

# CoolTShirts Marketing Attribution

Analyze Attribution Data with SQL

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June 16, 2025

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1. How many first and last touches is each campaign responsible for?
2. How many last touches on the purchasing page is each campaign responsible for?
3. Which five campaigns should the company re-invest in?

# **1. First and Last Touches**

## 1.1 First and Last Touches by Campaign

This page looks at the number of initial visits (first touches) and final visits (last touches) potential customers made that each campaign is responsible for.

- "interview-with-cool-tshirts-founder" and "getting-to-know-cool-tshirts" were the two campaigns most responsible for first touches, respectively, with "ten-crazy-cool-tshirts-facts" a close third before a significant drop-off
- "weekly-newsletter" and "retargeting-ad" were the two campaigns most responsible for last touches, respectively, with more even distribution across all eight campaigns

utm_campaign	num_first_touches	utm_campaign	num_last_touches
interview-with-cool-tshirts-founder	622	weekly-newsletter	447
getting-to-know-cool-tshirts	612	retargeting-ad	443
ten-crazy-cool-tshirts-facts	576	retargeting-campaign	245
cool-tshirts-search	169	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. Purchases**

## 2.1 Number of Purchases by Campaign

This page looks at the number of purchases each campaign is responsible for by pulling up the number of last touches on the purchase page of the website.

- "weekly-newsletter" and "retargeting-ad" are the two campaigns most responsible, respectively, with proportional rankings comparable to the overall last touches findings
- "paid-search" has the highest percentage of purchases amongst its last touches

utm_campaign	num_last_touches
weekly-newsletter	115
retargeting-ad	113
retargeting-campaign	54
paid-search	52
ten-crazy-cool-tshirts-facts	9
getting-to-know-cool-tshirts	9
interview-with-cool-tshirts-founder	7
cool-tshirts-search	2

```
--Count the number of last touches on the purchase
page each campaign is responsible for
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
),
lt_attr AS (
  SELECT lt.user_id,
  lt.last_touch_at,
  pv.utm_source,
  pv.utm_campaign
  FROM last_touch lt
  JOIN page_visits pv
  ON lt.user_id = pv.user_id
  AND lt.last_touch_at = pv.timestamp
  WHERE pv.page_name = '4 - purchase'
)
SELECT lt_attr.utm_campaign,
COUNT(*) AS num_last_touches
FROM lt_attr
GROUP BY 1
ORDER BY 2 DESC;
```

# **3. Re-investment**

## 3.1 Campaigns for Re-investment

- “getting-to-know-cool-tshirts”, “ten-crazy-cool-tshirts-facts”, “weekly-newsletter”, “retargeting-ad”, and “paid-search” are the five campaigns recommended for re-investment
- “getting-to-know-cool-tshirts” and “ten-crazy-cool-tshirts-facts” rank as the highest first touch-to-purchase proportional activity
- “weekly-newsletter” and “retargeting-ad” rank as the highest last touch and purchase campaigns
- “paid-search” has the highest percentage of last touches resulting in purchase
- “interview-with-cool-tshirts-founder” is #1 in first touches, but its drop-off in last touches and purchases is higher than the other highest ranking first touch campaigns

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