

Marketing Data and Technology



Draw Insights from
Marketing Data



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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>Increasing sales by 25% in 2023.</i> |
| 2 | <i>Increasing social media users of the company by 1 million in the first 6 months of 2023.</i> |
| 3 | <i>Decreasing employees working hours by 1 hour for 2 months in 2023 to boost the employees motivation to work hard.</i> |
| 4 | |
| 5 | |





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>To measure this objective we will use sales revenue rate</i>
2	<i>We will use followers growth rate to measure the objective</i>
3	<i>Employee satisfaction rate can be used to measure the objective</i>
4	
5	
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Part Two: A/B Testing Proposal





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

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

Running a YouTube AD to increase click through rate

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

AD 1) this ad should include the discount rate of 50 % and call to action box.

AD 2) the same ad with no discount rate but call to action box is present.

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

Including the discount option on the ad will have more click through rate than the other one which has no discount mentions.





A/B Testing Proposal: Testing Process

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

Step 1) click through rate is being tested

Step 2) only females are being targeted

Step 3) the test will run for 1 month

Step 4) I will use Google analytics to collect the data and analyze the results

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

I will use the Google analytics to collect and evaluate the data from the test. If the click through rate is high then we can assume that the test was successful.





Part Three: Data Exploration



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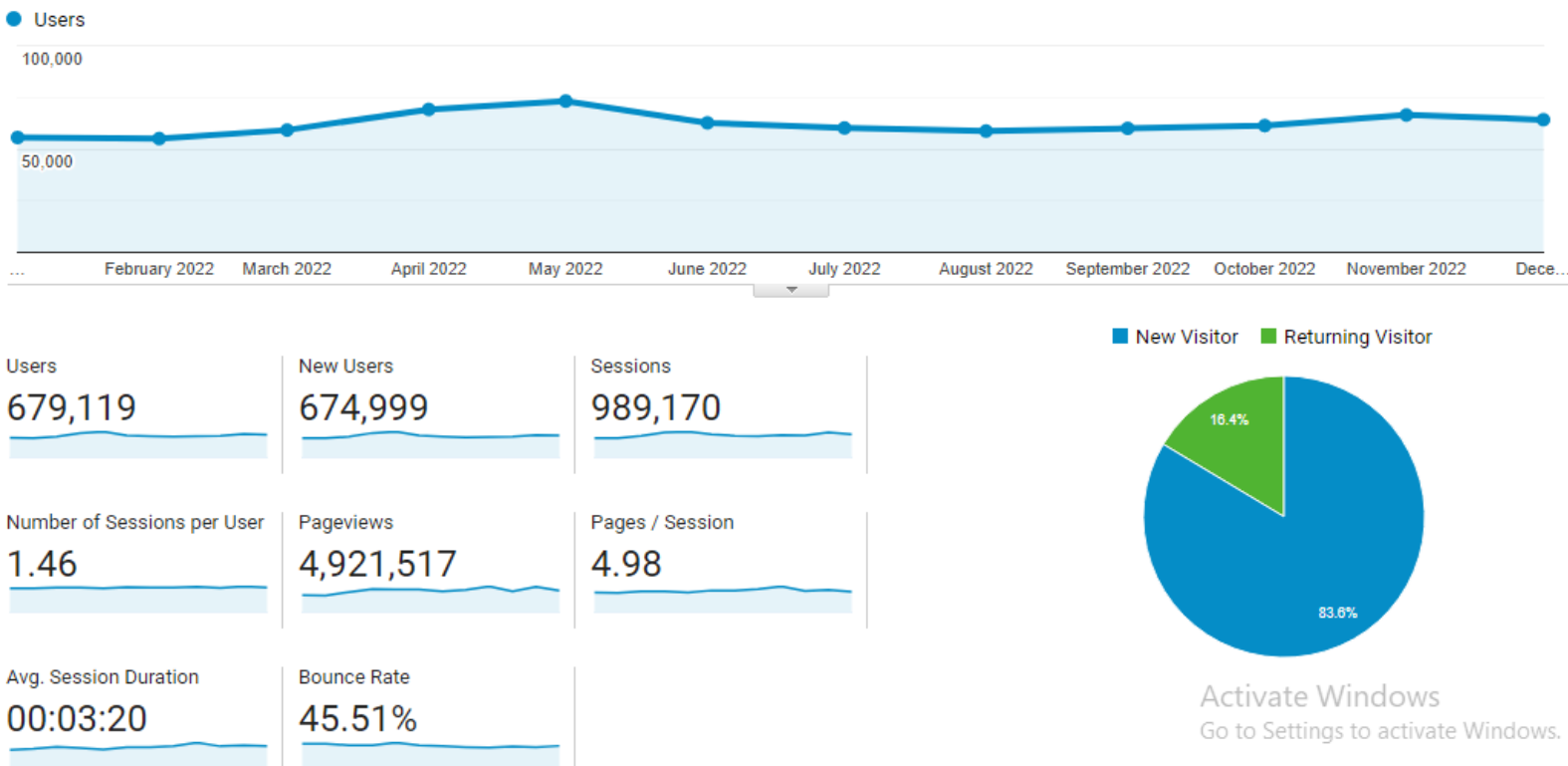


Standard Display - Audience

From the Audience Overview Report, select a twelve month time period you would like to explore.

Ensure that the following are visible in the screenshot:

- Timeframe
- Segment
- Metric
- Axis values



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Standard Display - Audience

Which month had the most visitors, and which month had the fewest visitors to your site?

May had the most visitors and february had the fewest visitors.

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

No

Insert your notes about the screenshot on the previous page here.



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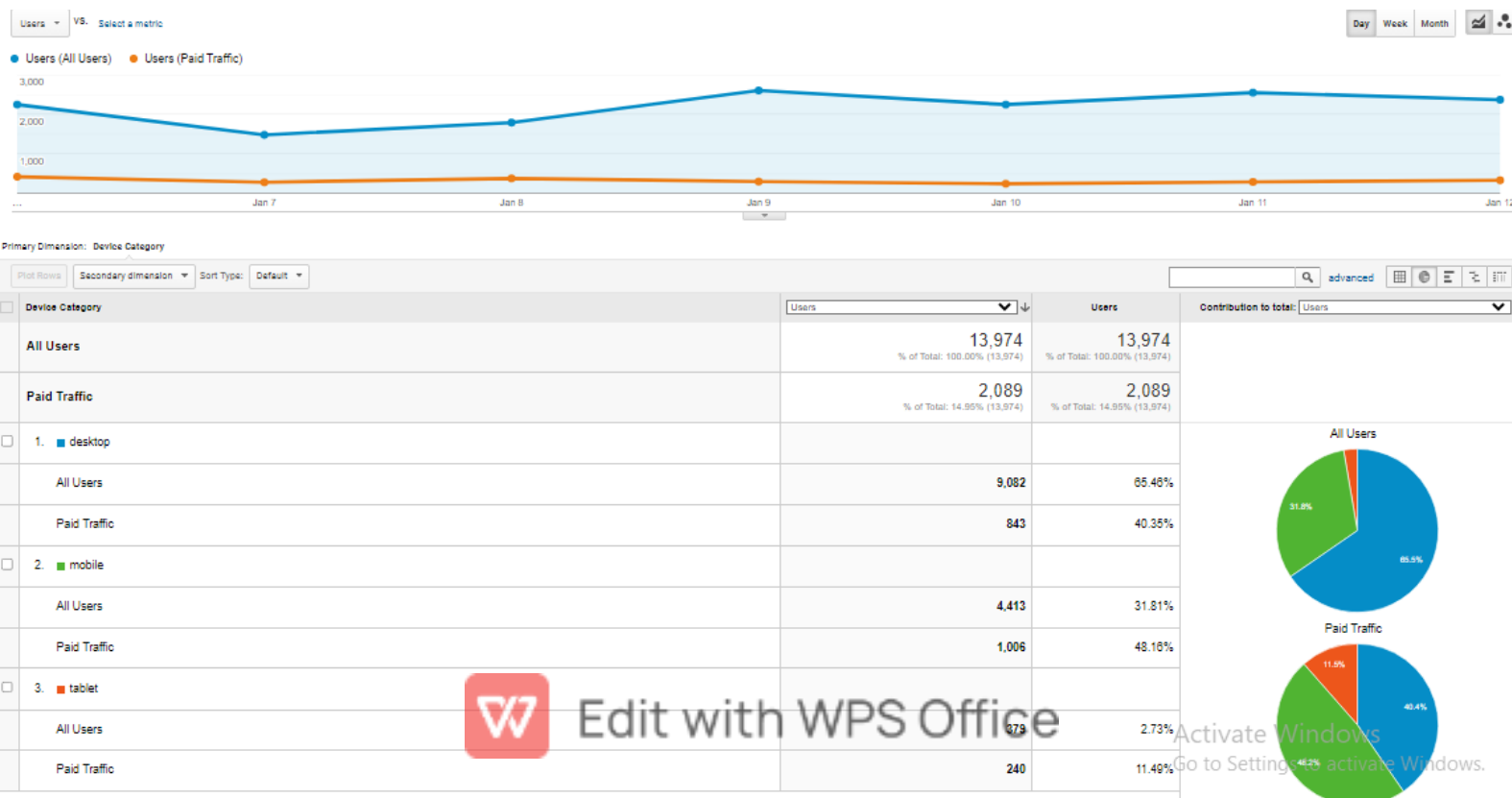
Percentage Display: Audience

Please go into the Audience → Mobile → Overview report for the following:

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

Ensure that the following are visible in the screenshot:

- Device Category
- Total number of All Users and Paid Users
- Two pie charts showing % breakdown by device





Standard Display: 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 bounce rate of the different acquisition channels over a 12 month period.

Ensure that the following are visible in the screenshot:

- Channel
- Users
- Bounce 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.

<input type="checkbox"/>	Default Channel Grouping	Acquisition			Behavior			Conversions	eCommerce ▾
		Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Ecommerce Conversion Rate ?	Transactions ?
		679,119 % of Total: 100.00% (679,119)	675,902 % of Total: 100.13% (674,999)	989,170 % of Total: 100.00% (989,170)	45.51% Avg for View: 45.51% (0.00%)	4.98 Avg for View: 4.98 (0.00%)	00:03:20 Avg for View: 00:03:20 (0.00%)	2.39% Avg for View: 2.39% (0.00%)	23,628 % of Total: 100.00% (23,628)
<input type="checkbox"/>	1. Direct	577,461 (84.23%)	572,520 (84.70%)	852,103 (86.14%)	42.19%	5.25	00:03:36	2.55%	21,687 (91.79%)
<input type="checkbox"/>	2. Paid Search	76,082 (11.10%)	71,627 (10.60%)	99,446 (10.05%)	58.88%	3.93	00:02:08	1.94%	1,928 (8.16%)
<input type="checkbox"/>	3. Display	29,934 (4.37%)	29,879 (4.42%)	34,876 (3.53%)	87.13%	1.36	00:00:29	<0.01%	2 (0.01%)
<input type="checkbox"/>	4. Affiliates	2,008 (0.29%)	1,814 (0.27%)	2,613 (0.26%)	66.32%	2.40	00:02:01	0.42%	11 (0.05%)
<input type="checkbox"/>	5. (Other)	83 (0.01%)	59 (0.01%)	123 (0.01%)	58.54%	2.48	00:01:45	0.00%	0 (0.00%)
<input type="checkbox"/>	6. Referral	4 (0.00%)	0 (0.00%)	6 (0.00%)	0.00%	1.67	00:09:57	0.00%	0 (0.00%)
<input type="checkbox"/>	7. Organic Search	3 (0.00%)	3 (0.00%)	3 (0.00%)	33.33%	2.33	00:00:03	0.00%	0 (0.00%)



Standard Display: Acquisition

During the twelve month period you've selected, excluding *Direct* and (*Other*), which channels had the highest and lowest bounce rates and the highest and lowest eCommerce conversion rates?

over the period of twelve months display channel had the highest bounce rate and referral had the lowest.

Direct channel had the highest ecommerce conversion rate referral and organic search had the lowest.

What do these metrics mean, based on your experience?

These metics helps us to analyse the customers data and improve the sites which are weak.

Insert your notes about the screenshot on the previous page here.





Percentage Display: Conversion

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

Ensure that the following are visible in the screenshot:

- New User segment
- Product Categories
- Unique Purchases
- Revenue

Product List Name ?	Product List Views ? ↓	Product List Clicks ?	Product List CTR ?	Product Adds To Cart ?	Product Checkouts ?	Unique Purchases ?	Product Revenue ?
	154 % of Total: 100.00% (154)	373,449 % of Total: 100.00% (373,449)	242,499.35% Avg for View: 242,499.35% (0.00%)	2 % of Total: 100.00% (2)	1,303 % of Total: 100.00% (1,303)	74,043 % of Total: 100.00% (74,043)	\$2,662,672.89 % of Total: 100.00% (\$2,662,672.89)
1. Search Results	154(100.00%)	0 (0.00%)	0.00%	0 (0.00%)	0 (0.00%)	0 (0.00%)	\$0.00 (0.00%)
2. (not set)	0 (0.00%)	150,314 (40.25%)	0.00%	2(100.00%)	1,303(100.00%)	72,056 (97.32%)	\$2,599,632.52 (97.63%)
3. #IamRemarkable	0 (0.00%)	431 (0.12%)	0.00%	0 (0.00%)	0 (0.00%)	5 (0.01%)	\$183.20 (0.01%)
4. Accessories	0 (0.00%)	49 (0.01%)	0.00%	0 (0.00%)	0 (0.00%)	0 (0.00%)	\$0.00 (0.00%)
5. Android	0 (0.00%)	1,971 (0.53%)	0.00%	0 (0.00%)	0 (0.00%)	13 (0.02%)	\$312.60 (0.01%)
6. Android Large Removable Sticker Sheet	0 (0.00%)	7 (0.00%)	0.00%	0 (0.00%)	0 (0.00%)	0 (0.00%)	\$0.00 (0.00%)
7. Apparel	0 (0.00%)	9,216 (2.47%)	0.00%	0 (0.00%)	0 (0.00%)	15 (0.02%)	\$289.70 (0.01%)
8. Backpacks	0 (0.00%)	485 (0.13%)	0.00%	0 (0.00%)	0 (0.00%)	0 (0.00%)	\$0.00 (0.00%)
9. Bags	0 (0.00%)	12,888 (3.45%)	0.00%	0 (0.00%)	0 (0.00%)	72 (0.10%)	\$2,782.80 (0.10%)
10. Campus Collection	0 (0.00%)	479 (0.13%)	0.00%	0 (0.00%)	0 (0.00%)	3 (0.00%)	\$21.20 (0.00%)

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Go to Settings to activate Windows.

Show rows: 10 Go to: 1 1 - 10 of 81



Comparison Display: Behavior

For traffic from All Users between the start and end of your twelve month period, please provide a comparison report showing Site Speed Page timings for the top ten pages (based on pageviews).

Ensure that the following are visible in the screenshot:

- Top 10 Pages
- Pageviews
- Average page load time

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





Comparison Display: Behavior

Based on the screenshot, Identify any trouble spots related to speed page timings.

Insert your notes about the screenshot on the previous page here.



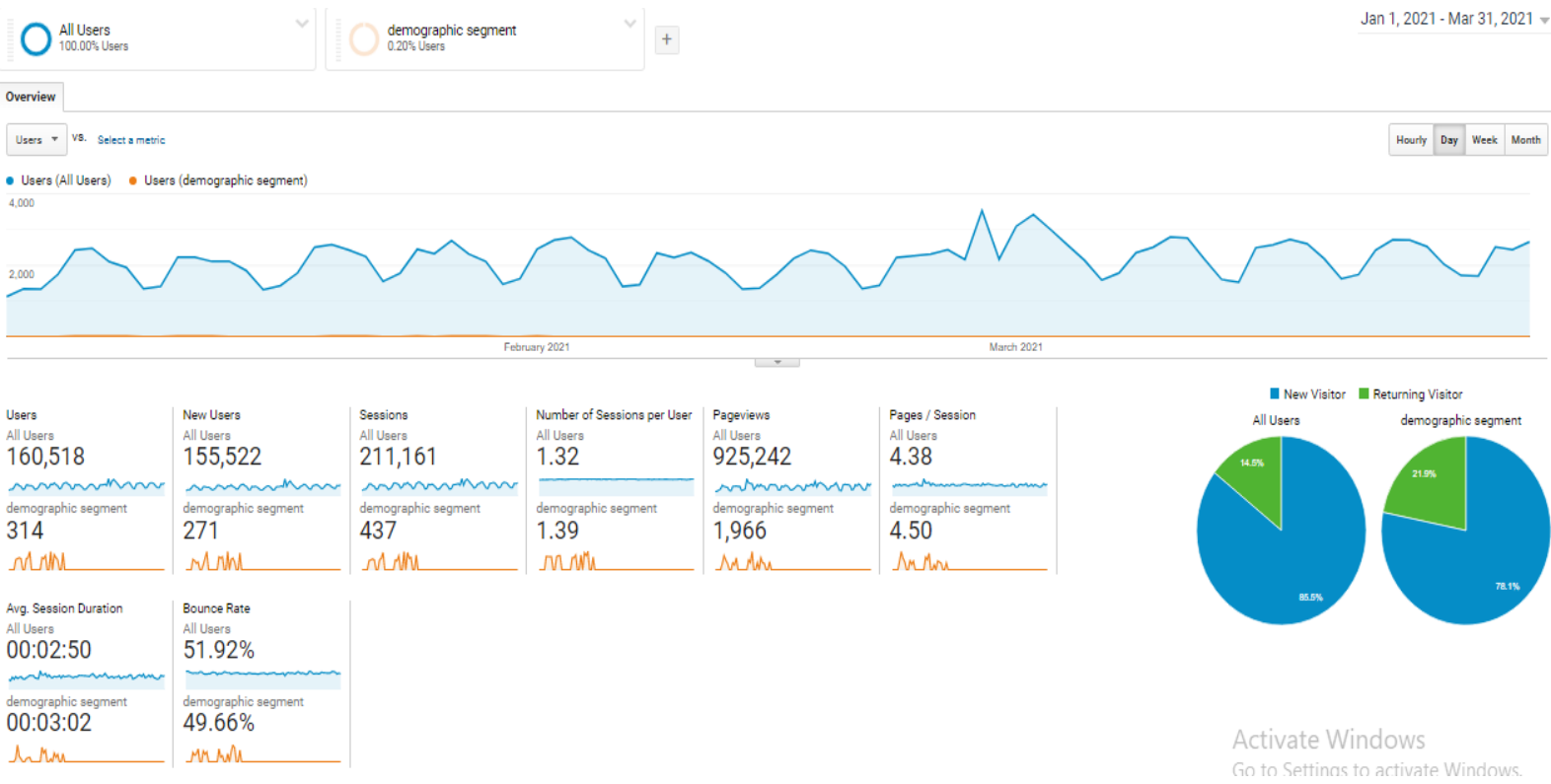


Part Four: Segmentation





Audience Segment: Demographics



Demographics5

Technology

Behavior1

Date of First Session

Traffic Sources

Enhanced Ecommerce

Advanced

Conditions

Sequences

Demographics

Segment your users by demographic information.

Age ☒ 18-24 ☒ 25-34 ☐ 35-44 ☐ 45-54 ☐ 55-64 ☐ 65+

Gender ☒ Female ☒ Male ☐ Unknown

Language contains en-us

Affinity Category (reach) contains Lifestyles & Hobbies/Gree

In-Market Segment contains

Other Category contains

Location Continent contains Americas

Summary

0.20% of users

Users 332

Sessions 1,247 0.55% of sessions

Demographics

Age: 18-24, 25-34

Gender: female, male

Language: contains "en-us"

Affinity Category (reach): contains "Lifestyles & Hobbies/Green Living Enthusiasts"

Continent: contains "Americas"



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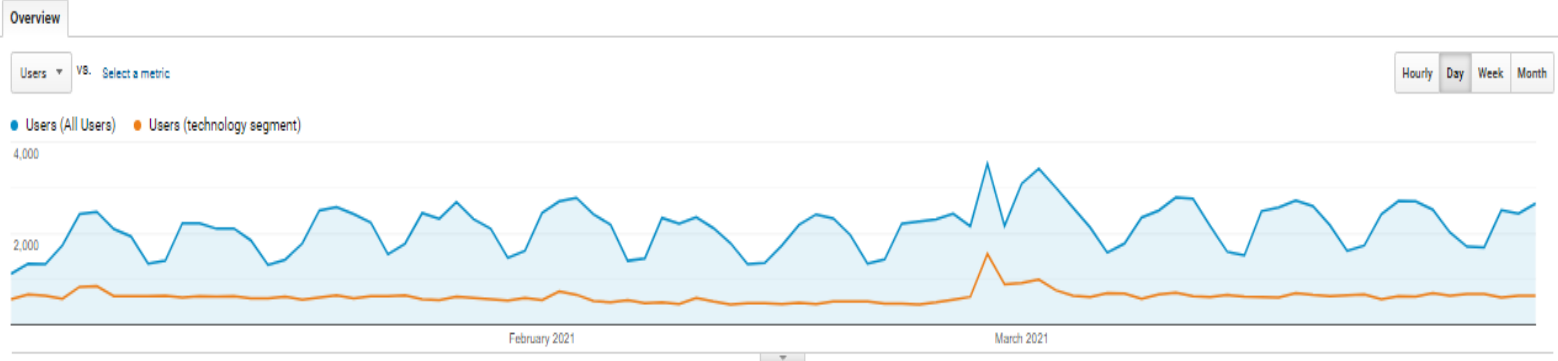
Audience Segment: Technology

All Users
100.00% Users

technology segment
32.63% Users

+

Jan 1, 2021 - Mar 31, 2021



Users All Users 160,518 technology segment 52,377	New Users All Users 155,522 technology segment 50,994	Sessions All Users 211,161 technology segment 59,015	Number of Sessions per User All Users 1.32 technology segment 1.13	Pageviews All Users 925,242 technology segment 186,819	Pages / Session All Users 4.38 technology segment 3.17	Avg. Session Duration All Users 00:02:50 technology segment 00:01:30	Bounce Rate All Users 51.92% technology segment 59.98%	New Visitor / Returning Visitor All Users: 14.5% New, 85.5% Returning technology segment: 8.7% New, 91.3% Returning
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Demographics

Technology 3

Behavior

Date of First Session

Traffic Sources

Enhanced Ecommerce

Advanced

Conditions

Sequences

Operating System ?

contains

Operating System Version ?

contains

Browser ?

contains

Browser Version ?

contains

Screen Resolution ?

contains

Device Category ?

contains

Mobile (Including Tablet) ?

☒ Yes ☐ No

Mobile Device Branding ?

contains

Apple

Mobile Device Model ?

contains

iPhone

Summary

14.84% of users

Users 101,905

Sessions 125,990 12.74% of sessions

Technology

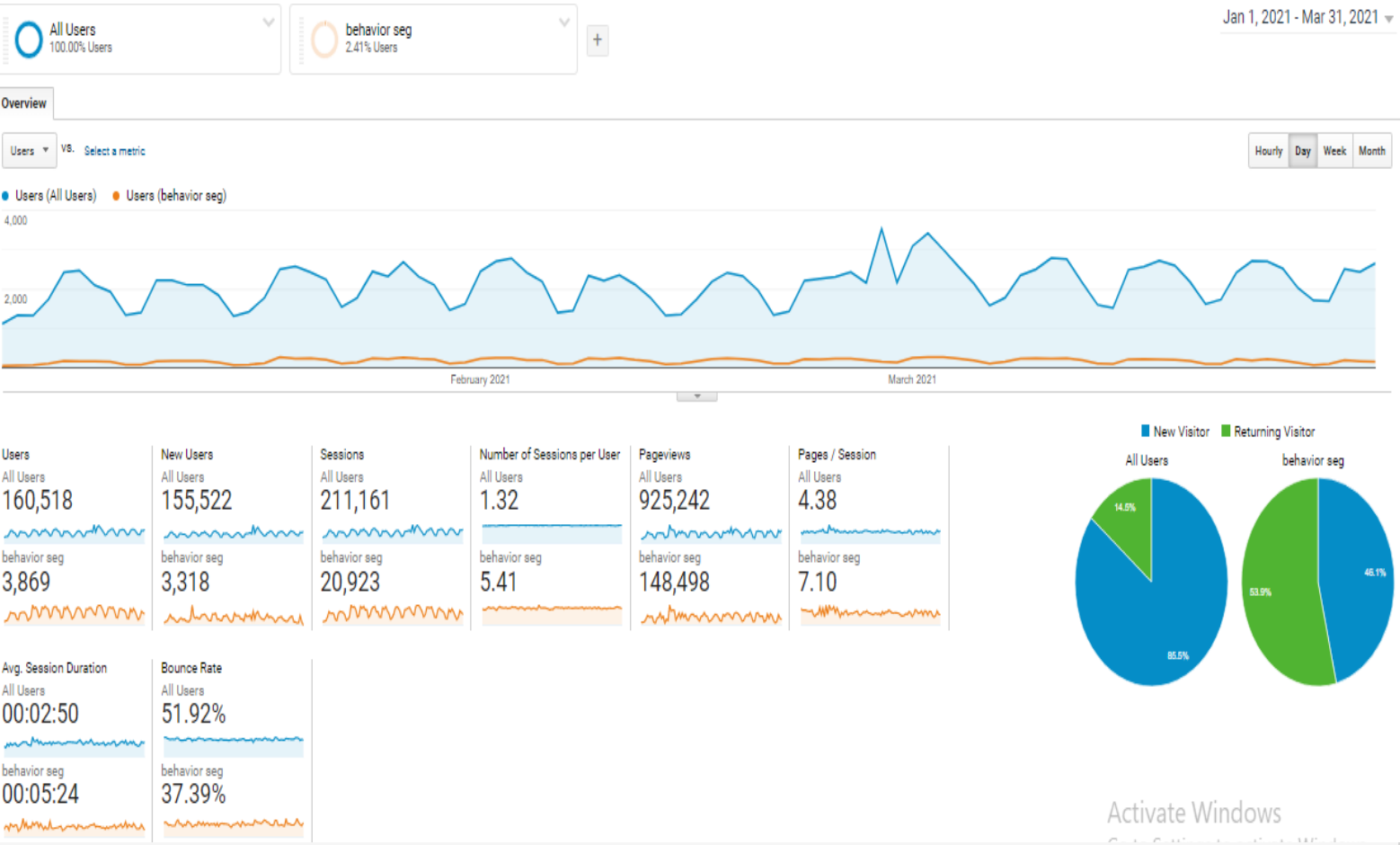
Mobile (Including Tablet): Yes

Mobile Device Branding: contains "Apple"

Mobile Device Model: contains "iPhone"



Audience Segment: User Behavior



Demographics

Technology

Behavior 1

Date of First Session

Traffic Sources

Enhanced Ecommerce

Advanced

Conditions

Sequences

Behavior

Segment your users by how often they visit and conduct transactions.

Sessions

=

Days Since Last Session

=

4

×

Transactions

per user

=

Session Duration

per user

=

Summary

1.14%

of users

Users
1,899

Sessions
10,567
4.66% of sessions

Behavior
Days Since Last Session = 4

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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.

Intercon a well known marketing company have run a YouTube campaign for a solar company that campaign generated estimated \$25,000 in revenue by investing only 34,00 in YouTube Ads and they were able to generate ROAS return on ad spend 7x.

Campaign	Investment	Revenue	ROAS
Solar sales	\$34,00	\$25,000	7 times more





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.

To achive the 20% growth we need to re invest in the lead generation campaign. By investing \$1500 in lead generation campaign the revenue should increase by 20% that would be \$30000.

CAMPAIGNS	COST	REVENUE	LEADS	ROAS
LEAD GENERATION	\$3400	\$25000	300	7
SOCIAL MEDIA VIEWS	\$1500	\$1000	15	1





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:

If a new users visit a ecommerce store the website give the sign in option in the beginning many users exit the page at that time. The sign in option should be at the check out time after the customer spend some time in the store.

Other eCommerce change or addition: *Many stores give irrelevant options when a customer is surfing like some one from x place bought this item that should be change.*





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.

Emerging Marketing technology stack/tools

BUFFER FOR CONTANT MANAGEMENT	GENERATIVE AI CREATES ARTIFICIAL CONTANT

Mature Marketing technology stack/tools

SLACK TO COMMUNICAT E	CANVA FOR GRAPHIC DESIGNING	GOOGLE ANALYTICS TO EVALUATE DATA	PHOTOSHOP TO MAKE CONTANT	GOOGLE DRIVE TO STORE DATA
GIT HUB TO SHARE DATA AMONG TEAM MEMBERS	HOOT SUIT FOR CRM AND CONTANT MANAGEMENT	UNSPLASH FOR FREE PHOTOS	GRAMMERLY FOR AUTO CORRECTION	OPTEMIZELY FOR SEO

