

# Google Data Studio

Put the power of your marketing insights in everyone's hands

## Help your teams tell beautiful, impactful stories

We believe the old expression, "knowledge is power," is still true today. When everyone has access to information, more people can know what's happening, identify opportunities, and make better business decisions.

Your teams might not be accessing your data as well as they could. For instance, it might be locked up in analysis databases, spreadsheets, or other purpose-built tools that have limited access and require specialized expertise. With Data Studio, our goal is to provide you with tools that are easy to work with, visually compelling, and interactive.

Data Studio is a data visualization and reporting tool, and an integral part of Google Marketing Platform. It enables an enhanced approach to decision-making. Data Studio lets you create beautiful, informative reports that are customizable and easy to understand and share. Empowered with information, your teams can make better decisions.

## Make the most of Data Studio:



Bring your marketing insights together



Create meaningful visualizations, reports, and dashboards with a few clicks



Give your team access to dashboards and reports as they need them



Easily collaborate and share information across your organization

Use Data Studio to effortlessly create custom, interactive reports and visualizations from all digital sources.

“With Data Studio we can fully automate views that we're interested in. Now we can focus on creating ideas for optimizing campaigns, media, and creative.”

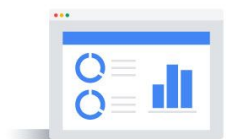
– David Vopelka, Digital Marketing Manager, Česká spořitelna

## Custom, interactive reports and visualizations

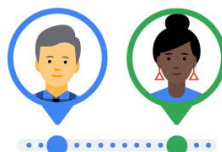
With Data Studio's visual editing interface, you can build reports and dashboards with just a few clicks, drags, and drops. Reusable templates help you generate fast, professional reports every time. You can create dynamic reports with interactive controls based on time periods, geographies, segments, or any other dimensions available. Data Studio's rich library of visualizations lets you reveal the whole story behind your data.



○  
Connect to  
all your data



○  
Visualize with beautiful,  
informative reports



○  
Share across the  
organization

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**Data Studio lets you easily gather and use all your insights — from CSVs, Analytics, Google Ads, Google Sheets, BigQuery, and other sources.**

## Tap into teamwork that works

Bring out the wisdom of your entire team with built-in collaboration tools. Individuals and teams can easily work in dashboards and reports at the same time. Share with anyone and edit, view, and add comments in real time. All your changes are automatically saved. You can even use revision history to see old versions of the same report, sorted by date and who made the change. That way you can do more by collaborating, instead of versioning spreadsheets and emailing files back and forth.

With Data Studio, you and your marketing teams can better access your data, analyze and discover unique insights, and use them to make smarter decisions.

Visit [g.co/datastudio](https://g.co/datastudio) to get started

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### About Google Data Studio

Google Data Studio provides everything marketers need to turn data into beautiful, informative reports that are easy to read, easy to share, and fully customizable. All for free. Start telling great stories with data and making better business decisions today. Learn more at [g.co/datastudio](https://g.co/datastudio).

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