



# Beyond the First Pour: Tracking, Analyzing, and Optimizing

The Spiritly Vodka Customer Journey (August 2025)

BIG QUERY - SHOPIFY - FACEBOOK ADS

### SPIRITLY - Customer Journey Dashboard

#### Total Sales

Customer Name per ...

Shane Barker	\$316.62
Peter Hanley	\$296.63
Maria Tasiopoulos	\$219.69
Pauline Aristides	\$210.09
Kathy Kalachian	\$194.07
Adrian Van Blanken	\$194.07
Patrick Waters	\$171.36
Gail Mcdonald	\$158.31
Jerry Braden	\$154.50
Leigh Warnick	\$142.55
cara brydon	\$142.54
Dianne Davis	\$134.88
Elizabeth foster	\$128.31
Athina Bayadi	\$128.24
Jon Mitso (Yianni)	\$124.92
Angelina Petalas	\$124.85
Olia Krasinska	\$95.68
Pauline Boylan	\$92.10

#### Purchasers Revenue

Customer Nam..	User Pseudo Id	Net sales	Shipping charges	Taxes	Total Sales + Shipping
Leigh Warnick	143976593.1756285682	\$109.09	\$22.55	\$10.91	\$142.55
Shane Barker	455741535.1755666005	\$136.35	\$8.32	\$13.64	\$158.31
	2135022862.1756013733	\$136.35	\$8.32	\$13.64	\$158.31
Tamas Medve	1339106199.1756355366	\$72.72	\$6.15	\$7.27	\$86.14

#### Purchasers Journey

User Pseudo Id	Customer N..	Session ..	Event Timestamp	page_url_cleaned	Event Name	Session Sou..	Session Campaign	Sessio..	Total Sales
143976593.1..	Leigh Warnick	1	2025-08-27 09:08:02...	https://www.spiritly.com/	page_view	Klaviyo	(organic)	email	\$0.0
			2025-08-27 09:08:05...	https://www.spiritly.com/collections/all-products	page_view	Null	Null	Null	\$0.0
			2025-08-27 09:08:43...	https://www.spiritly.com/	page_view	Null	Null	Null	\$0.0
			2025-08-27 09:08:46...	https://www.spiritly.com/collections/all-products	page_view	Null	Null	Null	\$0.0
			2025-08-27 09:08:59...	https://www.spiritly.com/	page_view	Klaviyo	(organic)	email	\$0.0
			2025-08-27 09:09:03...	https://www.spiritly.com/collections/all-products	page_view	Null	Null	Null	\$0.0
			2025-08-27 09:09:36...	https://www.spiritly.com/cart	page_view	Null	Null	Null	\$0.0
			2025-08-27 09:09:46...	https://www.spiritly.com/checkouts/cn/hWN2HJ3I9LePzE3WV..	page_view	Null	Null	Null	\$0.0
			2025-08-27 09:10:59...	https://www.spiritly.com/checkouts/cn/hWN2HJ3I9LePzE3WV..	purchase	Null	Null	Null	\$142.6
455741535.1..	Shane Barker	1	2025-08-20 05:00:06...	https://www.spiritly.com/collections/all-products	page_view	FB	[BAVS] Conversion    07    Relaunch    507	paid	\$0.0
			2025-08-20 05:00:57...	https://www.spiritly.com/collections/all-products/products/vib..	page_view	Null	Null	Null	\$0.0
			2025-08-20 05:01:17...	https://www.spiritly.com/checkouts/cn/hWN20QdHOyTvvjUEa..	page_view	Null	Null	Null	\$0.0
			2025-08-20 05:02:23...	https://www.spiritly.com/checkouts/cn/hWN20QdHOyTvvjUEa..	page_view	Null	Null	Null	\$0.0
			2025-08-20 05:02:23...	https://www.spiritly.com/checkouts/cn/hWN20QdHOyTvvjUEa..	purchase	Null	Null	Null	\$158.3
1339106199...	Tamas Medve	1	2025-08-28 04:29:26...	https://www.spiritly.com/	page_view	google	(organic)	organic	\$0.0
			2025-08-28 04:30:43...	https://www.spiritly.com/collections/all-products	page_view	Null	Null	Null	\$0.0
			2025-08-28 04:32:41...	https://www.spiritly.com/collections/all-products/products/sig..	page_view	Null	Null	Null	\$0.0
			2025-08-28 04:34:26...	https://www.spiritly.com/checkouts/cn/hWN2JD7iPoTo1xTlihx..	page_view	Null	Null	Null	\$0.0
			2025-08-28 04:34:26...	https://www.spiritly.com/checkouts/cn/hWN2JD7iPoTo1xTlihx..	page_view	Null	Null	Null	\$0.0

#### Customer Name per Purchased ..

- Gail Mcdonald
- Gina Desmond
- Graham Jackson
- Jakarra Rayner
- Jerry Braden
- Jodi Sherred
- Jon Mitso (Yianni)
- Kathy Kalachian
- Leigh Warnick
- Malcolm Smith
- Maria Tasiopoulos
- murray Elliott
- Olia Krasinska
- Patrick Waters
- Pauline Aristides
- Peter Hanley
- Raylene Boylan
- Rosemary Klein
- Shane Barker
- Tamas Medve
- Trevor Walker

#### Highlight Customer Name per P..

#### Highlight Session Source

#### Highlight Session Number

#### Highlight Event Name

## Spiritly Vodka

**SPIRITLY IS A MEDITERRANEAN-STYLED BEVERAGE COMPANY OFFERING DISTILLED, LOW-ALCOHOL VODKA INFUSED WITH BLUEBERRY FLAVORS, SPRITZ CANS, AND CURATED GIFT SETS — INCLUDING 2-PACK AND 3-PACK BOTTLES.**

### **The question we'll answer:**

Is Spiritly's data ecosystem — combining BigQuery event tracking and Shopify sales — providing a clear, scalable view of customer acquisition, conversions, and repeat purchase behavior that can directly guide marketing and product strategy?

### **The pain points:**

- Limited clarity on how many sessions it typically takes for a new visitor to convert into a paying customer.
- Unclear attribution on which campaigns, mediums, and landing pages most effectively drive first-time purchases.
- No consolidated view of unique customers, total sales, and AOV across both acquisition and retention.
- Difficulty tracking recurring purchases and identifying high-value existing customers.

### **Why this matters now:**

With new product bundles (gift boxes, 2-packs, 3-packs) and flavored spirits expanding Spiritly's catalog, this is the right moment to establish end-to-end data tracking — from first session through repeat purchases — ensuring growth decisions are based on reliable customer journey insights.

*To solve this challenge, we'll analyze their Big Query data, Facebook campaigns, combined with Shopify's customer data and purchases, to spot patterns and insights to improve performance.*

## **OUR APPROACH:**

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

1

## Understanding The Business Problem

After building a strong foundation in the premium beverage space, Spiritly is looking to expand both its customer base and product reach. With low-alcohol vodka, blueberry-infused spirits, canned spritz, and curated gift sets gaining traction, the team wants clarity on how digital marketing campaigns and website activity are translating into first-time purchases, repeat orders, and higher customer lifetime value. Their goals include maximizing ROI from Facebook campaigns, identifying the most effective acquisition channels and landing pages, and creating a clearer path from first session to conversion and recurring sales.

2

## Tools & Strategies

We collected and analyzed performance data in August 2025, combining BigQuery session-level tracking with Facebook campaign data and Shopify sales. This unified view allows us to evaluate how campaigns, landing pages, and sources influence customer journeys. By measuring sessions-to-conversion, average order value (AOV), and repeat purchase behavior, we can move beyond surface-level metrics to understand which campaigns truly drive sustainable growth.

3

## Key Questions Addressed

Our analysis focused on uncovering insights to guide Spiritly's growth strategy, including:

- How many sessions does it typically take before a visitor converts into a paying customer?
- Which campaigns, channels, and landing pages most effectively drive first-time purchases?
- What is the average order value (AOV), and how do bundles (2-pack, 3-pack, gift sets) impact purchase behavior?
- What percentage of customers return for repeat purchases, and what patterns emerge in retention?

4

## Insights & Recommendations

By analyzing data month over month, we can surface actionable strategies such as:

- Identifying the campaign sources and landing pages that consistently deliver the highest conversions.
- Highlighting customer segments that convert faster, allowing for more efficient targeting.
- Developing retention-focused campaigns to nurture repeat buyers and maximize lifetime value.



## Structuring Big Query For Analysis

We started off by pulling the right data per pseudo id, along with events that we want to include - in this case they are: session\_start, page\_view and purchase. We will not go into the other actions such as clicks, add to carts, initiate/begin checkout and items purchased etc, for this analysis.

### ◆ Why Tracking Each user\_pseudo\_id is Valuable: ◆

#### **Granular journey tracking**

You can see the exact purchase path for each cookie/device/session identity.

*Example: A customer might browse on her laptop, abandon cart, then later buy on mobile → each user\_pseudo\_id shows a different path.*

#### **Multi-device insights**

Splitting IDs shows how customers behave differently on mobile vs desktop.

You can compare conversion rates or time-to-purchase between devices.

#### **Attribution clarity**

Because each user\_pseudo\_id holds its own source/medium, you can see which channel actually converted on each device.

#### **Privacy-safe tracking**

GA4 purposely designed user\_pseudo\_id to avoid persistent, person-level tracking. Treating each ID as a separate journey keeps you aligned with Google's privacy model.

```

▶ 0: { user_pseudo_id: "1002405065.1756118956", session_number: "1", session_source: null, ... }
▶ 1: { user_pseudo_id: "100311893.1756211069", session_number: "1", session_source: null, ... }
▶ 2: { user_pseudo_id: "1003211595.1756081404", session_number: "1", session_source: "FB", ... }
▶ 3: { user_pseudo_id: "1003211595.1756081404", session_number: "1", session_source: null, ... }
▶ 4: { user_pseudo_id: "1006435847.1755590286", session_number: "1", session_source: "FB", ... }
▶ 5: { user_pseudo_id: "1006877158.1755768496", session_number: "1", session_source: "FB", ... }
▶ 6: { user_pseudo_id: "1006882865.1756020000", session_number: "1", session_source: null, ... }
▶ 7: { user_pseudo_id: "1007196926.1755753753", session_number: "1", session_source: null, ... }
▶ 8: { user_pseudo_id: "1007382116.1756504080", session_number: "1", session_source: null, ... }
▶ 9: { user_pseudo_id: "1009904298.1756271919", session_number: "1", session_source: "FB", ... }
▶ 10: { user_pseudo_id: "1011000735.1755557138", session_number: "1", session_source: "FB", ... }
▶ 11: { user_pseudo_id: "1011708964.1755778129", session_number: "1", session_source: "FB", ... }
▶ 12: { user_pseudo_id: "1022692535.1755658967", session_number: "1", session_source: null, ... }
▶ 13: { user_pseudo_id: "1023726082.1755527398", session_number: "1", session_source: "FB", ... }
▶ 14: { user_pseudo_id: "1024647091.1755773787", session_number: "1", session_source: "FB", ... }

```

JSON Raw Data Headers

Save Copy Collapse All Expand All (slow) Filter JSON

```

▶ 0: { user_pseudo_id: "1002405065.1756118956"
▼ 1:
  user_pseudo_id: "100311893.1756211069"
  session_number: "1"
  session_source: null
  session_medium: null
  session_campaign: null
▼ events:
  ▼ 0:
    event_name: "session_start"
    event_timestamp: "2025-08-26 12:24:29.099499 UTC"
    event_date: "2025-08-26"
    event_time: "12:24:29.099499"
    page_url: "https://www.voirvodka.com/"
    referrer: null
    transaction_id: null
  ▼ 1:
    event_name: "page_view"
    event_timestamp: "2025-08-26 12:24:29.099499 UTC"
    event_date: "2025-08-26"
    event_time: "12:24:29.099499"
    page_url: "https://www.voirvodka.com/"
    referrer: null
    transaction_id: null

```



# Facebook Report

We've gathered and downloaded the Facebook campaigns report, incorporating additional dimensions and metrics. At the campaign level, we want to identify which campaigns generated the most revenue and how often each played a role in the customer journey.

Campaigns													1 selected		Ad sets for 1 Campaign		Ads for 1 Campaign		Last month: Aug 1, 2025 - Aug 31, 2025											
+ Create													Duplicate		Edit		A/B test		More		Columns: James		Breakdown		Reports		Export		Charts	
<input type="checkbox"/>	Off / On	Campaign	Ad sets	Attribution setting	Results	Reach	Frequency	Cost per result	Budget	Amount spent	Ends	Impressions	CPM (cost per 1,000...)																	
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	[BAVS] Conversion    AU    ABO    10    Promos	Recommendations	7-day click, 1-...	39 Website purchases	3,557	13.32	\$32.75 Per Purchase	Using ad set bu...	\$1,277.20	Ongoing	47,380	\$26.9																	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[BAVS] Conversion    AU    ABO    09    Creati...	Recommendations	Multiple attri...	2 Website purchases	3,374	2.96	\$191.81 Per Purchase	Using ad set bu...	\$383.61	Ongoing	9,983	\$38.4																	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[BAVS] Conversion    07    Relaunch/Existing ...	Recommendation	7-day click, 1-...	67 Website purchases	31,225	2.18	\$33.45 Per Purchase	Using ad set bu...	\$2,241.45	Ongoing	68,179	\$32.8																	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[BAVS] Store Traffic Campaign	2	7-day click or ...	2,500 Estimated Ad Recall L...	29,530	1.77	\$0.04 Per Estimated Ad Rec...	\$10.00 Daily	\$110.84	Ongoing	52,143	\$2.1																	



# Shopify Report

Next, we will extract each customer's name, shipping details, tax, and purchase value from Shopify, then match this information with BigQuery's pseudo ID. This will allow us to visualize each customer's journey, including their viewing behavior, the number of sessions needed before purchase, and any returning activity.

Year	Sale ID	Order name	Product title at time of sale	Day	Day of week	Hour	Hour of day	Month	Month of year	Quarter	Week	Week of year	App (product creation)	Bundle ID	Bundle product ID	Bundle title	Is bundle	Product collection	Product ID	Product tag	Product title
2023-01-01	17795768451362	#1042VV		2023-10-04	2	2023-10-04 19:00:00	19	2023-10-01	10	2023-10-01	2023-10-02	40					FALSE				
2023-01-01	18105676169506	VV140237891	Voir Vodka 700mL with Gift Box	2023-12-26	1	2023-12-26 20:00:00	20	2023-12-01	12	2023-10-01	2023-12-25	52		0			FALSE	All Products	8154705101090	Spirits	Voir Vodka 700mL with Gift Box
2023-01-01	17873670635810	VV117537891	Signature – 700ml Voir Vodka & 2 Glasses	2023-10-20	4	2023-10-20 07:00:00	7	2023-10-01	10	2023-10-01	2023-10-16	42		0			FALSE	Gift Packs	8638253170978	All Products	Signature – 700ml Voir Vodka & 2 Glasses
2023-01-01	18107467399458	VV140837891	Voir Vodka 700mL with Gift Box	2023-12-27	2	2023-12-27 11:00:00	11	2023-12-01	12	2023-10-01	2023-12-25	52		0			FALSE	Home page	8154705101090	Spirits	Voir Vodka 700mL with Gift Box
2023-01-01	18050309554466	VV133737891	Voir Vodka 700mL with Gift Box – Twin Pack	2023-12-09	5	2023-12-09 21:00:00	21	2023-12-01	12	2023-10-01	2023-12-04	49		0			FALSE	All Products	8638230790434	All Products	Voir Vodka 700mL with Gift Box – Twin Pack
2023-01-01	18057430368546	VV135837891	Voir Vodka 700mL with Gift Box – Tri Pack	2023-12-11	0	2023-12-11 22:00:00	22	2023-12-01	12	2023-10-01	2023-12-11	50		0			FALSE	All Products	8638233608482	All Products	Voir Vodka 700mL with Gift Box – Tri Pack
2023-01-01	18105676169506	VV140237891	Voir Vodka 700mL with Gift Box	2023-12-26	1	2023-12-26 20:00:00	20	2023-12-01	12	2023-10-01	2023-12-25	52		0			FALSE	Spirits	8154705101090	All Products	Voir Vodka 700mL with Gift Box
2023-01-01	18057433776418	VV135837891	Voir Vodka 700mL with Gift Box – Tri Pack	2023-12-11	0	2023-12-11 22:00:00	22	2023-12-01	12	2023-10-01	2023-12-11	50		0			FALSE	Spirits	8638233608482	All Products	Voir Vodka 700mL with Gift Box – Tri Pack
2023-01-01	17798442484002	VV112037891	Signature – 700ml Voir Vodka & 2 Glasses	2023-10-05	3	2023-10-05 20:00:00	20	2023-10-01	10	2023-10-01	2023-10-02	40		0			FALSE	Sale	8638253170978	All Products	Signature – 700ml Voir Vodka & 2 Glasses
2023-01-01	17795798008098	#1050VV	Signature – 700ml Voir Vodka & 2 Glasses	2023-10-04	2	2023-10-04 20:00:00	20	2023-10-01	10	2023-10-01	2023-10-02	40		0			FALSE	Gift Packs	8638253170978	All Products	Signature – 700ml Voir Vodka & 2 Glasses
2023-01-01	18020512727330	VV130737891	Voir Vodka 700mL with Gift Box – Twin Pack	2023-11-30	3	2023-11-30 22:00:00	22	2023-11-01	11	2023-10-01	2023-11-27	48		0			FALSE	All Products	8638230790434	All Products	Voir Vodka 700mL with Gift Box – Twin Pack
2023-01-01	18006941532450	VV128437891	Mediterranean Mist Scented Soybean Candle	2023-11-27	0	2023-11-27 10:00:00	10	2023-11-01	11	2023-10-01	2023-11-27	48		0			FALSE	All Products	8646492291362	Accessories	Mediterranean Mist Scented Soybean Candle
2023-01-01	18042609926434	VV133037891	Voir Vodka 700mL with Gift Box – Tri Pack	2023-12-07	3	2023-12-07 15:00:00	15	2023-12-01	12	2023-10-01	2023-12-04	49		0			FALSE	Spirits	8638233608482	Spirits	Voir Vodka 700mL with Gift Box – Tri Pack



## Combining All in Excel

We consolidated all the data into a single Excel sheet for easier viewing and analysis. To enhance usability, we added helper columns such as 'Has Purchased,' applied customer names across every journey taken by each purchaser, and created additional fields like 'Customer Name per Purchased Pseudo ID' and 'Cleaned Page URL'.

	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB
d	Order ID	Day	Customer name	Order name	Gross sales	Discounts	Returns	Net sales	Shipping charge	Taxes	Total sales	Total Sales + Shipping	Has Purchased	Customer Name Per Purchased Pseudo ID
													0 Yes	Gail Mcdonald
													0 Yes	Gail Mcdonald
													0 Yes	Gail Mcdonald
													0 Yes	Gail Mcdonald
34	64916800	2025-08-25	Gail Mcdonald	VV3529378	136.35	0	0	136.35	8.32	13.64	149.99	158.31	Yes	Gail Mcdonald
													0 Yes	Gail Mcdonald
													0 Yes	Gail Mcdonald
													0 Yes	Gail Mcdonald
													0 Yes	Gail Mcdonald

	K	L
1	page_url	page_url_cleaned
2	https://www.spiritly.com/collections/all-products?utm_source=FB&utm_medium=paid&utm_campaign=[BAVS] Conversion    07	https://www.spiritly.com/collections/all-products
3	https://www.spiritly.com/collections/all-products?utm_source=FB&utm_medium=paid&utm_campaign=[BAVS] Conversion    07	https://www.spiritly.com/collections/all-products
4	https://www.spiritly.com/checkouts/cn/hWN2CIUOLm2rb74FigzfARIM?auto_redirect=false&edge_redirect=true&gtm_latency=1&...	https://www.spiritly.com/checkouts/cn/hWN2CIUOLm2rb74FigzfARIM
5	https://www.spiritly.com/checkouts/cn/hWN2CIUOLm2rb74FigzfARIM?auto_redirect=false&edge_redirect=true&gtm_latency=1&...	https://www.spiritly.com/checkouts/cn/hWN2CIUOLm2rb74FigzfARIM
6	https://www.spiritly.com/	https://www.spiritly.com/
7	https://www.spiritly.com/	https://www.spiritly.com/
8	https://www.spiritly.com/collections/all-products?utm_source=FB&utm_medium=paid&utm_campaign=[BAVS] Conversion    07	https://www.spiritly.com/collections/all-products
9	https://www.spiritly.com/collections/all-products?utm_source=FB&utm_medium=paid&utm_campaign=[BAVS] Conversion    07	https://www.spiritly.com/collections/all-products
10	https://www.spiritly.com/collections/all-products/products/voir-vodka-premium-spirit-glasses-2-pack	https://www.spiritly.com/collections/all-products/products/voir-vodka-premium-spirit
11	https://www.spiritly.com/collections/all-products?utm_source=FB&utm_medium=paid&utm_campaign=[BAVS] Conversion    07	https://www.spiritly.com/collections/all-products

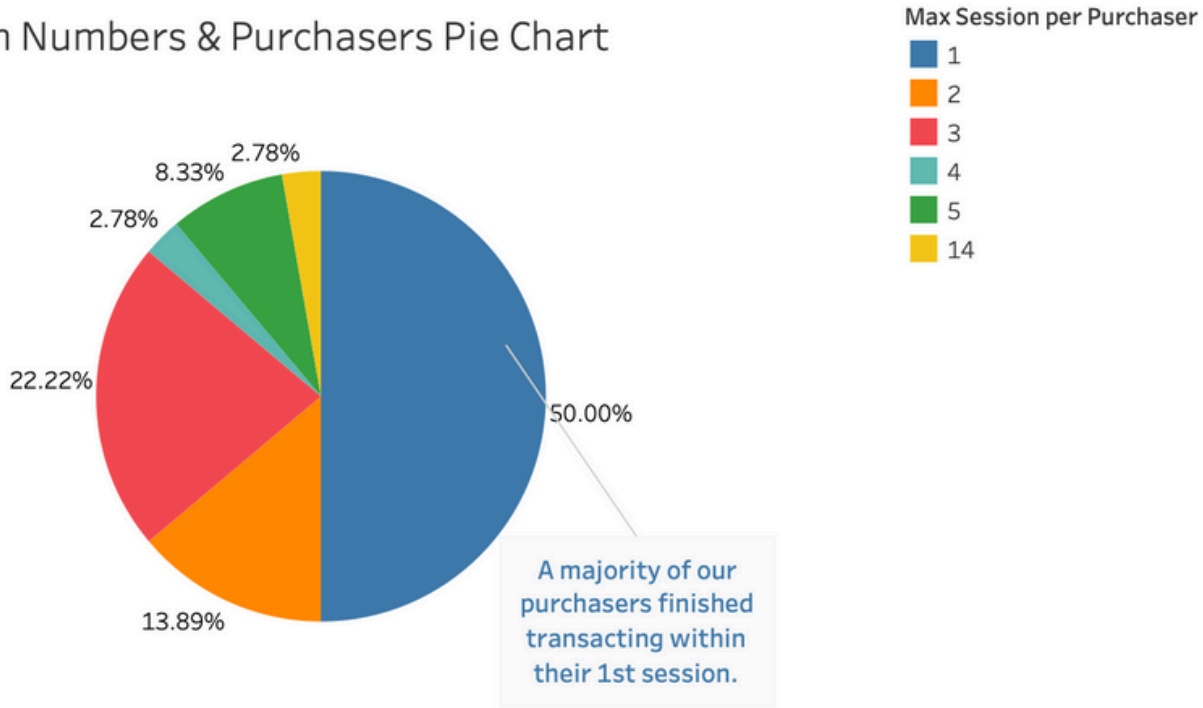
# Q - HOW MANY SESSIONS DO USERS TYPICALLY NEED BEFORE PURCHASING?

Purpose: Uncover friction, intent, and efficiency in Spiritly's customer journey.



## Recommendation

Session Numbers & Purchasers Pie Chart



50% of Spiritly's purchasers completed their transaction within their first session, showing that many customers convert quickly when presented with the right offer and landing page.

On the other end, the longest path observed was 14 sessions before purchase, indicating that some customers require repeated exposure and nurturing before deciding.

Capitalize on the strong first-session conversion rate by ensuring high-performing landing pages and bundles (2-pack, 3-pack, gift sets) are prominently promoted in acquisition campaigns.

Session Numbers & Purchasers

Customer Name per Purch..	Session Number
Adrian Van Blanken	1
Amanda Drake	1
Angelina Petalas	14
Arthur Papastamopoulos	2
Athina Bayadi	5
cara brydon	3

The most number of sessions a customer needed before purchasing is 14.

# Q - WHAT PAGES ARE TYPICALLY VIEWED BEFORE MAKING A PURCHASE?

Purpose: To understand the role of content and navigation in Spiritly's conversion path.



## Recommendation

We observed each customer's journey from their first landing through to purchase, focusing only on customers who completed a transaction. The analysis included every page they viewed, based on the page\_view event, but excluded sessions where users dropped off without purchasing. While there was no consistent "most-viewed page" before purchase, the data now provides full visibility into the complete sequence of pages that converting customers interact with.

User Pseudo Id	Customer N..	Session ..	Event Timestamp	page_url_cleaned	Event Name	Session Sou..	Session Campaign	Sessio..	Total Sales
143976593.1..	Leigh Warnick	1	2025-08-27 09:08:02...	https://www.spiritly.com/	page_view	Klaviyo	(organic)	email	\$0.0
			2025-08-27 09:08:05...	https://www.spiritly.com/collections/all-products	page_view	Null	Null	Null	\$0.0
			2025-08-27 09:08:43...	https://www.spiritly.com/	page_view	Null	Null	Null	\$0.0
			2025-08-27 09:08:46...	https://www.spiritly.com/collections/all-products	page_view	Null	Null	Null	\$0.0
			2025-08-27 09:08:59...	https://www.spiritly.com/	page_view	Klaviyo	(organic)	email	\$0.0
			2025-08-27 09:09:03...	https://www.spiritly.com/collections/all-products	page_view	Null	Null	Null	\$0.0
			2025-08-27 09:09:36...	https://www.spiritly.com/cart	page_view	Null	Null	Null	\$0.0
			2025-08-27 09:09:46...	https://www.spiritly.com/checkouts/cn/hWN2HJ3I9LePzE3WV..	page_view	Null	Null	Null	\$0.0
			2025-08-27 09:10:59...	https://www.spiritly.com/checkouts/cn/hWN2HJ3I9LePzE3WV..	page_view	Null	Null	Null	\$0.0
			2025-08-27 09:10:59...	https://www.spiritly.com/checkouts/cn/hWN2HJ3I9LePzE3WV..	purchase	Null	Null	Null	\$142.6

# Q - WHICH CAMPAIGN SOURCE AND NAME HAVE PLAYED THE BIGGEST ROLE IN PRODUCING SALES?

Purpose: To gain an objective comparison of performance across campaigns, highlighting which ones deliver the strongest results.



## Recommendation

### Session Source

■ Null
 ■ bing
 ■ FB
 ■ google
 ■ Klaviyo

### Session Start Campaign & Purchasers

Session Source	Session Medium	Session Campaign	
Null	Null	Null	13
bing	organic	(organic)	1
FB	paid	[BAVS] Conversion    07    Relaunch    507	22
		[BAVS] Conversion    AU    ABO    10    Promos	13
		[BAVS] Conversion    AU    ABO    09    Creative Test	1
google	cpc	21808197282	6
		21794864817	5
	organic	(organic)	4
Klaviyo	email	Null	2
		(organic)	1

Spiritly currently has two marketing channels namely: Google Ads & FB Ads, and organic channels from Google, Bing & Direct. The one channel that stood out is FB - so running images and videos across the top to the bottom funnels is definitely working.

Session Source	
FB	36
google	15
Null	13
Klaviyo	3
bing	1

# Q - DO WE KNOW WHICH LANDING PAGE PERFORMS THE BEST IN PRODUCING SALES?

Purpose: Pinpoint which entry points into Spiritly's site directly influence revenue.



## Recommendation

### Landing Page & Purchasers

page_url_cleaned	
https://www.spiritly.com/collections/all-products	23
https://www.spiritly.com/	11
https://www.spiritly.com/products/vibe-vodka-700ml	7
https://www.spiritly.com/collections/spirits	6
https://www.spiritly.com/products/vibe-vodka-700ml-with-gift-box-tri-pack	3
https://www.spiritly.com/products/vibe-vodka-700ml-with-gift-box-twin-pack	2
https://www.spiritly.com/products/vibe-blueberry-alcoholic-soda-cans-6-zero-sugar-24-pack	1
https://www.spiritly.com/products/vibe-blueberry-alcoholic-soda-8-pack	1
https://www.spiritly.com/products/signature-700ml-vibe-vodka-2-glasses	1
https://www.spiritly.com/products/luxe-700ml-vibe-vodka-1-candle-1-glass	1
https://www.spiritly.com/products/grande-700ml-vibe-vodka-1-candle-and-2-glasses	1
https://www.spiritly.com/pages/stockists	1
https://www.spiritly.com/collections/spirits/products/vibe-vodka-700ml-with-gift-box-twin-..	1
https://www.spiritly.com/collections/spirits/products/vibe-vodka-700ml-with-gift-box-tri-p..	1
https://www.spiritly.com/collections/spirits/products/vibe-vodka-700ml	1
https://www.spiritly.com/collections/all-products/products/vibe-vodka-700ml-with-gift-box..	1

Among customers who completed a purchase, the "All Products Collection" page stood out as one of the most frequently viewed landing pages.

This suggests that many buyers prefer to browse Spiritly's full catalog before selecting a product, rather than arriving directly on a single product page.

# Q - WHAT IS THE RETURN RATE OF CUSTOMERS?

Purpose: To measure customer loyalty and long-term / life-time value.



## Recommendation

User Pseudo Id	Customer N.	Session ..	Event Timestamp	page_url_cleaned	Event Name	Session Sou..	Session Campaign	Sessio..	Total Sales	
455741535.1..	Shane Barker	1	2025-08-20 05:00:06...	https://www.spiritly.com/collections/all-products	page_view	FB	[BAVS] Conversion    07    Relaunch    507	paid	\$0.0	
			2025-08-20 05:00:57...	https://www.spiritly.com/collections/all-products/products/vib...	page_view	Null	Null	Null	Null	\$0.0
			2025-08-20 05:01:17...	https://www.spiritly.com/checkouts/cn/hWN20QdH0yTvvjUEa...	page_view	Null	Null	Null	Null	\$0.0
			2025-08-20 05:02:23...	https://www.spiritly.com/checkouts/cn/hWN20QdH0yTvvjUEa...	page_view	Null	Null	Null	Null	\$0.0
			2025-08-20 05:02:23...	https://www.spiritly.com/checkouts/cn/hWN20QdH0yTvvjUEa...	purchase	Null	Null	Null	Null	\$158.3
			2025-08-20 05:02:23...	https://www.spiritly.com/checkouts/cn/hWN20QdH0yTvvjUEa...	page_view	Null	Null	Null	Null	\$0.0
2135022862...	Shane Barker	1	2025-08-24 05:35:34...	https://www.spiritly.com/	page_view	Klaviyo	Null	email	\$0.0	
			2025-08-24 05:35:37...	https://www.spiritly.com/collections/all-products	page_view	Null	Null	Null	\$0.0	
			2025-08-24 05:36:10...	https://www.spiritly.com/collections/all-products/products/vib...	page_view	Null	Null	Null	\$0.0	
			2025-08-24 05:36:26...	https://www.spiritly.com/checkouts/cn/hWN29rEtCjJxkGQuG...	page_view	Null	Null	Null	\$0.0	
			2025-08-24 05:40:01...	https://www.spiritly.com/checkouts/cn/hWN29rEtCjJxkGQuG...	page_view	Null	Null	Null	\$0.0	
			2025-08-24 05:40:01...	https://www.spiritly.com/checkouts/cn/hWN29rEtCjJxkGQuG...	purchase	Null	Null	Null	\$158.3	

User Pseudo Id	Customer N.	Session ..	Event Timestamp	page_url_cleaned	Event Name	Session Sou..	Session Campaign	Sessio..	Total Sales	
566636657.1..	Peter Hanley	3	2025-08-20 21:44:34...	https://www.spiritly.com/collections/all-products	page_view	FB	[BAVS] Conversion    07    Relaunch    507	paid	\$0.0	
			2025-08-20 21:46:10...	https://www.spiritly.com/collections/all-products	page_view	Null	Null	Null	Null	\$0.0
			2025-08-20 21:46:15...	https://www.spiritly.com/pages/about-vibe	page_view	Null	Null	Null	Null	\$0.0
			2025-08-20 21:46:48...	https://www.spiritly.com/collections/all-products	page_view	Null	Null	Null	Null	\$0.0
			2025-08-20 21:48:38...	https://www.spiritly.com/collections/all-products	page_view	FB	[BAVS] Conversion    07    Relaunch    507	paid	\$0.0	
			2025-08-20 21:48:53...	https://www.spiritly.com/collections/all-products/products/vib...	page_view	Null	Null	Null	Null	\$0.0
			2025-08-20 21:48:56...	https://www.spiritly.com/collections/all-products	page_view	FB	[BAVS] Conversion    07    Relaunch    507	paid	\$0.0	
			2025-08-20 21:48:59...	https://www.spiritly.com/collections/all-products	page_view	FB	[BAVS] Conversion    07    Relaunch    507	paid	\$0.0	
			2025-08-20 21:49:30...	https://www.spiritly.com/collections/all-products/products/gr...	page_view	Null	Null	Null	Null	\$0.0
			2025-08-20 21:50:03...	https://www.spiritly.com/checkouts/cn/hWN224pGtd2qWfVtz...	page_view	Null	Null	Null	Null	\$0.0
			2025-08-20 21:50:03...	https://www.spiritly.com/checkouts/cn/hWN224pGtd2qWfVtz...	page_view	Null	Null	Null	Null	\$0.0
2025-08-20 21:50:03...	https://www.spiritly.com/checkouts/cn/hWN224pGtd2qWfVtz...	purchase	Null	Null	Null	Null	\$128.3			
1734180999...	Peter Hanley	1	2025-08-27 03:29:58...	https://www.spiritly.com/	page_view	Null	Null	Null	\$0.0	

User Pseudo Id	Customer N.	Session ..	Event Timestamp	page_url_cleaned	Event Name	Session Sou..	Session Campaign	Sessio..	Total Sales	
1714739016...	Maria Tasiopoulos	1	2025-08-27 08:15:16...	https://www.spiritly.com/	page_view	google	21794864817	cpc	\$0.0	
			2025-08-27 08:15:22...	https://www.spiritly.com/collections/all-products	page_view	Null	Null	Null	Null	\$0.0
			2025-08-27 08:34:08...	https://www.spiritly.com/collections/all-products/products/vib...	page_view	Null	Null	Null	Null	\$0.0
			2025-08-27 08:34:21...	https://www.spiritly.com/cart	page_view	Null	Null	Null	Null	\$0.0
			2025-08-27 08:34:33...	https://www.spiritly.com/checkouts/cn/hWN2HFdyzcJV6GVIXz...	page_view	Null	Null	Null	Null	\$0.0
			2025-08-27 09:40:07...	https://www.spiritly.com/checkouts/cn/hWN2HFdyzcJV6GVIXz...	page_view	Null	Null	Null	Null	\$0.0
			2025-08-30 00:23:25...	https://www.spiritly.com/products/vibe-vodka-700ml-with-gift...	page_view	google	21808197282	cpc	\$0.0	
			2025-08-30 00:23:44...	https://www.spiritly.com/checkouts/cn/hWN2HFdyzcJV6GVIXz...	page_view	Null	Null	Null	Null	\$0.0
			2025-08-30 00:25:13...	https://www.spiritly.com/checkouts/cn/hWN2HFdyzcJV6GVIXz...	page_view	Null	Null	Null	Null	\$0.0
			2025-08-30 00:25:13...	https://www.spiritly.com/checkouts/cn/hWN2HFdyzcJV6GVIXz...	page_view	Null	Null	Null	Null	\$0.0
			2025-08-30 00:25:13...	https://www.spiritly.com/checkouts/cn/hWN2HFdyzcJV6GVIXz...	purchase	Null	Null	Null	Null	\$124.9
			2025-08-22 12:21:22...	https://www.spiritly.com/collections/all-products	page_view	FB	[BAVS] Conversion    07    Relaunch    507	paid	\$0.0	
			2025-08-22 19:28:22...	https://www.spiritly.com/collections/all-products	page_view	FB	[BAVS] Conversion    07    Relaunch    507	paid	\$0.0	
2025-08-22 19:32:06...	https://www.spiritly.com/collections/all-products/products/lux...	page_view	Null	Null	Null	Null	\$0.0			
2025-08-22 19:33:45...	https://www.spiritly.com/checkouts/cn/hWN26YnuMTI70p1c3...	page_view	Null	Null	Null	Null	\$0.0			

User Pseudo Id	Customer N.	Session ..	Event Timestamp	page_url_cleaned	Event Name	Session Sou..	Session Campaign	Sessio..	Total Sales	
426085130.1..	Jerry Braden	1	2025-08-19 12:19:16...	https://www.spiritly.com/products/vibe-blueberry-alcoholic-so...	page_view	google	21808197282	cpc	\$0.00	
			2025-08-19 12:21:27...	https://www.spiritly.com/collections/all-products	page_view	Null	Null	Null	Null	\$0.00
			2025-08-19 12:22:25...	https://www.spiritly.com/checkouts/cn/hWN1ynGFzYRor7Ck7...	page_view	Null	Null	Null	Null	\$0.00
			2025-08-19 12:22:25...	https://www.spiritly.com/checkouts/cn/hWN1ynGFzYRor7Ck7...	page_view	Null	Null	Null	Null	\$0.00
			2025-08-19 12:22:25...	https://www.spiritly.com/checkouts/cn/hWN1ynGFzYRor7Ck7...	purchase	Null	Null	Null	Null	\$59.73
			2025-08-19 12:26:37...	https://www.spiritly.com/	page_view	Null	Null	Null	Null	\$0.00
			2025-08-19 12:26:46...	https://www.spiritly.com/collections/spirits	page_view	Null	Null	Null	Null	\$0.00
			2025-08-19 12:26:49...	https://www.spiritly.com/	page_view	Null	Null	Null	Null	\$0.00
			2025-08-19 12:26:52...	https://www.spiritly.com/collections/accessories	page_view	Null	Null	Null	Null	\$0.00
			2025-08-19 12:26:58...	https://www.spiritly.com/	page_view	Null	Null	Null	Null	\$0.00
			2025-08-19 12:27:09...	https://www.spiritly.com/collections/gift-packs	page_view	Null	Null	Null	Null	\$0.00
			2025-08-19 12:27:22...	https://www.spiritly.com/collections/gift-packs/products/luxe...	page_view	Null	Null	Null	Null	\$0.00
			2025-08-19 12:27:52...	https://www.spiritly.com/checkouts/cn/hWN1ynGFzYRor7Ck7...	page_view	Null	Null	Null	Null	\$0.00
			2025-08-19 12:27:52...	https://www.spiritly.com/checkouts/cn/hWN1ynGFzYRor7Ck7...	purchase	Null	Null	Null	Null	\$0.00

Within the short analysis period, 4 out of 36 unique customers (≈ 11%) made a repeat purchase. Their journeys looked like this:

- Shane: 1st via Facebook Ads → 2nd via Email
- Peter: 1st via Facebook Ads → 2nd via Direct visit
- Maria: 1st via Google Ads → 2nd via Facebook Ads
- Jerry: 1st via Google Ads → 2nd within the same session

While return rates are still early-stage, the fact that repeat purchases came through different channels (ads, email, direct) shows that multi-touch engagement matters. Spiritly should:

- Strengthen email flows (post-purchase offers, loyalty perks, reminders) since Shane converted this way.
- Optimize retargeting campaigns on Facebook/Google to re-engage past buyers like Maria and Peter.
- Explore bundle or limited-release campaigns to encourage same-session add-ons like Jerry's behavior.

## Q - WHAT ARE SOME OF THE CUSTOMER STATS THAT CAN BE FOUND? (AOV, VISITORS VS BUYERS %)

Purpose: To establish a baseline view of performance and customer quality.



### Recommendation

Out of 1,413 visitors during the analysis period, 36 completed a purchase — giving Spiritly an approximate conversion rate of 2%.

Total Visits : 1,413 (Unique Pseudo IDs)

Unique Customers : 36

Purchases Made : 40

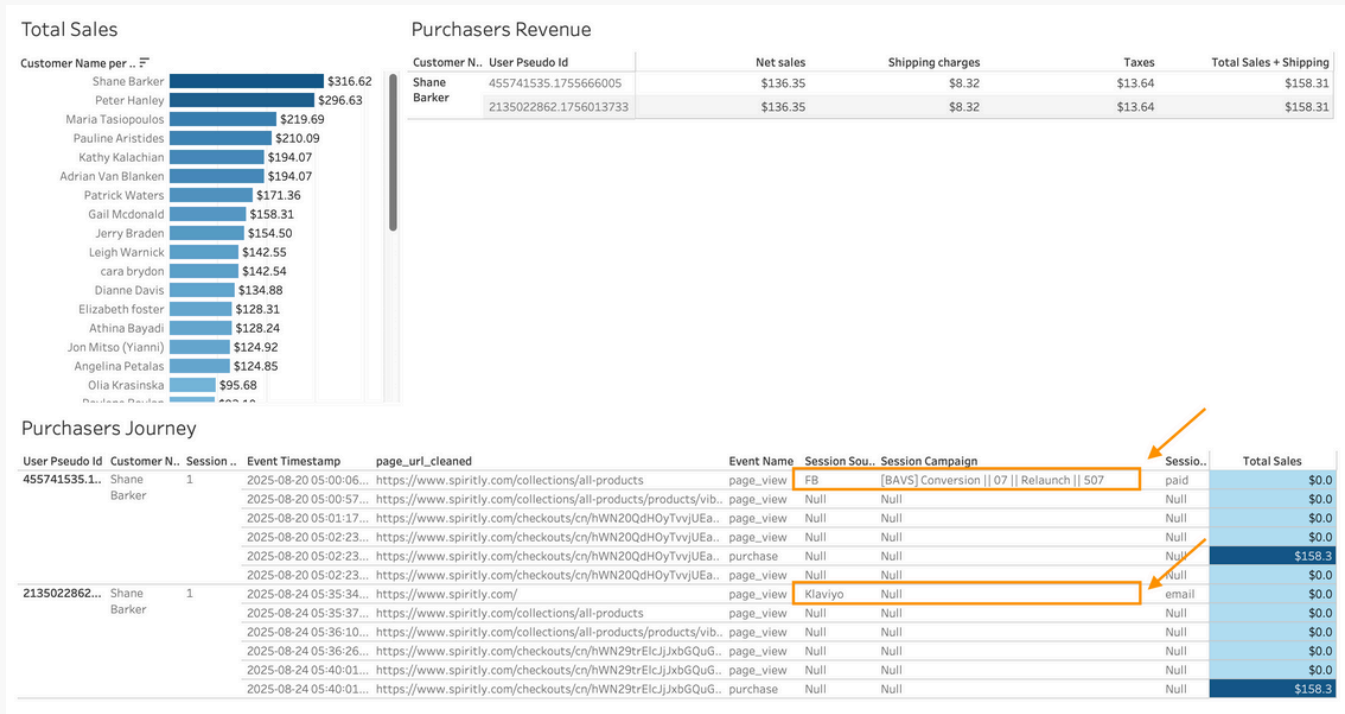
Total Sales : \$4,278

AOV : \$106.95

- To improve conversion, Spiritly should introduce urgency-based tactics such as limited-time offers, low-stock alerts, or seasonal bundles that encourage visitors to purchase on their first visit.
- Additionally, since most visitors leave without purchasing, Spiritly should prioritize email capture and retargeting. Simple pop-ups or incentives (e.g., 10% off first order, recipe guides, cocktail pairings) can help collect contact details. This ensures non-converting visitors are added into email flows and retargeting ads, creating multiple chances to bring them back and convert later.

# Q - HOW DO THE DIFFERENT MARKETING CHANNELS/CAMPAIGNS COMPLIMENT ONE ANOTHER?

Purpose: To uncover whether Spiritly's marketing touchpoints are working together to drive conversions, or if they're operating in silos.



## Recommendation

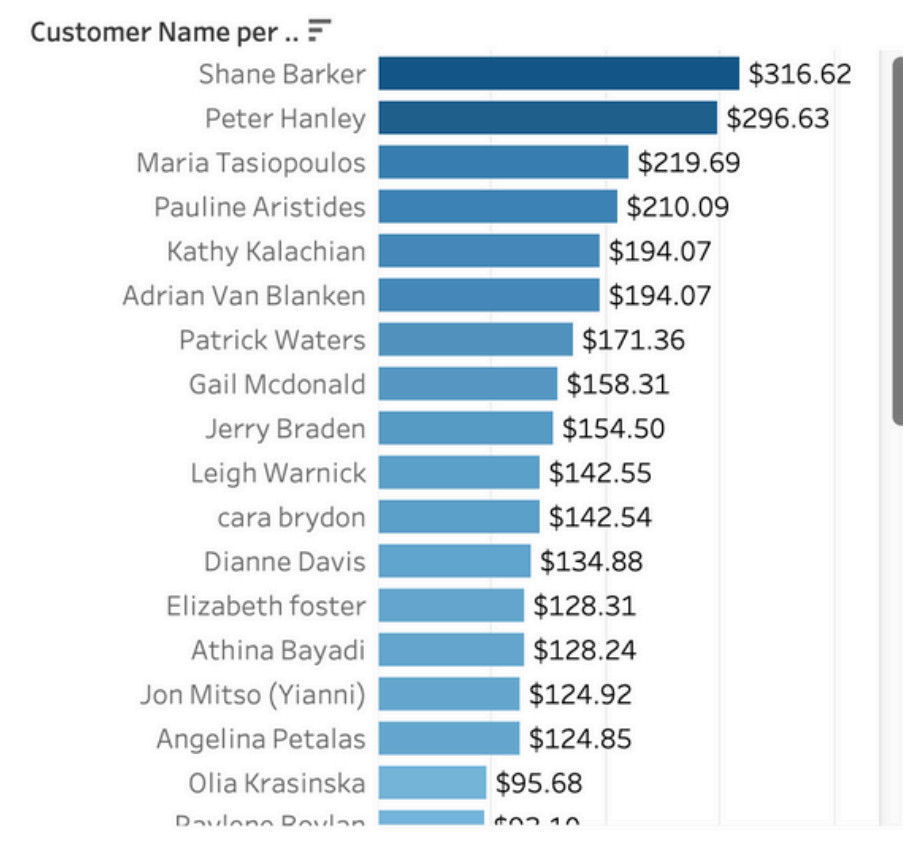
Thinking big picture means viewing each platform not in silos, but as part of a holistic growth strategy. Each channel — Facebook Ads, Google Ads, Email, and Direct — plays a unique role in guiding customers through discovery, consideration, and purchase.

For example, one buyer made their first purchase immediately after clicking a Facebook Ads campaign. Just four days later, they engaged with Spiritly's newsletter email, clicked through, and made another purchase within a single session.

Spiritly should design marketing campaigns with defined roles for each channel:

- Use Facebook and Google Ads for first-touch awareness and discovery.
- Deploy email sequences to deepen engagement and encourage repeat purchases (e.g., personalized offers, loyalty programs).
- Leverage retargeting ads to re-engage visitors who didn't convert on their first session.

### Total Sales



### Purchasers Revenue

Customer Name	User Pseudo Id	Net sales	Shipping charges	Taxes	Total Sales + Shipping
Leigh Warnick	143976593.1756285682	\$109.09	\$22.55	\$10.91	\$142.55
Shane Barker	455741535.1755666005	\$136.35	\$8.32	\$13.64	\$158.31
	2135022862.1756013733	\$136.35	\$8.32	\$13.64	\$158.31
Tamas Medve	1339106199.1756355366	\$72.72	\$6.15	\$7.27	\$86.14

### Customer Name per Purchased ..

- Gail Mcdonald
- Gina Desmond
- Graham Jackson
- Jakarra Rayner
- Jerry Braden
- Jodi Sherred
- Jon Mitso (Yianni)
- Kathy Kalachian
- Leigh Warnick
- Malcolm Smith
- Maria Tasiopoulos
- murray Elliott
- Olia Krasinska
- Patrick Waters
- Pauline Aristides
- Peter Hanley
- Raylene Boylan
- Rosemary Klein
- Shane Barker
- Tamas Medve
- Trevor Walker

### Purchasers Journey

User Pseudo Id	Customer Name	Session ..	Event Timestamp	page_url_cleaned	Event Name	Session Sou..	Session Campaign	Sessio..	Total Sales
143976593.1..	Leigh Warnick	1	2025-08-27 09:08:02...	https://www.spiritly.com/	page_view	Klaviyo	(organic)	email	\$0.0
			2025-08-27 09:08:05...	https://www.spiritly.com/collections/all-products	page_view	Null	Null	Null	\$0.0
			2025-08-27 09:08:43...	https://www.spiritly.com/	page_view	Null	Null	Null	\$0.0
			2025-08-27 09:08:46...	https://www.spiritly.com/collections/all-products	page_view	Null	Null	Null	\$0.0
			2025-08-27 09:08:59...	https://www.spiritly.com/	page_view	Klaviyo	(organic)	email	\$0.0
			2025-08-27 09:09:03...	https://www.spiritly.com/collections/all-products	page_view	Null	Null	Null	\$0.0
			2025-08-27 09:09:36...	https://www.spiritly.com/cart	page_view	Null	Null	Null	\$0.0
			2025-08-27 09:09:46...	https://www.spiritly.com/checkouts/cn/hWN2HJ3I9LePzE3WV..	page_view	Null	Null	Null	\$0.0
			2025-08-27 09:10:59...	https://www.spiritly.com/checkouts/cn/hWN2HJ3I9LePzE3WV..	page_view	Null	Null	Null	\$0.0
			2025-08-27 09:10:59...	https://www.spiritly.com/checkouts/cn/hWN2HJ3I9LePzE3WV..	purchase	Null	Null	Null	\$142.6
455741535.1..	Shane Barker	1	2025-08-20 05:00:06...	https://www.spiritly.com/collections/all-products	page_view	FB	[BAVS] Conversion    07    Relaunch    507	paid	\$0.0
			2025-08-20 05:00:57...	https://www.spiritly.com/collections/all-products/products/vib..	page_view	Null	Null	Null	\$0.0
			2025-08-20 05:01:17...	https://www.spiritly.com/checkouts/cn/hWN20QdHOyTvvjUEa..	page_view	Null	Null	Null	\$0.0
			2025-08-20 05:02:23...	https://www.spiritly.com/checkouts/cn/hWN20QdHOyTvvjUEa..	page_view	Null	Null	Null	\$0.0
			2025-08-20 05:02:23...	https://www.spiritly.com/checkouts/cn/hWN20QdHOyTvvjUEa..	purchase	Null	Null	Null	\$158.3
			2025-08-20 05:02:23...	https://www.spiritly.com/checkouts/cn/hWN20QdHOyTvvjUEa..	page_view	Null	Null	Null	\$0.0
1339106199...	Tamas Medve	1	2025-08-28 04:29:26...	https://www.spiritly.com/	page_view	google	(organic)	organic	\$0.0
			2025-08-28 04:30:43...	https://www.spiritly.com/collections/all-products	page_view	Null	Null	Null	\$0.0
			2025-08-28 04:32:41...	https://www.spiritly.com/collections/all-products/products/sig..	page_view	Null	Null	Null	\$0.0
			2025-08-28 04:34:26...	https://www.spiritly.com/checkouts/cn/hWN2JD7iPoTo1xTlihx..	page_view	Null	Null	Null	\$0.0
			2025-08-28 04:34:26...	https://www.spiritly.com/checkouts/cn/hWN2JD7iPoTo1xTlihx..	page_view	Null	Null	Null	\$0.0

### Highlight Customer Name per P..

### Highlight Session Source

### Highlight Session Number

### Highlight Event Name

# SPIRITLY - Customer Stats

Total Visits : 1,413 (Unique Pesudo IDs)

Unique Customers : 36  
 Purchases Made : 40  
 Total Sales : \$4,278  
 AOV : \$106.95

## Landing Page & Purchasers

page_url_cleaned	
https://www.spiritly.com/collections/all-products	23
https://www.spiritly.com/	11
https://www.spiritly.com/products/vibe-vodka-700ml	7
https://www.spiritly.com/collections/spirits	6
https://www.spiritly.com/products/vibe-vodka-700ml-with-gift-box-tri-pack	3
https://www.spiritly.com/products/vibe-vodka-700ml-with-gift-box-twin-pack	2
https://www.spiritly.com/products/vibe-blueberry-alcoholic-soda-cans-6-zero-sugar-24-pack	1
https://www.spiritly.com/products/vibe-blueberry-alcoholic-soda-8-pack	1
https://www.spiritly.com/products/signature-700ml-vibe-vodka-2-glasses	1
https://www.spiritly.com/products/luxe-700ml-vibe-vodka-1-candle-1-glass	1
https://www.spiritly.com/products/grande-700ml-vibe-vodka-1-candle-and-2-glasses	1
https://www.spiritly.com/pages/stockists	1
https://www.spiritly.com/collections/spirits/products/vibe-vodka-700ml-with-gift-box-twin-..	1
https://www.spiritly.com/collections/spirits/products/vibe-vodka-700ml-with-gift-box-tri-p..	1
https://www.spiritly.com/collections/spirits/products/vibe-vodka-700ml	1
https://www.spiritly.com/collections/all-products/products/vibe-vodka-700ml-with-gift-box..	1
https://www.spiritly.com/collections/all-products/products/vibe-vodka-700ml	1

## Source Count

Session Source	
FB	36
google	15
Null	13
Klaviyo	3
bing	1

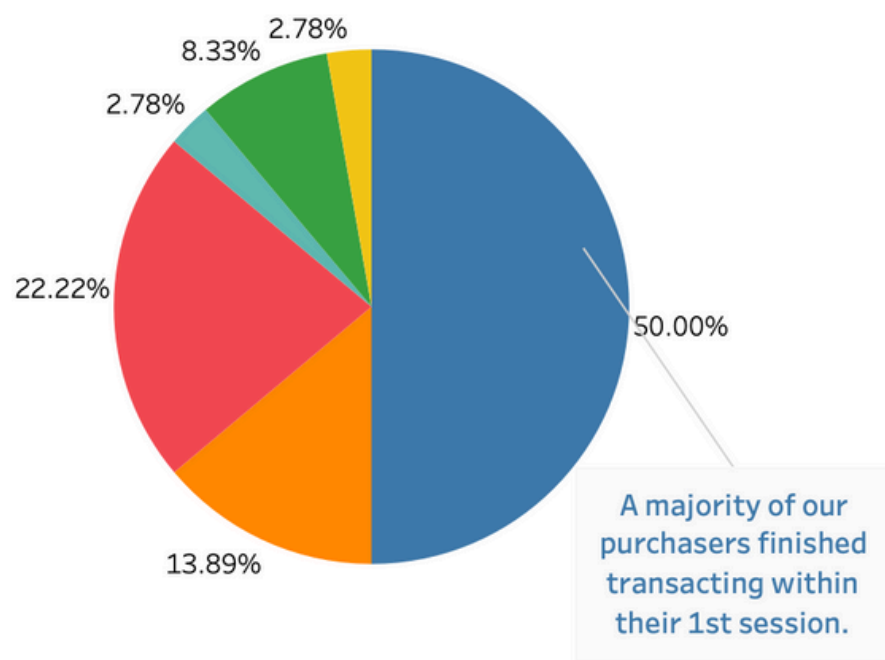
## Session Source

Null bing FB google Klaviyo

## Session Start Campaign & Purchasers

Session Source	Session Medium	Session Campaign	
Null	Null	Null	13
bing	organic	(organic)	1
FB	paid	[BAVS] Conversion    07    Relaunch    507	22
		[BAVS] Conversion    AU    ABO    10    Promos	13
		[BAVS] Conversion    AU    ABO    09    Creative Test	1
google	cpc	21808197282	6
		21794864817	5
	organic	(organic)	4
Klaviyo	email	Null	2
		(organic)	1

## Session Numbers & Purchasers Pie Chart



## Max Session per Purchaser

- 1
- 2
- 3
- 4
- 5
- 14

## Session Numbers & Purchasers

Customer Name per Purch..	
Adrian Van Blanken	1
Amanda Drake	1
Angelina Petalas	14
Arthur Papastamopoulos	2
Athina Bayadi	5
cara brydon	3
Charmaine Morel	1
Cordelia Kyriacou	2
David Richardson	1
Debbie Mihalec	1
Deborah Lindley	1
Dianne Davis	3
eliza giroto	1
Elizabeth foster	4
Gail Martin	3
Gail Mcdonald	5
Gina Desmond	1
Graham Jackson	1
Jakarra Rayner	1
Jerry Braden	3
Jodi Sherred	1

The most number of sessions a customer needed before purchasing is 14.

The landing page that's most used is the Collections / All Products page.

Facebook continues to be the leading source of campaign.

The [BAVS] Conversion || 07 || Relaunch || 507 in particular has produced the most session\_start events.



**Visit Our Website:**

<https://projects.datadashly.com>