



Guru Mile, LLC
Analytics Report
1/5/2022

ONE MONTH ANALYTICS REPORT

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Project Overview

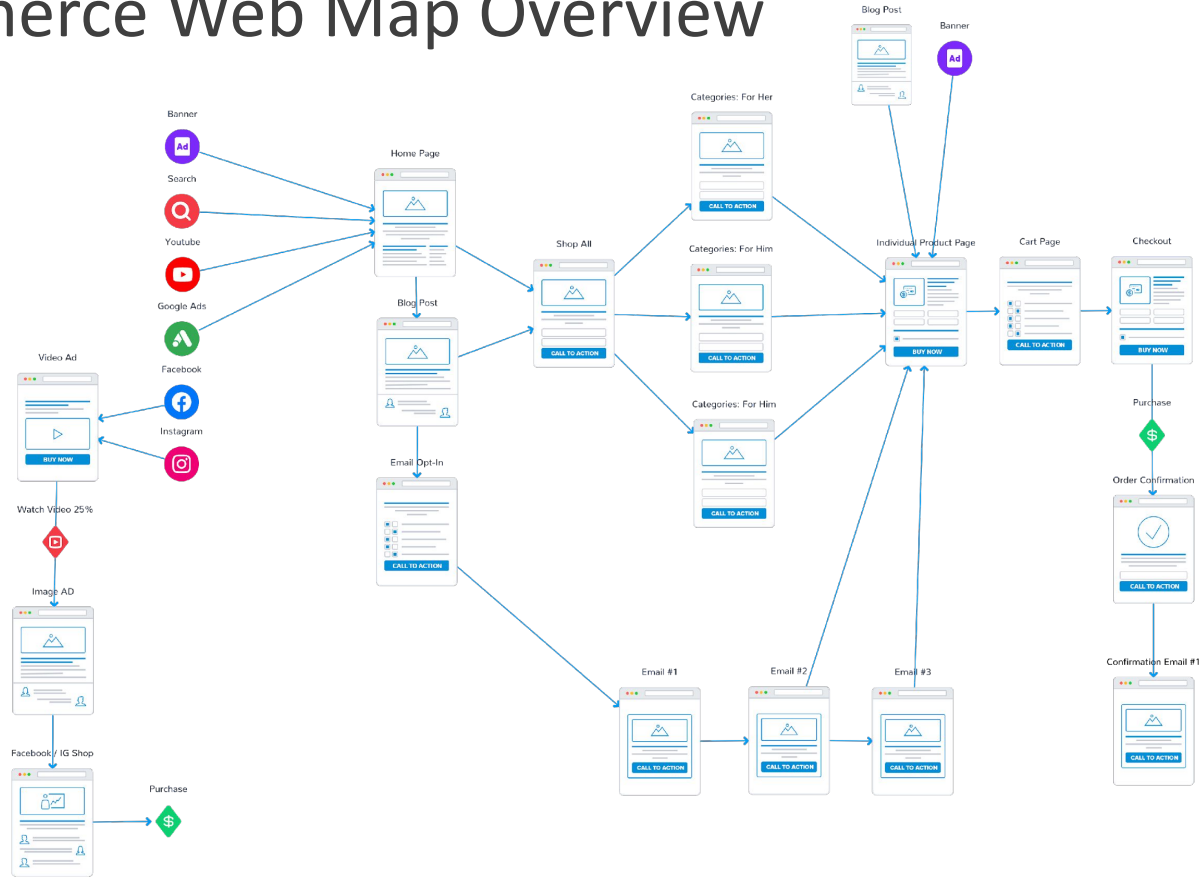
Setup Services Itemized

- Business Account Set-Up (Instagram, Facebook, Juicy Ads, Google Ads)
- Connected Instagram Business Account with Facebook
- Set-up commerce account - sync FB/IG store with Woocommerce
- Passed Advertising Protocols On All Accounts
- Installed Tracking Pixels on Website, Set-Up Conversion Analytics
- Organized Email List and Contact List and Uploaded to Facebook
- Created Lookalike Audiences in FB/IG Based on Engagement
- Wrote Copy for Initial Ads, and Gathered Content
- Created Branded Creative Content for Ads (Banner ads)
- Created Video Content
- Created Email Campaign, Autoresponders
- Created Branded Style Guide
- Redesigned Website and Additional Revisions
- Ensured Website Plug-ins Are Current
- Boosted Followers on Instagram, Twitter
- Created Social Media Engagement Bot (Jarvee)
- Created Blog Posts for Website
- Tested Ad Creation, Copywriting, and Targeted Locations
- Conducted Deep Research Into Market, Consumer Behavior
- Additional Google Services Including, Search Console, AdSense, Tag Manager
- Competitive Keyword Analysis
- Social Media Post Creation (Total of 50+ Posts)

Ongoing Optimized Services

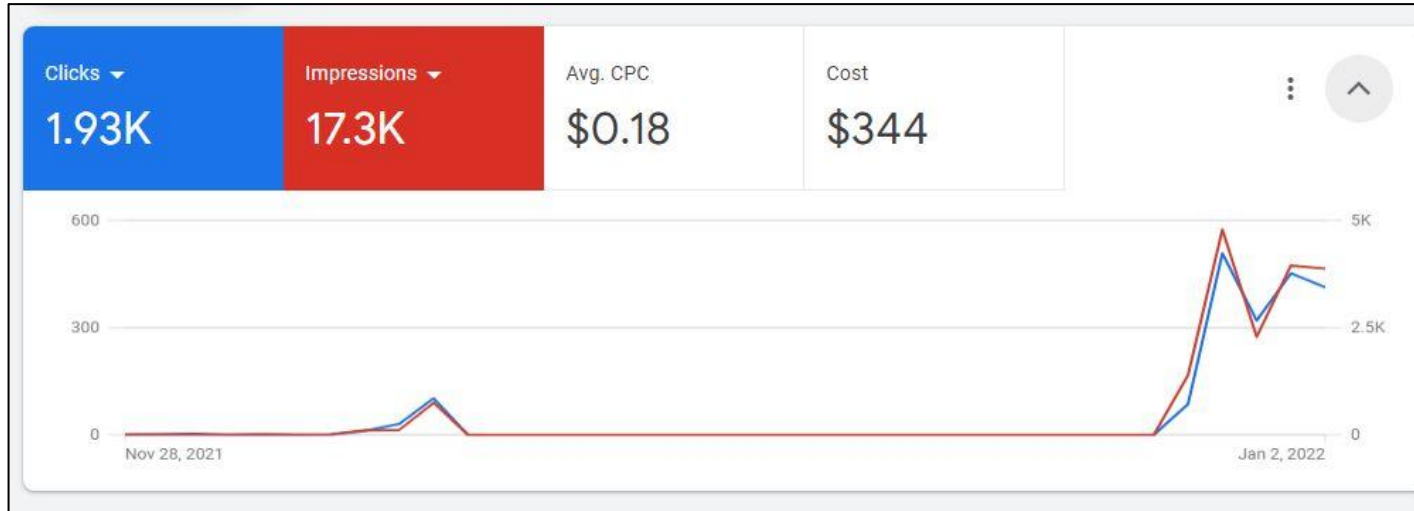
- Provide management of social media primary traffic system by copywriting & implementing new advertisements as needed, testing advertisements, and optimizing and scaling campaigns
- Provide management of social media retargeting traffic system by copywriting & implementing new advertisements as needed, testing advertisements, and optimizing and scaling campaigns
- Provide management of website plug-ins, updates, and conversion systems
- Provide consulting on marketing process improvement and sales process improvement based on data analysis
- Provide bi-weekly reports on advertising results

Ecommerce Web Map Overview



Google Ads Overview

Google Ads Overview



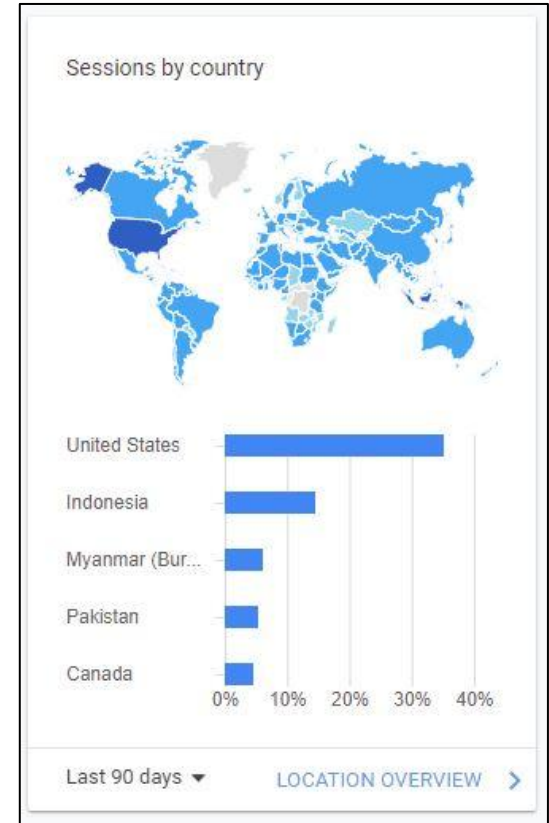
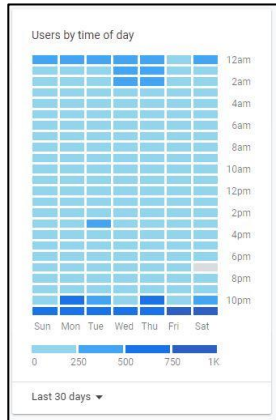
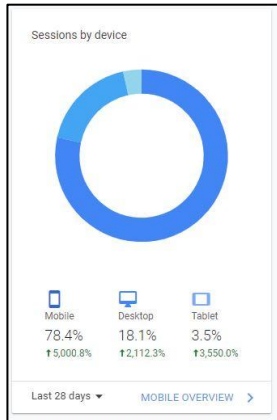
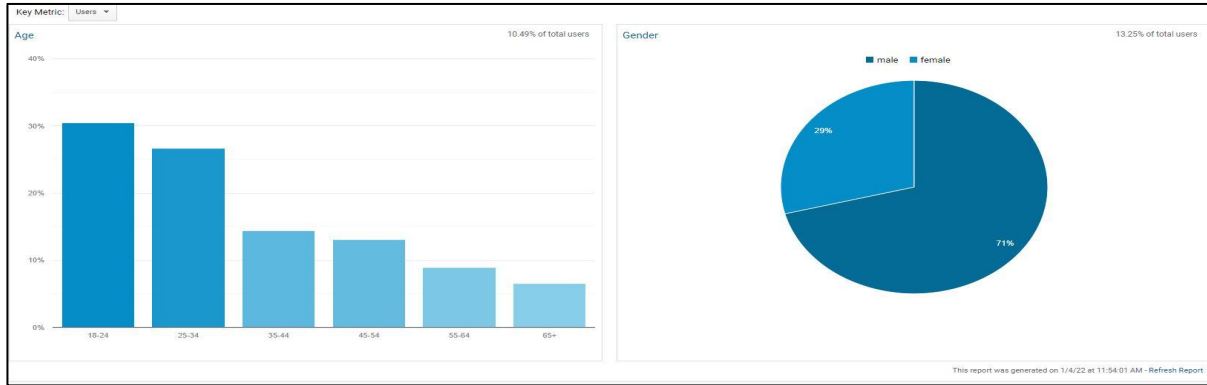
Quick Summary

- Search Ads were run nationally with a focus on the following cities: Los Angeles, San Francisco, Seattle, Florida, New York, Oregon
- Search ads were also shown internationally.
- Total of 8 search ads were tested, over 30 keywords analyzed.

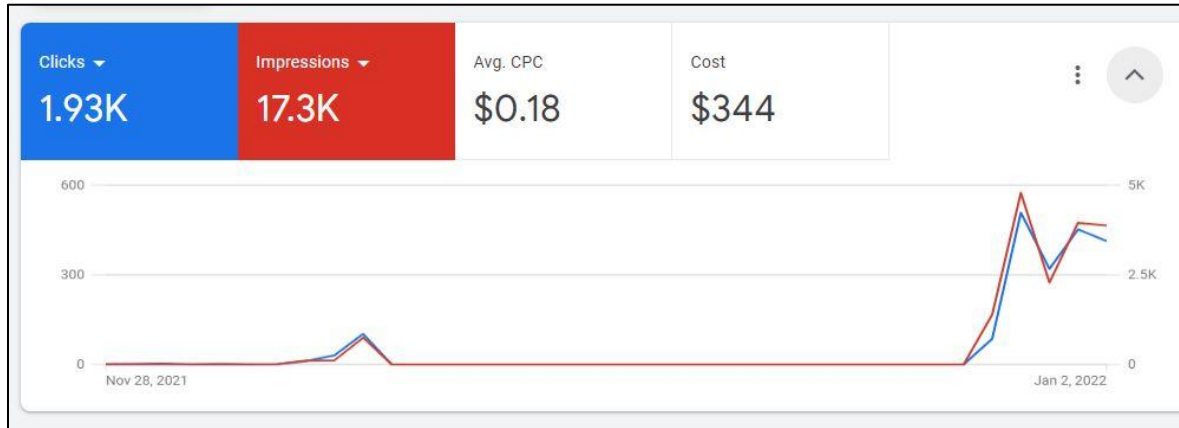
Takeaways

- Lower than average CPC of \$0.18
- Above average click rate of 11% (Avg. 3.17%)
- High CPM of \$19.88, due to optimization for clicks over reach

Google Analytics



Google Ads Conclusion & Next Steps



Conclusion

- Google ads are run for search only
- Video ads are prohibited – testing messaging & keywords only
- Ideal ad option for identifying people actively searching for products and should be continued

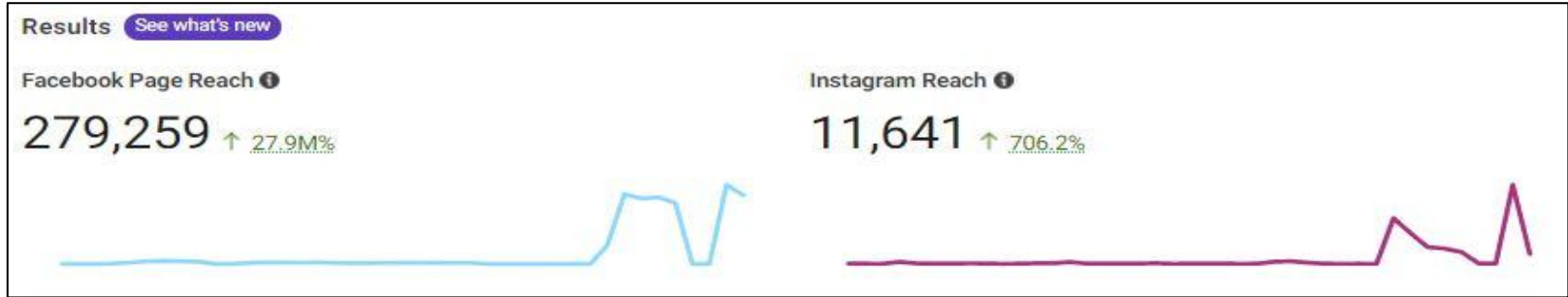
Next Steps

- Target high performing keywords
- Send people to products directly
- Optimize costs of click over time

Facebook Ads Overview

Facebook Ads Overview

Spent	Reach	Impressions	Clicks	3sec View	Reactions
\$304.00	311,029	354,031	487	125,166	529



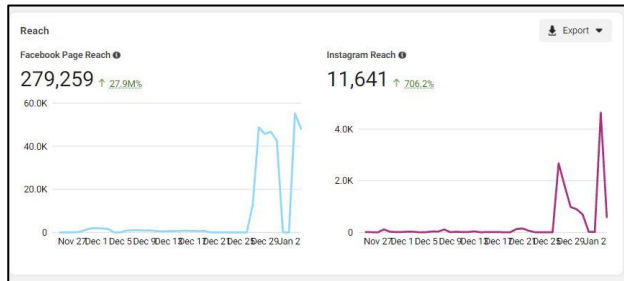
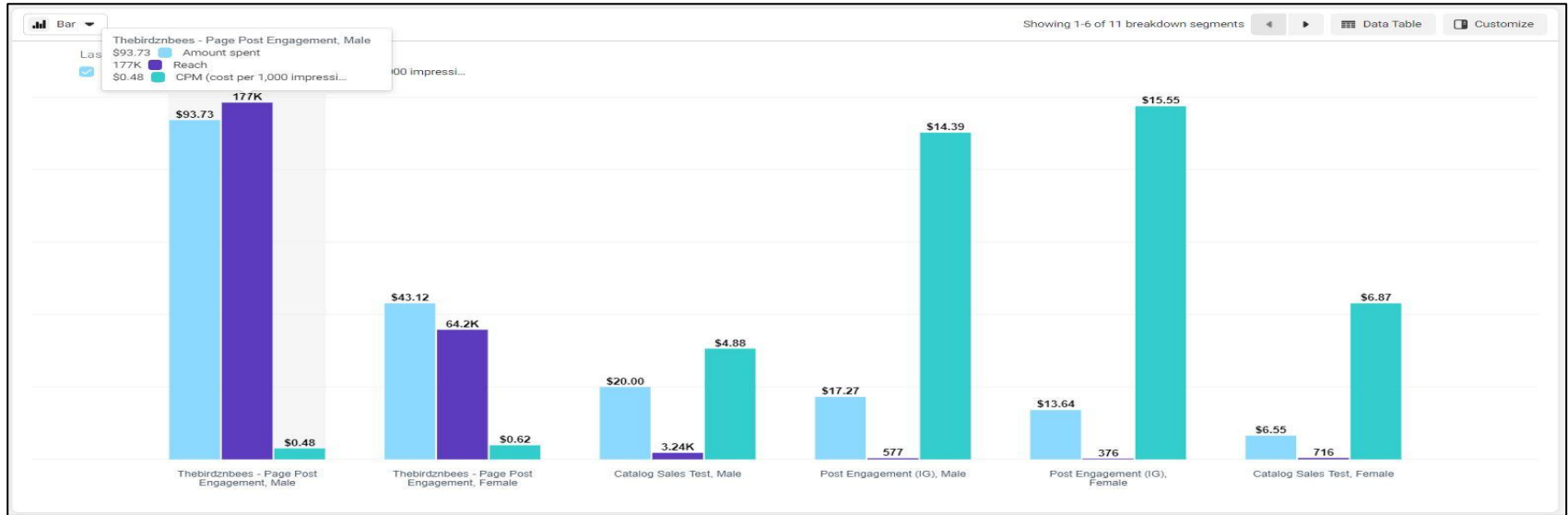
Quick Summary

- Majority of budget spent on video ads to increase engagement
- Facebook does not allow sending traffic to the website – focused on engagement ads and shop ads
- Created a total of 8 ads, and only 4 were approved

Takeaways

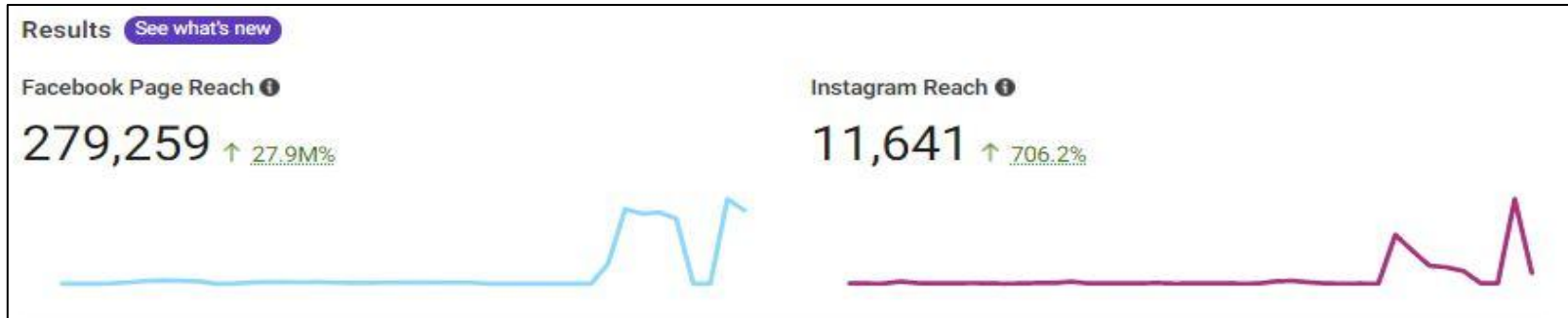
- Higher than average CPC of \$0.62
- Low cost per impression
- Instagram is more expensive than FB

Facebook Insights



Facebook Ads Conclusions & Next Steps

Spent	Reach	Impressions	Clicks	3sec View	Reactions
\$304.00	311,029	354,031	487	125,166	529



Conclusions

- Facebook & Instagram can work well for establishing brand image, and retargeting potential customers with new content
- Cannot rely on FB & IG for direct traffic to site
- Continue to optimize store experience and product catalogs

Next Steps

- Spend \$150 a month on engagement
- Target women and couples
- Continue to post daily and build brand

Web Traffic Overview

Website Traffic Overview

Users	Sessions	Bounce Rate	Duration	Load speed	Cart Ads
16,000	17,000	78.26%	40 sec	30 sec	2,400

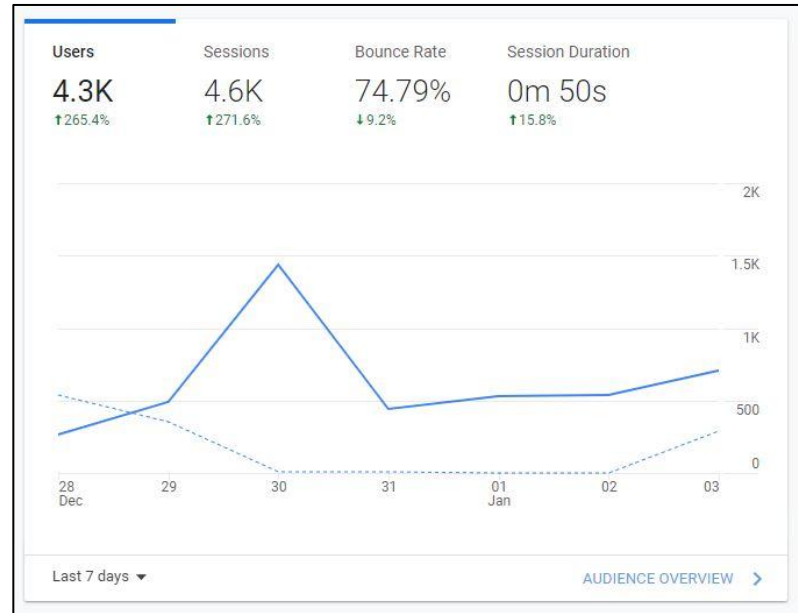
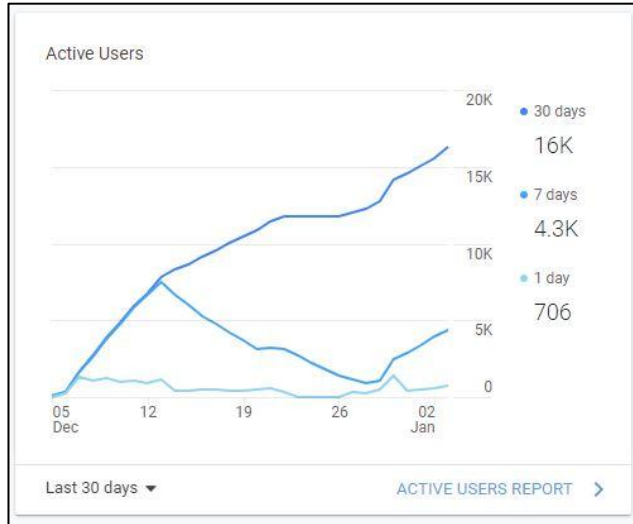
Quick Summary

- Home page received majority of views, shop was second, her category page was third
- Significant decrease in sessions on actual product pages, however, received plenty of data to tell what people were looking for

Takeaways

- Large amount of sessions, however, no one is continuing thru to checkout
- Below average bounce rate of 78.26% (target 50%)
- Low session duration of 40 seconds, need to increase to 2 minutes

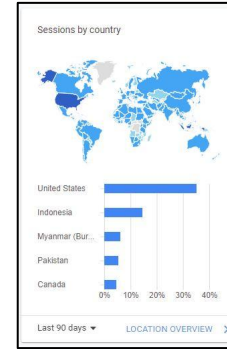
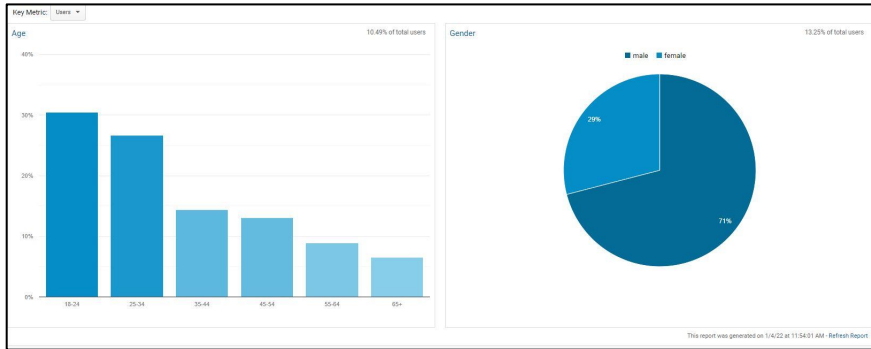
Web Traffic Stats



Session Duration Bucket ?	Sessions ?	Pageviews ?
0-10 seconds	13,914	14,406
11-30 seconds	1,001	2,356
31-60 seconds	737	2,019
61-180 seconds	798	3,353
181-600 seconds	515	3,324
601-1800 seconds	236	1,951
1801+ seconds	60	1,068

Website Traffic Conclusions

Users	Sessions	Bounce Rate	Duration	Load speed	Cart Ads
16,000	17,000	78.26%	40 sec	30 sec	2,400



Conclusion

- Total page views will allow for tracking where people most commonly navigate to on the website
- Most people are shopping, however, not continuing thru to check out
- Likely due to a price that is not appealing to them

Next Steps

- Optimize site load speed, product page copy
- Create sales pages and send direct traffic
- Increase attractiveness of offers, rewards

Conclusions & Next Steps

Conclusions

- Pros:
 - Reached thousands of people with ads
 - Exceeded average benchmarks on ad costs
 - Passed advertising protocols on Facebook, Google
 - High engagement on Facebook, IG
 - Products are good quality
- Cons:
 - Website load speed is slow
 - Products are expensive
 - Shop experience is low quality
 - Limited discounts
 - Slow shipping
 - New & untrusted brand

Next Steps

- Continue testing for hot products with banner ads, refresh creatives
- Continue running ads on Google search ads
- Run IG Ads and FB ads to FB/IG store, focus on engagement
- Start regular YouTube video & blogging content
- Look into brand partnerships, cross promotion
- Build relationships with influencers for additional reach

Marketing Ideas

- Create engaging content in blog
- YouTube how to videos, explain products
- Monthly toy giveaway to subscribers
- Add testimonials to increase conversions
- Discount bundles for members
- Consider monthly subscription box
- Promote BOGO for specific products