FIRST- AND LAST-TOUCH ATTRIBUTES
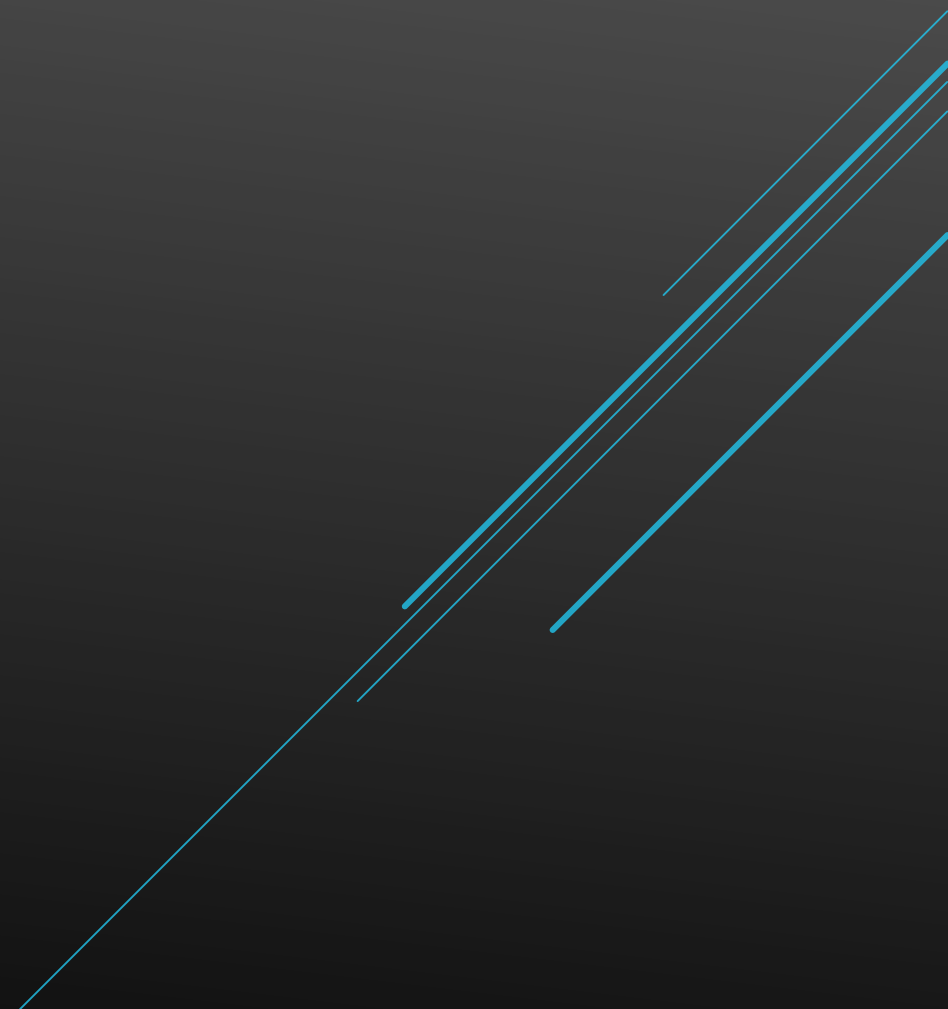
Learn SQL from scratch

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TABLE OF CONTENTS

1. GET FAMILIAR WITH THE COMPANY

1.1 GET FAMILIAR WITH THE COMPANY

▸ How many campaigns and sources does CoolTShirts use and how are they related? Be sure to explain the difference between utm_campaign and utm_source.

▸ There are 8 distinct campaigns and 6 distinct sources.

▸ Each campaign has a source where it is distributed. For example, the campaign getting-to-know-cool-t-shirts is only distributed through nytimes and two campaigns are distributed on google (paid-search, cool-tshirts-search)

▸ Code: 1.1.sql

Distinct campaigns	
8	
Distinct sources	
6	
utm_source	**utm_campaign**
nytimes	getting-to-know-cool-tshirts
email	weekly-newsletter
buzzfeed	ten-crazy-cool-tshirts-facts
email	retargetting-campaign
facebook	retargetting-ad
medium	interview-with-cool-tshirts-founder
google	paid-search
google	cool-tshirts-search

1.1 GET FAMILIAR WITH THE COMPANY

▸ What pages are on their website?

▸ There are 4 pages on their website:

▸ The landing page "home" page of the website, when they choose products they can add them to the shopping cart and go to the shopping_cart page, from there it is possible to checkout and purchase a product on page 3 and 4.

▸ Code: 1.2.sql

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

2. WHAT IS THE USER JOURNEY?

2.1 WHAT IS THE USER JOURNEY?

▶ How many first touches is each campaign responsible for?

▶ The campaign interview-with-cool-tshirts-founder provides the most first touches (622). The campaign getting-to-know-cool-tshirts is second with 612 first touches and the source nytimes.

▶ Only 4 of the 8 distinct campaigns provide first touches.

▶ Code: 2.1.sql

Campaign	Source	COUNT(*)
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

2.2 WHAT IS THE USER JOURNEY?

▶ How many last touches is each campaign responsible for?

▶ The campaign weekly-newsletter is responsible for the most last touches, 447. The source of the campaign is email. The cool-tshirts-search has the less last touches, with only 60 last touches.

Campaign	Source	COUNT(*)
weekly-newsletter	email	447
retargetting-ad	facebook	443
retargetting-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

▶ Code: 2.2.sql

2.3 WHAT IS THE USER JOURNEY?

▶ How many visitors make a purchase?

▶ 361 distinct visitors have made a purchase.

▶ Code: 2.3.sql

page_name	count(distinct user_id)
4 - purchase	361

2.4 WHAT IS THE USER JOURNEY?

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

▸ The weekly-newsletter is responsible for the most last touches on the purchase page, 115. The sum of the last touches is 361, which is the same as counted at the previous question.

Campaign	Source	COUNT(*)
weekly-newsletter	email	115
retargetting-ad	facebook	113
retargetting-campaign	email	54
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

▸ Code: 2.4.sql

2.5 WHAT IS THE USER JOURNEY?

▸ What is the typical user journey?

▸ The typical user journey is that they visit the landing_page and shopping cart. Then a few days later they come back for the checkout and purchase after receiving for example an email of the retargeting-campaign.

1 - landing_page	2018-01-02 23:14:01	10069	ten-crazy-cool-tshirts
2 - shopping_cart	2018-01-02 23:55:01	10069	ten-crazy-cool-tshirts
3 - checkout	2018-01-04 08:12:01	10069	retargetting-ad
4 - purchase	2018-01-04 08:13:01	10069	retargetting-ad
1 - landing_page	2018-01-29 21:37:10	10162	getting-to-know-cool-
2 - shopping_cart	2018-01-29 22:11:10	10162	ten-crazy-cool-tshirts
3 - checkout	2018-02-01 04:15:10	10162	weekly-newslette
4 - purchase	2018-02-01 04:26:10	10162	weekly-newslette
1 - landing_page	2018-01-24 07:10:33	10177	getting-to-know-cool-
2 - shopping_cart	2018-01-24 11:58:33	10177	getting-to-know-cool-
1 - landing_page	2018-01-23 22:27:18	10254	interview-with-cool-tshirt
2 - shopping_cart	2018-01-24 03:18:18	10254	interview-with-cool-tshirt
3 - checkout	2018-01-25 09:12:18	10254	paid-search
1 - landing_page	2018-01-18 05:27:25	10329	interview-with-cool-tshirt
2 - shopping_cart	2018-01-18 07:15:25	10329	interview-with-cool-tshirt
3 - checkout	2018-01-22 16:31:25	10329	retargetting-campa
4 - purchase	2018-01-22 16:35:25	10329	retargetting-campa
1 - landing_page	2018-01-19 10:57:29	10354	getting-to-know-cool-
2 - shopping_cart	2018-01-19 10:58:29	10354	getting-to-know-cool-
3 - checkout	2018-01-22 01:55:29	10354	paid-search
4 - purchase	2018-01-22 02:00:29	10354	paid-search

3. OPTIMIZE THE CAMPAIGN BUDGET

3.1 OPTIMIZE THE CAMPAIGN BUDGET

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

▸ They should re-invest in the following campaigns;

1 – interview-with-cool-tshirts-founder

2 – getting-to-know-cool-tshirts

3 – ten-crazy-cool-tshirts-facts

▸ Because, these three campaigns provide the most first-touch visitors to the website. When you need to make more sales you need to gain more visitors to the website. When they don't know the website they also can't buy any products.

▸ They should re-invest in the following campaigns;

1 – weekly-newsletter

2 – retargeting-ad

▸ Because, these are the two campaigns with the most last-touches on the purchase page. So these campaigns provide the most purchases for the company. Next to a lot of visitors on the website, it is important that the visitors that get to the website actually make a purchase. The combination of these 5 campaigns provide the most first-touch visitors and the most purchases.

Campaign	Source	COUNT(*)
weekly-newsletter	email	115
retargetting-ad	facebook	113
retargetting-campaign	email	54
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

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