

1. Who is the target audience of your campaign?

Target audience of the campaign was mainly individuals living in United States, aged between 18-50 of all gender interested in digital marketing, working professionals looking for a career transition and individuals who are university graduate.

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

Acquire 80 individuals downloading the free ebook in five days

3. What primary KPI did you track in your campaign and why?

Number of individuals downloading the eBook



Campaign Summary

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

My main target was the people of all gender, living in United States, aged between 18-50, where the demographics are people who indicated their highest and basic education level as At university ,a university graduate, working professionals looking for a career transition. Interests of my target audiences are People who have expressed an interest in or like Pages related to ebooks,like pages related to travel, likes pages related to online shopping, marketing and advertising. Behaviours is as my target audiences are working professionals they are employed in different industries such as a business industry, education and media and internet and corporate executives who is more involved in digital activities and interested in digital marketing.

What Ad Copy and Ad Creatives did you use?

Ad Copy and Ad creatives are the main objectives when you are promoting a brand, where it plays a pivotal role in reaching the audience and helping the brand to be successful on how you fabricate it. Choosing the Ad format is the initial process when you start creating a Ad in facebook Where I managed to choose the Single image format. Choosing perfect images is very crucial when creating ad as it engages in capturing the target audience attention and reflects brand personality, where I used the high resolution images related to social media advertising ebook where all the important elements of social media platforms were visible as it even helps in showing the product in its typical environment. Next comes the Ad copy which is the specific type designed to get the reader to respond and take action, which has to align with my Ad creatives. Keeping my audience in mind , I created the copy which is more concise,sensual content and finally the call to action about the social media advertising ebook, when the audience discern the Ad. After the seeing the ad my goal is the audience has to download the ebook.

2. If you made any changes, please describe them. NO



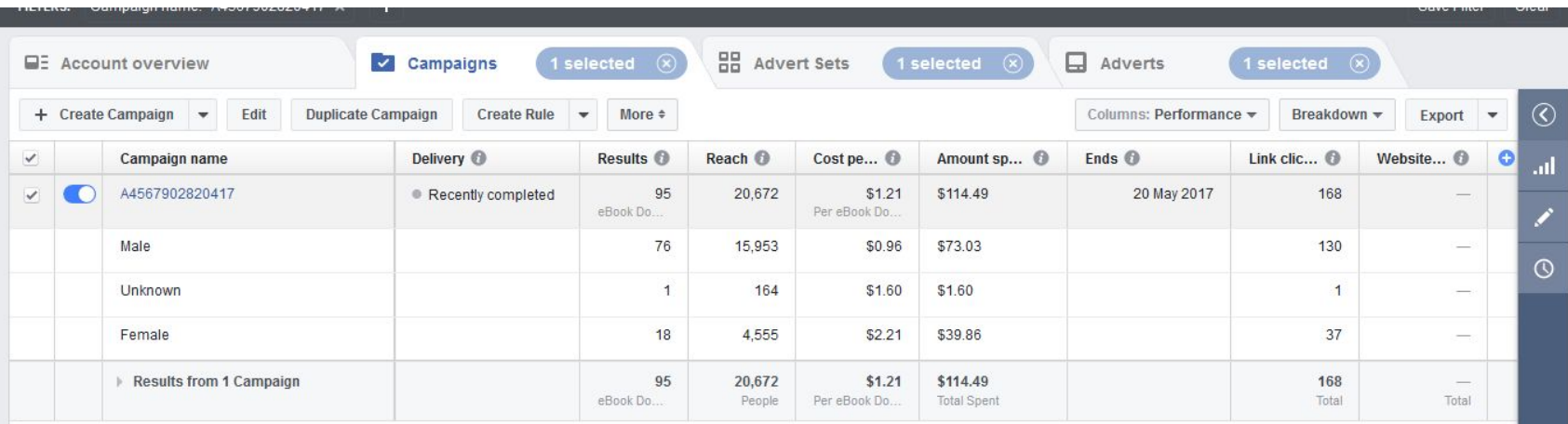
Present the most important metrics per ad

Most important metrics per ad can be distinguished mainly by number of individuals who downloaded the ebook as the marketing Objective was conversions. By creating ad which relates to my target audiences demographics, interests and behaviour, the main metrics were

.Total number of conversion .

. Theoretical reach

.Total number of link clicks and cost per result. Below is the screenshot of the metrics of my ad



The screenshot displays the Facebook Ads Manager interface. At the top, there are tabs for 'Account overview', 'Campaigns' (1 selected), 'Advert Sets' (1 selected), and 'Adverts' (1 selected). Below the tabs, there are buttons for '+ Create Campaign', 'Edit', 'Duplicate Campaign', 'Create Rule', and 'More'. To the right of these buttons are 'Columns: Performance', 'Breakdown', and 'Export' options. The main table shows campaign performance data. The first row is for campaign 'A4567902820417', which is 'Recently completed'. It shows 95 results (eBook Downloads), 20,672 reach, a cost per result of \$1.21, and a total amount spent of \$114.49. The campaign ended on 20 May 2017, with 168 link clicks and 0 website conversions. Below this, a breakdown is shown by gender: Male (76 results, 15,953 reach, \$0.96 cost per result, \$73.03 total spent, 130 link clicks), Unknown (1 result, 164 reach, \$1.60 cost per result, \$1.60 total spent, 1 link click), and Female (18 results, 4,555 reach, \$2.21 cost per result, \$39.86 total spent, 37 link clicks). The final row is a summary for 'Results from 1 Campaign', showing 95 results, 20,672 reach, \$1.21 cost per result, \$114.49 total spent, and 168 total link clicks.

	Campaign name	Delivery	Results	Reach	Cost pe...	Amount sp...	Ends	Link clic...	Website...
<input checked="" type="checkbox"/>	A4567902820417	● Recently completed	95 eBook Do...	20,672	\$1.21 Per eBook Do...	\$114.49	20 May 2017	168	—
	Male		76	15,953	\$0.96	\$73.03		130	—
	Unknown		1	164	\$1.60	\$1.60		1	—
	Female		18	4,555	\$2.21	\$39.86		37	—
	▶ Results from 1 Campaign		95 eBook Do...	20,672 People	\$1.21 Per eBook Do...	\$114.49 Total Spent		168 Total	— Total

Campaign Evaluation

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

The first step in the marketing campaign evaluation is the examination of the specific goals that has set keeping the market objective in mind and knowing how the marketing campaign fits my marketing plan. As my marketing objective was conversions, by thinking all the parameters I managed to plan the campaign accordingly. So a common marketing campaign objective formula is : what will be achieved +how long will the marketing campaign run, as per my marketing objective it was the campaign mainly the conversions and the audience who download the social media advertising ebook. As the campaign was set for five days, budget and scheduling was done. Next thing was creating the Ad creatives and the Ad Copy keeping my target audience in mind by their demographics, interests and behaviour. My main target audiences were the individuals who are working professionals looking for career transition and a university graduate of all gender aged between 18-50. Considering all this parameters success of the campaign is measured , where it reached to 20,672 individuals which was more than the expectation, with 95 individuals downloading the social media advertising ebook with 168 link clicks. By the survey of the campaign the reach of the audience in terms of gender were the (continued in next slide)

	Results	Reach	link clicks
Male	76	15,953	130
Female	18	4,555	37
Unknown	1	164	1

Observing the above campaign details Male individuals were the one who were ahead in all aspects compared to Female individuals and unknown meeting all the parametres. Considering all these metrics the campaign was successful in all terms.

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

Additional budget is beneficial in many ways, As it mainly depends on the campaign objective and the product being promoted which has to be distinguished . Considering the objectives, budgeting and scheduling plays the key role where I can run the campaign for more days by expanding the demographics , interests in more fields and behaviour of the audience which will reach more audience by many ways like signing up for the website, downloading the app,installing, buying the product and many more depending on what the brand requires the audience to effectuate.

Adverts Manager

Search Business



RS

DMND

99+

Help

April US (1272442456124723)

Create Ad

count: Udacity April US

Search

Filters

Last week: 14 May 2017 - 20 May 2017

Note: Does not include today's data

Campaign name: A4567902820417

Save Filter

Clear

Account overview

Campaigns

1 selected

Advert Sets

1 selected

Adverts for 1 Advert Set

Campaign Edit Duplicate

Charts for Campaign: A4567902820417

Campaign name

A4567902820417

Results from 1 Campaign



95

Results: Conversions



20,672

People Reached



\$114.49

Amount spent

Custom

95 Results: eBook Download \$1.21 Cost per result 0.44% Result Rate



Report a Problem

Type here to search



5:47 PM

5/23/2017

Account overview

+ Create Campaign Edit Duplicate

✓	Campaign name
✓	A4567902820417

Results from 1 Campaign





Adverts Manager

Search Business



RS

DMND



99+



Help ?

Udacity April US (1272442456124723) ▼

Create Advert



Account: Udacity April US

Search

Filters

Last week: 14 May 2017 - 20 May 2017

Note: Does not include today's data

FILTERS: Campaign name: A4567902820417 × +

Save Filter Clear

Account overview

Campaigns

1 selected ×

Advert Sets

1 selected ×

Adverts for 1 Advert Set

+ Create Campaign ▼

Edit

Duplicate

Charts for Campaign: A4567902820417

<input checked="" type="checkbox"/>	Campaign name
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> A4567902820417
▶ Results from 1 Campaign	



20,672 Reach ▼ 95 Results: eBook Download ▼ \$114.49 Amount spent



Device type

Mobile and desktop ▼

About placement results

Advert delivery is optimised to allocate your budget to the placements likely to perform best with your audience, based on your targeting and bid amount.

[Learn more](#)

Report a Problem



Type here to search



DIGITAL MARKETING
NANODEGREE PROGRAM



Adverts Manager

Search Business



RS

DMND

99+

Help ?

Udacity April US (1272442456124723) ▾

Create Advert



Account: Udacity April US

Search ▾

Filters ▾

Last week: 14 May 2017 - 20 May 2017 ▾

Note: Does not include today's data

FILTERS: Campaign name: A4567902820417 × +

Save Filter

Clear

Account overview

Campaigns

1 selected ×

Advert Sets

1 selected ×

Adverts for 1 Advert Set

+ Create Advert ▾

Edit

Duplicate Adverts

Preview

Create Rule ▾

More ⇅

Columns: Performance ▾

Breakdown ▾

Export ▾

<input type="checkbox"/>		Advert name ▾	Delivery ⓘ	Results ⓘ	Reach ⓘ	Cost per result ⓘ	Amount spent ⓘ	Relev... ⓘ	+
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 eBook - Image 3	● Not delivering Advert Set Completed	59 eBook Download	12,625	\$1.47 Per eBook Download	\$86.95	4	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 eBook - Image 2	● Not delivering Advert Set Completed	30 eBook Download	6,958	\$0.67 Per eBook Download	\$19.95	3	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 eBook - Image 1	● Not delivering Advert Set Completed	6 eBook Download	1,431	\$1.26 Per eBook Download	\$7.59	3	
		▶ Results from 3 adverts		95 eBook Download	20,672 People	\$1.21 Per eBook Download	\$114.49 Total Spent		

Report a Problem

DIGITAL MARKETING
NANODEGREE PROGRAM



Udacity April US (1272442456124723) ▼

Create Advert



Account: Udacity April US

Search ▼

Filters ▼

Last week: 14 May 2017 - 20 May 2017 ▼

Note: Does not include today's data

FILTERS: Campaign name: A4567902820417 × +

Save Filter

Clear

Account overview

Campaigns

1 selected ×

Advert Sets

1 selected ×

Adverts for 1 Advert Set

+ Create Advert ▼

Edit

Duplicate Adverts

Preview

Create Rule ▼

More ⚙

Columns: Delivery ▼

Breakdown ▼

Export ▼

<input type="checkbox"/>	<input type="checkbox"/>	Advert name ▼	Delivery ⓘ	Reach ⓘ	Frequ... ⓘ	Cost per 1,000 ... ⓘ	Impressions ⓘ	CPM (cost per 1... ⓘ	+
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 eBook - Image 3	● Not delivering Advert Set Completed	12,625	1.03	\$6.89	12,945	\$6.72	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 eBook - Image 2	● Not delivering Advert Set Completed	6,958	1.00	\$2.87	6,972	\$2.86	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 eBook - Image 1	● Not delivering Advert Set Completed	1,431	1.02	\$5.30	1,456	\$5.21	
		► Results from 3 adverts		20,672 People	1.03 Per Person	\$5.54 Per 1,000 People Rea...	21,373 Total	\$5.36 Per 1,000 Impressions	

Report a Problem





Udacity April US (1272442456124723) ▾

Create Advert



Account: Udacity April US

Search ▾

Filters ▾

Last week: 14 May 2017 - 20 May 2017 ▾

Note: Does not include today's data

FILTERS: Campaign name: A4567902820417 × +

Save Filter

Clear

Account overview

Campaigns

1 selected ×



Advert Sets

1 selected ×



Adverts for 1 Advert Set

+ Create Advert ▾

Edit

Duplicate Adverts

Preview




Create Rule ▾

More ⇅

Columns: Engagement ▾

Breakdown ▾

Export ▾

<input type="checkbox"/>	<input type="checkbox"/>	Advert name ▾	Delivery ⓘ	People tak... ⓘ	Post reac... ⓘ	Post com... ⓘ	Post shares ⓘ	Link clicks ⓘ	Page likes ⓘ	+
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 eBook - Image 3	● Not delivering Advert Set Completed	231	126	—	4	99	12	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 eBook - Image 2	● Not delivering Advert Set Completed	237	181	—	1	61	5	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 eBook - Image 1	● Not delivering Advert Set Completed	25	15	1	2	8	1	
		▶ Results from 3 adverts		491 People	322 Total	1 Total	7 Total	168 Total	18 Total	

Report a Problem