



1 NEW MESSAGE

April 12, 2012

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

Good morning,

We've been live for almost a month now and we're starting to generate sales. Can you help me understand where the bulk of our website sessions are coming from, through yesterday?

I'd like to see a breakdown by **UTM source, campaign** and **referring domain** if possible. Thanks!

-Cindy

[Reply](#) [Forward](#)

SELECT COUNT(DISTINCT website_sessions.website_session_id) AS sessions
 utm_source,
 utm_campaign,
 http_referer
 FROM website_sessions
 WHERE created_at < '2012-04-12'
 GROUP BY utm_source,
 utm_campaign,
 http_referer
 ORDER BY sessions DESC;

```

1 • SELECT utm_source,
2     utm_campaign,
3     http_referer,
4     COUNT(DISTINCT website_session_id) AS number_of_sessions
5     FROM website_sessions
6     WHERE created_at < '2012-04-12'
7     GROUP BY utm_source,
8         utm_campaign,
9         http_referer
10    ORDER BY number_of_sessions DESC
    
```

utm_source	utm_campaign	http_referer	number_of_sessions
gsearch	nonbrand	https://www.gsearch.com	3613
HULL	HULL	HULL	28
HULL	HULL	https://www.gsearch.com	27
gsearch	brand	https://www.gsearch.com	26
HULL	HULL	https://www.bsearch.com	7
bsearch	brand	https://www.bsearch.com	7

אנו מודים לך על תרומותך ותומך נרחב (ולא רק/ולא בלבד).
 1. אם יש לך שאלות או מושג'ה, אנא נאנו מודים לך על תרומותך ותומך נרחב.
 2. אם יש לך שאלות או מושג'ה, אנא נאנו מודים לך על תרומותך ותומך נרחב.



1 NEW MESSAGE

April 12, 2012

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

Great analysis!

Based on your findings, it seems like we should probably dig into **gsearch nonbrand** a bit deeper to see what we can do to optimize there.

I'll loop in Tom tomorrow morning to get his thoughts on next steps.

-Cindy



NEW MESSAGE

April 14, 2012

From: Tom Parmesan (*Marketing Director*)
Subject: Gsearch conversion rate

Hi there,

Sounds like gsearch nonbrand is our major traffic source, but we need to understand if those sessions are driving sales.

Could you please calculate the conversion rate (CVR) from session to order? Based on what we're paying for clicks, we'll need a CVR of at least 4% to make the numbers work.

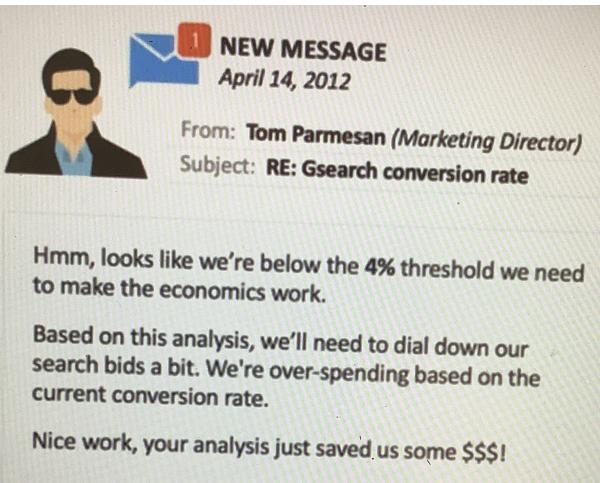
If we're much lower, we'll need to reduce bids. If we're higher, we can increase bids to drive more volume.

Thanks, Tom

```
SELECT COUNT(DISTINCT website_sessions.website_session_id) AS sessions,
       COUNT(orders.order_id) AS orders,
       COUNT(orders.order_id) / COUNT(DISTINCT website_sessions.website_session_id) * 100
          AS sessions_to_order_conv_rate
  FROM website_sessions
  LEFT JOIN orders
    ON website_sessions.website_session_id = orders.website_session_id
 WHERE website_sessions.created_at < '2012-04-14'
   AND utm_source = 'gsearch'
   AND utm_campaign = 'nonbrand';
```

```
1 •  SELECT COUNT(DISTINCT website_sessions.website_session_id) AS sessions,
2     COUNT(orders.order_id) AS orders,
3     COUNT(orders.order_id) / COUNT(DISTINCT website_sessions.website_session_id) * 100 AS sessions_to_order_conv_rate
4 FROM website_sessions
5     LEFT JOIN orders
6         ON website_sessions.website_session_id = orders.website_session_id
7 WHERE website_sessions.created_at < '2012-04-14'
8 AND utm_source = 'gsearch'
9 AND utm_campaign = 'nonbrand'
```

Result Grid			
	sessions	orders	sessions_to_order_conv_rate
	3895	112	2.8755





NEW MESSAGE

May 10, 2012

From: **Tom Parmesan** (*Marketing Director*)

Subject: Gsearch volume trends

Hi there,

Based on your conversion rate analysis, we **bid down gsearch nonbrand** on 2012-04-15.

Can you pull gsearch nonbrand trended session volume, by week, to see if the bid changes have caused volume to drop at all?

Thanks, Tom

SELECT

```
MIN(DATE(created_at)) AS website_start_date  
COUNT(DISTINCT(website_session_id)) AS sessions
```

From website_sessions

WHERE Created_at < '2012-05-10'

AND utm_source = 'gsearch'.

AND utm_campaign = 'nonpaid'

GROUP BY YEAR (CREATE_W_A).

WEEK12(Creativity)

• SELECT

```
2         MIN(DATE(created_at)) AS week_start_date,
3         COUNT(DISTINCT(website_session_id)) AS sessions
4     FROM website_sessions
5     WHERE created_at < '2012-05-10'
6         AND utm_source = 'gsearch'
7         AND utm_campaign = 'nonbrand'
8     GROUP BY YEAR (created_at),
9             week(created_at)
```

week_start_date	sessions
2012-03-19	896
2012-03-25	956
2012-04-01	1152
2012-04-08	983
2012-04-15	621
2012-04-22	594
2012-04-29	681
2012-05-06	399



NEW MESSAGE

May 10, 2012

From: Tom Parmesan (*Marketing Director*)
Subject: RE: Gsearch volume trends

Hi there, great analysis!

Okay, based on this, it does look like gsearch nonbrand is fairly sensitive to bid changes.

We want maximum volume, but don't want to spend more on ads than we can afford.

Let me think on this. I will likely follow up with some ideas.

Thanks, Tom

הו יתרכז נמייל אונליין כטפלות *



1 NEW MESSAGE

May 11, 2012

From: Tom Parmesan (Marketing Director)
Subject: Gsearch device-level performance

Hi there,

I was trying to use our site on my mobile device the other day, and the experience was not great.

Could you pull conversion rates from session to order, by device type?

If desktop performance is better than on mobile we may be able to bid up for desktop specifically to get more volume?

Thanks, Tom

1. גיומס רישום כינוס בוגר מיום נוכחות, נוכחות (בוגר עיר) גוף גורם כנס כנסים.
2. גיבת נס נס נס כנס כנסים, רעיון רעיון רעיון כנס כנסים.
3. גיבת נס נס נס כנס כנסים (כבר עיר כרכישת).

```

SELECT Website - SBSS.ohs.device_type,
       COUNT(DISTINCT(Website - SBSS.ohs.website - SBSS.oh_id)) AS sessions
       COUNT(orders.order_id)
       COUNT(orders.order_id) / COUNT(DISTINCT(Website - SBSS.ohs.website - SBSS.oh_id))
       AS sessions_to_order_conv_rate
FROM Website - SBSS.ohs
LEFT JOIN orders
ON Website - SBSS.ohs.website - SBSS.oh_id = orders.website - SBSS.oh_id
WHERE Website - SBSS.ohs.created_at < '2012-05-11'
      AND utm_source = 'gsearch'
      AND utm_campaign = 'nonbrand'
GROUP BY Website - SBSS.ohs.device_type;
  
```

```

1 • SELECT website_sessions.device_type,
2     COUNT(DISTINCT(website_sessions.website_session_id)) AS sessions,
3     COUNT(orders.order_id) AS orders,
4     COUNT(orders.order_id) / COUNT(DISTINCT(website_sessions.website_session_id)) * 100
5     AS sessions_to_order_conv_rate
6 FROM website_sessions
7     LEFT JOIN orders
8         ON website_sessions.website_session_id = orders.website_session_id
9 WHERE website_sessions.created_at < '2012-05-11'
10    AND utm_source = 'gsearch'
11    AND utm_campaign = 'nonbrand'
12 GROUP BY website_sessions.device_type
  
```

device_type	sessions	orders	sessions_to_order_conv_rate
desktop	3911	146	3.7331
mobile	2492	24	0.9631

Great!

I'm going to increase our bids on desktop.

When we bid higher, we'll rank higher in the auctions, so I think your insights here should lead to a sales boost.

Well done!!

-Tom



 1 NEW MESSAGE
June 09, 2012

From: Tom Parmesan (Marketing Director)
Subject: Gsearch device-level trends

Hi there,

After your device-level analysis of conversion rates, we realized desktop was doing well, so we bid our gsearch nonbrand desktop campaigns up on 2012-05-19.

Could you pull weekly trends for both desktop and mobile so we can see the impact on volume?

You can use 2012-04-15 until the bid change as a baseline.

Thanks, Tom

```

SELECT MIN(DATE(WBBS_itb_SESS;ohs.created_at)) AS Webk_Start
    COUNT(DISTINCT CASE WHEN WBBS_itb_SESS;ohs.device_type = 'mobile'
        THEN WBBS_itb_SESS;ohs.WBBS_itb_Session_id ELSE NULLEND) AS mobile
    COUNT(DISTINCT CASE WHEN WBBS_itb_SESS;ohs.device_type = 'desktop'
        THEN WBBS_itb_SESS;ohs.WBBS_itb_Session_id ELSE NULLEND) AS desktop
FROM WBBS_itb_SESS;ohs
WHERE WBBS_itb_SESS;ohs.created_at BETWEEN '2018-04-15' AND '2018-06-09'
    AND utm_source = 'gsearch'
    AND utm_campaign = 'nonf2ahd'
GROUP BY WEEK(WBBS_itb_SESS;ohs.created_at);

```

```
• SELECT MIN(date(website_sessions.created_at)) AS week_start,
      COUNT(DISTINCT CASE WHEN website_sessions.device_type = 'mobile'
                           THEN website_sessions.website_session_id ELSE NULL END) AS mobile,
      COUNT(DISTINCT CASE WHEN website_sessions.device_type = 'desktop'
                           THEN website_sessions.website_session_id ELSE NULL END) AS desktop
  FROM website_sessions
 WHERE website_sessions.created_at BETWEEN '2012-04-15' AND '2012-06-09'
   AND utm_source = 'gsearch'
   AND utm_campaign = 'nonbrand'
 GROUP BY WEEK(website_sessions.created_at);
```

week_start	mobile	desktop
2012-04-15	238	383
2012-04-22	234	360
2012-04-29	256	425
2012-05-06	282	430
2012-05-13	214	403
2012-05-20	190	661
2012-05-27	183	585
2012-06-03	157	582

