improvado

12 Dashboard Templates Every Marketing Team Needs

Copy-Paste KPI Layouts for Every Channel

Pre-built dashboard wireframes with exact metric placements, formula references, and stakeholder matching. Built for Marketing Analysts, Directors, and CMOs managing multi-channel campaigns.

✔ 12 wireframe templates — one per dashboard type

✔ KPI formula reference card (CAC, ROAS, LTV, MER, CPA)

✔ Stakeholder-to-dashboard matching guide

✔ Refresh cadence planner: daily/weekly/monthly by role

DASHBOARD SELECTION

Which Dashboard Do You Need?

Match your role and reporting cadence to the right template

#	DASHBOARD	BEST FOR	CADENCE	KEY KPIS	
1	Executive Overview	CMO, VP	Weekly	Revenue, ROAS, CAC, Pipeline	
2	Paid Media Performance	Media Buyer	Daily	Spend, CPC, CTR, Conv Rate	
3	Organic & SEO	SEO Lead	Weekly	Traffic, Rankings, CTR, Backlinks	
4	Social Media	Social Manager	Weekly	Engagement, Reach, Followers, SOV	
5	Email Marketing	Email Lead	Per Send	Open Rate, CTR, Unsubs, Revenue	
6	Content Performance	Content Lead	Monthly	Views, Time on Page, Leads, Shares	
7	Marketing Funnel	Demand Gen	Weekly	MQLs, SQLs, Conv Rates, Velocity	
8	Attribution & ROI	Analytics Dir	Monthly	ROAS, CAC, LTV, Attribution	
9	Campaign Launch	Campaign Mgr	Per Campaign	Reach, Frequency, CPA, Lift	
10	E-commerce	eComm Lead	Daily	AOV, Cart Abandon, Revenue, ROAS	
11	Agency Client Report	Account Mgr	Monthly	All Channels Summary, Goals vs Actual	
12	Budget Pacing	Finance/Ops	Weekly	Spend vs Budget, Forecast, Variance	

STAKEHOLDER-TO-DASHBOARD MATCHING

C-Suite / VP
#1 Executive Overview
#8 Attribution & ROI
#12 Budget Pacing

Channel Managers
#2 Paid Media
#3 Organic & SEO
#4 Social · #5 Email

Analysts / Ops
#7 Marketing Funnel
#10 E-commerce
#9 Campaign Launch

RECOMMENDED REFRESH CADENCE

CADENCE	DASHBOARDS	WHY
Daily	#2 Paid Media, #10 E-commerce	Spend & revenue shift fast; catch anomalies early
Weekly	#1 Executive, #3 SEO, #4 Social, #7 Funnel, #12 Budget	Enough signal to spot trends without noise
Monthly	#6 Content, #8 Attribution, #11 Agency	Strategic view; data needs time to mature
Per Event	#5 Email (per send), #9 Campaign (per launch)	Triggered by activity, not calendar

> **!** **Pro tip:** Most teams need 3–4 dashboards. Start with **#1 (Executive)** + your primary channel dashboard. Add #8 (Attribution) once you have multi-touch data flowing.

improvado

BOOK A DEMO

TEMPLATE 1 OF 12

Executive Overview

Cross-channel performance at a glance with budget pacing and pipeline trends.

Best for: CMO | **Cadence:** Weekly

TOTAL SPEND	BLENDED ROAS	TOTAL LEADS	PIPELINE
$5.24M	**4.7x**	**1,847**	**$8.2M**
↑ 14%	↑ 0.6x	↑ 22%	↓ 5%

SPEND BY CHANNEL

Meta	$2.1M
Google	$1.7M
LinkedIn	$640K
Programmatic	$510K
TikTok	$290K

MOM REVENUE TREND

Sep · Oct · Nov · Dec · Jan · Feb · Mar

WEEKLY TREND

METRIC	W1	W2	W3	W4	TREND
Users	124K	131K	128K	142K	↑ 14%
Leads	412	438	456	541	↑ 31%
Disco Calls	28	32	31	38	↑ 36%
Opps	14	16	12	18	↑ 29%
SQLs	8	11	9	12	↑ 50%
Revenue	$1.8M	$2.1M	$1.9M	$2.4M	↑ 33%
CAC	$158	$149	$152	$142	↓ 10%
ROAS	4.1x	4.3x	4.2x	4.7x	↑ 15%

INDUSTRY AVG VS YOUR DATA

ROAS

You	4.7x
Industry	3.0x

CAC

You	$142
Industry	$218

Lead-to-SQL

You	21.6%
Industry	13%

BUDGET PACING

78% of monthly budget

TOP CAMPAIGN

Spring Brand Awareness

ROAS 6.2x · $420K spend

AVG CAC

$142

↓ $18 vs prev

● *Ask Improvado AI: "What drove our CPA spike on Meta last Tuesday?"*

improvado

BOOK A DEMO

TEMPLATE 2 OF 12

Paid Media Performance

Daily command center for spend efficiency, creative testing, and audience conversion. **Best for:** Media Buyer │ **Cadence:** Daily

DAILY SPEND	CPC	CTR	CONV RATE
$18.4K	**$2.14**	**3.8%**	**4.1%**
today	↓ 8%	↑ 0.4%	steady

CPC TREND (14-DAY)

Mar 10   Mar 17   Mar 24

CREATIVE PERFORMANCE

Carousel C	91%
Video A	82%
Static B	64%

PLATFORM SPLIT

Meta 42%   Google 30%   LI 16%   TT 12%

CAMPAIGN BREAKDOWN

CAMPAIGN	SPEND	CLICKS	CTR	CPA	CONV
Brand Awareness Q1	$4.2K	2,140	4.1%	$24	175
Retargeting - Cart	$3.8K	1,680	5.2%	$18	211
Lookalike - LTV Top 10%	$5.1K	1,920	3.4%	$32	159
Competitor Conquest	$3.2K	1,410	2.8%	$41	78
Dynamic Product Ads	$2.1K	1,240	3.9%	$22	95
Seasonal Promo Q1	$1.8K	980	4.2%	$19	94
Brand Awareness - TT	$1.4K	2,840	2.1%	$36	39
Newsletter Promo	$0.8K	620	5.8%	$14	57

KEY PAID MEDIA FORMULAS

CPC	CTR	CPA
Total Spend / Total Clicks	Clicks / Impressions × 100	Spend / Conversions

AUDIENCE CONV RATES

Retargeting	8.8%
Lookalike	4.2%
Broad	2.1%

SPEND SPARKLINE (7D)

DAILY BUDGET REMAINING

$6.6K

of $25K daily cap

● *Ask Improvado AI: "Which ad set should I pause based on yesterday's CPA?"*

improvado

BOOK A DEMO

TEMPLATE 3 OF 12

Organic & SEO

Organic traffic, keyword rankings, and Core Web Vitals health. **Best for:** SEO Lead │
Cadence: Weekly
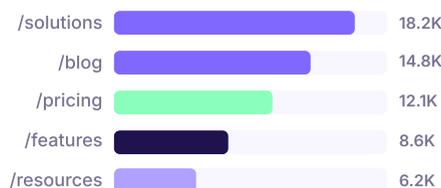
ORGANIC SESSIONS	AVG POSITION	CTR	BACKLINKS
89K	**12.4**	**3.2%**	**2,840**
↑ 14%	↑ 0.8	↑ 0.3%	↑ 120 new

ORGANIC SESSIONS (30-DAY TREND)

89,241 sessions

Feb 22   Mar 1   Mar 8   Mar 15   Mar 22

TOP PAGES BY TRAFFIC

/solutions		18.2K
/blog		14.8K
/pricing		12.1K
/features		8.6K
/resources		6.2K

TOP 10 KEYWORDS

KEYWORD	POSITION	VOLUME	CTR	TRAFFIC
marketing dashboard	3	12.1K	8.4%	1,016
marketing analytics tool	5	8.8K	5.2%	458
cross-channel reporting	2	4.2K	12.1%	508
marketing ROI calculator	7	6.5K	3.8%	247
data-driven marketing	4	5.1K	6.9%	352
ad spend optimization	6	4.8K	4.1%	197
marketing attribution	8	3.9K	3.4%	133
campaign performance report	5	3.2K	5.8%	186
marketing KPI dashboard	9	2.8K	2.9%	81
omnichannel analytics	11	2.1K	2.2%	46

SEO HEALTH INDICATORS

98.4%	DA 62	14	92%
CRAWLABILITY	DOMAIN AUTH	404 ERRORS	MOBILE SCORE

CORE WEB VITALS

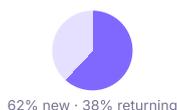| 1.8s	42ms	0.05
LCP	FID	CLS

NEW VS RETURNING

62% new · 38% returning

TOP LANDING PAGES

/solutions · 3.2% conv
/blog/roas-guide · 2.8% conv
/pricing · 5.1% conv

● *Ask Improvado AI: "Which blog posts lost rankings this week and why?"*

improvado

BOOK A DEMO

TEMPLATE 4 OF 12

Social Media

Engagement rates, audience growth, content mix, and share of voice. **Best for:**
Social Manager | **Cadence:** Weekly

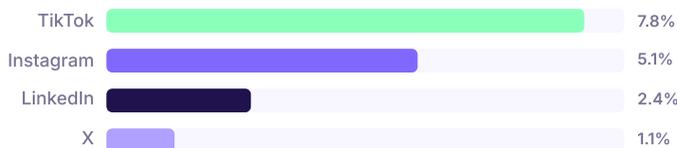| FOLLOWERS	ENGAGEMENT	REACH	SHARE OF VOICE
284K	**4.2%**	**1.2M**	**18%**
↑ 3.2K	↑ 0.3%	this week	↑ 2%

ENGAGEMENT BY PLATFORM

TikTok	7.8%
Instagram	5.1%
LinkedIn	2.4%
X	1.1%

POST TYPE PERFORMANCE

Reels	9.4K
Carousels	7.8K
Stories	6.2K
Static	3.8K

TOP 10 POSTS THIS WEEK

DATE	PLATFORM	TYPE	IMPRESSIONS	ENGAGEMENT	CLICKS
Mar 22	TikTok	Reel	142K	12.4%	3,240
Mar 21	Instagram	Carousel	86K	6.8%	1,890
Mar 20	LinkedIn	Article	24K	4.2%	1,420
Mar 19	Instagram	Reel	98K	8.1%	2,100
Mar 18	X	Thread	18K	2.4%	640
Mar 17	TikTok	Reel	108K	9.2%	2,640
Mar 16	Instagram	Story	42K	3.8%	890
Mar 15	LinkedIn	Poll	31K	5.6%	1,120

INDUSTRY AVG VS YOUR ENGAGEMENT

INSTAGRAM
You	5.1%
Avg	2.3%

TIKTOK
You	7.8%
Avg	5.0%

LINKEDIN
You	2.4%
Avg	1.4%
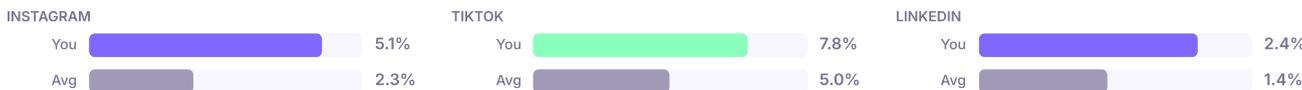
FOLLOWER GROWTH (8W)

BEST POSTING TIMES

9am   12pm   3pm   6pm   9pm

SENTIMENT

68% Pos · 16% Neu · 16% Neg
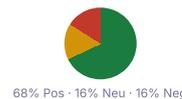
● *Ask Improvado AI: "What content format drives the most website clicks from LinkedIn?"*

improvado

BOOK A DEMO

TEMPLATE 5 OF 12

Email Marketing

Per-send and aggregate email analytics with deliverability and revenue attribution.
Best for: Email Lead │ **Cadence:** Per Send

OPEN RATE	CTR	UNSUBS	REVENUE
24.3%	**3.8%**	**0.12%**	**$48K**
↓ 0.8%	↑ 0.2%	healthy	↑ 12%

SEND VOLUME + OPEN RATE (8 WEEKS)

Bars = sends · Green line = open rate
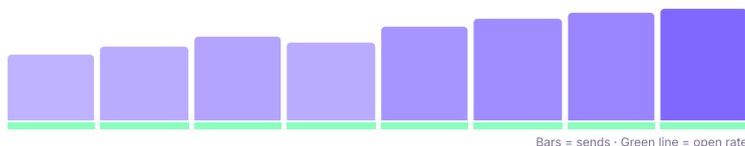
A/B TEST COMPARISON

Subject A: "Your Q1 Report"

Open — 28%
CTR — 3.4%

Subject B: "3 Insights You Missed"

Open — 36%
CTR — 4.8%

Winner: Subject B (+41% CTR)

LAST 10 CAMPAIGNS

SUBJECT	SENT	OPENS	CTR	UNSUBS	REVENUE
Spring Sale Launch	48.2K	32%	5.1%	0.08%	$12.4K
Weekly Digest #12	42.8K	21%	3.2%	0.14%	$8.1K
Product Update Mar	38.4K	28%	4.4%	0.10%	$9.8K
Re-engagement Flow	12.6K	18%	2.8%	0.22%	$4.2K
VIP Early Access	8.4K	42%	8.2%	0.04%	$13.5K
Cart Abandonment #3	6.2K	38%	6.4%	0.06%	$11.2K
Loyalty Points Recap	18.1K	26%	3.8%	0.11%	$6.8K
Welcome Series (Day 1)	4.8K	52%	9.1%	0.02%	$5.4K

KEY EMAIL FORMULAS

CTOR	Rev/Recipient	List Churn
Clicks / Opens × 100	Revenue / Emails Sent	(Unsubs + Bounces) / List Size

LIST GROWTH

+2,400/mo

DELIVERABILITY

99.2%

BEST SUBJECT LINE

"VIP Early Access"
42% open · 8.2% CTR

● *Ask Improvado AI: "Which email segment has the highest revenue per recipient?"*

BOOK A DEMO

TEMPLATE 6 OF 12

Content Performance

Views, engagement depth, lead generation, and content-type effectiveness. **Best for:** Content Lead │ **Cadence:** Monthly
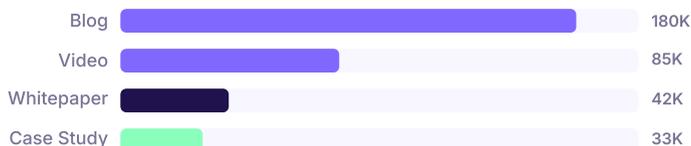
PAGE VIEWS	AVG TIME	LEADS	SHARES
340K	**4:12**	**156**	**2.8K**
↑ 18%	on page	↑ 24	↑ 340

VIEWS BY CONTENT TYPE

Blog		180K
Video		85K
Whitepaper		42K
Case Study		33K

MONTHLY TREND (6MO)

Oct Nov Dec Jan Feb Mar

TOP 10 CONTENT PIECES

TITLE	VIEWS	AVG TIME	LEADS	CONV %
State of Marketing 2026	48K	6:42	42	3.2%
ROAS Calculator Guide	36K	5:18	31	2.8%
Dashboard Playbook	29K	4:54	28	4.1%
Attribution Deep Dive	24K	7:12	22	3.8%
Data-Driven CMO Guide	18K	3:48	14	2.1%
Multi-Channel Reporting 101	15K	4:22	12	2.6%
SEO vs Paid: ROI Compare	12K	5:04	10	3.4%
Agency Reporting Toolkit	9K	6:38	8	3.6%

HOW TO READ THIS DASHBOARD

1. Start with Views
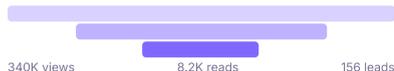Compare MoM growth to spot content momentum or slowdowns.

2. Check Engagement Depth
Avg time >4 min signals high-quality content resonating with audience.

3. Tie to Leads
Conversion % by content type reveals which formats drive pipeline.

CONTENT FUNNEL

340K views   8.2K reads   156 leads

TOP REFERRAL SOURCES

Organic Search	**52%**
Social	**24%**
Email	**16%**
Direct	**8%**

CONTENT AGE VS PERF

<30d	**4.2% conv**
30-90d	**3.1% conv**
>90d	**1.4% conv**

● *Ask Improvado AI: "Which blog category generates the most qualified leads?"*

improvado

BOOK A DEMO

TEMPLATE 7 OF 12

Marketing Funnel

Lead progression through funnel stages with conversion rates and velocity. **Best for:** Demand Gen │ **Cadence:** Weekly

MQLS	SQLS	CONV RATE	VELOCITY
412	**89**	**21.6%**	**18 days**
↑ 15%	↑ 8	↑ 1.2%	↓ 2d faster

FUNNEL VISUALIZATION

Visitors 45K
Leads 2.1K **-95%**
MQL 412 **-80%**
SQL 89 **-78%**
Won 12 **-87%**

LEAD SOURCE DISTRIBUTION

Organic 38% · Paid 24%
Referral 18% · Email 12% · Direct 8%

STAGE CONVERSION

STAGE	VOLUME	CONV RATE	AVG DAYS	TREND
Visitor → Lead	2,100	4.7%	0.2	↑
Lead → MQL	412	19.6%	3.4	↑
MQL → SQL	89	21.6%	6.8	—
SQL → Opp	42	47.2%	4.2	↑
Opp → Won	12	28.6%	12.4	↓

FUNNEL KPI FORMULAS

MQL-to-SQL Rate
SQLs / MQLs × 100

Sales Velocity
(Opps × Win% × ACV) /
Cycle Days

Cost per MQL
Marketing Spend / MQLs

RELATED DASHBOARDS

- **Template 1:** Executive Overview
- **Template 8:** Attribution & ROI
- **Template 12:** Budget Pacing

PIPELINE VALUE

$2.4M
↑ 18% MoM

VELOCITY TREND (8W)

Getting faster ↓

BIGGEST DROP-OFF

Visitor → Lead
95.3% drop · Focus area

- *Ask Improvado AI: "Where is the biggest drop-off in our funnel this quarter?"*

improvado

BOOK A DEMO

TEMPLATE 8 OF 12

Attribution & ROI

Multi-touch model comparison, channel ROI, and acquisition economics. **Best for:** Analytics Director │ **Cadence:** Monthly

ROAS	CAC	LTV	LTV:CAC
4.7x	**$142**	**$2,840**	**20:1**
↑ 0.3x	↓ $18	↑ 6%	excellent

CHANNEL ROI COMPARISON

Organic	12.4x
Email	8.6x
Paid Search	4.8x
Social Paid	3.6x
Display	1.8x

ATTRIBUTION MODEL COMPARISON

Revenue attributed by model

First-touch
Last-touch
Linear
Data-driven

Data-driven recommended

CHANNEL ATTRIBUTION

CHANNEL	SPEND	FIRST-TOUCH REV	LAST-TOUCH REV	LINEAR REV	DATA-DRIVEN REV
Paid Search	$1.7M	$4.8M	$5.8M	$5.1M	$5.3M
Social Paid	$2.4M	$3.8M	$3.1M	$3.4M	$4.1M
Organic	$280K	$5.5M	$4.1M	$4.8M	$4.4M
Email	$120K	$3.1M	$4.2M	$3.8M	$3.2M
Display	$510K	$1.2M	$0.6M	$0.9M	$0.8M
Affiliates	$180K	$2.1M	$1.8M	$1.9M	$2.0M
Direct Mail	$95K	$0.4M	$0.5M	$0.4M	$0.3M
Podcasts	$60K	$0.8M	$0.3M	$0.5M	$0.6M

ROI & ATTRIBUTION FORMULAS

ROAS	LTV:CAC	MER
Revenue / Ad Spend	Customer LTV / Acquisition Cost	Total Revenue / Total Mkt Spend

MONTHLY ROI TREND

TOP CONVERTING PATHS

1. Organic → Email → **Close**
2. Paid → Retarget → **Close**
3. Social → Blog → **Close**

INCREMENTALITY SCORE

78% incremental

● *Ask Improvado AI: "What's the true incremental value of our LinkedIn spend?"*

improvado

BOOK A DEMO

TEMPLATE 9 OF 12

Campaign Launch

Per-campaign war room with reach, frequency, cost efficiency, and brand lift. **Best for:** Campaign Manager │ **Cadence:** Per Campaign

REACH	FREQUENCY	CPA	BRAND LIFT
2.4M	**3.2**	**$28**	**+18%**
↑ on target	avg per user	↓ $4	above target

4-WEEK CAMPAIGN TIMELINE

W1 SETUP	W2 SOFT LAUNCH	W3 SCALE ◂	W4 OPTIMIZE

Current: Week 3 — Scale phase

DAILY SPEND & CONVERSIONS

BUDGET PACING

68%

$68K of $100K spent

GEO PERFORMANCE

US East	$22 CPA
US West	$26 CPA
US South	$34 CPA
US Midwest	$38 CPA

CREATIVE VARIANTS

CREATIVE	IMPRESSIONS	CLICKS	CTR	CPA	STATUS
Hero Video 30s	820K	24.6K	3.0%	$24	Active
UGC Testimonial	540K	19.4K	3.6%	$22	Active
Product Demo 15s	380K	13.3K	3.5%	$31	Active
Static Banner A	290K	5.8K	2.0%	$42	Paused
Carousel Benefits	420K	16.8K	4.0%	$26	Active
Story Ads (IG)	310K	12.4K	4.0%	$28	Active
Before/After Static	180K	4.1K	2.3%	$48	Paused
Influencer Collab	620K	22.3K	3.6%	$20	Active

HOW TO READ THIS DASHBOARD

1. Check Timeline
Current phase drives which KPIs matter most right now.

2. Monitor Pacing
Budget pacing >75% by W3 means you may need to slow down.

3. Pause Losers
Creatives with CPA 2x above avg should be paused immediately.

W3 CONV TARGET

82% — on track

AUDIENCE OVERLAP

Alert: 24% overlap between Lookalike & Retarget

EST. REVENUE IMPACT

$286K

projected by W4 end

● *Ask Improvado AI: "Are we on track to hit our Week 3 conversion target?"*

TEMPLATE 10 OF 12

E-commerce

Revenue by channel, product performance, cart recovery, and cohort retention. **Best for:** eComm Lead │ **Cadence:** Daily

REVENUE	AOV	CART ABANDON	ROAS
$890K	**$67**	**68%**	**5.2x**
↑ 12%	↑ $3	↓ 2%	↑ 0.4x

REVENUE BY CHANNEL

Paid Search		35%
Social		28%
Email		20%
Organic		17%

DAILY REVENUE (14D)

Mar 10 — Mar 17 — Mar 24

TOP PRODUCTS

SKU	NAME	UNITS	REVENUE	MARGIN	ROAS
PRD-001	Premium Bundle	2,840	$124K	42%	6.8x
PRD-015	Core Starter Kit	1,920	$98K	38%	5.4x
PRD-042	Pro Subscription	1,560	$86K	45%	7.2x
PRD-008	Accessory Pack	4,210	$72K	28%	3.8x
PRD-023	Limited Edition	680	$58K	52%	8.1x
PRD-031	Gift Set Holiday	1,240	$48K	35%	4.2x
PRD-009	Travel Mini Kit	3,180	$42K	24%	3.1x
PRD-055	Seasonal Sampler	2,420	$38K	31%	4.6x

INDUSTRY AVG VS YOUR STORE

AOV
You — $67
Avg — $48

CART ABANDON
You — 68%
Avg — 74%

CONV RATE
You — 3.4%
Avg — 2.0%

COHORT RETENTION

M0 → M3 retention

CART RECOVERY RATE

32% recovered

NEW VS RETURNING REV

58% new · 42% returning

● *Ask Improvado AI: "Which product category has the best margin-adjusted ROAS?"*

improvado

BOOK A DEMO

TEMPLATE 11 OF 12

Agency Client Report

All-channel client portfolio with goal tracking and account health. **Best for:** Account Manager │ **Cadence:** Monthly

ACCOUNTS	AVG ROAS	TOTAL MANAGED SPEND	REPORTS/MO
24	**3.8x**	**$2.1M**	**96**
↑ 3 new	↑ 0.2x	↑ 8%	automated

CLIENT PERFORMANCE (SPEND VS ROAS)

↑ High Spend

High ROAS →

ALL-CHANNEL SUMMARY

Paid Media		$1.1M
Social		$480K
Organic		$320K
Email		$190K

CLIENT OVERVIEW

CLIENT	SPEND	ROAS	LEADS	STATUS	TREND
Acme Corp	$320K	4.2x	284	🟢	↑
Beta Brand	$180K	3.1x	142	🟡	↓
Gamma Inc	$240K	5.0x	312	🟢	↑
Delta Co	$420K	3.8x	256	🟢	—
Epsilon Ltd	$95K	2.4x	68	🔴	↓
Zeta Group	$280K	4.6x	198	🟢	↑
Theta Media	$145K	3.4x	124	🟡	—
Iota Retail	$210K	5.2x	286	🟢	↑

REPORTING CADENCE GUIDE

Weekly Check-in
Spend pacing, top 3 campaign KPIs, and any pacing alerts.

Monthly Report
Full channel breakdown, goal tracking, recommendations for next period.

Quarterly Review
Strategic narrative with YoY comparisons and budget reallocation proposals.

GOAL VS ACTUAL

Acme		108%
Beta		72%
Gamma		115%

CLIENT HEALTH

16 on track · 5 at risk · 3 critical

REVENUE AT RISK

$275K

3 accounts below target

● *Ask Improvado AI: "Which clients are underperforming their ROAS targets this month?"*

improvado

BOOK A DEMO

TEMPLATE 12 OF 12

Budget Pacing

Spend vs plan, end-of-month forecast, and channel-level pacing alerts. **Best for:** Finance/Ops │ **Cadence:** Weekly

MONTHLY BUDGET	SPENT	PACING	FORECAST
$420K	**$286K**	**68%**	**$418K**
approved	to date	on track	-0.5% vs plan

BUDGET VS ACTUAL (MTD)

● Budget $420K ● Actual $286K

$420K budget

forecast →

Mar 1   Mar 8   Mar 15   Mar 22   Mar 31

CHANNEL BUDGET ALLOCATION

Meta	$120K
Google	$100K
LinkedIn	$80K
TikTok	$60K
Prog	$40K

CHANNEL BREAKDOWN

CHANNEL	BUDGET	SPENT	REMAINING	PACING %	STATUS
Meta Ads	$120K	$84K	$36K	70%	On Track
Google Ads	$100K	$72K	$28K	72%	On Track
LinkedIn	$80K	$48K	$32K	60%	Under
TikTok	$60K	$46K	$14K	77%	Over
Programmatic	$40K	$24K	$16K	60%	Under
Influencer	$12K	$8.4K	$3.6K	70%	On Track
Content/SEO	$8K	$5.2K	$2.8K	65%	On Track

HOW TO READ THIS DASHBOARD

1. Check Pacing %
Compare pacing % to day-of-month %. If pacing > day%, you are overspending.

2. Review Alerts
Red alerts need immediate action. Amber alerts are early warnings.

3. Rebalance
Move underspend to high-performing channels before month-end.

OVERSPEND ALERTS

TikTok +7% over pace

Google +2% slight over

Display +12% over pace

UNDERSPEND OPPORTUNITIES

LinkedIn $32K remaining

Prog $16K remaining

FORECAST VS TARGET

$418K / $420K (99.5%)

● *Ask Improvado AI: "Are any channels on track to exceed their monthly budget?"*

improvado

BOOK A DEMO

improvado

Stop Building Dashboards from Scratch.
Start Analyzing.

Improvado connects 1,000+ data sources and builds cross-channel dashboards automatically — with AI-powered insights your team can query in plain English.

1,000+ Connectors   **40,000+** Metrics   **250+** Governance Rules

Book a Demo →

improvado.io