

Gemini

Google Step up Career Challenge

Mission: Power Google's Gemini Pro Breakthrough
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Budget: \$ 10M USD
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Target: University Student
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Length: 8 Weeks
Length: 8 Weeks
Markets: 3
Markets: 3

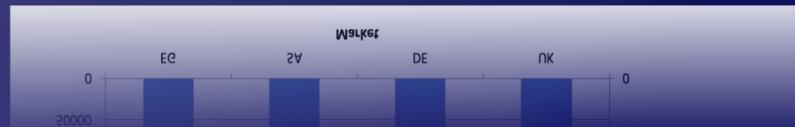
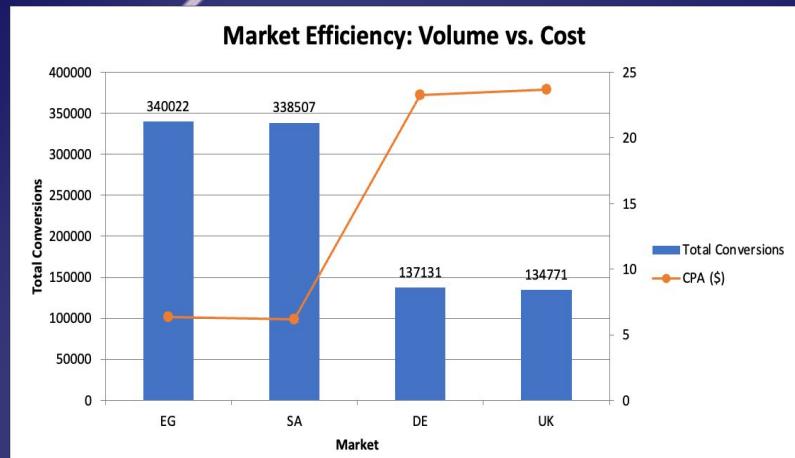


Matthew Lau
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Data Science Route

Insight 1: High Efficiency in Emerging Markets (Egypt (EG) and Saudi Arabia (SA))

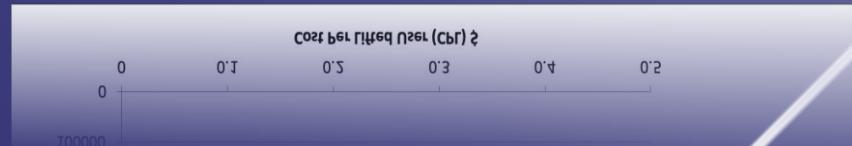
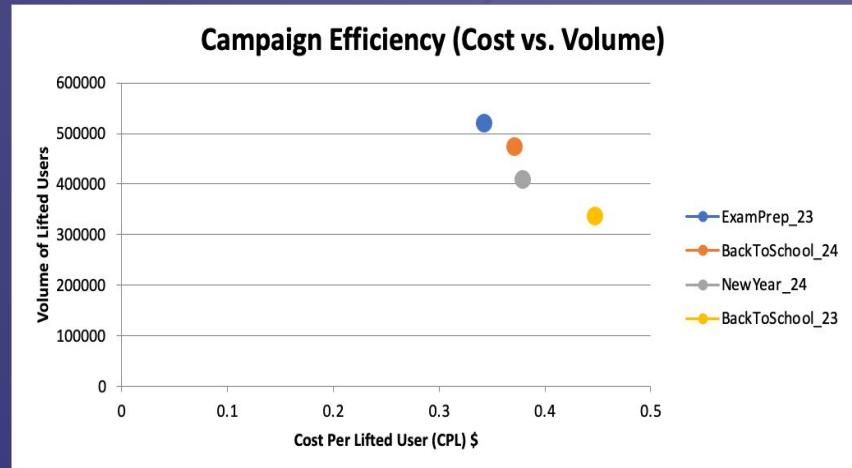
- EG and SA are the most efficient markets for driving conversions, significantly outperforming the United Kingdom (UK) and Germany (DE) in cost-effectiveness.
- EG and SA achieved the highest conversion volumes (~340k and ~338k respectively).
- Both markets maintain a much lower Cost Per Acquisition (CPA) of approximately \$6.33, compared to over \$23 in the UK and DE.
- While total reach is lower in EG/SA, the Cost Per Reach (CPR) is consistent across all markets (~\$0.036), indicating that the audience in these regions is naturally more responsive to the current channel mix.



For more information: <https://github.com/Matthew1819Lau/Google-Step-Up-Challenge.git>

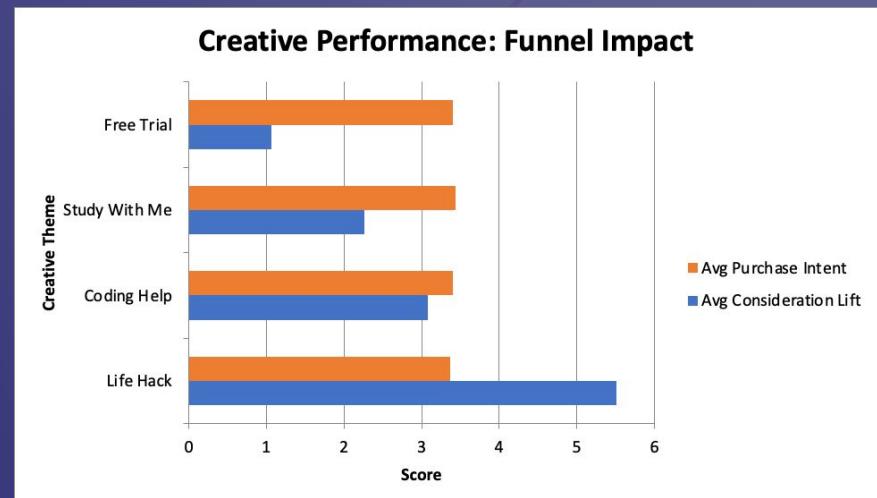
Insight 2 : Strategic Timing: Maximizing Impact during Exam Periods

- Academic-focused campaigns, particularly "Exam Preparation", it shows the highest efficiency in lifting brand metrics, suggesting that students view Gemini as a critical tool during high-stress study periods.
- The ExamPrep_23 campaign delivered the second-highest absolute lift among all seasonal efforts in Brand Lift Study Dataset.
- It also achieved the lowest Cost Per Lifted User (CPL), making it the most economical period to acquire new high-intent users.
- Increasing marketing spend during these windows (Back to School and Exam Prep) will likely yield the highest Return of Investment (ROI).



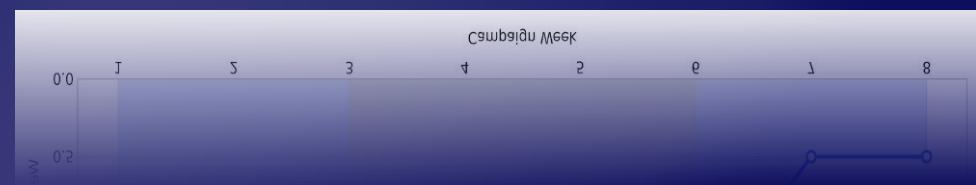
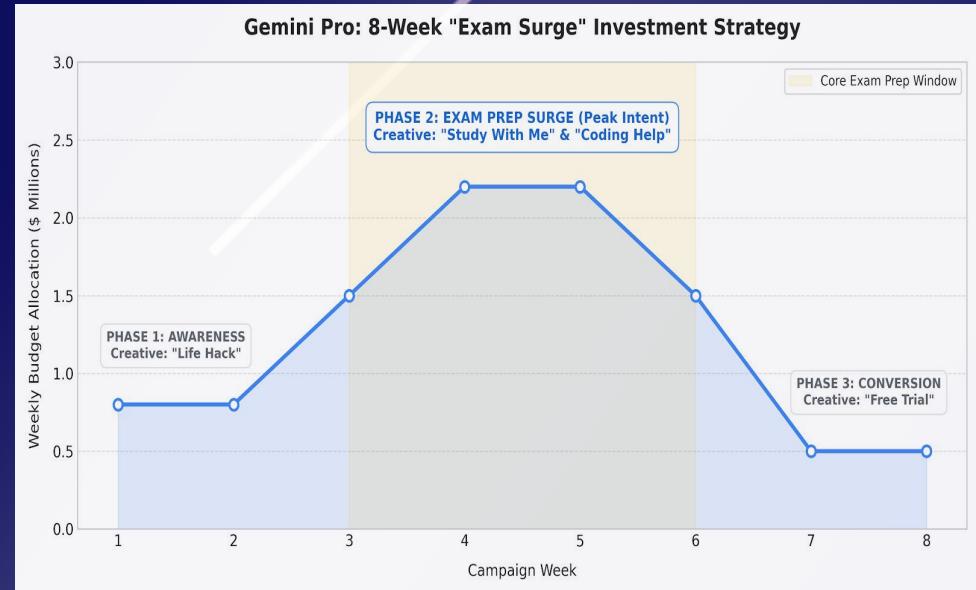
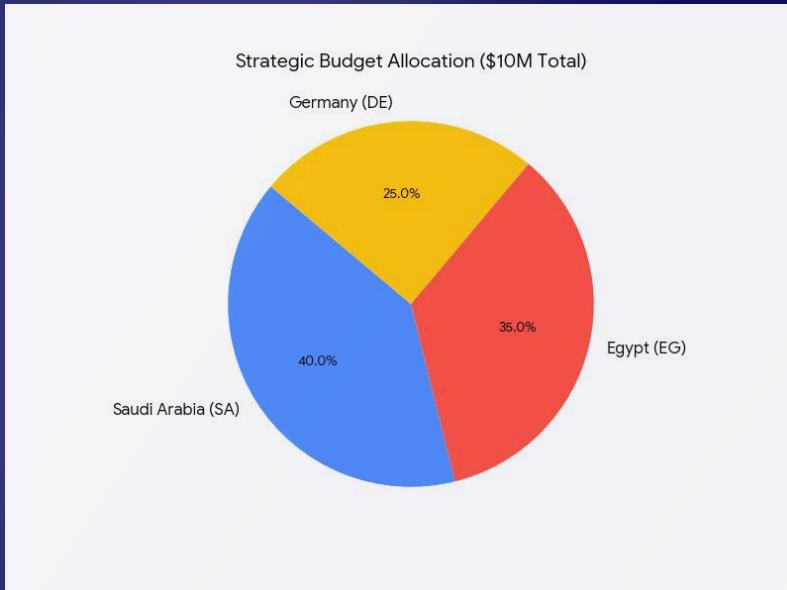
Insight 3 : Creative Strategy: Awareness Vs Conversion

- Creative content should be segmented by funnel stage. "Life Hack" content is superior for building initial awareness, while utility-based content drives actual purchase intent.
- The "Life Hack" creative consistently drives the highest average Consideration Lift, making it the best choice for top-of-funnel engagement.
- Conversely, "Study With Me," "Free Trial," and "Coding Help" show the strongest impact on Purchase Intent.
- Use "Life Hack" to attract attention and retarget those users with "Free Trial" or "Coding Help" to increase Gemini Pro conversion.



Data Strategist Route

8-Week Global Launch Strategy: High Impact and Seasonal Surge



Market Selection:

- **Saudi Arabia (SA):** The "Efficiency Leader." Boasts the highest conversion rate (0.61%) and the lowest CPA (\$6.16).
- **Egypt (EG):** The "Growth Engine." High audience volume (59M reach) with near-identical efficiency to SA (\$6.33 CPA).
- **Germany (DE):** The "Scale Market." While more expensive (\$23.25 CPA), it provides a massive audience of over 86M, ensuring the campaign achieves significant global "noise" and reach.

Media Execution: The Funnel Sequenced approach

- **Display (Top Funnel):** Use this for massive reach at the lowest cost (~\$0.019 per reach). This is purely to keep Gemini Pro "top of mind" during the 8-week period.
- **YouTube & Social (Middle Funnel):** They provide a balanced Cost Per Reach (~\$0.035) and are the natural environment for university students.
- **Search (Lower Funnel):** The primary conversion driver. In SA/EG, Search delivers a CPA of \$3.22, making it essential for capturing students actively looking for "study help" or "coding assistants."

Budget allocation (\$10M Total):

- **Market Split: \$4M Saudi Arabia > \$3.5M Egypt > \$2.5M Germany**
- **Channel Split: 50% Performance (Search/Social) > 30% Video (YouTube), 20% Awareness (Display).**

Creative Feature Focus: The Funnel Sequenced approach

- **Week 1-3 (Awareness):** Lead with "Life Hack" content. This creative has the highest Consideration Lift (5.51). Its goal is to "excite" students by showing how Gemini simplifies their lives.
- **Week 4-6 (Consideration):** Transition to "Study With Me" and "Coding Help." These themes showed the strongest Purchase Intent (3.4+). They demonstrate the utility required to turn a "fan" into a "user."
- **Week 7-8 (Action):** Close with the "Free Trial" creative and a "Limited Time" offer for Gemini Pro to drive immediate sign-ups before the 8-week window closes.

Thank you

