UDACITY

# Marketing Data and Technology

# Draw Insights from Marketing Data

# Part One: Setting Goals

# Identify Key Business Objectives

| **Key Business Objective**: | |
|---|---|
| 1 | *Attract new clients, have a clear objective and design a clear marketing strategy.* |
| 2 | *Determine marketing target audience and allocate funds for effective communication.* |
| 3 | *must be evaluated in a thorough and accurate manner.* |
| 4 | *Monitor progress to stay on task, meet deadlines, and achieve objectives.* |
| *5* | *Establish the final target time for manufacturing to concentrate and complete the product on schedule.* |

# Identify Key Performance Indicators

| | **Key Performance Indicator (KPI)**: |
|---|---|
| 1 | *Click-through rate : CTR measures clicks on a link compared to impressions, evaluating the relevance of clickable website elements to target audience.* |
| 2 | *Bounce rate : Bounce rate measures visitor interest and single-page sessions, revealing website design or content issues, providing insight into experiment control and variant effectiveness.* |
| 3 | ***Conversion rate: Conversion rate measures user conversion on a website, indicating the percentage of users taking desired actions, such as clicking links or signing up.*** |
| 4 | *Average order value (AOV): Average order value (AOV) measures customer spending on a website, crucial for evaluating A/B test variant effectiveness and assessing website changes' impact on spending.* |
| 5 | *Revenue: Revenue is the north star metric in A/B tests, affecting hypothesis impact and coordinating with conversion rate, AOV, and abandonment rate.* |

# Part Two:
# A/B Testing Proposal

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

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

- Click-through rate : CTR measures clicks on a link compared to impressions, evaluating the relevance of clickable website elements to target audience.
- Bounce rate : Bounce rate measures visitor interest and single-page sessions, revealing website design or content issues, providing insight into experiment control and variant effectiveness.
- ***Conversion rate: Conversion rate measures user conversion on a website, indicating the percentage of users taking desired actions, such as clicking links or signing up.***
- *Average order value (AOV): Average order value (AOV) measures customer spending on a website, crucial for evaluating A/B test variant effectiveness and assessing website changes' impact on spending.*
- *Revenue: Revenue is the north star metric in A/B tests, affecting hypothesis impact and coordinating with conversion rate, AOV, and abandonment rate.*
- *Average order value (AOV): Average order value (AOV) measures customer spending on a website, crucial for evaluating A/B test variant effectiveness and assessing website changes' impact on spending.*

*You are comparing several versions of one variable. For instance, if you wanted to test the forms on your website, you would design three different forms while maintaining the same variables on each page. By doing it this manner, you can always compare like with like.and if we need to choose the best to this project we will go in web forms.*

*Two samples will be tested, the first of which will be the original and the second of which will have simpler and alternative specifications. I'll merely publish photographs and watch to see which of the two categories attracts the consumer.*

*In A : I'll use the original and make no alterations to it.*

*In B : In this example, I'll simplify the interface and replace it with a more contemporary, user-friendly design that includes a description of the products.*

*Web forms Creative B will likely receive more clicks than Web Forms Creative A, in my opinion.*

# A/B Testing Proposal: Testing Process

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

- Test one variable and create multiple versions to compare.
- Focus on one variable and create different versions to compete against each other.
- Determine a hypothesis for the test that suggests what you expect to happen.
- Set the time duration and budget parameters of your test and plan the experiment accordingly.
- Run the test all the way to completion.
- review the results and see if the data is statistically significant.
- Determine whether or not your testing hypothesis turned out to be accurate and adjust your marketing strategy accordingly

I will , use a data analysis tool like Google Analytics to review my data.

And i will determine the matrices in

- Sales
- Booked Calls
- Leads
- Sign Ups

# Part Three: Data Exploration

# Reports Snapshot

- Timeframe
- New users
- Axis values

# Reports Snapshot

Which month had the most new users, and which month had the fewest new users?

The most New users : 4 - 10 December

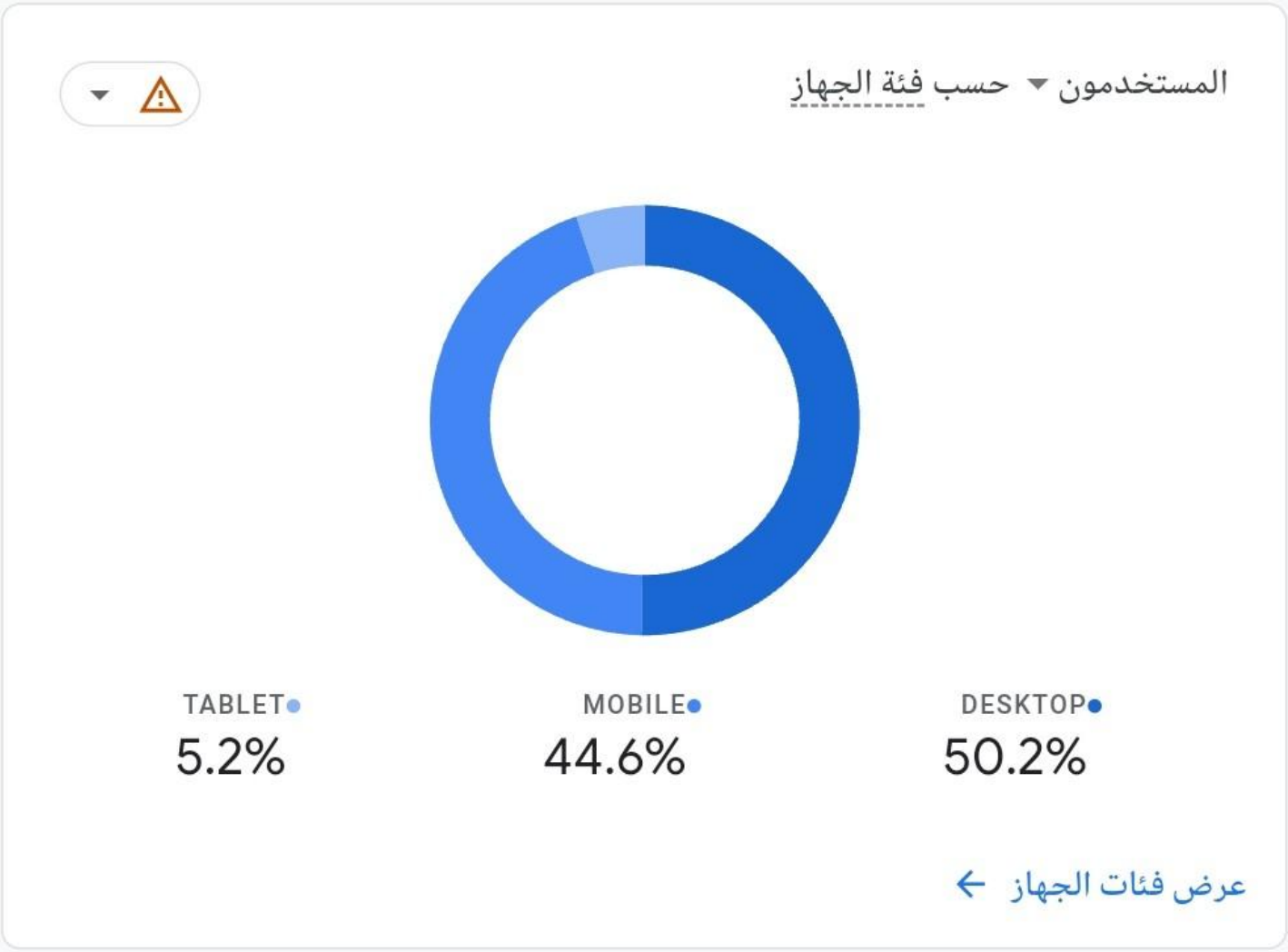
The fewest users : 20 - 23 July

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

Due to an occasion or activity that occurred on this International Day for Human Rights and the fact that a famous person celebrates their birthday today, I anticipate a rise in sales on those days due to the current trend.

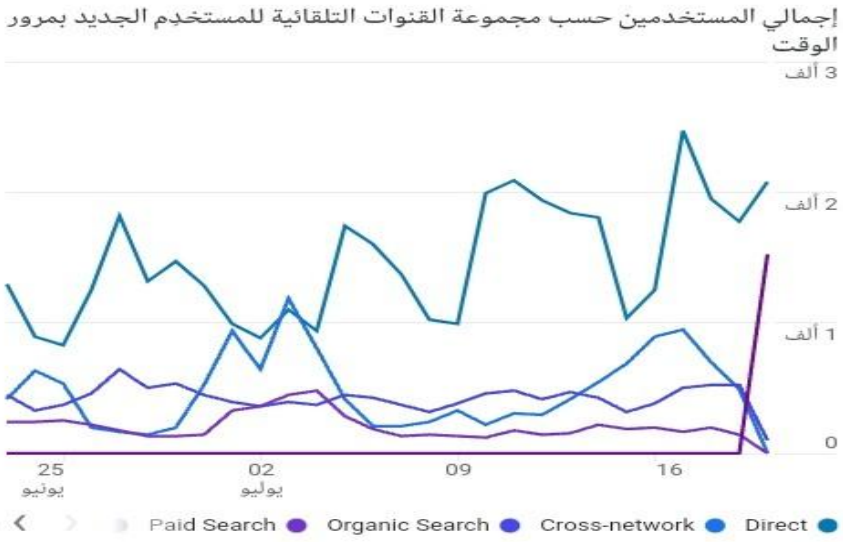
# User Tech

- Device Category
- Donut chart showing % breakdown by device



# User Acquisition

- Channel group
- Users
- Engagement Rate




بحث...

عدد الصفوف في كل صفحة: 10 | 1-8 من 8

| مجموعة القنوات ...مستخدم الجديد | إجمالي المستخدمين | المستخدمون الجدد | الجلسات المتفاعلة |
|---|---|---|---|
| | 63,652<br>100% من الإجمالي | 51,639<br>100% من الإجمالي | 60,144<br>100% من الإجمالي |
| Direct | 33,587 | 26,266 | 33,624 |
| Cross-network | 12,430 | 10,670 | 10,670 |
| Organic Search | 10,373 | 9,324 | 10,438 |
| Paid Search | 4,517 | 4,047 | 3,279 |
| Unassigned | 1,528 | 77 | 117 |
| Email | 986 | 818 | 1,304 |
| Organic Social | 409 | 287 | 510 |
| Referral | 318 | 150 | 355 |

# User Acquisition

During the twelve month period you've selected, which channel groups had the highest and lowest engagement rates and the highest and lowest total revenue?

Highest engagement: Direct

Lowest engagement: Unassigned

Highest revenue: Direct

Lowest revenue: Paid search

What do these metrics mean, based on your experience?

*These metrics show how customers engage with the products, the ordering and payment process, and which channel they use more, giving us an idea of which channel we should invest more in and advance.*

# Monetization

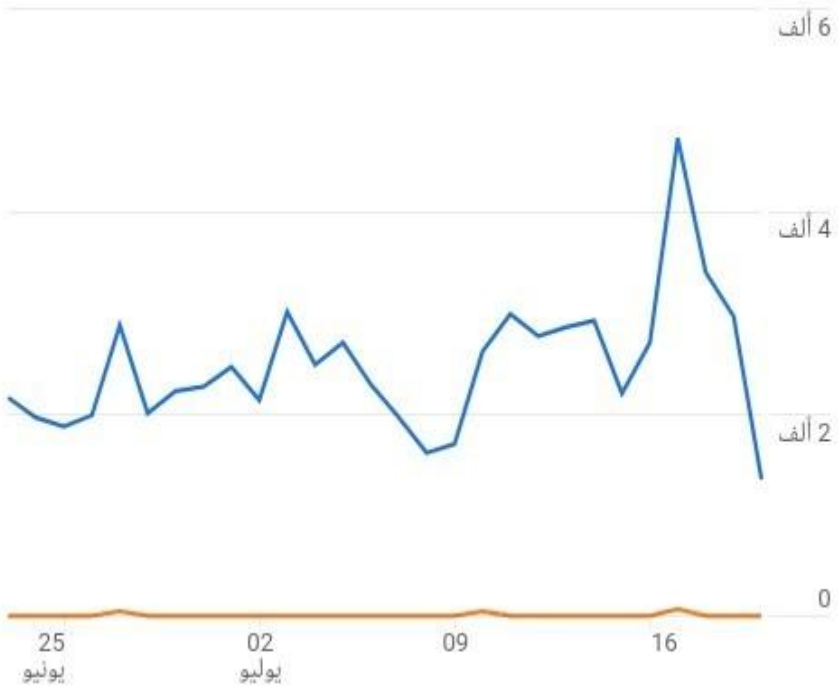
- Item names
- Number of items purchased
- Item revenue

| | اسم العنصر + | السلع المعروضة ↓ | السلع المُضافة إلى سلة التسوق | السلع المشتراة | أرباح ا |
|---|---|---|---|---|---|
| | | 73,331<br>100% من الإجمالي | 103,118,872,952<br>100% من الإجمالي | 11,953<br>100% من الإجمالي | $ 140,257.77<br>100% من الإجما |
| 1 | Super G Timbuk2 Recycled Backpack | 2,867 | 1,685 | 75 | $ 7,575.00 |
| 2 | Google Campus Bike | 2,678 | 10,392 | 33 | $ 1,573.00 |
| 3 | Google Global 5K Run Unisex Tee | 1,731 | 565 | 0 | $ 0.00 |
| 4 | Google Pride Hologram Sticker | 1,211 | 291 | 26 | $ 42.00 |
| 5 | Google Fill it Forward Bottle | 1,018 | 4,281 | 8 | $ 144.40 |
| 6 | Chrome Dino Recycled Backpack | 974 | 254 | 7 | $ 330.60 |
| 7 | Google Recycled Black Backpack | 927 | 62 | 8 | $ 648.00 |
| 8 | Chrome Dino Collectible Figurines | 863 | 14,696 | 7 | $ 180.00 |
| 9 | Google Eco Tee White | 813 | 1,101 | 71 | $ 1,792.00 |
| 10 | Super G 2-in-1 Bottle | 808 | 98 | 18 | $ 553.00 |

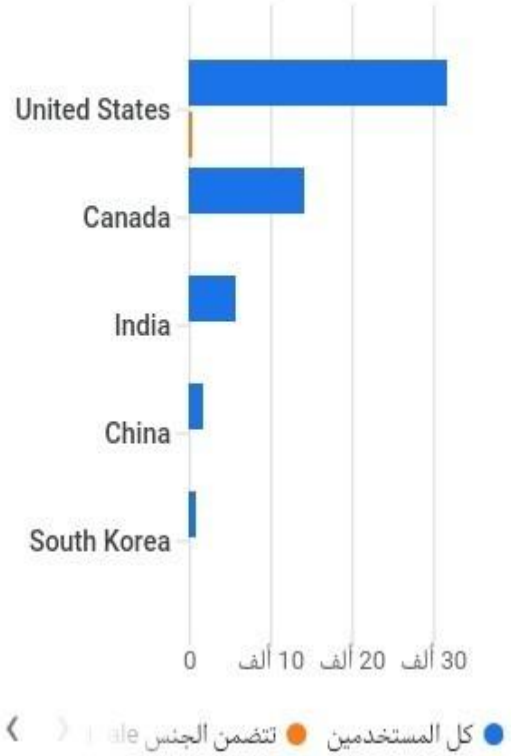
# Part Four: Segmentation

# Audience Segment: Demographics

المستخدمون على مدار الوقت




المستخدمون حسب البلد




بحث...

عدد الصفوف في كل صفحة: 10

انتقال إلى: 1

1-10 من 40

| البلد | المقارنة | المستخدمون ↓ | المستخدمون الجدد | الجلسات المتفاعلة | |
|---|---|---|---|---|---|
| | كل المستخدمين | 61,271<br>100% من الإجمالي | 50,792<br>100% من الإجمالي | 59,226<br>100% من الإجمالي | .17%<br>0% ف |
| | تتضمن الجنس female; تتضمن المدينة New York | 408<br>0.67% من الإجمالي | 257<br>0.51% من الإجمالي | 499<br>0.84% من الإجمالي | .18%<br>05%+ |
| 1 United States | كل المستخدمين | 31,604 | 24,300 | 34,523 | 51% |
| United States | تتضمن الجنس female; تتضمن المدينة New York | 408 | 257 | 499 | 18% |

# Audience Segment: Technology

المستخدمون ▾ حسب النظام الأساسي / فئة الجهاز

كل المستخدمين

| النظام الأساسي / فئة الجهاز | المستخدمون |
|---|---|
| web / mobile | 33 ألف |
| web / desktop | 26 ألف |
| web / tablet | 3.1 ألف |

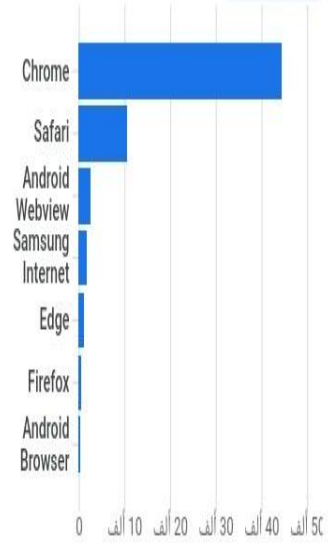
تضمن الجنس female; تتضمن المدينة New York

| النظام الأساسي / فئة الجهاز | المستخدمون |
|---|---|
| web / desktop | 367 |

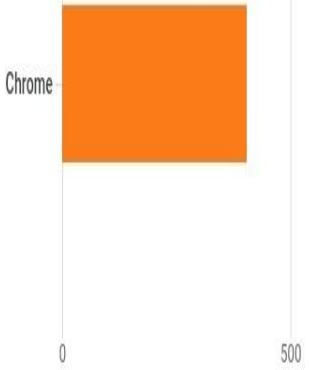
عرض أجهزة الأنظمة الأساسية ←

المستخدمون ▾ حسب المتصفح

كل المستخدمين




تضمن الجنس female; تتضمن المدينة New York

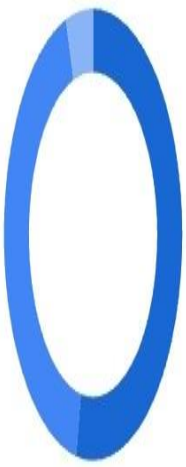



تضمين المنصة = الويب

عرض المتصفحات ←

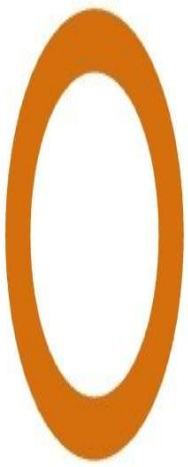
المستخدمون ▾ حسب فئة الجهاز

كل المستخدمين



| TABLET | DESKTOP | MOBILE |
|---|---|---|
| 4.9% | 42.0% | 53.1% |

تضمن الجنس female; تتضمن المدينة New York



| DESKTOP |
|---|
| 100.0% |

عرض فئات الجهاز ←

المستخدمون ▾ حسب نظام التشغيل

كل المستخدمين

| نظام التشغيل | المستخدمون |
|---|---|
| Android | 26 ألف |
| Macintosh | 12 ألف |
| iOS | 10 ألف |
| Windows | 9.8 ألف |
| Chrome OS | 2.9 ألف |
| Linux | 1.2 ألف |

تضمن الجنس female; تتضمن المدينة New York

| نظام التشغيل | المستخدمون |
|---|---|
| Macintosh | 280 |
| Chrome OS | 64 |
| Android | 41 |

عرض أنظمة التشغيل ←

# Part Five:
# Analysis and Suggestions

# Analysis and Suggestions: Business Sales Growth

| 2021 Solar YouTube Ads Sales Funnel Campaigns | Bid strategy | Cost | Views | Clicks | Conv | Revenue | ROAS |
|---|---|---|---|---|---|---|---|
| Solar Leads - In-Stream RT - Conversions | Max Conv. | $1,760.23 | 41,677 | 9,964 | 20 | $10,957.48 | 6.2 |
| Solar Subscribers - Discovery Keywords - CPV | Manual CPV | $4,344.11 | 185,217 | 0 | 7 | $20,977.68 | 4.8 |

# Analysis and Suggestions: Business Sales Growth

*Due to the increased growth and customer interaction solar seal's calls we will have growth about %20 for least 6 month, I anticipate that if we invest in it, we will see higher returns.*

| 2021 Solar YouTube Ads Sales Funnel Campaigns | Bid strategy | Cost | Views | Clicks | Conv. | Revenue | ROAS |
|---|---|---|---|---|---|---|---|
| Solar Leads - In-Stream Solar Cheat Code Website | Max Conv. | $270.11 | 2,002 | 318 | 0 | 0 | 0 |
| Maximize Conv - Solar Sales Calls - Custom Intent | Max Conv. | $920.59 | 3,527 | 655 | 6 | 0 | 0 |

# Analysis and Suggestions: eCommerce

UX change: Display social proof through user-generated content, such as reviews, emails, or followers, to build brand trust and reduce doubts, improving user experience and reducing concerns about products.

Other eCommerce change or addition:Enhance product pages with customer reviews and testimonials to boost conversion rates and demonstrate authenticity as an authentic seller.

# Analysis and Suggestions: Technology

| | GSMM 2021 Technology Stack | Yearly Cost | Monthly Cost |
|---|---|---|---|
| 2 | Quickbooks | 540 | 50 |
| 3 | Gusto | 696 | 58 |
| 4 | Typeform | 996 | 99 |
| 5 | Zapier | 588 | 73.5 |
| 6 | GoHighLevel | 2976 | 297 |
| 7 | Storyblocks | 360 | 30 |
| 8 | Screencastify | 150 | 12.5 |
| 9 | VidIQ Pro | 90 | 7.5 |
| 10 | AdZoola | 1000 | 50 |

I will add two new additional technologies

- Google Search Console
- Hootsuite

| | | | |
|---|---|---|---|
| 13 | Google Workspace | 0 | 0 |
| 14 | Google Search Console | 0 | 0 |
| 15 | Google Analytics | 0 | 0 |

| | | | |
|---|---|---|---|
| 17 | Legal Zoom | 0 | 0 |
| 18 | Hootsuite | 0 | 0 |
| 19 | istockphoto | 0 | 0 |