

# 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>20% Increase in website visits from 1 Nov 2024 to 1 Nov 2025</i>
2	<i>10% Increase in sign ups from 1 Nov 2024 to 1 Nov 2025</i>
3	<i>10% Increase in sales from 1 Nov 2024 to 1 Nov 2025</i>
4	<i>SMART Key Business Objective 4 (optional)</i>
5	<i>SMART 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 website visits by 1 Nov 2025</i>
2	<i>Number of sign ups by 1 Nov 2025</i>
3	<i>Sales growth rate by 1 Nov 2025</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

<b>KPI used as basis for the A/B test</b>
<i>Sales growth rate</i>
<b>Variable that will have an impact on the KPI</b>
<i>Size of Products photos showed in the main page of the website</i>
<b>Hypothesis for your A/B Test</b>
<i>Photos of medium size, instead of large photos showed in the main page will make it easier to see more products without more scrolling down. This might increase sales in the webshop.</i>



# A/B Testing Proposal: Details and results

Details of the A/B test	
Variations being tested:	<i>Photos of large size of the products</i>
	<i>Photos of medium size</i>
User groups:	<i>Randomly in equal amount</i>
Data collection tool:	<i>Google Analytics</i>
Length of the test:	<i>15,000 visitors</i>

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

*Examination of sales number for each variation in the 2 user groups.  
The higher value means more sales acheived.*



# Part Three: Data Exploration

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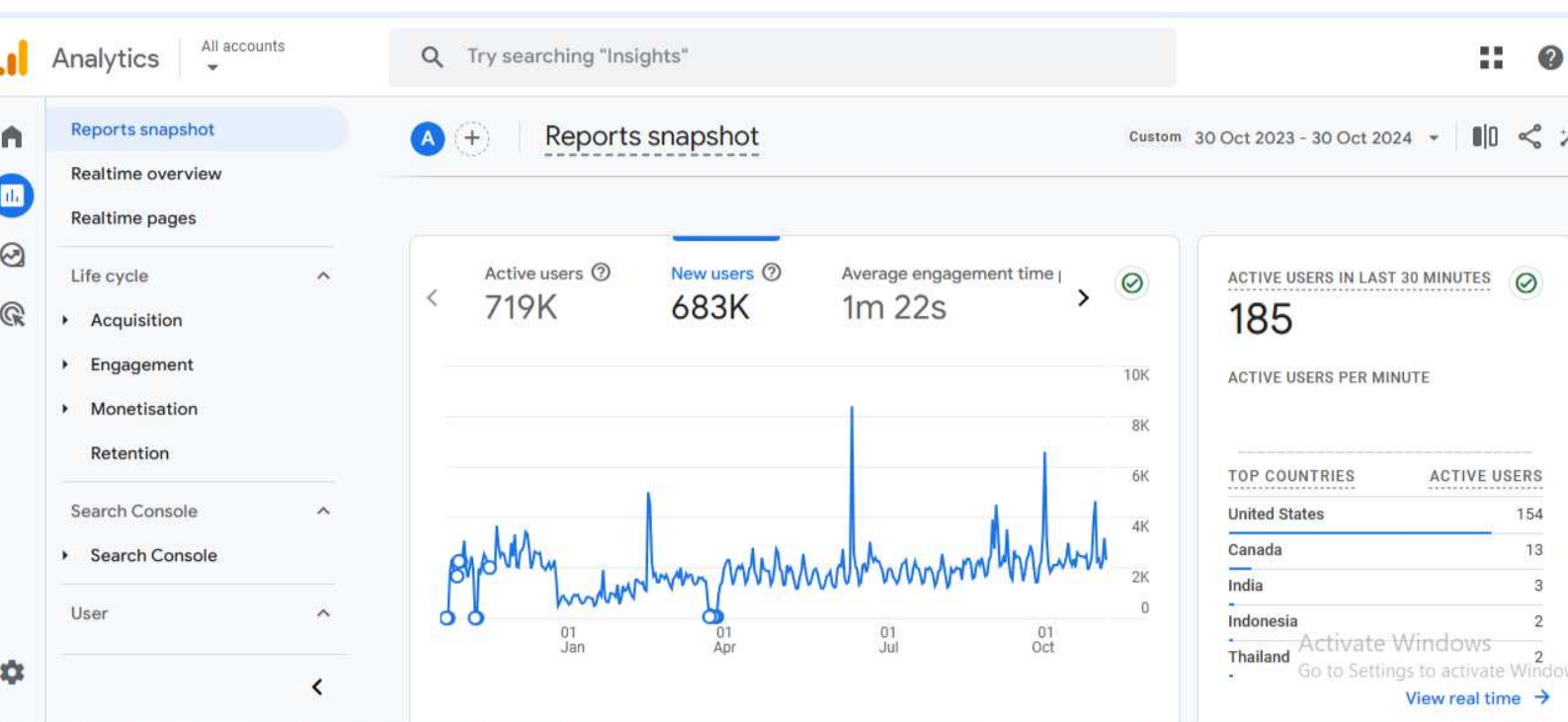


# Reports Snapshot

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

Which month had the most new users?

*June*

Which month had the fewest new users?

*November*

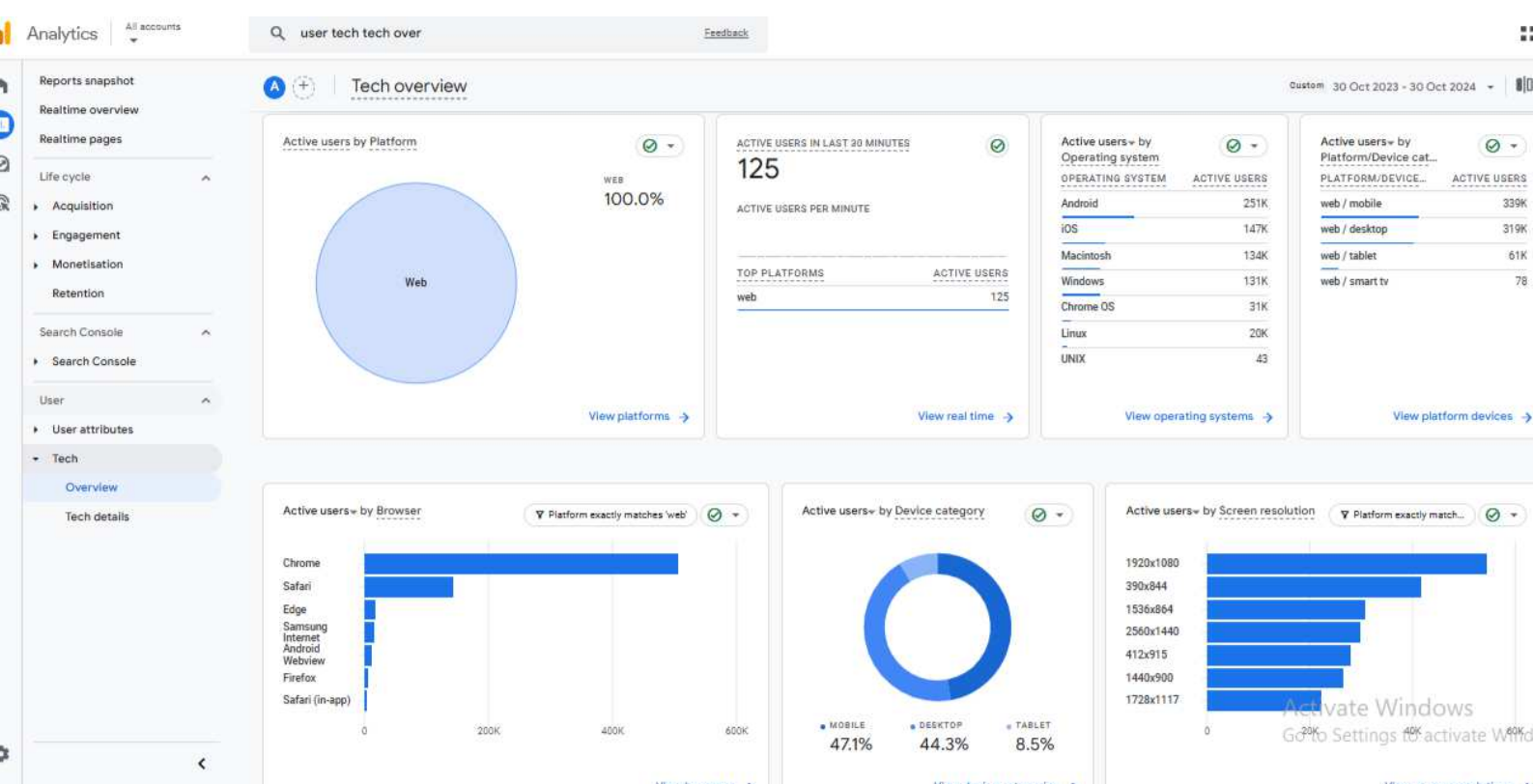
Write some ideas why certain trends are associated with these specific months?

*May be the months with high new users associated with successful email advertising , more ads with webshop links and good offers and discounts.*

*And no good offers or discounts in months with less new users*



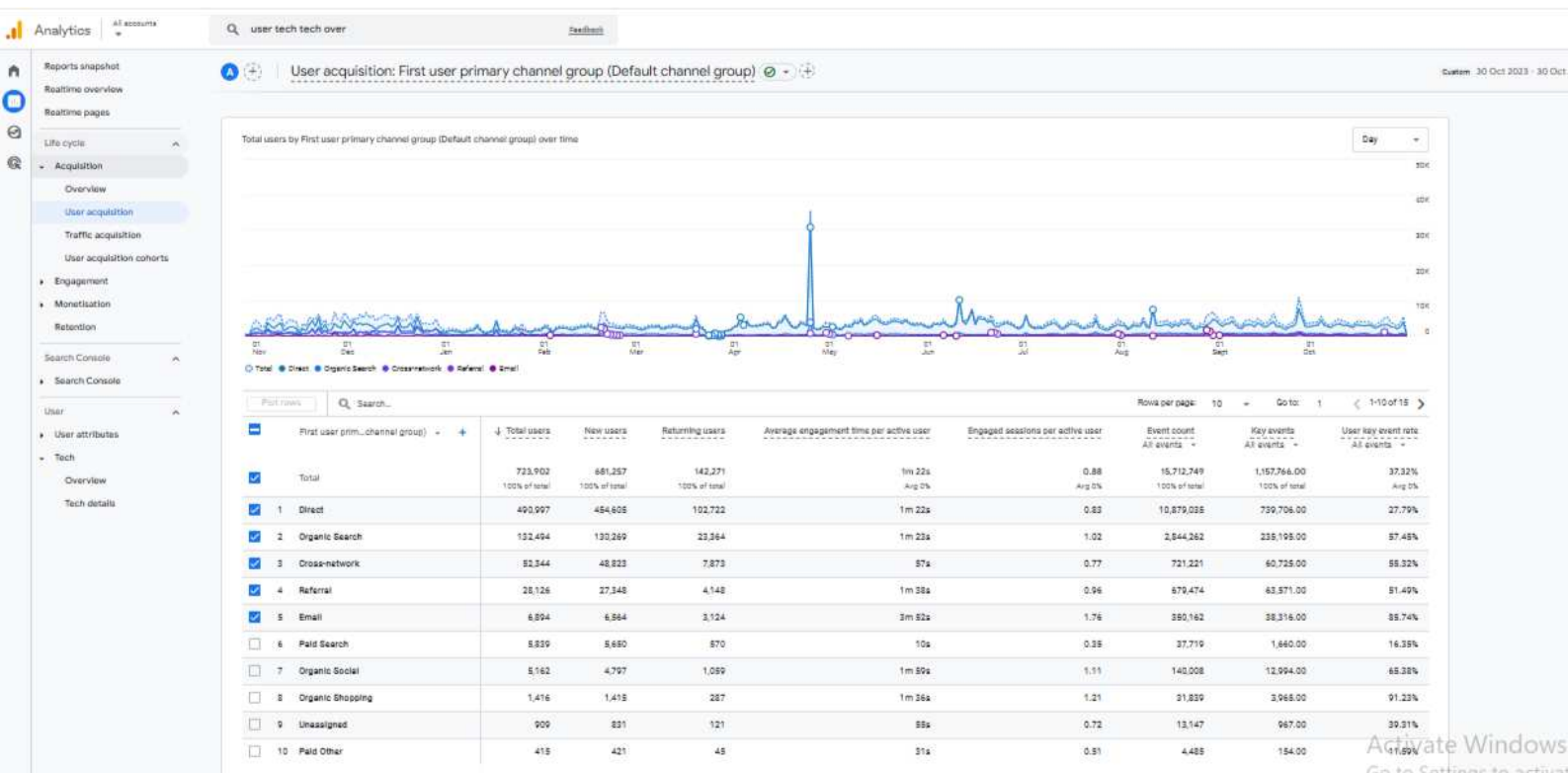
# User Tech





# 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.





# User Acquisition

Which channel groups had the highest and lowest engagement rates?

*The highest : Email*

*The lowest : paid search*

Which channel groups had the highest and lowest total revenue?

*Highest : Direct*

*Lowest : Paid other*

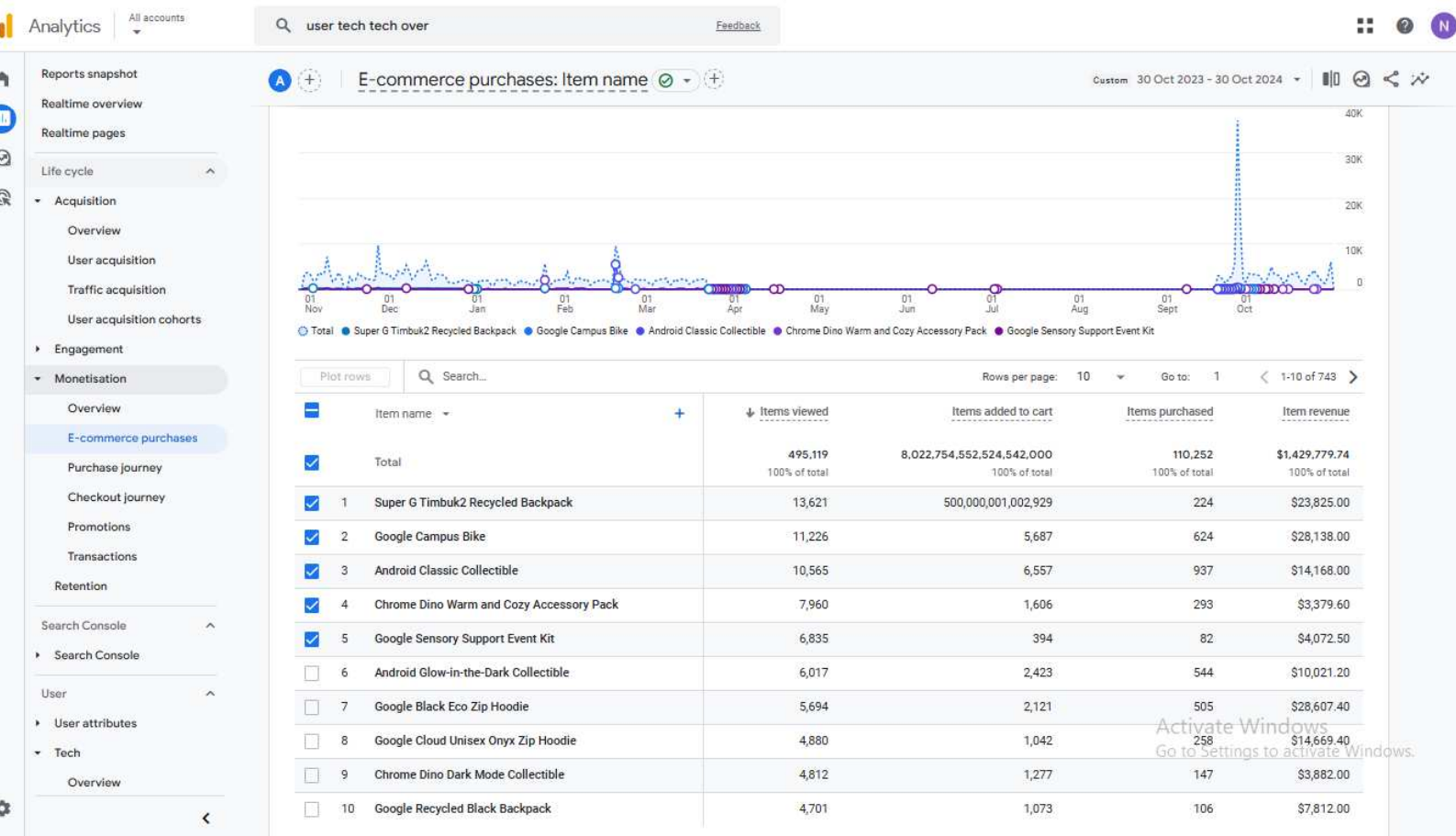
What do these metrics mean, based on your experience?

*Email is the best channel group because it has the highest engagement rate*



# 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.



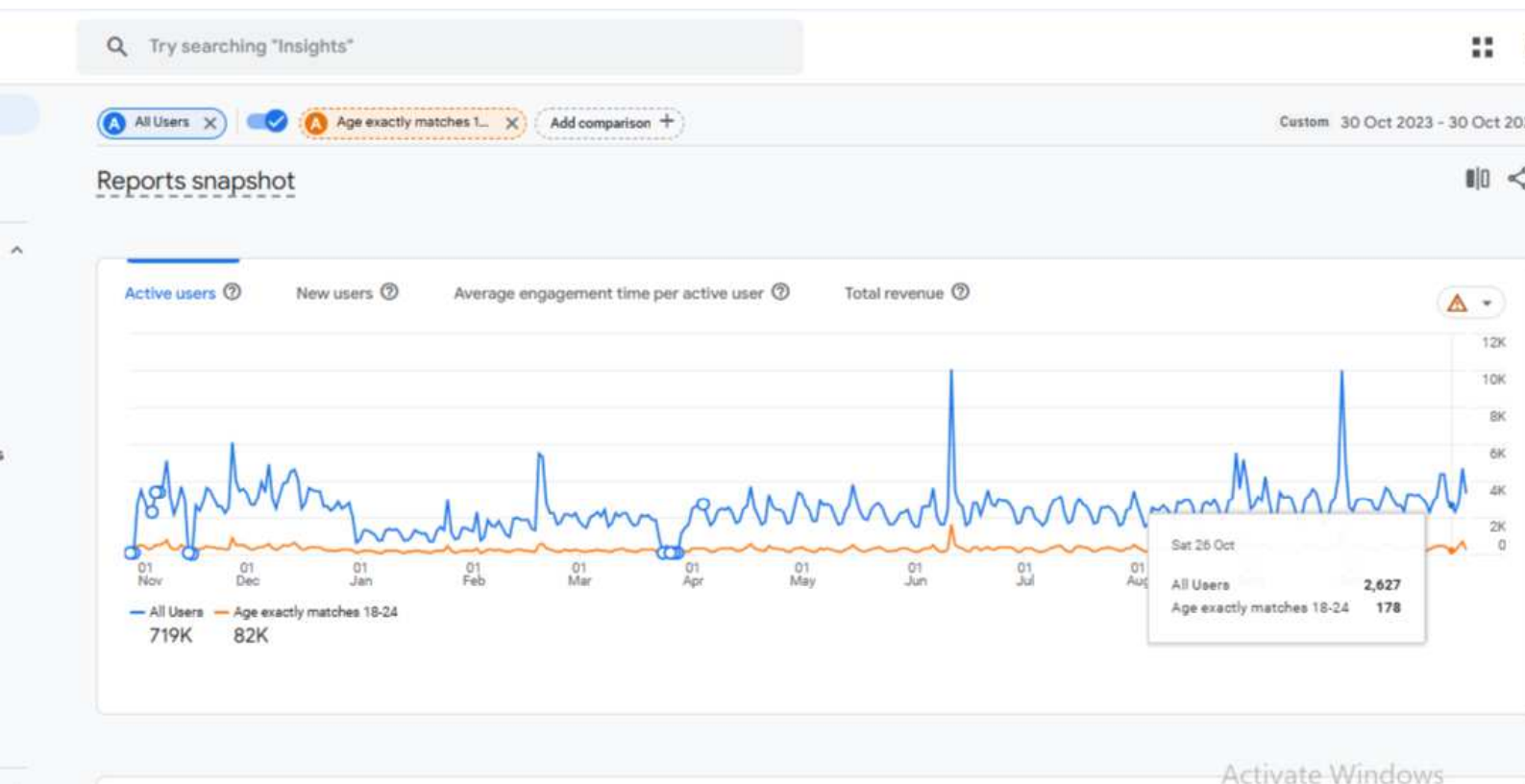


# Part Four: Segmentation

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# Audience Segment: Demographics

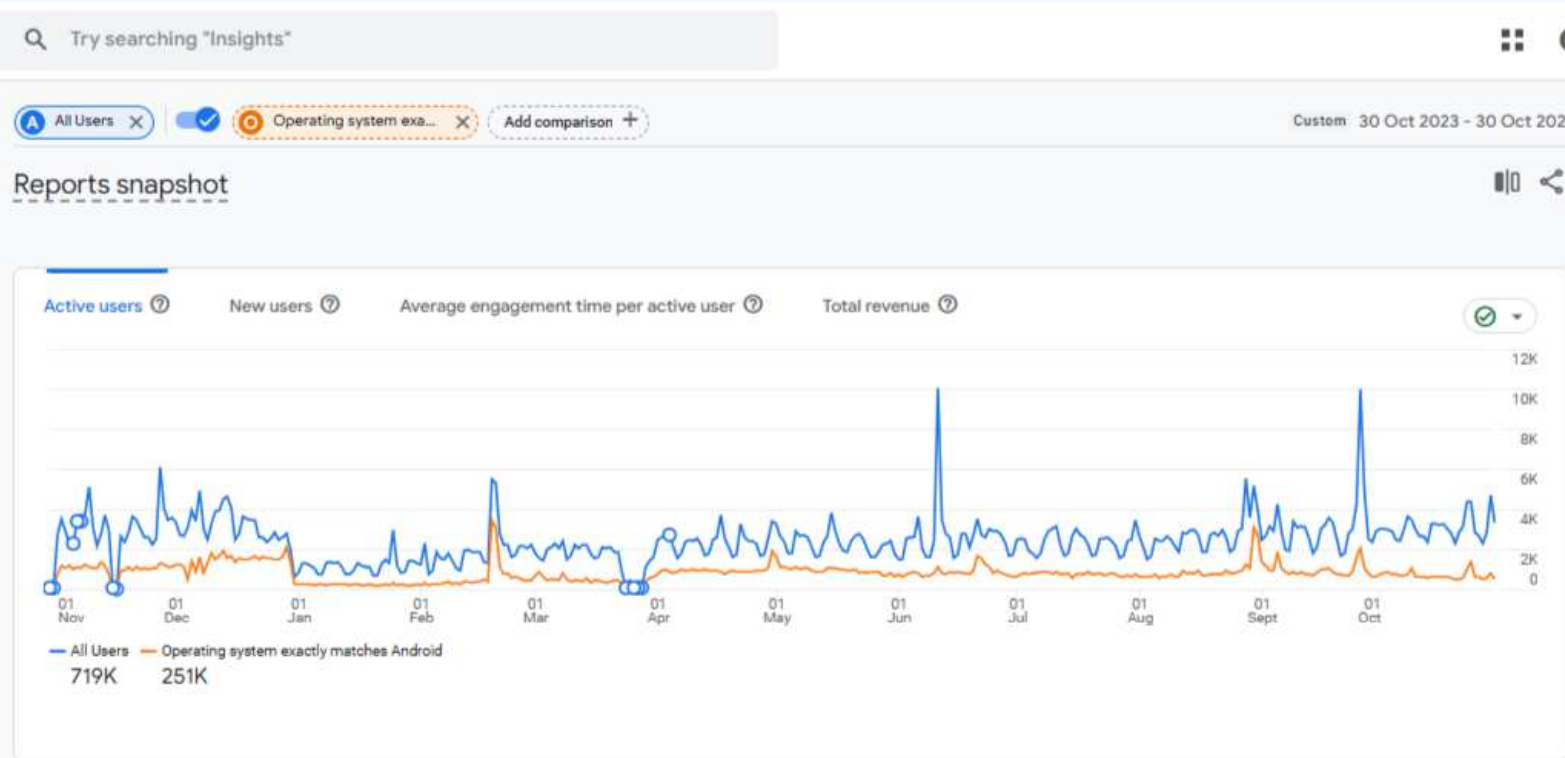


<b>Values used:</b>	<i>Age exactly matches 18-24</i>
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# Audience Segment: Technology



**Values used:**

*Operating system exactly matches Android*



# Part Five: Analysis and Suggestions

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# 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

Based on the data provided, how might the campaigns be realigned and improved to potentially achieve a 20% YOY sales growth **without additional cost**? You can assume that the data will remain consistent over the projected time frame. Please reference specific data to support your answer, such as metrics and campaigns.

**You could get the answer by asking yourself: Which campaign would I spend less, and which would I spend more?**

*Spend more on* Unlock the Power of Google: Shop the Best in Tech campaign

*This will potentially achieve more sales growth because it achieved the highest ROAS campaigns*

*Spend less on* Google Merch Madness: Score Big on Tech Essentials campaign

*Because it achieved the least ROAS*



# eCommerce improvements

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.

UX change:

*There is no customers reviews or feedbacks on the webshop. So, adding customers reviews and feedback. This might encourage new customers to buy the products and might increase sales.*

Other eCommerce change or addition:

*Add short video for each product. This will better show the products more than the written description*



# Technology

It is time for some exploration! You need to find 2 emerging marketing technologies that you could use in a technology stack. For each one, you need to describe why you would use that tool.

1	<i>Google Tag Manager</i>
	<i>Allow users to add multiple tags to the website pages from one hub</i>
2	<i>Google Analytics</i>
	<i>A free tool available to everyone that has google account</i> <i>Provides industry standard data tracking tool and data visualization tool.</i>