

# 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

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# 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	<i>Key Performance Indicator 1 for Key Business Objective 1 (required)</i> <b>Increase Web Traffic KPI: new visitors to site, returning visitors</b>
2	<i>Key Performance Indicator 2 for Key Business Objective 2 (required)</i> <b>Grow Brand Awareness. engagement to posts, shares and follower growth, media mentions, referral links</b>
3	<i>Key Performance Indicator 3 for Key Business Objective 3 (required)</i> <b>Increased follower growths on social media platforms</b>



# Part Two: A/B Testing Proposal

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# 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. Key Performance Indicator 1 for 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*

*Key Performance Indicator 1 for Key Business Objective 1 (required)*  
**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. Landing Pages*

*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 ad creative b because B offers a 30% discount for two fair performing products. while A offers 60% of one popular product Users will be split into Group A Discount and Group B Discount. 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.*





# A/B Testing Proposal: Testing Process

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 an ad creative. 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.*
- 2. I would set the time duration for 2 weeks or more and budget for 500.*
- 3. 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

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# 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.**

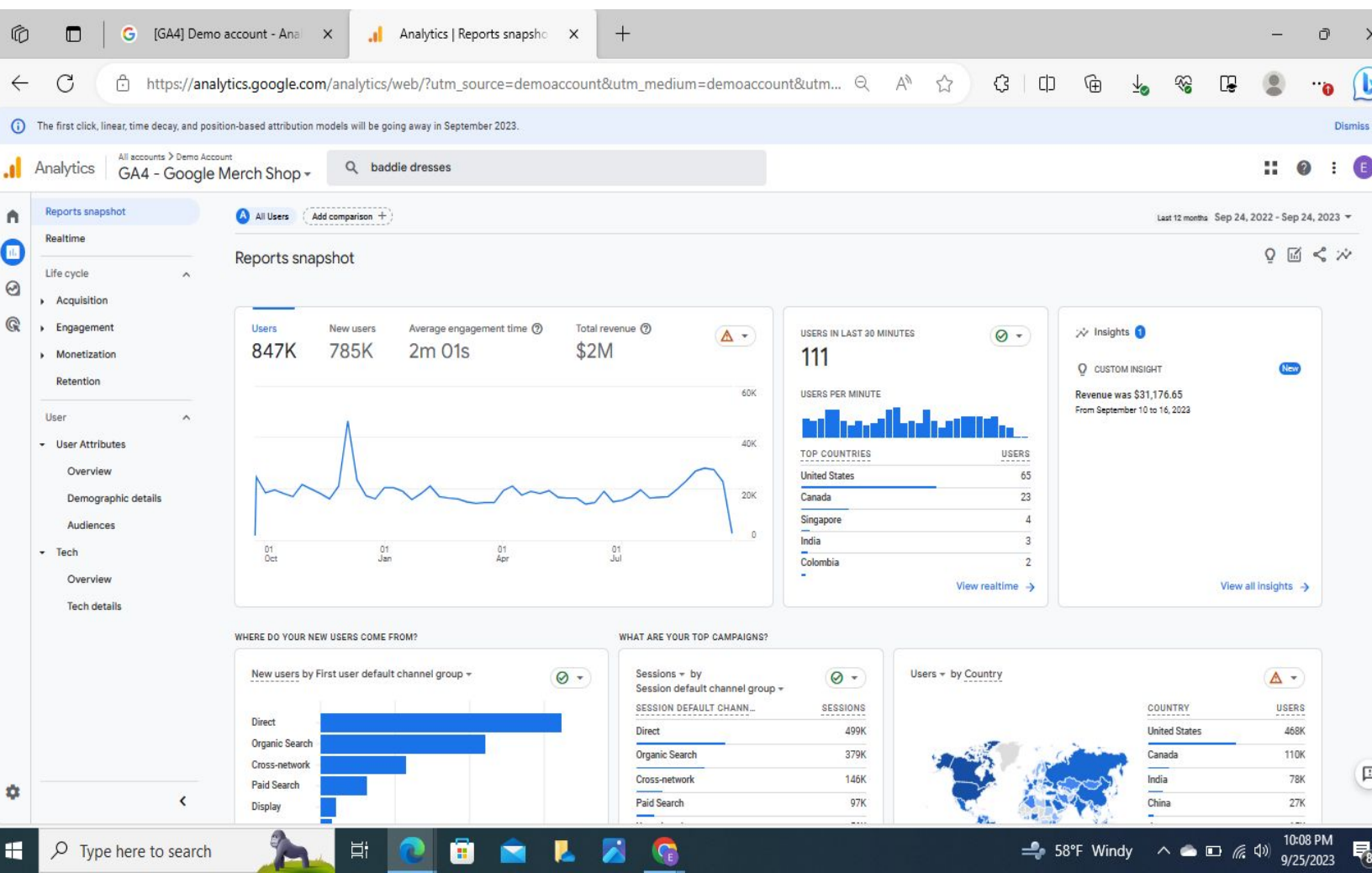


# Reports Snapshot

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.*



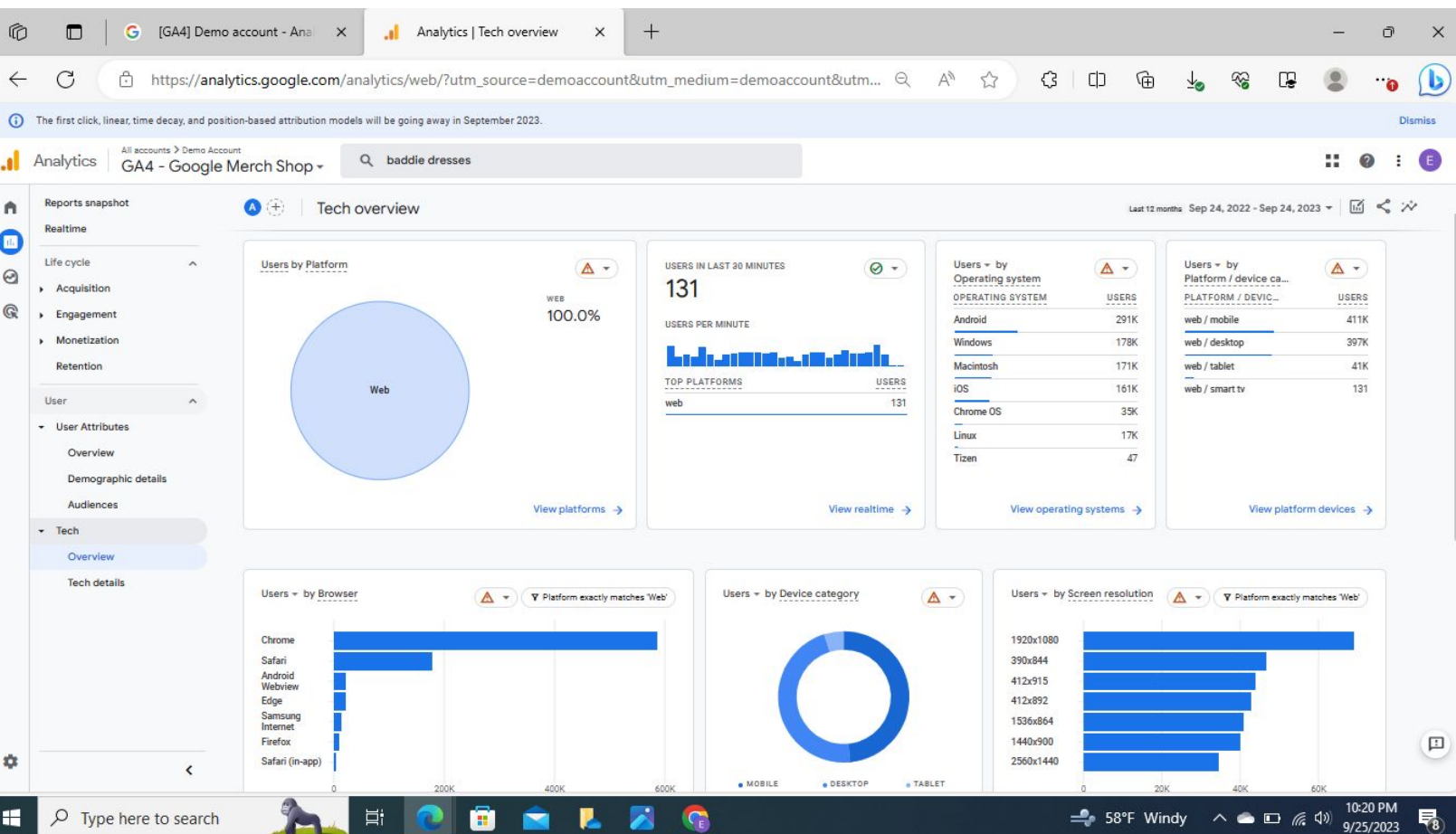
# User Tech

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





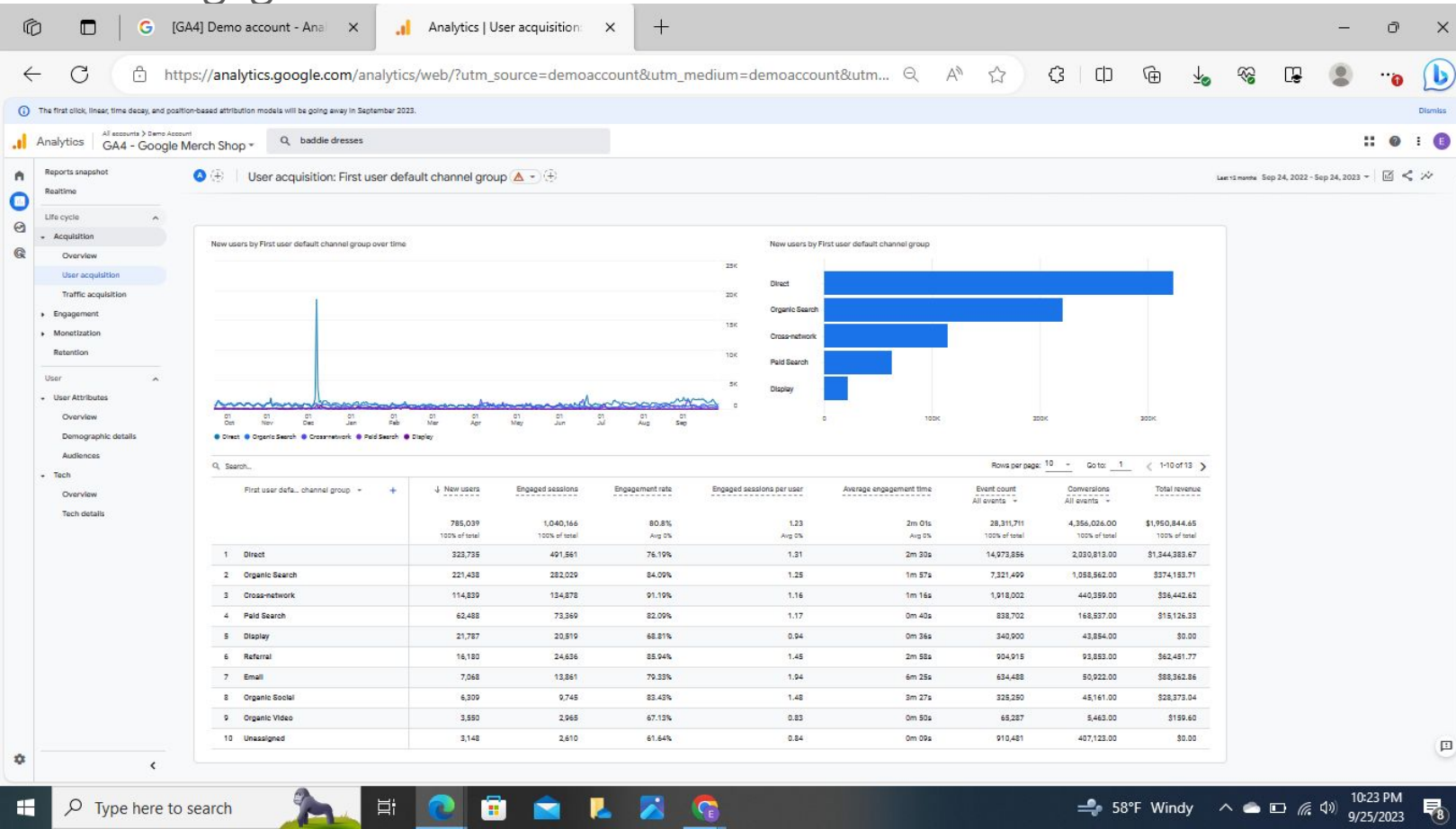
# User Acquisition

**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 via 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.*

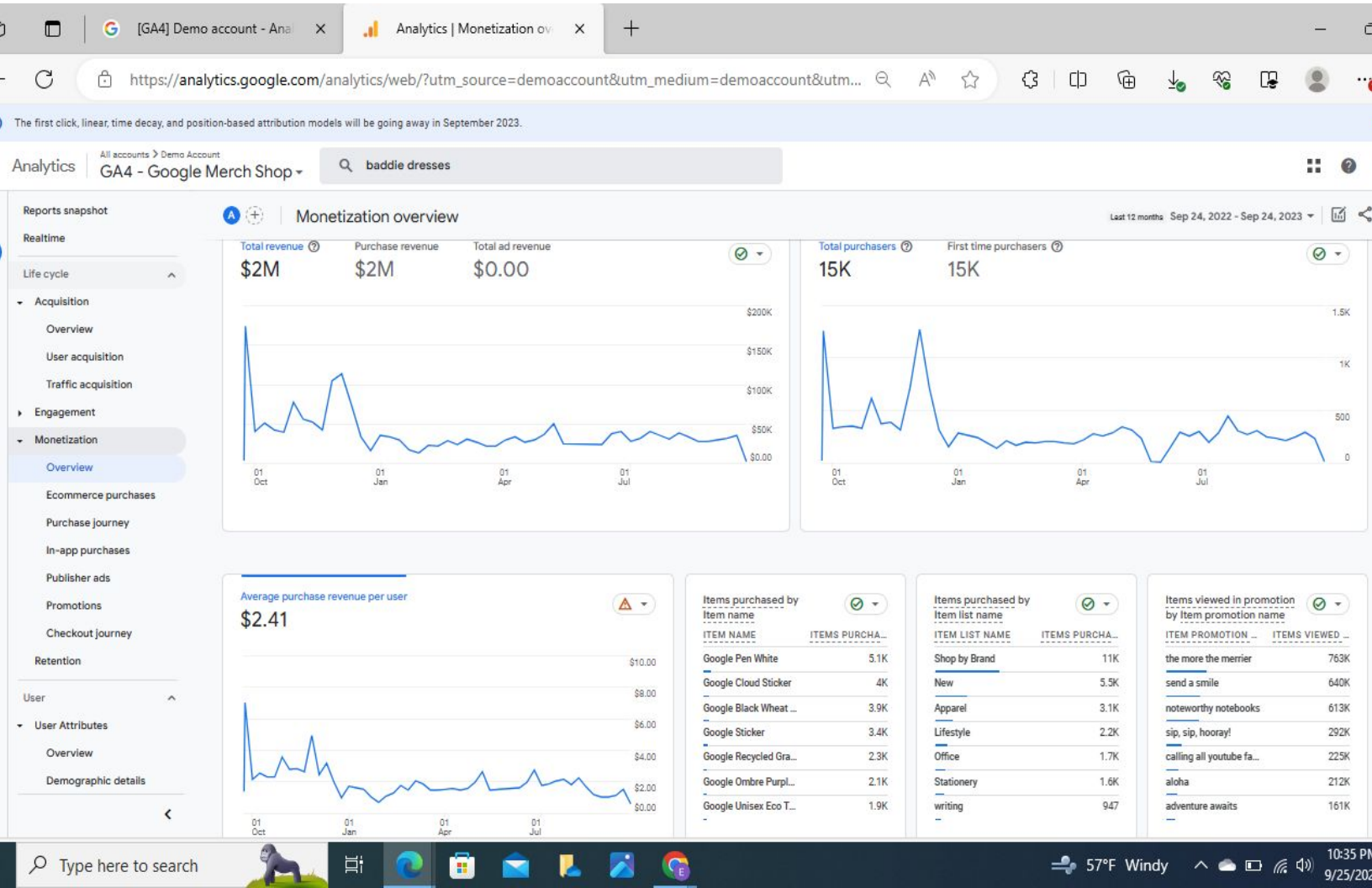




# Monetization

**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

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# Segmentation: Instructions

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

To demonstrate your knowledge:

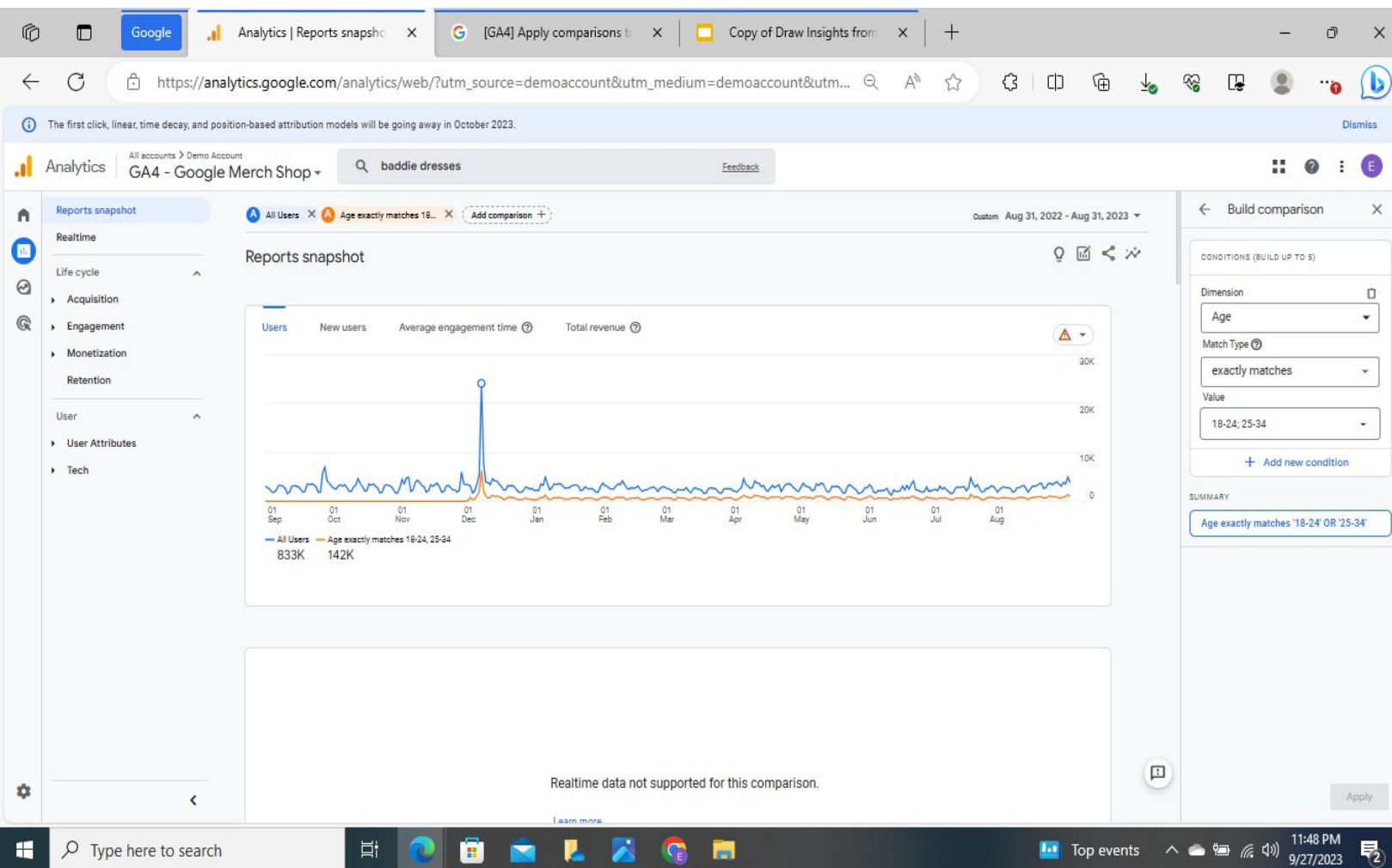
- Identify and show **two different audience segments** compared to All Users. Create the following custom segments:
  - One segment based on **Audience Demographics**
  - One segment based on **Technology**
- **Take screenshots showing each of your segments applied to the data and explain the segment and the results in the notes section. Place these items on the slides that follow.**

***Remove this slide***



# 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.





Google

Analytics | Tech overview

Copy of Draw Insights from

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The first click, linear, time decay, and position-based attribution models will be going away in October 2023.

Analytics

GA4 - Google Merch Shop

baddie dresses

Feedback

Reports snapshot

Realtime

Life cycle

Acquisition

Engagement

Monetization

Retention

User

User Attributes

Tech

Tech details

Tech overview

493

USERS PER MINUTE

TOP PLATFORMS

web

492

100

USERS PER MINUTE

TOP PLATFORMS

web

100

Users - by Operating system

Android

Windows

Macintosh

iOS

Chrome OS

Linux

Tizen

278K

181K

172K

154K

35K

16K

48

Users - by Platform / device category

Android

Macintosh

Windows

Chrome OS

Linux

iOS

59K

36K

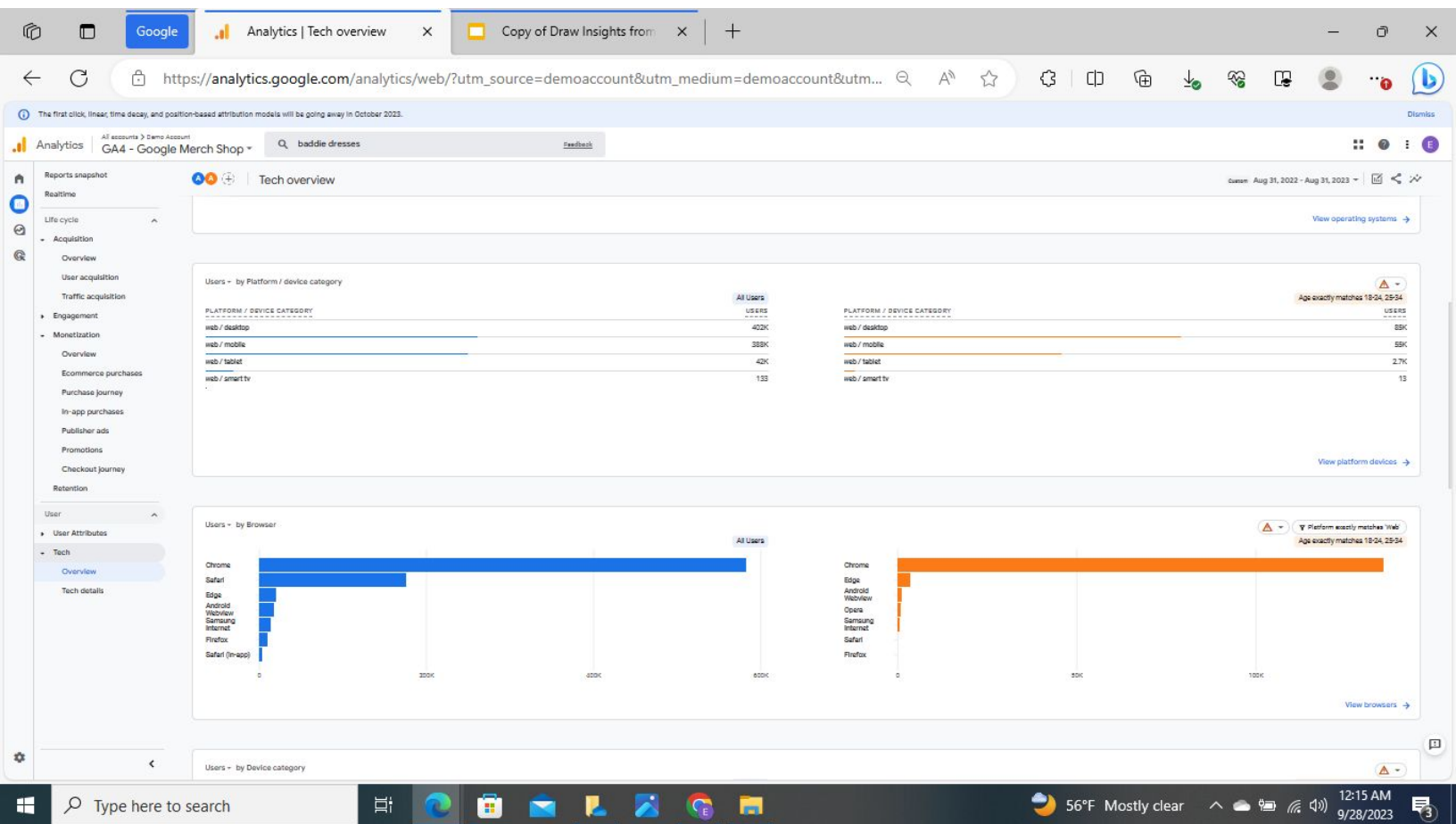
6.3K

2.6K

118

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Feedback

Reports snapshot

Realtime

Life cycle

Acquisition

Engagement

Monetization

User

Tech

Tech overview

Users - by Device category

Users - by Screen resolution

Users - by App version

Overview

Tech details

Aug 31, 2022 - Aug 31, 2023

View browsers

Donut chart showing device category distribution:

Device Category	Percentage
Desktop	48.3%
Mobile	46.7%
Tablet	5.0%

Donut chart showing device category distribution:

Device Category	Percentage
Desktop	59.6%
Mobile	38.5%
Tablet	1.9%

Horizontal bar chart showing screen resolution distribution:

Screen Resolution	Count (approx.)
1920x1080	85K
390x844	45K
412x915	40K
412x892	35K
1536x864	30K
1440x900	25K
1366x768	20K

Horizontal bar chart showing screen resolution distribution:

Screen Resolution	Count (approx.)
1920x1080	15K
412x892	12K
412x915	10K
2560x1440	8K
1440x900	7K
1536x864	6K
1728x1117	5K

Windows taskbar with search bar, icons, and system tray.



Type here to search





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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

User acquisition: First user default channel group

Add filter

New users over time

New users by First user default channel group

Search...

Rows per page: 10

Go to: 1

1-10 of 14

First user default channel group	Comparison	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count	Conversions	Total revenue
All Users		782,926	1,006,379	80.07%	1.21	2m 03s	28,307,726	4,419,901.00	\$2,022,556.54
Age exactly matches 18-24, 25-34		120,357	191,563	82.04%	1.35	2m 24s	5,582,801	1,135,435.00	\$430,862.40
1 Direct	All Users	318,516	488,297	75.66%	1.27	2m 34s	14,439,390	1,977,213.00	\$1,376,622.77
Direct	Age exactly matches 18-24, 25-34	44,638	87,186	76.89%	1.44	3m 22s	3,041,165	880,381.00	\$320,067.22
2 Organic Search	All Users	229,434	286,428	81.8%	1.24	1m 59s	7,627,290	1,088,289.00	\$408,049.93
Organic Search	Age exactly matches 18-24, 25-34	36,322	81,810	87.89%	1.32	2m 00s	1,320,048	264,084.00	\$74,211.01
3 Cross-network	All Users	109,031	118,980	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	\$5,950.30
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	20,028.00	\$2,177.90
5 Display	All Users	28,767	26,338	65.87%	0.92	0m 39s	480,019	55,986.00	\$0.00

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Analytics | User acquisition

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Analytics

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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

User acquisition: First user default channel group

Aug 31, 2022 - Aug 31, 2023

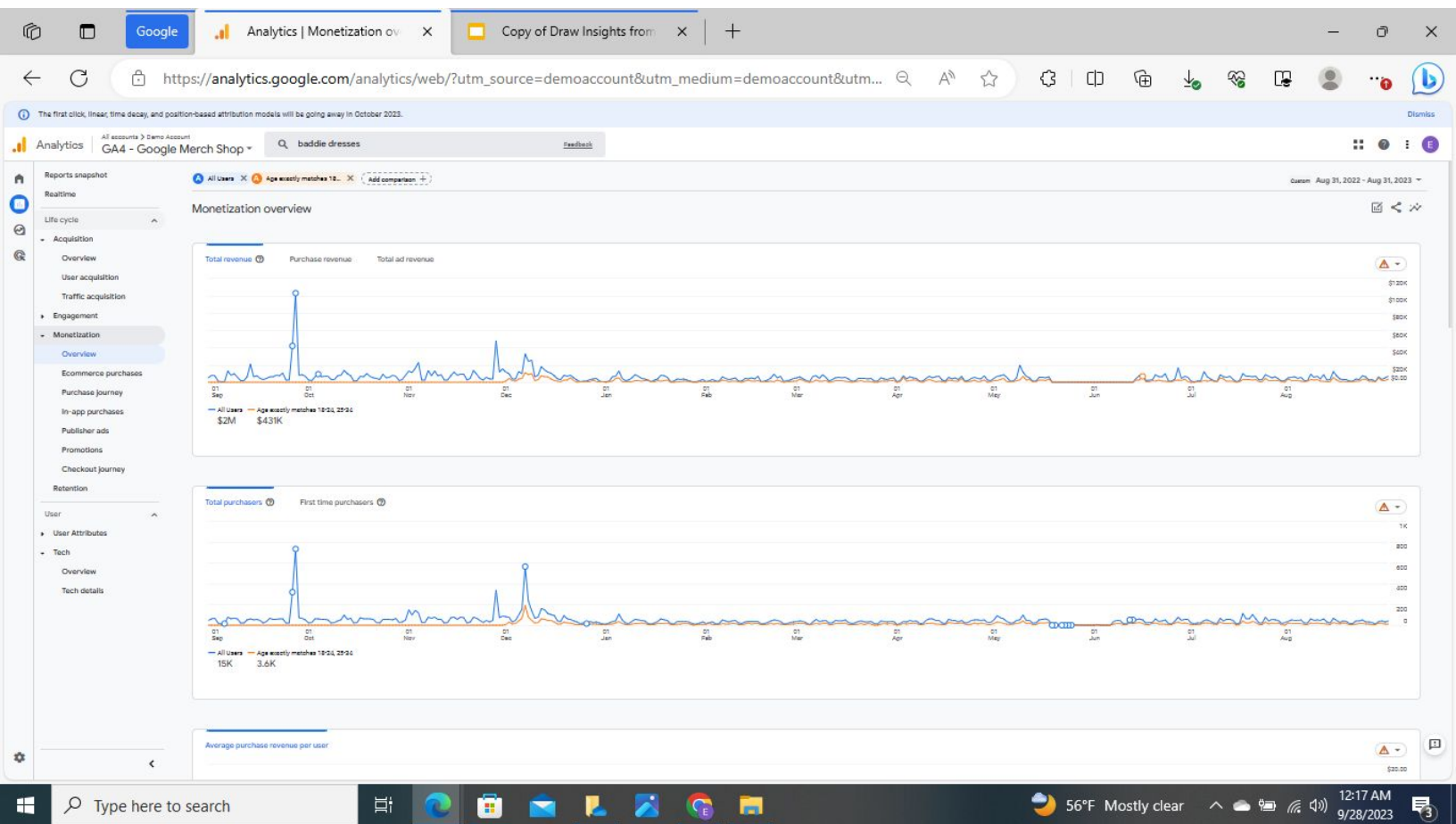
First user default channel group	Comparison	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count	Conversions	Total revenue
		↓	↓	↓	↓	↓	↓	↓	↓
All Users		782,926 100% of total	1,005,379 100% of total	80.07% Avg 0%	1.21 Avg 0%	2m 03s	28,307,726 100% of total	4,419,901.00 100% of total	\$2,022,555.54 100% of total
Age exactly matches 18-24, 25-34		120,357 15.37% of total	191,563 19.05% of total	82.06% Avg +2.0%	1.35 Avg +11.71%	2m 24s	5,582,801 19.72% of total	1,135,435.00 25.6% of total	\$430,842.40 21.3% of total
1 Direct	All Users	318,516	458,207	75.66%	1.27	2m 34s	14,439,350	1,077,213.00	\$1,376,622.77
Direct	Age exactly matches 18-24, 25-34	44,628	87,156	76.9%	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	1,088,259.00	\$408,049.93
Organic Search	Age exactly matches 18-24, 25-34	36,322	51,510	87.9%	1.32	2m 03s	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	\$54,605.35
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	62,359	78.23%	1.10	0m 43s	751,568	189,648.00	\$17,121.78
Paid Search	Age exactly matches 18-24, 25-34	5,105	7,072	87.28%	1.32	0m 37s	70,335	20,025.00	\$2,177.90
5 Display	All Users	28,747	26,358	65.87%	0.92	0m 39s	450,019	55,946.00	\$0.00
Display	Age exactly matches 18-24, 25-34	2,732	3,083	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	4,609	86.73%	1.60	2m 52s	340,188	26,305.00	\$12,307.56
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	\$59,973.42
Email	Age exactly matches 18-24, 25-34	862	2,459	84.33%	1.77	4m 26s	51,877	14,729.00	\$10,493.54
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	87.24%	0.79	0m 09s	1,203,072		
Unassigned	Age exactly matches 18-24, 25-34	46	66	94.29%	1.43	0m 12s	244,554		

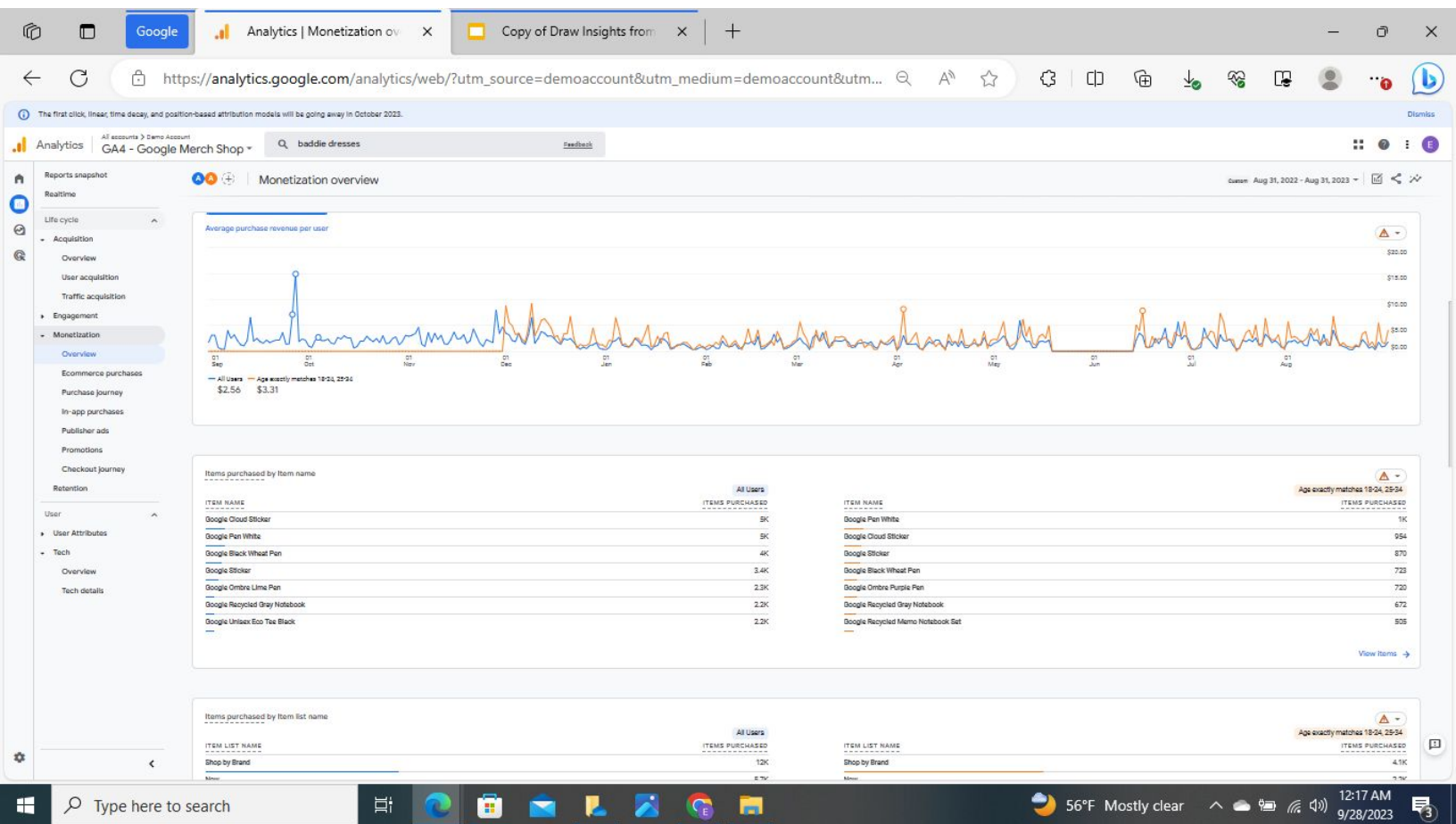
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OneDrive  
Screenshot saved  
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Analytics | Monetization overview

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Feedback

Reports snapshot

Realtime

Life cycle

Acquisition

Overview

User acquisition

Traffic acquisition

Engagement

Monetization

Ecommerce purchases

Purchase journey

In-app purchases

Publisher ads

Promotions

Checkout journey

Retention

User

User Attributes

Tech

Overview

Tech details

Monetization overview

Switch: Aug 31, 2022 - Aug 31, 2023

Google Unisex Eco Tee Black 2.2K

Google Recycled Memo Notebook Set 808

View items

Items purchased by item list name

Age exactly matches 18-24, 25-34

Items viewed in promotion by item promotion name

Age exactly matches 18-24, 25-34

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Feedback

Reports snapshot

Realtime

Life cycle

Acquisition

Engagement

Monetization

Ecommerce purchases

Purchase journey

In-app purchases

Publisher ads

Promotions

Checkout journey

Retention

User

User Attributes

Tech

Monetization overview

Aug 31, 2022 - Aug 31, 2023

Items viewed in promotion by item promotion name

ITEM PROMOTION NAME

ITEMS VIEWED IN PROMOTION

the more the merrier

send a smile

noteworthy notebooks

slp, slp, hooray!

jump for joy

making spirits bright

take your pick

819K

640K

813K

192K

158K

137K

110K

Items viewed in promotion by item promotion name

ITEM PROMOTION NAME

ITEMS VIEWED IN PROMOTION

send a smile

noteworthy notebooks

the more the merrier

slp, slp, hooray!

calling all youtube fans

adventure awaits

aloha

178K

159K

148K

83K

36K

28K

25K

Age exactly matches 18-24, 25-34

View promotions

Purchase revenue by Order coupon

ORDER COUPON

PURCHASE REVENUE

TESTE\_BRUNA

\$40.00

Age exactly matches 18-24, 25-34

No data available

View order coupons

WHAT IS YOUR REVENUE FROM IN-APP PURCHASES?

Product revenue by Product ID

PRODUCT ID

PRODUCT REVENUE

PRODUCT ID

PRODUCT REVENUE

PRODUCT ID

PRODUCT REVENUE

Age exactly matches 18-24, 25-34

Type here to search

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AnalyticsGA4 - Google Merch Shopbaddie dressesFeedback

Reports snapshotRealtimeLife cycleAcquisitionOverviewUser acquisitionTraffic acquisitionEngagementMonetizationOverviewEcommerce purchasesPurchase journeyIn-app purchasesPublisher adsPromotionsCheckout journeyRetentionUserUser AttributesTechOverviewTech details

Monetization overview

Aug 31, 2022 - Aug 31, 2023

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
slp, slp, hooray!	192K
jump for joy	158K
making spirits bright	137K
take your pick	110K

Items viewed in promotion by item promotion name

ITEM PROMOTION NAME	ITEMS VIEWED IN PROMOTION
send a smile	178K
noteworthy notebooks	159K
the more the merrier	148K
slp, slp, hooray!	63K
calling all youtube fans	36K
adventure awaits	28K
aloha	25K

View promotions

Purchase revenue by Order coupon

ORDER COUPON	PURCHASE REVENUE
TESTE_BRUNA	\$40.00

Purchase revenue by Order coupon

No data available

View order coupons

WHAT IS YOUR REVENUE FROM IN-APP PURCHASES?

PRODUCT ID	PRODUCT REVENUE
------------	-----------------

Product revenue by Product ID

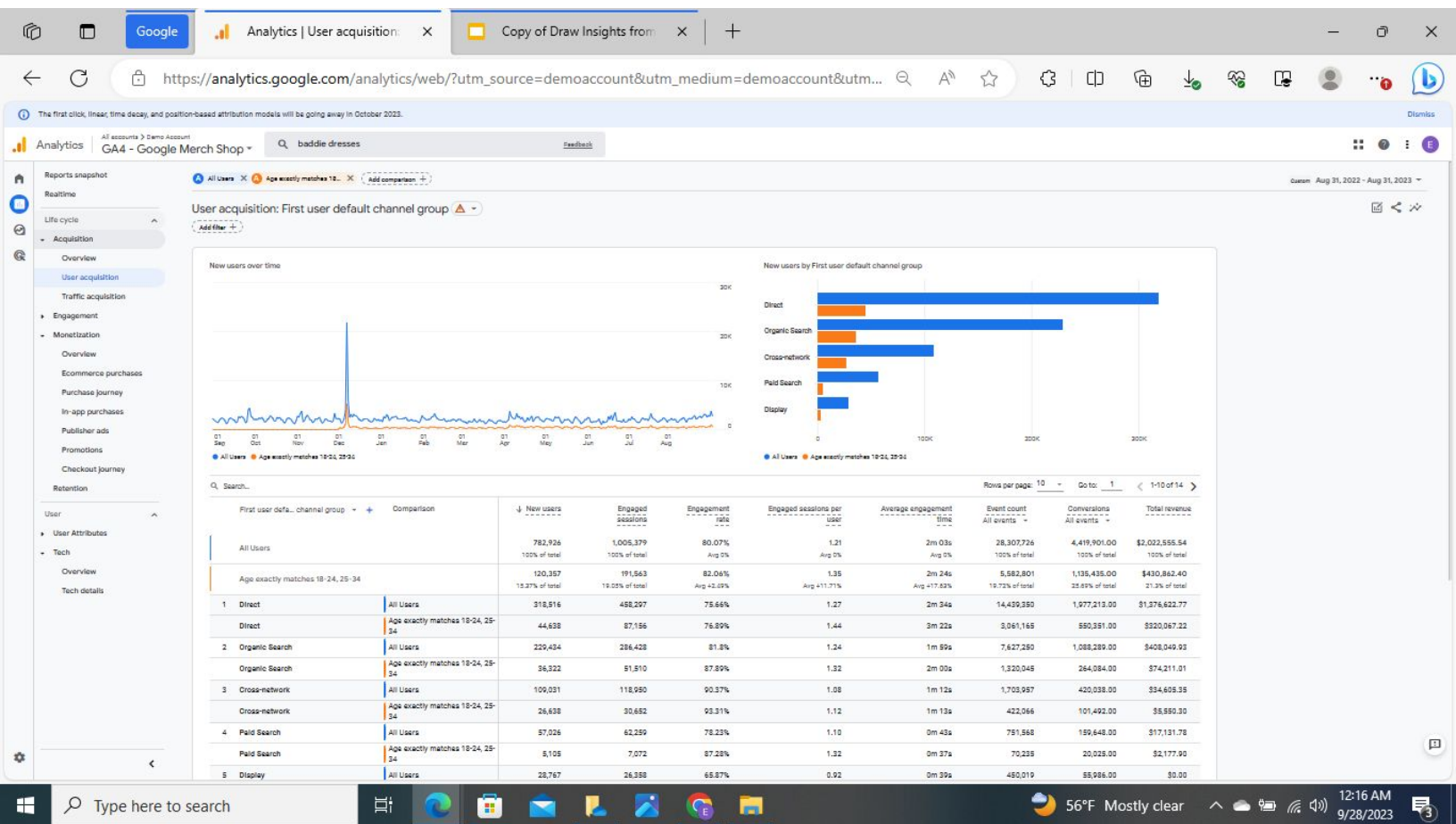
No data available

View in-app purchases

Type here to search

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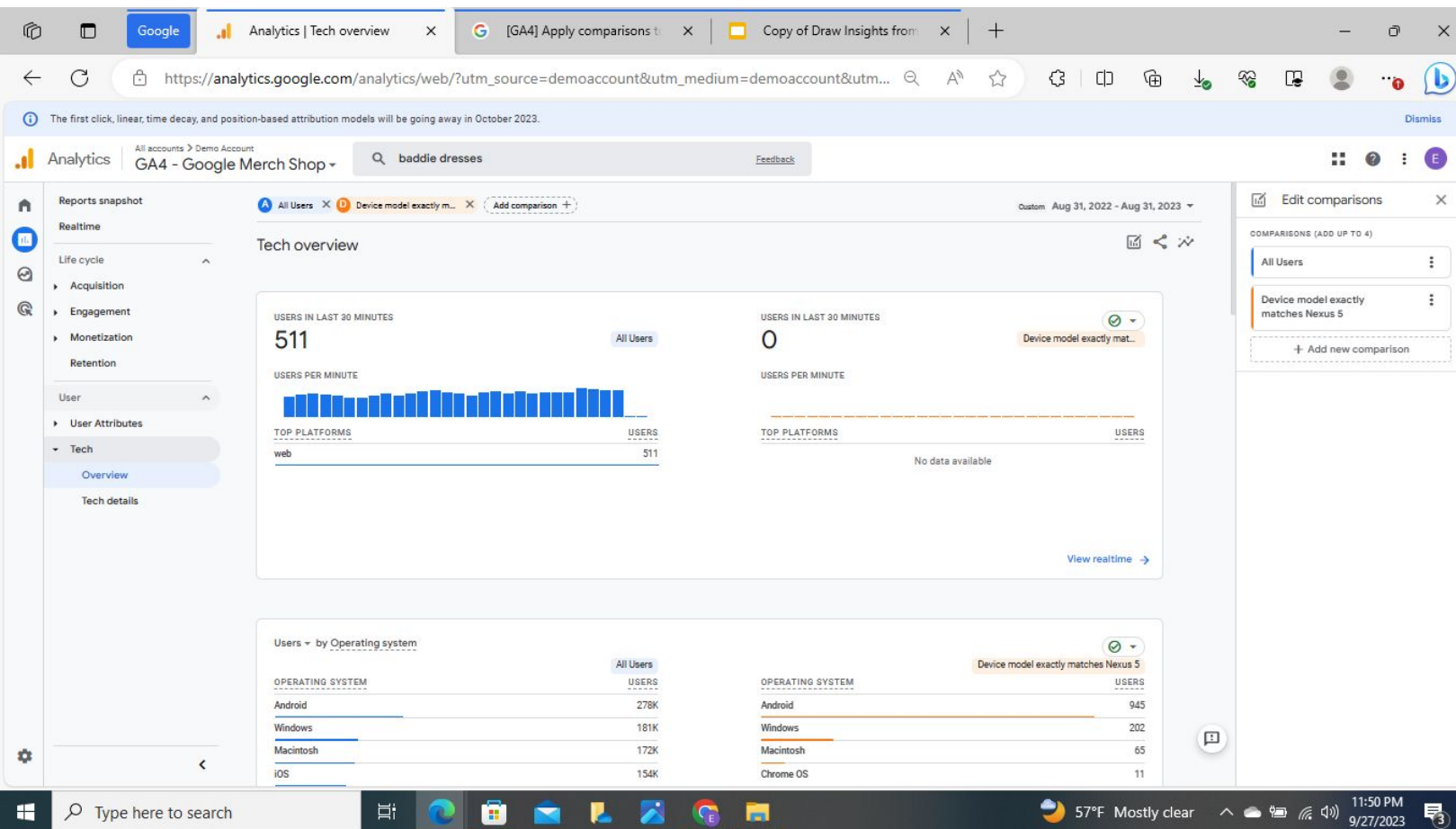






# Audience Segment: Technology

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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Monetization overview

Aug 31, 2022 - Aug 31, 2023

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

Items purchased by item list name

Item list name

Items purchased

Shop by Brand

New

Apparel

Lifestyle

Office

Stationery

writing

12K

5.7K

3.2K

2.2K

1.8K

1.6K

1.3K

Device model exactly matches Nexus 5

No data available

View item lists

Items viewed in promotion by item promotion name

Item promotion name

Items viewed in promotion

the more the merrier

send a smile

noteworthy notebooks

slp, slp, hooray!

jump for joy

making ap1lts bright

take your pick

81.9K

64.0K

61.5K

10.3K

15.5K

13.7K

11.0K

the more the merrier

noteworthy notebooks

send a smile

making ap1lts bright

jump for joy

slp, slp, hooray!

ompassm ymabey

2.3K

2.1K

1.9K

527

477

Aug 31, 2022 - Aug 31, 2023

Items viewed in promotion

making ap1lts bright

527

View promotions

Purchase revenue by order coupon

Order coupon

Purchase revenue

TESTE\_BRUNIA

\$40.00

Device model exactly matches Nexus 5

No data available

Type here to search

57°F Mostly clear

11:56 PM 9/27/2023



Google

Analytics | User acquisition: x

Copy of Draw Insights from x

https://analytics.google.com/analytics/web/?utm\_source=demoaccount&utm\_medium=demoaccount&utm...

The first click, linear, time decay, and position-based attribution models will be going away in October 2023.

Analytics

All accounts > Demo Account

GA4 - Google Merch Shop

baddie dresses

Feedback

Reports snapshot

Realtime

Life cycle

Acquisition

Overview

User acquisition

Traffic acquisition

Engagement

Monetization

Retention

User

User Attributes

Tech

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

Search...

Rows per page: 10

Go to: 1

1-10 of 14

First user default channel group	Comparison	New users	Engaged sessions	Engagement	Engaged sessions per user	Average engagement time	Event count	Conversions	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
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	318,916	459,297	75.66%	1.27	2m 34s	14,439,390	1,977,213.00	\$1,376,622.77
Direct	Device model exactly matches Nexus 5	29	72	8.77%	0.10	0m 34s	11,070	611.00	\$0.00
2 Organic Search	All Users	229,454	286,438	81.8%	1.24	1m 59s	7,627,290	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	118,960	90.37%	1.08	1m 12s	1,703,987	420,038.00	\$84,605.35
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	62,359	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	92,057.00	\$64,925.89
Referral	Device model exactly matches Nexus 5								

Type here to search

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Google

Analytics | Tech overview

[GA4] Apply comparisons to

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Analytics

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baddie dresses

Feedback

Reports snapshot

Realtime

Life cycle

Acquisition

Engagement

Monetization

Retention

User

User Attributes

Tech

Overview

Tech details

Tech overview

Custom Aug 31, 2022 - Aug 31, 2023

All Users

Device model exactly m...

Add comparison

USERS IN LAST 30 MINUTES

511

All Users

USERS PER MINUTE

TOP PLATFORMS

web 511

USERS IN LAST 30 MINUTES

0

Device model exactly mat...

USERS PER MINUTE

TOP PLATFORMS

No data available

Users by Operating system

All Users

Device model exactly matches Nexus 5

OPERATING SYSTEM	USERS
Android	278K
Windows	181K
Macintosh	172K
iOS	154K

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

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Google

Analytics | Reports snapshot

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The first click, linear, time decay, and position-based attribution models will be going away in October 2023.

Analytics

All accounts > Demo Account

GA4 - Google Merch Shop

baddie dresses

Feedback

Reports snapshot

Realtime

Life cycle

Acquisition

Engagement

Monetization

Retention

User

User Attributes

Tech

Overview

Tech details

All Users

Device model exactly matches Nexus 5

Add comparison

Custom Aug 31, 2022 - Aug 31, 2023

Reports snapshot

Users

New users

Average engagement time

Total revenue

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

United States

USERS

419

USERS IN LAST 30 MINUTES

0

Device model exactly matches Nex...

USERS PER MINUTE

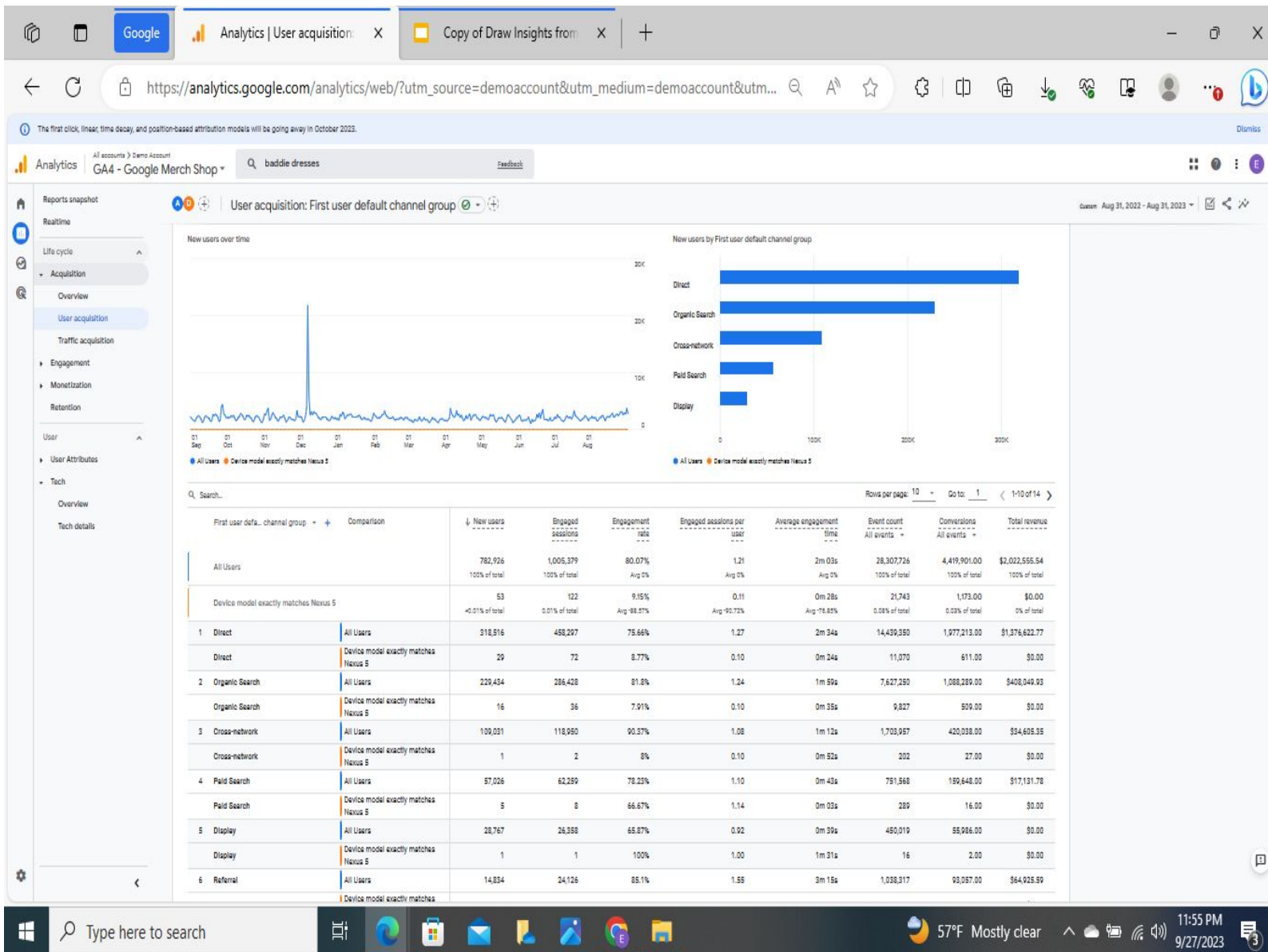
TOP COUNTRIES

USERS

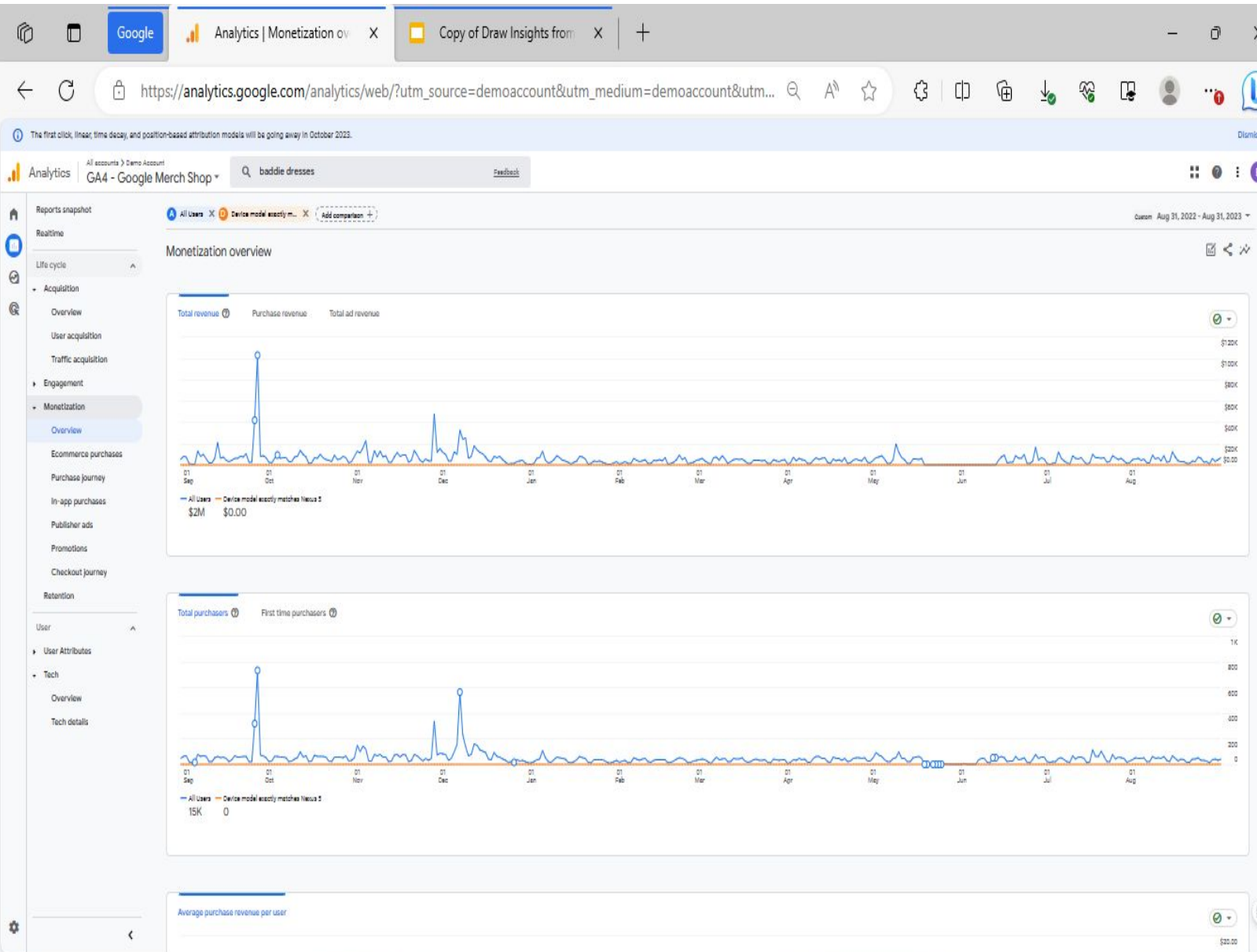
Type here to search

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Google

Analytics | Monetization overview

Copy of Draw Insights from

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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

💰 Monetization

🛒 Ecommerce purchases

🛒 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

📄

🔗

🔧

Average purchase revenue per user

📄

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	ITEM NAME	ITEMS PURCHASED
Google Cloud Sticker	5K	No data available	
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 Unicorn Eco Tee Black	2.2K		

View items →

Items purchased by item list name

📄

All Users		Device model exactly matches Nexus 5	
ITEM LIST NAME	ITEMS PURCHASED	ITEM LIST NAME	ITEMS PURCHASED
Shop by Brand	12K	No data available	

Type here to search

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11:56 PM 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 months 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

***Remove this slide***



# 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

Udacity GSMM Agency YT Ads Sales Funnel Case Study 2021

File Edit View Tools Help

Search Menus Fit View only

## GSMM Agency YouTube Ads Sales Funnel Results 2021

March 19, 2021 - December 31, 2021

2021 Solar YouTube Ads Sales Funnel Campaigns	Bid strategy	Cost	Views	Clicks	Conv.	Revenue	ROAS
Solar Leads - In-Stream Solar Cheat Code Website	Max Conv.	\$270.11	2,002	318	0	0	0
Maximize Conv - Solar Sales Calls - Custom Intent	Max Conv.	\$920.59	3,527	655	6	0	0
Solar Leads - In-Stream RT - Conversions	Max Conv.	\$1,760.23	41,677	9,964	20	\$10,957.48	6.2
Solar Subscribers - Discovery Keywords - CPV	Manual CPV	\$4,344.11	185,217	0	7	\$20,977.68	4.8
Solar Leads - In-Stream Solar Exclusive Website	Max Conv.	\$323.81	2,852	302	0	0	0
Totals		\$7,618.85	235,275	11239	33	\$31,935.16	4.2

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# 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*

The screenshot shows a Google Slides presentation titled "Campaign Optimizations" on a dark blue background. The slide lists several optimization strategies, and an illustration of two figures climbing a red upward-trending arrow is on the right. The browser's address bar shows the Google Docs link, and the left sidebar displays a list of slides from the presentation.

**Campaign Optimizations**

- Added, subtracted, and adjusted keywords based on performance
- Narrowed audience by excluding certain age demographics
- Increased or decreased budgets according to metrics
- Adjusted bidding strategy to optimize budget
- Created exclusions list to narrow target audience
- Paused and unpaused campaigns based on overall performance/lead generation

*Illustration: Two figures climbing a red upward-trending arrow.*



# 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** that 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