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First and last-touch attribution with CoolTshirts.com

Learn SQL from Scratch
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1. Getting familiar with the Company

1.1 Campaigns and sources used

CoolTshirts uses 8 different types of capaigns and 6 sources. A campaign is run in a marketing channel, which can be social media, email, search engine or a website. CoolTshirts' website captures UTM parameters (campaign, source), which tell CoolTshirts which page their visitors are viisiting from . CoolTshirts can see this way which sources and campiagns are working.

utm_campaig<n	utm_source
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

1.2 What pages are on their website?

CoolTshirts has 4 pages shown in the table to the right.

page_name
1 - landing_page
2 - shopping_cart
3 - checkout
4 - purchase

2. What is the user journey?

2.1 How many first touches is each campaign responsible for?

The campaigns in the table to the right are put into descending order. The interview with the founder on the source „medium" resulted in the highest number of first touches.

user_id	first_touch_at	utm_source	utm_campaign	COUNT(utm_campaign)
99990	2018-01-13 23:30:09	medium	interview-with-cool-tshirts-founder	623
99933	2018-01-25 00:04:39	nytimes	getting-to-know-cool-tshirts	615
99765	2018-01-04 05:59:46	buzzfeed	ten-crazy-cool-tshirts-facts	577
99684	2018-01-13 13:20:49	google	cool-tshirts-search	171

2.2 How many last touches is each campaign responsible for?

The campaigns in the table to the right are put into descending order. A retargeting ad on Facebook resulted in the highest number of last touches.

user_id	last_touch_at	utm_source	utm_campaign	COUNT(utm_campaign)
99928	2018-01-24 05:26:09	facebook	retargetting-ad	452
99933	2018-01-26 06:18:39	email	weekly-newsletter	451
99990	2018-01-16 11:35:09	email	retargetting-campaign	248
99589	2018-01-15 04:55:43	nytimes	getting-to-know-cool-tshirts	233
99765	2018-01-04 05:59:46	buzzfeed	ten-crazy-cool-tshirts-facts	192
99838	2018-01-02 07:40:34	medium	interview-with-cool-tshirts-founder	185
98840	2018-01-10 04:58:48	google	paid-search	181
99344	2018-01-18 21:36:32	google	cool-tshirts-search	62

2.3 How many visitors make a purchase?

361.

2.4 How many last touches on the purchase page is each campaign responsible for?

The campaigns in the table to the right are put into descending order. A retargeting ad on Facebook resulted in the highest number of last touches on the purchase page.

user_id	last_touch_at	utm_source	utm_campaign	COUNT(utm_campaign)
99897	2018-01-06 09:41:18	facebook	retargetting-ad	122
99933	2018-01-26 06:18:39	email	weekly-newsletter	119
99285	2018-01-24 09:00:58	email	retargetting-campaign	57
94567	2018-01-19 16:37:58	google	paid-search	55
92172	2018-01-16 15:15:29	nytimes	getting-to-know-cool-tshirts	10
98651	2018-01-15 04:17:36	buzzfeed	ten-crazy-cool-tshirts-facts	10
83547	2018-01-10 18:20:21	medium	interview-with-cool-tshirts-founder	8
95650	2018-01-18 00:25:00	google	cool-tshirts-search	3

2.5 What is the typical user journey?

Out of the roughly 1,800 visitors that first land on the CoolTshirts website, only 361 end up making a purchase.

The typical user journey is to land on the website through medium, nytimes, buzzfeed and then later come back through facebook or email retargeting.

3. Recommendation

3.1 Recommendation

While medium, nytimes, buzzfeed and google have high first touch numbers, their conversion rates are low. In contrast, facebook an email advertizing seem to have high last touch numbers and result in the ultimate conversion. Without the cost of the campaigns it is hard to estimate the ROI of the campaigns and make a proper recommendation, but it seems that facebook and email campaigns have the highest conversion rates, so it could make sense invest in campaigns in those channels rather than the ones with low conversion rates.