



CoolTshirts

Learn SQL from Scratch

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11/12/18

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1. Get Familiar

Campaigns and Sources

- Distinct campaigns: 8

getting-to-know-cool-tshirts

weekly-newsletter

ten-crazy-cool-tshirts-facts

retargetting-campaign

retargetting-ad

interview-with-cool-tshirts-founder

paid-search

cool-tshirts-search

- Distinct sources: 6

nytimes

email

buzzfeed

facebook

medium

google

Campaigns and Sources

- How related: Each campaign is limited to a single source.

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

Page Names

1 - landing_page

2 - shopping_cart

3 - checkout

4 - purchase

2. User Journey

User Journey (Q3)

utm_campaign name	First touches attributed
cool-tshirts-search	169
getting-to-know-cool-tshirts	612
interview-with-cool-tshirts-founder	622
ten-crazy-cool-tshirts-facts	576

User Journey (Q4)

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

User Journey (Q5)

361 distinct users made purchases

```
select count(distinct user_id) from page_visits where  
page_name like '4 - purchase';
```

User Journey (Q6)

utm_campaign	Last touch page_name	count (lt.user_id)
cool-tshirts-search	4 - purchase	2
getting-to-know-cool-tshirts	4 - purchase	9
interview-with-cool-tshirts-founder	4 - purchase	7
paid-search	4 - purchase	52
retargeting-ad	4 - purchase	113
retargeting-campaign	4 - purchase	54
ten-crazy-cool-tshirts-facts	4 - purchase	9
weekly-newsletter	4 - purchase	115

Typical User Journey

The average user sees an article in media and goes to the site. They add items to a cart but do not check out. Then the company follows up with them via email, Facebook, or Google ad, inciting them to return to the Checkout screen. Most still do not purchase, but those who do do so only after the second contact.

Users Dropped in Funnel						
utm_campaign	utm_source	Type	Last touch is 1: Landing	Last touch is 2: Cart	Last touch is 3: Checkout	Last touch is 4: Purchase!
cool-tshirts-search	google	Search	168	131	7	2
getting-to-know-cool-tshirts	nytimes	Media	612	678	41	9
interview-with-cool-tshirts-founder	medium	Media	623	513	31	7
ten-crazy-cool-tshirts-facts	buzzfeed	Media	576	560	32	9
retargeting-ad	facebook	Follow-up	0	0	445	113
retargeting-campaign	email	Follow-up	0	0	246	54
weekly-newsletter	email	Follow-up	0	0	450	115
paid-search	google	Follow-up	0	0	179	52
			1979	1882	1431	361

3. Optimize Budget

Budgeting with a focus on purchasers

- Reduce Paid Search investment and any SEO spending
- Increase Media placements to generate first touch interest
- Follow up with retargeting via ad
- Leverage Newsletter for any user who provides email

utm_campaign	utm_source	Type	First Touches attributed	Last Touches Attributed	Last touch is 1: Landing	Last touch is 2: Cart	Last touch is 3: Checkout	Last touch is 4: Purchase!
cool-tshirts-search	google	Search	169	60	168	131	7	2
getting-to-know-cool-tshirts	nytimes	Media	612	232	612	678	41	9
interview-with-cool-tshirts-founder	medium	Media	622	184	623	513	31	7
ten-crazy-cool-tshirts-facts	buzzfeed	Media	576	190	576	560	32	9
retargeting-ad	facebook	Follow-up	0	443	0	0	445	113
retargeting-campaign	email	Follow-up	0	245	0	0	246	54
weekly-newsletter	email	Follow-up	0	447	0	0	450	115
paid-search	google	Follow-up	0	178	0	0	179	52
Continue highlighted campaigns			1979	1979	1979	1882	1431	361

Budgeting Explanation

- CoolTshirts should continue/reinvest in all Media placement campaigns
 - These generate a ton of first touch attention
- If budget is limited, they should restrict their follow up to an email newsletter and Facebook ads
 - These are the most successful follow ups in terms of generating a purchase
- Search is a low volume first touch generator and can be stopped
- Google ads (paid search) are low volume follow up and can be stopped