


Unit 11 Homework: Display Advertising & Analytics

Campaign and Creative Brief

Section 1: Campaign Brief:

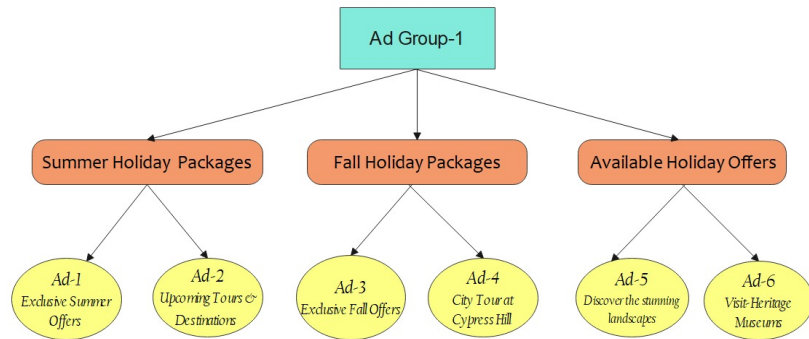
BRAND + INDUSTRY	 <p>Organization: Prairie Adventure Tour</p> <p>Brand: Prairie Adventure Tour is a trustworthy and responsible Saskatchewan travel agency and tour operator. We provide a well-chosen menu of vacation and holiday packages, as well as a complete list of tourist attractions in Western Canada.</p> <p>Industry: Travel industry, especially tours, guide and consultancy solutions.</p>
OBJECTIVE(S)	In the following four months, increase the maximum client tour services up to 20%.
CAMPAIGN TYPE	Display
GOOGLE ADS CAMPAIGN GOAL	Sales
KPIs	CPA (Cost per Acquisition)
LOCATION TARGETING	All Countries & territories
BUDGET	\$10,000
FLIGHT LENGTH	45 days
DAILY BUDGET	\$10.82

BRAND SAFETY CONSIDERATIONS	Blocklist websites(Competitors) https://www.costsavertour.com https://www.gadventures.com https://www.insightvacations.com https://www.urbanadventures.com https://www.exodustravels.com
AUDIENCE TARGETING	Age: 30-50 years Gender: Men and women Parental Status: Parents of below 18 Years Interest: Travelers, Adventure Lovers, Nature Lovers, Foodies, Fitness
PLACEMENT AND TOPIC RECOMMENDATION S	Targeted Placements: <ol style="list-style-type: none"> 1. Photography 2. Travel & Local 3. Social Networking 4. Health & Fitness 5. News 6. Lifestyles 7. Mobile Applications Recommendations: Excluding the top 5 business competitors

Section 2: Creative Brief

OBJECTIVE(S)	Campaign Objective: Lead Generations Tactics to achieve the objective: <ol style="list-style-type: none"> 1. Collect email addresses, newsletter signups, or other relevant contact information from people who are interested in our business; 2. Optimize the success of our campaigns using automated bidding and targeting;
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	<p>3. Display aesthetically effective advertisements to clients when they are most likely to demonstrate an interest in our company.</p>
CAMPAIGN SUMMARY	<p>This campaign is about summer and fall exclusive offers to explore Saskatchewan's grassland countryside.</p> <p>Google Display Ads can help us acquire more visitors and sell more excursions/vacation packages tailored to our targeted audiences.</p>
TARGET AUDIENCE	<p>Demographic Information: Age Groups: 30-50 years Marital Status: Single, In a relationship & Married</p> <p>Psychographic Information:</p> <ul style="list-style-type: none"> • Foodies • Family-Focused • Fashionistas • Outdoor Enthusiasts • Health & Fitness conscious • Business Travelers • Travel lovers
ATTITUDE	<p>The campaign focuses the product imagery on the vibrant labels and makes those photographs the focal point of the website.</p> <p>The CTA is visible in the footer and main frame on the right side, which may easily attract more clients for the business services.</p> <p>The navigation is a simple and straightforward monochromatic palette, which serves to highlight the stunning photographs.</p>
MESSAGING	<p>Saskatchewan: Discover the Land of Living Sky</p>
DELIVERABLES	<p>Images, Logo and Video are included as deliverables.</p>



Ad #1:

- **1 JPG or PNG**
 - **Max file size:** 55 Kb
 - **Size:** 450 x 300 pixel
 - **Headline 1:** Exclusive Summer Offers
 - **Headline 2:** Upcoming Tours & Destinations
 - **Headline 3:** Discover the Beauty of Nature
 - **Headline 4:** Book Your Dream Vacation Pack
 - **Headline 5:** Sign up Today-Grab the offers
 - **Long Headline:** From exotic locations to mountain resorts, the list is unlimited & we've exclusive offers
 - **Descriptions 1:** Day Long Tour in Nature Beauty- All day sightseeing in the prairie land of Saskatchewan
 - **Descriptions 2 :** Saskatchewan-Enjoy and explore the Land of Living Sky
 - **Description 3:** Lake Diefenbaker-A number of destination areas for golfing, boating and fishing.
 - **Description 4:** Over 10 Years' Experience in tour industry to make your holiday pleasant
 - **Description 5:** Authorized tours & travels guide in Canada
 - **CTA:** Contact Us
- **2 Video**
 - Resolution: 480p(852×480 pixels)
 - Duration: 1.37s
 - Playback speed: Normal

	<p>Ad #3:</p> <ul style="list-style-type: none">● 1 JPG or PNG<ul style="list-style-type: none">○ Max file size: 100 Kb○ Size: 450 x 300 pixel○ Headline: Exclusive Fall Offers○ Headline 2: Upcoming Tours & Destinations○ Headline 3: Discover the Beauty of Nature○ Headline 4: Find Out More Vacation Packs○ Headline 5: Compare within Great Offers○ Long Headline: Fall packages-Grassland, the only one of our national parks that represents prairie land○ Descriptions 1: Grassland National Park-The only one national park that represents prairie grassland○ Descriptions 2 : Authorized tours & travels guide in Canada○ Description 3: Trusted tour guide with pleasant customer service to make your holiday memorable○ Description 4:Over 10+years of travel business experience to make your vacation enjoyable○ Description 5: Find more details-visit our Official Site○ CTA: Book Now● 2 Video<ul style="list-style-type: none">○ Resolution: 480p(852×480 pixels)○ Duration: 0.51s○ Playback speed: Normal
<p>VISUAL CONSIDERATIONS</p>	<p>We've chosen photographs that portray the seasons and natural beauty of Saskatchewan. Our clients will be fascinated by the campaign's imagery and delivering strategy.</p> <p>Our logo, which is a simple color scheme of white, shades of green, a little blue, deep brown, and black is soothing and aesthetically appealing, expressing the beauty of our nature.</p>

Section 3: LeatherINC Campaign Analysis (Refer to [this](#) spreadsheet.)

KPIs	<p>KPIs:</p> <ul style="list-style-type: none">• Enhance the maximum lead generation among the targeted audiences.• Increasing the cost per conversion among specific audiences, particularly women aged 35 to 44.• Boosting conversion rates within all ad segments.• Set the CTR for website traffic to 2.5 percent across all campaign groups.
PERFORMANCE	<p>Above Average Ad:</p> <p>LeathrINC_Briefcase_Conversions_Men25-34</p> <p>Below Average Ad:</p> <p>LeathrINC_Briefcase_Conversions_Women25-34</p>
TAKEAWAYS	<ul style="list-style-type: none">• Based on impressions, LeathrINC Briefcase Conversions Men35-44 this ad group is higher, which is highly beneficial for website visitors, newly signed up customers and the conversion rate is better than other ad groups.• According to CTR, the above-mentioned ad group acquired a significant portion of the market as last-click tracking helps in the identification of customers who would buy without ads.• Ad group LeathrINC Briefcase Conversions Women35-44 demonstrated a very high conversion rate and a very cheap cost compared to other ad groups.• Compared with 1st and 3rd ad groups, the 3rd ad group is nearly 3 times more expensive and has a greater conversion rate, but the 1st ad group has a lower cost and a lower conversion rate, indicating that the 1st ad group can be a successful campaign for the company.
OPTIMIZATIONS	<p>Recommendations:</p> <ul style="list-style-type: none">• Remove the 2nd ad group from the campaign and allocate the funding to the 4th ad group to increase conversion rates.• Combining views and clicks provides a more detailed, and ultimately more accurate, picture of advertising affects users.

	<ul style="list-style-type: none"> • If qualitative data is researched and analyzed in the fourth ad group based on the customer persona,, the budget may be changed to boost the conversion rate. • To execute a successful campaign based on clicks and impressions, organic postings such as blog posts or newsletters are preferable to optimize campaign expenses and boost conversion rate.
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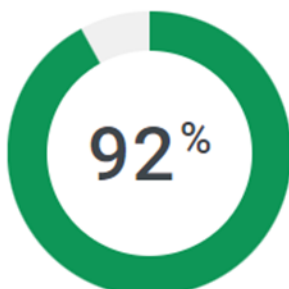
Bonus

NAME THAT ARTIST	<p>The artist and song that inspired me in the homework assignment.</p> <p>Alan Walker - Darkside</p> <p>&</p> <p>Alan Walker, Sabrina Carpenter & Farruko - On My Way</p>
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Completed: Mar 1 - 7:50 PM

Nazia Rothy



Assessment Passed

Congrats! If you've passed with an 80% score or higher, you can proceed to the certification. Please click on the "X" located on the top left corner to return back to the learning path.

Total Points: 12/13 Correct Answers: 12/13

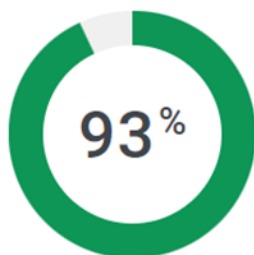
[View Response Details](#)

CLOSE



Completed: Mar 1 - 8:19 PM

Nazia Rothy



Assessment Passed

Congratulations, you passed! You just took your credentials to the next level with a brand new Google Ads certification. Go to your profile to find and print your official certificate.

Total Points: 46/49

Congratulations!



Google Ads Display Certification

Completed by Nazia Rothy on March 1, 2022

Google recognizes your mastery of the fundamentals of developing and optimizing effective Google Display campaigns.

Completion ID: 107241509 Expires: March 2, 2023

Relevant Figures:

Content exclusions

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Opt out of showing your ads on content that doesn't fit your brand

Digital content labels ?	Sensitive content ?	Content type ?
<div><div><input type="checkbox"/> DL-G: General audiences</div><div><input type="checkbox"/> Content suitable for families</div><div><input type="checkbox"/> DL-PG: Most audiences with parental guidance</div><div><input checked="" type="checkbox"/> DL-T: Teen and older audiences</div><div><input type="checkbox"/> DL-MA: Mature audiences</div><div><input checked="" type="checkbox"/> Content not yet labeled</div></div>	<div><div><input checked="" type="checkbox"/> Tragedy and conflict</div><div><input checked="" type="checkbox"/> Sensitive social issues</div><div><input checked="" type="checkbox"/> Profanity and rough language</div><div><input checked="" type="checkbox"/> Sexually suggestive</div><div><input checked="" type="checkbox"/> Sensational and shocking</div></div>	<div><div><input type="checkbox"/> Games</div><div><input type="checkbox"/> Live streaming YouTube video</div><div><input type="checkbox"/> Embedded YouTube videos</div><div><input type="checkbox"/> Below-the-fold</div><div><input type="checkbox"/> G-mob mobile app non interstitial</div><div><input checked="" type="checkbox"/> Parked domains</div><div><input type="checkbox"/> In-video</div></div>

Weekly estimates

Available impressions

^

Based on your targeting and settings but not your budget or bid

Impressions

10B+ ↕

-10B+ since last update

✓ Your estimated performance

To see estimated performance, enter the following settings:

Budget

Budget and bidding

Budget

Set your average daily budget for this campaign

CAS 329.00

The most you'll pay per month is your daily budget times 30.4 (the average number of days in a month). Some days you might spend more or less than your daily budget. [Learn more](#)

Bidding

What do you want to focus on? ⓘ

Conversions ▾

Recommended for your campaign goal

How do you want to get conversions? ⓘ

Automatically maximize conversions ▾

☒ Set a target cost per action

Target CPA ⓘ

CAS 20.00

Pay for ⓘ

Clicks ▾

✔ This campaign will use the Target CPA bid strategy to help you get as many conversions as possible while targeting an average CPA of CAS20.00

Weekly estimates

👤 Available impressions ^

Based on your targeting and settings but not your budget or bid

Impressions

10B+

0 since last update

✓ Your estimated performance

Based on your targeting, settings, daily budget of CAS329.00 and a bid of CAS20.00

Clicks

Conversions

2.2K - 13K

Unavailable

[Leave feedback](#)

Budget and bidding

Budget

Set your average daily budget for this campaign

CAS 222.00

The most you'll pay per month is your daily budget times 30.4 (the average number of days in a month). Some days you might spend more or less than your daily budget. [Learn more](#)

Bidding

What do you want to focus on? ⓘ

Conversions ▾

Recommended for your campaign goal

How do you want to get conversions? ⓘ

Automatically maximize conversions ▾

☒ Set a target cost per action

Target CPA ⓘ

CAS 20.00

Pay for ⓘ

Clicks ▾

Weekly estimates

👤 Available impressions ^

Based on your targeting and settings but not your budget or bid

Impressions

10B+

0 since last update

✓ Your estimated performance

Based on your targeting, settings, daily budget of CAS222.00 and a bid of CAS20.00

Clicks

Conversions

10K - 45K

Unavailable

[Leave feedback](#)

Campaign settings


Locations


Select locations to target 


- ☒ All countries and territories
- ☐ Canada
- ☐ Enter another location

 [Location options](#)

Languages

Select the languages your customers speak. 

 Start typing or select a language

English 

Campaign URL options

Tracking template


<https://wordpress.com/view/naziarothy.wordpress.com>

Example: <https://www.trackingtemplate.foo/?url={lpurl}&id=5>

Final URL suffix

[our-services](#) 

Example: param1=value1¶m2=value2

Custom parameters 

{_view} = Value

{_ Name} = Value



Tracking template is the URL you want the ad click to go to for tracking. [Learn more](#)

Start and end dates

Start date: March 3, 2022

End date: April 18, 2022



Audience Segments

Suggest who should see your ads. You can create new segments in [Audience Manager](#).

Edit targeted segments

DONE

SEARCH

BROWSE

9 selected

CLEAR ALL

Who they are

Parental Status

Parents

Marital Status

Education

Homeownership Status

Homeowners

Renters

Education > Highest Level of Educational Attainment

Advanced Degree

Education > Highest Level of Educational Attainment

Bachelor's Degree

Marital Status

Married

Marital Status

In a Relationship

Parental Status > Parents

Parents of Teens (13-17 years)

Parental Status > Parents

Parents of Grade-Schoolers (6-12 years)

Parental Status > Parents

Parents of Preschoolers (4-5 years)

Weekly estimates

Available impressions

Based on your targeting and settings but not your budget or bid

Impressions

108+

+10B+ since last update

Your estimated performance

Based on your targeting, settings, daily budget of CA\$329.00 and a bid of CA\$20.00

Clicks

9.3K - 51K

Conversions

Unavailable

[Leave feedback](#)

Demographics

Suggest people based on age, gender, parental status, or household income

Edit targeted demographics

DONE

Gender

Age

Parental status

Household income

Female

Male

Unknown

18 - 24

25 - 34

35 - 44

45 - 54

55 - 64

65+

Unknown

Not a parent

Parent

Unknown

Top 10%

11 - 20%

21 - 30%

31 - 40%

41 - 50%

Lower 50%

Unknown

Weekly estimates

Available impressions

Based on your targeting and settings but not your budget or bid

Impressions

108+

+10B+ since last update

Your estimated performance

Based on your targeting, settings, daily budget of CA\$329.00 and a bid of CA\$20.00

Clicks

7.5K - 41K

Conversions

Unavailable

[Leave feedback](#)

Edit targeted keywords

DONE

vacation ideas

vacation spots

destination vacation packages

vacation travel

trip packages

holiday packages

best vacation travel deals

vacation destinations

travel deals

package deals

adventure activities

best adventure trips

adventure vacation

holidays

holiday deal

holiday trip

city tours

day tour

best tour

tour guide

sightseeing tour guide

tourist guide

adventure tours

adventure travel

adventure tour company

Get keyword ideas

https://wordpress.com/view/naziarothy.wordpress.co

adventure tours

Keywords	Relevance
+ adventure vacation	71
+ adventure tours and travel	68
+ adventure tours in	63
+ adventure expeditions	61
+ adventure travel group	59

ADD ALL IDEAS

Keyword setting

☐ Audience: Show ads to people likely to be interested in these keywords and also on webpages, apps, and videos related to these keywords

☒ Content: Only show ads on webpages, apps, and videos related to these keywords

Suggest webpages, apps, and videos about a certain topic

Edit targeted topics

DONE

Search by word, phrase, or URL

24 selected

CLEAR ALL

☐ Retail Trade

Travel & Transportation

Transportation

☐ Shipping & Logistics

Travel & Transportation

Hotels & Accommodations

☐ Small Business

Travel & Transportation

Luggage & Travel Accessories

☐ Textiles & Nonwovens

Hobbies & Leisure

Water Activities

☐ Computers & Electronics

Hobbies & Leisure

Recreational Aviation

☐ Finance

Hobbies & Leisure

Special Occasions

☐ Food & Drink

Hobbies & Leisure

Outdoors

☐ Games

Hobbies & Leisure

☐ Health

☐ Hobbies & Leisure

Available impressions

Based on your targeting and settings but not your budget or bid

Impressions

130M

0 since last update

Your estimated performance

Based on your targeting, settings, daily budget of CA\$329.00 and a bid of CA\$20.00

Clicks

6.4K - 35K

Conversions

Unavailable

Leave feedback

Based on your targeting and settings but not your budget or bid

Impressions

8.1M

+600K since last update

Your estimated performance

Based on your targeting, settings, daily budget of CA\$329.00 and a bid of CA\$20.00

Clicks

0 - 10

Conversions

Unavailable

Leave feedback

Placements



Suggest websites, videos, or apps where you'd like to show your ads [?](#)

Edit targeted placements

DONE

BROWSE ENTER

41 selected

you tube news



YouTube channel
BBC News



YouTube channels

YouTube channel
The Daily Show with Trevor Noah



NBC News
36.8K videos • 6.48M subscribers

YouTube channel
Global News



BBC News
15.5K videos • 11.9M subscribers

YouTube channel
VOA News



DW News
26.8K videos • 3.55M subscribers

YouTube channel
ABC News



YouTube channel
Fox News



Targeting

Suggest or define who should see your ads and where they should appear, and get performance reports. You'll have the option to adjust bids in the reporting tables. [Learn more](#)

Audience Segments

Select segments to add to or exclude from your ad group. You can create new segments in [Audience Manager](#). [?](#)



Targeted segments (16)



Who they are: 9

Advanced Degree
Bachelor's Degree
Homeowners
Renters
In a Relationship
Married
Parents of Grade-Schoolers (6-12 years)
Parents of Preschoolers (4-5 years)
Parents of Teens (13-17 years)

What their interests and habits are: 7

Excluded segments (0)



Topics

Choose topics to target many webpages, apps, and videos about a certain subject ?



Targeted topics (20)



Antiques & Collectibles
Depression
Public Relations
Restaurants
Health Foundations & Medical Research
Anxiety & Stress
Fan Fiction
Mental Health
Hotels & Accommodations
Marketing

Excluded topics (0)



Placements

Choose specific websites, videos, or apps where you'd like to show your ads ?



Targeted placements (16)



Photography
Travel & Local
Health & Fitness
Lifestyle
Music & Audio
Photo & Video
Social Networking
Travel
Medical
Lifestyle

Excluded placements (5)

Level



https://www.costsavertour.com	Ad group
https://www.gadventures.com	Ad group
https://www.insightvacations.com	Ad group
https://www.urbanadventures.com	Ad group
https://www.exodustravels.com	Ad group

Ad Visualization

1. Ad Group-1:

https://drive.google.com/file/d/1d5cMPpG_s0ebvof7VPZvTDKZ6Lx54wK9/view?usp=sharing

2. <https://drive.google.com/file/d/1w0b9LOGYFutAdvvggRAJf9Uf0kMHmSHuP/view?usp=sharing>

Thank You