

Project 5:

Evaluate a Google Ads Campaign



1. Campaign Approach

- Udacity has launched a campaign to advertise for the Digital Marketing Nanodegree Program
- The campaign is divided into two [ad groups](#), one targeting customers in the Awareness stage and one targeting customers in the Interest stage
- Each ad group uses responsive search ads, with multiple options for the ad headline and description
- When users click on an ad, they are taken to the [overview page](#) for the Digital Marketing Nanodegree Program, where they can click a button to download the program syllabus. This conversion has an estimated value of \$5.

2. Marketing Objective

- The campaign's marketing objective is to gather at least 200 conversions (syllabus downloads), with a conversion rate of at least 10%

Ad Group #1: Ads

Interest Digital Marketing Ad Group - Ad #1	1	2	3	4	5
Headline	Digital Marketing online course for beginners	Digital Marketing for beginners	Learn to become a Digital Marketer	Digital Marketing online course	Digital Marketing online training
Description	Take your first steps towards becoming a Digital Marketer! Online beginner Digital Marketing course.	Online course on foundations of Digital Marketing taught by industry professionals.	Are you looking for a Digital Marketing course? Look no further: Udacity Digital Marketing class for beginners.	An easy way to learn Digital Marketing: online basic class for future best marketers	
Interest Digital Marketing Ad Group - Ad #2	1	2	3	4	5
Headline	Digital Marketing Basics	Digital Marketing online training	Digital Marketing for beginners	Udacity Digital Marketing Resources	Become a Digital Marketer with Udacity
Description	Digital Marketing Basics Digital Marketing resources from Udacity	See how to become a Digital Marketer	Take Your First Steps towards Becoming a Digital Marketer	Get all the basic knowledge on Digital Marketing that you need	

Data is also available in [this spreadsheet](#)

Ad Group #2: Ads

Awareness Digital Marketing Ad Group - Ad #1	1	2	3	4	5
Headline	Digital Marketing Basics, all you need	Digital Marketing class	Digital Marketing for beginners	Udacity Digital Marketing Resources	Become a Digital Marketer
Description	Digital Marketing resources from Udacity	See what Digital Marketing is for and how to become a Digital Marketer	Take Your First Steps towards Becoming a Digital Marketer	Get all the basic knowledge on Digital Marketing that you need	
Awareness Digital Marketing Ad Group - Ad #2	1	2	3	4	5
Headline	Digital Marketing online course	Digital Marketing for beginners	Learn to become a Digital Marketer online	Digital Marketing online training	Digital Marketing course with Udacity
Description	Take your first steps towards becoming a Digital Marketer! Online beginner Digital Marketing course.	Online course on foundations of Digital Marketing taught by industry professionals.	Are you looking for a Digital Marketing course? Look no further: Udacity Digital Marketing class for beginners.	An easy way to learn Digital Marketing: online basic class for future best marketers	

Data is also available in [this spreadsheet](#)

Ad Group #1: Keywords

Search keyword	Status	Match Type	Campaign	Ad group	Keyword max CPC	Currency
Best website for learning +marketing	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
Coursera digita marketing	Eligible	Phrase	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
Marketing course Udacity	Eligible	Phrase	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
+Digital marketing certificate	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
Best website to learn +digital marketing for free	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
Digital marketing learn online	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
+Digital marketing online training	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
+Digital marketing for +beginners	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
How to +learn +marketing	Low search volume	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
+Udemy +digital marketing	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
+Social media marketing +course	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
+Online marketing +course	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
+Social media marketing classes	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
Free +marketing courses	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
Marketing online course	Eligible	Phrase	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
Digital marketing course online free	Eligible	Phrase	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
+Marketing +online +tutorial	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
+Udacity +Digital Marketing	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
Marketing basics course online free	Low search volume	Phrase	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
+Digital marketing +tutorial basics	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD

Data is also available in [this spreadsheet](#)

Ad Group #2: Keywords

Search keyword	Status	Match Type	Campaign	Ad group	Keyword max CPC	Currency
+Digital marketing basic	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
+Social media marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
+Marketing terms	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
+Marketing for +beginners	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
+Online marketing +basics	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
What is digital marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
+Udacity +marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
How to become a +digital marketer	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
How to do social media marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
+Digital marketing online class	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
+How to do marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
Define +Digital marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
How to be a +social media marketer	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
+Digital Marketer	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
+Digital marketing terminology	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
What is marketing used for	Eligible	Phrase	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
+Online marketing for +students	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
+Digital marketing for +students	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
Study +digital marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
Study +online marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD

Data is also available in [this spreadsheet](#)

Key Results (Campaign)

Expand the table below to identify and fill in any campaign-level KPIs/metrics you feel will be relevant to your evaluation of the campaign's performance

Campaign	Cost	Clicks	Impressions	Conversions	Conversion rate	Cost per conversion	Cost per click	CTR click through rate
Udacity_DMND	\$1,314.00	2391	111256	221	9.24%	5.945 USD	0.55 USD	2.15%

Campaign data is also available in [this spreadsheet](#)

To add columns to your table, right-click where you want to add the column and select either “insert column left” or “insert column right”


Key Results (Ad Groups)

Expand the table below to identify and fill in any ad group-level KPIs/metrics you feel will be relevant to your evaluation of the campaign's performance

Ad Group	Cost	Clicks	Impressions	Conversions	Conversion rate	Cost per conversion	Cost per click	Click through rate
Ad Group 1: <i>Interest Digital Marketing</i>	\$819.05	1553	72497	132	8.5%	6.2USD	0.5USD	2.1%
Ad Group 2: <i>Awareness Digital Marketing</i>	\$494.95	838	38759	89	10.6%	5.6USD	0.6USD	2.2%
Total	\$1,314.00	2391	111256	221	9.2%	5.9USD	0.5USD	2.1%

Key Results (Ads)

Expand the table below to identify and fill in any ad-level KPIs/metrics you feel will be relevant to your evaluation of the campaign's performance

Ad	Cost	Clicks	Impressions	Conversions	Conversion rate	Cost per conversion	Cost per Click	Click through rate
Ad Group 1, Ad 1	\$458.25	991	40163	97	9.8%	\$4.7	\$0.5	%2.5
Ad Group 1, Ad 2	\$360.80	562	32334	36	%6.4	\$10.0	\$0.6	%1.7
Ad Group 2, Ad 1	\$335.60	619	28827	72	%11.6	\$4.6	\$0.5	%2.1
Ad Group 2, Ad 2	\$159.35	219	9932	16	%7.3	\$9.10	\$0.7	 %2.2

Key Results (Keywords)

They have a conversion rate above 10% for each.

They have a high number of conversions.

The cost per conversions is less than 5\$

Keyword	Cost	Clicks	Impressions	Conversion	Conversion rate	Cost per conversion	Cost per click
<i>+Digital marketing certificate</i>	23.10\$	48	894	8	16%	3.08\$	0.48\$
<i>+online +marketing course</i>	317.10\$	534	26630	65	12%	4.88\$	0.59\$
<i>+Social media marketing +course</i>	36\$	66	912	10	15%	3.60\$	0.55\$

Campaign Evaluation

Evaluate how successful the campaign was, based on the marketing objective

- Feel free to use “bullet points” for your analysis and add as many slides as you need.
- Include the following information in your answer (you can also review Lesson 6 in the SEM course for some additional guidance):
 - The campaign’s return on investment (ROI), including identification of whether the campaign was ROI-positive or ROI-negative
 - $ROI = (\text{total conversion value} - \text{total cost}) / \text{total cost}$
Total conversion value = # of conversions * conversion value = $221 * 5 = 1105$ USD.
 $ROI = (1105 - 1314) / 1314 * 100 = -16\%$
SO the ROI is negative despite the marketing objective being achieved at 221 conversions.
 - Identify and calculate at least three relevant KPIs at the campaign, ad group, ad, and keyword level = Check slide 11 – 12 – 13
 - Based on your KPI calculations, identify which three keywords performed the best, and explain your reasoning for the ones you selected = Check slide 14 .

- Based on your KPI calculations, make an inference about which keywords are subject to higher competition in Google Ads. Explain your reasoning and which KPIs you used to make your hypothesis

Keywords

: +Online marketing +course, +Marketing terms , Digital marketing learn online, +Social media marketing

They have higher number in clicks

They have high CTR

They have high CPC , they have a high difficulty rate in MOZ

An overview statement of how well or not well the campaign performed relative to its marketing objective, supported with evidence

- The campaign was able to achieve the marketing objective of 200 conversions and got 221 conversion – check slide 11
despite that, the Campaign failed to get the minimum CR which was 10% and got 9.24%, the ROI also appeared to be negative. Indicating the failure of the campaign.

Campaign	Cost	Clicks	Impressions	Conversions	Conversion rate	Cost per conversion	Cost per click	CTR click through rate
Udacity_DMND	\$1,314.00	2391	111256	221	9.24%	5.945 USD	0.55 USD	2.15%

Recommendations for future campaigns

Imagine you are tasked with running an improved version of this campaign, with the same marketing objective. What recommendations would you make to improve the campaign, based on your evaluation of its past performance?

- Provide at least three recommendations
- Feel free to use “bullet points” for your analysis and add as many slides as you need
- The following prompts can help you structure your answer, but feel free to think beyond these as well:
 - Would you focus on certain ad groups, ads, keywords, or keyword match types? If so, which ones and why?
 - Would you change any of your existing ad headlines or descriptions, or add any new ones? What would you change/add and why?
 - Would you change any of your existing keywords or match types, or add any new ones? What would you change/add and why?
 - Would you set up an A/B test, and if so, how would you go about it?

- Would you focus on certain ad groups, ads, keywords, or keyword match types? If so, which ones and why?

Yes, group 1 ad 1 and group 2 seems to be indicating good results to the other two, I would use keywords that proved to be good for the campaign and be sure to use negative keywords, and use the right match type to ensure a cleaner search revenue. I would also check more ad variations with different bidding strategies as the current one got a negative ROI

Would you change any of your existing ad headlines or descriptions, or add any new ones? What would you change/add and why?

I will use a different ad variation, the change will be built around using keywords that performed well, the new additions will use different keywords for headlines and descriptions based on the result of this current campaign.

- Would you change any of your existing keywords or match types, or add any new ones? What would you change/add and why?
- I would focus on phrase types instead of broad, using some of the existing keywords that proved successful, while testing new keywords and their value to the campaign, I'll be focusing on adding negative match types, and considering different synonyms and extensions for the keywords.

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

- Undoubtedly, I will set up an AB test to check different headlines, descriptions, or even bidding strategies. One at a time.