



Project 5: Run an AdWords Campaign (Part 2)

Campaign Evaluation

Campaign Approach

Description, Marketing Objective & KPI

1. Approach Description

The assigned course is Firebase in a Weekend:iOS by Google and the assigned country is South Africa. Since the course is an intermediate course, I looked for keywords a user might search for if they were looking for a backend solution for an iOS app they were building or if they were interested in using the platform but didn't know how. I divided the campaign into two Ad Groups: one that targets general awareness (Firebase Awareness) of the course and one that targets users ready to enroll (Firebase interests). The first group contains more broad keywords that a user might look for when looking for a solution or infrastructure platform for their app. The Interest group uses keywords aimed at people who are looking to learn how the platform works or who may have seen the course before and wanted to enroll. Since the search terms were narrow to the platform, I used broad match modifiers for the majority of keywords.

For the Ad Copy of the awareness group I thought to make course sound more exciting and more of an inviting experience and would answer some general questions they might have about Firebase. For the interested group copy, I wanted to create copy that sounded solution oriented and that would help them learn the platform.



2. Marketing Objective & KPI

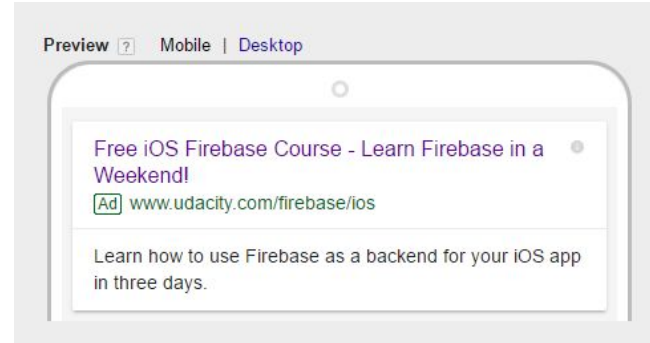
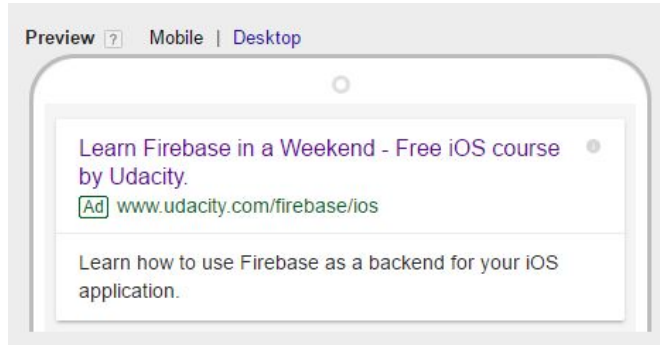
1. What marketing objective do you aim to achieve with your campaign?
 - To collect 20 conversions in five days on a budget of \$25 per day.
2. What primary KPI are you going to track in your campaign?
 - The number of conversions



Ad Groups

Ads and Keywords

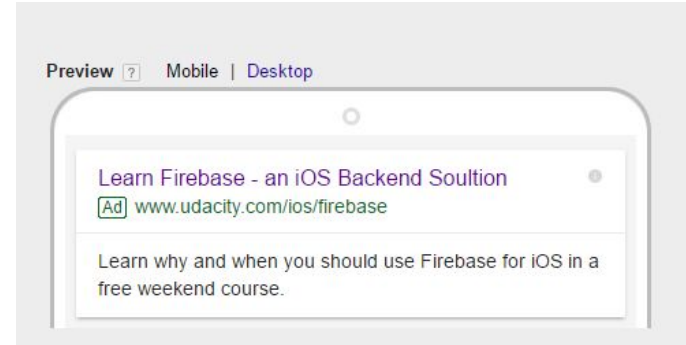
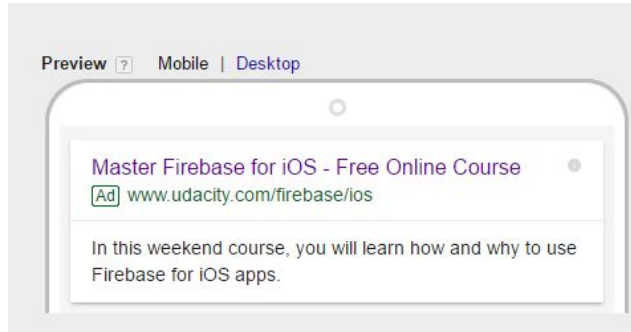
Ad Group #1: Ads & Keyword List



Keywords:

- | | | |
|------------------------------|-----------------------------------|---------------------------|
| 1. firebase | 10. firebase login | 18. mobile app developers |
| 2. firebase analytics | 11. firebase pricing | 19. mobile developer |
| 3. firebase api | 12. ipad app development | 20. what is firebase |
| 4. firebase authentication | 13. mobile application developers | |
| 5. firebase chat | 14. firebase storage | |
| 6. how to make an iphone app | 15. firebase tutorial | |
| 7. firebase database | 16. ios developer | |
| 8. firebase docs | 17. iphone app development | |
| 9. firebase ios | | |

Ad Group #2: Ads & Keyword List



Keywords:

- | | | |
|-------------------------------------|--------------------------------|--------------------------------------|
| 1. firebase authentication tutorial | 8. firebase ios tutorial | 16. how to use firebase |
| 2. firebase backend | 9. firebase messaging | 17. Firebase push notification |
| 3. firebase cli | 10. firebase offline | 18. udacity ios |
| 4. firebase cloud functions | 11. firebase remote config | 19. free firebase ios course |
| 5. firebase example | 12. firebase web | 20. firebase cloud messaging |
| 6. firebase invites | 13. firebase web app | 21. firebase authentication tutorial |
| 7. firebase ios push notification | 14. firebase web tutorial | |
| | 15. firebase realtime database | |

Campaign Evaluation

Results, Analysis and Recommendations

Key Campaign Results (Campaign & Ad Groups)

Present the results of your campaign and ad groups by completing the table below.

Ad Group	Max. CPC Bid	Impr.	Clicks	CTR	Avg. Cost per Click	Conversions	CR	Cost per Conversion	Cost
<i>Firestore Awareness</i>	\$3.00	2,295	26	1.13%	\$1.74	3	11.54%	\$15.08	\$45.24
<i>Firestore Interest</i>	\$3.00	134	1	0.75%	\$2.76	0	0	0	\$2.76
Total		2,429	27	1.11%	\$1.78	3	11.11%	\$16.00	\$48.00

Key Campaign Results (Ads)

Present the results of your ads by completing the table below.

Ad	Clicks	CTR	Avg. Cost per Click	Conversions	CR	Cost per Conversion
<i>Firestore Awareness, Ad 1</i>	4	1.31%	\$1.67	0	0	0
<i>Firestore Awareness, Ad 2</i>	22	1.11%	\$1.75	3	13.64%	0
<i>Firestore Interest, Ad 1</i>	1	1.16%	\$2.76	0	0	0
<i>Firestore Interest, Ad 2</i>	27	1.11%	\$1.78	3	11.11%	\$16.00



Key Campaign Results (Keywords)

Present the three keywords you consider most successful based on your marketing objective.

Keyword	Clicks	CTR	Avg. Cost per Click	Conversions	CR	Cost per Conversion
<i>Firebase</i>	16	1.00%	\$1.45	1	6.25%	\$23.22
<i>Mobile developer</i>	3	2.03%	\$2.37	1	33.33%	\$7.12
<i>ios developer</i>	4	1.55%	\$2.19	1	25.00%	\$8.77

Campaign Evaluation

Evaluate how successful your campaign was, given what your Marketing Objective has been.

- I didn't reach the goal of 20 conversions, which was under my KPI. However, the \$1.78 CPC was below the \$3.00 suggested with the \$60 conversion value giving it a positive ROI.
- The conversion rate was lower than what I expected. I expected it to be near 20%, with each ad group hitting a CR of 10% each. However, the assignment state to expect a CR of 5% and the campaign hit 11.11%, making it successful when compared to the numbers in the assignment.
- My average CPC was \$1.78, which was well under my max CPC bid of \$3.00.
- The Firebase Awareness ad group, the second ad, and the keywords firebase, ios developer, and mobile developer led to the highest click through and conversion rates. I think this was probably due to the fact that the ad led with "Free" which is appealing, and those keywords matched the approach I had stated for this group the best.
- The keywords that had the strongest competition was the more general ones like "mobile developer" or "ipad development."
- "Firebase," "mobile developer," and "ios developer," worked the best for me. I think these keywords aligned the most with the approach, and even though "mobile developer" had the AP of 3.4, the words "Free course" probably caught the searcher's attention.

Recommendations for future campaigns

Imagine you had additional budget, how would you use it, given your campaign evaluation?

- I would focus more on the awareness group and keywords pertaining to mobile/app development instead of ones more focused on Firebase. I would put “free” near the beginning of each ad to draw attention to that value.
- I would delete all of my ads except the one that led to conversion. I would also delete most of my keywords as they didn’t warrant enough search volume to to be run by Google.
- If I were to set up an A/B test, I would put two ads up one with “Free course” in the headline and one without “free” in the headline.
- I wouldn’t make any changes to the landing page. It’s fast, looks nice on mobile, immediately tells you what level of experience is required for the course and what the course is about, and the headline is great.





Appendix

Screenshots for Reference

Ad Groups







+ AD GROUP		Edit ▾	Details ▾	Bid strategy ▾	Automate ▾	Labels ▾									
<input type="checkbox"/>	●	Ad group	Status [?] ↑	Default Max. CPC [?]	Clicks [?]	Impr. [?]	CTR [?]	Avg. CPC [?]	Cost [?]	Avg. Pos. [?]	Conversions (current model) [?]	Cost / conv. [?]	Conv. rate [?]	All conv. [?]	View-through conv. [?]
<input type="checkbox"/>	●	Firestore Awareness	Campaign ended	\$3.00 (enhanced) <input checked="" type="checkbox"/>	26	2,295	1.13%	\$1.74	\$45.24	1.6	3.00	\$15.08	11.54%	3.00	0
<input type="checkbox"/>	●	Firestore Interest	Campaign ended	\$3.00 (enhanced) <input checked="" type="checkbox"/>	1	134	0.75%	\$2.76	\$2.76	1.3	0.00	\$0.00	0.00%	0.00	0
Total - all ad groups					27	2,429	1.11%	\$1.78	\$48.00	1.6	3.00	\$16.00	11.11%	3.00	0
Show rows: 50 ▾ 1 - 2 of 2															

Ads

<input type="checkbox"/>		Ad	Ad group	Status [?]	Labels [?]	% Served [?]	Campaign type [?]	Campaign subtype	Clicks [?]	Impr. [?]	CTR [?]	Avg. CPC [?]	Cost [?]	Avg. Pos. [?]	Conversions [?]	Cost / conv. [?]	Conv. rate [?]
<input type="checkbox"/>	●	Learn Firebase in a Weekend Free iOS course by Udacity. www.udacity.com/firebase/ios Learn how to use Firebase as a backend for your iOS application.	Firestore Awareness	Campaign ended	--	12.60%	Search Network only	All features	4	306	1.31%	\$1.67	\$6.68	1.6	0.00	\$0.00	0.00%
<input type="checkbox"/>	●	Free iOS Firebase Course Learn Firebase in a Weekend. www.udacity.com/firebase/ios Learn how to use Firebase as a backend for your iOS app in three days.	Firestore Awareness	Campaign ended	--	81.89%	Search Network only	All features	22	1,989	1.11%	\$1.75	\$38.56	1.6	3.00	\$12.85	13.64%
<input type="checkbox"/>	●	Learn Firebase an iOS Backend Solution www.udacity.com/firebase/ios Learn why and when you should use Firebase for iOS in a free weekend course.	Firestore Interest	Campaign ended	--	3.54%	Search Network only	All features	1	86	1.16%	\$2.76	\$2.76	1.3	0.00	\$0.00	0.00%
<input type="checkbox"/>	●	Master Firebase for iOS Free Online Course www.udacity.com/firebase/ios In this weekend course, you will learn how and why to use Firebase for iOS apps.	Firestore Interest	Campaign ended	--	1.98%	Search Network only	All features	0	48	0.00%	\$0.00	\$0.00	1.3	0.00	\$0.00	0.00%
		Total - all but removed ads [?]							27	2,429	1.11%	\$1.78	\$48.00	1.6	3.00	\$16.00	11.11%
		Total - all campaign							27	2,429	1.11%	\$1.78	\$48.00	1.6	3.00	\$16.00	11.11%



Keywords

<input type="checkbox"/>	●	Keyword	Ad group	Status [?]	Max. CPC [?]	Clicks [?] ↓	Impr. [?]	CTR [?]	Avg. CPC [?]	Cost [?]	Avg. Pos. [?]	Conversions [?]	Cost / conv. [?]	Conv. rate [?]	All conv. [?]	View-through conv. [?]	Labels [?]
		Total - all campaign [?]				27	2,429	1.11%	\$1.78	\$48.00	1.6	3.00	\$16.00	11.11%	3.00	0	
<input type="checkbox"/>	●	firebase	Firebase Awareness	 Campaign ended	\$3.00 (enhanced) 	16	1,598	1.00%	\$1.45	\$23.22	1.4	1.00	\$23.22	6.25%	1.00	0	--
<input type="checkbox"/>	●	ios +developer	Firebase Awareness	 Campaign ended	\$3.00 (enhanced) 	4	258	1.55%	\$2.19	\$8.77	1.6	1.00	\$8.77	25.00%	1.00	0	--
<input type="checkbox"/>	●	mobile +developer	Firebase Awareness	 Campaign ended	\$3.00 (enhanced) 	3	148	2.03%	\$2.37	\$7.12	3.4	1.00	\$7.12	33.33%	1.00	0	--

