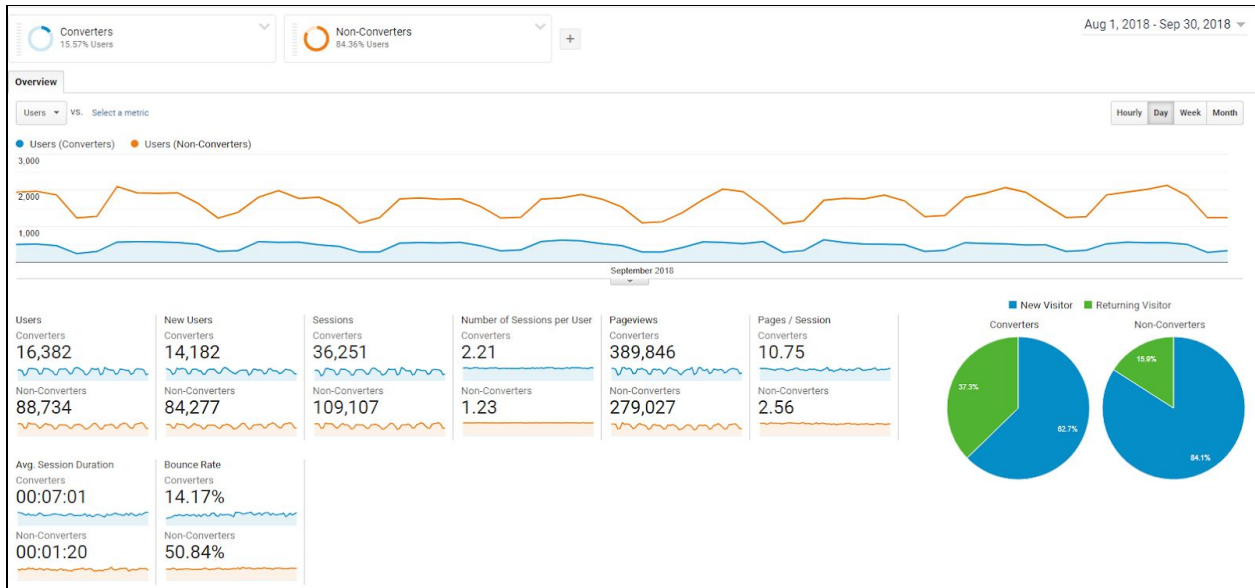


**Overall Date: August 1, 2018 - September 30, 2018 (1.2)**

**1.2**

**Audience Overview: Converters vs. Non-Converters (New vs. Returning Visitors)**

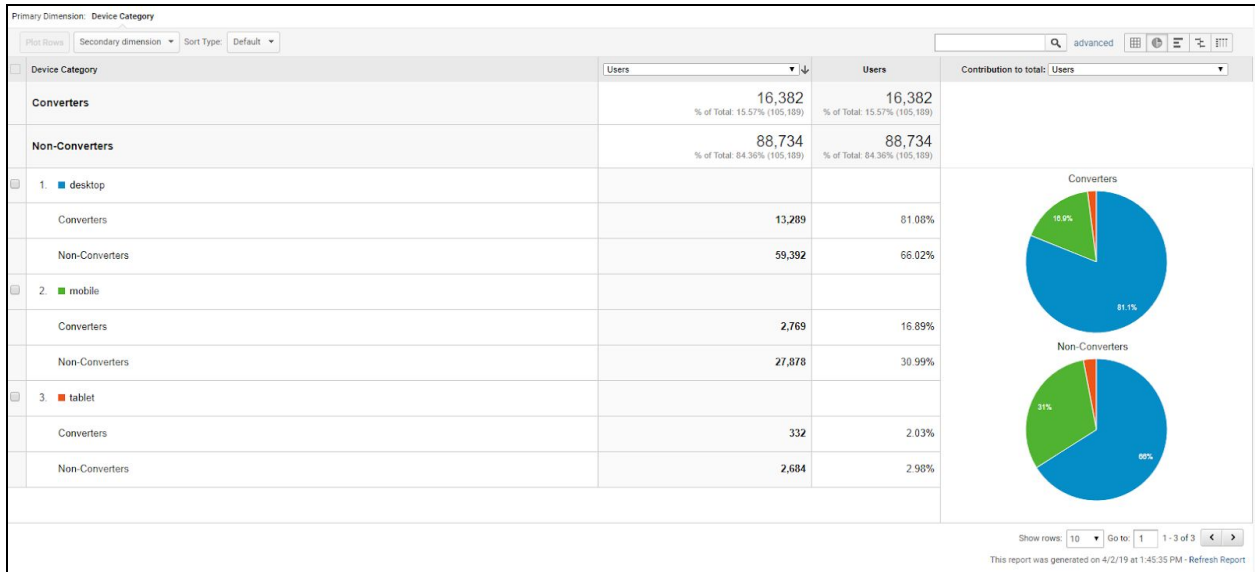
Converted users are more engaged within the site than non-converters. There are higher percentages in pages and session duration, while a lower percentage of bounce rates. When looking deeper into the new and returning visitors, you can see that there are more returning visitors within converters. This can mean that the Google Merchandise store has a good loyalty program in which target consumers who are actively participating on the site again and again. But these rates can also mean that for those falling under the non-converted category with a lower number of returning visitors, that efforts in maintaining their loyalty have failed and there must be something done to draw them back onto the site after one visit. Solutions for this can be to change up landing pages to peak their interests or to have a different means of marketing campaigns in order to better these numbers.



**Mobile Overview**

In terms of mobile devices customers are using to access the store, you can see that users are using a desktop (82.1% | Converters) to access the site rather than from a mobile device (16.9% | Converters) or a tablet (2% | Converters). This could be for a number of reasons. One is that there could be an issue utilizing the site on the tablet as the number is pretty low in both categories (3% | Non-Converters). Google can work on making this form of the store much more






user-friendly. The same goes for those accessing the site via a mobile device. Some pages are probably viewed differently and there needs to be proper monetization in order for it to function equally as on the desktop.



### Language vs. Country

Taking a closer look into users from a language and country aspect of the site, you can see that a good percentage of users have their browsers in English compared to other languages and that many converters are also from the United States as well. But this does not mean we can ignore the numbers being displayed from the other countries. Being that India and Canada are number 2 and 3 on the list, this is a great opportunity to offer some incentives. Although, we are looking at the US version of the Google Merchandise Store, maybe offering shipping deals or other international deals to draw in a possible new target market.

Demographics	Language	Users	% Users
Language	1. en-us		
Country	Converters	12,666	77.22%
City	Non-Converters	54,857	61.50%
<b>System</b>	2. en-gb		
Browser	Converters	659	4.02%
Operating System	Non-Converters	7,045	7.90%
Service Provider	3. zh-tw		
<b>Mobile</b>	Converters	287	1.75%
Operating System	Non-Converters	1,546	1.73%
Service Provider	4. es-es		
Screen Resolution	Converters	239	1.46%
	Non-Converters	2,261	2.53%
	5. fr-fr		
	Converters	188	1.15%
	Non-Converters	1,583	1.77%

Demographics	Country	Users	% Users
Language	1.  United States		
Country	Converters	10,783	64.83%
City	Non-Converters	39,606	44.05%
<b>System</b>	2.  India		
Browser	Converters	646	3.88%
Operating System	Non-Converters	7,683	8.54%
Service Provider	3.  Canada		
<b>Mobile</b>	Converters	613	3.69%
Operating System	Non-Converters	2,784	3.10%
Service Provider	4.  United Kingdom		
Screen Resolution	Converters	480	2.89%
	Non-Converters	4,879	5.43%
	5.  Taiwan		
	Converters	313	1.88%
	Non-Converters	1,517	1.69%