# Google Analytics Report
## Google Merch Shop
### (March 1-15, 2023)

Janice Si

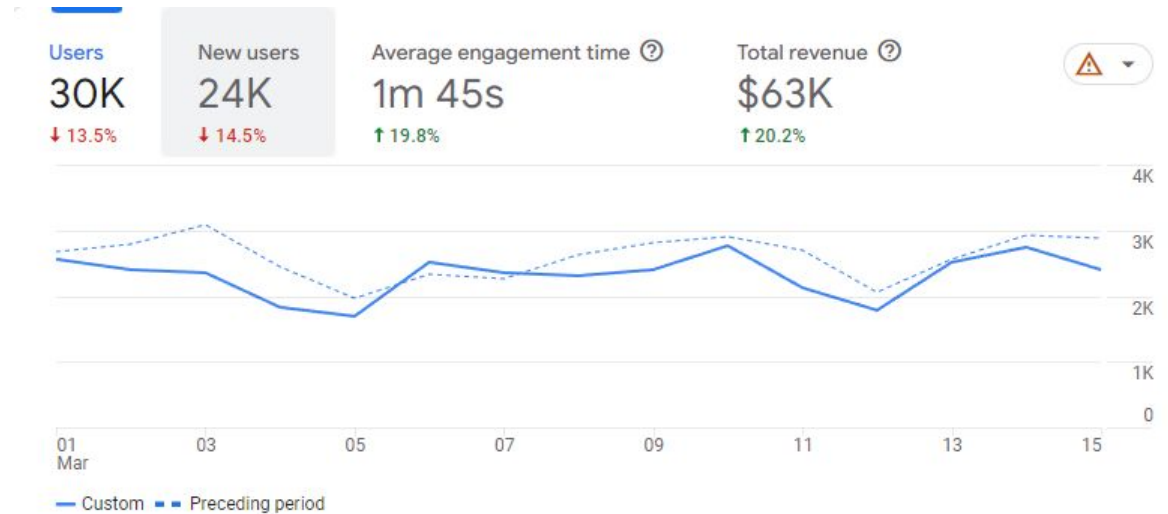# Overview
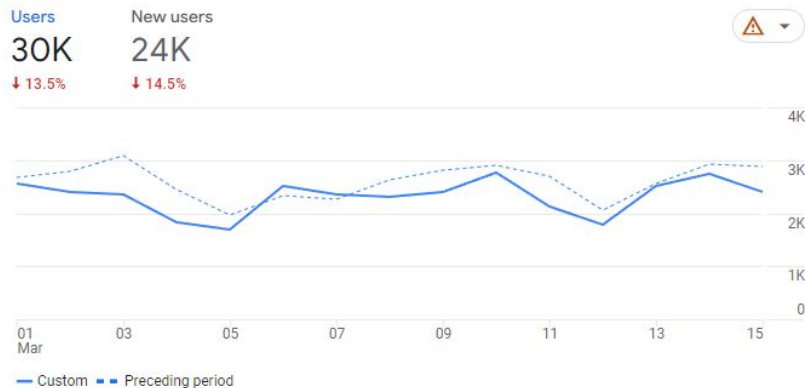
March 1-15, 2023
Vs.
February 14- 28, 2023

## Key insights

While the total number of users and new users decreased during this period compared to the preceding period, the average time spent on the site increased significantly. This seems to have translated to higher revenue overall, which increased by 20.2% compared to the preceding period. **The longer engagement time and higher revenue shows that while fewer people visited the site, those who did found the experience valuable and made purchases.**



| Users | New users | Average engagement time ⓘ | Total revenue ⓘ |
|---|---|---|---|
| 30K | 24K | 1m 45s | $63K |
| ↓ 13.5% | ↓ 14.5% | ↑ 19.8% | ↑ 20.2% |

— Custom  - - Preceding period

*Account snapshot during March 1-15, 2023 vs. February 14- 28, 2023.*

# Acquisition



Users **30K** ↓13.5%  New users **24K** ↓14.5%

*User acquisition overview snapshot during March 1-15, 2023 vs. February 14- 28, 2023.*

Sessions ▾  by Session default channel group ▾

| SESSION DEFAULT CHANNEL G… | SESSIONS | |
|---|---|---|
| Direct | 15K | ↓ 11.8% |
| Organic Search | 15K | ↑ 1.7% |
| Paid Search | 4.3K | ↓ 17.8% |
| Cross-network | 3.7K | ↓ 25.4% |
| Unassigned | 2.4K | ↓ 5.4% |
| Referral | 1.9K | ↑ 7.3% |
| Display | 131 | ↓ 80.7% |

*Traffic  acquisition overview snapshot during March 1-15, 2023 vs. February 14- 28, 2023.*

## Lower User Acquisition

Lower user acquisition means **fewer new visitors became customers or registered users**.

## Increased Traffic Acquisition Channels

Increased organic search traffic and referral traffic, suggesting some **growth in brand awareness and word of mouth.**

## Decreased Traffic Acquisition Channels

Declines in other traffic types: direct, paid, cross-network and display traffic suggests **issues with paid marketing campaigns,** limited success driving direct traffic, and **weaker discovery through partner networks and display ads.** These factors likely contributed significantly to the decline in new users, **outweighing the modest gains from organic search and referrals.**

## New users by First user default channel gro... ▾

| FIRST USER DEFAULT CH... | NEW USERS | |
|---|---|---|
| Direct | 8.8K | ↓ 14.2% |
| Organic Search | 8.8K | ↑ 0.3% |
| Cross-network | 2.7K | ↓ 36.1% |
| Paid Search | 3K | ↓ 22.6% |
| Referral | 903 | ↑ 13.6% |
| Display | 32 | ↓ 90.4% |
| Organic Social | 120 | ↓ 5.5% |

*First user default channel growth
during March 1-15, 2023 vs. February 14- 28, 2023.*

## Sessions ▾ by Session Google Ads campaign ▾

| SESSION GOOGLE ADS C... | SESSIONS | |
|---|---|---|
| 1009693 \| Goog...GAds_PMax Test | 3.7K | ↓ 25.4% |
| 1009693 \| Googl...\| Banner ~ Test | 116 | ↓ 82.1% |
| 1009693 \| Goog...rand (US/Cali) | 20 | ↓ 93.8% |
| 1009693 \| Goog...~ AW - Hoodies | 1 | ↓ 99.7% |
| 1009693 \| Goog...Product ~ Test | 16 | ↓ 92.6% |
| 1009693 \| Googl...~ AW - Apparel | 24 | ↓ 87.6% |
| 1009693 \| Googl...~ AW - T-shirts | 1 | ↓ 99.2% |

*Traffic Acquisition by Session Google Ads Campaign
during March 1-15, 2023 vs. February 14- 28, 2023.*

## Lifetime value

Last 120 days ending Mar 15

*Lifetime value
during March 1-15, 2023 vs. February 14- 28, 2023.*

## Increase in Organic Search

This suggests that the shop's efforts to optimize its organic search presence **may be paying off**, while its efforts to drive traffic through other channels, such as Display and Cross-network, **may not be as effective.**

## Significant Decline in Ads campaign

Need to **reevaluate the approach to online advertising**. It may be worthwhile to **review** the targeting, messaging, and creative aspects of the campaigns to identify areas for improvement.
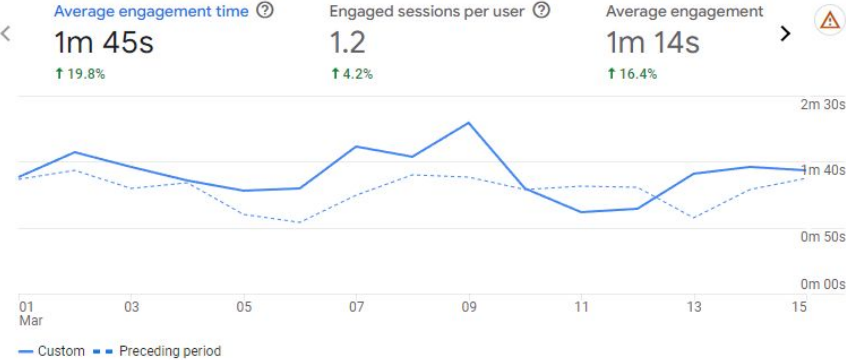
## Increase in LTV

The shop is still **able to attract valuable customers** who are willing to spend more money on average. This may indicate that the shop's marketing efforts are effectively targeting **high-value customers**, even if the total number of users is declining.
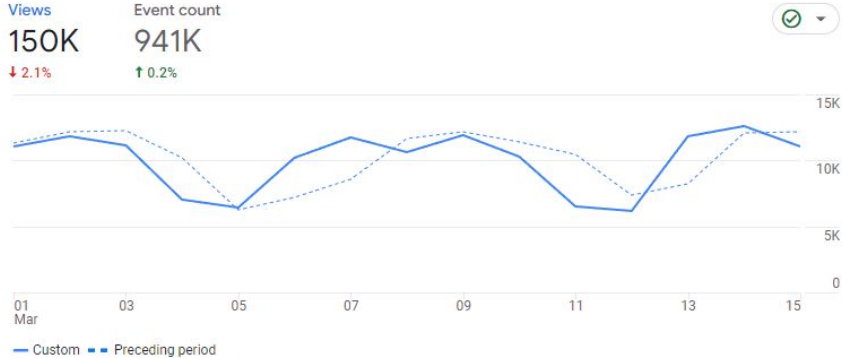
# Engagement



| Average engagement time ⓘ | Engaged sessions per user ⓘ | Average engagement |
|---|---|---|
| 1m 45s | 1.2 | 1m 14s |
| ↑ 19.8% | ↑ 4.2% | ↑ 16.4% |

— Custom  -- Preceding period

*Engagement Overview
during March 1-15, 2023 vs. February 14- 28, 2023.*

| Views | Event count |
|---|---|
| 150K | 941K |
| ↓ 2.1% | ↑ 0.2% |

— Custom  -- Preceding period

*Views and Event count
during March 1-15, 2023 vs. February 14- 28, 2023.*

## Increase in Engagement

This suggests that visitors are **spending more time** on the site, **returning to the site more frequently** and **engaging more deeply** with its content.

## Decrease in Views

This suggests that **fewer people are visiting the site** overall, although the increase in engagement time suggests that those who do visit are more engaged with the content.
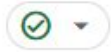
## Views by Page title and screen class

| PAGE TITLE AND SCREEN CLASS | VIEWS | |
|---|---|---|
| Home | 26K | ↓ 3.4% |
| Shopping Cart | 8.4K | ↑ 4.7% |
| Men's / Unisex \| Appa...gle Merchandise Store | 7K | ↑ 2.9% |
| Apparel \| Google Merchandise Store | 6.7K | ↓ 3.3% |
| Stationery \| Google Merchandise Store | 5K | ↓ 13.2% |
| Sale \| Google Merchandise Store | 5.6K | ↑ 8.6% |
| The Google Merchandise Store - Log In | 4.6K | ↓ 15.6% |

*Views by Page title and screen class
during March 1-15, 2023 vs. February 14- 28, 2023.*

## Event count by Event name

| EVENT NAME | EVENT COUNT | |
|---|---|---|
| view_promotion | 268K | ↑ 4.3% |
| view_item_list | 160K | ↓ 0.4% |
| page_view | 150K | ↓ 2.1% |
| user_engagement | 121K | ↓ 0.6% |
| scroll | 65K | ↑ 2.0% |
| session_start | 40K | ↓ 10.9% |
| view_item | 34K | ↓ 2.4% |

*Event count by Event name
during March 1-15, 2023 vs. February 14- 28, 2023.*

## Views Data Breakdown

Some areas like Shopping Cart and Sales shows **higher interest in making purchases**. The decreases in Home page and especially the Login page views indicate **lower engagement across the site**. It could mean fewer new and existing users are logging in, possibly due to **issues with the login process or user experience.**

## Event Data Breakdown

The largest increase in view_promotion events indicates **users are interacting more with promotions** on the site. This could **lead to increased purchases and revenue**. The largest decrease in session_start events signal a **drop in new or returning users** to the site.This may **lead to lower traffic, engagement, and sales over time** if not addressed. **Some potential issues to investigate include:**
**1**.Problems or friction with the login/signup process preventing users from starting a new session. **2.**Technical issues impacting users' ability to load the site and start a session.**3**.Declining interest in the site content or offers leading to fewer users and new sessions. **4**.Changes to the site or user experience that are turning some visitors away.
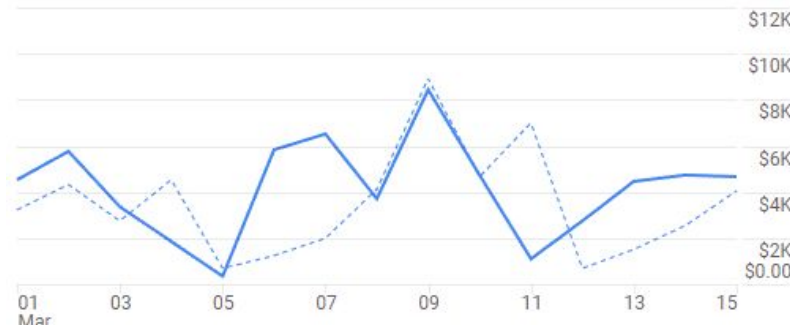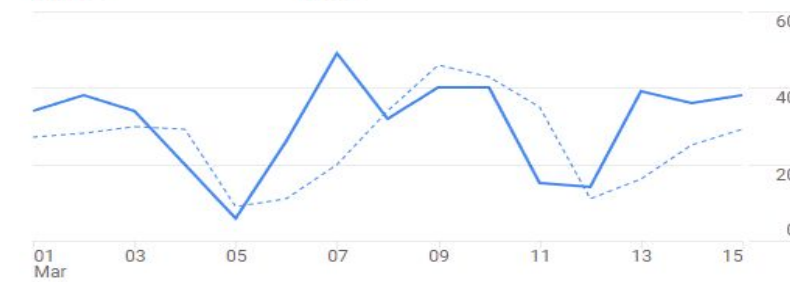
# Monetization

## Increase in Revenue

Total revenue and purchase revenue increased significantly which indicates that **customers are spending more on average**. Ad revenue remained flat at $0, so **purchase revenue was the main driver** of the overall revenue growth.

## Increase in Purchasers

The number of total purchasers with first time purchasers increased. This suggests **customer acquisition is improving.**

## Average purchase revenue per user
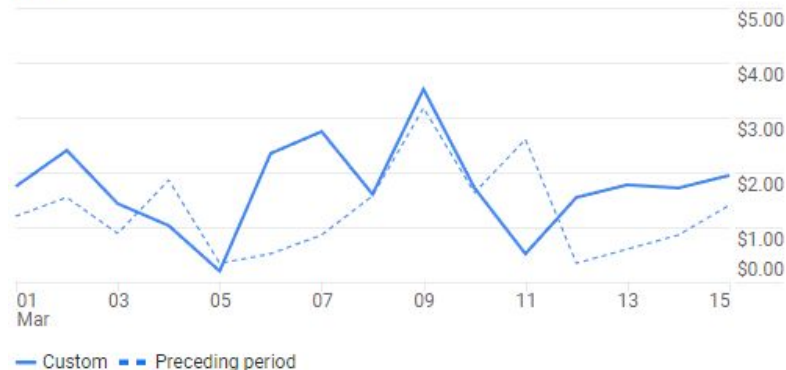
## $2.07

↑ 39.1%



— Custom  ▪ ▪ Preceding period

*Average purchase revenue per user
during March 1-15, 2023 vs. February 14- 28, 2023.*

## Items purchased by Item name

| ITEM NAME | ITEMS PURCHASED | |
|---|---|---|
| Google Ombre Purple Pen | 517 | ↑ 546.3% |
| Google Ombre Lime Pen | 256 | ↑ 287.9% |
| Google Ombre Yellow Pen | 199 | ↑ 290.2% |
| Google Sticker | 212 | ↑ 685.2% |
| Google Gradient Green Sunglasses | 230 | ↑ 11,400.0% |
| Google Perk Thermal Tumbler | 165 | ↑ 161.9% |
| Google Pen White | 0 | ↓ 100.0% |

*Item purchased by Item name
during March 1-15, 2023 vs. February 14- 28, 2023.*

## Increase in Revenue

This shows customers are spending more, the business should analyze the causes to determine if it's sustainable and representative of overall customer value long term.

## Item Sales

Google sunglasses sales increased dramatically suggests that the **sunglasses are a very popular produc**t that is driving a significant portion of the revenue growth. **Google pen** white sales declined 100%.This product **is underperforming and likely needs to be revised or de-emphasized.**

## Items purchased by Item list name

| ITEM LIST NAME | ITEMS PURCHASED | |
|---|---|---|
| Shop by Brand | 2.3K | - |
| writing | 32 | ↓ 96.5% |
| New | 568 | - |
| drinkware | 43 | ↓ 91.3% |
| men's / unisex | 81 | ↓ 74.4% |
| Apparel | 393 | - |
| Lifestyle | 345 | - |

*Item purchased by item list name
during March 1-15, 2023 vs. February 14- 28, 2023.*

## Items viewed in promotion by Item promotion name

| ITEM PROMOTION NAME | ITEMS VIEWED IN PROMOTION | |
|---|---|---|
| | 125K | ↑ 3.2% |
| the more the merrier | 50K | ↑ 2.4% |
| send a smile | 45K | ↑ 2.8% |
| noteworthy notebooks | 41K | ↑ 3.3% |
| 多いほどもっと良いでしょう | 1.6K | ↑ 159.6% |
| 笑顔を送る | 1.6K | ↑ 157.6% |
| 特筆すべきノート | 1.6K | ↑ 164.2% |

*Item viewed in promotion by item promotion name
during March 1-15, 2023 vs. February 14- 28, 2023.*

## Key Insights

Writing, drinkware and men's/unisex all declined over 70% in purchases.These categories are significantly **underperforming** and likely need to be revised. Shop by brand saw a large increase in purchases with no prior data for comparison. **This category is growing but its full growth rate is unclear.**

## Success in Promotion

For items viewed in promotions, all promotions saw increases, with the three Japanese promotions seeing increases of at least 150%. **The promotions are effectively driving more traffic and engagement.**

# Users

| COUNTRY | USERS | |
|---|---|---|
| United States | 17K | ↓ 11.0% |
| Canada | 2.5K | ↓ 48.0% |
| India | 3K | ↓ 8.2% |
| China | 1.3K | ↑ 29.3% |
| Japan | 677 | ↑ 9.2% |
| South Korea | 525 | ↑ 28.7% |
| Taiwan | 436 | ↑ 29.4% |

*Demographics overview
during March 1-15, 2023 vs. February 14- 28, 2023.*

Users ▾ by Gender ⚠ ▾

● MALE **57.2%** ↑ 0.7%   ● FEMALE **42.8%** ↑ 2.8%

*Users by gender
during March 1-15, 2023 vs. February 14- 28, 2023.*

Users ▾ by Age ⚠ ▾

25-34
18-24
35-44
45-54
55-64
65+

0  500  1K  1.5K  2K  2.5K

● Custom range  ● Preceding period

*Users by age
during March 1-15, 2023 vs. February 14- 28, 2023.*

## By Country

Decreased users indicating a **drop in demand**. Increased users shows **improving in acquisition and retention.**
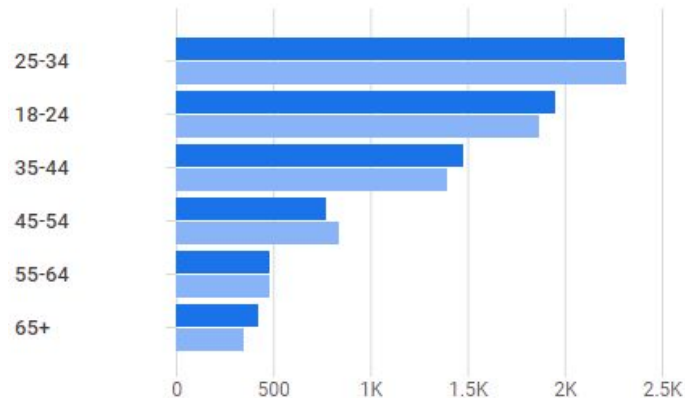
## By Gender

The male/female split remains similar with males still the majority but **females growing faster.**
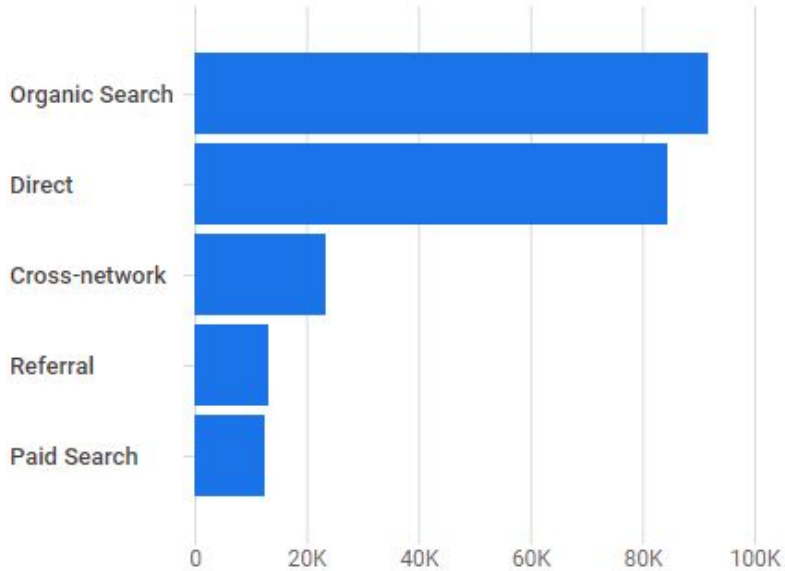
## By Age

The age bracket showing the largest decline was 45-54. The key **25-34 and 18-24 groups still comprise the majority.**

# Performance

## Conversions by Default channel group



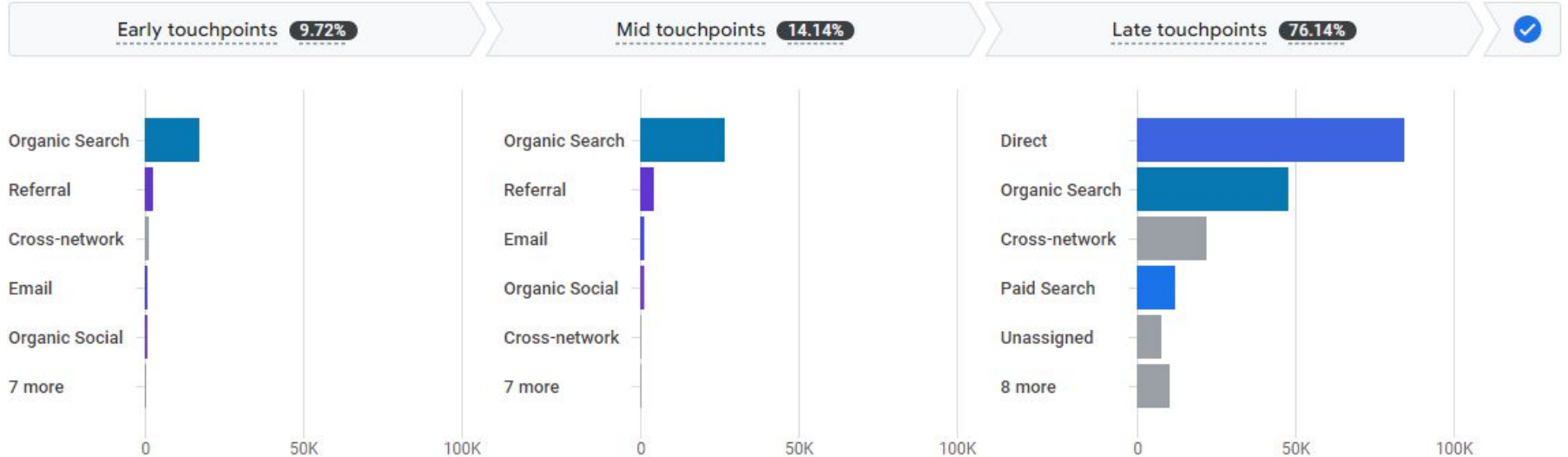*Conversions by Default channel group during March 1-15, 2023.*

## Overall Performance

- There were 241,935 conversions during the period, generating $62.8 million in total revenue.
- Ad spend was $2.5 million, resulting in a **healthy 25.2x return** on ad spend.

## Key Takeaways:

- Organic search and direct traffic are largest drivers of conversions and revenue, showing **strong brand strength and SEO success.**
- Paid advertising produced a good ROI but likely needs optimization to **increase conversion rates and value.**
- Referral and social media channels have room for improvement to maximize their potential.
- The website is generating **strong total revenue** but some channels appear less efficient on a per-conversion basis.

# Attribution

Conversions by Default channel group ▾ using Cross-channel data-driven model▾

| Early touchpoints `9.72%` | Mid touchpoints `14.14%` | Late touchpoints `76.14%` | ✔ |

**Early touchpoints**
- Organic Search
- Referral
- Cross-network
- Email
- Organic Social
- 7 more

(axis: 0, 50K, 100K)

**Mid touchpoints**
- Organic Search
- Referral
- Email
- Organic Social
- Cross-network
- 7 more

(axis: 0, 50K, 100K)

**Late touchpoints**
- Direct
- Organic Search
- Cross-network
- Paid Search
- Unassigned
- 8 more

(axis: 0, 50K, 100K)

*Conversions by default channel group using cross-channel data-driven model during March 1-15, 2023.*

**Key Insights**

- The majority (76.14%) of conversion credit goes to the **final click before a conversion**.
- Direct traffic, paid search and cross-network ads acted mostly as **late stage touchpoints** that drove final clicks.
- Organic search contributed at **every stage** of the funnel, exposing users and driving initial to final interactions.
- Referral traffic and email acted as both **early and mid stage** touchpoints that helped expose and nurture users before final conversions.

# Conclusion

**Acquisition:**
- Declines seen in user acquisition and sessions except for organic search and referrals
- Largest decreases in display, cross-network and Google Ads
- Despite less traffic, lifetime value increased, suggesting higher conversion rates

**Engagement:**
- Though total views decreased, visitors engaged more and spent more time on site
- Increased engagement time and sessions per user indicate higher interest

**Monetization:**
- Revenue growth driven by higher spending per customer, more purchases/customers, and growth in some popular items and promoted items
- Some underperforming item lists highlight opportunities

**Users:**
- US and Canadian user declines indicate demand weakness
- New user growth is high but retention needs improvement
- Some tech hub cities are faring better
- The gender gap is closing slowly
- The 45-54 age group is declining the most while younger groups remain largest

**Performance:**
- Performance is solid due to organic search and direct traffic
- Opportunities exist to optimize lower performing channels to maximize value per conversion

**Attribution:**
The majority of conversion credit goes to the final click before a purchase. The chart helps identify which channels are mainly driving awareness versus final conversions, so spend can be optimized accordingly to maximize the impact of each channel.

# Recommendation

**Acquisition:**
- Analyze the reasons for declines in user acquisition and sessions from most channels. Address any issues like technical problems, outdated content, or poor targeting.
- Identify strategies to improve underperforming channels like retargeting ads, more relevant display ads, and optimizations to the paid search campaigns.
- Increase promotion of organic search and referrals that are showing small gains.

**Engagement:**
- Continue to create and optimize engaging content that keeps users on site longer and encourages deeper interactions.
- Explore ways to further improve engagement metrics like average session duration.

**Monetization:**
- Promoting popular items and successful promotions.
- Analyze underperforming item lists and products to identify improvements that could boost their performance.

**Users:**
- Investigate the causes of declines in US/Canadian users and develop strategies to reverse the trend and boost demand.
- Improve user retention by optimizing the customer journey, implementing loyalty programs, and reducing friction.

**Performance:**
- Optimize lower performing paid channels by A/B testing, and adjusting budgets.
- Test different attribution models to maximize value from referrals, display, social media and other awareness channels.

**Attribution:**
- Credit channels for driving awareness over final clicks
- Test tactics to improve conversions over time.