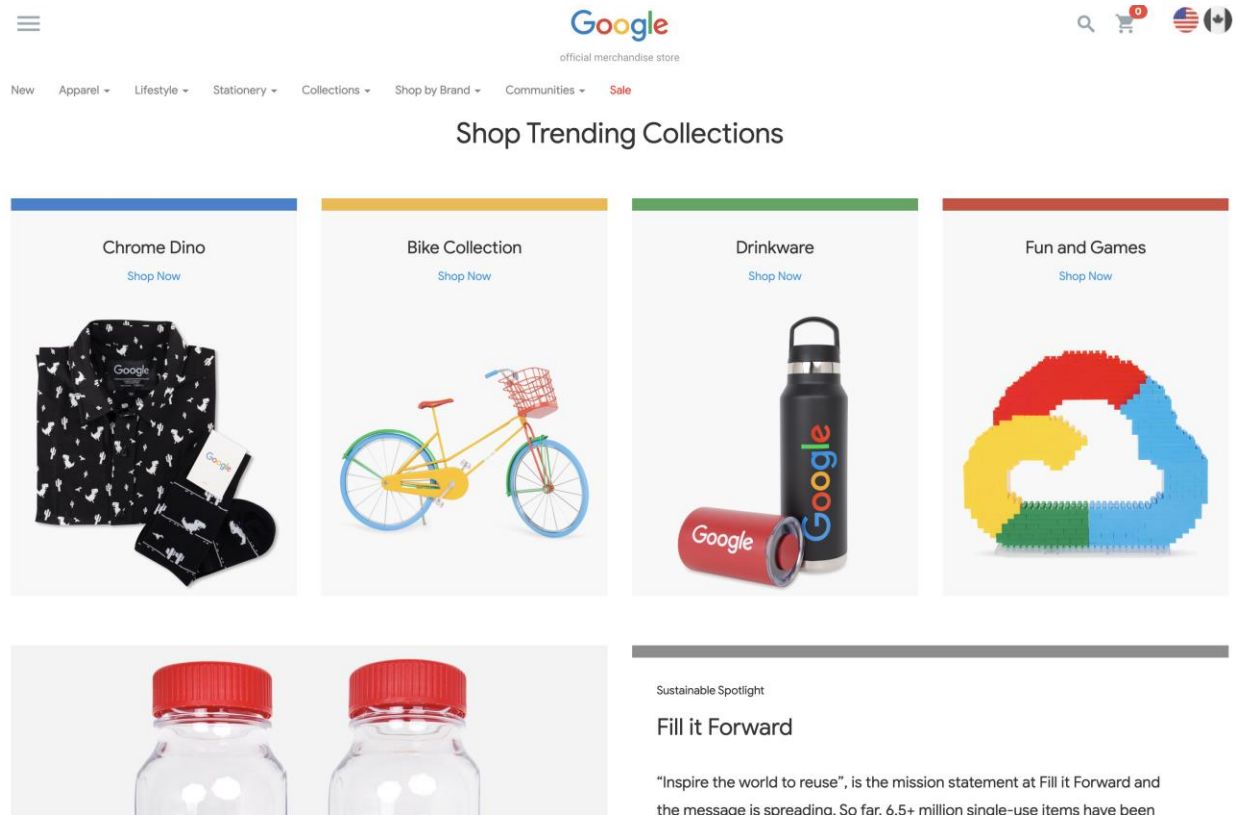


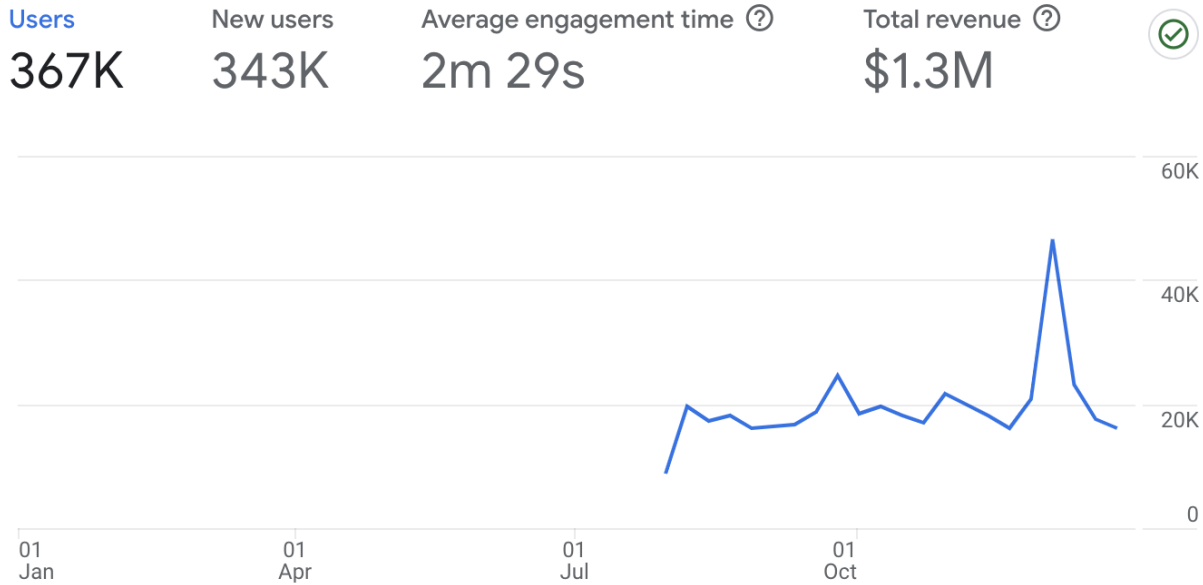
Google Merchandise Store Analytics



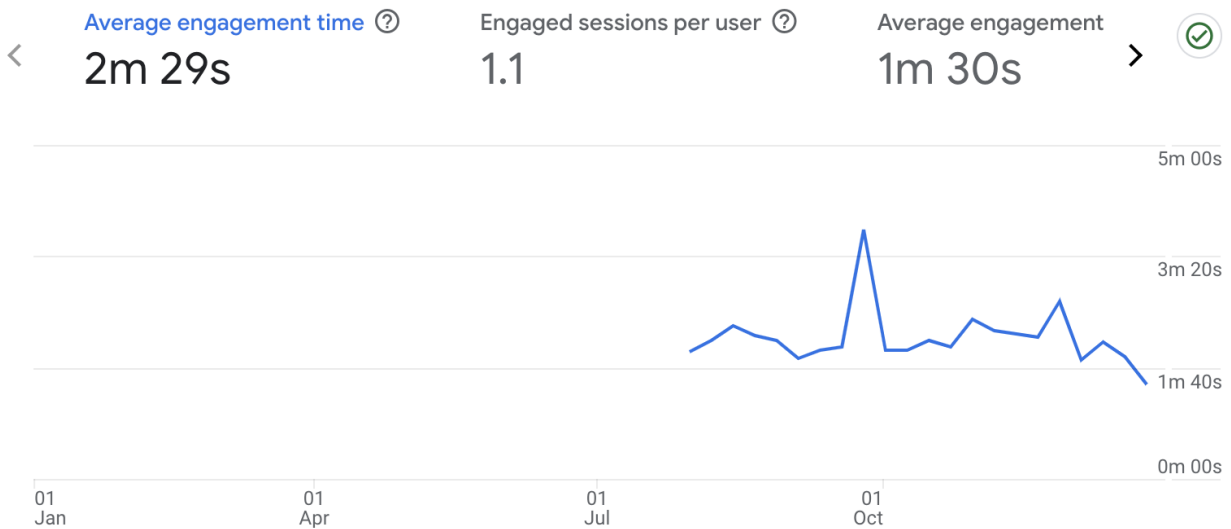
URL: <https://shop.googlemerchandisestore.com/>

The Google Merchandise Store is an online retail platform with Google-branded products. These feature merchandise for the Google brand itself along with the other platforms and products Google owns such as YouTube and Android. The page is available globally meaning it can be accessed and viewed from virtually anywhere in the world. This analysis covers the merchandise store's performance over the course of 2022. The overview includes user interaction and how engaged they become on the website. Following the engagement, the analysis will cover the experience of purchasing an item on the site. It is important to understand what the actual user experience is when reviewing the page's analytics. Lastly, conversions will be discussed along with the top-performing products.

- Overall Performance



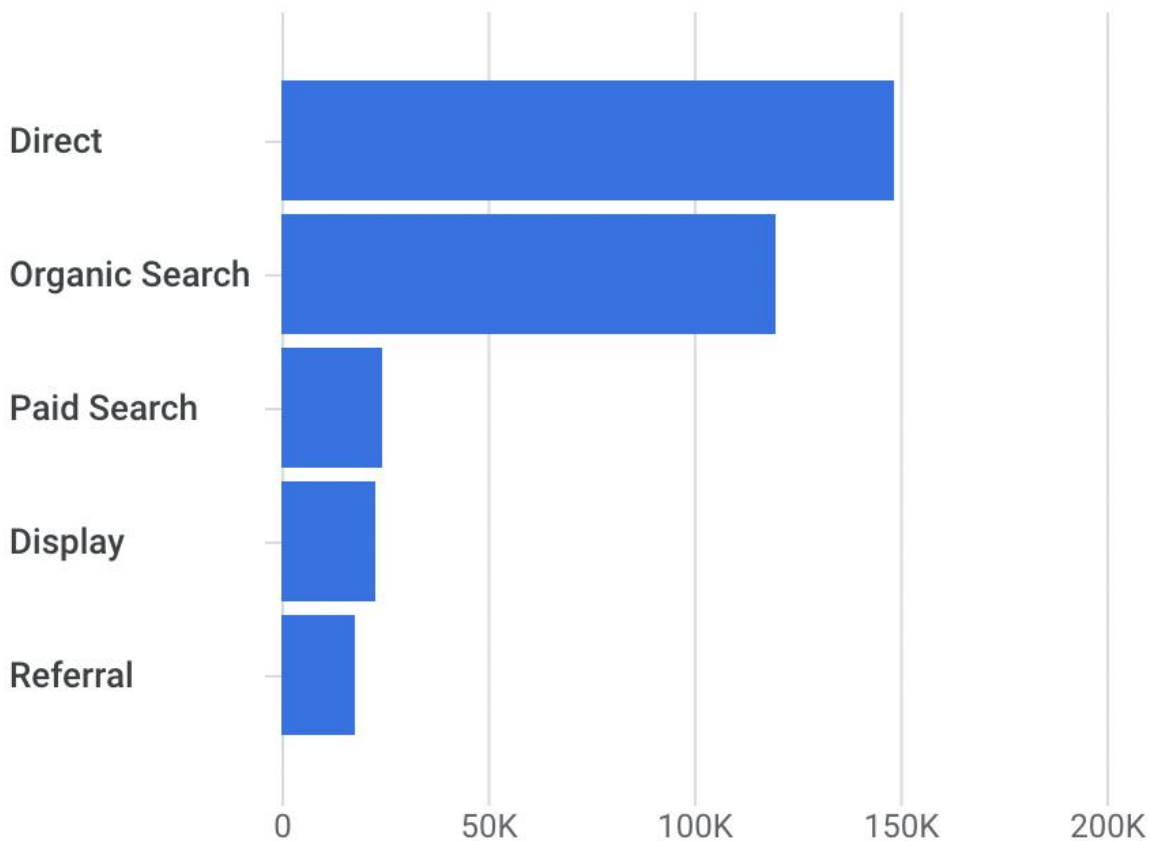
Above is an overview of how people have interacted with the Google Merchandise Store. Within the 2022 period, the site accumulated 367,000 users with 343,000 new users being a part of that initial number. The last important number on the chart for measuring user interaction is average engagement time which is 2 minutes and 29 seconds. The average engagement time focuses on the average amount of time the website is focused on a user's screen for each session.



This is the overview of user engagement. The average engagement time is carried over from the previous chart, but the engaged sessions per user and average engagement are new. The average engaged sessions per user are 1.1, meaning that for 2022 there was a session count of 1.1 per user. For that 1.1 session average, the engagement time was 1 minute and 30 seconds. This is considered successful by the definition of an engaged session having to last longer than 10 seconds, have a conversion event, or at least 2 page views.

- **Acquisition Overview**

New users by First user default channel group



This chart explains where new users come from and what channel has the most traffic. For the 2022 time frame, most of the new users came from direct and organic searches. The direct channel typically means that the user has been to the site before or pasted the complete URL into the search browser. What also is included in the direct channel are other visits that cannot be tracked from the referral, in other words, what Analytics cannot sort into a specific category. That is part of what makes this number so high. For this chart, the direct referral is around 41% with the exact number of referrals being 140,086. That percentage should be much lower.

Looking at the chart, it appears very heavy at the top. For a healthy new user acquisition, the chart should be balanced with an even number of users accessing the site from each channel. That means that organic search is also too high, although, with direct including unknown referrals, there is not much one can do to balance the percentage for direct. Organic search accounts for visits to the page being completed through a search engine and was not paid for. This is someone typing in the name of the store or keywords into their browser and using a link. Paid follows the same process as organic search, however the user clicked on the paid, also known as sponsored, link at the top of the search page.

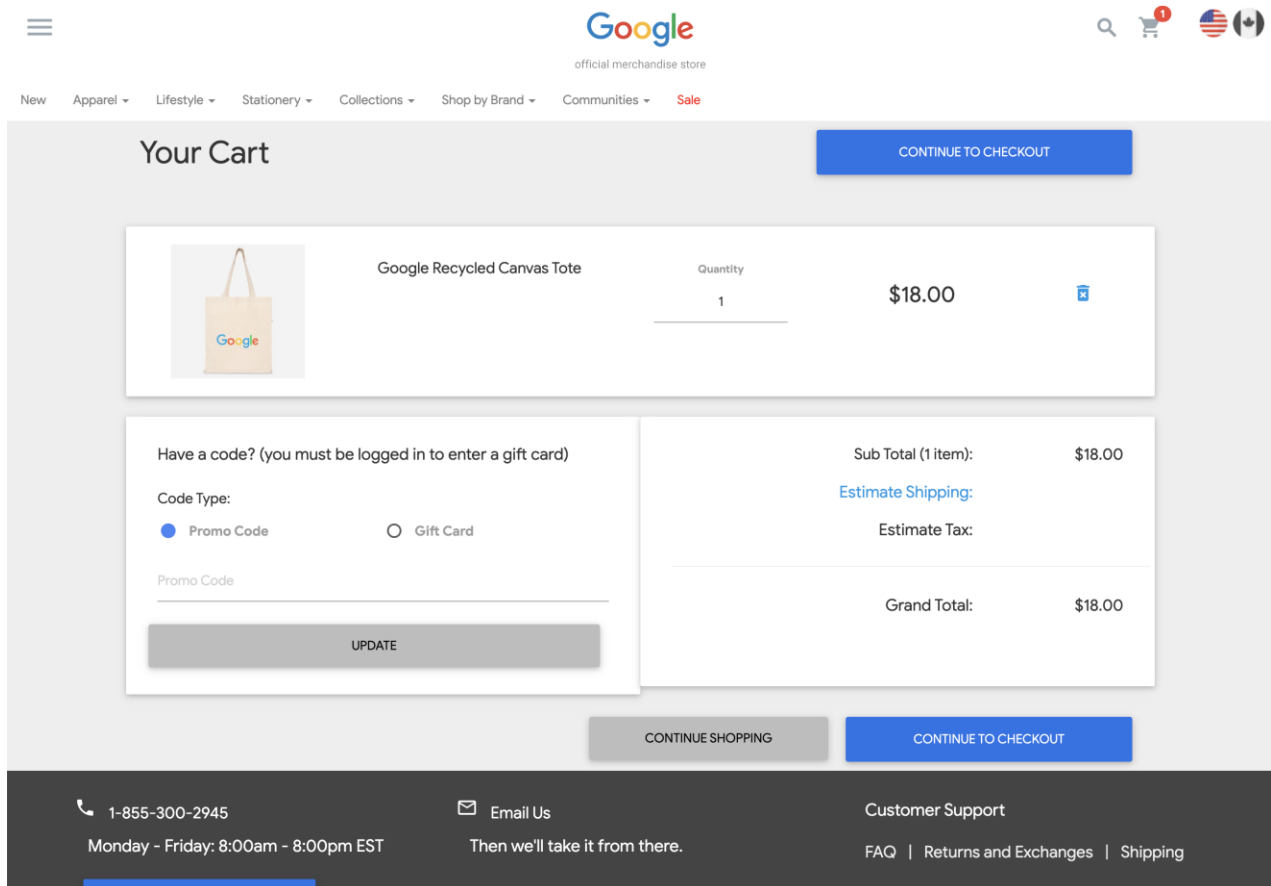
The last two channels are display and referral. Display traffic comes from display advertisements that can appear on a variety of websites and social platforms. It is important to note, aside from the traffic, that these ads are paid for by the brand. Referral traffic is the lowest channel out of the five. This channel is people coming to the domain through other sites or social networks with a link. While it does make sense that this is the lowest channel for the Google Merchandise Store, domains should strive for a healthy referral channel. This would mean that others on the internet are sharing your content, also known as earned media.

First user defa... channel group ▾ +	↓ New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count All events ▾	Conversions All events ▾	Total revenue
	343,293 100% of total	387,771 100% of total	64.03% Avg 0%	1.06 Avg 0%	2m 29s Avg 0%	15,247,922 100% of total	1,006,584.00 100% of total	\$1,274,813.19 100% of total
1 Direct	140,086	174,679	61.3%	1.10	3m 04s	7,676,873	440,952.00	\$816,413.68
2 Organic Search	114,203	124,266	70.5%	1.08	2m 18s	4,380,577	274,941.00	\$278,688.74
3 Paid Search	23,430	18,338	59.46%	0.78	1m 24s	455,491	44,037.00	\$15,485.41
4 Display	21,963	13,999	45.73%	0.64	0m 35s	318,882	28,126.00	\$0.00
5 Referral	17,016	21,405	70.18%	1.21	2m 47s	929,113	43,058.00	\$62,368.56

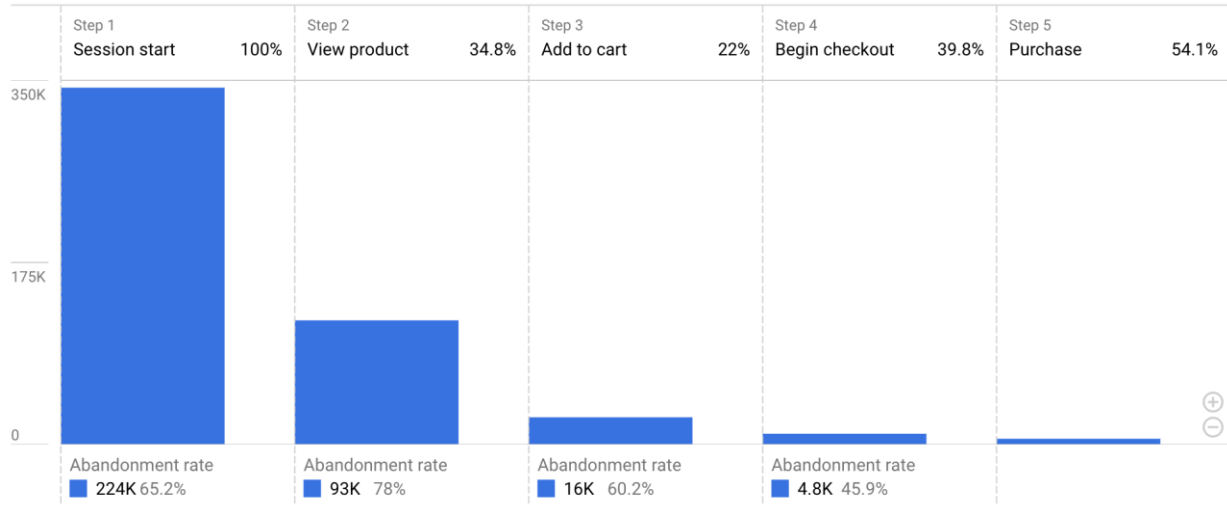
This chart adds numbers to the graph previously shown. The key information given here is the engagement rate, conversions, and total revenue. The first section of information is engagement rate. Even though the direct channel sends the most users, the organic search channel and referral channels have rate percentages of 70.5% and 70.18%. For the Google Merchandise Store, this makes the most sense. Most of the users are likely to be Google employees meaning that search is common or sharing links through email. However, the longest engagement time is from direct with an average of 3 minutes and 4 seconds. The most conversions and highest total revenue also follow the pattern of the direct channel being at the top. Direct conversions are at 440,952 out of 1,006,584 and total revenue is at \$816,413.68 out of \$1,274,813.19. The explanation for these numbers is probably the same as why organic search and referrals are high for user engagement. Google employees are more likely to have the store bookmarked or saved to their browser making it easier for them to purchase merchandise. Referral is not in the top three for conversions, rather the third highest is paid search. When a user searches up “Google Merchandise Store,” not only will the typical search result come up but also the paid/sponsored search. Making organic search and paid search the next highest rankers with conversions of 274,941 and 44,037. When looking at revenue, organic search and revenue are back to being second and third with

numbers of \$278,688.74 and \$62,368.56. The only channel not touched on is display which is the traffic from display ads. This channel ranked the lowest out of the five when looking at engagement time, conversions, and revenue.

- Conversion Overview



The website is easy to navigate and gives options for various products as well as the different Google brands. Finding the merchandise is easy, but the usability once the page loads to the shopping cart becomes less fluid. To check out, the user must login with a Google account to proceed. After logging in, the page redirects the user to the homepage and makes the user navigate to the shopping cart again. From there, it is a stereotypical process, as seen above. That one aspect of forcing a user to log in may be what causes part of the abandonment rate between adding to cart and begin checkout.



Pictured above is the conversion tunnel throughout the purchase journey. The abandonment rate is how many users drop off in each stage of a purchase. At the start of the session, there is 100% of the original users, as the process of purchasing an item continues, that percentage starts to decrease. At Step 2 (View product), the abandonment rate is 78% meaning that most users leave the site before finding a product to view. Step 3 (Add to cart) has an abandonment rate of 60.2%, this means that the user views a product but does not add it to their cart and leaves the site. The last abandonment rate given is at Step 4 (begin checkout) with a percentage of 45.9. From there, about 54.1% of those users left over will follow through with the purchase. As mentioned, when examining the actual site, this decrease is probably due to the redirecting to the home page as well as the Google login step. To have a more productive site, it would be helpful to open it to non-Google users. One of Google's top brands is YouTube, which is open to anyone on the internet no matter what search engine they use. This openness idea should remain the same for the merchandise store as well.

20	/Google+Redesign/Apparel/Mens/Mens+T+Shirts
21	/myaccount.html
22	/Google+Redesign/Stationery
23	/apparel/accessories/
24	/Google+Redesign/Accessories/Google+Chrome+Dinosaur+Collectible
25	/PixelSuperfanDarkModeBottle
26	/Google+Redesign/Apparel/Hats
27	/Google+Redesign/Lifestyle
28	/Chrome+Dino
29	/Google+Redesign/Apparel/Kids
30	/Google+Redesign/Stationery/Stickers
31	/Google+Bike
32	/PixelSuperfanDarkModeHat

*The top products are the ones that list the name of an actual item, such as 24 and 25. The other pages are either categories for products or account pages.

To focus on the more popular items in user engagement, I referred to the conversions rather than the event count. This is because when conversions are used, it means that the user completed something on the page such as filling out a form or purchasing a product, but that does not mean that a product was purchased 100% of the time. When using event count, analytics are taking different types of user interaction. This could be the user clicking on the item or whatever other links may be shown on the screen, however, it does not mean that a significant action occurred. Conversions are the most important kind of event, as they signify that the user had some interest in the product on the page. Using the conversions column in the table, the top three products in the merchandise store in 2022 were the Google Chrome Dinosaur Collectible, Pixel Superfan Dark Mode Bottle, and Pixel Superfan Dark Mode Hat. In order of previously listed, the conversions out of 979,717 were 5,230, 5,010, and 3,804. While that does not include revenue, those were the items people had the most interest in.

- **Ecommerce Purchases**

Item name	Items viewed	Items added to cart	Items purchased	Item revenue
	498,384 100% of total	94,122 100% of total	86,429 100% of total	\$1,274,813.19 100% of total
1 Google Black Eco Zip Hoodie	5,048	1,277	647	\$36,901.20
2 Google Unisex Eco Tee Black	22	88	1,537	\$33,488.00
3 Google Crewneck Sweatshirt Black	3,712	1,047	549	\$27,086.40
4 Google Sherpa Black Zip Hoodie	4,254	941	300	\$21,063.00
5 Google Camp Fleece Cream Pullover	4,538	851	267	\$20,786.00

As mentioned previously, conversions do not measure the product being bought, solely that there was important user interaction on the page. When looking at revenue, the top-performing items are the Google Black Eco Zip Hoodie at \$36,901.20, Google Unisex Eco Tee Black at \$33,488.00, and Google Crewneck Sweatshirt Black at \$27,086.40. The items users had the most interest in do not rank until the 31st product, which is Pixel Superfan Dark Mode Bottle with a revenue of \$9,118.80.

Using the e-commerce purchases analytics, the most revenue-producing items for each Google brand can be found. For this analysis, I will be sticking with one brand, YouTube. While each brand is not separated within the analytics for the store, I can use the finder function to use the keyword YouTube to find the products specific to the YouTube brand.

erch Shop

Try searching "URL builder + UTM"

YouTube 1/14

Ecommerce purchases: Item name

Last calendar year Jan 1 - Dec 31, 2022

22	Google Cloud Unisex Onyx Tee	2,504	687	441	\$10,432.80
23	Google Land & Sea Sock	531	172	601	\$10,350.00
24	YouTube Black Zip Hoodie	1,693	287	174	\$10,115.40

*Finder pictured in top right with "YouTube" keyword to find top revenue products for YouTube

Starting with revenue, the top performing YouTube product is YouTube Black Zip Hoodie with a revenue of \$10,115.40. Following are YouTube Recycled Black Cap at \$4,191.60 and YouTube Far Out Tie-Dye at \$3,988.20. Having YouTube rank lower in revenue makes sense because platform users would be less likely to purchase YouTube branded merchandise. Since the platform is a social network, users can promote their own brands and those individuals who are looking to purchase products are more likely to support those user brands over Google.

With conversions, the most popular item is now the YouTube Icon Black Hoodie with conversions of 393 out of 979,717. The following is the top item for revenue, the YouTube Black Zip Hoodie with conversions of 578. Last is the YouTube Iconic Play Pin at 504 conversions out of 979,717. For the YouTube brand, apparel does the best with both revenue and conversion performances. The statement made earlier remains true as well. If an item is high in conversions, it does not mean it will also be high for revenue.