



Coo/TShirts

Learn SQL from Scratch: Capstone

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Table of Contents

- 1.1 Campaigns and Sources illustrated
 - 1.2 Relation Campaign and Source
 - 1.3 Page types
- 2.1 User journey first touches
 - 2.2 User journey last touches
 - 2.3 Last touches figure
 - 2.4 Visitors that buy
 - 2.5.1 Last touches on purchase page
 - 2.5.2 Last touches on purchase page figure
 - 2.6 Typical user journey
- 3. Conclusion Campaign recommendations
 - 3.1 Reinvest here
 - 3.2 Articles most effective

1.1 Campaigns and Sources: illustrated

The UTM code tracks the source of website visitors. The source can be either a website AND/OR a campaign.

CoolTshirts uses 8 different campaigns, as illustrated in the blue table. Cool Tshirts has 6 sources as shown in the green table.

A source can be defined as 'identifies which touchpoint sent the traffic'. A campaign contains a specific way to reach users and uses a source to reach its audience. We will go into more depth in the next slide.

<i>utm_campaign</i>
getting-to-know-cool-tshirts
weekly-newsletter
ten-crazy-cool-tshirts-facts
retargeting-campaign
retargeting-ad
interview-with-cool-tshirts-founder
paid-search
cool-tshirts-search

<i>utm_source</i>
nytimes
email
buzzfeed
facebook
medium
google



1.2 Relation Campaign and Source

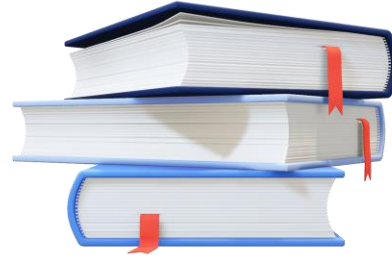
In the figure to the right the relationship between campaign and source is shown. For example the `utm_campaign` `getting-to-know-cool-tshirts` is related to the `utm_source` `nytimes`. Email is linked to the `weekly-newsletter`. To explain it more explicitly, the different campaigns get run on different platforms in different ways. These campaigns range from articles such as on the `nytimes` to retargeting ads on facebook.

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

1.3 Page Types

There are four different types of pages on the website.

<i>page_name</i>
1 - landing_page
2 - shopping_cart
3 - checkout
4 - purchase



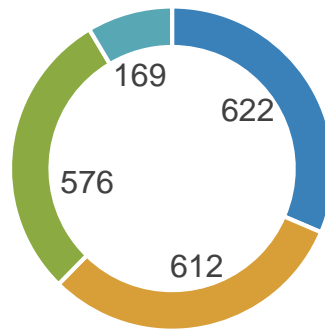
As can be seen these also function as a funnel (even though this is a different capstone). Customers ideally go from page 1-4 without too many hang-ups. However since life happens people can't always make a purchase in one go. Which is why utm-campaigns were invented.

2.1 User Journey: First Touches

Below the number of first touches is shown in the following table. A first touch can be defined as the first time a customer comes into contact with CoolTshirts through one of the various utm sources and/or utm campaigns. Visualized in the non-edible! donut on the right.

First Touch Source	First touch 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

First touches:
Donut(tasty!)



- medium: interview_founder_c_tshirts
- nytimes: get_to_know_c_tshirts
- buzzfeed: ten_facts_c_tshirts
- google: search_c_tshirts

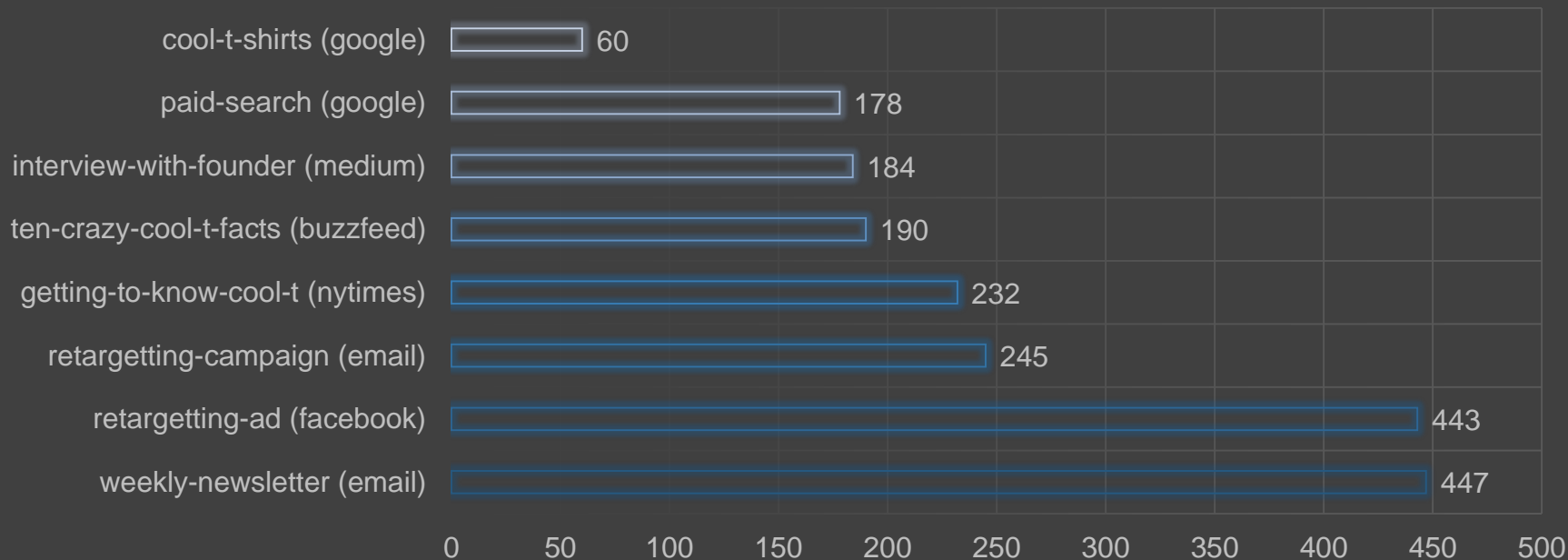
2.2 User Journey: Last Touches Table

The number of last touches for each campaign is shown below. It is good to note that a last touch can be defined as the last time a visitor went to a website, e.g. it doesn't automatically include a purchase (we will get to that). In the next slide the numbers are visualized in a figure. It is easy to see that email is the most important last_touch source with two successful campaigns in the form of the weekly-newsletter and the retargettings-campaign. The second most successful campaign is the retargetting-ad.

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

2.3 Last touches figure

Last_touches_per_campaign



2.4 Visitors that buy

With the query on the right I figured out the total number of visitors that made a purchase. The answer to this query was: 361.

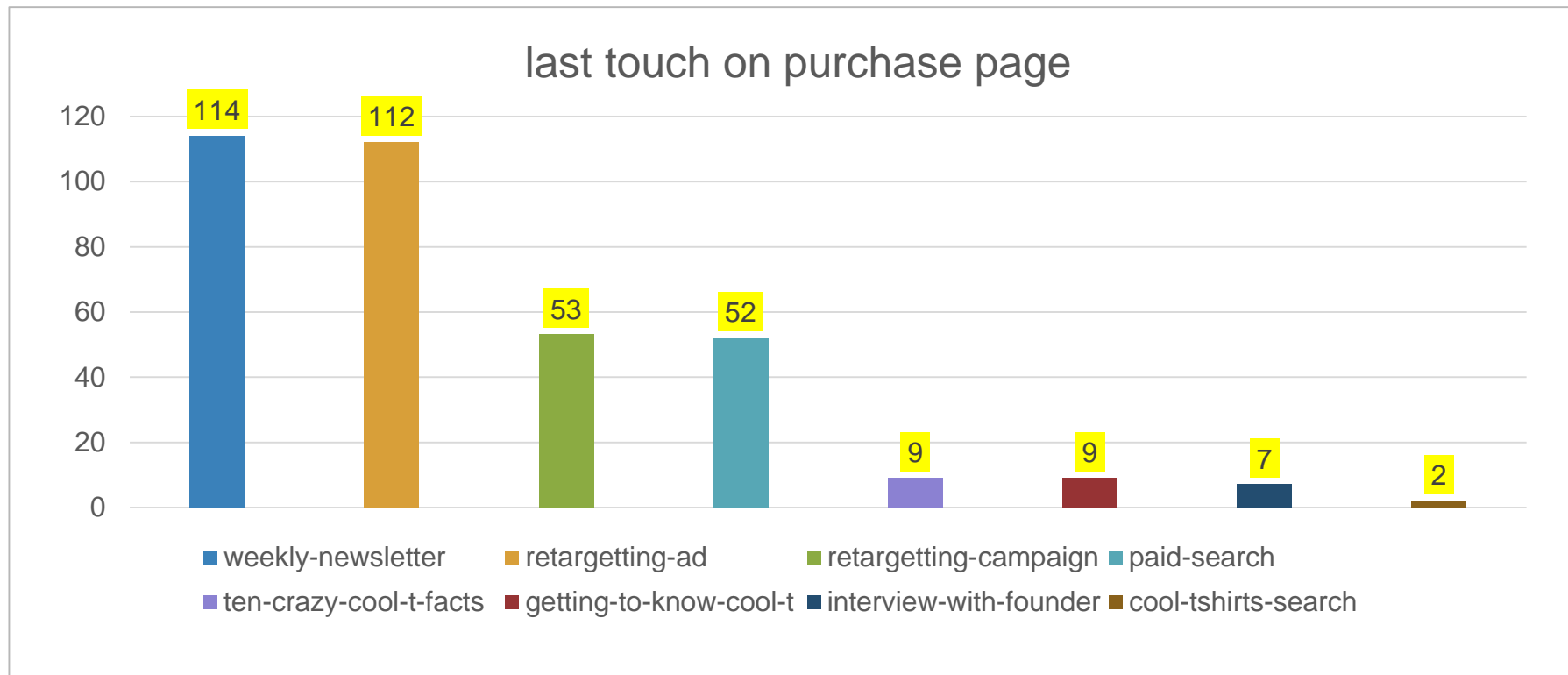
```
SELECT COUNT(DISTINCT(user_id))  
FROM page_visits  
WHERE page_name = '4 - purchase';
```

2.5.1 Last Touches on purchase page

All things considered, the last touches on the purchase page give the definite answer as to which campaigns bring home the proverbial bacon.

Last_touch utm_source	Last_touch utm_campaign	COUNT(*)
email	weekly-newsletter	114
facebook	retargeting-ad	112
email	retargeting-campaign	53
google	paid-search	52
buzzfeed	ten-crazy-cool-tshirts-facts	9
nytimes	getting-to-know-cool-tshirts	9
medium	interview-with-cool-tshirts-founder	7
google	cool-tshirts-search	2

2.5.2 Last touches on purchase page figure



2.6 Typical user journey

People either read an article about CoolTShirts or they search for CoolTShirts. Ideally they arrive on the landing page, go to the shopping cart, after that to the checkout, buy the product and get on the purchase page.

Most importantly, they usually don't go through the entire process in one go. Hence, the need for strategic interventions for getting their attention again (and again). This can be done through multiple campaigns. Most effectively the final conversion is achieved by the weekly newsletter or through the retargeting ad on Facebook.

In our next slide, based on the data from our SQL-analysis insights will be derived and campaign recommendations will be given.

3. Conclusion: Campaign recommendations

Using the data from my SQL-analysis I shall make an advise as to which 5 campaigns to invest into. This was done in two ways. The quick analysis and the indepth analysis. Both led to the same conclusion.

I used the total number of first touches, the total number of last touches, and the number of last touches on the purchase page. Because both first touches and last touches are important in our marketing strategy.

The *quick analysis* showed the top performers at first touch: **Interview with cool t shirts, getting to know cool tshirts, ten crazy cool t shirts facts**. And the 2 last touch campaigns with the highest number were: **weekly newsletter** and **retargeting-ad**.

The *indepth analysis* which is further explained in the next slides arrives at the same conclusion. Basically in this analysis I have given weights to first touch (x 2,5), last touch (x 2,5) and last touch on purchase page(x 5). More weight was given to last touch on purchase page, because it is the most explicit connection between our marketing efforts and a sale.

Surprisingly, in our campaigns Google doesn't deliver.

3.1 Reinvest here

Below is the result of the *indepth analysis* to determine the effectiveness of our campaigns. Indeed, these results corroborate our quick analysis. In the final slide insights are drawn from this analysis that will help us decide on where to invest our efforts in future campaigns.

Campaigns to reinvest in:	Total score
weekly-newsletter [email]	1687,5
retargeting-ad [facebook]	1667,5
retargeting-campaign [email]	877,5
getting-to-know-cool-tshirts [nytimes]	2155
ten-crazy-cool-tshirts-facts [buzzfeed]	1960
interview-with-cool-tshirts-founder [medium]	2050
paid-search [google]	705
cool-tshirts-search [google]	582,5

Above: Factors weighted in a combined formula: first touch (x2.5) + last touch (x2.5) + last touch on purchase page (x5)

3.2 Articles most effective

In here the difference in the effectiveness of the chosen campaigns is visualized. The data shows that the articles are most helpful in converting people as customers. Nonetheless, the weekly newsletter and retargeting ad (on facebook) also serve their function in the later stages of the game.

