

Google Merchandise Store - Overview

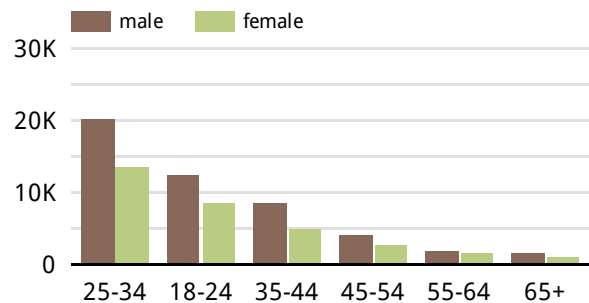
Feb 1, 2020 - May 8, 2020

Users Metrics

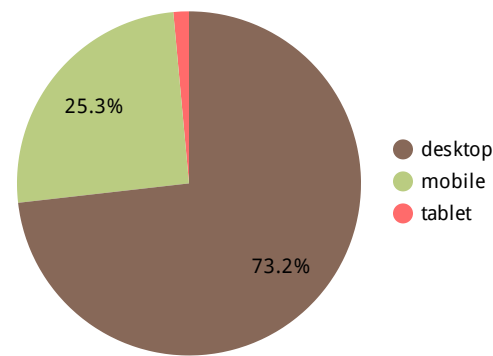
Users
140,433
↓ -12.8%

Revenue Per User
\$0.1
↓ -9.6%

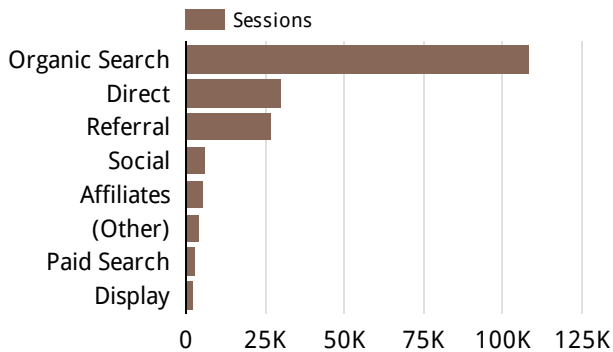
Gender & Age Distribution by sessions



Device category by sessions



Sources by sessions



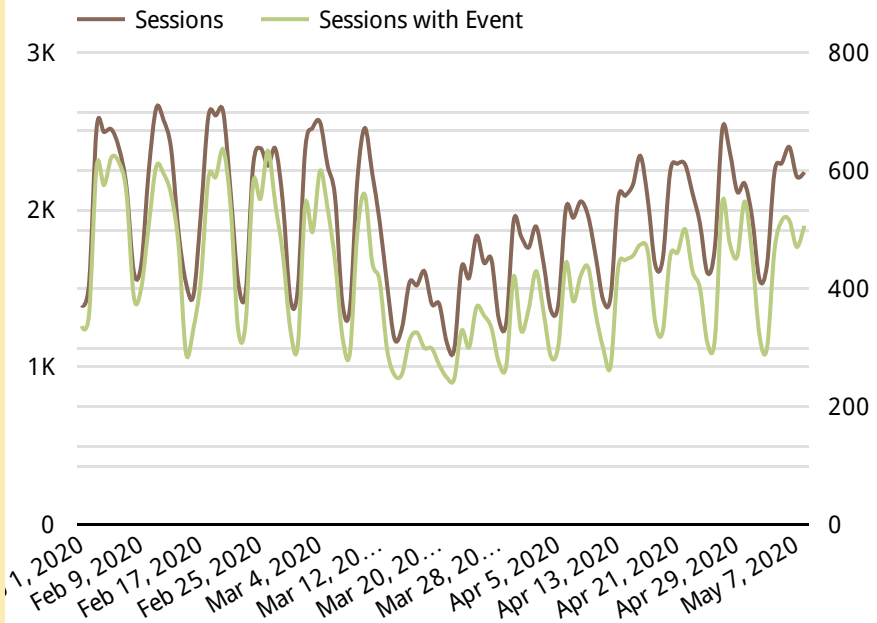
Sessions Overview

Pageviews
768,529
↓ -21.1%

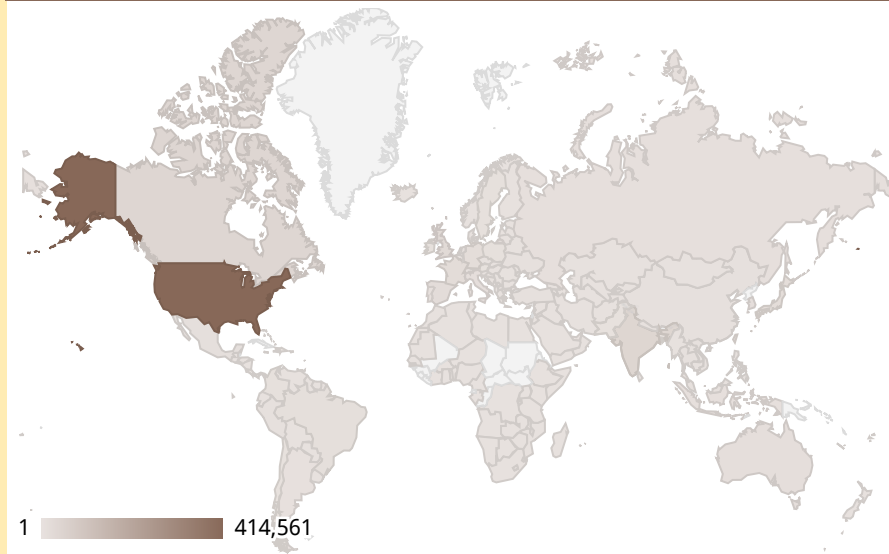
Sessions
188,546
↓ -14.9%

Avg. Session Duration
00:02:44
↓ -6.0%

Sessions by date



Sessions by countries



Events Overview

Bounce Rate
48.4%
↑ 14.6%

Total Events
213.6K
↓ -5.5%

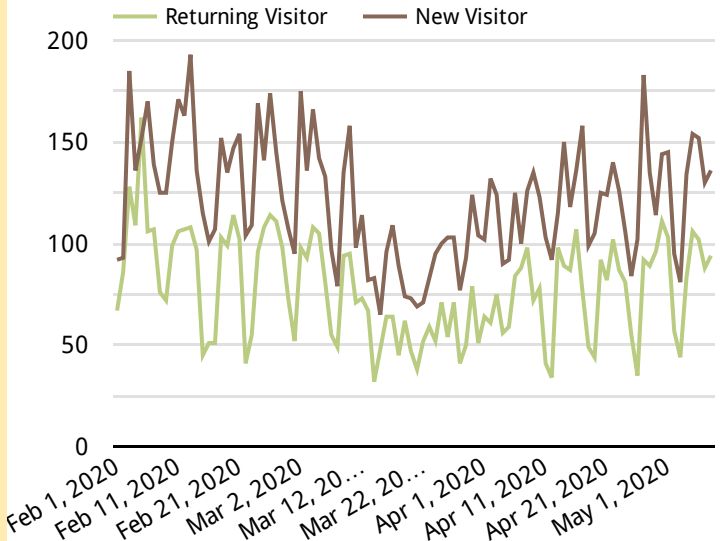
Unique Events
98,790
↓ -35.5%

Top Events

Event Label		Sessions with Event
1.	YouTube Tee Black	953
2.	Google Tee White	681
3.	Google Utility BackPack	662
4.	Google Zip Hoodie F/C	588
5.	Google Cup Cap Tumbler Grey	570
6.	Google Cork Base Tumbler	569
7.	Google Incognito Zip Pack	514
8.	YouTube Twill Sandwich Cap Black	454
9.	Google Crew Socks	432

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Goal completions by user type



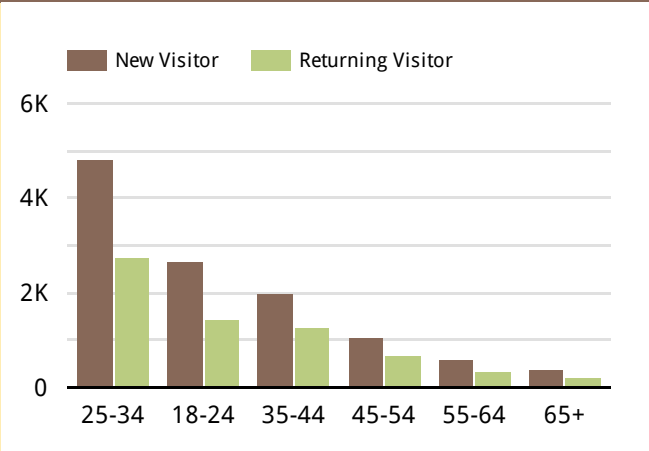
Audience Overview

Device Category

Country

Feb 1, 2020 - May 8, 2020

Demographics



Afinity Category Metrics

Affinity Category (reach)		Sessions	Transactions	Revenue	Avg. Session Duration
1.	Shoppers/Value Shoppers	60,753	26	\$1,477.3	00:02:57
2.	Media & Entertainment/Movie Lovers	58,241	21	\$1,118.7	00:02:59
3.	Technology/Technophiles	56,376	22	\$1,286.05	00:02:58
4.	Media & Entertainment/Music Lovers	42,965	17	\$1,041.65	00:02:46
5.	Travel/Business Travelers	39,755	14	\$748.2	00:03:05
6.	Lifestyles & Hobbies/Green Living Ent	38,050	7	\$511.7	00:02:56

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Revenue per User
\$0.09
↓ -9.6%

Unique Purchases
565
↓ -22.6%

Avg. Order Value
\$56.62
↓ -1.8%

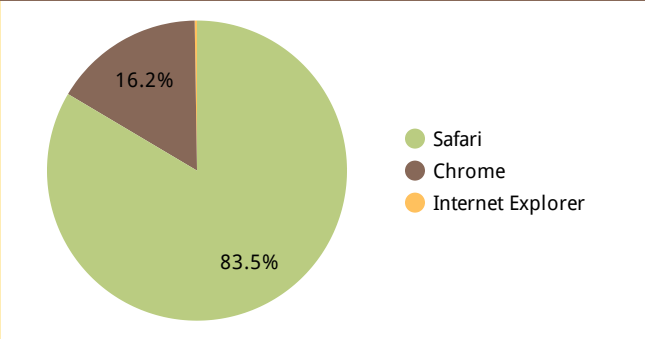
Channel overview

Default Channel Grouping		Sessions with Event	% New Sessions	Avg User Duration
1.	Organic Search	<div></div>	<div></div>	<div></div>
2.	Direct	<div></div>	<div></div>	<div></div>
3.	Referral	<div></div>	<div></div>	<div></div>
4.	Social	<div></div>	<div></div>	<div></div>
5.	Paid Search	<div></div>	<div></div>	<div></div>
6.	(Other)	<div></div>	<div></div>	<div></div>
7.	Affiliates	<div></div>	<div></div>	<div></div>
8.	Display	<div></div>	<div></div>	<div></div>

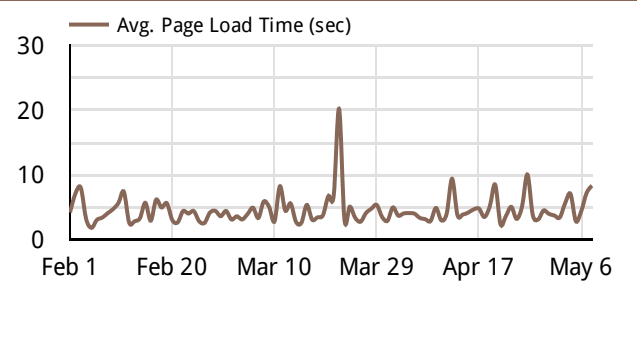
Demographics

		Age / Sessions					
Day of Week		25-34	18-24	35-44	45-54	55-64	65+
Wednesday		5,868	3,489	2,246	1,157	609	447
Tuesday		5,817	3,516	2,282	1,195	562	427
Monday		5,585	3,314	2,183	1,121	596	466
Thursday		5,427	3,342	2,222	1,025	560	440
Friday		4,637	2,871	1,951	1,016	562	355
Sunday		3,328	2,333	1,336	708	394	292
Saturday		3,197	2,279	1,352	643	424	311

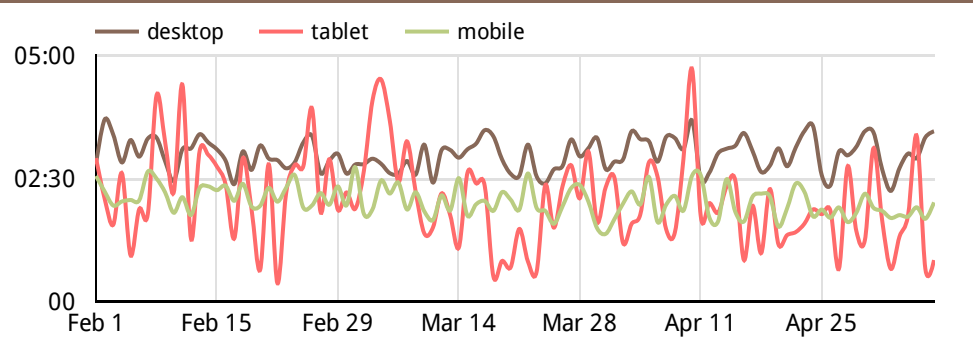
Browser Type by Revenue



Technical Competency



Session duration by device category



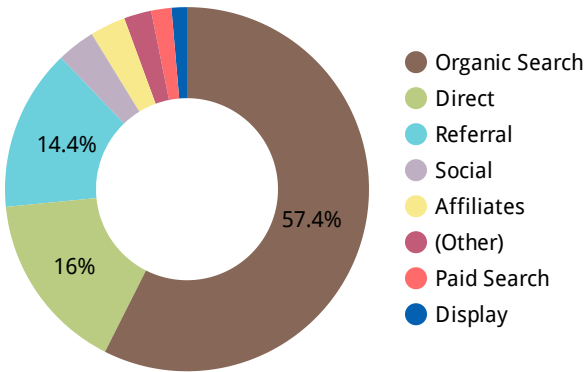
Acquisition Overview

Default Channel Groupi...

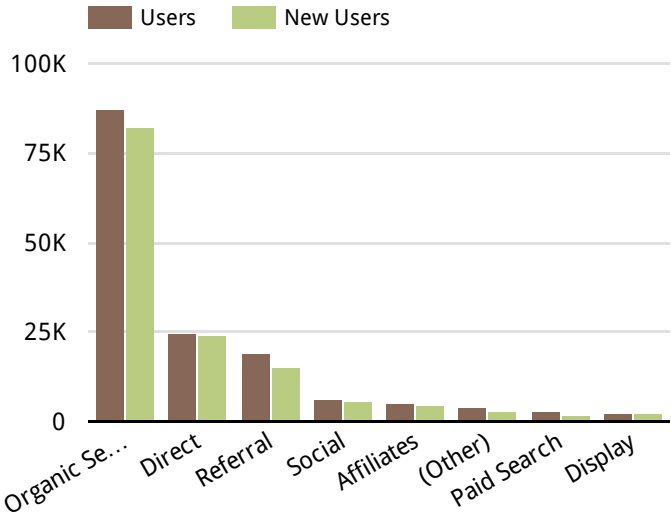
Device Category

Feb 1, 2020 - May 8, 2020

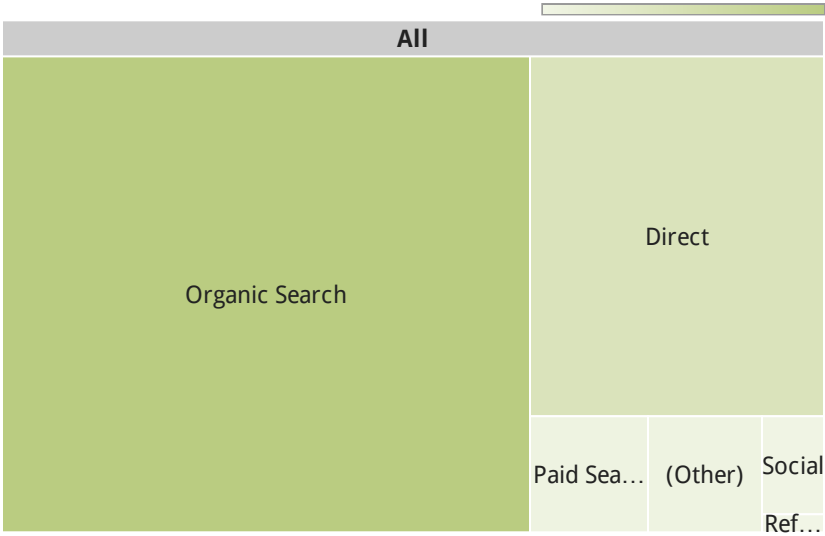
Sessions by Channel



Users by Channel



Revenue by Channel



Sessions
188.5K
-14.9%

Users
140.4K
-12.8%

Pageviews
768.5K
-21.1%

Bounce Rate
48.4%
14.6%

Goal Conversion Rate
10.4%
-36.6%

Goal Completions
19.5K
-46.0%

Performance Metrics of Channel

Performance Metrics of Landing Page

Performance Metrics of Channel						Performance Metrics of Landing Page					
Default Channel Grouping	Source / Medium	Sessions	Bounce Rate	Goal Completions	Goal Conversion Rate	Landing Page	Sessions	Bounce Rate	Avg. Page Load		
1. Organic Search	google / organic	103,416	53.43%	8,898	8.6%	1. /home	104,511	49.38%	3.78		
2. Direct	(direct) / (none)	30,190	36.8%	3,990	13.22%	2. /google+redesign/shop+by...	18,655	53.94%	6.83		
3. Referral	mall.googleplex...	10,106	13.51%	3,306	32.71%	3. /google+redesign/apparel/...	7,145	39.31%	5.56		
4. Referral	google.com / re...	4,237	25.09%	874	20.63%	4. /store.html	6,756	40.93%	5.58		
5. Paid Search	google / cpc	3,074	29.31%	550	17.89%	5. /google+redesign/apparel	6,217	36.35%	3.41		
6. (Other)	(not set) / (not s...	4,590	35.49%	540	11.76%	6. /google+redesign/new	4,727	47.58%	4.32		
7. Referral	analytics.google...	10,892	55.33%	422	3.87%	7. /google+redesign/apparel/...	3,623	37.68%	3.96		
8. Social	creatoracadem...	4,937	59.59%	311	6.3%	8. /basket.html	3,011	39.65%	3.85		

Campaign Overview

Campaign ▾

Region ▾

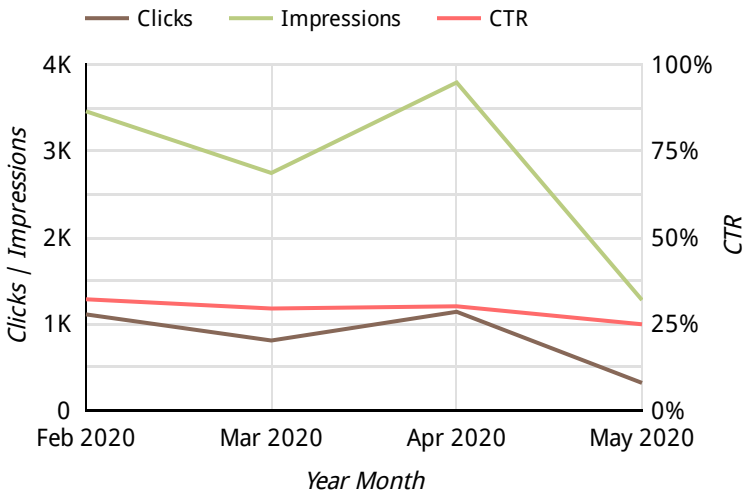
Feb 1, 2020 - May 8, 2020 ▾

Clicks & Impressions

Clicks
3,372
↓ -62.0%

CTR
29.94%
↓ -6.6%

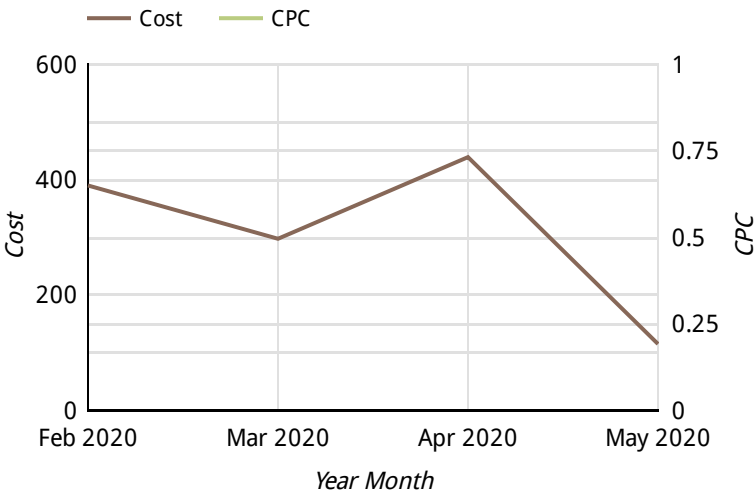
Impressions
11,263
↓ -59.3%



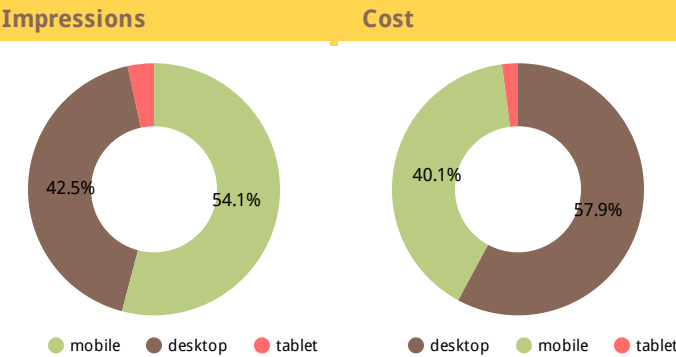
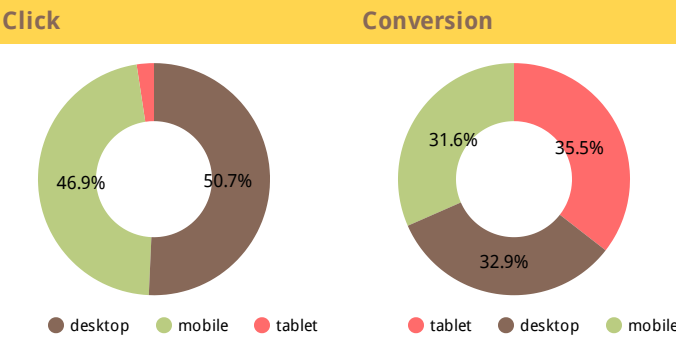
Cost & Cost per Click

Cost
\$1,241.21
↓ -57.8%

CPC
\$0.37
↑ 11.1%



Device Breakdown



Top Campaigns

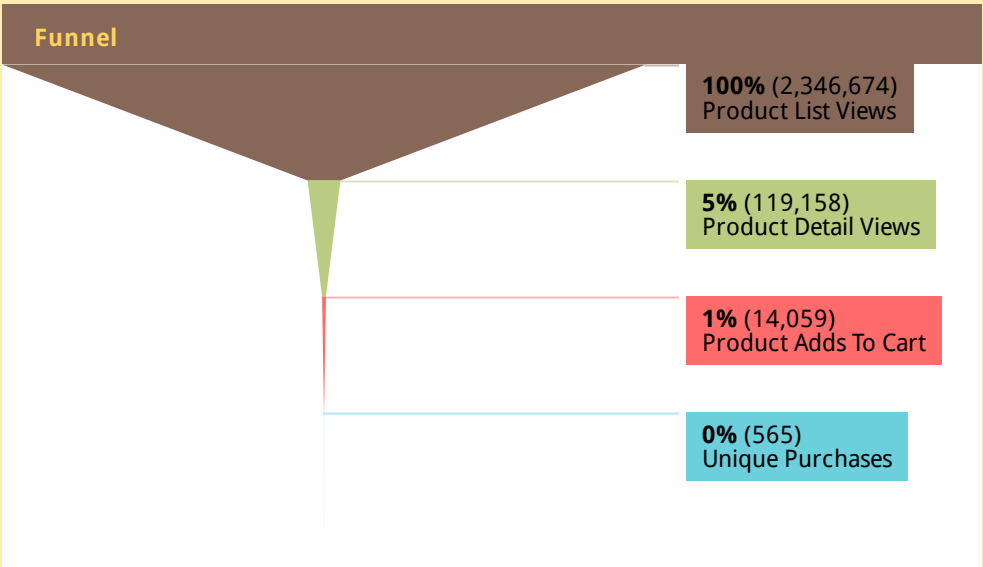
	Campaign	Source	Medium	Pageviews	Users	Impressions	Clicks	Cost ▾	ROAS	Revenue
1.	AW - Google Brand	google	cpc	15,496	1,833	5,517	2,403	\$640.39	57.36%	\$367.3
2.	AW - YouTube	google	cpc	300	110	959	275	\$178.69	0%	\$0
3.	AW - Apparel	google	cpc	1,487	220	1,005	357	\$162.31	34.81%	\$56.5
4.	AW - Accessories	google	cpc	189	48	2,643	96	\$83.08	0%	\$0
5.	AW - Bags	google	cpc	411	59	446	108	\$72.02	0%	\$0
6.	AW - Drinkware	google	cpc	132	35	471	68	\$46.32	0%	\$0
7.	AW - Android Brand	google	cpc	487	29	117	43	\$36.34	0%	\$0
8.	AW - Office	google	cpc	12	6	105	22	\$22.06	0%	\$0

Goals, E-Commerce, Funnel and Actions

Feb 1, 2020 - May 8, 2020

Top Page Views		
Source / Medium	Goal Completio...	Goal Value
google / organic	8.9K <div></div>	\$0
(direct) / (none)	4K <div></div>	\$0
mall.googleplex.com / referral	3.3K <div></div>	\$0
google.com / referral	874 <div></div>	\$0
google / cpc	573 <div></div>	\$0
(not set) / (not set)	540 <div></div>	\$0
analytics.google.com / referral	422 <div></div>	\$0

Top Selling Products		
Product	Unique Purchases	Product Revenue
Google Badge Heavyweight Pullove...	12 <div></div>	\$754
Google Zip Hoodie F/C	9 <div></div>	\$660
Google Sherpa Zip Hoodie Charcoal	9 <div></div>	\$476.1
Google Navy Speckled Tee	10 <div></div>	\$300
Google F/C Longsleeve Charcoal	10 <div></div>	\$300
Google Unisex Eco Tee Black	13 <div></div>	\$286
Google Sherpa Vest Black	1 <div></div>	\$237



Goals

Goal Conversion Rate

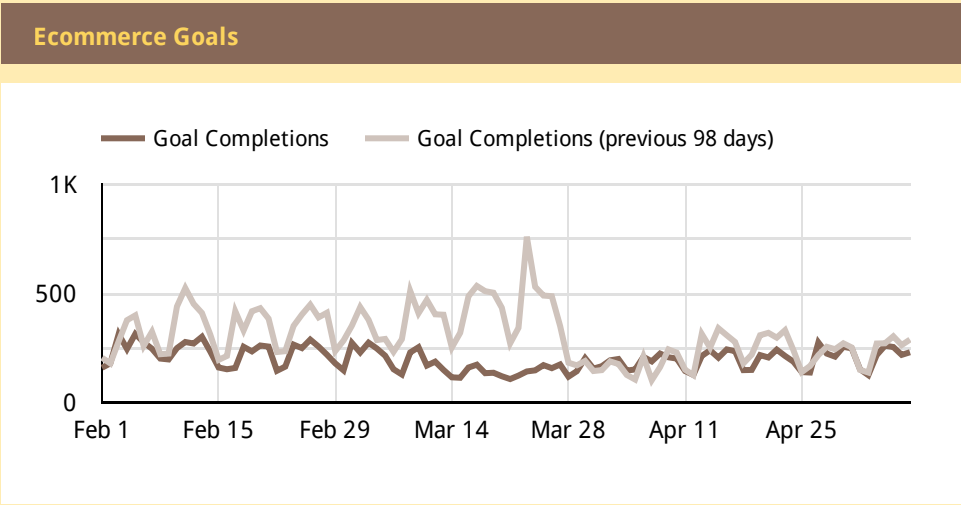
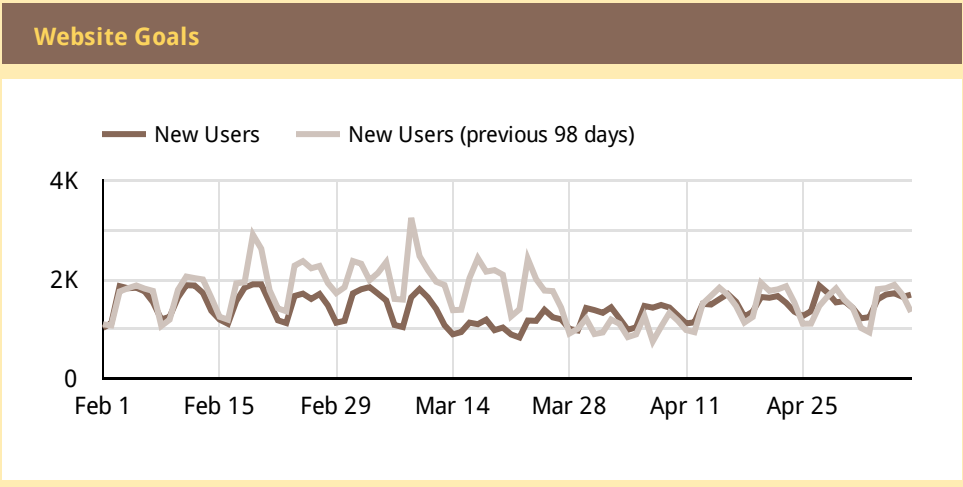
10.36%

↓ -2.88%

Cost per Goal Conversion

\$0.06

↓ \$-0.02



Ecommerce

E-com Conversion Rate

138,323

↓ -23,563

Avg. Order Value

\$56.62

↑ \$8.44

Product Revenue

Product Revenue per Purchase

\$21.14

Ecommerce Conversion Rate

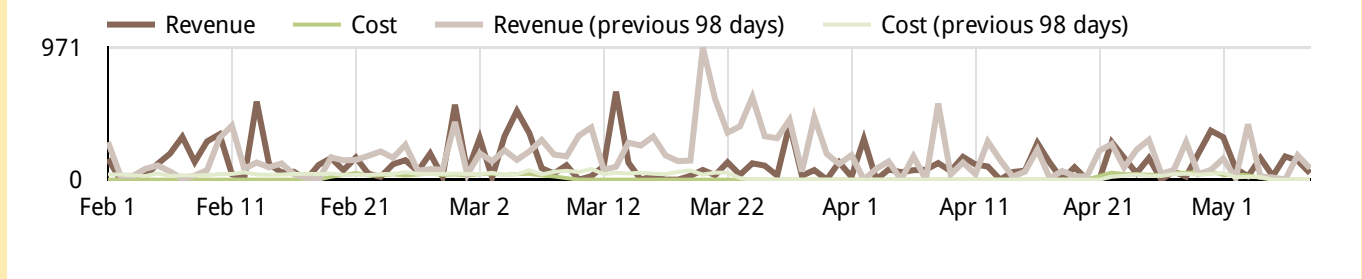
Ecommerce Conversion Rate

0.1%

Impressions

Impressions

11.3K



Behavioral summary

Website sessions trend

New Users
138.3K
↓ -14.6%

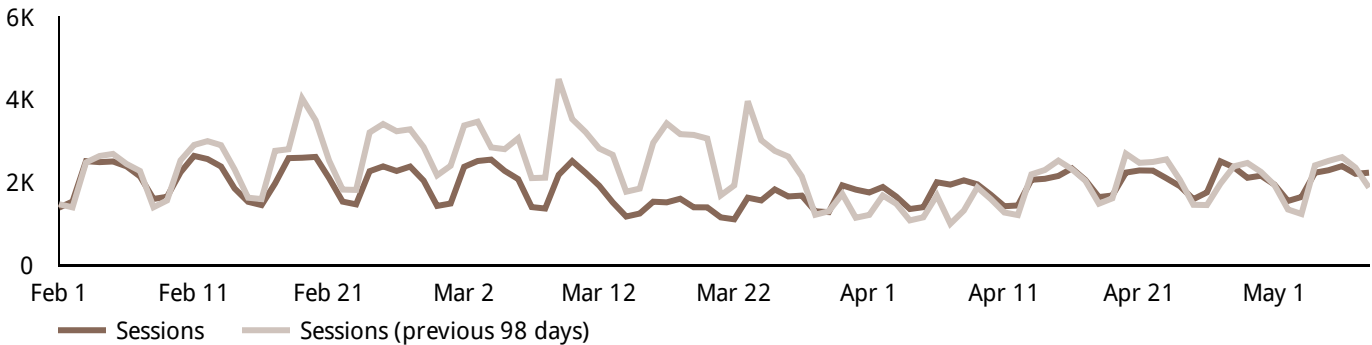
Bounce Rate
48.4%
↑ 6.4%

Goal Conversion Rate
10.4%
↓ -21.7%

Avg User Duration
03:41
↓ -4.6%

Pageviews
768.5K
↓ -21.8%

Revenue
\$11.95K
↓ -29.4%



Most popular contents

Most popular website sections

Most common search terms

Page Title	Pageviews ▾	Avg. Time on Page
Home	91.3K <div></div>	00:01:08
Google Online Store	69.7K <div></div>	00:01:28
New Google Merchandise...	67.7K <div></div>	00:00:48
Men's / Unisex Apparel ...	64.5K <div></div>	00:00:35
YouTube Shop by Brand ...	41.9K <div></div>	00:00:36
Shopping Cart	37.5K <div></div>	00:01:30
Apparel Google Merchan...	34.3K <div></div>	00:00:50

Page path level 1	Pageviews ▾
1. /google+redesign/	408.9K <div></div>
2. /home	157K <div></div>
3. /store.html	59.1K <div></div>
4. /basket.html	38.3K <div></div>
5. /store.html/	35K <div></div>
6. /asearch.html	18K <div></div>
7. /signin.html	17.9K <div></div>

Search Term	Total Unique Searches ...	% Search ...	Time after Se...
gopher	12 <div></div>	33.33%	00:03:00

Top traffic sources

Most common entry points

Source / Medium	Sessions ▾	Bounce Rate	Avg. Session Duration	Pages/ Session
google / organic	103.4K <div></div>	53.43%	00:02:23	3.58
(direct) / (none)	30.2K <div></div>	36.8%	00:03:23	4.85
analytics.google.com / referral	10.9K <div></div>	55.33%	00:02:41	2.6
mall.googleplex.com / referral	10.1K <div></div>	13.51%	00:05:56	9.32
Partners / affiliate	6K <div></div>	60.83%	00:01:58	2.36
creatoracademy.youtube.com / referral	4.9K <div></div>	59.59%	00:01:11	3.45
(not set) / (not set)	4.6K <div></div>	35.49%	00:02:57	4.7

Page Title	Entrances ▾	Bounce Rate
Google Online Store	59.2K <div></div>	60.15%
Home	46K <div></div>	35.36%
YouTube Shop by Brand Google...	17.3K <div></div>	54.18%
New Google Merchandise Store	8.1K <div></div>	43.32%
Men's T-Shirts Apparel Google ...	7.1K <div></div>	39.03%
Apparel Google Merchandise Store	6.4K <div></div>	36.76%
Page Unavailable	4.1K <div></div>	52.34%

INSIGHTS

- * It is seen from the "Overview" page that session numbers are high on weekdays and low on weekend days. In addition, there was a serious decline in session numbers between March 10 and March 15. This date range is the period in which Covid cases in America increase. The cause of the decline is thought to be Covid.
- * It can be seen from the "Audience" page that the age group range that visited the site the most is 25-34. In addition, the site is mostly visited on Wednesdays. These two observations could give insights for campaign management.
- * It is seen from the "Campaign" page that the visitors coming through youtube have very high campaign cost and low campaign profit. Although the campaign profits of the visitors coming from Google brand are high, they cannot meet the costs. It is thought that the improvement proposed in the "Funnel" section below will affect these results positively.
- * As can be seen from the "Goals & E-Commerce & Funnel and Actions" page, only 5% of the users viewing the product lists display the product details. It is thought that performing A / B testing for the pages displaying the product list will have a positive effect on these results.
- * It can be seen from the "Goals & E-Commerce & Funnel and Actions" page that there is an increase in the amount of revenue and the number of Goal Completion during the Christmas period.
- * It is seen from the "Behavior" page that the visitors from the Referral (mall.googleplex.com) channel have few sessions, but the page / session number and average session duration are high.

Nilay Kamar
Özge Beğde
Sezer Ulutaş