Campaign Approach

Description, Marketing Objective & KPI

Description

Since my assigned project is to advertise **Deep Learning by Google**, I am targeting the audiences in the field of data science, machine learning, python programming and mathematics. In the process of creating campaign in AdWords, First, we chose the type of campaign. I chose **Search Network only** because we are focusing on search ads. There are some more advanced types to be selected for campaign like mobile app install, call only. Here we chose **Standard** since it is a keyword targeted text ad showing on google search results. Next we chose Network where our ad will be displayed. By default it was set to **Google Search Network** that includes google search partners. We can choose on what device our ads will be showing. In my case the ad will show on all eligible devices by default. For my campaign I chose two specific locations **Ireland** and **New Zealand**. Based on my location selection AdWords shows me English and Polish for language selection. Since my course material is in English I prefer to select **English** as a language for my targeted customers. Now budget options. By selecting "**Manual CPC**" I would have full control on paying maximum on per click. According to my project requirement I set a **daily budget of $25.00**.In the creation of Ad groups we need to focus on stage of our customer in customer journey. I have created two ads named **Awareness** and **Interest** respectively. Next important thing is selection of keywords. The keywords list should have brand, generic, related and competitor terms. We can use synonyms, abbreviation and misspelled words as well. During the creation of ads for each ad groups it is important to focus on headlines and description.

Marketing Objective & KPI

Marketing objective of this AdWords campaign is to collect email addresses of 20 students who are interested in doing Deep Learning course within 5 days.
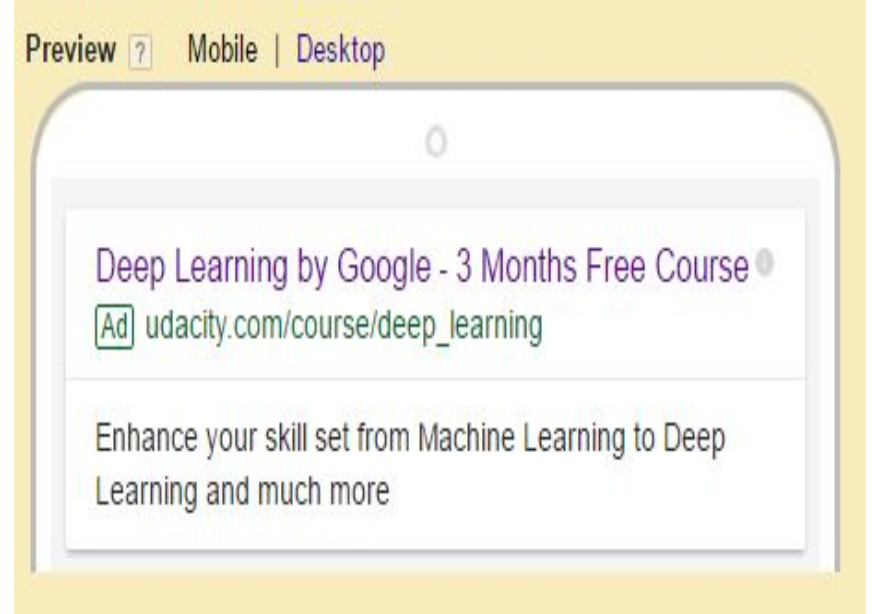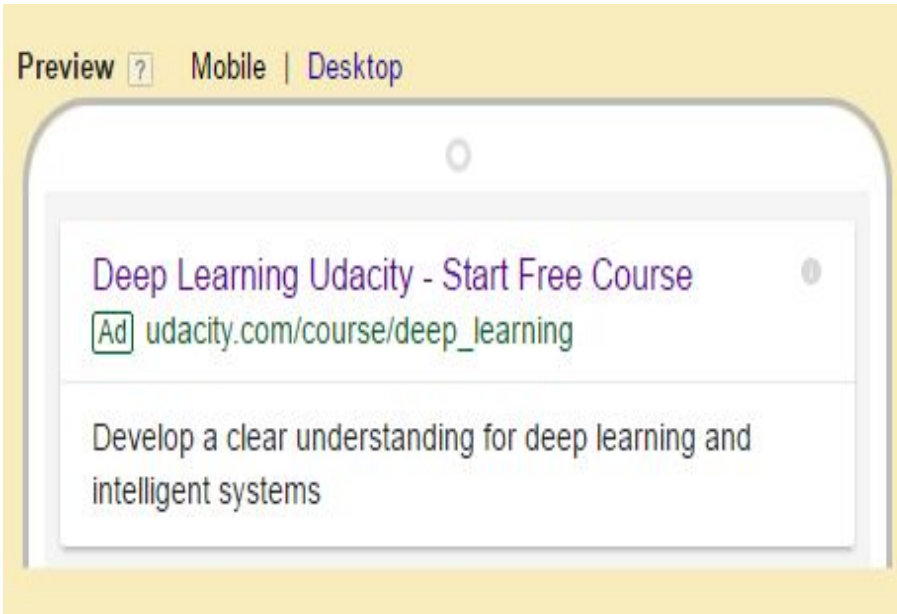
KPI for my ad campaign is the number of email addresses collected within 5 days.

Ad Groups

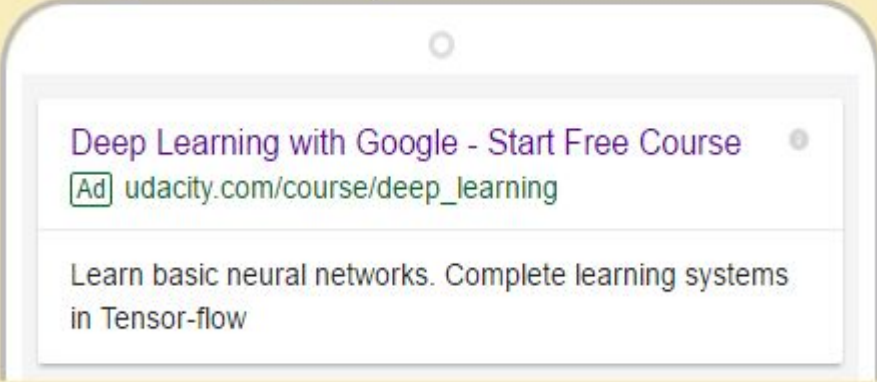Ads and Keywords

Ad Group #1:Awareness

Ad Group #1:Keyword List

deep learning mooc, deep learning course google, google deep learnig course,

udacity deep learning course, udacity deep learning, deep learning udacity,

google udacity deep learning, deep Learning,free learning courses, google deep learning api, deep learning video, fundamental of deep learning, tensorflow deep learning, google mooc, google training, machine learning in artificial intelligence, coursera classes, free mooc,google deep learning open source, deep learning example
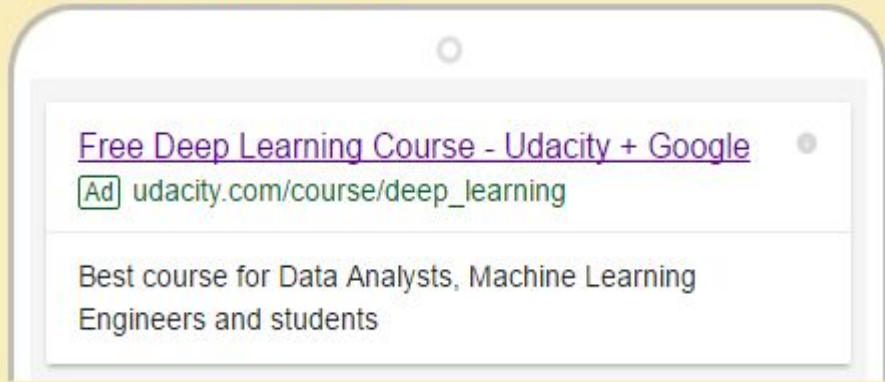
Ad Group #2: Interest

Deep Learning with Google - Start Free Course
Ad udacity.com/course/deep_learning

Learn basic neural networks. Complete learning systems in Tensor-flow

Free Deep Learning Course - Udacity + Google
Ad udacity.com/course/deep_learning

Best course for Data Analysts, Machine Learning Engineers and students

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Ad Group #2: Keyword List

deep learning, deep learning algorithms, deep learning video, machine deep learning, online deep learning, deep learning tutorial, what is deep learning, deep learning machine learning,deep learning online, machine learning and deep learning, artificial intelligence and deep learning, deep learning and artificial intelligence, deep learning and machine learning, ai and deep learning, deep learning basics, machine learning to deep learning, deep learning education, tutorial on deep learning, best deep learning tutorial, what is deep learning in artificial intelligence

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	Conversions	CR	Cost per Conversion	Cost
Awareness	$3.00	1,777	63	3.55%	$1.89	2.00	3.17%	$59.40	$118.80
Interest	$3.00	0	0	0.00%	$0.00	0.00	0.00%	$0.00	$0.00
Total		**1,777**	**63**	**3.55%**	**$1.89**	**2.00**	**3.17%**	**$59.40**	**$118.80**

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Key Campaign Results (Ads)

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

Ad	Clicks	CTR	Avg. Cost per Click	Conversions	CR	Cost per Conversion
Deep Learning Udacity Start Free Course	63	3.55%	$1.89	2.00	3.17%	$59.40
Deep learning by Google 3 Months Free Course	0	0.00%	$0.00	0.00	0.00%	$0.00
Deep Learning with Google Start Free Course	0	0.00%	$0.00	0.00	0.00%	$0.00
Free Deep Learning Course Udacity + Google	**0**	0.00%	$0.00	0.00	0.00%	$0.00

Key Campaign Results (Keywords)

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

Keyword	Clicks	CTR	Avg. Cost per Click	Conversions	CR	Cost per Conversion
Free learning courses	51	4.34%	$1.85	2.00	3.92%	$47.24
Coursera classes	7	2.15%	$2.24	0.00	0.00%	$0.00
Free mooc	2	2.74%	$1.24	0.00	0.00%	$0.00

Campaign Evaluation

Marketing objective of my AdWords campaign was to collect email addresses of 20 students under the budget of $125.Therefore cost per lead would be $6.25 which means I cannot spend more than $6.25 for one conversion. My expected conversion rate was 20%.But according to AdWords metrics of my ad campaign I paid $59.40 per conversion which is far more than I expected therefore I have a negative ROI.The conversion rate is 3.17% which is much lower than I would have been expected of 20%.I spend $1.89 as an average cost per click which is ok as my maximum CPC bid was $3."Deep Learning Udacity, Start Free Course" ad from "Awareness" ad group got the highest CTR of 3.55% and conversion rate of 3.17%.As cost per click for Keyword "Coursera classes" was 2.24 and average position was 2.8, it looks like Coursera keywords are highly competitive in AdWords.Other keyword "free learning classes" has average CPC 1.24 and average position was 2.6 which show that broad match keywords get more impressions but conversion is very low. Since my objective was to get more conversion, I would prefer to put more specific keywords in my ad campaign.

Recommendations for future campaigns

If I would have additional budget—

I would figure out why only one ad group of my campaign has got impressions in AdWords. I would run an A/B testing to find out whether it was headline/ description (or both) or anything else. See if the issues are because of landing page or keyword match type.

I would lower the CPC bid by relevant keywords with less competition. In case of keywords selection I will go for more generic terms to reach a large people who might convert into a lead. I would pause the keywords with low CTR and use negative keywords to reach specific audience.

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Appendix

Screenshots for Reference

Example: Ad Groups

		Ad group	Status ?	Default Max. CPC ?	Clicks ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	Avg. Pos. ?	Conversions ?	Cost / conv. ?	Conv. rate ?	All conv. ?	View-through conv. ?
☐	●	Awareness	Campaign ended	$3.00 (enhanced)	63	1,777	3.55%	$1.89	$118.80	2.5	2.00	$59.40	3.17%	2.00	0
☐	●	Interest	Campaign ended	$3.00 (enhanced)	0	0	0.00%	$0.00	$0.00	0.0	0.00	$0.00	0.00%	0.00	0
		Total - all ad groups			63	1,777	3.55%	$1.89	$118.80	2.5	2.00	$59.40	3.17%	2.00	0

+ AD GROUP | Edit ▼ | Details ▼ | Bid strategy ▼ | Automate ▼ | Labels ▼

Example: Ads

	Ad	Ad group	Status ?	Labels ?	% Served ?	Campaign type ?	Campaign subtype	Clicks ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	Avg. Pos. ?	Conversions ?	Cost / conv. ?	Co rate
●	Deep Learning Udacity Start Free Course udacity.com/course/deep_learning Develop a clear understanding for deep learning and intelligent systems	Awareness	Campaign ended	--	99.83%	Search Network only	All features	63	1,774	3.55%	$1.89	$118.80	2.5	2.00	$59.40	3.1
●	Deep Learning by Google 3 Months Free Course udacity.com/course/deep_learning Enhance your skill set from Machine Learning to Deep Learning and much more	Awareness	Campaign ended	--	0.17%	Search Network only	All features	0	3	0.00%	$0.00	$0.00	1.7	0.00	$0.00	0.0
●	Deep Learning with Google Start Free Course udacity.com/course/deep_learning Learn basic neural networks. Complete learning systems in Tensor-flow	Interest	Campaign ended	--	0.00%	Search Network only	All features	0	0	0.00%	$0.00	$0.00	0.0	0.00	$0.00	0.0
●	Free Deep Learning Course Udacity + Google udacity.com/course/deep_learning Best course for Data Analysts, Machine Learning Engineers and students	Interest	Campaign ended	--	0.00%	Search Network only	All features	0	0	0.00%	$0.00	$0.00	0.0	0.00	$0.00	0.0
	Total - all but removed ads ?							63	1,777	3.55%	$1.89	$118.80	2.5	2.00	$59.40	3.1
	Total - all campaign							63	1,777	3.55%	$1.89	$118.80	2.5	2.00	$59.40	3.1

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Example: Keywords

		Keyword	Ad group	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conversions	Cost / conv.	Conv. rate	All conv.
☐	●	Total - all campaign ?				63	1,777	3.55%	$1.89	$118.80	2.5	2.00	$59.40	3.17%	2.00
☐	●	tensorflow deep learning	Awareness	Campaign ended	$3.00 (enhanced)	0	7	0.00%	$0.00	$0.00	1.9	0.00	$0.00	0.00%	0.00
☐	●	coursera classes	Awareness	Campaign ended	$3.00 (enhanced)	7	325	2.15%	$2.24	$15.70	2.8	0.00	$0.00	0.00%	0.00
☐	●	free learning courses	Awareness	Campaign ended	$3.00 (enhanced)	51	1,175	4.34%	$1.85	$94.49	2.6	2.00	$47.24	3.92%	2.00
☐	●	google learning	Awareness	Campaign ended	$3.00 (enhanced)	0	41	0.00%	$0.00	$0.00	1.8	0.00	$0.00	0.00%	0.00
☐	●	free mooc	Awareness	Campaign ended	$3.00 (enhanced)	2	73	2.74%	$1.24	$2.47	1.6	0.00	$0.00	0.00%	0.00

Toolbar: + KEYWORDS | Edit ▾ | Details ▾ | Search terms | Bid strategy ▾ | Automate ▾ | Labels ▾