Table of Contents

1. Get familiar with CoolTShirts
2. What is the user journey?
3. Optimize the campaign budget

1. Get Familiar with CoolTShirts

1.1 Campaigns, sources and their relation

How many campaigns and sources does CoolTShirts use and how are they related?
- Cool TShirts is running eight different campaigns using six sources.
- Cool TShirts has four website pages it uses to track traffic flows: landing, shopping cart, checkout and purchase page.

Source	Campaign
New York Times	"Getting to know Cool T Shirts"
Email	Weekly Newsletter
Buzzfeed	"Ten Crazy Cool T Shirts Facts"
Email	Retargeting Ad
Facebook	Retargeting Ad
Medium	"Interview with Cool T Shirts Founder"
Google	Paid Searches
Google	Cool T Shirts search

2. What is the user journey?

2.1 First touches per Campaign

How many first touches is each campaign responsible for?
- By gathering minimum timestamps per user we can capture the first item that pushed them to click through.
- Note: the top 4 (out of 8) campaigns are responsible almost 2000 first touch click throughs.

Source	Campaign	Count
Medium	"Interview with Cool TShirts Founder"	622
New York Times	"Getting to Know Cool TShirts"	612
BuzzFeed	"Ten Crazy Cool TShirts Facts"	576
Google	Cool Tshirts Search	169

```
-- First touch query

WITH first_touch AS (
    SELECT user_id,
        MIN(timestamp) AS first_touch_at
    FROM page_visits
    GROUP BY user_id),
ft_attr AS (
SELECT ft.user_id,
        ft.first_touch_at,
            pv.utm_source,
        pv.utm_campaign
FROM first_touch ft
JOIN page_visits pv
    ON ft.user_id = pv.user_id
    AND ft.first_touch_at = pv.timestamp
)
--Another temp table first touch
SELECT ft_attr.utm_source AS Source,
        ft_attr.utm_campaign AS Campaign,
        COUNT(*) AS COUNT
FROM ft_attr
GROUP BY 1, 2
ORDER BY 3 DESC;
```

2.2 Last touches per Campaign

How many last touches is each campaign responsible for?
- By finding the maximum date for each visitor we can determine which source and campaign drove them to the site last.
- Many first touch sources don't end up being the primary driver for the last touch.

Source	Campaign	Count
Email	Weekly Newsletter	447
Facebook	Retargeting Ad	443
Email	Retargeting Campaign	245
New York Times	"Getting to Know Cool TShirts"	232

```
-- Last touch query

WITH last_touch AS (
      SELECT user_id,
            MAX(timestamp) AS last_touch_at
FROM page_visits
      GROUP BY user_id),
--Another temp table joins table data
ft_attr AS (
            SELECT lt.user_id,
            Lt.last_touch_at,
            Pv.utm_source,
            pv.utm_campaign
            FROM last_touch lt
            JOIN page_visits pv
                  ON lt.user_id = pv.user_id
                  AND lt.last_touch_at =
pv.timestamp
)
SELECT ft_attr.utm_source AS Source,
                  ft_attr.utm_campaign AS
Campaign,
      COUNT(*) AS Count
FROM ft_attr
GROUP BY 1, 2
ORDER BY 3 DESC;
```

2.3 Visitors converted to Customers

- Visitors that convert to a customer = 361.
- The conversion rate from visitor to customer is 18%.
- The trend of initial traffic generators continues to reduce over time.
- The following campaigns are responsible for the last touches on the purchase page.

Campaign	Count
Weekly Newsletter	115
Facebook retargeting ad	113
Email retargeting campaign	54
Google paid searches	52
BuzzFeed "Ten Crazy Cool TShirts Facts"	9
NYT "Getting to Know Cool TShirts"	9
Medium "Interview with Cool TShirts Founder"	7
Google searches "Cool TShirts"	2

2.4 What is the <u>Typical</u> User Journey?

'Story' style campaigns bring users and account for 91% of the traffic to the site, however:
- Most of the time users need additional 'reminders' to become paying customers. Although the 'story' campaigns bring a majority of traffic, a small fraction of those (~6 percent) actually purchase product.
- In many cases users need a additional reminders to stay engaged and convert to Customers.
- 'Story' campaigns show gains in brand recognition but retargeting ads with Facebook and via email encourage most of the customer conversions at 78%.

3. Optimize the campaign budget

3.1 Which campaigns to re-invest

Cool TShirts will only re-invest in 5 campaigns.
- The three 'story' campaigns brought in 91% of all traffic and should be continued with a focus on gathering email addresses. The real purchase impact comes after the second engagement
- Retargeting campaigns and newsletters garnered a lion-share of Purchases (78%)

Campaign	% First Touches	% Last Touches	% Purchases
Interview with Founder	31%	9%	2%
Getting to Know Cool TShirts	31%	12%	2%
Ten Crazy Cool Tshirts Facts	29%	10%	2%
Weekly Newsletter	-	23%	32%
Retargeting Ad (Facebook)	-	22%	31%
Retargeting Campaign (Email)	-	12%	15%

3.2 Which campaigns to discontinue

Cool TShirts is considering discontinuing underperforming campaigns.
- Organic searches (assuming SEO optimized) generates 9% traffic but only 1% of overall sales. This could be due to low brand recognition and strong competition in the within the market space.
- While paid searches account for almost 14% of Purchases this is only after exposure from another channel as the numbers don't bear any First Touches.

Campaign	% First Touches	% Last Touches	% Purchases
Cool Tshirts organic search	9%	3%	2%
Cool TShirts paid searches	0%	9%	14%

Thank you!