



Digital Marketing Dashboards

Transparency and overview: gain clarity about the success of your marketing measures.

netz.ly/digitaldashboards

Why dashboards are helpful

Most companies have now recognized why digital analytics is not only important, but indispensable. However, collected data alone is worthless. Selecting and evaluating the relevant information makes all the difference. As a lot of data becomes visible with just a few simple steps, the overview of tracking can quickly be lost. This is where marketing dashboards become a practical helper.

Central visualization of the data

Data from your various marketing channels is visualized in one central location. This makes analysis easier and helps you to make well-founded marketing decisions on this basis.

These sources can be visualized

- Google Analytics 4
- Google Search Console
- Google Ads
- Google Sheets
- Google BigQuery
- Facebook Ads / Insights
- Instagram Ads / Insights
- LinkedIn Ads
- Hubspot
- Youtube Analytics
- Bing / Microsoft Ads

(This is only a small selection)

Flexible and customizable

- Individual dashboards for decision-makers, teams and individuals are possible
- Your CI can be used for the design
- New key figures and fields can be added at any time

How to get a dashboard

It starts with a tracking audit: we look at the places where you already collect data. In the subsequent tracking strategy workshop, we work with you to develop the requirements for your dashboards. Once your data sources have been approved, we create one or more dashboards.

This is what you get

- Your most important web KPIs at a glance
- Individual views for your stakeholders
- Different data sources visualized in one place

Your contact person



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