First– and Last- Touch Capstone Project
Table of Contents

1. CoolTShirts campaign and site overview

1.1 How many campaigns and sources does CoolTShirts use and how are they related?

- CoolTShirts uses 8 utm campaigns and 6 utm sources
- Important to note that the utm source is the touchpoint that the vistor "clicks", which the utm campaign is the specific ad or email type that the visitor is targeted with.
- The adjacent table illustrates the relationship between the utm sources and utm campaigns that CoolTShirts uses.

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

1.2 What are the pages on the CooLTShirts website?

There are 4 pages on the CoolTShirts Site
- 1 - landing_page
- 2 - shopping_cart
- 3 - checkout
- 4 - purchase

2. User journey and campaign efficacy

2.1 How many first touches is each campaign responsible for?

- First touch attribution is determined by counting the oldest (MAX) timestamp for each distinct user for each campaign.
- The table to the right illustrates the results of the study.

utm_campaign	first touch attribution
cool-tshirts-search	169
getting-to-know-cool-tshirts	612
interview-with-cool-tshirts-founder	622
ten-crazy-cool-tshirts-facts	576

2.2 How many last touches is each campaign responsible for?

- Last touch attribution is determined by counting the newest (MIN) timestamp for each distinct user for each campaign.
- The table to the right illustrates the results of the study.

utm_campaign	last touch attribution
weekly-newsletter	447
retargetting-ad	443
retargetting-campaign	245
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

2.3 How many visitors make a purchase?

- 361 distinct visitors make a purchase.
- This is determined by counting the number of distinct visitors that have their last touch on the "4-purchase" page.

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

- Last touch attribution on the purchase page is determined by counting the newest (MIN) timestamp for each distinct user that occurs on the "4-purchase" page.
- The table to the right illustrates the results of the study.

utm_campaign	last touch attribution
weekly-newsletter	115
retargetting-ad	113
retargetting-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

2.5 What is the typical user journey?

Click link from utm campign

Arrive at Landing Page and add items to Shopping Cart

View Shopping Cart

Go to Checkout Page

Complete Purchase

3. Campaign investment recommendations

2.1 CoolTShirts can re-invest in 5 campaigns. Which should they pick and why?

- CoolTShirts should reinvest in the campaigns that convert the most visitors into paying customers
- The campaigns that I have selected to recommend are highlighted in green below

utm_campaign	First touch attribution	last touch attribution	purchase page attribution
weekly-newsletter	0	447	115
retargetting-ad	0	443	113
retargetting-campaign	0	245	54
getting-to-know-cool-tshirts	612	232	9
ten-crazy-cool-tshirts-facts	576	190	9
interview-with-cool-tshirts-founder	622	184	7
paid-search	0	178	52
cool-tshirts-search	169	60	2