

# 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.

1	Enhance Customer Retention Rate to 80% in 3 months.
2	Increase Annual Revenue by 15% in 12 months.
3	Expand Market Share in Target Demographic by 10% in 6 months.



# Identify Key Performance Indicators

**Key Performance Indicator (KPI):** A quantifiable metric used to determine how effectively your key business objectives are being met.

1	The percentage of customer retention increase.
2	The percentage of total annual revenue increase.
3	Increase percentage of Users in Target Demographic.



# 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:

The percentage of customer retention increase.

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

Introduction of a Customer Loyalty Program

Determine a hypothesis for your A/B Test.

If we introduce a customer loyalty program offering exclusive discounts, rewards, and personalized experiences, then the customer retention rate will increase. The hypothesis is based on the assumption that customers are more likely to remain loyal when they feel appreciated and receive tangible benefits for their continued engagement with the brand.



# A/B Testing Proposal: Testing Process

## Steps to Perform A/B Testing:

Step 1: Segmentation- Divide the customer base into two groups - Group A without the loyalty program and Group B with the newly introduced loyalty program. The sample group would be selected by random order.

Step 2: Implementation- Introduce the loyalty program to Group B while maintaining the status quo for Group A.

Step 3: Data Collection- Monitor and collect data on customer retention rates for both groups over a 6 month period.

Step 4: Analysis- Compare the customer retention rates between the two groups to identify any significant differences.

## How to determine results of A/B testing:

The primary metric for assessment would be the Customer Retention Rate, utilizing statistical methods such as t-tests or chi-square tests to discern the statistical significance of observed differences between the groups with and without the loyalty program. In parallel, qualitative data from customer surveys and feedback mechanisms would be gathered to gauge customer satisfaction, measured through metrics like Customer Satisfaction Scores and Net Promoter Score (NPS). This qualitative insight would provide a nuanced understanding of the customer experience with the loyalty program. Comparative analysis against industry retention benchmarks and historical data would offer valuable context, ensuring that the observed changes align with broader trends and organizational history. Additionally, the impact on related metrics, such as conversion rates and Customer Lifetime Value (CLV), would be assessed to evaluate the holistic effectiveness of the loyalty program. This comprehensive approach ensures that the results are not only statistically robust but also aligned with overarching business objectives, enabling data-driven adjustments and optimization of the loyalty program for sustained success.



# Part Three: Data Exploration

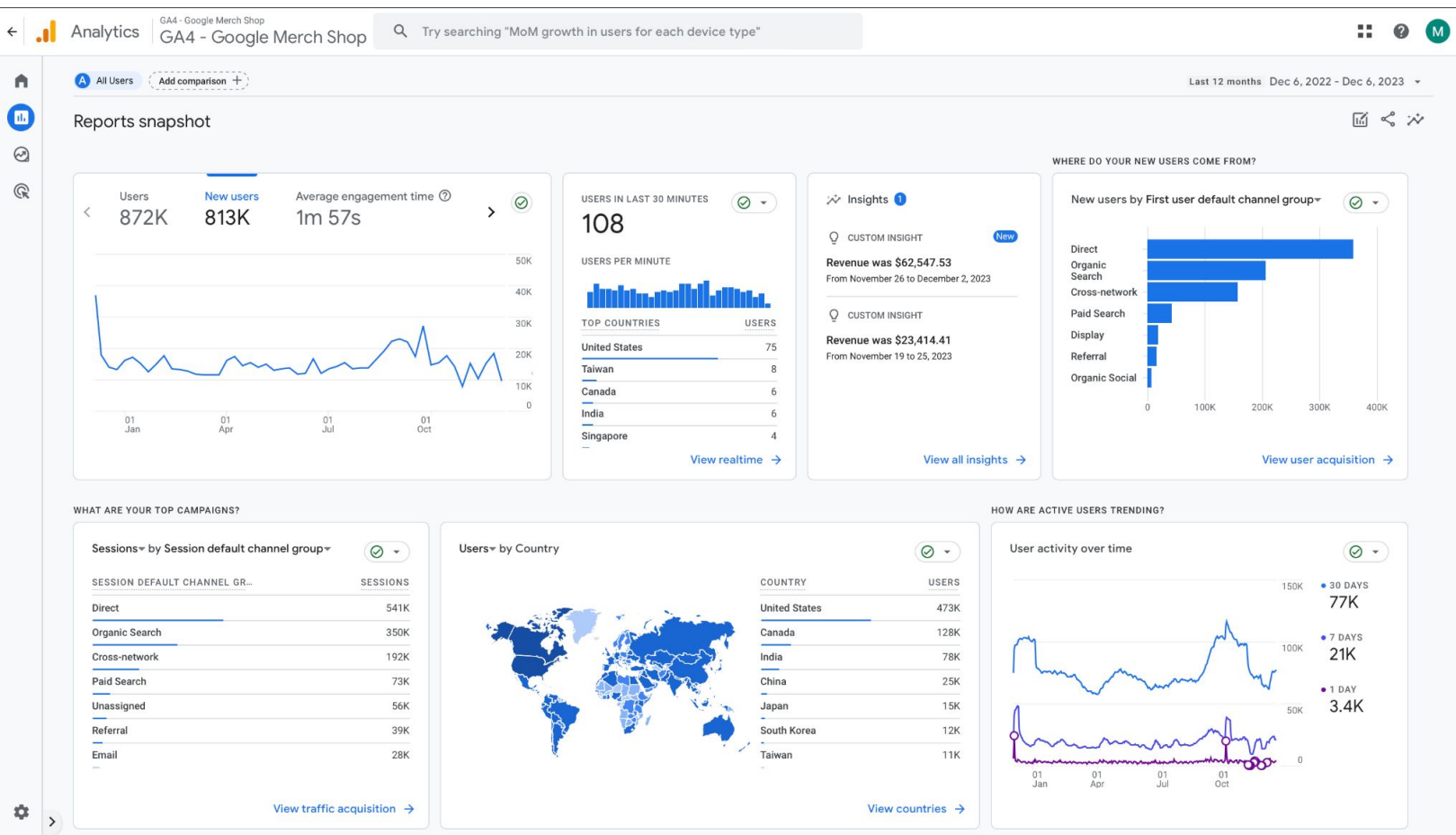
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# Reports Snapshot

12 month period:





# Reports Snapshot Insights

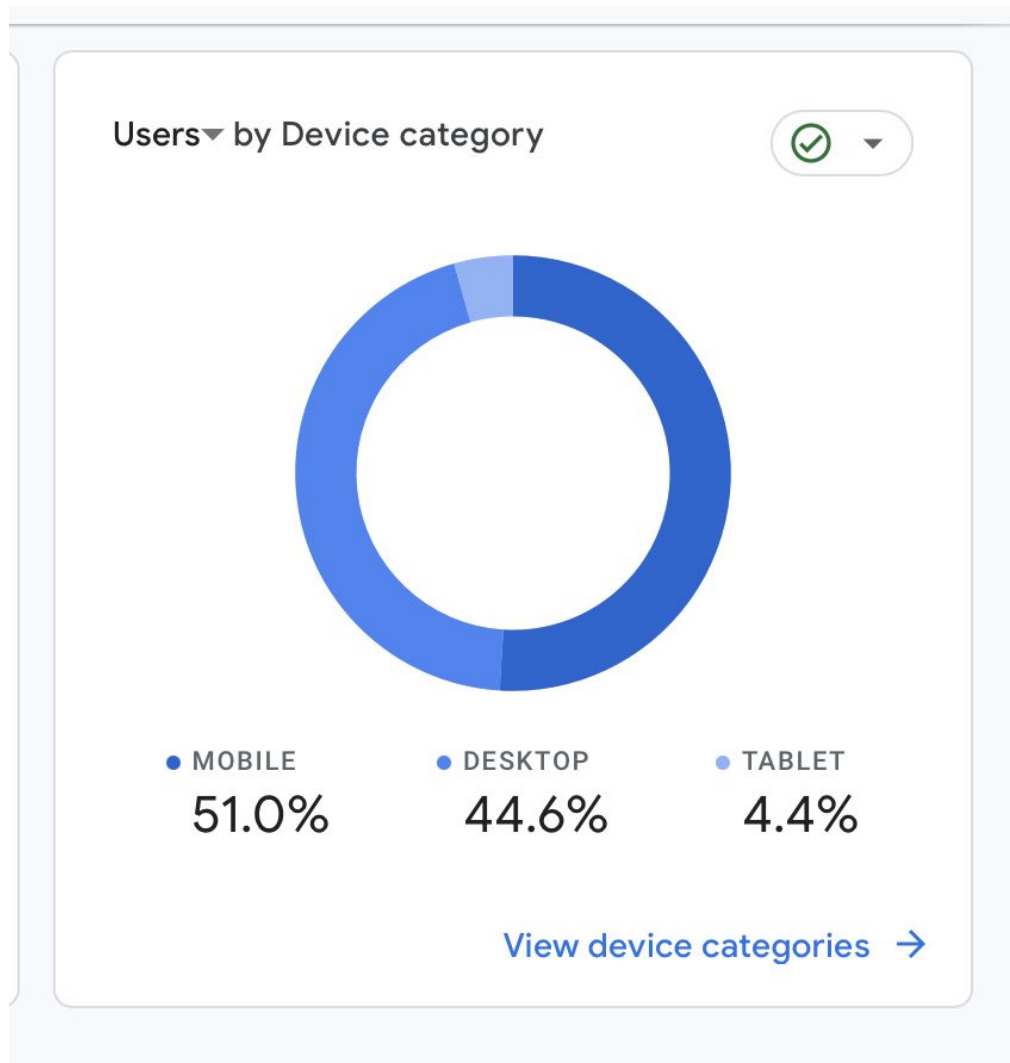
According to the report, December 2022 had the most new users with the peak at 36,723 and November had the fewest with 7,832.

Looking at that time of year and the influx of users, it is possible the peak trend came from users engaging in holiday shopping.

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# User Tech





# User Acquisition

Engagement rate over a 12 month period.

First user default channel group ▾ +		↓ New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count All events ▾	Conversions All events ▾	Total revenue
		813,269 100% of total	1,115,079 100% of total	84.62% Avg 0%	1.28 Avg 0%	1m 57s Avg 0%	28,613,528 100% of total	5,011,345.00 100% of total	\$1,924,383.89 100% of total
1	Direct	358,412	534,829	79.28%	1.32	2m 25s	15,833,334	2,397,183.00	\$1,403,090.48
2	Organic Search	205,444	270,065	88.28%	1.30	1m 55s	6,731,013	1,162,347.00	\$330,353.93
3	Cross-network	156,755	179,060	91.89%	1.14	1m 14s	2,540,436	518,424.00	\$43,322.47
4	Paid Search	42,482	53,704	88.47%	1.27	30s	460,654	142,165.00	\$7,889.33
5	Display	18,581	21,259	83.29%	1.14	50s	331,210	45,455.00	\$0.00
6	Referral	15,570	24,682	89.33%	1.49	2m 24s	851,929	107,042.00	\$48,253.94
7	Organic Social	6,871	11,019	87.53%	1.55	3m 29s	362,101	60,018.00	\$30,836.10
8	Email	5,173	12,743	85.32%	2.17	5m 53s	475,002	71,523.00	\$59,691.24
9	Unassigned	1,643	2,107	93.07%	1.29	11s	968,049	496,945.00	\$0.00
10	Affiliates	1,136	1,459	86.79%	1.28	48s	28,939	3,435.00	\$0.00
11	Organic Video	589	682	87.1%	1.13	1m 12s	13,701	1,715.00	\$257.20
12	Organic Shopping	561	692	89.75%	1.22	2m 14s	15,882	5,028.00	\$689.20
13	Paid Video	42	32	56.14%	0.84	1m 06s	982	43.00	\$0.00
14	Paid Other	10	10	76.92%	1.00	17s	134	14.00	\$0.00
15	Paid Shopping	0	4	100%	2.00	6m 20s	162	8.00	\$0.00



# User Acquisition Insights

During the 12 month period, Paid shopping had the highest engagement rate with 100%. While Paid Video had the lowest engagement rate with 56.14%. Direct marketing produced the highest amount of revenue with \$1.4 mil , while affiliates produced the lowest with \$0 during the 12 month period.

These metrics mean it would be better to direct more efforts to direct marketing since it produces more revenue than creating deals with affiliates. Also, Paid shipping had the most engagement rate, it did not produce any revenue, so it would probably be best if we use those funds differently.



# Monetization

GA4 - Google Merch Shop				
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Try searching "MoM growth in users for each device type"				
Ecommerce purchases: Item name				
Last 12 months Dec 6, 2022 - Dec 6, 2023				
Item name	Items viewed	Items added to cart	Items purchased	Item revenue
	1,108,609 100% of total	8,022,914,151,085,521,000 100% of total	136,034 100% of total	\$1,924,349.45 100% of total
1 Google Campus Bike	29,916	24,154	618	\$27,681.60
2 (not set)	27,861	0	2	\$0.00
3 Super G Timbuk2 Recycled Backpack	22,680	500,000,001,006,262	420	\$42,875.00
4 Chrome Dino Collectible Figurines	12,982	15,403	269	\$7,470.00
5 Google Recycled Black Backpack	11,500	851	140	\$10,548.00
6 Google Eco Tee Black	11,179	5,522	0	\$0.00
7 G25gle Birthday Tee	11,078	65,381	1,132	\$24,607.80
8 Google Adventure Backpack Black	11,042	305	101	\$10,639.20
9 Pixel Superfan Dark Mode Bottle	10,964	464	202	\$10,086.10
10	10,926	0	0	\$0.00
11 Chrome Dino Dark Mode Collectible	10,065	903	243	\$6,522.00
12 Google MiIR 20L Backpack	9,238	1,043	76	\$8,035.20
13 Pixel Superfan Dark Mode Hat	8,590	20	261	\$8,352.00
14 Google Black Eco Zip Hoodie	8,422	1,630	591	\$33,796.20
15 Google Fill it Forward Bottle	8,394	8,006,199,999,990,107,000	151	\$2,375.00
16 Google 25th Birthday Hoodie	8,246	202,671	400	\$24,300.00
17 Google Cloud Journal	7,915	1,157	457	\$7,644.00
18 Pixel Superfan Dark Mode Pin	7,539	1,046	487	\$6,114.20
19 Google Vintage Washed Forest Pullover	6,379	1,100	345	\$21,435.00
20 Google Global 5K Run Unisex Tee	6,147	1,749	0	\$0.00
21 Super G 2-in-1 Bottle	5,892	667	202	\$5,810.00
22 Google Sensory Support Event Kit	5,891	350	58	\$2,700.00
23 Google Land & Sea Recycled Puffer Blanket	5,842	175	20	\$1,992.00



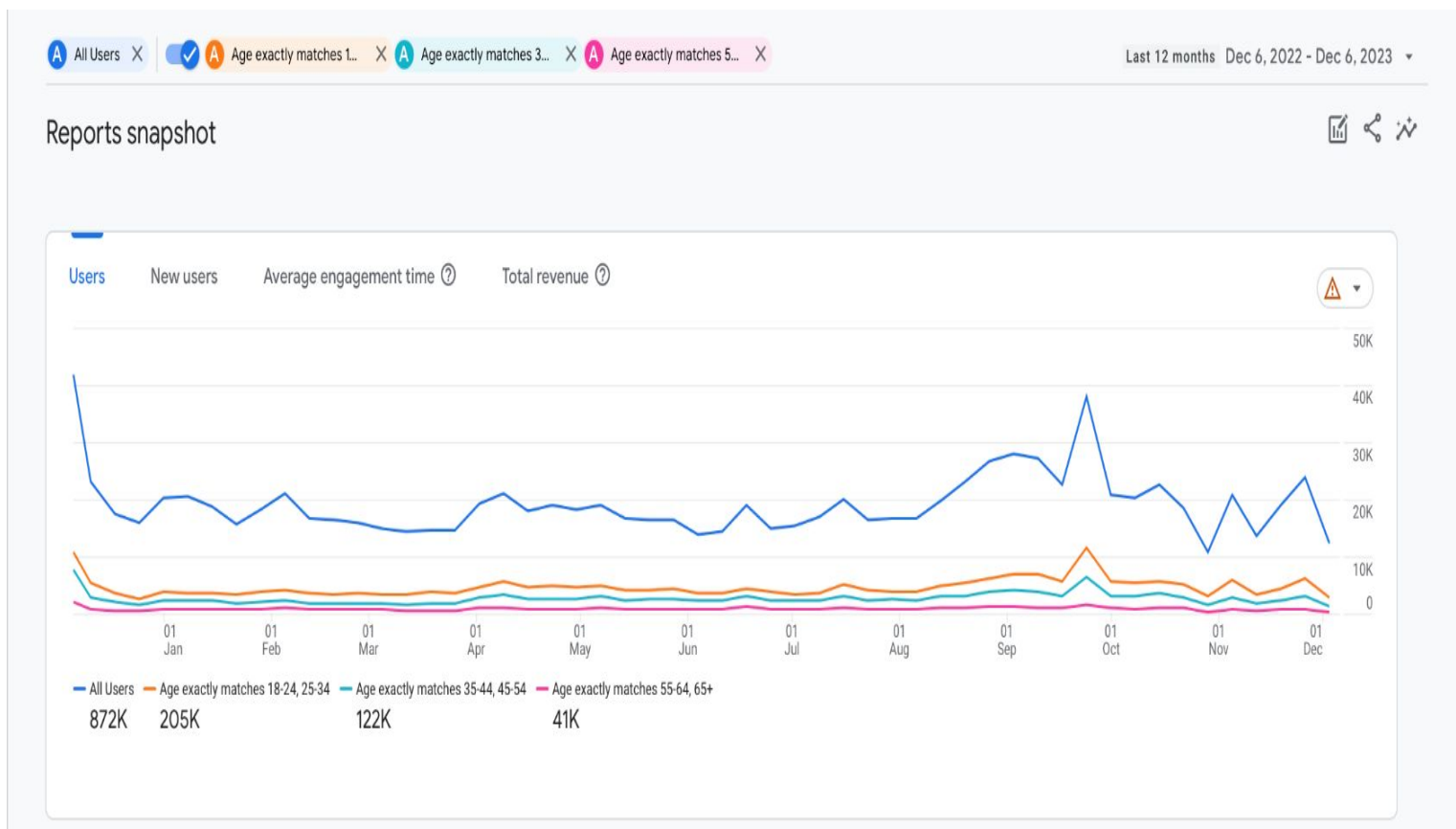
# Part Four: Segmentation

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# Audience Segment: Demographics

3 Segments in addition to the “All Users”. They are broken into groups of age as follows: users aged 18-34, 35-54, 66-65+

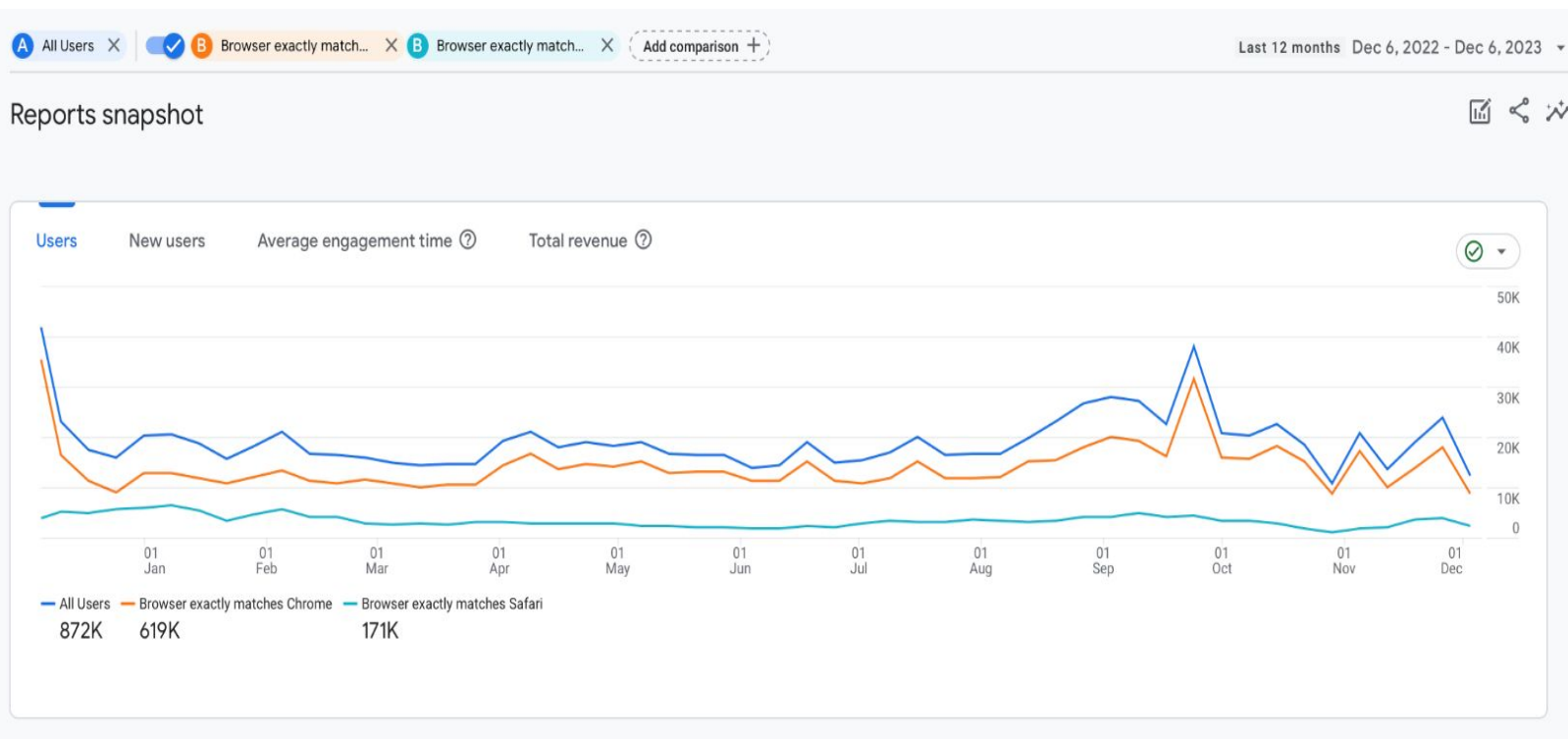






# Audience Segment: Technology

The segments in addition to “All Users” are users using Chrome and users using Safari as their browser to access the company’s webpage.





# Part Five: Analysis and Suggestions

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# Analysis and Suggestions: Business Sales Growth

Based on the data given, the Skippable In-Stream Retargeting campaigns has the potential to drive a 20% YOY sales growth for GSMM Solar. This campaign has an ROA of 6.2 and the cost/conversion is low compared to the revenue that it produced.

March 19, 2021 - December 31, 2021							
2021 Solar YouTube Ads Sales Funnel Campaigns	Bid strategy	Cost	Views	Clicks	Con v.	Revenu e	ROA S
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, these are the recommended changes I suggest; one change to the eCommerce UX and one additional eCommerce.

UX change:

Autocomplete Suggestions: Provide users with real-time suggestions as they type in the search bar, making it quicker for them to find what they're looking for.

Other eCommerce change or addition:

Implementing a personalized recommendation engine can significantly enhance the eCommerce experience. By analyzing user behavior, purchase history, and preferences, you can provide targeted product recommendations. Personalized recommendations can be displayed on the homepage, product pages, or during the checkout process, enticing users with relevant products and potentially boosting your conversion rates.



# Analysis and Suggestions: Technology

Using the GSMM example, it is recommended to add visual search to the website using Google Cloud Vision API and MailChimp.

1	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
11	Bluehost	\$183	\$15
12	WP Forms	\$399	5
13	Google Workspace	0	0
14	Google Search Console	0	0