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1. Getting Farmiliar with CoolTShirts

1.1 Campaigns and Sources

- The <u>Campaigns</u> are the specific ad or email blast that brings the user to the CoolTShirts Website

- The <u>Sources</u> identify which touchpoint sent the traffic to the CoolTShirts website

Campaigns	Sources
getting-to-know-cool-tshirts	nytimes
weekly-newsletter	email
ten-crazy-cool-tshirt-facts	buzzfeed
retargetting-campaign	email
retargetting-ad	facebook
interview-with-cool-tshirts-founder	meduim
paid-search	google
cool-tshirts-search	google

1.2 CoolTShirt Websites

- The CoolTShirt Website consists of 4 pages

CoolTShirts Website Pages
landing_page
shopping_cart
checkout
purchase

2. What is the user journey?

2.1 Campaign First Touches

The First Touch is the first time that a user is introduced to the CoolTShirts website.

Campaign	Count
interview-with-cool-tshirts-founder	622
getting-to-know-cool-tshirts	612
ten-crazy-cool-tshirts-facts	576
cool-tshirts-each	169

```
WITH first_touch AS (
    SELECT user_id,
        MIN(timestamp) as first_touch_at
    FROM page_visits
    GROUP BY user_id),
ft_attr AS(
SELECT ft.user_id,
    ft.first_touch_at,
    pv.utm_source,
    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
)

SELECT ft_attr.utm_source,

ft_attr.utm_campaign,
    COUNT(*)
FROM ft_attr
GROUP BY 1,2
ORDER BY 3 DESC;
```

2.2 Campaign Last Touches

- The Last Touch is the last time that a user is visiting the CoolTShirts website.

- 361 visitors made a purchase

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

```
WITH last_touch AS (
    SELECT user_id,
        MAX(timestamp) as last_touch_at
    FROM page_visits
    GROUP BY user_id),
lt_attr AS(
SELECT lt.user_id,
    lt.last_touch_at,
    pv.utm_source,
    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
)

SELECT lt_attr.utm_source,
        lt_attr.utm_campaign,
        COUNT(*)
FROM lt_attr
GROUP BY 1,2
ORDER BY 3 DESC;

SELECT COUNT(DISTINCT user_id)
FROM page_visits
WHERE page_name = '4 - purchase';
```

2.3 Last Touch Purchases

- A list of the last touches on the purchase page that each campaign is responsible for:

Last Touch Campaign	Count	Last Touch Campaign	Count
weekly-newsletter	115	ten-crazy-cool-tshirts-facts	9
retargetting-ad	113	Getting-to-know-cool-tshirts	9
retargetting-campaign	54	interview-with-cool-tshirts-founder	7
Paid-search	52	cool-tshirts-search	2

```
WITH last_touch AS (
    SELECT user_id,
        MAX(timestamp) as last_touch_at
    FROM page_visits
                WHERE page_name = '4 - purchase'
    GROUP BY user_id),
lt_attr AS(
SELECT lt.user_id,
    lt.last_touch_at,
    pv.utm_source,

                            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
)

SELECT lt_attr.utm_source,

lt_attr.utm_campaign,
    COUNT(*)
FROM lt_attr
GROUP BY 1,2
ORDER BY 3 DESC;
```

3. Optimizing Campaign Budget

3.1 CoolTShirts Campaign Reinvestments

- CoolTShirts should reinvest in the top 3 First Touch campaigns that bring users to its website

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

- CoolTShirts should reinvest in the top two Last Touch campaigns that result in the most customer purchases

Last Touch Campaign	Count
weekly-newsletter	115
retargetting-ad	113