

Google Analytics Project

Krisa Cassidy, Alison Reyes, Xue Xia, Jon Mambelli

Marketing Analytics

Dr. Hausman

A. Introduction

We will be analyzing the performance of Google's eCommerce store for the month of March 1st to March 31st of 2019. Google's eCommerce store contains a wide variety of products, such as sports socks, stylus pens and lip snapback navy caps. The purpose of this analysis is to create data-driven recommendations, in order for Google to maximize their profits. The following will take three of our goals, and three of Google's premade goals, to create graphical representations that support our recommendations.

B. Our Goals for Google's e-Commerce Store

Our goals for Google's eCommerce store are as following; return on ad spend, sessions and returning users. The return goal will involve tracking the value of a consumer's conversion in comparison to the cost of acquiring that consumer. This involves analysis of consumer's cost per conversion and revenue generated from their online purchases. Our goal would be to maximize the return on each consumer, in order to maximize revenue for Google's e-Commerce store. The second goal we developed, sessions, involves tracking how many consumers the site is receiving as well as the duration and behavior of consumers while on the site. Our goal will be to maximize the number of visits to the site, and after analyzing consumers' behavior, optimizing the site based on demographic and time of day consumers are visiting. Finally, the returning users goal, will track the number of individuals that are returning users. Our goal is to capture who the returning users are and to maximize the amount of returning users the site receives, because returning users are more likely to complete a purchase than new users are. Also, after completing this goal, we can give Google a better understanding of who to reach with retargeting and remarketing tools.

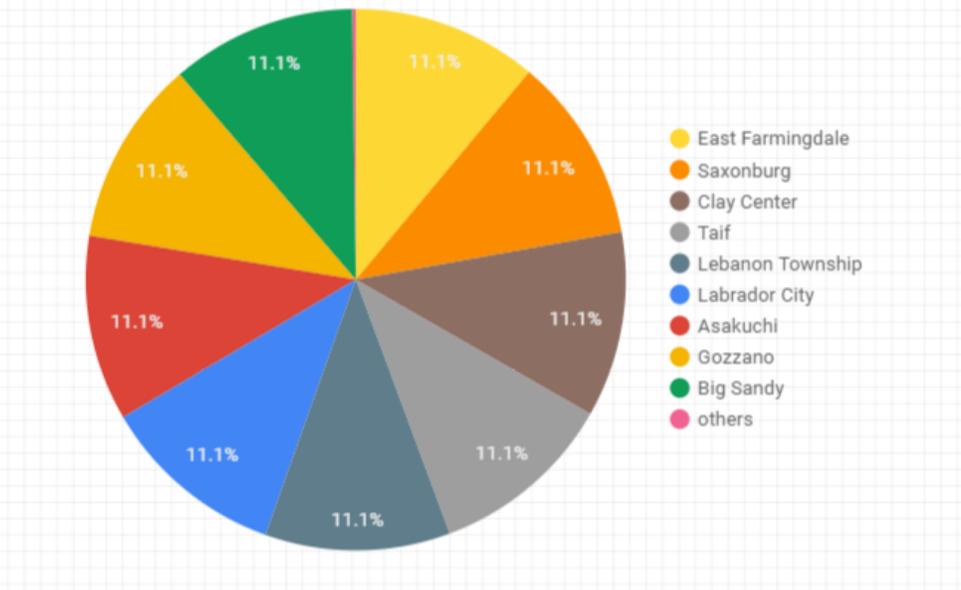
C. Comparison of our Goals to Google's Goals

The three goals from Google that we chose to use for our analysis are purchase completed, engaged users and entered checkout. Purchase completed tracks how many users make a successful purchase, through a goal completion location of a specific URL. This relates to our goals, specifically our goal of return on ad spend, because it involves consumers generating profits for Google through an online purchase. Both our goal of return and this goal of purchase completed, tracks how much consumers are spending. Google's goal of engaged users looks into the conversions of each consumer. This goal relates to our goals of returning users and session, because they both track the behavior of consumers. Looking into the AIDA model;

awareness, interest, desire and action, this goal most heavily relates towards the top of the funnel of awareness and interested, because it is tracking the behavior of an interested consumer. Google’s goal of entered checkout, ties well with all three of our goals. This goal is most tied with the end of the funnel, of decision and action, because it includes a consumer deciding to make the purchase and taking action by going to the checkout. The goals we created and the three goals we chose from Google, will now be used as guiding factors for an in-depth analysis of Google’s eCommerce performance.

D. Evaluation of Google’s Performance

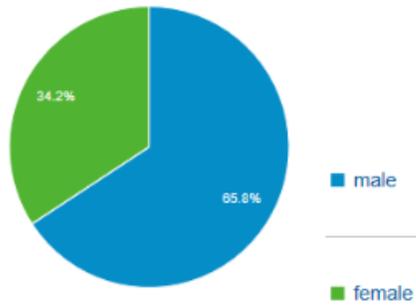
The following will analyze different segments of Google’s performance in order to evaluate how Google’s eCommerce store is performing, and relate that performance toward our goals and Google’s goals. The charts below will visually represent data on location, page views based on gender and age, seasonality, AOV and CLV. This will provide insight on how to optimize Google’s performance, which we will address in the recommendations section.



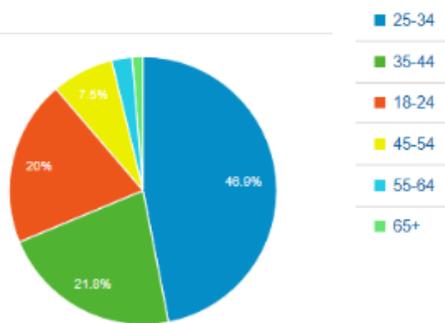
In relation to Google’s entered checkout goal, this pie chart shows the top list of cities that have users that enter Google’s eCommerce checkout. The top 9 cities listed, evenly take up almost all of Google’s users that enter the checkout. This is optimal information for Google, because it tells Google where they should be putting geolocation targeting for their ads. We recommend that Google use these top 9 cities to target their ads to, as a majority of their consumers that enter the checkout, come from these cities. This data is beneficial for Google’s

entered checkout goal, because by knowing the top cities that are have consumers entering the checkout, Google will have a better understanding of how to optimize this number.

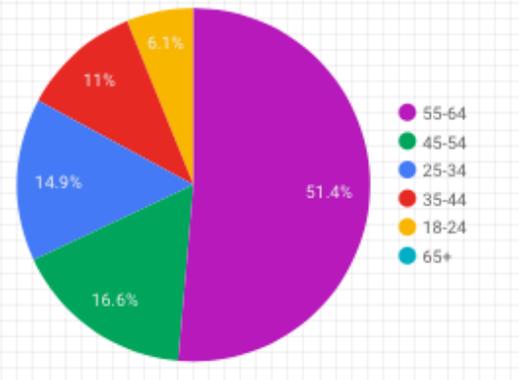
Page Views by Gender



Page Views by Age

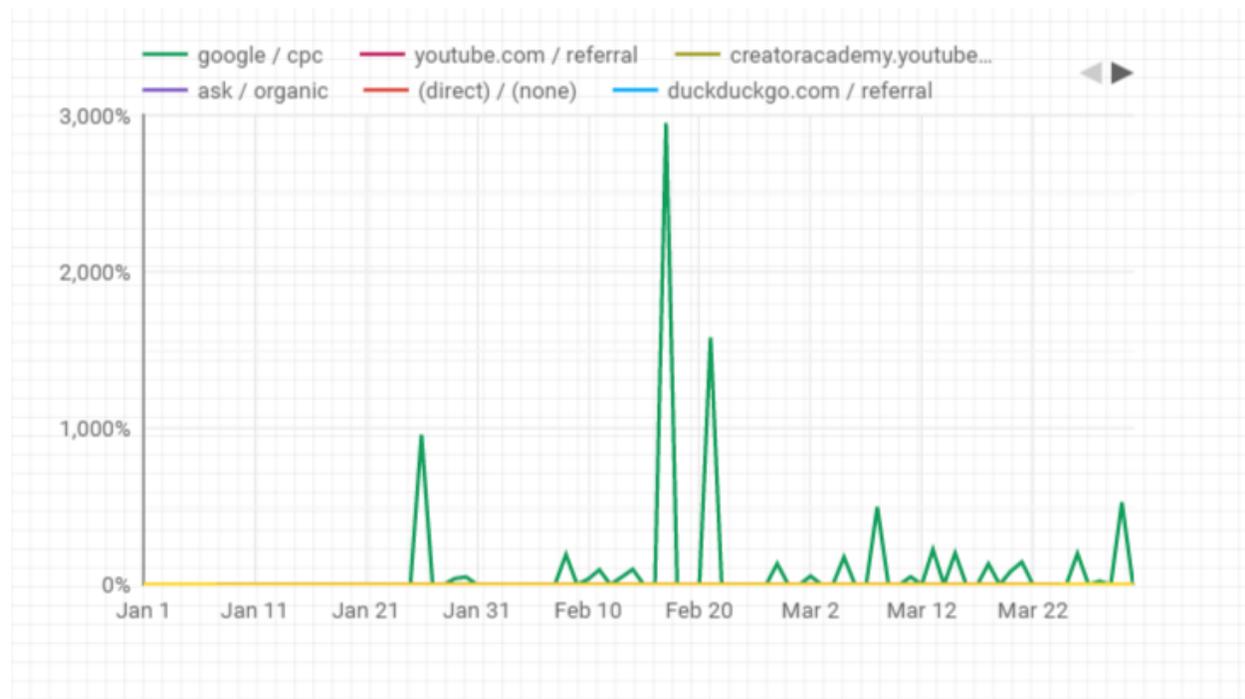


ECommerce conversion rate by age group



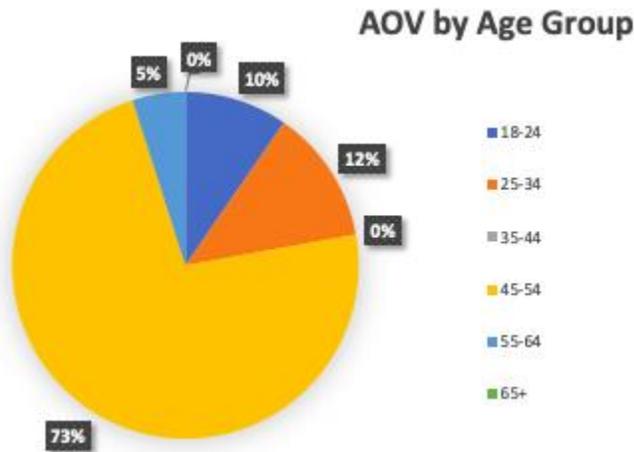
The above graphs look into page views by gender and age, and then eCommerce conversion rate by age group, which support multiple of our six goals. Based on the gender pie chart, there are far more males viewing the site than females. This shows that the target market is currently males, which is also emphasized by the majority of the store's products being considered for males. If they wish to create a less specific target market, there needs to be stronger marketing towards females to get more females engaged with the site. Ways to maintain or develop the target market based on gender are further discussed in the recommendations section. The graph representing page views by age shows that the majority of users that are viewing Google's products fall between the age of 25-34 years old. This information will allow Google to create Google campaigns with age targeting. This information aids in our goal of sessions and returning users. With Google knowing the majority of consumers falling within this

age group, they can retarget the users in this age group that have already viewed their site, using remarketing tools. Finally, the third graph shows that a majority of the conversions are actually coming from the age group of 55-64 years old. By comparing these three graphs, it tells Google that even though a majority of page views are coming from 25-34 years old, the group Google is actually making money from through conversions is 55-64-year-old. If Google wishes to have more conversions for 25-34-year-old, they should look into why these consumers are not purchasing from their site. This could be because of page content, such as displaying models with their product that are older rather than younger. It could also be due to price, meaning the 25-34-year-old are going to the website and being deterred by price. Our recommendations in the final section, will advise on how we believe Google can increase conversions from this age group.

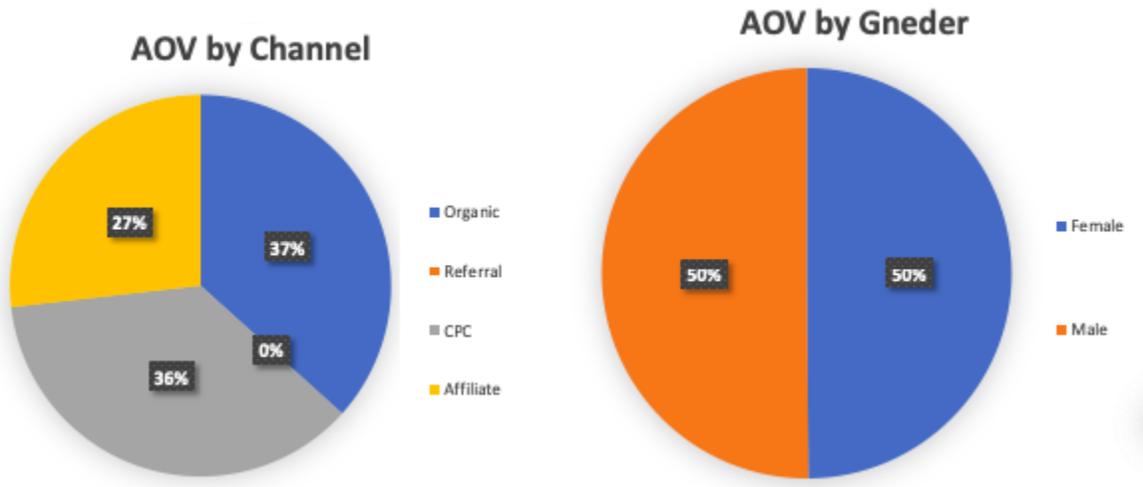


The above graph shows ROAS for each channel, from January 1st of 2019 to the end of March 2019. The graph shows that there is a spike in ROAS in the middle of February, with a lull in the beginning of January. It also shows that almost all of the ROAS comes from Google/cpc channel, meaning Google Ads are generating most of the return, rather than YouTube or Duckduckgo. The reason for capturing data beyond our one-month time period, is to show seasonality trends for Google's products, which will help us create recommendations for where and when Google is spending money on their ads. Knowing seasonality trends, align with

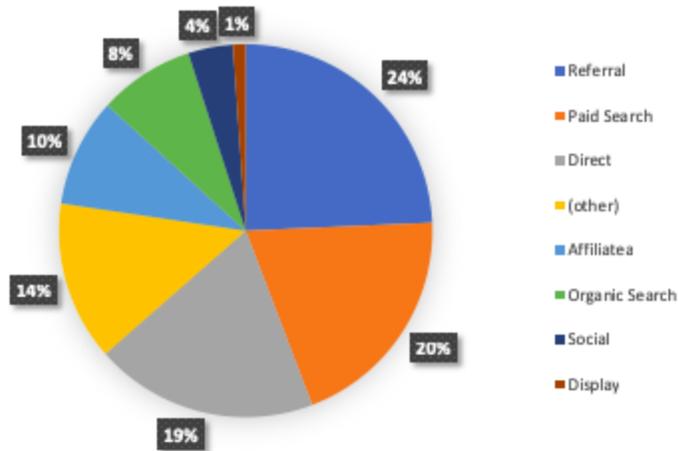
the completion of all our goals, specifically sessions and engaged users. This is because Google will have a better understanding of what time of year their products are most popular with consumers, and they can have a proactive rather than a reactive strategy when creating Google ads.



The pie chart above shows that the average order value by age group is being dominated by the 45-54 age group. This result is not surprising, as most conversions are coming from this age group. This age group most likely purchases the most because they have the largest disposable income, and are able to purchase Google’s products. This information can help Google maximize the amount people are spending when they reach their entered checkout goal. With this age group dominating the AOV, it is most beneficial for Google to remarket this age group while they are in the checkout stage of a purchase.



CLV per Channel (Goal Completions Per User)

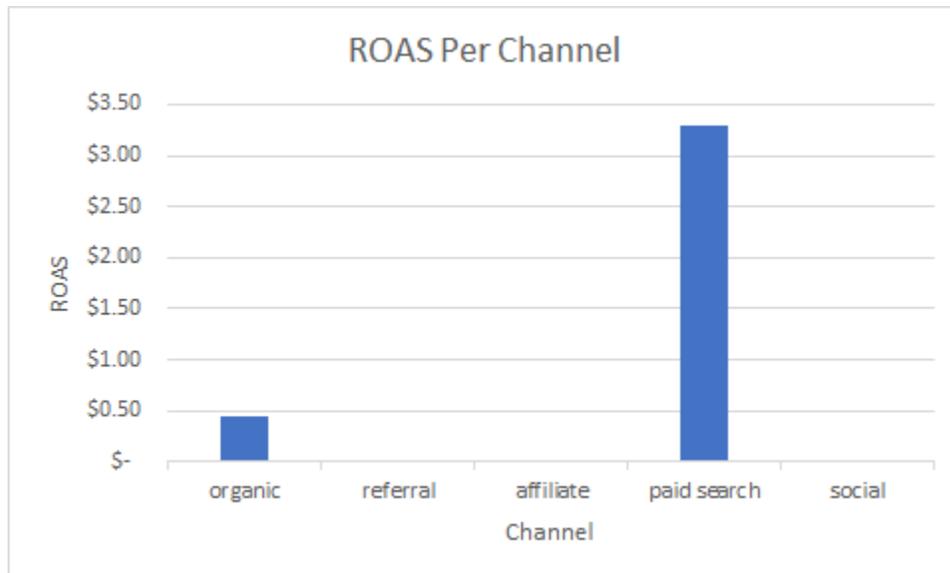


The first graph shows that the average order value is split almost evenly among the three channels; organic, affiliate and CPC. The second graph shows a perfectly even split of average order value between males and females. This tells Google that there is an even spread among genders and channels when it comes to how much consumers are purchasing. If Google hopes to maximize revenue within one gender or one channel, we advise they focus their budget towards the gender and channels that are performing the best in terms of conversions. For gender, that means allocating focus and spend towards males, as they have the higher conversion rate. For channel, Google should focus on optimizing their keywords in order to be higher on the SERPs. Lastly, the third graph shows customer lifetime value and which channels have the most effects, with referral taking the lead. This is interesting to note because Google’s customer lifetime value is the highest through the referral channel but AOV is 0% for referrals. This tells us that we should work on focusing on AOV for referrals, because it will give us a higher return down the road. These charts showcase data that support our goals and Google’s goals, specifically in terms of entering the checkout and completing a purchase. In order to maximize those goals, Google should take into consideration the AOV and CLV for channel and gender, because they will have a higher likelihood of increasing their revenue from those consumers.

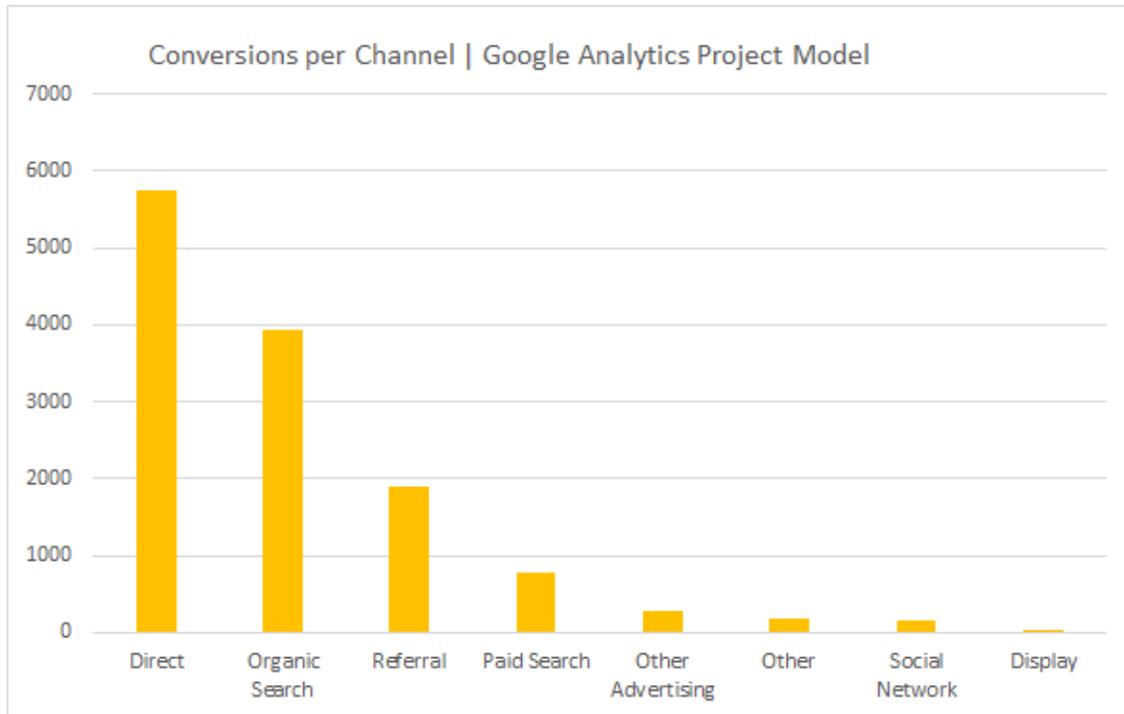
E. Multichannel Acquisition Analysis to Determine ROAS (Return on Ad Spend)

The analysis will now continue to visual representations of different attributes that affect our goals and Google’s goals, such as top channels, demographic information and time of the year using multichannel acquisition tools from Google Analytics. A key model we will be using is a custom Google Analytics model titled, “Google Analytics Project Model.” This model is

based off of Avinash's Mind-blowing Model, which mirrors the Position Based Model. With a lookback window of 75 days, we will designate 20% to the first interaction, 35% to the middle interactions and 45% to the last interactions. Using this model, we will analyze ROAS and conversion value, based on the multi-channel attribution, in order to ensure we do not give credit solely to a single channel.



The chart above displays the ROAS per channel. This was calculated by taking each channel's conversion value and dividing it by each channel's cost. The chart shows that paid search and organic are the primary sources of ROAS for Google's eCommerce store, with paid search being significantly larger. This is something for Google to keep in mind when deciding where to invest their money.



Using data from the Google Analytics Project model with the Model Comparison tool, we derived the following conversion values per channel. The largest of the attribution for the conversions going towards direct, organic search and referrals. This means that Google can attribute a majority of its successful purchases to direct, organic search and referral channels. The direct channel will be more difficult for Google to directly impact, considering direct entails consumers manually typing in Google's URL, meaning building brand awareness is the most direct way to generate more conversions in the direct channel. Therefore, we advise Google to focus more on organic search and referral channels, as conversions through these channels are much easier to directly impact. Google can improve their SEO in order to get higher on the SERPs, which will increase consumers clicking on their website through organic search. In terms of referrals, Google can either work with their current referral sites to improve where they fall on those sites, or even continue to expand the amount of referral sites they are on.

F. Recommendations

Our first recommendation for Google is to prioritize investing in organic and paid search, which would include optimizing their Google Ads. This recommendation is based on the results of the majority of purchase completed users, coming from organic and paid search. Google may believe investing in the referral channel is the best based on the pie chart saying it is the third

highest channel for all users. However, we advise against this because according to Google Analytics, no users are actually completing a purchase after going through a referral channel. The second recommendation we have for Google is to spend the money on organic and paid search during optimal times in the season, which according to our research, is in the middle of February. With a majority of their ROAS generating during this time, it is optimal to invest in products that consumers are purchasing in the middle of February. Our third recommendation is based on our findings on most page views being male. If Google plans to have a majority male target audience, then we recommend to create ad copy with the male perspective in mind and retargeting males using Google Ads retargeting tools. However, if Google would like to expand their products to the female demographic, then we recommend Google create ad copy with the female perspective in mind and create display ads that show female products. Our fourth goal is to have Google do more research on what type of products 25-34-year-old are purchasing, and how they like these products to be displayed online and priced. This is because of the finding that Google's eCommerce site is getting the most page views from this group, but this group is not converting as much as older age groups are. To wrap up this analysis, we believe these recommendations will help Google reach the required goals that will generate higher revenue for their eCommerce store.