



# Attribution Queries

Learn SQL from Scratch

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# Table of Contents

1. Get familiar with CoolTShirts
2. What is the user journey?
3. Optimize the campaign budget

# 1. Get Familiar With CoolTShirts

# #1. How many campaigns and sources does CoolTshirts use? How are they related?

- How many campaigns and sources does CoolTShirts use?  
query results:

COUNT(DISTINCT utm\_campaign)

8

COUNT(DISTINCT utm\_source)

6

There are 8 campaigns and 6 sources that CoolTShirts uses.

- How are the campaigns and sources related (i.e. which source is used for which campaign)?

The query result is on the right. It shows that CoolTShirts uses email for the weekly-newsletter and the retargeting-ad campaign, Google for a paid-search and a cool-tshirts-search campaign, the New York Times for a getting-to-know-cool-tshirts campaign, BuzzFeed for a ten-crazy-cool-tshirts-facts campaign, Medium for an interview-with-cool-tshirts-founder campaign, and Facebook for a retargeting-ad campaign.

utm_campaign	utm_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

## #2. What pages are on the CoolTShirts website?

- What pages are on the CoolTShirts website?

The query results are on the right.

The different pages on the CoolTShirts website are

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?

### #3. How many first touches is each campaign responsible for?

- How many first touches is each campaign responsible for?

The query results are on the right.

The interview-with-cool-tshirts campaign is responsible for 622 first touches through Medium.

The getting-to-know-cool-tshirts campaign is responsible for 612 first touches through the New York Times.

The ten-crazy-cool-tshirts-facts campaign is responsible for 576 first touches through Buzzfeed.

The cool-tshirts-search campaign is responsible for 169 first touches through Google.

utm_source	utm_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

## #4. How many last touches is each campaign responsible for?

- How many last touches is each campaign responsible for?

The query results are on the right.

The weekly-newsletter campaign is responsible for 447 last touches.

The retargeting-ad campaign is responsible for 443 last touches.

The retargeting-campaign campaign is responsible for 245 last touches.

The getting-to-know-cool-tshirts campaign is responsible for 232 last touches.

The ten-crazy-cool-tshirts-founder campaign is responsible for 190 last touches.

The interview-with-cool-tshirts-founder campaign is responsible for 184 last touches.

The paid-search campaign is responsible for 178 last touches.

The cool-tshirts-search is responsible for 60 last touches.

utm_source	utm_campaign	Count(*)
email	weekly-newsletter	447
facebook	retargeting-ad	443
email	retargeting-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



## #5. How many visitors make a purchase?

- How many visitors make a purchase?

The query results are on the right.

The number of distinct users who visited the page named '4 – purchase' is 358.

COUNT(DISTINCT user_id)	page_name
358	4 - purchase

## #6. How many last touches on the purchase page is each campaign responsible for?

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

The query results are on the right.

The weekly-newsletter campaign is responsible for 114 last touches on the purchase page.

The retargeting-ad campaign is responsible for 112 last touches on the purchase page.

The retargeting-campaign campaign is responsible for 53 last touches on the purchase page.

The paid-search campaign is responsible for 52 last touches on the purchase page.

The ten-crazy-cool-tshirts-facts campaign is responsible for 9 last touches on the purchase page.

The getting-to-know-cool-tshirts campaign is responsible for 9 last touches on the purchase page.

The interview-with-cool-tshirts-founder campaign is responsible for 7 last touches on the purchase page.

The cool-tshirts-search campaign is responsible for 2 last touches on the purchase page.

utm_source	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

## #7. What is the typical user journey?

- What is the typical user journey?

The query results are on the right. Each web-page is shown next to the numbers of users who do not travel past that page. For 1,066 users out of 1,979 users, the checkout page is the last page they visit. Thus, the typical user journey is from the landing\_page, to the shopping cart, and to the checkout. The typical user does not make a purchase.

COUNT(DISTINCT user_id)	page_name
98	1 – landing_page
457	2 – shopping_cart
1066	3 – checkout
358	4 – purchase

### 3. Optimize The Campaign Budget

## #8. Five campaigns to re-invest in.

- On the right, it shows the number of last touches on the purchase page that each campaign is responsible for. This is the result queries from question #6.
- One can observe that ten-crazy-cool-tshirts-facts and getting-to-know-cool-tshirts are both responsible for the same number of last touches on the purchase page, coming in at 5<sup>th</sup> and 6<sup>th</sup> place. The interview-with-cool-tshirts-founder campaign is in 7<sup>th</sup> place.

utm_source	utm_campaign	COUNT(*)
email	weekly-newsletter	114
facebook	retargetting-ad	112
email	retargetting-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

## #8. Five campaigns to re-invest in.

- The query results from question #4 are on the right. They show how many last touches each campaign is responsible for. One can observe that the getting-to-know-cool-tshirts and ten-crazy-cool-tshirts-founder campaigns are both responsible for more last touches than the interview-with-cool-tshirts-founder campaign.

utm_source	utm_campaign	Count(*)
email	weekly-newsletter	447
facebook	retargeting-ad	443
email	retargeting-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

## #8. Five campaigns to re-invest in.

I would recommend to CoolTShirts that they re-invest in the following five campaigns: weekly-newsletter, retargeting-ad, retargeting-campaign, paid-search, and Interview-with-cool-tshirts-founder.

Weekly-newsletter, retargeting-ad, retargeting-campaign, and paid-search are responsible for the most last touches on the purchase page. Even though getting-to-know-cool-tshirts and ten-crazy-cool-tshirts-facts are responsible for more last touches on the purchase page and more last touches in general, they don't have that many more last touches. Also, looking back at question #3, interview-with-cool-tshirts-founder is responsible for more first touches than any other campaign. If that campaign had more money, then perhaps they could encourage more visitors to make a purchase.