CoolTShirts
MARKETING ATTRIBUTION REPORT

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ABOUT

CoolTShirts sells shirts of all kinds, as long as they are T-shaped and cool. Recently, CTS started a few marketing campaigns to increase website visits and purchases. Using touch attribution, they'd like to map their customers' journey: from initial visit to purchase. They can use that information to optimize their marketing campaigns.

SCOPE

In this report, I will analyze the data collected along the company's touch attribution to find the most effective campaigns and sources for future investment opportunity.

The dataset I used is page_visits, a table with five columns:

- user_id: unique identifier for each visitor
- timestamp: the time at which the visitor came to the page
- page_name: the title of the section of the page that was visited
- utm_campaign: the specific ad or email blast
- utm_source: identifies which touchpoints sent the traffic

CAMPAIGNS AND SOURCES

What Are The Campaigns And Sources Used By CTS? What association do they have?

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

There are eight campaigns and eight sources included in the table.

Some sources such as email and google has two campaigns, other sources has one campaign.

```
SELECT DISTINCT
    utm_campaign,
    utm_source
FROM page_visits;
```

PAGE NAME

What Pages Are On The Website?

1 - landing_page

2 - shopping_cart

3 - checkout

4 - purchase

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

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FIRST TOUCH

How Many First Touches Is Each Campaign Responsible For?

utm_campaign	utm_source	number_of_first_touch
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

Four campaigns from four sources are responsible for all the first touches. The first three campaigns all brought more than 500 and 600 first touches.

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

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LAST TOUCH

How Many Last Touches Is Each Campaign Responsible For?

utm_campaign	utm_source	number_of_last_touch
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

All eight campaigns from six sources contributed to all last touches. Weekly newsletters and retargeting ads brought more than 400 last touches.

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

PURCHASE

How Many Last Touches On The Purchase Page Is Each Campaign Responsible For?

utm_campaign	utm_source	num_of_last_touch
weekly-newsletter	email	114
retargeting-ad	facebook	112
retargeting-campaign	email	53
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

```
WITH last_touch AS
(SELECT
   user_id,
   MAX(timestamp) AS last_touch_at
FROM page_visits
GROUP BY user_id
)
SELECT
   pv.utm_campaign,
   pv.utm_source,
   COUNT(lt.last_touch_at) AS num_of_last_touch
FROM page_visits AS pv
JOIN last_touch AS lt
   ON pv.user_id = lt.user_id
   AND pv.timestamp = lt.last_touch_at
WHERE pv.page_name LIKE '4%'
GROUP BY 1, 2
ORDER BY 3 DESC;
```

Weekly newsletters and retargeting ads from email and facebook brought the most last_touch users who made a purchase.

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CONCLUSION

- CoolTShirts invested in total eight campaigns on six different sources. Four of the campaigns brought first-touch users and eight brought last-touch users.

- The three campaigns that brought the most first_touch users are:

  1. Interview with CoolTShirts Founder on Medium

  2. Getting to know cool shirts on New York Times

  3. Ten crazy-cool t-shirts facts on BuzzFeed

- The two campaigns that brought the most last-touch users who also purchased are:

  1. Weekly Newsletter Email

  2. Retargeting ads on Facebook

- These five campaigns listed above are the most effect campaigns. First three are for attracting users and increase awareness, while the last two are for the the final purchase. CoolTShirts can increase its investment on these five campaigns for more sales.