



The Apple Inc

MARKETING WEB ANALYTICS PROJECT

By

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"Think different."



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About the Company



Introduction

Apple's relentless innovation has transformed the world, shaping industries and how people interact with technology. From the Macintosh to the iPhone and beyond, its iconic products and user-centric design have set benchmarks, inspiring a generation of tech companies and revolutionizing the way we live.



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Innovation And Breakthroughs



iMac Design



iPod And iTunes



iPhone and
Multi-Touch Interface



App Store



Business Objectives

1) Focus on design and functionality of products

2) Enhancing customer experience

3) Strengthening Apple ecosystem

4) Decreasing the dependence of the business on the sales of iPhones

Enhancing customer experience

Focusing on customer experience is one of the pillars of Apple business strategy. It is not rare for Apple fans to create videos of themselves unwrapping their new Apple products and uploading the video on YouTube. This happens because the company has succeeded in creating a customer experience that extends beyond the purchasing process of a product. More than 518 Apple Stores in 25 countries and regions, where people can try products and ask helpful staff questions effectively also contribute to customer experience.



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KEY PERFORMANCE INDICATORS

1 Engagement Metrics

2 Bounce Rate

3 Conversion Rate



Engagement metrics Analysis

KPI used for to measure performance:

Engagement rate:Engagement rate calculates the number of engaged sessions by number of sessions. It helps to understand the interaction of users on the ecommerce platform. A high engagement rate provides insights into the effectiveness of users interacting with your website or app.

Purchase conversion rate: Purchase conversion rate calculates the number of purchasers by the number of users. It helps to study the likelihood of a customer to make a purchase. A high purchase conversion rate indicates the effectiveness of a site to convert traffic to paying customers.

Completion rate: Completion rate calculates the percentage of users that complete a specific path. Eg: Users that perform view_promotion events and transition to perform begin_checkout events.

Return on ad spend: It calculates the revenue for the selected purchase key event divided by the total cost of the ad. This measure is selected to understand the return of investment of the Google ad.

First time purchasers conversion rate: It is the ratio of first-time purchasers to total purchasers, used to identify Google ad campaigns with high first-time purchase conversion rates.

Promotion conversion rate: This metric is calculated the number of purchasers by the number of users. This measure is selected to understand the percentage of users who purchase a product to build strategies to convert users to purchase.



Findings

i. Organic video has the highest engagement rate of 100% followed by Email (99.54%) and Organic search (99.51%).

ii. Social media plays a major role in influencing Apple's ecommerce platform traffic.

iii. Paid search accounts for the highest purchase conversion rate of customers of 14%.

Segment	US			
Default channel group	↓ Engagement rate	Total purchasers	Engaged sessions	Sessions
Totals	98.84% Avg 0%	1,115 100% of total	19,036 100% of total	19,259 100% of total
1 Organic Video	100%	0	11	11
2 Email	99.54%	121	1,730	1,738
3 Organic Social	99.51%	21	403	405
4 Referral	99.38%	119	2,241	2,255
5 Organic Shopping	99.36%	17	469	472

Segment	US			
Default channel group	↓ Total purchasers	Engaged sessions	Sessions	Total users
Totals	1,115 100% of total	19,036 100% of total	19,259 100% of total	13,960 100% of total
1 Direct	610	8,871	9,025	7,067
2 Organic Search	256	5,864	5,953	4,235
3 Email	121	1,730	1,738	1,053
4 Referral	119	2,241	2,255	1,625
5 Cross-network	50	1,351	1,360	1,036
6 Paid Search	46	588	592	339
7 Organic Social	21	403	405	256
8 Organic Shopping	17	469	472	350
9 Organic Video	0	11	11	8

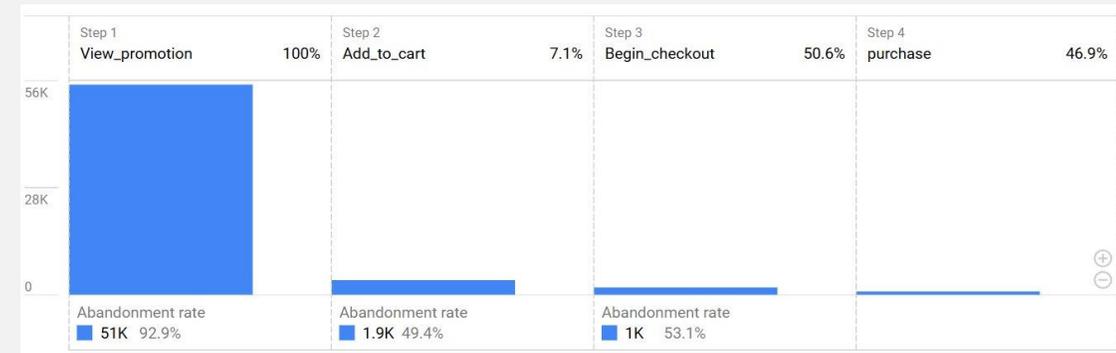
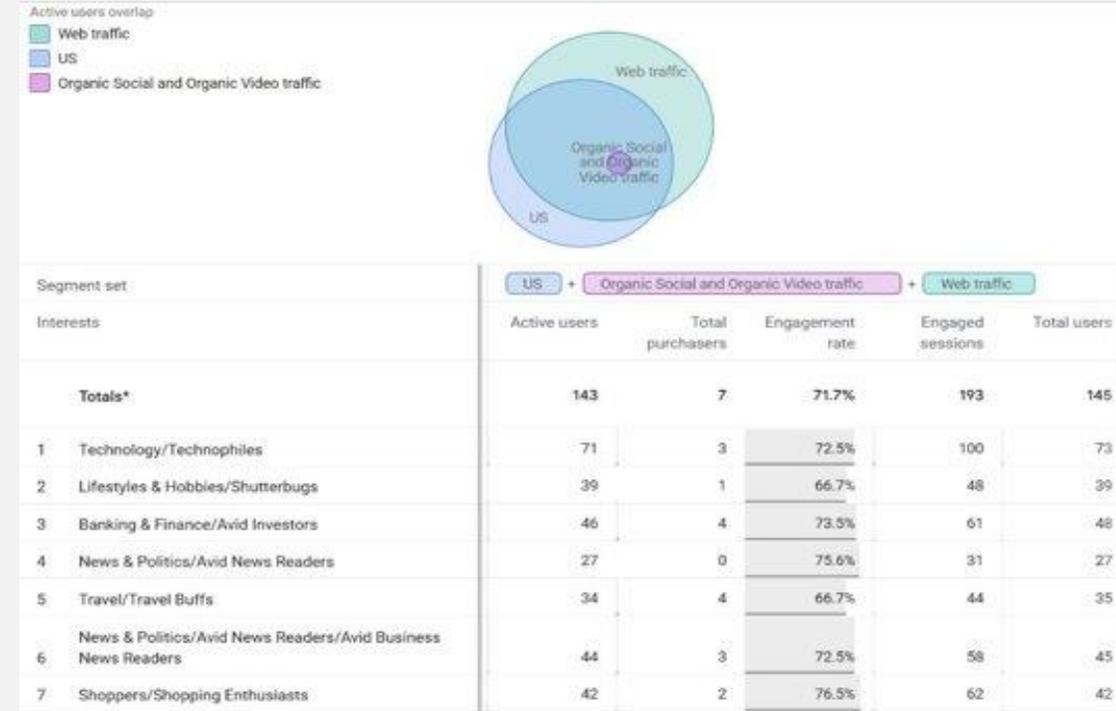


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Segment overlap study of Organic Social, Organic Video traffic, US and Web traffic.

Findings:

1. It is possible to find that travel buffs (people interested in travel videos) have the highest purchase conversion rate of 11% that buy products through organic search and organic video using desktops in the US.
2. Entertainment news enthusiasts have the highest engagement rate of 84.21% of the combination of three segments.
3. It is possible to find that individuals that purchased products and viewed promotions contributed to 1.68%.
4. It is possible to find that individuals that performed add_to_cart events and performed checkout events have a completion rate of 50.59%.
5. It is possible to find that individuals that performed begin checkout events and performed purchase events have a completion rate of 46.89%.





Engagement Metrics

Findings:

1. Google ad campaigns that advertise latest Apple services generate a high return of investment in 2024.
2. Google ad campaigns that advertise lifestyle products of Apple such as Apple pencil pro, Magic keyboard have a 100% first-time purchasers conversion rate in 2024.
3. Google ad campaigns that advertise lifestyle products have a higher promotion conversion rate than Google ad campaigns that advertise latest Apple services in the US in October 2024.

Campaign		First time purchasers
Totals		47 100% of total
1	[Evergreen] Merch Store US and CA Performance Max	42
2	[Group 5 - Lifestyle] PMax1	5
3	[Evergreen] Merch Store US and CA Search	1

Segment				
Campaign	Total purchasers	Total users	Sessions	
Totals	51 100% of total	1,069 100% of total	1,399 100% of total	
1	[Evergreen] Merch Store US and CA Performance Max	46	964	1,278
2	[Group 5 - Lifestyle] PMax1	5	76	88
3	[Evergreen] Merch Store US and CA Search	1	37	44

Google Ads campaign	Key events	Ads cost	Cost per key event	Ads clicks	Ads cost per click	Total revenue	Return on ad spend
<input checked="" type="checkbox"/> Total	41.45 of total	\$1,534.80 100% of total	\$37.03 Avg 0%	4,280 100% of total	\$0.36 Avg 0%	\$6,063.38 100% of total	3.95 Avg 0%
<input checked="" type="checkbox"/> 1 [Evergreen] Merch Store US and CA Performance Max	37.42	\$590.16	\$15.77	2,805	\$0.21	\$5,788.51	9.81
<input checked="" type="checkbox"/> 2 [Group 5 - Lifestyle] PMax1	3.04	\$19.99	\$6.59	152	\$0.13	\$156.35	7.82
<input checked="" type="checkbox"/> 3 [Evergreen] Merch Store US and CA Search	1.00	\$551.00	\$551.00	208	\$2.65	\$118.52	0.22



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Recommendations for Engagement Metrics

1) Leverage Organic Search & Video:

Focus on driving traffic from organic search and video to market lifestyle products such as Apple Pencil Pro and Magic Keyboard

2) Expand Targeted Channels

Build advertising strategies incorporating organic search, email, and organic video to engage travel enthusiasts and entertainment lovers

3) Maximize Social Media & Email

Showcase Apple services like advanced camera features in outdoor settings via social media and email campaigns to boost engagement and conversions



Bounce Rate KPI

1. Mobile Bounce Rate Analysis

Analysis:

- Bounce rate increased dramatically from 7.11% (2023) to 53.78% (2024).
- **Interpretation:** The 2024 bounce rate is more than 6.5 times the 2023 rate.
- **Likely Cause:** Poor mobile optimization.

Finding:

- Mobile usability issues require immediate attention to reduce bounce rates.

Device category	desktop	mobile	tablet	smart tv	Totals
Date	Bounce rate	Bounce rate	Bounce rate	Bounce rate	↘ Bounce rate
Totals	19.23% Avg +38.07%	7.11% Avg -48.92%	9.33% Avg -33.03%	100% Avg +618.13%	13.93% Avg 0%
1 20231001	21.63%	6.14%	5.48%	0%	14.12%
2 20231002	18.01%	5.54%	1.49%	0%	15.06%
3 20231003	20.66%	6.7%	7.95%	100%	16.29%
4 20231004	16.79%	3.97%	10.53%	0%	13.56%
5 20231005	19.09%	5.6%	1.69%	0%	14.79%
6 20231006	17.64%	6.03%	4.59%	0%	12.87%
7 20231007	19.14%	3.31%	4.32%	0%	8.93%
8 20231008	19.35%	3.35%	6.43%	0%	8.13%
9 20231009	17.8%	4.6%	4.49%	0%	13.22%
10 20231010	16.58%	3.73%	3.05%	0%	10.98%

October 2023 Bounce Rates

Device category	tablet	mobile	desktop	smart tv	Totals
Date	Bounce rate	Bounce rate	Bounce rate	Bounce rate	+ Bounce rate
Totals	70.13% Avg +46.63%	53.78% Avg +12.45%	40.23% Avg -15.88%	100% Avg +109.09%	47.83% Avg 0%
1 20241003	75.84%	52.46%	36.16%	100%	45.72%
2 20241008	71.07%	50.5%	33.23%	100%	39.68%
3 20241019	67.92%	58.7%	55.36%	0%	58.33%
4 20241020	72.12%	57.51%	48.26%	0%	53.69%
5 20241007	81.03%	56.63%	38.79%	0%	46.98%
6 20241005	75.83%	50.23%	49.91%	0%	51.84%

October 2024 Bounce Rates



Bounce Rate KPI

2. Tablet Bounce Rate Analysis

Analysis:

- Bounce rate rose significantly from 9.33% (2023) to 70.13% (2024).
- **Interpretation:** The 2024 bounce rate is more than 6.5 times the 2023 rate.
- **Likely Cause:** Lack of design optimization for tablets.

Finding:

- Redesign tablet interfaces to improve navigation and usability.

Device category	desktop	mobile	tablet	smart tv	Totals
Date	Bounce rate	Bounce rate	Bounce rate	Bounce rate	↘ Bounce rate
Totals	19.23% Avg +38.07%	7.11% Avg -48.92%	9.33% Avg -33.03%	100% Avg +618.13%	13.93% Avg 0%
1 20231001	21.63%	6.14%	5.48%	0%	14.12%
2 20231002	18.01%	5.54%	1.49%	0%	15.06%
3 20231003	20.66%	6.7%	7.95%	100%	16.29%
4 20231004	16.79%	3.97%	10.53%	0%	13.56%
5 20231005	19.09%	5.6%	1.69%	0%	14.79%
6 20231006	17.64%	6.03%	4.59%	0%	12.87%
7 20231007	19.14%	3.31%	4.32%	0%	8.93%
8 20231008	19.35%	3.35%	6.43%	0%	8.13%
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10 20231010	16.58%	3.73%	3.05%	0%	10.98%

October 2023 Bounce Rates

Device category	tablet	mobile	desktop	smart tv	Totals
Date	Bounce rate	Bounce rate	Bounce rate	Bounce rate	↗ Bounce rate
Totals	70.13% Avg +46.63%	53.78% Avg +12.45%	40.23% Avg -15.88%	100% Avg +109.09%	47.83% Avg 0%
1 20241003	75.84%	52.46%	36.16%	100%	45.72%
2 20241008	71.07%	50.5%	33.23%	100%	39.68%
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4 20241020	72.12%	57.51%	48.26%	0%	53.69%
5 20241007	81.03%	56.63%	38.79%	0%	46.98%
6 20241005	75.83%	50.23%	49.91%	0%	51.84%

October 2024 Bounce Rates



Bounce Rate KPI

3. Desktop and Smart TV Bounce Rate Analysis

Analysis:

- **Desktop:** Bounce rate increased from 19.23% (2023) to 40.23% (2024).
- **Interpretation:** The 2024 bounce rate is slightly more than double the 2023 rate.
- **Smart TV:** Bounce rate remained at 100%, indicating no user engagement.

Finding:

- Focus on maintaining desktop performance.
- Address critical usability issues on Smart TVs or deprioritize this platform.

Device category	desktop	mobile	tablet	smart tv	Totals
Date	Bounce rate	Bounce rate	Bounce rate	Bounce rate	↓ Bounce rate
Totals	19.23% Avg +38.07%	7.11% Avg -48.92%	9.33% Avg -33.03%	100% Avg +618.13%	13.93% Avg 0%
1 20231001	21.63%	6.14%	5.48%	0%	14.12%
2 20231002	18.01%	5.54%	1.49%	0%	15.06%
3 20231003	20.66%	6.7%	7.95%	100%	16.29%
4 20231004	16.79%	3.97%	10.53%	0%	13.56%
5 20231005	19.09%	5.6%	1.69%	0%	14.79%
6 20231006	17.64%	6.03%	4.59%	0%	12.87%
7 20231007	19.14%	3.31%	4.32%	0%	8.93%
8 20231008	19.35%	3.35%	6.43%	0%	8.13%
9 20231009	17.8%	4.6%	4.49%	0%	13.22%
10 20231010	16.58%	3.73%	3.05%	0%	10.98%

October 2023 Bounce Rates

Device category	tablet	mobile	desktop	smart tv	Totals
Date	Bounce rate	Bounce rate	Bounce rate	Bounce rate	+ Bounce rate
Totals	70.13% Avg +46.63%	53.78% Avg +12.45%	40.23% Avg -15.88%	100% Avg +109.09%	47.83% Avg 0%
1 20241003	75.84%	52.46%	36.16%	100%	45.72%
2 20241008	71.07%	50.5%	33.23%	100%	39.68%
3 20241019	67.92%	58.7%	55.36%	0%	58.33%
4 20241020	72.12%	57.51%	48.26%	0%	53.69%
5 20241007	81.03%	56.63%	38.79%	0%	46.98%
6 20241005	75.83%	50.23%	49.91%	0%	51.84%

October 2024 Bounce Rates



Conversion Rate

Analysis:

- **Cross Network (Desktop, USA)** had the highest conversion rate at 28.55%, indicating strong purchase behavior.
- Mobile conversion rates (0.78%–1.93%) lagged significantly behind Desktop, highlighting a need for optimization.
- Email campaigns performed poorly with only **0.25% conversion rate**, requiring improved engagement strategies.
- Low conversion rates in **Canada** and **Taiwan** reflect untapped opportunities for localization.
- Emerging markets like **India, Brazil, and Japan** showed minimal conversions, signaling missed growth potential.

Default Channel	Device Category	Country	Date/Comparison	Sessions	#	Active
Totals			% change	163.82%		207.40%
			Oct 1- Oct 31 2023	78,157		69338
			Oct 1- Oct 31 2024	29,625		22,556
Direct	Desktop	USA	% change	26.01%		36.03%
			Oct 1- Oct 31 2023	9694		8027
			Oct 1- Oct 31 2024	7693		5901
Organic Search	Desktop	USA	% change	98.25%		120.08%
			Oct 1- Oct 31 2023	7924		5940
			Oct 1- Oct 31 2024	3997		2699

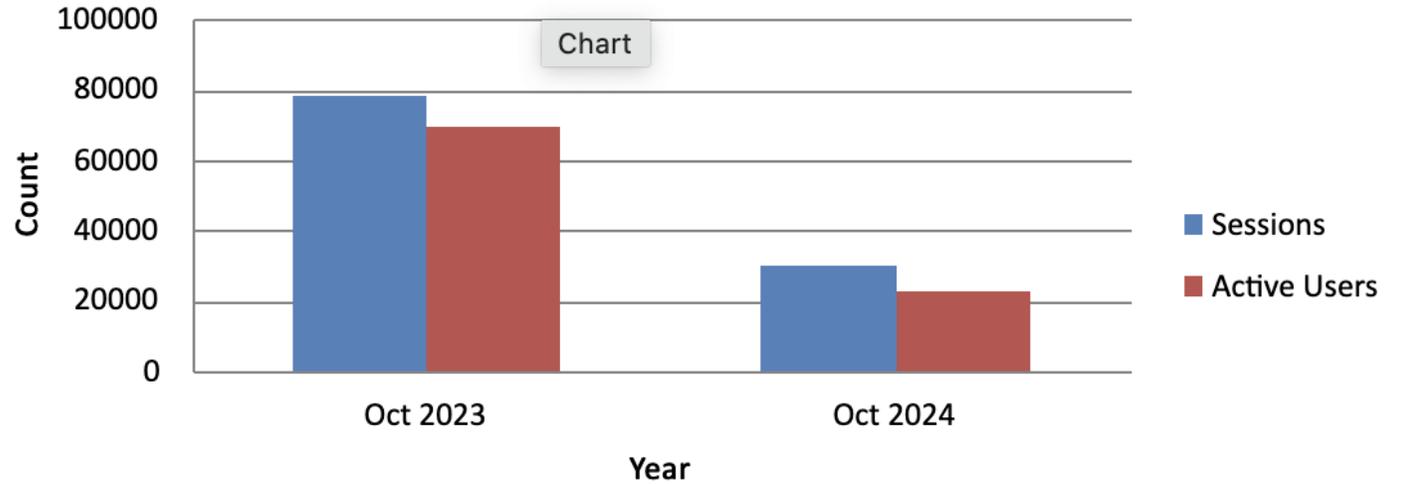
Event Name	Device Category	Country	Date/Comparison	Event Count	Active Users
Totals			% change	-41.61%	-39.33%
			Oct 1- Oct 31 2023	811	728
			Oct 1- Oct 31 2024	1389	1200
Purchase	Desktop	USA	% change	-42.39%	-39.41%
			Oct 1- Oct 31 2023	670	598
			Oct 1- Oct 31 2024	1163	987
Purchase	Mobile	USA	% change	-38.40%	-38.71%
			Oct 1- Oct 31 2023	77	76
			Oct 1- Oct 31 2024	125	124
Purchase	Desktop	Canada	% change	-28%	-34.15%
			Oct 1- Oct 31 2023	36	27

Default Channel Group	Event Name	Device Category	Country	Sessions	Event Count	Active Users	Conversion Rate
Direct	Purchase	Desktop	USA	9,694	670	8,027	6.91
Organic Search	Purchase	Desktop	USA	7,924	670	5,940	8.46
Cross Network	Purchase	Mobile	USA	9,825	77	9,555	0.78
Direct	Purchase	Mobile	USA	6,811	125	6,470	1.84
Organic Search	Purchase	Mobile	USA	3,994	77	3,497	1.93
Cross Network	Purchase	Mobile	Canada	4,685	5	4,621	0.11
Direct	Purchase	Mobile	Canada	2,784	7	2,746	0.25
Referral	Purchase	Desktop	USA	2,294	36	1,639	1.57
Email	Purchase	Desktop	USA	791	2	561	0.25
Cross Network	Purchase	Desktop	USA	2,347	670	1,935	28.55
Purchase	Purchase	Tablet	USA	N/A	2	N/A	N/A

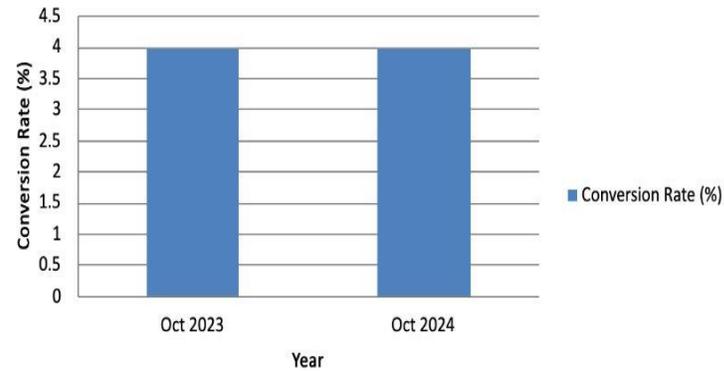


Findings for Conversion Rate

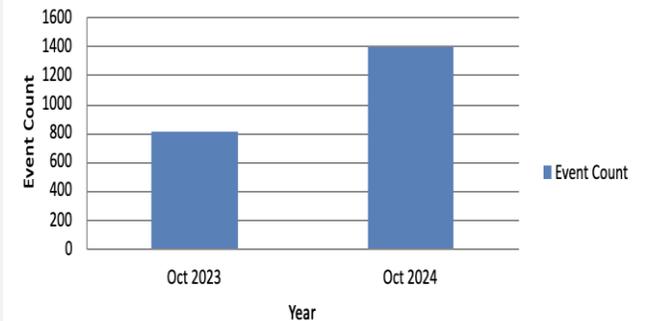
Sessions vs Active Users (Oct 2023 vs Oct 2024)



Channel-wise Conversion Rates



Event Counts Comparison (Oct 2023 vs Oct 2024)





Findings for Conversion Rate

1) Enhance Mobile Shopping with Cutting-Edge Features

Apple should launch a dedicated shopping app with AR capabilities for virtual product trials, one-tap Apple Pay checkout, and mobile-exclusive promotions. Additionally, optimizing the mobile site for speed and intuitive navigation will ensure a seamless shopping experience

2) Boost Organic Search with AI-Driven SEO

Utilize AI tools to enhance product descriptions, meta tags, and localized content. Create engaging content, such as tutorials and blog posts, to improve search rankings and drive organic traffic

3) Personalize Email Marketing with AI

Leverage AI to deliver tailored email campaigns based on user behavior. Hyper-segment audiences and test subject lines and designs to maximize engagement and conversions

4) Increase Referral Traffic Through Strategic Partnerships

Collaborate with tech influencers, affiliates, and comparison platforms. Offer exclusive discounts and commissions to attract referrals and promote Apple's ecosystem

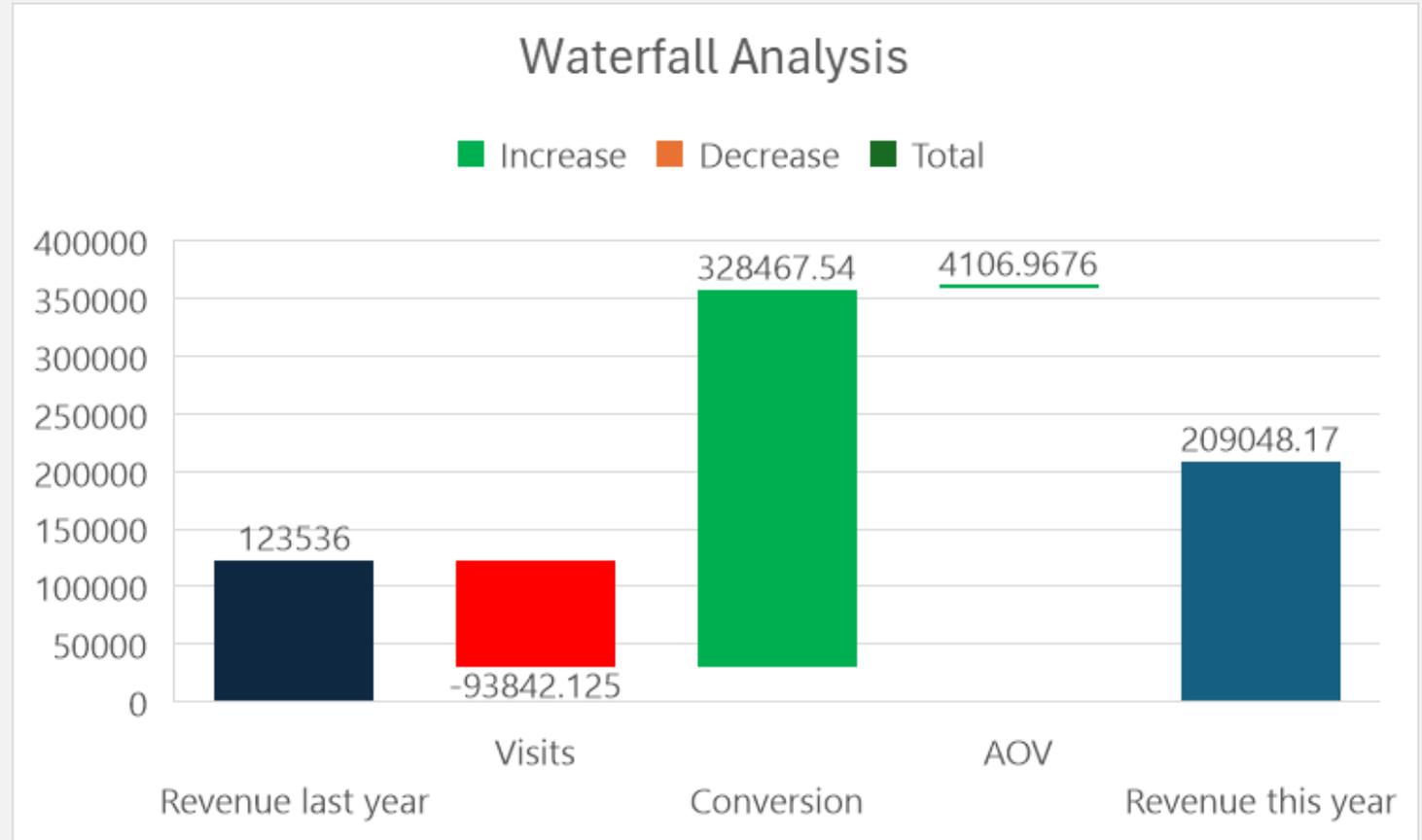
5) Expand Into Untapped Markets with Regional Strategies

Customize approaches for markets like Canada, Taiwan, and India. Adapt pricing, create multilingual campaigns, and highlight local features like education discounts or sustainability initiatives to drive regional growth.



Complete Waterfall Analysis

- **Revenue Last Year:** \$123,536
- **Visits:** Decrease of \$93,842
- **Conversion Rate:** Increase of \$328,468
- **AOV:** Increase of \$4,107
- **Revenue This Year:** \$209,048





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Thank You....

