



Capstone - First and Last Touch Attribution project

Learn SQL from Scratch

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1. Who are Cool Tshirts?

Who are Cool TShirts? *They are an innovative apparel shop*

How many campaigns and sources does CoolTShirts use and how are they related?

Firstly – what is the difference between `utm_source` and `utm_campaign` within this data?

- A source is the type of communication – this could range from a social media platform such as facebook or email.
- A campaign is a specific targeted message designed for a specific group of end users. From this campaign a marketing team are looking for a specific type of response.
- The same campaign can be ran across multiple sources, however when analysing this data, it appears it isn't the case for Cool Tshirts.
- A source can run multiple campaigns, for example a 'retargeting ad' can run on facebook.

Query Results	
source count	campaign count
6	8

Campaigns	Sources
getting-to-know-cool-tshirts	nytimes
weekly-newsletter	email
ten-crazy-cool-tshirts-facts	buzzfeed
retargeting-campaign	email
retargeting-ad	facebook
interview-with-cool-tshirts-founder	medium
paid-search	google
cool-tshirts-search	google

What pages are on the CoolTShirts website?



1 –
landing_page



2 –
shopping_cart



3 - checkout



4 - purchase

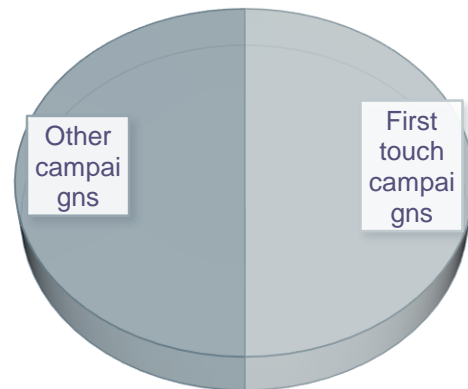
How many first touches is each campaign responsible for?

How many first touches is each campaign responsible for?

By looking at MIN timestamp for each user, the results we get show us the sources and campaigns that first capture the users attention. This equates to 1979 visitors.

Query Results		
Source	Campaign	Count
medium	interview-with-cool-tshirts-founder	622
nytimes	getting-to-know-cool-tshirts	612
buzzfeed	ten-crazy-cool-tshirts-facts	576
google	cool-tshirts-search	169

CAMPAIGNS



Interesting fact - that of the 8 active campaigns we identified earlier, only 4 of them are responsible for first touch – so a 50% success rate in terms of first touch

How many last touches is each campaign responsible for?

How many last touches is each campaign responsible for?

By looking at MAX timestamp for each user, the results we get show us the sources and campaigns that drive users back to the site for the last visit.



Query Results		
Source	Campaign	Count
email	weekly-newsletter	447
facebook	retargeting-ad	443
email	retargeting-campaign	245
nytimes	getting-to-know-cool-tshirts	232
buzzfeed	ten-crazy-cool-tshirts-facts	190
medium	interview-with-cool-tshirts-founder	184
google	paid-search	178
google	cool-tshirts-search	60

Interesting fact - the campaigns which drove the first touch attribution are much lower ranked now when examining the campaigns which drove the last touches to CoolTShirts

How many visitors make a purchase?

- The total visitors who make a purchase is 361

Query Results
Visitors who purchase
361

- Looking back at our first touches, we had a total of 1979 visitors. So if we compare the number of visitors who convert to customers, this is an 18.24% success rate. (361/1979 *100 is the conversion calc)



How many last touches on the purchase page is each campaign responsible for?

Steps for getting to this result:

- ✓ Create temp table that finds last_touches per user_id
- ✓ Add where clause to segregate max timestamp of user to purchase page
- ✓ Create 2nd temp table to add source and campaign from page_visits then joins them on user_id and timestamp
- ✓ Select and count rows where first_touch is linked to a source and campaign

Query Results		
Source	Campaign	Count
email	weekly-newsletter	115
facebook	retargetting-ad	113
email	retargetting-campaign	54
google	paid-search	52
buzzfeed	ten-crazy-cool-tshirts-facts	9
nytimes	getting-to-know-cool-tshirts	9
medium	interview-with-cool-tshirts-founder	7
google	cool-tshirts-search	2

What is the typical user journey?

- Looking back at the previous queries, of the 4 campaigns we recognised as “first touch” – 3 of these are informative/article campaigns. These 3 “article” campaigns are how 91% of users first come to the site. The other 9% is via the CoolTshirts Search
- However, after initial contact users need reminders or prompts to draw their attention back to the website. This can be via social media, email newsletter or retargeting ads.
- When we look at last touches and how many users complete a purchase, these last touch campaigns generate the most revenue. 78% of purchases were generated via Facebook retargeting, email retargeting or weekly newsletter.

3. Optimise the Campaign Budget

CoolTShirts can re-invest in 5 campaigns. Which should they pick and why?

When you look to choose 5 campaigns you believe would be beneficial for CoolTshirts to reinvest in, there appears from the results we have already found to be 6 high performing campaigns.

3 of these are the first touch campaigns in the article style which draw the users in to the website.

The other 3 are the last touch campaigns with the highest amount of visitors, the 2 retargeting campaigns (one via email and one via social media) and the weekly newsletter.

All 3 of the campaigns recognised in the first touch query are excellent at generating interest, so I think from an interest perspective these would be worth reinvesting in.

Campaign	Count
interview-with-cool-tshirts-founder	622
getting-to-know-cool-tshirts	612
ten-crazy-cool-tshirts-facts	576

Retargeting is also another important step in marketing campaigns, and these campaigns tend to lead to the majority of purchases. Therefore if we had to limit to 5 I would take the 2 retargeting campaigns as you are then using 2 different sources/platforms.

CoolTShirts can re-invest in 5 campaigns. Which should they pick and why?

Which sources generate the most traffic?

Looking at the below results, the nytimes has double the amount of hits over google/facebook.

Query Results	
Source	Count Visitors
nytimes	747
email	696
buzzfeed	648
medium	625
facebook	445
google	339

When we refer back to the last touches that convert to purchases, the email campaigns and facebook retargeting ads are the most successful.

Query Results		
Source	Campaign	Count
email	weekly-newsletter	115
facebook	retargeting-ad	113
email	retargeting-campaign	54
google	paid-search	52
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nytimes	getting-to-know-cool-tshirts	9
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google	cool-tshirts-search	2

However, if we decided to go with the retargeting ads, it may be worth running these campaigns on a wider range of sources that generate more traffic such as Nytimes, Buzzfeed and Medium.



Disregarded campaigns

- Both the paid search and the CoolTshirts search don't rank highly when we convert the last touch to purchases. Also the fact that you are paying for a search engine to me doesn't optimize the budget when there are higher performing campaigns to get the end result of sales.