



If you could add some more stuff to that dashboard for the board meeting in 30 minutes, that'd be just great...

Cost
\$315.98K
+49.2%

Sessions
993.00K
+8.4%

Conversions
19K
+13.7%

Cost per Session
\$0.32
+22.2%

CPD
\$16
+26.6%

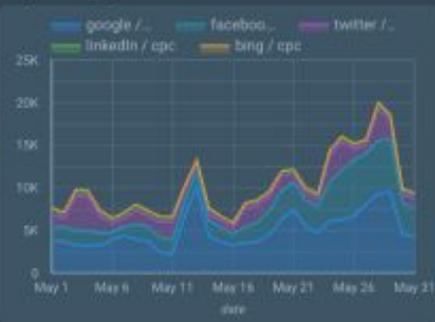
AOV
\$98
+1.0%

Revenue
\$1.91M
+14.9%

NET Revenue
\$1.59M
+10.5%

ROAS
6.0
+19.8%

Spend Dynamics



Revenue Dynamics



Sales Dynamics



Performance Master Report by Channel

Source_Medium	Cost	Revenue	Conversions	CR, Session -> Sale	Net Revenue	AOV	CPD	ROAS
1. google / cpc	\$156K	\$772K	7.8K	2.39%	\$615,747.62	\$99.29	\$20.1	5.0
2. (direct) / (none)	\$0	\$402K	3.8K	1.67%	\$401,560.52	\$105.84	\$0.0	-
3. google / organic	\$0	\$182K	1.8K	1.05%	\$181,682.71	\$99.12	\$0.0	-
4. twitter / cpc	\$54K	\$223K	2.5K	2.62%	\$169,296.17	\$88.75	\$21.4	4.1
5. linkedin / cpc	\$18K	\$157K	1.6K	4.95%	\$139,293.86	\$98.91	\$11.4	6.7
6. bing / cpc	\$942	\$47K	459	6.54%	\$46,295.14	\$102.91	\$2.1	50.1
7. duckduckgo.com / referral	\$0	\$9K	89	2.72%	\$9,420.12	\$105.84	\$0.0	-
8. bing / organic	\$0	\$9K	85	2.06%	\$8,631.94	\$101.55	\$0.0	-
9. google_shopping / organic	\$0	\$8K	117	2.01%	\$8,399.06	\$71.79	\$0.0	-

Who is the audience?

What does that audience want?

Dashboards are the
“are we there yet”
of marketing.



**Your dashboards should answer
three fundamental questions.**



**What is the job that you
want your visitors to complete?**

How will you know if they did that?

How will you know what *stopped*
them from doing that?

Maybe you can't answer that yet.



What can you answer?

Use the Jeopardy method.



Sessions by Channel becomes
“Which channel is bringing us the
most traffic?”

**Only answer one or a few
questions per page.**

Dial back on the level
of detail in your data.

5.26% vs 5.3% vs 5%

Landing page	Sessions ▾	Key Events
/how-to-identify-a-type-cockroach	1,585	8
/australian-spider-chart	1,374	7
/signs-of-an-ant-infestation	696	1
/how-to-identify-different-types-of-termites	570	5
/how-to-get-rid-of-a-spider-infestation-in-your-home	384	0
/how-to-get-rid-of-ants	337	1
/	329	35
/termite-baiting-systems-when-are-they-a-good-option	144	1
/sunshine-coast-pest-control	93	14
/how-to-prevent-a-termite-infestation	69	1
/value-packages	64	3
/contact	55	15

1 - 67 / 67 < >

Landing page	Sessions ▾	Key Events
/how-to-identify-a-type-cockroach	26% 	5% 
/australian-spider-chart	22% 	5% 
/signs-of-an-ant-infestation	11% 	1% 
/how-to-identify-different-types-of-termites	9% 	3% 
/how-to-get-rid-of-a-spider-infestation-in-your-home	6% 	0% 
/how-to-get-rid-of-ants	5% 	1% 
/	5% 	23% 
/termite-baiting-systems-when-are-they-a-good-option	2% 	1% 
/sunshine-coast-pest-control	2% 	9% 
/how-to-prevent-a-termite-infestation	1% 	1% 
/value-packages	1% 	2% 
/contact	1% 	10% 

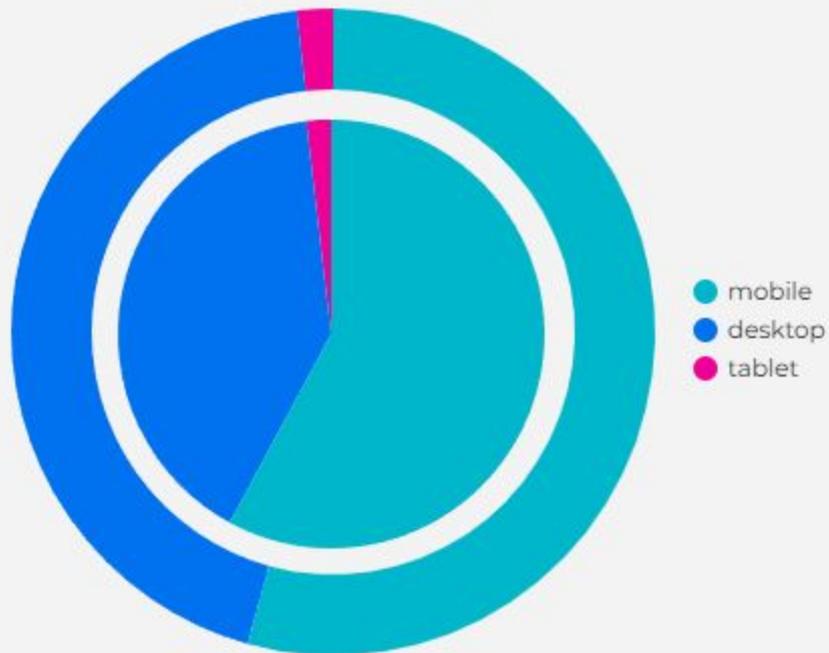
1 - 67 / 67 < >

Landing page	Sessions ▾	Key Events
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/how-to-identify-different-types-of-termites	570	5
/how-to-get-rid-of-a-spider-infestation-in-your-home	384	0
/how-to-get-rid-of-ants	337	1
/	5% 	23% 
/termite-baiting-systems-when-are-they-a-good-option	2% 	1% 
/sunshine-coast-pest-control	2% 	9% 
/how-to-prevent-a-termite-infestation	1% 	1% 
/value-packages	1% 	2% 
/contact	1% 	10% 

1 - 67 / 67 < >

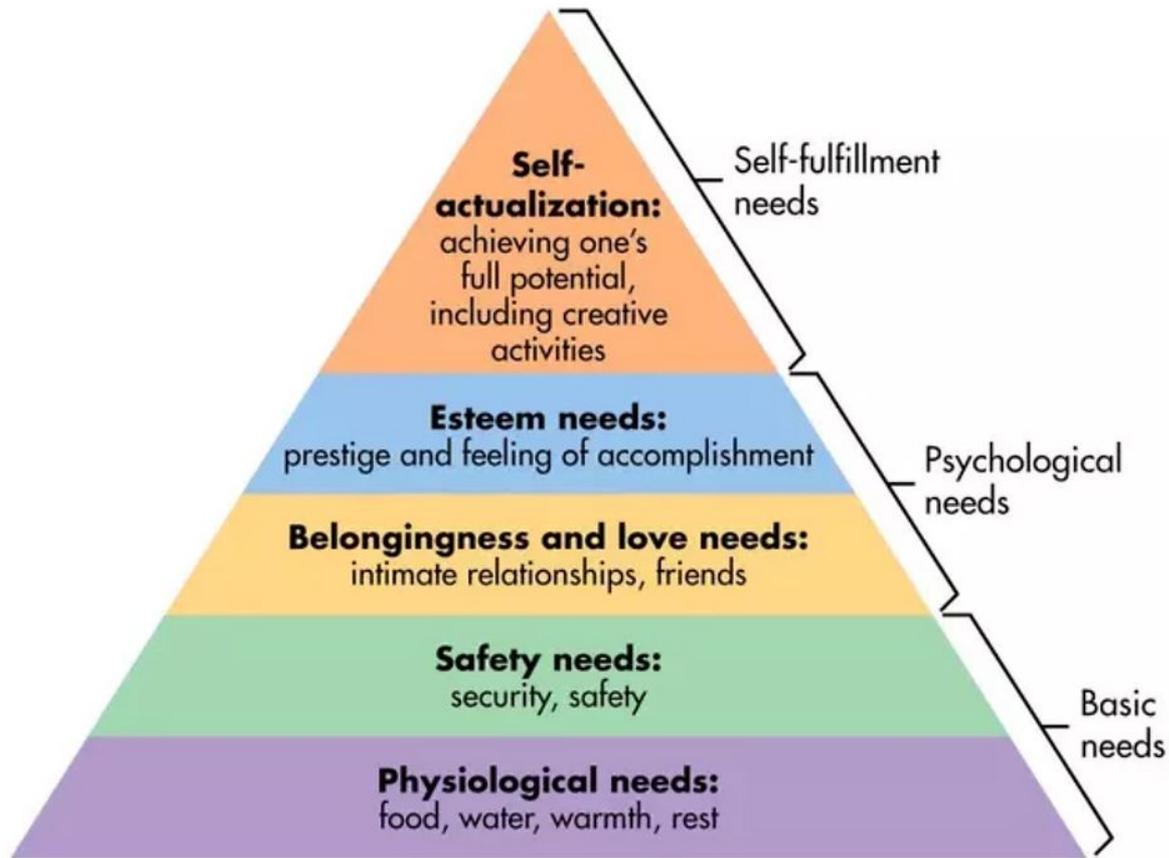
Device Sessions vs Conversions

The outer circle shows sessions by device; the inner circle is conversions by device. Big differences in composition can indicate user experience struggles.

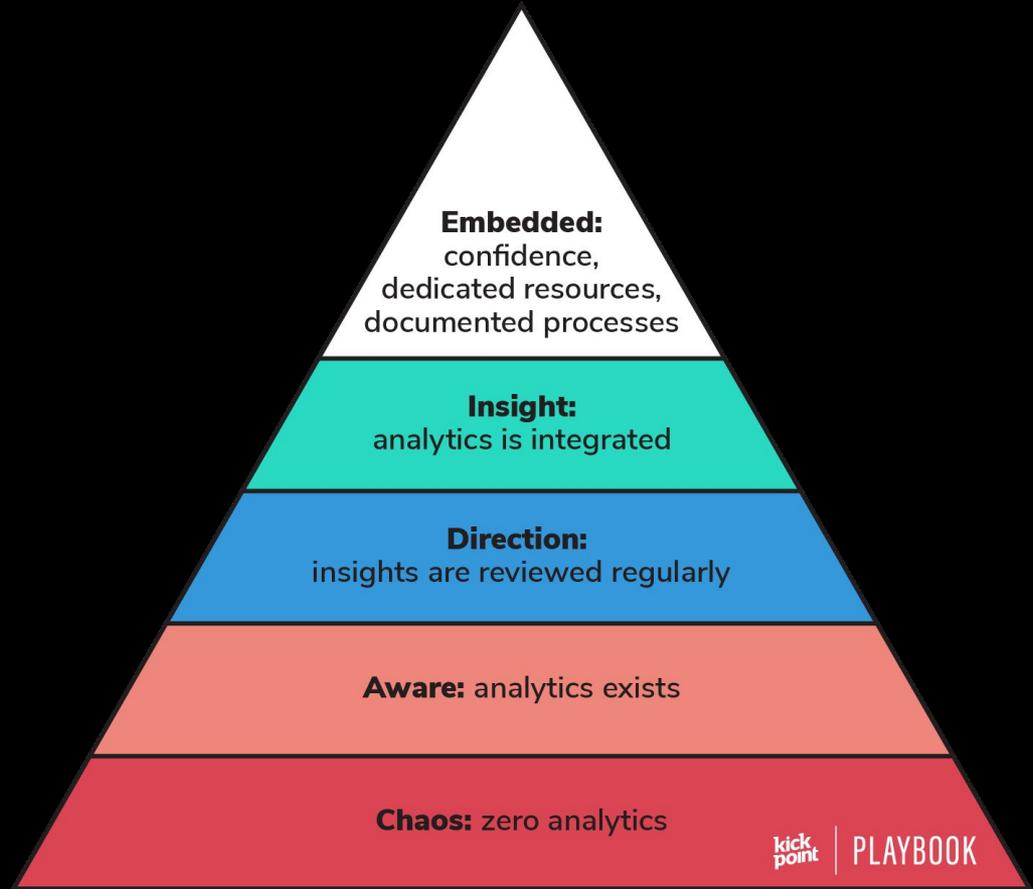


Where are you on the analytics hierarchy?

Maslow's Hierarchy of Needs



DiTomaso's Hierarchy of Analytics



If you're on stage 1,
don't present a stage 5 report.

Let's go over some fun Looker Studio tricks (that don't involve tables).



Ever tried to change the date
aggregation on a blend?

EFFECTIVENESS OVERVIEW

By month, last 16 months

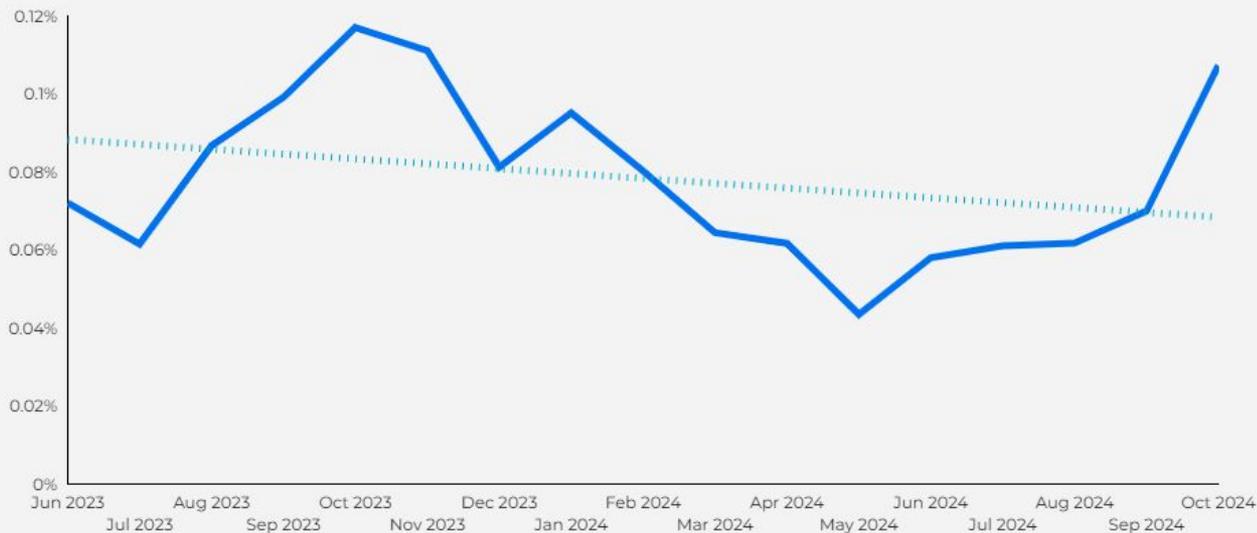
Why 16 months? That is the limit of the data pull from Google Search Console.

What is Effectiveness?

Effectiveness is a comparison of your awareness and action metrics, in a single chart.

Your **Effectiveness score** is based on the number of key events (GA4 term) recorded on your website, compared to the number of impressions on Google Search and Google Ads.

Over time, we would expect this score to stay flat or increase. If it decreases, then we know that our marketing is less effective than it used to be, or we're having problems tracking leads.



On your website, a key event is someone calling you (as reported from CallRail), filling out an appointment or contact form, or clicking your email link.

Table 1
GA4

GA4 Demo | Analy...

Dimensions

Date - Year Month

Add dimension

Metrics

AUT Key events

Add metric

Date range

Auto

Custom

Using date range from chart.

1 condition

Table 2
GSC

GSC URL Demo | ...

Dimensions

Date - Year Month

Add dimension

Metrics

AUT GSC Impressions

Add metric

Date range

Auto

Custom

Using date range from chart.

1 condition

Table 3
GAds

GAds Demo | Ana...

Dimensions

Blended Date

Add dimension

Metrics

AUT GAds Impressions

Add metric

Date range

Auto

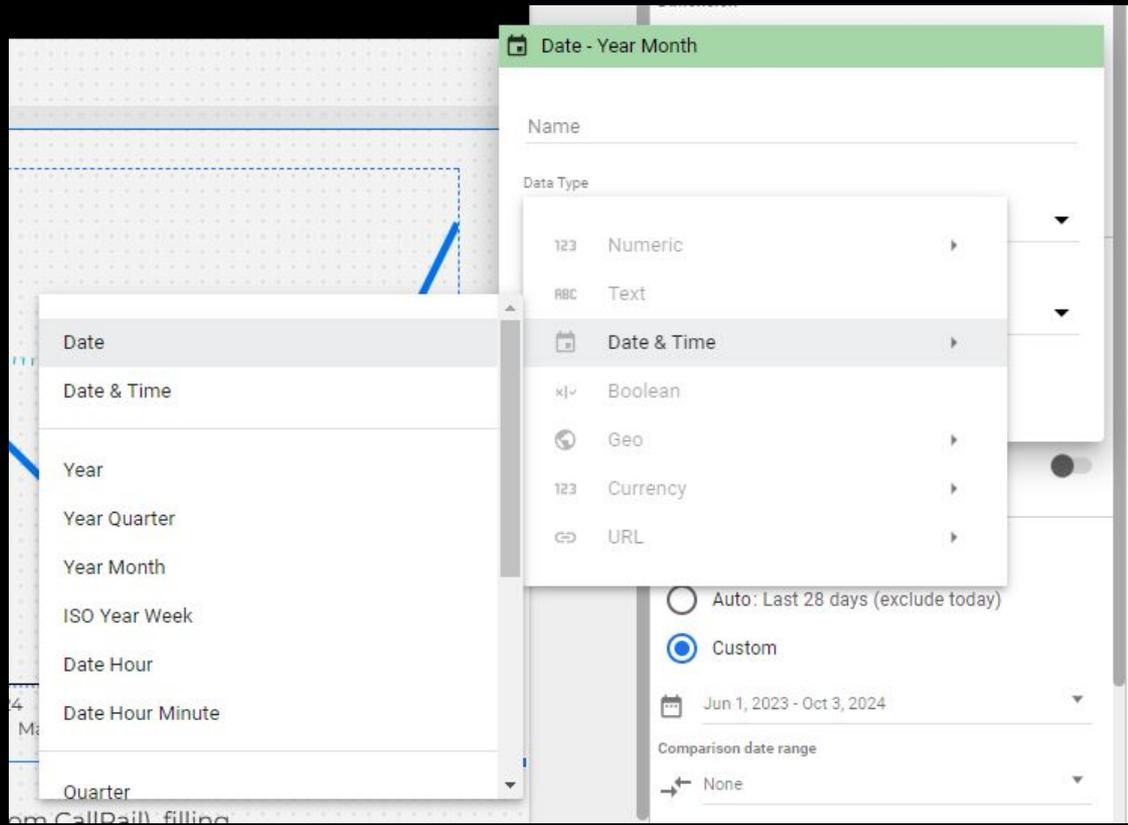
Custom

Using date range from chart.



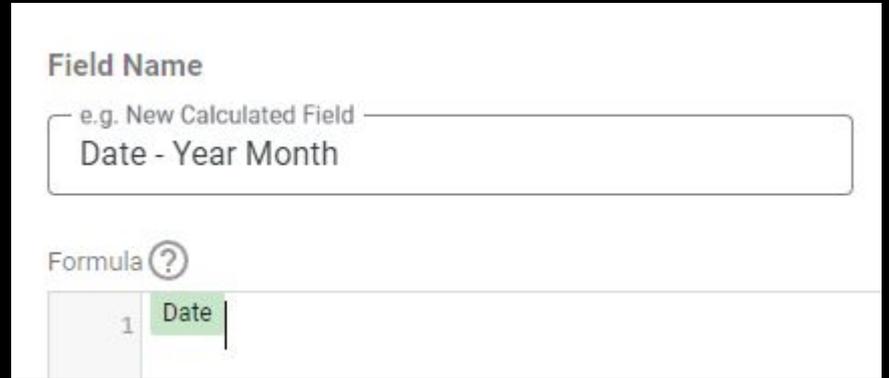
Table 1 GA4	1 condition	Table 2 GSC	1 condition	Table 3 GAds
GA4 Demo Analy...		GSC URL Demo ...		GAds Demo Ana...
Date - Year Month		Date - Year Month		Blended Date
Key events		GSC Impressions		GAds Impressions
Auto		Auto		Auto
Using date range from chart.		Using date range from chart.		Using date range from chart.

Aggregation in blending can prevent you from using different date options.*



*possibly a bug, it was reported in 2021 but no response yet

Create a new field
and the formula is
just “Date”.



The screenshot shows a form with two main sections. The first section is titled "Field Name" and contains a text input field with the placeholder text "e.g. New Calculated Field" and the entered text "Date - Year Month". The second section is titled "Formula" with a question mark icon and contains a table with one row and one column. The table has a cell with the number "1" and a cell with the text "Date".

Formula	
1	Date

In the data source, change the data type for the field to be the date group that you want.

The screenshot shows a configuration interface for a data source. A table lists various fields with their current data types. A dropdown menu is open for the 'Date - ISO Year Week' field, showing a list of available date groups. The 'Year Month' option is highlighted in the dropdown.

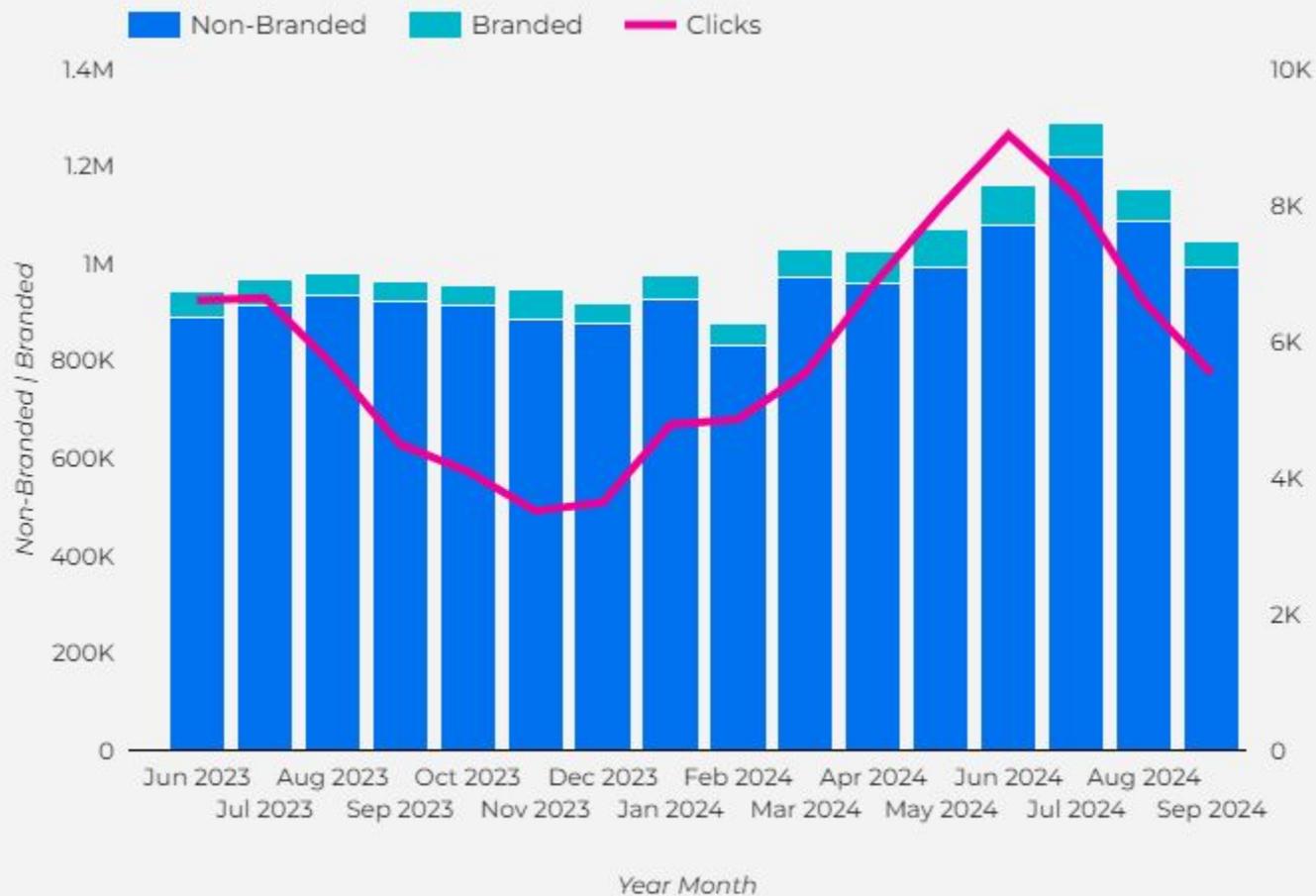
Date - ISO Year Week	fx	ISO Year Week	None
Date - Year Month	fx	Year Month	None
Date + hour (YYYYMMDD...)		123 Numeric	None
Date hour and minute		ABC Text	None
Day		Date & Time	Date
Day of week		Boolean	Date & Time
Day of week name		Geo	Year
Default channel group		123 Currency	Year Quarter
Device		URL	Year Month
Device brand		ABC Text	ISO Year Week
Device category		ABC Text	Date Hour
Device model		ABC Text	Date Hour Minute
DV360 advertiser ID		ABC Text	Quarter
DV360 advertiser name		ABC Text	



Table 1 GA4	1 condition	Table 2 GSC	1 condition	Table 3 GAds
GA4 Demo Analy...		GSC URL Demo ...		GAds Demo Ana...
Date - Year Month		Date - Year Month		Blended Date
Key events		GSC Impressions		GAds Impressions
Auto		Auto		Auto
Using date range from chart.		Using date range from chart.		Using date range from chart.



How about a stacked bar and a line chart combined together?



The image displays three side-by-side panels of the Google Analytics reporting interface, each representing a different table configuration. Each panel includes a title, a GSC URL dropdown, and sections for Dimensions, Metrics, Date range, and Filters.

- Table 1 (Table Name):** Shows the 'Clicks' metric. The Filters section is empty with an 'ADD A FILTER' button.
- Table 2 (Table Name):** Shows the 'Branded' metric. The Filters section contains one filter: 'GSC - only branded', which is highlighted with a red box.
- Table 3 (Table Name):** Shows the 'Non-Branded' metric. The Filters section contains one filter: 'GSC - only non-branded', which is highlighted with a red box.

Each panel also features a '1 condition' icon with a Venn diagram and a pencil, indicating a filter is applied. The Date range is set to 'Auto' in all panels. The Dimensions section for all panels includes 'Year Month' and an 'Add dimension' button. The Metrics section for all panels includes an 'Add metric' button.

The final setup for the chart uses the “new” metrics from the blend.

The screenshot shows a configuration interface with two tabs: 'SETUP' and 'STYLE'. The 'SETUP' tab is selected and highlighted with a blue underline. Below the tabs, there are three main sections: 'Data source', 'Dimension', and 'Metric'.
1. 'Data source': A dropdown menu with a blue magnifying glass icon on the left and a downward arrow on the right. The text 'Branded vs Unbranded' is displayed in the center.
2. 'Dimension': A section with a calendar icon on the left. A green horizontal bar highlights the text 'Date - Year Month'.
3. 'Drill down': A toggle switch on the right side, currently turned off (grey).
4. 'Metric': A list of three items, each with a blue background and white text. The first item is 'SUM Unbranded', the second is 'SUM Branded', and the third is 'SUM Clicks'. Below this list is a dashed-line box containing a blue plus icon and the text 'Add metric'.



How about grouping data that
Looker Studio won't let us group?

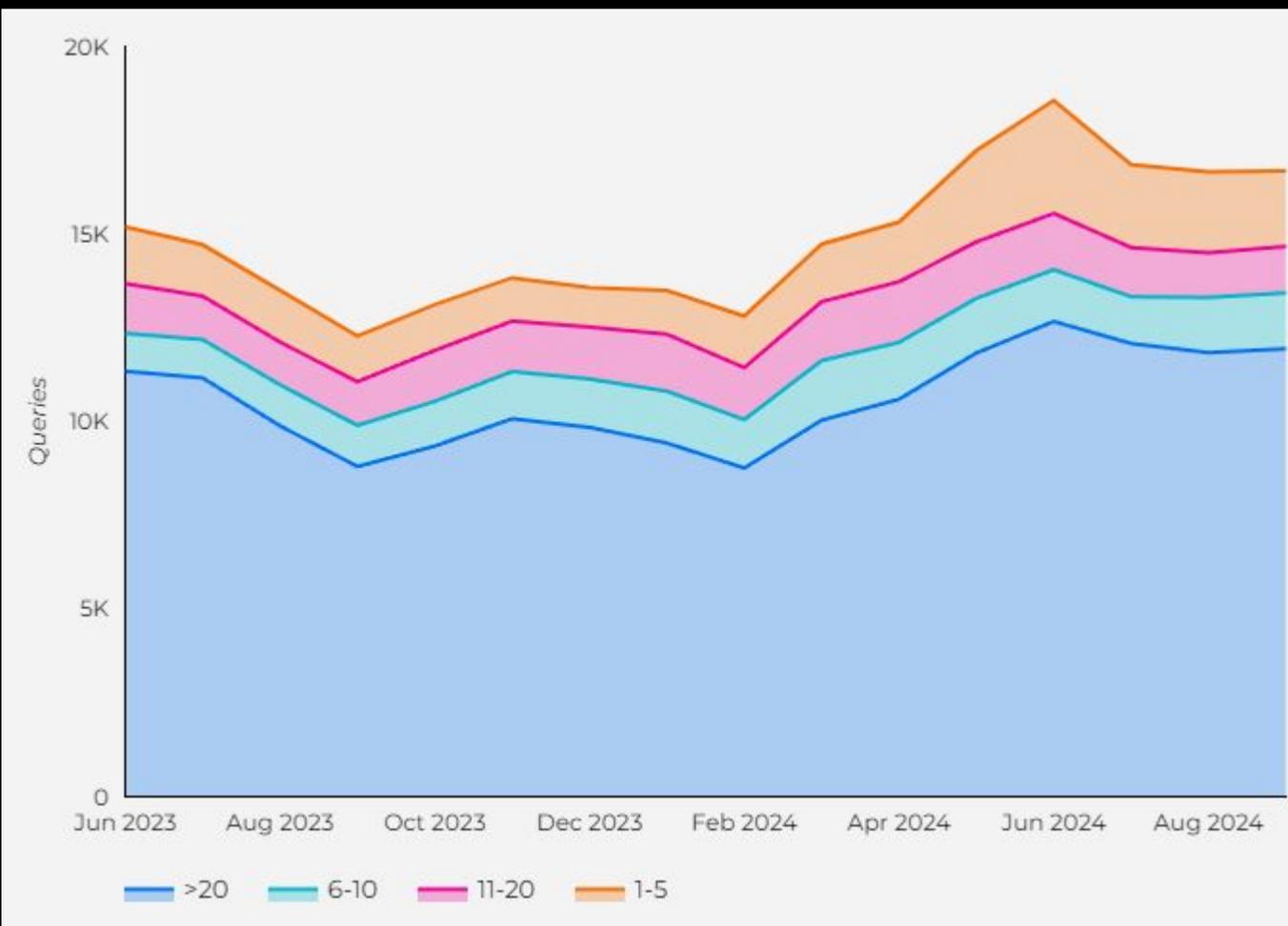


Table 1
(Table Name)

GSC URL Demo | Analytics for Agencies

Dimensions

- Date - Year Month
- Query
- + Add dimension

Metrics

- + Add metric

Date range

Auto
 Custom

Using date range from chart.

Filters

+ ADD A FILTER

Available Fields

Type to search

- Country
- Date
- Date - ISO Year W...
- Date - Year Month
- Device Category
- Funnel Position
- Google Property
- Landing Page
- Landing Page Path
- Query
- Questions
- Service Breakdown
- Average Position
- CTR Whole Number
- Impressions
- Url Clicks
- URL CTR

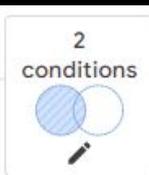


Table 2
(Table Name)

GSC URL Demo | Analytics for Agencies

Dimensions

- Date - Year Month
- Query
- + Add dimension

Metrics

- Average Position
- Impressions
- + Add metric

Date range

Auto
 Custom

Using date range from chart.

Filters

+ ADD A FILTER

Available Fields

Type to search

- Country
- Date
- Date - ISO Year W...
- Date - Year Month
- Device Category
- Funnel Position
- Google Property
- Landing Page
- Landing Page Path
- Query
- Questions
- Service Breakdown
- Average Position
- CTR Whole Number
- Impressions
- Url Clicks
- URL CTR

RBC Position Group

Name

Position Group

Data Type

Text

Formula

```
1 case
2 when Average Position >0 and Average Position <=5 then "1-5"
3 when Average Position <=10 then "6-10"
4 when Average Position <=20 then "11-20"
5 else ">20"
6 end
```



**Blending can also help you get
around limitations in Looker Studio.**

Unlock the secrets to turning website visitors into paying customers.   [Join us live for "The Conversion Code"— Register today!](#) ✕



PLAYBOOK

Courses ▾

GA4 Workshops

About

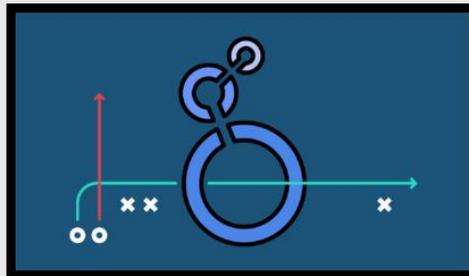
Free Resources

Contact



Log In

How to Sort Metrics in Looker Studio by Changes in Comparison Values



By [Dana DiTomaso](#)
Founder & Lead Instructor

July 30, 2024 Analytics • Reporting



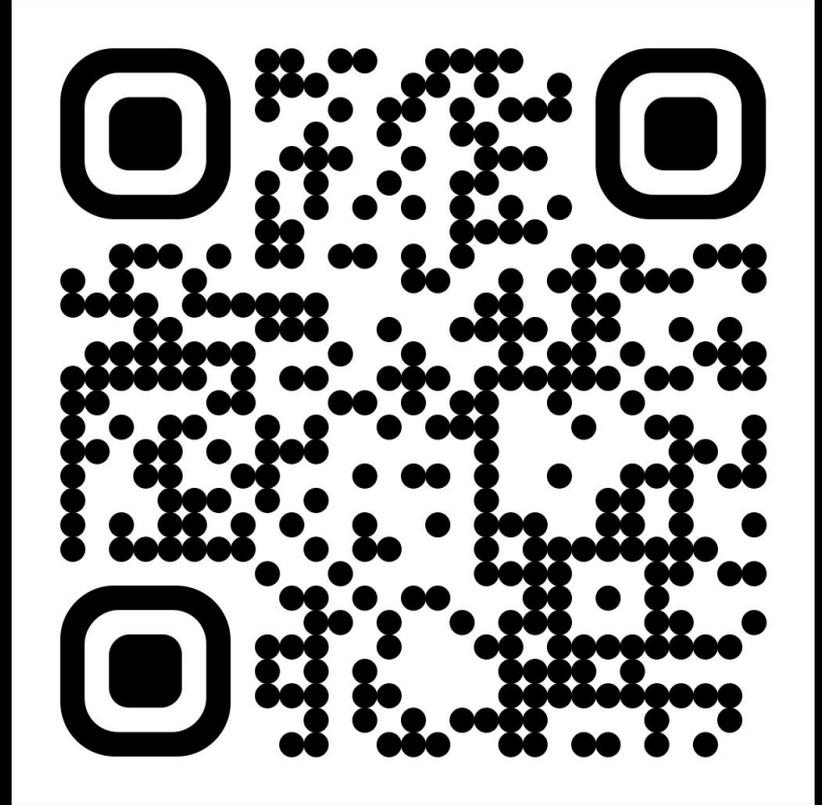
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Those are just some
of the possibilities!

Get the deck and
resources here:

(+ a discount code for Kick
Point Playbook courses!)



Thank You!

Dana DiTomaso
linktr.ee/danaditomaso

