Project 5 - Part 2
Run an AdWords Campaign

Campaign Approach

Description, Marketing Objective, and KPI

1. Approach Description

- I was assigned to create the campaign with following criteria:
- **Course:** Intro to Inferential Statistics
- Landing page: https://www.udacity.com/course/intro-to-inferential-statistics--ud201
- **Subject of course:** Inferential statistics allows us to draw conclusions from data that might not be immediately obvious. This course focuses on enhancing your ability to develop hypotheses and use common tests such as t-tests, ANOVA tests, and regression to validate your claims.
- **Location:** Australia
- **Campaign Budget:** lifetime budget is $35, and the daily budget is $7.
-
- Using Google AdWord, I have created this campaign. AdWord helps to create the campaign according to the requirements and it helps you to create in a proper format also provides all necessary options to create a quality Ad which will improve the ranking of a particular ad campaign.
- My target audience is people who are interested in learning the basics of Inferential Statistics.
- It is not an easy job to select the best long tail keyword list but with the help of google keyword planner (best tool to find the best keyword list) my job did not become a tough one.
- To make an Ad copy part on my campaign easy I have chosen a strong content because I want people to get attracted and click on the ad.
- I will add 2 Ad Group, for each of the Ad Group i will create 2 Ads matching the stage of the customer journey.
- I will use the appropriate kye words including a max of generic terms, Brand terms , Related Terms and competitor terms.

2. Marketing Objective & KPI

- What marketing objective do you aim to achieve with your campaign?

To Create awareness of Udacity's Nano degree Program through enrollment of free course – **Intro to Inferential Statistics**.

Primary Objective is to achieve 10 new enrollments as an outcome of this campaign with a daily budget of 7$ for 5 days.

- What primary KPI are you going to track in your campaign?

Primary KPI is number of clicks per day because it helps to evaluate my marketing objective.
Budget is fully used or not?

Ad Groups

Ads and Keywords

Ad Group #1:
Ads & Keyword Lists

Online Courses For Free | Free Courses | Udacity +4 more udacity.com/Free_Courses/Online_Courses Advance your career with online courses in programming, data science and more. Intro to... View assets details	Ad group 1
Learn More with Udacity | Reserve your online course now | Free Courses with Udacity +5 more udacity.com/Free_Courses/online_Courses Intro to Inferential Statistics (Udacity course). learn more and reserve your free online courses... View assets details	Ad group 1

Enabled Status: Not eligible Type: Standard More details

Search Keywords

Custom Mar 3 – 8, 2021

Keyword status: All ADD FILTER

SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE

Keyword	Status	Match type	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
Free Courses	Not eligible Campaign ended	Broad match	10	121	8.26%	$0.62	$6.18	0.00	$0.00	0.00%
Online Courses	Paused Campaign ended	Broad match	9	221	4.07%	$0.45	$4.09	0.00	$0.00	0.00%
free online courses	Paused Campaign ended	Broad match	3	83	3.61%	$0.45	$1.36	0.00	$0.00	0.00%
Udacity	Not eligible Campaign ended	Broad match	3	6	50.00%	$0.04	$0.13	0.00	$0.00	0.00%
Total: K...			25	431	5.80%	$0.47	$11.76	0.00	$0.00	0.00%
Total: A...			25	431	5.80%	$0.47	$11.76	0.00	$0.00	0.00%

1 - 4 of 4

Ad Group #2:
Ads & Keyword List

Reserve your free course now	Learn Online For Free	Udacity +5 more udacity.com/udacity_courses/free_courses learn more - free courses - online courses (Udacity course). We Offer a Variety of Online... View assets details	Ad group 2
reserve your free courses now	Explore Your Potential	Udacity +5 more udacity.com/udacity_courses/free_courses Advance your career with online courses in programming, data science and more. We Offer... View assets details	Ad group 2

Enabled Status: Not eligible Type: Standard More details

Search Keywords Custom Mar 3 – 8, 2021

Keyword status: All ADD FILTER SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE

Keyword	Status	Match type	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
online courses	Not eligible Campaign ended	Broad match	17	311	5.47%	$0.96	$16.38	0.00	$0.00	0.00%
a course in probability	Not eligible Campaign ended	Broad match	0	0	–	–	$0.00	0.00	$0.00	0.00%
introductory classes	Not eligible Campaign ended	Broad match	0	0	–	–	$0.00	0.00	$0.00	0.00%
inferential statistics tests	Not eligible Campaign ended	Broad match	0	0	–	–	$0.00	0.00	$0.00	0.00%
tests of hypotheses	Not eligible Campaign ended	Broad match	0	0	–	–	$0.00	0.00	$0.00	0.00%
free courses from Udacity	Not eligible Campaign ended, Low search volume	Broad match	0	0	–	–	$0.00	0.00	$0.00	0.00%
Total: Keyw...			17	311	5.47%	$0.96	$16.38	0.00	$0.00	0.00%
Total: Ad gr...			17	311	5.47%	$0.96	$16.38	0.00	$0.00	0.00%

1 - 6 of 6

Campaign Evaluation

Results, Analysis and Recommendations

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	Conv.	CR	Cost per Conv.	Cost
Name	3$	431	25	5.80%	0.47$	0	0	0	11.76$
Name	3$	311	17	5.47%	0.96$	0	0	0	16.38$
Total		**742**	**42**	**5.66%**	**0.67$**	**0**	**0**	**0**	**28.14$**

Key Campaign Results (Ads)

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

Ad	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.
Ad Group 1, Ad 1	20	6.33 %	0.43 $	0	0	0
Ad Group 1, Ad 2	5	4.35 %	0.62 $	0	0	0
Ad Group 2, Ad 1	9	6.12 %	0.78 $	0	0	0
Ad Group 2, Ad 2	**8**	**4.88 %**	**1.17 $**	**0**	**0**	**0**

Key Campaign Results (Keywords)

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

Keyword	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.
Online courses	17	5.47%	0.96$	0	0	0
Free courses	10	8.26%	0.62$	0	0	0
udacity	3	50.00%	0.04$	0	0	0

Campaign Evaluation

Evaluate how successful your campaign was, given what your Marketing Objective has been.

- Did your campaign result in a positive ROI?

ROI = 0 due to conversions = 0

- Was the conversion rate higher or lower than expected?

the conversions is very low .

- How much did you have to spend per click? How close did you get to your max. CPC bid?

The Total of Average CPC = 0.67$ and is lower than min bid (3$)

Campaign Evaluation

- Which ad group, ads and keywords led to the highest click through and conversion rates and why might that have been the case?

Ad group 1 is higher of number of clicks (25)

- Looking at the cost per click and the average position of your ad groups, can you infer which kind of keywords are subject to higher competition in AdWords?

<u>Online Courses</u> From Ad Group 2 had the highest no of average of CPC with (0.96$)

- Which keywords performed best for you and why might that have been the case?

<u>Online courses</u> From Ad Group 2 had the best performance and it had led 17 clicks

Recommendations for future campaigns

- Would you focus on certain Ad Groups, ads or keywords?

I need to take keywords in consideration and use more efficient keywords and remove keywords that cost a lot

- Would you change any of your existing ads or keywords or add any new ones?

I will expand the keywords

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

No , I didn't use a/b test, But I will use it in the future

- Would you make changes to the landing page, and if so, what kind of changes and why?

I may change the title

Appendix

Screenshots for Reference

Example:
Ad Groups

Ad groups

Custom Mar 3 – 8, 2021

Ad group status: **All but removed** ADD FILTER

SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE

Ad group	Status	Ad group type	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
Ad group 1	Not eligible Campaign ended	Standard	25	431	5.80%	$0.47	$11.76	0.00	$0.00	0.00%
Ad group 2	Not eligible Campaign ended	Standard	17	311	5.47%	$0.96	$16.38	0.00	$0.00	0.00%
Total: A...			42	742	5.66%	$0.67	$28.14	0.00	$0.00	0.00%
Total: C...			42	742	5.66%	$0.67	$28.14	0.00	$0.00	0.00%
Total: E...			0	0	–	–	$0.00	0.00	$0.00	0.00%

1 - 2 of 2

Example:
Ads

Ads

Custom Mar 3 – 8, 2021

Ad status: All but removed ADD FILTER

SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE

Ad	Ad group	Status	Ad type	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
Online Courses For Free | Free Courses | Udacity +4 more udacity.com/Free_Courses/Online_Courses Advance your career with online courses in programming, data science and more. Intro to... View assets details	Ad group 1	Not eligible Campaign ended	Responsive search ad	20	316	6.33%	$0.43	$8.67	0.00	$0.00	0.00%
Learn More with Udacity | Reserve your online course now | Free Courses with Udacity +5 more udacity.com/Free_Courses/online_Courses Intro to Inferential Statistics (Udacity course). learn more and reserve your free online courses... View assets details	Ad group 1	Not eligible Campaign ended	Responsive search ad	5	115	4.35%	$0.62	$3.09	0.00	$0.00	0.00%
Reserve your free course now | Learn Online For Free | Udacity +5 more udacity.com/udacity_courses/free_courses learn more - free courses - online courses (Udacity course). We Offer a Variety of Online... View assets details	Ad group 2	Not eligible Campaign ended	Responsive search ad	9	147	6.12%	$0.78	$7.05	0.00	$0.00	0.00%
reserve your free courses now | Explore Your Potential | Udacity +5 more udacity.com/udacity_courses/free_courses Advance your career with online courses in programming, data science and more. We Offer... View assets details	Ad group 2	Not eligible Campaign ended	Responsive search ad	8	164	4.88%	$1.17	$9.33	0.00	$0.00	0.00%
Total: All but removed ads				42	742	5.66%	$0.67	$28.14	0.00	$0.00	0.00%
Total: Campaign				42	742	5.66%	$0.67	$28.14	0.00	$0.00	0.00%

1 - 4 of 4

Example:
Keywords

Search Keywords

Custom Mar 3 - 8, 2021

Keyword status: All enabled ADD FILTER

SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE

Keyword	Ad group	Status	Match type	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
online courses	Ad group 2	Not eligible Campaign ended	Broad match	17	311	5.47%	$0.96	$16.38	0.00	$0.00	0.00%
Free Courses	Ad group 1	Not eligible Campaign ended	Broad match	10	121	8.26%	$0.62	$6.18	0.00	$0.00	0.00%
Udacity	Ad group 1	Not eligible Campaign ended	Broad match	3	6	50.00%	$0.04	$0.13	0.00	$0.00	0.00%