Google Merchandise Store

From Analytics to Action

Analysis Period: 19th Jul – 15th Aug 2026

Key Findings

87,098 Total Users

1,06,239 Sessions

39.44% Engagement Rate

$175,020 Revenue

Traffic is Strong. The Opportunity is Improving Traffic Quality, Product Discovery and Conversion.

Who are we Targeting?

Focus Where Purchase
Intent Is Strongest.

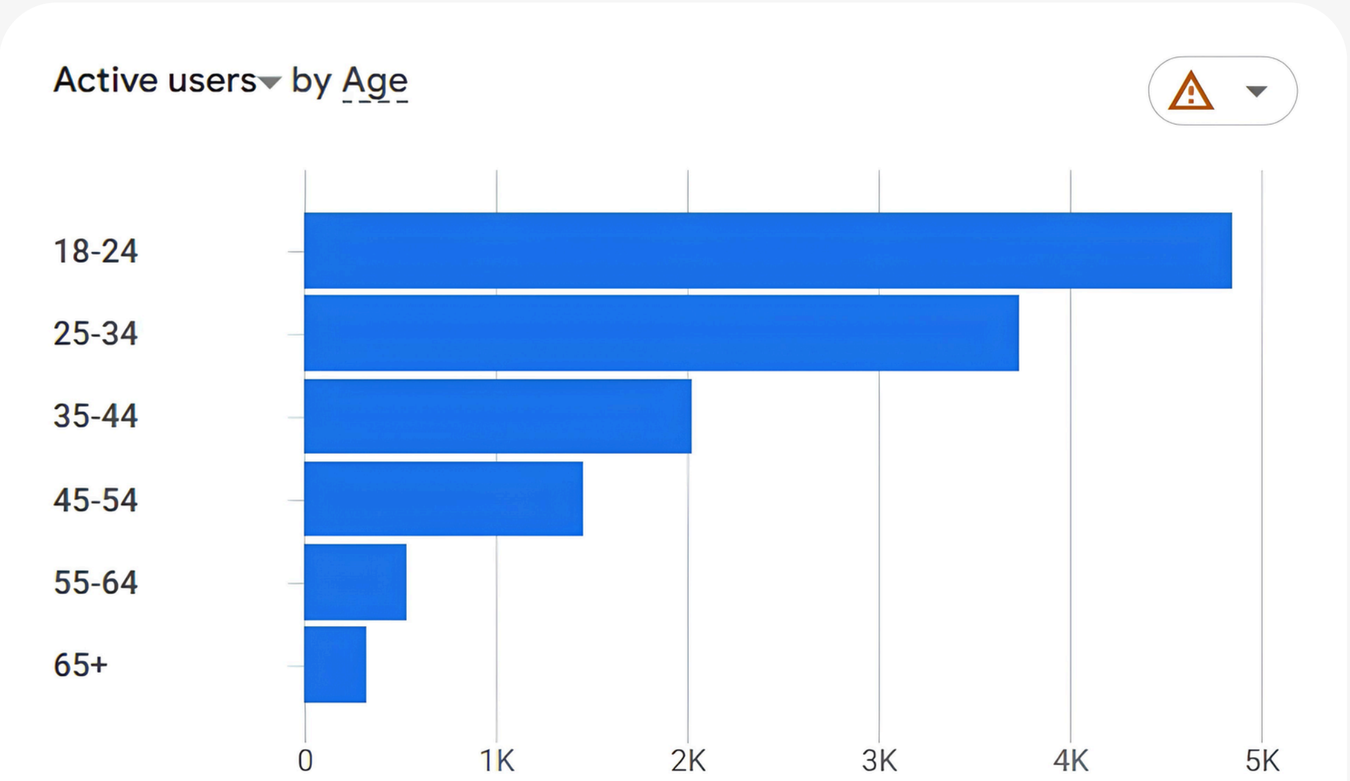
~91% of Total Revenue

United States

Highest Revenue • Strong Engagement • Proven Demand

Who are we Targeting?

- **Age:** 18–34
- **Interest:** Fashion & Lifestyle Products
- **Focus:** People Actively Exploring Similar Products



Where Should we Spend Marketing Effort?

ORGANIC SEARCH – GROW
High intent + Strong Revenue

PAID SEARCH – SCALE & TEST
Strong Engagement + Growth Potential

DIRECT– INVESTIGATE
High Traffic, Weaker Engagement

Search-Led Acquisition Strategy

What Should We Promote?

Discovery

NEW DROPS

New Collection Page: 19K+ Views
Users Actively Explore New Merchandise.

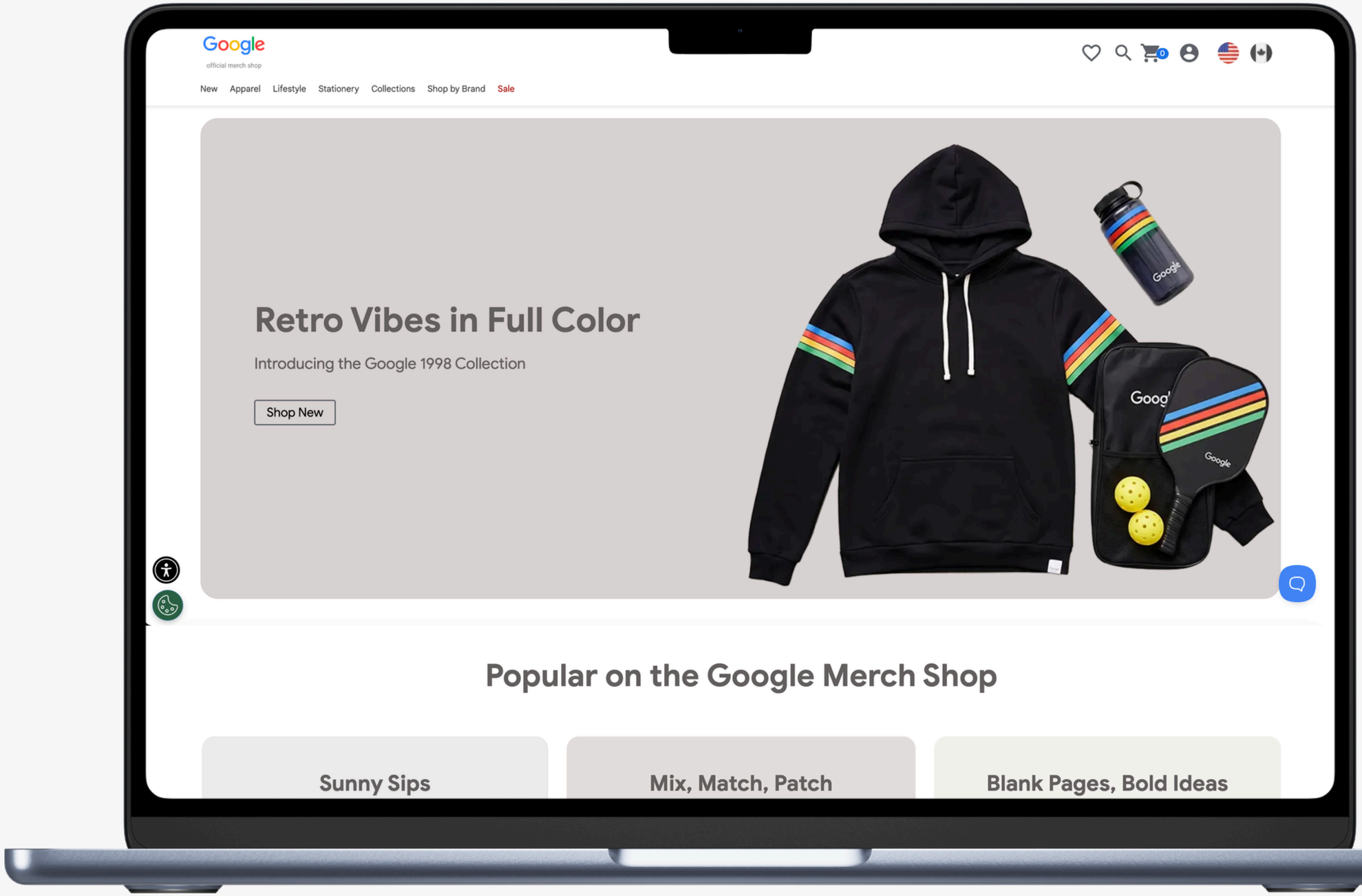
Conversion

BESTSELLERS

Promote Products like

- Marine Layer 1998 Pullover
- Nano Banana Tee
- 1998 Pickleball Set

New Drops Attract. Bestsellers Convert.


Google
official merch shop
New
Apparel
Lifestyle
Stationery
Collections
Shop by Brand
Sale
Retro Vibes in Full Color
Introducing the Google 1998 Collection
Shop New
Popular on the Google Merch Shop
Sunny Sips
Mix, Match, Patch
Blank Pages, Bold Ideas

What Should Be Improved?

91K+

Homepage Views

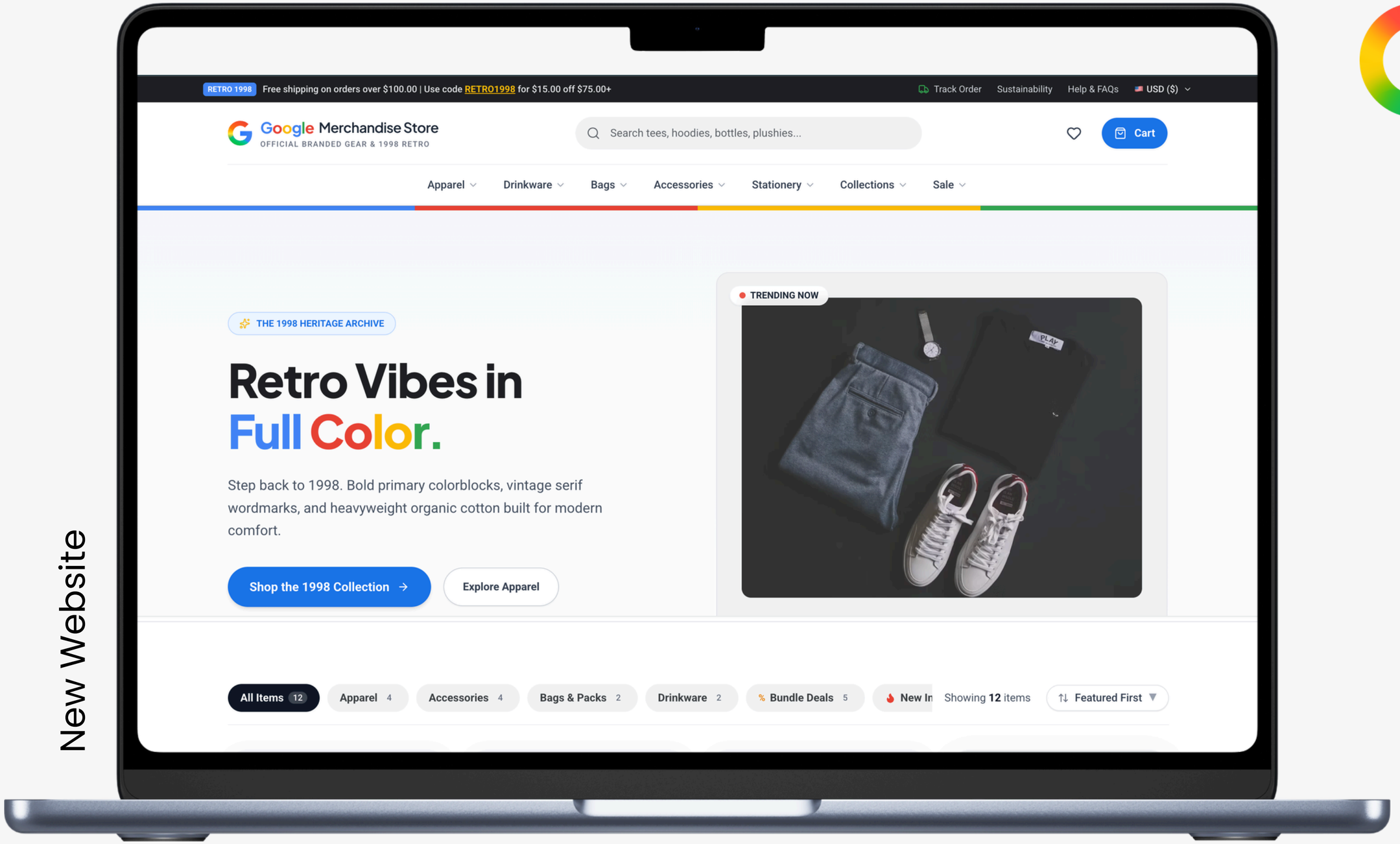
7Sec

Avg. Engagement

High Traffic. Low Product Discovery.

Rewamped Google Merchandise Store

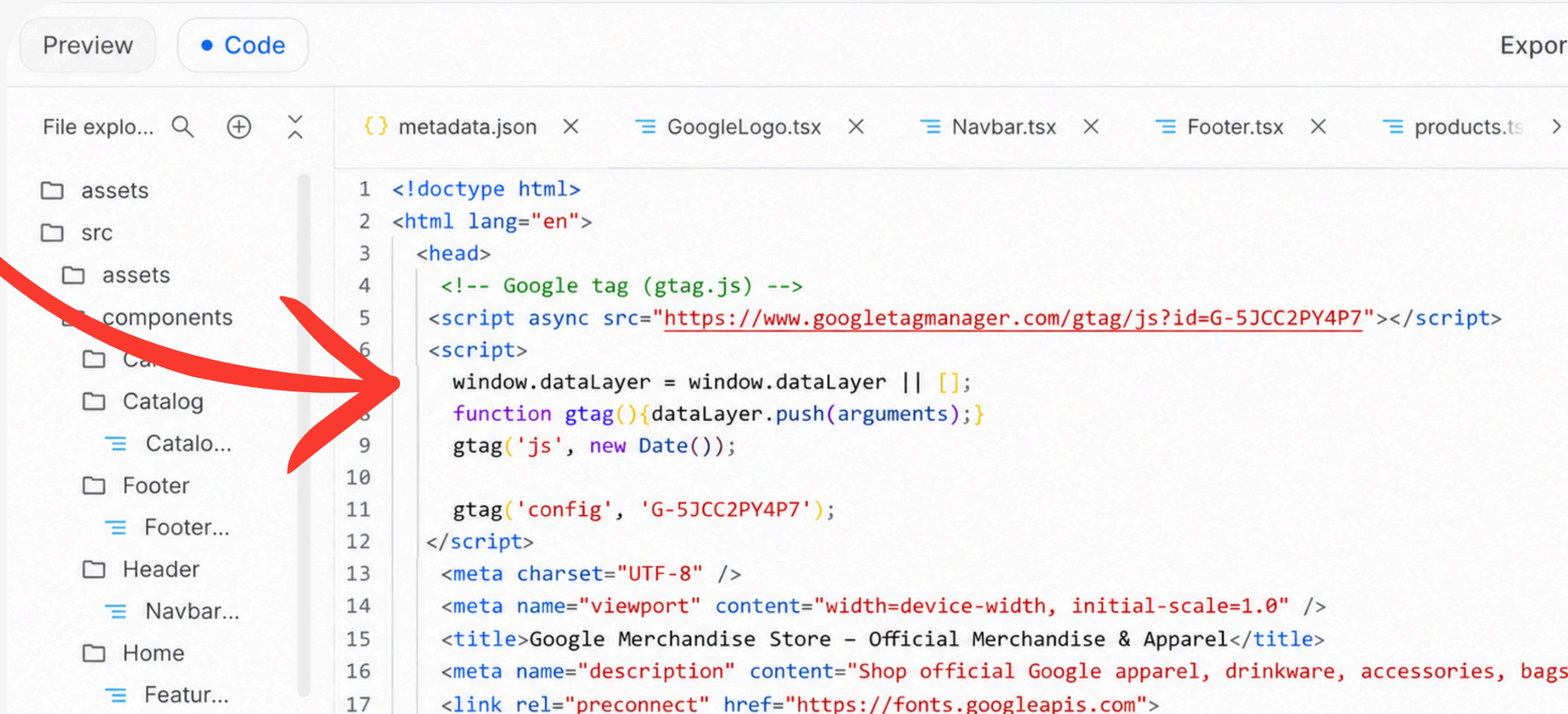
New Website


RETRO 1998
Free shipping on orders over $100.00 | Use code RETRO1998 for $15.00 off $75.00+
Track Order
Sustainability
Help & FAQs
USD ($)
Google Merchandise Store
OFFICIAL BRANDED GEAR & 1998 RETRO
Search tees, hoodies, bottles, plushies...
Cart
Apparel
Drinkware
Bags
Accessories
Stationery
Collections
Sale
THE 1998 HERITAGE ARCHIVE
Retro Vibes in
Full Color.
Step back to 1998. Bold primary colorblocks, vintage serif wordmarks, and heavyweight organic cotton built for modern comfort.
Shop the 1998 Collection
Explore Apparel
TRENDING NOW
All Items 12
Apparel 4
Accessories 4
Bags & Packs 2
Drinkware 2
Bundle Deals 5
New In
Showing 12 items
Featured First

Google Tag Integration

Google Analytics





Thank *You*

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