



# Unlocking Insights: Forbes CZ's Journey to Data-Powered Publishing

# Forbes

Forbes CZ • Czech Republic  
[www.forbes.cz](http://www.forbes.cz)



## The Challenge

As leading media brand Forbes CZ faced multiple challenges in regards of dashboard performance, data availability, customizability and flexibility in their Looker Studio reports. The goal was to support Forbes CZ key reporting use cases, enable seamless data integration, and ensure scalability for future reporting requirements.

## The Solution

TRKKN provided an end-to-end reporting solution for Forbes CZ, data integration from GA4, data transformation, visualization, and interactive dashboards using Looker Studio

## The Result

The project resulted in the delivery of a scalable reporting solution that enabled Forbes CZ to improve content personalization, maximize audience reach, and make data-driven decisions to strengthen its market presence. The solution provided key information from GA4 through data integration, visualization, and interactive dashboards, addressing Forbes' reporting requirements and operational goals.

## Partnering with TRKKN

TRKKN helped Forbes CZ implement a Custom Reporting Dashboard. This end-to-end solution, covering data integration, visualization, and interactive dashboards, effectively meets Forbes CZ's reporting and operational needs.

## About Forbes CZ

Forbes CZ, a leading Czech media brand, thrives in digital publishing by using data and analytics. They track audience engagement, traffic, and author performance to optimize content, personalize experiences, and boost ad revenue. This data-driven approach strengthens their market presence.

“To streamline editorial workflows, we needed to unify data from various systems into a single, reliable source of truth. The new custom reporting dashboard allows our team to access real-time insights across platforms, significantly improving operational efficiency and enabling data-driven content planning.”

— Andrea Steiner, Chief Product Officer at Forbes CZ

