



CoolTShirts Campaigns

Learn SQL from Scratch

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1. Get Familiar with CoolTShirts

1.1 Campaigns & Sources

CoolTShirts has eight campaigns spread across six sources

- Sources describe the platform used to spread the message
- Campaigns are the content about CoolTShirts that are spread across the sources

Count	Source	Campaign
1349	nytimes	getting-to-know-cool-tshirts
1198	buzzfeed	ten-crazy-cool-tshirts-facts
1178	medium	interview-with-cool-tshirts-founder
565	email	weekly-newsletter
558	facebook	retargetting-ad
313	google	cool-tshirts-search
300	email	retargetting-campaign
231	google	paid-search

```
Distinct Campaigns:
SELECT COUNT(DISTINCT(utm_campaign))
FROM page_visits;
```

```
Distinct Sources:
SELECT COUNT(DISTINCT(utm_source))
FROM page_visits;
```

```
Relation between Campaign & Source
SELECT COUNT(*), utm_source, utm_campaign
FROM page_visits
GROUP BY 2,3
ORDER BY 1 DESC;
```

1.2 Website Pages

The CoolTShirts Website consists of four pages, which customers progress through as they move towards a purchase.

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

```
SELECT DISTINCT(page_name)
FROM page_visits;
```

2. What is the User Journey?

2.1 First Touches

The first time a potential customer visits CoolTShirts' website is called the First Touch.

- Four campaigns were responsible for all first touches
- 91.5% of first touches came from articles on news sites (Medium, New York Times, and BuzzFeed)
- This exposure in the media was successful in bringing in first time customers to the site

Count of First Touch	Campaign
622	interview-with-cool-tshirts-founder
612	getting-to-know-cool-tshirts
576	ten-crazy-cool-tshirts-facts
169	cool-tshirts-search

```
WITH first_touch AS (  
  SELECT user_id,  
         MIN(timestamp) as first_touch_at  
  FROM page_visits  
  GROUP BY user_id)  
SELECT COUNT(ft.first_touch_at) AS count,  
       pv.utm_campaign  
FROM first_touch ft  
JOIN page_visits pv  
  ON ft.user_id = pv.user_id  
  AND ft.first_touch_at = pv.timestamp  
GROUP BY 2  
ORDER BY 1 DESC;
```

2.2 Last Touches

- The last time a customer visited CoolTShirts' website is called the Last Touch
- The majority (57.4%) of Last Touches came from a combination of the email Weekly Newsletter, and the retargeting campaigns conducted over email and on Facebook
- News sites contributed to 30.6% of Last Touch traffic
- Both Google campaigns brought up the rear, making up a combined 12% of all Last Touches

```
WITH last_touch AS (  
    SELECT user_id,  
           MAX(timestamp) as last_touch_at  
    FROM page_visits  
    GROUP BY user_id)  
SELECT COUNT(lt.last_touch_at) AS count,  
       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  
GROUP BY 2  
ORDER BY 1 DESC;
```

Count of Last Touch	Campaign
447	weekly-newsletter
443	retargeting-ad
245	retargeting-campaign
232	getting-to-know-cool-tshirts
190	ten-crazy-cool-tshirts-facts
184	interview-with-cool-tshirts-founder
178	paid-search
60	cool-tshirts-search

2.3 Visitors Making Purchases

- A total of 361 visitors made purchases
- Email & Facebook campaigns combined for the most purchases, the source of 77.3% of Last Touch Purchases
- While the articles in the New York Times, BuzzFeed & Medium were helpful in driving customers to the site, relatively few went all the way to the purchasing page directly from these campaigns (7%)
- The two Google campaigns fared poorly overall, driving 15% of purchases

```
WITH last_touch AS (  
    SELECT user_id,  
           MAX(timestamp) as last_touch_at  
    FROM page_visits  
    GROUP BY user_id)  
SELECT COUNT(lt.last_touch_at) AS count, 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 page_name = '4 - purchase'  
GROUP BY 2  
ORDER BY 1 DESC;
```

Count Making Purchase	Campaign
114	weekly-newsletter
112	retargetting-ad
53	retargetting-campaign
52	paid-search
9	getting-to-know-cool-tshirts
9	ten-crazy-cool-tshirts-facts
7	interview-with-cool-tshirts-founder
2	cool-tshirts-search

2.4 User Journey

- The majority of users found CoolTShirts from reading an article, whether on NYT, BuzzFeed, or Medium
- Most did not immediately move to making a purchase, however, as these campaigns had low purchase numbers
- Retargeting visitors who did not complete a purchase has a high success rate, as does signing up visitors for the weekly email newsletter
- These campaigns brought visitors back to the site, where they became official customers & finished their purchase
- As with most web merchants, the number of users accessing each page decreases as they move through the purchase flow

Page	Count of Users
1 - landing_page	2000
2 - shopping_cart	1900
3 - checkout	1431
4 - purchase	361

3. Optimize the Campaign Budget

3.1 Optimized Campaign

There are two questions to be answered when looking to choose which campaign to re-invest in. The successful campaigns complimented one another to both:

- 1. Bring first time visitors to the site
- 2. Lead visitors to become customers

Campaign Name	Strength
interview-with-cool-tshirts-founder	First Time Visitors
getting-to-know-cool-tshirts	First Time Visitors
weekly-newsletter	Converting Visitors to Customers
retargetting-ad	Converting Visitors to Customers
retargetting-campaign	Converting Visitors to Customers

3.2 Optimized Campaign

- The top two media-based campaigns alone were responsible for 62.4% of all first time visitors
- Articles in these media platforms increased awareness of the brand, making them worth the re-investment despite the low rate of customers that moved to purchase directly from these sources.

- These three campaigns were responsible for 57.4% of Last Touches, and 88.3% of all purchases
- While the media sites brought people in to CoolTShirts' website, these campaigns brought them back to the site to make purchases, and thus drove the business forward.

Count of First Touch	Campaign	Source
622	interview-with-cool-tshirts-founder	Medium
612	getting-to-know-cool-tshirts	New York Times

Count Making Purchase	Campaign
114	weekly-newsletter
112	retargeting-ad
53	retargeting-campaign