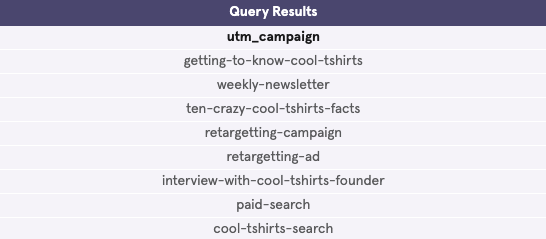
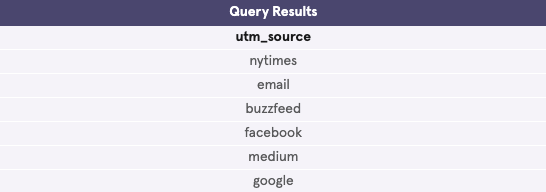
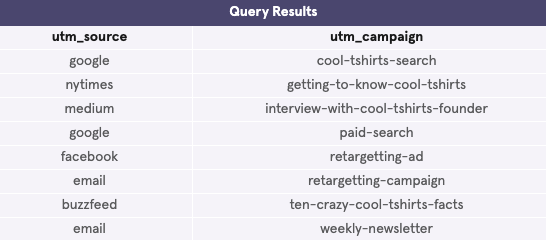
Distinct campaigns:



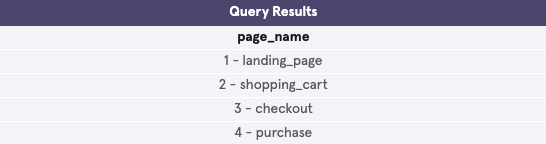
Distinct source:



Relation:



Pages:



How many first touches per campaign:

WITH first\_touch AS (

SELECT user\_id,

MIN(timestamp) as first\_touch\_at

FROM page\_visits

GROUP BY user\_id)

SELECT pv.utm\_source,

pv.utm\_campaign,

COUNT(\*)

FROM first\_touch ft

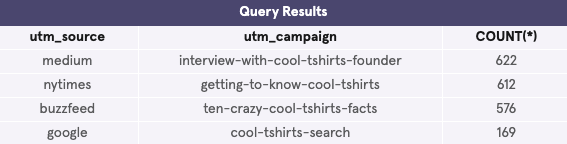
JOIN page\_visits pv

ON ft.user\_id = pv.user\_id

AND ft.first\_touch\_at = pv.timestamp

GROUP BY 2

ORDER BY 3 DESC;



How many last touches per campaign:

WITH last\_touch AS (

SELECT user\_id,

MAX(timestamp) as last\_touch\_at

FROM page\_visits

GROUP BY user\_id)

SELECT pv.utm\_source,

pv.utm\_campaign,

COUNT(\*)

FROM last\_touch lt

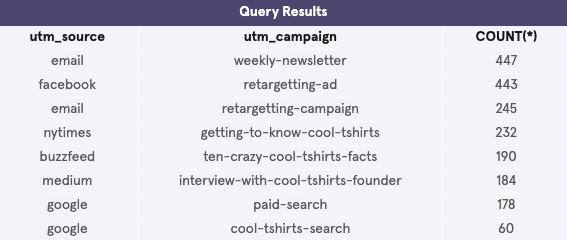
JOIN page\_visits pv

ON lt.user\_id = pv.user\_id

AND lt.last\_touch\_at = pv.timestamp

GROUP BY 2

ORDER BY 3 DESC;

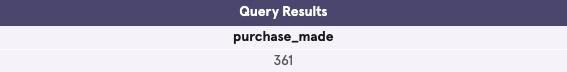


How many visitors make a purchase:

SELECT COUNT(DISTINCT user\_id) AS 'purchase\_made'

FROM page\_visits

WHERE page\_name = '4 - purchase';



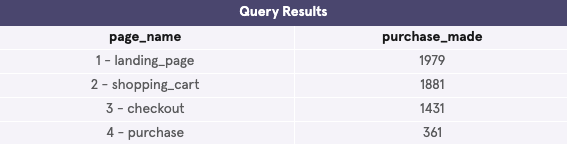
page\_visits funnel:

SELECT page\_name,

COUNT(DISTINCT user\_id) AS 'purchase\_made'

FROM page\_visits

GROUP BY page\_name;



Last touches on purchase page by campaign:

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)

SELECT pv.utm\_source,

pv.utm\_campaign,

COUNT(\*)

FROM last\_touch lt

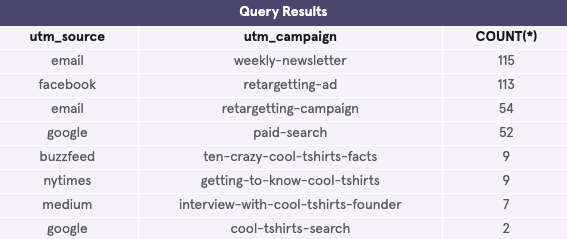
JOIN page\_visits pv

ON lt.user\_id = pv.user\_id

AND lt.last\_touch\_at = pv.timestamp

GROUP BY 2

ORDER BY 3 DESC;



I would say reinvest in:

* interview-with-cool-tshirts-founder
* getting-to-know-cool-tshirts
* ten-crazy-cool-tshirts-facts

Because they bring lots of initial traffic.

Then:

* weekly-newsletter
* retargetting-ad

because they bring lots of last-touches on the purchase page.