

# Marketing Data and Technology



Draw Insights from  
Marketing Data



# Draw Insights from Marketing Data

Whether beginning fresh, or inheriting someone else's GA / Digital Marketing implementation, you need a place to start when it's time to begin providing reports, analysis and gaining insight. This project will give you the foundational steps required to:

1. Step in at any point along the way
2. Help identify goals and how the correct approach to leveraging GA can provide support for those goals
3. Implementation Assessment
4. Data Exploration
5. Segmentation

You do not need to do anything on this slide.

***Remove this slide***



# 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>Sell ( 10 ) hard copies monthly</i>
2	<i>Sell ( 20 ) accessories monthly</i>
3	<i>Sell ( 10 ) soft copies monthly</i>
4	<i>Key Business Objective 4 (optional)</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>Sell hard copy</i>
2	<i>Sell soft copy</i>
3	<i>Sell accessory</i>
4	<i>Key Performance Indicator 4 for Key Business Objective 4 (optional)</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:

*Sell hard copy*

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

*Insert the variable chosen for the A/B test here.*

Sell through Instagram

Sell through website

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

*Insert the hypothesis for the A/B test here.*

*If we advertise for selling hard copies through instagram then we will raise the seelings because consumers know about our products.*



# A/B Testing Proposal: Testing Process

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

I have to isolate the variables such as creatives, landing pages, web forms and funnel flows.

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

I will follow the leads and conversions such as sales, booked calls, leads and sign ups. With knows that the ads that it leads him to my web site.

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

One of the best ways to interpret my results is sales .





# Part Three: Data Exploration

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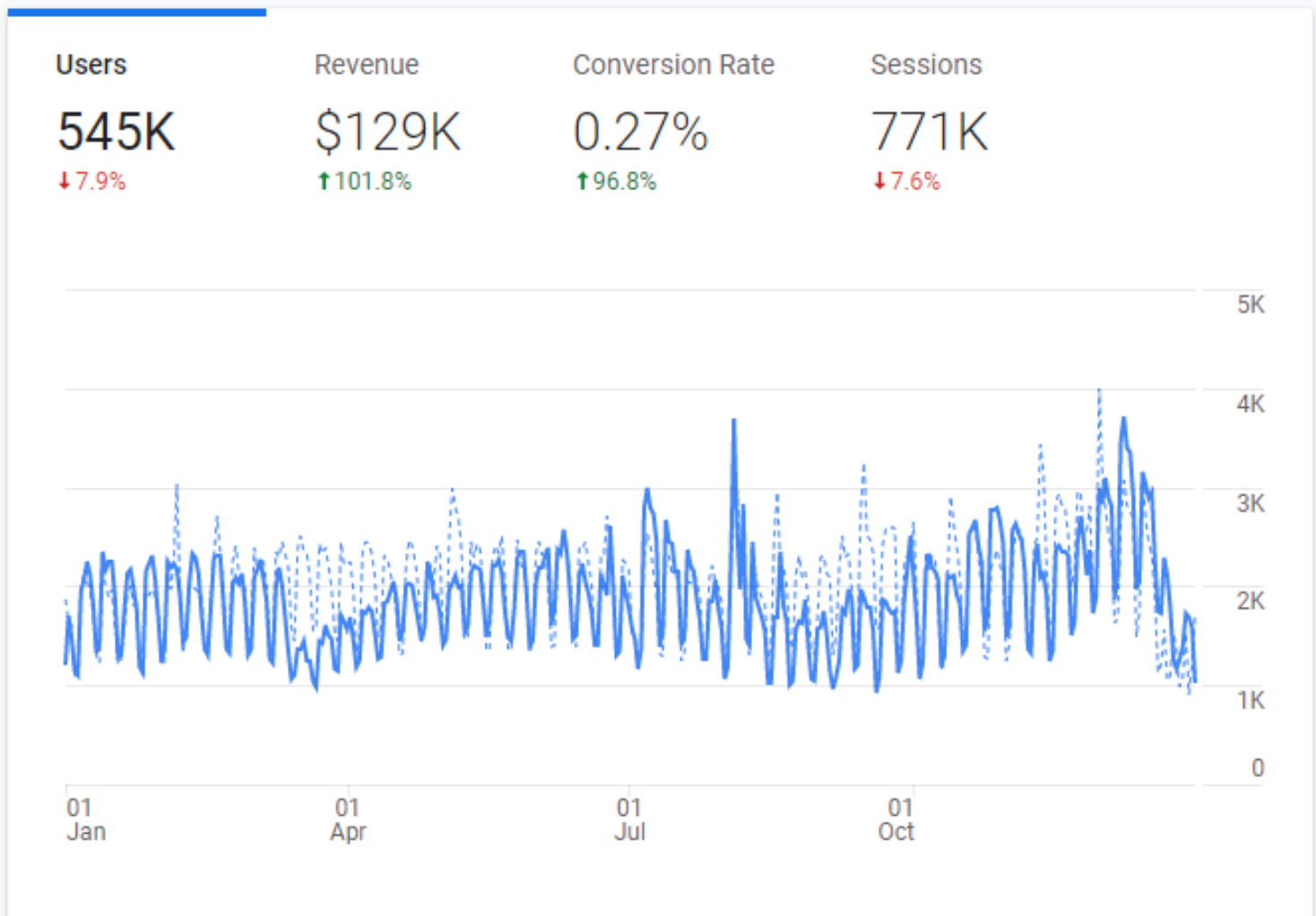
# Standard Display - Audience

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

Google Analytics Home





# Standard Display - Audience

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

Aug 2021 it was high and 3704 users

Sep 2021 it was the lowest and was 932 users.

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

I think that it was in vacation period so the clicks are raised



# Percentage Display: Audience

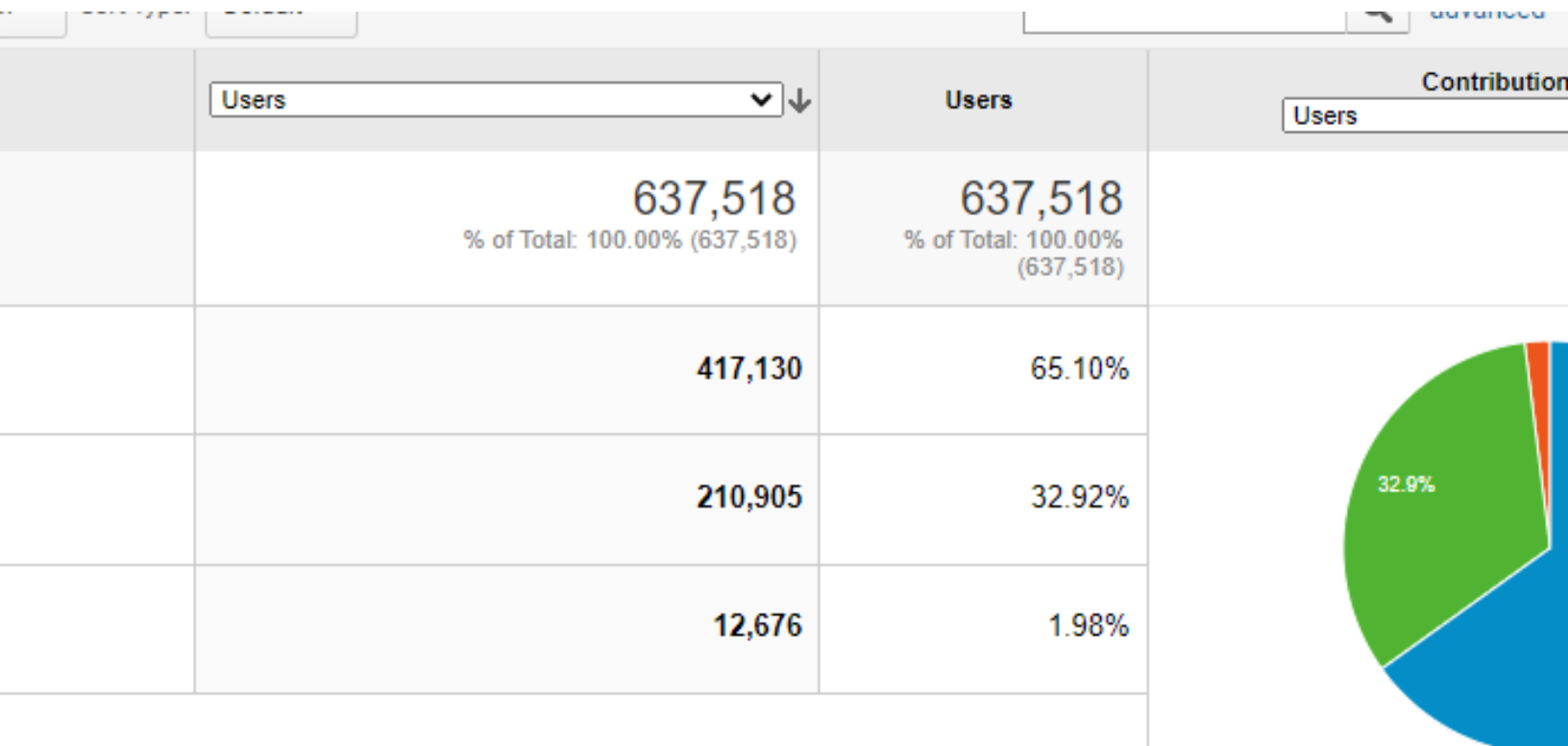
Please go into the Audience → Mobile → Overview report for the following:

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





# Standard Display: Acquisition

For this section, if you are using your own business’s Google Analytics data but do not have eCommerce capabilities

Report: <div>Default</div>	<div></div> <div>🔍</div> <div>Advanced</div>				
Acquisition			Behavior		
Users ?	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
637,518 % of Total: 100.00% (637,518)	637,311 % of Total: 100.11% (636,589)	892,510 % of Total: 100.00% (892,510)	48.35% Avg for View: 48.35% (0.00%)	4.91 Avg for View: 4.91 (0.00%)	00:03:11 Avg for View: 00:03:11 (0.00%)
592,716 (92.72%)	594,667 (93.31%)	832,172 (93.24%)	47.27%	5.02	00:03:11
30,472 (4.77%)	28,693 (4.50%)	37,297 (4.18%)	64.44%	3.52	00:01:11
8,695 (1.36%)	8,615 (1.35%)	10,452 (1.17%)	82.75%	1.84	00:00:11
3,887 (0.61%)	2,740 (0.43%)	7,017 (0.79%)	33.56%	5.68	00:04:11
2,946 (0.46%)	2,586 (0.41%)	4,166 (0.47%)	66.32%	2.63	00:02:11
290 (0.05%)	3 (0.00%)	798 (0.09%)	30.58%	6.59	00:04:11
256 (0.04%)	7 (0.00%)	591 (0.07%)	17.94%	9.18	00:05:11
10 (0.00%)	0 (0.00%)	17 (0.00%)	41.18%	6.12	00:05:11



# 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?

From the table we found that Paid search has bounce rate in which it was 64.44% but the sessions was 37,297 . On the other hand Display has bounce rate 82.75% but sessions was 10,452.

What do these metrics mean, based on your experience?

*means that Paid search users who didn't take any action was 24,034 persons . But Display users who didn't take any action was 8,649 users.*














# 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

	Product Revenue ? ↓	Unique Purchases ?	Quantity ?	Avg. Price ?	Avg. QTY ?	Product Amount
	\$1,974,895.52 % of Total: 100.00% (\$1,974,895.52)	75,082 % of Total: 100.00% (75,082)	133,441 % of Total: 100.00% (133,441)	\$14.80 Avg for View: \$14.80 (0.00%)	1.78 Avg for View: 1.78 (0.00%)	% of Total
	\$51,529.20 (2.61%)	696 (0.93%)	908 (0.68%)	\$56.75	1.30	\$0.00
	\$42,664.80 (2.16%)	1,741 (2.32%)	2,274 (1.70%)	\$18.76	1.31	\$0.00
	\$42,118.00 (2.13%)	1,208 (1.61%)	1,342 (1.01%)	\$31.38	1.11	\$0.00
	\$41,292.00 (2.09%)	704 (0.94%)	826 (0.62%)	\$49.99	1.17	\$0.00
	\$29,849.60 (1.51%)	191 (0.25%)	389 (0.29%)	\$76.73	2.04	\$0.00
	\$29,290.40 (1.48%)	275 (0.37%)	475 (0.36%)	\$61.66	1.73	\$0.00
	\$26,568.00 (1.35%)	519 (0.69%)	1,349 (1.01%)	\$19.69	2.60	\$0.00
	\$25,344.00 (1.28%)	526 (0.70%)	557 (0.42%)	\$45.50	1.06	\$0.00
	\$25,296.00 (1.28%)	234 (0.31%)	253 (0.19%)	\$99.98	1.08	\$0.00
	\$25,225.20 (1.28%)	258 (0.34%)	309 (0.23%)	\$81.63	1.20	\$0.00



# Comparison Display: Behavior

	Pageviews <span>?</span> 	Unique Pageviews <span>?</span>	Avg. Time on Page <span>?</span>	Entrances <span>?</span>	Bounce Rate <span>?</span>
	4,385,876 % of Total: 100.00% (4,385,876)	2,715,731 % of Total: 100.00% (2,715,731)	00:00:48 Avg for View: 00:00:48 (0.00%)	892,423 % of Total: 100.00% (892,423)	48.35% Avg for View: 48.35% (0.00%)
	677,890 (15.46%)	546,421 (20.12%)	00:01:26	457,879 (51.31%)	51.31%
	308,291 (7.03%)	103,184 (3.80%)	00:00:44	18,833 (2.11%)	3.80%
	237,488 (5.41%)	56,714 (2.09%)	00:00:22	2,299 (0.26%)	3.28%
	228,917 (5.22%)	159,549 (5.87%)	00:00:42	19,170 (2.15%)	4.24%
	185,848 (4.24%)	121,259 (4.47%)	00:00:55	29,528 (3.31%)	3.60%
	143,888 (3.28%)	34,658 (1.28%)	00:00:18	819 (0.09%)	3.28%
	129,166 (2.95%)	97,799 (3.60%)	00:01:11	22,575 (2.53%)	3.60%
	128,471 (2.93%)	102,932 (3.79%)	00:00:31	25,908 (2.90%)	1.21%
	97,160 (2.22%)	75,184 (2.77%)	00:01:11	33,350 (3.74%)	4.47%
	96,304 (2.20%)	56,472 (2.08%)	00:00:53	10,758 (1.21%)	4.47%





# Comparison Display: Behavior

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

*From the table of behaviour we can see that ( /home ) has 677,890 pages and unique pageviews was 546,421 pages but the bounce rate was 50.69% which means that 338945 users didn't take any action the page value is 1.69\$.*

*On the other hand, ( signin.html ) has pageviews 128,471 pages, unique pageviews is 102,932 pages bounce rate is 49.00% but the page value is 17.99% which is higher than ( /Home ) value*



# Part Four: Segmentation

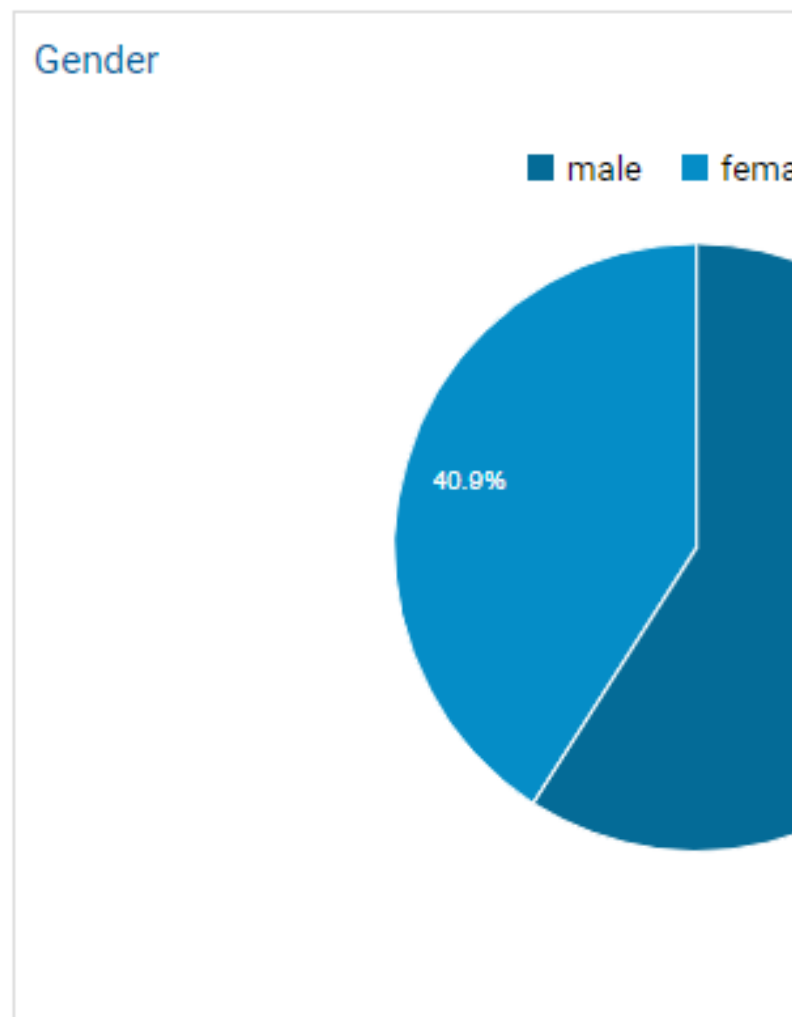
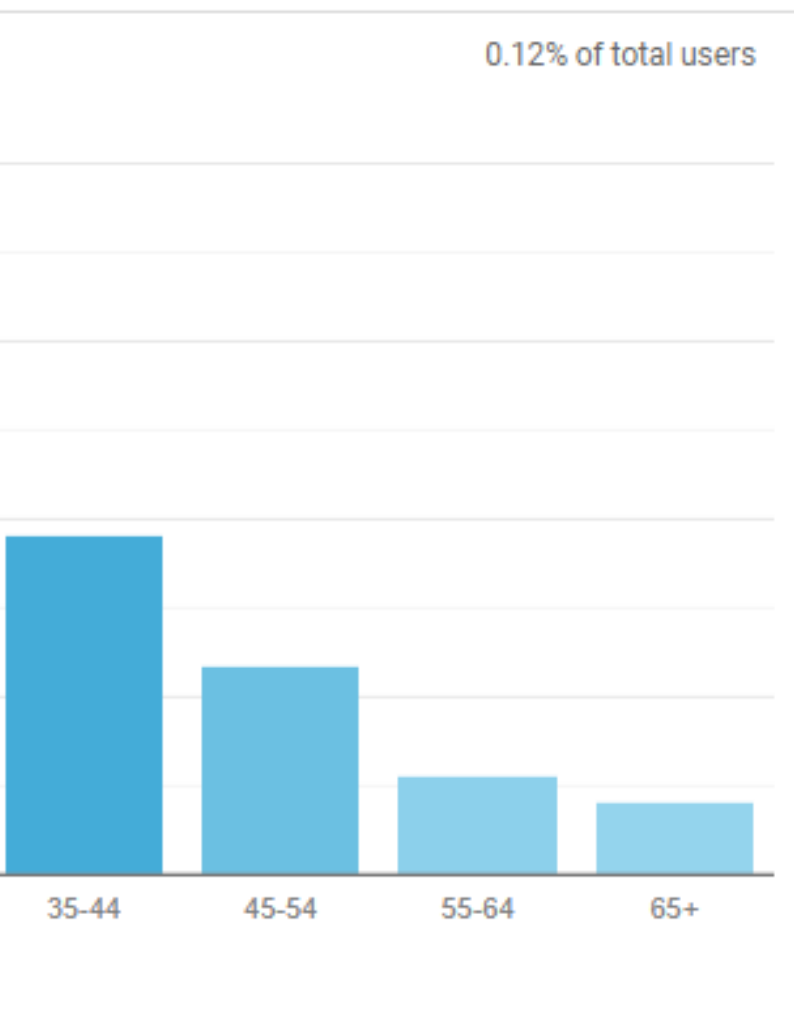
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# Audience Segment: Demographics

*As you can see I choose to create a segment for the users who talk in Arabic.*

☐ + Add Segment





# Audience Segment: Technology

In the technology part I choose to compare between the operators of the phone or tablet they were use. I go to segments, new segments and create 2 segments for this purpose.

pe: 

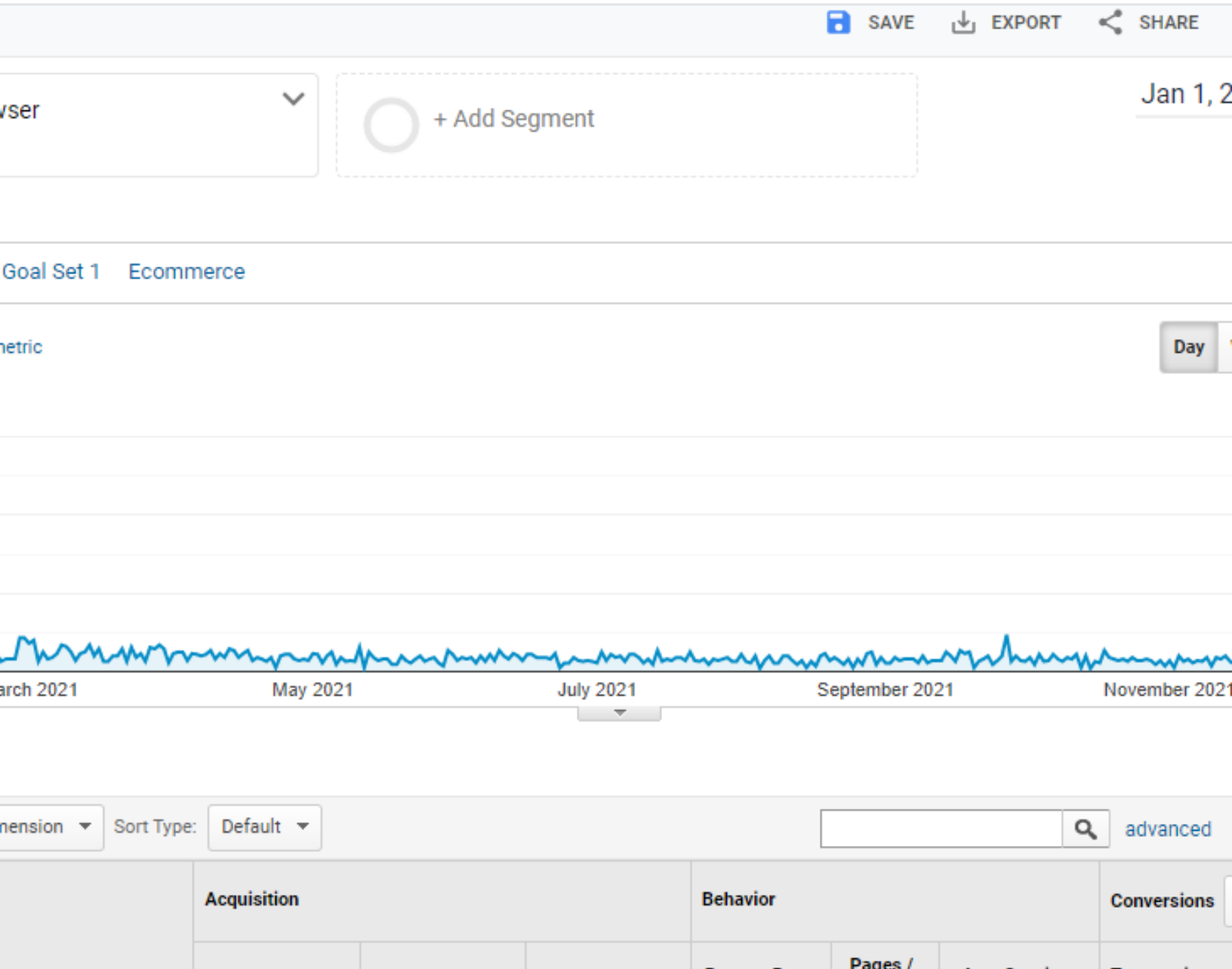
Default

Acquisition			Behavior			Conversions
Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Transactions ?
111,664 % of Total: 17.69% (631,074)	111,685 % of Total: 17.57% (635,611)	132,962 % of Total: 14.90% (892,510)	58.68% Avg for View: 48.40% (21.23%)	3.42 Avg for View: 4.91 (-30.26%)	00:01:41 Avg for View: 00:03:10 (-46.69%)	628 % of Total: 2.74% (22,885)
112,032 % of Total: 17.75% (631,074)	111,659 % of Total: 17.57% (635,611)	126,958 % of Total: 14.22% (892,510)	59.08% Avg for View: 48.40% (22.07%)	3.15 Avg for View: 4.91 (-35.82%)	00:01:38 Avg for View: 00:03:10 (-48.36%)	867 % of Total: 3.79% (22,885)
100,577 (90.46%)	101,122 (90.54%)	120,677 (90.76%)	58.28%	3.47	00:01:43	615 (97.93%)
17,168 (15.32%)	17,050 (15.27%)	19,433 (15.31%)	44.57%	4.43	00:02:16	257 (29.64%)
5,695 (5.12%)	5,660 (5.07%)	6,954 (5.23%)	62.08%	3.00	00:01:33	11 (1.75%)
0 (0.00%)	0 (0.00%)	0 (0.00%)	0.00%	0.00	00:00:00	0 (0.00%)
2,453 (2.21%)	2,455 (2.20%)	2,648 (1.99%)	61.59%	3.44	00:01:29	0 (0.00%)



# Audience Segment: User Behavior

I create a segment for the internet browser.





# 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 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
Narrowed audience by excluding certain age demographics ( 65+ )	34,947.88	50,448.10	1.44
<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.

*Through the results we found that we have to focus on the 24 – 36 years old people to increase our sales since they are the huge consumers than others.*





# 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.

You can use the have an agreement with one of the exchanges available near to you in which you can use the exchange to transfer money through that link you have depends on the agreement.

Other eCommerce change or addition: