Project 5: Run an AdWords Campaign (Part 2)

Campaign Evaluation

1. Approach Description

I have choesn the progect option 1 to help udacity education
In this prpject i will setting up a search campaign useing google ad words to
Bring more student from uk to the landing page for udacity

https://www.udacity.com/course/data-structures-and-algorithms-in-python--ud513

I will run this ad for 5 days the budget daily $7and the total budget $35 I will target people who are interested to online courses and programming

I will ad 2 groups 1 for the potential candidates in the interest
And In the

Desire segment , I targeted more specie audience through brand and technical keywords who are looking for programming and

algorithm courses. I used Google keyword planner to undergo my keyword research based on my potential customer . Primary objective of this

free course is to promote React Nano degree so I have used few keywords related to this Nano degree Program. Based on the ads, I discovered

my headline and ad copy to target people who are speciöcally looking for the network Structures and

 algorithms course

2. Marketing Objective & KPI

Marketing objective

Gather 10leads and 7 conversation with life time budget 35$ and
daily budget 7$ I have selected the CPC default of 3$
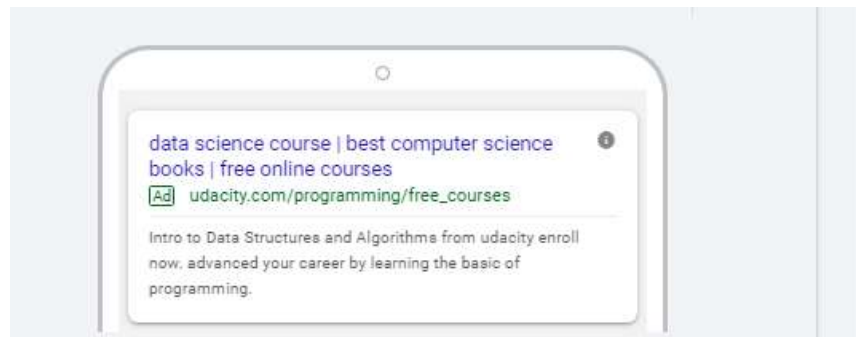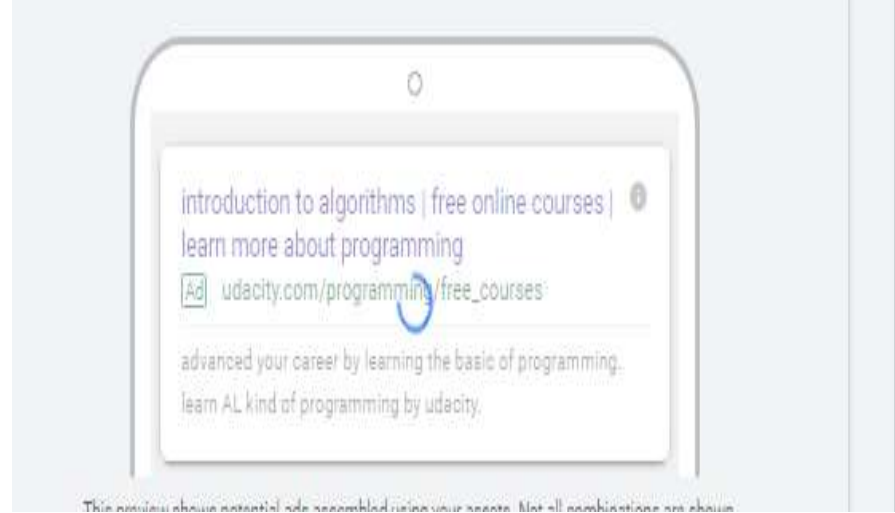
KPI

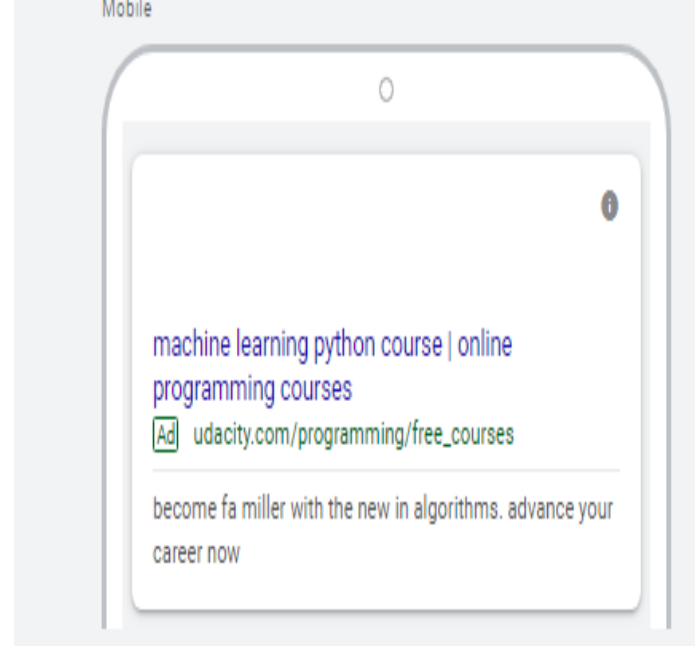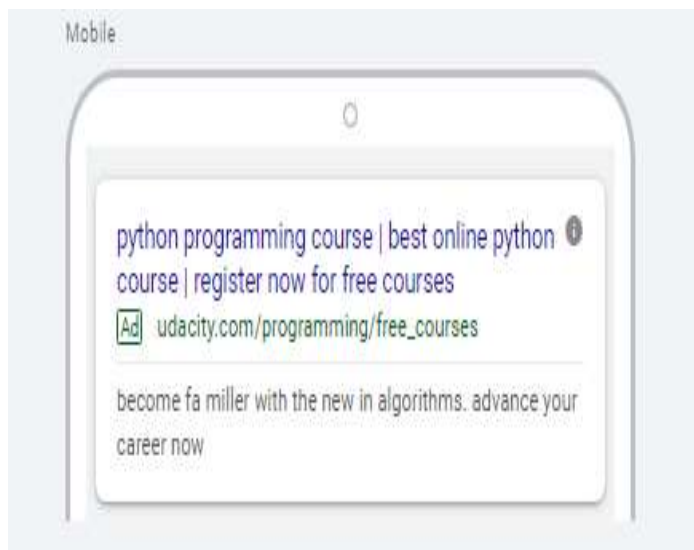Number of leads and conversation gathering AND number of
signups to udacity

Ad Groups

Ads and Keywords

introduction to algorithms | free online courses |
learn more about programming
Ad udacity.com/programming/free_courses

advanced your career by learning the basic of programming.
learn AL kind of programming by udacity.

This preview shows potential ads assembled using your assets. Not all combinations are shown.

data science course | best computer science
books | free online courses
Ad udacity.com/programming/free_courses

Intro to Data Structures and Algorithms from udacity enroll
now. advanced your career by learning the basic of
programming.

- learn python
- data structures
- data science course
- coding courses
- python course
- data structures and algorithms
- google structured data
- python coding course
- coding for dummies
- is python free
- python tutorial for beginners
- python algorithms
- python programming course
- data science training
- python online course
- java struct
- what is data structure
- computer programming for beginner

python programming course | best online python ⓘ
course | register now for free courses

Ad udacity.com/programming/free_courses

become fa miller with the new in algorithms. advance your
career now

machine learning python course | online
programming courses

Ad udacity.com/programming/free_courses

become fa miller with the new in algorithms. advance your
career now

- free coding courses
- c++ data structures
- python online tutorial
- udacity python
- best python course
- java basic programs
- python free online course
- coding algorithms
- data structures and algorithms for dummies
- learn python free
- learn to code python
- online programming courses
- learn python for beginners
- free online classes
- best online python course
- learn python online
- best computer science books
- learn python online free
- data structures and algorithms in java
- data structures and algorithms in python
- algorithm in programming
- study online for free
- free python course
- machine learning python course

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	Conv.	CR	Cost per Conv.
interest courses	$3	979	32	%3.27	$2.50	0	0	0
online free courses	$3	294	17	%5.87	$1.22	0	0	0
Total	**$6**	**1237**	**49**	**%3.85**	**$2.9**	**0**	**0**	**0**

Key Campaign Results (Ads)

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

Ad	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.
Ad Group 1, Ad 1	26	%3.95	$2.49	0	0	0
Ad Group 1, Ad 2	6	%3.55	$2.51	0		0
Ad Group 2, Ad 1	0	0		0	0	0
Ad Group 2, Ad 2	**17**	**5.86%**	**$1.22**	**0**	**0**	**0**

Key Campaign Results (Keywords)

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

Keyword	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.
how to study python	11	5.37%	$27.92	0	0	0
useful data structures	11	6.43%	$12	0	0	0
online python training course	9	4.59%	$2.90	0	0	0

DIGITAL MARKETING
NANODEGREE PROGRAM

Campaign Evaluation

- ○ Did your campaign result in a positive ROI?
- ○ My ROI IN MY CAMPAIGN IS NOT POSITIVE . IT DOES NOY HAVE ANY CONVERSIONS THE TOTAL NUMBER OF CLICKS IN MY CAMPAIGN WAS 49 I HAVE LOW CLICKS NUMBER AND ZERO CONVERSIONS THAT'S WHY MY CAMPAGIN IS NOT POSITIVE
- ○ ROI=3*0(70)=
- ○ Was the conversion rate higher or lower than expected?
- ○ IT BWAS SO LOWER COZ I HAVE USED A LOT OF KEYWORDS THAT'S COASTS ME A LOT I NEED TO REMOVE MOST OF KEYWORDS
- ○ How much did you have to spend per click? How close did you get to your max. CPC bid?
- ○ I HAVE SPENT 3$ FOR CPC AND I HAVE GOT MAX CPC 2.9$
- ○ Which ad group, ads and keywords led to the highest click through and conversion rates and why might that have been the case?
- ○ THE FIRST AD GROUP INTERST COURSES THE REASON WHY COZ IT WAS HAS THE GOOD KEYWORDS
- ○ Looking at the cost per click and the average position of your ad groups, can you infer which kind of keywords are subject to higher competition in AdWords?
- ○ TO BE HONEST I HAVE NO ONE I NEED TO FOUND A NEW KEYWORDS THAT'S HELP ME TO MAKE MY AD BETTER

- ○ Which keywords performed best for you and why might that have been the case?
- ○ THE KEY WORDS how to study python AND *useful data structures*
- ○ *IT WAS TITTLE KEYWORDS THAT'S WHY THESE KEYWORDS WORKED BETTER*

Recommendations for future campaigns

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

- Would you focus on certain Ad Groups, ads or keywords?
- I WILL FOUCS ON ADS AND KEYWORDS BOTH TO RUN A SUCCESSFUL CAMPAIGN AND I NEED TO FOUCS ON HEADLINE TO AND MY DESCRBTION
- Would you change any of your existing ads or keywords or add any new ones?
- YES I NEED TO REMOV A LOT OF MY KEYWORDS WHO MAKES ME PAIED A LOT
- Would you set up an A/B test, and if so, how would you go about it?
- YES I WOUD CHOES 2 ADGROUPS WITH DIFFERENT HEADLINE AND NEW KEYWORDS
- Would you make changes to the landing page, and if so, what kind of changes and why?
- YES OF COURSE LANDINGPAGE IS IMPORTANT PART ON ANY CAMPAIGN IT MNUST BE CL;EAR MORE THAN THAT

Appendix

Screenshots for Reference

Example: Ad Groups

		Ad group	Status	Default max. CPC	Ad group type	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv.
☐	●	interest courses	Campaign ended	$3.00 (enhanced	Standard	32	979	3.27%	$2.50	$79.93	0.00	$0.00	0
☐	●	online free courses	Campaign ended	$3.00 (enhanced	Standard	17	294	5.78%	$1.22	$20.80	0.00	$0.00	0
		Total:... ⑦				49	1,273	3.85%	$2.06	$100.73	0.00	$0.00	0
	∧	Total:... ⑦				49	1,273	3.85%	$2.06	$100.73	0.00	$0.00	0

Aug 2018   Dec 2019

Ad group status: All but removed   ADD FILTER

SEARCH   SEGMENT   COLUMNS   REPORTS   DOWNLOAD   EXPAND   MORE

Audiences

Settings

Often visited

Ad schedule

More

Example: Ads

Example: Keywords

		Keyword	Ad group	Status	Max. CPC	Policy details	Final URL	↓ Clicks	Impr.	CTR
		Total: All but removed keyw... ⓘ						49	1,273	3.85%
☐	●	how to study python	interest courses	Campaign ended	$3.00 (enhance	Eligible	–	11	205	5.37%
☐	●▾	useful data structures	online free courses	Campaign ended	$3.00 (enhance	Eligible	–	11	171	6.43%
☐	●	online python training course	interest courses	Campaign ended	$3.00 (enhance	Eligible	–	9	196	4.59%
☐	●	learn database online	interest courses	Campaign ended	$3.00 (enhance	Eligible	–	6	205	2.93%
☐	●	how to learn python for beginners	interest courses	Campaign ended	$3.00 (enhance	Eligible	–	4	202	1.98%
☐	●	computer science books	interest courses	Campaign ended	$3.00 (enhance	Eligible	–	2	148	1.35%
☐	●	data structure book recommendation	online free courses	Campaign ended	$3.00 (enhance	Eligible	–	2	10	20.00%
☐	●	data structure short notes	online free courses	Campaign ended	$3.00 (enhance	Eligible	–	1	9	11.11%
☐	●	data structures	online free courses	Campaign	$3.00	Eligible	–	1	28	3.57%

Sidebar navigation:

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  - Search Keywords
  - Negative Keywords
  - Search terms
  - Auction insights
- ▸ Audiences
- Settings
- Often visited
- ▸ Ad schedule
- + More