Marketing Campaign

Analytics/Analysis
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1. Database Design

1.1 Stored Data

Table Name:	page_visits	
	A table describing each time a user visits the CoolTShirts website	
Columns:	user_id	A unique identifier for each visitor to a page
	timestamp	The time at which the visitor came to the page
	page_name	The title of the section of the page that was visited
	utm_source	Identifies which touchpoint sent the traffic (e.g. google, email, or facebook)
	utm_medium	Identifies what type of link was used (e.g. cost-per-click or email)
	utm_campaign	Identifies the specific ad or email blast (e.g. retargetting-ad or weekly-newsletter)

2. Compaigns and Sources

2.1 How many campaigns and sources does CoolTShirts use?

Using the following SQL queries, we determined there are **eight distinct campaigns** and **six distinct sources**.

2.2 Which source is used for each campaign?

We engaged several sources to run our campaigns.

The table to the right shows the spread of campaigns across the sources.

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

3. User Journey

3.1 What pages are on the CoolTShirts website?

- We set up four pages for users to traverse through.

- A list of the pages are in the table below.

page_name
1 - landing_page
2 - shopping_cart
3 - checkout
4 - purchase

3.2 How many first touches is each campaign responsible for?

- First Touch is a term used for identifying the first time a user responds to a CoolTShirts online campaign.

- We track what source a user used to engage in our campaigns. A timestamp is also captured to help determine "first touch."

- The table below shows the number of first touches from each source.

utm_campaign	first_touches
cool-tshirts-search	169
getting-to-know-cool-tshirts	612
interview-with-cool-tshirts-founder	622
ten-crazy-cool-tshirts-facts	576

3.3 How many last touches is each campaign responsible for?

- Last Touch is a term used for identifying the last time a user responded to a CoolTShirts online campaign.

- We track what source a user used to engage in our campaigns. A timestamp is also captured to help determine "last touch."

- The table on the right shows the number of last touches from each source.

utm_campaign	last_touches
cool-tshirts-search	60
getting-to-know-cool-tshirts	232
interview-with-cool-tshirts-founder	184
paid-search	178
retargetting-ad	443
retargetting-campaign	245
ten-crazy-cool-tshirts-facts	190
weekly-newsletter	447

3.4 How many visitors make a purchase?

We found that in a period of time, 361 users who engaged with our online campaigns made purchase.
- This count is based on the number of *unique* users.

NumUsersPurchased
361

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

- The table on the right shows which campaigns resulted in purchases.

utm_campaign	Purchases
cool-tshirts-search	2
getting-to-know-cool-tshirts	9
interview-with-cool-tshirts-founder	7
paid-search	52
retargetting-ad	112
retargetting-campaign	53
ten-crazy-cool-tshirts-facts	9
weekly-newsletter	114

3.6 What is the typical user journey?

- 95% movement from our landing page to the shopping cart.
- 75% movement from the shopping cart to checkout.
- 25% movement from checkout to purchase.

- That's a 18% conversion rate from user to purchaser.

page_name	users
1 - landing_page	2000
2 - shopping_cart	1900
3 - checkout	1431
4 - purchase	361

4. Compaigns Budget Optimization

4.1 Which 5 campaigns to re-invest in?

After reviewing the campaigns that resulted in purchases, we recommend re-investing in the top five performing campaigns. See table below for results.

utm_campaign	purchases
weekly-newsletter	114
retargetting-ad	112
retargetting-campaign	53
paid-search	52
getting-to-know-cool-tshirts	9