

**PROJECT 6.  
EVALUATE A  
DISPLAY  
CAMPAIGN**



# Assumptions

**Marketing Objective:** You are running an advertising campaign with the goal of signing up students for the Digital Marketing Nanodegree

**Cost:** The cost of the degree is \$999

**Profit:** For the purpose of this assignment, assume a profit margin of 30%, meaning that Udacity makes \$299 in profit per student that signs up.

**Campaigns:** We want to aggressively grow the program, but, we want to do it without losing money. We ran two different advertising campaigns. One was a display advertising campaign, one a video advertising campaign.

# Formulas:

**Conversion Assumption:** 0.2% Conversion via Landing page

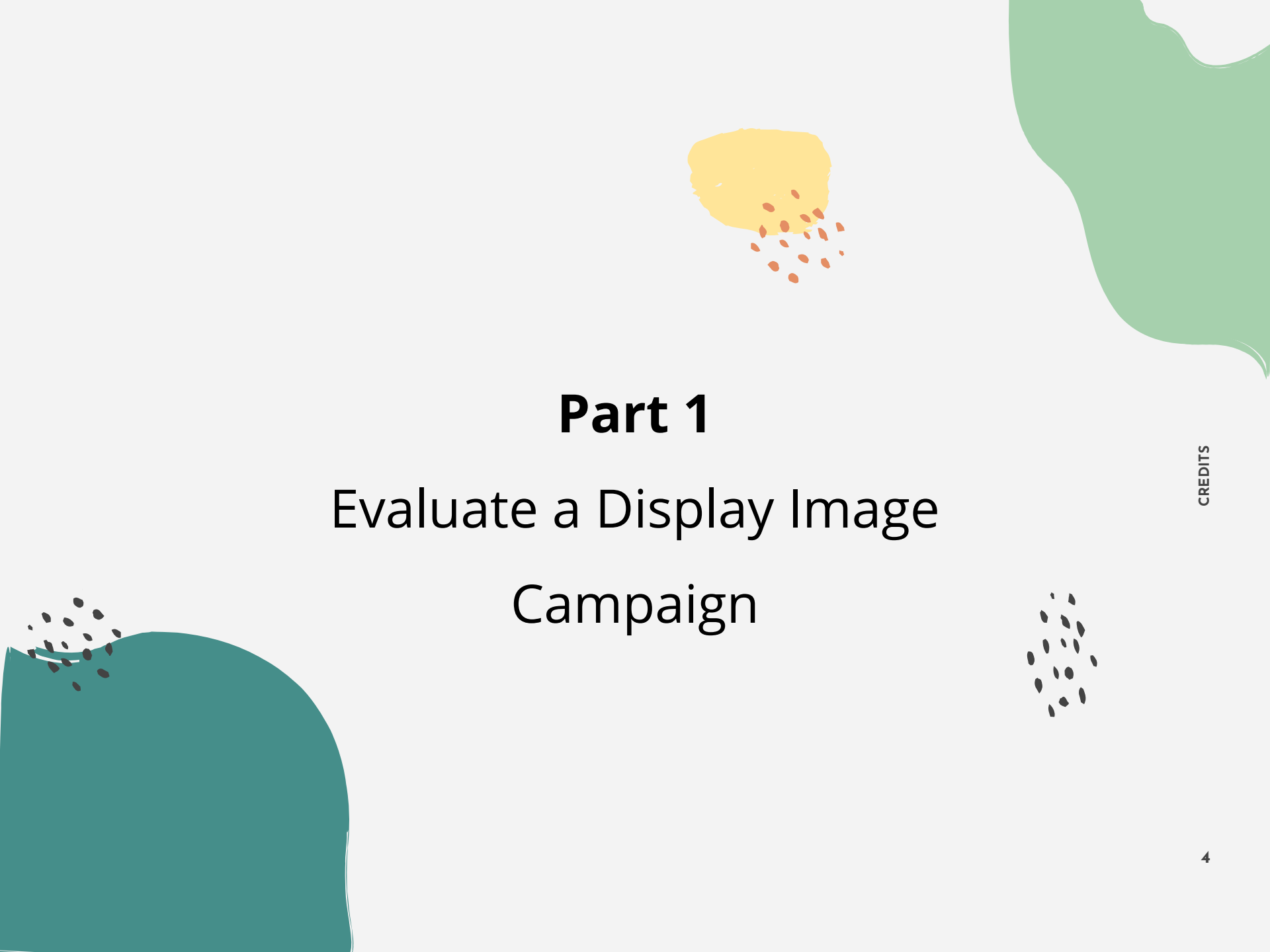
**Calculating #of Sign Ups:** Clicks to the landing page  $\times 0.002$  = # of Student Sign Ups

*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]  $\times$  # of Student Sign Ups = ROI



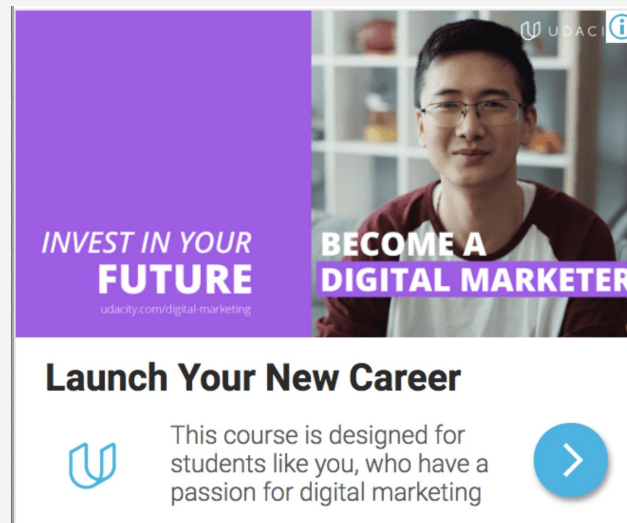
# **Part 1**

## Evaluate a Display Image Campaign

# Display Image Campaign: Overall Results

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

<input type="checkbox"/>	<input type="radio"/>	Ad group ↑	Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type	Active bid adj
<input type="checkbox"/>	<input checked="" type="radio"/>	Affinity Audience	Campaign ended	\$3.00 (enhanced)	--	1,243	200,957	0.62%	\$0.36	\$448.95	Display	None



The advertisement features a purple 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 man with glasses and a red shirt, with the text "BECOME A DIGITAL MARKETER" overlaid. Below the photo, the text "Launch Your New Career" is displayed, followed by a description: "This course is designed for students like you, who have a passion for digital marketing". A blue circular button with a white arrow points to the right.

**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

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	1,243	200,957	.62%	\$0.36
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$448.95	.2%	2	\$224.48	149.04

# How would you optimize this campaign?

## Suggestion 1: Site Targeting

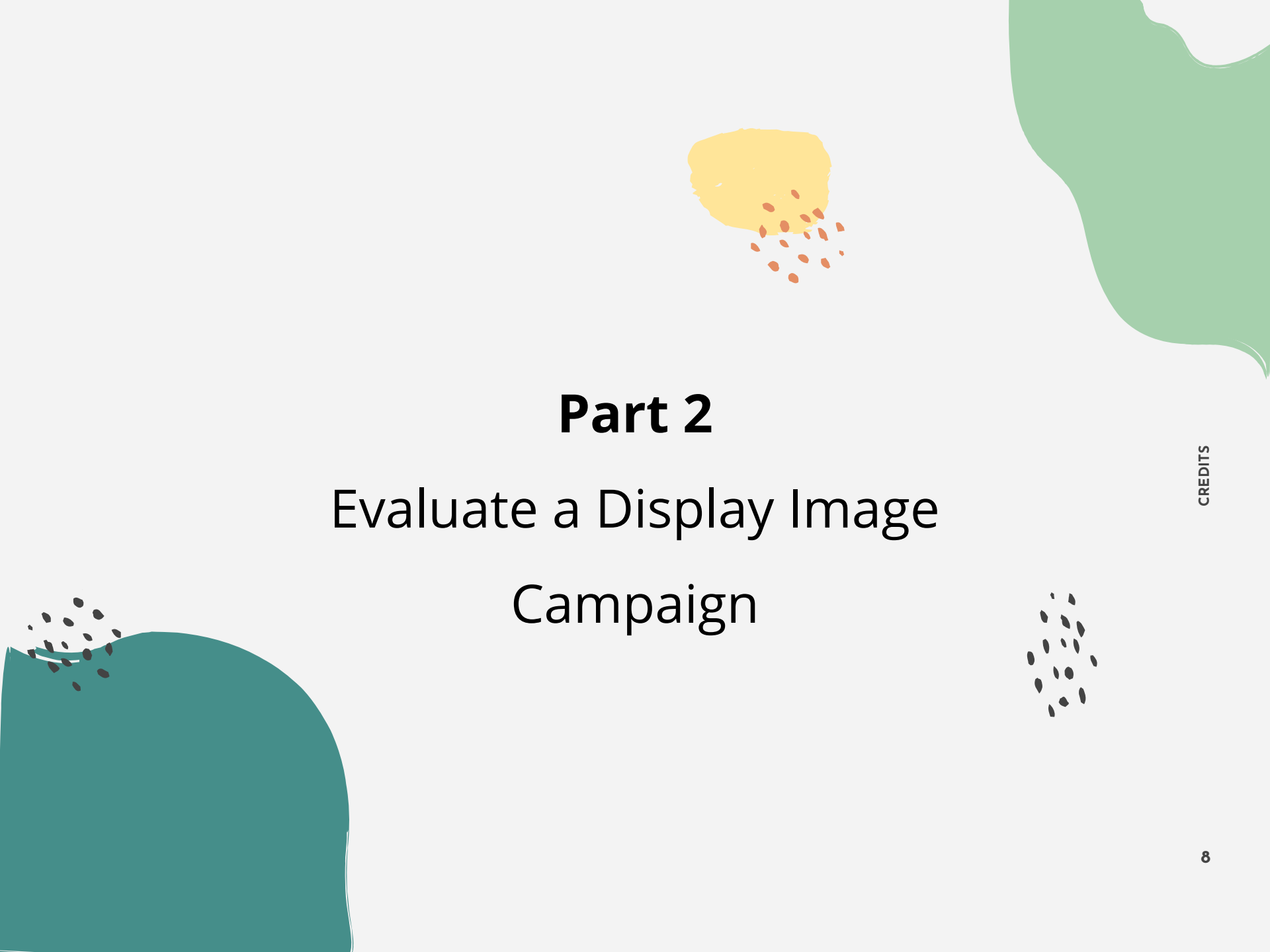
- It seems the campaign could be optimized firstly by refining the targeting strategy to those who have visited the Udacity site or similar online learning sites to improve the likelihood of conversions through adding additional keywords associated with competitors' sites.

## Suggestion 2: A/B Testing

- The ad could be further optimized by rolling out A/B testing on the images used for the campaign to see if there are appreciable differences in conversions.

## Suggestion 3: Creating Additional Ad Groups

- Within the affinity audience, it is recommended that the display campaign is further broken down by social media enthusiasts at various stages in the conversion funnel. Segmenting social media enthusiasts by those who are closer to the desire stage versus those closer to conversions,



# **Part 2**

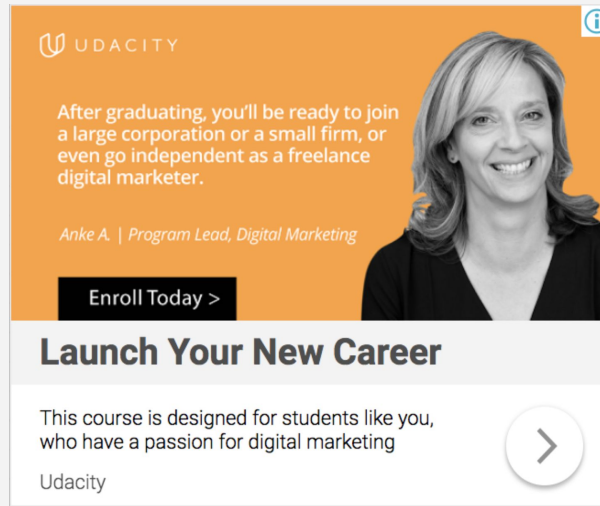
## Evaluate a Display Image Campaign



# Display Image Campaign: Site Targeting

Find below the overall results of the Display Image Campaign targeting placements (site targeting). This audience consists of the Digital Marketing partners' landing pages.

●	Ad group ↑	Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type	Active bid adj
ⓘ	Site Targeting	Campaign ended	\$5.00 (enhanced)	—	407	67,833	.6%	\$0.57	\$231.99	Display	None



UDACITY

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

The advertisement is a rectangular image with an orange background. It features the Udacity logo at the top left. The main text is white and black, providing information about a digital marketing course. A black button with white text 'Enroll Today >' is prominent. On the right side, there is a black and white portrait of a smiling woman. At the bottom, there is a white box with black text and a large white arrow pointing right.

# Results: Calculate the ROI

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	407	67,833	.6%	\$0.57
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$231.99	.2%	1	\$231.99	67.01

# How would you optimize this campaign?

## Suggestion 1: Create a Video Ad

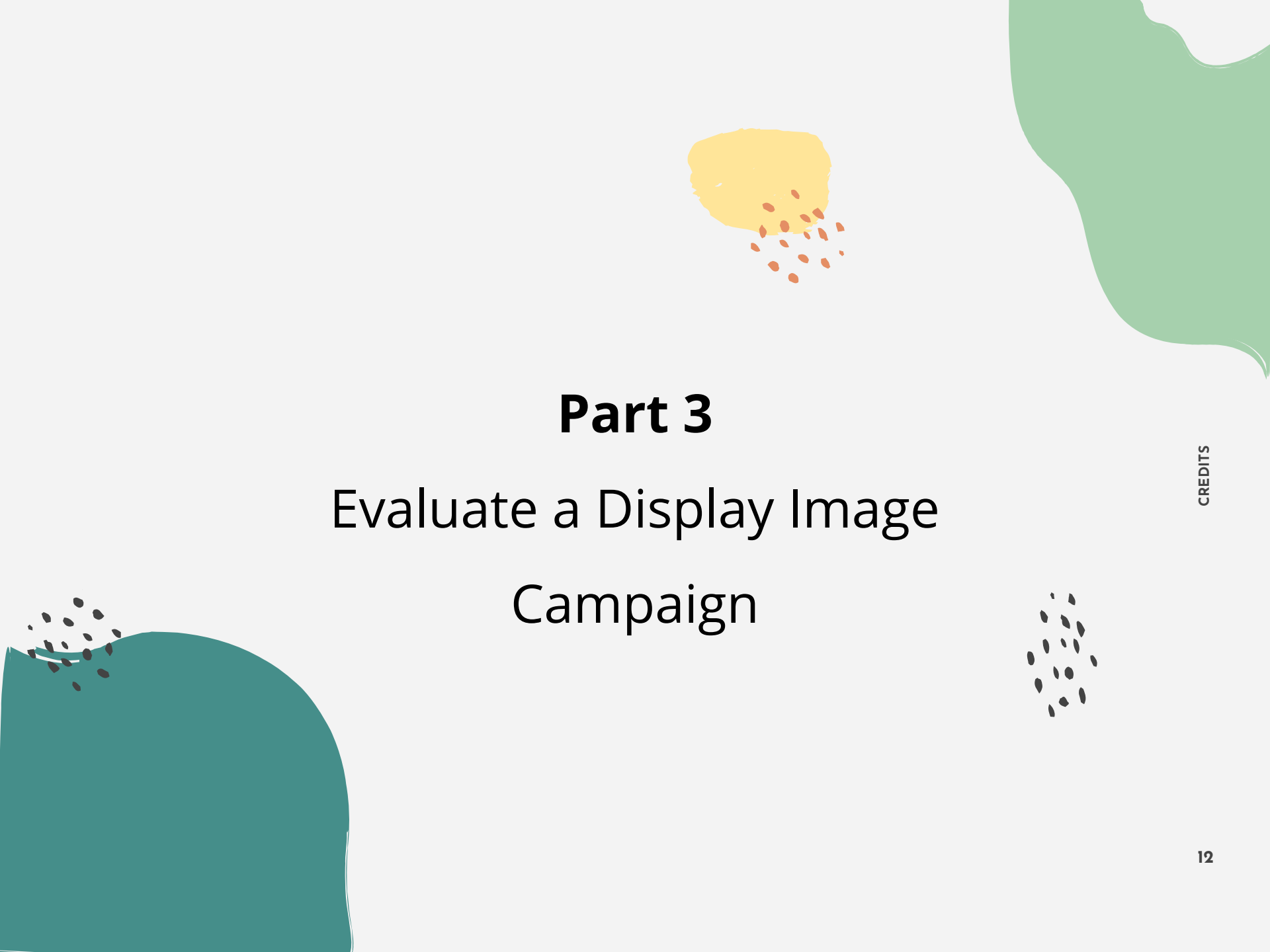
- An opportunity to increase likelihood for conversions includes creating a video ad for more engaging content for viewers. Perhaps using a small clip of Anke or a Udacity alum, depending on what most resonates with our target audience, talking about the course and places where alumni have gone on to work could be an engaging clip to drive conversions.

## Suggestion 2: Incorporate Udacity Logo

- Adding the Udacity company logo next to the call to action button on the ad campaign may increase brand awareness and recognition among audiences, which might contribute to higher conversion rates.

## Suggestion 3: Compare to Competitors

- Given that this media campaign is targeted from partners' sites yet has a lower ROI than campaign #1, it is worth exploring what words and images are used among competitors, which may provide inspiration to improve the campaign's conversion rate and engagement rate.



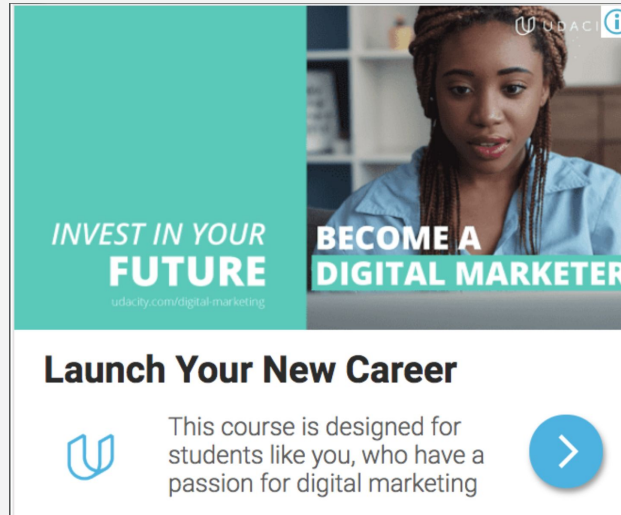
# **Part 3**

## Evaluate a Display Image Campaign

# Display Image Campaign: Overall Results

Review below the overall results of the Display Image Campaign targeting visitors to the Digital Marketing Nanodegree Program landing page

<input type="checkbox"/>	<input type="radio"/>	Ad group <span>↑</span>	Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type
<input type="checkbox"/>	<input checked="" type="radio"/>	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 image, the headline "Launch Your New Career" is followed by a description: "This course is designed for students like you, who have a passion for digital marketing". A blue circular button with a white arrow points to the right.

Udacity

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udacity.com/digital-marketing

BECOME A DIGITAL MARKETER

**Launch Your New Career**

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# Results: Calculate the ROI

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	670	109,994	.61%	\$0.35
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$234.50	.2%	1	\$234.50	64.5

# How would you optimize this campaign?

## Suggestion 1: A/B Testing

- Trying out different images in A/B testing and measuring their effects on conversion rates may be a useful tool to optimize ad campaign #3.

## Suggestion 2: Ad Groups

- I would set up additional ad groups to target users that have visited the Udacity landing page by grouping those who already showed conversions versus those that are new visitors to the site.


## Suggestion 3: Add Value Proposition

- The wording for this ad campaign is fairly generic. Adding more specific language about the skills gained and potential benefits most relevant to our target persona might drive conversions.



## Part 4

# Results, Analysis, & Recommendations





# Which campaign performed the best? Why?

Campaign #1 had the best performance, with the highest ROI (149.04). Given the wide spread of the campaign and high number of impressions, the campaign was able to produce the highest number of new student sign-ups.

# Recommendations for future campaigns

- If there was additional budget, I would ensure that future ads are more targeted based on user cookie data.
- Additionally, for the existing ads that had positive ROI I would roll out additional A/B testing to determine what language or images most resonate with these targeted audiences.