Project 5:
Evaluate a Google Ads Campaign

Campaign Approach

Description and Marketing

Objective

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%

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Ad Groups

Ads and Keywords

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

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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

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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](#)

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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

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Campaign Evaluation

Results, Analysis and

Recommendations

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_DMND	$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"

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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: *Interest Digital Marketing*	$819.05	1553	72497	132	$0.53	8.50%	$6.20
Ad Group 2: *Awareness Digital Marketing*	$494.95	838	38759	89	$0.59	10.62%	$5.56
Total	$1,314.00	2391	111256	221	$0.55	9.24%	$5.95

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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 marketing	$36.00	66	912	10	$0.55	15.15%	$3.60

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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
    - ■ ROI = (total conversion value - total cost)/total cost

        =(221*5-1314)/1314 = -15.9%   **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)

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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.

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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.