

Project 6

Evaluate a Display Campaign



Assumptions

Marketing Objective: You are running an advertising campaign with the goal of signing up students for the Digital Marketing Nanodegree

Cost: The cost of the degree is \$999

Profit: For the purpose of this assignment, assume a profit margin of 30%, meaning that Udacity makes \$299 in profit per student that signs up.

Campaigns: We want to aggressively grow the program, but, we want to do it without losing money. We ran two different advertising campaigns. One was a display advertising campaign, one a video advertising campaign.

Formulas:

Conversion Assumption: 0.2% Conversion via Landing page

Calculating #of Sign Ups: Clicks to the landing page
*0.002 = # of Student Sign Ups

Note: Please round to the nearest whole number

CPA: Cost of Campaign/# sign ups = CPA

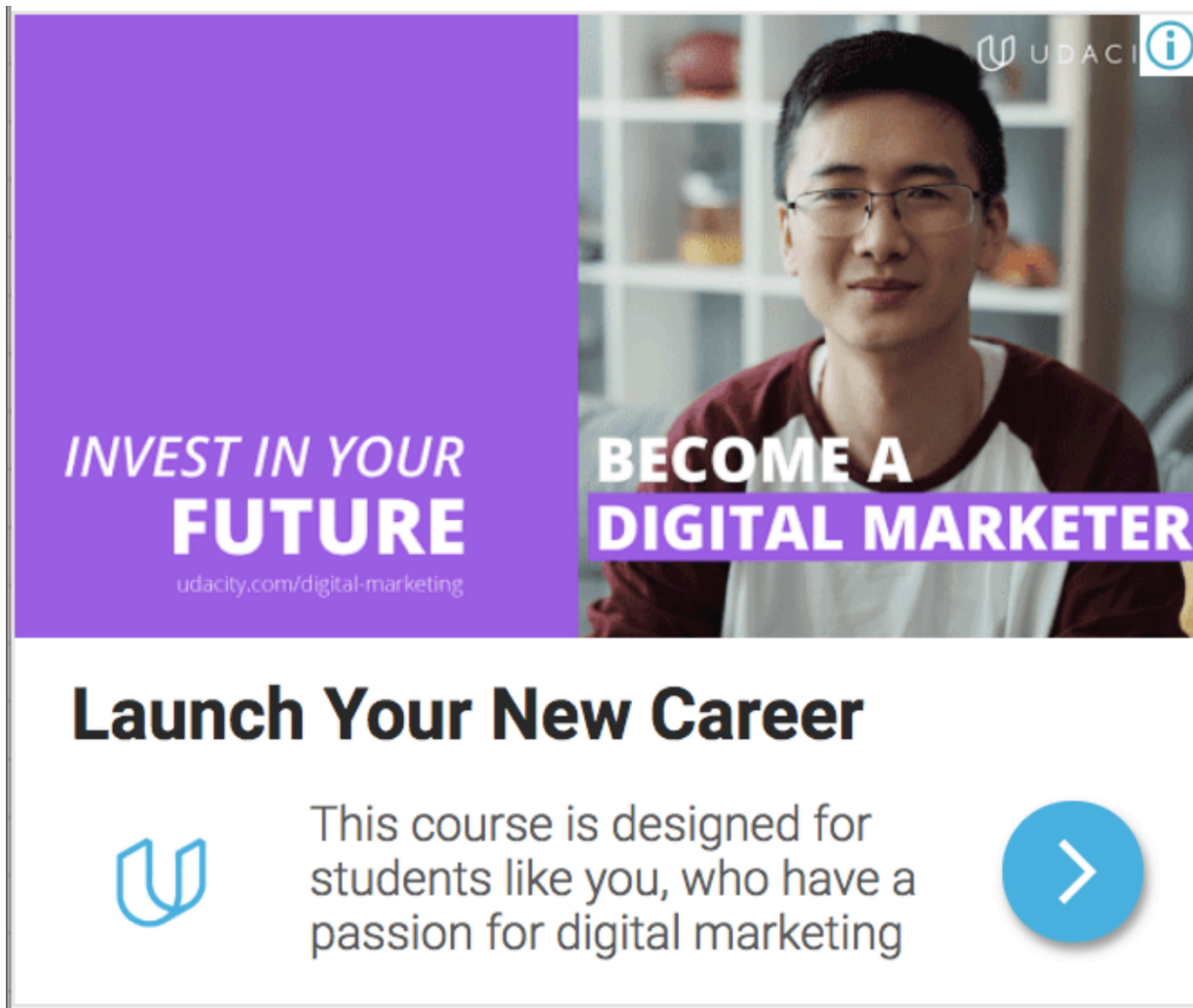
Note: Please round to the nearest cent

ROI: [(299 Profit) - CPA] * # of Student Sign Ups = ROI

Display Image Campaign: Overall Results

Find below the overall results of the Display Image Campaign targeting the Affinity Audience. The Affinity Audience consisted of Business Professionals Social Media Enthusiasts.



Ad group ↑	Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type	Active b
Affinity Audience	Campaign ended	\$3.00 (enhanced)	--	1,243	200,957	0.62%	\$0.36	\$448.95	Display	None



The advertisement features a purple background on the left with the text "INVEST IN YOUR FUTURE" and the URL "udacity.com/digital-marketing". On the right, there is a photo of a man with glasses, with the text "BECOME A DIGITAL MARKETER" overlaid. The Udacity logo is in the top right corner of the photo area.

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DIGITAL MARKETING
NANO DEGREE PROGRAM

Results:

Calculate the ROI

- 1. Present the results of the overall campaign by completing the table below.
- 2. Highlight Key Results
- 3. What was the overall ROI of the campaign? Was it Positive or Negative?

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	1,243	200,957	0.62%	\$0.36
Cost	Conversion Rate	# New Students	CPA	ROI +/-
448.95	0.2%	2	\$224.50	ROI (+) \$149.00

How would you optimize this campaign?

Provide at least three suggestions to improve this campaign. (Answers might include things like: A/B testing, different creative, changes to targeting)


Suggestion 1: Change creative one more A/B testing.



Suggestion 2: Keywords: work off of this campaigns successful key words

Suggestion 3: Research using tools like Google AdWords, and SEMrush (or a combination of both) what target audience, demographics, etc are looking for Digital Marketing education/training. Will help identify where the users are in their customer journey.

Display Image Campaign: Site Targeting

Find below the overall results of the Display Image Campaign targeting placements (site targeting). This audience consists of the Digital Marketing partners' landing pages.

Ad group 	Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type	Active bid
Site Targeting	Campaign ended	\$5.00 (enhanced)	--	407	67,833	.6%	\$0.57	\$231.99	Display	None



After graduating, you'll be ready to join a large corporation or a small firm, or even go independent as a freelance digital marketer.


Anke A. | Program Lead, Digital Marketing

Enroll Today >

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Results: Calculate the ROI

- 1. Present the results of the overall campaign by completing the table below.
- 2. What was the overall ROI of the campaign? Was it Positive or Negative?

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	407	67,833	0.6%	\$0.57
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$231.99	0.2%	1	\$232.00	ROI (+) \$67.00

How would you optimize this campaign?

Provide at least three suggestions to improve this campaign. (Answers might include things like: A/B testing, different creative, changes to targeting etc...)

Suggestion 1: Conduct and A/B testing with as followed

A: Keep existing ad creative but update copy. B: Keep existing copy but update ad creative.

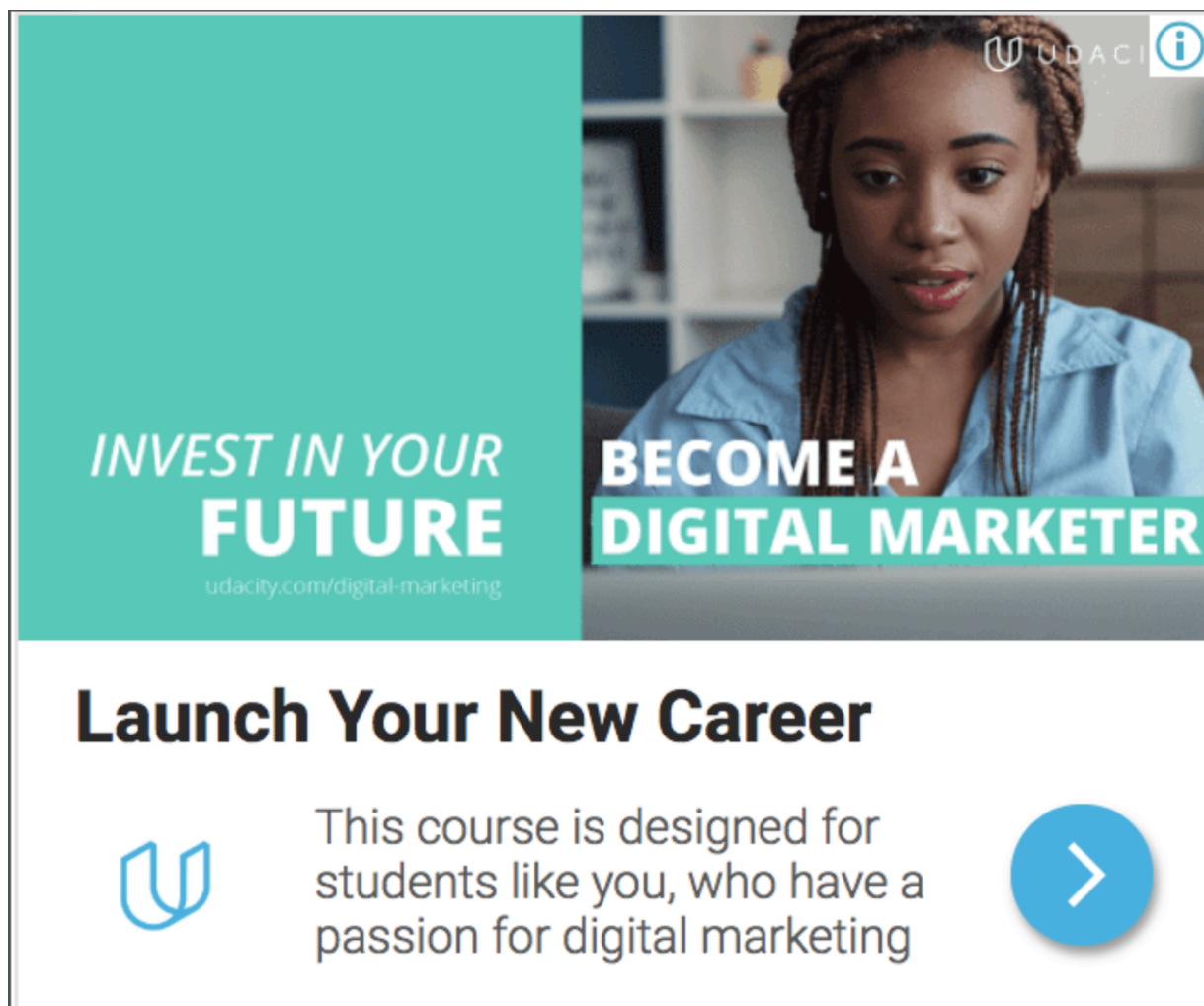
Suggestion 2: Develop a new set of keyword based on target persona to be used for A/B testing above.

Suggestion 3: Use new set of keywords and change targeting audience.

Display Image Campaign: Overall Results

Review below the overall results of the Display Image Campaign targeting visitors to the Digital Marketing Nanodegree Program landing page

		Ad group 	Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type
		Remarketing	Campaign ended	\$3.00 (enhanced)	--	670	109,994	.61%	\$0.35	\$234.50	Display



The ad is a rectangular banner. The top half is split: the left side has a teal background with the text "INVEST IN YOUR FUTURE" in white, and the right side shows a woman with braids looking at a laptop with the text "BECOME A DIGITAL MARKETER" in white. The bottom half has a white background with the text "Launch Your New Career" in bold black, followed by a description of the course and a blue button with a white arrow. The Udacity logo is in the top right corner, and the Digital Marketing Nanodegree Program logo is in the bottom right corner.

INVEST IN YOUR FUTURE
udacity.com/digital-marketing

BECOME A DIGITAL MARKETER

Launch Your New Career

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DIGITAL MARKETING
NANO DEGREE PROGRAM

Results: Calculate the ROI

1. Present the results of the overall campaign by completing the table below.
2. What was the overall ROI of the campaign? Was it Positive or Negative?

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	670	109,994	.61%	\$0.35
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$234.50	0.2%	1	\$235	ROI (+) \$64.00

How would you optimize this campaign?

Provide at least three suggestions to improve this campaign. (Answers might include things like: A/B testing, different creative, adding or changes to targeting, etc...)

Suggestion 1: Another A/B testing with ad creative

Suggestion 2: Change targeting audience and match keyword to customer journey in the desire and action stage.

Suggestion 3: Change landing page to appeal to new target audience and match customer journey in the desire and action stage.

Which campaign performed the best? Why?

Campaign “Affinity Audience” performed the best. It had the best ROI (+) \$149.00

- ◆ This campaign had the most clicks (better opportunities)
- ◆ The most impressions
- ◆ Highest CTR
- ◆ Finally, the second lowest average CPC

Recommendations for future campaigns

- Two tactics: A) Expand list of keywords with keywords similar to best performing keywords in the “Affinity Audience” campaign, and B) pause keywords with high CPC
- Using new keywords: two new sets of ad groups for each “Affinity Audience” and “Remarketing” campaign keeping same ad creative.
- Using new keywords: two new sets of ad groups for each “Affinity Audience” and “Remarketing” campaign using new ad creative.
- No changes to landing page yet. Id like to keep the brand and message of the landing page consistent. Helps build confidence and affinity at user level.