

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
 $\times 0.002 = \# \text{ of Student Sign Ups}$

Note: Please round to the nearest whole number

CPA: Cost of Campaign/# sign ups = CPA

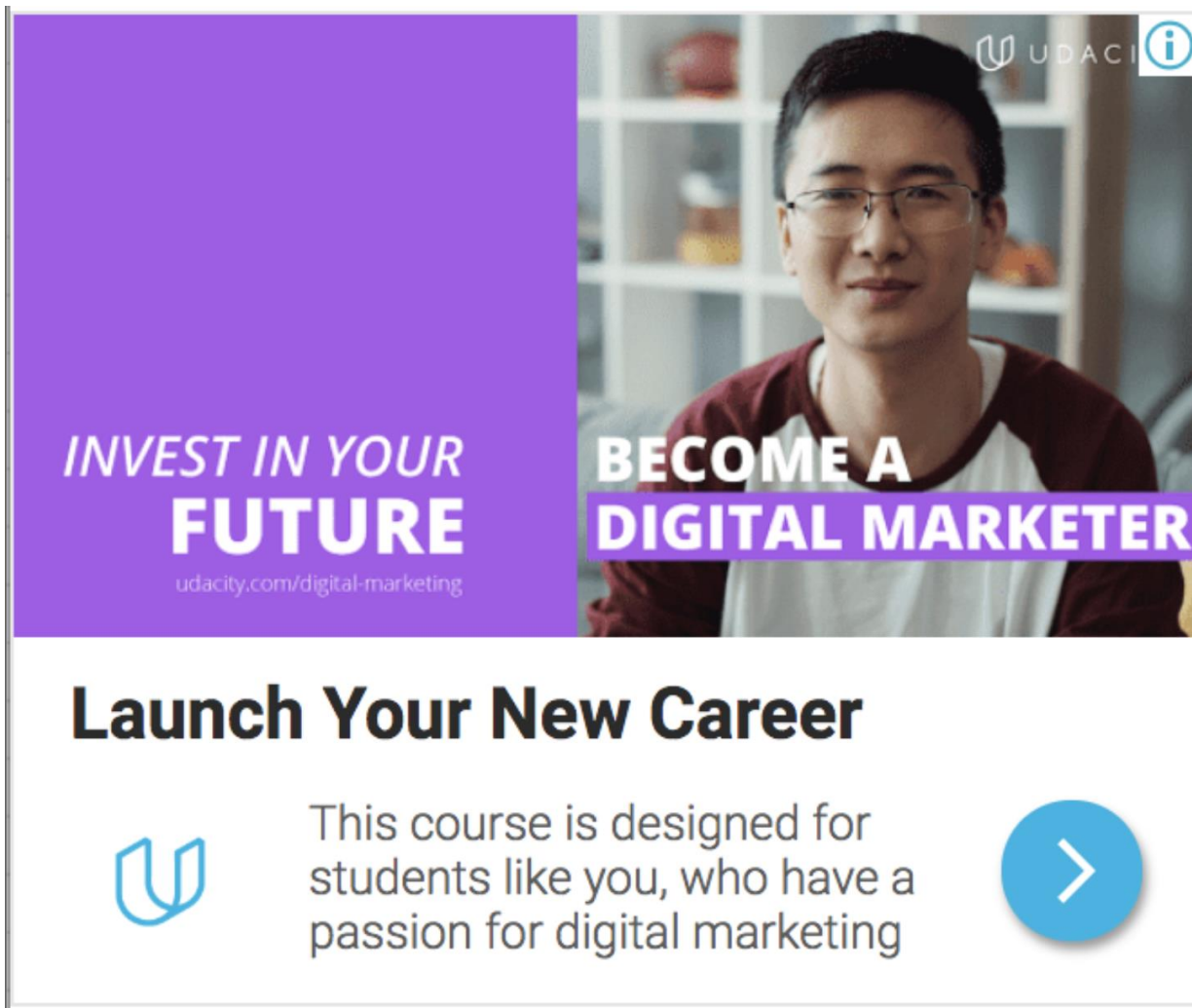
Note: Please round to the nearest cent

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

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 bid adj
	Affinity Audience	Campaign ended	\$3.00 (enhanced)	--	1,243	200,957	0.62%	\$0.36	\$448.95	Display	None



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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? positive

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	1240	200,957	0.62%	36%
Cost	Conversion Rate	# New Students	CPA	ROI +/-
448.95\$	0.2%	2	224.478\$	149.044\$

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: A/B test different colors




Suggestion 2: A/B test different image

Suggestion 3: A/B test different fonts

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 adj
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

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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? Negative

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	407	67,833	6%	0.57%
Cost	Conversion Rate	# New Students	CPA	ROI +/-
231.99\$	0.2%	1	231.99\$	67.01\$

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: A/B test different colors

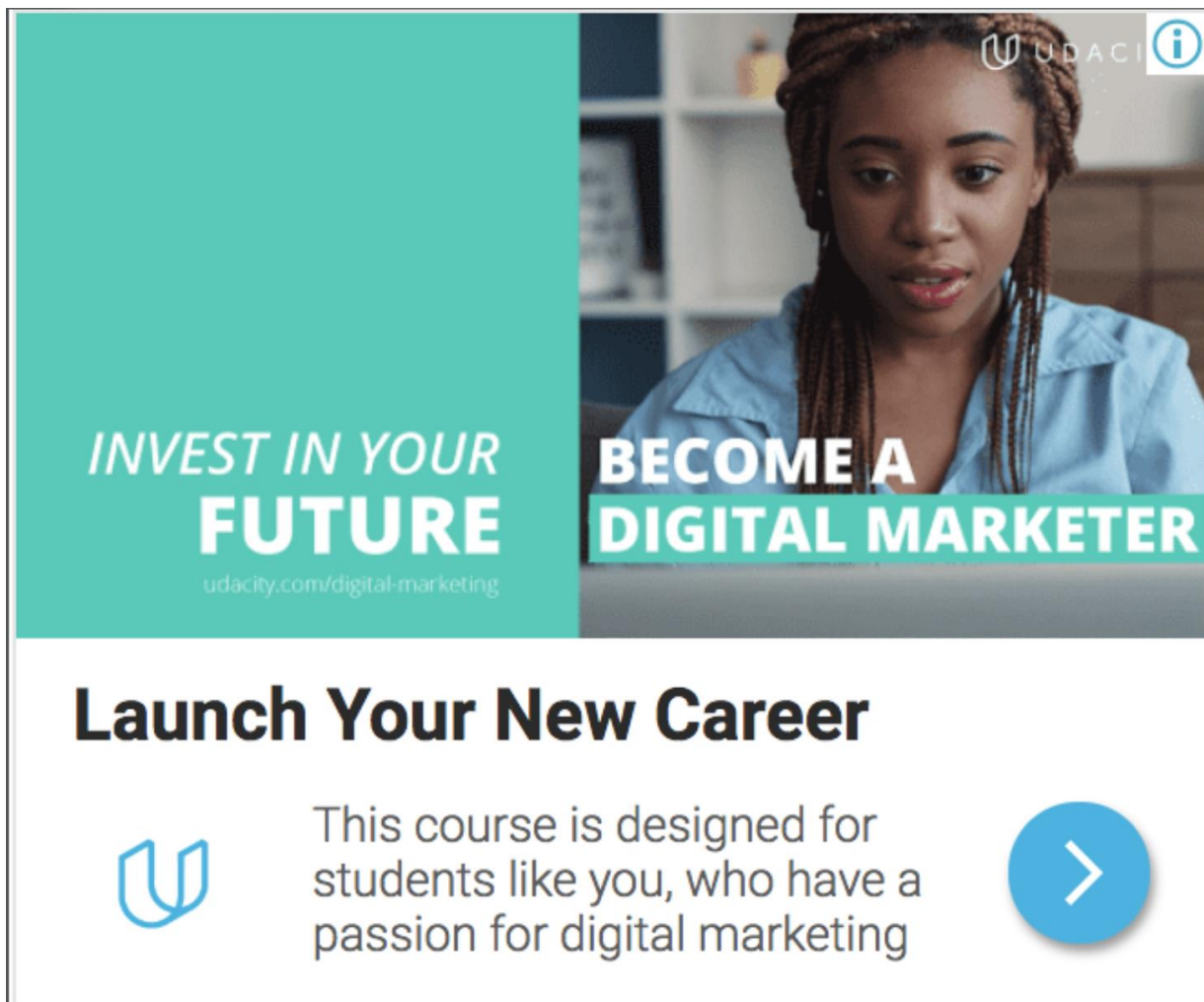
Suggestion 2: A/B test Remove keywords are not performing well

Suggestion 3: A/B test different fonts

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 advertisement features a teal 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 woman with braids looking at a laptop, with the text "BECOME A DIGITAL MARKETER" overlaid. Below the photo, the text "Launch Your New Career" is displayed, followed by a description: "This course is designed for students like you, who have a passion for digital marketing". A blue circular button with a white right arrow is positioned to the right of the text. The Udacity logo is in the top right corner, and the Digital Marketing Nanodegree Program logo is in the bottom right corner.

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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? Negative

Creative2	Clicks	Impressions	CTR	Avg CPC
Campaign Results	670	109,994	0.61%	0.35\$
Cost	Conversion Rate	# New Students	CPA	ROI +/-
234.5\$	0.2%	1	234.5\$	64.50\$

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: A/B test different colors

Suggestion 2: A/B test different image

Suggestion 3: Make a different creative in order to increase clicks in keywords

Which campaign performed the best? Why?

Campaign 1 (Affinity Audience) performed best, with 2 conversions and a 149.044\$ ROI, given the assumed Conversion Rate of .2%. It did so because of the breadth of reach. where users probably have a much higher intent to enroll, since they were already on the Landing Page and expressed interest

While **Campaign 2** performed slightly better than **Campaign 3** (ROI: 67.01\$ vs. 64.50\$).

Recommendations for future campaigns

Imagine you had additional budget, given your campaign evaluation, how would you use it?

- I would perform the above mentioned tests for campaign 2 and 3, to see if performance can still be enhanced.
- Evaluating overall campaign success
- Evaluating different Ad Groups, setting up A/B test, changing images, fonts or texts if necessary
- Update the keyword list, changing or adding new ones
- Evaluate the landing page, trying to make it the most responsive possible, and make it faster access