



Google Merchandise Store

+ Digital Analysis Case


Presented by WENNA LIN 06.07.2023

**Note: GA4 Google Merchandise Store View
Data for the past 6 months
(Dec 1, 2022-May 31, 2023)**

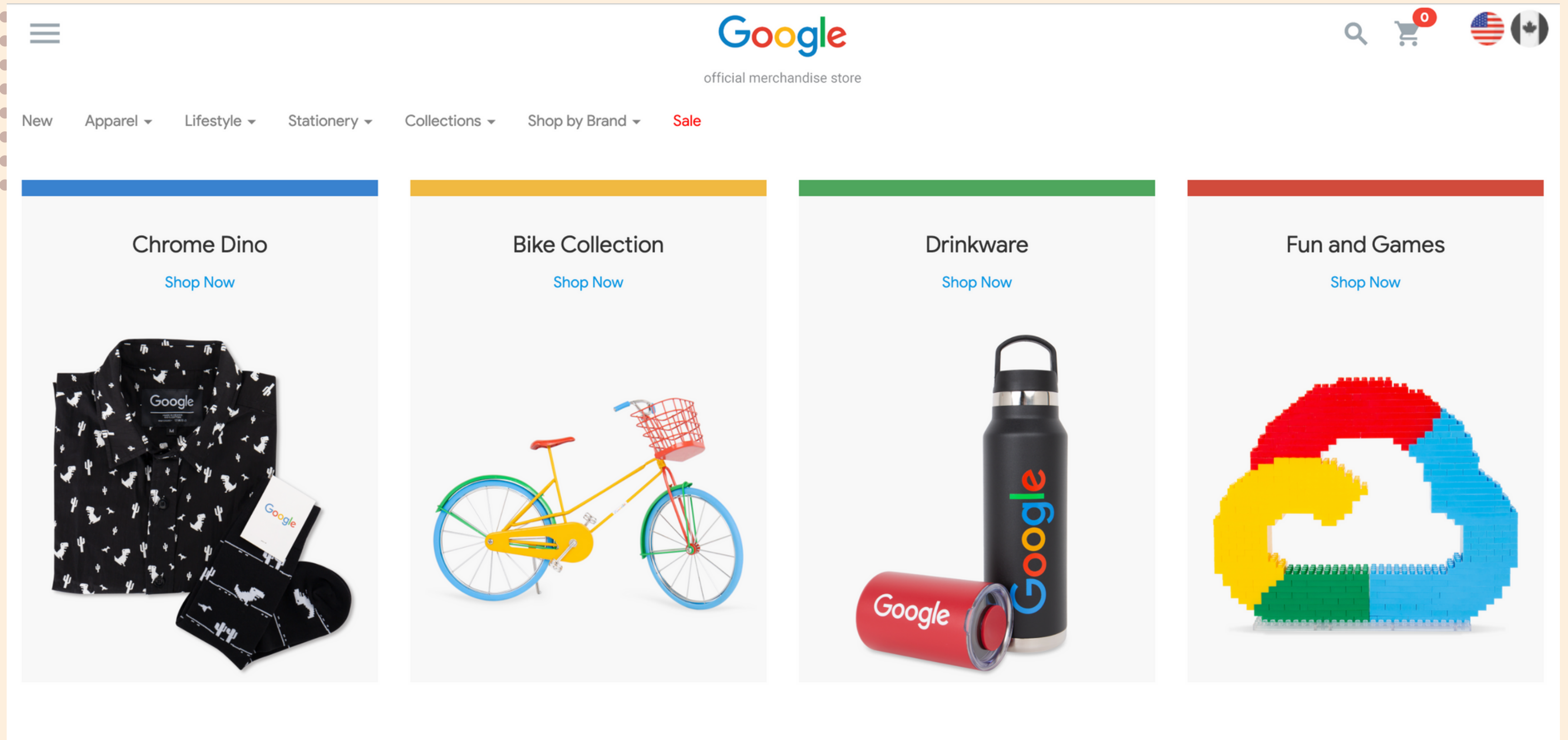




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01 Google Merchandise Store Introduction



01

Google Merchandise Store Introduction

The Google Merchandise Store is an official online retail platform that offers a wide range of merchandise and branded products related to Google and its various services. From apparel and accessories to tech gadgets and collectibles, the store provides a convenient and trusted destination for Google enthusiasts to purchase authentic merchandise. With a focus on quality and customer satisfaction, the Google Merchandise Store showcases the spirit and creativity of the Google brand, allowing fans to express their affinity and support for the company's products and innovations.



SECURE



TOP QUALITY



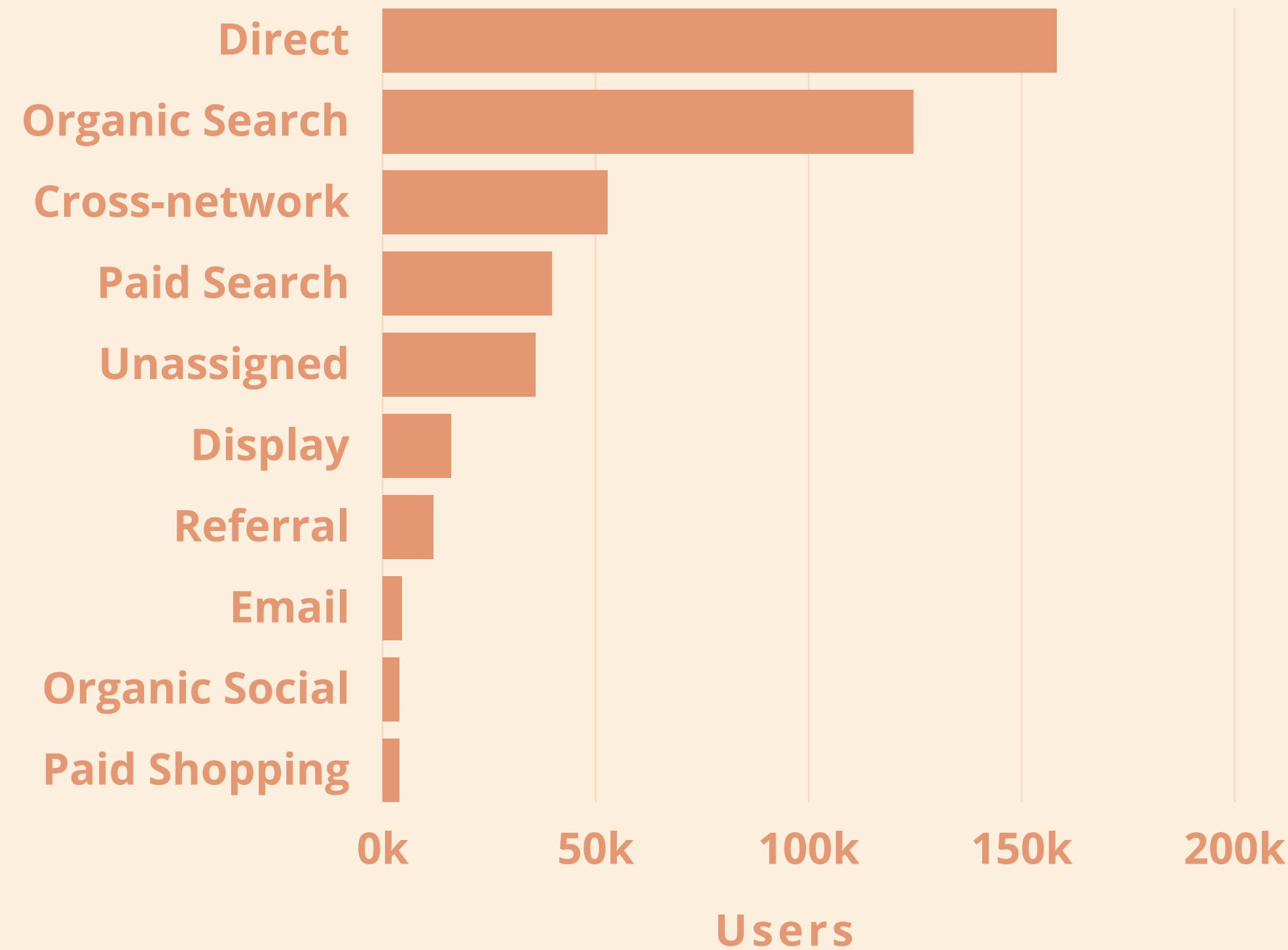
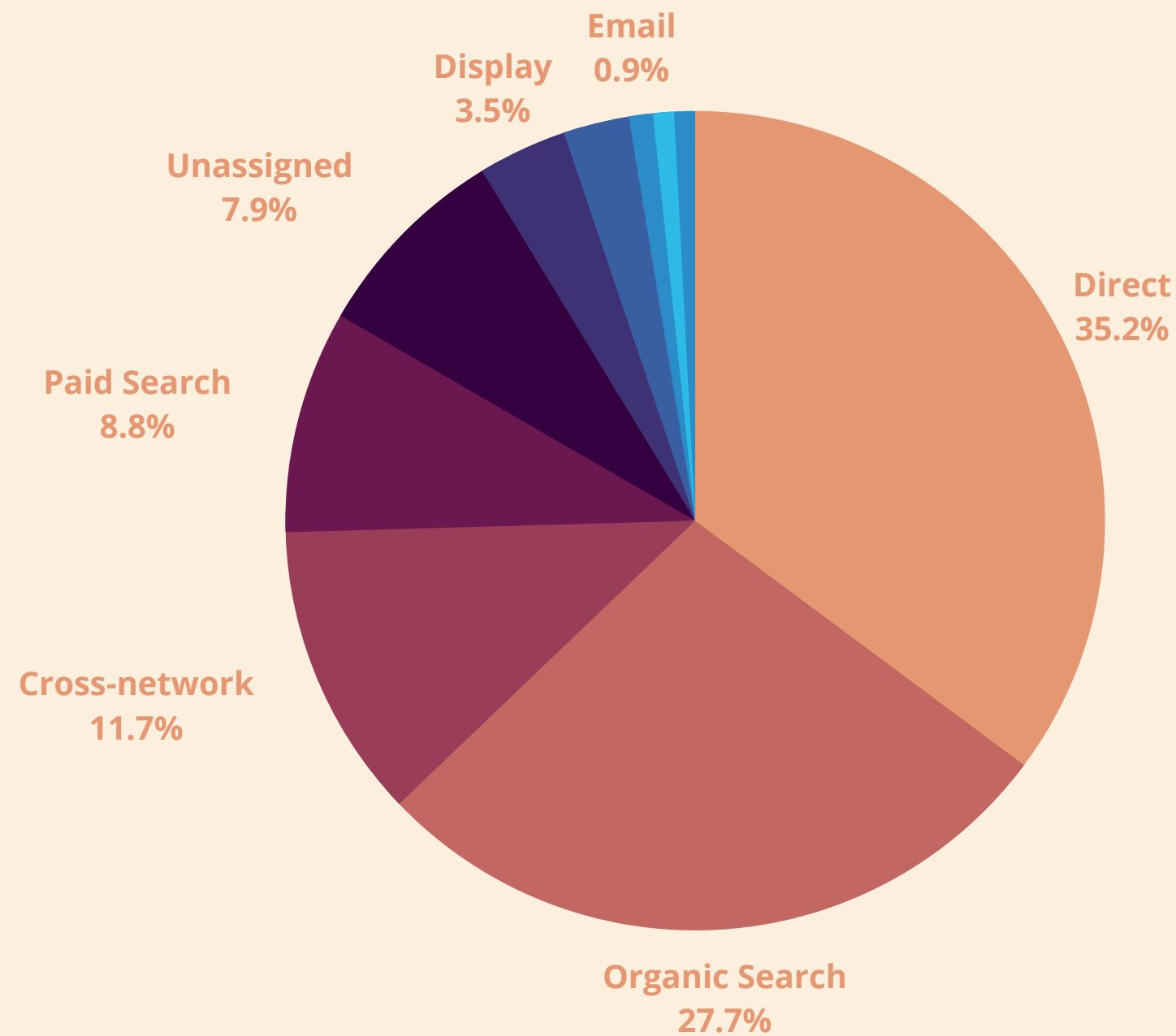
EASIER



TIME-**SAVING**

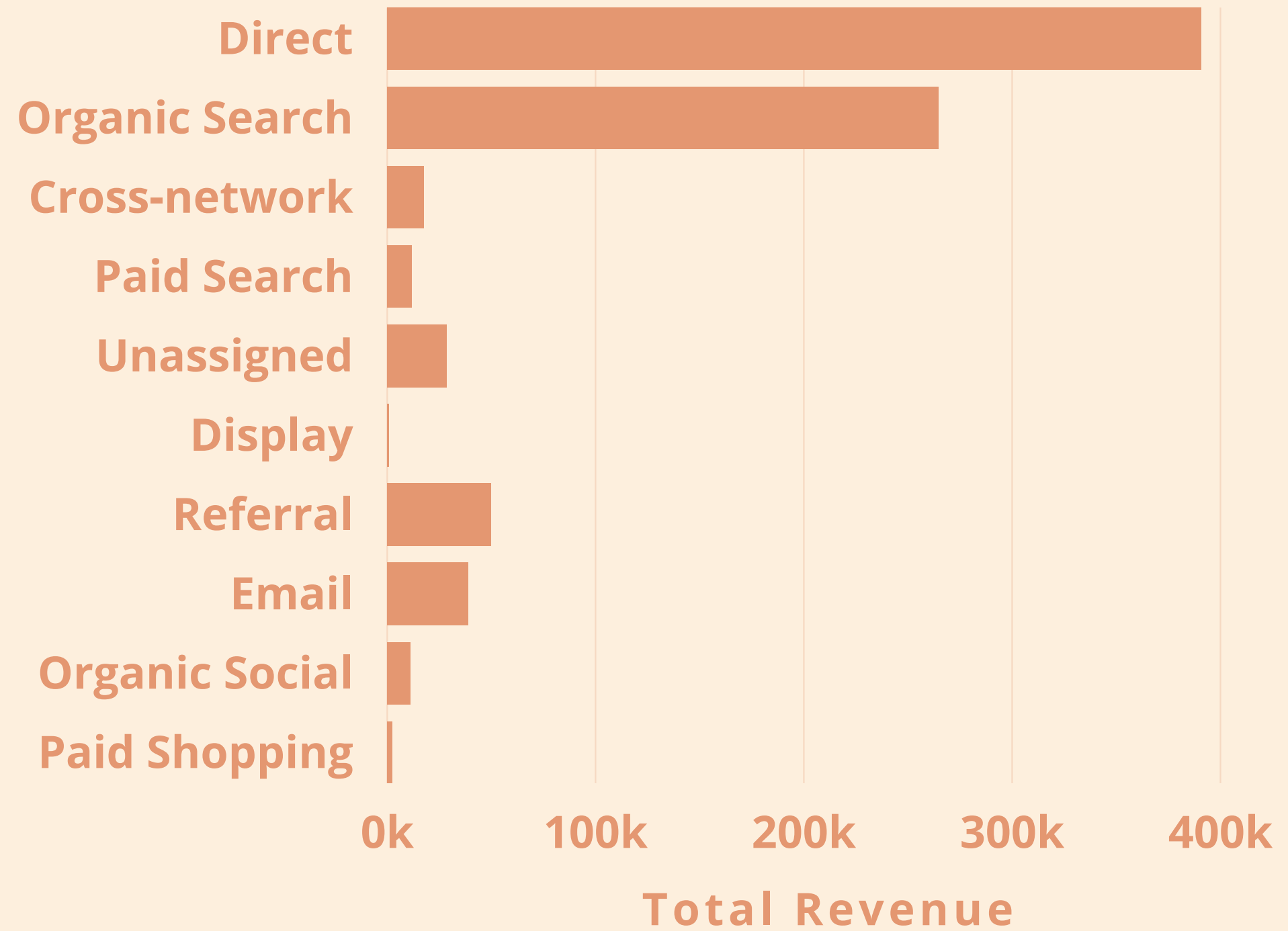
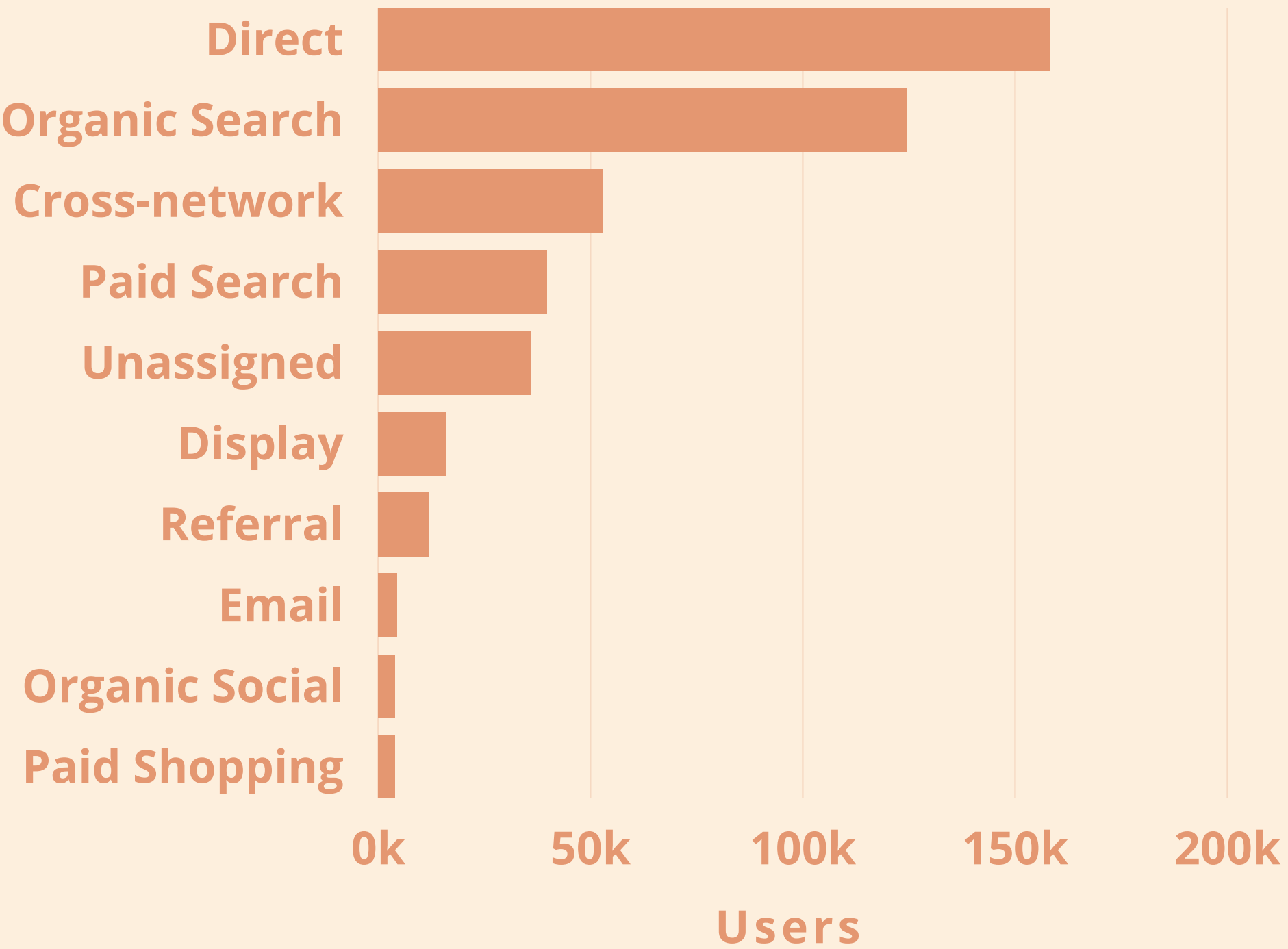
02

Traffic Sources Analysis



02

Traffic Sources Analysis



Insights & Recommendations

Insights

1

Direct Traffic:

Contributes 35.2% (primary source) of the total traffic, suggesting strong brand recognition and customer loyalty.

2

Organic Search :

The secondary source of traffic, accounting for 27.7% of overall traffic.

3

Referral Traffic:

Only accounts for 2.7% of traffic, but generate good revenue.

4

Email:

It only accounts for 0.9% of traffic, but generates good revenue.

Recommendations

Leverage Customer Loyalty:

Implement a loyalty program to encourage repeat visits and referrals.

Enhance SEO Strategies:

Optimize website content, meta tags, and page titles to improve organic search rankings.

Expand Referral Partnerships:

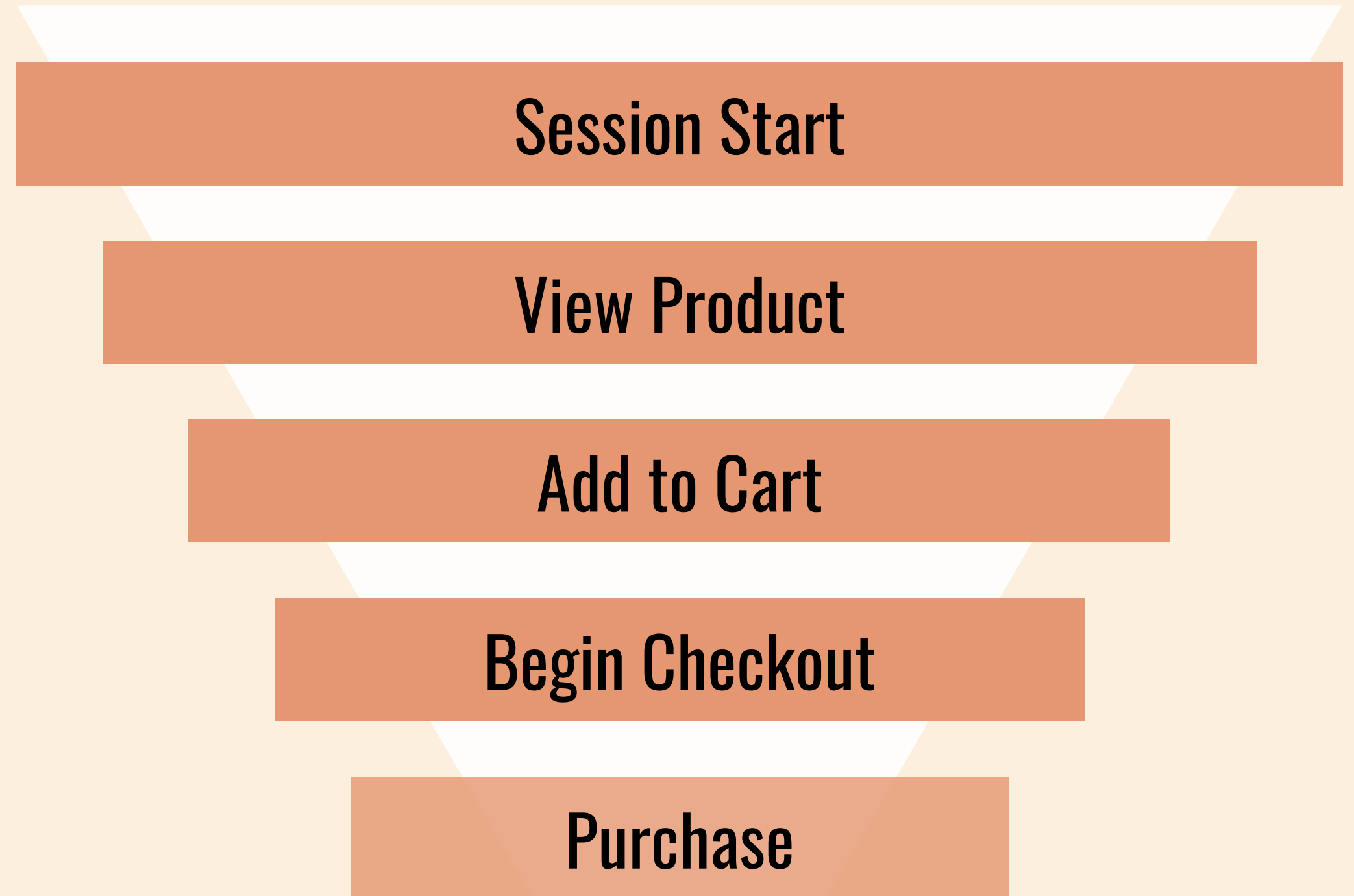
Identify high-quality websites related to Google products for potential collaborations.

Optimize Email Campaigns:

- Build a quality email list
- Pay attention to timing and frequency
- Monitor and analyze metrics

03

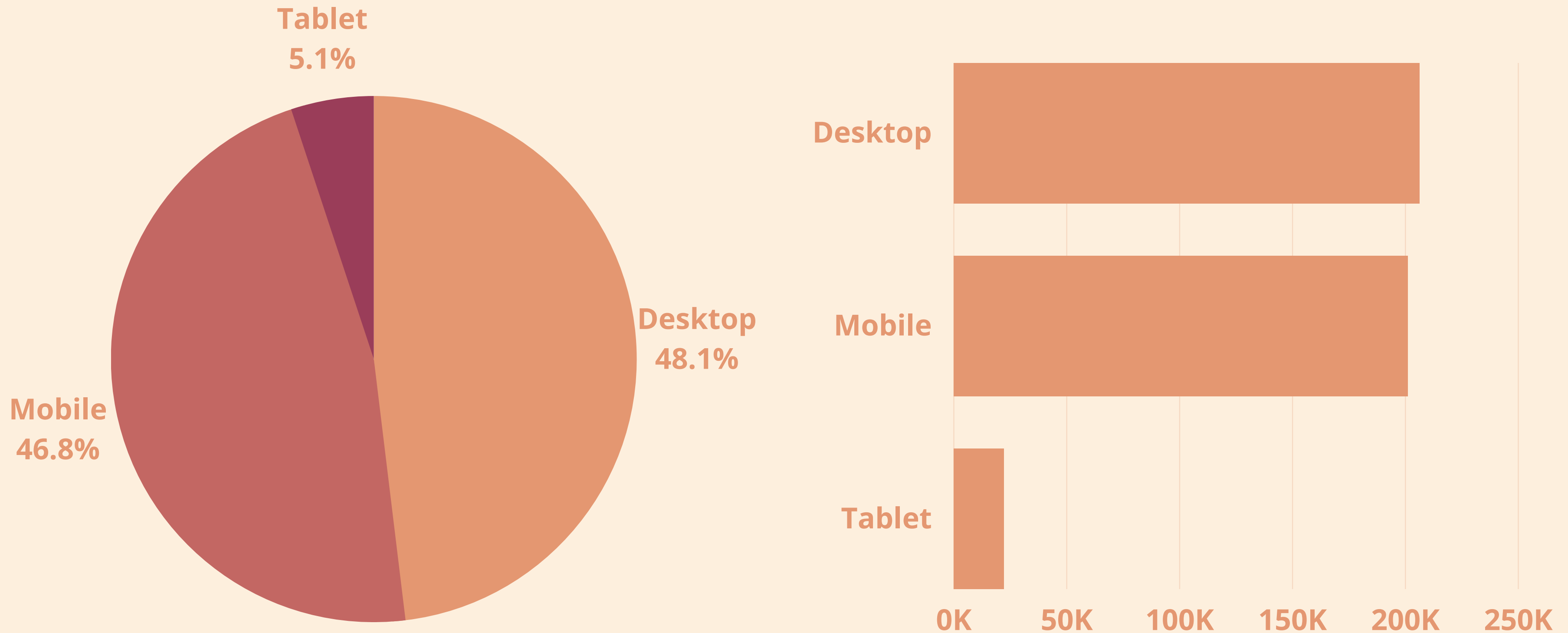
User Purchase Journey Analysis



**User Purchase Journey
Map**

03

User Purchase Journey Analysis



03

User Purchase Journey Analysis

Device Category	Session Start (User count) 403749	View Product (User count) 118936	Add to Cart (User count) 2964	Begin Checkout (User count) 1489	Purchase (User count) 895
Desktop	194,706	62,203 (31.90%)	2,545 (4.10%)	1,346 (52.90%)	828 (61.50%)
Mobile	187,855	54,729 (29.10%)	419 (0.80%)	143 (34.10%)	67 (46.90%)
Tablet	21,130	2,004	0	0	0
Smart.tv	58	0	0	0	0

Insights

Recommendations

Experimentation

Conversion Rate:

The mobile user has a significantly lower rate than the desktop user.

- **Mobile Responsive Design:**

Implement a responsive design to provide an optimal browsing experience across all devices.

- **Optimize Mobile Page Speed:**

Improve mobile page load times by compressing images, minimizing code, and leveraging browser caching.

- **Mobile Checkout Optimization:**

Streamline the mobile checkout process to reduce friction and increase conversion rates.

- A/B test different mobile website designs to identify the layout and features that drive higher conversion rates.
- Test the impact of implementing mobile-specific offers and promotions to incentivize mobile purchases.

Implement

Experimentation

Recommendation

Insights

Conversion Rate
improved !

04

Product Performance Analysis

1. User Demographic Interests details Chart

2. Ecommerce purchases Item name Chart

04 1. User Demographic Interests details Chart

	Interest	User	Total Revenue		Interest	User	Total Revenue
1	Technology	37,861	\$176,661.79	6	Sports & Fitness	21,889	\$121,890.10
2	Banking & Finance	26,118	\$160,212.07	7	Shutterbugs	25,836	\$115,741.76
3	Value Shoppers	33,939	\$151,231.82	8	Business Professionals	24,085	\$115,510.27
4	Media & Entertainment	31,124	\$142,304.60	9	Green Living	21,368	\$115,254.93
5	Travel	23,359	\$131,607.97	10	Travel/Business Travelers	20,025	\$108,921.06

04

2. Ecommerce purchases Item name Chart

	Interest	Item purchased	Item revenue
1	Google Unisex Eco <u>Tee</u> Black	740	\$16,637.60
2	Google Cloud Desktop Neon Sign	118	\$16,027.00
3	Google Black Eco <u>Zip Hoodie</u>	275	\$15,883.80
4	Google Super G Tahoe Unisex Black <u>Puffer Vest</u>	125	\$12,236.00
5	Google Vintage Washed Forest <u>Pullover</u>	186	\$11,595.00

	Interest	Item purchased	Item revenue
6	Google Crewneck <u>Sweatshirt</u> Black	243	\$11,536.80
7	Google Vintage Washed Plum <u>Sweatshirt</u>	198	\$11,233.20
8	Google Campus Bike	237	\$10,177.00
9	Google Pixel Superfan Dark Mode Bottle	201	\$10,043.60
10	Google Cloud Unisex Onyx Zip <u>Hoodie</u>	175	\$9,867.00

Insights

Top-Selling Product Categories:

identify top-selling products based on revenue and quantity sold - mostly culture clothing

Recommendations

- **Optimize Top-Selling Products:**
Continuously monitor and optimize the inventory, pricing, and promotion strategies for the top-selling products.
- **Expand Product Categories:**
Identify underperforming categories and consider expanding the product range to cater to diverse customer needs.

Experimentation

- A/B test different product placement strategies to determine the most effective way to highlight top-selling products.
- Test the impact of offering personalized recommendations based on customer preferences and browsing behavior.

Insights

Recommendation

Experimentation

Implement

Revenue Grow !

Conclusion

Analysis

1

**Traffic Sources
Analysis**

2

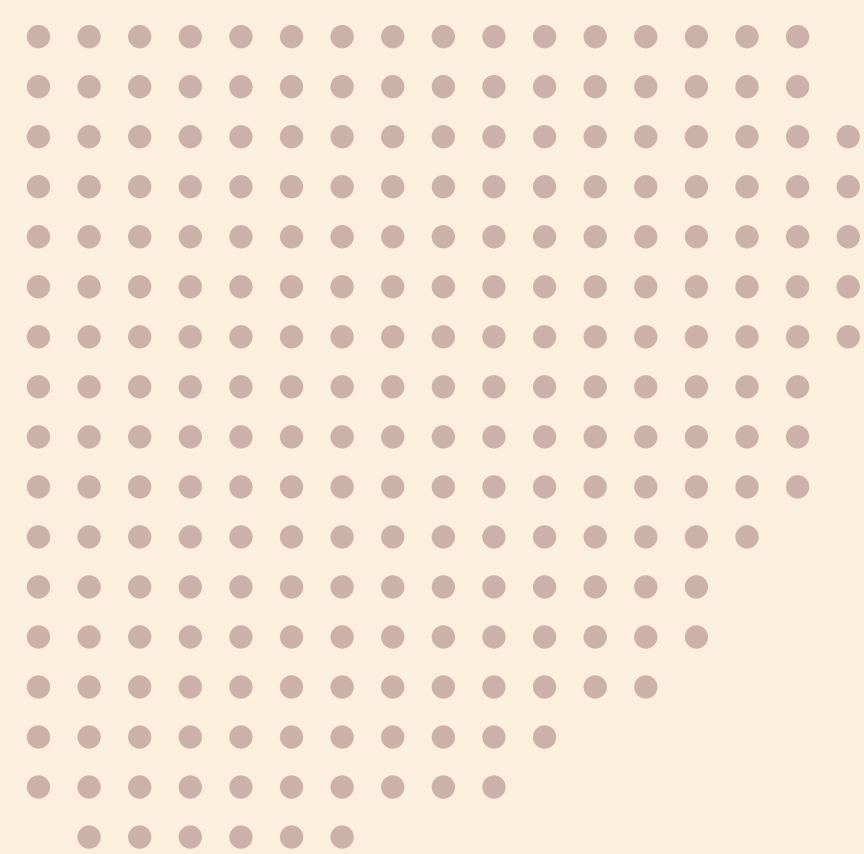
**User Journey
Analysis**

3

**Product Performance
Analysis**

Aim & Goal

Bring more traffic, enhance website performance, drive conversions, generate revenue, and increase customer satisfaction.



Thank you for listening!



HAVE A GREAT DAY AHEAD.

