



Project 1: Google Analytics Portfolio Measurement Plan & Implementation Strategy



Part One: Conduct a Discovery Survey

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?

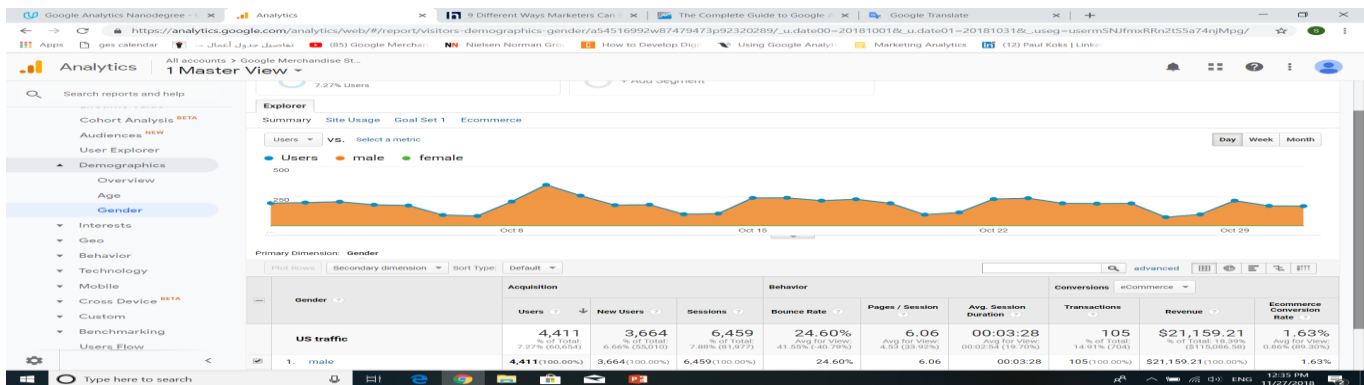
- ✓ Paid Search
- ✓ Paid Social Advertising
- ☐ Display (Banner/Contextual) Marketing
- ✓ Remarketing/Retargeting
- ☐ RLSA (Remarketing Lists for Search Advertising)
- ✓ YouTube Advertising
- ✓ YouTube Remarketing
- ✓ Affiliate Marketing
- ☐ Print Advertising
- ☐ Offline Advertising (TV, Radio, Billboard)

What are the difference audience segments or “personas” that you serve?

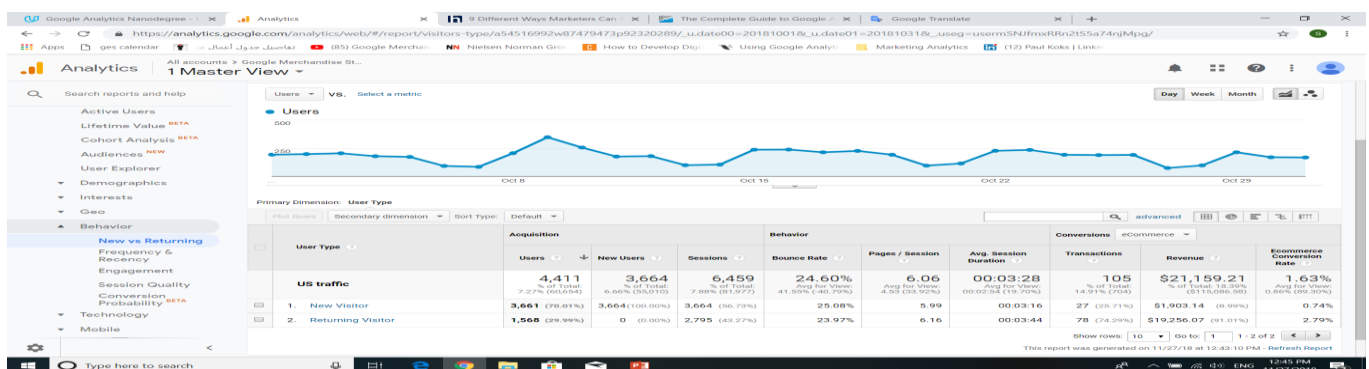
Google merchandise store is owned by google, it is a website that sells swags such as: clothing, accessories, and office supplies. It is a type of B2C e-commerce business that selling globally online.

During last two years from 1st Nov. 2016 to 1st Nov. 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:

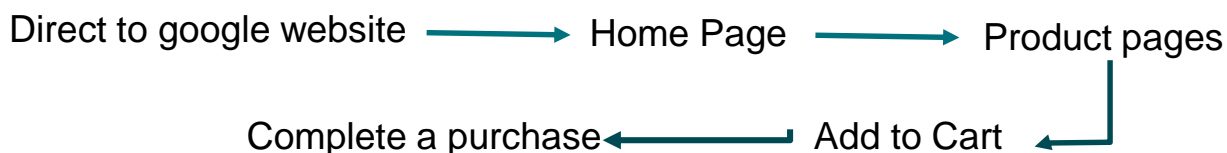
- Irrelevant ads and mailers.

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		
	Realising problem	Comparing	Shortlisting	Participation	Post participation
Steps	John is loyal to google company and searching for information 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 engine. 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 varieties of categories in the landing page. He interested to have a souvenir product 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.	



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
- 4- E-commerce 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, and datastudio.

Discovery Survey - Data Integration, Reporting & Report Automation

Do you have any report automation requirements?

I think google rely on report automation



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 | <i>Key Business Objective 1 (required)</i>
<i>Increase engagement of male customers</i> |
| 2 | <i>Key Business Objective 2 (required)</i>
<i>Increase sales</i> |
| 3 | <i>Key Business Objective 3 (required)</i>
<i>Increase number of items sold per transactions</i> |
| 4 | <i>Key Business Objective 4 (optional)</i> |
| 5 | <i>Key Business Objective 5 (optional)</i> |

Identify Key Performance Indicators

Key Performance Indicator (KPI): A quantifiable metric used to determine how effectively your key business objectives are being met.

1	<p><i>Key Performance Indicator 1 for Key Business Objective 1 (required)</i></p> <p>1- Total number of male who visiting the website. 2- Average pages viewed per session by male customers. 3- Average session duration by male customers. 4- Sales volume attributed by male customers.</p>
2	<p><i>Key Performance Indicator 2 for Key Business Objective 2 (required)</i></p> <p>1-the total volume of sales when running campaign 2- The number of sales transactions during campaign 3- The number of items sold during campaign.</p>
3	<p><i>Key Performance Indicator 3 for Key Business Objective 3 (required)</i></p> <p>1- Number of items sold per transaction</p>
4	<p><i>Key Performance Indicator 4 for Key Business Objective 4 (optional)</i></p>
5	<p><i>Key Performance Indicator 5 for Key Business Objective 5 (optional)</i></p>

Determine Performance Targets

Performance Targets: Measurements that will indicate whether or not key performance indicators have been met.

1	<p><i>Performance Target for Key Performance Indicator 1 (required)</i></p> <p>1- Increase number of male (from 11,394 to 12,533) by 5% in the first quarter over last year. 2- Increase avg. pages viewed per session by male by 1 page per session in the first quarter over last year. 3- Increase avg. session duration by 10 seconds per session in the first quarter over last year. 4- Increase sales volume from male (\$196,272.47 to 206,086) by 5% in the first quarter over last year.</p>
2	<p><i>Performance Target for Key Performance Indicator 2 (required)</i></p> <p>1- Increase sales by 5% in the first quarter over last year. 2- increase number of transactions of 1% in the first quarter over last year. 3- Increase items by 1% in the first quarter over last year.</p>
3	<p><i>Performance Target for Key Performance Indicator 3 (required)</i></p> <p>-Increase items from by 1% in the first quarter over last year.</p>
4	<p><i>Performance Target for Key Performance Indicator 4 (optional)</i></p>
5	<p><i>Performance Target for Key Performance Indicator 5 (optional)</i></p>

Formatting Your Measurement Plan

OBJECTIVES	KPIs	TARGETS
Increase engagement of male customers	1- Total number of male who visiting the website. 2- Average pages viewed per session by male customers. 3- Average session duration by male customers. 4- Sales volume attributed by male customers.	1- Increase number of male (from 11,394 to 12,533) by 5% in the first quarter over last year. 2- Increase avg. pages viewed per session by male by 1 page per session in the first quarter over last year. 3- Increase avg. session duration by 10 seconds per session in the first quarter over last year. 4- Increase sales volume from male (\$196,272.47 to 206,086) by 5% in the first quarter over last year.
Increase sales	1-the total volume of sales when running campaign 2- The number of sales transactions during campaign 3- The number of items sold during campaign.	1- Increase sales by 5% in the first quarter over last year. 2- increase number of transactions of 1% in the first quarter over last year. 3- Increase items by 1% in the first quarter over last year.
Increase number of items sold per transactions	1- Number of items sold per transaction	-Increase items from by 1% in the first quarter over last year.



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.

The main purpose of this implementation is to achieve the business objectives by checking through KPIs metrics and measuring by comparing it to last period time. Therefore, the output that should represent the result can be classified as:-

Audience Overview report: - that will include 1- a graph of total number of users per day.

Metrics of (total number of users, total number of sessions, number of sessions/ users, total number of page views, number of pages/sessions, average session durations, bounce rate).

Behavior Overview report:- For Site Content

- The page title and total number of page views for each page title
- Page URL and total number of page views for each page URL
- Brand and total number of page views

For Event Category:

Enhanced ecommerce
Contact Us
Scroll Depth

For Site search : search word and page views

Acquisition Overview report:- comparing the data of the marketing channels that driving engagement among acquisition – behavior – conversion through these items

Acquisition	Behavior	Conversion
Session – Users – New users	bounce rate – page/session	goal conversion rate – goal completion
	Avg. session duration	

Ecommerce Report: - should contains data of product.name, product.details.view, product. add.cart, product. revenue

Questions the New Implementation Must Answer

List questions that you want the current implementation to answer that it currently does not.

1	<i>Question for new implementation to answer #1 (required)</i> Which channels are driving engagement to website?
2	<i>Question for new implementation to answer #2 (required)</i> What is the total number of each product category sold per transaction?
3	<i>Question for new implementation to answer #3 (required)</i> How many times of the details product viewed for each product type?
4	<i>Question for new implementation to answer #4 (required)</i> What is the total sales of each product category ?
5	<i>Question for new implementation to answer #5 (required)</i> How many products that added to cart?
6	<i>Question for new implementation to answer #6 (optional)</i> What is the total sales of each product brand?
7	<i>Question for new implementation to answer #7 (optional)</i> What is the total revenue ? and percentage of ecommerce conversion rate to each product type?

New Implementation Requirements

Create and submit a list of implementation requirements that don't already exist in the GA data set.

1	<i>Implementation requirement #1 (required)</i> Event for men – Track men cloths only
2	<i>Implementation requirement #2 (required)</i> Event Category – Enhanced Ecommerce – Contact Us - Scroll Depth
3	<i>Implementation requirement #3 (required)</i> Event Action: Brand click – Add to cart – Remove from cart
4	<i>Implementation requirement #4 (required)</i> Event Label – Youtube each items, Android each items, Waze each items
5	<i>Implementation requirement #5 (required)</i> <i>What are the top cities of US by sessions ? And</i> What are the total revenue for each city in US?
6	<i>Implementation requirement #6 (optional)</i>
7	<i>Implementation requirement #7 (optional)</i>
8	<i>Implementation requirement #8 (optional)</i>

Project 1: ANND Portfolio

Measurement Plan & Implementation Strategy