

Cool T Shirts

{ First & Last Touch Attribution

UTM Sources

utm_source
nytimes
email
buzzfeed
facebook
medium
google

utm_campaign	utm_source
getting-to-know-cool-tshirts	nytimes
weekly-newsletter	email
ten-crazy-cool-tshirts-facts	buzzfeed
retargeting-campaign	email
retargeting-ad	facebook
interview-with-cool-tshirts-founder	medium
paid-search	google
cool-tshirts-search	google

UTM Campaigns

utm_campaign
getting-to-know-cool-tshirts
weekly-newsletter
ten-crazy-cool-tshirts-facts
retargeting-campaign
retargeting-ad
interview-with-cool-tshirts-founder
paid-search
cool-tshirts-search

There are a total of six UTM Sources & eight UTM Campaigns. UTM Source is the method of getting the “message” to the customer & the UTM Campaign is the “message” delivered to them.

The Code Used on the Previous Page

```
select distinct page_name  
from page_visits;
```

```
select distinct utm_campaign  
from page_visits;
```

```
select distinct utm_source  
from page_visits;
```

```
select distinct utm_campaign, utm_source  
from page_visits;
```

Numbers of First Touches by Campaign

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

Code from Previous Slide

```
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;
```

Last Touches by Campaign

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

Code from Previous Slide

```
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;
```

Last Touches on the Purchase Page by Campaign

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	

Code for the Previous 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;
```

Cool T Shirts should concentrate on the weekly newsletter, retargeting Ad, retargeting campaign, paid searches & the ny times getting to know Cool T Shirts (this gained more first touches than the Buzzfeed ad Therefore a change in the landing page may improve this further