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2019 CoolTShirts Strategy

Learn SQL from Scratch
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About CoolTShirts

"We sell shirts of all kinds, as long as they are T-shaped and cool."

CoolTShirts Current Campaigns

CoolTShirts currently runs 8 unique campaigns across 6 different medium sources. By using UTM codes we can create custom URLS to track where users are coming from to purchase our items. One campaign can be run on different platforms to gauge effectiveness of getting users to purchase at the end.

A UTM_Campaign is the name we give a marketing program and the UTM_Source is the platform we deploy the campaign on.

```
-- Query UTM Campaign Lookup
SELECT DISTINCT utm_campaign
FROM page_visits

-- Query UTM Source Lookup
SELECT DISTINCT utm_campaign
FROM page_visits
```

UTM_Campaign
getting-to-know-cool-tshirts
weekly-newsletter
ten-crazy-cool-tshirts-facts
retargetting-campaign
retargetting-ad
interview-with-cool-tshirts-founder
paid-search
cool-tshirts-search

UTM_Source
NYTimes
Email
Buzzfeed
Facebook
Medium
Google

1.1 Campaign and Source Relationship

Here are the campaigns and the platform sources they run on.
For instance, we can generate a custom UTM url for the getting to know cool-tshirts running on the NYTimes. Later we can generate how many purchases were made from this source.

```
-- Query Campaign and Source Relationship

SELECT DISTINCT utm_campaign, utm_source
FROM page_visits;
```

utm_campaign	utm_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

1.3 Website Pages

The website consists of the following 4 pages:

1 - landing_page	→	2 - shopping_cart	→	3 - checkout	→	4 - purchase
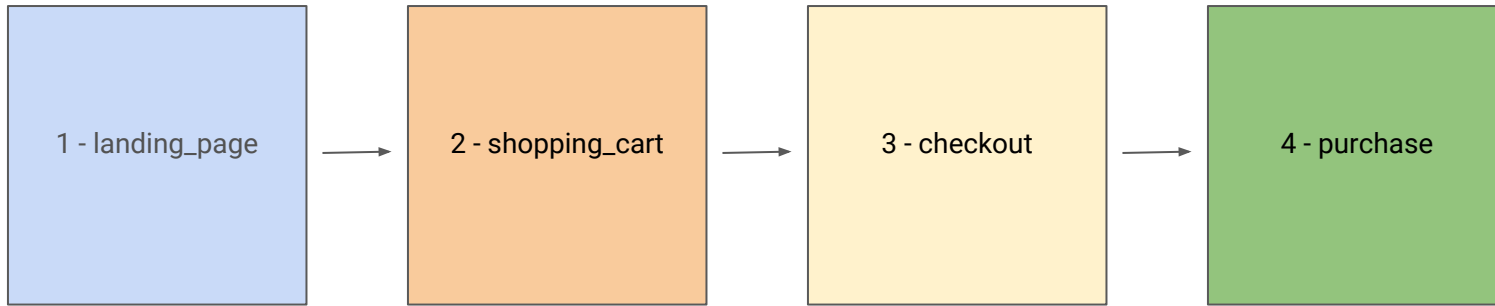
```
-- Query Website Page Names
SELECT DISTINCT page_name
FROM page_visits;
```

Current Trends

1.1 Campaign First Touch Summary

First Touches are how users originally found our site. We can see which campaigns are building brand awareness of CoolTshirts as the site to go to for t-shirt purchases.

- Interview the founder article on medium is generating the most traffic to our website.

- Our written content performed better than organic searches of our company.

COUNT(ft.first_touch_at)	utm_campaign	utm_source
622	interview-with-cool-tshirts-founder	medium
612	getting-to-know-cool-tshirts	nytimes
576	ten-crazy-cool-tshirts-facts	buzzfeed
169	cool-tshirts-search	google

```
-- Query First Touch Counts

WITH first_touch AS (
    SELECT user_id,
        MIN(timestamp) as
first_touch_at
    FROM page_visits
    GROUP BY user_id)
SELECT
    COUNT(ft.first_touch_at),
    pv.utm_campaign,
    pv.utm_source
FROM first_touch ft
JOIN page_visits pv
    ON ft.user_id = pv.user_id
    AND ft.first_touch_at =
pv.timestamp
    GROUP BY 2
ORDER BY 1 DESC;
```

1.2 Campaign Last Touch Summary

Last Touches are how the user last found our website.
Retargeting campaigns are drawing back interest to our site.

COUNT(last_touch_at)	utm_campaign	utm_source
447	weekly-newsletter	email
443	retargetting-ad	facebook
245	retargetting-campaign	email
232	getting-to-know-cool-tshirts	nytimes
190	ten-crazy-cool-tshirts-facts	buzzfeed
184	interview-with-cool-tshirts-founder	medium
178	paid-search	google
60	cool-tshirts-search	google

```
-- Query Last Touch Counts

WITH last_touch AS (
    SELECT user_id,
        MAX(timestamp) as
last_touch_at
    FROM page_visits
    GROUP BY user_id)
SELECT
    COUNT(ft.last_touch_at),
        pv.utm_campaign,
    pv.utm_source
FROM last_touch ft
JOIN page_visits pv
    ON ft.user_id = pv.user_id
    AND ft.last_touch_at =
pv.timestamp
    GROUP BY 2
ORDER BY 1 DESC;
```

1.3 Current Purchases

- **361** TOTAL users have purchased
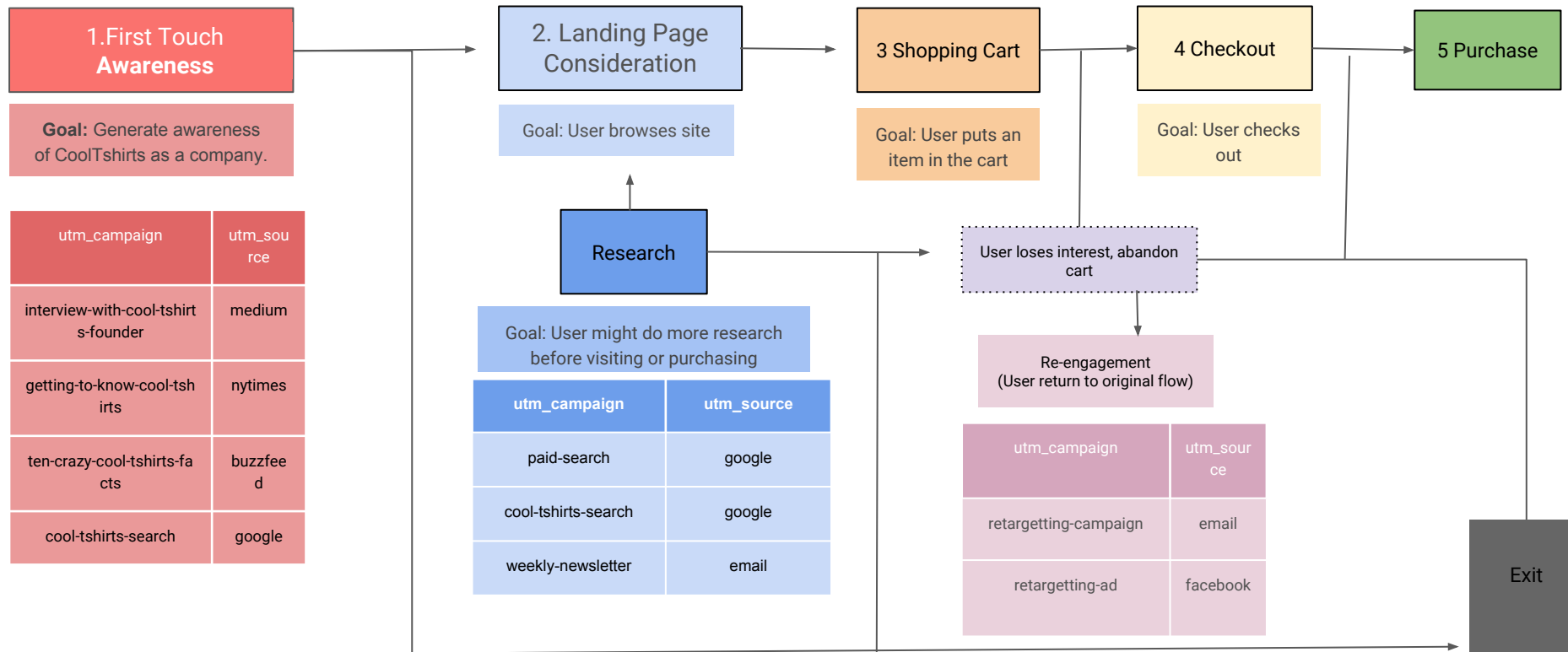- The weekly newsletter campaign generated the most purchases.

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

-- Query How many purchases each Campaign is
responsible for
 WITH last_touch AS (
    SELECT user_id,
        MAX(timestamp) as last_touch_at
    FROM page_visits
    GROUP BY user_id)
SELECT
    COUNT(ft.last_touch_at),
            pv.utm_campaign
FROM last_touch ft
JOIN page_visits pv
    ON ft.user_id = pv.user_id
    AND ft.last_touch_at = pv.timestamp
WHERE pv.page_name ='4 - purchase'
GROUP BY 2
ORDER BY 1 DESC;
```

COUNT(ft.last_touch_at)	utm_campaign
114	weekly-newsletter
112	retargetting-ad
53	retargetting-campaign
52	paid-search
9	getting-to-know-cool-tshirts
9	ten-crazy-cool-tshirts-facts
7	interview-with-cool-tshirts-founder
2	cool-tshirts-search

CoolTShirts Customer Journey

This is the potential user journey a user could take. Each point illustrates which campaigns are deployed to guide the user to the end goal of purchasing an item.

1.First Touch Awareness

Goal: Generate awareness of CoolTshirts as a company.

utm_campaign	utm_source
interview-with-cool-tshirts-founder	medium
getting-to-know-cool-tshirts	nytimes
ten-crazy-cool-tshirts-facts	buzzfeed
cool-tshirts-search	google

2. Landing Page Consideration

Goal: User browses site

Research

Goal: User might do more research before visiting or purchasing

utm_campaign	utm_source
paid-search	google
cool-tshirts-search	google
weekly-newsletter	email

3 Shopping Cart

Goal: User puts an item in the cart

4 Checkout

Goal: User checks out

5 Purchase

User loses interest, abandon cart

Re-engagement
(User return to original flow)

utm_campaign	utm_source
retargetting-campaign	email
retargetting-ad	facebook

Exit

Strategy Recommendation

Top 5 Recommended Campaigns for Q2

On the right are the top 5 campaigns for reinvestment for Q2.

The campaigns have been chosen to improve the entire customer journey holistically. Not only is it important to choose campaigns that drove purchases but to improve campaigns that generated the initial interest of our customers.

First Touch: We are pulling in user interest with our articles. Curated Content performed 368% better than google search so we should continue placing our article campaigns on different platforms. Ensure we are adding a CTA so users can receive updates on our items.

Email: Continue following up with users after the initial touch point and reinforce our brand to our customers. The weekly newsletter is proven to be the campaign driving the most purchases at 114. We can also test next quarter different email content and subject lines to see what increases customer purchases.

Reengagement: See where users are abandoning their cart and create an email campaign based on items still in their cart or remind users of our offerings.
Test to see what content can be driven on facebook along with the retargeting ad to drive purchases.

Campaign Name	Medium
interview-with-cool-tshirts-founder	medium
getting-to-know-cool-tshirts	nytimes
weekly-newsletter	email
retargetting-ad	facebook
retargetting-campaign	email

Thank you!

Please send questions to
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