

**Project Dissertation Report on**  
**Performance Marketing: Google Analytics**

**Submitted By**

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# CERTIFICATE

This is to certify that Ankit Gupta, Roll No. : 2K19/EMBA/506 student of Master of Business Administration (Executive 2019-2021) at Delhi Technological University, Delhi has accomplished the project titled “**Performance Marketing**” under my guidance and to the best of my knowledge completed the project successfully, for the partial fulfillment of the course in 2nd semester of the course Executive MBA.

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Delhi Technological University

# DECLARATION

I, Ankit Gupta, student of EMBA 2019-21 of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-110042, hereby declare that the project report “**Performance Marketing**” submitted in partial fulfillment of Degree of Master of Business Administration is the Original work conducted by me.

The information and data presented in report is authentic.

This report is being submitted to only this university.

Ankit Gupta

# **ACKNOWLEDGEMENT**

I, Ankit Gupta, wish to express my gratitude to my project guide Dr. DeepShree (Asst. Professor), for her remarkable support and guidance. She assisted me whole heartedly in every aspect.

Ankit Gupta

(2K19/EMBA/506)

## **EXECUTIVE SUMMARY**

Performance Marketing Online is one of the fastest and rapid growing sector worldwide. It has seen a huge growth in the recent years with advancements in technology. All new players opting performance marketing online have excellent latest methods with deep pockets. Google has been able to deliver amazing and specific products to specific group of people and is a major key player for this topic.

In this project, Performance Marketing strategies, analysis and methods are discussed to reach consumers over internet, is done. Also Real Time Industry Data is also shown for the potential of this topic.

Data taken is from various clients that shows consumers have similar characteristics in some factors of platform specific market.

In the research an eye opening observation is observed that there still a huge amount of un-tapped market is there, along with performance marketing is changing its shape rapidly to deliver better results with maximum ease.

## TABLE OF CONTENTS:

<b>Certificate.....</b>	<b>i</b>
<b>Declaration.....</b>	<b>ii</b>
<b>Acknowledgement .....</b>	<b>iii</b>
<b>Executive Summary .....</b>	<b>1</b>
<b>Chapter 1: Introduction: Performance Marketing &amp; Google Analytics</b>	
1.1 Introduction .....	04
1.2 Google analytics .....	04
1.3 Keywords .....	05
1.4 Understanding Data & Working .....	06
<b>Chapter 2 : Research Methodology</b>	
2.1 Objective .....	07
2.2 Scope.....	08
<b>Chapter 3 : User Analysis and their Conversions</b>	
3.1 Acquisition Tab .....	09
3.2 Analyze Behaviour .....	10
3.3 Conversion & their Importance .....	11
<b>Chapter 4 : Reporting Structure</b>	
4.1 Customize Reporting .....	14

4.2 Pages Per Session Report.....	15
4.3 Mobile Performance Reporting.....	16
4.4 Bounce Rate & Attribution .....	17
4.5 Product & Sales Performance analysis.....	19
4.6 SEO Insight & Keyword Analysis Report.....	20

**Chapter 5 : Benefit & Growth to Organizations**

5.1 Product Placement.....	21
5.2 Marketing Strategies .....	22
5.3 Decision Making Reporting .....	23

**Chapter 6 : Conclusion & Results**

6.1 Conclusion.....	26
6.2 Infinite Data.....	27

<b>Bibliography .....</b>	
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## **CHAPTER 1**

# **INTRODUCTION: PERFORMANCE MARKETING & GOOGLE ANALYTICS**

### **1.1 Introduction**

Performance Marketing in terms of internet marketing or advertising in which business thoroughly analyze behaviour and measure data of their customers to drive more optimized conversions and meet their goal at large scale/

It can consist of many activities like Lead cost, measuring customer behavior, which campaign is creating more impact and then making decisions based on that weather to kill or scale it.

### **1.2 Google Analytics**

A powerful analytic tool developed by google that tracks measure and analyze and generate reports of customer who visit on online brand. This is also a performance marketing tool. Provides statistics and analysis of search engine optimization for marketing purpose.

Launched in 2005 and is now the biggest and most widely used web analytics service on internet.



### **It can be used to analyze:**

- Website Traffic
- Where visitors came from and how
- How they see your website and content
- Behaviour
- Track Conversions
- Downloads
- Page Views
- Registrations

### **1.3 Keywords**

Keywords represents terminologies used in google analytics that are basic to understand this data. Some of them are:

Sessions: Any interaction that takes place on website within any given time.

Users: Total number of unique visitors coming on website.

Page Views: Number of Pages a user is visiting in 1 session.

Bounce Rate: Percentage of Users who bounced from the website.

Targeted Audience: Audience which we research and target, based on interest, behaviour and demographics.

## 1.4 Understanding Data & Working

Basic step is to generate a page or Analytics Tracking code, that is generated by google analytics and add in the website. The code tracks all the data of users coming on website, in terms of

1. Demographics: Age and gender of audience (based on targeting)
2. Interests: Interest can be technology, entertainment, games etc.
3. Geo: Language and Location of user
4. Behaviour: Like engagement with content, view time, bounce rate.
5. Device: From which device users is interacting with website.

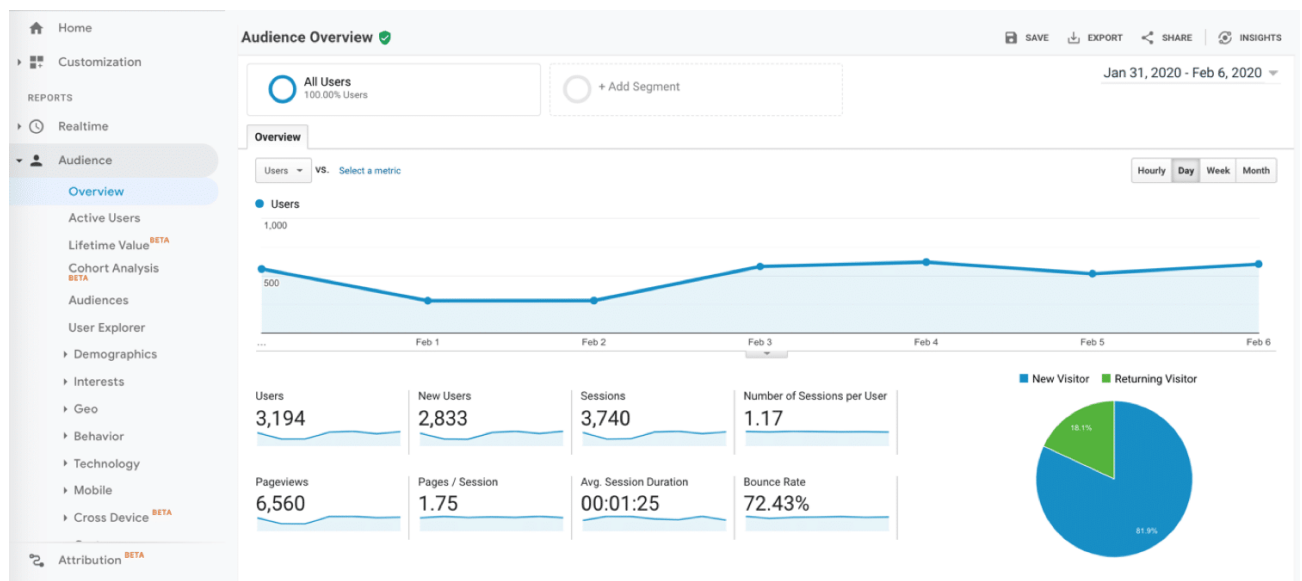


Fig. 1. Dashboard overview

## **CHAPTER 2**

### **Research and Analysis**

A research problem is firstly defined and different criteria are used for solving the problem.

For conducting the research I used secondary data from various sources of internet, and try to capture the trend and the evolution of internet, since the Bubble Burst 2000.

Described methodology contains data types, and its engagement and methods and the way of interaction an online business engage with their customers. Elaboration of various techniques is specified, which provides insights of market to the target customers and provide them with best product and services that are available online.

The important aspect in the performance marketing industry is to find a good product to work on, and when chosen you have to start building audience for the niche, and then go on with various strategy and pricing methods, as in ultimately it strengthen the business and your brand purpose. The main aspect is to find these things described below:

- Who will be your customer?
- What solution can you provide to their problems?
- Why should they buy from you, or why should they need your product?
- What are their online and offline time, in common terms, what are their daily routine?
- What are their habits on internet surfing?
- What are their problems?

## **2.1 Objectives**

1. To identify trends in online industry.
2. To perform a thorough analysis of customer data to make business strategies to boost your sales.
3. To analyze product and marketing mix.
4. To measure opportunities and challenges ahead in online industry.

## **2.2 Scope**

This research identifies the current trends in data analysis industry and perform an analysis of how this data works and behave. Also focuses on brand's perception towards the market, products and strategies, along with analysis of positive and negative aspects for this data.

# CHAPTER 3

## USER ANALYSIS & THEIR CONVERSION

### 3.1 Acquisition Tab



individual traffic sources



channel, source or medium



Sources of direct, social, referral or email.



automation in capturing and analysing data,

□ See acquisition overview below:

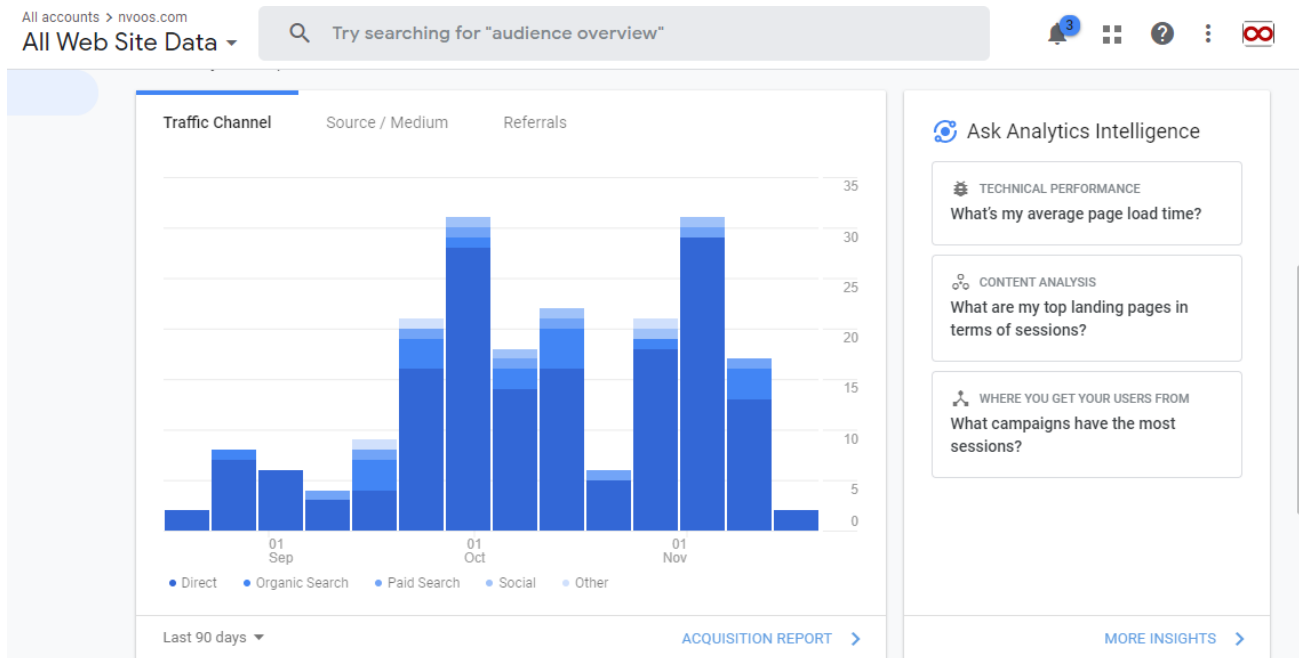


Fig. 2. Acquisition Tab overview

1.

### **3.2 Analyze Behaviour**

- The report captures and displays the visitors
- The pages visited by them
- Actions taken like clicking on an external link or downloading or adding a product on cart.
- Trends of an industry
- Users interaction with your online brand
- The paths used by visitors while navigating your site
- Favourite content on your site
- The overall metrics for visitors using search box
- Publisher displays ad sense
- Experiments assist to conduct A/B testing to enable you to do require changes
- In-Page analytics helps to bring page stats to the front end of the website
- To overlay data on individual links, install a chrome plugin

### **3.3 Conversion & Their Importance**

In google analytics, conversion means ‘An action taken by the user that’s important for the business’, for example a purchase. Insights displays more potential customers of the product or service, who can be targeted in the future marketing campaigns. .

Check Conversion tab below:

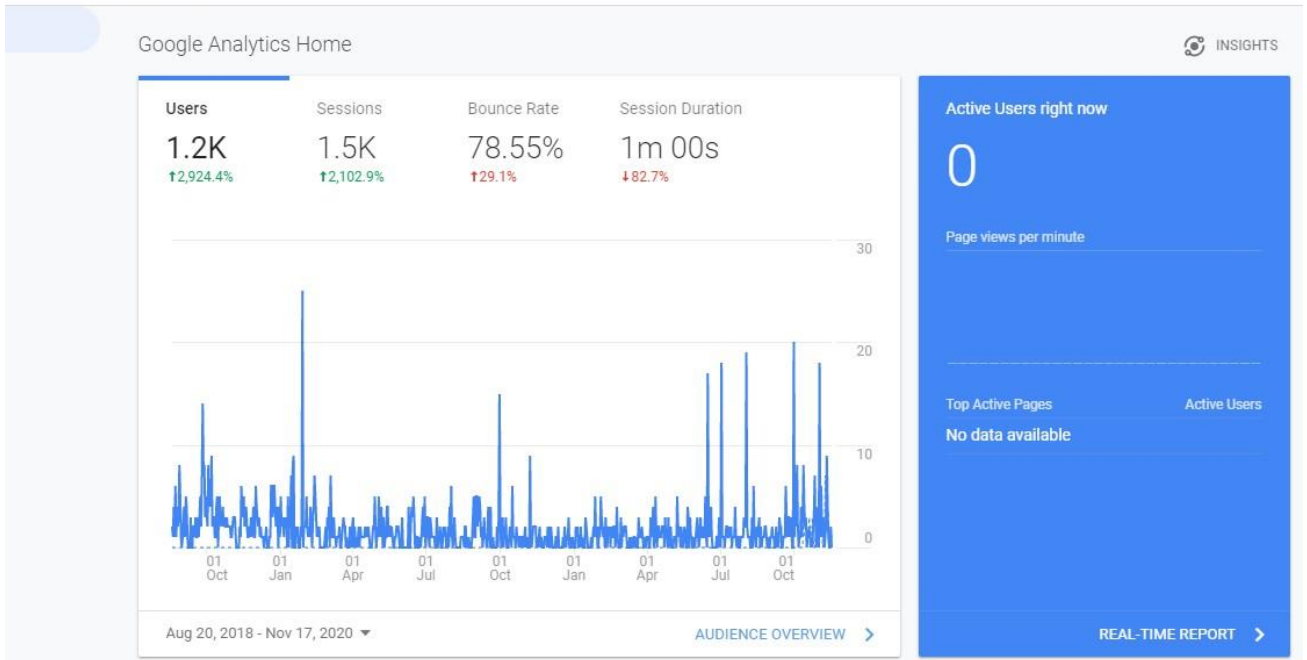


Fig. 3. Conversion Tab overview

## **Goals**

Help in creating and tracking micro and macro conversion. E-Commerce report helps to analyse the following:

- Purchase activity on the site or app
- Product searched and transactions
- average order value
- ecommerce conversion rate
- time to purchase and other data
- Multi-Channel Funnels to create sales and conversions.

## **Attribution**

Assign credit for sales or conversions



lead generation or email newsletter subscription



Examples:

1. Sign up or create an account for the newsletter.
2. Fill a form
3. Login or buy a product



# CHAPTER 4

## POWER OF REPORTING

### 4.1 Customize Reporting

Dashboards: Collects all the widgets that give an overview of important elements. Shortcuts are settings to reach a goal with minimum steps.

Real time Data are the activities that are happening at present.

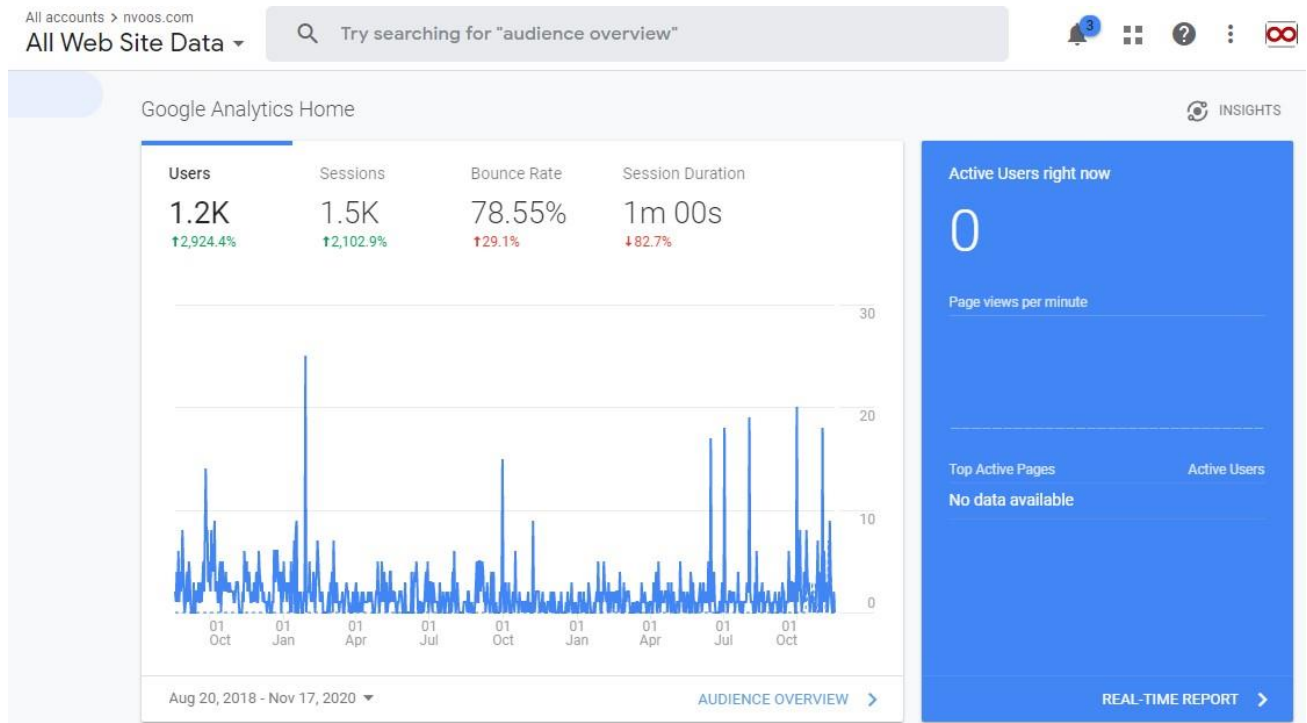


Fig. 4. Customize Tab overview

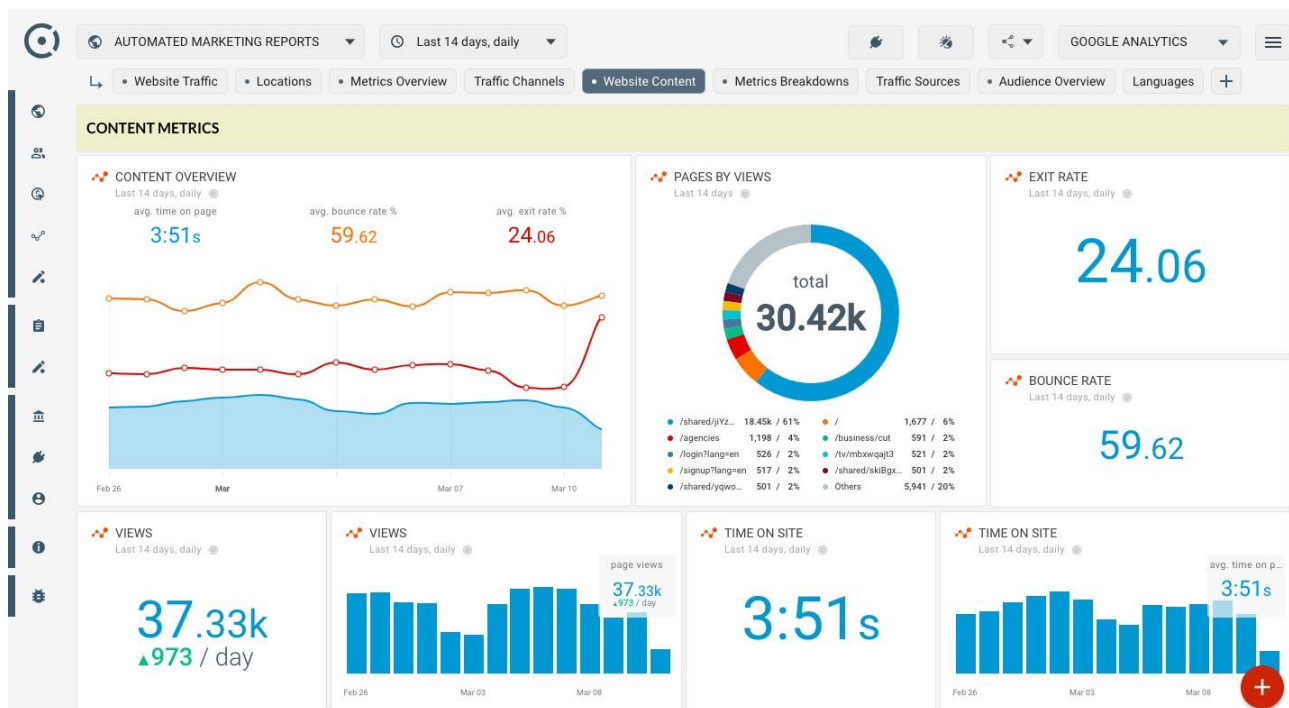


Fig. 5. Shortcut Tab overview

## 4.2 Pages Report

The GA ecommerce reports show a valuable engagement index for businesses. When you divide page views by the number of sessions, you determine how many pages a typical visitor viewed during each visit in its entirety. The metric makes it easy to monitor how different website modifications correlate to how your audience is engaging with the content. we can observe what specific pages or redirection tricks made visitors stay on the page longer.



### 4.3 Mobile Performance Report

Mobile devices shows if the website and all the pages are usable via any device. It reveals the percentage of visitors coming from mobile devices (and what kind of devices), whether users behave differently, pages with high/low bounce rates, traffic sources, landing pages with high/low conversion rates, etc. These metrics not only inform you of your customers but show whether the mobile version needs restructuring. It could mean limited dropdown menus, platform-independent functionality, optimized images, etc. Responsive design involves adaptive content that changes according to behaviour, a simplified navigation system, optimal margin/padding, image optimization, etc.

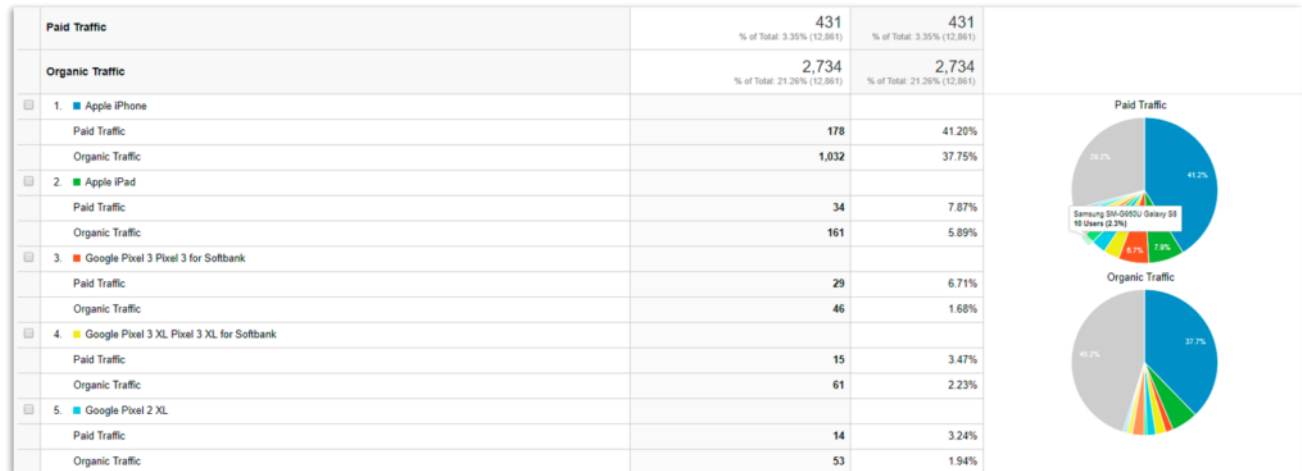


Fig. 6. Mobile Performance Tab overview

#### 4.4 Bounce Rate & Attribution Window

The number of visits by new and returning users: Depending on the type of business, you may want different ratios of these two groups. For instance, most ecommerce sites rely on new visitors. User behavior can identify the percentage of new/returning visitors that exit the page quickly, how much time they spend on it, see the pages-per-session indicator, etc.

Target objectives completion sees which group completes your goals more successfully; for example, leaving contact information. Also, Google Analytics presents ecommerce reports on the bounce rate, i.e. the percentage of users who exit the website having visited one page.

Bounce rate = total number of one-page visits / total number of visits.



Fig. 7. Traffic Type Tab overview

A beautifully designed landing page attracts visitors and potential buyers clicking on an ad. Stron

attention-grabbing, incentivizing and in line with your company message.

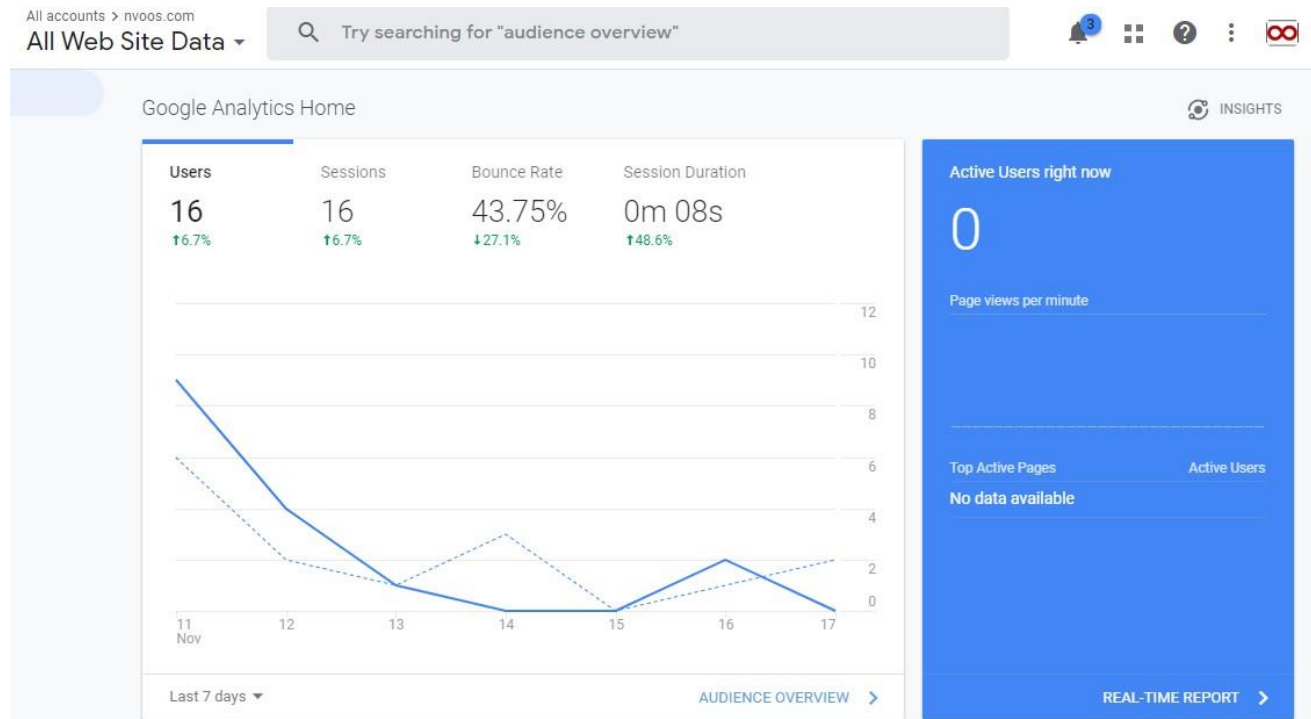


Fig. 8. Bounce Rate Tab overview

## 4.5 Product & Sales Performance Report

Product-list views: how often users view the products in a logical grouping. Product-detail views shows the number of visits to product details.

Unique purchases shows how many times it was sold as part of a transaction. Product adds and removes: a measure of activities taking place in a shopping cart. Cart-to-detail rate is cart 'adds' per product-detail views. Buy-to-detail rate is purchases per product-detail views.

Product List Name	Product List Views	Product List Clicks	Product List CTR	Product Adds To Basket	Product Checkouts	Unique Purchases	Product Revenue
Organic Traffic	144,554 % of Total: 47.51% (204,236)	5,057 % of Total: 42.89% (11,791)	3.50% Avg for View: 3.88% (-4.72%)	698 % of Total: 41.19% (1,692)	401 % of Total: 42.42% (945)	40 % of Total: 79.42% (51)	US\$707.97 % of Total: 78.33% (1,039,023.66)
1. Category	141,371 (97.80%)	4,816 (95.23%)	3.41%	645 (92.41%)	147 (36.66%)	10 (25.00%)	US\$229.15 (32.37%)
2. Search Results	2,642 (1.82%)	241 (4.77%)	9.12%	48 (6.88%)	5 (1.25%)	0 (0.00%)	US\$0.00 (0.00%)
3. Related Products	541 (0.37%)	0 (0.00%)	0.00%	0 (0.00%)	0 (0.00%)	0 (0.00%)	US\$0.00 (0.00%)
4. (not set)	0 (0.00%)	0 (0.00%)	0.00%	5 (0.72%)	249 (61.99%)	30 (75.00%)	US\$478.82 (67.63%)

Fig. 9. Product & Sales Performance Report Tab overview

#### 4.6 SEO Insight & Keyword Analysis Report

Finally, an SEO and keyword report will show you what kind of traffic the website receives and allow you to form an organic traffic synopsis. Then you can compare whether your current SEO optimization results align not only with your SEO goals but also with your business objective.

The tool analyzes the keywords the website is currently ranked for, which may differ from the keywords that you intended to use. In that case, you will need to reevaluate your approach and either attempt to boost your predetermined keywords or decide on new ones.

## CHAPTER 5

### BENEFIT & GROWTH FOR ORGANIZATIONS

#### 5.1 Product Placement

We can analyse the behaviour of traffic, and find their best profitable product or service. Can understand our customers' needs by behaviour analysis. Can test, which category and which page to work on. Can rank between top links or first page of google, to generate organic traffic. Can measure website presence, activity and reach.

Google Analytics provides tools to understand what your audience prefers and how to improve website performance. Namely, GA helps businesses achieve the following improvements:

**Effective targeting of segments** – you get informed on your current audience. This includes your demographics, user interests, and their progress through the shopping funnel. As a result, you will be able to design campaigns around not only their actions but also how you want them to act.

**Productive time management** – the analytics reports are compelled by data rather than opinions. With no guesswork, you can be sure to invest your time efficiently. Simple, intuitive reporting leaves no room for hesitation so you have more time to devote to other areas of business.



## 5.2 Marketing Strategies

**Better channel strategies** – GA showcases all channels that drive traffic to the site. Having the data laid out in an approachable way, you can see what channels are not performing as well as others. For instance, you can use the Google Analytics ecommerce metrics to maximize traffic from social media through content that does well on other channels.

**Broadening the user base** – GA performs a device overview, which increases your chance to attract more mobile users. Mobile devices account for 47.96% of web page interactions with the mobile-first rankings feature, GA indicates how mobile-friendly your website is. It evaluates page load times, display resolution, visitors from different platforms and service providers, etc.

**All-around effective website** – ecommerce reporting tools assess the performance of specific pages. It determines which pages need to be improved according to a wide range of indicators (from the highest bounce rate to qualitative content analysis). Tuned website navigation and home page and other essential pages are taken care of, opening the website to more leads.

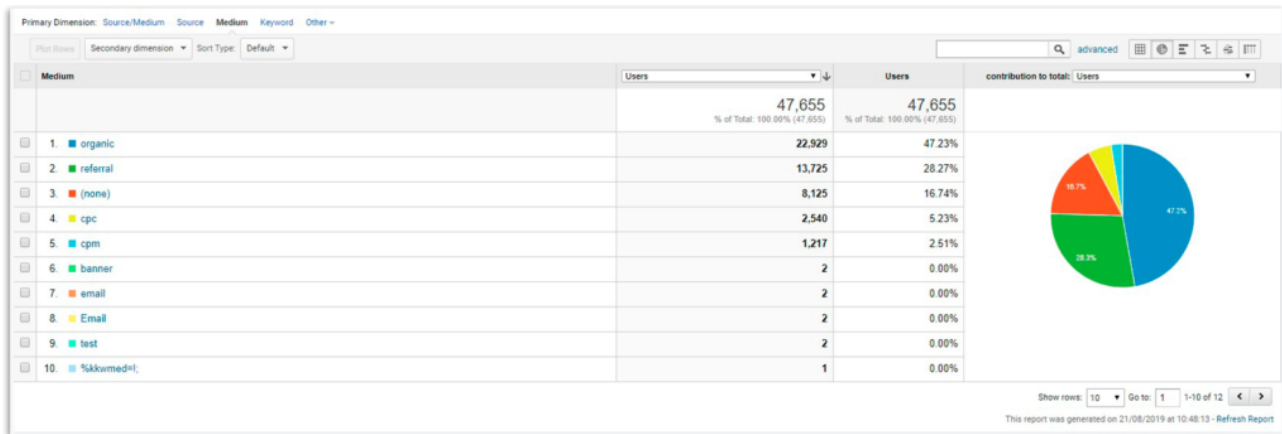


Fig. 10. User Traffic Tab overview

### 5.3 Decision Making Reporting

Reports that drive Marketing Decisions:

- ATTRIBUTION REPORT
- NEW AND RETURNING VISITORS REPORT
- PRODUCT & SALES PERFORMANCE REPORT
- SEO INSIGHTS AND KEYWORD ANALYSIS REPORT
- TRAFFIC SOURCES AND MEDIUMS
- MOBILE PERFORMANCE REPORT
- BOUNCE RATE REPORT
- PAGES-PER-SESSION
- CUSTOMER BEHAVIOUR REPORT: LANDING/EXIT PAGES, SITE SEARCH, SITE SPEED

Ad Set Name	Delivery	Results	Reach	Frequency	Cost per Result	Budget	Amount Spent	Ends	Schedule	Impressions	CPM (Cost per 1,000 Impressions)	Link Clicks	CPC (Cost per Link Click)	CTR (Link Click-Through)	Clicks (All)
traffic ad Himesh audience	Off	443 Link Clicks	7,950	2.22	\$0.30 Per Link Click	Using ca...	\$133.13	Sep 13, 2020	Aug 29, 2020 - Sep 13, 2020 15 days	17,649	\$7.54	443	\$0.30	2.51%	941
traffic ad Himesh audience video	Off	360 Link Clicks	9,084	2.03	\$0.39 Per Link Click	Using ca...	\$138.87	Sep 13, 2020	Aug 29, 2020 - Sep 13, 2020 15 days	18,431	\$7.53	360	\$0.39	1.95%	807
002 Janis Image Traffic Lifetime 202003-200...	Off	360 Link Clicks	9,542	1.37	\$0.13 Per Link Click	Using ca...	\$47.52	Aug 13, 2020	Aug 3, 2020 - Aug 13, 2020 10 days	13,031	\$3.65	360	\$0.13	2.76%	762
Janis Free Image 7 day 14-21 aug	Off	315 Link Clicks	9,952	1.23	\$0.12 Per Link Click	Using ca...	\$38.27	Aug 21, 2020	Aug 14, 2020 - Aug 21, 2020 8 days	12,214	\$3.13	315	\$0.12	2.58%	472
003 Janis image traffic Lifetime 202004-202014	Off	247 Link Clicks	7,120	1.33	\$0.18 Per Link Click	Using ca...	\$45.04	Aug 14, 2020	Aug 4, 2020 - Aug 14, 2020 10 days	9,445	\$4.77	247	\$0.18	2.62%	457
Hanis Traffic Lookalike 2%	Off	223 Link Clicks	9,570	1.96	\$1.11 Per Link Click	\$693.00 Lifetime	\$247.54 of \$693.00	Oct 11, 2020	Sep 24, 2020 - Oct 11, 2020 18 days	18,717	\$13.23	223	\$1.11	1.19%	581
Himesh Traffic Research Behaviour	Off	93 Link Clicks	4,466	1.43	\$0.88 Per Link Click	\$310.66 Lifetime	\$81.43 of \$310.66	Oct 11, 2020	Sep 22, 2020 - Oct 11, 2020 20 days	6,392	\$12.74	93	\$0.88	1.45%	212
Himesh Traffic Lookalike 2%	Off	81 Link Clicks	4,401	1.64	\$1.03 Per Link Click	\$310.66 Lifetime	\$83.15 of \$310.66	Oct 11, 2020	Sep 24, 2020 - Oct 11, 2020 20 days	7,236	\$11.49	81	\$1.03	1.12%	229
Hanis Traffic Research Behaviour	Off	73 Link Clicks	4,523	1.39	\$1.00 Per Link Click	\$318.66 Lifetime	\$73.17 of \$318.66	Oct 11, 2020	Sep 24, 2020 - Oct 11, 2020 18 days	6,277	\$11.66	73	\$1.00	1.16%	163
traffic signap ad himesh audience video	Off	36 Link Clicks	3,097	1.14	\$0.98 Per Link Click	Using ca...	\$35.38	Oct 11, 2020	Sep 30, 2020 - Oct 11, 2020 12 days	3,535	\$10.01	36	\$0.98	1.02%	100
Himesh Traffic Lookalike 4%	Off	33 Link Clicks	1,976	1.44	\$0.80 Per Link Click	\$101.66 Lifetime	\$26.49 of \$101.66	Oct 11, 2020	Sep 22, 2020 - Oct 11, 2020 20 days	2,838	\$9.33	33	\$0.80	1.16%	78
Himesh Traffic Lookalike 6%	Off	24 Link Clicks	1,615	1.45	\$0.85 Per Link Click	\$101.66 Lifetime	\$20.42 of \$101.66	Oct 11, 2020	Sep 22, 2020 - Oct 11, 2020 20 days	2,345	\$8.71	24	\$0.85	1.02%	60
Hanis Traffic Lookalike 4%	Off	22 Link Clicks	1,401	1.25	\$0.94 Per Link Click	\$101.66 Lifetime	\$20.73 of \$101.66	Oct 11, 2020	Sep 24, 2020 - Oct 11, 2020 15 days	1,750	\$11.85	22	\$0.94	1.26%	33
Hanis Traffic Lookalike 6%	Off	22 Link Clicks	1,064	1.35	\$1.03 Per Link Click	\$101.66 Lifetime	\$22.58 of \$101.66	Oct 11, 2020	Sep 24, 2020 - Oct 11, 2020 15 days	1,383	\$16.33	22	\$1.03	1.59%	39
<b>Results from 19 ad sets 0</b>		<b>2,392</b> Link Clicks	<b>48,837</b> People	<b>2.00</b> Per Person	<b>\$0.45</b> Per Link Click		<b>\$1,070.22</b> Total Spent			<b>126,759</b> Total	<b>\$8.44</b> Per 1,000 Impressions	<b>2,392</b> Total	<b>\$0.45</b> Per Action	<b>1.89%</b> Per Impressions	<b>5,040</b> Total

Fig. 1. Decision and Implementation overview

Now that we know which content is more compelling, you can start to promote it in different ways. For example, put your best images, videos, content or products on the front lines, use it in heavy rotation for social media or link to it within other blog posts. We can choose appealing topics to visitors. We can also find out what other opportunities are available for this type of content.

The insights you gain will help you gauge and optimize your activity to make better decisions.

Sep Oct Nov

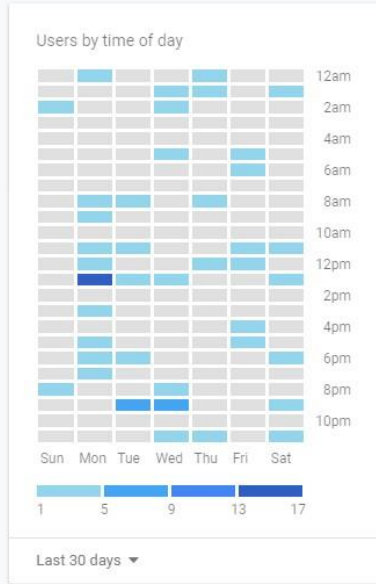
Last 90 days

ACTIVE USERS REPORT

Last 3 months

COHORT ANALYSIS REPORT

When do your users visit?



Last 30 days

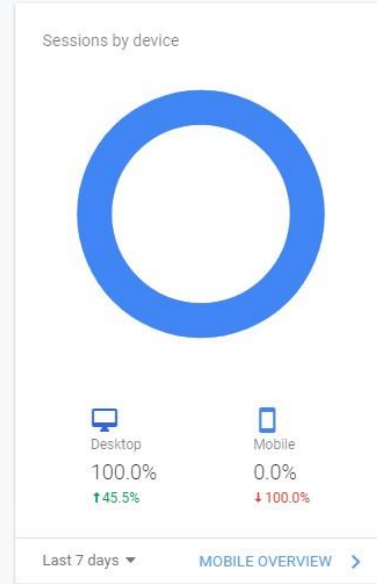
Where are your users?



Last 7 days

LOCATION OVERVIEW

What are your top devices?



Last 7 days

MOBILE OVERVIEW

Fig. 11. Strategic Tab overview

## CHAPTER 6

### CONCLUSION & RESULTS

#### 6.1 Conclusion

Google Analytics is an incredibly powerful tool for any brand and is used by 90% of digital marketers around the world.

By paying attention to the demographics of your audience, you'll be able to create content and imagery that you know your audience desires. This allows you to craft a customized and relevant site experience for your audience that will keep them coming back for more. (Thereby increasing your direct traffic!)

- Data Analysis and using data for in-operation analysis for resource optimization is the next trend in industries.
- Various types of customer data can effectively build a strong hold in market, for the product as well as gives vital info to further update it.
- Data Analysis can predict various marketing mix strategies that can help marketers to go for optimized campaigns and further reduce their operation cost at maximum efficiency.

When you start monitoring your referral traffic, you'll start to see which guest blogs are helping to increase your online visibility. This will help you save time by focusing only on the guest blogs

that provide a return (in the form of website visits) on your content creation efforts. Similarly, by diving in to your social referrals, you'll be armed with data to decide exactly which social media channels are the best to share your blog posts on.

## **6.2 Infinite Data creating opportunities and challenges**

By utilizing, analyzing, and focusing on these various sections within Google Analytics, we'll have a deep understanding of who our audience is, what they want and how they find us. There is no shortage of information when it comes to Google Analytics. The hardest part is learning how to extract necessary pieces of data and receive actionable recommendations. While any business could technically access this data, it would merely be the first step in a long journey to properly utilizing it.

