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CoolTShirts.com:
1ˢᵗ & Last-Touch Attribution

Learn SQL from Scratch

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1. Company overview

1.1 Current campaigns & sources

Let´s first find out how many campaigns and sources does CoolTShirts use and how are they related? Difference between utm_campaign and utm_source.

utm_campaigns: Identifies the specific ad or email blast (i.e., june-21-newsletter or memorial-day-sale)
utm_source**:** Identifies which site sent the traffic (i.e., google, newsletter, or facebook_ad)

RESULTS:
1. Distinct campaigns: 8
2. Number of distinct sources: 6
3. How are they related:

Campaigns	Sources
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

```
-- Distinct campaigns
SELECT COUNT(DISTINCT utm_campaign)
FROM page_visits;

-- Distinct sources
SELECT COUNT(DISTINCT utm_source)
FROM page_visits;

-- How are they related?
SELECT DISTINCT utm_campaign AS
Campaigns, utm_source AS Sources
FROM page_visits;
```

1.2 Current pages on CoolTShirts.com

And let´s also have a look what pages are on their website?

RESULTS:

Page Names
1 - landing_page
2 - shopping_cart
3 - checkout
4 - purchase

```
-- Unique pages
SELECT DISTINCT page_name AS 'Page
Names'
FROM page_visits;
```

2. The user journey

2.1 Campaigns & first touches

How many <u>first touches</u> is each campaign responsible for?

<u>RESULTS:</u>

Source	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

```
-- Count 1st touches per campaign
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 AS Source,
       ft_attr.utm_campaign AS
Campaign,
       COUNT(*) AS COUNT
FROM ft_attr
GROUP BY 1, 2
ORDER BY 3 DESC;
```

2.2 Campaigns & last touches

How many <u>last touches</u> is each campaign responsible for?

<u>RESULTS:</u>

Source	Campaign	Count
email	weekly-newsletter	447
facebook	retargetting-ad	443
email	retargetting-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

```
-- Count last touches per campaign
WITH last_touch AS (
    SELECT user_id,
        MAX(timestamp) AS
last_touch_at
    FROM page_visits
    GROUP BY user_id),
ft_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 ft_attr.utm_source AS Source,
        ft_attr.utm_campaign AS
Campaign,
        COUNT(*) AS Count
FROM ft_attr
GROUP BY 1, 2
ORDER BY 3 DESC;
```

2.3 Visitors & conversions

How many visitors make a purchase?

<u>RESULTS:</u>

Customers that purchase
361

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

2.4 Last touches on purchase page

How many last touches on the purchase page is each campaign responsible for?

RESULTS:

Source	Campaign	COUNT
email	weekly-newsletter	115
facebook	retargetting-ad	113
email	retargetting-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

```
-- Last touches on purchase page
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),
ft_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 ft_attr.utm_source AS Source,
      ft_attr.utm_campaign AS
Campaign,
      COUNT(*) AS COUNT
FROM ft_attr
GROUP BY 1, 2
ORDER BY 3 DESC;
```

2.5 Typical user journey

What is the typical user journey?

1. Personal story campaigns draw users to site. <u>91% of first touches</u> are coming from 'Interview with founder', 'Getting to know CoolTShirts' & 'Ten crazy facts'.

2. BUT story campaigns only account for 6% of purchases and 31% of users that came by story campaign don´t return. So we need a 2nd campaign to convert those user to customers.

3. Eventually through those 2nd campaigns (email newsletter, FB retargeting, email retargeting) most of revenue is being generated.

Source	Campaign	COUNT	
medium	interview-with-cool-tshirts-founder	622	
nytimes	getting-to-know-cool-tshirts	612	91%
buzzfeed	ten-crazy-cool-tshirts-facts	576	
google	cool-tshirts-search	169	

Source	Campaign	COUNT	
email	weekly-newsletter	115	
facebook	retargetting-ad	113	
email	retargetting-campaign	54	
google	paid-search	52	
buzzfeed	ten-crazy-cool-tshirts-facts	9	
nytimes	getting-to-know-cool-tshirts	9	31%
medium	interview-with-cool-tshirts-founder	7	
google	cool-tshirts-search	2	

Campaign	COUNT	
weekly-newsletter	115	
retargetting-ad	113	78%
retargetting-campaign	54	
paid-search	52	
ten-crazy-cool-tshirts-facts	9	
getting-to-know-cool-tshirts	9	6%
interview-with-cool-tshirts-founder	7	
cool-tshirts-search	2	

3. Get more touches

3.1 More campaigns

CoolTShirts can re-invest in 5 campaigns. Which should they pick and why?

I would continue with personal story campaigns (interviews, crazy facts etc), because they are performing very well generating interest.
Beside that I would go for the user email address (so email newsletter), since this is an asset that can be monetized for different other ideas/ campaigns later on. Retargeting is also helpful to get the 'micro conversion' email address and therefore I would continue this as well. When it comes to the retargeting I would try to get on NYT, Buzzfeed & Medium since those sites performed very well for the story campaigns in the first place.