

Project 5:

Evaluate a Google Ads Campaign



1. Campaign Approach

- Udacity has launched a campaign to advertise for the Digital Marketing Nanodegree Program
- The campaign is divided into two [ad groups](#), one targeting customers in the Awareness stage and one targeting customers in the Interest stage
- Each ad group uses responsive search ads, with multiple options for the ad headline and description
- When users click on an ad, they are taken to the [overview page](#) for the Digital Marketing Nanodegree Program, where they can click a button to download the program syllabus. This conversion has an estimated value of \$5.

2. Marketing Objective

- The campaign's marketing objective is to gather at least 200 conversions (syllabus downloads), with a conversion rate of at least 10%

Ad Group #1: Ads

| Interest Digital Marketing Ad Group - Ad #1 | 1 | 2 | 3 | 4 | 5 |
|---|--|---|---|--|--|
| Headline | Digital Marketing online course for beginners | Digital Marketing for beginners | Learn to become a Digital Marketer | Digital Marketing online course | Digital Marketing online training |
| Description | Take your first steps towards becoming a Digital Marketer! Online beginner Digital Marketing course. | Online course on foundations of Digital Marketing taught by industry professionals. | Are you looking for a Digital Marketing course? Look no further: Udacity Digital Marketing class for beginners. | An easy way to learn Digital Marketing: online basic class for future best marketers | |
| | | | | | |
| Interest Digital Marketing Ad Group - Ad #2 | 1 | 2 | 3 | 4 | 5 |
| Headline | Digital Marketing Basics | Digital Marketing online training | Digital Marketing for beginners | Udacity Digital Marketing Resources | Become a Digital Marketer with Udacity |
| Description | Digital Marketing Basics Digital Marketing resources from Udacity | See how to become a Digital Marketer | Take Your First Steps towards Becoming a Digital Marketer | Get all the basic knowledge on Digital Marketing that you need | |

Data is also available in [this spreadsheet](#)

Ad Group #2: Ads

| Awareness Digital Marketing Ad Group - Ad #1 | 1 | 2 | 3 | 4 | 5 |
|--|--|---|---|--|---------------------------------------|
| Headline | Digital Marketing Basics, all you need | Digital Marketing class | Digital Marketing for beginners | Udacity Digital Marketing Resources | Become a Digital Marketer |
| Description | Digital Marketing resources from Udacity | See what Digital Marketing is for and how to become a Digital Marketer | Take Your First Steps towards Becoming a Digital Marketer | Get all the basic knowledge on Digital Marketing that you need | |
| | | | | | |
| Awareness Digital Marketing Ad Group - Ad #2 | 1 | 2 | 3 | 4 | 5 |
| Headline | Digital Marketing online course | Digital Marketing for beginners | Learn to become a Digital Marketer online | Digital Marketing online training | Digital Marketing course with Udacity |
| Description | Take your first steps towards becoming a Digital Marketer! Online beginner Digital Marketing course. | Online course on foundations of Digital Marketing taught by industry professionals. | Are you looking for a Digital Marketing course? Look no further: Udacity Digital Marketing class for beginners. | An easy way to learn Digital Marketing: online basic class for future best marketers | |

Data is also available in [this spreadsheet](#)

Ad Group #1: Keywords

| Search keyword | Status | Match Type | Campaign | Ad group | Keyword max CPC | Currency |
|---|-------------------|------------|--------------|----------------------------|-----------------|----------|
| Best website for learning +marketing | Eligible | Broad | Udacity_DMND | Interest Digital Marketing | \$1.45 | USD |
| Coursera digita marketing | Eligible | Phrase | Udacity_DMND | Interest Digital Marketing | \$1.45 | USD |
| Marketing course Udacity | Eligible | Phrase | Udacity_DMND | Interest Digital Marketing | \$1.45 | USD |
| +Digital marketing certificate | Eligible | Broad | Udacity_DMND | Interest Digital Marketing | \$1.45 | USD |
| Best website to learn +digital marketing for free | Eligible | Broad | Udacity_DMND | Interest Digital Marketing | \$1.45 | USD |
| Digital marketing learn online | Eligible | Broad | Udacity_DMND | Interest Digital Marketing | \$1.45 | USD |
| +Digital marketing online training | Eligible | Broad | Udacity_DMND | Interest Digital Marketing | \$1.45 | USD |
| +Digital marketing for +beginners | Eligible | Broad | Udacity_DMND | Interest Digital Marketing | \$1.45 | USD |
| How to +learn +marketing | Low search volume | Broad | Udacity_DMND | Interest Digital Marketing | \$1.45 | USD |
| +Udemy +digital marketing | Eligible | Broad | Udacity_DMND | Interest Digital Marketing | \$1.45 | USD |
| +Social media marketing +course | Eligible | Broad | Udacity_DMND | Interest Digital Marketing | \$1.45 | USD |
| +Online marketing +course | Eligible | Broad | Udacity_DMND | Interest Digital Marketing | \$1.45 | USD |
| +Social media marketing classes | Eligible | Broad | Udacity_DMND | Interest Digital Marketing | \$1.45 | USD |
| Free +marketing courses | Eligible | Broad | Udacity_DMND | Interest Digital Marketing | \$1.45 | USD |
| Marketing online course | Eligible | Phrase | Udacity_DMND | Interest Digital Marketing | \$1.45 | USD |
| Digital marketing course online free | Eligible | Phrase | Udacity_DMND | Interest Digital Marketing | \$1.45 | USD |
| +Marketing +online +tutorial | Eligible | Broad | Udacity_DMND | Interest Digital Marketing | \$1.45 | USD |
| +Udacity +Digital Marketing | Eligible | Broad | Udacity_DMND | Interest Digital Marketing | \$1.45 | USD |
| Marketing basics course online free | Low search volume | Phrase | Udacity_DMND | Interest Digital Marketing | \$1.45 | USD |
| +Digital marketing +tutorial basics | Eligible | Broad | Udacity_DMND | Interest Digital Marketing | \$1.45 | USD |

Data is also available in [this spreadsheet](#)

Ad Group #2: Keywords

| Search keyword | Status | Match Type | Campaign | Ad group | Keyword max CPC | Currency |
|------------------------------------|----------|------------|--------------|-----------------------------|-----------------|----------|
| +Digital marketing basic | Eligible | Broad | Udacity_DMND | Awareness Digital Marketing | \$1.45 | USD |
| +Social media marketing | Eligible | Broad | Udacity_DMND | Awareness Digital Marketing | \$1.45 | USD |
| +Marketing terms | Eligible | Broad | Udacity_DMND | Awareness Digital Marketing | \$1.45 | USD |
| +Marketing for +beginners | Eligible | Broad | Udacity_DMND | Awareness Digital Marketing | \$1.45 | USD |
| +Online marketing +basics | Eligible | Broad | Udacity_DMND | Awareness Digital Marketing | \$1.45 | USD |
| What is digital marketing | Eligible | Broad | Udacity_DMND | Awareness Digital Marketing | \$1.45 | USD |
| +Udacity +marketing | Eligible | Broad | Udacity_DMND | Awareness Digital Marketing | \$1.45 | USD |
| How to become a +digital marketer | Eligible | Broad | Udacity_DMND | Awareness Digital Marketing | \$1.45 | USD |
| How to do social media marketing | Eligible | Broad | Udacity_DMND | Awareness Digital Marketing | \$1.45 | USD |
| +Digital marketing online class | Eligible | Broad | Udacity_DMND | Awareness Digital Marketing | \$1.45 | USD |
| +How to do marketing | Eligible | Broad | Udacity_DMND | Awareness Digital Marketing | \$1.45 | USD |
| Define +Digital marketing | Eligible | Broad | Udacity_DMND | Awareness Digital Marketing | \$1.45 | USD |
| How to be a +social media marketer | Eligible | Broad | Udacity_DMND | Awareness Digital Marketing | \$1.45 | USD |
| +Digital Marketer | Eligible | Broad | Udacity_DMND | Awareness Digital Marketing | \$1.45 | USD |
| +Digital marketing terminology | Eligible | Broad | Udacity_DMND | Awareness Digital Marketing | \$1.45 | USD |
| What is marketing used for | Eligible | Phrase | Udacity_DMND | Awareness Digital Marketing | \$1.45 | USD |
| +Online marketing for +students | Eligible | Broad | Udacity_DMND | Awareness Digital Marketing | \$1.45 | USD |
| +Digital marketing for +students | Eligible | Broad | Udacity_DMND | Awareness Digital Marketing | \$1.45 | USD |
| Study +digital marketing | Eligible | Broad | Udacity_DMND | Awareness Digital Marketing | \$1.45 | USD |
| Study +online marketing | Eligible | Broad | Udacity_DMND | Awareness Digital Marketing | \$1.45 | USD |

Data is also available in [this spreadsheet](#)

Key Results (Campaign)

| Campaign | Cost | Clicks | Impressions | Conversions | CPC | CTR | C/C | CR |
|---------------------|------------|--------|-------------|-------------|--------|-------|--------|-------|
| <i>Udacity_DMND</i> | \$1,314.00 | 2391 | 111256 | 221 | \$0.55 | 2.15% | \$5.95 | 9.24% |

Key Results (Ad Groups)

| Ad Group | Cost | Clicks | Impressions | Conversions | CPC | CTR | C/C | CR |
|--|------------|--------|-------------|-------------|--------|-------|--------|--------|
| Ad Group 1: <i>Interest Digital Marketing</i> | \$819.05 | 1553 | 72497 | 132 | \$0.53 | 2.14% | \$6.20 | 8.50% |
| Ad Group 2: <i>Awareness Digital Marketing</i> | \$494.95 | 838 | 38759 | 89 | \$0.59 | 2.16% | \$5.56 | 10.62% |
| Total | \$1,314.00 | 2391 | 111256 | 221 | \$0.55 | 2.15% | \$5.95 | 9.24% |

Key Results (Ads)

| Ad | Cost | Clicks | Impressi ons | Conversi ons | CPC | CTR | C/C | CR |
|-------------------------|----------|--------|-----------------|-----------------|--------|-------|---------|--------|
| <i>Ad Group 1, Ad 1</i> | \$458.25 | 991 | 40163 | 97 | \$0.46 | 2.47% | \$4.72 | 9.79% |
| <i>Ad Group 1, Ad 2</i> | \$360.80 | 562 | 32334 | 36 | \$0.64 | 1.74% | \$10.02 | 6.41% |
| <i>Ad Group 2, Ad 1</i> | \$335.60 | 619 | 28827 | 72 | \$0.54 | 2.15% | \$4.66 | 11.63% |
| <i>Ad Group 2, Ad 2</i> | \$159.35 | 219 | 9932 | 16 | \$0.73 | 2.20% | \$9.96 | 7.31% |

Key Results (Keywords)

Keywords that performed best

| Keyword | Cost | Clicks | Impressions | Conversions | CPC | CTR | C/C | CR |
|------------------------------------|----------|--------|-------------|-------------|--------|-------|--------|--------|
| +Online marketing +course | \$317.10 | 534 | 26639 | 65 | \$0.59 | 2.00% | \$4.88 | 12.17% |
| +Social media marketing +course | \$36.00 | 66 | 912 | 10 | \$0.55 | 7.24% | \$3.60 | 15.15% |
| +Digital marketing certificate | \$23.10 | 48 | 894 | 8 | \$0.48 | 5.37% | \$3.08 | 15.63% |

Campaign Evaluation

- The campaign's return on investment (ROI)
 - $ROI = \frac{\text{total conversion value} - \text{total cost}}{\text{total cost}}$

$$ROI = \frac{(221 \times 5) - \$1,314}{\$1,314} = -\$0.16$$

The campaign had a negative ROI.

- Relevant KPIs: Campaign

- $\text{Cost Per Click} = \frac{\text{Ad cost}}{\text{No of clicks}}$

$$CPC = \frac{\$1,314}{2391} = \$0.55$$

- $\text{Click Through Rate} = \frac{\text{No of clicks}}{\text{No of impressions}} \times 100\%$

$$CTR = \frac{2391}{111256} \times 100\% = 2.15\%$$

- $\text{Cost per conversion} = \frac{\text{Ad cost}}{\text{Conversions}}$

$$C/C = \frac{\$1314}{221} = \$5.95$$

- $\text{Conversion Rate} = \frac{\text{Conversions}}{\text{Clicks}} \times 100\%$

$$CR = \frac{221}{2391} \times 100\% = 9.24\%$$

Campaign Evaluation

- Relevant KPIs: Ad group 1

- Cost Per Click = $\frac{\text{Ad cost}}{\text{No of clicks}}$

$$\text{CPC} = \frac{\$819.05}{1553} = \$0.53$$

- Click Through Rate = $\frac{\text{No of clicks}}{\text{No of impressions}} \times 100\%$

$$\text{CTR} = \frac{1553}{72497} \times 100\% = 2.14\%$$

- Cost per conversion = $\frac{\text{Ad cost}}{\text{Conversions}}$

$$\text{C/C} = \frac{\$819.05}{132} = \$6.20$$

- Conversion Rate = $\frac{\text{Conversions}}{\text{Clicks}} \times 100\%$

$$\text{CR} = \frac{132}{1553} \times 100\% = 8.50\%$$

Campaign Evaluation

- Relevant KPIs: Ad group 2

- Cost Per Click = $\frac{\text{Ad cost}}{\text{No of clicks}}$

$$\text{CPC} = \frac{\$493.95}{838} = \$0.59$$

- Click Through Rate = $\frac{\text{No of clicks}}{\text{No of impressions}} \times 100\%$

$$\text{CTR} = \frac{838}{38759} \times 100\% = 2.16\%$$

- Cost per conversion = $\frac{\text{Ad cost}}{\text{Conversions}}$

$$\text{C/C} = \frac{\$494.95}{89} = \$5.56$$

- Conversion Rate = $\frac{\text{Conversions}}{\text{Clicks}} \times 100\%$

$$\text{CR} = \frac{89}{838} \times 100\% = 10.62\%$$

Campaign Evaluation

- **Relevant KPIs: Ad**

Ad group 1, Ad 1

$$\text{CPC} = \$458.25 / 991 = \$0.46$$

$$\text{CTR} = 991 / 40163 * 100\% = 2.47\%$$

$$\text{C/C} = \$458.25 / 97 = \$4.72$$

$$\text{CR} = 97 / 991 * 100\% = 9.79\%$$

Ad group 1, Ad 2

$$\text{CPC} = \$360.80 / 562 = \$0.64$$

$$\text{CTR} = 562 / 32334 * 100\% = 1.74\%$$

$$\text{C/C} = \$360.80 / 36 = \$10.02$$

$$\text{CR} = 36 / 562 * 100\% = 6.41\%$$

Campaign Evaluation

- **Relevant KPIs: Ad**

Ad group 2, Ad 1

$$\text{CPC} = \$335.60 / 619 = \$0.54$$

$$\text{CTR} = 619 / 28827 * 100\% = 2.15\%$$

$$\text{C/C} = \$335.60 / 72 = \$4.66$$

$$\text{CR} = 72 / 619 * 100\% = 11.63\%$$

Ad group 2, Ad 2

$$\text{CPC} = \$159.35 / 219 = \$0.73$$

$$\text{CTR} = 219 / 9932 * 100\% = 2.20\%$$

$$\text{C/C} = \$159.35 / 16 = \$9.96$$

$$\text{CR} = 16 / 219 * 100\% = 7.31\%$$

Campaign Evaluation

- **Relevant KPIs: Keyword Level**

- + online marketing + course**

$$\text{CPC} = \$317.10 / 534 = \$0.59$$

$$\text{CTR} = 534 / 26639 * 100\% = 2.00\%$$

$$\text{C/C} = \$317.10 / 65 = \$4.88$$

$$\text{CR} = 65 / 534 * 100\% = 12.17\%$$

- + social media marketing + course**

$$\text{CPC} = \$36 / 66 = \$0.55$$

$$\text{CTR} = 66 / 912 * 100\% = 7.24\%$$

$$\text{C/C} = \$36 / 10 = \$3.60$$

$$\text{CR} = 10 / 66 * 100\% = 15.15\%$$

- + digital marketing certificate**

$$\text{CPC} = \$23.10 / 48 = \$0.48$$

$$\text{CTR} = 48 / 894 * 100\% = 5.37\%$$

$$\text{C/C} = \$23.10 / 8 = \$3.08$$

$$\text{CR} = 8 / 48 * 100\% = 15.63\%$$

Campaign Evaluation – Keywords

Three best performing keywords were

- Online marketing course
- Social media marketing course
- Digital marketing certificate

The three best performing keywords were chosen based on their achievement of the campaigns objectives as highlighted below;

- Cost per click CPC was pegged at \$1.45 max, all three keywords were below the benchmarked amount.
- Cost per conversion C/C was pegged at \$5, all three keywords cost per conversion was below \$5, and they also had the highest number of conversions under \$5.
- Conversion rate CR was pegged at atleast 10%, all three keywords had above 10% CR.

Based on calculations, the keyword with the highest competition is 'social media marketing' from analysis this keyword has the highest CPC of \$1.41, and the CPC is high because the cost is also high at \$110.10, meaning competition are also actively bidding for this keyword for the cost to be that high.

Campaign Evaluation – Overview Statement

Based on the campaign analysis and the campaign objective, the campaign performed poorly;

- Conversion cost was estimated at \$5, but the actual conversion cost was \$5.95
- Total conversion was set as 200 syllabus downloads, actual total conversions was 221 syllabus downloads
- Conversion rate was set at at least 10%, actual conversion rate was 9.24%

The campaign only met one objective, the total conversions, the conversion cost and conversion rate objectives were not met.

Recommendations for future campaigns

- For future campaigns, Ad group 2, Ad 1 will be prioritised, as it met all campaign objectives; CPC, C/C, CR.
- An A/B test can be set using the headline and descriptions for both interest group and awareness group, the low performing Ad group will be discontinued and only high performing ads will be prioritised.
- The interest stage Ad group keywords can be tweaked to incorporate long tail keywords with broad and specific terms to improve CR.