

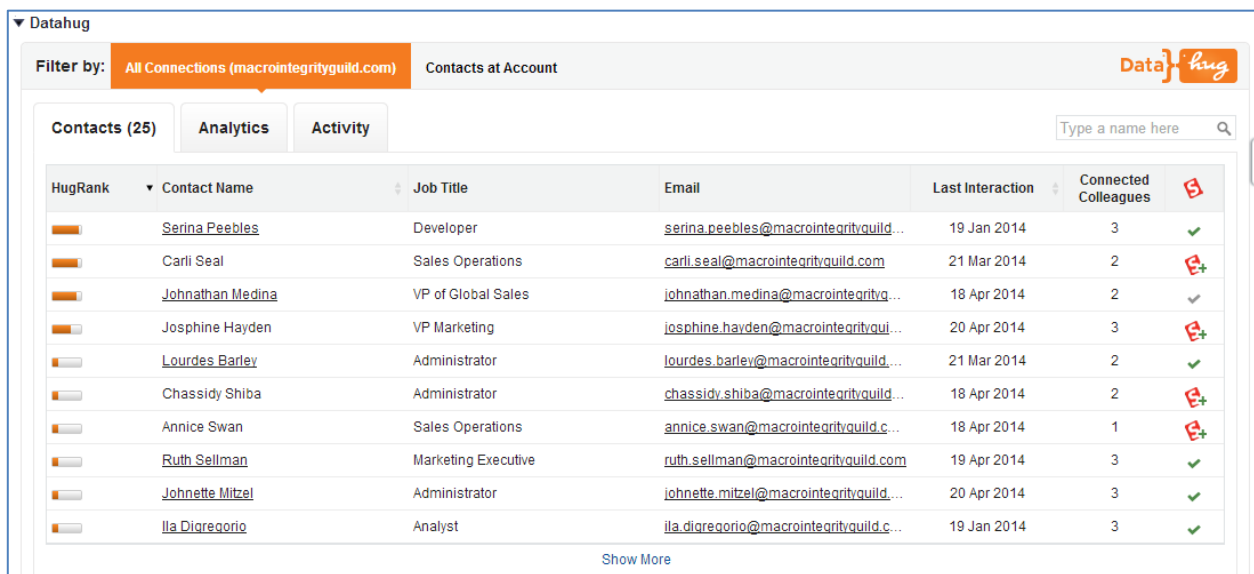
Datahug Overview

Datahug gives you a single view of all the relationships and sales activity between your organization and a prospect in Salesforce.

This doc will focus on Datahug from an Account perspective.

Let's Get Started

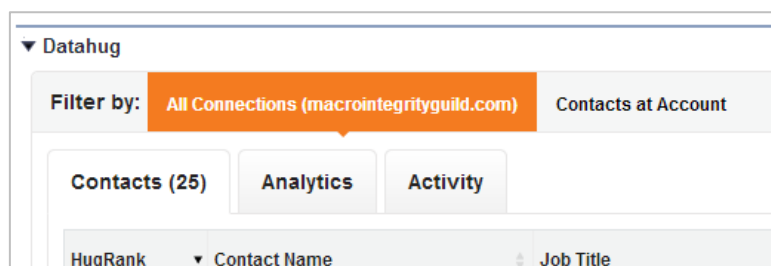
Scroll down to the Datahug widget on the Account page in Salesforce.



The screenshot shows the Datahug widget interface. At the top, it says 'Filter by: All Connections (macrointegrityguild.com) Contacts at Account'. Below this are three tabs: 'Contacts (25)', 'Analytics', and 'Activity'. A search bar is present with the placeholder text 'Type a name here'. The main content is a table with the following columns: HugRank, Contact Name, Job Title, Email, Last Interaction, and Connected Colleagues. The table lists 10 contacts, each with a HugRank indicator (a small orange bar), a checkmark or plus icon in the 'Connected Colleagues' column, and a 'Show More' link at the bottom.

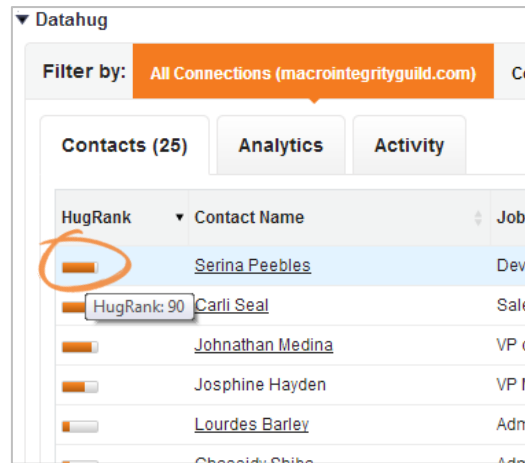
HugRank	Contact Name	Job Title	Email	Last Interaction	Connected Colleagues
High	Serina Peebles	Developer	serina.peebles@macrointegrityguild...	19 Jan 2014	3
High	Carli Seal	Sales Operations	carli.seal@macrointegrityguild.com	21 Mar 2014	2
High	Johnathan Medina	VP of Global Sales	johnathan.medina@macrointegrityg...	18 Apr 2014	2
High	Josphine Hayden	VP Marketing	josphine.hayden@macrointegrityqui...	20 Apr 2014	3
Medium	Lourdes Barley	Administrator	lourdes.barley@macrointegrityquid...	21 Mar 2014	2
Medium	Chassidy Shiba	Administrator	chassidy.shiba@macrointegrityquid...	18 Apr 2014	2
Medium	Annice Swan	Sales Operations	annice.swan@macrointegrityquid.c...	18 Apr 2014	1
Medium	Ruth Sellman	Marketing Executive	ruth.sellman@macrointegrityquid.com	19 Apr 2014	3
Medium	Johnette Mitzel	Administrator	johnette.mitzel@macrointegrityquid...	20 Apr 2014	3
Low	Ila DiGregorio	Analyst	ila.digregorio@macrointegrityquid.c...	19 Jan 2014	3

Datahug defaults to show you all the connections that exist between your organization and the Account. Datahug looks at the email and calendar traffic to find all of these people. It matches the people to the Account by looking at the email domain. In this case we're displaying everyone we know from Macro Integrity Guild (macrointegrityguild.com).

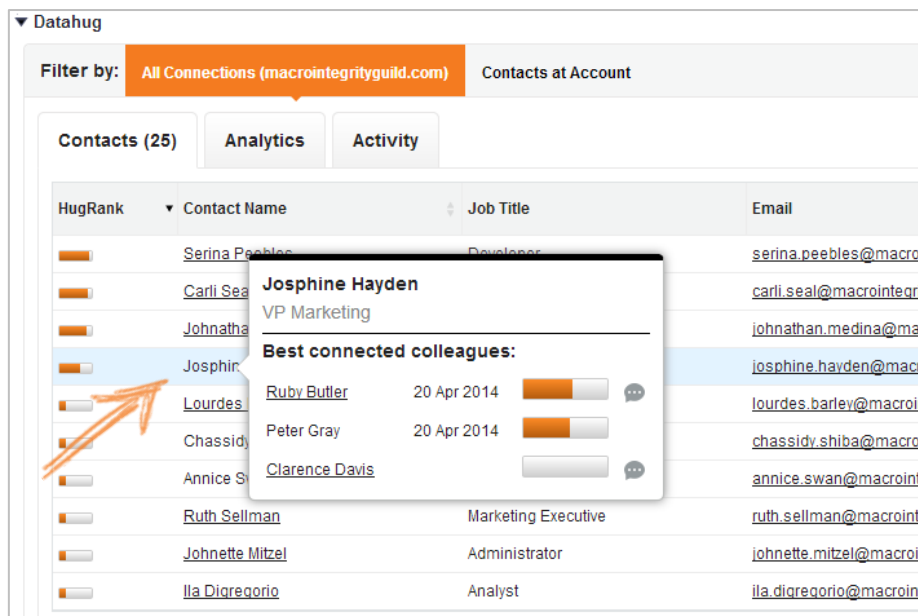


This screenshot shows the top portion of the Datahug widget. It includes the 'Filter by:' dropdown set to 'All Connections (macrointegrityguild.com)', the 'Contacts at Account' filter, and the 'Contacts (25)', 'Analytics', and 'Activity' tabs. The table header is partially visible, showing columns for HugRank, Contact Name, and Job Title.

Everyone is sorted by the HugRank. This is the relationship score (out of 100) between everyone at our company and the person. The stronger and higher quality the communication is with someone the higher the HugRank will be.



You can hover over any of the people listed to see who the best connected colleague is.



Some of the 25 people that we know at this Account are in Salesforce as Contacts and others are not. Anyone with the red icon does not exist.

Rank	Connected Colleagues	Icon
14	3	✓
14	2	✓
14	2	✓
14	3	Ⓢ+
14	2	✓
14	2	Ⓢ+
14	1	Ⓢ+
14	3	✓

We can go ahead and add Carli Seal as a Contact with one click.

▼ Datahug

Filter by: All Connections (macrointegrityguild.com) Contacts at Account

Contacts (25) Analytics Activity

Type a name here

HugRank	Contact Name	Job Title	Email	Last Interaction	Connected Colleagues	Icon
	Serina Peebles	Developer	serina.peebles@macrointegrityguild...	19 Jan 2014	3	✓
	Carli Seal	Sales Operations	carli.seal@macrointegrityguild.com	21 Mar 2014	2	Ⓢ+
	Johnathan Medina	VP of Global Sales	johnathan.medina@macrointegrityq...	18 Apr 2014	2	✓
	Josphine Hayden	VP Marketing	josphine.hayden@macrointegrityqui...	20 Apr 2014	3	Ⓢ+
	Lourdes Barley	Administrator	lourdes.barley@macrointegrityquid...	21 Mar 2014	2	✓
	Chassidy Shiba	Administrator	chassidy.shiba@macrointegrityquid...	18 Apr 2014	2	Ⓢ+
	Annice Swan	Sales Operations	annice.swan@macrointegrityquid.c...	18 Apr 2014	1	Ⓢ+
	Ruth Sellman	Marketing Executive	ruth.sellman@macrointegrityquid.com	19 Apr 2014	3	✓
	Johnette Mitzel	Administrator	johnette.mitzel@macrointegrityquid...	20 Apr 2014	3	✓
	Ila Diqreorio	Analyst	ila.diqreorio@macrointegrityquid.c...	19 Jan 2014	3	✓

Show More

If you want to look at only people that exist as Contacts in Salesforce you can change the toggle to “Contacts at Account”. This will limit the view to just the Contacts that have been added to the Account. In this case there are 9 Contacts.

▼ Datahug

Filter by: All Connections (macrointegrityguild.com) **Contacts at Account**

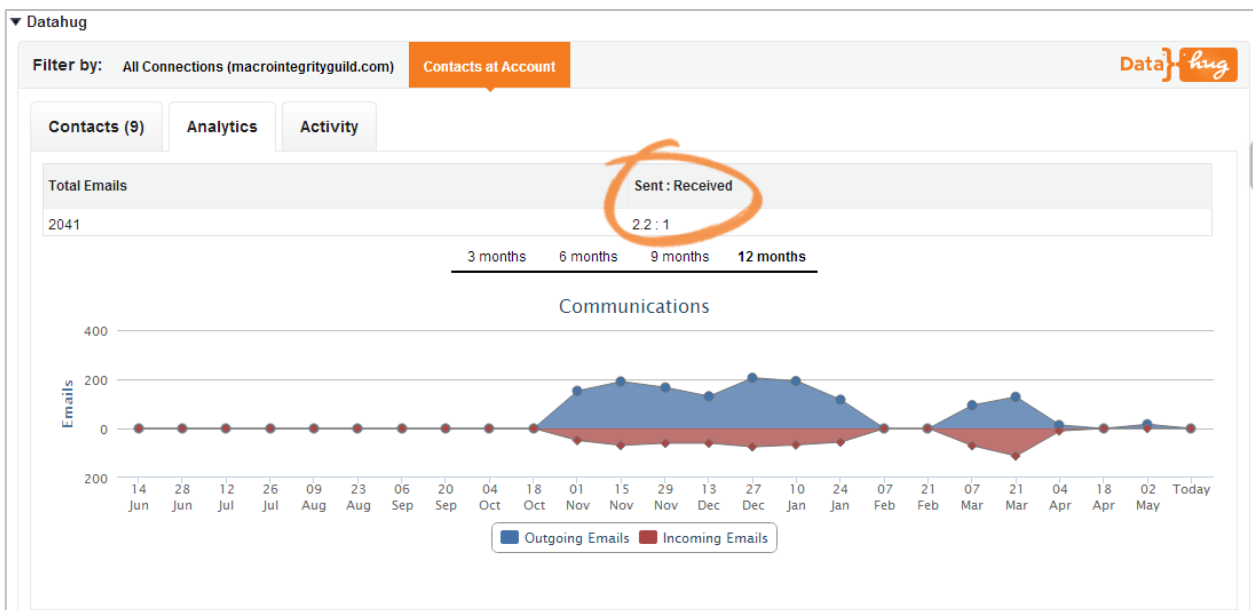
Contacts (9) Analytics Activity

Type a name here

HugRank	Contact Name	Job Title	Email	Last Interaction	Connected Colleagues
	Serina Peebles	Developer	serina.peebles@macrointegrityguild.com	19 Jan 2014	3
	Carli Seal	Sales Operations	carli.seal@macrointegrityguild.com	21 Mar 2014	2
	Johette Mitzel	Administrator	johette.mitzel@macrointegrityguild.com	20 Apr 2014	3
	Lourdes Barlev	Administrator	lourdes.barlev@macrointegrityguild.com	21 Mar 2014	2
	Ruth Sellman	Marketing Executive	ruth.sellman@macrointegrityguild.com	19 Apr 2014	3
	Ila Digreorio	Analyst	ila.digreorio@macrointegrityguild.com	19 Jan 2014	3
	Aurea Dix	Supervisor	aurea.dix@macrointegrityguild.com		1
	Neoma Crialer	CTO	neoma.crialer@macrointegrityguild.com		1
	Ralph Teasdale	Analyst	ralph.teasdale@macrointegrityguild.com		1

Analytics

The Datahug Analytics tab shows the pulse of communication between us and the Account. This is very useful to visualize the email activity and instantly see if you are properly engaged with the Account or not.



Blue is the emails that have been sent and red is the emails received. You can also see the total number of emails and the Sent:Received ratio which shows the quality of the communication.

Note that the data displayed is contextual to the toggle option so if you have selected “Contacts at Account” you will see the pulse between you and Contacts in Salesforce at the Account. If you switch to “All at xyz.com” you will see the pulse between everyone at the organization and you.

Activity

The Datahug Activity tab gives you a complete overview of the activity between you and the Account. You can see the email traffic, all meetings and any Salesforce activities that have been logged.

The screenshot shows the Datahug interface with the 'Activity' tab selected. The filter is set to 'All Connections (macrointegrityguild.com)'. The 'Show' section has checkboxes for 'Emails' (checked), 'Meetings' (checked), and 'Salesforce Activities' (checked). The table below shows a list of activities with columns for Date, Time, and details.

	Date	Time		
<input checked="" type="checkbox"/>	29 Apr 2014	-	Peter Gray	Call with Ruth
<input checked="" type="checkbox"/>	22 Apr 2014	-	Nathanael Homes	Call with Serina
<input checked="" type="checkbox"/>	22 Apr 2014	-	Peter Gray	Call with Ruth
<input type="checkbox"/>	20 Apr 2014	0:00	Peter Gray	Josphine Hayden, Johnette Mitzel
<input type="checkbox"/>	20 Apr 2014	0:00	Ruby Butler	Josphine Hayden, Johnette Mitzel
<input type="checkbox"/>	19 Apr 2014	23:00	Ruby Butler	Josphine Hayden
<input type="checkbox"/>	19 Apr 2014	22:00	Josphine Hayden	Johnette Mitzel, Ruby Butler
<input type="checkbox"/>	19 Apr 2014	22:00	Ruby Butler	Josphine Hayden
<input type="checkbox"/>	19 Apr 2014	22:00	Peter Gray	Josphine Hayden
<input type="checkbox"/>	19 Apr 2014	22:00	Ruby Butler	Josphine Hayden

You can also filter the activities using the checkboxes to show the different items.

The screenshot shows the Datahug interface with the 'Activity' tab selected. The filter is set to 'All Connections (macrointegrityguild.com)'. The 'Show' section has checkboxes for 'Emails' (unchecked), 'Meetings' (unchecked), and 'Salesforce Activities' (checked). The table below shows a list of activities with columns for Date, Time, and details.

	Date	Time		
<input checked="" type="checkbox"/>	13 May 2014	-	Nathanael Homes	Call with Serina
<input checked="" type="checkbox"/>	13 May 2014	-	Peter Gray	Call with Ruth
<input checked="" type="checkbox"/>	9 May 2014	-	Peter Gray	Call
<input checked="" type="checkbox"/>	6 May 2014	-	Nathanael Homes	Call with Serina
<input checked="" type="checkbox"/>	6 May 2014	-	Peter Gray	Call with Ruth

You can see more details of the Salesforce activities by hovering over the icon on the right.

▼ Datahug

Filter by: All Connections (macrointegrityguild.com) Contacts at Account Data} hug

Contacts (25) Analytics Activity

Show: Emails Meetings Salesforce Activities

	Date	Time		
<input checked="" type="checkbox"/>	22 Apr 2014	-	Peter Gray	Call with Ruth
<input checked="" type="checkbox"/>	22 Apr 2014	-	Nathanael Homes	Call with Serina
<input type="checkbox"/>	20 Apr 2014	0:00	Peter Gray	⇒ Josphine Hayden, John
<input type="checkbox"/>	20 Apr 2014	0:00	Ruby Butler	⇒ Josphine Hayden, John
<input type="checkbox"/>	19 Apr 2014	23:00	Ruby Butler	⇒ Josphine Hayden
<input type="checkbox"/>	19 Apr 2014	22:00	Josphine Hayden	⇒ Johnette Mitzel Ruby Butler
<input type="checkbox"/>	19 Apr 2014	22:00	Peter Gray	⇒ Josphine Hayden
<input type="checkbox"/>	19 Apr 2014	22:00	Ruby Butler	⇒ Josphine Hayden

Event assigned to Peter Gray on 22 Apr 2014

Related To: [Ruth Sellman](#)




Type: Event

Subject: Call with Ruth

Comments: Rang Ruth to discuss rollout options in EMEA

[Go to activity](#)

Icon Key

	Add person outside of Salesforce as a Contact to the Account
	This person is a Contact in Salesforce and is on the Account
	This person is a Contact on another Account or the person exists as a Lead in Salesforce. Hover over and the tool-tip will tell you the exact details