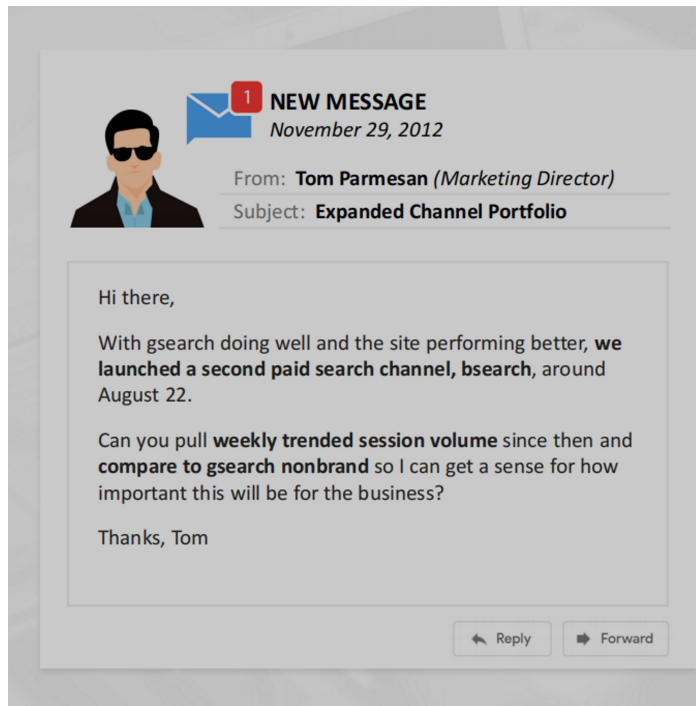# Channel portfolio optimization

31 July 2023   09:21

NEW MESSAGE
November 29, 2012

From: **Tom Parmesan** *(Marketing Director)*
Subject: **Expanded Channel Portfolio**

Hi there,

With gsearch doing well and the site performing better, **we launched a second paid search channel, bsearch**, around August 22.

Can you pull **weekly trended session volume** since then and **compare to gsearch nonbrand** so I can get a sense for how important this will be for the business?

Thanks, Tom

↩ Reply   ➡ Forward

Result Preview

week_start_date	gsearch_sessions	bsearch_sessions
▶ 2012-08-22		
2012-08-26		
2012-09-02		
2012-09-09		
2012-09-16		
2012-09-23		
2012-09-30		
2012-10-07		
2012-10-14		
2012-10-21		
2012-10-28		
2012-11-04		
2012-11-11		
2012-11-18		
2012-11-25		

```
select min(date(created_at))
,count(case when utm_source='gsearch' then
website_session_id end ) as gsearch,
count(case when utm_source='bsearch' then
website_session_id end ) as bsearch
 from website_sessions where created_at >'2012-08-22'
and created_at < '2012-11-29'
 and utm_campaign='nonbrand'
 group by yearweek(created_at)
```

Result Preview

Result Grid | Filter Rows: | Search

utm_source	sessions	mobile_sessions	pct_mobile
▶ bsearch			
gsearch			

```
select utm_source,
 count(distinct website_session_id),
 count(distinct case when device_type='mobile' then
website_session_id end) as mob,
  count(distinct case when device_type='mobile' then
website_session_id end)/count(distinct
website_session_id) as rate
 from website_sessions where created_at >'2012-08-22'
and created_at < '2012-11-30'
 and utm_campaign='nonbrand' and utm_source in
('gsearch','bsearch')
 group by utm_source
```

Hi there,

I'm wondering if bsearch nonbrand should have the same bids as gsearch. Could you pull **nonbrand conversion rates from session to order for gsearch and bsearch, and slice the data by device type**?

Please analyze data from **August 22** to **September 18**; we ran a special pre-holiday campaign for gsearch starting on **September 19th**, so the data after that isn't fair game.

Thanks, Tom

↩ Reply   ➡ Forward

Result Preview

Result Grid | Filter Rows: 🔍 Search

device_type	utm_source	sessions	orders	conv_rate
desktop	bsearch	1162		
desktop	gsearch	3011		
mobile	bsearch	130		
mobile	gsearch	1015		

```
select a.device_type,a.utm_source,
 count(distinct a.website_session_id),
 count(distinct b.order_id),
 count(distinct b.order_id)/ count(distinct
a.website_session_id)
 from website_sessions a left join orders b
 on a.website_session_id=b.website_session_id
 where a.created_at >'2012-08-22' and a.created_at
< '2012-09-18'
 and a.utm_campaign='nonbrand' and a.utm_source in
('gsearch','bsearch')
 group by 1,2
```

From: **Tom Parmesan** (Marketing Director)

Subject: **Impact of Bid Changes**

Hi there,

Based on your last analysis, we bid down bsearch nonbrand on **December 2nd**.

Can you pull **weekly session volume for gsearch and bsearch nonbrand, broken down by device, since November 4th**?

If you can **include a comparison metric to show bsearch as a percent of gsearch** for each device, that would be great too.

Thanks, Tom

↩ Reply   ➡ Forward

Result Preview

Result Grid · Filter Rows: Q Search · Export:

week_start_date	g_dtop_sessions	b__dtop_sessions	b_pct_of_g_dtop	g_mob_sessions	b_mob_sessions	b_pct_of_g_mob
2012-11-04						
2012-11-11						
2012-11-18						
2012-11-25						
2012-12-02						
2012-12-09						
2012-12-16						

```
select min(date(created_at))
,count(case when utm_source='gsearch' and
device_type='mobile' then website_session_id end ) as
gsearchmobile,
count(case when utm_source='gsearch' and
device_type='desktop' then website_session_id end ) as
gsearchdesktop,
count(case when utm_source='bsearch' and
device_type='mobile' then website_session_id end ) as
bsearchmobile,
count(case when utm_source='bsearch' and
device_type='desktop' then website_session_id end ) as
bsearchdesktop
 ,count(case when utm_source='bsearch' and
device_type='desktop' then website_session_id
end )/count(case when utm_source='gsearch' and
device_type='desktop' then website_session_id end ) as
pctofbsearchdesktop,
 count(case when utm_source='bsearch' and
device_type='mobile' then website_session_id
end )/count(case when utm_source='gsearch' and
device_type='mobile' then website_session_id end ) as
pctmobile
 from website_sessions where created_at >'2012-11-04'
and created_at < '2012-12-22'
 and utm_campaign='nonbrand'
 group by yearweek(created_at)
```

BUSINESS CONCEPT: ANALYZING DIRECT TRAFFIC

Analyzing your branded or direct traffic is about **keeping a pulse on how well your brand is doing with consumers, and how well your brand drives business**

Maven Fuzzy Factory

★★★★★

COMMON USE CASES:

- Identifying how much revenue you are generating from direct traffic – this is high margin revenue without a direct cost of customer acquisition

- Understanding whether or not your paid traffic is generating a "halo" effect, and promoting additional direct traffic

- Assessing the impact of various initiatives on how many customers seek out your business

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1 NEW MESSAGE
December 23, 2012

From: **Cindy Sharp** *(CEO)*
Subject: **Site traffic breakdown**

Good morning,

A potential investor is asking if we're building any momentum with our brand or if we'll need to keep relying on paid traffic.

Could you **pull organic search, direct type in, and paid brand search sessions by month**, and show those sessions as a **% of paid search nonbrand**?

-Cindy

◀ Reply   ➡ Forward

Result Preview

yr	mo	nonbrand	brand	brand_pct_of_nonbrand	direct	direct_pct_of_nonbrand	organic	organic_pct_of_nonbrand
2012	3	1852						
2012	4	3509						
2012	5	3295						
2012	6	3439						
2012	7	3660						
2012	8	5318						
2012	9	5591						
2012	10	6883						
2012	11	12260						
2012	12	6643						

```
select year(created_at),month(created_at),
 count(case when utm_campaign='nonbrand' then
website_session_id end) as nonbrand,
  count(case when utm_campaign='brand' then
website_session_id end) as brand,
  count(case when utm_campaign is null and http_referer
is null then website_session_id end) as direct
```

from website_sessions group by 1,2