



Attribution Queries - CoolTshirts.com

Learn SQL from Scratch

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1. Getting familiar with CoolTshirts

1.1 Getting Familiar with CoolTshirts.com

- CoolTshirts.com currently is running 8 campaigns using 6 sources.
- The primary difference between the utm_source and utm_campaign is that the utm_source tells us what platform is responsible for getting them to the landing_page, where as the utm_campaign is a distinction of those platforms.
 - As we can see google and email are duplicated sources however all campaigns are unique identifiers to allow CoolTshirts which approach is working on what platform.
- Currently CoolTshirts.com has 4 pages on their website:
 - 1 - Landing_page
 - 2 - Shopping_cart
 - 3 - Checkout
 - 4 - Purchase

Query Results	
campaigns	
8	
source	
6	
utm_campaign	utm_source
getting-to-know-cool-tshirts	nytimes
weekly-newsletter	email
ten-crazy-cool-tshirts-facts	buzzfeed
retargeting-campaign	email
retargeting-ad	facebook
interview-with-cool-tshirts-founder	medium
paid-search	google
cool-tshirts-search	google
page_name	
1 - landing_page	
2 - shopping_cart	
3 - checkout	
4 - purchase	

2. What is the user journey?

2.1 - User Journey - First Touch

Based on the analysis, users are initially drawn to CoolTshirts.com through online articles with Medium.com, NYtimes.com, and BuzzFeed.com. However there are still users who find the company via a SEO campaign for cool-tshirts.

Query Results		
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 User Journey - Last Touch

- Each campaigns last touch count is listed to the right. These are users who visited CoolTshirts.com, but not filtered with a WHERE clause to count the total of users who made it to the purchase page.

Query Results		
lt_attr.utm_source	lt_attr.utm_campaign	COUNT(*)
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

2.2 User Journey - Last Touch campaigns leading to purchase

- 358 visitors purchased during this campaign cycle. We can see that the user typically found the company based on articles, but what brought users to the final purchase were the retargeting campaign and ad, with the most profitable campaign being the companies weekly newsletter to those who were signed up.

Query Results		
lt_attr.utm_source	lt_attr.utm_campaign	COUNT(*)
email	weekly-newsletter	114
facebook	retargetting-ad	112
email	retargetting-campaign	53
google	paid-search	52
buzzfeed	ten-crazy-cool-tshirts-facts	9
nytimes	getting-to-know-cool-tshirts	9
medium	interview-with-cool-tshirts-founder	7
google	cool-tshirts-search	2

2.3 - Typical User Journey

- Majority of users found the site via website articles, at some point in the purchase process from shopping cart to purchase, users discontinued the process.
- These users were then retargeted to complete the purchase via retargeting efforts on facebook and email.
- For the first touch attributes their conversion rate to last touches averaged 34% contributing to 9 sales.

Campaign conversion rate from FT to LT	
Getting to know cool tshirts	40%
Ten crazy cool tshirts facts	32%
Interview with cool tshirts founder	29%
Cool tshirts search	36%

3. Optimize the campaign budget.

3.1 Based on purchase count:

- The lt_attr.utm_campaign numbers indicate that the most profitable campaigns were weekly-newsletter, retargeting-ad, retargeting-campaign, paid-search, and an even split between ten-crazy-cool-tshirts-facts, and getting-to-know-cool-tshirts
- Purchase count is not the only factor to consider however, we need to look at the conversion rate of each campaign.

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Source	Campaign	First Touch	Last Touch	Purchase	Conversion rate for purchase
google	paid-search	0	178	52	29%
email	weekly-newsletter	0	447	114	26%
facebook	retargetting-ad	0	443	112	25%
email	retargetting-campaign	0	245	53	22%
buzzfeed	ten-crazy-cool-tshirt-facts	579	190	9	5%
nytimes	getting-to-know-cool-tshirts	612	232	9	4%
medium	interview-with-cool-tshirts-founder	622	184	7	4%
google	cool-tshirts-search	169	60	2	3%

3.2 Conversion rate calculated

- With the calculations presented on the prior spreadsheet, we can see that the initial information for our first four campaigns holds true to optimizing the budget, however, there is a difference between of 1% between ten-crazy-cool-tshirts-facts and getting-to-know-cool-tshirts.
- With scaling either campaign more, this one percent conversion rate could make a distinct gap for their purchase count.
 - This again is not the full picture, to truly know what campaigns are optimizing the budget we would need additional information regarding the price of the campaign, count of how many tshirts were ordered per customer, and how much those shirts totalled.

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google	cool-tshirts-search	2

3.3 Advice for next campaign run.

- Based on the information available, CoolTshirts.com should continue to run the following campaigns to reach maximum ROI:
 - Weekly-newsletter
 - Retargeting-ad
 - Retargeting-campaign
 - Paid-search
 - ten-crazy-cool-tshirts-facts