Table of Contents

1. Get familiar with CoolTShirts
2. What is the user journey?
3. Optimize the campaign budget

Get Familiar With CoolTShirts

Get Familiar With CoolTShirts

CoolTShirts uses 6 sources and 8 campaigns. A source (utm_source) is the page or email that the traffic originated. A campaign (utm_campaign) is the specific ad or email that was shown on or through the source to initiate traffic.

Source	Campaign
6	8

```
Select Count(Distinct utm_source) as 'Source'
,count(Distinct utm_campaign) as 'Campaign' from
page_visits;
```

Get Familiar With CoolTShirts

CoolTShirts uses 6 sources.

A source (utm_source) is the page or email that the traffic originated.

Select Distinct utm_source as Source
From page_visits;

Source
nytimes
email
buzzfeed
facebook
medium
google

Source
6

Select Distinct utm_source as Source
From page_visits;

Get Familiar With CoolTShirts

CoolTShirts uses 6 sources and 8 campaigns.

A campaign (utm_campaign) is the specific ad or email that was shown on or through the source to initiate traffic.

Select Distinct utm_campaign as 'Campaign'
From page_visits;

Campaign
getting-to-know-cool-tshirts
weekly-newsletter
ten-crazy-cool-tshirts-facts
retargetting-campaign
retargetting-ad
interview-with-cool-tshirts-founder
paid-search
cool-tshirts-search

Campaign
8

Select Count(Distinct utm_campaign) as 'Campaign'
From pagevisits;

Get Familiar With CoolTShirts

We have 4 different pages featured on our website: Landing Page, Shopping Cart, Checkout, Purchase.

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

Select Distinct page_name
from page_visits;

What is the user journey?

What is the user Journey?

CoolTShirts currently has 4 different campaigns running. Each of our campaigns is responsible for several first touches. The first time a person visits our site as a result of the selected campaign is recorded as their "first touch". Below is a chart listing the 4 campaigns we are currently running and the corresponding first touches that we have gained from each campaign.

```
WITH first_touch AS (
SELECT user_id,
MIN(timestamp) as first_touch_at
FROM page_visits
GROUP BY user_id)
SELECT pv.utm_campaign AS 'Campaign'
,Count(first_touch_at) 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 pv.utm_campaign
Order By first_touches desc;
```

Campaign	first_touches
interview-with-cool-tshirts-founder	622
getting-to-know-cool-tshirts	612
ten-crazy-cool-tshirts-facts	576
cool-tshirts-search	169

What is the user Journey?

Equally as important as tracking first touches, we like to record the last touches associated with each campaign. Opposite of the first touch we just talked about, a last touch refers to the last page a customer visits before leaving the website. This can give us insight as to why the campaign was or was not successful. On the next slide you will see a few of our previous campaigns that we have run and the last touches associated with each campaign.

What is the user Journey?

At CoolTShirts it is very pertinent that we capture how many visitors make purchases and where the customer came from so we know where to better focus our marketing efforts.

Source	Last_Touch	Page
email	167	4 - purchase
facebook	112	4 - purchase
google	54	4 - purchase
buzzfeed	9	4 - purchase
nytimes	9	4 - purchase
medium	7	4 - purchase

```
WITH last_touch AS (
    SELECT user_id,
        MAX(timestamp) as last_touch_at
    FROM page_visits
    GROUP BY user_id)
SELECT pv.utm_source AS 'Source'
,Count(last_touch_at) 'Last_Touch'
,pv.page_name as 'Page'
FROM last_touch lt
JOIN page_visits pv
    ON lt.user_id = pv.user_id
    AND lt.last_touch_at = pv.timestamp
    Where pv.page_name='4 - purchase'
    Group By pv.utm_source
    Order By Count(last_touch_at) desc;
```

What is the user Journey?

Capturing the last touches on the purchase page drives our marketing efforts just as much as the first touch information does, so we capture that as well.

Campaign	Last_Touch	Page
weekly-newsletter	114	4 - purchase
retargetting-ad	112	4 - purchase
retargetting-campaign	53	4 - purchase
paid-search	52	4 - purchase
getting-to-know-cool-tshirts	9	4 - purchase
ten-crazy-cool-tshirts-facts	9	4 - purchase
interview-with-cool-tshirts-founder	7	4 - purchase
cool-tshirts-search	2	4 - purchase

```
WITH last_touch AS (
    SELECT user_id,
        MAX(timestamp) as last_touch_at
    FROM page_visits
    GROUP BY user_id)
SELECT pv.utm_campaign AS 'Campaign'
,Count(last_touch_at) 'Last_Touch'
,pv.page_name as 'Page'
FROM last_touch lt
JOIN page_visits pv
    ON lt.user_id = pv.user_id
    AND lt.last_touch_at = pv.timestamp
    Where pv.page_name='4 - purchase'
    Group By pv.utm_campaign
    Order By Count(last_touch_at) desc;
```

Optimize the Campaign Budget

Optimize our budget...by Optimizing our campaigns

An important part of any business is working within a budget. By seeing which Campaigns generate the most sales we can determine which should get the most of our budget.

Campaign	Last_Touch	Page
weekly-newsletter	114	4 - purchase
retargetting-ad	112	4 - purchase
retargetting-campaign	53	4 - purchase
paid-search	52	4 - purchase
getting-to-know-cool-tshirts	9	4 - purchase
ten-crazy-cool-tshirts-facts	9	4 - purchase
interview-with-cool-tshirts-founder	7	4 - purchase
cool-tshirts-search	2	4 - purchase

```
WITH last_touch AS (
    SELECT user_id,
        MAX(timestamp) as last_touch_at
    FROM page_visits
    GROUP BY user_id)
SELECT pv.utm_campaign AS 'Campaign'
,Count(last_touch_at) 'Last_Touch'
,pv.page_name as 'Page'
FROM last_touch lt
JOIN page_visits pv
    ON lt.user_id = pv.user_id
    AND lt.last_touch_at = pv.timestamp
    Where pv.page_name='4 - purchase'
    Group By pv.utm_campaign
    Order By Count(last_touch_at) desc;
```

Optimize our budget...by Optimizing our campaigns

Likewise we want to know which of these campaigns is bringing the most visitors to the site. Getting that first visit is crucial to the success of our retargeting campaigns.

Campaign	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 AS 'Campaign'
,Count(first_touch_at) '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 pv.utm_campaign
Order By Count(first_touch_at) desc;
```

Optimize our budget...by Optimizing our campaigns

Given the information provided we recommend investing more into the following 5 campaigns

The first 3 because they generate the most first visits to the site

Campaign	First_Touches
interview-with-cool-tshirts-founder	622
getting-to-know-cool-tshirts	612
ten-crazy-cool-tshirts-facts	576

While the Weekly newsletter and retargeting ads generate the most purchases

Campaign	Last_Touch	Page
weekly-newsletter	114	4 - purchase
retargetting-ad	112	4 - purchase