

# Marketing Data and Technology



Draw Insights from  
Marketing Data



# Part One: Setting Goals

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# 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>Drive at least 50 leads to my website every week</i>
2	<i>Increase conversion rate by 30% in 6 months</i>
3	<i>Increase number of sales by 10% in 6 months</i>
4	<i>Increase number of social media followers by 20% in 6 months</i>
5	<i>Key Business Objective 5 (optional)</i>



# 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	<i>Number of leads</i>
2	<i>Conversion Rate</i>
3	<i>Sales</i>
4	<i>Number of followers</i>
5	<i>Key Performance Indicator 5 for Key Business Objective 5 (optional)</i>



# Part Two: A/B Testing Proposal

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

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

*Conversion Rate*

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

*A campaign, testing paid traffic to two versions of a landing page*

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

*I predict that landing page A will have a higher conversion rate than landing page B because landing page A has a simple form to fill out whereas landing page B has multiple-step forms to fill out.*



# A/B Testing Proposal: Testing Process

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

*We create two landing pages for Website campaign testing the variable (Landing pages). We will run the campaign for two weeks and users will be randomly divided with 50% shown landing page A and the other 50% shown landing page B. Page A has a simple form to fill out, while page B has multiple-step form to fill out*

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

*At the end of 2 weeks, we will access the result using Google Analytics. The landing page with the higher conversion rate will be the better result and will be considered for future campaigns.*



# Part Three: Data Exploration

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# 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

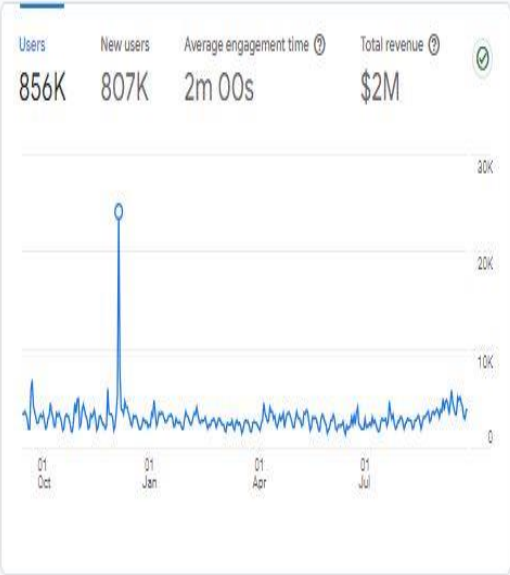
# Reports Snapshot



All Users Add comparison +

Custom Sep 19, 2022 - Sep 19, 2023 ▾

## Reports snapshot



Realtime data not supported for this comparison.

Learn more

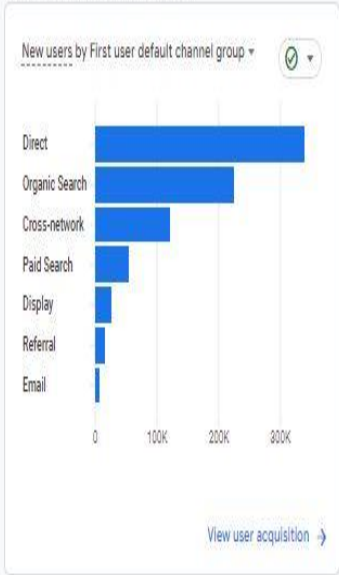
Insights 1

CUSTOM INSIGHT New

Revenue was \$31,176.65  
From September 10 to 16, 2023

View all insights →

### WHERE DO YOUR NEW USERS COME FROM?



### WHAT ARE YOUR TOP CAMPAIGNS?

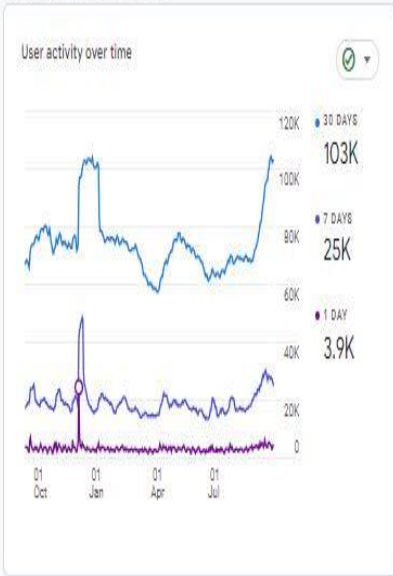
Sessions by Session medium

Session medium	Sessions
(none)	506K
organic	358K
opc	276K
referral	79K
email	36K
affiliate	1.9K
cpm	421

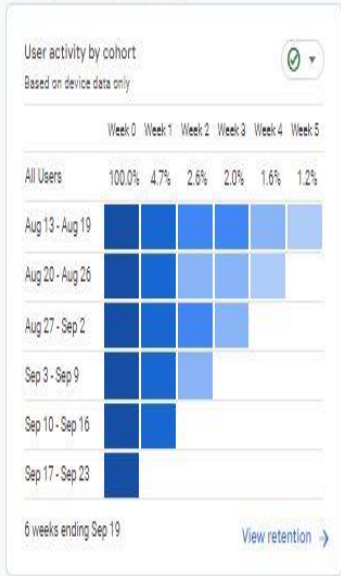
View traffic acquisition →



### HOW ARE ACTIVE USERS TRENDING?



### HOW WELL DO YOU RETAIN YOUR USERS?



### WHICH PAGES AND SCREENS GET THE MOST VIEWS?

Views by Page title and screen class

PAGE TITLE AND SCREEN CLASS	VIEWS
Home	803K
Shopping Cart	365K
Mens / Unisex / Apparel / Go...	273K
Apparel   Google Merchandi...	269K
Sale   Google Merchandise S...	225K
Drinkware   Lifestyle   Goog...	224K
Stationery   Google Merchan...	218K

View pages and screens →

### WHAT ARE YOUR TOP EVENTS?

Event count by Event name

EVENT NAME	EVENT COUNT
view_promotion	6M
page_view	5.8M
view_item_list	4.2M
user_engagement	4.1M
scroll	2.3M

### WHAT ARE YOUR TOP CONVERSIONS?

Conversions by Event name

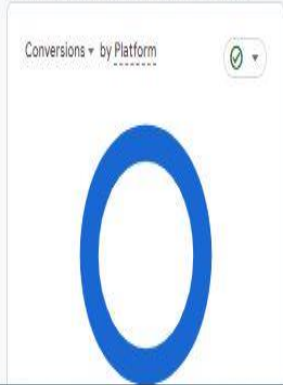
EVENT NAME	CONVERSIONS
page_view	2M
first_visit	807K
view_item	733K
predicted_top_spend...	581K
view_cart	146K

### WHAT ARE YOUR TOP SELLING PRODUCTS?

Items purchased by Item name

ITEM NAME	ITEMS PURCHA...
Google Pen White	5.5K
Google Cloud Sticker	4.2K
Google Black Wheat ...	3.8K
Google Sticker	3.4K
Google Ombre Lime ...	2.4K

### HOW DOES ACTIVITY ON YOUR PLATFORMS COMPARE?



Activate V  
Go to Setting



# Reports Snapshot

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

*December had the most new users while March had the fewest new users*

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

*December is a month filled with festivities/special celebrations which is why it has the most new users and there's little or no holiday in the month of March that is why it has the fewest new users.*



# User Tech

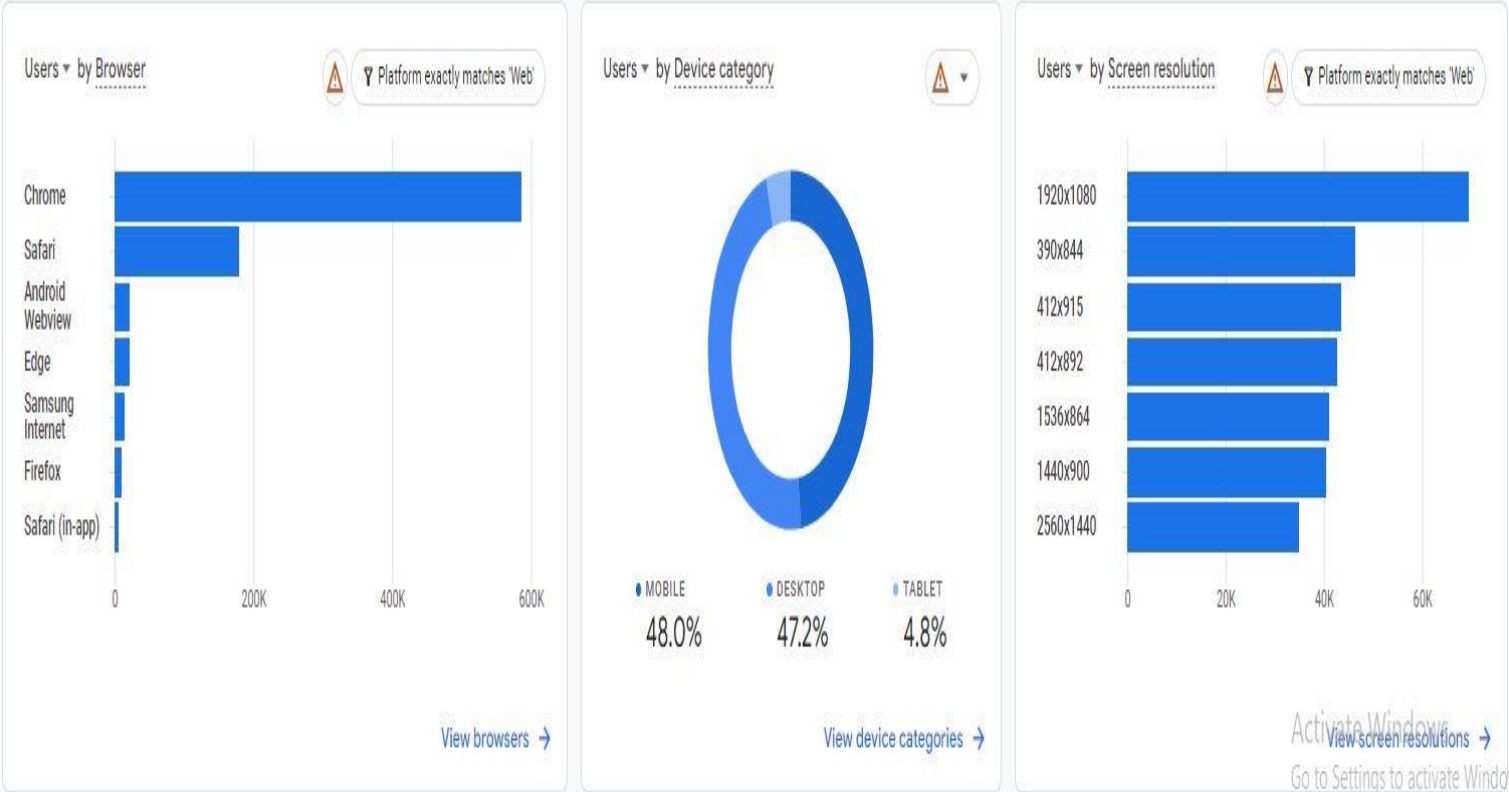
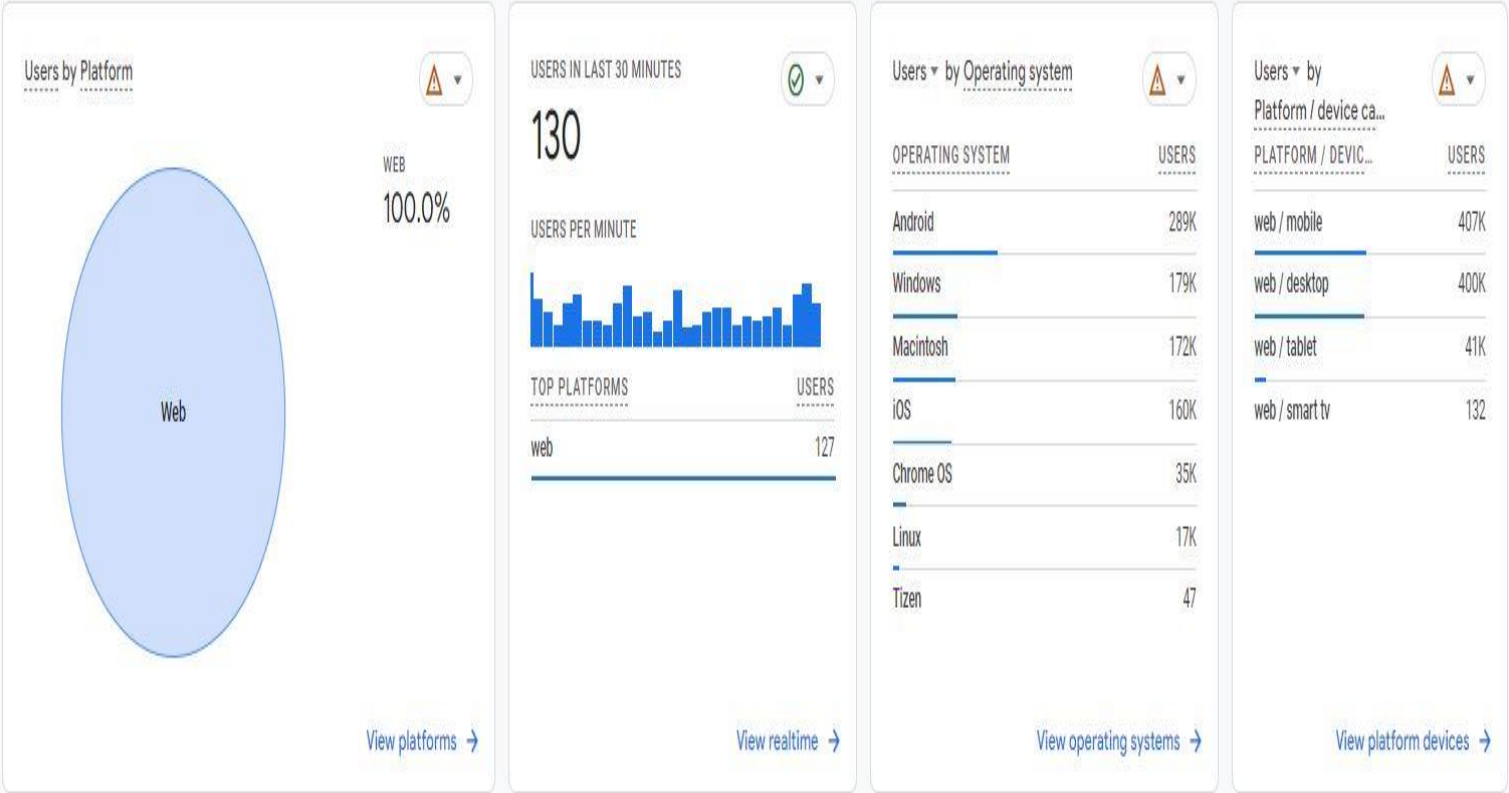
Please go into the User → Tech → Tech overview report for the following:

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

Note that the time frame selected does not need to be visible in the screenshot..





# User 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 Engagement rate of the different acquisition channels over a 12 month period.

Ensure that the following are visible in the screenshot:

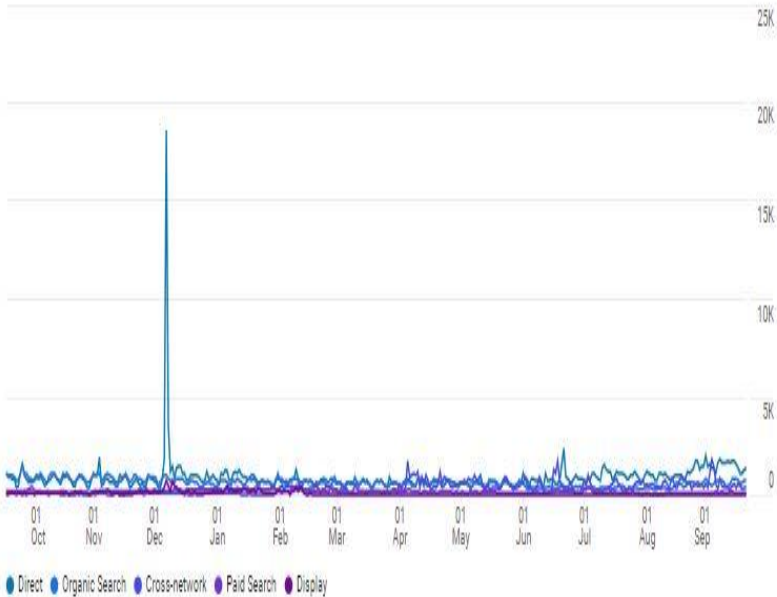
- Channel group
- Users
- Engagement Rate

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

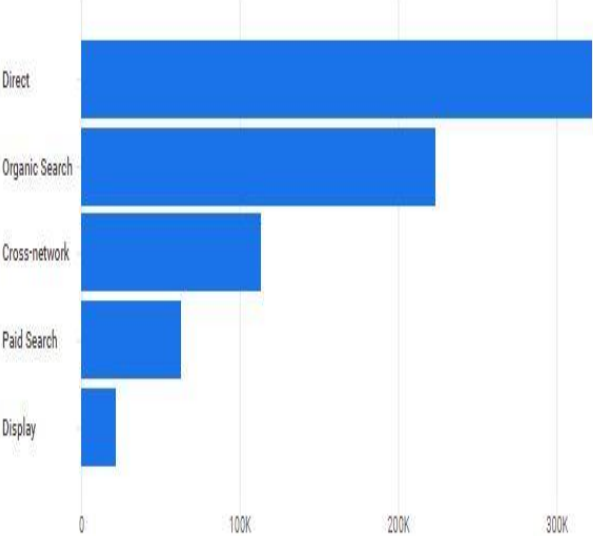
# User Acquisition



New users by First user default channel group over time



New users by First user default channel group



Search...

Rows per page: 10 Go to: 1 < 1-10 of 13 >

First user default channel group		New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count	Conversions	Total revenue
		786,017 100% of total	1,032,726 100% of total	80.5% Avg 0%	1.22 Avg 0%	2m 02s Avg 0%	28,423,578 100% of total	4,331,316.00 100% of total	\$1,966,022.85 100% of total
1	Direct	322,566	487,463	75.99%	1.31	2m 32s	15,001,250	2,012,565.00	\$1,351,720.13
2	Organic Search	223,380	281,652	83.49%	1.24	1m 37s	7,406,849	1,055,306.00	\$381,661.33
3	Cross-network	113,341	132,443	91.16%	1.15	1m 16s	1,886,388	436,659.00	\$36,614.22
4	Paid Search	62,881	73,233	81.03%	1.16	0m 41s	842,468	168,763.00	\$15,139.33
5	Display	22,156	20,690	68.13%	0.93	0m 35s	344,903	44,222.00	\$0.00
6	Referral	16,118	24,649	85.89%	1.46	2m 59s	908,727	93,363.00	\$62,857.89
7	Email	7,034	13,706	79.22%	1.93	6m 24s	628,133	50,360.00	\$88,081.66
8	Organic Social	6,827	9,812	80.58%	1.39	3m 16s	329,605	45,411.00	\$28,349.64
9	Organic Video	3,577	2,984	67.15%	0.83	0m 50s	65,328	5,471.00	\$159.60
10	Unassigned	3,233	2,628	60.25%	0.82	0m 09s	927,457	407,207.00	\$0.00



# 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?

*The channel with the highest engagement rate is the Cross Network channel while lowest engagement rate is the unassigned channel*

*The channel with the highest total revenue is the direct channel while Organic video channel has the lowest total revenue. Unassigned & Display has 0 as total revenue.*

What do these metrics mean, based on your experience?

*The metrics means that most new users visited the Google Merchandise store by directly searching for the website on their browser, users that visited the website through the direct channel also has the highest engagement sessions, conversion and total revenue*





# Monetization

**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 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.)

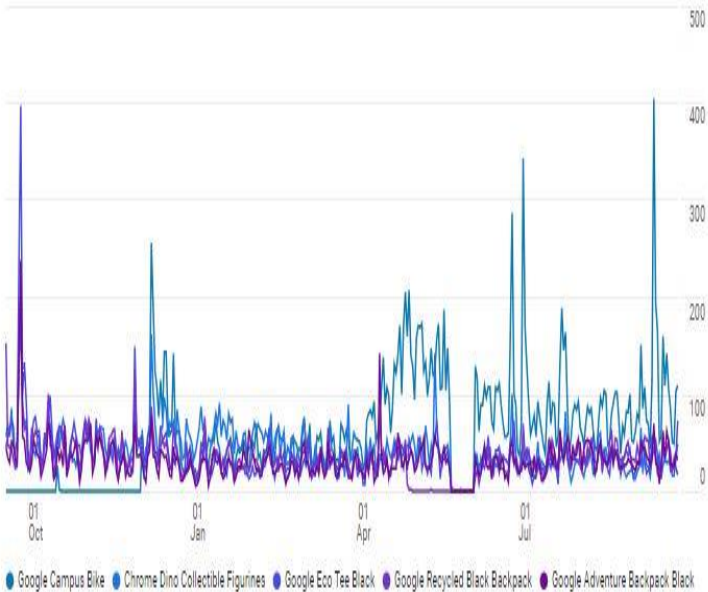
Ensure that the following are visible in the screenshot:

- Item names
- Number of items purchased
- Item revenue

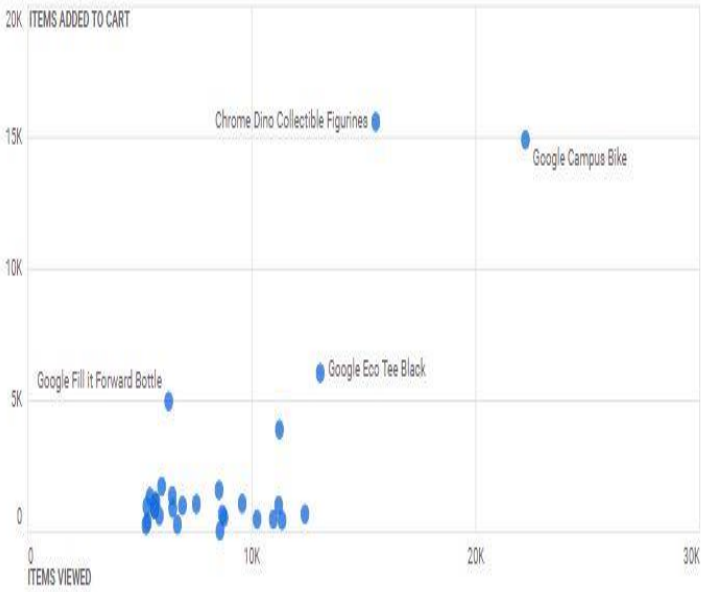


# Monetization

Items viewed by Item name over time



Items viewed and Items added to cart by Item name



Search...

Rows per page: 10 Go to: 1 < 1-10 of 697 >

Item name	Items viewed	Items added to cart	Items purchased	Item revenue
	1,132,294 100% of total	164,148,883,538,535 100% of total	138,568 100% of total	\$1,965,982.85 100% of total
1 (not set)	27,857	0	2	\$0.00
2 Google Campus Bike	22,233	14,891	400	\$17,811.00
3 Chrome Dino Collectible Figurines	15,549	15,573	292	\$8,088.00
4	14,772	0	0	\$0.00
5 Google Eco Tee Black	13,069	6,024	0	\$0.00
6 Google Recycled Black Backpack	12,387	660	208	\$15,750.00
7 Google Adventure Backpack Black	11,363	427	134	\$14,185.60
8 Super G Timbuk2 Recycled Backpack	11,247	3,879	198	\$20,500.00
9 Chrome Dino Dark Mode Collectible	11,214	990	302	\$8,292.00
10 Pixel Superfan Dark Mode Bottle	10,972	466	202	\$10,086.10



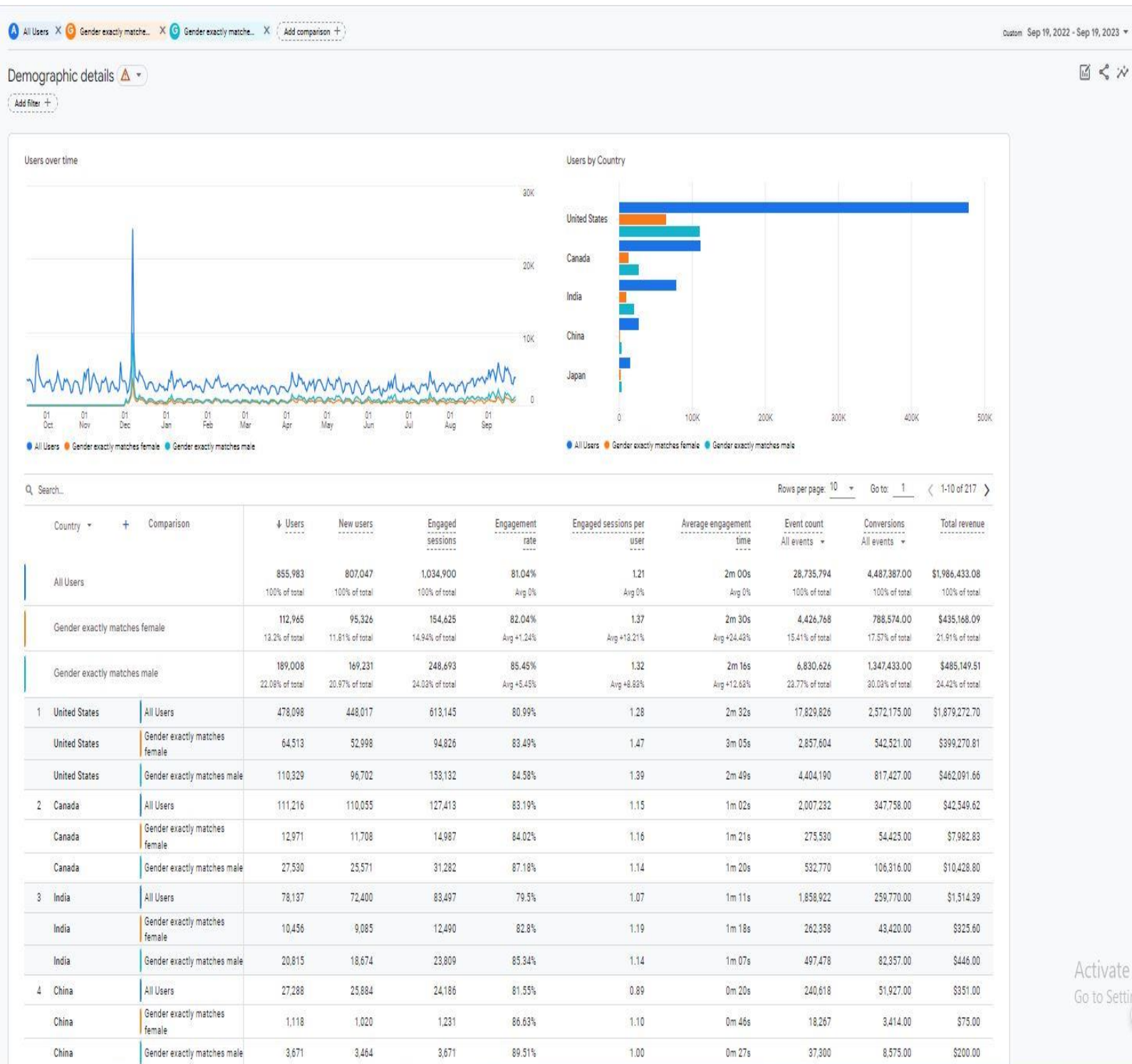
# Part Four: Segmentation

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# Audience Segment: Demographics

Insert the screenshot of a view (such as the Reports snapshot) that includes a comparison of your chosen Audience Demographic segment and “All Users”.

Write down or include a screenshot of the values used to create the segment.





# Audience Segment: Demographics

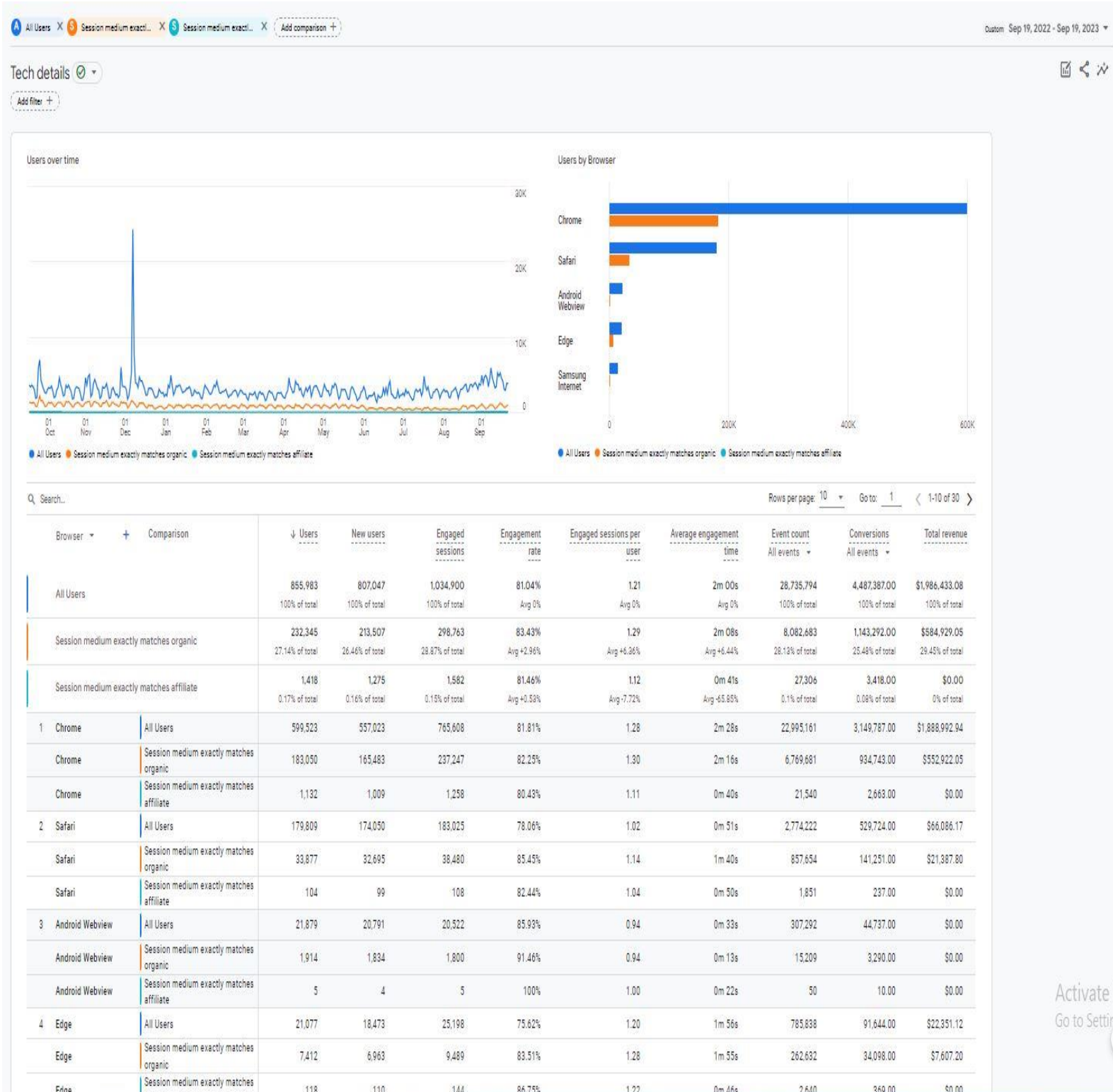
I clicked on the “Add comparison” on top of the panel, it led me to a side bar, which read “Select dimension”, I typed in Gender and selected exactly matches, then female and lastly apply and the female segment was created. I did the same thing for male segment.

# Audience Segment: Technology



Insert the screenshot of a view (such as the Reports snapshot) that includes a comparison of your chosen Technology segment and “All Users”.

Write down or include a screenshot of the values used to create the segment.





# Audience Segment: Technology

Clicking on the “Add comparison” on top of the panel, it led me to a side bar, which read “Select dimension”, I searched for session medium, selected exactly matches, then selected organic and lastly apply and the organic segment was created. I followed the same process to create the affiliate segment.



# Part Five: Analysis and Suggestions

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# 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 [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.*

# 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.

*Based on the data provided, Solar Leads –In-Stream RT-Conversions campaign had the best ROAS standing at 6.2 with a revenue of \$10,957.48. We will increase the budget of this campaign and stop investing in the Maximize Conv - Solar Sales Calls - Custom Intent campaign.*

*To achieve a 20% YOY sales growth, the total revenue needs to be \$38,388, the total campaign cost \$7,618.85, so if we increase the budget for the Solar Leads –In-Stream RT-Conversions campaign to be \$3,269.38 (an additional \$1509.15 to the \$1,760.23 allocated already) the expected revenue for the campaign will be \$17,360.32 and the total revenue will be \$38,338 and the total cost for the campaign will be \$9,128. (\$1,509.15 + \$7,618.85).*

# Analysis and Suggestions: Business Sales Growth



## GSMM Agency YouTube Ads Sales Funnel Results 2021

March 19, 2021 - December 31, 2021							
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
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
Solar Leads - In-Stream Solar Exclusive Website	Max Conv.	\$323.81	2,852	302	0	0	0
Totals		\$7,618.85	235,275	11239	33	\$31,935.16	4.2



# 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:

*To improve eCommerce user experience, I'll recommend allowing users to have the option of either creating an account, schedule a call or fill out a form for a more personalised experience in the website or just checking out without having to create an account. This is because I understand that some customers might want an account for a more personalised experience while some might not. Thus giving every customer an opportunity to do what they prefer.*

Other eCommerce change or addition:

An addition will be, to Include product recommendations based on customer's browsing history.



# 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.

*Technologies include Quickbooks, Gusto, Typeform, Zapier, GoHighLevel, Storyblocks, Screencastify, VidIQ Pro, WP Forms etc. Two new technologies I'll recommend will be the emerging visual and voice search technology that'll help customers to search for products or information on the website seamlessly.*

*Secondly, tracking tools like Google Data Studio can be implemented to allow the GSMM to tag, analyse, track and visualize user data and gain insights using the datas.*