



## Project 6: Evaluate a Display Ad Campaign

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# Part 1: Evaluate a Display Image Campaign

# Display Image Campaign: Overall Results



<input type="checkbox"/>	● ↑	Ad group	Status ?	Default Max. CPC ?	Clicks ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	Avg. CPM ?
<input type="checkbox"/>	II	Keyword Targeted	Campaign paused	\$3.00 (enhanced)	1,973	282,066	0.70%	\$0.44	\$872.51	\$3.09
		Total - all but removed ad groups			1,973	282,066	0.70%	\$0.44	\$872.51	\$3.09
Total - all ad groups					1,973	282,066	0.70%	\$0.44	\$872.51	\$3.09
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# Results: Calculate the ROI

Creative	Clicks	Impressions	CTR	Avg. CPC
Campaign Results	1973	282,066	0.70%	\$0.44
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$872.51	0.2%	4	218	324

In the table above, it is observed that the campaign had an impressive CPC of \$0.44 and good CTR of %0.70. The clicks received was not quite high but the impressions gotten is quite impressive. The cost of the campaign is quite high. At the end of the campaign, the number of new signup was four and the campaign got a postive ROI of \$77.89.

# Display Image Campaign: Ad Results

<input type="checkbox"/>		Ad	Status <sup>?</sup>	Campaign type <sup>?</sup>	Campaign subtype	Clicks <sup>?</sup>	Impr. <sup>?</sup>	CTR <sup>?</sup>	Avg. CPC <sup>?</sup>	Cost <sup>?</sup>
<input type="checkbox"/>	A	<div><p>Become a Digital Marketer Become a Digital Marketer, learn through real-live advertising projects Learn from the biggest names in the industry, and gain experience with real-live projects Udacity</p><p>Preview ad</p></div>	Campaign paused	Display Network only	Drive action	1,531	216,199	0.71%	\$0.45	\$686.27
<input type="checkbox"/>	B	<div><p>Become a Digital Marketer Become a Digital Marketer, learn through real-live advertising projects Learn from the biggest names in the industry and gain experience with real-live projects Udacity</p><p>Preview ad</p></div>	Campaign paused	Display Network only	Drive action	442	65,867	0.67%	\$0.42	\$186.24

# Which Ad Group Performed Better?

Creative	Clicks	Impressions	CTR	Avg CPC	Cost	Conversion Rate	# of New Students	CPA	ROI +/-
Creative - A	1,531	216,199	0.71%	\$0.45	\$686.27	.2%	3	\$229	\$210
Creative - B	442	65,867	0.67%	\$0.42	\$186.24	.2%	1	\$186	\$186

Creative A performed better in this campaign because from the results, it can be seen that the CTR 0.71%, Impressions 216,199 and clicks 1,531 are all higher than that of creative B. Also, creative A brought in a number of 4 new students while creative B brought in a number of 1 student.



	Keyword	Clicks	Impressions	CTR	Avg CPC	Cost
1	<i>digital marketing training</i>	57	8,224	0.69%	\$0.54	\$30.75
2	<i>online marketing course</i>	226	38259	0.59%	\$0.28	\$63
3	<i>marketing online</i>	236	20750	1.14%	\$0.5	\$118.64
4	<i>marketing courses</i>	19	1999	0.95%	\$0.27	\$5.14
5	<i>marketing careers</i>	14	2998	0.47%	\$1.68	\$23.5



# How would you optimize this campaign?

**Suggestion 1:** Going with the keywords above, the keyword phrase “marketing online” performed best with the highest clicks. It received many impressions and has good CTR, with an impressive \$0.5 CPC . However, I’ll suggest that the keywords list be expanded with keywords similar to that of the best performing keywords. Also. Keywords with high CPC should be paused.

**Suggestion 2:** The ad creative of the least performing ad should be changed to a different one which has the potential of attracting potential students to click on the ad.

**Suggestion 3:** A/B testing should be done by changing the one variant at a time on the ad and assess the variant which yields better result and stick with it.





# Part 2: Evaluate a Display Video Campaign

# Display Video Campaign: Overall Results

<input type="checkbox"/>	⊙ ↓	Ad group	Status ?	Max. CPV ?	Ad group type ?	Impr. ?	Views ?	View rate ?	Cost ?	Avg. CPV ?	Clicks ?	CTR ?	Avg. CPC ?
<input type="checkbox"/>	⌵	short trailer DM education keywords	Campaign paused	\$0.10 <input checked="" type="checkbox"/>	In-stream	54,312	10,622	19.56%	\$290.21	\$0.03	453	0.83%	\$0.64
<input type="checkbox"/>	⌵	short trailer DM large keyword list	Campaign paused	\$0.10 <input type="checkbox"/>	In-stream	103,205	19,261	18.66%	\$535.40	\$0.03	1,439	1.39%	\$0.37
		Total - all but removed ad groups				157,517	29,883	18.97%	\$825.61	\$0.03	1,892	1.20%	\$0.44
		Total - all ad groups				157,517	29,883	18.97%	\$825.61	\$0.03	1,892	1.20%	\$0.44
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# Results: Calculate the ROI

Creative	Clicks	Impression	CTR	Avg. CPC
Campaign Results	1892	157,517	1.20%	\$0.44
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$825.61	0.2%	4	\$206	\$372

# Display Video Campaign: Ad Results

<input type="checkbox"/>		Ad	Ad group	Status ?	Video	Impr. ?	Views ?	View rate ?	Avg. CPV ?	Cost ?	Clicks ?	CTR ?	Avg. CPC ?
<input type="checkbox"/>		Short trailer 	short trailer DM education keywords	Campaign paused	Become a Digital Marketer	54,312	10,622	19.56%	\$0.03	\$290.21	453	0.83%	\$0.64
<input type="checkbox"/>		Short trailer 2 	short trailer DM large keyword list	Campaign paused	Become a Digital Marketer	103,205	19,261	18.66%	\$0.03	\$535.40	1,439	1.39%	\$0.37

A

B

# Which Ad Group Performed Better?

Creative	Clicks	Impressions	CTR	Avg CPC	Cost	Conversion Rate	# New Student	CPA	ROI +/-
Campaign A	453	54,312	0.83%	\$0.64	\$290.21	.2%	1	290	9
Campaign B	1,439	103,205	1.39%	\$0.37	\$535.40	.2%	3	178	363

From the table above, Campaign B has the lowest CPC of \$0.37, highest CTR, impressions and clicks of 1.39%, 103,205 and 1,439 respectively. Also, campaign B brought in a total of 3 new students. Therefore, it can be said that Campaign B performed better than campaign A.

# Display Video Campaign: Keywords

<input type="checkbox"/>		Keywords 	Max CPV	Ad group	Status	Impr.	Views 	View rate 	Avg. CPV 	Cost 	Clicks 	CTR 
<input type="checkbox"/>		internet marketing program	\$0.10	Video DMDN Launch	Campaign paused	0	0	0.00%	\$0.00	\$0.00	0	0.00%
<input type="checkbox"/>		online marketing course	\$0.10	Video DMDN Launch	Campaign paused	1	0	0.00%	\$0.00	\$0.00	0	0.00%
<input type="checkbox"/>		web metrics	\$0.10	Video DMDN Launch	Campaign paused	0	0	0.00%	\$0.00	\$0.00	0	0.00%
<input type="checkbox"/>		web analysis	\$0.10	Video DMDN Launch	Campaign paused	2	0	0.00%	\$0.00	\$0.00	0	0.00%
<input type="checkbox"/>		online marketing strategies	\$0.10	Video DMDN Launch	Campaign paused	0	0	0.00%	\$0.00	\$0.00	0	0.00%

# Key Campaign Results (Keywords)

1. Present the **five** keywords you consider most successful based on the results of the campaign? The five keywords I consider most successful are

- *Online marketing video*
- *Ad advertisement*
- *Digital learning courses*
- *Course digital marketing*
- *Business training course*

2. Highlight the best performing keyword from the results. *Why* was this the best performing keyword? The best performing keyword is 'Ad advertisement'. It has a low CPC of \$0.17 and an impressive CTR of 2.11%. Also, it received a high number of 510 clicks and 24,172 impressions and all this was done with low cost of \$85.58 compared to other keywords.

Keyword	Clicks	Impressions	CTR	Avg CPC	Cost	Conversion Rate	CPA	# New Students	ROI +/-
<i>Ad advertisement</i>	510	24,172	2.11%	\$0.17	\$85.58	.2%	85.58	1	213.40
<i>Online marketing video</i>	495	42,440	1.17%	\$0.51	\$253.23	.2%	253.23	1	45.80
<i>Digital learning courses</i>	207	14198	1.46%	\$0.31	\$64.99	.2%	0	0	0
<i>Course digital marketing</i>	106	8726	1.21%	\$0.43	\$45.50	.2%	0	0	0
<i>Business training course</i>	163	17437	0.93%	\$0.63	\$103.43	.2%	0	0	0



# How would you optimize this campaign?

**Suggestion 1:** A long list of keywords should be expanded with keywords similar to that of the best performing keyword.

**Suggestion 2: Ad groups that does not deliver well should be paused:** The ad group 'Short trailer DM education keywords' has a high CPC \$0.64 compared to the ad group 'short trailer DM large keyword list' which has CPC of \$0.37. Therefore, the adgroup 'Short trailer DM education keywords' with the high CPC should be paused.

**Suggestion 3:** A different ad creative should be used. Also, A/B testing of different marketing variables should be carried out.



## Part 3: Results, Analysis and Recommendations

# Recommendations for future campaigns

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

- Focus on Creative A on the ads because it performed better. From the results, it can be seen that the CTR 0.71%, Impressions 216,199 and clicks 1,531 are all higher than that of creative B. Also, creative A brought in a number of 4 new students while creative B brought in a number of 1 student. Therefore, it is imperative to focus on creative A and seek out way to make the results better.
- Focus on the best performing keyword which is 'Ad advertisement'. It has a low CPC of \$0.17 and an impressive CTR of 2.11%. Also, it received a high number of 510 clicks and 24,172 impressions and all this was done with low cost of \$85.58 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 ad creative of campaign B since it's the least performing ad in the display image campaign ad results