

Project 5 - Part 2

Run an AdWords Campaign



1. Approach Description

The course assigned is FireBase at a weekend: Google's iOS and Africa is the assigned region. Since the course is an intermediate course, I searched for keywords a user could search to find if they needed a backend solution for an iOS app, but did not know how. The initiative is split into two ad groups: one which focuses on the awareness of the course and another which aims at users preparing to register (Firebase interests). The first category includes larger keywords that a user might scan for a solution or infrastructure for his use. The interest group uses keywords to help users learn how the program works or who had already seen the course and wished to register. Because of the platform's small search phrases, I used large match modifications for most keywords.

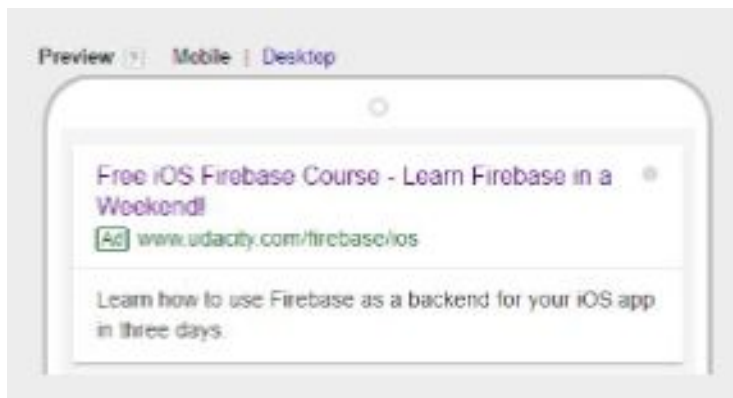
I figured to make course sound more exciting and inviting and would address some general questions about the Firebase for the Ad Copy of the consciousness group. I tried to create a copy for the interested audience that sounded a solution that would help you learn about the network.

2. Marketing Objective & KPI

- In five days to earn 20 conversions on a budget of \$25 a day.
- The number of conversions

Ad Group #1:

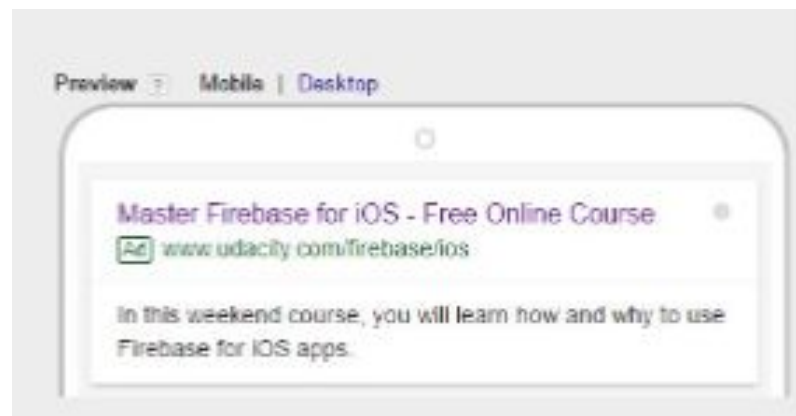
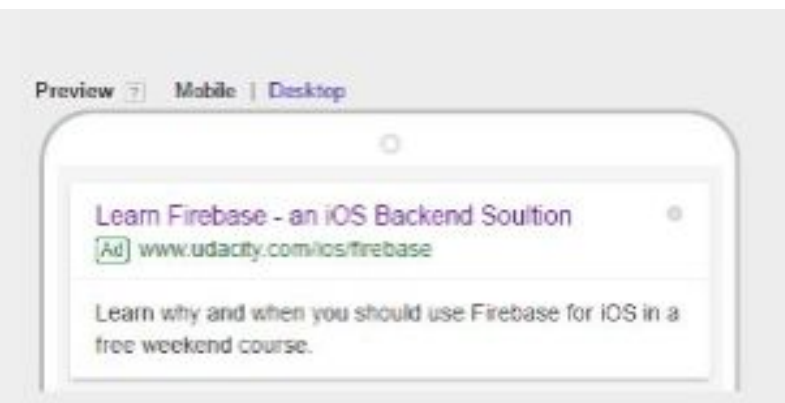
Ads & Keyword Lists



Firestore, firebase analytics, firebase api, firebase authentication, firebase chat, how to make an iphone app, firebase database, firebase docs, firebase ios, firebase login, firebase pricing, ipad app development, mobile application developers, firebase storage, firebase tutorial, ios developer, iphone app development, mobile app developers, mobile developer, what is firebase.

Ad Group #2:

Ads & Keyword List



firebase authentication tutorial, firebase backend, firebase cli, firebase cloud functions 5. firebase example, firebase invites, firebase ios push notification, firebase ios tutorial, firebase messaging, firebase offline, firebase remote config, firebase web, firebase web app, firebase web tutorial, firebase realtime database, how to use firebase, Firebase push notification, udacity ios, free firebase ios course, firebase cloud messaging, firebase authentication tutorial

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
Firebase Awareness	\$3.00	2,295	26	1.13%	\$1,74	3	11.54%	\$15.08	\$45.24
Name	\$3.00	134	1	.75%	\$2.76	0	0	0	\$2.76
Total		2,429	27	1.11%	\$1.78	3	11.11%	\$16.00	\$48.00

Key Campaign Results (Ads)

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

Keyword	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.
<i>Firestore Awareness , Ad 1</i>	4	1.31%	\$1.67	0	0	0
<i>Firestore Awareness , Ad 2</i>	22	2.11%	\$1.75	3	13.64 %	0
<i>Firestore Interest, Ad 1</i>	1	1.16%	\$2.76	0	0	0
<i>Firestore Interest, Ad 2</i>	27	1.11%	\$1.78	3	11.11 %	\$16.00

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.
<i>Firestore</i>	16	1.00%	\$1.45	1	6.25%	\$23.22
<i>Mobile Developer</i>	3	2.03%	\$2.37	1	33.33%	\$7.12
<i>iOS Developer</i>	4	1.55%	\$2.19	1	25.00%	\$8.77

Campaign Evaluation

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

- Using my KPI, I did not reach the 20 conversions target. The \$1.78 CPC was less than \$3.00 and the \$60 convertible was a positive return.
- There has been a lower conversion rate than expected. I expected to reach nearly 20 percent with a CR of 10 percent each for each ad group. However, the task states that a CR of 5% will be expected and the campaign reached 11.11% which will make it successful compared to the numbers in the task.
- My average CPC was \$1.78, well below my \$3.00 max CPC offer.
- The second ad group and keywords FireBase, ios, and mobile developer have led to the highest rates of conversion. · FireBase Awareness, and the second Ad group. I think that probably was because the ad led to the appealing "Free," and these keywords matched my group's approach best.
- Two more general words, such as the "mobile developer" or "ipad development," were the keyword of the strongest competition.
- The best works for me have been the "Firebase," "mobile developer," "ios developer." I believe these keywords mostly aligned with the approach and even though the AP was 3.4, the searcher was probably concerned with the words "free course."

Recommendations for future campaigns

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

- I'd concentrate more on a mobile/app development consciousness group and keywords rather than those more Firebase-focused. To make sure this value is noted, I would put "free" at the beginning of every ad.
- Further, except for the one leading to a conversion I would delete all my ads. I would also remove most of my keywords because they didn't give sufficient search volume for Google to run.
- If I were to set a test for A/B, I'd put two advertisements in the headline, one for "Free course" and one for "Free."
- Using the landing page, I won't make any changes. It's quick, looks nice on your mobile, tells you right away what level of training experience you need.

Example: Ad Groups

+ AD GROUP		Edit	Details	Bid strategy	Automate	Labels									
<input type="checkbox"/>	*	Ad group	Status	Default Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conversions (current model)	Cost / conv.	Conv. rate	All conv.	Viewthrough conv.
<input type="checkbox"/>	+	Firebase Awareness	Campaign ended	\$3.00 (enhanced)	26	2,265	1.13%	\$1.74	\$45.24	1.6	3.00	\$15.00	11.54%	3.00	0
<input type="checkbox"/>	+	Firebase Interest	Campaign ended	\$3.00 (enhanced)	1	134	0.75%	\$2.76	\$2.76	1.3	0.00	\$0.00	0.00%	0.00	0
Total - all ad groups					27	2,429	1.11%	\$1.78	\$48.00	1.6	3.00	\$16.00	11.11%	3.00	0
Show rows: 50 1 - 2 of 2															

Example: Ads

<input type="checkbox"/>	●	Ad	Ad group	Status [?]	Labels [?]	% Served [?]	Campaign type [?]	Campaign subtype	Clicks [?]	Imps. [?]	CTR [?]	Avg. CPC [?]	Cost [?]	Avg. Pos. [?]	Conversions [?]	Cost / conv. [?]	Conv. rate [?]
<input type="checkbox"/>	●	Learn Firebase in a Weekend Free iOS course by Udacity. www.udacity.com/firebase/ios Learn how to use Firebase as a backend for your iOS application.	Firebase Awareness	Campaign ended	—	12.60%	Search Network only	All features	4	306	1.31%	\$1.67	\$6.68	1.6	0.00	\$0.00	0.00%
<input type="checkbox"/>	●	Free iOS Firebase Course Learn Firebase in a Weekend www.udacity.com/ios/firebase Learn how to use Firebase as a backend for your iOS app in three days.	Firebase Awareness	Campaign ended	—	61.89%	Search Network only	All features	22	1,989	1.11%	\$1.75	\$38.56	1.6	3.00	\$12.85	13.04%
<input type="checkbox"/>	●	Learn Firebase an iOS Backend Solution www.udacity.com/firebase/ios Learn why and when you should use Firebase for iOS in a free weekend course.	Firebase Interest	Campaign ended	—	3.54%	Search Network only	All features	1	86	1.16%	\$2.76	\$2.76	1.3	0.00	\$0.00	0.00%
<input type="checkbox"/>	●	Master Firebase for iOS Free Online Course www.udacity.com/firebase/ios In this weekend course, you will learn how and why to use Firebase for iOS apps.	Firebase Interest	Campaign ended	—	1.96%	Search Network only	All features	0	48	0.00%	\$0.00	\$0.00	1.3	0.00	\$0.00	0.00%
Total - all but removed ads [?]									27	2,429	1.11%	\$1.78	\$48.00	1.6	3.00	\$16.00	11.11%
Total - all campaign									27	2,429	1.11%	\$1.78	\$48.00	1.6	3.00	\$16.00	11.11%

Example: Keywords

<input type="checkbox"/>	●	Keyword	Ad group	Status [?]	Max. CPC [?]	Clicks [?] ⁺ ⁻	Imps. [?]	CTR [?]	Avg. CPC [?]	Cost [?]	Avg. Pos. [?]	Conversions [?]	Cost / conv. [?]	Conv. rate [?]	All convs. [?]	View-through convs. [?]	Labels [?]
		Total - all campaign [?]				27	2,429	1.11%	\$1.78	\$46.00	1.8	3.00	\$16.00	11.11%	3.00	0	
<input type="checkbox"/>	●	firebase	Firebase Awareness	Campaign ended	\$3.00 (enhanced) [?]	16	1,590	1.00%	\$1.45	\$23.22	1.4	1.00	\$23.22	6.25%	1.00	0	—
<input type="checkbox"/>	●	ios + developer	Firebase Awareness	Campaign ended	\$3.00 (enhanced) [?]	4	258	1.55%	\$2.19	\$8.77	1.6	1.00	\$8.77	25.60%	1.00	0	—
<input type="checkbox"/>	●	mobile + developer	Firebase Awareness	Campaign ended	\$3.00 (enhanced) [?]	3	148	2.03%	\$2.37	\$7.12	3.4	1.00	\$7.12	33.33%	1.00	0	—