



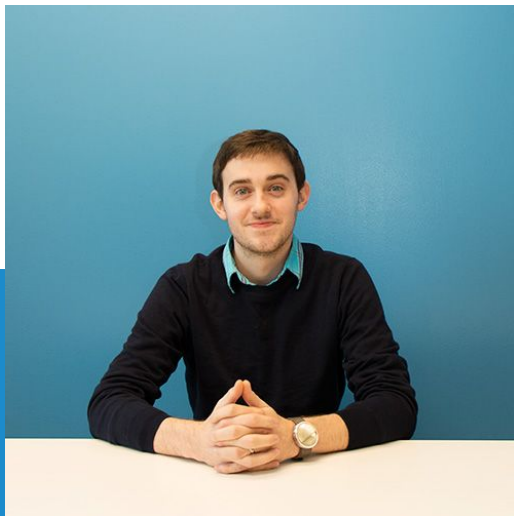
Presents:

How to Build Dynamic Reports in Google's Data Studio

Webinar | April 19, 2017 | w/ Brian & Arsham



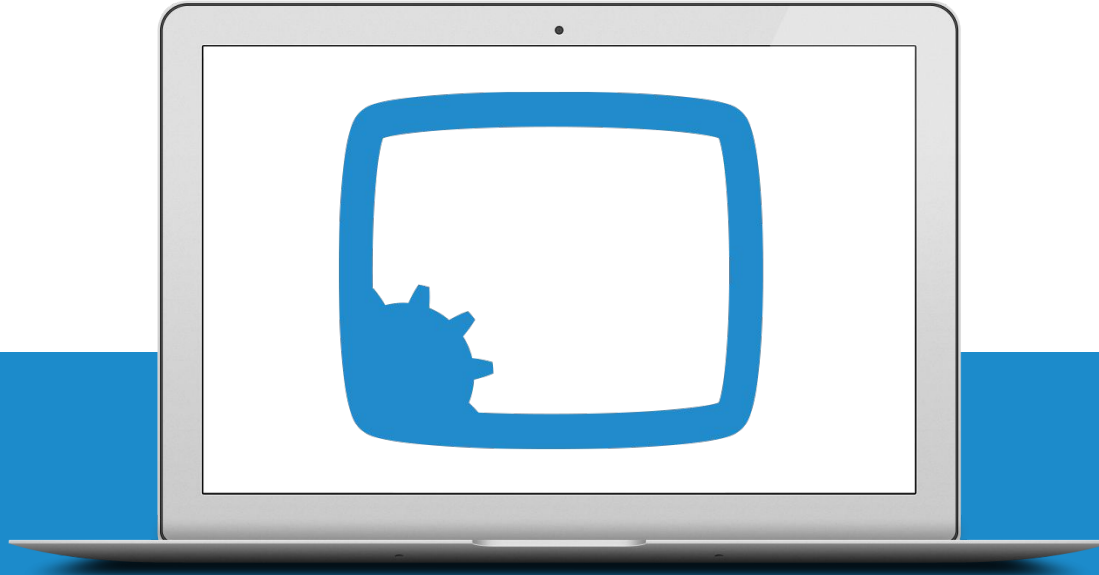
Arsham ^
Co-Founder



Brian ^
Director of Operations

2. Introductions

Why are we teaching this?



Here's a quick snapshot about us...



Where's the green grass at?

Answer: Within you 🕊️ 💖 😁

Learning Agenda

What to expect during this webinar workshop



1. Outcomes

- ✓ Data Studio report template
- ✓ Knowledge for exec. reporting



5 mins

3. Hands-On Tutorial

- ✓ How to add multiple data sources
- ✓ How to use data in your decisions



20 mins

5. Concluding Material

- ✓ 3 key takeaways
- ✓ Getting a free custom report



5 mins

2. Introductions

- ✓ What is Data Studio
- ✓ Why we're teaching this



5 mins

4. Q & A

- ✓ Questions about Data Studio
- ✓ Questions about web data generally



15 mins

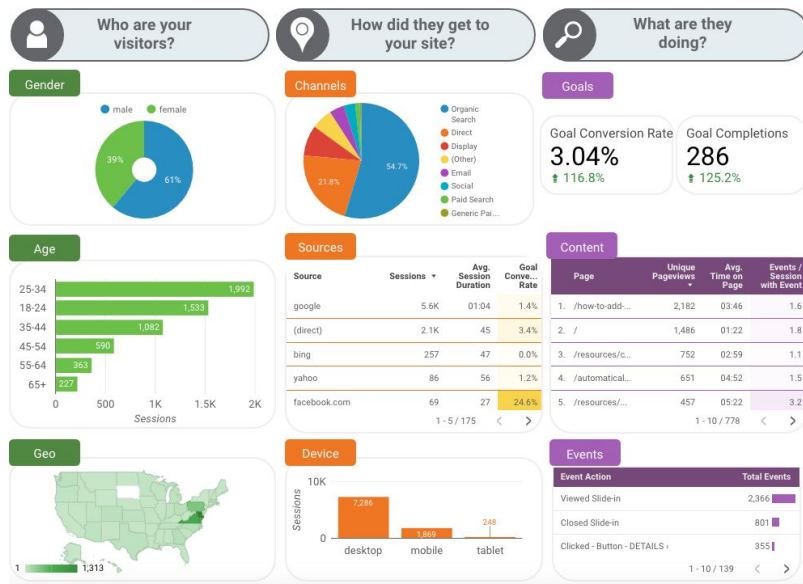
1. Outcomes

With Data Studio you'll learn...

- ✓ How a data visualization platform helps with executive level reporting
- ✓ 3 examples of data-driven reporting
- ✓ What you need to start using Data Studio for fast, customizable reporting



PLUS A FREE DATA STUDIO REPORT TEMPLATE



Our [free](#) Data Studio template will be available after the webinar is over!



Webinar Poll

How often do you look at your analytics?



So how do you get to green grass?

Answer: Work for the future 🕒 📈 🧐

2. Introductions

What is Data Studio? *Hint:* 📊 📄 📁



According to Google...

Data Studio Surveys Attribution Audience Center Analytics 360 Suite

Gallery Success Stories Resources Partners

Beautiful data visualization starts here.

Google Data Studio (beta) turns your data into informative dashboards and reports that are easy to read, easy to share, and fully customizable. Dashboarding allows you to tell great data stories to support better business decisions.

Create unlimited Data Studio custom reports with full editing and sharing.

[SIGN UP FOR FREE](#)

2. Introductions




What is Data Studio? *Hint:* 📊 🗑️ 🗑️


According to Brian...

data Studio **beta** | Home


Start a new report



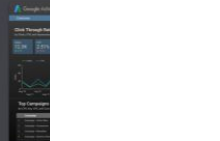
Blank



Acme Marketing
Google Analytics




Ecommerce PPC
Google Analytics + Adwords





AdWords
Google



ME | SHARED WITH ME | TRASH

Today		Owner
	OMNI - Monthly Report (BETA V2)	Arsham Mirshah

Previous 7 days

	Data Studio Giveaway - One Page Report	Stacey Heubeck
	Case Study Template	Brian Thackston

Previous 30 days

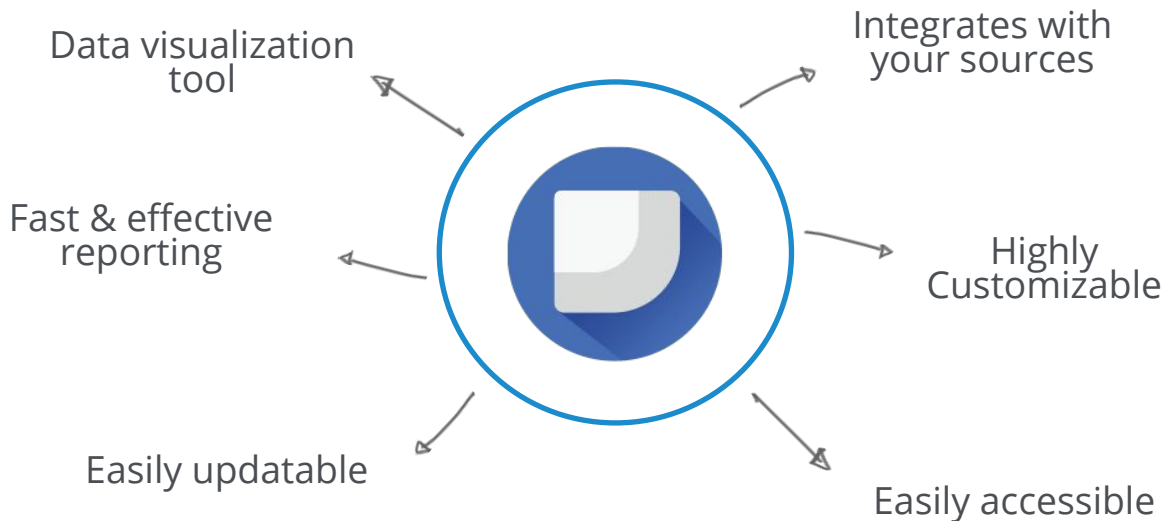
	Untitled Report	Brian Thackston
	WOW Dashboard	Arsham Mirshah

2. Introductions

What is Data Studio? *Hint:* 📊 📄 🗑️



A <5 minute [exec-style] explanation



2. Introductions

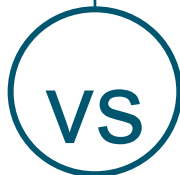
Traditional Reporting vs. Data Visualization



Traditional Reporting



- ✗ Time and effort intensive
- ✗ Siloed data
- ✗ Program-based



Data Studio Reporting



- ✓ Real-time updates
- ✓ Focused on visuals
- ✓ Web-based

It's like custom reports in Google Analytics with 2 differences:



Major: Customize the look & feel. Brand your reports, and emphasize KPI's

Minor: Pulls in your other data sources! (Bing, FB, anything you can put into a spreadsheet or database)

2. Introductions

About WebMechanix



Top 3 Reasons Why We Teach

1. **Teaching = Learning**

The best way to learn something is to teach it. We already taught our own folks. But we want to keep learning -- so we'll keep teaching.

2. **We love Google products**

We're Google Premier Partners. We've been doing SEO since...forever. We know all about AdWords, etc. We love Google!

3. **We love data**

Data tells the best stories in marketing. Data is what ROI is made of and ROI is the bottom line behind everything we do.



Webinar Poll

How do you currently report?



So why green grass again?

Answer: That's where the “money” is   



“Green grass” means a lot of different things

\$ vs. £ vs. ¥ vs. € vs. ₣ vs... etc.

3. Hands-On Tutorial

Components of Data Studio



1. Reports

- Use a template or start from scratch

2. Data Sources

- Lot's to choose from!
- Most common error = resolving data sources (can be embarrassing on delivery)

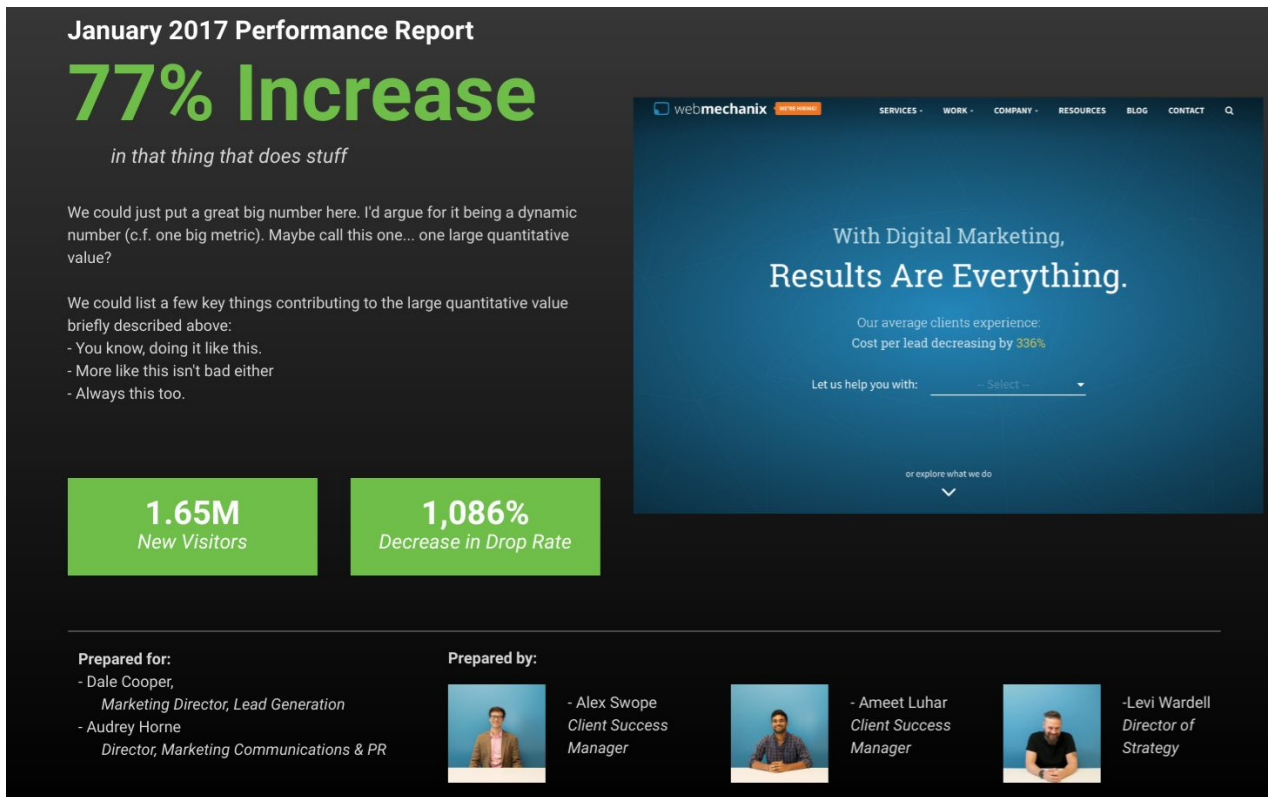
3. Permissions & Misc.

- Most complicated component
 - X has access to AdWords
 - Y has access to Analytics
 - Y but not X has access to warehouse

Check Out Google's:
Welcome to Data
Studio

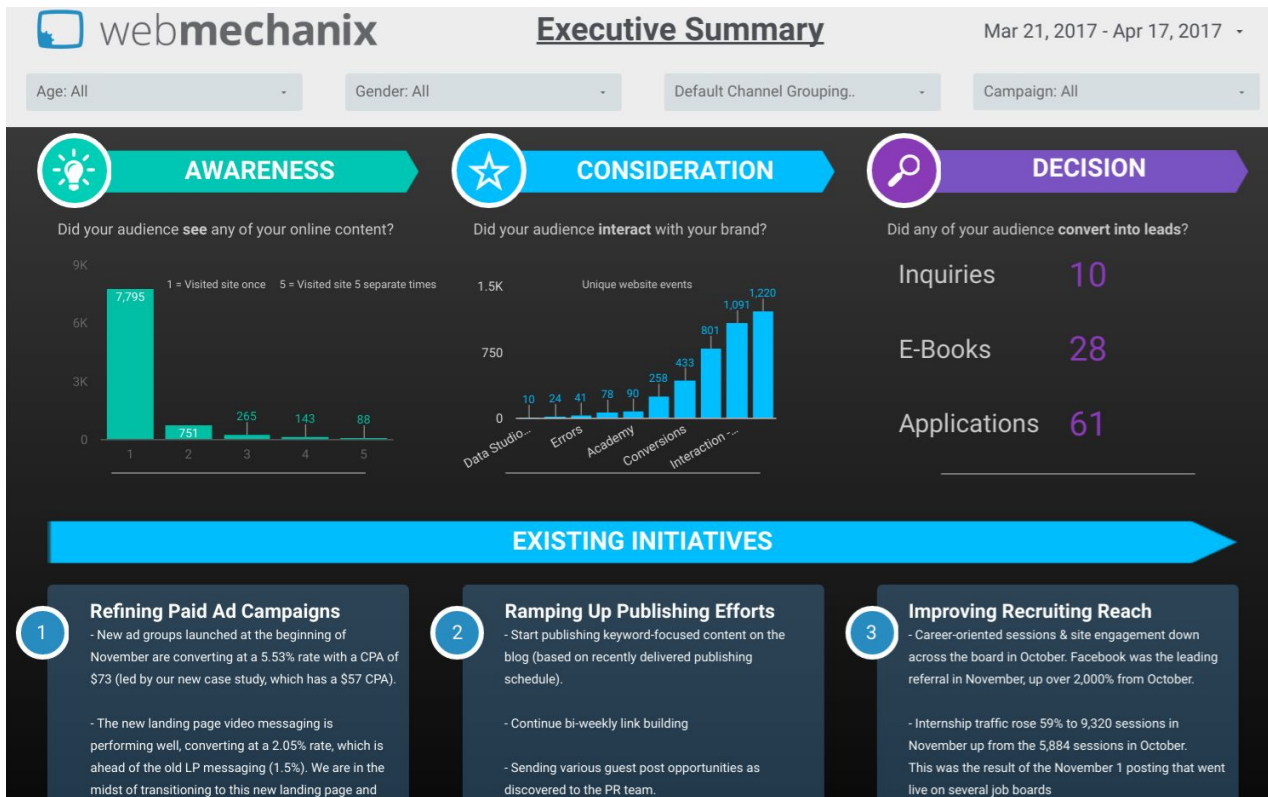
3. Hands-On Tutorial

Creating a Report



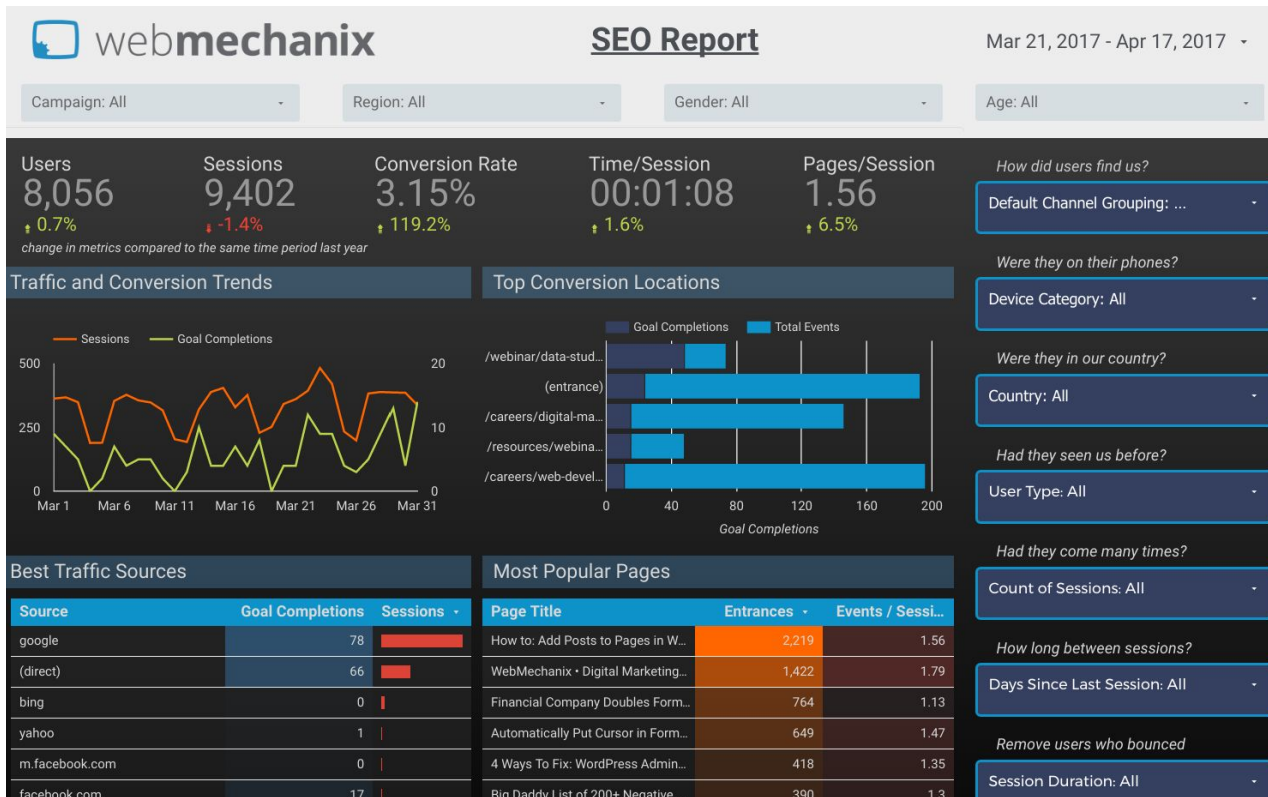
3. Hands-On Tutorial

Creating a Report



3. Hands-On Tutorial

Creating a Report



3. Hands-On Tutorial

Creating a Report

Institution



Trinity University

Industry

[Higher Education](#)

Success Story Topics

✓ [Facebook Advertising](#)

✓ [Web Tracking](#)

✓ [CRO](#)

The Benchmark

1.02%

paid ad conversion rate

221

leads in previous period

Quoted

"I have been incredibly impressed with both their strategic and tactical execution of marketing initiatives. Webmechanix taps into the unique needs of our business to drive

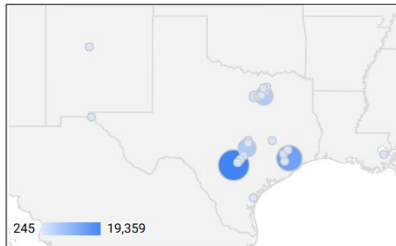
Introduction

A private university wanted to increase prospective student interest in a few key geographies.

Trinity University wanted to increase awareness among prospective students, schedule more on-campus visits, and collect more online applications for the year.

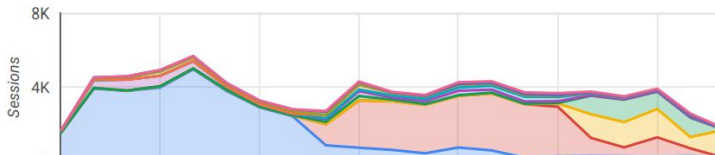
The institution had identified several key geographies for prospective students. Realizing the opportunity, they sought an advertising agency that could help them refine their previous strategy and achieve their institution's goals.

They approached our team and together we began to adapt their previous marketing strategy to match the needs of users in each different geography.



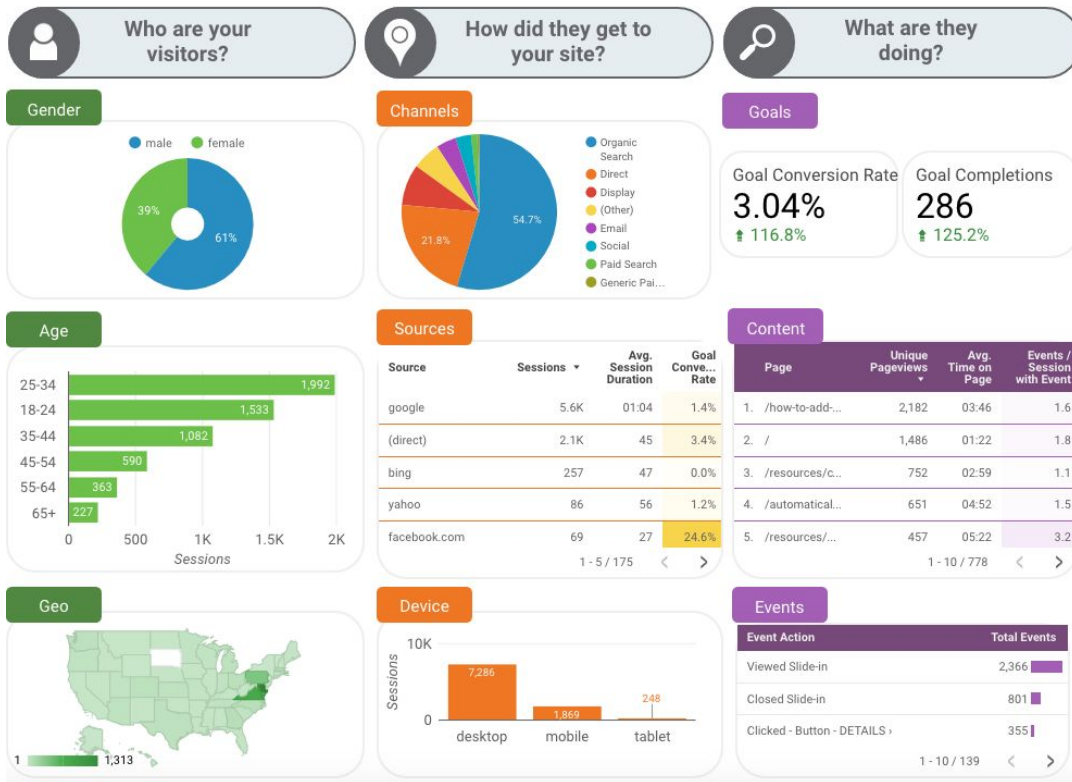
The Challenge

Stagnating lead sources and increasing costs limited the school from expanding their efforts in key areas.



3. Hands-On Tutorial

Creating a Report



3. Hands-On Tutorial



Creating a Report



Blank



Acme Marketing
Google Analytics



Ecommerce PPC
Google Analytics + Adwords



AdWords Overview
Google Adwords



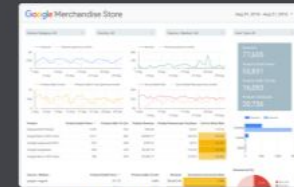
YouTube Channel
YouTube Analytics



World Population Data
Google Sheets



Olympics TV Ad Performance
Google Sheets



Google Merchandise Store
Google Analytics



3. Hands-On Tutorial

Creating a Report



Untitled Report

File Edit View Insert Page Arrange Resource Help

11 13 15

+ Add a page

1 2 3 4 5 6 7 8 9 10 12 14

1	Time Series	9	Area Chart
2	Bar Chart	10	Text Box
3	Pie Chart	11	Images
4	Flat Tables	12	Rectangle Shape
5	Geo Maps	13	Circle/Oval Shape
6	Scorecard (Callout)	14	Date Range
7	Scatter Chart	15	Filter Controls
8	Bullet Chart		

Layout and Theme

LAYOUT THEME

View Mode

Header visibility

☒ Visible ☐ Auto hide

Navigation position

☐ Left ☒ Top

Display mode

☐ Fit to width ☒ Actual size

☒ Has margin

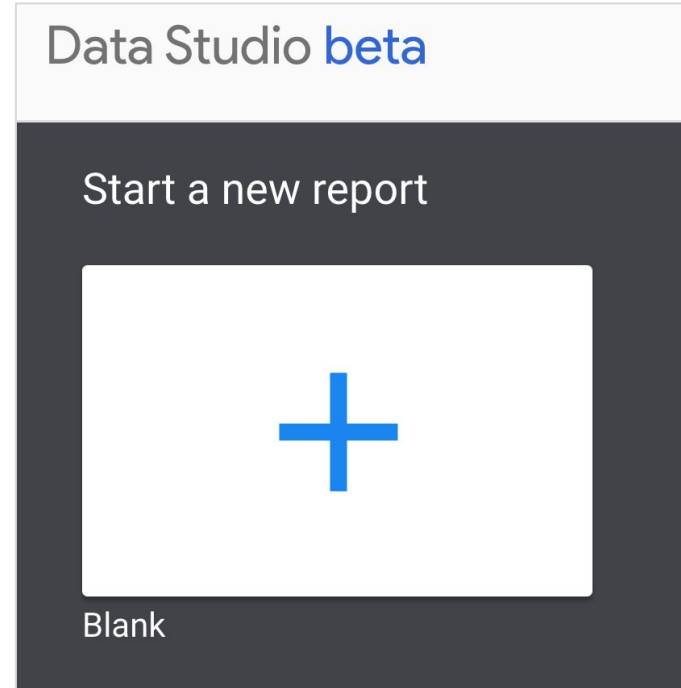
Canvas Size

3. Hands-On Tutorial

Creating a Report

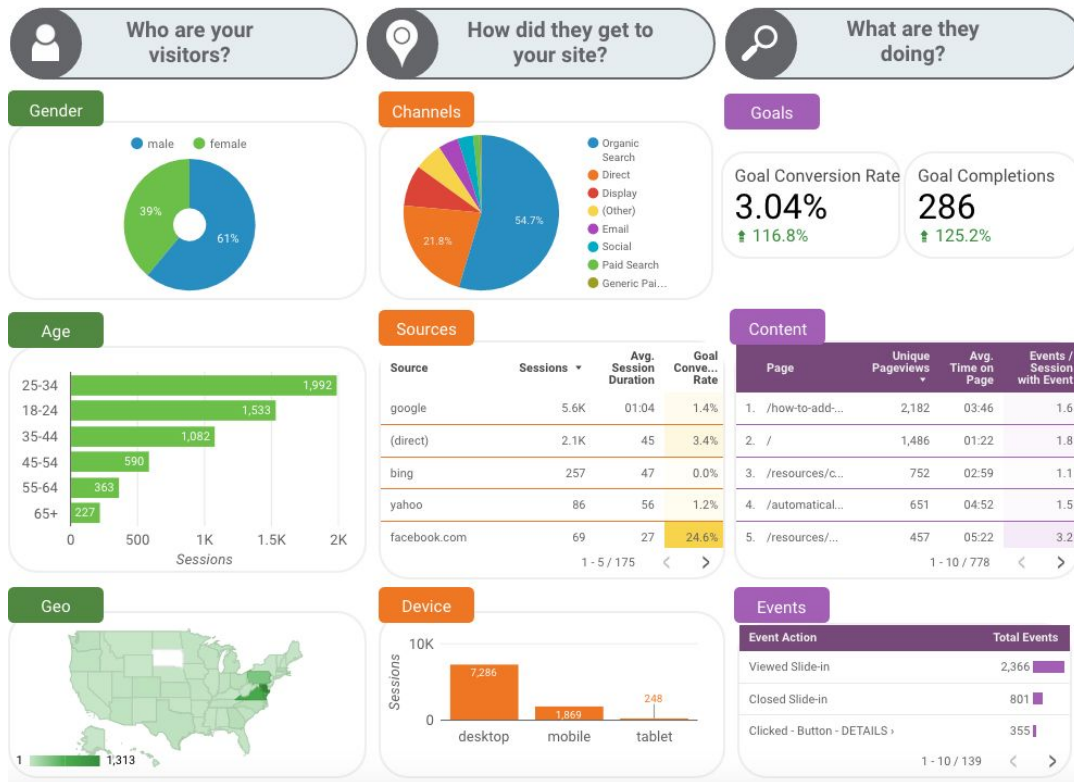


Let's Get Started!



3. Hands-On Tutorial

Creating a Report





Webinar Poll

Which networks do you advertise on?

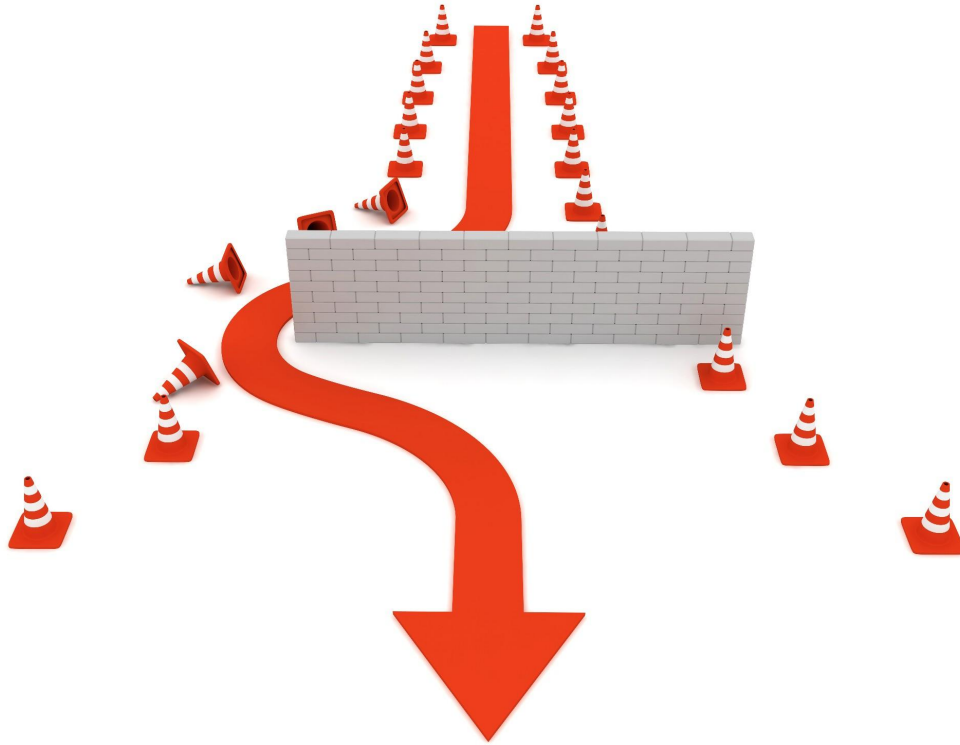
Questions?

And we have a few bonus tips...

4. Q & A



Tip #1 Consider workarounds



4. Q & A



Tip #2 Remember your audience





This is a map of Hyrule

From *The Legend of Zelda*



There's all kinds of green grass in Hyrule...





There's all kinds of green grass in Hyrule...



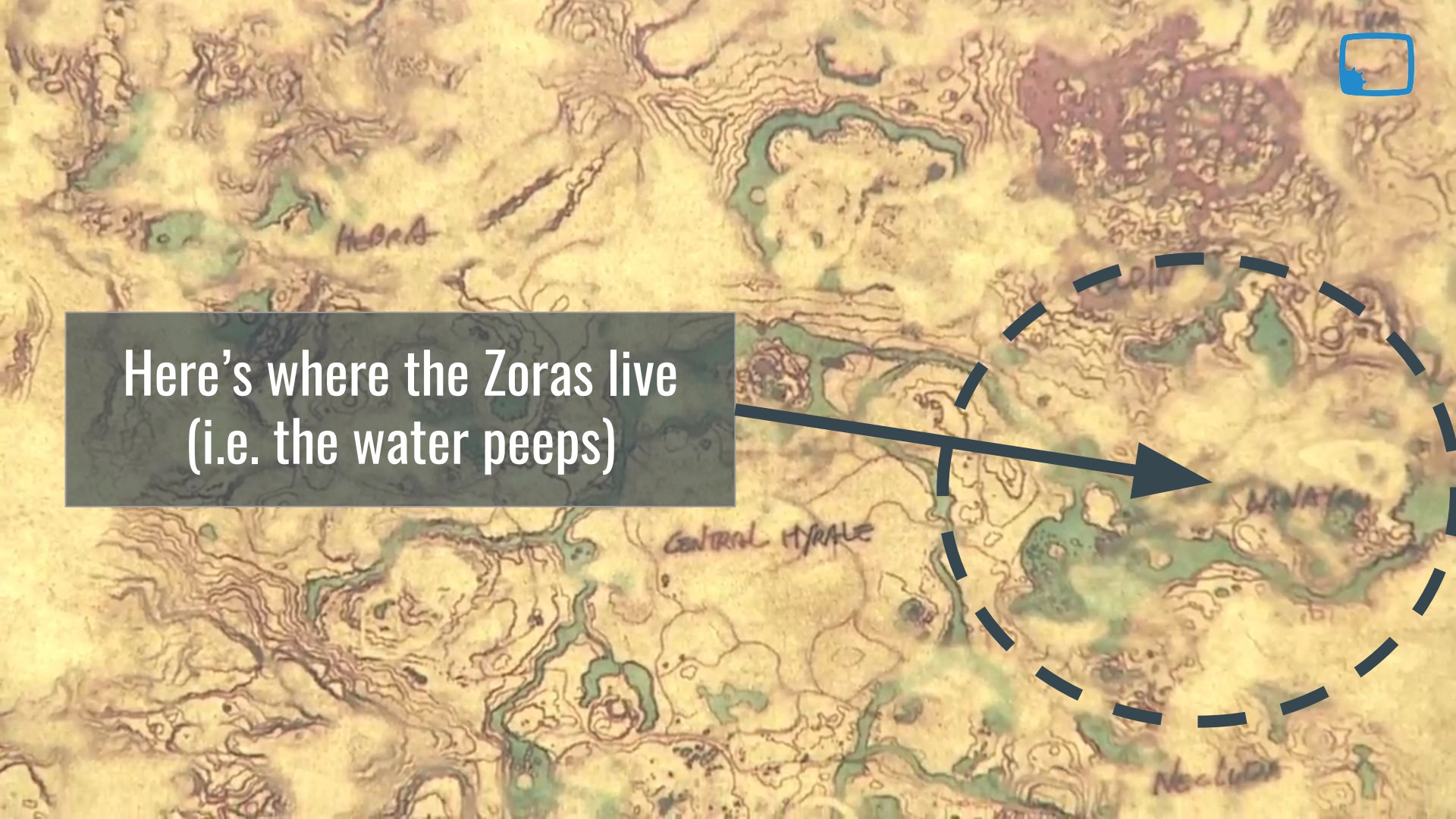


There's all kinds of green grass in Hyrule...





It just depends on who's looking for it...



A hand-drawn map of Hyrule from The Legend of Zelda: Breath of the Wild. The map features various geographical features like mountains, rivers, and lakes, drawn in a sketchy, artistic style. A semi-transparent dark grey text box is overlaid on the left side. A dashed blue circle is drawn on the right side, and a solid blue arrow points from the text box towards the center of this circle, which encompasses a body of water. Several locations are labeled in red ink: 'HEBRA' in the upper left, 'CENTRAL HYRULE' in the lower center, and 'NECLIA' in the lower right. A small blue square icon is located in the top right corner.

Here's where the Zoras live
(i.e. the water peeps)

Zoras (AKA Water Peeps)


Likes (AKA "Green Grass")

- Water
- Feats of grace
- Their own peeps

Dislikes (AKA "Non-Green Grass")

- Calamity Ganon
- Electricity
- Outsiders





Here's where the Gorons live
(i.e. the mountain peeps)

Gorons (AKA Mountain Peeps)

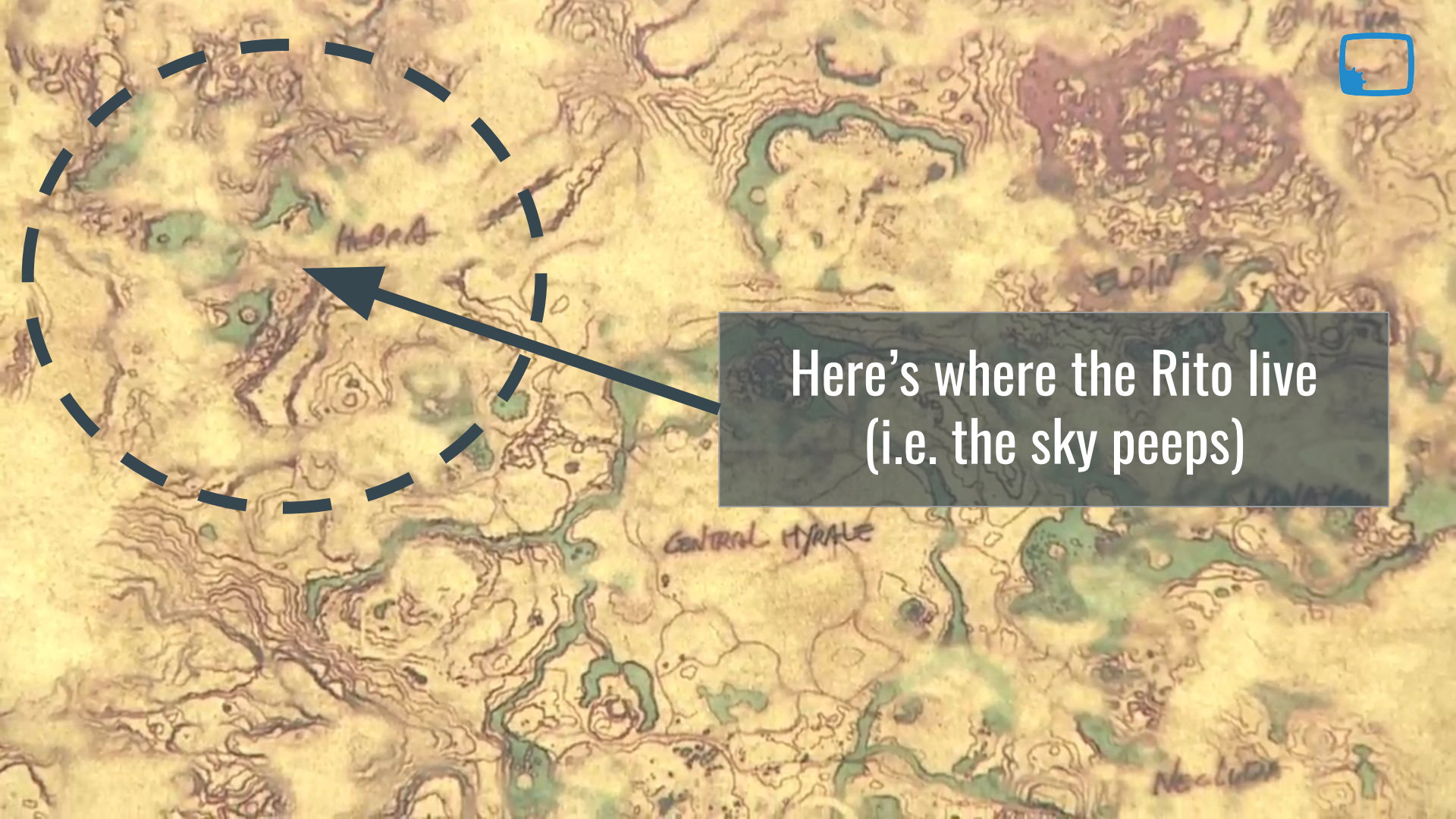
Likes (AKA "Green Grass")

- Fire
- Feats of strength
- Their own peeps

Dislikes (AKA "Non-Green Grass")

- Calamity Ganon
- Cold
- Outsiders



A hand-drawn map of Hyrule from The Legend of Zelda: Breath of the Wild. The map is yellowed and aged, with brown contour lines indicating elevation. A dashed black circle is drawn on the left side, and a solid black arrow points from a text box to a mountainous region within this circle. The region is labeled 'HEBRA' in red. Other labels on the map include 'CENTRAL HYRULE' and 'NECLIA' in red. The text box is dark grey with white text.

Here's where the Rito live
(i.e. the sky peeps)

Ritos (AKA Sky Peeps)

Likes (AKA "Green Grass")

- Flying
- Feats of logic
- Their own peeps

Dislikes (AKA "Non-Green Grass")

- Calamity Ganon
- Mysteries
- Outsiders





Here's where the Gerudo live
(i.e. the desert peeps)



Gerudo (AKA Desert Peeps)

Likes (AKA "Green Grass")

- Fighting
- Feats of discipline
- Their own peeps

Dislikes (AKA "Non-Green Grass")

- Calamity Ganon
- Men
- Outsiders



A hand-drawn map of Hyrule from The Legend of Zelda: Breath of the Wild. The map is drawn on aged parchment with brown ink for terrain features like mountains and rivers. Green patches represent forests. A dark grey rectangular text box is positioned in the upper center. A solid black arrow points from the bottom of this box down to a dashed black circle that encloses the 'Central HYRULE' region. Other regions labeled on the map include 'Hebra' to the west, 'Flood' to the northeast, 'MNA' to the east, and 'Necluda' to the southeast. A small blue icon is in the top right corner.

Here's where the Hyrulians live
(i.e. the human peeps)

CENTRAL HYRULE

Hyrulians (AKA Human Peeps)

Likes (AKA "Green Grass")

- Ruling
- Feats of government
- Their own peeps

Dislikes (AKA "Non-Green Grass")

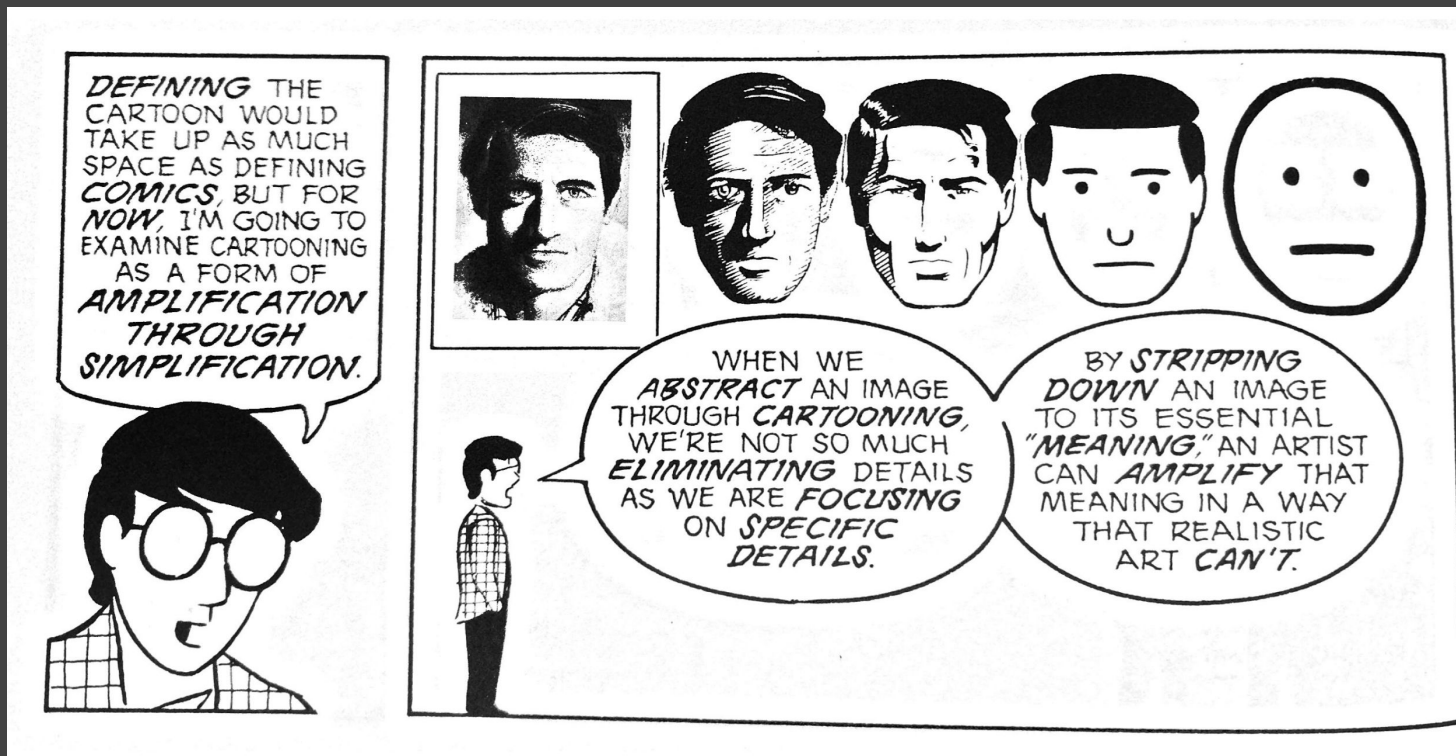
- Calamity Ganon
- Rain season
- Ghosts




4. Q & A



Tip #3 Think in the abstract






Here's the land of
business administration

Here's the land of
business development



A topographic map of a region with labels 'HEBRA', 'CENTRAL MYRALE', and 'NECLIA'. A dashed circle highlights a central area, and an arrow points from a text box to this area.

Here's the land of
service delivery

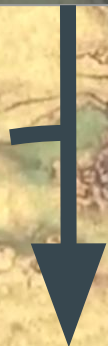


Here's the land of
account management





Here's the land of
the executives



CENTRAL MYRALL

What do you notice?

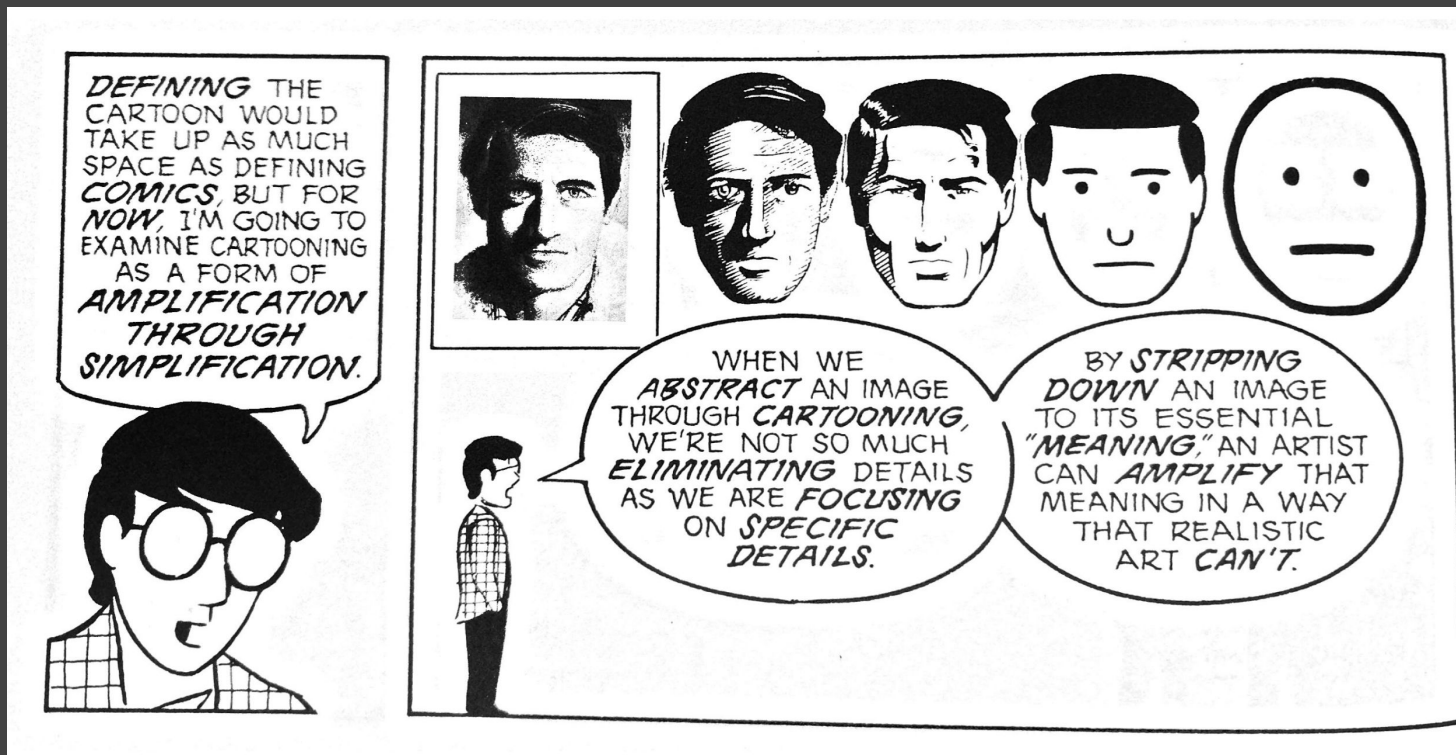
- Overlap near borders
- Unoccupied areas
- Communication takes longer between zones
- Different people
- Different functions



4. Q & A



Tip #3 Think in the abstract



5. Concluding Material

Takeaways

3 Key Takeaways

- ✓ Consolidate your data sources
- ✓ Clean your data sources
- ✓ Get creative with your reporting



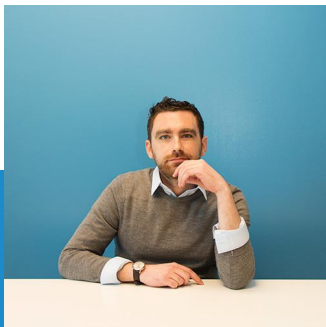
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Meet the Leadership Team

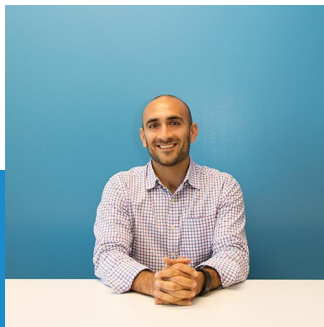
leaders are great because of who they lead



CEO & Co-Founder

Chris Mechanic

Chris is usually pitching a deal, coaching someone, or walking the floor asking people what they're going to do next to move the needle even more for their clients.



CIO & Co-Founder

Arsham Mirshah

Arsham is the glue that unites the marketing, development, and administrative teams, keeping WebMechanix running efficiently and ready for growth.



Chief Technology Officer

Dave Brong

Dave is a solution-oriented technical guru and with two decades of experience, has witnessed the evolution of the web technology landscape.

Thank you!

We hope you enjoyed our workshop!

You'll be receiving an email with our giveaway!

Have Questions? Contact Us [Here!](#)