



# CoolTShirts'

## Customer Journey Analysis

Learn SQL from Scratch

Adeline Wang

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# **1. Introduction**

**Get Familiar with CoolTshirts**

# 1.1 Campaigns and Sources Overview

Currently CoolTshirts is running **eight UTM marketing campaigns** through **six different sources of channel**. The table to the right lists all the eight campaigns with their corresponding sources.

The purpose of each campaign is to lead the customers to one of the CoolTshirts' own web pages, including:

1. Landing page
2. Shopping cart
3. Checkout
4. Purchase

```
--COUNT OF CAMPAIGNS
SELECT COUNT(DISTINCT utm_campaign) AS 'Count of Campaigns' FROM page_visits;

--COUNT OF SOURCES
SELECT COUNT(DISTINCT utm_source) AS 'Count of Sources' FROM page_visits;

--WHAT PAGES ARE ON THE WEBSITE
SELECT DISTINCT page_name FROM page_visits;

--HOW SOURCES AND CAMPAIGNS ARE RELATED
SELECT DISTINCT utm_campaign AS Campaigns,
utm_source AS Sources
FROM page_visits
GROUP BY 1
ORDER BY 2;
```

Campaigns	Sources
ten-crazy-cool-tshirts-facts	BuzzFeed
retargetting-campaign	Email
weekly-newsletter	Email
retargetting-ad	Facebook
cool-tshirts-search	Google
paid-search	Google
interview-with-cool-tshirts-founder	Medium
getting-to-know-cool-tshirts	NY Times

## **2. User Journey**

**From Awareness to Conversion**

## 2.1 First Touch

As the beginning of a user journey, the first touch is the first CoolTshirts marketing campaign a visitor was exposed to.

According to the analysis, the majority of the CoolTshirts' first-time visitors were acquired through social media rather than organic searches.

- 31.4% of the users were first introduced to CoolTshirts by “interview-with-cool-tshirts-founder” from Medium
- 30.9% were by “getting-to-know-cool-tshirts” from NY Times
- 29.1% were by “ten-crazy-cool-tshirts-facts” from BuzzFeed
- And only 8.5% were by “cool-tshirts-search” from Google

Source	Campaign	First Touch Count
Medium	interview-with-cool-tshirts-founder	622
NY Times	getting-to-know-cool-tshirts	612
BuzzFeed	ten-crazy-cool-tshirts-facts	576
Google	cool-tshirts-search	169
TOTAL	1,979	

```
WITH first_touch AS (  
    SELECT user_id,  
           MIN(timestamp) as first_touch_at  
    FROM page_visits  
    GROUP BY user_id),  
ft_attr AS (  
    SELECT ft.user_id,  
           ft.first_touch_at,  
           pv.utm_source,  
           pv.utm_campaign  
    FROM first_touch ft  
    JOIN page_visits pv  
      ON ft.user_id = pv.user_id  
      AND ft.first_touch_at = pv.timestamp  
)  
SELECT ft_attr.utm_source AS 'Source',  
       ft_attr.utm_campaign AS  
'Campaign',  
       COUNT(*) AS 'First Touch Count'  
FROM ft_attr  
GROUP BY 1, 2  
ORDER BY 3 DESC;
```

## 2.2 Last Touch

As opposed to the first touch, the last touch is the last CoolTshirts marketing campaign to engage a visitor.

Weekly newsletters and re-marketing strategies through both emails and Facebook were the most effective ways to regain the potential customers' attention. Whereas either paid search or organic search through Google did not played very well.

```
WITH last_touch AS (SELECT user_id,
    MAX(timestamp) as last_touch_at
    FROM page_visits
    GROUP BY user_id),
lt_attr AS (SELECT lt.user_id, lt.last_touch_at,
    pv.utm_source,
    pv.utm_campaign
    FROM last_touch lt
    JOIN page_visits pv
    ON lt.user_id = pv.user_id
    AND lt.last_touch_at = pv.timestamp)
SELECT lt_attr.utm_source AS 'Source',
    lt_attr.utm_campaign AS 'Campaign',
    COUNT(*) AS 'Last Touch Count'
FROM lt_attr
GROUP BY 1, 2
ORDER BY 3 DESC;
```

Source	Campaign	Last Touch Count
Email	weekly-newsletter	447
Facebook	retargeting-ad	443
Email	retargeting-campaign	245
NY Times	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
TOTAL	1,979	

## 2.3 Leads Conversion

CoolTShirts visitors who visited the purchase page and made a purchase will become customers.

Among 1,979 visitors, 361 of them converted to customers, resulting in a conversion rate of 18.2%.

```
SELECT COUNT(DISTINCT user_id) AS 'Purchase  
Count'  
FROM page_visits  
WHERE page_name = '4 - purchase';
```

Visitors	Customers Who Made a Purchase	Conversion
1,979	361	18.2%



## 2.3 Leads Conversion (Cont'd)

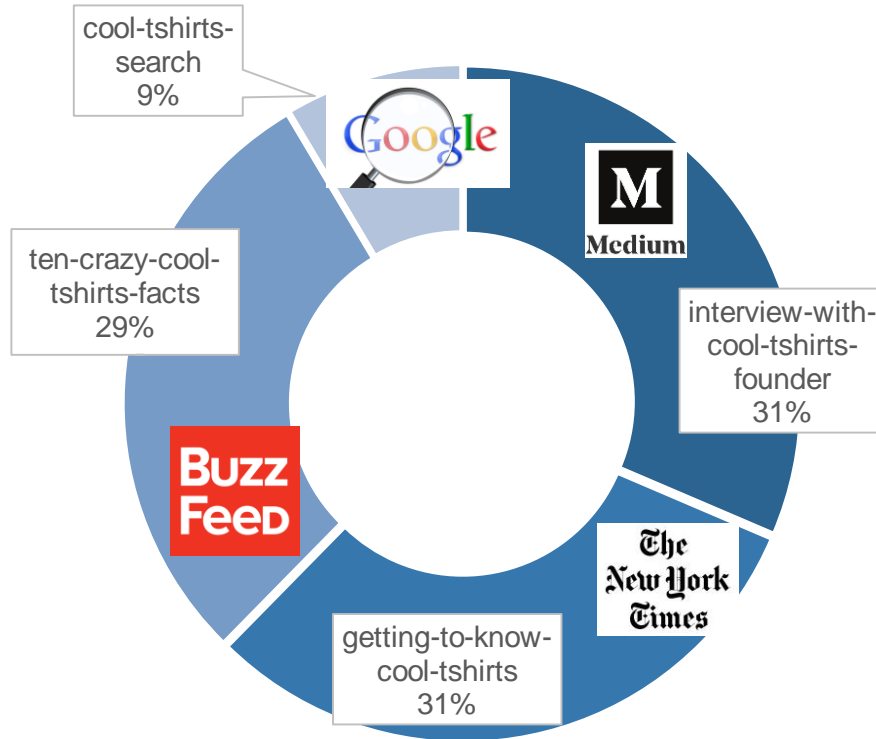
The table to the right shows how many last touches on the purchase page is each campaign responsible for.

Email, retargeting strategies, and paid search worked together to close 92.5% of the sale.

```
WITH last_touch AS (SELECT user_id,
    MAX(timestamp) as last_touch_at
    FROM page_visits
    WHERE page_name = '4 - purchase'
    GROUP BY user_id),
lt_attr AS (SELECT lt.user_id,
    lt.last_touch_at,
    pv.utm_source,
    pv.utm_campaign,
    pv.page_name
    FROM last_touch lt
    JOIN page_visits pv
        ON lt.user_id = pv.user_id
        AND lt.last_touch_at = pv.timestamp)
SELECT lt_attr.utm_source AS 'Source',
    lt_attr.utm_campaign AS 'Campaign',
    COUNT(*) AS 'Last Touch on the Purchase Page Count'
FROM lt_attr
GROUP BY 1, 2
ORDER BY 3 DESC;
```

Source	Campaign	Last Touch on the Purchase Page Count
Email	weekly-newsletter	115
Facebook	retargeting-ad	113
Email	retargeting-campaign	54
Google	paid-search	52
BuzzFeed	ten-crazy-cool-tshirts-facts	9
NY Times	getting-to-know-cool-tshirts	9
Medium	interview-with-cool-tshirts-founder	7
Google	cool-tshirts-search	2

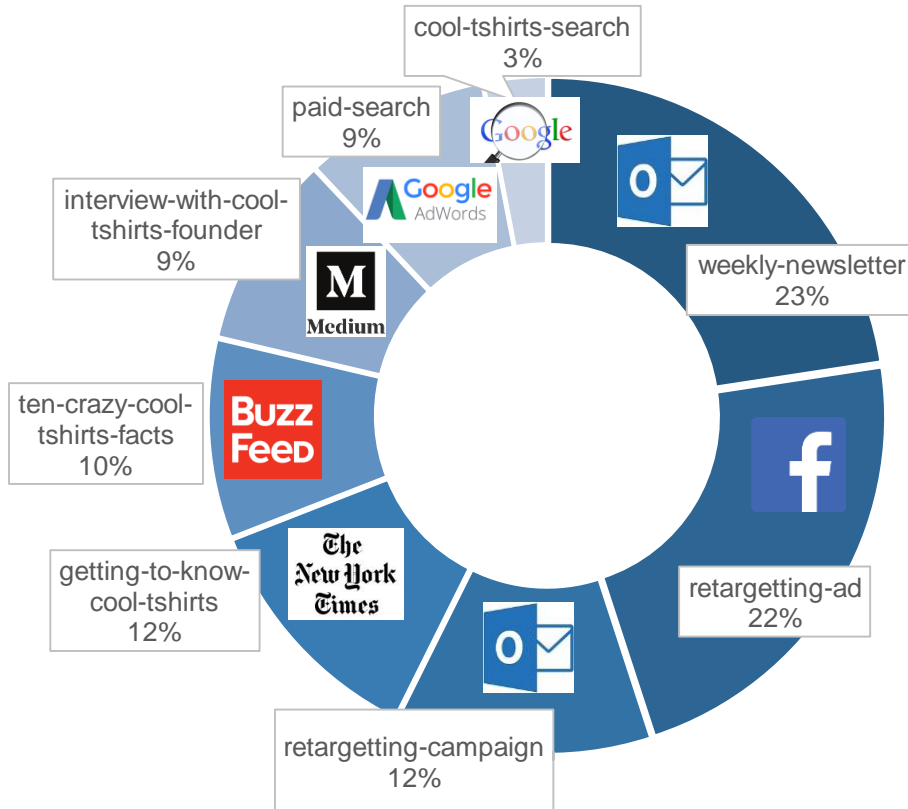
## 2.4.1 Typical User Journey: Phase Awareness



About 9 out of 10 first-time CoolTShirts visitors became aware of this website after reading articles about its stories. Only a small portion of the visitors came to this website because they saw it on the Google search result.

A typical CoolTShirts prospect does not just buy a cool t-shirt. He wants to know the cool facts behind the brand. Medium, NY Times, and Buzz Feed are usually where he starts to browse for what's appealing.

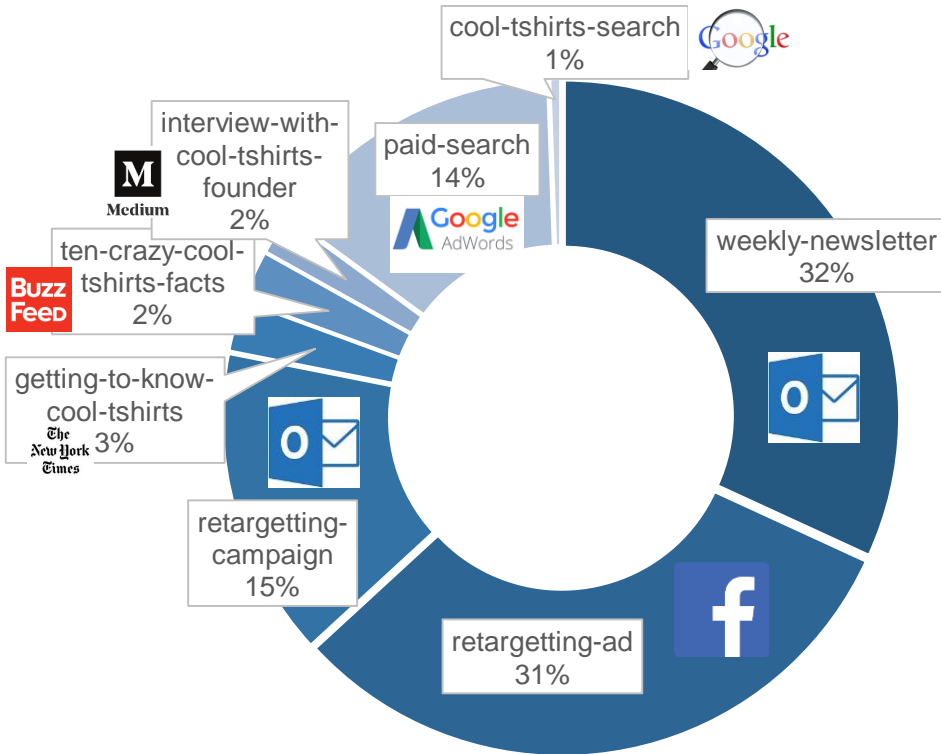
## 2.4.2 Typical User Journey: Phase Consideration



On this phase, a typical CoolTShirts prospect already has some knowledge about the brand thus the effectiveness of the story-based strategies that worked well on the phase awareness decreased on the phase consideration.

More than half of the CoolTShirts prospects reconsidered this brand after seeing recurring weekly newsletter or retargeting content that constantly reminded them of this website.

## 2.4.3 Typical User Journey: Phase Conversion



18.2% of CoolTShirts prospects who went through the consideration stage finally converted to customers by making a purchase.

A typical CoolTShirts purchaser was heavily motivated by those endless reminders, including the weekly newsletter, retargeting content, and paid search that appeared to be everywhere, no matter when he opens his mailbox, Facebook, or search engine.

# **3. Budget Optimization**

**Optimize the Campaign Budget for CoolTshirts**

## 3.1 Re-Investment Recommendations

It is vitally important to attract as many visitors to CoolTShirts website as possible on the initial phase because none of the other phases of the user journey matter if you are not delivering well during this phase. The data analysis suggested that 91% of first-time CoolTShirts visitors were attracted to the brand by stories. Content creating/publishing platforms like Medium, NY Times, and Buzz Feed are the winners of helping brands to get the stories spread.

As the prospects move on to the more “serious” phases that require them to consider buying, retargeting strategies play an important role in keep the name of CoolTShirts to stay top of their minds.

If CoolTShirts were to re-invest in five campaigns, here are my recommendations:

1. interview-with-cool-tshirts-founder - Medium
2. getting-to-know-cool-tshirts - NY Times
3. ten-crazy-cool-tshirts-facts - Buzz Feed
4. weekly-newsletter – Email
5. retargeting-ad – Facebook