



Course Identification: Artificial intelligence and Machine Learning	
Course title:	R-LANGUAGE
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Teacher's name:	Raghu Bayya
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Semester	

Student Identification

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Date: May 29th, 2022

Result: _____

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Subscriptions

Coupons

- **What algorithmic marketing services are they using?**

Advertising on various media properties

- **How is the company tracking visitors?**

They use website, social media interactions tracking for gathering information about the users, their digital activity or journey between websites.

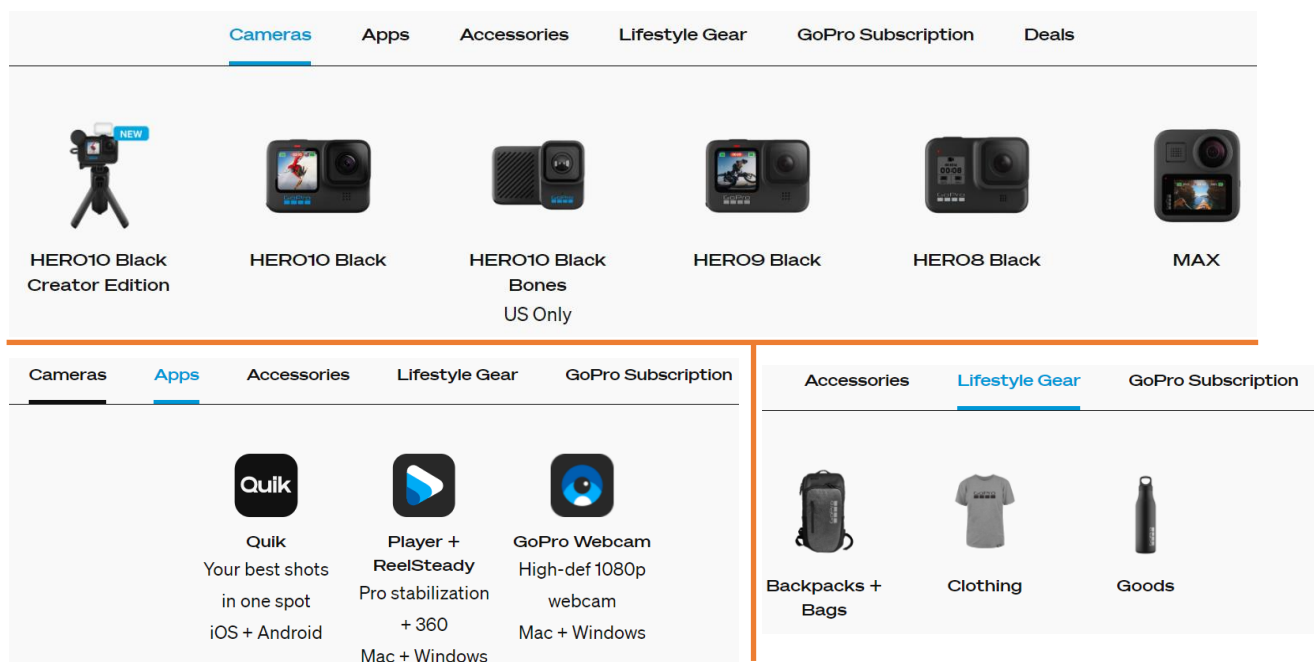
What is the product?

HERO10 Black



GoPro is an American company that manufactures action cameras and helps the world to capture and share itself in immersive and exciting ways. They are a force for positivity, celebrating all things awesome while inspiring people to pursue their passions.

Founded in 2002 by Nick Woodman, a photo and video enthusiast in search of a better way to film himself and his friends surfing. GoPro has grown into a relentlessly innovative brand loved around the world for its insanely versatile and enabling products.



Product line includes:

Cameras
Apps
Accessories
Lifestyle Gear
GoPro Subscription
Deals

Get a GoPro Subscription. Get the Best of Everything.

- ✓ Save \$100 USD on a New GoPro⁵
- ✓ Unlimited cloud backup + auto uploads¹
- ✓ Up to 50% off at GoPro.com²
- ✓ No-questions-asked camera replacement³

\$59.99/yr

Subscribe Now
Sign In




How are they selling it?

Online Website

<https://gopro.com/en/ca/shop/cart>

GoPro

Shopping Cart

Product Details	Quantity	Total
 HERO10 Black	- 1 +	\$649.99 \$399.99
✕ Remove		
 1-Year GoPro Subscription		\$59.99
✕ Remove		
 SanDisk Extreme® 32GB microSDHC™	1	Free

Money-back guarantee

PROCEED TO STANDARD CHECKOUT

By placing your order, you agree to GoPro's [Terms of Use](#) and [Privacy Policy](#).

Order Summary

Subtotal	\$459.98
Shipping	\$25.00
Standard 2-4 Days	
Estimated Total	\$484.98

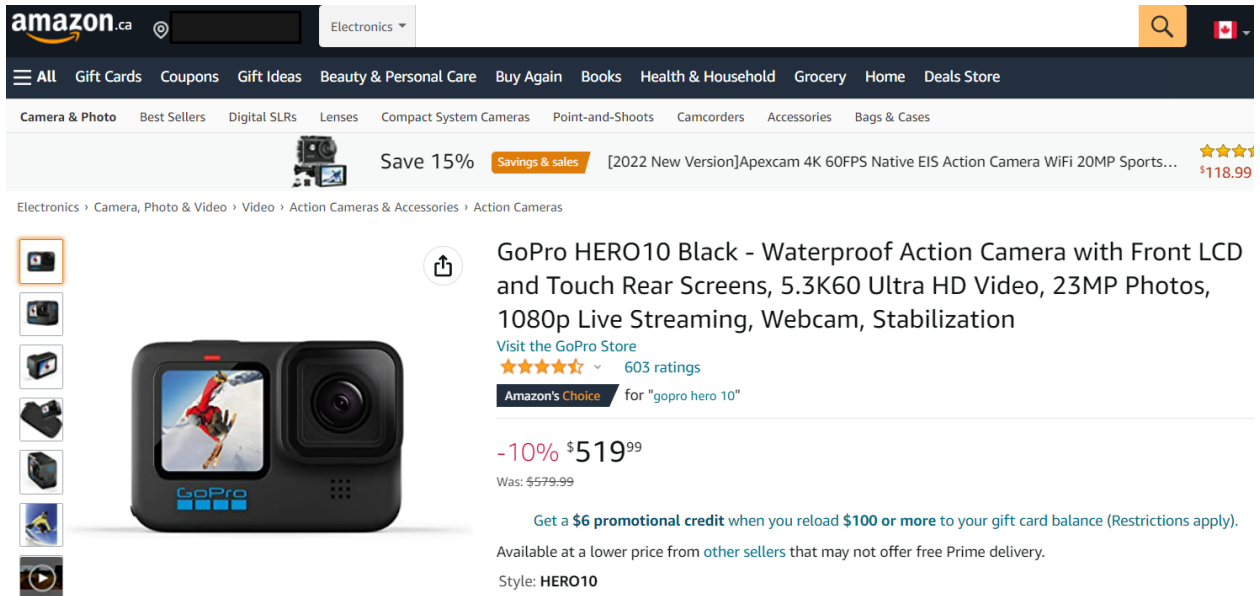
Taxes, Duties & Carrier Surcharges calculated in checkout ⓘ

Have a promo code?

Enter Code

APPLY
CLOSE

E-commerce Platforms



amazon.ca Electronics

Camera & Photo Best Sellers Digital SLRs Lenses Compact System Cameras Point-and-Shoots Camcorders Accessories Bags & Cases

Save 15% **Savings & sales** [2022 New Version]Apexcam 4K 60FPS Native EIS Action Camera WiFi 20MP Sports... **\$118.99**

Electronics > Camera, Photo & Video > Video > Action Cameras & Accessories > Action Cameras

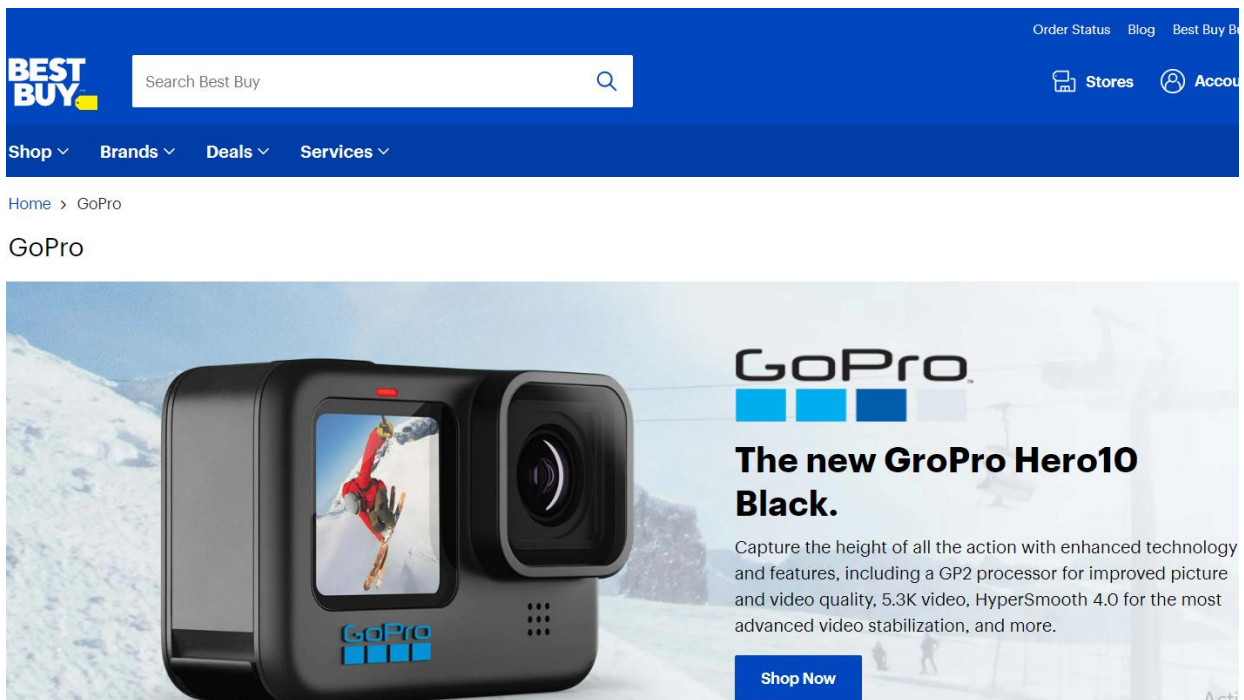
GoPro HERO10 Black - Waterproof Action Camera with Front LCD and Touch Rear Screens, 5.3K60 Ultra HD Video, 23MP Photos, 1080p Live Streaming, Webcam, Stabilization

Visit the GoPro Store
★★★★★ 603 ratings
Amazon's Choice for "gopro hero 10"

-10% \$519⁹⁹
Was: \$579.99

Get a **\$6 promotional credit** when you reload **\$100 or more** to your gift card balance (Restrictions apply).
Available at a lower price from **other sellers** that may not offer free Prime delivery.
Style: **HERO10**

Physical stores



BEST BUY Search Best Buy

Order Status Blog Best Buy B Stores Account

Shop ▾ Brands ▾ Deals ▾ Services ▾

Home > GoPro

GoPro

GoPro

The new GroPro Hero10 Black.

Capture the height of all the action with enhanced technology and features, including a GP2 processor for improved picture and video quality, 5.3K video, HyperSmooth 4.0 for the most advanced video stabilization, and more.

Shop Now

How is it priced?

Reference Pricing

They take the price of previous models as a reference and offer a discount for subscription

SAVE CAD\$250

HERO10 Black

★★★★★ 337

Select Option

HERO10 Black

HERO10 Black +
Accessories Bundle

☒ Save CAD\$250 with 1-Year GoPro Subscription ⓘ

GoPro Subscription Benefits:

- Unlimited cloud backup + auto uploads
- Up to 50% off at GoPro.com²
- Unlimited use of the Quik app
- No-questions-asked camera replacement³

GoPro Subscriber? [Login](#) to get your discount.

Total
\$459.98 ~~\$709.98~~

HERO10 Black with 1-year GoPro Subscription¹.

ADD TO CART

NEW

HERO10 Black Creator Edition

★★★★★ 2

☒ Save CAD\$385 with 1-Year GoPro Subscription ⓘ

GoPro Subscription Benefits:

- Unlimited cloud backup + auto uploads
- Up to 50% off at GoPro.com²
- Unlimited use of the Quik app
- No-questions-asked camera replacement³

GoPro Subscriber? [Login](#) to get your discount.

Total
\$701.45 ~~\$1,089.94~~

HERO10 Black Creator Edition with 1-year GoPro Subscription¹

ADD TO CART

GoPro HERO 10 versus HERO 9 Comparison

	10	9		10	9
Photo (Up to)	23MP	20MP	Weight	153g	158g
Video (Up to)	5.3K60	5K30	Rugged and Waterproof	33ft (10m)	33ft (10m)
Video Stabilization	HyperSmooth 4.0	HyperSmooth 3.0	Frameless Mounting	Folding fingers	Folding fingers
TimeWarp Video	TimeWarp 3.0	TimeWarp 3.0	Webcam Mode / Live Streaming	Via USB-C / 1080p + HyperSmooth 4.0	Via USB-C / 1080p
Front LCD Display	1.4in LCD Smoother live preview	1.4in LCD	Content Offloads	Auto Upload, Wireless, Wired	Auto Upload, Wireless, Wired
Rear LCD	2.27in Touch LCD Improved touch sensitivity	2.27in Touch LCD	Mods	Compatible with all HERO9 Black Mods	Compatible with all HERO9 Black Mods
Battery	Removable 1720mAh Lithium-Ion	Removable 1720mAh Lithium-Ion	Lens Cover	Removable with hydrophobic, water-shedding glass + more scratch resistant with reduced ghosting	Removable

Robust subscriber growth



- Subscription revenue up 142% YoY
- Subscriber count up 168% YoY
- GoPro.com subs attach rate >90%

What promotions are they using?

Discount on special dates through **coupons**



The main discounts and offers on accessories and software are given with the **subscription**.

SAVE CAD\$250

HERO10 Black

☒ Save CAD\$250 with 1-Year GoPro Subscription ⓘ

GoPro Subscription Benefits:

- Unlimited cloud backup + auto uploads
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- Up to 50% off at GoPro.com²
- No-questions-asked camera replacement³

GoPro Subscriber? [Login](#) to get your discount.

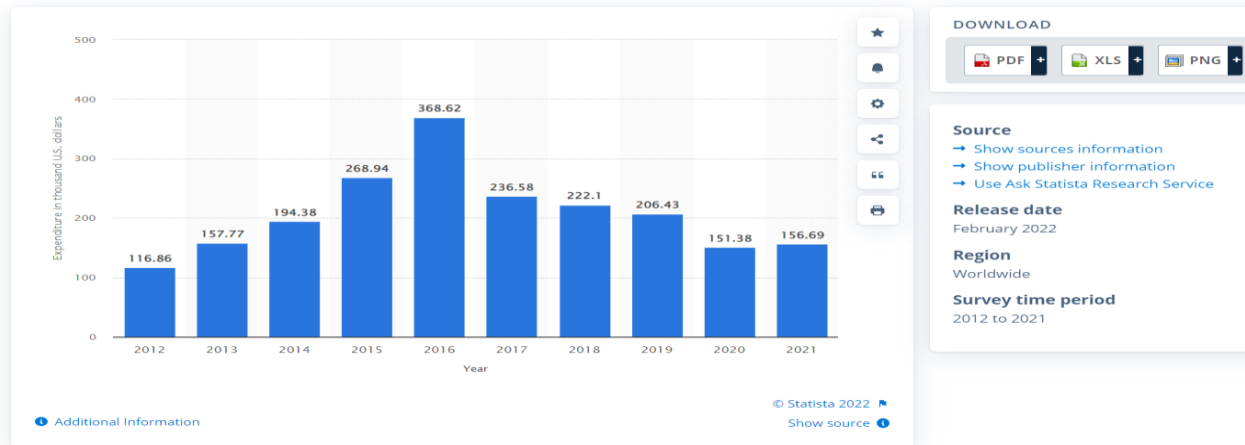
Total

\$459.98 ~~\$709.98~~

HERO10 Black with 1-year GoPro Subscription¹.

What algorithmic marketing services are they using?

GoPro's sales and marketing expenditure worldwide from 2012 to 2021 (in million U.S. dollars)



Summary

GoPro spent **under \$100 million** on advertising in **digital, print, and national TV** in the last year. **They invest in premium ad units** and advertised on over 250 different Media Properties in the last year across multiple Media formats. GoPro launched and advertised 1 new product in the past twelve months.

We have 7 people on file in marketing roles at GoPro, and 1 at their agency.

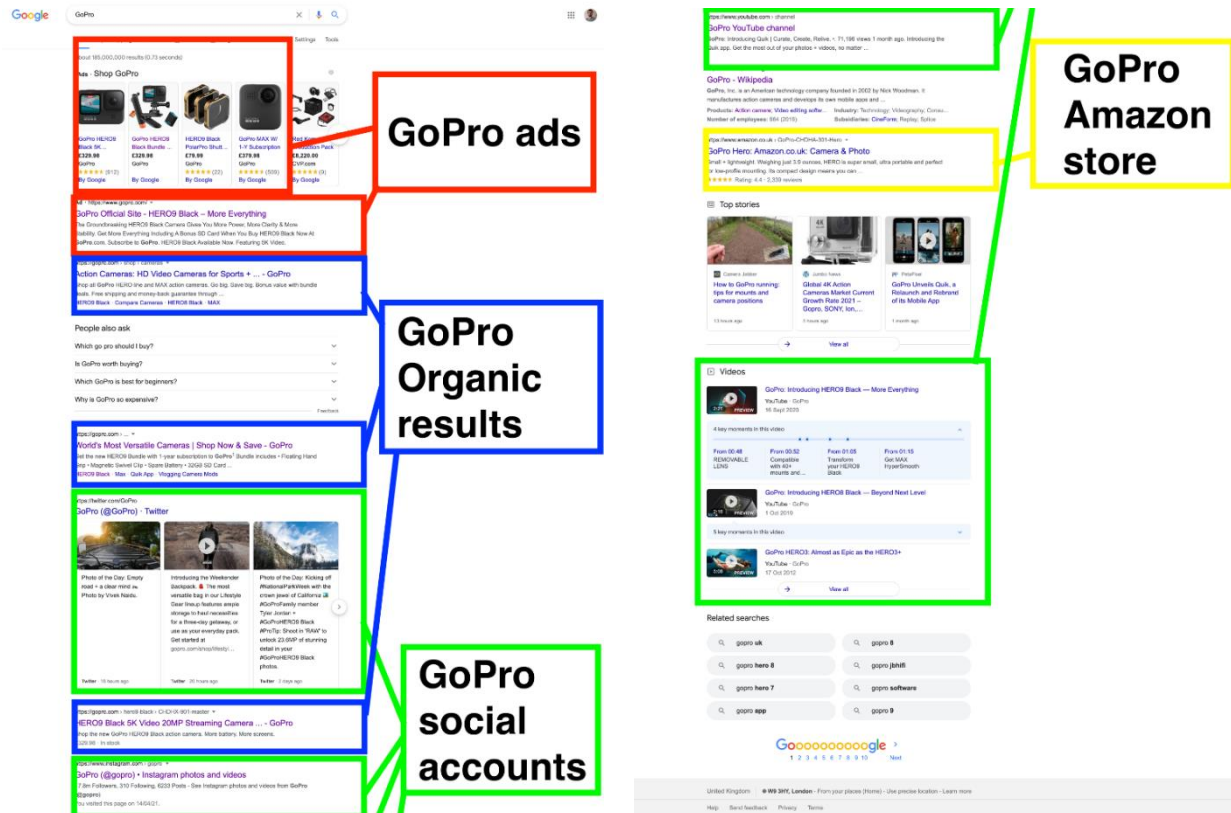
Key Contacts

MediaRadar helps advertising sales teams reach the key decision makers at brands. Our contacts database includes full names, email addresses, specialties, agency relationships and phone numbers, and we verify each contact every 90 days to ensure you have the most current information.

We have identified **8** decision makers for you to contact at GoPro, including Executives, Strategists, Media Buyers and Agency contacts.

What datasets do you think you will need to build these algorithmic services?

We need to track the traffic of information where users make purchases regularly:



The image is a collage of various GoPro-related content, illustrating different datasets used in algorithmic services. It includes:

- GoPro ads:** A red-bordered box highlights a Google search result for 'GoPro' showing a list of GoPro HERO9 Black cameras with prices and specifications.
- GoPro Organic results:** A blue-bordered box highlights a Google search result for 'GoPro' showing a list of GoPro HERO9 Black cameras with prices and specifications.
- GoPro social accounts:** A green-bordered box highlights a Twitter post from GoPro (@GoPro) featuring a photo of a GoPro HERO9 Black camera.
- GoPro Amazon store:** A yellow-bordered box highlights a page from the GoPro Amazon store, showing the GoPro HERO9 Black camera and its features.

The reason GoPro's UGC is the gold-standard of this strategy is partly down to the product itself.

GoPros actively record material that's both perfect for marketing, and an excellent demonstration of the product's abilities.

The ability to "show, don't tell" is built into the product.

However, it's how GoPro uses what people are capturing with their products that makes this so impressive.

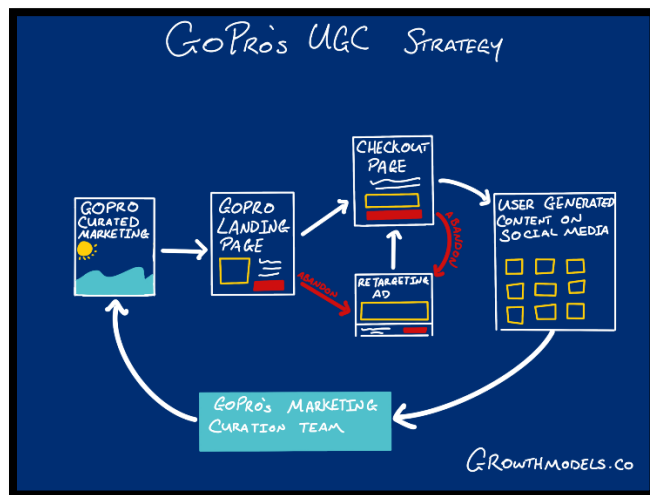
Their UGC strategy completes a more traditional flywheel.

Here's how it looks written out.

- **Step 1** - People see GoPro's marketing materials of incredible views and action
- **Step 2** - That person checks out GoPro's site and products
- **Step 3** - They purchase or abandon
- **Step 3.5** - Abandoners are retargeted
- **Step 4** - The new customer gets a GoPro and starts using it to create content perfect for GoPro's marketing team
- **Step 5** - GoPro curates that content and uses it in their organic and top-of-funnel marketing campaigns

It's the perfect synergy for GoPro.

Here's that process visualised.



How frequently will data change?

These datasets are dynamic and constantly changing. But in the context of Predictive Analytics, nature of the data will decide whether we need to update it weekly

How would you store these datasets?

Database like :

- SQL
- Oracle
- MySQL
- PostgreSQL
- NoSQL

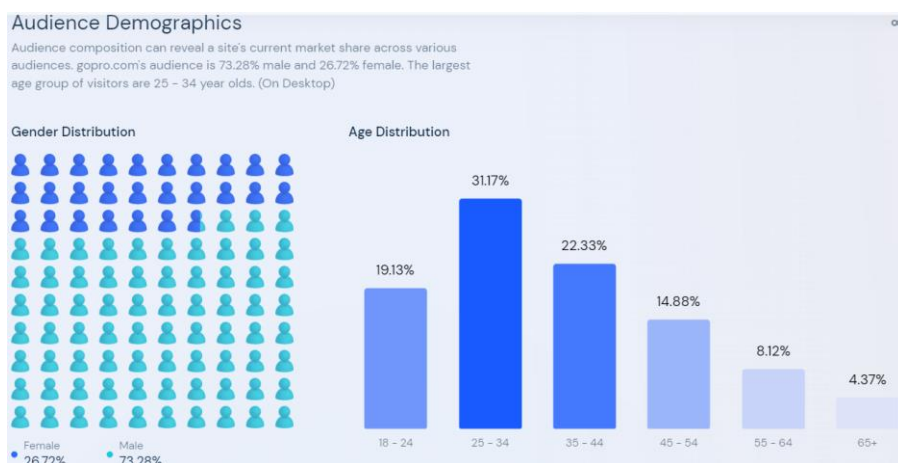
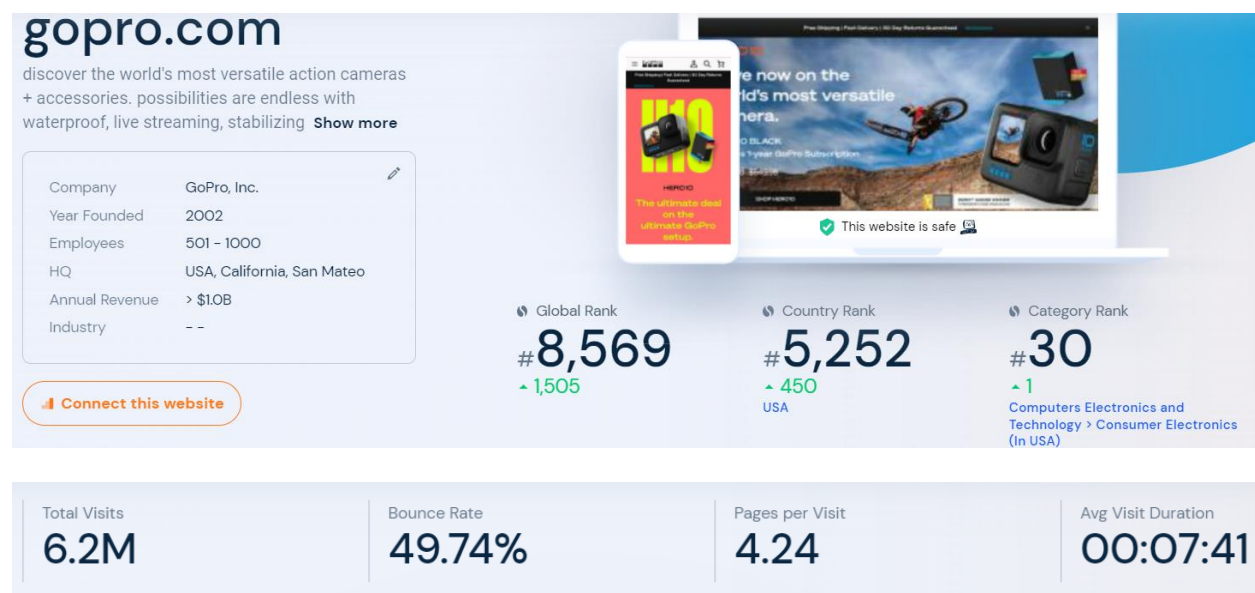
How is the company tracking visitors?

In the very crowded camera industry, GoPro saw an opportunity in the market that no one else has cornered.

By integrating Yotpo into their online platform, GoPro was able to build a customer community and reach an entirely new online audience with the incredible amount of reviews they were able to generate.

Reaching this wider audience allowed the company to significantly increase their online sales and solidify their status as the go-to camera for capturing and sharing life experiences.

With Google Analytics:

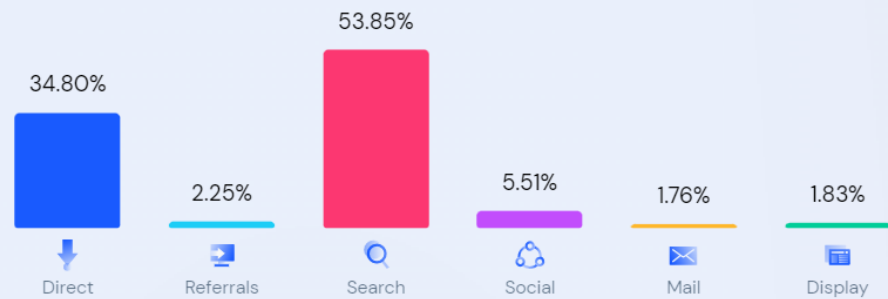


Marketing Channels Overview

Discover the digital marketing channels driving traffic to your website. gopro.com receives traffic from search (53.85%) and direct (34.80%). An underutilized channel is "mail."

(On Desktop, Worldwide)

Marketing Channels Distribution



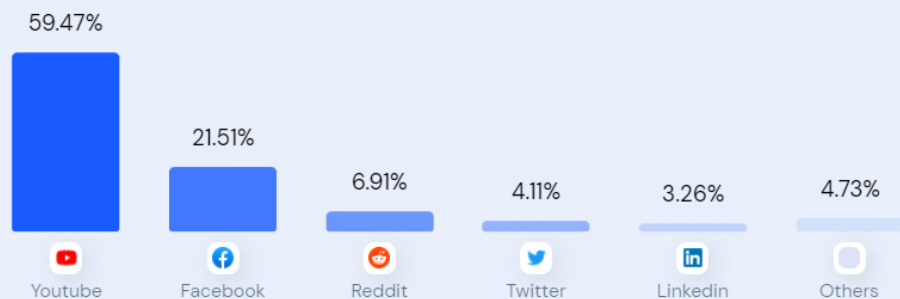
Tracking through Social media :

Social Media Traffic

The top social media networks directing traffic to gopro.com are Youtube, Facebook, and Reddit. Look for opportunities to engage audiences through LinkedIn or other networks.

(On Desktop, Worldwide)

Social Network Distribution



Bibliography

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- <https://advertisers.mediaradar.com/gopro-advertising-profile>
- <https://www.similarweb.com/website/gopro.com/#competitors>