

Project 5: Create an Adwords Campaign- Part 2

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THE ONLY FASHION THAT NEVER DIES



A rectangular sign with a black frame is mounted on a light gray wall. The sign has a white background with a central light gray rectangle. Inside this rectangle, the words 'APPROACH' and 'DESCRIPTION' are written in a bold, dark gray, sans-serif font, stacked vertically. Two thin red horizontal lines are positioned above and below the central gray rectangle. The bottom of the image shows a wooden floor with vertical planks.

APPROACH DESCRIPTION

Intro to Data Analysis is my free course assigned for my Google Adwords campaign

The preferred audience location is India targeting people who read and write English

The daily budget is \$10 and eCPC is \$3

Assume conversion rate of 20%

Landing page: <https://www.udacity.com/course/intro-to-data-analysis--ud170>

Basically I segmented my campaign into two groups based on customer journey:

- **Awareness**
- **Desire**




In the **Awareness segment**, I targeted large audience with more broad and generic keywords to make aware of this Udacity's free Intro to Data Analysis course. I used Google keyword planner to undergo my keyword research based on my landing page and potential customer. Based on the ads, I discovered my headline and description to be more broad and generic with a key idea to display this course to be opensource.

In the **Desire segment**, I targeted more specific audience through brand and technical keywords who are looking for data analysis courses. I used Google keyword planner to undergo my keyword research based on my potential customer . Primary objective of this free course is to promote Artificial Intelligence for trading Nano degree so I have used few keywords related to this Nano degree Program. Based on the ads, I discovered my headline and ad copy to target people who are specifically looking for the data analysis and science courses.



MARKETING OBJECTIVE: To Create awareness of Udacity's Artificial Intelligence for trading Nano degree Program through enrollment of free course – Intro to Data Analysis. Primary Objective is to achieve 10 new enrollments as an outcome of this campaign with a daily budget of 10\$ for 5 day



PRIMARY KPI: Primary KPI is number of leads (i.e. Number of new enrollments)

AD-GROUP I

AWARENESS-INTRO
TO DATA ANALYSIS-
INDIA

KEYWORD LIST

1. DATA ANALYST TRAINING AND PLACEMENT
2. DATA SCIENCE WITH R ONLINE TRAINING
3. A DATA ANALYST FOR DUMMIES
4. DATABASE ANALYST TRAINING
5. WHAT APPLICATION WOULD BE BEST FOR ANALYZING DATA
6. TOOLS THAT CAN BE USED TO ANALYZE DATA
7. HEALTHCARE DATA ANALYST CERTIFICATION
8. SIMPLE DATA ANALYSIS
9. HEALTHCARE DATA ANALYTICS TRAINING
10. DATA ANALYST CERTIFICATION TRAINING
11. DATA ANALYST UNDERGRADUATE
12. DATA SCIENCE
13. WORLD OF DATA ANALYSIS
14. DATA ANALYTICS COURSES IN THE WORLD
15. FREE DATA FOR ANALYTICS
16. STATISTICS NEEDED FOR DATA ANALYSIS
17. DATA ANALYSIS APP
18. WHERE IS DATA ANALYSIS
19. HEALTHCARE DATA ANALYST TRAINING
20. BIG DATA SCIENCE TRAINING

21. BEST ONLINE ANALYTICS PROGRAMS
22. ANALYTICS EDUCATION ONLINE
23. DATA ANALYSIS IN SCIENCE
24. SQL DATABASE ANALYSIS TOOLS
25. WHAT DATA ANALYSIS TO USE
26. HADOOP DATA SCIENTIST CERTIFICATION
27. ANALYTICS FOR DATA
28. DATABASE ANALYST CERTIFICATION
29. DATA ANALYSIS

Introduction to Data Analysis | Enroll Now for free course ⓘ

Ad udacity.com/Data_Analysis/Free_Course

Enhance your skillset and boost your ability to get hired through innovative learning. Free online course. 360 degree learning. 24/7 mentoring support.

Make yourself in demand | Boost your data analysis skill ⓘ

Ad udacity.com/Data_Analysis/Free_Course

Enroll now for free and learn how to analyze data in interesting ways. Free online course. 360 degree learning. 24/7 mentoring support.

AD-GROUP 2

DESIRE-INTRO TO
DATA ANALYSIS-INDIA

KEYWORD LIST

1. CAN ARTIFICIAL INTELLIGENCE LEARN
2. UDACITY ADVANCED ARTIFICIAL INTELLIGENCE COURSE
3. UDACITY ARTIFICIAL INTELLIGENCE FOR TRADING NANO DEGREE
4. UDACITY FOR FREE
5. UDACITY INTRO TO DATA ANALYSIS SYLLABUS
6. ARTIFICIAL INTELLIGENCE BACHELOR DEGREE
7. UDACITY INTRO TO DATA ANALYSIS REVIEWS
8. ANALYSIS OF DATA AT UDACITY
9. MS IN ROBOTICS AND ARTIFICIAL INTELLIGENCE
10. TOP AI SCHOOLS
11. UDACITY'S FREE COURSES
12. UDACITY FREE ONLINE DATA ANALYSIS COURSES
13. ARTIFICIAL INTELLIGENCE COLLEGE RANKINGS
14. ROBOTICS AND ARTIFICIAL INTELLIGENCE DEGREE
15. DATA SCIENCE AND ANALYTICS AT UDACITY
16. MASTERS DEGREE IN ARTIFICIAL INTELLIGENCE AND ROBOTICS
17. AI MASTERS PROGRAM
18. UDACITY FOR DATA ANALYTICS
19. COMPUTER ENGINEERING ARTIFICIAL INTELLIGENCE

20. AI UNDERGRADUATE PROGRAMS
21. ONLINE MASTERS DEGREE ARTIFICIAL INTELLIGENCE
22. UDACITY'S DATA ANALYSIS APP
23. TOP UNIVERSITIES IN ARTIFICIAL INTELLIGENCE
24. UDACITY VS UDEMY DATA ANALYSIS
25. ARTIFICIAL INTELLIGENCE COLLEGE MAJOR
26. DATA ANALYSIS ONLINE
27. UDACITY CHATBOT COURSE
28. UDACITY INTRO TO DATA ANALYSIS
29. UDACITY VS COURSE DATA ANALYSIS
30. UDACITY ANALYTICS FOR DATA ENTHUSIASTS
31. UDACITY'S NANODEGREE PROGRAMS
32. BEST ARTIFICIAL INTELLIGENCE COLLEGES
33. TOP ARTIFICIAL INTELLIGENCE SCHOOLS
34. UDACITY'S INTRO TO DATA ANALYSIS
35. INTELLIGENCE UNIVERSITY COURSES
36. UDACITY MASTERS IN ROBOTICS AND ARTIFICIAL INTELLIGENCE
37. MASTER'S DEGREE ARTIFICIAL INTELLIGENCE
38. AI SCHOOLS
39. FREE DATA FOR ANALYTICS AT UDACITY
40. BEST ARTIFICIAL INTELLIGENCE GRADUATE PROGRAMS
41. MASTER OF SCIENCE IN ARTIFICIAL INTELLIGENCE
42. ARTIFICIAL INTELLIGENCE
43. DATA ANALYTICS UDACITY

Intro to Data Analysis for free | Register Now

Ad udacity.com/Data_Analysis/Free_Course

Explore different ways to analyze and play with data if you are a data enthusiast Free online course. 360 degree learning. 24/7 mentoring support.

Learn Data Analysis | Enroll Now for free

Ad udacity.com/Data_Analysis/Free_Course

Become familiar with data analysis through interactive learning Free online course. 360 degree learning. 24/7 mentoring support.

Key Campaign Results (Campaign & Ad Groups)

Ad Group	Max. CPC Bid	Impr.	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.	Cost
<i>Awareness-Intro to Data Analysis- India</i>	\$3.00 (enhanced)	822	43	5.23%	\$1.32	3.00	6.98%	\$18.85	\$56.55
<i>Desire-Intro to Data Analysis-India</i>	\$3.00 (enhanced)	71	2	2.82%	\$2.13	0.00	0.00%	\$0.00	\$4.26
Total		893	45	5.04%	\$1.35	3.00	6.67%	\$20.27	\$60.81

Key Campaign Results (Ads)

Ad	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.
<i>Ad Group 1, Ad 1</i>	40	5.34%	\$1.33	3.00	7.50%	\$17.67
<i>Ad Group 1, Ad 2</i>	3	4.11%	\$1.18	0.00	0.00%	\$0.00
<i>Ad Group 2, Ad 1</i>	2	3.85%	\$2.13	0.00	0.00%	\$0.00
<i>Ad Group 2, Ad 2</i>	0	0.00%	-	0.00	0.00%	\$0.00

Key Campaign Results (Keywords)

Keyword	Ad-Groups	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.
robotics and artificial intelligence degree	Desire-Intro to Data Analysis-India	1	100%	\$1.28	0.00	0.00%	\$0.00
best online analytics programs	Awareness-Intro to Data Analysis-India	1	25%	\$0.58	1.00	100%	\$0.58
database analyst certification	Awareness-Intro to Data Analysis-India	4	22.22%	\$1.46	0.00	0.00%	\$0.00
analytics education online	Awareness-Intro to Data Analysis-India	1	20%	\$0.41	1.00	100%	\$0.41

CAMPAIGN EVALUATION

Results, Analysis and
Recommendations



ROI

Did your campaign result in a positive ROI?

Number of conversions: 3

Income= 60*Number of Conversions = 180

COGS: 0

Maximum Investment: \$60.81

$$\begin{aligned}\text{ROI} &= ((\text{Income}-\text{COGS})-\text{Marketing Investment})/\text{Marketing Investment} \\ &= ((180-0)-60.81)/60.81 \\ &= 58.38\end{aligned}$$

Since ROI is greater than 1, my campaign **has a positive ROI.**

Was the conversion rate higher or lower than expected?

Conversion rates are lower than my expected conv. rate of 20 % ,our conversion rate is 6.67 %
It could have been improved by optimizing the quality of the landing page and aligning it with our ads.

How much did you have to spend per click? How close did you get to your max. CPC bid?

Average Cost per click is 1.35\$ which is 45% less than our maximum CPC bid of 3\$.
This shows good quality and high relevance of our ads and landing page.



Which ad group, ads & keywords led to the highest click through & conversion rates why might that have been the case?

Ad group – I Awareness-Intro to Data Analysis- India (CTR – 5.23%, Conv Rate – 6.98%)

Ad I: Introduction to Data Analysis | Enroll for free course (CTR – 5.34%, Conv Rate – 7.50%)

I think probably due to the fact that the ad led with “Free” which is appealing and those Keywords matched the approach I stated for this group first.

Keywords based on CTR and Conv Rate

robotics and artificial intelligence degree, best online analytics programs, database analyst certification, analytics education online

Keywords based on CPC

Analytics for data, best online analytics programs, analytics education online



RECOMMENDATIONS



If additional budget would be provided for this campaign, following will be my evaluation.

- Yes. I would focus on high performing Ad-group (i.e. high CTR and conversion rate) and optimize its Maximum CPC Bid value to increase its ad rank.

In my case Ad group – I Awareness-Intro to Data Analysis- India would be my target for keen optimization both based on Bid strategy and quality.

- Yes. I would pause poor performing Ads and keywords. Moreover, I would add new ads to my Awareness ad group which would result in conversions.

Also I would add few long tail keywords with both broad and specific keywords.

- Yes. I would perform a A/B test for my text ads on two elements

- 1) Headline

- 2) Description which could help me to devise my ads more attractive and specific to my audience.

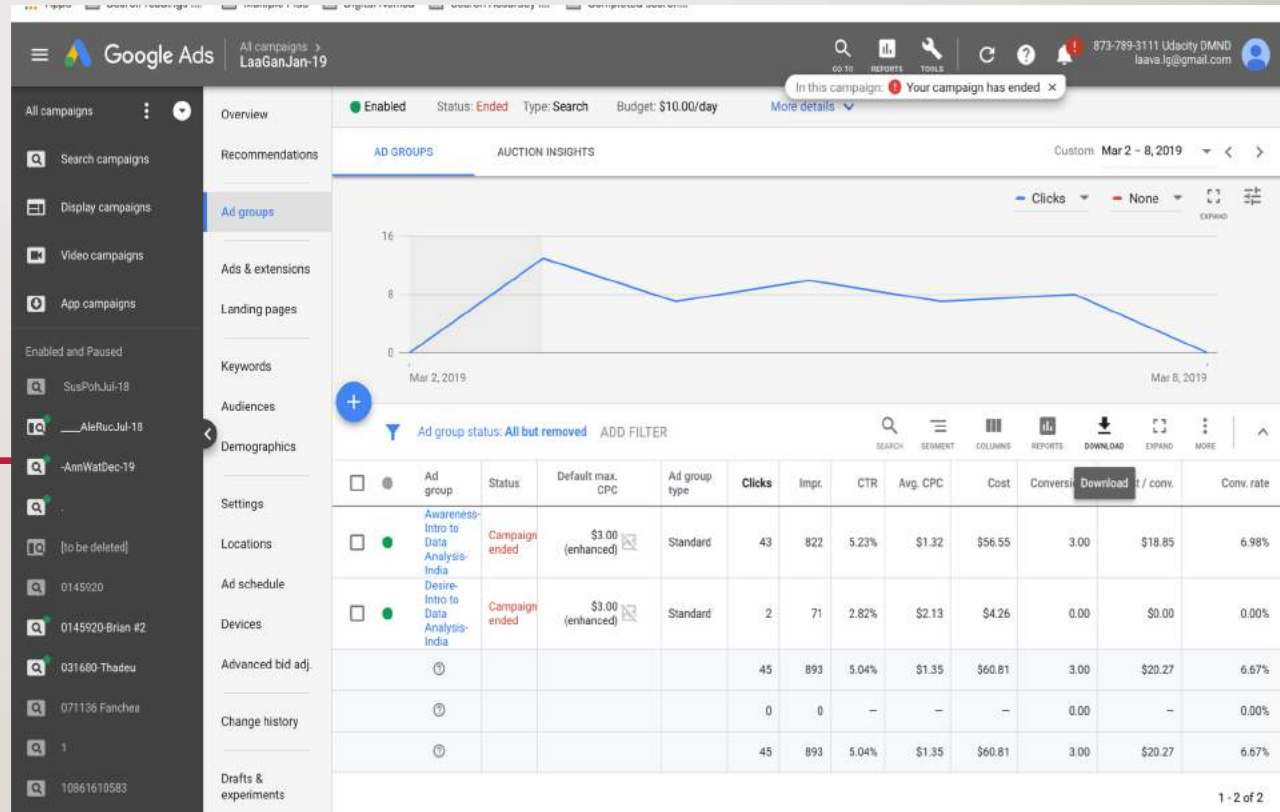
- Probably, I would like to add a short video about the course and add few testimonials on my landing page which will really pleases my customer to enroll to this free course.



APPENDIX



AD-GROUPS EXAMPLE



ADS EXAMPLE

Google Ads interface showing campaign details for "LaaGanJan-19". The campaign is **Ended** with a budget of \$10.00/day. The table displays performance metrics for various ads, including clicks, impressions, CTR, cost, and conversions.

Ad	Ad group	Status	Ad type	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
Introduction to Data Analysis Enroll Now... udacity.com/Data_An...	Awareness-Intro to Data Analysis-India	Campaign ended	Expanded text ad	40	740	5.34%	\$1.33	\$53.01	3.00	\$17.67	7.50%
Make yourself in demand Boost your... udacity.com/Data_An...	Awareness-Intro to Data Analysis-India	Campaign ended	Expanded text ad	3	73	4.11%	\$1.18	\$3.54	0.00	\$0.00	0.00%
Into to Data Analysis for free Register Now udacity.com/Data_An...	Desire-Intro to Data Analysis-India	Campaign ended	Expanded text ad	2	52	3.85%	\$2.13	\$4.26	0.00	\$0.00	0.00%
Learn Data Analysis Enroll Now for free udacity.com/Data_An...	Desire-Intro to Data Analysis-India	Campaign ended	Expanded text ad	0	19	0.00%	—	\$0.00	0.00	\$0.00	0.00%
Total: All but re...				45	893	5.04%	\$1.35	\$60.81	3.00	\$20.27	6.67%
Total: Experi...				0	0	—	—	\$0.00	0.00	\$0.00	0.00%
Total: Campaign				45	893	5.04%	\$1.35	\$60.81	3.00	\$20.27	6.67%

URL: https://ads.google.com/aw/ads?campaignid=1722190765&ocid=201513514&authuser=0&_u=8873740512&_c=754743386

KEYWORDS EXAMPLE

Google Ads interface showing campaign details for "LaaGanJan-19". The campaign is Enabled, Status: Ended, Type: Search, Budget: \$10.00/day. A notification states: "In this campaign, Your campaign has ended".

Left sidebar: All campaigns, Search campaigns, Display campaigns, Video campaigns, App campaigns, Enabled and Paused, SusPohJul-18, AleRucJul-18, AnnWatDec-19, [to be deleted], 0145920, 0145920-Brian #2, 031680-Thadeu, 071136 Fanchea, 1, 10861610583.

Top navigation: Overview, Recommendations, Ad groups, Ads & extensions, Landing pages, Keywords (selected), Audiences, Demographics, Settings, Locations, Ad schedule, Devices, Advanced bid adj., Change history, Drafts & experiments.

Table: SEARCH KEYWORDS

Keyword	Ad group	Status	Max. CPC	Policy details	Final URL	Clicks	Imp.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
Total: All but remov...													
data analysis	Awareness-Intro to Data Analysis-India	Campaign ended	\$3.00 (enha)	Approved	-	14	196	7.14%	\$1.39	\$19.44	1.00	\$19.44	7.14%
data science	Awareness-Intro to Data Analysis-India	Campaign ended	\$3.00 (enha)	Approved	-	10	240	4.17%	\$1.49	\$14.90	0.00	\$0.00	0.00%
Analytics for data	Awareness-Intro to Data Analysis-India	Campaign ended	\$3.00 (enha)	Approved	-	7	244	2.87%	\$0.88	\$6.16	0.00	\$0.00	0.00%
database analyst certification	Awareness-Intro to Data Analysis-India	Campaign ended	\$3.00 (enha)	Approved	-	4	18	22.22%	\$1.46	\$5.83	0.00	\$0.00	0.00%
data analyst certification training	Awareness-Intro to Data Analysis-India	Campaign ended	\$3.00 (enha)	Approved	-	3	29	10.34%	\$1.46	\$4.39	0.00	\$0.00	0.00%
database analyst training	Awareness-Intro to Data Analysis-India	Campaign ended	\$3.00 (enha)	Approved	-	2	51	3.92%	\$1.83	\$3.65	0.00	\$0.00	0.00%
data analysis in science	Awareness-Intro to Data Analysis-India	Campaign ended	\$3.00 (enha)	Approved	-	1	10	10.00%	\$1.19	\$1.19	0.00	\$0.00	0.00%
best online analytics programs	Awareness-Intro to Data Analysis-India	Campaign ended	\$3.00 (enha)	Approved	-	1	4	25.00%	\$0.58	\$0.58	1.00	\$0.58	100.00%
analytics education	Awareness-Intro to Data Analysis-India	Campaign ended	\$3.00 (enha)	Approved	-	1	5	20.00%	\$0.41	\$0.41	1.00	\$0.41	100.00%