

# 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 brand awareness by driving 75,000 new visitors to the website this month.</i>
2	<i>Increase customer loyalty by 15% in the next financial year.</i>
3	<i>Increase sales revenue to \$3,500,000 in the next financial year.</i>
4	<i>Increase mobile app downloads by 20% in the next financial year.</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>Number of new visitors per month; number of inbound links pointing to website- impression share; bounce rate; clicks</i>
2	<i>Number of returning visitors monthly- ; page exit rate; sessions</i>
3	<i>Number of monthly sales- cost per lead; conversion rate; average order value; impressions; clickthrough rate</i>
4	<i>Number of app downloads per month- clickthrough rate; conversions</i>
5\	



# 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:

*Number of monthly sales*

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

*Ad creatives and landing pages will be the variables I will focus on by creating two separate ads to see which will create more sales.*

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

*I predict that variable b will create more sales by focusing on product demonstration and value, whereas variable a will only focus on price.*



# A/B Testing Proposal: Testing Process

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

*I am going to create two ads; both will be paid product ads that will be advertised on Meta, Instagram, Twitter, and YouTube; which is how the customers will be classified. The first ad will highlight pricing of products available. The second ad will highlight how products work for the customer and how the products will add value to the customer's way of life. The ads will both run for approximately 29 days.*

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

*The ads will include UTM URL website codes and QR codes to track user engagement and sales. Whichever ad leads to more sales through engagement, then that will determine which ad (if any) will be continued. The metrics that will come into play are lower cost per lead, higher conversion rates, higher average order value, more impressions, and higher clickthrough rates.*



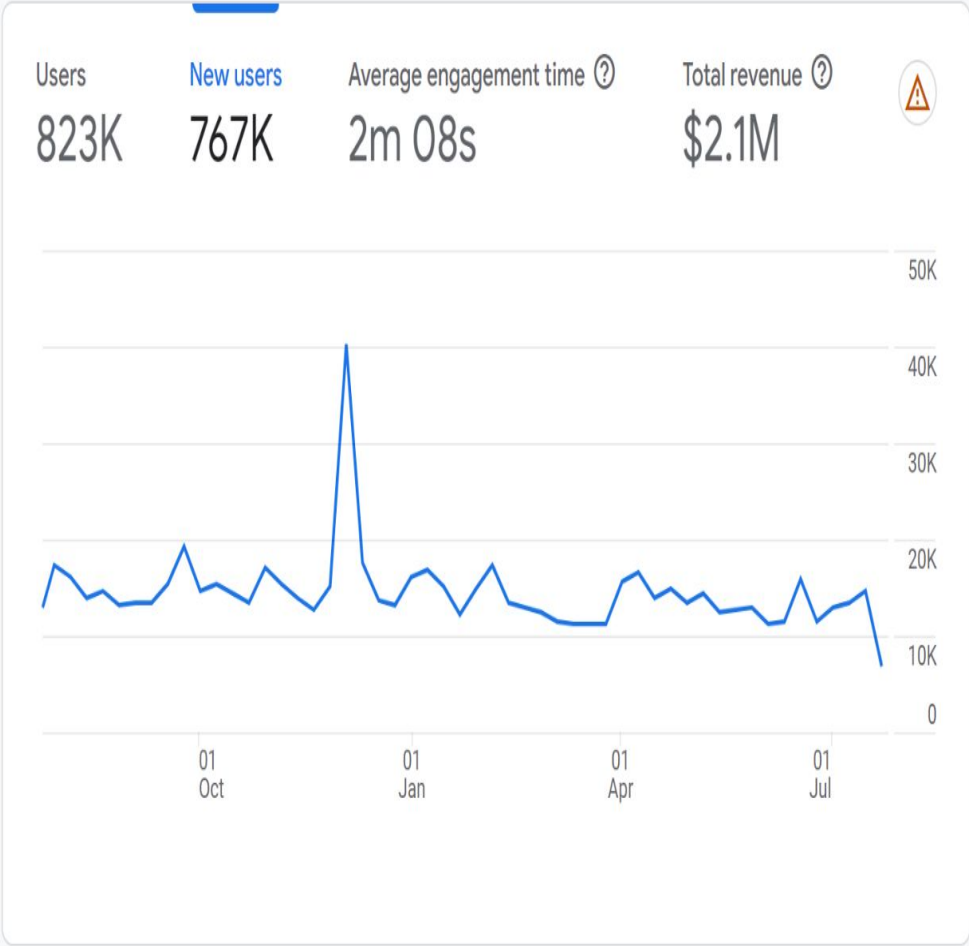
# Part Three: Data Exploration

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# Reports Snapshot





# Reports Snapshot

Which month had the most new users, and which month had the fewest new users?

*December 2022 had the most new users; July 2023 had the least new users.*

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

*The holiday season probably had a big role in why December had so many new users. The week in December was between the 4th and the 10th of the month, which is about 3 weeks before Christmas. People were more than likely looking for holiday gift items.*

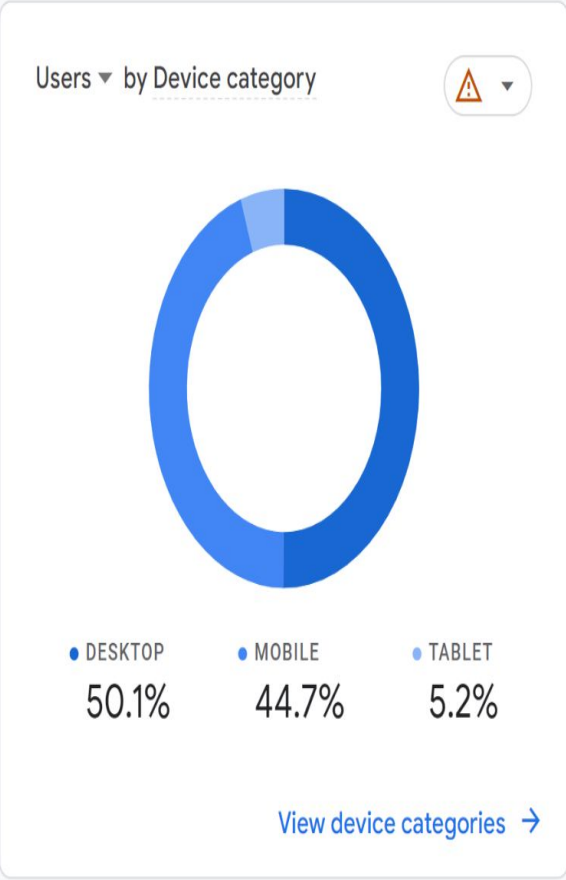
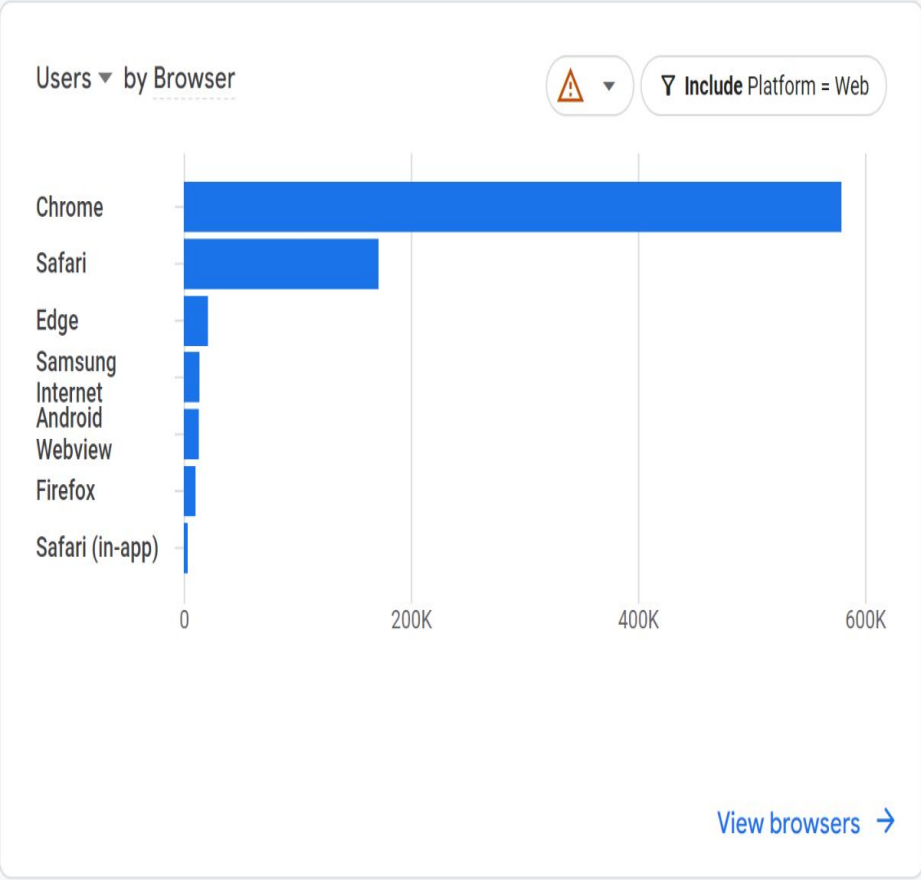
*This past week in July might have had the least new users because summer is ending, so people have gone on vacations and are getting ready to send their children back to school. More money needs to go to school supplies and uniforms.*



# User Tech

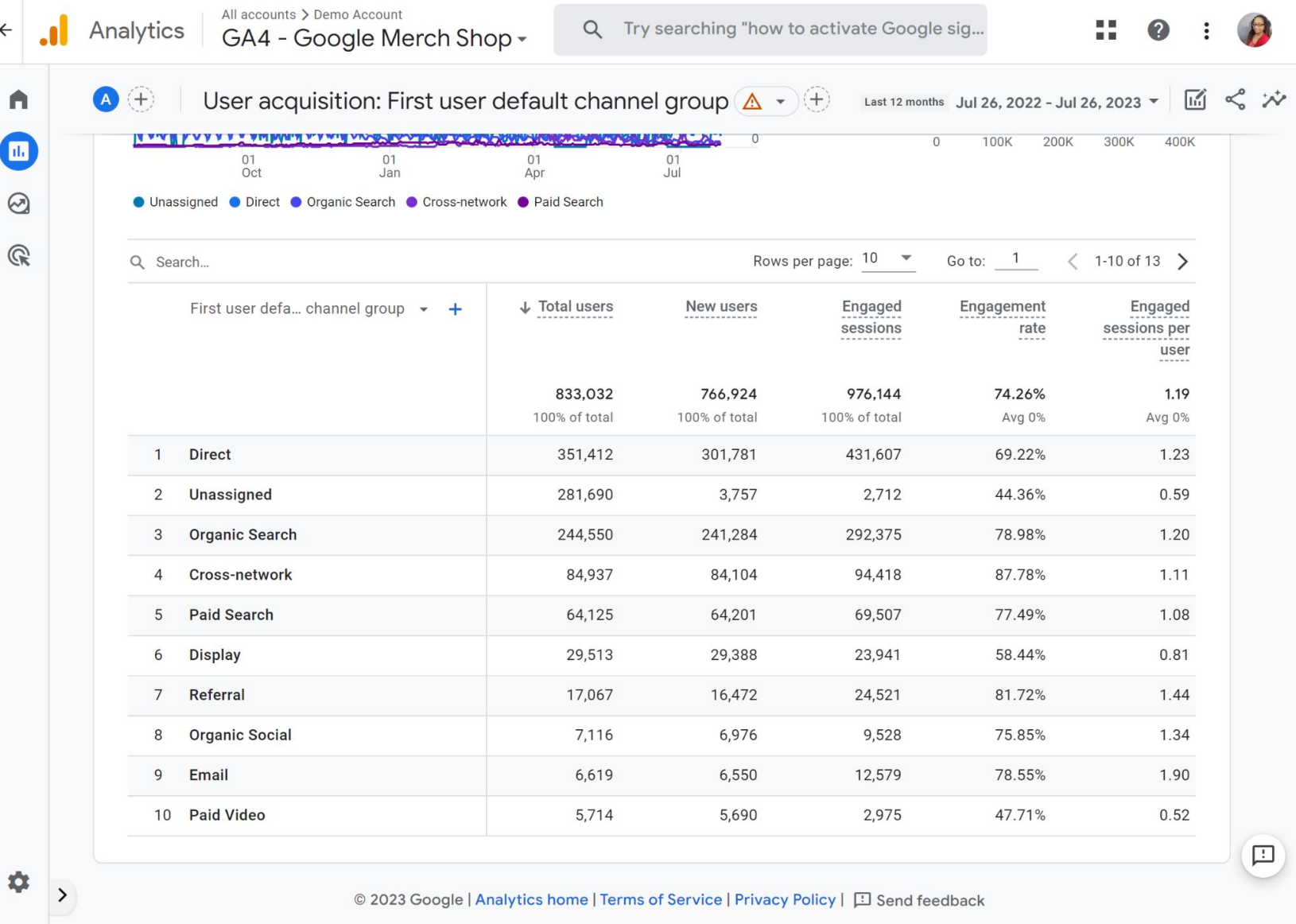
[View operating systems →](#)

[View platform devices →](#)





# User Acquisition





# 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?

*The channel group with the highest engagement rate was the cross-network channel; the lowest engagement rate was the unassigned channel. The channel with the highest total revenue was the direct channel; while both the display and paid video channels both garnered the lowest revenue with zero dollars.*

What do these metrics mean, based on your experience?

*These metrics show where there can be room for growth, especially with the channels that had the lowest revenue. There is a lot of untapped potential in the form of revenue. YouTube and social media paid ads could be a very profitable way to gain more revenue, especially when engagement rate in these channels was considerably significant. The metrics show there is a disconnect. That disconnect could also be corrected by other channels that are adjacent to the lowest revenue channels. For example, affiliate marketing only gained \$20.80, but the engagement rate was 76.73%! Converting a portion of that engagement rate into conversion (sales) can lead to a substantial amount of revenue via social media and YouTube advertisement. All of these channels have a commonality that can be bridged through focused advertising through social media and social broadcasting channels via advertisement with tracking and connection software.*



# Monetization



All accounts > Demo Account

GA4 - Google Merch Shop

Try searching "how to activate Google signals"



Ecommerce purchases: Item name

Custom Jul 26, 2022 - Jul 26, 2023



All accounts > Demo Account

GA4 - Google Merch Shop

Try searching "how to activate Google signals"



Ecommerce purchases: Item name

Custom Jul 26, 2022 - Jul 26, 2023



Search...				
Items per page: 100 of 100				
Item name	Items viewed	Items added to cart	Items purchased	Item revenue
	1,034,160 100% of total	103,139,031,059 100% of total	152,438 100% of total	\$2,116,831.03 100% of total
1 Google Unisex Eco Tee Black	36	127	2,406	\$53,365.20
2 Google Black Eco Zip Hoodie	8,283	1,467	862	\$49,266.00
3 Google Crewneck Sweatshirt Black	6,125	1,234	718	\$35,077.80
4 Google Cloud Desktop Neon Sign	4,540	470	215	\$28,179.00
5 Google Sherpa Black Zip Hoodie	6,363	960	393	\$27,710.00
6 Google Cloud Unisex Onyx Zip Hoodie	5,056	775	435	\$24,605.40
7 Google Vintage Washed Plum Sweatshirt	5,187	944	401	\$22,783.80
8 Google Camp Fleece Cream Pullover	5,667	852	289	\$22,534.00
9 Google Voyager Bottle	4,687	744	789	\$21,489.60
10 Google Onyx Water Bottle	4,241	987	1,028	\$20,097.60



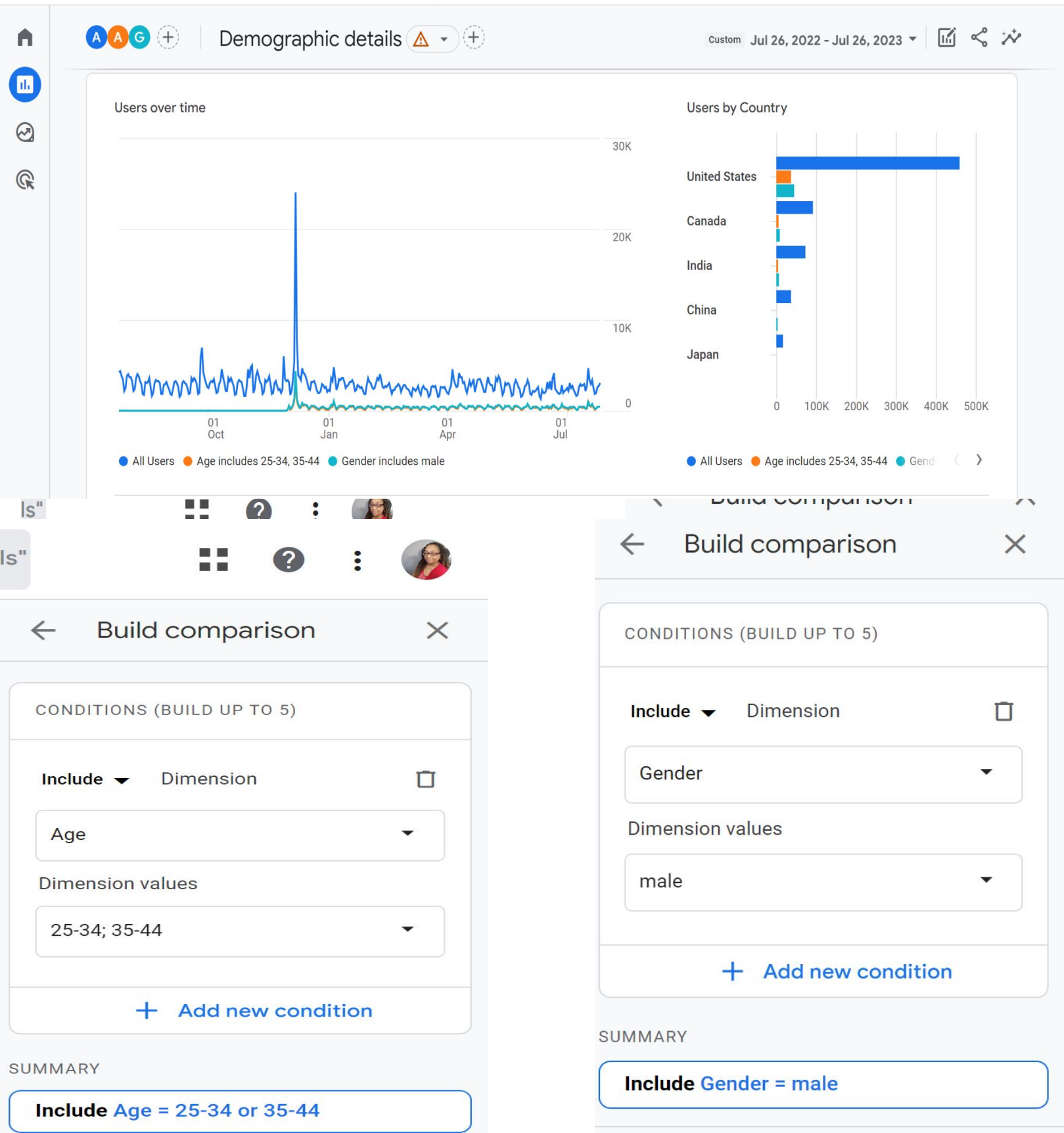
# Part Four: Segmentation

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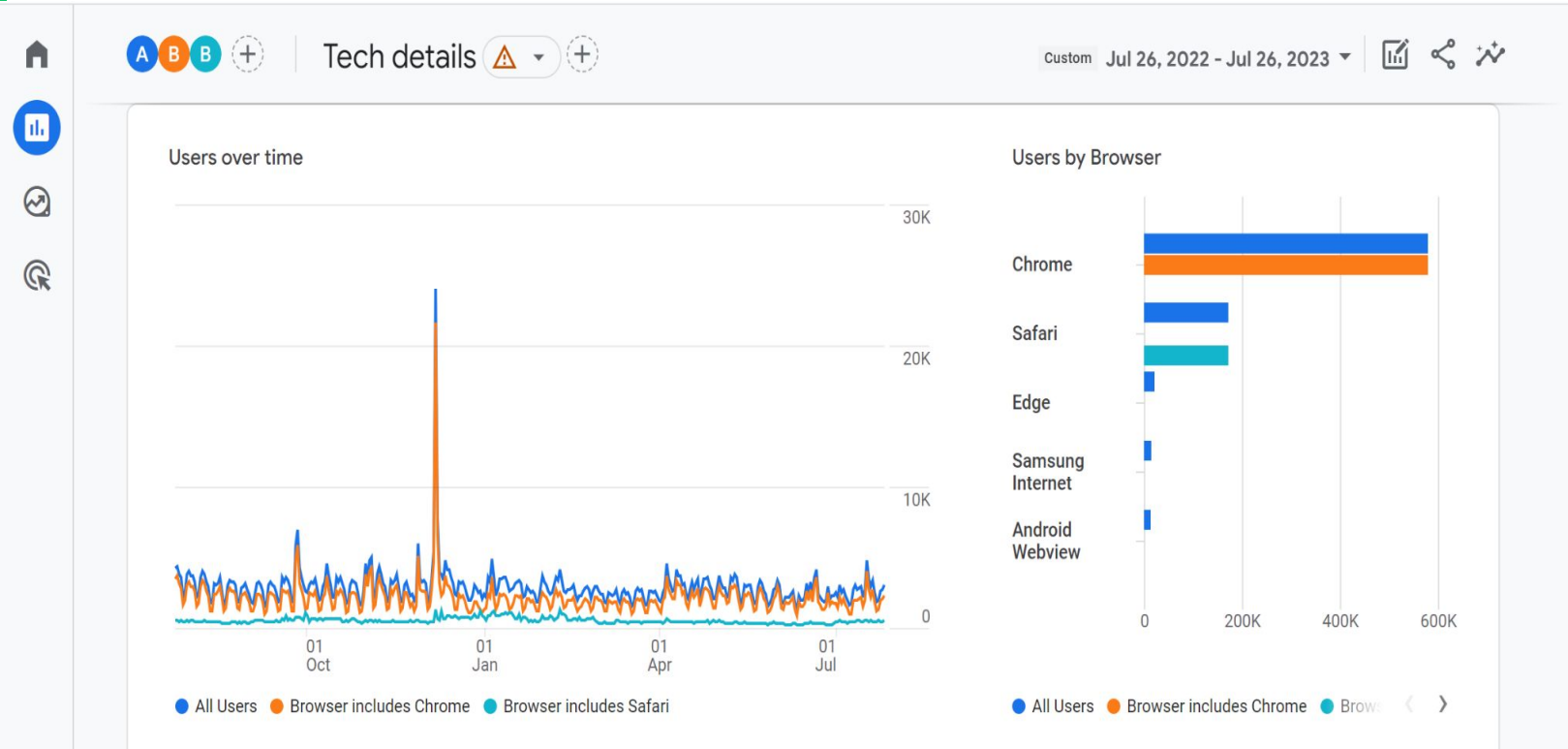
# Audience Segment: Demographics







# Audience Segment: Technology



### Build comparison

CONDITIONS (BUILD UP TO 5)

Include	Dimension
<input checked="" type="checkbox"/>	Browser

Dimension values

<input checked="" type="checkbox"/>	Safari
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[+ Add new condition](#)

### SUMMARY

**Include Browser = Safari**

### Build comparison

CONDITIONS (BUILD UP TO 5)

Include	Dimension
<input checked="" type="checkbox"/>	Browser

Dimension values

<input checked="" type="checkbox"/>	Chrome
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[+ Add new condition](#)

### SUMMARY

**Include Browser = Chrome**



# Part Five: Analysis and Suggestions

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# 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.*



# 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.

March 19, 2021 - December 31, 2021							
2021 Solar YouTube Ads Sales Funnel Campaigns	Bid strategy	Cost	Views	Clicks	Conv.	Revenue	ROAS
Solar Leads - In-Stream Solar Cheat Code Website	Max Conv.	\$270.11	2,002	318	0	0	0
Maximize Conv - Solar Sales Calls - Custom Intent	Max Conv.	\$920.59	3,527	655	6	0	0
Solar Leads - In-Stream RT - Conversions	Max Conv.	\$1,760.23	41,677	9,964	20	\$10,957.48	6.2
Solar Subscribers - Discovery Keywords - CPV	Manual CPV	\$4,344.11	185,217	0	7	\$20,977.68	4.8
Solar Leads - In-Stream Solar Exclusive Website	Max Conv.	\$323.81	2,852	302	0	0	0
Totals		\$7,618.85	235,275	11239	33	\$31,935.16	4.2

*In my opinion, the budgets for the solar leads cheat code website, the solar sales calls-custom intent, and the exclusive website should be reallocated all together because those websites gained no leads, as well as no ROAs. The budget for the Solar subscribers CPV needs to be doubled because the budget is already 20 percent of the revenue it has gained within a 9 month period.*

$$4344.11/20977.68 = .207082$$

$$.207082 * 100 = 20.71\%$$

*If that budget is doubled, and the costs of the three most ineffective funnel campaigns are re-invested into the In-Stream RT- conversions costs, the revenue can most definitely reach a 20 percent increase in the following year.*



# 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:

*I would suggest there were other options to pay for the purchase outside of a credit card, like PayPal or Square. This would add extra security for payment options.*

Other eCommerce change or addition:

*I would also suggest that there is an option to pay in installments; i.e.- Shop Pay. Another example: PayPal also has an option to pay in 4 installment payments as well. That would expand customer bases to those who may think that prices were above their reach in one payment, but would be able to afford and pay for higher priced items on the website in installments.*



# Analysis and Suggestions: Technology

YouTube Ads  
Quickbooks  
Facebook  
Facebook Ads  
Twitter  
Instagram  
TikTok  
Google  
Google Analytics  
Cat Howell Mastermind  
Video Ranking Academy  
Google My Business

Two technologies that should be looked into are ChatGPT and Adobe Experience Manager. These two softwares can help streamline the online processes for customers.

ChatGPT  
<https://chat.openai.com/auth/login>

Adobe Experience Manager  
[\*\*https://business.adobe.com/products/experience-manager/adobe-experience-manager.html\*\*](https://business.adobe.com/products/experience-manager/adobe-experience-manager.html)