



CoolTShirts

Attribution Analysis

Learn SQL from Scratch

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About CoolTShirts

About CoolTShirts:

- **CoolTShirts sells shirts of all kinds, as long as they are T-shaped and cool.**
- **Innovative apparel shop with a modest online presence.**
- **Currently running several marketing campaigns.**

Marketing Campaigns & Sources

- **Campaign** - A method of driving traffic to CoolTShirts website.
- **Source** - The touchpoint that drives the web traffic.
- **UTM Parameter** - a tag added to a URL for tracking and analysis.
- By using utm parameters to identify specific ads or email blasts we can measure the effectiveness of the campaign.
- A Source can be attributed to more than one campaign.

8 Unique Marketing Campaigns:

- **Weekly Newsletter**
- **Retargeting Ad**
- **Retargeting Campaign**
- **Getting to Know CoolTShirts**
- **Ten Crazy CoolTShirts Facts**
- **Interview with CoolTShirts Founder**
- **Paid Search**
- **CoolTShirts Search**

6 Unique Sources:

- BuzzFeed
- Email
- Facebook
- Google
- Medium
- NY Times

Four Unique Web Pages

- **Landing Page**
- **Shopping Cart**
- **Checkout**
- **Purchase**

8 campaigns across 6 sources, and 4 distinct pages

| Unique Campaigns | |
|-------------------------------------|----------|
| 8 | |
| Unique Sources | |
| 6 | |
| Campaign | Source |
| ten-crazy-cool-tshirts-facts | buzzfeed |
| weekly-newsletter | email |
| retargetting-campaign | email |
| retargetting-ad | facebook |
| paid-search | google |
| cool-tshirts-search | google |
| interview-with-cool-tshirts-founder | medium |
| getting-to-know-cool-tshirts | nytimes |
| Page Name | |
| 1 - landing_page | |
| 2 - shopping_cart | |
| 3 - checkout | |
| 4 - purchase | |

The User Journey

- **1979 Distinct Users**
- **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?**

First & Last Touch Source Tables:

| Campaign | Number 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 |
| Campaign | Number of Last Touches |
| weekly-newsletter | 447 |
| retargeting-ad | 443 |
| retargeting-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 |

Users & Last Touches on Purchase Page:

| |
|----------------|
| Distinct Users |
|----------------|

| |
|------|
| 1979 |
|------|

| Distinct Users Who Made a Purchase | |
|------------------------------------|--|
|------------------------------------|--|

| | |
|-----|--|
| 361 | |
|-----|--|

| Campaign | Number of Last Touches on Purchase Page |
|----------|---|
|----------|---|

| Campaign | Number of Last Touches on Purchase Page |
|----------|---|
|----------|---|

| | |
|-------------------|-----|
| weekly-newsletter | 115 |
|-------------------|-----|

| | |
|-------------------|-----|
| weekly-newsletter | 115 |
|-------------------|-----|

| | |
|----------------|-----|
| retargeting-ad | 113 |
|----------------|-----|

| | |
|----------------|-----|
| retargeting-ad | 113 |
|----------------|-----|

| | |
|----------------------|----|
| retargeting-campaign | 54 |
|----------------------|----|

| | |
|----------------------|----|
| retargeting-campaign | 54 |
|----------------------|----|

| | |
|-------------|----|
| paid-search | 52 |
|-------------|----|

| | |
|-------------|----|
| paid-search | 52 |
|-------------|----|

| | |
|------------------------------|---|
| getting-to-know-cool-tshirts | 9 |
|------------------------------|---|

| | |
|------------------------------|---|
| getting-to-know-cool-tshirts | 9 |
|------------------------------|---|

| | |
|------------------------------|---|
| ten-crazy-cool-tshirts-facts | 9 |
|------------------------------|---|

| | |
|------------------------------|---|
| ten-crazy-cool-tshirts-facts | 9 |
|------------------------------|---|

| | |
|-------------------------------------|---|
| interview-with-cool-tshirts-founder | 7 |
|-------------------------------------|---|

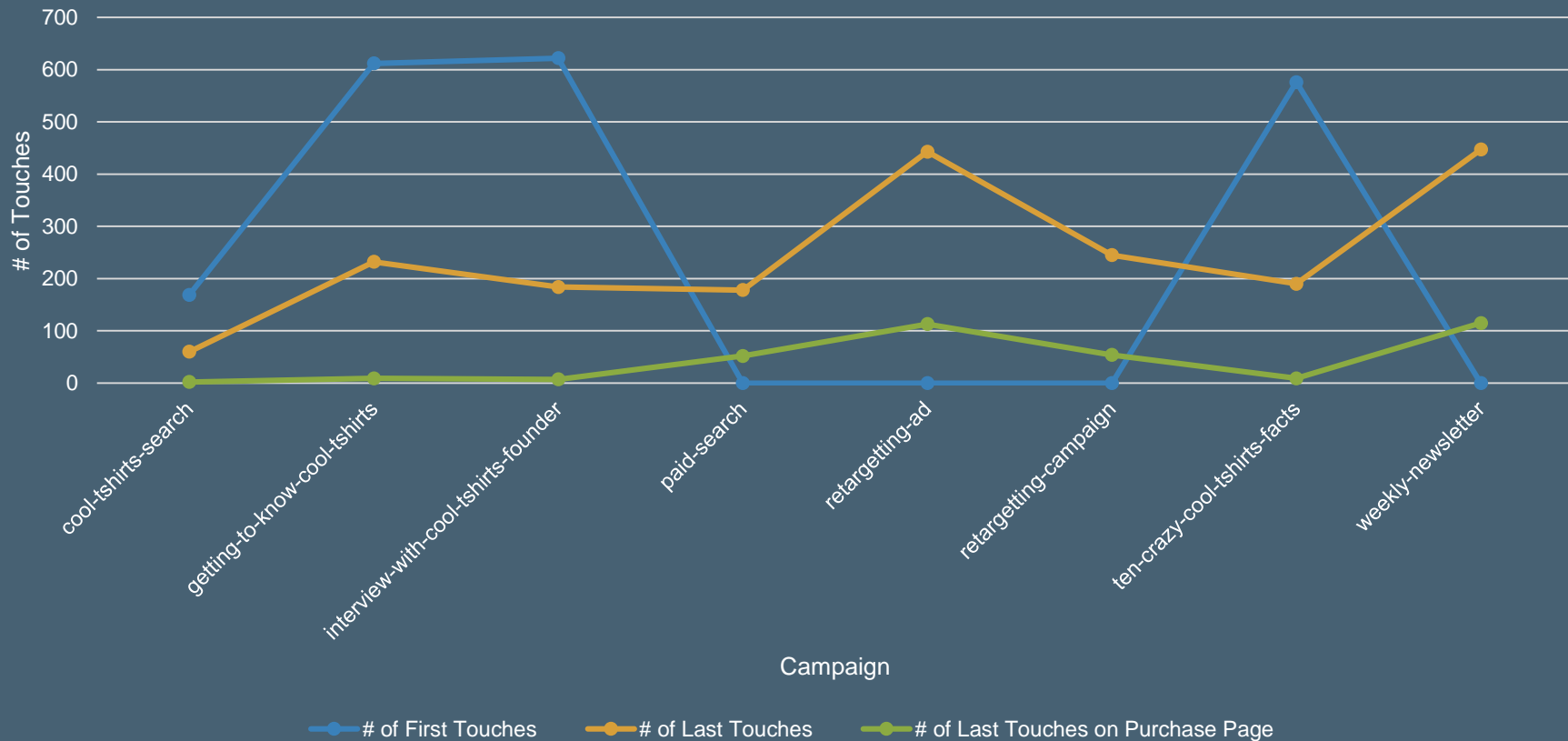
| | |
|-------------------------------------|---|
| interview-with-cool-tshirts-founder | 7 |
|-------------------------------------|---|

| | |
|---------------------|---|
| cool-tshirts-search | 2 |
|---------------------|---|

| | |
|---------------------|---|
| cool-tshirts-search | 2 |
|---------------------|---|

CoolTShirts

First Touches, Last Touches, & Last Touches on Purchase Page by Campaign



Typical User Journey:

- Reaches our site initially through the “Interview” article on Medium.com and the “Getting to Know...” article on NYTimes.com.
- Is reminded about CoolTShirts primarily through the weekly newsletter and retargeting campaigns.

Analysis & Conclusions:

- Approximately 18% of either “first” or “last” touches were converted into a purchase.
- The *weekly newsletter* is the most effective campaign. Most “last touches” and purchases are attributed to this campaign.
- Currently running several marketing campaigns.

Analysis & Conclusions (Cont'd):

- CoolTShirts should reinvest in these campaigns:
 - Retargeting ad on Facebook & email campaign
 - Weekly newsletter via email
 - Articles on NY Times, BuzzFeed, & Medium
- These appear to hit the right balance of traffic.
- Reconsider the paid search campaigns
- CoolTShirts should consider a “Multi-Touch” Attribution analysis to look at all the touch points between first & last attribution to make sure something isn't missed with these campaigns