

# 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 \*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 Profit) - CPA] \* # of Student Sign Ups = ROI

# Part 1

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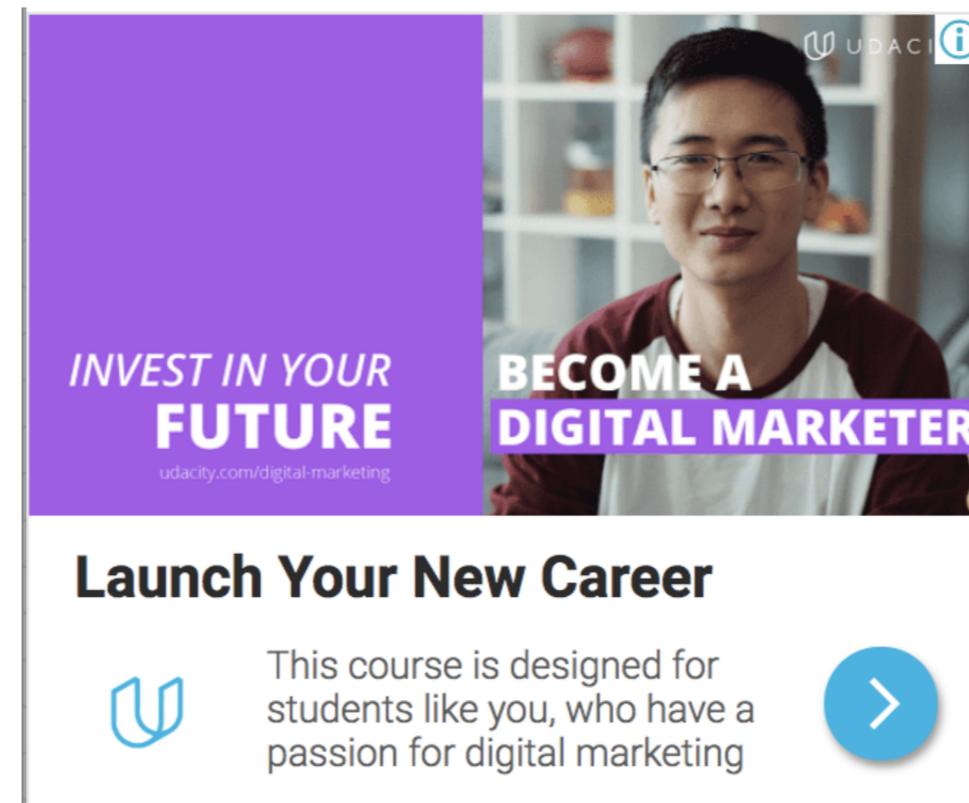
## Evaluate a Display

## Image Campaign

# Display Image Campaign: Affinity Audience

Find below the overall results of the Display Image Campaign targeting the Affinity Audience. The Affinity Audience consisted of Business Professionals Social Media Enthusiasts.

Ad group ↑	Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type	Active bid adj
Affinity Audience	Campaign ended	\$3.00 (enhanced)	--	1,243	200,957	0.62%	\$0.36	\$448.95	Display	None



# Results: Calculate the ROI

Creative	Clicks	Impressions	CTR	Avg CPC	Cost	Conversion Rate	# New Students	CPA	ROI +/-
<b>Campaign Results</b>	1243	200957	0.62%	\$0.36	\$448.95	0.2%	2	\$224.48	+\$149.05

Overall, the campaign was a success as it generated a *positive ROI* of **\$149.05** and a total of two students. These two students have cost the company a total of **\$448.95** with an average CPC of **\$0.36**.

# Campaign Optimization

**Suggestion 1:** I would use our competitors URLs and names ,like "***digitalmarketinginstitute.com***" in order to create a new **affinity audience** for potential students that are interested in taking some courses offered by ***digital marketing institute***. After that I would target this group with a message that highlights the benefits of taking digital marketing nanodegree course (e.g., career service) rather the one offered by digital marketing institute.

**Suggestion 2:** change the headline to a more catching one to match the affinity audience interests, because we are targeting business professionals, which means they already have a job in business field, and it could be in finance, marketing or other area in business. So, I believe that a successful headline should not be like "***Launch a career***", but a good one will be something like; "***get a recognized certification***".

**Suggestion 3:** Test out different creatives and keep the ones that perform better.

## Part 2

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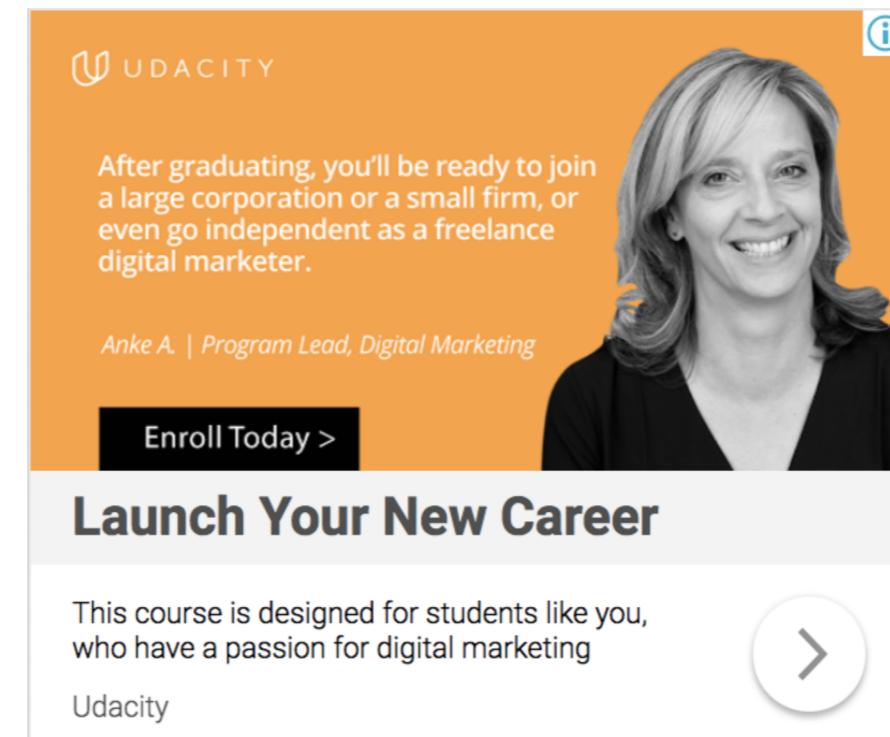
### Evaluate a Display

### Image Campaign

# 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.

●	Ad group ↑	Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type	Active bid adj
II	Site Targeting	Campaign ended	\$5.00 (enhanced)	--	407	67,833	.6%	\$0.57	\$231.99	Display	None



# Results: Calculate the ROI

Creative	Clicks	Impressions	CTR	Avg CPC	Cost	Conversion Rate	# New Students	CPA	ROI +/-
<b>Campaign Results</b>	<b>407</b>	<b>67833</b>	<b>0.60%</b>	<b>\$0.57</b>	<b>\$231.99</b>	<b>0%</b>	<b>1</b>	<b>\$231.99</b>	<b>+\$67</b>

Overall, the campaign was a success as it generated a *positive ROI* of \$67 and one student. This one student has cost the company a total of \$231.99 with an average CPC of \$0.57.

# Campaign Optimization

**Suggestion 1:** Test out the performance of the campaign on both mobile and desktop in order to see if there is a significant difference in the results we would get. If so, we can create two different ads, one for the mobile and the other for desktop.

**Suggestion 2:** I would change the description of the Ad to a more catching one that match the headline, like ***"The unique program in digital marketing that will sharpen your skills to get you into the field of digital marketing"***.

**Suggestion 3:** Create another add with a different color for the CTA(e.g., Orange), then run an A/B test for the CTA and keep the one that performs better.

# **Part 3**

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## Evaluate a Display

## Image Campaign

# Display Image Campaign: Remarketing

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

# Results: Calculate the ROI

Creative	Clicks	Impressions	CTR	Avg CPC	Cost	Conversion Rate	# New Students	CPA	ROI +/-
<b>Campaign Results</b>	<b>670</b>	<b>109994</b>	<b>0.61%</b>	<b>\$0.35</b>	<b>\$234.50</b>	<b>0.2%</b>	<b>1</b>	<b>\$234.50</b>	<b>\$64.50</b>

Overall, the campaign was a success as it generated a *positive ROI* of **\$64.50** and one student. This one student has cost the company a total of **\$234.50** with an average CPC of **\$0.35**.

# Campaign Optimization

**Suggestion 1:** Change the description to a more catching one that match the campaign's purpose (Remarketing) like; ***"Gain practical skills in Digital Marketing from top experts in the field and apply what you will learn in real-world project"***

**Suggestion 2:** Test out different creatives and keep the one that performs better.

**Suggestion 3:** Give the CTA a name (not just a blue icon) like ***Get Started.***

# Part 4

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## Results, Analysis, and Recommendations

# The best performing campaign

Ad Group	Clicks	Impressions	CTR	Avg CPC	Cost	Conversion Rate	# New Students	CPA	ROI +/-
1. Affinity Audience	1243	200957	0.62%	\$0.36	\$448.95	0.2%	2	\$224.48	+\$149.05
2. Site Targeting	407	67833	0.60%	\$0.57	\$231.99	02%	1	\$231.99	+\$67
3. Re-marketing	670	109994	0.61%	\$0.35	\$234.50	0.2%	1	\$234.50	\$64.50

Based on the above results, I believe that the best performing campaign is the *first (Affinity Audience)*, because it has generated a better ROI (*\$74.525 per student*). Moreover, this campaign has the lowest CPA of *\$224.48* among all campaigns, which means with this campaign we end up paying less to acquire a new student.

# Recommendations for future campaigns

- I would recommend creating a *custom affinity audience* of people attending online conferences in digital marketing as they are most likely to take action over most people. I would use LinkedIn to find some virtual conferences or even search for inhouse conference, then create a list of these events and conferences our potential students would be interested in attending.
- Add a new add for each group with different creatives holding all other variables constant to test which campaigns perform better, then keep those that outperformed.