Project 5:
Evaluate a Google Ads Campaign

Campaign Approach

Description and Marketing

Objective

1. Campaign Approach

- Udacity has launched a campaign to advertise for the Digital Marketing Nanodegree Program
- The campaign is divided into two ad groups, one targeting customers in the Awareness stage and one targeting customers in the Interest stage
- Each ad group uses responsive search ads, with multiple options for the ad headline and description
- When users click on an ad, they are taken to the overview page for the Digital Marketing Nanodegree Program, where they can click a button to download the program syllabus. This conversion has an estimated value of $5.

2. Marketing Objective

- The campaign's marketing objective is to gather at least 200 conversions (syllabus downloads), with a conversion rate of at least 10%

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Ad Groups

Ads and Keywords

Ad Group #1: Ads

Interest Digital Marketing Ad Group - Ad #1	1	2	3	4	5
Headline	Digital Marketing online course for beginners	Digital Marketing for beginners	Learn to become a Digital Marketer	Digital Marketing online course	Digital Marketing online training
Description	Take your first steps towards becoming a Digital Marketer! Online beginner Digital Marketing course.	Online course on foundations of Digital Marketing taught by industry professionals.	Are you looking for a Digital Marketing course? Look no further: Udacity Digital Marketing class for beginners.	An easy way to learn Digital Marketing: online basic class for future best marketers	

Interest Digital Marketing Ad Group - Ad #2	1	2	3	4	5
Headline	Digital Marketing Basics	Digital Marketing online training	Digital Marketing for beginners	Udacity Digital Marketing Resources	Become a Digital Marketer with Udacity
Description	Digital Marketing Basics | Digital Marketing resources from Udacity	See how to become a Digital Marketer	Take Your First Steps towards Becoming a Digital Marketer	Get all the basic knowledge on Digital Marketing that you need	

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Ad Group #2: Ads

Awareness Digital Marketing Ad Group - Ad #1	1	2	3	4	5
Headline	Digital Marketing Basics, all you need	Digital Marketing class	Digital Marketing for beginners	Udacity Digital Marketing Resources	Become a Digital Marketer
Description	Digital Marketing resources from Udacity	See what Digital Marketing is for and how to become a Digital Marketer	Take Your First Steps towards Becoming a Digital Marketer	Get all the basic knowledge on Digital Marketing that you need	

Awareness Digital Marketing Ad Group - Ad #2	1	2	3	4	5
Headline	Digital Marketing online course	Digital Marketing for beginners	Learn to become a Digital Marketer online	Digital Marketing online training	Digital Marketing course with Udacity
Description	Take your first steps towards becoming a Digital Marketer! Online beginner Digital Marketing course.	Online course on foundations of Digital Marketing taught by industry professionals.	Are you looking for a Digital Marketing course? Look no further: Udacity Digital Marketing class for beginners.	An easy way to learn Digital Marketing: online basic class for future best marketers	

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Ad Group #1: Keywords

Search keyword	Status	Match Type	Campaign	Ad group	Keyword max CPC	Currency
Best website for learning +marketing	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
Coursera digita marketing	Eligible	Phrase	Udacity_DMND	Interest Digital Marketing	$1.45	USD
Marketing course Udacity	Eligible	Phrase	Udacity_DMND	Interest Digital Marketing	$1.45	USD
+Digital marketing certificate	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
Best website to learn +digital marketing for free	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
Digital marketing learn online	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
+Digital marketing online training	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
+Digital marketing for +beginners	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
How to +learn +marketing	Low search volume	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
+Udemy +digital marketing	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
+Social media marketing +course	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
+Online marketing +course	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
+Social media marketing classes	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
Free +marketing courses	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
Marketing online course	Eligible	Phrase	Udacity_DMND	Interest Digital Marketing	$1.45	USD
Digital marketing course online free	Eligible	Phrase	Udacity_DMND	Interest Digital Marketing	$1.45	USD
+Marketing +online +tutorial	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
+Udacity +Digital Marketing	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
Marketing basics course online free	Low search volume	Phrase	Udacity_DMND	Interest Digital Marketing	$1.45	USD
+Digital marketing +tutorial basics	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD

Ad Group #2: Keywords

Search keyword	Status	Match Type	Campaign	Ad group	Keyword max CPC	Currency
+Digital marketing basic	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+Social media marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+Marketing terms	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+Marketing for +beginners	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+Online marketing +basics	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
What is digital marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+Udacity +marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
How to become a +digital marketer	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
How to do social media marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+Digital marketing online class	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+How to do marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
Define +Digital marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
How to be a +social media marketer	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+Digital Marketer	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+Digital marketing terminology	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
What is marketing used for	Eligible	Phrase	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+Online marketing for +students	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+Digital marketing for +students	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
Study +digital marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
Study +online marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD

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Campaign Evaluation

Results, Analysis and

Recommendations

Key Results (Campaign)

Campaign	Cost	Clicks	Impressions	Conversions	Cost per click	Cost per conversion	CR	CTR
Udacity_DMND	$1,314.00	2391	111256	221	0.55 $	5.9 $	9.24%	2.14%

Key Results (Ad Groups)

Ad Group	Cost	Clicks	Impressions	Conversions	Cost per click	Cost per conversion	CR	CTR
Ad Group 1: *Interest Digital Marketing*	$819.05	1553	72497	132	$ 0.53	$ 6.2	8.5%	2.14%
Ad Group 2: *Awareness Digital Marketing*	$494.95	838	38759	89	$ 0.59	$ 5.56	10.6%	2.16%
Total	$1,314.00	2391	111256	221	$ 0.55	$ 5.95	9.24%	2.14%

Key Results (Ads)

Ad	Cost	Clicks	Impressions	Conversions	Cost per click	Cost per conversion	CR	CTR
Ad Group 1, Ad 1	$458.25	991	40163	97	$ 0.46	$ 4.72	9.788%	2.467%
Ad Group 1, Ad 2	$360.80	562	32334	36	$ 0.64	$ 10	6.4%	1.7%
Ad Group 2, Ad 1	$335.60	619	28827	72	$ 0.54	$ 4.66	11.63%	2.147%
Ad Group 2, Ad 2	$159.35	219	9932	16	$ 0.727	$ 9.959	7.3%	2.2%

Key Results (Keywords)

Keyword	Cost	Clicks	Impressions	Conversions	CR	cost per click	Cost per conversion
+Online marketing +course	$317,10	534	26639	65	12,17 %	$0,59	$4,87
+Social media marketing +course	$36,00	66	912	10	15,15 %	$0,545	$3,6
+Digital marketing certificate	$23,10	48	894	8	15,6 %	$0,48	$3.08

Campaign Evaluation

Evaluate how successful the campaign was, based on the marketing objective

- Total Conversion value = no. of Conversions × Conversion value

    °Total Conversion = 221 ×$5 = $1,105
- ROI = (Total Conversion value - total cost) / total cost
  °ROI = (1,105 - 1,314) / 1,314 = - 0.16
- ROI of the campaign is **negative**

The campaign achieved 221 Conversion which is higher than the marketing objective, but it achieved negative ROI.

KPIs FOR THE CAMPAIGN

- Cost per Conversion = total cost ÷ total conversions
  - CPA= $1,314 ÷ 221 = $5.9
- Cost per click = total cost ÷ total clicks
  - CPC = $1,314 ÷ 2391 = $0.55
- Click through rate = total clicks ÷total impressions ×100
  - CTR= 2391 ÷ 111256 ×100 = 2.14 %
- Conversion Rate = no. of Conversions ÷ no. of clicks × 100
  - CR = 221 ÷ 2391 × 100 = 9.24 %

KPIs FOR THE AD GROUP 1 (Interest)

- Cost per Conversion = total cost ÷ total conversions
  - CPA= $819.05 ÷ 132 = $6.2
- Cost per click = total cost ÷ total clicks
  - CPC = $819.05÷ 1553 =$0.53
- Click through rate = total clicks ÷total impressions ×100
  - CTR= 1533 ÷ 72497 × 100 = 2.14 %
- Conversion Rate = no. of Conversions ÷ no. of clicks × 100
  - CR = 132 ÷ 1533 × 100 = 8.5 %

KPIs FOR THE AD GROUP 2 (Awareness)

- Cost per Conversion = total cost ÷ total conversions
  - CPA= $494,95 ÷ 89 = $5.56
- Cost per click = total cost ÷ total clicks
  - CPC = $494,95 ÷ 838 = $0.59
- Click through rate = total clicks ÷ total impressions ×100
  - CTR= 838 ÷ 38759 = 2.16 %
- Conversion Rate = no. of Conversions ÷ no. of clicks × 100
  - CR = 89 ÷ 838 ×100 = 10.6 %

KPIs FOR ADs

Group 1 Ad 1
- CPA = $458.25 ÷ 97 = $4.72
- CPC = $458.25 ÷ 991 = $0.46
- CTR = 991 ÷ 40163 × 100 = 2.467 %
- CR = 97 ÷ 991 × 100 = 9.788 %

Group 1 Ad 2
- CPA = $360.80 ÷ 36 = $10
- CPC = $360.80 ÷ 562 = $0.64
- CTR = 562 ÷ 32334 × 100 = 1.7 %
- CR = 36 ÷ 562 × 100 = 6.4 %

Group 2 Ad 1
- CPA = $335.60 ÷ 72 = $4.66
- CPC = $335.60 ÷ 619 = $0.54
- CTR = 619 ÷ 28827 × 100 = 2.147 %
- CR = 72 ÷ 619 × 100 = 11.63 %

Group 2 Ad 2
- CPA = $159.35 ÷ 16 = $9.959
- CPC = $159.35 ÷ 219 = $0.727
- CTR = 219 ÷ 9932 × 100 = 2.2 %
- CR = 16 ÷ 219 × 100 = 7.3 %

KPIs FOR keywords

1st keyword : +Online marketing +course

- CPA = $317.10 ÷ 65 = $4.87
- CPC = $317.10 ÷ 534 = $0.59
- CTR = 534 ÷ 26639 × 100 = 2 %
- CR = 65 ÷ 534 × 100 = 12.17 %

2nd keyword : +Social media marketing +course

- CPA = $36 ÷ 10 = $3.6
- CPC = *$36 ÷ 66 = $0.545*
- CTR = 66 ÷ 912 × 100 = 7.2 %
- CR = 10 ÷ 66 × 100 = 15.15 %

3rd keyword : +Digital marketing certificate

- CPA = $23.10 ÷ 8 = $3.08
- CPC = *$23.10 ÷ 48 = $0.48*
- CTR = 48 ÷ 894 × 100 = 5.36 %
- CR = 8 ÷ 48 × 100 = 15.6 %

The three keywords that performed the best and the reasoning

- +Online marketing +course
- +Social media marketing +course
- +Digital marketing certificate

I chose these keywords as they are the best performed ones because they achieved :

- The highest number of conversions
- The highest conversion rate
- Cost per conversion is $5 or less

Keywords subjected to higher competition

Search keyword	Cost per click
+Social media marketing	$1.41
Best website to learn +digital marketing for free	$1.15
+Digital marketing basic	$0.98
Digital marketing learn online	$0.66
+Digital marketing online training	$0.66

- ● **Reason**

These keywords face high competition, because they achieve the highest cost per click.

An overview statement of the campaign performed and an evidence

- **In this campaign we set two marketing objectives which are 200 conversions and 10% conversion rate.**

- Based on the campaign results,

- The campaign achieved 221 conversions (syllabus downloads). **SUCCESSFUL**

- The campaign achieved a conversion rate of 9.4 %. **UNSUCCESSFUL**

- The campaign ROI is **negative,** equal -0.16. **UNSUCCESSFUL**

- **CONCLUSION**

  After a carefull look at these results, we can conclude that the campaign has a bad performance as it achieved lower conversion rate than the campaign's objective and a negative ROI, however it achieved and exceeded the number of conversions only.

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Would you focus on certain ad groups, ads, keywords, or keyword match types? If so, which ones and why?

According to my analysis to the campaign's results, I recommend to :

- Focus on **Ad Group 2,** as it achieved a conversion rate of 10.6% which is higher than the objective.

and it also achieved a cost per conversion of $5.56 which is slightly higher than our estimated value.

- Focus on **Ad Group 1 Ad 1** and **Ad Group 2 Ad 2,**
  °Ad group 1 Ad 1 achieved cost per conversion of $4.72 **lower than our estimated value.** It achieved conversion rate of 9.788% which is almost close to our objective.
  °Ad group 2 Ad 1 achieved 11.63% conversion rate and $4.66 cost per conversion which meet our objective **perfectly.**

- Focus on the three most successful keywords which are,
  ° +Online marketing +course, CPA = $4.87 , CR = 12.17% **MET OUR OBJECTIVE**
  ° +Social media marketing +course, CPA = $3.6 , CR = 15.15% **MET OUR OBJECTIVE**
  ° +Digital marketing certificate, CPA = $3.08 , CR = 15.6% **MET OUR OBJECTIVE**

- Change match types from broad match to modified match and exact match, this will help us get more accurate results our campaign.

Would you change any of your existing ad headlines or descriptions, or add any new ones? What would you change/add and why?

- **Headline 3, Ad 1 - Ad Group 1 (Adjusted)**

° become a digital marketer freelancer

- **Description 5, Ad 1 - Ad Group 1 (Added)**

° learn digital marketing foundational skills.

- **Headline 2, Ad 2 - Ad Group 1 (Adjusted)**

° digital marketing course

- **Headline 3, Ad 2 - Ad Group 1 (Adjusted)**

° Fundamentals of digital marketing

- **Headline & description 5, Ad 2 - Ad Group 1**

° Udacity digital marketing course **(Adjusted)**

° Learn valuable digital marketing skills and apply your learnings on real projects.
(Added)

- **Description 5, Ad1 - Ad Group 2 (Added)**

° learn digital marketing skills and get your hand on real projects

- **Description 1, Ad 2 - Ad Group 2 (Adjusted)**

° first steps to become a digital marketer, online course

- **Headline & description 3, Ad 2 - Ad Group 2**

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- **Headline & description 3, Ad 2 - Ad Group 2 (Adjusted)**
  ° become a digital marketer
  ° Udacity digital marketing course for beginners
- **Headline & description 5, Ad 2 - Ad Group 2**
  ° Udacity digital marketing course **(Adjusted)**
  ° learn digital marketing skills with Udacity **(Added)**

- **Would you set up an A/B test, and if so, how would you go about it?**

I will run two A/B test on **Ad 1 - Ad Group 1,**

- First A/B test will be between Ad 1 - Ad Group 1 and same add but with different **Headline**

° Digital marketing online courses for beginners **VS** ° Digital marketing for beginners

- Second A/B test will be between Ad 1 - Ad Group 1 and same ad but with different **Description**

° take your first steps towards becoming a digital marketer! Online beginner digital marketing course

VS

° learn digital marketing skills and get your hand on real projects

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