Project 6
Evaluate a Display Campaign

How to use this Template

- Make a copy of this Google Slide deck ([Google Drive Directions](#)).
- We have provided these slides as a guide to ensure that you submit all the required components to successfully complete your project.
- When presenting your project, please only think of this as a guide. We encouraged you to use creative freedom when making changes as long as the required information is present.
- **Don't forget to delete this and all** of the other example slides before you submit your project.

Reference slide remove before you submit

Assumptions

Marketing Objective: You are running an advertising campaign with the goal of signing up students for the Digital Marketing Nanodegree

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.

Campaigns: We want to aggressively grow the program, but, we want to do it without losing money. We ran two different advertising campaigns. One was a display advertising campaign, one a video advertising campaign.

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
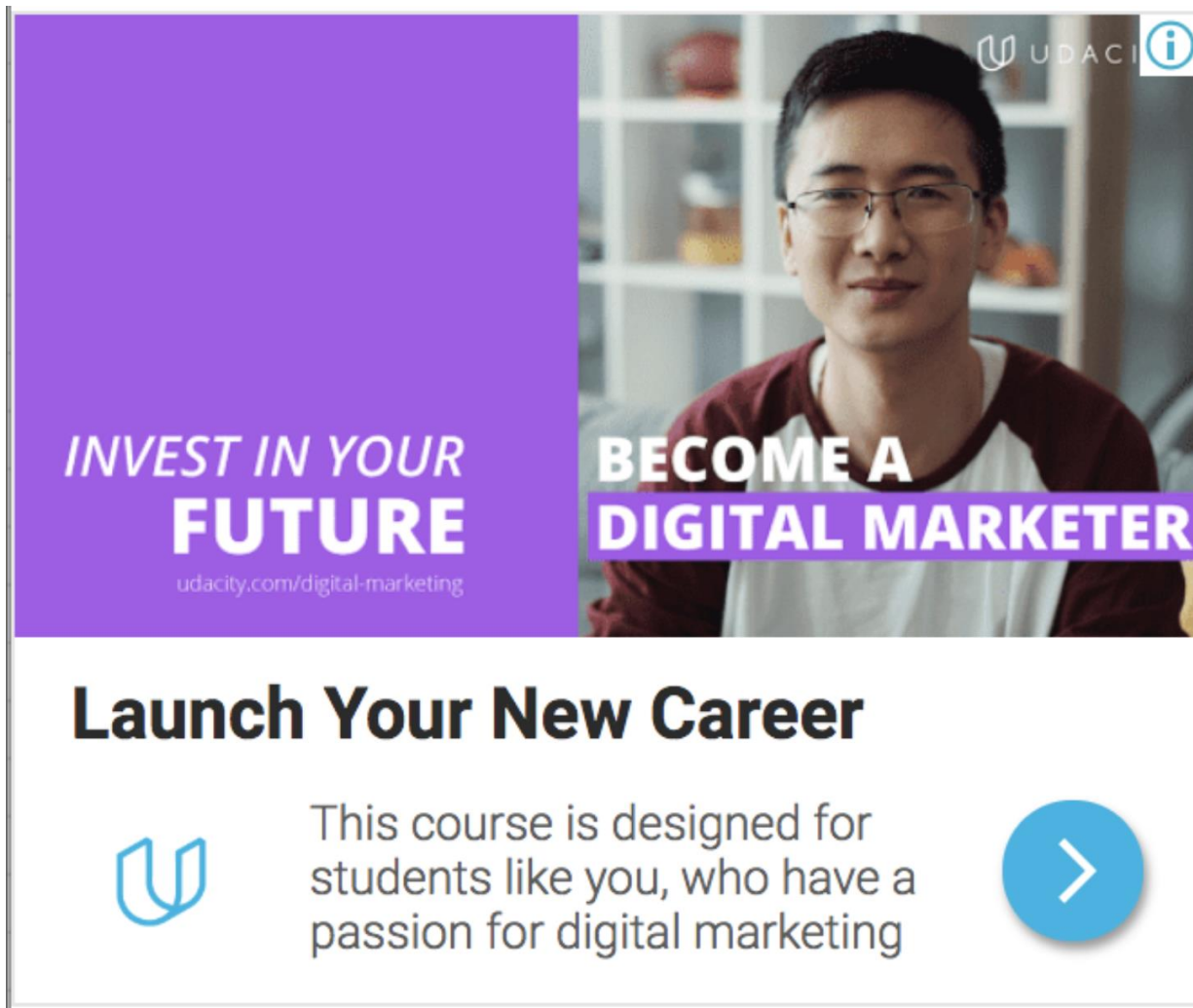
CPA: Cost of Campaign/# sign ups = CPA

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

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	1243	200957	0.62%	$0.62

Cost	Conversion Rate	# New Students	CPA	ROI +/-
$448.95	0.2%	2	$224.48	+$149.04

The total campaign cost was $448.95. Ad was seen 200,957 times with 1,243 clicks to the landing page, representing a CTR of 0.62%. Assuming CR was 0.2%, total number of students is 2 with the CPA translating to $224.48. Overall ROI is positive.

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How would you optimize this campaign?

Suggestion 1: Make the call to action button more conspicuous to help improve CTR and ultimately no of students.

Suggestion 2: A/B testing can be done on the heading and description, since social media enthusiasts were targeted a heading like 'Become a social media marketer' and a description 'All you need to know in Facebook and Email marketing is a click away'.

Suggestion 3: Change creative, a more catchy Ad image that resonates or speaks to digital marketing.

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.

...us	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type
...paign ...d	$5.00 (enhanced)	--	407	67,833	.6%	$0.57	$231.99	Display

Results: Calculate the ROI

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%	1	$231.99	+$67.01

The total campaign cost was $231.99. Ad was seen 67833 times with 407 clicks to the landing page, representing a CTR of 0.6%. Assuming CR was 0.2%, total number of students is 1 with the CPA translating to $231.99. Overall ROI is positive.

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How would you optimize this campaign?

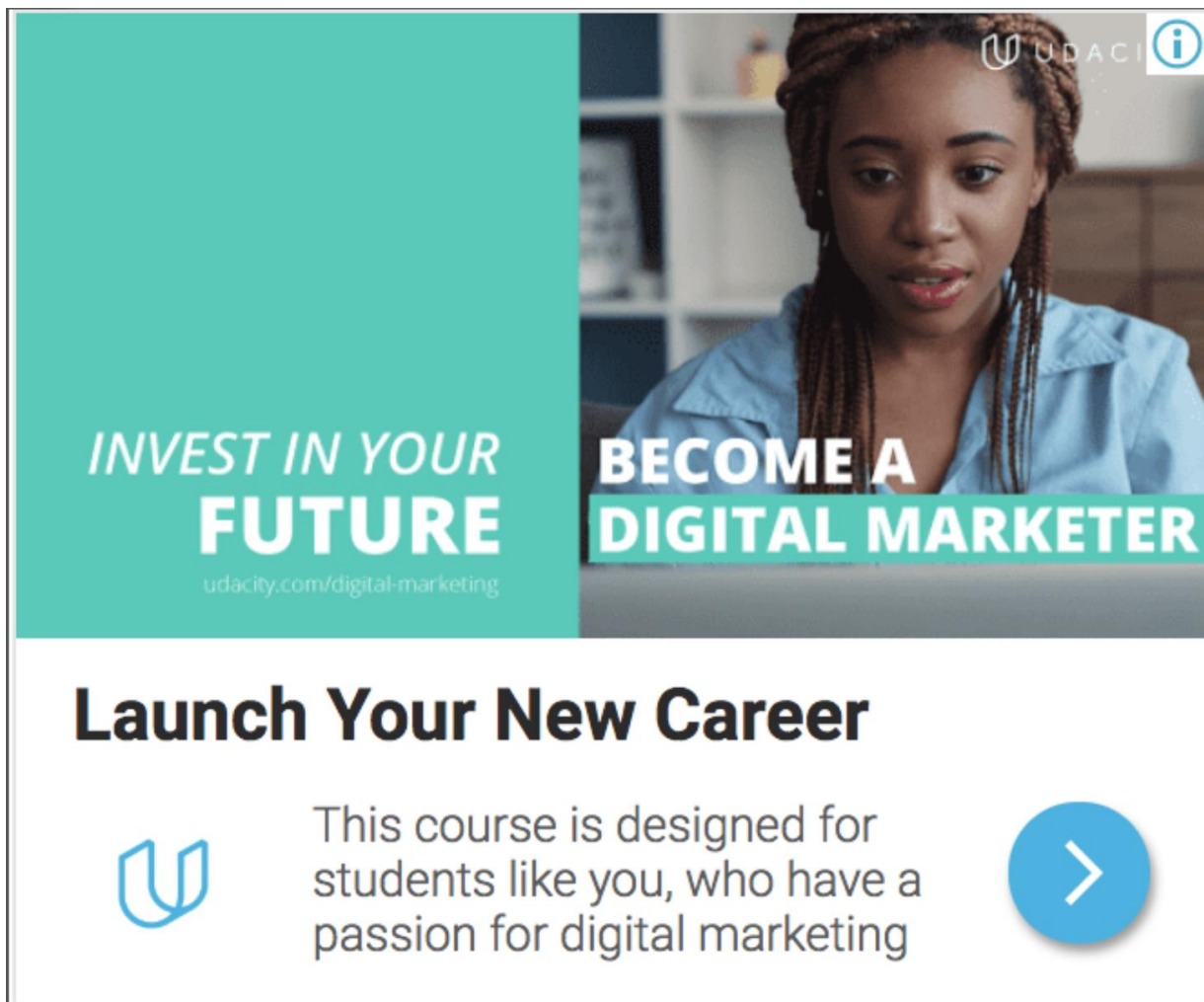**Suggestion 1:** Include a heading and description may have caused this display Ad to perform better.

Suggestion 2: The target audience for this ad was not clearly stated. Including a target audience and targeting the right segment may have caused the ad to perform better.

Suggestion 3: There seems to be two action buttons, one clear call to action button is enough to drive clicks and futher action.

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

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	234.5	+$64.5

The total campaign cost was $234.50. Ad was seen 109994 times with 670 clicks to the landing page, representing a CTR of 0.61%. Assuming CR was 0.2%, total number of students is 1 with the CPA translating to $234.50. Overall ROI is positive.

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How would you optimize this campaign?

Suggestion 1: This ad can be improved by changing the creative, incorporate an ad image that speaks to digital marketing

Suggestion 2: A clearer call to action button is needed, rather than just an arrow without any call to action.

Suggestion 3: A/B testing can be run on the headline and description of this Ad. Headline and description can be more specific to target those in the interest stage.

Part 4

Results, Analysis, and Recommendations

Which campaign performed the best? Why?

The display image campaign targeting the affinity audience was the best performing campaign as it had the highest no of students and the highest ROI.

Recommendations for future campaigns

○ Focus on the best performing ad –Display image campaign, Afinity audience; Run A/B test on the headline and description of this ad, re-evaluate after few days and only continue the best performing ad.

○ Make the call to action button conspicous, ensuring that users are clear on the actions to take.

○ The ad images will also be improved on, images directly relating to digital marketing will be used instead, rather than images of people. A/B testing can also be run to ensure the new creatives are doing better than the previous one and only continue with best performing ad creative.