

Marketing Data and Technology



Draw Insights from
Marketing Data



Part One: Setting Goals



Identify Key Business Objectives

Key Business Objective: A defined goal or outcome used to plan the desired direction of your company. Write at least 3 but no more than 5 business objectives that support your business model. Each objective should be SMART.

1	<i>Achieving the number of orders 2000 order during the month of November</i>
2	<i>Achieve conversion 3% during November</i>
3	<i>Increase Website Visitors by 10% during November</i>
4	
5	



Identify Key Performance Indicators

Key Performance Indicator (KPI): A quantifiable metric used to determine how effectively your key business objectives are being met. Ensure that the specific metric is clearly identified.

1	<ul style="list-style-type: none">• <i>Customer Acquisition Rate</i>• <i>Number of order</i>
2	<ul style="list-style-type: none">• <i>Conversion rate</i>
3	<ul style="list-style-type: none">• <i>Website Visitors</i>
4	
5	



Part Two: A/B Testing Proposal



A/B Testing Proposal: KPI, Variable, and Hypothesis

KPI used as the basis for an A/B Test:

- *Customer Acquisition Rate*
- *Number of order*
- *Conversion rate*
- *Website Visitors*

Identify a variable that will have an impact on the KPI and metric

- *Ad Creativity*
- *Landing page content*

Determine a hypothesis for your A/B Test. Your hypothesis should include the variable you are testing and your predicted outcome.

We will test two types of ads, video and image, and there will be different texts that are used.

On the landing page, we will change the text inside the page as the color and text of the action



A/B Testing Proposal: Testing Process

Describe the steps you would take to perform the A/B test.

Two types of advertising content will be tested, one in the voice of a girl and the other in the voice of a man with a change in the request for action from the customer. The content of the landing page, one of which will be buttonless and direct to order, and the other will be more creative.

Insert a general description of the steps you would take to perform the A/B test.

The duration is 7 days and a budget of \$ 100 will be set and the advertising platforms will be Facebook and Snapchat

Describe how you would determine the results of the A/B test.

Insert a general description of how you would determine the results, including the metrics that you would look at.

We expect the video will reap a higher number of requests



Part Three: Data Exploration

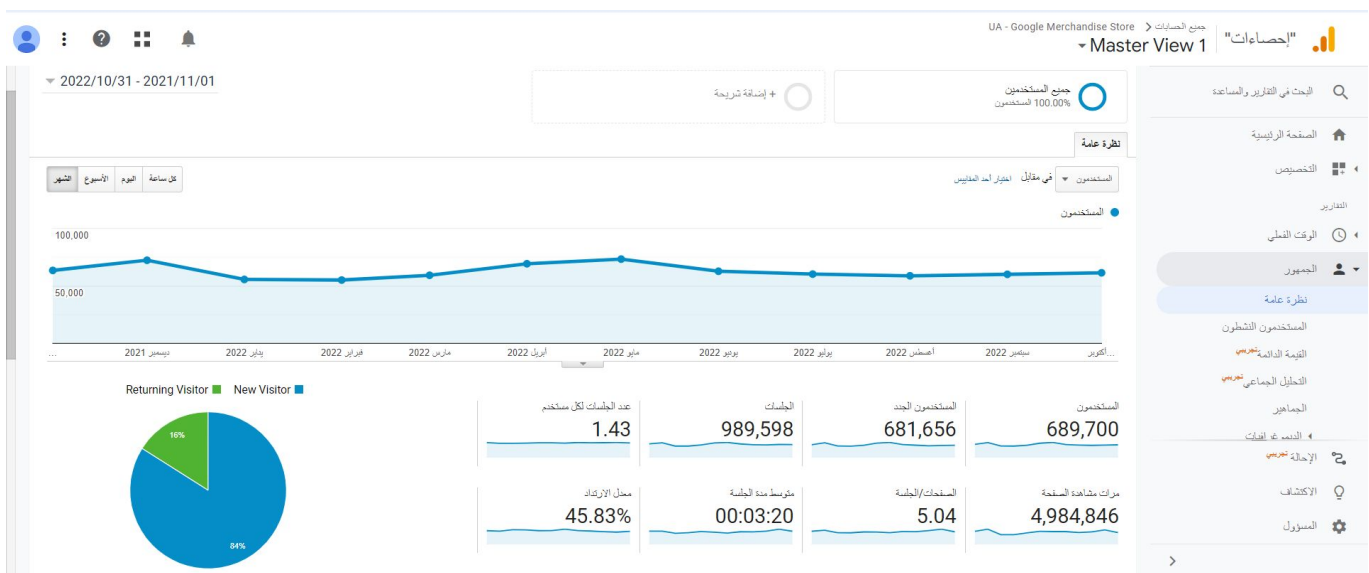


Standard Display - Audience

From the Audience Overview Report, select a twelve month time period you would like to explore.

Ensure that the following are visible in the screenshot:

- Timeframe
- Segment
- Metric
- Axis values





Standard Display - Audience

Which month had the most visitors, and which month had the fewest visitors to your site?

- most visitors in May
- fewest visitors in Feb

Do you have any ideas why certain trends are associated with these specific months?

I think there are campaigns in which going to the website

Insert your notes about the screenshot on the previous page here.

- The new visitors is more than the retaining visitors
- The average duration of the session is considered long and I think that the client is browsing the site accurately
- The bounce rate is a little high



Percentage Display: Audience

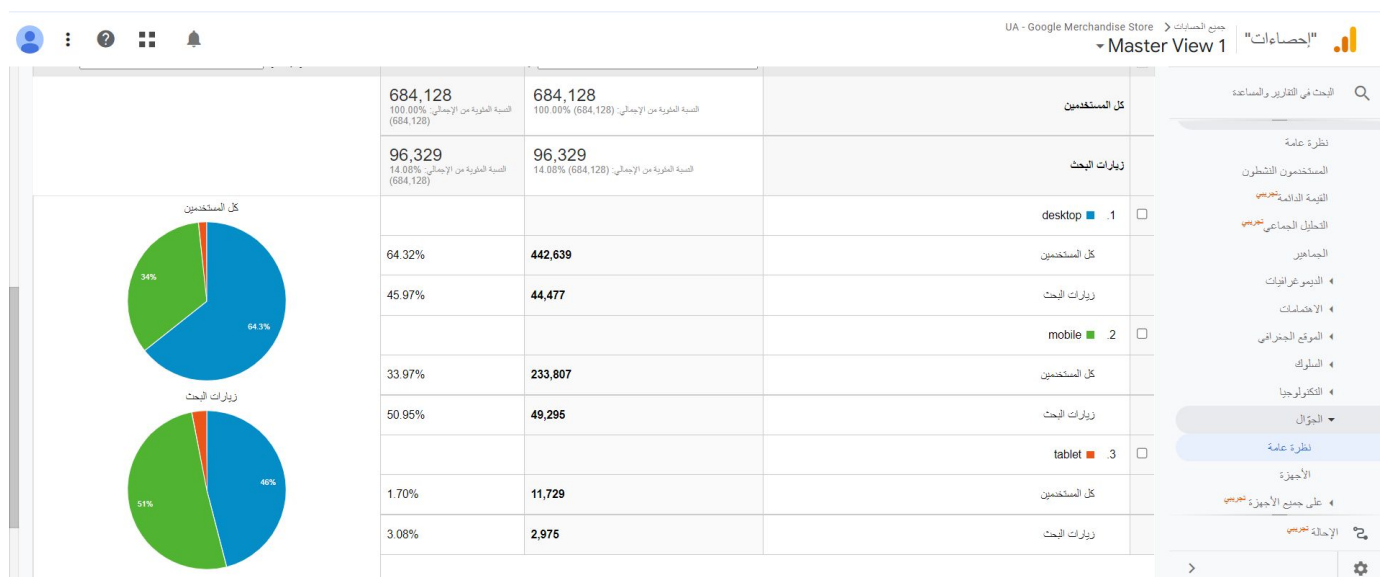
Please go into the Audience → Mobile → Overview report for the following:

For the twelve month period you've chosen, provide a screenshot showing percentage charts (pie charts) of All Users that came from mobile, desktop, and tablet devices and the percentage of Paid Traffic Users came from mobile, desktop, and tablet devices.

Ensure that the following are visible in the screenshot:

- Device Category
- Total number of All Users and Paid Users
- Two pie charts showing % breakdown by device

Note that the time frame selected does not need to be visible in the screenshot, but will be reflected by the number of users.





Standard Display: Acquisition

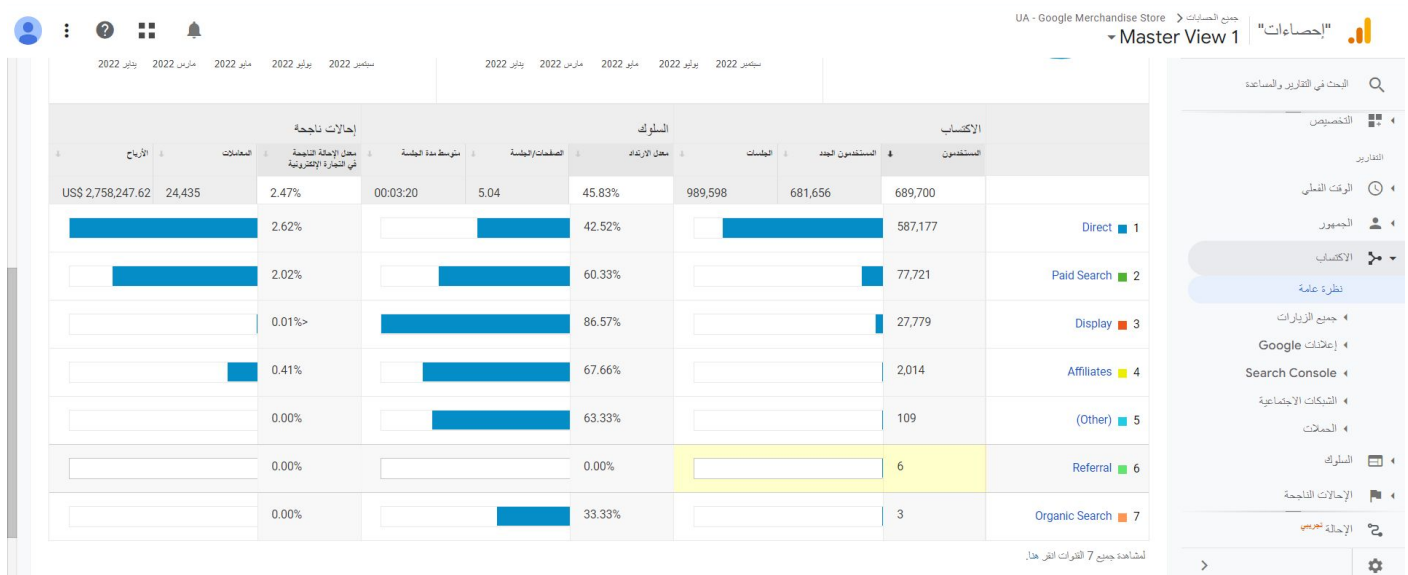
For this section, if you are using your own business's Google Analytics data but do not have eCommerce capabilities established, please use the Google Analytics demo data provided from the Google Merchandise store.

Take a screenshot that shows the bounce rate of the different acquisition channels over a 12 month period.

Ensure that the following are visible in the screenshot:

- Channel
- Users
- Bounce Rate

Note that the time frame selected does not need to be visible in the screenshot, but will be reflected by the number of users.





Standard Display: Acquisition

During the twelve month period you've selected, excluding *Direct* and (*Other*), which channels had the highest and lowest bounce rates and the highest and lowest eCommerce conversion rates?

Highest bounce rates : display

lowest bounce rates : organic search

highest eCommerce conversion rates : direct

lowest eCommerce conversion rates : affiliates

What do these metrics mean, based on your experience?

bounce rates : the percentage of visitors to a particular website who navigate away from the site after viewing only one page

eCommerce conversion rates : mean Number of people who have become customer

Insert your notes about the screenshot on the previous page here.

The percentage of those who came from affiliates is high so the reasons leading to it must be followed up



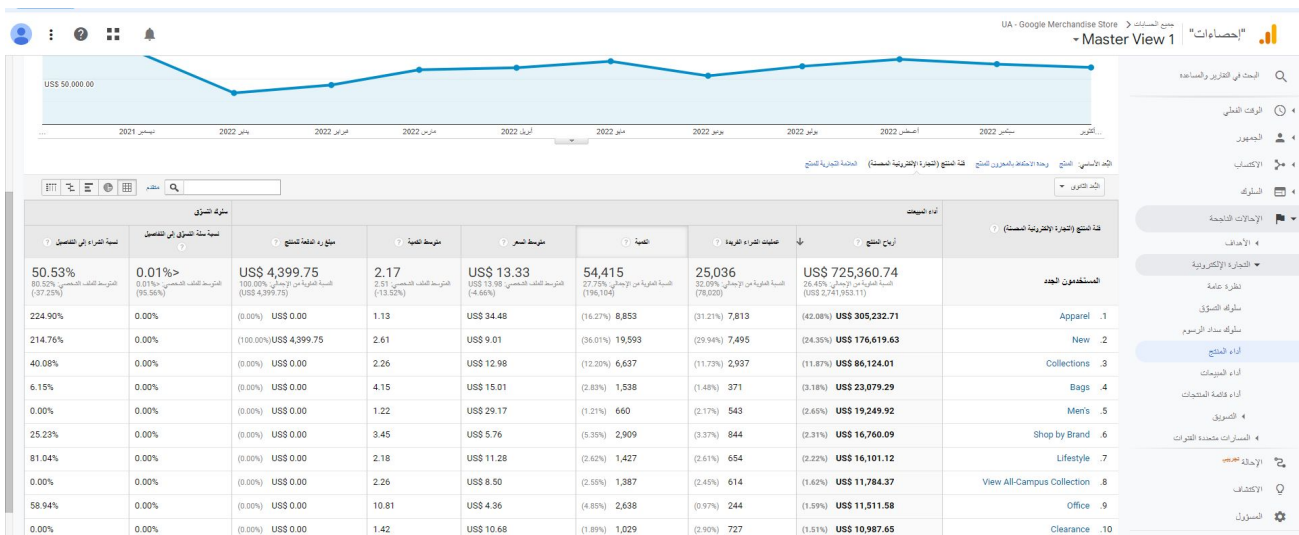
Percentage Display: Conversion

For this section, if you are using your own business's Google Analytics data but do not have eCommerce capabilities established, please use the Google Analytics demo data provided from the Google Merchandise store.

During the twelve month period you've selected, provide a screenshot that shows the Product Category that contributed the highest number of unique purchases for New Users and the Product Category that was responsible for the largest percentage of revenue for New Users? (Screenshot(s) only; no annotation required.)

Ensure that the following are visible in the screenshot:

- New User segment
- Product Categories
- Unique Purchases
- Revenue





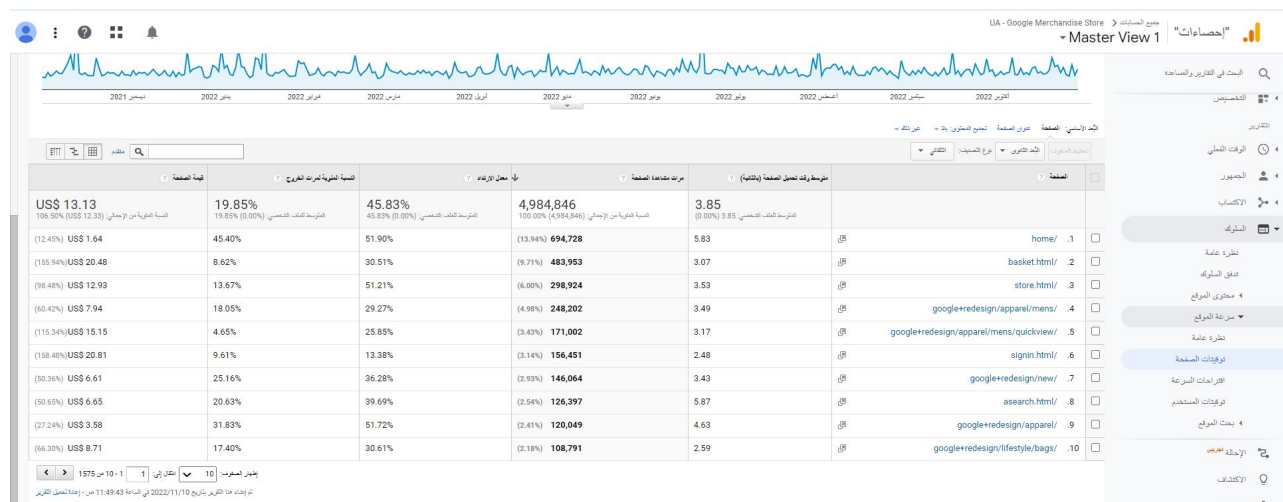
Comparison Display: Behavior

For traffic from All Users between the start and end of your twelve month period, please provide a comparison report showing Site Speed Page timings for the top ten pages (based on pageviews).

Ensure that the following are visible in the screenshot:

- Top 10 Pages
- Pageviews
- Average page load time

Note that the time frame selected does not need to be visible in the screenshot, but will be reflected by the number of pageviews.





Comparison Display: Behavior

Based on the screenshot, Identify any trouble spots related to speed page timings.

Insert your notes about the screenshot on the previous page here.

I noticed that the home page It takes a long time to download so the visitor can withdraw and continue watching the site from the slow loading



Part Four: Segmentation

Audience Segment: Demographics

Insert the screenshot of a view (such as the Audience Overview) that includes both your Audience Demographic segment as well as “All Users.” Write down or include a screenshot of the values used to create the segment.





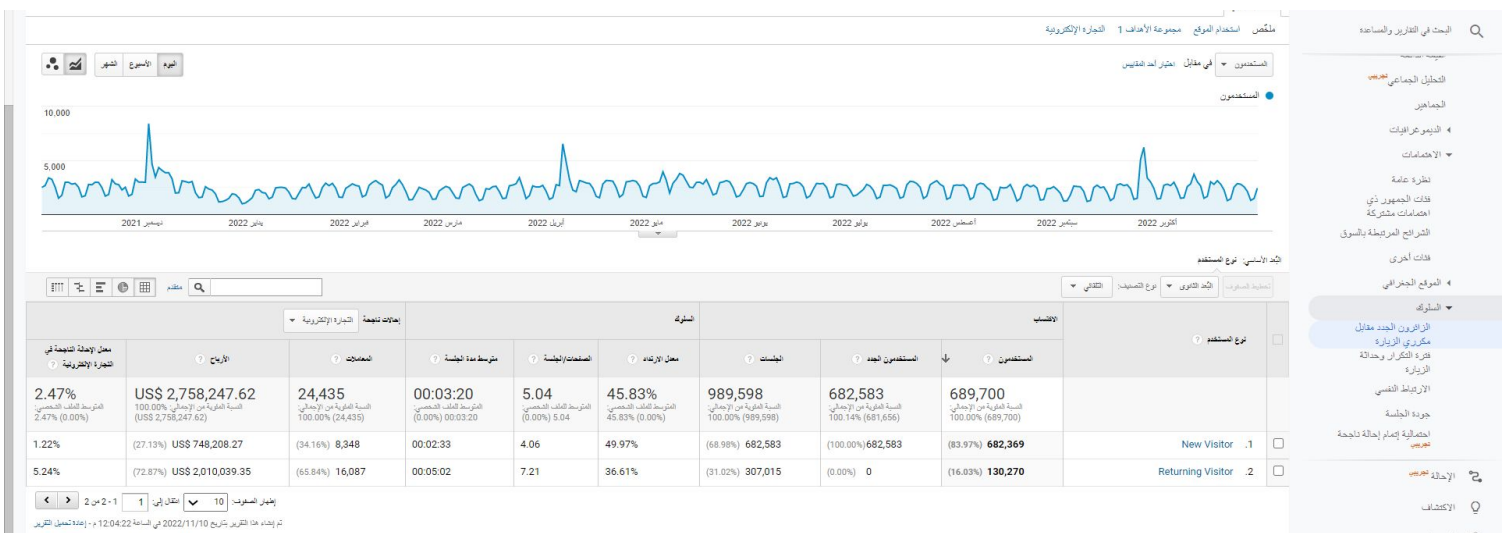
Insert the screenshot of a view (such as the Audience Overview) that includes both your Technology segment as well as “All Users.” Write down or include a screenshot of the values used to create the segment.

[illegible]



Audience Segment: User Behavior

Insert the screenshot of a view (such as the Audience Overview) that includes both your user behavior segment as well as “All Users.” Write down or include a screenshot of the values used to create the segment.





Part Five: Analysis and Suggestions



Analysis and Suggestions: Business Sales Growth

Analyze your existing marketing campaigns to grow your business. In order to complete this section using your own data, you must have the required data (Campaign, Cost, Revenue, ROAS) for a minimum of two campaigns. If you do not have at least two campaigns or are missing some of the necessary data, you can use the Google Analytics demo account or the [2021 GSMM Solar YouTube Ad Sales Funnel Campaigns Pitch Deck](#) to answer this question. You are also welcome to add additional data beyond what is specified.

If using your own data, complete the following table adding rows as necessary. If using the provided GSMM Pitch Deck, delete the table.

Campaign Name (or description)	Cost	Revenue	ROAS
Solar Leads - In-Stream RT - Conversions	\$1,760.23	\$10,957.48	6.2
Solar Subscribers - Discovery Keywords - CPV	\$4,344.11	\$20,977.68	4.8
<add more rows as needed>			



Analysis and Suggestions: Business Sales Growth

Based on the data and other information provided, how might the campaigns be realigned and improved to potentially achieve a 20% YOY sales growth? You can assume that the c\data will remain consistent over the projected time frame. Please reference specific data to support your answer like metrics and campaigns.

Include your response here. You may also include screenshots if desired.

Target goal for 2022 : 38322

We will exclude the following campaigns :

Maximize Conv - Solar Sales Calls - Custom Intent
Solar Leads - In-Stream Solar Cheat Code Website
Solar Leads - In-Stream Solar Exclusive Website

We will invest more in the following campaigns

Solar Leads - In-Stream RT - Conversions
Solar Subscribers - Discovery Keywords - CPV
And the Budget will be : 7700



Analysis and Suggestions: eCommerce

Now you will evaluate the current state of eCommerce for your business and how it might be improved.

Looking at your website pages or the Google Merchandise store website and current eCommerce experience, identify one change to the eCommerce UX and one additional eCommerce option you would recommend implementing.

Example: One way to improve eCommerce capabilities would be to add the option of a digital wallet with the option to securely store and manage cards that have been used for payment, along with the option of using PayPal or ApplePay.

UX change:

Improved page loading speed

When choosing the quantity of the product there should be options instead of writing

A sign must be placed on the basket

Other eCommerce change or addition:



Analysis and Suggestions: Technology

Now you will look at your existing technology stack and make recommendations for the future. This should include at least two additional technologies that are not currently utilized, one of which is a new emerging technology.

If using your own business, provide both the existing technology stack and the recommended update which.

If you are not using your own business or do not currently have a technology stack, you can use the [GSMM 2021 Marketing Technology and Channels Spreadsheet](#) to answer this question or as a template to create your own.

Provide a link to your technology stack or place a screenshot below. Make sure that the screenshot clearly shows a minimum of 2 new additional technologies, one of which is emerging, and a total stack of no less than 10.

Facebook Ads	500	50
Instagram	1500	100
Twitter	500	50
Google My Business	2000	100
Google Analytics	0	0
Zapier	500	25
Wordpress Website	50	10
Google Ads	5000	200
Tabby	0	0
Snapchat ads	4000	200