



Project 5: Run an AdWords Campaign (Part 2)

Campaign Evaluation



Campaign Approach

Description, Marketing Objective & KPI

1. Approach Description

The I39312-Deborah campaign which is centered around the course: Intro to the Design of Everyday Things, has a marketing objective of 50 website visits in January 2018. Its KPI, is the number of website visits in January 2018. The location of this campaign is India.

In this campaign, the ad group structure targeted customers who were in the awareness and interest stages in the customer journey. Also, the choice of keywords here are keywords which is related to the customers' respective journey. In the ad copy, words are chosen carefully so as to be able to attract the customers to click on the ad. In the headline, a keyword(Design) which is gotten from the course title was included so it can be found easily by the web crawlers which will lead to the ad being shown at the first page of the search engine result page. The course which the campaign is centered on is Intro to the Design of Everyday Things and the location is India.

2. Marketing Objective & KPI

1. What marketing objective do you aim to achieve with your campaign? The I39312-Deborah campaign has a marketing objective of 50 website visits January 2018.
2. What primary KPI are you going to track in your campaign? The primary KPI of I39312-Deborah campaign is the number of website visits gotten in January 2018.

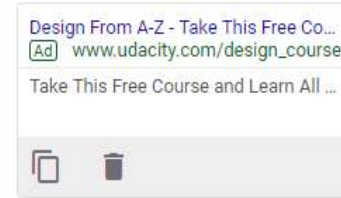




Ad Groups

Ads and Keywords

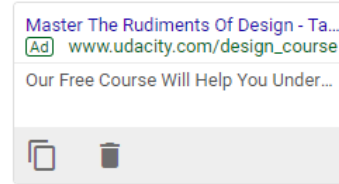
Ad Group #1: Ads and Keywords List.



Keyword List:

- | | | |
|-------------------------------|-----------------------------------|--|
| 1. Basics of userinterface. | 9. Design terms | 18. Webdesign terms |
| 2. Basics of webdesign. | 10. Design words | 19. What does design of everyday things entail |
| 3. Design definition. | 11. How to design everyday things | 20. What is webdesign |
| 4. Design ebook. | 12. Terminologies of webdesign | |
| 5. Design of everyday things. | 13. Userinterface definition | |
| 6. Design skill. | 14. Userinterface overview | |
| 7. Design skills. | 15. Webdesign definition | |
| 8. Design terminologies. | 16. Webdesign ebook | |
| | 17. Webdesign overview | |

Ad Group #2: Ads and Keywords List.



Keyword List:

- | | | |
|---|--|------------------------------------|
| 1. A-Z of digital design lecture | 7. graphics class, | 15. Online design e-learning, |
| 2. All about graphic design, | 8. interior design courses online free, | 16. web design school, |
| 3. Design webinar, | 9. Intro to design of everyday things, | 17. web design school online, |
| 4. Free e-learning for design for everyday thing, | 10. Intro to everything design training, | 18. Web design class, |
| 5. graphic and web design courses, | 11. introduction to graphic design, | 19. Web design webinar, |
| 6. graphic design courses near me, | 12. learning graphic design for beginners, | 20. website design classes online. |
| | 13. logo design course, | |
| | 14. Master web design, | |



Campaign Evaluation

Results, Analysis and Recommendations

Key Campaign Results (Campaign & Ad Groups)

Ad Group	Max. CPC Bid	Impr.	Clicks	CTR	Avg. Cost per Click	Conversion s	CR	Cost per Conversion	Cost
<i>Awareness(Course)</i>	US\$3.00 (enhanced)	1,733	78	4.50%	US\$0.73	1.00	1.28%	US\$56.82	US\$56.82
<i>Interest(Course)</i>	US\$3.00 (enhanced)	313	13	4.15%	US\$1.03	0.00	1.00%	US\$0.00	US\$13.41
Total		2,046	91	4.45%	US\$0.79	1.00	1.10%	US\$70.23	US\$69.50

Key Campaign Results (Ads)

Ad	Clicks	CTR	Avg. Cost per Click	Conversions	CR	Cost per Conversion
Ad Group 1, Ad 1-Design From A-Z Take This Free Course www.udacity.com/design_course Take This Free Course and Learn All Design Entails	43	3.92%	US\$0.97	1.00	2.33%	US\$41.69
Ad Group 1, Ad 2- Brush Up On Your Design Skills Take This Free Course www.udacity.com/design_course Take This Free Course and Brush Up On Your Design Skills	35	5.51%	US\$0.43	0.00	0.00%	US\$0.00
Ad Group 2, Ad 1- Want To Improve Design Skills Take This Free Course www.udacity.com/design_course Take This Free Course And Master All There Is To Know In Design	6	6.74%	US\$0.82	0.00	0.00%	US\$0.00
Ad Group 2, Ad 2-Master The Rudiments Of Design Take This Free Course www.udacity.com/design_course Our Free Course Will Help You Understand The Rudiments Of Design	7	3.13%	US\$1.21	0.00	0.00%	US\$0.00

Key Campaign Results (Keywords)

Present the three keywords you consider most successful based on your marketing objective.

Keyword	Clicks	CTR	Avg. Cost per Click	Conversions	CR	Cost per Conversion
<i>Design definition</i>	31	5.75%	US\$0.36	0.00	0.00%	US\$0.00
<i>What is webdesign</i>	21	3.14%	US\$1.09	1.00	4.76%	22.85
<i>Webdesign definition</i>	13	5.39%	US\$1.31	0.00	0.00%	US\$0.00

Campaign Evaluation

- Our only source of revenue generation for this campaign is through conversions, and as we have no conversions so our ROI will be negative
- The ad group with the highest click through and conversion rate is the Awareness(Course).
- The ad with the highest click through and conversion rate is Ad Group 1, Ad 1-Design From A-Z, Take This Free Course, www.udacity.com/designcourse, Take This Free Course and Learn All Design Entails.
- The 'Design definition' key word has the highest number of clicks while the keyword 'What is webdesign' has the highest conversion rate.
- Looking at the cost per click and the average position of my ad groups, the kind of keywords that are subject to higher competition in AdWords are keywords which pertain to more learning of all the course is about. For example, keywords like What is WebDesign, WebDesign definition, e.t.c.
- The keywords that performed best in this campaign are Design definition, What is webdesign and Webdesign definition with 31, 21, 13 clicks respectively. These keywords might have performed best owing to the fact that the keywords relates to the course being advertised.

Recommendations for future campaigns

In the case of more funds being made available for future campaigns, I would

- Focus on Awareness(Course) on the AdGroup because it performed better. From the results, it can be seen that the CTR 4.50%, Impressions 1,733 and clicks 78 are all higher than that of Interest(Course). Also, Awareness(Course) brought in one new student while Interest(Course) brought in a number of 1 student. Therefore, it is imperative to focus on Awareness(Course) and seek out way to make the results better.
- Focus on the best performing keyword which is 'Design Definition'. It has a low CPC of \$0.36 and an impressive CTR of 5.75%. Also, it received a high number of 31 clicks and 539 impressions and all this was done with low cost of \$11.08 compared to other keywords. Therefore, the keyword list should be expanded with keywords similar to that of the best performing keyword.
- Focus on changing the keywords of Interest(Course) since it's the least performing ad in the display image campaign ad results.
- When a campaign is still running, I'll pause the least performing ad and keywords and expand the keyword list with keywords similar to the best performing keyword.





Appendix

Screenshots for Reference

Ad Groups

ns > I39312-Deborah

GO TO

Enabled

Type: Search

Budget: US\$10.00/day

More details

AD GROUPS

AUCTION INSIGHTS

Last 7 days
Jan 17 - 23, 2018

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Find ad groups

Ad group status: All


<input type="checkbox"/>	<input type="radio"/>	Ad group ↑	Status	Default max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate	All conv.
<input type="checkbox"/>	<input checked="" type="radio"/>	Awareness(Course)	Campaign ended	US\$3.00 (enhanced)	78	1,733	4.50%	US\$0.73	US\$56.82	1.00	US\$56.82	1.28%	1.00
<input type="checkbox"/>	<input checked="" type="radio"/>	Interest(Course)	Campaign ended	US\$3.00 (enhanced)	13	313	4.15%	US\$1.03	US\$13.41	0.00	US\$0.00	0.00%	0.00
Total: Filtered ad groups					91	2,046	4.45%	US\$0.77	US\$70.23	1.00	US\$70.23	1.10%	1.00
Total: Experiments ?					0	0	0.00%	US\$0.00	US\$0.00	0.00	US\$0.00	0.00%	0.00
Total: Campaign					91	2,046	4.45%	US\$0.77	US\$70.23	1.00	US\$70.23	1.10%	1.00

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Ads

<input type="checkbox"/>		Ad 	Status	Ad group	Clicks	Impr.	CTR	Avg. CPC	Cost	ersions	Conv. rate	Cost / conv.
<input type="checkbox"/>		Want To Improve Design Skills Take This Free Course www.udacity.com/design_course Take This Free Course And Master All There Is To Know In Design	Campaign ended	Interest(Course)	6	89	6.74%	US\$0.82	US\$4.93	0.00	0.00%	US\$0.00
<input type="checkbox"/>		Master The Rudiments Of Design Take This Free Course www.udacity.com/design_course Our Free Course Will Help You Understand The Rudiments Of Design	Campaign ended	Interest(Course)	7	224	3.13%	US\$1.21	US\$8.48	0.00	0.00%	US\$0.00
<input type="checkbox"/>		Design From A-Z Take This Free Course www.udacity.com/design_course Take This Free Course and Learn All Design Entails	Campaign ended	Awareness(Course)	43	1,098	3.92%	US\$0.97	US\$41.69	1.00	2.33%	US\$41.69
<input type="checkbox"/>		Brush Up On Your Design Skills Take This Free Course www.udacity.com/design_course Take This Free Course and Brush Up On Your Design Skills	Campaign ended	Awareness(Course)	35	635	5.51%	US\$0.43	US\$15.13	0.00	0.00%	US\$0.00
Total: All but removed ads					91	2,046	4.45%	US\$0.77	US\$70.23	1.00	1.10%	US\$70.23
Total: Experiments 					0	0	0.00%	US\$0.00	US\$0.00	0.00	0.00%	US\$0.00
Total: Campaign					91	2,046	4.45%	US\$0.77	US\$70.23	1.00	1.10%	US\$70.23

Keywords

<input type="checkbox"/>	<input checked="" type="radio"/>	Keyword	Ad group	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. rate	Conversions	Cost / conv.	Avg. pos.
Total: Filtered keywords						91	2,046	4.45%	US\$0.77	US\$70.23	1.10%	1.00	US\$70.23	1.6
<input type="checkbox"/>	<input checked="" type="radio"/>	Design definition	Awareness(Course)	Campaign ended	US\$3.00 (enhance) 	31	539	5.75%	US\$0.36	US\$11.08	0.00%	0.00	US\$0.00	1.1
<input type="checkbox"/>	<input checked="" type="radio"/>	What is webdesign	Awareness(Course)	Campaign ended	US\$3.00 (enhance) 	21	669	3.14%	US\$1.09	US\$22.85	4.76%	1.00	US\$22.85	2.0
<input type="checkbox"/>	<input checked="" type="radio"/>	Webdesign definition	Awareness(Course)	Campaign ended	US\$3.00 (enhance) 	13	241	5.39%	US\$1.31	US\$16.99	0.00%	0.00	US\$0.00	2.0