

Looker Studio (previously called Google Data Studio) is Google's free tool that turns raw data into easy-to-understand, visually engaging dashboards. Instead of sorting through spreadsheets or logging into multiple platforms, your client can view all their key marketing, sales, or business metrics in one place—with live updates and professional design.

At White Label IQ, we build fully customized Looker Studio dashboards tailored to what your client wants to measure—whether it's SEO results, ad spend, conversions, email performance, or even CRM data. These dashboards are interactive, automated, and can be shared with anyone—no technical knowledge required.

Who This Is For / When to Offer It

Offer this service when your client wants better visibility into their performance without relying on manual reports or logging into multiple platforms. It's a strong fit for:

- **Agencies** who want to provide clean, client-facing performance dashboards
- **E-commerce brands** looking to track sales, ad spend, and marketing ROI in one place
- **Marketing teams** who run multi-channel campaigns (SEO, PPC, email, social) and need centralized reporting
- **SaaS and tech companies** who want to monitor signups, user engagement, or support KPIs
- **Businesses** still pulling data manually into Excel or Google Sheets

Signs your client may need this:

- "Can you send a report each week or month?"
- "We're spending on ads, but not sure what's working."
- "We don't really know how our campaigns are performing."
- "Our leadership wants a dashboard for quick updates."

What's Included

This service delivers a fully customized Looker Studio dashboard built around your client's goals. Standard deliverables include:

- ✓ A **discovery call** to understand reporting needs and define key metrics
- ✓ A **custom Looker Studio dashboard** built specifically for your client
- ✓ Up to **5 connected data sources** (e.g., Google Analytics, Ads, Meta Ads, Mailchimp, etc.)
- ✓ Up to **7 dashboard pages or sections**
- ✓ Optional **branding and visual customization** using client-provided logo, fonts, and color codes
- ✓ **Live data updates** (pulls data directly from platforms—no manual refresh)
- ✓ A **30-minute walkthrough Zoom session** to review and explain the dashboard
- ✓ **2 rounds of minor revisions** within 15 days of initial delivery
- ✓ **15 days of post-delivery support** (we retain access during this time to make fixes or tweaks)

This ensures your client receives a usable, polished, and accurate dashboard without overwhelming complexity.

What's NOT Included (Unless Quoted Separately)

To keep the scope clear and manageable, the following are **not included** in the base service unless discussed and approved in advance:

- ✗ **Fixing broken or incomplete data** (e.g., misconfigured GA4, missing tracking, etc.)
- ✗ **Third-party connector costs** (e.g., Supermetrics, Power My Analytics — these are client's responsibility)
- ✗ **Unlimited revisions** (only 2 rounds are included; extra rounds are treated as new scope)
- ✗ **Post-scope enhancements** (any changes requested after final approval require a new quote or change order)

This helps protect your timelines, maintain project clarity, and ensure a professional delivery process.

Pricing	
This service is custom-quoted based on the number of data sources, complexity of metrics, and level of customization.	
Typical price range	\$450 to \$2,500 per dashboard

What affects pricing:

- Number of data sources (e.g., GA4, Google Ads, Meta Ads, CRM, etc.)
- Complexity of data connections or metric calculations
- Amount of branding or visual customization
- Whether the client’s data is clean and ready—or needs prep work
- Number of dashboard pages/ sections
- Inclusion of advanced filtering, segmentation, or user roles

We’ll provide a clear estimate once we understand the client’s reporting goals, platforms involved, and available data.

What the Agency Needs to Collect From Their Client

Before we begin, please gather the following:

- **Platform Access**
Logins or API-level access for platforms like GA4, Google Ads, Meta Ads, Mailchimp, CRM, etc. (Admin/Manager access preferred)
- **Branding Assets (optional)**
Logo, color hex codes, and font preferences if the dashboard should match the client’s brand
- **Template Preference**
Confirm if the client wants a branded dashboard or is fine using our clean, default layout
- **Known Issues**
Let us know if there are any problems with tracking or missing data. Fixes are not included but can be quoted separately.

Process & Timeline

Here’s what to expect once the project begins:



Agency’s Responsibilities vs. White Label IQ’s Responsibilities

Agency	White Label IQ
Schedule call and gather client’s reporting needs	Lead discovery call to define KPIs and reporting goals
Provide platform access and brand assets	Build and configure Looker Studio dashboard
Confirm if branding or default layout is preferred	Style the dashboard using provided branding (if available)
Inform us of any known data/tracking issues	Identify broken or missing data during setup
Coordinate client feedback and approvals	Deliver walkthrough and apply 2 rounds of revisions
Communicate directly with the end client	Provide 15 days of post-delivery support
Handle licensing for premium connectors (if used)	Recommend add-ons or next steps if needed

How Agencies Can Sell This Service

Key Benefits

- **All-in-One View**
Combines data from GA4, Ads, social, and more—into one clear dashboard
- **Real-Time Updates**
Automatically pulls data—no manual refresh or spreadsheets
- **Client-Friendly**
Clean, branded visuals that are easy to read and share
- **Proof of Performance**
Makes it easy to show ROI on SEO, ads, or campaigns
- **Time-Saving for Your Team**
Automates monthly/weekly reporting tasks

When to Recommend

- When a client asks for regular performance reports
- When a client complains they can’t track results easily
- When onboarding a new retainer or ongoing service
- If your team is manually pulling data across platforms
- Before quarterly reviews or leadership updates

Common Add-Ons / Upsell Opportunities

These services pair well with Looker Studio dashboards and can increase project value:

- **Extra Data Sources**
Add more than 5 platforms (e.g., HubSpot, Salesforce, etc.)
- **GA4, GTM, or CRM Setup/Audit**
Ensure reliable tracking and clean data feeds
- **Additional Dashboard Pages**
Go beyond the standard 7 sections
- **Ongoing Dashboard Maintenance**
Monthly updates, enhancements, or managed reporting
- **Data Fixes & Cleanup**
Help clients with broken GA4, missing conversions, or messy CRM data
- **SEO, Paid Media, or Email Services**
Dashboards make it easier to show the impact of these services

These add-ons let you position reporting as the foundation of a broader, results-focused strategy.