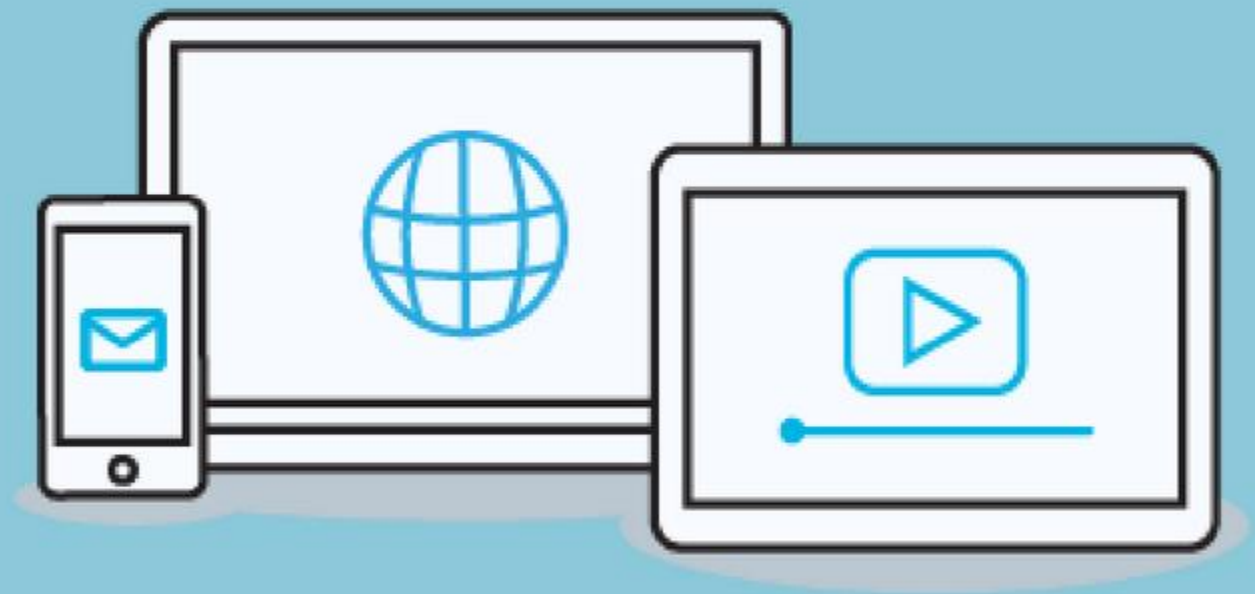


Project 8

Portfolio



1. Customer Journey Based Marketing Plan

What: your offer

Who: your customers

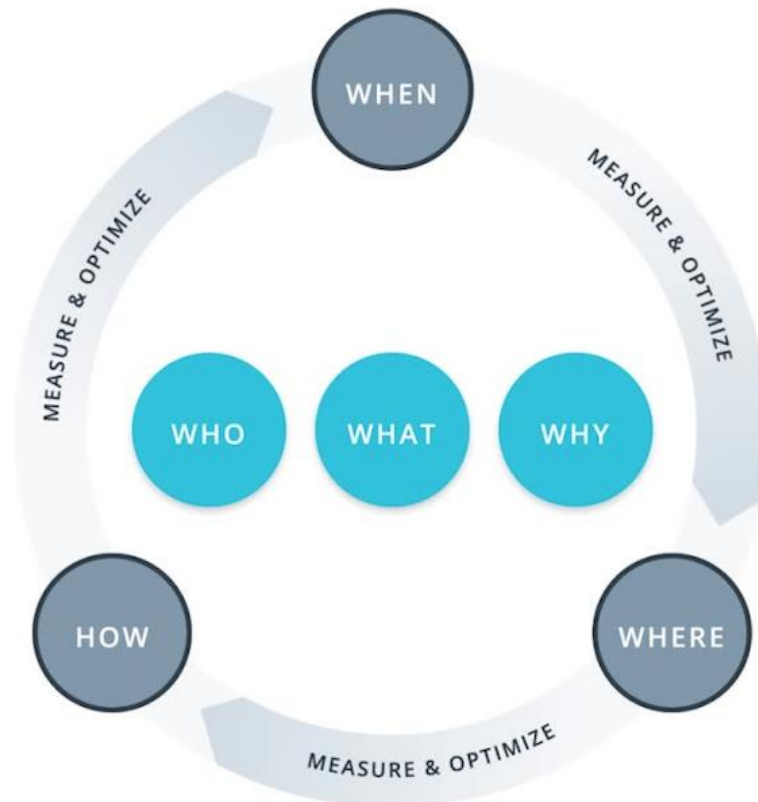
When: your customer's journey

Why: your marketing objective

How: your message

Where: channels your customers use

When+how+where = Marketing Tactics



What: Your Offer

Option 1:

Digital Marketing Nanodegree Program

Create a Customer Journey Based Marketing Plan with the goal of signing up new customers to the DMND Program in one quarter.

Budget: \$50,000

Profit: For the purpose of this assignment, the cost of the Nanodegree is \$999, 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.

Marketing Objective:

Your Company's Product/Service

Get as much people as possible* to purchase the DMND within the next quarter, with a \$50,000 budget

**at least 168 conversions = break-even-point*

Who Are Our Customers?

What: your offer

Who: your customers

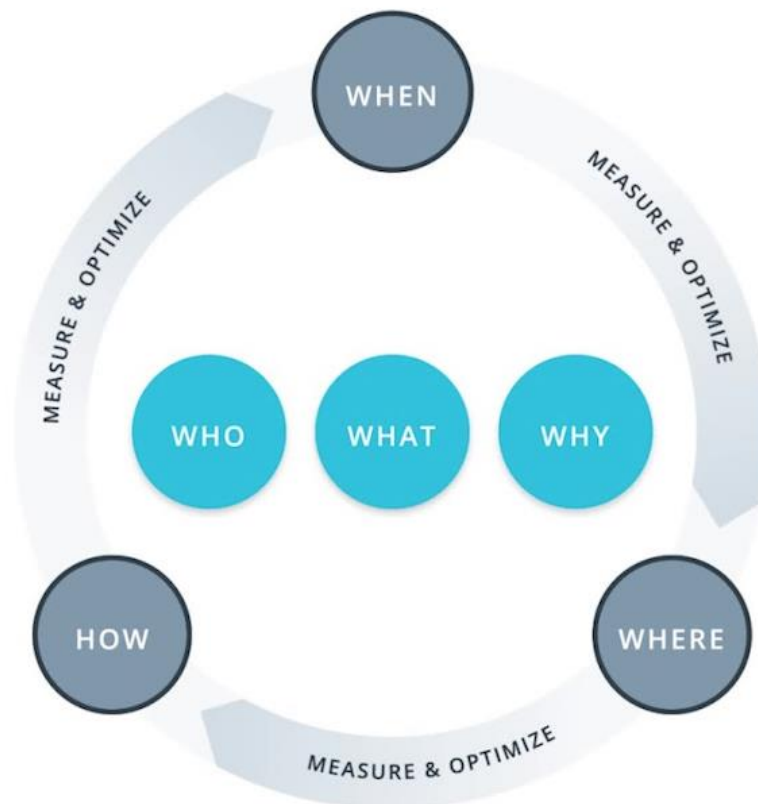
When: your customer's journey

Why: your marketing objective

How: your message

Where: channels your customers use

When+how+where = Marketing Tactics



Target Persona

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none">• Male• 27 years old• Student• Varying, low income• Single, no kids• Lives in big city/urban environment	Student Samwise	<ul style="list-style-type: none">• Single, comprehensive and coherent learning resource• Real-world skills; in contrast to university knowledge• Bite-sized learning, that fits around busy schedule
Hobbies	Goals	Barriers
<ul style="list-style-type: none">• Fitness• Yoga• Going to clubs• Creative expressions• Travel	<ul style="list-style-type: none">• Wants to have awesome job after graduation• Possibility of remote work• Would like his creative side-hustle to gain more traction	<ul style="list-style-type: none">• Not much money• Not much time• Motivation/procrastination problems• Overwhelmed by plethora of online resources

What: your offer

Who: your customers

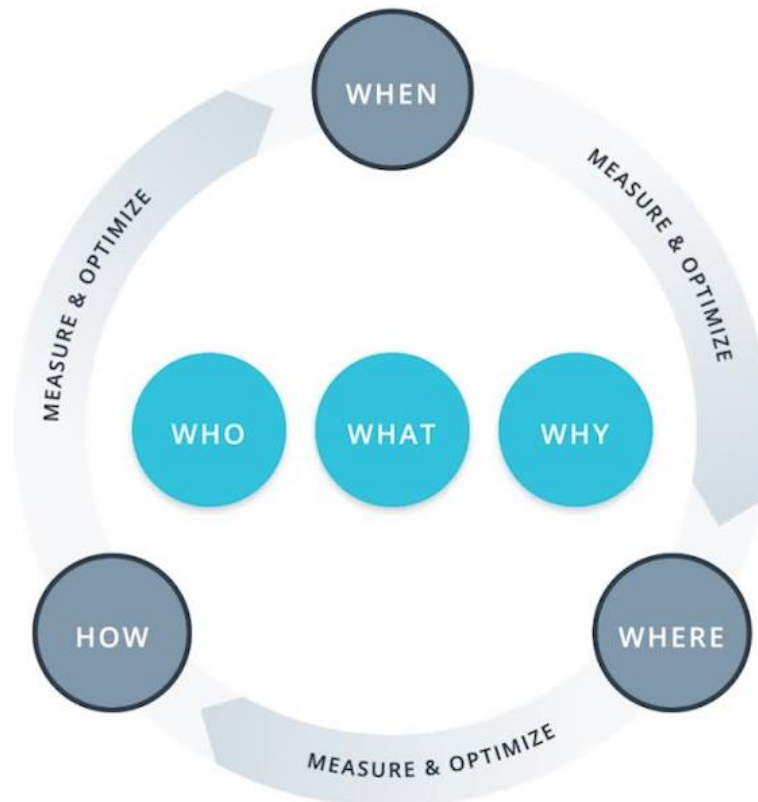
When: your customer's journey

Why: your marketing objective

How: your message

Where: channels your customers use

When+how+where = Marketing Tactics



Phases of the Customer Journey



Awareness



Interest



Desire



Action



Post action

When+How+Where = Marketing Tactics

Customer Journey	Awareness	Interest	Desire	Action	Post Action
Message	<ul style="list-style-type: none"> - DMND is a part-time, online digital marketing course - It gives a comprehensive overview of the whole sphere - It teaches real-world skills needed in the industry 	<ul style="list-style-type: none"> - Real-world projects - Collab. w/ top experts - Career services/coaching - Mentoring - 360° overview - Short videos/bite-sized learning 	<ul style="list-style-type: none"> - Reinforce benefits - digital marketing = in-demand skills + awesome career 	<ul style="list-style-type: none"> - Reinforce benefits - „it's time to invest in yur future“ - „Enrollments closing soon!“ - Promotions (e.g. discounts if enrolls now) - Implicit: smooth checkout path 	<ul style="list-style-type: none"> - Thank You! - Detailed info about course (how-to's, syllabus etc.) - Ongoing info about upcoming products, events, news
Channel	<p>Content:</p> <ul style="list-style-type: none"> - Informative Landing Page - Video content (Introducing the DMND) <p>Channels:</p> <ul style="list-style-type: none"> - Organic Social media - Paid Social (promoting video + standard image ads linking to LP) - Video ads (short form of Intro video) - Targeted display ads 	<p>Content:</p> <ul style="list-style-type: none"> - Landing Page - Blog/video (how it works, what you learn, student testimonials) - eBook <p>Channels:</p> <ul style="list-style-type: none"> - Organic Search - Organic Social - Paid search - Paid social - targeted, re-targeted video ads 	<p>Content:</p> <ul style="list-style-type: none"> - Landing Page - Blog/video (student success stories; industry-testimonials) - Preview course <p>Channels:</p> <ul style="list-style-type: none"> - Organic social - Email - Paid Search - Re-targeted ads (social) 	<ul style="list-style-type: none"> - Organic and paid social - Email - Re-targeted display + video ads 	<ul style="list-style-type: none"> - Email - Organic social

2. Budget Allocation



DMND

Budget Allocation

Awareness: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	\$6,000	\$1.25	4,800	0.05%	2
AdWords Search	-	\$1.40	0	0.05%	0
Display	\$3,000	\$5.00	600	0.05%	0
Video	\$3,000	\$3.50	857	0.05%	0
Total Spend	\$12,000	Total # Visitors	6,257	Number of new Students	2

Interest: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	\$7,000	\$0.50	14,000	0.1%	14
AdWords Search	\$4,000	\$1.50	2,667	0.1%	3
Display	\$0	\$3.00	0	0.1%	0
Video	\$2,000	\$2.75	727	0.1%	1
Total Spend	\$13,000	Total # Visitors	17,394	Number of new Students	17

Desire: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	\$15,000	\$0.30	50,000	0.3%	150
AdWords Search	\$10,000	\$1.50	6,667	0.3%	20
Display	\$0	\$3.00	0	0.3%	0
Video	\$0	\$2.75	0	0.3%	0.00
Total Spend	\$25,000	Total # Visitors	56,667	Number of new Students	170

ROI: Budget Allocation for Media

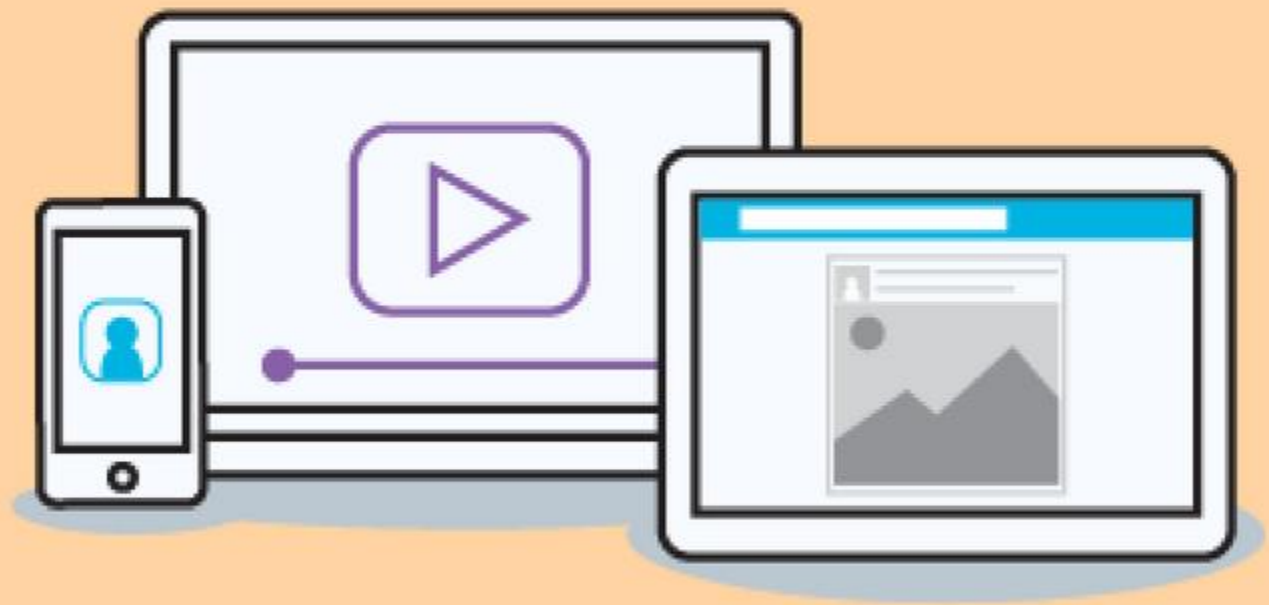
Phase	Total Spend	Total Number of Site Visits	Total Number of Sales	Profit Per Sale	Total Profit	ROI
Aware-ness	\$12,000	6257	2	\$299	\$598	-95.02%
Interest	\$13,000	17,394	17	\$299	\$5,201	-59.99%
Desire	\$25,000	56,667	170	\$299	\$50,830	103.32%
Total	\$50,000	80,318	189		\$56,629	13.26%



3. Showcase Work

Project 2

Market your Content



Marketing Objective & KPI

Objective: Acquire 100 blog followers in May 2019

KPI: Number of blog followers

Blog Post

The theme of this blog post is about why I decided to enroll in the DMND. It outlines my personal struggle to find a direction in my life and the path I took that eventually led me to pursuing digital marketing and enrolling in the DMND.



Link: <https://bit.ly/2DzLBff>

Crafting Social Media Posts - Summary

To share this post on Social Media I chose Facebook, Twitter and LinkedIn. The first two, because they are good places to share blog posts and the most heavily used social networkd, resulting in the highest probability of views and possible followers. Additionally I chose LinedIn because, as a networking site, it's a good place for career related posts.

Platform 1: Facebook

Why I think digital marketing – with @Udacity in particular – is awesome!

...and how I came to think that.

Starting with my personal struggle to find something to do with my life and how I finally did! Including the resources I used to do so and how anyone can!

Platform 2: Twitter

Why I think digital marketing – with @Udacity in particular – is awesome!

...and how I came to think that.

Starting with my personal struggle to find something to do with my life and how I finally did! Including the resources I used to do so and how anyone can!

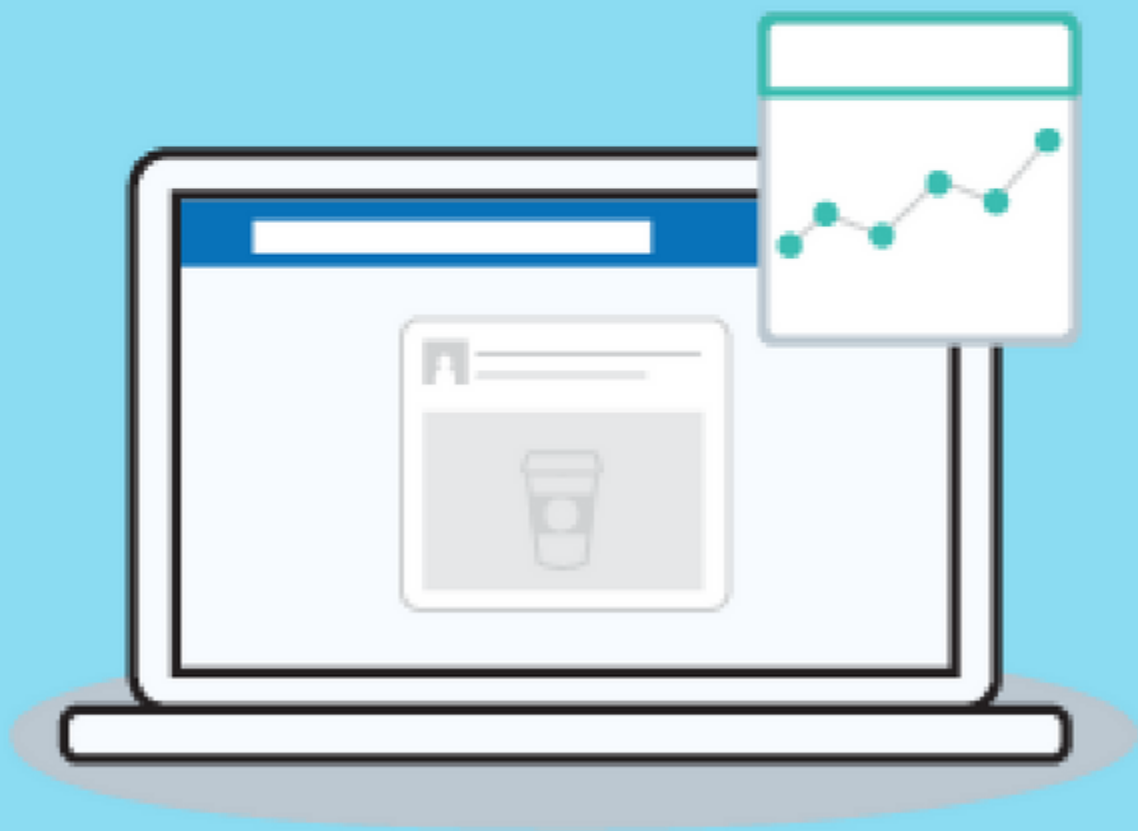
Platform 3: LinkedIn

Here's an article I wrote about why I decided to enroll in Udacity's Digital Marketing Nanodegree.

It's features my personal struggle to find direction in my life, how I went about finding it, how I discovered my passion for all things digital and analytics (among others) and how this led me to pursue digital marketing and enroll in the DMND.

Project 3 - Part 2

Run a Facebook Campaign



Campaign Approach

I marketed the eBook. My objective in this campaign, is to generate at least as many leads as needed to break even (considering a 15\$ conversion value and a budget of 100\$).

I want to target students who are interested in upskilling themselves. So I targeted people who are in college or finished (which would also target graduate/master students), who have showcased at least *some* interest in any topic related to digital marketing.

To speak to this target persona, the ad copy then asks: „Want to learn the latest in demand-skills?“, to address their desire for continuing education and job-readiness.

Further, I chose three different photos, which all relate to a different theme or character. The first, shows a few graduating students, which relates to the continuing education theme. The second, shows a laptop with some graphs and data, to relate to the digital and analytic nature of digital marketing (and also in-demand skills). The third, relates to social media, as it shows „likes“ and „hearts“ and so on.

The goal is to see, which ad performs best. That is, which implicit message of the photo, speaks best to my target audience.

Marketing Objective

Generate 10 leads (i.e. email-addresses from eBook downloads) for a maximum of USD 100 from May 7th through May 12th

KPI

Number of leads (i.e. email-addresses from eBook downloads).

Campaign & Ad Set: Sample

Who did you target with your Ad Set and how (demographics, location, interest, behavior, etc.)?

DRAFT CAMPAIGN

Campaign Name

WolPinFeb-19

Campaign Objective

Conversions

Create New Ad Set ▼

Ad Set Name

DE 20-30 higher ed, Marketing

Targeting

Location: Germany

Age: 20 - 30

People Who Match: Interests: Conversion marketing, Search engine marketing, Content marketing, Email marketing, AdWords, Digital marketing, Higher education, Marketing, Social marketing, Search engine optimization, Social media marketing, Online advertising, Economics or Google Analytics, Behaviors: Small business owners

And Must Also Match: Education Level: In college or College grad

Interest expansion: On

Less ▲

Ad Placement

Facebook Feeds, Facebook Instant Articles, Facebook In-Stream Videos, Facebook Right Column, Facebook Suggested Videos, Facebook Marketplace, Facebook Stories, Instagram Feed, Instagram Stories, Audience Network Native, Banner and Interstitial, Audience Network In-Stream Videos, Audience Network Rewarded Videos, Messenger Inbox and Messenger Stories

Budget & Schedule

\$100.00 Lifetime | May 7, 2019 - May 12, 2019

Ad Summary: Sample

What Ad Copy and Ad Creatives did you use?

Create New Ad ▼

Ad Name

DE 20-25 higher ed, Marketing
- Image #


Headline

Download your free eBook!

Text

Want to learn the latest in-demand skills? Download our Free Social Media Advertising Guide and get started!

Images


Each image will create a different ad.

Note: I mistakenly named the Ad Set “DE 20-25 higher ed, Marketing”, suggesting an age range from 20-25, whereas it was from 20-30, as seen above.

Ad Images: Sample

**Digital Marketing by Udacity** ...
Sponsored

Want to learn the latest in-demand skills? Download our Free Social Media Advertising Guide and get started!



DMND.UDACITY.COM
Download your free eBook!
Free Social Media Advertising Guide

Download


**Digital Marketing by Udacity** ...
Sponsored

Want to learn the latest in-demand skills? Download our Free Social Media Advertising Guide and get started!




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Free Social Media Advertising Guide

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Want to learn the latest in-demand skills? Download our Free Social Media Advertising Guide and get started!



DMND.UDACITY.COM
Download your free eBook!
Free Social Media Advertising Guide

Download

Key Results

Present the most important metrics per ad

Campaign	Results	Reach	Cost per Result	Amount Spent
Ad One	4	1,691	\$4.14	\$16.57
Ad Two	12	6,274	\$6.27	\$75.19
Ad Three	-	610	-	\$8.24
Overall	16	7,747	\$6.25	\$100

Campaign Evaluation

see appendix for reference

Overall, the campaign was a success. The objective was to generate 10 leads during the five-day runtime* with a \$100 budget. The campaign exceeded that target by 60%, generating 16 leads, which – given the assumed \$15 conversion value – results in a 240% ROI ($(\$15 \times 16) / \100).

The second ad by far performed best, generating 12 of the 16 leads at an average Cost per Result (CPR) of \$6.27. Ad one didn't perform as well and was thus deprioritized by Facebook. Still, it generated four leads at a \$4.14 CPR, even lower than ad two. Ad three performed worst and was heavily deprioritized by Facebook, resulting in no leads.

Ad Performance quickly declined over time. The number of generated leads went down day by day as Cost per Result rose, ending with one generated lead at negative ROI (\$20.22) on the 5th day.

In general, women accounted for 75% of all leads (12); especially women aged 25-34 (11 leads). For men, both age groups resulted in 2 leads each.

The average CTR was .56% (with .47% for Ad one, .63% for Ad two and .14% for Ad three). Average Landing Page Conversion Rate (LPCR) was around 27%. In other words, out of all people who clicked on the ad and landed on the Landing Page (60), around 27% downloaded the eBook (16 leads/60 Clicks = 0.2667).

*I mistakenly included the 12th of May, so it actually ran 6 days.

Campaign Evaluation

see appendix for reference

Further breakdown of the single ads, especially for age and gender, yields some interesting insights.

First, even though ad one did not nearly generate the number of leads like ad two, it performed exceptionally well for women aged 25-34, with the highest CTR (.79%), the highest LPCR (67%) and the lowest CPR (\$2.06, less than a third of the overall average).

All four leads generated by this ad came from this demographic, none from men, suggesting this ad was not appealing to men, but to women.

Second, for ad two, the same demographic also performed best. Interestingly though, women aged 18-24 performed worst of all (no leads for ad one; one lead for ad two at negative ROI).

As mentioned, for men, both age groups performed about the same on all metrics. Further - and most interestingly – Click-Through-Rates on ad two are also about the same for all ages and genders, suggesting the ad itself was equally appealing to all. Conversion Rates though, are far apart; about 18% for both age groups of men, only 10% for women aged 18-24 (the group with negative ROI) and 41% for women aged 25-34.

This could suggest, that men are equally interested in „learning the latest in-demand skills“, as mentioned in the ad copy, and also equally appealed by the ad creative, but are not as interested in Social Media Advertising, or the eBook respectively, as women.

Campaign Evaluation

see appendix for reference

To test this hypothesis – that women are in fact more interested in Social Media Advertising/the eBook, or in other words, more likely to convert, once they are on the Landing Page - I conducted a Chi-Squared test, to test whether gender has a significant effect on conversion rates.

Unfortunately, a sample size of 34 (#of link-clicks from 25-34 year-olds) is too small to draw meaningful conclusions, or to be very sure about them. Still, a test statistic of 2.77 means, the result is significant at the 10% significance level ($X^2=2.71$ for $p=.10$). While not as conclusive as one likes statistical tests to be, it still is a strong hint that men might not convert as well as women, once they are on the Landing Page and thus might not be as interested in a Free Social Media Advertising eBook, as women.

Campaign Evaluation: Recommendations

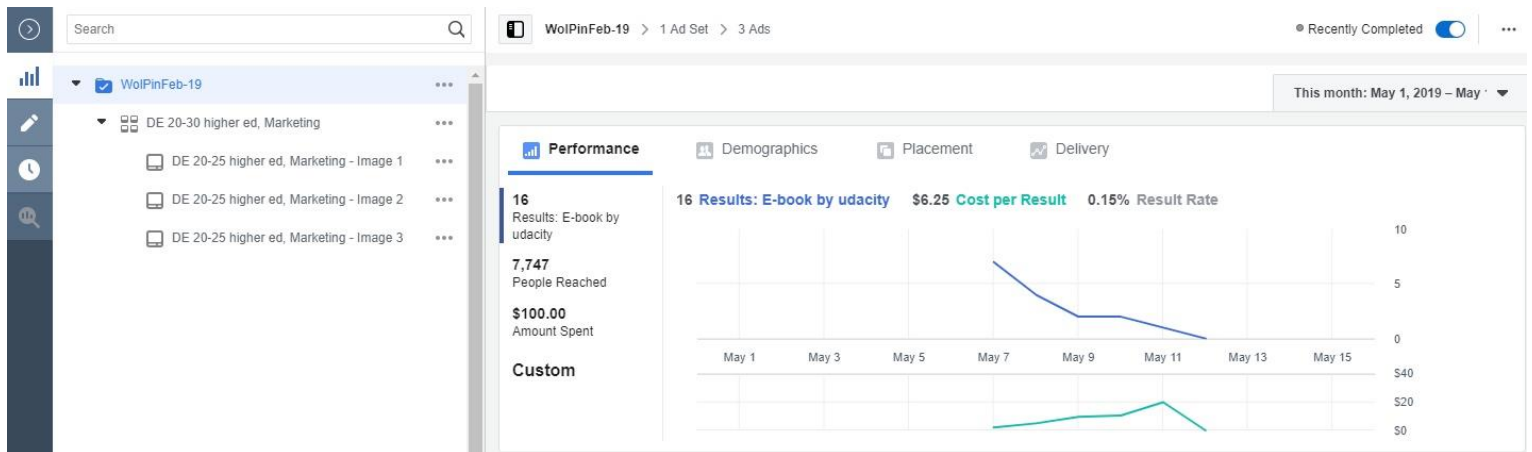
If additional budget was available, I would test a number of things on the next campaign.

1. In general, I would test different ad creatives and copies. The creative could, for example, include a picture of the eBook, to better capture what is being offered, which could lead to higher conversion rates and lower CPRs, because the customer might be better able to gauge whether they might be interested in downloading from the start. The ad copy could have variations of the wording and/or more information in it.
2. As this Ad Set saw rapidly diminishing returns, I would test if a campaign duration of three or four days worked better.
3. Women aged 18-24 generally weren't interested. Those that were, generated negative ROI, so I would either cut them from the targeting or try variations on the ad, that could potentially be more appealing to that demographic.
4. Women aged 25-34 performed very well, so this demographic should be targeted more heavily, with potentially even more appealing ad variations.

Campaign Evaluation: Recommendations

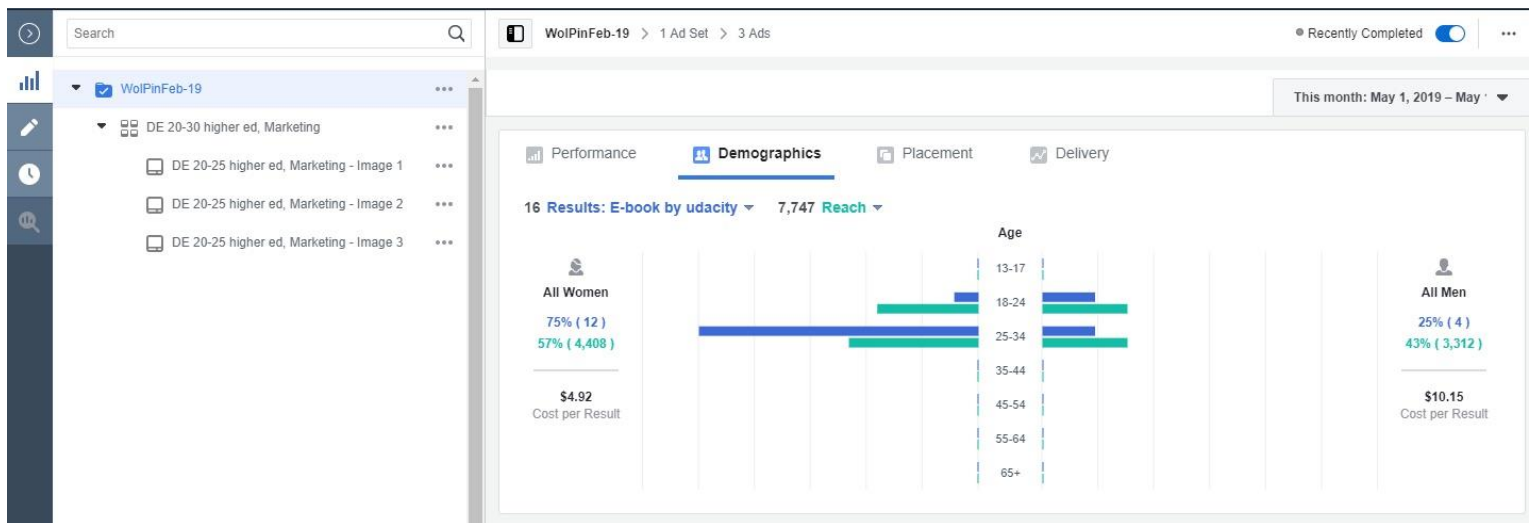
5. Men performed quite well and ROI positive, but converted much less than women (significance testing delivered *weak* evidence on that). Most interestingly, even though they had similar CTRs. One reason could be that men are just less interested in digital marketing, that seems unlikely though and same CTRs contradict that. Another could be, that they are less interested in Social Media Advertising specifically. Additionally, men only converted on the second ad, the one that featured an analytics theme (laptop with data visualizations), not the first one, featuring recent college grads (which women – in relative numbers – liked even better than the second one). This might be an angle. Maybe, (some) men could be appealed to more, with a focus on the analytical and/or technical aspect of digital marketing. If possible, creating another eBook around that theme might prove to be a better lead generator for this demographic.

Campaign Results: Performance

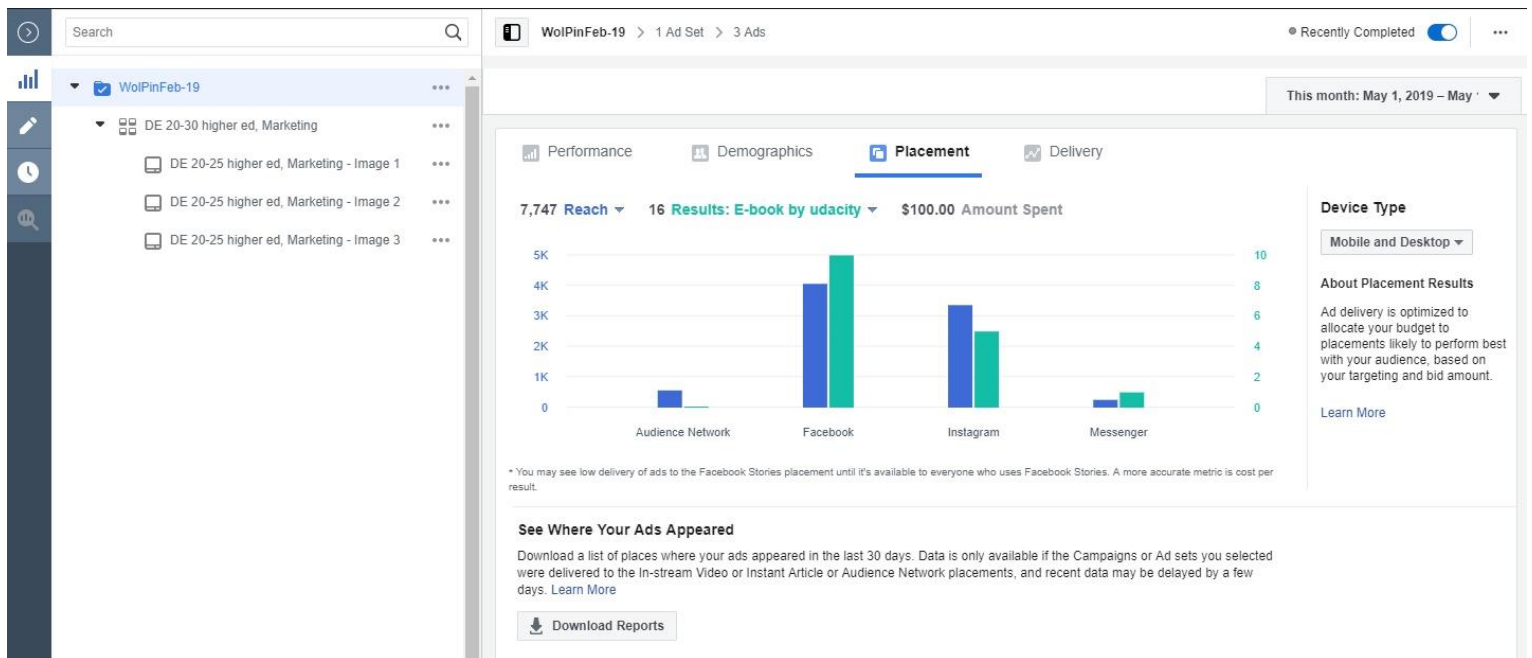


Ads only yield positive ROI for first three or four days.
See breakdown by day on page 23

Campaign Results: Demographics



Campaign Results: Placement



Ad Set Data: Performance

Account Overview

Campaigns1 selected

Ad Sets1 selected

Ads1 selected

+ Create




Duplicate

Edit

Preview

Rules

View SetupColumns: DefaultBreakdownReports

	Ad Name	Ad Set Name	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Relevance Score	Link Clicks
<input checked="" type="checkbox"/>	 DE 20-25 higher ed, Marketing - Image 1	DE 20-30 higher ed, Marketing 0 active ads	Lowest cost Conversions	\$100.00 Lifetime		4 E-book by u...	1,691	2,144	\$4.14 Per E-book ...	\$16.57	May 12, 2019	4	10
<input type="checkbox"/>	 DE 20-25 higher ed, Marketing - Image 2	DE 20-30 higher ed, Marketing 0 active ads	Lowest cost Conversions	\$100.00 Lifetime		12 E-book by u...	6,274	7,830	\$6.27 Per E-book ...	\$75.19	May 12, 2019	4	49
<input type="checkbox"/>	 DE 20-25 higher ed, Marketing - Image 3	DE 20-30 higher ed, Marketing 0 active ads	Lowest cost Conversions	\$100.00 Lifetime		— E-book by u...	610	705	— Per E-book ...	\$8.24	May 12, 2019	4	1
Results from 3 ads						16 E-book by u...	7,747 People	10,679 Total	\$6.25 Per E-book ...	\$100.00 Total Spent			60 Total

DIGITAL MARKETING

NANODEGREE PROGRAM

Ad Set Data: Delivery

Account Overview		Campaigns 1 selected		Ad Sets 1 selected		Ads 1 selected	
+ Create		Duplicate		Edit		Preview Rules	
						View Setup Columns: Delivery Breakdown Reports	
	Ad Name	Delivery	Reach	Frequency	Cost per 1,000 People Reached	Impressions	CPM (Cost per 1,000 Impressions)
<input checked="" type="checkbox"/>	DE 20-25 higher ed, Marketing - Image 1	Not Delivering Ad Set Completed	1,691	1.27	\$9.80	2,144	\$7.73
<input type="checkbox"/>	DE 20-25 higher ed, Marketing - Image 2	Not Delivering Ad Set Completed	6,274	1.25	\$11.98	7,830	\$9.60
<input type="checkbox"/>	DE 20-25 higher ed, Marketing - Image 3	Not Delivering Ad Set Completed	610	1.16	\$13.51	705	\$11.69
Results from 3 ads			7,747 People	1.38 Per Person	\$12.91 Per 1,000 People Reached	10,679 Total	\$9.36 Per 1,000 Impressions

Ad Set Data: Engagement

Account Overview

Campaigns1 selected

Ad Sets1 selected

Ads1 selected

+ Create

Duplicate

Edit

Preview




Rules

View Setup

Columns: Engagement

Breakdown

Reports

	Ad Name	Delivery	Post Reactions	Post Comments	Post Saves	Post Shares	Link Clicks	Page Likes	CPC (Cost per Link Click)	Effect Share
<input checked="" type="checkbox"/>	 DE 20-25 higher ed, Marketing - Image 1	● Not Delivering Ad Set Completed	1	—	—	—	10	—	\$1.66	—
<input type="checkbox"/>	 DE 20-25 higher ed, Marketing - Image 2	● Not Delivering Ad Set Completed	2	—	1	4	49	—	\$1.53	—
<input type="checkbox"/>	 DE 20-25 higher ed, Marketing - Image 3	● Not Delivering Ad Set Completed	2	—	—	—	1	—	\$8.24	—
Results from 3 ads ⓘ			5 Total	— Total	1 Total	4 Total	60 Total	— Total	\$1.67 Per Action	— Total

Ad Data: Performance

Breakdown by Day (Ad one and two)

<input type="checkbox"/>	Ad Name	Image	Bid Strategy Ad Set	Budget Ad Set	Last Significant Edit Ad Set	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Relevance Score	Link Clicks
<input type="checkbox"/>	DE 20-25 higher ed, Marketing - Image 1		Higher ed, Marketing	Lowest cost Conversions	\$100.00 Lifetime	4 E-book by u...	1,691	2,144	\$4.14 Per E-book ...	\$16.57	May 12, 2019	4	10
	2019-05-12					—	65	65	—	\$0.53		—	2
	2019-05-11					—	436	478	—	\$5.06		—	1
	2019-05-10					1	243	261	\$2.66	\$2.66		—	1
	2019-05-09					—	172	188	—	\$1.53		—	1
	2019-05-08					—	432	490	—	\$2.99		—	1
	2019-05-07					3	584	662	\$1.27	\$3.80		5	4
<input type="checkbox"/>	DE 20-25 higher ed, Marketing - Image 2		Higher ed, Marketing	Lowest cost Conversions	\$100.00 Lifetime	12 E-book by u...	6,274	7,830	\$6.27 Per E-book ...	\$75.19	May 12, 2019	4	49
	2019-05-12					—	213	215	—	\$2.81		—	—
	2019-05-11					1	1,450	1,517	\$14.48	\$14.48		5	6
	2019-05-10					1	1,843	1,935	\$17.26	\$17.26		4	12
	2019-05-09					2	1,586	1,654	\$8.07	\$16.15		4	11
	2019-05-08					4	1,419	1,558	\$3.93	\$15.72		4	10
	2019-05-07					4	884	951	\$2.19	\$8.77		5	10

Ads only yield positive ROI for first three or four days.

Ad Data: Performance and Clicks

Breakdown by Day Age and Gender (Ad one and two)

View Setup Columns: Performance and Clicks Breakdown: Age and Gender Reports																			
Ad Name	Results	Reach	Frequen	Cost per Result	Budget Ad Set	Amount Spent	Ends	Qu Ran	Eng	Con	f	Impression	CPM (Co per 1,000 Impression)	Link Clicks	CPC (Cost per Link Click)	CTR (Link Click-)	Clicks (All)	CTR (All)	CPC (All)
DE 20-25 higher ed, Marketing - Image 1	4 E-book by...	1,691	1.27	\$4.14 Per E-boo...	\$100.00 Lifetime	\$16.57	May 12, 2019	A...	B...	A...		2,144	\$7.73	10	\$1.66	0.47%	11	0.51%	\$1.51
18-24 Female	—	483	1.24	—		\$4.19		—	—	—		599	\$6.99	2	\$2.10	0.33%	2	0.33%	\$2.10
18-24 Male	—	280	1.19	—		\$1.76		—	—	—		334	\$5.27	1	\$1.76	0.30%	1	0.30%	\$1.76
18-24 Uncategorized	—	2	1.00	—		\$0.02		—	—	—		2	\$10.00	—	—	—	—	—	—
25-34 Female	4	587	1.35	\$2.06		\$8.24		—	—	—		790	\$10.43	6	\$1.37	0.76%	7	0.89%	\$1.18
25-34 Male	—	336	1.23	—		\$2.28		—	—	—		414	\$5.51	1	\$2.28	0.24%	1	0.24%	\$2.28
25-34 Uncategorized	—	4	1.25	—		\$0.08		—	—	—		5	\$16.00	—	—	—	—	—	—
DE 20-25 higher ed, Marketing - Image 2	12 E-book by...	6,274	1.25	\$6.27 Per E-boo...	\$100.00 Lifetime	\$75.19	May 12, 2019	A...	B...	A...		7,830	\$9.60	49	\$1.53	0.63%	56	0.72%	\$1.34
18-24 Female	1	1,494	1.23	\$15.81		\$15.81		—	—	—		1,835	\$8.62	10	\$1.58	0.54%	11	0.60%	\$1.44
18-24 Male	2	1,360	1.17	\$8.49		\$16.97		—	—	—		1,587	\$10.69	11	\$1.54	0.69%	13	0.82%	\$1.31
18-24 Uncategorized	—	6	2.17	—		\$0.13		—	—	—		13	\$10.00	—	—	—	—	—	—
25-34 Female	7	2,066	1.27	\$3.83		\$26.84		—	—	—		2,626	\$10.22	17	\$1.58	0.65%	20	0.76%	\$1.34
25-34 Male	2	1,334	1.31	\$7.64		\$15.28		—	—	—		1,745	\$8.76	11	\$1.39	0.63%	11	0.63%	\$1.39
25-34 Uncategorized	—	14	1.71	—		\$0.16		—	—	—		24	\$6.67	—	—	—	1	4.17%	\$0.16
Results from 3 ads	16 E-book by...	7,747 People	1.38 Per Per...	\$6.25 Per E-boo...		\$100.00 Total Spent						10,679 Total	\$9.36 Per 1,000 ...	60 Total	\$1.67 Per Action	0.56% Per Imp...	70 Total	0.66% Per Imp...	\$1.43 Per Click

Highest CTR, highest LPCR and lowest CPR

Both age-groups for male have LPCR of ~18%

Women aged 25-34 have LPCR of ~41% for ad two (~67% for ad one)

Similar CTRs for male and female and all ages

Chi-Square Test

Interest in Social Media/On-Page-Conversion-Rate
Male vs. Female

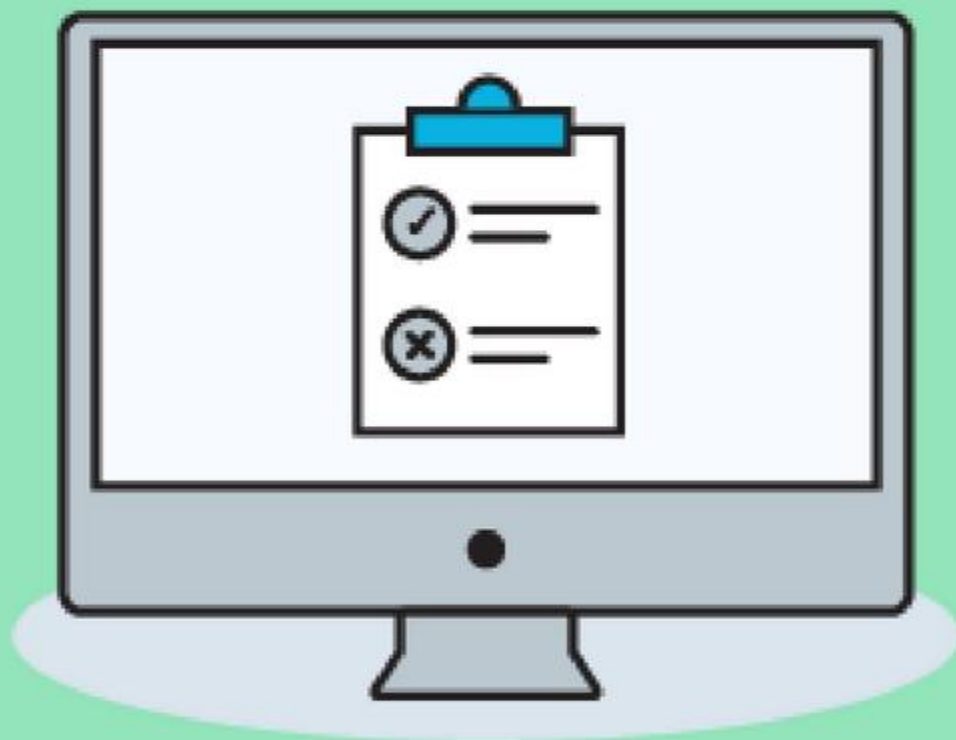
Column total: Total clicks
Yes row: Conversion/eBook downloads
Age group: 25-34

Observed			
	Male	Female	Total (row)
Yes	2	11	13
No	9	12	21
Total (column)	11	23	34
Expected			
	Male	Female	Total (row)
Yes	4.21	8.79	13
No	6.79	14.21	21
Total (column)	11	23	34
Chi-Square			
	Male	Female	Total (row)
Yes	1.16	0.55	
No	0.72	0.34	
Total (column)			2.77

test statistic is significant
for a p-value of .10

Project 4

Conduct an SEO Audit



Marketing Objective & KPI

- **Marketing Objective** – Increase monthly organic search traffic by 5% within the next year
- **KPI** – number of monthly website visitors (through SERP)

Keywords

	Head Keywords	Tail Keywords
1	digital marketing course	digital marketing job description
2	digital marketing certificate (/certification)	how to get digital marketing experience
3	online marketing courses	how to learn digital marketing
4	learn digital marketing	how to get a job in digital marketing
5	digital marketing skills	udacity digital marketing nanodegree worth it

Keyword with the Greatest Potential

Which Head Keyword has the greatest potential?

- „digital marketing course“, with Potential Score of 63 from Moz’s Keyword Explorer

Which Tail Keyword has the greatest potential?

- “digital marketing job description”, with Potential Score of 57 from Moz’s Keyword Explorer

Technical Audit: Metadata

URL: <https://dmnd.udacity.com/>

Current

Title Tag

Udacity Digital Marketing Nanodegree Program Website

Meta-
Description

-

Alt-Tags

-

Revision

Title Tag

Digital Marketing Nanodegree | Home | Udacity

Meta-
Description

Kick-start your career as a Digital Marketer. Gain real-world experience by running live campaigns and learn from some of the best in the field! [149 characters]

Alt-Tags

Become a Digital Marketer; Company logos of Facebook, Google, Hootsuite, HubSpot, Mailchimp, Moz; Laptop with course UI, Instructor during lesson, Laptop with course UI

Suggested Blog Topics

Topic 1: Digital Marketing job description – Targeted at people at the very early research stage, those who might be interested in getting into Digital Marketing and are researching whether it would be for them. Here, an interview with a working professional could be a good way to show what a digital marketer does in real life and how it is an awesome job, to create a desire to learn digital marketing while positioning the brand as a provider of content to do so.

Topic 2: How to get a job in Digital Marketing – A blog post about the skills employers look for, for an entry-level position (and how they are taught in the DMND). People searching for this are already interested in becoming a Digital Marketer, so this post would connect the dots between what the customer wants and how he can get there, through the service offered.

Suggested Blog Topics

Topic 3: Is the DMND worth it? – The keyword “udacity digital marketing nanodegree worth it” has a very low search volume. However, people searching so specifically already know about the product and are probably near purchase, but want to be sure they are spending their money wisely. Here, a student success story would be great to show how a real person got a great job, because of taking the DMND, to nudge the potential customer into becoming an actual one.

Technical Audit: Backlink Audit

	Backlink	Domain Authority (DA)
1	blogs.msdn.microsoft.com/arsen/2018/05/17/certified-kubernetes-administrator-cka-cncf-exam-preparation-resources-that-i-found-useful/	99
2	docs.microsoft.com/en-us/contribute/additional-resources	99
3	blogs.msdn.microsoft.com/arsen/2018/05/17/certified-kubernetes-administrator-cka-cncf-exam-preparation-resources-that-i-found-useful/	99

Link-Building

Identify **three** websites that you think would be relevant, high traffic sites that you would like to gain backlinks from to help drive traffic to dmnd.udacity.com.

Site Name	Upwork
Site URL	https://www.upwork.com/
Organic Search Traffic	528K
Site Name	Searchenginejournal
Site URL	https://www.searchenginejournal.com/
Organic Search Traffic	273K
Site Name	Lifhack
Site URL	https://www.lifhack.org
Organic Search Traffic	1.9M

Page Index

There are two or fewer indexed pages.

URL	Google Indexed Pages
https://dmnd.udacity.com/	n/a

The number of indexed pages is important, because in order to appear in the search results, and thus drive traffic to it, it has to be indexed by Google. This number can help gauge the state and help of the site. If it is lower than it should be, Google might have penalized certain pages or deemed them not relevant.

Page Speed

Page speed is very good on Desktop (99/100), but not on mobile (52/100).



<https://dmnd.udacity.com/>

0-49 50-89 90-100 ⓘ



<https://dmnd.udacity.com/>

0-49 50-89 90-100 ⓘ

Page speed is a major ranking factor in search engine results. It also improves the User Experience, which leads to higher conversion rates. It is especially important for mobile as, according to Google, nearly half of all visitors will abandon a site if it doesn't load within 3 seconds.

Mobile-Friendly Evaluation

The page is mobile friendly, i.e. easy to use and uses responsive design.

Tested on: 22 May 2019 at 11:10

Page is mobile friendly

This page is easy to use on a mobile device



Mobile-friendliness is important because, according to Google, users are five times more likely to leave a site if it isn't mobile-friendly.

Recommendations

To improve the DMND site from an SEO perspective, there are a number of recommendations.

1. **Blogging** - In order to rank for a number of related search queries and for different stages of the Customer Journey, I would recommend active blogging about different topics that are of interest to prospective students. The above suggested topics could be a start.
2. **Link-Building** - The then-written blog posts should be used to reach out to appropriate publications for active link-building.
3. **Improve Metadata** - From a technical perspective, the pages html – title tag, meta description and image alt tags – could be improved as shown above, to enhance crawler-friendliness as well as accessibility.
4. **Improve Mobile Speed** – Finally, and very importantly, the page should be optimized for mobile speed. This could be done, first and foremost, through newer picture formats that have superior compression compared to JPEG and PNG. Further speed enhancing changes in the CSS – as per the Google Lighthouse report – should be considered.

Project 5 - Part 2

Run an AdWords Campaign



1. Approach Description

I marketed the „Intro to Descriptive Statistics“ course in India.

I created two Ad Groups, for different stages in the Customer Journey. The first Ad Group (Awareness) targets people with low or no intent to enroll in a Nanodegree, but want to learn statistics via an online course. Keywords include broader terms like „statistics course“ and long-tail ones, such as „data analysis course for beginners“.

The second Ad Group (Interest) is geared towards people, further on the Customer Journey; the Interest Stage or maybe even the Desire Stage. It targets people, who want to learn Data Analysis/Data Science to transition into new careers or upgrade their current one, as many people do these days. Specifically, it targets people at the beginning on that journey, who are still at the research stage and are looking into how best to learn the necessary skills and what courses to take. A free course on the foundation of data analysis – statistics – is a great way to start and also to get acquainted with the style of content and learning experience, Udacity provides. So the goal is to provide a low-commitment way to try out Udacity, for people who are set on learning Data Analysis/Science.

While competition for keywords surrounding the Data Science theme is high (and thus, ranking for them more expensive), people who are actively looking for Data Science training and certifications, are probably much more likely to ultimately convert – that is, enroll in a actual Nanodegree. The limited budget of \$10/day could be too low for this kind of targeting. It is interesting to test this approach, however.

2. Marketing Objective & KPI

(Ultimate goal: get people to sign up for/purchase Nanodegrees)

Campaign Objective: Generate 10 leads via signups for the free course within 5 days, with \$10 daily budget.

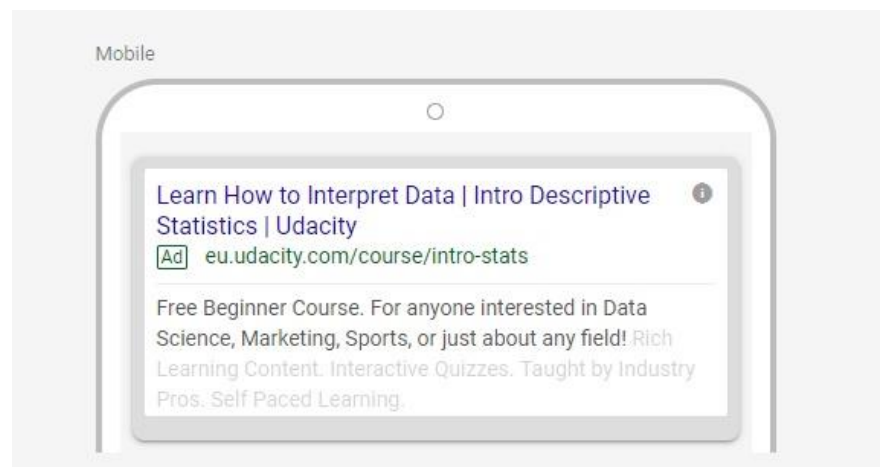
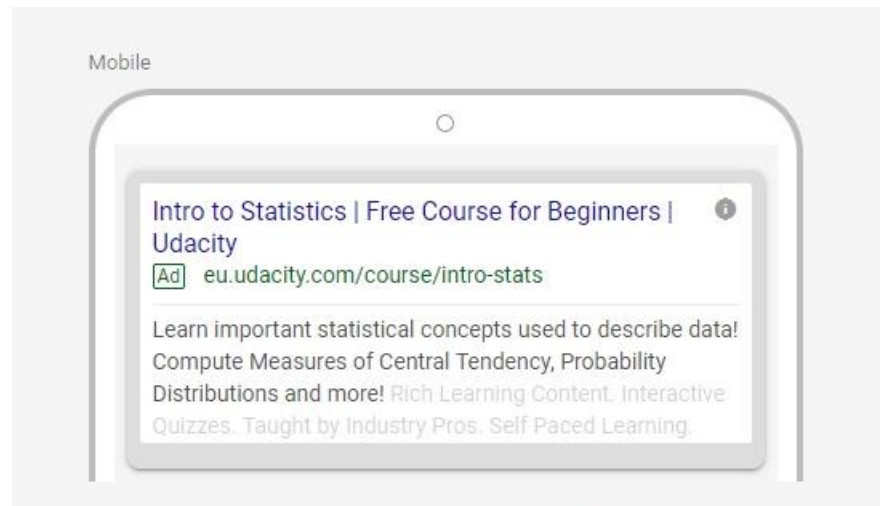
KPI: Number of leads

Ad Group #1:

Ads & Keyword Lists

Keyword List:

mooc statistics
statistical concepts
statistics course
free statistics course
probability and statistics
intro to statistics online course
exploratory data analysis
basic statistics concepts
data analysis courses for beginners
statistical data analysis
statistical analysis
statistics tutorials
data interpretation
online statistics course
learn statistics online
statistics math
introduction to statistics
basic statistics
data analysis and interpretation
introduction to probability

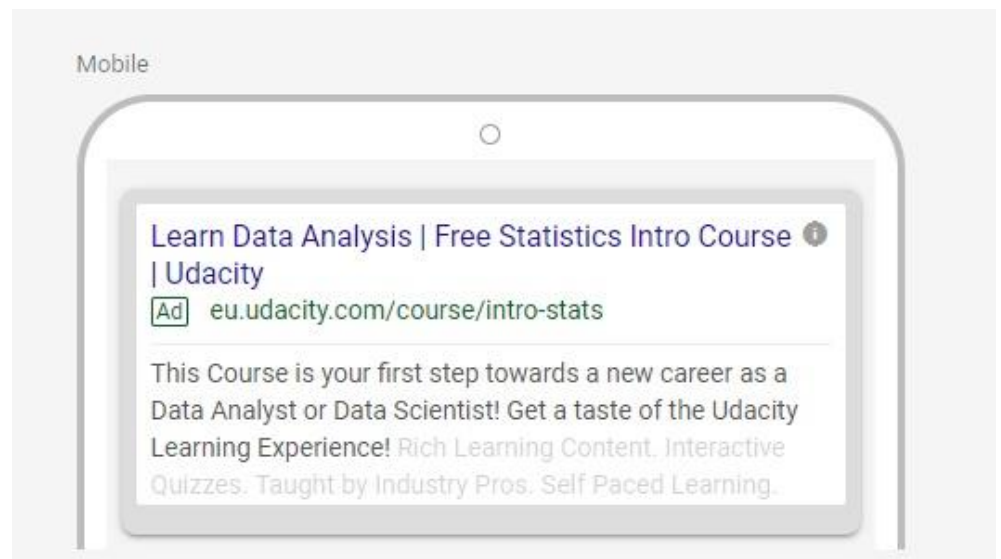
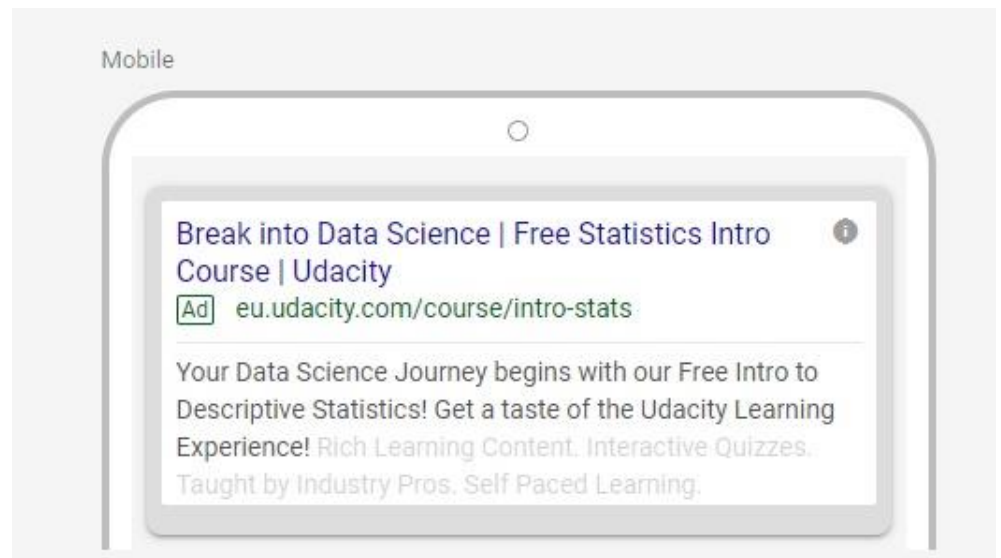


Ad Group #2:

Ads & Keyword List

Keyword List:

data analytics courses
learn data science
data scientist skills
free data science courses
introduction to data science
data science course
data science tutorial
data science where to start
statistics for data science
how to become a data scientist
how to learn data science
business analyst course
data analytics certification
courses
how to get into data science
intro to data science
data science certification
become a data scientist
data science training
intro to data analysis
data analytics courses online
data science online course



Key Campaign Results (Campaign & Ad Groups)

Present the results of your campaign and ad groups by completing the table below.

Ad Group	Max. CPC Bid	Impr.	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.	Cost
Awareness (statistics course)	\$3.00	468	18	3.85%	\$1.34	0	0.00%	\$0.00	\$24.13
Interest (statistics course)	\$3.00	1,081	25	2.31%	\$1.43	2	8.00%	\$17.91	\$35.82
Total		1,549	43	2.78%	\$1.39	2	4.65%	\$29.98	\$59.95

Key Campaign Results (Ads)

Present the results of your ads by completing the table below.

Ad	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.
<i>Ad Group 1, Ad 1</i>	10	6.02%	\$1.24	0.00	0.00%	\$0.00
<i>Ad Group 1, Ad 2</i>	8	2.65%	\$1.47	0.00	0.00%	\$0.00
<i>Ad Group 2, Ad 1</i>	12	3.10%	\$1.13	1.00	8.33%	\$13.53
<i>Ad Group 2, Ad 2</i>	13	1.87%	\$1.71	1.00	7.69%	\$22.29

Key Campaign Results (Keywords)

Keyword	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.
data analytics courses	2	1.48%	\$1.44	1	50%	\$2.88
data science certification	1	5.88%	\$1.07	1	100%	\$1.07
data science course	8	3.43%	\$1.42	-	-	-

Campaign Evaluation

Campaign Level

Overall, the campaign was a success. It generated 2 conversions at a total cost of \$60, resulting in a 100% ROI – given the assumed conversion value of \$60 per lead. The conversion rate of 4.65% is close to, but a bit lower than, the expected 5%. The average CPC of \$1.39 is well below the \$3.00 maximum bid. Together with an average position of 2.0, this suggests overall decent ad quality and relevance.

Ad Group Level

Within the Ad Group Level, we see that the Interest group had a much lower CTR of 2.31%, vs. 3.85% for the Awareness group. This is probably due to the lower avg. Position of 2.3, vs. 1.4, which in turn suggests more competition and/or lower Quality Score, for the former. Higher competition is reflected by the difference in avg. CPC, \$1.53 and \$1.18, respectively. This is also evident in the number of Impressions, which is more than double for the Interest group - 1,081 vs. 468 – suggesting much higher interest in and search volume for keywords surrounding the Data Science-career theme in contrast to „just“ statistics, which would generally mean higher competition.

Campaign Evaluation

This is consistent with initial assumption (see Approach Description) that ranking for these keywords will be harder due to competition. The second assumption was, that even though competition will be higher, user intent will be also, which is reflected by the fact that both conversions were generated by the Interest group.

Ad level

On the Ad Level, we see that in both groups, there is one Ad that performed significantly better than the other, in terms of higher CTR and lower Avg. CPC. Oddly, the same Ads received much less Impressions. So Google seemed to show the less performing Ads more often. It is not quite clear why that is.

For the Awareness Group, the Ad with the first headline „Learn How to Interpret Data“ performed much better (in terms of CTR, there was no conversion for either one) than the second ad „Intro to Statistics“. This might be a result of the former being more of a call to action, as well as stating the outcome or benefit – to learn to interpret data - more clearly and directly than the latter one. Here, a proper A/B test of headlines and ad copy would be necessary, to confidently say what works best.

Campaign Evaluation

Within the Interest Group, the first ad („Learn Data Analysis“) performed better than the second („Break Into Data Science“). Both generated one conversion, but the first has a higher CTR and Conversion Rate and lower cost. The difference in CTR isn't as pronounced as in the Awareness group, though, perhaps because of the greater similarity between ads for this group (both are CTA-like). Again, proper A/B tests would be needed.

Campaign Evaluation

Keywords

The evaluation of Keyword-Performance proves to be more difficult, due to scarceness of data, i.e., only few keywords generated clicks at all and if they did, they range from 1 to 8 clicks, with widely varying other metrics, some of which are of outlier-character. The two keywords that ultimately led to the two conversions – „data science certification“ and „data analytics courses“ - testify to that, as they have one and two clicks, respectively; or 100% and 50% conversion rates. Further, the first has 135 Impressions, which yields a CTR on the low end of the spectrum (1.48%), but still converted on one of those two clicks. The second, had a CTR of 5.88%, which is quite good, but only 17 Impressions and one click don't allow for drawing strong conclusions. Even further, the actual search terms related to those keywords are „certification for data analyst pune salary“ („pune“ being a region in India, the assigned Location), „business intelligence developer course syllabus“ and „ms data science syllabus pdf“, none of which seem a very good match for the type of targeting originally intended.

Campaign Evaluation

Keywords

To gauge performance of the other keywords, I separated the Keywords into two groups; those that generate sufficient data to make inferences (in statistics, $N=30$ is often viewed as a threshold, where inferences begin to be reliable, so I look at keywords with 30 or more Impressions) and those that don't. Within the first group, I ranked them based on CTR, since – in absence of conversion data – this is our best guess of performance (with an eye on factors like CPC and QS aswell, of course). This group can be further divided into three subgroups. (I tabulated the results in a spreadsheet, see Appendix)

1. The 8 best performing keywords, that are around or above average CTR (I calculated a new avg. CTR of 2.61% within that group of >30 Impressions). Some of those are still low number of Impressions, so low certainty on their performance.
2. The 3 keywords, that had clicks, but below average CTR.
3. The 4 potentially bad performing keywords that theoretically should have gotten clicks - based on avg. CTR and number of impressions (e.g. 65 impressions should make 1.7 clicks) – but didn't. *Potentially* bad performing because number of Impressions and certainty is low.

Campaign Evaluation

Keywords

Despite varying performance, all keywords would be ROI positive, given a revised max CPC bid of \$2.79 ($\$60 \text{ Conversion Value} * 4.65\% \text{ Conversion Rate}$; assuming no changes in Quality Score).

The second group, those with below 30 Impressions, can be divided into two subgroups.

1. A group of 6 potentially promising keywords, that have low number of Impression but performed disproportionately well, with the exception of one, which, with an avg. CPC of \$2.93, would be ROI negative, ceteris paribus.
2. The final group, that didn't generate any clicks, but are low in Impressions, so that it isn't possible to say, if they would or would not perform better, given more time and budget.

All of the above evaluates performance mainly based on CTR. Of course, number of Impressions itself can be an important metric to gauge keyword performance, especially with regard to Ad Quality. Unfortunately, Google doesn't display the Quality Score for most of the keywords, except 4 in this last group (2 have very high, 2 very low Quality).

Campaign Evaluation

Keywords

Low number of Impressions can also mean there is just low search volume. When looking at the distribution of head and tail-keywords between the two groups of high and low number of impressions, we see that the average number of words in the first group has an average 2.6 words – so more head-like keywords - the second group has an average of 3.7 words – so more tail-like. Since head-keywords are searched much more often, this explains the low performance of most of the keywords, in terms of number of Impressions. That doesn't mean that these keywords are bad. On the contrary, *if* they are searched for, they're generally better targeted. Additionally, the first group of high Impression keywords, used up almost all of the budget. The 11 keywords of the first group, that generated clicks cost \$48.63. So there wasn't much budget left, if the other ones were searched for.

Maybe that was precisely the error, then? Wasted budget on head-keywords, so that the potentially better targeted keywords didn't get a chance? There is no way to tell at this point, since the keyword with the most clicks – „data science course“ with 8 clicks – should not have generated a conversion, even if we assumed a 10% conversion rate, which would be quite high.

Campaign Evaluation

Keywords

Maybe it should have gotten more clicks than 8 then and just performed badly? For the product offered, a statistics course, the keyword „statistics course“ presumably provides a good baseline for CTR of a reasonably well targeted keyword. It has a 3.97% CTR, with a high number of Impressions, 126, so that we can be confident about significance (the CTR being „right“ and not caused by randomness). „Data science course“ has a CTR not much lower, of 3.43%, so we can't say it should have gotten many more clicks than it did. This in turn, doesn't support the conclusion, that we wasted our budget on low-performing head-keywords.

All in all, insufficient budget is very probably the cause of the overall low performance of most of the keywords and the fact, that analysis of their performance is difficult, due to insufficient data. A „Search Lost Impression Share (budget)“ of 90% for the campaign, meaning over 90% of eligible Impressions were lost due to insufficient budget, testifies to that. In contrast, „Search IS Lost (rank)“, the percentage of Impressions lost due to low Ad Rank, is an average 0.43%.

Campaign Evaluation

Keywords

Another factor, that probably contributed to the fact that some keywords didn't generate much or even any Impressions, is that there are of course many similarities between the keywords for one Ad Group, but had the match type „broad match“, which means that a given search term could match different keywords, so they interfere with each other.

One last thing to note. As mentioned in the Ad Group Section, average Position of the Ad Groups and corresponding Keywords is consistently much better for the Awareness Group, than for the Interest group. This is not surprising, since – aside from the lower competition - keywords for the Interest group surround the Data Science theme, but the Landing Page is for a statistics course, which Google probably doesn't evaluate as relevant, as for keywords that directly relate to statistics. The performance of the keywords – in terms of clicks and CTR – on the other hand, is evenly spread, which means, that users still clicked the Ad about just as often or at about the same rate. The Ads for the Interest group (Data Science Theme keywords) make clear that the statistics course is the first step in the Data Science Journey, which users seemed to more or less agree on, even if Google didn't rate the Ad and landing Page as relevant. Still, low Ad Rank is a problem.

Recommendations for future campaigns

There are a number of recommendations to consider for future campaigns.

1. On a general note, keywords should be optimized concerning match types. First, there seemed to be some interference between keywords because broad matches could match different keywords, so phrase matching would be more appropriate in many cases. For example “data interpretation” was triggered by “interpretation work from home hyderabad”, which is not desirable. Especially programming and software related search terms including terms like “python”, “r”, “spss”, “developer” etc. came up within the Data Science theme and are not relevant either. These should either be added as negative keywords or be locked out through phrase matching.
2. For the Awareness Group, time and budget seemed to be the greatest hurdle. This Ad Group has decent CTR, low CPC and consistently high position, only number of Impressions and corresponding clicks were low. So low in fact, that it shouldn't have gotten a conversion (which it didn't) assuming a 5% conversion rate, but could, given time and additional budget). Here, we should also A/B-test different headlines (more Call-To-Action-like headlines seemed to attract more clicks) and ad copy and pause keywords that, after a time, still don't perform.

Recommendations for future campaigns

3. For the Interest Group, the initial assumptions as to how and why it might work, don't seem to be wrong, but Quality Score and Relevance are a problem (reflected by low Ad Rank). To try to improve this, I would suggest different Ad Groups with a narrower focus of keywords and specially tailored Ad copy, headlines, Landing Page and added sitelink extensions. Right now, the keywords are a mix of "Data Science" "Data Analysis" and "Business Analytics", roughly speaking. Neither is represented sufficiently as of now. "Data Science" is mentioned in the Ads and one time on the Landing Page. The Landing Page also prominently links to the "Data Analyst Nanodegree" (not the "Data Science Nanodegree"; see Appendix). "Business Analytics" is mentioned nowhere and "business analyst course" unsurprisingly has one of the lowest CTRs and Ad Positions. So a possible way to improve the Ads for the different topics or keywords, is to tailor everything specifically for them, so when a user searches for keywords related to "data analyst", the ad is tailored to that, plus Landing Page and a sitelink extension link to the right Nanodegree. The same happens, when a search is related to "business analytics". The Landing Page then links to the "Business Analyst Nanodegree" and so on.

Recommendations for future campaigns

I believe this can be done with a dynamic Landing Page, though I'd have to consult with a developer for the technical specifics (worst case are a few different landing pages with minor tweaks).

This should improve Ad Quality, Relevance and Position, while also creating a much better User Experience, which should lead to higher CTRs and conversions. This should be tested, at least.

Ad Groups

<input type="checkbox"/>	<input checked="" type="radio"/>	Ad group	Status	Default max. CPC	Ad group type	⬇ Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate	Avg. pos.
<input type="checkbox"/>	<input checked="" type="radio"/>	Interest (statistics course)	Campaign paused	\$3.00 (enhanced)	Standard	25	1,081	2.31%	\$1.43	\$35.82	2.00	\$17.91	8.00%	2.3
<input type="checkbox"/>	<input checked="" type="radio"/>	Awareness (statistics course)	Campaign paused	\$3.00 (enhanced)	Standard	18	468	3.85%	\$1.34	\$24.13	0.00	\$0.00	0.00%	1.4
		Total: All but ...				43	1,549	2.78%	\$1.39	\$59.95	2.00	\$29.98	4.65%	2.0
		Total: Experi...				0	0	—	—	—	0.00	—	0.00%	—
		Total: Camp...				43	1,549	2.78%	\$1.39	\$59.95	2.00	\$29.98	4.65%	2.0

Ads

<input type="checkbox"/>	<input checked="" type="radio"/>	Ad	Ad group [↑]	Status	Ad type	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate	Avg. pos.
<input type="checkbox"/>	<input checked="" type="radio"/>	Learn How to Interpret Data Intro Descriptive Statistics Udacity eu.udacity.com/course/intro-stats Free Beginner Course. For anyone interested in Data Science, Marketing, Sports, or just about any field!	Awareness (statistics course)	Campaign paused	Expanded text ad	10	166	6.02%	\$1.24	\$12.40	0.00	\$0.00	0.00%	1.4
<input type="checkbox"/>	<input checked="" type="radio"/>	Intro to Statistics Free Course for Beginners Udacity eu.udacity.com/course/intro-stats Learn important statistical concepts used to describe data! Compute Measures of Central Tendency, Probability Distributions and more!	Awareness (statistics course)	Campaign paused	Expanded text ad	8	302	2.65%	\$1.47	\$11.73	0.00	\$0.00	0.00%	1.5
<input type="checkbox"/>	<input checked="" type="radio"/>	Learn Data Analysis Free Statistics Intro Course Udacity eu.udacity.com/course/intro-stats This Course is your first step towards a new career as a Data Analyst or Data Scientist! Get a taste of the Udacity Learning Experience!	Interest (statistics course)	Campaign paused	Expanded text ad	12	387	3.10%	\$1.13	\$13.53	1.00	\$13.53	8.33%	2.2
<input type="checkbox"/>	<input checked="" type="radio"/>	Break into Data Science Free Statistics Intro Course Udacity eu.udacity.com/course/intro-stats Your Data Science Journey begins with our Free Intro to Descriptive Statistics! Get a taste of the Udacity Learning Experience!	Interest (statistics course)	Campaign paused	Expanded text ad	13	694	1.87%	\$1.71	\$22.29	1.00	\$22.29	7.69%	2.3
Total: All but removed ads [🕒]						43	1,549	2.78%	\$1.39	\$59.95	2.00	\$29.98	4.65%	2.0
Total: Experiments [🕒]						0	0	—	—	\$0.00	0.00	\$0.00	0.00%	—
Total: Campaign [🕒]						43	1,549	2.78%	\$1.39	\$59.95	2.00	\$29.98	4.65%	2.0

Keywords

<input type="checkbox"/> <input checked="" type="radio"/> Keyword	Ad group ↑	Status	Max. CPC	Policy details	Final URL	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate	Avg. pos.
Total: All but removed keywords ?						43	1,549	2.78%	\$1.39	\$59.95	2.00	\$29.98	4.65%	2.0
<input type="checkbox"/> <input checked="" type="radio"/> statistical analysis	Awareness (statistics course)	Campaign paused	\$3.00 (enhanced)	Approved	—	3	87	3.45%	\$2.01	\$6.03	0.00	\$0.00	0.00%	1.6
<input type="checkbox"/> <input checked="" type="radio"/> introduction to statistics	Awareness (statistics course)	Campaign paused	\$3.00 (enhanced)	Approved	—	0	11	0.00%	—	\$0.00	0.00	\$0.00	0.00%	1.1
<input type="checkbox"/> <input checked="" type="radio"/> basic statistics	Awareness (statistics course)	Campaign paused	\$3.00 (enhanced)	Approved	—	0	15	0.00%	—	\$0.00	0.00	\$0.00	0.00%	1.2
<input type="checkbox"/> <input checked="" type="radio"/> data interpretation	Awareness (statistics course)	Campaign paused	\$3.00 (enhanced)	Approved	—	4	43	9.30%	\$1.15	\$4.61	0.00	\$0.00	0.00%	1.1
<input type="checkbox"/> <input checked="" type="radio"/> probability and statistics	Awareness (statistics course)	Campaign paused	\$3.00 (enhanced)	Approved	—	1	33	3.03%	\$0.97	\$0.97	0.00	\$0.00	0.00%	1.0
<input type="checkbox"/> <input checked="" type="radio"/> online statistics course	Awareness (statistics course)	Campaign paused	\$3.00 (enhanced)	Approved	—	0	0	—	—	\$0.00	0.00	\$0.00	0.00%	—
<input type="checkbox"/> <input checked="" type="radio"/> statistics math	Awareness (statistics course)	Campaign paused	\$3.00 (enhanced)	Approved	—	1	48	2.08%	\$0.62	\$0.62	0.00	\$0.00	0.00%	1.1
<input type="checkbox"/> <input checked="" type="radio"/> exploratory data analysis	Awareness (statistics course)	Campaign paused	\$3.00 (enhanced)	Approved	—	0	4	0.00%	—	\$0.00	0.00	\$0.00	0.00%	2.3
<input type="checkbox"/> <input checked="" type="radio"/> statistical data analysis	Awareness (statistics course)	Campaign paused	\$3.00 (enhanced)	Approved	—	1	33	3.03%	\$1.36	\$1.36	0.00	\$0.00	0.00%	1.7
<input type="checkbox"/> <input checked="" type="radio"/> data analysis and interpretation	Awareness (statistics course)	Campaign paused	\$3.00 (enhanced)	Approved	—	2	4	50.00%	\$1.29	\$2.59	0.00	\$0.00	0.00%	1.3
<input type="checkbox"/> <input checked="" type="radio"/> free statistics course	Awareness (statistics course)	Campaign paused	\$3.00 (enhanced)	Approved	—	0	1	0.00%	—	\$0.00	0.00	\$0.00	0.00%	1.0
<input type="checkbox"/> <input checked="" type="radio"/> learn statistics online ✎	Awareness (statistics course)	Campaign paused	\$3.00 (enhanced) ✎	Approved	— ✎	0	4	0.00%	—	\$0.00	0.00	\$0.00	0.00%	2.3
<input type="checkbox"/> <input checked="" type="radio"/> intro to statistics online course	Awareness (statistics course)	Campaign paused	\$3.00 (enhanced)	Approved	—	0	0	—	—	\$0.00	0.00	\$0.00	0.00%	—
<input type="checkbox"/> <input checked="" type="radio"/> basic statistics concepts	Awareness (statistics course)	Campaign paused	\$3.00 (enhanced)	Approved	—	0	0	—	—	\$0.00	0.00	\$0.00	0.00%	—
<input type="checkbox"/> <input checked="" type="radio"/> introduction to probability	Awareness (statistics course)	Campaign paused	\$3.00 (enhanced)	Approved	—	0	2	0.00%	—	\$0.00	0.00	\$0.00	0.00%	1.0
<input type="checkbox"/> <input checked="" type="radio"/> statistics course	Awareness (statistics course)	Campaign paused	\$3.00 (enhanced)	Approved	—	5	126	3.97%	\$1.48	\$7.38	0.00	\$0.00	0.00%	1.5
<input type="checkbox"/> <input checked="" type="radio"/> statistical concepts	Awareness (statistics course)	Campaign paused	\$3.00 (enhanced)	Approved	—	1	10	10.00%	\$0.57	\$0.57	0.00	\$0.00	0.00%	1.1
<input type="checkbox"/> <input checked="" type="radio"/> statistics tutorials	Awareness (statistics course)	Campaign paused	\$3.00 (enhanced)	Approved	—	0	26	0.00%	—	\$0.00	0.00	\$0.00	0.00%	1.8
<input type="checkbox"/> <input checked="" type="radio"/> data analysis courses for beginners	Awareness (statistics course)	Campaign paused	\$3.00 (enhanced)	Approved	—	0	21	0.00%	—	\$0.00	0.00	\$0.00	0.00%	1.9
<input type="checkbox"/> <input checked="" type="radio"/> mooc statistics	Awareness (statistics course)	Campaign paused	\$3.00 (enhanced)	Approved	—	0	0	—	—	\$0.00	0.00	\$0.00	0.00%	—
<input type="checkbox"/> <input checked="" type="radio"/> business analyst course	Interest (statistics course)	Campaign paused	\$3.00 (enhanced)	Approved	—	2	134	1.49%	\$2.15	\$4.31	0.00	\$0.00	0.00%	2.4
<input type="checkbox"/> <input checked="" type="radio"/> data analytics courses	Interest (statistics course)	Campaign paused	\$3.00 (enhanced)	Approved	—	2	135	1.48%	\$1.44	\$2.88	1.00	\$2.88	50.00%	2.5
<input type="checkbox"/> <input checked="" type="radio"/> data science course	Interest (statistics course)	Campaign paused	\$3.00 (enhanced)	Approved	—	8	233	3.43%	\$1.42	\$11.33	0.00	\$0.00	0.00%	2.3
<input type="checkbox"/> <input checked="" type="radio"/> data science training	Interest (statistics course)	Campaign paused	\$3.00 (enhanced)	Approved	—	2	37	5.41%	\$0.21	\$0.41	0.00	\$0.00	0.00%	2.6
<input type="checkbox"/> <input checked="" type="radio"/> data analytics courses online	Interest (statistics course)	Campaign paused	\$3.00 (enhanced)	Approved	—	0	18	0.00%	—	\$0.00	0.00	\$0.00	0.00%	1.9

Keywords

<input type="checkbox"/>	<div><div></div><div>intro to data science</div></div>	Interest (statistics course)	Campaign paused	\$3.00 (enhanced)	Approved	—	1	3	33.33%	\$2.93	\$2.93	0.00	\$0.00	0.00%	2.0
<input type="checkbox"/>	<div><div></div><div>data scientist skills</div></div>	Interest (statistics course)	Campaign paused	\$3.00 (enhanced)	Approved	—	0	33	0.00%	—	\$0.00	0.00	\$0.00	0.00%	2.8
<input type="checkbox"/>	<div><div></div><div>data science certification</div></div>	Interest (statistics course)	Campaign paused	\$3.00 (enhanced)	Approved	—	1	17	5.88%	\$1.07	\$1.07	1.00	\$1.07	100.00%	2.1
<input type="checkbox"/>	<div><div></div><div>become a data scientist</div></div>	Interest (statistics course)	Campaign paused	\$3.00 (enhanced)	Approved	—	0	39	0.00%	—	\$0.00	0.00	\$0.00	0.00%	2.7
<input type="checkbox"/>	<div><div></div><div>data science online course</div></div>	Interest (statistics course)	Campaign paused	\$3.00 (enhanced)	Approved	—	0	36	0.00%	—	\$0.00	0.00	\$0.00	0.00%	2.1
<input type="checkbox"/>	<div><div></div><div>intro to data analysis</div></div>	Interest (statistics course)	Campaign paused	\$3.00 (enhanced)	Approved	—	0	2	0.00%	—	\$0.00	0.00	\$0.00	0.00%	2.0
<input type="checkbox"/>	<div><div></div><div>how to become a data scientist</div></div>	Interest (statistics course)	Campaign paused	\$3.00 (enhanced)	Approved	—	0	25	0.00%	—	\$0.00	0.00	\$0.00	0.00%	2.6
<input type="checkbox"/>	<div><div></div><div>introduction to data science</div></div>	Interest (statistics course)	Campaign paused	\$3.00 (enhanced)	Approved	—	0	0	—	—	\$0.00	0.00	\$0.00	0.00%	—
<input type="checkbox"/>	<div><div></div><div>data analytics certification courses</div></div>	Interest (statistics course)	Campaign paused	\$3.00 (enhanced)	Approved	—	1	8	12.50%	\$2.07	\$2.07	0.00	\$0.00	0.00%	2.4
<input type="checkbox"/>	<div><div></div><div>statistics for data science</div></div>	Interest (statistics course)	Campaign paused	\$3.00 (enhanced)	Approved	—	0	10	0.00%	—	\$0.00	0.00	\$0.00	0.00%	2.0
<input type="checkbox"/>	<div><div></div><div>how to learn data science</div></div>	Interest (statistics course)	Campaign paused	\$3.00 (enhanced)	Approved	—	2	25	8.00%	\$1.04	\$2.09	0.00	\$0.00	0.00%	1.8
<input type="checkbox"/>	<div><div></div><div>learn data science</div></div>	Interest (statistics course)	Campaign paused	\$3.00 (enhanced)	Approved	—	6	237	2.53%	\$1.46	\$8.73	0.00	\$0.00	0.00%	2.1
<input type="checkbox"/>	<div><div></div><div>data science tutorial</div></div>	Interest (statistics course)	Campaign paused	\$3.00 (enhanced)	Approved	—	0	65	0.00%	—	\$0.00	0.00	\$0.00	0.00%	2.1
<input type="checkbox"/>	<div><div></div><div>data science where to start</div></div>	Interest (statistics course)	Campaign paused	\$3.00 (enhanced)	Approved	—	0	0	—	—	\$0.00	0.00	\$0.00	0.00%	—
<input type="checkbox"/>	<div><div></div><div>how to get into data science</div></div>	Interest (statistics course)	Campaign paused	\$3.00 (enhanced)	Approved	—	0	1	0.00%	—	\$0.00	0.00	\$0.00	0.00%	3.0
<input type="checkbox"/>	<div><div></div><div>free data science courses</div></div>	Interest (statistics course)	Campaign paused	\$3.00 (enhanced)	Approved	—	0	23	0.00%	—	\$0.00	0.00	\$0.00	0.00%	2.0
Total: ... ⓘ							43	1,549	2.78%	\$1.39	\$59.95	2.00	\$29.98	4.65%	2.0
Total: ... ⓘ							0	0	—	—	\$0.00	0.00	\$0.00	0.00%	—
Total: ... ⓘ							43	1,549	2.78%	\$1.39	\$59.95	2.00	\$29.98	4.65%	2.0

Keywords

Keyword	Ad group	Clicks	Impr.	CTR	Avg. CPC	Avg. pos.
data interpretation	Awareness (statistics course)	4	43	9.3%	\$1.15	1.1
data science training	Interest (statistics course)	2	37	5.41%	\$0.21	2.6
statistics course	Awareness (statistics course)	5	126	3.97%	\$1.48	1.5
statistical analysis	Awareness (statistics course)	3	87	3.45%	\$2.01	1.6
data science course	Interest (statistics course)	8	233	3.43%	\$1.42	2.3
probability and statistics	Awareness (statistics course)	1	33	3.03%	\$0.97	1
statistical data analysis	Awareness (statistics course)	1	33	3.03%	\$1.36	1.7
learn data science	Interest (statistics course)	6	237	2.53%	\$1.46	2.1
statistics math	Awareness (statistics course)	1	48	2.08%	\$0.62	1.1
business analyst course	Interest (statistics course)	2	134	1.49%	\$2.16	2.4
data analytics courses	Interest (statistics course)	2	135	1.48%	\$1.44	2.5
data science tutorial	Interest (statistics course)	0	65	0%	--	2.1
become a data scientist	Interest (statistics course)	0	39	0%	--	2.7
data science online course	Interest (statistics course)	0	36	0%	--	2.1
data scientist skills	Interest (statistics course)	0	33	0%	--	2.8
how to learn data science	Interest (statistics course)	2	25	8%	\$1.05	1.8
data science certification	Interest (statistics course)	1	17	5.88%	\$1.07	2.1
statistical concepts	Awareness (statistics course)	1	10	10%	\$0.57	1.1
data analytics certification courses	Interest (statistics course)	1	8	12.5%	\$2.07	2.4
data analysis and interpretation	Awareness (statistics course)	2	4	50%	1.3	1.3
intro to data science	Interest (statistics course)	1	3	33.33%	\$2.93	2
statistics tutorials	Awareness (statistics course)	0	26	0%	--	1.8
how to become a data scientist	Interest (statistics course)	0	25	0%	--	2.6
free data science courses	Interest (statistics course)	0	23	0%	--	2
data analysis courses for beginners	Awareness (statistics course)	0	21	0%	--	1.9
data analytics courses online	Interest (statistics course)	0	18	0%	--	1.9
basic statistics	Awareness (statistics course)	0	15	0%	--	1.2
introduction to statistics	Awareness (statistics course)	0	11	0%	--	1.1
statistics for data science	Interest (statistics course)	0	10	0%	--	2
exploratory data analysis	Awareness (statistics course)	0	4	0%	--	2.3
learn statistics online	Awareness (statistics course)	0	4	0%	--	2.3
introduction to probability	Awareness (statistics course)	0	2	0%	--	1
intro to data analysis	Interest (statistics course)	0	2	0%	--	2
free statistics course	Awareness (statistics course)	0	1	0%	--	1
how to get into data science	Interest (statistics course)	0	1	0%	--	3
introduction to data science	Interest (statistics course)	0	0	--	--	--
basic statistics concepts	Awareness (statistics course)	0	0	--	--	--
mooc statistics	Awareness (statistics course)	0	0	--	--	--
intro to statistics online course	Awareness (statistics course)	0	0	--	--	--
online statistics course	Awareness (statistics course)	0	0	--	--	--
data science where to start	Interest (statistics course)	0	0	--	--	--

Landing Page

Landing Page links to corresponding Nanodegree

FREE COURSE

Intro to Descriptive Statistics

Mathematics for Understanding Data

START FREE COURSE

NANODEGREE PROGRAM

Become a Data Analyst by kaggle

Accelerate your career with the credential that fast-tracks you to job success. >>>

Join the Path to Greatness

This course is your first step towards a new career with the Become a Data Analyst Program.

FREE COURSE

Intro to Descriptive Statistics

Enhance your skill set and boost your hirability through innovative, independent learning.



NANODEGREE PROGRAM

Become a Data Analyst by Kaggle

Accelerate your career with the credential that fast-tracks you to job success.

LEARN MORE

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

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




INVEST IN YOUR FUTURE
udacity.com/digital-marketing

BECOME A DIGITAL MARKETER

Launch Your New Career

 This course is designed for students like you, who have a passion for digital marketing



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.

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



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

Enroll Today >

Launch Your New Career

This course is designed for students like you, who have a passion for digital marketing

Udacity



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

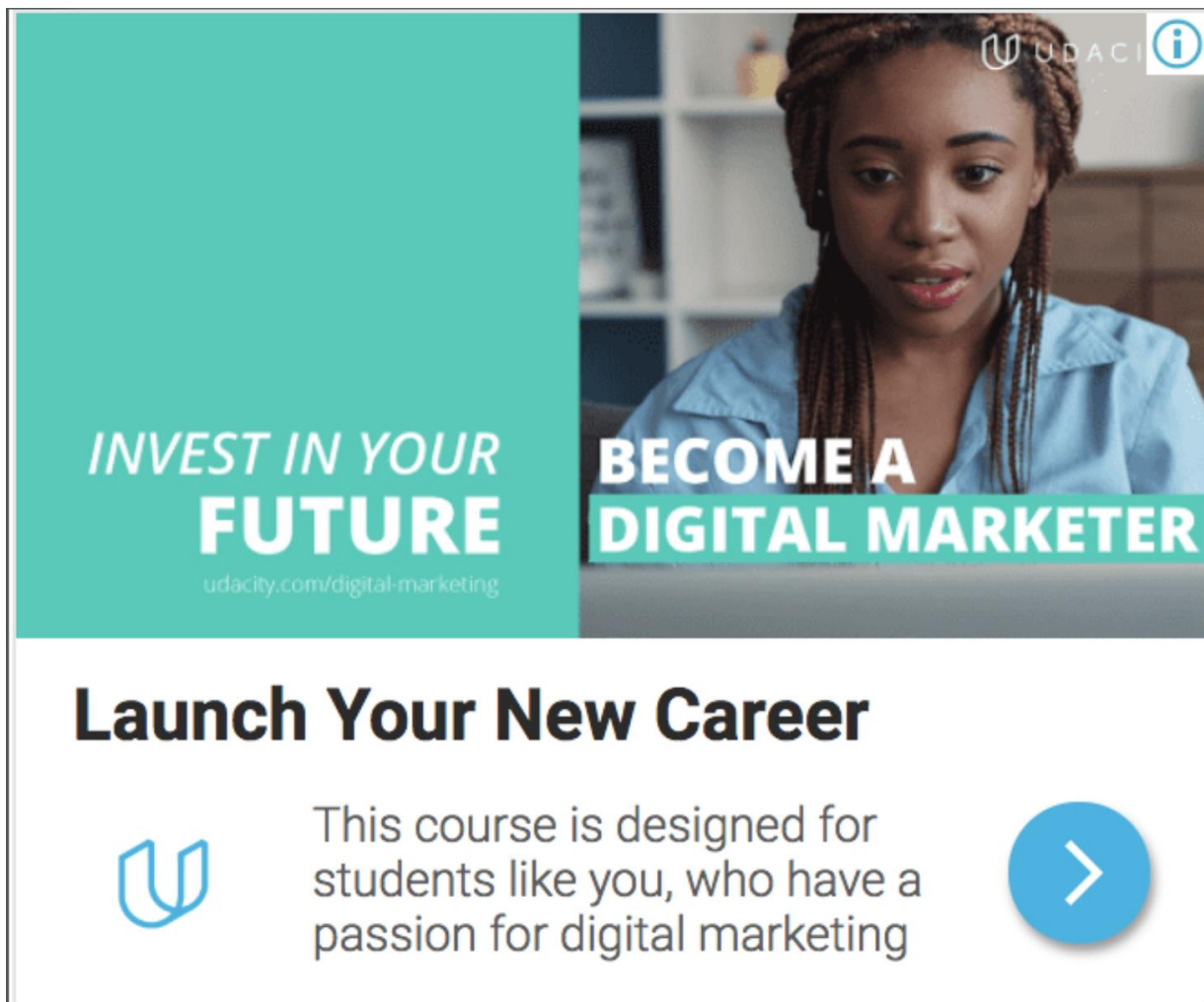
Suggestion 3: A/B test different Ad copy, e.g. s.th. more value-proposition-like.

Suggestion 4: Pause keywords with high CPC

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. Below the photo, the text "Launch Your New Career" is displayed, followed by "This course is designed for students like you, who have a passion for digital marketing". A blue circular button with a white right arrow is on the right. The Udacity logo is in the top right corner, and the Digital Marketing Nanodegree Program logo is in the bottom right corner.

INVEST IN YOUR FUTURE
udacity.com/digital-marketing

BECOME A DIGITAL MARKETER

Launch Your New Career

This course is designed for students like you, who have a passion for digital marketing

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?

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.

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 professionals/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 further 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 to 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			# students n/r	not rounded values	
									CPA rounded	ROI rounded	ROI \$		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%

Project 7

Market with Email



Marketing Objective & KPI

- **Marketing Objective** - Convert 100 leads into Nanodegree purchasers, within the 3-week campaign duration.
- **KPI** – Number of Conversions/Nanodegree purchases.

Email Series

Email 1: Interested in Digital Marketing?

Email 2: DMND preview course

Email 3: Enrollment Closing Soon

Creative Brief: Email 1

Overarching Theme: 3-5 Sentences

General

This first email serves as a general introduction into the DMND. After, for example, downloading the Social Media Advertising Guide, prospective students are acquainted with the program and some of its benefits.

Subject Line 1

|LIST:NAME|, are you interested in becoming a Digital Marketer?

Subject Line 2

Preview Text

Launch your career in Digital Marketing with our expert-led...

Body

Launch your career in Digital Marketing with our expert-led Nanodegree Program.
Learn some of the most in-demand skills and gain real-world experience through hands-on projects.

Outro CTA

LEARN MORE

Creative Brief: Email 2

Overarching Theme: 3-5 Sentences

General

In this second email, prospective students learn about the DMND preview course, which serves as a free, short and easy way to get a taste of what you can expect to learn in the ND, as well as of the Udacity learning experience.

Subject Line 1

Preview the Digital Marketing Nanodegree Program

Subject Line 2

Preview Text

|LIST:NAME|, in case you're wondering *what* and *how* you can learn with us, now you can find out!

Body

|LIST:NAME|, in case you're wondering *what* and *how* you can learn with us, now you can find out!

With our preview of the [Digital Marketing Nanodegree Program](#), you get to peak inside the content for all the topics covered, including Social Media, Search Engine Optimization, Google Analytics and more!

You can also get a taste of our cutting-edge classroom experience, designed to maximize learning in a fun and easy way!

The best part is: it's completely **free**!

So if you're interested in becoming a Digital Marketer and have about an hour to spare, you should definitely check it out!

Here at Udacity, we're pretty sure you will love our content and classroom. But don't just take our word for it - see for yourself!

Outro CTA

START FREE PREVIEW

Creative Brief: Email 3

Overarching Theme: 3-5 Sentences

General

This third and last email of the series, serves to increase the desire to finally enroll, by creating a sense of urgency.

Subject Line 1

DMND Enrollment closing soon!

Subject Line 2

Preview Text

Hi *|LIST:NAME|*, here's a quick reminder that enrollment for our next round of the Digital Marketing Nanodegree is closing...

Body

Hi *|LIST:NAME|*,
here's a quick reminder that enrollment for our next round of the Digital Marketing Nanodegree is closing on **Tuesday, 25th of June!**

If you want to future-proof your career and break into this exciting field, enroll now and start learning!

Outro CTA

ENROLL NOW

Calendar & Plan

Email Name	Planning Phase	Testing Phase	Send Phase	Analyze Phase
Email 1	June, 24	June, 25	June, 26	Juli, 1
Email 2	June, 25	June, 26	Juli, 1	Juli, 6
Email 3	June, 26	June, 27	Juli, 6	Juli, 11

Week One					Week Two					Week Three				
M	T	W	T	F	M	T	W	T	F	M	T	W	T	F

Color Key	Planning Phase	Testing	Send Phase	Analyze Phase
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Email

□ ☆ ▷ me

[Test] Preview the Digital Marketing Nanodegree Program - *[LIST:NAME]*, in case you're wondering what and how you can learn with us, now you can find out! ...

12:15

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Free Program Preview

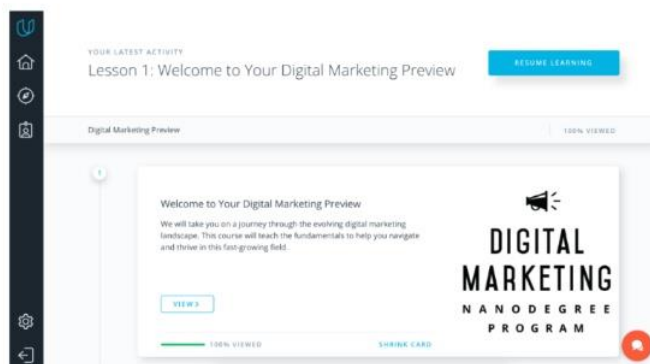
DIGITAL MARKETING NANODEGREE PROGRAM

[LIST:NAME], in case you're wondering *what* and *how* you can learn with us, now you can find out!

With our preview of the [Digital Marketing Nanodegree Program](#), you get to peak inside the content for all the topics covered, including Social Media, Search Engine Optimization, Google Analytics and more!

You can also get a taste of our cutting-edge classroom experience, designed to maximize learning in a fun and easy way!

The best part is: it's completely **free**!



So if you're interested in becoming a Digital Marketer and have about an hour to spare, you should definitely check it out!

Here at Udacity, we're pretty sure you will love our content and classroom. But don't just take our word for it - see for yourself!

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Results Email #1

After you have hit send on the first email of your campaign, you can spend some time analyzing the results.

- 1. Calculate the Open Rate

Results and Analysis				
Sent	Delivered	Opened	Opened Rate	Bounced
2500	2250	495	22%	225

Results Continued Email #1

Results can be monitored within the first 24 hours of an email send, after a couple days or even after a week.

- 1. Calculate the CTR and the Conversion Rate

Results and Analysis				
Clicked	CTR	Take Action	Conversion	Unsub
180	8%	75	3.33%	30

Final Recommendations

There are a number of recommendations to be made.

1. Since the Bounce-Rate is quite high – 250 emails not delivered out of 2500 emails sent, or 10% - it is important to remove addresses that couldn't be sent to, as to avoid getting flagged as spam.
2. To optimize Open Rate, CTR and Conversion rate, the following A/B tests should be applied
 1. **Subject line and preview text:** test whether different subject lines lead to higher Open Rates.
 2. **Copy:** test different copy, especially different length/amount of information. More information/value proposition directly within the email could lead to a higher desire, but it could also make the mail less „digestible“ and prompt readers to abandon the process.

Final Recommendations

- 3. From:** test different sender-addresses. For example adding a personal touch by sending emails from Anke Audenaert – head of the DMND - personally, might improve Open Rates, as well as making the email potentially less likely to be recognised as advertising by the readers email service, making it appear in the primary inbox instead of the promotions section.

