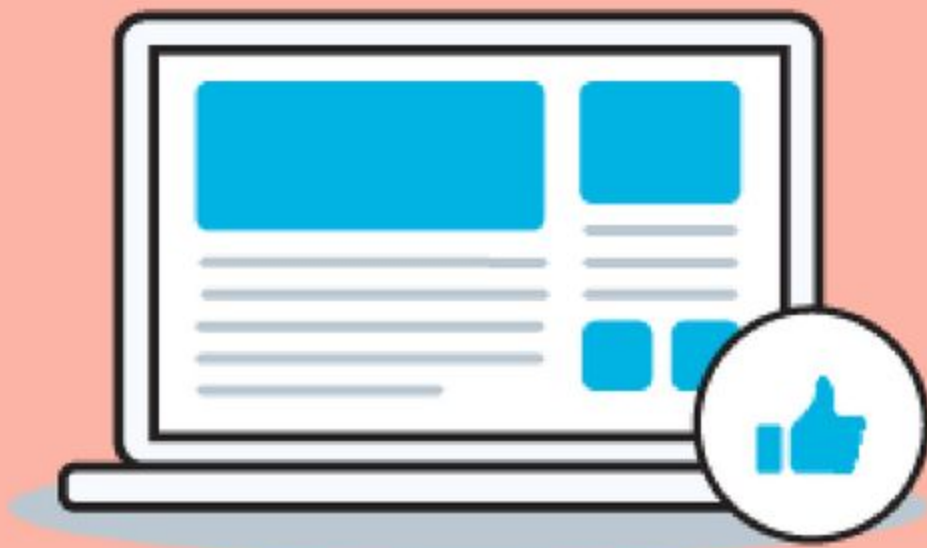


Project 6

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

Note: Please round to the nearest whole number

CPA: Cost of Campaign / # sign ups = CPA

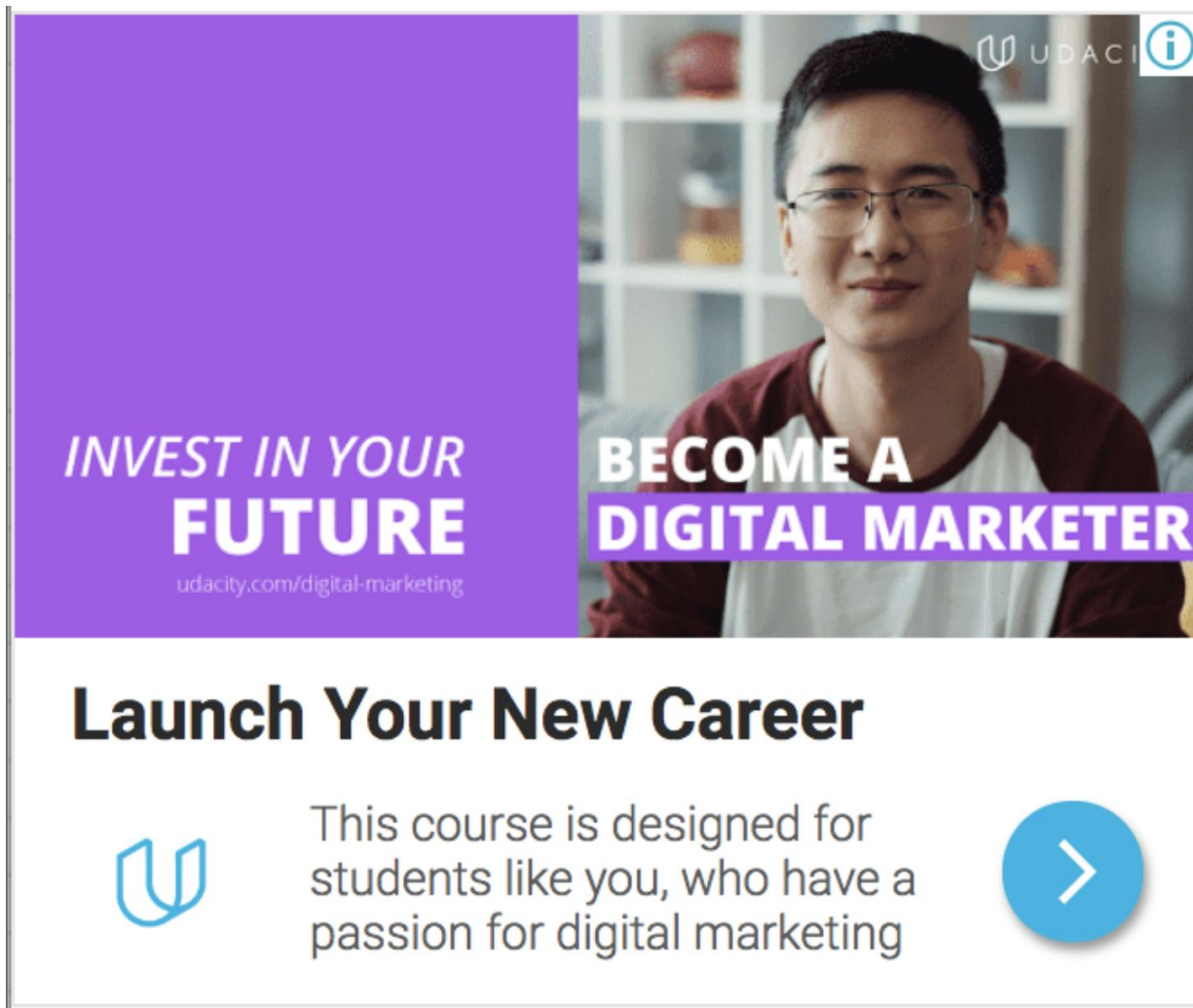
Note: Please round to the nearest cent

ROI: $[(299 \text{ Profit}) - \text{CPA}] \times \# \text{ of Student Sign Ups} = \text{ROI}$

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





The advertisement features a purple background on the left with the text "INVEST IN YOUR FUTURE" and the URL "udacity.com/digital-marketing". On the right, there is a photo of a young man with glasses, wearing a red and white shirt, with the text "BECOME A DIGITAL MARKETER" overlaid. The Udacity logo is in the top right corner. Below the image, the text "Launch Your New Career" is displayed, followed by a description of the course and a blue arrow button.

INVEST IN YOUR FUTURE
udacity.com/digital-marketing

BECOME A DIGITAL MARKETER

Launch Your New Career

This course is designed for students like you, who have a passion for digital marketing

DIGITAL MARKETING
NANO DEGREE PROGRAM

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	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



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 >



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Udacity



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.

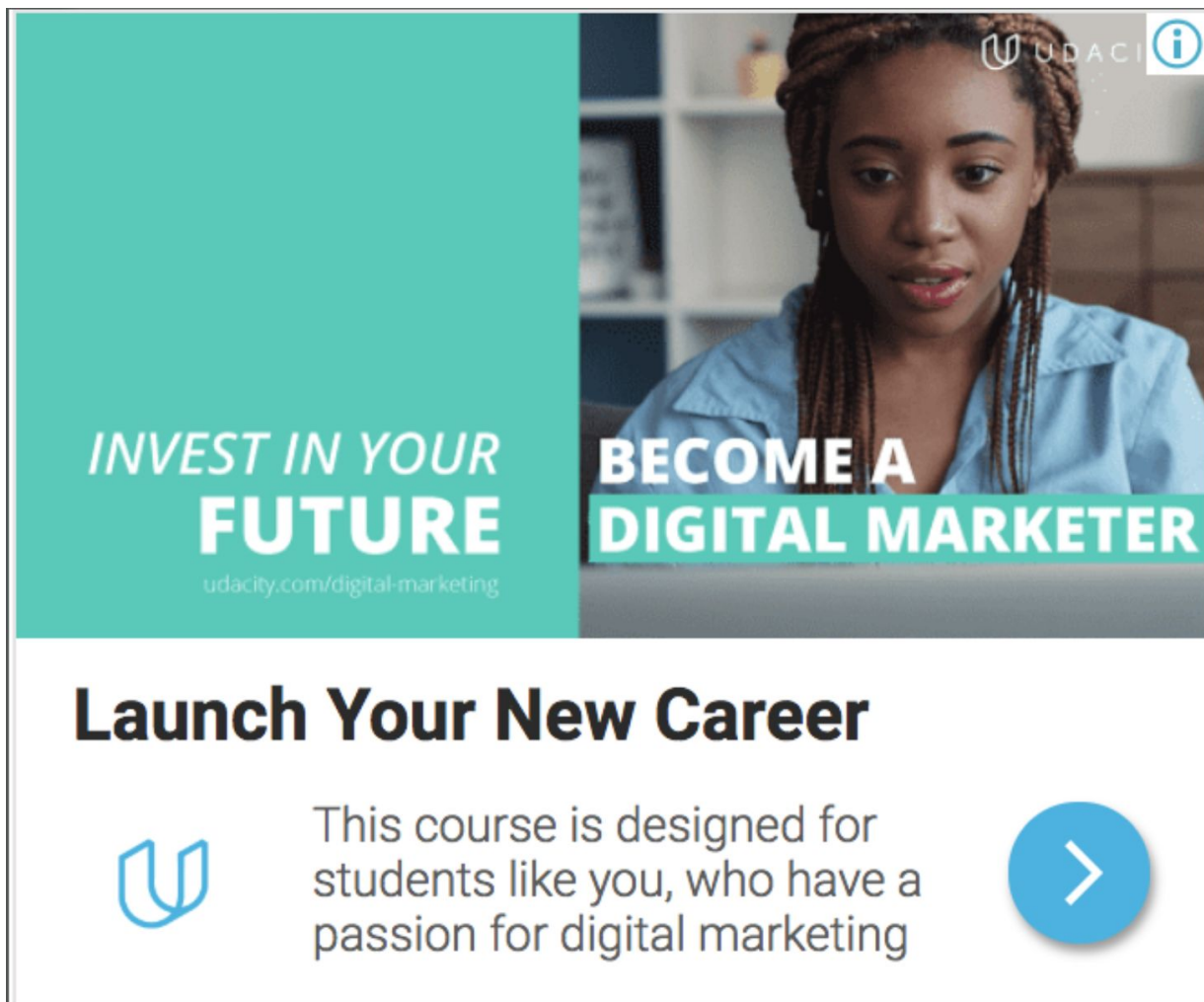
Suggestion 2: I would suggest to delete the call to action button in the right bottom corner, leaving just one button, 'Enroll today', and conduct A/B testing for this feature.

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
		Remarketing	Campaign ended	\$3.00 (enhanced)	--	670	109,994	.61%	\$0.35	\$234.50	Display





The ad features a teal background on the left with the text "INVEST IN YOUR FUTURE" and the URL "udacity.com/digital-marketing". On the right, there is a photo of a woman with braids looking at a laptop, with the text "BECOME A DIGITAL MARKETER" overlaid. The bottom section has a white background with the heading "Launch Your New Career", the Udacity logo, a description of the course, and a blue circular button with a white arrow pointing right.

INVEST IN YOUR FUTURE
udacity.com/digital-marketing

BECOME A DIGITAL MARKETER

Launch Your New Career

 This course is designed for students like you, who have a passion for digital marketing



DIGITAL MARKETING
NANO DEGREE 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	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.