

Dashboard Platforms to Consider

Marketing dashboards empower you with the insights and metrics necessary to make confident and ROI-driven marketing decisions. These are some top marketing dashboard platforms and what sets them apart.

Looker Studio: Looker Studio, formerly Google Data Studio, is a free and feature-rich dashboard reporting solution. The platform offers collaborative features and integrates with various Google and third-party tools, making it a comprehensive solution for marketing analytics.

Looker Studio also offers a robust set of data modeling tools that allow users to transform and manipulate their data to suit their analysis needs. This includes the ability to create calculated fields, apply filters, and perform aggregations. The platform offers a variety of chart types and visualization options that make it easy for users to create interactive and engaging dashboards and reports.

Domo: Domo's marketing dashboard tool allows users to track and analyze marketing performance metrics from various sources in real-time. Users can create customized dashboards that provide insights into key performance indicators (KPIs) such as website traffic, lead generation, campaign effectiveness and return on investment (ROI).

Domo's marketing dashboard tool offers a range of features including data visualization, drag-and-drop dashboard creation, and the ability to connect to multiple data sources. Users can create interactive dashboards that allow for easy exploration of data and the ability to drill down into specific metrics. Domo also provides collaboration tools that allow teams to share and collaborate on dashboards, as well as features for scheduling automated reports.

Datorama: Datorama automates data integration and transformation, making it easier for marketers to access and analyze their data. The platform also offers advanced analytics capabilities, such as predictive modeling and AI-powered insights.

Datorama's dashboarding and reporting tools enable users to create customizable dashboards and reports that provide a holistic view of their marketing performance. This allows marketers to track key metrics, such as ROI, campaign performance, and customer engagement, in real-time.

Zoho Analytics: Zoho Analytics offers a wide range of features that make it easy for users to analyze and visualize their data, including drag-and-drop tools for creating dashboards, a variety of chart types and visualization options, and the ability to connect to multiple data sources.

The platform is designed to be user-friendly, with a simple interface that makes it easy for users to create and customize their dashboards and reports. It also offers a range of pre-built templates and dashboards that users can use to get started quickly.

Zoho Analytics also offers advanced analytics capabilities, such as predictive analytics and machine learning, that allow users to uncover insights from their data. This can help businesses make data-driven decisions and optimize their operations.

DashThis: DashThis integrates with over 34 different marketing platforms, including Google Analytics, Facebook Ads and Instagram, allowing users to pull in data from these platforms into a single dashboard.

DashThis also offers a range of pre-built dashboard templates that users can customize to suit their needs. These templates cover a variety of marketing channels and metrics, making it easy for users to get started with their reporting.

Another key feature of DashThis is its white-labeling capabilities, which allow users to brand their dashboards with their own logo and colors, making them look professional and consistent with their brand.

Mixpanel: Mixpanel allows for easy segmentation and visualization of data, with the ability to customize and track marketing key performance indicators (KPIs). The platform enables users to define and track custom events and properties, allowing for the creation of specific KPIs tailored to

their marketing objectives. With Mixpanel's powerful segmentation features, users can analyze and track user behavior based on various attributes such as demographics or actions, gaining deep insights into the effectiveness of their marketing campaigns.

Mixpanel also offers a range of other features, including A/B testing, analytics, API access, conversion tracking, dashboards, data import/export, data visualization, forecasting, keyword tracking, link tracking, notifications and scheduling. The platform integrates with a variety of third-party tools and services, including Zendesk, Braze, Urban Airship, Segment, Marketo, Mparticle, and many more, making it a versatile solution for businesses looking to track and analyze user behavior across multiple channels.

datapine: datapine offers a range of features with advanced analytics capabilities, which allow users to perform complex calculations and analysis on their data. This includes features such as predictive analytics, which can help businesses forecast future trends and make proactive decisions.

datapine has an intuitive drag-and-drop interface, which makes it easy for users to create interactive dashboards and reports without the need for any coding skills. This allows users to quickly and easily visualize their data and gain insights into their business performance.

datapine also offers a wide range of data connectors, allowing users to connect to and analyze data from multiple sources, including databases, spreadsheets, and cloud storage services.

Qualtrics: Qualtrics dashboards are highly customizable, with the ability to aggregate data from multiple sources, including surveys, customer feedback, and other sources of experience data. This allows users to gain a holistic view of their data and uncover insights that may not be apparent when looking at individual data points.

Qualtrics dashboards also offer a range of visualization options, including charts, graphs, and heatmaps, that make it easy for users to identify trends and patterns in their data. These

visualizations can be customized to highlight key metrics and KPIs, making it easier for users to track progress towards their goals.

Qualtrics dashboards have real-time data updates, which allow users to see the latest data as soon as it is collected. This enables users to respond quickly to changes in their data and make informed decisions in real-time.