



First and Last Touch Attribution Analysis & Recommendation

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Agenda

- 1 Get to Know CoolTShirts
- 2 Understand the User Journey
- 3 Optimize the Campaign Budget

Get to Know CoolTShirts

Get to Know CoolTShirts



CoolTShirts Description

CoolTShirts, an innovative apparel shop, is running a bunch of marketing campaigns.

Current Campaigns

CoolTShirts runs a number of campaigns, which represent their effective marketing campaigns to promote their products.

Current Sources

CoolTShirts uses a number of different sources, which represent different outlets that CoolTShirts uses to promote its campaigns

Page Names

The page names represent the four main pages that a user progress through during their user journey, from start to finish, from initial contact to final purchase.

1.1 Current Campaigns

How many campaigns does CoolTShirts use and how are they related?

CoolTShirts uses eight campaigns, which are listed below.

Campaigns	number of unique campaigns
getting-to-know-cool-tshirts	1349
ten-crazy-cool-tshirts-facts	1198
interview-with-cool-tshirts-founder	1178
weekly-newsletter	565
retargeting-ad	558
cool-tshirts-search	313
retargeting-campaign	300
paid-search	231

```
SELECT utm_campaign AS
'Campaigns',
COUNT(utm_campaign) AS 'number of
unique campaigns'
FROM page_visits
GROUP BY utm_campaign
ORDER BY 2 DESC;
```

1.2 Current Sources

How many sources does CoolTShirts use and how are they related?

CoolTShirts uses six main sources to promote its campaigns, which are listed below.

Sources	number of unique sources
nytimes	1349
buzzfeed	1198
medium	1178
email	865
facebook	558
google	544

```
SELECT utm_source AS 'Sources',  
COUNT(utm_source) AS 'number of  
unique sources'  
FROM page_visits  
GROUP BY utm_source  
ORDER BY 2 DESC;
```

1.3 Current Pages

What pages are on their website?

The website has 4 pages on it, which are listed below. These represent the 4 pages that users traverse through their user journey.

Page Name
1 - landing_page
2 - shopping_cart
3 - checkout
4 - purchase

```
SELECT page_name AS 'Page Name'  
FROM page_visits  
GROUP BY 1;
```

Understand the User Journey

2.1 First Touches

How many first touches is each campaign responsible for?

The four campaigns below are responsible for the all of the first touches that CoolTShirts receives.

user_id	first_touch_at	Source	Campaign	Total
99990	1/13/2018 23:30	medium	interview-with-cool-tshirts-founder	622
99933	1/25/2018 0:04	nytimes	getting-to-know-cool-tshirts	612
99765	1/4/2018 5:59	buzzfeed	ten-crazy-cool-tshirts-facts	576
99684	1/13/2018 13:20	google	cool-tshirts-search	169

```
WITH first_touch AS (  
    SELECT user_id,  
           MIN(timestamp) as  
first_touch_at  
    FROM page_visits  
    GROUP BY user_id)  
SELECT ft.user_id,  
       ft.first_touch_at,  
       pv.utm_source AS 'Source',  
       pv.utm_campaign AS  
'Campaign',  
       COUNT(*) AS 'Total'  
FROM first_touch AS 'ft'  
JOIN page_visits AS 'pv'  
    ON ft.user_id = pv.user_id  
    AND ft.first_touch_at =  
pv.timestamp  
GROUP BY 4  
ORDER BY 5 DESC;
```

2.2 Last Touches

How many last touches is each campaign responsible for?

All 8 of the campaigns are responsible for last touches; however, some more than others, as you can see from the table below.

Campaign	Total
weekly-newsletter	447
retargeting-ad	443
retargeting-campaign	245
getting-to-know-cool-tshirts	232
ten-crazy-cool-tshirts-facts	190
interview-with-cool-tshirts-founder	184
paid-search	178
cool-tshirts-search	60

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

2.3 Purchases on Site

How many visitors make a purchase?

361 visitors make a purchase on the CoolTShirts site.

Page Name	Visitors per Page
4 - purchase	361

```
SELECT page_name AS 'Page Name',  
COUNT(DISTINCT user_id) AS  
'Visitors per Page'  
FROM page_visits  
WHERE page_name='4 - purchase';
```

2.4 Last Touches on Purchase Page

How many visitors make a purchase by campaign?

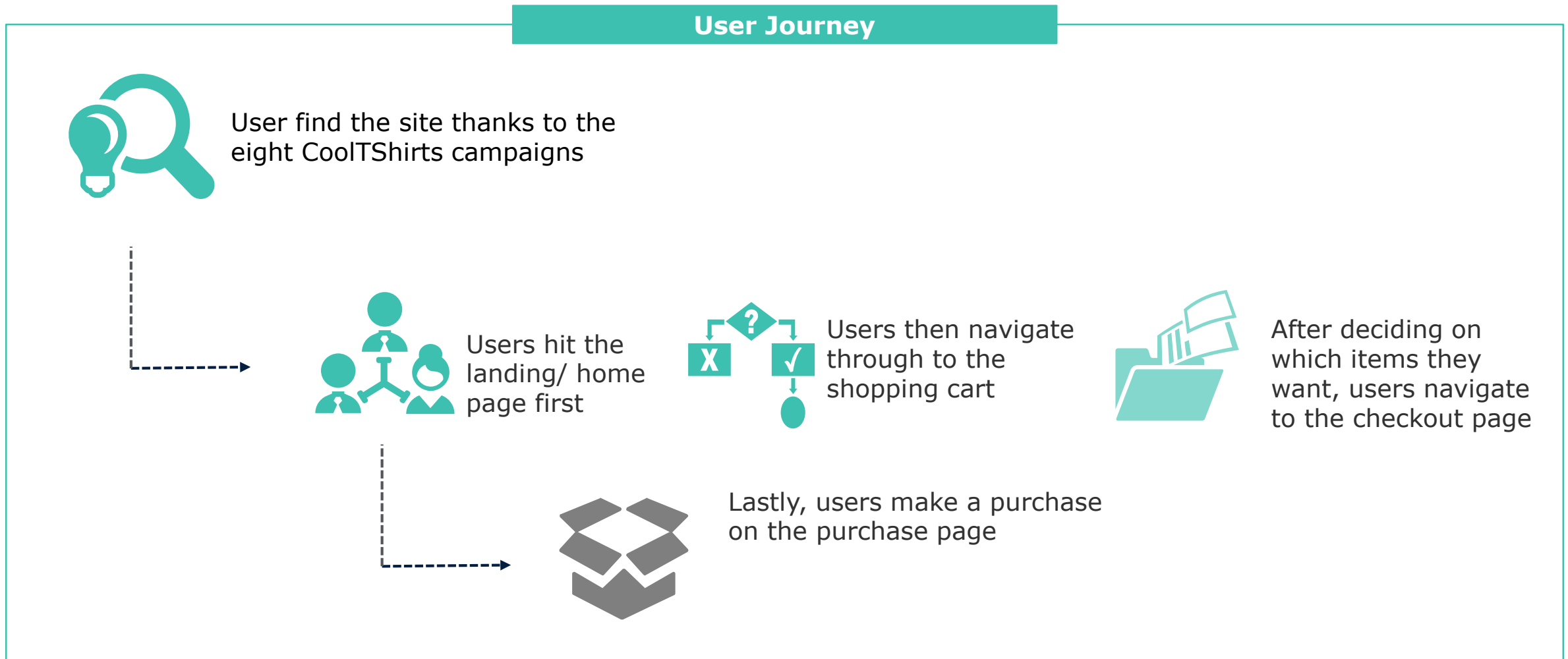
Below are the number of visitors whose last touch is on the purchase page, broken out by the 8 different campaigns.

Camapign	Total
weekly-newsletter	115
retargeting-ad	113
retargeting-campaign	54
paid-search	52
getting-to-know-cool-tshirts	9
ten-crazy-cool-tshirts-facts	9
interview-with-cool-tshirts-founder	7
cool-tshirts-search	2

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

Typical User Journey

Throughout the lifecycle of a typical user journey, each user essentially follows the same pre-ordained path, from start to finish. This allows us to better understand the metrics behind which campaigns and sources are most successful.



Optimize Campaign Budget

CoolTShirts can re-invest in 5 campaigns. Which should they pick and why?

Campaigns

- 1 weekly-newsletter
- 2 retargeting-ad
- 3 retargeting-campaign
- 4 paid-search
- 5 getting-to-know-cool-tshirts

Reasons

- 1 The first four campaigns result in the highest rate of last touches and final purchases. Thus, CoolTShirts should focus on these because they are the ones closing the customer.
- 2 The last campaign is heavily responsible for first touches. While this doesn't guarantee a final purchase, it can be essential for introducing someone to the brand.



By following these recommendations, CoolTShirts will be able to drive higher rates of final purchases on its website. This will enable the company to reallocate funds efficiently while increasing its sales.

