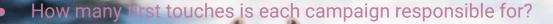


First and Last Touch attribution Aidan Breen 2/18/19











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.







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.



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.

