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CoolTshirts Attribution Queries

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1. Get familiar with the company

- CoolTshirts uses 8 distinct UTM campaigns -- advertising campaigns
- CoolTshirts has 6 distinct UTM sources -- websites visited before CoolTshirts
- The following sources are showing the following campaigns:

UTM Source	UTM campaign
buzzfeed	ten-crazy-cool-tshirts-facts
email	retargetting-campaign
facebook	retargetting-ad
google	cool-tshirts-search
medium	interview-with-cool-tshirts-founder
nytimes	getting-to-know-cool-tshirts

1. Get familiar with the company

The CoolTshirts website has the following pages:

1 - landing_page

2 - shopping_cart

3 - checkout

4 - purchase

2. What is the user journey?

Each campaign is responsible for the following number of **first** touches:

Number of touches	Utm source	Utm campaign
622	medium	interview-with-cool-tshirts-founder
612	nytimes	getting-to-know-cool-tshirts
576	buzzfeed	ten-crazy-cool-tshirts-facts
169	google	cool-tshirts-search

2. What is the user journey?

Each campaign is responsible for the following number of **last** touches:

Number of last touches	Utm source	Utm campaign
447	email	weekly-newsletter
443	facebook	retargetting-ad
245	email	retargetting-campaign
232	nytimes	getting-to-know-cool-tshirts
190	buzzfeed	ten-crazy-cool-tshirts-facts
184	medium	interview-with-cool-tshirts-founder
178	google	paid-search
60	google	cool-tshirts-search

2. What is the user journey?

- 361 visitors make a purchase
- Each campaign is responsible for the following number of **last** touches on the purchase page:

Number of last touches	Utm source	Utm campaign
114	email	weekly-newsletter
112	facebook	retargetting-ad
53	email	retargetting-campaign
52	google	paid-search
9	nytimes	getting-to-know-cool-tshirts
9	buzzfeed	ten-crazy-cool-tshirts-facts
7	medium	interview-with-cool-tshirts-founder
2	google	cool-tshirts-search

2. What is the user journey?

What is the typical user journey?

- Based on first touch and last touch data it seems that users generally find out about the company from certain types of campaigns such as an interview on Medium or an ad in the New York Times.
- However these first interactions with the company do not usually lead to purchases.
- Generally email and Facebook campaigns seem to be working well to bring the user back to make a purchase.

3. Optimize the campaign budget

- Since the customer journey involves first identifying our product as well as making a repeat visit for purchase we recommend a mixed strategy based on first and last touch data.
- The five recommended campaigns to reinvest in are:
  - Three that have great **first** touch numbers
    - Interview-with-cool-tshirts-founder
    - Getting-to-know-cool-tshirts
    - Ten-crazy-cool-tshirts-facts
  - Two that have great **last** touch numbers
    - Weekly-newsletter
    - Retargetting-ad