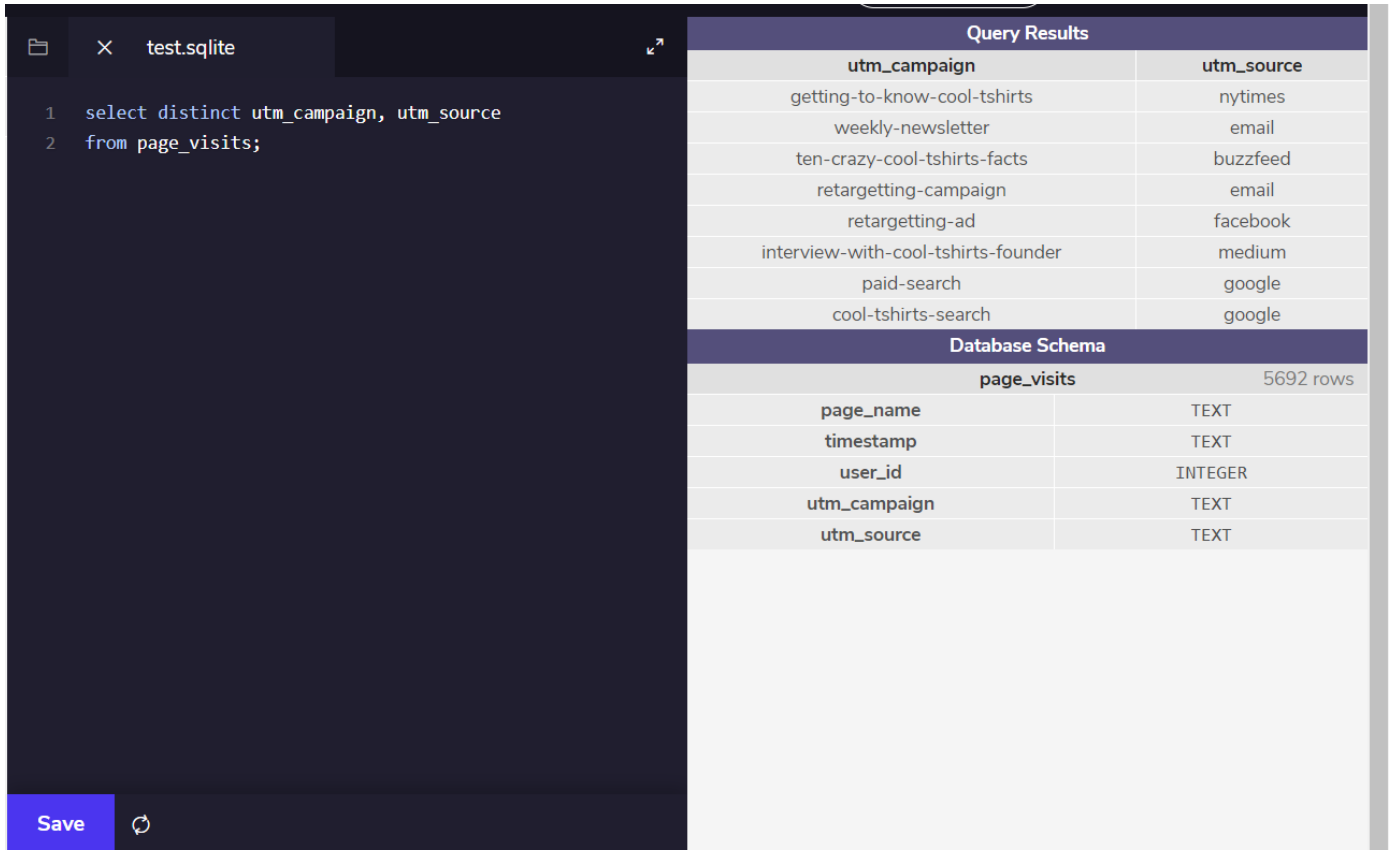
First Touch Last Touch

Capstone by Anmol Hegde

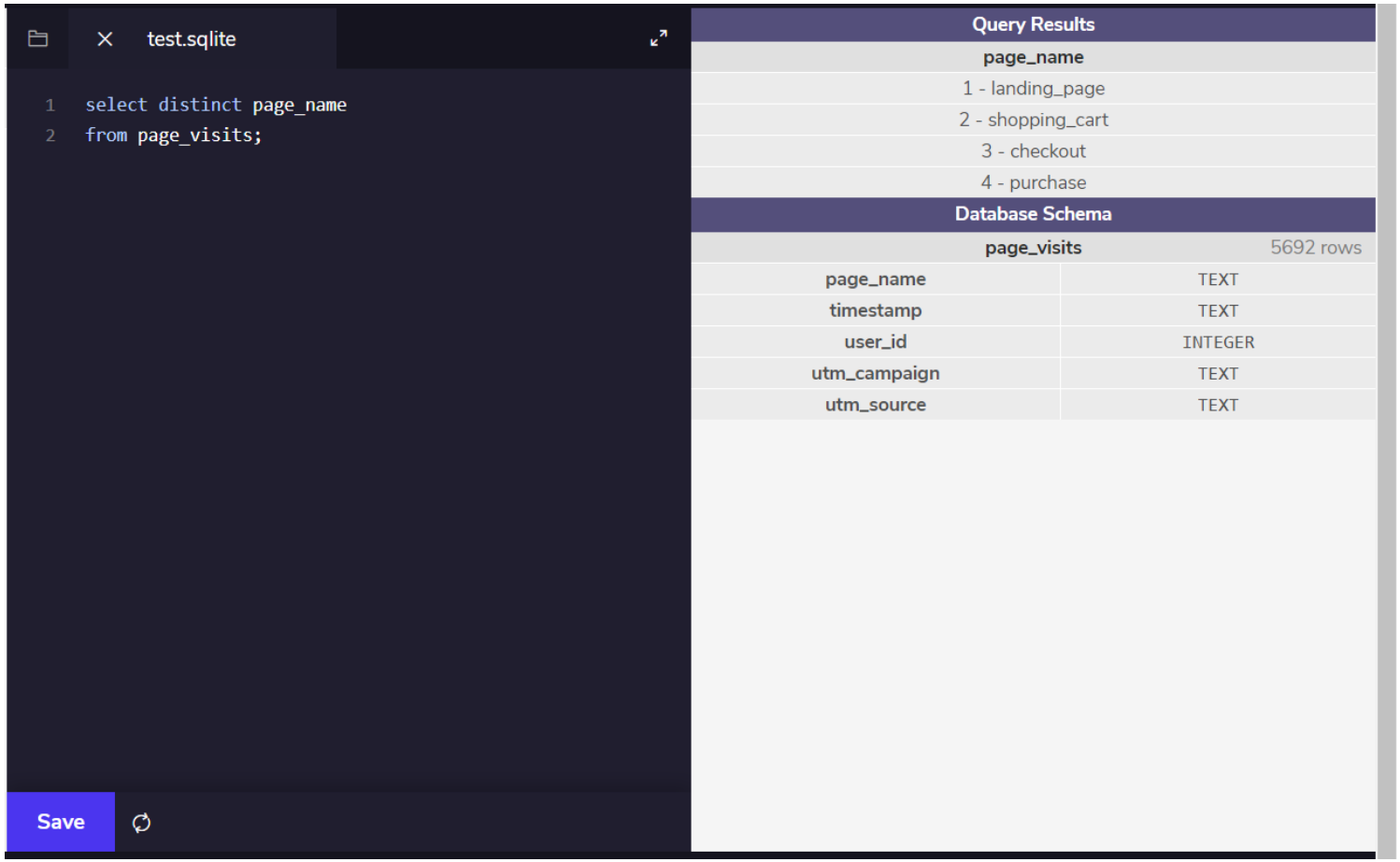
Campaigns and Sources

- CoolTShirts.com has 8 distinct campaigns:
  - Getting to Know Cool T-Shirts
  - Weekly Newsletter
  - Ten Cool T-Shirts Facts
  - Retargetting Campaign
  - Retargetting Ad
  - Interview with Cool T-Shirts Founder
  - Paid Search
  - Cool T-Shirts Search
- CoolTShirts.com has 6 distinct sources:
  - New York Times
  - Email
  - Buzzfeed
  - Facebook
  - Medium
  - Google
- Campaigns are specific ads or emails sent out by the site while sources are the outside platform where the user found the ad



Pages

- The Cool T-Shirts website has four pages:
  1. Landing Page
  2. Shopping Cart
  3. Checkout
  4. Purchase



First Touches

- Each campaign is responsible for the following number of first touches:
  - Interview with Cool T-Shirt Founder: 622
  - Getting to Know Cool T-Shirts: 612
  - Ten Crazy Cool T-Shirt Facts: 576
  - Cool T-Shirts Search: 169

test.sqlite

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

Save

Query Results

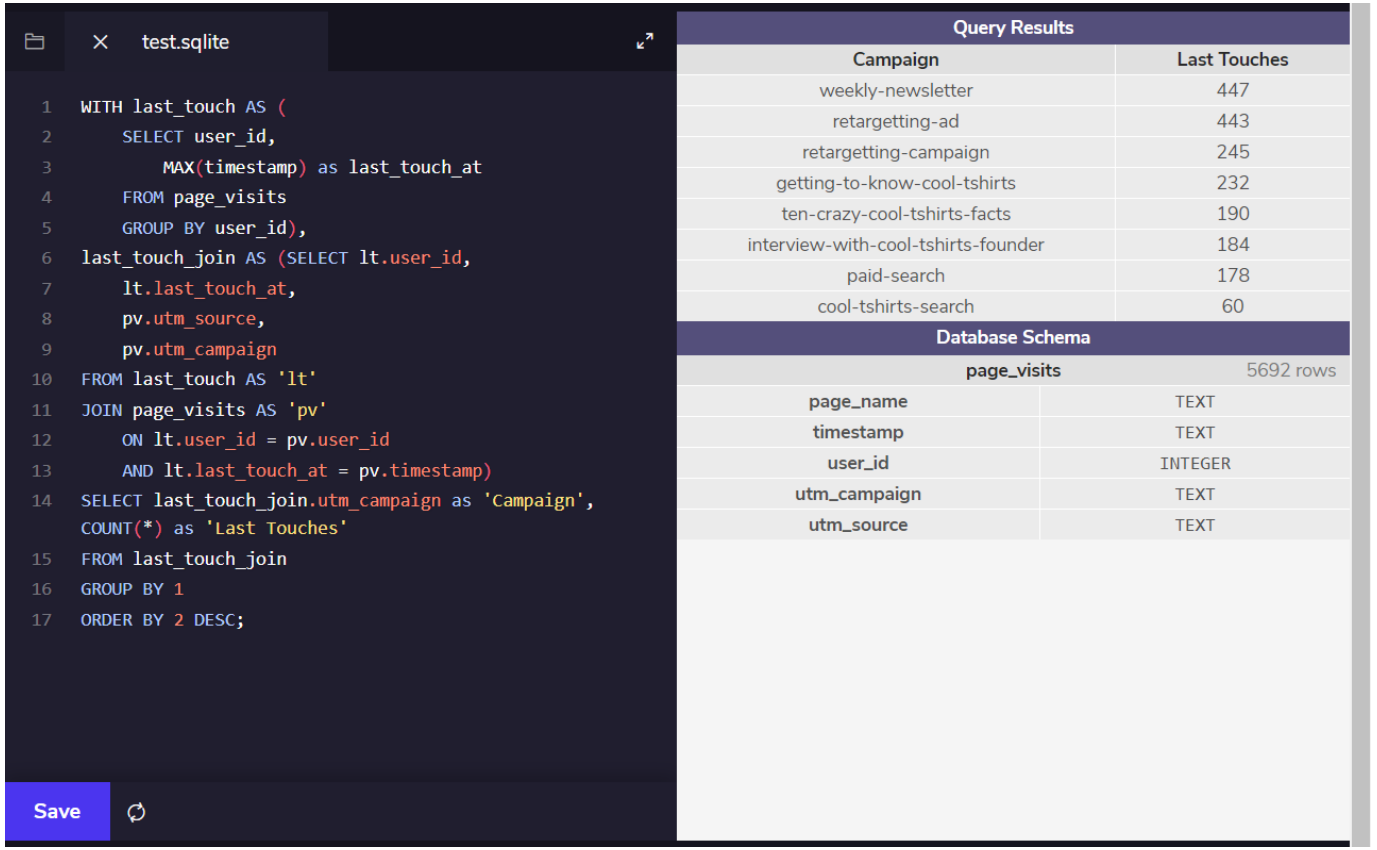
Campaign	First Touches
interview-with-cool-tshirts-founder	622
getting-to-know-cool-tshirts	612
ten-crazy-cool-tshirts-facts	576
cool-tshirts-search	169

Database Schema

page_visits	5692 rows
page_name	TEXT
timestamp	TEXT
user_id	INTEGER
utm_campaign	TEXT
utm_source	TEXT

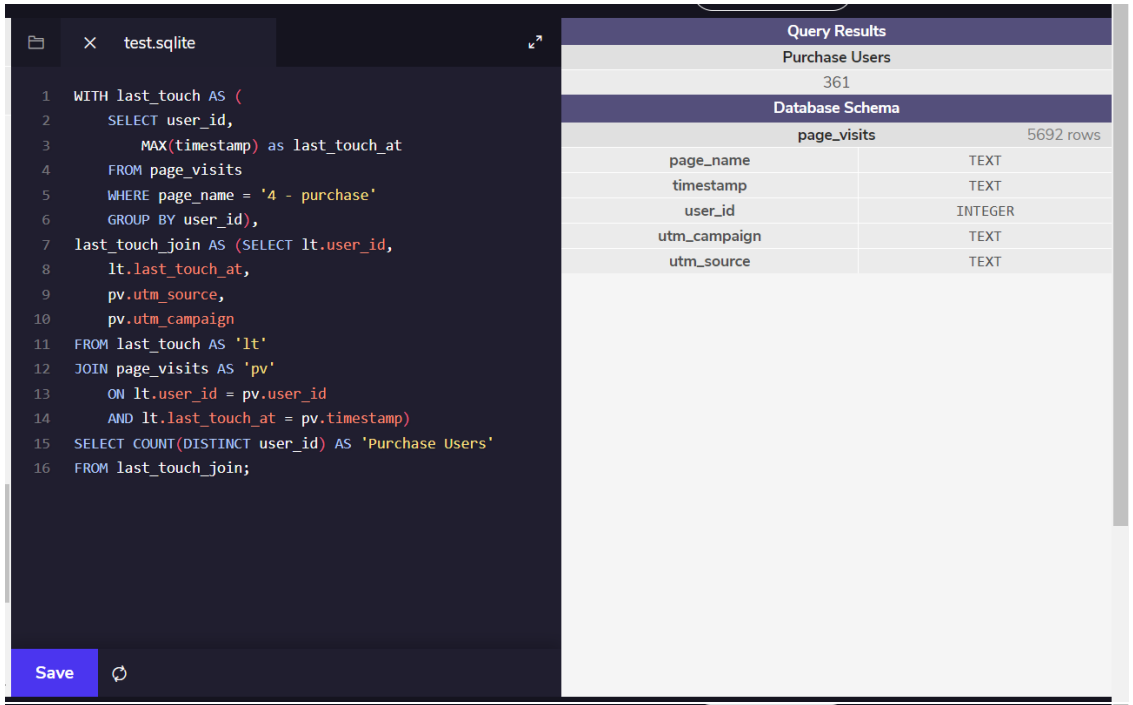
Last Touches

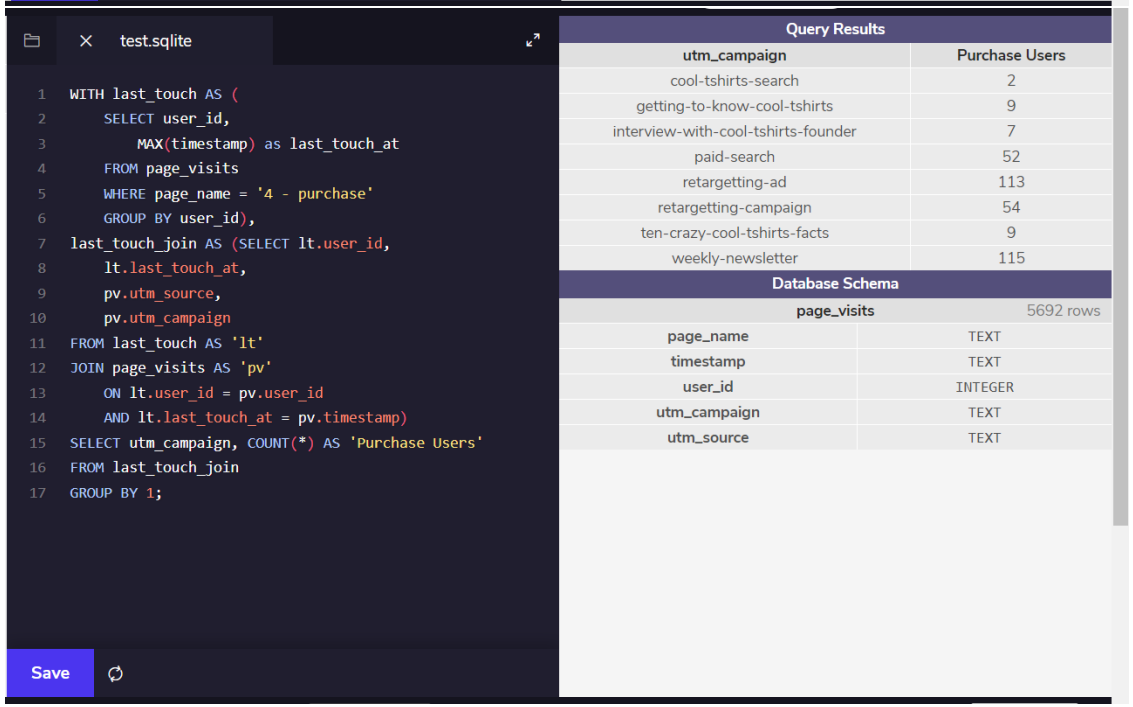
- Each campaign is responsible for the following number of last touches:
  - Weekly Newsletter: 447
  - Retargetting Ad: 443
  - Retargetting Campaign: 245
  - Getting to Know Cool T-Shirts: 232
  - Ten Cool T-Shirts Facts: 190
  - Interview with Cool T-Shirts Founder: 184
  - Paid Search: 178
  - Cool T-Shirts Search: 60



Purchases

- 361 users make a purchase
- Each campaign is responsible for the following number of last touches leading to purchases:
  - Cool T-Shirts Search: 2
  - Getting to Know Cool T-Shirts: 9
  - Interview with Cool T-Shirts Founder: 7
  - Paid Search: 52
  - Retargetting Ad: 113
  - Retargetting Campaign: 54
  - Ten Crazy Cool T-Shirts Facts: 9
  - Weekly Newsletter: 115





User Journey

- The typical user finds their way to the site primarily through the Interview with Cool T-Shirts Founder or Getting to Know Cool T-Shirts
- This user ultimately makes a purchase when sent the Weekly Newsletter or Retargetting Ad

test.sqlite

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Save

Query Results

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

Database Schema

page_visits	5692 rows
page_name	TEXT
timestamp	TEXT
user_id	INTEGER
utm_campaign	TEXT
utm_source	TEXT

test.sqlite

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

Save

Query Results

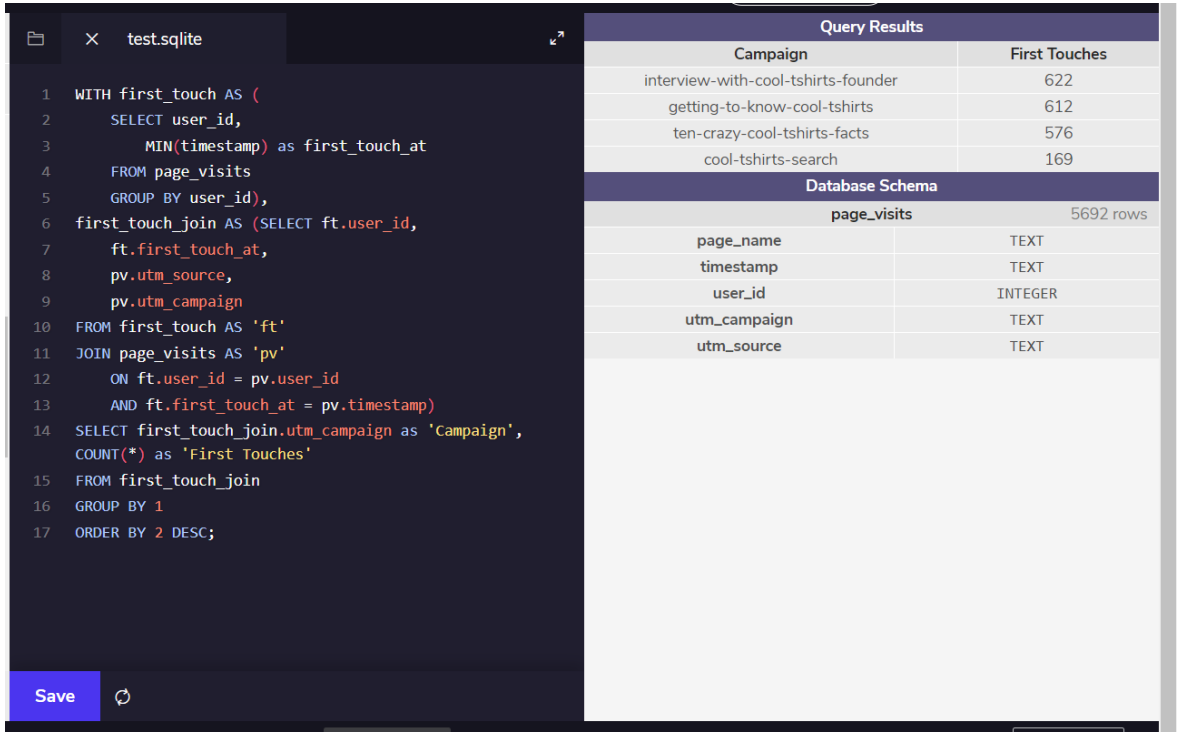
Campaign	Last Touches
weekly-newsletter	447
retargetting-ad	443
retargetting-campaign	245
getting-to-know-cool-tshirts	232
ten-crazy-cool-tshirts-facts	190
interview-with-cool-tshirts-founder	184
paid-search	178
cool-tshirts-search	60

Database Schema

page_visits	5692 rows
page_name	TEXT
timestamp	TEXT
user_id	INTEGER
utm_campaign	TEXT
utm_source	TEXT

Campaign Budget Optimization

- Five campaigns I recommend to reinvest in:
  - Interview with Cool T-Shirts Founder
    - This campaign entices a lot of initial viewers perhaps due to its personable nature
    - It would grow exposure to the brand
  - Getting to Know Cool T-Shirts
    - This campaign also entices first time users perhaps due to its catchy name
    - Making the company and its employees relatable



Campaign Budget Optimization cont.

- Weekly newsletter
  - This campaign led most people to finally purchase an item
  - Good way to show people weekly catalogues of products
- Retargetting Ads
  - This campaign led to second most final purchases
  - Targets already interested users with specialized content
- Retargetting Campaign
  - Third highest purchase rate of all campaigns which is the ultimate goal