

PRODUCT OVERVIEW

Put the power of your marketing data in everyone's hands

Effortlessly create custom, interactive reports and visualizations to inform better decisions

Tell beautiful, impactful stories with your data.

You know the old adage, "Knowledge is power"? It turns out the real power comes when everyone has access to information. By making information broadly available, more people know what is happening in your business, more people can help identify new opportunities, and more people can make better decisions. But it requires more than just providing access to your data. The data needs to be useful—it needs to be easy to work with, visually compelling, and interactive.

What's keeping us from taking full advantage of all the marketing data we are compiling? Unfortunately much of this data is locked up in purpose-built tools that have limited access and require expertise. As a result, much of the data is exported from the various tools and merged into spreadsheets or an analysis database—a process that is time-consuming and error prone. Then once analyzed, the results are exported and attached to an email. And to make matters worse, over time the data becomes stale or the links to original sources become broken. Not only is this an inefficient way to use your data, it is not very effective.

Google Data Studio (beta) is a new-breed of data visualization and reporting tools and an integral part of Google Analytics Solutions. It enables a new level of data-driven decision making where data is readily available and put to use by the entire organization. Data Studio lets you connect to all your marketing data and turn that data into beautiful, informative reports that are easy to understand and share and fully customizable. Newly armed with the data they need, when they need it, your teams can fully leverage the power of your marketing data to make better decisions.

"Google Data Studio marks the birth of a new era of how organizations consume, share and use analytics data to drive insights and create even greater business value."

—Joao Correia, Director of Data Insights at Blast Analytics & Marketing



Connect to
all your data



Visualize with beautiful,
informative reports



Share across
the organization



Connect to all your data.

Data Studio offers access to all your data -- from CSVs, Google Analytics, Google AdWords, Google Sheets, Google BigQuery, and other standard sources is simple to add and use. You can define types and formats, transform values, and join disparate sources. And it comes with governance capabilities to control who has access and usage rights.

Easily build beautiful reports and dashboards.

Create meaningful data visualizations with a few clicks—just drag and drop using:

- Visual editing interface for easy reports and dashboards
- A rich library of visualizations to reveal the real story behind the data
- Fully custom design and style so you can make it your own
- Reusable templates for fast, professional reports every time
- Dynamic reports with interactive controls based on time periods, geographies, segments, or any other dimension available

Leverage teamwork that works.

Tap into the wisdom of your entire team with built-in collaboration tools. Individuals and teams can effortlessly work in the same dashboards and reports at the same time. Share with anyone and edit in real-time, view, and add comments. All your changes are automatically saved. You can even use revision history to see old versions of the same report, sorted by date and who made the change. Do more together by eliminating the practice of versioning spreadsheets and emailing files back and forth.

With Data Studio you can access all of your marketing data, analyze the discover unique insights, and use these insights to make better decisions.

Learn more about Google Data Studio g.co/datastudio.

About Google Data Studio

Google Data Studio provides everything you need to turn your data into beautiful, informative reports that are easy to read, easy to share, and fully customizable. All for free. Start telling great stories with your data and make better business decisions. To learn more, visit g.co/datastudio

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