

Our team now offers consulting sessions specifically designed for high-performing marketing teams. As part of these sessions, we will provide a **Digital Marketing Measurement Plan**, a detailed document that outlines the important metrics for your company, how to track them, and a prioritized list of actions and improvements to help optimize your budget distribution and channel performance.

The value of these consulting sessions lies in the expert guidance and tailored plan they provide, giving your team the tools and knowledge they need to **drive growth and maximize their marketing efforts** alongside the Maya platform.



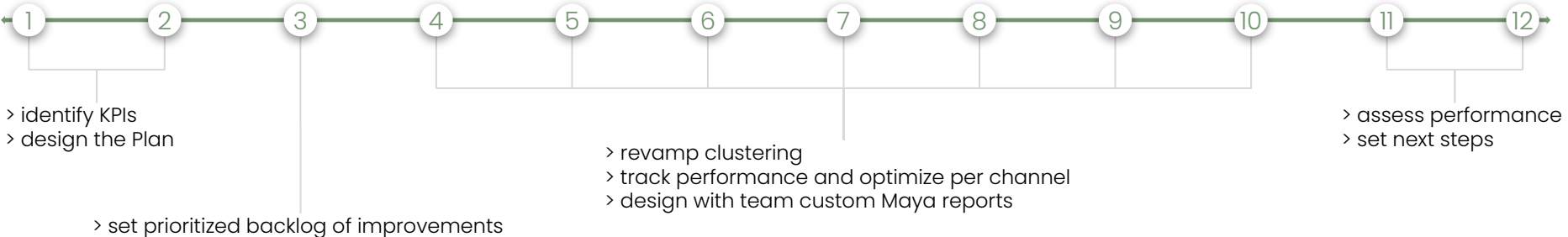
# consulting | Measurement Plan

- 1** identify the business objectives upfront and set the broadest parameters for the work we are doing
- 2** identify crisp goals for each business objective
- 3** write down the key performance indicators
- 4** set the parameters for success upfront by identifying targets for each KPI
- 5** identify the segments of people / behavior / outcomes that we'll analyze, to understand why we succeed or failed

A **Digital Marketing Measurement Plan** is a structured process that helps businesses identify and track key performance indicators (KPIs) to achieve their goals. The process involves **five key steps** and focuses on three key areas of marketing: **acquisition, behavior, and outcomes**, to help your business prioritize their efforts, optimize the customer experience, and track the value delivered to the bottom line.

Whether you are looking to increase website traffic, drive conversions, or improve brand perception, a Digital Marketing Measurement Plan can help you document your efforts and achieve your goals.

# consulting | **sessions planning**



**12 sessions | 6 months**



**THANK YOU!**

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