



# CoolTShirts

Learn SQL from Scratch

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# Steps to understanding what's working and what's not with our marketing plans

1. Get familiar with CoolTShirts
2. What is the user journey?
3. Optimize the campaign budget

# **1. Get familiar with CoolTShirts**

# 1.1 How many campaigns and sources does CoolTShirts use? Which source is used for each campaign?

Utm\_campaign is a type of ad for increasing traffic, while utm\_source is way to display the campaign information. For each ad campaign a source is required to determine through what way to get the ad in front of the users eyes.

CoolTShirts has created 8 marketing campaigns to drive traffic and users to their site.

- Including weekly-newsletter and paid-search.

CoolTShirts has used 6 different sources to get users to find and access their site.

- Including email, google and facebook.

Listed below are each of the campaigns and the source used for each.

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

```
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;
```

## 1.2 What pages are on the CoolTShirts website?

The CoolTShirts website consists of 4 pages as listed below:

Page_name
1 – landing_page
2 – shopping_cart
3 – checkout
4 – purchase

```
select distinct page_name  
from page_visits;
```

## **2. What is the user journey?**

## 2.1 How many first touches is each campaign responsible for?

This is a great way to see how effective each marketing campaign was.

- This shows that the interview with cool tshirts founder was responsible for the most new customers browsing to the site.
- In a very close 2<sup>nd</sup> was the ad on NY Times as seen in the below table.
- And coming in 3<sup>rd</sup> was buzzfeed.
- These 3 sources accounted for more than 90% of new users.

user_id	first_touch_at	utm_source	utm_campaign	count (utm_campaign)
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,  
       pv.utm_campaign,  
       count (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  
group by 4  
order by 5 desc;
```

## 2.2 How many last touches is each campaign responsible for?

Last touch means what source/campaign combo brought the customer back or held them throughout the website page view process.

- As seen below email and facebook have brought the most people back to the website.

user_id	last_touch_at	utm_source	utm_campaign	count (utm_campaign)
99933	1/26/2018 6:18	email	weekly-newsletter	447
99928	1/24/2018 5:26	facebook	retargetting-ad	443
99990	1/16/2018 11:35	email	retargetting-campaign	245
99589	1/15/2018 4:55	nytimes	getting-to-know-cool-tshirts	232
99765	1/4/2018 5:59	buzzfeed	ten-crazy-cool-tshirts-facts	190
99838	1/2/2018 7:40	medium	interview-with-cool-tshirts-founder	184
98840	1/10/2018 4:58	google	paid-search	178
99344	1/18/2018 21:36	google	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 lt.user_id,  
       lt.last_touch_at,  
       pv.utm_source,  
       pv.utm_campaign,  
       count (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  
group by 4  
order by 5 desc;
```



## 2.3-2.4 How many visitors make a purchase?

There were 361 users that made a purchase during these campaigns.

- A typical user journey would consist of a user clicking on an ad or a link and getting to the landing page of CoolTShirts.
- Then the user would add a cool tshirt to their shopping cart.
- Once they added many cool shirts to their cart they would checkout and complete their purchase. Then a week later they would get really cool shirts in the mail. Yay!

user_id	last_touch_at	utm_source	utm_campaign	count (utm_campaign)
99933	1/26/2018 6:18	email	weekly-newsletter	115
99897	1/6/2018 9:41	facebook	retargetting-ad	113
99285	1/24/2018 9:00	email	retargetting-campaign	54
94567	1/19/2018 16:37	google	paid-search	52
92172	1/16/2018 15:15	nytimes	getting-to-know-cool-tshirts	9
98651	1/15/2018 4:17	buzzfeed	ten-crazy-cool-tshirts-facts	9
83547	1/10/2018 18:20	medium	interview-with-cool-tshirts-founder	7
95650	1/18/2018 0:25	google	cool-tshirts-search	2

```
select count (distinct user_id)
from page_visits
where page_name = '4 - purchase';
```

```
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 lt.user_id,
lt.last_touch_at,
pv.utm_source,
pv.utm_campaign,
count (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
group by 4
order by 5 desc;
```

### **3. Optimize the campaign budget**

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

I have identified the 5 campaigns that had the highest rate of purchases based on the final touch. Since the goal is to get the biggest bang for your buck and spend money wisely so that it is going to turn into sales/profit I believe these are the best options to reinvest in.

Campaign	Percent of final touches to make a purchase
Weekly-newsletter	25.7%
Retargeting-Ad	25.5%
Retargeting-campaign	22.0%
Paid-search	29.2%
Ten-Crazy-cool-tshirts-facts	4.7%

**Questions?**