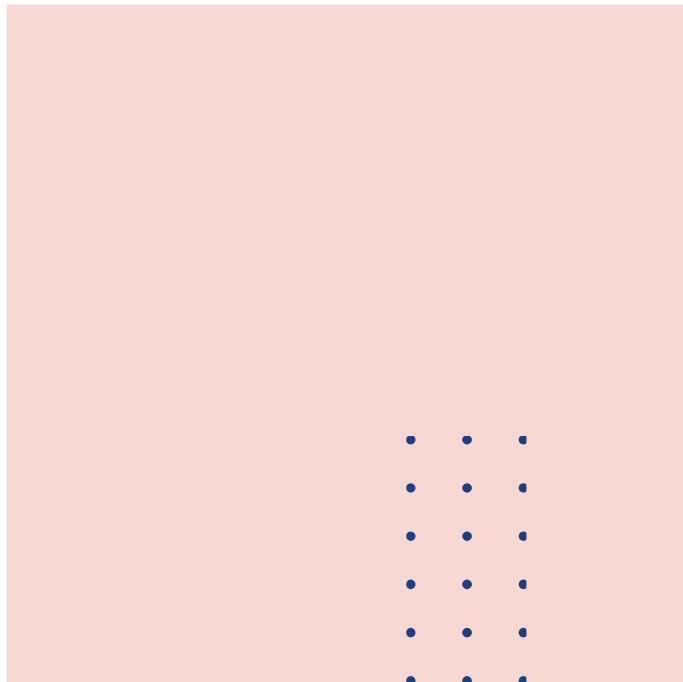


DIGITAL MARKETING PORTFOLIO

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Assignment 1: Video Vlog

1. The storyboard

Scene 1 Shakira goes out of Helix and meets a fellow student. (bird perspective). They head off together to HAN University. (Focus on going to University on Campus and seeing friends, rather than studying solely online)	Scene 2 Han buildings are showed, and Shakira enters (R31) the building for her communication classes. She puts on her mask and sanitizes her hands. (Focus on Covid-19 measures)	Scene 3 Shakira takes the elevator (frog perspective). The inside of the building is displayed.
Scene 4 A few classmates enter their room for their upcoming lecture while saying 'good morning' in their language. (Focus on Internationality)	Scene 5 Shakira enters the library where she works in team with her classmates. Her classmates use the library materials to prepare for her lectures. (Focus on teamwork and COVID-19 measures-> an arrow on the floor)	Scene 6 The outside of the building is presented along with the Call to action. (Focus on call to action by giving HAN social media pages' links)

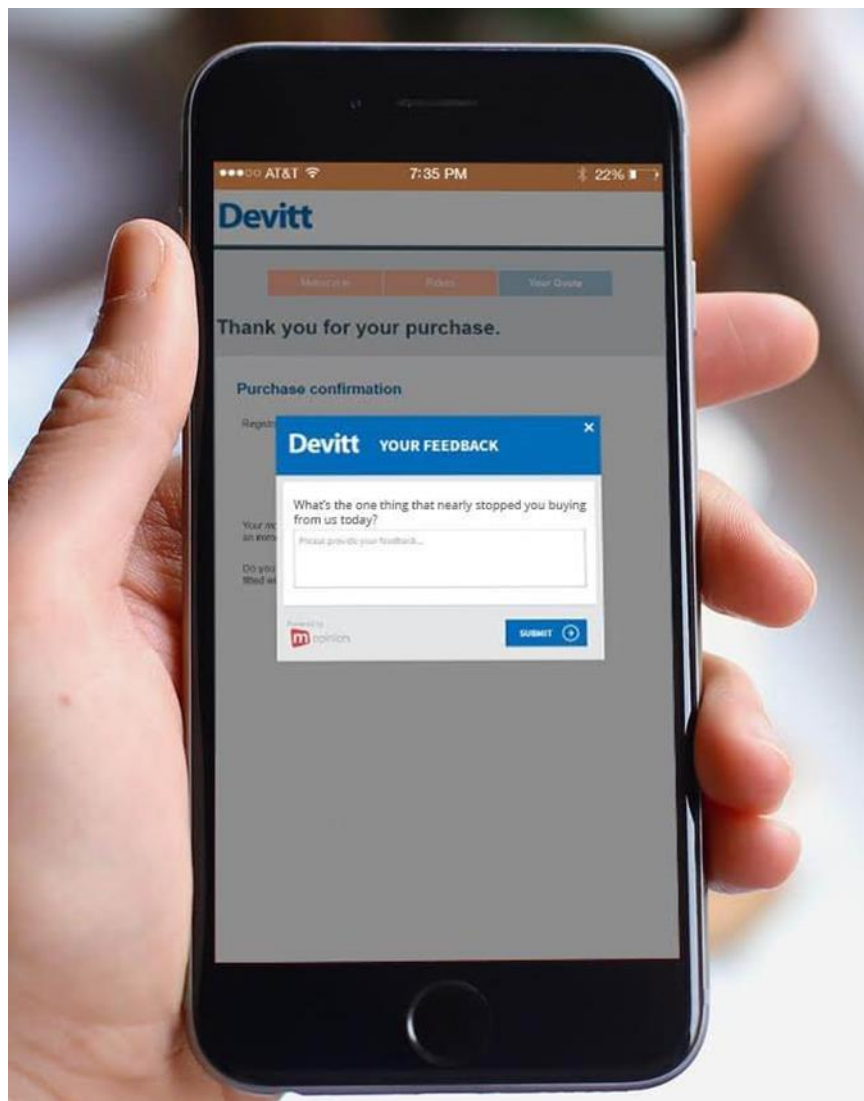
2. The Vlog

Link to the video: https://youtu.be/Ld6m_RTyyr0

Assignment 2: Market research methods

1. Mobile research

- **Explanation:**
Mobile research is a technique that help to collect and analysis research data through customers' mobile devices
- **Example:**
Companies (for example – Devitt) getting feedback from customers through their phone immediately after they purchase.



2. Blogs and social media analyses

- **Explanation:**

Social media analytics implies gathering data from social media, including any place online on which consumers can express their feelings and opinions on various topics concerning the brand, product or service of a company, and assessing this data to create valuable insights and based on them implement actionable steps to better the performance of the product and increase the income.

- **Example:**

For social media analytics different metrics can be applied. Two of them are social media listening and sentiment analyses. Using social media listening, a professional can investigate 'deeper' about what comments and opinions people are expressing towards a particular brand on social media and 'measure the sentiments of those conversations (positive, neutral, or negative)' (Ward, 2019).

An example for the usage of this metrics in social media analytics serves Figure 1.



Figure 1. Social media listening. (Ward, 2019)

It is also believed that "by monitoring and analysing conversations, you can determine how to respond as the brand, and address customer issues or give thanks and praise when needed". (Ward, 2019)

3. Neuroscience

- **Explanation:** Neuroscience in marketing field is used by marketers to understand how the consumers' brains behave and reciprocate when they face a particular stimuli. Consumers purchasing decisions are often made on a subconscious level and by utilizing neuroscience in online market research, professionals can gain better impression of their customers' behaviour and motivation so they can come up with the right products or services.
- **Example:** Some of the techniques used in neuroscience are concentrating on emotions and using 'visual stimuli' (Couchman, 2017).

1) It is proposed that colour is important instrument. For example, 'cool blue is the best hue for conveying professionalism' while 'red and yellow are more likely to provoke hunger' (Couchman, 2017).



Figure 2. Colour Psychology (Couchman, 2017)

2) When consumers attach a specific emotion to a brand, then the brand “appeals to the subconscious mind of its customers”. It is vital to ensure that the brand is “appealing to the right emotions”. (Couchman, 2017) .

Visceral emotion technique can be implemented to attain greater outcome. That is because “our brains are more likely to kick into action when we are stimulated by intense emotions, like anger, excitement, or even fear” (Couchman, 2017). An example of World Wildlife Fund advertisement is provided:



Figure 3. Visceral emotion usage. (Couchman, 2017)

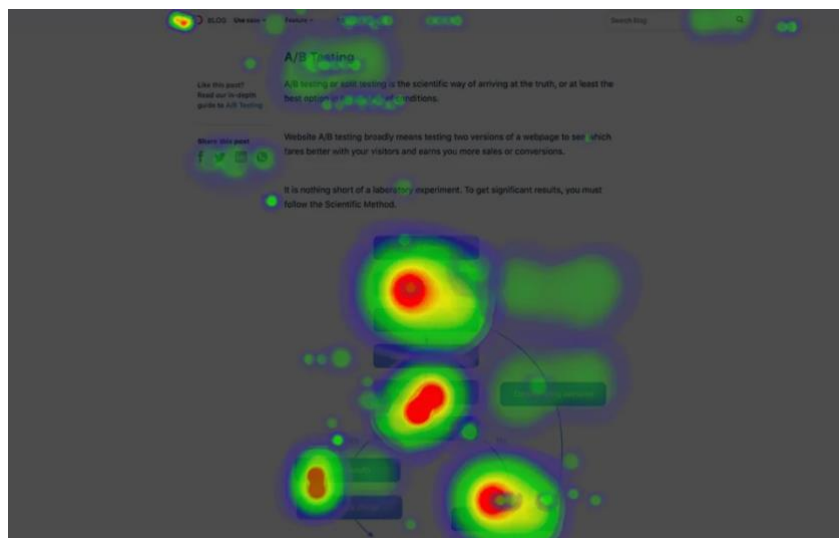
4. Mouse tracking

- **Explanation:**

Mouse tracking is monitoring the position of the mouse cursor on the screen and for how long it stays on a certain position. It is used for understanding of how visitors of a website interact with it and their experience. It can provide insights about what pages people visit the most, which elements of the website are attractive for them, if they orientate themselves early and consequently upgrade the website in according with the results.

- **Example:**

To get an idea of a mouse' movements, mouse heatmap is used. It utilizes thermal imaging and depicts the user scrolling, clicking, or where they pause in their experience.



(Khongthaw, 2020)

5. Eye tracking

- **Explanation:**

This means that movements of the eyes of a website visitor or their focus on certain website element is tracked so that insights about customer's behaviour are gained.

- **Example:**

'The homepage of a truck service' was explored by the Canadian marketing agency TechWyse with a heat map. In this way, they realized what information distracted the website users and changed it so that the focus was consequently directed at the most important part of the page:



(Patel, n.d.)

6. Online Website Measurement

- Explanation:

Online Website Measurement is a technique that helps us to monitor the performance of our website by using the browser to capture the website visit. After getting the permission from the panellist, we can gain insight into who visits which websites.

- Example:

Nowadays, lots of Insight pages allow advertisers to get insight into website visits.

The screenshot displays the Google PageSpeed Insights interface for the URL <https://www.isic.org/get-your-card/>. The overall performance score is 78, which is categorized as 'Good' (50-89). The interface is split into two sections: 'Field data' and 'Test data'.

Field data: This section shows real-world performance metrics from a 28-day crawl period. It includes:

- First Contentful Paint (FCP): 1.1 s (74% good, 23% needs improvement, 3% poor)
- First Input Delay (FID): 2 ms (100% good)
- Largest Contentful Paint (LCP): 1.7 s (89% good, 8% needs improvement, 2% poor)
- Cumulative Layout Shift (CLS): 0.01 (95% good, 3% needs improvement, 1% poor)

Test data: This section shows simulated performance metrics:

- First Contentful Paint: 1.1 seconds
- Time to interactive: 2.2 seconds
- Speed Index: 2.0 seconds
- Total Blocking Time: 10 milliseconds
- Largest Contentful Paint: 2.4 seconds
- Cumulative Layout Shift: 0.002

Below the test data, there is a section for 'Opportunities' which lists suggestions to improve performance, such as 'Removes rendering blocking resources' which could save 1.22 s. A 'Diagnosis' section provides additional application performance information, including issues like 'Make sure the text is still visible while loading web fonts' and 'Distribute static content using effective caching policy'.

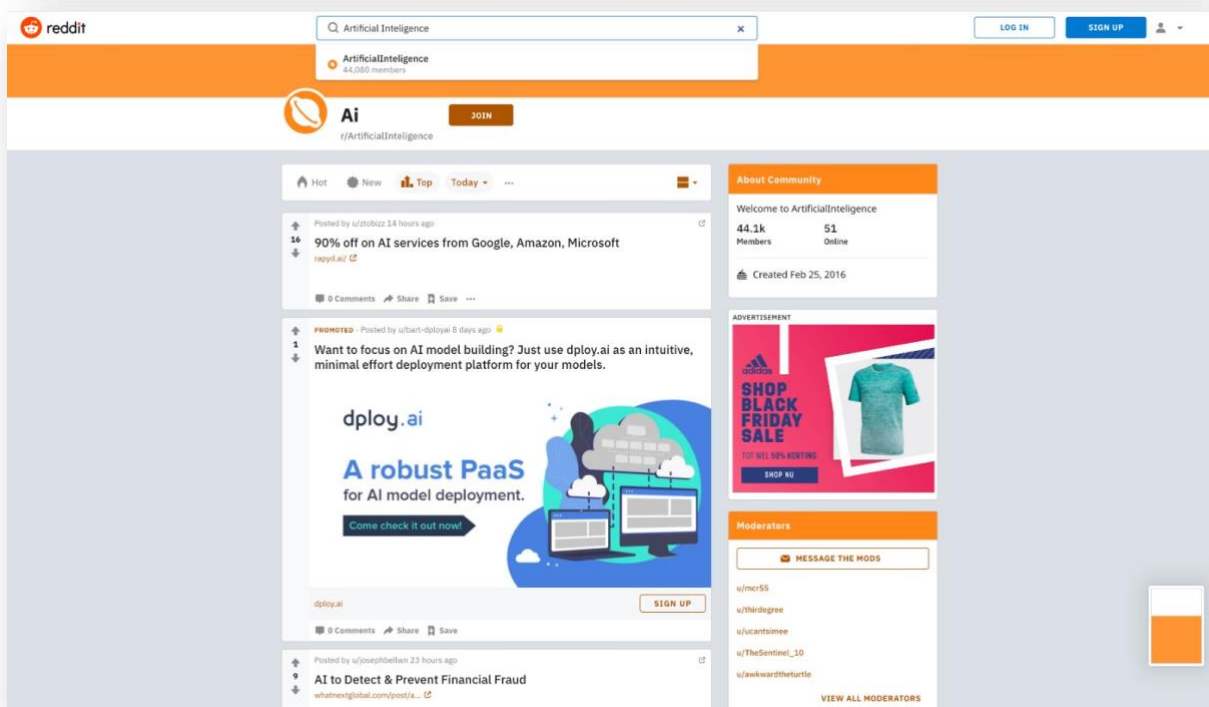
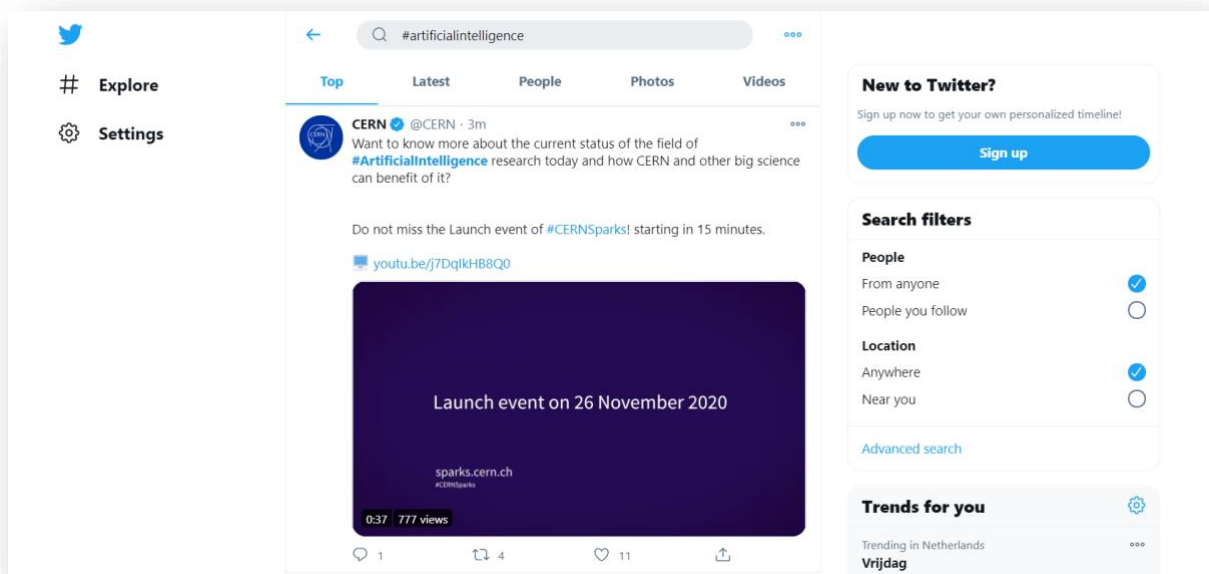
Assignment 3: Social media monitoring & Infographic

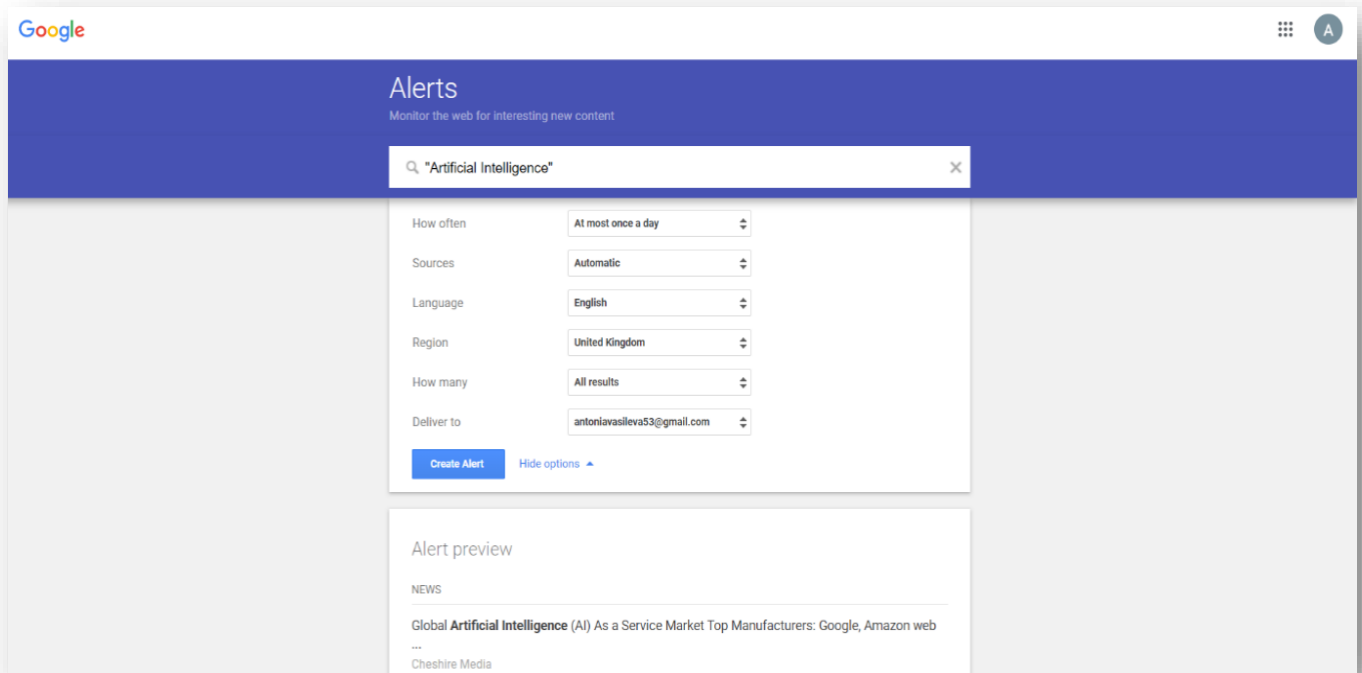
Social Media Monitoring

1. **Explanation:**

Artificial behaviour is described as a category of computer science which strive to “replicate or stimulate human intelligence in a machine, so machines can perform tasks that typically require human intelligence”. (O'Carroll, 2017)

2. **Used monitoring tools:** Twitter search, Reddit search, Google Alerts.





3. What is the current discussion on the topic?

➤ **Topic:** discussion about the interconnection between AI and cybersecurity and its influence on the banking industry and finance sector.

Segment:

- Utilization of AI for 'identity fraud, theft, phishing attacks or development of new malware' is observed (Balboni, 2020).

- A survey carried out by European Union Agency for fundamental rights concludes that 55% of the European Union dwellers are bothered by the fact that their data is 'accessed by criminals and fraudsters' (Balboni, 2020).

+ AI is utilized to combat 'cyber-attacks' by its effectiveness of inspecting enormous quantity information and diagnosing 'patterns and anomalies' (Balboni, 2020).

(Announcer: Ph.D.- a top tier European ICT, Privacy & Data Protection lawyer. Professor of Privacy, Cybersecurity, and IT Contract Law)

+ The significance if AI for the economy and the population is stressed by the European Commission (ENISA , 2020) .

+ It is mentioned that AI brings significantly favourable chances to 'enhance customer experience, democratize financial services, improve cybersecurity and consumer protection and strengthen risk management'. (European Banking Federation, 2019). The ethical worries caused by AI are acknowledged. However, the initial idea of creation of helpful to the society technologies is supported and the opinion that 'the likely benefits of its use substantially exceed the foreseeable risks' is expressed (European Banking Federation, 2019).

+ **Tim Sloane**, VP, Payments Innovation at Mercator Advisory group provides a food for think while elaborating on the topic of biometrics on our ban card. Although

'putting a fingerprint on the payment card' is fairly costly, he presents the estimation made by 'manufacturers of card-based fingerprint readers'. They allege that 'by 2026 3 billion biometric payment devices will be shipped every year, including wearables and USB dongles' (Sloane, 2020).

➤ **Topic: AI in Healthcare Industry**

Segment:

+ **Dr. James Somauroo**, Founder of somX, believes that AI 'makes a genuine difference to care' by utilizing data for enhancing 'clinical pathways, intervention and treatment'. AI's contributions are tangible in areas such as 'radiology, pathology and dermatology' as well as various 'clinical processes like decision support, diagnosis, drug discovery...patient engagement and adherence to medication' (Amy Molten, 2020).

+ **Richard Marcil**, Chief Customer Officer of conversationHEALTH, observes that AI is extremely valuable in facilitating 'ask and answer interaction', transforming 'medical information' in accessible and applicable portions and leads to substantial 'business value'. It is also effective in reducing costs (Amy Molten, 2020).

+ **Vivienne Winborne**, Director of Communications in Alphalake Ai proposes that 'machine learning, natural language processing and computer vision' can be deployed to assure that 'patient data will be available in an emergency scenario' (Amy Molten, 2020).

+ **Lakrai Healthcare** states that Ai can be used not only for 'optimising the yield of therapeutics and large-scale manufacturing sites', but it can also be a tool for tracing 'COVID-19 vaccine development worldwide' (Lakai Healthcare, 2020).

Announcer: 'young minds operating on AI technology to develop biomedics' (Lakai Healthcare, 2020)

➤ **Topic: AI and transportation**

Segment:

Example: Autonomous driving has been implemented in China. Dominant self-driving organisations in this land are 'Baidu, ride-hailing giant Didi Chuxing and start-up AutoX'. The author suggests that 'driverless future' is turning into 'one of the key factories in artificial intelligence' and states that in the countries which seek and exhibit predominance are China and the USA (Pan, 2020).

- In a surveyed conducted by WeRide and Tsinghua University's Institute of Transportation Engineering, WeRide's customers voiced their dissatisfaction with 'RoboTaxi's fixed pick-up and drop-off spots as well as the limited number of vehicles in service' (Pan, 2020)

+ The survey made about the riding aspects of RoboTaxis rendered high scores for 'in-vehicle cleanliness, courtesy to pedestrians and non-motorised vehicles and safety driver performance' (Pan, 2020).

+ According to the **CTO of AMCONSOFT** (Worldwide IT provider & consulting company), AI can be used for tackling 'traffic problems and driver fatigue' as well as with the aim to 'avoid accidents on the road or to provide emergency help'. When AI gathers

information from cameras, it can lead to distinguishing ‘a faster route and avoids lights to reach the destination faster’ (Vyacheslav, 2020)



Figure 4. WeRide robotaxis in operation in Guangzhou (Pan, 2020)

➤ **Topic: Fashion Industry**

Segment:

+ AI is utilized for designing clothing. It helps identifying customer’s personality and industry when it comes to fashion. It not only ‘analyses the customer sentiment with each clothing item and runway images’, but also discerns key themes in patterns, silhouettes, colours and styles.

According to **Chris Palmer**, the global cognitive offerings lead at IBM, it shrinks the time spend on ‘laborious tasks that delay the creative process’.

AI is used to minimize the ‘forecasting errors by as much as 50%’ when the future trends and customers’ propensity should be recognized. (Stone, 2020)

+ AI is used in the textile manufacturing as ‘AI-enabled machines and robots’ can readily both ‘stitch the fabrics with perfection’ and ‘detect faults in fabric’ (Stone, 2020)

+ It is of great importance in online shopping and Ecommerce busines since it can ‘recommend items as per your colour preference, budget, and other attributes.’ Moreover, AI chatbots are used as virtual assistants and communications with a website’s visitors. (Stone, 2020)

+ AI plays a significant role in ‘inventory and supply chain management’. It makes the process easier by refining ‘routes, cutting the logistic supply and shipping cost’ (Stone, 2020)

Arti Zeighami, Head of advanced analytics and AI for H&M Group, discusses how AI can be incorporated in the Fashion field. He shares that the company tried to make use of AI analytics to improve 'the communication, the personalization, the offering' to their customers. (Anonymous, 2020)

Best practices:

It is stated that AI's best application takes place in

1) Banking sector

- Improving customers' intercommunication and contact – 'chatbots, robo-advice, biometric authentication and authorisation'
- Betterment of 'security and risk control' such as 'compliance monitoring, **AML**(Anti-Money Laundry) **detection** and monitoring, **fraud prevention, payment transaction monitoring**, cyber risk prevention'
- Improving the performance of 'banking processes' such as 'process automation/optimisation, complaints management, automated data extraction, **KYC** (Know-Your-Customer document **processing, credit scoring**)' (ENISA , 2020)

2) Healthcare Industry:

- Is said that AI is of utmost importance when talking to 'self-service solutions to health professionals, patients, and consumers' (Amy Molten, 2020)
- AI finds application in 'earlier diagnosis of rare diseases', 'eye health', 'ear and hearing care'. (Amy Molten, 2020)
- 'radiology, pathology and dermatology' are also indicated as key areas
- **Surgical robots** play an important part in this industry- they can be used for Kyphoplasty, Spinal Fusion, Biopsy, Scoliosis surgery, Retinal surgery or remote surgery. (Stone, 2020)

3) In transportation technology

- The main influenced by AI segments in terms of transportation and logistics are 'traffic management, drone control, life-saving-cars, public transportation and shipment data' (Vyacheslav, 2020).

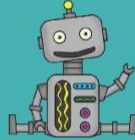
4) Fashion industry

- A few key areas of the fashion industry in which AI is applied are 'designing clothing, textile manufacturing, online shopping and Ecommerce busines, inventory and supply chain management' (Stone, 2020).

INFOGRAPHIC

ARTIFICIAL INTELLIGENCE

- Artificial Intelligence (AI) denotes the functionalities of machines which resemble the humans' intellectual abilities such as problem solving, learning and distinguishing others' speeches.



Banking and finance sector:

combating cyber-attacks, chatbots, robo-advice, biometric authentication and authorisation, AML detection, fraud prevention, payment transaction monitoring, KYC processing, credit scoring



Healthcare sector:

self-service solutions, earlier diagnosis of rare diseases, eye health, ear and hearing care, radiology, surgical robots, pathology and dermatology

Transportation and Logistics Industry:

Self-driving vehicles (robotaxis), traffic management, drone control, life-saving cars, public transportations and shipment data



Fashion Industry:

designing clothing, textile manufacturing, online shopping and Ecommerce business, inventory and supply chain management

Stake-holders: Arti Zeighami, Richard Marcil, Tim Sloane, Filonenko Vyacheslav, Chris Palmer

The sentiment: Challenges and risks are acknowledge, but the overall sentiment is positive.

Monitoring tools: Twitter search, Reddit search, Google Alerts

Assignment 4: Blogging

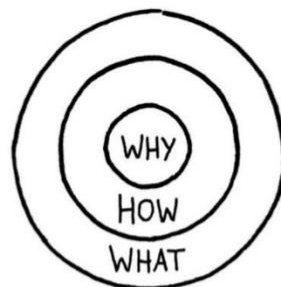
1. First versions/drafts of our blogs

- Alice 's blog:

THE GOLDEN CIRCLE: WHY DO YOU GET OUT OF THE BED EVERY MORNING?

By Alice Nguyen

“Everyone knows WHAT they do. 100%. Some know HOW they do it, whether you call it your differentiated value proposition or your proprietary process or unique selling point. But very, very few people or organizations know WHY they do what they do.” - Simon Sinek



(Sinek, 2014)

“Every great dream begins with a dreamer” (Harriet Tubman). Have you ever asked yourself “Why do I have to get out of the bed every morning?”, “Why do I have to go to school/to work today?”, “Why do I have to do this? ... Everyone has their own reason, their own purpose, motivation to live. For me – an 18 years old girl, the thing drives me a lot is my “passion”. I believe that passion is the most precious thing that we have ever had in life. It not only brings us inspiration but also knowledge and experience. I have passion for books; reading books broaden my horizons a lot. I have passion for photography; taking photos makes me to travel to different places, different countries. I have passion for editing videos, which helps me to be able to join in different clubs and societies, meet new friends, experience teamwork and specially, give me and opportunity to insight into the Communication Department (such as Public Relations, Media Productions...) – the biggest dream I follow now.



My passions give me the brave to break my limits. (Taken in Nederland - 2020)

“Working hard for something we do not care about is called stress, working hard for something we love is called passion.” (Simon Sinek). When I was in high school, I had a chance to work on a Nike advertisement called “Dream crazy”. It was a 2-minute commercial shined the spotlight on incredible athletics who were dare to break their limits to become the greatest. With the slogan *“Don’t ask if your dreams are crazy, ask if they are crazy enough.”*,



(Wieden Kennedy, nd)

this advertisement inspired me a lot. Since that, I’ve always dreamed about someday I will become the one can make advertisements which can motivate people like that.



*Saigon, Vietnam, July 2020.
Taken by me.*

As Harriet Tubman said: *“Every great dream begins with a dreamer”* , at the age of 18, I decided to go all the way here just to fulfill my dream – to study abroad and then become a Social Media Manager or Public Relation manager, who is in charge of company’s advertisements and campaigns. I’d love to dedicate myself to make such great advertisements that can make profound impacts on the public. In addition, I do also want to create a multi-media site which captures the whole picture of Vietnam. When people think of Vietnam, they often remind of Vietnamese war or traditional women with Ao Dai. With desire, enthusiasm and creativity,

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Alice Nguyen (Hoang Thanh Truc Nguyen). 12/2020.

References

Wieden Kennedy. (nd). From Nike: Dream Crazy: <https://www.wk.com/work/nike-dream-crazy/>
Sinek, S. (2014). *Simon Sinek 's Golden Circle*.

- **Antonia's blog:**

How to finally STOP binge eating?

Written by: **Antonia Vasileva**
Posted on: 02/12/2020



(McKeough, n.d.)

I know that you are busy. I know that you are more stressful than ever before.

But do you know that by allowing yourself settle in this muddle, your life is gradually heading off to hit the rock bottom? And binge eating is undoubtedly a part of this journey!

I was there and can assure you that you too can overcome it. So, what can you make to bounce back from this noxious habit? *You should first*

Understand the underlying reason

- ☞ Maybe you are an emotional eater? You eat to push down your feelings, be it anger, loneliness or sadness. Or even when you are happy, wouldn't you want to reward yourself with a chocolate cake?

Many people I know tend to be habitual eaters. For example, when the morning comes, they go straight away in the kitchen to have their 'most important meal of the day'. In fact, I also belong to them. And that is a result of my upbringing. How many of you were also told not to miss a meal in your daily lifestyle and not to leave food in your plate by your parents or grandparents? I know....., but they only wanted the best for you.

- ☞ A few people (what about you?) are aware that it has something to do not only with our conditioning, but also with our nature and the primitivity of humans' lives hundreds of years ago.

For example, as the renowned therapist Marisa Peer states, our mind was hardwired to search for the fats and sugars, as it would have saved reserves for the winter season and thus, we would have been able to survive. Also, we survived as we ate everything we saw (just as regular mammals!) and by avoiding hunger. This is because hunger was a reason to die from back then.

What you must do after knowing this is nothing else, but

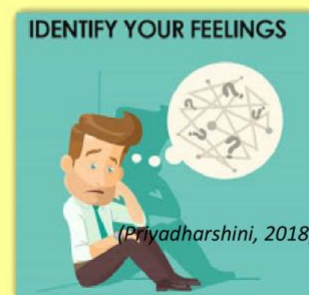
Take action

Here are some tips to help you say NO to binge eating and start feeling better than ever before:

- ✓ **Remove the unwanted food** from visible and obvious places. Make sure you don't put it just in front of your eyes.
- ✓ **Tell your mind better things!** It does not know what the reality is, but believe what you tell it. When you are faced with 'trigger' food, say to yourself: 'I choose the alternative and I love it. I am feeling wise and grateful for my choice. I am excited about eating ...broccoli/lettuce'
- ✓ **Identify your feelings.** If you say 'I am feeling anxious about exams and I need some chips to calm down', you will have the chips, because you already defined yourself as anxious or exhausted from studying for it and told that the food is a solution.

Instead, say that you are a bit excited and do not connect the food as an answer to the problem or as a reward. You can do sport activities to get this thought out of your head.

Or do other things that can cheer you up- listen to music, watch a comedy, talk with somebody.



2. Blog Feedbacks

- Feedback for Antonia's blog

In general, the blog is really useful and informative, I love it!

1) Reading route:

- The headline is good. The word "stop" is effectively put in capital.
- The lines in the "Take action" part are separated, you should fix that.
- The fonts in the "Take action" part are different, it's not comprehensive.

2) Content:

- The text is really informative and useful. As I am a binge eater too, this blog is very practical.
- You should explain what is "binge eating" first, reason why it is bad, etc.
- The pictures are good, but try to find more.

3) Structure:

- The 2 parts are all clear, the text is concise, not too long.
- Lots of bullets are used so it's easy to follow the flow!
- But, for me, you shouldn't use the purple color for your text highlight, it's hard to read.

4) Formulation:

- The text is in neutral style, which is good for this style of blog.

5) Correctness:

- You should put the colon (":") or three dots ("...") after "You should first" and "What you must do... but"
- The sentence "I was there and assure you that you too can overcome it" is confusing, maybe you should rewrite it in another way.
- The phrase "be it anger, loneliness or sadness" is confusing.
- The sentence "... because you already defined..." should be "because you have already defined".

- Feedback for Alice's blog

Reading route:

- Nice headline, it reflects the main concept behind the text.
- There are no subheadings, but the paragraphs are separated and short.

Content:

- Suitable photos are included to inspire the readers and exemplify the statements.
- The content contains reference to other relevant content.
- The opinion of the writer is clearly stated and there is no ambiguity.
- The text is not much reader oriented. But gives interesting outlook on the writer's vision.

Structure:

- The text is not too long. There are not bullets or lists in it, so such can be eventually included. This is not certainly necessary but would make it easier for the reader to orient himself.
- The text involves links and is coherent. I find it quite engaging and grabbing the attention of the audience.

Formulation:

- 1 or 2 sentences are too long, and I mentioned which exactly in the document with grammatical mistakes.
- The text shows a personal style and self-perspective.

Correctness:

- I think they are some grammatical mistakes and I referred them in the other document.
- There seem to be some small grammatical mistakes and 1 punctuation related.

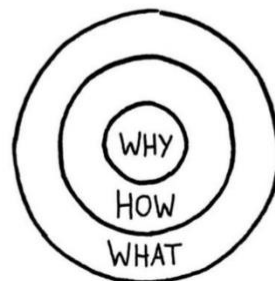
3. The final blogs

- Alice's blog:

THE GOLDEN CIRCLE: WHY DO YOU GET OUT OF THE BED EVERY MORNING?

By Alice Nguyen

"Everyone knows WHAT they do. 100%. Some know HOW they do it, whether you call it your differentiated value proposition or your proprietary process or unique selling point. But very, very few people or organizations know WHY they do what they do." - Simon Sinek



(Sinek, 2014)

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*My passions give me the
brave to break my limits.
(Taken in the Netherlands
- 2020)*

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(Wieden Kennedy, nd)



*Saigon, Vietnam, July 2020.
Taken by me.*

As Harriet Tubman said: *“Every great dream begins with a dreamer”*, at the age of 18, I decided to go all the way here just to fulfill my dream – to study abroad and then become a Social Media Manager or Public Relation manager, who is in charge of company’s advertisements and campaigns. I’d love to dedicate myself to make such great advertisements that can make profound impacts on the public. In addition, I do also want to create a multi-media site which captures the whole picture of Vietnam. When people think of Vietnam, they often remind of Vietnamese war or traditional women with Ao Dai. With desire, enthusiasm and creativity,

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Alice Nguyen (Hoang Thanh Truc Nguyen). 12/2020.

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I know that you are busy. I know that you are more stressful than ever before.

But do you know that by allowing yourself settle in this muddle, your life is gradually heading off to hit the rock bottom? And binge eating is undoubtedly a part of this journey!

First, let me make it clear. Binge eating is defined by Mayo clinic (The US Top ranking hospital) as 'excessive overeating that feels out of control'. I have been through it, have overcome it and so can you! So, what can you make to bounce back from this noxious habit? *You should first:*



(TerraVida, n.d.)

Understand the underlying reason

- ☞ Maybe you are an emotional eater? You eat to push down your feelings, be it anger, loneliness or sadness. Or even when you are happy, wouldn't you want to reward yourself with a chocolate cake?

Many people I know tend to be habitual eaters. For example, when the morning comes, they go straight away in the kitchen to have their 'most important meal of the day'. In fact, I also belong to them. And that is a result of my upbringing. How many of you were also told not to miss a meal in your daily lifestyle and not to leave food in your plate by your parents or grandparents? I know...., but they only wanted the best for you.

- ☞ Few people (what about you?) are aware that it has something to do not only with our conditioning, but also with our nature and the primitivity of humans' lives hundreds of years ago.

For example, as the renowned therapist Marisa Peer shares on [her YouTube channel](#), our mind was hardwired to search for the fats and sugars, as it would have saved reserves for the winter season and thus, we would have been able to survive. Also, we survived as we ate everything we saw (just as regular mammals!) and by avoiding hunger. This is because hunger was a reason to die from back then.

What you must do after knowing this is nothing else, but:

Take action

Here are some tips to help you say NO to binge eating and start feeling better than ever before:

- ✓ **Remove the unwanted food** from visible and obvious places. Make sure you don't put it just in front of your eyes.
- ✓ **Tell your mind better things!** It does not know what the reality is but believe what you tell it. When you are faced with 'trigger' food, say to yourself: 'I choose the alternative and I love it. I am feeling wise and grateful for my choice. I am excited about eating ...broccoli/lettuce'
- ✓ **Identify your feelings.** If you say, 'I am feeling anxious about exams and I need some chips to calm down', you will have the chips, because you have already defined yourself as anxious or exhausted from studying for it and told that the food is a solution. Instead, say that you are a bit excited and do not connect the food as an answer to the problem or as a reward. You can do sport activities to get this thought out of your head. Or do other things that can cheer you up- listen to music, watch a comedy, talk with somebody.



(Priyadharshini, 2018)

References

McKeough, M. (n.d.). *Binge Eating Disorder Quizlet or TEst*. Retrieved from Rewire the mind: <https://rewirethemind.com/binge-eating-disorder-quizlet-quiz-test/>

Priyadharshini. (2018, March 4). *Aspire to Inspire Before You Expire*. Retrieved from Blogger: <https://itspriyars.blogspot.com/2018/03/know-your-feelings.html>

TerraVida. (n.d.). *Binge eating disorder: Is CBD suitable treatment?* Retrieved from TerraVida: <https://terravidaonline.com/cbd-for-wellness/binge-eating-disorder-is-cbd-suitable-treatment-treatment/>

Reflection on the feedbacks:

- Alice's Reflection:

Antonia's feedback surprised me a lot. At first, I thought I was doing well, there was nothing I could improve more. But then I was in a rush so I made many grammar and vocabulary mistakes, luckily, Antonia did find all of them and reminded me. She also thoroughly helped me to improve my sentences and phrases (based on the Cambridge dictionary) to make the blog sound softer and more fluent. My blog has been improved a lot thanks to her. 😊

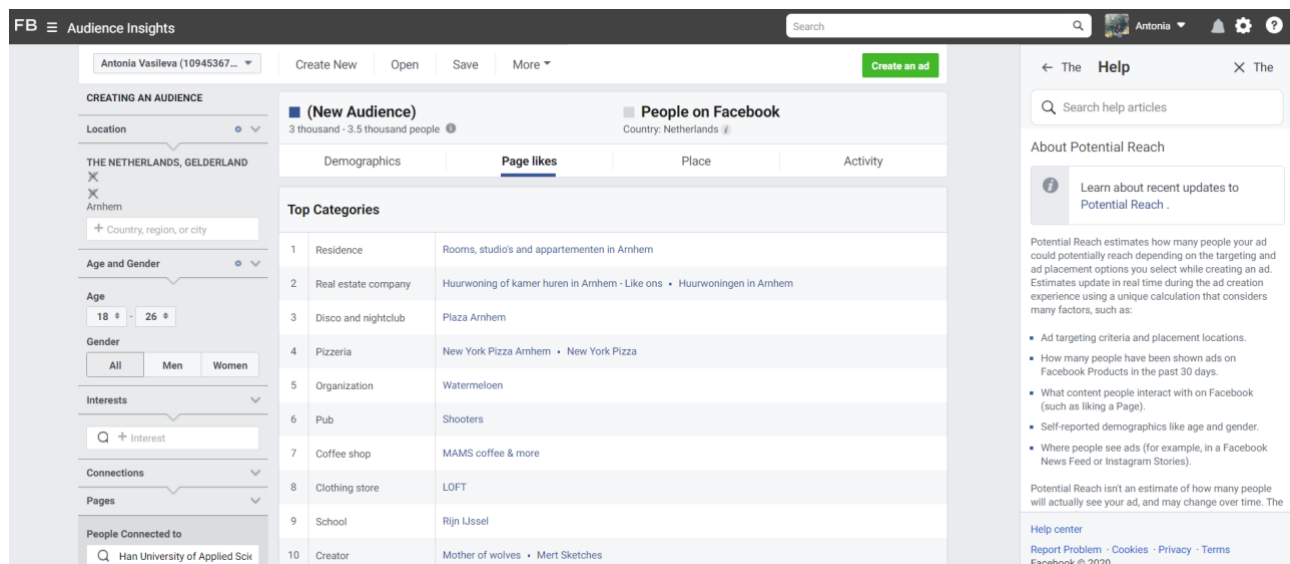
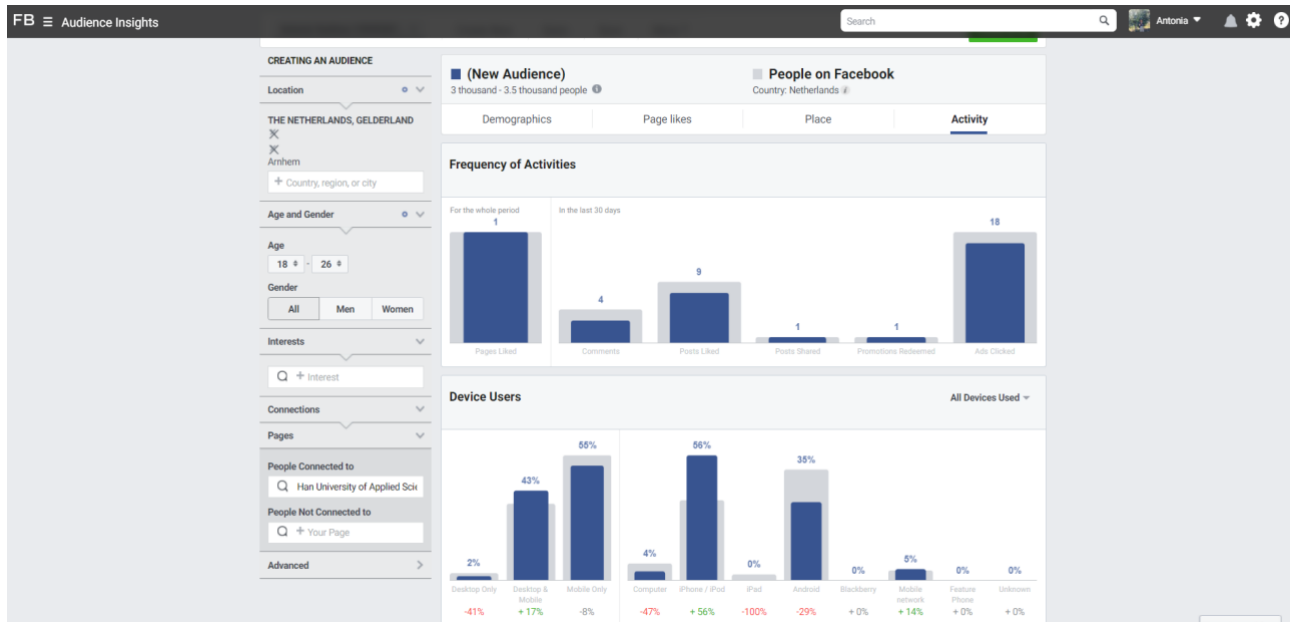
- Antonia's Reflection:

Owing to the feedback, my blog became more legible and comprehensive. Based on it, I changed the fonts, space between lines, and the dark, purple-coloured heading into green, so that it can be more pleasant and not-distracting.

In terms of meaning and clarity, I enriched it with one additional picture, worked on confusing sentences and added an explanation of the topic 'binge eating'.

Assignment 5: Ad sequence

1. Audience insights, interests and behaviours



FB Detailed information about the object

Nguyen Hoang Thanh Truc (2... Create new Open Save Other Create an ad

CREATE AN AUDIENCE

Place THE NETHERLANDS, GELDERLAND X Arnhem X Arnhem + Country, region or city

Age and gender Year old 18 + Any Sex All male Female

Interests + Interests

Connect

Page Who is connected with + Your Page Person not connected + Your Page Advanced

(New object) People on Facebook 100K - 150K people The Netherlands

Demographic Page Likes Location Work

Top category

1st	Restaurant	FortVier Schuytgraaf • Popocatepetl The Mexican
2	Neighbor	Klarendal
3	Performances & event venues	Strand Zuid Arnhem • Stadsvilla Sonsbeek
4	Gym / fitness center	Sportcentrum Indoor Action Arnhem
5	mail	Winkelcentrum Presikhaaf • Winkelcentrum Kronenburg
6	Government organization	Gemeente Arnhem • Politie Arnhem-Noord
7	Real estate services	Huurwoning of kamer huren in Arnhem - Like ons
8	Social & cultural site	Bomen en Bos in Arnhem en omgeving
9	Communication company & communication production	RTV Arnhem • Omroep Gelderland
10	Regional website	Uit in Arnhem • ViaArnhem

See all

Page Likes

Page	Relate to	Object	Facebook	Favorite level
inSchuytgraaf	1st	3K	3.5K	16471x
FortVier Schuytgraaf	2	2.3K	2.9K	14895x
Klarendal	3	2.7K	3.5K	14784x
Arnhem Direct	4	5K	6.8K	13831x
Strand Zuid Arnhem	5	3.4K	4.8K	13564x

Report problem

FB Audience Insights

Han University of Applied Sci... 10 Creator Mother of wolves • Mert Sketches

People Not Connected to + Your Page Advanced

View all

Page likes

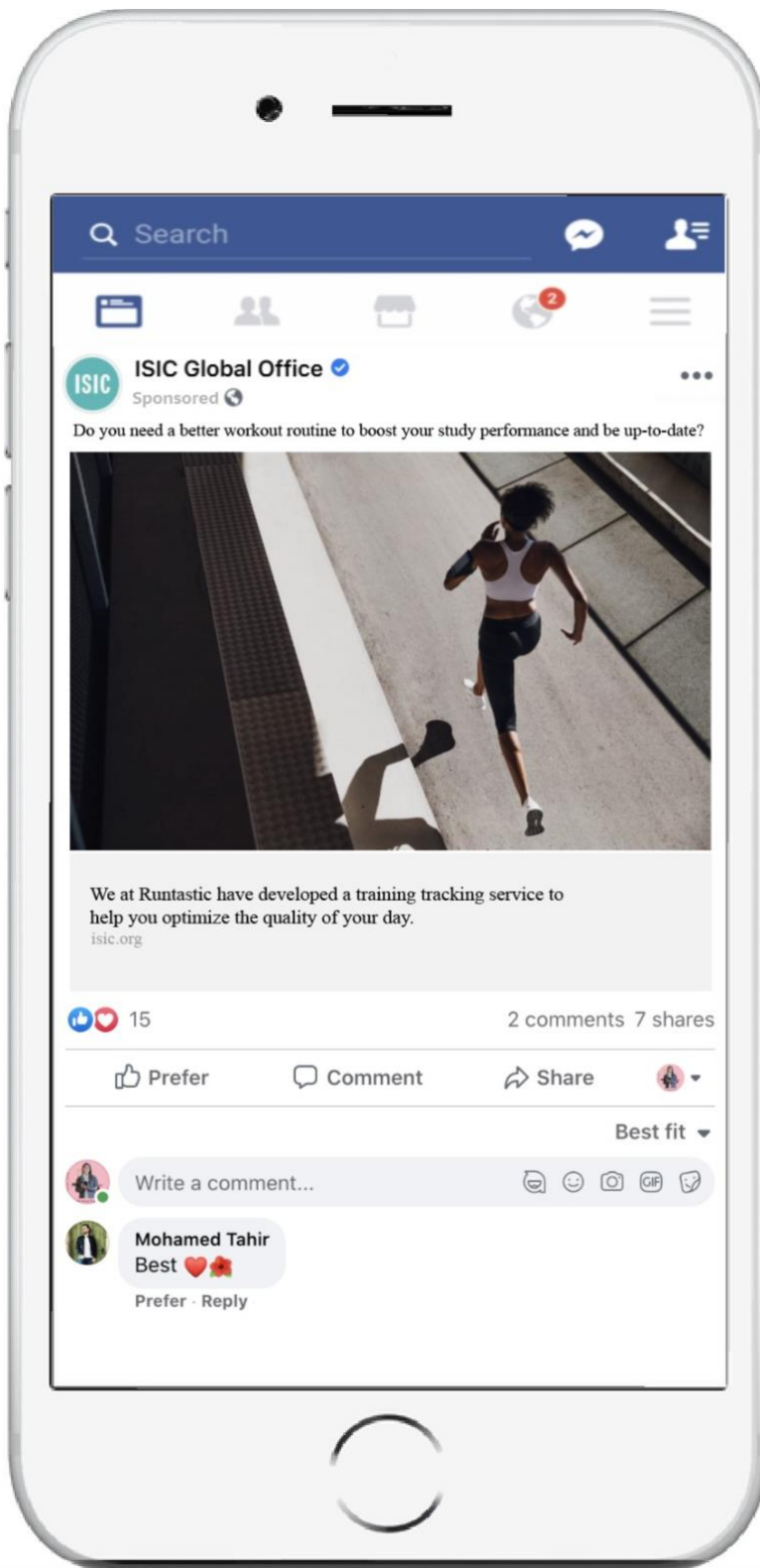
Page	Relevance	The audience	Facebook	Affinity
Rooms, studio's and appartementen in Arnhem	1	2.2K	6.3K	32032x
Rooms / Studio for rent in Arnhem	2	697	2K	31069x
Gespot: Arnhem	3	963	2.9K	29880x
Huurwoning of kamer huren in Arnhem - Like ons	4	1K	3.7K	24998x
Arnhemmers be like	5	1.3K	5.1K	22972x
Gespot: Korenmarkt Arnhem	6	2.8K	11K	22609x
Plaza Arnhem	7	1.5K	6.7K	20541x
New York Pizza Arnhem	8	623	3.1K	18306x
Huurwoningen in Arnhem	9	3.4K	16.9K	18179x
Watermeloen	10	487	2.7K	16431x

Elaboration on our results:

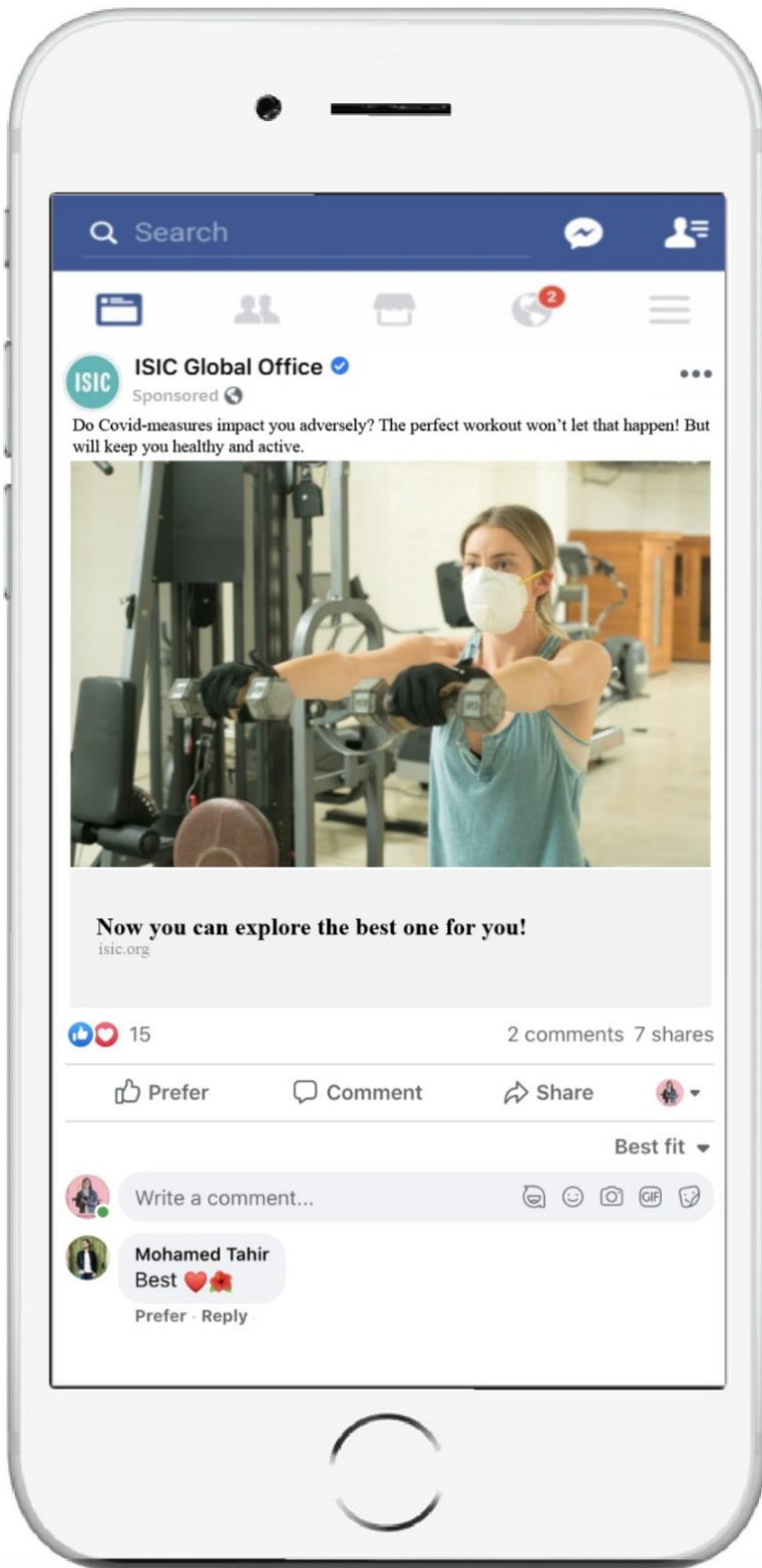
Little do they rely on the mere usage of Computers. Instead, their most preferred way of using Facebook is through both Desktop and Mobile. 56 % of them make use of iPhones while 35% utilize Android for that.

Our target group's hobbies seem to be shopping (Winkelcentrum Presikhaaf and Winkelcentrum Kronenburg), sport activities (they train in Sportcentrum Indoor Action Arnhem) and going out for drinks (in MAMS, Shooters, Watermelon and Plaza Arnhem).

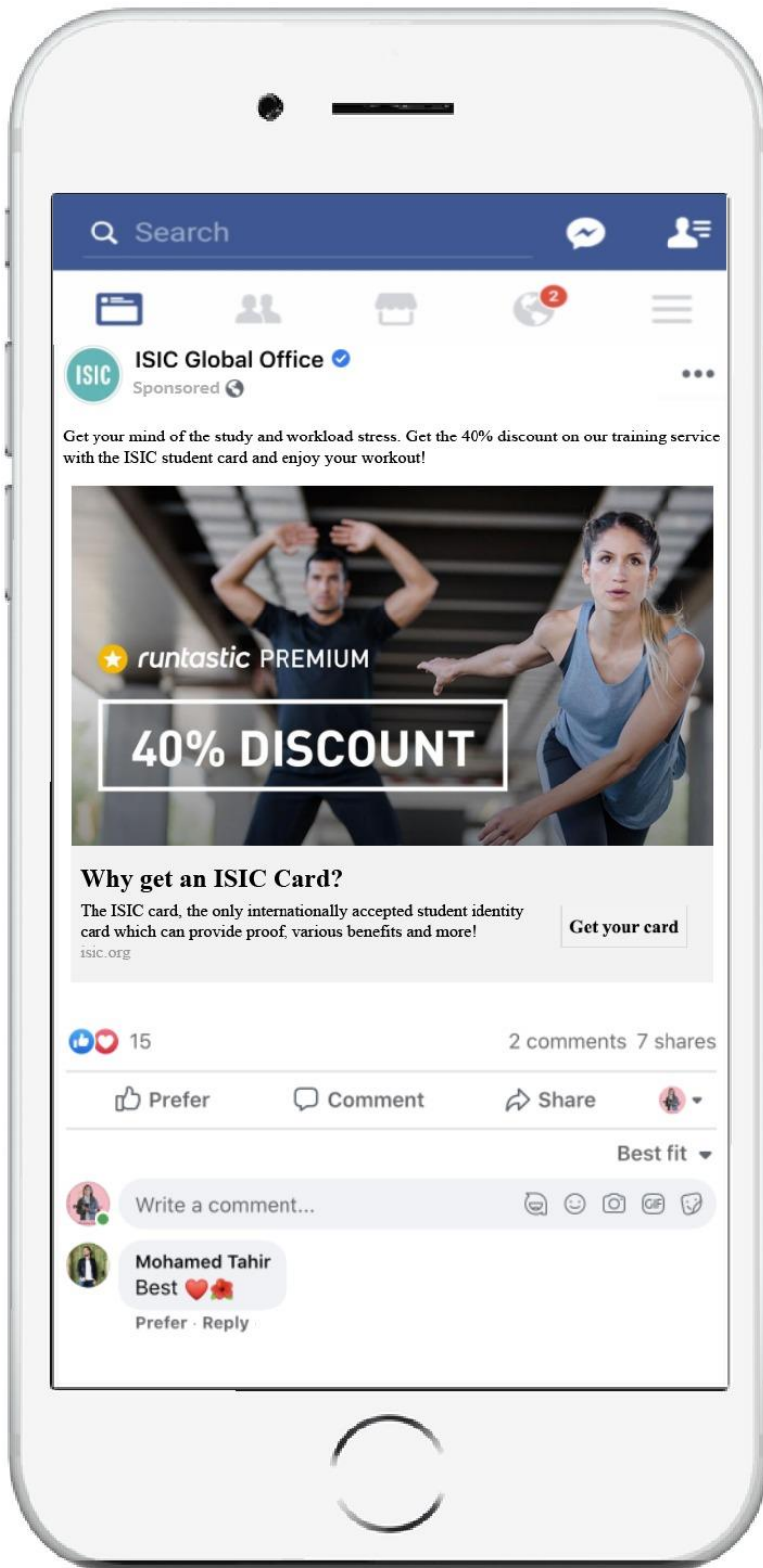
2. Ad sequence Facebook campaign for ISIC & their connection to the funnel



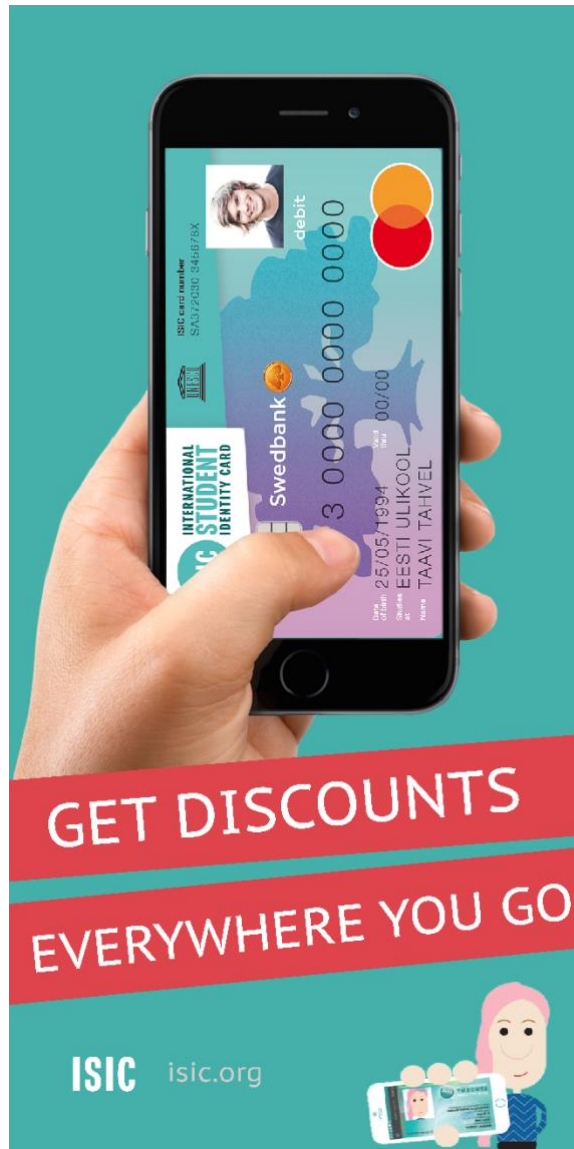
➤ This 1st ad suits the **awareness** phase because it introduces the opportunity for the target audience (which being seized by them, will lead to buying ISIC product)



➤ This ad corresponds to the **capture** phase because it shows the benefits of the opportunity which the card will give the target segment (staying healthy & active)



➤ This ad is suitable for the **conversion** rate as it shows information connected with the price and a call to action (get your card)



BANNERS DESIGN

1) Why and How ISIC can benefit from affiliate marketing?

- ISIC can benefit from affiliate marketing because there are many stakeholders (restaurants, hotels, fitness gyms, zoos, travel agencies) who can become affiliates - can include banner ads or text links on their websites to entice their own customers to visit the ISIC website and eventually purchase the card.
- How can it happen? Content makers for closely related topics and bloggers, such as travel bloggers, food bloggers, sport bloggers and students themselves can publish excerpts of information related to their experience with the ISIC product or refer to friends and family members who make use of it. If they are transparent, as well as they provide their readers with an engaging content and positive outlook on the ISIC product, the visitors will access the ISIC webpage and eventually turn into ISIC leads & clients.

2) Why we choose to use CPC as a checkout model?

- **CPC** - by measuring the cost per click on the advertisement, we can understand how well the advertisement is acted upon, whether it is enough alluring or it should be slightly altered. We can also recognize whether the results (clicks) exceed the price of the product, and therefore meet the expectations.

Assignment 7: HTML & SEO assignment

Link to the **HTML page**:

<https://www.w3schools.com/code/tryit.asp?filename=GLNO8D81CNAT>

If you talk about Han River, the symbolic river of Seoul, you might think of outdoor bike rides along the river on weekends, cherry blossoms festival in Spring, or a camping trip with friends and family. The beauty and peacefulness of Han River can refresh one's mind and give you inspirations. But how about a quiet place to study or work, especially with an amazing view next to the Dongjak bridge on the Han River? Come to Han River Cloud Café!



Information about the Cloud Cafe

Name origin

The name of this café is **Gurum café (Cloud café)** because it is *shaped as the cloud flying above the bridge*.



The view & experience

The view and the café itself look beautiful in the daytime and at night. During the day, you can enjoy the vivid and lively colors of the sky and the river while at night, you can immerse in the mysterious neon lights from the buildings and the bridges, as well as their reflections on the river. You can bring your laptop or books there to work, study, or just simply to enjoy the changes of Han River from day till night.

As a convenient store, there are options for drinks, food and snacks with very affordable price. This is also a great place to stop by after a late-night party, just to enjoy a cup of instant noodles while calming your mind in the view of this romantic river. If you can read Korean books, there are also many bookshelves with good options including children books, novels and so on, which you can read for free.



Some tips!

Location & Working-hours

It is located right next to **Dongjak bridge on the Han River** in Seoul, where you can observe the river and the bridge from above. It used to be a restaurant, which was more expensive to come. Fortunately, it is now owned by **Emart 24**, which offers you coffee menu and various kinds of snacks with convenient store prices! Additionally, it is **24-hour open!** This Emart 24 café include two observatories on two sides of **Dongjak bridge abutment**, which is close to Dongjak station. Therefore, you can enjoy the view of **Han River** to both Yeouido direction and Banpo bridge direction from each side, as well as Namsan tower from afar.



Facilities

There are 4 floors on each observatory with many seats by large glass windows. Different from other normal Emart 24, there are barista bars in each building with real coffee machines, which offer you fresh and delicious coffee and latte from 3,000won.



The only downside of this café is that since there is only glass windows for observations, it could be too sunny and hot during the summer in the afternoon. Therefore, best time to visit would be **after 3 or 4pm**, when it is not too sunny and you can stay until the evening to observe the river before and after sunset.

Contact information

Address : 335 Dongjak-daero, Sadang 2(i)-dong, Dongjak-gu, Seoul.



Direction :

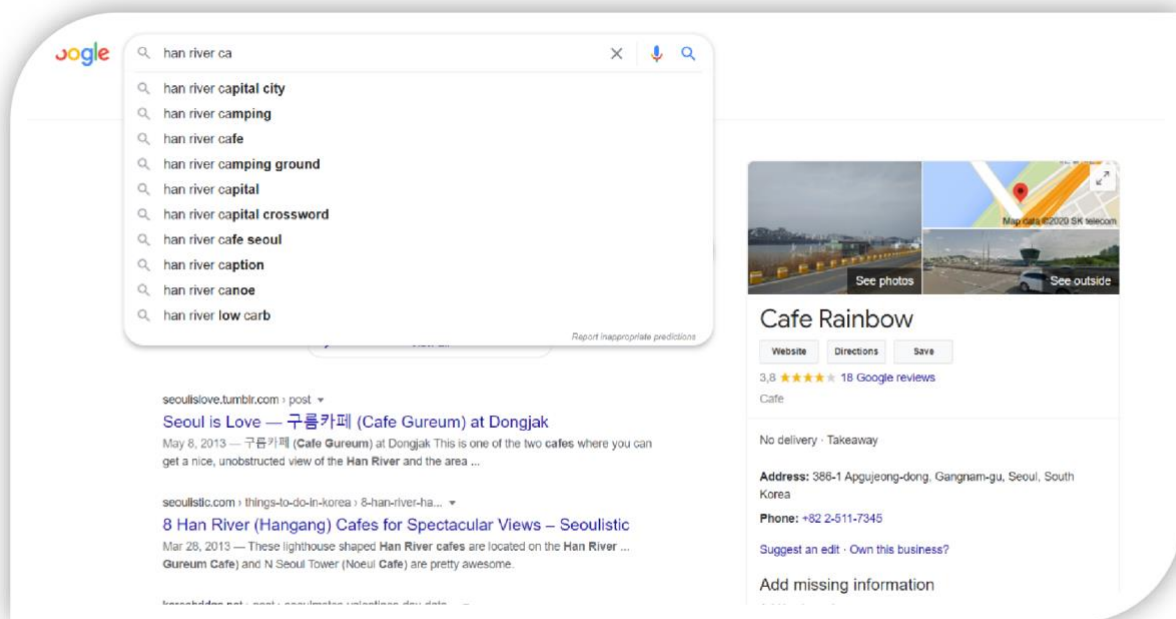
1. Go out of exit 1 from Dongjak station and walk toward the bridge (around 5 mins walk)
2. If you want to try to cross Han river, you can get off at Ichon station and walk to Dongjak bridge, the café is located at the other end. It would take around 15-20 mins by this way.

References

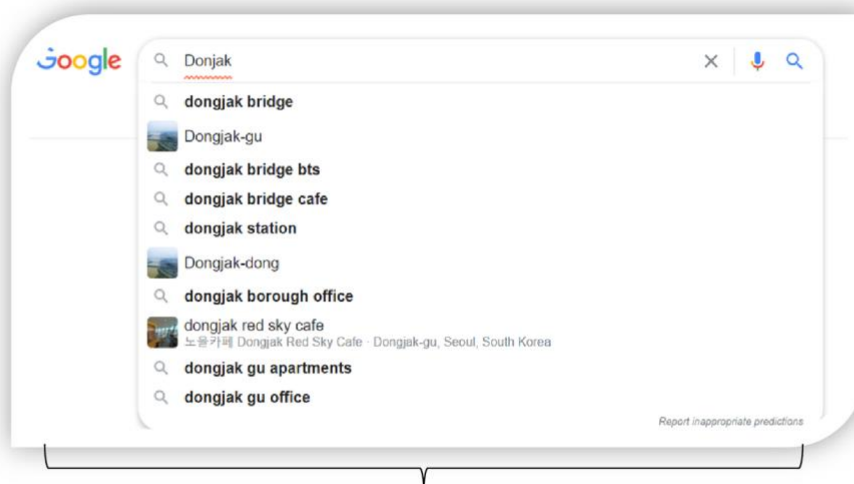
Source :

1. Kimchee Bookings

Keyword Analysis:



- We use 'Han river' and 'café' as keywords because when the target segment or Seoul visitors/South Korea citizens or tourists/ students learning Geography search any information about the Han river and near objects (either the capital city of South Korea or camping), they will encounter 'Han river cafe' as the 3rd option.



- We use the 'Dongjak bridge' as other keywords, as the 'dongjak bridge cafe' is likely to appear on 4th position when searchers type it, even when they are foreigners and as a result misspell the word 'Dongjak', just as we did.

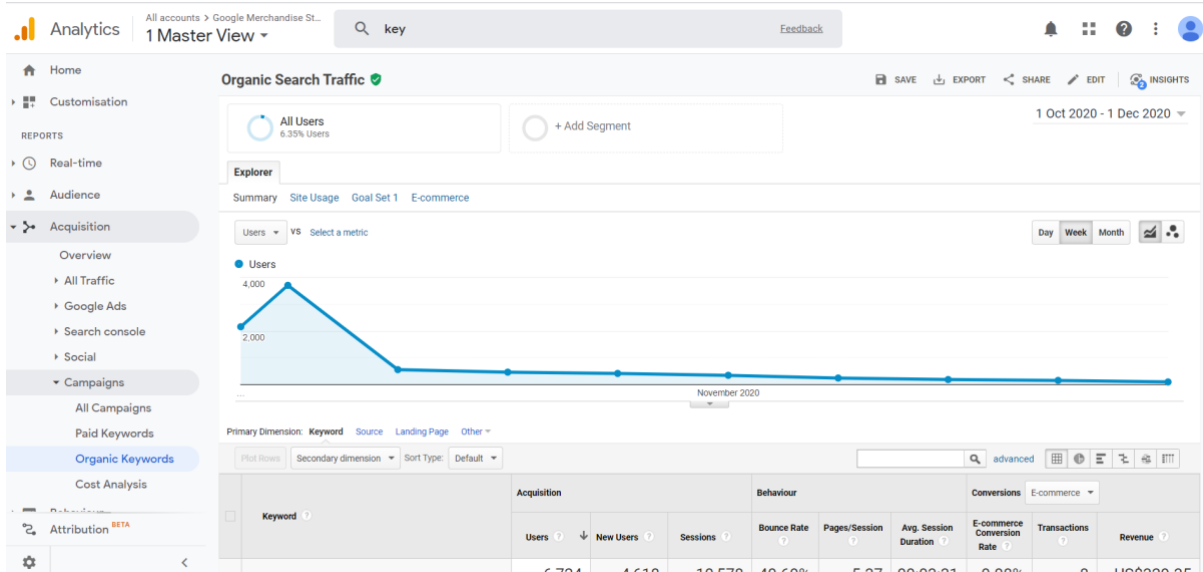
Assignment 8: Google Analytics

Keywords:

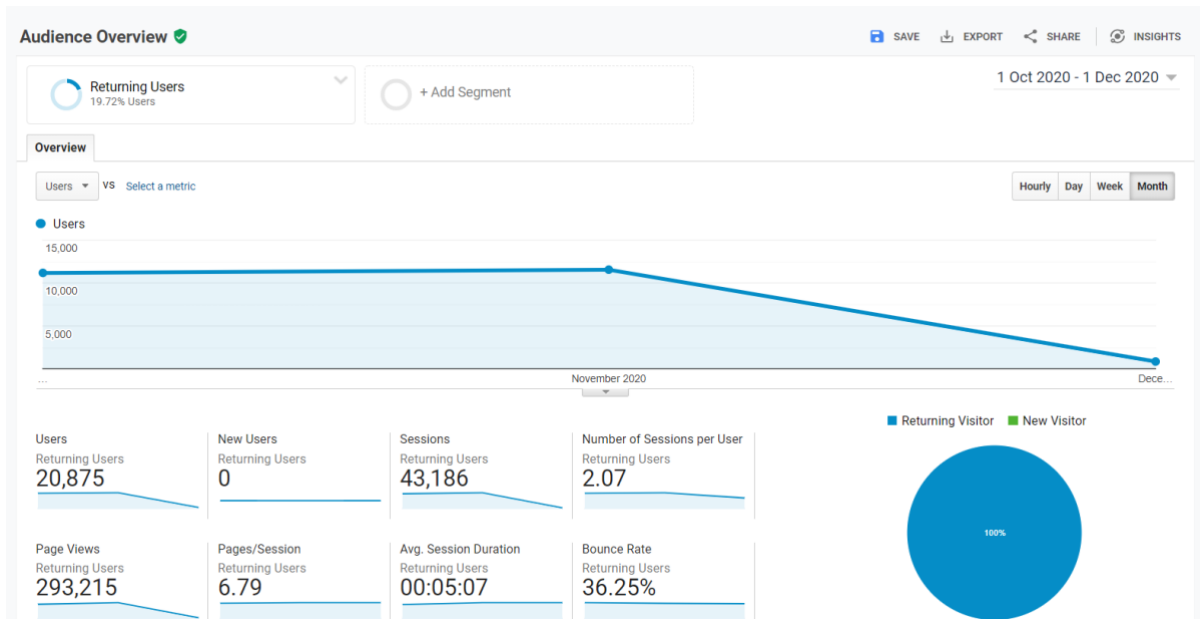
Analytics | All accounts > Google Merchandise St... | 1 Master View | key | Feedback

Keyword	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	E-commerce Conversion Rate	Transactions	Revenue
	6,724 % of Total: 6.33% (105,838)	4,618 % of Total: 4.60% (100,285)	10,578 % of Total: 7.37% (143,593)	40.69% Avg for View: 43.87% (7.25%)	5.37 Avg for View: 5.07 (6.08%)	00:03:31 Avg for View: 00:03:19 (5.84%)	0.08% Avg for View: 0.14% (45.43%)	8 % of Total: 4.02% (199)	US\$329.35 % of Total: 2.49% (US\$13,222.50)
1. (not provided)	6,453 (96.01%)	4,403 (95.34%)	10,171 (96.15%)	40.01%	5.43	00:03:34	0.08%	8 (100.00%)	US\$329.35 (100.00%)
2. (not set)	198 (2.95%)	181 (3.92%)	207 (1.96%)	79.71%	1.53	00:00:18	0.00%	0 (0.00%)	US\$0.00 (0.00%)
3. https://shop.googlemerchandise.com/	17 (0.25%)	6 (0.13%)	28 (0.26%)	35.71%	5.14	00:05:07	0.00%	0 (0.00%)	US\$0.00 (0.00%)
4. google merchandise store	5 (0.07%)	2 (0.04%)	24 (0.23%)	29.17%	8.54	00:06:30	0.00%	0 (0.00%)	US\$0.00 (0.00%)
5. https://shop.googlemerchandise.com/GoogleRidesign/Apparel/GoogleMensMicrofleeceJacketBlack	5 (0.07%)	5 (0.11%)	6 (0.06%)	83.33%	1.17	00:00:04	0.00%	0 (0.00%)	US\$0.00 (0.00%)
6. https://shop.googlemerchandise.com/myaccount.html?mode=vieworder	4 (0.06%)	0 (0.00%)	4 (0.04%)	25.00%	16.75	00:09:34	0.00%	0 (0.00%)	US\$0.00 (0.00%)
7. google merchandise	3 (0.04%)	2 (0.04%)	4 (0.04%)	25.00%	2.50	00:10:51	0.00%	0 (0.00%)	US\$0.00 (0.00%)
8. https://www.googlemerchandise.com/	3 (0.04%)	3 (0.06%)	3 (0.03%)	66.67%	1.33	00:01:01	0.00%	0 (0.00%)	US\$0.00 (0.00%)
9. google store	2 (0.03%)	2 (0.04%)	2 (0.02%)	50.00%	3.00	00:00:29	0.00%	0 (0.00%)	US\$0.00 (0.00%)
10. https://shop.googlemerchandise.com	2 (0.03%)	0 (0.00%)	4 (0.04%)	0.00%	9.50	00:03:02	0.00%	0 (0.00%)	US\$0.00 (0.00%)

Show rows: 10 | Go to: 1 | 1-10 of 38 | Refresh Report



Returning Visitors:



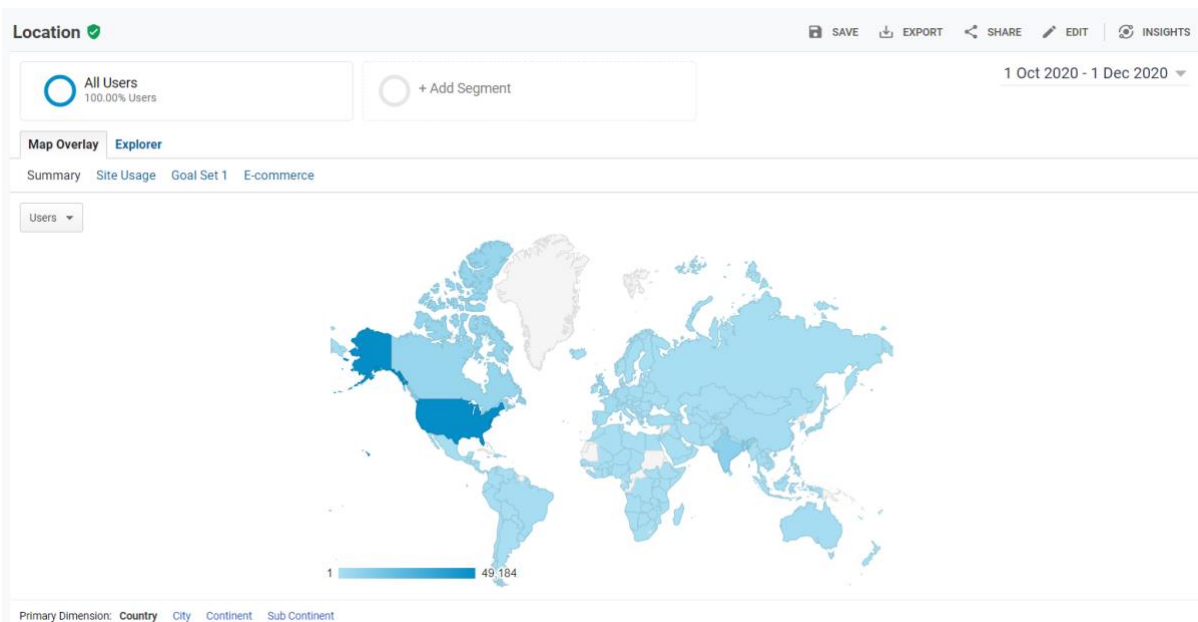
Audience's application:

Device Category	Acquisition			Behaviour		
	Sessions	% New Sessions	New Users	Pages/Session	Avg. Session Duration	Bounce Rate
	5.94% 143,593 vs 152,655	33.05% 69.84% vs 52.49%	25.15% 100,285 vs 80,130	54.60% 5.07 vs 3.28	26.52% 00:03:19 vs 00:02:38	15.03% 43.87% vs 51.63%
1. desktop	125.71% 108,243 vs 47,958	25.38% 65.95% vs 52.60%	183.00% 71,390 vs 23,226	35.95% 5.41 vs 3.98	3.12% 00:03:44 vs 00:03:37	-9.08% 41.24% vs 45.36%
2. tablet	-64.68% 1,785 vs 5,054	75.96% 87.00% vs 49.45%	-37.86% 1,553 vs 2,499	7.17% 3.73 vs 3.48	-26.68% 00:02:05 vs 00:02:50	17.94% 57.59% vs 48.83%
3. mobile	-66.42% 33,363 vs 99,964	55.40% 81.83% vs 52.65%	-47.82% 27,464 vs 52,636	37.60% 4.03 vs 2.93	-3.23% 00:02:04 vs 00:02:09	-5.75% 51.61% vs 54.76%

Show rows: 10 Go to: 1 1-3 of 3

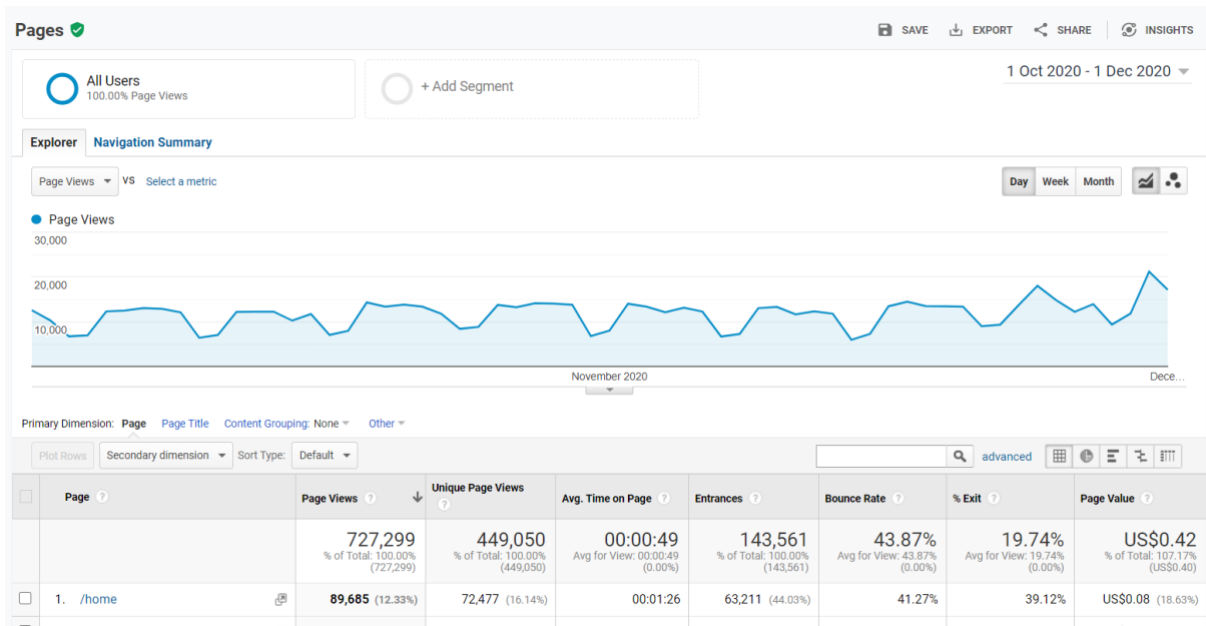
This report was generated on 17/12/2020 at 12:06:16 - Refresh Report

Readers' countries:



Country	Acquisition			Behaviour			Conversions E-commerce		
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	Transactions	Revenue	E-commerce Conversion Rate
	105,838 <small>% of Total: 100.00% (105,838)</small>	100,407 <small>% of Total: 100.12% (100,285)</small>	143,593 <small>% of Total: 100.00% (143,593)</small>	43.87% <small>Avg for View: 43.87% (0.00%)</small>	5.07 <small>Avg for View: 5.07 (0.00%)</small>	00:03:19 <small>Avg for View: 00:03:19 (0.00%)</small>	199 <small>% of Total: 100.00% (199)</small>	US\$13,222.50 <small>% of Total: 100.00% (US\$13,222.50)</small>	0.14% <small>Avg for View: 0.14% (0.00%)</small>
1. United States	49,184 (46.04%)	45,417 (45.23%)	71,514 (49.80%)	33.95%	6.68	00:04:07	188 (94.47%)	US\$12,537.95 (94.82%)	0.26%
2. India	9,070 (8.49%)	8,838 (8.80%)	10,585 (7.37%)	52.90%	3.46	00:01:58	0 (0.00%)	US\$0.00 (0.00%)	0.00%
3. Canada	5,376 (5.03%)	5,164 (5.14%)	7,279 (5.07%)	52.56%	4.08	00:02:38	3 (1.51%)	US\$152.55 (1.15%)	0.04%
4. United Kingdom	3,972 (3.72%)	3,765 (3.75%)	4,736 (3.30%)	55.64%	3.09	00:01:54	0 (0.00%)	US\$0.00 (0.00%)	0.00%
5. Taiwan	2,219 (2.08%)	2,116 (2.11%)	2,845 (1.98%)	46.96%	3.58	00:02:44	0 (0.00%)	US\$0.00 (0.00%)	0.00%

Popular Content:



Page	Page Views	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	727,299 % of Total: 100.00% (727,299)	449,050 % of Total: 100.00% (449,050)	00:00:49 Avg for View: 00:00:49 (0.00%)	143,561 % of Total: 100.00% (143,561)	43.87% Avg for View: 43.87% (0.00%)	19.74% Avg for View: 19.74% (0.00%)	US\$0.42 % of Total: 107.17% (US\$0.40)
1. /home	89,685 (12.33%)	72,477 (16.14%)	00:01:26	63,211 (44.03%)	41.27%	39.12%	US\$0.08 (18.63%)
2. /basket.html	45,689 (6.28%)	22,318 (4.97%)	00:01:30	3,851 (2.68%)	35.95%	28.78%	US\$0.59(139.69%)
3. /google+redesign/apparel/mens/quickview	39,087 (5.37%)	10,483 (2.33%)	00:00:23	486 (0.34%)	43.23%	5.73%	US\$0.28 (66.81%)
4. /google+redesign/apparel/mens	33,336 (4.58%)	20,109 (4.48%)	00:00:50	3,955 (2.75%)	34.07%	16.19%	US\$0.18 (43.23%)
5. /store.html	33,312 (4.58%)	19,046 (4.24%)	00:00:45	2,952 (2.06%)	44.79%	15.15%	US\$0.76(178.17%)
6. /store.html/quickview	28,868 (3.97%)	7,167 (1.60%)	00:00:20	191 (0.13%)	43.69%	3.90%	US\$0.58(137.91%)
7. /signin.html	20,002 (2.75%)	16,190 (3.61%)	00:00:53	6,505 (4.53%)	40.06%	21.51%	US\$0.81(190.03%)
8. /google+redesign/new	19,946 (2.74%)	15,588 (3.47%)	00:01:05	2,799 (1.95%)	35.73%	23.37%	US\$0.10 (22.64%)
9. /google+redesign/apparel	19,564 (2.69%)	14,508 (3.23%)	00:01:04	6,317 (4.40%)	41.94%	25.87%	US\$0.47(110.48%)
10. /google+redesign/apparel/hats	17,615 (2.42%)	11,701 (2.61%)	00:00:22	4,113 (2.86%)	10.70%	8.18%	US\$0.17 (39.20%)

Show rows: 10 Go to: 1 1-10 of 1142

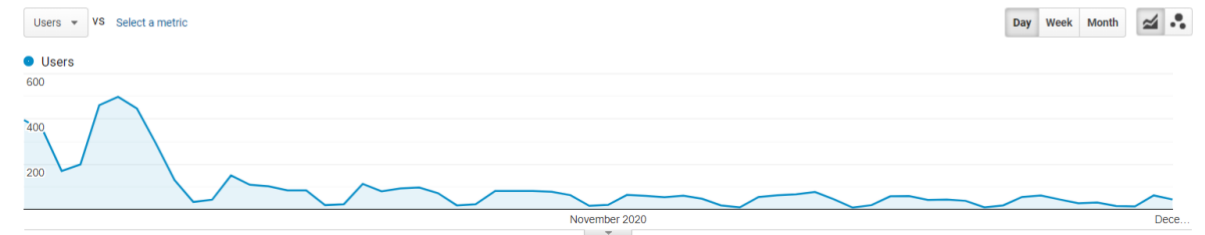
This report was generated on 17/12/2020 at 11:57:32 - Refresh Report

Site:

Referral Traffic INSIGHTS

All Users (3.13% Users)
 + Add Segment
 1 Oct 2020 - 1 Dec 2020

Explorer
Summary
Site Usage
Goal Set 1
E-commerce



Google Merchandise St...

Feedback

Primary Dimension: **Source**
Landing Page
Other

Source	Acquisition			Behaviour			Conversions			E-commerce
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	E-commerce Conversion Rate	Transactions	Revenue	
	3,311 <small>3.13% (105,638)</small>	1,667 <small>1.66% (100,285)</small>	6,575 <small>4.58% (143,593)</small>	30.30% <small>Avg for View: 43.87% (-30.93%)</small>	7.88 <small>Avg for View: 5.07 (55.51%)</small>	00:05:06 <small>Avg for View: 00:03:19 (53.63%)</small>	0.00% <small>Avg for View: 0.14% (-100.00%)</small>	0 <small>% of Total: 0.00% (199)</small>	US\$0.00 <small>% of Total: 0.00% (US\$13,222.50)</small>	
1. mail.googleplex.com	1,509 (45.38%)	474 (28.43%)	3,932 (59.80%)	19.13%	9.82	00:05:58	0.00%	0 (0.00%)	US\$0.00 (0.00%)	
2. analytics.google.com	777 (23.37%)	504 (30.23%)	1,150 (17.49%)	50.35%	3.50	00:04:18	0.00%	0 (0.00%)	US\$0.00 (0.00%)	
3. creatoracademy.youtube.com	431 (12.96%)	395 (23.70%)	455 (6.92%)	56.48%	5.25	00:01:09	0.00%	0 (0.00%)	US\$0.00 (0.00%)	
4. google.com	180 (5.41%)	5 (0.30%)	379 (5.76%)	19.79%	11.11	00:06:07	0.00%	0 (0.00%)	US\$0.00 (0.00%)	
5. mail.google.com	164 (4.93%)	127 (7.62%)	210 (3.19%)	61.43%	2.91	00:02:30	0.00%	0 (0.00%)	US\$0.00 (0.00%)	
6. support.google.com	78 (2.35%)	30 (1.80%)	197 (3.00%)	38.58%	5.94	00:05:23	0.00%	0 (0.00%)	US\$0.00 (0.00%)	
7. reddit.com	21 (0.63%)	13 (0.78%)	24 (0.37%)	33.33%	3.62	00:02:15	0.00%	0 (0.00%)	US\$0.00 (0.00%)	
8. quora.com	15 (0.45%)	13 (0.78%)	15 (0.23%)	53.33%	1.67	00:00:46	0.00%	0 (0.00%)	US\$0.00 (0.00%)	
9. emi20202.blogspot.com	13 (0.39%)	13 (0.78%)	18 (0.27%)	83.33%	1.39	00:00:43	0.00%	0 (0.00%)	US\$0.00 (0.00%)	
10. groups.google.com	13 (0.39%)	2 (0.12%)	18 (0.27%)	11.11%	6.11	00:06:02	0.00%	0 (0.00%)	US\$0.00 (0.00%)	

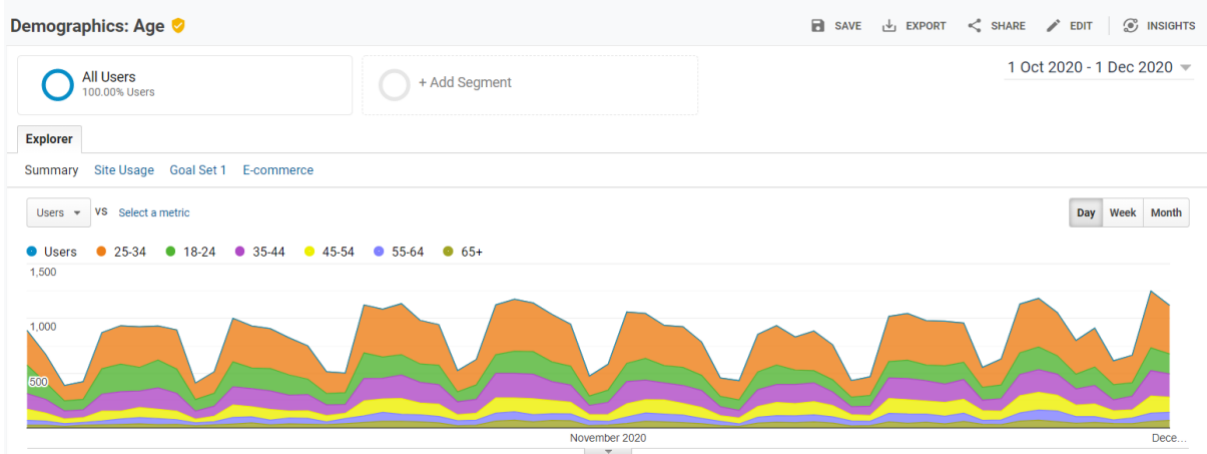
Show rows: 10 Go to: 1 1-10 of 55
 This report was generated on 17/12/2020 at 12:18:09 - Refresh Report

Age:

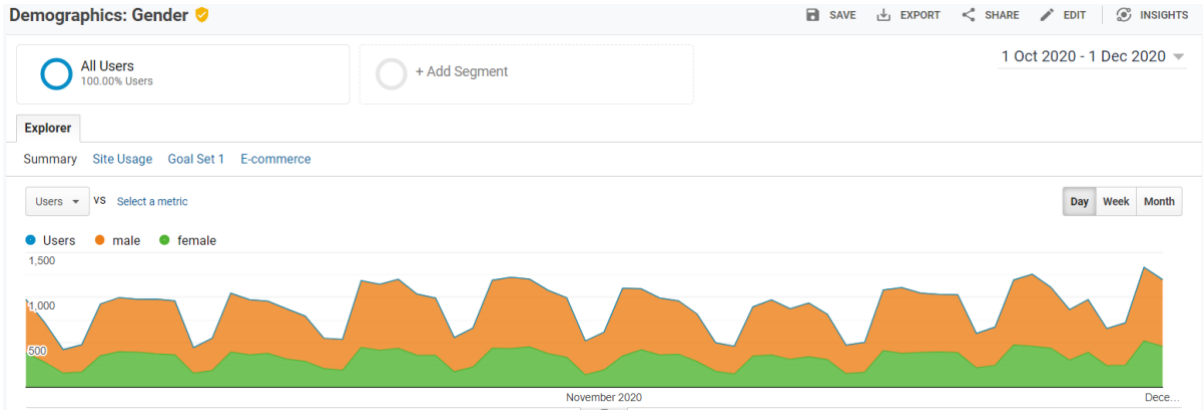
Age	Acquisition			Behaviour			Conversions E-commerce		
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	Transactions	Revenue	E-commerce Conversion Rate
	41,050 <small>% of Total: 38.79% (105,838)</small>	38,314 <small>% of Total: 38.21% (100,285)</small>	58,145 <small>% of Total: 40.49% (143,593)</small>	42.26% <small>Avg for View: 43.87% (-3.67%)</small>	5.38 <small>Avg for View: 5.07 (6.19%)</small>	00:03:44 <small>Avg for View: 00:03:19 (12.46%)</small>	18 <small>% of Total: 9.05% (199)</small>	US\$813.25 <small>% of Total: 6.15% (US\$13,222.50)</small>	0.03% <small>Avg for View: 0.14% (-77.66%)</small>
<input checked="" type="checkbox"/> 1. 25-34	16,271 (38.72%)	14,664 (38.27%)	22,861 (39.32%)	40.56%	5.69	00:03:56	6 (33.33%)	US\$196.75 (24.19%)	0.03%
<input checked="" type="checkbox"/> 2. 18-24	8,302 (19.76%)	7,719 (20.15%)	11,062 (19.02%)	46.51%	4.58	00:03:15	3 (16.67%)	US\$126.60 (15.57%)	0.03%
<input checked="" type="checkbox"/> 3. 35-44	7,491 (17.83%)	6,873 (17.94%)	10,559 (18.16%)	40.44%	5.64	00:03:50	4 (22.22%)	US\$101.00 (12.42%)	0.04%
<input checked="" type="checkbox"/> 4. 45-54	4,986 (11.87%)	4,502 (11.75%)	6,830 (11.75%)	42.30%	5.45	00:03:47	3 (16.67%)	US\$301.00 (37.01%)	0.04%
<input checked="" type="checkbox"/> 5. 55-64	2,803 (6.67%)	2,558 (6.68%)	3,901 (6.71%)	43.73%	5.16	00:03:51	2 (11.11%)	US\$87.90 (10.81%)	0.05%
<input checked="" type="checkbox"/> 6. 65+	2,168 (5.16%)	1,998 (5.21%)	2,932 (5.04%)	43.89%	5.11	00:03:28	0 (0.00%)	US\$0.00 (0.00%)	0.00%

Show rows: 10 | Go to: 1 | 1-6 of 6

This report was generated on 17/12/2020 at 12:14:34 - Refresh Report



Gender:



Gender	Acquisition			Behaviour			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	Transactions	Revenue	E-commerce Conversion Rate
	43,735 <small>% of Total: 41.32% (105,838)</small>	40,859 <small>% of Total: 40.74% (100,285)</small>	61,553 <small>% of Total: 42.87% (143,593)</small>	42.63% <small>Avg for View: 43.87% (-2.83%)</small>	5.35 <small>Avg for View: 5.07 (5.62%)</small>	00:03:41 <small>Avg for View: 00:03:19 (10.85%)</small>	20 <small>% of Total: 10.05% (199)</small>	US\$860.25 <small>% of Total: 6.51% (US\$13,222.50)</small>	0.03% <small>Avg for View: 0.14% (-76.55%)</small>
1. male	28,333 (64.03%)	26,488 (64.83%)	38,687 (62.85%)	43.09%	5.25	00:03:27	10 (50.00%)	US\$407.70 (47.39%)	0.03%
2. female	15,915 (35.97%)	14,371 (35.17%)	22,866 (37.15%)	41.84%	5.51	00:04:06	10 (50.00%)	US\$452.55 (52.61%)	0.04%

Show rows: 10 Go to: 1 1-2 of 2

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