



Attribution Queries

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1. Get Familiar with CoolTShirts

1.1 Pages listed on website

- Landing page
- Shopping cart
- Checkout
- Purchase

1.2 Campaigns and Sources

- CoolTShirts has 8 campaigns from 6 sources
- Campaigns are the ways CoolTShirts uses their sources, for example the website can be found either through an organic google search for 'cooltshirts' or through pay-per-click from a google search like 'cool shirts'

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

2. User Journey

2.1 First Touches

- Four campaigns are responsible to directing visitors to CoolTShirts' website
- The campaign title, source and total count of visitors acquired are displayed in the table
- The interview with the founder, the New York Times article and the BuzzFeed article seem to drive the most traffic to the website

Source	Campaign	Count
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

```
WITH first_touch AS (  
    SELECT user_id,  
           MIN(timestamp) as first_touch_at  
    FROM page_visits  
    GROUP BY user_id),  
  
ft_attr AS (  
    SELECT ft.user_id,  
           ft.first_touch_at,  
           pv.utm_source,  
           pv.utm_campaign  
    FROM first_touch ft  
    JOIN page_visits pv  
      ON ft.user_id = pv.user_id  
     AND ft.first_touch_at = pv.timestamp  
)  
  
SELECT ft_attr.utm_source as Source,  
       ft_attr.utm_campaign as Campaign,  
       COUNT(*) as Count  
FROM ft_attr  
GROUP BY 1, 2  
ORDER BY 3 DESC;
```

2.2 Last Touches

- The table below summarizes the the number of last touches attributed to each campaign
- The weekly newsletter and Facebook targeting adds appear to effectively bring customers back to the coolTShirts' website

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

```
WITH last_touch AS (  
    SELECT user_id,  
           MAX(timestamp) as last_touch_at  
    FROM page_visits  
    GROUP BY user_id),  
  
lt_attr AS (  
    SELECT lt.user_id,  
           lt.last_touch_at,  
           pv.utm_source,  
           pv.utm_campaign  
    FROM last_touch lt  
    JOIN page_visits pv  
      ON lt.user_id = pv.user_id  
      AND lt.last_touch_at = pv.timestamp  
    )  
  
SELECT lt_attr.utm_source as Source,  
       lt_attr.utm_campaign as Campaign,  
       COUNT(*) as Count  
FROM lt_attr  
GROUP BY 1, 2  
ORDER BY 3 DESC;
```


2.3 Visitors Converted to Customers

- A total of 361 users made it to the purchase page
- Approximately 25% of users who visited the checkout page actually purchased product
- Approximately 18% of users who visited CoolTShirts' website purchased product

2.4 Campaigns That Drive Purchases

- This table summarizes the Campaigns that brought customers to the website to make a purchase
- The weekly newsletter and Facebook retargeting ads are most effective
- Retargeting campaigns through email and paid search clicks are also fairly effective

Source	Campaign	Count
email	weekly-newsletter	114
facebook	retargeting-ad	112
email	retargeting-campaign	53
google	paid-search	52
buzzfeed	ten-crazy-cool-tshirts-facts	9
nytimes	getting-to-know-cool-tshirts	9
medium	interview-with-cool-tshirts-founder	7
google	cool-tshirts-search	2

2.5 Typical User Journey

- All visitors are brought to the landing page first
- Approximately 95% of users add item(s) to their shopping cart
- Approximately 76% of users with a shopping cart visit the checkout page
- Approximately 25% of users who visit the checkout page make a purchase

page_name	distinct_users
1 - landing_page	1979
2 - shopping_cart	1881
3 - checkout	1431
4 - purchase	361

3. Optimization

3.1 Campaign Investment

- CoolTShirts should invest their limited resources in only 5 campaigns
- In order to create awareness of the brand and pique customer interest, CoolTShirts should invest in articles published online as in the table below
- However, CoolTShirts needs to convert website visitors into customers, it would be advantageous to also invest the weekly newsletter and re-targeting ads on Facebook

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