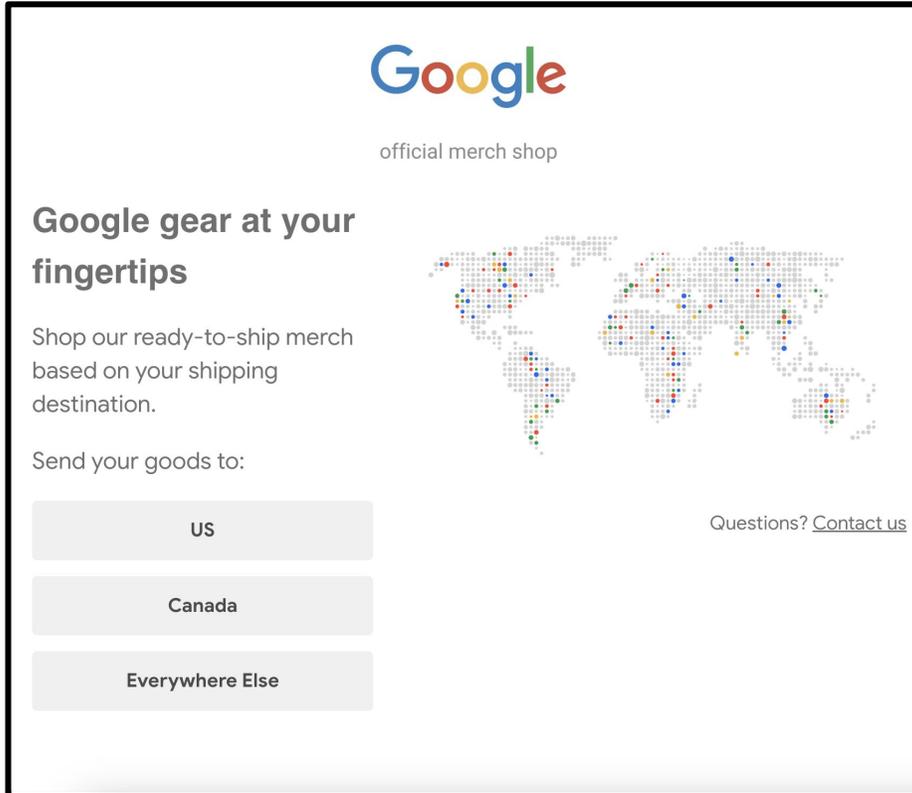
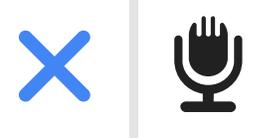


Internationally Optimizing Google's Merchandise Store



By Joaquin Ramirez

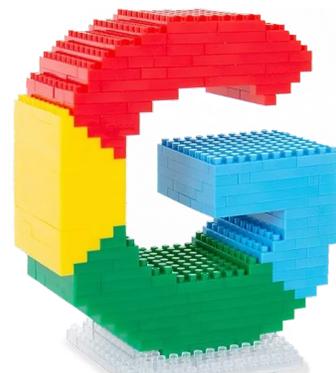
Problem Statement



1 Product popularity and user engagement varies across the three regions: US, Canada and Everywhere Else.

2 There are region specific differences in preferences on the Google Merchandise store.

3 How can the GM Store be optimized for retention and conversion globally?



Analysis Framework



Engagement

How users interact with the store across different regions.



Monetization

Purchase patterns and revenue opportunities by region.



Retention

How we keep customers coming back across segments.

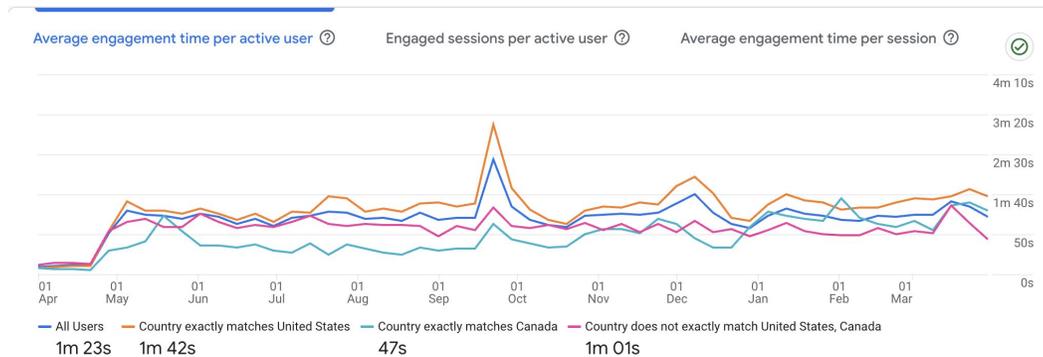


Search & Query

Understanding what users are looking for regionally.

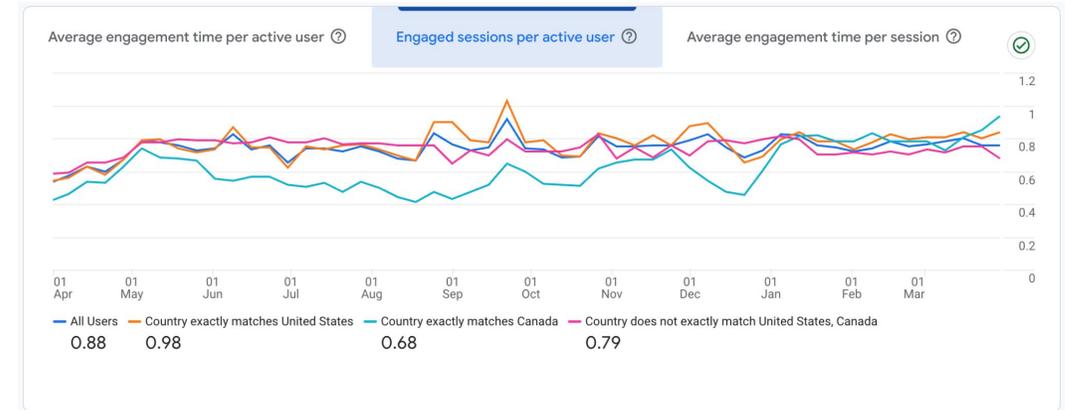
All reports are from April 1st, 2024 - April 1st, 2025, across US, Canada, and Everywhere Else.

Engagement Report Analysis



Engagement Time

U.S. visitors spend more time on-site (1m 42s) compared to Canada (47s) and everywhere else (1m 01s). Seasonal spikes occur in May and October, **while engagement drops during summer.**



Engaged Sessions

U.S. users return nearly 1 session per visit, **while Canada trails at 0.68.** Seasonal peaks align with marketing pushes and incentives for increased engagement. US leads in traffic with **high engagement on checkout** pages (2m 34s). Some Canada pages show **deep engagement despite low traffic.**

Engagement Report Recommendations



Reuse Successful Campaigns

Replicate May and October's successful content and marketing across the year, especially in summer



Boost Repeat Engagement

Send reminder emails and show related products to encourage users to return and explore more



Localized Content

Run Canada-specific campaigns and segment content by region to enhance relevance and engagement.



Optimize Checkout

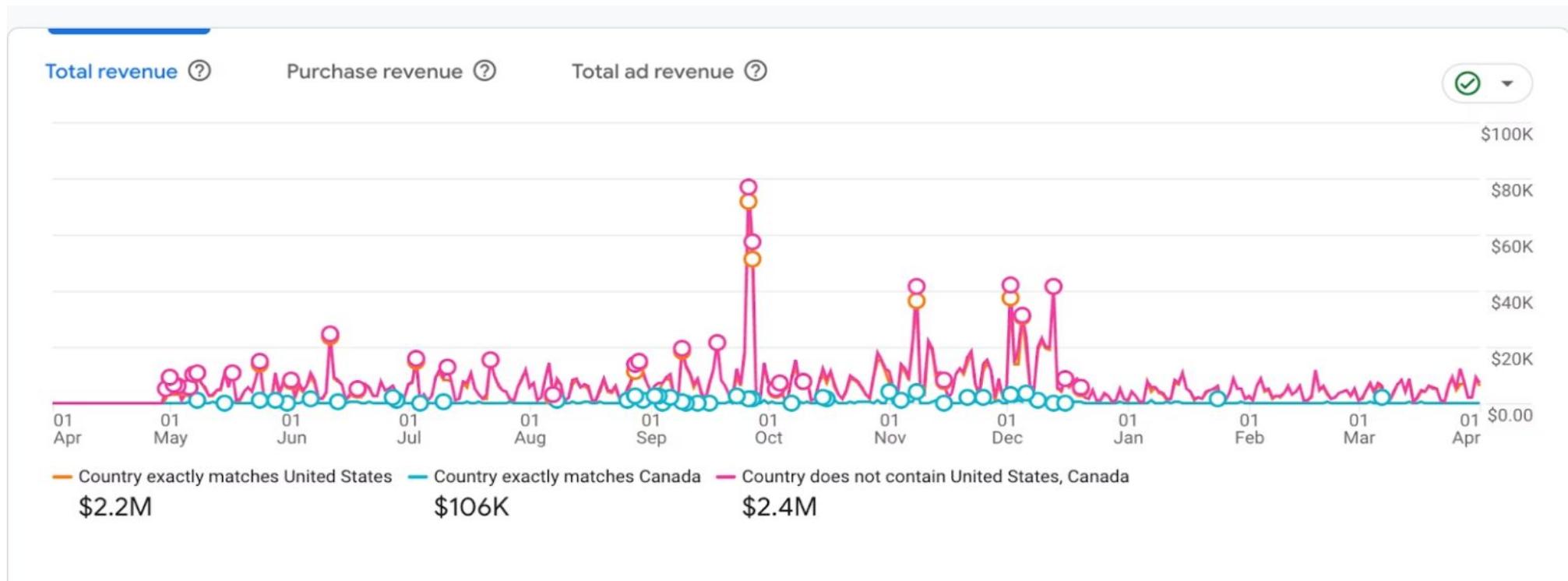
Simplify checkout and product pages to reduce drop-offs and make purchasing easier

Monetization Report Analysis



Revenue

"Everywhere Else" (\$2.4M) generates slightly more revenue than the U.S. (\$2.2M), showing significant international purchasing activity.



Monetization Report Analysis



Items Purchased

Canada has lower revenue (\$106K) with a niche purchasing segment. The similar homepage design for Canada and the U.S. seems misaligned with Canada's unique preferences.

Checkout Journey

High abandonment rates on the start page and during shipping/payment stages suggest issues with homepage engagement and shipping concerns.

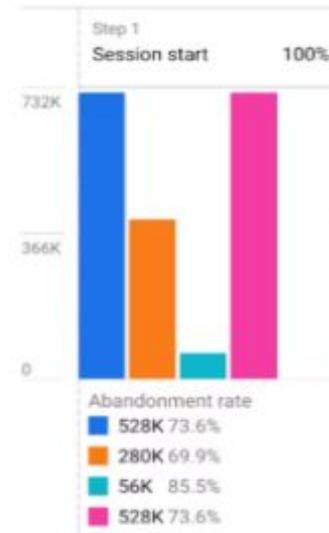
Items purchased by Item name

All Users	
ITEM NAME	ITEMS PURCHASED
Google Pen White	4.9K
Google Cloud Sticker	4.6K
Google Sticker	3.6K
Google Black Wheat Pen	3K
Google Ombre Lime Pen	2.5K
Google Bamboo Lid Recycled Bottle	2.3K
Google Ombre Purple Pen	2.3K

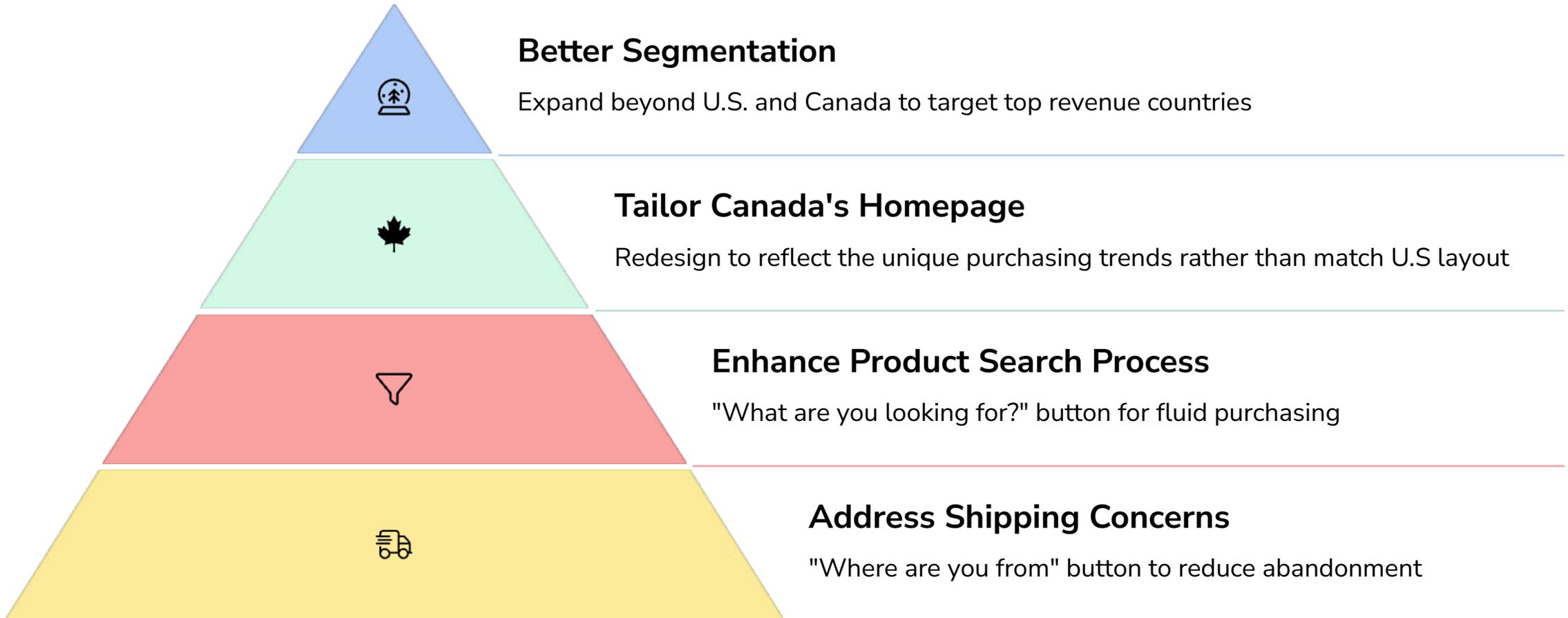
Country exactly matches Canada	
ITEM NAME	ITEMS PURCHASED
Gemini Hologram Sticker	140
Chrome Dino Holiday Lodge Socks	86
Google Campus Bike	44
Google Cloud Cap	41
Google Ombre Lime Pen	40
Classic Android 8 (2017) Emoji	36
Google Out of this World Socks	32

Country exactly matches United States	
ITEM NAME	ITEMS PURCHASED
Google Pen White	4.8K
Google Cloud Sticker	4.5K
Google Sticker	3.5K
Google Black Wheat Pen	2.8K
Google Ombre Lime Pen	2.4K
Google Bamboo Lid Recycled Bottle	2.3K
Google Ombre Yellow Pen	2.2K

Country does not contain United States, Canada	
ITEM NAME	ITEMS PURCHASED
Google Pen White	4.9K
Google Cloud Sticker	4.6K
Google Sticker	3.6K
Google Black Wheat Pen	3K
Google Ombre Lime Pen	2.5K
Google Bamboo Lid Recycled Bottle	2.3K
Google Ombre Purple Pen	2.3K



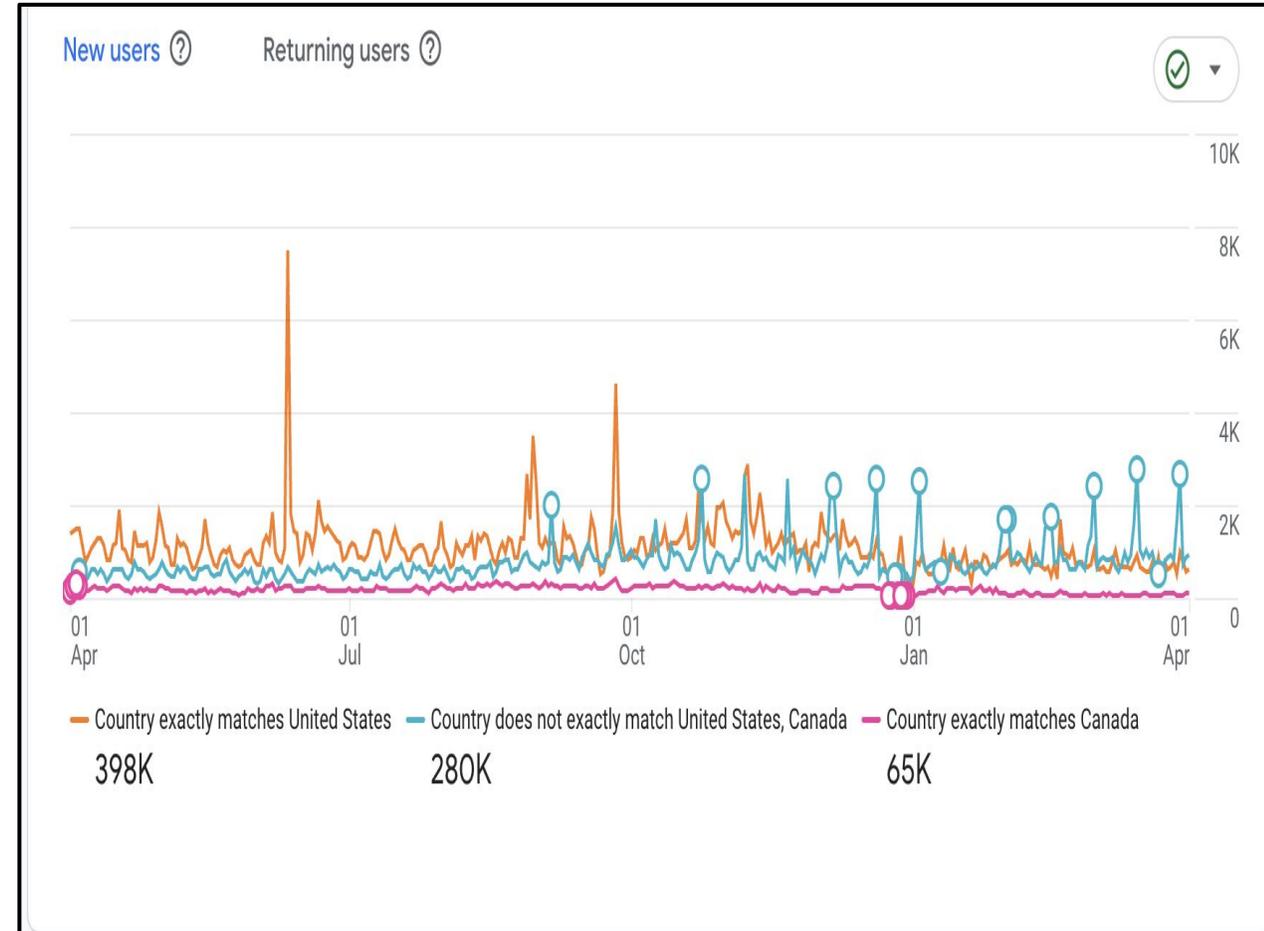
Monetization Report Recommendations



Retention Report Analysis



- The U.S. **dominated** across all metrics:
- **3x** day 7 retention compared to international, highest daily engagement time and revenue per user over 120 days (LTV).
- **High loyalty in Canada** despite low daily engagement.
- Good levels of returning users for international but: engagement and retention low, whilst **revenue per user was particularly low.**



Retention Report Recommendations



Incentives for New Users

Tailored Free Gifts



Canada Optimization

Tailored campaigns + Promotions



Expand International

New home pages for high LTV countries



New Section for International

Affordable Product Section



Localized Funnels

Targeted Offers + Banners

Search Report Analysis



Global Search Traffic

"Everywhere Else" leads in search traffic, particularly around "certification perks," indicating strong global interest. U.S. traffic shows broader site exploration, while Canada has a high concentration of traffic on informational pages.



U.S. Traffic

High **search impressions**, but very **low CTR (0.4%)** on key pages like /store and /signin. Engagement is shallow across landing pages—0s time-on-page and 0% interaction rate. Reflects a **broad interest** but no motivation to engage further.



Canada Traffic

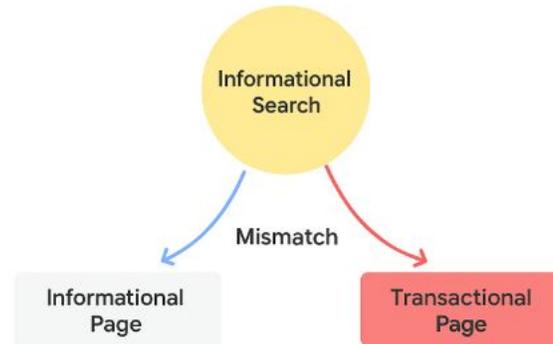
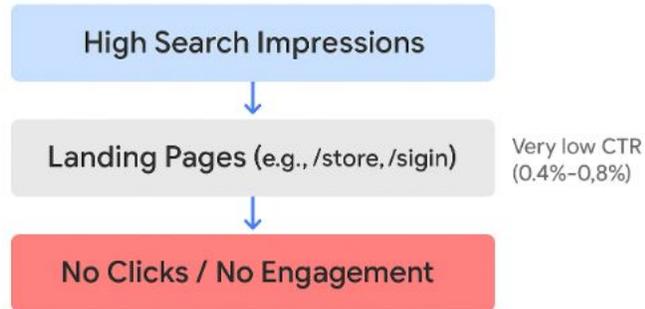
Low CTR (0.83%) despite meaningful impressions on pages like /basket and /signin. Users land primarily on **informational pages**, not product pages.



"Everywhere Else" Traffic

Leads in **organic search volume** and **total revenue (\$2.4M)**. Traffic highly concentrated on the **/certificationperks/** page (~90%).

Search Report Key Problems



Google gear at your fingertips

Shop our ready-to-ship merch based on your shipping destination.

Send your goods to:

us

Canada

Everywhere Else



Questions? [Contact us](#)

International Users Lack Localization

- Currency, language, and content not tailored—causing drop-offs.
- Site feels **U.S.-centric**, even for high-LTV international users.

Misalignment Between Search Intent & Page Experience

- High-ranking pages are **informational**, not transactional.
- Users often drop off without engaging (especially /store, /signin).

Homepage Segmentation is Too Broad

- “Everywhere Else” segment includes countries with high variance in behavior.
- Critical revenue-driving markets are **not individually addressed**.

Search Report Recommendations

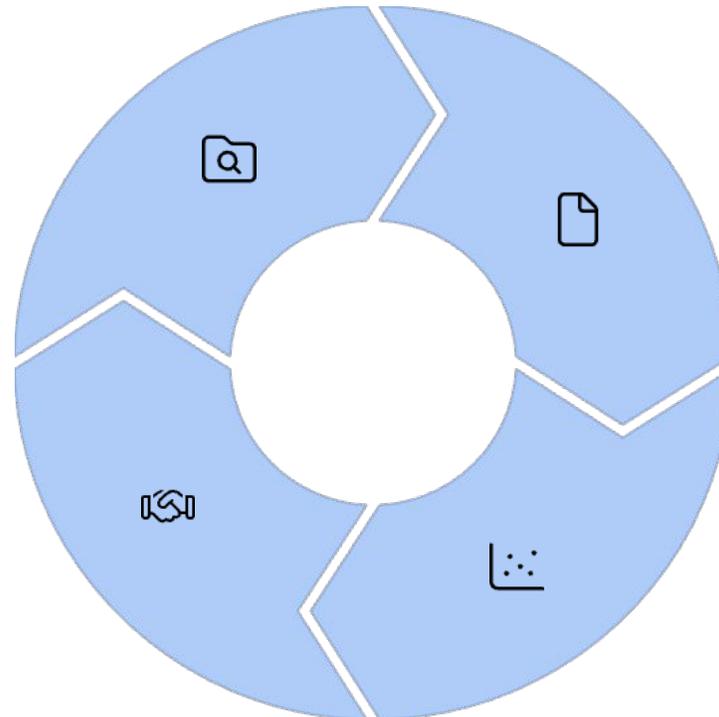


SEO Optimization

Optimize page titles and descriptions with high-intent, transactional keywords, particularly for high-impression, low-CTR pages like */store* and */signin*, focusing on the "Everywhere Else" segment.

Global Trust

Launch country-specific landing pages with localized content, pricing, and trust elements (flags, shipping details, etc.), ensuring a seamless experience for non-U.S. visitors.



Content Strategy

Shift focus toward product discovery and promotions rather than primarily informational content. For Canada, create product-focused SEO content like "Top Picks for Canada" and highlight Canadian-exclusive products.

Conversion Optimization

Add clear CTAs on FAQ and informational pages to drive users toward shopping or signing up. Create a "Certified Gear" hub for international users with product bundles.

Final Dashboard Recommendations



Homepage Personalization

Needs to be based on geographic location and user preference.

Checkout Journey Optimization

Simpler, more intuitive checkout process.

Promotional Incentivization

Introduce tiered discounts for new users, especially pushed towards International and Canadian users.

Localization for Presentation and Marketing Strategies

Highlight specific product preferences for each country and localized collaborations, ensure cultural relevance with language, iconography, etc. Introduce new homepages for countries with high LTV.

Measuring Performance



Conversion Rate by Location

Measure conversion rates per region to assess how localized content and personalized experiences impact **purchasing behavior**



A/B Testing Results

Run A/B tests comparing localized experiences versus general experiences; which approach yields better results in terms of **user engagement, conversion, and retention**



Social Media Performance

Analyze key social media KPIs, such as **engagement rate, reach, shares, click-through rate, and conversion rates** on region-targeted ads across Facebook, Instagram, and other platforms



Ad Performance

Monitor key metrics like **cost per thousand impressions (CPM), click-through rate (CTR), and conversion rates** to evaluate the ROI of programmatic display ads.