



Marketing Analysis of cooltshirts.com Using SQL

an analysis of first and last-touch attribution



Goals of Analysis

- To become familiar with our marketing campaigns, sources, and website
- To learn how successful each campaign and source is
- To optimize our campaign budget and provide direction for future marketing strategies

Our Campaigns, Sources, and Web Pages





Our Campaigns and Sources

- We have 8 marketing campaigns, shown in the rows in the 'campaign' column
- We have 6 marketing sources, shown in the rows in the 'source' column

campaign_count	
8	
source_count	
6	
campaign	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



Our Web Pages

When one of our sources runs one of our marketing campaigns, a user may interact with the campaign and be taken to one of the site's four pages shown in the rows in the 'pages' column

page_count
4
page
1 - landing_page
2 - shopping_cart
3 - checkout
4 - purchase

The User Journey





The User Journey

- When a user interacts with our campaigns via our sources, they are then taken to a page on our site.
- Users may navigate through the site's pages, make purchases, and/or leave the site.
- Users that leave the site may again see one of our campaigns via our sources, and return to the site and purchase items that caught their eye but didn't make it to an order.


So, where do our users go, and when do they go there?



A Refresher on First and Last-Touch

“First-touch” refers to the campaign and source the user interacted with when they first came to the site

“Last-touch” refers to the campaign and source the user interacted with when they last came to the site



First and Last-Touch

- In the first table, column 1 shows the source that attributed the first-touch
- Column 2 shows the campaign that attributed the first-touch
- Column 3 shows how many users travelled this path to the site


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
lt_attr.utm_source	lt_attr.utm_campaign	count
email	weekly-newsletter	447
facebook	retargetting-ad	443
email	retargetting-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



First and Last Touch continued

- In the second table, column 1 shows the source that attributed the last-touch
- Column 2 shows the campaign that attributed the last-touch
- Column 3 shows how many users travelled this path to the site

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
lt_attr.utm_source	lt_attr.utm_campaign	count
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First and Last-Touch: Analysis

It would appear that most users first come to the site via our source 'medium' and our campaign centered around the founder of CoolTShirts.

Evidently, they then subscribe to the weekly newsletter or follow us on facebook and return to the site when they see the email or the retargeting ad.

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Purchase Paths

Although they visit the site, how many users make a purchase?
'purchase_page_visit_count' shows that number to be 361 users.

The table below that number is the same table from before that tracks users' last touches, but the count column this time only counts the users that made a purchase.

How should this inform our marketing strategy moving forward?

purchase_page_visit_count		
361		
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

Future Marketing Strategies





Our Most Successful Campaigns

Referring to our first-touch table, we see that most users first come to the site via the interview, 'getting to know cool t shirts', and ten facts campaign. While these campaigns show up later in the last-touch with purchase table, they provide a great service of getting users to the site in the first place.

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Our Most Successful Campaigns continued

From the last-touch with purchase table, we see the most successful campaigns are our weekly newsletter, retargeting ad, retargeting campaign.

Those three along with the top three campaigns in the first-touch table give us 6 campaigns that drive user traffic and user purchases.


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Campaign Re-Investment

Based on the analysis, it is my recommendation that the interview, getting to know... , t shirt facts, weekly newsletter, and retargeting ad be the five campaigns we re-invest in.

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Campaign Re-Investment continued

The interview, getting to know..., and t shirt facts campaigns are crucial to creating traffic to the site.

This is evident by the larger amount of first-touch attribution accredited to these campaigns relative to the others.

Once users come to the site, they establish a relationship with us via our newsletter and following us on facebook. At which point, campaigns centered in those mediums generate user return and user purchase.

Of the three most successful last-touch with purchase campaigns, one is centered in the facebook medium, and two in the email medium. Our campaigns shouldn't compete within mediums, so it would be best to put our weight behind the most successful campaigns per these medium - our newsletter and the retargeting ad.

Questions?

Comments?

