

CoolTShirts: Marketing Campaign Analysis

Codecademy: Learn SQL from Scratch
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Unit 1:

Get familiar with CoolTShirts

Understanding the Marketing Campaign

Market Campaign

A campaign is an organized course of action to promote and sell a product or service.

CoolTShirts is currently running eight unique marketing campaigns:

Query Results
unique_campaigns
8

Traffic Source

A traffic source is the avenue by which users get to a website.

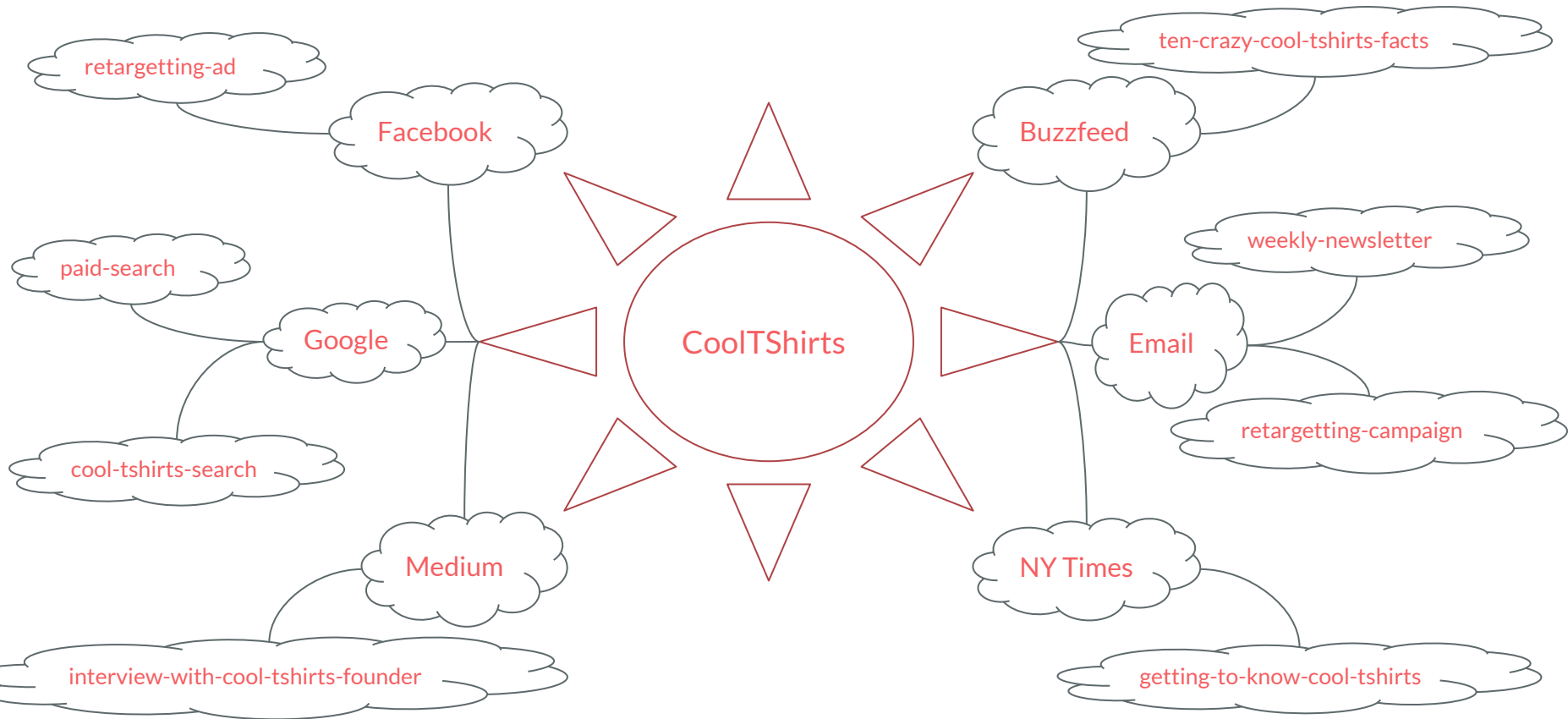
CoolTShirts is currently receiving referrals from six unique traffic sources:

Query Results
unique_sources
6

How they relate

A source can have one-to-many associated marketing campaigns. These campaigns strive to accomplish different tasks, such as brand introduction, and retargeting efforts.

Campaigns and Sources



Website Summary

1

Landing Page

Brand introductory campaigns aim to get new users to the landing page.

2

Shopping Cart

Users place products into their shopping carts when interested in an item or service.

3

Checkout

Checkout process guides the user through the purchasing process. Retargeting campaigns aim to get the user back to this step when they leave the site.

4

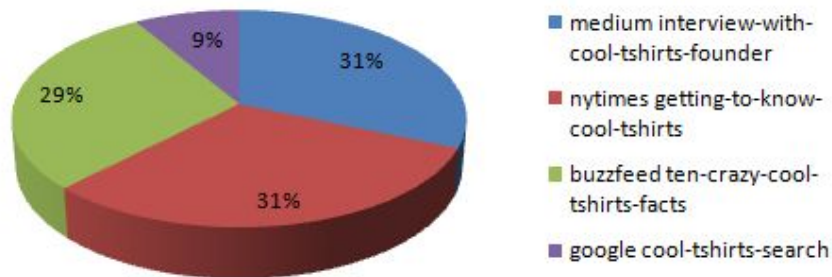
Purchase

User is sent to the purchase confirmation page after checkout is complete. Users landing on this page are a sign of a successful marketing campaign.

Unit 2:

What is the user journey?

First Touch Analysis



Marketing stories send the most traffic to the CoolTShirts website. The top three campaigns reach out to new users and introduce the brand through storytelling.

Query Results		
traffic_source	campaign_name	campaign_count
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

User drop-off is found by looking for First/Last touch timestamps that are equal: ~ 5%

Query Results		
traffic_source	campaign_name	user_dropoff
nytimes	getting-to-know-cool-tshirts	38
buzzfeed	ten-crazy-cool-tshirts-facts	32
medium	interview-with-cool-tshirts-founder	21
google	cool-tshirts-search	7

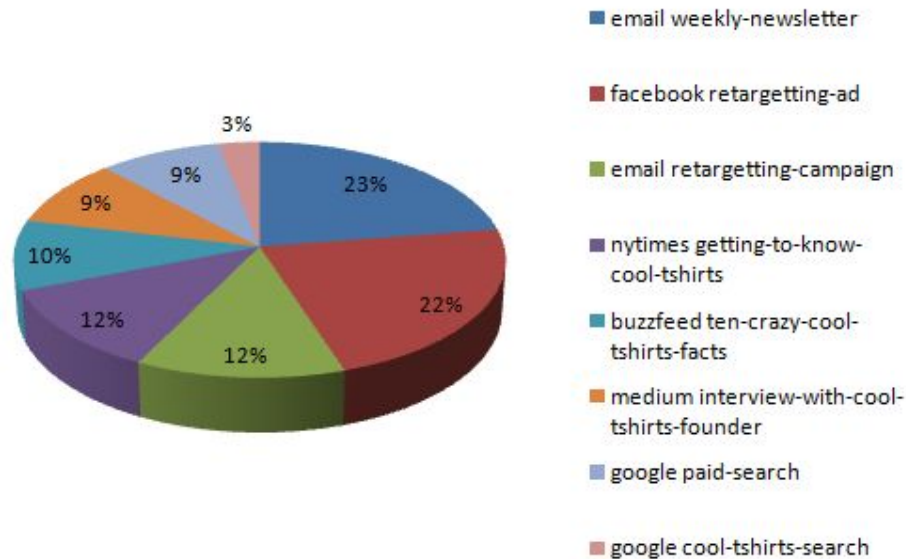
Last Touch Analysis

The weekly newsletter is responsible for keeping existing users engaged with the company. This campaign has the most last touches.

Retargeting campaigns follow close behind by persuading users to come back to the site after a previous visit.

The story marketing campaigns were very good at getting users to the site, but drop off significantly here.

The lowest performers are the Google SEO campaigns which give CoolTShirts exposure when users are searching for related keywords.

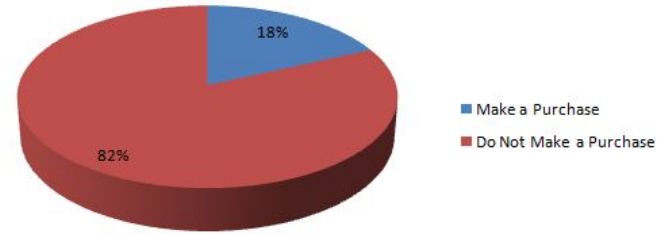


Query Results		
traffic_source	campaign_name	campaign_count
email	weekly-newsletter	447
facebook	retargeting-ad	443
email	retargeting-campaign	245
nytimes	getting-to-know-cool-tshirts	232
buzzfeed	ten-crazy-cool-tshirts-facts	190
medium	interview-with-cool-tshirts-founder	184
google	paid-search	178
google	cool-tshirts-search	60

18%

of users who visit the site make a purchase

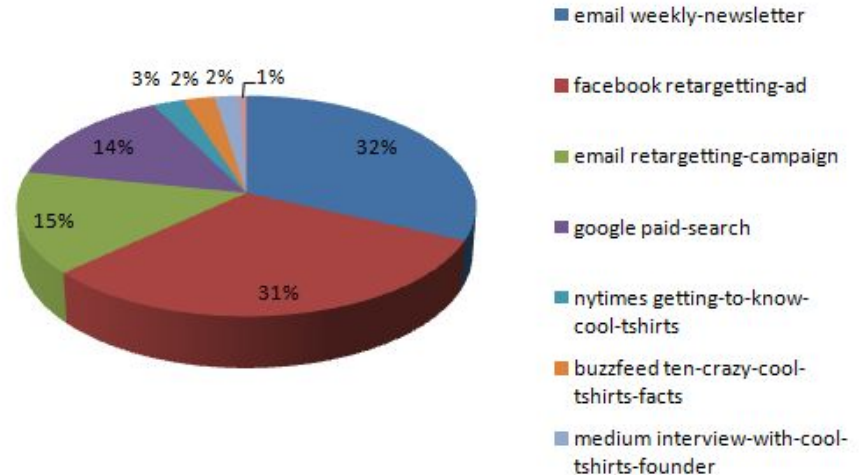
Query Results	
user_count	1979
purchase_visits	361



Campaigns that Lead to Purchases

The weekly newsletter is the most successful in turning visitors into customers. Not far behind are the retargeting campaigns. Each of these campaigns aim to keep the user engaged with the company.

Query Results		
traffic_source	campaign_name	campaign_count
email	weekly-newsletter	115
facebook	retargeting-ad	113
email	retargeting-campaign	54
google	paid-search	52
nytimes	getting-to-know-cool-tshirts	9
buzzfeed	ten-crazy-cool-tshirts-facts	9
medium	interview-with-cool-tshirts-founder	7
google	cool-tshirts-search	2

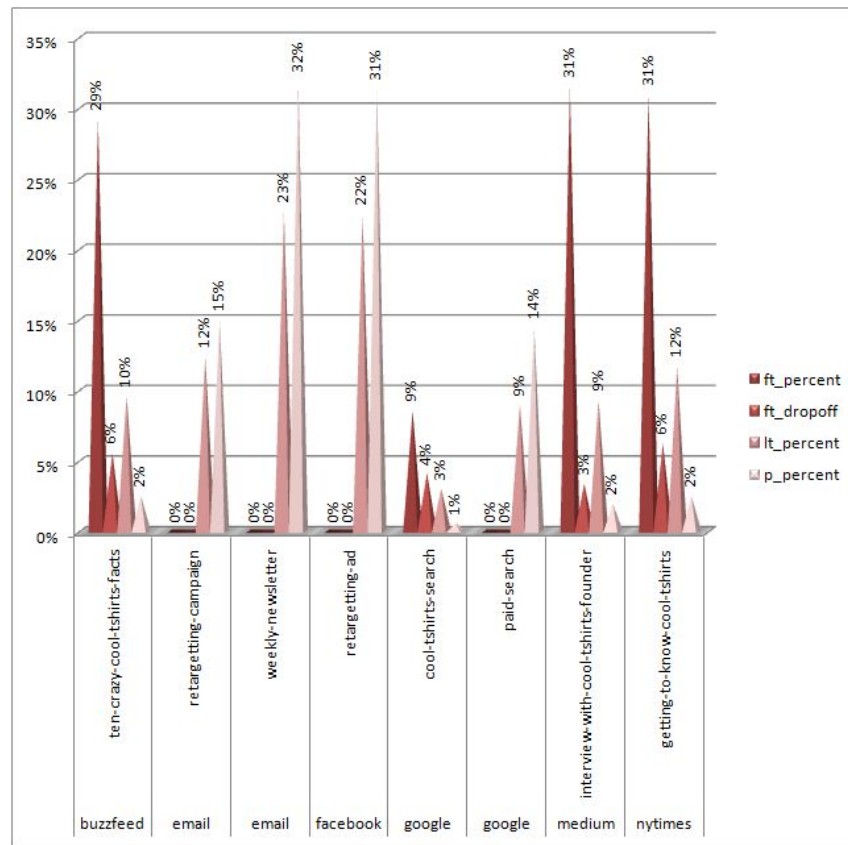


Putting it All Together

Combining the results from the previous queries will show the typical user journey and where each campaign excels.

The typical user will find CoolTShirts via story campaign. They will browse the site, sign up for the weekly newsletter, and leave the site without making a purchase. The weekly newsletter and retargeting campaigns will keep the user engaged and lead to a purchase at a later time.

traffic_source	campaign_name	first_touch	user_dropoff	last_touch	purchase_count
buzzfeed	ten-crazy-cool-tshirts-facts	576	32	190	9
email	retargetting-campaign	0	0	245	54
email	weekly-newsletter	0	0	447	115
facebook	retargetting-ad	0	0	443	113
google	cool-tshirts-search	169	7	60	2
google	paid-search	0	0	178	52
medium	interview-with-cool-tshirts-founder	622	21	184	7
nytimes	getting-to-know-cool-tshirts	612	38	232	9



Unit 3:

Optimizing the Campaign Budget

Marketing Reinvestment

interview-with-cool-tshirts-founder

- Story campaign that introduces the branch and connects with user
- Highest percentage of first touch(31%), least user drop-off(3%)

ten-crazy-cool-tshirts-facts

- Story campaign that introduces the branch and connects with user
- High percentage of first touch(29%), less user drop-off(6%)

retargeting-ad

- Retargeting keeps the users engaged with the company
- Higher percentage of last touch(22%), higher conversion to purchase(31%)

retargeting-campaign

- Retargeting keeps the users engaged with the company
- High percentage of last touch(12%), high conversion to purchase(15%)

weekly-newsletter

- Retargeting keeps the users engaged with the company, encourages brand loyalty
- Highest percentage of last touch(23%), highest conversion to purchase(32%)