

Project 5. Create an Adwords Campaign (Part 2)

Campaign Approach

Description, Marketing
Objective, and KPI

Approach Description

In order to achieve Udacity's larger goal of democratizing education and expanding its free educational opportunities to **India**, I set up a Google Ad campaign centered on Udacity's Introduction to Machine Learning Course landing page specifically for those in India.

My campaign ad groups were segmented by audience member types: the first ad group targeted members who were already involved in a machine learning career but were interested in advancing their skills, while the second group are those most likely to look into breaking into the machine learning industry and therefore are more beginner.

As such, keywords for Ad Group 1 were more centered on the Udacity brand name and specifically the python training and skills offered, whereas keywords for Ad Group 2 were more targeted as an introduction to the basics or for beginners.

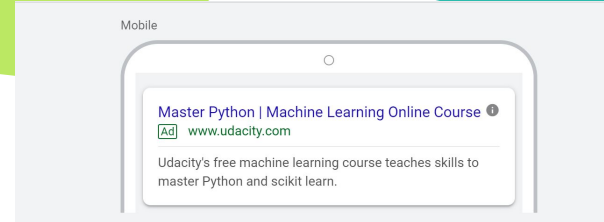
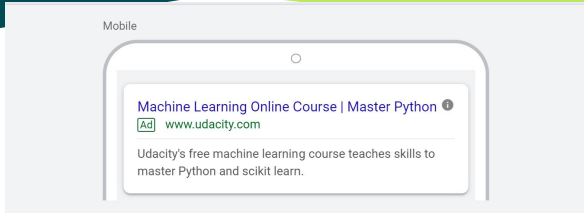
Marketing Objective & KPI

- ◆ The marketing objective is to generate **10 new leads** to Udacity's site within 5 days, with a total budget of \$50 (\$10 daily budget).
- ◆ The primary KPI, then, is the **number of leads** during the time of the marketing campaign.

Ad Groups

Ads and Keywords

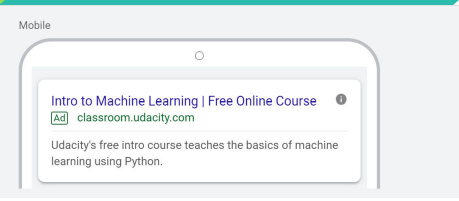
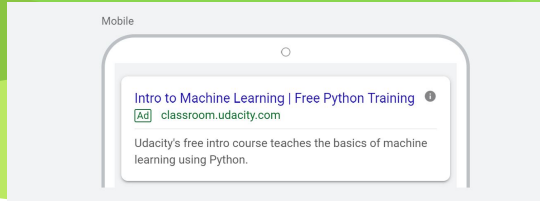
Ad Group #1



Keyword List:

- ◆ Udacity machine learning
- ◆ machine learning
- ◆ python training
- ◆ learn python
- ◆ python course
- ◆ python programming course
- ◆ learn python programming
- ◆ best way to learn python
- ◆ python online training
- ◆ free python training
- ◆ learn to code python
- ◆ python courses online
- ◆ learn machine learning online
- ◆ machine learning algorithms
- ◆ machine learning online course
- ◆ deep learning tutorial
- ◆ python online tutorial
- ◆ learn python online
- ◆ linear regression in python
- ◆ learn pytorch

Ad Group #2



Keyword List:

- computer programming
- computer programming degree
- computer programming jobs
- learn machine learning
- machine learning courses
- online machine learning
- machine learning basics
- introduction to machine learning
- machine learning online course
- machine learning for dummies
- introduction to machine learning with python

- machine learning introduction
- best machine learning course
- online learning machine learning
- intro to machine learning
- career in machine learning
- career as data analyst
- machine learning training
- introduction to python
- machine learning algorithms for beginners
- career as programmer
- udacity machine learning
- Udacity machine learning

Campaign Evaluation

Results, Analysis and
Recommendations

Key Campaign Results (Campaign & Ad Groups)

Ad Group	Max. CPC Bid	Impr.	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.	Cost
<i>Career Advancers</i>	\$3.00	705	15	2.13%	\$1.32	0	0.00%	\$0.00	\$19.81
<i>Career Switchers</i>	\$3.00	1,164	35	3.01%	\$1.19	0	0.00%	\$0.00	\$41.61
Total		1,869	50	2.68%	\$1.23	0	0%	\$0	\$61.42

Key Campaign Results (Ads)

Ad	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.
<i>Ad Group 1, Ad 1</i>	9	214	\$1.23	0	0%	\$0
<i>Ad Group 1, Ad 2</i>	6	491	\$1.46	0	0%	\$0
<i>Ad Group 2, Ad 1</i>	23	763	\$1.14	0	0%	\$0
<i>Ad Group 2, Ad 2</i>	12	401	\$1.28	0	0%	\$0

Key Campaign Results (Keywords)

Three keywords considered most successful, based on my marketing objective:

Keyword	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.
<i>Computer programming</i>	15	3.33%	\$.74	0	0%	\$0
<i>Learn machine learning</i>	7	4.86%	\$1.88	0	0%	\$0
<i>Introduction to python</i>	6	1.78%	\$1.14	0	0%	\$0

Campaign Evaluation

- ◆ My campaign was not successful in generating leads, as the campaign did not generate any conversions to the site and the conversion rate was 0%.
- ◆ More impressions and clicks were accumulated from the Career Switchers ad group. I believe this was due to the fact that those already in the field may utilize competitors (e.g., Coursera, Udemy), if offered by their company, for advancement purposes.

Recommendations for future campaigns

- ◆ If I had additional budget, I would modify my ad groups to focus solely on those who are motivated to switch careers and instead opt for grouping career switchers who are in the awareness/interest stage of the funnel and those who are more actively interested in specifically finding free courses for computer programming.
- ◆ Additionally, the landing page I believe should be modified that contact forms are located both at the top and the bottom of the page - as conversions might have been low due to the positioning of the form.

Appendix

Screenshots for Reference

Example: Ad Groups

Ad group status: All but removed

ADD FILTER

SEARCH

SEGMENT

COLUMNS

REPORTS

DOWNLOAD

EXPAND

MORE

<input type="checkbox"/>	<input type="radio"/>	Ad group	Status	Default max. CPC	Ad group type	Clicks	↑ Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
<input type="checkbox"/>	<input checked="" type="radio"/>	Ad group 1 (Career Advancers)	Campaign paused	\$3.00 (enhanced)	Standard	15	705	2.13%	\$1.32	\$19.81	0.00	\$0.00	0.00%
<input type="checkbox"/>	<input checked="" type="radio"/>	Ad group 2 (Career Switchers)	Campaign paused	\$3.00 (enhanced)	Standard	35	1,164	3.01%	\$1.19	\$41.61	0.00	\$0.00	0.00%
Total: ...						50	1,869	2.68%	\$1.23	\$61.42	0.00	\$0.00	0.00%
Total: ...						50	1,869	2.68%	\$1.23	\$61.42	0.00	\$0.00	0.00%
Total: ...						0	0	—	—	—	0.00	—	0.00%

Example: Ads

<div> <div>Ad status: All but removed</div> <div>ADD FILTER</div> <div> <div>SEARCH</div> <div>SEGMENT</div> <div>COLUMNS</div> <div>REPORTS</div> <div>DOWNLOAD</div> <div>EXPAND</div> <div>MORE</div> </div> </div>												
<input type="checkbox"/>	Ad	Ad group	Status	Ad type	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversion:	Cost / conv.	Conv. rate
<input type="checkbox"/>	<div>Intro to Machine Learning Free Python Training</div> <div>classroom.udacity.com</div> <div>Udacity's free intro course teaches the basics of machine learning using Python.</div>	Ad group 2 (Career Switchers)	Campaign paused	Expanded text ad	23	763	3.01%	\$1.14	\$26.22	0.00	\$0.00	0.00%
<input type="checkbox"/>	<div>Intro to Machine Learning Free Online Course</div> <div>classroom.udacity.com</div> <div>Udacity's free intro course teaches the basics of machine learning using Python.</div>	Ad group 2 (Career Switchers)	Campaign paused	Expanded text ad	12	401	2.99%	\$1.28	\$15.39	0.00	\$0.00	0.00%
<input type="checkbox"/>	<div>Master Python Machine Learning Online Course</div> <div>classroom.udacity.com</div> <div>Udacity's free machine learning course teaches skills to master Python and scikit learn.</div>	Ad group 1 (Career Advancers)	Campaign paused	Expanded text ad	9	214	4.21%	\$1.23	\$11.08	0.00	\$0.00	0.00%
<input type="checkbox"/>	<div>Machine Learning Online Course Master Python</div> <div>classroom.udacity.com</div> <div>Udacity's free machine learning course teaches skills to master Python and scikit learn.</div>	Ad group 1 (Career Advancers)	Campaign paused	Expanded text ad	6	491	1.22%	\$1.46	\$8.73	0.00	\$0.00	0.00%
Total: All but removed ads					50	1,869	2.68%	\$1.23	\$61.42			
Total: Campaign					50	1,869	2.68%	\$1.23	\$61.42	0.00	\$0.00	0.00%
										0.00	\$0.00	0.00%

Example: Keywords

[illegible]