Attribution Queries: First- and Last- Touch Attribution with CoolTShirts.com

Learn SQL from Scratch
3/2019-5/2019

By Christopher Troy

Table of Contents

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

Part 1: Getting to Know CoolTShirts.Com

How Many Campaigns does CoolTShirts.Com Use?

Currently CoolTShirts.Com is using 8 different Campaigns. By running a SELECT DISTINCT query on utm_campaign FROM page visits, we see that they are:

1)   Getting-to-know-cool-tshirts
2)   Weekly-Newsletter
3)   Ten-Crazy-Cool-Tshirts-Facts
4)   Retargetting-campaign
5)   Retargetting-ad
6)   Interview-with-cool-tshirts-founder
7)   Paid-search
8)   Cool-tshirts-search

How many sources does CoolTshirts Use?

CoolTshirts uses 6 sources.By running a SELECT DISTINCT query on utm_source FROM page visits, we see that they are:

1) NYTimes
2) Email
3) Buzzfeed
4) Facebook
5) Medium
6) Google

How are utm_source & utm_campaign related?

By running a SELECT DISTINCT query from page_visits, we see how UTM_Source and UTM_Campaign relate in the table below:

utm_source	utm_campaign
nytimes	getting-to-know-cool-tshirts
email	weekly-newsletter
buzzfeed	ten-crazy-cool-tshirts-facts
email	retargetting-campaign
facebook	retargetting-ad
medium	interview-with-cool-tshirts-founder
google	paid-search
google	cool-tshirts-search

What's the difference between utm_campaign and utm_source?

A UTM_campaign identifies the specific ad or email blast used when capturing information. Examples of a utm_campaign as a weekly newsletter, or a retargetting ad.This can be used to track data at a higher level.

A UTM_source identifies which touchpoint sent the traffic. Examples of these sources are Google, Facebook, or email. This custom variable allows marketers to track the exact source that is sending visitors to the site(s).

What pages are on the CoolTShirts website?
By running a SELECT DISTINCT query of page_name from page_visits, we see that there are 4 pages on the website:

1) Landing_Page
2) Shopping_Cart
3) Checkout
4) Purchase

Part 2: What is the user journey?

How many First Touches is each campaign responsible for?

First Touch UTM_Source	First Touch UTM_Campaign	First Touches Per Campaign
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

How many Last Touches is each campaign responsible for?

Last Touch utm_source	Last Touch utm_campaign	Last Touches Per Campaign
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

How many visitors make a purchase:

By Counting the distinct users who visited the page named 4-purchase, we see that visitors have made 361 purchases. This was done by using GROUP BY and WHERE clauses for page_name = '4-purchase'.

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

Using the previous last touch query, I added a WHERE clause on page_name to determine that:

Campaign Name	Last Touch Count
Cool-tshirts-search	2
Getting-to-know-cool-tshirts	9
interview-with-cool-tshirts-founder	7
paid-search	52
retargetting-ad	113
retargetting-campaign	54
ten-crazy-cool-tshirts-facts	9
weekly-newsletter	115

What is the Typical User Journey?

Using the information from Tables 9, 10 & 12, it's safe to assume that the typical user journey where a purchase was made would be:

1) Email
2) Weekly Newsletter (the landing page)
3) Shopping Cart
4) Checkout
5) Purchase

Part 3: Where should CoolTShirts re-invest?

Optimize the campaign budget. If Cool TShirts can re-invest in 5 campaigns, which should they choose and why?

Using the data from Page 12 of this presentation, we see that the Campaigns with the most last touches on the purchase page are Weekly Newsletter (115), Retargetting-Ad (113), Retargetting-Campaign (54), Paid Search (52), with Getting-to-know-cool-tshirts and Ten-Crazy-Cool-Tshirts-Facts with 9 touches apiece. Given that the aforementioned Campaigns have the most touches, those 4 and either of the campaigns with 9 touches should be the ones that get chosen, as they are clearly the most successful when it comes to making purchases.