

DASHBOARD TEMPLATES CHECKLIST

15 Looker Studio Dashboard Templates for Marketing Teams

Ready-to-build dashboard sections covering paid media, organic social, SEO, email, and cross-channel ROAS — with the metrics, data sources, and chart types for each.

The dashboard is the easy part. Connecting your data sources — that is where teams get stuck. This checklist gives you 15 dashboard sections you can build in Looker Studio today, plus the data connection reality check most guides skip.

1

Pick Your Templates

Scan the 15 templates on pages 3–8. Start with the ones that match your active channels and reporting priorities.

2

Check Data Sources

Each template lists required data sources. Verify you can connect them to Looker Studio natively — or flag ones that need a connector.

3

Build & Connect

Use the metrics, chart types, and layout guidance to build each section. Start simple, iterate based on stakeholder feedback.

Marketing Data Categories

Category	Platforms That Feed It
● Paid Search	Google Ads, Microsoft Ads, Apple Search Ads
● Paid Social	Meta Ads, TikTok Ads, LinkedIn Ads, Pinterest Ads, X Ads
● Organic Social	Instagram, Facebook, TikTok, LinkedIn, YouTube, X
● SEO	Google Search Console, SEMrush, Ahrefs, Moz
● Email	Mailchimp, Klaviyo, HubSpot, Salesforce MC, ActiveCampaign
● Cross-Channel	GA4, CRM, ad platforms, attribution tools

Enterprise reality: Most marketing teams need **15–30 data sources** connected for full-picture reporting. Looker Studio supports ~25 native connectors (mostly Google ecosystem). **Improvado supports 500+** — with pre-built data models that normalize metrics across all of them.

Five dashboard templates for paid media teams. Each card lists the metrics, chart types, and data sources you need.

1 Google Ads Overview

Google Ads Overview Last 30 days

\$142K
Spend

312K
Clicks

2.1%
CTR

4.2x
ROAS

G Google Ads
12 campaigns

Spend Trend (6 months)

Month	Spend (\$K)
Oct	~90
Nov	~100
Dec	~105
Jan	~115
Feb	~130
Mar	~150 (+18% MoM)

METRICS

Spend, Impressions, Clicks, CTR, CPC, Conversions, Conv. Rate, ROAS

CHART TYPES

Scorecard row, time-series line chart, campaign performance table

DATA SOURCES

Google Ads, GA4

2 Meta Ads Performance

Meta Ads Performance Last 30 days

\$87.4K
Spend

8.1M
Reach

\$12.40
CPM

3.9x
ROAS

M Meta Ads
8 ad sets

Spend by Objective

Objective	Spend (\$K)
Awareness	\$30.2K
Consideration	\$22.1K
Conversion	\$35.1K

METRICS

Spend, Reach, Impressions, CPM, CPC, Purchases, ROAS, Frequency

CHART TYPES

Scorecard row, breakdown by objective, creative performance grid

DATA SOURCES

Meta Ads Manager, Facebook Pixel / CAPI

3 Cross-Platform Paid Media

Cross-Platform Paid Media Q1 2026

\$284K
Total Spend

3.8x
Blended ROAS

\$1.24
Avg. CPC

12.8K
Conversions

● Google ● Meta
● TikTok ● LinkedIn

Spend Split by Platform

Metric	Google	Meta	TikTok	LinkedIn
Spend	\$120K (42%)	\$82K (29%)	\$52K (18%)	\$30K (9%)
Conv.	5.4K (42%)	3.8K (30%)	2.4K (19%)	0.7K (5%)
ROAS	4.2x	3.9x	3.1x	2.8x

METRICS

Blended Spend, Blended CPC, Blended ROAS, CPA by platform

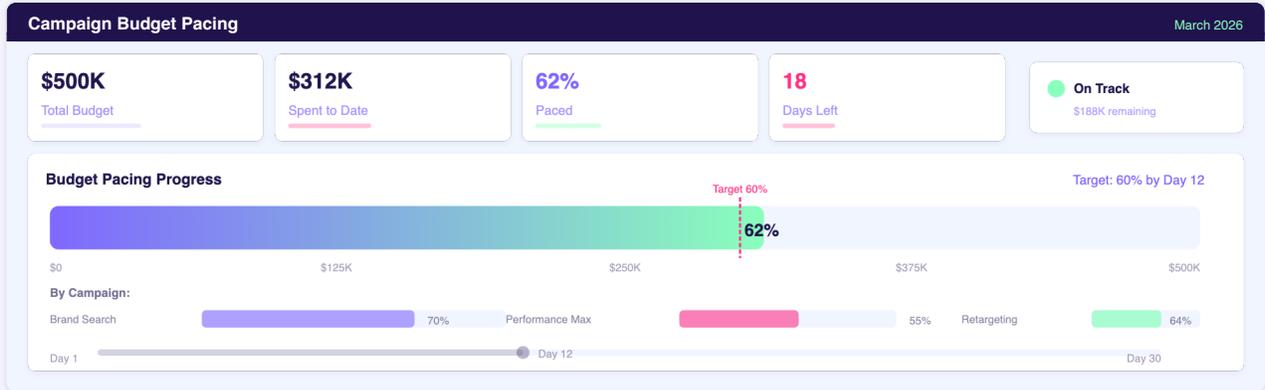
CHART TYPES

Stacked bar, horizontal bar, trend line

DATA SOURCES

Google Ads, Meta Ads, TikTok Ads, LinkedIn Ads, Microsoft Ads

4 Campaign Budget Pacing



METRICS

Budget allocated, Budget spent, Pacing %, Projected spend, Days remaining

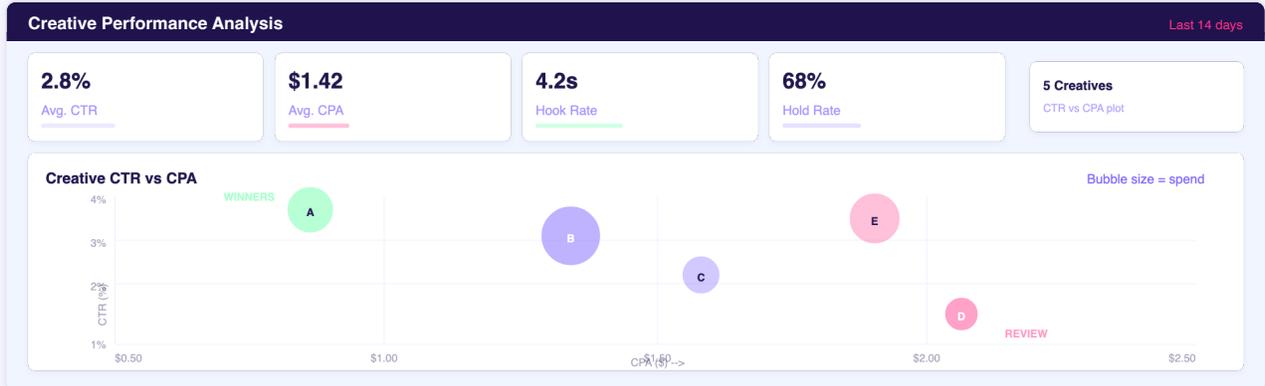
CHART TYPES

Gauge / bullet chart, pacing table, daily spend vs target line

DATA SOURCES

All ad platforms + budget tracking tool

5 Creative Performance Analysis



METRICS

CTR by creative, CPA by creative, Thumb-stop rate, Hook rate, Hold rate

CHART TYPES

Scatter plot, top/bottom table, format comparison bar

DATA SOURCES

Meta Ads, TikTok Ads, Google Ads

Looker Studio limitation: Templates 1-2 use native connectors (fast setup). Templates 3-5 require blending data from multiple platforms — Looker Studio data blending has a 5-source limit and no cross-source joins. An integration platform pre-blends data before it reaches Looker Studio.

Five dashboard templates for organic social, SEO, content, and email marketing teams.

6 Instagram Organic Performance



METRICS

Reach, Impressions, Engagement rate, Follower growth, Saves, Shares

CHART TYPES

Scorecard row, engagement trend line, content format breakdown bar

DATA SOURCES

Instagram Graph API (via connector)

7 Cross-Platform Social Organic



METRICS

Followers, Engagement rate (normalized), Reach, Post frequency, Share of voice

CHART TYPES

Platform comparison bar, growth line chart, posting cadence heatmap

DATA SOURCES

Instagram, Facebook, TikTok, LinkedIn, YouTube, X

8 SEO Rankings & Traffic



METRICS

Organic sessions, Keyword rankings, CTR, Impressions, Avg position

CHART TYPES

Keyword ranking table, organic traffic trend, CTR vs position scatter

DATA SOURCES

Google Search Console, SEMrush or Ahrefs, GA4

9 Content Performance

Content Performance Top pages

124K

Pageviews

2:45

Avg Time

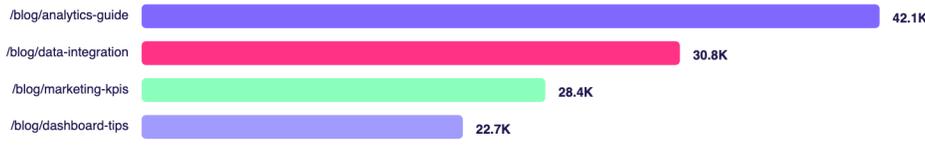
38%

Bounce

892

Conversions

Top Pages by Pageviews



Page	Pageviews
/blog/analytics-guide	42.1K
/blog/data-integration	30.8K
/blog/marketing-kpis	28.4K
/blog/dashboard-tips	22.7K

METRICS
Pageviews, Avg time on page, Bounce rate, Scroll depth, Conversions from content

CHART TYPES
Top pages table, engagement bar chart, conversion funnel

DATA SOURCES
GA4, CMS (WordPress / HubSpot)

10 Email Marketing Overview

Email Marketing Overview 3 campaigns

42.1%

Open Rate

3.8%

Click Rate

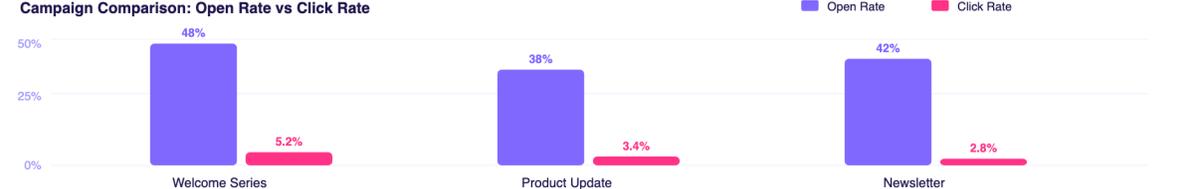
0.12%

Unsub

\$4.20

Rev/Email

Campaign Comparison: Open Rate vs Click Rate



Campaign	Open Rate	Click Rate
Welcome Series	48%	5.2%
Product Update	38%	3.4%
Newsletter	42%	2.8%

METRICS
Open rate, Click rate, Unsubscribe rate, Revenue per email, List growth rate

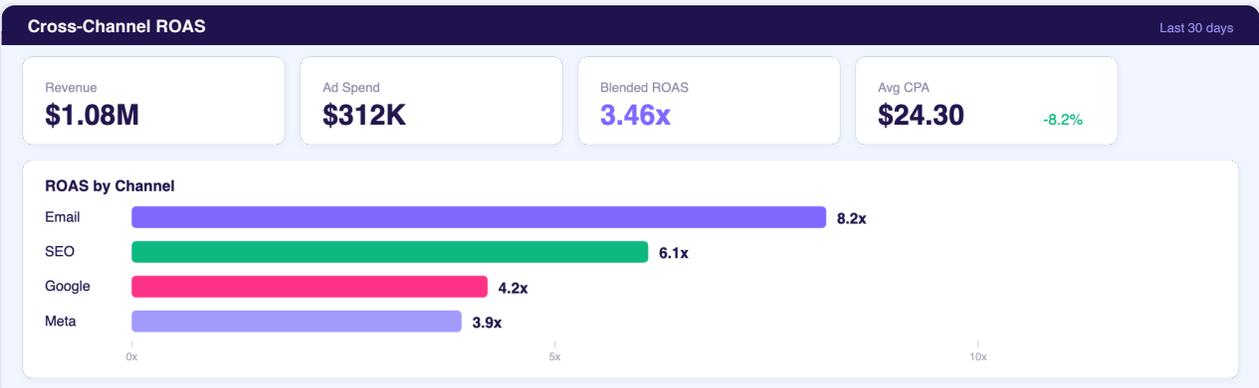
CHART TYPES
Campaign performance table, trend lines, A/B test comparison bar

DATA SOURCES
Mailchimp, Klaviyo, HubSpot, or Salesforce MC

Connector gap: Looker Studio has native Google connectors (Search Console, GA4) but no native connectors for Instagram organic, TikTok organic, Klaviyo, or most SEO tools. Templates 6, 7, and 10 typically require third-party connectors or a data pipeline like Improvado.

Five templates for cross-channel analysis, executive reporting, and strategic planning.

11 Cross-Channel ROAS

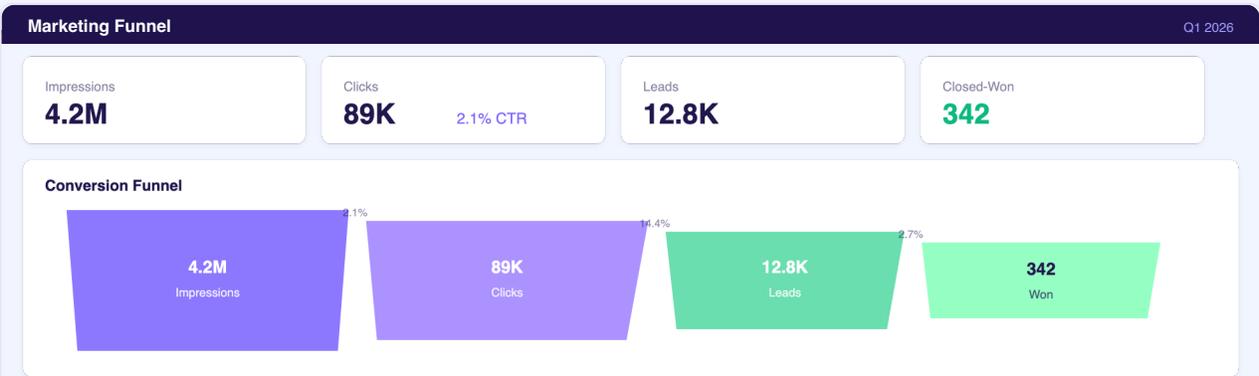


METRICS ROAS by channel, Blended ROAS, Revenue by source, Cost per revenue dollar

CHART TYPES Waterfall chart, ROAS comparison bar, trend line by channel

DATA SOURCES All ad platforms, GA4, CRM revenue data

12 Marketing Funnel



METRICS Impressions, Clicks, Leads, MQLs, SQLs, Opportunities, Closed-won

CHART TYPES Funnel visualization, stage conversion rates table, drop-off bar

DATA SOURCES Ad platforms, GA4, CRM (Salesforce / HubSpot)

13 Executive CMO Summary

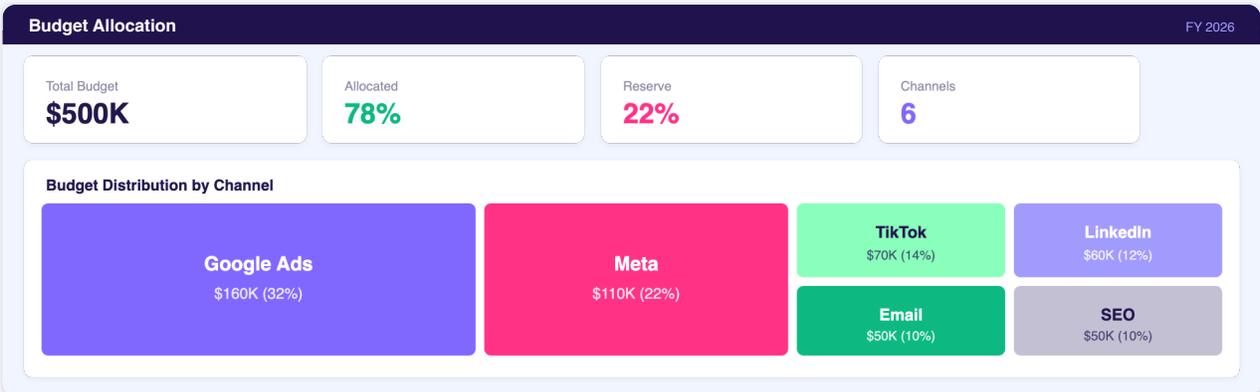


METRICS Total spend, Pipeline influenced, Revenue attributed, CAC, LTV:CAC ratio

CHART TYPES KPI scorecards, month-over-month trend, budget vs actual bar

DATA SOURCES All marketing + CRM + finance data

14 Budget Allocation

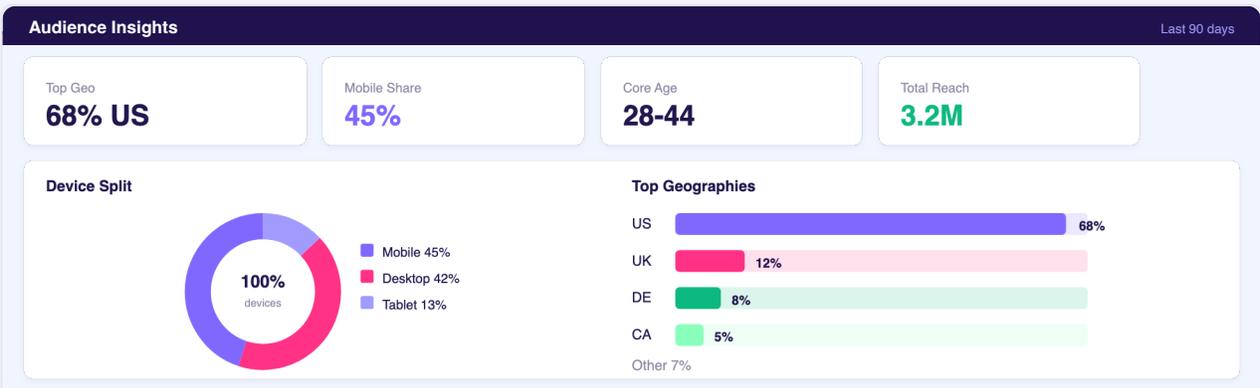


METRICS Budget by channel, Spend vs plan, Reallocation recommendations, Efficiency score

CHART TYPES Treemap, budget pacing bars, efficiency scatter plot

DATA SOURCES All ad platforms, finance / budget tool

15 Audience Insights



METRICS Demographics, Geo distribution, Device split, Interest segments, Overlap %

CHART TYPES Geo heatmap, demographic donut, device bar, segment table

DATA SOURCES GA4, Meta Audience Insights, ad platform demographics

How long it takes to connect each source to Looker Studio — manual setup vs. integration platform. This is where most dashboard projects stall.

Data Source	Manual Setup	With Improvado
Google Ads	5 min (native)	Instant
Meta Ads	30 min (community connector)	Instant
TikTok Ads	2-4 hrs (manual CSV)	Instant
Klaviyo	2-4 hrs (manual CSV/API)	Instant
Salesforce CRM	4-8 hrs (custom build)	Instant
Cross-channel blend	8-20 hrs (custom ETL)	Pre-built

The Dashboard Is the Easy Part. Getting Clean Data Into It Is the Hard Part.

Looker Studio can visualize anything — once the data is connected, normalized, and blended. Improvado handles the infrastructure so your team focuses on insights, not data plumbing.

500+

Native data connectors

75%

Less reporting time

Enterprise

Grade governance

[Get a Custom Dashboard Demo](#)

[See Improvado + Looker Studio →](#)