

Google Analytics Report

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Introduction

This report strategically reviews and enhances the digital strategy for the Google Merchandise Store by analysing data from the past six months (April 21, 2024, to October 21, 2024). The six-month period has been selected to establish a performance baseline that provides a comprehensive view of current trends, ensuring that insights are grounded in relevant, recent data. This baseline is crucial for informing the strategies that will be implemented over the next six months, with the aim of increasing Women’s Apparel traffic by 20%, boosting Women’s Apparel sales by 10%, and raising overall store sales by 15%.

Google Merchandise Store Analytics Report

Report 1: Acquisition Channel Performance

This report identifies the most effective acquisition channels for driving traffic to Women’s Apparel section, which is essential for achieving the 20% traffic increase to Women’s Apparel. By analysing the performance of channels such as organic search, paid advertisements, and email campaigns, it provides actionable insights into which sources generate the most traffic and engagement, enabling strategic prioritisation of marketing efforts to maximise resource impact on traffic growth targets.

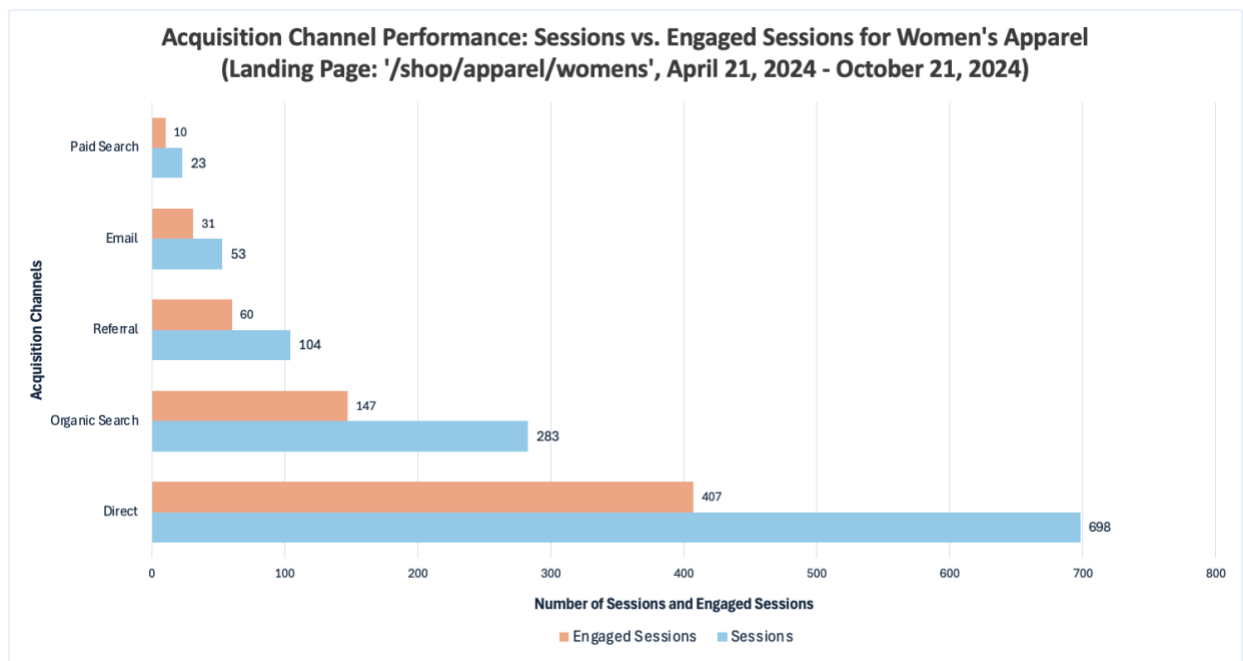


Figure 1

Insights:

The analysis of acquisition channels for Women's Apparel indicates that Direct and Organic Search are the top-performing channels in terms of traffic and engagement. Direct traffic leads with 698 sessions, of which 407 were engaged, suggesting a strong familiarity with the brand. Organic Search follows with 283 sessions and 147 engaged sessions, indicating effective Search Engine Optimisation (SEO) efforts. However, Paid Search underperformed, contributing only 23 sessions and 10 engaged sessions, signalling it may need optimisation.

Implications:

Direct traffic reflects a highly engaged audience that is familiar with the brand and can benefit from personalized marketing strategies. This aligns with Filippou et al. (2024), who suggest that users returning through direct channels are often more likely to convert after initial exposure through other acquisition sources. The solid performance of organic traffic supports the assertion by Leung and Chan (2021) that SEO significantly enhances visibility and conversions. To capitalise on this, further refinement of on-page SEO and targeting of high-intent keywords could drive even more traffic.

In contrast, the low traffic from paid search suggests potential issues with campaign performance, possibly due to ineffective keyword targeting or poor ad placements. This underperformance, when compared to industry averages, indicates a need to reassess and optimize paid search campaigns for better return on investment. For instance, the average click-through rate (CTR) for paid search ads in the e-commerce sector is approximately 1.36% (Databox, 2023), and the average conversion rate is around 3.02% (Store Growers, 2023). The Google Merchandise Store's paid search CTR of 0.79% and conversion rate of 1.8% fall below these benchmarks, suggesting significant room for improvement.

Report 2: User Engagement and Interaction

This report delves into the intricate nuances of user engagement and interaction behaviours within the Women’s Apparel section, aiming for a 20% traffic increase. It analyses key actions such as page views, item selections, and engagement events to identify high-activity areas and opportunities for optimisation. The goal is to enhance the user experience, encouraging longer session durations and repeat visits to drive traffic growth.



Figure 2

Insights:

The event count analysis of the Women’s Apparel page shows strong initial traffic, with 27,131 page views. Product interactions are also notable, with 13,008 select_item events, indicating users are actively viewing specific products. However, deeper engagement is limited, as only 114 add_to_wishlist and 87 remove_from_cart events were recorded. This significant drop-off suggests that while users are browsing products, they are less inclined to take further actions, such as saving items to their wishlist or modifying their cart.

Implications:

The analysis of user engagement within the Women’s Apparel section reveals that while the page attracts significant traffic and encourages product selection, there are missed opportunities to convert this interest into deeper engagement, such as wishlisting or completing purchases. This aligns with findings by Berke et al. (2014, as cited in Jiang et al., 2021), who observed that 95%–98% of individuals typically leave websites without making a purchase.

The substantial drop-off from product views to actions like adding items to the wishlist or cart suggests that users are browsing products but are less inclined to take further actions. This behaviour is consistent with industry trends, where the average add-to-cart rate for e-commerce websites is approximately 7.7%, and the cart abandonment rate is around 71.3% (Speed Commerce, 2025). The Google Merchandise Store’s lower add-to-cart rate indicates potential areas for improvement.

Implementing retargeting strategies could be essential to re-engage visitors who have shown interest but did not proceed to purchase. Additionally, enhancing the user experience by streamlining the path from product selection to checkout and addressing potential barriers to adding items to the cart could help convert browsing into purchases.

Report 3: Purchase Journey Analysis

This report identifies key points in the purchase process, aiming to improve the overall shopping experience. By pinpointing stages of friction, this analysis provides insights to optimise the flow, reduce drop-offs, and enhance the likelihood of conversion. Streamlining these areas not only improves the user experience but also directly supports the target of increasing Women’s Apparel sales by 10%.

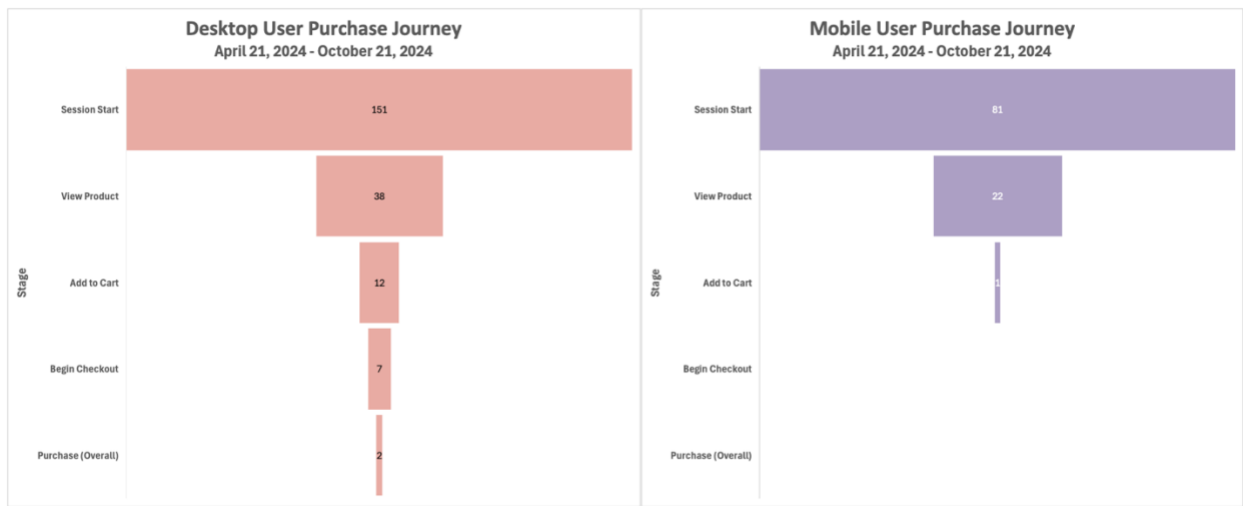


Figure 3

Insights:

On desktop, of 151 sessions, 25% of users viewed products, 8% added items to their cart, and 1.3% completed a purchase. The largest drop-off occurs after product views and adding items to the cart, indicating friction in this part of the journey. Mobile users experienced more challenges. Out of 81 session starts, 22 users viewed a product, but only 1 added an item to the cart. No further users proceeded to the purchase stage, showing significant friction, especially after viewing products.

Implications:

For desktop users, the primary barrier lies in the transition from product viewing to cart addition. Optimising the add-to-cart experience or simplifying product selection could help reduce drop-offs and drive more conversions. For mobile users, the higher drop-off rate indicates significant usability or design issues. This implication aligns with Kukar-Kinney et al. (2022), who suggest that while smartphones offer convenience for browsing and adding items to the cart, they may also hinder the transition from product consideration to purchase.

Comparing these findings to industry benchmarks, the average cart abandonment rate across all devices is approximately 70.19% (Baymard Institute, 2023). Specifically, mobile devices have a higher cart abandonment rate at 85.65%, while desktops have a lower rate at 73.07% (Hotjar, 2023). The Google Merchandise Store's desktop abandonment rate of 73% aligns with the industry average, indicating that while there is room for improvement, it is performing similarly to other e-commerce platforms. However, the mobile abandonment rate of 100% (81 sessions with no purchases) significantly exceeds the industry average, highlighting a critical area for optimisation. Focus should be placed on enhancing the mobile user experience, making navigation and cart actions smoother to encourage users to proceed further in the journey.

Report 4: Women's Apparel Top-Selling Items

The Top-Selling Items Report provides valuable insights into which products in the Women's Apparel section are driving the most sales. Identifying top-performing items based on revenue and units sold will aid in optimising inventory management, refining marketing strategies, and targeting promotional efforts, all of which support the goal of increasing Women's Apparel sales by 10%.

Top-Selling Women's Apparel Items Performance Report (April 21, 2024 - October 21, 2024)

	Item name	Item revenue	Items purchased
	Totals	\$2,650.62	123
1	Google Black Eco Zip Hoodie	\$220.80	4
2	Google Cascades Womens Zip Sweater	\$172.80	2
3	Google Denali Womens Puffer Vest	\$96.00	1
4	Google Charleston Bottle	\$92.80	4
5	Google Crewneck Sweatshirt Black	\$91.20	2
6	Google Bike Eco Tee	\$72.00	3
7	Google Classic Women's White V-neck Tee	\$67.20	3
8	Google Alabaster Duffel	\$55.20	1
9	Google Cloud Unisex Onyx Zip Hoodie	\$55.20	1
10	Google Kai Blue Sweatshirt	\$55.20	1

Figure 4

Insights:

The data shows that the Google Black Eco Zip Hoodie is the top performer in terms of both revenue and units sold, generating \$220.80 from 4 units. High-value items like the Google Denali Women's Puffer Vest and Google Cascades Women's Zip Sweater contribute significantly to overall revenue despite fewer units sold, indicating their higher price points. There is a clear mix of popular, high-volume items and lower-demand products, with the total revenue across all items reaching \$2,650.62 and 123 units sold in total.

Implications:

These findings suggest that prioritising high-revenue products like the Google Black Eco Zip Hoodie can maximise returns, while targeted promotions for slower-moving, high-value items may increase the store's revenue potential. As noted by Wang et al. (2024), early identification of fast-selling products can optimise inventory and maximise sales opportunities. To achieve quick results within six months, the strategy should focus on promoting popular products while enhancing

visibility and appeal for high-value, lower-demand items. Implementing inventory management techniques, such as the ABC analysis, can help categorize products based on their value and demand, allowing for tailored strategies for each category. For instance, high-value, low-demand items (Category C) may benefit from targeted promotions or bundling with popular products to increase their sales. Additionally, leveraging data analytics to track inventory performance and trends can inform decision-making and optimise inventory management.

Report 5: Top-Selling Products Across Countries

This report evaluates the top-selling products generating the most revenue and identifies the countries contributing the highest share. The goal is to understand the role of these products in revenue growth and refine strategies to capitalise on their demand. Focusing on this data will guide efforts to achieve a 15% increase in overall store sales by boosting average order value (AOV) and implementing targeted promotions in the most successful markets.

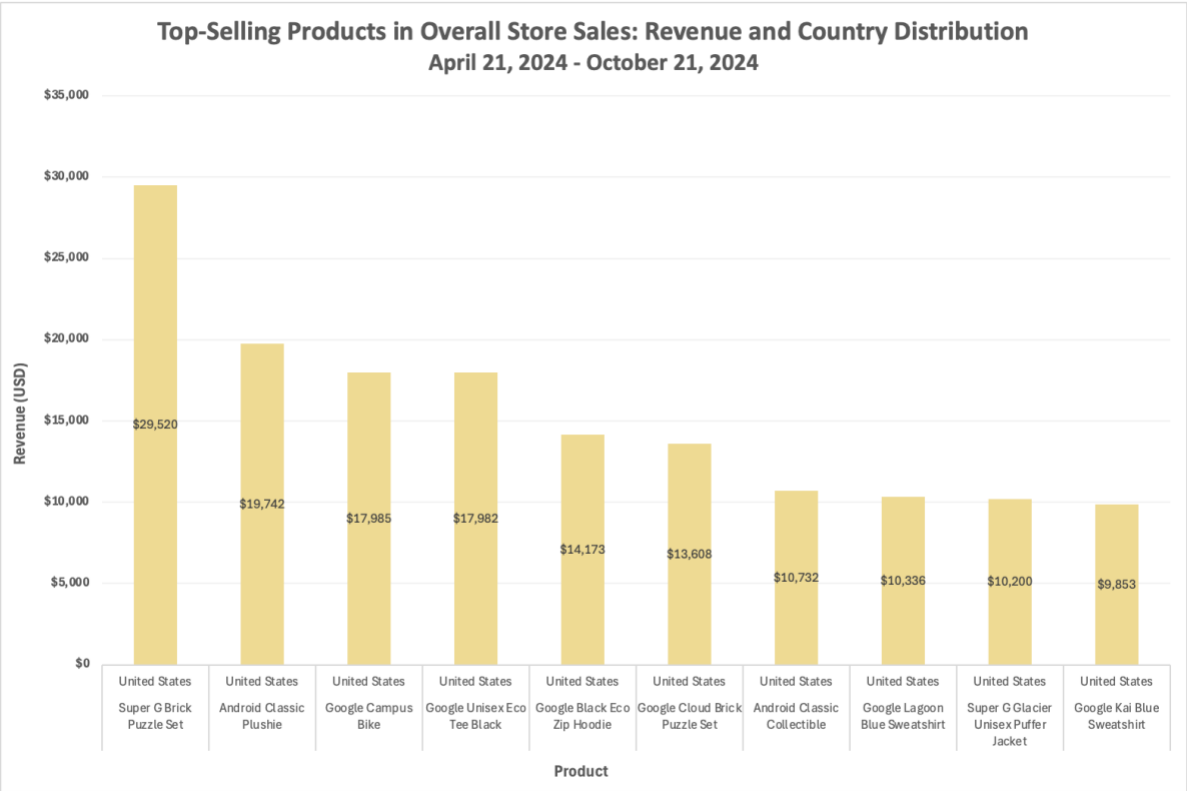


Figure 5

Insights:

The chart reveals that the Super G Brick Puzzle Set is the top-selling product, generating \$29,520 in revenue, significantly outperforming other items. Other high-performing products include the Android Classic Plushie (\$19,742), Google Campus Bike (\$17,985), and Google Unisex Eco Tee Black (\$17,982). A key finding is that all top-selling products are sold in the United States, which indicates that this region is the primary driver of revenue for the store. Additionally, the diverse mix of product categories demonstrates that the store appeals to various customer interests.

Implications:

The Super G Brick Puzzle Set’s strong revenue performance highlights a clear opportunity to leverage its popularity through targeted marketing or promotional strategies. Its dominance suggests a strong customer preference for certain product categories, which, if prioritised, could

yield immediate revenue gains. Additionally, the fact that all top-selling products are purchased primarily in the United States indicates the store's current success is largely dependent on this market. However, this dependence on a single region may point to a lack of diversification in the customer base, presenting a potential risk if the market becomes saturated or growth stagnates.

Recommendations for Digital Strategy of Google Merchandise Store

Recommendation 1: Cross-Channel Retargeting and SEO Amplification

To rapidly increase traffic to the Women's Apparel section, a strategic blend of targeted retargeting and enhanced SEO is recommended. Targeted retargeting delivers immediate results by focusing on users who have already expressed interest in the product category. Presenting personalised advertisements with tailored offers, such as discounts or reminders of previously viewed products, incentivises users to return and complete their purchase. By leveraging cross-channel retargeting, the advertisements can be displayed across multiple platforms, including social media, search engines, and websites, enhancing the campaign's effectiveness by reaching users on the channels they frequent the most. This approach allows for platform-specific content that aligns with user behaviour, further increasing engagement and conversion opportunities (Samani, n.d.).

Simultaneously, enhancing SEO strengthens Organic Search traffic, already a key contributor. Optimising product descriptions, incorporating long-tail keywords, and refining metadata improves visibility in search results. Major competitors like Amazon, Nordstrom, and Macy's dominate the women's apparel category by using extensive keyword portfolios, targeting both high-volume and long-tail terms. For example, Amazon offers over 40,000 products for "black dress" while Macy's has less than 2,000, and Target fewer than 1,000. Adopting similar tactics will boost traffic and engagement, providing immediate gains through retargeting and sustained growth through SEO (Gandhi, n.d.).

Recommendation 2: Optimise User Experience with Improved Product Interaction

To encourage deeper engagement and promote repeat visits, the Women's Apparel section should focus on optimising key product interaction features, such as engaging with the shopping cart and leveraging the existing "add to wishlist" functionality. While the wishlist button is already in place, introducing personalised notifications for wishlist items, such as alerts about price changes, product availability, or limited-time offers, can prompt users to take further actions, such as making a purchase.

A similar approach was successfully implemented by Sodimac, a major e-commerce player in Latin America's home goods sector, where personalised notifications about price changes and product availability related to wishlist items led to increased user retention and conversion rates (Ponce, n.d.). Improving these interactive elements will lead to a more engaging shopping experience, encouraging users to return to complete their purchases, thereby driving increased traffic and long-term user retention. Implementing these changes will not only improve the

immediate engagement funnel but also foster a more intuitive and satisfying user journey, encouraging more frequent returns.

Recommendation 3: Streamline Checkout Process and Mobile-Specific Incentives

To mitigate significant drop-offs, especially after product views and cart additions, it is essential to streamline the checkout process for both desktop and mobile users. For desktop users, offering guest checkout options, minimising form fields, and implementing auto-fill features can make the purchase process more efficient and intuitive. This aligns with findings from Capterra's 2022 Online Shopping Survey, which shows that 43% of consumers prefer guest checkout, and 72% of those will still choose it even if they have an existing account (Erdly, 2022).

For mobile users, where friction is most pronounced, offering mobile-specific incentives, such as discount codes, can effectively encourage transaction completion, while push notifications can help re-engage users who abandon carts. Evidence suggests that price incentives for mobile transactions are particularly effective, as consumers are more likely to use mobile payments with monetary rewards, and this effect can persist even after the incentive expires. The impact is especially significant among users who are already accustomed to mobile payments and tend to be more price-sensitive (Ho et al., 2022). These quick wins target critical points in the purchase funnel, aiming to reduce abandonment and boost conversions across mobile platforms.

Recommendation 4: Targeted Advertising and Seasonal Promotions

Capitalising on the performance of top-selling and high-value items requires a targeted approach in marketing and seasonal sales strategies. While the Google Black Eco Zip Hoodie leads in sales, its limited volume indicates room for growth. Targeted digital advertisements, social media promotions, and special offers can boost sales by leveraging consumer mental simulation, a factor that enhances perceived product usefulness and influences purchase intentions (Han & Du, 2023). By aligning advertisement content with consumers' tendencies to mentally simulate products, targeted digital advertising can make these top-selling items more appealing, potentially increasing sales volumes.

High-value items, despite lower sales volume, contribute significantly to revenue, suggesting their potential to attract premium customers. Implementing seasonal or occasion-based promotions can create a sense of urgency, enticing customers to purchase while the item is in demand. Seasonal marketing also capitalises on the excitement consumers feel around holidays and changing seasons, when they expect deals and are more likely to buy (Dublino, 2024). This combined approach of focused marketing and strategic inventory management aligns with maximising revenue potential while supporting sustainable growth in Women's Apparel sales.

Recommendation 5: Product Bundling and Localised Targeting Strategies

Based on the insights, the Super G Brick Puzzle Set is the highest revenue-generating product. Bundling it with similar items like the Google Cloud Brick Puzzle Set at a discounted price could effectively increase average order values by incentivising larger purchases within this key market.

This approach reflects the “buy more, pay less” strategy suggested by Bala (2024), which enhances AOV by bundling products and offering discounts. This strategy, as demonstrated in Kerastase’s Super Brand Day bundles, shows how added value through bundling can boost customer engagement and drive revenue growth.

Moreover, given the United States is the primary revenue source, a localised targeting strategy focused on regional preferences could further support sales growth. Geo-targeting techniques, including Local SEO Optimisation and Geo-Targeted Social Media Campaigns, can enhance both visibility and relevance for consumers in the United States. An example of this strategy’s impact can be seen with Grohe, a leading brand in sanitary fittings, which leveraged geo-targeting to boost product visibility and brand recognition in specific markets, leading to increased consumer inquiries and purchases (“Maximising ROI with Geo Targeting Advertising Strategies”, 2024). Deploying region-specific advertisements and promotions for high-demand products could effectively engage the core audience, supporting the objective of a 15% increase in store sales.

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