



EAGLYTICS CO.

DATA DASHBOARDS FOR DIGITAL MARKETING AGENCIES

How we helped Digital Marketing Agencies
charge an extra **\$1,000+** retainer fee per SMA
client for Analytics Services



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Client Facing Dashboards

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Client Facing Dashboards

Client Facing Facebook Ads Dashboard built for GoodUnited



Client Background:

GoodUnited is a Facebook Ads agency that offers complete social fundraising solutions to non-profit organizations.



Business Intent:

They came to us to help them set up data pipelines for their 50+ clients to reduce cost and dependency on Supermetrics. Further, they wanted to have dashboards built out that would be displaying their performance to the client's senior management.



Our work:

We built out their Facebook Ads data pipelines for 50+ clients on Google Cloud Platform and pushed the data to Google BigQuery. We connected Google BigQuery to Google Data Studio where we created bespoke client-facing dashboards. Here is what we did:



VIEW THE DASHBOARD

The unique feature of these dashboards were that we implemented Row-Level Security i.e. whenever a client/team member would access the dashboard, they'll only be able to view the data which is relevant to them.

Client Facing Dashboards

Scaling up dashboards for 30-40+ clients for Evolve Healthcare Marketing

Evolve

Healthcare Marketing®



Client Background:

Evolve Healthcare Marketing is a Digital Marketing agency that offers full-stack marketing solutions i.e. Facebook Ads, Google Ads, Google My Business, etc. in the healthcare space



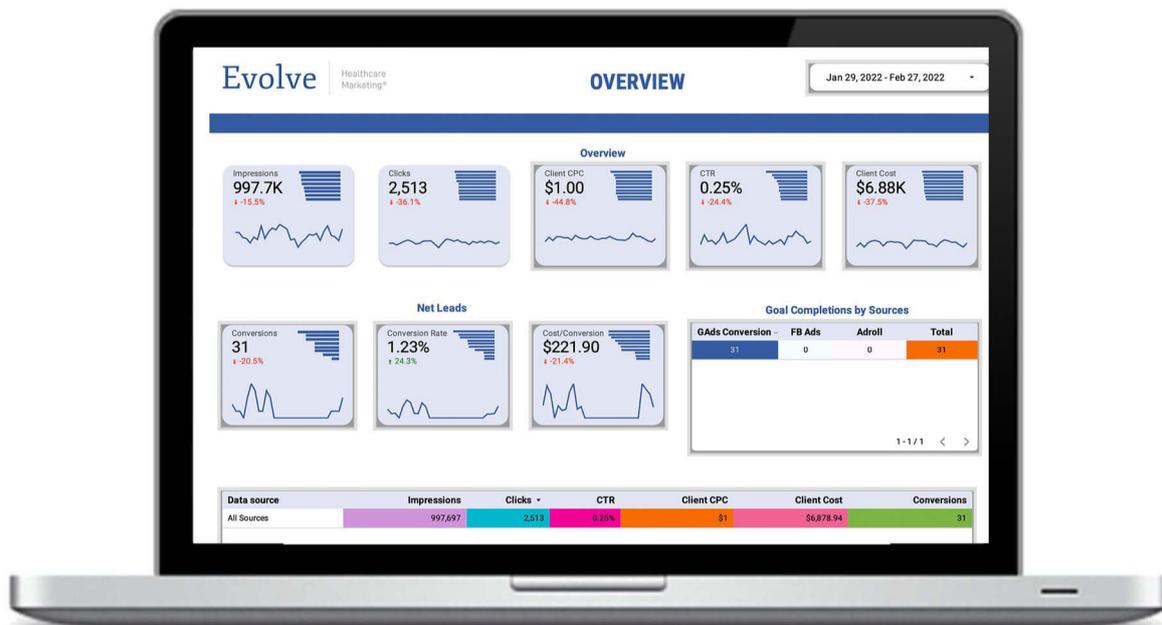
Business Intent:

They came to us to set up Google Data Studio dashboards for their 40+ clients which showcased the performance across all the marketing channels. Once all the dashboards were set up, we helped them migrate to our in-house custom ETL pipelines into Google BigQuery that helped them reduce the subscription costs for Supermetrics and improve the user experience.



Our work:

We built out their Facebook Ads data pipelines for 50+ clients on Google Cloud Platform and pushed the data to Google BigQuery. We connected Google BigQuery to Google Data Studio where we created bespoke client-facing dashboards. Here is what we did:





Client Facing Dashboards

ETL Data Pipelines for other Marketing sources built for Digital Uncut



digitaluncut



Client Background:

Digital Uncut is a Data-led digital marketing agency for scaling startups offering full-stack marketing solutions i.e. Facebook Ads, Google Ads, TikTok Ads, Snapchat Ads, etc.



Business Intent:

They wanted to transition from pricey Supermetrics and Fivetran to a cheaper and better custom ETL Pipeline solution for 25+ clients. The data from these ETL pipelines was stored in Google BigQuery, which was further processed using SQL queries and connected to Google Data Studio dashboards.



Our work:

Here are a few documentations we created:

[VIEW SNAPCHAT + TIKTOK ADS PIPELINE DOCUMENTATION](#)

[VIEW TRANSFERWISE + REVOLUT PIPELINE DOCUMENTATION](#)

USP

We created an automated Email and Slack notification system for every client whenever a KPI would fall below a critical threshold. For example, if % Click Through Rate went down by 10% week-over-week, or the ad account didn't spend any money on a day, it would notify the Media Buyer on Slack and Email



Client Facing Dashboards

Why Supermetrics doesn't work well for GDS

Supermetrics provides 2 types of connectors:

- Direct to Google Data Studio
- Direct to Google BigQuery

Supermetrics - Direct to Google Data Studio:

This connector is easy to set up and costs ~\$100 per month in subscription costs. They are easy to set up but require a data visualization analyst to create the data dashboards on Google Data Studio. One other issue seen from my experience has been that the dashboards using this connector are very slow to load and dashboards often error out.

The overall verdict of my clients has been that this solution doesn't provide the best user experience.

[CHECK OUT THE PRICING](#)

Supermetrics - Direct to Google BigQuery:

The Supermetrics to BigQuery connector is the best choice out there for user experience. The connector is priced at ~\$200 per FB account. You'd need a SQL specialist who can aggregate the data that is in Google BigQuery (a data warehouse) and a data visualization expert to create the dashboard. This solution is one of the best out there in the market but ends up being expensive, mainly when you are scaling it up to 50+ clients

[CHECK OUT THE PRICING](#)



Internal Team Performance Dashboards

- Account-level dashboards to compare performance with client for TubeScience **a**
- CEO Agency Level Dashboard for ChloeDigital **b**
- Ad Performance Dashboards for Sugatan **c**
- Naming Convention for Sugatan **d**

Internal Performance **Dashboards**

Account-level dashboards to compare performance with client for TubeScience

TUBESCIENCE



Client Background:

TubeScience is a data-driven video production agency producing 2k+ videos per week for Facebook Ads with 100 million viewers per day. They have a pay for performance engagements i.e. clients are only charged when the ads produced outperform the client's ads.



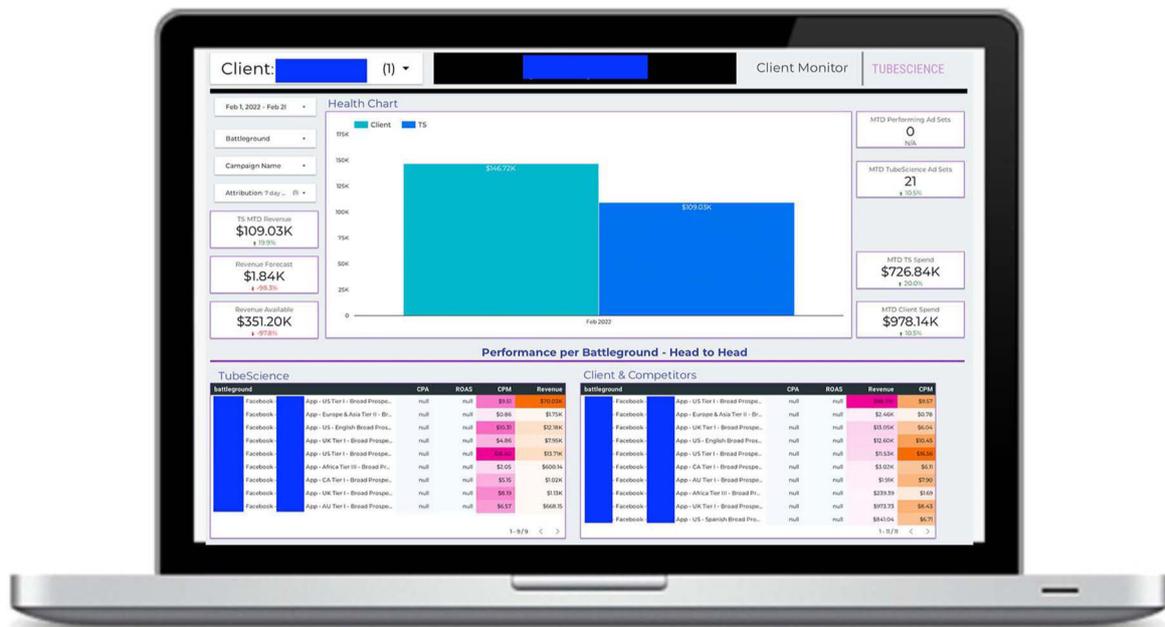
Business Intent:

They came to us to create client-level dashboards that show how much did the TS Ads outperformed that of the client. Based on how well the ads performed compared to the ads run already by the client, the Revenue would be calculated.



Our work:

These dashboards helped the team to monitor performance internally and calculate revenue from client based on performance. We created ETL pipelines from Facebook Ads to Google BigQuery



The unique feature of these dashboards were that we implemented Row-Level Security i.e. whenever a client/team member would access the dashboard, they'll only be able to view the data which is relevant to their account.



Internal Performance **Dashboards**

CEO Agency Level Dashboard for ChloeDigital



Client Background:

ChloéDigital is a premier tech support and digital growth strategy membership for influencers. They use technical expertise, industry knowledge and passion to help influencers build scalable content businesses.



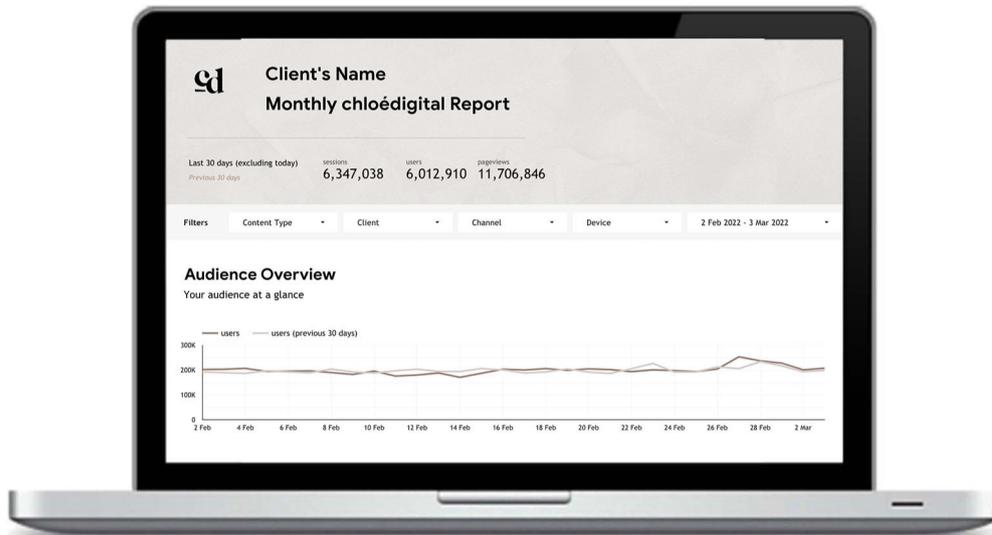
Business Intent:

They reached out to us to create a CEO level dashboard that would aggregate data for 500+ Google Analytics accounts. This dashboard would act as a single source of truth for the entire agency, helping monitor performance for the entire client base from a single dashboard. This set up needed to be dynamic i.e. whenever they would onboard a new client, the data should automatically start flowing in without any manual intervention



Our work:

We built out an automated ETL data pipeline from Google Analytics into Google BigQuery which aggregated 500+ client accounts across 5 gmail accounts. This was further connected to AirTable where the team would tag the industry type of the GA account in order to segregate them by industry segment.



[VIEW THE DASHBOARD](#)

USP

The unique feature of these dashboards were that we implemented was that no manual intervention would be needed to add a new GA account on the dashboard. The API script would automatically map the account to the AirTable library and integrate the data into the dashboard.

Internal Performance **Dashboards**

Ad Performance Dashboards for Sugatan



Client Background:

Sugatan is an e-commerce growth hacking agency that help E-commerce shops scale 10x in a matter of months. With exceptional leadership, they're one of the top marketing agency with the CEO (Kris Sugatan) being one of the major speakers at [Ad World Conference](#).



Business Intent:

The creative team needed a dashboard that helped them monitor the performance of different ad creatives. Ad creatives were of 2 types, Video and Graphic, both having different performance parameters and intents. They wanted to compare the performance of different messaging, persona, etc. at different stages of funnel i.e. Test, TOF, and Re-targeting.



Our work:

We created Facebook Ads data pipeline for all their clients and used the data to generate actionable insights. Based on the naming convention of the ad names, we were able to parse out important parameters and analyse the performance of ads across funnel stages and formats.



The unique feature of these dashboards were that they would show results of ads on a daily basis. These dashboards helped creative team make real-time decisions.

Internal Performance Dashboards

Naming Convention for Sugatan

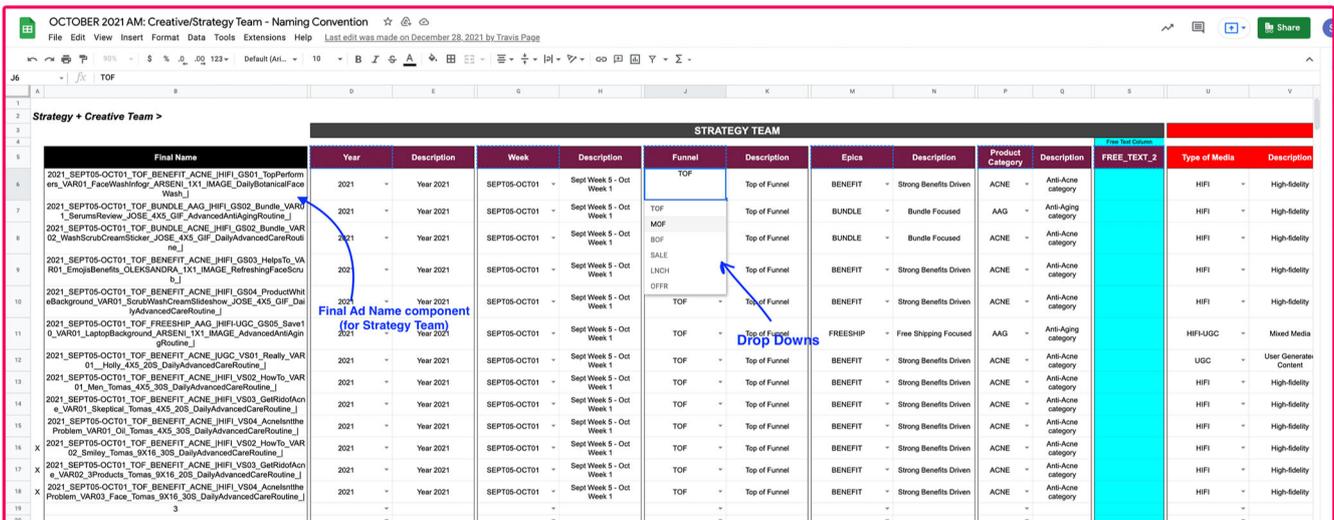


Business Intent:

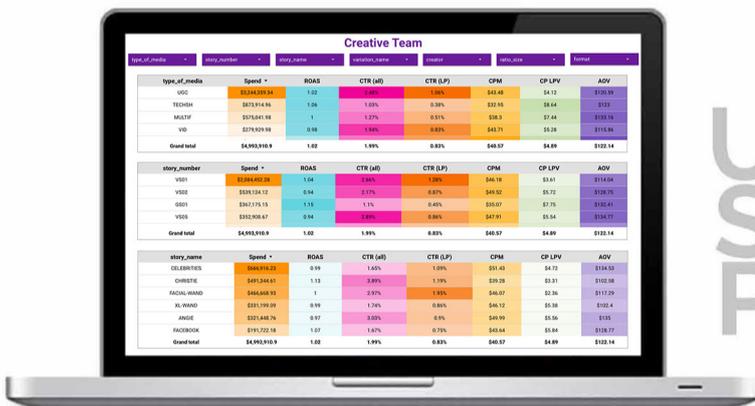
The creative team at Sugatan needed a way to test out different strategies across their 4 teams i.e. Ad Buying team, Creative team, Strategy Team and Copywriting team. This naming convention had to be applied across the 3 levels of campaign structure i.e. campaigns, adsets and ads. Using this naming convention needed to be easy and intuitive to use for non-technically proficient team members. Further, this data had to be parsed and displayed on dashboard for analysis and decision making.

Our work:

We created Google Sheets for individual team functions i.e. Ad Buying team, Creative team, Strategy Team and Copywriting team. The parameters to be included were Funnel Stage, Product Category, Ratio Size, Creator Name, Media Type etc. The parameters were segregated using a combination of special characters like '|' and '_'. These were then parsed out using SQL and displayed on a dashboard to evaluate performance of different inputs.



Final Name	Year	Description	Week	Description	Funnel	Description	Epics	Description	Product Category	Description	FREE_TEXT_2	Type of Media	Description
2021_SEPT05-OCT01_TOF_BENEFIT_ACNE_HIFI_GSD01_TopPerformers_VARO1_FaceWashforAcne_ARSEN1_TX1_IMAGE_DailyAdvancedFaceWash_1	2021	Year 2021	SEPT05-OCT01	Sept Week 5 - Oct Week 1	TOF	Top of Funnel	BENEFIT	Strong Benefits Driven	ACNE	Anti-Acne category		HIFI	High-Fidelity
2021_SEPT05-OCT01_TOF_BUNDLE_AAG_HIFI_GSD2_Bundle_VAR01_ScrumReview_JOSE_4X5_GIF_AdvancedAntiAgingRoutine_1	2021	Year 2021	SEPT05-OCT01	Sept Week 5 - Oct Week 1	TOF	Top of Funnel	BUNDLE	Bundle Focused	AAG	Anti-Aging category		HIFI	High-Fidelity
2021_SEPT05-OCT01_TOF_BUNDLE_ACNE_HIFI_GSD02_Bundle_VAR02_WashScrubCreamSticker_JOSE_4X5_GIF_DailyAdvancedCareRoutine_1	2021	Year 2021	SEPT05-OCT01	Sept Week 5 - Oct Week 1	TOF	Top of Funnel	BUNDLE	Bundle Focused	ACNE	Anti-Acne category		HIFI	High-Fidelity
2021_SEPT05-OCT01_TOF_BENEFIT_ACNE_HIFI_GSD03_HelpTo_VAR01_EmojiBenefits_OLEKSANDRA_TX1_IMAGE_RefreshingAcneScrub_1	2021	Year 2021	SEPT05-OCT01	Sept Week 5 - Oct Week 1	TOF	Top of Funnel	BENEFIT	Strong Benefits Driven	ACNE	Anti-Acne category		HIFI	High-Fidelity
2021_SEPT05-OCT01_TOF_BENEFIT_ACNE_HIFI_GSD04_ProductWHEbackground_VARO1_ScrumWashCreamSlideshow_JOSE_4X5_GIF_DailyAdvancedCareRoutine_1	2021	Year 2021	SEPT05-OCT01	Sept Week 5 - Oct Week 1	TOF	Top of Funnel	BENEFIT	Strong Benefits Driven	ACNE	Anti-Acne category		HIFI	High-Fidelity
2021_SEPT05-OCT01_TOF_FREESHIP_AAG_HIFI_UGC_GSD05_Save10_VARO1_LaptopBackground_ARSEN1_TX1_IMAGE_AdvancedAntiAgingRoutine_1	2021	Year 2021	SEPT05-OCT01	Sept Week 5 - Oct Week 1	TOF	Top of Funnel	FRESHIP	Free Shipping Focused	AAG	Anti-Aging category		HIFI-UGC	Mixed Media
2021_SEPT05-OCT01_TOF_BENEFIT_ACNE_UGC_VSD01_Really_VAR01_Holly_4X5_205_DailyAdvancedCareRoutine_1	2021	Year 2021	SEPT05-OCT01	Sept Week 5 - Oct Week 1	TOF	Top of Funnel	BENEFIT	Strong Benefits Driven	ACNE	Anti-Acne category		UGC	User Generated Content
2021_SEPT05-OCT01_TOF_BENEFIT_ACNE_HIFI_VSD02_HowTo_VAR01_Men_Tomas_4X5_305_DailyAdvancedCareRoutine_1	2021	Year 2021	SEPT05-OCT01	Sept Week 5 - Oct Week 1	TOF	Top of Funnel	BENEFIT	Strong Benefits Driven	ACNE	Anti-Acne category		HIFI	High-Fidelity
2021_SEPT05-OCT01_TOF_BENEFIT_ACNE_HIFI_VSD03_GeRicoAcne_VARO1_Stepical_Tomas_4X5_205_DailyAdvancedCareRoutine_1	2021	Year 2021	SEPT05-OCT01	Sept Week 5 - Oct Week 1	TOF	Top of Funnel	BENEFIT	Strong Benefits Driven	ACNE	Anti-Acne category		HIFI	High-Fidelity
2021_SEPT05-OCT01_TOF_BENEFIT_ACNE_HIFI_VSD04_AcneIntheProblem_VARO1_Ol_Tomas_4X5_305_DailyAdvancedCareRoutine_1	2021	Year 2021	SEPT05-OCT01	Sept Week 5 - Oct Week 1	TOF	Top of Funnel	BENEFIT	Strong Benefits Driven	ACNE	Anti-Acne category		HIFI	High-Fidelity
2021_SEPT05-OCT01_TOF_BENEFIT_ACNE_HIFI_VSD05_HowTo_VAR02_Smiley_Tomas_9X16_305_DailyAdvancedCareRoutine_1	2021	Year 2021	SEPT05-OCT01	Sept Week 5 - Oct Week 1	TOF	Top of Funnel	BENEFIT	Strong Benefits Driven	ACNE	Anti-Acne category		HIFI	High-Fidelity
2021_SEPT05-OCT01_TOF_BENEFIT_ACNE_HIFI_VSD06_GeRicoAcne_VARO2_Products_Tomas_9X16_205_DailyAdvancedCareRoutine_1	2021	Year 2021	SEPT05-OCT01	Sept Week 5 - Oct Week 1	TOF	Top of Funnel	BENEFIT	Strong Benefits Driven	ACNE	Anti-Acne category		HIFI	High-Fidelity
2021_SEPT05-OCT01_TOF_BENEFIT_ACNE_HIFI_VSD04_AcneIntheProblem_VARO3_Face_Tomas_9X16_305_DailyAdvancedCareRoutine_1	2021	Year 2021	SEPT05-OCT01	Sept Week 5 - Oct Week 1	TOF	Top of Funnel	BENEFIT	Strong Benefits Driven	ACNE	Anti-Acne category		HIFI	High-Fidelity



USP The unique feature of these dashboards were that they helped each team optimise their parameters and create a golden formula of an ad that'll perform well. This additionally helped in testing out different strategies and ad creatives real time and make use of that data constructively.



Our most Breakthrough Work

- Naming Convention Dashboards **a**
- Strategy Calculator **b**
- Marketing Efficiency Ratio (MER) - Single Source of Truth **c**
- Attribution Modelling **d**
- Reverse Path Analysis **e**



Our Most Breakthrough **Work**

Naming Convention Dashboards

Process:

The naming convention is a 2 step process:

- Input Sheets for Ad Naming
- Dashboard for Insights

Input Sheet for Ad Naming::

We segregated the client team into 4 major functions:

- Ad Buying Team,
- Strategy Team,
- Creative Team, and
- Copywriting Team

To standardise the Naming Convention, for each function we gathered a list of parameters that would best identify different pillars that go into creating the ad. Following were the attributes that we cornered down on:

Ad Buying Team:

- Offer *i.e. discount type, product, free product, etc.*
- Ad Type *i.e. Single, Carousel, Collection, etc.*
- Landing Page *i.e. page directed to from link click*
- FB Page *i.e. FB Page through which it is posted*
- Language *i.e. English, Spanish, Russian, etc.*
- CTA *i.e. Shop Now, Learn More, etc.*
- Thumbnail *i.e. Auto or Images*
- FREE_TEXT_1 *i.e. manual input to tag ads*
- FREE_TEXT_2 *i.e. manual input to tag ads*

Strategy Team:

- Year *i.e. year of ad created*
- Week *i.e. week of ad created*
- Funnel *i.e. Test, TOF or Re-targeting*
- Epics *i.e. messaging like bundle, free shipping, etc.*
- Product Category *i.e. product feature*
- FREE_TEXT_1 *i.e. manual input to tag ads*

Creative Team:

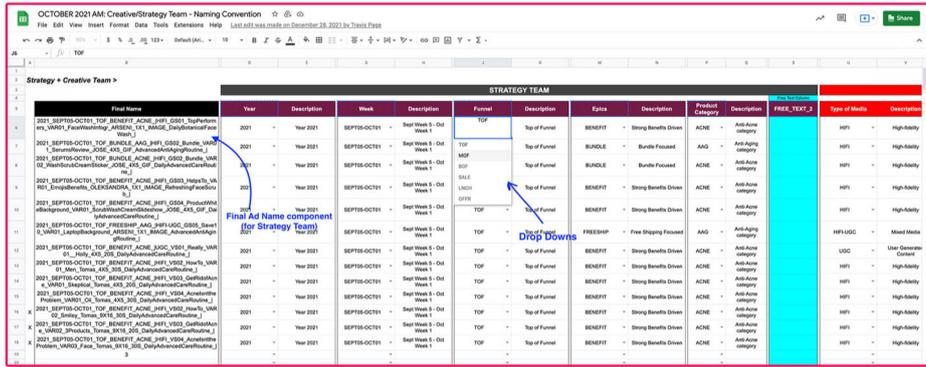
- Type of Media *i.e. HiFi, UGC, Video, Graphic etc.*
- Story No. *i.e. numbered tag for the story*
- Variation No. *i.e. numbered tag of the variation*
- Creator *i.e. team member who created the ad*
- Ratio Size *i.e. aspect ratio like 1:1, 4:5, 9:16*
- Format *i.e. GIF, Image, 5s, 10s, etc.*
- FREE_TEXT_1 *i.e. manual input to tag ads*

Copywriting Team:

- Headline *i.e. simple value prop, curiosity, urgency, etc.*
- BT Length *i.e. Length of copy like One Liner, Short, Long*
- BT Style *i.e. Copywriting style like sensory, storytelling,*
- Variation No. *i.e. numbered tag of the variation*
- FREE_TEXT_1 *i.e. manual input to tag ads*

We created Google Sheets for individual teams where the team members would fill in individual parameters using a drop down with a pre-set dictionary.

This is how the Google Sheet would look like:



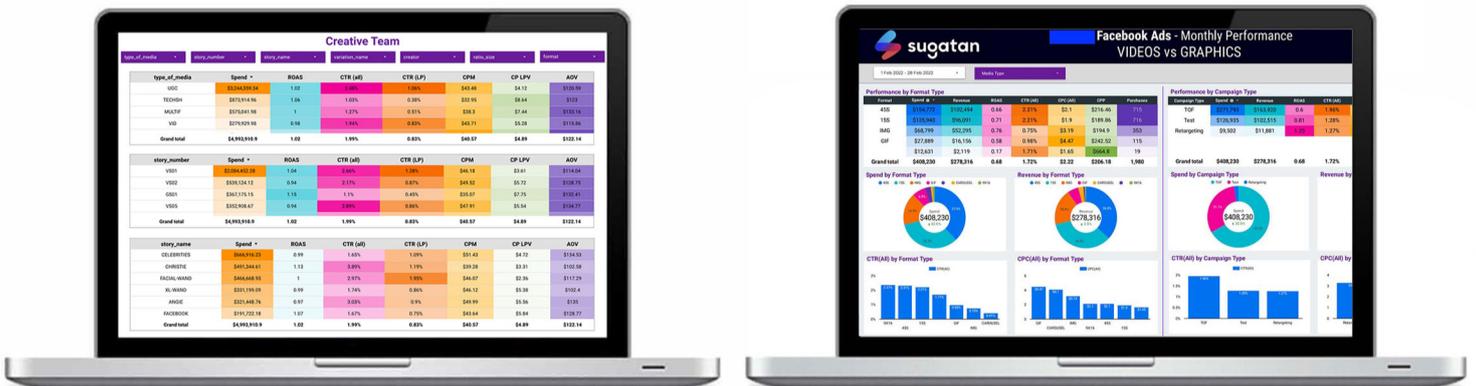
Once all teams have input the parameters, the Media Buyer would collate the individual components together in a sheet that'll combine and produce the ad name that gets input into the Facebook console

Creative Naming

Ad Name:	2022_MAR03_TOF_CARLY__JUGC_VS01_ORIGINAL-WAND_VAR01_Influencer_IVAN_9X16_45S__HYPE_TT__VAR01_Neck_TT NON_SINGLE_HOME_SBLA_EN_SN_AUTO__		
Strategy Team	Creative Team	Copywriter Team	Ad Buying Team
2022_MAR03_TOF_CARLY__JUGC_VS01_ORIGINAL-WAND_VAR01_Influencer_IVAN_9X16_45S__		HYPE_TT__VAR01_Neck_TT	NON_SINGLE_HOME_SBLA_EN_SN_AUTO__

Dashboard for Insights:

Based on the ad names put in, the performance data from Facebook Ads is stored in a data base (Google BigQuery) using a ETL data pipeline. Using SQL logics, the different parameters are parsed out and performance is reported on a Google Data Studio dashboard. This is how the dashboard would look like:



The unique feature of these dashboards were that they helped each team optimise their parameters and create a golden formula of an ad that'll perform well. This helps in testing out different strategies and ad creatives real time and make use of the data constructively.

Strategy Calculator

Strategy Calculator | Internal Performance Dashboards | Internal Performance Dashboards | Internal Performance Dashboards



Business Intent:

The strategy calculator was created to monitor major KPIs that drive revenue over different time periods. The aim was to visualise the acquisition funnel right from the Ad Spend to Purchase Revenue. This helped in understanding what KPI was to blame on when performance was good or bad. Further more, the 'Target Performance' helped in gamifying the tool i.e. trying out different scenarios and helping set critical performance thresholds.



Process:

We aggregated data from Facebook Ads by creating a custom API Pipeline into Google BigQuery (data warehouse). Following KPIs were calculated in order of the acquisition funnel:

- Ad Spend
- Cost per Landing Pageview
- Landing Pageview to View Content Conversion Ratio
- View Content to Add to Cart Conversion Ratio
- Add to Cart to Initiate Checkout Conversion Ratio
- Initiate Checkout to Conversion Ratio
- Avg. Order Value
- % Email Revenue





Internal Performance Dashboards

Marketing Efficiency Ratio (MER) - Single Source of Truth



Business Intent:

The Marketing Efficiency Ratio sheet is useful when an e-commerce store has a multi-channel marketing strategy. This helps in mapping the revenue from all the different streams and calculating all the various costs, and calculating the profitability and viability of the business.



Process:

We aggregated data from all marketing data sources i.e. Facebook Ads, Google Ads, Google Analytics, etc. and put them in a data warehouse. Next the administration, running costs and COGS are collected and integrated into the database. With live data streams from all data sources, it enables the business to monitor performance of each individual channel on a real time basis.

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	AC	AD	AE	AF	AG	AH
Average			374	\$142	\$53.5K	4.24	2.60	\$12K	\$41.1K	\$25.1K	\$16.1K	\$22.1K	\$24.5K	0.71	87.4%		11.07%	\$2.2K	\$6.7K	3.2	9.5%												
Day	Date	Primary Offer	Orders	AOV	Total Sales	Total ROAS	MER	Remaining (excluding Personnel/)	Spend + Expenses	Total DM Spend	Total Expenses	FB Spend	FB Revenue	FB ROAS	% FB Allocation	Branded Search	% Google vs. FB	Google Spend	Google Revenue	Google ROAS	% Google Allocation												
Wed	Sep-01	Face wand sell out Pre - order - Tier 2	297	\$127	\$37.834K	2.38	1.34	\$9.7K	\$28.1K	\$15.8K	\$12.4K	\$13,949	0.0	88.5%		7.19%	\$1,003	\$7,495	7.5	6.4%													
Thu	Sep-02	Labor Day Early Access - Tier 1	634	\$138	\$87.361K	2.04	1.28	\$19.0K	\$68.3K	\$42.6K	\$25.7K	\$38,668	0.00	90.7%		4.39%	\$1,696	\$9,491	5.6	4.0%													
Fri	Sep-03	Labor Day Launch - Tier 1	719	\$147	\$105.950K	2.04	1.30	\$24.4K	\$81.6K	\$51.8K	\$29.8K	\$46,564	0.00	89.9%		5.86%	\$2,726	\$9,763	3.6	5.3%													
Sat	Sep-04	Labor Day - Tier 1	654	\$144	\$94.060K	2.56	1.52	\$32.0K	\$62.1K	\$36.5K	\$25.6K	\$31,384	0.00	85.9%		10.88%	\$3,415	\$10,828	3.2	9.4%													
Sun	Sep-05	Labor Day - Tier 1	531	\$139	\$73.751K	2.55	1.49	\$24.1K	\$49.6K	\$28.8K	\$20.8K	\$24,479	0.00	85.0%		11.22%	\$2,747	\$7,703	2.8	9.5%													
Mon	Sep-06	Labor Day End Date - Tier 1	702	\$145	\$101.529K	3.42	1.83	\$46.1K	\$55.4K	\$29.5K	\$25.9K	\$25,315	0.00	85.8%		10.05%	\$2,544	\$7,515	3.0														
Tue	Sep-07	Labor Day Extended Sale - Tier 1	456	\$132	\$60.347K	2.190015	1.32	\$14.5K	\$45.8K	\$27.4K	\$18.5K	\$23,864	0.00	87.1%		9.42%	\$2,249	\$6,998	3.1	8.2%													
Wed	Sep-08		225	\$140	\$31.608K	1.71	1.08	\$2.3K	\$29.3K	\$18.4K	\$10.9K	\$16,102	0.00	87.7%		13.84%	\$2,229	\$7,092	3.2	12.1%													
Thu	Sep-09		221	\$138	\$30.459K	1.98	1.19	\$4.9K	\$25.6K	\$15.2K	\$10.3K	\$13,078	0.00	85.9%		16.27%	\$2,127	\$5,845	2.7	14.0%													
Fri	Sep-10	Neck Wand Sell Out - Tier 2	366	\$138	\$50.589K	1.90	1.20	\$8.3K	\$42.3K	\$26.4K	\$15.9K	\$22,719	0.00	86.0%		10.14%	\$2,305	\$7,284	3.2	8.7%													
Sat	Sep-11	Neck Wand Sell Out - Tier 2	342	\$138	\$47.076K	2.13	1.28	\$10.4K	\$36.7K	\$22.0K	\$14.7K	\$19,449	0.00	88.6%		12.75%	\$2,480	\$7,695	3.1	11.3%													
Sun	Sep-12	Neck Wand Sell Out - Tier 2	466	\$145	\$67.698K	1.90	1.21	\$12.0K	\$55.7K	\$35.6K	\$20.2K	\$31,439	0.00	88.4%		8.67%	\$2,726	\$6,837	2.5	7.7%													
Mon	Sep-13	Neck Wand Sell Out - Tier 2	379	\$139	\$52.769K	1.74	1.12	\$5.5K	\$47.2K	\$30.2K	\$17.0K	\$27,857	0.00	92.2%		8.30%	\$2,311	\$4,877	2.1	7.7%													
Tue	Sep-14		245	\$137	\$33.556K	1.73	1.09	\$2.7K	\$30.9K	\$19.3K	\$11.6K	\$17,338	\$20,962	1.21	90.0%		10.88%	\$1,887	\$6,215	3.3	9.8%												
Wed	Sep-15	Face Wand Back In Stock - Tier 2	323	\$133	\$42.875K	2.23	1.32	\$10.3K	\$32.5K	\$19.0K	\$13.5K	\$15,598	\$21,606	1.39	81.9%		13.77%	\$2,149	\$5,741	2.7	11.3%												
Thu	Sep-16	Face Wand Back In Stock - Tier 2	331	\$141	\$46.533K	2.54	1.45	\$14.5K	\$32.1K	\$18.2K	\$13.9K	\$16,382	\$25,065	1.53	90.1%		10.87%	\$1,781	\$6,378	3.6	9.8%												
Fri	Sep-17		431	\$147	\$63.599K	1.94	1.23	\$11.9K	\$51.7K	\$32.7K	\$19.0K	\$30,205	\$43,705	1.45	92.5%		8.05%	\$2,431	\$9,148	3.8	7.4%												
Sat	Sep-18	Final Weekend Neck Wand Sell Out - Tier 2	389	\$142	\$55.171K	2.00	1.24	\$10.8K	\$44.4K	\$27.5K	\$16.9K	\$24,045	\$35,214	1.46	87.5%		12.69%	\$3,051	\$3,396	1.1	11.1%												
Sun	Sep-19	Final Weekend Neck Wand Sell Out - Tier 2	376	\$146	\$54.759K	2.02	1.26	\$11.3K	\$43.4K	\$26.9K	\$16.5K	\$24,883	\$35,702	1.43	92.5%		8.00%	\$1,990	\$6,310	3.2	7.4%												
Mon	Sep-20	Final Weekend Neck Wand Sell Out - Tier 2	264	\$139	\$36.703K	2.44	1.39	\$10.3K	\$26.4K	\$14.9K	\$11.5K	\$12,863	\$18,942	1.47	86.3%		13.04%	\$1,677	\$4,740	2.8	11.3%												
Tue	Sep-21	Final Weekend Neck Wand Sell Out - Tier 2	245	\$137	\$33.663K	2.12	1.26	\$7.0K	\$26.6K	\$15.8K	\$10.9K	\$12,992	\$16,111	1.24	82.5%		9.97%	\$1,295	\$4,479	3.5	8.2%												
Wed	Sep-22		213	\$140	\$29.860K	1.70	1.07	\$1.9K	\$27.9K	\$17.5K	\$10.5K	\$15,691	\$15,618	1.00	89.9%		11.17%	\$1,753	\$5,041	2.9	10.0%												
Thu	Sep-23	Neck Wand Back In Stock - Tier 2	374	\$144	\$53.883K	1.89	1.20	\$8.8K	\$45.1K	\$28.4K	\$16.7K	\$26,646	\$31,834	1.19	93.8%		6.55%	\$1,746	\$8,813	5.0	6.2%												
Fri	Sep-24	VIP Neck Duo Set Sale - Tier 3	397	\$154	\$61.332K	2.55	1.51	\$20.8K	\$40.5K	\$23.9K	\$16.6K	\$20,816	\$30,189	1.45	87.1%		7.88%	\$1,640	\$6,759	4.1	6.9%												
Sat	Sep-25	VIP Neck Duo Set Sale - Tier 3	321	\$167	\$50.362K	2.14	1.33	\$12.4K	\$38.0K	\$23.4K	\$14.6K	\$21,840	\$25,557	1.17	93.4%		6.94%	\$1,516	\$6,656	4.4	6.5%												
Sun	Sep-26	VIP Neck Duo Set Sale - Tier 3	455	\$163	\$74.240K	2.32	1.44	\$22.8K	\$51.4K	\$31.8K	\$19.6K	\$28,247	\$40,887	1.45	88.9%		7.36%	\$2,078	\$7,930	3.8	6.5%												
Mon	Sep-27	VIP Neck Duo Set Sale - Tier 3	229	\$149	\$34.206K	2.67	1.51	\$11.5K	\$22.7K	\$12.6K	\$10.1K	\$8,525	\$10,455	1.23	67.5%		31.78%	\$2,709	\$4,487	1.7	21.4%												
Tue	Sep-28	VIP Neck Duo Set Sale - Tier 3	232	\$150	\$34.742K	1.51	1.00	\$0.1K	\$34.6K	\$22.9K	\$11.7K	\$18,332	\$12,906	0.70	80.1%		17.55%	\$3,217	\$5,231	1.6	14.1%												
Wed	Sep-29		205	\$148	\$30.245K	1.63	1.05	\$1.4K	\$28.8K	\$18.4K	\$10.4K	\$15,817	\$13,073	0.83	86.0%		16.12%	\$2,549	\$5,642	2.2	13.9%												
Thu	Sep-30		200	\$137	\$27.377K	1.46	0.95	-\$1.4K	\$28.8K	\$18.6K	\$10.2K	\$16,771	\$18,913	1.13	90.4%		10.54%	\$1,768	\$3,684	2.1	9.5%												



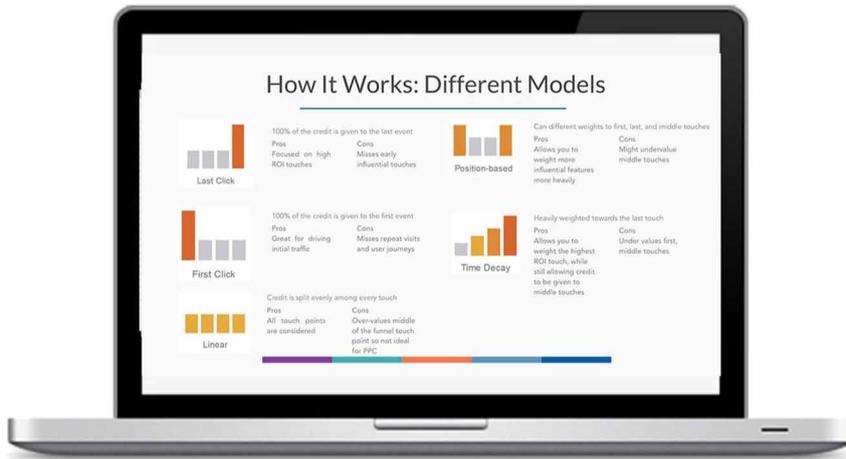
Internal Performance **Dashboards**

Attribution Modelling



Business Intent:

Attribution Modelling is an integral part of every business that has a long purchase cycle and uses multiple marketing channels. This helps in understanding which marketing channel works well for different stages of purchase i.e. awareness, engagement, consideration, and conversion. By applying different attribution models, i.e. first touch, last touch, even-weighted, etc. calculating the CAC (customer acquisition cost) and CLTV (customer lifetime value) becomes possible. Furthermore, it helps in understanding the golden path to conversion that has the highest conversion



Process:

We created an API pipeline from Google Analytics and stored it in Google BigQuery (data warehouse). Inside the data warehouse, we aggregate the ATC/IC/Conversion data and using customer ClientID, identify engagement touchpoints of the visitors. This data is then displayed on a Google Data Studio dashboard to visualise the path.



NOTE

We suggest setting up Google Analytics 4 along with server side tracking since that helps in much accurate customer tagging. Furthermore, the integration to Google BigQuery is a native integration that helps in getting raw event data and provides more accurate insights.

Reverse Path Analysis



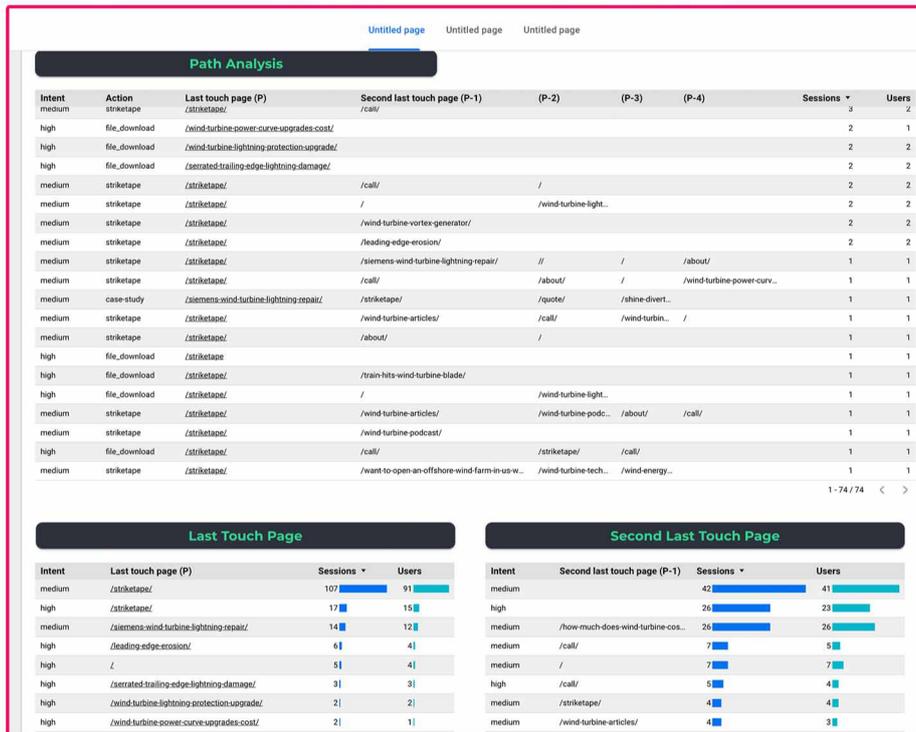
Business Intent:

Reverse Path Analysis is part of web analytics where we track the different interactions a visitor makes on the website before they convert. This can be broken down into different levels of intent i.e. Low, Medium and High. These levels of intent can be classified based on whether a user downloads an e-book, clicks on a lead magnet, copies a discount code, fills a lead form, or clicks on Call/Email now. Such insights help in understanding conversion behavior and re-targeting customers who are early on in the funnel



Process:

We created an API pipeline from Google Analytics and stored it in Google BigQuery (data warehouse). Inside the data warehouse, we tag different events as low/medium/high intent and analyse the last 3-4 engagements that led to the conversion. This data is then aggregated, the conversion path is identified and visualised on Google Data Studio.



We suggest setting up Google Analytics 4 along with server side tracking since that helps in much accurate customer tagging. Furthermore, the integration to Google BigQuery is a native integration that helps in getting raw event data and provides more accurate insights.



SEO/SEM Agency Dashboards

- SEO/SEM dashboard we built for GRO **a**
- Keyword Monitoring we built for Brandwidth **b**
- Competitor Dashboard we built for Brandwidth (from SEMRush) **c**



Client Background:

GRO is one of the top SEO and Digital Marketing agencies in the world helping online brands rank on the top of Google Search. They came to us to set up Google Data Studio dashboards using Supermetrics and BigQuery for a 35+ client base for both internal performance monitoring and showcasing their work to the clients.



Problem Statement:

Team at GRO being primarily an SEO agency needed dashboards built using Google Analytics and Google Search Console. They had purchased the Supermetrics to BigQuery connector that housed all client data in Google BigQuery. Next step was to aggregate this data and create Google Data Studio dashboards.



Our Work:

Using the Google Analytics and Google Search Console data housed in Google BigQuery, we wrote SQL on top of it to aggregate the data and create client level datasets. These were then connected to Google Data Studio and dashboards were created. These dashboards acted as a template for existing and new clients that were onboarded. Detailed documentation was provided to enable to client reproduce these reports for new clients.



SQL

We set up the SQL query structure such that whenever a new client would get added, the aggregated new data set would automatically get generated. The dashboards built were highly replicable and documentation provided was easy to follow for someone without technical expertise.



Keyword Monitoring we built for Brandwidth

Brandwidth



Client Background:

Brandwidth is Digital Marketing and Innovation agency with offices in the US and the UK. From strategy to activation and execution, they provide innovation-driven digital marketing and experience design for some of the world's biggest brands, including Apple, Disney and Toyota.



Problem Statement:

Brandwidth came to us to set up Google Data Studio dashboards to monitor the Organic Search performance of their client. The ask was to provide them with actionable insights, more than what Google Search Console or Google Analytics provided.

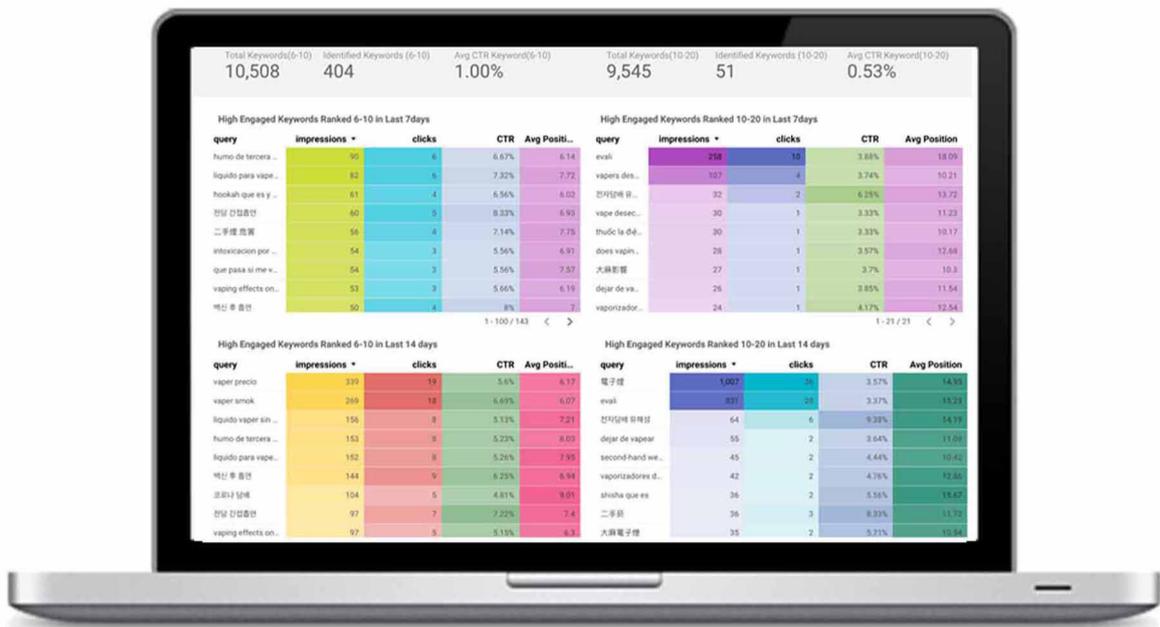


Our Work:

We created an API pipeline from Google Search Console into Google BigQuery and wrote custom SQL queries that helped extract insights that other data providers are unable to. We provided them with 3 categories of insights:

New Keywords Identification

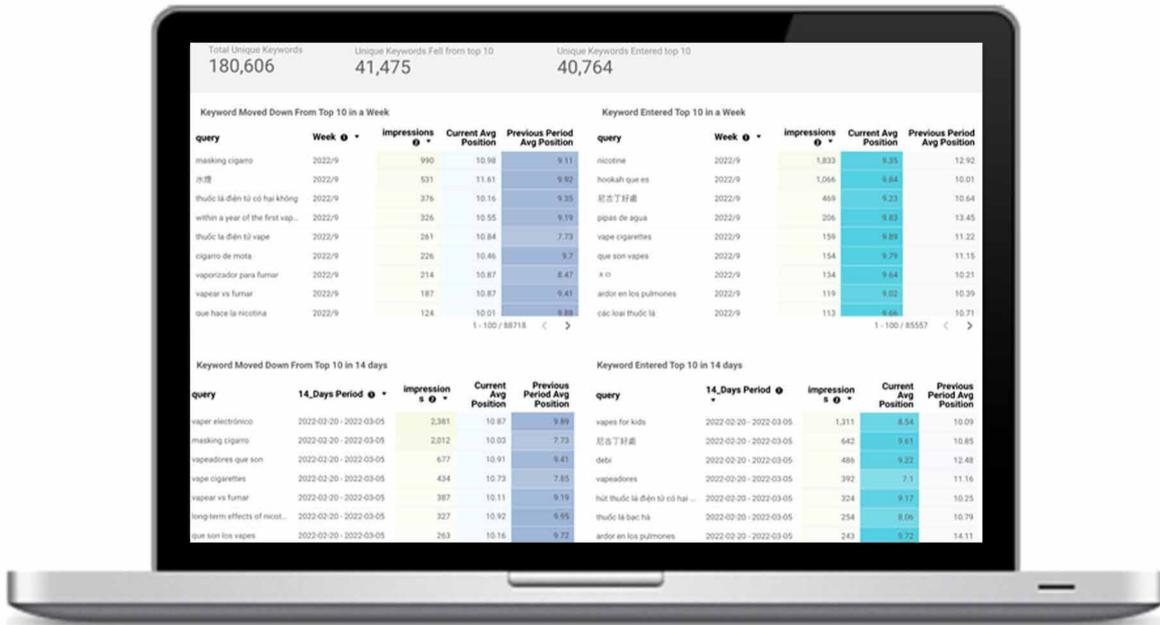
- High Engaged Keywords that ranked 6-10 in last 7/14/28 days
 - High Engaged Keywords that ranked 11-20 in last 7/14/28 days
- We defined high engagement as top 10% CTRs of the keywords falling in respective categories





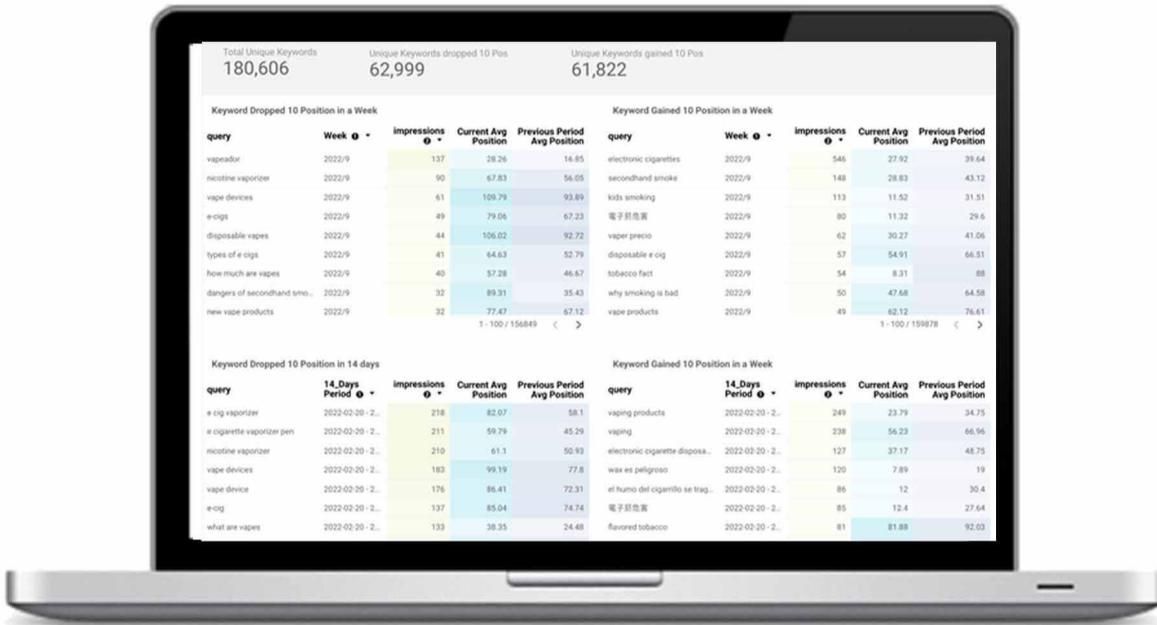
Top 10 keywords monitoring

- Keywords that entered top 10 ranking in the last 7/14/28 days
- Keywords that dropped from top 10 ranking in the last 7/14/28 days



Keyword position change monitoring

- Keywords that dropped 10 positions in 7/14/28 days
- Keywords that gained 10 positions in 7/14/28 days



USP

The insights we provided were above and beyond which Google Analytics or Google Search Console can provide. This helped the client make actionable decisions from the data by creating a content strategy based on the insights, at the same time combat the competition for keywords which showed weakening performance.



SEO/SEM Dashboard

Competitor Dashboard we built for Brandwidth (from SEMRush)

Brandwidth



Client Background:

Brandwidth is Digital Marketing and Innovation agency with offices in the US and the UK. From strategy to activation and execution, they provide innovation-driven digital marketing and experience design for some of the world's biggest brands, including Apple, Disney and Toyota.



Problem Statement:

Brandwidth came to us to set up Google Data Studio dashboards to monitor the Organic Search performance of their client's competitors. They wanted to understand if the competitors were targeting specific keywords, such that they could compete with them by altering the content strategy accordingly.



Our Work:

We created an API pipeline from SEMRush into Google BigQuery to aggregate the competitor data for their client. This involved setting up overall position tracking charts and keyword level tracking to identify if competitors were targeting specific keywords. This helped the SEO team make more informed content strategy decisions. Here is what we did:





Our Products

- Facebook Ads Dashboard **a**
- Google Ads Dashboard **b**
- Google Analytics Dashboard **c**
- Klaviyo Dashboard **d**

Our Products

Facebook Ads Dashboard

Main Features:

- **Overview Page:** Provides an in-depth understanding of how Facebook Ads is performing. Insights into major KPIs, Geography, Audience, Platform, and Video Ads performance
- **Major KPIs:** Provides an overview of how KPIs have performed over a time period, and comparing it with the previous period
- **Campaign/Adset/Ad Performance:** Provides an overview of how campaigns, adset and ads are performing across the entire funnel from spend to purchase
- **Publisher Platform:** Provides an overview of how each platform i.e. Facebook, Instagram, Messenger and Audience Network are performing across various positions
- **Video Performance:** Provides an overview of how video ads are performing across different campaigns, adset and ads.

[VIEW FB ADS DASHBOARD](#)

Google Ads Dashboard

Main Features:

- **Overview Page:** Provides an in-depth understanding of how Google Ads is performing. Insights into major KPIs, Geography, Audience, Campaign/Ad Group and Keyword/Term performance
- **Major KPIs - COST:** Provides an overview of how KPIs have performed over a time period, and comparing it with the previous period for cost related metrics
- **Major KPIs - REVENUE:** Provides an overview of how KPIs have performed over a time period, and comparing it with the previous period for revenue related metrics
- **Audience Performance:** Provides an overview of how audience are performing across the entire funnel across Age, Device and Gender
- **Campaign/Ad Group/Keyword/Term Performance:** Provides an overview of how each Campaigns, Ad Groups, Keyword and Terms are performing across the entire funnel from spend to purchase

[VIEW GOOGLE ADS DASHBOARD](#)

Google Analytics Dashboard

Main Features:

- **Audience Overview:** Provides an in-depth understanding how the website vitals are performing i.e. Bounce Rate, % Returning Users, Sessions per User, Pages/Session, etc. Also provides insight into Audience Demographic i.e. Age, Gender, Device and Geography.
- **Acquisition Overview:** Provides an insight into what's the Source, Medium and Channel of audience acquisition. Also provides insight into how Orders and Revenue metrics are performing like Revenue per User, Transactions per User, AOV and E-com conversion rate

[VIEW GOOGLE ANALYTICS DASHBOARD](#)

Klaviyo Dashboard

Main Features:

- **Overview Page:** Provides an in-depth performance overview of how email campaigns are performing i.e. Open Rate, Click Rate, Unsubscribe Rate, AOV, etc.
- **Major KPIs - I:** Provides an overview of how major KPIs are performing like Mails Sent, Mails Opened, Mails Clicked, Open Rate, Click Rate, and Unsubscribe Rate
- **Major KPIs - II:** Provides an overview of how major KPIs are performing like Unsubscribed, Email Revenue, Total Orders, % Email Revenue, Avg. Order Value and Revenue per Mail.

[VIEW KLAVIYO DASHBOARD](#)