

DISPLAY ADVERTISING PROJECT

Evaluate a Display Campaign



BOLENA CAMPO



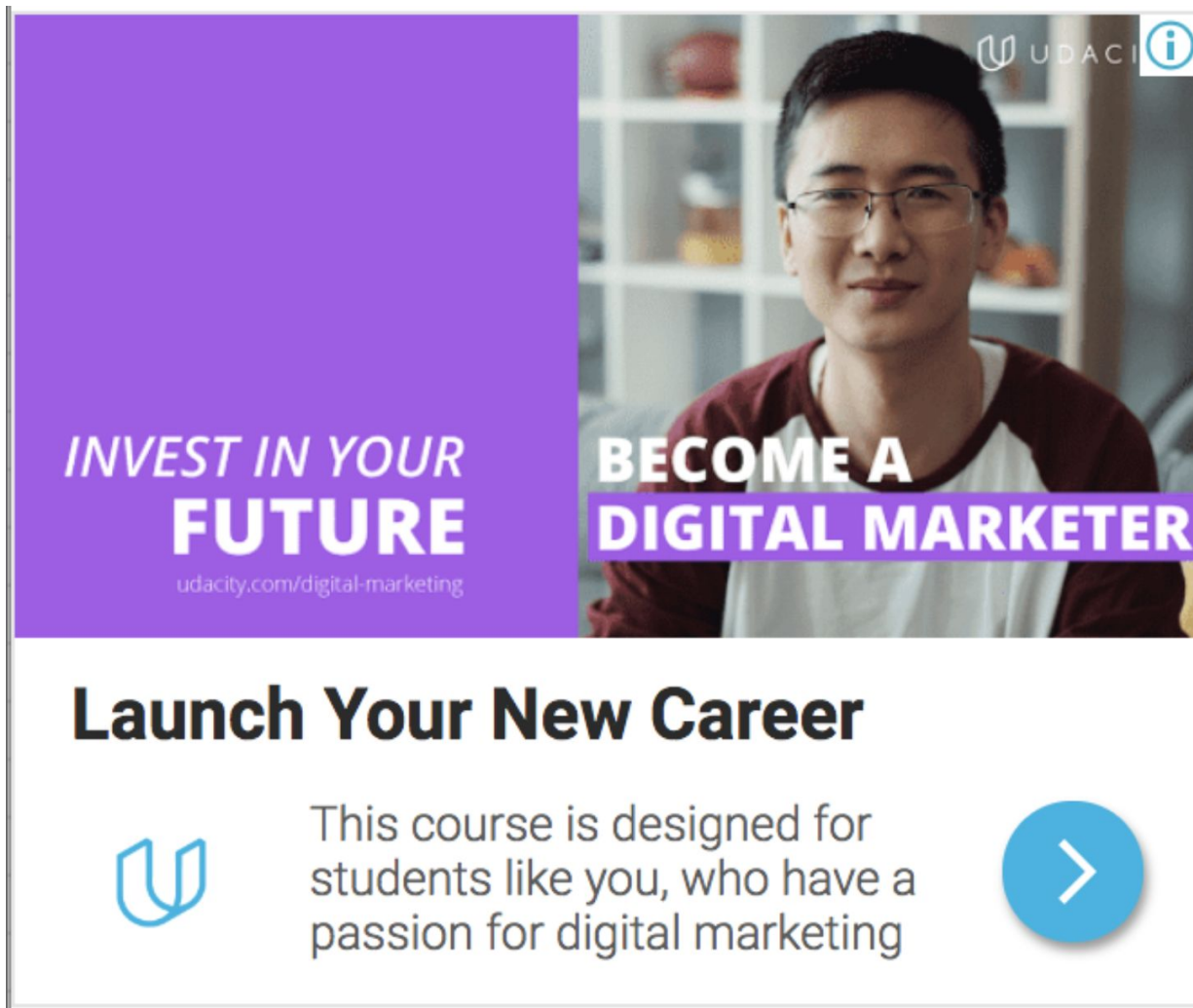
Using Google AdWords

I evaluated the results of a graphic advertising campaign and created the presentation of the results for management, including: the orientation strategy, creatives used, campaign results and recommendations on how to improve it.

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.

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 man with glasses and a red shirt, with the text "BECOME A DIGITAL MARKETER" overlaid. The Udacity logo is in the top right corner. 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.

I calculated the ROI.

1. The campaign results are on the table below.
2. Key Results: The CPA took 75% of the profit for each new student; Only 0.0016% of clicks were conversions.
3. The overall ROI of the campaign was \$149.05 it was Positive.

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	1,243	200,957	0.62%	\$0.36
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$448.95	0.002	2	\$224.48	\$149.05

Lessons learned to optimize this campaign.

My suggestions to improve this campaign, below.

Suggestion 1: Review the keyword lists to replace the text with long tail keywords (analyzing costs on keyword lists, to choose the most efficient) related to the affinity audience: their needs and expectations.


Suggestion 2: Change the image of the campaign for one that best represents typical Business Professionals, but in a more relaxed environment than that of an office. I suggest an A / B test.

Suggestion 3: Add a CTA with a clear message that invites to take action.

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.


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: I calculated the ROI

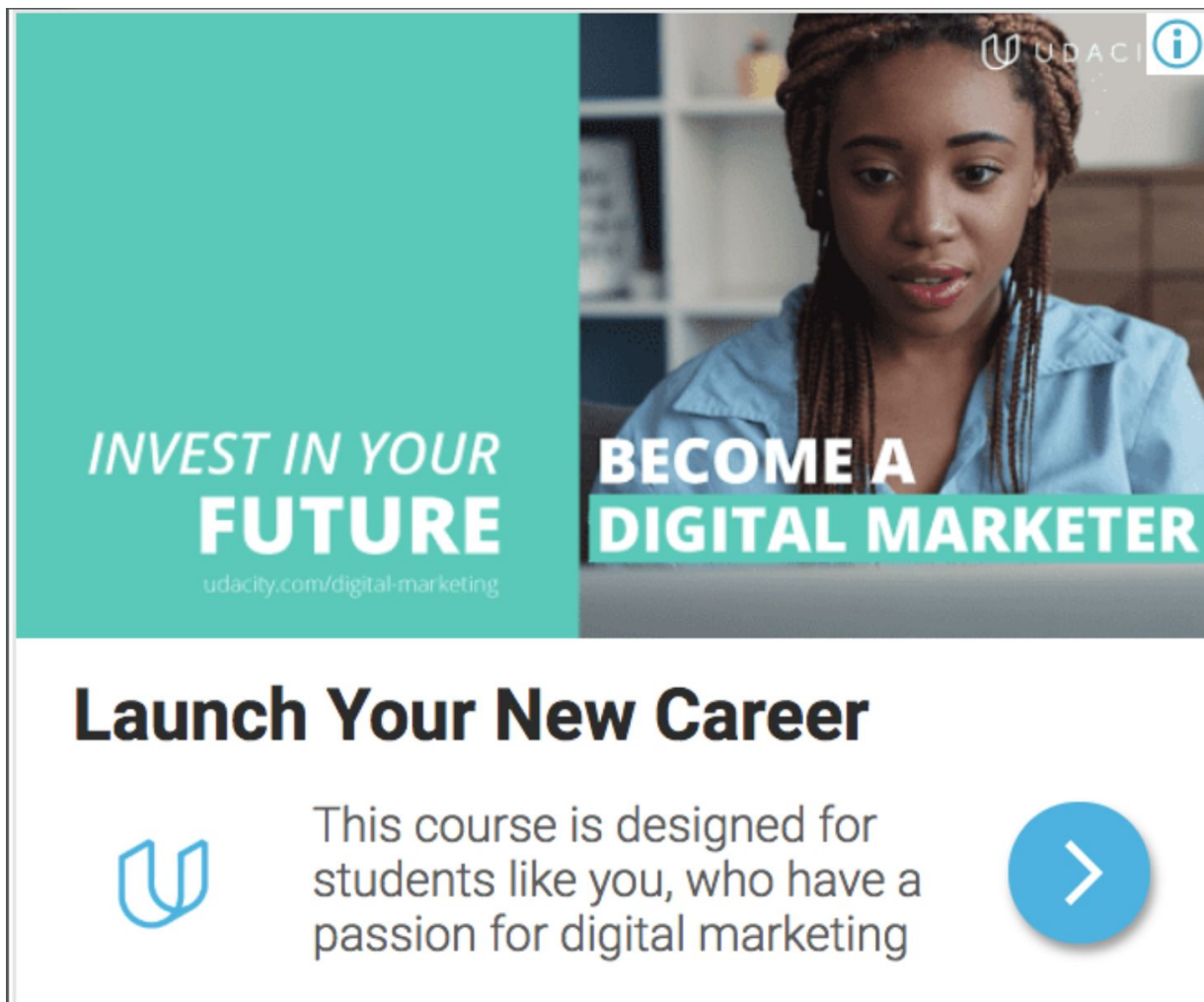
1. The campaign results are on the table below.
2. The overall ROI of the campaign was \$67.01 it was Positive.

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	407	67833	0.60%	\$0.57
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$232	0.002	1	\$232	\$67.01

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 ad 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. The bottom section has a white background with the heading "Launch Your New Career", the Udacity logo, a description of the course, and a blue circular button with a white arrow pointing right.

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: ROI

1. The campaign results are on the table below.
2. The overall ROI of the campaign was \$64.50 it was Positive.

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	670	109,994	0.61%	\$0.35
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$234.50	0.002	1	\$234.50	\$64.50

Comparative analysis of campaign performance

Although the three campaigns had the same conversion rate and similar ctr, the difference was made by the number of impressions and clicks of the first campaign (less duplicating the others), which was the only one that obtained 2 new students unlike the campaigns 2 and 3 who obtained only one new student each.

Below are the summary figures:

	CR	IMPRESSIONS	CLICKS	CTR	ROI
Campaign 1	0.002	200957	1243	0.62%	\$ 149.05
Campaign 2	0.002	67833	407	0.60%	\$ 67.01
Campaign 3	0.002	109994	670	0.61%	\$ 64.50

The first thing I can highlight about the campaign with the best performance is that it has a defined target audience: digital marketing enthusiasts, although in the execution of the campaign, the integration of another key feature failed: business professionals and reflected a wrong feature: students . This could generate great reach (for the wrong words contained in the ad) but as reflected in the conversions, it was ineffective.

The latter highlights the importance of defining a target audience and reflecting a message consistent and aligned with the marketing objectives, without this nothing else matters in the ad, because it will not be of interest to the public that the ad reaches.