



First- and Last-Touch Attribution Project

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1. About CoolTshirts

1.1a Campaigns & Sources

CoolTshirts has a fairly comprehensive user acquisition strategy, with a wide spread of marketing channels(utm source) and ad campaigns (utm campaign).

They have 8 distinct Ad Campaigns running across 6 sources

(for details refer to below table)

- **utm_source** - Identifies which touchpoint sent the traffic (e.g. google, email, Facebook, affiliate etc.)
- **utm_campaign** - Identifies the specific ad or email blast (e.g. retargeting ad or weekly newsletter)

In summary, while the campaign refers to the ad that is running, the source is the channel where that ad is running, which is directing traffic to the website.

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

| UTM_Source |
|------------|
| nytimes |
| email |
| buzzfeed |
| Facebook |
| medium |
| google |

1.1b Campaigns & Sources

The table on the right shows the sources that each campaign is running on

Email and Google seems to be the most used channels, with 2 campaigns per channel. While email is being used to engage with the users via newsletters and product targeting; Google is used for search ads

Facebook is primarily used for re-targeting a user to has earlier viewed the website from another source. Since cooltshirts is a quirky product, it seems apparent that a majority of its audience would be active FB users

| 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 |

1.2 Website Structure

CoolTshirts website takes the user through a clear funnel, from product to purchase.

They have 4 distinct page categories:

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

The table on the right shows the number of users across different pages on the website.

| page_name | Num_Users |
|-------------------|-----------|
| 1 - landing_page | 2000 |
| 2 - shopping_cart | 1900 |
| 3 - checkout | 1431 |
| 4 - purchase | 361 |

2. CoolTshirts :User Jounrey

2.1 First Touches as per Campaign

First Touch signifies the first time the user visited the coolTshirts website.

From the website traffic data, it seems that the top 4 campaigns that have been responsible for the first touch are **all information pieces highlighting the USP of the products.**

| utm_campaign | Num_First_Touches |
|-------------------------------------|-------------------|
| interview-with-cool-tshirts-founder | 622 |
| getting-to-know-cool-tshirts | 612 |
| ten-crazy-cool-tshirts-facts | 576 |
| cool-tshirts-search | 169 |

```
WITH first_touch AS (  
    SELECT user_id,  
           MIN(timestamp) as first_touch_at  
    FROM page_visits  
    GROUP BY user_id)  
SELECT  
    pv.utm_campaign,  
    COUNT (ft.first_touch_at) as Num_First_Touches  
FROM first_touch ft  
JOIN page_visits pv  
    ON ft.user_id = pv.user_id  
    AND ft.first_touch_at = pv.timestamp  
GROUP BY utm_campaign  
ORDER BY 2 desc;
```


2.2 Last Touches as per Campaign

Last Touch signifies the page that the user visited on the coolTshirts website that led to a purchase. This is the page that triggered the user to buy the product.

| utm_campaign | Num_Last_Touches |
|-------------------------------------|------------------|
| weekly-newsletter | 447 |
| retargeting-ad | 443 |
| retargeting-campaign | 245 |
| getting-to-know-cool-tshirts | 232 |
| ten-crazy-cool-tshirts-facts | 190 |
| interview-with-cool-tshirts-founder | 184 |
| paid-search | 178 |
| cool-tshirts-search | 60 |

```
WITH last_touch AS (  
  SELECT user_id,  
         MAX (timestamp) as last_touch_at  
  FROM page_visits  
  GROUP BY user_id)  
SELECT  
  pv.utm_campaign,  
  COUNT (lt.last_touch_at) as Num_Last_Touches  
FROM last_touch lt  
JOIN page_visits pv  
  ON lt.user_id = pv.user_id  
  AND lt.last_touch_at = pv.timestamp  
GROUP BY utm_campaign  
ORDER BY 2 desc;
```

2.3 Last Touches on Purchase Page

The **weekly newsletter** and the **retargeting ad** are responsible for 44% combined share of the last touch traffic on the purchase page. *They are good triggers to purchase.*

| utm_campaign | Num_Last_Touches |
|-------------------------------------|------------------|
| weekly-newsletter | 114 |
| retargeting-ad | 112 |
| retargeting-campaign | 53 |
| paid-search | 52 |
| getting-to-know-cool-tshirts | 9 |
| ten-crazy-cool-tshirts-facts | 9 |
| interview-with-cool-tshirts-founder | 7 |
| cool-tshirts-search | 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,  
  COUNT (lt.last_touch_at) as Num_Last_Touches  
FROM last_touch lt  
JOIN page_visits pv  
  ON lt.user_id = pv.user_id  
  AND lt.last_touch_at = pv.timestamp  
GROUP BY utm_campaign  
ORDER BY 2 desc;
```

2.4 Purchases Made

361 distinct users made a purchase on the CoolTShirts website.

```
SELECT DISTINCT COUNT (user_id) as Purchases  
from page_visits  
WHERE page_name is '4 - purchase';
```

Typical User Journey that is followed is:



3. Campaign Optimization

3.1 Campaigns to Re-Invest in

Before deciding what campaigns to re-invest in, I am going to lay down my goal.

Goal: Increase Sales of CoolTShirts

With the above goal in mind, I am going to focus on 2 key elements:

1. Directing high intent traffic to my website
2. Re-touching that traffic to convert it into a purchase

Directing Traffic – The 2 campaigns that I would re-invest in are

1) Interview with the Founder

2) Getting to now Cool T Shirts

- utm_campaign - interview-with-cool-tshirts-founder utm_campaign - getting-to-know-cool-tshirts
- Utm_source – medium utm_source = - nytimes

Reason: Since my audience is cool, like my T shirts – they would be keen to know about the genesis of the brand, the people who run the show and the ideologies on the brand. The interview raises curiosity in the mind of the reader, while the campaign that describes the kind of T Shirts we make inspires users to browse and the next step is to browse the cool products. Since both these campaign are responsible for 600+ first touches each – they are definitely worth investing more money.

Also the sources of the campaigns namely medium and nytimes, seem to be a good & credible channel to target my audience.

3.2 Campaigns to Re-Invest in

Re-Touching the User to drive purchase– The 3 campaigns that I would re-invest in are

- 1) **weekly-newsletter / email**
- 2) **retargeting-ad / Facebook**
- 3) **retargeting-campaign / email**

Reason: For e-commerce related product, users typically browse products but shelve their purchase for a later date. As a digital marketer, I pick up these breadcrumbs and follow the user across the web showing him the products that he saw and liked on my site. Even for the past data, it is clear that my re-targeting ads have led to maximum #of last touches (last touchpoint before user made a purchase). I will continue to invest in weekly newsletter, and my re-targeting ads via email and Facebook.

By investing in these 5 campaigns I am ensuring that the purchase loop is being closed i.e.. Show him informative & USP related articles to pique interest and then re-target his preferred products to drive a purchase.