Looker

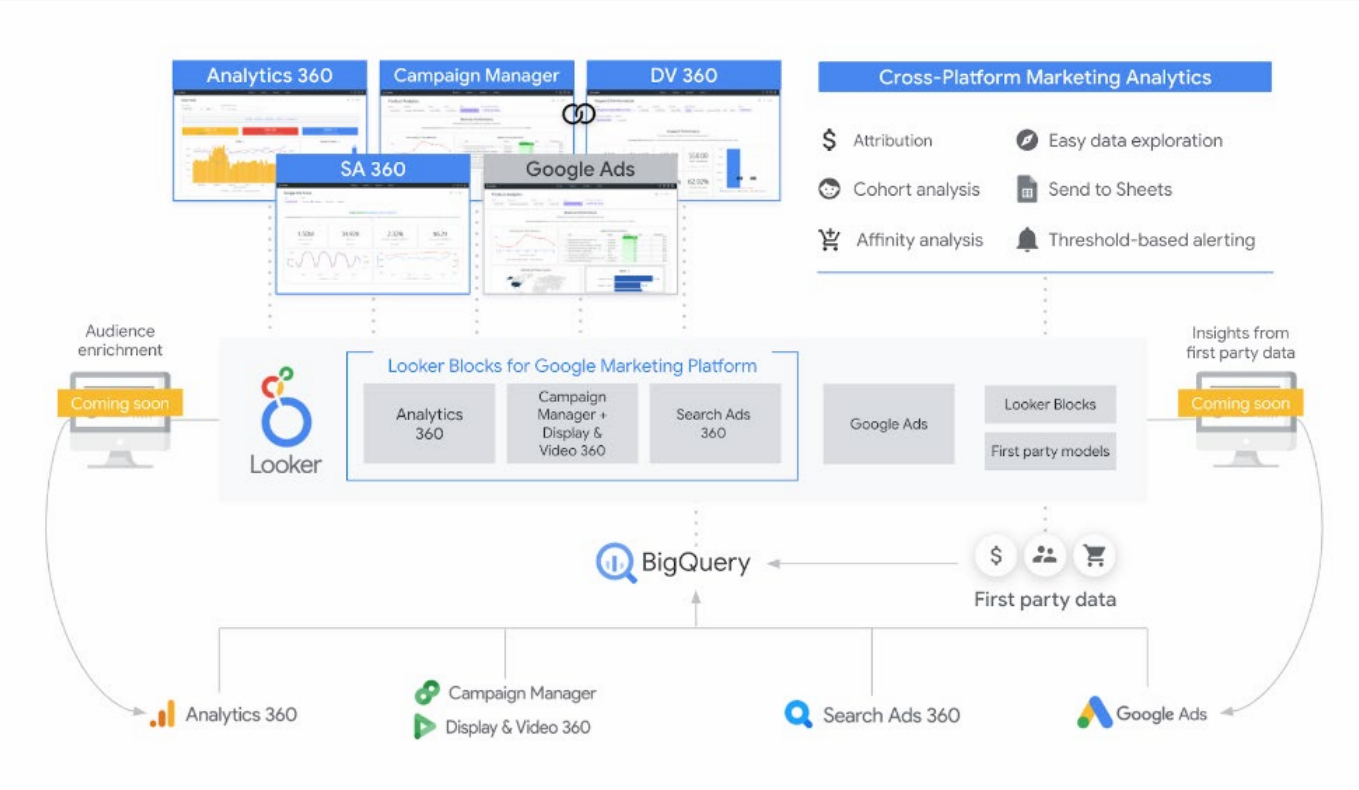# Looker Blocks™ for Google Marketing Platform

Gain a broader understanding of customer interactions with deeper, more relevant insights.

Google Cloud

Power users of Google Marketing Platform are masters in the art of pulling insights out of the consoles. However, the broader teams involved in designing, launching, and managing digital marketing campaigns must rely on power users for insights around their advertising and web data. Looker's unified platform for data experiences expands access to insights beyond the console for everyone, and opens up new, more advanced analytic possibilities for power users.

With the new **Looker Blocks** for Google Marketing Platform, companies can jumpstart their journey to more advanced marketing analytics with Looker. In partnership with the team at GMP, Looker crafted Blocks for Google Marketing Platform to quickly provide a foundation of robust and shareable analytics for GMP advertising and web data. This foundation provides GMP customers with a starting point to a 360 degree view of their customer as they incorporate their first-party data into Looker.
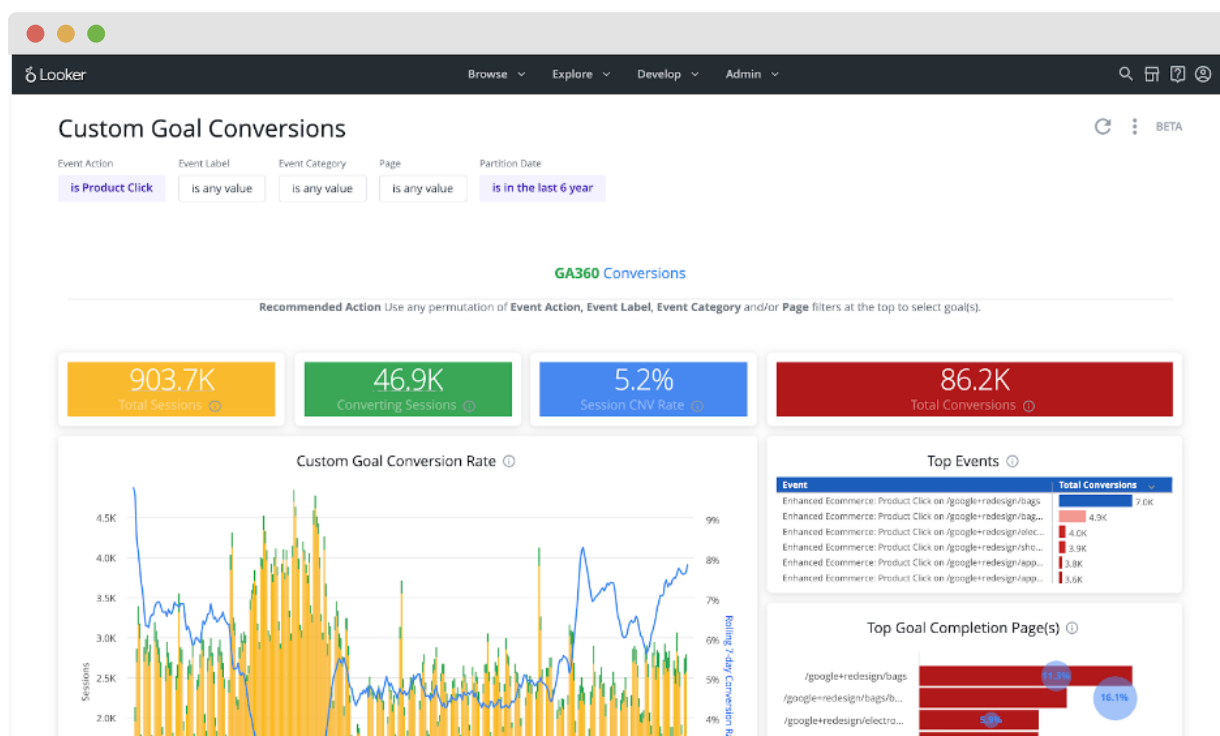

Unify your Google Marketing Platform data within Looker where you can expand your marketing analytics to any other data source

Google Analytics 360 Block

Google Analytics 360 users get immediate access to reports with flexible configuration capabilities, enabling you to unlock custom insights beyond the standard GA reporting. . This Block also provides turn-key propensity models via integration with BigQuery Machine Learning platform. More importantly, users can customize audience segments, define custom goals to track, and share these reports with teammates who do not have access to the GA console.

Dig into your Google Analytics 360 data today with dashboards for:
Overview | Custom Goal Conversions | Campaign Impact | Event Path Funnel | Behavior | Audience | Acquisition
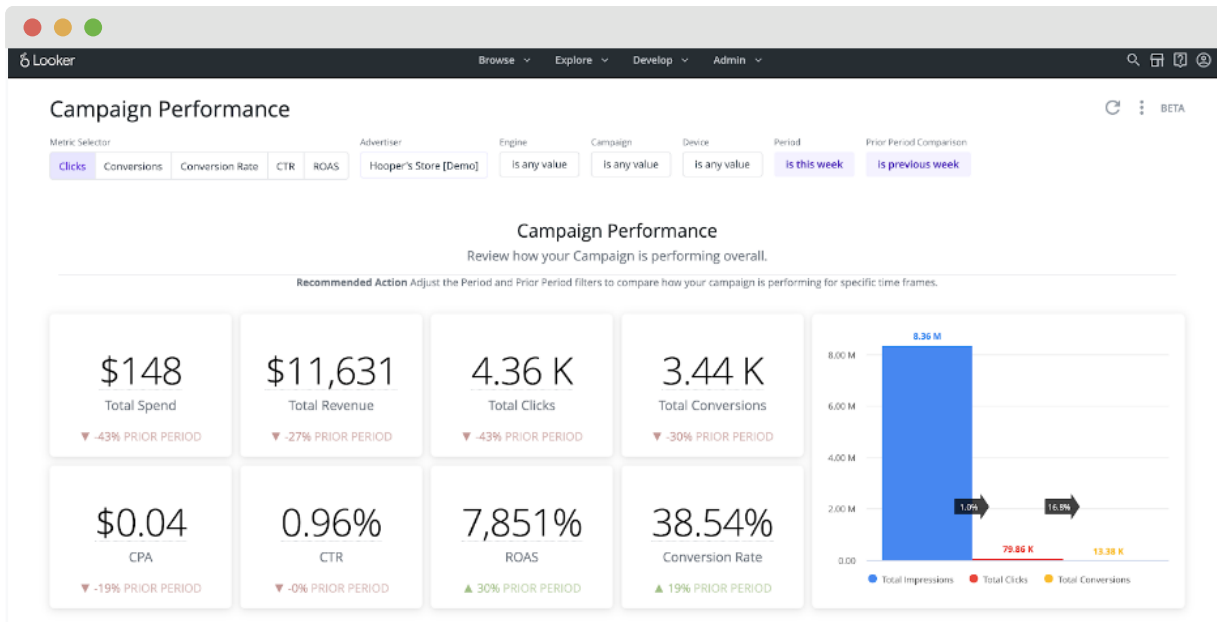

Identify historical trends around custom goals defined using pages, event actions, event categories, and event labels.

Campaign Manager + Display & Video 360 Block

Campaign Manager and Display & Video 360 customers can dig into out-of-the-box reports based on all your Floodlight tags and campaign spend data. Explore individual campaign performance and customize metric breakdowns based on placement name, campaign tactic or other custom dimensions to understand which campaigns are having the most impact. Understand how changing things like technology, geography, inventory, and more impact who is responding (and not responding) to your campaigns.

Dig into your Campaign Manager + Display & Video 360 data today with dashboards for:
Reach Overview | Top Performers & Breakdowns | Campaign Overview | Data Health Check | IO Lookup | Line Item Lookup

Google Cloud

Toggle filters to understand campaign performance by different KPIs.

Search Ads 360 Block

Looker provides an easy, out-of-the-box Block to give you quick and easy access to your Search Ads 360 data, making it easy to compare performance across search engines. Looker's user-friendly filters allow anyone to customize reports to center around the KPIs they're driving towards. You can easily understand bidding optimization's impact on campaign performance based on the metrics that matter most to you or your client's business. Finally, perform analysis to understand which products are your highest earners to optimize your spend and increase ROI, and share that across your business.

Dig into your Search Ads 360 data with dashboards for:
Overview | Campaign Performance | Keyword Performance | Product Analytics

Improve online advertising ROI by giving more people in your organization the ability to explore and to analyze the impact of every dollar spent. Unlock the power of your web traffic by opening it up to colleagues with different context on your customers.

Looker customers can add the Google Marketing Platform Blocks to their instance today from the in-product Marketplace or the online Blocks Directory.

Explore more about Looker Blocks for Google Marketing Platform.

Google Cloud