



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.



Part One: Setting Goals



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.

Company name : Magnolia Coffee

1	<i>Increase number of new customers by 20 - 50% of total current customer base</i>
2	<i>Retain existing customers (allow only for losses of 0 – 5%)</i>
3	<i>Increase revenue generation by 25%</i>
4	<i>Increase brand awareness by 50/%</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 new followers on company's active social media pages.</i> |
| 2 | <i>Number of orders attended to at both online and physical sites</i> |
| 3 | <i>Total sales figures (daily, weekly, monthly)</i> |

4	<i>Number of times the company is mentioned by name on social media daily, weekly and/or monthly</i>
5	



Part Two: A/B Testing Proposal



A/B Testing Proposal: Instructions

For one of the KPIs identified in Part 1, you will outline a proposal for an A/B test.

To demonstrate your knowledge:

- Identify a variable that will have an impact on the KPI and metric
- Determine a hypothesis for what you expect to happen. Your hypothesis should include the variable you are testing and an explanation of your reasoning for testing this variable.
- Describe the steps you would take to perform the test. DO NOT ACTUALLY PERFORM THE A/B TEST.
- Describe the steps you would take to determine the results of the A/B test.
- **Place your responses and notes on the slides that follow.**

A/B Testing Proposal: KPI, Variable,



and Hypothesis

KPI used as the basis for an A/B Test:

Increase revenue generation by 25%

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

Number of customers who make payments on the final site payment platform.

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

Adding an option to allow a third party to pay for the customer would significantly increase the total sales made on the payment page.

This will likely happen because generally, it is easier to buy something when someone else is paying for it.



A/B Testing Proposal: Testing Process

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

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

Answer:

- *Create two versions of the payment page, one with the option that lets third parties pay for the checkout and the other one without it. Both pages will be identical in every aspect except that.*
- *Direct customers to payment pages in fairly equal numbers i.e each customer has about 50% chance of getting either page. This could be achieved by modifying links that lead to the payment landing pages.*
- *Compare the numbers of customers who reached each page and made purchases.*
- *The test will run for 30 days.*

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

Answer:

I would compare the percentage of customers that actually purchased from each version of the page. For instance, if 40 users reached the unchanged page and 25 made a purchase, while 22 reached the tested page and 15 made a purchase, clearly the page being tested had a higher conversion rate.



Part Three: Data Exploration

Data Exploration: Instructions

Assume you're working with a client who has limited knowledge and experience, and who is relying your critical eye and expertise. They've looked at the data but aren't sure what to make of it, and they have specific questions they want you to answer. Some of the questions are driven by a cut-and-dry need to know. For others, you may be asked to share your insight.

To demonstrate your knowledge:

- You will either be using your own company's Google Analytics data or the demo data provided, as selected in part 1.
- For each of the questions that follow, take screenshots that show the indicated information.
- Provide annotations where indicated to give clarity to your answer
- If you are asked to provide your insight on a given question, provide those, too, on another slide right after the slide that contains your screenshot(s)
- **Place your questions, screenshots, and notes on the slides that follow.**


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



 s.google.com



Analytics

All accounts / Demo Account

GA4 - Google Merch Shop



Try search...



 All Users

Add comparison +

Last 12 months Sep 10, 2022 - Sep 10, 2023

Reports snapshot



Users

New users

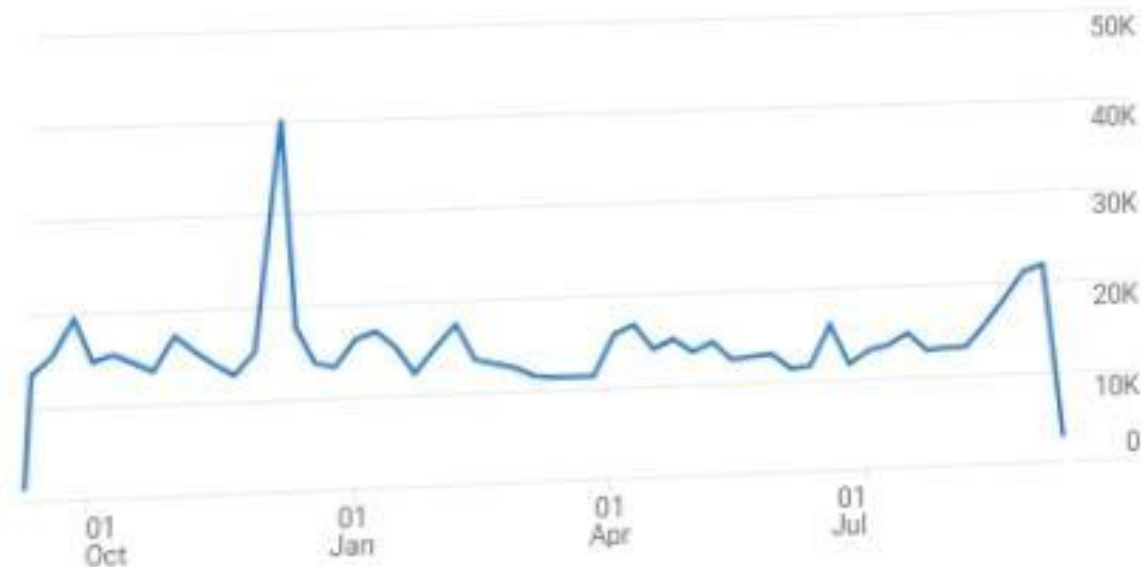
Average engagement time



835K

777K

2m 03s



Reports Snapshot

Which month had the most new users, and which month had the fewest new users?

December 2022 had the highest number of new users.

September 2022 had the lowest number of new users.

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

December has several festivities associated with it, meaning more people buying things to give out as gifts or to reward themselves etc, leading to increased sales. September is the start of the new school year and the end of summer holidays, which means less people are online, and these people are less likely to want to spend much after long, expensive vacations.

User Tech

Please go into the User → Tech → Tech overview report for the following:

For the twelve month period you've chosen, provide a screenshot showing percentage chart (donut charts) of All Users that came from mobile, desktop, and tablet devices.

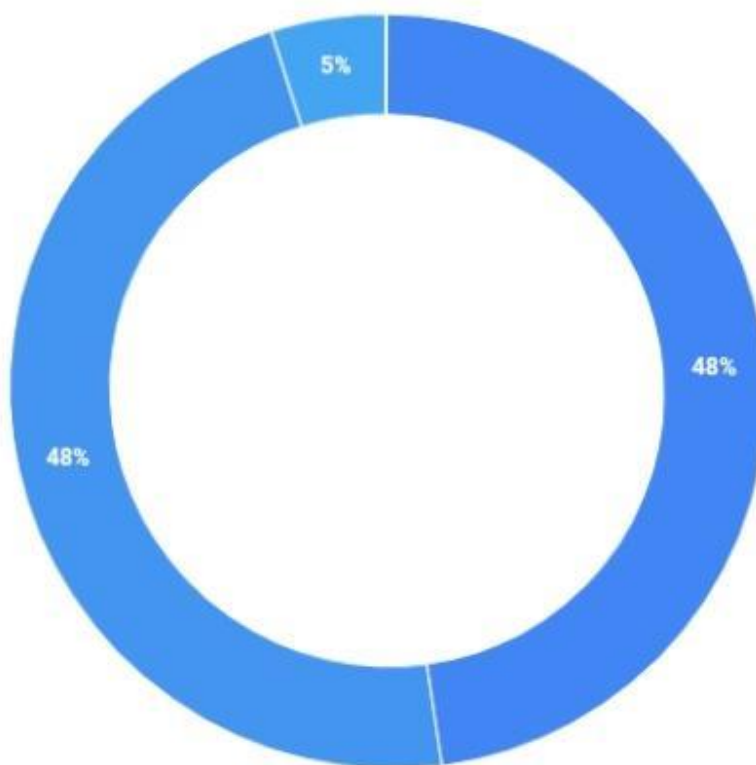
Ensure that the following are visible in the screenshot:

- Device Category
- Donut chart showing % breakdown by device

Note that the time frame selected does not need to be visible in the screenshot.



🔍 s.google.com



● mobile ● desktop ● tablet ● smart tv ● Other

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.

Take a screenshot that shows the Engagement rate of the different acquisition channels over a 12 month period.

Ensure that the following are visible in the screenshot:

- Channel group
- Users
- Engagement Rate

Note that the time frame selected does not need to be visible in the screenshot, but will be reflected by the number of users.

13:36



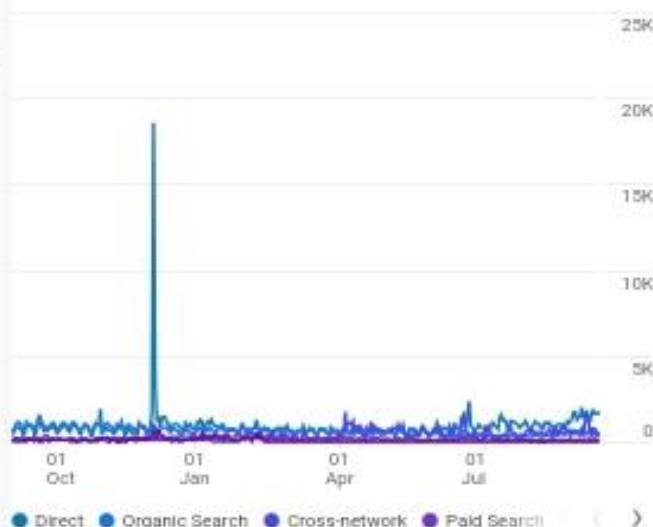
s.google.com



User acquisition: First user default channel group Custom Sep 10,



New users by First user default channel group over time



New users by First user default channel group



Search...

Rows per page: 10

Go to: 1

First user default channel group +

Engagement
rateEngaged
sessions per
user

79.15%

Avg 0%

1.22

Avg 0%

1 Direct

74.51%

1.31

2 Organic Search

83.02%

1.23

3 Cross-network

90.93%

1.15

4 Paid Search

80.61%

1.16

5 Display

66.31%

0.92

6 Referral

85.25%

1.46

7 Organic Social

80.23%

1.36

8 Email

78.5%

1.95

9 Organic Video

67.05%

0.83

10 Paid Video

50.94%

0.54

07:24

146 B/s 43%



s.google.com



Analytics

All accounts > Demo Account

GA4 - Google Merch Shop



Try searchi...



Reports snapshot

Custom

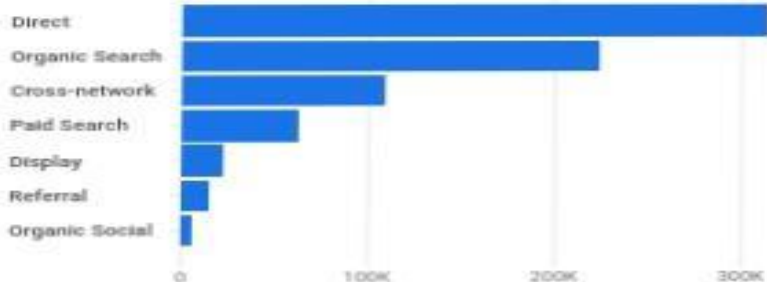
Sep 10, 2022 - Sep 10, 2023



[View all insights](#) →

WHERE DO YOUR NEW USERS COME FROM?

New users by First user default channel group



[View user acquisition](#) →

User Acquisition

During the twelve month period you've selected, which channel groups had the highest and lowest engagement rates and the highest and lowest total revenue?

Highest engagement rate came from the cross network channel.

Lowest engagement rate came from the organic video channel.

Lowest total revenue came from organic social channels.

Highest total revenue came from direct search channels.

What do these metrics mean, based on your experience?

Highest engagement rates from cross network channel means that the ads placed via the Google network are very effective at strengthening the brand's connection with its customers. Lowest rates from organic social media channels means that there is little, if any, positive engagement with the brand via social media.

Highest total revenue coming from direct search channels means that lead generation is very efficient and customers can easily find the business online. Lowest total revenue from organic social channels, again means that the brand lacks a strong following on social media.

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.

During the twelve month period you've selected, provide a screenshot that shows the Item name that contributed the highest number of unique purchases and the item name that was responsible for the largest percentage of revenue? (Screenshot(s) only; no annotation required.)

Ensure that the following are visible in the screenshot:

- Item names
- Number of items purchased
- Item revenue

Q

Search...

Rows per page: 10

Go to: 1

	Item name	Items viewed	Items added to cart	Items purchased
		125,367	152,019,752,022,411	140,713
		% of total	100% of total	100% of total
1	Google Pen White	4,801	3,633	5,219
2	Google Cloud Sticker	3,148	4,328	4,858
3	Google Black Wheat Pen	1,749	3,880	3,896
4	Google Sticker	4,535	7,156	3,322
5	Google Recycled Gray Notebook	1,604	1,445	2,254
6	Google Unisex Eco Tee Black	38	121	2,028
7	Google Ombre Purple Pen	2,035	1,325	1,999
8	Google Recycled Memo Notebook Set	1,096	1,990	1,781
9	Google Ombre Lime Pen	1,159	1,835	1,732
10	Google Inspired Red Notebook	1,053	664	1,562

023 Google | Analytics home | Terms of Service | Privacy Policy | Send feedback



Part Four: Segmentation



Audience Segment: Demographics

Insert the screenshot of a view (such as the Reports snapshot) that includes a comparison of your chosen Audience Demographic segment and “All Users”.

Write down or include a screenshot of the values used to create the segment.

Under *Build comparison* I selected *Demographics*, then selected *Gender* and set it to “exactly matches female.”

23:40

12.8 K/s

3.google.com



Analytics

All accounts > Demo Account

GA4 - Google Merch Shop



Try search



All Users



Gender exactly matches female



Add comparison +

Custom Seg



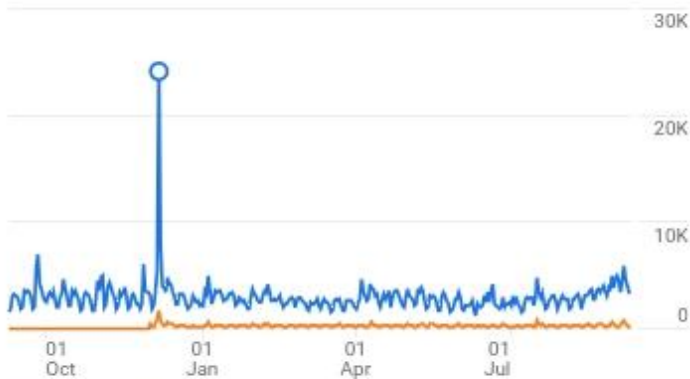
Reports snapshot



Users

New users

Average engager



All Users 835K
Gender exactly matches female 57K

USERS IN LAST 30 MINUTES

81

All Users

USERS PER MINUTE



TOP COUNTRIES

USERS

United States	63
Canada	7



Audience Segment: Technology

Insert the screenshot of a view (such as the Reports snapshot) that includes a comparison of your chosen Technology segment and “All Users”.

Write down or include a screenshot of the values used to create the segment.

The Technology segment chosen was Mobile. No results matched it.

23:50

5.9 K/s 97%

3.google.com



Analytics

All accounts > Demo Account

GA4 - Google Merch Shop

Try searchl...



Reports snapshot

Custom: Sep 10, 2022 - Sep 10, 2023

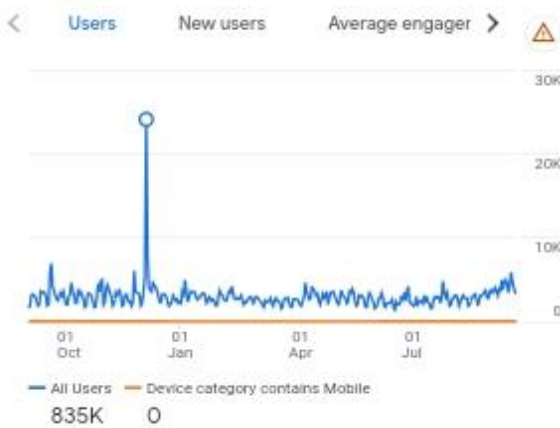
Edit co

COMPARISONS (A

All Users

Device categ
Mobile

+ Ad



USERS IN LAST 30 MINUTES

85

All Users

USERS PER MINUTE



TOP COUNTRIES

USERS

United States	68
Canada	8
Japan	2
China	1
Costa Rica	1

USERS IN LAST 30 MINUTES

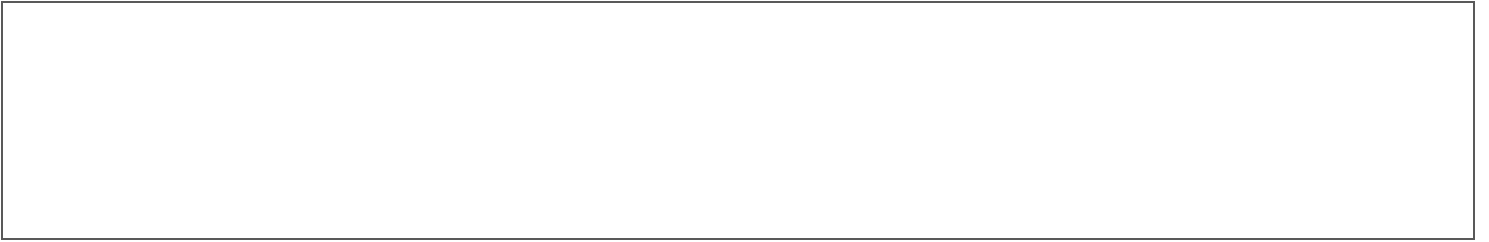
0

Device category co...

USERS PER MINUTE

TOP COUNTRIES

USERS





Part Five: Analysis and Suggestions

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 [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.

Tube Ads Sales Funnel Results 2021

Signs	Bid strategy	Cost	Views	Clicks	Conv.	Revenue	ROAS
te	Max Conv.	\$270.11	2,002	318	0	0	0
nt T	Max Conv.	\$920.59	3,527	655	6	0	0
	Max Conv.	\$1,760.23	41,677	9,964	20	\$10,957.48	6.2
	Manual CPV	\$4,344.11	185,217	0	7	\$20,977.68	4.8
	Max Conv.	\$323.81	2,852	302	0	0	0
		\$7,618.85	235,275	11,239	33	\$31,935.16	4.2



GSMM Agency YouTube Ads Sales Funnel

March 19, 2021 - December 31, 2021

2021 Solar YouTube Ads Sales Funnel Campaigns	Bid strategy	Cost	Views
Solar Leads - In-Stream Solar Cheat Code Website	Max Conv.	\$270.11	2
Maximize Conv - Solar Sales Calls - Custom Intent Targeting	Max Conv.	\$920.59	3
Solar Leads - In-Stream RT - Conversions	Max Conv.	\$1,760.23	4
Solar Subscribers - Discovery Keywords - CPV	Manual CPV	\$4,344.11	1
Solar Leads - In-Stream Solar Exclusive Website	Max Conv.	\$323.81	2
Totals		\$7,618.85	2



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.

Include your response here. You may also include screenshots if desired.

First, we can delete the campaigns that give zero ROAS, they are not profitable. Then, we can consider what is already working and can continue with that. Generally using website content to bring in conversions does not seem to work so well for this business. So A/B testing can be introduced to test different versions of the website to see which works better. Attempting to build custom (i.e. tailor-made) services are not working, this can be put on hold for now. In all, 20% growth can be achieved by simply cutting costs and channelling resources to the channels that work best.



Analysis and Suggestions: eCommerce

Now you will evaluate the current state of eCommerce for your business and how it might be improved.

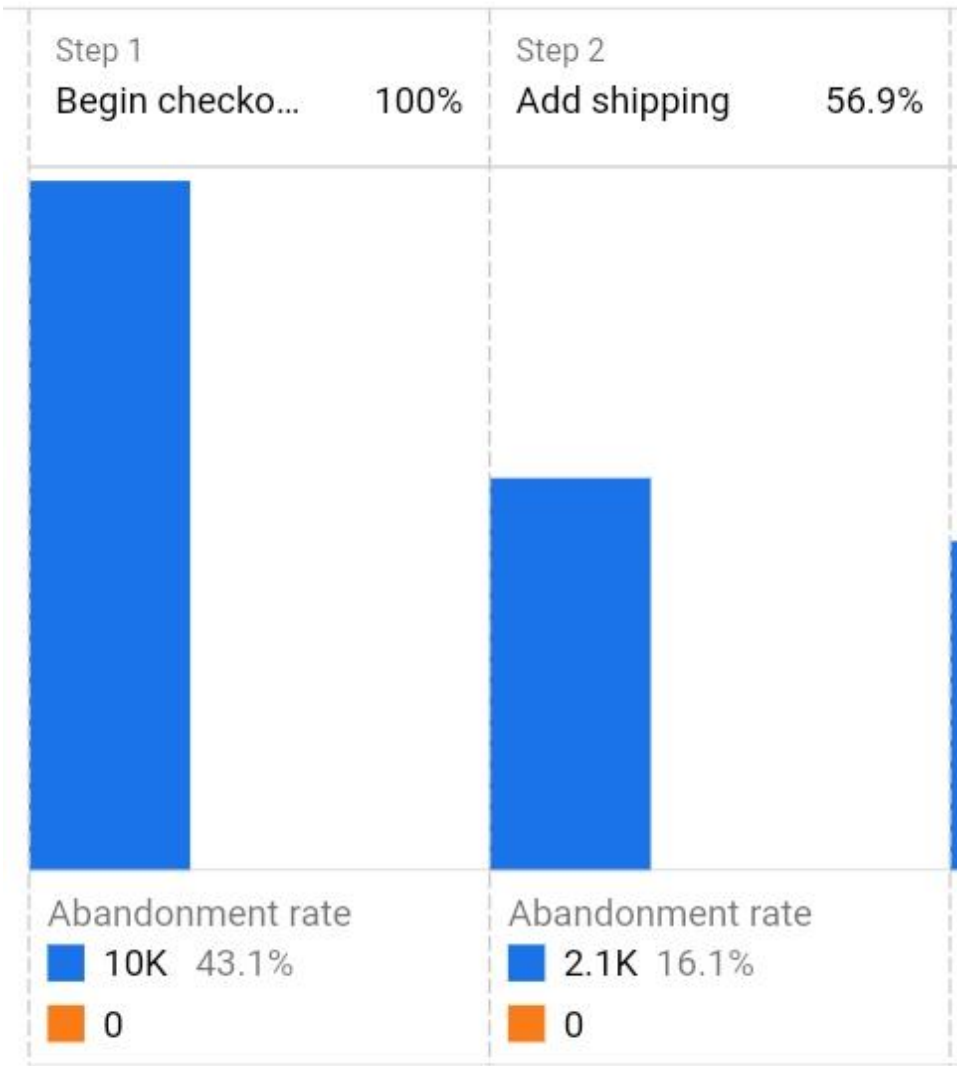
Looking at your website pages or the Google Merchandise store website and current eCommerce experience, identify one change to the eCommerce UX and one additional eCommerce option you would recommend implementing.

Example: One way to improve eCommerce capabilities would be to add the option of a digital wallet with the option to securely store and manage cards that have been used for payment, along with the option of using PayPal or ApplePay.

UX change: **For the checkout journey, around 40% of customers are lost at the “Add shipping ” phase. I propose that the first and second stage be merged by designing a message to show the shipping costs automatically, using the provided customer address as a guide. If the customer does**

not like shipping costs, they can easily leave the first landing page.

ed funnel



Search...

Device category	Comparison	
		(Us

Other eCommerce change or addition: **Add extra option at checkout to generate a link to have a third party pay for the customers purchase.**



Analysis and Suggestions: Technology

Now you will look at your existing technology stack and make recommendations for the future. This should include at least two additional technologies that are not currently utilized, one of which is a new emerging technology.

If using your own business, provide both the existing technology stack and the recommended update which.

If you are not using your own business or do not currently have a technology stack, you can use the [GSMM 2021 Marketing](#)

[Technology and Channels Spreadsheet](#) to answer this question or as a template to create your own.

Provide a link to your technology stack or place a screenshot below. Make sure that the screenshot clearly shows a minimum of 2 new additional technologies, one of which is emerging, and a total stack of no less than 10.

Answer: I have chosen the following new technologies –

TikTok: for dynamic marketing to a wide audience who have less time for longer videos

ChatGPT: This is an emerging technology. We can use to offer advice, assistance and information to customers who visit our websites. ChatGPT also allows us to catalogue the most common complaints, thus helping us find ways to get better for our clients.

Technology Stack	Yearly cost	Monthly cost
Facebook	-	-
Facebook Ads	\$120	\$10
Twitter	\$96	\$8
LinkedIn	-	-
Canva	-	-
YouTube	\$180	\$15
TikTok	\$60	\$5.
Reddit	-	-
ChatGPT	\$180	\$15. ✓✓
YouTube Ads	\$600	\$50
Adobe Creative Suite	\$300	\$25

Note: Items marked ✓✓ are the new emerging technologies.

