



official merch shop

Analytics Report: Google Merchandise Shop (GMS)

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Introduction

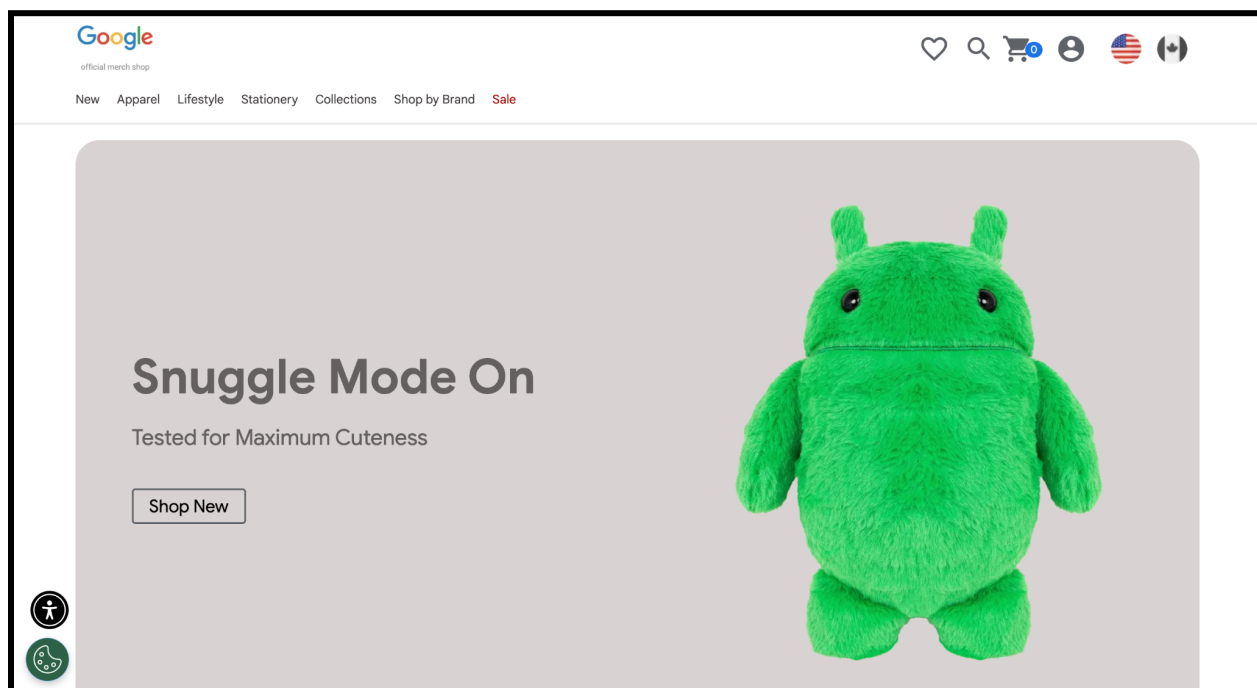


Figure 1: Google Merchandise Homepage

This is the Google Merchandise Shop (GMS). It can be found at <https://shop.merch.google>, and is the official online store where you can buy Google-branded merchandise (apparel, accessories, lifestyle items, stationery, etc.). The site categorizes products by clothing (men's, women's, kids), accessories, drinkware, bags, and Google/brand collections (Android, YouTube, Chrome Dino, etc.)

The website also contains some information on clothing sustainability, returns and exchanges, shipping, FAQs, and a contact page. Overall, its primary purpose is to sell Google-branded merchandise to consumers.

This report will focus on the website's performance over the last calendar year (January 1, 2024 - December 31, 2024).

Data/Analysis

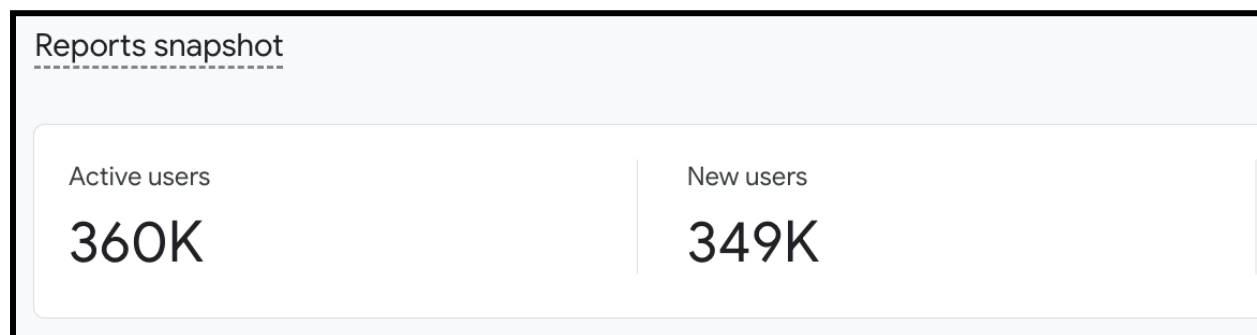


Figure 2: Report Snapshot

Over the last calendar year, the website got a considerable amount of traffic: 360,000 total users and 349,000 new users.

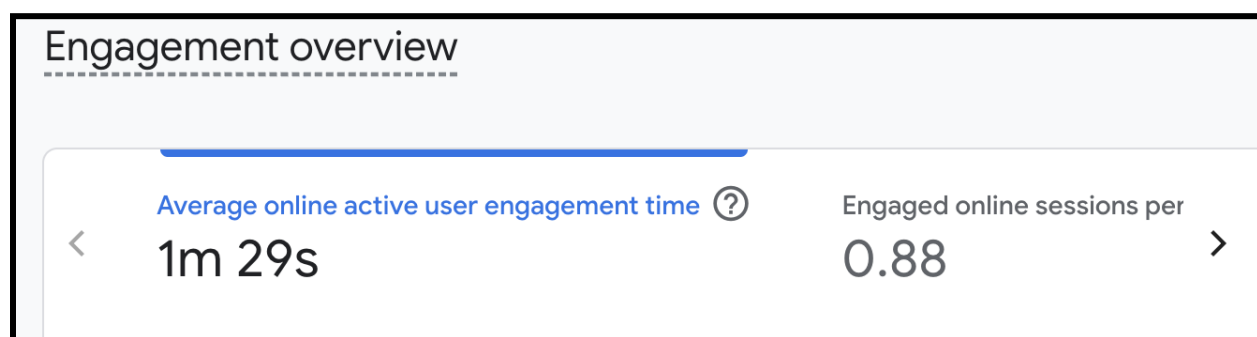


Figure 3: Engagement Overview

The average engagement time per user was 00:01:29, and there were 0.88 engaged sessions per user. An engaged session means that a user met one of three criteria: stayed on a page longer than 10 seconds, performed a key event¹, or visited 2 or more pages. While an engaged session does not always indicate a conversion event — in this case, purchasing an item — it means that users are engaging with your site for a meaningful amount of time.

One of the most important things to recognize is where exactly users are coming to your site from. There are several different ways that a user may find your site:

Direct: users enter the site via typing in the direct website URL, or via a saved link

Organic search: users enter the site via organic, unpaid search results

Referral: users enter the site via non-ad links on other sites (commonly blogs or news sites)

Cross-network: users enter the site via ads posted on a variety of networks

Paid search: users enter the site via ads on search engine sites

¹ [What is a key event?](#)

Email: users enter the site via links in an email

First user prim...Channel Group) +		↓ Total users	New users	Returning users
Total		367,656 100% of total	348,757 100% of total	73,133 100% of total
1	Direct	258,479 (70.3%)	240,188 (68.87%)	51,184 (69.99%)
2	Organic Search	66,869 (18.19%)	66,841 (19.17%)	12,394 (16.95%)
3	Referral	17,715 (4.82%)	16,505 (4.73%)	3,884 (5.31%)
4	Cross-network	9,940 (2.7%)	9,916 (2.84%)	2,240 (3.06%)
5	Paid Search	6,378 (1.73%)	6,391 (1.83%)	666 (0.91%)
6	Email	4,198 (1.14%)	3,772 (1.08%)	2,071 (2.83%)

Figure 4: User Aquisition Data

Looking at the GMS data, direct was the most common way that users found the site, followed by organic search and then referral. Direct traffic also brought in the most return users.

The other notable datapoint in Figure 4 is the bump in returning user percentage for email traffic. Email lists are opt-in, meaning that the consumers who engage with these links are already invested in the brand.

This makes sense when looking at the data. While email only brought in 1.14% of total users, it brought in 2.83% of return users. Referral also brought in slightly more return users than their share of total users, from 4.82% to 5.31%. This implies that email provides a more invested consumer base, just as anecdotal data would imply.

Comparing GMS traffic numbers to a balanced portfolio² of user traffic, GMS traffic is not very close to the ideal.

² [Kaushik "Beginner's Guide to Web Data Analysis".](#)

	Balanced	GMS
Organic	40-50%	18.19%
Direct	20%	70.3%
Referral	20-30%	4.82%
Campaigns	10%	5.57%

Figure 5: Balanced Portfolio versus GMS Portfolio

As shown in the table, direct traffic is well above the balanced number (20% versus 70.3%), while every other category is significantly lower. Direct traffic is likely a result of links being shared at conferences, events, etcetera. Thus, improving non-direct search traffic is the most significant improvement that GMS should aim to make in order to improve their search portfolio.

First user prim...Channel Group) ▾ +		Average online active user engagement time	Engaged online sessions per active user	Event count All events ▾	Key events All events ▾
Total		1m 29s Avg 0%	0.88 Avg 0%	8,004,702 100% of total	616,517.00 100% of total
1	Direct	1m 23s	0.79	5,334,384 (66.64%)	392,944.00 (63.74%)
2	Organic Search	1m 30s	1.06	1,440,731 (18%)	116,305.00 (18.86%)
3	Referral	2m 02s	1.06	507,108 (6.34%)	45,017.00 (7.3%)
4	Cross-network	2m 10s	1.08	294,961 (3.68%)	22,023.00 (3.57%)
5	Paid Search	39s	0.44	75,039 (0.94%)	3,838.00 (0.62%)
6	Email	4m 30s	1.96	241,610 (3.02%)	26,368.00 (4.28%)

Figure 5: User Aquisition Engagement Data

Looking beyond sheer quantity of users, engagement data is critical for understanding the quality of each search group. As an e-commerce site, it is important that GMS users shop around and generate key events.

As shown in figure 5, email is drawing really long (00:04:30) and frequent (1.96 per user) engaged sessions, but is only generating 4.28% of key events. This means that these users are looking around the site, but are not viewing items, adding them to their cart, or purchasing them.

While this percentage is low for the quality of email sessions, it is important to note that email is still overperforming proportional to its total user acquisition percentage (2.83% versus 4.28%).

All other categories are generating about as much commerce as expected proportional to total user acquisition.

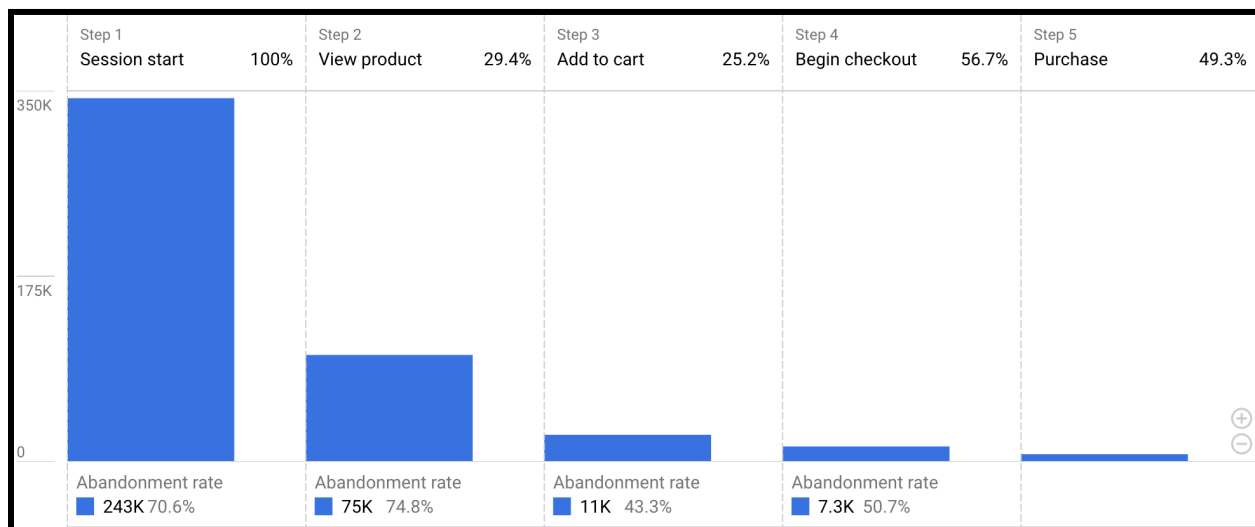


Figure 6: Conversion Funnel

Overall, only a small percentage of users who engage with GMS follow through with their purchase. Of all users, 29.4% view a product. From that pool of users, 25.2% add an item they view to cart, 56.7% of those who add an item to their cart begin to checkout, and 49.3% follow through with their purchase. In total, 2.1% of users (roughly 2 in 100) who view GMS purchase an item.

In terms of my own anecdotal experience purchasing on the site, the only roadblock I hit was between the “add to cart” and “begin checkout” stages. When prompted to checkout, it required that I log in to my google account. This may only take a couple of seconds, but it gives the user time to think about their purchase and click out of the screen. I would suggest taking the user to checkout, and prompting a log in as an option, rather than a requirement. This would decrease the abandonment rate between “add to cart” and “begin checkout”, which in turn would increase the purchase rate.

Page path and screen class ▾ +		↓ Views
Total		2,091,817 100% of total
1	/	485,647 (23.22%)
2	/checkout	121,588 (5.81%)
3	/shop/apparel/mens	98,140 (4.69%)
4	/shop/new	71,850 (3.43%)
5	/shop/clearance	68,362 (3.27%)

Figure 7: Pageview Data

Based on Figure 7, the most popular items are in the men's apparel, new, and clearance sections. Targeting campaigns toward men's apparel may be beneficial, as this demographic already generates the most significant interest in the product.

Another approach would be to target women's clothing if GMS is interested in diversifying their customer demographic, as women's apparel generates significantly less page views.

The most successful revenue generation items have been the Super G Camp Fleece Black Pullover (\$33,497 generated) and Chrome Dino Holiday Lodge Sweater (\$36,024 generated). Both of these items are cold-weather/holiday items, which may suggest success in holiday campaigns.

Item name ▾ +		↓ Items viewed	Items added to cart	Items purchased	Item revenue
Total		25,044 6.84% of total	32,271 11.01% of total	5,340 5.09% of total	\$79,996.78 5.1% of total
1	Android Glow-in-the-Dark Collectible	6,394 (25.53%)	2,549 (7.9%)	583 (10.92%)	\$10,701.60 (13.38%)
2	Android Merch Shop Holiday Collectible	5,088 (20.32%)	2,184 (6.77%)	639 (11.97%)	\$12,561.60 (15.7%)
3	Android Classic Collectible	4,142 (16.54%)	6,733 (20.86%)	1,198 (22.43%)	\$17,895.60 (22.37%)

Figure 7: Android Product Sales

Looking at Android products specifically, the top three performers have been the glow-in-the-dark collectible, the holiday collectible, and the classic collectable. These items are

all collectibles, suggesting that consumers are interested in this type of product. Supporting these items with targeted campaigns could work to bump sales even further.

Conclusion

The Google Merch Shop generates a healthy amount of traffic to their site. Although there is a large imbalance in traffic sources — direct makes up ~70% of all traffic — this is likely due to links being shared at conferences and other events. This is not necessarily a bad thing, but it means that there is room for improvement in non-direct sources.

Email users were by far the most engaged, and bought the most items proportional to their total user traffic. Capitalizing on this with a more aggressive email campaign could increase traffic and sales.

The most successful items were men's apparel, especially winter/holiday items. GMS could take this a couple of directions, either leaning into men's apparel or focusing campaigns more heavily on collectibles/women's apparel in order to boost revenue in that area.

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