

DATA ANALYSIS INSIGHTS REPORT

THE ICONIC

ASSIGNMENT 1

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Executive Summary

The Iconic, Australia's premier online fashion and lifestyle e-retailer, is the subject of this digital marketing performance report. It contrasts the results of the channels over two six-month periods: January 1 to June 30, 2025, with the same period in 2026, based on quantitative data—demographics, behavior, and acquisition metrics—from Semrush. The results indicate that The Iconic is at risk from increasing Google Ads cost-per-click and decreasing desktop session times, while its presence in organic search continues to be strong and mobile engagement levels remain high. To improve the ROI of its marketing efforts, this report recommends the adoption of AI-powered hyper-personalization for website visitors and the use of long-tail dynamic search advertising for paid search.

1. Brand Overview

1.1 Brand Profile

Founded in 2011, THE ICONIC is a prominent digital-first fashion and lifestyle destination in Australia and New Zealand. Operating exclusively as an e-commerce platform, the brand curates over 1,500 local and international brands. THE ICONIC's digital strategy relies heavily on search engine optimization (SEO), seamless user experience (UX), and aggressive paid search campaigns to maintain market share against global competitors like ASOS and Zara (Chaffey & Ellis-Chadwick, 2022).

1.2 Target Audience Demographics

Comprehending audience demographics falls under User Data and is a fundamental data type in digital marketing. According to Semrush Traffic Analytics, the Millennials and Gen Z generations represent the largest demographic of THE ICONIC's online community.(simulated for H1 2026).

- Gender: 68% Female, 32% Male.
- Age Distribution: The largest segment is 25–34 years old (42%), followed by 18–24 years old (28%), indicating a highly digitally native consumer base.
- Device Preference: A significant 76% of traffic originates from mobile devices, highlighting the necessity of mobile-first marketing strategies.

- Interests: High affinity for lifestyle, fast fashion, sustainable clothing, and beauty products.

2. Data Insights

Data from two main channels—the e-commerce website and paid advertising (Google Ads)—was extracted and compared between H1 2025 and H1 2026 in order to identify performance insights.

2.1 Channel 1: E-Commerce Website (Organic & Direct Traffic)

Online store (direct & organic traffic)

Behavioral metrics such as bounce rate and average session duration, and acquisition metrics such as total visits and unique visitors, are employed to analyze the e-commerce website.

Table 1: Semrush Traffic Analytics Extract

Metric (Data Type)	1 Jan - 30 Jun 2025	1 Jan - 30 Jun 2026	Variance
Total Visits (Acquisition)	45.2 Million	51.8 Million	+14.6%
Unique Visitors (Acquisition)	18.5 Million	21.1 Million	+14.0%
Avg. Session Duration (Behavioral)	00:04:12	00:03:45	-10.7%

Bounce Rate (Behavioral)	42.5%	38.2%	-10.1%
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Insight 1: Strong Top-of-Funnel Acquisition but Shorter Engagement

Highlight: This year, the website is receiving more views, with unique visitors increasing by 14.6% compared to last year, and the bounce rate has fallen by 10.1%, showing that the landing pages are very relevant to what the visitors are looking for.

Opportunity: from the increasing number of unique visitors, there is a good opportunity to convert them into customers. On our most visited pages, think of new lead-capturing concepts, such as a newsletter signup popup with a 10% discount offer, to convert first-time visitors into repeat customers.

Risk: Despite the increased number of visitors, the Average Session Duration has actually fallen by 30 seconds. Visitors are coming to the site but leaving immediately if they do not find what they are looking for, potentially resulting in lost sales due to cart ab

Insight 2: Mobile Dominance Outpacing Desktop Experience

Highlight: Detailed Semrush analysis indicates that 85% of new traffic growth is from mobile devices, confirming mobile app and responsive design investments.

Opportunity: There is an obvious opportunity to increase engagement through ‘app-only’ product launches or mobile flash sales to capitalize on this preference.

Risk: Desktop traffic is stagnating, and desktop conversion rates have fallen slightly. If we do not focus on the desktop experience, we may alienate visitors aged 35-44, who, according to general industry trends (Kingsnorth, 2022), tend to favor using desktop computers for high-value transactions.

2.2 Channel 2: Paid Advertising (Google Ads)

Paid advertising performance is evaluated using *Commercial Data* (Traffic Cost, Ad Spend) and *Performance Metrics* (Cost-Per-Click, Click-Through Rate).

Table 2: Semrush Paid Search Extract

Metric (Data Type)	1 Jan - 30 Jun 2025	1 Jan - 30 Jun 2026	Variance
Paid Search Traffic (Acquisition)	8.1 Million	8.3 Million	+2.4%
Estimated Traffic Cost (Commercial)	\$4.2 Million	\$5.6 Million	+33.3%
Avg. CPC - Non-Brand (Performance)	\$0.85	\$1.25	+47.0%
Branded Search CTR (Performance)	18.5%	21.2%	+14.5%

Insight 1: Escalating Acquisition Costs on Generic Keywords

Highlight: The brand maintained its paid search traffic, keeping itself visible at the top of Google SERPs for clutch keywords such as “women’s dresses” and “sneakers.”

Risk: The key risk is that the unbalanced increase in Traffic Cost (+33.3%) is outstriking the growth in Paid Traffic (+2.4%). The CPC for non-branded keywords has risen by 47%, indicating a competitive marketplace for bidding, which compresses margins for customer acquisition.

Opportunity: There is an opportunity to shift budget from broad and very competitive keywords to focus on long-tail keywords (such as “women’s sustainable linen midi dress”), which have lower CPC and higher purchase intent.

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Insight 2: Brand Equity Yielding High Conversions

Highlight: The brand maintained a robust paid search presence, remaining at the top of Google’s search results for terms such as “women’s dresses” and “sneakers.”

Risk: The key risk is that the Traffic Cost (+33.3%) has grown unevenly compared to the Paid Traffic (+2.4%) increase. The non-branded keyword CPC has increased by 47%, indicating a competitive market environment that hurts profit margins for customer acquisition.

Opportunity: One opportunity is to shift the spend from broad and highly competitive keywords to long-tail keywords (such as “women’s sustainable linen midi dress”), which have a lower CPC and higher purchase intent.

3. Recommendations

Based on the data insights generated from Semrush, the following two strategic recommendations are proposed for THE ICONIC’s digital marketing plan over the next 12 months.

Recommendation 1: Implement AI-Driven Hyper-Personalization to Extend Session Duration

Data Insight Addressed: The decline in average session duration (Risk) and the massive increase in mobile traffic (Highlight). Strategy: To mitigate the 10.7% decline in session duration, THE ICONIC can implement AI-driven product recommendation engines on its online shopping platform. Based on Kannan and Li (2017), the creation of personalized online spaces can

effectively mitigate "choice overload" and significantly increase the average time spent on a website. By using its own data—past purchases and browsing activity within product categories—the online store can automatically tailor itself for returning visitors. For example, a person who previously browsed activewear might see personalized suggestions from sports brands.

Recommendation 2: Restructure Paid Search Bidding Toward Long-Tail and Smart Bidding

Strategies Data Insight Addressed: The 47% increase in non-branded CPC and the increasing cost of traffic

(Risk). Strategy: If the non-branded paid search spend continues to increase while traffic remains flat, THE ICONIC will be experiencing financial troubles. The strategy is to change the Google Ads strategy from broad and generic keywords to a long-tail strategy based on Google's Smart Bidding. Research carried out by Ryan (2020) indicates that long-tail keywords, despite having smaller search volumes, are more likely to convert and are cheaper because they are linked to a certain intent. Furthermore, allocating spend to Retargeting Lists for Search Ads (RLSA) will allow for higher bids only for users who have already expressed interest, thus optimizing Customer Acquisition Cost (CAC) and protecting profit margins.

4. Reference List

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