How Cognism use Google Looker Studio

[00:00:00] As companies strive to be more data-driven, it's more important than ever to be able to understand trends, tell data stories, and troubleshoot any problems within campaigns as quickly as possible. And when you're able to visualize the data, you are able to uncover more valuable insights, which gives your business a bit more of a competitive edge.

At Cognism, we currently do this using Google Looker Studio, where we have a suite of dynamic reports that help with the marketing team to understand what's going on in their campaigns in a concise and easy to understand format, helping teams to determine the success of their effort and whether what they're doing is pushing the company in the right direction.

Google Looker studio, lets us create tailored and personalized data visualization reports and dashboards where we can combine multiple data sources from different platforms. And so this means we're able to keep track of all our critical marketing metrics in one place. So say for example, our KPI was getting traffic onto our site.

We could visualize impressions, CTR, and engagement across all marketing platforms at the same time, and how this has changed over time. [00:01:00] By being able to see if specific metrics are trending up or down, our teams can make faster decisions and achieve better results too. Best of all about Google Looker Studio, it's completely free and so is a great place for a company that is looking to start improving on their data visualization.