



CoolTShirts.com First and Last Touch Attribution

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# **1. Get familiar with CoolTShirts**

# Campaigns and Sources

We have 5,692 unique campaigns and sources for CoolTShirts.com. Below that shows which channel we use for each campaign.

Campaign	Channel
Cool TShirts Search	Google
Getting to know Cool T-shirt's	NY Times
Interview with Cool T-shirts Founder	Medium
Paid Search	Google
Retargeting Ad	Facebook
Retargeting Campaign	Email
Ten Crazy Cool T-shirt Facts	Buzzfeed
Weekly Newsletter	Email

## **2. What is the User Journey**

# **Journey**

# Customer Tracking

Below are the pages that the customer can click on when on CoolTshirts.com. When they click on a page we log the information. This is how we can tell if they followed through with a purchase or if we lost them at a certain page.

Landing Pages
1 – Landing Page
2 – Shopping Cart
3 - Checkout
4 - Purchase

# **3. Optimizing the Campaign Budget**

# First Touches

- The first touches are the original ads that the customer clicked on
- As you can see Interview with Cool T-shirts Founder drove the most traffic to our site
- The Cool T-shirts search seems to be driving the least amount of traffic
- Next we will review which campaign gave us the most purchases

Campaign	Traffic
Cool Tshirts Search	169
Getting to Know Cool T-shirts	612
Interview with Cool T-shirts Founder	622
Ten Crazy Cool T-shirts Facts	576



# Last Touches

- The last touches are the last ads that the customer clicked on
- Retargeting ads seem to be doing well. Which means that most customers are returning to the sight to make a purchase.
- The weekly news letter also has a lot of last touches. This could mean that we are doing well with our content and engaging customer intrest.

Campaign	Traffic
Cool Tshirts Search	60
Getting to Know Cool T-shirts	232
Interview with Cool T-shirts Founder	184
Ten Crazy Cool T-shirts Facts	190
Paid Search	178
Retargeting Ads	443
Retargeting Campaign	245
Weekly News Letter	447

# Purchase Results by Campaign

- Our Weekly news letter and retargeting ads drive most of our purchases.
- We could add more links to our website in the weekly news letter and continue to come up with new and creative content. I would also suggest considering a bi-weekly news letter.
- These are the two areas I would focus on the most.
- Next I would focus on our retargeting campaigns and paid search.
- Instead of focusing campaigns with facts or interviews with the company I would consider adding those things to the newsletter since they do not have a high purchase follow through rate.

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