

Project 5: Evaluate a Google Ads Campaign



Campaign Approach

Digital Marketing Nanodegree Program Campaign

- The campaign is divided into two ad groups, one targeting customers in the Awareness stage and one targeting customers in the Interest stage
- Each ad group uses responsive search ads, with multiple options for the ad headline and description
- When users click on an ad, they are taken to our landing page for the Digital Marketing Nanodegree program, where they can click a button to download the program syllabus.
- This conversion has an estimated value of \$5.

Marketing Objective

The campaigns marketing objective is to gather at least 200 conversions (syllabus downloads), with a conversion rate of at least 10%

KPI

The number of conversions (leads) gathered

Ad Group #1: Ads

Interest Digital Marketing Ad Group - Ad #1					
	1	2	3	4	5
Headline	Digital Marketing online course for beginners	Digital Marketing for beginners	Learn to become a Digital Marketer	Digital Marketing online course	Digital Marketing online training
Description	Take your first steps towards becoming a Digital Marketer! Online beginner Digital Marketing course.	Online course on foundations of Digital Marketing taught by industry professionals.	Are you looking for a Digital Marketing course? Look no further: Udacity Digital Marketing class for beginners.	An easy way to learn Digital Marketing: online basic class for future best marketers	
Interest Digital Marketing Ad Group - Ad #2					
	1	2	3	4	5
Headline	Digital Marketing Basics	Digital Marketing online training	Digital Marketing for beginners	Udacity Digital Marketing Resources	Become a Digital Marketer with Udacity
Description	Digital Marketing Basics Digital Marketing resources from Udacity	See how to become a Digital Marketer	Take Your First Steps towards Becoming a Digital Marketer	Get all the basic knowledge on Digital Marketing that you need	

Ad Group #2: Ads

Awareness Digital Marketing Ad Group - Ad #1					
	1	2	3	4	5
Headline	Digital Marketing Basics, all you need	Digital Marketing class	Digital Marketing for beginners	Udacity Digital Marketing Resources	Become a Digital Marketer
Description	Digital Marketing resources from Udacity	See what Digital Marketing is for and how to become a Digital Marketer	Take Your First Steps towards Becoming a Digital Marketer	Get all the basic knowledge on Digital Marketing that you need	
Awareness Digital Marketing Ad Group - Ad #2					
	1	2	3	4	5
Headline	Digital Marketing online course	Digital Marketing for beginners	Learn to become a Digital Marketer online	Digital Marketing online training	Digital Marketing course with Udacity
Description	Take your first steps towards becoming a Digital Marketer! Online beginner Digital Marketing course.	Online course on foundations of Digital Marketing taught by industry professionals.	Are you looking for a Digital Marketing course? Look no further: Udacity Digital Marketing class for beginners.	An easy way to learn Digital Marketing: online basic class for future best marketers	

Ad Group #1: Keywords

Search keyword	Status	Match Type	Campaign	Ad group	Keyword max CPC	Currency
Best website for learning +marketing	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
Coursera digita marketing	Eligible	Phrase	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
Marketing course Udacity	Eligible	Phrase	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
+Digital marketing certificate	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
Best website to learn +digital marketing for free	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
Digital marketing learn online	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
+Digital marketing online training	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
+Digital marketing for +beginners	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
How to +learn +marketing	Low search volume	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
+Udemy +digital marketing	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
+Social media marketing +course	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
+Online marketing +course	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
+Social media marketing classes	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
Free +marketing courses	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
Marketing online course	Eligible	Phrase	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
Digital marketing course online free	Eligible	Phrase	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
+Marketing +online +tutorial	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
+Udacity +Digital Marketing	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
Marketing basics course online free	Low search volume	Phrase	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
+Digital marketing +tutorial basics	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD

Ad Group #2: Keywords

Search keyword	Status	Match Type	Campaign	Ad group	Keyword max CPC	Currency
+Digital marketing basic	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
+Social media marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
+Marketing terms	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
+Marketing for +beginners	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
+Online marketing +basics	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
What is digital marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
+Udacity +marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
How to become a +digital marketer	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
How to do social media marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
+Digital marketing online class	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
+How to do marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
Define +Digital marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
How to be a +social media marketer	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
+Digital Marketer	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
+Digital marketing terminology	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
What is marketing used for	Eligible	Phrase	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
+Online marketing for +students	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
+Digital marketing for +students	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
Study +digital marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
Study +online marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD

Campaign Evaluation - Key Results (Campaign)

Campaign	Cost	Clicks	Impressions	Conversions	Avg.CPC	CTR	Cost per conversion	Conversion Rate
Udacity_DMND	\$1,314	2391	111256	221	0.55	2.14%	5.95	9.24%

Key Results (Ad Groups)

Ad Group	Cost	Clicks	Impressions	Conversions	Avg.CPC	CTR	Cost per conversion	Conversion Rate
Ad Group 1: Interest Digital Marketing	\$819.05	1553	72497	132	0.53	2.14%	6.20	8.5%
Ad Group 2: Awareness Digital Marketing	\$494.95	838	38759	89	0.59	2.16%	5.56	10.6%
Total	\$1,314.00	2391	111256	221	0.55	2.14%	5.95	9.24%

Key Results (Ads)

Ad	Cost	Clicks	Impressions	Conversions	Avg.CPC	CTR	Cost per conversion	Conversion Rate
Ad Group 1, Ad 1	\$458.25	991	40163	97	0.46	2.47%	4.72	9.78%
Ad Group 1, Ad 2	\$360.80	562	32334	36	0.64	1.73%	10.02	6.41%
Ad Group 2, Ad 1	\$335.60	619	28827	72	0.54	2.15%	4.67	11.63%
Ad Group 2, Ad 2	\$159.35	219	9932	16	0.73	2.20%	9.96	7.31%

Key Results (Keywords)

The table below includes the most three keywords successful based on the marketing objective and the metrics that I used to determine which keywords performed best.

Keyword	Cost	Clicks	Impressions	Conversions	Avg.CPC	CTR	Cost/Conv.	Conv. Rate
+Online marketing +course	\$317.10	534	26639	65	0.59	2%	4.9	12.2%
+Social media marketing +course	\$36	66	912	10	0.54	7.2%	3.6	15.2%
+Digital marketing certificate	\$23.10	48	894	8	0.48	5.4%	2.8	16.6%

Campaign Performance Evaluation

Our campaign objective is to generate leads (email addresses), We assumed that we can pay a maximum of \$5 per lead (conversion) while maintaining a positive ROI. We expected an ad-to-lead conversion rate of at least 10%.

DMND campaign generated a total of 221 leads at a cost of \$5.95 each. Since our Cost per Lead of \$5.95 is more than \$5.

We received 221 conversions out of 2391 clicks that our ads have received. 221 divided by 2391 leads to a conversion rate of 9.24%. In other words, about 1 in 10 people who visited our landing pages gave us their email addresses. This is pretty close to what we had expected (10%).

Campaign Performance Evaluation

Next, the click-through rate (CTR). We received a total of 2391 clicks out of a total of 111,256 impressions. $2391 \div 111,256$ is 2.14%, which is our CTR.

The 'Interest' Ad Group targeting people who search for digital marketing training performed better than the one targeting people who look for digital marketing definitions 'Awareness' in many metrics. The 'Interest' Ad Group had better conversions (132), while the 'Awareness' ads group was 89. Also, the conversion rate was higher, this resulted in a higher cost per lead (CPL) or cost per acquisition (CPA) of (\$6.20).

Campaign Evaluation - Return On Investment

ROI= (Total Conversion - Total Cost)/ Total Cost

$$= (1105 - 1314) / 1314$$

$$= - 0.16$$

The campaign ROI was (- 0.16) which means the DMND campaign had a negative ROI. Also, the cost per lead (conversion) was \$ 5.95 which is higher than the estimated conversion value (\$5).

Campaign Performance Evaluation

The most successful keywords based on the marketing objective and the KPIs that I used are (Social media marketing +course) which had a high number of conversions, with CPA (3.6), also had a high conversion rate (15.2%). Another successful keyword was the Digital marketing certificate, with a conversion rate (15.6%) which was higher than 10%, and CPA (3.1) which was good and less than \$5, and keyword (Online marketing +course) with a high number of conversions(65), conversion rate (12.2), and CPA (4.8)

There's a competition in Google Ads on many keywords, so I will show just two of them, first one is "Udacity +marketing" with high competition and High CPC (0.6), the second one is "Online marketing +course" with a CPC (0.59)

Campaign Evaluation

Based on campaign marketing objective is to gather at least 200 conversions, with a conversion rate of at least 10%. The result shows that we had a conversion rate of 9.24% which was close to the objective, and the campaign gathered conversions higher than expected (221). but unfortunately, the campaign was not effective – it resulted in a negative ROI. The broad match that was used in the keyword list might have a high search volume but at the same time might ruin the ROI.

Recommendations for future campaigns

I would focus more on high-performing ad groups (higher CTR and conversion), and optimize its maximum CPC bid value to increase its ad rank. I'll focus on the "Interest" ad group, this ad group has a higher conversion(132), and conversion rate(8.5%). Also, I need to add attractive headlines and descriptions.

I will make few changes to my list of keywords. When the campaign is running with a short keyword list and high CPC. Then I will pause the campaign and add more effective long-tail keywords with a low CPC.

Recommendations for future campaigns

Using the right keywords will drive highly targeted traffic – that will more than likely convert. "Exact match" keywords convert better than other types of keywords because the ads will only trigger when a user will search for the exact same keyword. Used "broad match" might ruin the ROI, and might end up wasting the budget on irrelevant clicks and traffic that doesn't convert. So I Recommend using more keywords with "exact match". In general, I will pause poor-performing keywords and ads. I would add more keywords and ads to my interest stage. I will also add a few more long-tail keywords with broad and specific keywords.

Recommendations for future campaigns

I will perform an A/B test for my text ads on two elements: Headline and description, which will help me devise better performing ads.

A landing page a powerful element and a major differentiator between a good and a bad AdWords 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.