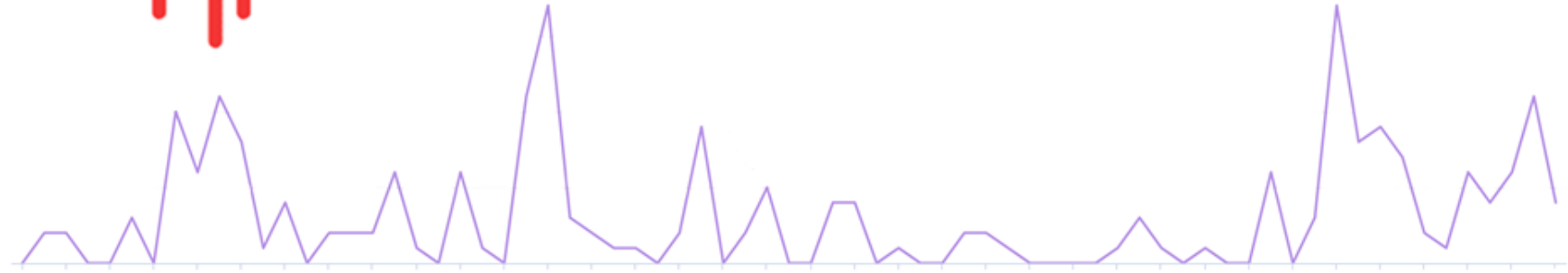




New Millenium Tech



Pearson
Yam



Nicole
Mavashev



Saimir
Hasani



Shoko
Tachikawa



Robert
Ge



Agenda



WEBSITE OVERVIEW



OBJECTIVES



TARGET AUDIENCE



OUR STRATEGIES



DATA & INSIGHTS



WHAT WE LEARNED



APPENDIX

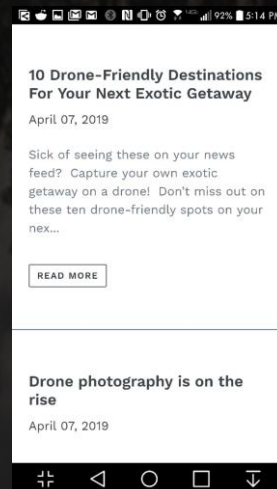
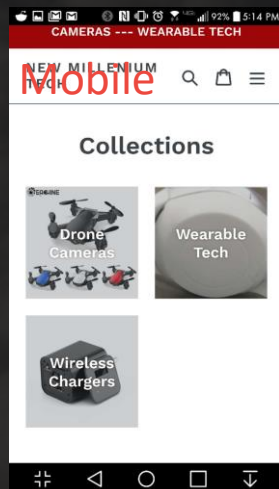
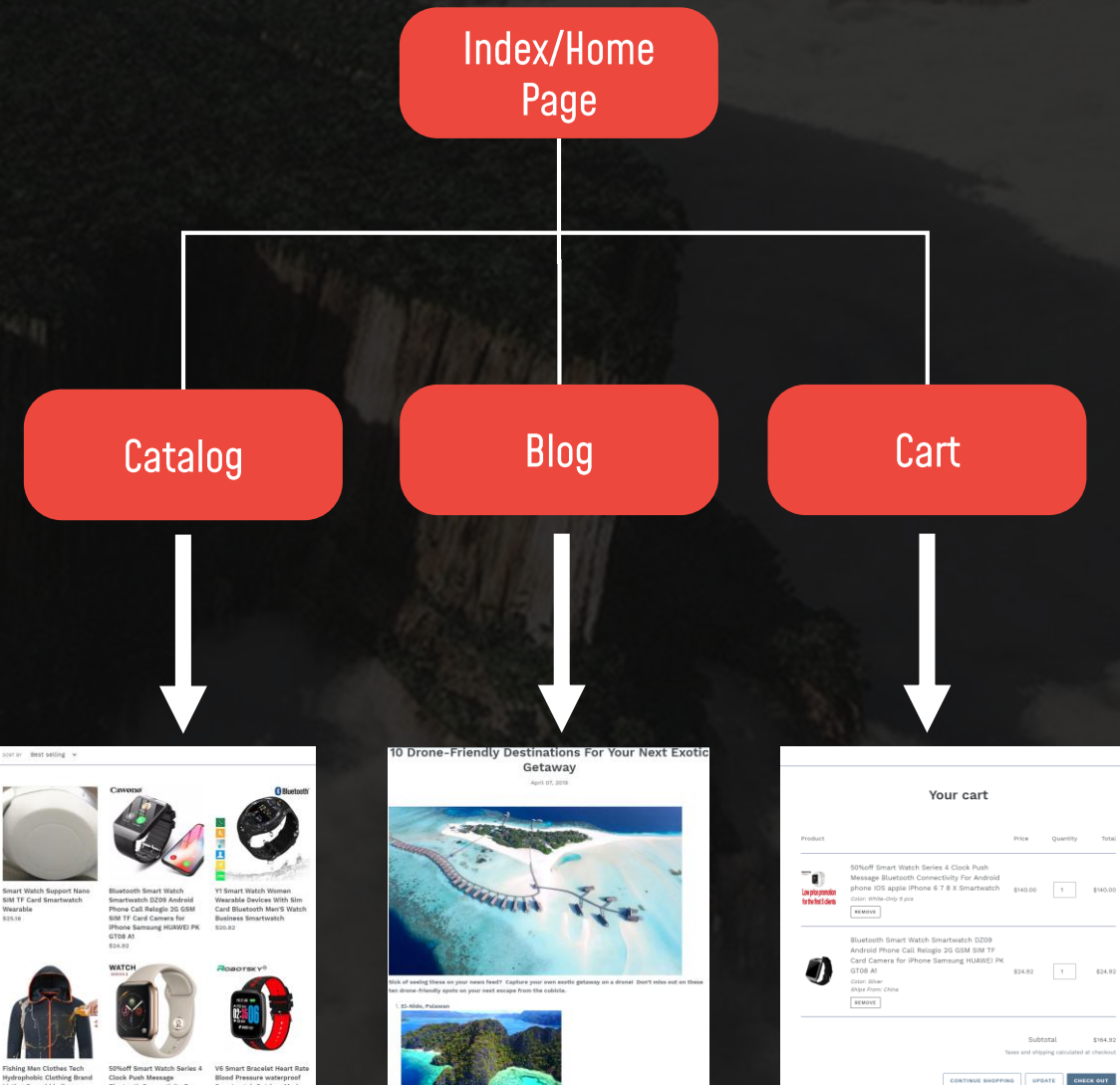




WEBSITE OVERVIEW - SITEMAP

We structured our site in 3 sections, which laid the foundation for our three-pronged marketing strategy.

Welcome to New Millenium Tech! We're on a mission to bring you the best tech accessories, wearables and recreational items whether you're treating yourself or searching for the perfect gift.



OBJECTIVES



Our objectives were to drive site traffic, generate data for insights, and make one sale. We accomplished the first two.



Drive traffic to new-millennium-tech.com

- Develop traffic strategies



Generate Data for Insights

- What can we learn?
- Which actions led to which results?



Make One Sale

TARGET AUDIENCE



We targeted millennials, gymgoers, and the general working population.

MILLENNIALS (22-37)

This generation is most in-tune with technology, and more likely to adopt new technology

GYMGOERS

Fitbits, smartwatches, and other smart devices are essential to tracking fitness metrics such as sugar intake, calories burned, and distance travelled

WORKING POPULATION (U.S.)

Active employees in the workforce are likely to take a vacation or two every year to travel, making a drone purchase perfect for these occasions





STRATEGIES AND TACTICS

Writing blog posts, sharing via social media, and making use of timed posts proved most effective.



Resigned our logo to better fit our target audience of Millennials



Updating our catalog with electronic products fleshed out the site from a few blank pages



Incorporated ads in the Graduate Student Association newsletter to further promote our site



Writing blog posts increased engagement for people browsing our site



Sharing our pages via social media compounded our reach from organic searches to active clicks on our links



Making use of timed posts on Facebook means we didn't have to manually update the page



Switched to Shopify for a more mainstream website provider



Google AdSense allowed us to introduce banner ads which was very visible via mobile



Google Analytics helped us track our traffic generation progress

FACEBOOK



We promoted our site via various official Facebook pages, and shared links to friends on Messenger.



March 1



Pinned Post

April 17



Scenic trails article posted

April 16



Shared drone footage article

April 11

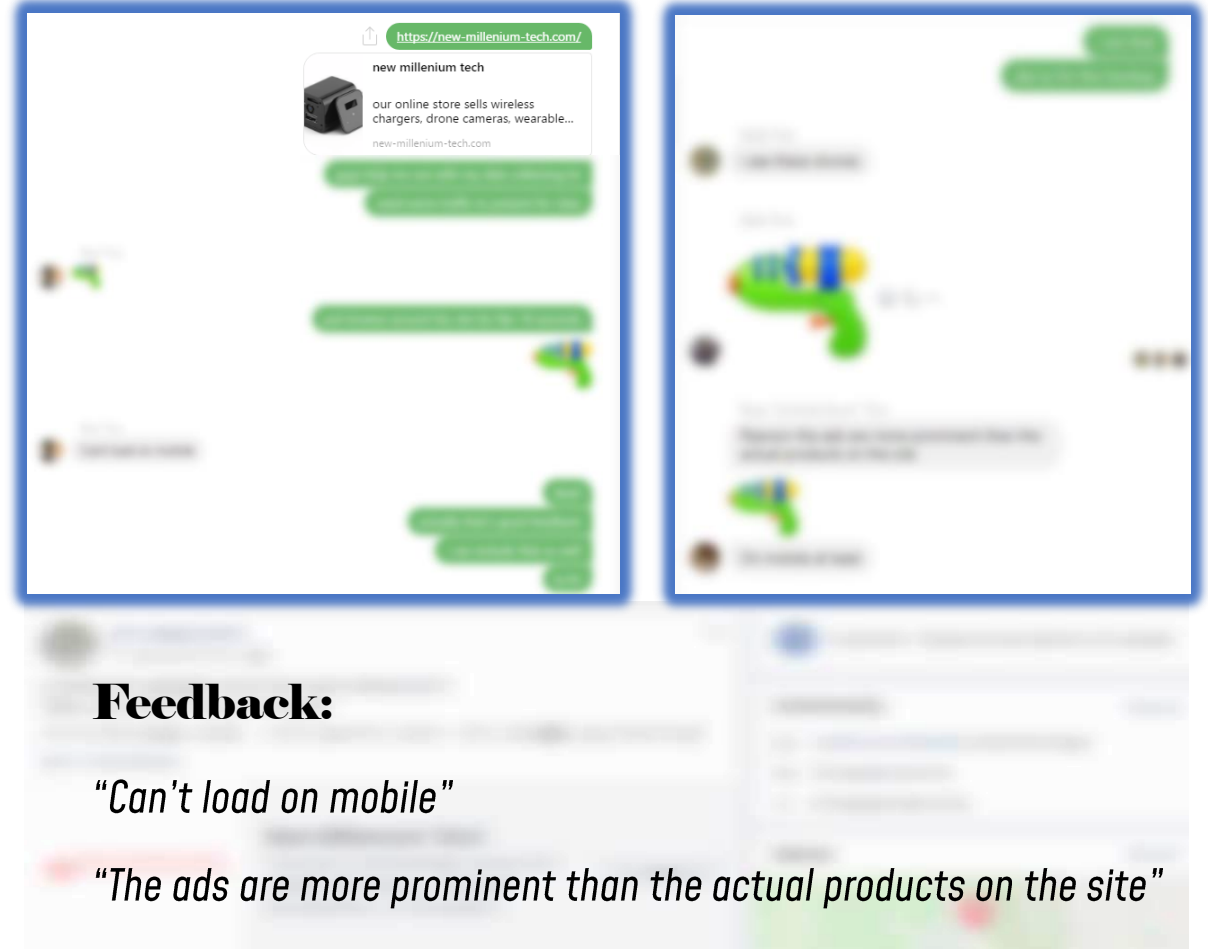


Shared site on JP LINXX NYC

April 10



Posted article from blog



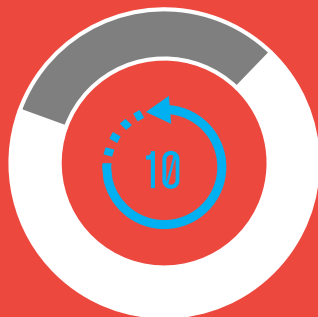
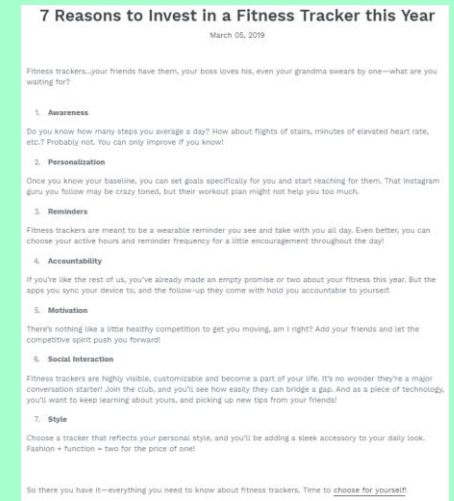
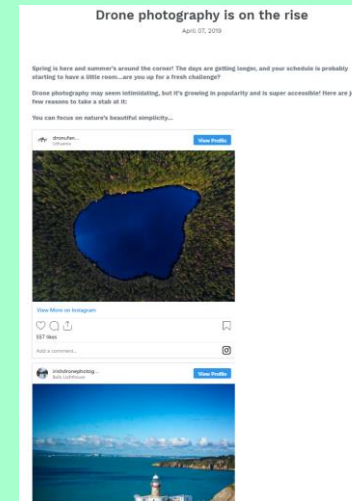


BLOGS, NEWSLETTERS AND GOOGLE ADSENSE

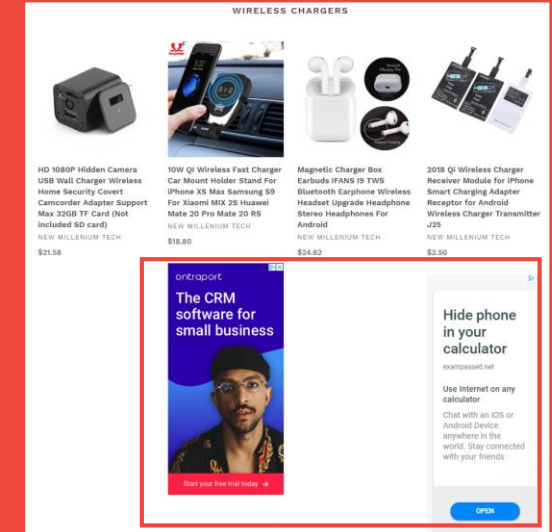
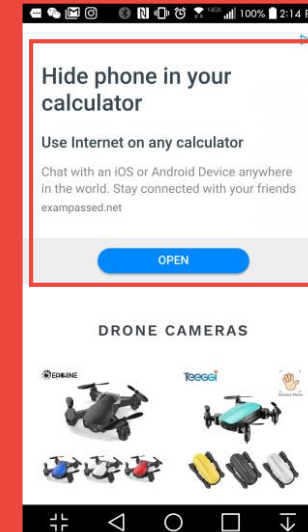
Blog posts increased engagement with the site, while incorporating ads was detrimental to traffic.



24% OF VISITORS CLICKED ON A BLOG POST



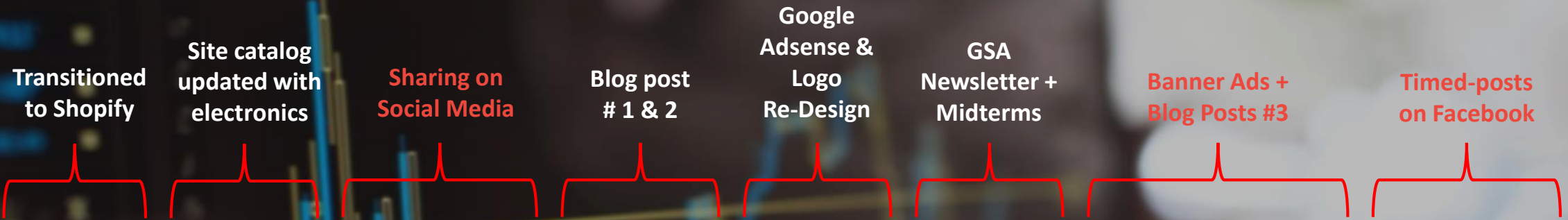
68% OF TOTAL SESSIONS ARE BETWEEN 0-10 SECONDS



SESSIONS SUMMARY



Site traffic spiked after each major campaign strategy is implemented.



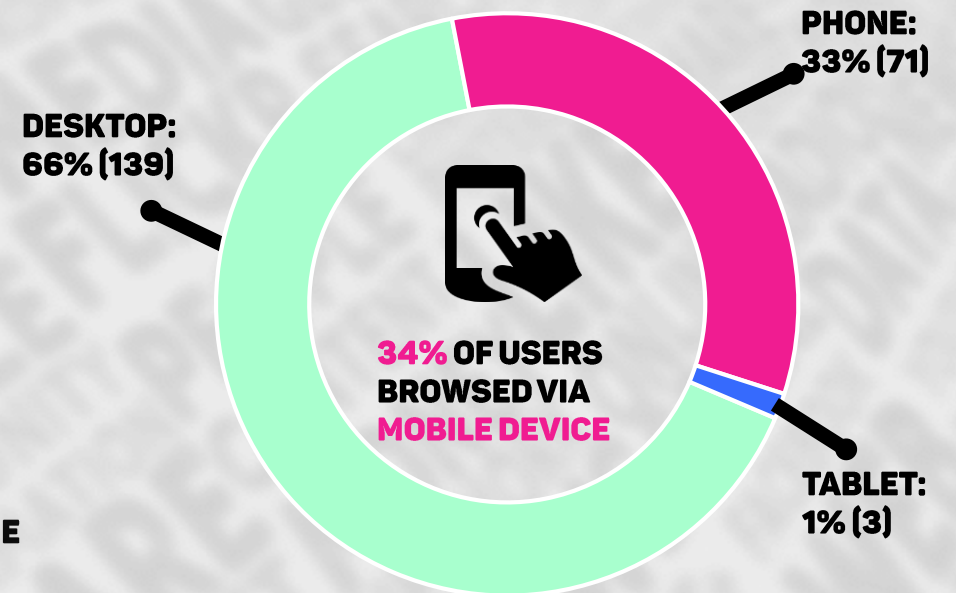
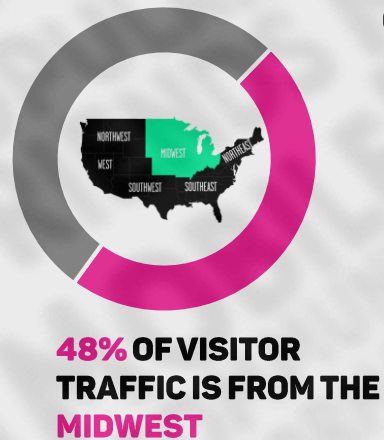
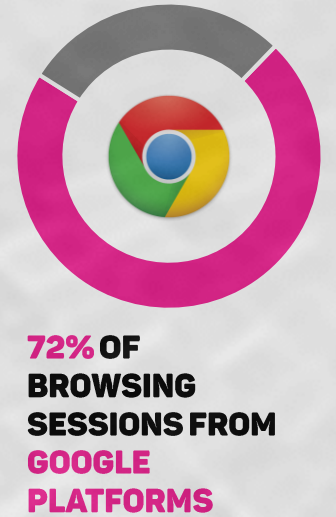
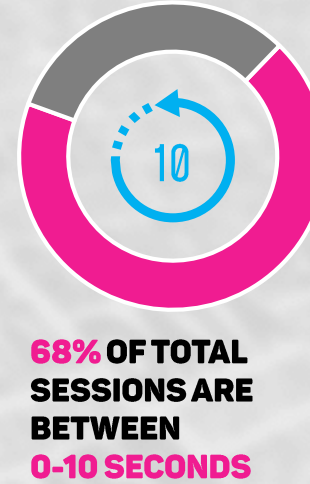
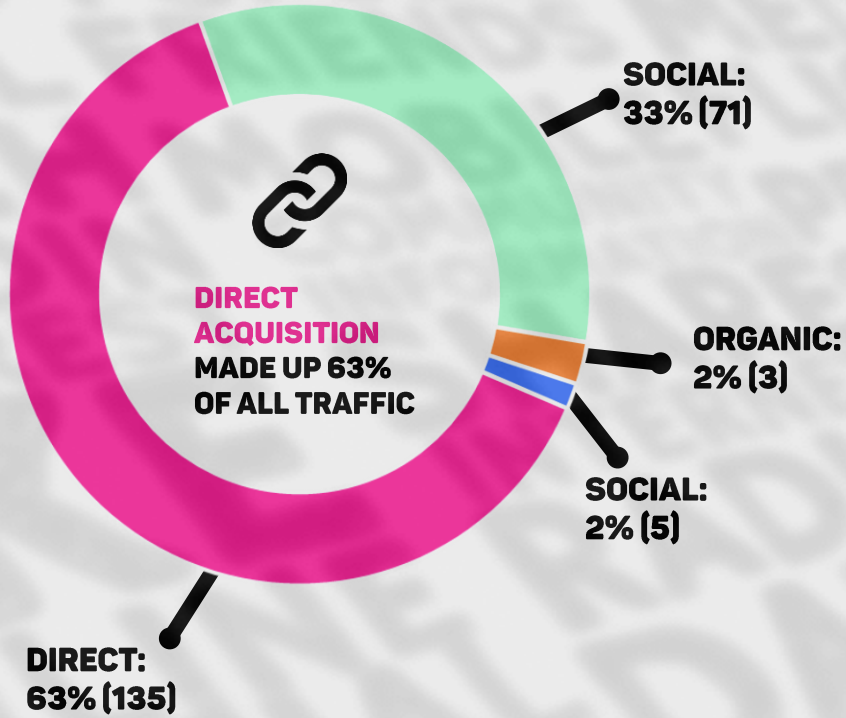
Sessions



DATA & INSIGHTS



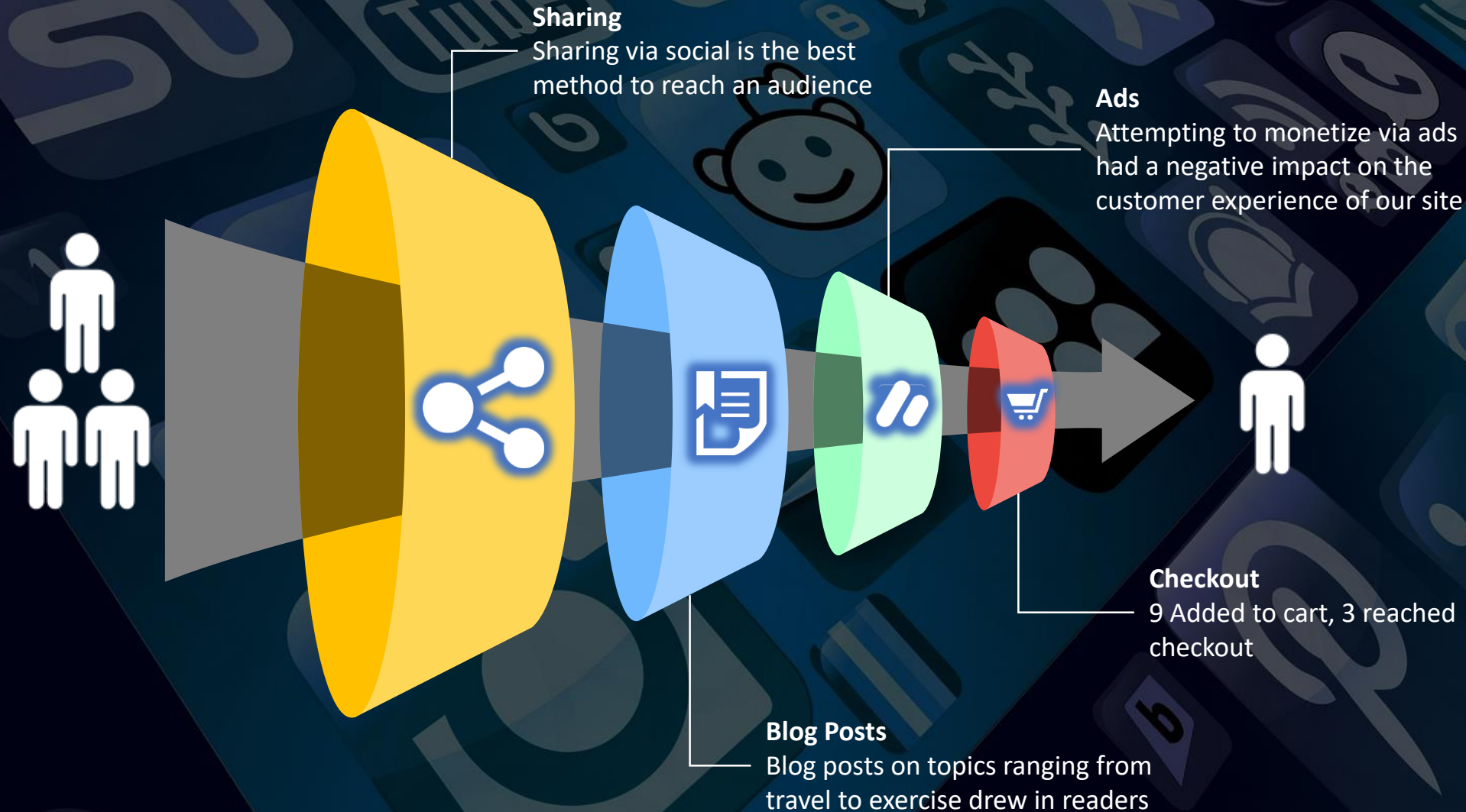
Most users landed on our page through a direct link, with a third of users browsing via a mobile device.



WHAT WE LEARNED – TRAFFIC DRIVERS



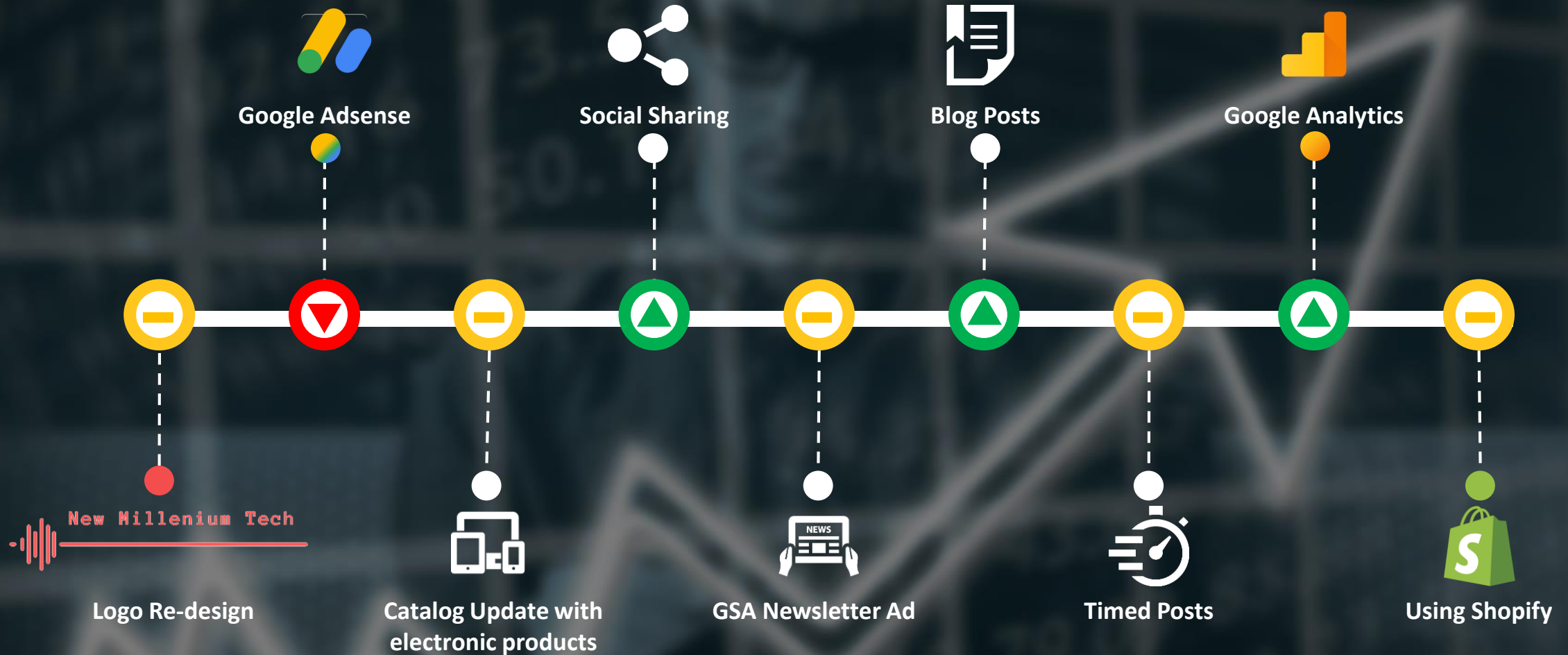
Although our efforts drove awareness and interest, we were unable to promote true consideration or sales





WHAT WE LEARNED - SUMMARY

Writing blog posts, sharing via social media, and making use of timed posts proved most effective.






APPENDIX – SESSION OVERVIEW (SHOPIFY)



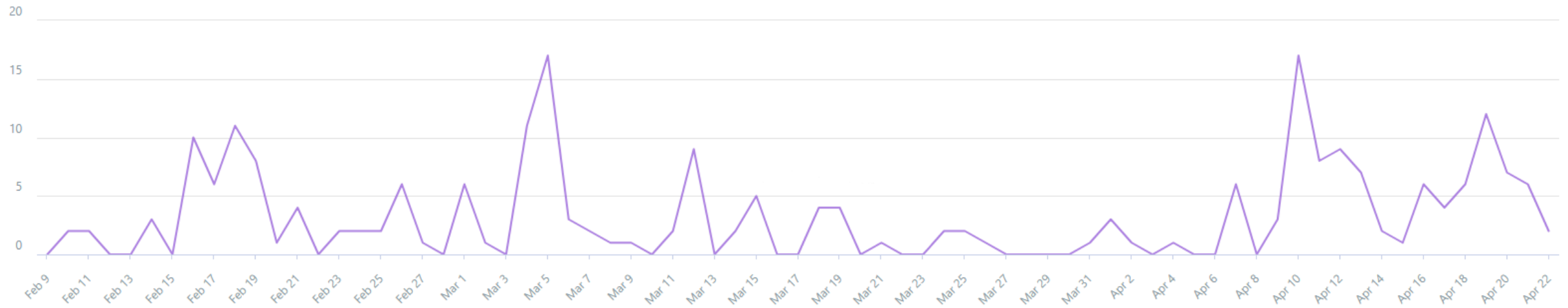
Sessions by Day

Sessions over time

 Print  Export

Date range  Feb 9, 2019 - Apr 22, 2019 Group by Day ▾

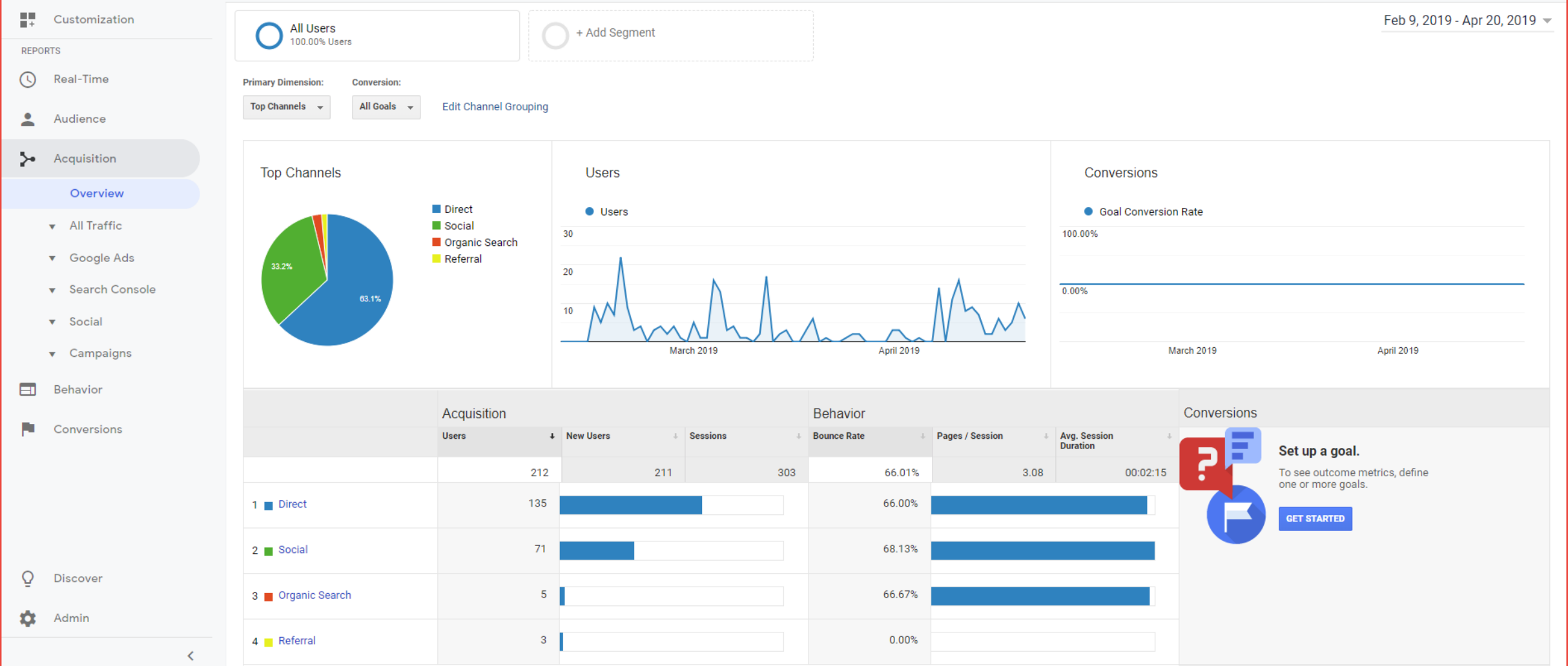
Sessions



APPENDIX – ACQUISITION OVERVIEW (GOOGLE ANALYTICS)



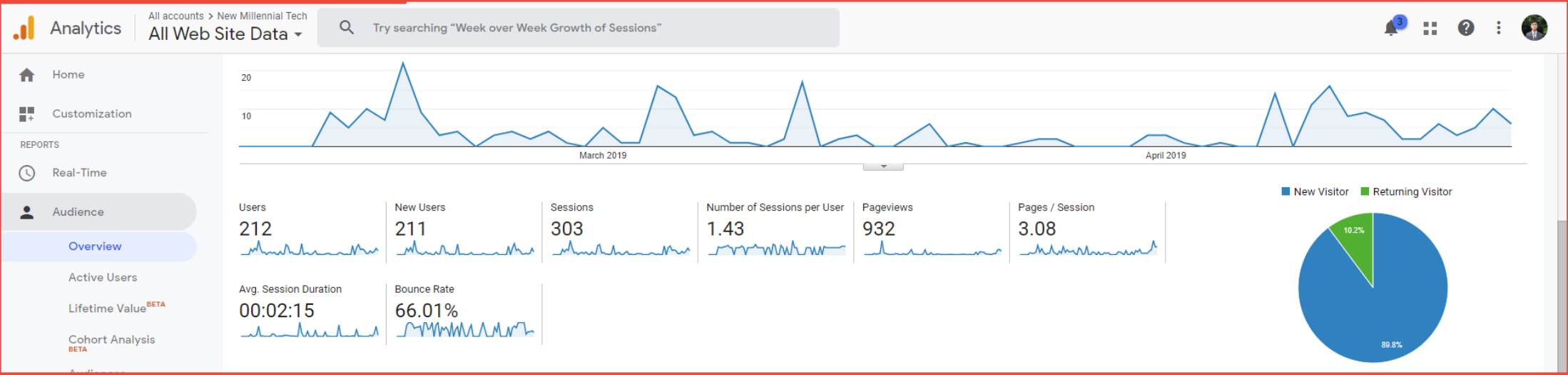
Acquisition Overview



APPENDIX – AUDIENCE (GOOGLE ANALYTICS)



Demographics Overview



Language

Language	Users	% Users
1. en-us	203	95.75%
2. es-es	2	0.94%
3. en	1	0.47%
4. en-ca	1	0.47%
5. en-in	1	0.47%
6. en-ph	1	0.47%
7. es-us	1	0.47%
8. fr-fr	1	0.47%
9. ko-kr	1	0.47%

[view full report](#)

City

City	Users	% Users
1. New York	54	24.55%
2. East Lansing	31	14.09%
3. Dearborn	26	11.82%
4. (not set)	18	8.18%
5. Boardman	7	3.18%
6. Ashburn	7	3.18%
7. Detroit	5	2.27%
8. Jersey City	5	2.27%
9. Los Angeles	3	1.36%
10. Greensboro	3	1.36%

APPENDIX – BEHAVIOR (GOOGLE ANALYTICS)



Frequency & Recency

Sessions








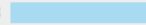












303

% of Total: 100.00% (303)

Pageviews

932

% of Total: 100.00% (932)

Count of Sessions ?	Sessions ?	Pageviews ?	Total number of pages viewed.
1	211 	470 	
2	24 	79 	
3	15 	48 	
4	13 	168 	
5	7 	21 	
6	7 	22 	
7	5 	10 	
8	4 	27 	
9-14	14 	70 	
15-25	3 	17 	

The order in which sessions associated with one visitor occur. 1st Session has no prior sessions recorded. 2nd session has 1 prior session recorded.

Engagement

Session Duration ?

0-10 seconds

11-30 seconds

31-60 seconds

61-180 seconds


181-600 seconds

601-1800 seconds

1801+ seconds

Sessions ?

207 

29 

11 

23 


17 

12 

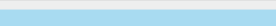
4 


Pageviews ?

217 

102 

44 

163 

131 

118 

157 

Total number of pages viewed.

Length of session

APPENDIX – TECHNOLOGY OVERVIEW (GOOGLE ANALYTICS)



Browser Statistics

Technology	Browser ?	Acquisition			Behavior			Conversions		
		Users ?	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?	Goal Value ?
		212 % of Total: 100.00% (212)	211 % of Total: 100.00% (211)	303 % of Total: 100.00% (303)	66.01% Avg for View: 66.01% (0.00%)	3.08 Avg for View: 3.08 (0.00%)	00:02:15 Avg for View: 00:02:15 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
▼ Mobile	1. Chrome	134 (63.21%)	133 (63.03%)	217 (71.62%)	61.75%	3.40	00:02:47	0.00%	0 (0.00%)	\$0.00 (0.00%)
▼ Cross Device <small>BETA</small>	2. Safari (in-app)	27 (12.74%)	27 (12.80%)	31 (10.23%)	74.19%	1.65	00:01:08	0.00%	0 (0.00%)	\$0.00 (0.00%)
▼ Custom	3. Safari	23 (10.85%)	23 (10.90%)	25 (8.25%)	76.00%	2.28	00:01:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
▼ Benchmarking	4. Android Webview	16 (7.55%)	16 (7.58%)	17 (5.61%)	70.59%	4.12	00:00:41	0.00%	0 (0.00%)	\$0.00 (0.00%)
Users Flow	5. Firefox	4 (1.89%)	4 (1.90%)	4 (1.32%)	75.00%	2.00	00:00:18	0.00%	0 (0.00%)	\$0.00 (0.00%)
Acquisition	6. Android Browser	2 (0.94%)	2 (0.95%)	3 (0.99%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
Behavior	7. Edge	2 (0.94%)	2 (0.95%)	2 (0.66%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
Conversions	8. Internet Explorer	2 (0.94%)	2 (0.95%)	2 (0.66%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
Discover	9. [FBAN	1 (0.47%)	1 (0.47%)	1 (0.33%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
	10. Mozilla Compatible Agent	1 (0.47%)	1 (0.47%)	1 (0.33%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 10 of 10

Device Usage

▼ Custom	Plot Rows	Secondary dimension	Sort Type: Default							
▼ Benchmarking	Device Category ?	Acquisition			Behavior			Conversions		
Users Flow		Users ?	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?	Goal Value ?
Acquisition		212 % of Total: 100.00% (212)	211 % of Total: 100.00% (211)	303 % of Total: 100.00% (303)	66.01% Avg for View: 66.01% (0.00%)	3.08 Avg for View: 3.08 (0.00%)	00:02:15 Avg for View: 00:02:15 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
Behavior	1. desktop	139 (65.57%)	138 (65.40%)	215 (70.96%)	63.26%	3.35	00:02:49	0.00%	0 (0.00%)	\$0.00 (0.00%)
Conversions	2. mobile	70 (33.02%)	70 (33.18%)	85 (28.05%)	71.76%	2.45	00:00:52	0.00%	0 (0.00%)	\$0.00 (0.00%)
Discover	3. tablet	3 (1.42%)	3 (1.42%)	3 (0.99%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
Admin										

Show rows: 10 Go to: 1 1 - 3 of 3

This report was generated on 4/26/19 at 2:28:18 AM - Refresh Report

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APPENDIX – PAGE OVERVIEW (GOOGLE ANALYTICS)

