

# Marketing Data and Technology



Draw Insights from  
Marketing Data



# 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.

1	<i>Increase number of Customers</i>
2	<i>Best way to increase customer traffic to site</i>
3	<i>Finding the best platform to advertise product</i>
4	<i>Coming up with advertising that relates to customers who most frequently visit site.</i>
5	



# 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 The best method to generate a minimum of 50 new customers per quarter</i>
2	<i>Key Performance Indicator 2 for Key Business Objective 2 Budget Marketing based on Return on Ad Spend</i>
3	<i>Key Performance Indicator 3 for Key Business Objective 3 Increase Ad Spending on the Highest Click Rate by platform</i>
4	<i>Key Performance Indicator 4 for Key Business Objective 4 Collecting Audiences common interest to create advertising more ideal to Customers Values.</i>
5	<i>Key Performance Indicator 5 for Key Business Objective 5 (optional)</i>



# Part Two: A/B Testing Proposal

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

KPI used as the basis for an A/B Test:

*The best method to generate a minimum of 50 new customers per quarter*

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

*New Customers*

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

*What keeps a prospective customer interested in what we offer? At what point does potential customers make the final decision to be a customer with us? I feel that our first touchpoint has a lot to say about our company but I would like to see what other touchpoints are a strong contender and how do we make it stronger.*



# A/B Testing Proposal: Testing Process

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

1. *Go to google analytics*
2. *Compare the purchase rate with new users on first touchpoint*
3. *Compare the purchase rate with new users last touchpoint.*
4. *Compare the purchase rate with new users in multi touchpoints.*
5. *Set Campaign for two to three weeks.*
6. *Based on research, determine the best touchpoint to improve on.*

Describe how you would determine the results of the A/B test.

1. *Based on research, determine the best touchpoint to improve on by looking at the final results of the campaign.*



# Part Three: Data Exploration

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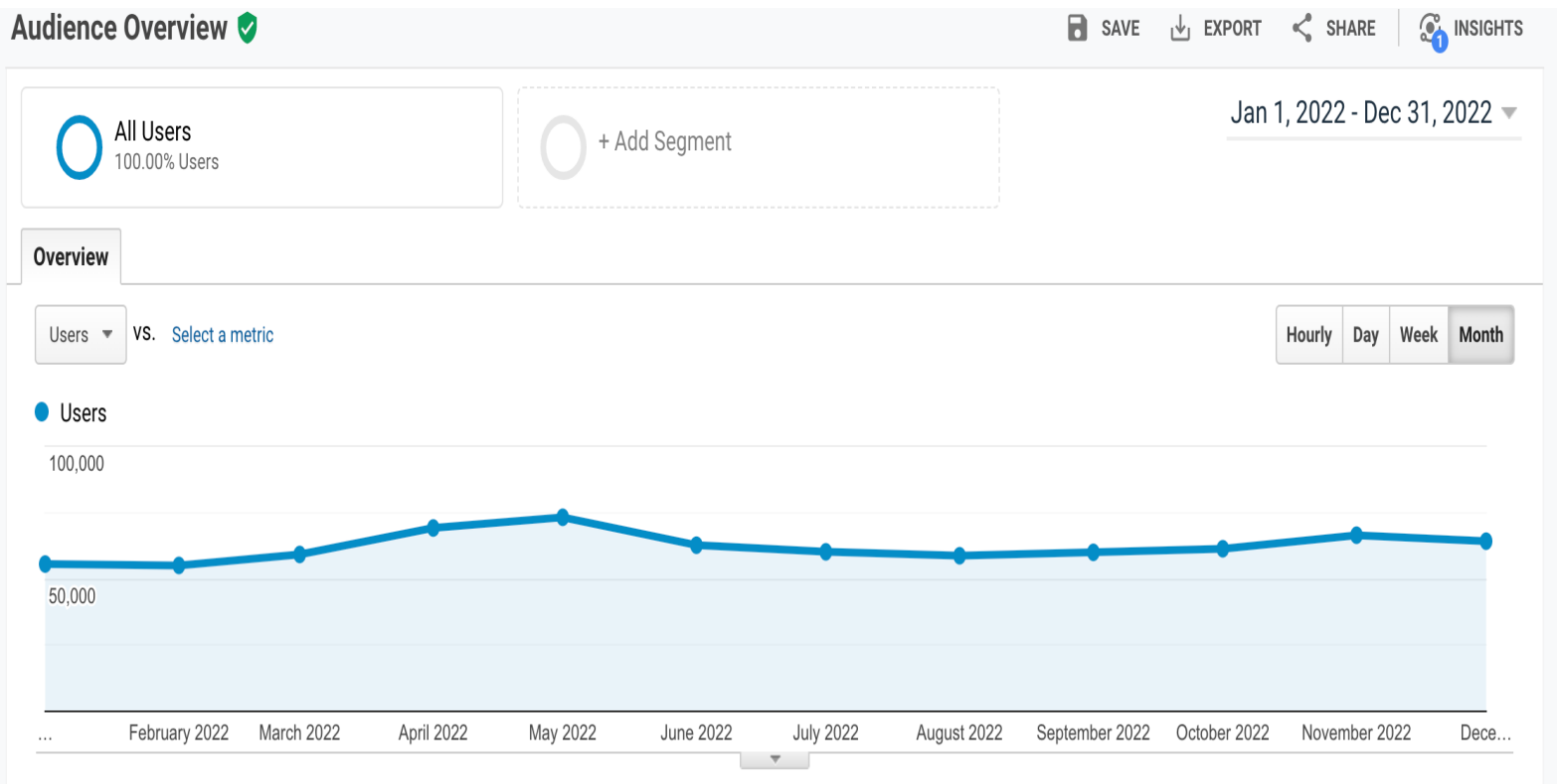


# Standard Display - Audience

From the Audience Overview Report, select a twelve month time period you would like to explore.

Ensure that the following are visible in the screenshot:

- Timeframe
- Segment
- Metric
- Axis values





# Standard Display - Audience

Which month had the most visitors, and which month had the fewest visitors to your site?

Most Visitors : May 2022

Least Visitors: Feburary 2022

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



# Percentage Display: Audience

	Device Category ?	Acquisition			Behavior			Conversions eCommerce ▾	
		Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Transactions ?	Revenue ?
		679,119 % of Total: 100.00% (679,119)	675,902 % of Total: 100.13% (674,999)	989,170 % of Total: 100.00% (989,170)	45.51% Avg for View: 45.51% (0.00%)	4.98 Avg for View: 4.98 (0.00%)	00:03:20 Avg for View: 00:03:20 (0.00%)	23,628 % of Total: 100.00% (23,628)	\$2,664,044.39 % of Total: 100.00% (\$2,664,044.39)
<input type="checkbox"/>	1. desktop	440,304 (64.63%)	434,029 (64.21%)	695,693 (70.33%)	41.00%	5.64	00:03:57	21,190 (89.68%)	\$2,503,626.85 (93.98%)
<input type="checkbox"/>	2. mobile	227,076 (33.33%)	228,031 (33.74%)	277,210 (28.02%)	55.74%	3.43	00:01:54	2,365 (10.01%)	\$153,713.56 (5.77%)
<input type="checkbox"/>	3. tablet	13,857 (2.03%)	13,842 (2.05%)	16,267 (1.64%)	64.37%	2.93	00:01:40	73 (0.31%)	\$6,703.98 (0.25%)

Primary Dimension: Device Category

Plot Rows	Secondary dimension ▾	Sort Type: Default ▾	<input type="text"/> <input type="button" value="advanced"/> <input type="button" value="Grid"/> <input type="button" value="Pie"/> <input type="button" value="Bar"/> <input type="button" value="Line"/> <input type="button" value="Map"/>	
Device Category	Users	Users	Contribution to total: Users	
	679,119 % of Total: 100.00% (679,119)	679,119 % of Total: 100.00% (679,119)		
1. desktop	440,304	64.63%		
2. mobile	227,076	33.33%		
3. tablet	13,857	2.03%		

Primary Dimension: Device Category

Plot Rows	Secondary dimension ▾	Sort Type: Default ▾	<input type="text"/> <input type="button" value="advanced"/> <input type="button" value="Grid"/> <input type="button" value="Pie"/> <input type="button" value="Bar"/> <input type="button" value="Line"/> <input type="button" value="Map"/>	
Device Category	Transactions	Transactions	Contribution to total: Transactions	
	23,628 % of Total: 100.00% (23,628)	23,628 % of Total: 100.00% (23,628)		
1. desktop	21,190	89.68%		
2. mobile	2,365	10.01%		
3. tablet	73	0.31%		










# Standard Display: 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 bounce rate of the different acquisition channels over a 12 month period.

Ensure that the following are visible in the screenshot:

- Channel
- Users
- Bounce Rate

	Acquisition			Behavior			Conversions		
	Users ↓	New Users ↓	Sessions ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓	Ecommerce Conversion Rate ↓	Transactions ↓	Revenue ↓
	679,119	674,999	989,170	45.51%	4.98	00:03:20	2.39%	23,628	\$2,664,044.39
1  Direct	577,461	<div><div></div></div>		42.19%	<div><div></div></div>		2.55%	<div><div></div></div>	
2  Paid Search	76,082	<div><div></div></div>		58.88%	<div><div></div></div>		1.94%	<div><div></div></div>	
3  Display	29,934	<div><div></div></div>		87.13%	<div><div></div></div>		<0.01%	<div><div></div></div>	
4  Affiliates	2,008	<div><div></div></div>		66.32%	<div><div></div></div>		0.42%	<div><div></div></div>	
5  (Other)	83	<div><div></div></div>		58.54%	<div><div></div></div>		0.00%	<div><div></div></div>	
6  Referral	4	<div><div></div></div>		0.00%	<div><div></div></div>		0.00%	<div><div></div></div>	
7  Organic Search	3	<div><div></div></div>		33.33%	<div><div></div></div>		0.00%	<div><div></div></div>	



# Standard Display: Acquisition

During the twelve month period you've selected, excluding *Direct* and (*Other*), which channels had the highest and lowest bounce rates and the highest and lowest eCommerce conversion rates?

Highest Bounce Rate: Paid Search

Lowest Bounce Rate: Referrals/Organic Search

Highest Conversion Rate: Paid Search

Lowest Conversion Rate: Referrals/ Organic Search

What do these metrics mean, based on your experience?

*A majority of traffic has been accumulated based on paid search, while no traffic has produced by Organic Search or Referrals*



# Percentage Display: Conversion

Product ?	Sales Performance	
	Product Revenue ? ↓	Unique Purchases ?
New Users	\$754,160.47 % of Total: 28.55% (\$2,641,477.98)	25,617 % of Total: 34.39% (74,498)
1. <a href="#">Google Unisex Eco Tee Black</a>	\$18,710.82 (2.48%)	626 (2.44%)
2. <a href="#">Google Black Eco Zip Hoodie</a>	\$12,929.88 (1.71%)	212 (0.83%)
3. <a href="#">Google Unisex Puffer Jacket</a>	\$10,239.03 (1.36%)	79 (0.31%)
4. <a href="#">Google Crewneck Sweatshirt Black</a>	\$10,113.87 (1.34%)	200 (0.78%)
5. <a href="#">Google Classic White Organic F/C Tee</a>	\$9,526.11 (1.26%)	257 (1.00%)
6. <a href="#">Chrome Dino Marine Layer Tee</a>	\$9,499.58 (1.26%)	230 (0.90%)
7. <a href="#">For Everyone Google Tee</a>	\$8,314.16 (1.10%)	265 (1.03%)
8. <a href="#">Google Unisex Essential Jacket</a>	\$8,150.98 (1.08%)	93 (0.36%)
9. <a href="#">YouTube Black Zip Hoodie</a>	\$8,143.85 (1.08%)	117 (0.46%)
10. <a href="#">Super G Unisex Joggers</a>	\$6,803.57 (0.90%)	188 (0.73%)



# Comparison Display: Behavior

Page			Pageviews	Avg. Page Load Time (sec) (compared to site average)	
			4,921,517 % of Total: 100.00% (4,921,517)	3.96 Avg for View: 3.96 (0.00%)	
1.	/home		685,884		57.06%
2.	/basket.html		511,888	-17.27%	
3.	/store.html		303,250	-9.11%	
4.	/google+redesign/apparel/mens		250,605	-14.00%	
5.	/signin.html		161,514	-36.27%	
6.	/google+redesign/new		142,126	-13.31%	
7.	/google+redesign/apparel/mens/quickview		138,238	-17.14%	
8.	/asearch.html		127,952		47.42%
9.	/google+redesign/apparel		121,272		13.37%
10.	/google+redesign/lifestyle/drinkware		104,928	-30.77%	



# Comparison Display: Behavior

Based on the screenshot, Identify any trouble spots related to speed page timings.

*There is longer loading times for the following pages:*

- 1. /home*
- 2. /asearch.html*
- 3. /google + redesign/apparel*





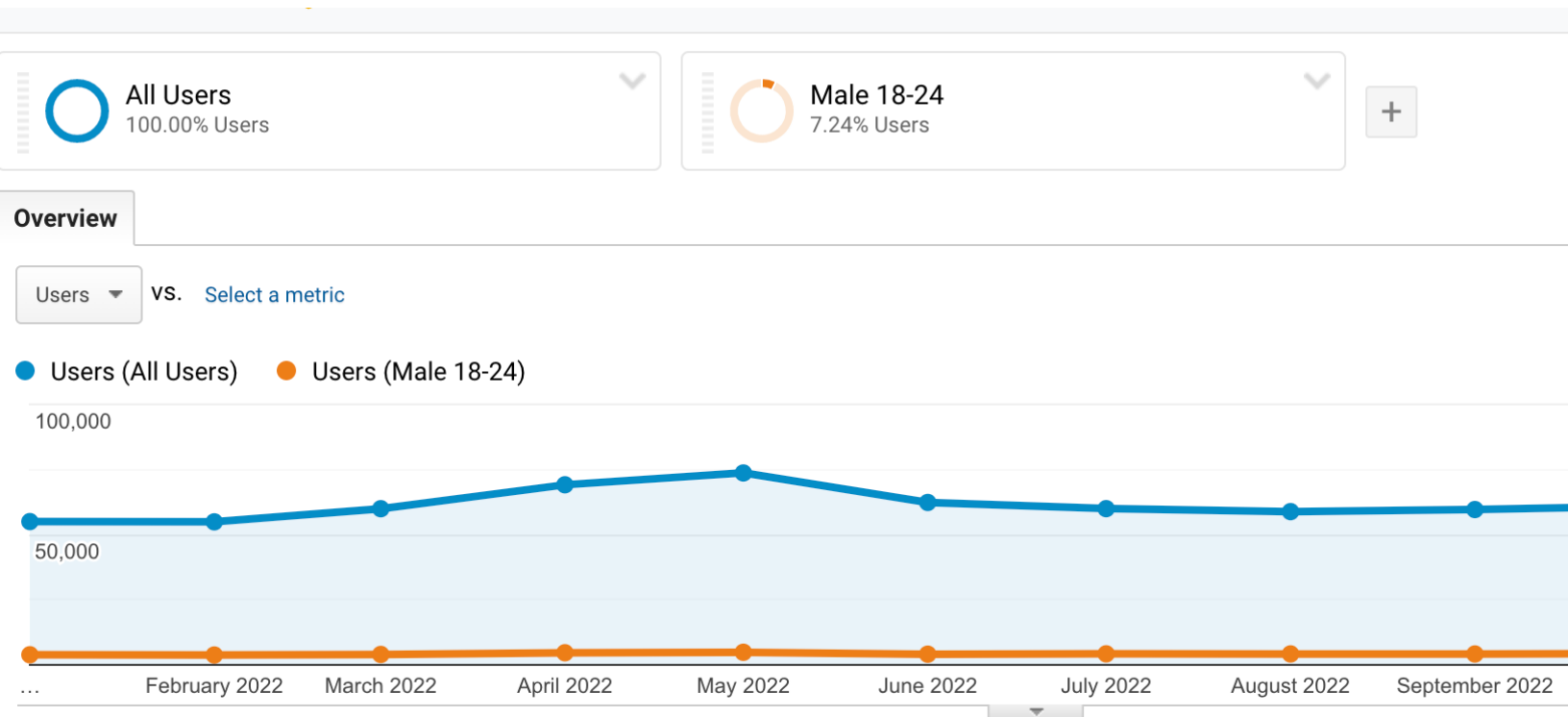
# Part Four: Segmentation

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# Audience Segment: Demographics

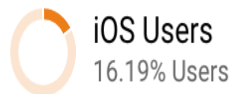
**Values were Males 18 to 24.**





# Audience Segment: Technology

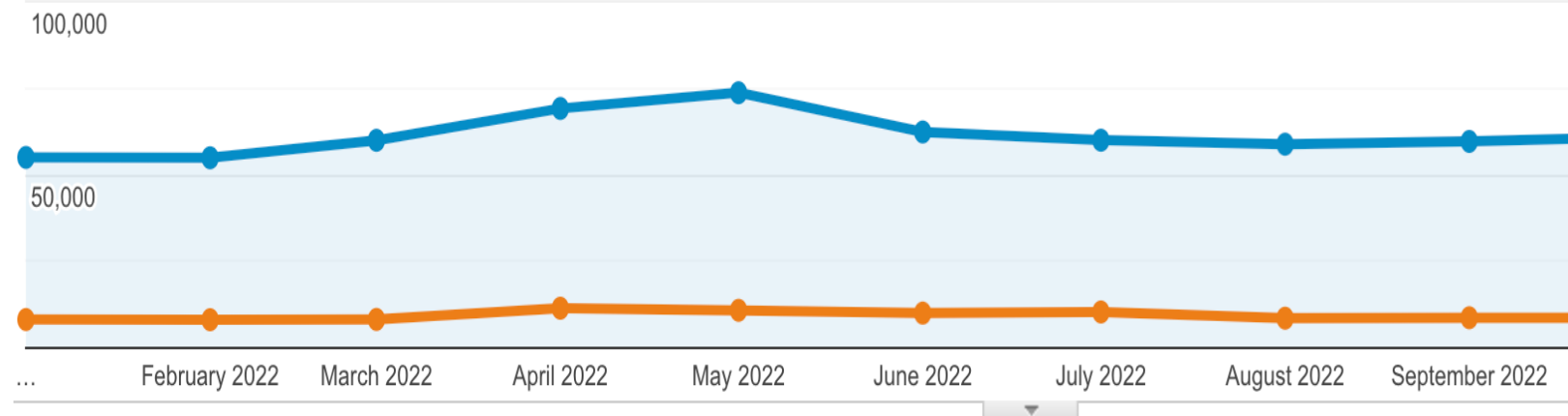
## iOS Users



### Overview

Users ▼ vs. [Select a metric](#)

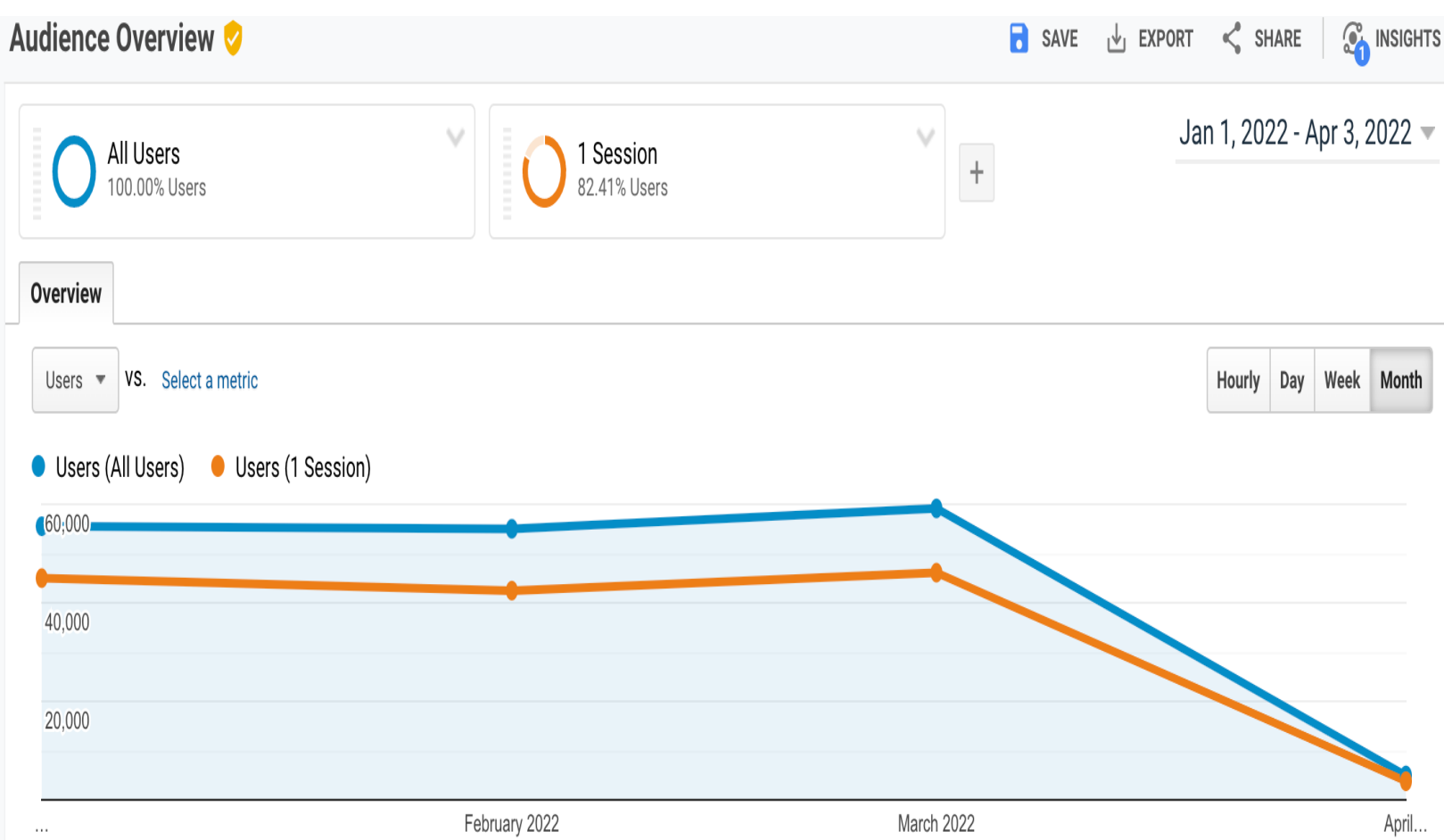
● Users (All Users) ● Users (iOS Users)





# Audience Segment: User Behavior

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





# Part Five: Analysis and Suggestions

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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.*

*Since the video with the overall best campaign was the Skippable In-Stream Retargeting video, more of the budget should be applied to the companies campaigns structure. I also believe that since the prospect customer has to click the ad that when they do so, it is an expression of interest. There should not be a landing page reconfirming their intent to schedule a quote. When they click the link to the video, it should open to the landing sign up page. In this era, time is of the essence and since we've grabbed their attention with the video, the process thereafter should be swift. If there are any additional questions, also adding a chatbot on the landing page, may be helpful to the prospect customers experience.*



# 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.

UX change:

*One way to improve E-commerce capabilities is by having a better online store flow through Shopify.*

Other eCommerce change or addition: Adding a way to pay with cryptocurrency.



# 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.

1	GSMM 2021 Technolc	Yearly Cost	Monthly Cost
2	Quickbooks	540	50
3	Gusto	696	58
4	Typeform	996	99
5	Zapier	588	73.5
6	GoHighLevel	2976	297
7	Storyblocks	360	30
8	Screencastify	150	12.5
9	VidIQ Pro	90	7.5
10	AdZoola	1000	50
11	Bluehost	\$183	\$15
12	WP Forms	\$399	5
13	Google Workspace	0	0
14	Google Search Conso	0	0
15	<u>Google Analytics</u>	4788	399
16	Deposit Photo	0	0
17	Legal Zoom	0	0
18	Hootsuite	0	0
19	istockphoto	0	0
20	<u>Scop.io</u>	0	0
21	Storyblocks	0	0
22	Paypal	0	0
23	Calendly	192	16
24	Adobe Premiere Pro	0	0
25	Final Cut Pro X	0	0
26	Microsoft Office Suite	363	36.3
27	Manychat	120	10
28	Twilio	0	0
29	iPhone 12 Pro	600	50
30	Macbook Pro 2017	0	0