



UDACITY

DIGITAL MARKETING NANODEGREE PROGRAM

PROJECT-5-part-2 RUN AN ADWORDS CAMPAIGN

APPROACH DESCRIPTION

For the AdWords project, I have chosen to take part in Udacity's mission in democratizing students, offering HTML5 Canvas free course (<https://www.udacity.com/course/html5-canvas--ud292>). I was assigned to target India, setting English as the preferred language. However, AdWords didn't recognize the language choice and marked "all languages" in the review section (see the screenshots slides at the end). The campaign is set to run for five days with a daily budget of \$10.

I divided my campaign into two ad groups targeting audiences based on the customer journey naming them Awareness and Interest ad group.

I used Google keyword planner for identifying keywords based on my landing page. For the Awareness group, I focused more on broad and generic terms connected to general searches about programming. For the Interest group, I chose more specific words focusing on descriptions of the HTML5 Canvas course landing page.

I decided to go with short and clear content for my headlines and descriptions, believing this will result in more clicks. I kept URL paths as simple as possible, showing that clicking on the ad will take my audience to the HTML5 Canvas course.

MARKETING OBJECTIVE:

To increase 10 new enrollments for the free course HTML5 Canvas within 5 days, with daily budget of \$10 and the default CPC \$3.

PRIMARY KPI:

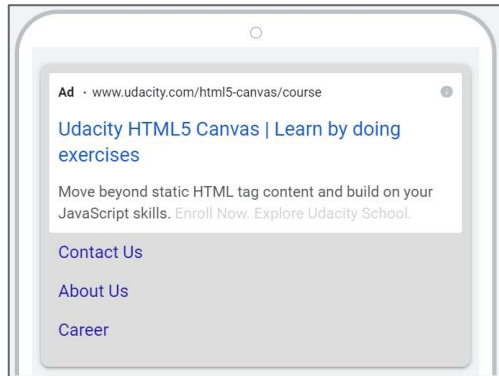
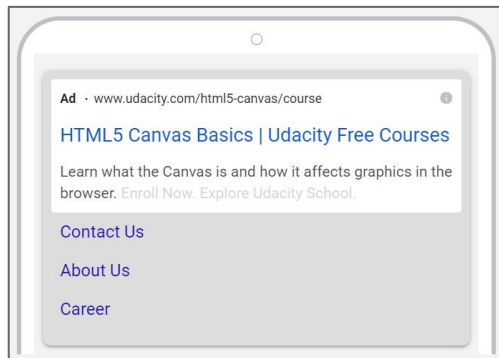
The number of conversions (course signups).

AD GROUPS

Ads and Keywords

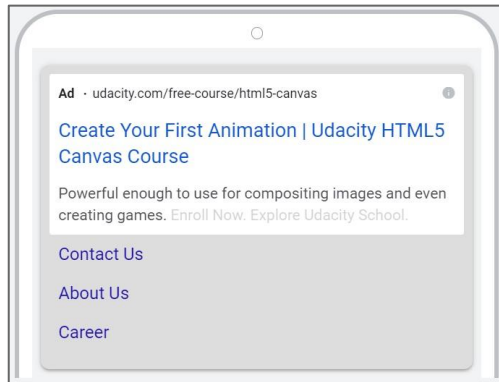
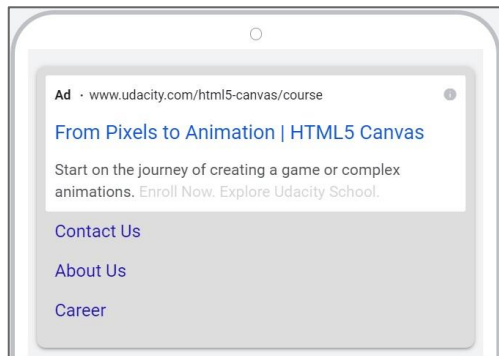


AD GROUP #1: AWARENESS



Keyword list: best language for machine learning, best way to learn coding, best coding websites, best programming language for beginners, best programming language for web development, fundamentals of programming, learn programming, learn to code, learn java, learn html, coding for beginners, best way to learn java, free online computer courses with certificate, learn html5, best programming language to learn, ai, programming for beginners, machine learning, data science, artificial intelligence, learn java online, learn code online, coding classes, computer programming courses, online programming courses

AD GROUP #2: INTEREST



Keyword list: app development, java course, coding courses, learn ai, html5 canvas, canvas2d, create animation, free coding classes, mobile app development, machine learning online course, learn android app development, html course, learn to code for free, online coding courses, programming courses, java online course, machine learning algorithms, mobile application development, artificial intelligence and machine learning, javascript api, learn html5, ai programming, web development courses, java programming for beginners

Campaign Evaluation



Key Campaign Results (Campaign & Ad Groups)									
Ad Group	Max. CPC Bid	Impr.	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.	Cost
Awareness	\$3	952	19	2%	\$1.35	0	0%	\$0	\$25.64
Interest	\$3	704	22	3.13%	\$1.32	0	0%	\$0	\$29.15
Total		1656	41	2.48%	\$1.34	0	0%	\$0	\$54.79

Key Campaign Results (Ads)						
AD	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.
Awareness Ad1	12	2.70%	\$1.24	0	0%	\$0
Awareness Ad2	7	1.38%	\$1.54	0	0%	\$0
Interest Ad1	1	1.61%	\$0.19	0	0%	\$0
Interest Ad2	21	3.27%	\$1.38	0	0%	\$0

Key Campaign Results (Keywords)						
Keyword	Clicks	CTR	Avg.Cost per Click	Conv.	CR	Cost per Conv.
Mobile application development	5	8.33%	\$0.53	0	0%	\$0
Mobile app development	5	6.25%	\$1.25	0	0%	\$0
Online programming courses	3	4.35%	\$0.64	0	0%	\$0

CAMPAIGN EVALUATION

- My campaign objective was to get 10 new enrollments for the free course HTML5 Canvas. Since there were no conversions, I can conclude that the ROI for this campaign was negative.
- The conversion rate was also lower than expected.
- Costs per clicks were in the range from \$0.18 - \$2.95, which is close to max CPC bid of \$3.
- The Interest ad group had a CTR of 3.13%, which was higher than the CTR from Awareness ad group. Interest Ad2 had the highest CTR of 3.27%. Keyword “free online computer courses with certificate” had the highest CTR of 15.38%. In my opinion, Interest group (together with the ad) had the highest CTR, because people in the interest state already have a general idea what are they looking for. On the other hand, it was interesting to see that the keyword with the highest CTR came from the Awareness list of keywords. Nevertheless, this keyword is also somehow less general and already falls into a more specific search, which is why it probably had the highest CTR.
- Looking at the CPC and the average position of my ad groups I find it hard to say which kind of keywords are subject to higher competition in Adwords. It's literally a mix of everything (keywords from both ad groups as well as head and long tail keywords).
- Given I had no conversions, I chose the keyword with the highest CTR, which is “free online computer courses with certificate”. Even though, it has a quite high CPC (\$1.84), I believe it would have proven to be beneficial, had I been running the ad for a longer period of time.

RECOMMENDATIONS FOR FUTURE CAMPAIGNS

- On the outside, both groups produced similar results. However, looking at individual ads, Ad2 from the Interest group performed by far the best, but Ad1 from the same group, by far the worst. Ads from the Awareness group were somewhere in between. None of the keyword or keyword groups stood out. Given all this information, I would leave both Ad groups running, however, I would focus more on Ad2 in the Interest group.
- I would either pause Ad1 in the Interest group or think of changing it somehow. I would also replace keywords that did not produce any results with some long tail keywords.
- Going back to the Ad1 from the Interest group. I would perform A/B test on it, by first changing the headline and later on the description as well.
- I think that the landing page is very descriptive and straightforward, so I would leave it as it is.

Appendix

Screenshots for Reference



AD GROUPS

le Ads

All campaigns >
BorFilNov-20

SEARCH
REPORTS
TOOLS & SETTINGS

873-789-3111 DMND Udacity
borisfilipovac1@gmail.com

Paused
Type: Search
Budget: \$10.00/day
More details

Ad groups
All time Sep 20, 2016 – Dec 8, 2020

+

Ad group status: All but removed
ADD FILTER

SEARCH
SEGMENT
COLUMNS
REPORTS
DOWNLOAD
EXPAND
MORE

<input type="checkbox"/>	Ad group	Status	Default max. CPC	Ad group type	Clicks	Impr.	CTR	Avg. CPC	↓ Cost	Conversion:	Cost / conv.	Conv. rate
<input type="checkbox"/>	Interest	Not eligible Campaign paused	\$3.00 (enhanced)	Standard	22	704	3.13%	\$1.32	\$29.15	0.00	\$0.00	0.00%
<input type="checkbox"/>	Awareness	Not eligible Campaign paused	\$3.00 (enhanced)	Standard	19	952	2.00%	\$1.35	\$25.64	0.00	\$0.00	0.00%
	Total:...				41	1,656	2.48%	\$1.34	\$54.79	0.00	\$0.00	0.00%
^	Total:...				41	1,656	2.48%	\$1.34	\$54.79	0.00	\$0.00	0.00%
	Total:...				0	0	—	—	—	0.00	—	0.00%

ADS

le Ads

All campaigns > BorFilNov-20

SEARCH

REPORTS

TOOLS & SETTINGS

873-789-3111 DMND Udacity borisfilipovac1@gmail.com

Paused

Type: Search

Budget: \$10.00/day

More details

Ads

All time Sep 20, 2016 – Dec 8, 2020

Ad status: All but removed

ADD FILTER

SEARCH

SEGMENT

COLUMNS

REPORTS

DOWNLOAD

EXPAND

MORE

<input type="checkbox"/>	<input checked="" type="radio"/>	Ad	Ad group	Status	Ad type	Clicks	Impr.	CTR	Avg. CPC	Cost
<input type="checkbox"/>	<input checked="" type="radio"/>	Create Your First Animation Udacity HTML5 Canvas Course udacity.com/free-course/html5-canvas Powerful enough to use for compositing images and even creating games.	Interest	Not eligible Campaign paused	Expanded text ad	21	642	3.27%	\$1.38	\$28.96
<input type="checkbox"/>	<input checked="" type="radio"/>	HTML5 Canvas Basics Udacity Free Courses www.udacity.com/html5-canvas/course Learn what the Canvas is and how it affects graphics in the browser.	Awareness	Not eligible Campaign paused	Expanded text ad	12	445	2.70%	\$1.24	\$14.87
<input type="checkbox"/>	<input checked="" type="radio"/>	Udacity HTML5 Canvas Learn by doing exercises www.udacity.com/html5-canvas/course Move beyond static HTML tag content and build on your JavaScript skills.	Awareness	Not eligible Campaign paused	Expanded text ad	7	507	1.38%	\$1.54	\$10.77
<input type="checkbox"/>	<input checked="" type="radio"/>	From Pixels to Animation HTML5 Canvas www.udacity.com/html5-canvas/course Start on the journey of creating a game or complex animations.	Interest	Not eligible Campaign paused	Expanded text ad	1	62	1.61%	\$0.19	\$0.19
Total: All but removed ads						41	1,656	2.48%	\$1.34	\$54.79
Total: Campaign						41	1,656	2.48%	\$1.34	\$54.79

KEYWORDS

le Ads

All campaigns > BorFilNov-20

SEARCH

REPORTS


TOOLS & SETTINGS

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🔔

873-789-3111 DMND Udacity
borisfilipovac1@gmail.com



Paused

Type: Search

Budget: \$10.00/day

More details ▾

Search Keywords

All time Sep 20, 2016 – Dec 9, 2020 ▾ < >

0

Sep 2016

Dec 2020

3 selected






Edit ▾

Search terms

Label ▾

Auction insights

×

<input type="checkbox"/>	<input type="radio"/>	Keyword	Status	Max. CPC	Match type	Policy details	Final URL	↓ Clicks	Impr.	CTR	Avg. CPC	
Total: Keywords ⓘ								41	1,656	2.48%	\$1.34	
<input checked="" type="checkbox"/>	<input checked="" type="radio"/>	mobile application development	Campaign paused	\$3.00 (enhance) 	Broad match	Eligible	—	5	60	8.33%	\$0.53	
<input checked="" type="checkbox"/>	<input checked="" type="radio"/>	mobile app development	Campaign paused	\$3.00 (enhance) 	Broad match	Eligible	—	5	80	6.25%	\$1.25	
<input type="checkbox"/>	<input checked="" type="radio"/>	app development	Campaign paused	\$3.00 (enhance) 	Broad match	Eligible	—	3	127	2.36%	\$1.83	
<input type="checkbox"/>	<input checked="" type="radio"/>	coding courses	Campaign paused	\$3.00 (enhance) 	Broad match	Eligible	—	3	84	3.57%	\$1.86	
<input checked="" type="checkbox"/>	<input checked="" type="radio"/>	online programming courses	Campaign paused	\$3.00 (enhance) 	Broad match	Eligible	—	3	69	4.35%	\$0.64	