



CAPTSTONE: Attribution

Learn SQL from Scratch

Jin Lee

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1. Marketing Campaigns

1.1 Campaigns and Sources

CoolTshirts have launched **eight** marketing campaigns through **six** different channels

Campaigns	Sources
Getting to Know Cool Tshirts	NY times
Weekly Newsletter	Email
Ten Crazy Cool Tshirts Facts	Buzzfeed
Retargeting Ad	NY times
Retargeting Campaign	Facebook
Interview with Cool Tshirts Founder	Medium
Paid Search	Google
Cool Tshirts Search	Google

1.2 CoolTshirts Website Pages

Website Pages
1 - landing_page
2 - shopping_cart
3 - checkout
4 - purchase

Each prospective customers are guided through **four** different pages of CoolTshirt's website

2. User Journey

2.1 User First Touch

Our prospective customers makes their first visits to CoolTShirts website through below four campaigns

Campaign	Source	Count
Interview with Cool Tshirts Founder	Medium	622
Getting to Know Cool Tshirts	NY Times	612
Ten Crazy Cool Tshirts Facts	Buzzfeed	576
Cool Tshirts Search	google	169

2.2 User Last Touch

Our prospective customers make their last visit to our website through below campaigns

Campaign	Source	Count
Weekly Newsletter	Email	447
Retargeting Ad	Facebook	443
Retargeting Campaign	Email	245
Getting to Know Cool Tshirts	NY Times	232
Ten Crazy Cool Tshirts Facts	Buzzfeed	190
Interview With Cool Tshirts Founder	Medium	184
Paid Search	Google	178
Cool Tshirts Search	Google	60

2.3 Purchase

Out of 1979 users who have visited our website, 361 users or approximately 18% of the users, made final purchases by visiting page, 4-purchase.

2.4 Purchase - Campaigns

Below campaigns are responsible for purchases:

Campaign	Source	Count
Weekly Newsletter	Email	115
Retargeting Ad	Facebook	113
Retargeting Campaign	Email	54
Paid Search	Google	52
Getting to Know Cool Tshirts	NY times	9
Ten Crazy Cool Tshirts Facts	Buzzfeed	9
Interview with Cool Tshirts Founder	Medium	7
Cool Tshirts Search	Google	2

3. Budget Optimization

3.1 User Journey

Typical user journey starts by visiting CoolTShirts websites through four campaigns:

1. Interview with Cool Tshirts Founder (622 visitors)
2. Getting to Know Cool Tshirts (612 visitors)
3. Ten Crazy Cool Tshirts Facts (576 visitors)
4. Cool Tshirts Search (169 visitors)

And after the first visits, the prospects makes purchases after revisiting the website mainly through below four campaigns:

1. Weekly Newsletter (115 buyers)
2. Retargeting Ad (113 buyers)
3. Retargeting Campaign (54 buyers)
4. Paid Search (52 buyers)

3.2 Where to Invest?

Given the typical user journey and number of visitors and buyers each campaign is responsible, the top five campaigns to invests are:

1. Interview with Cool Tshirts Founder (622 visitors)
2. Getting to Know Cool Tshirts (612 visitors)
3. Ten Crazy Cool Tshirts Facts (576 visitors)
4. Weekly Newsletter (115 buyers)
5. Retargeting Ad (113 buyers)