



CoolTShirts.com

User attribution progress

Capstone Assessment

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Table of Contents

1. The Company: CoolTShirts.com
2. User Journey
3. Campaign Optimization

1. The Company: CoolTShirts.com

Getting to know CoolTShirts.com

1. Getting to know CoolTShirts.com

1a) How many campaigns and sources does CoolTShirts.com use and how are they related?

Be sure to explain the difference between, “utm_campaign” and “utm_source”.

```
SELECT COUNT(DISTINCT utm_campaign) AS total_campaigns
FROM page_visits
ORDER BY 1;

SELECT COUNT(DISTINCT utm_source) AS total_sources
FROM page_visits
ORDER BY 1;

SELECT DISTINCT utm_campaign,
                utm_source
FROM page_visits;
```

Total number of campaigns on the CoolTShirts website: **8**

Total number of sources for the campaigns: **6**

A "campaign" is something a company uses to motivate consumers to purchase their products.
Buying a specific product (On Sale, Clearance) from an advertisement is a result of a campaign.

A "source" is the medium the consumer utilizes to obtain the benefits of a campaign. These mediums usually contain brightly colored, attention-grabbing images and text to attract the consumer; or is directed at the consumer. Pop-up advertisements and email flyers/subscriptions are examples of sources.

In short, a campaign cannot be successful without a source (medium) to reach people.

total_campaign	
8	
total_sources	
6	
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. Getting to know CoolTShirts.com

1b) What pages are on CoolTShirts.com?

```
SELECT DISTINCT page_name
FROM page_visits;
```

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

There are a total of 4 pages on the CoolTShirts.com website:

- 1) Landing Page – The first page the user is re-routed to after clicking on the source of the campaign.
- 2) Shopping Cart – Users utilize this page by modifying the items they want to purchase.
- 3) Checkout – After verifying what items they want to purchase, users are directed to this page to confirm payment methods and shipping information and finally, to checkout.
- 4) Purchase – Final page the users see. User only sees this page if they’ve finalized their purchase.

2. User Journey

Following the user's course

2. Following the user's course

2a) How many first touches is each campaign responsible for?

By the looks of the query results, it looks like the Interview With Cool T-Shirts Founder is the most successful campaign.

Following closely is the Getting To Know Cool T-Shirts campaign.

Finally, coming in third is the Ten Crazy Cool T-Shirts Facts campaign.

Too bad for Cool T-Shirts Search, it had the least amount of first touches. It looks as though users don't search for CoolTShirts.com. They are more likely to click on something presented to them in an advertisement or email subscription.

```
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) AS ft_count  
FROM first_touch ft  
JOIN page_visits pv  
  ON ft.user_id = pv.user_id  
  AND ft.first_touch_at = pv.timestamp  
GROUP BY 4  
ORDER BY 5 DESC;
```

Monitoring these numbers is an excellent way to determine which campaign appealed to users the most!

user_id	first_touch_at	utm_source	utm_campaign	ft_count
99990	2018-01-13 23:30:90	medium	interview-with-cool-tshirts-founder	622
99933	2018-01-25 00:04:39	nytimes	getting-to-know-cool-tshirts	612
99765	2018-01-04 05:59:46	buzzfeed	ten-crazy-cool-tshirts-facts	576
99684	2018-01-13 13:20:49	google	cool-tshirts-search	169

2. Following the user's course

2b) How many last touches is each campaign responsible for?

Looks like the weekly newsletter email subscription takes the win for the most last touches. The interview with Cool T-Shirts founder didn't do so well this time around.

Should CoolTShirts.com use a different utm_source for the "Interview with Cool T-Shirts Founder" campaign?

```
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) AS lt_count  
FROM last_touch lt  
JOIN page_visits pv  
  ON lt.user_id = pv.user_id  
  AND lt.last_touch_at = pv.timestamp  
GROUP BY 4  
ORDER BY 5 DESC;
```

user_id	last_touch_at	utm_source	utm_campaign	lt_count
99933	2018-01-26 06:18:39	email	weekly-newsletter	447
99928	2018-01-24 05:26:09	facebook	retargetting-ad	443
99990	2018-01-16 11:35:09	email	retargetting-campaign	245
99589	2018-01-15 04:55:43	nytimes	getting-to-know-cool-tshirts	232
99765	2018-01-04 05:59:47	buzzfeed	ten-crazy-cool-tshirts-facts	190
99838	2018-01-02 07:40:34	medium	interview-with-cool-tshirts-founder	184
98840	2018-01-10 04:58:48	google	paid-search	178
99344	2018-01-18 21:36:32	google	cool-tshirts-search	60

2. Following the user's course

2c) How many visitors made a purchase?

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

users
361

There were a total of 361 users that finalized their purchase on the website.

2. Following the user's course

2d) How many last touches on the *purchase page* is each campaign responsible for?

That newsletter sure is effective!! The campaigns that sought out consumers are the most successful compared to those that require interaction.

```
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) AS lt_count  
FROM last_touch lt  
JOIN page_visits pv  
    ON lt.user_id = pv.user_id  
    AND lt.last_touch_at = pv.timestamp  
GROUP BY 4  
ORDER BY 5 DESC;
```

user_id	last_touch_at	utm_source	utm_campaign	lt_count
99933	2018-01-26 06:18:39	email	weekly-newsletter	115
99897	2018-01-06 09:41:19	facebook	retargetting-ad	113
99285	2018-01-24 09:00:58	email	retargetting-campaign	54
94567	2018-01-19 16:37:58	google	paid-search	52
92172	2018-01-16 15:15:29	nytimes	getting-to-know-cool-tshirts	9
98651	2018-01-15 04:17:36	buzzfeed	ten-crazy-cool-tshirts-facts	9
83547	2018-01-10 18:20:21	medium	interview-with-cool-tshirts-founder	7
95650	2018-01-18 00:25:00	google	cool-tshirts-search	2

2. Following the user's course

2e) What is the typical user journey?

Starting as a general pop-up, banner, or email the user interacts with the advertisement and is lead to the *landing page* for either the website, or the specific product being advertised.

From there, the user adds whatever products they're interested in and proceeds to the *shopping cart*. The shopping cart allows the user to modify their order before they move on to the checkout page.

While in the *checkout page*, the user enters their shipping and payment information. After the user has confirmed these details, they are then required to submit and finalize their order.

The final page the user is guided to is the *purchase page*. The user sees this page only after finalizing their order. This can also be considered a confirmation page. Information on this page includes: The order confirmation number, final costs (including tax and fees), as well as the shipping times and destination.

3. Campaign Optimization

Re-investing your success

3. Re-investing in your success

3) Optimize the campaign budget. Choose five campaigns to re-invest in, and explain why you chose them.

As it sits, these five campaigns account for a little over 105% of the business. It's a good thing we have that extra 5% because that surplus will go toward the getting to know cool t-shirts campaign. It had really strong first touch numbers, so we'll try to keep the user more attracted throughout the encounter to raise those last touch numbers.

The rest of the campaigns have decent numbers for both first, and last touches; as well as purchase page last touches. Users favored these campaigns for their shopping needs. Using the information and strategies in these campaigns, we can apply them to the getting to know cool t-shirts campaign to attempt to raise the number of last touches.

utm_campaign	lt_count	purch_lt_count	% of Business
weekly-newsletter	447	115	25.2%
retargetting-ad	443	113	25.5%
retargetting-campaign	245	54	22.0%
paid-search	178	52	29.2%
getting-to-know-cool-tshirts	232	9	3.9%