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 *0.002 = # of Student Sign Ups

Note: Please round to the nearest whole number

CPA: Cost of Campaign/# sign ups = CPA

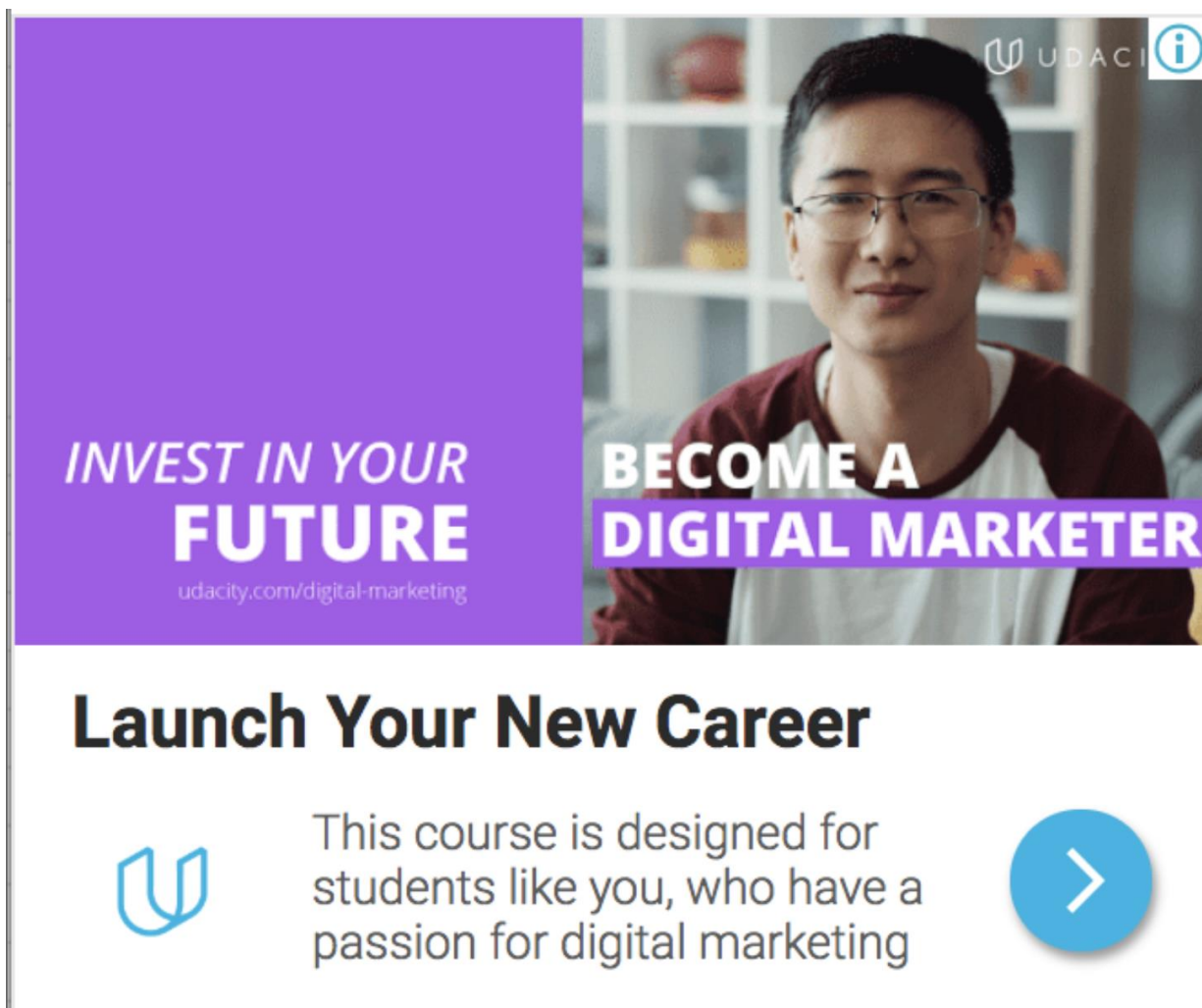*Note: Please round to the nearest cent*

ROI: [(299 Profit) - CPA] * # of Student Sign Ups = ROI

Part 1

Evaluate a Display

Image Campaign

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.

		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

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?

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**	**$224.478**	**33.2%/ $149.05**

How would you optimize this campaign?

I think this is already a solid campaign. The following suggestions are always a good idea to test and see if they could further optimize the campaign.

Suggestion 1: A/B test different colors

Suggestion 2: A/B test different creatives

Suggestion 3: A/B test different Ad copy, e.g. s.th. more value-proposition-like.

Part 2

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
⏸	Site Targeting	Campaign ended	$5.00 (enhanced)	--	407	67,833	.6%	$0.57	$231.99	Display	None

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?

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	407	67,833	.6%	$0.57

Cost	Conversion Rate	# New Students	CPA	ROI +/-
$231.99	**0.2%**	**1**	**$231.99**	**28.88%/ $67.01**

How would you optimize this campaign?

Suggestion 1: A/B if a less text performs better (regarding the upmost quote)
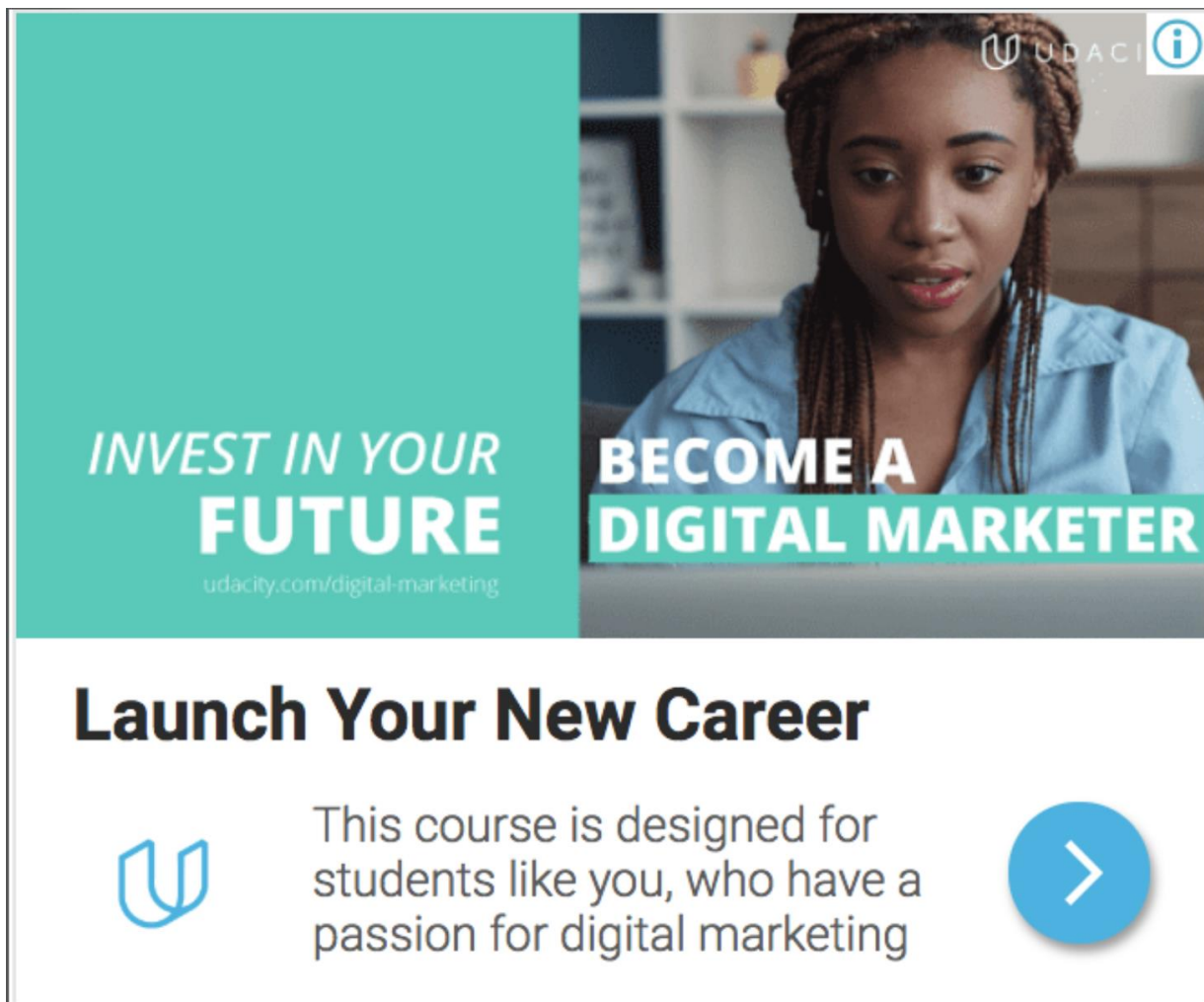
Suggestion 2: A/B test different creatives

Suggestion 3: A/B test different Ad copy, e.g. s.th. more value-proposition-like.

Suggestion 4: Pause keywords with high CPC

Part 3

Evaluate a Display

Image Campaign

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

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?

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**	**27.1%/ $64.50**

How would you optimize this campaign?

I think this is also already a solid campaign. The following suggestions are always a good idea to test and see if they could further optimize the campaign.

Suggestion 1: A/B test different colors

Suggestion 2: A/B test different creatives

Suggestion 3: A/B test different Ad copy, e.g. s.th. more value-proposition-like.

Part 4

Results, Analysis, and

Recommendations

Which campaign performed the best? Why?

Campaign 1 (Affinity Audience) performed best, with 2 conversions and a 33.20% ROI, given the assumed Conversion Rate of .2%.

When looking at CTRs, we see that all 3 campaigns are about the same – 0.62%, 0.60% and 0.61% - so they attracted viewers at about the same rate, which means the difference in performance is largely due to the difference in number of Impressions, of which the first campaign has by far the most (being the reason for top rank in performance/conversions). This, in turn, is probably due to the type of targeting, i.e. the size of the target audience, or the reach; which would be greatest for all business pofessionals/social media enthusiasts (campaign 1), followed by visitors of the DMND (campaign 3) and apparently the DMND's partners' Landing Pages (campaign 2).

Which campaign performed the best? Why?

There are two furhter things to note

1. While campaign 1 performed best, it did so because of the breadth of reach. The actual conversion rate might be highest for campaign 3 though, where users probably have a much higher intent to enroll, since they were already on the Landing Page and expressed interest.

2. Campaign two performed slightly better than campaign three (ROI: 28.88% vs. 27.51%). This is because of rounding to the nearest integer for the number of new students. Not rounded, those numbers would be .81 and 1.34 new students, respectively, which would lead to only 6.39% ROI for campaign two and 53.45% for campaign three (See Appendix). This is important no note, when we apply a more long-term strategy for the Ads.

Recommendations for future campaigns

Given additional time and budget, first, I would perform the above mentioned tests for campaign 1 and 3, to see if performance can still be enhanced.

Campaign two performed much less than the other two (when looking at expected, not rounded values), but still ROI positive. Because of the high CPC, there might be keywords that can be paused, that have a high CPC. Also the other mentioned tests should be run. If performance doesn't improve drastically, this campaign should be paused to free budget for other, potentially more promising campaigns.

Appendix
Screenshot for Reference
Campaign Results
rounded and not rounded values

Campaign	target	Clicks	Impressions	CTR	Avg. CPC	Cost	Conv. Rate (assumed)	#new students rounded	rounded values			not rounded values		
									CPA rounded	ROI rounded	ROI $	# students n/r	CPA n/r	ROI n/r
1	Affinity	1,243	200,975	0.62%	$0.36	$448.95	0.20%	2	$224.48	33.20%	149.05	2.49	$180.59	26.93%
2	Site (DM partners)	407	67,833	0.60%	$0.57	$231.99	0.20%	1	$231.99	28.88%	67.01	0.81	$285.00	6.39%
3	Remarketing	670	109,994	0.61%	$0.35	$234.50	0.20%	1	$234.50	27.51%	64.50	1.34	$175.00	53.45%