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Attribution Queries

Learn SQL from Scratch
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1. Get familiar with CoolTShirts

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

- CoolTShirts has 8 distinct campaigns
- CoolTShirts has utilized 6 unique sources

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

1.2 Campaigns and Sources

<u>Difference between Campaign and Source?</u>
- A campaign is a coordinated sequence of activities and processes which promote a product, service, or message, and seek to provoke a response from its recipients. Typical campaigns are specific ads or email blasts on a particular source.
- A source on the other hand is the site/platform through which initial contact is made with recipients, e.g. NY Times, Facebook, Medium, email, ESPN, etc. This can be a 3rd party site with high traffic.
- Each campaign typically has one distinct source.
- A campaign can be deployed on more than one source/platform.

1.3 What pages are on their website?

- There are 4 unique pages on the CoolTShits Website:
- Distinct Pages
    - 1 - landing_page
    - 2 - shopping_cart
    - 3 - checkout
    - 4 - purchase

```
SELECT COUNT(DISTINCT(page_name)) AS 'Distinct Pages'
FROM page_visits;

SELECT DISTINCT(page_name) AS 'Distinct Pages'
FROM page_visits;
```

2. What is the user journey?

2.1 How many first touches is each campaign responsible for?

- Table below shows the various unique campaigns and the first touches that can be attributed to each campaign.
- *'Interview-with-cool-tshirts-founder'* is the campaign with the highest attributed first touches
- Some campaigns contributed zero first touches. The likely were used as re-targeting ads to drive final touches

Source	Campaign	First_touches
medium	interview-with-cool-tshirts-founder	622
nytimes	getting-to-know-cool-tshirts	612
buzzfeed	ten-crazy-cool-tshirts-facts	576
google	cool-tshirts-search	169

2.2 How many last touches is each campaign responsible for?

- Table below shows the various unique campaigns and the last touches that can be attributed to each campaign.
- *Weekly-newsletter* is the campaign with the highest attributed last touches

Source	Campaign	Last_touches
email	weekly-newsletter	447
facebook	retargetting-ad	443
email	retargetting-campaign	245
nytimes	getting-to-know-cool-tshirts	232
buzzfeed	ten-crazy-cool-tshirts-facts	190
medium	interview-with-cool-tshirts-founder	184
google	paid-search	178
google	cool-tshirts-search	60

2.3 How many visitors make a purchase?

- 361 visitors on the the 'purchase' page actually make a purchase

```
SELECT DISTINCT(COUNT(*)) AS Purchasers
FROM page_visits
WHERE page_name = '4 - purchase';
```

2.4 How many last touches on the purchase page is each campaign responsible for?

- Table shows the last touches on on the purchase page for each campaign
- *Weekly-newsletter* is the campaign with the highest attributed last touches which lead to purchases.

Source	Campaign	Purchasers
email	weekly-newsletter	115
facebook	retargetting-ad	113
email	retargetting-campaign	54
google	paid-search	52
buzzfeed	ten-crazy-cool-tshirts-facts	9
nytimes	getting-to-know-cool-tshirts	9
medium	interview-with-cool-tshirts-founder	7
google	cool-tshirts-search	2

2.5 What is the typical user journey?

- Looking at the first touches, last touches, and purchase attributions, the user journey resembles the following path:

First Touch	Last Touch/Re-Targeting	Purchase

● Initial contact via user favored/preferred news platform:
   ○ Medium
   ○ NYT
   ○ Buzzfeed-
	● Retargeting ads via email, social media (FB), and preferred news source to reignite interest and nudge towards purchase	● Email and Social media platforms used as primary sources to blast ads and compel users to complete purchase.

3. Optimize the campaign budget

3.1 Top Performing Campaigns

- Campaigns have to drive user interactions at each point in the user journey
- Some campaigns are suitable for high first touch (FT) outcomes while other are more suitable for last touches(LT). This is evident in their FT and LT yields.
- Campaigns with highest first touches:
  - Interview-with-cool-tshirts-founder (622)
  - Getting-to-know-cool-tshirts (612)
  - Ten-crazy-cool-tshirts-facts (576)
- Campaigns with highest last touches:
  - Weekly-newsletter (447)
  - Retargetting-ad (443)
- Campaigns with highest purchase outcomes
  - Weekly-newsletter (115)
  - Retargetting-ad (113)
  - Retargetting-campaign (54)

3.2 Recommendations

- Deploy the top three Campaigns driving first touch outcomes i.e.
  - **Interview-with-cool-tshirts-founder (622)**
  - **Getting-to-know-cool-tshirts (612)**
  - **Ten-crazy-cool-tshirts-facts (576)**
- These campaigns will allow CoolTShirts to drive user traffic to their website and break the ice with their targeted segement.

- Deploy the top two campaigns for last touches and purchases
  - **Weekly-newsletter (447)**
  - **Retargetting-ad (443)**
- These campaigns build on the outcomes achieved by the successful first touch campaigns . data shows that they are effective at reigniting interest among users and compelling them to complete their purchases. The sources are key as well. First touch campaigns should continue to be deployed on news platforms. Last touch campaigns should continue to focus on Email, social media platforms, and google search.