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 revenue by 10%..*
2	*Expand product range by 15%.*
3	*Increase customer satisfaction by 10%.*
4	*Build Brand awareness and loyalty by 20%.*

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	*The number of website visitors.*
2	*Amount of products added per quarter.*
3	*Customer satisfaction score.*
4	*Amount of new customers from social ads.*

Part Two:
A/B Testing Proposal

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

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

Increase revenue by 10%.

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

- Marketing campaigns

Hypothesis: We will increase revenue by testing different social media campaigns.

A/B Testing Proposal: Testing Process

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

- Creating effective marketing campaigns, such social media ads.

- Hypothesis: Testing different marketing campaigns will increase revenue.

- The company will run two different marketing campaigns.

- The company will track the amount of new customers, the amount of repurchases, and the average order value.

- After analyzing the results the company will execute the marketing campaign that was most successful.

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

Collect the data from both versions of the test and compare which test had the most successful results.
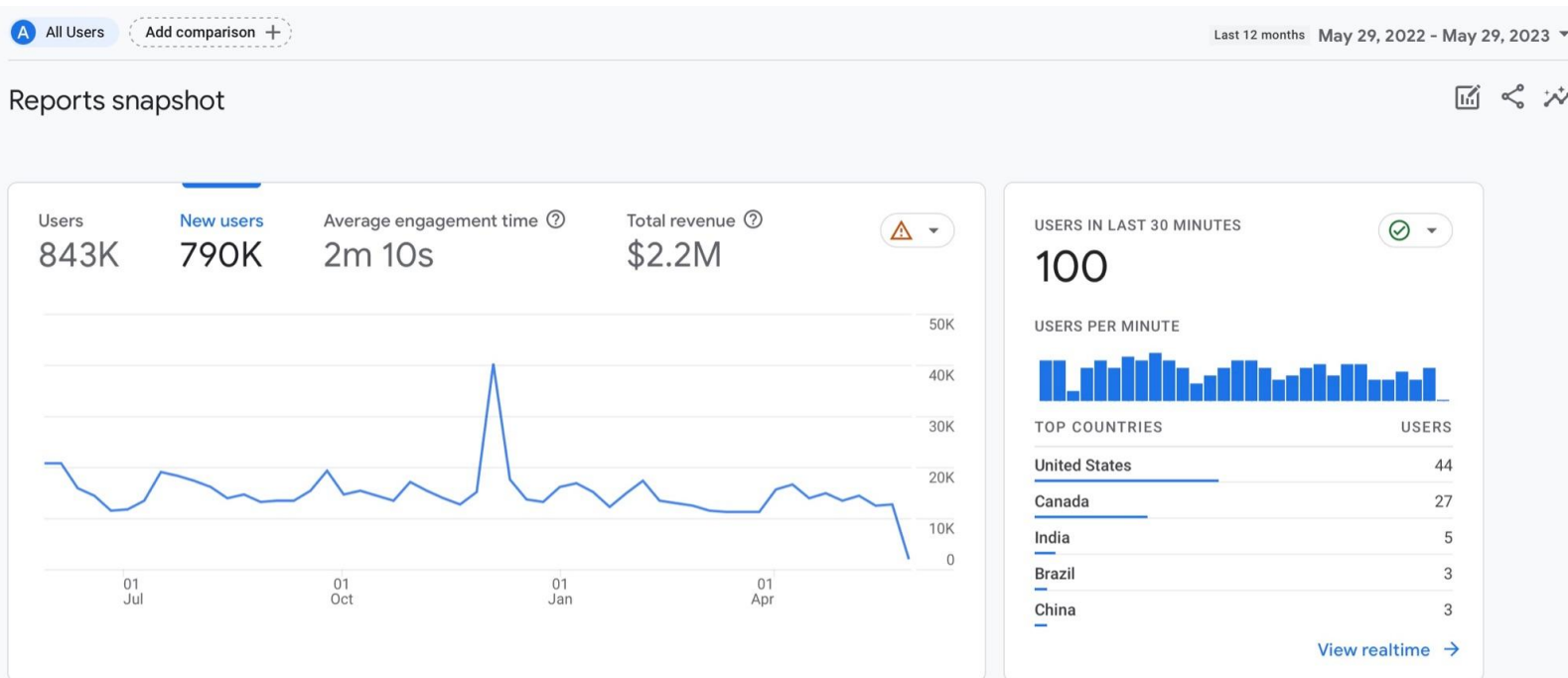
Part Three:
Data Exploration

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

Reports Snapshot

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

Based off of the chart provided, December 2022 had the most new users whereas May 2023 had the least amount of new users.

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

The spike in new users for the month of December could be due to the holiday season, where consumers are buying gifts for Christmas. A decrease in new users for May could be a lack of interest or relevancy for consumers during this time of year.
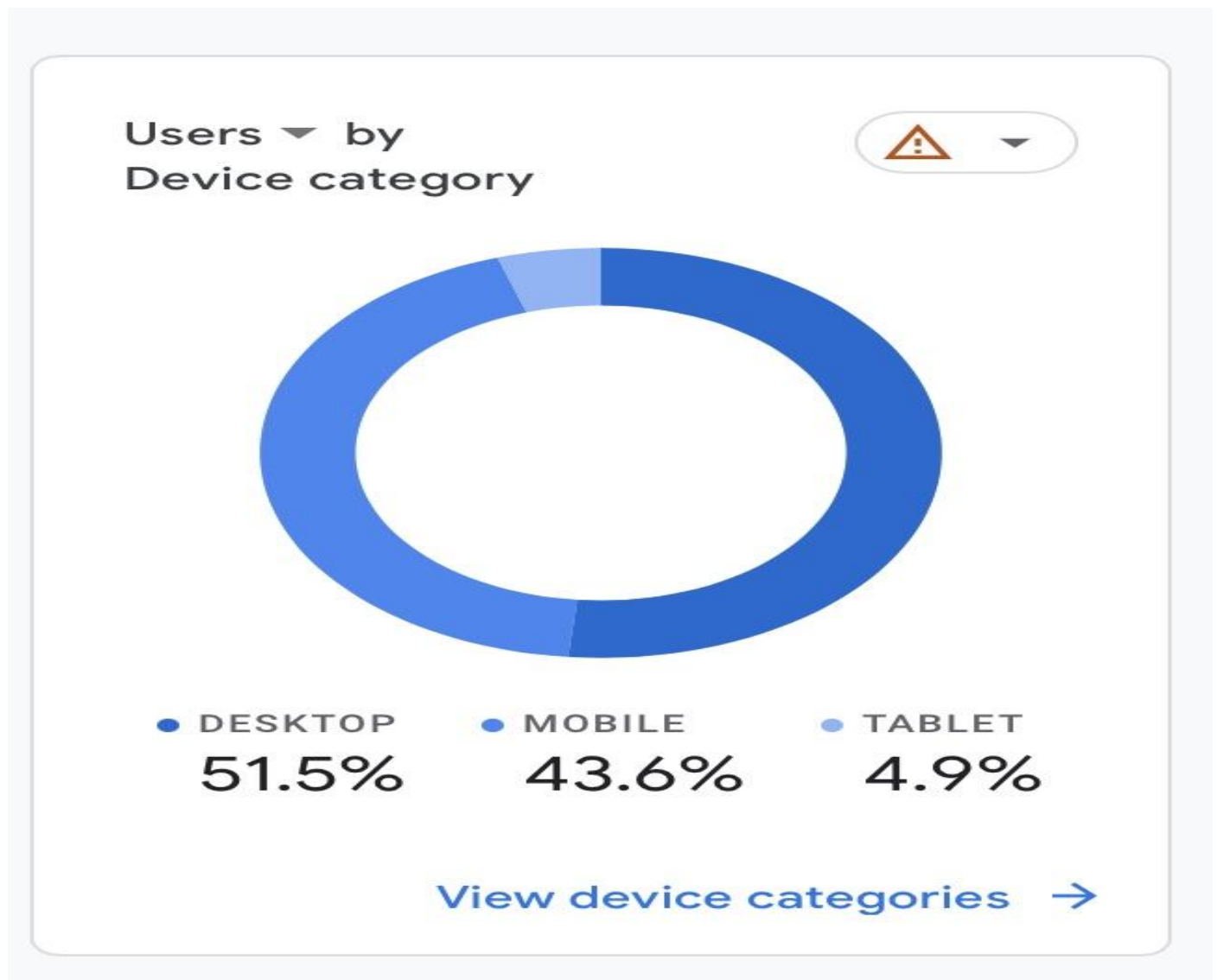
User Tech

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

	First user defa... channel group ▼ +	↓ New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count All events ▼
		790,946 100% of total	958,860 100% of total	70.9% Avg 0%	1.14 Avg 0%	2m 10s Avg 0%	31,707,462 100% of total
1	Direct	316,310	429,280	66.43%	1.17	2m 41s	16,374,494
2	Organic Search	247,169	293,942	76.93%	1.18	2m 07s	8,893,563
3	Paid Search	62,200	66,293	80.11%	1.06	0m 56s	964,243
4	Cross-network	49,045	60,814	96.48%	1.24	1m 19s	831,676
5	Display	34,685	26,417	54.3%	0.76	0m 31s	529,383
6	Referral	33,057	40,564	75.72%	1.21	2m 23s	1,541,468
7	Paid Shopping	13,836	9,671	59.03%	0.69	0m 53s	201,620
8	Paid Video	8,566	5,682	58.05%	0.66	0m 31s	116,166
9	Organic Social	7,469	9,642	73.62%	1.28	3m 15s	372,759
10	Email	5,778	11,115	76.68%	1.89	6m 51s	556,663

	First user defa... channel group ▼ +	Engagement rate	Engaged sessions per user	Average engagement time	Event count All events ▼	Conversions All events ▼	Total revenue
		70.9% Avg 0%	1.14 Avg 0%	2m 10s Avg 0%	31,707,462 100% of total	3,788,911.00 100% of total	$2,212,887.93 100% of total
1	Direct	66.43%	1.17	2m 41s	16,374,494	1,732,547.00	$1,497,719.02
2	Organic Search	76.93%	1.18	2m 07s	8,893,563	1,019,580.00	$463,332.77
3	Paid Search	80.11%	1.06	0m 56s	964,243	164,855.00	$23,093.21
4	Cross-network	96.48%	1.24	1m 19s	831,676	280,834.00	$14,990.35
5	Display	54.3%	0.76	0m 31s	529,383	57,234.00	$0.00
6	Referral	75.72%	1.21	2m 23s	1,541,468	128,625.00	$88,361.50
7	Paid Shopping	59.03%	0.69	0m 53s	201,620	29,175.00	$8,806.30
8	Paid Video	58.05%	0.66	0m 31s	116,166	8,766.00	$0.00
9	Organic Social	73.62%	1.28	3m 15s	372,759	40,588.00	$36,069.67
10	Email	76.68%	1.89	6m 51s	556,663	39,553.00	$78,432.74

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?

Engagement Rates:

- Highest: Cross-Network
- Lowest: Display

Total Revenue:

- Highest: Direct
- Lowest: Display & Paid Video both are $0.

What do these metrics mean, based on your experience?

Most of the users who are coming to shop are either already familiar with the store and are coming directly to the website or the ads across the different channels have a high success rate with gaining customer interest.

Monetization

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

| Product ?	Sales Performance				
	Product Revenue ?	Unique Purchases ? ↓	Quantity ?	Avg. Price ?	Avg. QTY ?
	$2,249.90 % of Total: 100.00% ($2,249.90)	52 % of Total: 100.00% (52)	142 % of Total: 100.00% (142)	$15.84 Avg for View: $15.84 (0.00%)	2.73 Avg for View: 2.73 (0.00%)
1. Google Eco Classic Tee	$234.00 (10.40%)	6 (11.54%)	7 (4.93%)	$33.43	1.17
2. Google Black Wheat Pen	$20.90 (0.93%)	4 (7.69%)	9 (6.34%)	$2.32	2.25
3. Google Classic Black Lanyard	$43.40 (1.93%)	4 (7.69%)	7 (4.93%)	$6.20	1.75
4. Google Bamboo Lid Recycled Bottle	$48.00 (2.13%)	3 (5.77%)	5 (3.52%)	$9.60	1.67
5. Google RuMe Recycled Duffel	$136.80 (6.08%)	3 (5.77%)	4 (2.82%)	$34.20	1.33
6. Google Slate Jersey Tee	$103.60 (4.60%)	3 (5.77%)	3 (2.11%)	$34.53	1.00
7. Google Vintage Wash Black Cap	$427.20 (18.99%)	3 (5.77%)	22 (15.49%)	$19.42	7.33
8. Chrome Dino Socks	$48.00 (2.13%)	2 (3.85%)	2 (1.41%)	$24.00	1.00
9. Google Cloud Camp Mug Gray	$59.80 (2.66%)	2 (3.85%)	3 (2.11%)	$19.93	1.50
10. Google Cloud Lanyard	$22.00 (0.98%)	2 (3.85%)	2 (1.41%)	$11.00	1.00

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.
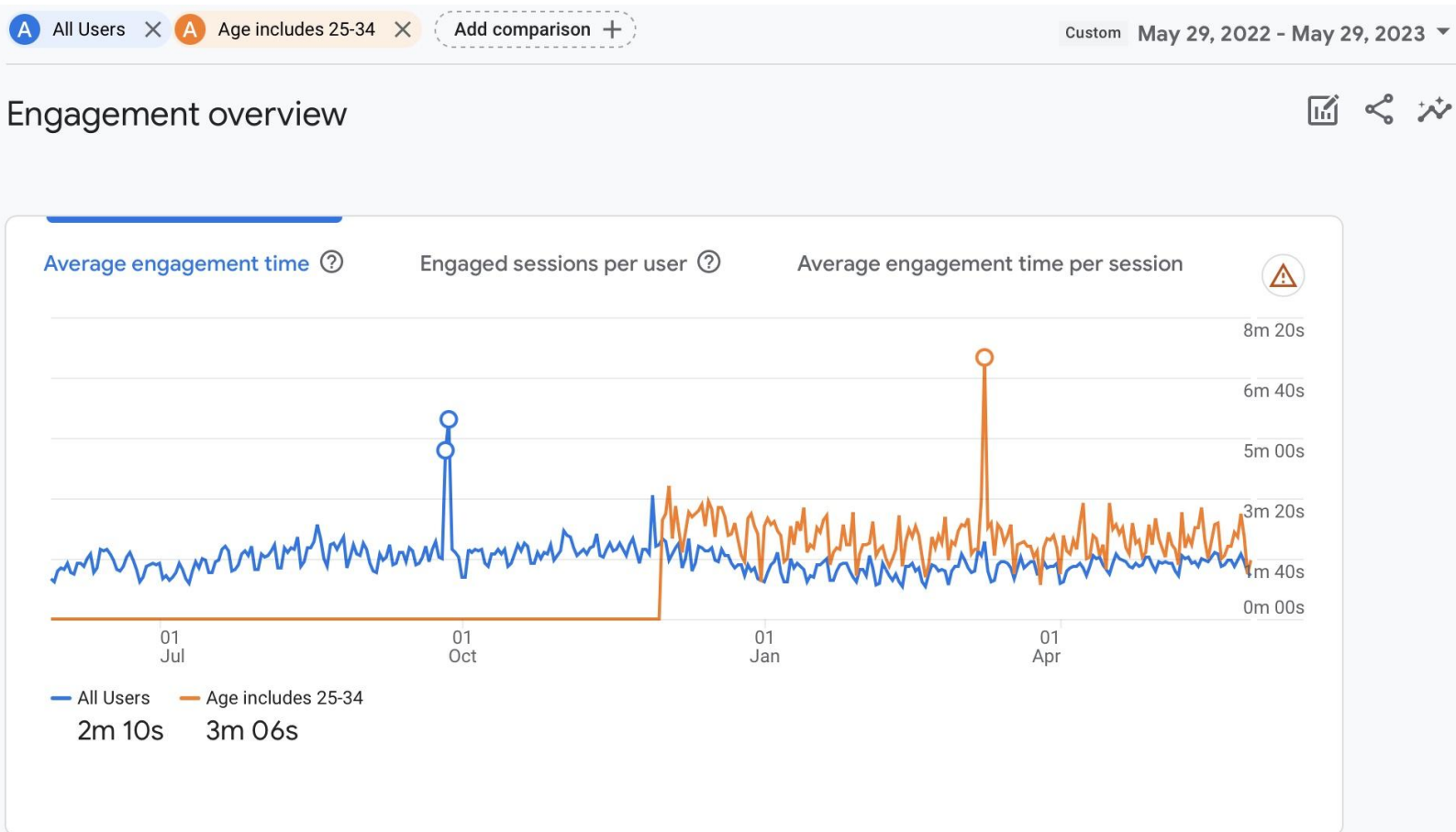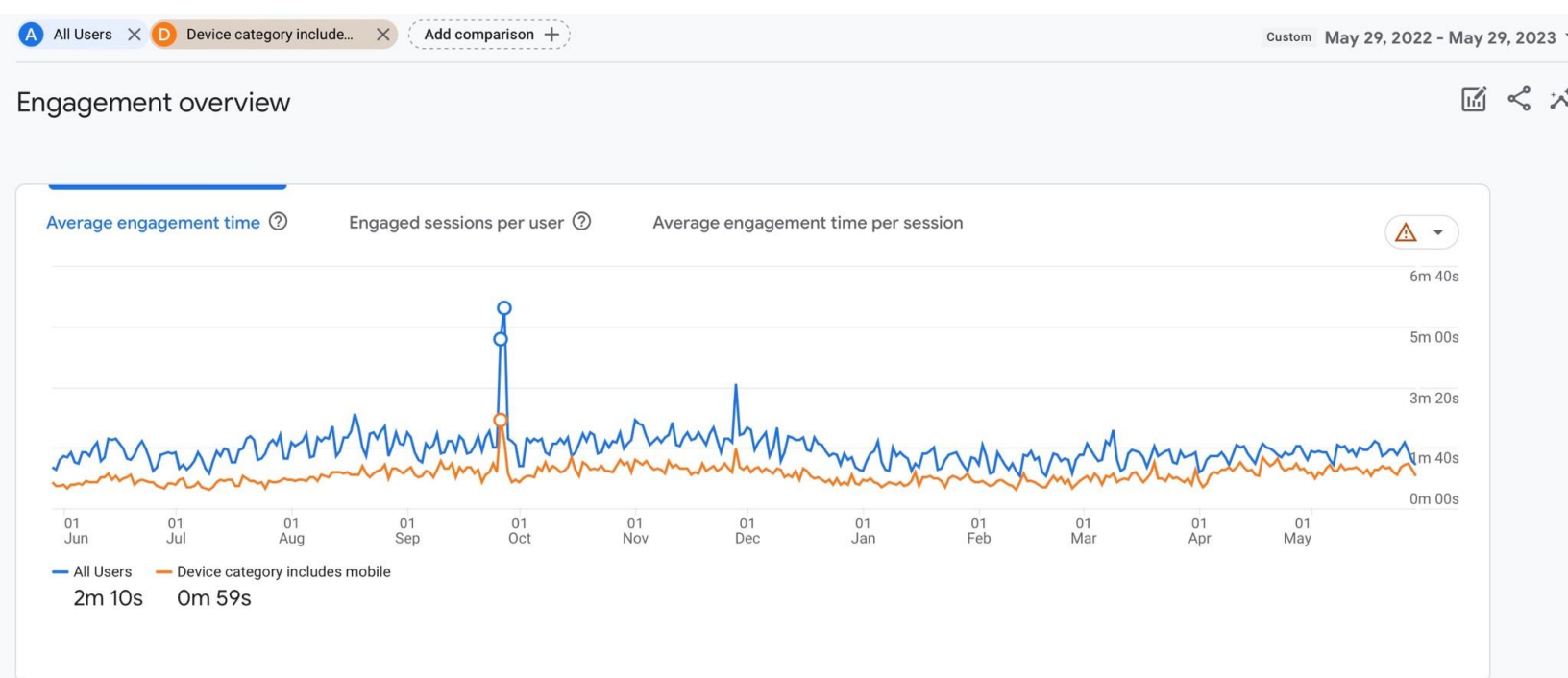

The segments used for this graph are users between the ages of 25-34 from May 29, 2022- may 29, 2023.

Audience Segment: Technology

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.

The segments used for this graph are users accessing the website via mobile devicefrom May 29, 2022- may 29, 2023.

Part Five:
Analysis and Suggestions

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.

GSMM Agency can achieve a 20% YOY sales growth by investing more into the Solar Leads - In-Stream RT - Conversions and the Solar Subscribers - Discovery Keywords - CPV sales funnel because they had the most success in acquiring new clients.

Their "How to Get Qualified Solar Leads with Youtube Ads" video had the most success, therefore they should focus on making more ads that are quick to the point but also keeps the potential new clients attention.

Analysis and Suggestions: eCommerce

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.

UX change:

One way to improve the eCommerce experience for the Google Merchandise store is by allowing an option for checking out as a guest. Having to create an account to make a purchase is additional step that may take too much time for a consumer and cause them to leave without making a purchase.

Other eCommerce change or addition:

Another change that could be beneficial is making the home page more interesting. There's nothing really eye-catching besides the red Sale Tab which is still very small. The Google Merchandise store should make there category tabs a little bigger and make their advertisement for new collections more colorful or animated.

Analysis and Suggestions: Technology

Google Analytics and calendly were added to the technology stack to get better insights on the traffic coming to the website and also to make scheduling meetings with potential clients easier.

GSMM 2023 Technology Stack
Quickbooks
Gusto
Typeform
Zapier
GoHighLevel
Storyblocks
Screencastify
VidIQ Pro
AdZoola
Bluehost
WP Forms
Google Analytics
Calendly