

# Learn SQL from Scratch

---

First- and Last-Touch Attribution with CoolTShirts.com

Analysis by Nicole Pollock

# Objectives

---

- Get familiar with CoolTShirts.com
- Learn about the user journey
- Optimize the campaign budget



# CoolTShirts.com

---

Before we can analyze the data, we need to understand terms:

- The **utm\_source** identifies which touchpoint sent the user to CoolTShirts.com. A touchpoint can be a website like Google or Facebook or it can be an email.
- The **utm\_campaign** identifies the specific ad or email blast, such as a retargeting-ad or weekly-newsletter.

# CoolTShirts.com uses 6 different utm\_sources to distribute 8 different utm\_campaigns

---

- utm\_source:

- BuzzFeed
- Email
- Facebook
- Google
- Medium
- NY Times

- 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

Which utm\_campaigns are sending users from the various utm\_sources?

User Count	utm_campaign	utm_source
231	Paid-search	Google
300	Retargeting-campaign	Email
313	Cool-tshirts-search	Google
558	Retargeting-ad	Facebook
565	Weekly-newsletter	Email
1178	Interview-with-cool-tshirts-founder	Medium
1198	Ten-crazy-cool-tshirts-facts	Buzzfeed
1349	Getting-to-know-cool-tshirts	NY Times



# CoolTShirts.com - pages

---

1 – landing\_page

2 – shopping\_cart

3 – checkout

4 - purchase

# First touch by campaign

utm_campaign	User Count
Cool-tshirts-search	169
Ten-crazy-cool-tshirts-facts	576
Getting-to-know-cool-tshirts	612
Interview-with-cool-tshirts-founder	622

# Last touch by campaign

utm_campaign	User Count
Cool-tshirts-search	60
Paid-search	178
Interview-with-cool-tshirts-founder	184
Ten-crazy-cool-tshirts-facts	190
Getting-to-know-cool-tshirts	232
Retargeting-campaign	245
Retargeting-ad	443
Weekly-newsletter	447



# How many visitors make a purchase?

---

**1979** users have visited CoolTShirts.com

Of those, only **361** make a purchase

# Which campaigns result in a last touch on the purchase page?

utm_campaign	User Count
Cool-tshirts-search	2
Interview-with-cool-tshirts-founder	7
Getting-to-know-cool-tshirts	9
Ten-crazy-cool-tshirts-facts	9
Paid-search	52
Retargeting-campaign	53
Retargeting-ad	112
Weekly-newsletter	114



# A Typical User Journey

---

Users are finding CoolTShirts.com through Google searches or various news articles (i.e., interview with founder on Medium), however those visits generally do not turn into purchases. In fact, of the four campaigns tied to 'first touches', they all spike with activity on the shopping cart page, and then users appear to get distracted or change their minds in the moment; most do not proceed to the checkout and even fewer complete through to purchase.

However, we find hope in the google paid-search, retargeting-ad, weekly-newsletter, and retargeting-campaign. These appear to remind users about their shopping cart and bring them back to the checkout. There is still a drop off between checkout and purchase, but much improved from the campaigns bringing users to the site.

# Marketing Strategy

---

Now that we know more about how users are finding the site and completing (or not) purchases, we can think about how to modify our marketing campaigns to maximize sales.

After looking at the ‘typical’ user journey, it seems apparent that our paid-search, retargeting-ad, retargeting-campaign, and weekly-newsletter are all working as intended and should remain in the campaign portfolio. However, these aren’t bringing users to the site, initially. The ‘getting-to-know-cool-tshirts’ campaign attracted the second highest number of users to the site and this campaign had the highest number of users continue to the shopping cart. Perhaps adding a coupon code or some ‘buy’ incentive to this campaign would help convince users to click through to purchase.