



Project 3: Run a Facebook Campaign

CAMPAIGN EVALUATION

Marketing Objective & KPI

1. Who is the target audience of your campaign?

Target audiences of my campaign are people live in US, India and AU between the age group of 21-40. People who are interested in digital marketing and are small business owner.

- My ad targeting - People Who Match: Interests: Digital marketing, Behaviors: Small business owners, Field of study: Social Media Marketing

2. What marketing objective did you aim to achieve with your campaign?

Marketing objective for my campaign was “Conversions”.



Campaign Summary

1. Who did you target with your Ad Set and how (demographics, location, interest, behavior etc.)?

I targeted the people between the age group of 21-40. As DMND is an online course I targeted the people from more than one location. People who are interested in digital marketing in any manner can be interested in my program. They can be small business owner who want to market their business, fresh graduates who are looking for a better place to start in their career or professionals who want to upgrade their technical skills.

2. What Ad Copy and Ad Creatives did you use?

Key Results

1. Image1-181 ebook download
2. Image 2-162 ebook download
3. Image 3- 65 ebook download



Campaign Evaluation

1. Evaluate the success of your campaign, given your marketing objectives.

Number of ebook downloads describes success of my campaign. 408 ebook download within 5 days and under the budget of \$125.

2. If you had additional budget, how would approach your next campaign?

In my next campaign I would like to target people between the age group 18-60 located in at least 20 countries that are most popular in facebook uses and interested in digital marketing.

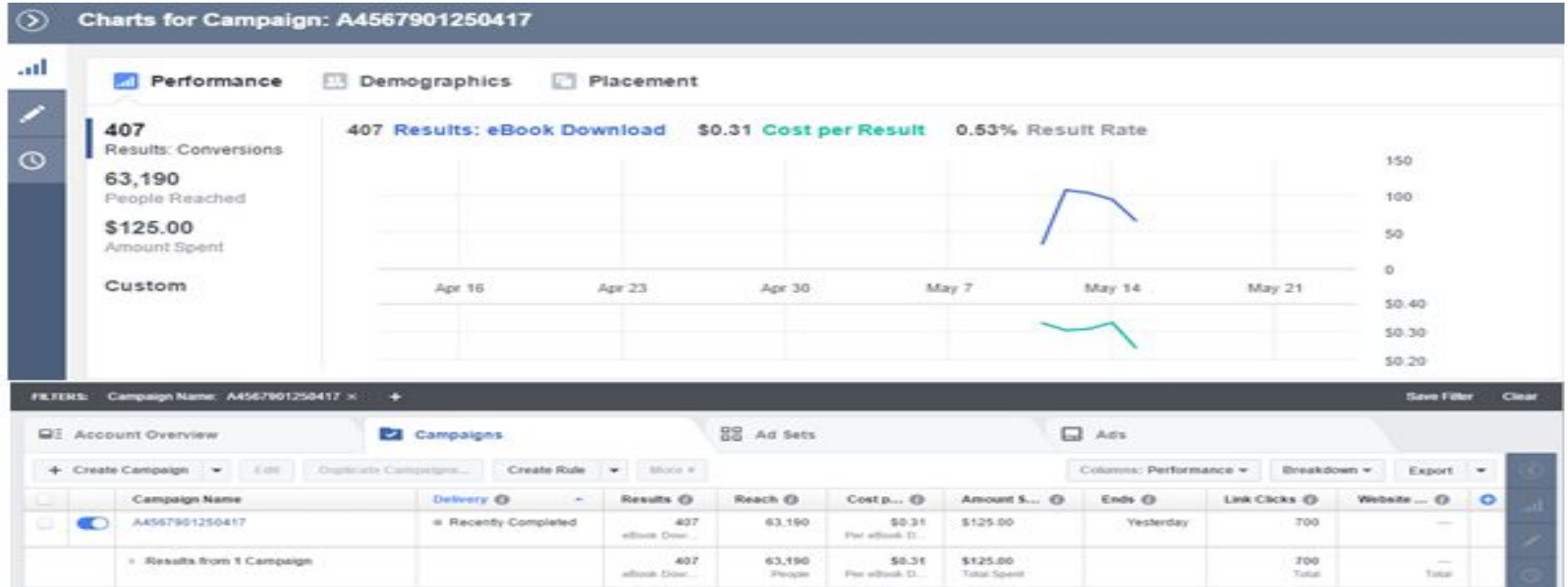




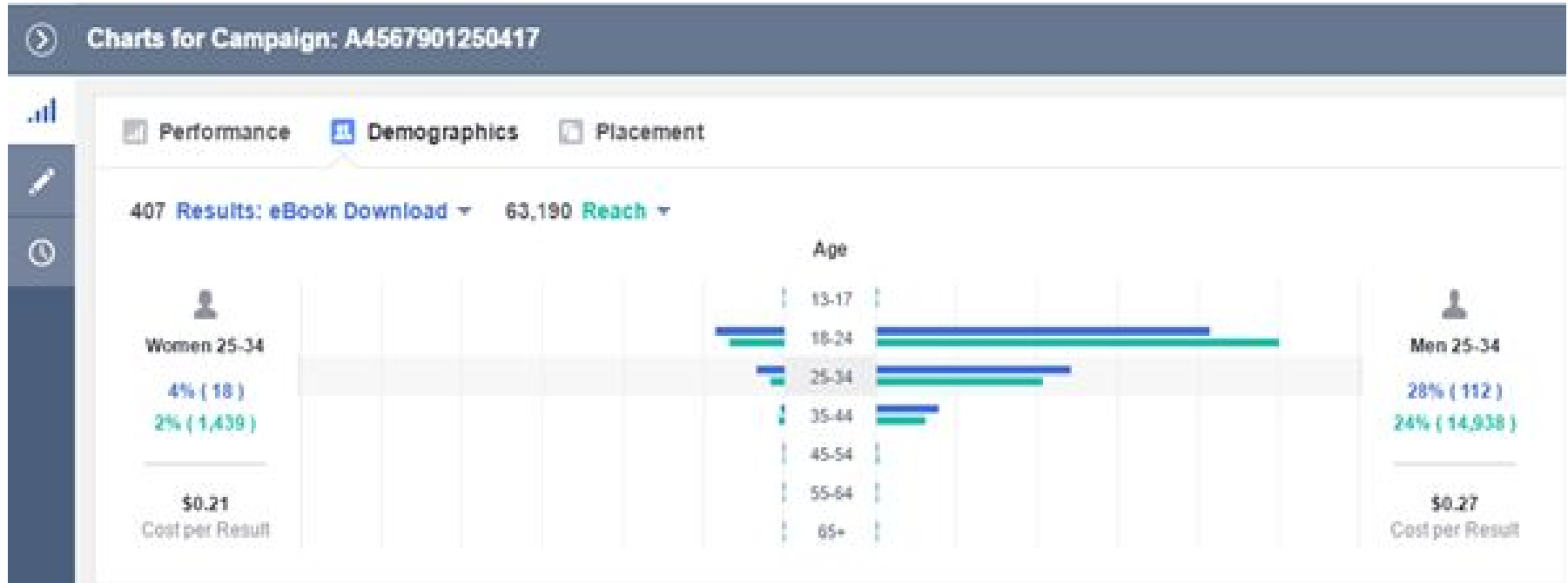
Appendix

Screenshots for Reference

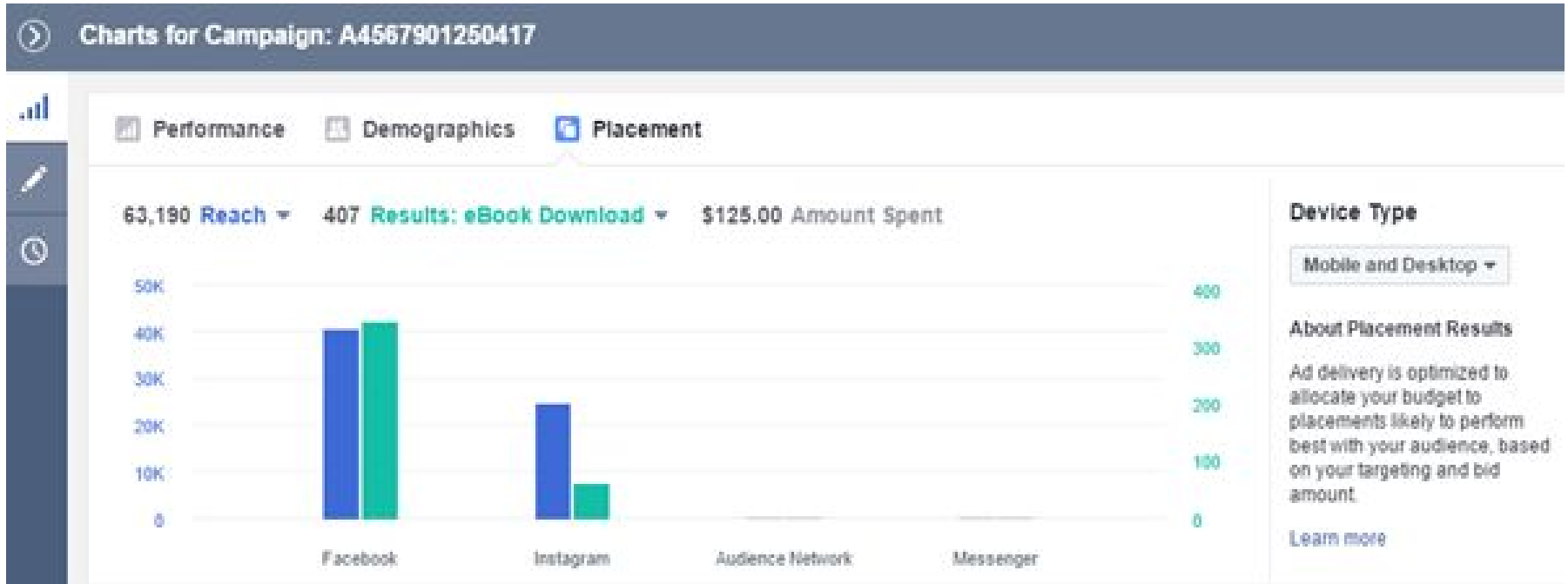
Campaign Results: Performance



Campaign Results: Demographics



Campaign Results: Placement



Ad Set Data: Performance

Account: Udacity April US

Search Filters Last 30 days: Apr 16, 2017 – May 15, 2017
Note: Does not include today's data

FILTERS: Campaign Name: A8567901350417. x Save Filter Clear

Account Overview Campaigns 1 selected Ad Sets 1 selected Ads 1 selected

+ Create Ad Edit Duplicate Ad... Preview Create Rule More Columns: Performance Breakdown Export

	Ad Name	Delivery	Results	Reach	Cost per Result	Amount Spent	Relevan.,
	eBook - Image 1	Not Delivering Ad Set Completed	161 eBook Download	31,310	\$0.30 Per eBook Download	\$49.82	4
	eBook - Image 2	Not Delivering Ad Set Completed	161 eBook Download	29,511	\$0.31 Per eBook Download	\$50.71	4
	eBook - Image 3	Not Delivering Ad Set Completed	65 eBook Download	10,320	\$0.31 Per eBook Download	\$20.47	4
	Results from 3 Ads		407 eBook Download	63,190 People	\$0.31 Per eBook Download	\$125.00 Total Spent	

Ad Set Data: Delivery




Account: Udacity April US

Search Filters Last 30 days: Apr 16, 2017 - May 15, 2017 Rule: Does not include today's data

FILTERS: Campaign Name: A467961250417 + Save Filter Clear

Account Overview Campaigns 1 selected Ad Sets 1 selected Ads 1 selected

+ Create Ad Edit Duplicate Ad... Preview Create Rule More Columns: Delivery Breakdown Export

	Ad Name	Delivery	Reach	Frequ...	Cost per 1,00...	Impressions	CPM (Cost per...
<input checked="" type="checkbox"/>	 eBook - Image 1	Not Delivering Ad Set Completed	31,310	1.11	\$1.72	34,620	\$1.55
<input type="checkbox"/>	 eBook - Image 2	Not Delivering Ad Set Completed	28,511	1.04	\$1.72	30,823	\$1.65
<input type="checkbox"/>	 eBook - Image 3 View Details Edit Duplicate	Not Delivering Ad Set Completed	10,320	1.06	\$1.98	10,925	\$1.87
Results from 3 Ads			62,190 People	1.21 Per Person	\$1.98 Per 1,000 People Re...	76,367 Total	\$1.64 Per 1,000 Impressions

Ad Set Data: Engagement




Account: Udacity April US

Search Filters Last 30 days: Apr 16, 2017 - May 15, 2017
Note: Does not include today's data

FILTERS Campaign Name: A987901256117 + Save Filter Clear

Account Overview Campaigns 1 selected Ad Sets 1 selected Ads 1 selected

+ Create Ad Edit Duplicate Ad... Preview Create Rule More Columns: Engagement Breakdown Export

	Ad Name	Delivery	People Tak...	Post Reac...	Post Com...	Post Shar...	Link Clicks	Page Likes
<input checked="" type="checkbox"/>	 eBook - Image 1 <small>View Chart Edit Duplicate</small>	Not Delivering Ad Set Completed	1,122	836	1	10	301	44
<input type="checkbox"/>	 eBook - Image 2	Not Delivering Ad Set Completed	914	601	1	8	293	79
<input type="checkbox"/>	 eBook - Image 3	Not Delivering Ad Set Completed	296	191	—	3	106	9
	Results from 3 Ads		2,332 People	1,628 Total	2 Total	21 Total	700 Total	132 Total