



# **Project 5: Run an AdWords Campaign (Part 2)**

**Campaign Overview**

**By**

**Chamok Biswas**



# Campaign Approach

Description, Marketing Objective & KPI

# 1. Approach Description

- I have chosen option 1 where i was assigned for the following criteria:
- **Course:** Differential Equations in Action
- (<https://www.udacity.com/course/differential-equations-in-action--cs222>).
- I will run the ads for 5 days. The total campaign budget will be \$75 with a daily budget of \$15. I intent to get at least 25 enrollments to the course.
- I will target people who are in the Interest and Desire state of their customer journeys.
- I will 2 Ad groups, 1 each for the potential candidates in the Interest and the Desire stages. For each of the ad groups, I will create 2 ads matching the stage of the customer journey.
- I will use the appropriate keywords including a mix of Generic terms, Brand terms, Related terms and Competitor terms.

## 2. Marketing Objective & KPI

**What marketing objective do you aim to achieve with your campaign?**

**Ans:** The objective is to help Udacity to spread free education worldwide.

Specifically, through my campaign, I intent to collect at least 25 enrollments from interested students from United States and Canada to Udacity's landing page for Free courses. By running the campaign for 5 days with a total budget of \$75, and a daily budget of \$15.

**What primary KPI are you going to track in your campaign?**

**Ans:** The primary KPI is I will be tracking the leads conversions, i.e: the number of enrollments for the Differential Equations in Action courses.



# Ad Groups

Ads and Keywords

# Ad Group #1: Ad #1

✓ Select campaign settings

✓ Set up ad groups

● Create ads

4 Review

New text ad

Final URL

https://www.udacity.com/course/differential-equations-in-action--cs222

Headline 1

Learn Differential Equations

Headline 2

Free Python Training

Headline 3

Udacity

Display path

www.udacity.com / Path 1 / Path 2

Description 1

Write Python code to find numerical solutions to systems of differential equations.

Description 2

Ad URL options

1 of 3 previews

Mobile

Learn Differential Equations | Free Python Training | Udacity

Ad www.udacity.com

Write Python code to find numerical solutions to systems of differential equations.

Your ad might not always include all your text. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)

DONE AND CREATE NEXT AD

CANCEL

DIGITAL MARKETING  
NANODEGREE PROGRAM

## Ad Group #1: Ad #2

Google Ads

New ad

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? !

873-789-3111 DMND Udacity arjunbiswas070@gmail.com

Select campaign settings

Set up ad groups

Create ads

Review

New text ad

Final URL  
<https://www.udacity.com/course/differential-equations-in-action--cs222>

Headline 1  
Python Online Course

Headline 2  
Learn Differential Equations

Headline 3  
Udacity

Display path  
[www.udacity.com](#) / Path 1 / Path 2

Description 1  
Write Python code to find numerical solutions to systems of differential equations.

Description 2

Ad URL options

1 of 3 previews

Mobile

Python Online Course | Learn Differential Equations | Udacity

Ad [www.udacity.com](#)

Write Python code to find numerical solutions to systems of differential equations.

Your ad might not always include all your text. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)

DONE AND CREATE NEXT AD

CANCEL

# Ad Group #1: Keyword List

## Keyword List:

*online classes free*  
*python training*  
*learn python*  
*python tutorial*  
*differential equations online course*  
*online programming courses*  
*programming courses*  
*udacity nanodegree*  
*python programming tutorial*  
*online training courses*  
*online studies*  
*learn python online*  
*python course*  
*python online course*  
*python programming for beginners*  
*ordinary differential equations online course*  
*online certificate courses*  
*online learning courses*  
*differential equations online course credit*  
*best python course*



# Ad Group #2: Ad #1

Google Ads

ChaBisMay-20 >  
New ad group

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Set up ad group — 2 Create ads

IN PROGRESS

PENDING

PENDING

New text ad

Final URL

https://www.udacity.com/course/differential-equations-in-action--cs222

Headline 1

Free Online Python Course

Headline 2

Udacity Free Course

Headline 3

Display path

www.udacity.com / Path 1 / Path 2

Description 1

Write Python code to find numerical solutions to systems of differential equations.

Description 2

1 of 3 previews

Mobile

Free Online Python Course | Udacity Free Course

Ad www.udacity.com

Write Python code to find numerical solutions to systems of differential equations.

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# Ad Group #2: Ad #2

Google Ads | Edit text ad

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Ad group: Chamok Biswas Ad group #2 ( Interest )  
ChaBisMay-20

Keywords: best online courses, free online learning courses, python training courses, python programming certification, free online python course, free online computer courses with certificate, learn python free + 3 more [Show more](#)

Edit text ad

Final URL  
<https://www.udacity.com/course/differential-equations-in-action--cs222>

Headline 1  
Free Python Training

Headline 2  
Udacity Free Courses

Headline 3

Display path  
www.udacity.com / Path 1 / Path 2

Description 1  
Write Python code to find numerical solutions to systems of differential equations.

Description 2

Ad URL options  
Saving the ad updates it to a new version and sends it for review. Metrics for previous versions will still be visible. [Learn more](#)

1 of 3 previews

Mobile

Free Python Training | Udacity Free Courses

[www.udacity.com](https://www.udacity.com)

Write Python code to find numerical solutions to systems of differential equations.

Your ad might not always include all your text. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)

## Ad Group #2: Keyword List

### Keyword List: python certification online

*differential equations online course*

*free online python course*

*python training courses*

*free distance learning courses*

*free university courses*

*python lessons*

*free online degree courses with certificates*

*python programming certification*

*free online learning courses*

*differential equations online course credit*

*free online computer courses with certificate*

*free online python course*

*best online python course*

*udacity free courses*

*online differential equations class*

*learn python free*

*best online courses*

*udacity python*

*python language tutorial*



# Campaign Evaluation

Results, Analysis and  
Recommendations

# Key Campaign Results (Campaign & Ad Groups)

Ad Group	Max. CPC Bid	Impr.	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.	Cost
Chamok Biswas Ad group #1  ( Interest )	\$3.00	420	10	2.38%	\$2.51	0	0.00%	\$0.00	\$25.10
Chamok Biswas Ad group #2  ( Awareness)	\$3.00	468	13	2.78%	\$2.21	0	8.00%	\$0.00	\$28.73
<b>Total</b>		888	23	2.59%	\$2.34	0	4.65%	\$0.00	\$53.83

## Key Campaign Results (Ads)

Ad	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.
Chamok Biswas Ad group #1 Ad #1  ( Awareness)	9	2.54%	\$2.49	0.00	0.00%	\$0.00
Chamok Biswas Ad group #1 Ad #2  ( Awareness)	1	1.52%	\$2.71	0.00	0.00%	\$0.00
Chamok Biswas Ad group #2 Ad #1  ( Interest)	8	2.35%	\$1.77	0.00	0.00%	\$0.00
Chamok Biswas Ad group #2 Ad #2  ( Interest)	5	3.91%	\$2.92	0.00	0.00%	\$0.00

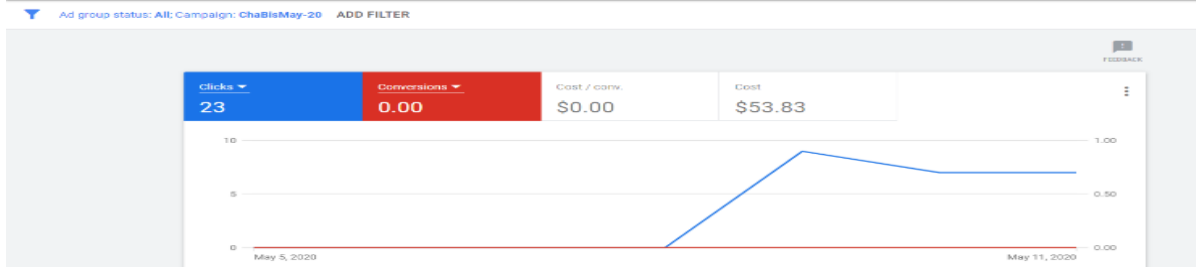
## (Key Campaign Results (Keywords))

Keyword	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.
online learning courses	3	2.44%	\$2.54	0	0.00%	\$0.00
free online learning courses	3	1.79%	\$2.10	0	0.00%	\$0.00
python language tutorial	2	8.70%	\$2.96	0	0.00%	0.00%

# Campaign Evaluation

## Did your campaign result in a positive ROI?

**Ans:** I was given a life time budget for this project was \$75 and the total campaign cost went up to \$53.83. I should have chosen more less competitive keyword. So that it will help me to achieve a big ROI. Here there are 23 clicks but no conversion.



## Was the conversion rate higher or lower than expected?

**Ans:** The conversion rate was lower than I expected due to selecting high competition keyword at lowest \$3 bid.

## How much did you have to spend per click? How close did you get to your max. CPC bid?

**Ans:** I have spent \$3 for CPC and got maximum cpc bid of \$3

## Which ad group, ads and keywords led to the highest click through and conversion rates and why might that have been the case?

**Ans:** For my project I found awareness ad group ads led to the highest clicks.

## Looking at the cost per click and the average position of your ad groups, can you infer which kind of keywords are subject to higher competition in AdWords?

**Ans:** Considering the CPC and the average position, I found that the long tail key words are performing higher level in Adwords campaign.

## Which keywords performed best for you and why might that have been the case?

**Ans:** For my project the Best performed keyword “**free online learning courses**” performed well and have positive impacts on the targeted audience, this keyword is a long tail keyword so it works better than head keywords.



# Recommendations for future campaigns

## Would you focus on certain Ad Groups, ads or keywords?

**Ans:** First i will make a list of keywords and then will focus on Ads because to run a successful campaign and also I have to make my headlines and descriptions attractive. I will also make sure the content I'm creating for my campaign appropriate my targeted audience.

## Would you change any of your existing ads or keywords or add any new ones?

**Ans:** Definitely I will make changes on my list of keywords because when my campaign is running with short tail keyword list and high CPC, I have to pause the campaign to add more effective long tail keywords with a low CPC so that i can get a good conversion rate.

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

**Ans:** I will most probably choose two ad group with different headline and set of keywords during A/B testing. It will make it easier to evaluate the results in the future.

## Would you make changes to the landing page, and if so, what kind of changes and why?

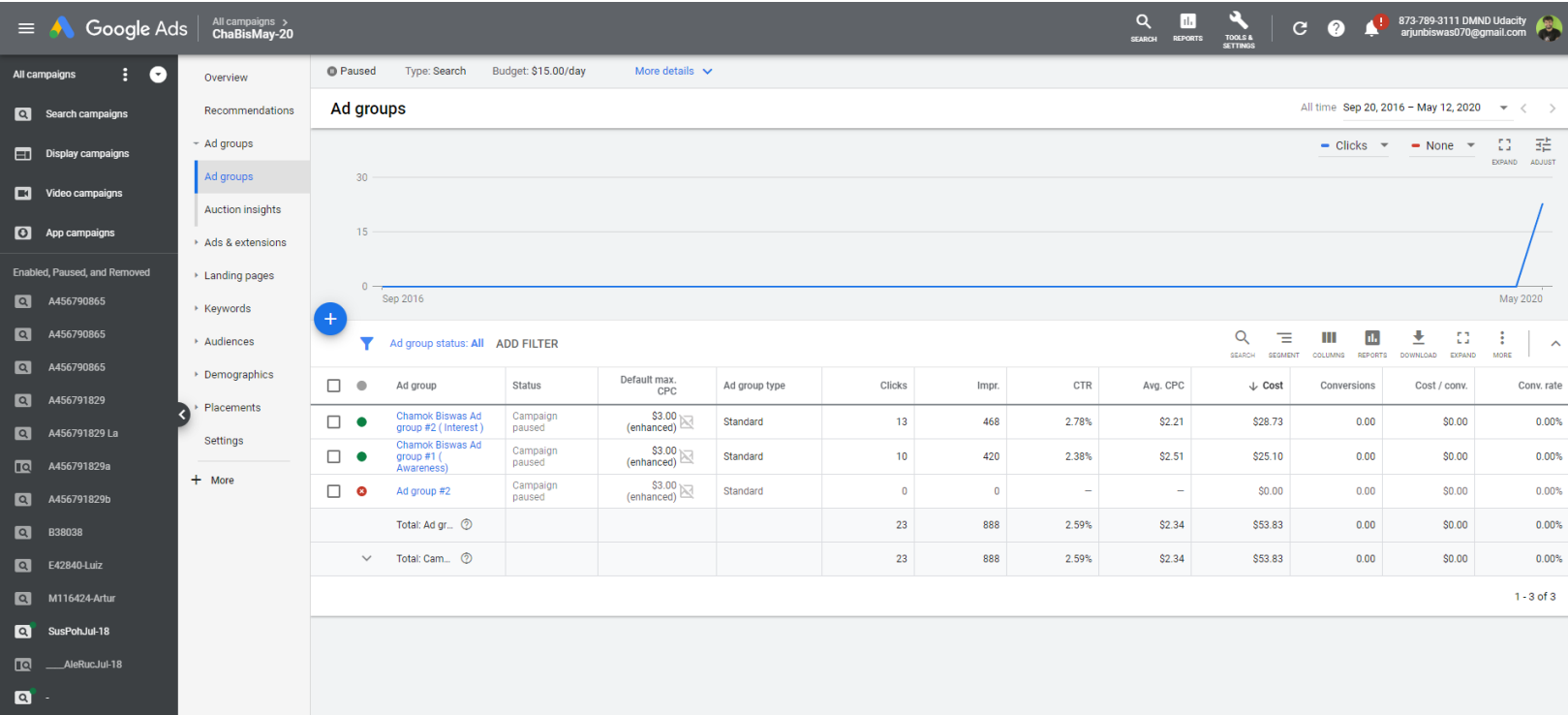
**Ans:** The most important part on the campaign is the landing page. It should be clear to the audience otherwise audience will bounce back to other pages. Landing page should be relevant to the ad camapaign. So I will prefer to add images or videos to the landing page which will define what we are offering and also content of the landing page. It should not confuse the audience so I will try to make it short and clear.



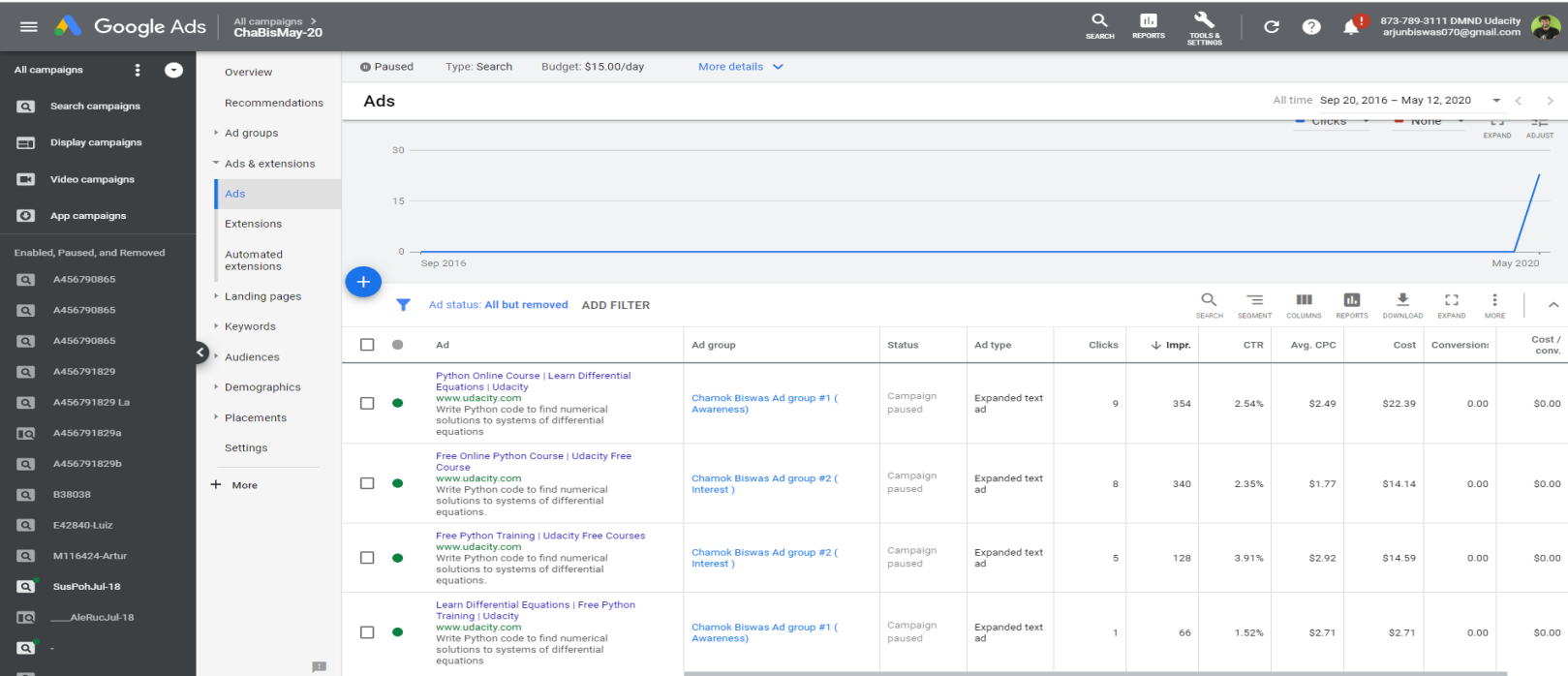
# Appendix

Screenshots for Reference

# Ad Groups



# Ads



# Keywords

Google Ads

All campaigns > ChaBisMay-20

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Overview

Recommendations

Ad groups

Ads & extensions

Landing pages

Keywords

Search Keywords

Negative Keywords

Search terms

Auction Insights

Audiences

Demographics

Placements

Settings

Less

Locations

Ad schedule

Devices

Advanced bid adj.

Change history

Drafts & experiments

Paused

Type: Search

Budget: \$15.00/day

More details

Search Keywords

All time Sep 20, 2016 – May 12, 2020


Keyword status: All

ADD FILTER

Keyword	Ad group	Status	Max. CPC	Match type	Policy details	Final URL	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
Total: Keywords														
online learning courses	Chamok Biswas Ad group #1 ( Awareness)	Campaign paused	\$3.00 (enhanced)	Broad match	Eligible	—	3	123	2.44%	\$2.54	\$7.61	0.00	\$0.00	0.00%
free online learning courses	Chamok Biswas Ad group #2 ( Interest )	Campaign paused	\$3.00 (enhanced)	Broad match	Eligible	—	3	168	1.79%	\$2.10	\$6.30	0.00	\$0.00	0.00%
online training courses	Chamok Biswas Ad group #1 ( Awareness)	Campaign paused	\$3.00 (enhanced)	Broad match	Eligible	—	3	74	4.05%	\$2.01	\$6.03	0.00	\$0.00	0.00%
python language tutorial	Chamok Biswas Ad group #2 ( Interest )	Campaign paused	\$3.00 (enhanced)	Broad match	Eligible	—	2	23	8.70%	\$2.96	\$5.93	0.00	\$0.00	0.00%
online classes free	Chamok Biswas Ad group #1 ( Awareness)	Campaign paused	\$3.00 (enhanced)	Broad match	Eligible	—	2	36	5.56%	\$2.84	\$5.67	0.00	\$0.00	0.00%
python lessons	Chamok Biswas Ad group #2 ( Interest )	Campaign paused	\$3.00 (enhanced)	Broad match	Eligible	—	2	13	15.38%	\$1.93	\$3.85	0.00	\$0.00	0.00%
free online degree courses with certificates	Chamok Biswas Ad group #2 ( Interest )	Campaign paused	\$3.00 (enhanced)	Broad match	Eligible	—	1	29	3.45%	\$3.00	\$3.00	0.00	\$0.00	0.00%
python tutorial	Chamok Biswas Ad group #1 ( Awareness)	Campaign paused	\$3.00 (enhanced)	Broad match	Eligible	—	1	40	2.50%	\$2.97	\$2.97	0.00	\$0.00	0.00%
best online courses	Chamok Biswas Ad group #2 ( Interest )	Campaign paused	\$3.00 (enhanced)	Broad match	Eligible	—	1	80	1.25%	\$2.87	\$2.87	0.00	\$0.00	0.00%
online certificate courses	Chamok Biswas Ad group #1 ( Awareness)	Campaign paused	\$3.00 (enhanced)	Broad match	Eligible	—	1	29	3.45%	\$2.82	\$2.82	0.00	\$0.00	0.00%
learn python free	Chamok Biswas Ad group #2 ( Interest )	Campaign paused	\$3.00 (enhanced)	Broad match	Eligible	—	1	18	5.56%	\$2.81	\$2.81	0.00	\$0.00	0.00%
free university courses	Chamok Biswas Ad group #2 ( Interest )	Campaign paused	\$3.00 (enhanced)	Broad match	Eligible	—	2	115	1.74%	\$1.16	\$2.32	0.00	\$0.00	0.00%
free distance learning courses	Chamok Biswas Ad group #2 ( Interest )	Campaign paused	\$3.00 (enhanced)	Broad match	Eligible	—	1	5	20.00%	\$1.65	\$1.65	0.00	\$0.00	0.00%
online studies	Chamok Biswas Ad group #1 ( Awareness)	Campaign paused	\$3.00 (enhanced)	Broad match	Eligible	—	0	16	0.00%	—	\$0.00	0.00	\$0.00	0.00%

# Landing Page

## Landing Page links to corresponding Nanodegree

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Making Math Matter

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