

# Project 5:

## Evaluate a Google Ads Campaign



## Campaign Approach

Description and Marketing Objective

# 1. Campaign Approach

- Udacity has launched a campaign to advertise for the Digital Marketing Nanodegree Program
- The campaign is divided into two ad groups, one targeting customers in the Awareness stage and one targeting customers in the Interest stage
- Each ad group uses responsive search ads, with multiple options for the ad headline and description
- When users click on an ad, they are taken to the overview page for the Digital Marketing Nanodegree Program, where they can click a button to download the program syllabus. This conversion has an estimated value of \$5.

# 2. Marketing Objective

- The campaign's marketing objective is to gather at least 200 conversions (syllabus downloads), with a conversion rate of at least 10%

## Ad Groups

Ads and Keywords

# Ad Group #1: Ads

Interest Digital Marketing Ad Group - Ad #1	1	2	3	4	5
Headline	Digital Marketing online course for beginners	Digital Marketing for beginners	Learn to become a Digital Marketer	Digital Marketing online course	Digital Marketing online training
Description	Take your first steps towards becoming a Digital Marketer! Online beginner Digital Marketing course.	Online course on foundations of Digital Marketing taught by industry professionals.	Are you looking for a Digital Marketing course? Look no further: Udacity Digital Marketing class for beginners.	An easy way to learn Digital Marketing: online basic class for future best marketers	
Interest Digital Marketing Ad Group - Ad #2	1	2	3	4	5
Headline	Digital Marketing Basics	Digital Marketing online training	Digital Marketing for beginners	Udacity Digital Marketing Resources	Become a Digital Marketer with Udacity
Description	Digital Marketing Basics   Digital Marketing resources from Udacity	See how to become a Digital Marketer	Take Your First Steps towards Becoming a Digital Marketer	Get all the basic knowledge on Digital Marketing that you need	

Data is also available in [this spreadsheet](#)

# Ad Group #2: Ads

Awareness Digital Marketing Ad Group - Ad #1		1	2	3	4	5
Headline	Digital Marketing Basics, all you need	Digital Marketing class	Digital Marketing for beginners	Udacity Digital Marketing Resources	Become a Digital Marketer	
Description	Digital Marketing resources from Udacity	See what Digital Marketing is for and how to become a Digital Marketer	Take Your First Steps towards Becoming a Digital Marketer	Get all the basic knowledge on Digital Marketing that you need		
Awareness Digital Marketing Ad Group - Ad #2		1	2	3	4	5
Headline	Digital Marketing online course	Digital Marketing for beginners	Learn to become a Digital Marketer online	Digital Marketing online training	Digital Marketing course with Udacity	
Description	Take your first steps towards becoming a Digital Marketer! Online beginner Digital Marketing course.	Online course on foundations of Digital Marketing taught by industry professionals.	Are you looking for a Digital Marketing course? Look no further: Udacity Digital Marketing class for beginners.	An easy way to learn Digital Marketing: online basic class for future best marketers		

Data is also available in [this spreadsheet](#)

# Ad Group #1: Keywords

Search keyword	Status	Match Type	Campaign	Ad group	Keyword max CPC	Currency
Best website for learning +marketing	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
Coursera digita marketing	Eligible	Phrase	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
Marketing course Udacity	Eligible	Phrase	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
+Digital marketing certificate	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
Best website to learn +digital marketing for free	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
Digital marketing learn online	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
+Digital marketing online training	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
+Digital marketing for +beginners	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
How to +learn +marketing	Low search volume	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
+Udemy +digital marketing	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
+Social media marketing +course	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
+Online marketing +course	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
+Social media marketing classes	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
Free +marketing courses	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
Marketing online course	Eligible	Phrase	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
Digital marketing course online free	Eligible	Phrase	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
+Marketing +online +tutorial	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
+Udacity +Digital Marketing	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
Marketing basics course online free	Low search volume	Phrase	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
+Digital marketing +tutorial basics	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD

Data is also available in [this spreadsheet](#)

# Ad Group #2: Keywords

Search keyword	Status	Match Type	Campaign	Ad group	Keyword max CPC	Currency
+Digital marketing basic	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
+Social media marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
+Marketing terms	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
+Marketing for +beginners	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
+Online marketing +basics	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
What is digital marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
+Udacity +marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
How to become a +digital marketer	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
How to do social media marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
+Digital marketing online class	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
+How to do marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
Define +Digital marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
How to be a +social media marketer	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
+Digital Marketer	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
+Digital marketing terminology	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
What is marketing used for	Eligible	Phrase	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
+Online marketing for +students	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
+Digital marketing for +students	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
Study +digital marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
Study +online marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD

Data is also available in [this spreadsheet](#)

## **Campaign Evaluation**

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Results, Analysis and Recommendations

# Key Results (Campaign)

The table below represents the campaign-level KPIs/metrics that are relevant to evaluate the campaign's performance

Campaign	Cost	Clicks	Impressions	Conversions	CTR	CPC	Conversion Rate	CPL	Total Conversion value	ROI
Udacity_DMND	\$1,314.00	2391	111256	221	2%	\$0.55	9%	\$5.95	\$1,105.00	-\$0.16

# Key Results (Ad Groups)

Ad Group	Cost	Clicks	Impressions	Conversions	CPC	CTR	CPL	Conv Rate	Conv Value	ROI
Ad Group 1: <i>Interest Digital Marketing</i>	\$819.05	1553	72497	132	0.53	2%	6.20	8%	\$660.00	-\$0.19
Ad Group 2: <i>Awareness Digital Marketing</i>	\$494.95	838	38759	89	0.59	2%	5.56	11%	\$445.00	-\$0.10
<b>Total</b>	<b>\$1,314.00</b>	<b>2391</b>	<b>111256</b>	<b>221</b>	<b>0.55</b>	<b>2%</b>	<b>5.95</b>	<b>9%</b>	<b>\$1,105.00</b>	<b>-\$0.16</b>

# Key Results (Ads)

Ad	Cost	Clicks	Impressions	Conversions	CPC	CTR	CPL	Conv Rate	Conv Value	ROI
Ad Group 1, Ad 1	\$458.25	991	40163	97	0.46	2%	4.72	10%	\$485.00	\$0.06
Ad Group 1, Ad 2	\$360.80	562	32334	36	0.64	2%	10.02	6%	\$180.00	-\$0.50
Ad Group 2, Ad 1	\$335.60	619	28827	72	0.54	2%	4.66	12%	\$360.00	\$0.07
Ad Group 2, Ad 2	\$159.35	219	9932	16	0.73	2%	9.96	7%	\$80.00	-\$0.50

# Key Results (Keywords)

Keyword	Cost	Clicks	Impressions	Conversions	CPC	CTR	CPL	Conv Rate	Conv Value	ROI
+Udacity +Digital Marketing	\$0.60	6	240	1	0.10	3%	0.60	17%	\$5.00	\$0.67
+Online marketing +course	\$317.10	534	26639	65	0.59	2%	4.88	12%	\$325.00	-\$0.80
Study +online marketing	\$12.85	42	2207	6	0.31	2%	2.14	14%	\$30.00	-\$0.53

# Campaign Evaluation

- As we can see from our data, the campaign as a whole generated 221 leads, each one of them has cost us an average of \$5.95. Based on our marketing objective (gather at least 200 leads with a conversion rate of 10%), we can not say that our campaign has met the marketing objective, because our conversion rate is 9% (lower than what we hoped for).
- Although the campaign has generated 221 leads (achieved the objective of generating at least 200), the conversion rate was lower than what we expect (9%), and this is because of the number of clicks generated that was very high resulting which impacted the conversion rate (means we need more conversions in order to get the conversion rate of 10%). Moreover, the conversion rate of 9%, and 221 people out of 2391 who clicked the Ad end up converted; tells us that about 1 in 11 people who visited our landing page end up converted.
- The ROI of this campaign is ***negative(-\$0.16)***, which means that for every email address gathered, we end up losing an average of ***10 cents***. Besides, we end up paying \$5.95 to gain one lead while this lead worth just \$5, which means we end up losing money, and then a ***Negative ROI***.

# Campaign Evaluation

- At the Ad group level, we notice that the **Awareness** Ad Group performed better than the *Interest* Ad Group. Although the CPC for the **Awareness** was higher (\$0.59) than for the *Interest* Ad group (\$0.53), the **Awareness** Ad Group resulted in a lower Cost Per Lead (CPL) of (\$5.56) and we ended up losing 10 cents (ROI) rather than 19 cents (Interest Group), which makes the **Awareness Ad Group** better than *Interest Ad Group*.
- The keywords "**(+Udacity +Digital Marketing)**, **(+Online marketing +course)**, **(Study +online marketing)**" performed the best because they all have achieved the goal of 10% of conversion rate, as well as their CPA (CPL) is not higher than the conversion value of **\$5**. Although the second keyword has a CPL close to the conversion value, it has a great potential of generating more leads as it has a very high number of impressions, and that is because of its broad match type that allows it to target more searches that are seeking an online course in digital marketing (including the ones that know Udacity the ones that do not know Udacity).
- The keywords that are subject to higher competition in Google Ads are: **(+Social media marketing)**, **(Best website to learn +digital marketing for free)**, **(+Digital marketing basic)**, as they have the highest CPC (\$1.41, \$1.15, \$0.98 respectively), which means that we have to pay more for these keywords in order to get displayed in sponsored search results.

# Recommendations for future campaigns

- I would focus on the *Interest Ad group* even though it did not generate better results, because the leads coming from this group are more likely to convert to students as they use keywords with the intention to learn (e.g., “*+Online marketing +course*”, “*+Digital marketing certificate*”) not just seeking a single definition or a quick information (e.g., “*What is marketing used for*”, “*Define +Digital marketing*”)
- I would pause keywords with lower CTR (e.g., “*+Online marketing for +students*”, “*+Online marketing +basics*”, “*Free +marketing courses*”, “*Marketing course Udacity*”), and focus on more long tail keywords, because they are more specific and target an audience with better potential to convert to users afterwards.
- I would add a video on the overview page that will show the generated leads some successful stories where they end up working, and let them use their own words on how the DMND program helped them get into the field of digital marketing so that we can increase the conversion rate.
- I would create two landing pages (one includes social media advertising e-book, and the other contains the Glossary e-book) for *Interest group* (Because I said that I would like to focus on this group instead), then, I would run and A/B test In order to keep the one that performs better.