



# CoolTShirts.com

Learn SQL from Scratch

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07/01/2018

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# I. Company Profile

Get familiar w/ *CoolTShirts*

# 1.1 company profile, distinct campaigns/sources

Refer to [Shupp\\_Erikk\\_Capstone\\_Attribution.sql // see comment - - 1.1](#)

- We needed to find the number, so we thus aggregated the data using the COUNT() function and using the DISTINCT value, we found that the number of distinct campaigns equaled 8.
- We needed to find the number, so we thus aggregated the data using the COUNT() function and using the DISTINCT value, we found that the number of distinct sources equaled 6.

Distinct Sources
6

Distinct Campaigns
8

## 1.2 company profile, related sources and campaigns

Refer to [Shupp\\_Erikk\\_Capstone\\_Attribution.sql](#) // see comment - - 1.2

- We had to find out all the common sources and campaigns being run, so we used a DISTINCT query on both utm\_source, utm\_campaign. We had previously noticed that using the group by aggregate would remove the paid-search from the criteria, so we ensured that all campaigns were shown by vendor, due to the fact that a source may have several different campaigns running for it.

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

## 1.3 company profile, website pages

Refer to [Shupp\\_Erikk\\_Capstone\\_Attribution.sql // see comment - - 1.3](#)

- We had to find out how many total website pages that were being used to scope the first and last touch attribution. We found out using the DISTINCT query, that there we total of 4.

Pages
1 - landing_page
2 - shopping_cart
3 - checkout
4 - purchase

# II. User Journey

What is the User Journey?

## 2.1 user journey, first touches in each campaign

Refer to [Shupp\\_Erikk\\_Capstone\\_Attribution.sql](#) // see comment - - 2.1

- As part of the attribution of first touches and the campaigns that continually implemented them, we found that four had enabled the most first touches. We found that interview-with-cool-t-shirts had been a majority sources for the first touches and that only four campaigns created first touch attribution.

Source	Campaign	Total FT(s)
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



## 2.2 user journey, last touches in each campaign

Refer to [Shupp\\_Erikk\\_Capstone\\_Attribution.sql // see comment - - 2.2](#)

- As part of the attribution of last touches and the campaigns that continually implemented them, we found that four had enabled the most first touches. We found that the weekly newsletter had been a majority source for the last touches and that all 8 of the campaigns had last touch attribution.

Source	Campaign	Total FT(s)
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

## 2.3 user journey, visitor purchases

Refer to [Shupp\\_Erikk\\_Capstone\\_Attribution.sql // see comment - - 2.3](#)

- Using a SELECT on the Page Name and the total COUNT (\*) or Total Purchases, we were able to clean that all users that made it to the last page had to perform an execution of check out and thus purchased at least one T-Shirt/Item. We counted a total of 361 purchases.

Page Name	Total Purchases
4 - purchase	361

## 2.4 user journey, campaigns to purchasing page

Refer to [Shupp\\_Erikk\\_Capstone\\_Attribution.sql](#) // see comment - - 2.4

- Using the last touch query previously build on, we included a where clause that only included last touch attribution with the purchase page. This allowed us insight, on which specific campaigns led to the actual purchases of t-shirts. From this we found email and facebook were the most effective campaign mechanisms.

Source	Campaign	Total Purchases
email	weekly-newsletter	115
facebook	retargeting-ad	113
email	retargeting-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

## 2.5 user journey, Typical User Journey

CoolTShirts.com marketing team can use the following information to form their future marketing and campaign budget based on the following report.

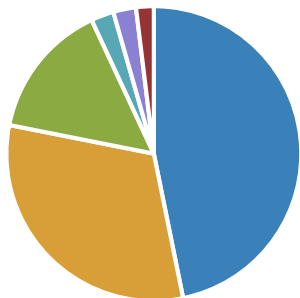
### Report

**First Touch Attribution:** As a touch point, third party articles (buzz-feed, nytimes, mediums, google searches) have been a major first point entry for CoolTShirts.com. Out of the total 8 campaigns, only 4/8 campaigns bring first touch capabilities.

**Last Touch Attribution:** As an exit point, although articles (buzzfeed, nytimes) had last-touch attribution, only 18 led to the purchase of a t-shirt. This means, that people who entered the page, also exited the page without buying anything through those mediums. Our findings show, email is the most effective means of last touch attribution, followed by facebook.

**Types of Communication:** Email was the most effective means of generating sales, however, it was done through non-targeted newsletters. IT should be noted that retargeting campaigns on Facebook had been approximately 2x more effective than the second most effective targeted ad (email).

Purchases to UTM Sources



■ Email ■ Facebook ■ Google ■ BuzzFeed ■ NYTimes ■ Medium

$$\frac{361}{1979}$$

Close to Total Ratio

18.2%

Users That Buy

# III. Optimization Recommendations

Optimize Campaign Budget

# 3.0 Optimizing the Budget

Erikk Shupp Consulting (ESC) now provides our informed intelligence report on how best to optimize your future budget in finding new streams of revenue and how to best optimize the close sale.

## Report

- 1) Marketing & External Article Landing Pages:** There is a large disparity to in first touch attribution. Based on our findings, ESC recommends CoolTShirts.com expand their social blog and news marketing campaigns (buzzfeed, cracked.com, nytimes, New Yorker, Washington Times, and other news/article/blog websites) for initial marketing campaigns. This will at least provide an iterative look to see if there is a demographic from these sites and even more so, regionally.
- 2) Marketing to the New York Region:** We recommend trying to increase market revenue into geographic locations and pull regional information. Our suggestion coincides with suggestion 1; try news/blog articles within certain regions. ESC will perform a secondary survey in 6 months to 1 year to discover if regional/geographic locations lead to increased revenues.
- 3) Facebook Targeted Ads:** Facebook targeted ads are twice as effective as email targeted ads. Email campaigns (see suggestion 4) are better used in other ways. ESC recommends that CoolTShirts.com spend more money in facebook ads and exploring other avenues in social media, that allow targeted ads on users.
- 4) Email Campaign Enhancement:** Non-targeted and weekly newsletters enabled the highest conversion to a buying customer. Our recommendation is to expand email campaigns into specialized t-shirt specific or line specific ads (Fall, winter, holiday, etc). This will also allow ESC to explore the trends and best purchasing times based on seasonal ads.
- 5) Special Deals To Reduce One-Time Buyers:** ESC recommends a scaled/ specific approach on ensuring all first-touch attributions on news, blog and article based sites can convert to purchases. There is a loss of customer, but a large amount of traffic generated by the likes of Buzzfeed and NYTimes. If we use a campaign that can utilize a special code only offered on that site, we may be able to generate more sales directly from those clicks, rather than follow-up campaigns by email and facebook.