



The Path to Purchase: CSC Wigs' 7-Figure Attribution Journey

From clicks to conversions — tracking sessions, sources, and spend with BigQuery + Shopify (Aug - Sep 2025)

CSC Wigs - Customer Journey & Session Flow

Customer Stats

Customers who Purchased: 2,881
 Total Revenue: \$613,841.56
 Site Visitors: 45,378
 Purchase Transactions: 5,793
 AOV: \$105.96

25.96%

New Customers / First Time Purchasers

748

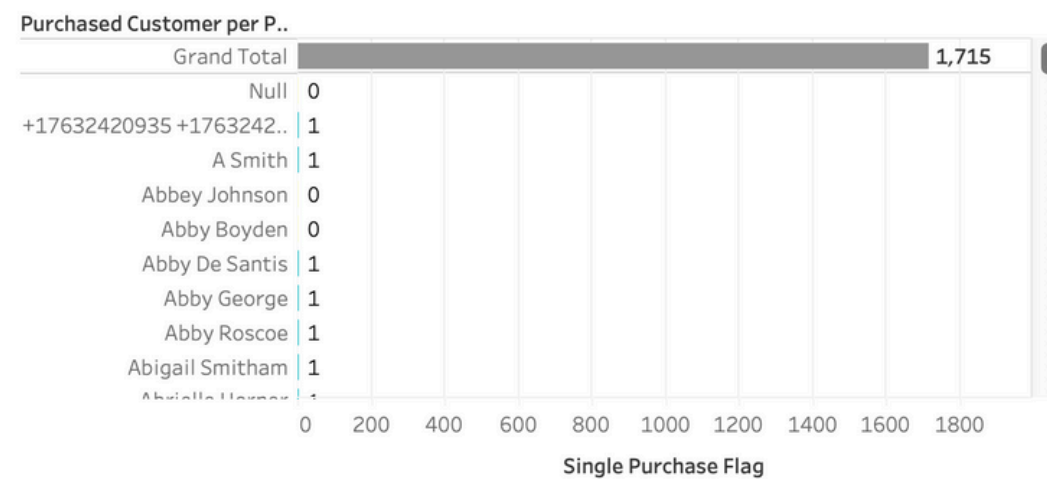
6.35%

Visitors who Converted

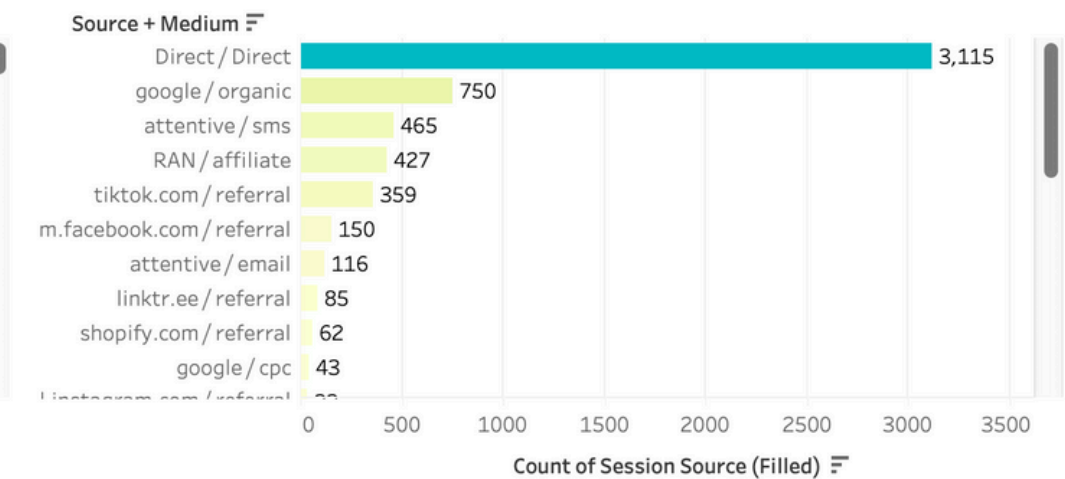
Revenue - Medium & Source - Frequency

Source + Me..	Revenue	Counts	AOV
Direct / Direct	\$335,464.92	36,303 counts	\$107.69 AOV
google / organic	\$79,740.95	6,104 counts	\$106.32 AOV
attentive / sms	\$42,810.96	3,901 counts	\$92.07 AOV
RAN / affiliate	\$44,886.37	2,815 counts	\$105.12 AOV
tiktok.com / referral	\$39,845.93	2,319 counts	\$110.99 AOV
m.facebook.com / referral	\$15,872.06	1,026 counts	\$105.81 AOV
attentive / email	\$12,011.95	943 counts	\$103.55 AOV
shopify.com / referral	\$6,432.46	793 counts	\$103.75 AOV
linktr.ee / referral	\$9,078.88	494 counts	\$106.81 AOV
google / cpc	\$4,650.47	307 counts	\$108.15 AOV
simple-affiliate / affiliate	\$2,596.12	269 counts	\$99.85 AOV
l.instagram.com / referral	\$3,593.32	197 counts	\$108.89 AOV
bing / organic	\$3,412.21	179 counts	\$103.40 AOV
l.facebook.com / referral	\$2,626.39	115 counts	\$119.38 AOV
back-in-stock / sms	\$3,147.48	105 counts	\$112.41 AOV

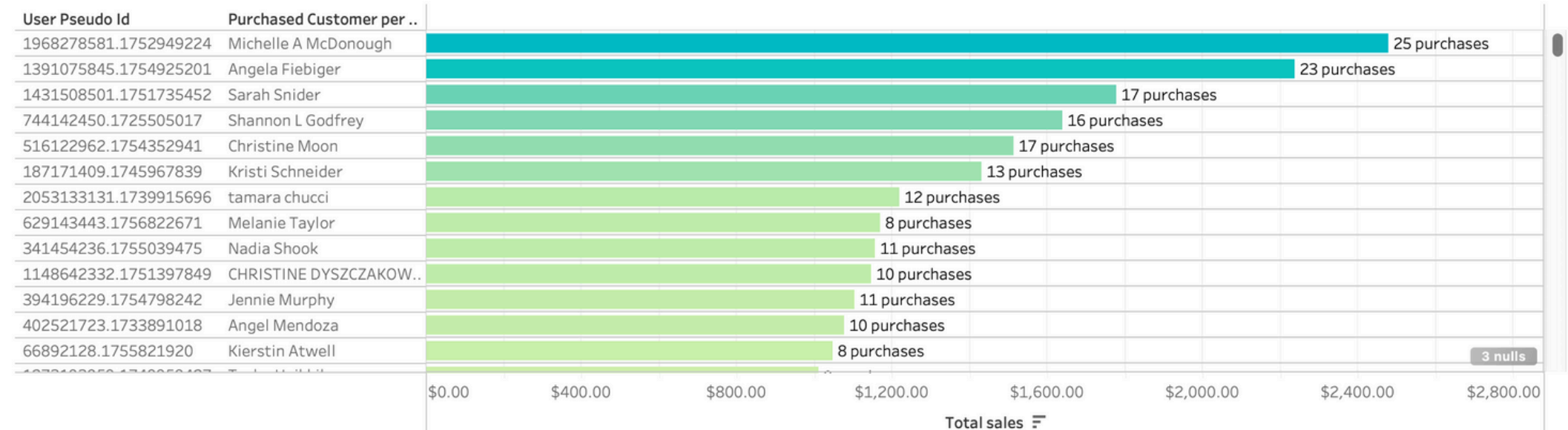
Customers Who Just Purchased Once



Most Source/Medium For Purchasers Transaction



Purchased Customer Revenue



SHOPIFY + BIG QUERY

CSC Wigs

ATTRIBUTION CLARITY - CSC WIGS IS A 7-FIGURE PER MONTH E-COMMERCE LEADER IN WOMEN'S WIGS.

The question we'll answer:

Which campaigns, sources, and mediums drive CSC Wigs' transactions — and how do they impact average order value (AOV), lifetime value (LTV), and session-to-purchase patterns?

The pain points:

- Unclear which channels and campaigns actually drive high-value sales versus one-time transactions.
- Limited visibility into how many sessions and touchpoints it takes for customers to convert.
- No clear understanding of which sources contribute most to repeat purchases and long-term LTV.
- Fragmented data between Shopify orders and marketing attribution, leaving ROI measurement incomplete.

Why this matters now:

With 7-figure monthly revenue, even small gains in attribution clarity translate into significant growth. Shopify + BigQuery integration makes this the moment to unify data and scale what works.

To solve this challenge, we'll evaluate campaign results over time, linking each source to sales, repeat buyers, and subscriber growth.

OUR APPROACH:

- 1** Understanding The Business Problem
- 2** Tools & Strategies
- 3** Key Questions Addressed
- 4** Insights & Recommendations

1

Understanding The Business Problem

CSC Wigs has established itself as a 7-figure per month e-commerce leader in the women's wigs category. With steady growth and a large customer base, the next step is clarity: which marketing campaigns, sources, and mediums truly drive sales, repeat customers, and long-term value? The brand needs to move beyond surface-level sales reporting into deeper attribution, identifying not just where transactions come from, but which channels build sustainable customer relationships measured by AOV and LTV.

2

Tools & Strategies

We combined Shopify order data with BigQuery session and UTM tracking, creating a unified view of customer journeys from first click to purchase. Our analysis focused on performance between August and September 2025, measuring how each campaign, source, and medium contributed to transactions. By aligning pseudo IDs, customer names, and session histories, we were able to evaluate session counts before purchase, campaign influence on AOV, and lifetime value across cohorts.

3

Key Questions Addressed

Our work centered on answering critical growth questions for CSC Wigs, including:

- Which campaigns, sources, and mediums consistently drive the most revenue?
- How many sessions does it typically take for a customer to convert?
- Which channels attract high-value buyers with strong AOV and repeat purchase behavior?
- What patterns emerge in campaign contribution to long-term LTV and retention?

4

Insights & Recommendations

By unifying Shopify and BigQuery, we uncovered actionable insights to sharpen CSC Wigs' marketing strategy:

- Highlighting the sources and mediums that produce the highest-value transactions.
- Surfacing campaign types with the strongest contribution to AOV and repeat sales.
- Revealing session-to-purchase patterns to optimize retargeting and funnel design.
- Providing clarity on where to scale budget and refine messaging for sustainable revenue growth.



Question Categories

1. Customer Journey & Session Flow

This area examines how shoppers move from their first interaction to a completed purchase. It looks at the number of visits, the sequence of touchpoints, and where drop-offs occur, highlighting the differences between quick conversions and longer, multi-session journeys.

2. Channel Effectiveness & Patterns

Here the focus is on how each marketing channel contributes to revenue quality. It compares sources such as paid search, paid social, influencers, and affiliates to reveal which consistently bring in repeat buyers, higher order values, and stronger long-term value.

3. Session Count & Conversion Relationship

This category explores the link between the number of sessions a customer has and their likelihood to convert. It considers whether customers who require more visits tend to spend more or less, and how session frequency affects efficiency and retargeting opportunities.

4. Retention & Repeat Revenue

Finally, the analysis looks beyond first purchases to measure retention and repeat revenue. It highlights which campaigns and sources are most effective in generating loyal, repeat buyers and identifies where long-term customer value is being created.

Q - HOW MANY NEW VS EXISTING CUSTOMERS ARE THERE & WHAT'S THE CVR?

Purpose: To compare new vs. existing customer conversions to gauge acquisition and retention effectiveness.



Recommendation

Customer Stats

Customers who Purchased: 2,881
Total Revenue: \$613,841.56
Site Visitors: 45,378
Purchase Transactions: 5,793
AOV: \$105.96

25.96%

New Customers / First Time Purchasers

748

6.35%

Visitors who Converted

CSC Wigs acquired 748 new customers out of 2,881 total customers (25.96%), with an overall conversion rate (CVR) of 6.35% from website visitors (2,881 out of 45,378).

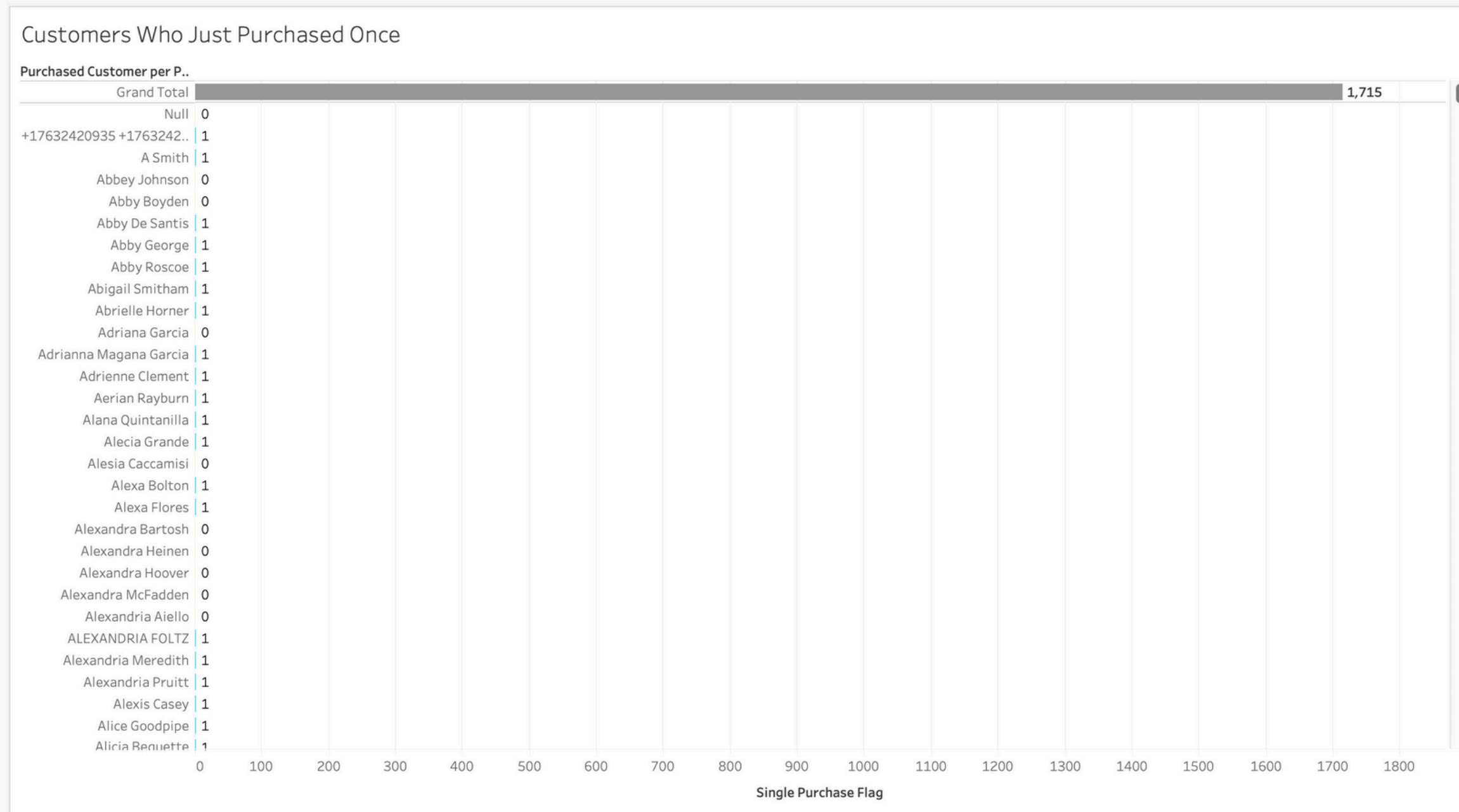
Since the majority of sales come from existing customers, CSC Wigs should continue strengthening retention strategies (loyalty programs, personalized offers) while scaling acquisition campaigns that bring in high-value new buyers to balance growth.

Q - HOW MANY CUSTOMERS ONLY MADE 1 PURCHASE DURING THE PERIOD?

Purpose: To identify the share of one-time buyers, which highlights retention gaps and opportunities to increase repeat purchases and customer lifetime value.



Recommendation



1,715 customers made only one purchase in the given period. (out of 2,881 - 59.5%)

Implement post-purchase strategies such as personalized email flows, targeted retargeting, and loyalty incentives to encourage repeat purchases and reduce the proportion of one-time buyers, thereby improving overall customer lifetime value.

Q - WHAT IS THE AVERAGE NUMBER OF SESSIONS A PURCHASER GOES THROUGH BEFORE MAKING THEIR FIRST PURCHASE?

Purpose: To understand how many interactions it typically takes for a customer to convert, which helps optimize retargeting, budget allocation, and funnel design for faster and more efficient conversions.



Recommendation

Avg First Purchase Session

38.57

The average sessions to first purchase = 38.57. Important caveat: this is likely inflated because the analysis used only one month of session data, so many customers' prior sessions (some in the hundreds) are not captured, and the mean is skewed by outliers.

To recalculate using a longer lookback (6-12 months).

Q - DO CERTAIN CHANNELS TEND TO APPEAR MORE OFTEN AT THE FIRST SESSION VS. THE LAST SESSION FOR PURCHASES?

Purpose: To see which channels drive first-touch awareness versus final conversions for smarter budget allocation.



Recommendation

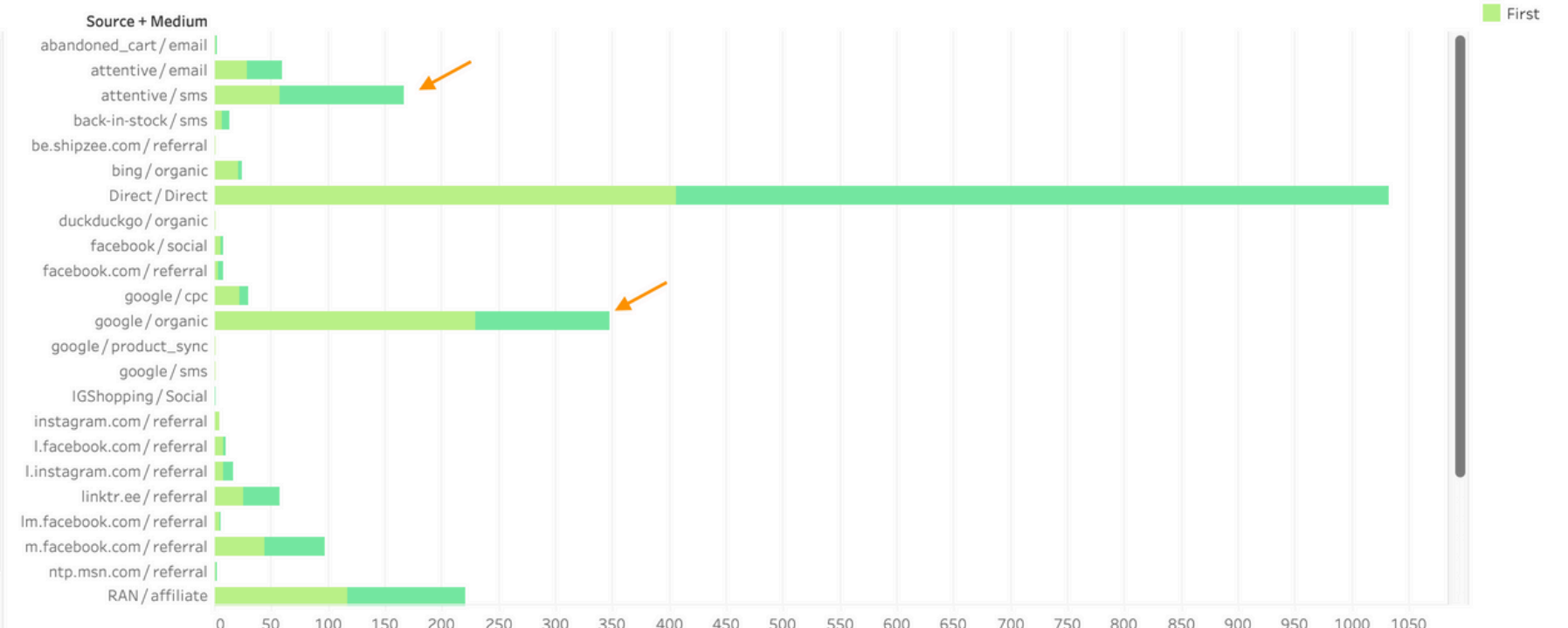
Attentive/SMS appears more prominent in last sessions, Google/Organic contributes significantly more to first sessions, and TikTok referrals show up more often in last sessions than first.

Use Google/Organic to feed the top of the funnel, while leveraging TikTok and SMS to close conversions. Budget and messaging should reflect these roles—invest in SEO for acquisition, strengthen TikTok retargeting for mid-to-late funnel engagement, and expand SMS campaigns for timely conversion pushes.

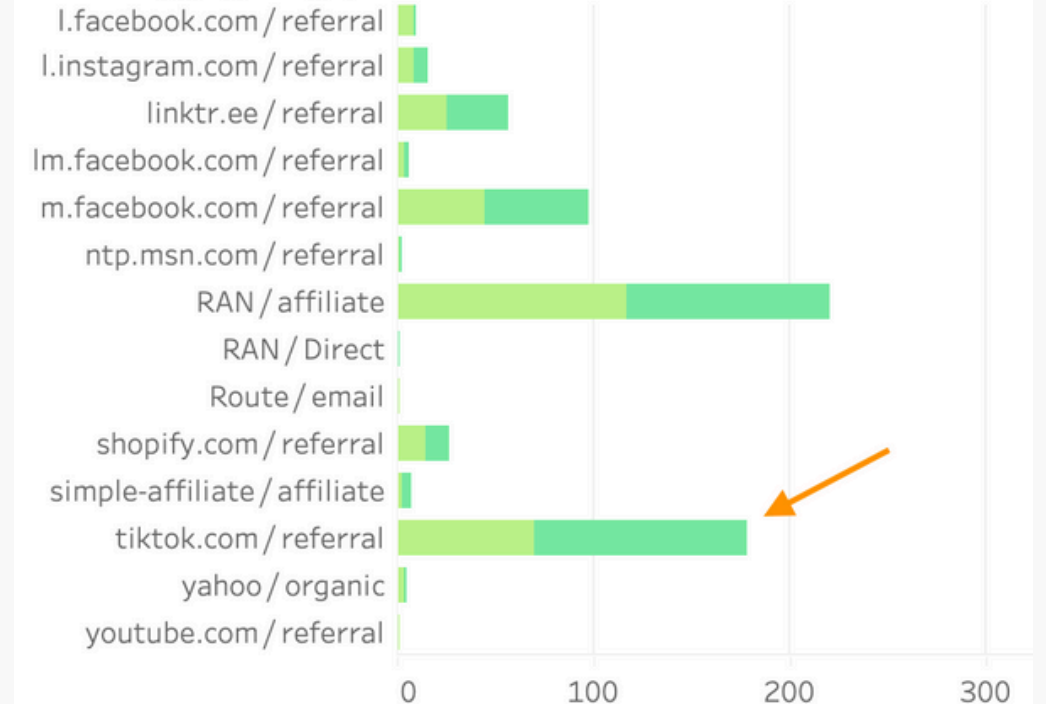
Most First Session & Last Session

Source + Medium	First	Last
abandoned_cart / email	1	1
attentive / email	29	30
attentive / sms	57	109
back-in-stock / sms	7	6
be.shipzee.com / referral	1	
bing / organic	21	3
Direct / Direct	406	626
duckduckgo / organic	1	
facebook / social	6	2
facebook.com / referral	3	5
google / cpc	22	8
google / organic	229	118
google / product_sync	1	
google / sms	1	
IGShopping / Social		1
instagram.com / referral	4	
l.facebook.com / referral	8	2
l.instagram.com / referral	8	8
linktr.ee / referral	25	32
lm.facebook.com / referral	4	2
m.facebook.com / referral	44	53
ntp.msn.com / referral	1	1
RAN / affiliate	117	103
RAN / Direct		1

Most First Session & Last Session Graphed



Source + Medium



Q - DO PURCHASERS COME BACK THROUGH THE SAME MEDIUM TO MAKE THEIR NEXT PURCHASE?

Purpose: To see if repeat buyers use the same medium or switch, showing which channels drive loyalty.



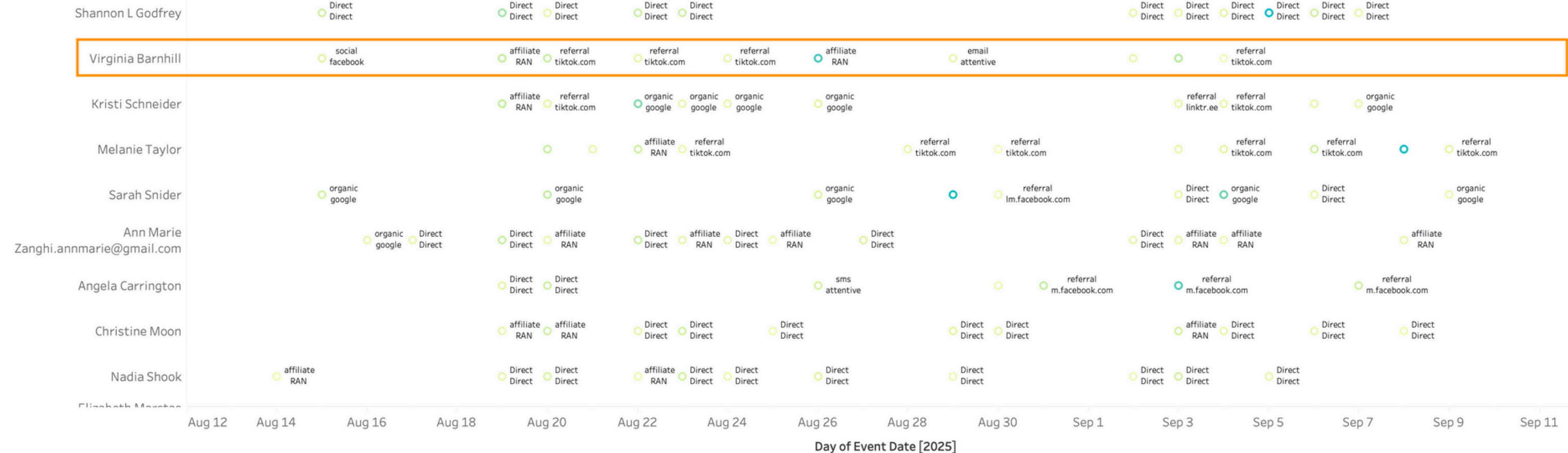
Recommendation

Customers return through a mix of different mediums, showing that channels work together cohesively across the journey.

Maintain an omnichannel strategy, ensuring consistent messaging across mediums, while tracking which combinations most often lead to repeat purchases to refine cross-channel retargeting and budget allocation.

Returning Purchasers Medium

Purchased Customer per Pseudo ID



Q - DO SPECIFIC MEDIUMS CORRELATE WITH HIGHER REVENUE / AOV?

Purpose: To identify which mediums drive higher revenue and AOV, helping prioritize channels that attract the most valuable customers.



Recommendation

The highest AOV was \$153.62 from ntp.msn / referral (17 purchases), while other mediums remained relatively evenly distributed.

Since this channel shows unusually high AOV, we need to investigate the source quality and audience profile behind these referrals. If scalable, consider partnerships or targeted campaigns through similar referral pathways, while continuing to optimize broader channels for consistent volume.

Revenue - Medium & Source - Frequency

Source + Me..			
lm.facebook.com / referral	\$1,146.50	-- 55 counts	-- \$81.89 AOV
yahoo / organic	\$585.57	-- 54 counts	-- \$83.65 AOV
Route / email	\$137.15	-- 34 counts	-- \$68.58 AOV
abandoned_cart / email	\$492.49	-- 23 counts	-- \$123.12 AOV
publisher.rakutenadvertising.com..	\$331.92	-- 22 counts	-- \$82.98 AOV
ntp.msn.com / referral	\$460.85	-- 17 counts	-- \$153.62 AOV
tracking.route.com / referral		-- 14 counts	-- AOV
google / sms	\$104.94	-- 11 counts	-- \$104.94 AOV
instagram.com / referral	\$553.60	-- 11 counts	-- \$110.72 AOV
mail.centrum.cz / referral	\$97.75	-- 11 counts	-- \$97.75 AOV
google / product_sync	\$243.80	-- 9 counts	-- \$121.90 AOV
jump / Direct	\$100.05	-- 8 counts	-- \$100.05 AOV
shop.app / referral		-- 7 counts	-- AOV
duckduckgo / organic	\$109.71	-- 6 counts	-- \$109.71 AOV
back-in-stock / email		-- 5 counts	-- AOV
dot.cards / referral			

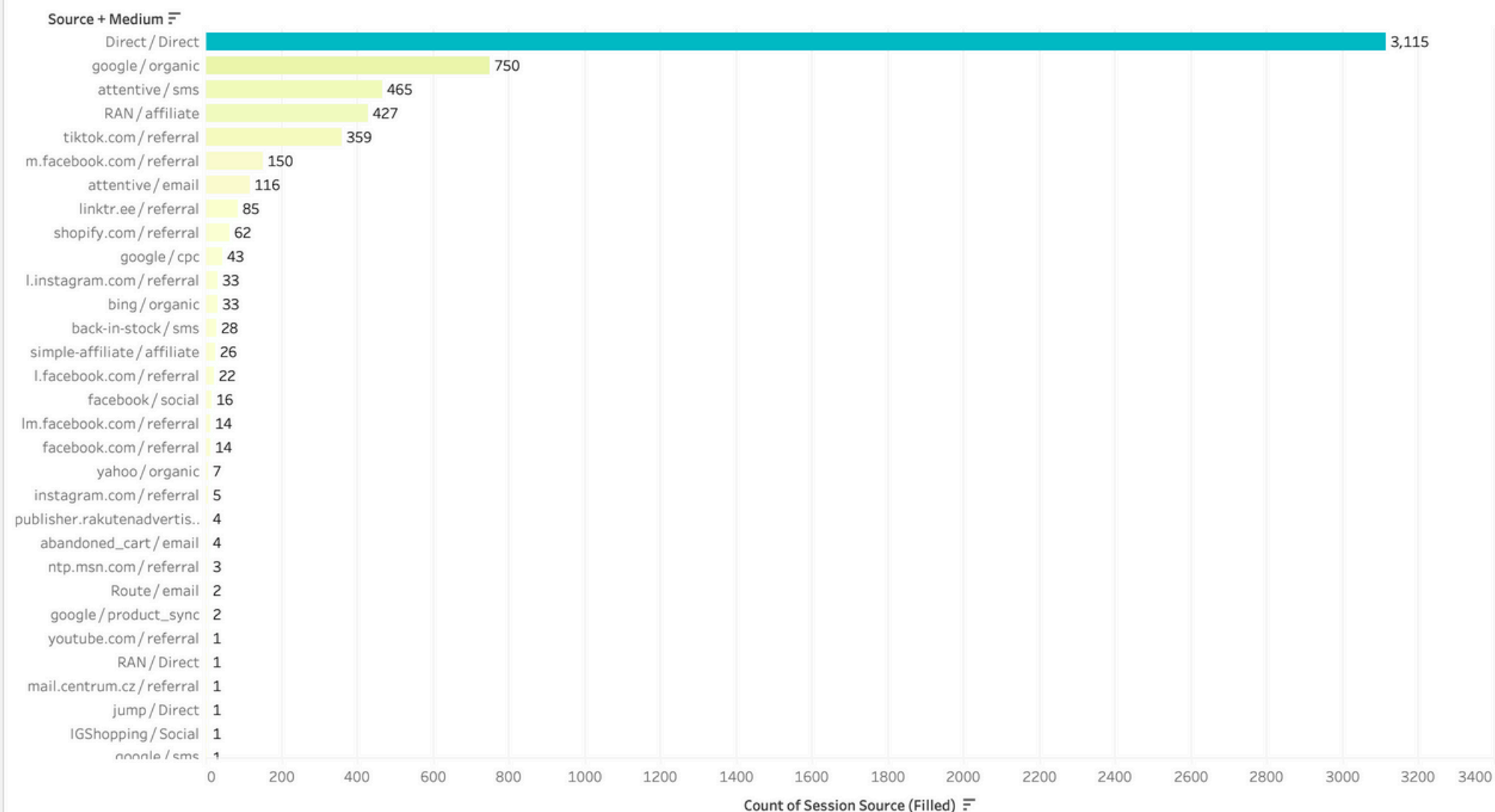
Q - WHICH SOURCE/MEDIUM CREATES THE MOST PURCHASERS?

Purpose: To pinpoint the top-performing source/medium driving the highest number of purchasers, guiding where to focus budget and scaling efforts.



Recommendation

Most Source/Medium For Purchasers Transaction



The top six sources/mediums driving the most purchasers are Direct, Organic, SMS, Affiliate, TikTok, and Facebook.

Double down on these proven channels by optimizing creatives, offers, and retargeting, while running A/B tests within each to maximize efficiency. At the same time, monitor saturation and diversify spend across emerging channels to avoid over-reliance on a few traffic sources.

Q - HOW MANY PURCHASERS BOUGHT DURING THEIR VERY FIRST SESSION?

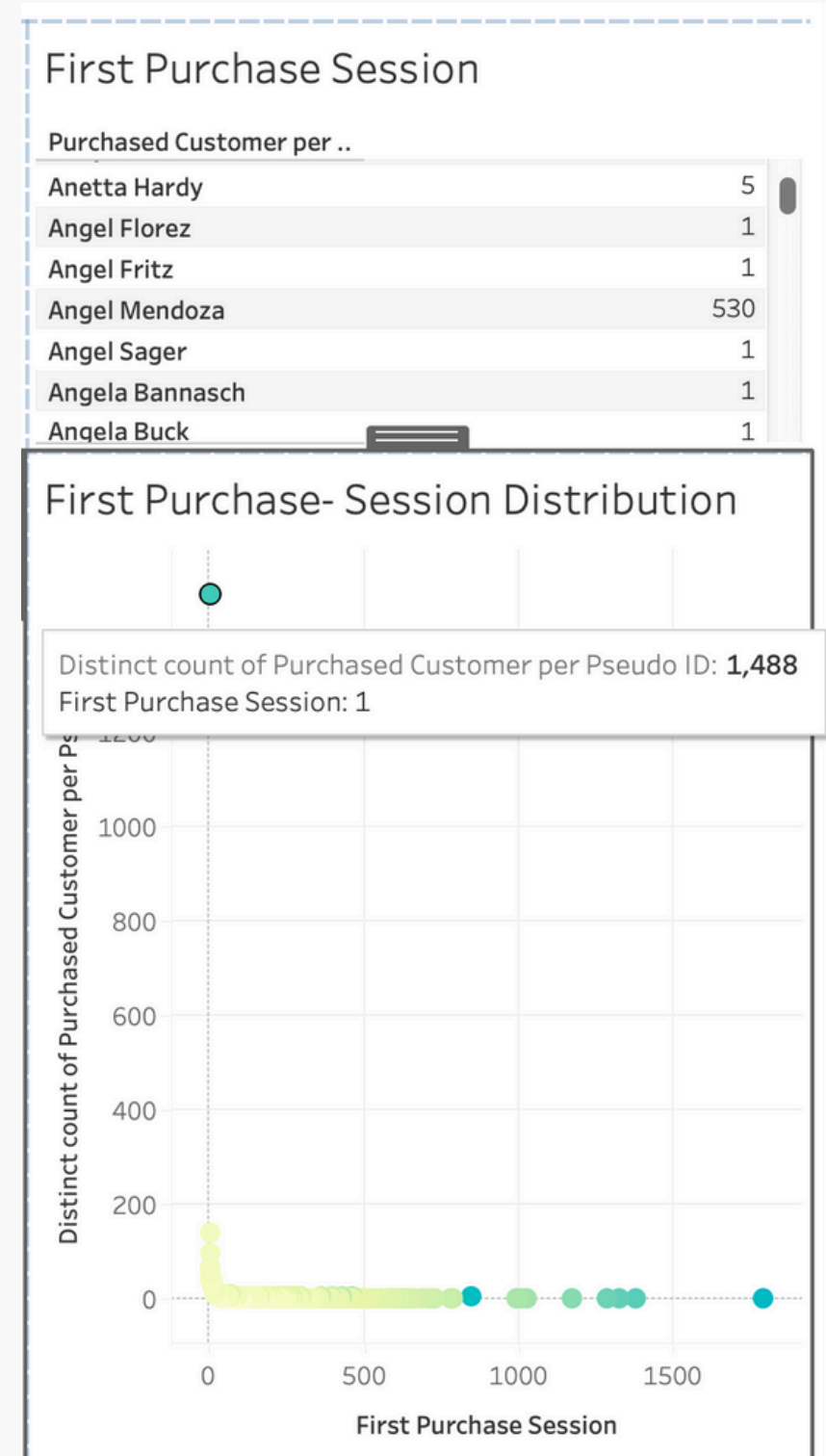
Purpose: To measure the share of customers converting on their first visit, which indicates how effectively the site captures high-intent traffic and the efficiency of the purchase funnel.



Recommendation

Out of 2,881 total purchasers, 1,488 (51.6%) completed their first purchase during their very first session.

Since over half of conversions happen immediately, focus on streamlining the first-session experience—optimize landing pages, product discovery, and checkout flow. At the same time, implement tailored remarketing campaigns for the remaining visitors who don't convert right away, ensuring they're effectively nurtured back to purchase.



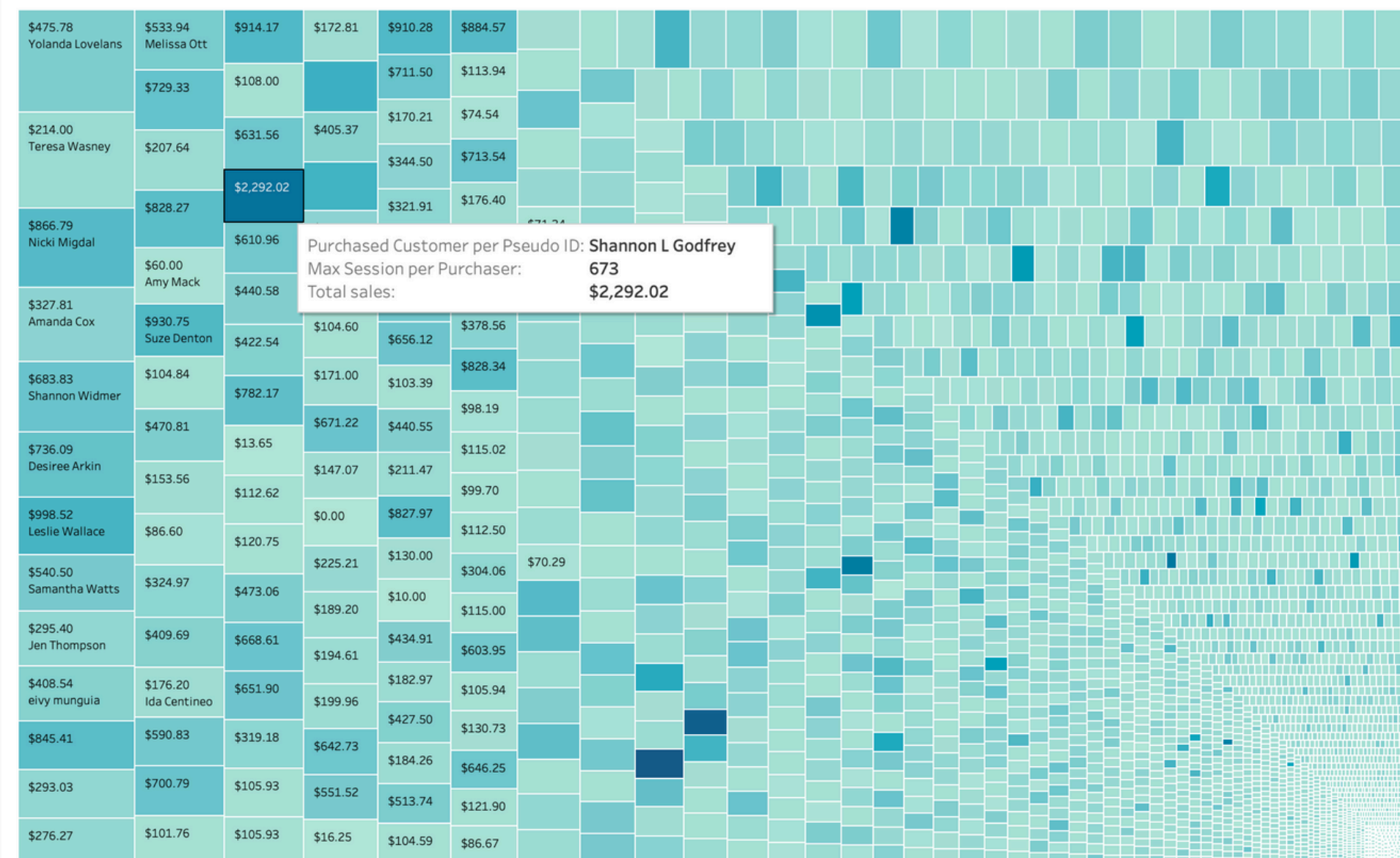
Q - IS THERE A PATTERN WITH SESSION VOLUME VS REVENUE CONTRIBUTION?

Purpose: To analyze whether higher session volumes lead to greater revenue contribution, helping reveal if frequent browsing signals stronger buying intent or lower conversion efficiency.



Recommendation

Most Frequent Returning Customers / Session Distribution



Customers with the most sessions do not necessarily contribute the most revenue—visualized by larger boxes (high sessions) not always matching the darkest colors (high revenue).

Optimize for quality traffic by focusing on channels and behaviors that drive higher revenue, not just more sessions.

Q - AFTER PURCHASING, HOW QUICKLY DO CUSTOMERS RETURN?

Purpose: To understand the typical time between purchases, helping optimize re-engagement timing and retention strategies.



Recommendation

Customers who return typically repurchase within 1-2 days, but a large portion (1,715 out of 2,881, or 59.5%) only purchased once during the period.

Leverage the short repurchase window with timely post-purchase emails, SMS reminders, and personalized offers to capture quick repeat buyers, while designing targeted win-back campaigns to re-engage the large base of one-time customers.



Q - DO CERTAIN SOURCES/MEDIUMS DRIVE CUSTOMERS WHO RETURN FOR HIGHER LIFETIME VALUE (LTV)?

Purpose: To see which sources/mediums bring in customers with higher LTV for smarter long-term investment.



Recommendation

Revenue - Medium & Source - Frequency

Source + Me..

Direct / Direct	\$335,464.92	-- 36,303 counts	-- \$107.69 AOV
google / organic	\$79,740.95	-- 6,104 counts	-- \$106.32 AOV
attentive / sms	\$42,810.96	-- 3,901 counts	-- \$92.07 AOV
RAN / affiliate	\$44,886.37	-- 2,815 counts	-- \$105.12 AOV
tiktok.com / referral	\$39,845.93	-- 2,319 counts	-- \$110.99 AOV
m.facebook.com / referral	\$15,872.06	-- 1,026 counts	-- \$105.81 AOV
attentive / email	\$12,011.95	-- 943 counts	-- \$103.55 AOV
shopify.com / referral	\$6,432.46	-- 793 counts	-- \$103.75 AOV
linktr.ee / referral	\$9,078.88	-- 494 counts	-- \$106.81 AOV
google / cpc	\$4,650.47	-- 307 counts	-- \$108.15 AOV
simple-affiliate / affiliate	\$2,596.12	-- 269 counts	-- \$99.85 AOV
l.instagram.com / referral	\$3,593.32	-- 197 counts	-- \$108.89 AOV

The highest total revenues came from Direct, Google Organic, Attentive SMS, Affiliate, TikTok Referral, and Facebook Referral.

Prioritize these channels for long-term investment and retention strategies, while testing ways to scale their reach and replicating successful tactics across lower-performing sources.

Q - WHATS THE LONGEST OR SHORTEST DAY(S) BEFORE SOMEONE MAKES ANOTHER PURCHASE?

Purpose: To measure the range between purchases, identifying how quickly or slowly customers return, which informs timing for re-engagement and replenishment campaigns.



Recommendation

Fastest Returning Customer

1 Day

Longest Returning Customer

25 Days

Repurchase timing ranges from as soon as 1 day to as long as 25 days after the initial purchase.

Create tiered re-engagement flows—quick reminders and upsells within 1–3 days for fast-returning buyers, and longer-tail nurture campaigns (7–25 days) with fresh offers or product recommendations to capture slower returners.

CSC Wigs - Customer Journey & Session Flow

Customer Stats

Customers who Purchased: 2,881
 Total Revenue: \$613,841.56
 Site Visitors: 45,378
 Purchase Transactions: 5,793
 AOV: \$105.96

25.96%

New Customers / First Time Purchasers

748

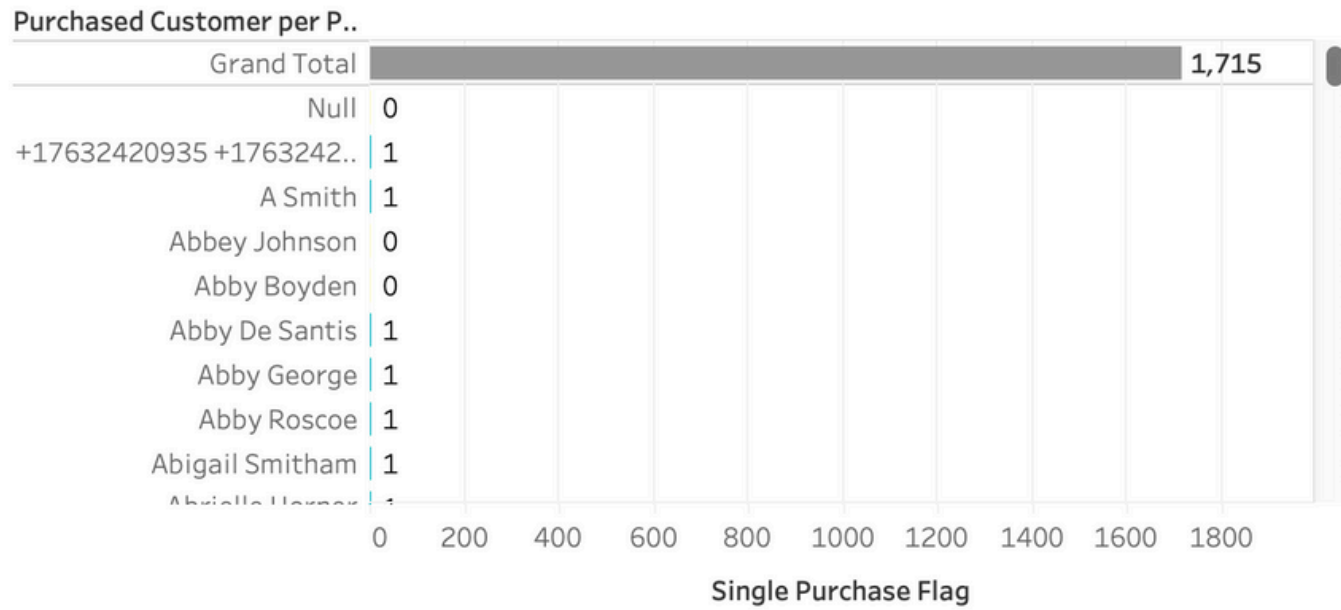
6.35%

Visitors who Converted

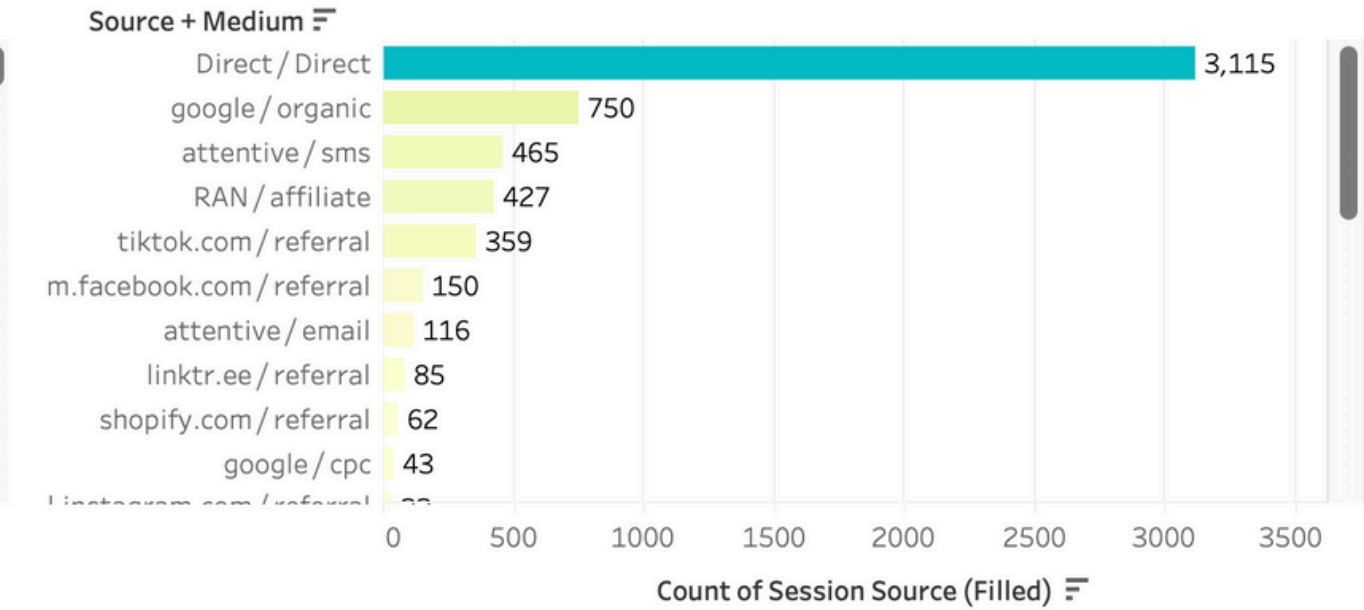
Revenue - Medium & Source - Frequency

Source + Me..	Revenue	Counts	AOV
Direct / Direct	\$335,464.92	36,303 counts	\$107.69 AOV
google / organic	\$79,740.95	6,104 counts	\$106.32 AOV
attentive / sms	\$42,810.96	3,901 counts	\$92.07 AOV
RAN / affiliate	\$44,886.37	2,815 counts	\$105.12 AOV
tiktok.com / referral	\$39,845.93	2,319 counts	\$110.99 AOV
m.facebook.com / referral	\$15,872.06	1,026 counts	\$105.81 AOV
attentive / email	\$12,011.95	943 counts	\$103.55 AOV
shopify.com / referral	\$6,432.46	793 counts	\$103.75 AOV
linktr.ee / referral	\$9,078.88	494 counts	\$106.81 AOV
google / cpc	\$4,650.47	307 counts	\$108.15 AOV
simple-affiliate / affiliate	\$2,596.12	269 counts	\$99.85 AOV
l.instagram.com / referral	\$3,593.32	197 counts	\$108.89 AOV
bing / organic	\$3,412.21	179 counts	\$103.40 AOV
l.facebook.com / referral	\$2,626.39	115 counts	\$119.38 AOV
back-in-stock / sms	\$3,147.48	105 counts	\$112.41 AOV

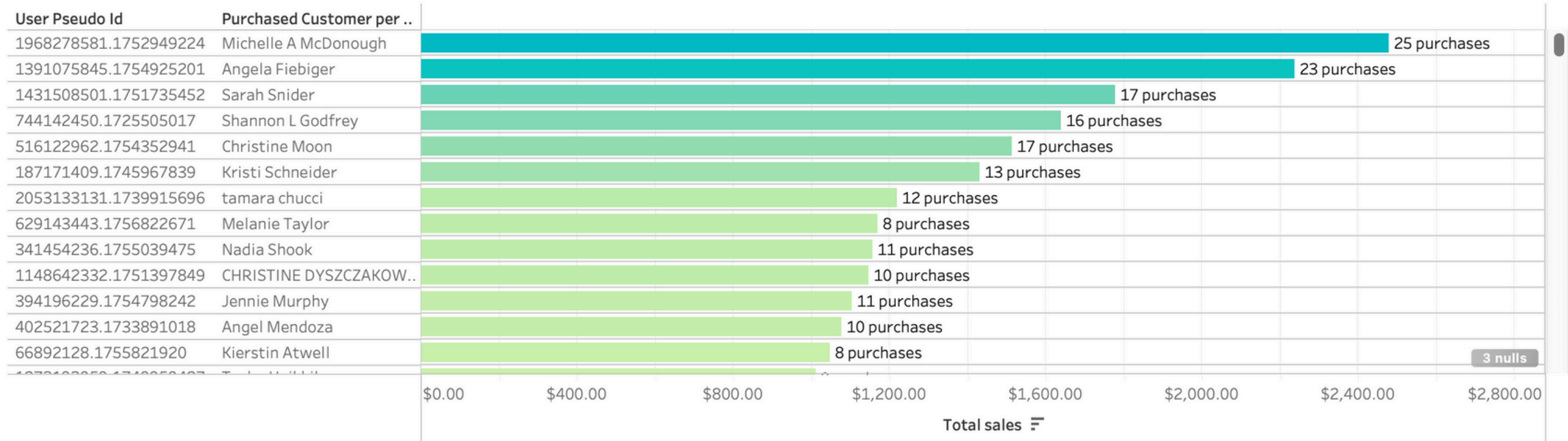
Customers Who Just Purchased Once



Most Source/Medium For Purchasers Transaction



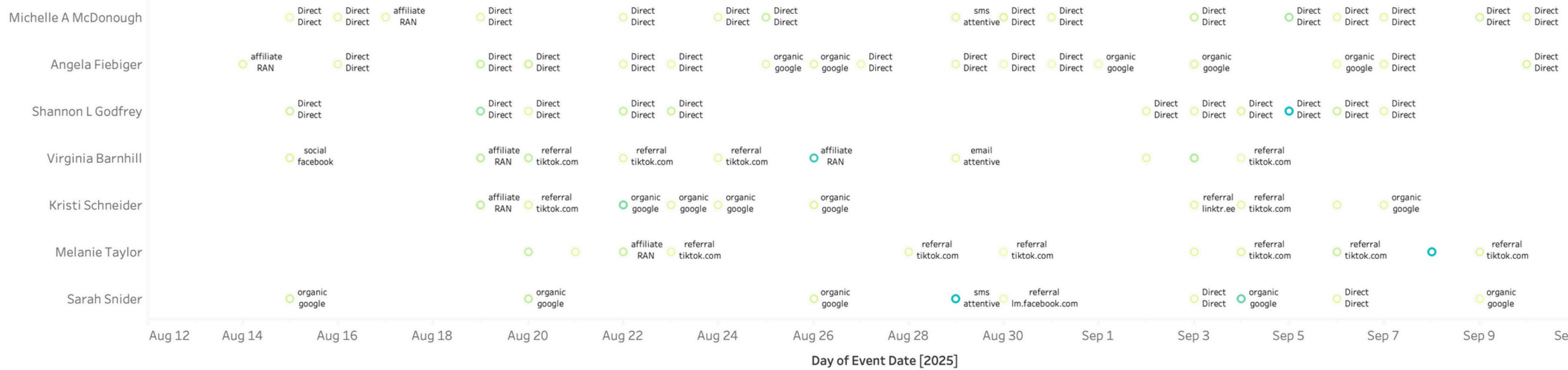
Purchased Customer Revenue



CSC Wigs - Channel Effectiveness & Patterns

Returning Purchasers Medium

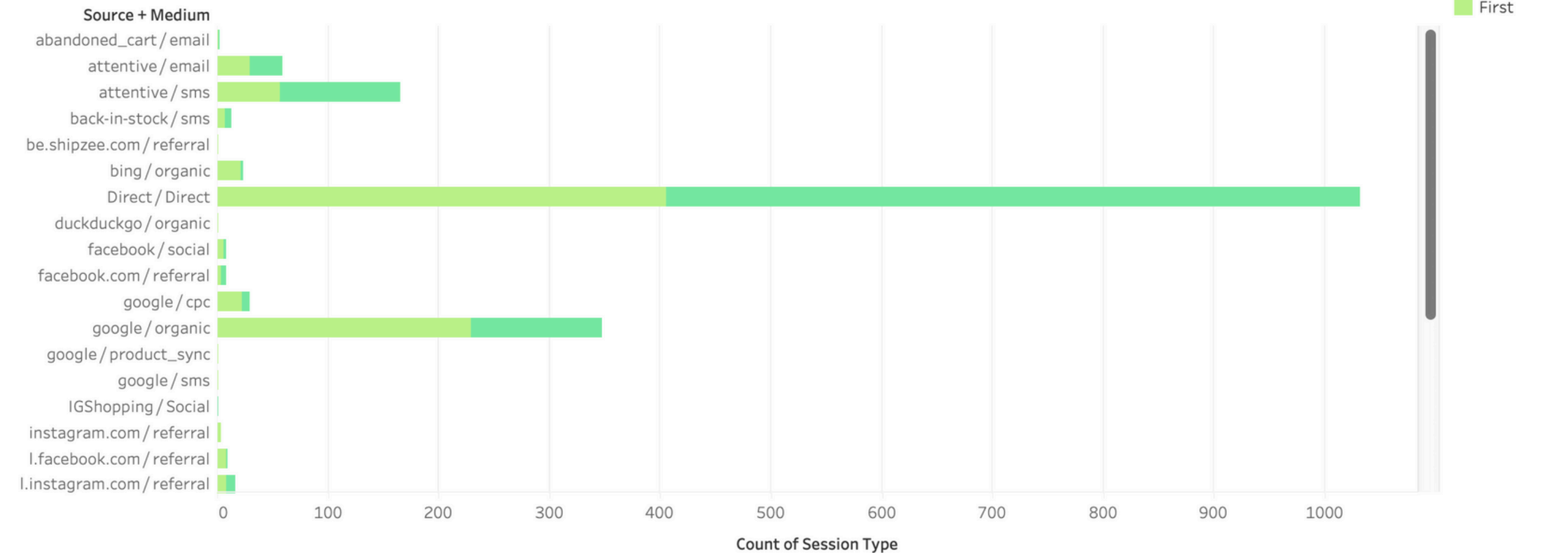
Purchased Customer per Pseudo ID



Most First Session & Last Session

Source + Medium	First	Last
abandoned_cart / email	1	1
attentive / email	29	30
attentive / sms	57	109
back-in-stock / sms	7	6
be.shipzee.com / referral	1	
bing / organic	21	3
Direct / Direct	406	626
duckduckgo / organic	1	
facebook / social	6	2
facebook.com / referral	3	5
google / cpc	22	8
google / organic	229	118
google / product_sync	1	
google / sms	1	
IGShopping / Social		1
instagram.com / referral	4	
l.facebook.com / referral	8	2
l.instagram.com / referral	8	8
linktr.ee / referral	25	32
lm.facebook.com / referral	4	2
m.facebook.com / referral	11	52

Most First Session & Last Session Graphed



CSC Wigs - Session Count & Conversion Relationship

Session Number & Purchases

Purchased Customer per Pseud..	1	2	3	4	5	6	7	8	9	10	11	12	13
Michelle A McDonough					\$106.92								
Angela Fiebiger					\$94.01	\$107.61							
Shannon L Godfrey													
Virginia Barnhill		\$412.78	\$453.18		\$73.71	\$157.25			\$352.17		\$471.75		
Kristi Schneider													
Melanie Taylor		\$114.48	\$209.88	\$143.10	\$103.62	\$330.72	\$174.90	\$218.10	\$457.92	\$114.48	\$139.92		
Sarah Snider		\$82.84	\$112.83										
Ann Marie Zanghi.annmarie@gmail.c..													
angela carrington	\$456.34	\$563.66											
Christine Moon													
Nadia Shook	\$103.50		\$103.50			\$89.10							
Elizabeth Marstas	\$85.00	\$202.50	\$85.50										
Danielle Giacomucci			\$1,166.40										
Nancy Driver	\$498.31	\$398.92		\$70.13	\$239.06	\$108.38							
Justin Hamblin	\$442.98		\$95.34	\$101.65				\$231.12	\$115.56	\$221.50			
Cara Kendrick	\$326.50	\$433.95	\$196.45							\$108.65		\$108.65	

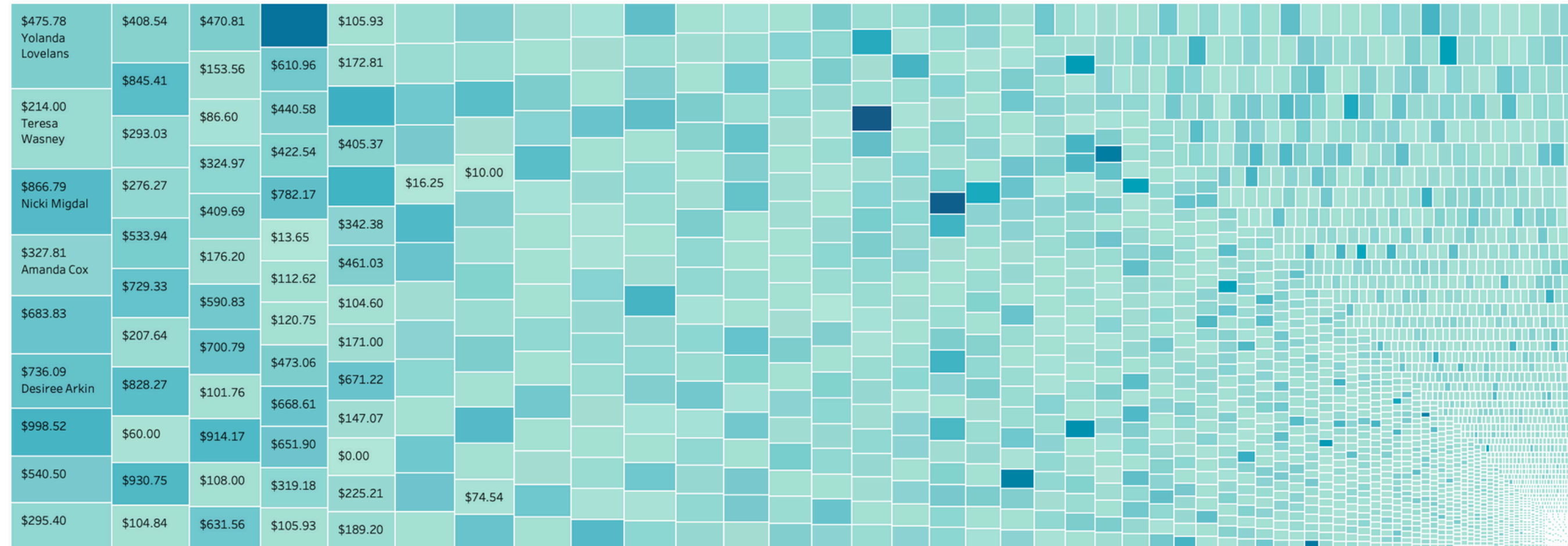
Avg First Purchase Session

38.57

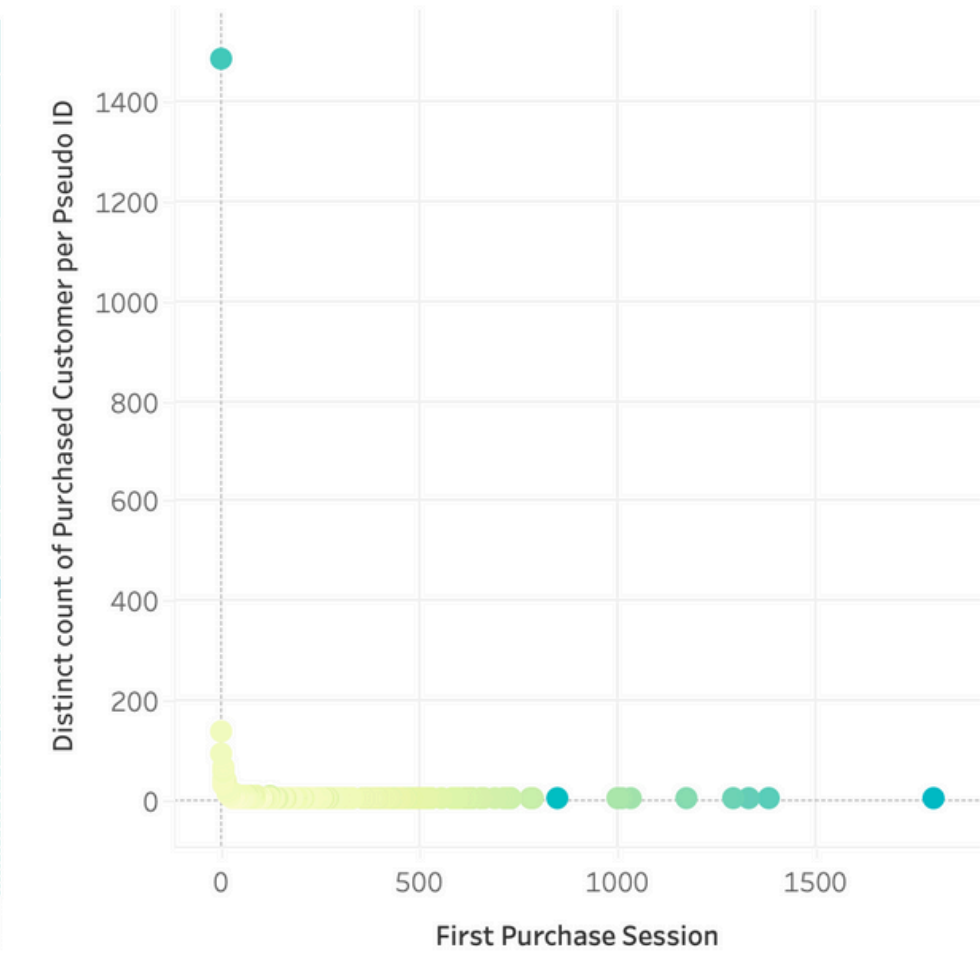
First Purchase Session

Purchased Customer per ..	Count
A Smith	1
Abbey Johnson	325
Abby Boyden	1
Abby De Santis	1
Abby George	1
Abby Roscoe	1
Abigail Smitham	8
Abrielle Horner	425
Adriana Garcia	59
Adrianna Magana Garcia	4
Adrienne Clement	1
Aerian Rayburn	56
Alana Quintanilla	1
Alecia Grande	5

Most Frequent Returning Customers / Session Distribution



First Purchase- Session Distribution





Visit Our Website:

<https://projects.datadashly.com>