Welcome to my presentation

First and Last Touch attribution
Aidan Breen
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- How many campaigns and sources does CoolTShirts use and how are they related? Be sure to explain the difference between `utm_campaign` and `utm_source`.

Answer: 8 campaigns and 6 sources. The utm campaign is the actual advertising project that led the consumer to the website. The utm source is what *brought* the consumer to the website (a search or website domain).

- What pages are on their website?

4 pages are on the website.
The majority of customers do not make
It to the purchase page.

1 - landing_page

2 - shopping_cart

3 - checkout

4 - purchase

- How many first touches is each campaign responsible for?

cool-tshirts-search	169
ten-crazy-cool-tshirts-facts	576
getting-to-know-cool-tshirts	612
interview-with-cool-tshirts-founder	622

Looks like the interview went well.

First Touches breakdown

The first touch shows the first point of contact the user had with the ad campaign.The interview brought in a lot of traffic but that does not necessarily mean any of those users purchased a tshirt (their loss).

- **How many last touches is each campaign responsible for?**

cool-tshirts-search	60
paid-search	178
interview-with-cool-tshirts-founder	184
ten-crazy-cool-tshirts-facts	190
getting-to-know-cool-tshirts	232
retargetting-campaign	245
retargetting-ad	443
weekly-newsletter	447

Interesting that the interview didn't lead to as many last touches as the news letter. Nonetheless, it still led to a significant number of sales.

Last touch campaign break down

Here we have the last point of contact the user had with an ad campaign and the source that brought them there. The interview does not have as many last touches but that doesn't mean it wasn't a good method of garnering tshirt interest.

- How many visitors make a purchase?

Maybe the tshirts aren't that cool..?

Out of the 5,692 users just 361 made a purchase.

361

- How many last touches *on the purchase page* is each campaign responsible for?

cool-tshirts-search	2
interview-with-cool-tshirts-founder	7
getting-to-know-cool-tshirts	9
ten-crazy-cool-tshirts-facts	9
paid-search	52
retargetting-campaign	54
retargetting-ad	113
weekly-newsletter	115

Last touch purchase page breakdown

Aw, now this one is more interesting. These are the final points of contact that closed the deal with the customer! The weekly-newsletter seems to be a major revenue driver. However, last touch attribution does not take into account the other interactions the user had before making a purchase. It is possible that other interactions may have also contributed to the purchase.

What is the typical user journey?

count(user_id)	page_name
2000	1 - landing_page
1900	2 - shopping_cart
1431	3 - checkout
361	4 - purchase

User Journey breakdown

As we saw earlier, the website consists of four pages: landing, shopping cart, checkout, and purchase. After the landing page, the number of users significantly declined with each subsequent page. It looks like many users (1431) were ready to make a purchase but might have had second thoughts.

- CoolTShirts can re-invest in 5 campaigns. Which should they pick and why?

utm_campaign	LT
cool-tshirts-search	2
interview-with-cool-tshirts-founder	7
getting-to-know-cool-tshirts	9
ten-crazy-cool-tshirts-facts	9
paid-search	52
retargetting-campaign	54
retargetting-ad	113
weekly-newsletter	115

Based on the query results, CoolTShirts should re-invest in the 5 campaigns that led to the most purchases. Those campaigns are:

1. Weekly-newsletter
2. retargeting -ad
3. Retargeting-campaign
4. Paid-search
5. Getting-to-know-cool-tshirts. Although this campaign tied with ten-crazy-cool-tshirts-facts, it had significantly more first touches (612 to 576). Therefore we can infer that the customer base has more of an interest in getting to know the company than learning tshirt facts (although I did learn that the average human can wear 837 tshirts before passing out from heat stroke).

However, I'm not sure if you can say with absolute certainty that the other campaigns should be discontinued. Perhaps first touch attribution from other campaigns caused these 5 campaigns to have the most purchases.

Thank you