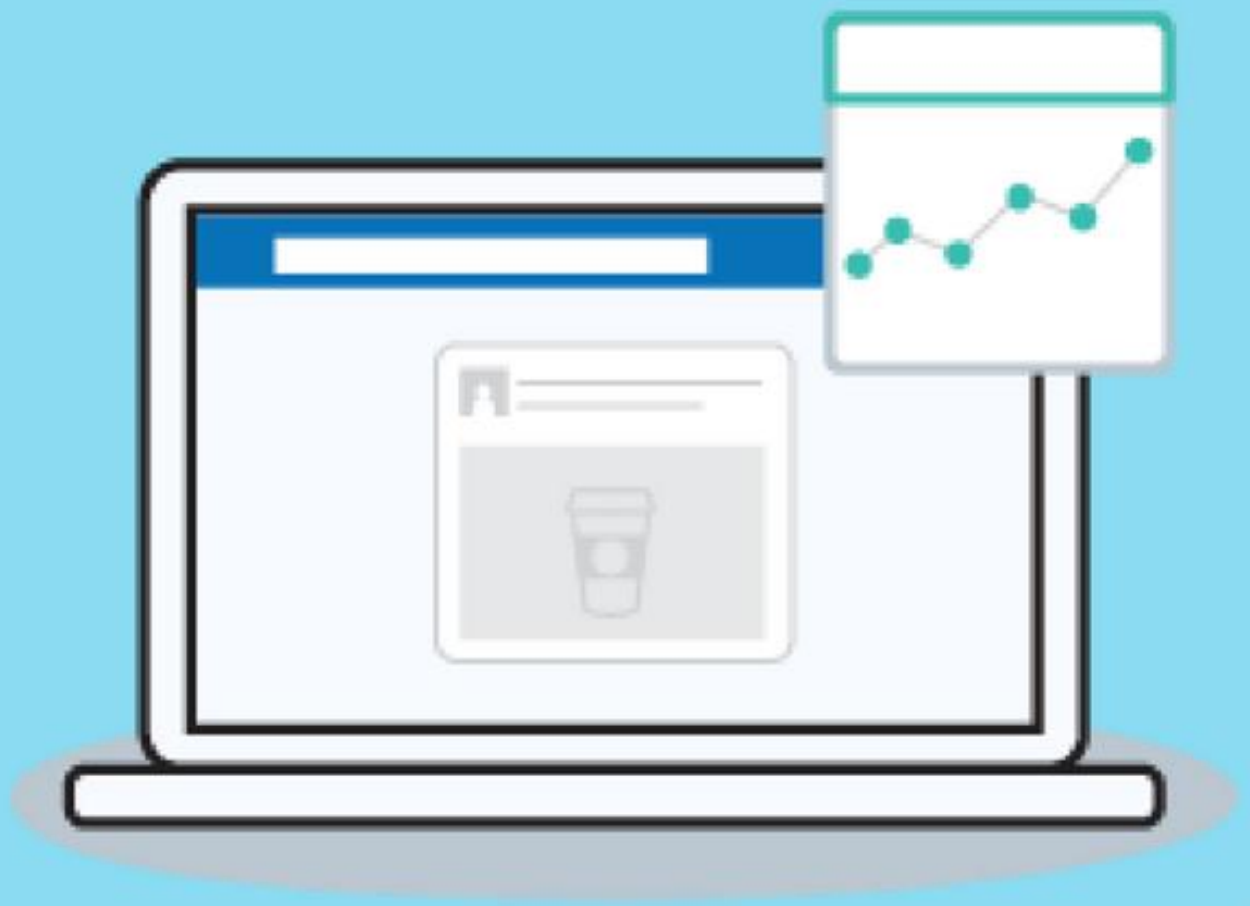# Project 3 - Part 2 Run a Facebook Campaign

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 charakter. 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.

Target Persona

Background and Demographics	Target Persona Name	Needs
• Male • 27 years old • Student • Varying, low income • Single, no kids • Lives in big city/urban environment	Student Samwise	• 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
• Fitness • Yoga • Going to clubs • Creative expressions • Travel	• Wants to have awesome job after graduation • Possibility of remote work • Would like his creative side-hustle to gain more traction	• Not much money • Not much time • Motivation/procrastination problems • Overwhelmed by plethora of online resources

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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 Summary

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

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Ad Summary: Sample

What Ad Copy and Ad Creatives did you use?

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

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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

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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*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. Additionaly, 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.

Appendix

Screenshots for

Reference

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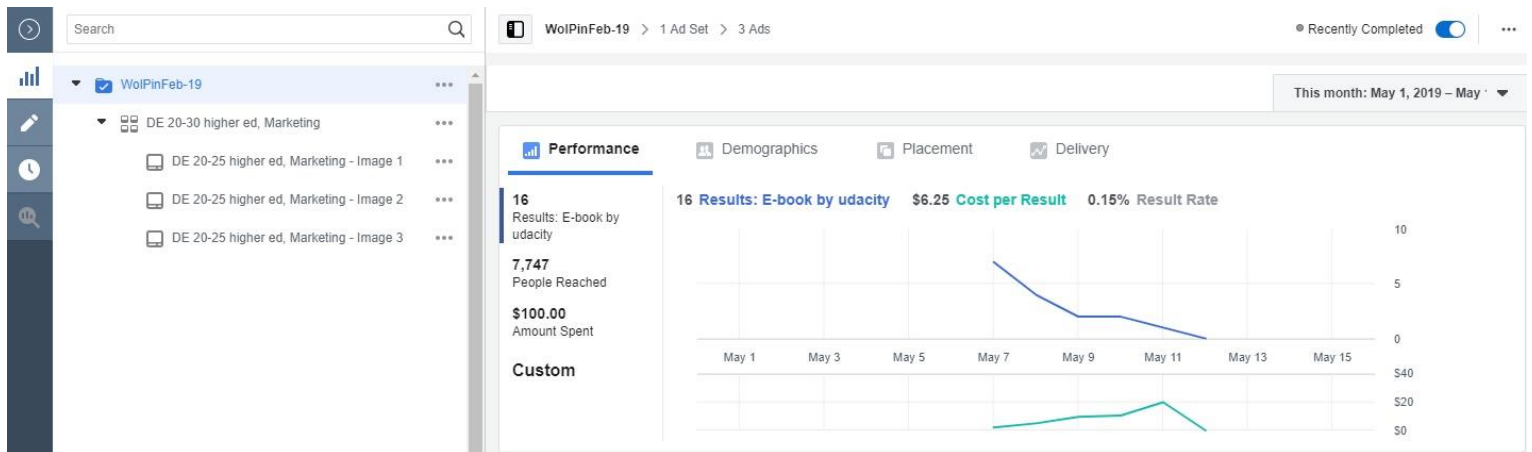
Ads only yield positive ROI for first three or four days.
See breakdown by day on page 23

Campaign Results: Demographics
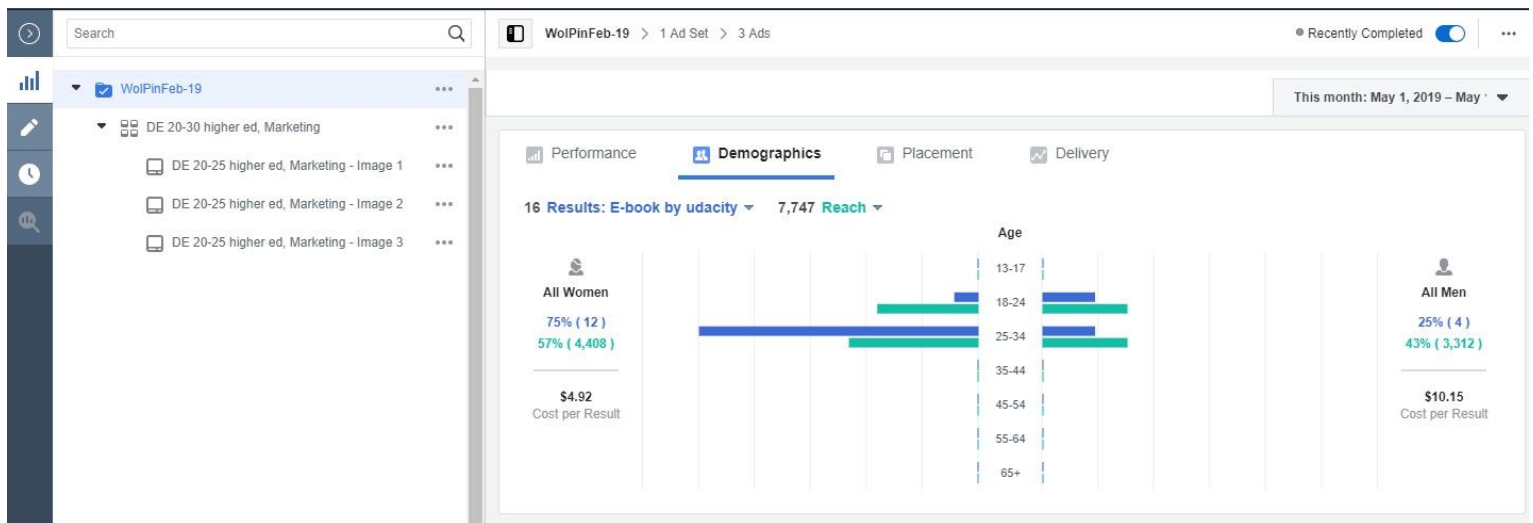
Campaign Results: Placement

Ad Set Data: Performance

Ad Set Data: Delivery

	Ad Name		⚠	Delivery	Reach	Frequency	Cost per 1,000 People Reached	Impressions	CPM (Cost per 1,000 Impressions)
☑		DE 20-25 higher ed, Marketing - Image 1		● Not Delivering Ad Set Completed	1,691	1.27	$9.80	2,144	$7.73
☐		DE 20-25 higher ed, Marketing - Image 2		● Not Delivering Ad Set Completed	6,274	1.25	$11.98	7,830	$9.60
☐		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

Account Overview · Campaigns 1 selected ⊗ · Ad Sets 1 selected ⊗ · Ads 1 selected ⊗

+ Create · Duplicate ▾ · Edit ▾ · 🗑 · Preview · Rules ▾ · View Setup · Columns: Delivery ▾ · Breakdown ▾ · Reports

Ad Set Data: Engagement

Ad Data: Performance
Breakdown by Day (Ad one and two)

Ad Name	⚠	e	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
DE 20-25 higher ed, Marketing - Image 1		gher 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
DE 20-25 higher ed, Marketing - Image 2		gher 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)

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

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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