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.

Campaign: We want to aggressively grow the program, but, we want to do it without losing money.

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

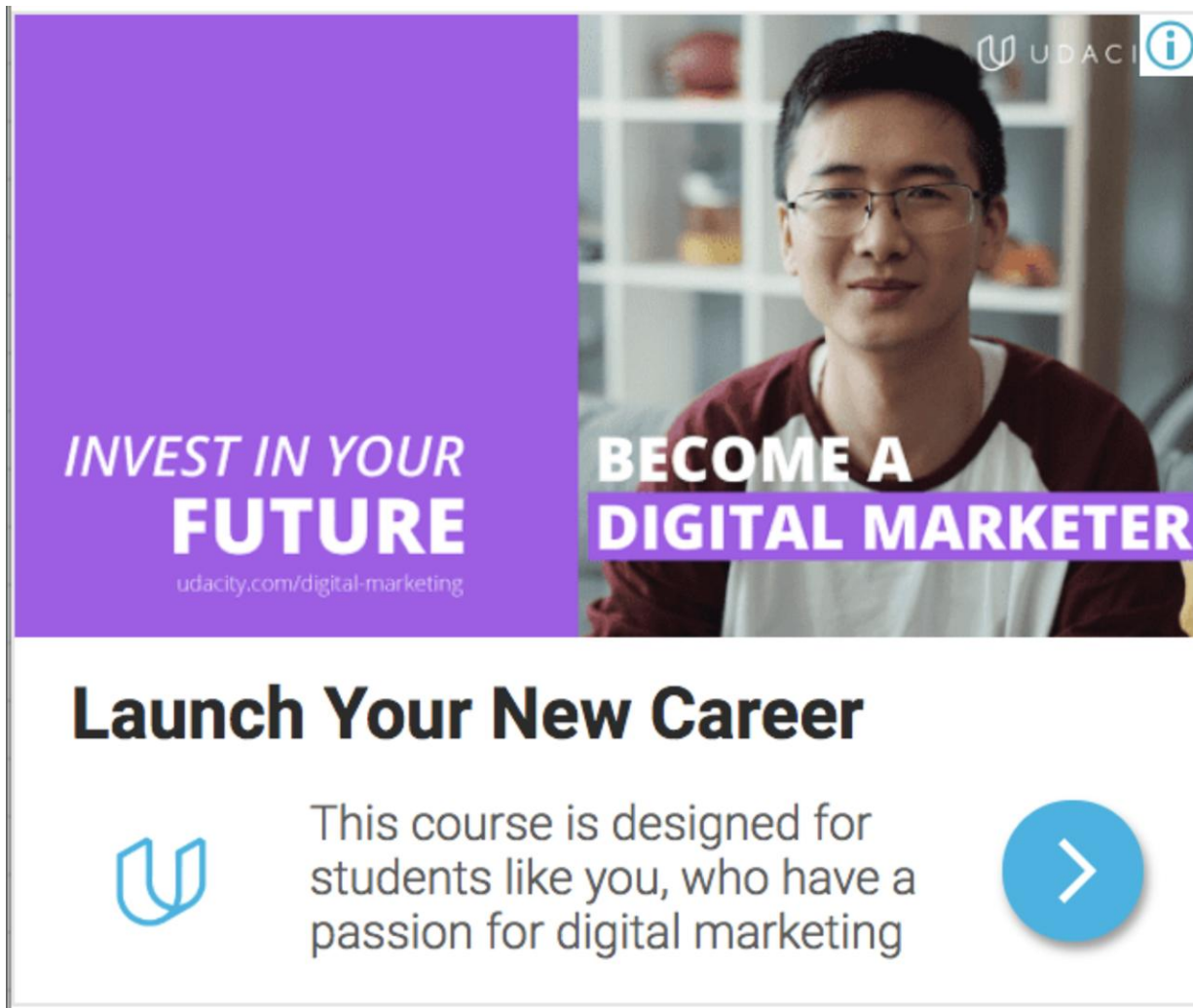*Note: Please round to the nearest cent*

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

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?

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	1,243	200,957	0.62%	0.36$

Cost	Conversion Rate	# New Students	CPA	ROI +/-
448.95$	1.60%	2	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: we can make more acheviemnt by targeting ungraduated Students studying in the Faculty of Commerce and Media at the age of 21

Suggestion 2: make A/B testing on the title Fundamentals of digital marketing or Become a digital markter

Suggestion 3: Use a background with red color to attract the audience's feelings

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

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?

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	407	67,833	0.6%	0.57$

Cost	Conversion Rate	# New Students	CPA	ROI +/-
231.99$	4.9%	1	232	67+

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: we can target fresh graduating student at the age of 23 who they are searching for a job in platforms like linkedin, Indeed Hiring ,and glassdoor

Suggestion 2: make A/B testing on the title The Ultimate Guide to Digital Marketing or learn digital marketing from A to Z
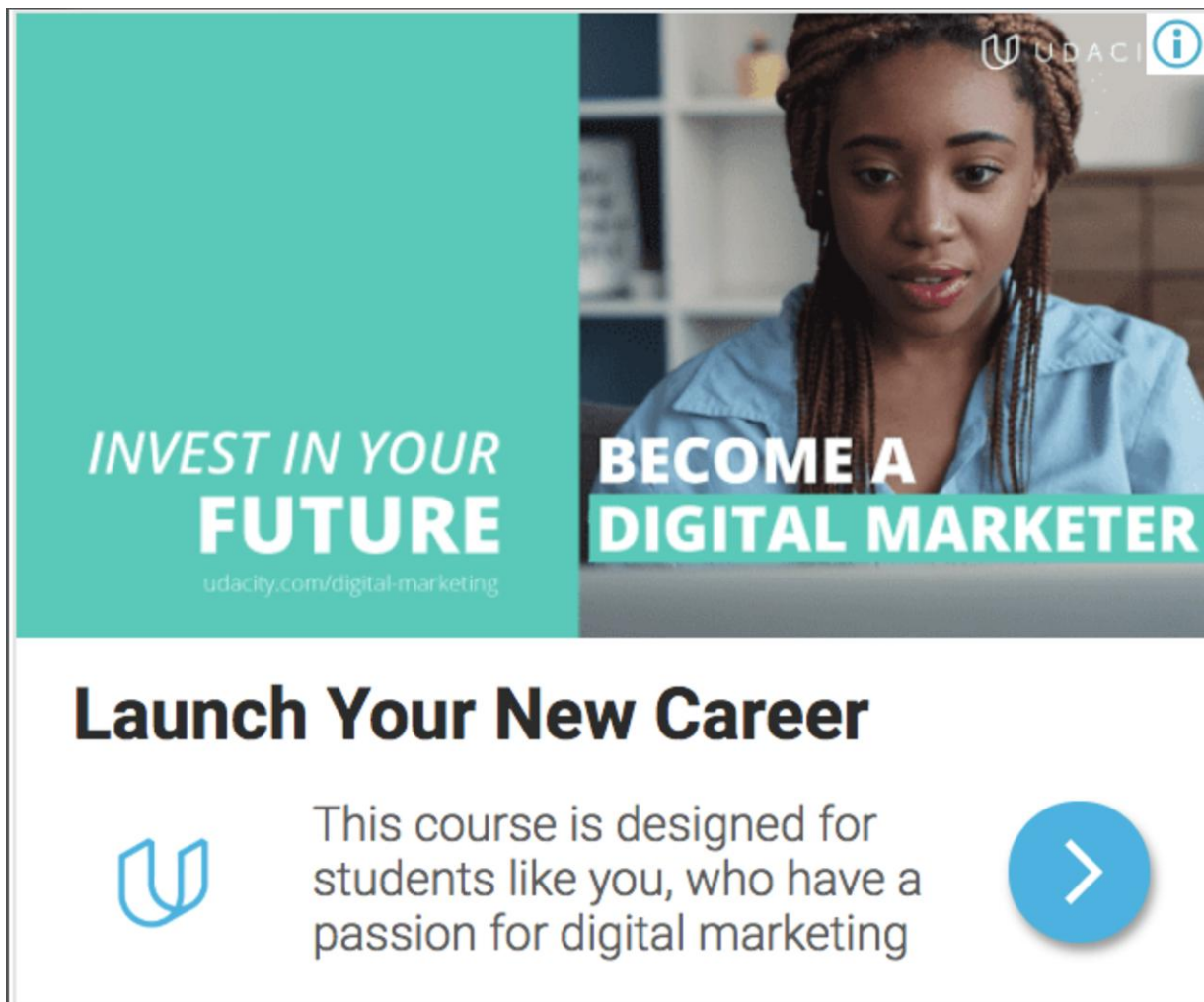
Suggestion 3: change the description of the ad to After completing this course, you will get a certificate approved by the Udacity organization and you will be eligible to get a job

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
☐	⬤	Ad group ↑									
☐	�II	Remarketing	Campaign ended	$3.00 (enhanced)	--	670	109,994	.61%	$0.35	$234.50	Display

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?

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	670	109,994	0.61%	0.35%

Cost	Conversion Rate	# New Students	CPA	ROI +/-
234.50$	2.9%	1	234.5	64+

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: We can target 32-year-old housewives with a child to make more successes

Suggestion 2: make A/B trsiging on 2 groups of cta Get this course now or sign up in a few second

Suggestion 3: change the description of the ad to Are you looking for work but there is no time?

The solution in this course, once completed, you will be able to practice self-employment in digital marketing

Part 4

Results, Analysis, and

Recommendations

Which campaign performed the best? Why?

The best campaign is the first campain because it has the higher result in ROI 150 and higher new student signs up

Recommendations for future campaigns

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

- You may use "bullet points" for your analysis and may add as many slides as needed
- The following prompts can help you structure your answer:
  - Would you focus on certain Ad Groups, Ads or Targeting?
  - Would you change any of your existing Ads or Targeting or add any new ones?
  - Would you set up an A/B test, and if so, how would you go about it?
  - Would you make changes to the landing page, and if so, what kind of changes and why?

Recommendations for future campaigns

- Would you focus on certain Ad Groups, Ads or Targeting?

I will focus on the first display ad because it has the higher number's in ROI and signs up

- Would you set up an A/B test, and if so, how would you go about it?

I will make A/B testing in the third display ad on different 2 groups of CTA to achieve the better results

- Would you make changes to the landing page, and if so, what kind of changes and why?

- Match the landing page with our age, Remove navigation and other distractions ,and Include a privacy policy To reach the campaign goal and make it successful

DIGITAL MARKETING
NANODEGREE PROGRAM