

User Guide



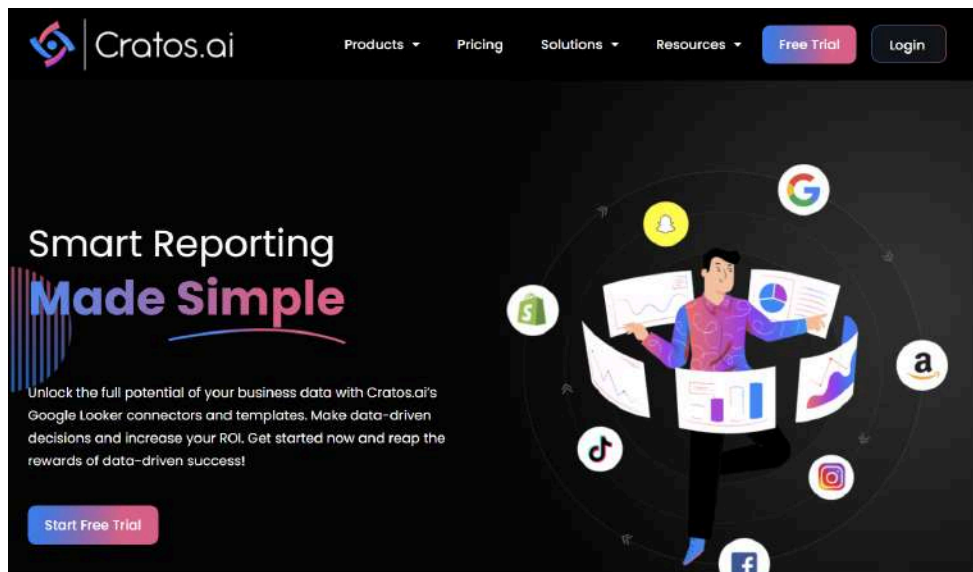
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- **Problem Statement:** Modern marketing teams collect data across many channels (Google Ads, Facebook Ads, analytics tools, ecommerce stores, payment platforms, and CRM systems). Without a unified reporting layer, teams commonly face these issues:
 1. Disconnected data sources
 - a. Data is spread across multiple tools, making it difficult to create a single source of truth.
 2. Manual reporting overhead
 - a. Teams spend significant time exporting, cleaning, and combining data in spreadsheets.
 3. Delayed decision-making
 - a. When reports are not refreshed in real time, campaign optimization and budget decisions are delayed.
 4. Limited visibility across channels
 - a. Without connector-driven aggregation, it is hard to compare performance across paid media, analytics, and sales platforms.
 5. Risk of reporting inconsistencies
 - a. Different teams may report different numbers due to inconsistent transformation logic and manual workflows.

By solving these problems, organizations can improve reporting speed, consistency, and confidence in data-driven decisions.

- **Solution Offered:** Cratos.ai provides Google Looker Studio connectors and templates designed to simplify reporting workflows. Based on the public site experience, the platform focuses on:
 1. Centralized connector ecosystem
 - a. A large connector catalog allows teams to integrate major advertising, analytics, and commerce data sources into one reporting workflow.



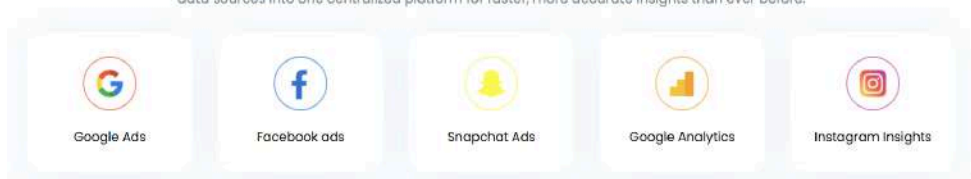
2. Fast reporting setup

- a. The website emphasizes a low-friction path to start, including a free trial CTA and quick onboarding flow.



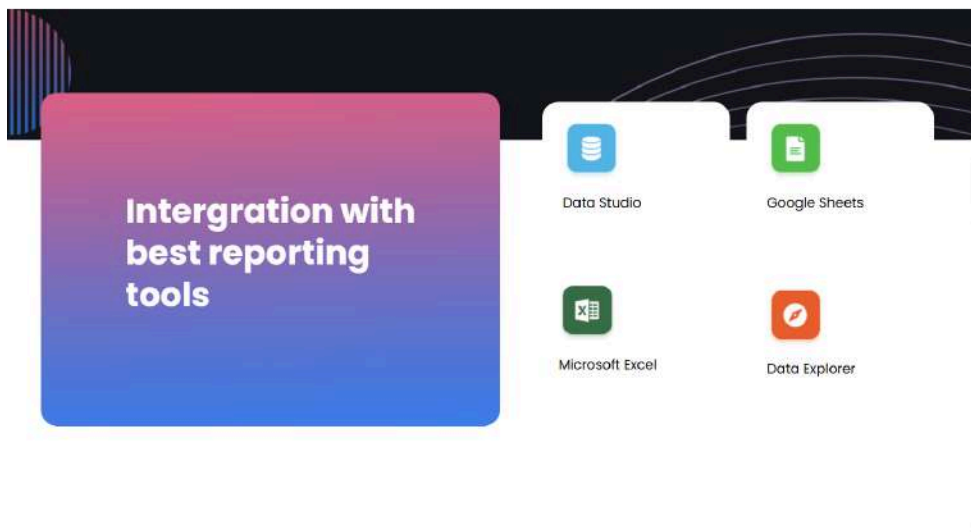
Google Looker Studio Connectors

Looking to supercharge your data analytics game? Look no further than Cratos.ai and its popular Google Looker Studio data connectors! With these powerful tools at your fingertips, you can seamlessly integrate all your important data sources into one centralized platform for faster, more accurate insights than ever before.



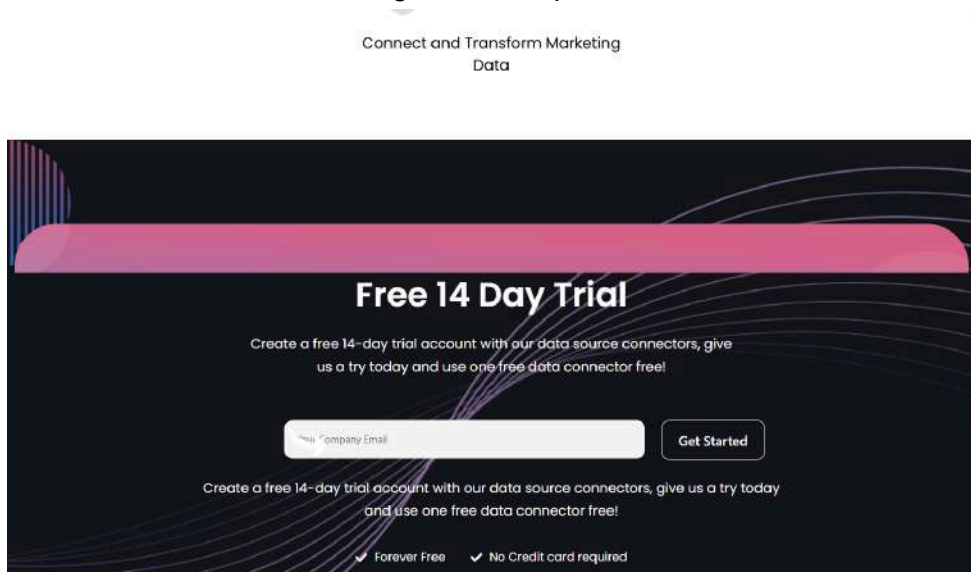
3. Integration with reporting tools

- a. Cratos.ai highlights compatibility with tools such as Google Data Studio (Looker Studio), Google Sheets, Microsoft Excel, and Data Explorer.



4. Trial-first adoption

- a. A 14-day free trial is positioned to reduce adoption barriers for new users evaluating connector performance.



- **Technology stack:**

The exact internal stack is not publicly confirmed on the homepage. Based on platform behavior and product model, the likely implementation pattern is:

1. Frontend

- a. A modern CMS/web application frontend for product pages, connector catalog, and trial conversion pages.
 2. Backend
 - a. Connector orchestration services that authenticate source APIs, pull data, and prepare output for reporting destinations.
 3. Data Processing
 - a. Schema mapping, refresh scheduling, and transformation layers to normalize multi-platform metrics.
 4. Integrations
 - a. Looker Studio and spreadsheet/reporting ecosystem integrations for downstream visualization.
- **Use cases:**
 1. Paid media performance reporting
 - a. Combine ad platform data from Google Ads, Facebook Ads, LinkedIn Ads, TikTok Ads, and others into unified dashboards.
 2. Ecommerce and revenue analytics
 - a. Integrate channels like Shopify, WooCommerce, Stripe, PayPal, and marketplace connectors for commerce visibility.
 3. Executive dashboard automation
 - a. Create always-on KPI dashboards without repeated manual exports and spreadsheet joins.
 4. Marketing agency client reporting
 - a. Agencies can standardize multi-client reporting templates with reusable connector-based pipelines.
 5. Cross-functional analytics
 - a. Enable marketing, BI, and operations teams to work from aligned metrics using shared data pipelines.

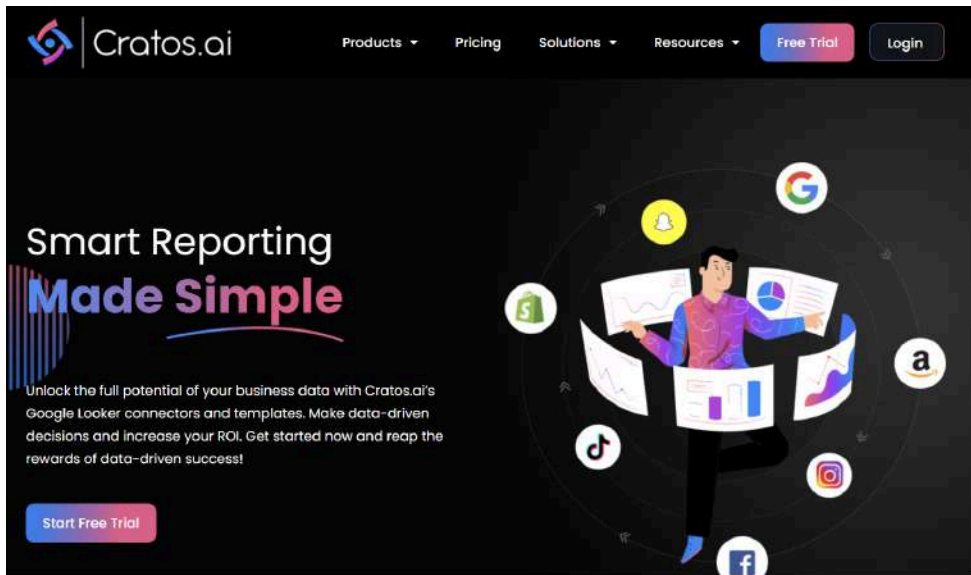
About this case study:

The goal is to document how the platform is positioned, what problem it solves, and what core workflows are visible from the live site.

Website Walkthrough:

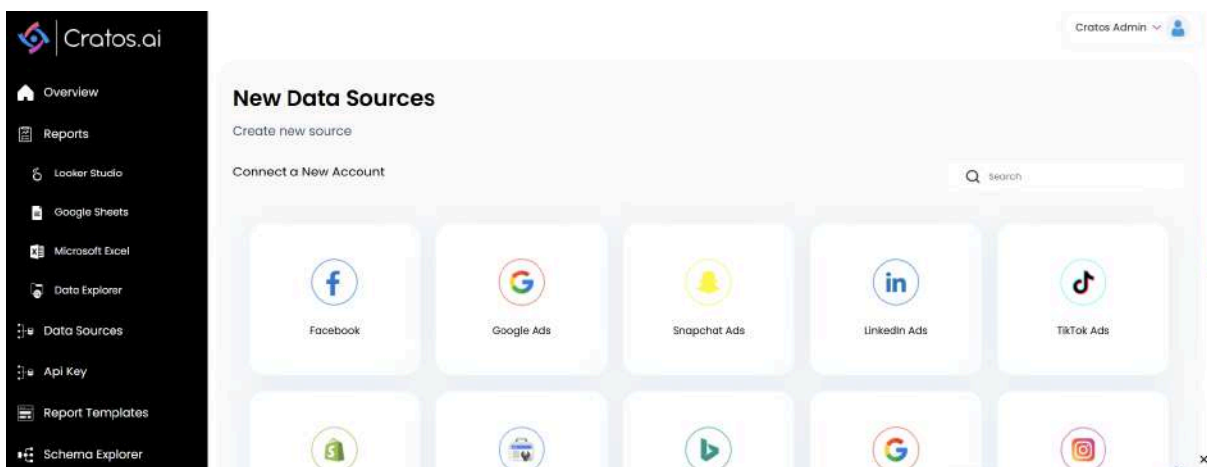
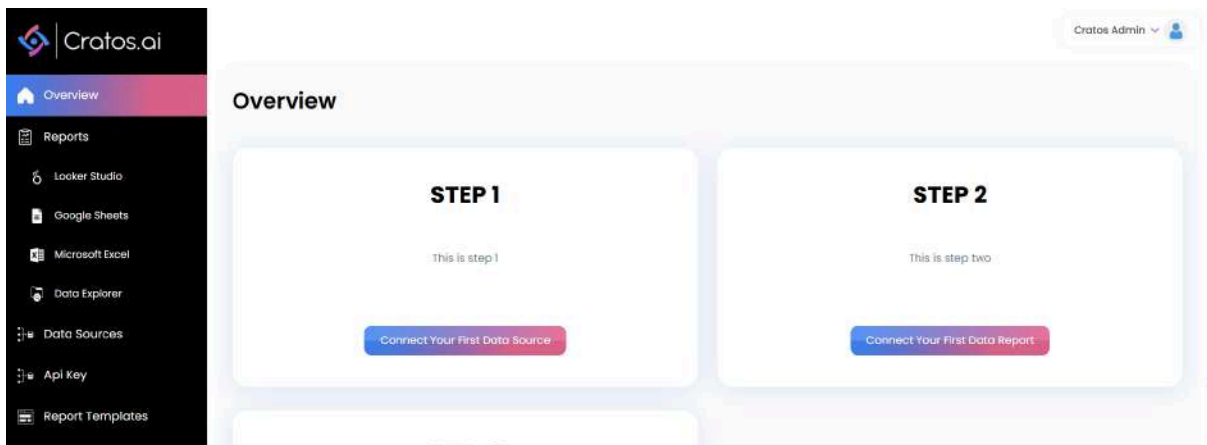
- Homepage value proposition

- The hero section introduces the core message: "Smart Reporting Made Simple," with emphasis on ROI-focused, data-driven decision support.

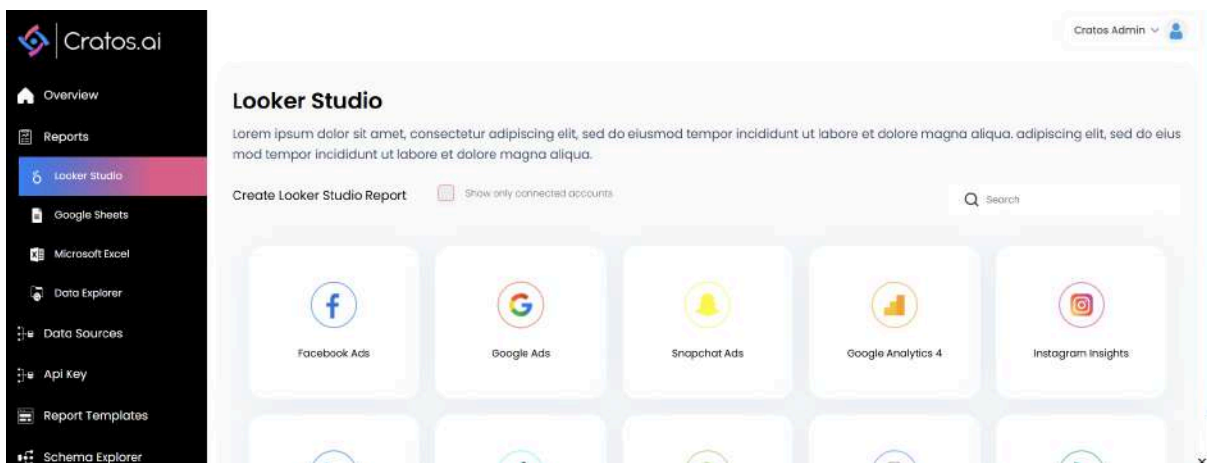


- Connector discovery section
 - Users can browse a broad list of available connectors from the homepage and navigate to individual connector pages.



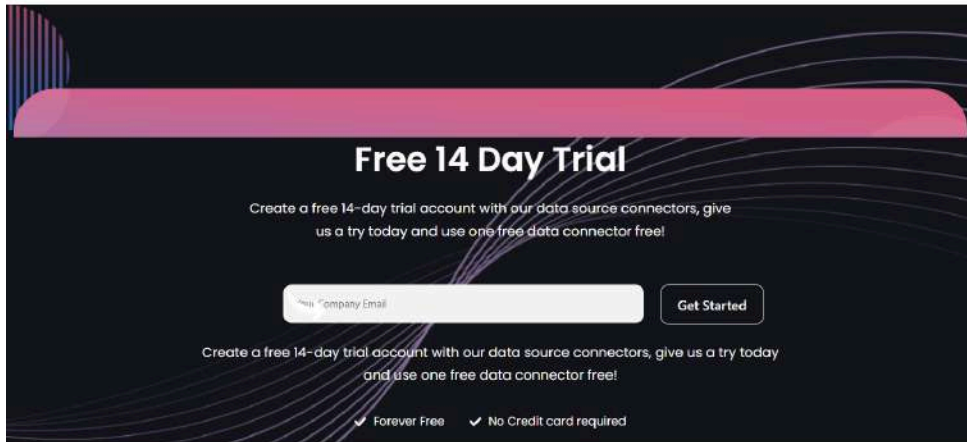


- Reporting tools compatibility block
 - The website presents supported reporting environments and communicates interoperability.



- Trial onboarding block
 - A visible email capture and free-trial CTA supports early-stage user acquisition.

Connect and Transform Marketing Data



Free 14 Day Trial

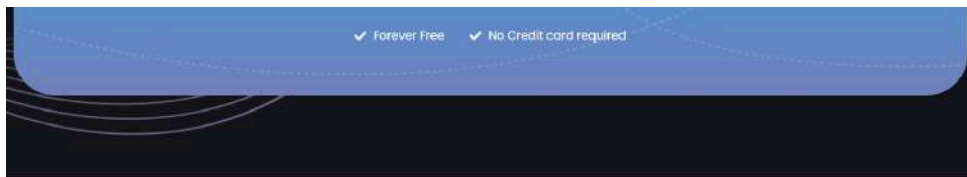
Create a free 14-day trial account with our data source connectors, give us a try today and use one free data connector free!

[Get Started](#)

Create a free 14-day trial account with our data source connectors, give us a try today and use one free data connector free!

✓ Forever Free ✓ No Credit card required

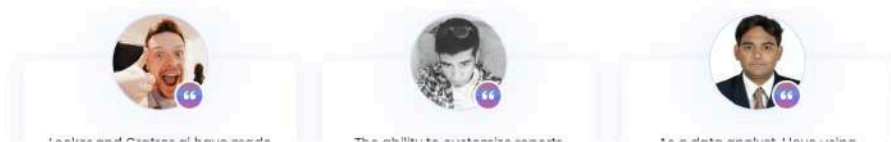
- Social proof and testimonials
 - Customer testimonials are presented to reinforce trust and practical value.



✓ Forever Free ✓ No Credit card required

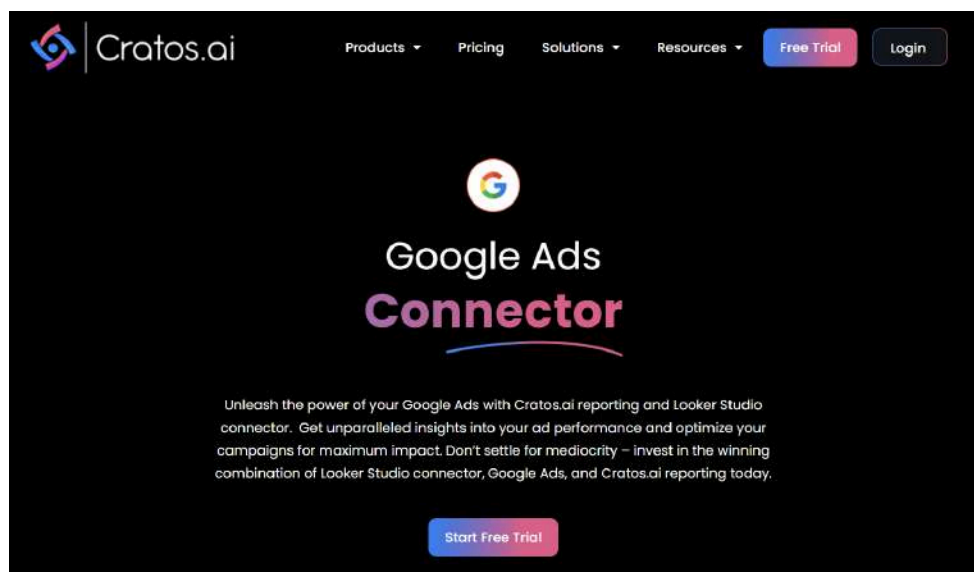
What Our Customer Say?

With testimonials like these, it's clear that our reporting tool is a game-changer for businesses looking to gain insights into their data and make informed decisions. Don't just take our word for it – see for yourself why our customers rave about our reporting tool!



Three customer testimonials are displayed, each featuring a circular profile picture of a customer and a quote. The testimonials are arranged horizontally and separated by vertical lines.

- Connector detail page example
 - A connector-specific page (Google Ads) demonstrates how individual data-source offerings are presented.



Challenges:

- Data freshness and API dependency
 - Connector-based products depend on third-party API quotas, schema changes, and authentication constraints.
- Cross-platform metric normalization
 - Aligning definitions across platforms (clicks, conversions, attribution windows) is an ongoing analytics challenge.
- Scalability of reporting workloads
 - As users add more sources and dashboards, refresh orchestration and cost management become critical.

Staging and live links:

- Live website: <https://www.cratos.ai/>
- Connector example page: <https://www.cratos.ai/product-connector/google-ads/>
- Trial entry point (homepage CTA target): <https://www.app.cratos.ai/sign-up-step-one>

Conclusion

Cratos.ai is positioned as a connector-first reporting solution for teams that need faster, simpler, and more centralized analytics workflows. Its public website clearly communicates the key value proposition: connect diverse data sources, unify reporting in familiar tools, and reduce manual reporting friction. For organizations seeking a practical path to automated



marketing and business intelligence dashboards, Cratos.ai presents a strong, trial-led entry point.