UDACITY

Marketing Data and Technology

Draw Insights from Marketing Data

Draw Insights from Marketing Data

Whether beginning fresh, or inheriting someone else's GA / Digital Marketing implementation, you need a place to start when it's time to begin providing reports, analysis and gaining insight. This project will give you the foundational steps required to:

1. Step in at any point along the way
2. Help identify goals and how the correct approach to leveraging GA can provide support for those goals
3. Implementation Assessment
4. Data Exploration
5. Segmentation

You do not need to do anything on this slide.

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Part One: Setting Goals

Identify Key Business Objectives

Key Business Objective: A defined goal or outcome used to plan the desired direction of your company.
Write at least 3 but no more than 5 business objectives that support your business model. Each objective should be SMART. *My company is a fashion and beauty retail e-commerce company called Baddiez Only.*

1	*Key Business Objective 1 (required) :* Increase website traffic to our online shop Increase website visitors by 10% in the first quarter of next year of 2024 through our new years eve sales campaign through social media content, video & influencer marketing, social promotions, and discount promotions
2	*Key Economic Business Objective 2 (required)* Grow brand awareness Increase market share by improving brand awareness in 12 months. As measured by an increase in referrals, organic brand name search by 15%, social media ads and content shares, and an influencer campaign.”
3	*Key Economic Business Objective 2 (required)* Increase social media followers Increase social media followers by 15% in the next six months by increasing new content posts, video content, product giveaways, influencer marketing and brand ambassadorships for our brands.

Identify Key Performance Indicators

Key Performance Indicator (KPI): A quantifiable metric used to determine how effectively your key business objectives are being met. Ensure that the specific metric is clearly identified.	
1	*Key Performance Indicator 1 for Key Business Objective 1 (required)* ***Increase Web Traffic KPI: new visitors to site, returning visitors***
2	*Key Performance Indicator 2 for Key Business Objective 2 (required)* ***Grow Brand Awareness. engagement to posts, shares and follower growth, media mentions, referral links***
3	*Key Performance Indicator 3 for Key Business Objective 3 (required)* ***Increased follower growths on social media platforms***

Part Two:
A/B Testing Proposal

A/B Testing Proposal: Instructions

For one of the KPIs identified in Part 1, you will outline a proposal for an A/B test.

To demonstrate your knowledge:

- Identify a variable that will have an impact on the KPI and metric
- Determine a hypothesis for what you expect to happen. Your hypothesis should include the variable you are testing and an explanation of your reasoning for testing this variable.
- Describe the steps you would take to perform the test. DO NOT ACTUALLY PERFORM THE A/B TEST.
- Describe the steps you would take to determine the results of the A/B test.
- **Place your responses and notes on the slides that follow.**

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A/B Testing Proposal: KPI, Variable, and Hypothesis

KPI used as the basis for an A/B Test:. *Copy the KPI from part 1 here.*

Increase website traffic to our online shop. *In*crease website visitors by 10% in the first quarter of next year of 2024 through our new years eve sales campaign through. **(*Increase Web Traffic KPI: new visitors to site, returning visitors)***

Identify a variable that will have an impact on the KPI and metric

Insert the variable chosen for the A/B test here. ***Testing Variables: Landing Pages***

Determine a hypothesis for your A/B Test. Your hypothesis should include the variable you are testing and your predicted outcome.

Insert the hypothesis for the A/B test here. I believe that Landing page A will get more clicks and conversion than Landing Page B because A offers 60% of one popular product while B offers a 30% discount for a buy one get one free sale, Users will be split into Group A Discount and Group B Discount.

A/B Testing Proposal: Testing Process

Describe the steps you would take to perform the A/B test. *Insert a general description of the steps you would take to perform the A/B test.*

Describe the steps you would take to perform the A/B test.

1. *I would first determine the variable/variables. The option I picked was a landing page to test. The metrics I looked at were conversion rate and bounce rate. High bounce rate indicate low visitor interest in the design or content. While high conversion rate will indicate which product is performing better among customers. This bounce rate can viewed through Google Analytics through Acquisition, Behavior & Conversion tabs & the conversion rate in the conversion tab. Determining which gets the higher bounce rate vs conversion rate will help me determine my hypothesis at the end if Landing page A will do better than B.*
2. *I would set the time duration for 2 weeks or more and budget for 500.*
3. *Data will be collected into Google Analytics / Mix Panel (Analytics Tool). The test will run for two weeks with a sample size of 1000 users.*
4. *Lastly, I would confirm whether or not hypothesis is true and adjust the strategy accordingly to optimize for best marketing performance.*

Part Three: Data Exploration

Data Exploration: Instructions

Assume you're working with a client who has limited knowledge and experience, and who is relying your critical eye and expertise. They've looked at the data but aren't' sure what to make of it, and they have specific questions they want you to answer. Some of the questions are driven by a cut-and-dry need to know. For others, you may be asked to share your insight.

To demonstrate your knowledge:

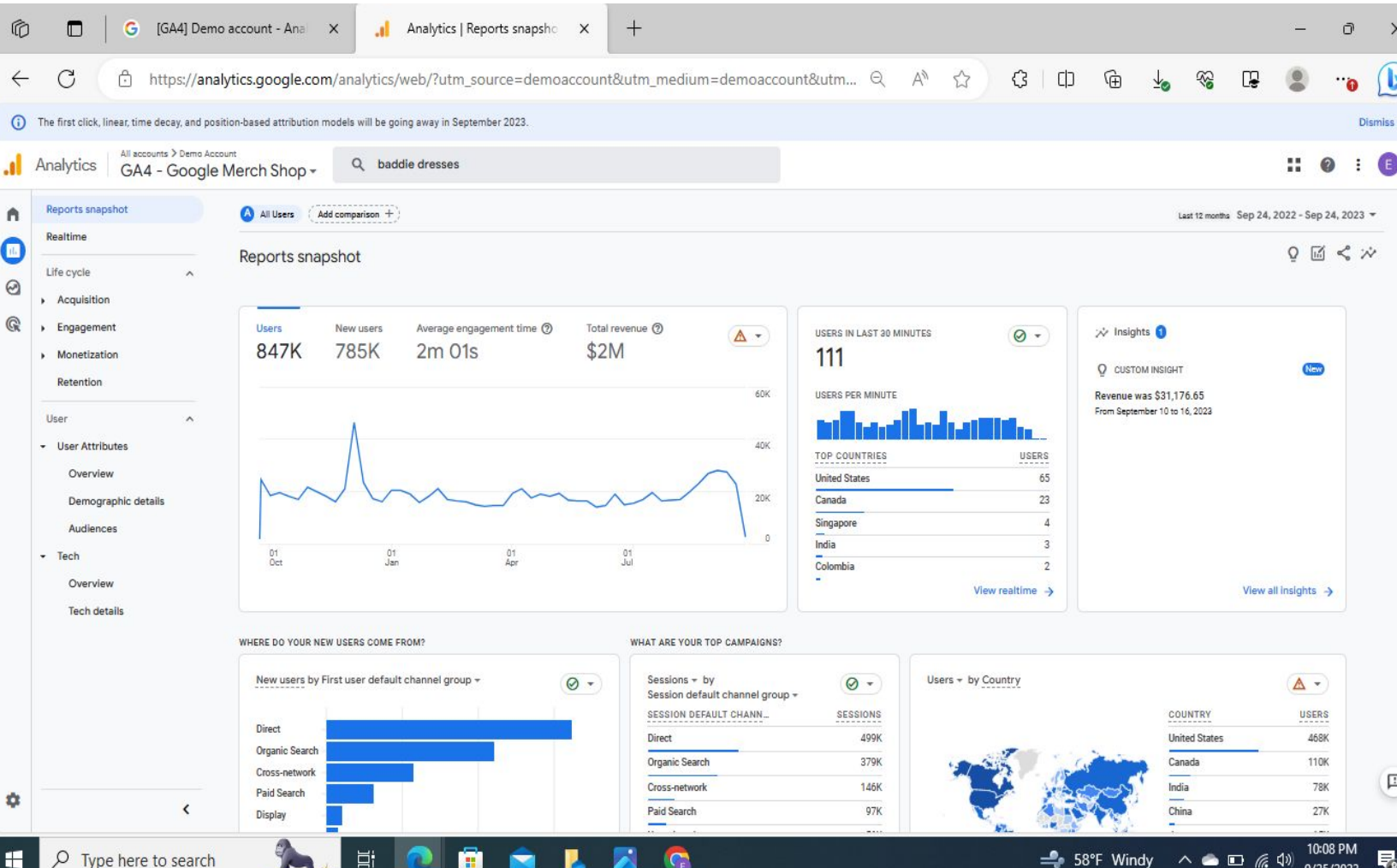
- You will either be using your own company's Google Analytics data or the demo data provided, as selected in part 1.
- For each of the questions that follow, take screenshots that show the indicated information.
- Provide annotations where indicated to give clarity to your answer
- If you are asked to provide your insight on a given question, provide those, too, on another slide right after the slide that contains your screenshot(s)
- **Place your questions, screenshots, and notes on the slides that follow.**

Reports Snapshot

From the Reports Snapshot, select a twelve month time period you would like to explore.

Ensure that the following are visible in the screenshot:

- Timeframe Sept. 2022- Sept 2023
- New users: 847K
- Axis values



Reports Snapshot

Which month had the most new users, and which month had the fewest new users? *December of last year had the most new users. While September of last year had the least users.*

Do you have any ideas why certain trends are associated with these specific months?

December is the time for christmas holiday spending. While September is usually back to school shopping. So parents and students are usually budgeting for back to school.

There was also more direct sales, than organic search, paid search and display. This shows how the term and brand is widely established. Which leads customers directly to sites to shop.

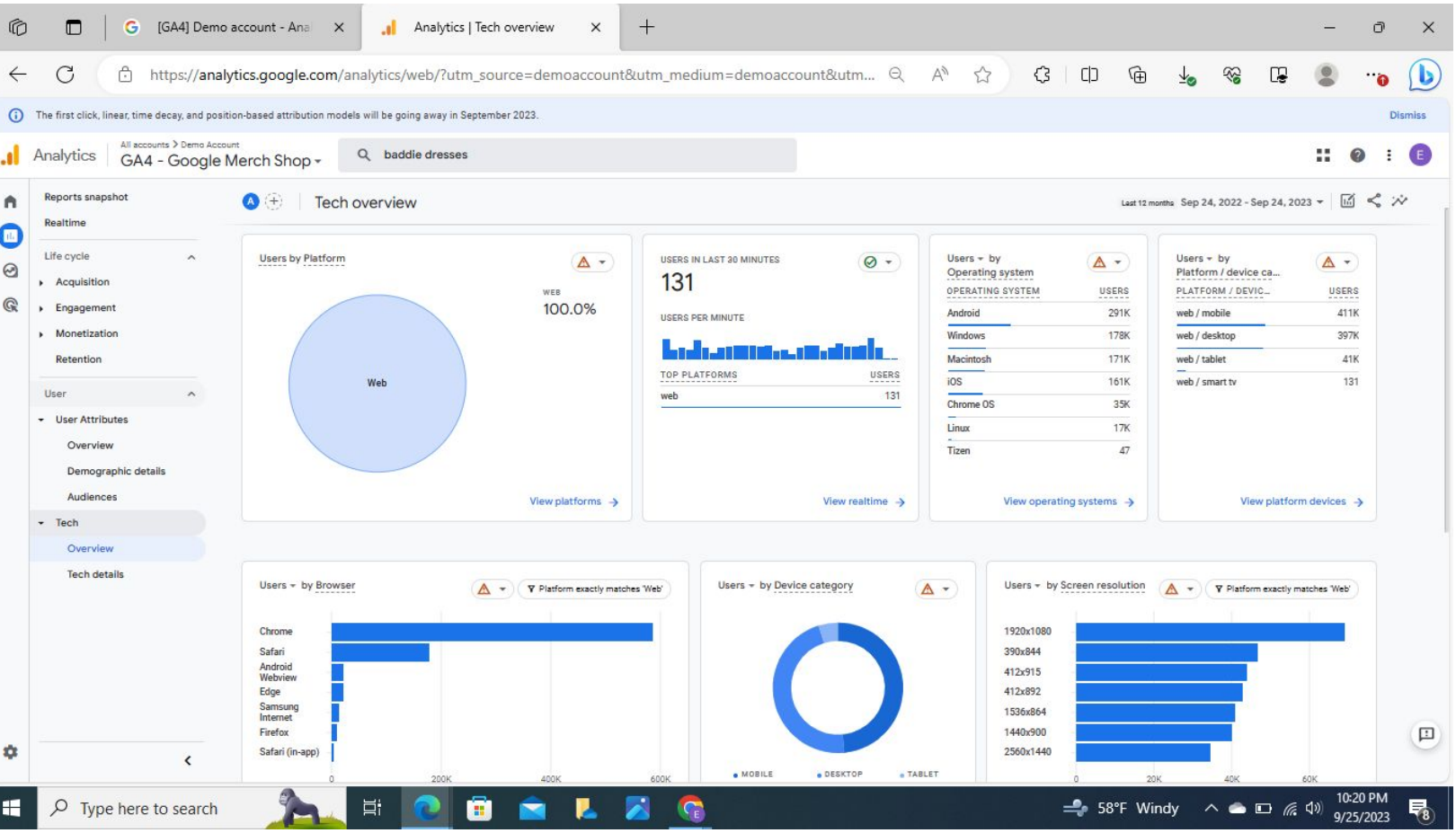
User Tech

Please go into the User → Tech → Tech overview report for the following:

For the twelve month period you've chosen, provide a screenshot showing percentage chart (donut charts) of All Users that came from mobile, desktop, and tablet devices.

Ensure that the following are visible in the screenshot:

- Device Category
- Donut chart showing % breakdown by device



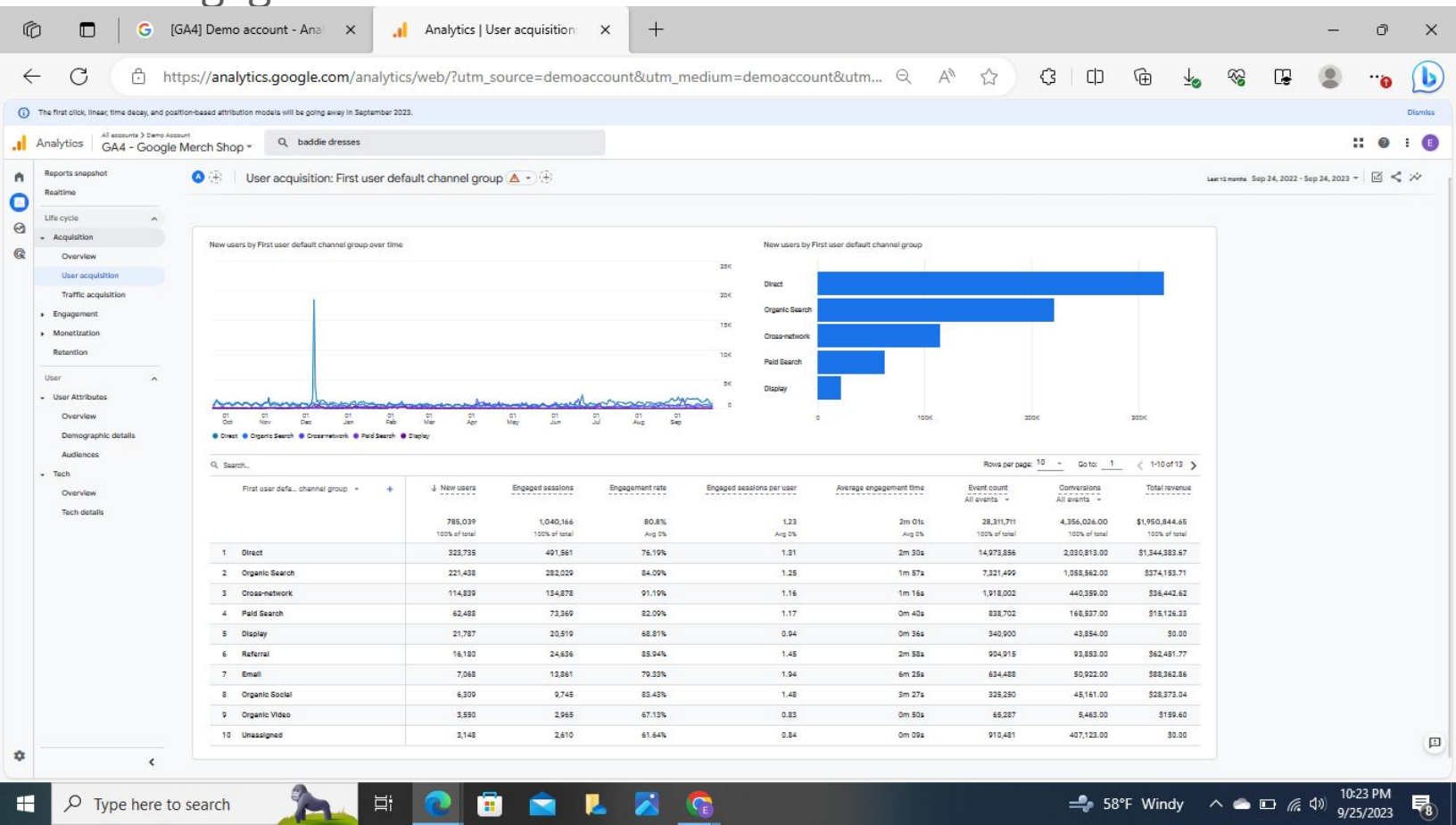
User Acquisition

For this section, if you are using your own business's Google Analytics data but do not have eCommerce capabilities established, please use the Google Analytics demo data provided from the Google Merchandise store.

Take a screenshot that shows the Engagement rate of the different acquisition channels over a 12 month period.

Ensure that the following are visible in the screenshot:

- Channel group
- Users
- Engagement Rate



User Acquisition

During the twelve month period you've selected, which channel groups had the highest and lowest engagement rates and the highest and lowest total revenue?

The Highest engagement rates were via Cross-Network and the lowest were Unassigned. The highest revenue was via direct and the lowest were display and unassigned.

What do these metrics mean, based on your experience?

What these mean to me is that direct sales were so profitable that display ads were relatively unused or irrelevant to gain revenue.

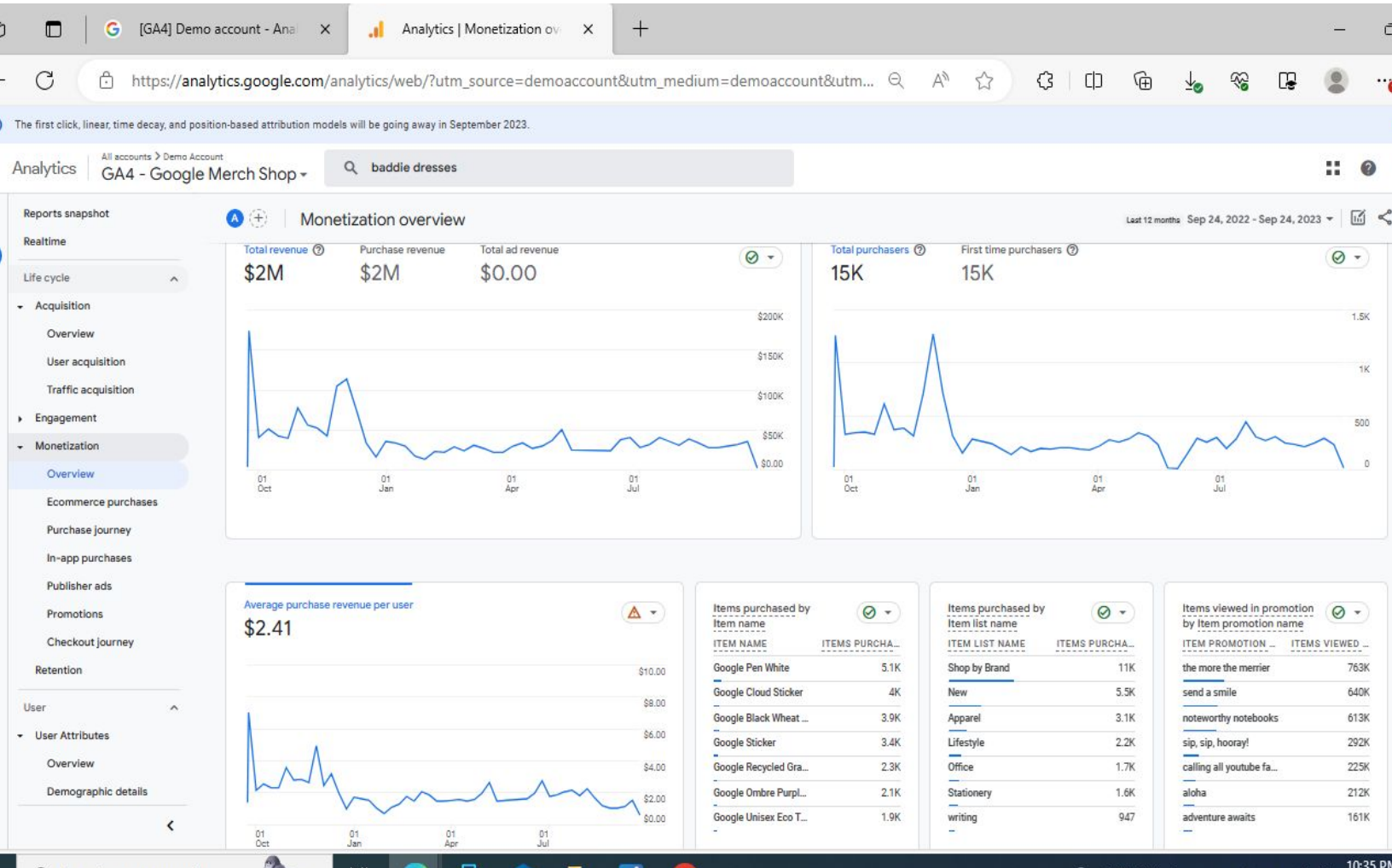
In terms of engagement, users found products vid ads across networks. And performing campaigns on various networks. Which means to me that customers are sharing across multiple platforms social media, blogs etc,.

Insert your notes about the screenshot on the previous page here.

Monetization

For this section, if you are using your own business's Google Analytics data but do not have eCommerce capabilities established, please use the Google Analytics demo data provided from the Google Merchandise store.

During the twelve month period you've selected, provide a screenshot that shows the Item name that contributed the highest number of unique purchases and the item name that was responsible for the largest percentage of revenue? (Screenshot(s) only; no annotation required.)



Part Four: Segmentation

Segmentation: Instructions

Segmentation helps provide clarity, insight, and confidence in data by making it more specific and actionable.

To demonstrate your knowledge:

- Identify and show **two different audience segments** compared to All Users. Create the following custom segments:
  - One segment based on **Audience Demographics**
  - One segment based on **Technology**

- **Take screenshots showing each of your segments applied to the data and explain the segment and the results in the notes section. Place these items on the slides that follow.**

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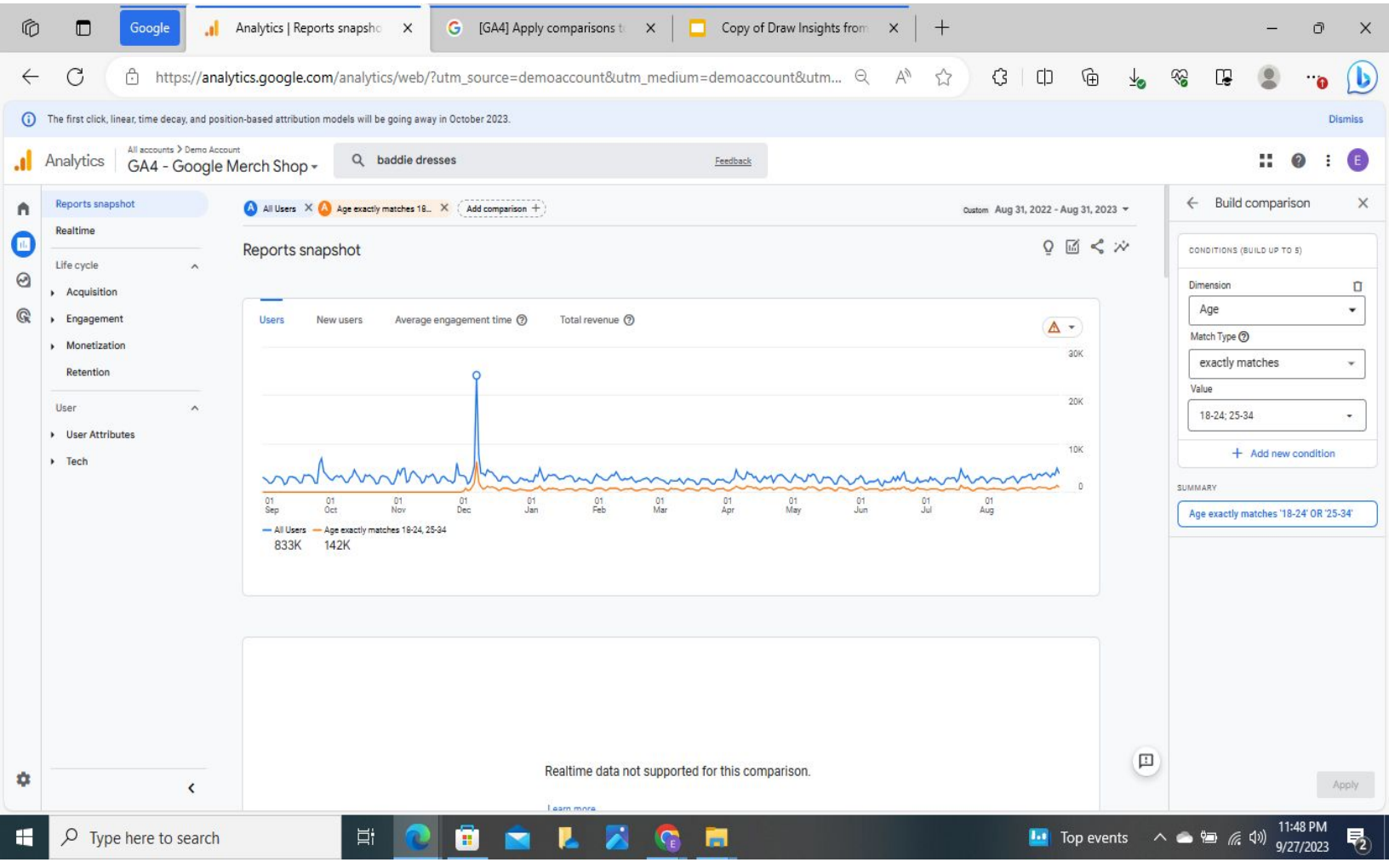
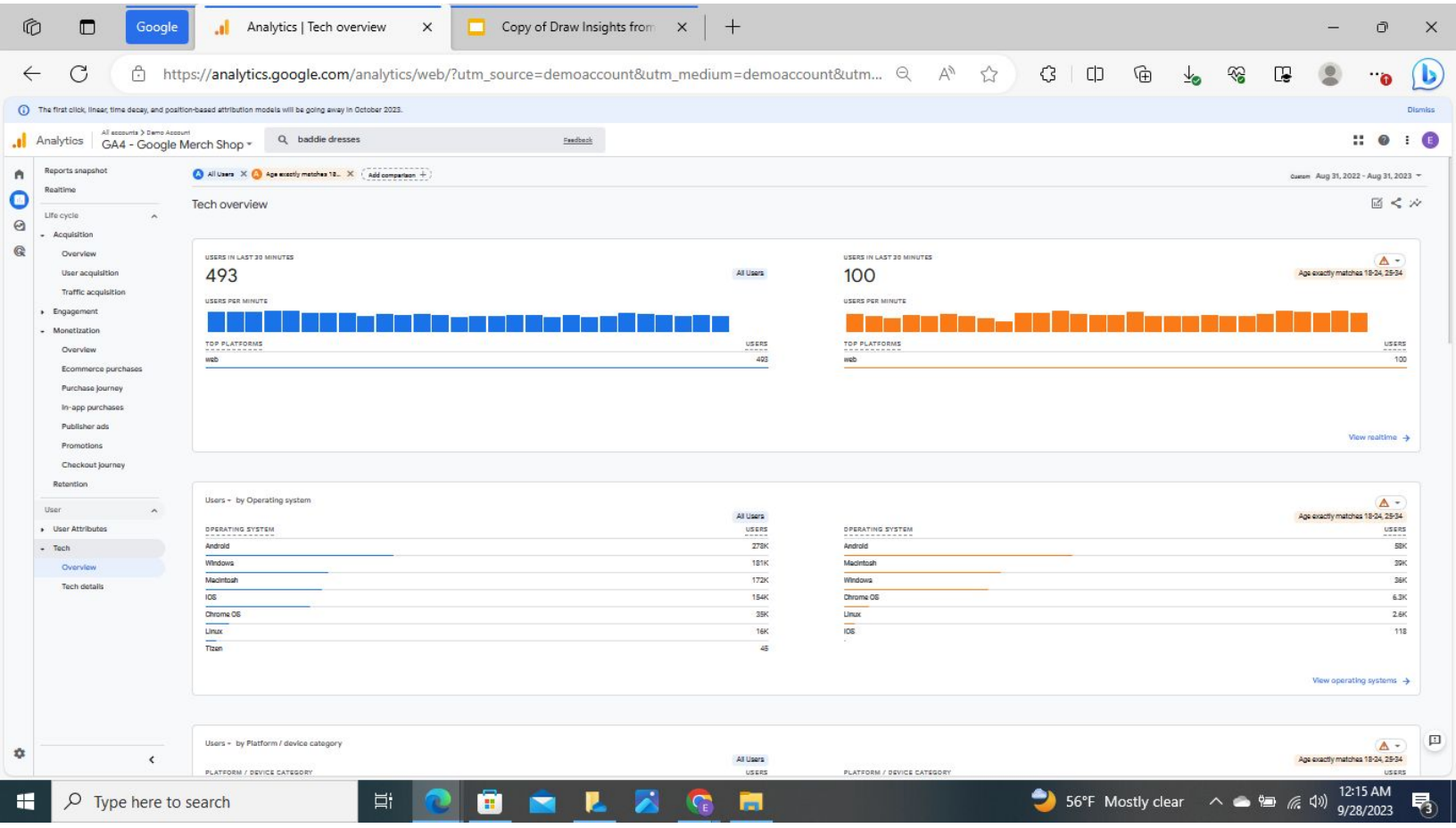
Audience Segment: Demographics

Insert the screenshot of a view (such as the Audience Overview) that includes both your Audience Demographic segment as well as “All Users.” Write down or include a screenshot of the values used to create the segment.

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Feedback
Reports snapshot
Realtime
Life cycle
Acquisition
Overview
User acquisition
Traffic acquisition
Engagement
Monetization
Overview
Ecommerce purchases
Purchase journey
In-app purchases
Publisher ads
Promotions
Checkout journey
Retention
User
User Attributes
Tech
Overview
Tech details
Tech overview
USERS IN LAST 30 MINUTES
493
All Users
USERS PER MINUTE
TOP PLATFORMS
USERS
web
493
USERS IN LAST 30 MINUTES
100
Age exactly matches 18-24, 25-34
USERS PER MINUTE
TOP PLATFORMS
USERS
web
100
View realtime
Users - by Operating system
All Users
OPERATING SYSTEM
USERS
Android 278K
Windows 181K
Macintosh 172K
iOS 154K
Chrome OS 35K
Linux 16K
Tizen 45
Age exactly matches 18-24, 25-34
OPERATING SYSTEM
USERS
Android 58K
Macintosh 39K
Windows 36K
Chrome OS 6.3K
Linux 2.6K
iOS 118
View operating systems
Users - by Platform / device category
All Users
PLATFORM / DEVICE CATEGORY
USERS
Age exactly matches 18-24, 25-34
PLATFORM / DEVICE CATEGORY
USERS
Type here to search
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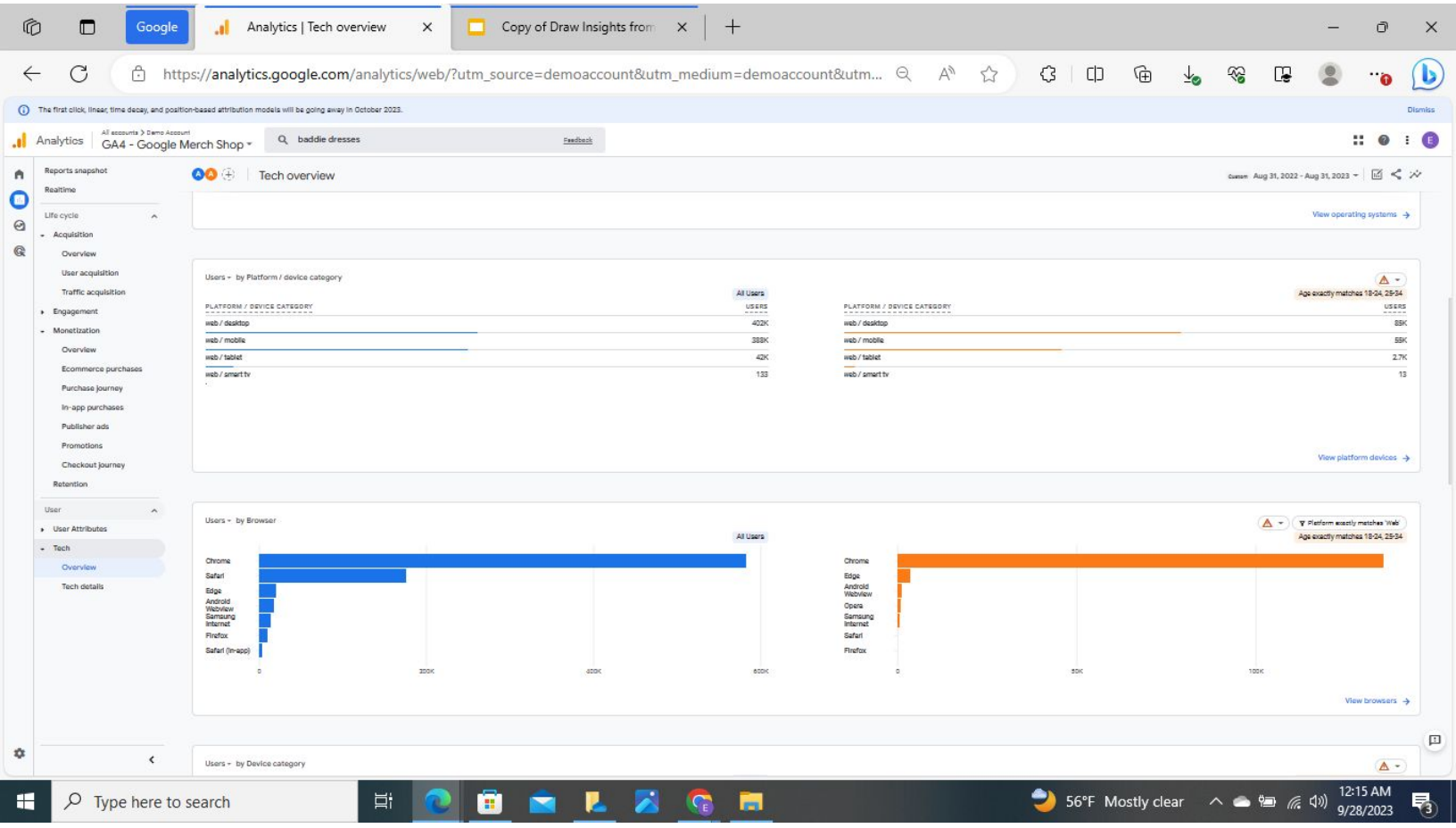
9/28/2023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Tech overview
Aug 31, 2022 - Aug 31, 2023
View operating systems
Users - by Platform / device category
All Users
PLATFORM / DEVICE CATEGORY
USERS
web / desktop 402K
web / mobile 389K
web / tablet 42K
web / smart tv 133
Age exactly matches 18-24, 25-34
PLATFORM / DEVICE CATEGORY
USERS
web / desktop 89K
web / mobile 59K
web / tablet 2.7K
web / smart tv 13
View platform devices
Users - by Browser
All Users
Chrome
Safari
Edge
Android Webview
Samsung Internet
Firefox
Safari (in-app)
0
200K
400K
600K
Platform exactly matches Web
Age exactly matches 18-24, 25-34
Chrome
Edge
Android Webview
Opera
Samsung Internet
Safari
Firefox
0
50K
100K
View browsers
Users - by Device category
Type here to search
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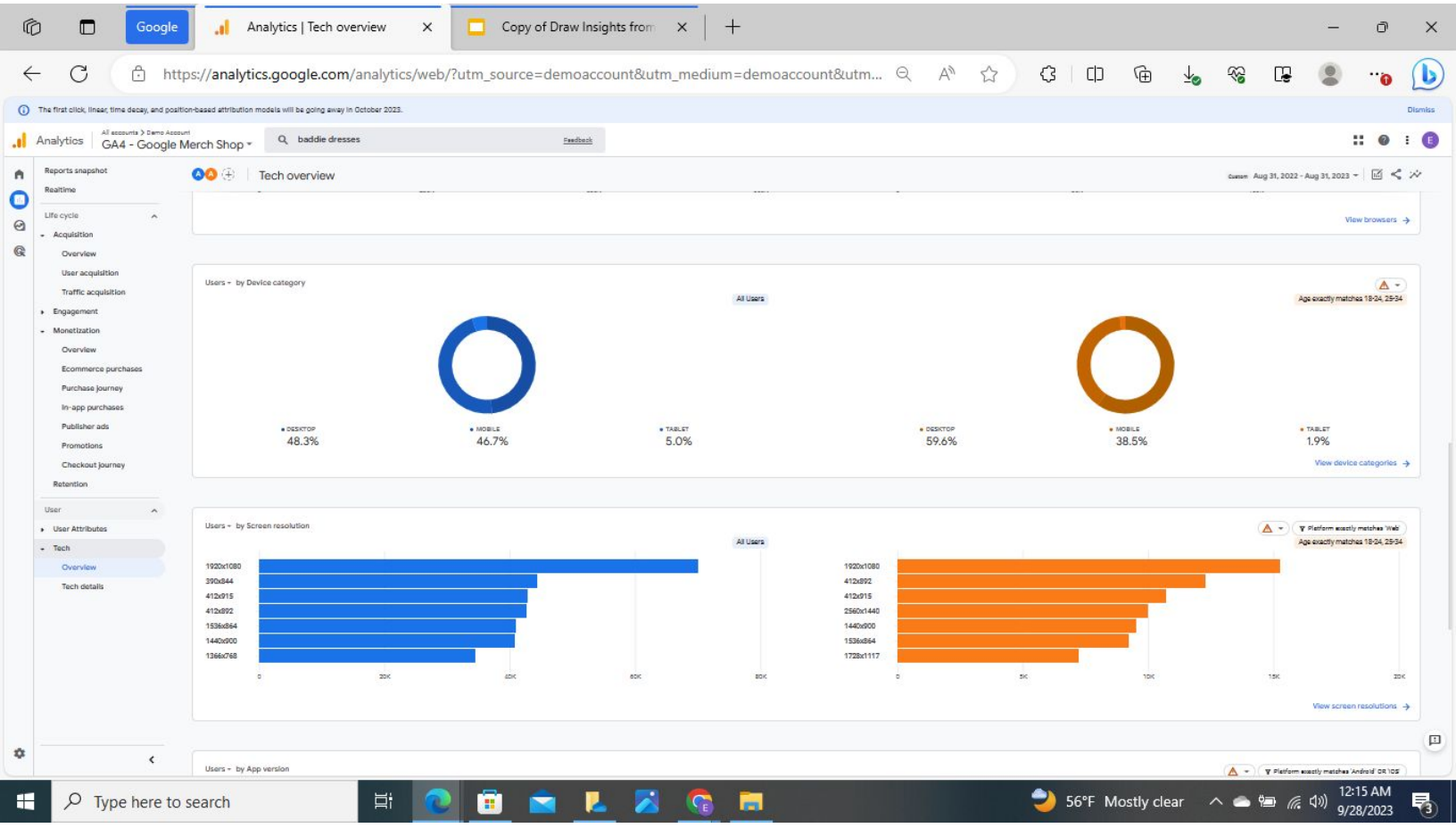
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Checkout journey
Retention
User
User Attributes
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Tech details
Tech overview
Aug 31, 2022 - Aug 31, 2023
View browsers
Users - by Device category
All Users
Age exactly matches 18-24, 25-34
DESKTOP
48.3%
MOBILE
46.7%
TABLET
5.0%
DESKTOP
59.6%
MOBILE
38.5%
TABLET
1.9%
View device categories
Users - by Screen resolution
All Users
Platform exactly matches 'Web'
Age exactly matches 18-24, 25-34
1920x1080
390x844
412x915
412x892
1536x864
1440x900
1366x768
0
20K
40K
60K
80K
1920x1080
412x892
412x915
2560x1440
1440x900
1536x864
1728x1117
0
5K
10K
15K
20K
View screen resolutions
Users - by App version
Type here to search
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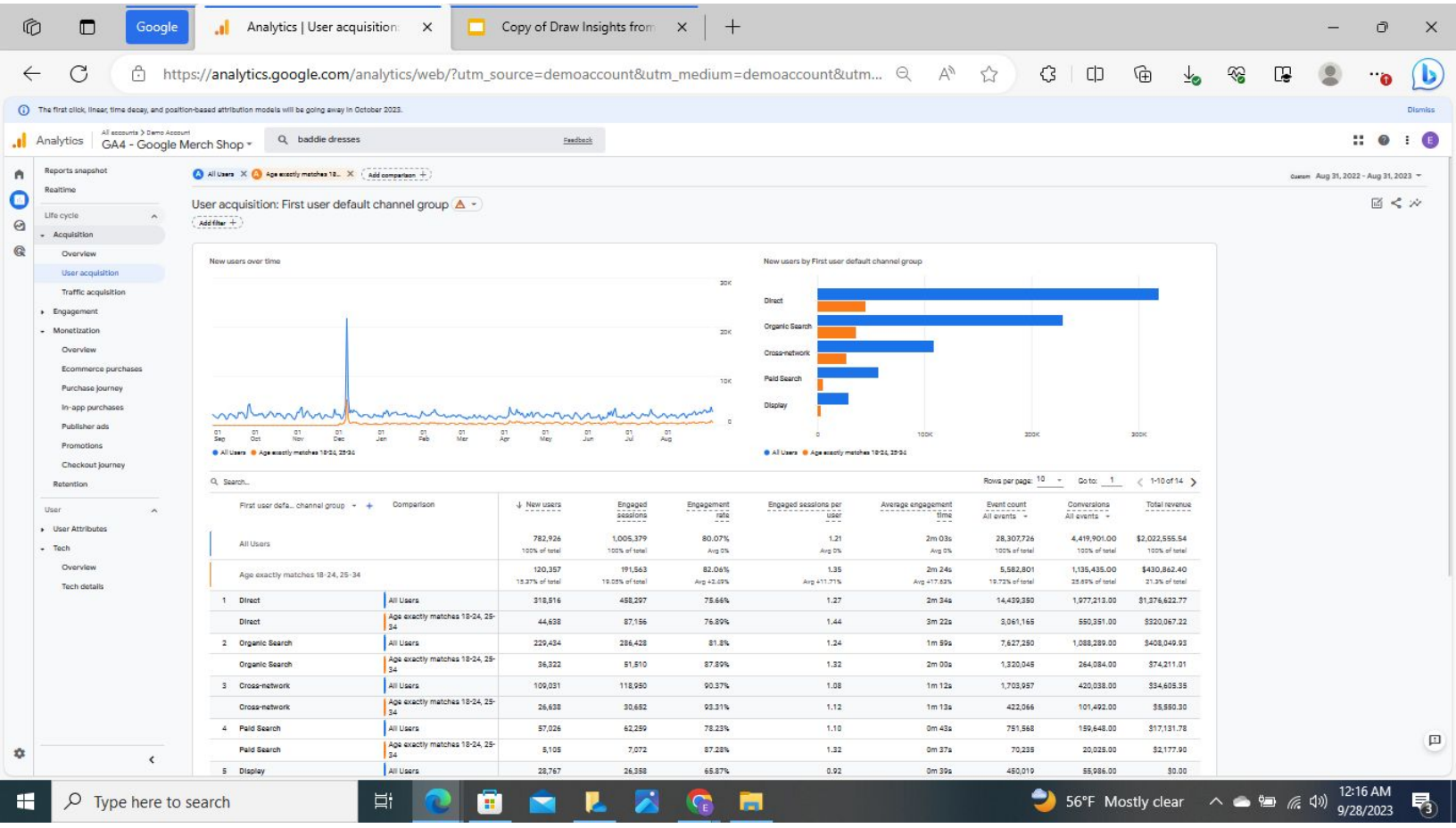
9/28/2023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All Users
Age exactly matches 18-24, 25-34
Add comparison
Aug 31, 2022 - Aug 31, 2023
User acquisition: First user default channel group
Add filter
New users over time
New users by First user default channel group
Direct
Organic Search
Cross-network
Paid Search
Display
Search...
Rows per page: 10
Go to: 1
1-10 of 14
First user defa... channel group
Comparison
New users
Engaged sessions
Engagement rate
Engaged sessions per user
Average engagement time
Event count All events
Conversions All events
Total revenue
All Users 782,926 1,005,379 80.07% 1.21 2m 03s 28,307,726 4,419,901.00 $2,022,555.54
Age exactly matches 18-24, 25-34 120,357 191,563 82.06% 1.35 2m 24s 5,582,801 1,135,435.00 $430,862.40
1 Direct All Users 318,516 458,297 75.66% 1.27 2m 34s 14,439,350 1,977,213.00 $1,376,622.77
Direct Age exactly matches 18-24, 25-34 44,638 87,156 76.89% 1.44 3m 22s 3,061,165 550,351.00 $320,067.22
2 Organic Search All Users 229,434 286,428 81.8% 1.24 1m 59s 7,627,250 1,088,289.00 $408,049.93
Organic Search Age exactly matches 18-24, 25-34 36,322 51,510 87.89% 1.32 2m 00s 1,320,045 264,084.00 $74,211.01
3 Cross-network All Users 109,031 118,950 90.37% 1.08 1m 12s 1,703,957 420,038.00 $34,605.35
Cross-network Age exactly matches 18-24, 25-34 26,638 30,652 93.31% 1.12 1m 13s 422,066 101,492.00 $5,550.30
4 Paid Search All Users 57,026 62,259 78.23% 1.10 0m 43s 751,568 159,648.00 $17,131.78
Paid Search Age exactly matches 18-24, 25-34 5,105 7,072 87.28% 1.32 0m 37s 70,235 20,025.00 $2,177.90
5 Display All Users 28,767 26,358 65.87% 0.92 0m 39s 450,019 55,986.00 $0.00
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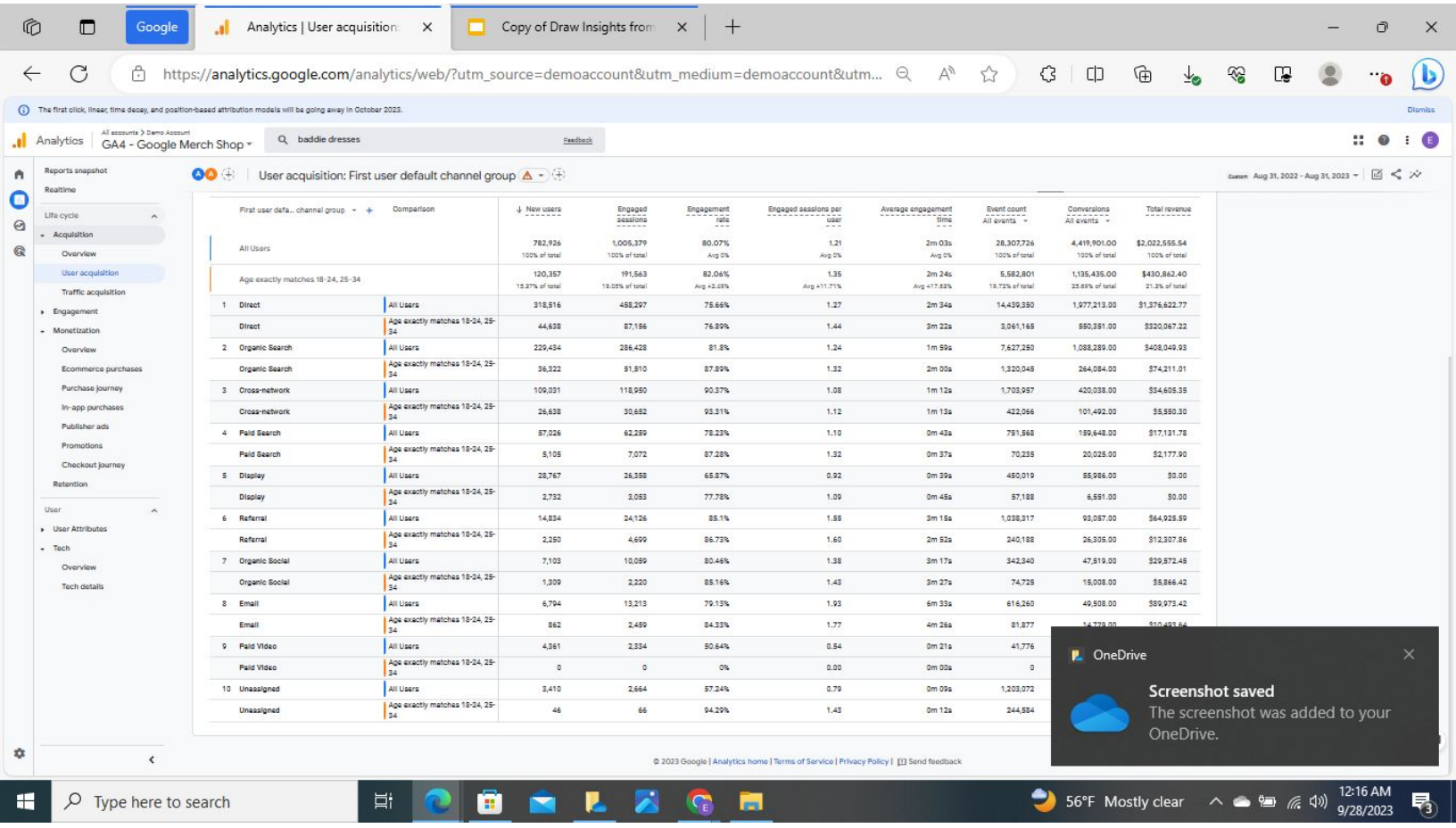
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User acquisition: First user default channel group
Aug 31, 2022 - Aug 31, 2023
First user defa... channel group
Comparison
New users
Engaged sessions
Engagement rate
Engaged sessions per user
Average engagement time
Event count All events
Conversions All events
Total revenue
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5 Display All Users 28,767 26,358 65.87% 0.92 0m 39s 450,019 55,986.00 $0.00
Display Age exactly matches 18-24, 25-34 2,732 3,053 77.78% 1.09 0m 45s 57,188 6,551.00 $0.00
6 Referral All Users 14,834 24,126 85.1% 1.55 3m 15s 1,038,317 93,057.00 $64,925.59
Referral Age exactly matches 18-24, 25-34 2,250 4,699 86.73% 1.60 2m 52s 240,188 26,305.00 $12,307.86
7 Organic Social All Users 7,103 10,059 80.46% 1.38 3m 17s 342,340 47,519.00 $29,572.45
Organic Social Age exactly matches 18-24, 25-34 1,309 2,220 85.16% 1.43 3m 27s 74,725 15,008.00 $5,866.42
8 Email All Users 6,794 13,213 79.13% 1.93 6m 33s 616,260 49,508.00 $89,973.42
Email Age exactly matches 18-24, 25-34 862 2,459 84.33% 1.77 4m 26s 81,877 14,729.00 $10,493.64
9 Paid Video All Users 4,361 2,334 50.64% 0.54 0m 21s 41,776
Paid Video Age exactly matches 18-24, 25-34 0 0 0% 0.00 0m 00s 0
10 Unassigned All Users 3,410 2,664 57.24% 0.79 0m 09s 1,203,072
Unassigned Age exactly matches 18-24, 25-34 46 66 94.29% 1.43 0m 12s 244,584
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OneDrive
Screenshot saved
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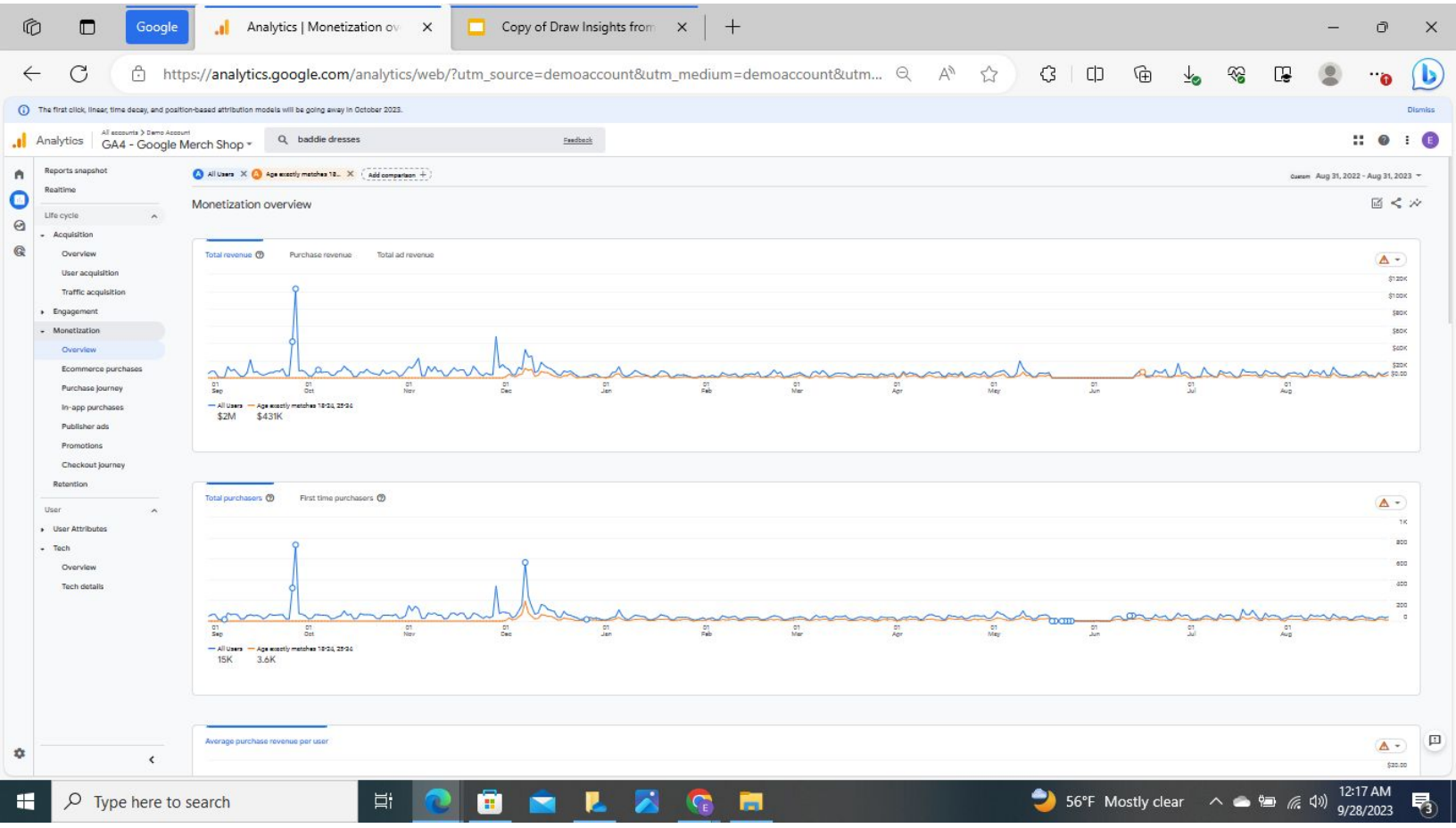
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Checkout journey
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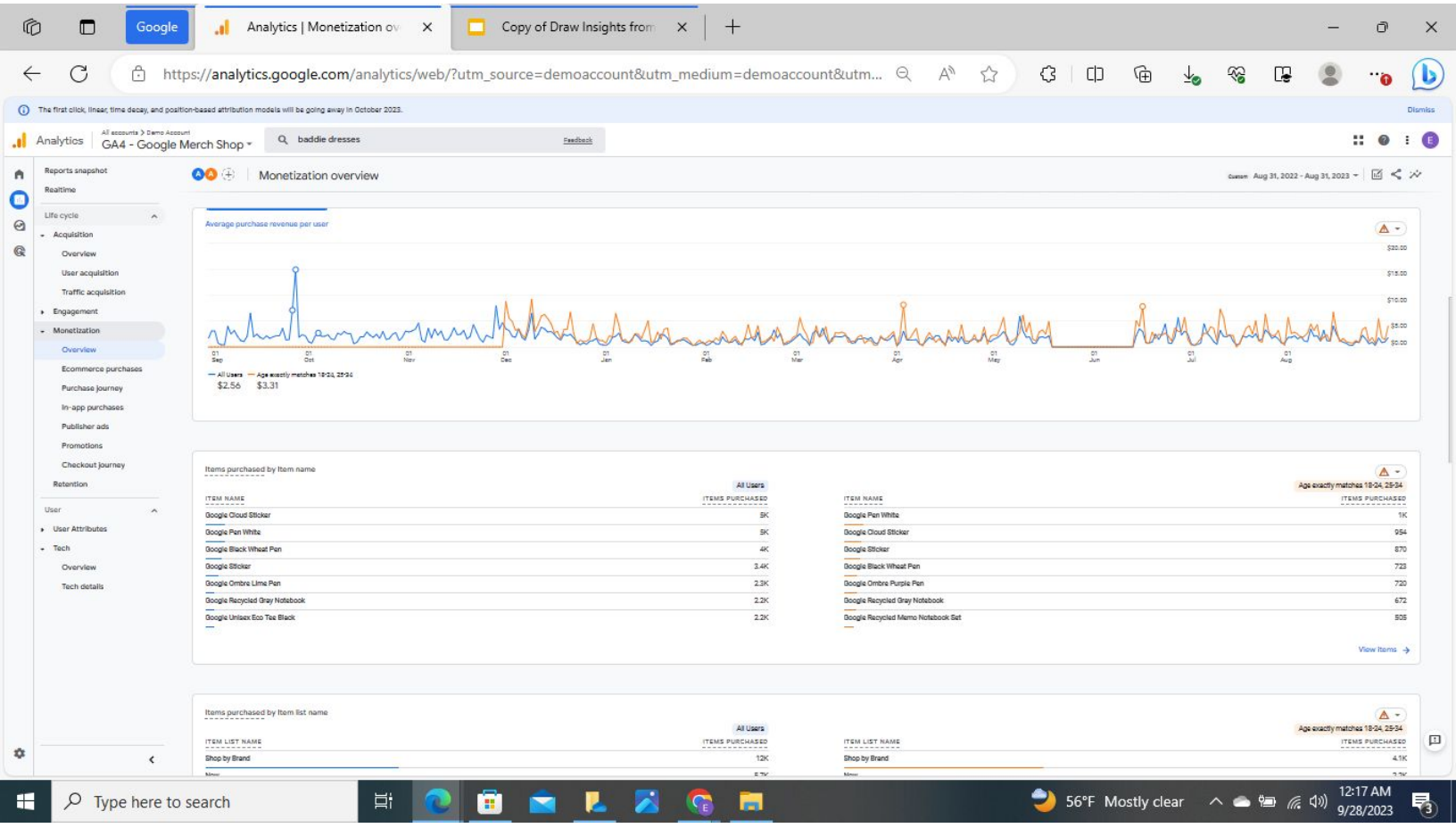
User
User Attributes
Tech
Overview
Tech details
All Users
Add comparison
Aug 31, 2022 - Aug 31, 2023
Monetization overview
Total revenue
Purchase revenue
Total ad revenue
$2M
$431K
Total purchasers
First time purchasers
15K
3.6K
Average purchase revenue per user
Type here to search
56°F Mostly clear
12:17 AM
9/28/2023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Dismiss
Analytics
All accounts > Demo Account
GA4 - Google Merch Shop
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Promotions
Checkout journey
Retention
User
User Attributes
Tech
Overview
Tech details
Monetization overview
Aug 31, 2022 - Aug 31, 2023
Average purchase revenue per user
$20.00
$15.00
$10.00
$5.00
$0.00
01 Sep
01 Oct
01 Nov
01 Dec
01 Jan
01 Feb
01 Mar
01 Apr
01 May
01 Jun
01 Jul
01 Aug
All Users
Age exactly matches 18-24, 25-34
$2.56
$3.31
Items purchased by Item name
All Users
ITEM NAME
ITEMS PURCHASED
Google Cloud Sticker 9K
Google Pen White 9K
Google Black Wheat Pen 4K
Google Sticker 3.4K
Google Ombre Lime Pen 2.3K
Google Recycled Gray Notebook 2.2K
Google Unisex Eco Tee Black 2.2K
Age exactly matches 18-24, 25-34
ITEM NAME
ITEMS PURCHASED
Google Pen White 1K
Google Cloud Sticker 954
Google Sticker 870
Google Black Wheat Pen 723
Google Ombre Purple Pen 720
Google Recycled Gray Notebook 672
Google Recycled Memo Notebook Set 505
View items
Items purchased by Item list name
All Users
ITEM LIST NAME
ITEMS PURCHASED
Shop by Brand 12K
Age exactly matches 18-24, 25-34
ITEM LIST NAME
ITEMS PURCHASED
Shop by Brand 4.1K
Type here to search
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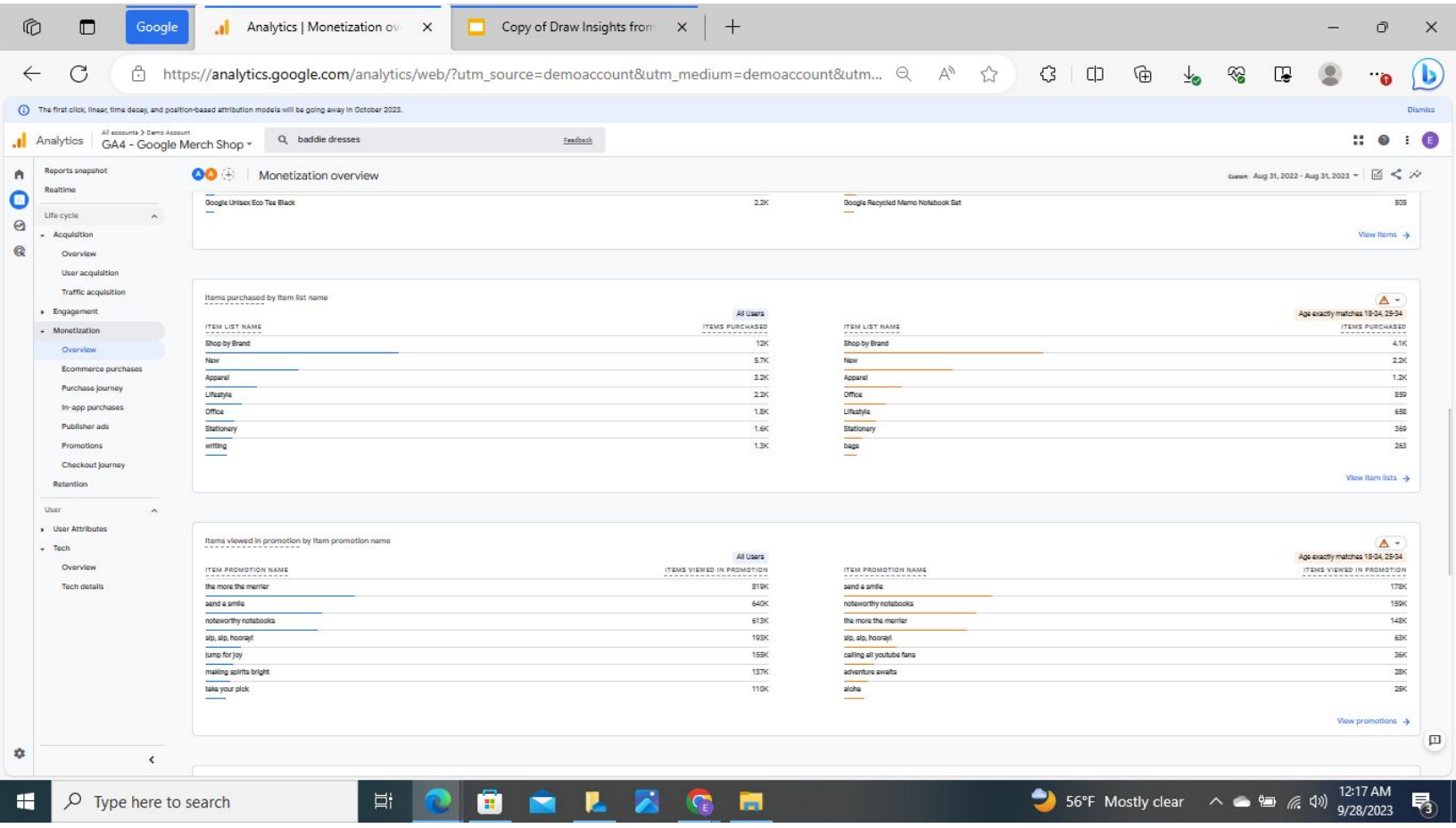
12:17 AM
9/28/2023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Analytics
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GA4 - Google Merch Shop
baddie dresses
Feedback
Reports snapshot
Realtime
Life cycle
Acquisition
Overview
User acquisition
Traffic acquisition
Engagement
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In-app purchases
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Promotions
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Monetization overview
Custom Aug 31, 2022 - Aug 31, 2023
Google Unisex Eco Tee Black 2.2K
Google Recycled Memo Notebook Set 505
View items
Items purchased by Item list name
All Users
Age exactly matches 18-24, 25-34
ITEM LIST NAME
ITEMS PURCHASED
Shop by Brand 12K
New 5.7K
Apparel 3.2K
Lifestyle 2.2K
Office 1.8K
Stationery 1.6K
writing 1.3K
Shop by Brand 4.1K
New 2.2K
Apparel 1.2K
Office 859
Lifestyle 658
Stationery 369
bags 263
View item lists
Items viewed in promotion by Item promotion name
ITEM PROMOTION NAME
ITEMS VIEWED IN PROMOTION
the more the merrier 819K
send a smile 640K
noteworthy notebooks 613K
slip, slip, hooray! 193K
jump for joy 159K
making spirits bright 137K
take your pick 110K
send a smile 178K
noteworthy notebooks 159K
the more the merrier 148K
slip, slip, hooray! 63K
calling all youtube fans 36K
adventure awaits 28K
aloha 25K
View promotions
Type here to search
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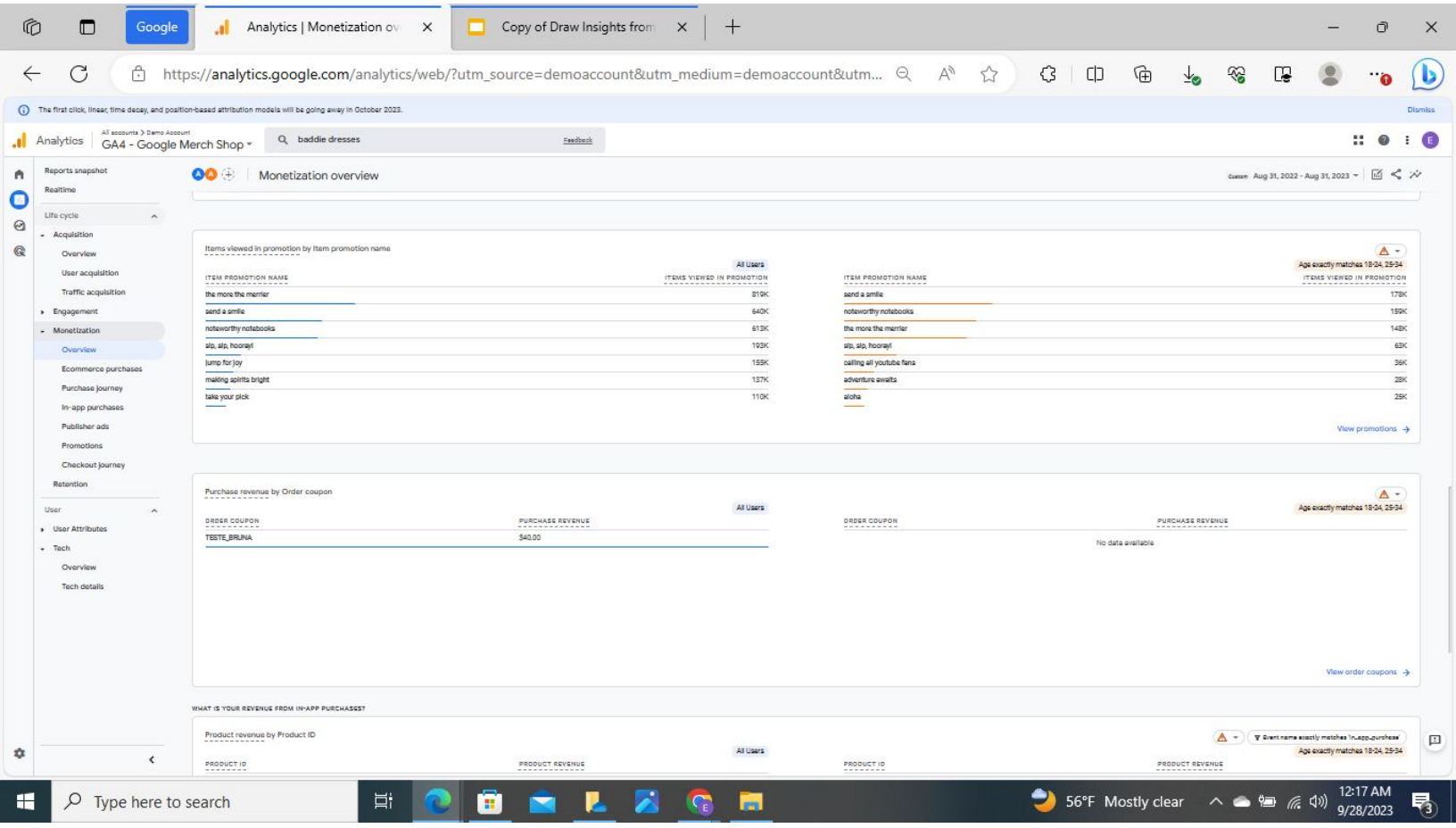
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Realtime
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Traffic acquisition
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In-app purchases
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Checkout journey
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Tech details
Monetization overview
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Items viewed in promotion by Item promotion name
All Users
Age exactly matches 18-24, 25-34
ITEM PROMOTION NAME
ITEMS VIEWED IN PROMOTION
the more the merrier 819K
send a smile 640K
noteworthy notebooks 613K
slip, slip, hooray! 193K
jump for joy 155K
making spirits bright 137K
take your pick 110K
send a smile 179K
noteworthy notebooks 159K
the more the merrier 148K
slip, slip, hooray! 63K
calling all youtube fans 36K
adventure awaits 28K
aloha 25K
View promotions
Purchase revenue by Order coupon
All Users
Age exactly matches 18-24, 25-34
ORDER COUPON
PURCHASE REVENUE
TESTE_BRUNA $40.00
No data available
View order coupons
WHAT IS YOUR REVENUE FROM IN-APP PURCHASES?
Product revenue by Product ID
All Users
Age exactly matches 18-24, 25-34
PRODUCT ID
PRODUCT REVENUE
Type here to search
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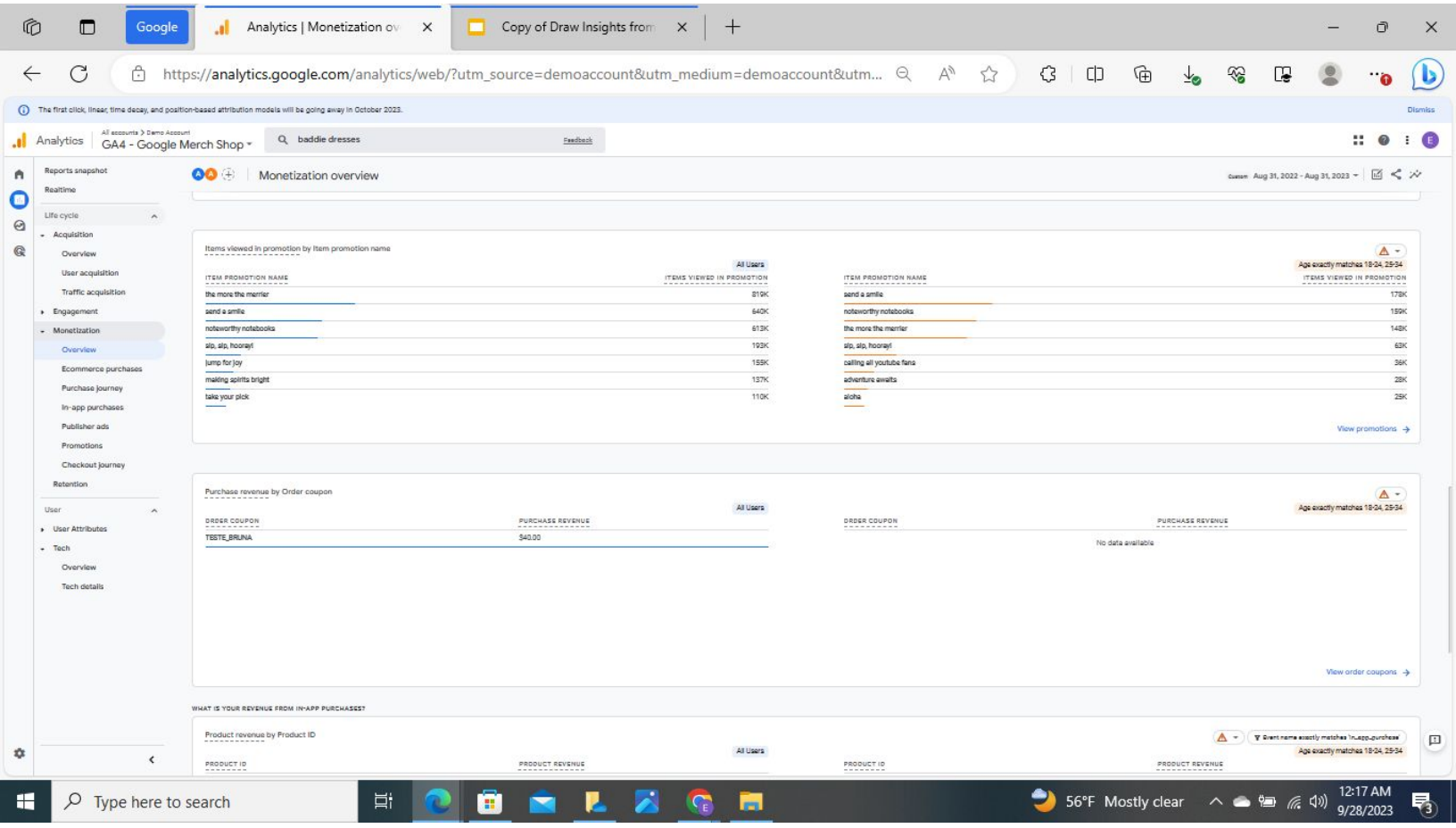
9/28/2023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All Users
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ITEM PROMOTION NAME
ITEMS VIEWED IN PROMOTION
the more the merrier 819K
send a smile 640K
noteworthy notebooks 613K
slip, slip, hooray! 193K
jump for joy 155K
making spirits bright 137K
take your pick 110K
send a smile 179K
noteworthy notebooks 159K
the more the merrier 148K
slip, slip, hooray! 63K
calling all youtube fans 36K
adventure awaits 28K
aloha 25K
View promotions
Purchase revenue by Order coupon
All Users
Age exactly matches 18-24, 25-34
ORDER COUPON
PURCHASE REVENUE
TESTE_BRUNA $40.00
No data available
View order coupons
WHAT IS YOUR REVENUE FROM IN-APP PURCHASES?
Product revenue by Product ID
All Users
Age exactly matches 18-24, 25-34
PRODUCT ID
PRODUCT REVENUE
Type here to search
56°F Mostly clear
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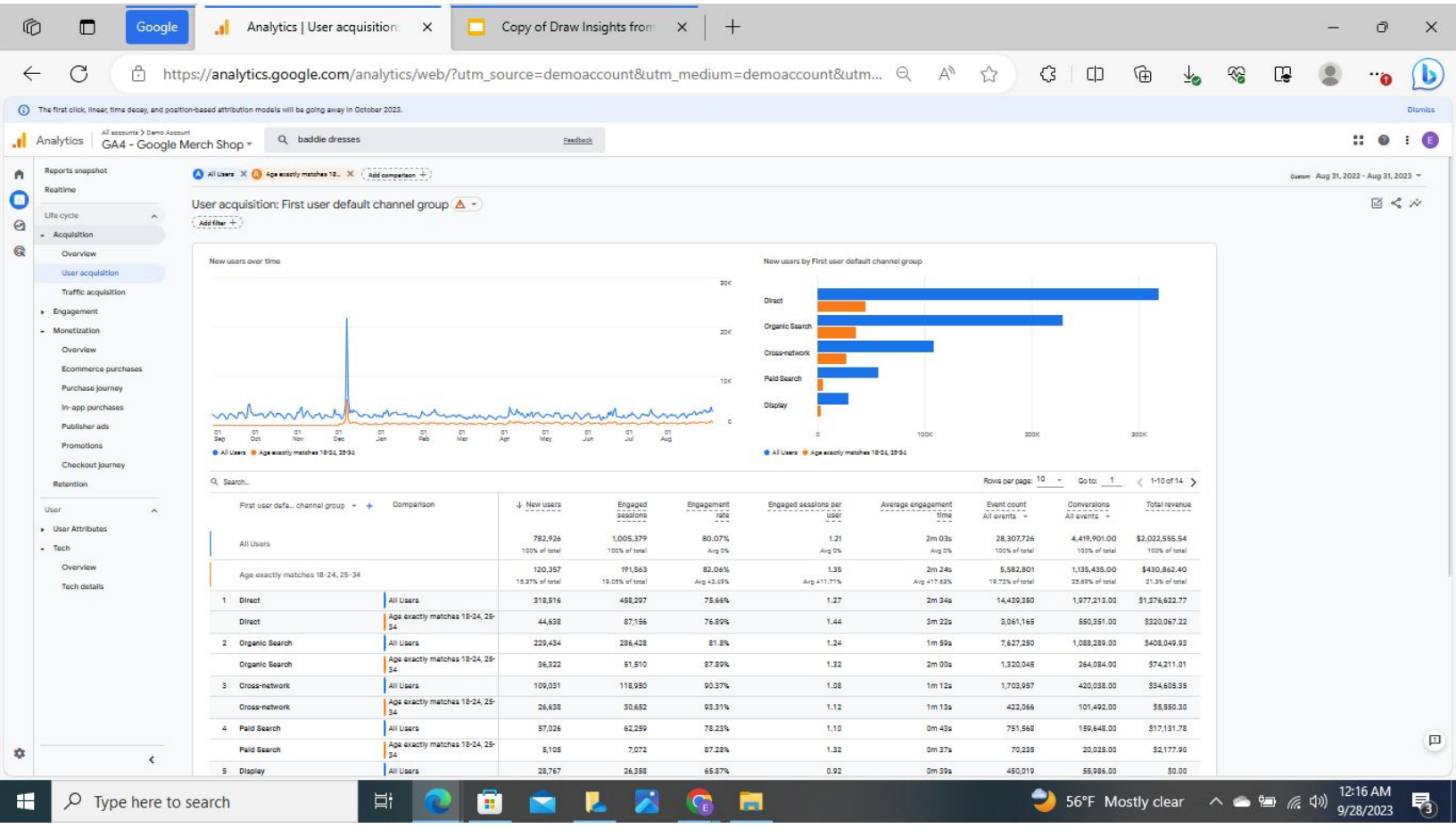
9/28/2023


Google
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Purchase journey
In-app purchases
Publisher ads
Promotions
Checkout journey
Retention
User
User Attributes
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Overview
Tech details
All Users
Age exactly matches 18-24, 25-34
Add comparison
Aug 31, 2022 - Aug 31, 2023
User acquisition: First user default channel group
Add filter
New users over time
New users by First user default channel group
Direct
Organic Search
Cross-network
Paid Search
Display
Search...
Rows per page: 10
Go to: 1
1-10 of 14
First user defa... channel group
Comparison
New users
Engaged sessions
Engagement rate
Engaged sessions per user
Average engagement time
Event count All events
Conversions All events
Total revenue
All Users 782,926 1,005,379 80.07% 1.21 2m 03s 28,307,726 4,419,901.00 $2,022,555.54
Age exactly matches 18-24, 25-34 120,357 191,563 82.06% 1.35 2m 24s 5,582,801 1,135,435.00 $430,862.40
1 Direct All Users 318,516 458,297 75.66% 1.27 2m 34s 14,439,350 1,977,213.00 $1,376,622.77
Direct Age exactly matches 18-24, 25-34 44,638 87,156 76.89% 1.44 3m 22s 3,061,165 550,351.00 $320,067.22
2 Organic Search All Users 229,434 286,428 81.8% 1.24 1m 59s 7,627,250 1,088,289.00 $408,049.93
Organic Search Age exactly matches 18-24, 25-34 36,322 51,510 87.89% 1.32 2m 00s 1,320,045 264,084.00 $74,211.01
3 Cross-network All Users 109,031 118,950 90.37% 1.08 1m 12s 1,703,957 420,038.00 $34,605.35
Cross-network Age exactly matches 18-24, 25-34 26,638 30,652 93.31% 1.12 1m 13s 422,066 101,492.00 $5,550.30
4 Paid Search All Users 57,026 62,259 78.23% 1.10 0m 43s 751,568 159,648.00 $17,131.78
Paid Search Age exactly matches 18-24, 25-34 5,105 7,072 87.28% 1.32 0m 37s 70,235 20,025.00 $2,177.90
5 Display All Users 28,767 26,358 65.87% 0.92 0m 39s 450,019 55,986.00 $0.00
Type here to search
56°F Mostly clear
12:16 AM
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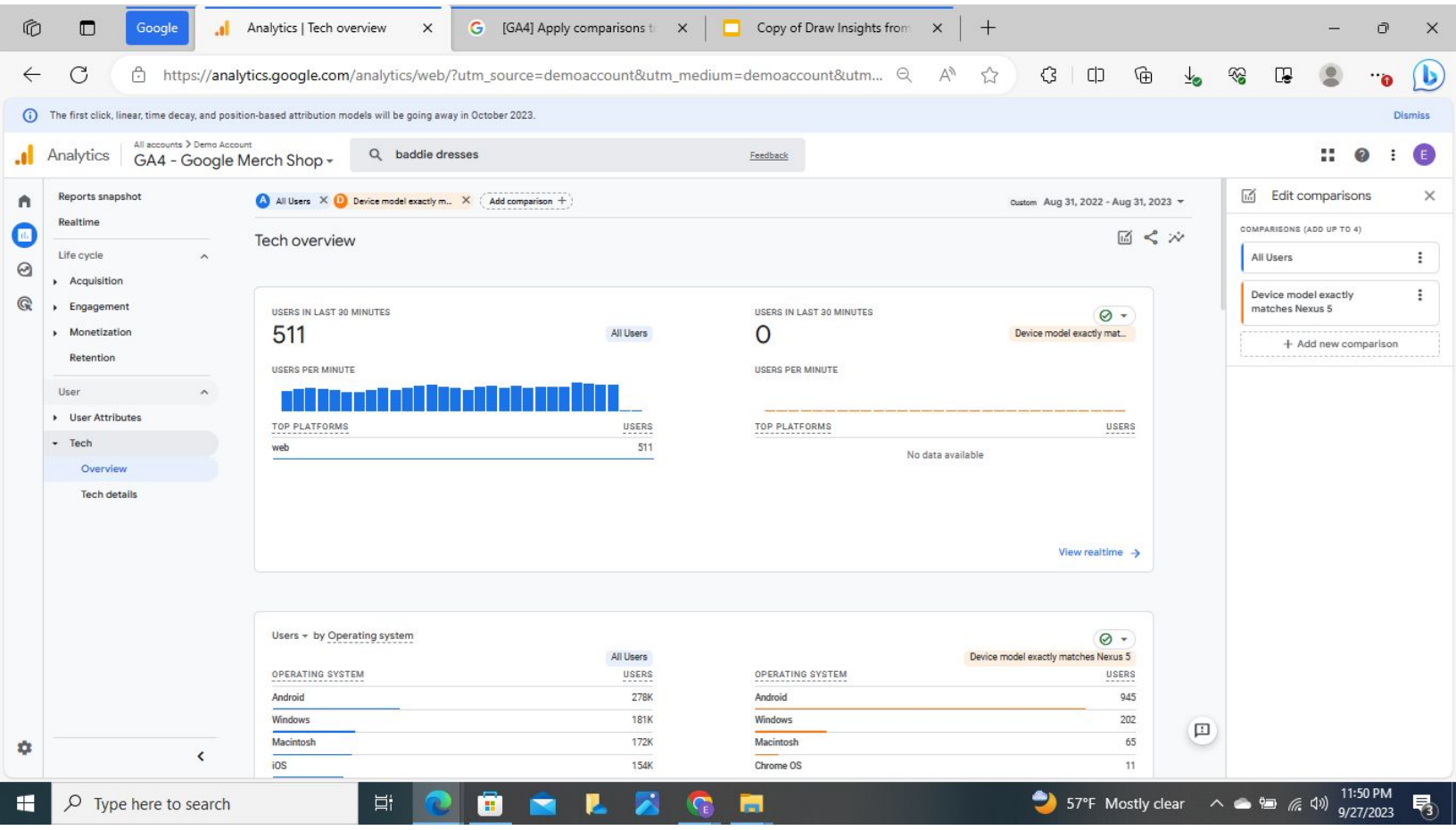
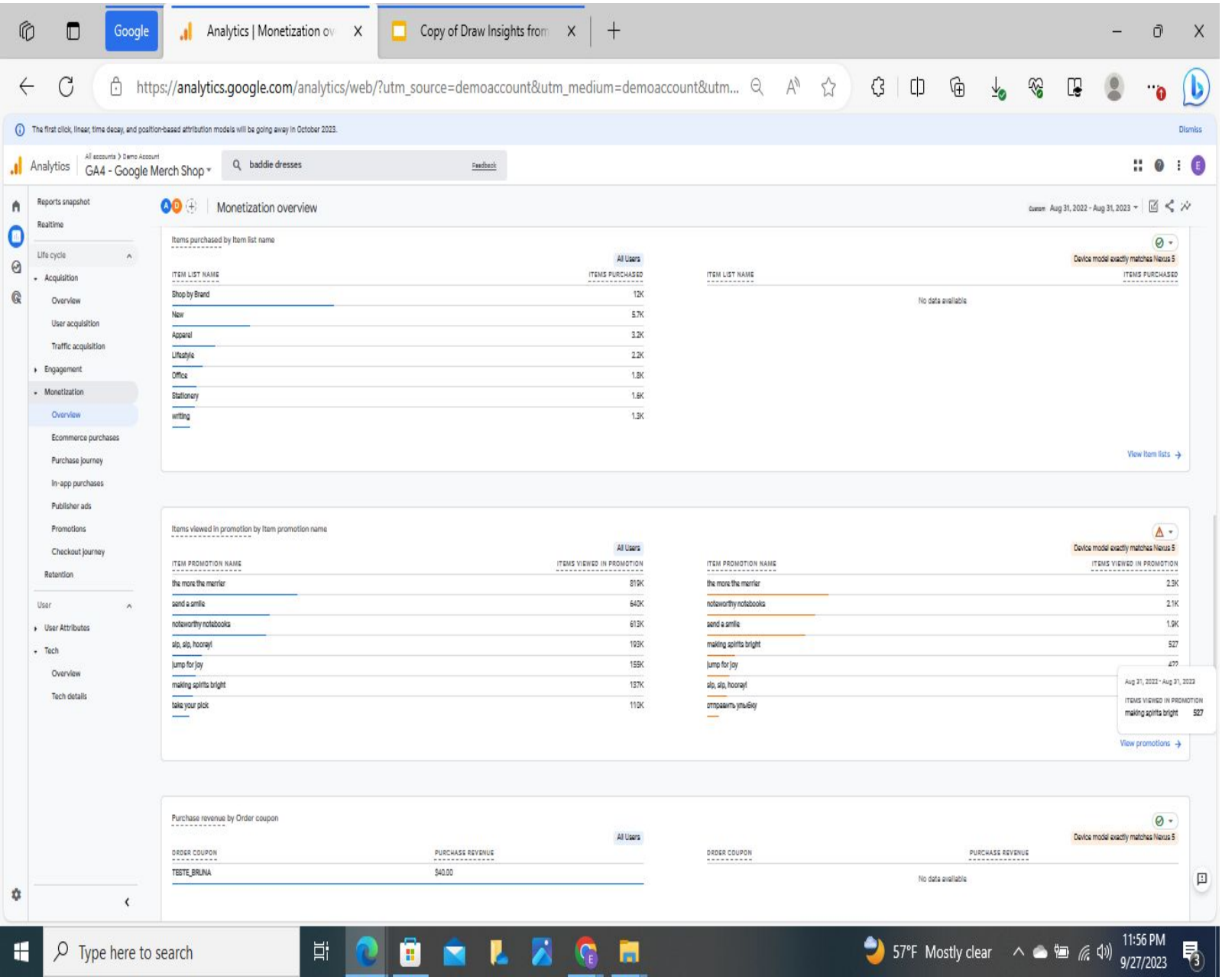
Audience Segment: Technology

Insert the screenshot of a view (such as the Audience Overview) that includes both your Technology segment as well as “All Users.” Write down or include a screenshot of the values used to create the segment.




Google
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The first click, linear, time decay, and position-based attribution models will be going away in October 2023.
Dismiss
Analytics
All accounts > Demo Account
GA4 - Google Merch Shop
baddie dresses
Feedback
Reports snapshot
Realtime
Life cycle
Acquisition
Overview
User acquisition
Traffic acquisition
Engagement
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Ecommerce purchases
Purchase journey
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User
User Attributes
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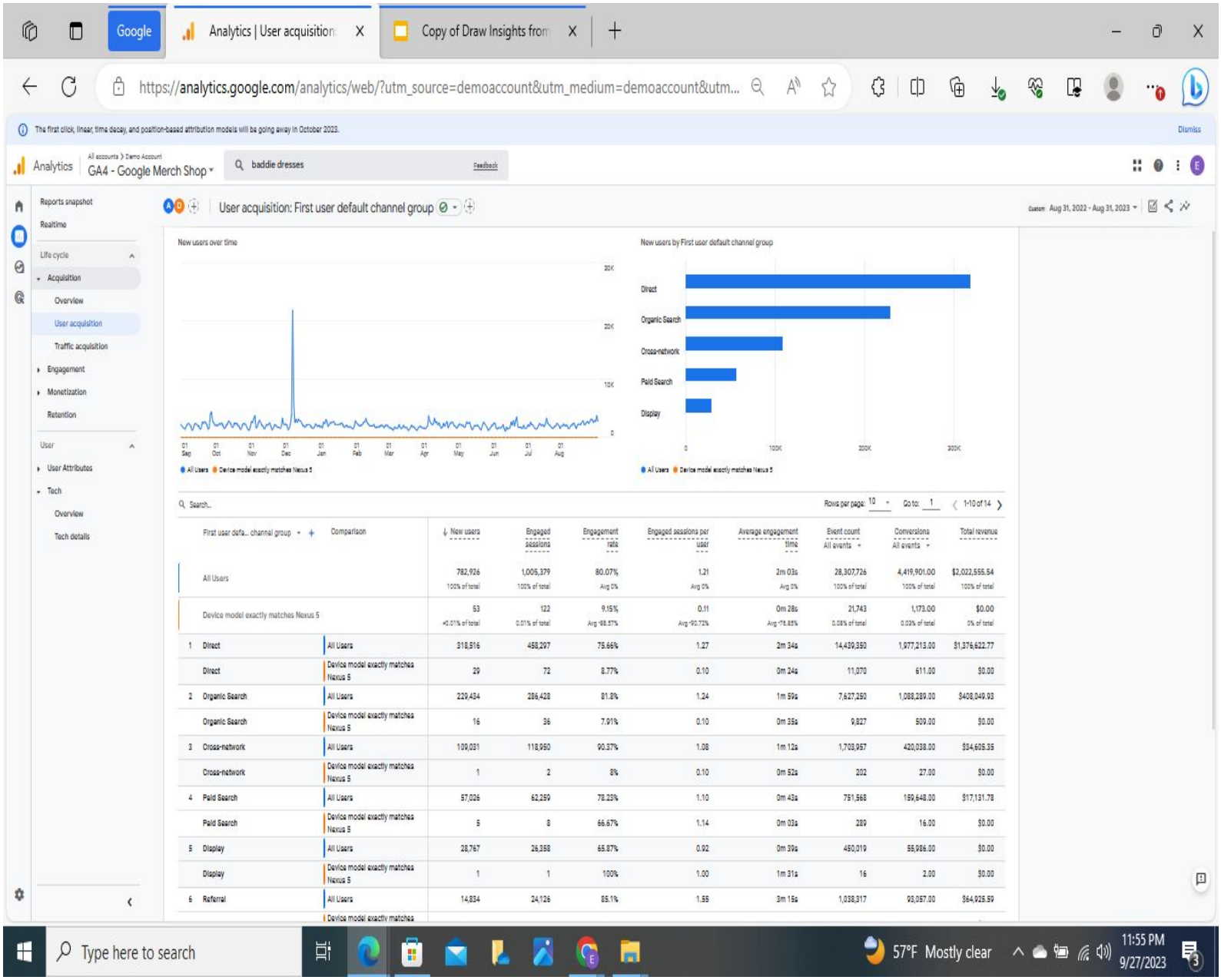
Overview
Tech details
Monetization overview
Custom Aug 31, 2022 - Aug 31, 2023
Items purchased by Item list name
All Users
ITEM LIST NAME
ITEMS PURCHASED
Shop by Brand 12K
New 5.7K
Apparel 3.2K
Lifestyle 2.2K
Office 1.8K
Stationery 1.6K
writing 1.3K
Device model exactly matches Nexus 5
ITEM LIST NAME
ITEMS PURCHASED
No data available
View item lists
Items viewed in promotion by Item promotion name
All Users
ITEM PROMOTION NAME
ITEMS VIEWED IN PROMOTION
the more the merrier 819K
send a smile 640K
noteworthy notebooks 613K
slip, slip, hooray! 193K
jump for joy 155K
making spirits bright 137K
take your pick 110K
Device model exactly matches Nexus 5
ITEM PROMOTION NAME
ITEMS VIEWED IN PROMOTION
the more the merrier 2.3K
noteworthy notebooks 2.1K
send a smile 1.9K
making spirits bright 527
jump for joy 477
slip, slip, hooray!
отправить улыбку
Aug 31, 2022 - Aug 31, 2023
ITEMS VIEWED IN PROMOTION
making spirits bright 527
View promotions
Purchase revenue by Order coupon
All Users
ORDER COUPON
PURCHASE REVENUE
TESTE_BRUNA $40.00
Device model exactly matches Nexus 5
ORDER COUPON
PURCHASE REVENUE
No data available
Type here to search
57°F Mostly clear
11:56 PM
9/27/2023


Google
Analytics | User acquisition
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The first click, linear, time decay, and position-based attribution models will be going away in October 2023.
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Analytics
All accounts > Demo Account
GA4 - Google Merch Shop
baddie dresses
Feedback
Reports snapshot
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Traffic acquisition
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User
User Attributes
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Overview
Tech details
User acquisition: First user default channel group
Aug 31, 2022 - Aug 31, 2023
New users over time
New users by First user default channel group
Direct
Organic Search
Cross-network
Paid Search
Display
All Users
Device model exactly matches Nexus 5
Search...
Rows per page: 10
Go to: 1
1-10 of 14
First user defa... channel group
Comparison
New users
Engaged sessions
Engagement rate
Engaged sessions per user
Average engagement time
Event count All events
Conversions All events
Total revenue
All Users 782,926 100% of total 1,005,379 100% of total 80.07% Avg 0% 1.21 Avg 0% 2m 03s Avg 0% 28,307,726 100% of total 4,419,901.00 100% of total $2,022,555.54 100% of total
Device model exactly matches Nexus 5 53 0.01% of total 122 0.01% of total 9.15% Avg -88.57% 0.11 Avg -90.72% 0m 28s Avg -76.85% 21,743 0.08% of total 1,173.00 0.03% of total $0.00 0% of total
1 Direct All Users 318,516 458,297 75.66% 1.27 2m 34s 14,439,350 1,977,213.00 $1,376,622.77
Direct Device model exactly matches Nexus 5 29 72 8.77% 0.10 0m 24s 11,070 611.00 $0.00
2 Organic Search All Users 229,434 286,428 81.8% 1.24 1m 59s 7,627,250 1,088,289.00 $408,049.93
Organic Search Device model exactly matches Nexus 5 16 36 7.91% 0.10 0m 35s 9,827 509.00 $0.00
3 Cross-network All Users 109,031 118,950 90.37% 1.08 1m 12s 1,703,957 420,038.00 $34,605.35
Cross-network Device model exactly matches Nexus 5 1 2 8% 0.10 0m 52s 202 27.00 $0.00
4 Paid Search All Users 57,026 62,259 78.23% 1.10 0m 43s 791,568 159,648.00 $17,131.78
Paid Search Device model exactly matches Nexus 5 5 8 66.67% 1.14 0m 03s 289 16.00 $0.00
5 Display All Users 28,767 26,358 65.87% 0.92 0m 39s 450,019 55,986.00 $0.00
Display Device model exactly matches Nexus 5 1 1 100% 1.00 1m 31s 16 2.00 $0.00
6 Referral All Users 14,834 24,126 85.1% 1.55 3m 15s 1,038,317 93,057.00 $64,925.59
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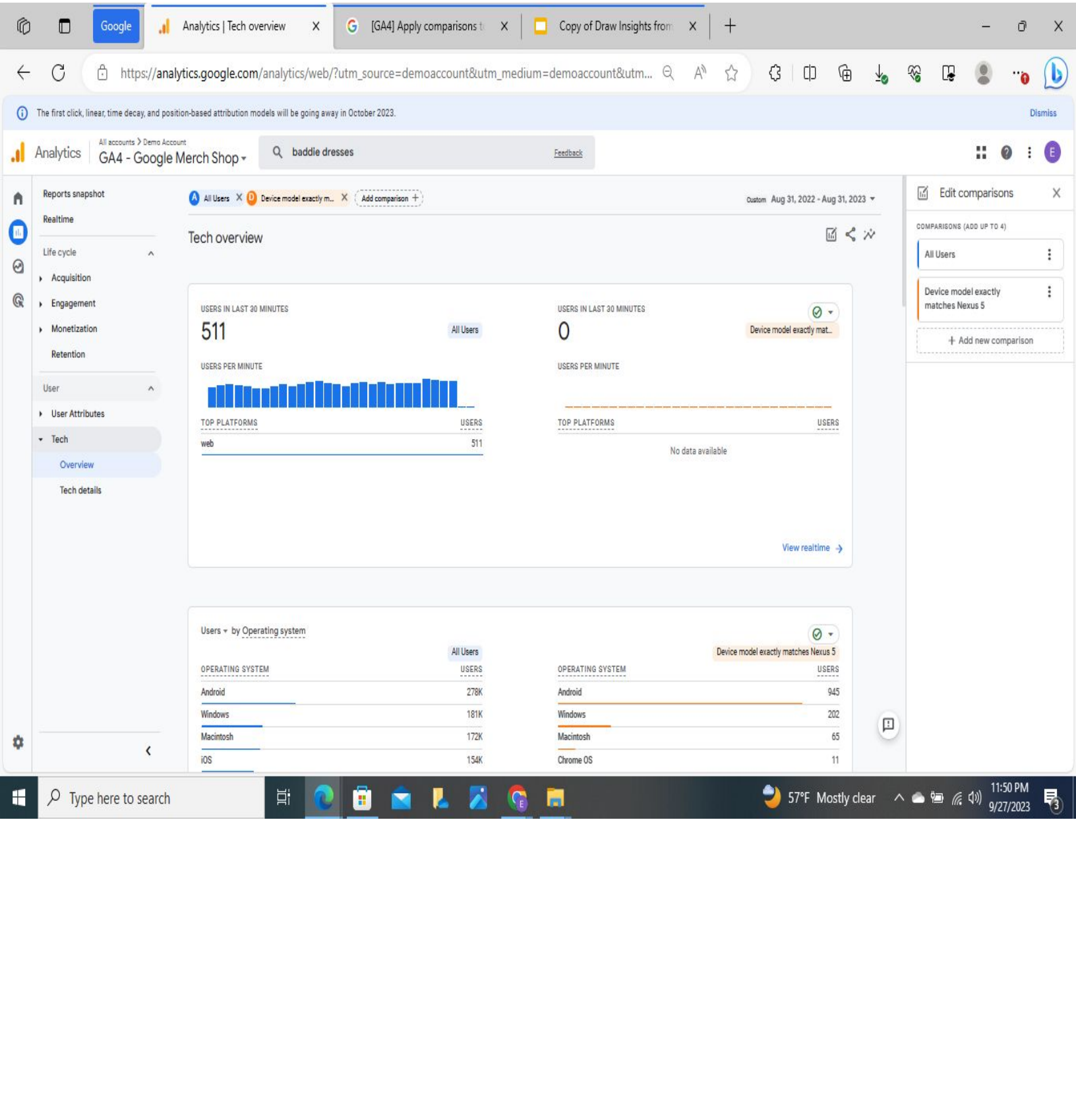
Google
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Feedback
Reports snapshot
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Acquisition
Engagement
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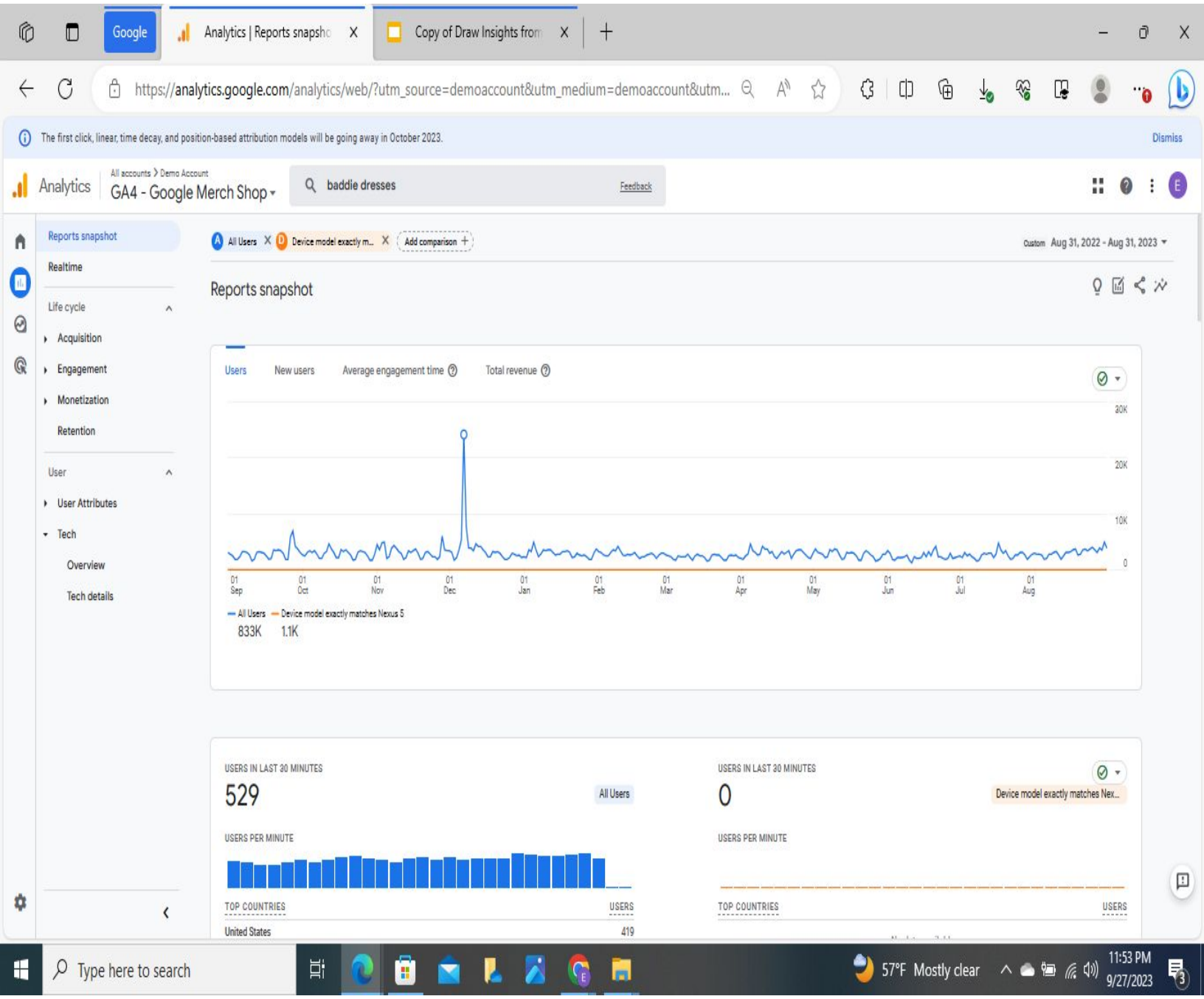
Retention
User
User Attributes
Tech
Overview
Tech details
All Users
Device model exactly m...
Add comparison
Custom Aug 31, 2022 - Aug 31, 2023
Tech overview
USERS IN LAST 30 MINUTES
511
All Users
USERS PER MINUTE
TOP PLATFORMS
USERS
web
511
USERS IN LAST 30 MINUTES
0
Device model exactly mat...
USERS PER MINUTE
TOP PLATFORMS
USERS
No data available
View realtime
Users by Operating system
All Users
OPERATING SYSTEM
USERS
Android
278K
Windows
181K
Macintosh
172K
iOS
154K
Device model exactly matches Nexus 5
OPERATING SYSTEM
USERS
Android
945
Windows
202
Macintosh
65
Chrome OS
11
Edit comparisons
COMPARISONS (ADD UP TO 4)
All Users
Device model exactly matches Nexus 5
Add new comparison
Type here to search
57°F Mostly clear
11:50 PM
9/27/2023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Device model exactly m...
Add comparison
Custom Aug 31, 2022 - Aug 31, 2023
Reports snapshot
Users
New users
Average engagement time
Total revenue
30K
20K
10K
0
01 Sep
01 Oct
01 Nov
01 Dec
01 Jan
01 Feb
01 Mar
01 Apr
01 May
01 Jun
01 Jul
01 Aug
All Users
Device model exactly matches Nexus 5
833K
1.1K
USERS IN LAST 30 MINUTES
529
All Users
USERS PER MINUTE
TOP COUNTRIES
USERS
United States
419
USERS IN LAST 30 MINUTES
0
Device model exactly matches Nex...
USERS PER MINUTE
TOP COUNTRIES
USERS
Type here to search
57°F Mostly clear
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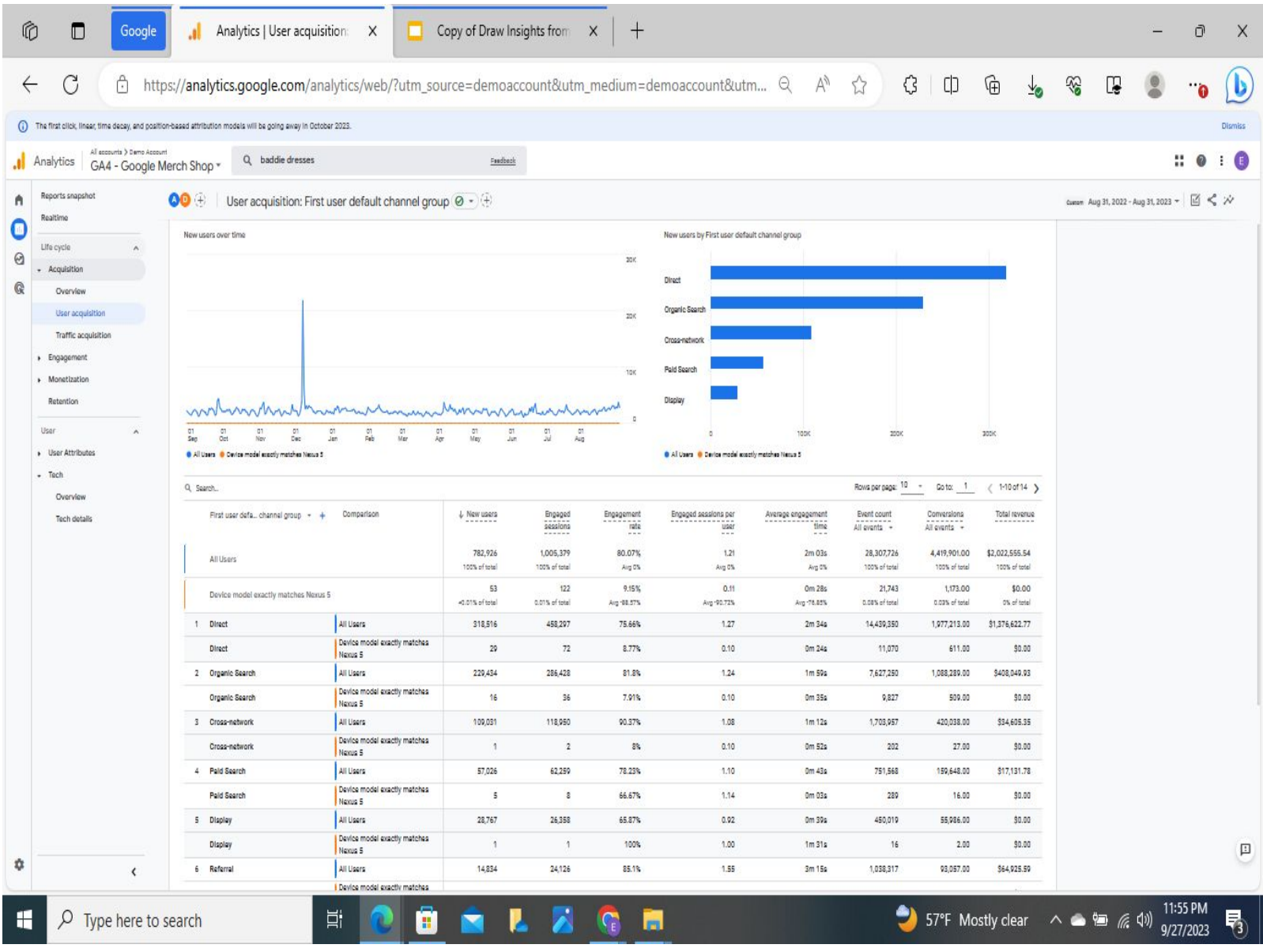
9/27/2023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Cross-network
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Device model exactly matches Nexus 5
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Engaged sessions per user
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Device model exactly matches Nexus 5 53 122 9.15% 0.11 0m 28s 21,743 1,173.00 $0.00
1 Direct All Users 318,516 458,297 75.66% 1.27 2m 34s 14,439,350 1,977,213.00 $1,376,622.77
Direct Device model exactly matches Nexus 5 29 72 8.77% 0.10 0m 24s 11,070 611.00 $0.00
2 Organic Search All Users 229,434 286,428 81.8% 1.24 1m 59s 7,627,250 1,088,289.00 $408,049.93
Organic Search Device model exactly matches Nexus 5 16 36 7.91% 0.10 0m 35s 9,827 509.00 $0.00
3 Cross-network All Users 109,031 118,950 90.37% 1.08 1m 12s 1,703,957 420,038.00 $34,605.35
Cross-network Device model exactly matches Nexus 5 1 2 8% 0.10 0m 52s 202 27.00 $0.00
4 Paid Search All Users 57,026 62,259 78.23% 1.10 0m 43s 751,568 159,648.00 $17,131.78
Paid Search Device model exactly matches Nexus 5 5 8 66.67% 1.14 0m 03s 289 16.00 $0.00
5 Display All Users 28,767 26,358 65.87% 0.92 0m 39s 450,019 55,986.00 $0.00
Display Device model exactly matches Nexus 5 1 1 100% 1.00 1m 31s 16 2.00 $0.00
6 Referral All Users 14,834 24,126 85.1% 1.55 3m 15s 1,038,317 93,057.00 $64,925.59
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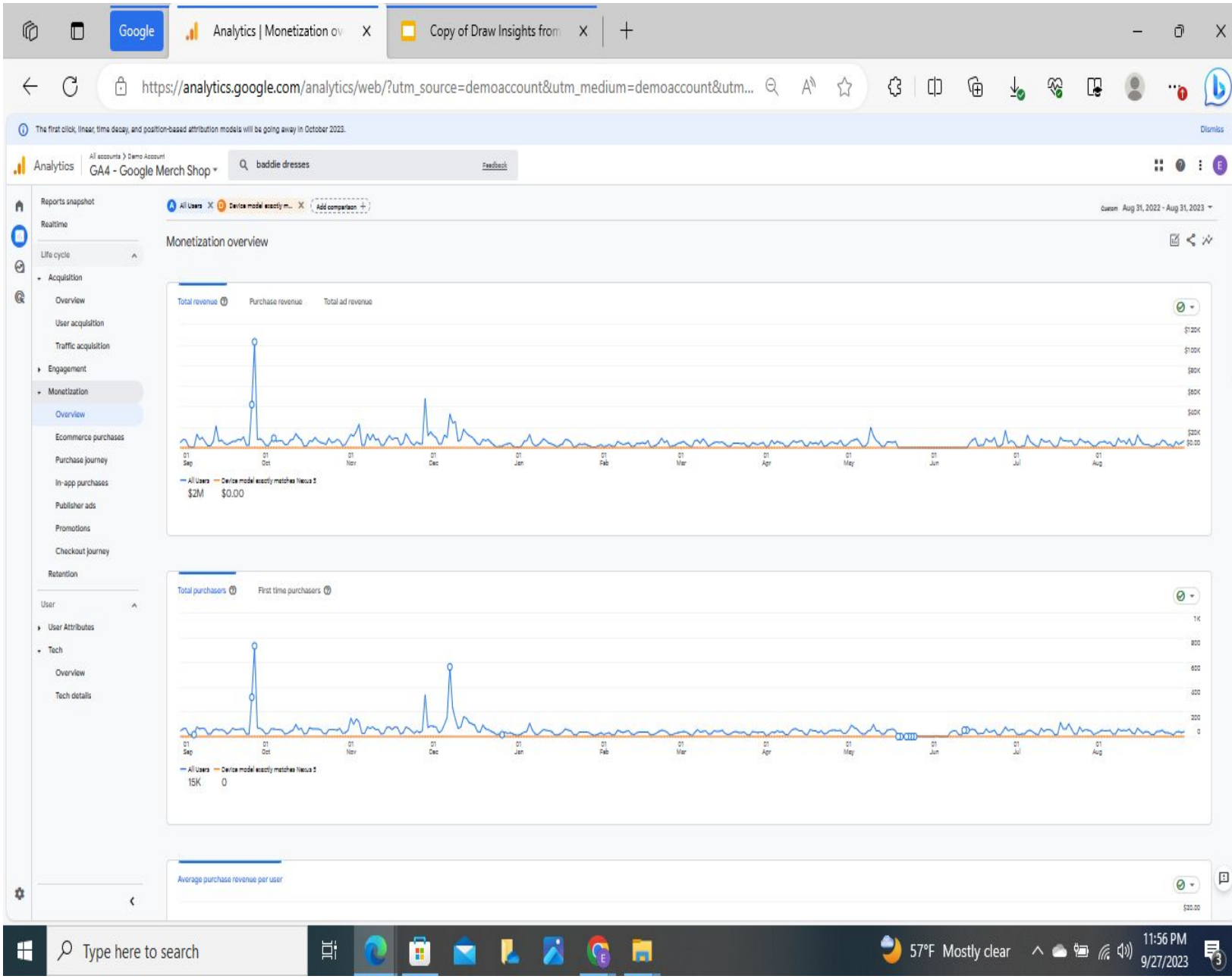
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Aug 31, 2022 - Aug 31, 2023
Monetization overview
Total revenue
Purchase revenue
Total ad revenue
$2M
$0.00
Total purchasers
First time purchasers
15K
0
Average purchase revenue per user
Type here to search
57°F Mostly clear
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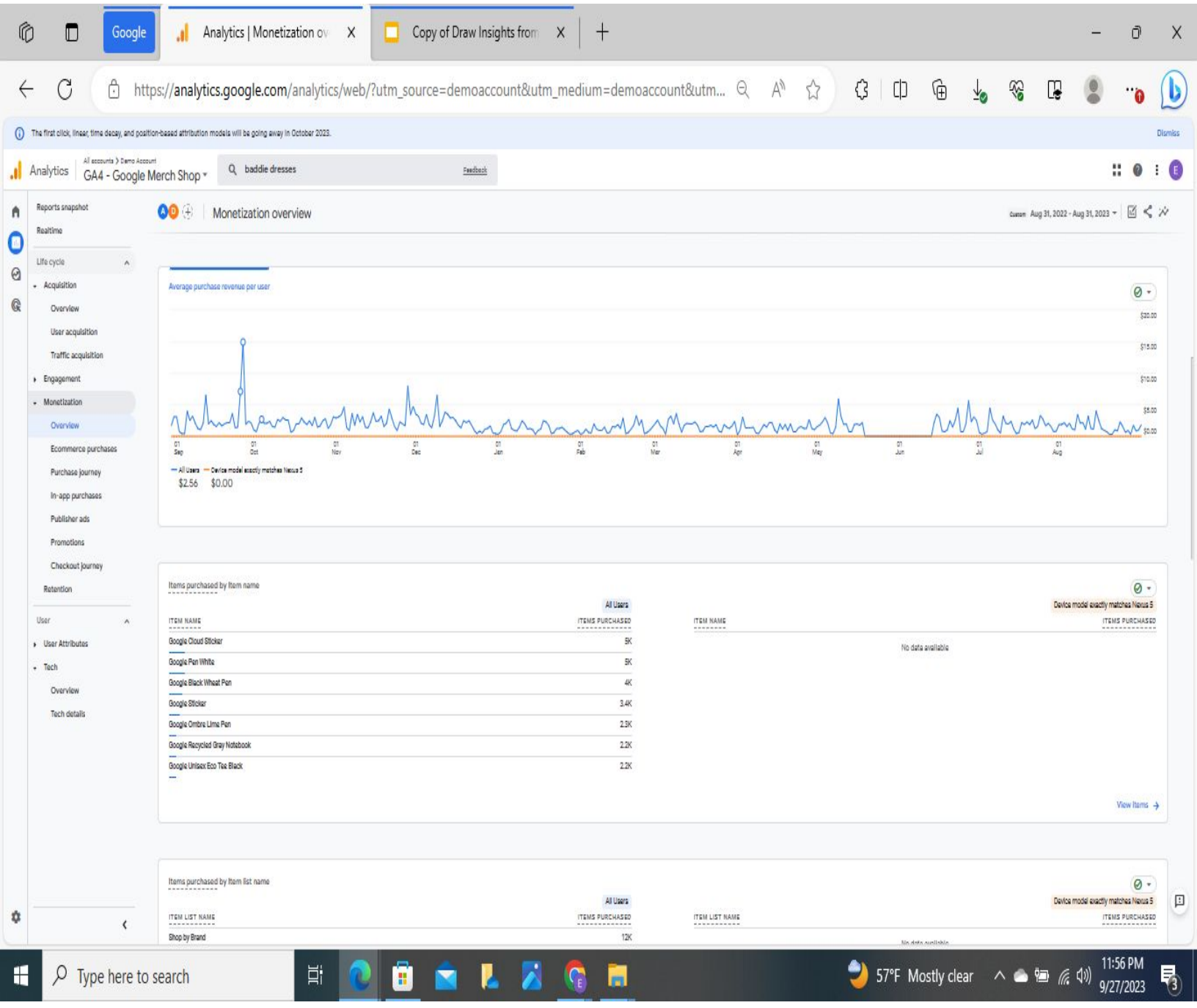
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Reports snapshot
Realtime
Life cycle
Acquisition
Overview
User acquisition
Traffic acquisition
Engagement
Monetization
Overview
Ecommerce purchases
Purchase journey
In-app purchases
Publisher ads
Promotions
Checkout journey
Retention
User
User Attributes
Tech
Overview
Tech details
Monetization overview
Aug 31, 2022 - Aug 31, 2023
Average purchase revenue per user
$20.00
$15.00
$10.00
$5.00
$0.00
01 Sep
01 Oct
01 Nov
01 Dec
01 Jan
01 Feb
01 Mar
01 Apr
01 May
01 Jun
01 Jul
01 Aug
All Users
Device model exactly matches Nexus 5
$2.56
$0.00
Items purchased by Item name
All Users
Device model exactly matches Nexus 5
ITEM NAME
ITEMS PURCHASED
Google Cloud Sticker 5K
Google Pen White 5K
Google Black Wheat Pen 4K
Google Sticker 3.4K
Google Ombre Lime Pen 2.3K
Google Recycled Gray Notebook 2.2K
Google Unisex Eco Tee Black 2.2K
No data available
View items
Items purchased by Item list name
All Users
Device model exactly matches Nexus 5
ITEM LIST NAME
ITEMS PURCHASED
Shop by Brand 12K
No data available
Type here to search
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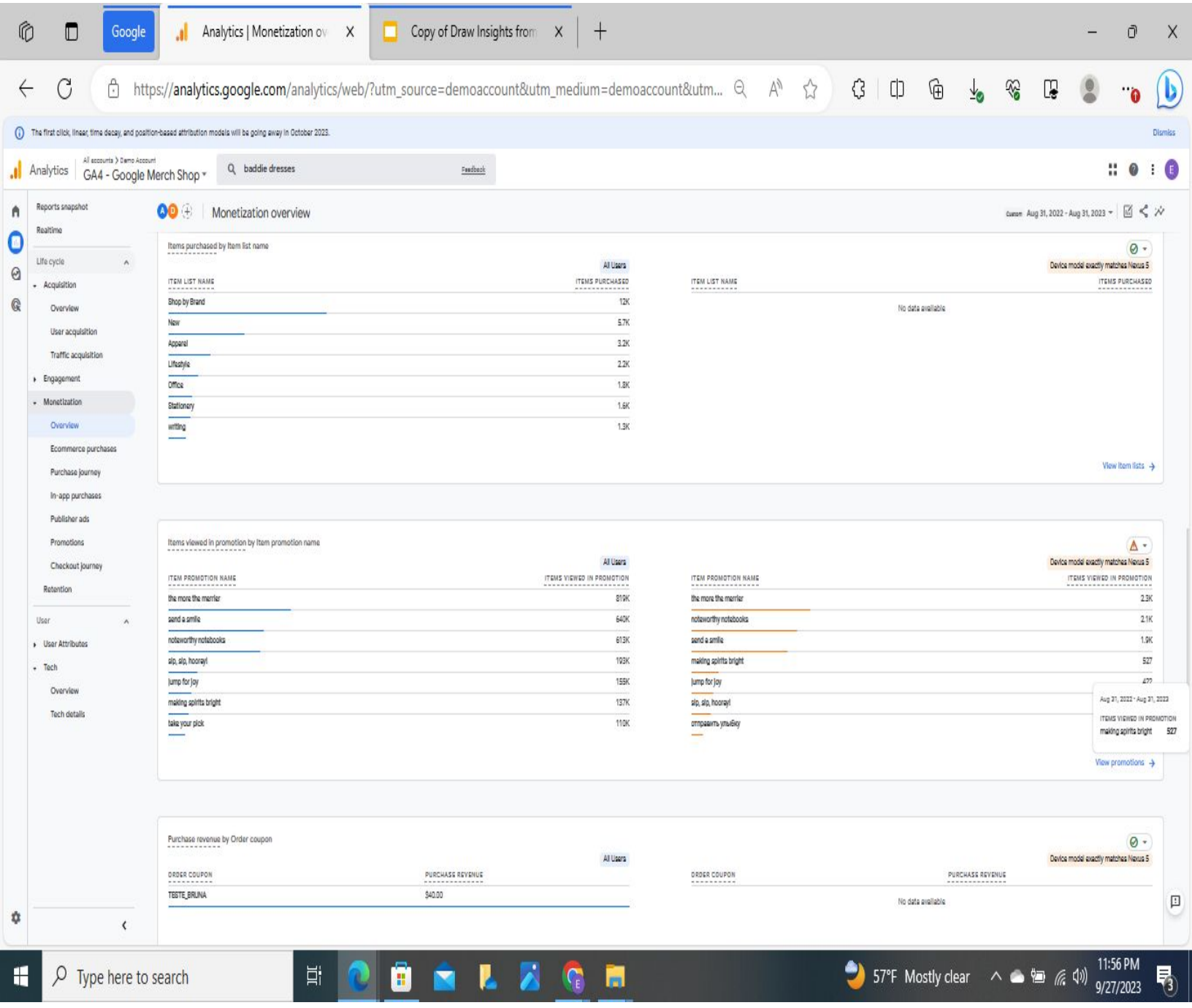
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Purchase journey
In-app purchases
Publisher ads
Promotions
Checkout journey
Retention
User
User Attributes
Tech
Overview
Tech details
Monetization overview
Custom Aug 31, 2022 - Aug 31, 2023
Items purchased by Item list name
All Users
ITEM LIST NAME
ITEMS PURCHASED
Shop by Brand 12K
New 5.7K
Apparel 3.2K
Lifestyle 2.2K
Office 1.8K
Stationery 1.6K
writing 1.3K
Device model exactly matches Nexus 5
ITEM LIST NAME
ITEMS PURCHASED
No data available
View item lists
Items viewed in promotion by Item promotion name
All Users
ITEM PROMOTION NAME
ITEMS VIEWED IN PROMOTION
the more the merrier 819K
send a smile 640K
noteworthy notebooks 613K
slp, slp, hooray! 193K
jump for joy 159K
making spirits bright 137K
take your pick 110K
Device model exactly matches Nexus 5
ITEM PROMOTION NAME
ITEMS VIEWED IN PROMOTION
the more the merrier 2.3K
noteworthy notebooks 2.1K
send a smile 1.9K
making spirits bright 527
jump for joy 477
slp, slp, hooray!
отправить улыбку
Aug 31, 2022 - Aug 31, 2023
ITEMS VIEWED IN PROMOTION
making spirits bright 527
View promotions
Purchase revenue by Order coupon
All Users
ORDER COUPON
PURCHASE REVENUE
TESTE_BRUNA $40.00
Device model exactly matches Nexus 5
ORDER COUPON
PURCHASE REVENUE
No data available
Type here to search
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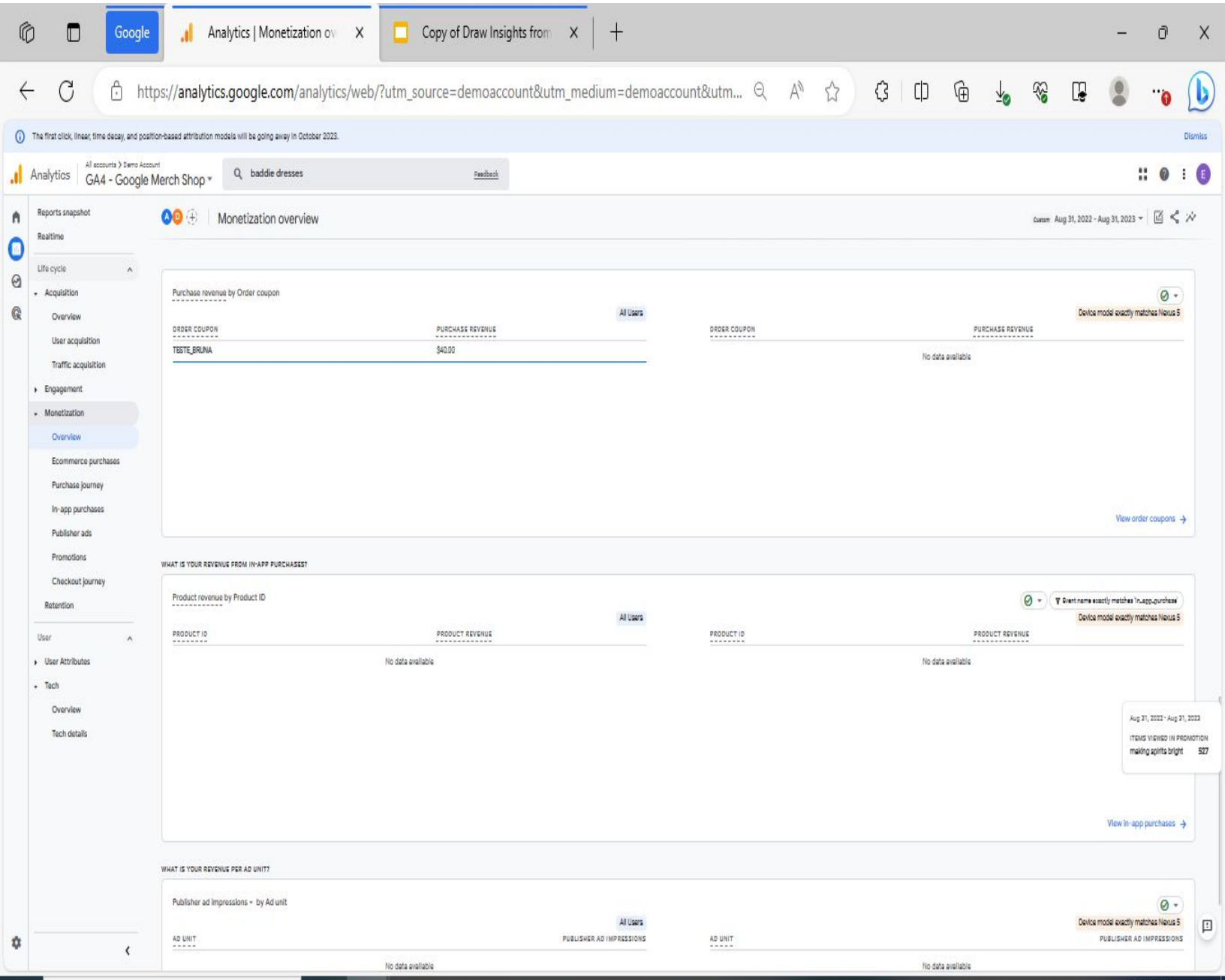
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Tech details
Monetization overview
Aug 31, 2022 - Aug 31, 2023
Purchase revenue by Order coupon
All Users
Device model exactly matches Nexus 5
ORDER COUPON
PURCHASE REVENUE
TESTE_BRUNA
$40.00
No data available
View order coupons
WHAT IS YOUR REVENUE FROM IN-APP PURCHASES?
Product revenue by Product ID
Event name exactly matches in_app_purchase
PRODUCT ID
PRODUCT REVENUE
No data available
ITEMS VIEWED IN PROMOTION
making spirits bright
527
View in-app purchases
WHAT IS YOUR REVENUE PER AD UNIT?
Publisher ad impressions by Ad unit
AD UNIT
PUBLISHER AD IMPRESSIONS
Type here to search
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9/27/2023

- Reports Snapshot: Based on the selected twelve-month time period, which month had the most new users and which month had the fewest new users? The month with the most new users was on December of last year. The month with the least was October of last year

- User Acquisition: During the twelve-month period you've selected, which channel groups had the highest and lowest engagement rates and the highest and lowest total revenue? What do these metrics mean, based on your experience? In terms of engagement September of last year saw the most engagements among new users as well as the most revenue. The least revenue among users was in May and the least engagement in October. This means for me that users are saving up for the Summer & Fall monts to wear their dresses or for back to school.

Part Five:
Analysis and Suggestions

Analysis and Suggestions: Instructions

Using your existing data (selected in part 1) you will analyze the current state of your business and provide recommendations for how to improve it in a variety of ways. If you are using the Google Analytics demo account and not your own business, you will be provided with example data to use.

To demonstrate your knowledge:

- Using the cost, revenue, and ROAS for campaigns, determine how you might be able to achieve 20% growth.
- Identify eCommerce changes that could be used to improve the business.
- Create an updated technology stack

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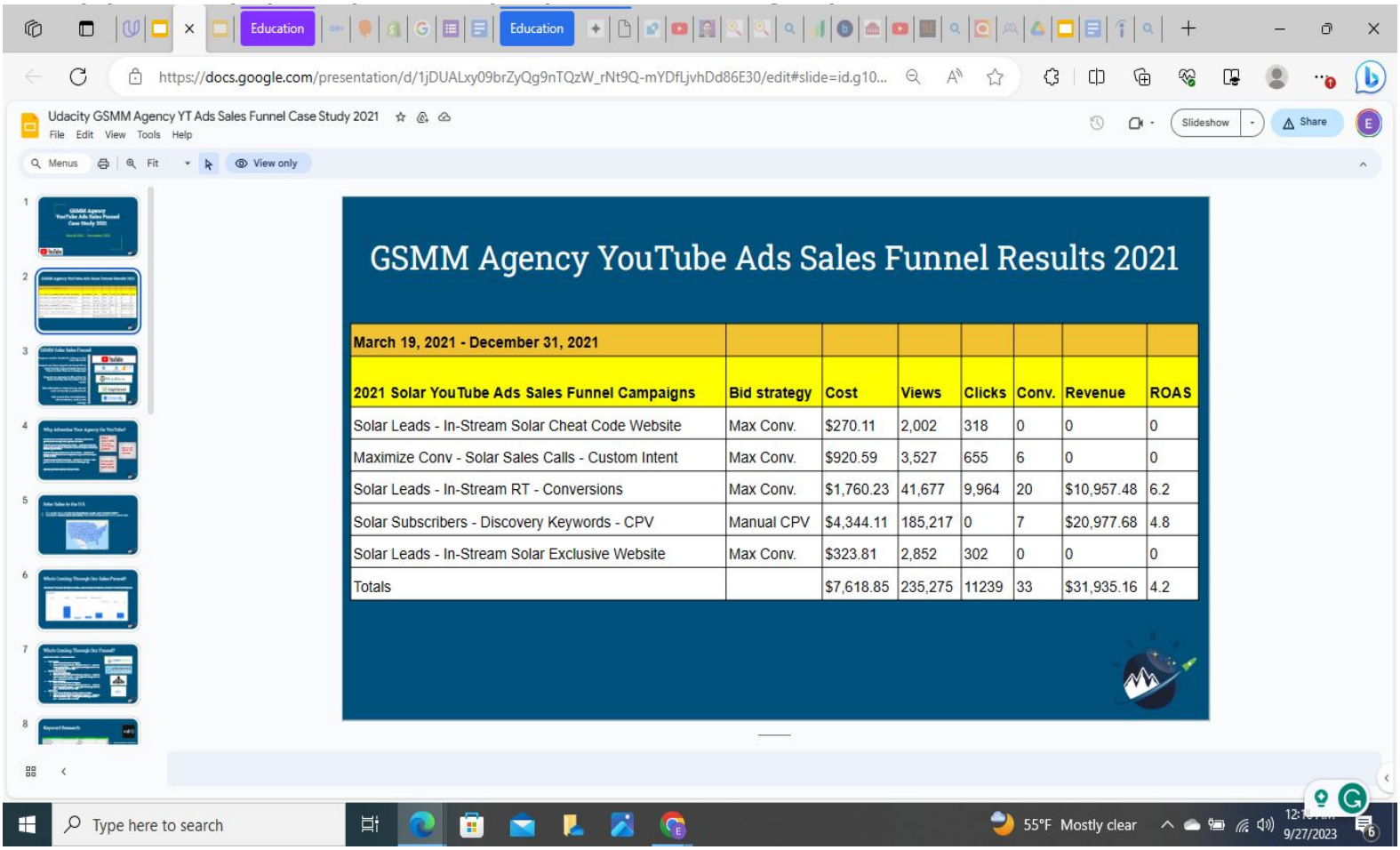
Analysis and Suggestions: Business Sales Growth

Analyze your existing marketing campaigns to grow your business. In order to complete this section using your own data, you must have the required data (Campaign, Cost, Revenue, ROAS) for a minimum of two campaigns. If you do not have at least two campaigns or are missing some of the necessary data, you can use the [2021 GSMM Solar YouTube Ad Sales Funnel Campaigns Pitch Deck] to answer this question. You are also welcome to add



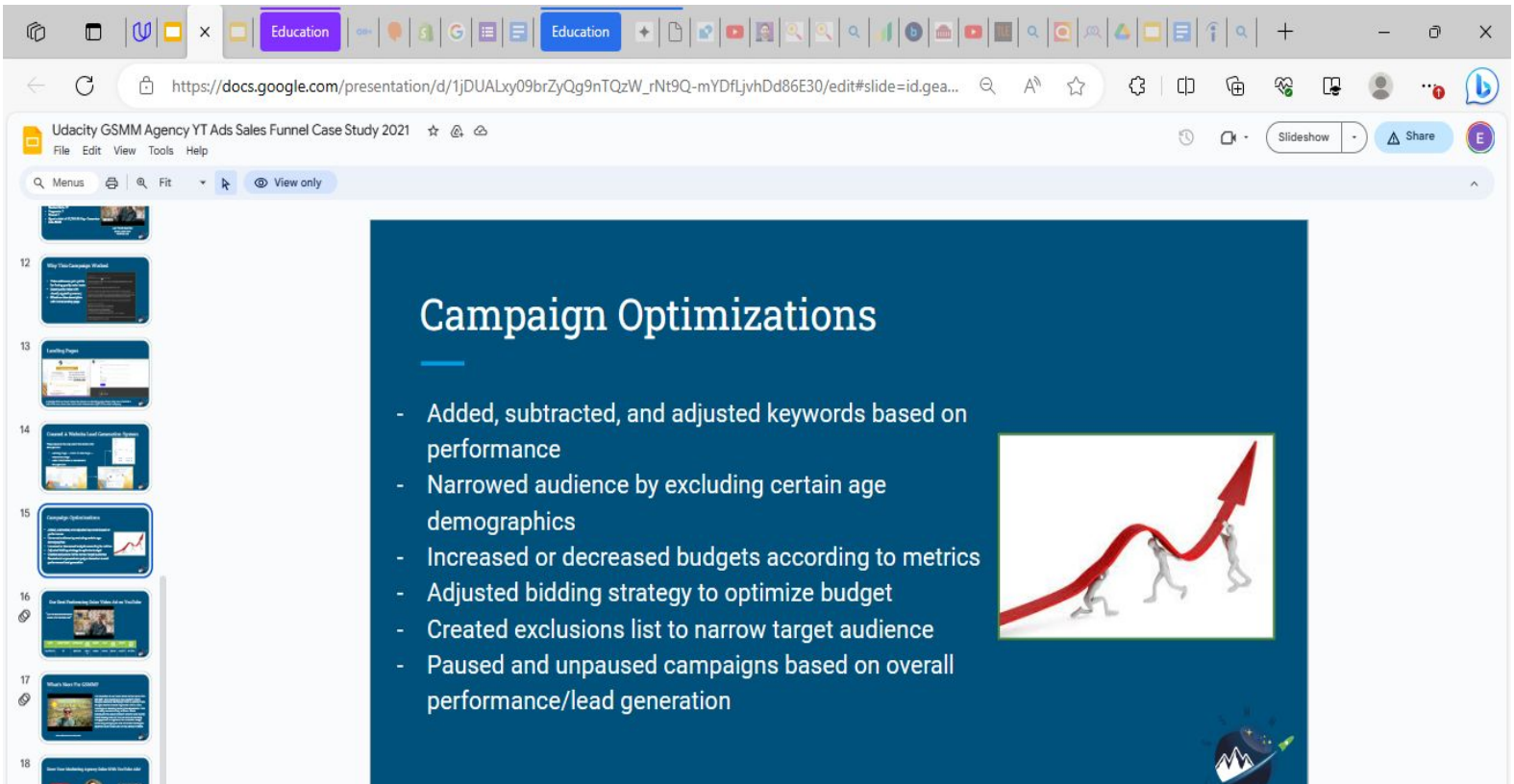
Analysis and Suggestions: Business Sales Growth

Based on the data and other information provided, how might the campaigns be realigned and improved to potentially achieve a 20% YOY sales growth? You can assume that the c\data will remain consistent over the projected time frame. Please reference specific data to support your answer like metrics and campaigns.

Include your response here. You may also include screenshots if desired.

To potentially increase sales growth.

- *The campaign would need to focus on campaigns that generate the best return on investment such as the discovery keywords*
- *Invest in high performing keyword searches such as panel solar for sale*
- *Implement Agile Marketings strategy Programmatic advertising by automating media buying to match relevant ads to consumers fast to free up time for advertisers to review data and adjust strategies*
- *Narrow Target Audiences*



Analysis and Suggestions: eCommerce

Now you will evaluate the current state of eCommerce for your business and how it might be improved.

Looking at your website pages or the Google Merchandise store website and current eCommerce experience, identify one change to the eCommerce UX and one additional eCommerce option you would recommend implementing.

Example: One way to improve eCommerce capabilities would be to add the option of a digital wallet with the option to securely store and manage cards that have been used for payment, along with the option of using PayPal or ApplePay.

UX change:

I would include larger photo of model designs on the front page. Larger photos help to draw customers in, As well as slideshows to navigate the page like a mini magazine.

Other eCommerce change or addition:

- *Product reviews and ratings. This will help bring trustworthiness and honesty to the brand*
- *Product Recommendations based on past searches and purchases. To help complete a look/aesthetic*

Analysis and Suggestions: Technology

Now you will look at your existing technology stack and make recommendations for the future. This should include at least two additional technologies that are not currently utilized, one of which is a new emerging technology.

If using your own business, provide both the existing technology stack and the recommended update which.

If you are not using your own business or do not currently have a technology stack, you can use the GSMM 2021 Marketing Technology and Channels Spreadsheet to answer this question or as a template to create your own.

Provide a link to your technology stack or place a screenshot below. Make sure that the screenshot clearly shows a minimum of 2 new additional technologies, one of which is emerging, and a total stack of no less than 10.

MarTech Stack

1. ***Google Keyword Planner and Google Trend*** would be a great tool to collect keywords information on generating more sales leads
2. ***CRM software t***hat allows you to stay in touch with new and past customers through marketing funnels and follow-up automation.
3. **B2B Database** will help to track accurate datas **-**This can help build target account lists, identify buying committee members, and retarget good-fit customers.
4. **Content Marketing.** High-quality content, such as blogs important to retain customers. Tool such as content and creative development can help build campaigns to bring in new customers and make new ideas critical element for drawing in new business and capturing leads.
5. **5 Social Media** Social media helps to create brand awareness and community. It is fundamental for social listening, COntent calendar will also be useful to help track different ideas and schedule them,
6. **Seo & Website Analytics:** tracking website analytics can help find where along the funnel customers are. And set up strategies to guide customers down the funnel.
7. **Marketing Intelligence & Automation** Intelligence and automation help you turn marketing-qualified leads into sales opportunities
8. **Customer Relationship Management (CRM)** system will help you navigate prospects and customers along their buyer's journey, tracking inbound leads, and reporting down the funnel.
9. **Scheduling Tools** I've uses scheduling tools to help schedule content for the most ideal time to post.

Emerging Technology

10. Chatbots are AI messaging software would be very helpful to the campaign. They can provide answers to consumer feedback for 24 hours to provide support for customers/businesses. It will help free up time to be located to other parts of the campaign