# DIGITAL ANALYTICS

**An In-depth Analysis on Google Merchandise Store**

*https://shop.googlemerchandisestore.com/*

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*All values and data are collected from period: 01/Oct/2022 to 01/Oct/2023

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# Google

official merchandise store

The Google Merchandise Store is an official Google online store that sells a variety of Google brand-related products such as clothing, accessories, stationery, electronic products, and more. Here are some general information about the store

### Available Products

The store offers variety of products, including t-shirts, hats, hoodies, mugs, notebooks, office items, technology products and others related to the Google brand. It operates as an e-commerce store

### Brands and Logos

Products often feature Google logos and trademarks, such as the famous colorful logo and other elements associated with the company.

### Quality and Authenticity

Products sold in the Google Merchandise Store are generally high quality and authentic, officially representing the Google brand.

### Geographic Availability

Product availability may vary depending on region. In some cases, the store may offer international shipping, allowing Google fans around the world to purchase products.

### Accessibility

The store is accessible online, allowing customers to browse and purchase products at any time.

### Events and Promotions

The store holds special events or promotions, offering discounts or launching exclusive products

Google Company has several offices around the world. It comprehends one amount of **87 offices** spread in **40 countries**.
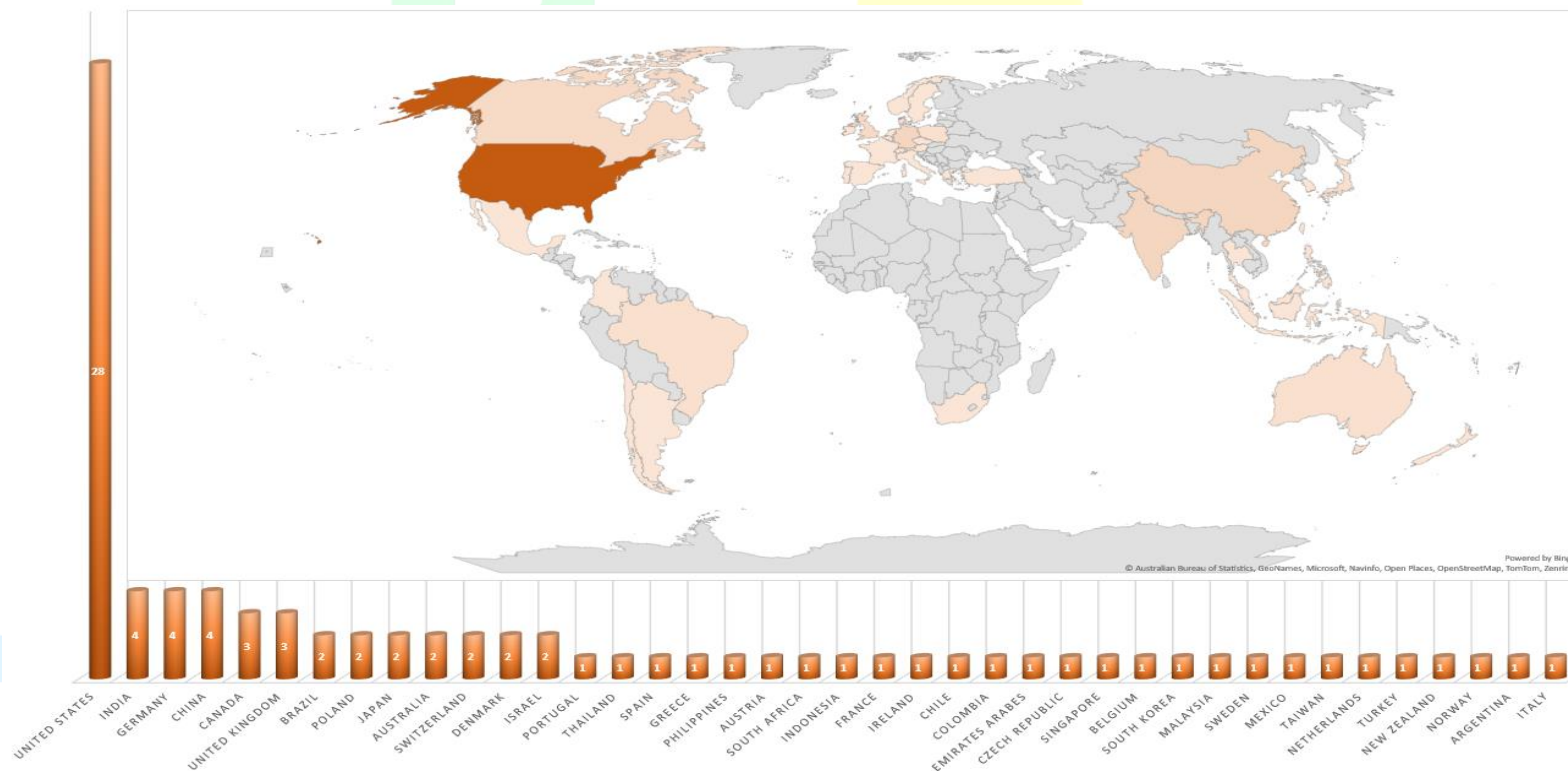


Figure 1: Google offices around the world

The country that remains most of Google bases is **United States** that has **28 bases**, and **9** of them are in **California** state, where the company has been founded in September 1998.
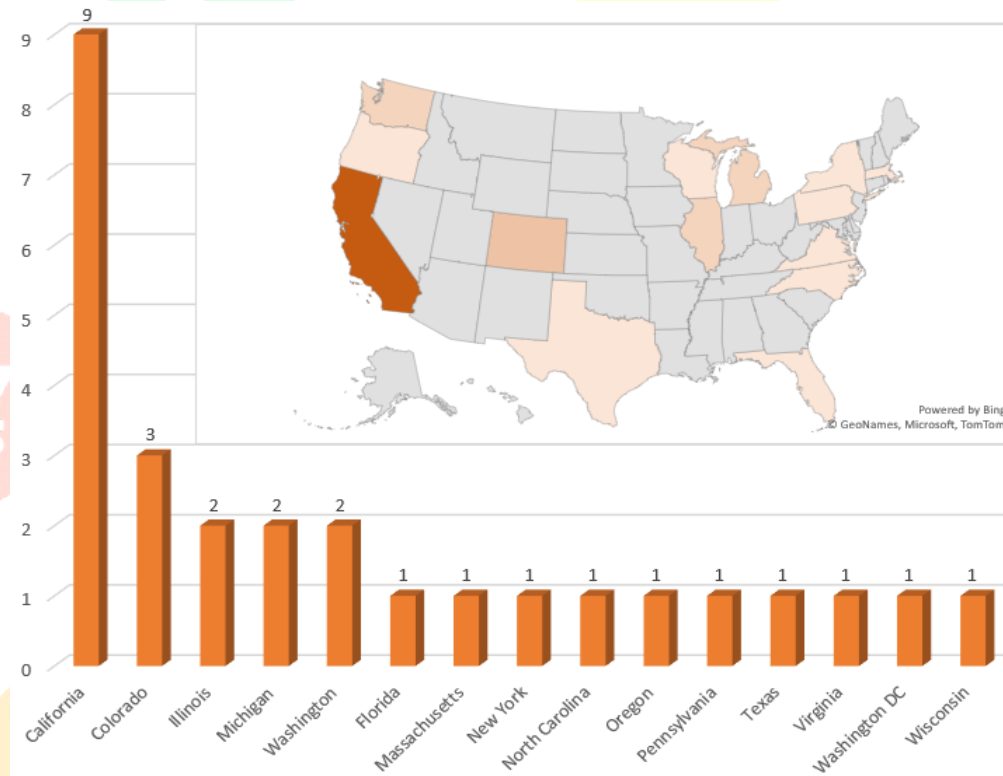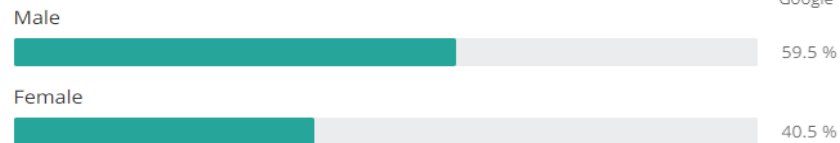


Figure 2: Google offices in US

After 8 years Google created the Google Merchandise Store website. Based on the information that the Google Merchandise Store was initially created for fans and also for the acquisition of products by Google's own employees, we will present the numbers, based on searches for locations and traffic, in order to identify Google's internal audience, its behaviors, their age group and gender, their origins and views, product statistics and types of consumers.

- Google has approximately **140k employees** around the world.
- **73k employees** are in United States, that's represent **52%** of company employees in only one country.
- **40%** of Google employees are **women**, while 60% are men.
- The most common ethnicity at Google is **White (50%).**
- 18% of Google employees are Hispanic or Latino. 18% are Asian.
- An average employee at Google makes **$140,774 per year.**
- Google employees are most likely to be members of the democratic party.
- Employees at Google stay with the company for **3.4 years** on average. (Zippia, n.d.)

**Gender Ratio**

Male
59.5 %

Female
40.5 %

**Ethnicity**

White
49.7 %

Hispanic Or Latino
18.2 %

Asian
18.2 %

Black Or African American
8.7 %

Unknown
5.2 %

**Foreign Languages Spoken**

Spanish
33.2 %

French
13.9 %

Mandarin
7.3 %

Chinese
7.0 %

German
5.9 %

Japanese
5.0 %

Portuguese
4.9 %

Russian
3.6 %

Italian
3.3 %

Arabic
3.2 %
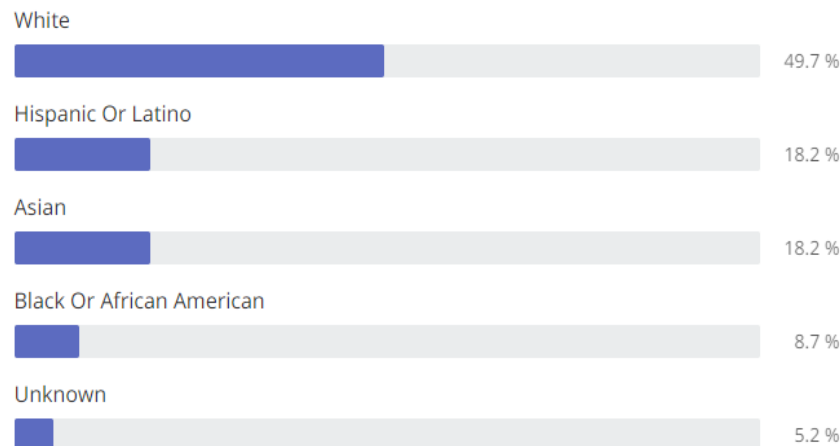
Figure 3 : Gender ratio & ethnicity of Google employees
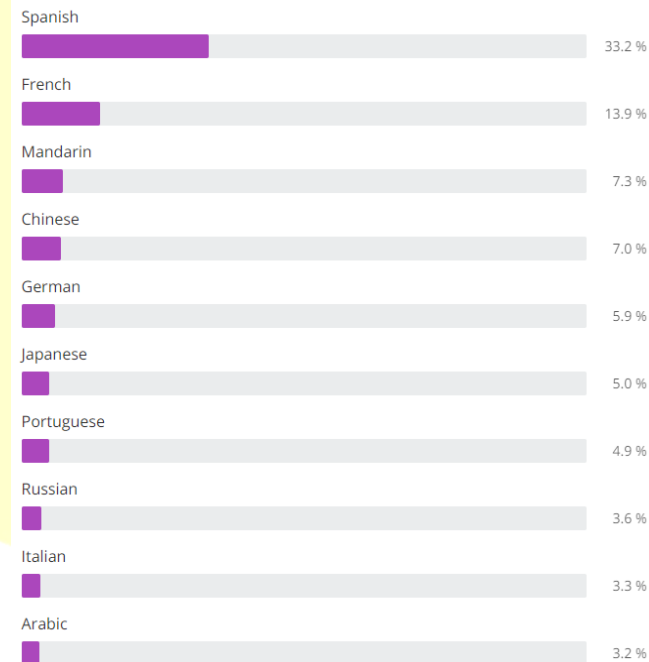
Figure 4: Foreign language spoken by Google employees

**2.1 What is the main purpose focus of the website?**

Google Merchandising Store is a real e-commerce website run by Google brand. The main purpose is to sell Google-branded merchandise to fans and enthusiasts, offering a variety of products such as apparel, accessories, and office items featuring Google's logos and branding.

The website serves as a platform for Google to connect with its audience and fans, providing them with the opportunity to purchase official Google merchandise. The revenue generated from the store's sales contributes to Google's overall revenue stream.

**2.2 What are the main products or services that Google Merchandise Store wants to promote or sell?**

In the Google Merchandising website is possible to find 6 groups that are:



- **Apparel:** T-shirts, hoodies, jackets, and other clothing items featuring Google logos and designs.

- **Accessories:** Items such as hats, bags, lanyards, and phone cases branded with Google logos.

- **Collectibles:** Limited edition or special Google-themed collectible items for fans and enthusiasts.

- **Drinkware:** Mugs, water bottles, and glassware with Google logos and designs.

- **Electronics:** Occasionally, the store may offer Google-branded electronics and gadgets, although this is less common.

- **Office Supplies:** Stationery, pens, notebooks, and other office items featuring Google branding.

**2.3 What are the main key performance indicators (KPIs) of Google Merchandise Store?**

We believe there are 3 most important KPI's of Google Merchandise Store, that they are:

**1º - Revenue:** The amount of sales generated by the store, that indicates financial performance

**2º - Traffic sources:** checking where the traffic has come from

**3º - Customer Satisfaction:** The positive feedback from customers about the transactions and products quality

**2.4 Who are the main competitors and how does Google is compared to them?**

● **Amazon**: Amazon is one of the world's largest online retailers, offering a wide range of products. It is known for its vast selection, quick delivery, and customer service. Google store does not have same goal as amazon. But it can compare pricing and customer service policies to Amazon.

● **eBay**: eBay is an online marketplace where individuals and businesses can buy and sell new and used products. It's known for its auction-style listings and a wide variety of products. If in future Google Store plans to include both new and used items, eBay could be a competitor to consider.

● **Shopify**: Shopify is a popular e-commerce platform that allows businesses to set up their own online stores. It provides tools for store management, payment processing, and inventory tracking. Google Merchandise store can compare website design, user experience, and payment processing capabilities to Shopify. (Similarweb, 2023)

● **Etsy**: Etsy is a specialized online marketplace focused on handmade, vintage, and unique items. If merchandise store decides to feature handmade or craft items, Etsy might be a direct competitor. It can learn & compare unique product offerings and seller community to Etsy. (Similarweb, 2023)

**2.5 When comparing Google to these competitors, the aspects considered are:**

● **Product Range:** Compare the types of products offerings and their uniqueness compared to competitors.

● **Pricing: P**ricing strategy in comparison to competitors.

● **Customer Service:** Consider customer service policies, including returns, refunds, and support. to competitors to ensure customer satisfaction.

● **Website/User Experience:** Evaluate the ease of use, mobile-friendliness, and overall user experience of the website compared to competitors.

● **Shipping and Delivery:** Assess shipping options, delivery times, and costs compared to competitors. Fast and affordable shipping is often a key factor for online shoppers.

● **Marketing and Promotions:** Compare marketing strategies, including social media presence, advertising efforts, and promotions, to see how it stands out.

# 3.0 Target Audience & User Behavior

**3.1 Who is the main target audience of Google Merchandise Store?**

●1º **Google Employees:** Google employees might be the primary audience for official Google-branded merchandise. This can foster a sense of belonging and pride among the employees and promote the company's culture. (Tamrazyan, 2023)

●2º **Developers and Tech Enthusiasts:** Given Google's status as a technology giant, developers, programmers, and technology enthusiasts could be interested in Google-branded products and gadgets.

●3º **Marketing and Tech Conferences Attendees:** Google merchandise might be distributed or sold at marketing events, tech conferences, and other industry-specific gatherings. Attendees at these events could be a target audience for Google-branded promotional items.

●4º **Collectors and Fans:** Some people are avid collectors of branded merchandise from their favorite companies. Google fans and collectors might be interested in purchasing limited-edition or unique Google-branded items.

●5º **Gift Shoppers:** Friends and family members of Google enthusiasts might purchase Google-branded merchandise as gifts for birthdays, holidays, or special occasions.
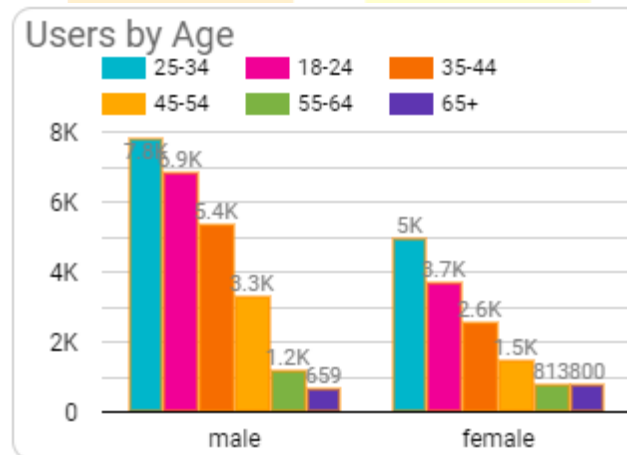


Figure 5: Users by age and gender

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**3.2 What are the devices and browsers most used by Google Merchandise Store member users?**

The members uses 3 categories of devices, Desktops, Mobile and Tablet, but the most used is Desktop and preferable Google Chrome browser.

**3.3 How do users find Google Merchandise Store website (via search engines, social networks, direct links, etc.)?**

●**Direct Links:** Users can directly type the website's URL (e.g., www.googlemerchandisestore.com) into their web browser to access the store.
●**Search Engines:** Users might find the store by searching for related terms on search engines like Google. For instance, if someone searches for "Google merchandise," the official store might appear in the search results.
●**Social Media:** Google might promote the store through its official social media channels such as Facebook, Twitter, Instagram, or LinkedIn. Users who follow these social media profiles could find links to the store there.
●**Email Marketing:** Google might send promotional emails to subscribers, providing direct links to the store's website.
●**Online Advertising:** Google could use online advertising platforms like Google Ads to promote the store, and users might click on these ads to visit the website.
●**Word of Mouth:** Users might learn about the store through recommendations from friends, family, or colleagues.
●**Affiliate Websites:** The store might be promoted on other websites through affiliate marketing programs, where affiliates earn a commission for driving traffic and sales to the store.
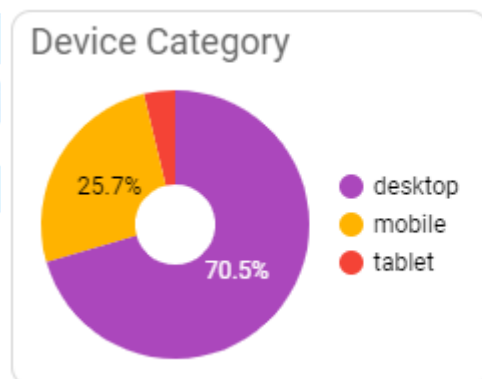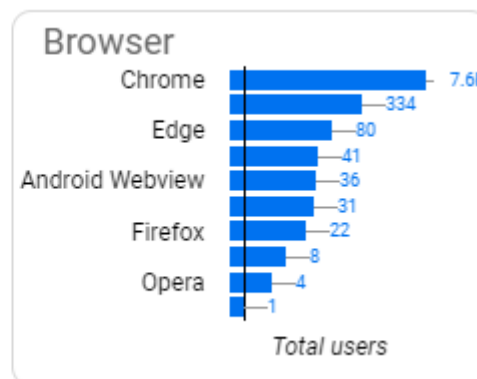

Figure 6: Device Category
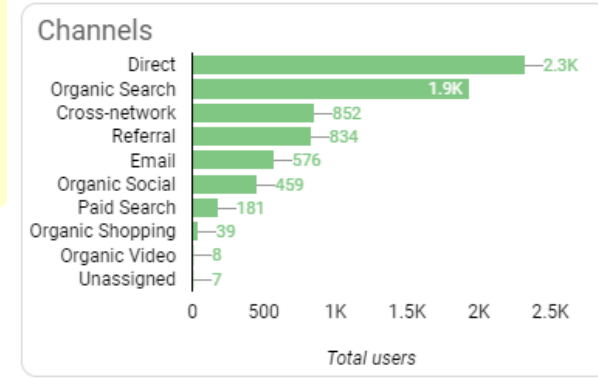

Figure 7: Types of browsers used


Figure 8: Source of traffic

# 4.0    Engagement and Content

**4.1 What are the most visited pages on Google Merchandise Store website?**

Based on Google Analytics we can see the 5 most viewed pages by members: Shopping Cart, Home, Men's / Unisex Apparel, Checkout Information, Payment Method.
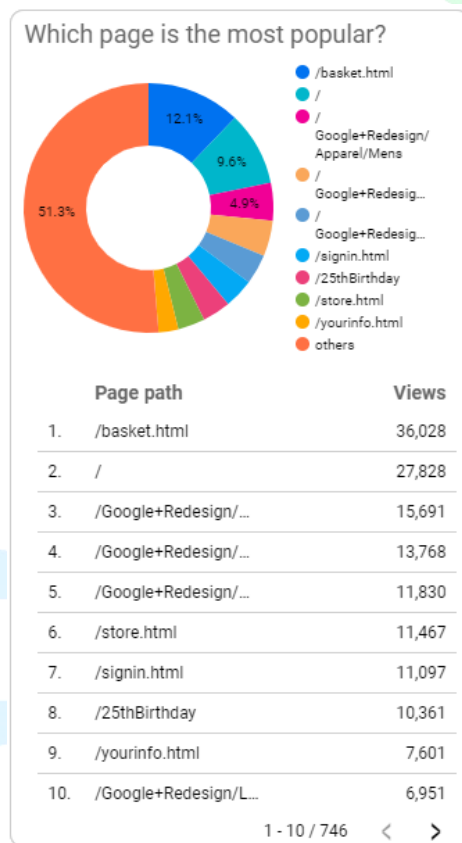


Figure 9: Most popular pages
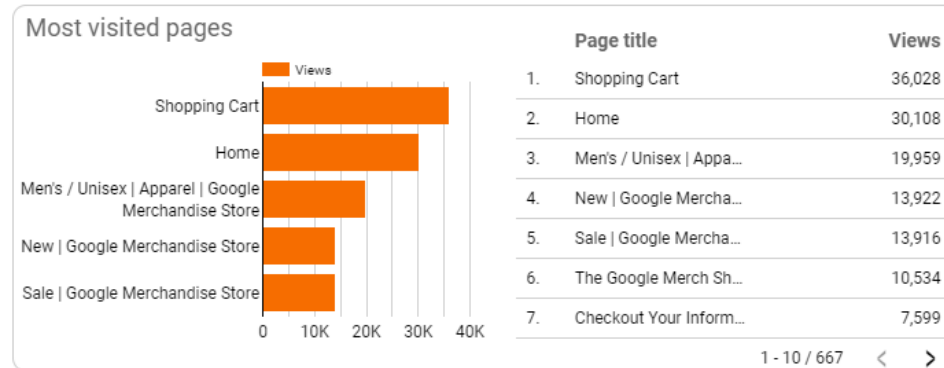


Figure 10: Most visited pages

Users who visit the shopping cart page, having added products to their cart during their browsing session, are likely individuals interested in purchasing. In the evaluation stage, they review selected items and assess the total cost before proceeding to checkout. On the home page, a broad range of users enter the site, at the starting point of their journey, exploring featured products, promotions, or navigating through categories, possibly in the early stages of discovering what the site offers. For those accessing the Men's/Unisex Apparel section, they are specifically interested in this category, likely seeking clothing items tailored to men or both genders, indicating a focused interest in a particular product type or style. Users on the checkout information page have likely progressed from the shopping cart and are ready to finalize their purchase, providing essential details such as shipping addresses and contact information, moving closer to completing the transaction. Finally, users visiting the payment method page are in the final stages of the purchase process, selecting and entering payment details, signaling a high intent to complete the transaction, making this page crucial for converting potential customers into actual buyers.

**4.2 What types of content (articles, videos, infographics) are most popular with users?**

We were able to identify that the most popular items are the new categories of recently launched products, which have the highest views among users and employees. Followed by the brand, which in this case is Google itself and defined with the logo or nomenclature. Thirdly, we have information on accessories, which is one of the classifications that generates the most profitability among the advertised products.



Most popular content
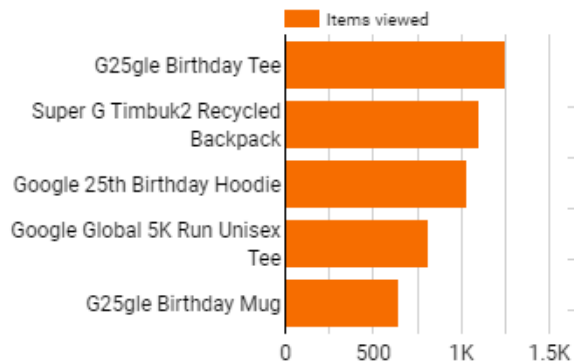
| | Item category | Items viewed ▾ | Items added to cart | Items purchased | Item revenue |
|---|---|---|---|---|---|
| 1. | New | 5,269 | 66 | 830 | $11,653.2 |
| 2. | Shop by Brand | 3,862 | 51 | 1,248 | $9,207.2 |
| 3. | Apparel | 1,624 | 27 | 533 | $19,125.38 |
| 4. | 25th Birthday | 1,446 | 13 | 228 | $3,025.4 |
| 5. | Clearance | 547 | 2 | 28 | $122.76 |

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Figure 11: Most popular content

**4.3 What are the bounce rates and how long, on average, do users spend on Google Merchandise Store site?**

Bounce rate commonly refers to the proportion of visitors who exit a website without interacting with any other pages after viewing a single page. It serves as a measure of a website's ability to engage and retain visitors. A lower bounce rate is generally seen as more favorable, as it suggests that a larger number of users are navigating through multiple pages on the site.



| | Page path | Views | Bounce rate | Sessions |
|---|---|---|---|---|
| 1. | /basket.html | 36,028 | 33.96% | 4,609 |
| 2. | / | 27,828 | 11.8% | 10,227 |
| 3. | /Google+Redesign/Apparel/... | 15,691 | 40.37% | 4,942 |
| 4. | /Google+Redesign/New | 13,768 | 39.14% | 5,519 |
| 5. | /Google+Redesign/Clearance | 11,830 | 41.3% | 4,329 |

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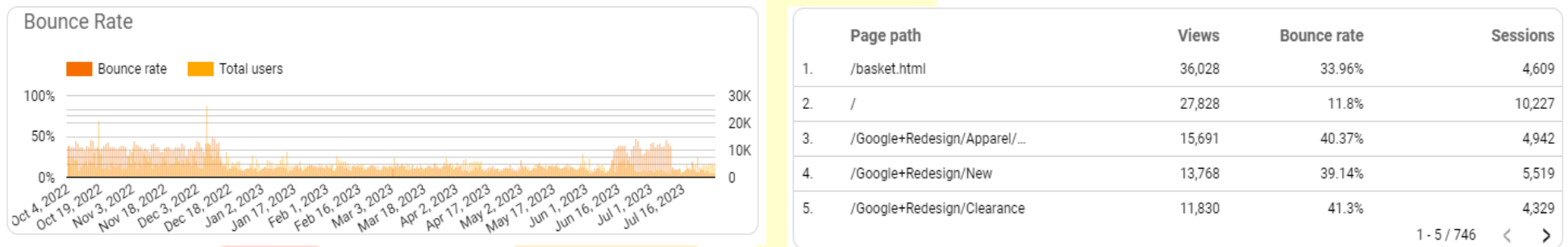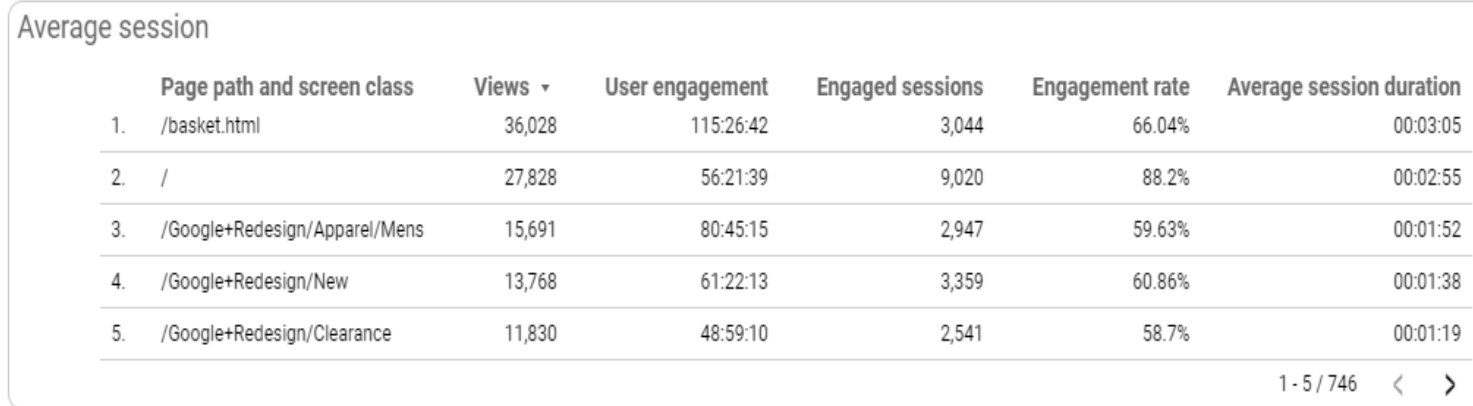
Figure 12: Bounce Rate

**Insight:** The Google Merchandise Store performs better than average when it comes to bounce rates, according to data. The store's user engagement looks strong compared to the typical bounce rate of roughly 47% for e-commerce websites, with a reported bounce rate of 33.96% for the '/basket.html' page (BusinessDIT, 2023). Because of its visually appealing content, the garment industry frequently experiences reduced bounce rates. On average, it registers between 45.68% and 46.97% (Capturly, 2023)

We noticed a very large variation in time related to the session period (Fig.13 ), where in numbers, an average of 3 minutes and 5 seconds users spend reviewing the shopping basket, and approximately 2 minutes and 55 seconds on the main page. Right after that we have the accessories, Google+Redesign/Apparel/Mens

| | Page path and screen class | Views ▾ | User engagement | Engaged sessions | Engagement rate | Average session duration |
|---|---|---|---|---|---|---|
| 1. | /basket.html | 36,028 | 115:26:42 | 3,044 | 66.04% | 00:03:05 |
| 2. | / | 27,828 | 56:21:39 | 9,020 | 88.2% | 00:02:55 |
| 3. | /Google+Redesign/Apparel/Mens | 15,691 | 80:45:15 | 2,947 | 59.63% | 00:01:52 |
| 4. | /Google+Redesign/New | 13,768 | 61:22:13 | 3,359 | 60.86% | 00:01:38 |
| 5. | /Google+Redesign/Clearance | 11,830 | 48:59:10 | 2,541 | 58.7% | 00:01:19 |

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Figure 13: Average session

**Insight:** The average session duration for the Google Merchandise Store (3'5") is much longer than the B2C median of 92.33 seconds (Databox, 2023) and exceeds the median for the e-commerce industry, which is approximately 2 minutes and 35 seconds (Databox, 2023) as well. Strong user involvement is indicated by this, exceeding industry criteria given by Hotjar (2023) and Databox (2023).

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**5.1  What is Google Merchandise Store conversion rate (e.g. purchases, form fills, signups)?**
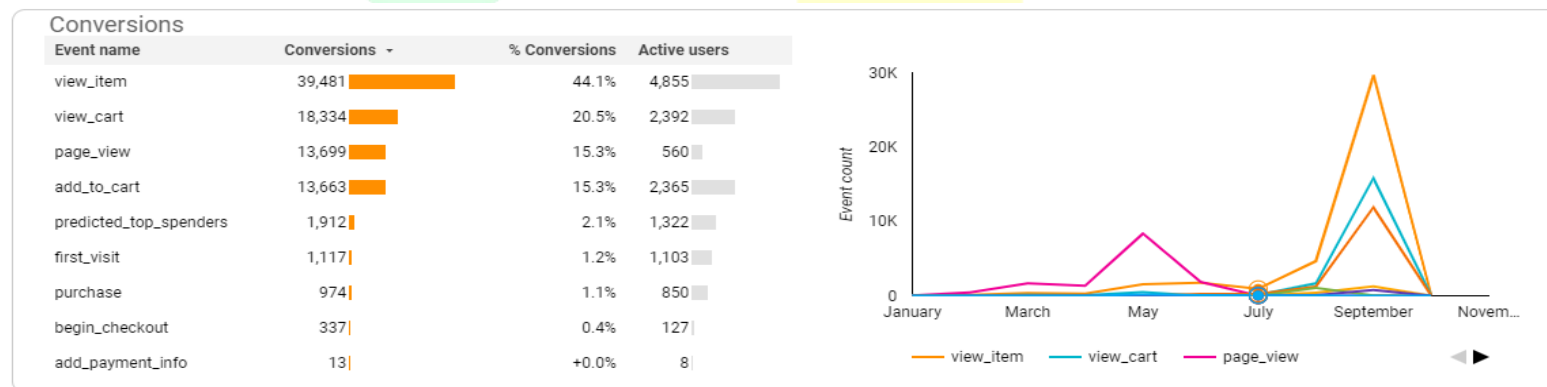


Figure 14: Conversion



Figure 15: Trend of conversion

Using one example of conversion rate for the Google Merchandise Store can be analyzed based on three key events: view_item, view_cart, and page_view, in summary, the conversion rates help analyze the effectiveness of the user journey on the Google Merchandise Store. A high conversion rate from view_item to view_cart and, ultimately, to page_view suggests that users are successfully progressing through the sales funnel.

Conversely, a low conversion rate may indicate potential areas for improvement in the user experience or marketing strategies. These metrics are crucial for understanding user behavior, optimizing the online shopping experience, and enhancing overall conversion performance on the Google Merchandise Store.

**Insight:**  Google Merchandise Store's purchase conversion rate is 1.1%, lower than the eCommerce industry average of 2.9% (Ruler Analytics, 2023), significantly lower than the peak performance rate of 6.4 % during promotional periods (Varos, 2023). ) and roughly in line with Shopify's average conversion rate of 1.4% (Shopify, 2024). This suggests that Google Merchandise Store's conversion approach should be improved compared to industry standards

**5.2 What are the best-selling products or services?**

The best-selling product is the Super G Timbuk2 Recycled Backpack, followed by Google 25th Birthday Hoddie and G25gle Birthday Tee. Also The google employees uses the custom bicycles to cruise from building to building at the sprawling Googleplex in Mountain View, California. The bikes are everywhere and available for everyone. It's an efficient, elegant and healthy solution that sets just the right tone for Google brand.



Best Selling

| | Item name | Items viewed | Items purchased | Item revenue ▾ |
|---|---|---|---|---|
| 1. | Super G Timbuk2 Recycled Backpack | 1,111 | 66 | $6,600 |
| 2. | Google 25th Birthday Hoodie | 1,029 | 76 | $4,590 |
| 3. | G25gle Birthday Tee | 1,253 | 205 | $4,455 |
| 4. | Google Campus Bike | 626 | 65 | $2,915 |
| 5. | Google Black Eco Zip Hoodie | 319 | 51 | $2,870.4 |

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Figure 16: Best selling products
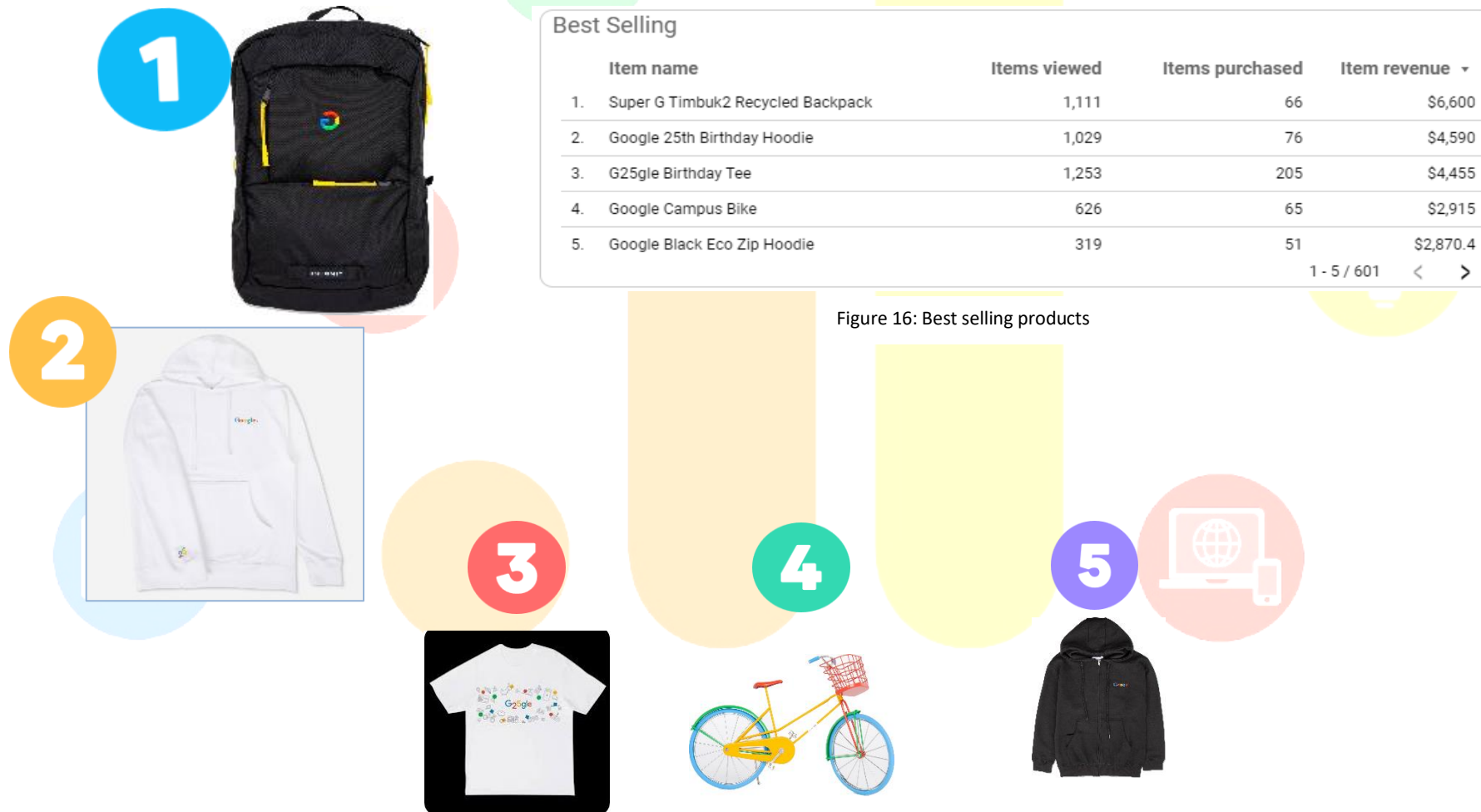
# 6.0    Marketing & Campaigns

**6.1 What traffic sources generate the most conversions?**
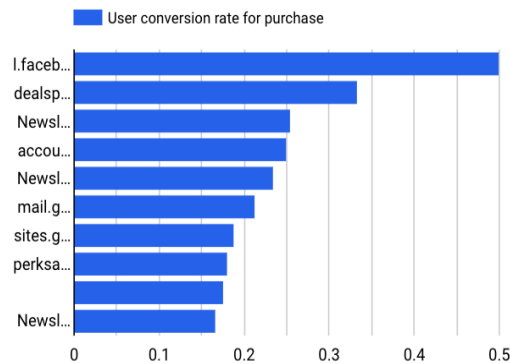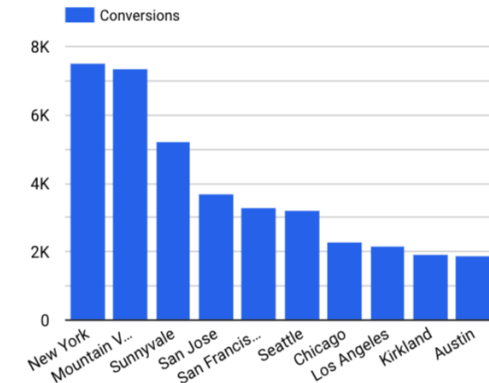


Figure 17: Traffic sources & conversion

The data indicates a preeminence of direct and search traffic in driving conversions, thereby reinforcing the brand's resonance with consumers and its visibility within search engine results. The observed conversion rates originating from niche platforms and structured newsletter campaigns reflect the potency of targeted marketing initiatives. Additionally, the pronounced conversion success within the New York region underscores the efficacy of localized marketing strategies, advocating for their sustained or increased allocation of resources.

These insights will inform strategic redirection of marketing investments to optimize engagement and conversion outcomes through the most productive channels.

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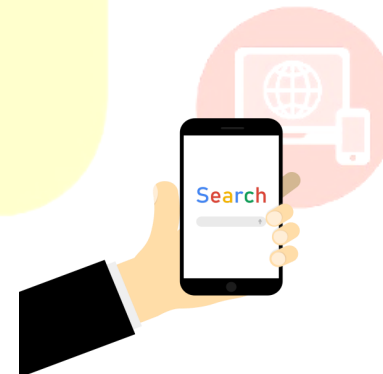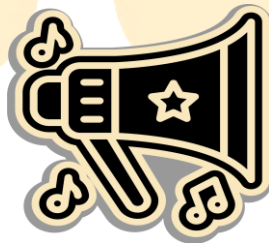
## 6.2 How are marketing campaigns performing in terms of ROI (Return on Investment)?
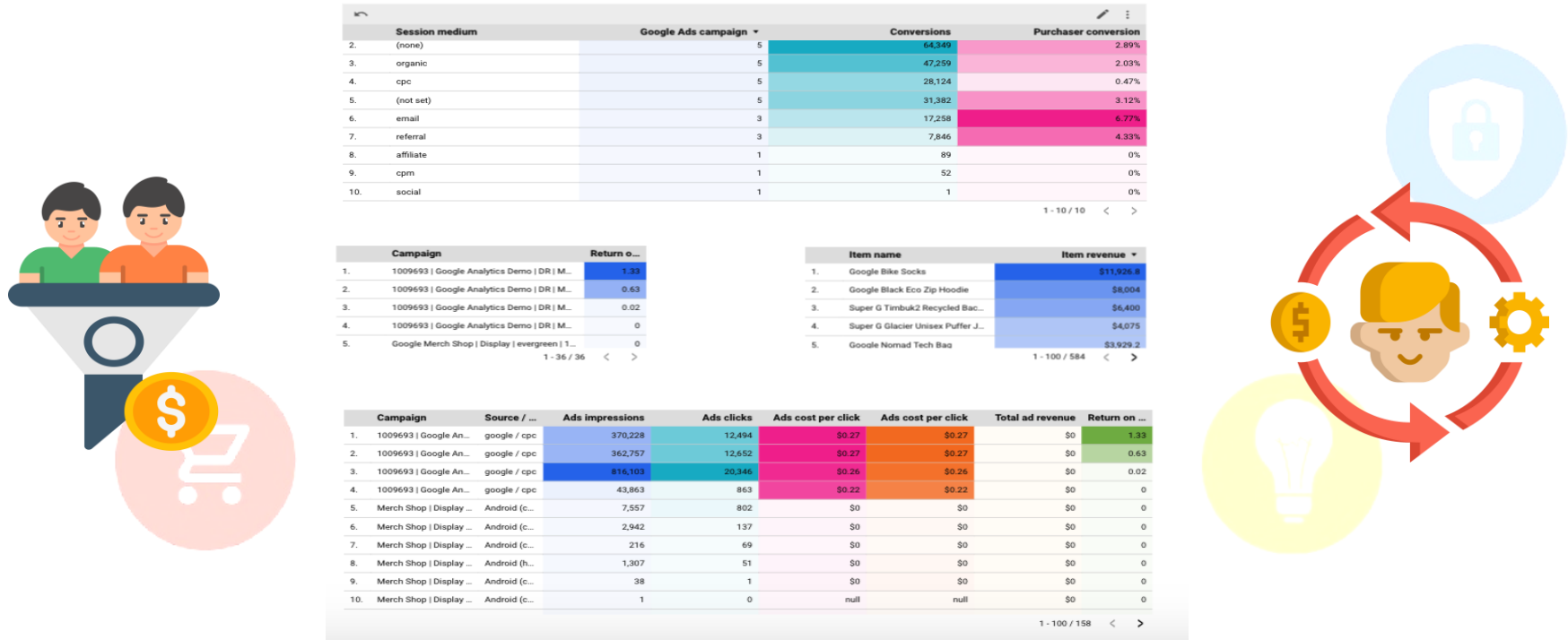


Figure 18: ROI of marketing campaigns

The Google Merchandise Store's email campaigns are highly effective, achieving a notable 6.77% conversion rate. However, to evaluate the ROI of marketing campaigns comprehensively, additional cost analysis is required. The visuals suggest that the current reporting does not capture the entire spectrum of ROI metrics, specifically lacking cost investment details, which are essential for calculating the true return on marketing spend.

**7.1 What are the issues?**

We found that there is limited information available specifically about the types of content that are most popular among Google Merchandise Store users at the employee level. However, it's worth noting that the Google Merchandise Store offers a variety of Google-related products, including clothing, accessories, and other merchandise. Users may be interested in purchasing items that display the Google brand or are related to Google products and services. We noticed that there is a small movement according to the number of accesses and users in validation with the number of employees in the respective cities mentioned. Which leads us to identify that not all Google employees are interested or concerned about accessing the site to search for products.

**7.2 Is there a specific website optimization opportunity for Google Merchandise store?**

Google Merchandise Store optimization, like any eCommerce platform, involves several strategies to enhance the user experience, increase visibility, and drive conversions. Here are some general opportunities for it:

**Mobile Optimization:**
- The store needs to make sure that it is optimized for mobile devices. A significant portion of online traffic comes from mobile users, and mobile-friendly design is crucial for a positive user experience.

**Website Speed:**
- It has to optimize the website loading speed. Faster websites lead to better user satisfaction and can positively impact search engine rankings. While comparing with the competition websites, it was lagging behind in speed.

**Streamlined Checkout Process:**
- It can simplify the checkout process to reduce cart abandonment. It should avoid unnecessary steps and offer guests checkout options.

**Security:**

- Clearly communicate privacy and security policies.

**Promotions and discounts:**

- Offer promotions, discounts or loyalty programs to encourage purchases and attract repeat customers. As we have seen during promotion it attracts higher purchases.

**Social Media Integration:**

- Integrate social media channels to promote products and interact with audience.
- Consider running targeted advertising campaigns on platforms like Facebook or Instagram.

**Email Marketing:**

- Implement an email marketing strategy to stay connected with customers, share updates, and promote new products.

The optimization is an ongoing process, and staying informed about industry trends and customer preferences is crucial for long-term success.
It is necessary to analyze the store's performance and make adjustments based on customer feedback and emerging best practices.

**8.0 Are there specific integrations with other tools or platforms required?**

Typically, ecommerce platforms offer multiple integration options to enhance functionality, streamline processes, and connect with other tools. Some common types of integrations for online stores include:

- Payment gateways: Integration with payment processors like PayPal, Stripe or others to facilitate online transactions.
- Shipping and fulfillment: Integration with shipping and fulfillment services for efficient order processing and tracking.
- Customer Relationship Management (CRM): Integration with CRM tools to manage customer data and improve customer interactions.
- Analytics and reporting: Integration with analytics platforms like Google Analytics to track and analyze website and sales data.
- Marketing automation: Integration with marketing tools to automate email campaigns, promotions, and customer engagement.
- Inventory management: Integration with inventory management systems to track stock levels and manage product availability.

**8.1 What privacy regulations do we need to take into account when collecting user data?**

When collecting user data on the Google Merchandise Store or any online platform, it is essential to comply with relevant privacy regulations to protect users' rights and maintain legal and ethical standards. The specific regulations applicable may vary based on factors such as the location of users and the nature of the data collected. Here are some important privacy regulations to consider:

**California Consumer Privacy Act (CCPA):**
Applies to companies that collect personal information from California residents.
It gives consumers the right to know what personal information is being collected and how it is used, as well as the right to opt-out of the sale of their personal information. (California Department of Justice, 2023).

**Children's Online Privacy Protection Act (COPPA):**
Applies to websites or online services directed to children under 13 years of age. Requires obtaining parental consent before collecting, using, or disclosing personal information from children. (Federal Trade Commission, n.d.).

**Personal Information Protection and Electronic Documents Act (PIPEDA):**
Applies to organizations that collect, use or disclose personal information in Canada. Requires obtaining consent for the collection and use of personal information and requires the protection of that information. (Justice Laws Website, n.d.).

# 9.0    Personas

**Frequent User**

**Steve** is 30 years old, lives in Mountain View, California, United States. He is a Google employee and like to access Google Merchandise Store website using desktop computer. He likes to use Google Chrome browser to see new products.

Ad → Desktop ➔ G ➔ Direct ➔ NEW Products

**Target User**

**Sophia**, 25 years old, also Google employee residing in New York, epitomizes the modern corporate woman: tech-savvy, style-conscious, and wellness-oriented. She navigates her busy lifestyle with ease, relying on her desktop for online shopping to unwind and indulge in self-care after a demanding day. With a penchant for detail and quality. She also enjoys staying on top of information, using her tablet for research and entertainment.

Tablet / Desktop ➔ G ➔ Organic / Direct ➔ Lifestyle

# 10.0  KPIS

The tables below shows the Business Goals, Strategic Goals, KPIs, Target Value and the Segmentation for the two personas based on analyses tailored for Google employees in the United States.

**To improve User Engagement**

| Strategic Goal | KPI | Target Value | Segment |
|---|---|---|---|
| Implement targeted marketing campaigns | Click-Through Rate (CTR) | + 20% increase | Google employees in United States |
| Create engaging content for new products | Pages per sessions | + 3 pages | Google employees in United States with history of exploring new releases |
| Introduce the quick-reorder features | Repeat Purchase Rate | + 15% increase | Google employees in United States with past purchases frequence |
| Develop loyalty program | Enrollment in Loyalty Program | + 40% enrollment | Long-term Google employees in United States |
| Offer exclusive Google employee discounts | Use of Google Employee Discounts | + 30% usage rate | Google employees in United States for all departments |
| Launch referral program | Number of Referrals | + 40% referrals | Google employees in United States with large internal networks |
| Collaborate with influencers | Social Media Engagement | + 50% engagement rate | New Google employees in United States with active social media |

Table 1:Strategic frame work

# 11.0   Measurements

Just to clarify the information regarding measurement topics that we have used in our project:

**Events:** Events are specific actions that users take on website or app. This may include button clicks, page views, file downloads, video playback, etc.
In Google Analytics, events are essential for measuring user engagement.

**Event Parameters:** Each event can have up to 25 associated parameters. These parameters provide additional information about the event.
For example, a "Purchase" event might have parameters such as "Amount" and "Payment Method".

**Conversions:** In Google Analytics, the concept of "Conversions" is more flexible. In addition to traditional goals, we can set custom conversions based on specific events. This allows for greater customization and adaptation to the specific needs of the business.

**Custom Measurements:** we can create custom measurements to track specific data that is important to the business. This is done by configuring custom events and custom parameters.

**Flexible Data Model:** Google Analytics has a more flexible data model compared to Universal Analytics. It allows you to collect, analyze and use data in a more personalized way, better adapting to the specific needs of the business.

We have chosen to verify information related to Google employees in connection with the Google Merchandise Store website. We focus only on the United States of America, where the company was founded, and today it has the largest number of employees within the global framework.

Due to its history, creation and business focus, first during the project we had to identify all Google offices on the North American continent and apply filters to just the city in the United States.

The first instance then we had to select "Continent" with only "Americas", then "Country" with only "United States" and a custom filter for the cities "City": "Austin", "Cambridge", "Chicago", " Denver", "Detroit", "Durham", "Los Angeles", "Madison", "Miami", "Mountain View", "New York", "Pittsburgh", "Portland", "Redwood", "San Bruno" , "San Diego", "San Francisco", "Seattle", "Sunnyvale", "Washington".

As a platform, we only use Mobile and Desktop, which are more interesting, but we also leave others such as Tablets for information.

To identify members, we used "Member_Level" as a metric, which we had problems with during the data collection period, as due to the volatility of the tool, it underwent changes that caused a certain impact on obtaining the necessary information.

To obtain more significant variants, we created an external table, containing information about Google's offices in the United States and the number of employees based on research carried out at Google itself.

As the main cross-reference, we used metrics based on cities, total users, and active users to obtain the results.

OBS: Based on the research carried out, we can identify that some Google offices were created recently, where there are not many user access statistics within the selected period.
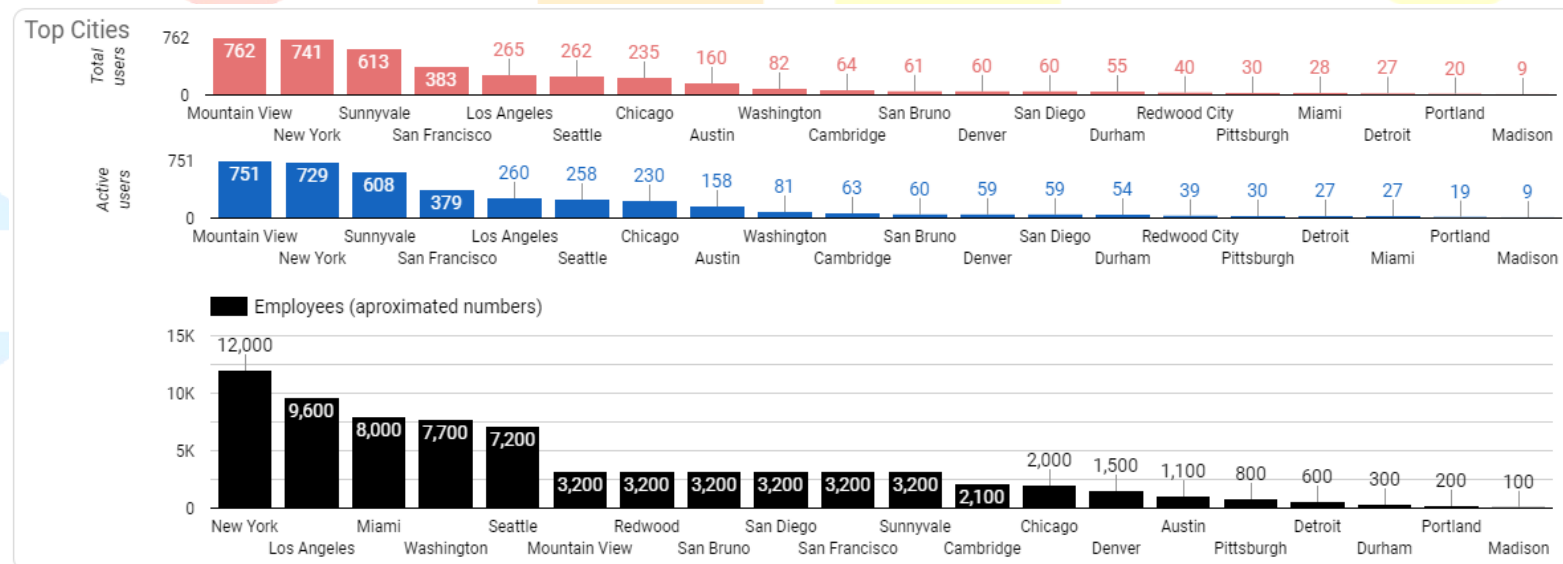


Figure 20: Approx. number of Google employees in US cities

# 12.0  Recommendations

### 12.1        Based on User Behavior

**Objective:** Develop and refine a content strategy that aligns with the interests and behaviors of the target  audience segments.

**Implementation:** Use analytics to track how different segments interact with content (e.g. blog posts, product descriptions, tutorials).

Identify which types of content are most engaging and lead to conversions. Use these insights to create content that resonates with each segment.

**Benefits:** A more engaging website experience and greater content effectiveness in driving conversions.

### 12.2        Conversion Optimization for Top Products

**Objective:** Improve the online shopping journey for key products, especially those popular among key target segments.

**Implementation:** Analyze conversion paths using Google Analytics, identifying drop or conversion points. Implement A/B testing on

 different elements of the product pages or checkout process to optimize user experience and conversion rates.

**Benefits:** Better conversion rates and a more satisfying user experience, leading to increased sales and customer satisfaction.

## 12.3       Google Employee-Focused Marketing Strategies

**Objective:** Develop marketing strategies that specifically resonate with Google employees, considering them an important audience.

**Implementation:** Create local marketing campaigns in US cities where Google has a significant presence, such as Mountain View, New York, Austin, Cambridge, and Chicago. Use internal Google outreach platforms and employee-targeted email campaigns.

**Benefits:** Increased engagement and conversions among Google employees, leveraging brand familiarity and loyalty.

## 12.4       Focus on popular products and SEO and email marketing optimization

**Objective:** Focus marketing efforts on the most popular products and optimize SEO and email marketing strategies.

**Implementation:** Drive marketing campaigns for products like the Timbuk2 Super G Backpack, Google 25th Anniversary Hoodie, G25gle Everyday Anniversary T-Shirt, and Google Custom Bike. Improve website SEO and enhance email marketing by optimizing for high conversion rates.

**Benefits:** Increase sales of the most popular products (see chapter 5.2) and increase conversions through direct and search traffic.

## 12.5 Focus on mobile optimization and regional marketing

**Objective :** Make all marketing mobile-friendly and concentrate on regional marketing.

**Implementation:** Ensure that all email correspondence and our Google Products website are mobile-friendly. When using mobile optimization and regional marketing methods in places like New York where there are a lot of Google employees.

**Benefits:** Increased efficiency and coordination of marketing initiatives that are sent to target audiences—including employees—through mobile devices.

### 12.5 Emphasis on using analytics to detect crashes and flaws

**Objective**: To can improve the Google Merchandise Store's dependability and user experience, using analytics to find bugs and crashes

**Implementation**: Combine Google Analytics with data like Page Load Time, Session Duration, and Error Page monitoring. This will assist in finding navigational mistakes, user engagement concerns, and technological challenges.

**Benefits**: The business may proactively fix technological difficulties, improve consumer happiness, and guarantee a more effective and seamless shopping experience by routinely monitoring key KPIs.
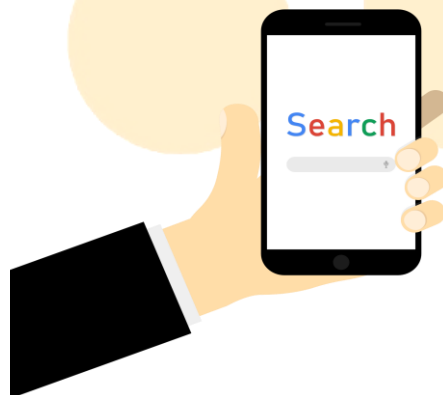
# 13.0   Limitations

As this study offers the new statistic of usage of the Google Merchandise Store by its employees, a number that was not available until 2023, we were first faced with the difficulties of comparing data with previous years since the metric was not present in the platform. Additionally, there was a considerable amount of difficulties in studying local concerns that the organization has not yet incorporated, including crashing website metrics. Finally, we encountered significant obstacles that complicated more in-depth research, including looking at advertising and marketing tactics/campaigns.

# 14.0   Conclusions

This thorough examination of the Google Merchandise Store comes to a close by highlighting several key findings about internal customer behavior and the effectiveness of the store's marketing tactics, particularly with regard to employee involvement and operational dynamics. Particular difficulties were created by the need to operate without previous comparative data and by the lack of some essential indicators, such comprehensive crash reports. Still, the knowledge acquired has proven essential in figuring out how staff members engage with the store and where any optimization may be made. This project has highlighted the significance of creating more reliable data gathering and analytical frameworks in addition to offering a thorough overview of the store's current condition. These modifications are essential for upcoming research projects that seek to further improve  the marketing approaches, sales plans, and general customer experience of the store, resulting in increased engagement and operational effectiveness.

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