



# Campaign Analysis for CoolTShirts

Learn SQL from Scratch

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# Content Summary

1. Get familiar with the company
2. What is the user journey?
3. Optimize the campaign budget

1. Get familiar with the company

# 1.1 Campaigns

- In this analysis, there are in total 8 Campaigns, which are the company's marketing strategies to increase the web page drainages of CoolTShirts.
- The column of visit times is the total number of clicks that visitors open the CoolTShirts website link. If one visitor clicks on the website several times, we count several times in the "visit times".

Campaign	Visit times
getting-to-know-cool-tshirts	1349
ten-crazy-cool-tshirts-facts	1198
interview-with-cool-tshirts-founder	1178
weekly-newsletter	565
retargetting-ad	558
cool-tshirts-search	313
retargetting-campaign	300
paid-search	231

## 1.2 Sources

- In this analysis, there are in total 6 Sources, which indicates how the visitors get to know CoolTShirts and via which website/ media to visit CoolTShirts website.
- Same as the Campaign chart, the column of visit times is the total number of clicks that visitors open the CoolTShirts website link.

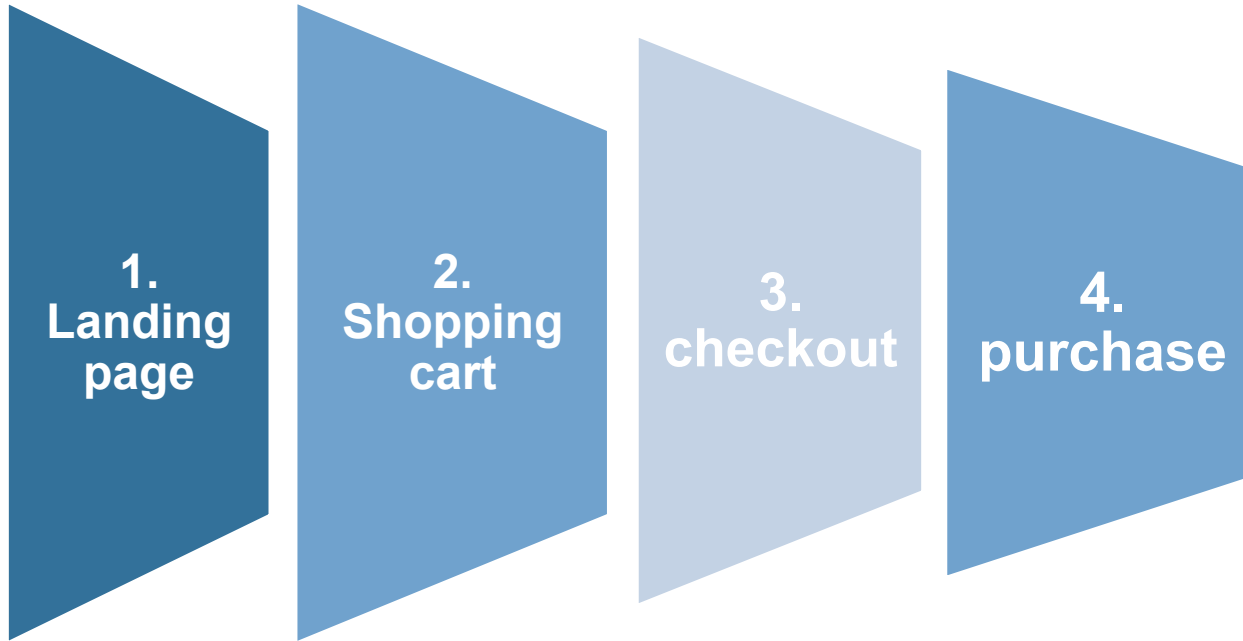
Source	visit times
nytimes	1349
buzzfeed	1198
medium	1178
email	865
facebook	558
Google	544

## 1.3 Campaigns & Sources

- The right chart is to show how campaigns & sources link to each other. For example, 'Getting to know CoolTShirts' is a company campaign and is also an article on New York Times.
- From the chart, we see that the most effective campaigns that drive visitors to visit website are news articles. And not so effective campaigns are search & target ads.

Campaigns	Sources	Visit times
getting-to-know-cool-tshirts	nytimes	1349
ten-crazy-cool-tshirts-facts	buzzfeed	1198
interview-with-cool-tshirts-founder	medium	1178
weekly-newsletter	email	565
retargetting-ad	facebook	558
cool-tshirts-search	google	313
retargetting-campaign	email	300
paid-search	google	231

## 1.4 Website pages



- There are 4 pages on the CoolTShirts website.

2.What is the user journey?



## 2.1 First Touch Number

- First touch number indicates through which campaign & source the visitor firstly land on CoolTShirts website page.
- From the chart, the interview drives the most visitors to the website for the first time.

Campaign	Source	first touch number
interview-with-cool-tshirts-founder	medium	622
getting-to-know-cool-tshirts	nytimes	612
ten-crazy-cool-tshirts-facts	buzzfeed	576
cool-tshirts-search	google	169

## 2.2 Last Touch Number

- Last touch number indicates the latest time that the visitor land on the CoolTShirts website.
- From the chart, seems like the email & facebook are the most effective sources for the last touch.

campaign	source	last touch number
weekly-newsletter	email	447
retargeting-ad	facebook	443
retargeting-campaign	email	245
getting-to-know-cool-tshirts	nytimes	232
ten-crazy-cool-tshirts-facts	buzzfeed	190
interview-with-cool-tshirts-founder	medium	184
paid-search	google	178
cool-tshirts-search	google	60

## 2.3 Purchase & Last touch on purchase

visitors who make a purchase	361
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campaign	source	last touch number on purchase page
weekly-newsletter	email	115
retargetting-ad	facebook	113
retargetting-campaign	email	54
paid-search	google	52
getting-to-know-cool-tshirts	nytimes	9
ten-crazy-cool-tshirts-facts	buzzfeed	9
interview-with-cool-tshirts-founder	medium	7
cool-tshirts-search	google	2

- In total there are 361 visitors made the purchase at last.
- The second chart shows the number of last touch that made the purchase.
- The chart indicates which campaign & source are most effective in pushing visitor to purchase.

## 2.4 The typical user journey

### Get to know CoolTShirts

- Online articles – New York Times & BuzzFeed
- Interview to founder - medium



Visit website & register with Email



Revisit the website & purchase

- Email newsletter
- Retargeting ad – Facebook
- Search - Google

### 3. Optimize the campaign budget

## 3.1 The rating on campaigns

- Here in the right chart is the rating on each campaign
- **Rating on purchase** – indicates the rating on last-touch to purchase page
- **Rating on exposure** – indicates the rating on first-touch
- The final rating number is the sum of the previous 2 columns

Campaign	Source	rating on purchase	rating on exposure	rating final
weekly-newsletter	email	8		8
retargetting-ad	facebook	7		7
getting-to-know-cool-tshirts	nytimes	4	3	7
retargetting-campaign	email	6		6
interview-with-cool-tshirts-founder	medium	2	4	6
paid-search	google	5		5
ten-crazy-cool-tshirts-facts	buzzfeed	3	2	5
cool-tshirts-search	google	1	1	2

## 3.2 Optimize campaign

- Therefore, based on the rating of lead -to-purchase & exposure, we will select the first 5 campaigns, which are highlighted in red.
- Google & BuzzFeed are not very effective source for website exposure.
- Although paid-search of Google is good at push visitor to pay, considering the budget, it is not as good as other campaigns.

Campaign	Source	rating on purchase	rating on exposure	rating final
<b>weekly-newsletter</b>	email	8		8
<b>retargetting-ad</b>	facebook	7		7
<b>getting-to-know-cool-tshirts</b>	nytimes	4	3	7
<b>retargetting-campaign</b>	email	6		6
<b>interview-with-cool-tshirts-founder</b>	medium	2	4	6
paid-search	google	5		5
ten-crazy-cool-tshirts-facts	buzzfeed	3	2	5
cool-tshirts-search	google	1	1	2