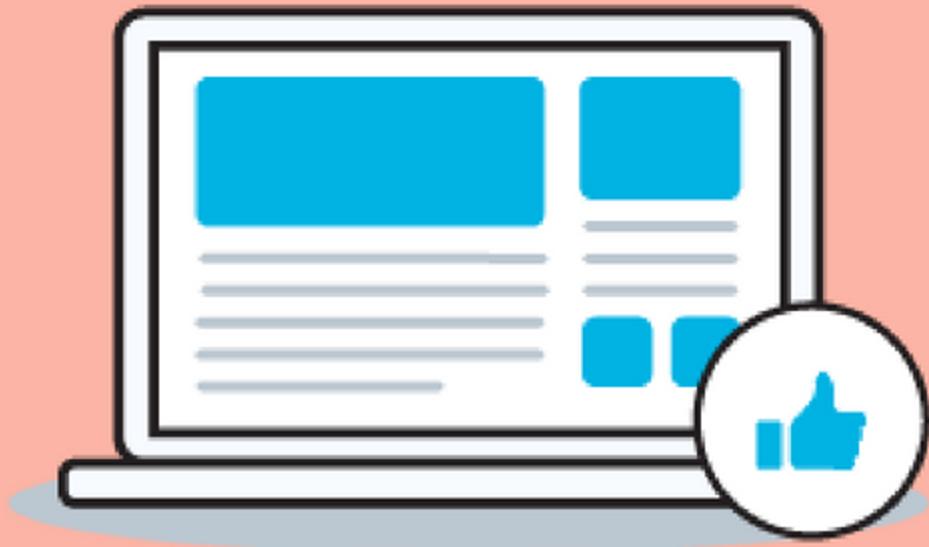


# Project 6

## Evaluate a Display Campaign



# 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  
 $*0.002 = \# \text{ of Student Sign Ups}$

*Note: Please round to the nearest whole number*

**CPA:** Cost of Campaign/# sign ups = CPA

*Note: Please round to the nearest cent*

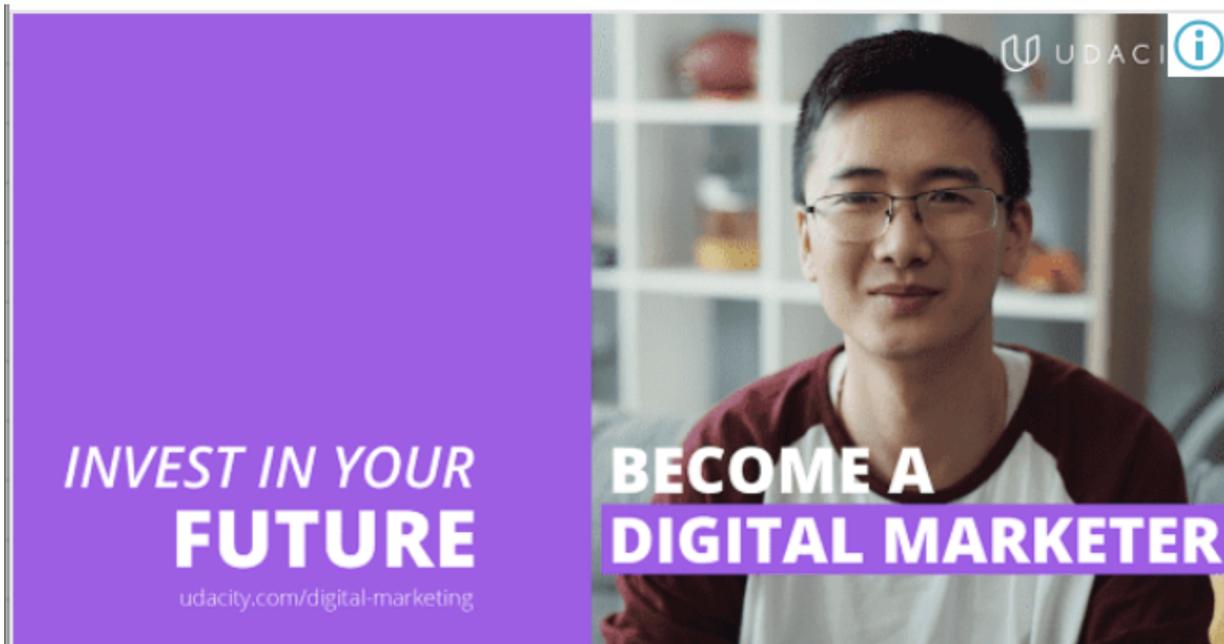
**ROI:** [(299 Profit) - CPA] \* # of Student Sign Ups = ROI



# 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



## Launch Your New Career



This course is designed for students like you, who have a passion for digital marketing



# 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? **The overall ROI is 150, Positive**

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	1,243	200,975	0.62%	\$0.36
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$448.95	0.2%	2.482	\$224	150

# 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:** for the Ad I would choose a picture of a guy who is sitting in front of a laptop who looks happy and excited in his learning journey, I would choose different design, colours and text font to enhance the content of the Ad.

**Suggestion 2:** I would use more common searched key words related to the AD

**Suggestion 3:** I would make a 10% discount to encourage the students to sign up.



# 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
ampaign ed	\$5.00 (enhanced)	--	407	67,833	.6%	\$0.57	\$231.99	Display

The ad is a display image campaign for the Digital Marketing Nanodegree program. It features a large photo of a smiling woman with blonde hair, identified as Anke A., Program Lead, Digital Marketing. To her left, the Udacity logo is displayed. The background is orange. Text on the left side reads: "After graduating, you'll be ready to join a large corporation or a small firm, or even go independent as a freelance digital marketer." Below the photo is a black button with white text that says "Enroll Today >". At the bottom, a large call-to-action button says "Launch Your New Career". Below this button, a text box states: "This course is designed for students like you, who have a passion for digital marketing". In the bottom right corner, there is a circular arrow icon. The Udacity logo is at the very bottom left.

UDACITY

After graduating, you'll be ready to join a large corporation or a small firm, or even go independent as a freelance digital marketer.

Anke A. | Program Lead, Digital Marketing

Enroll Today >

Launch Your New Career

This course is designed for students like you, who have a passion for digital marketing

Udacity

DIGITAL MARKETING  
NANODEGREE PROGRAM

# 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? **67.01 , Positive**

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	407	67,833	.6%	\$0.57
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$231.99	0.2%	1	\$231.99	<b>67.01</b>

# 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:** I would change the targeting from students to professionals who's interested to change their career path or wants to get digital Marketing skills because of the picture of the matured woman.

**Suggestion 2:** changing the content to match the new targeting into something unique such as "it is never too late to learn a new skill"

**Suggestion 3:** I would Raise the budget



# 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
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Remarketing		Campaign ended	\$3.00 (enhanced)	-	670	109,994	.61%	\$0.35	\$234.50	Display

The image shows a digital marketing campaign ad. On the left, a teal-colored section contains the text "INVEST IN YOUR FUTURE" in large white letters, followed by "udacity.com/digital-marketing". On the right, there's a photo of a woman with braided hair looking slightly to the side. Overlaid on the photo is the text "BECOME A DIGITAL MARKETER" in white. Below the photo is a large blue button with the text "Launch Your New Career" in white. In the bottom right corner of the ad, there's a blue circular arrow icon pointing right. The overall design is clean and professional, typical of digital marketing content.

**INVEST IN YOUR  
FUTURE**  
udacity.com/digital-marketing

**BECOME A  
DIGITAL MARKETER**

**Launch Your New Career**

This course is designed for students like you, who have a passion for digital marketing

DIGITAL MARKETING  
NANODEGREE PROGRAM

# 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? **65, Positive**

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	670	109.994	.61%	0.35
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$234.50	0.2%	1	\$234.50	<b>65</b>

# 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:** raise the budget to \$400

**Suggestion 2:** change the description of the AD to match the targeting and use more high CPC Keywords

**Suggestion 3:** The logo and the name (Udacity) is not clear enough and the Course name is not shown in the AD.



# Which campaign performed the best? Why?

The first campaign performed the best , It had the highest ROI **150**, It has the highest number of new students sign ups which is **2 students** , and had the highest impressions and clicks of all campaigns.

# Recommendations for future campaigns

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

- I would create 1 Ad group that has 3 Ads working for a specific period.
- I would work more on the content to be more unique in every Ad to match the targeting and be more recognized.
- I would do an A/B Testing to know which Ad has the best results, to make changes to the ones with low results.
- I would work on the content of the landing page and use the right keywords with high CPC to attract the customers , the description of the course should be clear and has the information the customer need to encourage them to enroll the program.