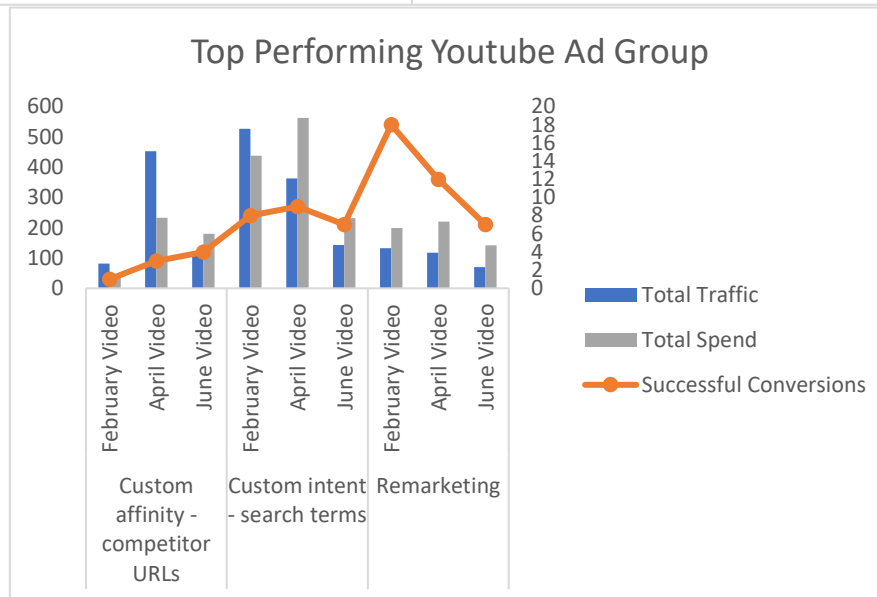
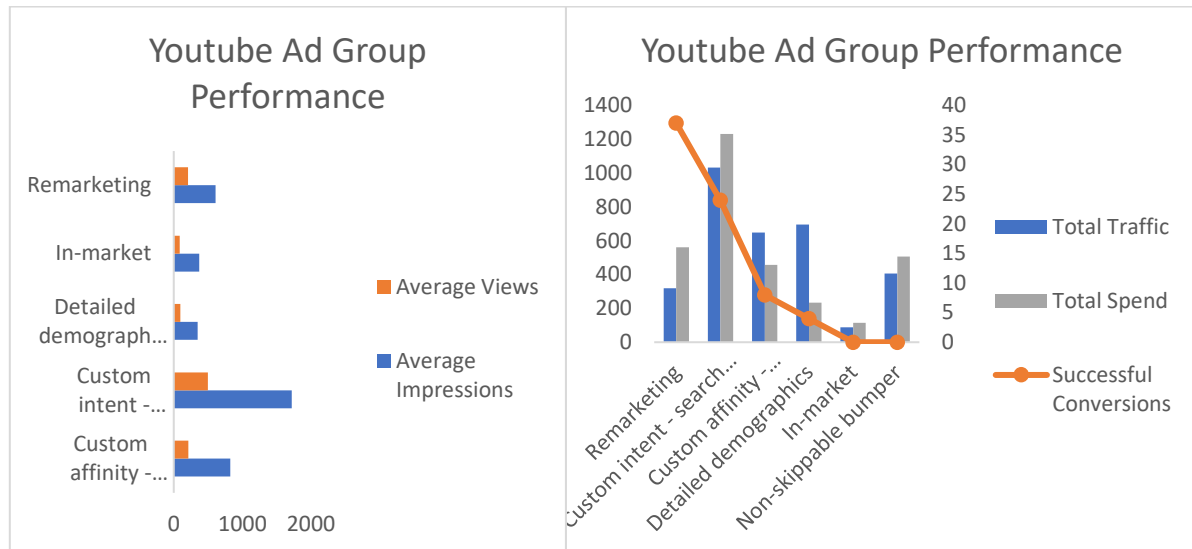
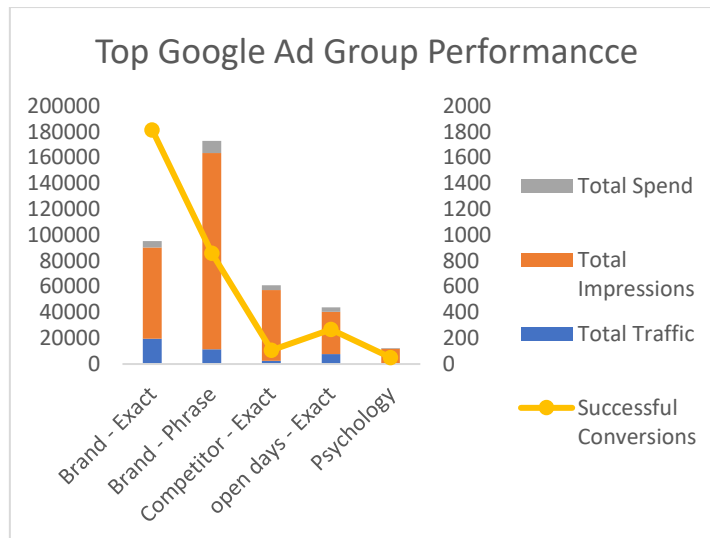


## Advertisement Performance on Various Platforms

- Performance graph depicts, As the impression of the ad shown increases, the number of views of the YouTube video increases.
- YouTube advertisements do not generate enough traffic or conversions in relation to the amount of money spent on the ad as illustrated in the bar and line graphs.



- The remarketing ad has the highest conversion rate of 37 over the three months, indicating that the client spent less money since users who visited the client's website were remarketed to the same number of users, indicating that more user successfully signed in and selected the programme.
- There was a slight decline effect for remarking ads in April and June videos.
- Comparing top performing ad groups, custom affinity and custom intent ad group gradually improved the conversions rates over the months but the expenditure is high also the amount of traffic is high for ad because of appropriate keywords users research and previewing the client ad on the users who also logged in competitor URLs.



- Google Ad performance depicts, the highest conversions occurred i.e., 1814 and 858 successful conversions when the users has search exact keyword and phrase having brand which tells, the user is more likely concentrating on the brand name of the client in UK.
- Also, users like to join open days event to know more about the university's faculties, latest facilities having in university.
- Users look for specific subjects, such as psychology, which is one of the most effective Google ad categories, with roughly 50 successful conversions. Users can learn about the module structure and the finest professors for the course.

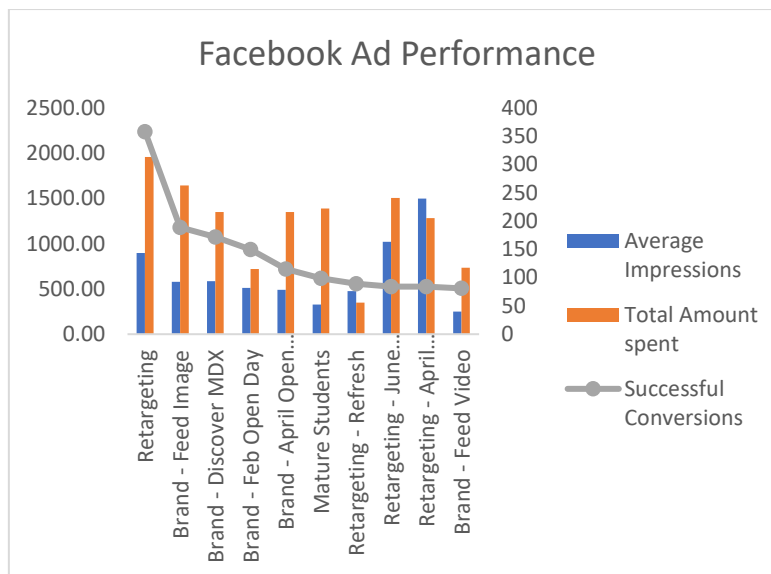
Word Cloud of Most Frequent Keywords Searched in Google



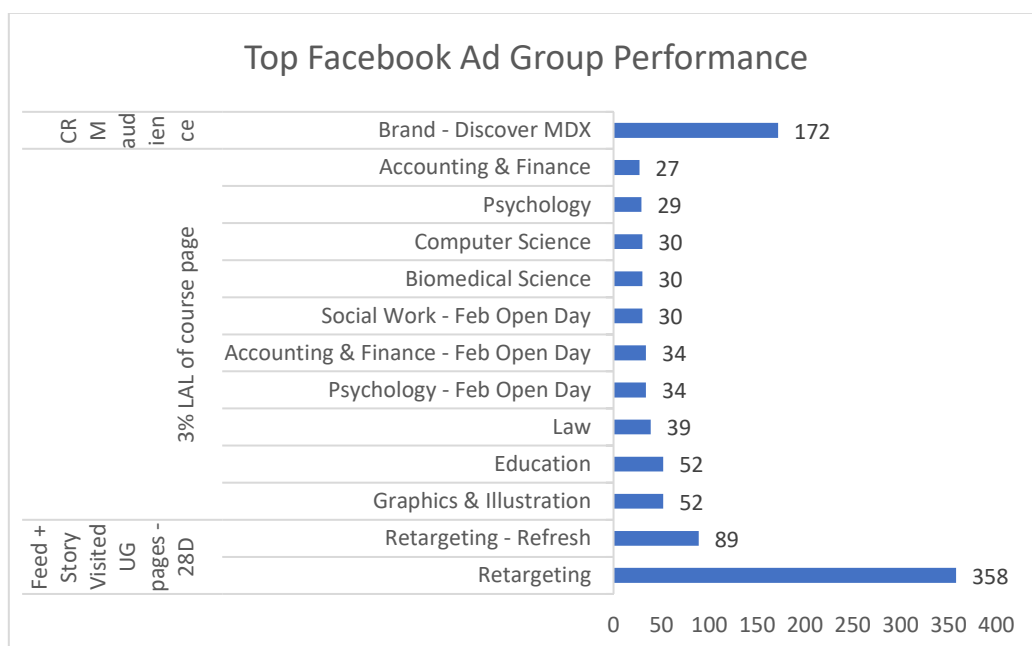
Word Cloud of most frequent words in Description of Google Ad

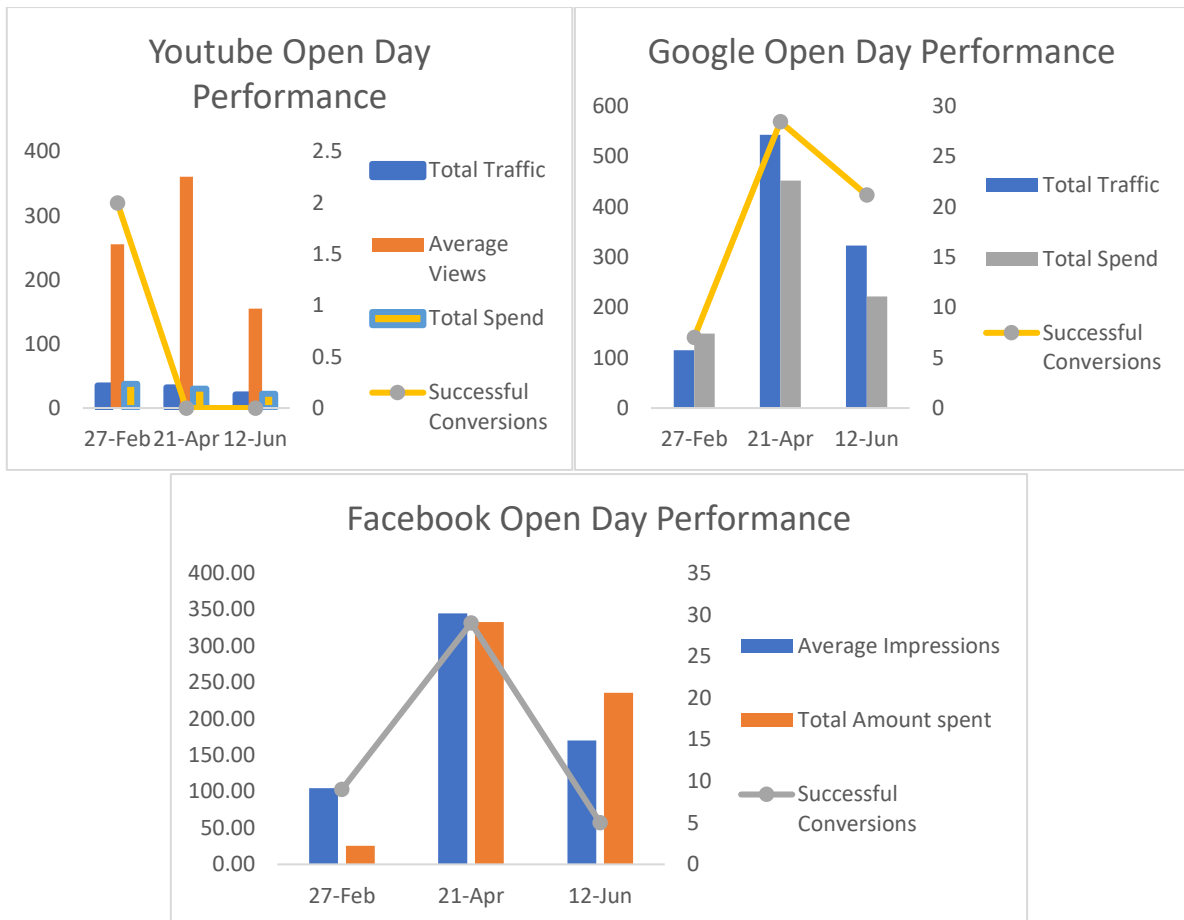


- The most frequently searched keywords by users are university, degree, and course, indicating that users are interested in learning more about the university and their respective degrees, as well as course structure, implying that users are more focussed with university degree differences between competitors before selecting a course.
- The google ad description informs us about the university application dates, which courses will be offered, and whether the course will be offered online. Also, how the training assists in career for job market after joining the course.



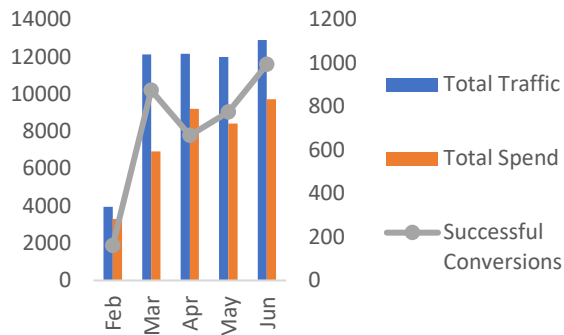
- Facebook ads will have a large impact on many users because they use social media platforms more frequently. Retargeting has the highest successful conversion rate because users interacted with the university or client in the past by logging in to the client page or post, which influences its conversion rate of 358.
- Higher spending on brand image and discovery because they link people based on their online behaviour, which does have a favourable effect on the client. The above type of medium helps Facebook ad generating a combined conversion rate of retargeting for client.
- Here for feed + story visit users, helps in creating the audience for retargeting the ads and 3% Lookalike Audience who having similar browsing trend for the respective course page has highest successful conversion rate of around 360 plus.
- Subjects in course page having similar conversion goal of 30's which depicts users are specific in researching course



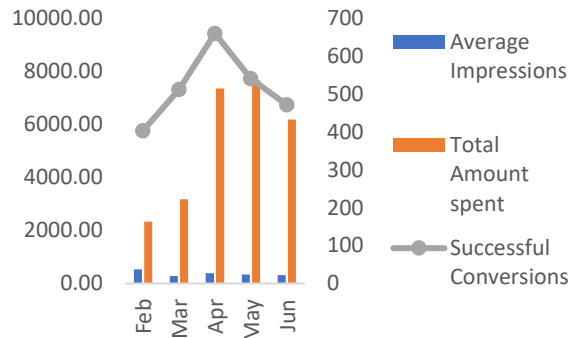


- Google and Facebook platform highest conversion rate of 30 goals for the day 21-Apr but YouTube platform not able to produce any goals for the following day as well as on all three open days YouTube was not able to make an impact between users.
- The Google Ad Platform is the ideal medium for sharing information with users since the bar and line graphs indicate that the channel is cost effective and generates more traffic for all three open days compared to Facebook, resulting in more successful conversions.
- In comparison to Google and Facebook ads, YouTube spent very little money on Open days. The platform provides good value for money because the average views was more than 150 on all three days. The platform aids in gaining a better grasp of the client's infrastructure, amenities, and the most recent technology used in schools.

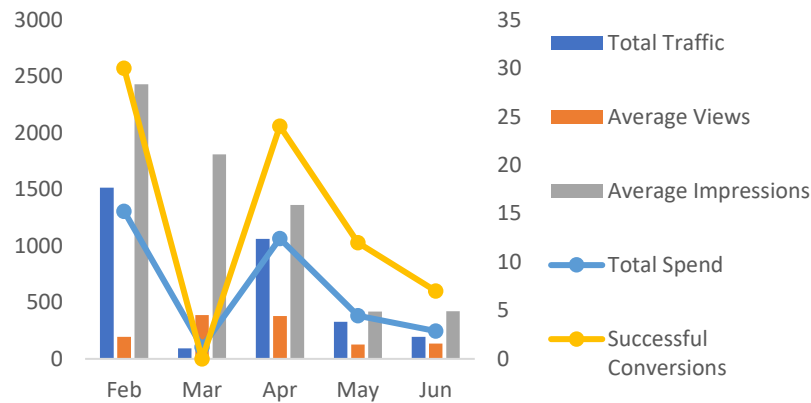
### Monthly Performance of Google Campaign



### Monthly Performance of Facebook Campaign

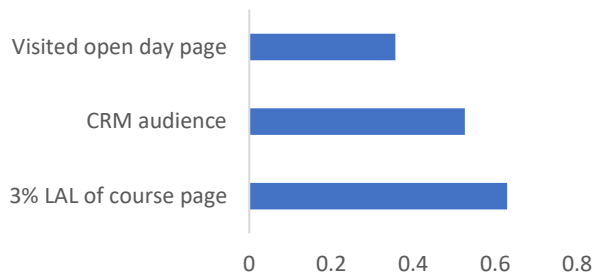


### Monthly Performance of Youtube Campaign



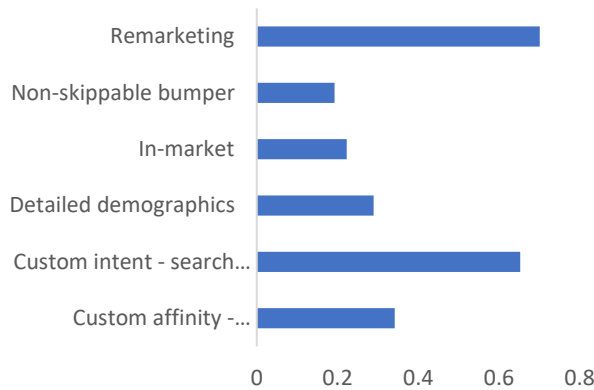
- In June, Google Ad platform had the highest target conversion of over 1000, whereas Facebook Ad platform had 600 conversions in April, and YouTube Ad had the least 30 conversions in February.
- Google and Facebook have high monthly spending, ranging from 2,000 to 8,000 over time, but YouTube has smaller spending. However, when comparing the results of goal conversions and traffic to Google and Facebook, the client expenditure for YouTube platform spends is high.

## Facebook Categories Ranking



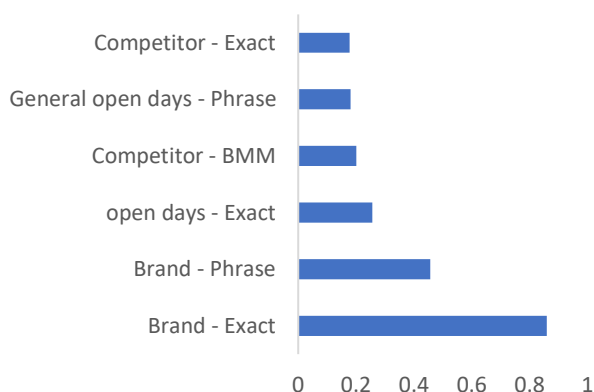
- As per ranking of ad's in Facebook, bar graph depicts higher rating for 3% LAL, where ads send to more users based on users similar usage of platform, searches which helps the ad to increase goal conversion, which helps in higher views for course ads of university.
- The Ad which is having lowest rank, Open day visit as the ad didn't perform well in Facebook platform. It can be improved by adding more events organised by various schools of the university and also conducted by respective faculties.

## Youtube Categories Ranking



- Remarketing Ad Group was the best Ad Group, as per the rating. As the ad was remarketed to the users who already seen videos before and searched for specific video in YouTube.
- Non-skippable bumper Ad group has lowest rating even though there where lot of impressions, there was no conversions as most users neglected the video. It can be improved by filtering the right users non-skippable bumper videos by implementing same strategy of remarketing.

## Google Categories Ranking



- Here for google Ads Brand exact having highest ranking followed by Brand phrase. The higher number of users are registering their interest by searching the brand value of university.
- The lower ranking for general open days category as the users is not satisfied with the general open day events described in google platform. Expecting to bring new social events to interact, career events for increasing the demand of students after completion of course the chance of getting hired.