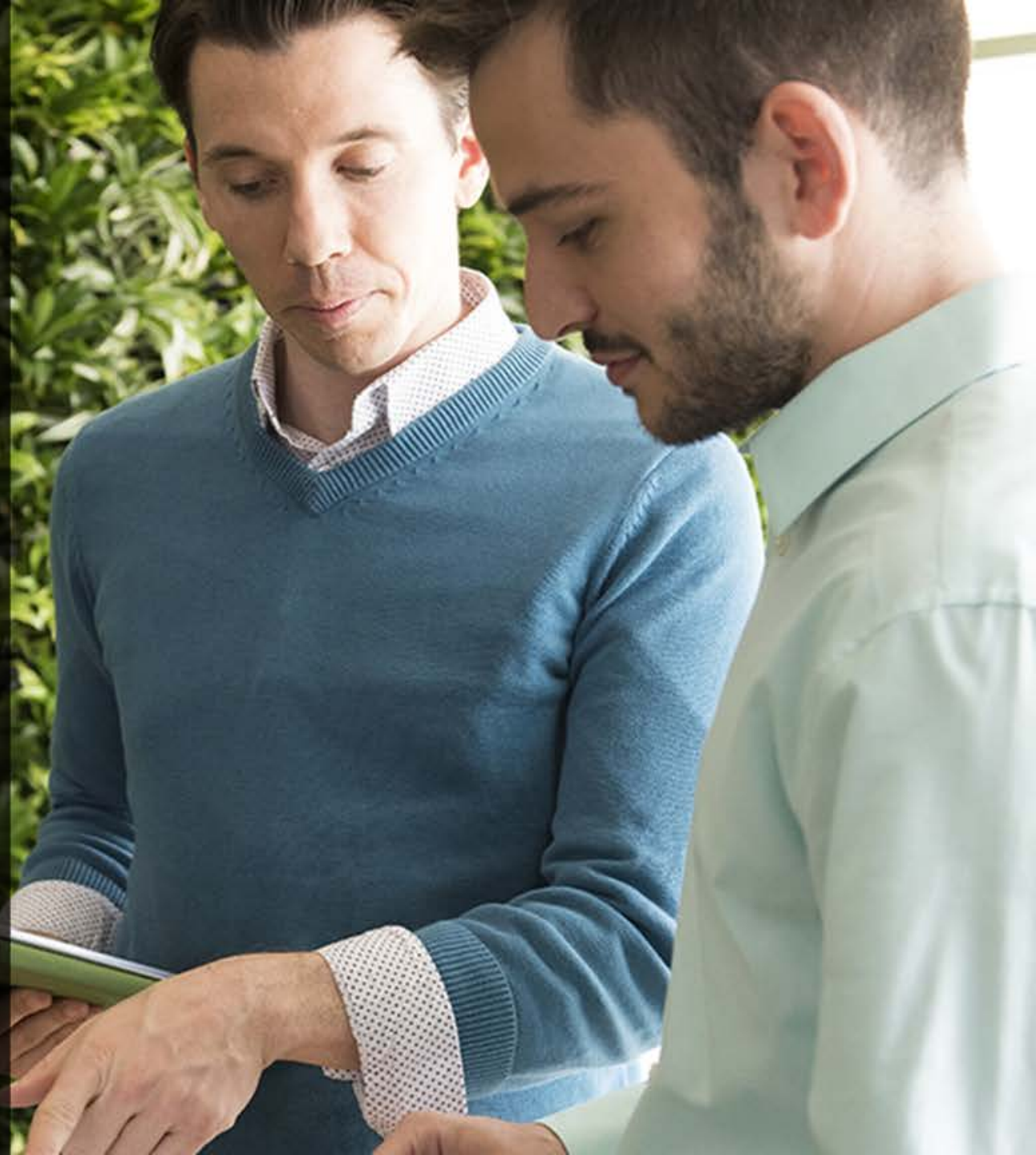


Introducing Google Data Studio

Cloud BI for Digital Marketing



of marketers say
say they don't believe their
data sources are well-
integrated

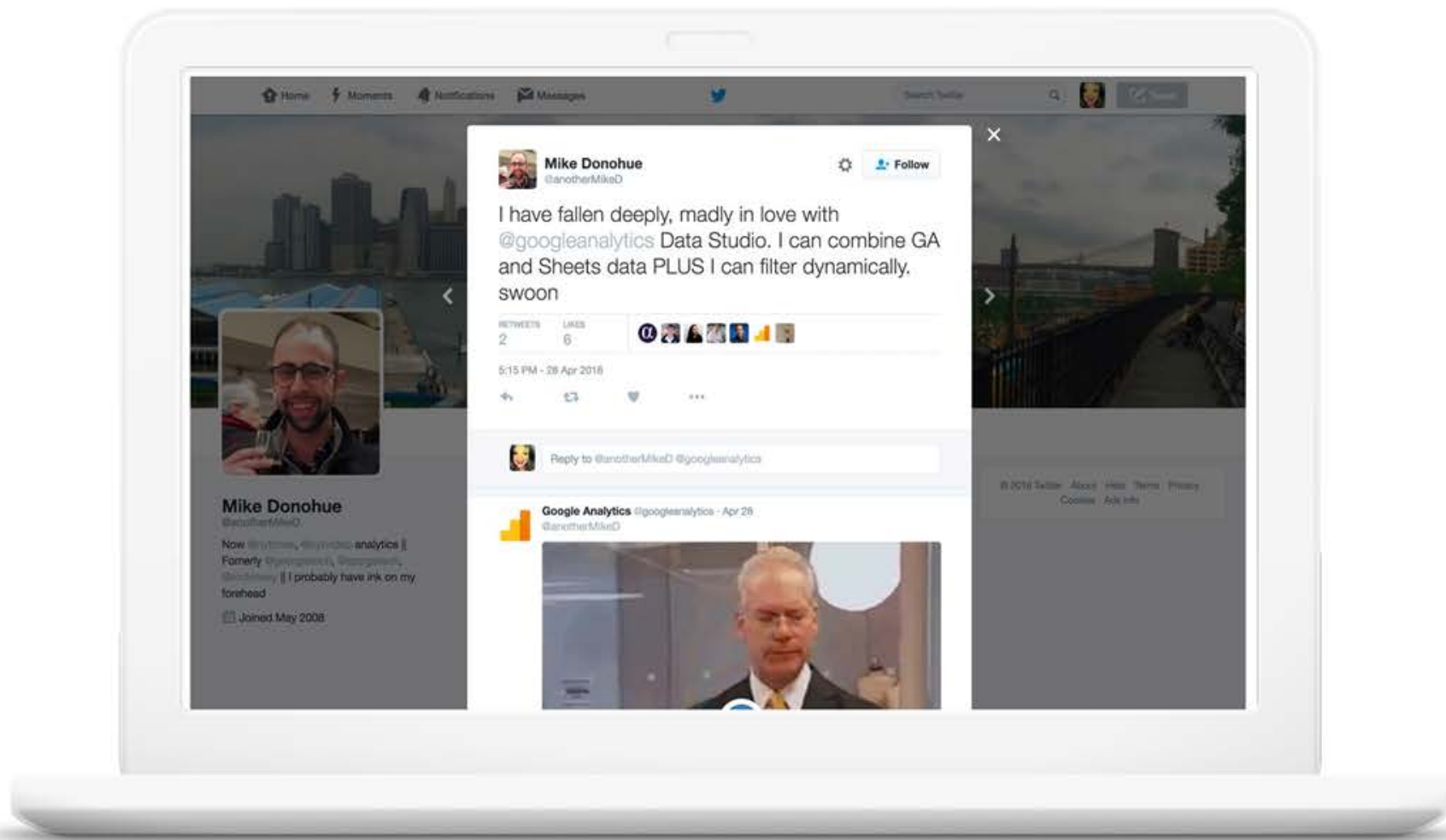


We set out to answer one question...

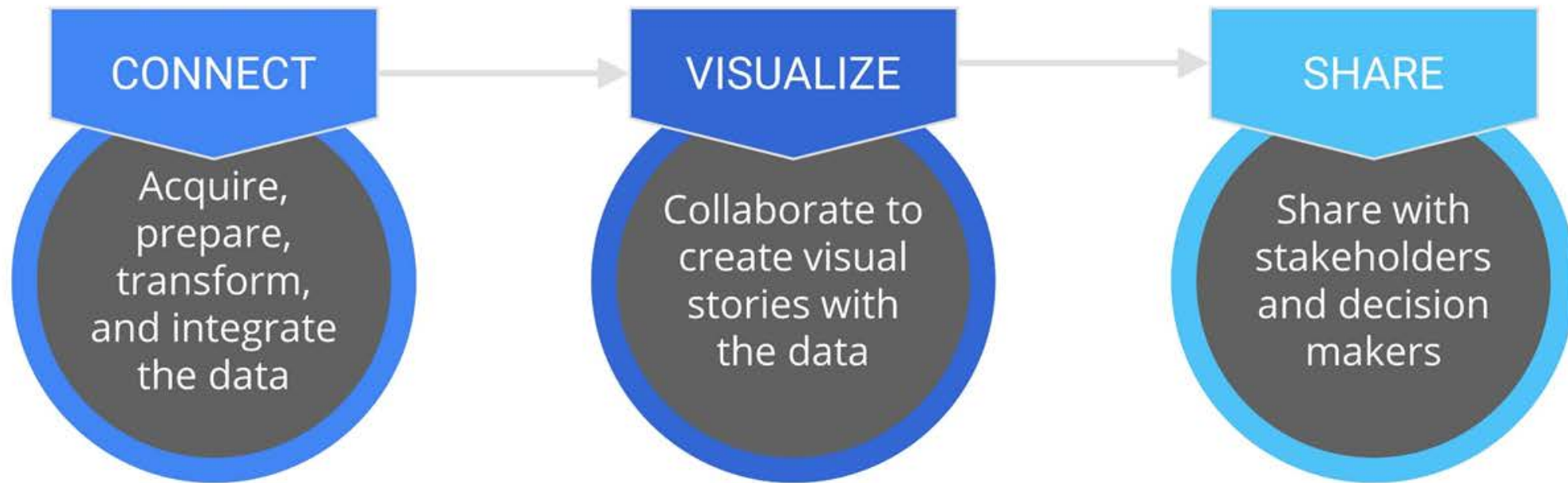
We set out to answer one question...

“How can we make
marketing data more
accessible and useful?”

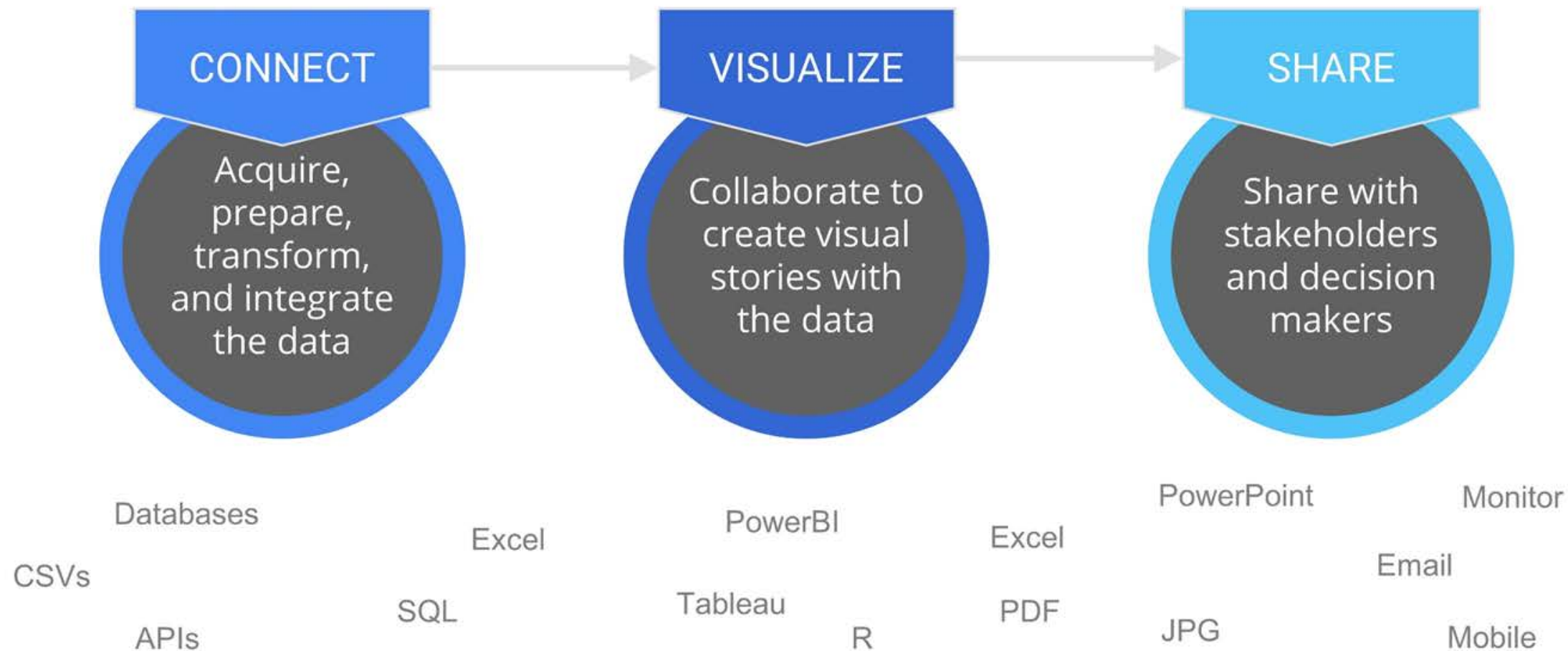
And to build a product people love...



Common analysis and reporting workflow



And there are usually many tools involved



Challenges with the current process

Data lives in purpose-built tools



Silo'd views, requires "experts" to access

Lots of exporting and importing



Manual process, time consuming, static data

Spreadsheets and email

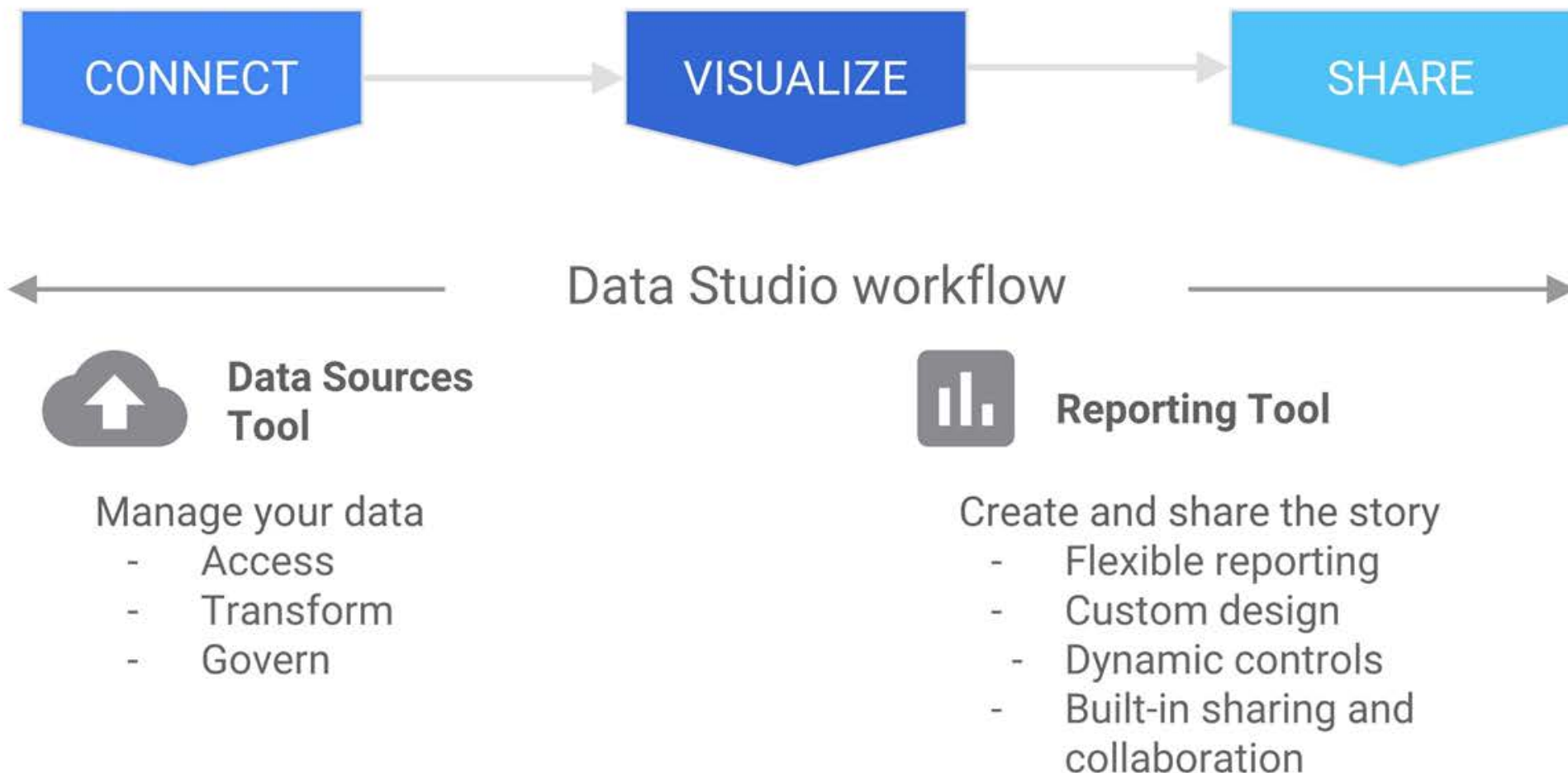


Limited collaboration, poor visualization

Data Studio

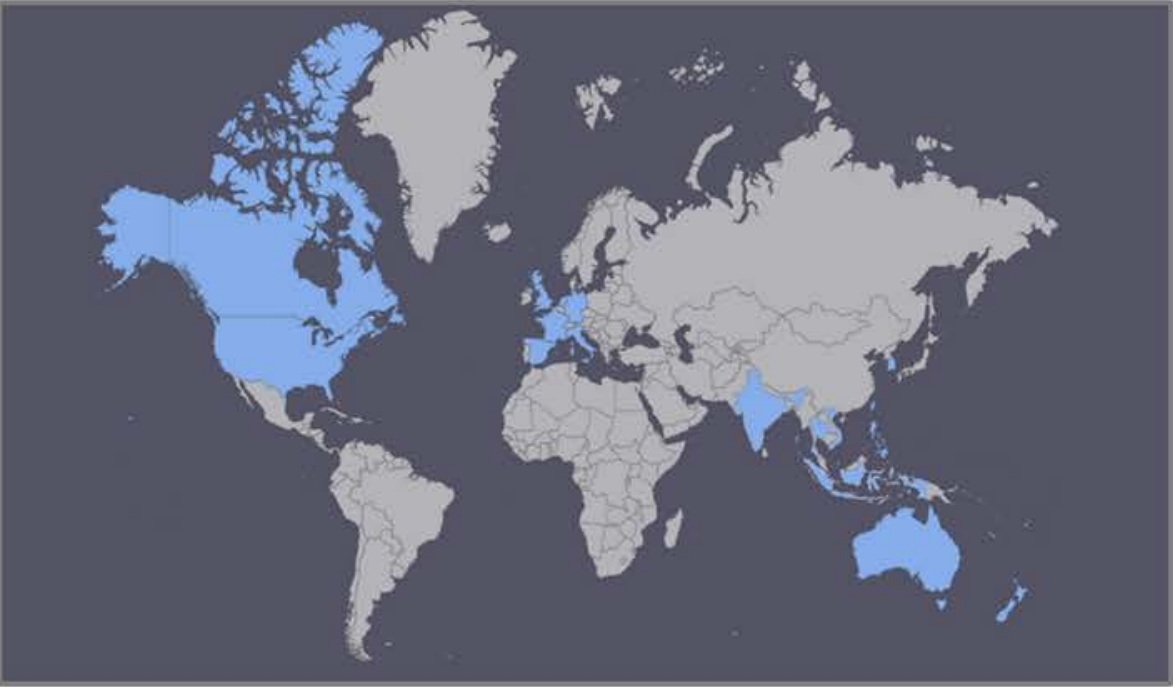
Empower everyone on your team to
make better decisions and improve
marketing performance

Data Studio solution



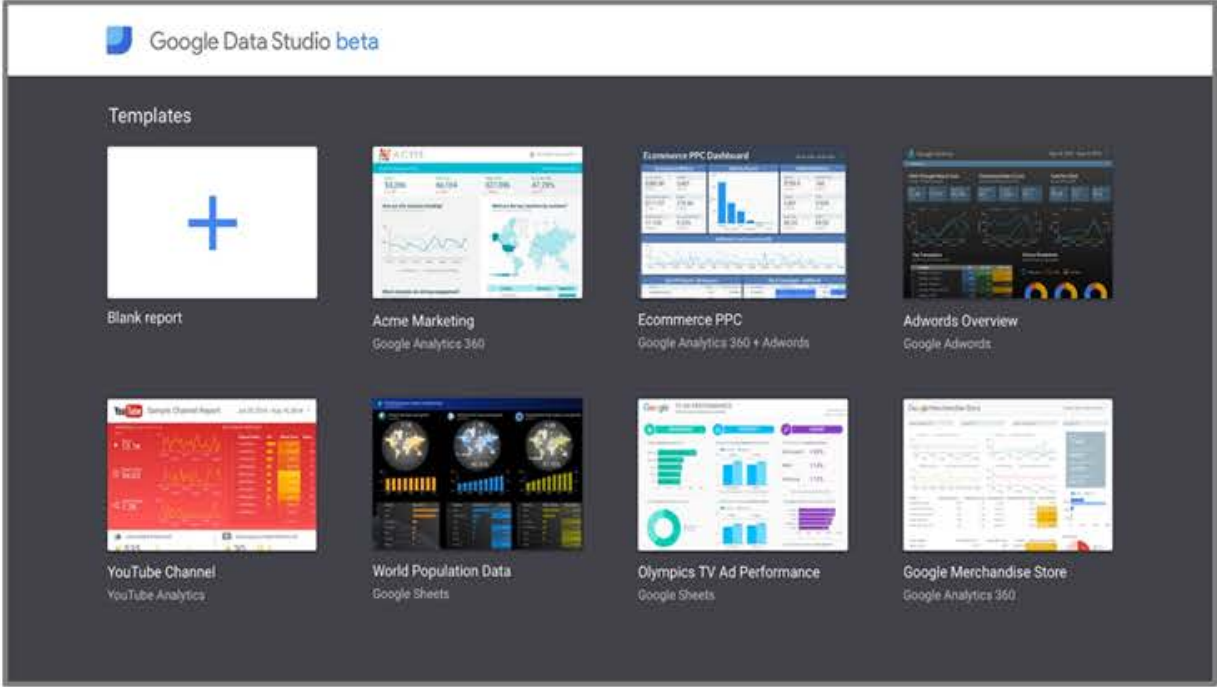
Recent updates

22 countries

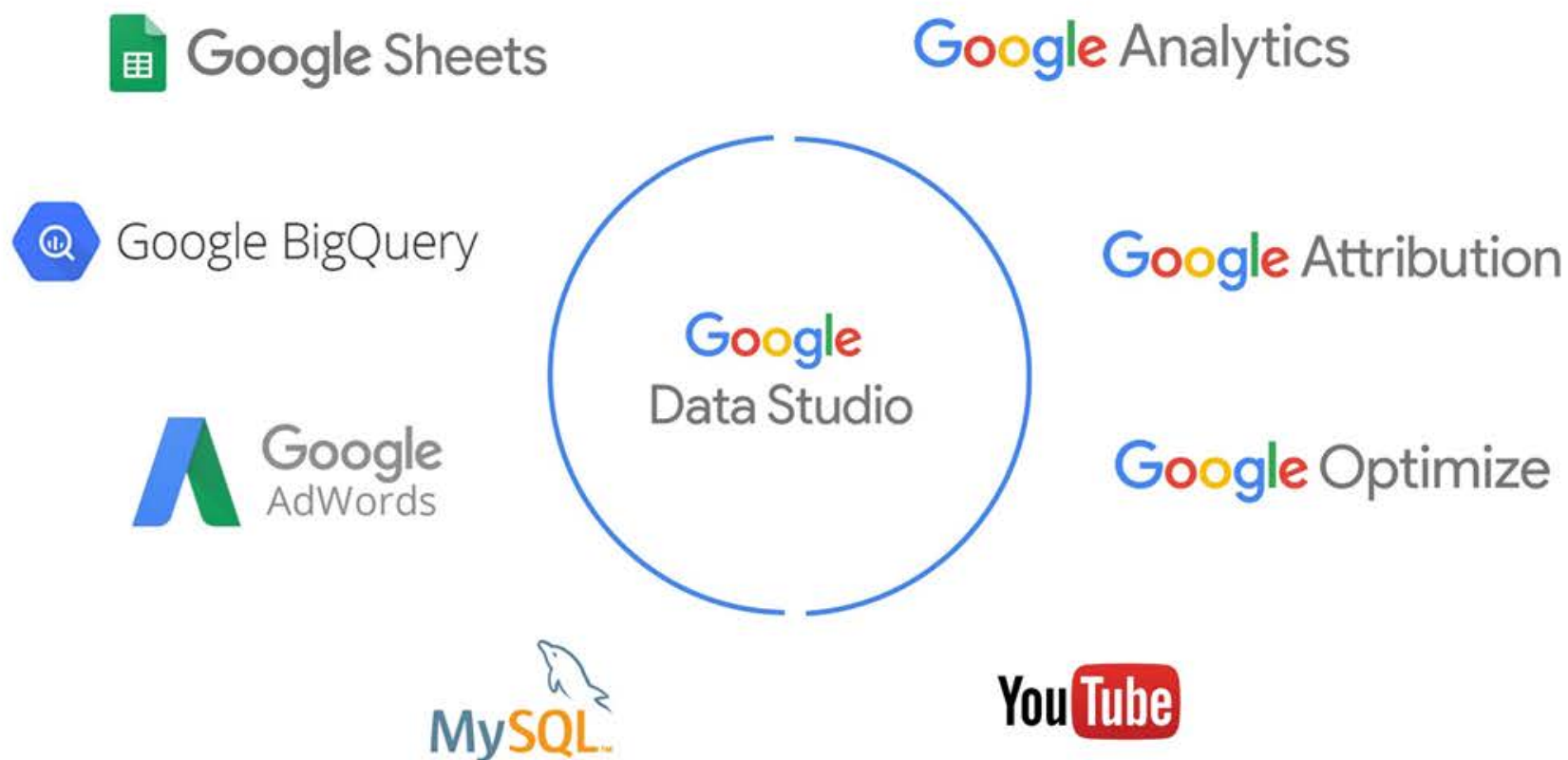


*Includes Hong Kong

Launched templates



Data Studio - cloud BI for marketing data





Users
59,137

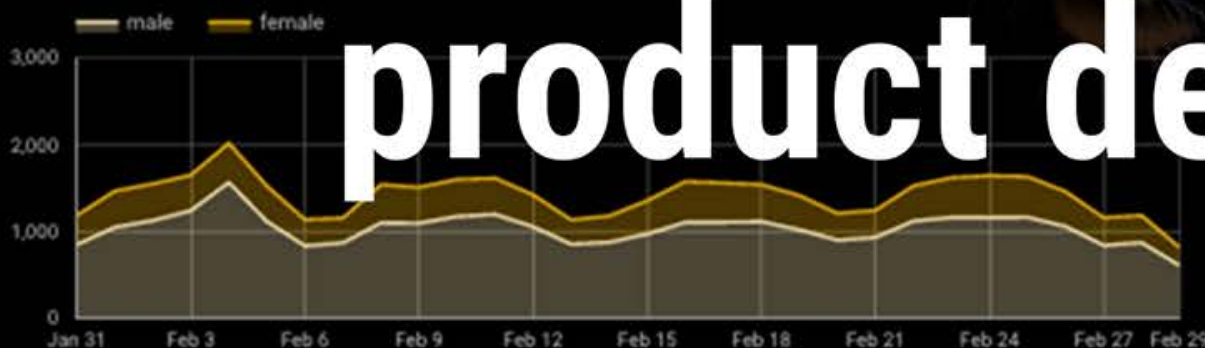
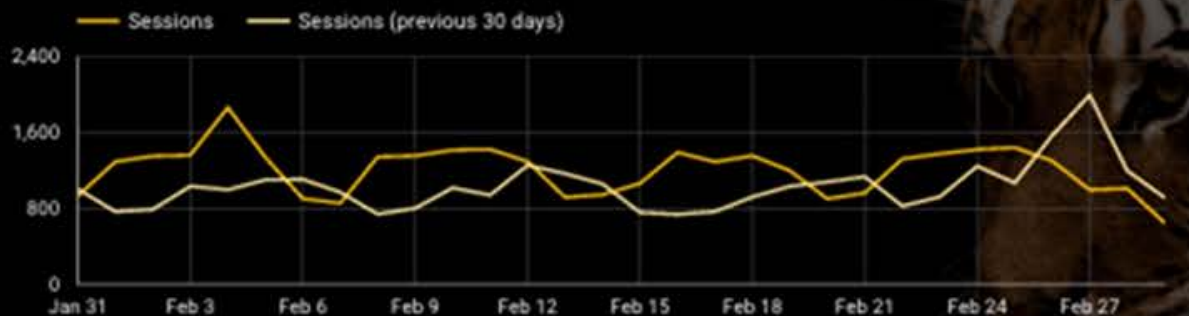
↑ 9.9%

Sessions
65,141

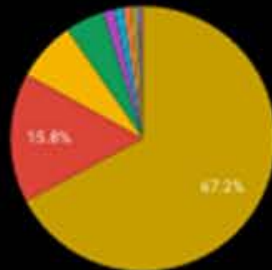
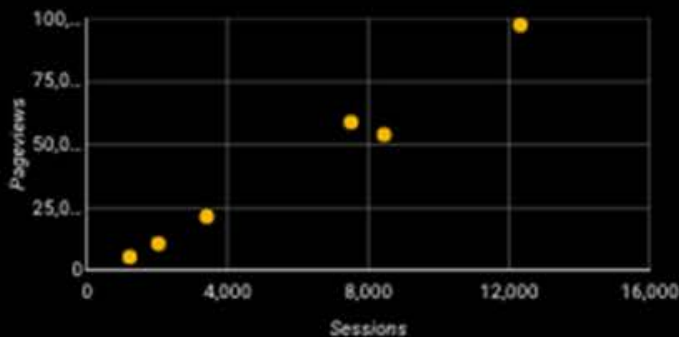
↑ 11.1%

Pageviews
405,191

↑ 6.7%



product demo



- Chrome
- Safari
- Firefox
- Internet Explorer
- Android Browser
- Edge
- Opera Mini
- Opera
- Safari (in-app)
- YaBrowser



Q & A



Thank You.