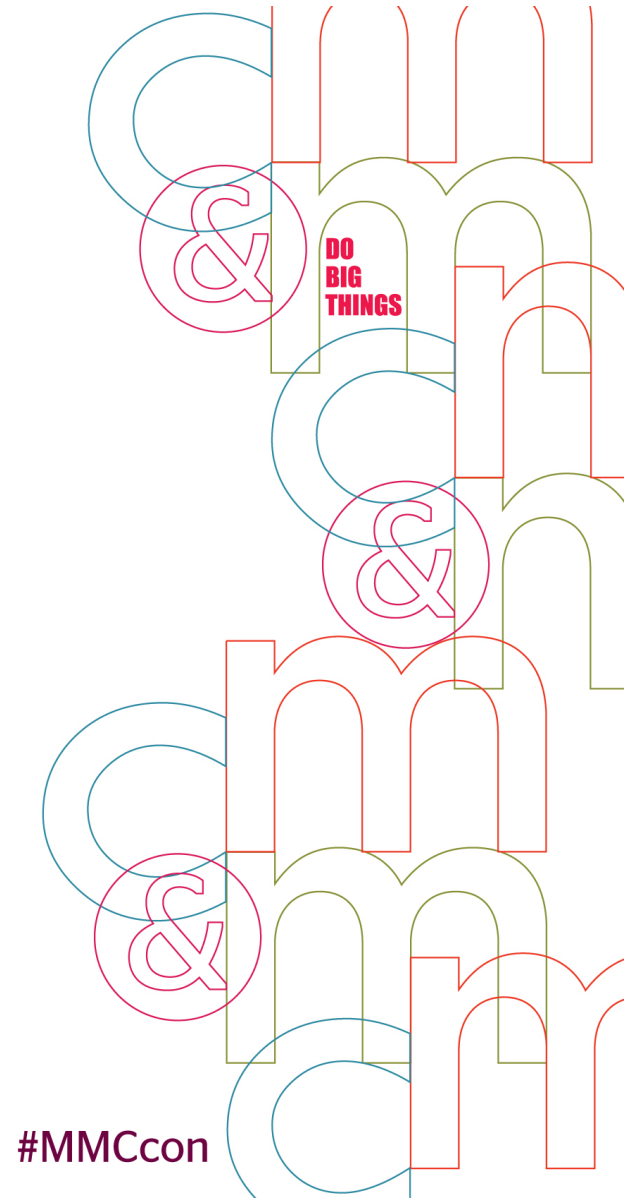


Creating Integrated Data Dashboards with Google Data Studio



#MMCcon



Joe McLaughlin

Director, Analytics and
Optimization
Alliance Group



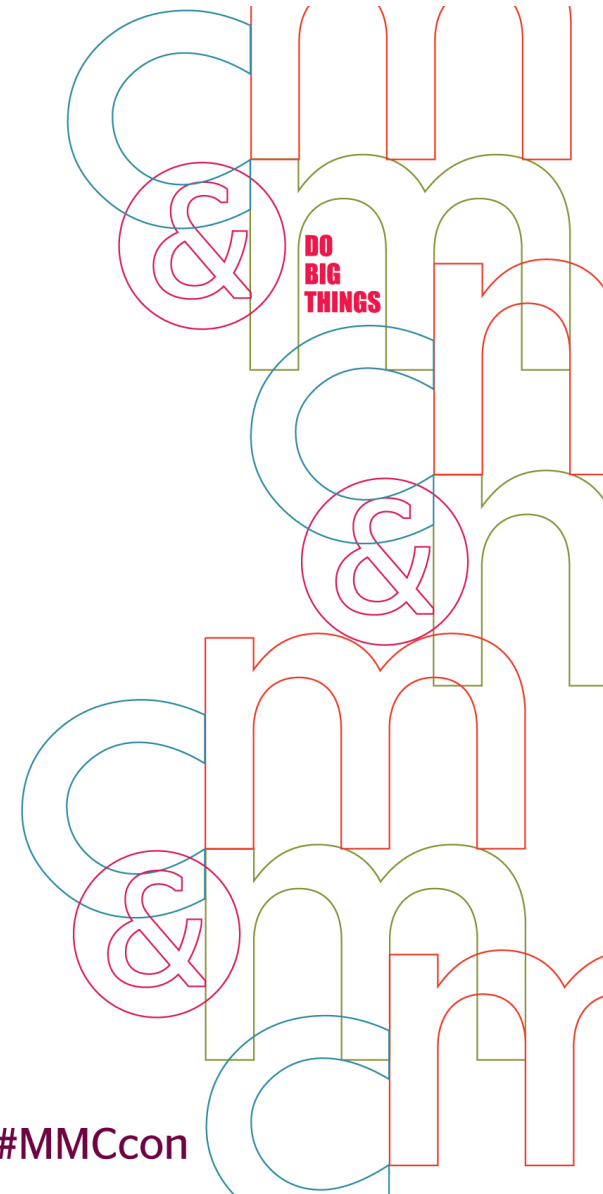
Jason Johnson

Director of Information
Technology
**League of Women
Voters**



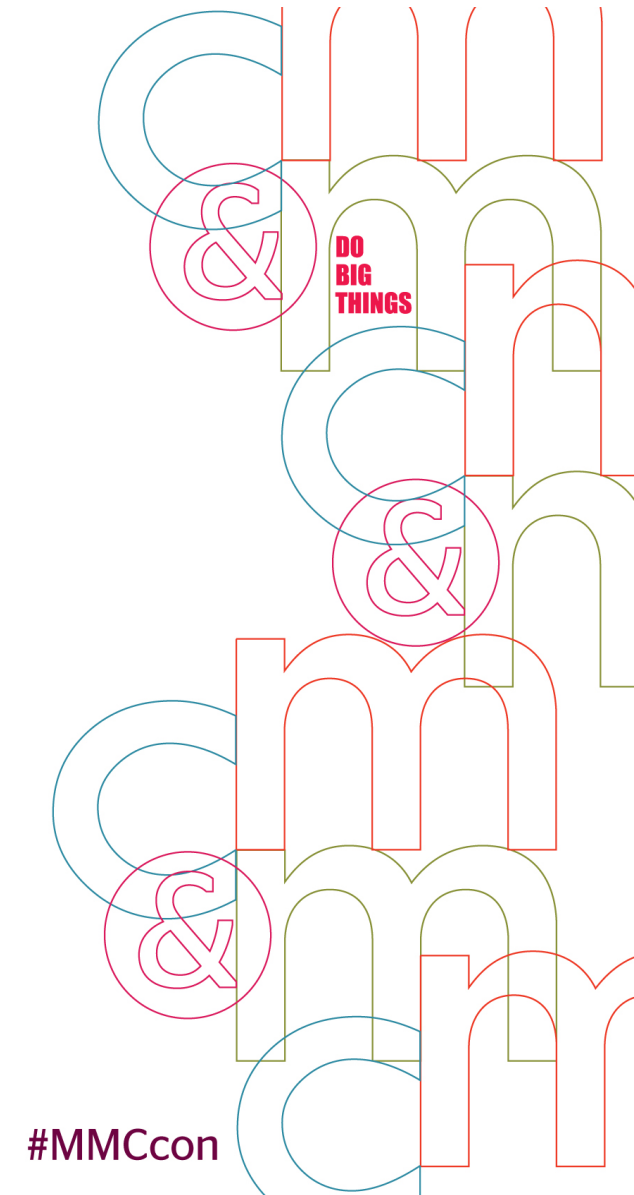
Kayla Vix

Communications
Manager
**League of Women
Voters**



Today we will discuss...

- LWV Requirements and Data Needs
- Benefits of Google Data Studio
- LWV - Dashboard Example
- Google Data Studio summary



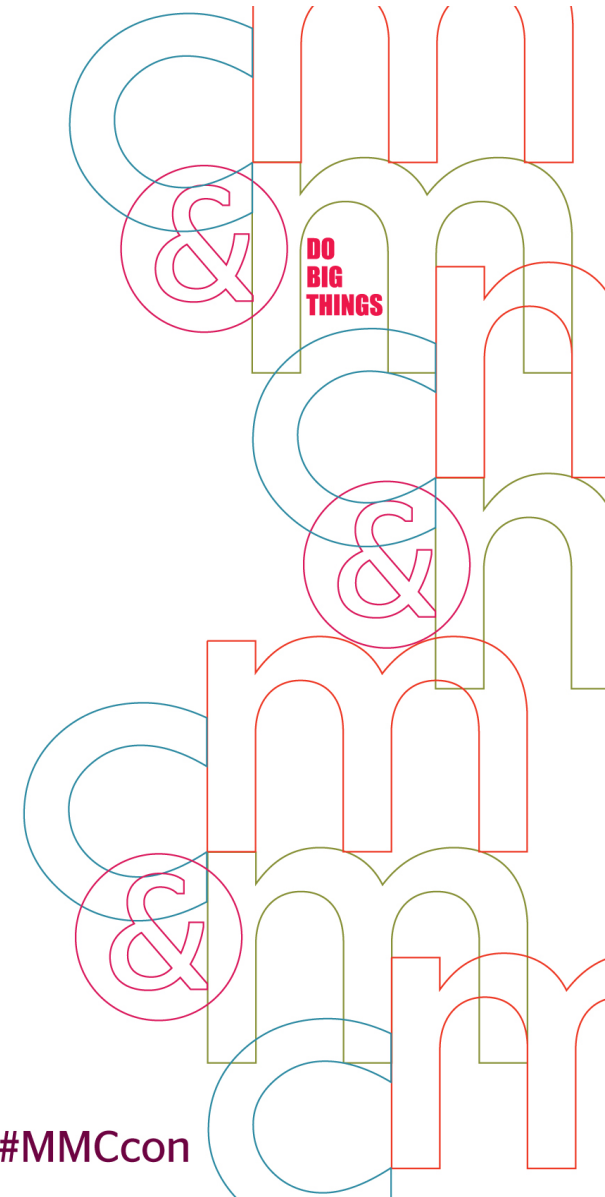
Why LWV Needed More Than Google Analytics Dashboards

- GA Default dashboards contain a lot of information that can make focusing on the most important metrics difficult.

Primary Dimension: Page Page Title Content Grouping: none Other

Plot Rows Secondary dimension Sort Type: Default

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	654,756 % of Total: 100.00% (654,756)	520,157 % of Total: 100.00% (520,157)	00:01:22 Avg for View: 00:01:22 (0.00%)	294,564 % of Total: 100.00% (294,564)	55.03% Avg for View: 55.03% (0.00%)	44.99% Avg for View: 44.99% (0.00%)	\$0.75 % of Total: 100.00% (\$0.75)
1. www.lwv.org/	58,601 (8.95%)	49,517 (9.52%)	00:00:57	45,144 (15.33%)	36.22%	37.35%	\$1.44(193.53%)
2. salsa.wiredforchange.com/o/5950/c/10065/p/dia/action4/common/public/?action_KEY=14034	20,429 (3.12%)	13,352 (2.57%)	00:01:17	11,734 (3.98%)	44.52%	55.21%	\$0.06 (7.95%)
3. www.lwv.org/league-management	15,182 (2.32%)	11,336 (2.18%)	00:01:10	2,713 (0.92%)	12.56%	24.44%	\$0.13 (17.78%)
4. participate.lwv.org/c/10065/p/salsa/supporter/unsubscribe/public/followUp	14,846 (2.27%)	13,735 (2.64%)	00:01:54	957 (0.32%)	96.57%	87.11%	\$0.00 (0.00%)
5. salsa.wiredforchange.com/o/5950/c/10065/p/dia/action4/common/public/?action_KEY=14127	11,923 (1.82%)	7,222 (1.39%)	00:01:17	5,846 (1.98%)	35.29%	50.73%	\$0.15 (20.31%)
6. www.lwv.org/about-us	11,673 (1.78%)	9,470 (1.82%)	00:01:39	3,210 (1.09%)	55.46%	37.60%	\$3.15(422.32%)
7. participate.lwv.org/c/10065/p/dia/action4/common/public/?action_KEY=14047	11,530 (1.76%)	9,620 (1.85%)	00:02:12	8,490 (2.88%)	77.03%	70.17%	\$0.12 (16.15%)
8. www.lwv.org/newsroom/press-releases/league-women-voters-united-states-calls-immediate-removal-president-donald	9,113 (1.39%)	8,217 (1.58%)	00:03:23	7,602 (2.58%)	83.97%	81.97%	\$0.04 (4.81%)
9. www.lwv.org/take-action	9,044 (1.38%)	6,715 (1.29%)	00:00:46	1,060 (0.36%)	54.61%	31.88%	\$0.54 (72.71%)
10. salsa.wiredforchange.com/o/5950/getLocal4.jsp	7,635 (1.17%)	5,685 (1.09%)	00:00:56	5,650 (1.92%)	23.61%	24.57%	\$0.00 (0.00%)



Why LWV Needed More Than Google Analytics Dashboards

- Different departments needed to focus on different metrics, and the metrics might differ by content type.

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IT

Communications

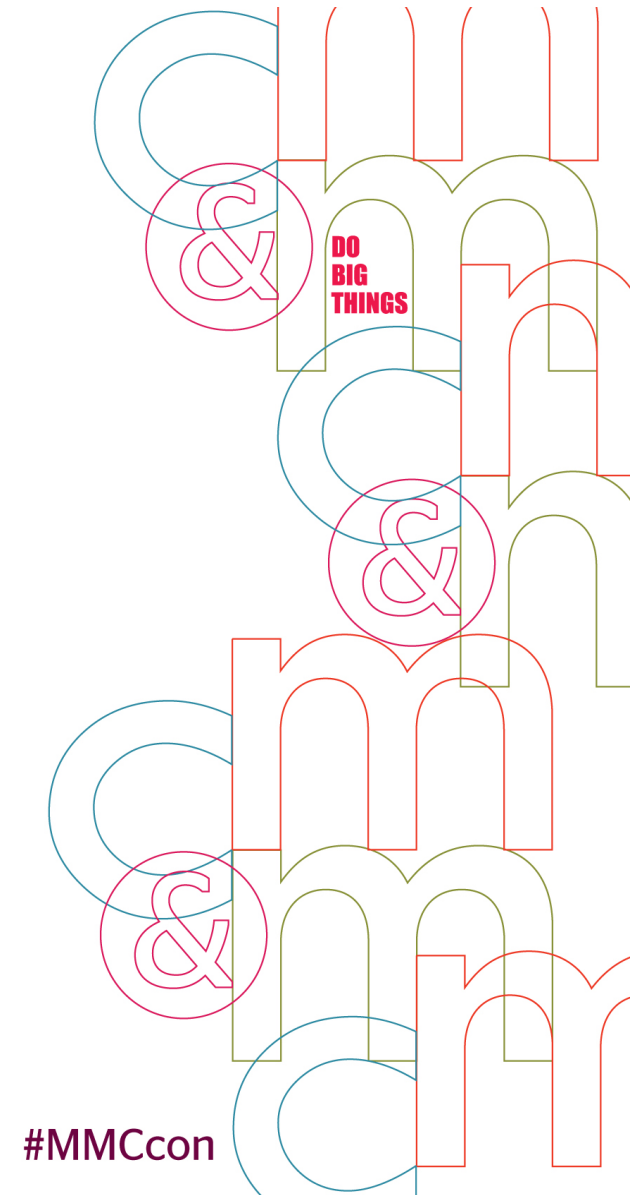
Development/
Fundraising

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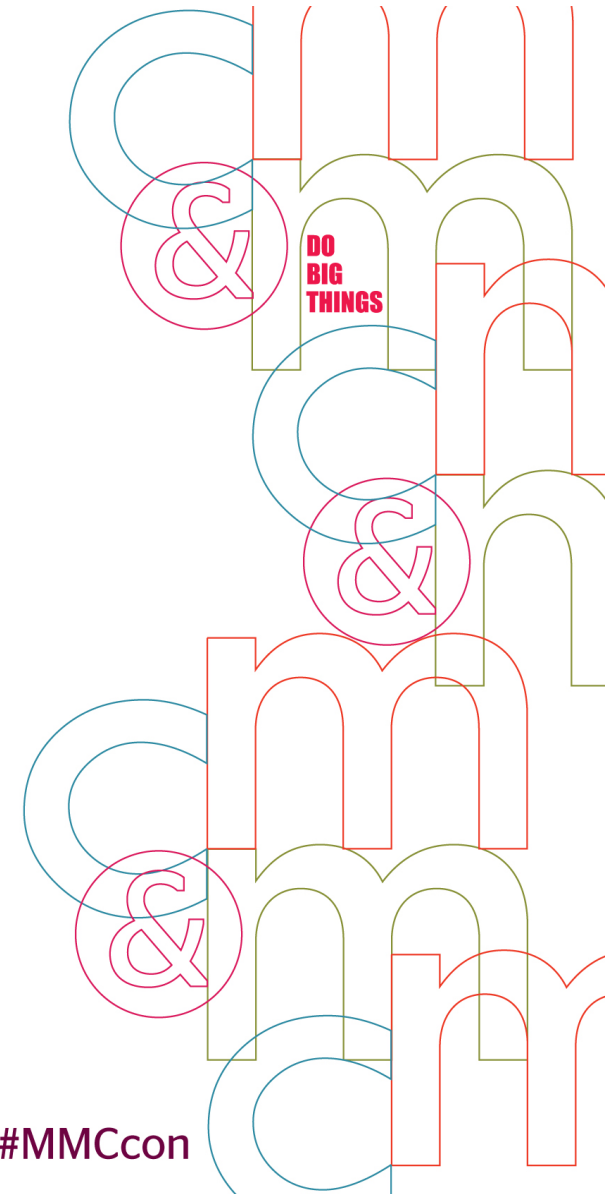
Why LWV Needed Data Studio

- Email reports got us part of the way there, but it would take dozens of reports to dozens of recipients.
- Piece meal reporting by email and dashboards would then be cut-and-pasted for Board and funder reporting.



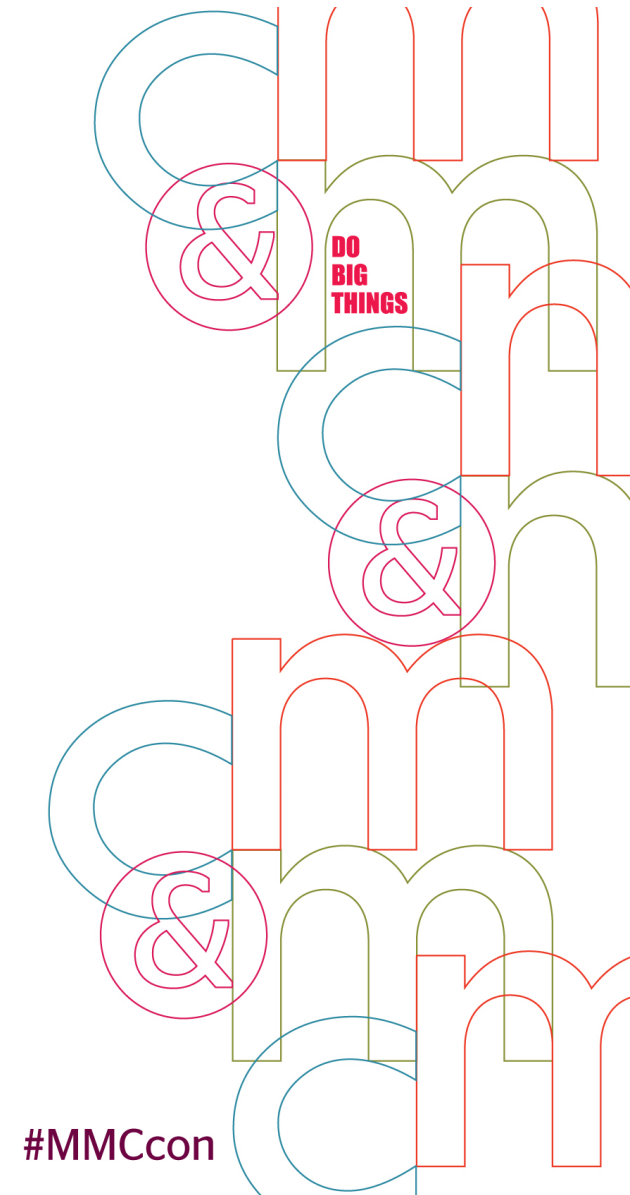
Why LWV Needed Data Studio (cont'd)

- LWV and Allegiance staff time was being spent generating easier-to-consume versions of the GA dashboards.
- Default GA metrics do not help tell the story of a campaign, especially in relation to paid advertising.



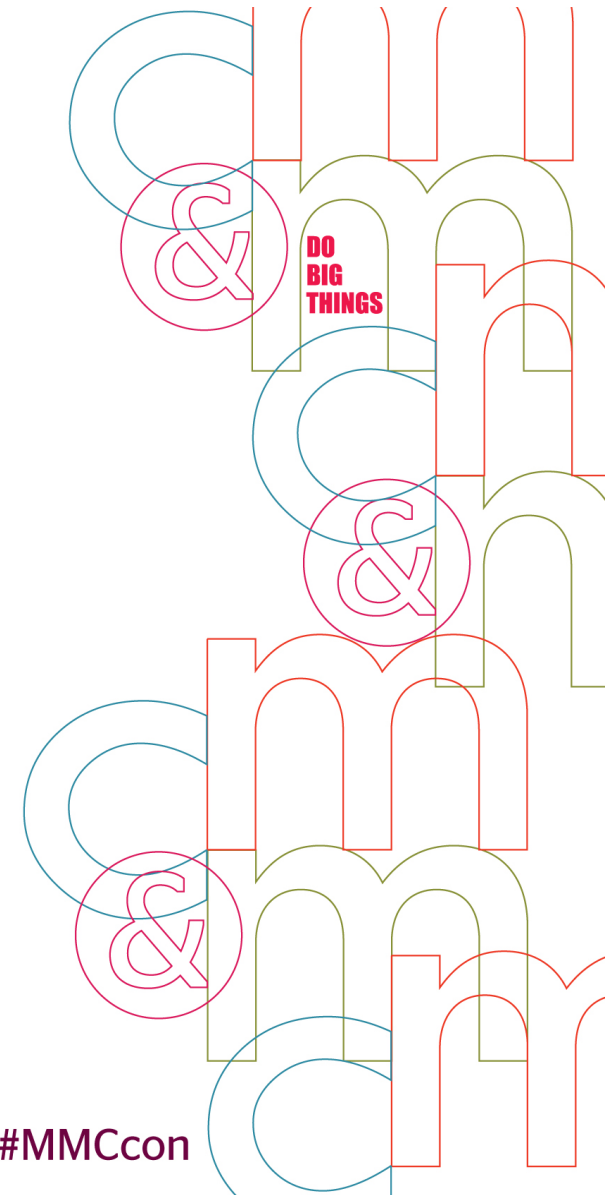
Benefits of Google Data Studio

- It's free
- Built-in connections to data sources
- No limitations on charts/pages
- Flexible design and templates
- Interactive and customizable design
- Easy sharing of access

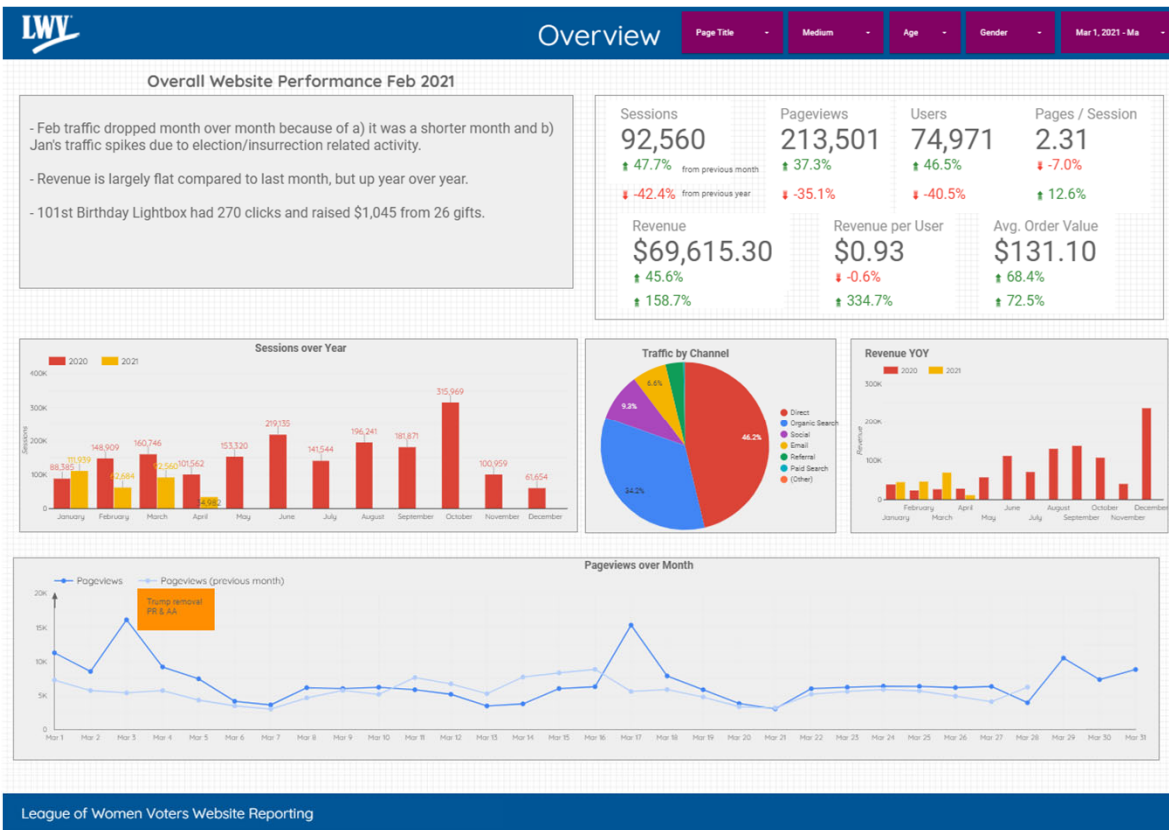
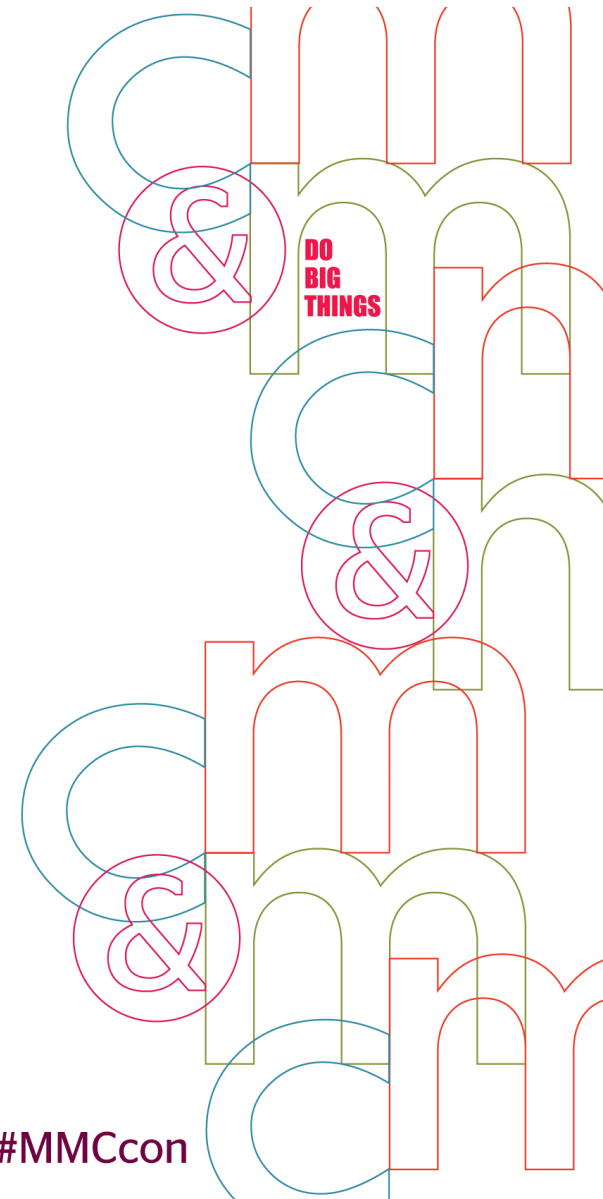


Allegiance & LWV Reporting Dashboards

- **Established a monthly dashboard for LWV with Data Studio.**
- Contains total of 6 pages, and each page is directed towards a different group of stakeholders at LWV, such as Content, Email, Advertising team, etc.

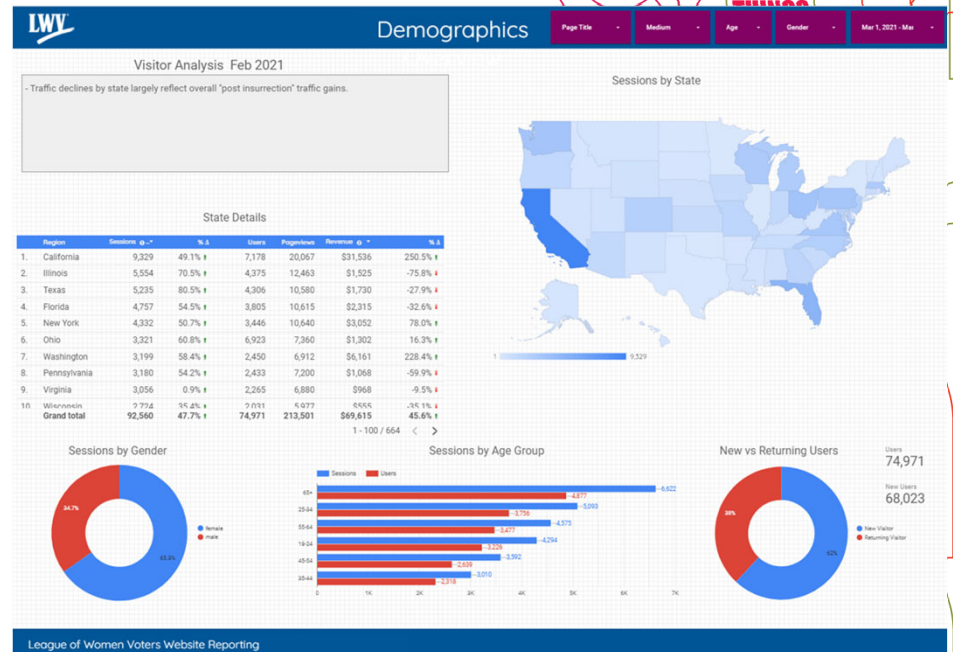
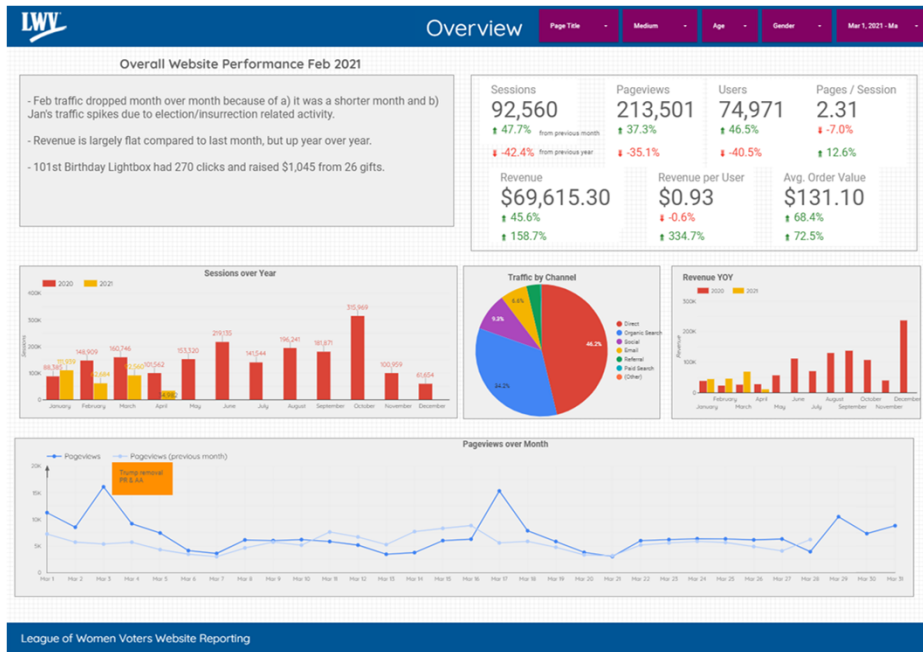
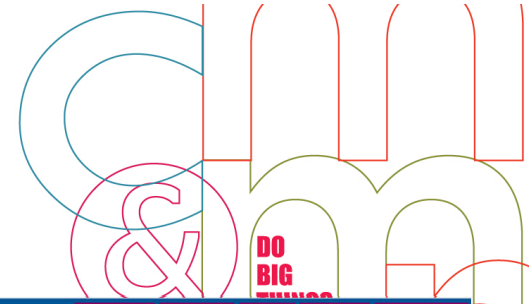


Allegiance & LWV Reporting Dashboards



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Allegiance - LWV Dashboards

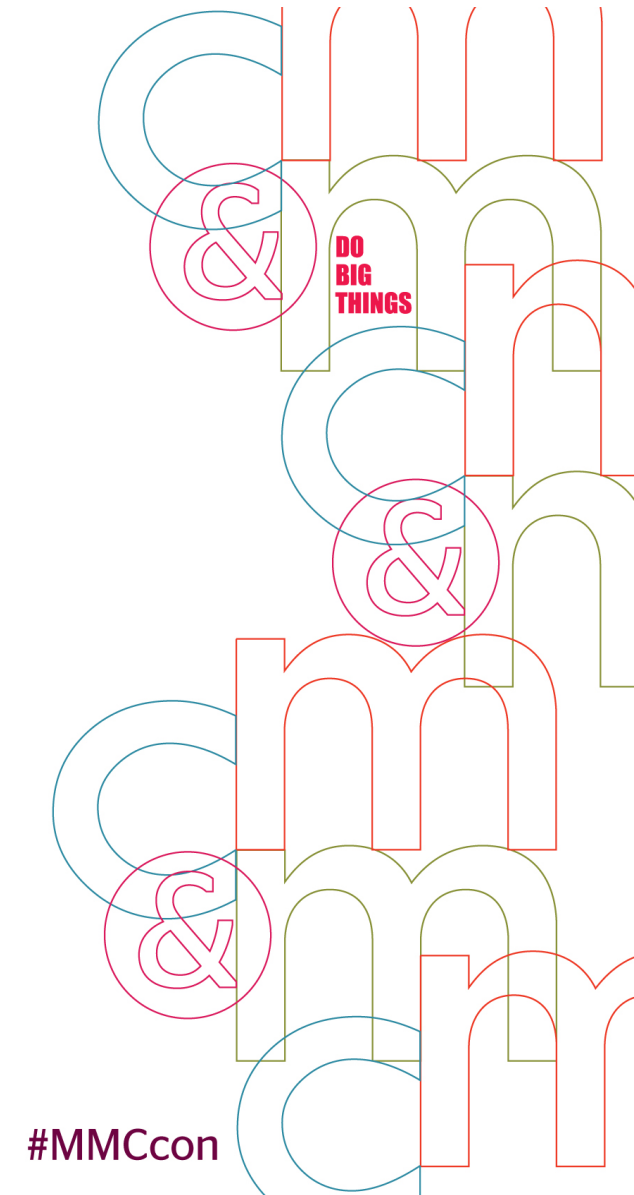


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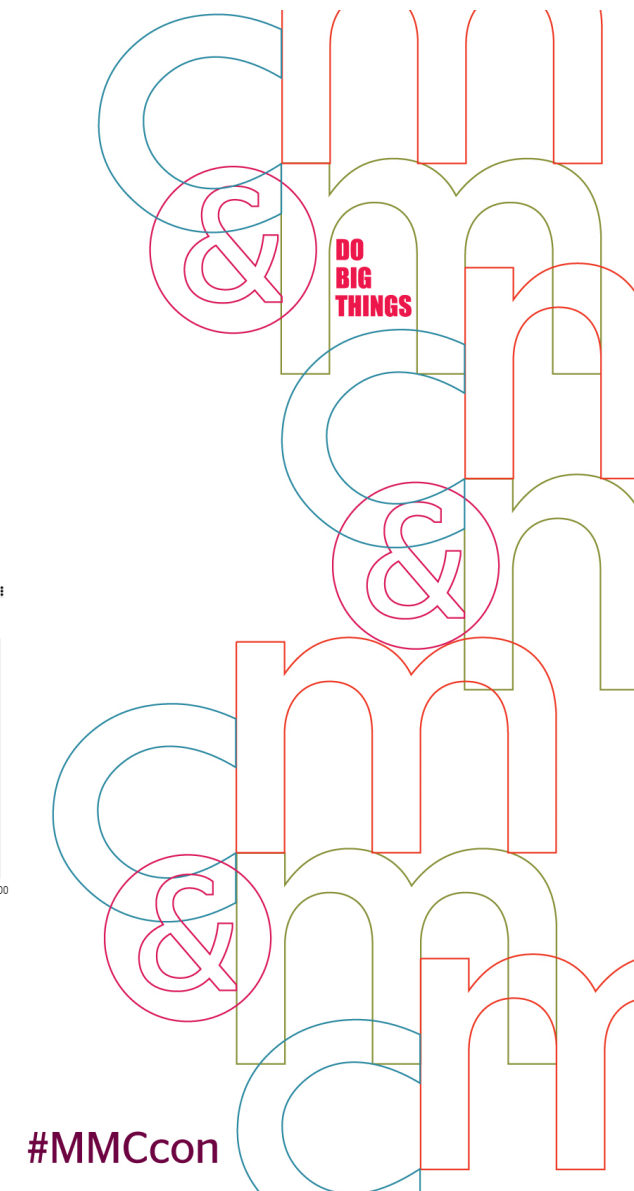
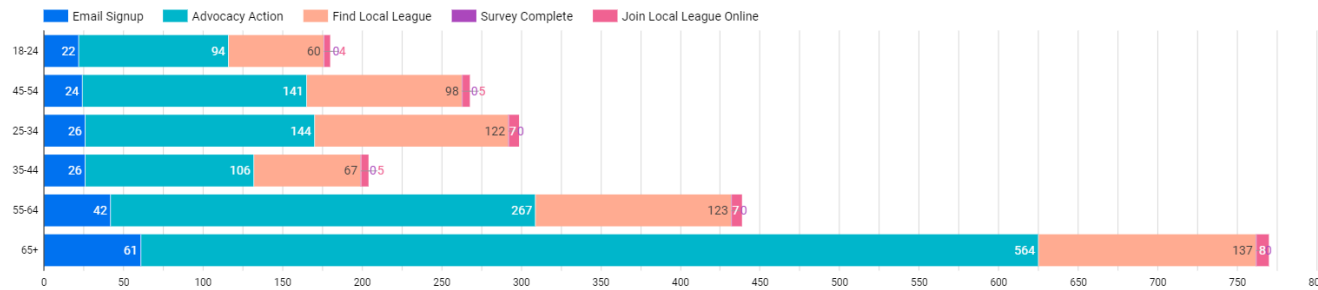
Google Data Studio - Features Used

- Filters for Page Title
- Filters for Channel, Age and Gender
- Date Filters
- Connection with Google Analytics & Sheets
- Text block for in-depth analysis
- Maps, Pie-charts and Bar-charts for demographics data



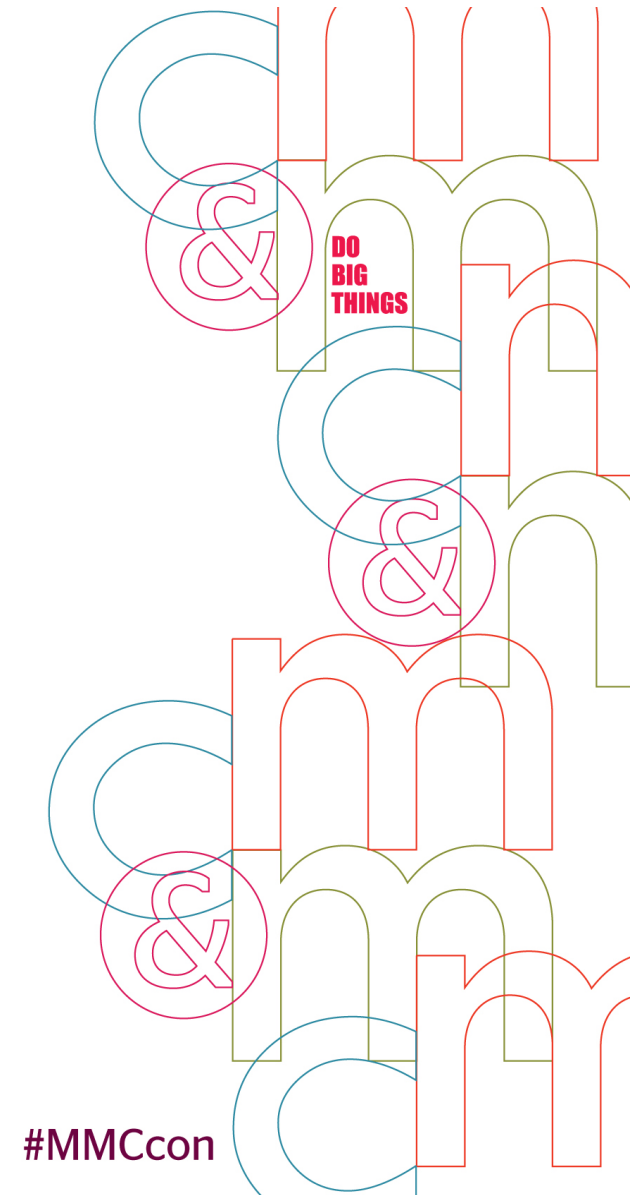
Where do we go from here?

- Reports are easy to create & customize as needed to serve business goals.



Google Data Studio Summary

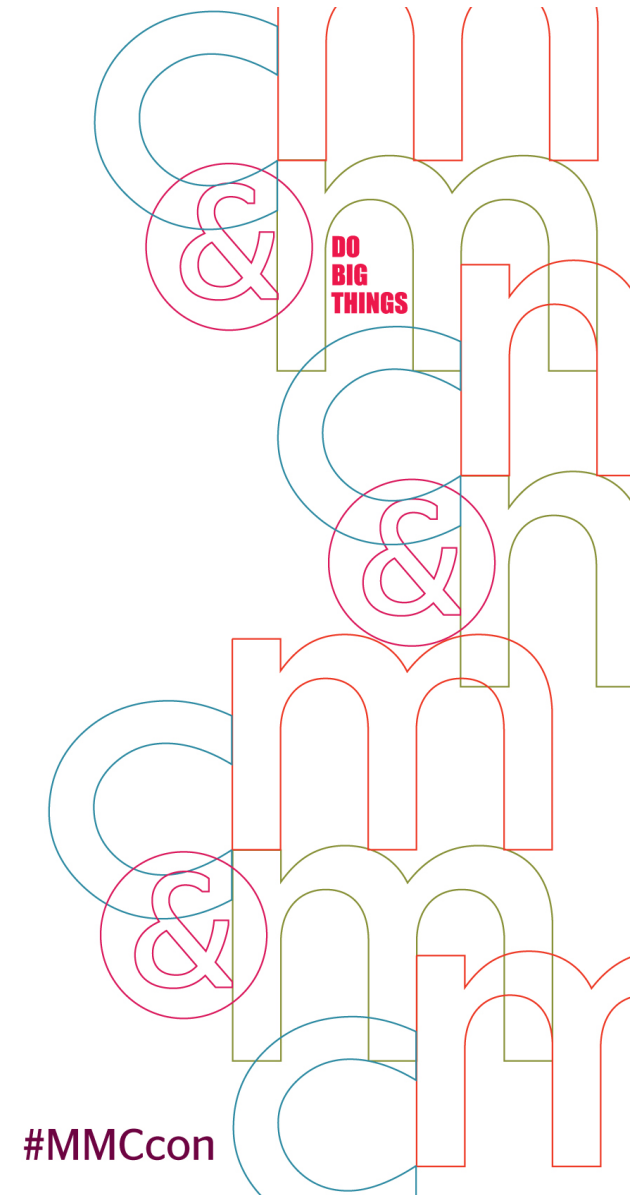
- Turn your existing data into interactive, actionable and informative reports.
- Grow beyond the limitations of Google Analytics dashboards.
- With Data Studio's advance features, it clearly wins over GA native dashboards.



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Thank you!

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- Joe McLaughlin
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