

# Project 8

## Portfolio

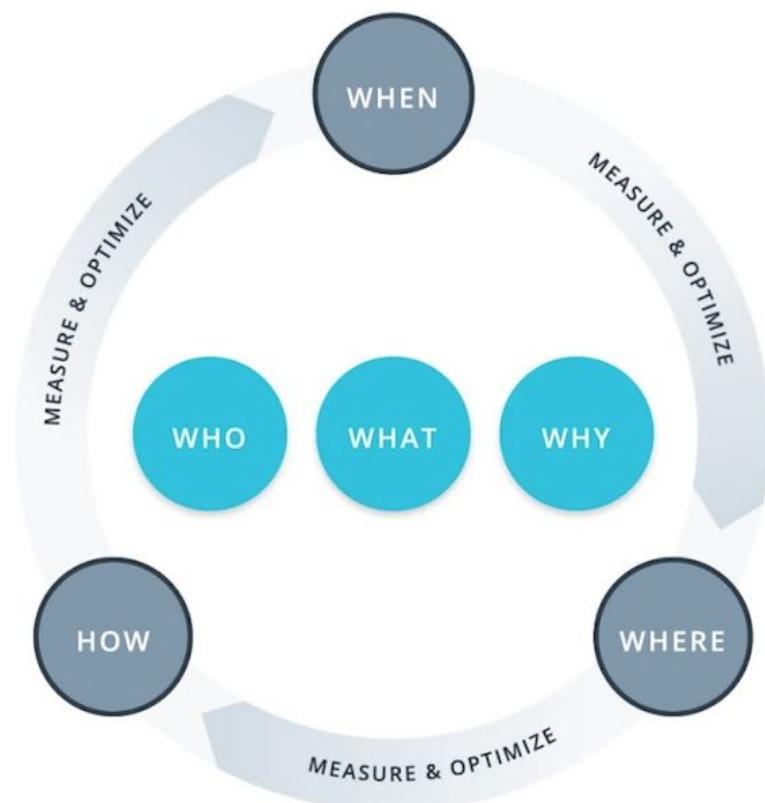


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# **1. Customer Journey**

## **Based Marketing**

### **Plan**



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## **What: Your Offer**

# Digital Marketing Nanodegree Program

Create a Customer Journey Based Marketing Plan with the goal of signing up new customers to the DMND Program in one quarter.

**Budget:** \$50,000

**Profit:** For the purpose of this assignment, the cost of the Nanodegree is \$999, 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.

# Marketing Objective:

## Your Company's Product/Service

For users with non professional knowledge in digital marketing who want to learn the skills of digital marketing, our product of DMND is a online marketing learning program that for users to gain knowledge of digital marketing and obtain industry experience. Unlike Coursera or Simplilearn, we have lots of industry experts which allows students to learn more about applications of digital marketing and run real-time marketing campaigns.

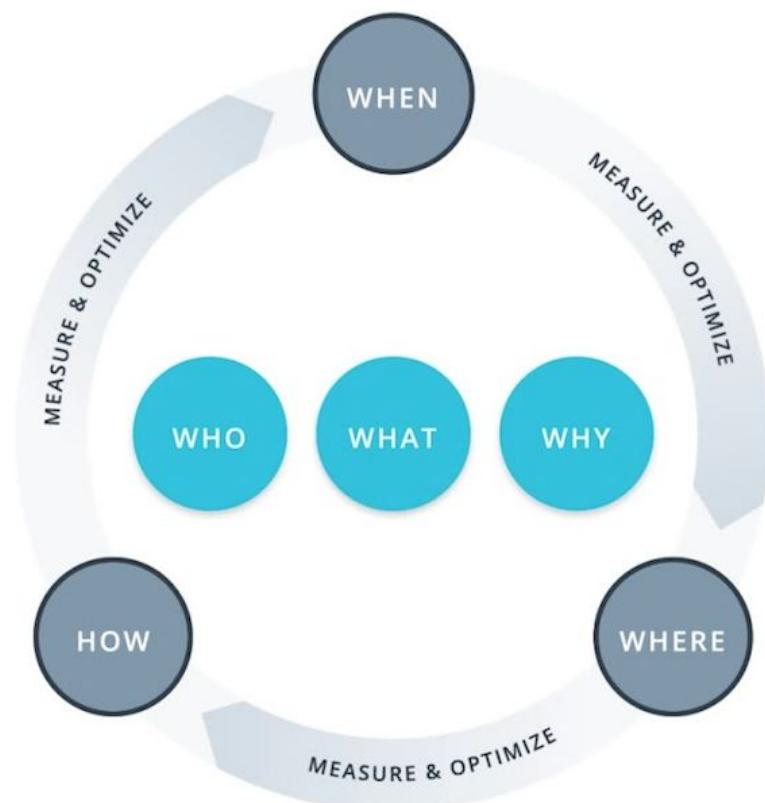
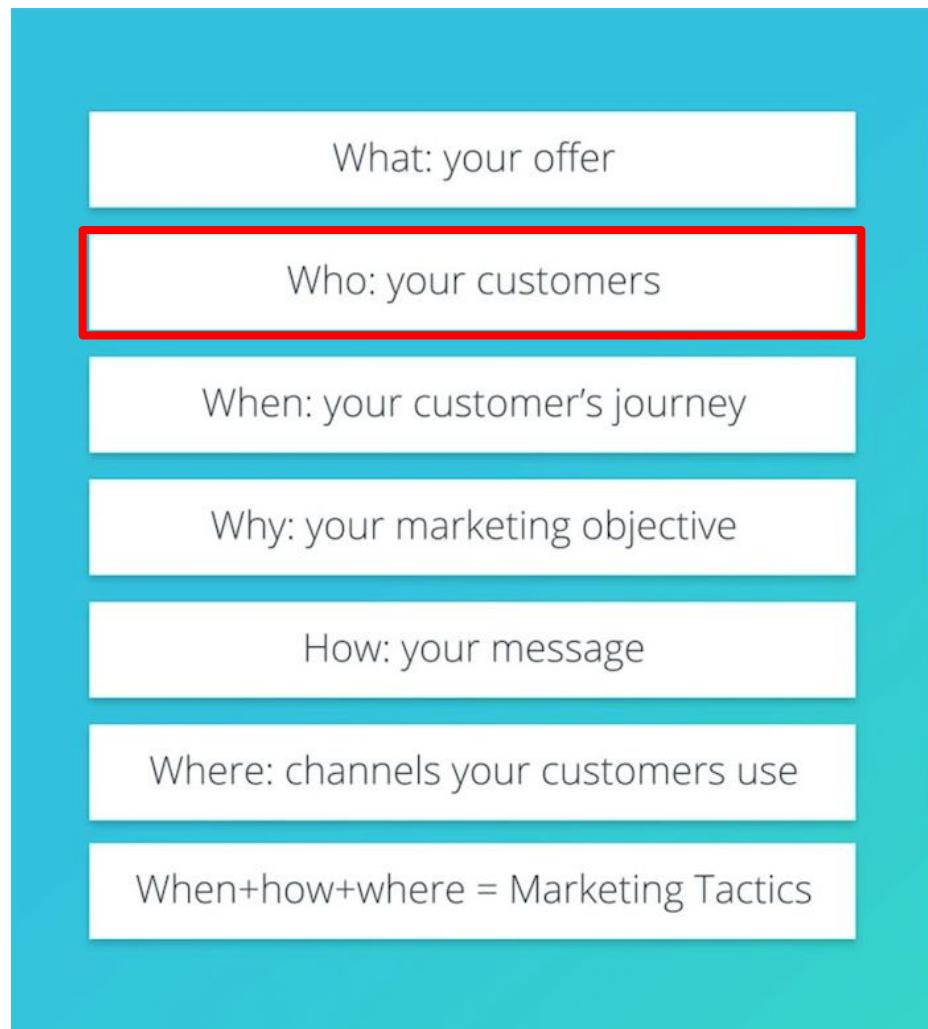
Our marketing objective is to get 200 new students enroll in the program in one quarter.

KPI: Number of students enrolled in DMND program in one quarter.

# Value Proposition

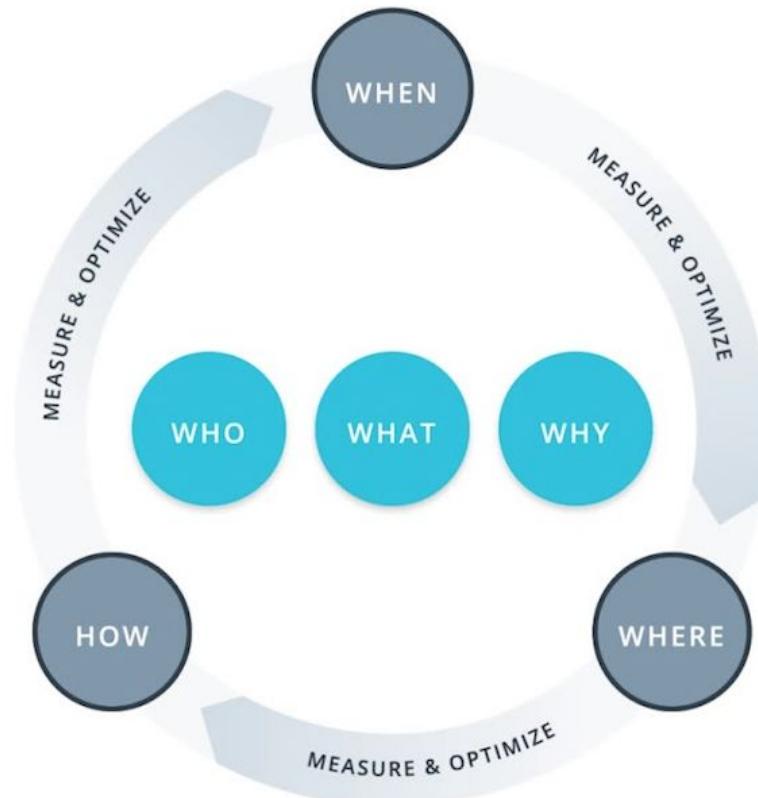
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# **Who Are Our Customers?**



# Target Persona

Background and Demographics	Target Persona Name	Needs
Entry level analyst, No marketing education background, Age 30 Female, Lives in a US city	Chou 	Industry-level and accessible digital marketing knowledge, career promotion, Have to run digital marketing campaigns. Limited Budget.
Hobbies	Goals	Barriers
TV show, Computer games, business, marketing, running	Career promotion, certification on digital marketing, run own marketing campaigns.	Time commitment, Money, do not know where do start



# Phases of the Customer Journey



Awareness



Interest



Desire



Action



Post action

# When+How+Where = Marketing Tactics

Customer Journey	Awareness	Intent	Desire	Action	Post Action
Message	<ul style="list-style-type: none"> <li>- The product is DMND at Udacity.</li> <li>- The program can help you gain skills in digital marketing industry.</li> </ul>	<ul style="list-style-type: none"> <li>- The program help you learn digital marketing knowledge</li> <li>- The program is suitable for starting career as digital marketer.</li> <li>- The program allows you to run real-time marketing campaigns.</li> </ul>	<ul style="list-style-type: none"> <li>- Listed benefits</li> <li>- You can learn from the top experts in digital marketing.</li> <li>- Certification is offered to prove your ability in marketing.</li> <li>- Economic, discounts are available if registered for 3 months. Promotions available.</li> <li>- Flexible time</li> </ul>	<ul style="list-style-type: none"> <li>- 'Promotions ending soon.'</li> <li>- Listed comments and reviews from others to strengthen users' faith.</li> <li>- How this program help others achieve career development.</li> <li>- Services provided, such as mentor help and classroom meeting,</li> </ul>	<ul style="list-style-type: none"> <li>- A questionnaire to help students complete this program.</li> <li>- Inform students all the community support.</li> <li>- General guidelines.</li> </ul>
Chann	<ul style="list-style-type: none"> <li>- Marketing blogs</li> <li>- Informative landing page</li> </ul>	<ul style="list-style-type: none"> <li>- Marketing blogs</li> <li>- Informative landing page</li> </ul>	<ul style="list-style-type: none"> <li>- Email Marketing</li> <li>- Informative landing page</li> <li>- Social media</li> </ul>	<ul style="list-style-type: none"> <li>- Email Marketing</li> <li>- Informative</li> </ul>	<ul style="list-style-type: none"> <li>- Email Marketing</li> </ul>



## 2. Budget Allocation

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# **DMND**

## **Budget Allocation**

# Awareness: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	100	\$1.25	80	0.05%	0.04
AdWords Search	100	\$1.40	71	0.05%	0.04
Display	100	\$5.00	20	0.05%	0.01
Video	100	\$3.50	29	0.05%	0.01
<b>Total Spend</b>	<b>400</b>	<b>Total # Visitors</b>	<b>200</b>	<b>Number of new Students</b>	<b>0</b>

# Interest: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	400	\$0.50	800	0.1%	0.80
AdWords Search	400	\$1.50	267	0.1%	0.27
Display	400	\$3.00	133	0.1%	0.13
Video	400	\$2.75	145	0.1%	0.15
<b>Total Spend</b>	<b>1,600</b>	<b>Total # Visitors</b>	<b>1345</b>	<b>Number of new Students</b>	<b>1</b>

# Desire: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	12000	\$0.30	40,000	0.3%	120.00
AdWords Search	12000	\$1.50	8,000	0.3%	24.00
Display	12000	\$3.00	4,000	0.3%	12.00
Video	12000	\$2.75	4,364	0.3%	13.09
<b>Total Spend</b>	<b>48,000</b>	<b>Total # Visitors</b>	<b>56364</b>	<b>Number of new Students</b>	<b>169</b>

# ROI: Budget Allocation for Media

Phase	Total Spend	Total Number of Site Visits	Total Number of Sales	Profit Per Sale	Total Profit	ROI
Awareness	400	200	0	\$299	\$0	-\$400
Interest	600	1345	1	\$299	\$299	-\$301
Desire	48,000	56364	169	\$299	\$50,531	\$2,531
<b>Total</b>	<b>50,000</b>	<b>57909</b>	<b>170</b>	<b>299</b>	<b>\$50,830</b>	<b>\$1,830</b>

# Additional Channels or Recommendations:

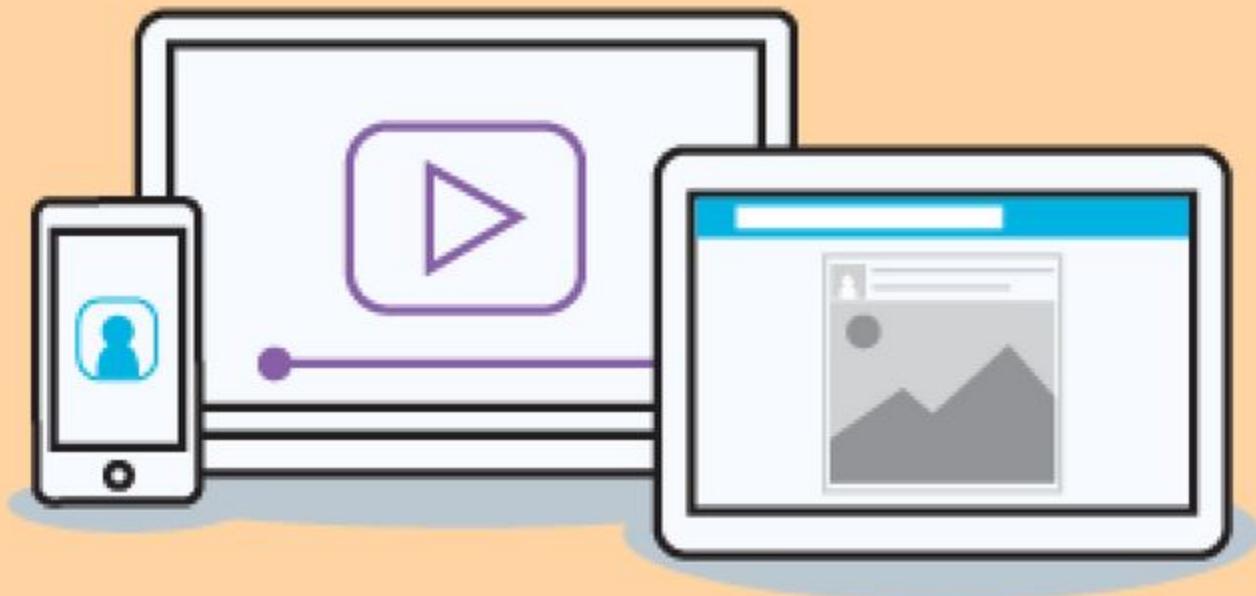
To achieve positive ROI, I chose to allocate most of my budget (48000 out of 50000) at Desire phase. Otherwise, the ROI would not be positive since the conversion in Awareness and Interest stages were low. I would suggest to change our display ad content, focus on specific group audience as target, conduct A/B test for different features to optimize our marketing strategy at Awareness and Interest stages, improve the conversion rate and increase overall ROI.



### 3. Showcase Work

# Project 2

## Market your Content





## Step 1

# Getting Started

# Marketing Objective

DMND

**Get 30 blog subscribers in 2 weeks.**

# KPI

*What is your primary KPI to measure marketing success?*

***The KPI for the blog's marketing objective would be the number of blog subscribers in next 2 weeks.***



## Step 2

Write a Blog Post

# What is the theme and framework of your blog post?

Provide a brief summary of your blog post including the following:

## 1. Select a theme for your blog post:

- *Why have you decided to take the Digital Marketing Nanodegree Program?*

## 2. What is the framework of your blog post?

- *SCQA also called the Pyramid Principle*

**Summary:** In the blog post, I would explain the motivations (help company and gain promotions), the difficulties I have (Time, money and content), and how the design of this DMND program help overcome barriers and solve my problems.

# **Write a blog post, with the theme you've chosen from the options above, in the space provided below.**

## **4 Reasons you should take the Digital Marketing Nanodegree Program!**

I am a marketing research analyst with two years of experience at Company XYZ. Digitalization is one of the most trending things in 2020 due to the pandemic. Our company encountered Digital Marketing issues. I want to advance my knowledge in this field to help my company thrive, show my ability and gain promotional opportunities.

I found this problematic because I was not sure where to start. Should I go to a marketing website to learn, or should I subscribe to more marketing newspapers to read? The choices on the internet are very overwhelming. Besides, I am a full-time analyst; there is limited time that I can spend studying every day. And I have a small budget for this.

To solve the issue, I must find a way to help me obtain industry knowledge in Digital Marketing and is economical and time-flexible.

That's why Udacity Digital Marketing Nanodegree is so attractive to me:

1. The content is very well-structured with practical knowledge in the technical industry, great instructors who have been doing Digital Marketing for several years. And the community of the program would help me receive feedback on time.
2. The time is very flexible. I can choose to study whenever I am convenient. And I can access the classroom wherever.
3. The price is reasonable. Udacity charged me monthly, which significantly reduced money pressure. And I can cancel the subscription anytime.
4. I got certification when I completed all required projects. The certification can exhibit my ability at Digital Marketing and help me with my reputation.

# Blog Post

*4 Reasons you should take the Digital Marketing Nanodegree Program!*

[Link to the Post](#)



Source:

<https://blog.udacity.com/2020/01/the-essential-guide-to-digital-marketing.html>



## Step 3

Craft Social Media  
Posts

# Summary

Choose three social media platforms you will use to promote your blog. Write a short explanation about why you chose those platforms.

In the following slides, put the copy and image you will use for each social media channel. Use this blog post from Hootsuite to help you understand image copyright.

This will guide you in choosing the right graphic for your posts:

<https://blog.hootsuite.com/understanding-image-copyright/>

# Platform 1 and Post

## Facebook

Reasons: Largest social network, can choose your target audience, multiple functions, multiple connections between different websites, large visibility and database.

## Post:

Why I took Udacity Digital Marketing Nanodegree to advance my career?

[Click to Know!](#)



# Platform 2 and Post

## Instagram

Reasons: Connecting lots of influencers, can create my own hashtags, large target audience database.

## Post:

This is my story with Udacity Digital Marketing Nanodegree program. Click to know [My story with DMND](#) and share yours! #DigitalMarketing #DMND #Udacity



# Platform 3 and Post

Twitter

Reasons: Great platform to share stories, can connect to the trending topics, re-post function can help address audiences' concerns.

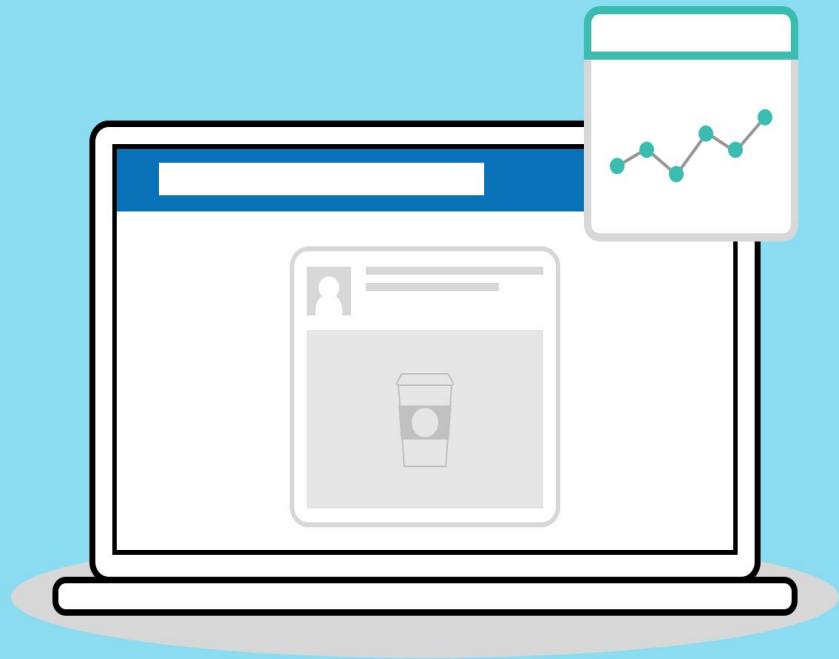
Post:

This is My story with Udacity Digital Marketing Nanodegree Program. Please share your stories with us! #DigitalMarketing #Udacity #Nanodegree



# Project 3:

## Evaluate a Facebook Campaign





# Marketing Challenge #1:

## Digital Marketing Nanodegree Program

Udacity is working to attract students for this Digital Marketing Nanodegree Program. More specifically, to collect email addresses of potential students who might be interested in taking this course. In order to do this, we have created a landing page, where prospective students can download a free eBook if they provide us with their email address. The eBook – a Social Media Advertising Guide – is a short excerpt from the Digital Marketing Nanodegree Program, with content from the Social Media Advertising course.

For the purpose of the projects, assume costs of \$0 for the eBook and a conversion value (revenue) of \$25 per collected email address.

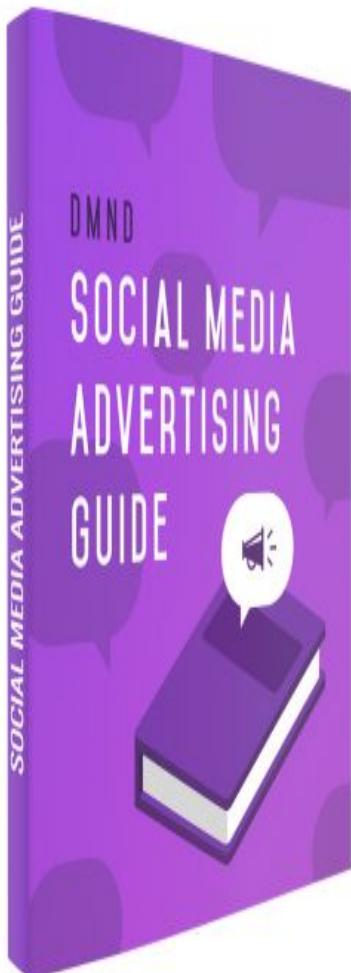


# Landing Page



## Free Social Media Advertising Guide

An excerpt from the Udacity Digital Marketing Nanodegree Program



Get your free copy of the eBook today!

- ✓ A comprehensive overview of the leading social media advertising platforms Facebook, Instagram, Twitter, Pinterest, LinkedIn, and Snapchat
- ✓ Learn how to target specific audiences, budget and schedule your campaigns, and measure the success of your ads
- ✓ Everything you need to get started!

First Name

Email

SUBMIT >

By submitting your email, you agree to receive emails from Udacity, Inc and can unsubscribe at any time.  
Please find our Privacy Policy [here](#).

# Marketing Objective & KPIs

**Marketing Objective:** To collect the email addresses of 50 potential students for the Digital Marketing Nanodegree Program, with a campaign running for one week and having a lifetime budget of \$1000

**KPI:** Number of eBook downloads

# Ad Set

The following three ads are the Ad Set we have designed to target that persona on the previous slide.

# Ad One



Download your free eBook now and learn how to advertise on Facebook, Instagram, Twitter and other Social Media sites!



**Free eBook: Social Media Advertising**

[digitalmarketing.udacity.com](http://digitalmarketing.udacity.com)

[Download](#)

# Ad Two



Download your free eBook now and learn how to advertise on Facebook, Instagram, Twitter and other Social Media sites!



**Free eBook: Social Media Advertising**

[digitalmarketing.udacity.com](http://digitalmarketing.udacity.com)

[Download](#)

# Ad Three



Download your free eBook now and learn how to advertise on Facebook, Instagram, Twitter and other Social Media sites!



**Free eBook: Social Media Advertising**

[digitalmarketing.udacity.com](http://digitalmarketing.udacity.com)

[Download](#)



# Campaign Evaluation

1. Evaluate the success of the campaign, given its marketing objective. Feel free to use bullet points, and add as many slides as you need.
  - a. Briefly describe the targeting of the ad set (demographics, location, interest, behavior etc.)
  - b. Provide the correct formulas for the following KPIs:
    - i. CPM (Cost per 1,000 Impressions)
    - ii. Link Click-Through Rate
    - iii. CPLC (cost per link click)
    - iv. Click To Lead Rate
    - v. Cost per Results
  - c. Based on the “Key Results” table, identify which ad performed best, and explain why you think this was the case.
  - d. How would you optimize the campaign, and explain why do you think so?
  - e. Write up a high-level overview of how well or not well the campaign performed, based on the marketing objective.

# Campaign Evaluation

**The targeting of the ad set (demographics, location, interest, behavior etc.):**

- Demographics: Age 25-40, Employed, Education level: University/College.
- Location: Mid-size US cities, Large-size US cities, Large-size international cities
- Interest: Internet
- Behavior: Searching marketing content, interested in online study, looking for promotion at work.

# Campaign Evaluation

## Formulas for the following KPIs:

i. CPM (Cost per 1,000 Impressions)

=Amount Spent/Impressions \* 1000

ii. Link Click-Through Rate

=Link clicks/Impressions \* 100%

iii. CPLC (cost per link click)

=Amount spent/link clicks

iv. Click To Lead Rate \* 100%

=Results (Leads)/ link clicks

v. Cost per Results

=Amount Spent/Results (Leads)

# Campaign Evaluation

**Based on the “Key Results” table, identify which ad performed best, and explain why you think this was the case.**

**I think Ad two (Media guided book) has the best performance among three ads. Because it has the highest Click to Lead rate, and lowest Cost per Results. And for other KPIs such as CPLC, CPM, Link click through rate Ad three performed slightly better than Ad two, but very closed.**

# Campaign Evaluation

How would you optimize the campaign, and explain why do you think so?

I would replace the photo in Ad One with another photo. Obviously, the Ad One has worst performance in terms of most of KPIs. The photo in Ad One is not straightforward and confusing.

Ad Three has lowest CPM and CPLC, but lowest Lead-to-results. The reason can be that the photo was attractive for many users, but it did not directly related to our marketing content (Digital Marketing). Thus I would change the photo with signs of Digital Marketing, and conducted A/B test of this image to see the performance.

# Campaign Evaluation

## Overview:

Our marketing objective is to collect 50 email address in one week with budget of \$1,000.

The Campaign collected 66(13+43+10) email address, which is larger than 50. And the all the cost per results are below \$25, for example, \$13 for Ad Two, and \$17 for Ad Three.

Since the revenue for each email address is \$25, thus we have a positive ROI here, and total amount spent is within our budget. Therefore overall, I think the marketing campaign help to achieve our marketing objectives.

# Campaign Recommendations

- 1. I would focus on Ad Three, because it has the lowest CPM and the lowest CPLC. I want to find out why the Click-to-Lead rate is not good.**
- 2. I would change the text content on Ad Three and conduct A/B test for this. For example, I would enter something highlights Digital Marketing. "Want to know more about Digital Marketing?"**
- 3. I would consider change the bid strategy from Cost-per-impression to Cost-per-click, and conduct A/B test to see our ROI performance.**

# Campaign Recommendations

## Landing page:

I would delete the first name input option. Because this extra information may be a bad friction, and first name is easy to collect later once we have the email address.

# Project 4

## Conduct an SEO Audit





# Marketing Objective & KPI

- **Marketing Objective** - Increase DMND website organic search traffic by 20% in March 2021.
- **KPI** - Organic search traffic to DMND website in March 2021.



# Keywords

	Head Keywords	Tail Keywords
1	Digital marketing courses	Online Digital Marketing Learning
2	Marketing courses	Online Marketing Learning
3	Udacity	Udacity Digital Marketing
4	Marketing certification	Digital Marketing career path
5	Nanodegree	Digital Marketing certification

# Keyword with the Greatest Potential

## **Which Head Keyword has the greatest potential?**

I would say 'Nanodegree' has the greatest potential. It has highest priority score of 70, highest organic CTR of 89%, and large monthly volume of 2,618.

## **Which Tail Keyword has the greatest potential?**

I would say 'Digital Marketing Career Path' has the greatest potential. It has highest priority score 61, and highest organic CTR 92%, and low difficulty of 24.

# Technical Audit: Metadata

Perform a technical audit on the metadata. Create a table, like below, to enter the current metadata for the page you choose and your proposed revisions.

**URL:**<https://dmnd.udacity.com/>

Current	
Title Tag	Udacity Digital Marketing Nanodegree Program Website
Meta-Description	None
Alt-Tag	None
Revision	
Title Tag	Udacity Digital Marketing Nanodegree Program
Meta-Description	Learn from top industry experts to run advertise campaign on Facebook, Instagram, Twitter and Snapchat. Advance your digital marketing career from now!
Alt-Tag	People discuss study content

# Technical Audit: Metadata

Perform a technical audit on the metadata. Create a table, like below, to enter the current metadata for the page you choose and your proposed revisions.

**URL:**<https://dmnd.udacity.com/>

Alt-Tag	Udacity School of Business logo
Alt-Tag	Program Partnerships logo
Alt-Tag	Course interface example
Alt-Tag	Program instructor
Alt-Tag	Digital Marketing spend
Alt-Tag	Laptop interface photo

# Suggested Blog Topics

## **Topic 1 - What is Nanodegree? Why you should pursue Nanodegree to learn Digital Marketing?**

From the keywords results, I noticed that 'Nanodegree' has great potential, high priority and high organic CTR. Therefore I would choose to write blog about introduction to Nanodegree, and list some reviews of Nanodegree, explaining why Nanodegree is a good choice for learning Digital Marketing.

## **Topic 2 - Udacity. Why Udacity is the best platform to learn Digital Marketing**

The keyword results showed 'Udacity' has good potential with high priority and large volume. But low organic CTR. I would write a blog to introduce Udacity, increase its awareness among users. Then I would introduce the Digital Marketing program syllabus, related resources and other reviews for Udacity.

# Suggested Blog Topics

## **Topic 3 - Digital Marketing Career Path/ 5 ways for you to advance your career on Digital Marketing!**

I would something about Digital Marketing Career Path, because it has very high organic CTR (92%), which means we face less competition here than others. Thus I would introduce the career path of digital marketing to increase users' interests in DMND program. In the blog, I will list DMND program as one of the best way to advance Digital Marketing career.



# Technical Audit: Backlink Audit

Using the [Moz OpenSite Explorer](#) tool, perform a backlink audit on the webpage you have chosen.

Note: If you are doing the DMND challenge, dmnd.udacity.com is a new site, **perform this exercise on Udacity.com.**

List **three** of the top backlink URLs you discovered for the website. These backlinks should add value to the website and not be spam.

	Backlink	Domain Authority (DA)
1	azure.microsoft.com/en-us/blog/announcing-advanced-azure-machine-learning-nanodegree-program-with-udacity	99
2	docs.microsoft.com/en-us/contribute/additional-resources	99
3	educationblog.microsoft.com/en-us/2016/11/7-ways-to-figure-out-this-coding-thing/	99

# Link-Building

Using the **SEMRush** tool and research, strategize a link-building campaign.

Identify **three** websites that you think would be relevant, high traffic sites that you would like to gain backlinks from to help drive traffic to dmnd.udacity.com.

Site Name	Toward Data Science
Site URL	<a href="https://towardsdatascience.com/">https://towardsdatascience.com/</a>
Organic Search Traffic	3.3M
Site Name	Google Blog
Site URL	<a href="https://googleblog.com/">https://googleblog.com/</a>
Organic Search Traffic	3M
Site Name	Linkedin
Site URL	<a href="http://www.linkedin.com">www.linkedin.com</a>
Organic Search Traffic	(Sorry I cannot see this number, because SEMrush ask for my credit card info)

# Reasons

I chose Toward Data Science, Google Blog, Linkedin as three main websites, because after analysis of Udacity.com's performance other its' competitors' performance (backlinks). I think these three would be the websites that can help drive traffic to dmnd.udacity.com.



# Site Performance Audit: Performance Tests

For each of the submissions, please take a screenshot of your results and post your screenshot on your submission presentation.

1. Using the [Pingler](#) tool, research how many of DMND's website or your company's pages are indexed by Google.
2. Using the [Google Page Speed](#) Insights tool, perform a speed test of dmnd.udacity.com's or your company's mobile presence.
3. Using the [Think with Google](#) tool, assess the mobile-friendliness of the dmnd.udacity.com or your company's website.

# Page Index

It is important because In order for a page to be listed in Google search results, it must first be indexed. We can see from the results Udacity has 0 pages indexed in Google at this moment. This is something our campaign should improve.

**Enter a Domain**

**CONTINUE**

**Result**

*<https://www.udacity.com> has 0 pages indexed in Google at this moment.*

# Page Speed

Explain why evaluating the Page Speed is important.

The page speed score of DMND is very low at 18/100. The result means users experience slowness in the website which may result in lower conversion. Also the low speed can result lower google page rank.



<https://dmnd.udacity.com/>



0–49



50–89



90–100



# Page Speed

It also listed some opportunities for our SEO strategy:

**Opportunities** — These suggestions can help your page load faster. They don't directly affect the Performance score.

Opportunity	Estimated Savings
▲ Serve images in next-gen formats	7.6 s ▾
▲ Eliminate render-blocking resources	2.56 s ▾
▲ Remove unused JavaScript	1.8 s ▾
▲ Properly size images	1.53 s ▾
■ Enable text compression	0.45 s ▾
■ Efficiently encode images	0.27 s ▾
■ Minify JavaScript	0.15 s ▾

# Mobile-Friendly Evaluation

Explain why having a mobile-optimized is important.

More and more people use mobile devices to access contents, thus website's mobile-friendliness is very important for user experience. DMND's performance of mobile-friendliness is very poor, we should taken some measures to speed our website, such as properly sizing images. (Recommendations are in the next slide.)

Test My Site



Get

Your speed results for dmnd.udacity.com

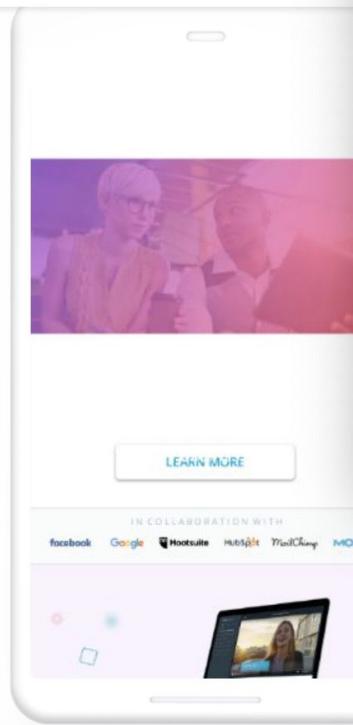
**Your mobile page speed is 3.9 seconds on a 4G connection.**

RATING

Poor

Poor sites start to load in over 2.5 seconds.

[Learn more](#)



Learn how to optimize your mobile site

# Mobile-Friendly Evaluation

## Recommendations to speed up your site

Share these recommendations with your developers—they'll know what to do. For a complete list, download your full report.

[See all fixes](#)

### HIGH IMPACT FIX

## Load your site instantly

[Build](#) an experience that loads your site in less than one second—with or without a network connection.



### HIGH IMPACT FIX

## Properly size images

Your page shouldn't serve images that are larger than the version rendered on the user's screen. Resize images to match display dimensions to speed up and improve page load time.

### HIGH IMPACT FIX

## Avoid enormous network payloads

Reduce the total size of network requests to speed up page load time.



# Recommendations

Now take a moment to evaluate your findings and provide at least three recommendations you would make to DMND to improve their website from an SEO perspective. (250 - 500 word max)

1. Revise the Metadata, currently the meta-description and all alt-tag are none, we should revise these because there can help search engine understand what our page is all about.
2. Add more diverse keywords and blog posts to increase the SEO performance.
3. Build more links to introduce the content and get more traffic.
4. Improve the page speed and mobile-friendliness. Currently DMND has very poor page speed and mobile-friendliness, which could result lower page rank and lower user conversions.

# 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)

Expand the table below to identify and fill in any campaign-level KPIs/metrics you feel will be relevant to your evaluation of the campaign's performance

Campaign	Cost	Clicks	Impressions	Conversions	Cost per Click	Conversion Rate	Cost per Conversion
Udacity_DM_ND	\$1,314.00	2391	111256	221	\$0.55	9.24%	\$5.95

Campaign data is also available in [this spreadsheet](#)

To add columns to your table, right-click where you want to add the column and select either "insert column left" or "insert column right"

# Key Results (Ad Groups)

Expand the table below to identify and fill in any ad group-level KPIs/metrics you feel will be relevant to your evaluation of the campaign's performance

Ad Group	Cost	Clicks	Impressions	Conversions	Cost per Click	Conversion Rate	Cost per Conversion
Ad Group 1: <i>Interest Digital Marketing</i>	\$819.05	1553	72497	132	\$0.53	8.50%	\$6.20
Ad Group 2: <i>Awareness Digital</i>	\$494.95	838	38759	89	\$0.59	10.62%	\$5.56

# Key Results (Ads)

Expand the table below to identify and fill in any ad-level KPIs/metrics you feel will be relevant to your evaluation of the campaign's performance

Ad	Cost	Clicks	Impressions	Conversions	Cost per Click	Conversion Rate	Cost per Conversion
Ad Group 1, Ad 1	\$458.	25	991 40163	97	\$0.46	9.79%	\$4.72
Ad Group 1, Ad 2	\$360.	80	562 32334	36	\$0.64	6.41%	\$10.02
Ad Group 2, Ad 1	\$335.	60	619 28827	72	\$0.54	11.63%	\$4.66
Ad Group 2, Ad 2	\$159.	35	219 9932	16	\$0.73	7.31%	\$9.96

# Key Results (Keywords)

Use the table below to present the three keywords you consider most successful based on the marketing objective, and include any metrics you used to determine which keywords performed best

Keyword	Cost	Clicks	Impressions	Conversions	Cost per Click	Conversion Rate	Cost per Conversion
+social media marketing	\$110.10	78	1872	17	\$1.41	21.79 %	\$6.48
+online marketing + course	\$317.10	534	26639	65	\$0.59	12.17 %	\$4.88
Interest digital							

# Key Results (Keywords)

I think there three keywords are the most successful, because it 1) the conversion rates are all larger than 10%, 2) the total conversions are relatively larger than other keywords.3) Large impressions. So based on our marketing objectives, I think these three keywords have the best performance.

# Campaign Evaluation

**Evaluate how successful the campaign was, based on the marketing objective**

- The campaign's return on investment (ROI), including identification of whether the campaign was ROI-positive or ROI-negative
  - $\text{ROI} = (\text{total conversion value} - \text{total cost}) / \text{total cost}$

$$= (221 * 5 - 1314) / 1314 = -15.9\% \quad \textbf{ROI-negative}$$

- Identify and calculate at least three relevant KPIs at the campaign, ad group, ad, and keyword level

I calculated Cost per Click, Conversion Rate and Cost per Conversion as KPIs for campaign, ad group, ad and keyword level. (See previous tables for details)

# Campaign Evaluation

**Evaluate how successful the campaign was, based on the marketing objective**

- Based on your KPI calculations, identify which three keywords performed the best, and explain your reasoning for the ones you selected

I think there three keywords are the most successful, because it 1) the conversion rates are all larger than 10%, 2) the total conversions are relatively larger than other keywords. 3) Large impressions. So based on our marketing objectives, I think these three keywords have the best performance.

- Based on your KPI calculations, make an inference about which keywords are subject to higher competition in Google Ads. Explain your reasoning and which KPIs you used to make your hypothesis.

Based on the Cost per Click result, the Head keywords usually have higher competition since they have higher cost per click. Long-tail keywords usually have lower competition with lower cost per click.

# Campaign Evaluation

**Evaluate how successful the campaign was, based on the marketing objective**

- An overview statement of how well or not well the campaign performed relative to its marketing objective, supported with evidence

Considering our marketing objectives of 200 conversions and at least 10% conversion rate, the campaign did not succeed on these marketing objectives. Because although we have 221 conversions in total, but total conversion rate is 9.24%, and total ROI is negative.

# Recommendations for future campaigns

**Imagine you are tasked with running an improved version of this campaign, with the same marketing objective. What recommendations would you make to improve the campaign, based on your evaluation of its past performance?**

- Based on Ad level performance, I would suggest change Headline, Description of ads so they are more compelling and attractive to users. For example, I would stop use poor performance ad such as 'Digital Marketing Basics'. Also I would conduct A/B test of Ads group with different headlines or descriptions, to decide which headlines/descriptions have the best performance.
- Based on the keywords performance result, I would focus on replacing some keywords with specific long-tail keyword to improve the conversion rate.
- I would also consider improve landing page. Landing page is very important for users experience. I would suggest landing page be more attractive, and user friendly with less frictions, which I think will improve the conversion.

# 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

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

*Note: Please round to the nearest whole number*

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

*Note: Please round to the nearest cent*

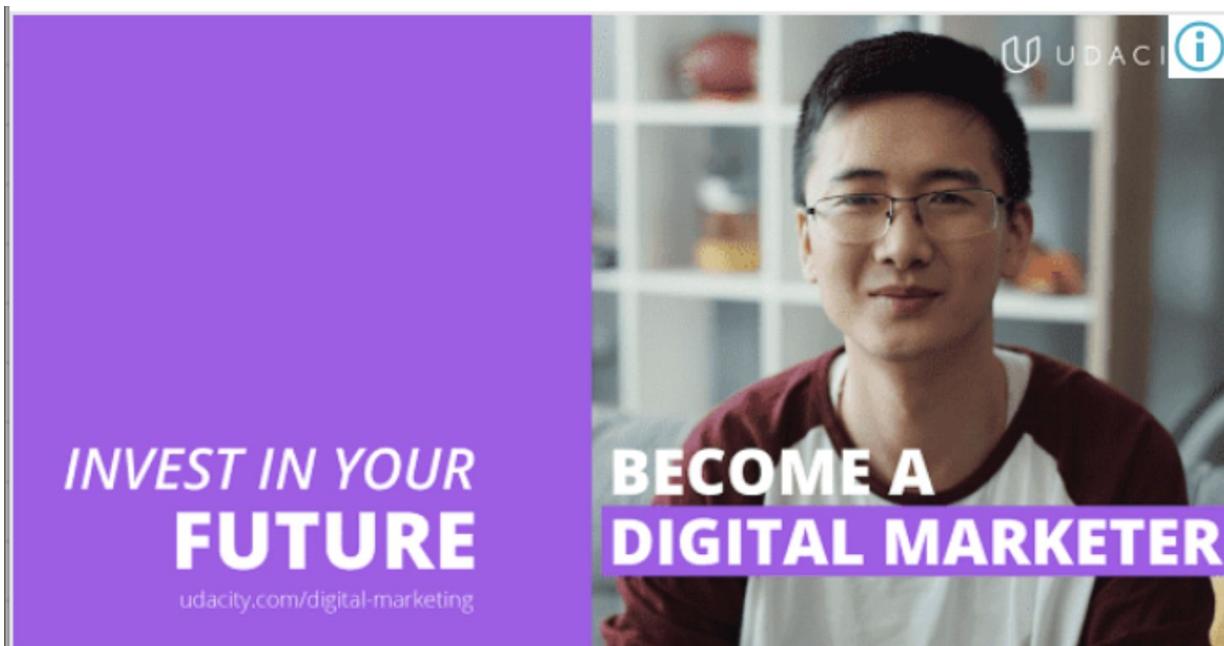
**ROI:** [(299 Profit) - CPA] \* # of Student Sign Ups = ROI



# 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?

Creative	Clicks	Impressions	CTR	Avg CPC
<b>Campaign Results</b>	1243	200,957	0.62%	\$0.36
Cost	Conversion Rate	# New Students	CPA	ROI +/-
448.95	0.2%	2	224.5	+149

# 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: Conduct A/B test for display ad's call to action button. Currently the call to action button with arrow is ambiguous, I would like to change it to 'click to learn more' and conduct A/B test for this feature, compare CTR.**

**Suggestion 2: Conduct A/B test for summary words. Currently, there were too many words in the display ads, may be overwhelming for users. I would like to delete the purple graph part and conduct A/B test for this feature, compare CTR.**

**Suggestion 3: I would like to change the target auditing of Business Professionals to Business students, conduct A/B test to see the overall campaign performance and compare CTR.**



# 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 from Udacity. It features a large orange header with the Udacity logo and a portrait of a smiling woman (Anke A.). The text in the header 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 portrait, there is a testimonial: "Anke A. | Program Lead, Digital Marketing". A black button at the bottom left says "Enroll Today >". The main headline below the testimonial is "Launch Your New Career". A subtext at the bottom left states: "This course is designed for students like you, who have a passion for digital marketing". A large white button with a right-pointing arrow is at the bottom right. The Udacity logo is at the bottom left of the main content area.

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?

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	407	67833	0.6%	\$0.57
Cost	Conversion Rate	# New Students	CPA	ROI +/-
231.99	0.2%	1	231.99	+67.01

# 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 like to change 'Site Targeting' to 'Affinity Audience' to compare their campaign performances.**

**Suggestion 2: I would suggest to delete the call to action button in the right bottom corner, leaving just one button,'Enroll today', and conduct A/B testing for this feature.**

**Suggestion 3: I would suggest do conduct A/B test for which of the sites being targeted. And get result of which sites have better performance in terms of CTR and other relevant metrics.**



# 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 ad is a display image campaign targeting visitors to the Digital Marketing Nanodegree Program landing page. It features a woman with braided hair and the text "INVEST IN YOUR FUTURE" and "BECOME A DIGITAL MARKETER". Below the main image, it says "Launch Your New Career". A blue button with a right-pointing arrow is at the bottom right. The ad is currently "Campaign ended" with a default max CPC of \$3.00 (enhanced) and has 670 clicks, 109,994 impressions, and a CTR of .61%.

Ad group	Status	Default max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type
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	109994	0.61%	\$0.35
Cost	Conversion Rate	# New Students	CPA	ROI +/-
234.5	0.2%	1	234.5	+64.5

# 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: Change the landing page to increase the conversion rate. The conversion rate was low, so I suggest to improve the landing page to increase the conversion rate.**

**Suggestion 2: Conduct A/B test of the words summary in the ad. The CTR was not high for this remarketing, I would suggest too many words could influence the user experience.**

**Suggestion 3: Since the CTR was not high. I would suggest to add more characteristics for this targeting audience. For example, we can add users who have been in Udacity website more than 3 times, and see the CTR result.**



# Which campaign performed the best? Why?

Considering the 3 campaigns below, state which one had the best performance and why.

I think the 1st campaign has the best performance. Because it has the highest ROI and highest CTR.

Although the 3rd campaign has slightly lower CPA than the 1st campaign, overall, the 1st campaign has the best performance.

# Recommendations for future campaigns

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

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

Yes, I would focus on audience with the digital marketing interest. From above 3 campaigns performance, I think targeting on these group will improve performance such as CTR and ROI.

Would you change any of your existing Ads or Targeting or add any new ones?

Yes. I would like to add new one group, with audience with more characteristics, such as searched for 'digital marketing' or 'udacity'.

# Recommendations for future campaigns

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

Yes. I would conduct A/B test for features like colors, words summary and call-to-action button to compare the results.

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

Yes. The overall conversion rate 0.2% is not high. I would add more information on the landing page, to see if we can improve the conversion rate.

# Evaluate a Display Advertising Campaign

Delete this box and copy content from your previous project submission

# Project 7

## Market with Email





# Marketing Objective & KPI

- **Marketing Objective -**

DMND. For email receivers, the marketing objectives are reached open rate of 30%, click rate of 20%, and conversion rate of 10% (conversion of registrations) at April, 2021.

- **KPI**

Email marketing open rate, click rate and conversion rate in April, 2021.

# Email Series

Email 1: Boost your career with Digital Marketing Nanodegree from today.

Email 2: Learn to advertising at social media platform from today.

Email 3: What are the benefits of Nanodegree program?



# Content Plan: Email 1

## Overarching Theme: 3-5 Sentences

<b>General</b>	<p><i>This is intended to help drive the visual and written assets for this campaign.</i></p>
<b>Subject Line 1</b>	<p><i>Boost your marketing career with DMND!</i></p>
<b>Subject Line 2 (for A/B testing)</b>	<p><i>Learn marketing skills and improve your career performance from today!</i></p>
<b>Preview Text</b>	<p><b>DMND can help you become the best digital marketer.</b></p>
<b>Body</b>	<p><i>Want to learn how to become a Digital Marketer today ? Join Digital Marketing Nanodegree at Udacity today, learn how to create your marketing content, use social media to deliver your message and run real-time marketing campaigns on Google, Facebook and Snapchat.</i></p>
<b>Outro CTA 1</b>	<p><i>Learn more '<a href="https://dmnd.udacity.com">https://dmnd.udacity.com</a>'</i></p>
<b>Outro CTA 2 (for A/B testing)</b>	<p><i>Get info '<a href="https://dmnd.udacity.com">https://dmnd.udacity.com</a>'</i></p>

# Content Plan: Email 2

## Overarching Theme: 3-5 Sentences

<b>General</b>	<p><i>This is intended to help drive the visual and written assets for this campaign.</i></p>
<b>Subject Line 1</b>	<p><i>Advertising on social media platform?</i></p>
<b>Subject Line 2</b>	<p><i>Want to learn more about how to advertise on Google, Facebook and Twitter?</i></p>
<b>Preview Text</b>	<p><i>DMND can help you with your digital marketing journey with various aspects.</i></p>
<b>Body</b>	<p><i>Learn more about how to present your marketing content on top social media platform such as Google and Facebook, make your content discoverable and reach your marketing goals!</i></p>
<b>Outro CTA</b>	<p><i>Learn more <a href="https://dmnd.udacity.com">https://dmnd.udacity.com</a></i></p>

# Content Plan: Email 3

## Overarching Theme: 3-5 Sentences

<b>General</b>	<p><i>This is intended to help drive the visual and written assets for this campaign.</i></p>
<b>Subject Line 1</b>	<p><i>What is Digital Marketing Nanodegree?</i></p>
<b>Subject Line 2</b>	<p><i>Learn from the top instructors from the industry and run real-time marketing campaigns.</i></p>
<b>Preview Text</b>	<p><b>DMND can help you with all the knowledge and skills you need!</b></p>
<b>Body</b>	<p><i>Becoming a digital marketer is a wonderful journey. At Udacity's Digital Marketing Nanodegree program, you can not only learn the industry-level marketing framework and skills, but also run and optimize real-time marketing campaign. You can find various marketing resources in this program.</i></p>
<b>Outro CTA</b>	<p><b>Enroll now</b> <i>'<a href="https://dmnd.udacity.com">https://dmnd.udacity.com</a>'</i></p>

# A/B Test Overview

A/B test is very important because a small changes of features can result in significant increase in conversion, thus I suggest we conduct A/B test here to optimize our marketing strategy.

I am going to conduct A/B test with subject lines and CTA features for the following groups:

1. Subject line 1 & CTA 1
2. Subject line 2 & CTA 1
3. Subject line 1 & CTA 2
4. Subject line 2 & CTA 2

For these 4 email groups, I would track the open rate and click rate for each group, and find which group has the highest open rate and click rate.

# Calendar & Plan

Email Name	Planning Phase	Testing Phase	Send Phase	Analyze Phase
Email 1	Week1: April 5, 6	Week1: April 7,8	Week1: April 9	Week2: April 12, 13
Email 2	Week2: April 13	Week2: April 14	Week2: April 15	Week3: April 16,19
Email 3	Week2: April 19	Week3: April 20	Week3: April 21	Week3: April 22,23

Week One					Week Two					Week Three				
M	T	W	T	F	M	T	W	T	F	M	T	W	T	F

Color Key	Planning Phase	Testing	Send Phase	Analyze Phase
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# Draft Email

## DMND

Edit name

### To

*Who are you sending this campaign to?*

Add Recipients

### From

Peishan Ouyang • Peishan371@gmail.com

Edit From

### Subject

Boost your marketing career with DMND

Preview Text: DMND can help you become the best digital marketer.

Edit Subject

### Content



[Send a Test Email](#)

Didn't get your test email? [Learn more](#)



We automatically add a required Referral badge to your email footer. To remove the badge, [upgrade your account](#).



A plain-text version of this email will be included automatically. [Edit](#)

[Enable Social Cards](#)

Edit Design

# Final Email



**Udacity Digital Marketing Nanodegree, Join Us**

## Boost your Marketing Career with DMND!

Want to learn how to become a Digital Marketer today?  
Join Digital Marketing Nanodegree at Udacity today, learn how to create  
your marketing content, use social media to deliver your message and  
run real-time marketing campaigns on Google, Facebook and Snapchat.

[Learn More](#)



[View this email in your browser](#)



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Our mailing address is:  
[DMND@Udacity.com](mailto:DMND@Udacity.com)

Want to change how you receive these emails?  
You can [update your preferences](#) or [unsubscribe from this list](#).



# Results Email #1

After you have hit send on the first email of your campaign, you can spend some time analyzing the results.

1. Calculate the Open Rate

Results and Analysis				
Sent	Delivered	Opened	Opened Rate	Bounced
2500	2250	495	<b>22%</b>	225

# Results Continued Email #1

Results can be monitored within the first 24 hours of an email send, after a couple days or even after a week.

1. Calculate the CTR and the Conversion Rate

## Results and Analysis

Clicked	CTR	Take Action	Conversion	Unsub
180	8%	75	3.3%	30

It is important to remove unsubscribes from our list, because otherwise we could face penalties according to law. And we want to keep our reputation in the market.

# Final Recommendations

1. Considering the unsubscribe and bounce rate, I would improve my email content by conducting A/B test for Email 1/2/3 to optimize my email content.
2. Considering the low CTR, I would like to add more CTA buttons on the email to attract users, improve my marketing performance.

