UDACITY

Project 5 – Part II

Run an Adwords Campaign

Approach Description

For my Google Adwords Campaign, I am assigned with helping students worldwide access to free education course – Differential Equations in Action. Preferred audience location is India who can read and write in English. Our daily budget is $10 and Ads will run for 5 days.

Course – Differential Equations in Action

(Landing Page URL - https://www.udacity.com/course/differential-equations-in-action--cs222)

I segmented audience in two groups based on their customer journey stage as:

1. Awareness Stage
2. Desire Stage

1. Awareness Stage

In this segment I targeted larger audience by using broad and generic keywords. I used Moz keyword explorer to search for keywords to target potential students. I created two Ads and provided appropriate headlines and description to each Ads.

2. Desire Stage

In this segment I targeted more specific audience through brand and technical keywords. I used Moz keyword explorer to search for keywords to target potential students. Main objective is to get more students enrolled for free course provided by Udacity in the field of Differential Equations in Action. I created two Ads and provided appropriate headlines and description to each Ads.

Marketing Objective

Generate 20 leads for free course Differential Equations in Action within 5 days with budget of $10/per day.

Primary KPI

Number of Leads

Ad Group: Ads & Keywords

Ad Group 1 – Awareness Stage

Keywords for Ad Group 1 – Awareness Stage

1. python classes
2. equations
3. differential equations online course
4. differential equations online free course
5. how to solve basic differential equation
6. what is differential equation
7. partial differential equations online course
8. python programming certification
9. python lessons
10. online programming courses
11. python web development tutorial
12. advanced python course
13. best python programming book
14. free online computer courses with certificate of completion
15. python classes tutorial
16. ordinary differential equations online course
17. calculus course online
18. basic python programs
19. differential equation study guide
20. differential equation topics
21. differential equation curriculum
22. differential equation video lectures

Ad Group: Ads & Keywords

Ad Group 2 – Desire Stage

Keywords for Ad Group 2 – Desire Stage

1. solving differential equation in python
2. project work in differential equation
3. differential equation for engineers solution
4. differential equation outline
5. differential equation course summary
6. differential equation for beginners
7. differential equation tutorial
8. differential equation mooc
9. differential equation course udacity
10. udacity free courses
11. udacity nanodegree courses
12. udacity calculus
13. udacity python
14. differential equation course credit
15. differential equation video lectures
16. differential equation topics
17. review of differential equation course
18. differential equation course description
19. differential equation solution

Key Campaign Results (Campaign & Ad Groups

Ad Group	Max. CPC Bid	Impr.	Clicks	CTR	Avg. Cost Per Click	Conv.	CR	Cost per Conv.	Cost
Ad Group 1-Awareness	$3.00	3746	41	1.09%	$1.22	0.00	0.00%	$0.00	$49.82
Ad Group 2-Desire	$3.00	98	1	1.02%	$0.18	0.00	0.00%	$0.00	$0.18
Total		3844	42	1.09%	$1.19	0.00	0.00%	$0.00	$50.00

Key Campaign Results (Ads)

Ad	Clicks	CTR	Avg. Cost Per Click	Conv.	CR	Cost per Conv.
Ad Group 1, Ad 1	30	1.10%	$1.37	0.00	0.00%	$0.00
Ad Group 1, Ad 2	11	1.08%	$0.79	0.00	0.00%	$0.00
Ad Group 2, Ad 1	1	1.37%	$0.18	0.00	0.00%	$0.00
Ad Group 2, Ad 2	0	0.00%	-	0.00	0.00%	$0.00

Key Campaign Results (Keywords)

Keywords	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.
Online Programming Courses	22	1.27%	$1.44	0.00	0.00%	$0.00
Equations	12	0.81%	$0.49	0.00	0.00%	$0.00
Python lessons	2	1.08%	$1.74	0.00	0.00%	$0.00

Campaign Evaluation

- Unfortunately, my campaign was not successful and hence it resulted into negative ROI.

- Was able to achieve clicks and impressions for my Ad Group 1- Awareness stage. But Ad Group 2 – Desire stage, faced some issue and did not run as expected.

- I have attached the screenshot of the error message received from Google Ads Team mentioning the issue for not running the Ads of Group 2- Desire Stage

Campaign Evaluation

Recommendations for future campaigns

- I would focus more on high performing Ads and Keywords and create more attractive and eye catching headlines and descriptions. Also would target specific group of audience who might be interested in my Ads.

- I would pause poor performing Ads and add or replace the short keywords with long tail keywords which are broad and specific.

- I will perform A/B test by choosing two different Ad Groups with either with different headlines or descriptions or keywords, this would help me to easily evaluate which group is performing better and which one should I pause.

- Landing page is important as it is what audience looks at and based on it conversion takes place. Landing page should deliver the message clearly and should not be confusing. Adding videos or images or testimonials will be helpful to convince people to lead to conversion.

Appendix Screenshots for Reference

Ad Groups

		Ad group	Status	Default max. CPC	Ad group type	Clicks	Impr.	CTR	Avg. CPC	↓ Cost
☐	●									
☐	●	Ad group 1- Awareness stage	Not eligible Campaign ended	$3.00 (enhanced)	Standard	41	3,746	1.09%	$1.22	$49.82
☐	●	Ad group 2-Desire stage	Not eligible Campaign ended	$3.00 (enhanced)	Standard	1	98	1.02%	$0.18	$0.18
		Total: All ... ⓘ				42	3,844	1.09%	$1.19	$50.00
	⌄	Total: Ca... ⓘ				42	3,844	1.09%	$1.19	$50.00

Ads

		Ad	Ad group	Status	Ad type	Clicks	↓ Impr.	CTR	Avg. CPC	Cost
☐	●	Make Yourself in Demand | Intro to Differential Equation | Udacity Free Course www.udacity.com Start Your Career Today. Join million of learners already learning from Industry Experts. Flexible... View assets details	Ad group 1-Awareness stage	Not eligible Poor ad strength, Campaign ended	Responsive search ad	30	2,732	1.10%	$1.37	$41.10
☐	●	Save Time and Money | Udacity Differential Equations | Enroll Now for Free www.udacity.com Learn New Skills and Get a Nanodegree Certificate that Accelerates your Career. High... View assets details	Ad group 1-Awareness stage	Not eligible Poor ad strength, Campaign ended	Responsive search ad	11	1,014	1.08%	$0.79	$8.72
☐	●	Intro to Differential Equation | Learn Numerical Solution | Udacity Free Course www.udacity.com Its never too late to learn a new skill. Learn to Code. Enjoy extra quizzes and Exclusive conten... View assets details	Ad group 2-Desire stage	Not eligible Poor ad strength, Campaign ended	Responsive search ad	1	73	1.37%	$0.18	$0.18
☐	●	Kick-Start Your Career Today | Learn Differential Equations | Udacity Free Course www.udacity.com Take Your Career to Next Level. Learn Online 8-10 hours per week. Start learning today and Level u... View assets details	Ad group 2-Desire stage	Not eligible Poor ad strength, Campaign ended	Responsive search ad	0	25	0.00%	–	$0.00
		Total: All but removed ads ⑦				42	3,844	1.09%	$1.19	$50.00
	⌄	Total: Campaign ⑦				42	3,844	1.09%	$1.19	$50.00

Keywords

		Keyword	Ad group	Status	Max. CPC	Match type	Policy details	Final URL	↓ Clicks	Impr.	CTR	Avg. CPC	Cost
☐	●	Total: All but removed keyw... ⑦							42	3,844	1.09%	$1.19	$50.00
☐	●▼	online programing courses ✏	Ad group 1-Awareness stage	Campaign ended	$3.00 (enhance	Broad match ▼	Eligible	– ✏	22	1,738	1.27%	$1.44	$31.62
☐	●	equations	Ad group 1-Awareness stage	Campaign ended	$3.00 (enhance	Broad match	Eligible	–	12	1,480	0.81%	$0.49	$5.91
☐	●	python lessons	Ad group 1-Awareness stage	Campaign ended	$3.00 (enhance	Broad match	Eligible	–	2	185	1.08%	$1.74	$3.48