



Project 5: Run an AdWords Campaign (Part 2)

Campaign Evaluation

Campaign Approach

Description, Marketing Objective & KPI

1. Approach Description

Course to Market: Intro to Artificial Intelligence

Country: Canada

I decided to create two ad groups, one targeting the Awareness marketing lifecycle stage, the other targeting the Interest stage.

For the Awareness campaign, I wanted to broadly target individuals with a curiosity about AI. Keywords emphasized topics such as 'what is', 'what can', 'how is' as they relate to AI. The copy highlighted the 'free' aspect of the course and that it's easy to give it a try.

For the Interest campaign, I targeted individuals who already have a technology background and want to tap into the high-demand for AI professionals. Keywords emphasized topics such as 'become', 'learn', 'job' as they relate to AI. The copy highlighted the huge demand for AI programmers.



2. Marketing Objective & KPI

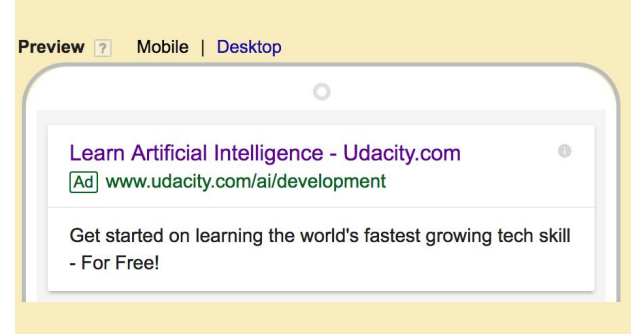
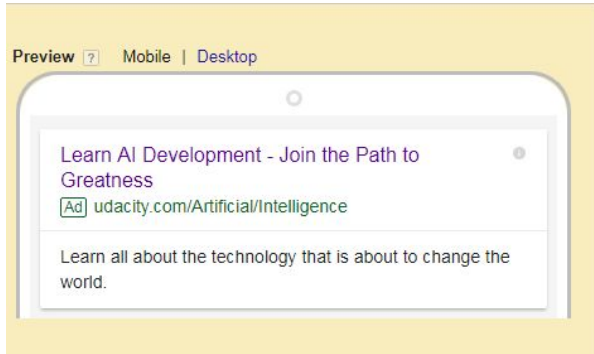
1. What marketing objective do you aim to achieve with your campaign?
 - Increase enrollments in the Introduction to AI course by 3 enrollments by August 17, 2017
2. What primary KPI are you going to track in your campaign?
 - Conversions (course enrollments)



Ad Groups

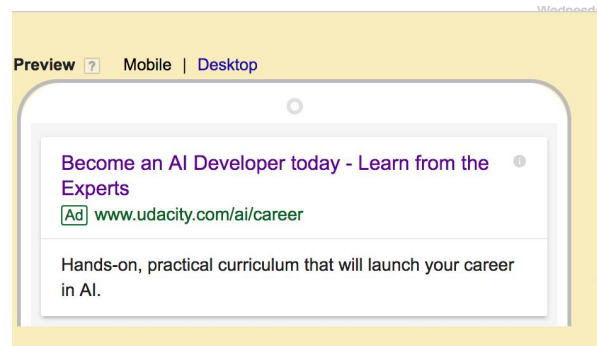
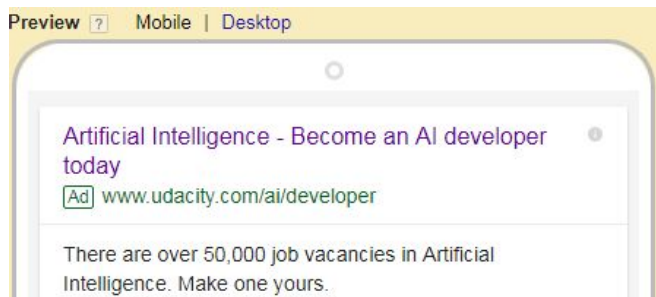
Ads and Keywords

Awareness



Keyword List: new ai, artificial intelligence it,artificial intelligence online,automatic intelligence,the best ai, artificial intelligence research projects,what is artificial intelligence,machine intelligence,what is computer intelligence,development of artificial intelligence in computer,ai in it,artificial intelligence in it,artificial intelligence information systems,internet ai,what is the artificial intelligence,on artificial intelligence,describe artificial intelligence,overview of artificial intelligence,it artificial intelligence,for artificial intelligence,artificial reason,in artificial intelligence,article intelligence,intelligent ai,what is machine intelligence,artificial science,artificial intelligence what is,artificial intelligence is,artificial thinking,new artificial intelligence,an artificial intelligence,is artificial intelligence,artificial intelligence what is it artificial intelligence in,paragraph on artificial intelligence,what artificial intelligence best online ai,artificial intelligence today,artificial network,ai words,what is an artificial intelligence,artificial knowledge,what is a artificial intelligence

Interest



Keyword List: ai courses,artificial intelligence certification,artificial intelligence free course,best way to learn artificial intelligence,learn artificial intelligence online, introduction to artificial intelligence,learn ai online,courses in artificial intelligence,,sebastian thrun artificial intelligence,udacity ai course,artificial intelligence udacity,artificial intelligence course,learn artificial intelligence,introduction of artificial intelligence,ai certificate,ai learning,artificial intelligence open course,can artificial intelligence learn,mooc artificial intelligence,artificial intelligence lessons,an introduction to artificial intelligence,artificial intelligence mooc,artificial intelligence introduction,artificial intelligence undergraduate,introduction about artificial intelligence,computational intelligence course,free artificial intelligence course,intro to artificial intelligence udacity,ai training,courses on artificial intelligence,udacity intro to artificial intelligence,udacity artificial intelligence,ai workshop,ai classes,course artificial intelligence,introduction to ai programming,introduction artificial intelligence



Campaign Evaluation

Results, Analysis and Recommendations

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	Conversions	CR	Cost per Conversion	Cost
Interest - introduction to artificial intelligence courses	\$3.00 (enhanced)	281	7	2.49%	\$1.58	0	0	0	\$11.09
Awareness - what is artificial intelligence	\$3.00 (enhanced)	1,996	34	1.70%	\$1.88	3	8.82%	3	\$63.90
Total		2,277	41	1.80%	\$1.83	3	7.32%	\$25	\$74.99



Key Campaign Results (Ads)

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

Ad	Clicks	CTR	Avg. Cost per Click	Conversions	CR	Cost per Conversion
<i>Ad Group 1, Ad 1</i>	6	2.86%	\$1.72	0	0	0
<i>Ad Group 1, Ad 2</i>	1	1.41%	\$0.76	0	0	0
<i>Ad Group 2, Ad 1</i>	12	1.83%	\$20.20	0	0	0
<i>Ad Group 2, Ad 2</i>	22	1.64%	\$43.70	3	13.64%	\$14.57

Key Campaign Results (Keywords)

Present the three keywords you consider most successful based on your marketing objective.

Keyword	Clicks	CTR	Avg. Cost per Click	Conversions	CR	Cost per Conversion
artificial intellect	6	5.13%	\$1.91	2	33%	\$5.72
For artificial intelligence	3	2.14%	\$1.35	1	33%	\$4.04
Artificial Intelligence AI	6	5.13%	\$1.91	0	0	0

Campaign Evaluation

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

- The campaign was actually more successful than I thought it was going to be. It's really rewarding to see a 'conversion' happen. In terms of ROI, this one was kind of hard to judge because I was driving students to a free course.
- If we assume that 10% of students who take the free AI course go on to take a Nanodegree, and that the profit on a Nanodegree is \$299, then this is quite a profitable campaign $(60 - 8.33) * 3 = \$155.01$



Recommendations for future campaigns

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

- I would focus more on the Interest campaign since it had a much higher conversion rate and ROI
- Target more long tail keywords, prune underperforming keywords
- Adjust ad copy to get a more emotional response from users. They need to feel that they are getting an edge on the competition in this high demand field.
- Also consider A/B testing on the headlines





Appendix

Screenshots for Reference

Ad Groups

<div><div>+ AD GROUP</div><div>Edit ▾</div><div>Details ▾</div><div>Bid strategy ▾</div><div>Automate ▾</div><div>Labels ▾</div></div>															
<input type="checkbox"/>	<div><div>●</div><div>↓</div></div>	Ad group	Status [?]	Default Max. CPC [?]	Clicks [?]	Impr. [?]	CTR [?]	Avg. CPC [?]	Cost [?]	Avg. Pos. [?]	Conversions [?]	Cost / conv. [?]	Conv. rate [?]	All conv. [?]	View-through conv. [?]
<input type="checkbox"/>	<div><div>●</div></div>	Interest - introduction to artificial intelligence courses	Campaign ended	\$3.00 (enhanced) <input checked="" type="checkbox"/>	7	281	2.49%	\$1.58	\$11.09	2.2	0.00	\$0.00	0.00%	0.00	0
<input type="checkbox"/>	<div><div>●</div></div>	Awareness - what is artificial intelligence	Campaign ended	\$3.00 (enhanced) <input checked="" type="checkbox"/>	34	1,996	1.70%	\$1.88	\$63.90	1.9	3.00	\$21.30	8.82%	3.00	0
Total - all but removed ad groups					41	2,277	1.80%	\$1.83	\$74.99	1.9	3.00	\$25.00	7.32%	3.00	0
Total - all experiments [?]					0	0	0.00%	\$0.00	\$0.00	0.0	0.00	\$0.00	0.00%	0.00	0
Total - all ad groups					41	2,277	1.80%	\$1.83	\$74.99	1.9	3.00	\$25.00	7.32%	3.00	0
Show rows: 50 ▾														1 - 2 of 2	

Ads

[+ AD](#)
[Edit](#)
[Automate](#)
[More actions...](#)
[Labels](#)

<input type="checkbox"/>		Ad	Ad group	Status [?]	Labels [?]	% Served [?]	Campaign type [?]	Campaign subtype	Clicks [?]	Impr. [?]	CTR [?]	Avg. CPC [?]	Cost [?]	Avg. Pos. [?]	Conversions [?]	Cost / conv. [?]	Conv. rate [?]	All conv. [?]	View-through conv. [?]
<input type="checkbox"/>	●	Artificial Intelligence Become an AI developer today www.udacity.com/ai/developer There are over 50,000 job vacancies in Artificial Intelligence. Make one yours.	Interest - introduction to artificial intelligence courses	Campaign ended	--	9.22%	Search Network only	All features	6	210	2.88%	\$1.72	\$10.33	2.0	0.00	\$0.00	0.00%	0.00	0
<input type="checkbox"/>	●	Become an AI Developer today Learn from the Experts www.udacity.com/ai/career Hands-on, practical curriculum that will launch your career in AI.	Interest - introduction to artificial intelligence courses	Campaign ended	--	3.12%	Search Network only	All features	1	71	1.41%	\$0.76	\$0.76	2.7	0.00	\$0.00	0.00%	0.00	0
<input type="checkbox"/>	●	Learn AI Development Join the Path to Greatness udacity.com/ArtificialIntelligence Learn all about the technology that is about to change the world.	Awareness - what is artificial intelligence	Campaign ended	--	28.85%	Search Network only	All features	12	657	1.83%	\$1.68	\$20.20	1.4	0.00	\$0.00	0.00%	0.00	0
<input type="checkbox"/>	●	Learn Artificial Intelligence Udacity.com www.udacity.com/ai/development Get started on learning the world's fastest growing tech skill - For Free!	Awareness - what is artificial intelligence	Campaign ended	--	58.81%	Search Network only	All features	22	1,339	1.64%	\$1.99	\$43.70	2.1	3.00	\$14.57	13.64%	3.00	0
		Total - all but removed ads [?]							41	2,277	1.80%	\$1.83	\$74.99	1.9	3.00	\$25.00	7.32%	3.00	0
		Total - all experiments [?]							0	0	0.00%	\$0.00	\$0.00	0.0	0.00	\$0.00	0.00%	0.00	0
		Total - all campaign							41	2,277	1.80%	\$1.83	\$74.99	1.9	3.00	\$25.00	7.32%	3.00	0

Show rows: 50 ▾ 1 - 4 of 4

Keywords

Keywords - artificial intellect, For artificial intelligence

+ KEYWORDS		Edit ▾	Details ▾	Search terms	Bid strategy ▾	Automate ▾	Labels ▾										
<input type="checkbox"/>	●	Keyword	Ad group	Status ?	Max. CPC ?	Clicks ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	Avg. Pos. ?	Conversions ?	Cost / conv. ?	Conv. ↓ rate ?	All conv. ?	View-through conv. ?	Labels ?
		Total - all campaign ?				41	2,277	1.80%	\$1.83	\$74.99	1.9	3.00	\$25.00	7.32%	3.00	0	
<input type="checkbox"/>	●	artificial intellect	Awareness - what is artificial intelligence	Campaign ended	\$3.00 (enhanced)	6	117	5.13%	\$1.91	\$11.44	2.3	2.00	\$5.72	33.33%	2.00	0	--
<input type="checkbox"/>	●	for artificial intelligence	Awareness - what is artificial intelligence	Campaign ended	\$3.00 (enhanced)	3	140	2.14%	\$1.35	\$4.04	2.1	1.00	\$4.04	33.33%	1.00	0	--
<input type="checkbox"/>	●	ai workshop	Interest - introduction to artificial intelligence courses	Campaign ended	\$3.00 (enhanced)	0	2	0.00%	\$0.00	\$0.00	2.5	0.00	\$0.00	0.00%	0.00	0	--



Keywords

Keywords - artificial intelligence AI

+ KEYWORDS																	
Edit		Details		Search terms		Bid strategy		Automate		Labels							
<input type="checkbox"/>		Keyword	Ad group	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conversions	Cost / conv.	Conv. rate	All conv.	View-through conv.	Labels
		Total - all campaign				41	2,277	1.80%	\$1.83	\$74.99	1.9	3.00	\$25.00	7.32%	3.00	0	
<input type="checkbox"/>		artificial intellect	Awareness - what is artificial intelligence	Campaign ended	\$3.00 (enhanced)	6	117	5.13%	\$1.91	\$11.44	2.3	2.00	\$5.72	33.33%	2.00	0	--
<input type="checkbox"/>		artificial intelligence ai	Awareness - what is artificial intelligence	Campaign ended	\$3.00 (enhanced)	5	190	2.63%	\$1.76	\$8.81	1.3	0.00	\$0.00	0.00%	0.00	0	--

