



CoolTShirts Capstone Project

Learn SQL from Scratch

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1. Marketing Strategy

CoolTShirts solicited the marketing services of 6 different organizations to perform 8 different marketing campaigns.

COUNT (DISTINCT utm_campaign)	
8	
COUNT (DISTINCT utm_source)	
6	
utm_campaign	utm_source
ten-crazy-cool-tshirts-facts	buzzfeed
weekly-newsletter	email
retargetting-campaign	email
retargetting-ad	facebook
paid-search	google
cool-tshirts-search	google
interview-with-cool-tshirts-founder	medium
getting-to-know-cool-tshirts	nytimes

UTM_Source describes the organization that was paid to perform a marketing related campaign.

UTM_Campaign is the specific marketing action performed by marketing organizations.

The CoolTShirts website contains 4 pages related to the sale of goods.

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

2. User Journey

First Touch Count	utm_source	utm_campaign
622	medium	interview-with-cool-tshirts-founder
612	nytimes	getting-to-know-cool-tshirts
576	buzzfeed	ten-crazy-cool-tshirts-facts
169	google	cool-tshirts-search

Medium, Nytimes and Buzzfeed generated ~600 customers each to our webpage and the google campaign only managed to grab 169 viewers.

```
1  WITH first_touch AS (  
2      SELECT user_id,  
3             MIN(timestamp) as first_touch_at  
4      FROM page_visits  
5      GROUP BY user_id)  
6  SELECT  
7      count(ft.first_touch_at) as 'First Touch Count',  
8      pv.utm_source,  
9      pv.utm_campaign  
10 FROM first_touch ft  
11 JOIN page_visits pv  
12     ON ft.user_id = pv.user_id  
13     AND ft.first_touch_at = pv.timestamp  
14     group by utm_campaign  
15     order by 1 desc;
```

Last Touch Count	utm_source	utm_campaign
447	email	weekly-newsletter
443	facebook	retargetting-ad
245	email	retargetting-campaign
232	nytimes	getting-to-know-cool-tshirts
190	buzzfeed	ten-crazy-cool-tshirts-facts
184	medium	interview-with-cool-tshirts-founder
178	google	paid-search
60	google	cool-tshirts-search

```
1  WITH last_touch AS (  
2    SELECT user_id,  
3           max(timestamp) as last_touch_at  
4    FROM page_visits  
5    GROUP BY user_id)  
6  SELECT  
7    count(lt.last_touch_at) as 'Last Touch Count',  
8    pv.utm_source,  
9    pv.utm_campaign  
10 FROM last_touch lt  
11 JOIN page_visits pv  
12   ON lt.user_id = pv.user_id  
13   AND lt.last_touch_at = pv.timestamp  
14   group by utm_campaign  
15   order by 1 desc;
```

Our facebook and e-mail campaigns produced a lot of viewers to the website on our subsequent campaigns.


```

1 select count(page_name)
2 from page_visits
3 where page_name = '4 - purchase';|

```

count(page_name)

361

There were 361 confirmed purchases, with e-mail and facebook being the most successful.

Last Touch Count	utm_source	utm_campaign
115	email	weekly-newsletter
113	facebook	retargeting-ad
54	email	retargeting-campaign
52	google	paid-search
9	nytimes	getting-to-know-cool-tshirts
9	buzzfeed	ten-crazy-cool-tshirts-facts
7	medium	interview-with-cool-tshirts-founder
2	google	cool-tshirts-search

```

1 WITH last_touch AS (
2     SELECT user_id,
3           max(timestamp) as last_touch_at
4     FROM page_visits
5     WHERE page_name = '4 - purchase'
6     GROUP BY user_id)
7 SELECT
8     count(lt.last_touch_at) as 'Last Touch Count',
9     pv.utm_source,
10    pv.utm_campaign
11 FROM last_touch lt
12 JOIN page_visits pv
13     ON lt.user_id = pv.user_id
14     AND lt.last_touch_at = pv.timestamp
15 group by utm_campaign
16 order by 1 desc;

```

3. Moving forward!

First Touch Count	utm_source	utm_campaign
622	medium	interview-with-cool-tshirts-founder
612	nytimes	getting-to-know-cool-tshirts
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169	google	cool-tshirts-search

Last Touch Count	utm_source	utm_campaign
115	email	weekly-newsletter
113	facebook	retargeting-ad
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9	nytimes	getting-to-know-cool-tshirts
9	buzzfeed	ten-crazy-cool-tshirts-facts
7	medium	interview-with-cool-tshirts-founder
2	google	cool-tshirts-search

While medium and nytimes managed to generate a lot of traffic to CoolTShirts website, the high traffic did not generate revenue.

We **do not** recommend moving forward with these programs!

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The best campaigns to invest in are as follows:

- Weekly-newsletter
 - Facebook retargeting-ad
 - E-mail retargeting ad
 - Google paid search
-
- And finally look into more e-mail options, because this utm_source produces the best results.