
GOOGLE MERCHANDISE STORE:

2019 BRAND AWARENESS ANALYSIS

*Google Merchandise
Store website analysis
to compare brand
awareness in 2019
with 2018.*

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GMS 2019 Brand Awareness Analysis: *New Users & Unique Pageviews*

Considering the **New Users and Unique Pageviews** data, it can be noticed that the **brand awareness** for GMS has been **low in 2019** compared to the previous year.

New visitors dropped by 13.80% in 2019 compared to 2018.

While the **total number of visitors** to the website reduced by 12.98% in 2019 compared to the previous year, most of the **reduction** seems to be **because of reduced first-time visitors**.

Total **Unique Pageviews** also **reduced** by 14.61% in 2019 compared to the year before. And this could also be because of reduced new visitors.

Interestingly, the Bounce Rate of first-time users dropped by 3.06%, and their time on the page increased by 11.75% **in 2019** compared to the previous year indicating that the **right kind of new user traffic visited the site**, and the **landing pages were effective**.

	2018	2019	Change
All Users*	815,545	709,708	-12.98%
New Users	681,032	587,030	-13.80%
Returning Users	134,513	122,678	-8.80%
Unique Pageviews	3,088,681	2,637,315	-14.61%
New Users: Bounce rate	46.78%	45.35%	-3.06%
New Users: Avg. Time on Page	00:00:44	00:00:49	+11.75%

**Different views provided different data for All Users. Hence, New Users and Returning Users were measured individually to get the totals of All Users.*

GMS 2019 Brand Awareness Analysis: *Channels*

In 2019, Organic Search played important role in increasing the brand awareness as most of the new visitors were acquired through this channel.

Though New Users from **Organic Search** were reduced by 0.26% in 2019, it still provided **the highest proportion of new visitors** to the website compared to the previous year.

Paid Search and **Display Ads** performed **better** in acquiring first-time users and increased brand awareness in 2019 than in 2018, assuming that the same budget was spent each year.

Comparatively, New Users from **Social Media** declined by 75.43% in 2019, suggesting that these channels **performed poorly** in increasing brand awareness. Therefore, action should be taken to increase engagement on Social Media that can help increase first-time user traffic from these sources.

New User Acquisition Channel	2018	2019	Change
Organic Search	333,542	332,663	-0.26%
Direct	125,558	99,704	-20.59%
Referral	74,591	64,922	-12.96%
Social	102,602	25,214	-75.43%
Paid Search	16,964	19,612	+15.61%
Affiliates	20,309	16,804	-17.26%
Other*	12	11,949	+99475.00%
Display	8,815	9,138	+3.66%

**Change in 'other' channels was 99475%, suggesting some data issue. Hence, this channel was disregarded and not analyzed.*

**THANK
YOU**