

kick
point

Getting Started with Google Data Studio

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What is Google Data Studio?

Google's answer to reporting and dashboards.

Many data source options, including Google Sheets and databases.

Connectors	
	File Upload
	AdWords
	Attribution 360
	BigQuery
	Cloud SQL
	DCM
	DFP
	Google Cloud Storage
	Google Analytics
	Google Sheets
	MySQL
	PostgreSQL
	Search Console
	YouTube Analytics

**If you can put it in a Google
Sheet, you can visualize it in
Data Studio.**

Bonus: Calculated Metrics!

There are some limitations.

You can't compare two data sources in the same chart.

(Unless it's already combined in a Google Sheet.)

**There aren't a lot of non-Google
data sources for GDS (yet).**

Enter RivallQ!

<https://help.rivaliq.com/using-rival-iq/google-data-studio-connector>



Rival IQ Social Analytics

By [Rival IQ](#)

Pull social media and SEO analytics from your Rival IQ account into Google Data Studio.

[LEARN MORE](#) [REPORT AN ISSUE](#)

It is your responsibility to review and comply with all applicable third party TOS.

 **Attention:** This connector has not been verified or reviewed. It is recommended that you only use community connectors from trusted sources.

API Key [?](#)

XXXXXXXX-XXXX-XXXX-XXX-XXXXXXXXXX

Find this in your Account Settings / Email & Password page.

Landscape Id [?](#)

Find this in your landscape ID page.

Data Set [?](#)





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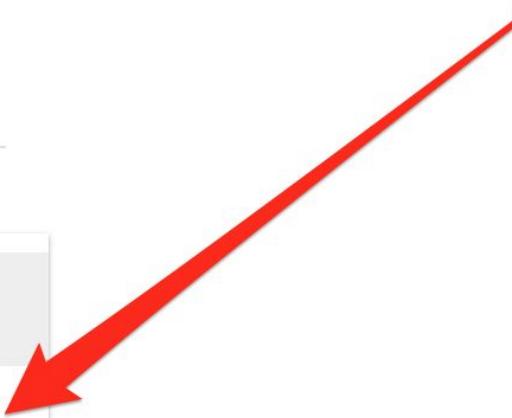
Attention: This connector has not been verified or reviewed. It is recommended that you use caution when using this connector.

API Key [?](#)

Landscape Id [?](#)

Data Set [?](#)

- Social Posts
- Daily Metrics**
- Summary Metrics



Summary Metrics

**Aggregate data, with one row
of data per company.**

Daily Metrics

**Aggregate data, with one row
of data per company per day.**

Social Posts

Post-level data, including engagement metrics, message, and metadata. One row per post.



Untitled Data Source



Field Editing in Reports: ON

CONNECT



Connectors

File Upload

AdWords

Attribution 360

BigQuery

Cloud SQL

DCM

DFP

Google Cloud Storage

Google Analytics

Google Sheets

MySQL

PostgreSQL

Search Console

YouTube Analytics

Community Connectors

Rival IQ Social Analytics
By Rival IQ



Rival IQ Social Analytics

By Rival IQ

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[LEARN MORE](#) [REPORT AN ISSUE](#)

It is your responsibility to review and comply with all applicable third party TOS.

API Key

XXXXXXXX-XXXX-XXXX-XXX-XXXXXXXXXX

Landscape Id

Data Set

...



Field Editing in Reports: ON

CONNECT





ALL

OWNED BY ME

SHARED WITH ME

TRASH

Well named

Search

Today

Owner

Last opened by me



Rival IQ - Craft Beer (Summary Metrics)

Seth Bridges

4:14 PM



Rival IQ - ACC (Summary Metrics)

Seth Bridges

4:13 PM



Previous 30 days

Owner

Last opened by me



Rival IQ Social Analytics

Seth Bridges

Feb 14, 2018



Rival IQ Social Analytics

Seth Bridges

Feb 10, 2018



Rival IQ Social Analytics

Seth Bridges

Feb 6, 2018



Rival IQ Social Analytics

Seth Bridges

Jan 26, 2018



Rival IQ Social Analytics

Seth Bridges

Jan 26, 2018



Rival IQ Social Analytics

Seth Bridges

Jan 25, 2018



Earlier

Owner

Last opened by me

Poorly named



Add all 3 data sets to your report.



**Then you can display different
data sets in the same report.**

Recreating RivallQ in GDS

Let's compare Social Engagement and Social Activity.



+ Add a page



DATA STYLE

Data Source

NFL // RivalIQ // Su...

Available Fields



Dimension

RBC Company Name

123 Company Id

RBC Company Name

RBC Compare Period End D

RBC Compare Period Start

RBC Google Plus Verified

RBC Main Period End Date

RBC Main Period Start Date

123 Cross Channel Average

123 Cross Channel Social /

123 Cross Channel Social (

123 Cross Channel Social E

123 Facebook Average Eng

123 Facebook Average Eng

123 Facebook Average Pos

123 Facebook Page Likes

CREATE NEW FIELD

Metric X

123 Cross Channel Soci...

123 Cross Channel Average

123 Cross Channel Social /

123 Cross Channel Social /

123 Cross Channel Social /

123 Cross Channel Social (

123 Cross Channel Social E

123 Facebook Average Eng

123 Facebook Average Pos

123 Facebook Page Likes

Sort

123 Cross Channel Soci...

123 Cross Channel Average

123 Cross Channel Social /

123 Cross Channel Social /

123 Cross Channel Social /

123 Cross Channel Social (

123 Cross Channel Social E

123 Facebook Average Eng

123 Facebook Average Pos

123 Facebook Page Likes

Descending

Default Date Range

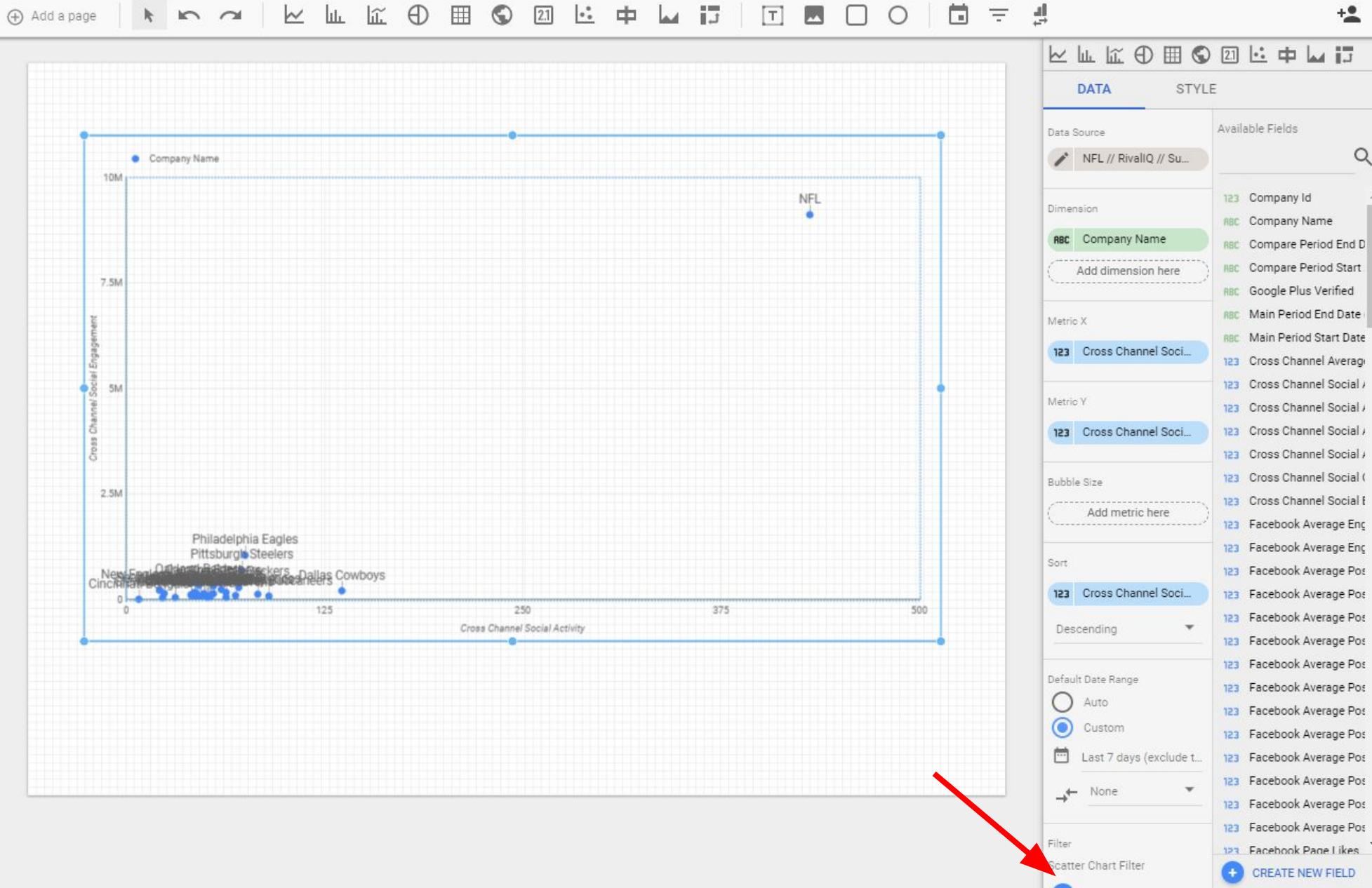
 Auto Custom

Last 7 days (exclude t...)

None

Filter

CREATE NEW FIELD



Create Filter

X CLOSE

Name

Exclude NFL

Data source

NFL // RivalIQ // Summary Metrics

...

Exclude

A&C

Company Name

Equal to (=)

NFL

OR

AND

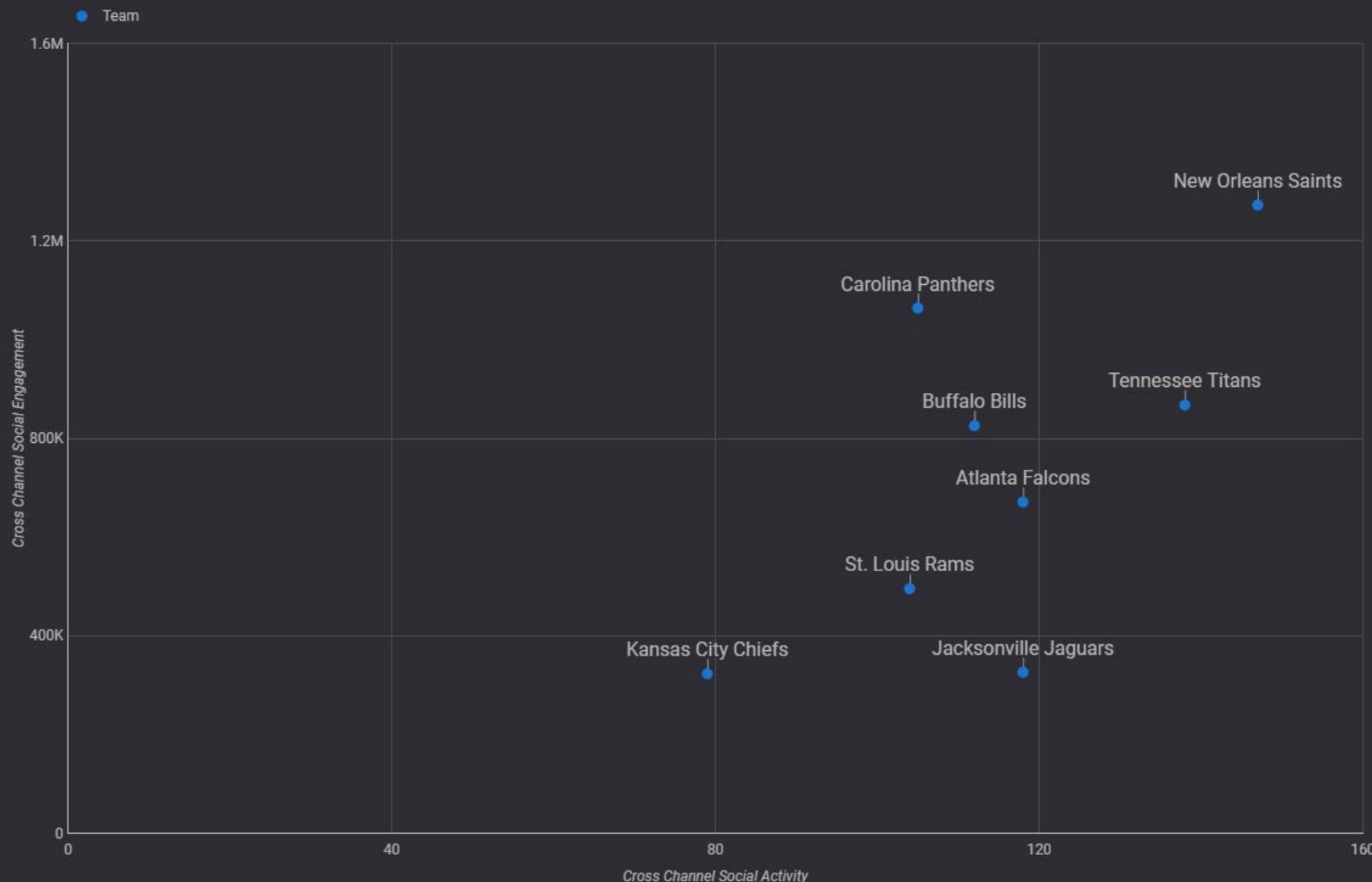
This filter has 1 clause

SAVE

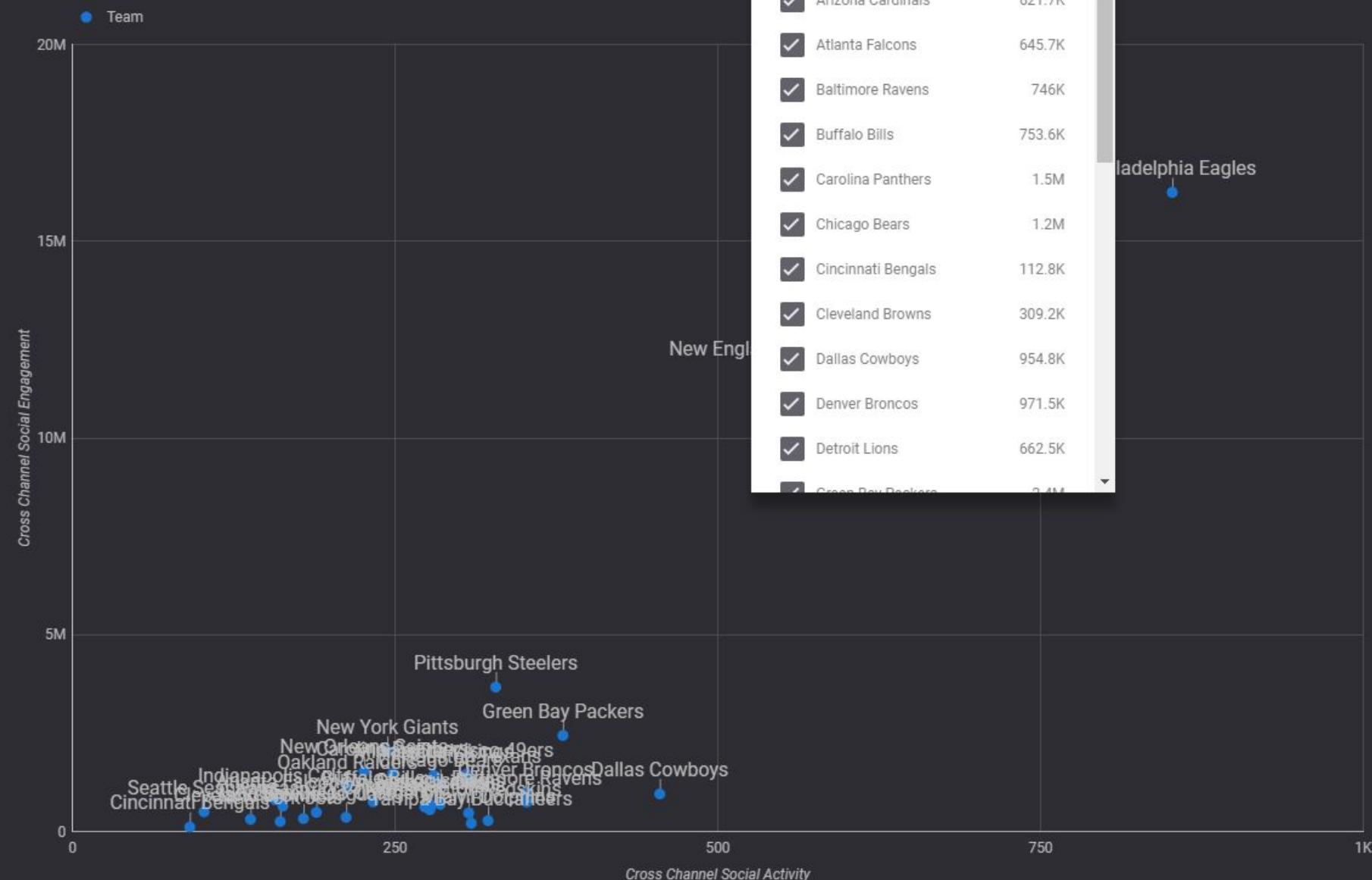
NFL Social Engagement vs Activity

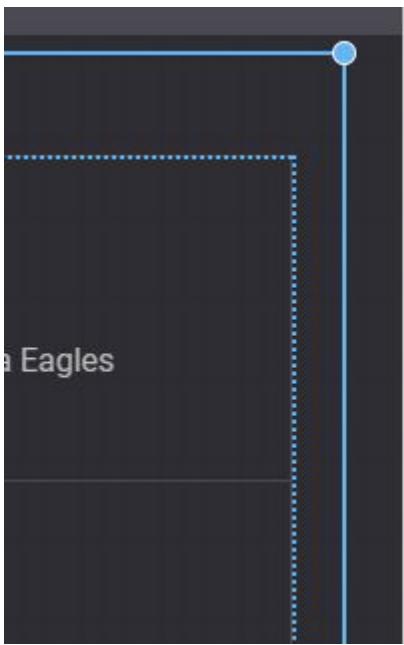
Team: Atlanta Falcons, Buffa... (8)

Jan 6, 2018 - Jan 7, 2018



NFL Social Engagement vs Activity





NFL // RivalIQ // Su...

Dimension	
123	RBC
RBC	RBC
RBC	RBC
RBC	RBC
Add dimension here	

Metric X	
123	Cross Channel Soci...
123	
123	

Metric Y	
123	Cross Channel Soci...
123	
123	

A red arrow points from the "Add dimension here" button to the "Company Name" dimension entry in the Dimension table.

Dimension

123	Company Id
RBC	Company Name

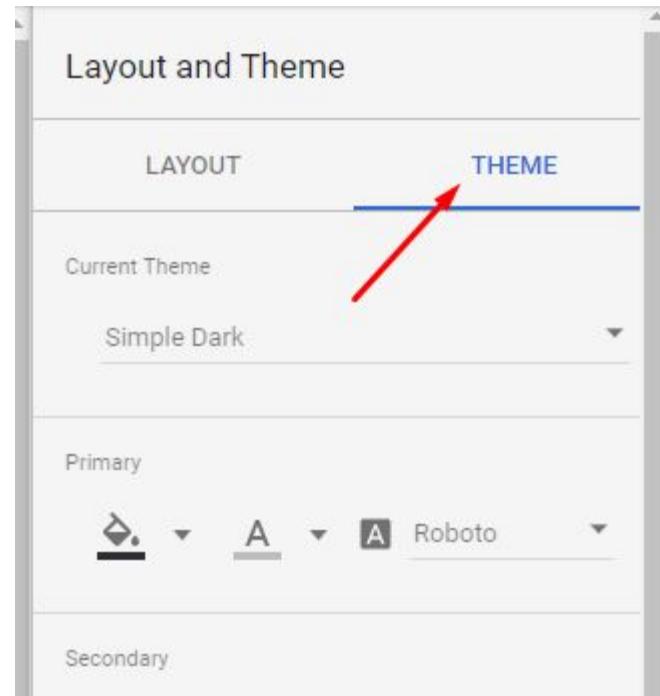
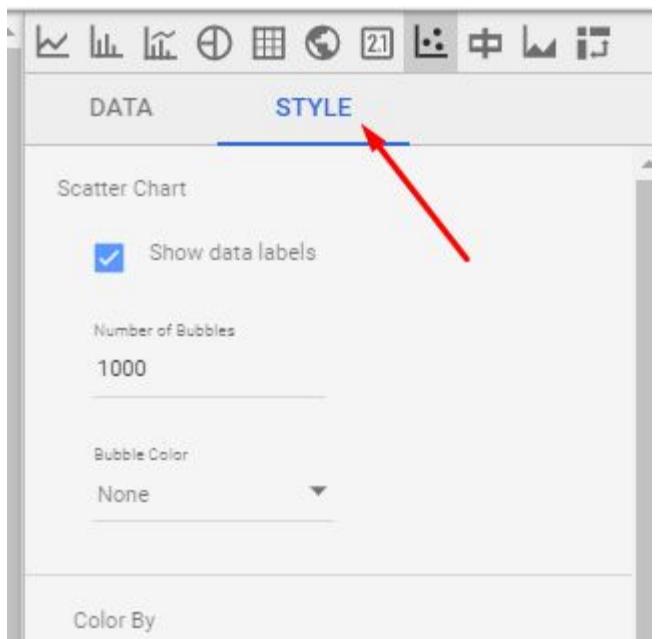
ABC Team

Name

Team

Type

- 123 Numeric
- RBC Text
- 📅 Date & Time
- ✗✓ Boolean
- 🌐 Geo
- 123 Currency
- 🔗 URL



Let's try a calculated field.

**Use calculated fields in
any filter/chart/graph,
or in another calculated field.**

Use basic math, or functions —
sum(), avg(), min(), max(),
regexp_match(), date_diff() ...

CASE

WHEN REGEXP_MATCH(Company Name, "New England Patriots|Buffalo Bills|Miami Dolphins|New York Jets") THEN "AFC East"

WHEN REGEXP_MATCH(Company Name, "Pittsburgh Steelers|Baltimore Ravens|Cincinnati Bengals|Cleveland Browns") THEN "AFC North"

WHEN REGEXP_MATCH(Company Name, "Jacksonville Jaguars|Tennessee Titans|Indianapolis Colts|Houston Texans") THEN "AFC South"

WHEN REGEXP_MATCH(Company Name, "Kansas City Chiefs|St Louis Chargers|Oakland Raiders|Denver Broncos") THEN "AFC West"

ELSE "NFC"

END

X Name Divisions ID calc_RlHbQWPI Formula ? CASE WHEN REGEXP_MATCH(



Index	Field	Type	Aggregation	Description
1	Divisions	RBC Text	None	
2	Published At (Data Studio...)	Date (YYYYMMDD)	None	
3	Presence Native Id	RBC Text	None	
4	Link	URL	None	
5	Channel	RBC Text	None	
6	Disapproval	123 Number	Sum	
7	Engagement Rate	123 Percent	Average	

NFL Social Posts

Channel

Team

Division

Feb 19, 2018 - Feb 25, 2018

Message	Channel	Division	Team	Post Link	Engagement Rate	Conversation Count	Applause
1. Your birth month + first letter of your first name. What did you get? 🤪	instagram	NFC	San Francisco 49ers	https://www.instagram.com/p/BXWzJLgAqDw/	2.55%	7,116	29,167
2. 🏈 on '18. Upcoming opponents:	instagram	AFC East	New England Patriots	https://www.instagram.com/p/BXWzJLgAqDw/	5.61%	3,965	165,516
3. Your birth month + the first letter of your first name - what did you get...	facebook	NFC	San Francisco 49ers	https://www.facebook.com/49ers/posts/10157000000000000	0.13%	2,214	2,271
4. The latest #NFLDraft predictions! Who do you want Big Blue to take? ...	instagram	NFC	New York Giants	https://www.instagram.com/p/BXWzJLgAqDw/	1.26%	2,052	17,869
5. 🏈 Tag the biggest Vikings fan you know! #Skol	instagram	NFC	Minnesota Vikings	https://www.instagram.com/p/BXWzJLgAqDw/	5.75%	1,931	36,414
6. Comment with 🏈 if you miss football season. #Skol	instagram	NFC	Minnesota Vikings	https://www.instagram.com/p/BXWzJLgAqDw/	4.52%	1,459	28,660
7. The 2018 #DallasCowboys coaching staff is official. Check our Instag...	instagram	NFC	Dallas Cowboys	https://www.instagram.com/p/BXWzJLgAqDw/	1.69%	1,158	41,930
8. Join us for our 2nd annual Colts Town Hall! Hear from head coach Fra...	facebook	AFC South	Indianapolis Colts	https://www.facebook.com/colts/posts/10157000000000000	0.09%	1,117	906
9. Tag a friend that would wear these. #HTTR	instagram	NFC	Washington Redskins	https://www.instagram.com/p/BXWzJLgAqDw/	3.85%	1,055	22,629
10. The 49ers will have the 15th toughest schedule in 2018. More notes: h...	facebook	NFC	San Francisco 49ers	https://www.facebook.com/49ers/posts/10157000000000000	0.26%	983	7,633
11. We've released ILB Brian Cushing. #ThankYouBrian	instagram	AFC South	Houston Texans	https://www.instagram.com/p/BXWzJLgAqDw/	3.32%	907	31,972
12. Listen in on Coach Pederson as he led the #Eagles to their first #Supe...	facebook	NFC	Philadelphia Eagles	https://www.facebook.com/eagles/posts/10157000000000000	0.83%	904	16,882
13. #BrotherlyLove	instagram	NFC	Philadelphia Eagles	https://www.instagram.com/p/BXWzJLgAqDw/	7.68%	851	110,120
14. The Buccaneers have released RB Doug Martin, who played six seas...	facebook	NFC	Tampa Bay Buccaneers	https://www.facebook.com/buccaneers/posts/10157000000000000	0.51%	762	3,040
15. 321 carries 85 catches 1,946 yards from scrimmage 11 touchdowns ...	facebook	AFC North	Pittsburgh Steelers	https://www.facebook.com/steelers/posts/10157000000000000	0.38%	761	20,688
16. 🏈 on 2018. Comment with the game you're most excited for. #HT...	instagram	NFC	Washington Redskins	https://www.instagram.com/p/BXWzJLgAqDw/	2.31%	729	13,477
17. The #DallasCowboys have announced their official coaching staff for ...	facebook	NFC	Dallas Cowboys	https://www.facebook.com/dallascowboys/posts/10157000000000000	0.08%	710	4,781
18. One year from now. One dollar down. One unforgettable vacation. Are ...	facebook	NFC	San Francisco 49ers	https://www.facebook.com/49ers/posts/10157000000000000	0.15%	692	4,690
19. It's official. @blakebortles05 signs a contract extension through the 2...	instagram	AFC South	Jacksonville Jaguars	https://www.instagram.com/p/BXWzJLgAqDw/	3.07%	656	10,733
20. @charley.casserly's projection for No. 6 🏈 #MockDraftMonday	instagram	AFC East	New York Jets	https://www.instagram.com/p/BXWzJLgAqDw/	1.77%	649	8,883
21. The free ticket lottery for the 2018 NFL Draft, which is being held at A...	facebook	NFC	Dallas Cowboys	https://www.facebook.com/dallascowboys/posts/10157000000000000	0.05%	642	2,895
22. Marty Hurney named GM	instagram	NFC	Carolina Panthers	https://www.instagram.com/p/BXWzJLgAqDw/	1.25%	621	17,568
23. #LIVE: Missi & Bob give a roster update, key dates to look for, #NFLCo...	facebook	AFC North	Pittsburgh Steelers	https://www.facebook.com/steelers/posts/10157000000000000	0.02%	618	867
24. The Tennessee Titans will unveil new uniforms April 4th on Broadway ...	facebook	AFC South	Tennessee Titans	https://www.facebook.com/titans/posts/10157000000000000	0.48%	606	2,677
25. Willie Lanier: The first African-American middle linebacker in the AFL, ...	instagram	AFC West	Kansas City Chiefs	https://www.instagram.com/p/BXWzJLgAqDw/	1.92%	581	11,084

What is the “quality” of each social post?

Social Quality Score

$$\frac{(\text{Amplification} * 5) + (\text{Conversation} * 3) + (\text{Applause})}{(\text{Presence Reach} * 9)}$$

NFL Social Quality

Channel

Team

Division

Jan 29, 2018 - Feb 25, 2018

Message	Channel	Division	Team	Post Link	Engagement Rate	SQS
1. WATCH IT AGAIN! Eli and Odell dance in hilarious Super Bowl commercial at the...	facebook	NFC	New York Giants	https://www.facebook.com	23.8%	9.3%
2. Not the outcome we wanted, but proud to play for you, #PatriotsNation. Thanks ...	instagram	AFC East	New England Patriots	https://www.instagram.com	13.9%	1.7%
3. SUPER. BOWL. CHAMPIONS. #FlyEaglesFly	instagram	NFC	Philadelphia Eagles	https://www.instagram.com	29.1%	3.6%
4. SUPER BOWL CHAMPIONS! #FlyEaglesFly	facebook	NFC	Philadelphia Eagles	https://www.facebook.com	11.6%	3.6%
5. TB12. GOAT. MVP.	instagram	AFC East	New England Patriots	https://www.instagram.com	11.7%	1.3%
6. Thank you, Matty P!	instagram	AFC East	New England Patriots	https://www.instagram.com	11.3%	1.3%
7. Our coach. #FlyEaglesFly	instagram	NFC	Philadelphia Eagles	https://www.instagram.com	23.1%	2.7%
8. #FlyEaglesFly	facebook	NFC	Philadelphia Eagles	https://www.facebook.com	9.1%	2.9%
9. Family.	instagram	AFC East	New England Patriots	https://www.instagram.com	9.8%	1.1%
10. LET'S GOOOOOOO.	instagram	AFC East	New England Patriots	https://www.instagram.com	9.1%	1.0%
11. Only one QB has ever thrown for a TD and caught a TD in the same #SuperBowl.	instagram	NFC	Philadelphia Eagles	https://www.instagram.com	18.8%	2.2%
12. One game is all we got. One game is all we need. #SuperBowl #FlyEaglesFly	facebook	NFC	Philadelphia Eagles	https://www.facebook.com	8.0%	2.1%
13. SUPER. BOWL. CHAMPIONS. #FlyEaglesFly pic.twitter.com/SGgFJDz4LI	twitter	NFC	Philadelphia Eagles	https://twitter.com/	7.7%	2.1%
14. On our way to the Super Bowl!	instagram	AFC East	New England Patriots	https://www.instagram.com	7.9%	0.9%
15. Send-off selfies.	instagram	AFC East	New England Patriots	https://www.instagram.com	7.9%	0.9%
16. #SuperBowl MVP.	instagram	NFC	Philadelphia Eagles	https://www.instagram.com	16.4%	1.9%
17. Philly Special. #FlyEaglesFly	instagram	NFC	Philadelphia Eagles	https://www.instagram.com	16.0%	1.9%
18. A super setup. #GoPats #NotDone	instagram	AFC East	New England Patriots	https://www.instagram.com	7.4%	0.8%
19. Final score.	instagram	AFC East	New England Patriots	https://www.instagram.com	7.0%	0.9%
20. Hello, Minnesota.	instagram	AFC East	New England Patriots	https://www.instagram.com	6.9%	0.8%
21. A message from the MVP:	instagram	AFC East	New England Patriots	https://www.instagram.com	6.6%	0.8%
22. GOING GRONKERS.	instagram	AFC East	New England Patriots	https://www.instagram.com	6.4%	0.9%
23. 17 finds the end zone. #FlyEaglesFly	instagram	NFC	Philadelphia Eagles	https://www.instagram.com	13.5%	1.5%
24. Deebo or Dola?	instagram	AFC East	New England Patriots	https://www.instagram.com	6.1%	0.7%
25. A special visitor at yesterday's practice. Hi, @vincewilfork!	instagram	AFC East	New England Patriots	https://www.instagram.com	5.9%	0.7%

Where can you go with this?

**What are the questions that you
need answered?**

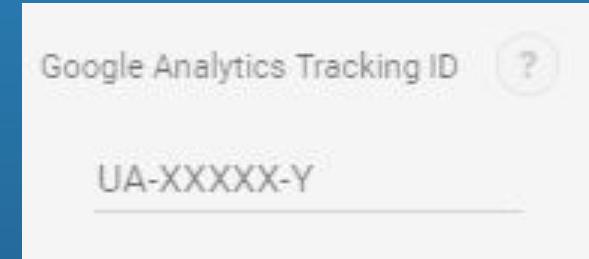
**Does increased social
engagement result in
increased sales?**

When are the best days/times to publish ads?

What questions do your clients or bosses ask?

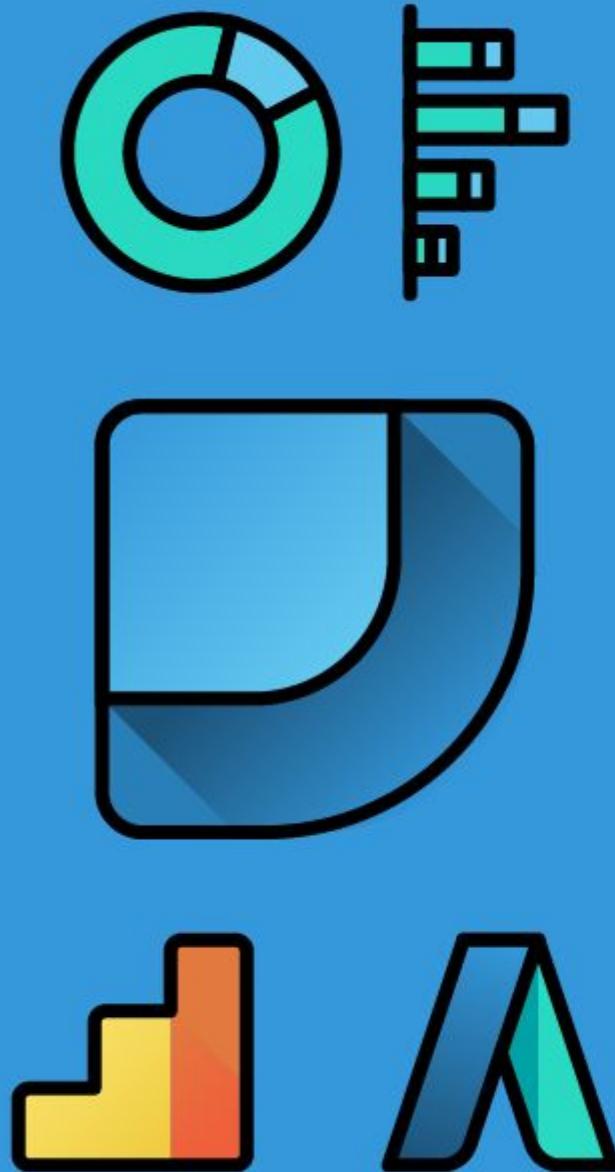
Bonus Tip!

File > Report Settings



View the Report

kickpoint.ca/rivaliq-gds/



kick
point

Thank You!

Dana DiTomaso
[@danaditomaso](https://twitter.com/danaditomaso)