Project 6
Evaluate a Display Campaign

Assumptions

Marketing Objective: get 200 signing up from students for the Digital Marketing Nanodegree

KPI: getting sign ups .

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
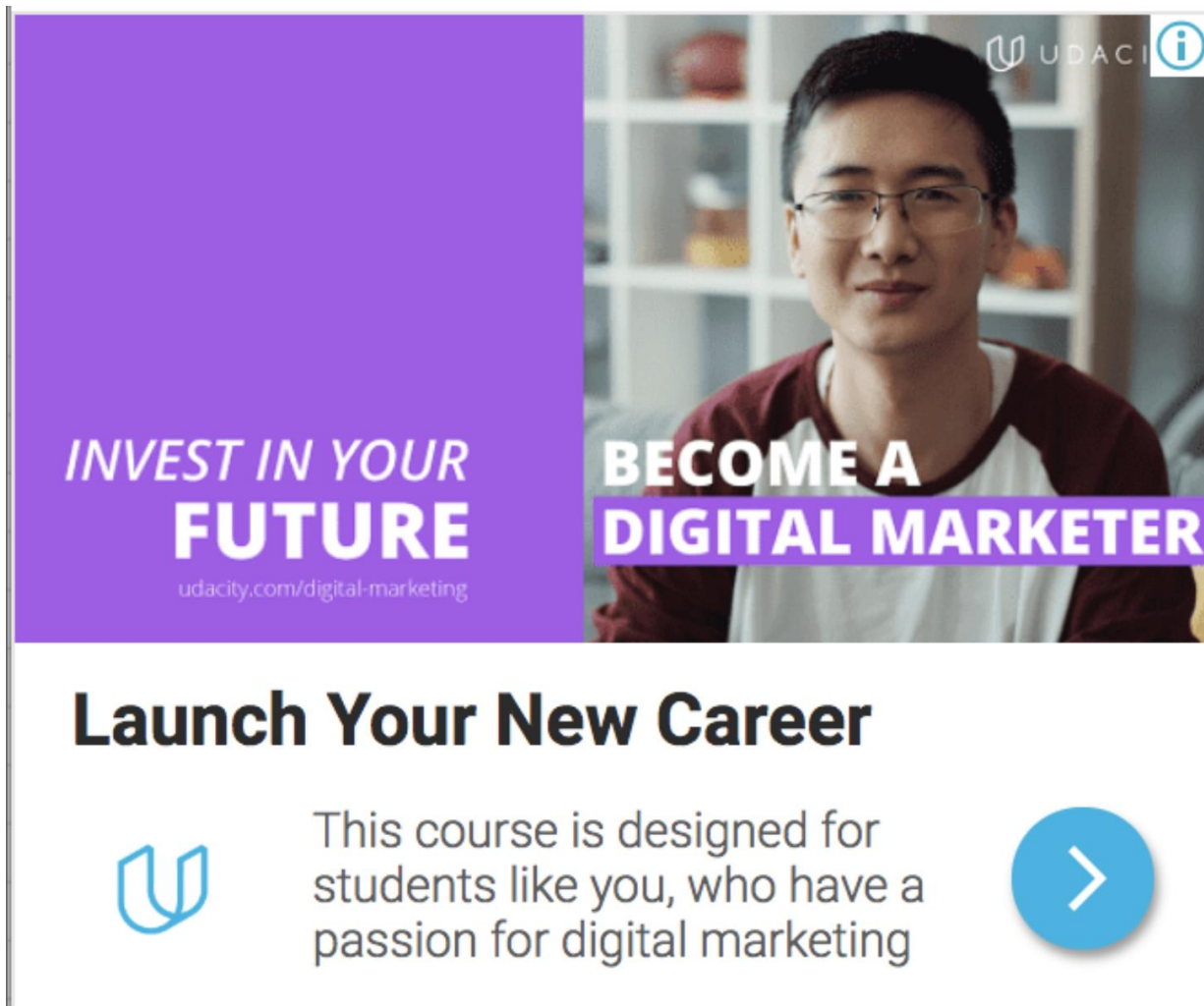
Note: Please round to the nearest cent

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

Part 1

Evaluate a Display

Image Campaign

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

Results:

Calculate the ROI

1. Present the results of the overall campaign by completing the table below.
2. Highlight Key Results
3. What was the overall ROI of the campaign? Was it Positive or Negative?
   - It cost me $0.36 per click that leads a user to the landing page. If I assume a conversion rate of 0.2% (2 in every thousand visitors converts and becomes a student), that means I will pay $180.59 per conversion.
     - $0.36/0.2%=$180.59
   - Now, every person who converts pays $999, and let's assume the profit is $299 per degree, then I can conclude that the ROI on this campaign was positive. That said, paying $180.59 per conversion is not exactly cheap.

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	1243	200957	0.62%	$0.36
Cost	Conversion Rate	# New Students	CPA	ROI +/-
$448.95	0.2%	2.486	180.591	294.364

How would you optimize this campaign?

Provide at least three suggestions to improve this campaign. (Answers might include things like: A/B testing, different creative, changes to targeting)

Suggestion 1: you can try to further optimize the performance in the "Affinity Audience" group by optimizing the list of keywords for that adgroup

- **Suggestion 2:** Two tactics to use are:
1. Pause keywords with high CPC
2. Expand the list of keywords with keywords similar to the best performing keywords

Suggestion 3: you can use more attractive description and headline to get more conversions.

Suggestion 4: you can use A/B testing and compare which one will do well.

Suggestion 5: you can target other audiences like (digital marketers,SEO content creators,...etc)

Part 2

Evaluate a Display

Image Campaign

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.

Ad group ↑	Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group typ
Site Targeting	Campaign ended	$5.00 (enhanced)	--	407	67,833	.6%	$0.57	$231.99	Display

Results: Calculate the ROI

1. Present the results of the overall campaign by completing the table below.
2. What was the overall ROI of the campaign? Was it Positive or Negative?
   - It cost me $0.57 per click that leads a user to the landing page. If I assume a conversion rate of 0.2% (2 in every thousand visitors converts and becomes a student), that means I will pay $285 per conversion.
     - $0.57/0.2%=$285
   - Now, every person who converts pays $999, and let's assume the profit is $299 per degree, then I can conclude that the ROI on this campaign was positive. That said, paying $285 per conversion is not exactly cheap

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	407	67833	0.6%	$0.57

Cost	Conversion Rate	# New Students	CPA	ROI +/-
$231.99	0.2%	0.814	$285	11.396

How would you optimize this campaign?

Provide at least three suggestions to improve this campaign. (Answers might include things like: A/B testing, different creative, changes to targeting etc...)

Suggestion 1: you can target site pages which have more traffic and be more targeting.

Suggestion 2: you can use more attractive description and headline to get more conversions.

Suggestion 3: you can target other landing pages with different topics to make your ad appear in it .
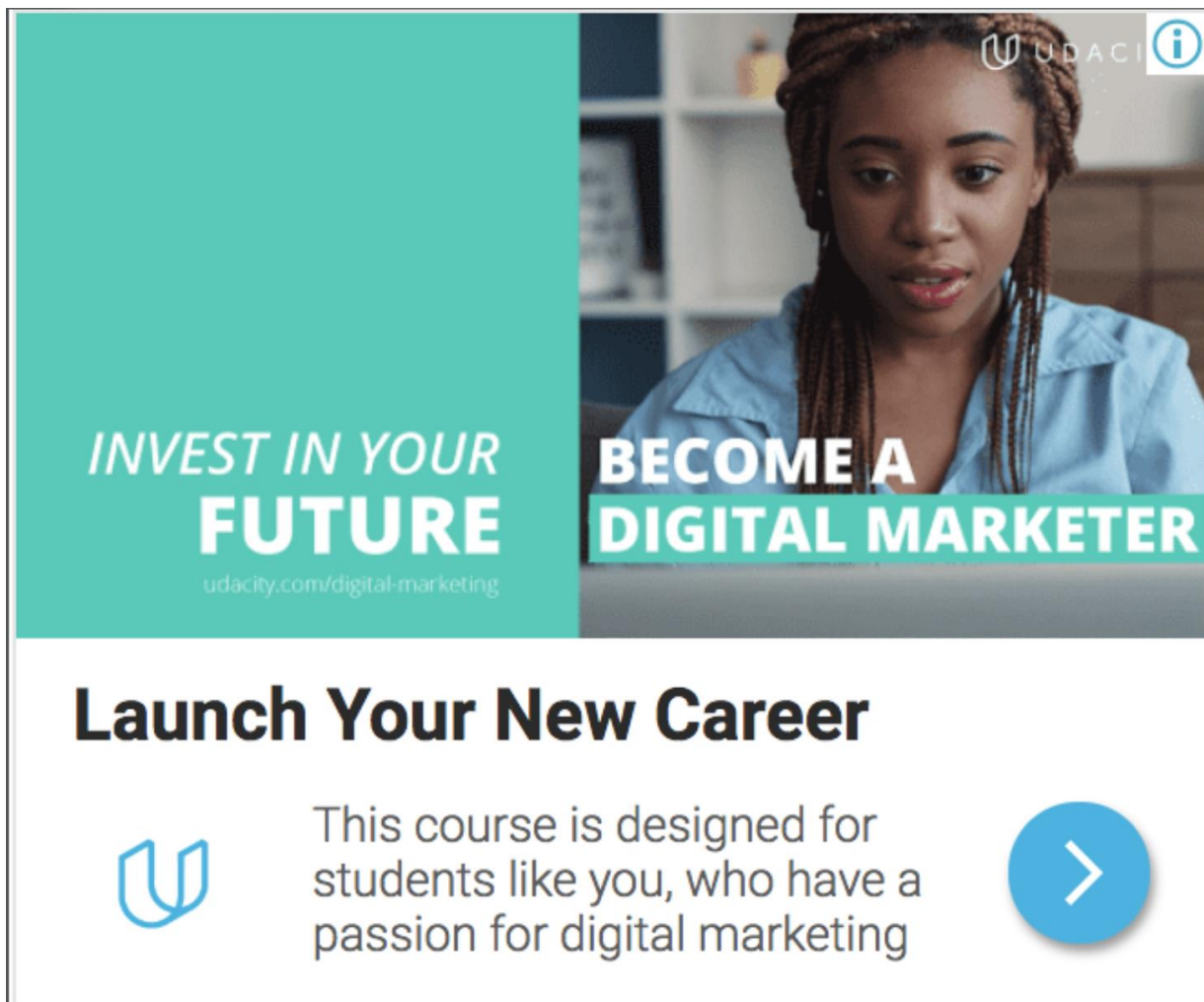
Suggestion 4: you can make A/B testing and choose which will do best.

Part 3

Evaluate a Display

Image Campaign

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

Results: Calculate the ROI

1. Present the results of the overall campaign by completing the table below.
2. What was the overall ROI of the campaign? Was it Positive or Negative?
   - It cost me $0.35 per click that leads a user to the landing page. If I assume a conversion rate of 0.2% (2 in every thousand visitors converts and becomes a student), that means I will pay $175 per conversion.
     - $0.35/0.2%=$175
   - Now, every person who converts pays $999, and let's assume the profit is $299 per degree, then I can conclude that the ROI on this campaign was positive. That said, paying $175 per conversion is not exactly cheap

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	670	109994	0.61%	$0.35

Cost	Conversion Rate	# New Students	CPA	ROI +/-
234.50$	0.2%	**1.34**	**175**	**166.16**

How would you optimize this campaign?

Provide at least three suggestions to improve this campaign. (Answers might include things like: A/B testing, different creative, adding or changes to targeting, etc...)

Suggestion 1: you can add more audiences to this ad group like intent audience or your data.

Suggestion 2: you can make A/B testing with different details and choose which do well.

Suggestion 3: you can use more attractive image.

Suggestion 4: you can make simple edit in the headline to be more effective.

Part 4

Results, Analysis, and

Recommendations

Which campaign performed the best? Why?

Considering the 3 campaigns below, state which one had the best performance and why.

The first campaign was best one with best result as you see it had highest CTR 0.62% more than the second and the third campaign(0.6%,0.61%)

It is also achieved the CR of the campaign 0.2% it has more than it we got 2.4 sign up from only 1243 clicks.

It also has the highest return of investment 294.3 it is a positive ROI.

Also the CPA did not exceed the profit margin this means that we can grow the program without losing money.

Recommendations for future campaigns

Imagine you had additional budget, given your campaign evaluation, how would you use it?

- You may use "bullet points" for your analysis and may add as many slides as needed
- The following prompts can help you structure your answer:
  - Would you focus on certain Ad Groups, Ads or Targeting?
  - Would you change any of your existing Ads or Targeting or add any new ones?
  - Would you set up an A/B test, and if so, how would you go about it?
  - Would you make changes to the landing page, and if so, what kind of changes and why?

According to the criteria you used in the analysis, ad group 1 achieved most of the campaign goals so it is better to focus on it with the modification of some parts .

you can try adding **custom affinity audiences**. To reach specific audiences and get more sign ups.

You can also use keywords to reach audiences researching this course.

- In site targeting ad group you can edit the headline to be more attractive
- Also you might need to make some edits on description.

- You can be more specific with content keywords by choosing words and phrases relevant to your service(Digital marketing nanodegree course).

- You can also make A/B testing in this ad group between 2 different audiences like site marketing and topics with some edits in the 2 ad groups and choose which will do best.