




Google Merchandise Store

Marketing Strategy



Inari Coleman/May 2022



Help the Google Merchandise Store grow their retail sales by 20% by developing an insights driven marketing strategy.

Original Data



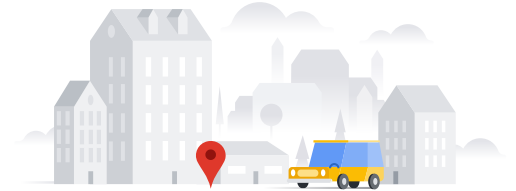
Data Sources

Google Merchandise
Store GA360



Date Range

March 1, 2021 - March
31, 2022



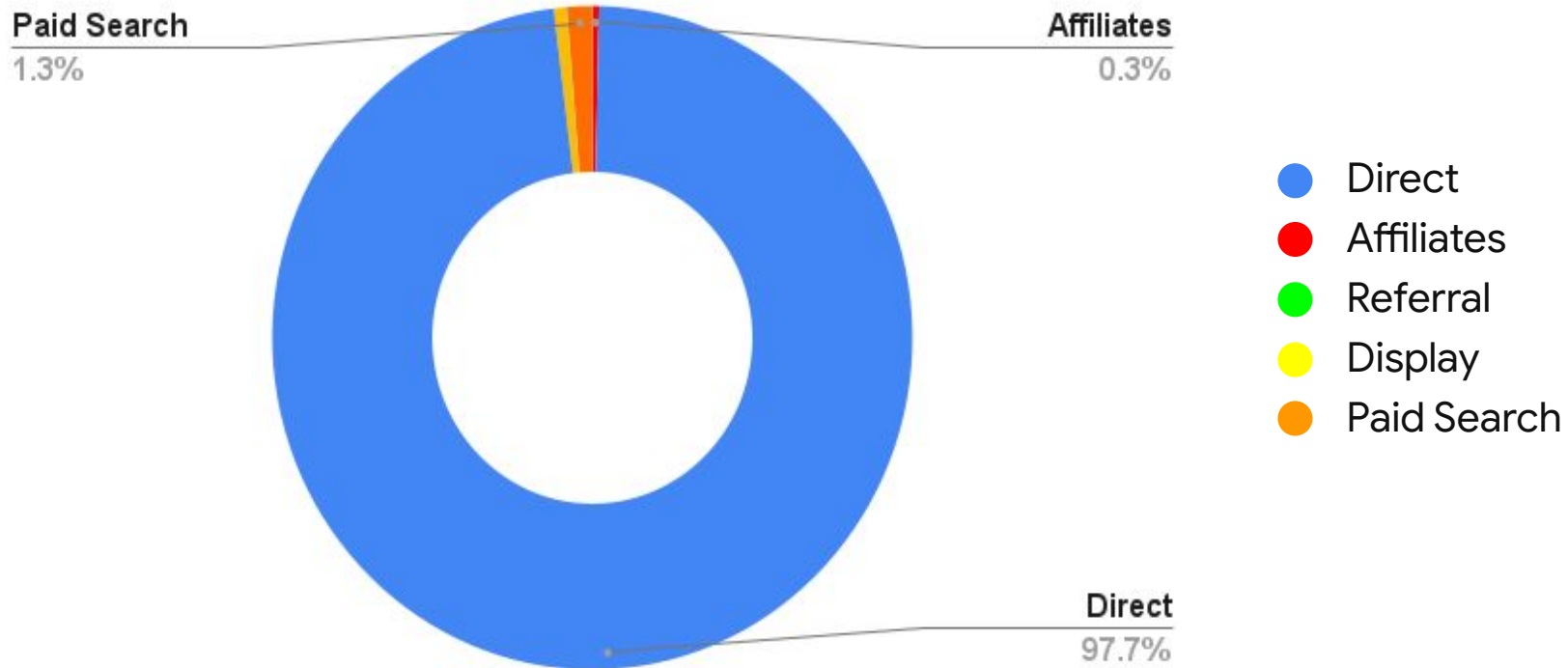
Location

U.S Only

680,000

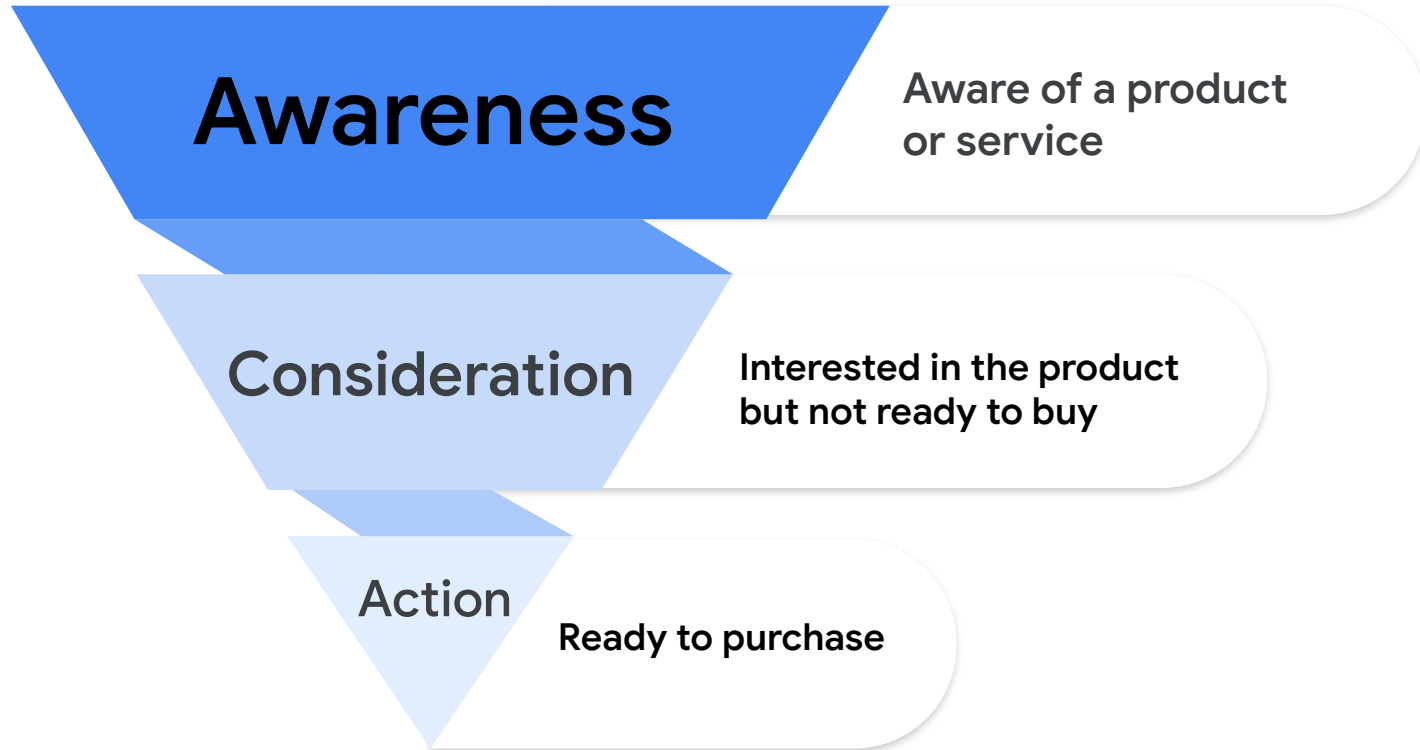
Google Merchandise Store had New Visitors within a year from 03/01/2021 to 3/31/2022. Why not a million?

Audience Demographics



Marketing Funnel

What are the goals in the Marketing Funnel ?





Awareness



Consideration

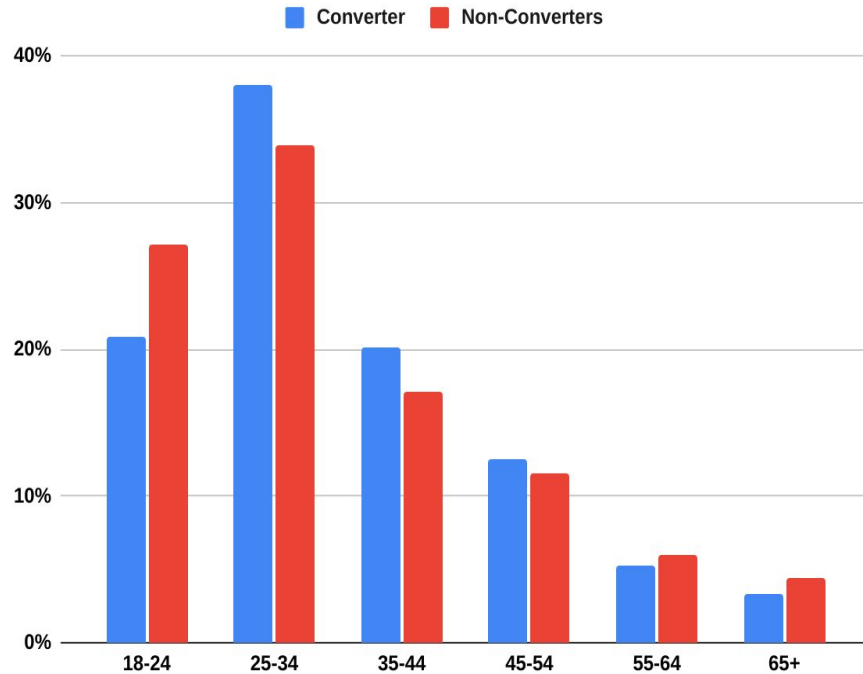


Action

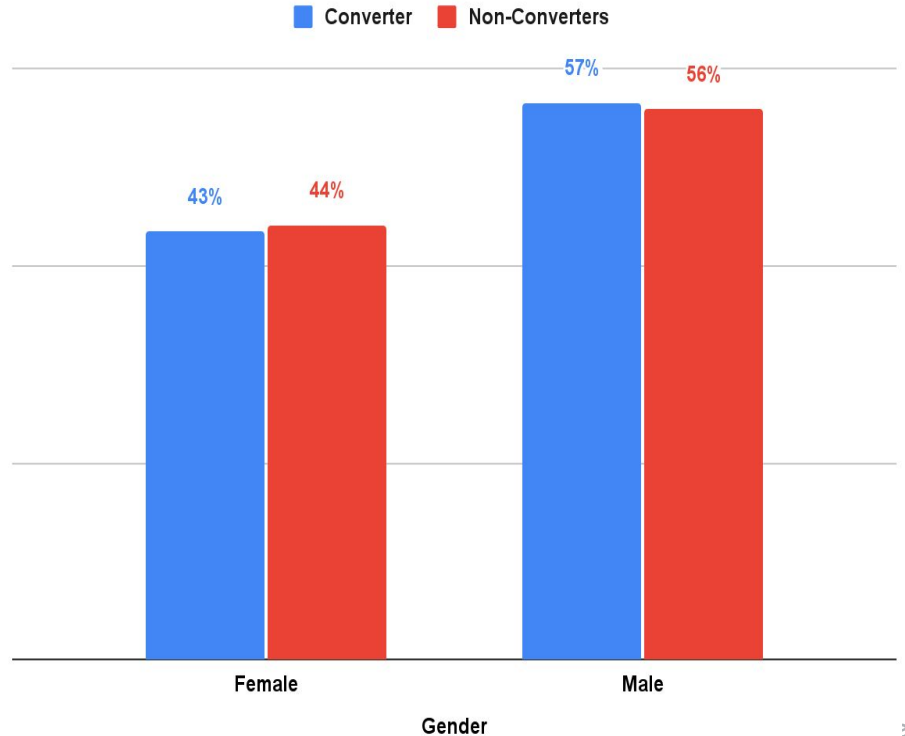
Audience Demographics

Converters tend to be Male between the age groups of 25-34

Converters by Age Group



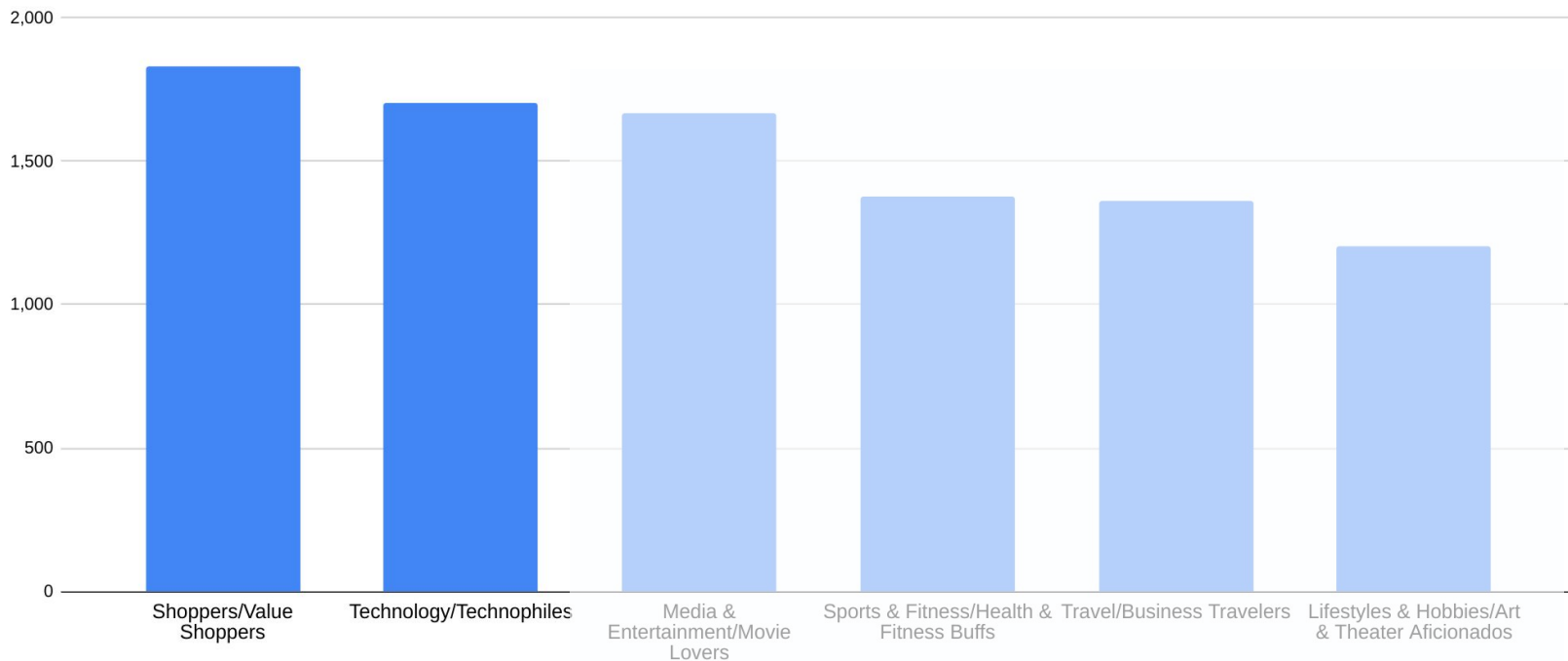
Converters by Gender



Audience Demographics

Shoppers/Value Shoppers & Technology/Technophiles drive the most transactions

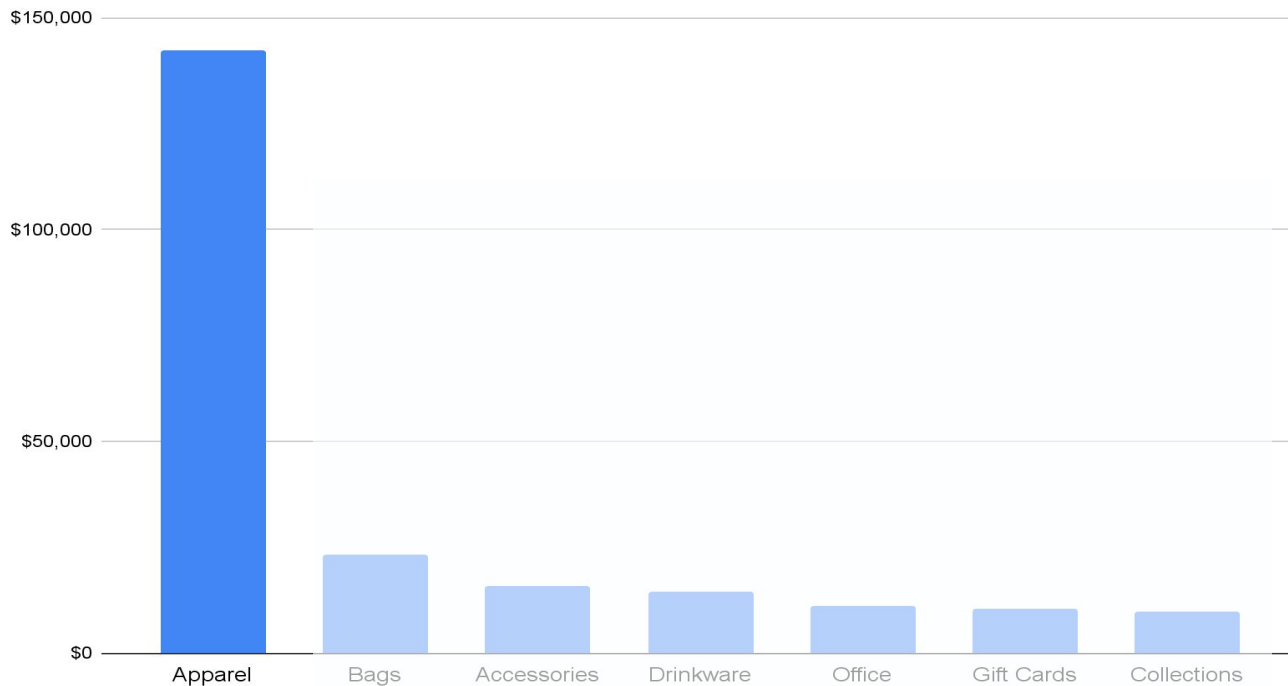
Transactions by Affinity Group



Audience Demographics

When users buy from the site they spend the most on apparel

Revenue by Product Group

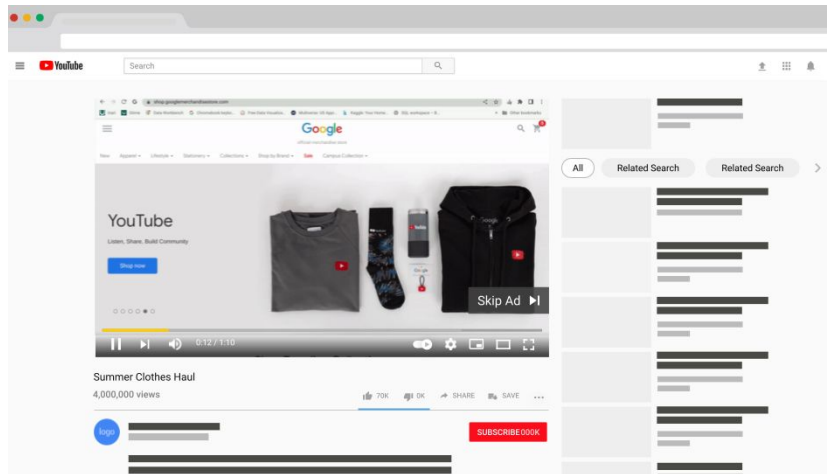


Youtube Ads

Marketing Tactic to drive awareness

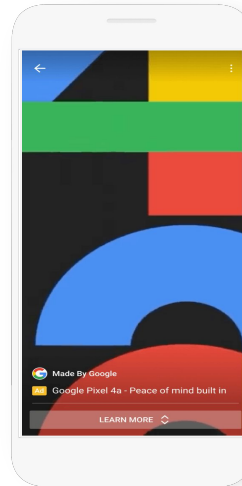
Youtube Standard In-Skippable Ads

Over 70% of viewers say that YouTube makes them more aware of new brands.

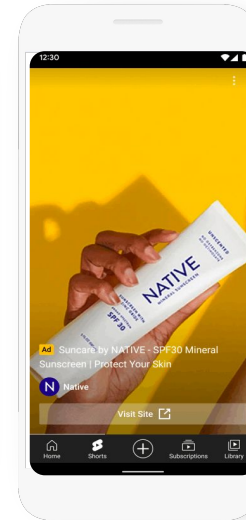


YouTube Shorts

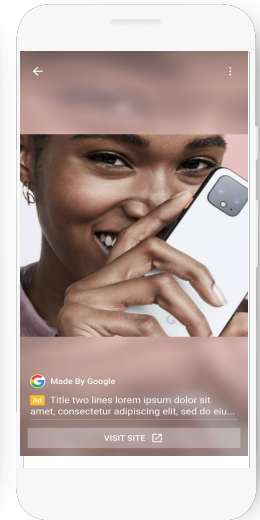
Youtube Shorts accumulated has over 5 trillion views. Viewers are 4x more likely to use YouTube versus other platforms to find information about a brand, product, or service.



Action Video



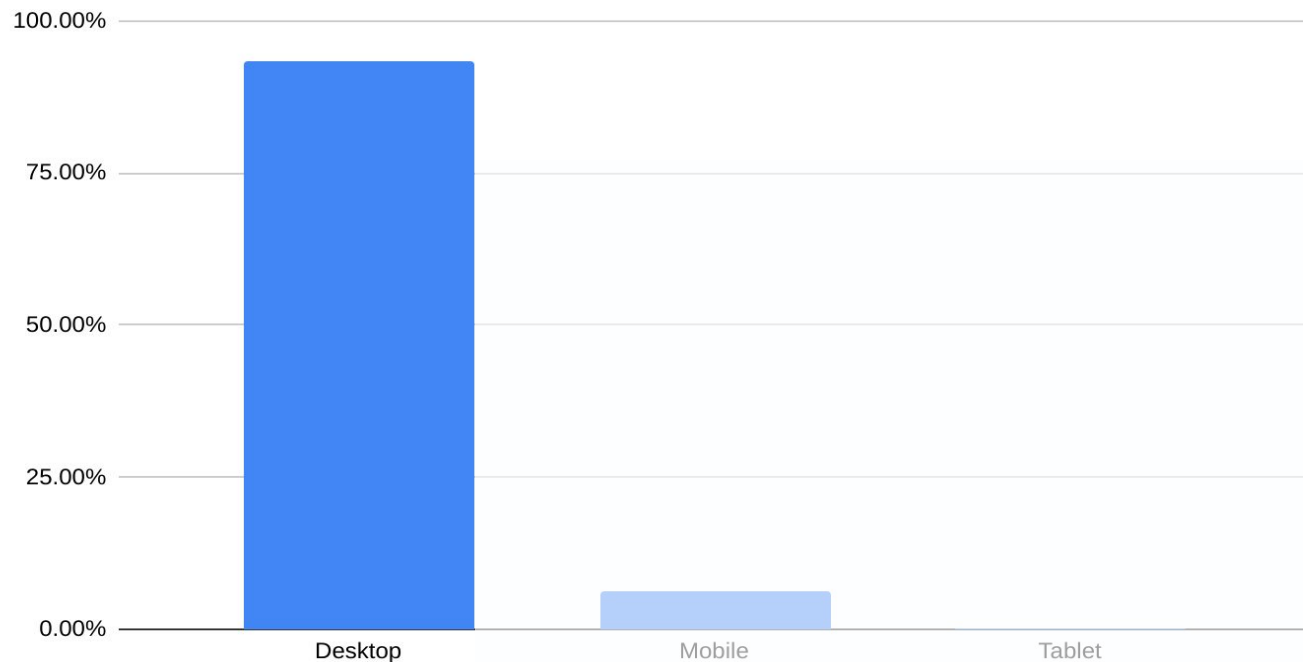
Discovery Image



Audience Demographics

Users are more likely to convert on Desktop than on Mobile devices

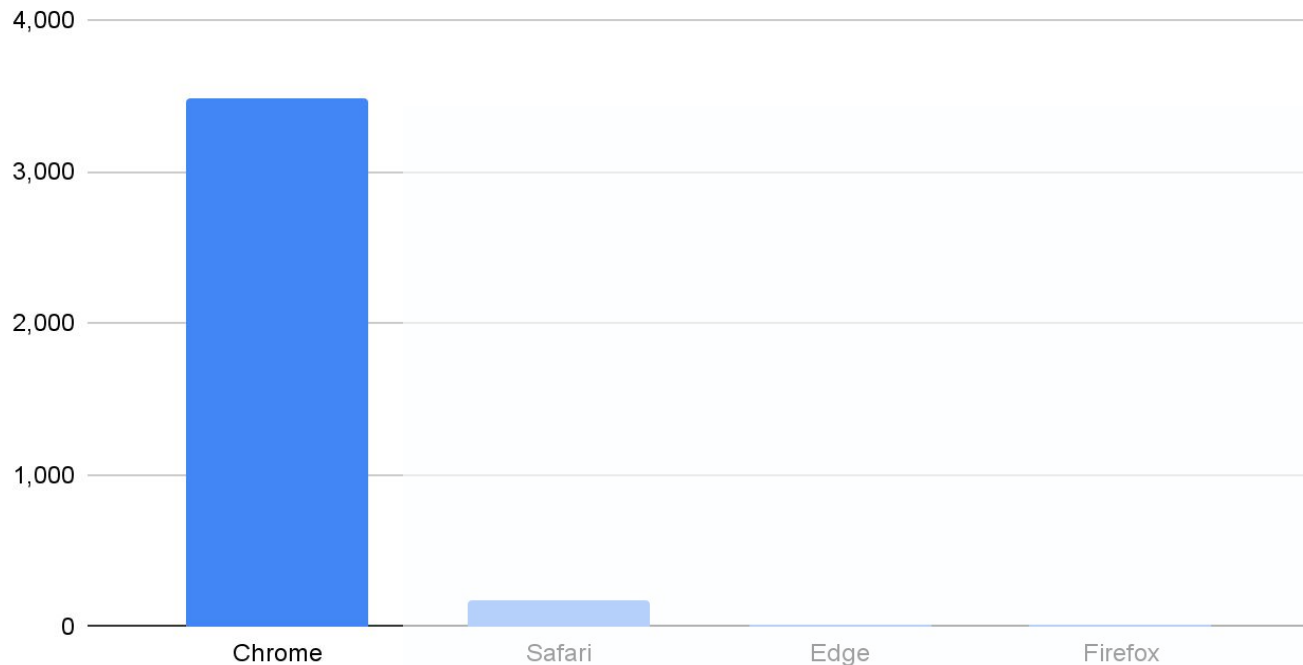
Transactions by Device Category



Audience Demographics

Users were most likely to be browsing on Chrome than any other Browser Type

Converters by Browser Type



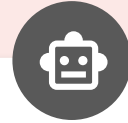
Source: Google Merchandise Store GA360, 03/01/2021-03/31/2022, U.S only



Awareness



Consideration



Action

Shopper Behavior

Sessions with Product Views

15%

of New Visitors viewed a product on the site but did not purchase

21%

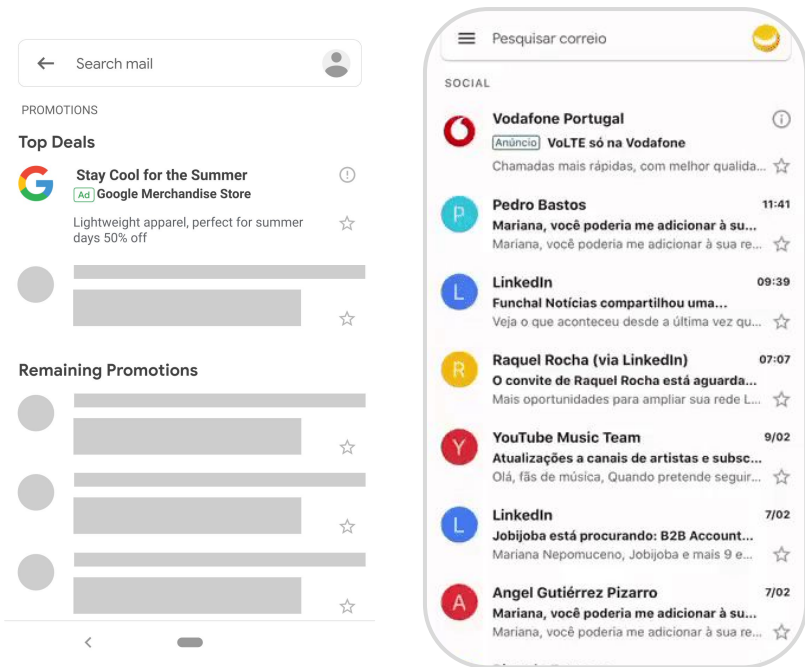
of Returning Visitors that viewed a product on the site but did not purchase

Display Ads

Gmail Ads and Responsive Display Ads to drive Consideration for New & Returning Visitors that viewed a product but did not purchase

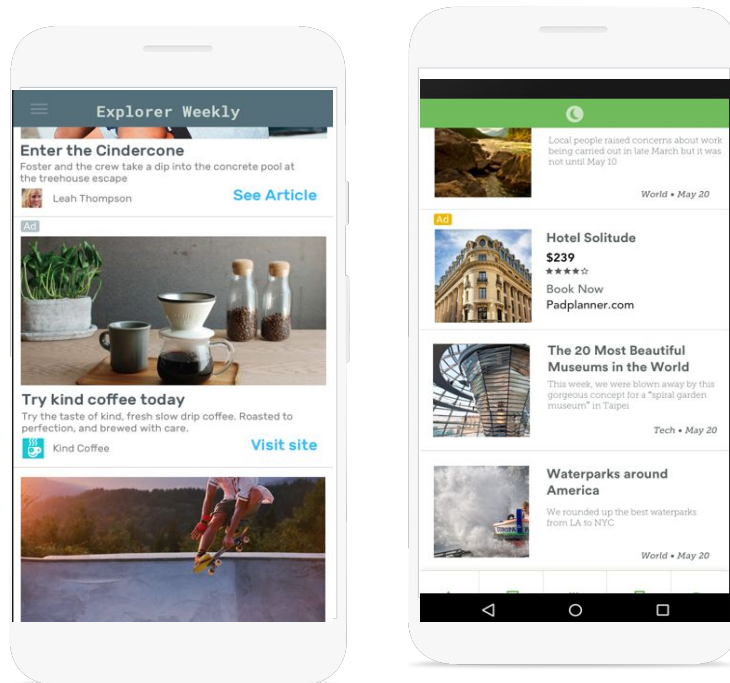
Gmail Ads

Gmail has 1B+ users across the globe. Gmail Ads are displayed at the top of the Social or Promotions tab where users visit for deals, subscriptions, and brand messaging.



Responsive Display Ads

Responsive Display Ads push 30% more conversations than a Text Ad on average.

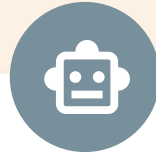




Awareness



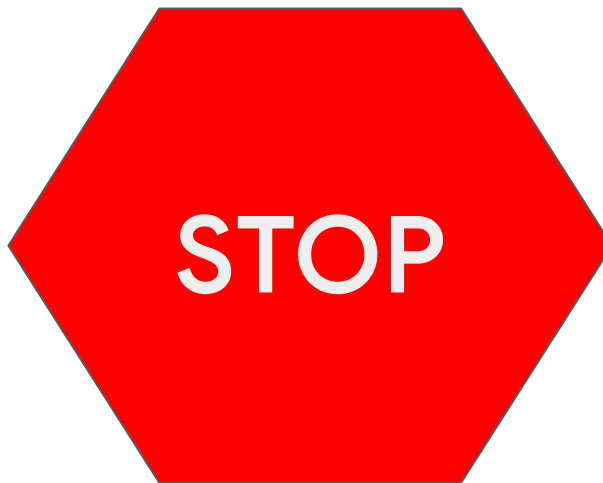
Consideration



Action

Internal promotions/Coupons =! High Transaction

Coupons only drove 440 Transactions



Shopper Behavior

Users that have Abandoned the cart at Checkout

37%

**of New Visitors initiated
the checkout process
does not finish the
purchase**

32%

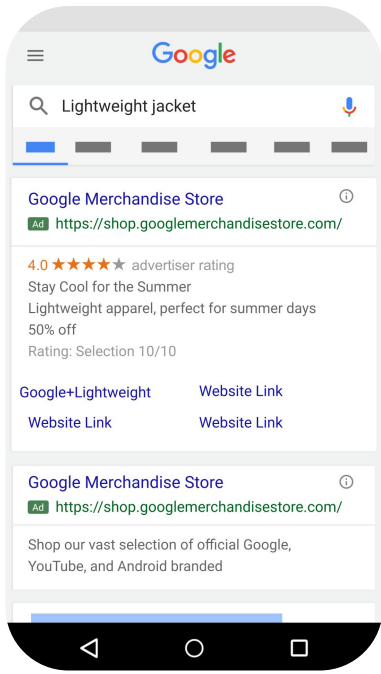
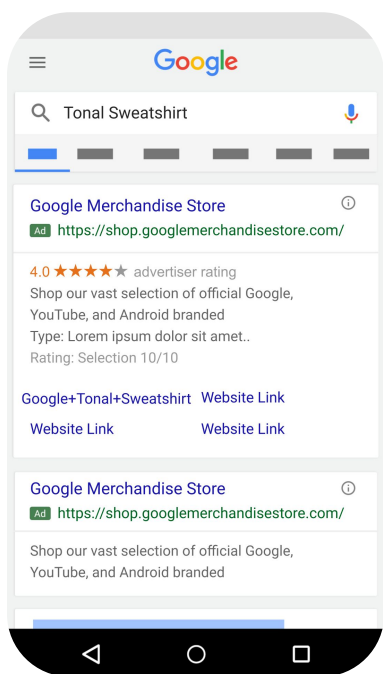
**of Returning Visitors
initiated the checkout
process does not finish
the purchase**

Search Ads

Dynamic Search Ads and Responsive Search Ads to drive Transactions for New & Returning Visitors that initiated the checkout process did not finish the purchase

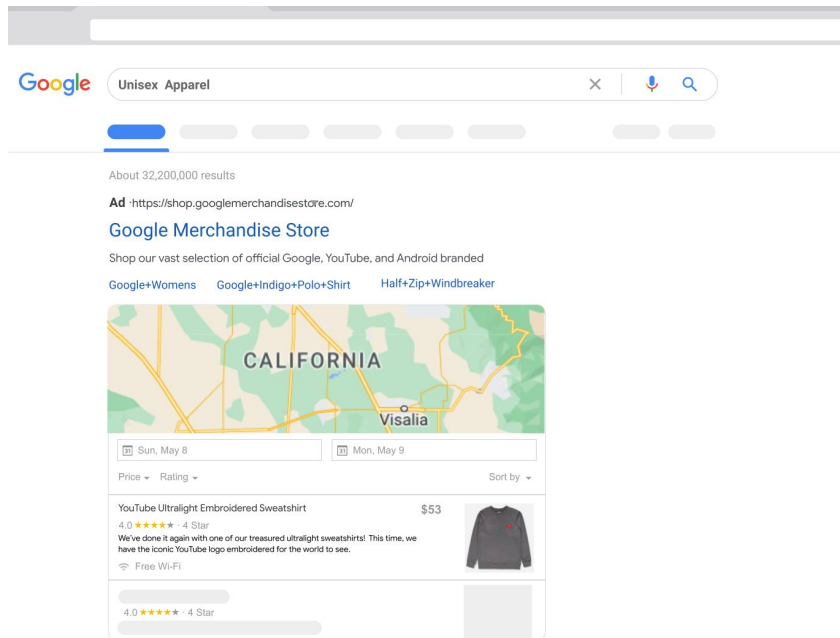
Dynamic Search Ads

Dynamic Search Ads appear when someone searches on Google with terms closely related to titles or frequently used phrases on your website. DSA drives 15% more clicks to your website.



Responsive Search Ads

Responsive Search ads drive 10% more clicks and conversions.



Goal

Key Finding

Recommendation

Awareness

- Most Attraction to the website is from Direct Search
- Shoppers/Value Shoppers & Technology/Technophiles drive the most transactions

Use Youtube Ads & Audience Targeting to bring awareness to Google Merchandise Store. In-standard skippable ads, also Youtube Shorts

Consideration

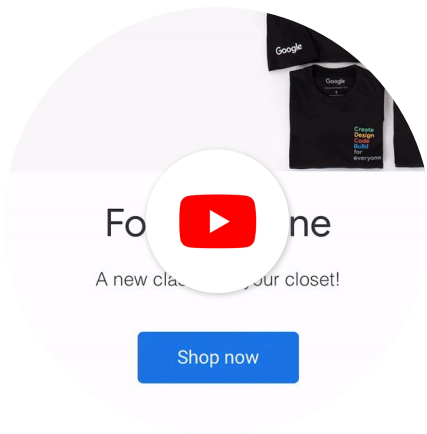
- 15% of New Visitors viewed a product on the site but did not purchase
- 21% of Returning Visitors that viewed a product on the site but did not purchase

Gmail Ads and Responsive Display Ads to drive Consideration for New & Returning Visitors that viewed a product but did not purchase

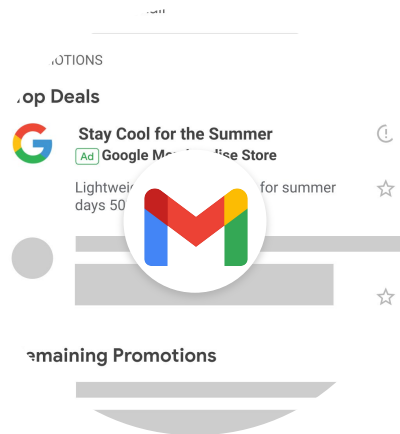
Action

- 37% of New Visitors initiated the checkout process does not finish the purchase
- 32% of Returning Visitors initiated the checkout process does not finish the purchase

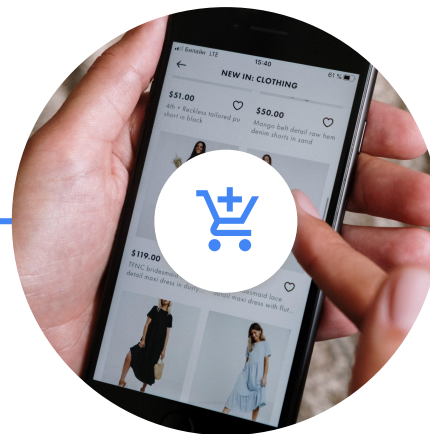
Dynamic Search Ads and Responsive Search Ads to drive Transactions for New & Returning Visitors that initiated the checkout process did not finish the purchase.



Awareness



Consideration



Action