



CoolTShirts Attribution

Learn SQL from Scratch

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Topic Summary

1. UTM tracking: Campaigns and Traffic Sources
2. CoolTShirts Site Map
3. Current User Behavior
4. CoolTShirts User Journey In a NutShell
5. Optimizing to a Retargeting Campaign Strategy
6. SQL Reference

1. UTM tracking: Campaigns and Sources

Campaign and Source Types

There are 8 Campaign types used a CoolTShirts:

utm_campaign
cool-tshirts-search
getting-to-know-cool-tshirts
interview-with-cool-tshirts-founder
paid-search
retargeting-ad
retargeting-campaign
ten-crazy-cool-tshirts-facts
weekly-newsletter

There are 6 Sources that we use to drive traffic to CoolTShirts:

utm_source
buzzfeed
email
facebook
google
medium
nytimes

- Campaigns types let us understand our marketing and advertising messages
- Source informs us where traffic on CoolTShirts originates from

Campaign and Source Relation

Each Campaign uses a single source strategy based on relevancy of the platform:

utm_campaign	utm_source	Instances
getting-to-know-cool-tshirts	nytimes	1349
ten-crazy-cool-tshirts-facts	buzzfeed	1198
interview-with-cool-tshirts-founder	medium	1178
weekly-newsletter	email	565
retargeting-ad	facebook	558
cool-tshirts-search	google	313
retargeting-campaign	email	300
paid-search	google	231

- News/Blog sites are used for educating people about the brand
- Email is used to send out our newsletter to opt-in users as well as retargeting based of site activity
- Google is used for SEO and SEM efforts
- Facebook is leveraged entirely for retargeted advertising

2. CoolTShirts Site Map

CoolTShirts Site Map

page_name	Instance
1 - landing_page	2000
2 - shopping_cart	1900
3 - checkout	1431
4 - purchase	361

- There are four pages within the site map that a user can view

Landing Page – The first page seen from a marketing/advertising referral

Shopping_Cart – The view of select items a user would like to purchase

Checkout – Where the user enter shipping/billing information

Purchase – A purchase confirmation page

3. User Behavior —First Touches

User Journey – First Touches

utm_source	utm_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

- User first touches came from our news/blog efforts and Google search
 - 31.4% of first touches came from Medium followed by NYTimes with 30.9%
 - Google search only accounted for 8.5%, which indicates an opportunity to increase traffic with basic SEO implementation

3. User Behavior –Last Touches

User Journey – Last Touches

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

- The majority of last touches came in the form of newsletter and retargeting efforts
 - 34.7% of last touches came retargeting campaigns, indicating that most users needed a second marketing message to return to the site to complete or continue down the purchase funnel
 - Google SEM is a low last touch traffic driver and marketing dollars spent should be reconsidered to other efforts

3. User Behavior – Total Purchases

User Journey – Total Purchases

Visitors with Purchase
361

- Out of the 2000 unique users, 361 visitors made a purchase
 - Site purchase conversion rate of 18% from 01.01.18-02.04.18
 - No users had repeat purchases

3. User Behavior — Last Touch Purchases

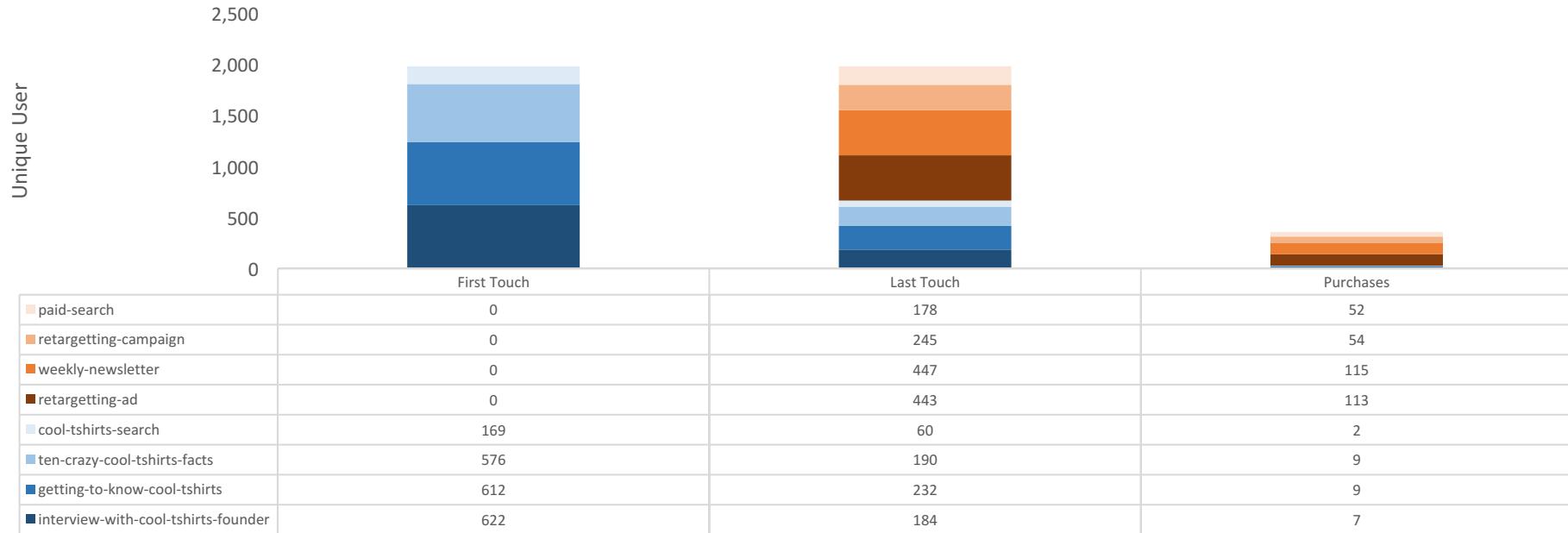
User Journey – Total Purchases

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

- 63% of all last touch purchases came from 2 campaigns
 - 115 out of 361 last touch purchases came from the weekly email newsletter
 - 113 came from the retargeting-ad from Facebook
- Campaigns that led to first touches did not lead to a significant volume of sales

4. The CoolTShirts User Journey

Cool TShirts - Consumer Journey to Purchase



- A users will find out about CoolTShirts and visit the site for the first time via a news/blog awareness campaign or by finding the site through organic search, 100% of first touches come from the 4 awareness.
- CoolTshirt Awareness though does not lead to purchases, as awareness campaign lead to only 7% of sales
- In order to drive return visitation and thus sales, users are returning to the site via re-messaging through targeted advertising or newsletters, 66% of Last Touches are from 4 targeted advertising campaigns
- Users are purchasing after seeing a retarget message, 93% of purchases come from these 4 advertising campaigns

5. Optimizing to a Retargeting Strategy

Cool TShirts – Optimizing to a Retargeting Strategy

- 93% of purchases come from these 4 retarget advertising campaigns and the majority of spend should be here:

Campaign	% of Purchases	Conversion Rate (Last Touch)
weekly-newsletter	31.86%	25.7%
retargeting-ad	31.30%	25.5%
retargeting-campaign	14.96%	22.0%
paid-search	14.40%	29.2%

Campaigns to Continue

1. Paid Search has the highest last touch purchase conversion rate, though over all purchase volume is low, this can be solved by a more robust AdWords campaign. Increasing relevant keywords, CPCs and A/B testing copy will have a significant increase in Last Touch and is an effective way to spend advertising budget
2. Weekly Newsletter, this leads to the largest overall % of purchases and the second highest conversion rate. Weekly Newsletters allow for email personalization, high ROI product highlights and audience segmentation. These tactics are key to driving return purchase behaviors which they are currently none.
3. Retargeting-Ad, only slightly less than the Newsletter in terms of volume and conversion, which a very larger upside of potential reach from Facebook. Recommendation is to build a Facebook business presence, publish content organically then use that content to re-targeting against fans of competitors

Campaigns to Pause

1. Retargeting-campaign – not as effective from reach, purchase volume or conversion. Re-distribute funds to Weekly Newsletters and begin segmenting newsletter content by previous retargeting strategies

Cool TShirts – Improving Awareness

- 100% of first touch comes from awareness campaigns, budget here should be much smaller and paid at a low CPM but awareness is key to growing the business

Campaign	% of First Touch	Purchase Conversion Rate (Last Touch)
interview-with-cool-tshirts-founder	31.43%	3.8%
getting-to-know-cool-tshirts	30.92%	3.9%
ten-crazy-cool-tshirts-facts	29.11%	4.7%
cool-tshirts-search	8.54%	3.3%

Campaigns to Continue

1. Ten Crazy Cool T-Shirt Facts, the highest purchase conversion rate of all awareness campaigns, putting more budget to BuzzFeed to grow the audience and then retargeting them effectively to push them into the last touch purchase funnel
2. Getting to Know Cool Tshirts, only slightly behind to lead for raw first touch volume but slightly higher in conversion plus this a unique different audience on NYTimes than on BuzzFeed. A good opportunity to build awareness if done cost efficiently

Campaigns to Pause

1. Interview with Cool T-Shirt Founder – though high volume, last touch purchase is low. Can optimize elsewhere
2. Cool Tshirt Search – continue as-is since this requires no spend but avoid paying for SEO at this time and focus on SEM. As the audience grows from awareness SEO should increase organically.

6. SQL Reference

Campaign and Source Types

```
1  -- Distict Campaigns
2  SELECT DISTINCT utm_campaign AS Campaigns
3  FROM page_visits;
4
5  --Distinct Source
6  SELECT DISTINCT utm_source AS Source
7  FROM page_visits;
8
9  --Campaign Source Relation
10 SELECT utm_campaign AS Campaigns, utm_source AS Source,
11        COUNT(timestamp) AS Instance
12 FROM page_visits
13 GROUP BY Campaigns
14 ORDER BY Instance DESC;
```

CoolTShirts Site Map

```
1 |--Site map
2 SELECT DISTINCT page_name, COUNT(timestamp) AS Instance
3 FROM page_visits
4 GROUP BY page_name
5 ORDER BY Instance DESC;
```

User Journey – First Touches

```
1  --First touch for each campaign
2  WITH first_touch AS (
3      SELECT user_id,
4             MIN(timestamp) as first_touch_at
5      FROM page_visits
6      GROUP BY user_id)
7  SELECT
8      pv.utm_source,
9      pv.utm_campaign,
10     COUNT(ft.first_touch_at) AS First_Touches
11  FROM first_touch ft
12  JOIN page_visits pv
13      ON ft.user_id = pv.user_id
14      AND ft.first_touch_at = pv.timestamp
15      GROUP BY pv.utm_campaign
16      ORDER BY First_Touches DESC;
17
```


User Journey – Last Touches

```
1  --Last touch for each campaign
2  WITH last_touch AS (
3      SELECT user_id, MAX(timestamp) AS 'last_touch_at',
4             utm_source
5      FROM page_visits
6      GROUP BY user_id)
7  SELECT
8      pv.utm_campaign,
9      pv.utm_source,
10     COUNT(lt.last_touch_at) AS Last_Touches
11 FROM last_touch AS 'lt'
12 JOIN page_visits AS 'pv'
13     ON lt.user_id = pv.user_id
14     AND lt.last_touch_at = pv.timestamp
15 GROUP BY pv.utm_campaign
16 ORDER BY Last_Touches DESC;
```

User Journey – How many visitors make a purchase?

```
1  --Visitors making purchase
2  SELECT DISTINCT COUNT(user_id) AS 'Visitors with Purchase'
3  FROM page_visits
4  WHERE page_name = "4 - purchase";
```

User Journey – Last Touch purchases by Campaign?

```
1  --Last Touch on the Purchase Page by Campaign
2  WITH last_touch AS (
3      SELECT
4          user_id,
5          MAX(timestamp) AS 'last_touch_at',
6          utm_source
7      FROM page_visits
8      WHERE page_name IS '4 - purchase'
9      GROUP BY user_id)
10
11  SELECT
12      pv.utm_campaign AS Campaign,
13      pv.utm_source AS Source,
14      COUNT(lt.last_touch_at) AS Purchase_Last_Touches
15  FROM last_touch AS 'lt'
16  JOIN page_visits AS 'pv'
17      ON lt.user_id = pv.user_id
18      AND lt.last_touch_at = pv.timestamp
19  GROUP BY pv.utm_campaign
20  ORDER BY Purchase_Last_Touches DESC;
```