

GA4's New Native Dashboards

What the redesigned dashboard builder in Google Analytics 4 changes — and where it fits alongside your existing reporting.

Google is rolling out a redesigned, native dashboard builder inside the **Reports** section of GA4. It restores functionality many teams missed from Universal Analytics and sits between the rigid standard reports and the more complex Explorations. The rollout is gradual and reaches accounts over several weeks, so not every property will see it on the same date.

In one line

A fast, quota-free way to build monitoring overviews directly in GA4 — useful in addition to, not instead of, branded Looker Studio reporting.

What's new

01 One-click creation

A single "+ Create" button replaces the old multi-step setup wizard. Any existing report can be turned into a dashboard in one click — Google's framing is "less digging, more doing".

02 Editable canvas

Cards are dragged and resized directly on the canvas. Funnel visualizations can be placed straight onto a dashboard — previously only possible inside a separate Exploration.

03 Saved as a real view

New dashboards save automatically into the left-hand navigation, so they behave like a permanent saved view rather than a temporary report.

04 Extra data on hand

The raw "Exits" metric and the "Page Referrer" dimension are selectable here even though standard reports don't offer them. Google Ads metrics appear natively on linked properties.

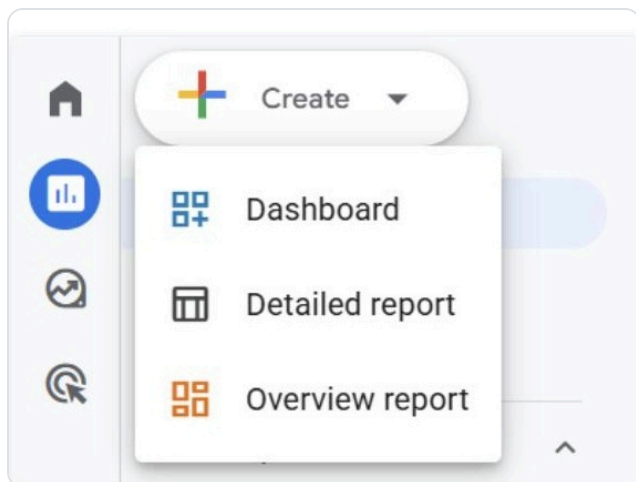


Fig.1 — The new "+ Create" menu in Reports.

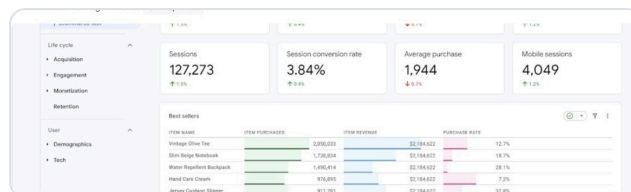


Fig. 2 — Scorecards and tables on one canvas.

What you can do with it

- Build a lightweight overview without leaving GA4 or setting up a separate Looker Studio report — closing a gap that has existed since Universal Analytics was sunset.
- **No Data API quota concern:** data comes directly from GA4 rather than through the Looker Studio connector — relevant for high-traffic properties.
- Six visualization types: scorecards, line charts, bar charts, donut charts, funnels and data tables — enough for KPI trends, channel mix and conversion funnels.
- Dashboards can be saved, shared across teams and reused as templates.
- Typical role-based set-ups: an executive view (revenue, conversion trend, marketing ROI), an SEO view, a paid-media view (spend, ROAS) and an ecommerce view.

Card limit — GA4 standard

15 cards per property

Card limit — GA4 360

30 cards per property

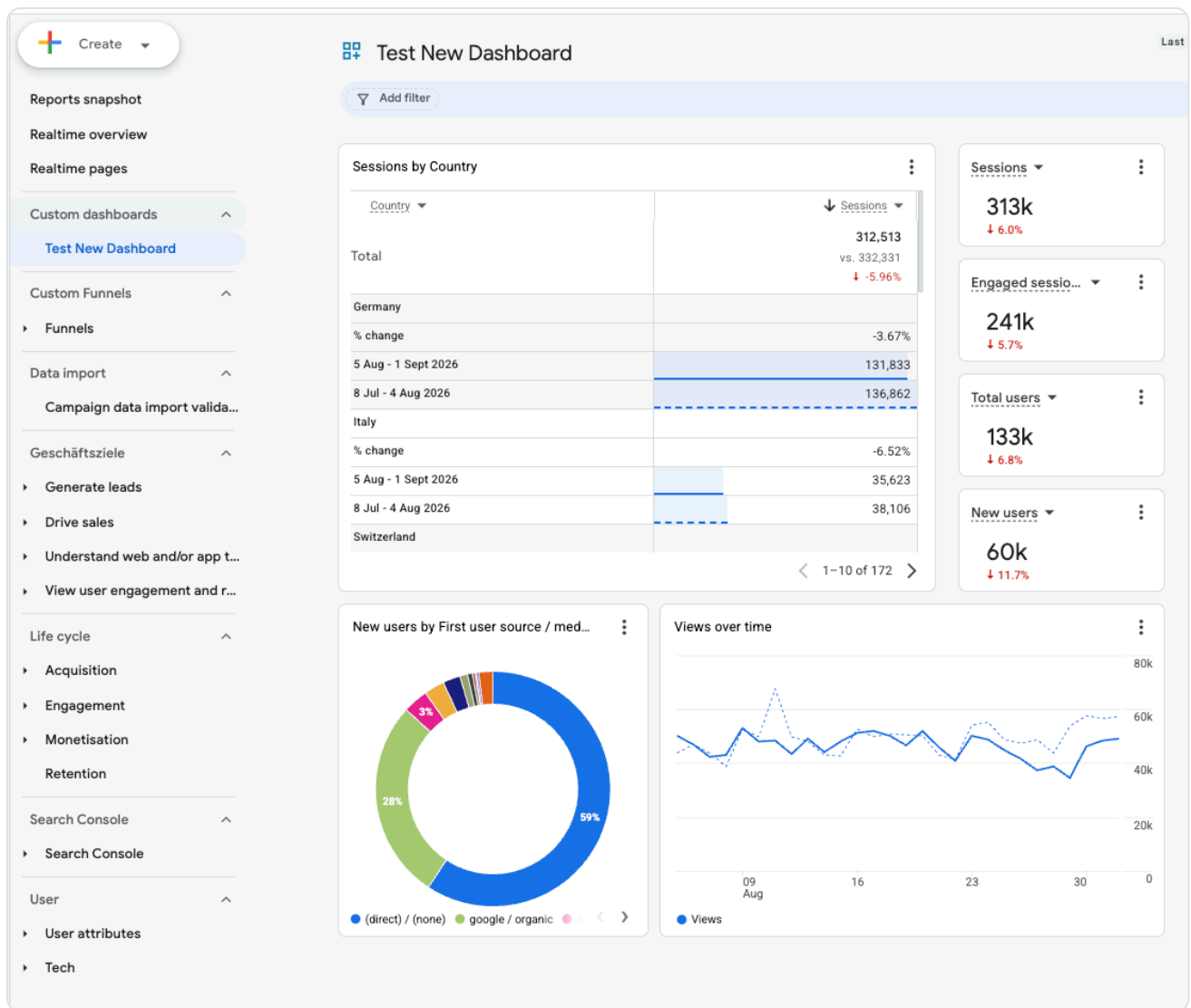


Fig. 3 — A saved custom dashboard, listed in the left-hand navigation under "Custom dashboards".

Current limitations

Area	What is missing today
Customisation	No calculated metrics, no custom styling or branding, no text annotations for stakeholder context.
Data scope	No blending across sources other than Google Ads, and no segment-level analysis.
Exports	Unreliable: PDF exports can clip content, Google Sheets export can fail, full-dashboard CSV exports are messy.
Known bug	Metric selection in funnel cards is currently faulty.
On the roadmap	Google has signalled AI-assisted report creation, but has given no date.

What we recommend

Use GA4 dashboards for

Quick overviews and internal day-to-day monitoring where branding and cross-platform blending are not required. Worth adopting as soon as the feature reaches your property.

Keep Looker Studio for

Anything with your branding, multi-source blending (GA4 + ad platforms + CRM) or reliable scheduled exports. Those reporting deliverables stay where they are.

Next step

Once "+ Create" appears in your Reports section, we can set up a first monitoring dashboard with you and agree which views stay in Looker Studio.

Sources: Google Analytics Help (announcements, overview-report documentation), GA4 Optimizer release notes (August 2026), ALM Corp GA4 2026 update guide (July 2026), and industry coverage of the dashboard redesign. Status as of September 2026; feature set may change during rollout.