



# Learn SQL From Scratch

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

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# Getting Familiar with CoolTShirts

Sources are the different touchpoints that send traffic to their campaigns while campaigns are the individual ads or emails users interact with

CoolTShirts utilizes eight campaigns & six sources

Query Results
utm_campaign
cool-tshirts-search
getting-to-know-cool-tshirts
interview-with-cool-tshirts-founder
paid-search
retargeting-ad
retargeting-campaign
ten-crazy-cool-tshirts-facts
weekly-newsletter

Query Results
utm_source
buzzfeed
email
facebook
google
medium
nytimes

# How are their sources and campaigns related?

Each source points to a specific campaign, some of the sources are used for more than one campaign as seen below

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

# Website Pages

In addition to campaigns and sources, CoolTShirts has four pages that users can visit

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

# First Touch Attribution

Which campaigns are initially responsible for driving users to CoolTShirts.com?

- Important to note, not all campaigns are responsible for first touches
- The top two first touch campaigns are “interview-with-cool-tshirts-founder” & “getting-to-know-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

# Last Touch Attribution

Unlike first touches for CoolTShirts, last touches can be attributed to every campaign

- The top two campaigns for last touch attribution are “weekly-newsletter” & “retargetting-ad”

Query Results		
lt_attr.utm_campaign	COUNT(*)	lt_attr.utm_source
weekly-newsletter	447	email
retargetting-ad	443	facebook
retargetting-campaign	245	email
getting-to-know-cool-tshirts	232	nytimes
ten-crazy-cool-tshirts-facts	190	buzzfeed
interview-with-cool-tshirts-founder	184	medium
paid-search	178	google
cool-tshirts-search	60	google

# Purchases

Out of all visitors to CoolTShirts 361 unique purchases have been made


Query Results
unique_purchase
361

# Last touches on the purchase page

Each of the eight campaigns has last touch attribution on the purchase page.  
The top two campaigns are “weekly-newsletter” & “retargeting- ad”

Query Results		
lt_attr.utm_campaign	COUNT(*)	lt_attr.utm_source
weekly-newsletter	115	email
retargeting-ad	113	facebook
retargeting-campaign	54	email
paid-search	52	google
ten-crazy-cool-tshirts-facts	9	buzzfeed
getting-to-know-cool-tshirts	9	nytimes
interview-with-cool-tshirts-founder	7	medium
cool-tshirts-search	2	google





# Typical User Journey

The typical user journey can be summarized with a few touchpoints. The majority of users will get their first touch via one of three campaigns, the top three first touch campaigns are (in order)

1. interview-with-cool-tshirts-founder
2. getting-to-know-cool -tshirts
3. ten-crazy-cool-tshirts-facts

After a user has their first touch, their last touch is most likely to come from one of these three campaigns (in order)

1. weekly-newsletter
2. retargeting-ad
3. retargeting-campaign



# CoolTShirts Budget

CoolTShirts should invest in five campaigns that serve two purposes.

1. Bring in first touches to their website
2. Drive last touches and eventually purchases

They need to balance the two sides to make sure their pipeline remains effective. They don't want to only focus on last touches because very few users will immediately make a purchase upon initial site visit



# Top Five Campaigns

## Recommended campaigns

1. [interview-with-cool-tshirts-founder](#)
2. [getting-to-know-cool-tshirts](#)
3. [ten-crazy-cool-tshirts-facts](#)
4. [weekly-newsletter](#)
5. [retargeting-ad](#)



# Reasoning

Out of the eight campaigns these three were responsible for approximately 91% of all first touches.

1. interview-with-cool-tshirts-founder
2. getting-to-know-cool -tshirts
3. ten-crazy-cool-tshirts-facts

These campaigns alone will bring in the vast majority of first touches.

The final two selections are responsible for 44% of all last touches but most importantly 63% of last touches on purchase page.

4. weekly-newsletter
5. retargeting-ad

Using this combination of the best first touch and last touch campaigns will ensure CoolTShirt future success