

COOLTSHIRTS FIRST- AND LAST- TOUCH ATTRIBUTION

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CAMPAIGN:

- Recognizes the specific ad or email.

SOURCE:

- Recognizes the site the ad or email was sent from.

COOLTSHIRT CAMPAIGN

8 campaigns:

1. getting-to-know-cool-tshirts
2. weekly-newsletter
3. ten-crazy-cool-tshirts-facts
4. retargeting-campaign
5. retargeting-ad
6. interview-with-cool-tshirts-founder
7. paid-search
8. cool-tshirts-search

Campaign query:

```
select count (distinct utm_campaign)
from page_visits;
```

SOURCE COOLTSHIRTS

6 sources:

1. Nytimes
2. Email
3. Buzzfeed
4. facebook
5. Medium
6. google

Source query:

```
select count (distinct utm_source)
from page_visits;
```

PAGES ON THE COOLTSHIRTS WEBSITE:

1. **getting-to-know-cool-tshirts**
2. **ten-crazy-cool-tshirts-facts**
3. **interview-with-cool-tshirts-founder**
4. **cool-tshirts-search**

Pages query:

```
select distinct utm_campaign,  
utm_source from page_visits;  
select count (distinct page_name)  
from page_visits;
```

USER JOURNEY

- **First touch attribution:** Takes the first source into consideration that the user comes across. This shows how visitors first come into contact with a website.
- **Last touch attribution:** Takes the last source into consideration that the user comes across. This shows how visitors are drawn back to a website they were previously on.
- Both last touch and first touch attributions are measured by **UTM parameters** such as: time, attribution source, and attribution medium for each user visit.

THE NUMBER OF **FIRST TOUCHES(FT)** IN EACH CAMPAIGN:

Source	Campaign	# of first touches
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

The third column has the number of first touches for each campaign.

FIRST TOUCH QUERY USED TO RETRIEVE RESULTS:

```
WITH first_touch AS
(
  SELECT user_id,
    MIN(timestamp) as first_touch_at
  FROM page_visits
  GROUP BY user_id),
  ft_attr as
(SELECT ft.user_id,
  ft.first_touch_at,
  pv.utm_source,
  pv.utm_campaign
FROM first_touch ft
JOIN page_visits pv
  ON ft.user_id = pv.user_id
  AND ft.first_touch_at = pv.timestamp )
SELECT ft_attr.utm_source,
  ft_attr.utm_campaign,
  COUNT(*)FROM ft_attr
GROUP BY 1, 2
ORDER BY 3 DESC;
```

THE NUMBER OF **LAST TOUCHES(LT)** IN EACH CAMPAIGN:

Source	Campaign	# of last touches
lt_attr.utm_source	lt_attr.utm_campaign	COUNT(*)
email	weekly-newsletter	447
facebook	retargeting-ad	443
email	retargeting-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

The third column has the number of last touches for each campaign.

LAST TOUCH QUERY USED TO RETRIEVE RESULTS:

```
WITH last_touch AS (  
  SELECT user_id,  
         Max(timestamp) as last_touch_at  
  FROM page_visits  
  GROUP BY user_id),  
  lt_attr as (SELECT lt.user_id,  
                    lt.last_touch_at,  
                    pv.utm_source,  
                    pv.utm_campaign  
  FROM last_touch lt  
  JOIN page_visits pv  
  ON lt.user_id = pv.user_id  
  AND lt.last_touch_at = pv.timestamp )  
  SELECT lt_attr.utm_source,  
         lt_attr.utm_campaign,  
         COUNT(*)FROM lt_attr  
  GROUP BY 1,2  
  ORDER BY 3 DESC;
```

THE NUMBER OF VISITORS THAT MADE A PURCHASE:

count(page_name)
361

Query added to (It) to retrieve results:

where page_name = '4 - purchase';

THE **NUMBER OF LAST TOUCHES (LT)** ON THE PURCHASE PAGE THAT EACH CAMPAIGN IS RESPONSIBLE FOR:

Source	Campaign	# of last touches
lt_attr.utm_source	lt_attr.utm_campaign	COUNT(*)
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

The third column has the number of last touches for each campaign.

LAST TOUCH QUERY USED TO RETRIEVE RESULTS FROM THE **PURCHASE PAGE**:

```
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),  
  lt_attr as (  
  SELECT lt.user_id,  
         lt.last_touch_at,  
         pv.utm_source,  
         pv.utm_campaign  
  FROM last_touch lt  
  JOIN page_visits pv  
    ON lt.user_id = pv.user_id  
  AND lt.last_touch_at = pv.timestamp  )  
  SELECT lt_attr.utm_source,  
         lt_attr.utm_campaign,  
         COUNT(*)  
  FROM lt_attr  
  GROUP BY 1, 2  
  ORDER BY 3 DESC;
```

THE 5 CAMPAIGNS THAT COOLTSHIRTS SHOULD RE-INVEST IN:

- weekly-newsletter
- retargeting-ad
- retargeting-campaign
- paid-search
- getting-to-know-cool-tshirt

The first 4
campaigns have the
highest number of
last touch
attributions on the
purchase page.

ten-crazy-cool-tshirts-facts
had the same number of last touch
attributions on the purchase page as
getting-to-know-cool-tshirt . But
getting-to-know-cool-tshirt
had a higher number of last touch
attributions otherwise. This became
the deciding factor between the two
campaigns.