

# 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>Increase the brand awareness</i>
2	<i>Increase the conversion rate</i>
3	<i>Generate more leads</i>
4	<i>Increase the number of online sales</i>
5	<i>Building customer loyalty and retention</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 direct trafic on Google analytics</i>
2	<i>Conversion rate</i>
3	<i>Number of leads</i>
4	<i>Average order value</i>
5	<i>Net promoter score</i>



# Part Two: A/B Testing Proposal

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

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

Conversion rate

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

The variable that will have an impact on this KPI is the user experience.

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

Improving user experience could increase the conversion rate. A well-designed website with easy navigation and suitable features can lead to higher conversion rates.



# A/B Testing Proposal: Testing Process

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

*To perform the test, i would :*

- *Create two versions A and B of the websites of Google Merchandise Shop with different layout and design;*
- *Randomly assign users to either version*

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

*To determine the test result, i would :*

- *Track users interactions and behaviors on the websites*
- *Measure the conversions rate of each websites and see which one performed better*



# Part Three: Data Exploration

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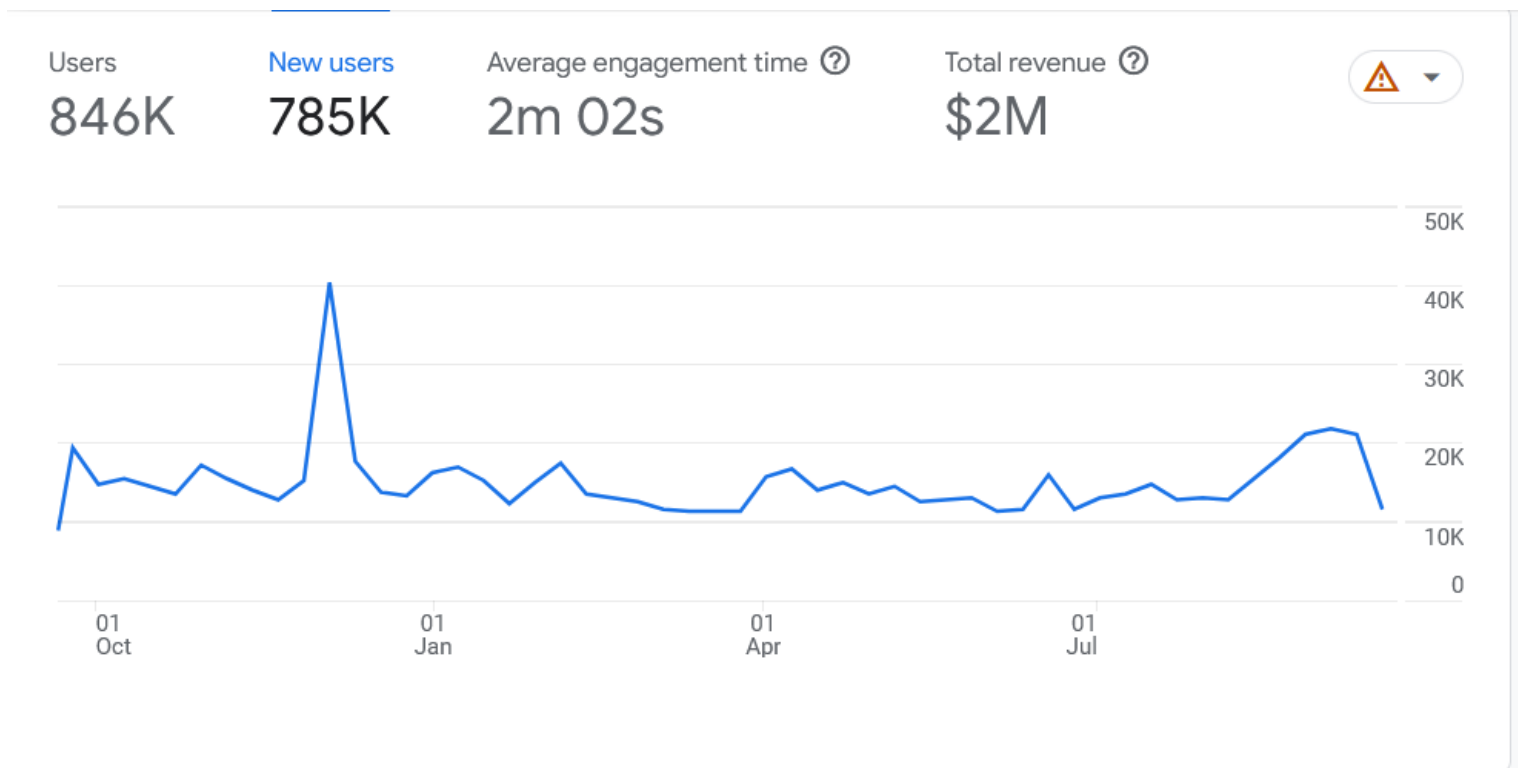


# Reports Snapshot

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, and which month had the fewest new users?

The month with the most new users is December and the month with the fewest new users is September.

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

In December, it is christmas and new year holidays so people actively buy gifts. Also the weather is cold so people prefer to buy online. In September, there is back to school parents and students buy school fees.

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

During holidays, particularly in December, April, August to September the number of new users increases.



# User Tech

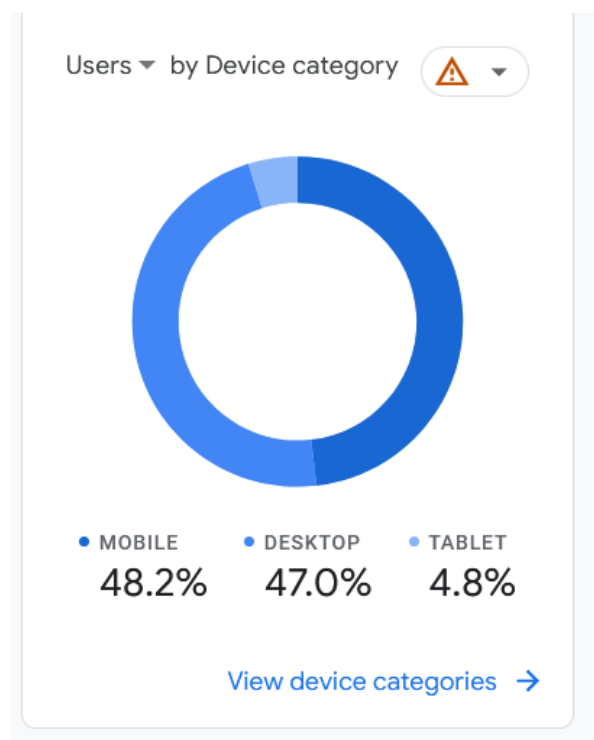
Please go into the User → Tech → Tech overview report for the following:

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..





# 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.

Device category ▾ +		↓ Users	New users	Engaged sessions	Engagement rate
		845,634 100% of total	785,287 100% of total	1,035,239 100% of total	80.6% Avg 0%
1	mobile	408,462	389,193	440,522	84.15%
2	desktop	398,418	356,655	581,849	78.09%
3	tablet	40,880	39,333	43,940	78.78%
4	smart tv	132	106	99	70.71%



# 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?

The group channel with the highest engagement rates is mobile, and with the lowest engagement rates is smart TV. The group channel with the highest total revenue is desktop and with the lowest total revenue is smart TV.

What do these metrics mean, based on your experience?

*People are engaging more with Google Merch Shop content on their mobile devices. Google Merch Shop generates more money on desktop.*

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

Nowadays, people use more mobile devices than others and with social networks, emails, they can be targeted with ads, emails... and interact with your content. Remember that it's not necessarily the most used device category that generates the most revenue.



# 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

Item name ▾ +		Items viewed	Items added to cart	Items purchased	Item revenue
		1,130,931 % of total	164,148,883,567,775 100% of total	139,412 100% of total	\$1,967,036.23 100% of total
1	(not set)	27,857	0	2	\$0.00
2	Google Campus Bike	22,427	16,912	401	\$17,855.00
3	Chrome Dino Collectible Figurines	15,467	15,550	294	\$8,136.00
4		14,713	0	0	\$0.00
5	Google Eco Tee Black	13,048	6,016	0	\$0.00
6	Google Recycled Black Backpack	12,268	660	207	\$15,696.00



# Part Four: Segmentation

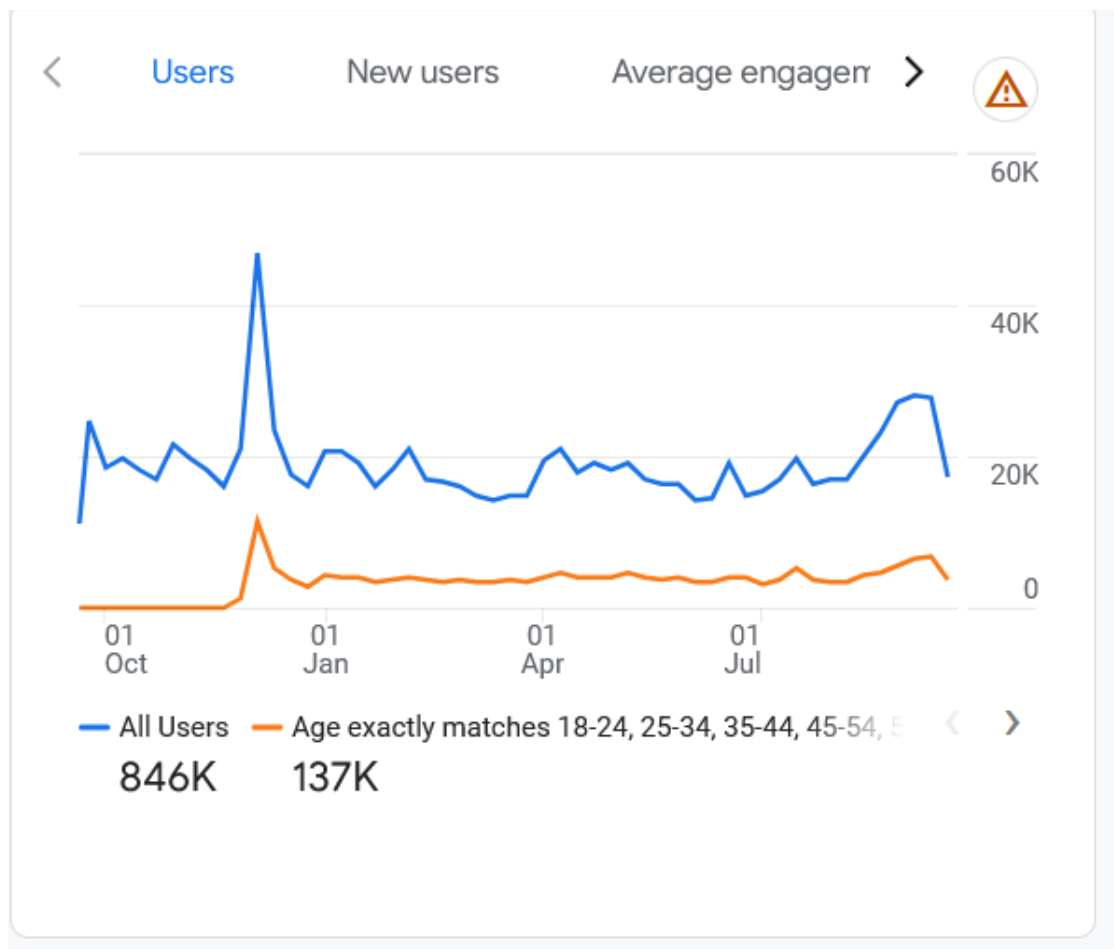
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# Audience Segment: Demographics

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.



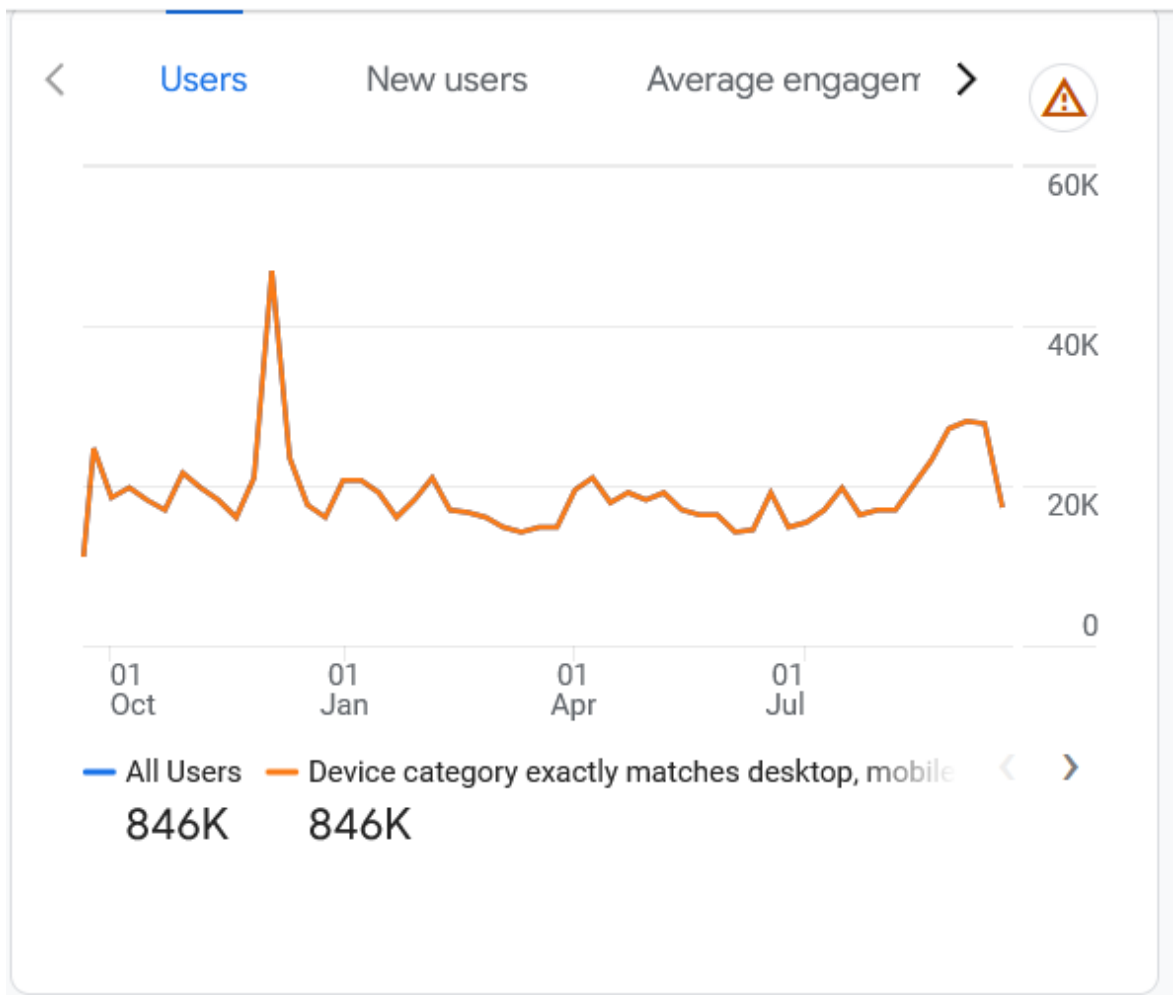




# Audience Segment: Technology

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.





# Part Five: Analysis and Suggestions

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# 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.*



# 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 data will remain consistent over the projected time frame. Please reference specific data to support your answer like metrics and campaigns.

To achieve a 20% sales growth, we can:

- Re-segment the target audience because all the campaigns have at least 2000 views but some of them did not generate conversion
- Review the campaign budgets. Some campaigns very cost little, like \$70.11. Without sufficient budget we can't work effectively
- Subtract or add keywords based on performance because all the campaigns have clicks but some of them did not generate conversion



# 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 Google Merchandise store, simplify the display of website pages and avoid hypertext linking pages.*

Other eCommerce change or addition:

*-Implement personalized product recommendations*



# 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.*

