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Attribution Queries

Learn SQL from Scratch
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1. Getting familiar with CoolTShirts

1.1 Campaigns and sources

- CoolTShirts uses 8 different campaigns

- And 6 different sources. The columns on the right are not related, each one is a different result from different queries that selected them distinct

- Every campaign is inside a source, this way, one same source might have two or more different campaigns. That's why we can also see that Google and Email have two different campaigns each.

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

1.2 Pages

- CoolTShirts has 4 different pages on their website, as seen on the right.

page_name	
1 - landing_page	
2 - shopping_cart	
3 - checkout	
4 - purchase	

2. What is the user journey?

2.1 First touches by campaign

The numbers of first touches in each campaign are on the table below, in a decreasing order.

ft_attr.utm_campaign	count(*)
interview-with-cool-tshirts-founder	622
getting-to-know-cool-tshirts	612
ten-crazy-cool-tshirts-facts	576
cool-tshirts-search	169

2.2 Last touches by campaign

- The number of last touches in each campaign are on the table below, in a decreasing order.

utm_campaign	COUNT(*)
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

2.3 Visitors that made a purchase

- The total number of distinct visitors that made a purchase is 361.

2.4 Number of last touches on the purchase page

- The total number of last touches on the purchase page is on the table below, grouped by campaign.

utm_campaign	count(last_touch_at)
weekly-newsletter	114
retargetting-ad	112
retargetting-campaign	53
paid-search	52
getting-to-know-cool-tshirts	9
ten-crazy-cool-tshirts-facts	9
interview-with-cool-tshirts-founder	7
cool-tshirts-search	2

2.5 The typical user journey

- BuzzFeed, NYTimes and Medium are the three main sources, considering the campaigns attached to them, that are the three with the biggest number of first_touches.
- The typical user will only purchase when coming from Email or Facebook, which is seen by the number of last touches on the purchase page.

3. Optimizing the campaign budget

- Considering only 5 campaigns to re-invest, these should be the first 3 with more first touches
  - interview-with-cool-tshirts-founder
  - getting-to-know-cool-tshirts
  - ten-crazy-cool-tshirts-facts

- And the first 2 with more last touches, which are also the two with more last touches on the purchase page
  - weekly-newsletter
  - retargetting-ad