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1. CoolTShirts Online Marketing

1.1 CoolTShirts Campaigns

- 8 distinct campaigns used

  - What is a campaign? - marketing material typically organized around a theme and designed to influence the decision of the consumer

    - CoolTShirts search (Google)
    - "Getting to Know CoolTShirts" (New York Times)
    - Interview with CoolTShirts founder
    - Retargetting ad (Facebook)
    - Retargetting campaign (email)
    - Paid search (Google)
    - "10 Crazy CoolTShirts Facts" (Buzzfeed)
    - Weekly newsletter (email)

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

1.1 CoolTShirts Sources

- 6 distinct sources

  - What is a source? - methods for delivering or obtaining marketing material

    - Buzzfeed
    - Email
    - Facebook
    - Google
    - Medium
    - New York Times

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

2. CoolTShirts User Journey

2.1 Website

- 4 website pages

  - Landing page
  - Shopping Cart
  - Checkout
  - Purchase

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

2.2 Customer First-Touch

• Campaign customer first-touches

first_touch_at	utm_source	utm_campaign
2018-01-01 00:58:13	nytimes	getting-to-know-cool-tshirts
2018-01-01 01:42:56	medium	interview-with-cool-tshirts-founder
2018-01-01 05:04:18	google	cool-tshirts-search
2018-01-01 06:37:30	buzzfeed	ten-crazy-cool-tshirts-facts
2018-01-02 15:02:56	email	retargetting-campaign
2018-01-02 18:09:53	facebook	retargetting-ad
2018-01-02 19:43:54	email	weekly-newsletter
2018-01-03 20:47:26	google	paid-search

```sql
WITH first_touch AS (
    SELECT utm_campaign,
        MIN(timestamp) as first_touch_at
    FROM page_visits
    GROUP BY utm_campaign)
SELECT ft.utm_campaign,
    ft.first_touch_at,
    pv.utm_source,
        pv.utm_campaign
FROM first_touch ft
JOIN page_visits pv
    ON ft.utm_campaign = pv.utm_campaign
    AND ft.first_touch_at = pv.timestamp;
```

2.3 First-Touch Campaigns

- Customers are first driven to the website by
  - Interest in the founder
  - Learning more about CoolTShirts
  - Curiosity about crazy CoolTShirts facts

ft.attr.utm_source	ft.attr.utm_campaign	COUNT(*)
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

```
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 ft
JOIN page_visits pv
ON ft.user_id = pv.user_id
AND ft.first_touch_at = pv.timestamp)
SELECT ft_attr.utm_source,
ft_attr.utm_campaign,
COUNT(*)
FROM ft_attr
GROUP BY 2,1
ORDER BY 3 DESC;
```

2.4 Last-Touch Campaigns

- Customers are brought back to the website by
  - Source: email and Facebook
  - Campaigns: Weekly Newsletter, Retargetting Ad and Retargetting Campaign

lt.attr.utm_source	lt.attr.utm_campaign	COUNT(*)
email	weekly-newsletter	447
facebook	retargetting-ad	443
email	retargetting-campaign	245
nytimes	getting-to-know-cool-tshirts	232
buzzfeed	ten-crazy-tshirts-facts	190
medium	interview-with-cool-tshirts-founder	184
google	paid-search	178
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),
lt_attr AS (
SELECT lt.user_id,
  lt.last_touch_at,
pv.utm_source,
  pv.utm_campaign,
  pv.page_name
FROM last_touch lt
JOIN page_visits pv
ON lt.user_id = pv.user_id
AND lt.last_touch_at = pv.timestamp)
SELECT lt_attr.utm_source,
lt_attr.utm_campaign,
COUNT(*)
FROM lt_attr
GROUP BY 2
ORDER BY 3 DESC;
```

3. Optimize the campaign budget

3.1 Optimize the campaign budget

- 361 users made purchases
- ~ 18% of website visitors make an actual purchase

Page_name	COUNT(DISTINCT user_id)
4 - purchase	361

3.2 Optimize the campaign budget

Campaigns responsible for final purchases

- Weekly Newsletter (email) - ~ 32%
- Retargetting Ad (Facebook) - ~ 31%
- Retargetting Campaign (email) - ~ 15%
- Paid Google searches - ~ 14%

lt_attr.utm_source	lt_attr.utm_campaign	COUNT(DISTINCT user_id)
email	weekly-newsletter	115
facebook	retargetting-ad	113
email	retargetting-campaign	54
google	paid-search	52
nytimes	getting-to-know-cool-tshirts	9
buzzfeed	ten-crazy-cool-tshirts-facts	9
medium	interview-with-cool-tshirts-founder	7
google	cool-tshirts-search	2

3.3 Optimize the campaign budget

5 Campaigns CoolTShirts should reinvest in the following campaigns:

1. Interview with CoolTShirts Founder – helps drive first touches
2. Getting to Know CoolTShirts – helps drive first touches
3. Weekly Newsletter (email) – assists with last touch and final purchases
4. Retargetting Ad (Facebook) – assists with last touch and final purchases
5. Retargetting Campaign (email) – assists with last touch and final purchases

Thank You