



CoolTShirts.com

Learn SQL from Scratch

Ruben Rodriguez

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1. How many campaigns and sources does CoolTShirts use?

CoolTShirts has eight active campaigns and 6 active sources.

1a. Which source is used for each campaign?

- i. nytimes | getting-to-know-cool-tshirts
- ii. email | weekly-newsletter, retargeting-campaign
- iii. buzzfeed | ten-crazy-cool-tshirts-facts
- iv. facebook | retargeting-ad
- v. medium | interview-with-cool-tshirts-founder
- vi. google | paid-search, cool-tshirts-search

2. What pages are on the CoolTShirts website?

- 1 – landing page
- 2 – shopping cart
- 3 - checkout
- 4 - purchase

```
SELECT DISTINCT page_name  
FROM page_visits;
```

3. How many first touches is each campaign responsible for?

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

4. How many last touches is each campaign responsible for?

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

5. How many visitors make a purchase?

361

6. How many last touches on the purchase page is each campaign responsible for?

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

CoolTShirts can re-invest in 5 campaigns. Which should they pick and why?

In order to maximize the budget efficiently, discovery of the users journey was most influential under each of the following campaigns. As seen in the previous slides, these five campaigns have the most touches overall.

- i. interview-with-cool-tshirts-founder
- ii. getting-to-know-cool-tshirts
- iii. ten-crazy-cool-tshirts-facts
- iv. weekly-newsletter
- v. retargeting-ad