

WOMEN IN
MARKETING
BULGARIA

Maximising Marketing Insights with Looker Studio

A hands-on approach to reporting on SEO, PPC, and social media data—without requiring a big budget.



Chloe Christine

Founder and Data & Analytics Specialist – CC
Digital

22nd November, 2024

Google Product Suite for Marketing (Mini-Conference)

What Is Looker Studio?

Introduction – Maximising Marketing Insights with Looker Studio

What is Looker Studio?

“Looker Studio is Google’s free tool for creating interactive, visually engaging data reports.”

Why Looker Studio?

Introduction – Maximising Marketing Insights with Looker Studio

Why Looker Studio?

“It turns complex, raw marketing data into clear, actionable insights, enabling better decisions.”

Introduction – Maximising Marketing Insights with Looker Studio

Ideal for Any Budget

“Looker Studio provides professional-grade reporting without high costs, ideal for businesses of any size.”

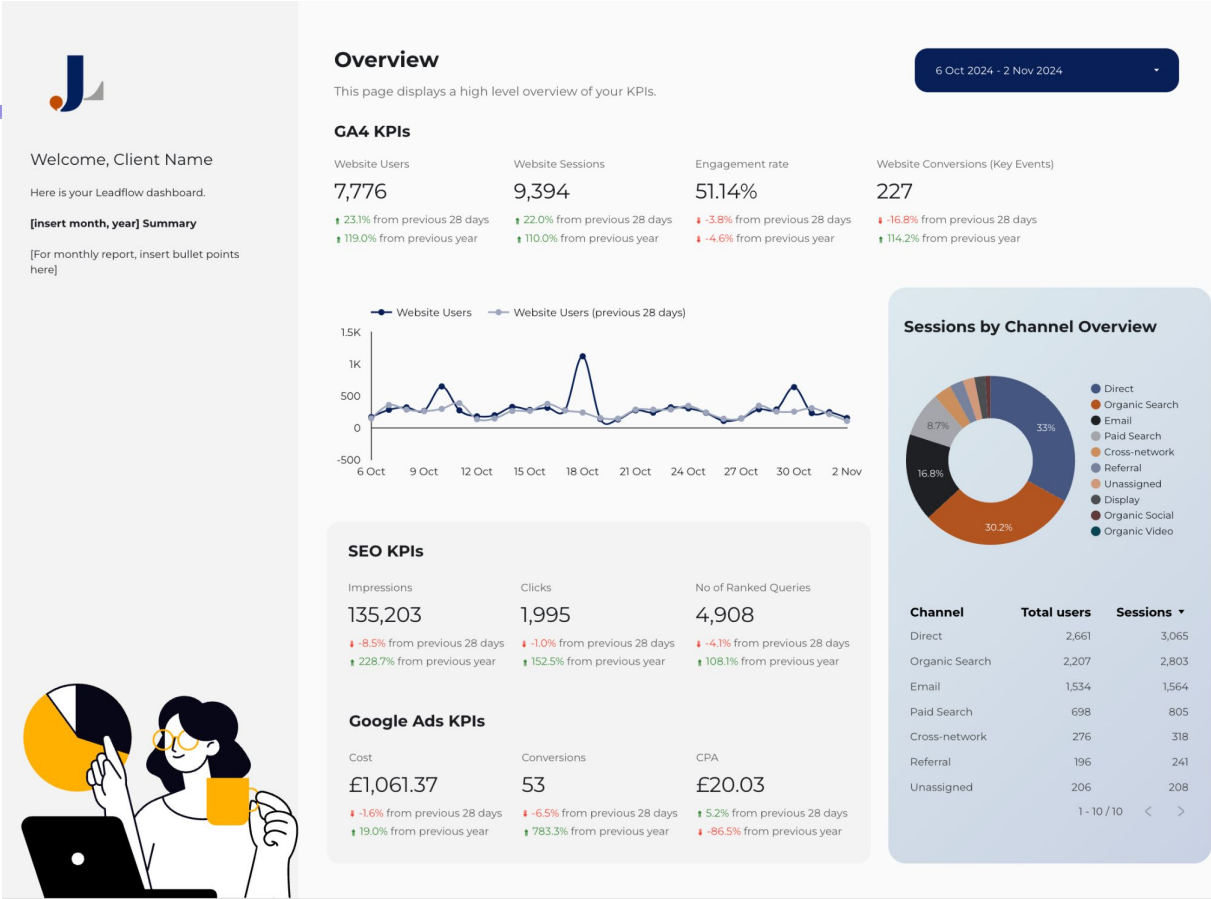
What Can You Build With Looker Studio?

What You Can Build with Looker Studio

- **Dashboards for Internal Teams**
- **Presentation-Style Reports for External Stakeholders**

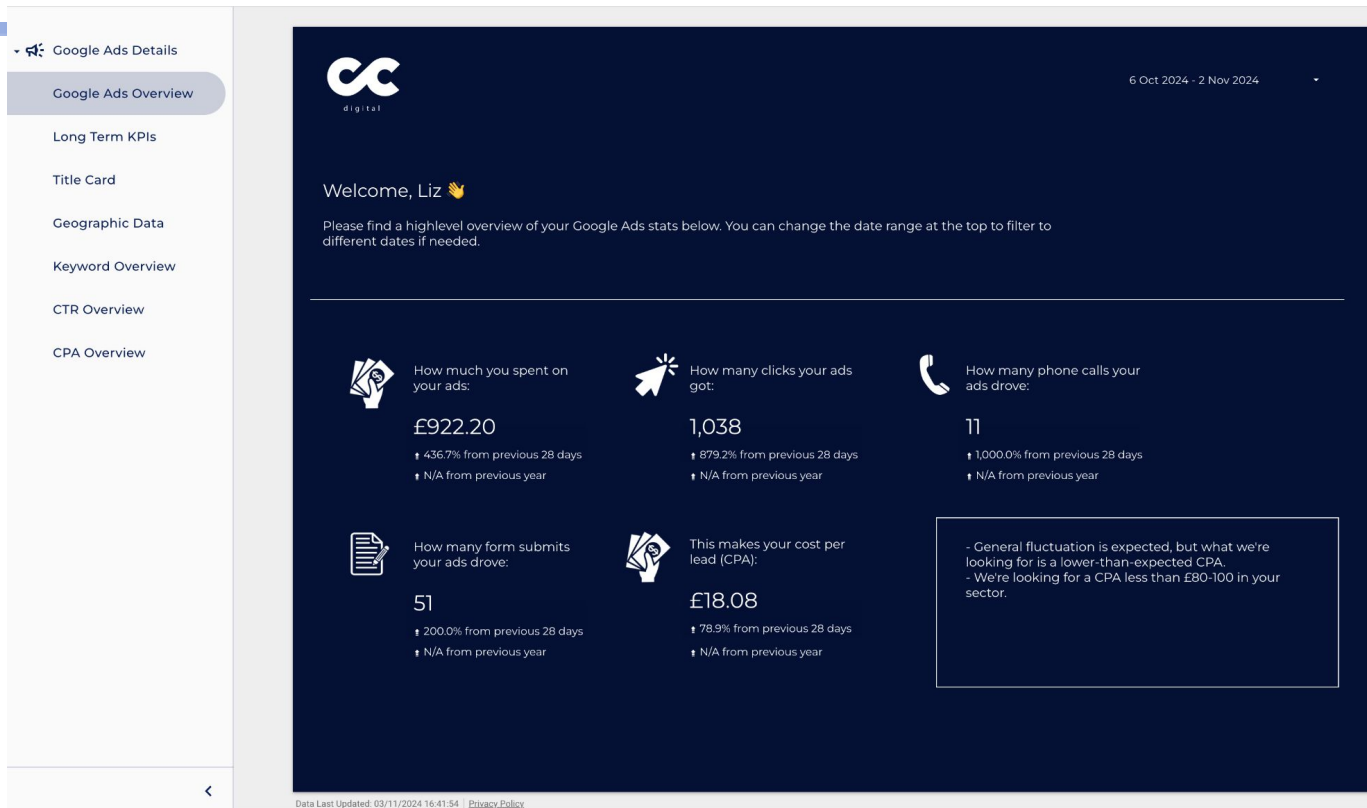
What You Can Build with Looker Studio

Dashboard Example



What You Can Build with Looker Studio

Presentation Example





This page offers a long-term overview of your campaign's main KPIs.

Month ▾	Impressions	Clicks	CTR	Cost	Avg. CPC	Phone calls	Total Conversions	Cost / conv.
Nov 2024	1,140	274	24.04%	£45.42	£0.17	2	12	£3.79
Oct 2024	8,730	835	9.56%	£998.1	£1.2	10	42	£23.76
Sept 2024	553	35	6.33%	£50.52	£1.44	0	14	£3.61
Jul 2024	25,798	574	2.22%	£983.91	£1.71	7	40	£24.6
Apr 2024	11,161	351	3.14%	£633.26	£1.8	5	23	£27.53
Mar 2024	40,269	995	2.47%	£1,733.83	£1.74	24	53	£32.71
Feb 2024	57,389	1,102	1.92%	£1,719.14	£1.56	10	39	£44.08
Jan 2024	10,411	259	2.49%	£706.49	£2.73	4	11	£64.23



Google Ads Details

Google Ads Overview

Long Term KPIs

Title Card

Geographic Data

Keyword Overview

CTR Overview

CPA Overview



6 Oct 2024 - 2 Nov 2024

The following pages of this report provide an in-depth look at the geographic, keyword, and campaign statistics for your campaigns.

These sections aim to give you a comprehensive overview, allowing you to explore the details at your convenience. You may choose to focus on this information if it proves useful to you.





6 Oct 2024 - 2 Nov 2024

This section of your report provides geographic details from your ad campaign.

We are particularly interested in identifying areas where the ads perform well and areas where they do not. We will be in touch to recommend discontinuing targeting in underperforming areas. Please be on the lookout for emails from us regarding this.



Where were your ads shown:



Town/City	Times Ads Were Shown	Ad Clicks	Cost	Conversions
London	1,332	58	£177.07	11
Birmingham	184	11	£82.94	1
Manchester	146	10	£16.98	4
Leeds	78	1	£0.8	0
Glasgow	73	3	£14.85	0
Sheffield	64	4	£30.14	1
Liverpool	49	3	£4.19	0
Leicester	46	3	£6.54	1
Belfast	42	2	£4.79	0
Bristol	41	1	£0.89	0
1 - 100 / 740				





6 Oct 2024 - 2 Nov 2024

This section offers an overview of your keywords.

Google Ads keywords are specific words or phrases that advertisers select to trigger their ads when users search for those terms on Google. These keywords are crucial because they help determine when and where an ad appears in search results.

Search keyword	Times Ads Were Shown	Ad Clicks ▾	Click Through Rate	Cost	Conversions	CPA
trademark registration lawyer	2,294	616	26.85%	£132.06	20	£6.6
trade mark registration	2,981	159	5.33%	£315.36	5	£63.07
register a trademark	1,814	105	5.79%	£126.23	12	£10.52
trademark lawyer	869	103	11.85%	£127.29	9	£14.14
trademark registration	529	26	4.91%	£71.9	1	£71.9
ip valuation	39	8	20.51%	£13.77	0	£0
ip lawyers	164	5	3.05%	£17.71	3	£5.9
trademark infringement lawyer	89	5	5.62%	£36.31	0	£0
patent infringement services	28	3	10.71%	£11.98	1	£11.98
trademark infringement advice	83	3	3.61%	£44.07	0	£0
intellectual property solicitors	9	2	22.22%	£18.64	0	£0

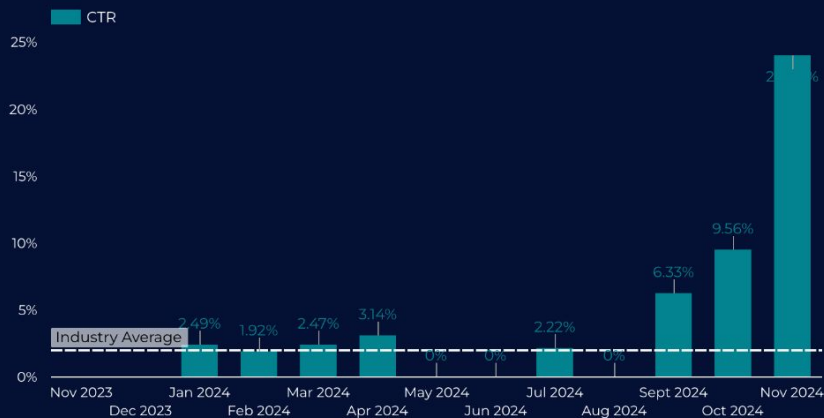
1 - 21 / 21 < >



6 Oct 2024 - 2 Nov 2024

This is your ads CTR.

CTR stands for Click Through Rate and measures the % of time your ads are clicked on when shown. Higher CTRs are generally associated with better ads. Industry average is around 4% so anything above this is classed as good.



Using Connectors in Looker Studio

Using Connectors in Looker Studio

Free Connectors vs Paid Connectors

Using Connectors in Looker Studio

DIY Option: APIs

Build custom connections through APIs to pull in data directly from platforms like Twitter or LinkedIn.

What You Can Build with Looker Studio

Speed Up Data With ‘Extract Data’

The “Extract Data” source preloads data for faster reporting.

What You Can Build with Looker Studio

← SELECT CONNECTOR



Extract Data

By Google

Data extract creates a snapshot of your data. This can make your reports load faster and be more responsive when applying filters and date ranges than when working with a live connection to your data.

[LEARN MORE](#)

[REPORT AN ISSUE](#)

Select a data source

Dimensions

+ Add dimension

Metrics

+ Add metric

Date range

+ Add dimension

Filters

+ ADD A FILTER

Available Fields

🔍 Type to search

Included dimensions and metrics ⓘ

No fields selected.

One or more tables is missing its data source.

SAVE AND EXTRACT

WOMEN IN
MARKETING
B U L G A R I A

Reporting on SEO Data

Reporting on SEO Data

Key SEO Metrics to Track

Organic Traffic, Top Keywords, Impressions, CTR, Conversions

Keyword Rankings

Largest Movers - Last 28 Days vs Previous Period

Note, only queries with more than 100 impressions are included here.

	Query	Avg Position Last 28 Days	Avg Position Previous 28 Days	Difference ▲	Impressio ns Last 28 Days	Impression s Previous 28 Days	Difference
1.	tulum ruins mexico	46.82	82.15	-35.33	131	117	14
2.	baalbek	23.79	58.72	-34.92	850	232	618
3.	tulum ruins	45.16	74.53	-29.37	437	409	28
4.	rent a car mauritius	39.52	67.74	-28.22	199	211	-12
5.	rent a car in mauritius	41.54	68.74	-27.2	135	143	-8
6.	hire a car in mauritius	32.18	57.38	-25.21	107	112	-5
7.	mauritius car rental	47.45	69.09	-21.64	342	304	38
8.	car rental mauritius	44.75	65.81	-21.06	1,125	1,097	28
9.	car hire in mauritius	64	84.47	-20.47	258	220	38

Reporting on SEO Data

Tools & Connectors

Use Google Search Console for keyword data and site performance. Google Analytics 4 (GA4) for deeper insights into user behaviour.

Reporting on SEO Data

Unlock More Keywords

Looker Studio pulls in over 1,000 queries from Google Search Console, far exceeding the default limit in GSC.

Reporting on SEO Data

Track Keyword Performance Over Time

Use Looker Studio to create heatmaps for tracking keyword trends and seasonality.

Reporting on SEO Data

Query	Date (Year Month) / Impressions / Avg Pos					
	Oct 2024		Sept 2024		Aug 2024	
	Impressions	Avg Pos	Impressions	Avg Pos	Impressions	Avg Pos
budva beach	379	10.94	584	9.75	1,205	11.38
budva beaches	296	7.26	548	7.92	1,241	8.56
sarajevo mostar	1,132	7.39	736	8.67	993	8.89
car rental mauritius	1,288	51.57	923	69.63	628	73.55
sunset barbados	715	9.98	401	10.68	542	9.92
best beaches in budva	94	5.65	263	7.86	648	8.35
turtle release puerto escondido	438	6.22	316	16.6	395	11.88
mostar	293	3.79	340	3.89	327	3.53
baby turtle	93	50.09	196	19.05	433	22.24
baalbek	783	25.61	274	55.61	289	44.48
beaches in budva	263	5.51	261	5.83	424	6.75
mauritius map	543	57.01	326	66.68	279	61.09
barbados monkeys	344	3.72	300	3.83	347	4.01

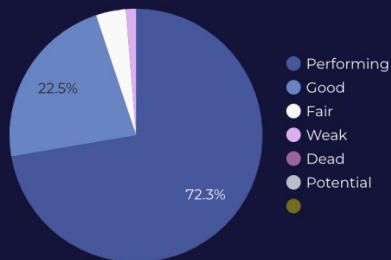
Reporting on SEO Data

Index Performance Reporting

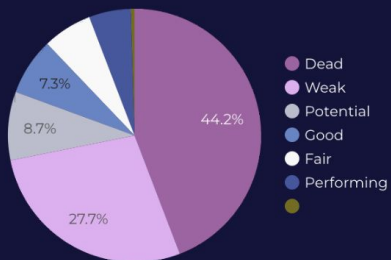
Use SQL & Regex to bucket URLs based on their organic performance

Reporting on SEO Data

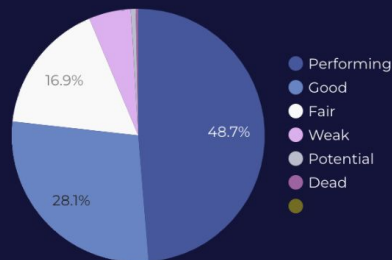
% Click Performance



% Index Coverage



% Impression Performance



URL Click Bucket	Page Count	Impression Volume	Click Volume	% Index Size	% Click Contribution	% Impression Contribution
Performing	11	380,039	10,810	5.34%	72.33%	48.69%
Good	15	219,046	3,368	7.28%	22.53%	28.07%
Fair	13	132,021	574	6.31%	3.84%	16.92%
Weak	57	41,930	194	27.67%	1.3%	5.37%
Potential	18	4,958	0	8.74%	0%	0.64%
Dead	91	2,375	0	44.17%	0%	0.3%

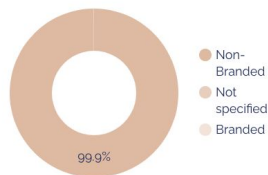
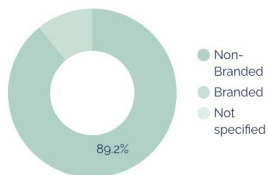
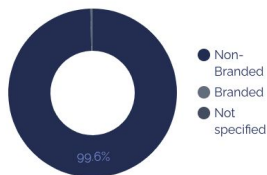
Reporting on SEO Data

Branded vs Non-branded

Use SQL and Regex to break down branded vs non-branded performance

Reporting on SEO Data

Branded vs Non-branded



Branded vs Non-branded Impressions

This metric represents the total number of times your website was shown organically on Google.

Branded vs Non-branded Clicks

This metric represents the total number of times your website was clicked on organically in the Google Search results.

Branded vs Non-branded Query Count

This metric represents the total number of unique queries from your website we have seen ranking on Google.

Brand vs Non-branded	Average Position	Impressions	Clicks ▼	CTR	Query Count
Non-Branded	47.38	204,887	222	0.11%	12,264
Branded	15.47	879	27	3.07%	4
Not specified	72.05	21	0	0%	5

Reporting on SEO Data

Blend GSC & GA4 Data

For further insights and information

Reporting on SEO Data

Use Functions Like NARY_MAX

To get the most out of your data

Reporting on PPC Data

Reporting on PPC Data – MoM and YoY Trends

MoM & YoY Comparisons

RESULTS OVERVIEW

Impressions

574,102

↓ -7.7% from previous 28 days

↑ 85.2% from previous year

Clicks

10,239

↓ -9.6% from previous 28 days

↑ 73.5% from previous year

CTR

1.78%

↓ -2.1% from previous 28 days

↓ -6.3% from previous year

Conversions

1,051

↓ -10.2% from previous 28 days

↑ 153.8% from previous year

ROAS

21.85

↓ -16.3% from previous 28 days

↑ 27.0% from previous year

Total conv. value

£46,860

↓ -12.9% from previous 28 days

↑ 117.5% from previous year

Cost

£2,144

↑ 4.0% from previous 28 days

↑ 71.2% from previous year

Cost / conv.

£2.04

↑ 15.8% from previous 28 days

↓ -32.5% from previous year

Conv. rate

9.94%

↓ -0.5% from previous 28 days

↑ 43.4% from previous year

Reporting on PPC Data – Clear Monthly Performance Tables

Using Tables for Monthly Performance

“Tables offer a clear, detailed breakdown of monthly PPC metrics, making it easy for clients to interpret performance.”

Reporting on PPC Data – Clear Monthly Performance Tables

LAST 12 MONTHS PERFORMANCE


Month ▾	Impressions	Clicks	Cost	Conv	Cost / conv.	ROAS	Total conv. value
Nov 2024	40,626	700	£173.58	49	£3.55	10.50	£1,823
Oct 2024	644,635	11,490	£2,348.92	1,261	£1.86	24.88	£58,434
Sept 2024	645,869	11,696	£2,212.92	1,072	£2.06	21.53	£47,641
Aug 2024	596,051	9,103	£2,210.84	599	£3.69	10.99	£24,306
Jul 2024	624,547	10,165	£2,133.88	837	£2.55	17.04	£36,367
Jun 2024	581,307	9,442	£2,150.68	758	£2.84	14.86	£31,966
May 2024	574,384	9,335	£2,263.86	736	£3.08	14.61	£33,078
Apr 2024	587,285	9,935	£2,587.31	607	£4.26	11.36	£29,401
Mar 2024	581,519	9,978	£2,362.93	650	£3.64	13.51	£31,927
Feb 2024	558,066	9,681	£2,068.1	712	£2.9	17.75	£36,701
Jan 2024	427,563	9,677	£1,863.44	764	£2.44	21.77	£40,566
Dec 2023	389,441	8,529	£1,722.2	720	£2.39	20.64	£35,553

Reporting on PPC Data

Products in More Than 1 Campaign

Filter by product and campaign to see products in more than 1 campaign and which campaign they perform best in

Reporting on PPC Data



GOOGLE ADS
PRODUCT PERFORMANCE


Product Title

Contains

Conversion

Channel Type

14 Oct 2024 - 10 Nov 2024



The Hub(\$2)

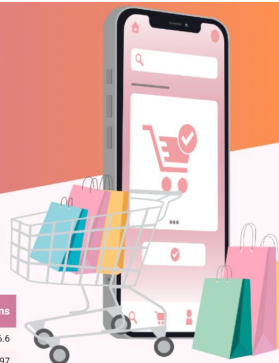
1 account selected

Click a product to filter the second table by that product. This allows you to compare the performance of that product across all campaigns.

Product Title	No of Campaigns w/Product	Spend/Cost	Conversions
1. Pink Love Ladies Sweatshirt - Love Sweatshirt - Pink Love Jumper	4	89.72	16.6
2. Peppermint Cowl Neck Hoodie - Cross Neck Hoodie - Cozy Cowl Neck Hoodie	4	40.89	4.97
3. Ladies Neon Pink Leopard Star T Shirt - Neon Pink Star T Shirt	4	36	12.26
4. Confetti Heart Navy Sweatshirt	4	20.32	7.5
5. Organic Oversized Atlantic Blue Sweatshirt with Side Splits Large - approx 14	4	20.04	2.99
6. Bonjour Sweatshirt in Black - Slogan Sweatshirt - Ladies Sweatshirt	4	18.82	5
7. Ampersand Luxe Cowl Neck Sweatshirt	4	17.94	3.2

1 - 100 / 865

Product Title	Campaign	Advertising channel type	Impressions	Clicks	CTR	Cost	Conversions	Conv. rate	ROAS
1. Sage Green Cowl Neck Hoodie with Silver Heart	General - PMax - All Products	Performance Max	36,475	441	1.21%	\$128.88	22.83	5.18%	8.95
2. Vitamin Sea Ladies Sweatshirt	General - PMax - All Products	Performance Max	30,208	345	1.14%	\$87.29	38.51	11.07%	16.62
3. Vitamin Sea Ladies Sweatshirt	Remarketing Based PMax - All Products	Performance Max	10,798	263	2.44%	\$50.7	48.55	18.46%	35.15
4. Pink Love Ladies Sweatshirt - Love Sweatshirt - Pink Love Jumper	General - PMax - All Products	Performance Max	19,555	212	1.08%	\$44.92	8.69	4.1%	9.39
5. Sage Green Cowl Neck Hoodie with Silver Heart	Remarketing Based PMax - All Products	Performance Max	11,038	141	1.28%	\$53.64	5.96	4.22%	4.7
6. Confetti Heart Grey Sweatshirt	Remarketing Based PMax - All Products	Performance Max	7,360	132	1.79%	\$33.68	28.02	21.23%	30.73
7. Peppermint Cowl Neck Hoodie - Cross Neck Hoodie - Cozy Cowl Neck Hoodie	General - PMax - All Products	Performance Max	7,246	113	1.56%	\$29.8	3.97	3.52%	7.34

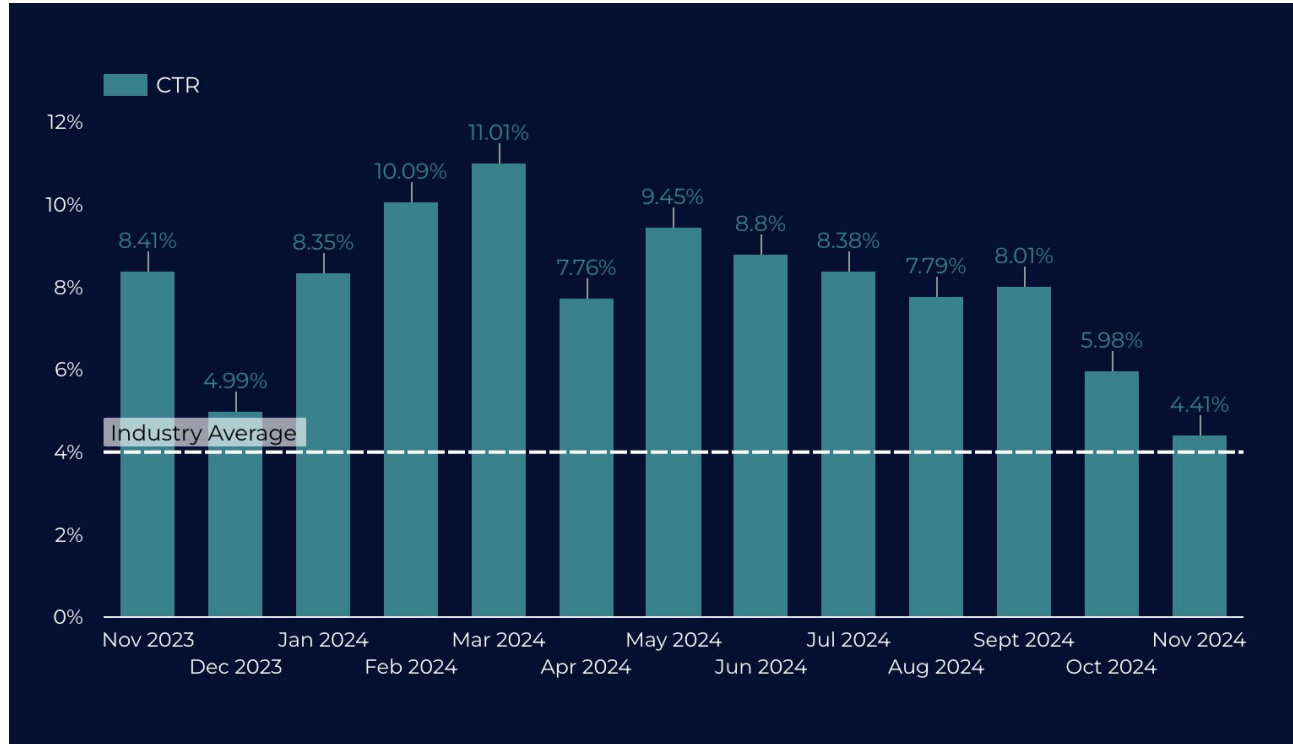


Reporting on PPC Data

Using Reference Lines

Add reference lines to compare performance to industry averages or target goals.

Reporting on PPC Data – Visualisation of Trends with Bar Charts and Reference Lines



Reporting on PPC Data

Track Campaign Performance Over Time

Use heatmaps to track performance over time

Reporting on PPC Data

Quarter / ROAS / Cost											
		Q4, 2024		Q3, 2024		Q2, 2024		Q1, 2024		Q4, 2023	
Product Type L1	ROAS	Cost	ROAS	Cost	ROAS	Cost	ROAS	Cost	ROAS	Cost	
ladies sweatshirt	14.24	£1,249.01	11.46	£2,427.6	9.1	£1,777.9	10.64	£2,472.15	12.63	£1,989.01	
null	9.44	£534.03	7.06	£2,218.76	6.91	£3,033.19	7.16	£1,381.44	6.64	£893.61	
ladies cowl neck	10.16	£199.8	7.23	£367.05	6.8	£271.47	6.45	£681.99	10.49	£297.54	
men's cowl neck	4.72	£36.42	7.66	£45.52	10.33	£57.41	5.85	£106.51	11.45	£137.41	
art print	4.15	£19.42	0.61	£59.52	0	£75.81	0.57	£48.45	0	£18.91	
kids t shirts	0	£0.75	1.09	£10.02	1.54	£9.72	1.76	£14.6	0	£2.1	
christmas	0	£2.12	0	£3.14	21.46	£4.53	0.56	£2	13.97	£4.71	
personalised baby gifts	-	-	0	£0	0	£12.53	0	£3.87	0	£0	

Reporting on Social Media Data

Connector Options for Social Media Data

Available Connectors for Social Media

Facebook, Instagram, LinkedIn, Twitter, TikTok.

Connector Options for Social Media Data

DIY with API (for the tech-savvy)

“Custom API integrations can be set up, but require technical know-how.”

Reporting on Social Media Data – Key Metrics & Examples

Metrics to Track for Paid and Organic Social Reporting

Impressions, reach, CTR, engagement, ROAS, cost, conversions etc

Reporting on Social Media Data – Key Metrics & Examples

Use SQL and Regex to bucket posts

Reporting on Social Media Data – Key Metrics & Examples

Unset

CASE

WHEN REGEXP_CONTAINS(Post, '(?i)employmentlaw|employment law|harrassment') THEN "Employment Law"

WHEN REGEXP_CONTAINS(Post, '(?i)award|awards') THEN "Awards"

WHEN REGEXP_CONTAINS(Post, '(?i)business lunch|event|held an|Coronation|coronation|easter|eidmubarak|StGeorge|WomensDay|employeeapreciationday|Regency Run') THEN "Events & Holiday Posts"

WHEN REGEXP_CONTAINS(Post, '(?i)hiring|have a vacancy') THEN "Careers & Recruitment"

ELSE "Other"

END

Reporting on Social Media Data – Key Metrics & Examples

Monthly Overview: Track trends like clicks, impressions, and ROAS over time to assess performance evolution.

Reporting on Social Media Data – Key Metrics & Examples

Last 12 Month Overview

Month ▾	Clicks (All)	Link Clicks	Impressions	Amount Spent	Purchases	Cost per Purchase	Purchase ROAS
Nov 2024	376	234	25,080	\$289.87	7	\$41.41	2.22
Oct 2024	7,518	4,486	406,137	\$4,640.61	196	\$23.68	5.72
Sept 2024	8,238	4,828	469,661	\$4,485.22	208	\$21.56	6.62
Aug 2024	10,592	5,621	487,615	\$4,644.03	274	\$16.95	6.79
Jul 2024	4,348	2,138	245,459	\$2,414.32	142	\$17	8.79
Jun 2024	3,024	1,495	206,885	\$2,118.34	107	\$19.8	6.91
May 2024	0	0	0	\$0	0	\$0	0
Apr 2024	0	0	0	\$0	0	\$0	0
Mar 2024	0	0	0	\$0	0	\$0	0
Feb 2024	0	0	0	\$0	0	\$0	0
Jan 2024	0	0	0	\$0	0	\$0	0
Dec 2023	0	0	0	\$0	0	\$0	0
Nov 2023	0	0	0	\$0	0	\$0	0

Reporting on Social Media Data – Key Metrics & Examples

Facebook Ads Ecommerce Overview

Purchase ROAS

5.34

↓ -26.1% from previous 28 days

No data from previous year

Purchases

168

↓ -18.0% from previous 28 days

No data from previous year

Cost per Purchase

\$24.98

↑ 22.0% from previous 28 days

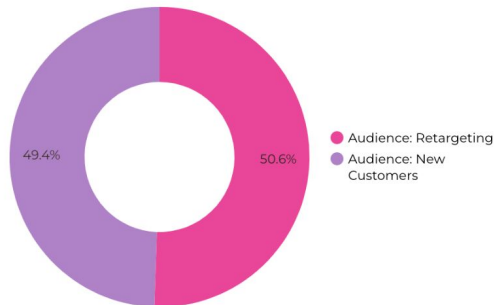
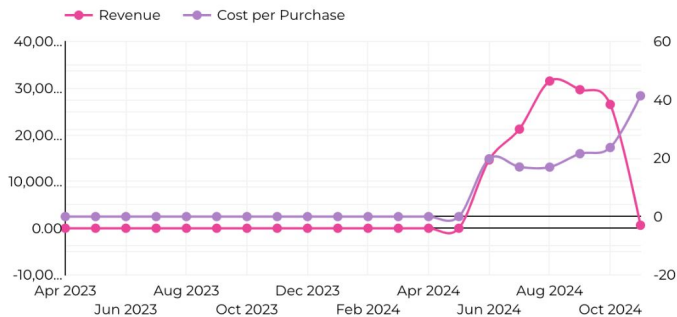
No data from previous year

Revenue

\$22,425.50

↓ -26.1% from previous 28 days

No data from previous year



Reporting on Social Media Data – Key Metrics & Examples

Campaign Name Filters

Filter based on your naming conventions.

Wrapping Up

Wrapping Up – Beyond Marketing Data

Expanding Looker Studio's Use Cases

Business accounts, finance reporting, customer insights

Wrapping Up – Beyond Marketing Data

Next Steps

Experiment with different connectors and data sources.

Wrapping Up – Beyond Marketing Data

Next Steps

Set up your first dashboard and iterate as you go.

Wrapping Up – Beyond Marketing Data

Next Steps

Explore advanced features like data blending and custom fields when you're ready.

WOMEN IN
MARKETING
BULGARIA

Thank you for joining!
Feel free to reach out
with any questions



← Scan for my LinkedIn!



Chloe Christine

Founder and Data & Analytics Specialist – CC
Digital