First- and Last-Touch Attribution

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Capstone Project

Learn SQL From Scratch

CoolTShirts.com – Company Metrics

- CoolTShirts is an apparel company with 8 different marketing campaigns that come from 6 different sources.

- Utm_campaign refers to the marketing campaign that leads a user to locate the website, and utm_source refers to the the source where that marketing campaign was located, e.g. the getting-to-know-cool-tshirts campaign was located in the nytimes

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

CoolTShirts.com – Company Metrics

- There are four pages on the company website:

1 – landing_page

2 – shopping_cart

3 – checkout

4 – purchase

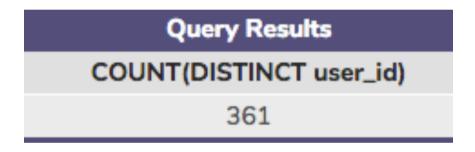| page_name |
| --- |
| 1 - landing_page |
| 2 - shopping_cart |
| 3 - checkout |
| 4 - purchase |

CoolTShirts.com – User Journey

- The interview-with-cool-tshirts-founder campaign from the medium source is responsible for 622 first touches to the company website.

- The cool-tshirts-search on Google is responsible for the lowest count of first touches to the company website, at only 169 first touches.

- The findings below show that the medium and nytimes sources generate the highest number of first touches compared with buzzfeed and google sources.

Query Results		
ft_attr.utm_source	ft_attr.utm_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

CoolTShirts.com – User Journey

- The weekly newsletter campaign is responsible for the largest number of last touches on the website at 447 last touches.

- The last touch per utm_campaign is broken down in the below table. The medium and google sources and their associated campaigns account for the fewest last touches.

Query Results		
lt_attr.utm_source	lt_attr.utm_campaign	COUNT(last_touch_at)
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

CoolTShirts.com – User Journey

- A total of 361 distinct users made a purchase from the website.

Query Results
COUNT(DISTINCT user_id)
361

CoolTShirts.com – User Journey

- The table below lists the campaigns responsible for last touches on the purchase page, in descending order of count number.
- The weekly-newsletter and retargeting-ad campaigns are the most successful campaigns for encouraging users to make a purchase, whereas cool-tshirts-search campaign is the least effective for resulting in purchases.

lt_attr.utm_source	lt_attr.utm_campaign	COUNT(last_touch_at)
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

Query Results

CoolTShirts.com – Optimising Campaign Budget

- With budget to reinvest in 5 campaigns, I would recommend the following:

➢ Reinvest in interview-with-cool-tshirts-founder and getting-to-know-cool-tshirts campaigns as these resulted in the largest numbers of first touches on the website, therefore they are the most effective campaigns for drawing in potential customers

➢ Reinvest in weekly-newsletter, retargeting-ad and retargettng-campaign campaigns because these produced the highest numbers of last touches leading to a customer purchase, therefore they are the most effective campaigns for resulting in customer purchases