



CoolTShirts

Innovative Apparel for Everyone

Digital Marketing Campaign Analysis

Image Source: <https://blog.tshirt-factory.com/wp-content/uploads/2010/01/t-shirts.jpg>

Table of Contents

- About
 - About CTS
 - About the Customer Journey
 - About Recent Digital Marketing Campaigns
 - About the Campaign Data
- Campaign Results
 - First Touch
 - First Touch Conversions
 - Last Touch
 - Last Touch Conversions
 - Customer Journey
- Recommendations for Optimizing Campaigns
- Appendix



About CTS

CoolTShirts (CTS) sells shirts of all kinds, as long as they are T-shaped and cool.

CTS invests in digital marketing campaigns to reach new customers and incentivize existing customers to buy CoolTShirts.

CTS marketing campaigns utilize UTM parameters as a way of tracking visits to its website. These parameters capture information like the time, attribution source, and attribution medium for each user visit and are meaningful to analyzing campaigns.

About the Customer Journey

Recently, CTS started a few digital marketing campaigns to increase website visits and purchases. Mapping their customers' digital journey (from initial visit to purchase) provides valuable insights to optimize these campaigns.

First Touch

Hello

For marketing campaigns, the “First Touch” utm_source and utm_campaign are where visitors initially discover the CTS website.

...

“1 to n” other touches on CTS Customer buying journey

...

Last Touch

Ready to Buy

For marketing campaigns, the “Last Touch” utm_source and utm_campaign draws visitors back to the CTS website, especially right before Purchase.

Purchase =)

Thank You!

Campaigns are successful when Visitors execute the purchase of one (or more) CoolTShirts.

About Recent Digital Marketing Campaigns

Critical to the success of digital marketing campaigns is matching a message with a platform and its visitors. For CTS, the CTS message is delivered via the campaign (utm_campaign) on various platforms (utm_source) with the goal of leading visitors to the CTS website and to purchase CoolTShirts!

of Sources
6

buzzfeed
email
facebook
google
medium
nytimes

Campaigns by Source

Source	Campaign
buzzfeed	ten-crazy-cool-tshirts-facts
email	retargetting-campaign
email	weekly-newsletter
facebook	retargetting-ad
google	cool-tshirts-search
google	paid-search
medium	interview-with-cool-tshirts-founder
nytimes	getting-to-know-cool-tshirts

of Campaigns
8

cool-tshirts-search
getting-to-know-cool-tshirts
interview-with-cool-tshirts-founder
paid-search
retargetting-ad
retargetting-campaign
ten-crazy-cool-tshirts-facts
weekly-newsletter

About the Campaign Data

For each visit to the CTS website, data is collected to assist in analyzing the effectiveness of digital marketing campaigns.

page_visits	
A table describing each time a user visits the CoolTShirts website	
Column	Description
user_id	A unique identifier for each visitor to a page
timestamp	The time at which the visitor came to the page
page_name	The title of the section of the page that was visited
utm_source	Identifies which site sent the traffic (i.e., google, newsletter, or facebook_ad)
utm_medium	Identifies what type of link was used (i.e., cost-per-click or email)
utm_campaign	Identifies the specific ad or email blast (i.e., june-21-newsletter or memorial-day-sale)

About the Campaign Data

For the Campaign measurement term, visits to 4 identified CTS Website pages were tracked by Visitor by Visit.



Measurement START Date	Measurement END Date
2018-01-01 00:58:13	2018-02-04 11:09:47
# of Unique Visitors	
1979	
# of Unique Buyers	
361	

18.2% of CTS Visitors were converted to CTS Buyers

About the Campaign Data

```

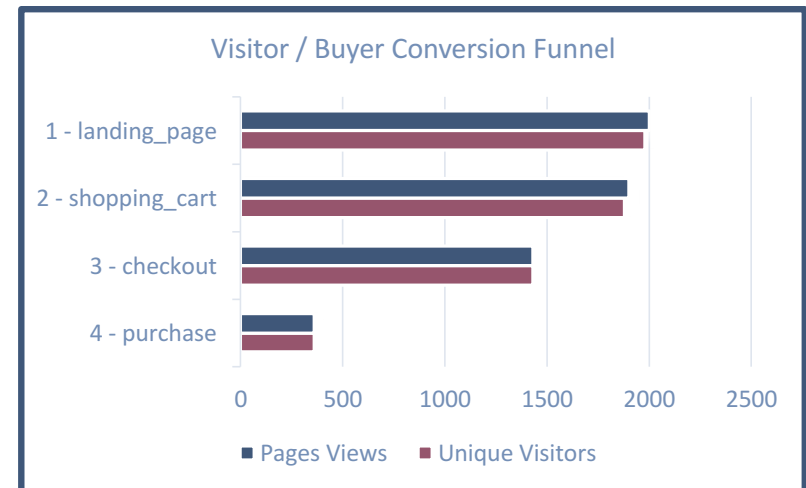
/*
Campaigns - CTS website page visits
*/
SELECT COUNT(page_name) AS 'CTS Website Page Visits'
FROM page_visits;
/*
Campaigns - CTS website page views funnel
*/
SELECT page_name AS 'CTS Website Page Name',
COUNT(page_name) AS '# of Page Views',
COUNT(DISTINCT user_id) AS '# of Unique Visitors'
FROM page_visits
GROUP BY page_name;

```

CTS Website Page Visits		
5692		
Average # of Page Visits per Visitor		
2.02687983134223		
Average # of Page Visits per Buyer		
4.03324099722992		
CTS Website Page Name	# of Page Views	# of Unique Visitors
1 - landing_page	2000	1979
2 - shopping_cart	1900	1881
3 - checkout	1431	1431
4 - purchase	361	361

Key Findings—Visitor/Buyer Conversion Funnel:

- 361 Unique Buyers; Overall Conversion Rate is 18.2%
- A very effective visitor funnel except for the final step: purchase!



Campaign Results: First Touch

```
/*
User Journey - first touch by campaign
*/
WITH first_touch AS (
    SELECT user_id,
           MIN(timestamp) AS first_touch_at
    FROM page_visits
    GROUP BY user_id),
ft_attr AS (
    SELECT ft.user_id,
           ft.first_touch_at,
           pv.utm_source,
           pv.utm_campaign
    FROM first_touch AS ft
    JOIN page_visits AS pv
      ON ft.user_id = pv.user_id
      AND ft.first_touch_at = pv.timestamp)
SELECT ft_attr.utm_source AS 'Source',
       ft_attr.utm_campaign AS 'Campaign',
       COUNT(*) AS '# of Visitors'
FROM ft_attr
GROUP BY 1, 2
ORDER BY 3 DESC;
```

Key Findings:

- 4 Campaigns were identified as “First Touch” campaigns; 3 story-like content campaigns and 1 search term campaign.
- 2 of 3 story-like campaigns (**medium** and **nytimes**) delivered approximately the same number of visitors.
- The **google** search campaign delivered significantly fewer number of visitors than any other source.

Source	Campaign	# of Visitors
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

Campaign Results: First Touch Conversions

```
/* Funnel Reporting - 1 - First Touch Attribution*/
/* Journey Through Funnel */

SELECT first_touch_source AS 'First Touch Source',
       first_touch_campaign AS 'First Touch Campaign',
       COUNT(ft_user_id) AS '# of Visitors',
       COUNT(buyer_touch_at) AS '# of Buyers'
FROM funnel_file
GROUP BY 1,2
ORDER BY 3 DESC;
```

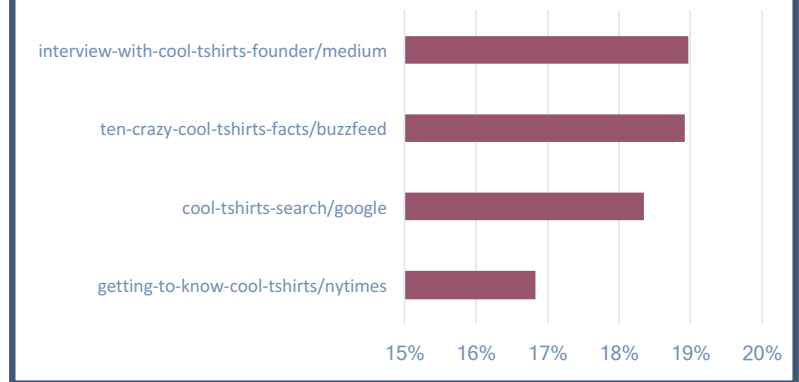
** For full code set, see Appendix for
"Journey Through Funnel Code – First Touch Attribution"*

First Touch Source	First Touch Campaign	# of Visitors	# of Buyers
medium	interview-with-cool-tshirts-founder	622	118
nytimes	getting-to-know-cool-tshirts	612	103
buzzfeed	ten-crazy-cool-tshirts-facts	576	109
google	cool-tshirts-search	169	31

Key Findings:

- 361 Unique Buyers; Overall Conversion Rate is 18.2%
- While **nytimes** referred the second highest number of Visitors, its Buyer conversion rate was the lowest.
- When attributing conversion to “First Touch”, while the **google** campaign did not refer as many visitors, its Buyer conversion rate was competitive.

First Touch Conversion Rate by Campaign



9/16/18

CoolTSHIRTS Digital Marketing Campaign Analysis

Campaign Results: Last Touch

```
/*
User Journey - last touch by campaign
*/
WITH last_touch AS (
  SELECT user_id,
         MAX(timestamp) AS last_touch_at
  FROM page_visits
  GROUP BY user_id),
lt_attr 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 lt_attr.utm_source AS 'Source',
       lt_attr.utm_campaign AS 'Campaign',
       COUNT(*) AS '# of Visitors'
FROM lt_attr
GROUP BY 1, 2
ORDER BY 3 DESC;
```

Key Findings:

- All 8 Campaigns (story-like, re-targeting and search) are considered as “Last Touch” Campaigns.
- **email** (both campaigns) and **facebook** are effective sources for reaching visitors that may purchase.
- **google** (both campaigns) was the lowest performing source for reaching visitors that may purchase.

Source	Campaign	# of Visitors
email	weekly-newsletter	447
facebook	retargetting-ad	443
email	retargetting-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

9/15/18

CoolTSHIRTS Digital Marketing Campaign Analysis

Campaign Results: Last Touch Conversions

```
/* Funnel Reporting - 2 - Last Touch Attribution*/
/* Journey Through Funnel */

SELECT last_touch_source AS 'Last Touch Source',
       last_touch_campaign AS 'Last Touch Campaign',
       COUNT(ft_user_id) AS '# of Visitors',
       COUNT(buyer_touch_at) AS '# of Buyers'
FROM funnel_file
GROUP BY 1,2
ORDER BY 3 DESC;
```

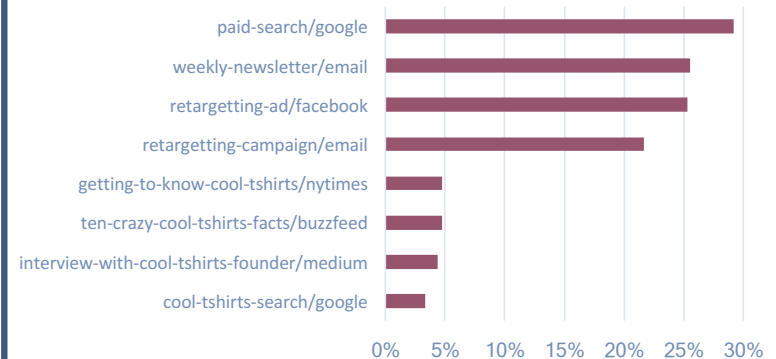
** For full code set, see Appendix for
"Journey Through Funnel Code – Last Touch Attribution"*

Last Touch Source	Last Touch Campaign	# of Visitors	# of Buyers
email	weekly-newsletter	447	114
facebook	retargetting-ad	443	112
email	retargetting-campaign	245	53
nytimes	getting-to-know-cool-tshirts	232	11
buzzfeed	ten-crazy-cool-tshirts-facts	190	9
medium	interview-with-cool-tshirts-founder	184	8
google	paid-search	178	52
google	cool-tshirts-search	60	2

Key Findings:

- 361 Unique Buyers; Overall Conversion Rate is 18.2%
- **Email follow-up, google paid search and facebook re-targeting** are important visitor follow-on touches for converting Visitors to Buyers.

Last Touch Conversion Rate by Campaign



9/15/18

CoolTSHIRTS Digital Marketing Campaign Analysis

Campaign Results: Customer Journey

Recently, CTS started a few digital marketing campaigns to increase website visits and purchases. Mapping their customers' digital journey (from initial visit to purchase) will provide valuable insights to optimize these campaigns.



Recommendations for Optimizing Campaigns

CTS should continue to invest in digital marketing campaigns. Based upon (1) cost neutrality for all options, (2) conversions requiring more than 1 touch, and (3) an objective to increase the total number of conversions from Visitors to Buyers, following are 5 recommendations:

Campaigns that Say “Hello”

- Continue only with the story-like content campaigns on **medium** and **buzzfeed** as CTS stories seem to resonate with those readers and drive visitors that convert to the website.
- Discontinue **nytimes** and **google** as a means of first introduction.

Campaigns that Reconnect

- Make offers that encourage purchase (discount code, free shipping, etc.) to motivate Visitors to move from checkout to purchase!
 - Continue with **weekly email newsletter** as it drives the highest conversion rate; track by week to determine the type of traffic that drives visitors that convert.
 - Continue with **facebook re-targeting ads**; fine tune ad configuration based upon detailed review of conversions.
- The conversion rate for **google paid search** is good; review and optimize keywords and ad spend on google paid search to increase number of visitors.

Appendix

Journey Through Funnel Code – First Touch Attribution

```
/*
User Journey - the buyer funnel
*/
/* FIRST Touch */
WITH first_touch AS (
    SELECT user_id,
           MIN(timestamp) AS first_touch_at
    FROM page_visits
    GROUP BY user_id),
ft_attr AS (
    SELECT ft.user_id,
           ft.first_touch_at,
           pv.utm_source,
           pv.utm_campaign,
           pv.page_name
    FROM first_touch AS ft
    JOIN page_visits AS pv
    ON ft.user_id = pv.user_id
    AND ft.first_touch_at = pv.timestamp),
/* BUYER Touch */
buyer_touch AS (
    SELECT user_id,
           MAX(timestamp) as buyer_touch_at
    FROM page_visits
    WHERE page_name = '4 - purchase'
    GROUP BY user_id),
```

```
buyer_attr AS (
    SELECT bt.user_id,
           bt.buyer_touch_at,
           pv.utm_source,
           pv.utm_campaign,
           pv.page_name
    FROM buyer_touch AS bt
    JOIN page_visits AS pv
    ON bt.user_id = pv.user_id
    AND bt.buyer_touch_at = pv.timestamp),
/* Funnel File */
funnel_file AS (
    SELECT ft.user_id AS ft_user_id,
           ft.first_touch_at AS first_touch_at,
           ft.utm_source AS first_touch_source,
           ft.utm_campaign AS first_touch_campaign,
           bt.buyer_touch_at AS buyer_touch_at,
           bt.utm_source AS buyer_touch_source,
           bt.utm_campaign AS buyer_touch_campaign
    FROM ft_attr AS ft
    LEFT JOIN buyer_attr AS bt
    ON ft.user_id = bt.user_id)
SELECT first_touch_source AS 'First Touch Source',
       first_touch_campaign AS 'First Touch Campaign',
       COUNT(ft_user_id) AS '# of Visitors',
       COUNT(buyer_touch_at) AS '# of Buyers'
FROM funnel_file
GROUP BY 1,2
ORDER BY 3 DESC;
```

Appendix

Journey Through Funnel Code – Last Touch Attribution

```
/*
User Journey - the buyer funnel
*/
/* LAST Touch */
WITH last_touch AS (
  SELECT user_id,
         MAX(timestamp) AS last_touch_at
  FROM page_visits
  GROUP BY user_id),
lt_attr AS (
  SELECT lt.user_id,
         lt.last_touch_at,
         pv.utm_source,
         pv.utm_campaign,
         pv.page_name
  FROM last_touch AS lt
  JOIN page_visits AS pv
  ON lt.user_id = pv.user_id
  AND lt.last_touch_at = pv.timestamp),
/* BUYER Touch */
buyer_touch AS (
  SELECT user_id,
         MAX(timestamp) as buyer_touch_at
  FROM page_visits
  WHERE page_name = '4 - purchase'
  GROUP BY user_id),
```

```
buyer_attr AS (
  SELECT bt.user_id,
         bt.buyer_touch_at,
         pv.utm_source,
         pv.utm_campaign,
         pv.page_name
  FROM buyer_touch AS bt
  JOIN page_visits AS pv
  ON bt.user_id = pv.user_id
  AND bt.buyer_touch_at = pv.timestamp),
/* Funnel File */
funnel_file AS (
  SELECT lt.user_id      AS lt_user_id,
         lt.last_touch_at AS last_touch_at,
         lt.utm_source    AS last_touch_source,
         lt.utm_campaign  AS last_touch_campaign,
         bt.buyer_touch_at AS buyer_touch_at,
         bt.utm_source    AS buyer_touch_source,
         bt.utm_campaign  AS buyer_touch_campaign
  FROM lt_attr AS lt
  LEFT JOIN buyer_attr AS bt
  ON lt.user_id = bt.user_id)
SELECT last_touch_source AS 'Last Touch Source',
       last_touch_campaign AS 'Last Touch Campaign',
       COUNT(lt_user_id) AS '# of Visitors',
       COUNT(buyer_touch_at) AS '# of Buyers'
FROM funnel_file
GROUP BY 1,2
ORDER BY 3 DESC;
```