



# Project 3: Run a Facebook Campaign

CAMPAIGN EVALUATION

# Marketing Objective & KPI

1. Who is the target audience of your campaign?
  - a. The target market was traditional marketers looking to make the transition to digital marketing
2. What marketing objective did you aim to achieve with your campaign?
  - a. eBook downloads. I was hoping for 25 or so for the spend.
3. What primary KPI did you track in your campaign and why?
  - a. Conversions. Thanks to Facebook pixel, I was able to track clicks on the Facebook download event.



# Campaign Summary

1. Who did you target with your Ad Set and how (demographics, location, interest, behavior etc.)? The targeting parameters I chose were females, 35 to 45, college educated, interested in marketing and located in the United States. This aligned with my persona's primary need of 'moving from a print marketing to digital marketing'.
2. What Ad Copy and Ad Creatives did you use? The headline was **Make the Jump to Digital Marketing**. The copy was 'Download our free eBook to learn everything you need to know to transition from print to digital marketing'. The creatives were three images in an image carousel.
3. If you made any changes, please describe them. No changes were made.

# Key Results

1. Present the most important metrics per ad. I only got one download. Not great but the ads did reach an audience of 7,764 users, which is good in terms of exposure.



# Campaign Evaluation

1. Evaluate the success of your campaign, given your marketing objectives.
  - a. Only one eBook download, so it was a bit of a failure.
2. If you had additional budget, how would approach your next campaign?
  - a. Next time, I would target a different audience, specifically those searching for Digital Marketing Media and how to get started. This time around, I targeted marketers in general, but I think they were already doing digital marketing or maybe they just weren't interested.

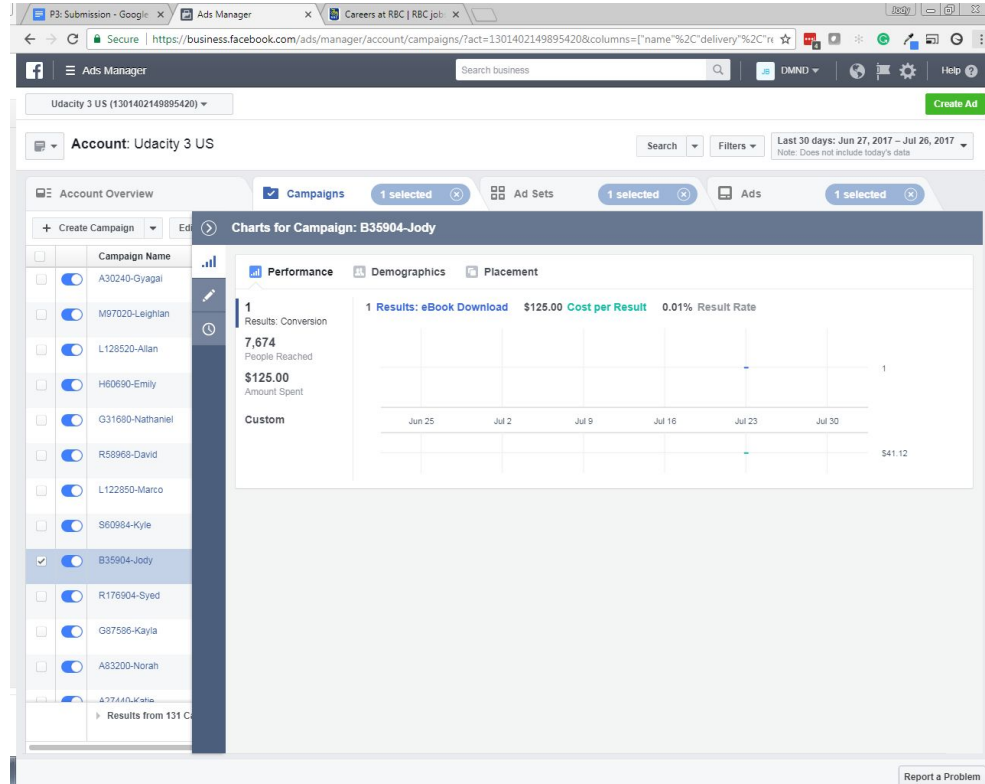


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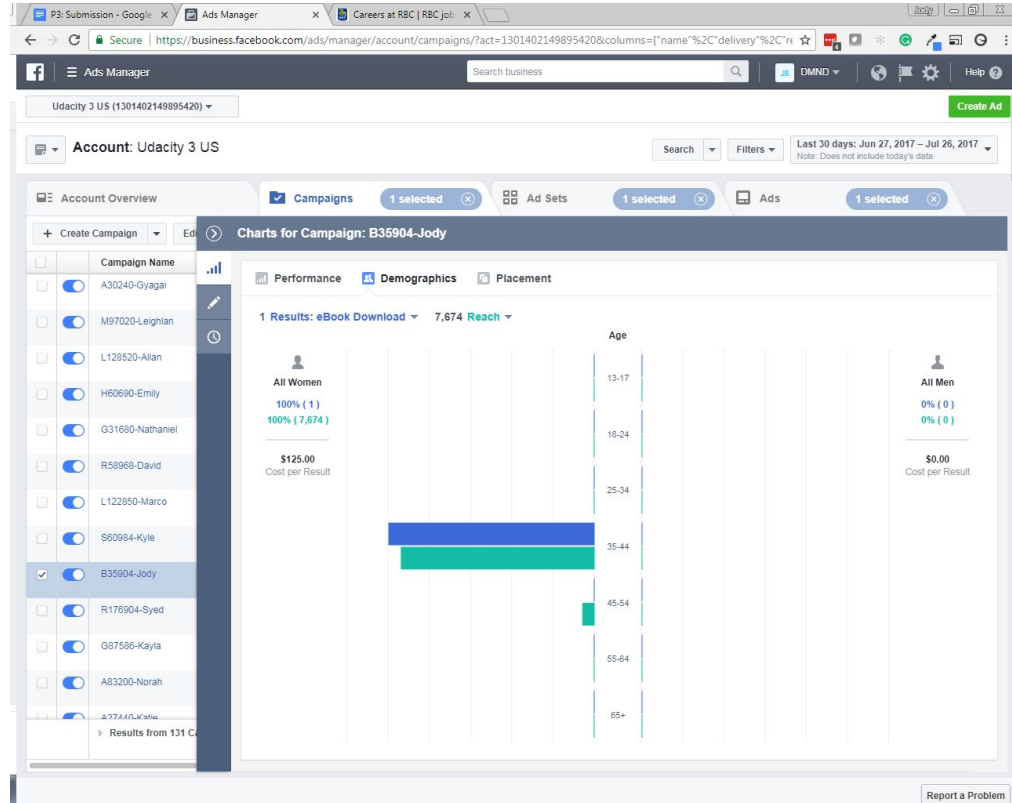
# Appendix

Screenshots for Reference

# Campaign Results: Performance

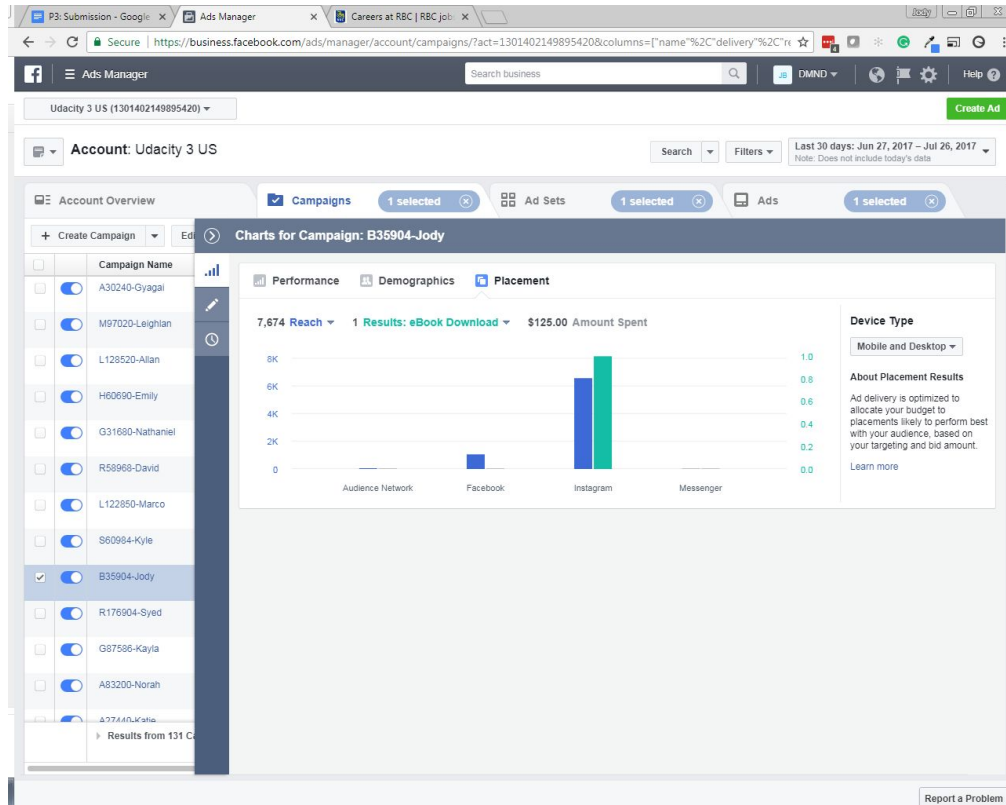


# Campaign Results: Demographics

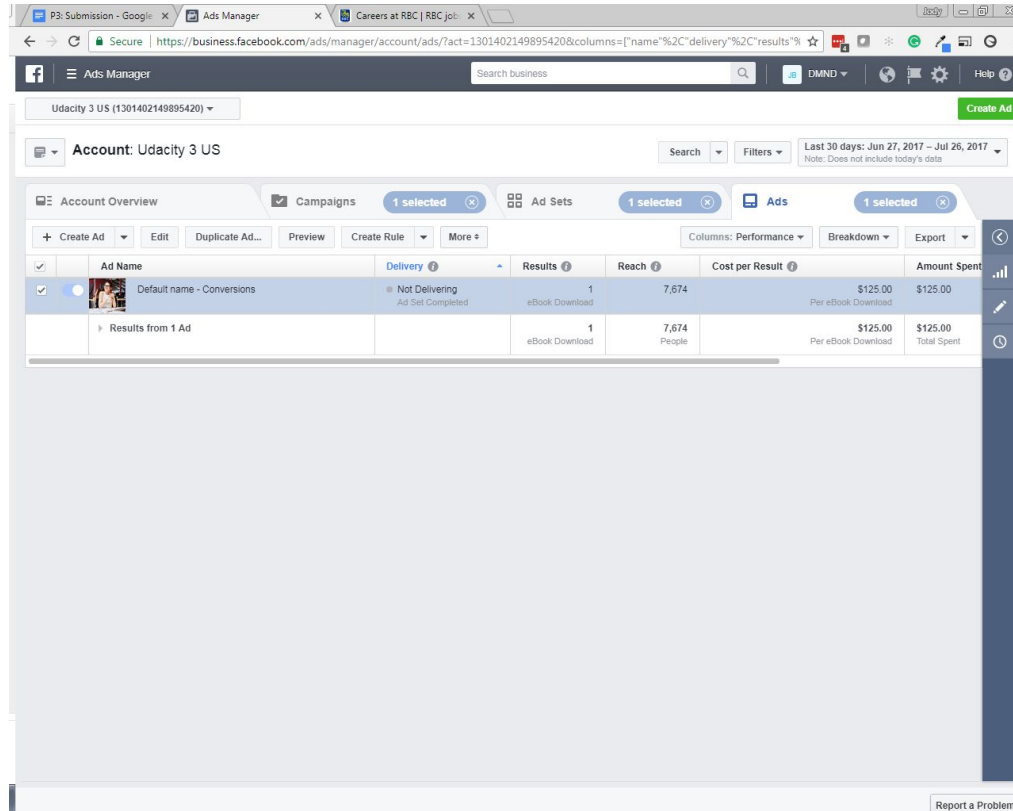




# Campaign Results: Placement



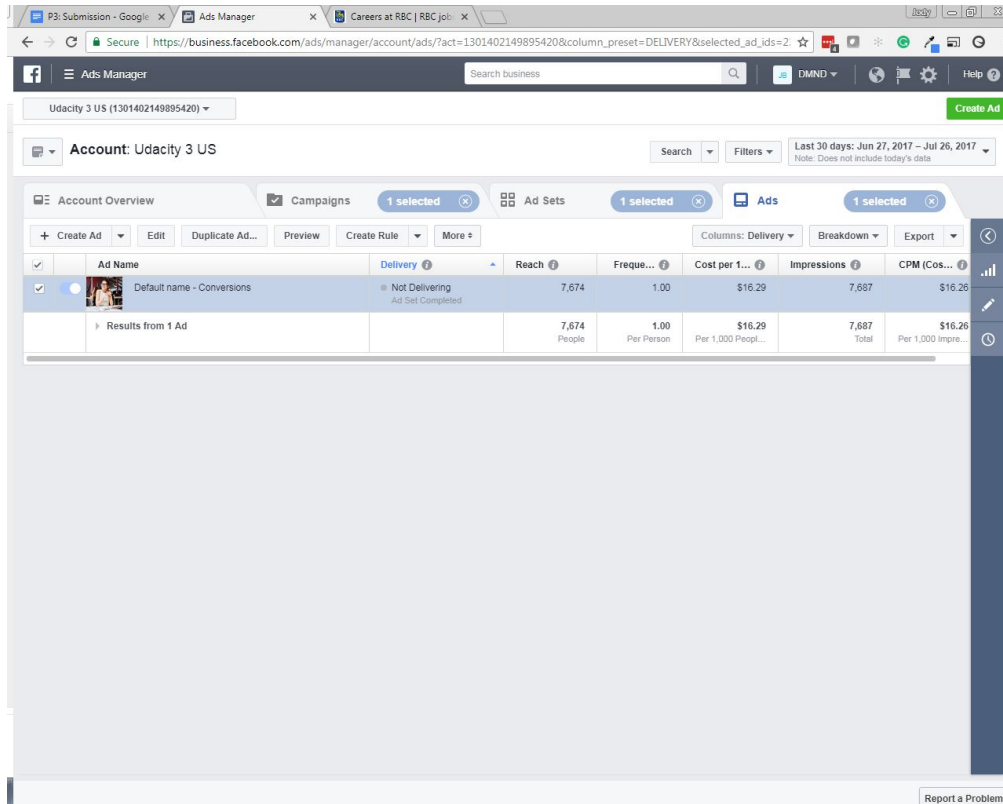
# Ad Set Data: Performance



The screenshot displays the Facebook Ads Manager interface for the account 'Udacity 3 US'. The 'Ad Sets' tab is selected, showing a table of ad set performance data. The table includes columns for Ad Name, Delivery status, Results, Reach, Cost per Result, and Amount Spent. The data shows one ad set, 'Default name - Conversions', which is 'Not Delivering' and has completed the ad set. It has 1 result (eBook Download), 7,674 reach, a cost per result of \$125.00, and a total amount spent of \$125.00. A breakdown of results from 1 ad is also shown, indicating 1 eBook download with 7,674 people reached, at a cost of \$125.00 per eBook download, totaling \$125.00 spent.

Ad Name	Delivery	Results	Reach	Cost per Result	Amount Spent
Default name - Conversions	Not Delivering Ad Set Completed	1 eBook Download	7,674	\$125.00 Per eBook Download	\$125.00
Results from 1 Ad					
		1 eBook Download	7,674 People	\$125.00 Per eBook Download	\$125.00 Total Spent

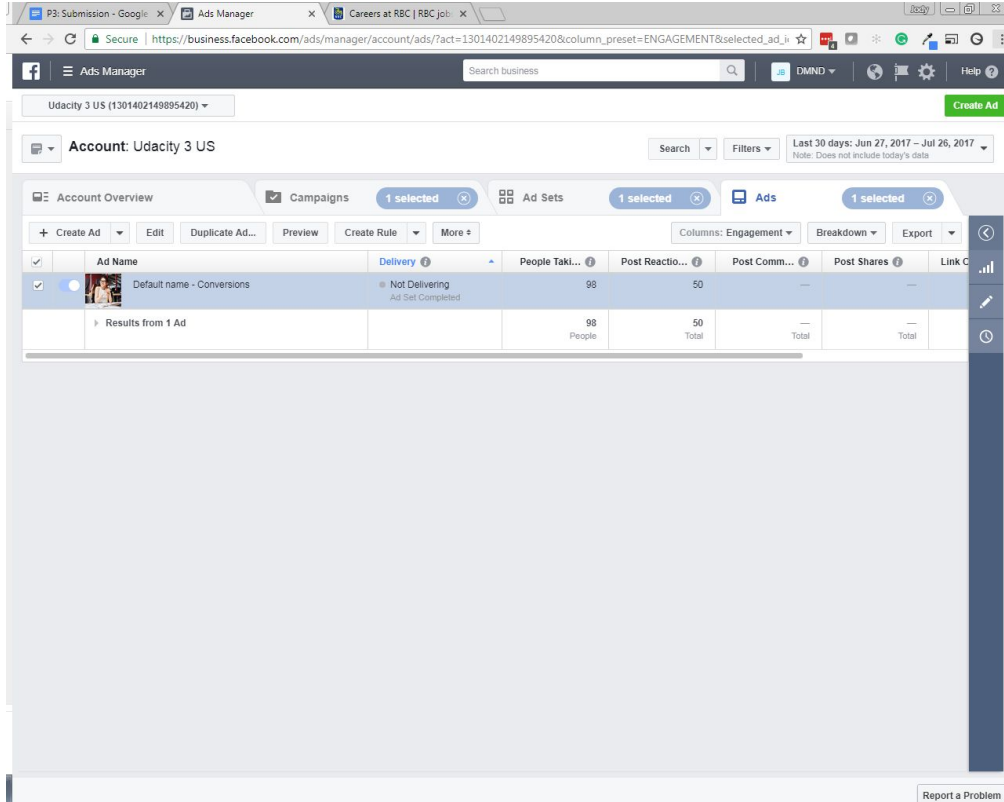
# Ad Set Data: Delivery



The screenshot displays the Facebook Ads Manager interface for the account 'Udacity 3 US'. The 'Ad Sets' tab is selected, showing a table of ad set performance data. The table includes columns for Ad Name, Delivery status, Reach, Frequency, Cost per 1,000 Impressions, Impressions, and CPM. The data shows that the ad set 'Default name - Conversions' is 'Not Delivering' with 7,674 Reach, 1.00 Frequency, \$16.29 Cost per 1,000 Impressions, 7,687 Impressions, and \$16.26 CPM. A sub-row shows 'Results from 1 Ad' with the same metrics.

Ad Name	Delivery	Reach	Frequ...	Cost per 1...	Impressions	CPM (Cos...)
Default name - Conversions	Not Delivering Ad Set Completed	7,674	1.00	\$16.29	7,687	\$16.26
Results from 1 Ad		7,674 People	1.00 Per Person	\$16.29 Per 1,000 Peopl...	7,687 Total	\$16.26 Per 1,000 Impre...

# Ad Set Data: Engagement



The screenshot displays the Facebook Ads Manager interface for the account 'Udacity 3 US'. The 'Ad Sets' tab is selected, showing a table of ad set performance data. The table includes columns for Ad Name, Delivery status, People Taken, Post Reactions, Post Comments, Post Shares, and Link Clicks. The data is filtered for the last 30 days (Jun 27, 2017 - Jul 26, 2017). The table shows one ad set named 'Default name - Conversions' with a delivery status of 'Not Delivering' and a completion status of 'Ad Set Completed'. The table also shows a summary row for 'Results from 1 Ad'.

Ad Name	Delivery	People Taken	Post Reactions	Post Comments	Post Shares	Link Clicks
Default name - Conversions	Not Delivering Ad Set Completed	98	50	---	---	---
Results from 1 Ad		98 People	50 Total	---	---	---