



# Campaign analysis

# Cool T-shirts

Learn SQL from Scratch

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# **Getting to Know Cool T-Shirts**

# 1.1 Getting to know CoolTShirts

Distinct Campaign	Source
retargetting-ad	FaceBook
interview-with-cool-tshirts-founder	Medium
paid-search	Google
cool-tshirts-search	Google
getting-to-know-cool-tshirts	NYTimes
weekly-newsletter	E-Mail
ten-crazy-cool-tshirts-facts	BuzzFeed
retargetting-campaign	E-Mail

Using 8 different campaigns across 6 different sources we will determine which source/campaign received the most traffic and which one closed the deal.

```
--Query1.1--
SELECT DISTINCT utm_campaign
FROM page_visits;

--Query1.2--
SELECT DISTINCT utm_source
FROM page_visits;

--Query1.3--
SELECT utm_source, utm_campaign
FROM page_visits
GROUP BY 2;
```

## 1.2 Getting to know CoolTShirts

There are 4 pages on the CoolTShirts website with purchase being the ultimate goal however getting to the landing page is also important.

The 4 pages are:

- 1 – landing\_page
- 2 – shopping\_cart
- 3 – checkout
- 4 – purchase

```
--Query2.1--  
SELECT DISTINCT page_name  
FROM page_visits;
```

# **Users Journey**

## 2.1 User Journey\_First Touch

- Interview campaign from Medium generated the most first touches.

```
WITH first_touch AS (  
  SELECT user_id,  
         MIN(timestamp) AS first_touch_at  
  FROM page_visits  
  GROUP BY user_id)  
SELECT ft.user_id,  
       ft.first_touch_at,  
       pv.utm_source,  
       pv.utm_campaign,  
       COUNT(utm_campaign)  
FROM first_touch ft  
JOIN page_visits pv  
  ON ft.user_id = pv.user_id  
  AND ft.first_touch_at = pv.timestamp  
GROUP BY utm_campaign  
ORDER BY 5 DESC;
```

Source/campaign	First_touch
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

## 2.2 User Journey\_Last Touch

- Weekly-newsletter on E-mail generated the most last touches.

```
WITH last_touch AS (  
  SELECT user_id,  
         MAX(timestamp) AS last_touch_at  
  FROM page_visits  
  GROUP BY user_id)  
SELECT lt.user_id,  
       lt.last_touch_at,  
       pv.utm_source,  
       pv.utm_campaign,  
       COUNT(utm_campaign)  
FROM last_touch lt  
JOIN page_visits pv  
  ON lt.user_id = pv.user_id  
  AND lt.last_touch_at = pv.timestamp  
GROUP BY 4, 3  
ORDER BY 5 DESC;
```

Source/campaign	First_touch
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



## 2.3 Users who purchased

361 users made it all the way to the purchase page.

```
SELECT DISTINCT(COUNT (user_id))  
FROM page_visits  
WHERE page_name = '4 - purchase';
```

## 2.4 User Journey\_Last touch = Purchase

- Weekly-newsletter on E-mail generated the most last touch purchases..

```
WITH last_touch AS (  
  SELECT user_id,  
         MAX(timestamp) AS last_touch_at  
  FROM page_visits  
  WHERE page_name = '4 - purchase'  
  GROUP BY user_id)  
SELECT lt.user_id,  
       lt.last_touch_at,  
       pv.utm_source,  
       pv.utm_campaign,  
       COUNT(utm_campaign)  
FROM last_touch lt  
JOIN page_visits pv  
  ON lt.user_id = pv.user_id  
  AND lt.last_touch_at = pv.timestamp  
GROUP BY 4, 3  
ORDER BY 5 DESC;
```

Source/campaign	First_touch
email/weekly-newsletter	115
facebook/retargetting-ad	113
email/retargetting-campaign	54
google/paid-search	52
nytimes/getting-to-know-cool-tshirts	9
buzzfeed/ten-crazy-cool-tshirts-facts	9
medium/interview-with-cool-tshirts-founder	7
google/cool-tshirts-search	2

## 2.5 User Journey\_Typical

- With only 18% of the users make it from the landing page to purchase the typical journey ends at check-out.

%	user_id count	page_name
18%	361	4 - purchase
72%	1431	3 - checkout
95%	1900	2 - shopping_cart
100%	2000	1 - landing_page

```
SELECT DISTINCT(COUNT(user_id)), page_name
FROM page_visits
GROUP BY 2
ORDER BY 1;
```

# Optimal Campaign

### 3. Optimal Campaigns

The five campaigns to focus on in the future are:

- Interview-with-cool-tshirts-founder from medium (largest first-touch driver)
- Getting-to-know-cool-tshirts from nytimes (2<sup>nd</sup> largest first-touch driver)
- Weekly-newsletter from email (largest last-touch and purchase driver)
- Retargeting-ad from facebook (2<sup>nd</sup> largest last-touch and purchase driver)
- Retargeting-campaign from email (3<sup>rd</sup> largest last-touch and purchase driver)

Due to the newsletter and retargeting driving the largest purchases the top first-touch drivers are playing a role in getting the follow-up newsletters, e-mails and facebook purchases.