Marketing Data and Technology

Draw Insights from Marketing Data

Part One:
Setting Goals

Key Business Objectives

1	Reduce operational expenses by 10%
2	Enhance Customer Retention Rate by 15%
3	increasing revenue by 20%
4	
5	

Key Performance Indicators (KPI)

1	***Reduce operational expenses by 10%*** within the fiscal year by identifying inefficiencies, optimizing workflows, and tracking monthly progress to support profitability goals.
2	***To track progress towards a 15% customer retention increase*** within six months, key indicators include monthly retention rate, These metrics, along with repeat purchase and service training rates.
3	***To measure progress toward a 20% revenue increase in 12 months***, key performance indicators (KPIs) include the Monthly Revenue Growth Rate to ensure consistent monthly growth, and the Customer Acquisition Rate to track new customer growth,

Part Two:
A/B Testing Proposal

A/B Testing Proposal: Instructions

1. *Identify a Variable and a KPI for the Test*
Variable: Customer Service Response Time
KPI: Customer Retention Rate
2. *Hypothesis*
Hypothesis: If we reduce the customer service response time from an average of 24 hours to 1 hour, then the customer retention rate will increase by at least 15% over the next six months.

Reasoning: Faster response times can lead to higher customer satisfaction, which is likely to improve retention rates. Customers who receive timely assistance are more likely to feel valued and continue their relationship with the business.

3. Details of the A/B Test
Variations:
Control Group (A): Current customer service response time (24 hours).
Variation Group (B): Improved customer service response time (1 hour).
User Segmentation: Randomly assign customers to either the control group or the variation group to ensure unbiased results.

Data Collection: Use customer service software to track response times and record retention rates through customer accounts.

Length of the Test: Run the test for six months to gather enough data for analysis.

4. Steps to Determine the Results of the A/B Test

Data Collection: Monitor and record the retention rates of both groups throughout the test period.

Analysis: At the end of the six months, compare the retention rates between the control and variation groups.

Statistical Testing: Use statistical methods (e.g., t-tests) to determine if the difference in retention rates is statistically significant.

***Conclusion:*** If the variation group shows a significant increase in retention rates compared to the control group, conclude that reducing response time positively impacts customer retention.

Next Steps :

Make sure to place these responses and notes on the slides that follow in your project template. If you have any questions or need further clarification on any of these points, feel free to ask!

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

KPI used as basis for the A/B test
Customer Retention Rate

Variable that will have an impact on the KPI
Checkout Page Design

Hypothesis for your A/B Test
Hypothesis: If we redesign the checkout page to simplify the process and reduce the number of steps from 5 to 3, then the customer retention rate will increase by at least 15% over the next six months. **Reasoning**: A simplified checkout process can reduce cart abandonment and enhance customer satisfaction, leading to improved retention.

A/B Testing Proposal: Details and results

Details of the A/B test	
Variations being tested:	***Checkout Page Design***
	Control Group (A): Current checkout page design (5 steps). **Variation Group (B)**: New simplified checkout page design (3 steps).
User groups:	**User Segmentation**: Randomly assign customers to either the control group or the variation group to ensure unbiased results.
Data collection tool:	**Data Collection**: *Monitor* and *record* the retention rates of both groups throughout the test period.
Length of the test:	**Length of the Test**: Run the test for *six months* to gather enough data for analysis.

Conclusion: If the variation group shows a significant _increase_ in retention rates compared to the control group, conclude that simplifying the checkout process positively impacts customer retention.

Part Three:
Data Exploration

Reports Snapshot
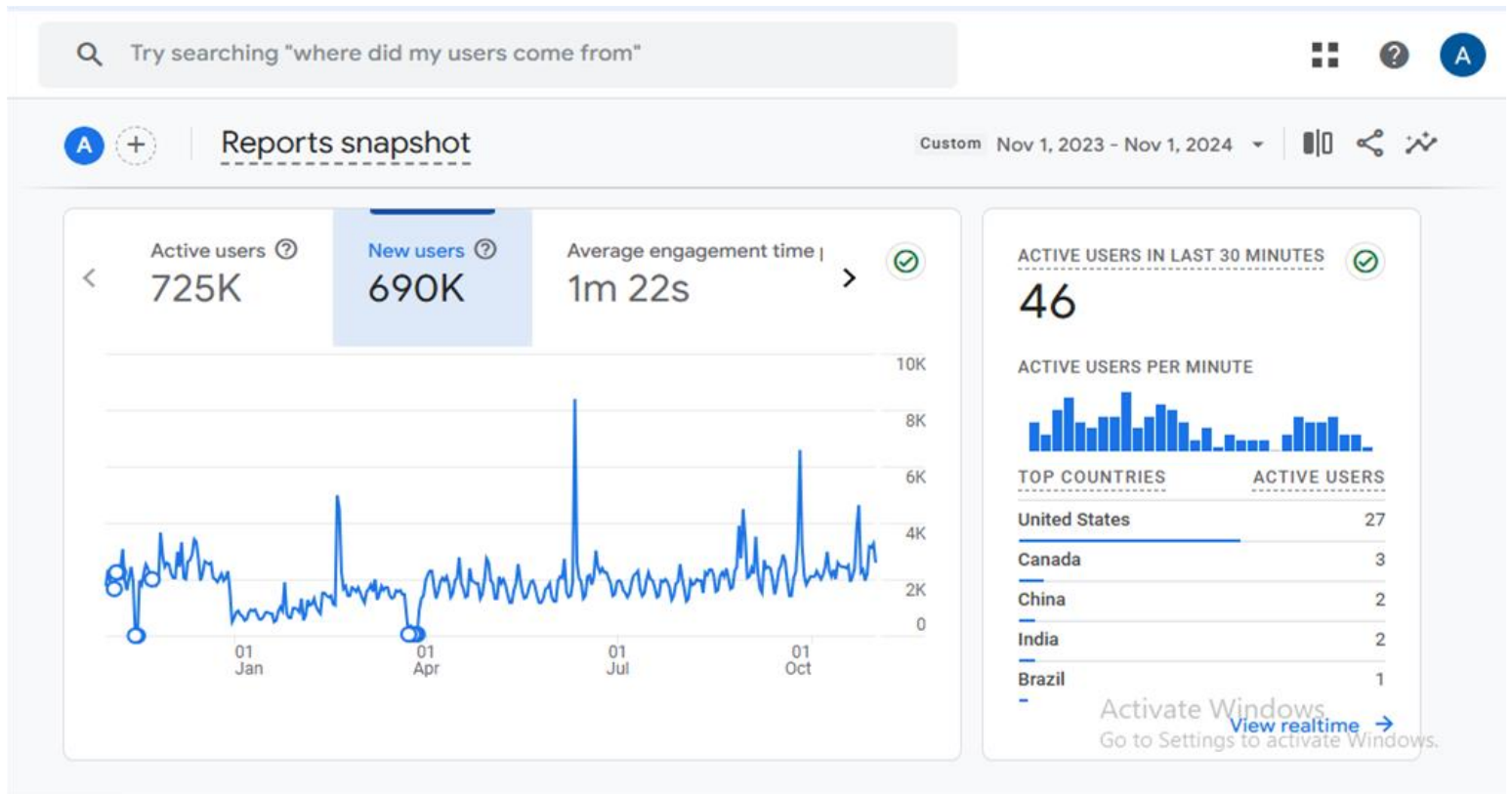
Reports Snapshot

Which month had the most new users?

June and september
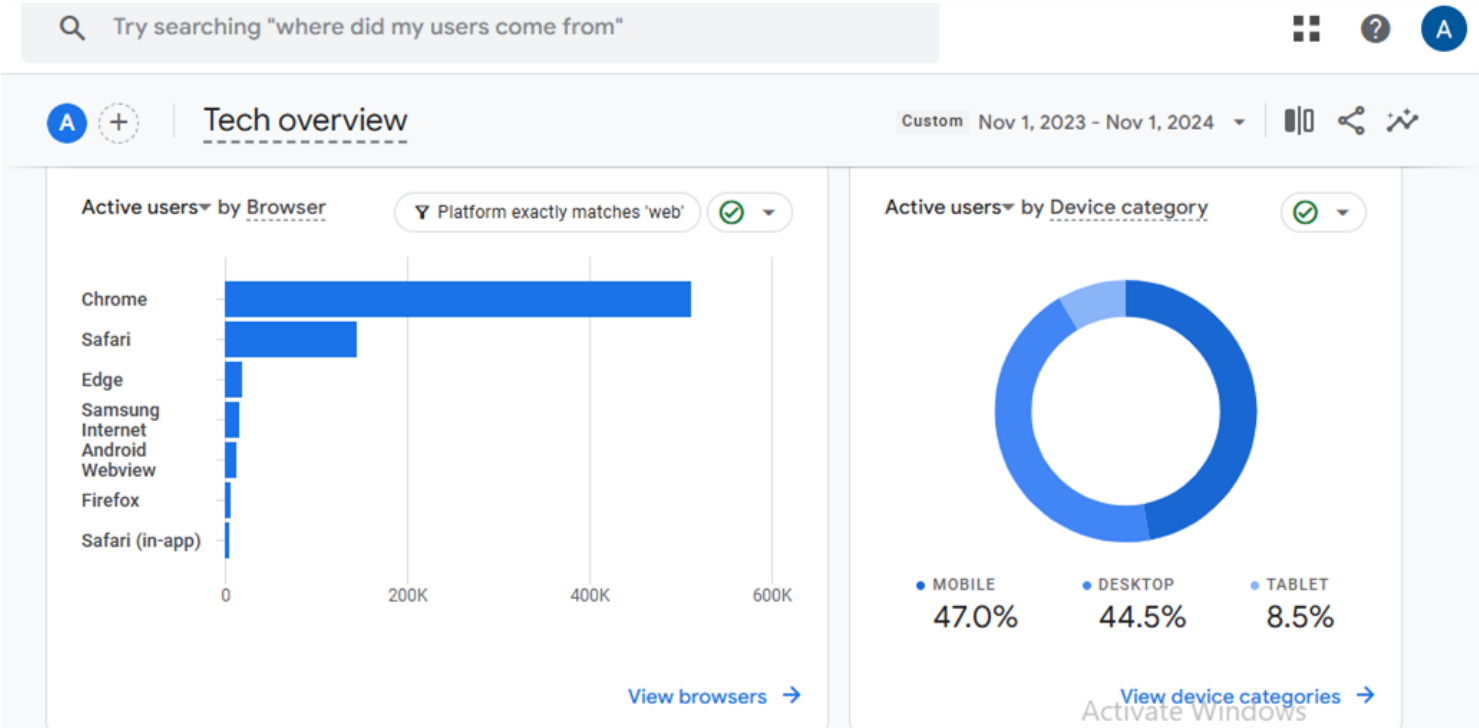
Which month had the fewest new users?

November and march

Write some ideas why certain trends are associated with these specific months?

The graph shows a seasonal pattern in user activity, with peaks in June and September likely due to New Year resolutions and summer vacations. Troughs in March and November might be linked to back-to-school periods and seasonal changes. The highest number of new users occurs in January, while the lowest is in March/September, potentially influenced by these factors

User Tech

User Acquisition

		Total users	New users	Returning users	Average engagement time per active user	Engage session pe activ use
	Total	732,543 100% of total	690,045 100% of total	144,205 100% of total	1m 22s Avg 0%	0.8 Avg 0
1	Direct	496,112	459,976	104,128	1m 22s	0.8
2	Organic Search	133,934	131,982	23,723	1m 24s	1.0
3	Cross-network	52,621	49,027	7,929	57s	0.7
4	Referral	29,365	28,533	4,361	1m 38s	0.9
5	Email	6,904	6,576	3,149	3m 54s	1.7

User Acquisition

Which channel groups had the highest and lowest engagement rates?

highest (organic search) Lowest (Direct)

Which channel groups had the highest and lowest total revenue?

Highest (Direct)   Lowest (Cross-network)

What do these metrics mean, based on your experience?

Metrics relate to your own knowledge and observations. This could involve discussing how these metrics are used in your field, how they impact decision-making, or how they are perceived by different audiences.

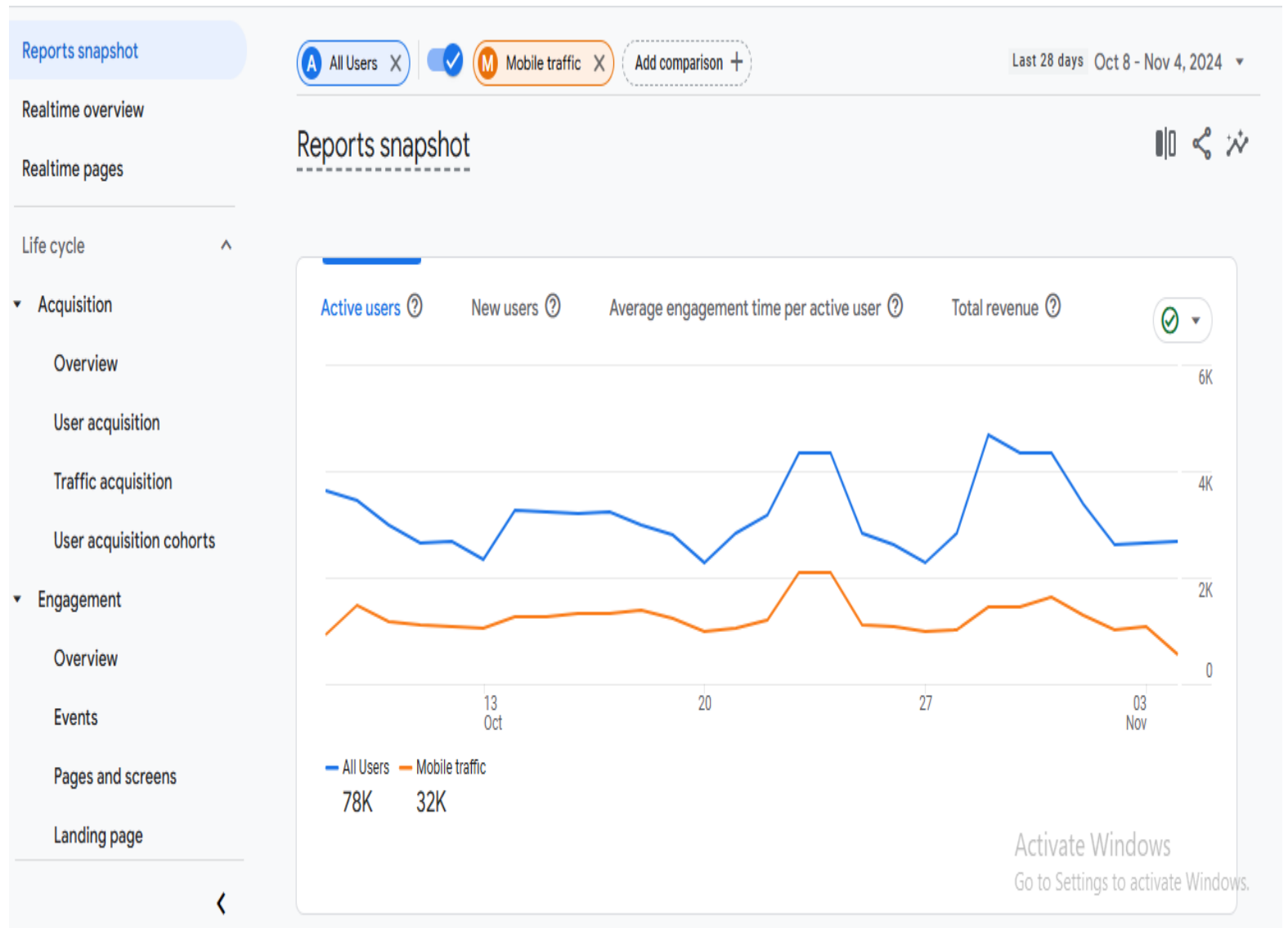# Monetization

Part Four: Segmentation

Audience Segment: Demographics
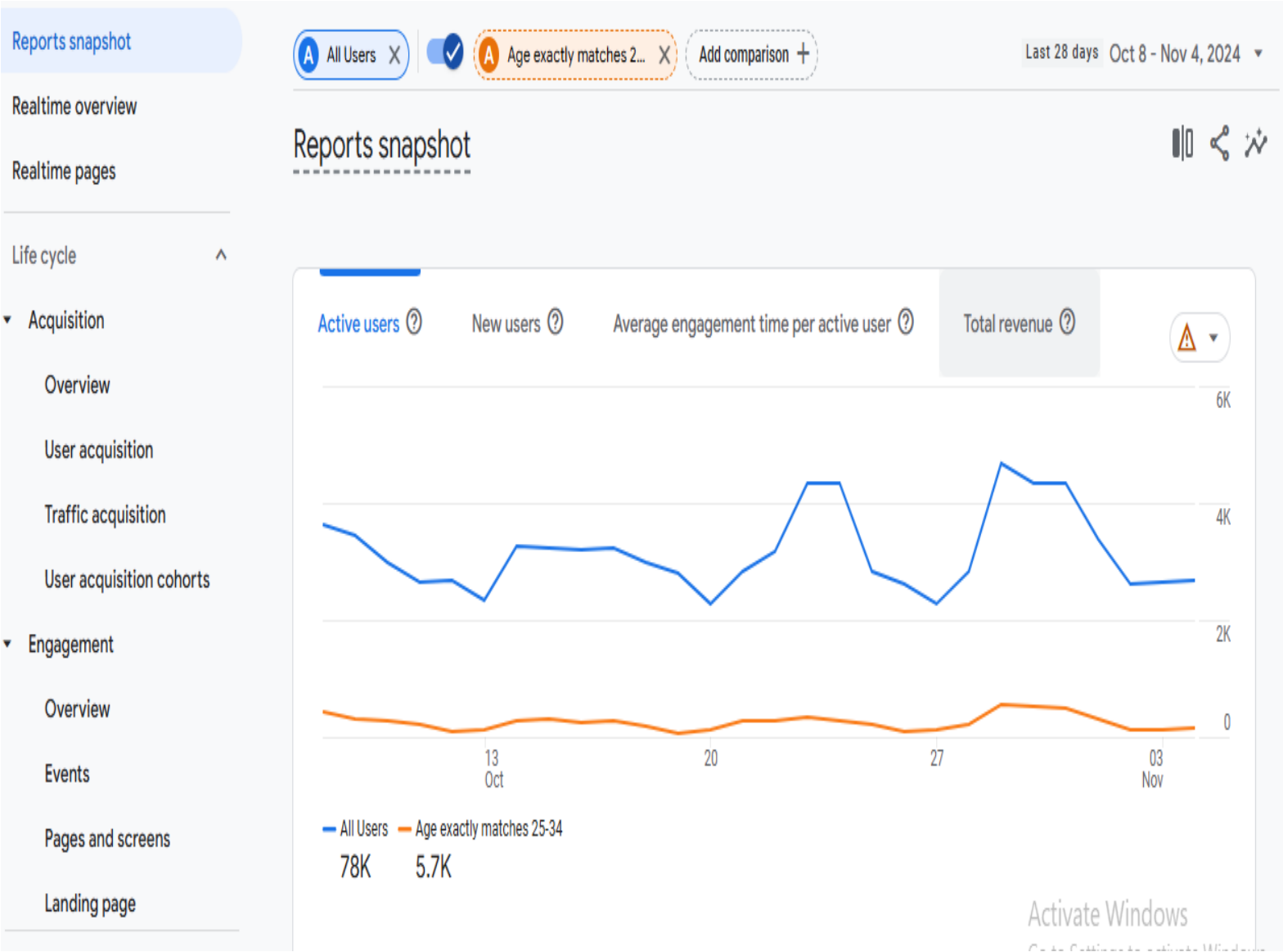
Values used:	*the segment **"Age exactly matches 25-34"** was used to create the segment.*

Audience Segment: Technology

Values used:	*the segment "**Mobile traffic**" was used to create the segment.*

Part Five:
Analysis and Suggestions

Google Merchandise Store data

You can find the results of the Google Merchandise Store campaigns below.

Campaign Name	Cost	Revenue	ROAS
Tech Trends: Discover the Latest Google Gear	$5,000	$3,000	0.6
Shop with Google: Unleash Your Digital Lifestyle	$5,000	$8,000	1.6
Google Gadgets Galore: Elevate Your Tech Game	$5,000	$8,000	1.6
Gear Up with Google: Your One-Stop Tech Shop	$8,000	$13,000	1.625
Google Merch Madness: Score Big on Tech Essentials	$5,000	$2,000	0.4
Unlock the Power of Google: Shop the Best in Tech	$2,000	$3,500	1.75
Totals	$30,000	$37,500	

Business Sales Growth

Focus on high-ROI campaigns: Allocate more budget to campaigns with the highest return on ad spend (ROAS).

Re-evaluate low-ROI campaigns: Optimize or pause campaigns with low ROAS to free up budget.

Diversify marketing channels: Explore other channels like social media or email marketing to reach new audiences.

Track and optimize: Continuously monitor performance and make adjustments as needed.

Test and iterate: Experiment with different ad variations, targeting, and landing pages.

Retarget website visitors: Implement retargeting campaigns to re-engage potential customers.

eCommerce improvements

UX change: consider adding multi-select filters for easier comparisons, automated annotations for traffic spikes, and hover-over insights for top-performing products. Dynamic time range suggestions and personalized alerts for unusual patterns would enhance usability. Improved legend interaction and mobile optimization can further streamline the user experience.

Other eCommerce change or addition:

Conversion Funnels: Visualize the steps from product view to purchase to identify drop-off points and optimize the checkout journey.

Real-Time Inventory Updates: Show real-time stock levels and low-stock alerts to create urgency and prevent customer disappointment due to out-of-stock items.

Technology

1	**Customer Data Platforms (CDP)**
	Why use it: A Customer Data Platform (CDP) centralizes and unifies customer data from various sources, like websites, apps, and social media channels, into a single view. By integrating this data, a CDP provides deeper insights into customer behavior and preferences, enabling more personalized and targeted marketing.
2	**Conversational AI and Chatbots**:
	Why use it: Conversational AI, including advanced chatbots, enables real-time, automated interactions with customers across various digital channels like websites, apps, and social media. Modern chatbots are powered by natural language processing (NLP)