

Select date range

Campaign

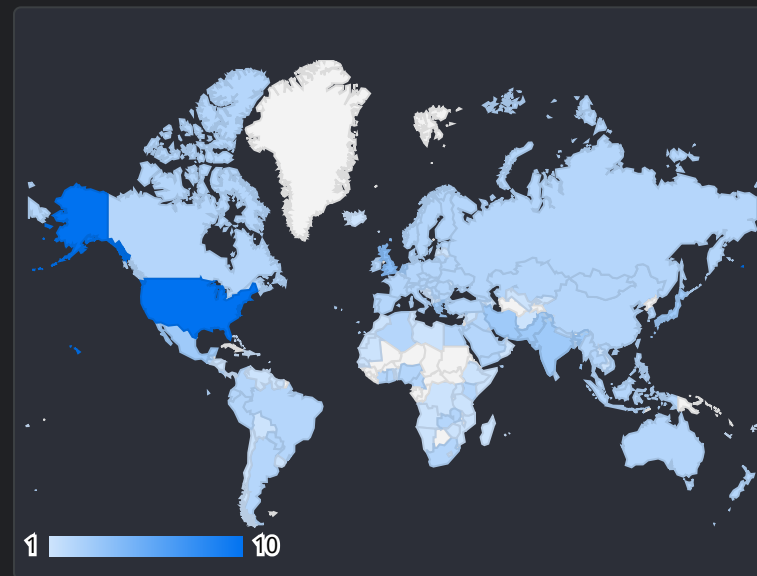
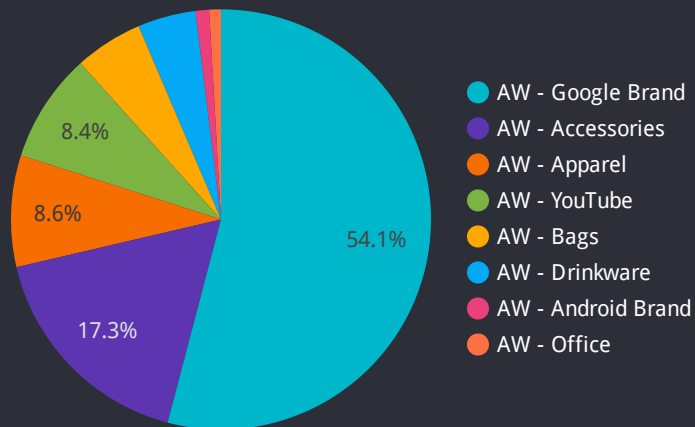
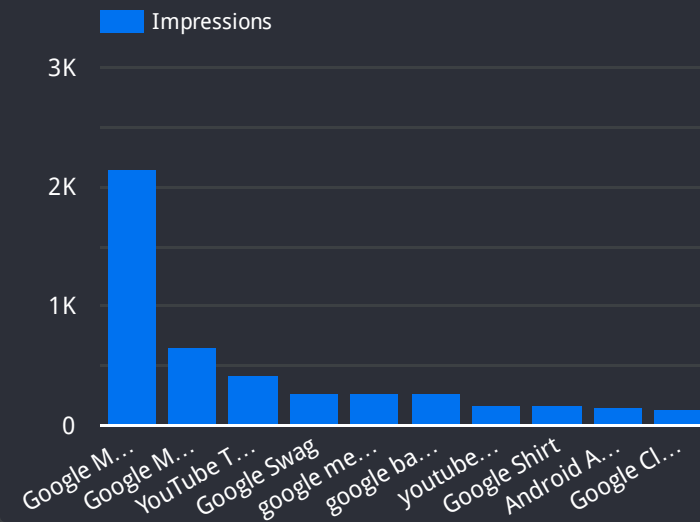
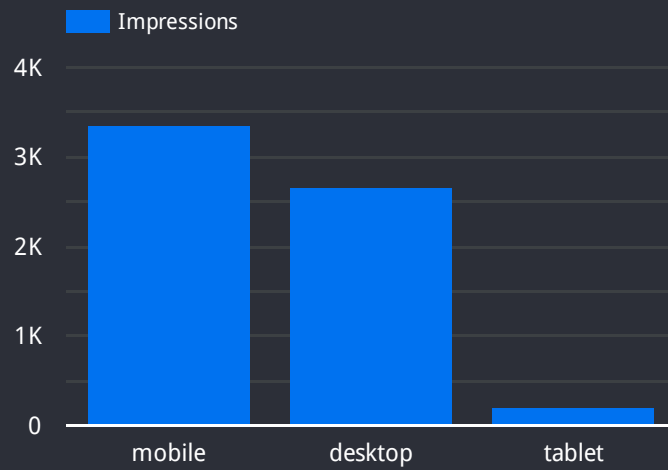
TOFU

Based on the impressions, for AW-OFFICE Campaign and the product Pen under that category,

We have found that:
1) Mobile and the Desktop are having the highest number of impressions for the product pen.

2) Google Merchandise and Google pens keywords are attracting many people in to visiting the page

3) The traffic is mainly from India, South and West USA

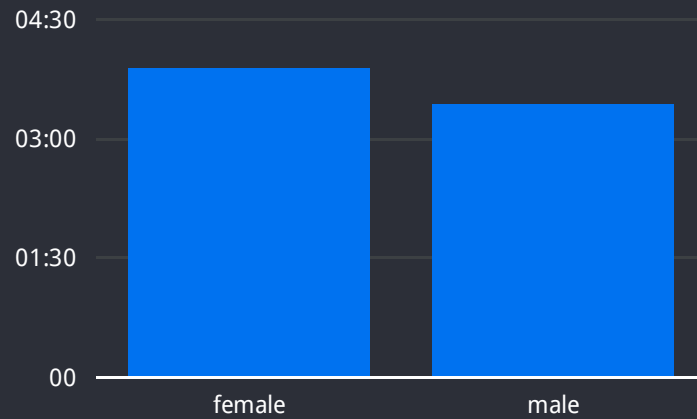


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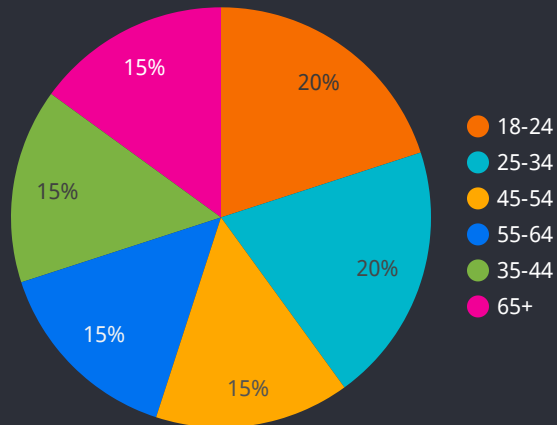
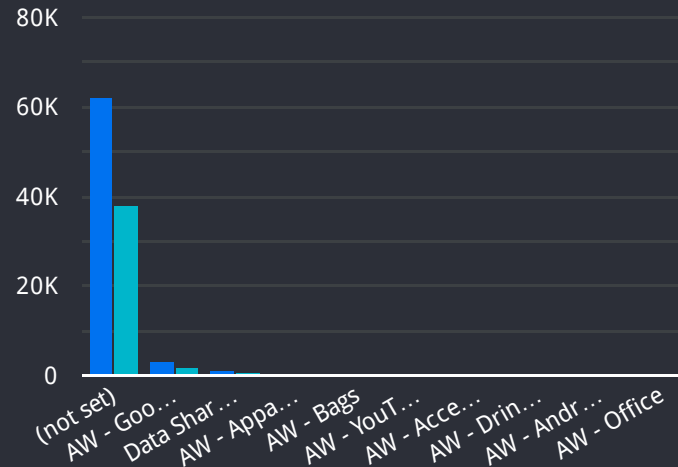
Campaign

Keyword

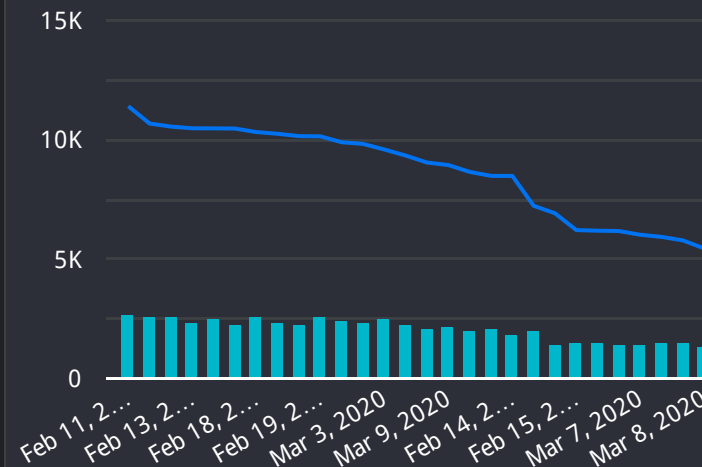
Avg User Duration



male female



Pageviews Sessions



Demographic

Based on the the gender and age,

We have found that:

1) Among the customers, Male customers are more prone to buy pens online compared to women and Men are spending around 5 mins on an

average in the website compared to 2:30 mins of women

2) The search and the page views are high during the months of August and September, but it has dipped gradually towards October. Since,

the traffic is mainly from USA and India, it suggests that August to September could be the exam months and during those months, the

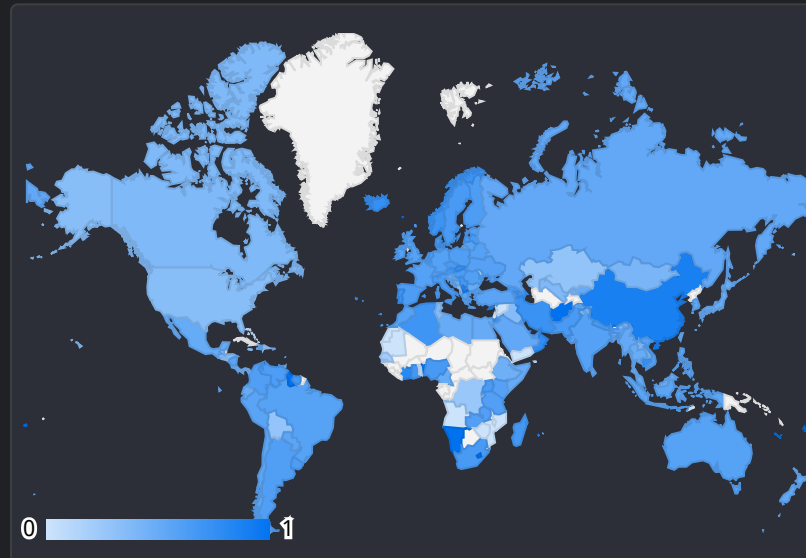
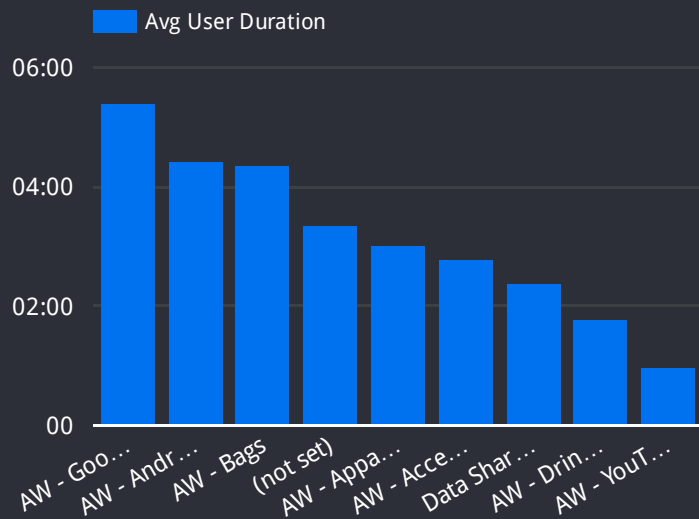
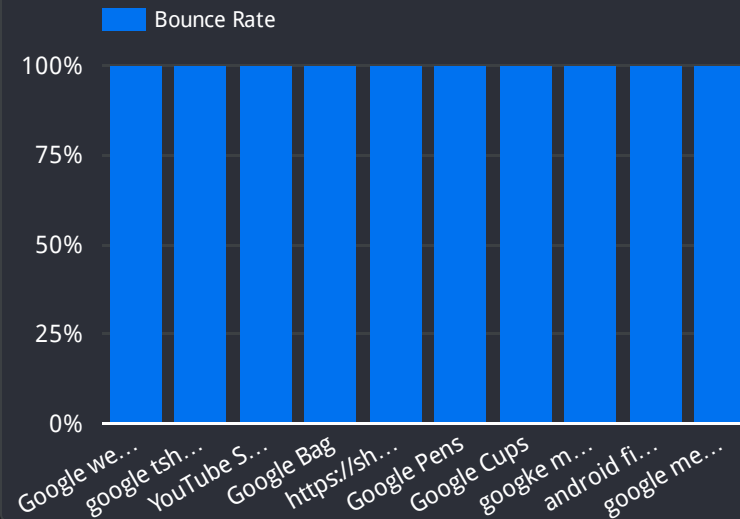
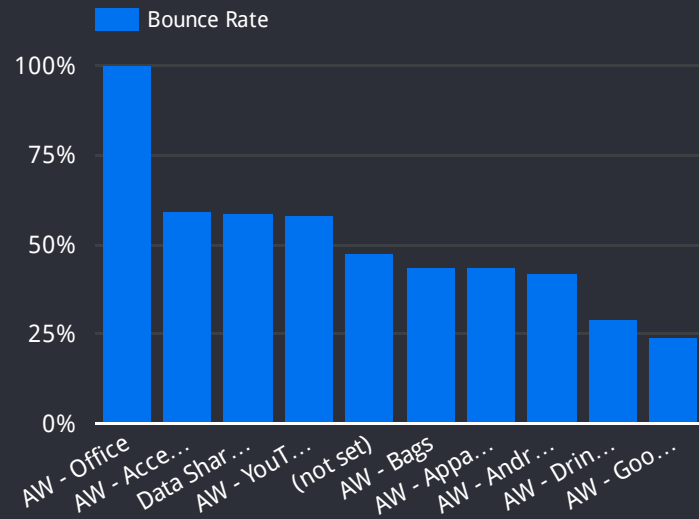
customers are searching for pens.

3) All the three segments of age have equal traffic but based on the comparison with the office buyers and the students, we can mainly target the cusotmers in the range of 25 to 34 who not only use pen for office work but also buy pens for their children.

Keyword

Campaign

Select date range



MOFU

Based on the the Bounce rate and Average User Duration, We have found that:

1) For AW-Office Campaign (Product: Pen), the bounce rate is close to 40% and this is mainly due to the cost and utility of the pens. People generally search for pens for normal usage and they try to buy in bulk (In countries like India), but each pen costs around 1000 INR

(Based on the information from Website). Hence, the customers are not ready to buy, this is why the bounce rate is 100% in developing countries like India.

2) The keywords like Google Journals and Android Pens have a bounce rate of 100%. This is because the corresponding google page does not sell any journals, hence a wrong landing page. The next one is, the people think that if it is an Android Pen, then it will have some technology added to it. Hence, there is a miscommunication in terms of product naming from Google's side.

3) But in the countries like USA, when the people are searching for Google Pens as a key word (the bounce rate is less i.e., it is around

55%) they are spending around 4:30 mins on an average in order to buy that pen.

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BOFU

Based on the the CTR, CPC and RPC, We have found that:

1) Checkout to Purchase Rate: 20%

CPC: \$0.35

CTR: 24.22%

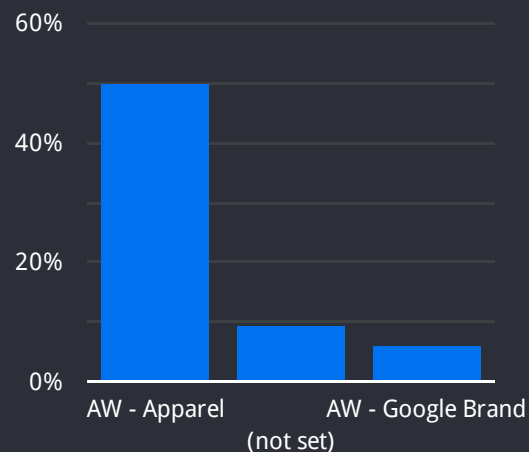
RPC: \$0.08

2) This clearly indicates that Google

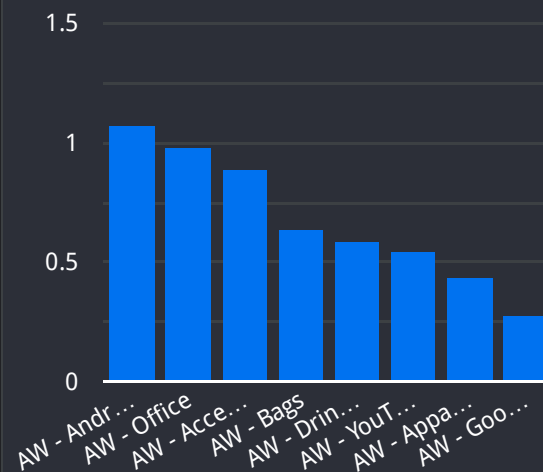
Merchandise has bidden for a high amount for ad placement (which can be achieved at a lower rate).

The revenue per click is also very rate because the check to purchase rate is only 20%. This is very high because the bounce rate is around 40% on an average (Very high).

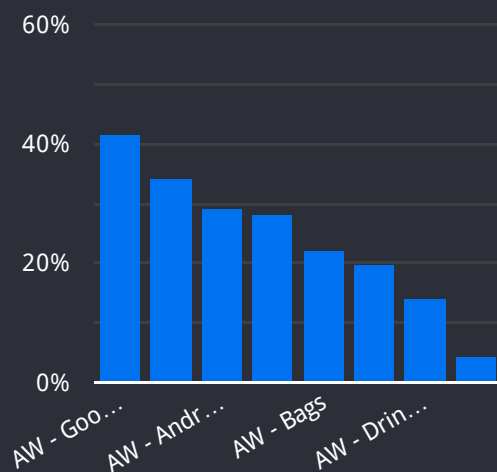
Checkout to Purchase Rate



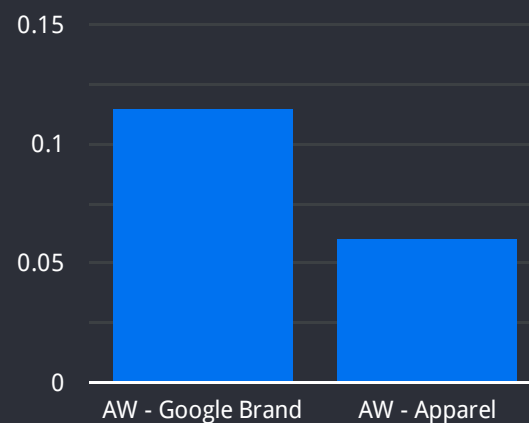
CPC



CTR



RPC



0.077 0.5

Total Insights

- 1) On the whole, it has been proven from the data is that Google is not able to sell many pens because the type of product that customers are expecting and the type of products that the google is delivering is totally not matching.
- 2) In order to overcome it they need to improve the landing page and rename the products symbolizing the usage of the product, hence the misconception is reduced.
- 3) It can reduce the bidding amount for the ad placement because the second highest traffic is from the ads.
- 4) They can reduce the price of the pens or create a separate category of cheap pens, because there is more traffic from developing countries like India (where the customers buys pens for normal usage and not for high end usage).