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1. Get familiar with CoolTShirts

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

There are eight campaigns originating from six sources. The sources are a mixture of website articles and emails that CoolTShirts uses to reach customers with their campaigns.

```
SELECT DISTINCT utm_campaign as Campaigns,
                utm_source as Sources
FROM page_visits;
```

Campaigns	Sources
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

1.2 What pages are on their website?

There are four pages for the CoolTShirts website. The landing page, the shopping cart, checkout, and purchase.

```
SELECT DISTINCT page_name as "Page Name"
FROM page_visits;
```

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

2. What is the user journey?

2.1 How many first touches is each campaign responsible for?

Interview with CoolTShirts founder is responsible for 622 first touches.
Getting to know CoolTShirts is responsible for 612 first touches.
Ten crazy CoolTShirts facts is responsible for 576 first touches.
CoolTShirts search is responsible for 169 first touches.
The weekly newsletter, the paid search, the retargeting ad, and the retargeting campaign were responsible for zero first touches.

Source	Campaign	Count
Medium	Interview with CoolTShirts Founder	622
NY Times	Getting to know CoolTShirts	612
Buzzfeed	Ten crazy CoolTShirts facts	576
Google	CoolTShirts search	139

```
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 ft
  JOIN page_visits 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 Count
FROM ft_attr
GROUP BY 1, 2
ORDER BY 3 DESC;
```

2.2 How many last touches is each campaign responsible for?

The weekly newsletter was responsible for 447 last touches.
The retargeting ad was responsible for 443 last touches.
The retargeting campaign was responsible for 245 last touches.
The getting to know CoolTShirts campaign was responsible for 232 last touches.
The ten crazy CoolTShirts facts was responsible for 190 last touches.
Interview with CoolTShirts founder is responsible for 184 last touches.
The paid search was responsible for 178 last touches.
The CoolTShirts search was responsible for 60 last touches.

Source	Campaign	Count
Email	Weekly Newsletter	447
Facebook	Retargeting Ad	443
Email	Retargeting Campaign	245
NY Times	Getting to know CoolTShirts	232
Buzzfeed	Ten crazy CoolTShirts facts	190
Medium	Interview with CoolTShirts Founder	184
Google	Paid search	178
Google	CoolTShirts search	60

2.3 How many visitors make a purchase?

361 of the visitors to the CoolTShirts website make a purchase.

Purchases
361

```
SELECT COUNT (DISTINCT user_id) as
Purchases
FROM page_visits
WHERE page_name = '4 - purchase';
```

2.4 How many last touches on the purchase page is each campaign responsible for?

The weekly newsletter was responsible for 115 purchase page last touches. The retargeting ad was responsible for 113 purchase page last touches. The retargeting campaign was responsible for 54 purchase page last touches. The paid search was responsible for 52 purchase page last touches. The getting to know CoolTShirts campaign was responsible for 9 purchase page last touches. The ten crazy CoolTShirts facts was responsible for 9 purchase page last touches. Interview with CoolTShirts founder is responsible for 7 purchase page last touches. The CoolTShirts search was responsible for 2 purchase page last touches.

Source	Campaign	Count
Email	Weekly Newsletter	115
Facebook	Retargeting Ad	113
Email	Retargeting Campaign	54
Google	Paid search	52
Buzzfeed	Ten crazy CoolTShirts facts	9
NY Times	Getting to know CoolTShirts	9
Medium	Interview with CoolTShirts Founder	7
Google	CoolTShirts search	2

2.5 What is the typical user journey?

It appears the typical user journey begins with one of these four campaigns. Finding an article from either the NY Times, Buzzfeed, Medium, or to a lesser extent doing a Google search for CoolTShirts. There are 2019 first touches and 1979 last touches. The last touches are spread amongst all eight of the campaigns.Of those last touches, 361 customers make purchases.

3. Optimize the campaign budget.

3.1 CoolTShirts can reinvest in 5 campaigns. Which should they pick and why?

They should pick the paid search, the weekly newsletter, the retargeting ad, the retargeting campaign, and the ten crazy CoolTShirts facts as the campaigns they reinvest in. They have the highest last touch to sales ratios.