



Capstone Project

First- and Last-Touch Attribution with CoolTShirts.com

Learn SQL from Scratch

Jacqueline Yau

August 2018

Agenda

Get familiar with CoolTShirts

- How many campaigns and sources does CoolTShirt use and how are they related?
Explain the difference between `utm_campaign` and `utm_source`
- What pages are on their website?

What is the user journey?

- How many first touches is each campaign responsible for?
- How many last touches is each campaign responsible for?
- How many visitors make a purchase?
- How many last touches on the purchase page is each campaign responsible for?
- What is the typical user journey?

Optimize the campaign budget

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

Get Familiar with CoolTShirts

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

- CoolTshirts uses 8 distinct utm_campaigns and 6 distinct utm_sources
- The 8 distinct utm_campaigns are listed to the right
- The 6 distinct utm_sources are: google, nytimes, medium, facebook, email, buzzfeed
- How are they (utm_campaign and utm_source) related?
The utm_source shows the site which the user used to get to CoolTShirts.com and the utm_campaign shows the specific ad or email that enticed the user to click to the CoolTShirts.com website
- The source for each campaign is also listed on the right – this shows each distinct utm_campaign and the utm_source associated with it

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

1.2 What pages are on their website?

- What pages are on their website?
Landing_page, shopping_cart, checkout, and purchase.
These are listed below

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

The queries used for 'Get Familiar with CoolTShirts' questions 1.1 and 1.2 are listed below:

- Shows the three queries to generate answers to 1.1 under 1.
- Shows the queries used to answers 1.2 under 2.

```
18  --1. how many campaigns and sources does COOLTShirts use?
    Which source is used for each campaign?
19  SELECT COUNT(DISTINCT utm_campaign)
20  FROM page_visits;
21  SELECT COUNT(DISTINCT utm_source)
22  FROM page_visits;
23  SELECT utm_campaign, utm_source
24  FROM page_visits group by utm_campaign, utm_source;
25  Select distinct utm_source, utm_campaign
26  FROM page_visits order by utm_source;
27  --2. What pages are on the COOLTShirts website?
28  SELECT DISTINCT(page_name)
29  FROM page_visits;
```

Agenda

Get familiar with CoolTShirts

- How many campaigns and sources does CoolTShirt use and how are they related?
Explain the difference between `utm_campaign` and `utm_source`
- What pages are on their website?

What is the user journey?

- How many first touches is each campaign responsible for?
- How many last touches is each campaign responsible for?
- How many visitors make a purchase?
- How many last touches on the purchase page is each campaign responsible for?
- What is the typical user journey?

Optimize the campaign budget

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

What is the user journey

2.1, 2.2, 2.3 How many first and last touches is each campaign responsible for? How many visitors make a purchase?

- How many first touches is each campaign responsible for?
169 for cool-shirts-search
612 for getting-to-know-cool-tshirts
622 for interview-with-cool-tshirts-founder
576 for ten-crazy-cool-shirts-facts
- How many last touches is each campaign responsible for?
See table on the right (e.g. 60 for cool-shirts-search, 232 for getting-to-know-cool-shirts etc.)

Out of curiosity I also included the utm_source

- How many visitors make a purchase?
361

count(ft.user_id)	utm_source	utm_campaign
169	google	cool-tshirts-search
612	nytimes	getting-to-know-cool-tshirts
622	medium	interview-with-cool-tshirts-founder
576	buzzfeed	ten-crazy-cool-tshirts-facts
count(lt.user_id)	utm_source	utm_campaign
60	google	cool-tshirts-search
232	nytimes	getting-to-know-cool-tshirts
184	medium	interview-with-cool-tshirts-founder
178	google	paid-search
443	facebook	retargetting-ad
245	email	retargetting-campaign
190	buzzfeed	ten-crazy-cool-tshirts-facts
447	email	weekly-newsletter
COUNT (DISTINCT user_id)		
361		

2.4, 2.5 How many last touches on the purchase page is each campaign responsible for? What is the typical user journey?

- How many last touches on the purchase page is each campaign responsible for?
See table on the right where the number of last touches is shown for each campaign (e.g. 2 for cool-shirts-search, 9 for getting-to-know-cool-tshirts etc.)
- What is the typical user journey?
The typical user journey is to receive a weekly newsletter via email (has the highest count)

count(lt.user_id)	utm_source	utm_campaign
2	google	cool-tshirts-search
9	nytimes	getting-to-know-cool-tshirts
7	medium	interview-with-cool-tshirts-founder
52	google	paid-search
113	facebook	retargetting-ad
54	email	retargetting-campaign
9	buzzfeed	ten-crazy-cool-tshirts-facts
115	email	weekly-newsletter

Agenda

Get familiar with CoolTShirts

- How many campaigns and sources does CoolTShirt use and how are they related?
Explain the difference between `utm_campaign` and `utm_source`
- What pages are on their website?

What is the user journey?

- How many first touches is each campaign responsible for?
- How many last touches is each campaign responsible for?
- How many visitors make a purchase?
- How many last touches on the purchase page is each campaign responsible for?
- What is the typical user journey?

Optimize the campaign budget

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

Optimize the campaign budget

3.1 CoolTShirts can reinvest in 5 campaigns? Which should they pick and why?

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

1. Weekly-newsletter
2. retargeting-ad
3. retargeting-campaign
4. getting-know-cool-tshirts
- 5.ten-crazy-cool-tshirts-facts

I would choose these 5 as they result in the most purchases of a tshirt from CoolTShirts following as shown through the last touch query and count