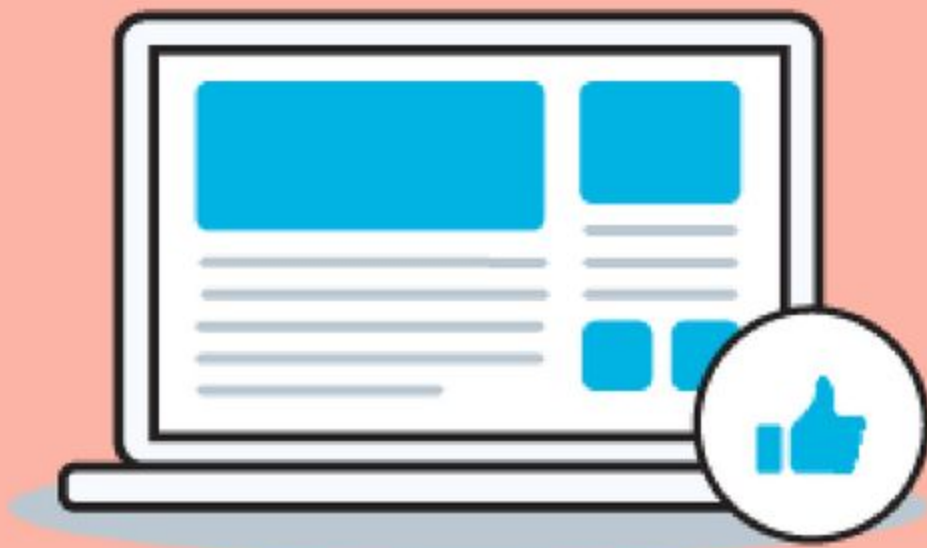


Project 6

Evaluate a Display Campaign



Assumptions

Marketing Objective: get 100 new students to enroll in the Digital Marketing Nanodegree by the end of the campaign period.

KPI: number of new students enrolled in the Digital Marketing Nanodegree by the end of the campaign period.

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.

Campaign: We want to aggressively grow the program, but, we want to do it without losing money.

Formulas:

Conversion Assumption: 0.2% Conversion via Landing page

Calculating #of Sign Ups: Clicks to the landing page
 $\times 0.002 = \# \text{ of Student Sign Ups}$

round to the nearest whole number

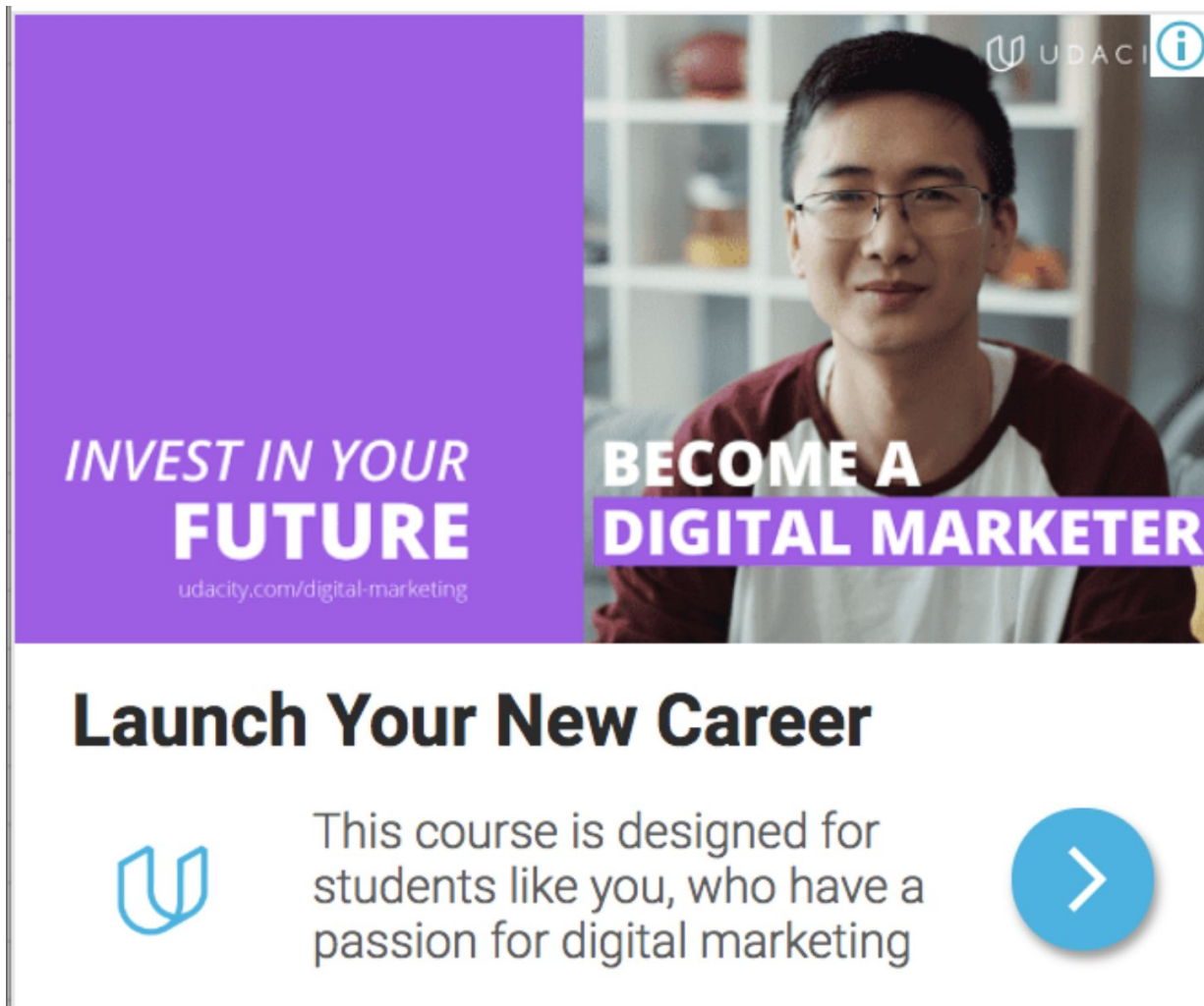
CPA: Cost of Campaign / # sign ups = CPA

round to the nearest cent

ROI: $[(299 \text{ Profit}) - \text{CPA}] \times \# \text{ of Student Sign Ups} = \text{ROI}$

Display Image Campaign: Overall Results

Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC
Campaign ended	\$3.00 (enhanced)	--	1,243	200,957	0.62%	\$0.36





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 young man with glasses, wearing a maroon and white shirt, with the text "BECOME A DIGITAL MARKETER" overlaid. The Udacity logo is in the top right corner of the photo. Below the photo, the text "Launch Your New Career" is displayed, followed by a description of the course and a blue arrow button.

INVEST IN YOUR FUTURE
udacity.com/digital-marketing

BECOME A DIGITAL MARKETER

Launch Your New Career

This course is designed for students like you, who have a passion for digital marketing

DIGITAL MARKETING
NANODEGREE PROGRAM

Results:

Calculate the ROI

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	1,243	200,957	0.62%	\$ 0.36
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$ 448.25	0.2%	2.486 = 2	\$ 224.125	+149.75

How would you optimize this campaign?

Suggestion 1:

make an A/B test by changing the ad creative and put an ad creative that contain the components of digital marketing like (SMM, SEO, SEM, etc) connected to each other like a map, it will provide an overall thought of what in the nanodegree.

Suggestion 2:

provide a **call to action button**




(**learn more**) instead of the meaningless blue arrow.

Suggestion 3:

run another A/B test by changing the description to (**passionate about digital marketing! Enroll now and develop your skills**)

Display Image Campaign: Site Targeting

us	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type
ampaign ed	\$5.00 (enhanced)	—	407	67,833	.6%	\$0.57	\$231.99	Display



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 >](#)

Launch Your New Career

This course is designed for students like you, who have a passion for digital marketing

Udacity



Results: Calculate the ROI

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%	0.814 = 1	231.99	+ 67.01

How would you optimize this campaign?

Suggestion 1:

change the call to action button to (**Enroll now**)

Suggestion 2:

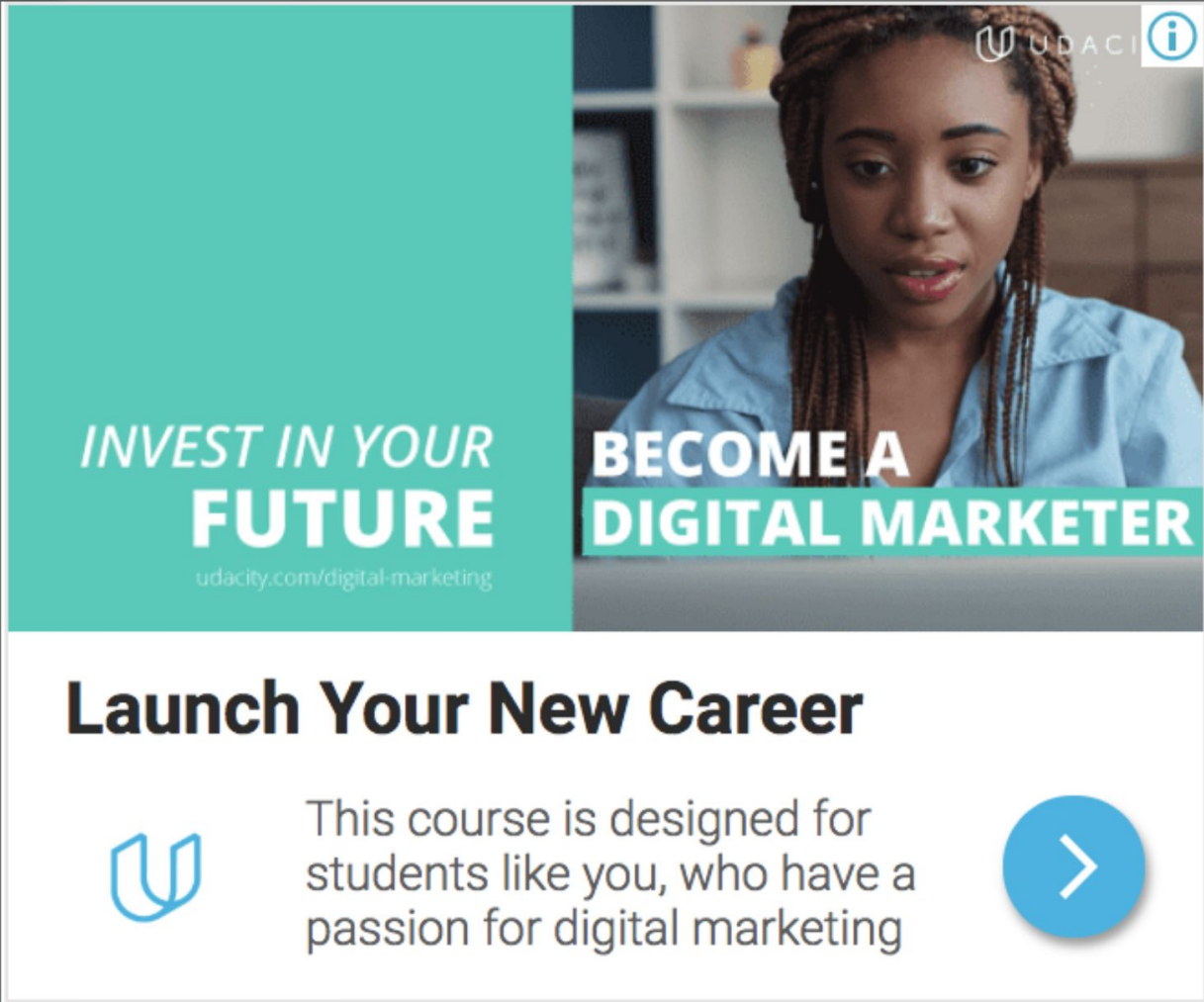
run an A/B test by changing the sentence in the ad creative to (**after graduating you will be qualified to join a large corporation or to be a digital marketing freelancer**)

Suggestion 3:

run an A/B test by changing the headline to (**Be A Digital Marketer**)

Display Image Campaign: Overall Results

	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 advertisement features a teal background on the left and a photo of a woman on the right. The text 'INVEST IN YOUR FUTURE' is in white on the teal background, with the URL 'udacity.com/digital-marketing' below it. The text 'BECOME A DIGITAL MARKETER' is in white on a teal banner over the photo. The Udacity logo is in the top right corner of the photo. Below the photo, the text 'Launch Your New Career' is in bold black, followed by 'This course is designed for students like you, who have a passion for digital marketing' in grey. A blue circular button with a white right arrow is on the right. The Udacity logo is on the left of this text. In the bottom right corner, the text 'DIGITAL MARKETING NANODEGREE PROGRAM' is displayed next to a small speaker icon.

Results: Calculate the ROI

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	670	109,994	0.61%	\$ 0.35
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$ 234.50	0.2%	1.34 = 1	\$ 234.5	+ 64.5

How would you optimize this campaign?

Suggestion 1:

include a call to action button (**Start Now**)

Suggestion 2:

change the ad creative to a creative that contain a design of the word digital marketing in the middle and around it put words like (creativity, Future, grow your business, boost your site, SEO, etc..)

Suggestion 3:

run an A/B test by changing the description to (**get your hands over valuable digital marketing skills and projects**)

Which campaign performed the best? Why?

The **first campaign** is the one which performed well, because it achieved :

- the highest number of clicks
- highest number of new students
- lowest CPA
- highest positive ROI
- low Avg. CPC compared to our max. CPC and to the other campaigns

Recommendations for future campaigns

- I will focus on Ad group (Affinity Audience), as it has a good potential to generate more clicks and as a result it will generate new students while maintaining positive ROI.
- I will change the targeting for the third campaign to include potential students in the interest phase, we will target them according to their behaviour.
- I Will set up an A/B test to the third Ad by changing the description to (**get your hands over valuable digital marketing skills and projects**)
- Set up an A/B test for the first Ad by changing the ad creative and put an ad creative that contain the components of digital marketing like (SMM, SEO, SEM, etc) connected to each other like a map, it will provide an overall thought of what in the nanodegree

- For the landing page, I should contain visible headline (**Digital marketing nanodegree**), short description for the key learnings which will be shown by the students and a call to action button (**Enroll Now**). All this adjustments to enhance the users experience, and make it easy for students to enroll for the nanodegree and acknowledge them what are they going to learn in the nanodegree.