

Digital Marketing Nanodegree

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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.

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
 $\times 0.002 = \# \text{ of Student Sign Ups}$

Note: Please round to the nearest whole number

CPA: Cost of Campaign/# sign ups = CPA



Note: Please round to the nearest cent

ROI: $[(299 \text{ Profit}) - \text{CPA}] \times \# \text{ of Student Sign Ups} = \text{ROI}$

Display Image Campaign: Overall Results

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


Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC
Campaign ended	\$3.00 (enhanced)	--	1,243	200,957	0.62%	\$0.36




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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
- 3. What was the overall ROI of the campaign? Was it Positive or Negative? +149.06

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	1,243	200,957	0.62%	\$0.36
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$448.95	0.2%	2	224.47	149.06

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, changes to targeting)

Suggestion 1: A/B test with different awesome and enthusiastic photos.




Suggestion 2: A/B test with expanding the targeting audience.

Suggestion 3: Expand strong keywords with high performance.

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.

us	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type
ampaign ed	\$5.00 (enhanced)	—	407	67,833	.6%	\$0.57	\$231.99	Display



After graduating, you'll be ready to join a large corporation or a small firm, or even go independent as a freelance digital marketer.


Anke A. | Program Lead, Digital Marketing

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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? +67.01

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	407	67,833	0.6%	\$0.57
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$231.99	0.2%	1	231.99	67.01

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, changes to targeting etc...)

Suggestion 1: Pause keywords with high CPC due to Avg CPC is \$0.57 and it the highest cost among 3 campaigns.

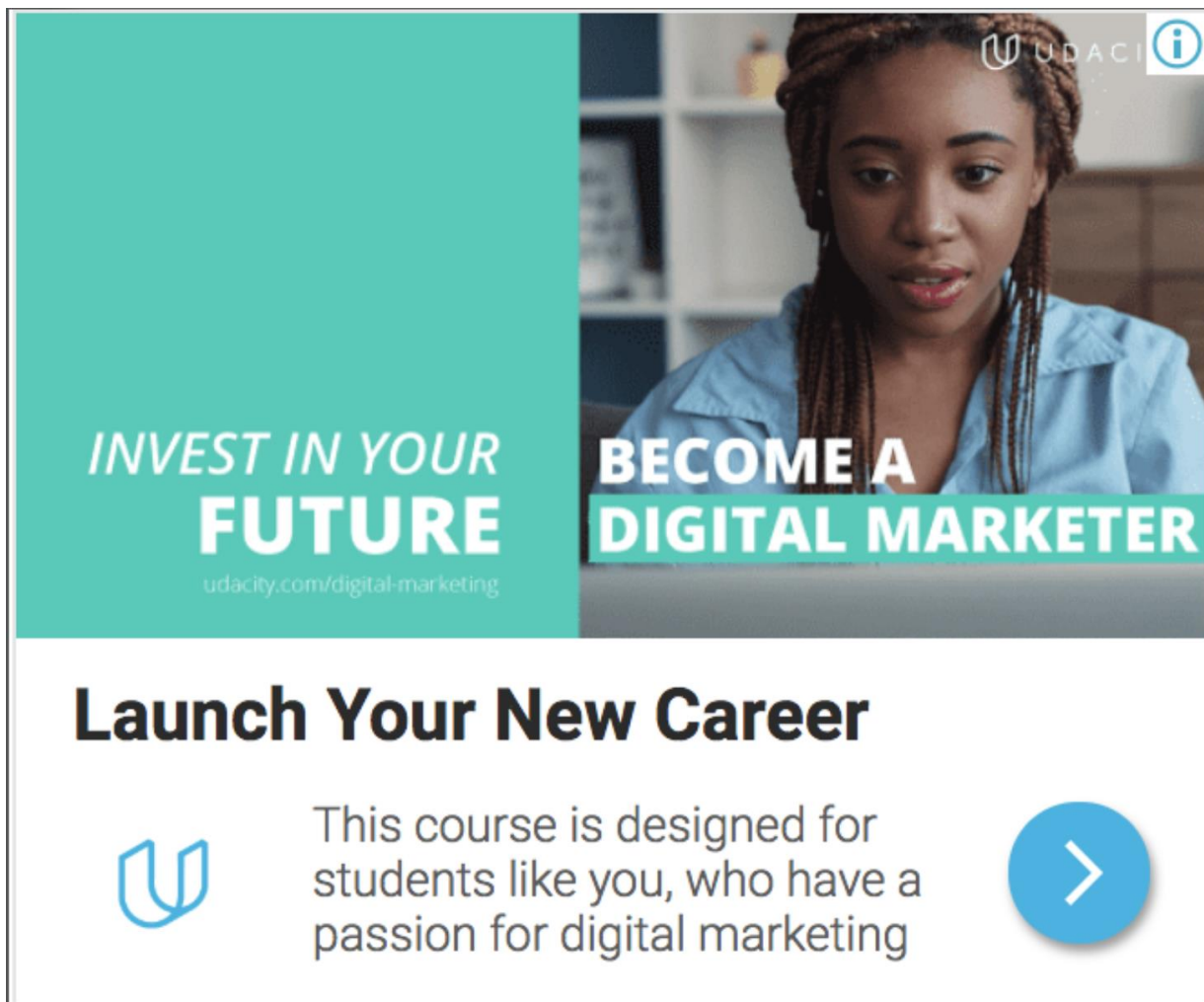
Suggestion 2: Assign new keywords which are like strong keywords.

Suggestion 3: Change the campaign targeting and make more specific to reach the right people.

Display Image Campaign: Overall Results

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





The ad features a teal background on the left with the text "INVEST IN YOUR FUTURE" and the URL "udacity.com/digital-marketing". On the right, there is a photo of a woman with braids looking at a laptop, with the text "BECOME A DIGITAL MARKETER" overlaid. The bottom section has a white background with the heading "Launch Your New Career", the Udacity logo, a description of the course, and a blue circular button with a white arrow pointing right.

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DIGITAL MARKETING
NANO DEGREE PROGRAM

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? +64.5

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	670	109,994	0.61%	\$0.35
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$234.50	0.2%	1	234.50	64.5

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 changes to targeting, etc...)

Suggestion 1: Exchange the photo with creative images will catch more visitors.

Suggestion 2: Expand the targeting audience with attractive content.

Suggestion 3: Expand strong keywords with high performance due to the Avg CPC for this campaign is the lowest cost among campaigns.

Which campaign performed the best? Why?

Considering the 3 campaigns below, state which one had the best performance and why.

The campaign had the best performance is the first campaign which is Image Campaign. Duo to had the highest of ROI which is +149.06 and number of new students which is 2. I think the creative images will catch more people also if select strong keywords for specific target of people.

Recommendations for future campaigns

- Would you focus on certain Ad Groups, Ads or Targeting? *Choosing which kind of ads will use depend on the marketing objective and KPI, so I think if there is a specific target of people I want their attention, I will focus on targeting.*
- Would you change any of your existing Ads or Targeting or add any new ones? *I would change ads as needed to get more audience.*
- Would you set up an A/B test, and if so, how would you go about it? *I will set up an A/B test to get information about which an effective campaign and improve the details like targeting, keywords until reaching the marketing objective.*
- Would you make changes to the landing page, and if so, what kind of changes and why? *I may change the colours, pictures, font as needed*