

Project 5 - Part 2

Run an AdWords Campaign



1. Approach Description

My assignment is to reach potential students in India and get them to enroll onto Udacity's Intro to Data Analysis course. To achieve this, I have developed an AdWords campaign with two separate ad groups. Both of these ad groups will run for five days, and my total daily budget will be \$10 spread over the two campaigns.

My first ad group will target potential students in the awareness stage of their customer journey. My second ad group will focus on prospective students in the interest stage of their customer journey.

For my awareness stage ad group, I have focused on broader keywords more specifically related to the subject matter of data analysis. Keywords such as “how to analyze and interpret data” and “what are data analysis techniques.” For my interest ad group, I have chosen more specific keywords targeting people who are actively seeking courses in data analysis. For example, I have used keywords such as “data analytics courses online free,” “Udacity data science” and “best data science courses in India”.

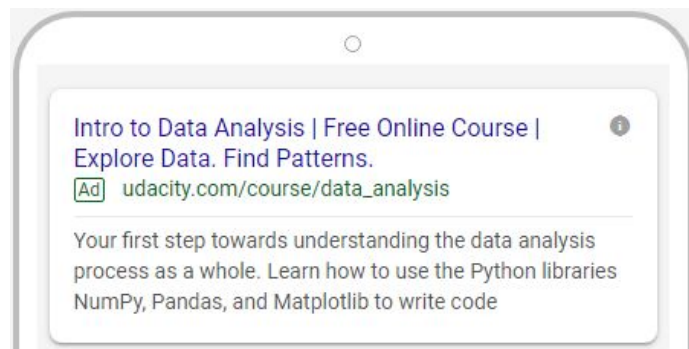
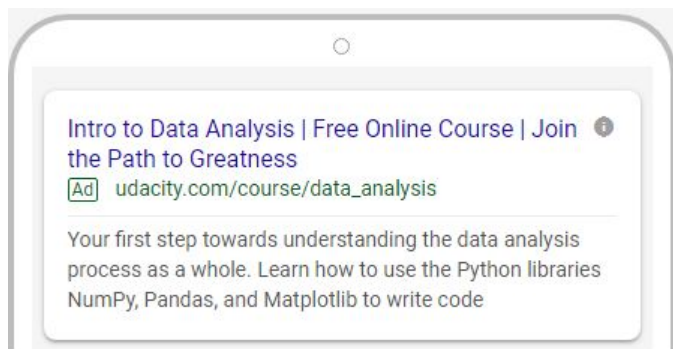
For my keyword research, I used Google's Keyword Planner, targeting a mix of high and low competition keywords, keeping a close eye on search volume and forecasts. The context of my ad copy for the awareness ad group focuses more on people who are looking to learn about and improve their data analysis skills, whereas my ad copy for the interest ad group relies more heavily on people who are looking for the first step on the ladder to advance their careers.

2. Marketing Objective & KPI

The marketing objective of my campaign is to attain a 4% Click Through Rate (CTR) at the end of the five days for both the awareness ad group and interest ad group.

My primary KPI will be the percentage of CTR.

Ad Group #1 - Awareness: Ads & Keyword List



Intro to Data Analysis | Free Online Course | Join the Path to Greatness
Ad udacity.com/course/data_analysis
Your first step towards understanding the data analysis process as a whole. Learn how to use the Python libraries NumPy, Pandas, and Matplotlib to write code

Intro to Data Analysis | Free Online Course | Explore Data. Find Patterns.
Ad udacity.com/course/data_analysis
Your first step towards understanding the data analysis process as a whole. Learn how to use the Python libraries NumPy, Pandas, and Matplotlib to write code

Keyword List

pandas tutorial
learn data analytics
exploratory data analysis
python
how to learn data analytics
pandas introduction
data analysis
pandas
python pandas
panda help
learn numpy

numpy tutorial
create numpy array
how to use numpy
numpy
difference between numpy and pandas
pandas numpy
numpy and pandas
numpy tutorials
how do you analyze data
data analysis for dummies

how to analyze and interpret data
data
what does it mean to analyze data
data
what is data analysis
what is data analysis techniques
data analyst online
how to be a data analyst
how do we analyze data
learn data analysis free
data analyst tutorial
how to do data analysis

Ad Group #2 - Interest: Ads & Keywords List

Key Campaign Results

(Campaign & Ad Groups)

Ad Group	Max. CPC Bid	Impr	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.	Cost
<i>Intro to Data Analysis: Awareness Ad Group</i>	\$3.00 enhanced	672	20	2.89%	\$1.10	0.00	0.00%	\$0.00	\$22.06
<i>Intro to Data Analysis: Interest Ad Group</i>	\$3.00 enhanced	19	19	10.98%	\$1.47	2.00	10.53%	\$13.96	\$27.91
Total		845	39	4.62%	\$1.28	2.00	5.13%	\$24.98	\$49.97

Key Campaign Results (Ads)

Ad	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.
<i>Ad Group 1, Ad 1</i>	18	3.52%	\$0.91	0.00	0.00%	\$0.00
<i>Ad Group 1, Ad 2</i>	2	1.24%	\$2.85	0.00	0.00%	\$0.00
<i>Ad Group 2, Ad 1</i>	16	13.91%	\$1.47	2.00	12.50%	\$11.72
<i>Ad Group 2, Ad 2</i>	3	5.17%	\$1.49	0.00	0.00%	\$0.00

Key Campaign Results (Keywords)

Keyword	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.
<i>+free +data +analytics +courses +online</i>	1	100%	\$1.12	1	100%	\$1.12
<i>"udacity courses"</i>	3	75%	\$0.38	0	0.00%	\$0.00
<i>"data science course online free"</i>	1	50%	\$1.09	1	100%	\$1.09

Campaign Evaluation

The marketing objective for my campaign was to achieve a 4% CTR for both my Awareness Ad Group and my Interest Ad Group. I was able to make a 3.24% CTR for my Awareness Ad Group and a 10.14% CTR for my Interest Ad Group. My overall campaign CTR was 4.17%. Although my CTR for the Awareness Ad Group was below my 4% target, my CTR for the Interest Ad Group was more than double the 4% goal, and overall I am pleased with the total campaign CTR of 4.17%.

Both Ad Group 1 and Ad Group 2 returned a positive ROI, with Ad Group 1 achieving an Average CPC of \$1.10 and Ad Group 2 receiving an Average CPC of \$1.47. The overall ROI for my campaign was positive. My overall CPC was \$1.28 and well below the \$3 maximum bid.

The best-performing Ad out of the 4 I created was the *Interest Ad Group 2, Ad 1 Data Analysis By Udacity | Free Online Course | Upgrade Your Skill Set*. It had the highest CTR (13.91%) and was the only Ad in the entire group to achieve conversions (2).

The Keywords with the highest CTR were **free data analytics courses online** (CTR 100%/CPC \$1.12), **Udacity courses** (CTR 75%/CPC \$1.14) and **data science course online free** (CTR 50%/CPC \$1.09).

I feel that the keywords with “free” in the title performed the best because the potential customer is clear that there is no monetary cost to undertake the course which is attractive.

One of the main sticking points of my campaign is that I was limited by budget and not able to achieve the maximum exposure for my Ads.

Recommendations for future campaigns







With the experience I have gained from running this campaign and if I had an additional budget I would propose the following:

- Additional budget would allow my Ads to run more prolifically and receive more clicks.
- I would reduce the number of keywords in my keyword list and try to be more specific to what I am advertising. Using a minimum of twenty keywords forced me to start getting a bit too broad.
- I would pause any keywords that were not performing well or not providing value for money.
- I would search for keyword suggestions based on my top performing keywords and add them.
- I would produce more than two Ads per Ad Group, at least three, maybe four. This gives me more opportunity to test what is working and what isn't, and refine my Ads.
- With more Ads to test I have more opportunities to conduct A/B Split Testing with different variables.
- I would pause my lowest performing Ads and funnel my campaign budget to my highest performing ones.
- I would try to implement seller ratings in my Ads as they are proven to increase CTR.

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 Data Analysis: Awareness Ad Group	Campaign ended	US\$3.00 (enhanced)	Standard	20	672	2.98%	US\$1.10	US\$22.06	0.00	US\$0.00	0.00%
<input type="checkbox"/>	<input checked="" type="radio"/>	Intro to Data Analysis: Interest Ad Group	Campaign ended	US\$3.00 (enhanced)	Standard	19	173	10.98%	US\$1.47	US\$27.91	2.00	US\$13.96	10.53%
		Total:...				39	845	4.62%	US\$1.28	US\$49.97	2.00	US\$24.98	5.13%
		Total:...				0	0	—	—	—	0.00	—	0.00%
		Total:...				39	845	4.62%	US\$1.28	US\$49.97	2.00	US\$24.98	5.13%

Ads

<input type="checkbox"/>		Ad	Ad group	Status	Ad type	Clicks	Impr.	CTR	Avg. CPC	Cost	ersions	Cost / conv.	Conv. rate
<input type="checkbox"/>		Intro to Data Analysis Free Online Course Explore Data. Find Patterns. udacity.com/course/data_analysis Your first step towards understanding the data analysis process as a whole. Learn how to use the Python libraries NumPy, Pandas, and Matplotlib to wri...	Intro to Data Analysis: Awareness Ad Group	Campaign ended	Expanded text ad	18	511	3.52%	US\$0.91	US\$16.37	0.00	US\$0.00	0.00%
<input type="checkbox"/>		Intro to Data Analysis Free Online Course Join the Path to Greatness udacity.com/course/data_analysis Your first step towards understanding the data analysis process as a whole. Learn how to use the Python libraries NumPy, Pandas, and Matplotlib to wri...	Intro to Data Analysis: Awareness Ad Group	Campaign ended	Expanded text ad	2	161	1.24%	US\$2.85	US\$5.69	0.00	US\$0.00	0.00%
<input type="checkbox"/>		Data Analysis By Udacity Free Online Course Upgrade Your Skill Set udacity.com/course/data_analysis Your first step towards learning the data analysis process as a whole. Don't get left behind. Master the skills the jobs of tomorrow require.	Intro to Data Analysis: Interest Ad Group	Campaign ended	Expanded text ad	16	115	13.91%	US\$1.47	US\$23.45	2.00	US\$11.72	12.50%
<input type="checkbox"/>		Data Analysis By Udacity Free Online Course Gain Your Edge Now. udacity.com/course/data_analysis Your first step towards learning the data analysis process as a whole. Don't get left behind. Master the skills the jobs of tomorrow require.	Intro to Data Analysis: Interest Ad Group	Campaign ended	Expanded text ad	3	58	5.17%	US\$1.49	US\$4.46	0.00	US\$0.00	0.00%
Total: All enabled ads 						39	845	4.62%	US\$1.28	US\$49.97	2.00	US\$24.98	5.13%
Total: Experiments 						0	0	—	—	US\$0.00	0.00	US\$0.00	0.00%
Total: Campaign 						39	845	4.62%	US\$1.28	US\$49.97	2.00	US\$24.98	5.13%

Keywords

<input type="checkbox"/>	<input checked="" type="radio"/>	Keyword	Ad group	Status	Max. CPC	Policy details	Final URL	Clicks	Impr.	↓ CTR	Avg. CPC	Cost	ersions	Cost / conv.	Conv. rate
Total: Keywords ?								39	845	4.62%	US\$1.28	US\$49.97	2.00	US\$24.98	5.13%
<input type="checkbox"/>	<input checked="" type="radio"/>	+free +data +analytics +courses +online	Intro to Data Analysis: Interest Ad Group	Campaign ended	US\$3.00 (enhanced)	Approved	—	1	1	100.00%	US\$1.12	US\$1.12	1.00	US\$1.12	100.00%
<input type="checkbox"/>	<input checked="" type="radio"/>	"udacity courses"	Intro to Data Analysis: Interest Ad Group	Campaign ended	US\$3.00 (enhanced)	Approved	—	3	4	75.00%	US\$0.38	US\$1.14	0.00	US\$0.00	0.00%
<input type="checkbox"/>	<input checked="" type="radio"/>	"data science course online free"	Intro to Data Analysis: Interest Ad Group	Campaign ended	US\$3.00 (enhanced)	Approved	—	1	2	50.00%	US\$1.09	US\$1.09	1.00	US\$1.09	100.00%