

Looker Basics

What is Looker and why is it useful?

Looker is a place to get answers. When you open Looker, you should have a question that you're trying to answer.

Looker answers questions about campaign spending, performance, audience and revenue.

Questions like:

- How much did we spend on Twitter campaigns during the same period last year?
- How is my campaign doing this week over last week?
- For this IO, how are we doing on tracking on budget against flight time?
- What is our return on ad spend (ROAS) for this campaign?
- What percent of clicks have converted to purchases over the last three months?

The answers to these questions can be grouped together, shown as data or charts, used for internal use or shared with clients, and sent automatically as emailed reports.

For example

In the Dashboard "[Campaign Checkup](#)," each Tile answers its own question about Facebook performance.

The Tiles across the top of this Dashboard fulfill typical client questions like. "How much did we spend for different Lookback windows?"

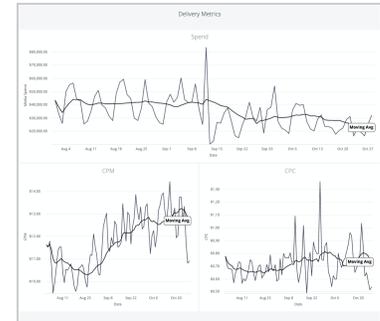
\$31,938.58 Spend (Yesterday)	\$57,185.42 Spend (This Week)	\$156,164.95 Spend (Last week)
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There's a pacing Tile, which answers the question "How are we doing on campaign completion of budget against time frame?"

Pacing Tracker					
SC Campaign Name	SC Campaign Platform	SC Campaign End Date	Flight Pacing	Spend Pacing	Pacing Delta
1 Beachbody_BOD_Prospeting_Lens R/F_WebView_10.9.19 (F-SLC Wellness - WARRIOR)	SNAPCHAT	2020-01-01	24.4%	⊖	⊖
2 Beachbody_BOD_Prospeting_Lens R/F_WebView_10.9.19 (F-SLC Wellness - GLOW)	SNAPCHAT	2020-01-01	24.4%	⊖	⊖
3 Beachbody_BOD_Prospeting_Lens R/F_WebView_10.9.19 (F-SLC Fitness - WARRIOR)	SNAPCHAT	2020-01-01	24.4%	⊖	⊖
4 Beachbody_BOD_Prospeting_Lens R/F_WebView_10.9.19 (F-SLC Fitness - GLOW)	SNAPCHAT	2020-01-01	24.4%	⊖	⊖
5 Openfit_OF_Middle Funnel Prospeting_CPA_Conversion_1.17.19	FACEBOOK	2019-12-31	81.6%	87.3%	5.7%
6 Beachbody_BOD_Creative Insights Test_CPA_Conversion_10.22.19	FACEBOOK	2019-11-05	42.9%	47.1%	4.2%
7 Beachbody_BOD_Retargeting_CPA_Conversion_12.13.18	FACEBOOK	2019-12-31	83.9%	79.8%	-4.1%
8 Beachbody_BOD_Prospeting NEW_MAJ_3.19.19	FACEBOOK	2019-12-31	77.8%	70.2%	-7.6%
9 Beachbody_CA_BOD_Prospeting_CPA_Conversion_5.03.19	FACEBOOK	2019-12-31	82.9%	69.3%	-13.6%

Then there are Tiles showing individual delivery and performance KPI's the client tracks, which answer

- “How much have we spent over the last three months?”
- “What has our Cost Per Thousand (CPM) impressions and Cost Per Click (CPC) been over the last three months?”
- “What has each purchase conversion cost us?”
- “How many dollars have we received for every dollar we’ve spent?”
- “What percent of clicks have converted to purchases over the last three months?”



Getting help

Whether you're brand new to Looker, trying to figure out something new, or running into a problem, there are several ways to get help with our company's instance of Looker.

- At the top of every page in the Looker application is a Help button which links to Looker's official documentation at docs.looker.com. Search for something specific or follow one of the suggested learning paths.
- Ask a question in the [#looker-chat Slack channel](#). Include a link to the content you are having trouble with. This Slack channel is also a great place to check for updates on any issues with the system or data.
- Email product-feedback@ourcompany.com. Use this email for any data related issues with reports, using the Labeling Service, questions about Excelifier, (ideally anything that is related to Reporting should be asked here).
- There is documentation on Confluence about [Using Excelifier](#), [Working with FB Unique metrics](#), and a [Report Style Guide](#).



Understanding Explore

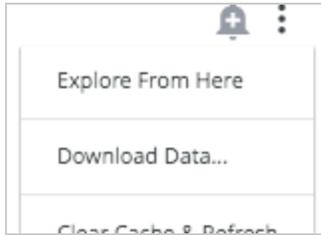
Think of Explore as a query tool with a fixed data set. Most of the Explores in our Looker instance are related to a specific media platform.

For example, the Snapchat Performance Explore allows you to query and create charts for brand product information within Snapchat campaigns. While the Facebook Performance by Breakdowns Explore is for demographic information.

The few exceptions to this, such as Rev Ops and AIP, are specific Explores for those teams.

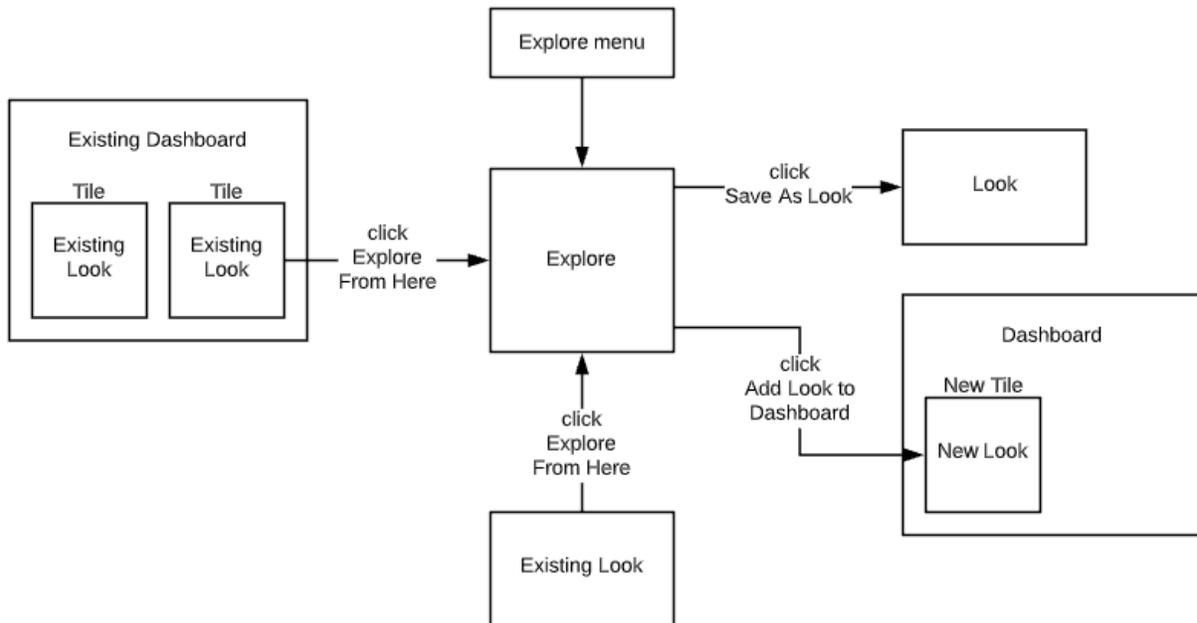
While Explores are for exploring data, they are not where things are saved. Once someone has the data looking how they want, they can save it as a standalone query called a Look, or they can add it to a Dashboard.

It is possible to examine the saved Looks created by other people, opening them via Explore From Here to poke around with the settings without any impact to the original.



If the results are similar to what is needed for your own work it's very easy to save your own Look from here.

Starting from the Explore menu at the top of the page will always open a blank Explore, but it is strongly recommended that all new Looks and Dashboards are created by copying existing ones.



Inside an Explore

The data for each Explore can be viewed and selected from the field picker on the left side. Each collapsible grey section in the picker is called a view. Most of the views in each Explore are unique, though there are a few common ones such as Advisor Objects, [Settings] and [Dimensions].

By expanding each view, you can see Dimensions and Measures. Dimensions can be thought of as characteristics we want to group things by, and Measures are information about that group of data. These are the data values used to build a query.

All Measures and Dimensions can be used to filter data. Most queries need, at minimum, a Brand Name and some date parameters. Not including these would mean your query would return results on all brands for all recorded time- this type of query would put strain on the system.

For example

To understand how Measures and Dimensions work together in the Explore, let's step through building a very simple Look.

Starting from the All Platforms Explore, I create a query looking only at the Campaign Platform Dimension, filtered on a Start date range and single Brand Name. This yields a list of Campaigns starting during that period. In this example there are only two Platforms: Facebook and Pinterest.

	DATA	RESULTS	SQL
	Settings	SC Campaign Platform ^	
1	FACEBOOK		
2	PINTEREST		

If I then add the Campaign Name Dimension and Run the query, the results would include every Campaign Name on either Facebook or Pinterest.

	Settings	SC Campaign Platform ^	Dimensions	SC Campaign Name
1	FACEBOOK		Butterball_Ground_5.1-9.30_Auction_AWARENESS	
2	FACEBOOK		Butterball_BreakfastSausage_5.1-9.30_Auction_TRAFFIC	
3	FACEBOOK		Butterball_BreakfastSausage_5.1-9.30_Auction_AWARENESS	
4	FACEBOOK		Butterball_Sausage_5.1-9.30_Auction_TRAFFIC	
5	FACEBOOK		Butterball_Bacon_5.1-9.30_Auction_TRAFFIC	
6	FACEBOOK		Butterball_Burger_5.1-9.30_Auction_TRAFFIC	
7	FACEBOOK		Butterball_Ground_5.1-9.30_Auction_TRAFFIC	
8	FACEBOOK		Butterball_Burger_5.1-9.30_Auction_AWARENESS	
9	FACEBOOK		Butterball_Bacon_5.1-9.30_Auction_AWARENESS	
10	FACEBOOK		Butterball_Sausage_5.1-9.30_Auction_AWARENESS	
11	PINTEREST		Butterball_Ground_Awareness_5.1-6.30	
12	PINTEREST		Butterball_Breakfast Sausage_Traffic_5.1-6.30	

At this point, when I expand the visualization editor I see a message:

Measure, time or numeric field required

Column graphs require at least one dimension or for the first dimension field to be of type number or time

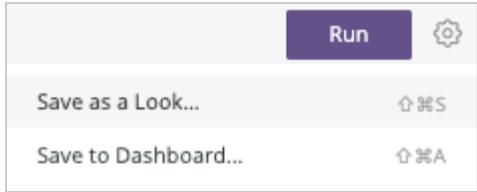
Since I want to know how much each campaign cost, I add the Campaign Level Media Spend Measure to the data table.

Platform	SC Campaign	Dimensions	SC Campaign Name	Stats/Dimensions - Campaign Level Media Spend
FACEBOOK		Butterball_Burger_5.1-9.30_Auction_AWARENESS		\$17,226.17
PINTEREST		Butterball_Sausage_Awareness_7.1-9.30		\$8,927.47
FACEBOOK		Butterball_Ground_5.1-9.30_Auction_TRAFFIC		\$5,368.43
FACEBOOK		Butterball_Burger_5.1-9.30_Auction_TRAFFIC		\$5,192.95
FACEBOOK		Butterball_Bacon_5.1-9.30_Auction_TRAFFIC		\$5,179.98
FACEBOOK		Butterball_BreakfastSausage_5.1-9.30_Auction_TRAFFIC		\$5,177.86
FACEBOOK		Butterball_Sausage_5.1-9.30_Auction_TRAFFIC		\$5,168.21
PINTEREST		Butterball_Sausage_Traffic_7.16-9.30		\$3,569.94

Now the visualization editor shows the table.

SC Campaign Platform	SC Campaign Name	Media Spend
FACEBOOK	Butterball_Burger_5.1-9.30_Auction_AWARENESS	\$17,226.17
PINTEREST	Butterball_Sausage_Awareness_7.1-9.30	\$8,927.47
FACEBOOK	Butterball_Ground_5.1-9.30_Auction_TRAFFIC	\$5,368.43
FACEBOOK	Butterball_Burger_5.1-9.30_Auction_TRAFFIC	\$5,192.95
FACEBOOK	Butterball_Bacon_5.1-9.30_Auction_TRAFFIC	\$5,179.98
FACEBOOK	Butterball_BreakfastSausage_5.1-9.30_Auction_TRAFFIC	\$5,177.86
FACEBOOK	Butterball_Sausage_5.1-9.30_Auction_TRAFFIC	\$5,168.21
PINTEREST	Butterball_Sausage_Traffic_7.16-9.30	\$3,569.94
PINTEREST	Butterball_Burger_Traffic_7.1-9.30	\$1,785.71

When finished, I save the Look to my Personal Folder to be used in a couple Dashboards I'm planning.



A great way to get comfortable with Explore is to try replicating a Look from scratch.

For more information on Exploring and building reports, check out Looker's help articles:

- Looker documentation about Explore <https://docs.looker.com/exploring-data>
- Exploring (Building Reports) - A sequence of pages that teach you how to use data to answer questions in Looker. <https://docs.looker.com/exploring-data/exploring-data>