DIGITAL MARKETING NANODEGREE PROGRAM

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.

Campaign: We want to aggressively grow the program, but, we want to do it without losing money.

FORMULAS

Conversion Assumption: 0.2% Conversion via Landing page

Calculating #of Sign Ups: Clicks to the landing page *0.002 = # 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

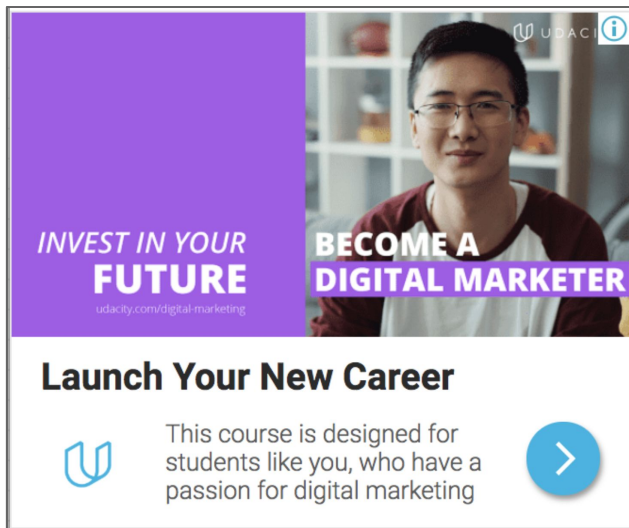**ROI:** [(299 Profit) - CPA] * # of Student Sign Ups = ROI

Evaluate a Display Image Campaign

1. DISPLAY IMAGE CAMPAIGN: Overall Results

The Display Image Campaign targeting 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

RESULTS: Calculate ROI

Creative	Clicks	Impressions	CTR	Avg. CPC
Campaign Results	1243	200,957	0.62%	$0.36

Cost	Conversion Rate	# New Students	CPA	ROI +/-
$448.95	0.20%	2	$224.48	$149.04 (positive)

How would you optimize this campaign?

Since this ad performed the best, it's quite hard to find three suggestions for the optimization.

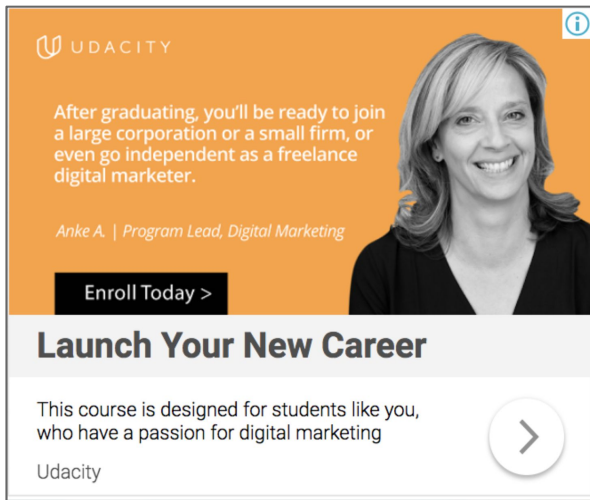We could experiment with some A/B testing, changing the ad creative or the headline.

Also, we could add new keywords, trying to think of long tail keywords that "Business Professionalist Social Media Enthusiasts" might be searching for.

I would narrow down the targeting to the best performing results based on the demographics so far.

2. DISPLAY IMAGE CAMPAIGN: Site Targeting

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

RESULTS: Calculate ROI

Creative	Clicks	Impressions	CTR	Avg. CPC
Campaign Results	407	67,833	0.6%	$0.57

Cost	Conversion Rate	# New Students	CPA	ROI +/-
$231.99	0.2%	1	$231.99	$67.01 (positive)

How would you optimize this campaign?

This campaign had the highest CPC compared to the other two. Therefore, I would first look into the keywords and paused the ones with the highest CPC.
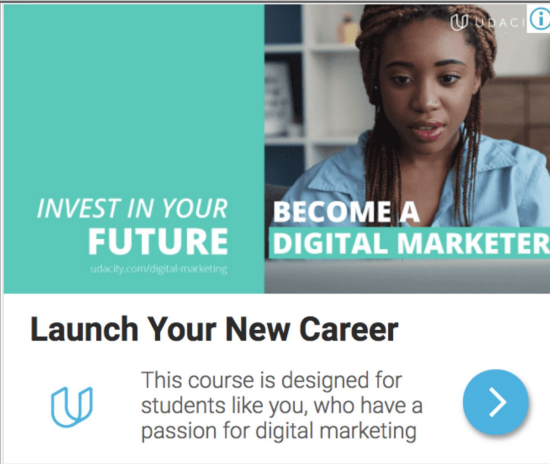
Second, since this campaign was targeting different sites where Udacity's typical customer supposedly spends a lot of time, I would reconsider the choice of those sites and add or replace a few.

This campaign also had a long ad description, whereas the other two had a clear descriptive headline. Therefore, I would run an A/B test, keeping the text on the one ad and replacing it with the headline from the other two campaigns on the other ad.

3. DISPLAY IMAGE CAMPAIGN: Overall Results

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

RESULTS: Calculate ROI

Creative	Clicks	Impressions	CTR	Avg. CPC
Campaign Results	670	109,994	0.61%	$0.35

Cost	Conversion Rate	# New Students	CPA	ROI +/-
$234.50	0.2%	1	$234.50	$64.50 (positive)

How would you optimize this campaign?

I would perform two different A/B tests.

First, I would change the headline from "Invest in your Future" into the "Invest in your Knowledge".

Second, I would change the ad creative.

Third, I would look into the keyword list and add new ones. Since with this ad we are targeting visitors to the DMND landing page, I would focus more on long tail and branded keywords to first, increase traffic to the landing page and with this changing the probability of new students signing up for the DMND program.

Results, Analysis, and Recommendations

Which campaign performed the best? Why?

Campaign targeting the Affinity Audience, consisted of Business Professionals Social Media Enthusiasts, performed the best results. Based on the assumption of 0.2% conversion rate, I calculated there were 2 new students signing up for the DMND program. The other two campaigns had only 1 new student signing up for the DMND program. Also, the first campaign had more than two times higher ROI than the other two campaigns. All of them had similar CPA.

Recommendations for future campaigns

I would focus on the first ad campaign, since it produced the best overall results.

As suggested before, I would perform many different A/B tests, changing ad creative, ad headline or ad description.

I would look into the keyword list, pausing keywords that did not perform well or had a high CPC. Also, I would include new keywords, focusing on long tail and branded keywords.

I would consider placement targeting and find better sites and apps to place the ad there.