

CoolTShirts

MARKETING ATTRIBUTION

PROJECT ASSIGNMENT BY DANIELA M

ABOUT COOLTSHIRT



An innovative apparel shop

CoolTShirts sells shirts of all kinds, as long as they are T-shaped and cool.

Help to find information which can
be used to develop new strategies.

WHAT DO WE WANT?

Daniela M | 2020

HOW TO GET

GET FAMILIAR

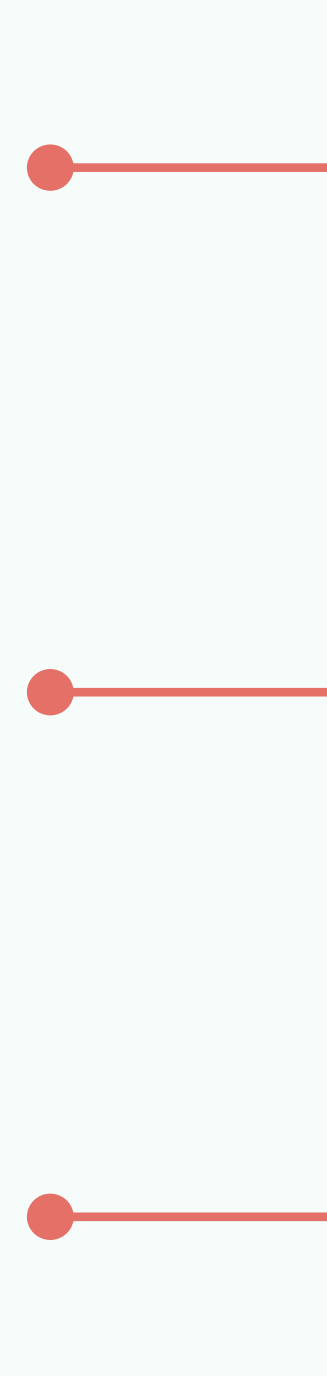
To know which data, we can use to make the analysis.

THE USER JOURNEY

Knowing the path, we can make new strategies.

THE CAMPAIGNS

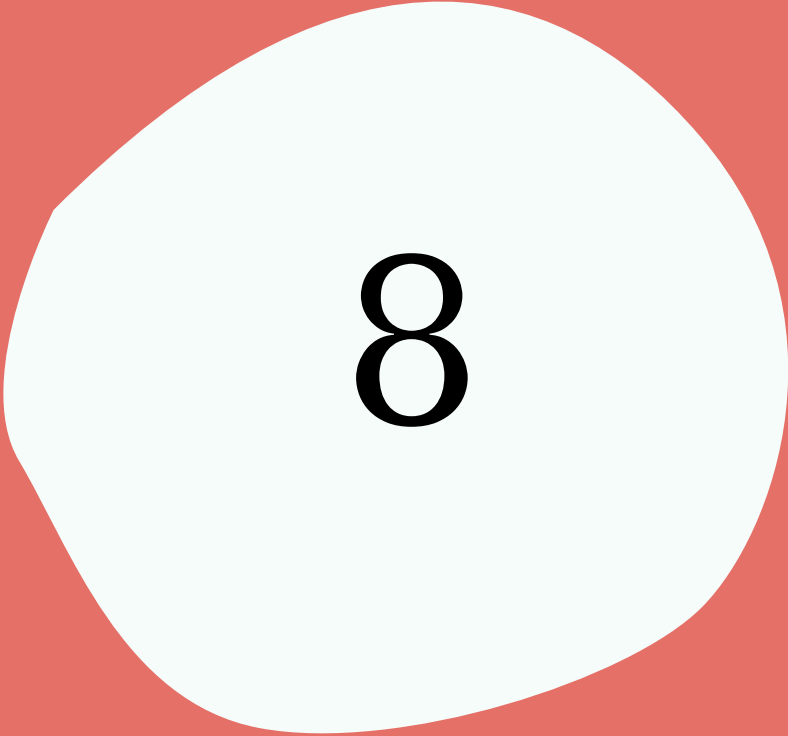
In the end, you know what campaigns you could reinvest in.



GET FAMILIAR

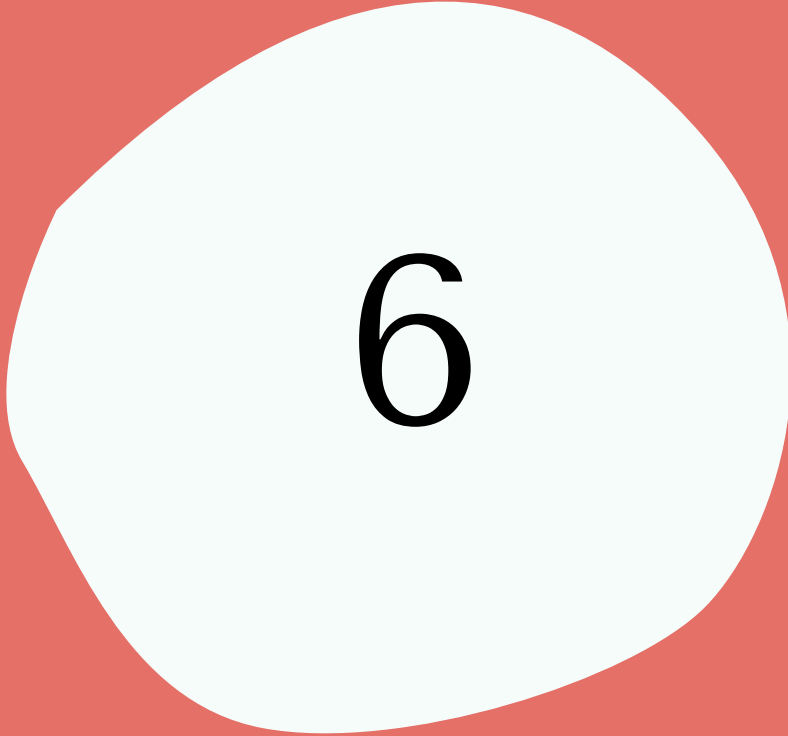
First we had to know which campaigns and sources are used by CoolTShirt.

Remember, the **SOURCE** is where the user comes from, and the **CAMPAIGN** is a promotion or the strategy campaign.



8

Campaigns



6

Sources

GET FAMILIAR

CAMPAIGNS

CAMPAIGNS

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

GET FAMILIAR

THE COOLTSHIRTS WEB

HAS 4 PAGES

1. landing_page
 2. shopping_car
 3. cheackout
 4. purchase
-

THE USER JOURNEY

How many touches is each campaign responsible for?

SOURCE	CAMPAIGN	TOTAL TOUCHES
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

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

FIRST TOUCHES

SECOND TOUCHES

THE USER JOURNEY

Purchases: how many, which campaigns

Number of total purchases



361

SOURCE	CAMPAIGN	TOTAL TOUCHES
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

Number of purchase by campaigns and sources

THE USER JOURNEY

The typical user journey

SOURCE	CAMPAIGN	FT	LT	PT
email	weekly-newsletter	0	447	115
facebook	retargetting-ad	0	443	113
email	retargetting-campaign	0	245	54
google	paid-search	0	178	52
nytimes	getting-to-know-cool-tshirts	612	232	9
buzzfeed	ten-crazy-cool-tshirts-facts	576	190	9
medium	interview-with-cool-tshirts-founder	622	180	7
google	cool-tshirts-search	169	60	2

