

Google Merchandise Store

Marketing Performance

Period Performance: April 2020

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Google Merchandise Store

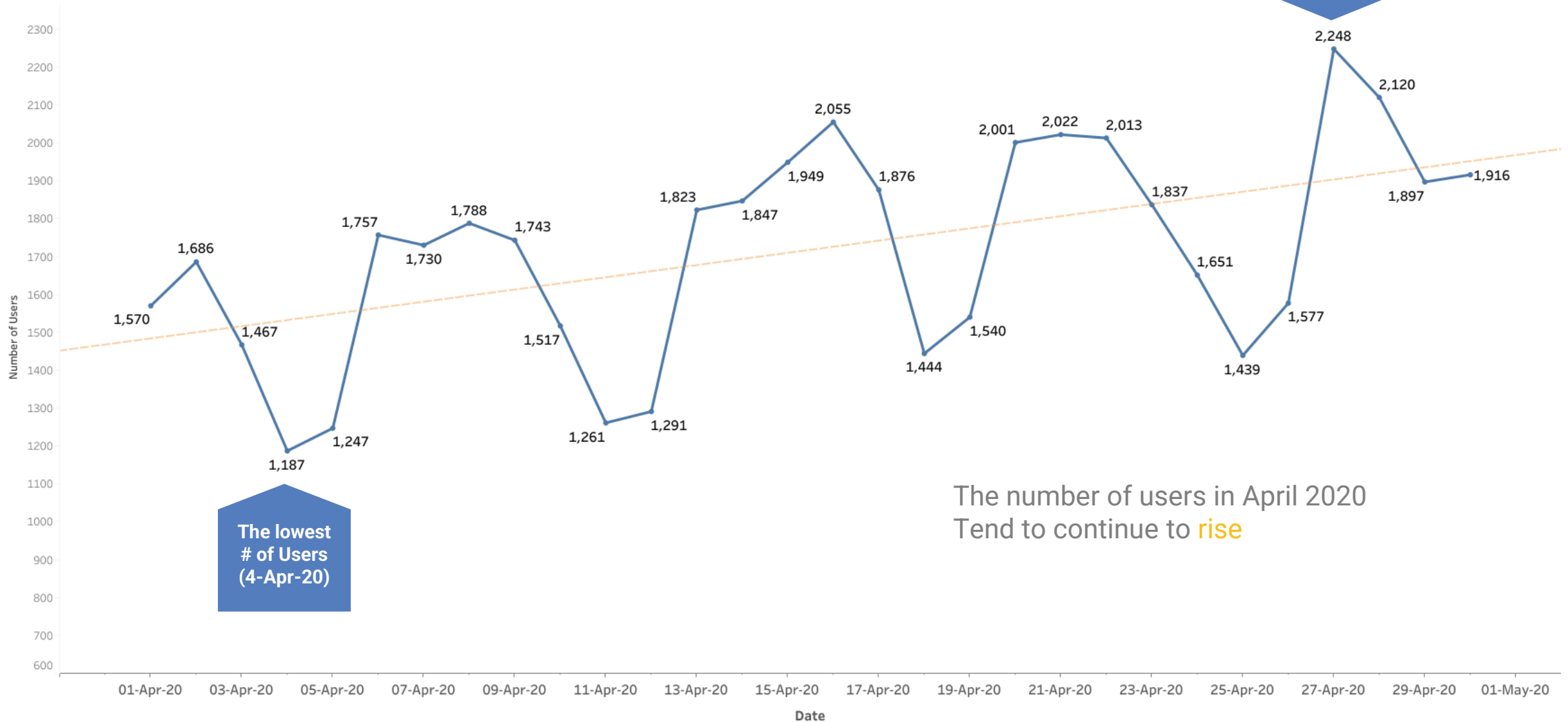
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What are we talking about?

“The **Marketing Performance** of
Google Merchandise Store website in April 2020”

Marketing Performance

Number of daily active users in April 2020



Sales Performance

\$3,035.02

Total Revenue

0.10%

*Conversion Rate

*Conversion Rate:
The percentage of sessions that
resulted in an e-commerce transaction

\$0.07

Average
Revenue Per User

\$52.33

Avg. Order Value
(Average value of transactions)

58

Transactions
(The total number of completed
purchases on website)

206

Quantity
(The number of units sold in
ecommerce transactions)

Sessions

*Sessions
58,015



Average revenue
Per session
\$0.05

There are 58,015 sessions with
\$0.05 average revenue per session
in April 2020

*Sessions: A group of interactions one user takes within a given time frame on the website. Google Analytics defaults that time frame to 30 minutes. Meaning whatever a user does on the website (e.g. browses pages, downloads resources, purchases products) before they leave equals one session.

Revenue Per Channels

Source/Medium	Revenue	Avg. Order Value
google / organic	\$1,827.90	\$57.12
(direct) / (none)	\$913.82	\$43.52
google / cpc	\$206.30	\$68.77
bing / organic	\$65.00	\$65.00
yahoo / organic	\$22.00	\$22.00

- The highest revenue is from [google / organic](#) channel with \$1,827.90
- However, this is not the highest average order value channel
- In addition, the highest average order value is [google / cpc](#) with \$68.77

Sessions & Revenue Per Traffic Source

Source / Medium	Sessions	Revenue
google / organic	31,696	\$1,827.90
(direct) / (none)	9,176	\$913.82
analytics.google.com / referral	3,726	\$0.00
mall.googleplex.com / referral	2,801	\$0.00
Partners / affiliate	1,929	\$0.00
creatoracademy.youtube.com / referral	1,783	\$0.00
google.com / referral	1,483	\$0.00
(not set) / (not set)	1,321	\$0.00
google / cpc	1,032	\$206.30
dfa / cpm	894	\$0.00

- The traffic source with the highest sessions is [google / organic](#) with 31,696 sessions and made the highest revenue.
- [google / cpc](#) has 1,032 sessions and made the third-largest revenue from all traffic sources.

Transactions & Ecommerce Conversion Rate Per Traffic Sources

Source / Medium	Transactions	*Ecommerce Conversion Rate
google / organic	32	0.10%
(direct) / (none)	21	0.23%
google / cpc	3	0.29%
bing / organic	1	0.34%
yahoo / organic	1	0.81%

- [google / organic](#) has the highest number of transactions (32 times) with 0.10% of ecommerce conversion rate
- [yahoo / organic](#) has the highest ecommerce conversion rate (0.81%). But it is the last for the number of transactions (just 1 time).

*Ecommerce Conversion Rate: The percentage of sessions that resulted in an e-commerce transaction

Products

TOP PRODUCTS

(The products that can generate
more than 100 dollars.)

Product	Product Revenue	Quantity
Google Sherpa Zip Hoodie Charcoal	\$193.20	4
Google Women's Grid Zip-Up	\$132.30	3
Google Zip Hoodie F/C	\$120.00	2
Google Camp Mug Ivory	\$117.00	9
Google Incognito Techpack V2	\$88.00	1
Google Unisex Eco Tee Black	\$88.00	4
Google Campus Bike	\$80.00	2
Google Men's Tech Fleece Vest Charcoal	\$79.00	1
Google Thermal Bottle White	\$72.00	3
Google Men's Softshell Moss	\$69.30	1

Conclusion

Conclusions

Sales

Total Revenue in April 2020 is **\$3,035.02** and Conversion Rate is **0.10%**

Sessions

Sessions in April 2020 are **58,015 sessions** with **\$0.05** average revenue per session

Channels

google / organic channel made the highest revenue **but google / cpc** made the highest average order value

Traffic Sources

google / organic has the highest number of sessions and revenue.

Moreover, It has the highest number of transactions (**32 times**) with **0.10%** of ecommerce conversion rate

Products

The top four products that generated the highest revenue are:

Sherpa Zip Hoodie Charcoal
Women's Grid Zip-Up
Zip Hoodie F/C
Camp Mug Ivory

Recommendations

- Continue improving the conversion rate to be equal to or greater than *1.94%
- Focus more on **SEO because google/organic made the highest revenue, sessions, and the number of transactions
- Then, Improve google/cpc channel. Due to it made the third-largest revenue from all traffic sources.

* The average conversion rate in Ecommerce industry (irpcommerce, 2021)

** SEO: Search Engine Optimization.

Thank You.