

A professional photograph of two people in an office setting. A woman with short blonde hair and glasses, wearing a yellow vest over a patterned top, looks thoughtfully at a man. The man, wearing a grey sweater over a light blue shirt, holds a dark coffee cup and looks up. The background shows office blinds.

Project 5: Run an AdWords Campaign (Part 2)

Campaign Evaluation

Campaign Approach

Description, Marketing Objective & KPI

1. Approach Description

My assigned course is my own business. The approach to this AdWords campaign began with defining the goal for this SEM campaign. The goal is to increase website traffic as the customer is in the awareness stage. Then, the target persona was reviewed: Collage degree, women only, lives in USA, ages 33-60 frustrated with an ocean of hair care products with false claims and poor performance, frustrated disappointed about her hair loss, fine, lifeless hair. Reflecting on customer intent, I found that they search for both basic terms like bad hair but also specific terms like cosmeceuticals. This customer is looking for a treatment(s) to slow down hair loss, dry hair, fragile hair, dull hair, etc. Anuva manufactures high quality high performance hair care products for women suffering from hair loss and scalp issue. Learn more at <http://www.anuvahair.com>

A list of keyword, evaluating and optimization using MOZ keeping in mind marketing objective and target persona was created. The list was then further revised to make it more relevant to the target audience. The structure was composed based on the final keywords selected for each ad group. Then each ad group was approached with ad copy to reflect its own individuality but maintaining focus on target persona. The idea is to have use branded, non-branded, head and tails keywords relevant to the audience. There was some art to choosing the content and mix of keywords.

2. Marketing Objective & KPI

Marketing Objective:

Increase website traffic, 100 new visitors with a Budget of \$50 over five days.

Start: 10-10-2018 End date: 10-15-2018

Primary KPI:

The amount of new website visitors in 5 days

Start: 10-10-2018 End date: 10-15-2018

Ad Groups

Ads and Keywords

Ad Group #1A: Ads & Keyword Lists

The screenshot shows the Google Ads interface for creating a new campaign. The top navigation bar includes the URL ads.google.com/aw/adgroups/new/search?campaignId=1592223823&ocid=20, the title "Digital Marketing Nanodegree - Udacity", and the user "Udacity DMND - Google Ads". The top right corner shows contact information: 873-789-3111, Udacity DMND, and the email 8barrera@gmail.com.

The main workflow steps are: Select campaign settings (checkmark), Set up ad groups (checkmark), Create ads (step 3, highlighted in blue), and Confirmation (step 4). A message in the top right says "In this campaign: ① This campaign has no ad groups".

The "Create ads" section shows an ad group named "Anuva increase traffic campaign_A" with keywords like "hair", "hair care", "dry hair", "brittle hair", "fine hair", "anti-aging hair", "cosmeceutical hair products", "science hair care", "art hair products", "dry scalp", "anuva hair", "anuva hair care", "anuva dry hair", "anuva brittle hair", "anuva fine hair", "anuva anti-aging hair", "anuva cosmeceutical hair care", "anuva science hair care", "anuva art hair care", and "anuva dry scalp".

The "New text ad" section displays the following details:

- Final URL: <http://anuvahair.com>
- Headline 1: Hair loss for women (19 / 30)
- Headline 2: Scalp treatment solutions (25 / 30)
- Headline 3: Anti-aging hair care (20 / 30)
- Display path: anuvahair.com / Cosmeceuticals / Anti-aging

The "Mobile" preview shows the ad card with the headline "Hair loss for women | Scalp treatment solutions | Anti-aging hair care" and the URL "anuvahair.com/Cosmeceuticals/Anti-aging". Below the preview, a note states: "Your ad might not always include all your text. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)".

Keyword List:

Anuva increase traffic campaign_1A

hair, hair care, dry hair, brittle hair, fine hair, anti-aging hair, cosmeceutical hair products, science hair care, art hair products, dry scalp, anuva hair, anuva hair care, anuva dry hair, anuva brittle hair, anuva fine hair, anuva anti-aging hair, anuva cosmeceutical hair care, anuva science hair care, anuva art hair care, anuva dry scalp

Ad Group #1B: Ads & Keyword Lists

In this campaign: ! This campaign has no ad groups X

3 Create ads

4 Confirmation

Ad group: Anuva increase traffic campaign_B
Keywords: "Dry scalp", itchy scalp, oily scalp, flaky scalp, "hair loss", "thinning hair", fragile hair, lifeless hair, dull hair, brassy hair, aging hair, scalp issues, "colored hair", maintenance hair products, bleached hair, over processed hair, flat hair, stingy hair, oily hair, "bad hair"

+ NEW AD

New text ad

Final URL
<http://anuvahair.com>

Headline 1
Solutions for dry scalp

Headline 2
Hair care maintenance products

Headline 3
Relief for flaky itchy scalp

Display path ②
anuvahair.com / lifeless hair / bad hair

1 of 2 previews < >

Mobile

Solutions for dry scalp | Hair care maintenance products | Relief for flaky itchy scalp
[Ad] anuvahair.com/lifeless_hair/bad_hair

Learn what to do for healthy hair and scalp

Your ad might not always include all your text. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)

Keyword List:

Ad group two Anuva increase traffic campaign_1B

Dry scalp, itchy scalp, oily scalp, flaky scalp, loss of hair, thinning hair, fragile hair, lifeless hair, dull hair, brassy hair, aging hair, scalp issues, colored hair, maintenance hair products, bleached hair, over processed hair, flat hair, stingy hair, oily hair, bad hair

ads.google.com/aw/adgroups/new/search?campaignId=1592223823&ocid=20

Udacity DMND - Google Ads Digital Marketing Nanodegree - Udacity Anuva Hair : What Student Hub

B25344-Israel > New ad group

Set up ad group Create ads

Create ads

Ad group: Anuva traffic_2A
Keywords: organic, natural, pesticide free, chemical free, organic hair, organic hair care, natural hair, natural hair care, organic products, natural products, organic products, natural hair care products, balancing, balancing scalp, balancing scalp shampoo, balancing scalp treatment, scalp benefit, scalp benefit shampoo, balancing scalp benefit, scalp benefit treatment

+ NEW AD

Scalp treatment benefits | Women lo...
[Ad] www.anuvahair.com/Organic/N...
Anuva identifies and treats scalp issu...

Hair loss prevention for women | Res...
[Ad] anuvahair.com/fuller_hair/shiny...
Learn the secrets to fuller, thicker, he...

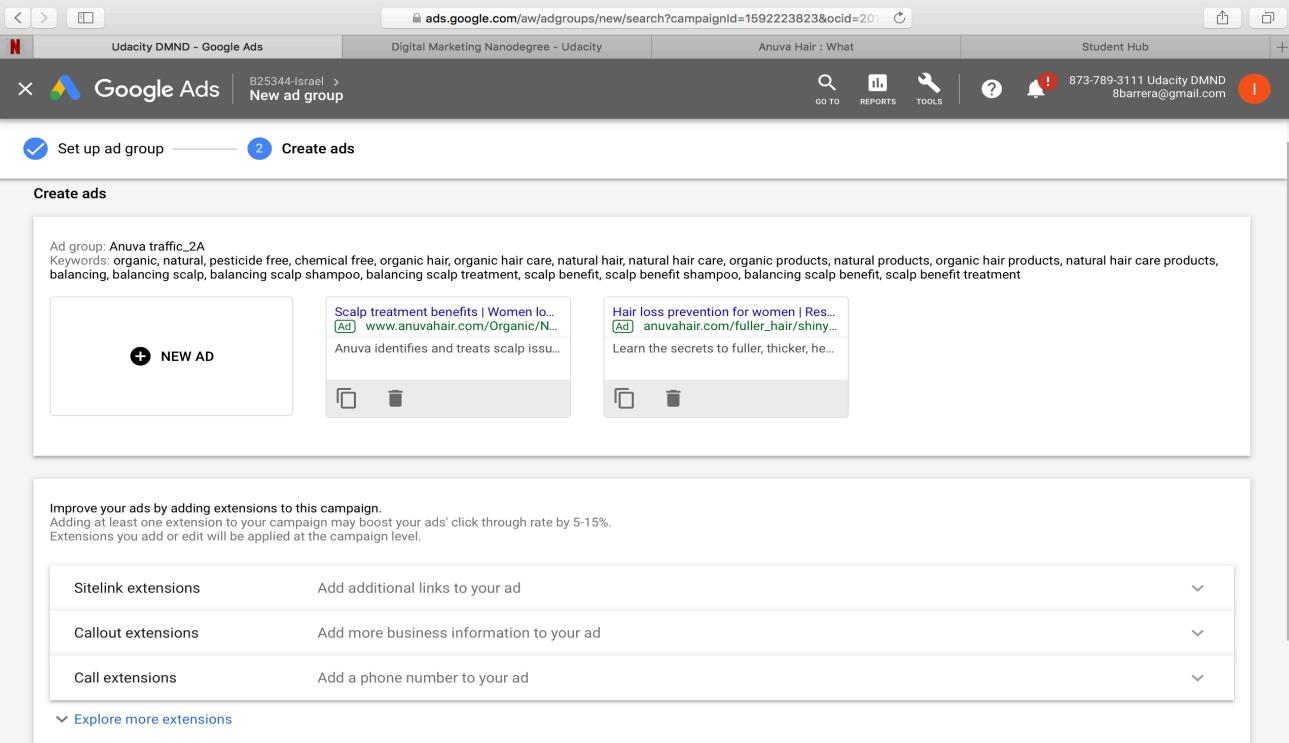
Improve your ads by adding extensions to this campaign.
Adding at least one extension to your campaign may boost your ads' click through rate by 5-15%.
Extensions you add or edit will be applied at the campaign level.

Sitelink extensions Add additional links to your ad

Callout extensions Add more business information to your ad

Call extensions Add a phone number to your ad

▼ Explore more extensions



Keyword List:

Anuva increase traffic campaign_2

organic, natural, pesticide free, chemical free, organic hair, organic hair care, natural hair, natural hair care, organic products, natural products, organic hair products, natural hair care products, balancing, balancing scalp, balancing scalp shampoo, balancing scalp treatment, scalp benefit, scalp benefit shampoo, balancing scalp benefit, scalp benefit treatment

Campaign Evaluation

Results, Analysis and Recommendations

Key Campaign Results (Campaign & Ad Groups)

| Ad Group | Max. CPC Bid | Impr. | Clicks | CTR | Avg. Cost per Click | Conversions | CR | Cost per Conversion | Cost |
|------------------------------------|--------------|--------------|-----------|--------------|---------------------|-------------|--------------|---------------------|---------------|
| Anuva increase traffic campaign_1A | \$3.00 | 2,926 | 8 | 0.27% | \$0.50 | 0 | 0.00% | \$0.00 | \$3.98 |
| Anuva increase traffic campaign_1B | \$3.00 | 152 | 0 | 0.00% | \$0.00 | 0 | 0.00% | \$0.00 | \$0.00 |
| Anuva increase traffic campaign_2 | \$3.00 | 2,653 | 5 | 0.19% | \$0.17 | 0 | 0.00% | \$0.00 | \$0.87 |
| Total | | 5,731 | 13 | 0.23% | \$0.37 | 0 | 0.00% | \$0.00 | \$4.85 |

Key Campaign Results (Ads)

| Ad | Clicks | CTR | Avg. Cost per Click | Conversions | CR | Cost per Conversion |
|-------------------|--------|-------|---------------------|-------------|-------|---------------------|
| Ad Group 1, Ad 1A | 8 | 0.27% | \$0.50 | 0 | 0.00% | \$0.00 |
| Ad Group 2, Ad 2A | 3 | 0.40% | \$0.18 | 0 | 0.00% | \$0.00 |
| Ad Group 2, Ad 2A | 2 | 0.11% | \$0.16 | 0 | 0.00% | \$0.00 |
| Ad Group 1, Ad 1B | 0 | 0.00% | \$0.0 | 0 | 0.00% | \$0.00 |

Key Campaign Results (Keywords)

Present the three keywords you consider most successful based on your marketing objective.

| Keyword | Clicks | CTR | Avg. Cost per Click | Conversions | CR | Cost per Conversion |
|------------------|--------|-------|---------------------|-------------|-------|---------------------|
| <i>Hair</i> | 7 | 0.23% | \$0.37 | 0.00 | 0.00% | \$0.00 |
| <i>Balancing</i> | 3 | 0.41% | \$0.15 | 0.00 | 0.00% | \$0.00 |
| <i>Natural</i> | 2 | 0.13% | \$0.22 | 0.00 | 0.00% | \$0.00 |

Campaign Evaluation

- While this campaign resulted in negative ROI, there is good news! Much has been learned as you'll see in the metrics, evaluation and recommendations. Marketing objective was 100 new visitors. Campaign captured 13 or 13%
- Conversion rate was incredibly low, zero
- Average CPC was 0.37 cents with a max bid of \$3.00. 12.3% of max bid so, I qualify that successful
- The successful ad group was second group with head keyword "hair" followed by long-tail keyword "balance". Search term; "Hair" just happens to be a highly common word to search for. There's no ambiguity.
- The challenge for keyword "hair" is that it is highly competitive and therefore expensive but in this campaign has yielded the best performance. An equally rich piece of analysis found, is that long-tail keyword "Balance" was a high performing keyword with low cost. Conclusion: this campaign is a perfect example of why it's important to have well balanced head and tail keywords for optimization.

Recommendations for future campaigns

- With additional budget, I would recommend Optimize for keyword strategy by:
- A: Creating additional tail keywords, expanding the list of keywords similar to the best performing keyword, “balance” using MOZ, SEMrush tools.
- B: Pause poorly performing ads and offer that budget to the better performing ad.
- C: Create another a/b testing and based on better ranking keywords from MOZ and or SEMrush, create more relevant and more captivating headlines and descriptions for the ads.
- D: I'd recommend exploring with negative keywords.
- E: Recommend adding “seller rating extensions”
- Another recommendation is to change landing page. Work with creative designer for new images more relevant to the keyword recommend by MOZ and or SEMrush to use for inspiration. The reason for his change is simply to optimize both keywords with images that are more relevant to the audience when targeted audience searches for their thinning hair solution(s).





Appendix

Screenshots for Reference

Example: Ad Groups

Udacity DMND - Google Ads https://udacity-reviews-uploads.s3.... https://udacity-reviews-uploads.s3.... SQL Tutorial Udacity Reviews +

This webpage is using significant memory. Closing it may improve the responsiveness of your Mac.

All campaigns > B25344-Israel

Enabled Status: Ended Type: Search Budget: \$10.00/day More details

In this campaign: ! Your campaign has ended

Overview Recommendations Ad groups Ads & extensions

ADS EXTENSIONS AUTOMATED EXTENSIONS Last 30 days Sep 23 – Oct 22, 2018

+ Find ads FILTER SEGMENT COLUMNS DOWNLOAD EXPAND MORE

Ad status: All but removed Add filter

| | Ad | Ad group | Status | Ad type | Clicks | Impr. | CTR | Avg. CPC |
|--|--|------------------------------------|----------------|------------------|--------|-------|-------|----------|
| <input type="checkbox"/> | Hair loss for women Scalp treatment solutions Anti-aging hair care anuvahair.com/Cosmeceuticals/Anti-aging  | Anuva increase traffic campaign_1A | Campaign ended | Expanded text ad | 8 | 2,926 | 0.27% | \$0.50 |
| <input type="checkbox"/> | Hair loss prevention for women Results you can see and feel Good hair days... anuvahair.com/fuller_hair/shiny_hair Learn the secrets to fuller, thicker, healthy hair with Anuva's products | Anuva traffic_2A | Campaign ended | Expanded text ad | 3 | 753 | 0.40% | \$0.18 |
| <input type="checkbox"/> | Scalp treatment benefits Women loosing hair Learn how to stop hair loss www.anuvahair.com/Organic/Natural Anuva identifies and treats scalp issues with results you can see and feel | Anuva traffic_2A | Campaign ended | Expanded text ad | 2 | 1,900 | 0.11% | \$0.16 |
| <input type="checkbox"/> | Solutions for dry scalp Hair care maintenance prodcuts Relief for flaky itc... anuvahair.com/lifeless_hair/bad_hair Lear what to do for healthy hair and scalp | Anuva increase traffic campaign_1B | Campaign ended | Expanded text ad | 0 | 152 | 0.00% | — |
| Total: All but removed ads  | | | | | 13 | 5,731 | 0.23% | \$0.37 |

Example: Ads

Google Ads | All campaigns > B25344-Israel > Anuva increase traffic campaign_1A

GO TO REPORTS TOOLS ? ! 873-789-3111 Udacity DMND 8barrera@gmail.com I

Overview Recommendations Ads & extensions Landing pages Keywords Audiences Demographics Settings Devices Change history

Paused Type: Standard Target CPA: \$3.00 More details ▾

ADS EXTENSIONS AUTOMATED EXTENSIONS Last 7 days Oct 14 – 20, 2018 < >

Oct 14, 2018 Oct 20, 2018

+ Find ads FILTER SEGMENT COLUMNS DOWNLOAD EXPAND MORE

Ad status: All but removed Add filter

| Ad | Status | Ad type | Clicks | Impr. | CTR | Avg. CPC | Cost | Conversions | Cost / conv. |
|---|----------------|------------------|--------|-------|-------|----------|--------|-------------|--------------|
| Hair loss for women Scalp treatment solutions Anti-aging hair care anuvahair.com/Cosmeceuticals/Anti-aging Anuva identifies and treats scalp issues with results you can see and feel | Campaign ended | Expanded text ad | 2 | 627 | 0.32% | \$0.44 | \$0.87 | 0.00 | \$0.00 |
| Total: All but removed ads ② | | | 2 | 627 | 0.32% | \$0.44 | \$0.87 | 0.00 | \$0.00 |
| Total: Experiments ② | | | 0 | 0 | — | — | \$0.00 | 0.00 | \$0.00 |
| Total: Ad group ② | | | 2 | 627 | 0.32% | \$0.44 | \$0.87 | 0.00 | \$0.00 |

1 - 1 of 1

Reporting is not real-time. Time zone for all dates and times: (GMT-07:00) Pacific Time. [Learn more](#)

Some inventory may be provided through third party intermediaries.

You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.

Example: Ads

Google Ads | All campaigns > B25344-Israel > Anuva increase traffic campaign_1B

Paused Type: Standard Target CPA: \$3.00 More details ▾

ADS EXTENSIONS AUTOMATED EXTENSIONS Last 7 days Oct 14 – 20, 2018 ▾ ▶

Ads & extensions

Landing pages

Keywords Oct 14, 2018 Oct 20, 2018

Audiences

Demographics

Settings

Devices

Change history

Find ads FILTER SEGMENT COLUMNS DOWNLOAD EXPAND MORE

Ad status: All but removed Add filter

| Ad | Status | Ad type | Clicks | Impr. | CTR | Avg. CPC | Cost | Conversions | Cost / conv |
|---|----------------|------------------|--------|-------|-------|----------|--------|-------------|-------------|
| Solutions for dry scalp Hair care maintenance products Relief for flaky itch... anuvahair.com/lifeless_hair/bad_hair Lear what to do for healthy hair and scalp | Campaign ended | Expanded text ad | 0 | 34 | 0.00% | — | \$0.00 | 0.00 | \$0.00 |
| Total: All but removed ads | | | 0 | 34 | 0.00% | — | \$0.00 | 0.00 | \$0.00 |
| Total: Experiments | | | 0 | 0 | — | — | \$0.00 | 0.00 | \$0.00 |
| Total: Ad group | | | 0 | 34 | 0.00% | — | \$0.00 | 0.00 | \$0.00 |

1 - 1 of 1

Example: Ads

Google Ads | All campaigns > B25344-Israel > Anuva traffic_2A

Paused Type: Standard Target CPA: \$3.00 More details ▾

ADS EXTENSIONS AUTOMATED EXTENSIONS Last 7 days Oct 14 – 20, 2018 Oct 20, 2018

+ Find ads FILTER SEGMENT COLUMNS DOWNLOAD EXPAND MORE

Ad status: All but removed Add filter

| | Ad | Status | Ad type | Clicks | Impr. | CTR | Avg. CPC | Cost | Conversions | Cost / conv |
|--|---|----------------|------------------|--------|-------|-------|----------|--------|-------------|-------------|
| <input type="checkbox"/> | Hair loss prevention for women Results you can see and feel Good hair days await... anuvahair.com/fuller_hair/shiny_hair Learn the secrets to fuller, thicker, healthy hair with Anuva's products | Campaign ended | Expanded text ad | 1 | 214 | 0.47% | \$0.12 | \$0.12 | 0.00 | \$0.00 |
| <input type="checkbox"/> | Scalp treatment benefits Women loosing hair Learn how to stop hair loss www.anuvahair.com/Organic/Natural Anuva identifies and treats scalp issues with results you can see and feel | Campaign ended | Expanded text ad | 0 | 247 | 0.00% | — | \$0.00 | 0.00 | \$0.00 |
| Total: All but removed ads ? | | | | 1 | 461 | 0.22% | \$0.12 | \$0.12 | 0.00 | \$0.00 |
| Total: Experiments ? | | | | 0 | 0 | — | — | \$0.00 | 0.00 | \$0.00 |
| Total: Ad group ? | | | | 1 | 461 | 0.22% | \$0.12 | \$0.12 | 0.00 | \$0.00 |

1 - 2 of 2

Reporting is not real-time. Time zone for all dates and times: (GMT-07:00) Pacific Time. [Learn more](#)
Some inventory may be provided through third party intermediaries.

Example: Keywords

Screenshot of the Google Ads interface showing the Keyword Overview page for campaign B25344-Israel.

The campaign status is **Enabled**, **Status: Ended**, **Type: Search**, with a **Budget: \$10.00/day**. The message "In this campaign: Your campaign has ended" is displayed.

The date range is set to **Last 30 days Sep 23 – Oct 22, 2018**.

The table displays search keywords, their status, and performance metrics such as Clicks, Impr., CTR, Avg. CPC, Cost, and Conv. rate.

| Keyword | Conversions | Cost / conv. | Policy details | Final URL | Clicks | Impr. | CTR | Avg. CPC | Cost | Conv. rate |
|--------------------------------|-------------|--------------|----------------|-----------|--------|-------|--------|----------|--------|------------|
| Total: All but removed keyw... | 0.00 | \$0.00 | | | 13 | 5,731 | 0.23% | \$0.37 | \$4.85 | 0.00% |
| hair | 0.00 | \$0.00 | Approved | – | 7 | 2,162 | 0.32% | \$0.48 | \$3.37 | 0.00% |
| hair care | 0.00 | \$0.00 | Approved | – | 0 | 722 | 0.00% | – | \$0.00 | 0.00% |
| dry scalp | 0.00 | \$0.00 | Approved | – | 0 | 32 | 0.00% | – | \$0.00 | 0.00% |
| brittle hair | 0.00 | \$0.00 | Approved | – | 0 | 0 | – | – | \$0.00 | 0.00% |
| "fine hair" | 0.00 | \$0.00 | Approved | – | 0 | 0 | – | – | \$0.00 | 0.00% |
| anuva hair | 0.00 | \$0.00 | Approved | – | 1 | 2 | 50.00% | \$0.61 | \$0.61 | 0.00% |

Example: Keywords

Screenshot of the Google Ads interface showing the Keyword tab.

Header:

- Udacity DMND - Google Ads
- ads.google.com/aw/keywords?campaignId=1592223823&ocid=201513514&_ga=2.151111111.1111111111111111.1537838383.1537838383
- SQL Tutorial
- Udacity Reviews

A message at the top left says: "This webpage is using significant memory. Closing it may improve the responsiveness of your Mac."

Top right: 873-789-3111 Udacity DMND, 8barrera@gmail.com, a red bell icon with a notification count of 1, and a help icon.

Central banner: "In this campaign: ! Your campaign has ended" with a close button.

Left sidebar (with "Keywords" selected):

- Overview
- Recommendations
- Ad groups
- Ads & extensions
- Landing pages
- Keywords
- Audiences
- Demographics
- Settings
- Locations
- Ad schedule
- Devices
- Advanced bid adj.
- Change history

Main content area:

Section: SEARCH KEYWORDS

| Keyword | Conversions | Cost / conv. | Policy details | Final URL | Clicks | Impr. | CTR | Avg. CPC | Cost | Conv. rate |
|--------------------------------|-------------|--------------|----------------|-----------|--------|-------|-------|----------|--------|------------|
| Total: All but removed keyw... | 0.00 | \$0.00 | | | 13 | 5,731 | 0.23% | \$0.37 | \$4.85 | 0.00% |
| maintenance hair products | 0.00 | \$0.00 | Approved | — | 0 | 136 | 0.00% | — | \$0.00 | 0.00% |
| natural | 0.00 | \$0.00 | Approved | — | 2 | 1,503 | 0.13% | \$0.22 | \$0.43 | 0.00% |
| organic | 0.00 | \$0.00 | Approved | — | 0 | 240 | 0.00% | — | \$0.00 | 0.00% |
| natural products | 0.00 | \$0.00 | Approved | — | 0 | 32 | 0.00% | — | \$0.00 | 0.00% |
| organic hair care | 0.00 | \$0.00 | Approved | — | 0 | 0 | — | — | \$0.00 | 0.00% |
| balancing | 0.00 | \$0.00 | Approved | — | 3 | 725 | 0.41% | \$0.15 | \$0.44 | 0.00% |