

# Dashboard Tool Comparison Guide

Choose the Right Platform for Your Marketing ROI Tracker

## Google Looker Studio

Features:

- Free and cloud-based
- Integrates easily with Google tools (GA4, Sheets, Ads)
- Custom visualizations and sharing links
- Steep learning curve for advanced features

Best for: Startups, small businesses, and teams already using Google tools

Pricing: Free

## Databox

Features:

- Great visual templates and drag-and-drop interface
- Real-time metrics and mobile dashboards
- Connects with 70+ tools (HubSpot, GA4, Ads, etc.)
- Limited customization in free plan

Best for: Agencies and teams who want fast insights without building from scratch

Pricing: Free (basic), Paid plans start at \$91/month

## Microsoft Power BI

Features:

- Advanced analytics, drill-down capabilities
- Robust enterprise-grade tool
- Deep integration with Microsoft ecosystem
- Complex interface for beginners

Best for: Mid-to-large teams needing detailed, scalable reporting

Pricing: Free (desktop), Pro plan at \$10/user/month

## Tableau

Features:

- Highly customizable visuals
- Best-in-class enterprise dashboarding
- Strong data blending capabilities
- Expensive and requires training

Best for: Enterprise teams with dedicated analysts or developers

Pricing: Starts at \$70/user/month