

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	<i>Grow number of daily visitors to online store to 2k</i>
2	<i>Increase website traffic by 20% by the end of the year</i>
3	<i>Grow email list to 100 email sign ups within 3 months</i>
4	<i>Key Business Objective 4 (optional)</i>
5	<i>Key Business Objective 5 (optional)</i>



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>Daily visitors to online store</i>
2	<i>Website Traffic</i>
3	<i>Email sign-ups</i>
4	<i>Key Performance Indicator 4 for Key Business Objective 4 (optional)</i>
5	<i>Key Performance Indicator 5 for Key Business Objective 5 (optional)</i>



Part Two: A/B Testing Proposal



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

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

Daily visitors to online store

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

Facebook Ads

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

I predict that ad Creative A that is a still picture ad will convert to less daily visitors to website than ad Creative B that is a video ad.



A/B Testing Proposal: Testing Process

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

I would create two different facebook ads, one that is a still picture and one that is a video ad. I would spend the same amount of money on both ads and watch the metrics both produce over the course of one month.

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

I would calculate the ROAS of each campaign to see which one had a better result. I would look at the conversion rates as well and see which one attracted the most views, and compare the click rates. Whichever one had overall better numbers would be the more favorable campaign of the test.



Part Three: Data Exploration

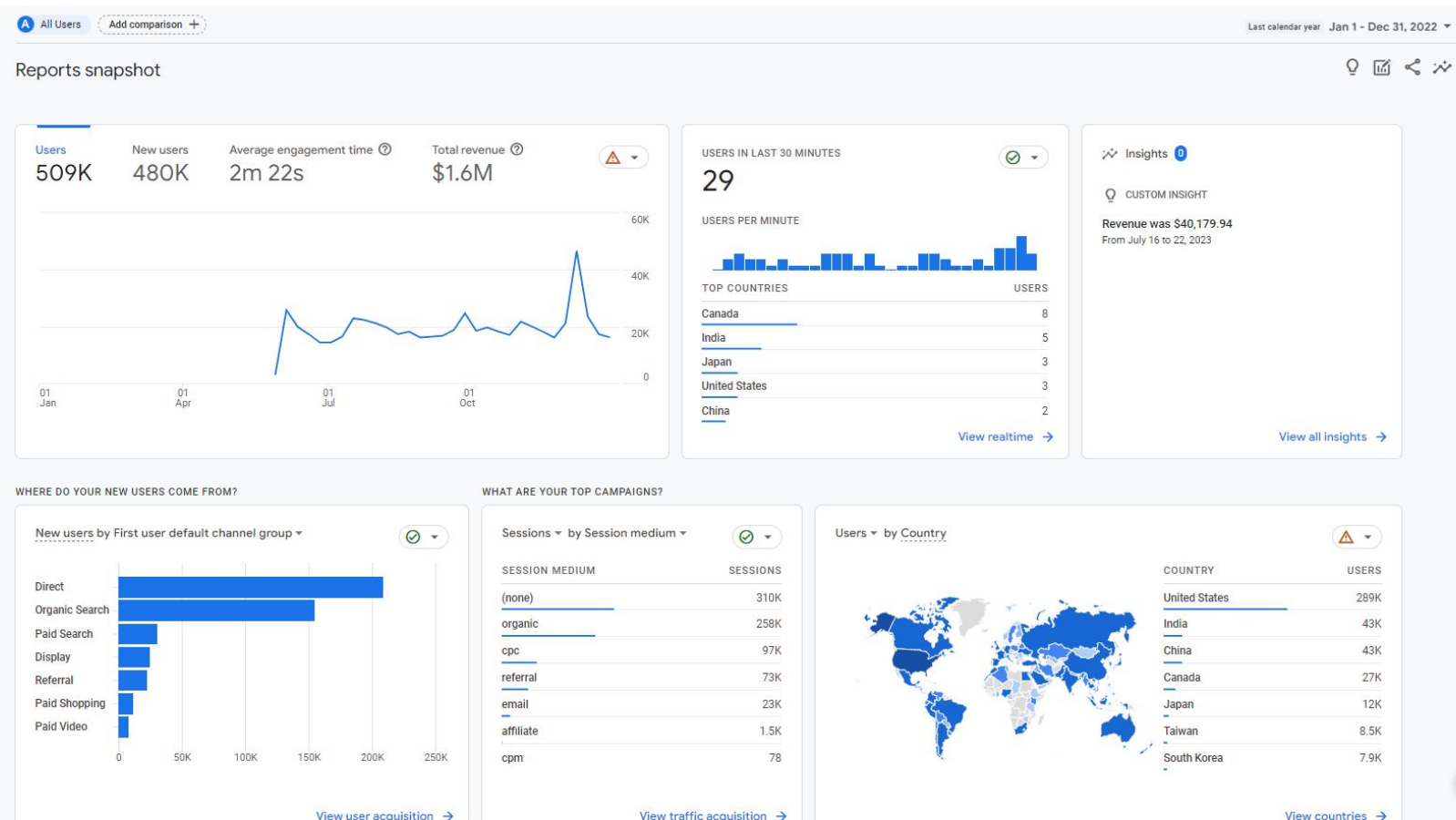


Reports Snapshot

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, and which month had the fewest new users?

December had the most new users while Jan-June had the fewest new users.

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

It would appear that the store was not open until June which would explain the lack of new users during those months.

December probably had the highest number of users as there was an increase in Holiday shopping during that time.



User Tech

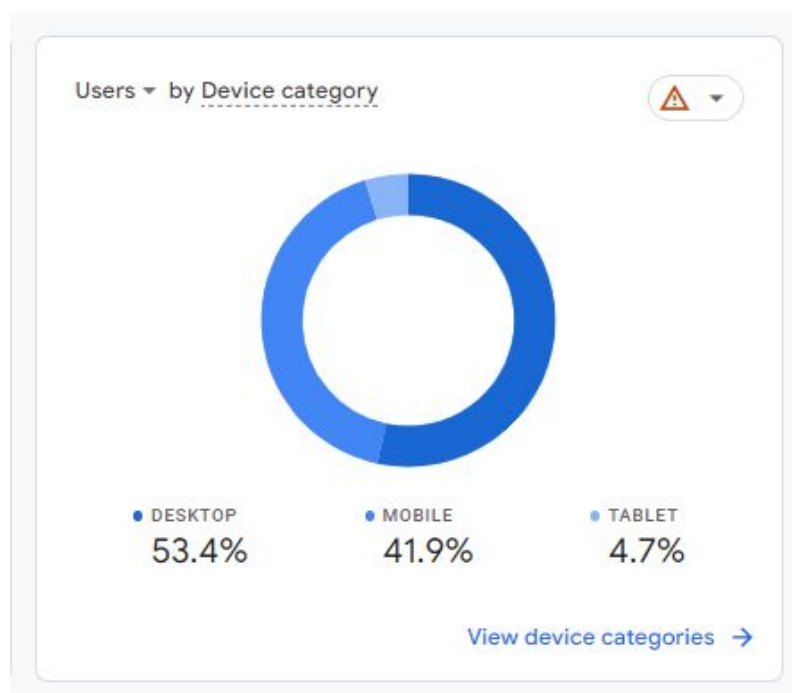
Please go into the User → Tech → Tech overview report for the following:

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..





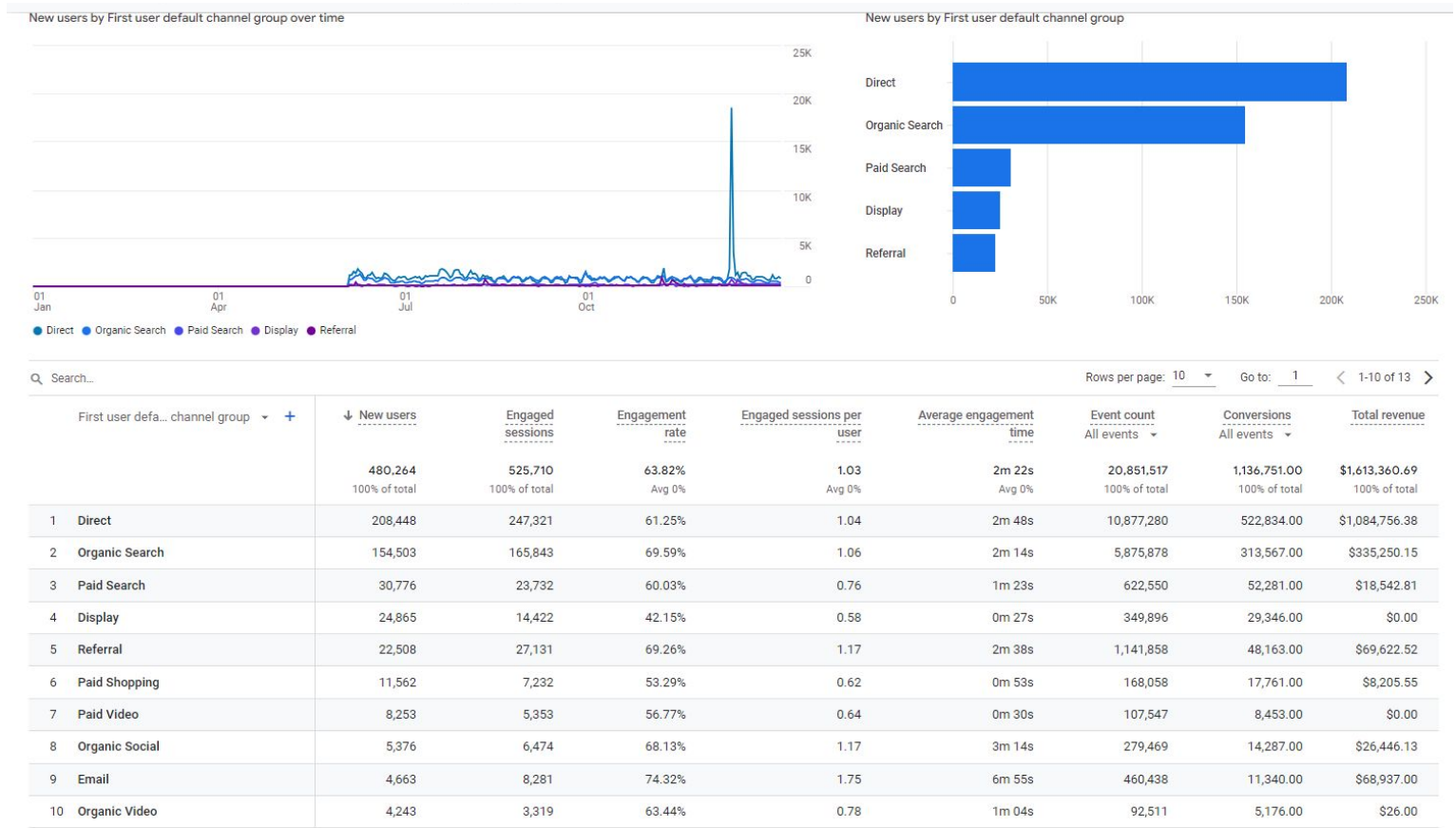
User Acquisition

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.





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?

Highest engagement rates was the email channel group while the lowest engagement rates was in the display channel group. The Direct channel group had the highest total revenue while the paid videos and display groups were tied for the lowest total revenue.

What do these metrics mean, based on your experience?

This means that email lists drive the most traffic to the site and that people prefer to either type in the address or click on the page from the search results page bringing in the most revenue. The display banners and paid videos don't have much a positive impact on the business.

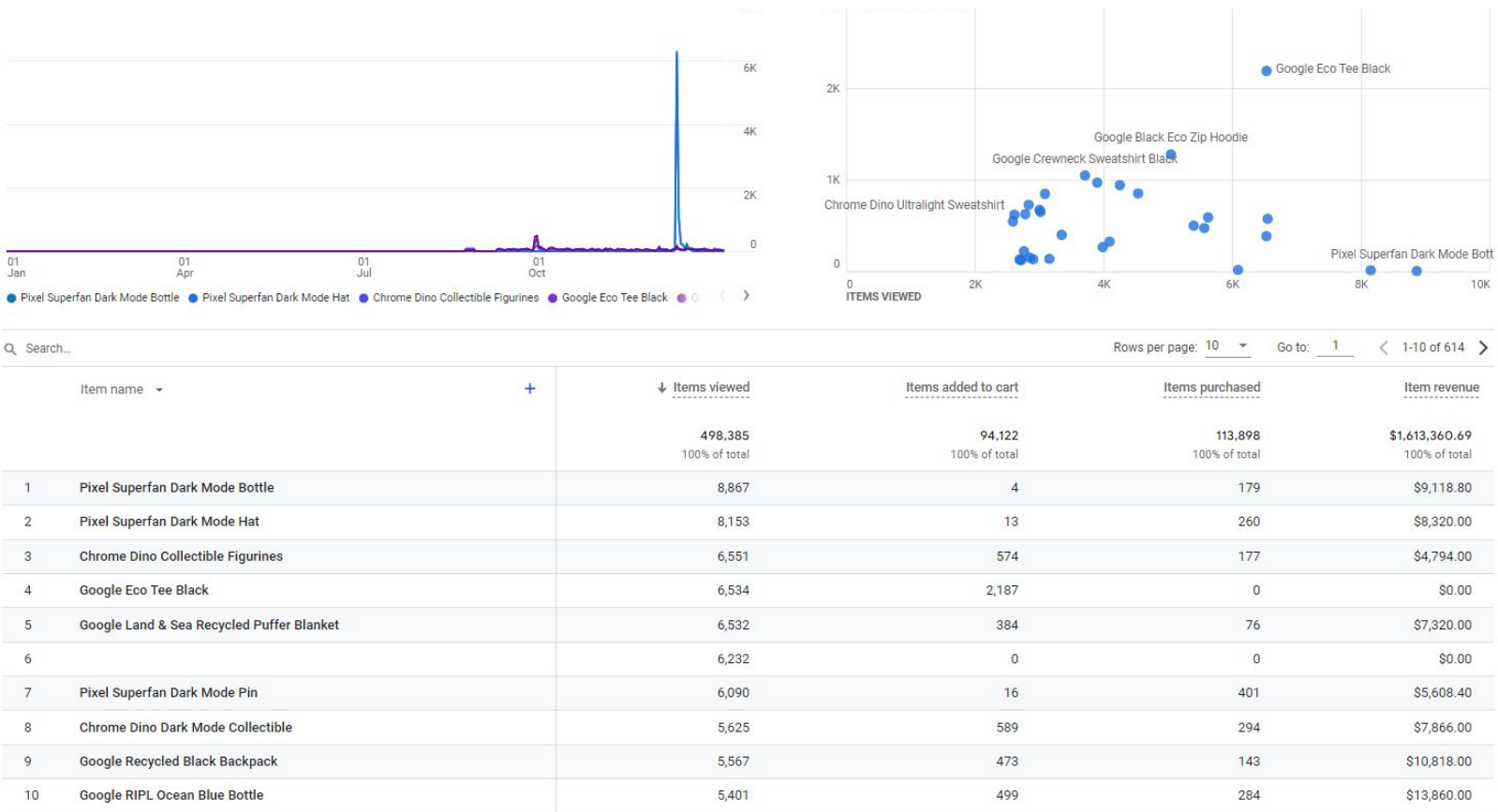


Monetization

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





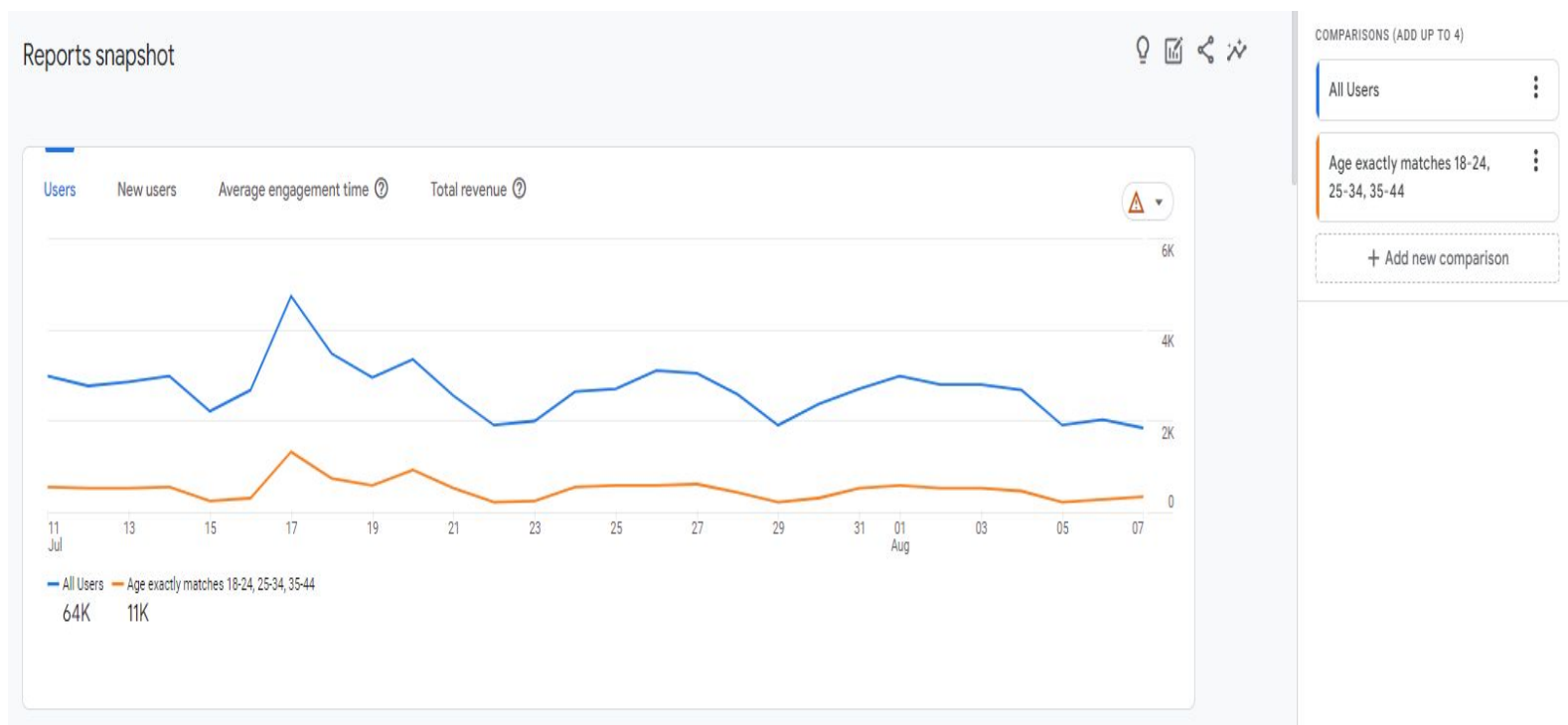
Part Four: Segmentation



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.

I have compared “All Users” to Ages in the brackets of 18-24, 25-34, and 35-44. Total users to the website was 64k whereas those who are in the younger demographic ages only totaled 11k which means that a majority of the users to this website were older.

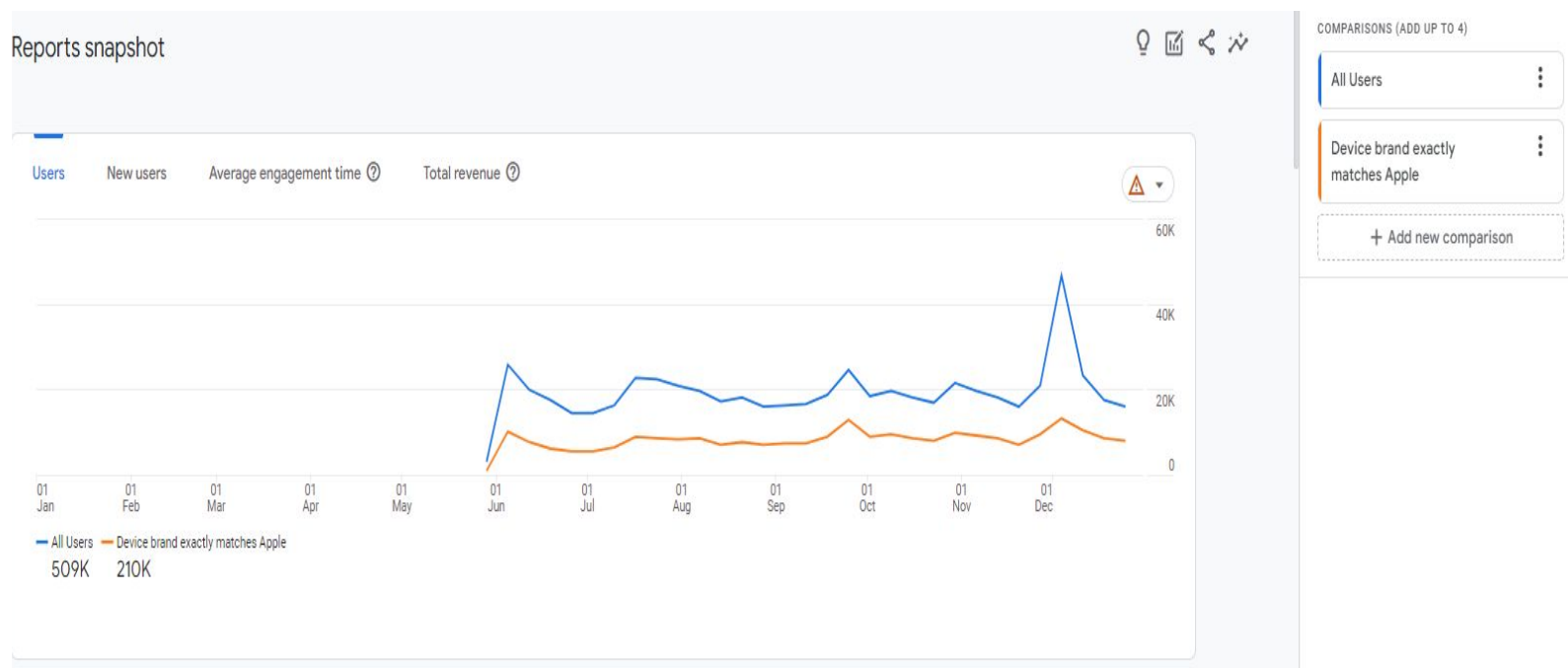




Audience Segment: Technology

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.

I have compared “All Users” to the Technology segment of Apple users. There was 509k users total and 210k of those users used an Apple device to visit the store. That is a little under half of all users who had Apple devices and checked out the website.





Part Five: Analysis and Suggestions



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 additional data beyond what is specified.

If using your own data, complete the following table adding rows as necessary. If using the provided GSMM Pitch Deck, delete the table.

USING THE GSMM PITCH DECK



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.

There are three campaigns that have a 0 ROAS which are the Solar Lead- In-Stream Solar Cheat Code Website (2,002 views and 318 clicks), the Maximize Conv - Solar Sales Calls - Custom Intent (3,527 views and 655 clicks) and Solar Subscribers - Discovery Keywords - CPV (2,8528 views and 302 clicks). These campaigns need to convert more viewers in to paying customers. We can do this people by optimizing and improving the landing pages to mirror some of the more successful campaigns that are doing well and converting customers. We could also look at the user path for each campaign and see what pages have high bounce or exit rates and compare that to how long the user spends viewing those pages. If they are immediately leaving then those pages need to be better optimized to get the customer to stay longer and secure a sale.



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 add an abandon cart incentive to the user purchase journey path. At every stage approximately half or more of the carts end up getting abandoned and offering at 10% discount to come back and finish checking out might lower those percentages.

Other eCommerce change or addition: I would also show reviews on the product pages from real customers who have purchased and have something to say about the quality. Building transparency with potential consumers will help ease their worries and get them to purchase.



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.

	A	B	C
1	Technology Stack	Yearly Cost	Monthly Cost
2	Quickbooks	540	50
3	Typeform	996	99
4	Zapier	588	73.5
5	Google Workspace	0	0
6	Google Analytics	0	0
7	Hootsuite	0	0
8	Paypal	0	0
9	Canva	0	0
10	koji	0	0