

# 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>SMART Key Business Objective 1 (required)</i>  <i>Increase engagement rate by 20% in the next three months</i>
2	<i>SMART Key Business Objective 2 (required)</i>  <i>Increase number of followers by 30% in the next two months</i>
3	<i>SMART Key Business Objective 3 (required)</i>  <i>Increase conversion rate by 10% in the next month</i>
4	<i>SMART Key Business Objective 4 (optional)</i>
5	<i>SMART 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>Key Performance Indicator 1 for Key Business Objective 1 (required)</i>  <i>Measure the engagement rate</i>
2	<i>Key Performance Indicator 2 for Key Business Objective 2 (required)</i>  <i>The number of followers</i>
3	<i>Key Performance Indicator 3 for Key Business Objective 3 (required)</i>  <i>Number of new customers</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

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

## KPI used as basis for the A/B test

*The number of followers*

## Variable that will have an impact on the KPI

*The color of the "follow" button on the website.*

## Hypothesis for your A/B Test

*I'll use a red button and another blue one.*

*I think the red button will bring more followers because of its clarity.*



# A/B Testing Proposal: Details and results

## Details of the A/B test

<b>Variations being tested:</b>	<i>"follow" button with red color</i>
	<i>"follow" button with bleu color</i>
<b>User groups:</b>	<i>Users groups will be divided equally 50/50</i>
<b>Data collection tool:</b>	<i>Google Analytics</i>
<b>Length of the test:</b>	<i>One month</i>

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

*I will track CTR (click throught rate) on each button, so I can chose the color with higher CTR.*



# Part Three: Data Exploration

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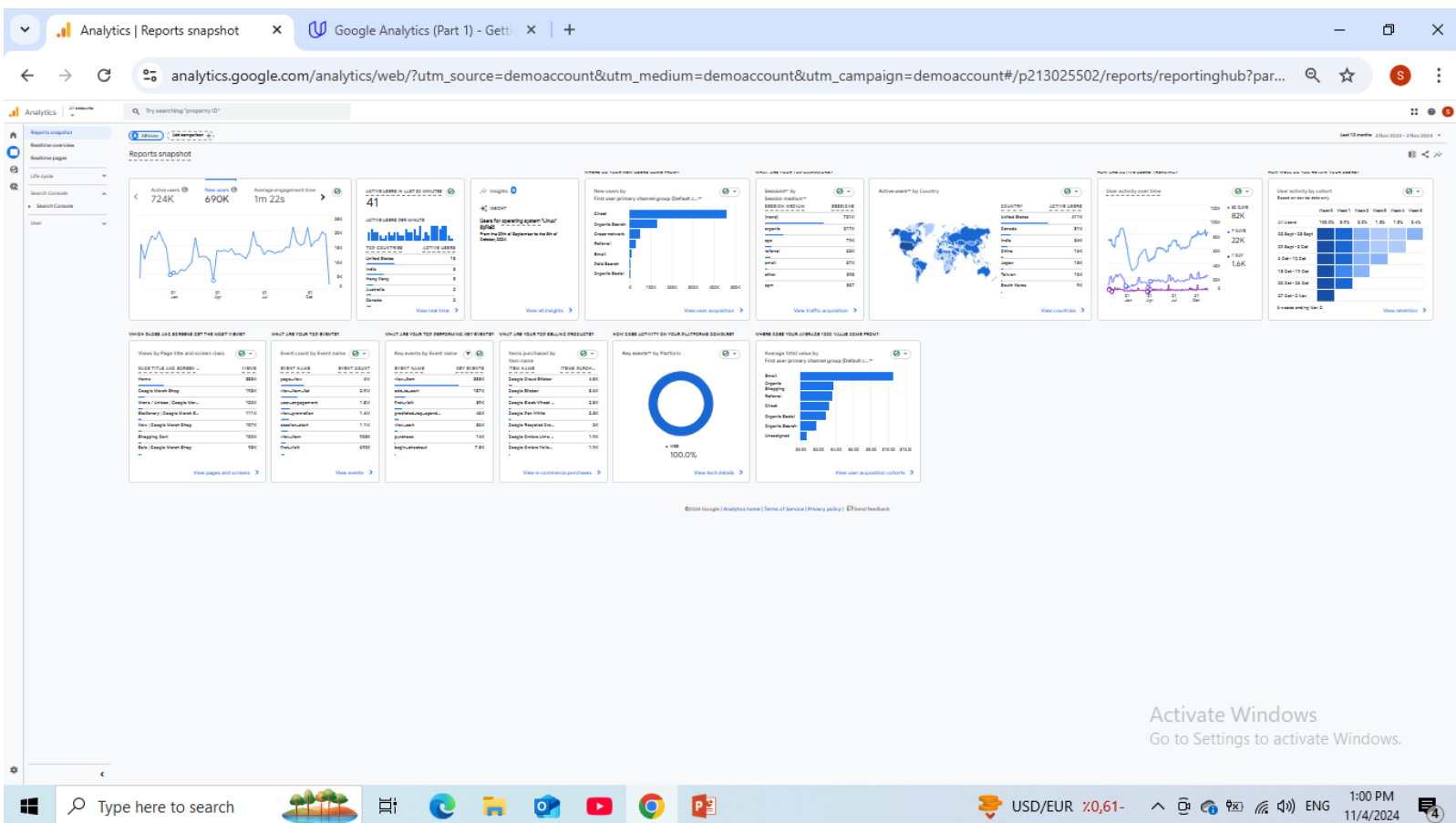


# Reports Snapshot

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?

25-31 August.

Which month had the fewest new users?

*24-30 March.*

Write some ideas why certain trends are associated with these specific months?

In August, there are holidays and sales that encourage more new users to enter and purchase.



# User Tech

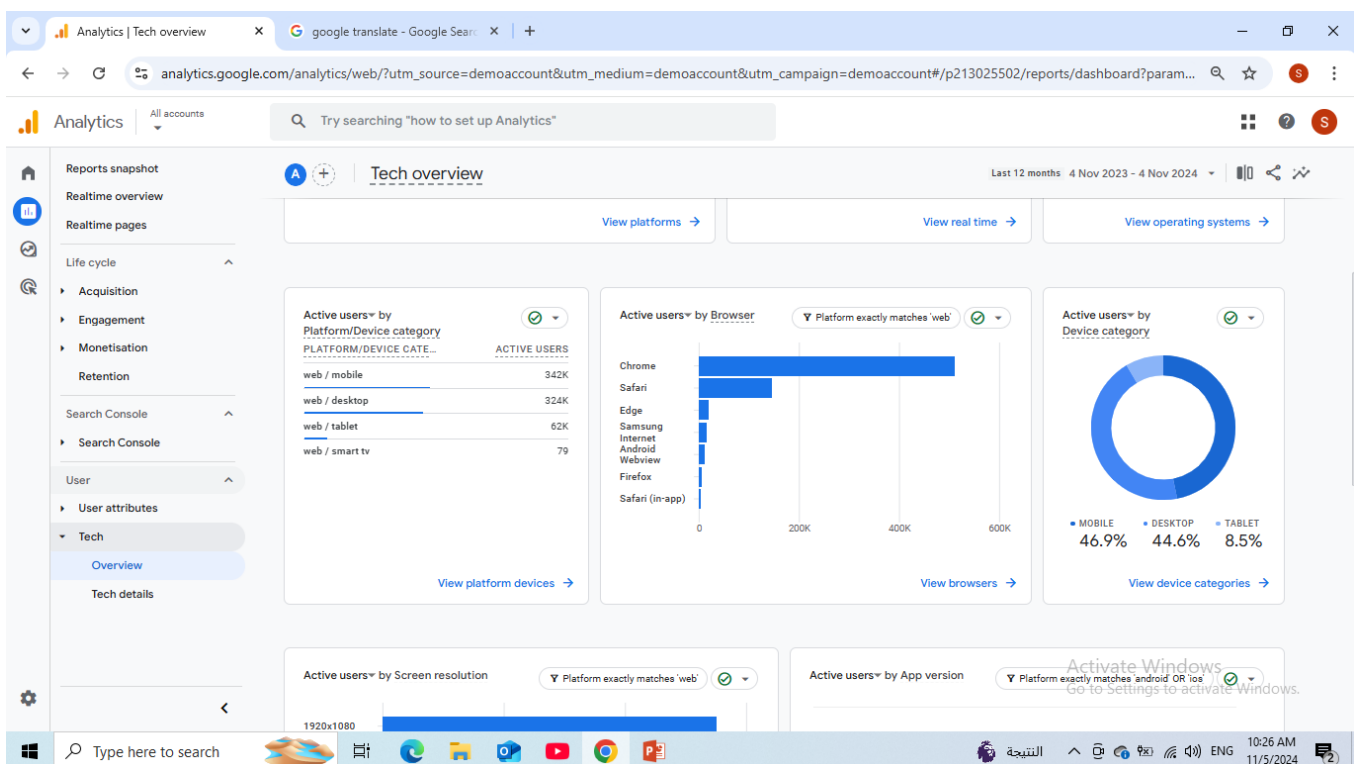
Please go into the User → Tech → Tech overview report for the following:

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

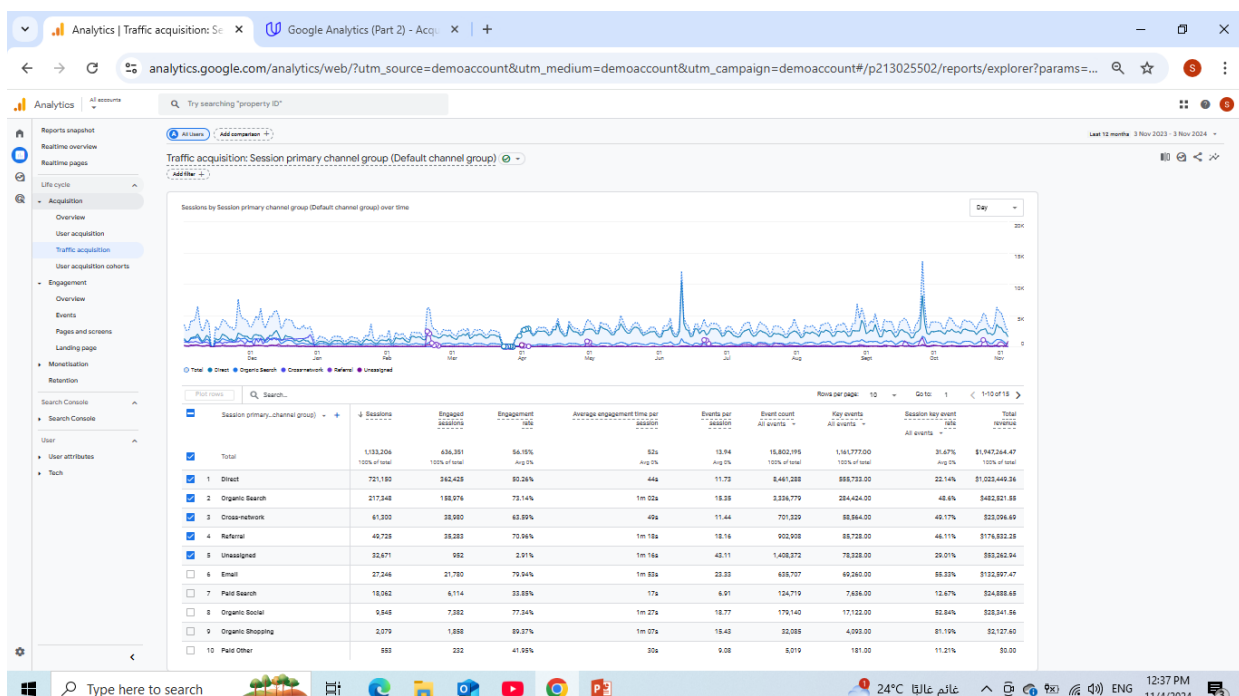
For this section, if you are using your own business's Google Analytics data but do not have eCommerce capabilities established, please use the Google Analytics demo data provided from the Google Merchandise store.

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

Which channel groups had the highest and lowest engagement rates?

*The highest engagement rate is Organic Shopping.*

*The lowest engagement rate is Paid search.*

Which channel groups had the highest and lowest total revenue?

*The highest total revenue is Direct.*

*The lowest total revenue is Paid Other.*

What do these metrics mean, based on your experience?

Direct and organic users who already know about our brand are ready to spend, while paid and display users are at the beginning of user journey and not ready to spend.



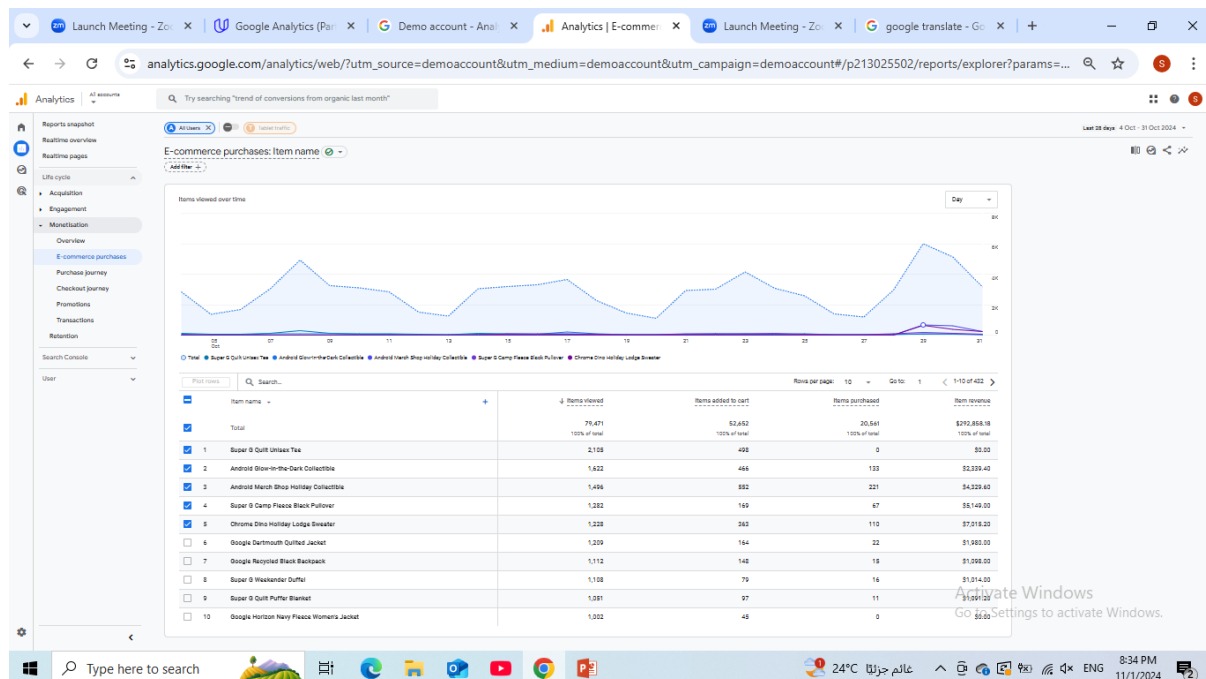
# Monetization

**For this section, if you are using your own business's Google Analytics data but do not have eCommerce capabilities established, please use the Google Analytics demo data provided from the Google Merchandise store.**

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



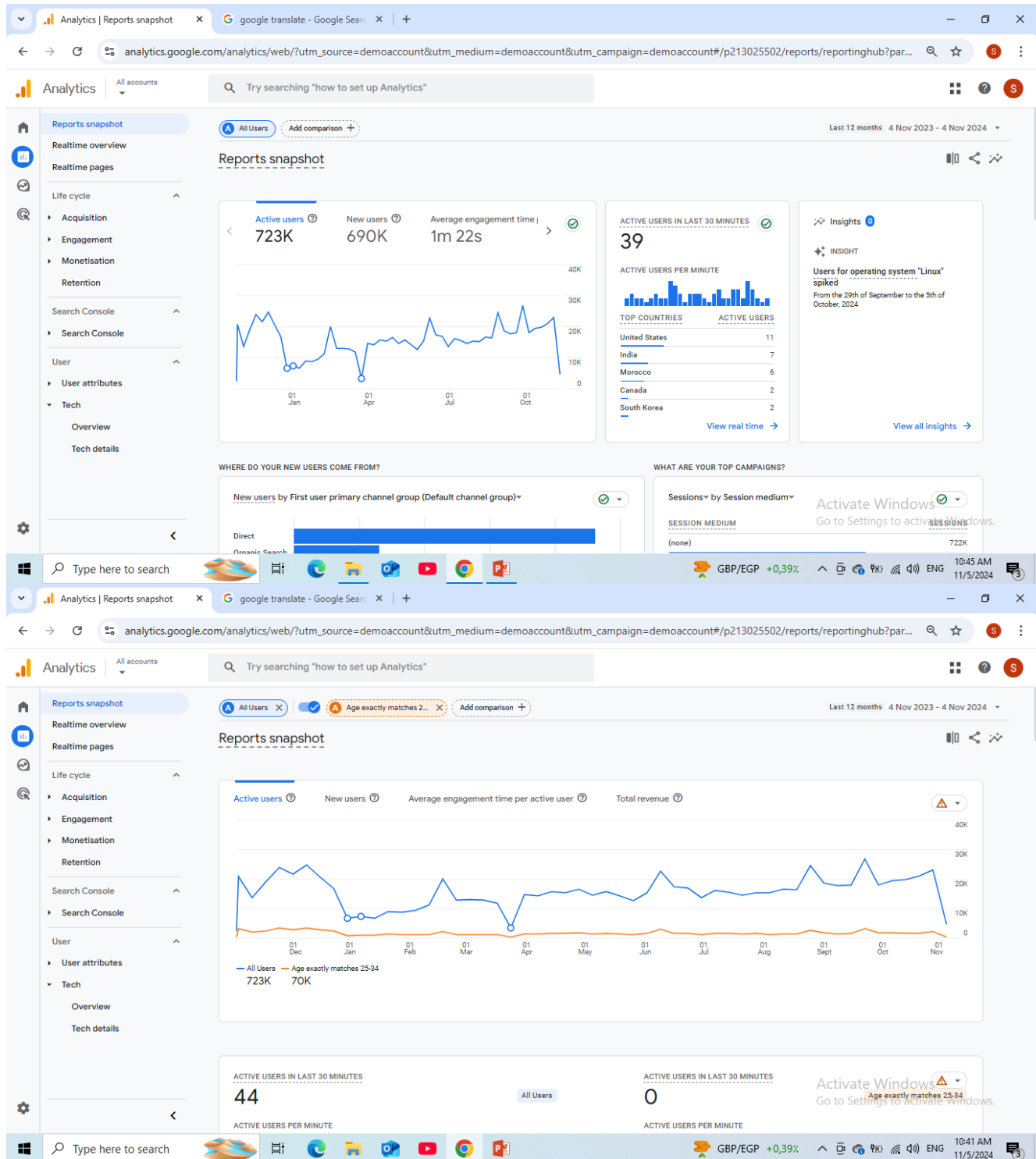


# Part Four: Segmentation

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# Audience Segment: Demographics



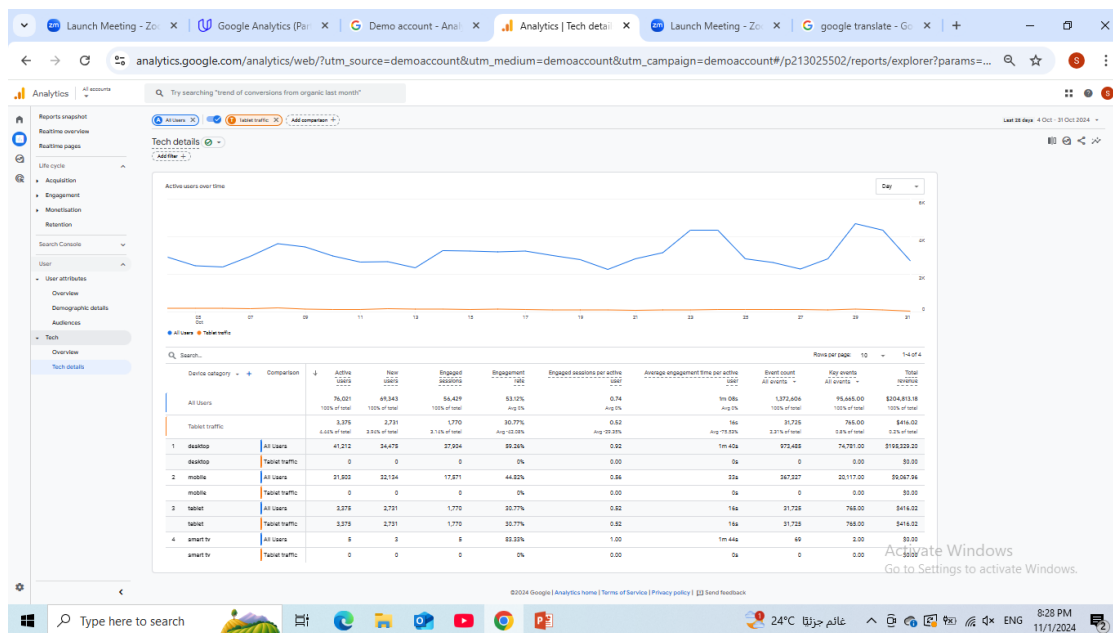
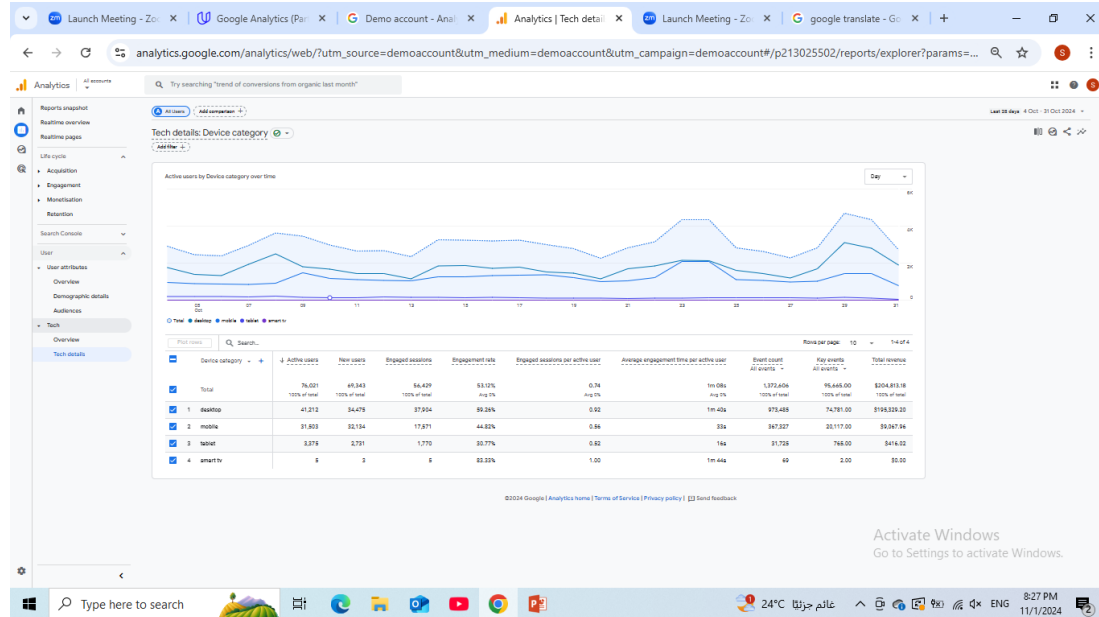
Values used:

Age exactly matches 25-34





# Audience Segment: Technology



Values used:

*Tablet traffic*  
*Device category exactly matches "tablet"*



# Part Five: Analysis and Suggestions

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# Google Merchandise Store data

You can find the results of the Google Merchandise Store campaigns below.

Campaign Name	Cost	Revenue	ROAS
Tech Trends: Discover the Latest Google Gear	\$5,000	\$3,000	0.6
Shop with Google: Unleash Your Digital Lifestyle	\$5,000	\$8,000	1.6
Google Gadgets Galore: Elevate Your Tech Game	\$5,000	\$8,000	1.6
Gear Up with Google: Your One-Stop Tech Shop	\$8,000	\$13,000	1.625
Google Merch Madness: Score Big on Tech Essentials	\$5,000	\$2,000	0.4
Unlock the Power of Google: Shop the Best in Tech	\$2,000	\$3,500	1.75
Totals	\$30,000	\$37,500	1.25



# Business Sales Growth

Based on the data provided, how might the campaigns be realigned and improved to potentially achieve a 20% YOY sales growth **without additional cost**? You can assume that the data will remain consistent over the projected time frame. Please reference specific data to support your answer, such as metrics and campaigns.

**You could get the answer by asking yourself: Which campaign would I spend less, and which would I spend more?**

*I will reduce the cost of campaign number 1 by 3000\$*

*Also reduce number 5 by 2500\$*

*Because the ROAS of them are less than others.*

*I would spend more on the campaign which its ROAS the biggest.,*

*I would spend more on Campaign number 4 by 2500\$*

*(I have detailed this in the following column)*



# Business Sales Growth

Campaign Number	Campaign Name	Revised Cost	Estimated Revenue	ROAS
1	Tech Trends: Discover the Latest Google Gear	\$2,000	\$1,200	0.6
2	Shop with Google: Unleash Your Digital Lifestyle	\$8,000	\$12,800	1.6
3	Google Gadgets Galore: Elevate Your Tech Game	\$5,000	\$8,000	1.6
4	Gear Up with Google: Your One-Stop Tech Shop	\$10,500	\$17,062.5	1.625
5	Google Merch Madness: Score Big on Tech Essentials	\$2,500	\$1000	0.4
6	Unlock the Power of Google: Shop the Best in Tech	\$2,000	\$3,500	1.75
	Totals	\$30,000	\$43,562.5	1.452



# eCommerce improvements

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 Apple Pay.*

UX change:

Pictures must show product dimensions.

Other eCommerce change or addition:

Payment methods should be diverse and easy to use, I have one payment method by credit card and don't working, I need another payment method like PayPal.



# Technology

It is time for some exploration! You need to find 2 emerging marketing technologies that you could use in a technology stack. For each one, you need to describe why you would use that tool.

1	<i>HubSpot</i>
	<i>To easily manage all my communication channels together in one place.</i>
2	<i>Chat bots</i>
	<i>To keep in touch quickly with customers.</i>