

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 | Increase Organic Traffic : Target a 20% increase in organic sessions over the next quarter. |
| 2 | Increase Website Conversion Rate : Achieve a 15% increase in the website's conversion rate within the next Three months |
| 3 | Enhance User Engagement : Increase the average session duration by 25% and reduce bounce rate by 10% within the next Three months |
| 4 | Increase Online Sales Revenue : Achieve a 20% increase in sales revenue within the next Three months |
| 5 | Improve Customer Retention Rate : Achieve a 10% increase in returning users to be Accomplished within Three months. |

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	Organic Click-Through Rate (CTR)
2	Conversion Rate
3	Session Duration & Bounce Rate
4	Sales Percentage
5	Retention Rate



Part Two: A/B Testing Proposal

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

KPI used as basis for the A/B test

Sales Percentage

Variable that will have an impact on the KPI

Call to Action Button (CTA) to include Pricing Solutions:
Different pricing strategies (e.g., discounts, bundling).

Hypothesis for your A/B Test

“ Changing the text of the CTA button from “ Buy Now ” to “ Get 20% Off / Get Offer ” will increase the sales percentage because a discount message is likely to attract more clicks and encourage purchases.”

The hypothesis is based on the assumption that including a specific incentive (in this case, a discount) makes the offer more appealing, leading to increased conversions and higher sales.

A/B Testing Proposal: Details and results



Details of the A/B test

Variations being tested:	<i>Click to Action Button (CTA) " Add to Cart "</i>
	<i>Click to Action Button (CTA) " Get 20% Discount / Get offer "</i>
User groups:	<p><i>Control Group</i> : This group will see the original version of the website, including the current CTA button text (e.g., "Buy Now").</p> <p><i>Test Group</i> : This group will see the modified version of the website, which includes the new CTA button text (e.g., "Get 20% Off").</p> <p><i>Purpose</i> : To evaluate the impact of the changes made to the CTA button on sales percentage.</p>
Data collection tool:	<i>Google Analytics / Urchin Tracking Module (UTM)</i>
Length of the test:	<i>In a period of 3-6 Months (1-2 Quarters)</i>

Calculate the Difference in Sales Percentage within this 3-6 Months period, Compare the **Control group sales percentage** to the **Test group sales percentage** and analyze the gathered data



Part Three: Data Exploration

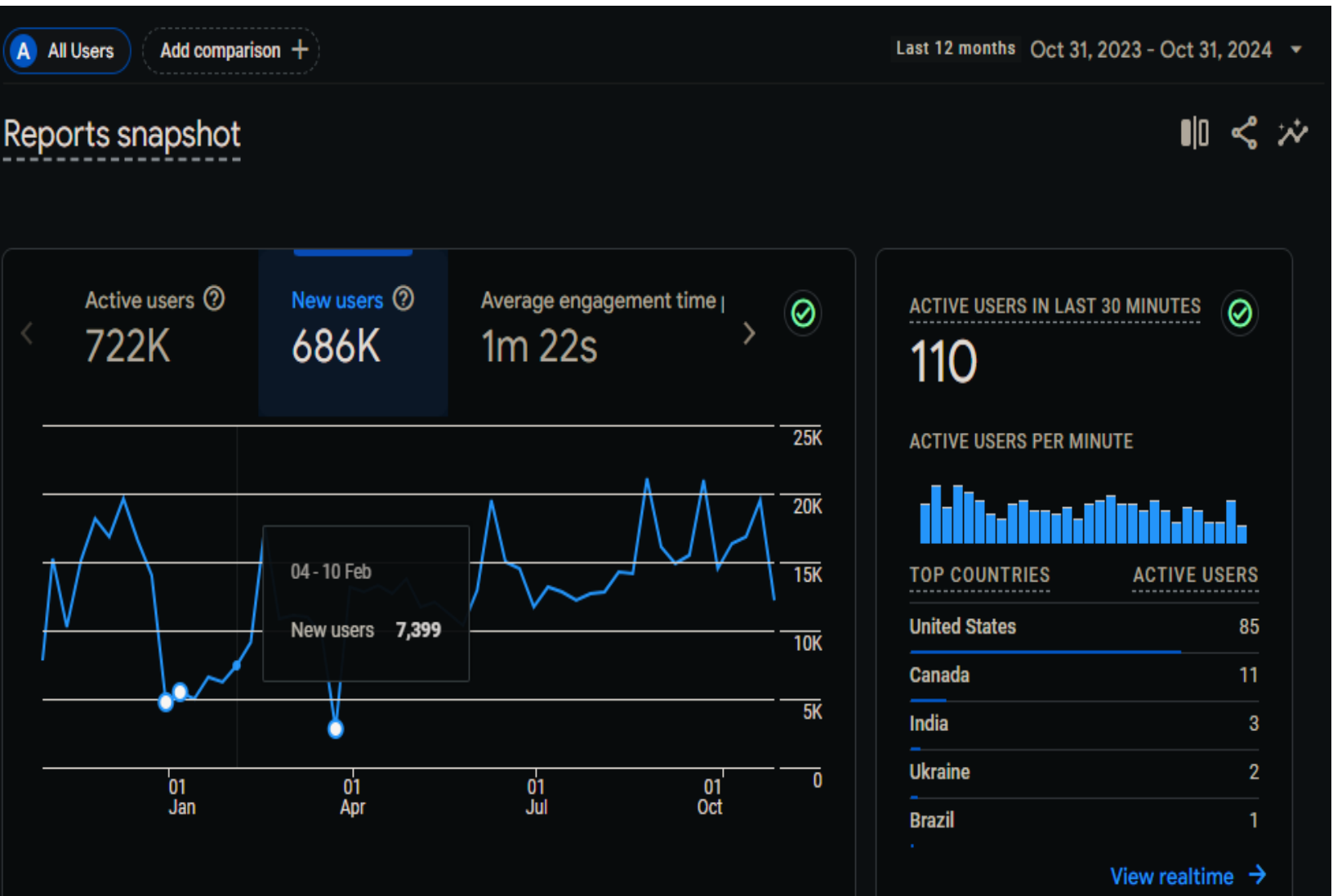
Reports Snapshot



From the Reports Snapshot, select a twelve month time period you would like to explore.

Ensure that the following are visible in the screenshot:

- **Timeframe**
- **New users**
- **Axis values**





Which month had the most new users? **August 2024 (21,063)**

Which month had the fewest new users? **March 2024 (2,851)**

Write some ideas why certain trends are associated with these specific months?

•March 2024 - Lowest New Users

- Post-Holiday Fatigue:** March follows a busy holiday season, particularly with Christmas and New Year's, leading to a natural decline in new user sign-ups as customers might have exhausted their budgets.
- Seasonal Factors:** March often sees the end of winter and the beginning of spring, which may lead consumers to focus on outdoor activities and travel rather than online shopping.
- Marketing and Promotions:** There may have been fewer marketing campaigns or promotions in March compared to other months, leading to less visibility for the store.
- School Calendar:** With schools in session, parents may prioritize education-related expenses over merchandise purchases, impacting new user growth.

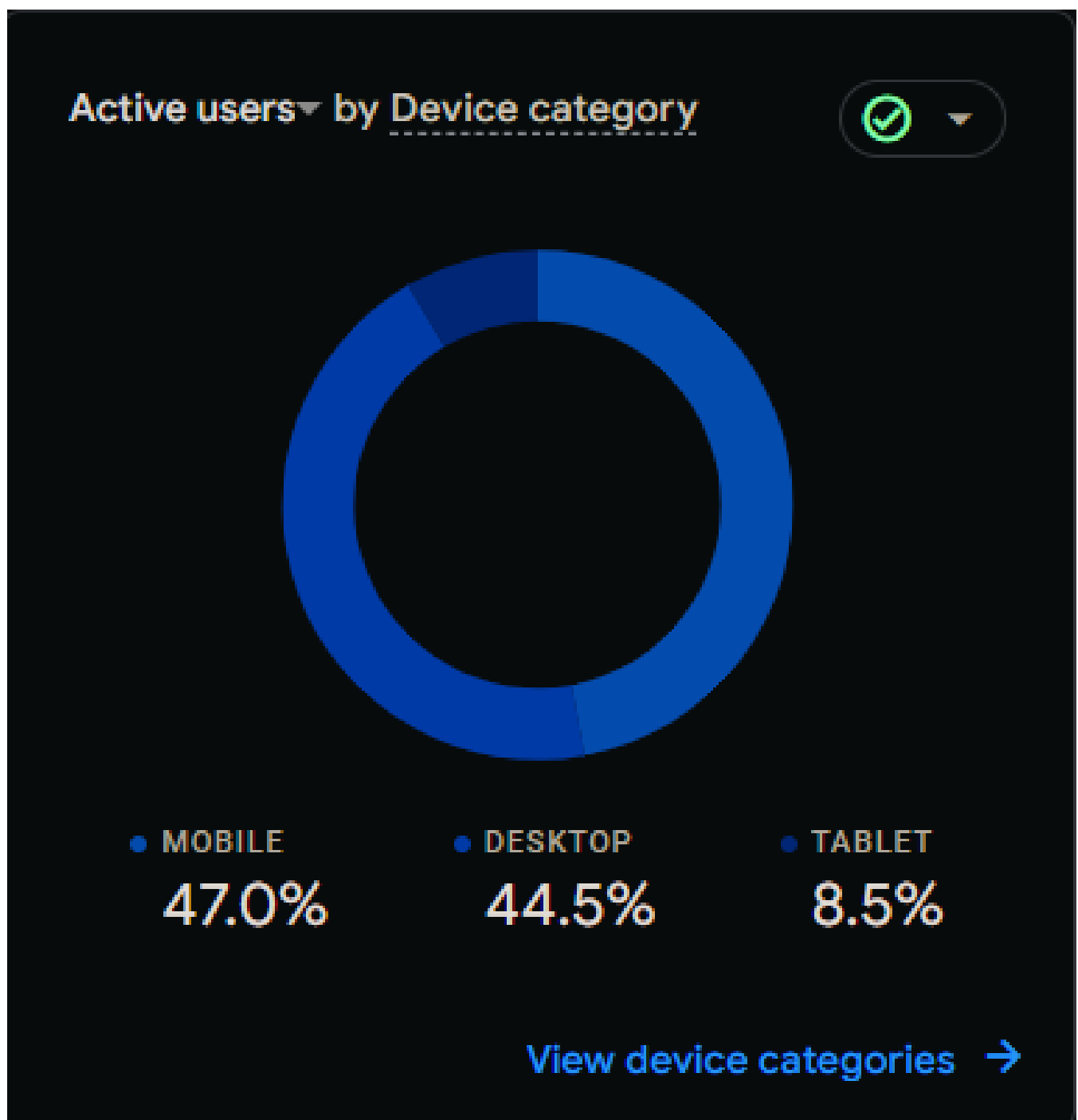
•August 2024 - Highest New Users

- Back-to-School Shopping:** August is a prime time for back-to-school shopping, which could lead to an increase in new users looking for school supplies, apparel, and related merchandise.
- Summer Sales:** Retailers often run sales to clear out summer inventory, attracting new users seeking deals on seasonal items.
- Increased Marketing Efforts:** There may have been targeted marketing campaigns or partnerships with influencers during this time to drive traffic to the store.
- Social Media Trends:** Summer and back-to-school promotions may generate buzz on social media, encouraging new users to check out the store.

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

Ensure that the following are visible in the screenshot:

- **Device Category**
- **Donut chart showing % breakdown by device**



User Acquisition



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

Ensure that the following are visible in the screenshot:

- **Channel group**
- **Users**
- **Engagement Rate**



User Acquisition



Which channel groups had the highest and lowest engagement rates?

Highest Engagement Rate : Paid Shopping (100%)

Lowest Engagement Rate : Display (15.38%)

Which channel groups had the highest and lowest total revenue?

Highest Total Revenue : Direct (1,016,231.40\$)

Lowest Total Revenue : Paid Video (0\$)

What do these metrics mean, based on your experience?

Paid Shopping is highly effective in driving engagement, which is promising for conversion potential. Consider leveraging this channel further by optimizing ad spend and focusing on scaling successful campaigns.

Display ads may need re-evaluation to improve their engagement rate. This could involve revisiting targeting strategies, creative content, or placements to enhance effectiveness.

Direct traffic's strong performance suggests a loyal customer base; consider strategies to nurture this audience further through email marketing or personalized content.

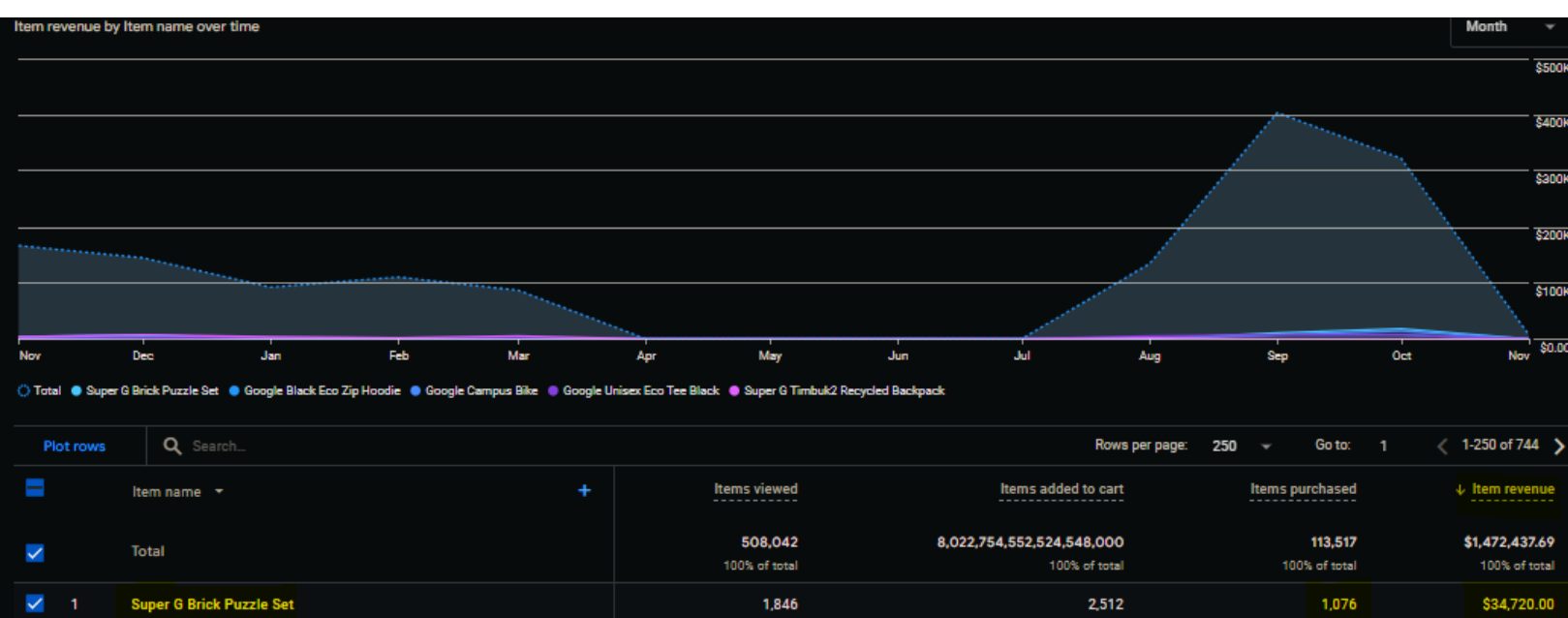
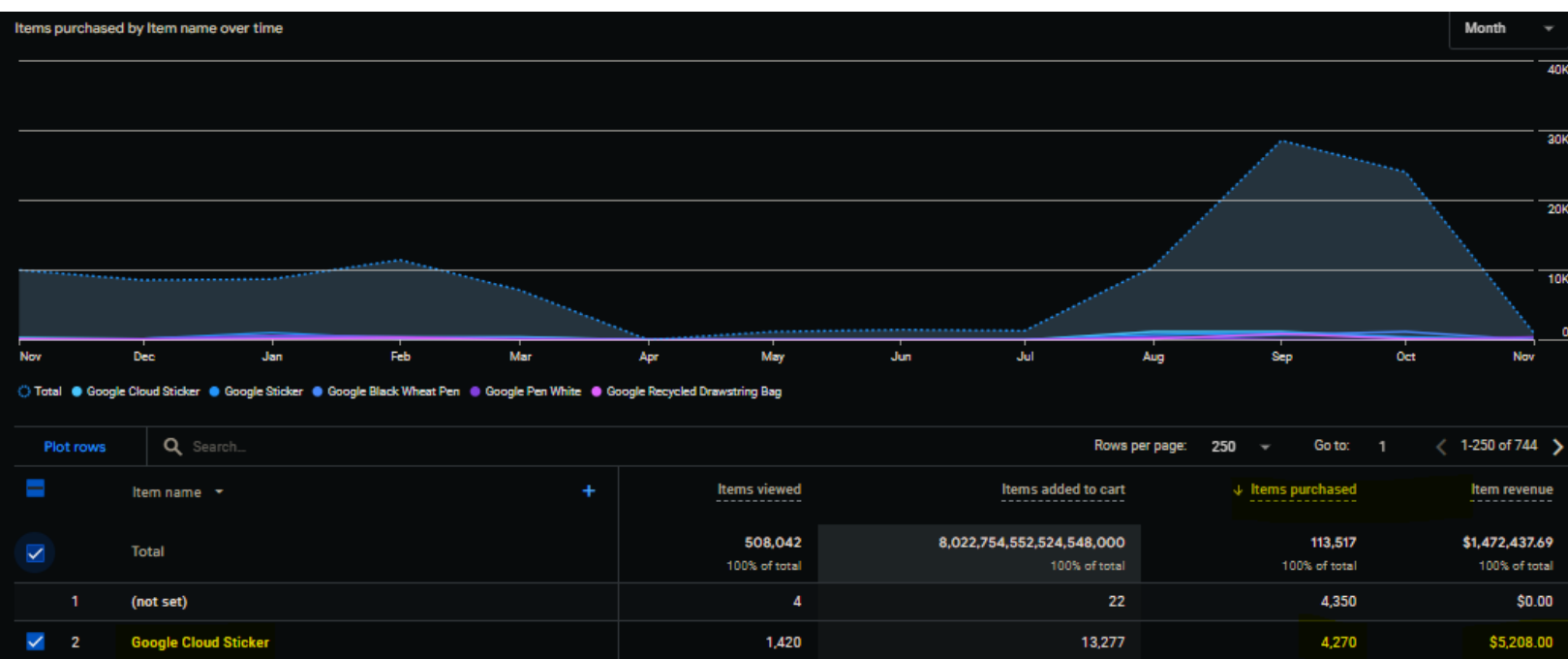
Paid Video needs attention since it's currently underperforming. Assess the video content, audience targeting, and how users are being driven to the website post-viewing.

Monetization



Ensure that the following are visible in the screenshot:

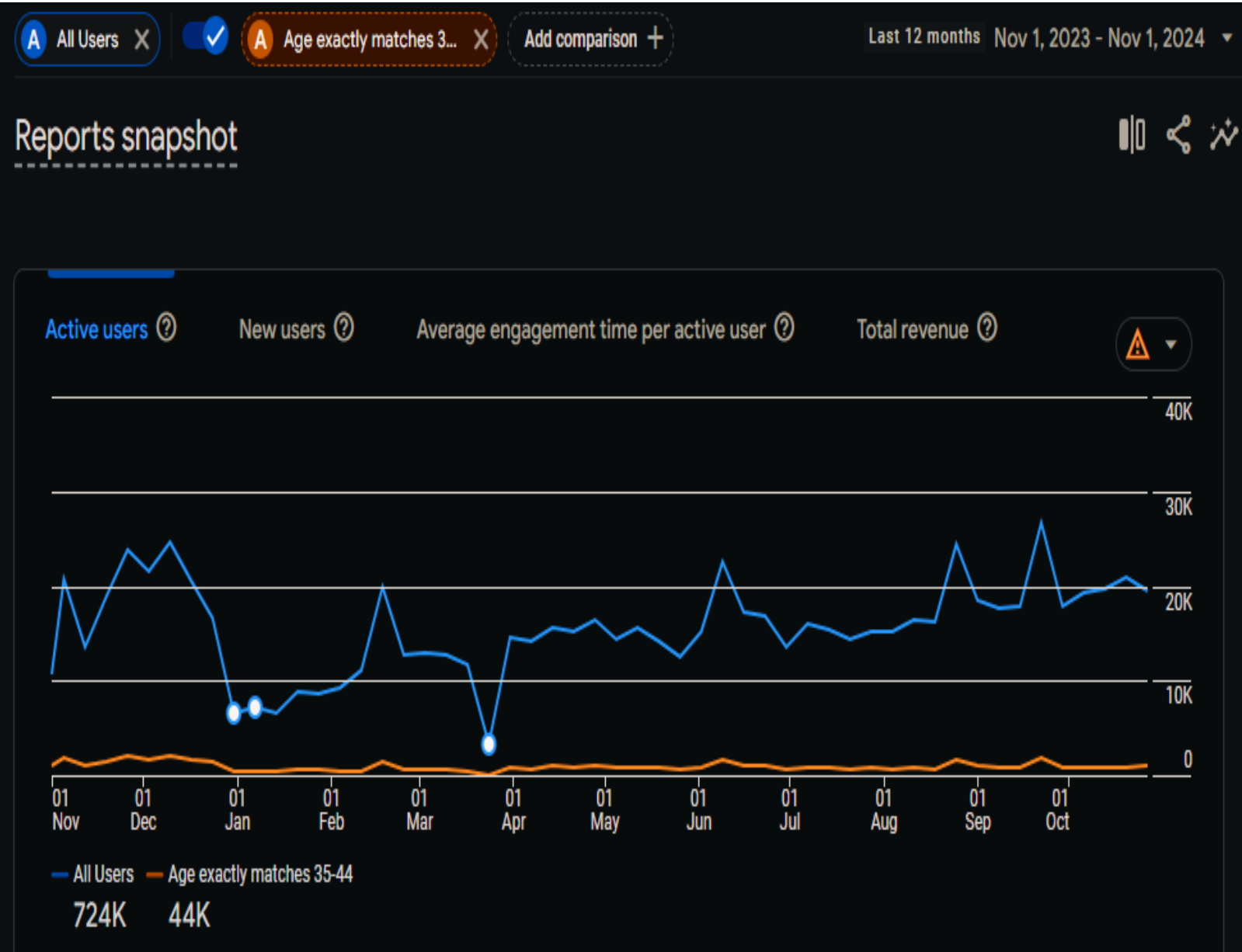
- Item names
- Number of items purchased
- Item revenue



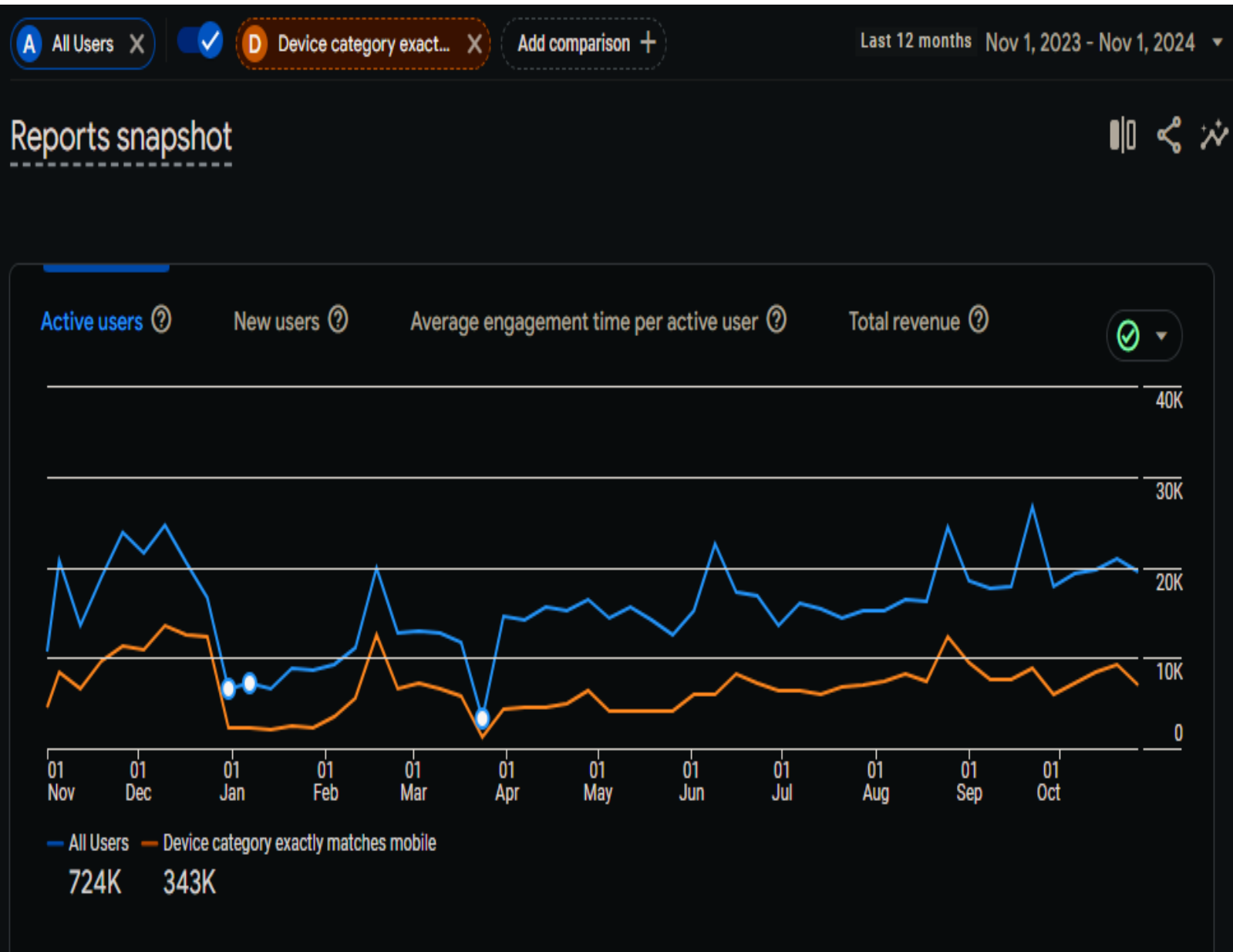


Part Four: Segmentation

Audience Segment: Demographics



Values used:	The value used in this comparison is based on the Users Age between 35-44 YO
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Values used:	<i>The value used in this comparison is based on the Device Category (Mobile)</i>
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Part Five: Analysis and Suggestions

Google Merchandise Store data



You can find the results of the Google Merchandise Store campaigns below.

Campaign Name	Cost	Revenue	ROAS
Tech Trends: Discover the Latest Google Gear	\$5,000	\$3,000	0.6
Shop with Google: Unleash Your Digital Lifestyle	\$5,000	\$8,000	1.6
Google Gadgets Galore: Elevate Your Tech Game	\$5,000	\$8,000	1.6
Gear Up with Google: Your One-Stop Tech Shop	\$8,000	\$13,000	1.625
Google Merch Madness: Score Big on Tech Essentials	\$5,000	\$2,000	0.4
Unlock the Power of Google: Shop the Best in Tech	\$2,000	\$3,500	1.75
Totals	\$30,000	\$37,500	

Business Sales Growth



To achieve a 20% year-over-year (YOY) sales growth without increasing the overall budget, we need to optimize the allocation of the existing \$30,000 across the campaigns.

Looking at the ROAS (Return on Ad Spend) metric, campaigns with a ROAS above 1 are generating more revenue than the cost incurred, which suggests they are more effective. The top-performing campaigns in terms of ROAS are:

- **Unlock the Power of Google: Shop the Best in Tech – ROAS 1.75**
- **Gear Up with Google: Your One-Stop Tech Shop – ROAS 1.625**
- **Shop with Google: Unleash Your Digital Lifestyle – ROAS 1.6**

Campaigns with a ROAS below 1 are not performing as efficiently, as they generate less revenue than their cost. These campaigns are:

- **Tech Trends: Discover the Latest Google Gear – ROAS 0.6**
- **Google Merch Madness: Score Big on Tech Essentials – ROAS 0.4**

• Based on the insights above :

- **Reduce or Eliminate Spend on Low-Performing Campaigns**
- **Total Funds Freed: \$10,000**
- **Increase Spend on High-Performing Campaigns: With the \$10,000 saved, we can boost funding for the top three campaigns :**
- **Unlock the Power of Google (ROAS 1.75) currently has a budget of \$2,000. Increasing this to \$8,000 could potentially generate a revenue of approximately \$14,000 (assuming ROAS remains stable). Gear Up with Google (ROAS 1.625) could receive an additional \$2,000, increasing its budget to \$10,000 and potentially generating a revenue of approximately \$16,250. Shop with Google (ROAS 1.6) could also receive an additional \$1,000, increasing its budget to \$6,000, which might generate a revenue of \$9,600. This realignment would increase the projected revenue, helping the company get closer to the 20% YOY growth goal while keeping costs constant.**



- **UX Improvement: Streamlined Product Discovery with AI-Driven Recommendations**
- One way to improve the user experience (UX) is by enhancing product discovery through **personalized AI-driven recommendations**. Currently, users may have to navigate through multiple categories to find relevant products, which could lead to frustration or missed opportunities for cross-selling. Implementing a personalized recommendation engine based on users' browsing behavior, purchase history, and trending products can make it easier for users to discover items they're likely to be interested in.
- For example:
 - If a user has shown interest in tech accessories, they could be shown a curated list of similar products on the homepage or product pages.
 - "Recommended for You" and "Customers Also Bought" sections could dynamically update to feature relevant items, enhancing engagement and potentially increasing order value.
- **Additional eCommerce Option: "Buy Now, Pay Later" (BNPL) Payment Option**
- Adding a **Buy Now, Pay Later (BNPL)** option, such as **Valu**, would make higher-priced items more accessible by allowing customers to split their payments over time. This option is especially popular among younger customers who might not want to pay the full price upfront but are interested in quality tech products. The flexibility BNPL offers can encourage larger purchases or multiple items per order.

It is time for some exploration! You need to find 2 emerging marketing technologies that you could use in a technology stack. For each one, you need to describe why you would use that tool.

1 **Artificial Intelligence Chatbots**

Value : provides a seamless, interactive experience that can keep users engaged, improve conversion rates, and offer a more personalized customer journey. The conversational nature of chatbots can make interactions feel more human, which can improve overall satisfaction and build trust.

2 **Customer Data Platforms**

Value : Segmenting and personalizing marketing efforts can lead to higher engagement, improved customer loyalty, and ultimately, increased revenue. With detailed customer insights, marketers can make data-driven decisions to enhance the customer journey.