



CoolTShirts

Attribution Queries
Learn SQL from Scratch
Heather English

Feb 25, 2019 - Apr 22, 2019

Getting to Know CoolTShirts – Campaigns and Sources

CoolTShirts is using 8 unique campaigns with 6 sources. A campaign is the method in which CoolTShirts is driving visitors to their site. The source is where the campaign is originating from. The campaign mix includes articles, email, social and search.

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

Site Pages
Landing Page
Shopping Cart
Checkout
Purchase

```
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;
```

```
SELECT DISTINCT page_name
FROM page_visits;
```

User Journey - First Touch

Articles about CoolTShirts have been most successful at driving first touch visits to the CoolTShirts site, accounting for 91% of all first touches. The Interview with the CoolTShirts founder and Getting to Know CoolTShirts NY Times piece were most successful at driving first touches.

Campaign	Source	Number of First Touches
interview-with-cool-tshirts-founder	Medium	622
getting-to-know-cool-tshirts	NY Times	612
ten-crazy-cool-tshirts-facts	Buzzfeed	576
cool-tshirts-search	Google	169
TOTALS		1,979

```
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,  
       ft_attr.utm_campaign,  
       COUNT(*)  
FROM ft_attr  
GROUP BY 1, 2  
ORDER BY 3 DESC;
```

User Journey - Last Touch

The weekly newsletter and Facebook retargeting campaign were most successful at driving users back to the website.

Source	Campaign	Number of Last Touches
email	weekly-newsletter	447
facebook	retargeting-ad	443
email	retargeting-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
TOTALS		1,979

```
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 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 1, 2
ORDER BY 3 DESC;
```

User Journey - Visitor Purchases

361 website visitors have made purchases (visited the purchases page).

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

User Journey - Last Touch Purchase Page

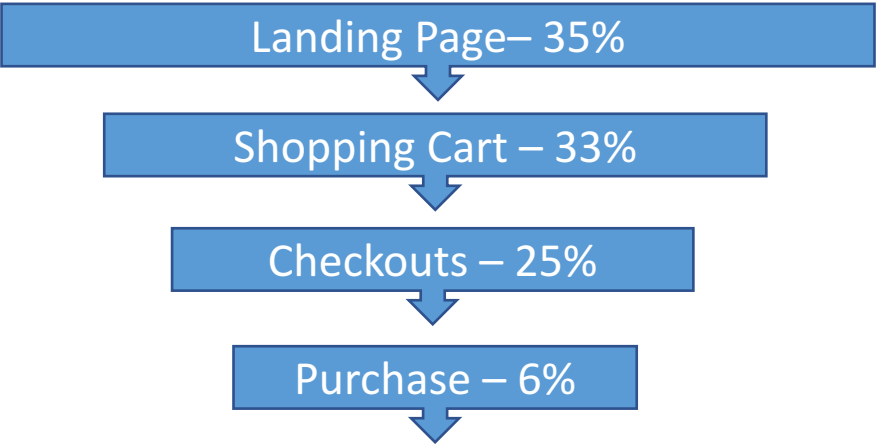
The weekly newsletter and Facebook retargeting campaign were most successful at driving last touch purchases. Email was the top campaign source for all last touch purchases (47%) followed by Facebook (32%).

Source	Campaign	Number of Last Touches
email	weekly-newsletter	115
facebook	retargeting-ad	113
email	retargeting-campaign	54
google	paid-search	52
buzzfeed	ten-crazy-cool-tshirts-facts	9
nytimes	getting-to-know-cool-tshirts	9
medium	interview-with-cool-tshirts-founder	7
google	cool-tshirts-search	2
TOTALS		361

```
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),  
lt_attr AS (SELECT lt.user_id,  
                  lt.last_touch_at,  
                  pv.utm_source,  
                  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  
    )  
SELECT lt_attr.utm_source,  
       lt_attr.utm_campaign,  
       COUNT(*)  
FROM lt_attr  
GROUP BY 1, 2  
ORDER BY 3 DESC;
```

User Site Flow

361 website visitors have made purchases (visited the purchases page), resulting in an 18% conversion rate based on users who started on the landing page and completed a purchase.



```
SELECT DISTINCT page_name,
COUNT(*) AS 'Page Visits',
ROUND (COUNT(*) * 100.0/
(SELECT COUNT(*) FROM
page_visits)) AS 'Page Visits Percent'
FROM page_visits
GROUP BY page_name;
```

Page Name	Page Visits	Page Visits Percent
Landing Page	2,000	35.0 %
Shopping Cart	1,900	33.0 %
Checkout	1,431	25.0 %
Purchase	361	6.0 %

First-Touch and Last-Touch Analysis

Articles discussing CoolTShirts from online news and news curation sites is the best approach to drive users to the website.

Weekly email and retargeting campaigns have been most successful and bringing users back to the website, followed by retargeting on Facebook. Retargeting as a tactic across email and Facebook did drive the majority of Last Touch visits to the site (36%).

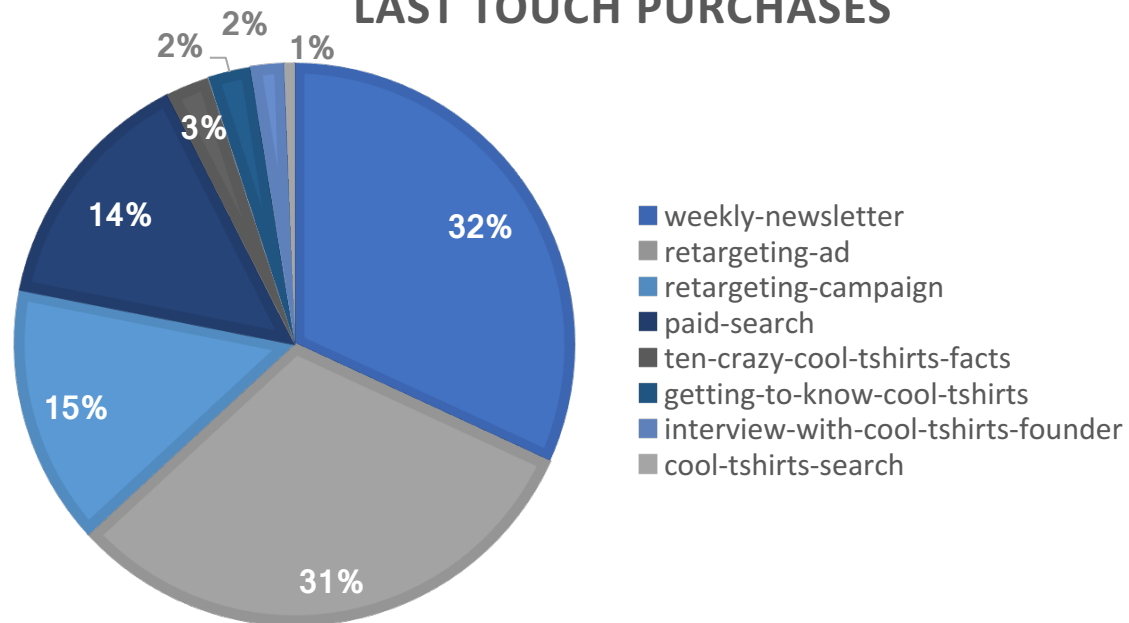
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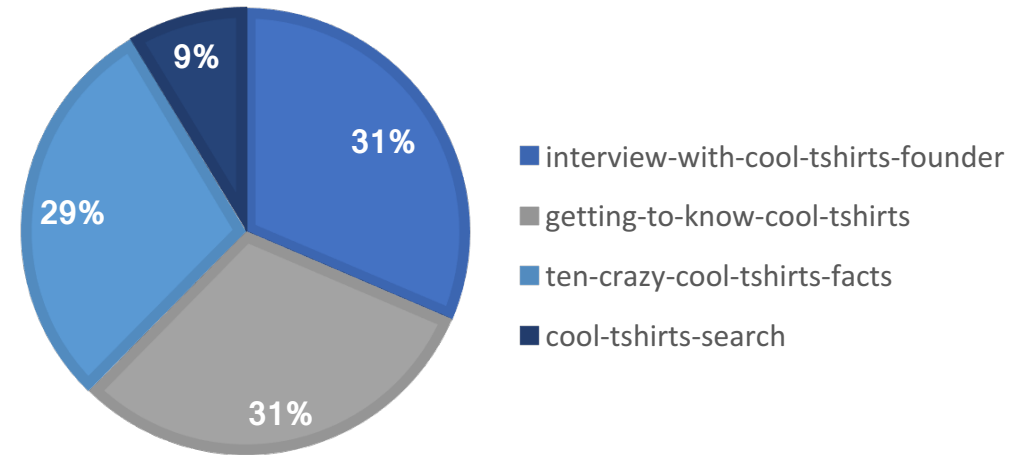
Campaign Optimization

CoolTShirts should continue to support a multi-channel approach. Investing in the ***Interview with CoolTShirts Founder, Getting to Know CoolTShirts*** and ***Ten Crazy CoolTShirts Facts*** campaigns will continue to drive people to the site (top of funnel). The ***Weekly Newsletter (email)*** and ***Facebook retargeting ad*** campaigns will re-engage users and ultimately drive the most purchases.

LAST TOUCH PURCHASES



FIRST TOUCH VISITS



LAST TOUCH VISITS

