

# 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 digital 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	CTR	CPA	Conversion rate
Udacity_DMND	\$1,314.00	2391	111256	221	2.15%	5.95	9.24%

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)

Ad Group	Cost	Clicks	Impres sions	Conve rsions	CTR	CPA	Conve rsion rate
Ad Group 1: <i>Interest Digital Marketi ng</i>	\$819. 05	1553	72497	132	2.14%	6.20	8.50%
Ad Group 2: <i>Awarene ss Digital Marketi ng</i>	\$494. 95	838	38759	89	2.16%	5.56	10.62%
<b>Total</b>	\$1,31 4.00	2391	111256	221	2.15%	5.95	9.24%

# 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	Impres sions	Conver sions	CTR	CPA	Conver sion rate
<i>Ad Group 1, Ad 1</i>	\$458.25	991	40163	97	2.47%	4.72	9.79%
<i>Ad Group 1, Ad 2</i>	\$360.80	562	32334	36	1.74%	10.02	6.41%
<i>Ad Group 2, Ad 1</i>	\$335.60	619	28827	72	2.15%	4.66	11.63%
<i>Ad Group 2, Ad 2</i>	\$159.35	219	9932	16	2.20%	9.96	7.31%

# Key Results (Keywords)

Use the table below to present the three keywords you consider most successful based on the marketing objective, and include any metrics you used to determine which keywords performed best

Keyword	Cost	Clicks	Impressions	Conversions	CTR	CPA	Conversion rate
<i>Marketing terms</i>	\$140.70	282	9582	26	2.94%	5.41	9.22%
<i>Digital marketing online training</i>	\$144.95	220	5982	13	3.67%	11.15	5.91%
<i>Online marketing course</i>	\$335.60	619	28827	72	2.14%	4.66	11.63%



I used them because those are terms that are most sought after by people interested in digital marketing within the internet. They have a good conversion and conversion rate in addition to being the most innovative keywords for me in marketing. In addition, they receive good impressions that is why I decided to choose Marketing terms, Digital marketing online training and Online marketing course.

Keyword	Cost	Clicks	Impressions	Conversions	CTR	CPA	Conversion rate
<i>Marketing terms</i>	\$140.70	282	9582	26	2.94%	5.41	9.22%
<i>Digital marketing online training</i>	\$144.95	220	5982	13	3.67%	11.15	5.91%
<i>Online marketing course</i>	\$335.60	619	28827	72	2.14%	4.66	11.63%

# Campaign Evaluation

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

- The campaign's return on investment (ROI), including identification of whether the campaign was ROI-positive or ROI-negative
  - $\text{ROI} = (\text{total conversion value} - \text{total cost}) / \text{total cost}$

Campaign ROI = -0.1590

It was a negative ROI.

# Campaign Evaluation

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

- Identify and calculate at least three relevant KPIs at the campaign, ad group, ad, and keyword level

CAMPAIGN KPI: CTR, CPA, AND CONVERSION RATE

CTR: 2.15% CPA: 142.21 CONVERSION RATE:0.39%

AD group KPI: CTR, CPA, AND CONVERSION RATE

CTR: 2.15% CPA: 142.21 CONV. RATE: 0.39

AD KPI(AD GROUP 1 AD 1): CTR, CPA, AND CONVERSION RATE

CTR:2.47% CPA: 4.72 CONVER.RATE:9.79%

KEYWORD KPI(MARKETING TERM): CTR, CPA, AND CONVERSION RATE

CTR: 2.94% CPA: 15.26 CONVER.RATE: 9.22%

# Campaign Evaluation

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

- 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

Online marketing course would have better competition within all my keywords because have good impressions 28827, 72 conversions, 11.63% conversion rate and a decent price.

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

The marketing objective was to gathering 200 conversions with a 10% conversion rate. In relation to its marketing objective it did not performed as expected because only got 72 conversions but i'd say that it did not do very bad because it could got 10% of what the marketing objective was expecting for.

# Recommendations for future campaigns

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

I think those ad groups are excellent the only thing I would change is adding some other good keywords.

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

Yes. I would change the description for one of them. I would rather use a description Start your career in Digital Marketing with our nanodegree! People love when you talk to them about starting a new career.



# Recommendations for future campaigns

- Would you change any of your existing keywords or match types, or add any new ones? What would you change/add and why?

The keywords are very accurate. If could I would add Digital Marketing Career. Because people love the fact of a new career.

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

Yes. A/B test is always a good idea. I would test the ads also, the ads groups to see which ones are doing better.