



NEW MESSAGE

November 03, 2014

From: Tom Parmesan (Marketing Director)
 Subject: Deeper Dive on Repeat

Ok, so the repeat session data was really interesting to see.

Now you've got me curious to better understand the behavior of these repeat customers.

Could you help me understand the minimum, maximum, and average time between the first and second session for customers who do come back? Again, analyzing 2014 to date is probably the right time period.

Thanks, Tom

CREATE TEMPORARY TABLE first_and_second_sessions
SELECT

```
website_sessions.user_id,
first_sessions.website_session_id AS first_session
first_sessions.created_at AS date_first_session
MIN(website_sessions.website_session_id) AS second_session
website_sessions.created_at AS date_second_session
```

FROM (SELECT

```
user_id
website_session_id
created_at
```

FROM website_sessions

WHERE

created_at BETWEEN '2014-01-01' AND '2014-11-03'

AND is_repeat_session=0 -- new session only

) AS first_sessions

LEFT JOIN website_sessions

ON website_sessions.user_id = first_sessions.user_id

AND website_sessions.created_at BETWEEN '2014-01-01' AND '2014-11-03'

AND website_sessions.is_repeat_session=1 -- repeat_sessions

AND website_sessions.website_session_id > website_sessions.website_session_id;

SELECT

ROUND(AVG(DAYS(first_to_second)), 2) AS

min(DAYS(first_to_second)) AS

max(DAYS(first_to_second)) AS

FROM (SELECT

DATE DIFF(date_second_session, date_first_session) AS DAYS(first_to_second)

FROM first_and_second_sessions) AS diff_DAYS;

Result Grid | Filter Rows: Export: Wrap Cell Content:

	avg_days_first_to_second	min_days_first_to_second	max_days_first_to_second
▶	33.27	0	70

Thanks!
 Interesting to see that our repeat visitors are coming back about a month later, on average.
 I think we should investigate the channels that these visitors are using. I'll follow up with some additional asks.
 -Tom

 NEW MESSAGE
November 05, 2014

From: Tom Parmesan (Marketing Director)
Subject: Repeat Channel Mix

Hi there,
Let's do a bit more digging into our repeat customers.
Can you help me understand the channels they come back through? Curious if it's all direct type-in, or if we're paying for these customers with paid search ads multiple times.
Comparing new vs. repeat sessions by channel would be really valuable, if you're able to pull it! 2014 to date is great.
Thanks, Tom

SELECT

CASE

WHEN utm_campaign = 'nonbrand' THEN 'Paid-nonbrand'

WHEN utm_campaign = 'brand' THEN 'Paid-brand'

WHEN utm_source IS NULL AND http_referer IS NULL THEN 'Direct-type-in'

WHEN utm_source IS NULL AND http_referer IS NOT NULL THEN 'organic-search'

WHEN utm_source = 'socialbook' THEN 'Paid-social'

END AS channel_group,

COUNT(DISTINCT CASE WHEN is_repeat_session = 0 THEN website_session_id
ELSE NULL END) AS new_sessions

COUNT(DISTINCT CASE WHEN is_repeat_session = 1 THEN website_session_id
ELSE NULL END) AS repeat_sessions

FROM sessions_w_repeats

WHERE

Created_at BETWEEN '2014-01-01' AND '2014-11-05'

GROUP BY

channel_group;

 NEW MESSAGE
November 05, 2014

From: Tom Parmesan (Marketing Director)
Subject: RE: Repeat Channel Mix

Hi there,
So, it looks like when customers come back for repeat visits, they come mainly through organic search, direct type-in, and paid brand.
Only about 1/3 come through a paid channel, and brand clicks are cheaper than nonbrand. So all in all, we're not paying very much for these subsequent visits.
This make me wonder whether these convert to orders...
-Tom

channel_group	new_sessions	repeat_sessions
direct_type_in	6583	10556
organic_search	7130	11498
paid_brand	6423	11028
paid_nonbrand	119920	0
paid_social	7637	0



NEW MESSAGE
November 08, 2014

From: **Morgan Rockwell (Website Manager)**
Subject: **Top Website Pages**

Hi there!

Sounds like you and Tom have learned a lot about our repeat customers. Can I trouble you for one more thing?

I'd love to do a comparison of conversion rates and revenue per session for repeat sessions vs new sessions.

Let's continue using data from 2014, year to date.

Thank you!
-Morgan

SELECT

```
WEBSITE SESSIONS!$_REPEAT_SESSION,  
COUNT(DISTINCT WEBSITE SESSIONS.website_session_id) AS SESSIONS,  
COUNT(DISTINCT OTCDS.OTCD_ID) /  
COUNT(DISTINCT WEBSITE SESSIONS.website_session_id) AS CONV_RATE,  
SUM(OTCDS.PRICER_USD) / COUNT(DISTINCT WEBSITE SESSIONS.website_session_id)  
AS REV_PER_SESSION
```

FROM WEBSITE SESSIONS

LEFT JOIN OTCDS

ON WEBSITE SESSIONS.website_session_id = OTCDS.website_session_id

WHERE

WEBSITE SESSIONS.LAST_DATE BETWEEN '2014-01-01' AND '2014-11-08'

GROUP BY

WEBSITE SESSIONS!\$_REPEAT_SESSION;

is_repeat_session	sessions	conv_rate	rev_per_session
0	149759	0.0679	4.343178
1	33565	0.0812	5.170974



NEW MESSAGE
November 08, 2014

From: **Morgan Rockwell (Website Manager)**
Subject: **Top Website Pages**

Hey!

This is so interesting to see. Looks like repeat sessions are more likely to convert, and produce more revenue per session.

I'll circle up with Tom on this one. Since we aren't paying much for repeat sessions, we should probably take them into account when bidding on paid traffic.

Thanks!
-Morgan