



First/ Last touch attribution

Learn SQL from Scratch

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1. Cool TShirts

1.1 Campaigns & Sources

Cool TShirts uses 8 different campaigns. Those campaigns are spread over different sources online in order to reach the consumers. There are two types of searches, the cool_tshirt_search and the paid_search that are reaching an audience through Google. There is a retargeting_ad launched on Facebook and a retargeting_campaign being sent out through email aswell as a weekly newsletter. On top of that there are articles and interviews available on NYTimes, BuzzFeed and Medium.

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

1.2 Pages Website

The Website of CoolTShirts has 4 pages.

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

```
SELECT DISTINCT page_name  
FROM page_visits;
```

2. User journey

2.1 First Touches

- First touch happens as the user with an allocated unique user id gets directed to the website at a certain point of time (timestamp)
- Success of a campaign partially depends on the amount of first touches they generate since that is the amount of people being introduced to the website with the help of the campaign

column1	column2
getting-to-know-cool-tshirts	1349
ten-crazy-cool-tshirts-facts	1198
interview-with-cool-tshirts-founder	1178
weekly-newsletter	565
retargetting-ad	558
cool-tshirts-search	313
retargetting-campaign	300
paid-search	231

2.2 Last Touches

- Last Touch happens as the user with an allocated unique user id gets directed to the website at a certain point of time (timestamp) for the final time before not coming back again.
- Last Touch is indicative of campaigns ability of bringing the user back to the website and some of the Last Touches are responsible for the users completing the journey with a purchase.

Source	Campaign	Last Touch
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

- 361 visitors make a purchase by continuing to page 4
- Last Touches that leads to a purchase take place on page 4 of the website are listed here
- Checkout- Last Touches are in much smaller numbers than the general Last Touches
- % of 2.2 represents the ratio between the Last Touches and the Purchase resulting Last Touches
- Last Column is indicative of the suitability of the campaigns to reach the right audience for purchase of the product

Source	Campaign	Last Touch	% of 2.2
email	weekly-newsletter	115	25.73
facebook	retargetting-ad	113	25.51
email	retargetting-campaign	54	22.04
google	paid-search	52	29.21
buzzfeed	ten-crazy-cool-tshirts-facts	9	4.74
nytimes	getting-to-know-cool-tshirts	9	3.88
medium	interview-with-cool-tshirts-founder	7	3.8
google	cool-tshirts-search	2	3.33

2.4 Typical user journey

The Amounts of unique user ids show us the typical user journey with the users funneling down towards the purchase page.

User count	Page
1979	1 - landing_page
1881	2 - shopping_cart
1431	3 - checkout
361	4 - purchase

3. Optimal campaign budget

3.1 Optimal Campaign

- See listed the top five campaigns based on the (quantity) First Touch performance

Campaign	Source	First Touch
getting-to-know-cool-tshirts	nytimes	1349
ten-crazy-cool-tshirts-facts	buzzfeed	1198
interview-with-cool-tshirts-founder	medium	1178
weekly-newsletter	email	565
retargetting-ad	facebook	558

3.3 General Last Touches

- See listed the top five campaigns based on the (quantity) Last Touch performance

Source	Campaign	Last Touch
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

3.4 Last Touches Page 4 and Conversion

- See listed the top five campaigns based on the (quantity) Last Touch performance that has led to the purchase (page 4)
- Added to them are the ratio percentages in relation to all of the Last Touches

Source	Campaign	Last Touch	% of 2.2
email	weekly-newsletter	115	25.73
facebook	retargetting-ad	113	25.51
email	retargetting-campaign	54	22.04
google	paid-search	52	29.21
buzzfeed	ten-crazy-cool-tshirts-facts	9	4.74

3.5 Conclusion

The following list of 5 Campaigns that should get re- invested in are based on 3.1, 3.2 and 3.3

1. Weekly newsletter (email) – Occures on all 3 top fives
2. Retargetting ad (Facebook) - Occures on all 3 top fives
3. Getting to know Cool Tshirts (NYTimes) - Number 1 on the First Touch
4. Ten crazy cool tshirts (Buzzfeed) - Number 2 on the First Touch
5. Paid Search (Google) – Highest percentage of Purchase on Last Touch (29.21)