



Attributable Queries

Learn SQL from Scratch

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1. Get Familiar With CoolTShirts

1. Get Familiar With CoolTShirts

CoolTshirts has 4 pages (see below) that make up its sales funnel.

Each customer begins at '1 - landing_page' and is driven there by a source (nytimes, email, buzzfeed, medium)

Each source supports an ad-campaign. The relationship of each source to its corresponding campaign can be found to the right.

Pages

1 - landing_page

2 - shopping_cart

3 - checkout

4 - purchase

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

2. What is the User Journey

Journey

2.1 First Touch Analysis

By executing the following query we have found that the campaigns found below are the only campaigns driving traffic to CoolTShirts landing page.

# of first touches	utm_campaign
622	interview-with-cool-tshirts-founder
612	getting-to-know-cool-tshirts
576	ten-crazy-tshirts-facts
169	cool-tshirts-search

```
WITH first_touch AS (  
    SELECT user_id,  
           MIN(timestamp) as  
first_touch_at  
    FROM page_visits  
    GROUP BY user_id)  
SELECT COUNT(ft.user_id) as '#  
of first touches',  
       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  
GROUP BY utm_campaign  
ORDER BY 1 DESC;
```

2.2 Last Touch Analysis

By executing the following query we have found that these campaigns drive the highest number of last touches.

# of last touches	utm_campaign
447	weekly-newsletter
443	retargetting-ad
245	retargetting-campaign
232	getting-to-know-cool-tshirts
190	ten-crazy-cool-tshirts-facts
184	interview-with-cool-tshirts-founder
178	paid-search
60	cool-tshirts-search

```
WITH last_touch AS (  
    SELECT user_id,  
           MAX(timestamp) as  
last_touch_at  
    FROM page_visits  
    GROUP BY user_id)  
SELECT COUNT(lt.user_id) as  
'# of last touches',  
       pv.utm_campaign  
FROM last_touch lt  
JOIN page_visits pv  
  ON lt.user_id =  
pv.user_id  
  AND lt.last_touch_at =  
pv.timestamp  
GROUP BY utm_campaign  
ORDER BY 1 DESC;
```

2.3 Visitors - Purchasers

By analyzing the total number of visitors to purchasers we can determine CoolTShirts website has a 6.3% conversion rate

Visitors	Purchasers
5,692	361

2.4 Purchasers - Breakdown

The following is a breakdown of which campaigns have driven purchases.

# of purchases	utm_campaign
114	weekly-newsletter
112	retargetting-ad
53	retargetting-campaign
52	paid-search
9	getting-to-know-cool-tshirts
9	ten-crazy-cool-tshirts-facts
7	interview-with-cool-tshirts-founder
2	cool-tshirts-search

3. Optimize the Campaign Budget

3.1 Optimize the Campaign Budget

Based on our campaign analysis we offer the following campaigns for reinvestment. This recommendation is based on the following factors:

- Highest number of purchases. Historically past purchasers have higher conversion rate than new visitors.
- Highest number of first touches. These campaigns have the largest reach and will expand the existing customer base.

utm_campaign	utm_source	# first touches	# of purchases
weekly-newsletter	email	0	114
retargeting-ad	email	0	112
interview-with-cool-tshirts-founder	medium	622	7
getting-to-know-cool-tshirts	nytimes	612	9
ten-crazy-tshirts-facts	buzzfeed	576	9