



NEW MESSAGE

November 29, 2012



From: Tom Parmesan (Marketing Director)
 Subject: Expanded Channel Portfolio

Hi there,

With gsearch doing well and the site performing better, we launched a second paid search channel, bsearch, around August 22.

Can you pull weekly trended session volume since then and compare to gsearch nonbrand so I can get a sense for how important this will be for the business?

Thanks, Tom

ללא נס"ה גייגר "

SELECT

```
MIN(DATE(created_at)) AS week_start,
COUNT(DISTINCT CASE WHEN utm_source = 'gsearch' THEN
    website_session_id ELSE NULL END) AS gsearch_sessions,
COUNT(DISTINCT CASE WHEN utm_source = 'bsearch' THEN
    website_session_id ELSE NULL END) AS bsearch_sessions
```

FROM website_sessions

WHERE

created_at BETWEEN '2012-08-22' AND '2012-11-29'

AND utm_campaign = 'nonbrand'

GROUP BY

week(created_at)

NEW MESSAGE
November 29, 2012

From: Tom Parmesan (Marketing Director)
 Subject: RE: Expanded Channel Portfolio

Hi there,

This is very helpful to see. It looks like bsearch tends to get roughly a third the traffic of gsearch. This is big enough that we should really get to know the channel better.

I will follow up with some requests to understand channel characteristics and conversion performance.

Thanks, Tom

week_start	gsearch_sessions	bsearch_sessions
2012-08-22	636	206
2012-08-26	1046	342
2012-09-02	920	292
2012-09-09	961	326
2012-09-16	1150	363
2012-09-23	1050	320
2012-09-30	1007	327
2012-10-07	991	321
2012-10-14	1248	422
2012-10-21	1314	423
2012-10-28	1212	392
2012-11-04	1340	430
2012-11-11	1246	432
2012-11-18	3515	1099
2012-11-25	1410	481



NEW MESSAGE

November 30, 2012

From: Tom Parmesan (Marketing Director)

Subject: Comparing Our Channels

Hi there,

I'd like to learn more about the bsearch nonbrand campaign. Could you please pull the percentage of traffic coming on Mobile, and compare that to gsearch?

Feel free to dig around and share anything else you find interesting. Aggregate data since August 22nd is great, no need to show trending at this point.

Thanks, Tom

SELECT

```
utm_source,  
COUNT(DISTINCT website_session_id) AS sessions,  
COUNT(CASE WHEN device_type = 'mobile' THEN  
website_session_id ELSE NULL END) AS mobile_sessions,  
COUNT(CASE WHEN device_type = 'mobile' THEN  
website_session_id ELSE NULL END) / COUNT(DISTINCT website_session_id)  
AS pct_mobile
```

FROM website_sessions

WHERE

created_at BETWEEN '2012-08-22' AND '2012-11-30'

AND utm_campaign = 'nonbrand'

AND utm_source IN ('gsearch', 'bsearch')

GROUP BY

utm_source

utm_source	sessions	mobile_sessions	pct_mobile
bsearch	6523	562	0.0862
gsearch	20089	4925	0.2452



NEW MESSAGE

November 30, 2012

From: Tom Parmesan (Marketing Director)

Subject: RE: Comparing Our Channels

Wow, the desktop to mobile splits are very interesting. These channels are quite different from a device standpoint.

Let's keep this in mind as we continue to learn and optimize. Now that we know these channels are pretty different, I'm going to need your help digging in a bit more so that we can get our bids right.

Thanks, and keep up the great work!

-Tom



NEW MESSAGE

December 01, 2012

From: Tom Parmesan (Marketing Director)
 Subject: Multi-Channel Bidding

Hi there,

I'm wondering if bsearch nonbrand should have the same bids as gsearch. Could you pull nonbrand conversion rates from session to order for gsearch and bsearch, and slice the data by device type?

Please analyze data from August 22 to September 18; we ran a special pre-holiday campaign for gsearch starting on September 19th, so the data after that isn't fair game.

Thanks, Tom

SELECT

```
webSite-Sessions.device-type
webSite-Sessions.utm-source,
COUNT(DISTINCT webSite-Sessions.webSiteSessionId) AS Sessions,
COUNT(DISTINCT orders.order_id) AS Orders,
COUNT(DISTINCT orders.order_id) /
COUNT(DISTINCT webSite-Sessions.webSiteSessionId)
AS conversion_rate
```

FROM WebSite-Sessions

LEFT JOIN Orders

ON WebSite-Sessions.webSiteSessionId = Orders.webSiteSessionId

WHERE

WebSite-Sessions.createdAt BETWEEN '2012-08-22' AND '2012-09-19'

AND utm_campaign = 'nonbrand'

GROUP BY

webSite-Sessions.device-type

webSite-Sessions.utm-source

device_type	utm_source	sessions	orders	conversion_rate
desktop	bsearch	1158	44	0.0380
desktop	gsearch	3001	134	0.0447
mobile	bsearch	130	1	0.0077
mobile	gsearch	1009	13	0.0129



NEW MESSAGE

December 01, 2012

From: Tom Parmesan (Marketing Director)
 Subject: RE: Multi-Channel Bidding

Thanks, this is good to see.

As I suspected, the channels don't perform identically, so we should differentiate our bids in order to optimize our overall paid marketing budget.

I'll bid down bsearch based on its under-performance.

Great work!

-Tom



NEW MESSAGE

December 22, 2012

From: Tom Parmesan (*Marketing Director*)
Subject: Impact of Bid Changes

Hi there,

Based on your last analysis, we bid down bsearch nonbrand on December 2nd.

Can you pull weekly session volume for gsearch and bsearch nonbrand, broken down by device, since November 4th?

If you can include a comparison metric to show bsearch as a percent of gsearch for each device, that would be great too.

Thanks, Tom

SELECT

MIN(DATE(Created_at)) AS Webk_start,
jericb_typb,
COUNT(DISTINCT CASE WHEN utm_source = 'gsearch' THEN
Website_session_id ELSE NULL END) AS gsearch_sessions
COUNT(DISTINCT CASE WHEN utm_source = 'b search' THEN
Website_session_id ELSE NULL END) AS bsearch_sessions
COUNT(DISTINCT CASE WHEN utm_source = 'b search' THEN
Website_session_id ELSE NULL END) /
COUNT(DISTINCT CASE WHEN utm_source = 'gsearch' THEN
Website_session_id ELSE NULL END) AS bsearch_pct_of_gsearch

From Website-Sessions

WHERE

CREATED AT BETWEEN '2017-11-01' AND '2017-11-21'

AND utm_campaign = 'nonbrand'

GROUP BY

Week 12 (Ch 9 & 10 - cont.)

Jerich - TypB

week_start	device_type	sessions	gsearch_sessions	bsearch_sessions	bsearch_pct_of_gsearch
2012-11-04	desktop	1416	1016	400	0.3937
2012-11-04	mobile	354	324	30	0.0926
2012-11-11	desktop	1352	955	397	0.4157
2012-11-11	mobile	326	291	35	0.1203
2012-11-18	desktop	3676	2664	1012	0.3799
2012-11-18	mobile	938	851	87	0.1022
2012-11-25	desktop	2905	2060	845	0.4102
2012-11-25	mobile	756	695	61	0.0878
2012-12-02	desktop	1834	1323	511	0.3862
2012-12-02	mobile	421	390	31	0.0795
2012-12-09	desktop	1564	1270	294	0.2315
2012-12-09	mobile	471	425	46	0.1082
2012-12-16	desktop	1587	1243	344	0.2767
2012-12-16	mobile	407	366	41	0.1120

ט תבונת מס הכנסה מוגעת למשך בעקבות רاصם (או רגולציה נסיעה)

SELECT

```
MIN(DATE(created_at)) AS week_start  
COUNT(DISTINCT website_session_id) AS sessions,  
COUNT(DISTINCT CASE WHEN utm_source = 'gsearch' AND device_type = 'desktop' THEN  
website_session_id ELSE NULL END) AS g_dtop_session  
COUNT(DISTINCT CASE WHEN utm_source = 'bsearch' AND device_type = 'desktop' THEN  
website_session_id ELSE NULL END) AS b_dtop_session  
COUNT(DISTINCT CASE WHEN utm_source = 'bsearch' AND device_type = 'desktop' THEN  
website_session_id ELSE NULL END)/  
COUNT(DISTINCT CASE WHEN utm_source = 'gsearch'  
AND device_type = 'desktop' THEN website_session_id ELSE NULL END)  
AS b_pct_of_g_dtop,  
COUNT(DISTINCT CASE WHEN utm_source = 'gsearch' AND device_type = 'mobile' THEN  
website_session_id ELSE NULL END) AS g_mob_session  
COUNT(DISTINCT CASE WHEN utm_source = 'bsearch' AND device_type = 'mobile' THEN  
website_session_id ELSE NULL END) AS b_mob_session  
COUNT(DISTINCT CASE WHEN utm_source = 'bsearch' AND device_type = 'mobile' THEN  
website_session_id ELSE NULL END)/  
COUNT(DISTINCT CASE WHEN utm_source = 'gsearch'  
AND device_type = 'mobile' THEN website_session_id ELSE NULL END)  
AS b_pct_of_g_mob
```

FROM website_sessions

WHERE

created_at BETWEEN '2012-11-01' AND '2012-11-28'
AND utm_campaign = 'nonbrand'

GROUP BY

week(created_at)

week_start	sessions	g_dtop_session	b_dtop_session	b_pct_of_g_dtop	g_mob_session	b_mob_session	b_pct_of_g_mob
2012-11-04	1770	1016	400	0.3937	324	30	0.0926
2012-11-11	1678	955	397	0.4157	291	35	0.1203
2012-11-18	4614	2664	1012	0.3799	851	87	0.1022
2012-11-25	3661	2060	845	0.4102	695	61	0.0878
2012-12-02	2255	1323	511	0.3862	390	31	0.0795
2012-12-09	2035	1270	294	0.2315	425	46	0.1082
2012-12-16	1994	1243	344	0.2767	366	41	0.1120

 NEW MESSAGE
December 22, 2012

From: Tom Parmesan (Marketing Director)
Subject: RE: Impact of Bid Changes

Hi there,

Thanks for pulling this together!

Looks like bsearch traffic dropped off a bit after the bid down. Seems like gsearch was down too after Black Friday and Cyber Monday, but bsearch dropped even more.

I think this is okay given the low conversion rate.

Thanks, Tom



NEW MESSAGE

December 23, 2012

From: Cindy Sharp (CEO)
Subject: Site traffic breakdown

Good morning,

A potential investor is asking if we're building any momentum with our brand or if we'll need to keep relying on paid traffic.

Could you pull organic search, direct type in, and paid brand search sessions by month, and show those sessions as a % of paid search nonbrand?

-Cindy

Point of view 20 *

CASE

```

WHEN utm_campaign = 'nonbrand'
THEN 'Paid-nonbrand'
WHEN utm_campaign = 'brand'
THEN 'Paid-brand'
WHEN utm_source IS NULL AND http_referer
    IS NOT NULL THEN 'Direct-type-in'
WHEN utm_source IS NOT NULL AND http_referer
    IS NOT NULL THEN 'organic-search'
END AS channel_group

```

SELECT

```

MIN(DATE(created_at)) AS month_start,
COUNT(DISTINCT CASE WHEN utm_campaign = 'nonbrand' THEN
    website_session_id ELSE NULL END) AS nonbrand,
COUNT(DISTINCT CASE WHEN utm_campaign = 'brand' THEN
    website_session_id ELSE NULL END) AS brand,
COUNT(DISTINCT CASE WHEN utm_campaign = 'brand' THEN
    website_session_id ELSE NULL END) /
COUNT(DISTINCT CASE WHEN utm_campaign = 'nonbrand' THEN
    website_session_id ELSE NULL END) AS brand_pct_of_nonbrand,
COUNT(DISTINCT CASE WHEN http_referer IS NULL AND utm_source IS NULL THEN
    website_session_id ELSE NULL END) AS direct,
COUNT(DISTINCT CASE WHEN http_referer IS NULL AND utm_source IS NULL THEN
    website_session_id ELSE NULL END) /
COUNT(DISTINCT CASE WHEN utm_campaign = 'nonbrand' THEN
    website_session_id ELSE NULL END) AS direct_pct_of_nonbrand,
COUNT(DISTINCT CASE WHEN http_referer IS NOT NULL AND utm_source IS NULL
    website_session_id ELSE NULL END) AS organic,
COUNT(DISTINCT CASE WHEN http_referer IS NOT NULL AND utm_source IS NULL
    website_session_id ELSE NULL END) /
COUNT(DISTINCT CASE WHEN utm_campaign = 'nonbrand' THEN
    website_session_id ELSE NULL END) AS organic_pct_of_nonbrand,

```

WHERE

created_at < '2012-12-23'

GROUP BY

MONTH(created_at)

month_start	nonbrand	brand	brand_pct_of_nonbrand	direct	direct_pct_of_nonbrand	organic	organic_pct_of_nonbrand
2012-03-19	1826	10	0.0055	9	0.0049	8	0.0044
2012-04-01	3497	73	0.0209	70	0.0200	75	0.0214
2012-05-01	3283	140	0.426	149	0.0454	147	0.0448
2012-06-01	3470	165	0.0476	171	0.0493	196	0.0565
2012-07-01	3622	195	0.5538	188	0.0519	203	0.0560
2012-08-01	5322	251	0.499	248	0.0466	265	0.0498
2012-09-01	5589	341	0.0510	284	0.0508	333	0.0596
2012-10-01	6845	427	0.0624	443	0.0647	427	0.0624
2012-11-01	12302	560	0.0455	568	0.0462	625	0.0508
2012-12-01	6651	468	0.0704	484	0.0728	488	0.0734

NEW MESSAGE
December 23, 2012

From: Cindy Sharp (CEO)
Subject: RE: Site traffic breakdown

This is great to see!
Looks like not only are our brand, direct, and organic volumes growing, but they are growing as a percentage of our paid traffic volume.
Now this is a story I can sell to an investor!
-Cindy