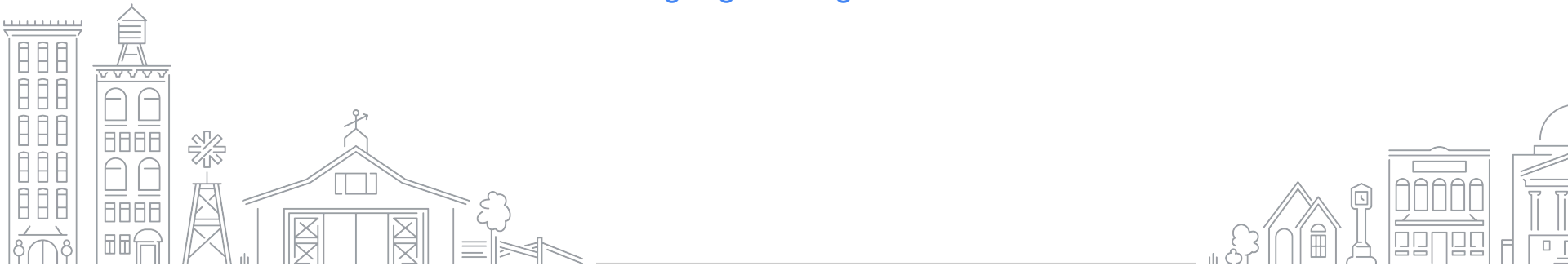# Using Data to Drive Growth
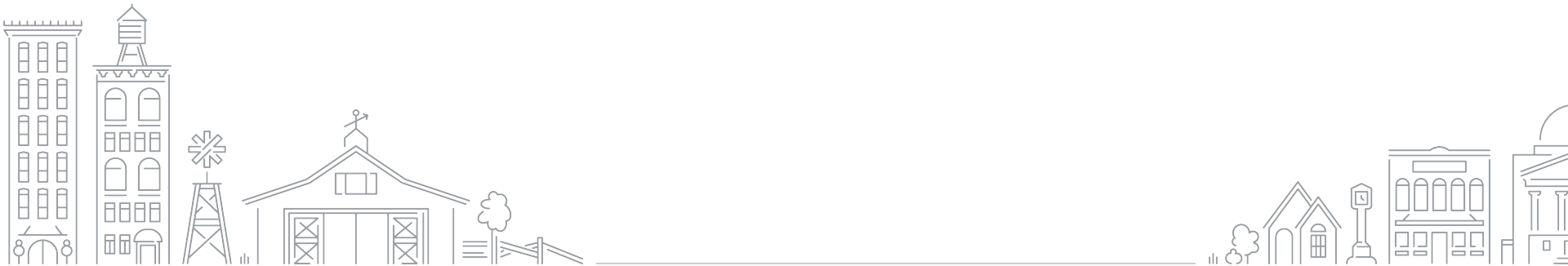
google.com/grow

Data makes your briefcase heavy...insights make you rich.

– Niall Fitzgerald, Former Chairman of Unilever

DATA HELPS BUSINESSES GROW

"With Google tools,
we can come up with
a product concept on Monday and
have it in the market on Friday."

RuMe - Centennial, Colorado

TO UNLOCK NEW OPPORTUNITIES, TRUE INSIGHTS MUST BE

Novel

Credible

Actionable

Meet James.

USING GUT INSTINCTS

- Experimented with a new recipe and came up with pineapple pizza; loved it and immediately added it to the menu.

- Cut prices when sales were down.

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?

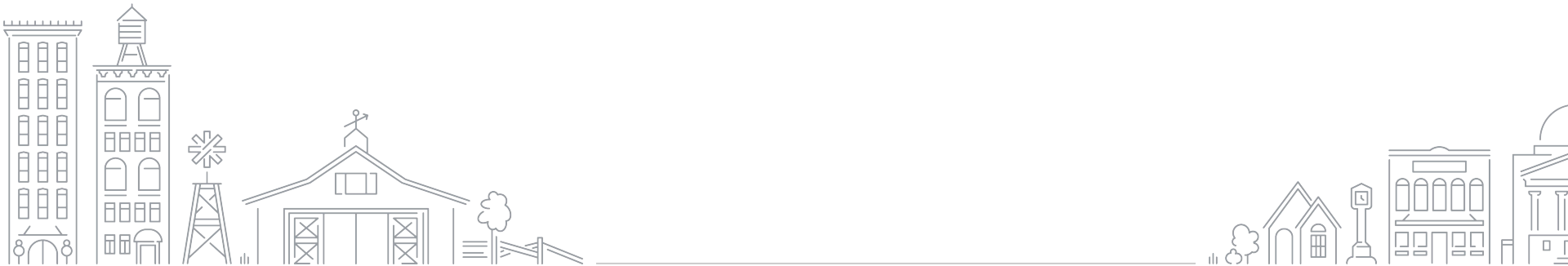**STEP 2: ASK QUESTIONS**
What answers do you need?

STEP 3: CHOOSE TOOLS
How can you find the answers?

Step 1:
Outline goals

WHAT MAKES A GOOD GOAL?

Specific

Relevant

Measureable

Time-sensitive

Attainable

GOAL

Increase online orders
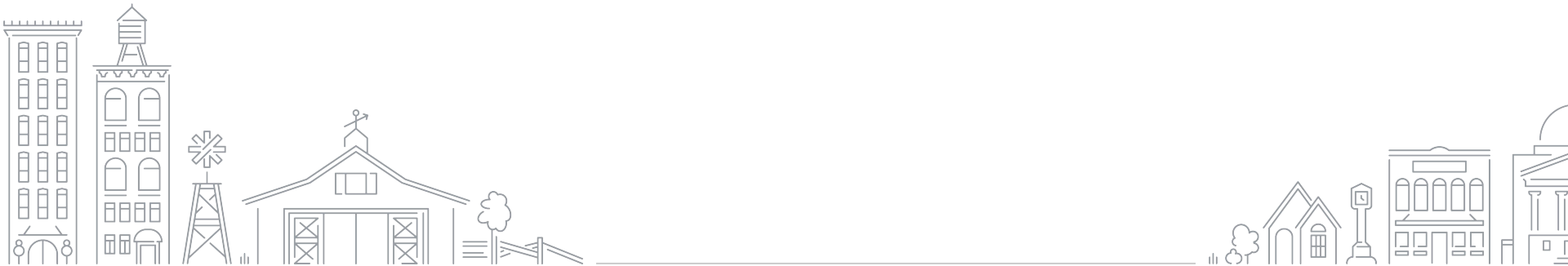by **25%** this month.

WHAT ARE YOUR GOALS?

Ideas:

Leads, appointments, online sales, phone calls,
foot traffic, downloads, etc.

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?

Remember James?

REACH QUESTIONS

- What are people searching for?

- Who is your audience?

- How do they find you online?

Reach

Engage

Convert

Sustain

ENGAGE QUESTIONS

- What do people do once they find you?

- Where do customers engage you online?

- How do people interact with you online?

Reach

Engage

Convert

Sustain

CONVERT QUESTIONS

- Which channels drive conversions?

- What calls-to-action drive conversions?

- Which channels have a higher ROI?

Reach

Engage

Convert

Sustain

SUSTAIN QUESTIONS

- Do people continue to engage? Where?

- Do you respond? How quickly?

- Do you give people a reason to return?

Reach

Engage

Convert
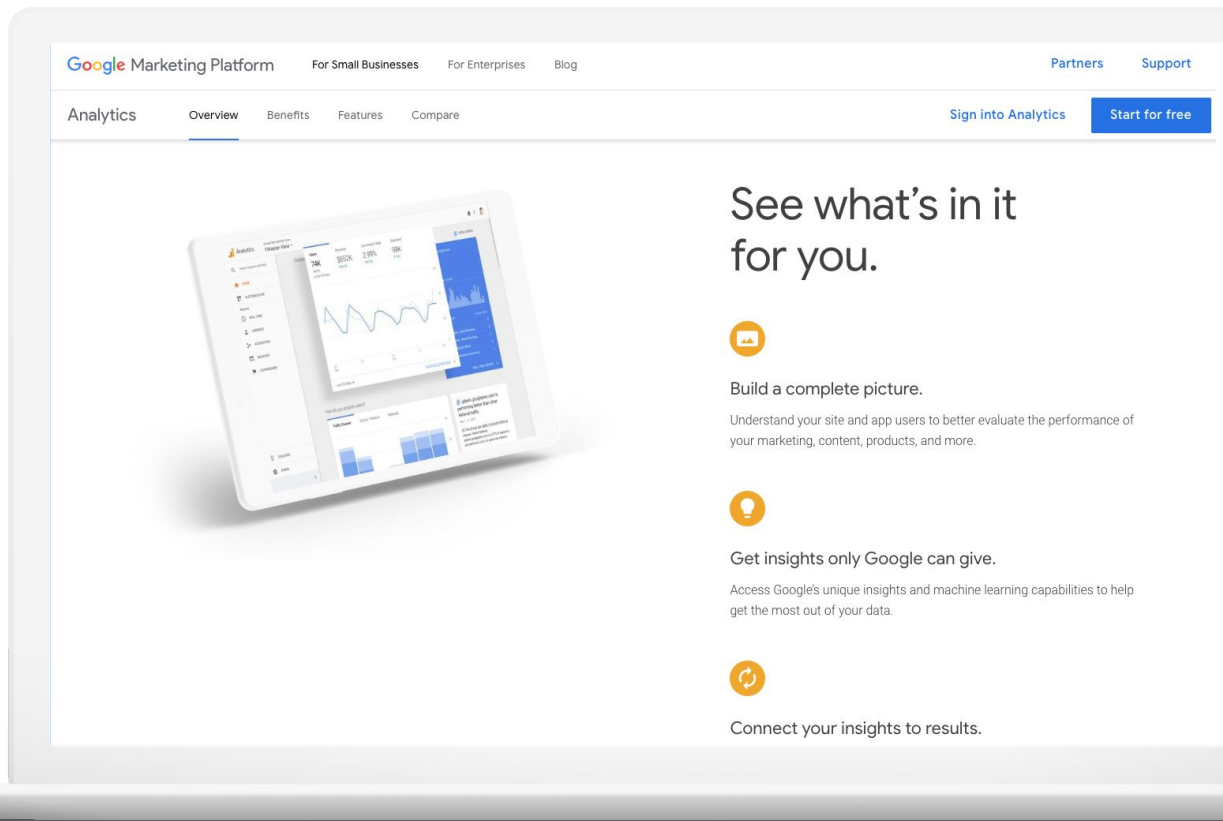
Sustain

Step 3:
Choose tools

GOOGLE ANALYTICS

Free, powerful web analytics collects data from all touch points, in one place.

Measure the effectiveness of your online and offline marketing campaigns.

marketingplatform.google.com

TYPES OF INSIGHTS

Real Time
What's happening right now?

Behavior
What do people do on the site?

Audience
Who visits the website?

Conversions
Is the website successful?

Acquisition
Where do they come from?

WHAT DID JAMES LEARN?

Age	Acquisition		Behavior	Conversions		Ecommerce Conversion Rate
	Users	New Users	Bounce Rate	Transactions	Revenue	
	21,619 % of Total: 58.27%(37,102)	**14,781** % of Total: 56.11% (26,342)	**42.53%** Avg for View: 44.54% (-4.65%)	**2,269** % of Total: 70.06% (3,239)	**$64,865.04** % of Total: 71.50% ($90,720.34)	**9.32%** Avg for View: 8.73% (18.22%)
1. 18-24	5,234 (24.21%)	3,700 (25.03%)	45.53%	273 (12.04%)	$5,669.20 (8.74%)	6.78%
2. 25-34	4,693 (21.71%)	3,139 (21.24%)	47.86%	580 (25.55%)	$8,192.45 (12.63%)	8.39%
3. 35-44	9,013 (41.69%)	6,059 (40.99%)	27.45%	1150 (50.72%)	$42,713.63 (65.85%)	21.63%
4. 45-54	1,678 (7.76%)	1,159 (7.84%)	42.67%	191 (8.42%)	$5,448.66 (8.4%)	6.40%
5. 55-64	649 (3.00%)	472 (3.19%)	45.32%	57 (2.51%)	$2,568.67 (3.96%)	8.32%
6. 65+	352	252 (1.71%)	46.36%	18 (0.76%)	$272.43 (0.42%)	4.44%

WHERE DO HIS CUSTOMERS COME FROM?

Default Channeling Group	Acquisition			Behavior			Conversions		eCommerce ▼
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Transactions
	37,102 % of Total: 100.00% (37,102)	**26,342** % of Total: 100.00% (26,342)	**47,566** % of Total: 100.00% (47,566)	**44.54%** % of Total: 100.00% (37,102)	**4.41** Avg for View: 4.41(0.00%)	**00:02:50** Avg for View: 00:02:50 (0.00%)	**8.73%** Avg for View: 8.73% (0.00%)	**3,239** % of Total: 100.00% (3,239)	**$90,720.34** % of Total: 100.00% ($90,720)
1. Organic Search	20,024 (53.97%)	14,348 (54.47%)	23,735 (49.90%)	51.81%	3.62	00:02:10	2.86%	247 (7.63%)	$4,672.10 (5.15%)
2. Direct	8,923 (24.05%)	6,514 (24.73%)	10,779 (22.66%)	45.64%	4.21	00:02:55	4.58%	233 (7.19%)	$6,876.60 (7.58%)
3. Referral	5,042 (13.59%)	3,417 (12.97%)	8,980 (18.88%)	23.75%	6.88	00:04:33	18.75%	1,595 (49.23%)	$41,631.56 (45.89%)
4. Paid Search	1,410 (3.80%)	938 (3.56%)	1,879 (3.95%)	36.19%	5.10	00:03:06	18.23%	1127 (34.78%)	$35,825.47 (39.49%)
5. Social	983 (2.65%)	635 (2.41%)	1,313 (2.76%)	51.70%	3.10	00:02:00	4.59%	36 (1.12%)	$1,478.74 (1.63%)
6. Affiliates	720 (1.94%)	490 (1.86%)	880 (1.85%)	57.54%	2.93	00:02:51	3.37%	1 (0.05%)	$235.87 (0.26%)

GOOGLE ANALYTICS: NEXT STEPS

What did James learn?

Best traffic sources are referral and paid search.

Top audience is 35-44 years old.
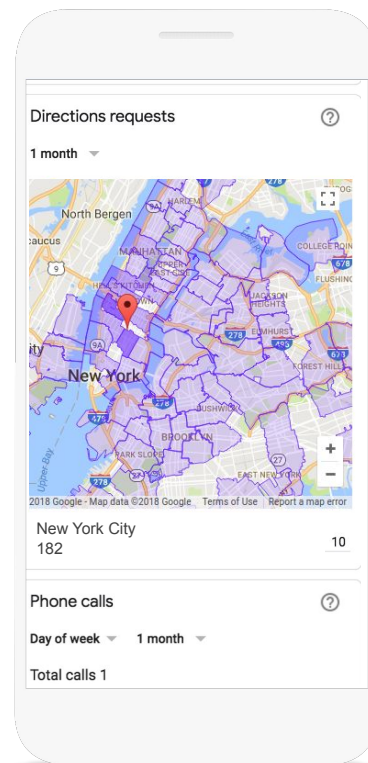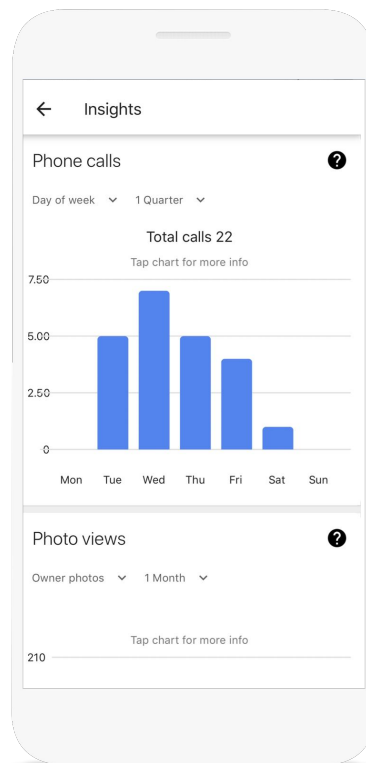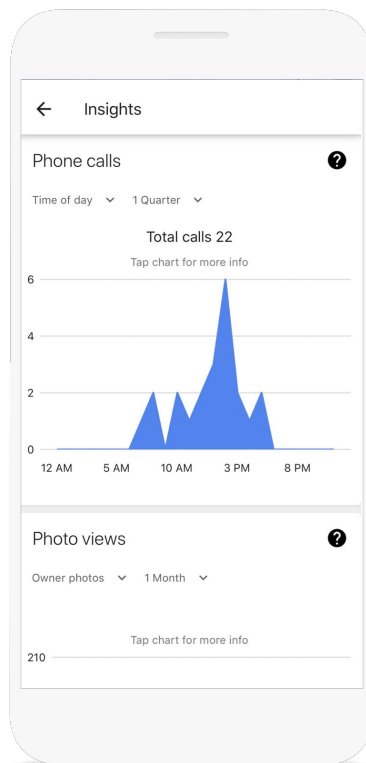
Potential Actions:

1 Adjust ad spend, focus on profitable channels.

2 Review creative to tailor to audience demographic.

GOOGLE MY BUSINESS INSIGHTS

google.com/business

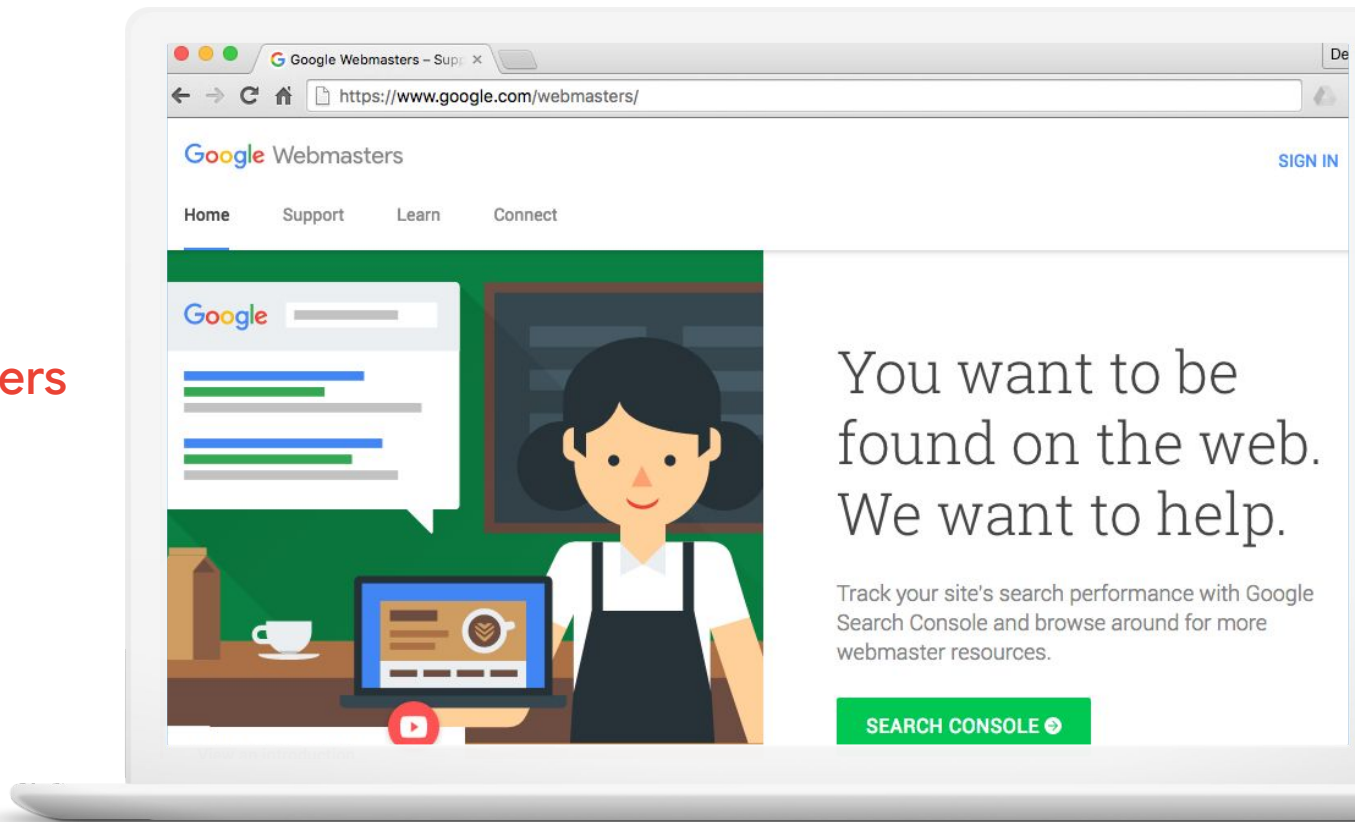# GOOGLE MY BUSINESS: NEXT STEPS

What did James learn?

Customers call more often on Wednesdays at 6 PM.

Potential Actions:

1 Boost phone call staffing resources for peak times.

2 Offer customers other ways to contact your business.

3 Offer incentives to order on other days of the week.

GOOGLE SEARCH CONSOLE

google.com/webmasters

GOOGLE SEARCH CONSOLE: NEXT STEPS

What did James learn?

His website's average position in **Google's organic search results** is 24.3.

His **average clickthrough rate (CTR)** is 1.99%.
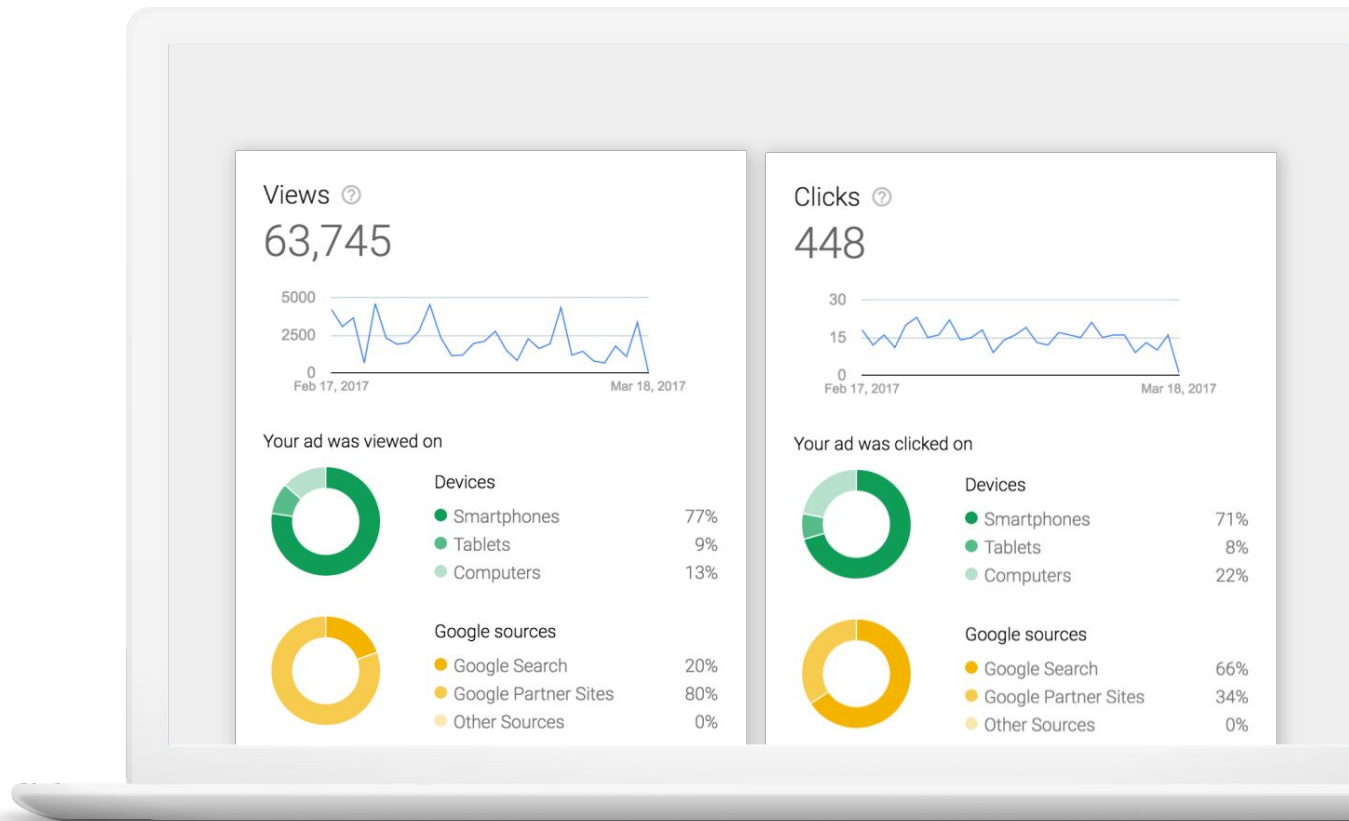
Potential Actions:

1 Optimize website for search engine visibility to raise Average position.

2 Improve page titles and descriptions to see if CTR can be improved.

GOOGLE ADS

ads.google.com
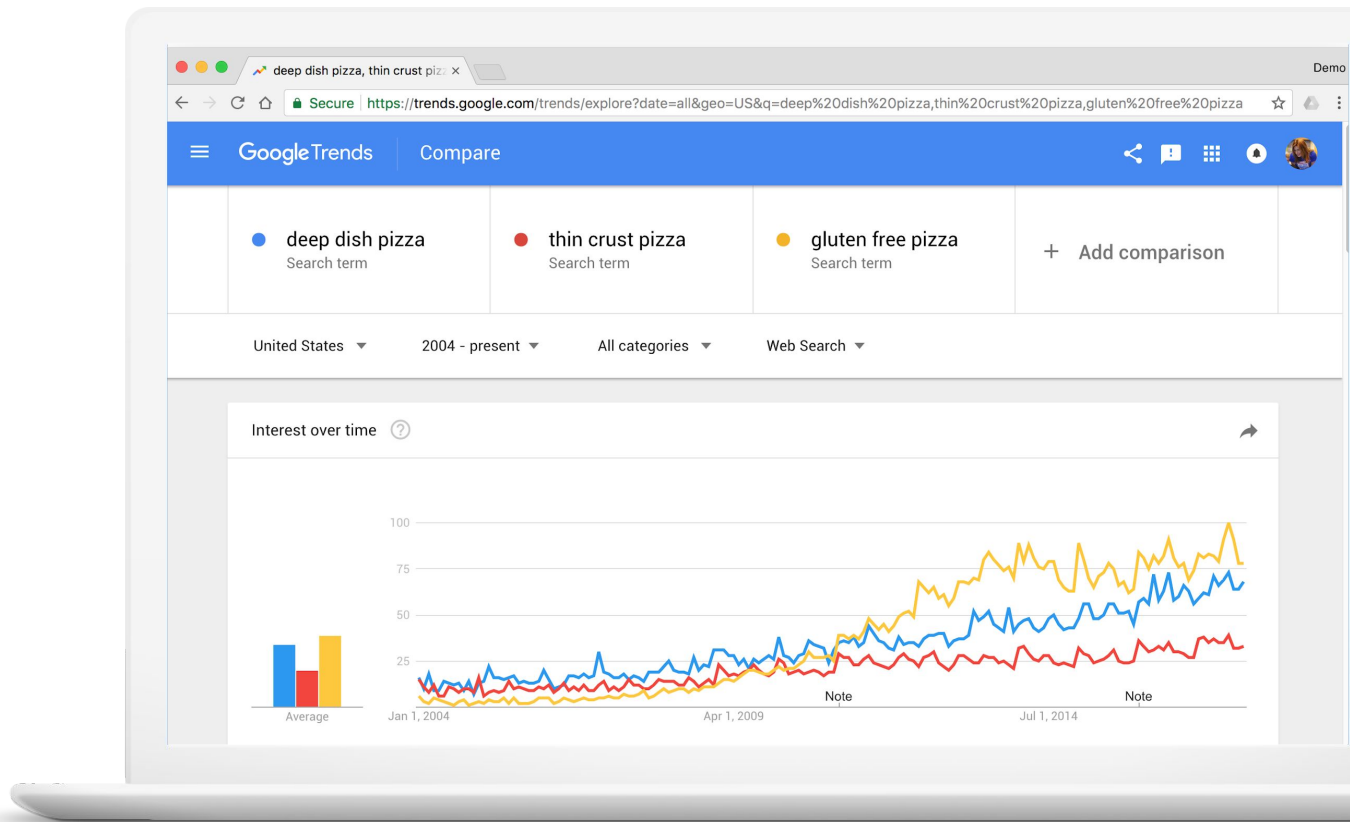
ADVERTISING REPORTS: NEXT STEPS

What did James learn?

71% of users clicked on James's ad from a **smartphone device.**

Potential Actions:

1. Create mobile-focused ads for smartphones.

2. Optimize website for mobile friendliness and speed.

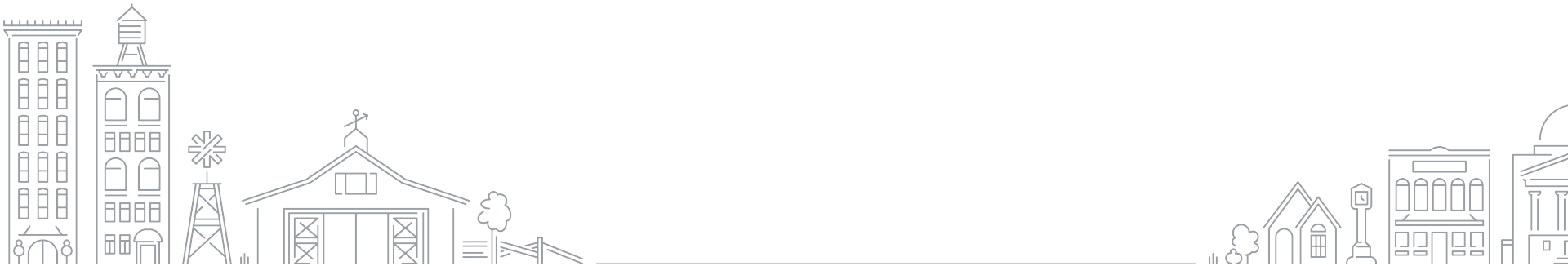# GOOGLE TRENDS

google.com/trends

GOOGLE TRENDS: NEXT STEPS

What did James learn?

Searches for gluten free pizza are on the rise; searches for deep dish aren't far behind.

Potential Actions:

1 Consider adding gluten-free pizza to menu.

2 Be sure website includes corresponding content.

Recap

WHERE TO GO FROM HERE?

Outline goals
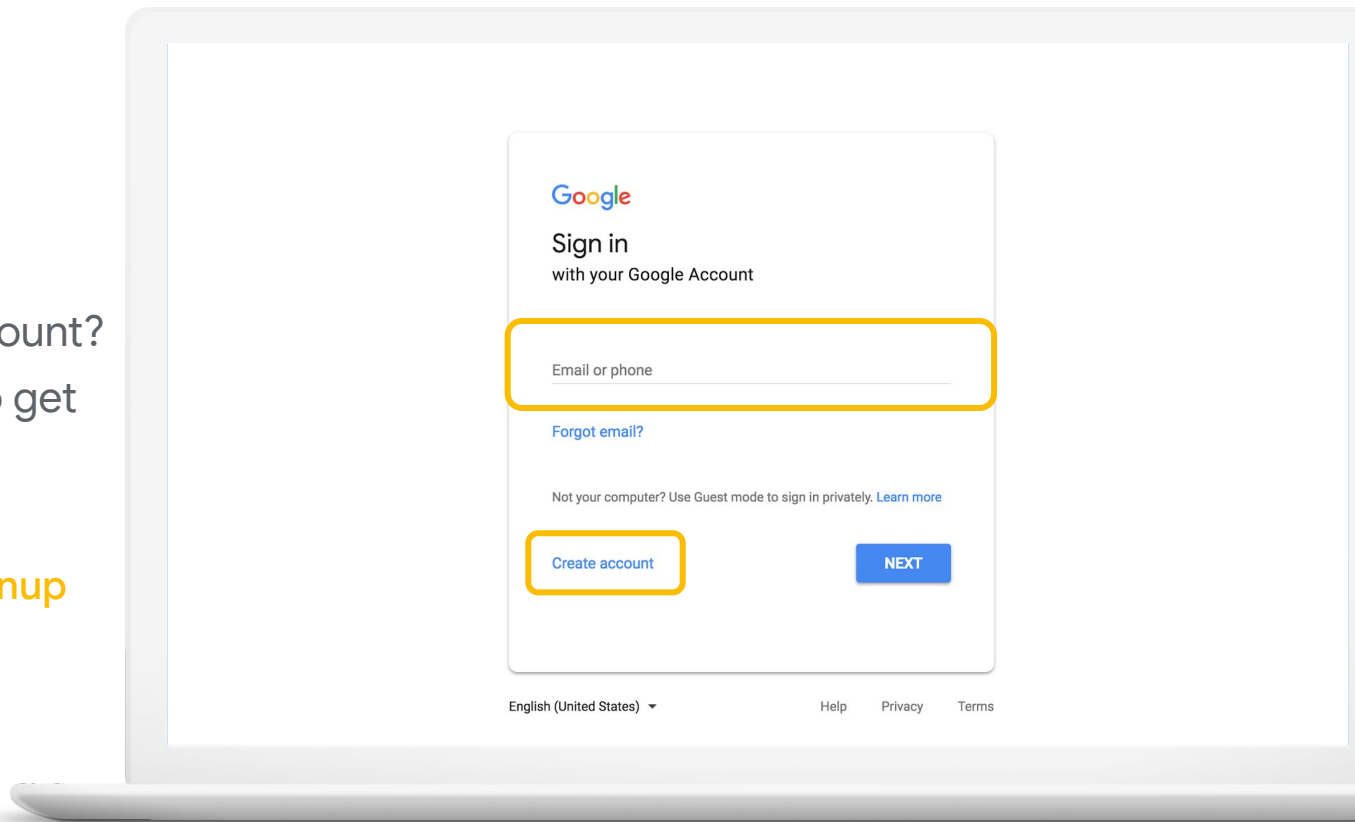
Choose tools

Ask questions

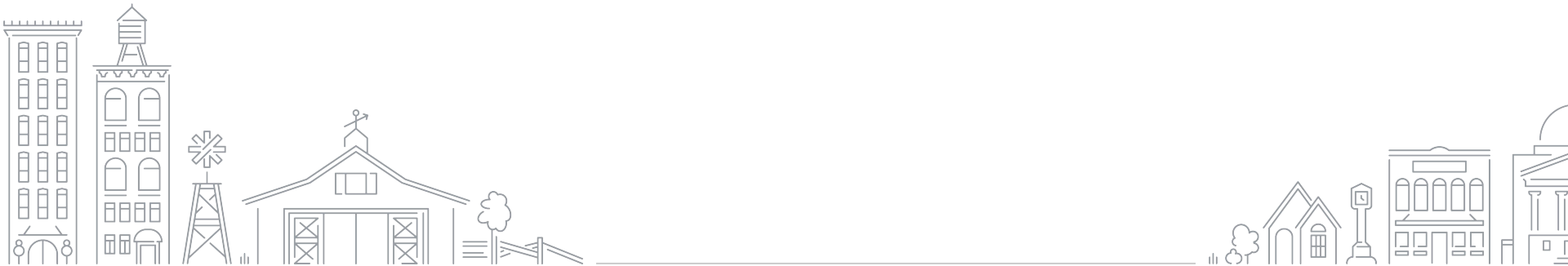Measure results, take action

YOU NEED A GOOGLE ACCOUNT

Sign into the
Google Account you
use for your business.

Don't have a Google account?

Click "create account" to get

started.

accounts.google.com/signup

Thank You!

Grow with Google