



# Attribution Queries

Learn SQL from Scratch

Hyelim Lee

2019-01-04

# Example Table of Contents

1. Get familiar with CoolTShirts
2. What is the user journey?
3. Optimize the campaign budget

# **1. Get familiar with CoolTShirts**

# 1.1 How many campaigns and sources does CoolTShirts use and how are they related? Be sure to explain the difference between `utm_campaign` and `utm_source`.

- The number of `utm_campaign` is 8
- The number of `utm_source` is 6
- Depending on a campaign topic, the sources that was used to have customers on the website are different

column1	column2
COUNT(DISTINCT <code>utm_campaign</code> )	COUNT(DISTINCT <code>utm_source</code> )
8	6
<code>utm_campaign</code>	<code>utm_source</code>
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

## 1.2 What pages are on their website?

- As the list of the pages is shown on the chart
- 1 – landing\_page
- 2 – shopping\_cart
- 3 – checkout
- 4 – purchase

column1
page_name
1 - landing_page
2 - shopping_cart
3 - checkout
4 - purchase

## **2. What is the user journey?**

## 2.1 How many first touches is each campaign responsible for?

- The number of first touch according to each campaign is shown on the chart
- 622 first touch were made on the interview-with-cool-tshirts-founder campaign
- 612 first touch were made on the getting-to-know-cool-tshirts campaign
- 576 first touch were made on the ten-crazy-cool-tshirts-facts campaign
- 169 first touch were made on the cool-tshirts-search campaign

ft_attr.utm_source	ft_attr.utm_campaign	COUNT(*)
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 How many last touches is each campaign responsible for?

- The number of last touch according to each campaign is shown on the chart
- 447 last touch were made on the weekly-newsletter campaign
- 443 last touch were made on the retargeting-ad campaign
- 245 last touch were made on the retargeting-campaign campaign
- 232 last touch were made on the getting-to-know-cool-tshirts campaign
- 190 last touch were made on the ten-crazy-cool-tshirts-facts campaign
- 184 last touch were made on the interview-with-cool-tshirts-founder campaign
- 178 last touch were made on the paid-search campaign
- 60 last touch were made on the cool-tshirts-search campaign

lt_attr.utm_source	lt_attr.utm_campaign	COUNT(*)
email	weekly-newsletter	447
facebook	retargeting-ad	443
email	retargeting-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 How many visitors make a purchase?

- 361 visitors landed on the purchase page.

page_name	COUNT(*)
4 - purchase	361

## 2.4 How many last touches on the purchase page is each campaign responsible for?

- According to the each campaign, the numbers of last touches on the purchase page are shown on the chart
- 2 last touches on the purchase page were made by the cool-tshirts-search campaign
- 10 last last touches on the purchase page were made by the getting-to-know-cool-tshirts campaign
- 7 last last touches on the purchase page were made by the interview-with-cool-tshirts-founder campaign
- 52 last last touches on the purchase page were made by the paid-search campaign
- 113 last last touches on the purchase page were made by the retargeting-ad
- 54 last last touches on the purchase page were made by the retargeting-campaign campaign
- 9 last last touches on the purchase page were made by the ten-crazy-cool-tshirts-facts campaign
- 115 last last touches on the purchase page were made by the weekly-newsletter campaign

ltcl.utm_campaign	COUNT(*)
cool-tshirts-search	2
getting-to-know-cool-tshirts	10
interview-with-cool-tshirts-founder	7
paid-search	52
retargeting-ad	113
retargeting-campaign	54
ten-crazy-cool-tshirts-facts	9
weekly-newsletter	115

## 2.5 What is the typical user journey?

- Majority of first touch visitors come from the interview-with-cool-tshirts-founder campaign or getting-to-know-cool-tshirts campaign
- Majority of last touch visitors come from the email or facebook source
- During the period of time that was measured for the given data, 361 purchases were made
- The last touches which were made from weekly-newsletter and retargeting-ad campaigns brought the highest number of purchases

### **3. Optimize the campaign budget**

## 3.1 CoolTShirts can re-invest in 5 campaigns. Which should they pick and why?

- Since weekly-newsletter, retargeting-ad, retargeting-campaign, paid-search, getting-to-know-cool-tshirts campaign are top 5 campaigns that brought high conversion rate of the number of purchases, these 5 campaigns can be re-invested.

ltcl.utm_campaign	COUNT(*)
cool-tshirts-search	2
getting-to-know-cool-tshirts	10
interview-with-cool-tshirts-founder	7
paid-search	52
retargeting-ad	113
retargeting-campaign	54
ten-crazy-cool-tshirts-facts	9
weekly-newsletter	115