

portfolio

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content

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Magnum Ice Cream

Website Competitive Review

H2 2020



Magnum Ice Cream Website Competitive Review H2 2020

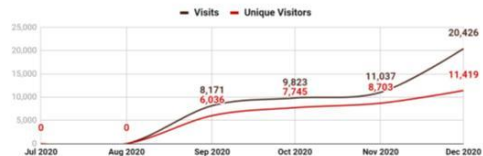
Website Overview

Source: SEMrush | July - December 2020

Visits
49,457

Unique Visitors
33,903

Visit by Device



Competitive Review

Source: SEMrush | December 2020

Magnum's closest competitor is Haagen Dazs.

Keyword Variations

1.5K | Total volume: 33.5K

| Keywords | Volume | Keyword | Volume | Trend | RD % | OPCS | Gen | SEPP Features | Results |
|-----------------------------|--------|-----------------------------|--------|-------|-------|------|------|---------------|---------|
| harga ice cream viennetta | 5.4K | harga ice cream haagen dazs | 720 | | 90.27 | 0.06 | 0.30 | | 66 |
| viennetta ice cream harga | 3.6K | harga ice cream viennetta | 720 | | 93.80 | 0.07 | 0.41 | | 79 |
| harga ice cream walls | 1.9K | harga ice cream aice | 480 | | 92.86 | 0.05 | 0.29 | | 83 |
| ice cream viennetta harga | 1.0K | harga ice cream magnum | 480 | | 88.35 | 0.07 | 0.21 | | 93 |
| harga ice cream haagen dazs | 720 | harga marsh ice cream | 480 | | 79.27 | 0.05 | 0.02 | | 85 |

Competitive Review

Source: SEMrush | December 2020

| | Visit | Unique Visitor | Page / Visit | Visit Duration | Bounce Rate |
|---|--------|----------------|--------------|----------------|-------------|
| Had more total visits as well as reached more unique visitors | 20,400 | 11,400 | 2.21 | 00:04:05 | 54.77% |
| Engaged visitor longer with less Bounce Rate | 2,700 | 2,100 | 2.26 | 00:05:02 | 37.10% |
| Had slightly higher Page / Visit | | | | | |

Competitive Review

Source: SEMrush | July - December 2020

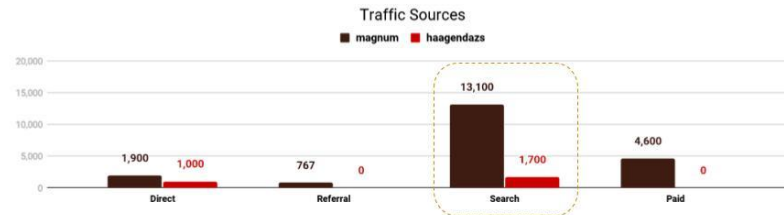


Based on data on previous slide, **Haagen Dazs has better user engagement performance.** With high visit volume, Magnum still have chance to keep up good work on December.

The longer Avg. Visit Duration would indicate more page visited by users. It will reduce Bounce Rate as well.

Competitive Review

Source: SEMrush | December 2020



In line with the previous slide, we will make up content quality through SEO content enrichment **to boost up website engagement metrics.**

Trends & Insight

Source: SEMrush | July - December 2020



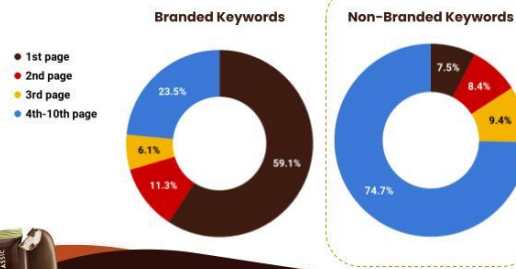
The latest data in 2020 shows that **market trends keep increasing** month to month.

The gap between **magnumicecream.com** and market trend informed us that we have to catch **general keywords traffic.**

Trends & Insight

Source: SEMrush | December 2020

Magnum's Keyword Distribution



New opportunity that we will optimize in terms of keywords come from **Non-Branded.**

Example of Non-Branded keywords with high search volume:

| Keywords | Position | Search Volume |
|-------------------|----------|---------------|
| creme brulee | 17 | 9,900 |
| kacang macadamia | 52 | 3,600 |
| salted caramel | 27 | 1,900 |
| coklat almond | 16 | 1,000 |
| belgian chocolate | 92 | 880 |



Universal App Campaign Monthly Report

January 2021



Universal App Campaign Monthly Report

January 2021

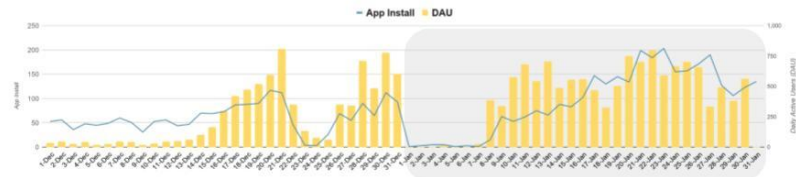


1

Our Achievement

Source: AppsFlyer | December 2020 - January 2021

Total app install impressively increased by x% since we started UAC in January 2020.



| | App Install | | | DAU | | |
|------------|-------------|---------|--------|---------|---------|--------|
| | Dec '20 | Jan '21 | Change | Dec '20 | Jan '21 | Change |
| Total | x | x | x% | x | x | x% |
| Avg. Daily | x | x | | x | x | |

2

UAC Performance

Source: Google Ads | January 2021

The graph below shows Impressions vs Clicks performance of Universal App Campaigns.



3

Top UAC Ad Performance based on CTR

Source: Google Ads | January 2021

People desired to know about your company's profile.

User-testimonial content attracted people to get to know your services.

Procedural-video help people to understand your services.



Youtube Video

Impressions : x
Clicks : x
CTR : x%
Conversions : x
Cost per Conv. : Rpx



Youtube Video

Impressions : x
Clicks : x
CTR : x%
Conversions : x
Cost per Conv. : Rpx



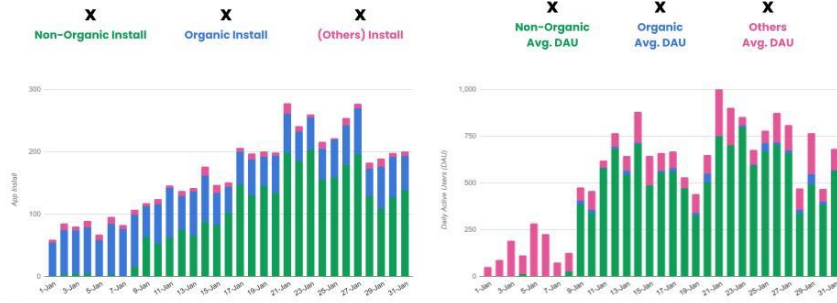
Youtube Video

Impressions : x
Clicks : x
CTR : x%
Conversions : x
Cost per Conv. : Rpx

4

Non-Organic vs Organic App Performance

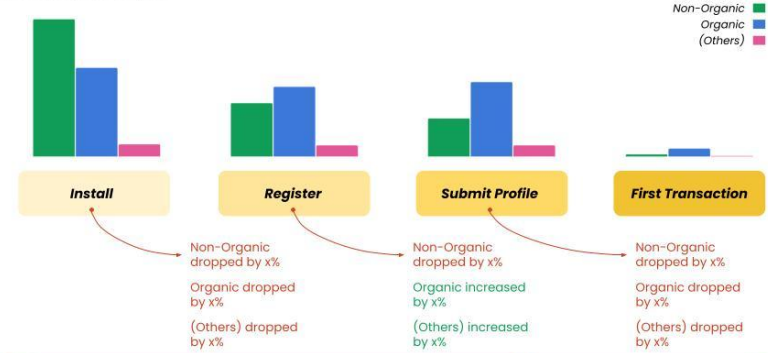
Source: AppsFlyer | January 2021



5

Non-Organic vs Organic In-App Events Performance

Source: AppsFlyer | January 2021



6

User Location Distribution based on App Install

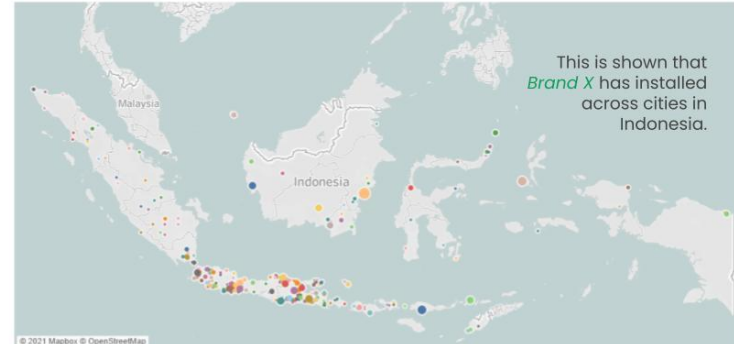
Source: AppsFlyer | January 2021



7

User Location Distribution based on App Install

Source: AppsFlyer | January 2021



8

Annual E-commerce Website Report

2020

Annual E-commerce Website Report 2020

Our Achievement

Source: Google Analytics, January - December 2020

Total Transactions

X

↑ x% from last year

Total Revenue : IDR x

Total Sessions : x

Avg. CVR : x%



Google Ads significantly dominated total transactions by **xx higher** than Facebook Ads.

The domination x% for over 12 months data.

Our Achievement

Source: Google Analytics, January - December 2020

ROAs

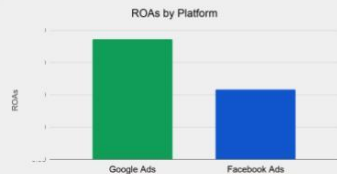
X

↑ x% from last year

Total Revenue : IDR x

Total Amount Spent : IDR x

Avg. CPA : IDR x

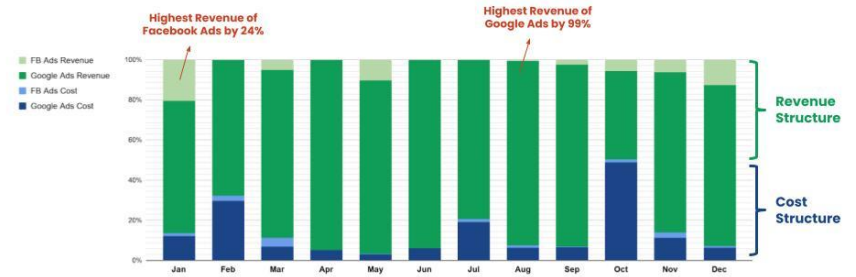


Google Ads has xX higher ROAs than Facebook Ads for over 12 months data.

Google Ads has x of Return of Ad Spend in 2020.

Monthly Budget Proportion by Platform

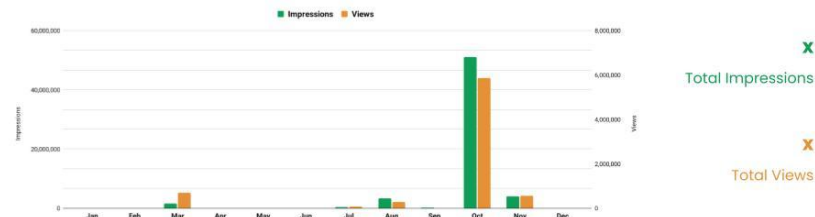
Source: Facebook Ads/Google Analytics, January - December 2020



- Highest revenue of Google Ads on August mostly contributed by A and B campaigns.
- Highest revenue of Facebook Ads on January mostly contributed by A campaign.

Awareness Funnel

Source: Google Ads, January - December 2020



- We're not ran YouTube campaign every month during 2020. But once, we got most Impressions and Views on October during A campaign. We also ran YouTube TrueView for Action for B campaign.

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Consideration Funnel

Source: Facebook Ads, January - December 2020



- October had significant highest clicks with total x clicks during A campaign period.
- During May and June we got higher CTR x% and x%, respectively. DSA Brand - Prospecting struck as the most contributor on May, also Remarketing for all website visitors on June.

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Conversion Funnel

Source: Facebook Ads, January - December 2020

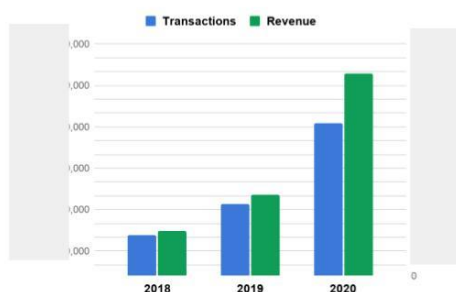


- The highest transactions was achieved on August through A and B campaigns. Total x transactions with x% CVR was impressive monthly performance we had on 2020.
- May 2020 also performed great in terms of CVR x% of x transactions, with the domination from B campaign.

7

Campaign Performance by Yearly

Source: Facebook Ads, January - December 2020

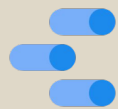


Overall website performance in 2020 was impressive compared to previous years. This also may caused by pandemic situation that drive more people buying products through website than before.

- Total transaction increased by x% compared to 2019.
- Total revenue improved as well by x% compared to 2019.

8

Campaign Dashboard Monitoring



Google Data Studio



We can using Google Data Studio (GDS) to monitor campaign performance by daily.

I have created **10+** dashboard monitoring on GDS for each clients.

Website Tagging Implementation



Google Tag Manager

THE BODY SHOP

Home Tanda-tangani Petisi Testimoni Berita Sisterhood Virtual Tour

132.950 tanda tangan telah terkumpul. Mari kita ke 500.000.

Suara kamu sangat membantu perempuan Indonesia agar terlindungi dari berbagai bentuk kekerasan seksual yang kerap dialami.

Name

Email

☐ I'm not a robot

hCAPTCHA

TANDA TANGANI PETISI

Serius data dari yang masuk sepenuhnya menjadi hak milik The Body Shop® Indonesia dan tetap kerahasiaannya.

Dukung kami dengan bagikan petisi ini ke teman. [Klik disini](#)

132.950

Telaah menandatangani Mari kita ke 500.000.

Debugger connected

Debug information for this page is viewable in the Tag Assistant window [Learn more](#)

As a data analyst I also involved in website tagging implementation.

Begin with determine which variables and triggers will be used **to measure website's goal**. And then create, implement, also troubleshooting tags for a website.

Connected tbsfightforsisterhood.co.id

2 Google containers found

Summary

Sahkan RUU PKS! | The ...

7 Form Submit

6 Click

5 Click

4 Window Loaded

3 DOM Ready

2 Container Loaded

1 Container Loaded

Output of GTM:-

Tags

Variables

Data Layer

Errors

Tags Fired

Form Submission Tag

Google Analytics: GA4 Event - Fired 1 time(s)

Google Ads Conversion Tracking - Fired 1 time(s)

Google Ads Conversion Tracking - Fired 1 time(s)

Custom HTML - Fired 1 time(s)

Tags Not Fired

Google Analytics: GA4 Event

Google Analytics: GA4 Event

Website's goal can be various, such as e-commerce, news subscription, blog, also to generate online petition like <https://www.tbsfightforsisterhood.co.id>.

LET'S DISCUSS

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to download my resume.



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