Using Data to Drive Business Growth

google.com/grow
#growwithgoogle
Data makes your briefcase heavy...insights make you rich.

– Niall Fitzgerald, Former Chairman of Unilever
TO UNLOCK NEW OPPORTUNITIES, TRUE INSIGHTS MUST BE

- Novel
- Credible
- Actionable
Meet Tracey and Dani.
USING GUT INSTINCTS

- Experimented with a new recipe, loved it, and immediately added it to the menu.
- Cut prices when sales were down.
- Assumed target audience was women, age 35-54.
USING DATA

- **Data** = facts or statistics to reference.
- **Analytics** = patterns and trends.
- **Insights** = actionable value.

Look at numbers to make business decisions rather than opinion or gut instinct.
GET STARTED USING DATA

**STEP 1: OUTLINE GOALS**
What are you trying to achieve?

**STEP 2: ASK QUESTIONS**
What answers do you need?

**STEP 3: VIEW REPORTS**
How can you find the answers?
Step 1:
Outline goals
WHAT MAKES A GOOD GOAL?

- Specific
- Relevant
- Measureable
- Time-sensitive
- Attainable
GOAL

Decrease shopping cart abandonment rate to under 60%.
Step 2:
Ask questions
DIFFERENT CATEGORIES OF QUESTIONS

Reach
Who is your audience?
How do you reach them?

Convert
Do leads become customers?

Engage
Can they find answers?

Sustain
Are people turning into loyal customers?
REACH QUESTIONS

- What are people searching for?
- Who is your audience?
- How do they find you online?
ENGAGE QUESTIONS

- What do people do once they find you?
- Where do customers engage you online?
- How do people interact with you online?
CONVERT QUESTIONS

- Which channels drive conversions?
- What calls-to-action drive conversions?
- Which channels have a higher ROI?
SUSTAIN QUESTIONS

- Do people continue to engage? Where?
- Do you respond? How quickly?
- Do you give people a reason to return?
Step 3: View Reports
GOOGLE ANALYTICS

<table>
<thead>
<tr>
<th>Traffic Sources</th>
<th>Source</th>
<th>Direct</th>
<th>(Referral)</th>
<th>Search</th>
<th>Social</th>
<th>Email</th>
<th>Social Media</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Right now</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>13 active users on site</td>
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<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
</tbody>
</table>

To view more traffic sources, visit google.com/Analytics.
TYPES OF INSIGHTS

Real Time
What’s happening right now?

Conversions
Is the website successful?

Acquisition
Where do they come from?

Behavior
What do people do on the site?

Audience
Who visits the website?
REAL TIME: WHAT’S HAPPENING RIGHT NOW?

Right now
152
active users on site

Top Referrals:

<table>
<thead>
<tr>
<th>Source</th>
<th>Active Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>r.search.aol.com</td>
<td>1</td>
</tr>
</tbody>
</table>

Top Social Traffic:

<table>
<thead>
<tr>
<th>Source</th>
<th>Active Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>1</td>
</tr>
</tbody>
</table>

Top Active Pages:

<table>
<thead>
<tr>
<th>Active Page</th>
<th>Active Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>/shop-online/</td>
<td>3</td>
</tr>
<tr>
<td>/Custom 4 Pack Landing id:3</td>
<td>2</td>
</tr>
<tr>
<td>/Custom 4 Pack shipping calendar id:3</td>
<td>1</td>
</tr>
<tr>
<td>/admin/modules/Orders/</td>
<td>1</td>
</tr>
<tr>
<td>/admin/modules/Orders/edit-package?pl=491485</td>
<td>1</td>
</tr>
</tbody>
</table>
CONVERSIONS: IS THE WEBSITE SUCCESSFUL?

Ecommerce Conversion Rate: 14.16%
Transactions: 37,431
Revenue: $1,798,777.87
Avg. Order Value: $48.06
Unique Purchases: 34,351

Top Revenue Sources:
1. google / organic - $564,801.81 - 31.40%
2. pin / affiliate - $347,669.92 - 19.93%
3. google / cpc - $228,004.22 - 12.68%
4. Wicked Good to Go / email - $208,624.85 - 11.60%
5. (direct) / (none) - $201,459.28 - 11.20%
6. bing / organic - $75,398.56 - 4.19%
7. yahoo / organic - $33,751.81 - 1.88%
8. m.facebook.com / referral - $33,705.90 - 1.97%
9. facebook.com / referral - $28,216.28 - 1.57%
AUDIENCE: WHO VISITS YOUR WEBSITE?
ACQUISITIONS: WHERE DO CUSTOMERS COME FROM?

<table>
<thead>
<tr>
<th>Search Query</th>
<th>Users</th>
<th>% of Total</th>
<th>Sessions</th>
<th>% of Total</th>
<th>Revenue</th>
<th>% of Total</th>
<th>Transactions</th>
<th>% of Total</th>
<th>Avg. Order Value</th>
<th>Ecommerce Conversion Rate</th>
<th>Per Session Value</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. wicked cupcakes</td>
<td>5,304</td>
<td>(9.71%)</td>
<td>7,473</td>
<td>(19.85%)</td>
<td>$26,332,186</td>
<td>(11.98%)</td>
<td>1,060</td>
<td>(12.02%)</td>
<td>$24.84</td>
<td>14.18%</td>
<td>$3.52</td>
<td></td>
</tr>
<tr>
<td>2. wicked good cupcakes</td>
<td>5,096</td>
<td>(9.67%)</td>
<td>5,162</td>
<td>(13.74%)</td>
<td>$45,050,190</td>
<td>(20.49%)</td>
<td>1,853</td>
<td>(21.01%)</td>
<td>$24.31</td>
<td>35.90%</td>
<td>$8.73</td>
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<tr>
<td>3. cupcake in a jar</td>
<td>3,975</td>
<td>(7.59%)</td>
<td>3,709</td>
<td>(9.93%)</td>
<td>$8,802,01</td>
<td>(4.00%)</td>
<td>431</td>
<td>(4.99%)</td>
<td>$20.42</td>
<td>11.62%</td>
<td>$2.37</td>
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<tr>
<td>4. cupcakes in a jar</td>
<td>2,276</td>
<td>(4.17%)</td>
<td>3,035</td>
<td>(8.14%)</td>
<td>$16,690,02</td>
<td>(7.99%)</td>
<td>613</td>
<td>(7.05%)</td>
<td>$27.23</td>
<td>20.20%</td>
<td>$5.59</td>
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<tr>
<td>5. cupcake delivery</td>
<td>2,162</td>
<td>(3.96%)</td>
<td>2,475</td>
<td>(6.59%)</td>
<td>$5,846,79</td>
<td>(2.66%)</td>
<td>277</td>
<td>(3.14%)</td>
<td>$21.11</td>
<td>11.19%</td>
<td>$2.36</td>
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<tr>
<td>6. gluten free cupcakes</td>
<td>1,485</td>
<td>(2.72%)</td>
<td>1,587</td>
<td>(4.12%)</td>
<td>$555,59</td>
<td>(0.23%)</td>
<td>23</td>
<td>(0.26%)</td>
<td>$24.17</td>
<td>1.45%</td>
<td>$0.35</td>
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<tr>
<td>7. wickedgoodcupcakes</td>
<td>1,401</td>
<td>(2.56%)</td>
<td>2,098</td>
<td>(5.69%)</td>
<td>$13,624,77</td>
<td>(6.20%)</td>
<td>535</td>
<td>(6.07%)</td>
<td>$25.47</td>
<td>25.50%</td>
<td>$6.49</td>
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<tr>
<td>8. cake in a jar</td>
<td>1,047</td>
<td>(1.92%)</td>
<td>1,265</td>
<td>(3.36%)</td>
<td>$3,370,29</td>
<td>(1.52%)</td>
<td>136</td>
<td>(1.54%)</td>
<td>$24.78</td>
<td>9.96%</td>
<td>$2.47</td>
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<tr>
<td>9. wicked cupcakes in a jar</td>
<td>379</td>
<td>(0.69%)</td>
<td>474</td>
<td>(1.26%)</td>
<td>$1,197,12</td>
<td>(0.54%)</td>
<td>49</td>
<td>(0.56%)</td>
<td>$24.43</td>
<td>10.34%</td>
<td>$2.53</td>
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<tr>
<td>10. wicked good to go</td>
<td>362</td>
<td>(0.66%)</td>
<td>604</td>
<td>(1.59%)</td>
<td>$314,02</td>
<td>(0.14%)</td>
<td>20</td>
<td>(0.23%)</td>
<td>$15.70</td>
<td>3.31%</td>
<td>$0.52</td>
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<tr>
<td>11. cupcakes delivery</td>
<td>354</td>
<td>(0.65%)</td>
<td>393</td>
<td>(1.07%)</td>
<td>$683,14</td>
<td>(0.31%)</td>
<td>30</td>
<td>(0.34%)</td>
<td>$22.77</td>
<td>7.63%</td>
<td>$1.74</td>
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<tr>
<td>12. cherry cupcakes</td>
<td>287</td>
<td>(0.54%)</td>
<td>375</td>
<td>(1.00%)</td>
<td>$1,335,54</td>
<td>(0.61%)</td>
<td>43</td>
<td>(0.50%)</td>
<td>$37.80</td>
<td>12.70%</td>
<td>$2.51</td>
<td></td>
</tr>
</tbody>
</table>
BEHAVIOR: WHAT DO PEOPLE DO ON THE SITE?
Recap
WHERE TO GO FROM HERE?

Outline goals

Choose tools

Ask questions

Measure results, take action
FREE ONLINE TRAINING AND TOOLS AT GOOGLE.COM/GROW

For teachers and students
Bring digital tools into your classroom.

For local businesses
Help new customers find you online.

For job seekers
Boost your resume with a new certification.

For developers
Learn to code or take your skills to the next level.
Thank You!

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