



# Marketing Attribution CoolTShirts

Analyze Data with SQL

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# **1. Getting familiar with CoolTShirts**

# 1.1 Campaigns and Sources

Campaign	Source
getting-to-know-cool-tshirts	nytimes
weekly-newsletter	email
ten-crazy-cool-tshirts-facts	buzzfeed
retargeting-campaign	email
retargeting-ad	facebook
interview-with-cool-tshirts-founder	medium
paid-search	google
cool-tshirts-search	google

- CoolTShirts uses 8 distinct campaigns and 6 distinct sources.
- The source refers to the platform that is running the campaign. This is the source that brought users to the website, via the related campaign.
- In this table we can see which source is related to which campaign.

## 1.2 Pages

Pages	Number of Visitors
1 - landing_page	1979
2 - shopping_cart	1881
3 - checkout	1431
4 - purchase	361

- The user funnel shows 4 pages for CoolTShirts.
- The overall conversion rate is 18.2%, this is the percentage of total visitors that end up making a purchase on the website.

## **2. User Journey**

## 2.1 First touch attributions

Campaign	Number of First Touches
interview-with-cool-tshirts-founder	622 (31.5%)
getting-to-know-cool-tshirts	612 (30.9%)
ten-crazy-cool-tshirts-facts	576 (29.1%)
cool-tshirts-search	169 (8.5%)
<b>Total</b>	<b>1979 (100%)</b>

- The first touch attribution only considers the first campaign for each customer. This shows how visitors initially discover the website.
- 4 out of the 8 campaigns are responsible for first visits to the website.
- The campaign 'interview-with-cool-tshirts-founder' is most successful with 31.5% of first touches.
- The campaign 'cool-tshirts-search' has the least amount of impact with 8.5%.

## 2.2 Last touch attribution

Campaign	Number of Last Touches
weekly-newsletter	447 (22.6%)
retargetting-ad	443 (22.4%)
retargetting-campaign	245 (12.4%)
getting-to-know-cool-tshirts	232 (11.7%)
ten-crazy-cool-tshirts-facts	190 (9.6%)
interview-with-cool-tshirts-founder	184 (9.3%)
paid-search	178 (9.0%)
cool-tshirts-search	60 (3.0%)
<b>Total</b>	<b>1979 (100%)</b>

- Last touch attribution only considers the last campaign for each visitor. This can show us how visitors are being drawn back to the website.
- All 8 campaigns are responsible for part of the total of last visits to the website.
- The campaign 'weekly-newsletter' is most successful with 22.6% of last touches.
- The campaign 'cool-tshirts-search' has the least amount of impact with 3.0%.



## 2.3 Last touch attribution on purchase page

Campaign	Number of Last Touches
weekly-newsletter	115 (31.9%)
retargetting-ad	113 (31.3%)
retargetting-campaign	54 (14.9%)
paid-search	52 (14.4%)
getting-to-know-cool-tshirts	9 (2.5%)
ten-crazy-cool-tshirts-facts	9 (2.5%)
interview-with-cool-tshirts-founder	7 (1.9%)
cool-tshirts-search	2 (0.6%)
<b>Total</b>	<b>361 (100%)</b>

- The amount of last touches on the purchase page that each campaign is responsible for. This shows how people are being drawn back for making a purchase.
- The campaign ‘weekly-newsletter’ is again the most successful with 31.9% of last visits on the purchase page.
- The campaign ‘cool-tshirts-search’ has the least amount of impact with 0.6%.

# **3. Recommendations**

### 3. Five campaigns to re-invest in

Campaign	Number of First Touches
interview-with-cool-tshirts-founder	622 (31.4%)
getting-to-know-cool-tshirts	612 (30.9%)
ten-crazy-cool-tshirts-facts	576 (29.1%)

Campaign	Number of Last Touches
weekly-newsletter	115 (31.9%)
retargeting-ad	113 (31.3%)

- The recommendation is to create a healthy balance in initially attracting people to the website and securing actual purchases.
- The following three campaigns are responsible for most initial traffic on the website:
  1. interview-with-cool-tshirts-founder
  2. getting-to-know-cool-tshirts
  3. ten-crazy-cool-tshirts-facts
- These two campaigns together contribute to 63.2% of purchases:
  1. weekly-newsletter
  2. retargeting-ad