



Learn SQL from Scratch [First- and Last-Touch Attribution project](#)

Pamella Fox

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CoolTShirts

CoolTShirts utilizes six marketing sources (website, email, or other media) and has eight campaign designs to entice shoppers. One campaign may be used with multiple marketing sources.

Marketing Source	Campaign
Google	cool-tshirts-search
Google	paid-search
NYTimes	getting-to-know-cool-tshirts
Medium	interview-with-cool-tshirts-founder
Facebook	retargetting-ad
Email	retargetting-campaign
Email	weekly-newsletter
Buzzfeed	ten-crazy-cool-tshirts-facts

Customer journey refers to the path followed by a **customer** via so-called touchpoints before making a purchase decision. It can be visualized in a **customer journey** map. **Customer journey** refers to the path followed by a **customer** via so-called touchpoints before making a purchase decision. (Google)

The CoolTShirts website contains the following pages (touchpoints):

1 – Landing Page

2 – Shopping Cart

3 – Checkout

4 – Purchase

The Landing Page is the user's first touch and Purchase is the user's last touch.

CoolTShirts user journey

Tracking technology allows marketers to monitor each page and measure each “touchpoint” on the user journey.

The first-touch is the marketing effort that attracted a visitor to the marketer’s website for the first time.

CoolTShirts count of first-touch attributes by campaign:

First-Touch Count	Marketing Campaign	Source
622	interview-with-cool-tshirts-founder	medium
612	getting-to-know-cool-tshirts	nytimes
576	ten-crazy-cool-tshirts-facts	buzzfeed
169	cool-tshirts-search	google

The last-touch is the last page visited by the user in their journey to CoolTShirts. The product purchase may be attributed to the last touch. Below is the data count for last user touch and campaigns:

Last-Touch Count	Marketing Campaign	Source
447	weekly-newsletter	email
443	retargeting-ad	facebook
245	retargeting-campaign	email
232	getting-to-know-cool-tshirts	nytimes
190	ten-crazy-cool-tshirts-facts	buzzfeed
184	interview-with-cool-tshirts-founder	medium
178	paid-search	google
60	cool-tshirts-search	google

361 visitors made purchases of CoolTShirts.

The number of last-touches divided by the number of first-touches gives the percentage of visitors who made purchases:

Last Touches	361
First Touches	<hr/> 1979
Percent of Visitors who made Purchases	= 18%

To analyze the effectiveness of CoolTShirts campaigns, we look at the number of last touches on the 4 - Purchase page, that each campaign is responsible for.

The last-touch at the 4 – Purchasing page is the marketing effort that captures the sale for CoolTShirts. Below is the data count for last-touch campaigns at the 4-Purchase page:

4 - Purchase	Campaign	Source
115	weekly-newsletter	facebook
113	retargeting-ad	email
54	retargeting-campaign	google
52	paid-search	nytimes
9	getting-to-know-cool-tshirts	buzzfeed
9	ten-crazy-cool-tshirts-facts	medium
7	interview-with-cool-tshirts-founder	google
2	cool-tshirts-search	

Percentage of users ending their journey by page:

page_name	last-touch count	percent ending here
1 - landing_page	98	5
2 - shopping_cart	457	23
3 - checkout	1066	54
4 - purchase	358	18

2 - shopping_cart		
campaign	touches	source
getting-to-know-cool-tshirts	675	nytimes
ten-crazy-cool-tshirts-facts	562	buzzfeed
interview-with-cool-tshirts-founder	513	medium
cool-tshirts-search	131	google

The “getting-to-know-cool-tshirts” campaign with nytimes received the most traffic at the shopping cart touch.

Weekly newsletter by email received the most touches at the checkout page.

3 - checkout		
campaign	touches	source
weekly-newsletter	450	email
retargeting-ad	445	facebook
retargeting-campaign	246	email
paid-search	179	google
getting-to-know-cool-tshirts	41	nytimes
ten-crazy-cool-tshirts-facts	32	buzzfeed
interview-with-cool-tshirts-founder	31	medium
cool-tshirts-search	7	google

The typical user journey is:

Touch 1 landing_page / interview_with_cooltshirts_founder / medium

Touch 2 shopping_cart / getting-to-know-cool-tshirts / nytimes

Touch 3 checkout / weekly_newsletter / email

Touch 4 purchase / weekly_newsletter / email

Optimize the CoolTShirts campaign budget

Count of all touch attributes

	Touch	Marketing Campaign	Source
First	622	interview-with-cool-tshirts-founder	medium
	612	getting-to-know-cool-tshirts	nytimes
	576	ten-crazy-cool-tshirts-facts	buzzfeed
	169	cool-tshirts-search	google
2nd	675	getting-to-know-cool-tshirts	nytimes
	562	ten-crazy-cool-tshirts-facts	buzzfeed
	513	interview-with-cool-tshirts-founder	medium
	131	cool-tshirts-search	google
3rd	450	weekly-newsletter	email
	445	retargeting-ad	facebook
	246	retargeting-campaign	email
	179	paid-search	google
	41	getting-to-know-cool-tshirts	nytimes
	32	ten-crazy-cool-tshirts-facts	buzzfeed
	31	interview-with-cool-tshirts-founder	medium
	7	cool-tshirts-search	google
Last	447	weekly-newsletter	email
	443	retargeting-ad	facebook
	245	retargeting-campaign	email
	232	getting-to-know-cool-tshirts	nytimes
	190	ten-crazy-cool-tshirts-facts	buzzfeed
	184	interview-with-cool-tshirts-founder	medium
	178	paid-search	google
	60	cool-tshirts-search	google

Optimize the CoolTShirts campaign budget

If only five campaigns are to continue, three must be removed. Below is a table that shows the total number of touches, including all pages of the journey, grouped by campaign. The campaigns in the top five rows should be targeted for re-investment because they capture the most attention from users. Paid_search and cool_tshirts_search were clearly the low performing campaigns. Retargeting_campaign performed modestly on the purchase page but getting_to_know_cool_tshirts and ten_crazy_cool_tshirts_facts were very good performers for first touch attribution.

Touch	Marketing Campaign
1560	getting-to-know-cool-tshirts
1360	ten-crazy-cool-tshirts-facts
1350	interview-with-cool-tshirts-founder
897	weekly-newsletter
888	retargeting-ad
491	retargeting-campaign
367	cool-tshirts-search
357	paid-search