BOUTIQUE PERFORMANCE MARKETING AGENCY

ANALYTICS DASHBOARD SUITE
Catalog of 10 Premium Looker Studio Dashboards

CATEGORY 1 — PERFORMANCE & CEO DASHBOARDS

1. CEO Performance Overview Dashboard

2. Monthly Marketing Scorecard

CATEGORY 2 — ADS & PAID TRAFFIC DASHBOARDS

3. Unified Ads Dashboard (Meta + Google Ads) — Combined spend, CPC, CPA and ROAS across your main ad channels

4. Creative & Campaign Testing Dashboard — See which creatives, audiences and offers perform best.

5. Paid vs Organic Traffic Dashboard — Compare volume, quality and conversions from paid and organic sources.

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CATEGORY 3 — GA4 & WEBSITE/ECOMMERCE DASHBOARDS

6. GA4 Website Analytics Dashboard — Users, sessions, engagement, conversions, devices and locations.

7. Ecommerce Revenue & Funnel Dashboard — Revenue, AOV, product performance and checkout funnel steps.

8. Lead Generation Funnel Dashboard — CPL, lead sources and funnel from click to qualified lead.

9. Customer Cohort & Retention Dashboard — New vs returning users, retention and LTV trends.

10. Social Media Insights Dashboard — Overview of key metrics for Instagram, Facebook and LinkedIn.

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PACKAGES AND PRICES

PACKAGE	WHAT'S INCLUDED	PRICE (AED)
STARTER	1 dashboard • 1 data source • Branding • Real-time data • 1 revision • 3–5 days delivery	900–1,200
PROFESSIONAL	Any 3 dashboards • GA4 basic events • Pixel + Ads checks • Branding • 2 revisions • 5–7 days delivery	2,500–3,000
ENTERPRISE	Custom dashboard • Multi-channel integration • Advanced GA4 events • Funnels + LTV • Training included • 7–14 days delivery	from 4,500
MONTHLY CARE PLAN	KPI PDF export • Fixes & updates • Monitoring • API adjustments • 1 insight message monthly	350–800/mo