



Project 3: Run a Facebook Campaign

CAMPAIGN EVALUATION

Marketing Objective & KPI

1. Who is the target audience of your campaign?
 - My target audience was Females 28-35 years old, college educated with a BA, who are interested in marketing.
2. What marketing objective did you aim to achieve with your campaign?
 - To achieve 50 conversions by 125 ad click throughs in five days on a \$125 dollar ad budget.
3. What primary KPI did you track in your campaign and why?
 - My primary KPI was the number of email addresses collected since it tied to the marketing objective and I knew how it was driven (Facebook Ads) and had a measurable benchmark.



Campaign Summary

1. Who did you target with your Ad Set and how (demographics, location, interest, behavior etc.)?
 - I targeted Females 28-35, United States, whose interests included Professional certification, Digital Marketing, and educational technology.
2. What Ad Copy and Ad Creatives did you use?
 - My copy was, "If you're looking to master the complex world of Social Media, Udacity's free guide will help get you started!" The ad creative screenshots are on the next slide.
3. If you made any changes, please describe them.
 - I changed the age range to 18-34. I added potential competitors to the interests. I also expanded the educational range from high school to grad school. I added social media as an interest as well.



Ad Creatives Used

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Key Results

1. Present the most important metrics per ad

Account Overview		Campaigns 1 selected		Ad Sets for 1 Campaign		Ads for 1 Campaign	
+ Create Ad		Edit	Duplicate Ads...	Preview	Create Rule	More	
<input type="checkbox"/>	Ad Name	Delivery	Results	Reach	Cost per Result	Amount Spent	
<input type="checkbox"/>	 Default name - Conversions - Image 2	● Not Delivering Ad Set Completed	35 eBook Download	12,406	\$3.06 Per eBook Download	\$106.93	
<input type="checkbox"/>	 Default name - Conversions - Image 3	● Not Delivering Ad Set Completed	4 eBook Download	1,528	\$3.43 Per eBook Download	\$13.71	
<input type="checkbox"/>	 Default name - Conversions - Image 1	● Not Delivering Ad Set Completed	— eBook Download	550	— Per eBook Download	\$4.36	
▶ Results from 3 Ads			39 eBook Download	14,359 People	\$3.21 Per eBook Download	\$125.00 Total Spent	

Campaign Evaluation

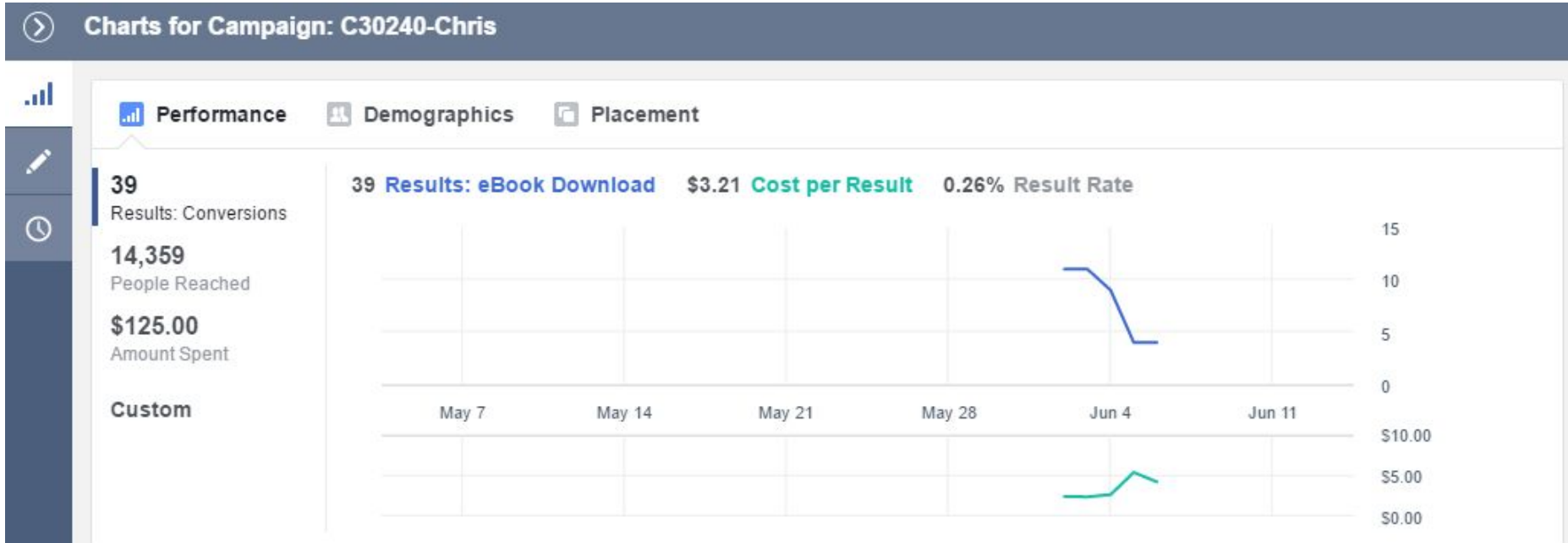
1. Evaluate the success of your campaign, given your marketing objectives.
 - I failed to reach my KPI by 11, but I learned much about the interests of my target persona and how to adjust the campaign to reach them more effectively. So I would say the campaign was somewhat successful.
2. If you had additional budget, how would approach your next campaign?
 - I would change the ad creative to reflect the most successful image. I would modify the copy to reflect that target's interests such as online learning and marketing. I would also change the ad to target a younger demographic.



Appendix

Screenshots for Reference

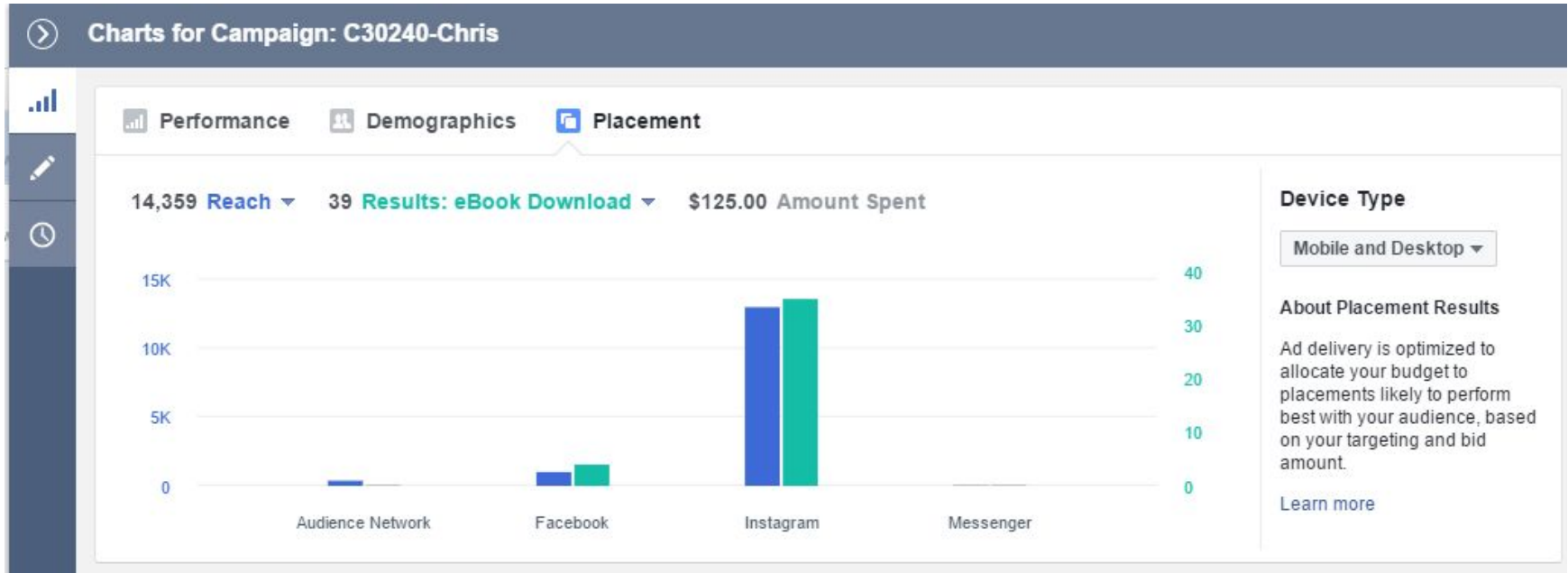
Campaign Results: Performance



Campaign Results: Demographics



Campaign Results: Placement



Ad Set Data: Performance

Account Overview

Campaigns

1 selected

Ad Sets for 1 Campaign

Ads for 1 Campaign

+ Create Ad

Edit




Duplicate Ads...

Preview

Create Rule

More

Columns: PerformanceBreakdownExport

		Ad Name	Delivery	Results	Reach	Cost per Result	Amount Spent	Relevan...	Link Clicks	Website Purc...	Button Clicks	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Default name - Conversions - Image 2	● Not Delivering Ad Set Completed	35 eBook Download	12,406	\$3.06 Per eBook Download	\$106.93	5	85	—	82	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Default name - Conversions - Image 3	● Not Delivering Ad Set Completed	4 eBook Download	1,528	\$3.43 Per eBook Download	\$13.71	5	8	—	7	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Default name - Conversions - Image 1	● Not Delivering Ad Set Completed	— eBook Download	550	— Per eBook Download	\$4.36	5	2	—	1	
		Results from 3 Ads		39 eBook Download	14,359 People	\$3.21 Per eBook Download	\$125.00 Total Spent		95 Total	— Total	90	

Ad Set Data: Delivery

Account Overview

Campaigns1 selected

Ad Sets1 selected

Ads for 1 Ad Set

+ Create Ad

Edit

Duplicate Ads...

Preview




Create Rule

More

Columns: Delivery

Breakdown

Export

		Ad Name	Delivery	Reach	Frequency	Cost per 1,000 People Reached	Impressions	CPM (Cost per 1,000 Impressions)	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Default name - Conversions - Image 2	● Not Delivering Ad Set Completed	12,406	1.03	\$8.62	12,789	\$8.36	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Default name - Conversions - Image 3	● Not Delivering Ad Set Completed	1,528	1.06	\$8.97	1,621	\$8.46	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Default name - Conversions - Image 1	● Not Delivering Ad Set Completed	550	1.07	\$7.93	588	\$7.41	
Results from 3 Ads				14,359	1.04	\$8.71	14,998	\$8.33	
Loading...				People	Per Person	Per 1,000 People Reached	Total	Per 1,000 Impressions	

Ad Set Data: Engagement

Account Overview									
Campaigns 1 selected									
Ad Sets 1 selected									
Ads for 1 Ad Set									
+ Create Ad Edit Duplicate Ads... Preview Create Rule More									
Columns: Engagement Breakdown Export									
Ad Name	Delivery	People Taking Action	Post Reactions	Post Comments	Post Shares	Link Clicks	Page Likes		
Default name - Conversions - Image 2	● Not Delivering Ad Set Completed	113	34	—	—	85	1		
Default name - Conversions - Image 3	● Not Delivering Ad Set Completed	10	2	—	—	8	—		
Default name - Conversions - Image 1	● Not Delivering Ad Set Completed	3	1	—	—	2	—		
Results from 3 Ads Loading...		124 People	37 Total	— Total	— Total	95 Total	1 Total		

Ad Set Data: Video (Blitz only)

