# Project 1: Google Analytics Portfolio
## Measurement Plan & Implementation Strategy

# Part One:
# Conduct a Discovery Survey

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Discovery Survey

# Discovery Survey - Objectives & KPIs

Which of the following objectives apply to your organization?

- ✓ Brand Awareness
- ✓ Ecommerce Revenue
- ❏ Lead Generation/Form Submissions
- ❏ Phone Calls
- ❏ Content Consumption
- ❏ User Support
- ❏ Subscription-based revenue

# Discovery Survey - Objectives & KPIs

What are some of your current key performance indicators (KPIs)?

- ❑ Cost per Click
- ❑ Cost per Acquisition
- ➢ Average Session Duration
- ❑ Pages per Session
- ➢ Revenue
- ❑ Goal Conversion Rate
- ❑ Return on Ad Spend
- ❑ Offline brick-and-mortar conversions
- ❑ Lifetime/Long-Term Value (LTV)

# Discovery Survey - Marketing Initiatives

What are some of the marketing/awareness initiatives that you employ to meet your objectives?

- ➤ Paid Search
- ➤ Paid Social Advertising
- ❑ Display (Banner/Contextual) Marketing
- ➤ Remarketing/Retargeting
- ❑ RLSA (Remarketing Lists for Search Advertising)
- ➤ YouTube Advertising
- ➤ YouTube Remarketing
- ➤ Affiliate Marketing
- ❑ Print Advertising
- ❑ Offline Advertising (TV, Radio, Billboard)

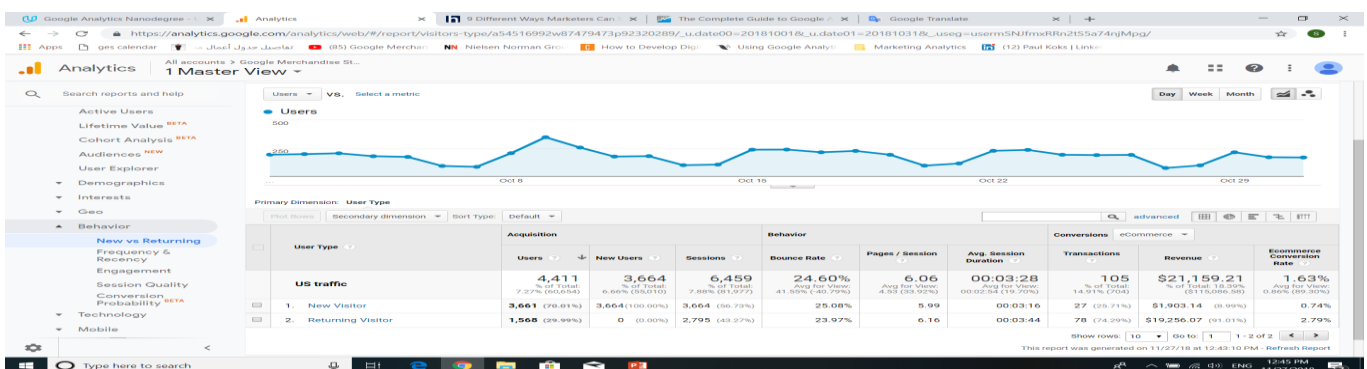## What are the difference audience segments or "personas" that you serve?

Google merchandise store is owned by google, it is a website that sells clothing, accessories, and office supplies. It is a type of B2C e-commerce business that selling globally online.

During last two years from 1st Nov. 2016 to 1st No. 2018 the total number of users reached 1,504,747 with an average number 67,498 users per month. Based on data analysis of October 2018 can found that, the majority of users by 78% come once to website and only 22% return back. Most of users by 68% are male and their age range from 25-34 age who also most interested and converts the best by generating revenue $36,390.97. From location report, 46% (27,950) are US users, and their commerce conversion rate = 1.64%. They love technology and interested in buying electronics and mobile devices, searching for jobs and knowing about business services and online ads. They prefer to access internet through their desktop devices. The main channel that users come through it is organic search, social, direct, and then referral. Organic-google, social- Facebook & Reddit, direct-unknown, referral-Youtube.

Therefore , from the above analysis, it is obvious that the target market of the google merchandise is US market. By segment US people traffic to know more about their characteristics:-
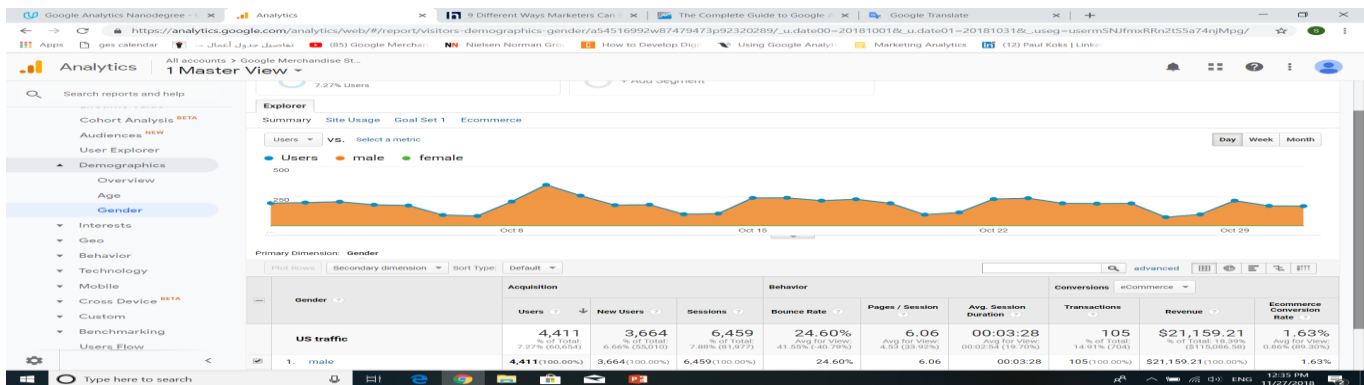


-From Behavior – New vs. Returning. The ecommerce conversion rate for return users are higher than new users by three times. Returning users are much more valuable for google shop.

## Discovery Survey - Audience Segments

> ### What are the difference audience segments or "personas" that you serve?

The device category report revealed that conversion rate of desktop is more higher than mobile about twice. (1.79%)



## My audience personas are:-



### Google Technologies Enthusiasts under 34

Source of image: https://www.wired.com/2015/04/silk-road-1/

John is an American and lives in California. He has 27 years and single. He has an undergraduate degree in computer science from The University of California. In addition, he learns through online learning courses. He works as front-end developer in one of Software Company. He spends a lot of time working in designs and loves to read blogs for knowing the newest news about technologies and attend google conferences, events, and workshops to increase his knowledge and gaining experiences and like to get google swags. In free time likes to watch online movies.

**Needs:**

**- Accessing online courses and materials**

- Need workshops/event based triggers for learning new technologies or applications.

- He loves to attend conference for knowing about new technologies and products.

**Frustrations:**

**-** Irrelevant ads and mailers.

**Devices use:** mostly desktop & Mobile.

# Discovery Survey - Audience Segments

| Describe the customer journey/ lifecycle for your audience segments. | | | | | |
|---|---|---|---|---|---|
| **Journey** | **Awareness stage** | **Consideration stage** | **Decision stage** | | |
| Steps | Realising problem | Comparing | Shortlisting | Participation | Post participation |
| | John is loyal to google company and searching for informaiton about it. | John examines google swags product details reviews | | | |
| Thoughts | John is interested in participating in workshops, event or conference. | John wants to participate in an event or workshop related to web design or technology. | John is currently working as front-end developer and he found a lot of information when searching by google search enging. Then he felt interested in google products, so he visited google website to know more about it. | | |
| Actions | He started searching by using google search engine for best available options for his needs. | He discovered google products website and check varities of cateogries in the landing page. He interested to have a souvineeir prodcut from the website. | John has in mind that google company is one of the most important technology company and organizing workshops, events and conferences around the world. | He adds products in cart and check billing and shipping, then pay online. After that receives confirmation. | |

Direct to google website ⟶ Home Page ⟶ Product pages

Complete a purchase ⟵ Add to Cart ⟵
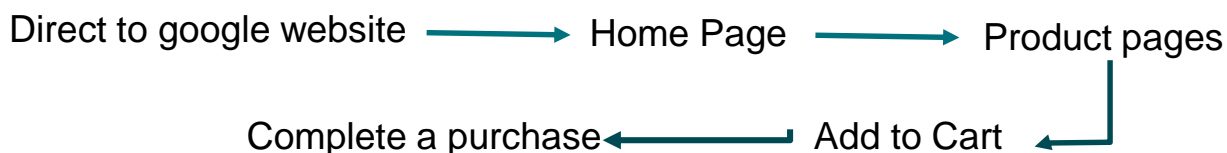
# Discovery Survey - Content Classifications

## Do you store back-end subject taxonomies for your content?

Google merchandise has back end systems like:-
1- payment system
2- Advertising system that link to Google Analytics and
3- CRM system

# Discovery Survey - Content Classifications

If you have an Ecommerce function, do you store any specialized back end-classifications for your products (such as color, size, or other variation)?

Google merchandise e-store has different back-end sections for men – women - kids products. In addition to other categories such as drinkware, accessories, office supplies, and shop by brand. And each Category has sub category.

# Discovery Survey - Domains and Subdomains

List all domains and subdomains that you want to track.

The main domain to google merchandise e-store is
https://shop.googlemerchandisestore.com/

# Discovery Survey - Domains and Subdomains

| Are any of the online forms hosted on a different system/website/domain? |
|---|
| Actually, I think google has online forms hosted on a different website. |

# Discovery Survey - Domains and Subdomains

| Do you have a development/testing environment? |
|---|
| Yes, there is a testing environment. |

# Discovery Survey - Domains and Subdomains

| Do you have a staging environment? |
| --- |
| I think google has a staging environment. |

# Discovery Survey - Domains and Subdomains

| Does your site use dynamic URLs or session IDs in the URL? |
| --- |
| It's a static URL. |

# Discovery Survey - Mobile-Friendly

## Do you have mobile-friendly versions of your pages?

Currently, google has not  a mobile-friendly version.

# Discovery Survey - Mobile-Friendly

If so, do you use responsive design, or do you redirect mobile browsers to standalone mobile pages?

Yes, google has a responsive design that run on different devices such as Galaxy S5, Pixel 2, Iphone 5/SE, iPad..etc.

# Discovery Survey - Mobile-Friendly

## Do you have any mobile apps (Android?, iOS?)

By checking in google store, I did not find mobile app.

# Discovery Survey - Mobile-Friendly

| If applicable, what are the KPIs for your mobile apps? |
|---|
| I do not know. |

# Discovery Survey - Data Integration, Reporting & Report Automation

| Do you have back-end CRM data that would be useful to integrate with Google Analytics data? |
|---|
| Yes, google has a back-end & CRM which are integrate with google analytics data. |

# Discovery Survey - Data Integration, Reporting & Report Automation

| What tools do you currently use for reporting (native GA, DataStudio, Tableau, Excel, etc.)? |
| --- |
| The main tool that currently use is google analytics. |

# Discovery Survey - Data Integration, Reporting & Report Automation

| Do you have any report automation requirements? |
| --- |
| |

# Part Two:
# Setting Goals

# Identify Key Business Objectives

| | Key Business Objective: A defined goal or outcome used to plan the desired direction of your company. |
|---|---|
| 1 | *Key Business Objective 1 (required)*<br><br>*Increase engagement of male customers* |
| 2 | *Key Business Objective 2 (required)*<br><br>*Increase sales* |
| 3 | *Key Business Objective 3 (required)*<br><br>*Increase number of items sold per transactions* |
| 4 | *Key Business Objective 4 (optional)* |
| 5 | *Key Business Objective 5 (optional)* |

# Identify Key Performance Indicators

| | **Key Performance Indicator (KPI)**: A quantifiable metric used to determine how effectively your key business objectives are being met. |
|---|---|
| 1 | *Key Performance Indicator 1 for Key Business Objective 1 (required)*<br><br>1- Total numer of male who visiting the website.<br>2- Average session duration by male customers.<br>2-Total volume of sales from male customers. |
| 2 | *Key Performance Indicator 2 for Key Business Objective 2 (required)*<br><br>1-the total volume of sales when running campaign<br>2- number of transactions during campaign<br>3- total number of items sold after campaing. |
| 3 | *Key Performance Indicator 3 for Key Business Objective 3 (required)*<br><br>1- Number of items sold per transactions |
| 4 | *Key Performance Indicator 4 for Key Business Objective 4 (optional)* |
| 5 | *Key Performance Indicator 5 for Key Business Objective 5 (optional)* |

# Determine Performance Targets

| | |
|---|---|
| **Performance Targets**: Measurements that will indicate whether or not key performance indicators have been met. | |
| 1 | *Performance Target for Key Performance Indicator 1 (required)*<br><br>1- Increase number of male (from 4,411 to 4852.1) by 10%<br>2- increase average session (from 6,459 to 6,781.95) by 5% over last period<br>3-increase sales ($21,159.21 to 22,217.17) by 5% over last period |
| 2 | *Performance Target for Key Performance Indicator 2 (required)*<br><br>1- Increase sales by 1% over same time last period.<br>2- increase number of transactions of 1% over last period.<br>3- Increase items by 1% over last period. |
| 3 | *Performance Target for Key Performance Indicator 3 (required)*<br><br>**-**Increase items from by 1% |
| 4 | *Performance Target for Key Performance Indicator 4 (optional)* |
| 5 | *Performance Target for Key Performance Indicator 5 (optional)* |

# Formatting Your Measurement Plan

| OBJECTIVES | KPIs | TARGETS |
|---|---|---|
| Increase engagement of male customers | 1- Total number of male who visiting the website.<br>2-Average session duration by male customers.<br>2-Total volume of sales from male customers. | 1- Increase number of male from m 4,411 to 4852.1) by 10%<br>2- increase average session (from 6,459 to 6,781.95) by 5% over last period<br>3-increase sales ($21,159.21 to 22,217.17) by 5% over last period |
| Increase sales | 1-the total volume of sales when running campaign<br>2- number of transactions during campaign<br>3- total number of items sold during campaign. | 1- Increase sales by 1% over same time last period.<br>2- increase number of transactions of 1% over last period.<br>3- Increase items by 1% over last period. |
| Increase number of items sold per transactions | 1- Number of items sold per transactions | -Increase items by 1% |
| | | |

# Part Three: Implementation Assessment

# Current Implementation Assessment

Assess the current implementation of analytics for the account you're using and provide discoveries and considerations in narrative form.

Sample Implementation Concerns

What's missing from this implementation?
What's not clear?
What changes do we need to make to ensure we can get our Measurement Plan items clearly provided (KBOs, KPIs, Targets)
Where would segmentation help?
Are events being tracked properly if at all?
Are there custom dimensions we should introduce?
Are there numbers that don't make sense that we need to investigate/correct?

# Questions the New Implementation Must Answer

| | |
|---|---|
| **List questions that you want the current implementation to answer that it currently does not.** | |
| 1 | *Question for new implementation to answer #1 (required)*<br><br>**Whast is the total volume of sales after running campaign?** |
| 2 | *Question for new implementation to answer #2 (required)*<br><br>**What is the number of transactions after campaign ?** |
| 3 | *Question for new implementation to answer #3 (required)*<br><br>**What is the Number of items sold per transactions ?** |
| 4 | *Question for new implementation to answer #4 (required)*<br><br>**What is the total number of items sold after campaign?**<br>**When customers click on shopping cart?**<br>**When customers have added items to cart?** |
| 5 | *Question for new implementation to answer #5 (required)*<br><br>**When customers started checkout process?**<br>**When customers have completed their purchase?** |

# New Implementation Requirements

| | Create and submit a list of implementation requirements that don't already exist in the GA data set. |
|---|---|
| 1 | *Implementation requirement #1 (required)* **Event action** <br><br> **Produc- Item click** |
| 2 | *Implementation requirement #2 (required)* <br><br> **Checkout cart** |
| 3 | *Implementation requirement #3 (required)* <br><br> **Payment click** |
| 4 | *Implementation* requirement #4 (required) <br><br> **Confermation page** |
| 5 | *Implementation requirement #5 (required)* |
| 6 | *Implementation requirement #6 (optional)* |
| 7 | *Implementation requirement #7 (optional)* |
| 8 | *Implementation requirement #8 (optional)* |

# Project 1:
# ANND Portfolio

# Measurement Plan
# &
# Implementation
# Strategy