

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

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## Your paragraph text

### That's why dashboards are helpful

Most companies know that digital analytics is indispensable. But data alone is of little use—the key is selecting and evaluating it correctly. With so **much information becoming visible so quickly**, it's easy to lose track of the big picture. This is where marketing dashboards come in handy.

### Central data visualization

All important marketing data is displayed centrally. This allows you to maintain an overview, evaluate results more easily, and make informed decisions based on this information.

### These sources can be visualized

- Google Analytics 4
- Google Search Console
- Google Ads
- Google BigQuery
- Meta Insights
- LinkedIn Ads
- YouTube Analytics
- Bing / Microsoft Ads
- (This is only a small excerpt)

### Flexible and adaptable

- Custom dashboards for decision-makers, teams, or individuals
- Use your CI for the design
- New metrics and fields can be added at any time

### How to get a dashboard

We start with a tracking audit and check where you already collect data. In the subsequent workshop, we define the requirements together. After 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
- Customized views for stakeholders
- Central visualization of various data sources

### Your contact person



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