

Effectiveness of Digital Marketing at Merchant Bay

Merchant Bay Ltd.

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Submitted in Partial Fulfillment of the Requirements for the Degree
Bachelor of Business Administration



May 30, 2022



Internship Report Approval Form

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INTERNSHIP/PROJECT INFORMATION

Internship ☒

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SUPERVISOR APPROVAL

(Tick One)

☒ Approved ☐ Not Approved ☐ Partial Re-write ☐ Full Re-write

Remarks (For Not Approved): _____

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ACKNOWLEDGMENT

I would like to thank my internship project supervisor Mr. Niaz Morshed Patwary for his sincere support during my undergraduate and internship period. His inspiration and dedication are truly appreciated.

I would also like to express my deepest gratitude to my colleagues and supervisors at Merchant Bay for their contribution and mentoring me throughout my internship.

Special thanks to

Mr. Abrar H Sayem, CEO, Merchant Bay Ltd,

Mr. Mahmood Hossain Sakib, COO, Merchant Bay Ltd,

and Mr. Mizanur Rahman, CPO, Merchant Bay Ltd

I have given the highest efforts to prepare this report within the rules and guidelines of the University of Liberal Arts Bangladesh

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A handwritten signature in black ink, appearing to read 'Niaz' with a stylized flourish at the end.

Signature

Date: 30 May 2022

Letter of Transmittal

30th May 2022

To

Niaz Morshed Patwary
Assistant Professor
ULAB School of Business
University of Liberal Arts Bangladesh

Subject: Submission of Internship Report

Dear Sir,

As per your approval, this report is a research on the Effectiveness of Digital Marketing at Merchant Bay. In this research, I have analyzed the relevant data and concluded appropriately. It was a pleasure to complete this report under your supervision and I have given my best efforts to meet your expectations. This internship program was an important experience that challenged me. I have tried my best to use your teachings and guidance to complete this internship and report.

I would like to express my gratitude for your support and guidance which helped me get through this semester.

Sincerely,

Muhammad Niaz Murshed
173011008

Executive Summary

This report contains two primary sections. The first section explains the Industrial analysis and organizational profile of Merchant Bay Ltd along with my responsibilities, observations, and experience during my 3 months of internship there. In the latter part of this report, I have done research on the Effectiveness of Digital Marketing at merchant bay by analyzing secondary data obtained from sources such as Google Analytics, Meta business Suite, etc. Using the data, I have identified the Key Performance Indicators and compared them over 5 months of data in order to conclude the research and present my findings. Other data has been obtained through the organization and relevant research papers based on similar topics.

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1.0 Organization Profile

Merchant Bay is a tech-enabled fashion sourcing platform. That creates a critical channel for buyers to explore suppliers to source apparel from Bangladesh. Our multisided platform enables both buyers and suppliers to start doing business fast, manage orders with efficiency and grow together simultaneously.

We thoroughly verify and welcome factories, textile mills, yarn spinners, trims & accessories suppliers to our platform. We create their digital profile to increase their visibility and be a part of the visible supply chain. Our multi-tier supplier base enables us to match with suitable partners for demand generated instantly. Constantly updating the raw material library helps us to do costing more efficiently so that buyers can benefit from end to end.

1.1 Merchant Bay's Mission:

To simplify global fashion manufacturing through a technology platform that increases speed, reliability and traceability.

1.2 Merchant Bay's Vision:

To be the world's largest fashion manufacturing platform with end-to-end sourcing and production support through technology.

2.0 Industry Analysis

Fashion E-Supply Chain Industry

2.1 Porter's 5 Forces of Fashion E-Supply Chain Industry:

2.1.1 Power of Consumers:

Consumers have high bargaining power in this industry due to the low number of consumers. As an emerging industry, the market share is still low compared to alternative services that rely on offline sourcing strategies.

2.1.2 Industry Competition:

There are low numbers of competitors in the industry. Rivalry amongst the companies is low as most companies are still growing and the lack of competition gives them room to set their prices accordingly.

2.1.3 Threat of Substitutes:

The threats of substitutes are high. Apparel sourcing and supply chain management as a service through software is a new concept, an innovation in the conventional apparel sourcing industry. Consumers have multiple alternatives to this industry.

2.1.4 Threat of new entrants:

Low threat as a lot of investment and groundwork is necessary to enter into this industry. To enter this industry, companies are required to approach manufacturers and convince them to join their pool of suppliers and also approach buyers to sign up for their services. To make an e-supply chain, you also need experienced software engineers and years of research and development. These factors make it difficult for new companies to enter the industry.

2.1.4 Power of Suppliers:

High Supplier power as the number of suppliers is low in the industry. As the fashion e-supply chain industry is fairly new and not a large industry, the number of suppliers is low.

2.2 SWOT Analysis of Merchant Bay Ltd.

Strength	Weakness
● Balanced and experienced team (72 years combined experience) ● Industry goodwill and reputation ● Founder's credibility ● Agility in tech ● Fast decision making	● Traction of users ● Engagement on product ● User experience ● Business Development team
Opportunity	Threat
● Big market ● Emergence of DTC brands ● Industries drive towards digitization ● Possibility of rapid growth ● Market shifting away from China ● Virtual fashion	● Mid management friction in tech ● Global recession ● Emerging competitors ● Manufacturer's reluctance in adopting technology ● Regulatory environment in startup funding ● Data security

2.2.1 Strengths

Merchant Bay's team has 72 years of combined experience in the field. The founder is experienced and credible in the industry. The tech team at Merchant Bay is very flexible and open to new challenges which help with innovation. As Merchant Bay is a startup, there is minimal red tape, hence decisions can be made quickly. These act as the core strength of the company.

2.2.2 Weaknesses

Low number of active users are affecting the company's initial projections. Users are not engaging in services provided by Merchant Bay. The user experience of the website and app is still having teething issues.

2.2.3 Opportunities

The market is very large, which indicates high scalability. An increase in DTC (Direct To Consumer) brands in the market is an opportunity to gain more users as the company supports

flexible MOQ (minimum order quantity). As the world is shifting towards digitization, Merchant Bay entered the industry at the right time and has the potential to lead the market. As western brands are shifting away from China due to political tensions, Merchant bay can benefit as the pool of manufacturers are primarily from Bangladesh.

2.2.4 Threats

There is friction between the mid-management from the tech department which hampers workflow. The global recession is causing buyers to order fewer amounts of products or avoid sourcing in general. Bangladeshi apparel factories are reluctant to switch and adapt to technology as it requires training which acts as a barrier to the growth of Merchant Bay. Bangladesh's financial regulations also prevent foreign investors to invest in startups as it is difficult for them to sell their shares and cash out the investment. And finally, data security is vulnerable as the company is still new and does not have cybersecurity specialists.

3.0 Job Responsibility

My role as a marketing intern requires me to manage all social media. The responsibilities include making content for social feeds and advertisements for digital marketing campaigns. As Merchant Bay is a start-up company, they are limited in terms of the number of employees. During the first week of my internship, I had to work with the Brand Manager in order to understand the work process. After the first week, the Brand Manager went on leave, hence I was left In charge of all marketing activities as I was the only employee in the marketing department during my internship.

3.1 Routine tasks

The fixed responsibilities in this role were to create content for marketing campaigns, manage social media, schedule posts, and respond to queries. I had to work with multiple departments and managers in order to make content and make their respective works marketable. The content made for digital marketing includes photo posts and video posts. For photo posts, I had to use Adobe Photoshop and Canva. For the video content, I had to use Adobe After Effects, Adobe

Premiere Pro, and Canva. The main objective of the content produced was to promote Merchant Bay's Services to both Fashion Brands and Manufacturers.

3.2 Non-Routine Task

I had to work closely with all the managers of the company to help them with their work. Some of them include market research on the competitors of Merchant Bay. This required me to analyze how they are differentiating themselves and what their marketing strategies were. For In this research I had to work with the Chief Product Developer and his team. I had to redesign and update the company brochures and also undertake the task of rebranding the company as Merchant Bay changed to a new logo and new brand colors.

4.0 Observation and Recommendation

Working at Merchant Bay Ltd. was an interesting experience. As it is a startup company, the work structure is very fast-paced. The office layout is designed to promote collaboration between team members and departments. With a size of approximately 30 employees, the company is in full swing in terms of growth. During my internship, I have learned how to manage workload, I have improved my communication and teamwork skills and I had to exercise a lot more creativity as the sole marketing executive. It was a great experience in terms of growth and development of my skills. The organizational culture is very energizing and supportive. The employees know they can rely on their teammates when required in order to meet the expectations of the management. One of the biggest pros of the culture at Merchant Bay is that there is minimal red tape, hence work can be done efficiently and targets are achieved effectively.

My recommendations to the organization would be to organize plans and targets in a more structured method. As a startup, the workplace lacks structured management resulting in an overwhelming workload as large tasks get distributed to other departments.

5.0 Research on Effectiveness of Digital Marketing at Merchant Bay

5.1 Background

In this research, we will look into the digital analytics of Merchant Bay LTD's Social Media Pages and Website. Merchant Bay is a web-based service provider, which relies on digital marketing to reach its target market. Merchant Bay's Social media marketing consists of two different target audiences as it is a b2b platform, one of which is fashion buyers and the other are fashion manufacturers. The primary objectives of the marketing strategies are to spread awareness to buyers about the services provided by Merchant Bay which can make fashion sourcing more streamlined for buyers. On the other hand, the marketing strategies for fashion manufacturers are to build awareness about joining Merchant Bay's pool of manufacturers to link with buyers and bid on quotation requests from fashion buyers.

I have chosen this research topic as digital marketing was my primary job responsibility as a marketing intern at Merchant Bay. Digital marketing is a major disruptor of traditional marketing methods and is now becoming the primary marketing tool for organizations of all sizes.

5.2 Objective of The Research

This research is to determine the effectiveness of digital marketing by analyzing the following statistics for www.merchantbay.com and its social media and comparing them to the strategies implemented by merchant bay:

- Growth in users
- Impressions
- Website visitors
- Facebook Page Reach
- Facebook Page Likes
- Instagram Reach
- Instagram Followers
- Linkedin Visitor Metrics and Demographics (Feb 2022 - May 2022)

- Ads Performance (Google ads and Meta ads)
- Demographics of audiences

5.3 Methodology and Data Collection

This is quantitative research based on secondary data collected from Google Analytics, Meta Business Suite, and LinkedIn Insights. For this research, we are looking at the monthly website users, new users, sessions, and bounce rate data of www.merchantbay.com collected from Google Analytics and the performance of the social media pages using data collected from Meta Business Suite. All data in this research were collected through the aforementioned channels and digital marketing strategies were provided by the organization.

The time period of the collected data from Google Analytics and Meta Business Suite is January 2022 to May 2022 and the LinkedIn data collection period is February 2022 to May 2022.

6.0 Literature Review

Digital marketing is a term for social media marketing, internet marketing or e-marketing. This method of marketing uses digital media as a channel for communicating with target audiences. “marketing online whether via websites, online ads, opt-in emails, interactive kiosks, interactive TV or Mobiles” (Chaffey & Smith, 2008). Digital marketing is an integral part of running a business in the 21st century. As the world is shifting towards an era of digitization, we can see new industries emerging. With the invention of social media, most consumers began to spend time online, it was a new method of communication. People began visiting websites, writing blogs, shopping, and showcasing their lifestyles on the internet. Increasing online traffic created a demand for more services and also paved a path to a new method of marketing.

According to Chaffey (2011), “encouraging customer communications on a company's own website or through its social presence.” is the key concept of social media marketing.

Before the era of the internet, the most targeted ads were available in magazines as magazines had their own target audiences. Different demographics and niches read different magazines, so advertising to your target audience was easy through magazines. Apart from magazines, alternative marketing channels were not as defined. Alternatives such as newspapers, television, radio, billboards, and flyers gave businesses a limited form of targeting as the viewers of these methods were a wide range of consumers. The only way to target ads for your audience was to find their favorite tv channels, radio stations, newspaper sections, and so on.

After the advancement of social media, companies like Google, Meta, and Amazon began collecting data on their users. The data collected include name, age, gender, location, interests, spending power, websites visited, apps used, and many more. Using this data, you can paint a picture of the user's wants and needs. Social tech giants use this data and provide advertising services to businesses of all sizes. You can filter and choose your audience for specific ads. This opened opportunities for small businesses with niche target audiences. They can now spend very little and be able to market their products effectively.

Businesses are adapting to the current norms of marketing, shifting their marketing strategies to appeal to the new generations. As people belonging to the newer generations such as GenY and GenZ are now adults, businesses are having to cater to these demographics as their primary consumers. Although Gen Y and Gen Z were born into the era of social media, Gen X adapted to its usage as a substantial mode of communication. "It is tactically assumed that firms should adopt new digital technologies as they emerge to provide more value to customers" (Kannan & Hongshuang (Alice) Li, 2016). As people are spending more and more time on the internet, it is necessary to capitalize on marketing through web platforms in order to be relevant and reach your target market.

With these advancements in technology, along with the help of digital marketing, businesses that have no physical presence are thriving today. Services that are completely web-based, and that do not have physical offices or stores to provide the service are a new industry. As their services are web-based, their primary method of marketing is digital marketing.

Segmentation strategies are important to carry out online marketing campaigns and strategies effectively. “market segmentation assumes that different segments require different marketing programs, diverse customers are usually targeted through different offers, prices, promotions, distributions or some combination of marketing variables.”, Camilleri, M. A. (2018). Identifying the behavioral characteristics of your target audience requires you to put yourself in the shoes of your consumers. “By dividing the market into segments, marketing managers can acquire a better understanding of the needs and wants of customers., Camilleri, M.A. (2018).

Using the process of segmentation, you can list the demographic, geographic, and behavioral characteristics of the target market.

When designing your social presence, it is important to satisfy the wants and needs of the target audience, if done correctly you can grow your business exponentially. If your current demographics of audience do not match your target market, the marketing strategies are highly likely to not succeed.

Digital Marketing performance is measured using social media and website metrics. The KPIs (Key Performance Indicators) for measuring performance are likes, reach or impressions, clicks, profile visits, and many more. “These metrics actually serve as proxies; for example, the actual number of attentive views of a post would be more meaningful than the number of followers of an account.”, Gräve, Jan-Frederik. (2019). For building awareness, the most important KPI is the reach or impression. This determines the number of views on your content. Using this data we can analyze the performance of the respective platforms. Platforms like Meta Business Suite and Google Analytics show an infographic summary of the performance of your webpage or social page. They show metrics such as Sessions, Bounce Rate, Users, Etc. Website Sessions indicate the number of users who interacted with the website. Bounce Rate indicates the percentage of users who did not interact with the website and ended the session after viewing the landing page. A lower bounce rate indicates better performance.

7.0 Analysis and Findings

7.1 Analysis

By looking at the data, we can see an overall increase in website users. Website visitors increased when google ads were run and social media performance increased during the ad run period. We can see positive growth of merchant bay through the findings as the goal is to increase web traffic. However, no advertisements were run on social media after February 2022 which caused a performance decrease on the respective platforms. Reliance on organic growth is causing a decline in social media traffic. The audience of the website shows that the primary traffic is from Bangladesh, which is because the manufacturers in Merchant Bay's pool of suppliers are based in Bangladesh and they have to constantly update their profiles and respond to quotations. Social Media audience also shares the same geographical traffic source.

According to merchant bay's ideal customer profile, for buyers, the target audience is from Europe, South America, and North America, with an Age range of 30-35 years. Their designation is Fashion Buyer or Sourcing Manager. Company size ranges from 100-500 employees with \$100M to \$200M turnover. Their interests are Fashion Exhibition, Sustainability, and ESG (Environmental, Social, and Governance). The target audience spends time on LinkedIn, Email, Supplier Meetings, Video Calls, and Instagram.

For Suppliers, their target audience is tech-savvy people aged 30-40 who are Managing Directors, directors, or General managers of an apparel manufacturing company. They live in Dhaka or Chittagong. Their Interests Include Travelling, Networking, and Visiting Factories. They spend their time on LinkedIn, Instagram, Facebook, Netflix, and Recreational Activities.

By comparing the collected data with the segmentation strategies, we can see that the target geographical audience visiting Merchant Bay's socials is very low.

The collected data from Google Analytics shows us the number of Users, New Users, Sessions, and Bounce Rate for January 2022 to May 2022. We can see significant growth in these key performance indicators (KPI). The data for April 2022 is considered an anomaly as the website

was undergoing updates throughout the month. We can see an upward trend in website sessions and a decrease in bounce rate. Ad campaigns were running throughout the month of March through Google Ads. The data shows a significant increase in impressions and an increase in clicks. However, the ratio of clicks to impressions is very low. This is a result of insufficient targeting strategies.

The KPI(s) of the Facebook page are Page Visits, Page Reach, and Page Likes. From the data collected, we can conclude that the performance of the page is on a downward trend.

For the Instagram page, the KPIs are Profile Visits, New Followers, and Reach. Without the use of Instagram promotions since February 2022, we can see an overall increase in Instagram reach during the data period. However, the profile visits and new followers are on a downward trend.

Meta Business Suite is used to manage Merchant Bay's Facebook and Instagram accounts. We can manage and analyze ads run on the platforms through Meta Business Suite. The data shows that there were no promotions on either platform after February 2022. During the ad run period, the Impressions of both platforms increased substantially.

LinkedIn KPI(s) from February 2022 to May 2022 Show an overall decrease in post reach. This is due to inactivity on LinkedIn and inconsistent posting patterns. LinkedIn metrics indicate that the targeted audience is the majority of the viewers.

7.2 Findings

7.2.1 Google Analytics Data (www.merchantbay.com)

- Website Users: The number of users grew from 105(Jan 22) to 516(May 2022).
This indicates that more fashion buyers and suppliers are frequently visiting the website.
- New Users: This data shows the number of new users per month. We can see a total of 1245 new users during the time period. This increase of new users is due to social media posts promoting Merchant Bay services and referrals.

- Sessions: Website sessions were substantially increasing from January to February. Website sessions indicate users visiting different parts of the website either exploring or using Merchant Bay services. The increase in sessions is due to social media posts promoting merchant bay services and linking different pages of the website as landing pages.
- Bounce Rate: The bounce rate of the website visitors is decreasing significantly. This decrease of bounce rate indicates that users are interested in Merchant bay and are exploring more pages of the website.

7.2.2 Facebook Page Data

- Page Reach: Decreased by 21.6%
- Page Visits: Decreased by 33.3%
- Page Likes: Increased By 13%

The reason for the downward trend is that no ads were run after February 2022, hence the page is relying on organic reach which is dependent on Facebook's algorithm.

7.2.3 Instagram Page Data

- Instagram Reach: Increased By 25.4%. The instagram reach has increased overall despite not running promoted posts. This was achieved by posting regular content and strategically timing the posts according to average audience activity time.
- Profile Visits: Decreased By 5.6% . The number of people visiting the instagram profile has decreased by a small percentage due to not running promotions that take users to the profile.
- New Followers: Decreased By 98.1%. The rate of new followers has decreased drastically due to not promoting posts that are designed to encourage users to follow the account.

7.2.4 Meta ads

- 1681287 Paid impressions through January and February
- No ads run since February 2022

The pause in the advertisements is responsible for the declining metrics of facebook and instagram.

7.2.5 Google Ads Data

- Clicks: 115
- Impressions: 78.9K
- Cost: \$146

By spending \$146, Merchant Bay's ads were viewed by 78900 users, however only 115 clicked on them. This low ratio is caused by lack of specific targeting. The ads were viewed by people who were not likely to use Merchany Bay's services.

7.2.6 LinkedIn Analytics Data

- Page Views: Decreased by 67%
- Unique Visitors: Decreased by 61%

With the decreasing frequency of LinkedIn posts, less viewers are visiting the page.

7.2.7 Demographics

Facebook Demographics

- 94.9% Traffic Generated from Bangladesh.
- 0.7% From Australia

- 0.7% From Canada

Instagram Demographics

- 48.3% from Bangladesh
- 6.8% from Brazil
- 5.8% from USA
- 4.1% from India

Linkedin Demographics

- High Number of visitors (17%) from the audience whose job function is Business Development
- 12% Visitors are from Media and Communication Background

The demographic data of instagram show less western traffic. This is due to lack of promotions as the targeted audience are buyers who are either European or American. However as facebook is commonly used in Bangladesh, the purpose of the facebook page is to attract manufacturers who are based in Bangladesh, so the high number of traffic from Bangladesh is a positive factor. However, there are still content made for buyers that are posted on Facebook, hence promoting content to areas outside of Bangladesh would be helpful. The linkedIn traffic shows promising results. This is due to people using linkedin mostly for business related purposes, it is easier for the target audience to find Merchant Bay.

8.0 Recommendations and Conclusion

8.1 Recommendations

Merchant Bay needs to restart its marketing campaigns in order to grow and improve its social media presence and website traffic. Even though the website has significant growth, it has the potential to grow more. Merchant bay should be more active on Twitter, and LinkedIn, and promote posts on Instagram to attract more users to the website. They can also reach more audiences via email marketing. In order to improve its performance, Merchant Bay should do the following:

- Promote Instagram posts that focus on Buyers to increase the target demographic audience
- Post more content on Facebook to engage suppliers, and consider promoting more content.
- Restarting Google Ads Campaigns with more diverse content.
- Increase activity on LinkedIn in order to increase reach and engagement from both suppliers and buyers.
- Use more precise targeting options on google ads as the impressions to clicks ratio is very low.
- Consider Email Marketing as it is the best way to provide useful information about your organization according to your target audience.
- Cold calling or sending emails to SME brands can help increase users of Merchant Bay.
- Promoting Software as a service (SaaS) and Platform as a service (PaaS) tools to manufacturers and buyers.
- Consider retargeting ads. This shows advertisements to users who have already visited your website or the website of a competitor, increasing the chances of them considering your services.

8.2 Conclusion

All data suggest that digital marketing is a key tool for the growth of Merchant Bay. It is indeed effective and contributed to the success of the company. However, due to the pause in marketing campaigns, we can see a slight decrease in performance. As a b2b company, Merchant Bay is constantly generating new content for each side of the business. Although no promotions were done during the last two months, the Organization showed promising results and has the potential to grow substantially when marketing campaigns are restarted. The pause in marketing campaigns was done as the company was rebranding its logo and updating the user interface of the website. Even without paid promotions online, the number of users is increasing. It is very important for Merchant Bay to maintain an online presence that complements the services provided. By segmenting the social media platforms for each target audience, Merchant Bay is building a strong foundation for the future of the company.

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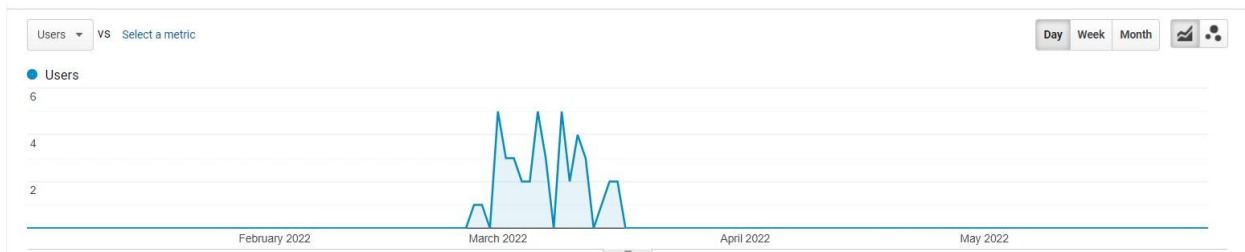
8.0 Appendices

Google Ads and Analytics



Primary Dimension: Campaign / Campaign ID Ad Content Video

Campaign / Campaign ID ?	Acquisition					Behaviour		Conversions		
	Paid Views ?	Cost ?	CPV ?	Users ?	Sessions ?	Bounce Rate ?	Pages/Session ?	Goal Conversion Rate ?	Goal Completions ?	Goal Value ?
	2,084 % of Total: 5.62% (37,104)	US\$50.17 % of Total: 34.47% (US\$145.52)	US\$0.02 % of Total: 613.80% (<US\$0.01)	0 % of Total: 0.00% (3,260)	0 % of Total: 0.00% (5,160)	0.00% Avg for View: 51.71% (-100.00%)	0.00 Avg for View: 5.69 (-100.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	US\$0.00 % of Total: 0.00% (US\$0.00)
1. Video Efficient reach - 2022-02-13_mb_1_video 16204153360	2,084 (100.00%)	US\$50.17 (100.00%)	US\$0.02 (100.00%)	0 (0.00%)	0 (0.00%)	0.00%	0.00	0.00%	0 (0.00%)	US\$0.00 (0.00%)



Primary Dimension: Campaign / Campaign ID Campaign Google Ads: Ad Group

Campaign / Campaign ID ?	Acquisition					Behaviour		Conversions		
	Clicks ?	Cost ?	CPC ?	Users ?	Sessions ?	Bounce Rate ?	Pages/Session ?	Goal Conversion Rate ?	Goal Completions ?	Goal Value ?
	115 % of Total: 100.00% (115)	US\$145.52 % of Total: 100.00% (US\$145.52)	US\$1.27 Avg for View: US\$1.27 (0.00%)	44 % of Total: 1.35% (3,260)	47 % of Total: 0.91% (5,160)	87.23% Avg for View: 51.71% (68.71%)	1.13 Avg for View: 5.69 (-80.18%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	US\$0.00 % of Total: 0.00% (US\$0.00)
1. Source anything from B... 16421988203	114 (99.13%)	US\$95.35 (65.53%)	US\$0.84	44 (100.00%)	47 (100.00%)	87.23%	1.13	0.00%	0 (0.00%)	US\$0.00 (0.00%)
2. Video Efficient reach - 2022-02-13_mb_1_video 16204153360	1 (0.87%)	US\$50.17 (34.47%)	US\$50.17	0 (0.00%)	0 (0.00%)	0.00%	0.00	0.00%	0 (0.00%)	US\$0.00 (0.00%)

Primary Dimension:

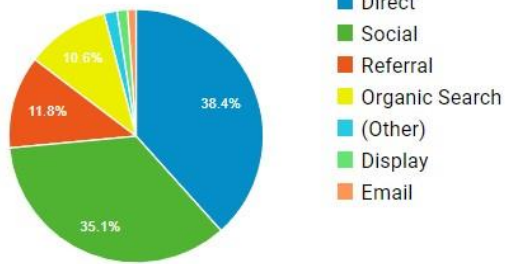
Conversion:

Top Channels ▾

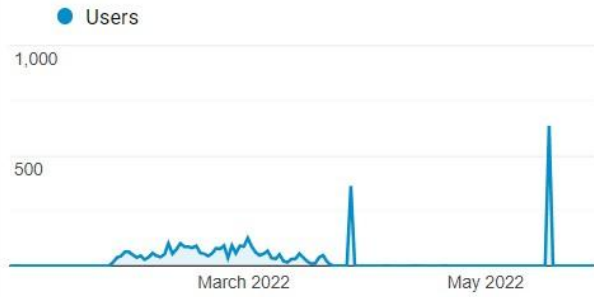
All Goals ▾

[Edit Channel Grouping](#)

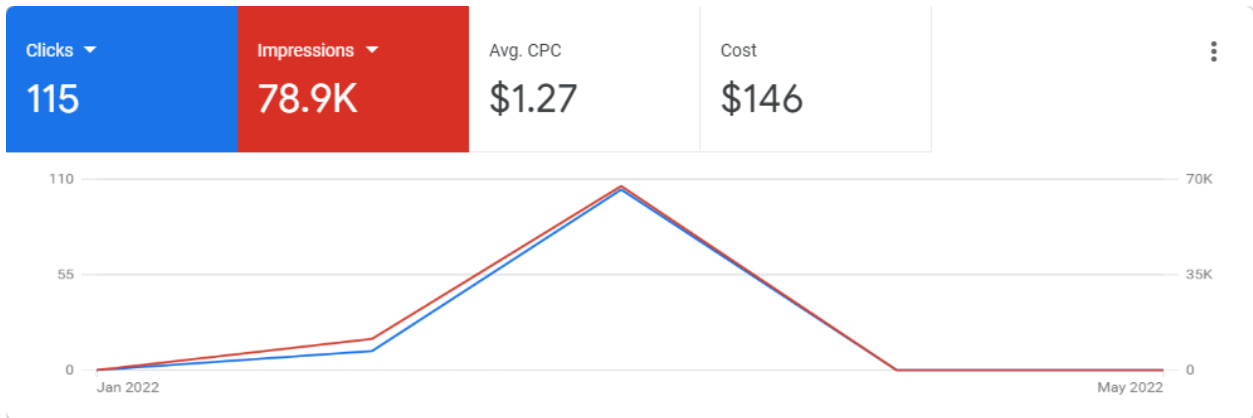
Top Channels



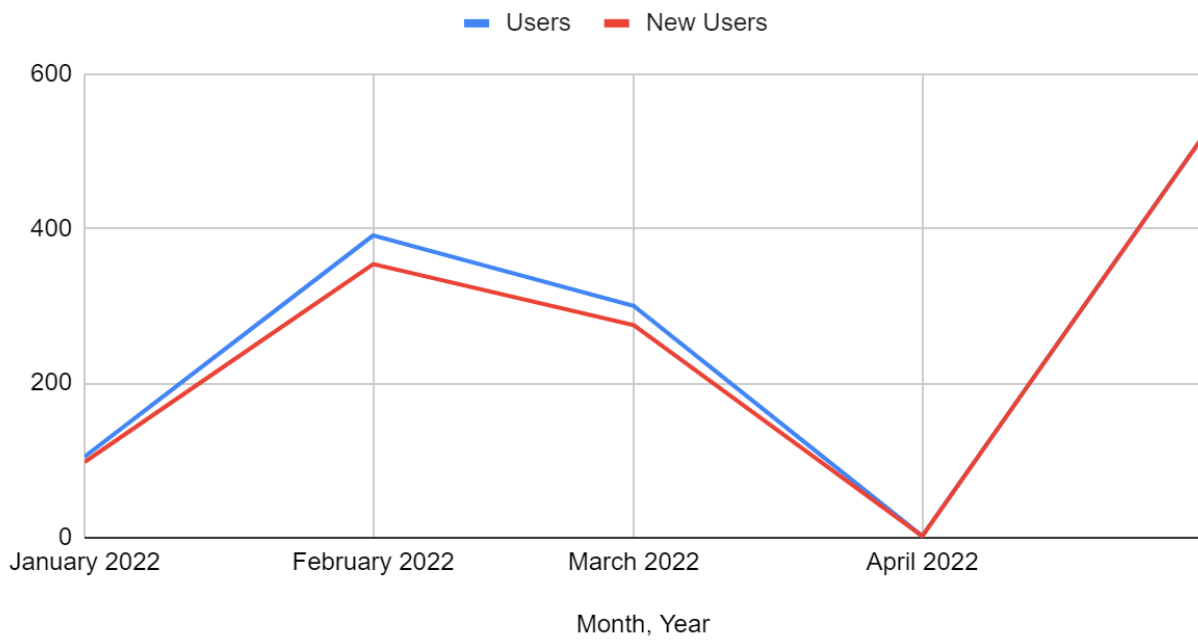
Users



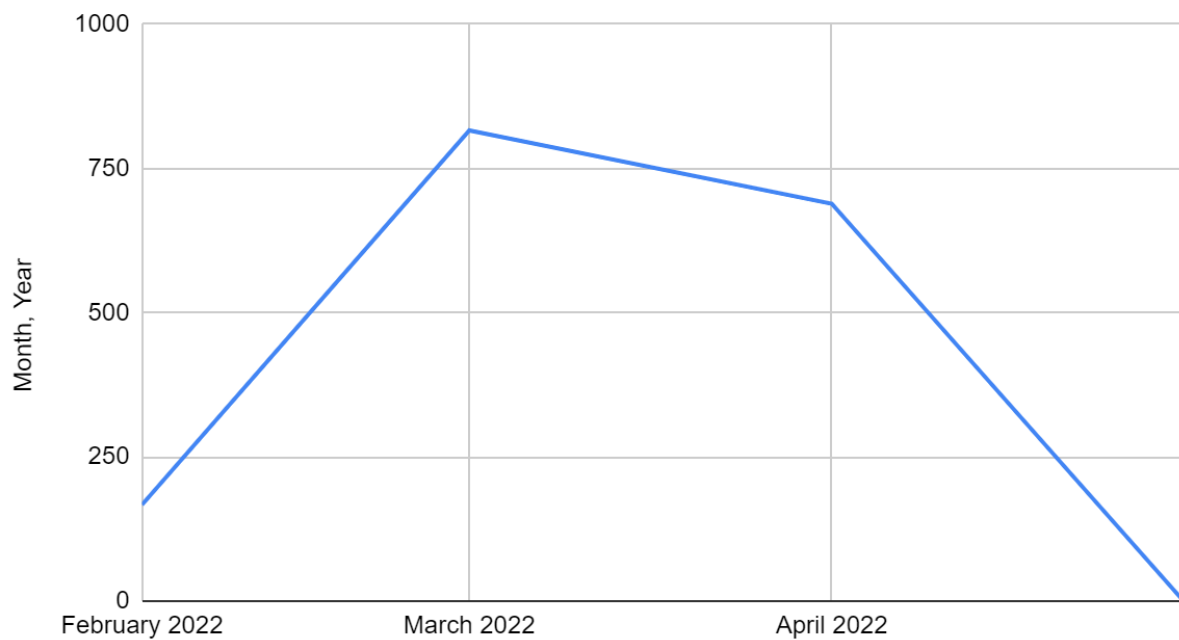
	Acquisition			Behaviour		
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration
	3,260	3,214	5,160	51.71%	5.69	00:06:47
1 Direct	1,269			39.45%		
2 Social	1,162			94.06%		
3 Referral	391			15.81%		
4 Organic Search	350			47.05%		
5 (Other)	55			98.21%		
6 Display	44			87.23%		
7 Email	36			53.38%		



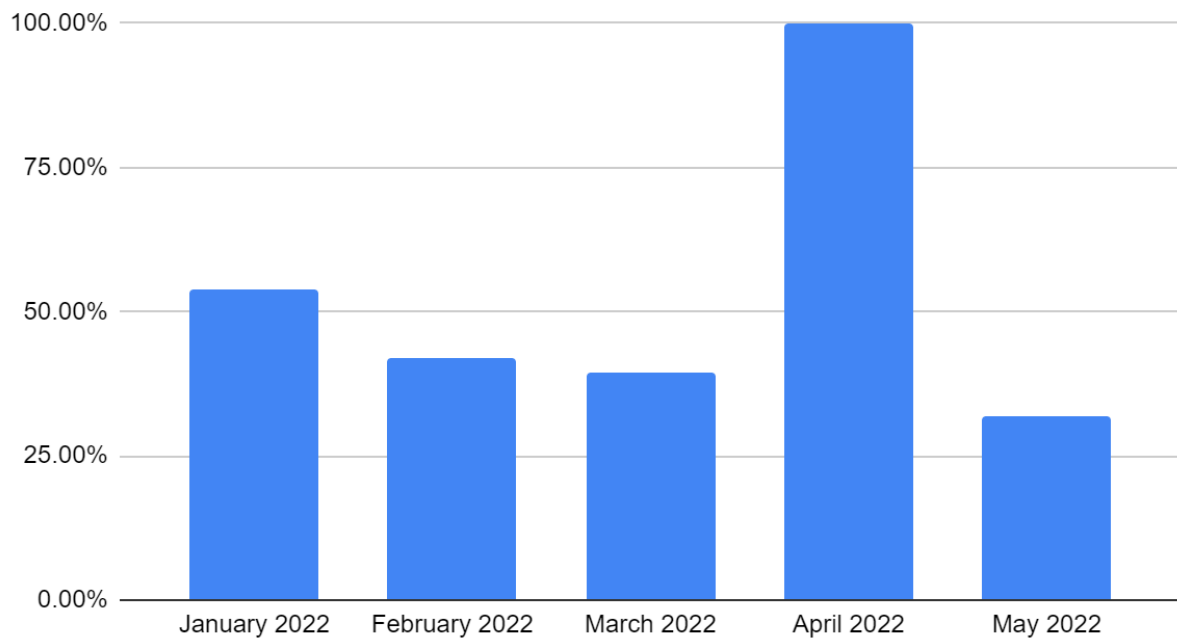
Users and New Users



Sessions



Bounce Rate



Direct Users					
Month, Year	Users	New Users	Sessions	Bounce Rate	Pages/Session
January 2022	105	98	167	53.89%	7.97
February 2022	391	354	816	42.03%	10.26
March 2022	300	275	689	39.48%	14.53
April 2022	2	2	2	100.00%	1
May 2022	516	516	610	31.80%	1.69

	Country	Users	% Users
1.	 Bangladesh	861	 26.35%
2.	 Bolivia	413	 12.64%
3.	 United States	248	 7.59%
4.	 China	107	 3.27%
5.	 Peru	106	 3.24%
6.	 Ecuador	100	 3.06%
7.	 Colombia	86	 2.63%
8.	 Suriname	83	 2.54%
9.	 Venezuela	82	 2.51%
10.	 India	81	 2.48%

[view full report](#)

Meta Business Suite

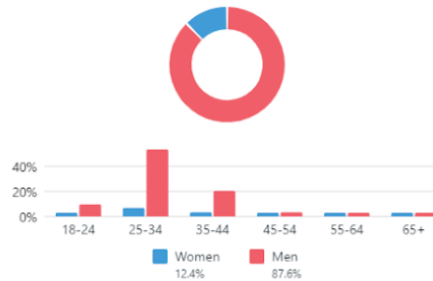
Audience

Current audience Potential audience

Facebook Page likes 1

2,365

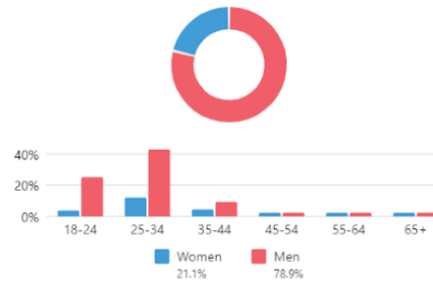
Age & gender 1



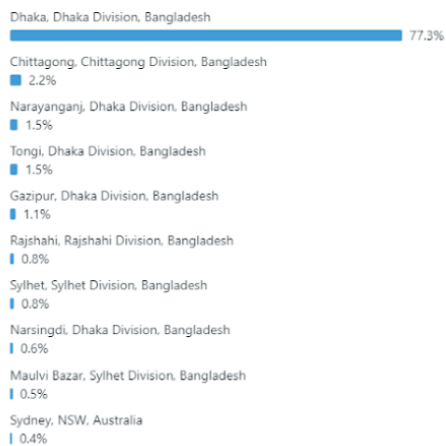
Instagram followers 1

484

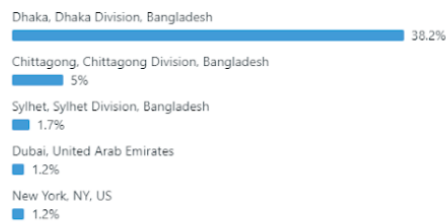
Age & gender 1



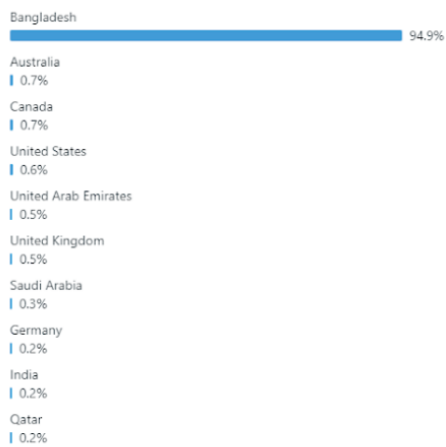
Top towns/cities



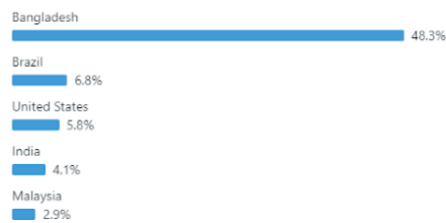
Top towns/cities



Top countries



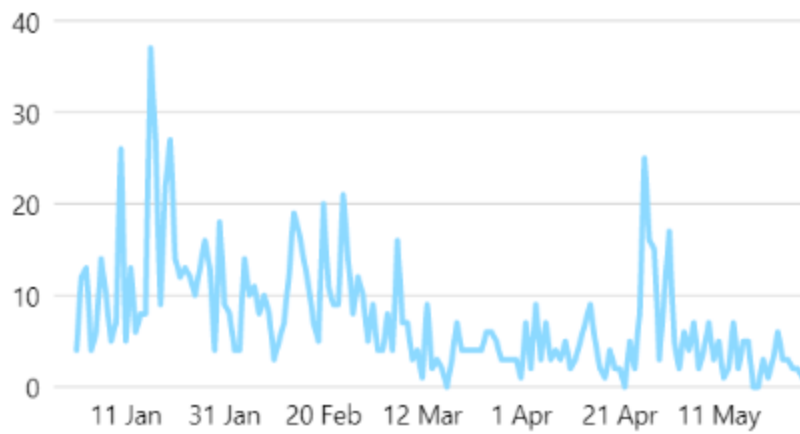
Top countries



Page and profile visits

Facebook Page visits ⓘ

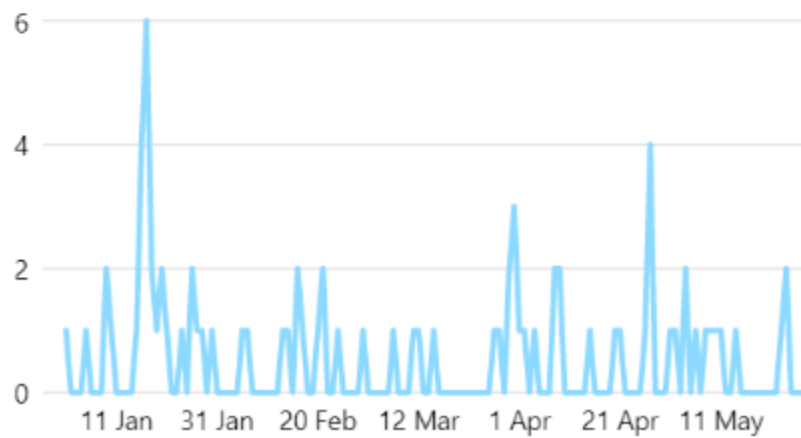
1,116 ↓ 47.6%



New likes and follows

Facebook Page new likes ⓘ

78 ↓ 70.9%



Facebook Page reach ⓘ

1,009,453 ↑ 166.1%



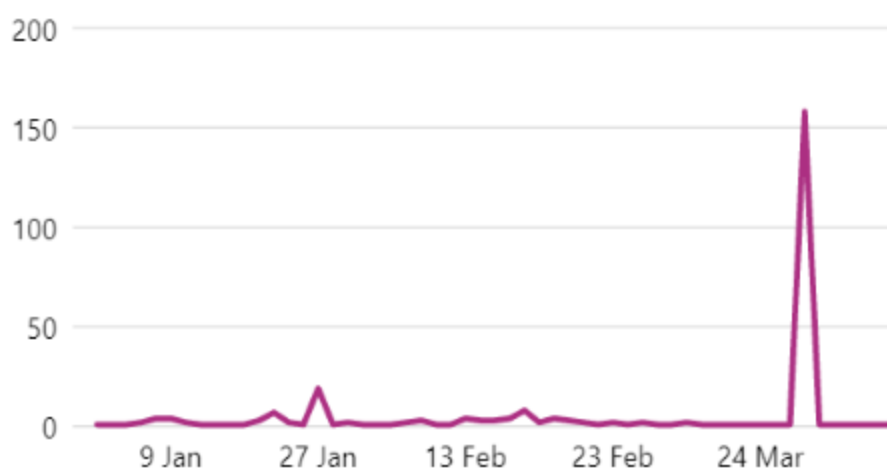
Instagram profile visits ⓘ

1,922 ↑ 21.8%



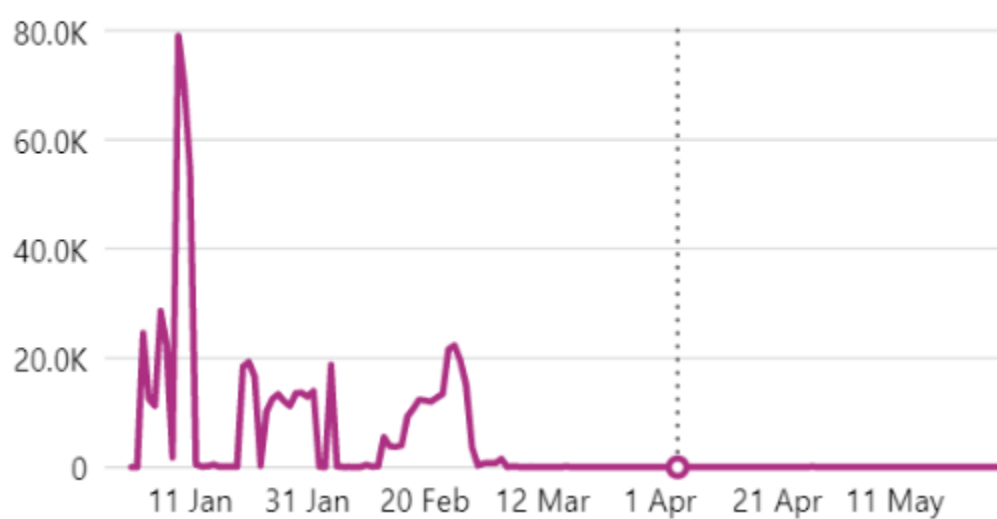
Instagram new followers ⓘ

278 ↑ 49.5%



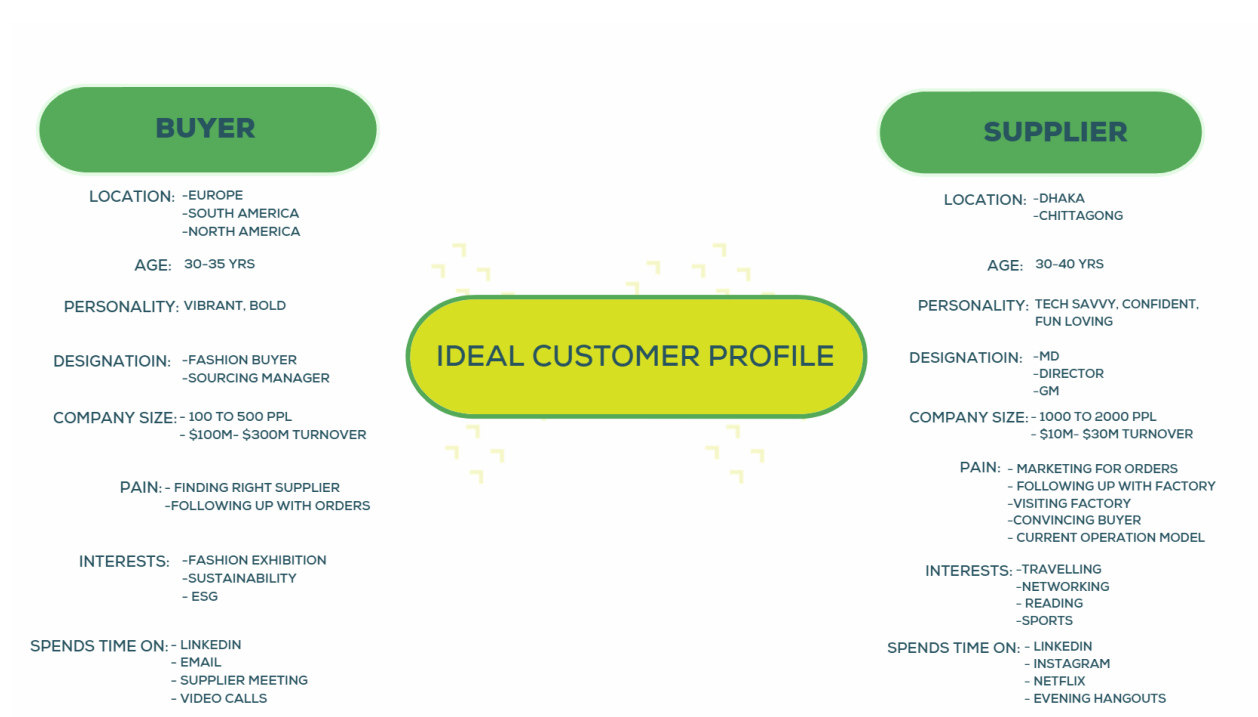
Instagram reach ⓘ

463,591 ↑ 397.1%



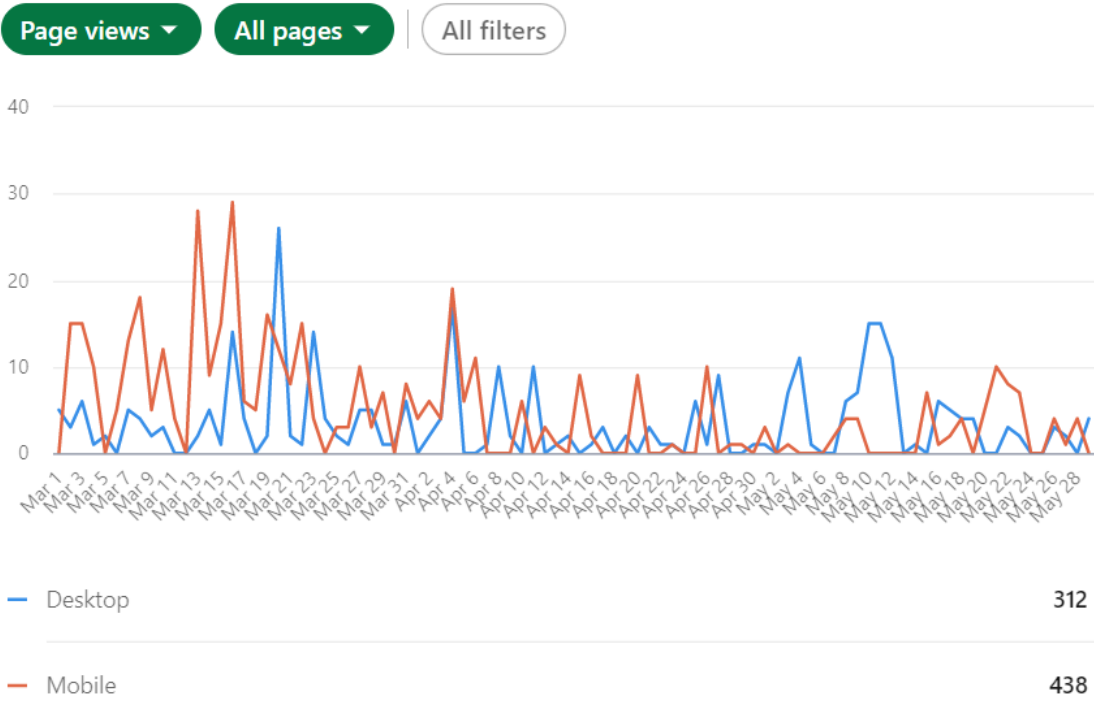
Meta Ads					
Month	January 2022	February 2022	March 2022	April 2022	May 2022
Ad spent (FB+INSTA)	334 AUD	456 AUD	0 AUD	0 AUD	0 AUD
Paid impressions	636464	1,044,823	0	0	0
Cost per 1,000 people reached	0.83 AUD	0.81 AUD	0	0	0
Total link click	9645	5404	0	0	0
Unique link clicks	5022	5136	0	0	0
CTR (Per Impression)	0.87 AUD	0.65 AUD	0	0	0

Merchant Bay

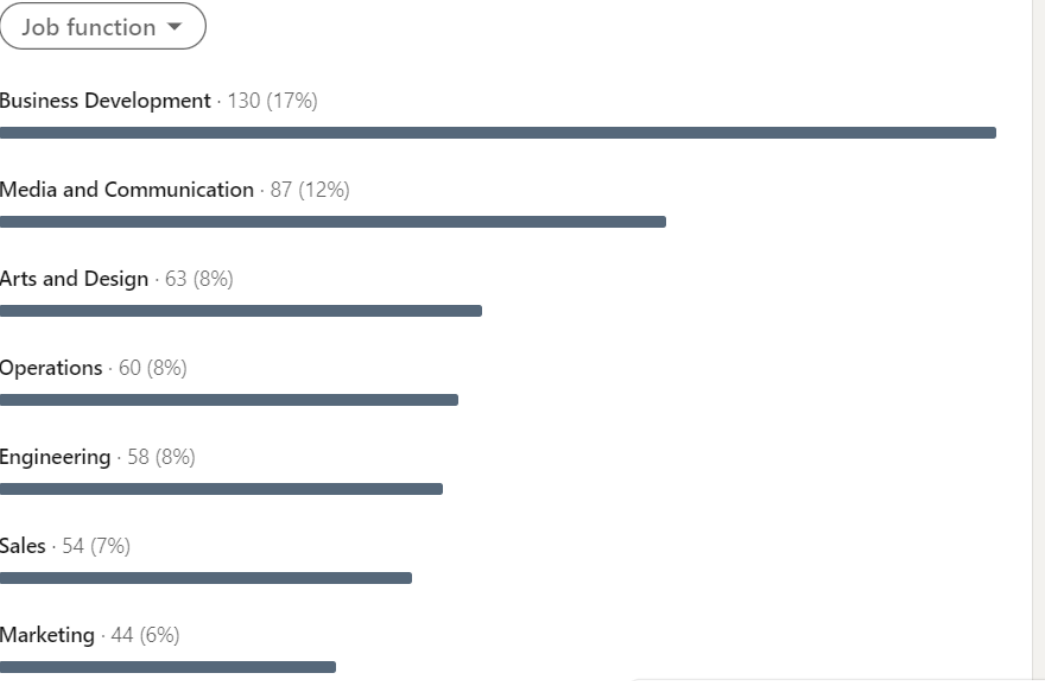


LinkedIn

Visitor metrics



Visitor demographics



Effectiveness of Digital Marketing at Merchant Bay_Muhammad Niaz Murshed_173011008

ORIGINALITY REPORT

4%	3%	1%	3%
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