



Dashboard for Google Analytics

App “Dashboard for Google Analytics” leverages website performance through ubiquitous KPI availability

Google Analytics conversions, revenue or visitors in real-time and all at a glance on the iPhone.

ZURICH – April 3, 2014 – Available on April 3, the new release of the iPhone app “Dashboard for Google Analytics” boosts the efficiency and effectiveness of busy managers, business men or bloggers: It enables Google Analytics users to quickly check and compare online KPIs with their targets, drill down to pre-segmented reports and instantly take actions for improving a website’s performance.



The app brings Google Analytics conversions, revenue or metrics to a user’s iPhone or iPad and allows to monitor the website’s performance anytime and in real-time. An intuitive and customizable dashboard shows at a glance standard metrics or custom conversions like newsletter subscriptions or contact requests. Highlighted in red or green it is visible right away whether one meets the targets set for today, for this week or this month.

But it’s not just about accessing Google Analytics KPIs in a fast and location-independent manner. A real-time view of what’s happening right now on the website is another key asset of the app. The real-time report updates visitor data every other second and displays the values like heart beats on an ECG – the website’s health status in the palm of the hand.

Marco Hassler, one of the initiators of the Dashboard app states: “If you’re worried about your website’s performance then you must check your analytics KPIs continuously and quickly, no matter where you are. This is what Dashboard Pro has been designed for: Fast, real-time, intuitive and with a strong focus on conversions.”

Having a quick and instant overview of the important metrics is one thing. Getting the right details for answering upcoming questions is another one. Dashboard Pro drills down to more than 80 Google Analytics reports, including most of the known Google Analytics reports like browsers, cities, mobile devices, new vs. returning, referrals, search key words, adWords, content pages, events or even custom variables. The reports can easily be segmented for a professional in-depth analysis by just selecting a KPI on the dashboard. So identifying the most converting search keywords, the

campaign with the highest ecommerce revenue, or the number of orders via mobile devices is just a matter of seconds. This is why the app is an extremely powerful must-have tool for managers and business men.

Dashboard for Google Analytics is available for free for a limited number of KPIs and reports and can be upgraded to a Pro edition for 6.99\$/year. It requires iPhone or iPad with iOS 7 or later and is on sale worldwide on the Apple app store (<https://itunes.apple.com/app/ideashboard-for-google-analytics/id433586090?mt=8>).

The unique features of Dashboard for Google Analytics are:

- Real-time dashboard and auto-updating chart
- Strong focus on individual goal conversions and targets
- Quick down drilling to more than 80 detailed reports and charts
- Intuitive segmentation by KPI for an effective in-depth analysis

For more information please visit our website (<http://www.digital-analytics.biz>). A video of the app in action can be found at <http://youtu.be/y1SYQkBgghw>.

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Feel free to contact us if you have any questions about the app, or if you'd like a promo code for review of the app before it is on sale. Thank you in advance for considering our app for review.

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YouTube Video: <http://youtu.be/y1SYQkBgghw>

Website: www.digital-analytics.biz

To download the app: www.bit.ly/1gRvjSN

The whole app press kit containing video, images and screenshots can be downloaded at <http://www.digital-analytics.biz/iDashboard/presskit.html>.