



First and Last Touch Attribution

Learn SQL from Scratch

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1. The Different Campaigns of CoolTShirts

1.1 An Overview: The Campaigns of CoolTShirts

- The eight different campaigns currently being utilized by CoolTShirts are listed in the table to the right. Also included alongside each campaign is the method or website on which it is delivered to our target audiences.
- Data was collected on the UTM parameters of campaign and source between the dates of 01/01/2018 and 02/04/2018. 'Campaign' refers to the unique campaign name in the table to the right; 'Source' refers to the page the user was on when they clicked the link to visit CoolTShirts.
- This information has been broken down and analyzed to determine which campaigns from which sources are generating the most page visits to CoolTShirts, and which campaigns are resulting in the most eventual purchases.

Campaign Name	Source
CoolTShirts Search	Google
Getting to Know CoolTShirts	NY Times
Interview with CoolTShirts Founder	Medium
Paid Search	Google
Re-targeting Ad	Facebook
Re-targeting Campaign	*(email)
Ten Crazy CoolTShirts Facts	Buzzfeed
Weekly Newsletter	*(email)

1.2 An Overview: The Different Pages of CoolTShirts

Page Name	Description
1 – Landing Page	The landing page is where the user first arrives the first time they click through from one of the campaigns
	
2 – Shopping Cart	A user arrives at the shopping cart after selecting an item to purchase from the Landing Page
	
3 – Checkout	After reviewing their selected item, the Checkout page is where a user enters their shipping and payment information
	
4 – Purchase	The Purchase page is the confirmation after a user has completed their order and made a purchase

- The links from each campaign from any source will initially direct a user to the Landing Page.
- If the same user leaves without making a purchase and then again clicks through via one of the campaigns, they will be returned to the page they left off at.
- To best describe and evaluate each campaign, we need to describe the user journey by answering the following questions:
 1. How many first touches is each campaign responsible for?
 2. How many last touches is each campaign responsible for?
 3. How many visitors make a purchase?
 4. How many last touches on the purchase page is each campaign responsible for?
- And finally, to place some of that information in context, we will need to describe the typical user journey and what it can tell us.

2. Breaking Down the User's Journey

2.1 Campaigns by First Touches Generated

- Of the eight campaigns, only four were responsible for any first touches, as shown in the table to the right.
- In many ways, this is to be expected due to the re-targeting nature of several of the other campaigns.
- Among these four, the top three appear to be significantly more effective than the last campaign

Source	Campaign	First Touches Generated
Medium	Interview with CoolTShirts Founder	622
NY Times	Getting to Know CoolTShirts	612
Buzzfeed	Ten Crazy CoolTShirts Facts	576
Google	CoolTShirts Search	169
Total First Touches		1979

2.2 Campaigns by Last Touches Generated

- The top three campaigns at generating last touches were three that didn't generate any first touches.
- However, the next four are the same four from the previous slide, albeit in a different order
- Naturally, the total number of last touches generated is the same as the number of first touches, so that number was not included in this chart

Source	Campaign	Last Touches Generated
email	Weekly Newsletter	447
Facebook	Retargeting Ad	443
email	Retargeting Campaign	245
NY Times	Getting to Know CoolTShirts	232
Buzzfeed	Ten Crazy CoolTShirts Facts	190
Medium	Interview with CoolTShirts Founder	184
Google	Paid Search	178
Google	CoolTShirts Search	60

2.3 Purchases Made by Campaign by Last Touch, and Total Number of Purchases

- A total of 361 purchases were made
- Ultimately, the list of campaigns by purchases made lines up very closely with the list of campaigns by last touch
- This is not, however, the whole story. Without the initial contact with the most effective first touch generating campaigns, the follow up campaigns would be incapable of generating purchases
- From here, we need to take a deeper look at the user's journey at CoolTShirts

Source	Campaign	Purchases Made
email	Weekly Newsletter	115
Facebook	Retargeting Ad	113
email	Retargeting Campaign	54
Foogle	Paid Search	52
Buzzfeed	Ten Crazy CoolTShirts Facts	9
NY Times	Getting to Know CoolTShirts	9
Medium	Interview with CoolTShirts Founder	7
Google	CoolTShirts Search	2

2.4 What is the Typical User Journey to a Purchase?

- It is important to note that of the 361 total purchases made over the course of the evaluation period, only 25 of those purchases were made when the campaign resulting in the unique user's first and last touches was the same.
- This means that the vast majority of purchases (336 out of 361) were facilitated by a combination of campaigns.
- Stated differently, users rarely make a purchase on their first visit to CoolTShirts
- In the next several slides, we will break down the combinations of campaigns that resulted in the most purchases.
- Since we established earlier that only four campaigns resulted in any first touches, we will be grouping this data by those four campaigns for the sake of clarity.

2.4.1 First Touch from Interview with CoolTShirts Founder

First Touch (Source)	Last Touch (Source)	Number of Purchases
Interview with CoolTShirts Founder (Medium)	Retargeting Ad (Facebook)	38
	Weekly Newsletter (email)	37
	Paid Search (Google)	19
	Retargeting Campaign (email)	17
	Interview with CoolTShirts Founder (Medium)	7

2.4.2 First Touch from Getting to Know CoolTShirts

First Touch (Source)	Last Touch (Source)	Number of Purchases
Getting to Know CoolTshirts (NY Times)	Retargeting Ad (Facebook)	35
	Weekly Newsletter (email)	29
	Retargeting Campaign (email)	18
	Paid Search (Google)	12
	Getting to Know CoolTShirts (NY Times)	8
	Ten Crazy CoolTShirts Facts (Buzzfeed)	1

2.4.3 First Touch from Ten Crazy CoolTShirts Facts

First Touch (Source)	Last Touch (Source)	Number of Purchases
Ten Crazy CoolTShirts Facts (Buzzfeed)	Weekly Newsletter (email)	36
	Retargeting ad (Facebook)	35
	Paid Search (Google)	16
	Retargeting Campaign (email)	13
	Ten Crazy CoolTShirts Facts (Buzzfeed)	8
	Getting to Know CoolTShirts (NY Times)	1

2.4.4 First Touch from Ten Crazy CoolTShirts Facts

First Touch (Source)	Last Touch (Source)	Number of Purchases
CoolTShirts Search (Google)	Weekly Newsletter (email)	13
	Retargeting Campaign (email)	6
	Retargeting Ad (Facebook)	5
	Paid Search (Google)	5
	CoolTShirts Search (Google)	2

2.6 Summary

- With only four campaigns generating First-Touches, it is clear that the top three of those are significantly more effective than the last one at creating traffic to CoolTShirts
- Of the eight campaigns generating Last-Touches resulting in a purchase, it is clear that the top two of those campaigns stand out significantly in terms of purchases made
- Tracking the 'First-touch to purchase' journey through several different routes of first-touch to last-touch, we are able to confirm that the numbers presented on slide 2.4 (regarding purchases by last touch) are not skewed or misleading, and are consistent regardless of what the First-Touch was

3. Optimizing the Campaign Budget

3.1 Recommendation for Campaign Funding

- Based on the data presented above, there is a clear statistical break between the 5 most effective campaigns and all the others.
- In order to generate initial traffic to the site and to build interest in potential customers, we recommend the continued funding of the Interview with CoolTShirts Founder, Getting to Know CoolTShirts, and Ten Crazy CoolTShirts Facts campaigns.
- In order to effectively translate that traffic and interest into repeat user visits and purchases, we recommend the continued funding of the Re-targeting Ad and Weekly Newsletter

Most Effective Campaigns

Interview with CoolTShirts Founder
(Medium)

Getting to Know CoolTshirts
(NY Times)

Ten Crazy CoolTShirts Facts
(Buzzfeed)

Re-targeting ad
(Facebook)

Weekly Newsletter
(email)