

DIGITAL MARKETING ANALYTICS IN THEORY AND PRACTICE

MSCA 32015



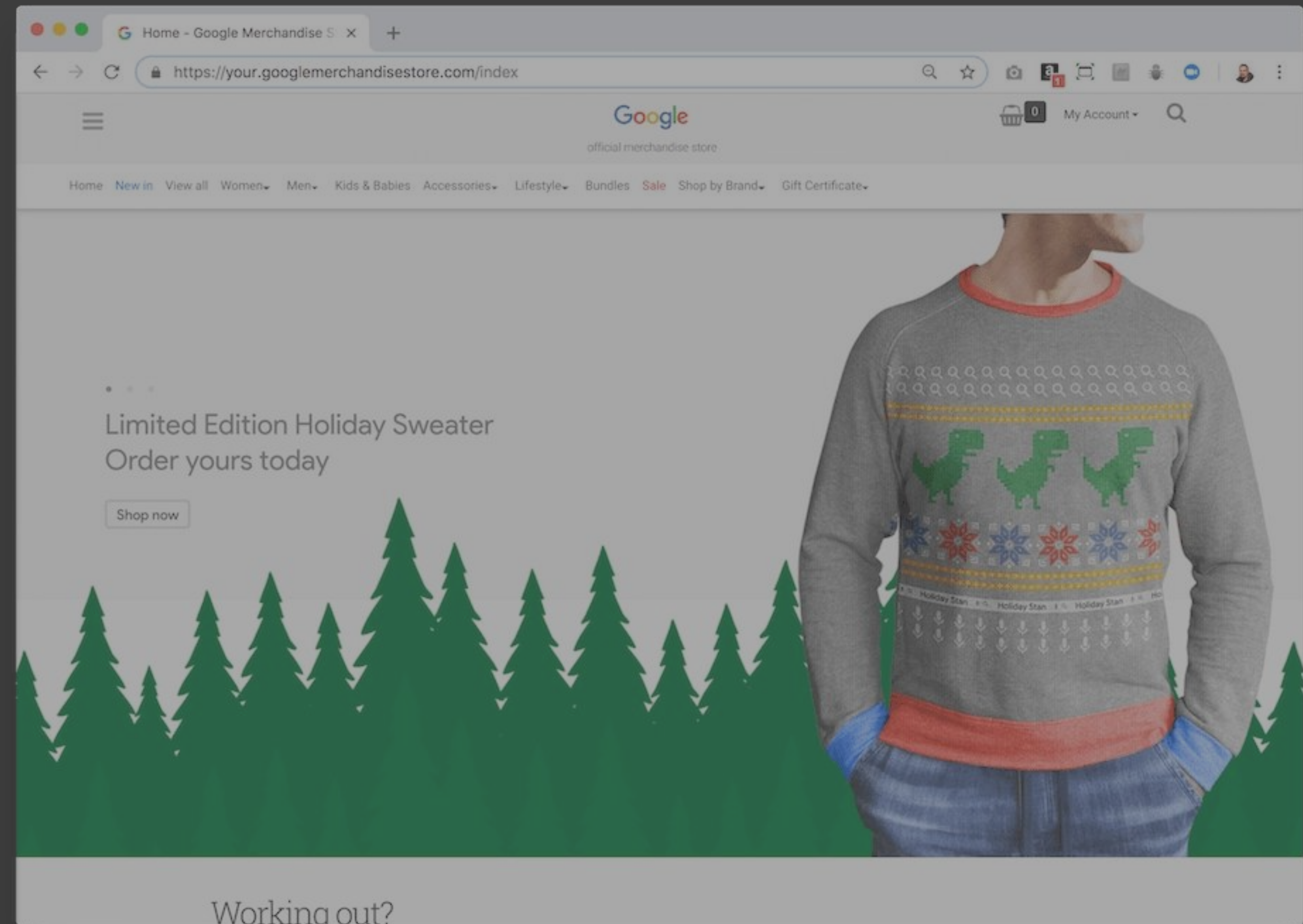
GRAHAM SCHOOL
THE UNIVERSITY
of CHICAGO

Lesson 4 (Lab)

Case Study: Google Merch Store

What we will discuss

Understand the depth of information collected by Google Analytics and gain hands-on experience using live GA data to explore and answer key questions about a real-world online merchant. Use data found on the Google Merchandise Store's Google Analytics account dashboard to answer several critical business questions.





official merchandise store



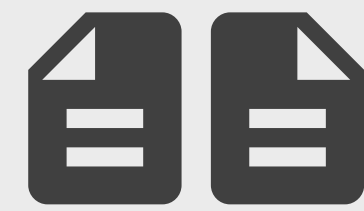
KEY CATEGORIES OF TOOLS

In the vastness of the digital marketing analytics tool market, analysts will find a few critical categories that are particularly important



Website Analytics

Lets the analyst gauge traffic to a website and the popularity of content place on the site



A/B Testing

Measures the effectiveness of digital items by producing two versions and tracking performance



Creative Optimization

Maximizes an advertisement's effect by using analysis to determine the most effective elements



Content Analysis

Helps analysts better understand consumers by studying various formats of communication



Social Listening

Connects to various social media networks to extract consumer data



Search Trends

Aggregates and visualizes search data to show analysts the popularity of specific topics

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WEBSITE ANALYTICS

Website analytics tools provide information about visitors to a website, including the number of visitors and how they behave on the site





Find reports & more

Audience Overview

Apr 6, 2015 - May 6, 2015

Email Export Add to Dashboard Shortcut

All Sessions
100.00%

+ Add Segment

OverviewSessions VS. [Select a metric](#)Hourly **Day** Week Month

Sessions



Sessions

311

Users

272

Pageviews

487

Pages / Session

1.57

Avg. Session Duration

00:01:01

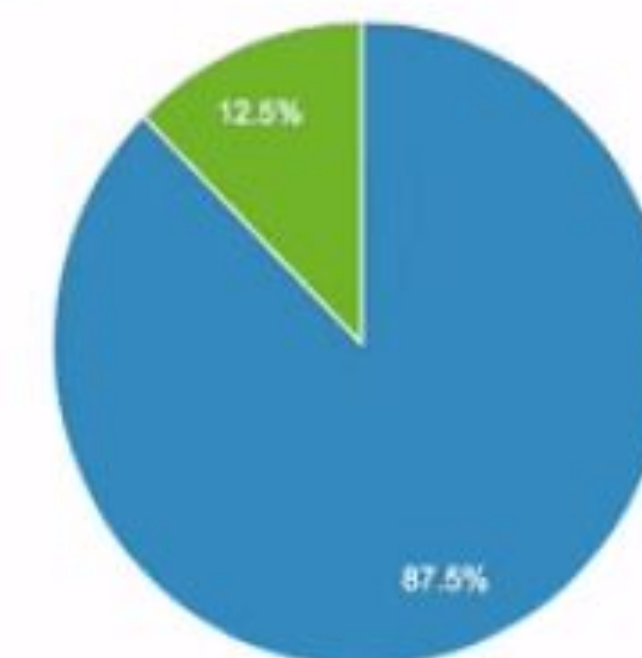
Bounce Rate

56.59%

% New Sessions

87.46%

New Visitor Returning Visitor

**Demographics**

Language

Language

1. (not set)

Sessions % Sessions

268 86.17%

DATA-DRIVEN FRAMEWORK

Website analytics tools can provide valuable consumer insights in the areas of Acquisition, Behavior, and Outcomes on Owned & Operated properties

Acquisition



Where are users coming from?

Behavior



How are users behaving on site?

Outcome



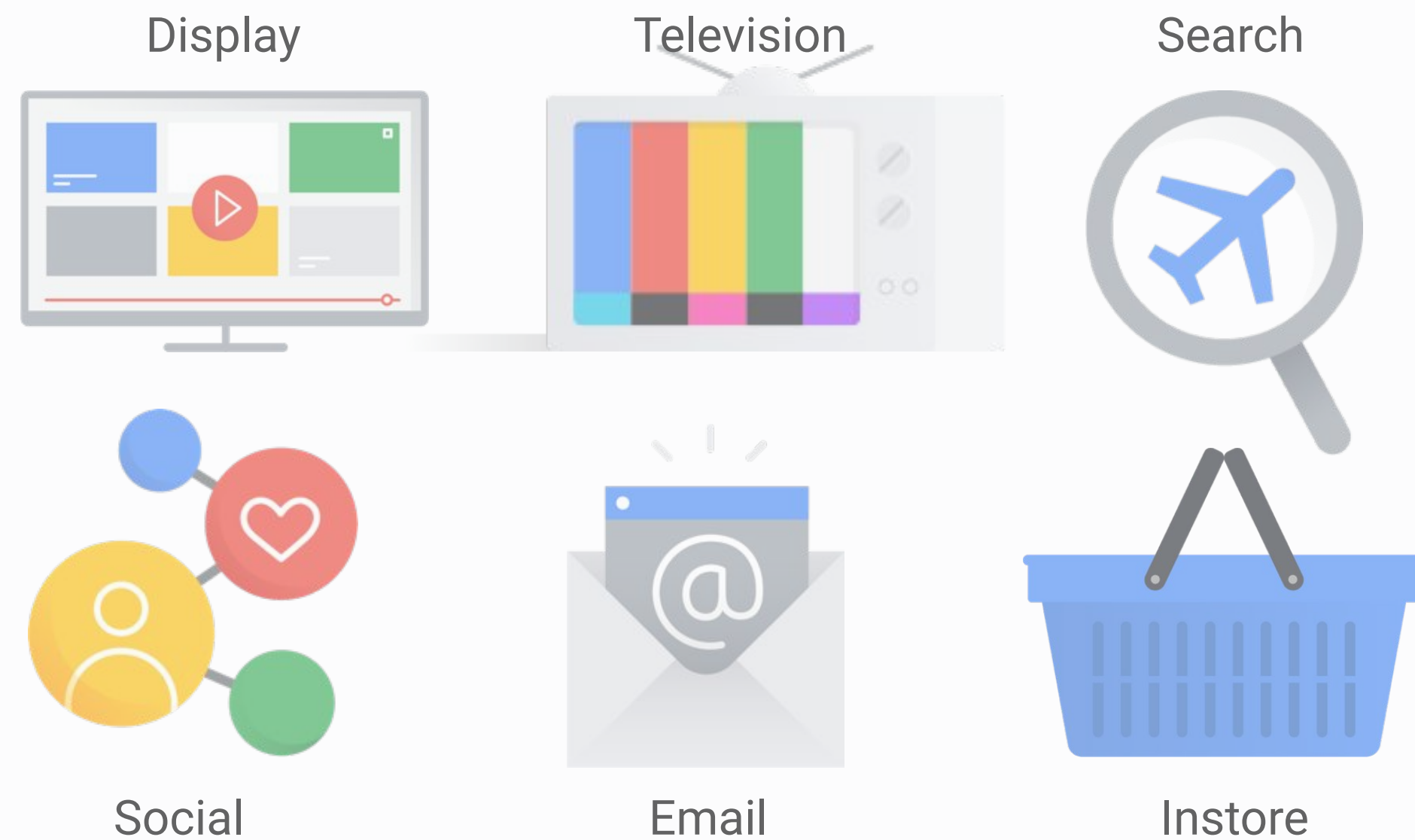
What actions are users taking that indicate business value?

ACQUISITION > Where are users coming from?

🔍 What are top traffic sources for new users?



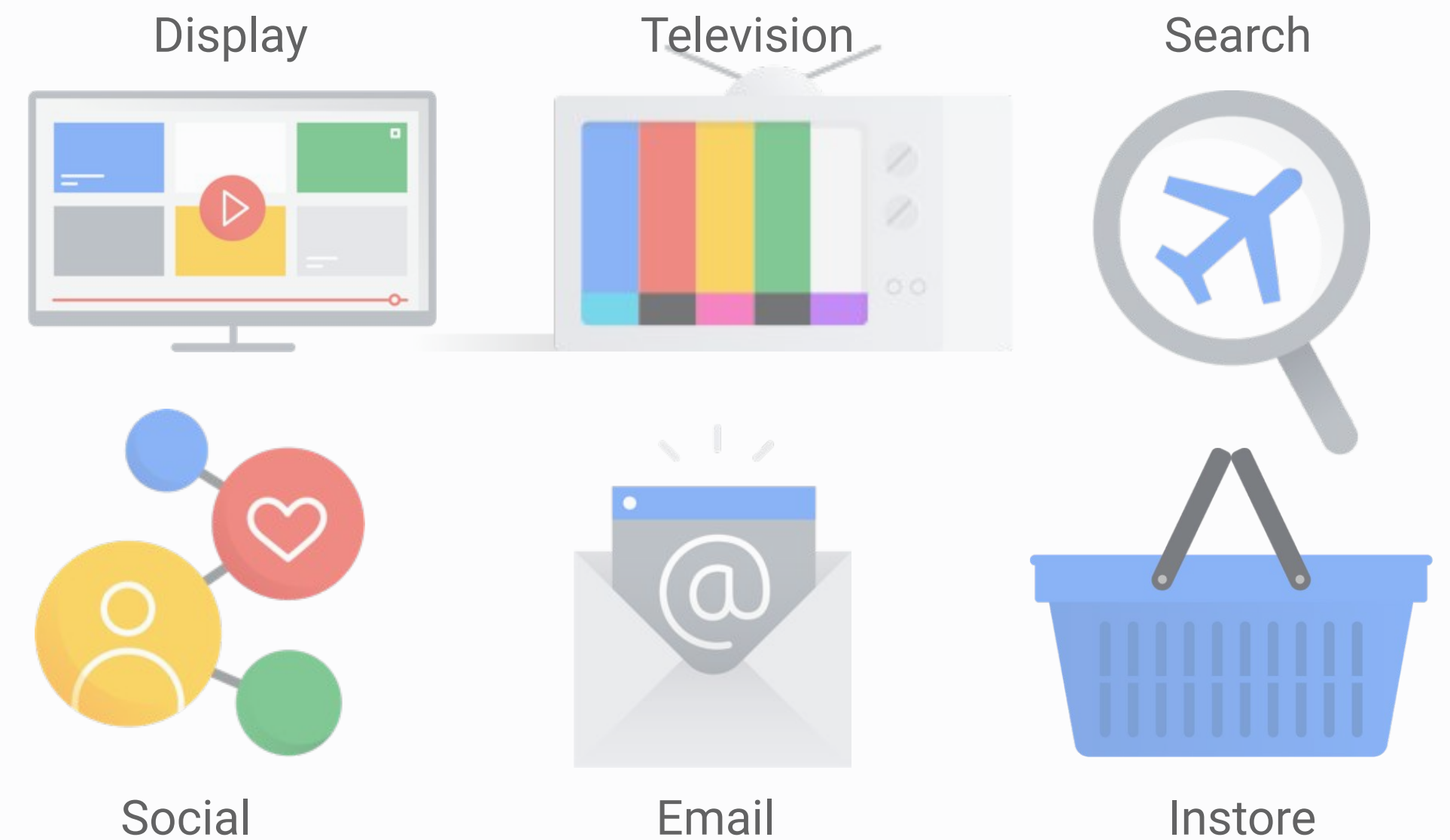
new users per traffic source



🔍 Where are my most loyal users coming from?



returning users per traffic source

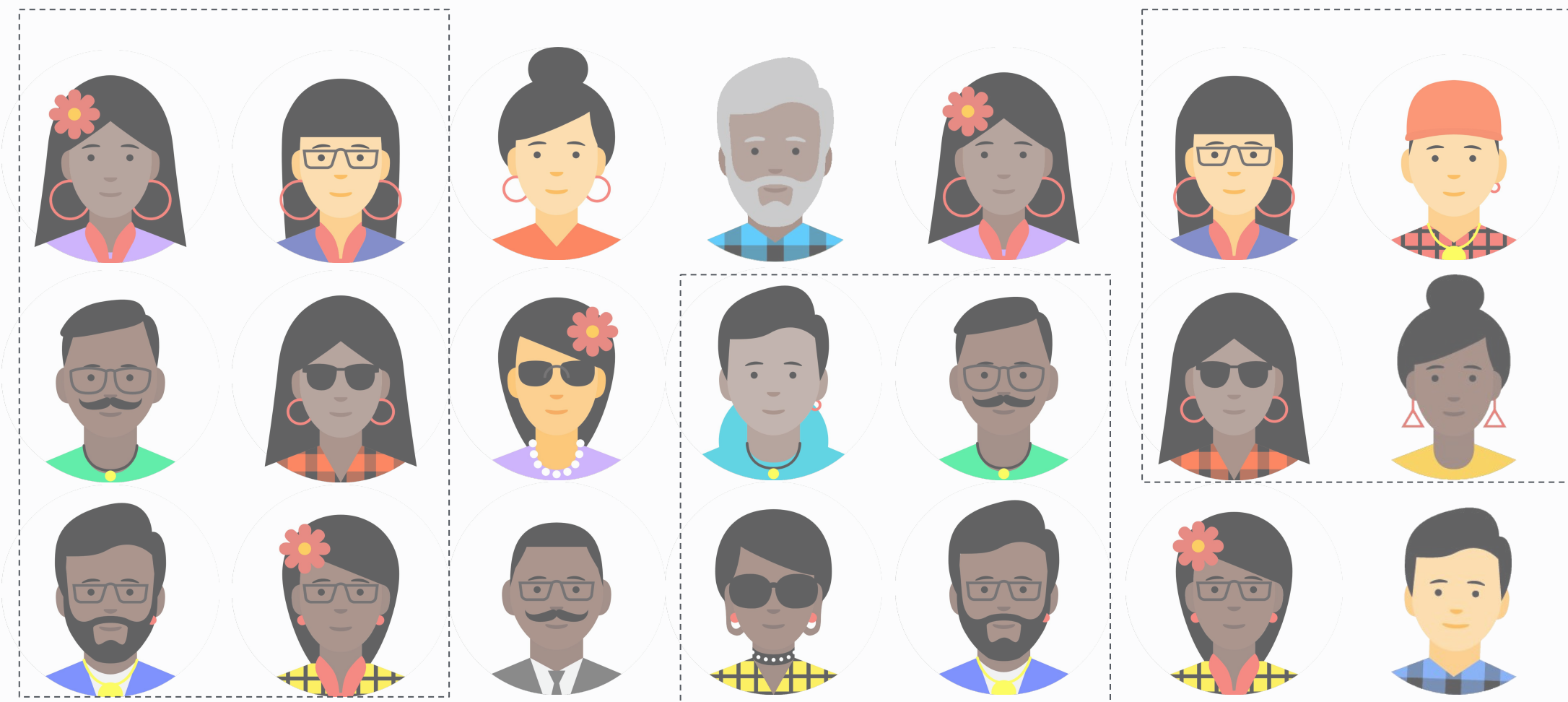


BEHAVIOR > How Are Users Behaving On My Site?

🔍 Which users visit multiple times a month?



count of sessions



🔍 Who are the most engaged with my content?



page depth



OUTCOMES > What Actions Indicate Business Value?

🔍 *What states/cities generate leads efficiently?*



🔍 *Did our website redesign lead to success?*

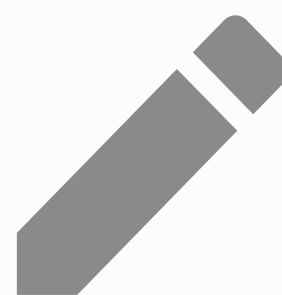


Geography>goal completion % = lead

Goal complete % pre/post by date



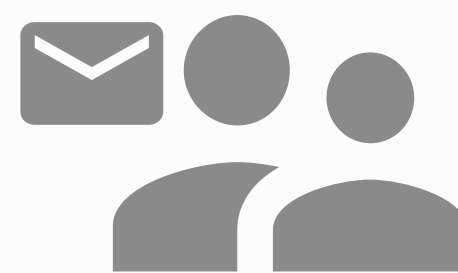
Form
submissions



Newsletter
sign-ups



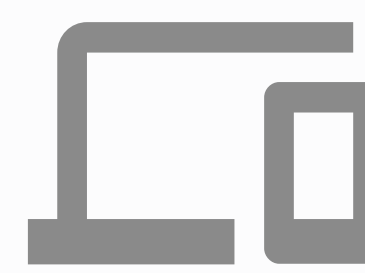
Chat
contacts



Email
contacts



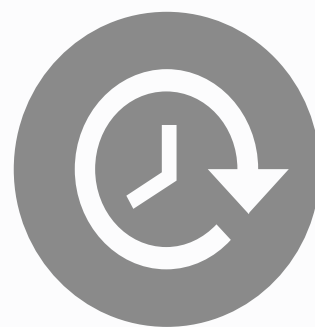
Phone
calls



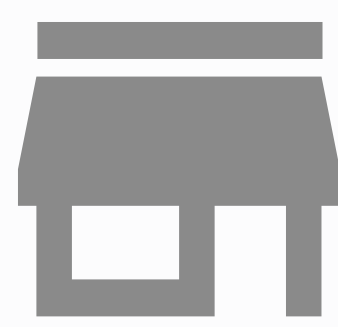
Cross-device
activity



Profile
fill-outs



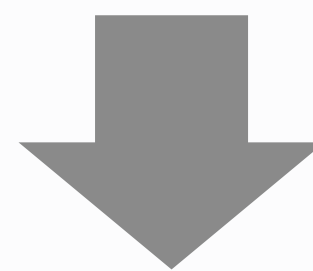
Return site
visits



Offline dealer
lookups



Perception
change



App
downloads



In-app
purchases



Video
views



Page
visits



official merchandise store

New

Apparel ▾

Lifestyle ▾

Stationery ▾

Eco-Friendly

Shop by Brand ▾

Sale

Campus Collection

Due to inclement weather, our warehouse will be closed on Thursday February, 18th. We will be unable to ship any orders

Google Mural Collection

What's the plan, Stan?

Shop now



HANDS-ON EXERCISE

Can you use GA data to help improve the Google Merchandise Store site experience?

Put yourself in the shoes of the Director of E-Commerce for Google's Merch. Your goal is to improve the site's experience.

What are 2-3 data-driven questions you would ask? What GA Reports and / or data can best answer these questions?



Step 1:

Click [HERE](#) to access the Google Merchandise Store's GA account⁽¹⁾



Step 2:

Determine the 2-3 questions you would want answered to help achieve this goal



Step 3:

Look through the site's data and reports and see what you can use to answer your questions

Note:(1) Scroll down and click "Access the demo account" and then "Universal Analytics property: Google Merchandise Store (web data)"