

Project 5 - Part 2

Run an AdWords Campaign



1. Approach Description

I marketed the Introduction to Machine Learning Course in United Kingdom

I created two Ad Groups, for different stages in the Customer Journey.

The first Ad Group (Awareness) targets people with low or no intent to enroll in a Nanodegree, but want to learn more about machine learning. Keywords include broader terms like "machine learning course, Artificial Intelligence...." and so on. Keywords will be used by a beginners.

The second Ad Group (Interest) is geared towards people , further on the Customer Journey. It targets people , who want to learn Machine learning and artificial intelligence. Specifically , it targets people at the beginning on that journey , who are still at the research stage and are looking into how best to learn the necessary skills and what courses to take. Keywords include special terms like "supervised machine learning, unsupervised machine learning" and so on. Keywords will be used by a people who has interest on Machine learning.

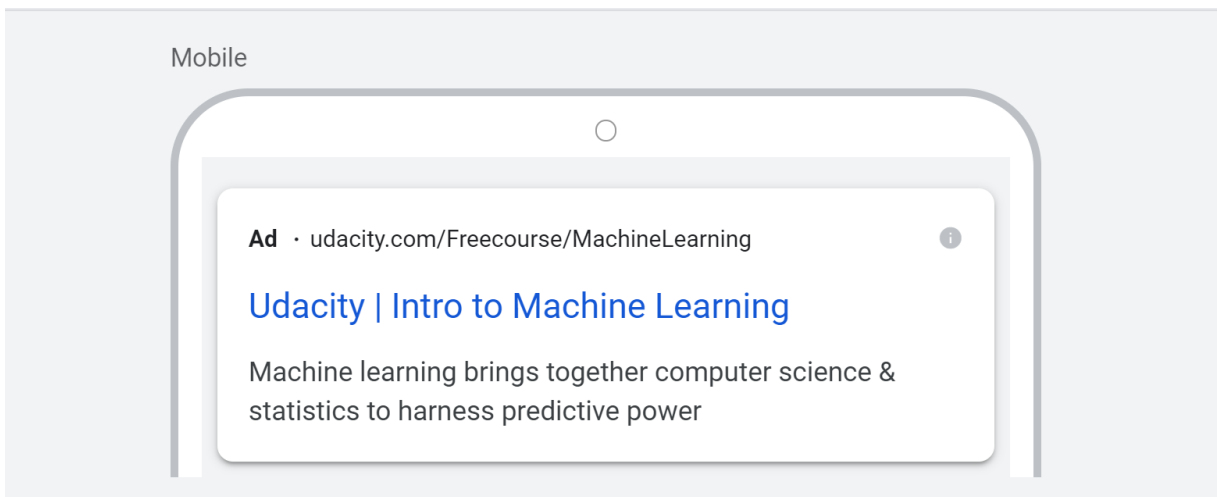
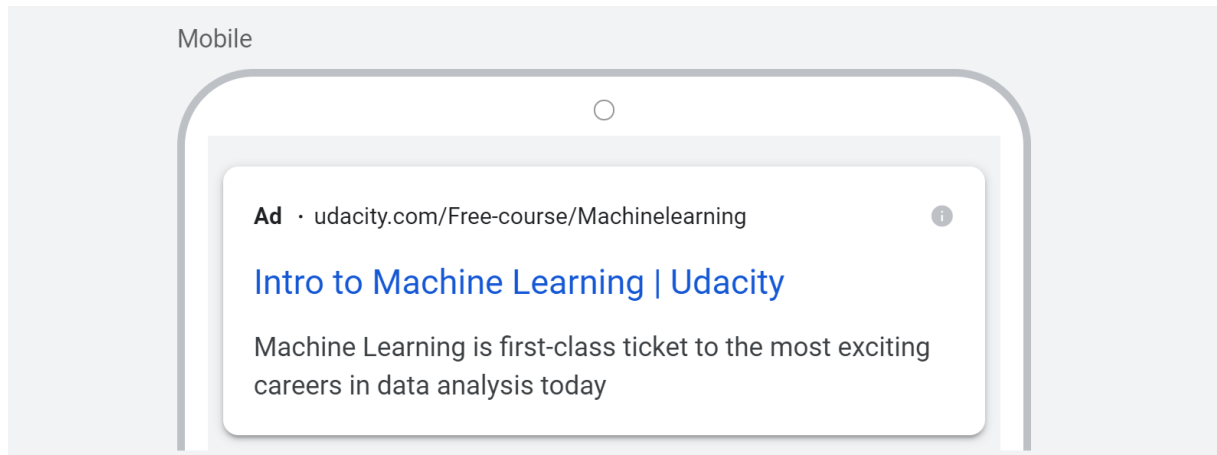
2. Marketing Objective & KPI

- **Campaign Objective:** Generate 10 leads via signups for the free course within 5 days, with \$10 daily budget.
- **KPI:** Number of leads

Ad Group #1 - Awareness: Ads & Keyword Lists

1. machine learning
2. introduction to machine learning with python
3. Deep learning
4. Data Analytics
5. Artificial Intelligence
6. machine learning course project
7. machine learning diploma
8. machine learning certification programs
9. machine learning site
10. overview of machine learning algorithms
11. introduction to machine learning algorithms
12. machine learning java tutorial
13. introduction of machine
14. machine learning practice
15. python machine learning
16. Deep learning specialization
17. coursera machine learning project
18. best resources to learn machine learning
19. machine learning courses
20. machine learning tutorial

Ad Group1 - Awareness:



Ad Group #2 - Interests:

Ads & Keyword List

1. active learning machine learning
2. supervised machine learning
3. unsupervised machine learning
4. machine learning certification
5. Neural networks
6. Big Data
7. Speech recognition
8. learning algorithms
9. Clustering
10. Natural Language
11. Dataset
12. Machine Learning Model
13. machine learning patterns
14. Semi-supervised learning
15. Data mining
16. Robot learning
17. Artificial neural networks
18. Training models
19. Data Analysis
20. Visualize data

Ad Group2 - Interests :

Mobile

Ad · udacity.com/MachineLearning/Free-course

[Udacity | Machine Learning Course](https://udacity.com/MachineLearning/Free-course)

skill for data analysts & data scientists wants to learn the refined trends and predictions.

Mobile

Ad · udacity.com/Free-course/intro-to-ML

[Machine Learning Course | Udacity](https://udacity.com/Free-course/intro-to-ML)

This course will teach you the end-to-end process of investigating data through ML lens

Key Campaign Results

(Campaign & Ad Groups)

Present the results of your campaign and ad groups by completing the table below.

Ad Group	Max. CPC Bid	Impr.	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.	Cost
<i>Intro to Machine Learning - Awareness</i>	3\$	910	6	0.66%	2.43\$	0	0%	0\$	14.58\$
<i>Intro to Machine Learning - Interests</i>	3\$	547	6	1.10%	2.65\$	0	0%	0\$	15.90\$
Total		1457	12	0.82%	2.54\$	0	0%	0\$	30.48\$

Key Campaign Results (Ads)

Present the results of your ads by completing the table below.

Ad	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.
<i>Intro to Machine Learning Udacity - Awareness</i>	6	1.56%	2.65\$	0.00	0%	0
<i>Udacity Machine Learning Course - Interests</i>	4	0.95%	2.17\$	0.00	0%	0
<i>Udacity Machine Learning Course - Interests</i>	2	0.41%	2.95\$	0.00	0%	0
<i>Intro to Machine Learning Udacity - Awareness</i>	0	0.00%	-	0.00	0%	0

Key Campaign Results (Keywords)

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

Keyword	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.
<i>Data Analysis</i>	3	1.65%	2.29\$	0	0%	0\$
<i>Artificial Intelligence</i>	2	1.00%	2.37\$	0	0%	0\$
<i>Data Analytics</i>	2	2.67%	2.98\$	0	0%	0\$

Campaign Evaluation

Evaluate how successful your campaign was, given what your Marketing Objective has been.

- Negative ROI because conversion rate was Zero
- I had spend 2.54\$ per clicks in the ads While max. CPC bid was 3\$
- *Intro to Machine Learning – Awareness* ad had the highest click
- The “Dataset” had highest cost per clicks which is 3\$ in the *Intro to Machine Learning – Interests* ad group
- The “Data Analysis” had highest clicks in the *Intro to Machine Learning – Interests* ad group

Recommendations for future campaigns

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

- I would focus on interests ad group because it had highest clicks and highest keywords had been searching about.
- I think I should focusing in machine learning keywords in interests group because I've been focusing in keywords in Artificial intelligence.
- A/B test different ads name
- A/B test Remove keywords are not performing well
- A/B test Make a different creative in keywords to increase clicks in keywords
- Evaluate the landing page, trying to make it the most responsive possible, and make its keywords more searchable to achieve more clicks.
- Update the keyword list, changing or adding new ones

Example: Ad Groups

<input type="checkbox"/>	<input checked="" type="radio"/>	Ad group ↓	Status	Default max. CPC	Ad group type	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
<input type="checkbox"/>	<input checked="" type="radio"/>	Intro to Machine Learning - Interests	Campaign ended	\$3.00 (enhanced)	Standard	6	910	0.66%	\$2.43	\$14.58	0.00	\$0.00	0.00%
<input type="checkbox"/>	<input checked="" type="radio"/>	Intro to Machine Learning - Awareness	Campaign ended	\$3.00 (enhanced)	Standard	6	547	1.10%	\$2.65	\$15.90	0.00	\$0.00	0.00%
		Total:...				12	1,457	0.82%	\$2.54	\$30.48	0.00	\$0.00	0.00%
▼		Total:...				12	1,457	0.82%	\$2.54	\$30.48	0.00	\$0.00	0.00%

Example: Ads

<input type="checkbox"/>	<div><div>●</div><div>Intro to Machine Learning Udacity udacity.com/FreeCourse/Machinelearning Machine learning brings together computer science & statistics to harness predictive power</div></div>	Intro to Machine Learning - Awareness	Campaign ended	Expanded text ad	6	385	1.56%	\$2.65	\$15.90	0.00	\$0.00	0.00%
<input type="checkbox"/>	<div><div>●</div><div>Udacity Machine Learning Course udacity.com/MachineLearning/Free-course skill for data analysts&data scientists wants to learn the refined trends and predictions.</div></div>	Intro to Machine Learning - Interests	Campaign ended	Expanded text ad	4	421	0.95%	\$2.17	\$8.68	0.00	\$0.00	0.00%
<input type="checkbox"/>	<div><div>●</div><div>Machine Learning Course Udacity udacity.com/Free-course/intro-to-ML This course will teach you the end-to-end process of investigating data through ML lens</div></div>	Intro to Machine Learning - Interests	Campaign ended	Expanded text ad	2	489	0.41%	\$2.95	\$5.90	0.00	\$0.00	0.00%
<input type="checkbox"/>	<div><div>●</div><div>Intro to Machine Learning Udacity udacity.com/Free-course/Machinelearning Machine Learning is first-class ticket to the most exciting careers in data analysis today</div></div>	Intro to Machine Learning - Awareness	Campaign ended	Expanded text ad	0	162	0.00%	—	\$0.00	0.00	\$0.00	0.00%
Total: All but removed ads ⓘ					12	1,457	0.82%	\$2.54	\$30.48	0.00	\$0.00	0.00%
▼	Total: Campaign ⓘ				12	1,457	0.82%	\$2.54	\$30.48	0.00	\$0.00	0.00%

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Example: Keywords

Total: All but removed keyw... ⓘ									12	1,457	0.82%	\$2.54	\$30.48	0.00	\$0.00	0.00%
<input type="checkbox"/>	<div><div></div></div>	Data Analysis	Intro to Machine Learning - Interests	Campaign ended	\$3.00 (enhanced)	Broad match	Eligible	—	3	182	1.65%	\$2.20	\$6.60	0.00	\$0.00	0.00%
<input type="checkbox"/>	<div><div></div></div>	Artificial Intelligence	Intro to Machine Learning - Awareness	Campaign ended	\$3.00 (enhanced)	Broad match	Eligible	—	2	201	1.00%	\$2.37	\$4.73	0.00	\$0.00	0.00%
<input type="checkbox"/>	<div><div></div></div>	Data Analytics	Intro to Machine Learning - Awareness	Campaign ended	\$3.00 (enhanced)	Broad match	Eligible	—	2	75	2.67%	\$2.98	\$5.96	0.00	\$0.00	0.00%
<input type="checkbox"/>	<div><div></div></div>	learning algorithms	Intro to Machine Learning - Interests	Campaign ended	\$3.00 (enhanced)	Broad match	Eligible	—	1	37	2.70%	\$2.90	\$2.90	0.00	\$0.00	0.00%