

# EMAIL MARKETING PERFORMANCE

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DEC 2023

## CTE & Joins

LinkedIn Coding Challenge

Intermediate

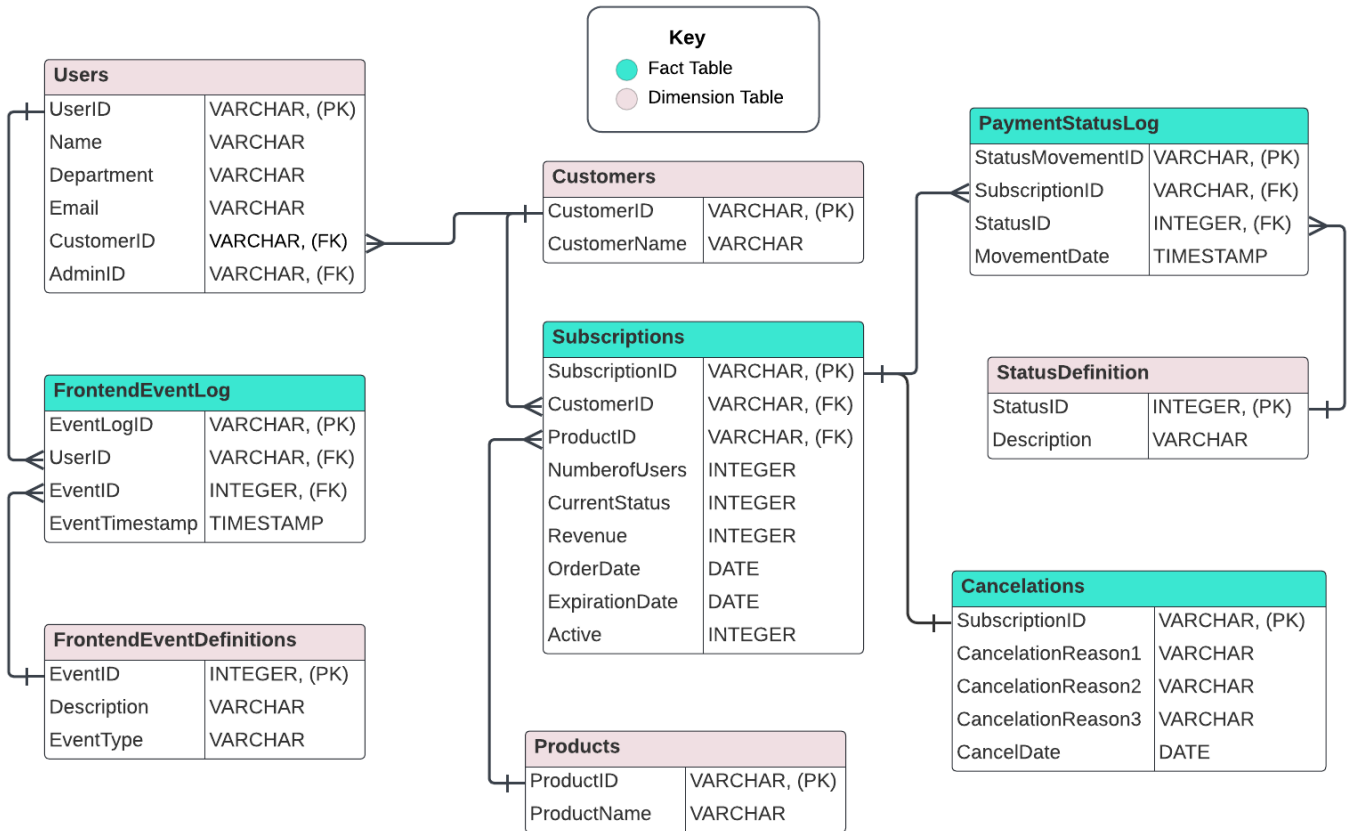
A marketing team manager wants to know how many users in a recent email campaign have clicked the link in the email. During the planning for the campaign, front-end engineers placed a tag whose trigger is register as **eventid 5** in the **FRONTENDEVENTDEFINITIONS** table.

Use this information to find the number of link clicks per user.

# INPUT FORMAT

The source tables are **FRONTENDEVENTDEFINITIONS** and **FRONTENDEVENTLOG**

## Main Data Model



## CODE SOLUTION

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```
WITH clicks_total AS
(
SELECT
log.USERID,
count(log.EVENTLOGID) as clicks
FROM fronteventdefinitions def
JOIN fronteventlog log
ON log.EVENTID = def.EVENTID
WHERE def.EVENTID = 5
GROUP BY log.USERID
)
```

```
SELECT
clicks as NUM_LINK_CLICKS,
count(USERID) AS NUM_USERS
FROM clicks_total
GROUP BY NUM_LINK_CLICKS
```

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## SOLUTION PROCESS

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- CTE and JOIN functions: The JOIN function matches each email click instance to the corresponding event definition in order to filter for EventID 5 using WHERE. COUNT tracks each event recorded in the log.
  - Group By function: This aggregates the results per each unique identifier. Note that the first value selected in a CTE must always appear in a GROUP BY function
  - Select function: Extracting **clicks** from CTE to count users in each event and then using GROUP By to show how many users have the same frequency of firing the click tag
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# OUTPUT

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| NUM\_LINK\_CLICKS | NUM\_USERS |

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| 1 | 3 |

| 2 | 2 |

| 3 | 1 |

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