Project 6
Evaluate a Display Campaign

- **Marketing Objective:** The marketing objective for this advertising campaign is to sign 150 students up to take the Digital Marketing Nanodegree Program for 2 weeks starting from the 5th of April 2021.

- **KPI:** The number of students who sign up.

Target Persona

Background & demographics	Lara	Needs
● Female, 27 years old ● Single ● Bachelor's degree ● Sales Manager ● Lives in Canada ● HH income $120k		● she needs a course that includes support services, industry-backed knowledge, and career planning ● she needs high digital marketing skills for her business
Hobbies	**Goals**	**Barriers**
● Blogging ● Travelling ,Photography ● Watching TV Shows ● Reading	● Gain digital marketing skills for her business and for personal goals ● Become A Freelancer ● Make a Passive Income Source ● Focuses on marketing in her next career	● Lack of classroom interaction ● Too many courses choices ● The time needed to complete the course

Part 1

Evaluate a Display Image Campaign

Formulas:

- **The Number of Student Sign -Ups: (Clicks to the landing page * Conversion Rate).**
- **CPA: (Cost of Campaign/# sign ups).**
- **ROI: ([Profit - CPA] * # of Student Sign Ups).**
- **Profit:** Profit margin of 30%, meaning that Udacity makes $299 in profit per student that signs up.
- **Conversion:** 0.2% Conversion via Landing page.
- **Cost:** The cost of the degree is $999.
- **Campaign:** We want to aggressively grow the program, but, we want to do it without losing money.

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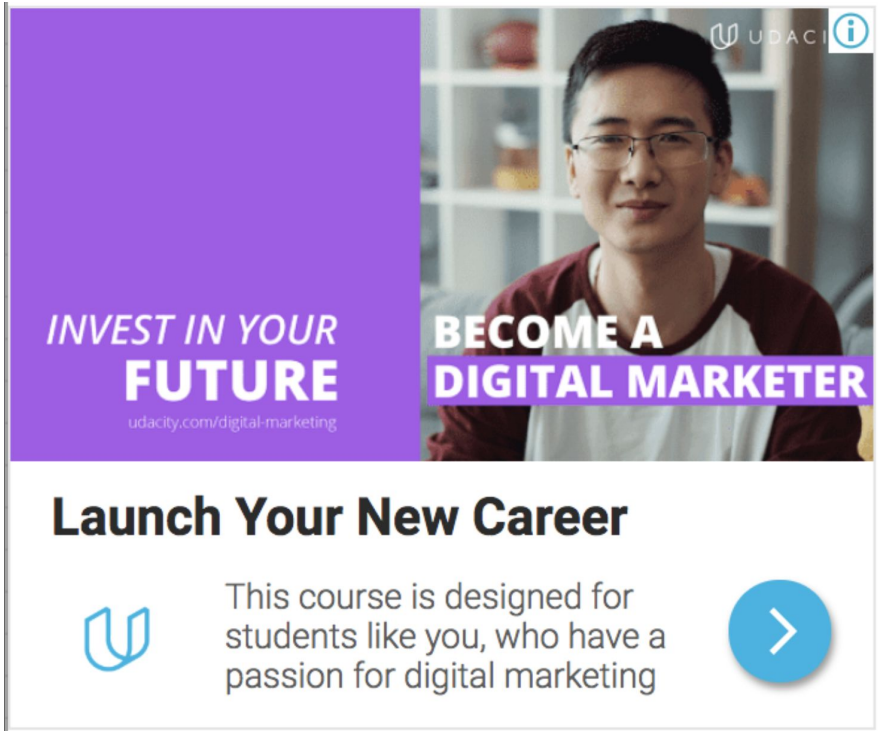
Display Image Campaign #1 : Overall Results

Ad group	Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type	Active bid adj
Affinity Audience	Campaign ended	$3.00 (enhanced)	--	1,243	200,957	0.62%	$0.36	$448.95	Display	None

The overall results of the Display Image Campaign targeting the Affinity Audience.

The Affinity Audience consisted of Business Professionals Social Media Enthusiasts.



Results:

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	1,243	200,597	0.62%	$0.36
Cost	**Conversion Rate**	**# New Students**	**CPA**	**ROI +/-**
$448.95	0.2%	2	$224.48	$149.04

The campaign generated 1,243 clicks to the landing page, The ad was shown 200,597 times, this comes to a CTR of 0.62%. Of the 1,243 people who landed up on the homepage, and the total cost of the campaign was $ 448.95. Assuming a 0.2% conversion rate, we could find the total users who ultimately signed up was (2). As a result, CPA was $224.48. The overall **ROI is $149.04 (positive).**

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Suggestions to optimize the campaign?

Suggestion 1: I will run an A/B Testing on the headline. I would like to add an alternative headline to test because it's the first element visitors will notice. So that I could examine which one is more attractive to use for my future campaign. I will use clear, short, and simple text to describe our product.

Suggestion 2: I'll make sure to adopt the IAB's LEAN ad guidelines, and designing the ads with hypotheses that ultimately save on time and budget, this will help to optimize ad performance and a better ROI.

Suggestion 3: I will use responsive ads, which will save my time creating different versions of our ads for different devices. Responsive ads will automatically adjust the size of our ad for different types of devices, such as mobile, tablet, and desktops, and can fit in almost any available ad space.

Part 2

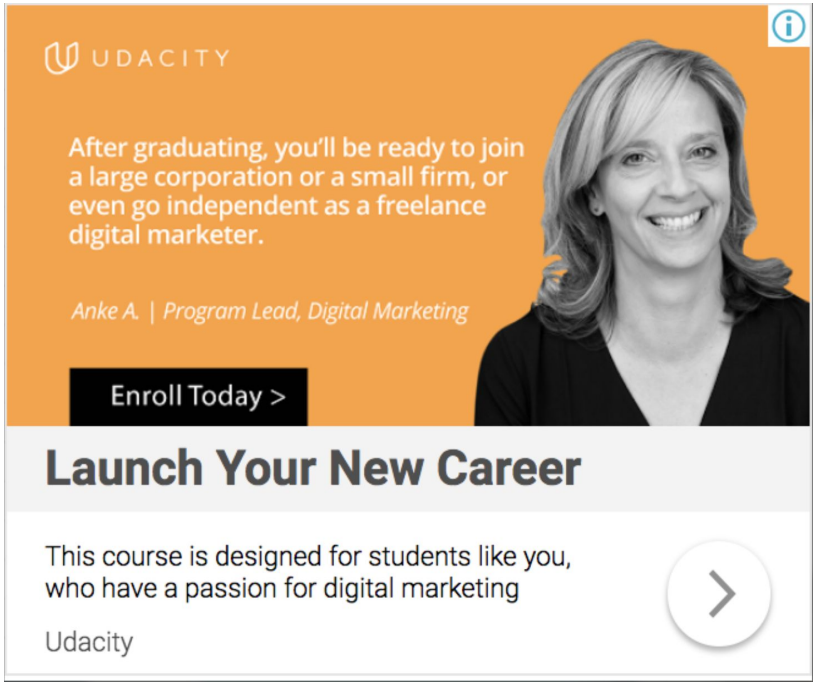
Evaluate a Display Image Campaign

Display Image Campaign #2 : Site Targeting

	Ad group	Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type	Active bid adj
⏸	Site Targeting	Campaign ended	$5.00 (enhanced)	--	407	67,833	.6%	$0.57	$231.99	Display	None

The overall results of the Display Image Campaign targeting placements (site targeting).

This audience consists of the Digital Marketing partners' landing pages.



Results:

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	407	67,833	0.6%	$0.57
Cost	**Conversion Rate**	**# New Students**	**CPA**	**ROI +/-**
$231.99	0.2%	1	$231.99	+67.01

Here we can see the campaign has a **positive ROI of ($67.01)**. The campaign generated 407 users clicking on the ad to land up on the home page. The ad was shown 67,833 times, this comes to a Click Through Rate of 0.6%. Of the 407 people who landed up on the homepage. The total cost of the campaign was ($231.99) with a 0.2% conversion rate, we could find the total users who ultimately signed up was (1). As a result, the CPA was $231.99.

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Suggestions to optimize the campaign?

Suggestion 1: I will conduct A/B testing on targeting audience, I would to target different age groups so that I could examine which audience should I target for my future campaign.

Suggestion 2: For Optimize for better display performance I will exclude underperforming site categories and placements. I will avoid content that my target audience is not likely to visit.

Suggestion 3: I will Utilize whitelisting to show ads on specific placements that are higher performing. Analyze engagement, CPM, conversion, and quality of leads. Similarly, I will use a blacklist to prevent ads from showing on certain domains or categories.

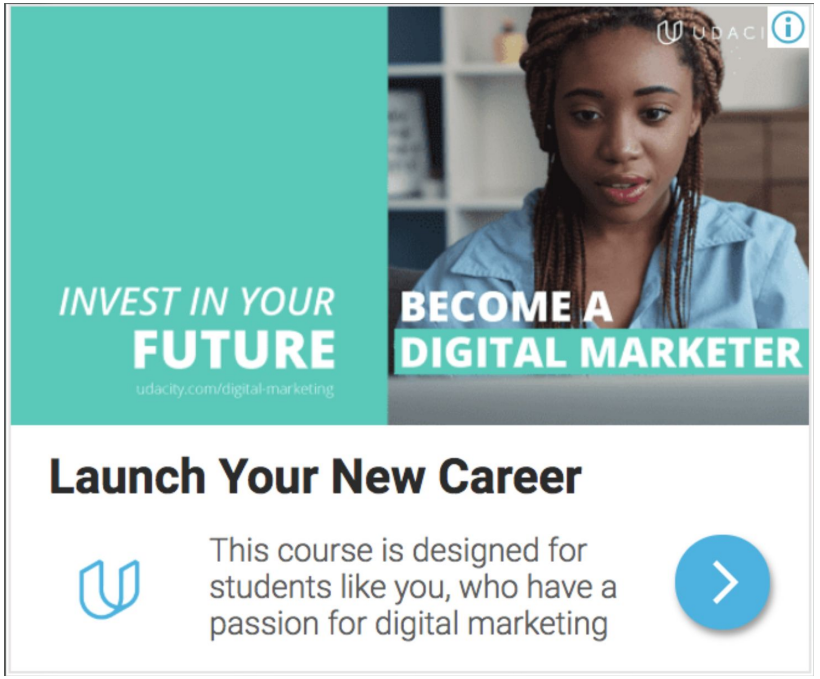
Part 3

Evaluate a Display Image Campaign

Display Image Campaign #3 : Overall Results

Ad group	Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type
Remarketing	Campaign ended	$3.00 (enhanced)	--	670	109,994	.61%	$0.35	$234.50	Display

The overall results of the Display Image Campaign targeting visitors to the Digital Marketing Nanodegree program landing page.



Results:

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	670	109,994	0.61%	$0.35
Cost	**Conversion Rate**	**# New Students**	**CPA**	**ROI +/-**
$234.50	0.2%	1	$234.50	+64.5

Here campaign performed well, as received 670 clicks, The ad was shown 109,994 times. This comes to a good Click Through Rate of (61%) Of the 670 people who landed up on the homepage, and the campaign had a **positive ROI of $64.5**. The total cost of the campaign was $234.50. With a 0.2% conversion rate, we could find the total users who ultimately signed up was (1). As a result, the CPA was $234.50.

DIGITAL MARKETING

Suggestions to optimize the campaign?

Suggestion 1: I will Use high-quality and more relevant images. Because, images help users understand our business, products, and brand. For best results, I will avoid images that are unclear, or excessively filtered, and avoid inserting text on top of an image. I will use the image that more relevant to attract the users to the product, and Making the DMND product the focus of the image.

Suggestion 2: I will run an A/B Testing for Ad copies and landing pages. I would like to optimize the landing page and make some changes, for instance, adding a strong headline. The design should be clean, and attractive which communicates the value of what we're offering. I will optimize the landing page content. Also, I would change the ad copy so that I could examine which ad copy should I write for my future campaign.

Suggestion 3: In this remarketing ad, I will Use frequency capping for the ad to make sure that we don't annoy users. This function sets help me to a limit for how many times an individual can be exposed to the ad per day. I will optimize the ad on customer interest and behavior.

Part 4

Results, Analysis, and Recommendations

Which campaign performed the best? Why?

The campaign that targeting the 'Affinity Audience' ad group performed better than other campaigns. The 'Affinity Audience' ad group had the highest ROI (+149.04), while the ‘remarketing' ads group was (+64.5) and the 'site targeting 'Ad group was (+67.01). Also, The total number of users who ultimately signed up in the Affinity Audiences ad group (2) was the highest one, while the others had just one new student for each of them.

The best audience performance was the 'Affinity Audience' ad group, who targeting Business Professionals Social Media Enthusiasts. This ad group had the highest reach, the ad was shown (200,597) times and generated a higher number of clicks(1,243), than the other ad groups. Also, The CTR of the 'Affinity Audience' ad group (0.62%) was better than the other groups.

Recommendations for future campaigns

If I had an additional budget, I would focus only on the Ad groups that have high ROI. In this case, I will continue with Display campaign # 1, which targeted the 'Business Professionals Social Media Enthusiasts'. this ad had the best performance compared to the other ads, I would like to increase the number of the new student who will sign up in the DMND program. Also, I need to add attractive headlines and descriptions.

I would like to make some changes to the ' remarketing ' ad group to increase reach and recover bounced website visitors and turn them into customers, I would like to target every visitor that interacts with our website. Also, I will perform an A/B Testing for ad copies and landing pages to find the best formula.

Recommendations for future campaigns

I will perform an A/B test for my display ads on three elements: Headline, description, and image which will help me to take a proper decision that which campaign I have to use or campaign need some changes.

A landing page a powerful element and a major differentiator between a good and a bad Display campaign. The content should be relevant (this should match very closely with the ad's headline), clear, useful, and short to the audience. Also, should include call-to-action. So I will prefer to add images or videos to the landing page which will define what we are offering and decrease the landing page loading time.