

CoolTShirts

**Campaign Analysis Based On
Website Data
(Aug 2008)**

A Capstone Project

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CoolTShirts

- Company Overview
 - CoolTShirts Campaigns
 - CoolTShirts Sources
 - Relationship Between Sources and Campaigns
 - Website Pages

CoolTShirts Campaigns

- CoolTShirts currently has **EIGHT** campaigns underway.
 - Campaigns are:
 - Getting-to-know-cool-tshirts
 - Weekly-newsletter
 - Ten-crazy-cool-tshirts-facts
 - Retargeting-campaign
 - Retargeting-ad
 - Interview-with-cool-tshirts-founder
 - Paid-search
 - Cool-tshirts-search

CoolTShirts Sources

- There are currently **SIX** sources that are attracting visitors to the CoolTShirts website.
- Those sources are:
 - Nytimes
 - Email
 - Buzzfeed
 - Facebook
 - Medium
 - Google

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- The relationship between campaigns and sources:
 - Email led to 692 last touches over 2 campaigns
 - Facebook led to 443 last touches over 1 campaign
 - Google led to 238 last touches over 2 campaigns
 - Nytimes led to 232 last touches over 1 campaign
 - Buzzfeed led to 190 last touches over 1 campaign
 - Medium led to 184 last touches over 1 campaign

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- CoolTShirts website displays **FOUR** pages to customers:
 - 1 – landing_page
 - 2 – shopping_cart
 - 3 – checkout
 - 4 – purchase

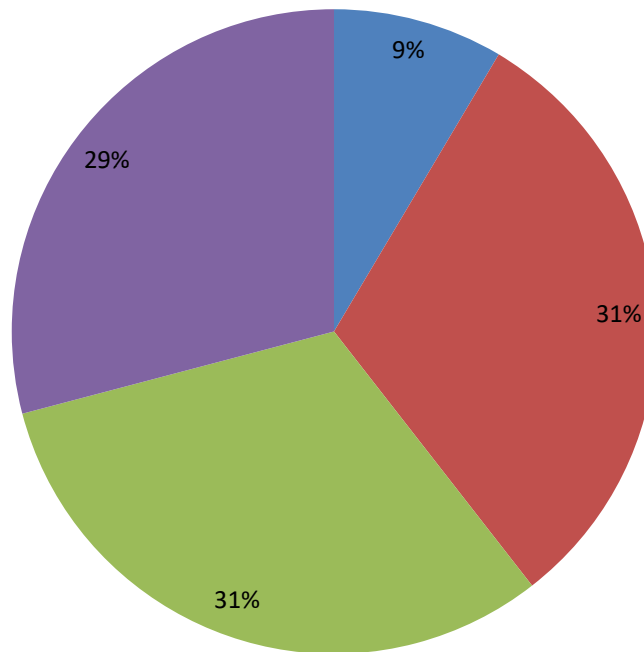
CoolTShirts Customer Analysis

- Our analysis is based on:
 - CoolTShirts campaign customer first touches
 - CoolTShirts campaign customer last touches
 - CoolTShirts last touches on purchase page per campaign
 - CoolTShirts customer purchases
 - CoolTShirts typical customer journey

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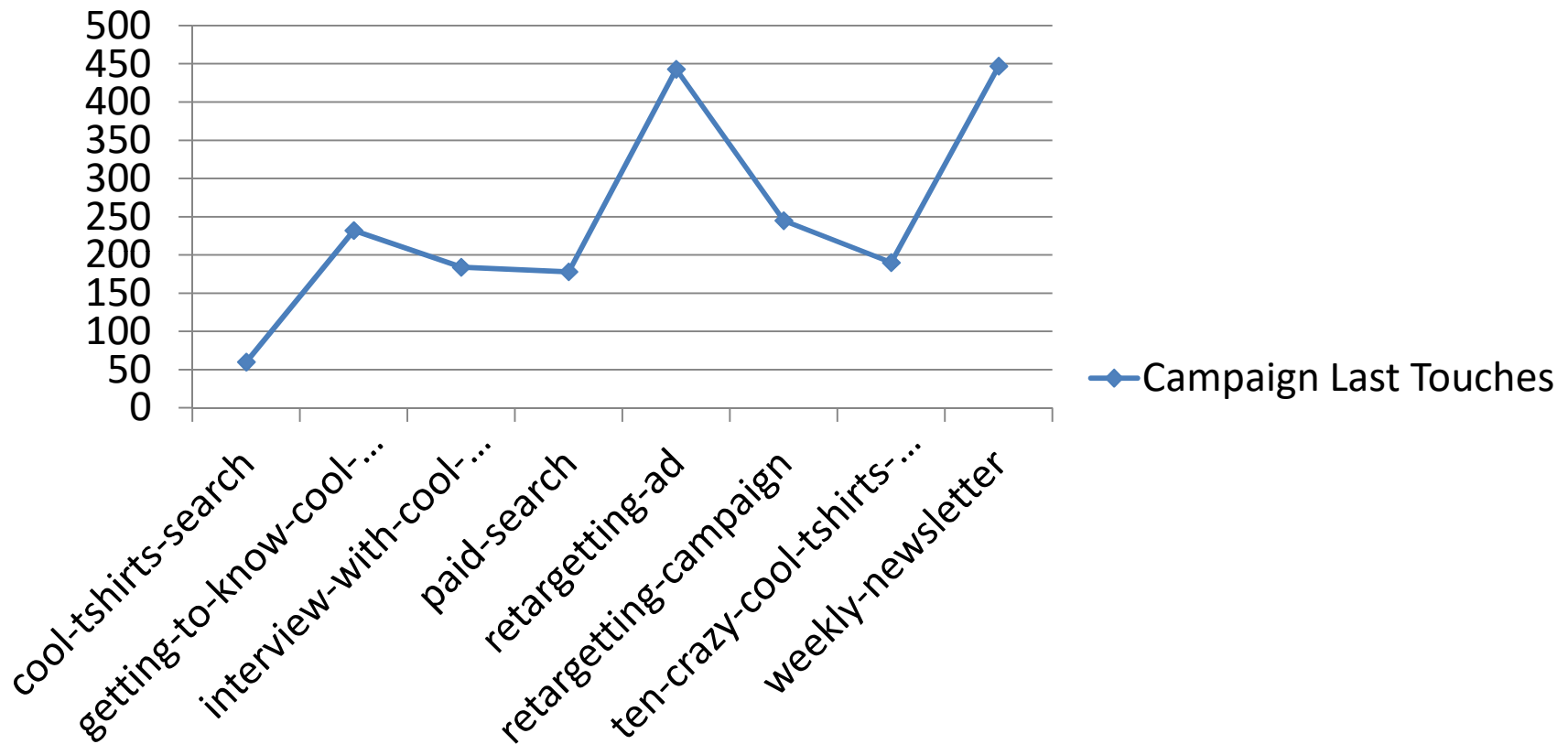
Campaign First Touches

■ cool-tshirts-search ■ getting-to-know-cool-tshirts ■ interview-with-cool-tshirts ■ ten-crazy-cool-tshirts-facts

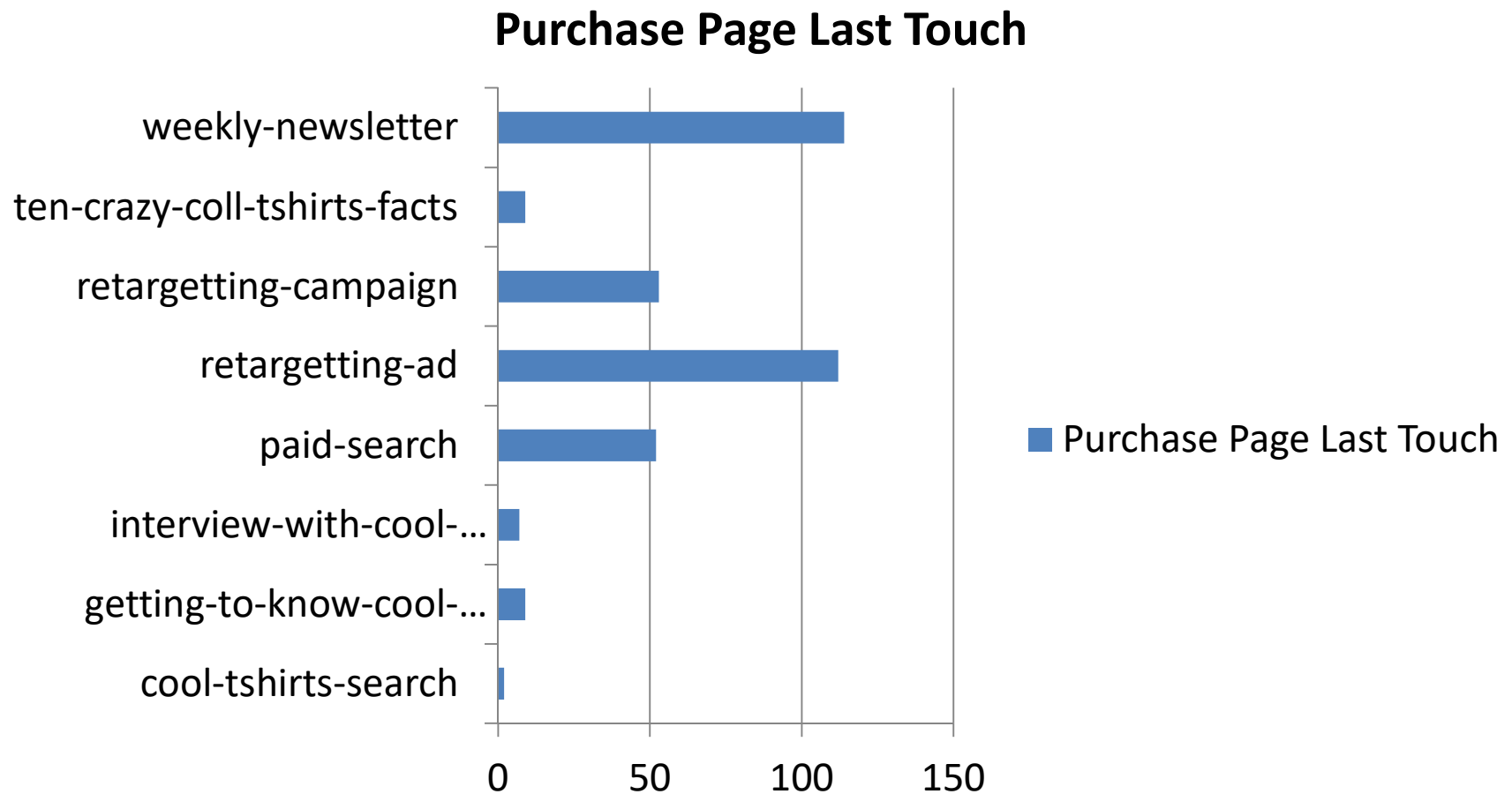


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Campaign Last Touches



Purchase Page Last Touches by Campaign



Overview of Customers Journey

- The eight campaigns led:
 - 361 customer purchases
 - 1431 visits to checkout page
 - 1900 visits to shopping cart page
 - 2000 visits to the landing page

CoolTShirts Campaign Optimization

- Based on the data provided by CoolTShirts and my analysis. The CoolTShirts company would best serve itself by investing in the following five campaigns:
 - Cool-tshirts-search
 - Getting-to-know-cool-tshirts
 - Interview-with-cool-tshirts-founder
 - Paid-search
 - Ten-crazy-cool-tshirts-facts

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- The analysis data shows these to be the least effective campaigns in use by the company.
- The weekly-newsletter and retargeting-ad show they are self-sufficient.
- The retargeting-campaign is borderline as to needing possible funding.
- The company may want to look at boosting their advertising campaigns based on their sources also.