

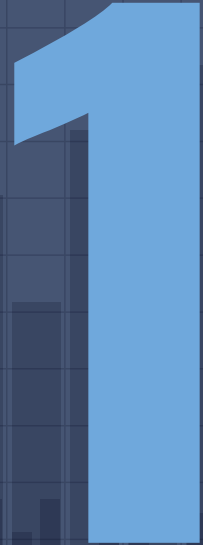
CoolTShirts

Learn SQL from Scratch

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Jan. 6, 2019

Getting Familiar with the Company



Campaign and Sources

There is a total of 8 distinct campaigns and 6 distinct sources. The 8 campaigns (utm_campaign) are assigned to the 6 distinct sources (utm_source), which are the mediums in which the campaigns are found in.

Query Results	
COUNT(DISTINCT utm_campaign)	
8	
COUNT(DISTINCT utm_source)	
6	
utm_campaign	utm_source
getting-to-know-cool-tshirts	nytimes
weekly-newsletter	email
ten-crazy-cool-tshirts-facts	buzzfeed
retargetting-campaign	email
retargetting-ad	facebook
interview-with-cool-tshirts-founder	medium
paid-search	google
cool-tshirts-search	google

The source "**nytimes**" contains the campaign "**getting-to-know-cool-tshirts.**"

The source "**email**" contains campaigns called "**weekly-newsletter**" and "**retargetting-campaign.**"

The source "**buzzfeed**" runs a campaign called "**ten-crazy-cool-tshirt-facts.**"

"**facebook**" contains a campaign called "**retargetting-ad.**"

"**google**" contains a campaign called "**paid-search**" and "**cool-tshirt-search.**"

And the source "**medium**" contains the campaign "**interview-with-cool-tshirts-founder.**"

Pages on Websites

The pages found on their websites are "landing_page", "shopping_cart", "checkout", and "purchase."

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

Users' Journeys

A large, light blue number '2' is positioned on the right side of the slide. The background is a dark blue grid with a silhouette of a bar chart at the bottom.

2

First-Touch Interactions

The campaign "**cool-tshirts-search**" is responsible for **169** first-touches.

The campaign "**ten-crazy-cool-tshirts-facts**" is responsible for **576** first-touches.

The campaign "**getting-to-know-cool-tshirts**" is responsible for **612** first-touches.

The campaign "**interview-with-cool-tshirts-founder**" is responsible for **622** first-touches.

user_id	first_touch_at	utm_source	utm_campaign	COUNT(utm_campaign)
99684	2018-01-13 13:20:49	google	cool-tshirts-search	169
99765	2018-01-04 05:59:46	buzzfeed	ten-crazy-cool-tshirts-facts	576
99933	2018-01-25 00:04:39	nytimes	getting-to-know-cool-tshirts	612
99990	2018-01-13 23:30:09	medium	interview-with-cool-tshirts-founder	622

Last-Touch Interactions

The campaign "**cool-tshirts-search**" is responsible for **60** last-touches.

The campaign "**paid-search**" is responsible for **178** last-touches.

The campaign "**interview-with-cool-tshirts-founder**" is responsible for **184** last-touches.

The campaign "**ten-crazy-cool-tshirts-facts**" is responsible for **190** last-touches.

The campaign "**getting-to-know-cool-tshirts**" is responsible for **232** last-touches.

The campaign "**retargetting-campaign**" is responsible for **245** last-touches.

The campaign "**retargetting-ad**" is responsible for **443** last-touches.

The campaign "**weekly-newsletter**" is responsible for **447** last-touches.

user_id	last_touch_at	utm_source	utm_campaign	COUNT(utm_campaign)
99344	2018-01-18 21:36:32	google	cool-tshirts-search	60
98840	2018-01-10 04:58:48	google	paid-search	178
99838	2018-01-02 07:40:34	medium	interview-with-cool-tshirts-founder	184
99765	2018-01-04 05:59:47	buzzfeed	ten-crazy-cool-tshirts-facts	190
99589	2018-01-15 04:55:43	nytimes	getting-to-know-cool-tshirts	232
99990	2018-01-16 11:35:09	email	retargetting-campaign	245
99928	2018-01-24 05:26:09	facebook	retargetting-ad	443
99933	2018-01-26 06:18:39	email	weekly-newsletter	447

Visitors that Purchase

There is a total of 361 visitors that made a purchase.

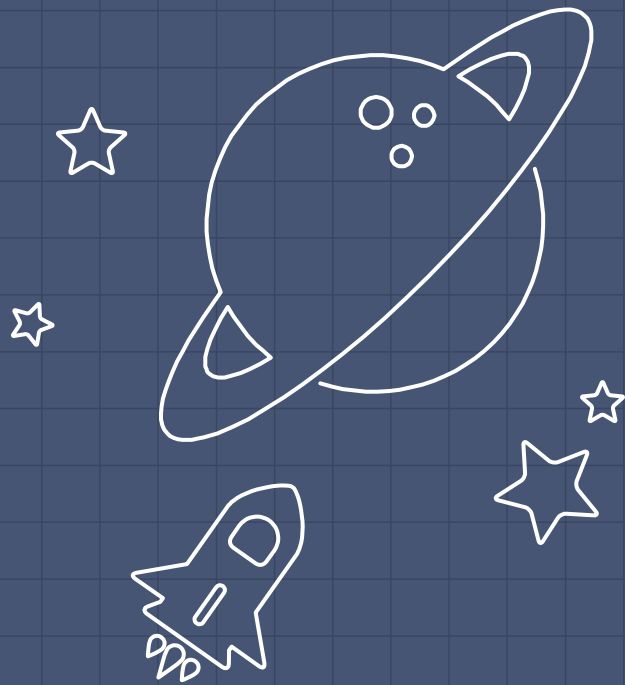
COUNT(DISTINCT user_id)
361

Last Touches on Purchase Page for Each Campaign

- The **"cool-tshirts-search"** campaign was responsible for **2** last touches on the purchase page.
- The **"interview-with-cool-tshirts-founder"** campaign was responsible for **7** last touches on the purchase page.
- The **"getting-to-know-cool-tshirts"** campaign was responsible for **9** last touches on the purchase page.
- The **"ten-crazy-cool-tshirts-facts"** campaign was responsible for **9** last touches on the purchase page.
- The **"paid-search"** campaign was responsible for **52** last touches on the purchase page.
- The **"retargetting-campaign"** campaign was responsible for **54** last touches on the purchase page.
- The **"retargetting-ad"** campaign was responsible for **113** last touches on the purchase page.
- The **"weekly-newsletter"** campaign was responsible for **115** last touches on the purchase page.

user_id	last_touch_at	utm_source	utm_campaign	COUNT(utm_campaign)
95650	2018-01-18 00:25:00	google	cool-tshirts-search	2
83547	2018-01-10 18:20:21	medium	interview-with-cool-tshirts-founder	7
92172	2018-01-16 15:15:29	nytimes	getting-to-know-cool-tshirts	9
98651	2018-01-15 04:17:36	buzzfeed	ten-crazy-cool-tshirts-facts	9
94567	2018-01-19 16:37:58	google	paid-search	52
99285	2018-01-24 09:00:58	email	retargetting-campaign	54
99897	2018-01-06 09:41:19	facebook	retargetting-ad	113
99933	2018-01-26 06:18:39	email	weekly-newsletter	115

Users' Typical Journey



Users' Typical Journey through CoolTShirts

First-Touch

The majority of users were introduced to CoolTShirts through the ten-crazy-cool-tshirts-facts, getting-to-know-cool-tshirts, and the interview-with-cool-tshirts-founder campaigns.

Last-Touch

Nearly half of the users (890 users out of 1979 returning users ~ 45%) were brought back to the CoolTShirts website via retargetting-ads through the source facebook and weekly-newsletters through the users' emails.

Purchases

Of those 1979 returning customers, only 361 users (18%) made purchases. The retargetting-ads and weekly-newsletters were also largely responsible for 63% of returning users that proceeded to make a purchase.

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google	cool-tshirts-search	169
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CoolTShirts Should Re-invest



5 Companies to Re-invest in

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99765	2018-01-04 05:59:46	buzzfeed	ten-crazy-cool-tshirts-facts	576
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99990	2018-01-13 23:30:09	medium	interview-with-cool-tshirts-founder	622

The first three campaigns CoolTShirts should re-invest in include "ten-crazy-cool-tshirt-facts", "getting-to-know-cool-tshirts", and "interview-with-cool-tshirts-founder".

The majority of first-touch interactions with CoolTShirts are attributed these campaigns. These campaigns are responsible for 91% of first-touches.

5 Companies to Re-invest in

user_id	last_touch_at	utm_source	utm_campaign	COUNT(utm_campaign)
99344	2018-01-18 21:36:32	google	cool-tshirts-search	60
98840	2018-01-10 04:58:48	google	paid-search	178
99838	2018-01-02 07:40:34	medium	interview-with-cool-tshirts-founder	184
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99933	2018-01-26 06:18:39	email	weekly-newsletter	447

Customer Last-touches (above).

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99933	2018-01-26 06:18:39	email	weekly-newsletter	115

Customer Last-touch that resulted in purchase.

The next two companies CoolTshirts should re-invest in include "retargetting-ads" and "weekly-newsletter." They are responsible for 45% of returning customers onto their website. These two campaigns were also responsible for 63% of returning customers that have made purchases.