

**Course Identification: Artificial intelligence and Machine Learning**

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Course number:	5
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Teacher's name:	<b>Raghu Bayya</b>
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Semester	

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Result: \_\_\_\_\_

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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.

Cameras	Apps	Accessories	Lifestyle Gear	GoPro Subscription	Deals
 HERO10 Black Creator Edition	 HERO10 Black	 HERO10 Black Bones US Only	 HERO9 Black	 HERO8 Black	 MAX
Cameras	Apps	Accessories	Lifestyle Gear	GoPro Subscription	Deals
 Quik Your best shots in one spot iOS + Android	 Player + ReelSteady Pro stabilization + 360 Mac + Windows	 GoPro Webcam High-def 1080p webcam Mac + Windows	 Backpacks + Bags	 Clothing	 Goods

## 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 GoPro<sup>5</sup>
- ✓ Unlimited cloud backup + auto uploads<sup>1</sup>
- ✓ Up to 50% off at GoPro.com<sup>2</sup>
- ✓ No-questions-asked camera replacement<sup>3</sup>

**\$59.99/yr**

[Subscribe Now](#)   [Sign In](#)

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## 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 <del>\$399.99</del>
		* Remove
1-Year GoPro Subscription		\$59.99
		* Remove
 SanDisk Extreme® 32GB microSDHC™	1	Free

Money-back guarantee

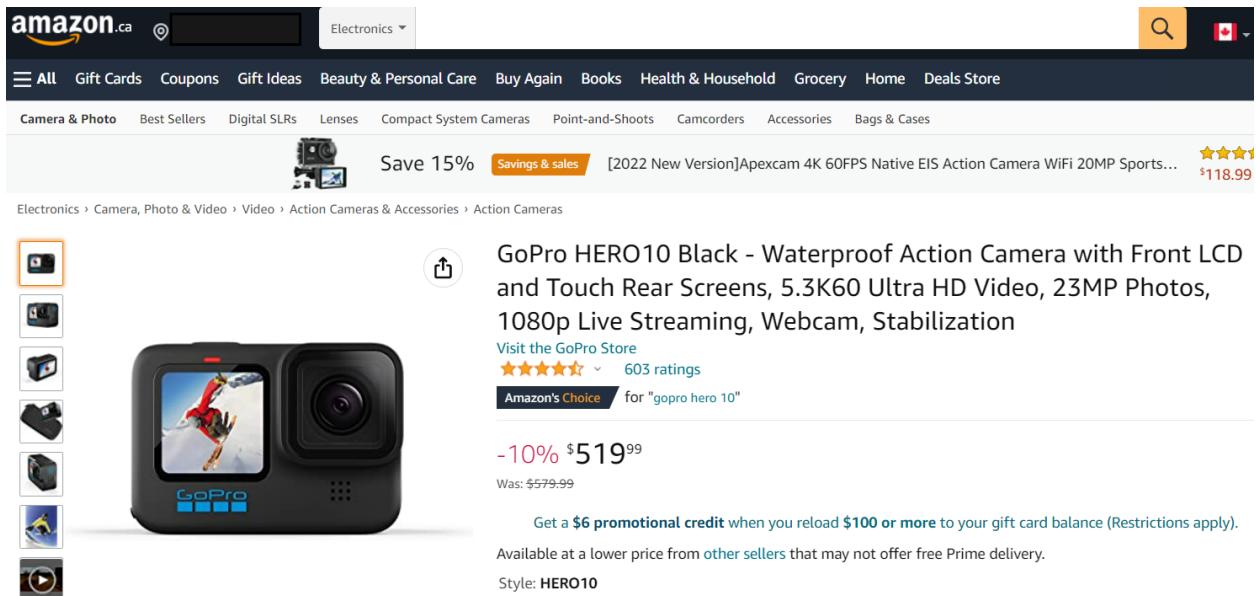
**PROCEED TO STANDARD CHECKOUT**

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

**Order Summary**

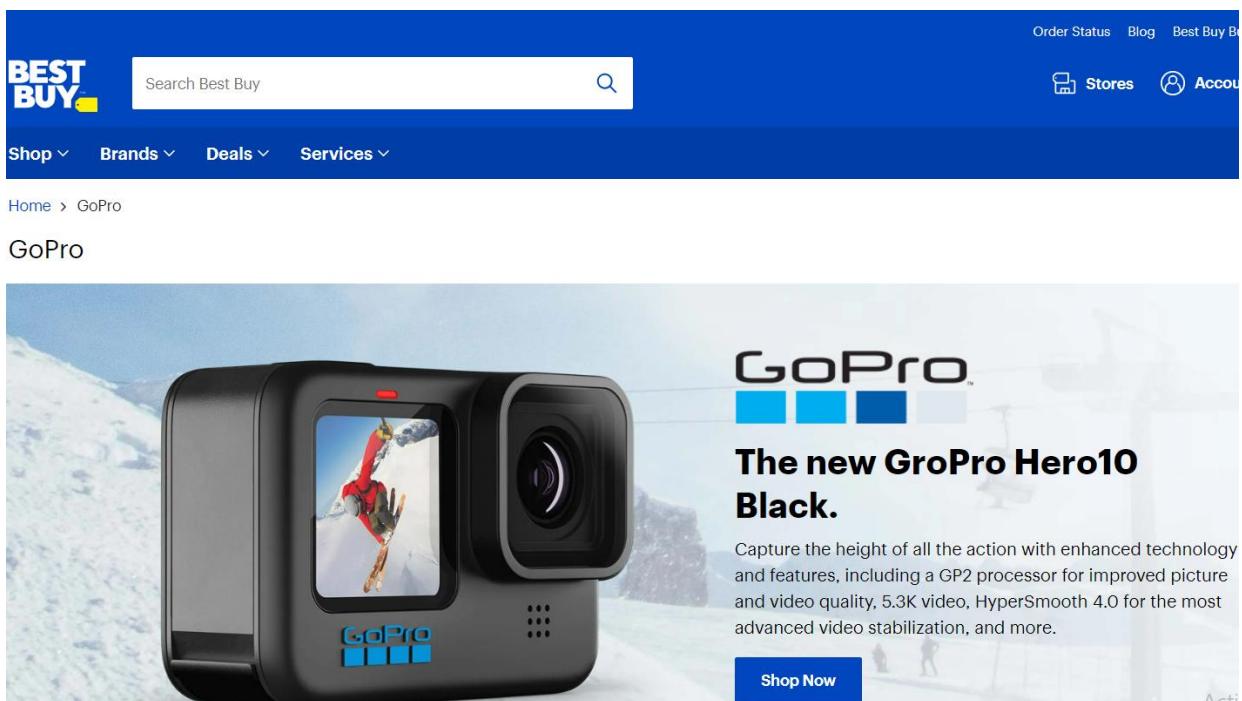
Subtotal	\$459.98
Shipping	\$25.00
Standard   2-4 Days	
Estimated Total	\$484.98
Taxes, Duties & Carrier Surcharges calculated in checkout ⓘ	
Have a promo code? <input type="text" value="Enter Code"/>	
<b>APPLY</b> <b>CLOSE</b>	

## E-commerce Platforms



The screenshot shows the Amazon.ca homepage with a search bar for 'Electronics'. Below the search bar, there's a navigation menu with categories like All, Gift Cards, Coupons, etc. A promotional banner for 'Save 15%' is visible. The main product listing is for the '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'. It has a price of \$519.99 (down from \$559.99), 603 ratings, and is labeled as 'Amazon's Choice' for "gopro hero 10". The product image shows the camera with its screen displaying a skier in action.

## Physical stores



The screenshot shows the Best Buy website with a blue header bar. The header includes the Best Buy logo, a search bar, and links for Order Status, Blog, and Best Buy Books. Below the header, there are navigation links for Shop, Brands, Deals, and Services. The main content area shows a large image of the GoPro HERO10 Black camera, which has a screen on top showing a skier in action. To the right of the camera, the GoPro logo is displayed, followed by the text 'The new GoPro Hero10 Black.' Below this, a paragraph describes the camera's features, including enhanced technology and improved picture and video quality. A 'Shop Now' button is located at the bottom right of the product image.

## 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.com<sup>2</sup>
- Unlimited use of the Quik app No-questions-asked camera replacement<sup>3</sup>

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

**Total**  
**\$459.98** \$709.98

HERO10 Black with 1-year GoPro Subscription<sup>1</sup>.

**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.com<sup>2</sup>
- Unlimited use of the Quik app No-questions-asked camera replacement<sup>3</sup>

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

**Total**  
**\$701.45** \$1,089.94

HERO10 Black Creator Edition with 1-year GoPro Subscription<sup>1</sup>

**ADD TO CART**

### GoPro HERO 10 versus HERO 9 Comparison

	10	9		10	9
<b>Photo (Up to)</b>	23MP	20MP	<b>Weight</b>	153g	158g
<b>Video (Up to)</b>	5.3K60	5K30	<b>Rugged and Waterproof</b>	33ft (10m)	33ft (10m)
<b>Video Stabilization</b>	HyperSmooth 4.0	HyperSmooth 3.0	<b>Frameless Mounting</b>	Folding fingers	Folding fingers
<b>TimeWarp Video</b>	TimeWarp 3.0	TimeWarp 3.0	<b>Webcam Mode / Live Streaming</b>	Via USB-C / 1080p + HyperSmooth 4.0	Via USB-C / 1080p
<b>Front LCD Display</b>	1.4in LCD Smoother live preview	1.4in LCD	<b>Content Offloads</b>	Auto Upload, Wireless, <b>Wired</b>	Auto Upload, Wireless, <b>Wired</b>
<b>Rear LCD</b>	2.27in Touch LCD Improved touch sensitivity	2.27in Touch LCD	<b>Mods</b>	Compatible with all HERO9 Black Mods	Compatible with all HERO9 Black Mods
<b>Battery</b>	Removable 1720mAh Lithium-Ion	Removable 1720mAh Lithium-Ion	<b>Lens Cover</b>	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
- Unlimited use of the Quik app
- Up to 50% off at GoPro.com<sup>2</sup>
- No-questions-asked camera replacement<sup>3</sup>

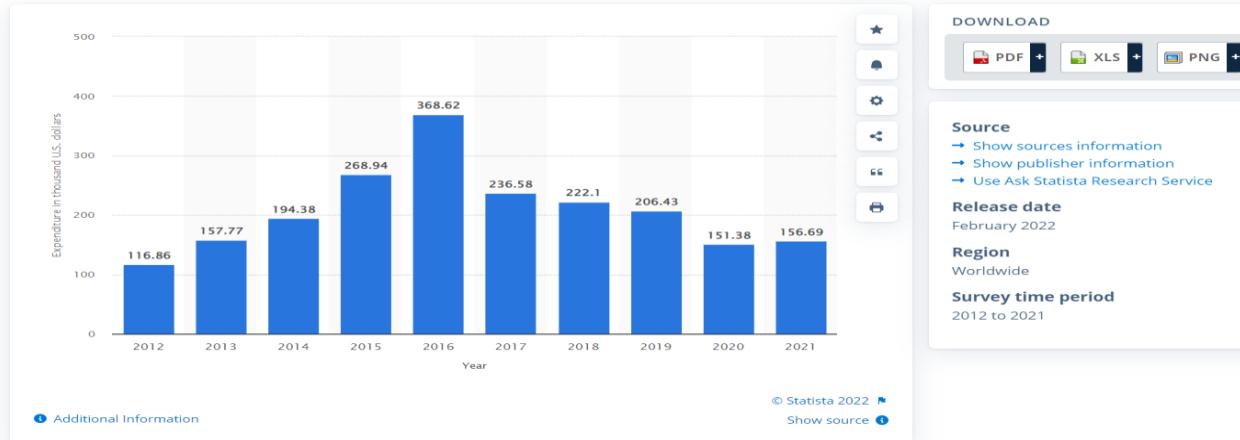
GoPro Subscriber? [Login](#) to get your discount.

**Total**  
**\$459.98 \$709.98**

HERO10 Black with 1-year GoPro Subscription<sup>4</sup>.

## 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.

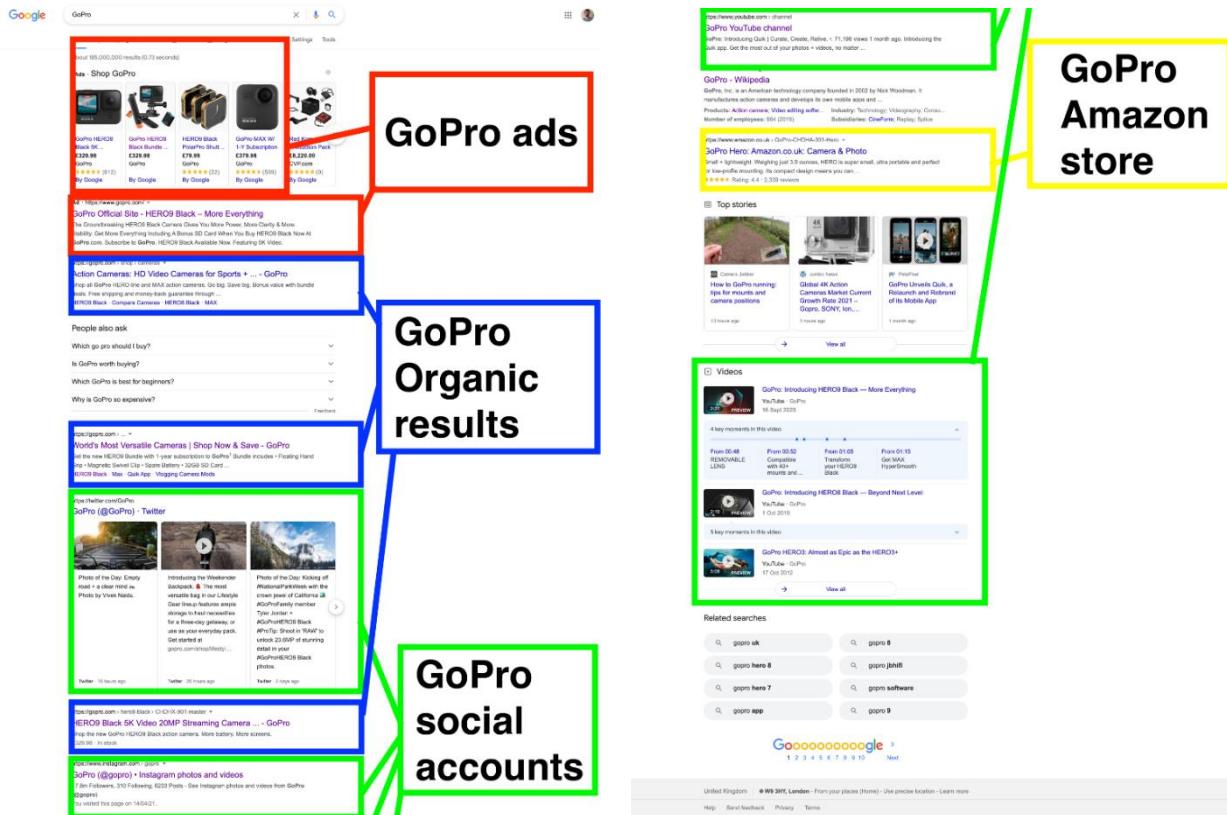
### Key Contacts

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 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.

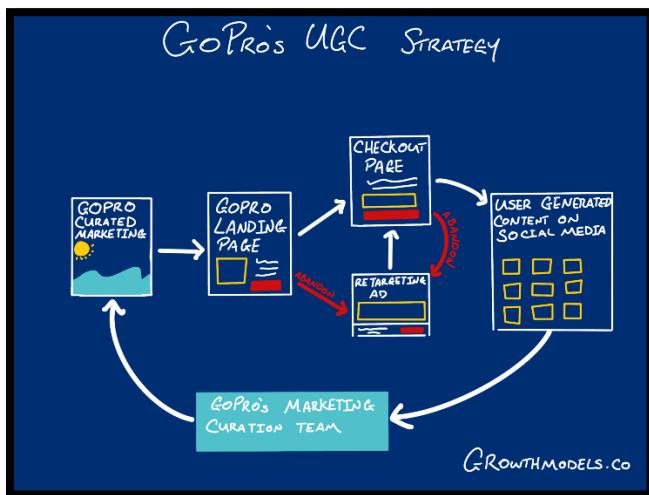
Their UGC strategy completes a more traditional flywheel.

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.

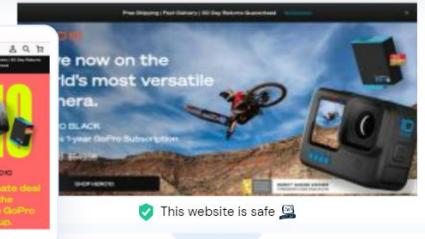
### With Google Analytics:

**gopro.com**

discover the world's most versatile action cameras + accessories. possibilities are endless with waterproof, live streaming, stabilizing [Show more](#)

Company	GoPro, Inc.
Year Founded	2002
Employees	501 - 1000
HQ	USA, California, San Mateo
Annual Revenue	> \$1.0B
Industry	--

[Connect this website](#)


Global Rank #8,569 ▲ 1,505

Country Rank #5,252 ▲ 450 USA

Category Rank #30 ▲ 1 Computers Electronics and Technology > Consumer Electronics (In USA)

Total Visits <b>6.2M</b>	Bounce Rate <b>49.74%</b>	Pages per Visit <b>4.24</b>	Avg Visit Duration <b>00:07:41</b>
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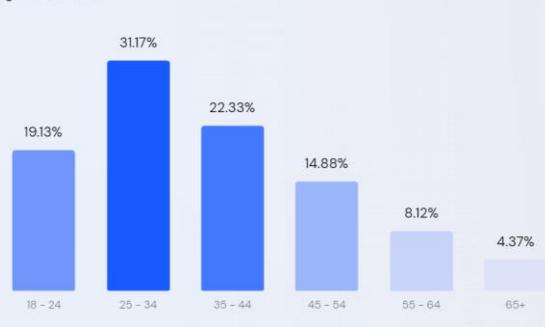
#### Audience Demographics

Audience composition can reveal a site's current market share across various audiences. gopro.com's audience is 73.28% male and 26.72% female. The largest age group of visitors are 25 - 34 year olds. (On Desktop)

Gender Distribution



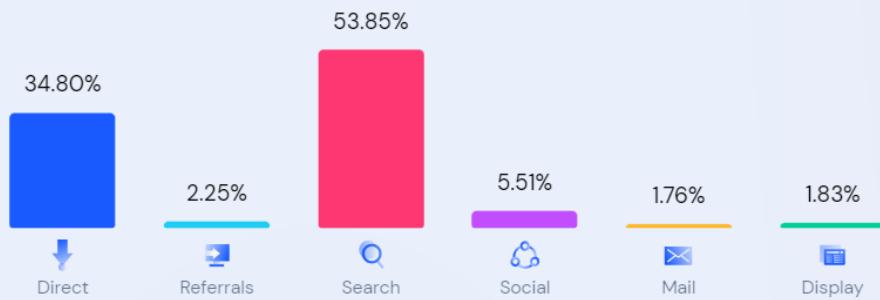
Age Distribution



## 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



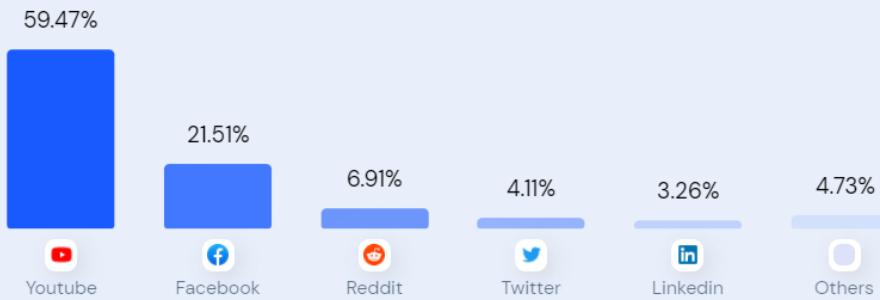
Tracking through Social media :

## 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



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- <https://www.statista.com/statistics/451138/gopros-marketing-expenditure-worldwide/>
- <https://advertisers.mediaradar.com/gopro-advertising-profile>
- <https://www.similarweb.com/website/gopro.com/#competitors>