



Project 6: Evaluate a Display Ad 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.

Campaigns: We want to aggressively grow the program, but, we want to do it without losing money. We ran two different advertising campaigns. One was a display advertising campaign, one a video advertising campaign.



Formulas:

Conversion Assumption: 0.2% Conversion via Landing page

Calculating #of Sign Ups: Clicks to the landing page $\times 0.002$ = # 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: $[(299 \text{ Profit}) - \text{CPA}] \times \text{\# of Student Sign Ups} = \text{ROI}$

Part 1: Evaluate a Display Image Campaign

Display Image Campaign: Overall Results

Find below the overall results of the Display Image Campaign

<input type="checkbox"/>	 	Ad group	Status 	Default Max. CPC 	Clicks 	Impr. 	CTR 	Avg. CPC 	Cost 	Avg. CPM 
<input type="checkbox"/>		Keyword Targeted	Campaign paused	\$3.00 (enhanced) 	1,973	282,066	0.70%	\$0.44	\$872.51	\$3.09
		Total - all but removed ad groups			1,973	282,066	0.70%	\$0.44	\$872.51	\$3.09
Total - all ad groups					1,973	282,066	0.70%	\$0.44	\$872.51	\$3.09
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Results: Calculate the ROI

1. Present the results of the overall campaign by completing the table below.
2. Highlight Key Results. - *1,973 clicks, resulting in 4 new students, at a cost of \$218.13*
3. What was the overall ROI of the campaign? *Positive. \$323.48*

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	1,973	282,066	0.70%	\$0.44
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$872.51	0.2%	$= 1,973 * .002$ $= 4$	$= \$872.51 / 4$ $= \$218.13$	$= (299 - 218.13) * 4$ $= \$323.48$

Which Ad Group Performed Better?

1. Present the results of each ad by completing the table below.
2. Creative A outperformed Creative B. *More impressions, led to more clicks, which resulted in a higher ROI.*

Creative	Clicks	Impressions	CTR	Avg CPC	Cost	Conversion Rate	# of New Students	CPA	ROI +/-
Creative - A	1,531	216,199	0.71%	\$0.45	\$686.27	.2%	$= 1531 * .002 = 3$	$= \$686.27 / 3 = \228.76	$= (299 - 228.76) * 3 = \$210.72$
Creative - B	442	65,867	0.67%	\$0.42	\$186.24	.2%	$= 442 * 0.002 = 1$	$= \$186.24$	$= (299 - 186.24) = \$112.76$

Display Image Campaign: Keywords

Review the Keyword results for the Display Image Campaign

<input type="checkbox"/>	<input type="radio"/>	Keyword	Ad group	Status [?]	Max. CPC	Clicks [?]	Impr. [?]	CTR [?]	Avg. CPC [?] ↑	Cost [?]
<input type="checkbox"/>	<input checked="" type="radio"/>	facebook marketing course	Keyword Targeted	Campaign paused	\$3.00 (enhanced) 	0	4	0.00%	\$0.00	\$0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	digital analytics training	Keyword Targeted	Campaign paused	\$3.00 (enhanced) 	0	0	0.00%	\$0.00	\$0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	digital analytics course	Keyword Targeted	Campaign paused	\$3.00 (enhanced) 	0	0	0.00%	\$0.00	\$0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	social media marketing online course	Keyword Targeted	Campaign paused	\$3.00 (enhanced) 	0	14	0.00%	\$0.00	\$0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	adwords course	Keyword Targeted	Campaign paused	\$3.00 (enhanced) 	0	8	0.00%	\$0.00	\$0.00

Full keyword list in separate file [here](#)

	Keyword	Clicks	Impressions	CTR	Avg CPC	Cost
1	<i>Marketing online</i>	236	20750	1.14%	0.5	\$118.64
2	<i>Online marketing course</i>	226	38529	0.59%	0.28	\$63
3	<i>Digital marketing training</i>	57	8224	0.69%	0.54	\$30.75
4	<i>Marketing courses</i>	19	1999	0.95%	0.27	\$5.14
5	<i>Marketing careers</i>	14	2998	0.47%	\$1.68	\$23.5



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 removing keywords, etc...)

Suggestion 1: *Remove underperforming keywords and use long tail keyword groups. There will be less competition, higher click through rates, and a better ROI.*

Suggestion 2: A/B test with Headlines that create an emotional response (i.e., Don't get left behind - Try Digital Marketing')

Suggestion 3: Develop a diversity of landing pages - targeted to each segment of the audience (Awareness, Interest, Intent)



Part 2: Evaluate a Display Video Campaign

Display Video Campaign: Overall Results

Review below the overall results of the Display Video Campaign

<input type="checkbox"/>	● ↓	Ad group	Status [?]	Max. CPV [?]	Ad group type [?]	Impr. [?]	Views [?]	View rate [?]	Cost [?]	Avg. CPV [?]	Clicks [?]	CTR [?]	Avg. CPC [?]
<input type="checkbox"/>		short trailer DM education keywords	Campaign paused	\$0.10 <input checked="" type="checkbox"/>	In-stream	54,312	10,622	19.56%	\$290.21	\$0.03	453	0.83%	\$0.64
<input type="checkbox"/>		short trailer DM large keyword list	Campaign paused	\$0.10 <input checked="" type="checkbox"/>	In-stream	103,205	19,261	18.66%	\$535.40	\$0.03	1,439	1.39%	\$0.37
		Total - all but removed ad groups				157,517	29,883	18.97%	\$825.61	\$0.03	1,892	1.20%	\$0.44
Total - all ad groups						157,517	29,883	18.97%	\$825.61	\$0.03	1,892	1.20%	\$0.44
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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
<i>Campaign Results</i>	1,892	157,517	1.20%	\$0.44
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$825.61	0.2%	4	\$206.40	\$370.39



Display Video Campaign: Ad Results

Review below the Ad Results of the Display Video Campaign

<input type="checkbox"/>	<input type="radio"/>	Ad	Ad group	Status [?]	Video	Impr. [?]	Views [?]	View rate [?]	Avg. CPV [?]	Cost [?]	Clicks [?]	CTR [?]	Avg. CPC [?]
<input type="checkbox"/>	<input checked="" type="radio"/>	Short trailer 	short trailer DM education keywords	Campaign paused	Become a Digital Marketer	54,312	10,622	19.56%	\$0.03	\$290.21	453	0.83%	\$0.64
<input type="checkbox"/>	<input checked="" type="radio"/>	Short trailer 2 	short trailer DM large keyword list	Campaign paused	Become a Digital Marketer	103,205	19,261	18.66%	\$0.03	\$535.40	1,439	1.39%	\$0.37

A

B

Campaign A - Short Keyword List

Campaign B - Large Keyword List

Which Ad Group Performed Better?

1. Present the results of each ad by completing the table below.
2. Which ad performed best Video A or Video B? Why? *B had a higher positive ROI.*

Creative	Clicks	Impressions	CTR	Avg CPC	Cost	Conversion Rate	# New Student	CPA	ROI +/-
Campaign A	453	54,312	0.83%	\$0.64	\$290.21	.2%	1	\$290.21	\$8.79
Campaign B	1439	103,205	1.39%	\$0.37	\$535.40	.2%	3	\$178.47	\$361.59

Display Video Campaign: Keywords

Review the Keyword results for the Display Video Campaign

<input type="checkbox"/>	●	Keywords [?]	Max CPV	Ad group	Status	Impr.	Views [?]	View rate [?]	Avg. CPV [?] ↑	Cost [?]	Clicks [?]	CTR [?]
<input type="checkbox"/>	●	internet marketing program	\$0.10	Video DMDN Launch	Campaign paused	0	0	0.00%	\$0.00	\$0.00	0	0.00%
<input type="checkbox"/>	●	online marketing course	\$0.10	Video DMDN Launch	Campaign paused	1	0	0.00%	\$0.00	\$0.00	0	0.00%
<input type="checkbox"/>	●	web metrics	\$0.10	Video DMDN Launch	Campaign paused	0	0	0.00%	\$0.00	\$0.00	0	0.00%
<input type="checkbox"/>	●	web analysis	\$0.10	Video DMDN Launch	Campaign paused	2	0	0.00%	\$0.00	\$0.00	0	0.00%
<input type="checkbox"/>	●	online marketing strategies	\$0.10	Video DMDN Launch	Campaign paused	0	0	0.00%	\$0.00	\$0.00	0	0.00%

This is an excerpt of the keyword list, the full list is [here](#)

Key Campaign Results (Keywords)

1. Present the **five** keywords you consider most successful based on the results of the campaign? online marketing video, ad advertisement, digital learning courses, seo, course digital marketing
2. Highlight the best performing keyword from the results. *Why* was this the best performing keyword? ad advertisement - ROI = \$219.40



Keyword	Clicks	Impressions	CTR	Avg CPC	Cost	Conversion Rate	CPA	# New Students	ROI +/-
Online marketing video	495	42440	1.17%	\$0.51	\$253.23	.2%	253.23	1	42.78
Ad advertisement	510	24172	2.11%	\$0.17	\$85.58	.2%	85.58	1	219.40
Business training course	163	17437	0.93%	\$0.63	\$103.43	.2%	n/a	0	0
Digital Learning course	207	14198	1.46%	\$0.31	\$64.99	.2%	n/a	0	0
Digital Marketing	63	13634	0.46%	\$1.01	\$63.42	.2%	n/a	0	0



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 removing keywords, etc...)

Suggestion 1: *Focus more on the longer keyword list. Remove underperforming keywords.*

Suggestion 2: Rework video to put more action oriented keywords at the start of the video.

Suggestion 3: AB test with different videos



Part 3: Results, Analysis and Recommendations

Recommendations for future campaigns

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

- Consider refining the target audience by adding other factors such as location, time of day, and device type.
- Prune underperforming keywords and replace with more targeted ones, ideally groups of long-tail keywords
- Prune keywords that are under performing
- Modify the ad copy on the landing page to focus in on the target persona. Consider writing longer form ad copy.

