Project 5 - Part 2 Run an AdWords Campaign

Campaign Approach

Description, Marketing

Objective, and KPI

1. Approach Description

- Campaign goal is to reach the target segment, by using specific Keywords they would search about that would be related to (Data Wrangling with MongoDB Free Course) , Also by using unique headlines and descriptions in the Ads.
 Campaign consists of 2 Ad Groups and each Ad Group has Two Ads in it which means 4 Ads in total and it will run for 5 days.

Course: Data Wrangling with MongoDB
URL: https://www.udacity.com/course/data-wrangling-with-mongodb--ud032
Country: South Africa

2. Marketing Objective & KPI

1. What marketing objective do you aim to achieve with your campaign?   To get 400 students form South Africa to attend the course in 5 days

2. What primary KPI are you going to track in your campaign? To measure leads within mentioned period.

Ad Groups

Ads and Keywords

Ad Group1 & Keywords List
Data Wrangling with MongoDB for South Africa

Ads   ⋮

● **Data Wrangling with MongoDB 1**

Udacity | Data Wrangling with MongoDB | Free Online Course
[Ad] udacity.com/freecourses/data-wrangling
Start to learn Data Wrangling with MongoDB step by step for free ! Start your Data Wrangling Course for free now !

Ads   ⋮

● **Data Wrangling with MongoDB 1**

Udacity | Study Data Wrangling for free
[Ad] udacity.com/freecourses/data-wrangling
Start your Data Wrangling Course for free now !

Keyword List:
- Free courses
- Self learning
- Data science online courses
- Data scientist experience
- Udacity free courses
- Business analyst courses
- Mongo DB
- Free online courses
- Udacity courses
- Data Wrangling
- Data fundamentals
- Udacity data courses
- Data analyst courses
- Self tuition
- Free data courses
- Data analyst courses for beginners
- Data and programing courses
- Entry-level data science
- Udacity data analyst free course
- Experience in data analyzing

Ad Group2 & KeyWords List
Data Wrangling with MongoDB for South Africa

Ads ⋮

● **Data Wrangling with MongoDB 2**

Udacity | Data Wrangling Online Course
[Ad] udacity.com/Free/Data-Wrangling
Start learning Data Wrangling with MongoDB today for free!

Ads ⋮

● **Data Wrangling with MongoDB 2**

Udacity | Data Wrangling Free Course
[Ad] udacity.com/Free/Data-Wrangling
Start learning Data Wrangling with MongoDB now !

Keyword List:
- Online education
- Distance education
- Online business
- What to study to be a data scientist
- Coursera introduction to data science
- introduction to data science coursera
- Python and big data analytics
- Self-paced learning
- Data analyst Nanodegree
- Interactive education
- Udacity
- Data science master course
- Data science course edx
- Data scientist graduate program
- Professional data courses
- Best data courses
- Top data courses
- Udacity interactive online courses
- Udacity learning platform
- Online self learning platforms

DIGITAL MARKETING
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Campaign Evaluation

Results, Analysis and Recommendations

Key Campaign Results
(Campaign & Ad Groups)

Present the results of your campaign and ad groups by completing the table below.

Ad Group	Max. CPC Bid	Impr.	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.	Cost
Data Wrangling with MongoDB 1	3	361	7	1.94%	$1.97	0.00	0.00%	$0.00	$13.80
Data Wrangling with MongoDB 2	3	805	12	1.49%	$1.77	0.00	0.00%	$0.00	$21.20
Total	**6**	**1.166**	**19**	**1.63%**	**$1.84**	**0.00**	**0.00 %**	**$0.00**	**$35**

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Key Campaign Results (Ads)

Present the results of your ads by completing the table below.

Ad	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.
Ad Group 1, Ad 1	1	1.33%	$2.76	0.00	0.00%	$0.00
Ad Group 1, Ad 2	6	2.10%	$1.84	0.00	0.00%	$0.00
Ad Group 2, Ad 1	7	2.09%	$1.74	0.00	0.00%	$0.00
Ad Group 2, Ad 2	5	1.06%	$1.80	0.00	0.00%	$0.00

Key Campaign Results (Keywords)

Present the three keywords you consider most successful based on your marketing objective.

Keyword	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.
Online education	6	0.99%	$1.42	0.00	0.00%	$0.00
Free courses	5	2.78%	$1.92	0.00	0.00%	$0.00
Distance education	2	2.22%	$2.20	0.00	0.00%	$0.00

Campaign Evaluation

Evaluate how successful your campaign was, given what your Marketing Objective has been.

- I think campaign did not reach the wanted results , ROI was negative since the conversions were 0
- Max CPC bid was $3 , the average CPC was less than $2 in both Ad Groups.
- (Data Wrangling with MongoDB 2) ad group had better result than the First Ad groups, I think because 2 out of 3 top keywords were in this Ad group.
- The keywords performed best are (Online education, Free courses, Distance education) , It show clearly that people are looking for online/distance courses , It is the future of education and it is an opportunity for the online education platforms to improve and develop and keep up with the demand.

Recommendations for future campaigns

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

- I would focus on using keywords has online/distance/free/education/learn/courses , the results shows that people are looking for these keywords since top 3 keywords were (online education, free courses, distance education)
- I would work on the headline and the descriptions of the Ads
- I Would set up an A/B test, to know which Ad groups performing better than the other and improve the one with less results.
- I Would make changes to the landing page, Improve the content, add the right keywords with high CPC to attract customers , description of the course should be clear and has the information the customer need to encourage them to enroll the program

Appendix

Screenshots for

Reference

Ad Groups

		Ad group	Status	Default max. CPC	Ad group type	Clicks	Impr.	CTR	Avg. CPC	↓ Cost	Conversions	Cost / conv.	Conv. rate
☐	⬤												
☐	🟢	Data Wrangling with MongoDB 2	Campaign ended	$3.00 (enhanced)	Standard	12	805	1.49%	$1.77	$21.20	0.00	$0.00	0.00%
☐	🟢	Data Wrangling with MongoDB 1	Campaign ended	$3.00 (enhanced)	Standard	7	361	1.94%	$1.97	$13.80	0.00	$0.00	0.00%
		Tota... ?				19	1,166	1.63%	$1.84	$35.00	0.00	$0.00	0.00%
⌄		Tota... ?				19	1,166	1.63%	$1.84	$35.00	0.00	$0.00	0.00%

Ads

		Ad	Ad group	Status	Ad type	Clicks	↓ Impr.	CTR	Avg. CPC	Cost	Conver:	Cost / conv.	Conv. rate
☐	●	Udacity | Data Wrangling Online Course www.udacity.com/Free/Data-Wrangling Start learning Data Wrangling with MongoDB today for free!	Data Wrangling with MongoDB 2	Campaign ended	Expanded text ad	5	470	1.06%	$1.80	$9.00	0.00	$0.00	0.00%
☐	●	Udacity | Data Wrangling Free Course www.udacity.com/Free/Data-Wrangling Start learning Data Wrangling now !	Data Wrangling with MongoDB 2	Campaign ended	Expanded text ad	7	335	2.09%	$1.74	$12.20	0.00	$0.00	0.00%
☐	●	Udacity | Study Data Wrangling for free udacity.com/freecourses/data-wrangling Start your Data Wrangling Course for free now !	Data Wrangling with MongoDB 1	Campaign ended	Expanded text ad	6	286	2.10%	$1.84	$11.04	0.00	$0.00	0.00%
☐	●	Udacity | Data Wrangling with MongoDB | Free Online Course udacity.com/freecourses/data-wrangling Start to learn Data Wrangling with MongoDB step by step for free !	Data Wrangling with MongoDB 1	Campaign ended	Expanded text ad	1	75	1.33%	$2.76	$2.76	0.00	$0.00	0.00%
		Total: All but removed ads ⓘ				19	1,166	1.63%	$1.84	$35.00	0.00	$0.00	0.00%
	⌄	Total: Campaign ⓘ				19	1,166	1.63%	$1.84	$35.00	0.00	$0.00	0.00%

Keywords

		Keyword	Ad group	Status	Max. CPC	Match type	Policy details	Final URL	↓ Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
☐	●															
		Total: All but removed... ⑦							19	1,166	1.63%	$1.84	$35.00	0.00	$0.00	0.00%
☐	●	online education	Data Wrangling with MongoDB 2	Campaign ended	$3.00 (enhanced)	Broad match	Eligible	—	6	609	0.99%	$1.42	$8.53	0.00	$0.00	0.00%
☐	●	Free courses	Data Wrangling with MongoDB 1	Campaign ended	$3.00 (enhanced)	Broad match	Eligible	—	5	180	2.78%	$1.92	$9.58	0.00	$0.00	0.00%
☐	●	distance education	Data Wrangling with MongoDB 2	Campaign ended	$3.00 (enhanced)	Broad match	Eligible	—	2	90	2.22%	$2.20	$4.40	0.00	$0.00	0.00%