

MGT 6565-02 Digital Marketing Assignment 4.0

Google Merchandise Store Analytics

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Note: As per instructions of the assignment, the following data is from December 1st, 2024 – December 31st, 2024.

Part 1: Traffic

(I) Data from User Acquisition

1. Users: 71,804
2. New Users: 63,235

(II) Data from Traffic Acquisition

1. Sessions: 101,039
2. Event Count: 1,510,540
3. Engaged Sessions: 56,745
4. Revenue from Email: \$31,681.84 (9.19%)

(III) Channel with highest quality traffic (as per revenue per session)

1. Direct: \$2.69
2. Organic Search: \$4.52
3. Unassigned: \$1.69
4. Email: \$6.68
5. Referral: \$5.59
6. Cross-network: \$1.39
7. Paid Search: \$7.21
8. Organic Social: \$4.27
9. Organic Shopping: \$3.09
10. Paid Other: \$0
11. Display: \$0
12. Organic Video: \$0

Paid Search is the channel with the highest quality traffic (revenue per session) of **\$7.21**.

Part 2: Conversion

Data from Traffic Acquisition, “Purchase” from key event columns

1. Purchases/Conversions: 2,132.00
2. Conversion rate (Session key event rate for purchases): 1.86%
3. Conversion rate (Direct channel): 1.58%
4. Conversion rate (Referral channel): 3.78%

The channel with the highest (purchase) conversion rate was **Email** with **5.04%** conversion rate.

Part 3: Revenue

(I) Data from Transactions

1. Total Revenue: \$344,619.61
2. Revenue per purchase: \$161.64
3. Revenue per purchase (Direct Channel): \$149.38

(II) Channel with the highest average order value (revenue per purchase)

1. Direct: \$149.38
2. Organic Search: \$208.16
3. Unassigned: \$129.72
4. Email: \$131.46
5. Referral: \$145.02

6. Cross-network: \$92.15
7. Paid Search: \$267.9
8. Organic Social: \$115.11
9. Organic Shopping: \$75.93
10. Paid Other: \$0
11. Display: \$0
12. Organic Video: \$0

Paid Search had the highest average order value (revenue per purchase) of **\$267.9**.

Part 4: Monetization

(I) Change to Web Design to decrease abandonment rate of add-to-carts

The current abandonment rate of add-to-carts is **42.6%**. In order to decrease this rate, Google Merchandise Store can employ the following change to web design:

Change: Add a message which informs the user the product has been added to cart (like amazon) and instead of having the checkout window slide from the right, have it open in the centre of the website with a clear CTA prompting the user to checkout.

(II) Step of checkout journey with the largest abandonment rate

The **add payment** step of the checkout journey has the largest abandonment rate, boasting an abandonment rate of **29.3%**.

(III) Is the abandonment rate reasonable for this step or is the purchase process flawed?

No, the abandonment rate for the “add payment” step is unreasonable. I believe this is highly since google does not have a variety of payment options available. The only payment option available at checkout is “Pay with stripe” (See image attached below).

ALERT: Your **residential/home address** may be your best option to avoid delivery delays! Recently many companies and organizations have implemented work from home policies and will have limited internal package distribution and delivery services. Consider having your package shipped directly to your home address versus your work address in order to receive packages on a timely basis. Check the tracking provided when your order ships so you can be on the lookout for your order. For additional information, please reach out to us at googlesupport@robertsonmarketing.com.

The screenshot shows a checkout page with three main sections. On the left, under 'Billing Address', there is a button labeled 'ADD ADDRESS'. Below that, under 'Payment Method', there is a radio button selected for 'Pay with Stripe'. On the right, the 'Subtotal' is listed as '\$20.00' for '1 item'. Below the subtotal, it states 'Tax and shipping will be calculated at checkout.' There is a field for 'Promo or Gift card code' with an 'Add' button. At the bottom right, there are two buttons: a blue 'CONTINUE' button and a white 'BACK TO CART' button.

(Image Illustration #1)