



CoolTShirts

Learn SQL from Scratch

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May 6, 2019

Table of Contents

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 and how are they related?

Before we review the results of our findings, I wanted to define the below:

- `utm_campaign`, referenced as `campaign`, represents the specific campaign currently running for CoolTShirts.
- `utm_source`, referenced as `source`, represents the specific source where each campaign is running, which include but not limited to newspapers, email, or search, etc.

While there are multiple campaigns running, there are some campaigns operating under the same source. From our data, we find that there are currently 8 distinct campaigns and currently 6 distinct sources. Please refer to the data on the next slide.

```
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;
```

Campaign Count

8

Source Count

8

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

1.2 What pages are on their website?

There are 4 pages running on CoolTShirts:

1. Landing Page
2. Shopping Cart
3. Checkout
4. Purchase

Though these are the only pages presented in the data, it does leave out pages that most websites offer their customers, including, category page or product page.

Typically, once landing on a landing page, a user journey flows from category page to product page then to shopping cart.

Ultimately, we can make assume that category pages and product pages have been lumped into "landing pages."

2. User Journey

2.1 How many first touches is each campaign responsible for?

First Touches account for a total of 1,979.

From the table provided, you can see that there are a total of 4 campaigns responsible for first touches with Interview with Cool Tshirts Founder leading the overall percent contribution.

1. Interview with Cool Tshirt founder at 31.4%
2. Getting to Know Cool Tshirts at 30.9%
3. Ten Crazy Cool Tshirts Facts at 29.1%
4. Cool Tshirts search at 8.5%

```
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 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 5 DESC;
```

Source	Campaign	COUNT	%
medium	interview-with-cool-tshirts-founder	622	31.4%
nytimes	getting-to-know-cool-tshirts	612	30.9%
buzzfeed	ten-crazy-cool-tshirts-facts	576	29.1%
google	cool-tshirts-search	169	8.5%

2.2 How many last touches is each campaign responsible for?

Last Touches account for a total of 1,979.

From the table provided, you can see that there are a total of 8 campaigns responsible for last touches with Weekly Newsletters leading the overall percent contribution.

1. Weekly Newsletter at 22.5%.
2. Retargeting Ad at 22.3%.
3. Retargeting Campaign at 12.3%.
4. Getting to Know Cool Tshirts at 11.7%.
5. Ten Crazy Cool Tshirts Facts at 9.6%
6. Interview with Cool Tshirt founder at 9.2%
7. Paid-Search at 8.9%.
8. Cool TShirts Search at 3%.

```
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 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 5 DESC;
```

Source	Campaign	COUNT	%
email	weekly-newsletter	447	22.5%
facebook	retargeting-ad	443	22.3%
email	retargeting-campaign	245	12.3%
nytimes	getting-to-know-cool-tshirts	232	11.7%
buzzfeed	ten-crazy-cool-tshirts-facts	190	9.6%
medium	interview-with-cool-tshirts-founder	184	9.2%
google	paid-search	178	8.9%
google	cool-tshirts-search	60	3%

2.3 How many visitors make a purchase? How many last touches *on the purchase page* is each campaign responsible for?

A total of 361 purchases are made, an CVR% of 18.2% (361 visitors/1979 total customers).

Please refer to the table below for how many last touches each campaign is responsible for.

Source	Campaign	COUNT
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

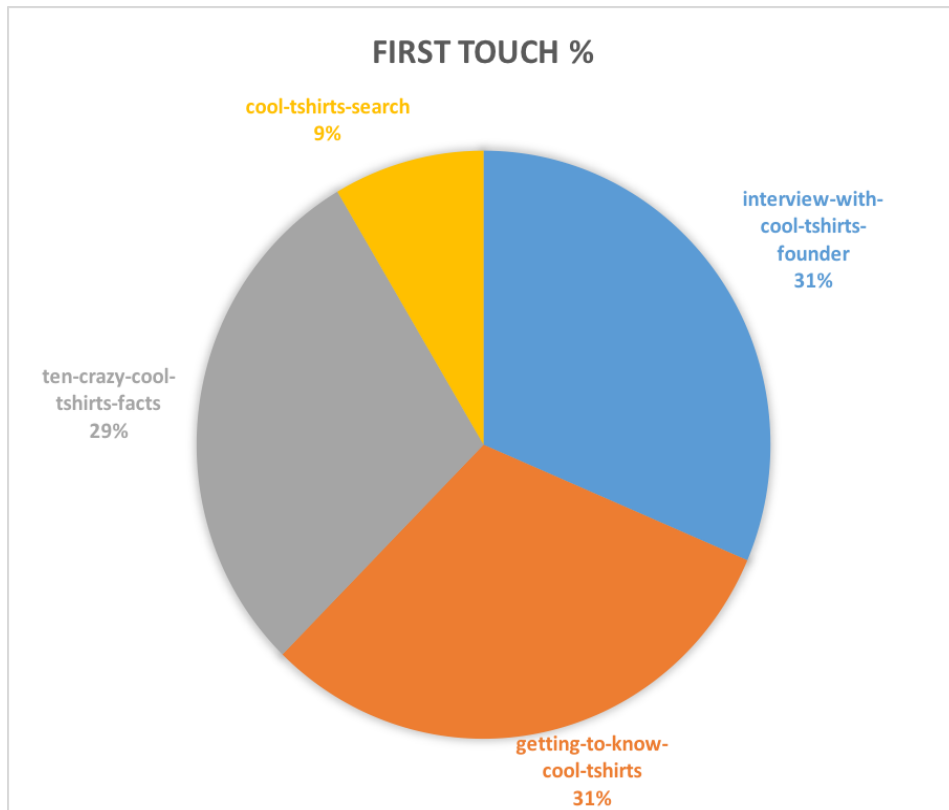
```
WITH last_touch AS (  
  SELECT user_id,  
         MAX(timestamp) as  
         last_touch_at  
  FROM page_visits  
  GROUP BY user_id)  
SELECT lt.user_id,  
       lt.last_touch_at,  
       pv.utm_source,  
       pv.utm_campaign,  
       COUNT(utm_campaign)  
FROM last_touch lt  
JOIN page_visits pv  
  ON lt.user_id = pv.user_id  
  AND lt.last_touch_at =  
  pv.timestamp  
GROUP BY utm_campaign  
ORDER BY 5 DESC;  
  
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 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 5 DESC;
```

2.4 What is the typical user journey?

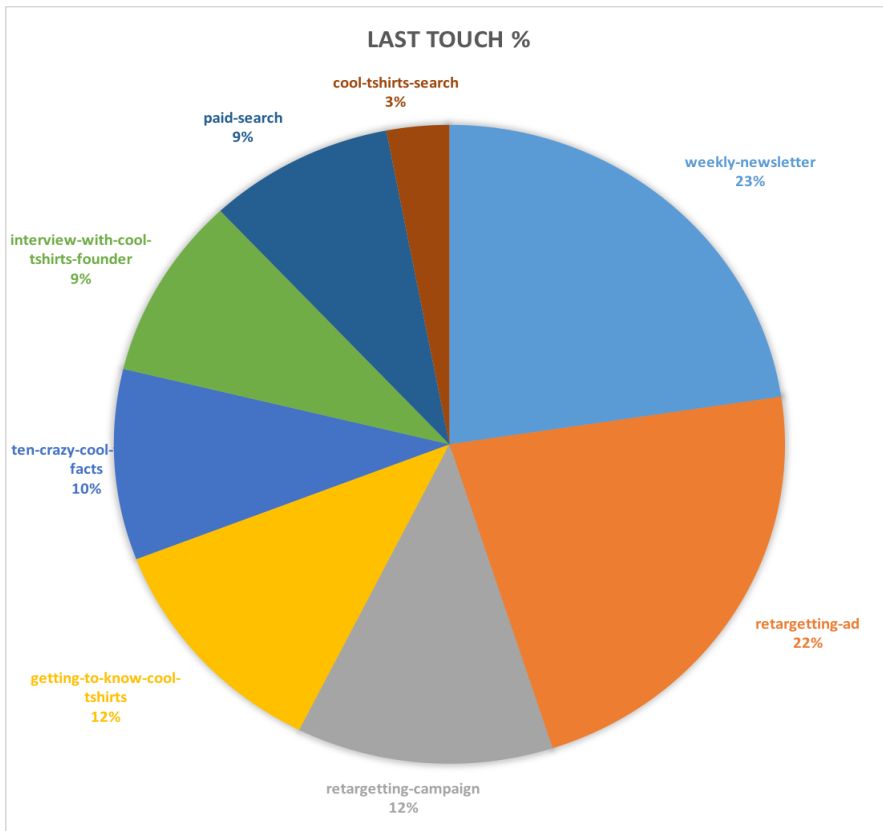
Based off the data, below details the typical customer journey for Cool TShirts:

- The initial user engagement (first touches) occurs through editorial campaigns. These are campaigns that peak the customer's interest and creates engagement, such as, Interview with the Founder, Getting to Know (the brand), and than some cool facts.
- Of the 4 campaigns running, 91.4% of visits were created off this content.



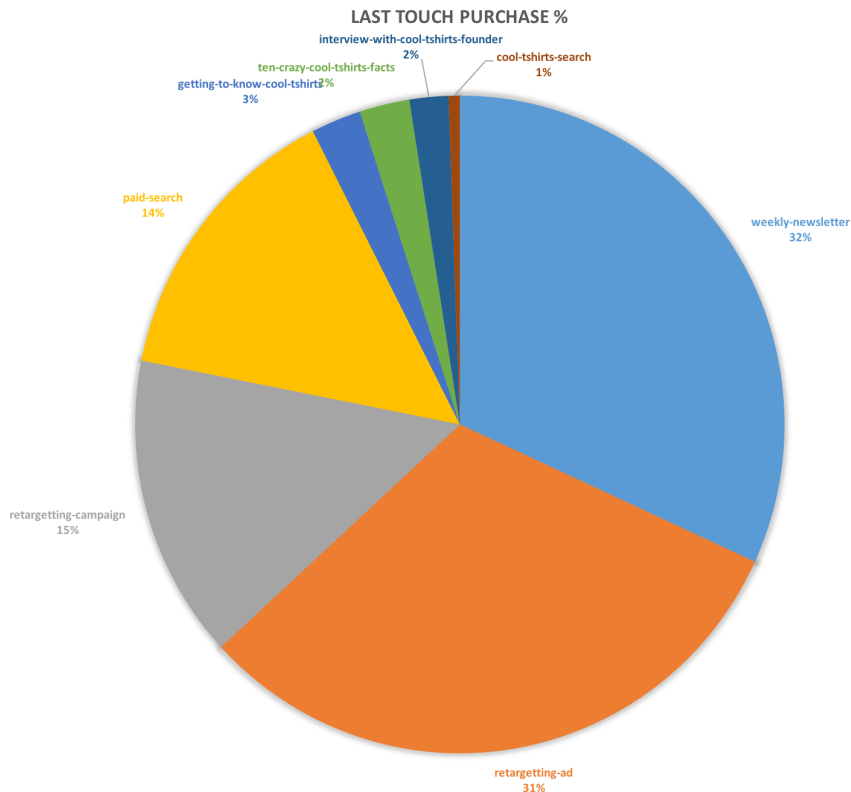
2.4 What is the typical user journey continued?

- After the first touch, you will see a shift in the user journey. Based off the data, we have lost customer engagement and eventually only reengage a customer at the last touch through newsletters, retargeting Ads, and campaigns.
- Of the 8 campaigns running, 44.8% of visits were created off reengagement efforts (emails, Facebook Ad).



2.4 What is the typical user journey continued?

- The user journey finally comes to a closer after a purchase is made.
- Of the 8 campaigns (from the last touch data), you will see that 78% purchases were made off the reengagement efforts (notated from the previous slide: weekly newsletter, retargeting Ads and campaigns).



3. Optimization

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

After reviewing all the data provided, CoolTShirts should reinvest in the most profitable campaigns below as they have had the largest impact on visits and purchases:

First Touch:

1. Interview with CoolTShirts Founder
2. Getting to Know CoolTShirts
3. Ten Crazy CoolTShirts Facts

Last Touch:

4. Weekly Newsletter
5. Retargetting Ads

3.2 Benefits of Reinvestment?

By simply reinvesting in these specific 5 campaigns:

- This will help to increase the bottom line as less funds are being spent.
- Improves the overall return on investment.
- Improves customer engagement.
- Make resources more available for explore other opportunities (building more editorial content).

