



# **First- and Last-Touch Attribution with CoolTShirts.com**

Learn SQL from Scratch

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# **1. Get familiar with CoolTShirts**

# 1.1 Campaign and Source

Getting familiar with the company.

- CoolTShirts has 8 distinct campaigns and 6 distinct sources.
- The relationship of campaigns to sources can be seen in the table below.
- The Campaign and Source field names are respectively related to **utm\_campaign** and **utm\_source** from the **page\_visits** table. These fields are UTM parameters. UTM parameters capture when and how a user finds the site. Site owners use special links containing UTM parameters in their ads, blog posts, and other sources. In this instance, Campaign (**utm\_campaign**) identifies what type of link was used and Source (**utm\_source**) identifies which touchpoint sent the traffic.

Campaign	Source
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

# 1.2 Website Pages

The pages on the CoolTShirts website can be seen in the table to the right.

Pages on the CoolTShirts website
1 - landing_page
2 - shopping_cart
3 - checkout
4 - purchase

## **2. What is the user journey?**

# 2.1 Campaign First Touches

The number of first touches each campaign is responsible for is found in the table below.

Campaign	Count of first touches
interview-with-cool-tshirts-founder	622
getting-to-know-cool-tshirts	612
ten-crazy-cool-tshirts-facts	576
cool-tshirts-search	169

## 2.2 Campaign Last Touches

The number of last touches each campaign is responsible for is found in the table below.

Campaign	Count of last touches
weekly-newsletter	447
retargetting-ad	443
retargetting-campaign	245
getting-to-know-cool-tshirts	232
ten-crazy-cool-tshirts-facts	190
interview-with-cool-tshirts-founder	184
paid-search	178
cool-tshirts-search	60



## 2.3 Visitor Purchases

The number of visitors making a purchase can be seen in the table to the right.

Visitors making a purchase
361

## 2.4 Purchase Page Last Touches

The number of last touches *on the purchase page* each campaign is responsible for is found in the table below.

Campaign	Count of last touches on the purchase page
weekly-newsletter	115
retargetting-ad	113
retargetting-campaign	54
paid-search	52
getting-to-know-cool-tshirts	9
ten-crazy-cool-tshirts-facts	9
interview-with-cool-tshirts-founder	7
cool-tshirts-search	2

# 2.5 User Journey

The journey for the typical user of CoolTShirts involves the user clicking a link through a *medium* article. The user typically returns to the website by clicking the link in a weekly newsletter email. The majority of users (82%) do not make a purchase on CoolTShirts. If a user does make a purchase, the typical user will make a purchase after returning to the site through the weekly newsletter or an retargetting ad through *facebook*.

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### **3. Optimize the campaign budget**

## 3.1 Campaign Re-investment

CoolTShirts should re-invest in the following 5 campaigns:

- interview-with-cool-tshirts-founder
- getting-to-know-cool-tshirts
- weekly-newsletter
- retargeting-ad
- retargeting-campaign

CoolTShirts should re-invest in *interview-with-cool-tshirts-founder* and *getting-to-know-cool-tshirts* because those campaigns are how most users initially discover the site.

CoolTShirts should re-invest in *weekly-newsletter*, *retargeting-ad*, and *retargeting-campaign* because those campaigns are the most effective at drawing the users back to the website, in instances that resulted in a purchase.

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