



Project 3: First-and Last-Touch Attribution

Learn SQL from Scratch

Gavin Litchfield

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1. Get Familiar With CoolTShirts

1.1 Campaigns and Sources

utm_campaign – Identifies a specific product promotion or strategic campaign

utm_source – Identifies which site sent the traffic, and is a required parameter

CoolTShirts uses a total of eight campaigns and 6 sources.

Query Results
Total Campaigns
8
Total Sources
6

1.1 continued

Here is an image of how each campaign and source are related to each other.

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

1.2 Pages

There are a total of four different pages on the CoolTShirts website.

- 1) Landing_page
- 2) Shopping_cart
- 3) Checkout
- 4) Purchase

Page Name
1 - landing_page
2 - shopping_cart
3 - checkout
4 - purchase

2. What is The User Journey

2.1 First Touches

There were a total of four campaigns that were responsible for first touches.

- 1) cool-tshirts-search – 169 first touches
- 2) ten-crazy-cool-tshirts-facts – 576 first touches
- 3) getting-to-know-cool-shirts – 612 first touches
- 4) Interview-with-cool-tshirts-founder – 622 first touches

FT_Campaign	count(*)
cool-tshirts-search	169
ten-crazy-cool-tshirts-facts	576
getting-to-know-cool-tshirts	612
interview-with-cool-tshirts-founder	622

2.2 Last Touches

There were a total of eight campaigns that were responsible for last touches.

- 1) cool-tshirts-search – 60 last touches
- 2) paid-search – 178 last touches
- 3) interview-with-cool-tshirts-founder – 184 last touches
- 4) ten-crazy-cool-tshirts-facts – 190 last touches
- 5) getting-to-know-cool-tshirts – 232 last touches
- 6) retargetting-campaign – 245 last touches
- 7) retargetting-ad – 443 last touches
- 8) weekly-newsletter – 447 last touches

The following slide has an image of the output of the query providing the results for last touches.

LT_Campaign	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
retargetting-campaign	245
retargetting-ad	443
weekly-newsletter	447

2.3 Visitors That Make Purchases

361 visitors made purchases.

Visitors	page_name
361	4 - purchase

2.4 Last Touch Purchases

There were a total of 8 campaigns that were responsible for last touches on the purchase page.

- 1) cool-tshirts-search – 2 last touches
- 2) interview-with-cool-tshirts-founder – 7 last touches
- 3) getting-to-know-cool-tshirts – 9 last touches
- 4) ten-crazy-cool-tshirts-facts – 9 last touches
- 5) paid-search – 52 last touches
- 6) retargeting-campaign – 54 last touches
- 7) retargeting-ad – 113 last touches
- 8) weekly-newsletter – 115 last touches

The following slide has an image of the output of the query providing the results for last touches on the purchasing page.

LT_PP_Campaign	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
retargetting-campaign	54
retargetting-ad	113
weekly-newsletter	115

2.5 Typical User Journey

The typical journey of a CoolTShirts user is having their attention caught by a campaign which brings them to the CoolTShirts website. From there the user browses around the website and typically leaves without making a purchase. After some time passes their eye is caught by another campaign which brings them back to the website and they then browse once again or they go back to the item they once considered buying. Some users will leave the page without making purchase, though may come back to the page again from a campaign they see in the future. Other users will go right back to the item that caught their eye in the first place and proceed to purchasing the item. This is the typical user journey.

3. Optimize The Campaign Budget

3.1 Re-Investment

- 1) Cool-tshirts-search – I believe this campaign should be re-invested in because it is at the bottom of all three lists.
- 2) Interview-with-cool-tshirts-founder – this campaign does a great job with first touches, though with last touches and last touches on the purchasing page it is not doing as well as it could. With a little more work I think this campaign could do well in all three lists.
- 3) Paid-search – This campaign does decent for the last touch on the purchasing page listing, poor for the last touch listing, and it is not on the first touch listing. With more work it could excel in both last touch listing, and potentially have some results for first touch.
- 4) Retargeting-campaign – Don't get me wrong this campaign does very well in regard to both last touch listings, but, I believe that it could do even better, especially with sealing the deal (last touch on purchasing page).
- 5) Ten-crazy-cool-tshirts-facts – This campaign does average or below average on all three lists, in my opinion with more work this campaign could do very well.

Side Notes

In regard to my queries I have saved them all into one .sql file. They are all in the same file though they are spaced out and clearly distinguishable from one another. They are in order from first problem to last as stated in the project guidelines. I hope you everything is clear. Thank you codecademy for everything, I learned a lot from this course, and I am excited to use what I have learned in the future.

END