

MARKETING ATTRIBUTION FOR COOLTSHIRTS

ANALYZE DATA WITH SQL

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UTM_CAMPAIGNS AND _SOURCES

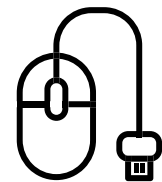
Utm_source	Utm_campaign
nytimes	getting-to-know-cool-tshirts
email	weekly-newsletter; retargetting-campaign
buzzfeed	ten-crazy-cool-tshirts-facts
facebook	retargetting-ad
medium	interview-with-cool-tshirts-founder
google	paid-search; cool-tshirts-search

Utm_campaign identifies the specific ad or email blast (e.g: memorial-day-sale). There are 8 different utm_campaigns;

Utm_source identifies which site sent the traffic e.g. - google or facebook). There are 6 different utm_sources.

WEBSITE PAGES

SELECT DISTINCT PAGE_NAME
FROM PAGE_VISITS;



1 - LANDING_PAGE

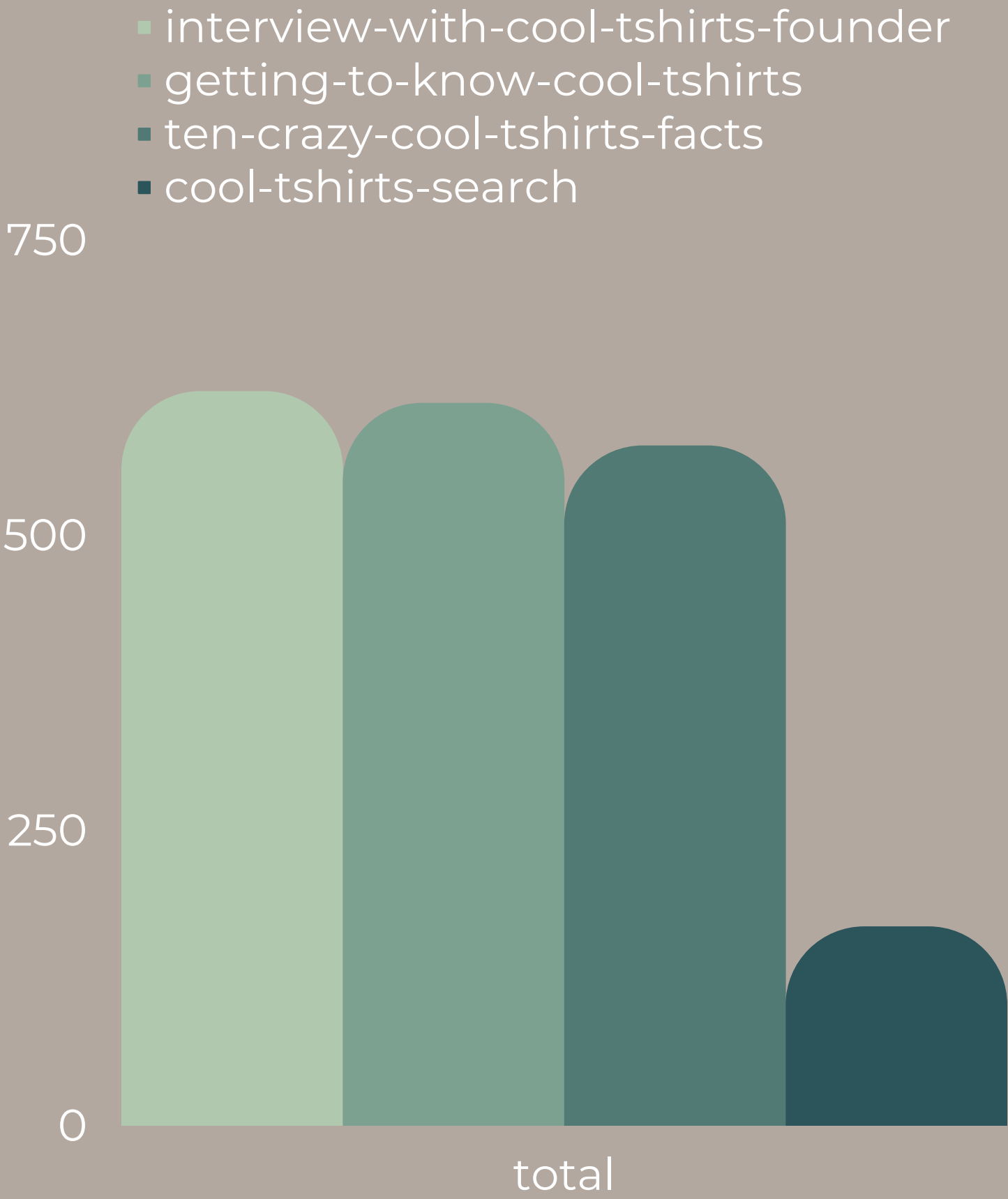
2 - SHOPPING_CART

3 - CHECKOUT

4 - PURCHASE

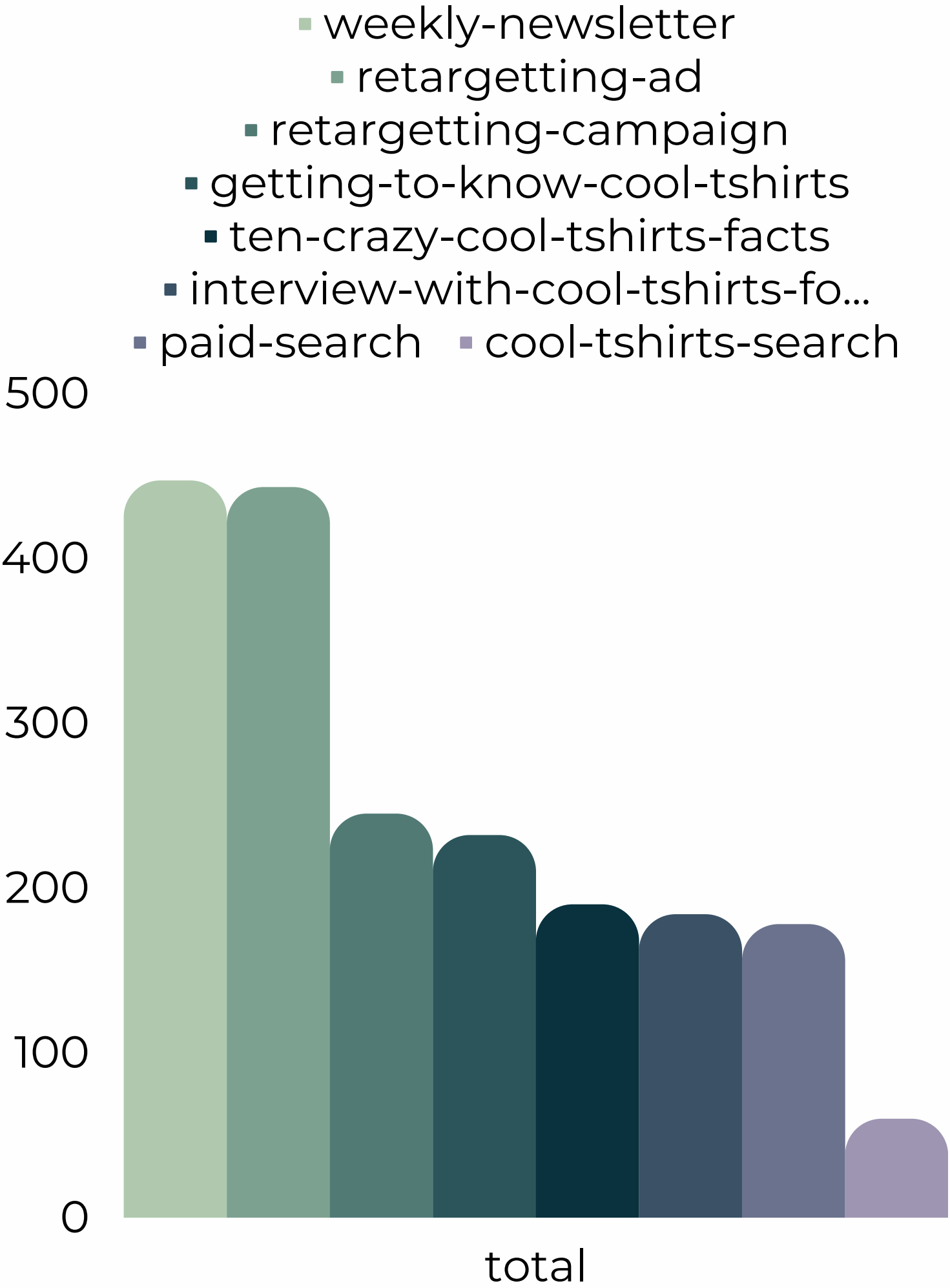
FIRST TOUCH

Utm_source	Utm_campaign
medium	interview-with-cool-tshirts-founder
nytimes	getting-to-know-cool-tshirts
buzzfeed	ten-crazy-cool-tshirts-facts
google	cool-tshirts-search



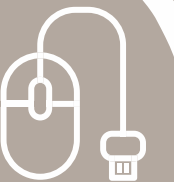
LAST TOUCH

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



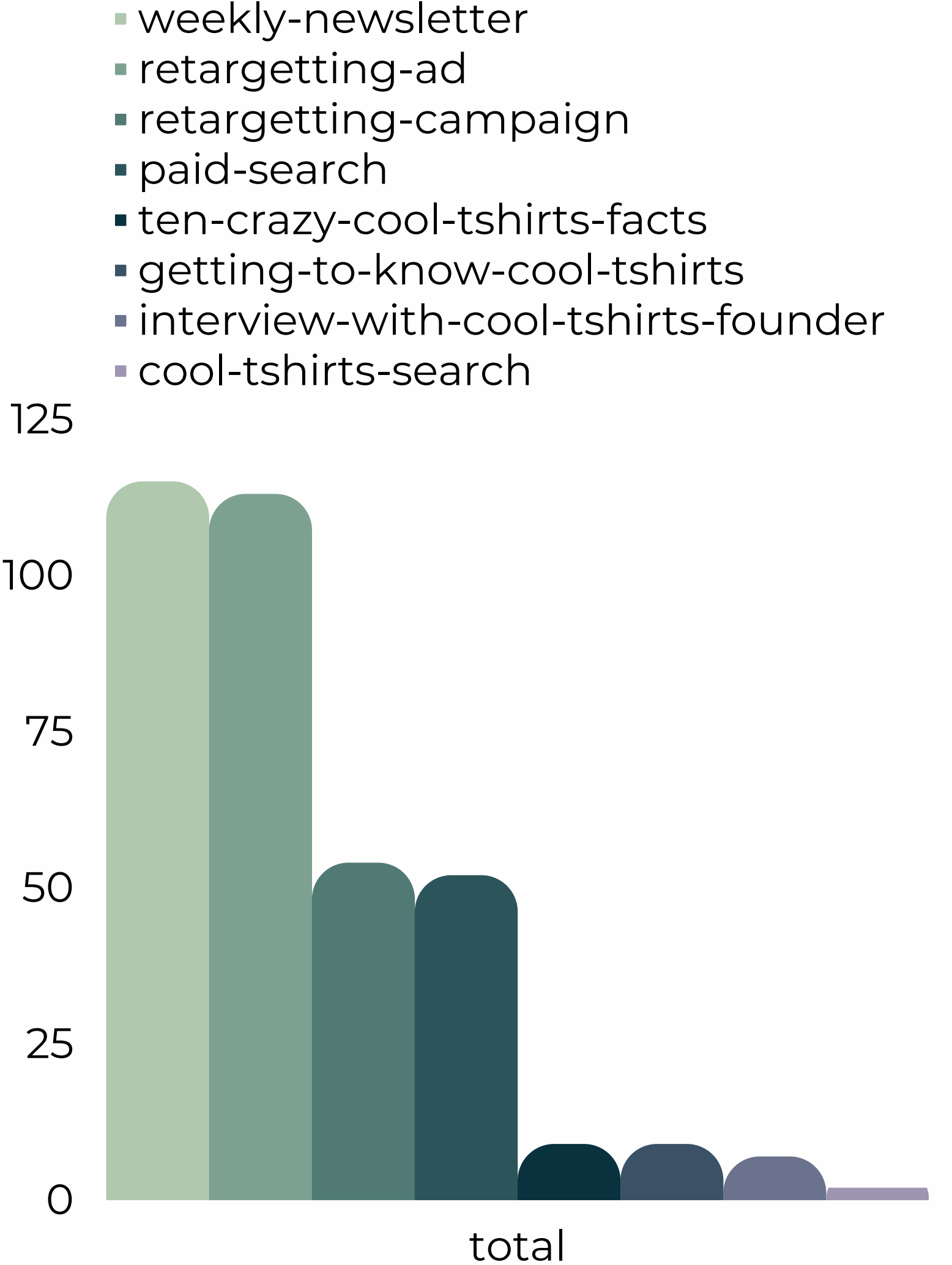
361 USERS MAKE A PURCHASE

```
SELECT COUNT(DISTINCT USER_ID)  
FROM PAGE_VISITS  
WHERE PAGE_NAME = '4 - PURCHASE';
```

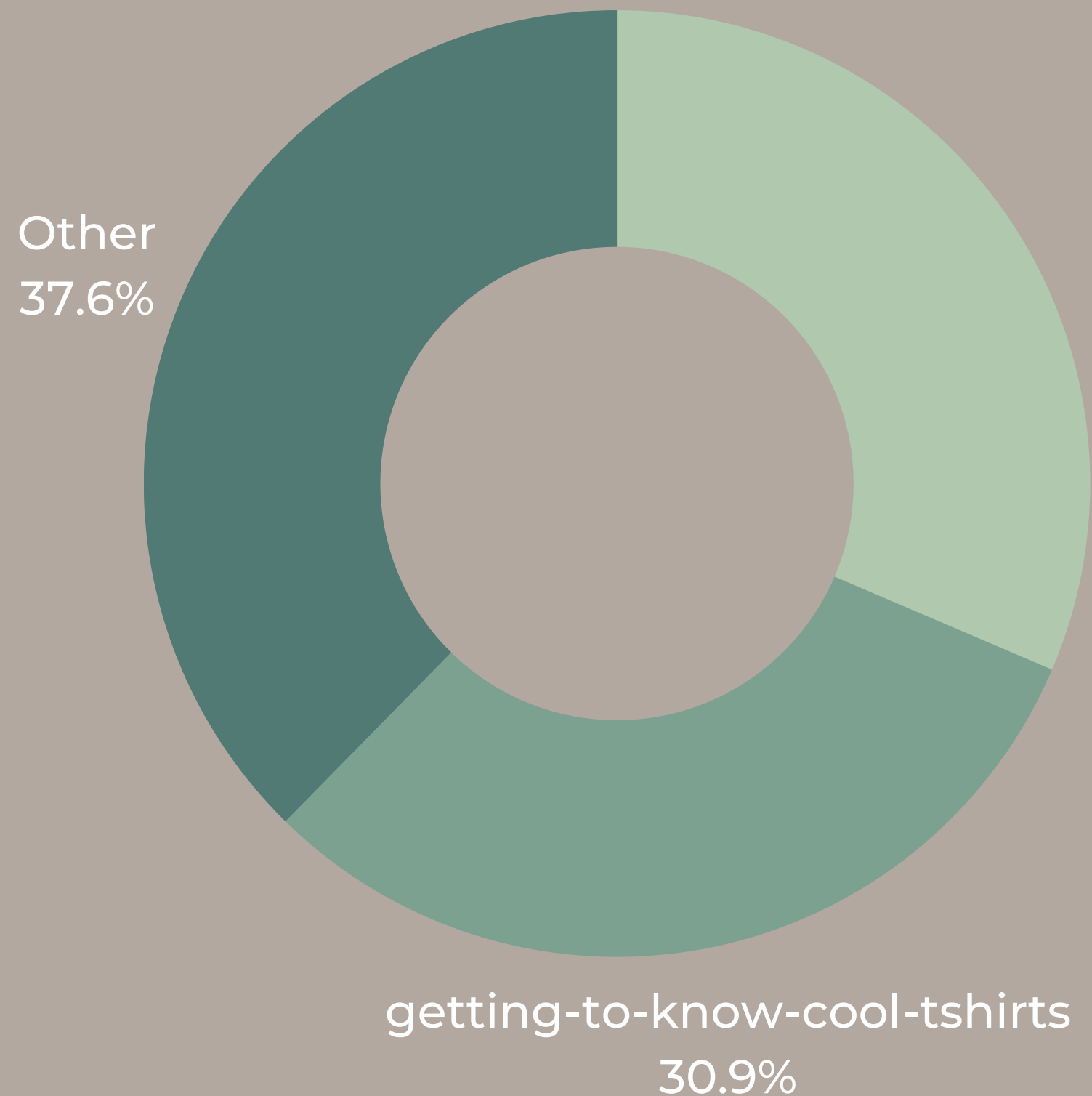


LAST TOUCH - PURCHASE

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



5 CAMPAIGNS TO REINVEST IN

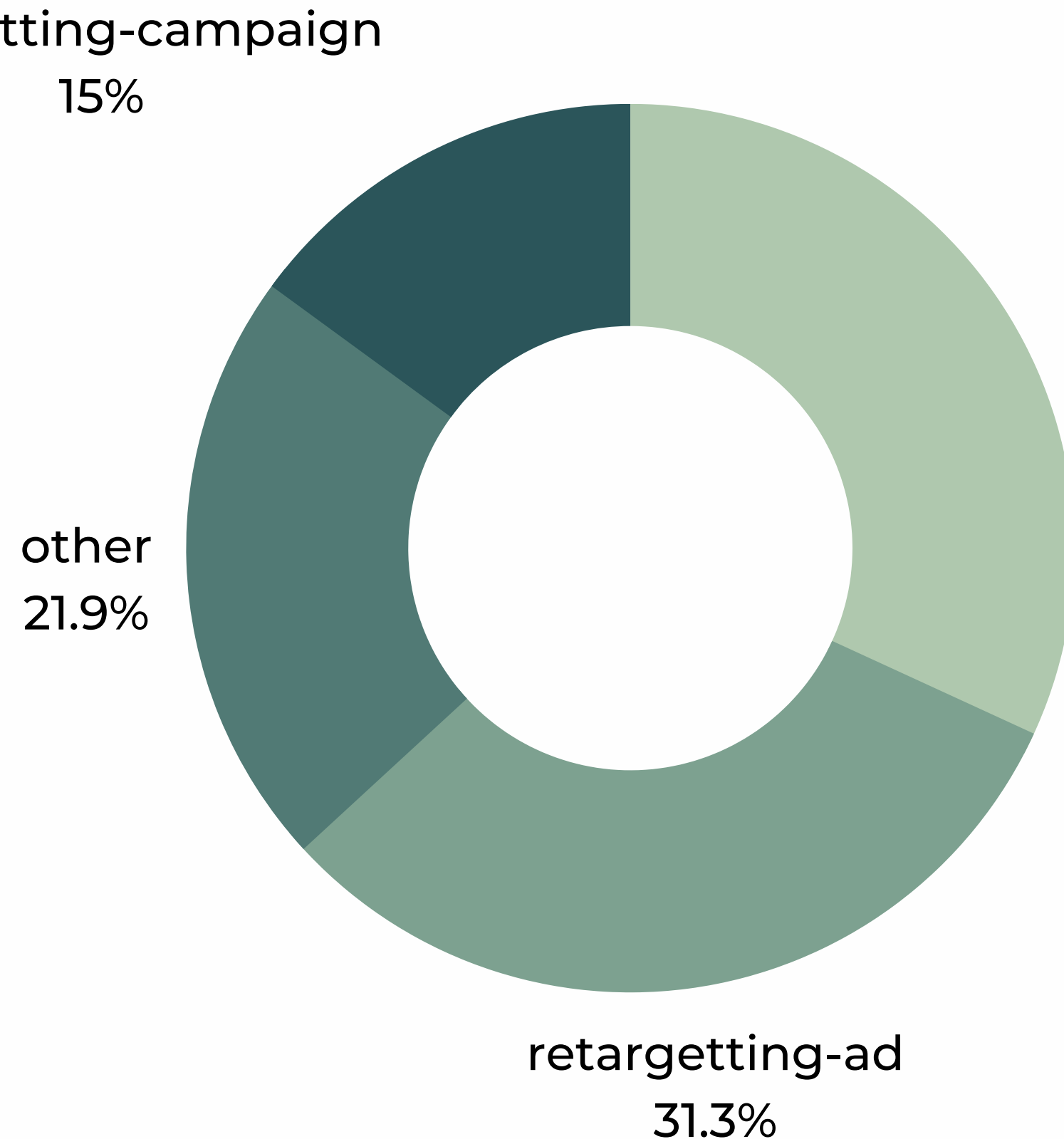


2 top first touch

1. interview-with-cool-tshirts-founder
2. getting-to-know-cool-tshirts

together account for almost $\frac{2}{3}$ of the whole first touch traffic.

5 CAMPAIGNS TO REINVEST IN



3 top last touch-purchase

weekly-newsletter
31.9%

1. weekly-newsletter
2. retargetting-ad
3. retargetting-campaign

together account for more than
3/4 of total sales.



THANKS FOR YOUR ATTENTION!
