

FIRST- AND LAST-TOUCH ATTRIBUTION WITH COOLSHIRTS.COM

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GET FAMILIAR WITH THE COMPANY

HOW MANY CAMPAIGNS AND SOURCES DOES COOLSHIRTS USE AND HOW ARE THEY RELATED?

```
SELECT COUNT(DISTINCT  
    utm_campaign)  
FROM page_visits;  
  
SELECT COUNT(DISTINCT utm_source)  
FROM page_visits;  
  
SELECT DISTINCT utm_campaign,  
    utm_source  
FROM page_visits;
```

- Unique Campaigns
 - 8
- Unique Sources
 - 6
- Campaigns are distributed among different social and media outlets.

WHAT PAGES ARE ON THEIR WEBSITE?

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

- Page Names:
 - Landing Page
 - Shopping Cart
 - Checkout
 - Purchase



WHAT IS THE USER JOURNEY?

HOW MANY FIRST TOUCHES IS EACH CAMPAIGN RESPONSIBLE FOR?

```
WITH first_touch AS (
  SELECT user_id,
    MIN(timestamp) as first_touch_at
  FROM page_visits
  GROUP BY user_id),
ft_tum AS(
  SELECT ft.user_id,
    ft.first_touch_at,
    pv.utm_source,
    pv.utm_campaign
  FROM first_touch ft
  JOIN page_visits pv
    ON ft.user_id = pv.user_id
    AND ft.first_touch_at = pv.timestamp)
SELECT utm_campaign, COUNT(*)
FROM page_visits
GROUP BY 1;
```

- Interview with CoolTShirts Founder
 - 622
- Getting to know CoolTShirts
 - 612
- Ten Crazy CoolTShirts Facts
 - 576
- CoolTShirts Search
 - 169

HOW MANY LAST TOUCHES IS EACH CAMPAIGN RESPONSIBLE FOR?

```
WITH last_touch AS (
    SELECT user_id,
        MAX(timestamp) as last_touch_at
    FROM page_visits
    GROUP BY user_id),
lt_utm AS (
    SELECT lt.user_id,
        lt.last_touch_at,
        pv.utm_source,
        pv.utm_campaign
    FROM last_touch AS 'lt'
    JOIN page_visits AS 'pv'
    ON lt.user_id = pv.user_id
    AND lt.last_touch_at = pv.timestamp)
SELECT COUNT(*),lt_utm.utm_campaign,
    lt_utm.utm_source
FROM lt_utm
GROUP BY 2
ORDER BY 1 DESC;
```

- Weekly Newsletter
 - 447
- Retargeting Ad
 - 443
- Retargeting Campaign
 - 245
- Getting to Know CoolTShirts
 - 232
- Ten Crazy CoolTShirts Facts
 - 190
- Interview With CoolTShirts Founder
 - 184
- Paid Search
 - 178
- CoolTShirts Search
 - 60

HOW MANY VISITORS MAKE A PURCHASE?

```
SELECT COUNT(DISTINCT user_id)  
FROM page_visits  
WHERE page_name = '4 - purchase';
```

- Users to make a purchase:
 - 361

HOW MANY LAST TOUCHES ON THE PURCHASE PAGE IS EACH CAMPAIGN RESPONSIBLE FOR?

```
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),
lt_utm AS (
    SELECT lt.user_id,
        lt.last_touch_at,
        pv.utm_source,
        pv.utm_campaign
    FROM last_touch AS 'lt'
    JOIN page_visits AS 'pv'
    ON lt.user_id = pv.user_id
    AND lt.last_touch_at = pv.timestamp)
SELECT COUNT(*), lt_utm.utm_campaign,
    lt_utm.utm_source
FROM lt_utm
GROUP BY 2
ORDER BY 1 DESC;
```

- Weekly Newsletter
 - 115
- Retargeting Ad
 - 113
- Retargeting Campaign
 - 54
- Paid Search
 - 52
- Getting to Know CoolTShirts
 - 9
- Ten Crazy CoolTShirts Facts
 - 9
- Interview With CoolTShirts Founder
 - 7
- CoolTShirts Search
 - 2

WHAT IS THE TYPICAL USER JOURNEY?

- The user tends to view the campaigns with information about CoolTShirts first, followed by seeing the ads/newsletters.
- Once they view all of these, they see the retargeting ads/campaigns before ultimately deciding whether or not to make a purchase.
- Paid searches and internet Google searches for CoolTShirts have not been as successful as other ads and news.



OPTIMIZE THE CAMPAIGN BUDGET

COOLTSHIRTS CAN RE-INVEST IN 5 CAMPAIGNS. WHICH SHOULD THEY PICK AND WHY?

- 5 Campaigns they should pick
 - Weekly Newsletter
 - Retargeting Ad
 - Retargeting Campaign
 - Getting to Know CoolTShirts
 - Ten Crazy CoolTShirts Facts
- They should choose these ads because these are the ads with the most last touches on the purchase page.
- This means that these are the campaigns users are seeing right before they make the decision to purchase.
- Because of this, these campaigns should be the ones used by CoolTShirts.