



# Marketing Data and Technology

Draw Insights from Marketing Data

Presented by Sonia Brown

# Part One: Setting Goals

# Identify Key Business Objectives

## SMART Business Objectives

### OBJECTIVE 1

Increase New User Acquisition from Organic Search by 20% by Q3 2025

- Specific:** Grow new users from Organic Search by 20% through improved SEO, content, and backlinks.
- Measurable:** Increase from 69,677 to 83,612 new users.
- Achievable:** Focus on keyword targeting and regular content updates.
- Relevant:** Enhances the customer base and reduces reliance on paid channels.
- Time-bound:** Achieve by the end of Q3 2025.

### OBJECTIVE 2

Boost Revenue from Direct Traffic by 15% by Q2 2025

- Specific:** Increase revenue from Direct Traffic by 15% through better user experience and marketing.
- Measurable:** Grow from \$810,811.28 to \$932,432.97 in revenue.
- Achievable:** Optimize landing pages and personalize content.
- Relevant:** Direct Traffic is the largest revenue source.
- Time-bound:** Reach the goal by the end of Q2 2025.

### OBJECTIVE 3

Reduce Cart Abandonment Rate for Referral Traffic by 10% in 6 Months.

- Specific:** Lower cart abandonment for Referral Traffic by 10% through checkout improvements.
- Measurable:** Track the reduction in abandonment rate.
- Achievable:** Simplify the checkout process and offer incentives.
- Relevant:** Referral Traffic shows high engagement and conversion potential.
- Time-bound:** Achieve within 6 months.

### OBJECTIVE 4

Increase Revenue from Email Marketing by 25% by Q4 2024

- Specific:** Boost revenue from Email Marketing by 25% through targeted campaigns and personalized offers.
- Measurable:** Increase revenue from \$28,155.75 to \$35,194.69.
- Achievable:** Use segmentation and tailored content in email campaigns.
- Relevant:** Email has the highest engagement rate among all channels.
- Time-bound:** Achieve by the end of Q4 2024.

# Identify Key Business Objectives

## Identify Key Performance Indicators

### OBJECTIVE 1

Increase New User Acquisition from Organic Search by 20% by Q3 2025

KPI Metric: Number of New Users from Organic Search

- **Specific Metric:** Number of new users acquired through Organic Search.
- **Target:** Increase from 69,677 to 83,612 new users.

### OBJECTIVE 2

Boost Revenue from Direct Traffic by 15% by Q2 2025

KPI Metric: Revenue from Direct Traffic

- **Specific Metric:** Total revenue generated from users who enter the site directly.
- **Target:** Increase revenue from \$810,811.28 to \$932,432.97.

### OBJECTIVE 3

Reduce Cart Abandonment Rate for Referral Traffic by 10% in 6 Months

KPI Metric: Cart Abandonment Rate for Referral Traffic

- **Specific Metric:** Percentage of carts created by Referral Traffic users that are abandoned before purchase.
- **Target:** Reduce the abandonment rate by 10%.

### OBJECTIVE 4

Increase Revenue from Email Marketing by 25% by Q4 2024

KPI Metric: Revenue from Email Marketing

- **Specific Metric:** Total revenue generated from email marketing campaigns.
- **Target:** Increase revenue from \$28,155.75 to \$35,194.69.

# Part Two: A/B Testing Proposal

## A/B Testing Proposal



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

**Increase Revenue from Email Marketing by 25% by Q4 2024**

### KPI used as basis for the A/B test

"Revenue from Email Marketing"

### Variable that will have an impact on the KPI

#### Variable and KPI

- **Variable.** Email Subject Line
- **KPI:** Revenue from Email Marketing

### Hypothesis for your A/B Test

**Hypothesis:** Changing the email subject line to be more personalized will increase the revenue generated from email marketing by improving open rates and engagement.

**Reasoning:** Personalization in email subject lines often leads to higher open rates and click-through rates because recipients feel the content is more relevant to them. By testing this variable, we aim to determine if a more personalized approach will translate into higher revenue from email marketing.

## A/B Testing Proposal



# A/B Testing Proposal: Details and results

Details of the A/B test	
<b>Variations being tested:</b>	<ul style="list-style-type: none"><li>○ <b>Group A (Control):</b> Generic subject line.<ul style="list-style-type: none"><li>■ Example: "Check Out Our Latest Products!"</li></ul></li><li>○ <b>Group B (Variant):</b> Personalized subject line.<ul style="list-style-type: none"><li>■ Example: "Sonia, See What's New Just for You!"</li></ul></li></ul>
<b>User groups:</b>	1. Divide the email list into two equal groups.
<b>Data collection tool:</b>	<ul style="list-style-type: none"><li>● <b>Google Analytics</b> (or any other analytics tool integrated with your email marketing platform, such as Mailchimp, HubSpot, or Klaviyo) Google Analytics can track user interactions and revenue related to email campaigns, while email marketing platforms often provide detailed metrics on open rates, click-through rates, and revenue directly from email campaigns.</li></ul>
<b>Length of the test:</b>	<ol style="list-style-type: none"><li>1. Run the test for 2 weeks.</li><li>2. <b>Consistency:</b> Keep the email content the same for both groups.</li></ol>

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

- Collect Data:** Track:
1.
    - Revenue from each group
    - Open Rates
    - Click-Through Rates (CTR)
  2. **Analyze:** Compare the revenue between the two groups to see if personalized subject lines lead to higher revenue.
  3. **Evaluate:** Determine if the difference is significant and if personalization improves revenue.
  4. **Implement:** If personalization works, use it in future emails to boost revenue.

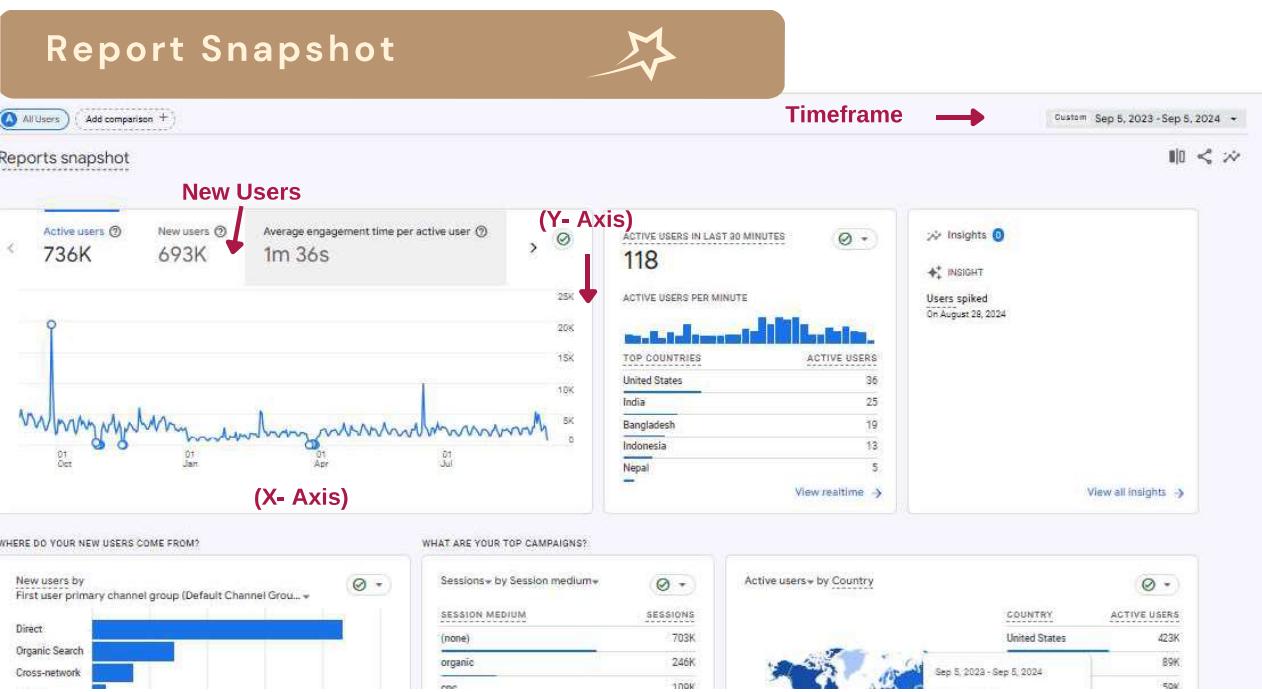
## A/B Testing Proposal



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

**SUMMARY INTERPRETATION:** To interpret the results of the A/B test, I would primarily look at the **revenue** generated from each group, alongside **open rates** and **click-through rates (CTR)**. A higher revenue for the group with personalized subject lines would indicate the test's success. Ideally, the best values would be higher open rates, higher CTR, and higher total revenue for Group B (personalized subject lines) compared to Group A (control group).

# Part Three: Data Exploration



**Which month had the most new users?**

September 2023

**Which month had the fewest new users?**

October 2023

### Increase in New Users:

**Back-to-School Shopping:** September is a prime month for back-to-school purchases. Parents, students, and teachers shop for supplies, electronics, clothes, and other necessities, driving traffic to eCommerce sites.

**End-of-Summer Promotions:** Many eCommerce businesses offer end-of-summer sales, clearing out inventory and attracting new users looking for deals on items like clothing, outdoor gear, and seasonal products.

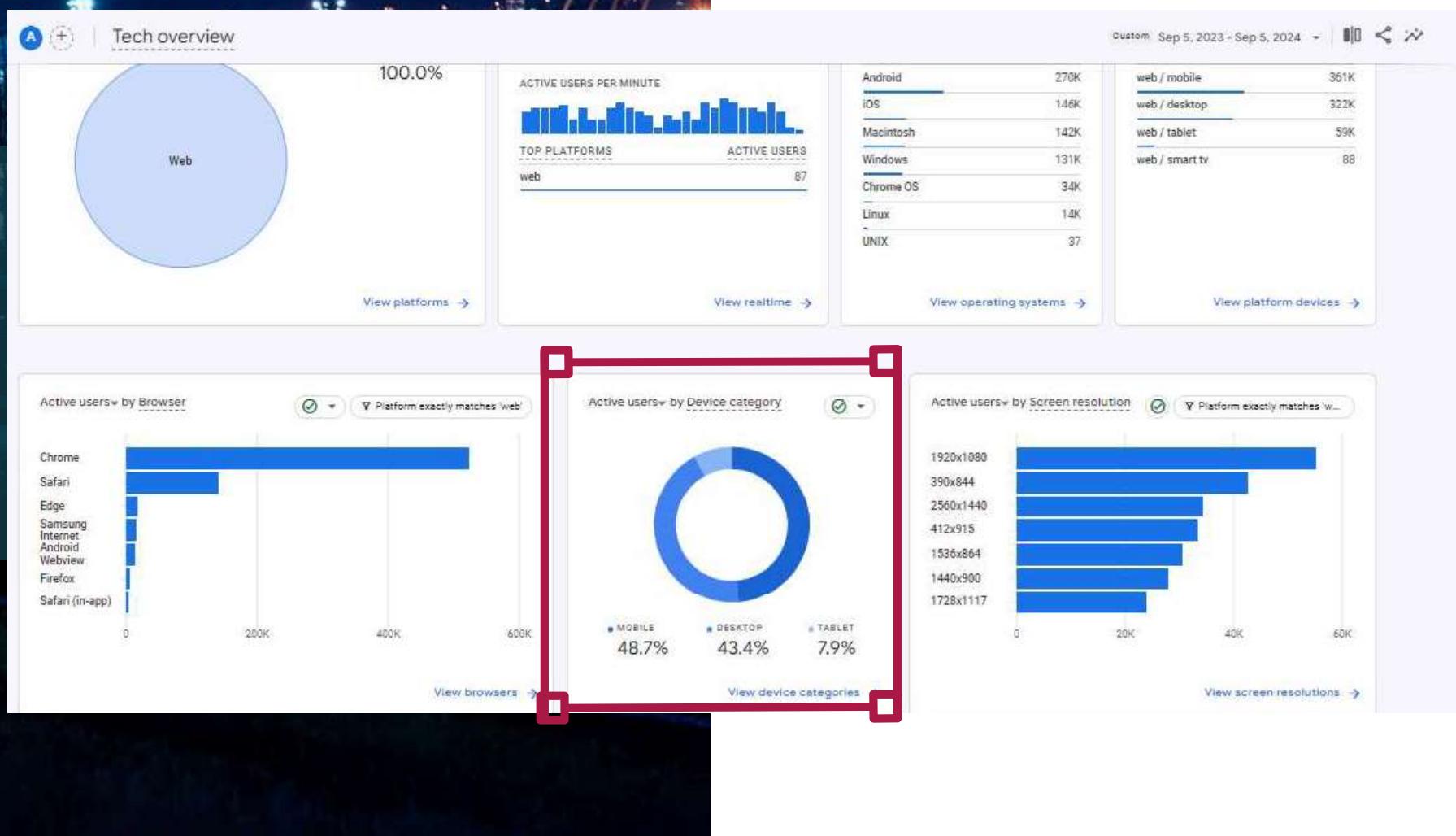
**Marketing Campaigns:** Many businesses ramp up their marketing efforts in September in preparation for the holiday season, using targeted ads, email marketing, and social media campaigns that attract new customers to their website.

### Lower New Users:

**Seasonal Shopping Trends:** October falls between back-to-school shopping in August/September and major holiday sales in November/December (Black Friday and Cyber Monday). Many consumers hold off on online purchases, anticipating discounts during these events.

**Marketing Lull:** If the eCommerce site has a gap in promotions or campaigns during October, fewer users might be driven to the site. Many businesses save their biggest marketing efforts for the holiday season.

# User Tech



# User Acquisition



## USER ACQUISITION

Which channel groups had the highest and lowest engagement rates?

Highest: Paid Shopping Channel

Lowest: Unassigned Channel

Which channel groups had the highest and lowest total revenue?

Highest: Direct Channel

Lowest: Affiliates

Paid Other

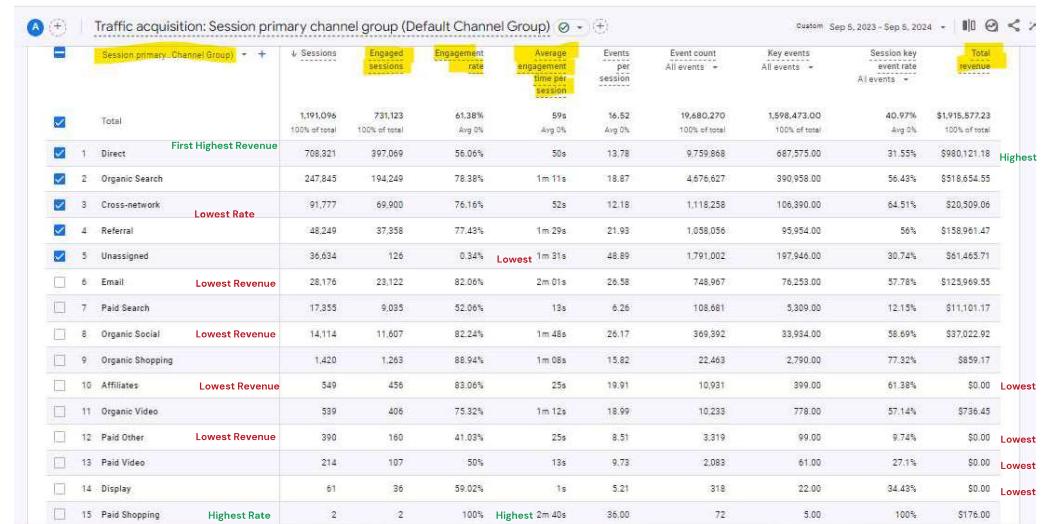
Paid Video

Display

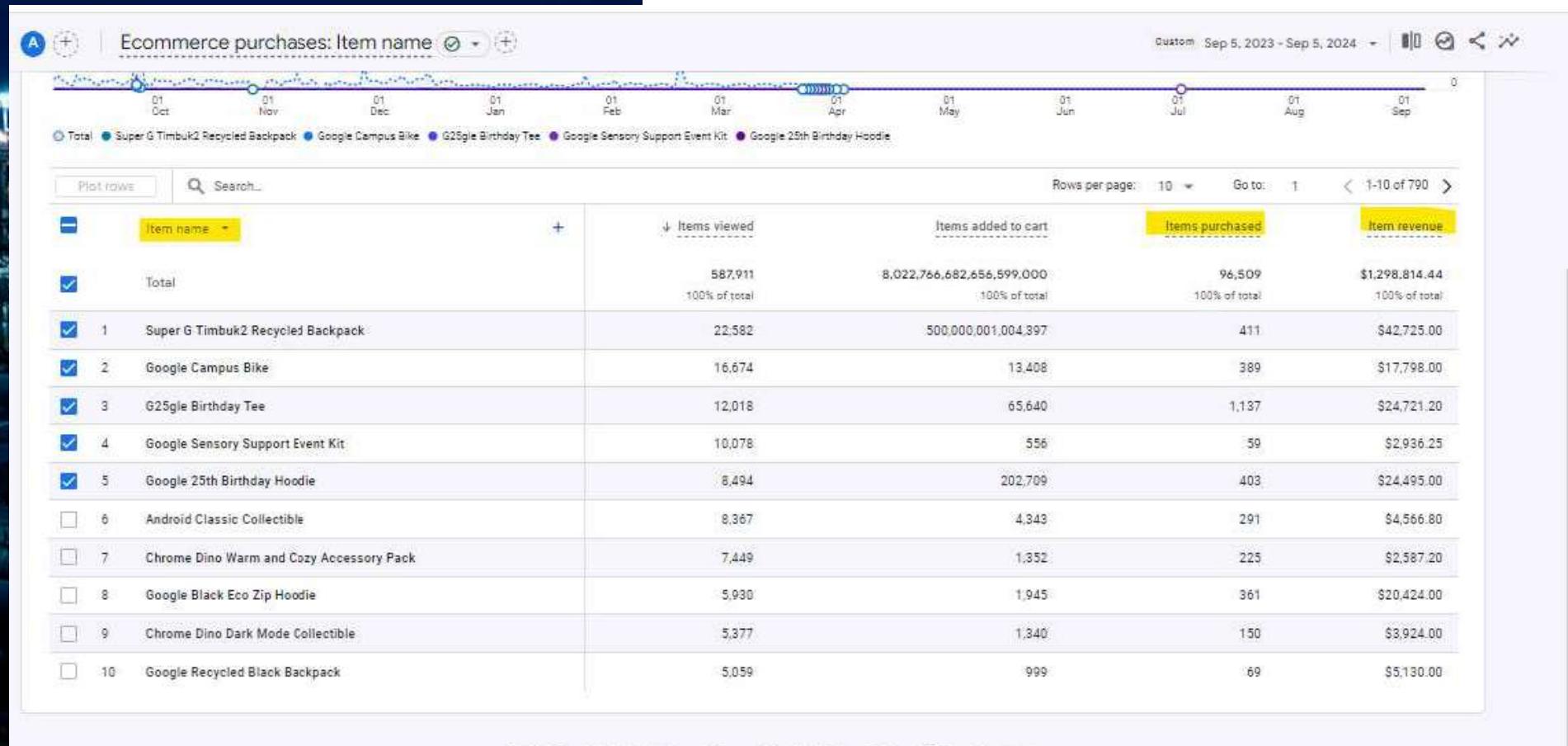
What do these metrics mean, based on your experience?

- **Channel Groups** categorize traffic sources like Organic Search, Direct, Social, and Paid Search, indicating how users found the website.
- **Engagement Rate** measures user interaction, reflecting interest and experience on the site through metrics like time spent on site or pages viewed.
- **Total Revenue** shows the amount of income generated by each channel group, indicating how effectively traffic converts into sales.

Higher engagement rates often lead to higher revenue, while low-performing channels may indicate a need to adjust targeting or improve the user experience.



# Monetization

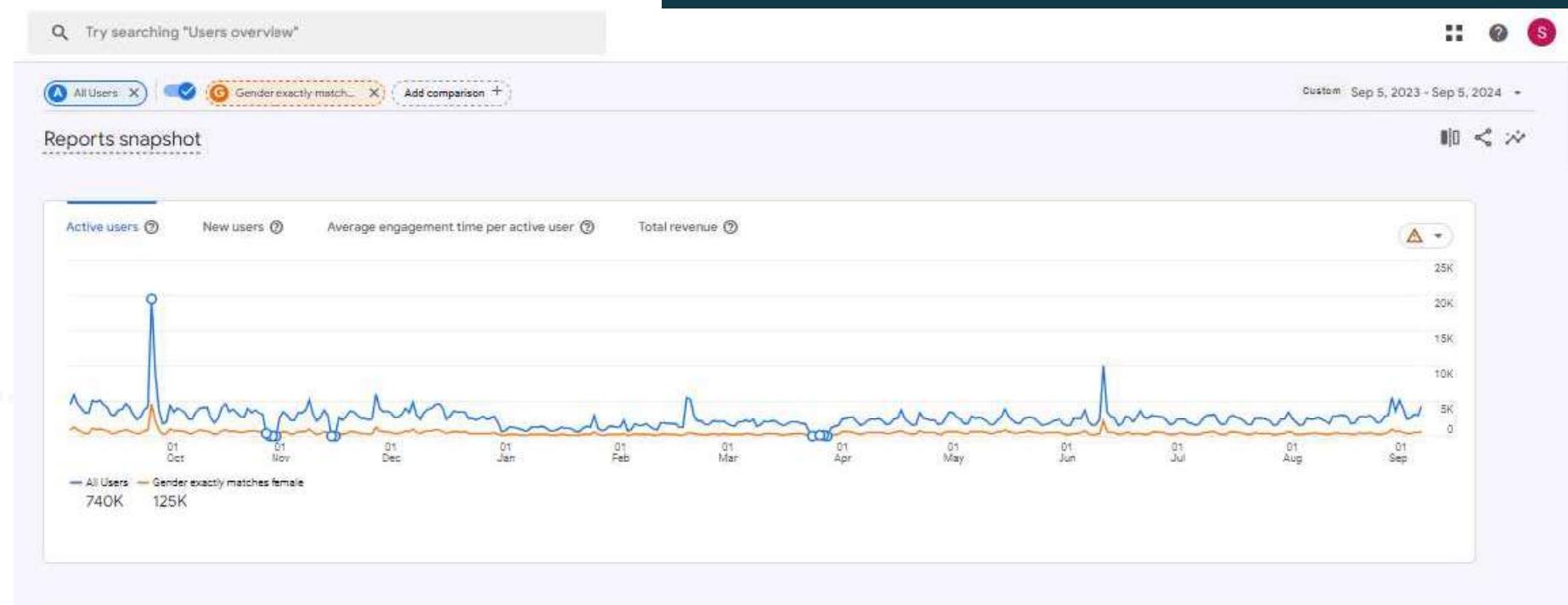


# Part Four: Segmentation

## Audience Segmentation



### Audience Segment: Demographics Segment



Segments (Build up to 8)

Dimension: Gender

Filter Type: exactly matches

Value: Female

Select dimension value:  + Add new condition

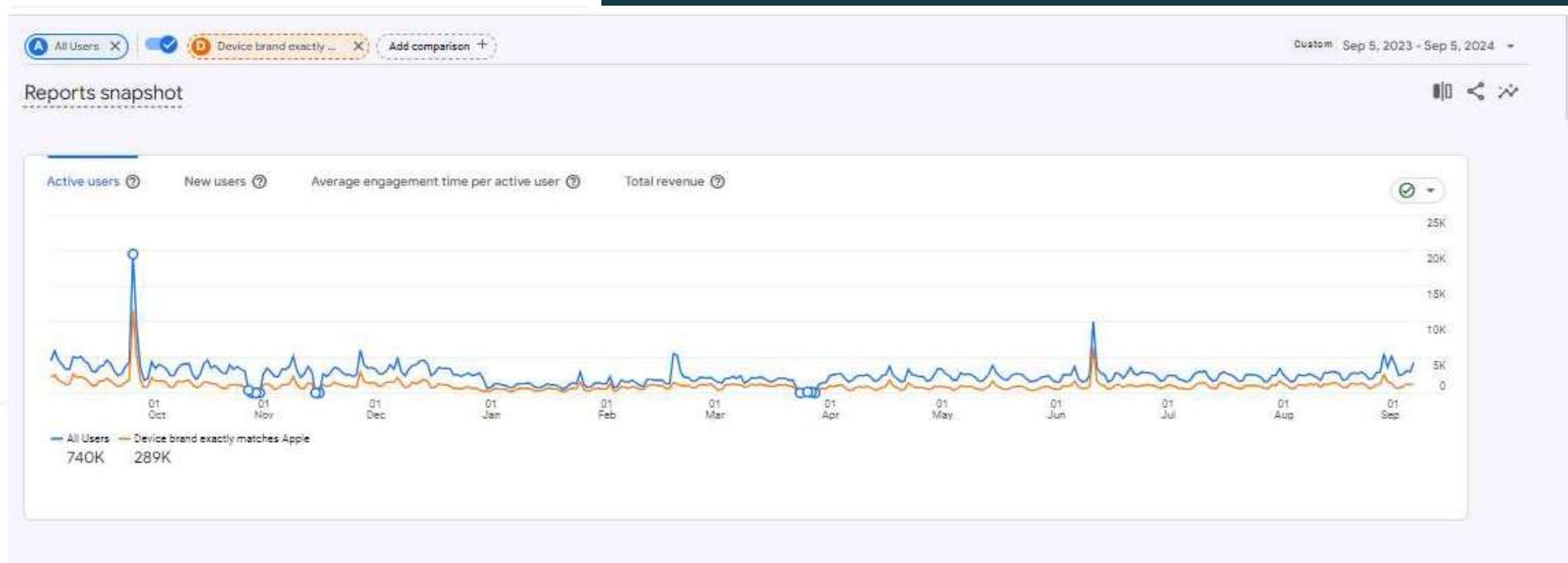
Male

Values Used: "Gender exactly matches Female"

## Audience Segmentation



### Audience Segment: Technology Segment



Create comparison

Dimension: Device brand  
Match type: exactly matches  
Value: Apple

+ Add new condition

Comparison: Device brand exactly matches Apple

Values Used: "Device exactly matches Apple"

# Part Five: Analysis and Suggestions



## 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

## 01

### Reallocate Budget from Low-Performing Campaigns:

- Reduce spend on "Tech Trends" and "Google Merch Madness": Combined, these two campaigns consume \$10,000 but only generate \$5,000 in revenue (ROAS less than 1.0).
- Recommended reallocation: Reduce the budget of these two campaigns by 50% (from \$10,000 to \$5,000 total), saving \$5,000.

## 02

### Increase Budget for High-Performing Campaigns:

- Unlock the Power of Google has the highest ROAS. Increase its budget from \$2,000 to \$5,000, as it is delivering the best return (1.75x ROAS).
- Gear Up with Google and Shop with Google: These campaigns have strong returns, so keeping their budgets at current levels (or slightly increasing) will likely help maintain solid revenue growth.

## 03

### Projected Outcome: By reallocating budgets and focusing on the best-performing campaigns:

- Moving \$3,000 from low-performing campaigns to Unlock the Power of Google could yield a return of \$5,250 (based on its ROAS of 1.75x).
- Keeping the remaining budget focused on top performers with stable or slightly increased spends could help maintain or slightly increase their contributions.

## 04

### Growth Potential:

- Current total revenue is \$37,500. By improving ROAS with budget reallocation and focusing on strong performers, you can drive an additional \$6,000–\$7,000 in revenue, achieving the 20% growth goal (which would bring revenue to \$45,000).

### Conclusion:

To achieve 20% YOY growth without additional cost, reduce spending on underperforming campaigns like Tech Trends and Google Merch Madness, and reallocate that budget to Unlock the Power of Google and other high-ROAS campaigns. This strategy should maximize revenue with the existing \$30,000 budget.

## eCommerce improvements



### Introduce Real-Time Customer Support (Chatbot or Live Chat):

- **Recommendation:** Provide real-time chat support (via chatbot or live agent) to assist customers with questions during their shopping journey.
- **Impact:** Immediate customer support can reduce friction, answer product queries, and improve conversion rates by addressing concerns instantly.

### Other eCommerce change or addition:

#### Implement Buy Now, Pay Later (BNPL) Options:

- **Recommendation:** Offer BNPL services like Afterpay, Klarna, or Affirm, allowing customers to split payments into installments.
- **Impact:** This can attract budget-conscious shoppers, increase the likelihood of larger purchases, and reduce cart abandonment.



**Technology Name:** HubSpot's Predictive Lead Scoring uses AI to assess the likelihood of leads converting into customers, helping sales and marketing teams prioritize their efforts.

## ARTIFICIAL INTELLIGENCE (AI) FOR PREDICTIVE ANALYTICS

AI-powered predictive analytics tools use machine learning algorithms to analyze historical data and forecast future trends. These tools can predict customer behavior, sales trends, and campaign performance with high accuracy.

### Why Use This Tool:

- **Enhanced Decision-Making:** AI can analyze vast amounts of data quickly and identify patterns that might not be obvious through traditional methods. This enables more informed decision-making regarding marketing strategies and resource allocation.
- **Personalization:** Predictive analytics can help create highly personalized marketing campaigns by anticipating customer needs and preferences, leading to higher engagement and conversion rates.
- **Optimized Campaigns:** By forecasting trends and customer behaviors, businesses can optimize their marketing campaigns in real-time, improving





**Technology Name:** Sephora's Virtual Artist allows customers to try on makeup products virtually, enhancing their shopping experience and driving higher engagement and sales.

## AUGMENTED REALITY (AR) FOR VIRTUAL TRY-ONS

### Tool Description:

AR technology allows customers to interact with products in a virtual space. For eCommerce, this means customers can "try on" products like apparel or accessories using their smartphone or computer camera, viewing how items look on them before making a purchase.

### Why Use This Tool:

- Enhanced Customer Experience: AR provides an immersive shopping experience, allowing customers to visualize products in real-time. This can significantly reduce return rates and increase customer satisfaction.
- Increased Engagement: Interactive features like virtual try-ons can capture customer interest and increase time spent on your website or app, leading to higher conversion rates.
- Competitive Advantage: Offering AR features can differentiate your brand from competitors, especially in sectors like fashion and beauty, where visualizing products is crucial.



Thank You for Your Review



## Contact:

Email Address: Sonia.Brown@yahoo.com

Group 13- DMND- Wednesday from 6 pm to 7 pm - EST Time 3  
with Muhammad Aaqib Arain