Marketing Data and Technology

Draw Insights from Marketing Data

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.	
1	Increase user engagement time by 1 minute within 6 months.
2	Reduce abandonment rate by 50% in step 1 of check out journey within 6 months.
3	Expand product catalog by 30% by adding new product lines within 1 Year.
4	*SMART Key Business Objective 4 (optional)*
5	*SMART Key Business Objective 5 (optional)*

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	Amount of minutes users are engaged on site
2	The number of users who visited the website and left before making a purchase
3	The amount of products added to catalogue
4	*Key Performance Indicator 4 for Key Business Objective 4 (optional)*
5	*Key Performance Indicator 5 for Key Business Objective 5 (optional)*

Part Two:
A/B Testing Proposal

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

KPI used as basis for the A/B test
Amount of time user is engaged on the site
Variable that will have an impact on the KPI
Products shown on the first header that the user sees when visiting the website
Hypothesis for your A/B Test
Showing a more variety of products will intrigue the user more, causing them to spend more time on the site looking through them.

A/B Testing Proposal: Details and results

Details of the A/B test	
Variations being tested:	*The three t-shirts are displayed at the very top of the page (original)*
	A t-shirt, water bottle, and headgear are all displayed at the top
User groups:	*Random in equal amount of months (display will change after 3 months)*
Data collection tool:	*Google Analytics*
Length of the test:	*6 months*

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

Over the next 6 months, I would analyze the average engagement time from users in both groups. The group that has the higher average time was more intrigued by the top display that they saw first when visiting the site.
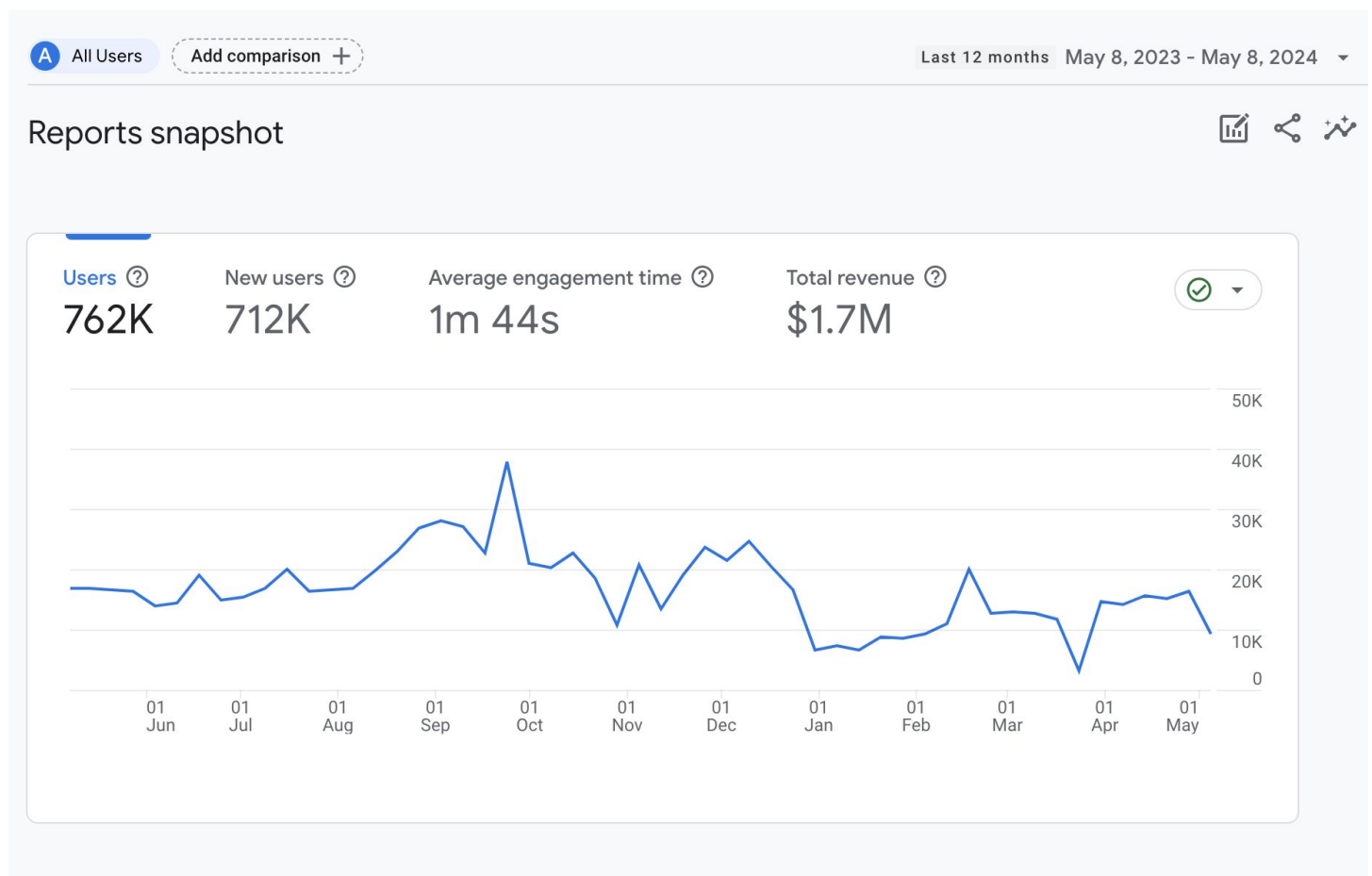
Part Three:
Data Exploration

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
- New users
- Axis values

Reports Snapshot

Which month had the most new users?

September

Which month had the fewest new users?

March

Write some ideas why certain trends are associated with these specific months?

- *It could be the time of the year, september is when school starts and that could attract a lot of students to shop for swag, supplies, etc.*
- *Fall promotions could also attract users.*
- *March is near the front of the year and most people (students and workers) aren't as busy in general during that time.*
- *March is also a time to go on spring break/vacations, meaning less money to spend on site.*

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

Note that the time frame selected does not need to be visible in the screenshot..
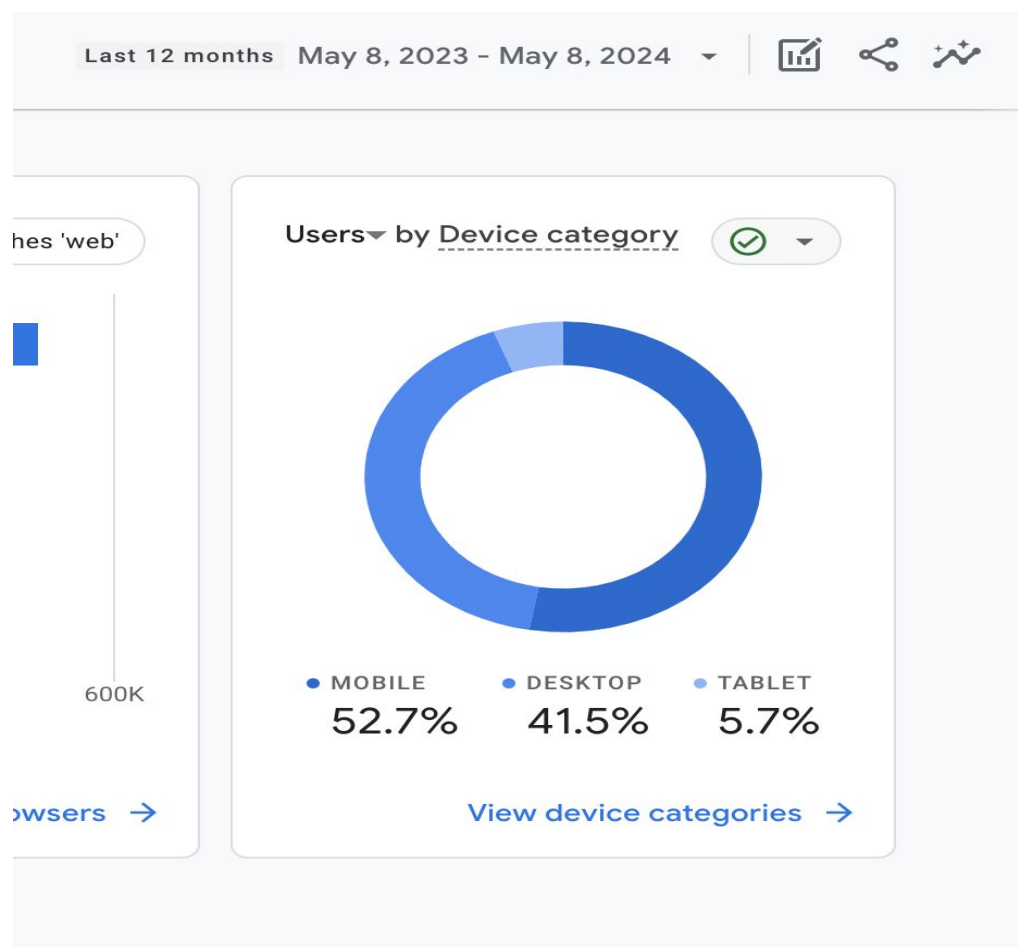
User Acquisition

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

Note that the time frame selected does not need to be visible in the screenshot, but will be reflected by the number of users.

		New users	Engaged sessions	Engagement rate	Engaged sessions per user	
		712,354	849,830	74.16%	1.12	
		100% of total	100% of total	Avg 0%	Avg 0%	
1	Unassigned	159	199	92.56%	1.27	
2	Referral	18,073	21,768	82.74%	1.17	
3	Paid Video	96	73	54.48%	0.86	
4	Paid Shopping	0	4	100%	2.00	
5	Paid Search	10,371	11,935	65.12%	1.10	
6	Paid Other	10	10	76.92%	1.00	
7	Organic Video	220	247	74.85%	1.11	
8	Organic Social	7,135	10,463	83.91%	1.45	
9	Organic Shopping	181	232	89.58%	1.27	
10	Organic Search	155,964	183,142	82.9%	1.16	

Search… Rows per page: 10 Go to: 1 1-10 of 15

↓ First user prim…Channel Group)

User Acquisition

Which channel groups had the highest and lowest engagement rates?

Paid video - lowest

Paid shopping - highest

Which channel groups had the highest and lowest total revenue?

Organic search - highest

Unassigned, paid video, paid shopping, paid other - lowest

What do these metrics mean, based on your experience?

Paid shopping users have a higher engagement rate than paid video users. This is probably due to the fact of them being paid to shop, and also the videos could be not as captivating as they think.

Users who organically search for the site/items are bringing in more revenue than the paid users and unassigned.

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.)

Ensure that the following are visible in the screenshot:

- Item names
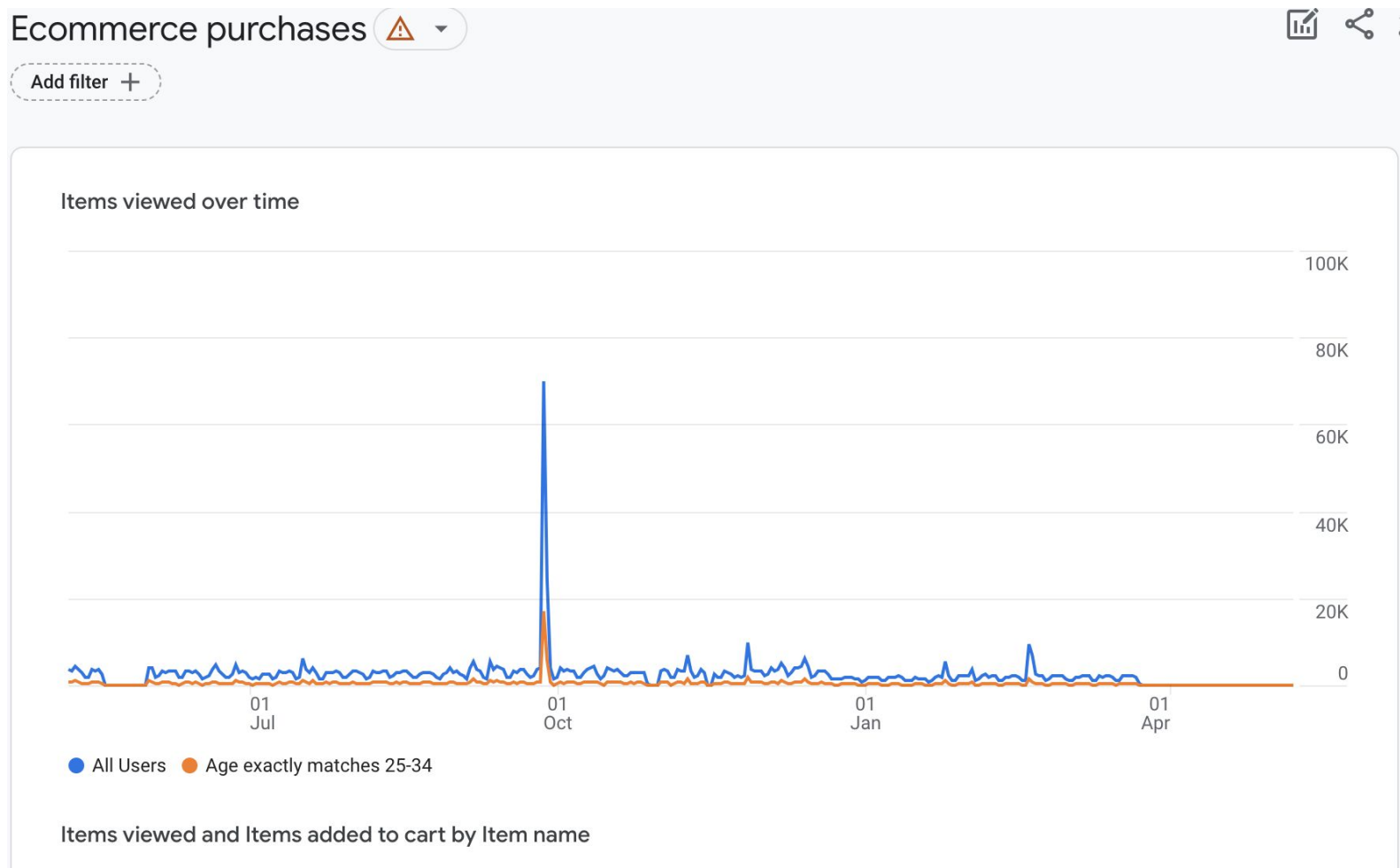- Number of items purchased
- Item revenue

	Item name	Items viewed	Items added to cart	Items purchased	Item revenue
		907,355 100% of total	8,022,914,151,085,829,000 100% of total	116,634 100% of total	$1,601,609.90 100% of total
1	Super G Timbuk2 Recycled Backpack	31,909	500,000,001,007,444	567	$58,825.00
2	(not set)	27,861	0	336	$0.00
3	Google Campus Bike	26,515	24,869	502	$23,199.00
4	G25gle Birthday Tee	12,018	65,640	1,137	$24,721.20
5	Google Sensory Support Event Kit	10,725	559	78	$3,667.50
6	Google 25th Birthday Hoodie	8,494	202,705	403	$24,495.00
7	Google Recycled Black Backpack	8,390	1,003	76	$5,706.00
8	Chrome Dino Collectible Figurines	8,389	15,936	253	$6,852.00
9	Android Classic Collectible	8,367	2,505	184	$2,835.20
10	Google Eco Tee Black	8,348	6,710	0	$0.00

Search…   Rows per page: 10   Go to: 1   1-10 of 784

Part Four: Segmentation

Audience Segment: Demographics

Ecommerce purchases ⚠ ▾

Add filter +

Items viewed over time

- ● All Users ● Age exactly matches 25-34

Items viewed and Items added to cart by Item name

Values used:	*Age exactly matches 25-34*

Audience Segment: Technology

| A | All Users | X | | D | Device category exactl... | X | Add comparison + | | Last 12 months | May 8, 2023 - May 8, 2024 |

Ecommerce purchases ⊘ ▾

Add filter +

Items viewed over time
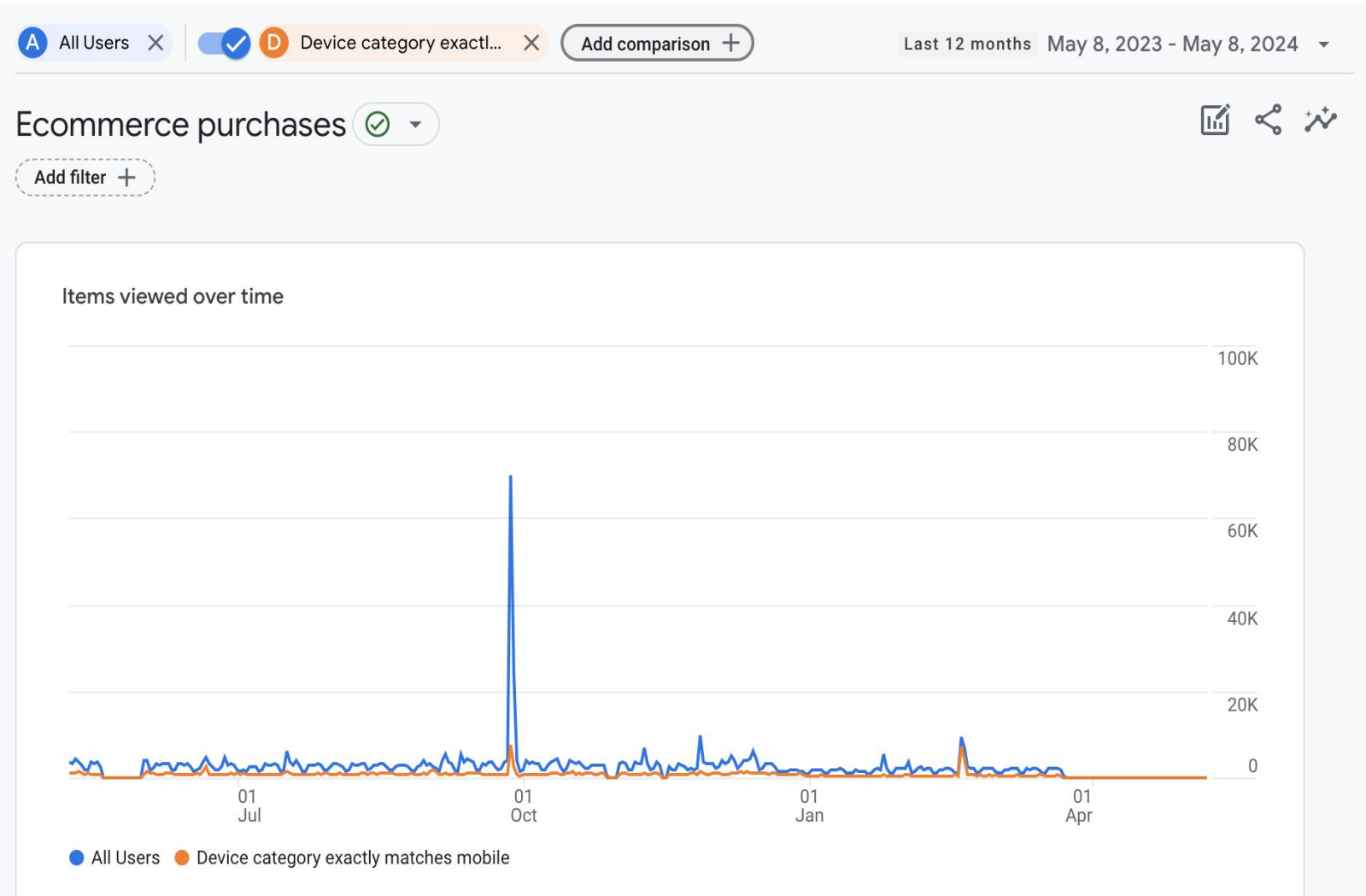
Values used:	*Device category exactly matches mobile*

Part Five:
Analysis and Suggestions

Google Merchandise Store data

You can find the results of the Google Merchandise Store campaigns below.

Campaign Name	Cost	Revenue	ROAS
Tech Trends: Discover the Latest Google Gear	$5,000	$3,000	0.6
Shop with Google: Unleash Your Digital Lifestyle	$5,000	$8,000	1.6
Google Gadgets Galore: Elevate Your Tech Game	$5,000	$8,000	1.6
Gear Up with Google: Your One-Stop Tech Shop	$8,000	$13,000	1.625
Google Merch Madness: Score Big on Tech Essentials	$5,000	$2,000	0.4
Unlock the Power of Google: Shop the Best in Tech	$2,000	$3,500	1.75
Totals	$30,000	$37,500	

Business Sales Growth

Based on the data provided, how might the campaigns be realigned and improved to potentially achieve a 20% YOY sales growth **without additional cost**? You can assume that the data will remain consistent over the projected time frame. Please reference specific data to support your answer, such as metrics and campaigns.

You could get the answer by asking yourself: Which campaign would I spend less, and which would I spend more?

I would spend the same amount in each campaigns Shop with Google & Gear Up with Google, making the cost equal for both at $6,500. They seem to go hand in hand and are similar campaigns. We are spending the most on GUWG, which is also where most of our revenue comes from. I would take $1,000 from the campaign, Google Merch Madness and put it towards Unlock the Power of Google making it $4,000 since GMM is bringing in the least amount and UTPOG is also similar to the other shop campaigns that are bringing in the most revenue.This would total to be $45,212.5 in revenue.

eCommerce improvements

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 Apple Pay.

UX change: One way to improve customer retention would be adding a rewards program section to sign up for. This will ensure returning customers.

Other eCommerce change or addition: Linking social media or a way to install mobile app.

Technology

It is time for some exploration! You need to find 2 emerging marketing technologies that you could use in a technology stack. For each one, you need to describe why you would use that tool.

1	*Social Media*
	I would use this tool to increase engagement and social activity. It could also serve as a place for ads.
2	*Search Engine Optimization*
	This would allow search engines to optimize the site's visibility and gain more traffic.