



## Project 6: Evaluate a Display Ad 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:**  $[(299 \text{ Profit}) - \text{CPA}] \times \# \text{ of Student Sign Ups} = \text{ROI}$



# Part 1: Evaluate a Display Image Campaign

# Display Image Campaign: Overall Results

Find below the overall results of the Display Image Campaign



<input type="checkbox"/>	● ↑	Ad group	Status ?	Default Max. CPC ?	Clicks ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	Avg. CPM ?
<input type="checkbox"/>	II	Keyword Targeted	Campaign paused	\$3.00 (enhanced)	1,973	282,066	0.70%	\$0.44	\$872.51	\$3.09
		Total - all but removed ad groups			1,973	282,066	0.70%	\$0.44	\$872.51	\$3.09
Total - all ad groups					1,973	282,066	0.70%	\$0.44	\$872.51	\$3.09
Show rows: 50 ▾ 1 - 1 of 1										

1. Present the results of the overall campaign by completing the table below.
2. Highlight Key Results
3. What was the overall ROI of the campaign? Was it Positive or Negative?
4. The campaign has positive ROI \$324

	Clicks	Impressions	CTR	Avg CPC
<i>Campaign Results</i>	1973	282066	0.70%	\$0.44
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$872.51	.2	4	281	\$324

# Display Image Campaign: Ad Results

Review the Ad results below of Creative A and B for Display Image Campaign

<input type="checkbox"/>	<input type="checkbox"/>	Ad	Status <sup>?</sup>	Campaign type <sup>?</sup>	Campaign subtype	Clicks <sup>?</sup>	Impr. <sup>?</sup>	CTR <sup>?</sup>	Avg. CPC <sup>?</sup>	Cost <sup>?</sup>
<input type="checkbox"/>	<input type="checkbox"/>	<div><div>Become a Digital Marketer Become a Digital Marketer, learn through real-live advertising projects Learn from the biggest names in the industry, and gain experience with real-live projects Udacity</div><div> Preview ad</div></div>	Campaign paused	Display Network only	Drive action	1,531	216,199	0.71%	\$0.45	\$686.27
<input type="checkbox"/>	<input type="checkbox"/>	<div><div>Become a Digital Marketer Become a Digital Marketer, learn through real-live advertising projects Learn from the biggest names in the industry and gain experience with real-live projects Udacity</div><div> Preview ad</div></div>	Campaign paused	Display Network only	Drive action	442	65,867	0.67%	\$0.42	\$186.24

# Which Ad Group Performed Better?

1. Present the results of each ad by completing the table below.
2. Creative A outperformed Creative B? Why? Campaign A perform well it has 1531 clicks and has positive ROI with 210 if we make compare btween campaign A AND B we will find A better than b coz has amazing ROI mor clicks than b.

Creative	Clicks	Impressi ons	CTR	Avg CPC	Cost	Conversi on Rate	# of New Students	CPA	ROI +/-
Creative - A	1531	216199	071%	045	\$686.27	.2%	3	229	210
Creative - B	442	65867	0.67%	0.42\$	\$186.24	.2%	1	186	113



# Display Image Campaign: Keywords

Review the Keyword results for the Display Image Campaign

<input type="checkbox"/>	<input checked="" type="radio"/>	Keyword	Ad group	Status ?	Max. CPC	Clicks ?	Impr. ?	CTR ?	Avg. CPC ? ↑	Cost ?
<input type="checkbox"/>	<input checked="" type="radio"/>	facebook marketing course	Keyword Targeted	Campaign paused	\$3.00 (enhanced)	0	4	0.00%	\$0.00	\$0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	digital analytics training	Keyword Targeted	Campaign paused	\$3.00 (enhanced)	0	0	0.00%	\$0.00	\$0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	digital analytics course	Keyword Targeted	Campaign paused	\$3.00 (enhanced)	0	0	0.00%	\$0.00	\$0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	social media marketing online course	Keyword Targeted	Campaign paused	\$3.00 (enhanced)	0	14	0.00%	\$0.00	\$0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	adwords course	Keyword Targeted	Campaign paused	\$3.00 (enhanced)	0	8	0.00%	\$0.00	\$0.00

Full keyword list in separate file [here](#)

	Keyword	Clicks	Impressions	CTR	Avg CPC	Cost
1	<i>Marketing course</i>	14	2998	0.47%	1.68	23.5
2	<i>Marketing online</i>	236	20750	1.14%	5	118.64
3	<i>Online marketing</i>	226	38259	.59%	0.28	63
4	<i>Marketing program</i>	5	1166	.43%	1.6	8.01
5	<i>Marketing course</i>	19	1999	.95%	27	5.14

# How would you optimize this campaign?

Suggestion 1: in campaign B we need to change the image for landing page and the headline to get better results

Suggestion 2: pause the keywords with high CPC and change it by similar keywords

Suggestion 3: we can pause the ad that has the low results and keep the campaign A WORKING and create a new one with a good image and good headline





## Part 2: Evaluate a Display Video Campaign

# Display Video Campaign: Overall Results

Review below the overall results of the Display Video Campaign

<input type="checkbox"/>	⊙ ↓	Ad group	Status ?	Max. CPV ?	Ad group type ?	Impr. ?	Views ?	View rate ?	Cost ?	Avg. CPV ?	Clicks ?	CTR ?	Avg. CPC ?
<input type="checkbox"/>	⌵	short trailer DM education keywords	Campaign paused	\$0.10 <input checked="" type="checkbox"/>	In-stream	54,312	10,622	19.56%	\$290.21	\$0.03	453	0.83%	\$0.64
<input type="checkbox"/>	⌵	short trailer DM large keyword list	Campaign paused	\$0.10 <input type="checkbox"/>	In-stream	103,205	19,261	18.66%	\$535.40	\$0.03	1,439	1.39%	\$0.37
		Total - all but removed ad groups				157,517	29,883	18.97%	\$825.61	\$0.03	1,892	1.20%	\$0.44
		Total - all ad groups				157,517	29,883	18.97%	\$825.61	\$0.03	1,892	1.20%	\$0.44
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1. Present the results of the overall campaign by completing the table below.
2. What was the overall ROI of the campaign? Was it Positive or Negative?
3. THE CAMPAGIN HAS POSITIVE ROI \$372

Creative	Clicks	Impressions	CTR	Avg CPC
<i>Campaign Results</i>	1892	157517	1.20%	0.44
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$825.61	0.2	4	206	\$372

# Display Video Campaign: Ad Results

Review below the Ad Results of the Display Video Campaign

<input type="checkbox"/>		Ad	Ad group	Status ?	Video	Impr. ?	Views ?	View rate ?	Avg. CPV ?	Cost ?	Clicks ?	CTR ?	Avg. CPC ?
<input type="checkbox"/>		<b>Short trailer</b> 	short trailer DM education keywords	Campaign paused	Become a Digital Marketer	54,312	10,622	19.56%	\$0.03	\$290.21	453	0.83%	\$0.64
<input type="checkbox"/>		<b>Short trailer 2</b> 	short trailer DM large keyword list	Campaign paused	Become a Digital Marketer	103,205	19,261	18.66%	\$0.03	\$535.40	1,439	1.39%	\$0.37

A

B

**Campaign A** - Short Keyword List

**Campaign B** - Large Keyword List

1. Present the results of each ad by completing the table below.
2. Which ad performed best Video A or Video B? Why?
3. Campaign B worked better coz it has long tail keywords and better video and if we make a comper btween A and B we will find campaign B perform better than a has high ROI 363 and high clicks 1439

Creative	Clicks	Impressi ons	CTR	Avg CPC	Cost	Conversi on Rate	# New Student	CPA	ROI +/-
Campaign A	453	54312	083%	064\$	290.21\$	.2%	1	290	9
Campaign B	1439	103205	.139%	0.37%	535.40\$	.2%	3	178	363



# Display Video Campaign: Keywords

Review the Keyword results for the Display Video Campaign

<input type="checkbox"/>		Keywords 	Max CPV	Ad group	Status	Impr.	Views 	View rate 	Avg. CPV 	Cost 	Clicks 	CTR 
<input type="checkbox"/>		internet marketing program	\$0.10	Video DMDN Launch	Campaign paused	0	0	0.00%	\$0.00	\$0.00	0	0.00%
<input type="checkbox"/>		online marketing course	\$0.10	Video DMDN Launch	Campaign paused	1	0	0.00%	\$0.00	\$0.00	0	0.00%
<input type="checkbox"/>		web metrics	\$0.10	Video DMDN Launch	Campaign paused	0	0	0.00%	\$0.00	\$0.00	0	0.00%
<input type="checkbox"/>		web analysis	\$0.10	Video DMDN Launch	Campaign paused	2	0	0.00%	\$0.00	\$0.00	0	0.00%
<input type="checkbox"/>		online marketing strategies	\$0.10	Video DMDN Launch	Campaign paused	0	0	0.00%	\$0.00	\$0.00	0	0.00%

This is an excerpt of the keyword list, the full list is [here](#)

# Key Campaign Results (Keywords)

1. course digital marketing
2. Online marketing video
3. Ad advertisement
4. Social media marketing
5. Digital learning marketing

next slide shows the best performance and these keywords are best fit keywords for target customers who are looking for digital marketing online course

Keyword	Clicks	Impressions	CTR	Avg CPC	Cost	Conversion Rate	CPA	# New Students	ROI +/-
course digital marketing	106	8727	1.31%	.43\$	45.50\$	.2%	0	0	0
Online marketing video	495	42440	1.17%	.51\$	253.23	.2%	253	1	46
Ad advertisement	510	24172	2.11%	.17\$	85.58%	.2%	85	1	214
SEO	102	9197	1.11%	0.48%	48.81%	.2%	0	0	0
Digital learning marketing	207	14198	1.46%	\$033	\$64.99	.2%	0	0	0

# How would you optimize this campaign?

Provide at least **three** suggestions to improve this campaign. (Answers might include things like: A/B testing, different creative, adding or removing keywords, etc...)

Suggestion 1: our campaign has positive ROI but if we take a look in our clicks it not measured well

Suggestion 2: I see the campaign has long keywords perform better than campaign has short keyword so we can use the long keywords

Suggestion 3: we can pause keywords which has high CPC and change it by similar keywords to it



# Part 3: Results, Analysis and Recommendations

- Would you focus on certain Ad Groups, Ads or Keywords?

Yes I will focus on ads and keywords and I will make a unique headlines and deception to attracter potential customers and I will chose image to describe exactly my landing page.

- Would you change any of your existing Ads or Keywords or add any new ones?

Yes I WILL changes a few things like short keywords i will pause all short keywords coz it get high cpc. And i will put more attrctive long keywords with low CPC. I think if w do it we will get better ruslt from our campaign.

- Would you set up an A/B test, and if so, how would you go about it?

Yes i will choose another to ad group with diffrent headline and with a long keywords

Would you make changes to the landing page, and if so, what kind of changes and why?

Yes it must be clear to our customers if they click on the ad they should find what they are expecting for the landing page so I will choose the image defining what we are offering exactly. And also the content I will keep it short

