Project 5 - Part 2 Run an AdWords Campaign

Campaign Approach

Description, Marketing

Objective, and KPI

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.
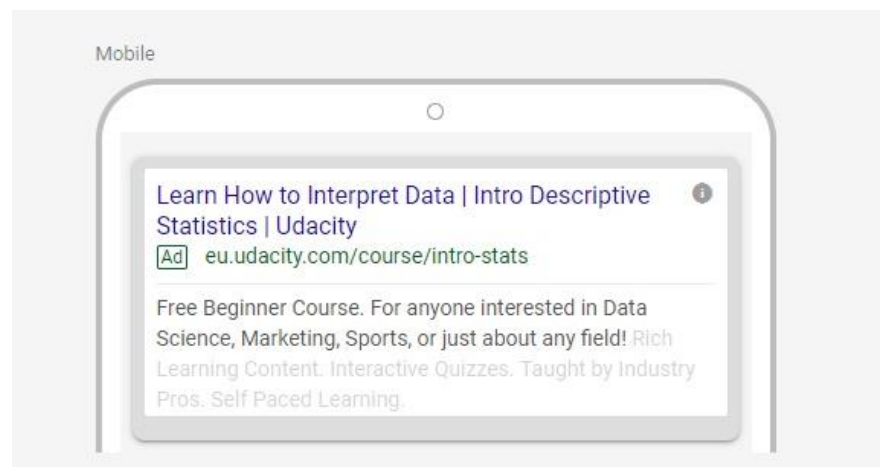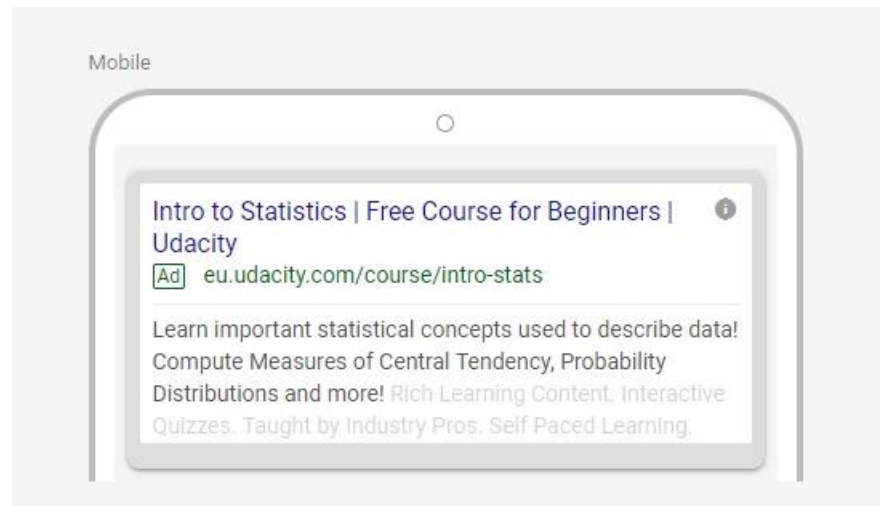
KPI: Number of leads

Ad Groups

Ads and Keywords

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

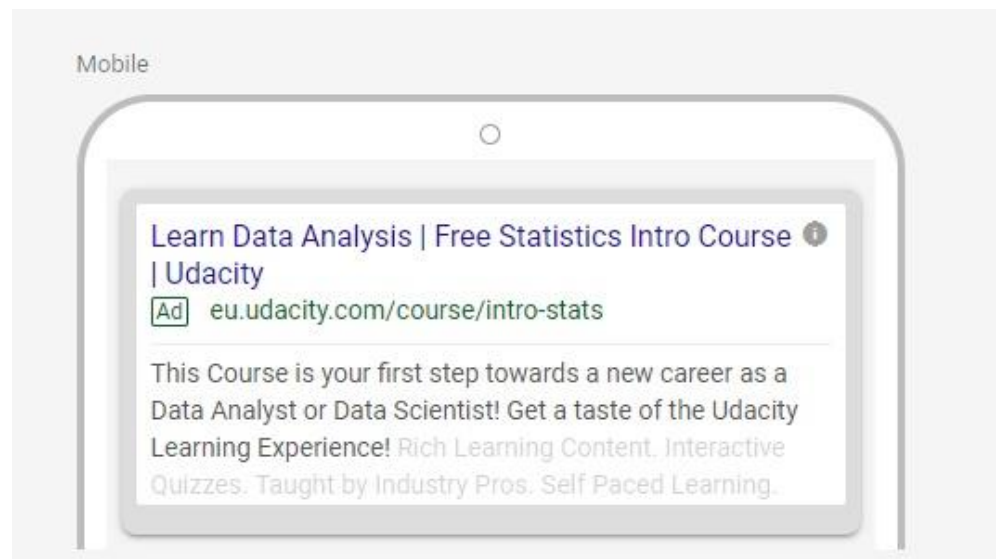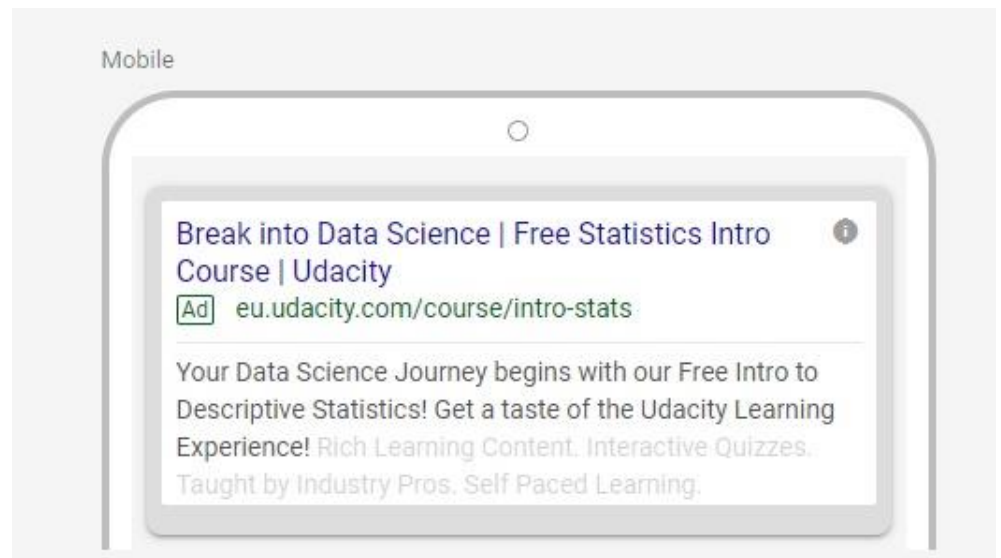data analysis and interpretation

introduction to probability

Mobile

Intro to Statistics | Free Course for Beginners | Udacity

Ad eu.udacity.com/course/intro-stats

Learn important statistical concepts used to describe data! Compute Measures of Central Tendency, Probability Distributions and more! Rich Learning Content. Interactive Quizzes. Taught by Industry Pros. Self Paced Learning.

Mobile

Learn How to Interpret Data | Intro Descriptive Statistics | Udacity

Ad eu.udacity.com/course/intro-stats

Free Beginner Course. For anyone interested in Data Science, Marketing, Sports, or just about any field! Rich Learning Content. Interactive Quizzes. Taught by Industry Pros. Self Paced Learning.

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

Mobile

Break into Data Science | Free Statistics Intro Course | Udacity
Ad   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! Rich Learning Content. Interactive Quizzes. Taught by Industry Pros. Self Paced Learning.

Mobile

Learn Data Analysis | Free Statistics Intro Course | Udacity
Ad   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! Rich Learning Content. Interactive Quizzes. Taught by Industry Pros. Self Paced Learning.

Campaign Evaluation

Results, Analysis and Recommendations

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

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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.
Ad Group 1, Ad 1	10	6.02%	$1.24	0.00	0.00%	$0.00
Ad Group 1, Ad 2	8	2.65%	$1.47	0.00	0.00%	$0.00
Ad Group 2, Ad 1	12	3.10%	$1.13	1.00	8.33%	$13.53
Ad Group 2, Ad 2	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 inital 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 direclty 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-charakter. 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 seperated 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 Conversion Value * 4.65% 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 disproportianally 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).

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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 wer 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 eligable 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 suprising, 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 is 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 belive 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.

Appendix

Screenshots for

Reference

Ad Groups

		Ad group	Status	Default max. CPC	Ad group type	↓ Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate	Avg. pos.
☐	●	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
☐	●	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 ... ⑦				43	1,549	2.78%	$1.39	$59.95	2.00	$29.98	4.65%	2.0
		Total: Experi... ⑦				0	0	–	–	–	0.00	–	0.00%	–
		Total: Camp... ⑦				43	1,549	2.78%	$1.39	$59.95	2.00	$29.98	4.65%	2.0

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Ads

		Ad	Ad group ↑	Status	Ad type	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate	Avg. pos.
☐	●	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
☐	●	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
☐	●	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
☐	●	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

		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 keywo... ⑦						43	1,549	2.78%	$1.39	$59.95	2.00	$29.98	4.65%	2.0
☐	●	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
☐	●	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
☐	●	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
☐	●	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
☐	●	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
☐	●	online statistics course	Awareness (statistics course)	Campaign paused	$3.00 (enhanced ✉	Approved	–	0	0	–	–	$0.00	0.00	$0.00	0.00%	–
☐	●	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
☐	●	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
☐	●	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
☐	●	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
☐	●	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
☐	●▾	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
☐	●	intro to statistics online course	Awareness (statistics course)	Campaign paused	$3.00 (enhanced ✉	Approved		0	0	–	–	$0.00	0.00	$0.00	0.00%	–
☐	●	basic statistics concepts	Awareness (statistics course)	Campaign paused	$3.00 (enhanced ✉	Approved	–	0	0	–	–	$0.00	0.00	$0.00	0.00%	–
☐	●	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
☐	●	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
☐	●	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
☐	●	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
☐	●	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
☐	●	mooc statistics	Awareness (statistics course)	Campaign paused	$3.00 (enhanced ✉	Approved	–	0	0	–	–	$0.00	0.00	$0.00	0.00%	–
☐	●	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
☐	●	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
☐	●	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
☐	●	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
☐	●	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

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Keywords

☐ ●	intro to data science	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
☐ ●	data scientist skills	Interest (statistics course)	Campaign paused	$3.00 (enhanced	Approved	–	0	33	0.00%	–	$0.00	0.00	$0.00	0.00%	2.8
☐ ●	data science certification	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
☐ ●	become a data scientist	Interest (statistics course)	Campaign paused	$3.00 (enhanced	Approved	–	0	39	0.00%	–	$0.00	0.00	$0.00	0.00%	2.7
☐ ●	data science online course	Interest (statistics course)	Campaign paused	$3.00 (enhanced	Approved	–	0	36	0.00%	–	$0.00	0.00	$0.00	0.00%	2.1
☐ ●	intro to data analysis	Interest (statistics course)	Campaign paused	$3.00 (enhanced	Approved	–	0	2	0.00%	–	$0.00	0.00	$0.00	0.00%	2.0
☐ ●	how to become a data scientist	Interest (statistics course)	Campaign paused	$3.00 (enhanced	Approved	–	0	25	0.00%	–	$0.00	0.00	$0.00	0.00%	2.6
☐ ●	introduction to data science	Interest (statistics course)	Campaign paused	$3.00 (enhanced	Approved	–	0	0	–	–	$0.00	0.00	$0.00	0.00%	–
☐ ●	data analytics certification courses	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
☐ ●	statistics for data science	Interest (statistics course)	Campaign paused	$3.00 (enhanced	Approved	–	0	10	0.00%	–	$0.00	0.00	$0.00	0.00%	2.0
☐ ●	how to learn data science	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
☐ ●	learn data science	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
☐ ●	data science tutorial	Interest (statistics course)	Campaign paused	$3.00 (enhanced	Approved	–	0	65	0.00%	–	$0.00	0.00	$0.00	0.00%	2.1
☐ ●	data science where to start	Interest (statistics course)	Campaign paused	$3.00 (enhanced	Approved	–	0	0	–	–	$0.00	0.00	$0.00	0.00%	–
☐ ●	how to get into data science	Interest (statistics course)	Campaign paused	$3.00 (enhanced	Approved	–	0	1	0.00%	–	$0.00	0.00	$0.00	0.00%	3.0
☐ ●	free data science courses	Interest (statistics course)	Campaign paused	$3.00 (enhanced	Approved	–	0	23	0.00%	–	$0.00	0.00	$0.00	0.00%	2.0
	Total: … ⑦						43	1,549	2.78%	$1.39	$59.95	2.00	$29.98	4.65%	2.0
	Total: … ⑦						0	0	–	–	$0.00	0.00	$0.00	0.00%	–
	Total: … ⑦						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

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Intro to Descriptive Statistics

Mathematics for Understanding Data

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