



UDACITY

PROJECT 8 PORTFOLIO

— ● Ni Kadek Rina WATI ● —

...
**1. Customer
Journey Based
Marketing Plan**

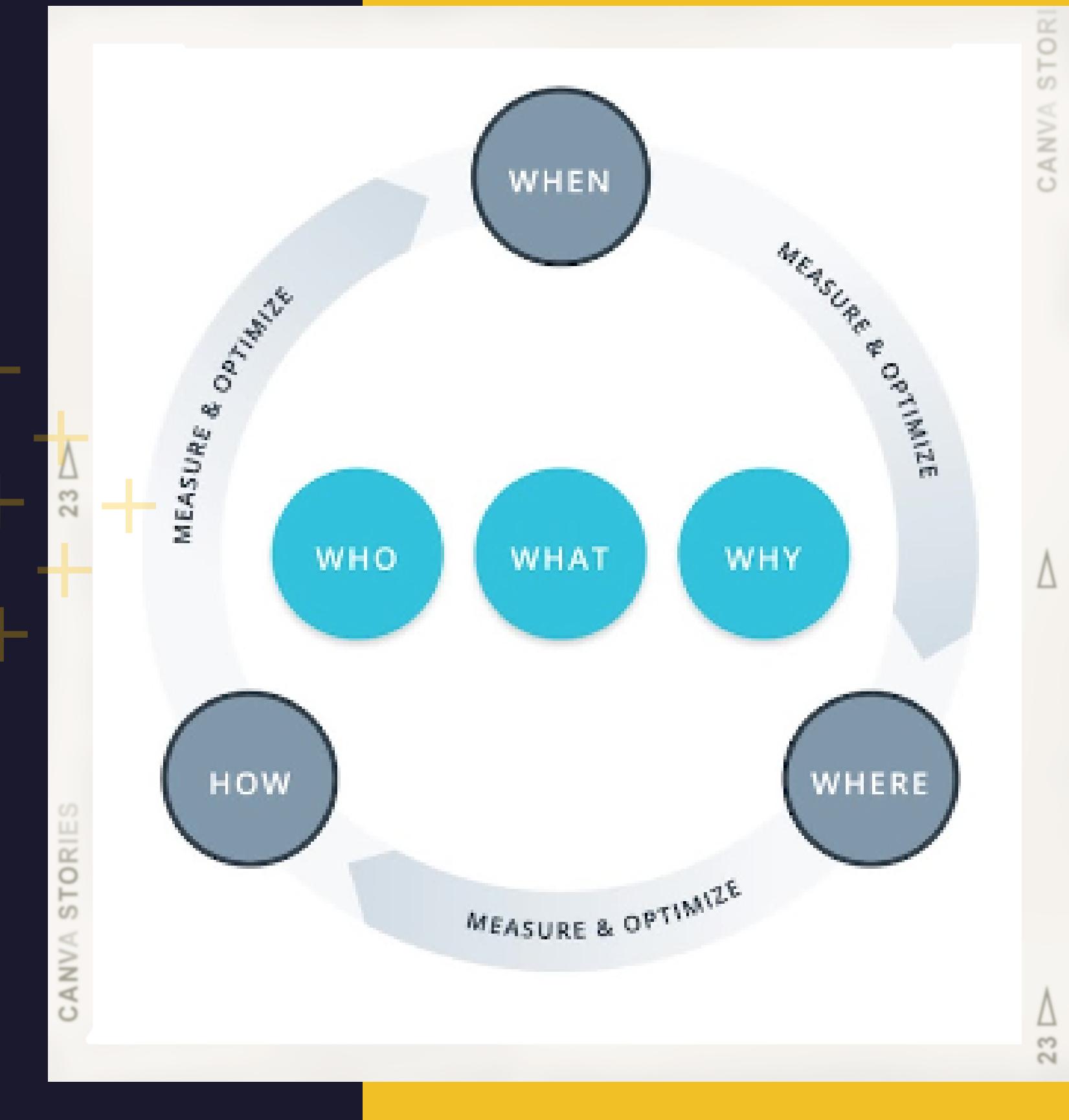




CANVA STORI

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WHAT : YOUR OFFER

Create a Customer Journey Based Marketing Plan with the goal of signing up new customers to the DMND Program in one quarter.

Budget: \$50,000

Profit: For the purpose of this assignment, the cost of the Nanodegree is \$999, assume a profit margin of 30%, meaning that Udacity makes \$299 in profit per student that signs up.

Campaigns: We want to aggressively grow the program, but, we want to do it without losing money.



MARKETING OBJECTIVE



OBJECTIVE



To enroll 200 new customers to the Udacity DMND Program in one quarter (3 months) with an overall budget of \$50,000.

KPI



The number of new students enrolled in DMND program by the end of this campaign.

VALUE PROPOSITION

FOR

WHO

OUR

THAT

UNLIKE

OUR
OFFER

For student and fresh graduated and switch career

Interested and want have career as digital marketer

Digital marketing nano degree

Provide an immersive, project-based learning experience designed to transform the skill set and prepare for new digital career

The courses like udemy and coursera

Provide the real study case in collaboration with the company like **hubspot,google,facebook**

Who : Your Customers?

BACKGROUND & DEMOGRAPHICS

- Woman
- 28 years
- She live in Paris
- She interested about digital and online learning
- She likes the aventure

TARGET PERSONA NAME



EMMA DUBOIS

NEEDS

- Work/Life Balance
- Real Projet in digital marketing
- Would like update with the digital's news
- International community in digital marketing

HOBBIES

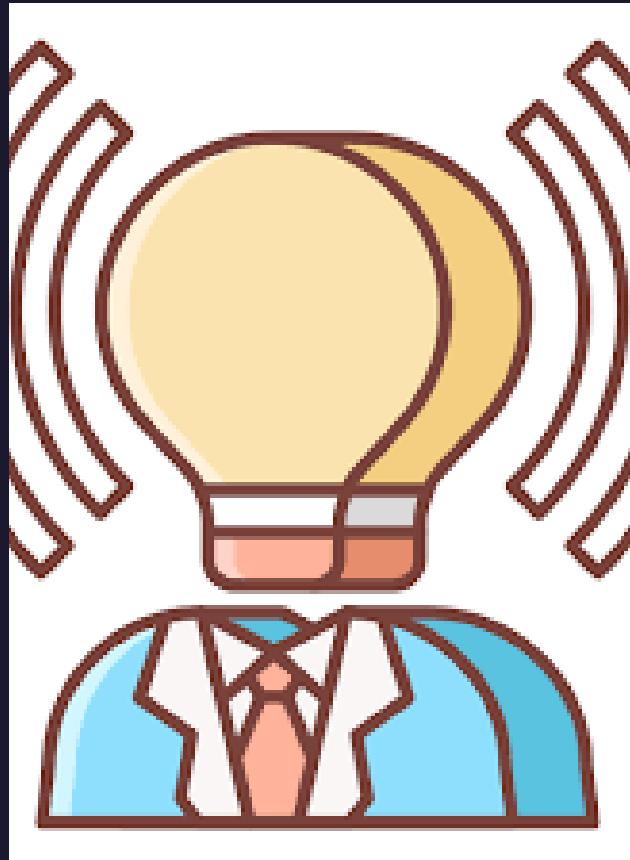
- Travel
- Hiking
- Sport nature
- Swimming
- Join in community

GOALS

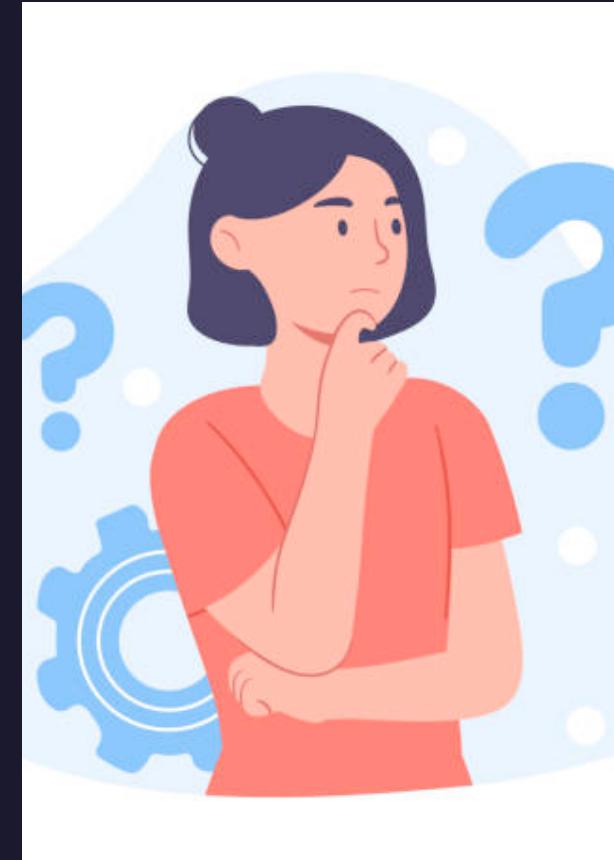
- Want to get job with in digital's industry
- Get the good salary
- Be able create the media's agency in 3 next years
- And can have the possibility remote work

BARRIERS

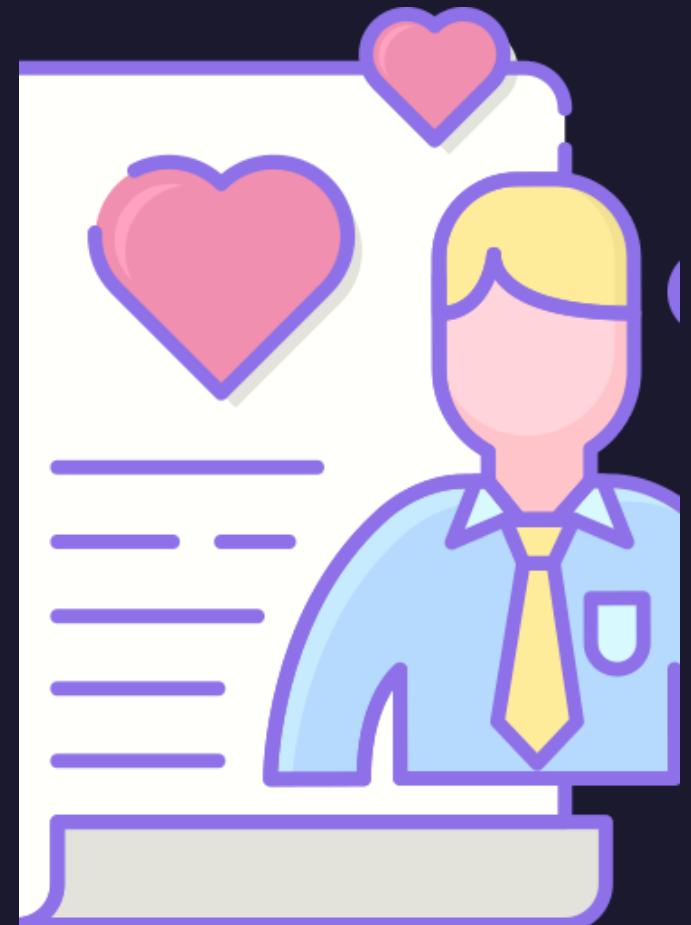
- Not enough revenue
- Too many the online course and can't choice the best one
- Not enough intelligence for take new course
- A judgement about it's too late for begin the new career



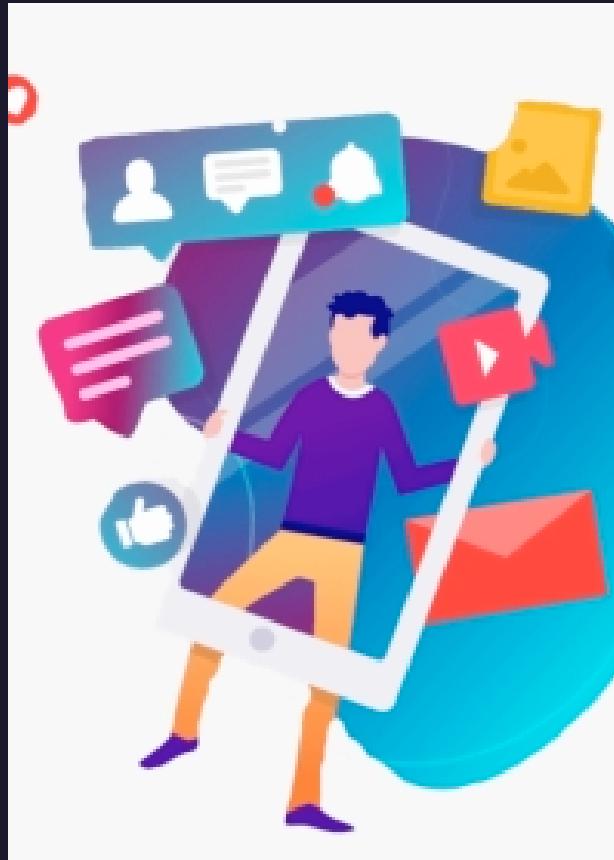
Awareness



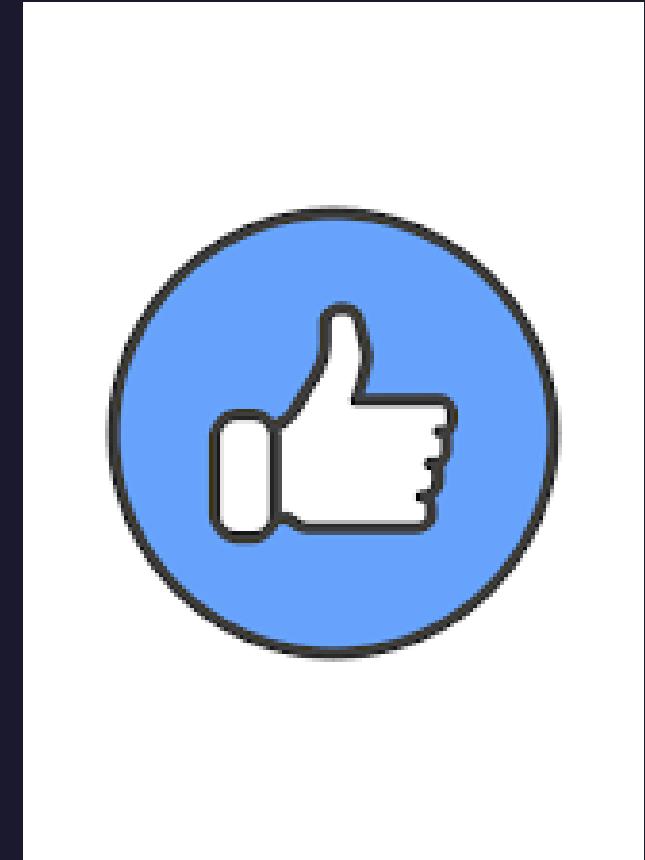
Interest



Desire



Action



Post-Action

PHASES OF THE CUSTOMER JOURNEY

When+How Where = Marketing Tactics

CUSTOMER JOURNEY	AWARENESS	INTENT	DESIRE	ACTION	POST ACTION
Message	<ul style="list-style-type: none"> What this product can do is get the extra knowledge boost that the target persona is looking for to start a new career. Describe the need and growth in demand for digital marketers 	<ul style="list-style-type: none"> Offre ebook , guide for sign up /registered for course And for student, offre special discount for enroll the DMND The product differentiators is that the program is online, self paced and you work with marketers in the field doing real world projects. 	<ul style="list-style-type: none"> The product benefits are getting a new range of skill sets online. Special feature like job placement and linkedin profile's review 	<ul style="list-style-type: none"> Thank you for becoming a udacity student with link Udacity community and see you in the classroom! Reinforcement of program benefits 	<ul style="list-style-type: none"> A guide of the classroom and udacity system as well as giving you a mentor to help with any questions about the program. Career support services updates Discounts and incentives to continue learning with Udacity

CUSTOMER JOURNEY	AWARENESS	INTENT	DESIRE	ACTION	POST ACTION
Channel	<ul style="list-style-type: none"> Social Media Informative landing page Content Marketing (blog post) Display & Video Ads 	<ul style="list-style-type: none"> Social Media account Display and Video Ads on Social Media & Google Ads Email Marketing Affinity Marketing 	<ul style="list-style-type: none"> Email Marketing Retargeting Dispaly & Video Ads Search Ads on Google Social Media Ads Blog/video (student success stories; industry-testimonials) 	<ul style="list-style-type: none"> Email DMND website DMND classroom Re-targeted display + video ads 	<ul style="list-style-type: none"> Email Social media account DMND classroom

2. DMND Budget Allocation



BUDGET ASSUMPTION

- You have been given a budget of \$50,000 to spend on media (note that you can assume that you don't have to pay for creative or for the resources managing your campaign)

- In what follows, you will provide detail on how you would advise to use the \$50,000 across the first three phases of the customer journey.



AWARENESS: BUDGET ALLOCATION FOR MEDIA

Channels	Planned Spend	CPC	Numb of Site visite	Avg Conversion Rate	Total Sales
Facebook	\$3000	\$1.25	2400	0.05%	1
Adwords Search	\$1500	\$1.40	1071	0.05%	1
Display	\$250	\$5.00	50	0.05%	0
Video	\$250	\$3.50	71	0.05%	0
Total Spend	\$ 5000	Total# Visitor	3593	Numb of new student	2

INTEREST: BUDGET ALLOCATION FOR MEDIA

Channels	Planned Spend	CPC	Numb of Site visite	Avg Conversion Rate	Total Sales
Facebook	\$3000	\$0.50	6000	0.1%	6
Adwords Search	\$1500	\$1.50	1000	0.1%	1
Display	\$250	\$3.00	83	0.1%	0
Video	\$250	\$2.75	91	0.1%	0
Total Spend	\$5000	Total# Visitor	7174	Numb of new student	7

DESIRE: BUDGET ALLOCATION FOR MEDIA

Channels	Planned Spend	CPC	Numb of Site visite	Avg Conversion Rate	Total Sales
Facebook	\$30,000	\$0.30	100000	0.3%	300
Adwords Search	\$6000	\$1.50	4000	0.3%	10
Display	\$2000	\$3.00	667	0.3%	3
Video	\$2000	\$2.75	727	0.3%	3
Total Spend	\$40,000	Total# Visitor	105394	Numb of new student	316

ROI: BUDGET ALLOCATION FOR MEDIA

Phase	Total Spend	Total Number of Site Visits	Total Number of Sales	Profit Per Sale	Total Profit	ROI
Awareness	\$5000	3593	2	\$299	\$537	\$ -29463
Interest	\$5000	7174	7	\$299	\$2145	\$ -7855
Desire	\$40,000	105394	316	\$299	\$94,538	\$84539
Total	\$ 50,000	104656	280	-	\$97,221	\$ 47,221 / 67,44%



ADDITIONAL CHANNELS OR RECOMMENDATIONS

- Due the conversion rate, the budget has been distributed in way to ensure the most sales
- I recommend doing the same targeting on both LinkedIn and Facebook to later calculate which of the channels performed better in terms of ROI
- Apart from the above mentioned paid platforms, SEO is the best way to attract new customer by content valuable for example the stories of DMND graduates, blogs written by influencers, graduates of the program, expert's advice on career change etc
- I would definitely use the maximum of all organic channels: social networks such as Facebook, Twitter and Instagram, LinkedIn and organic search
- By collecting the email from the campaign, i propose to retargeting the user by email marketing.

3. Showcase Work



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MARKET YOUR CONTENT

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MARKETING OBJECTIVE

OBJECTIVE



I would like to gain at least 30 new readers on my social media platform in 4 weeks on May without make any paid ads.

KPI



Number of the new reader on my social media platform who like my article.

METRIC



- Average Comments per Post
- Social Shares per Post
- Number of impression
- Number of like
- Conversion Rate

WRITE BLOG POST

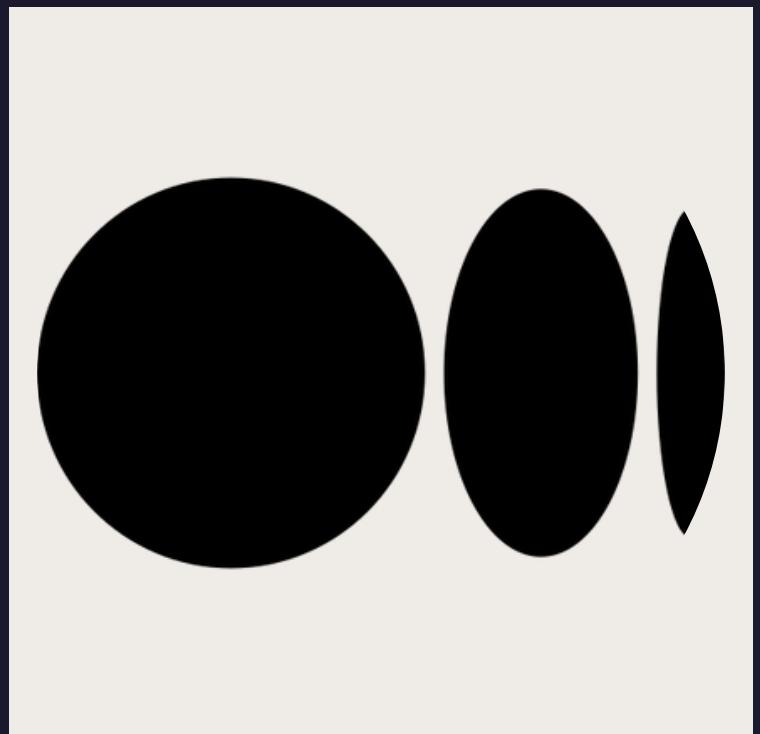
01 BLOG SUMMARY

Theme : Why have you decided to take the Digital Marketing Nanodegree Program?

02 FRAMEWORK

Situation	She is looking the online digital marketing course with the interesting price
Complication	There is many online course but she doesn't know which one the best one
Question	How to choose the best course according to her needs and expectations
Answer	After the research and comparing , she found out the DMND which provide the real project with the complete program

BLOG POST



Medium

It's the one of the biggest blog platform, so i think i can reach more people for read my article and share with them my experience and share my blog above.



Facebook

Facebook, because they are good places to share blog-articles and the most heavily used social networks, resulting in the highest probability of views and possible followers.



Quora

The first, because i find many people share their opinion here without any judgement and i find often the topic interesting and they are good places to share their opinion.



Become a Digital Marketer

NANODEGREE PROGRAM

Why i choose enroll Udacity Digital Marketing Nanodegree ?

After about some year of full-time struggling in my study and my part-time job, the Covid-19 pandemic came and directly started affecting...

Medium / Apr 24, 2022

The blog post on Medium, i wrote about my experience and my thought about this program and what can i get after the finish the program. I wrote also about the potential job and competency in this program.
This is my link blog :

Link blog : [Medium's Blog](#)



EVALUATE A FACEBOOK CAMPAIGN

CAMPAIN SUMMARY



Udacity is working to attract students for this Digital Marketing Nanodegree Program. More specifically, to collect email addresses of potential students who might be interested in taking this course. In order to do this, we have created a landing page, where prospective students can download a free eBook if they provide us with their email address.

The eBook - a Social Media Advertising Guide - is a short excerpt from the Digital Marketing Nanodegree Program, with content from the Social Media Advertising course.

For the purpose of the projects, assume costs of \$0 for the eBook and a conversion value (revenue) of \$25 per collected email address.

The image shows a landing page for a free eBook. At the top, the Udacity logo is displayed. Below it, the title "Free Social Media Advertising Guide" is prominently shown, followed by the subtitle "An excerpt from the Udacity Digital Marketing Nanodegree Program". To the left of the main content area, there is a graphic of a purple book titled "SOCIAL MEDIA ADVERTISING GUIDE". The book cover features a megaphone icon and speech bubbles. The right side of the page contains text encouraging users to get their free copy, followed by three bullet points detailing the benefits of the guide. Below this, there are two input fields for "First Name" and "Email", and a blue "SUBMIT" button. A small legal disclaimer is at the bottom.

LANDING PAGE

UDACITY

Free Social Media Advertising Guide

An excerpt from the Udacity Digital Marketing Nanodegree Program

Get your free copy of the eBook today!

- A comprehensive overview of the leading social media advertising platforms Facebook, Instagram, Twitter, Pinterest, LinkedIn, and Snapchat
- Learn how to target specific audiences, budget and schedule your campaigns, and measure the success of your ads
- Everything you need to get started!

First Name

Email

SUBMIT >

By submitting your email, you agree to receive emails from Udacity, Inc and can unsubscribe at any time. Please find our Privacy Policy [here](#).

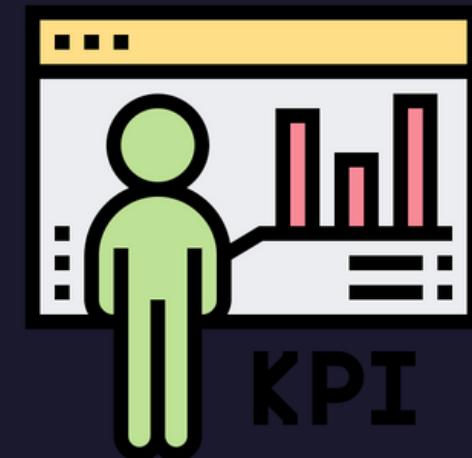
MARKETING OBJECTIVE

OBJECTIVE



To collect the email addresses of 50 potential students for the Digital Marketing Nanodegree Program, with a campaign running for one week and having a lifetime budget of \$1000

KPI



Number of eBook downloads

AD DISPLAY

Digital Marketing by Udacity  Sponsored

Download your free eBook now and learn how to advertise on Facebook, Instagram, Twitter and other Social Media sites!



Free eBook: Social Media Advertising digitalmarketing.udacity.com

[Download](#)

Digital Marketing by Udacity  Sponsored

Download your free eBook now and learn how to advertise on Facebook, Instagram, Twitter and other Social Media sites!



Free eBook: Social Media Advertising digitalmarketing.udacity.com

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Download your free eBook now and learn how to advertise on Facebook, Instagram, Twitter and other Social Media sites!



Free eBook: Social Media Advertising digitalmarketing.udacity.com

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AD 1

AD 2

AD 3

FACEBOOK ADS RESULTS DATA

A	B	C	D	E	F	G	H	I	J	K	L	M
Ad Name	Bid Type	Amount Spent (USD)	CPM (Cost per 1,000 Impressions)	Impressions	Reactions	Frequency	Link Click-Through Rate	CPLC (cost per link click)	Link Clicks	Click To Lead Rate	Cost per Results	Results (Leads)
Ad One (notebook & icons)	ABSOLUTE_OCPM	\$258.43	\$18.11	14,270	2,913	4.90	0.37%	\$4.85	53	24%	\$20.20	13
Ad Two (Media guide book)	ABSOLUTE_OCPM	\$566.09	\$16.23	34,879	7,717	4.52	0.42%	\$3.86	146	29%	\$13.25	43
Ad Three (person on laptop)	ABSOLUTE_OCPM	\$175.48	\$15.74	11,149	2,381	4.68	0.48%	\$3.26	54	19%	\$17.17	10

AD SET TARGETING

DEMOCRAPHICS	OCCUPATION	FINANCIAL	INTEREST	BEHAVIOR
<ul style="list-style-type: none"> • Gender - Male & Female • Age - 25- 45 • Location : US city 	<ul style="list-style-type: none"> • Education : Fresh Graduated • Occupation : Currently working 	<p>\$350000 - \$40000 / years</p>	<ul style="list-style-type: none"> • Photography • Sport • Dog's care • Healthcare • Digital Marketing • Online course 	<ul style="list-style-type: none"> • Digital activities • All mobile device user • Pet product • Leisure travelers

THE BEST ADS



ADS NO 2 (MEDIA GUIDE BOOK)

In this case, Ad two show the best performance than other ads because of following reasons :

- It has a most Click Through Rate i.e 29%
- It has lowest Cost Per Result (CPR) i.e \$13.25
- It attract more link clicks i.e 146
- And it has the highest result

CAMPAIGN OPTIMISATION

- We can say that the campaign is performed well because the result gathered more 50 leads which one objective is 50 potential students lead generation with the KPI of numbers of e-book downloads
- For optimize the campaign, we can create new Ad using the same image but with different copywriting
- We can see that images greatly affect user interest, so I think the Ad two is most relevant to the message we want to convey.

CAMPAIGN OVERVIEW

This campaign can be said to be going well because we achieved our marketing goal which was to collect 50 addressed emails with a total budget of \$1000 and the results show that we succeeded to collect 66 emails.

And we can add one more important KPI with the number of impressions so that we can know the number of people who are interested in our ebook but don't want to download it yet.



CAMPAIGN RECOMMENDATION



I would like optimize Facebook ads' likes and shares so it will be attract more people and optimise CPC placement.



Change copy writing :
"Social Media Advertising : **"learn how to boost your advertising on social media"**;



I would like to choose specific demographic by age 12 - 29 and fresh graduates who interest to technology.

CONDUCT AN SEO AUDIT



hello@reallygreatsite.com

MARKETING OBJECTIVE

OBJECTIVE



The marketing objective for increasing organic traffic to the landing page. We want to raise the organic traffic by 30 % in 3 months

KPI



30% increase organic traffic in 3 months

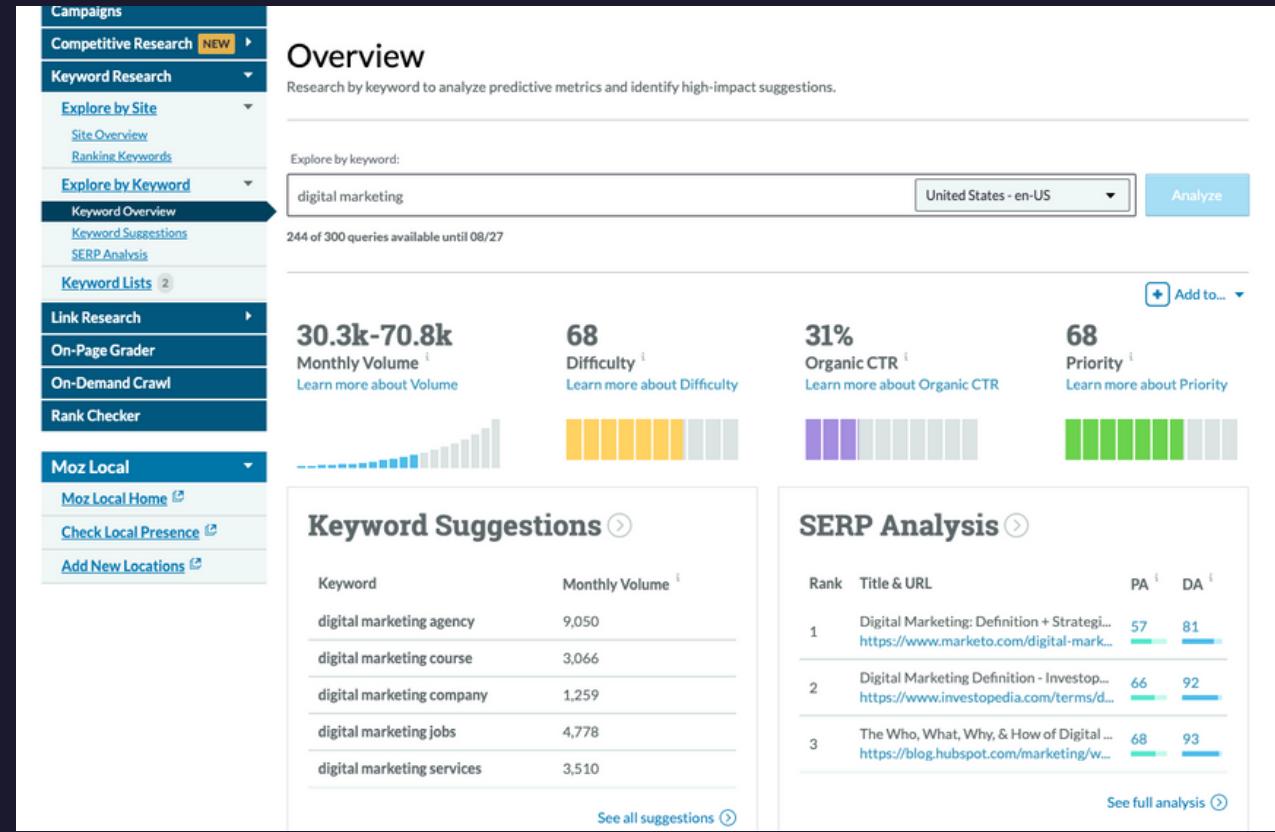
ON SITE SEO AUDIT

1. Using [Moz Keyword Explorer tool](#), identify the Keywords you might target to drive users to [this page](#). Be sure to use a mix of branded and non-branded Keywords.

	Heads Keywords	Tail Keywords
1	Digital Marketing	Digital Marketing Certificate
2	Online digital course	Udacity certificate program
3	SEO	How to learn SEO
4	Social Media Marketing	Udacity Digital Marketing Nanodegree online syllabus
5	Google ads	Best online digital marketing course

HEAD KEYWORD

TAIL KEYWORDS



Dashboard head keyword with digital marketing show the volume 30 - 70k



There are 12 keywords in keyword list Udacity DMND which is digital marketing certificate has the biggest volume.

TECHNICAL AUDIT: METADATA



<https://www.udacity.com/course/digital-marketing-nanodegree--nd018>

Current	
Title Tag	Digital Marketing Nanodegree Program Udacity
Meta-Description	Udacity online courses will teach you the necessary fundamentals of SEO, PPC, SEM, Google Ads, Email and Social Media to become a digital marketer.
Alt-Tag	
Revision	
Title Tag	Learn Digital Marketing with Udacity
Meta-Description	<meta name="description", content = "Learn the theory and the best practices and gain real-world experience to run live campaigns as you learn from top experts in the industry.">
Alt-Tag	

SUGGESTED BLOG TOPICS



Topic 1 - Best Digital Marketing Course

I would like to write the article about **marketing digital course** with the priority 66 and organic CTR 83% that will teach skills need to compete in this competitive arena. I choice this keyword for give the idea for entry level choice their course. Starting with how fast everything is evolving and the advantage take this course for personal selling, growth marketing and etc.

I will point the reader towards Udacity DMND by back-link directly to the dedicated page on the Udacity. Besides that i would like the advantage of Udacity DMND by their teaching methode and their project.

And for accomplish the post, i will collect testimonial from student Udacity who taken this course and his/her achievement after the course. I chose simple keywords that most people would use to look for courses or related topics



Topic 2 - Social Media Marketing

I would like use the keyword **social media marketing**. This keyword has big volume 11,5 - 30 K per month. My objective generate more the traffic and being top 3 rank, so i will write the article which the people most looking for the information in this topic.

At the beginning, i will explain the definition of social media marketing and the obvious advantages of using Social Media to attract more visitors to your blog and the strategy to promote and engage the audience using social media platform.

In this post, i would like to present Udacity DMND as an overall 360-degree training that will cover all necessities they need to launch a social media campaign, generated to their blog and budget.

And the last line, i will give some job's exemple for the people who want to work in this domaine.



Topic 3 - How to get a job in Digital Marketing

The most tail keyword from SEO audit is **Digital marketing certificate** with organic CTR 83%. I chose this keyword has an exciting positive tone to encourage the student/people to read more about the DMND The article about the skills fundamentals employers look for an entry-level position mostly for fresh graduated. And we will learn this competency in DMND and the advantages of enrolling in the particular course in Udacity.

I will put the internal link about social media marketing (topic 2) as the one popular job as digital marketer for the people engage for this job.

People searching for this are already interested in becoming a Digital Marketer, so this post would connect the dots between what the customer wants and how he can get there, through the service offered.

With backlink DMND, it will generate more traffic because the people is curious about this program and they can get the discount by click the link DMND.



OFF SITE SEO AUDIT

1. Technical Audit: Backlink Audit

Using the Moz OpenSite Explorer tool, perform a backlink audit on the webpage you have chosen. These 3 backlinks need to have a DA score of 97-100.

Note: If you are doing the DMND challenge, perform this exercise on Udacity.com.

No	Backlink	Domain Authority (DA)
1	http://azure.microsoft.com/en-us/blog/announcing-advanced-azure-machine-learning-nanodegree-program-with-udacity/	99
2	developer.mozilla.org/ru/docs/Web/JavaScript/Reference/Global_Objects/Promise	98
3	www.cloudflare.com/de-de/case-studies/udacity/	98

LINK-BUILDING



Using the **SEMRush or SE Ranking tool and research**, strategize a link-building campaign.

Identify three websites that you think would be relevant, high traffic sites that you would like to gain backlinks from to help drive traffic to Udacity's or your company's page.

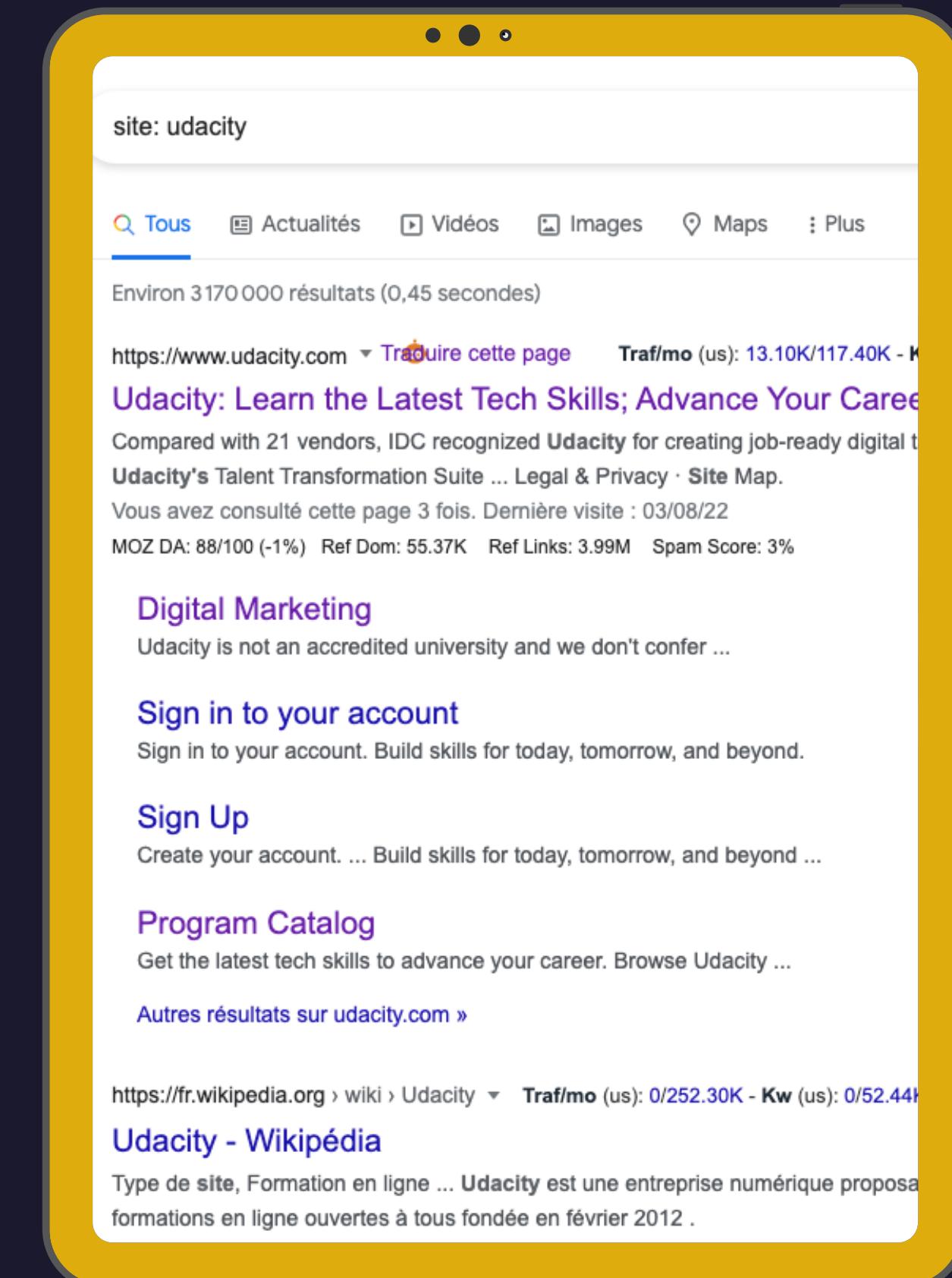
SITE NAME	SITE URL	ORGANIC SEARCH TRAFFIC
Upwork	https://www.upwork.com/	5.6 M
Career Side kick	https://careersidekick.com	851,5 K
Lifehack	https://www.lifehack.org/	3.9 M

PERFORMANCE TESTING

PAGE INDEX

Using the google, the site Udacity DMND show 3.170.000 result. It's good result and very important to index the website on Google/search engine. Knowing the number of page index's is important because that is how many times you will show up in a search engine.

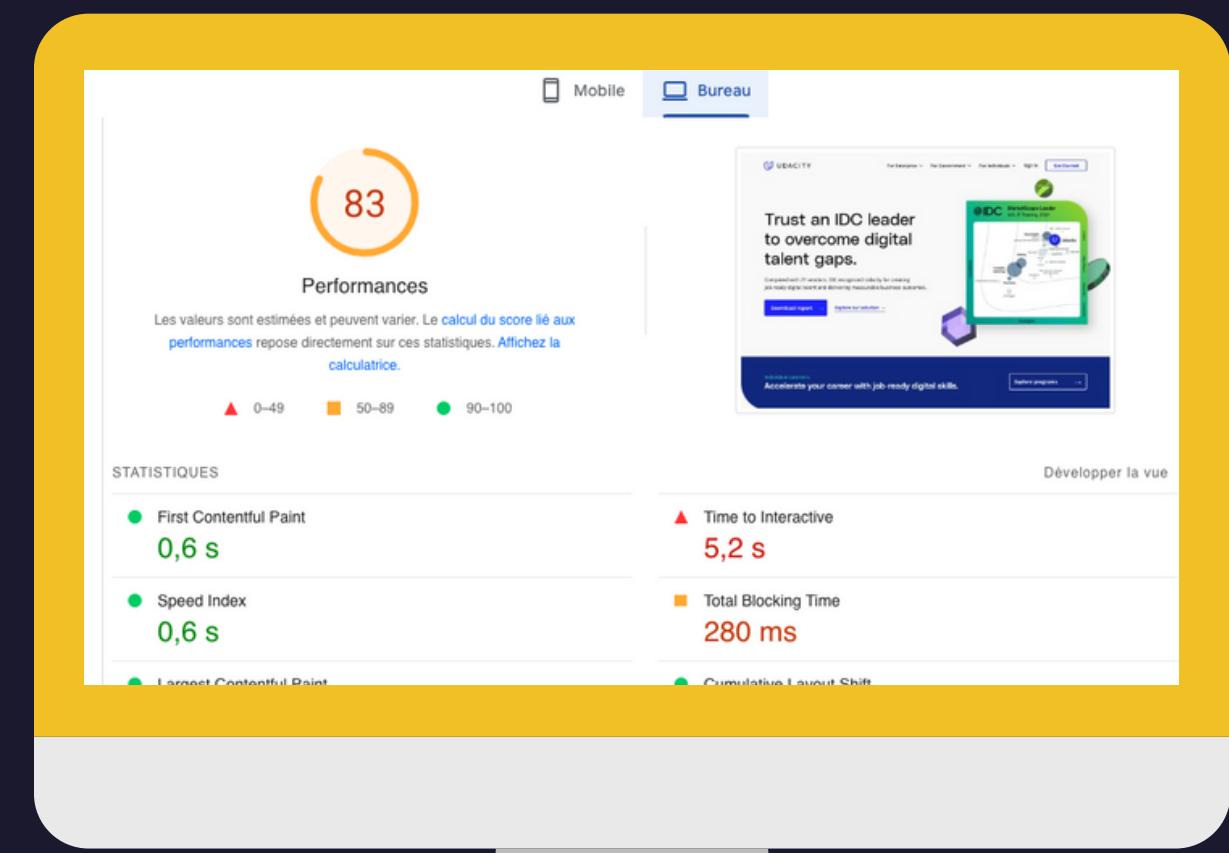
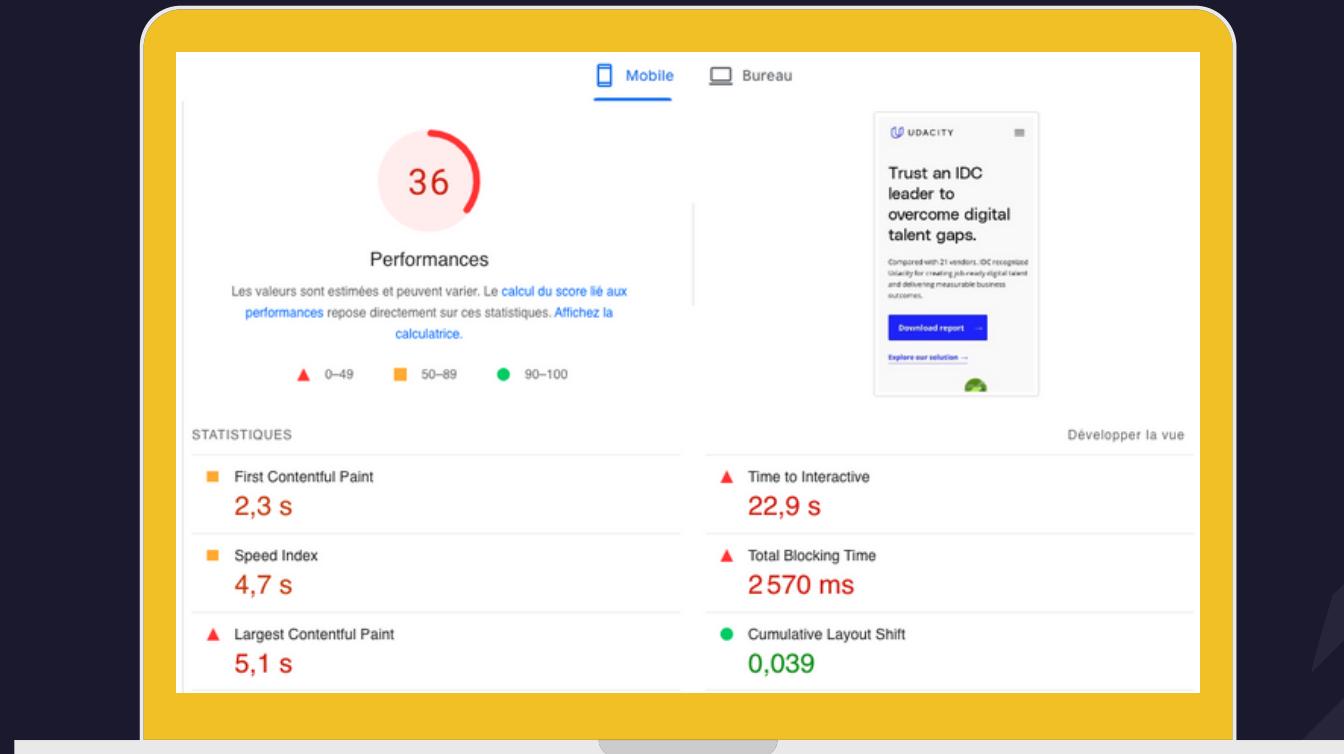
So having indexed pages will help put you on the first page where you want to be. And Northcutt isn't working in my country.



PAGE SPEED

Using the [Google Page Speed Insights](#) tool, Udacity DMND on mobile has ranking 36 (low rank) and on device has 83 (which is medium rank).

The website should be evaluated by the speed correlates with the customer experience (UI/UX). And the page speed directly impacts the conversion the website. Search engine will also crawl fewer pages thus decreasing our rank.

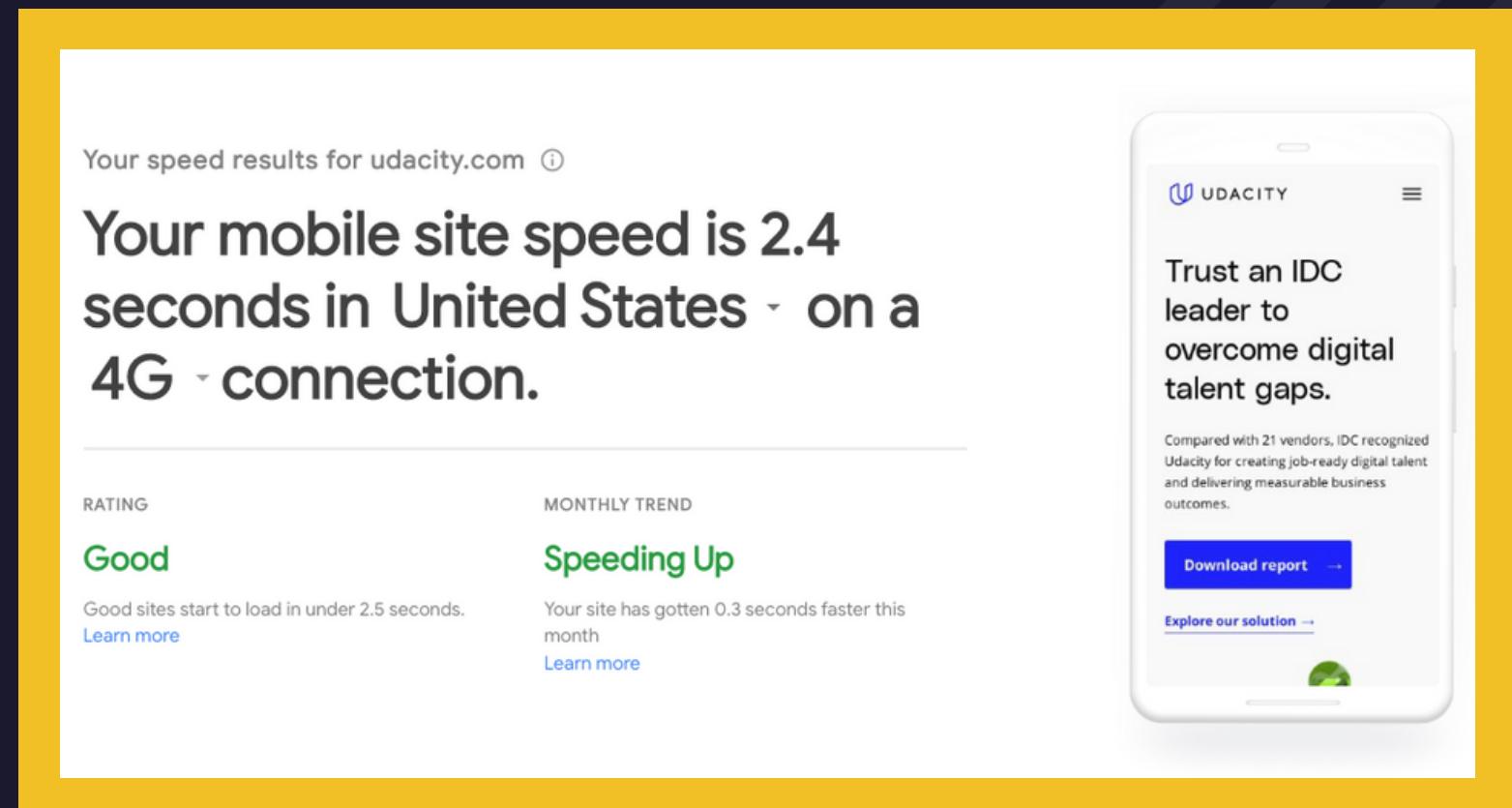


MOBILE-FRIENDLY EVALUATION

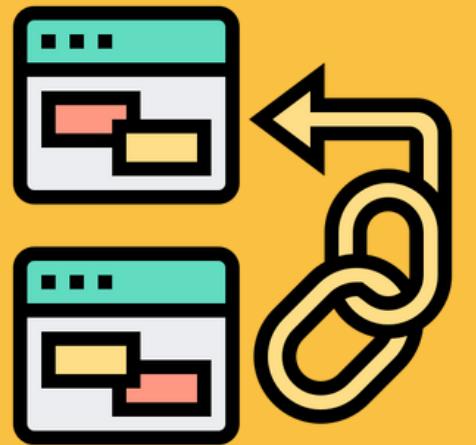
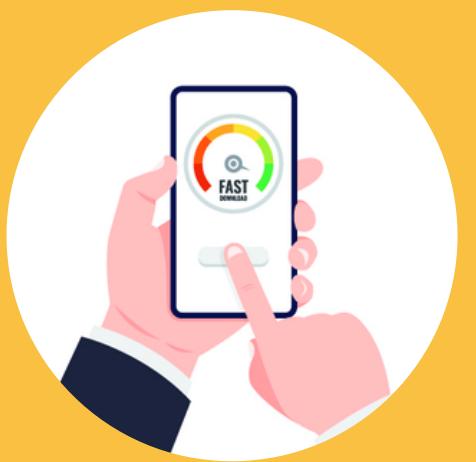
Using the **Think with Google** tool, The website speed is good with 2.4 seconds. The content is very rich and eye appealing, but there is no evidence to show the same format of the webpage would work ideally on a mobile device

A mobile optimized page is important. Nowdays, the most people use the smartphone to leak the fast information. If the website show low performance/speed at least more 3 seconds, the people will leave suddenly and looking other website. The tabs on webpages are typically too small if not optimized for mobile devices. Images must change in dimension according to the dimensions of the devise a user has on hand

So to retain and grow traffic on mobile, the website must make them mobile friendly y being faster and the smartphone.



RECOMMENDATIONS



Improve mobile page speed

- The technical audit of the website shows that it's not mobile-optimized so we need to improve the mobile page speed on mobile, it's very slow as the picture above shows (30/100).
- Slow speed negatively affects ranking in google and increase bounce rates. We can do to optimize decrease of image size to next-gen formats and remove unused JavaScript.

Modify the website content to include key meta data

- Currently, the alt-tags confusing and not keyword optimized. These could be modified so that Search engines could use that information.
- By describing the images in the 'alt-tag' suitable with the keywords, Google uses this text (Google can't read images) to understand the image, and to add relevance (and thus improved page rank) to your webpage.

Reach out for link building

- The other way to get top rank on search engine is reach out the good backlink. We could reach out to them to link to DMND site through a blog post.
- By contacting the list backlink potential (see the list above) with the request of placing our link on their page/blog is a way to create valuable backlink to our site. This also should create the valuable content for our website.

EVALUATE GOOGLE ADS CAMPAIGN

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CAMPAIGN APPROACH



CAMPAIGN DESCRIPTION

- Udacity has launched a campaign to advertise for the Digital Marketing Nanodegree Program
- 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 the overview 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.

OBJECTIVE

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

[**Data is available in this spreadsheet**](#)

KEY RESULT (CAMPAIGN)

Expand the table below to identify and fill in any campaign-level KPIs/metrics you feel will be relevant to your evaluation of the campaign's performance.

Campaign	Cost	Clicks	Impressions	Conversions	CPM	CPC	CVR	CTR	CPA
Udacity_DMND	\$1,314.00	2391	111256	221	\$ 11,8	\$ 0,55	9,24%	2,15%	\$ 5,94

KEY RESULTS ADS GROUP

Ad Group	Cost	Clicks	Impressions	Conversion	CPM	CPC	CVR	CTR	CPA
Ad Group 1: Interest Digital Marketing	\$819.05	1553	72497	132	\$ 11,29	\$ 0,52	8,49%	2,14%	\$ 6,20
Ad Group 2: Awareness Digital Marketing	\$494.95	838	38759	89	\$ 12,76	\$ 0,59	10,62%	2,16%	\$ 5,56
TOTAL	\$1,314.00	2391	111256	221	\$ 12,02	\$ 0,81	9,24%	2,15%	\$ 8,98

Data is available in [this spreadsheet](#)

KEY RESULT ADS

Expand the table below to identify and fill in any campaign-level KPIs/metrics you feel will be relevant to your evaluation of the campaign's performance.

Ad	Cost	Clicks	Impressions	Conversion	CPM	CPC	CVR	CTR	CPA
Ad Group 1, Ad 1	\$458.25	991	40163	97	\$ 11,40	\$ 0,46	9,78%	2,46%	\$ 4,72
Ad Group 1, Ad 2	\$360.80	562	32334	36	\$ 11,15	\$ 0,64	6,40%	1,73%	\$ 10,02
Ad Group 2, Ad 1	\$335.60	619	28827	72	\$ 11,64	\$ 0,54	11,6%	2,14%	\$ 4,66
Ad Group 2, Ad 2	\$159.35	219	9932	16	\$ 16,04	\$ 0,72	7,30%	2,20%	\$ 9,95

Data is available in [this spreadsheet](#)

KEY RESULT KEYWORDS

Use the table below to present the three keywords you consider most successful based on the marketing objective, and include any metrics you used to determine which keywords performed best

Keyword	Cost	Clicks	Impressions	Conversion	CPM	CPC	CVR	CTR	CPA
Social Media Marketing Course	\$ 36	66	912	10	\$39,47	\$0,54	15,15%	7,23%	\$3,6
Online Marketing Course	\$317,10	534	26639	65	\$11,90	\$0,59	12,17%	2,0%	\$4,87
Study Online Marketing	\$12,85	42	2207	6	\$5,82	\$0,30	14,28%	1,90%	\$2,14

Data is available in [this spreadsheet](#)

CAMPAIGN EVALUATION

1. THE CAMPAIGN'S RETURN ON INVESTMENT (ROI), INCLUDING IDENTIFICATION OF WHETHER THE CAMPAIGN WAS ROI-POSITIVE OR ROI-NEGATIVE

ROI = (total conversion value - total cost) / total cost

Conversion rate value \$5 for 1 conversion = 221 * \$5 = 1105

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

ROI = -0,1590 or -15,9%

ROI negative 265

2. IDENTIFY AND CALCULATE AT LEAST THREE RELEVANT KPIS AT THE CAMPAIGN, AD GROUP, AD, AND KEYWORD LEVEL.

Metrics	Campaign	Ad Group 1	Ad Group 2	Ad 1 group 1	Ad 1 group 2	Ad 2 group 1	Ad 2 group 2	Keyword
CTR	2,14%	2,14%	2,16%	2,46%	1,73%	2,14%	2,20%	7,23%
CPA	\$5,94	\$6,20	\$5,56	\$4,72	\$10,02	\$4,66	\$9,95	\$3,6
CVR	9,24%	8,4%	10,62%	9,78%	6,40%	11,6%	7,30%	15,15%

3. BASED ON YOUR KPI CALCULATIONS, IDENTIFY WHICH THREE KEYWORDS PERFORMED THE BEST, AND EXPLAIN YOUR REASONING FOR THE ONES YOU SELECTED

According KPI result, there are 3 keywords with the best performance :

- Social Media Marketing Course
- Online Marketing Course
- Study Online Marketing

The 3 of keywords, theirs performance show the conversion more than 10% with CPA less than \$ 5 with CPC less than \$1.

4. BASED ON YOUR KPI CALCULATIONS, MAKE AN INFERENCE ABOUT WHICH KEYWORDS ARE SUBJECT TO HIGHER COMPETITION IN GOOGLE ADS. EXPLAIN YOUR REASONING AND WHICH KPIS YOU USED TO MAKE YOUR HYPOTHESIS.

There are many different approaches for choose which the best keyword who has highest competition, based from marketing objective, i choose the keyword :

- Social Media Marketing with CPC \$ 1.41
- Best website to learn +digital marketing for free with CPC \$1.15
- Digital Marketing Basic with CPC \$0.98

I think, if we can improve the quality score for this keyword by improve our CTR, make the landing page with the image match the keyword because the keyword is relevant to Udacity digital marketing, we can reach CPC more high. We can see the table below about the 3 keywords and KPI that i choose (CTR,CPC,CVR)

Search keyword	Keyword max CPC	Cost	Clicks	Impressions	Conversions	Impr. (Abs. Top) %	Impr. (Top) %	CTR	CPM	CPC	CTR	CPA	CVR
Marketing basics course online free	\$1,45	\$0,00	0	0	0	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
+Online marketing +basics	\$1,45	\$4,25	0	203	0	0.00%	100.00%	0	20,93596059	#DIV/0!	0	#DIV/0!	#DIV/0!
+Online marketing for +students	\$1,45	\$8,25	0	660	0	0.00%	33.33%	0	12,5	#DIV/0!	0	#DIV/0!	#DIV/0!
Free +marketing courses	\$1,45	\$0,00	0	6	0	0.00%	0.00%	0	0	#DIV/0!	0	#DIV/0!	#DIV/0!
+Social media marketing	\$1,45	\$110,10	78	1872	17	34.72%	72.22%	4,166666667	58,81410256	1,411538462	4,166666667	6,476470588	21,79487179
Best website to learn +digital marketing for free	\$1,45	\$6,90	6	432	0	0.00%	100.00%	1,388888889	15,97222222	1,15	1,388888889	#DIV/0!	0
+Digital marketing basic	\$1,45	\$58,80	60	1476	6	44.26%	90.16%	4,06504065	39,83739837	0,98	4,06504065	9,8	10

5. AN OVERVIEW STATEMENT OF HOW WELL OR NOT WELL THE CAMPAIGN PERFORMED RELATIVE TO ITS MARKETING OBJECTIVE, SUPPORTED WITH EVIDENCE

According the result, the ROI is negative figure that the campaign lost investment. But we reached the conversion 221 and CVR don't have 10%, I would like say that it didn't very bad, because we can reach 10% by expand our targeting and demography so there are more people who see our campaign and landing pages. The ideal conversion in order to ROI being positive is around 265 conversion with ROI 0,84%. We can see the table below, we almost reach our target.

Campaign	Cost	Clicks	Impressions	Conversions	CPM	CPC	CVR	CTR	CPA
Udacity_DMND	\$1,314.00	2391	111256	221	\$ 11,8	\$ 0,55	9,24%	2,15%	\$ 5,94



RECOMMENDATIONS

1. Would you focus on certain ad groups, ads, keywords, or keyword match types? If so, which ones and why?

I think those ads group are excellent but i would like change the some other keywords more simple and relate.

2. Would you change any of your existing ad headlines or descriptions, or add any new ones?

What would you change/add and why?

- Yes, i would like change the description with something who blow the mind. Put the description like "Start your career digital marketing with nanodegree program".
- Because there are many people will interest about shifting career or something new in their life.

3. Would you change any of your existing keywords or match types, or add any new ones? What would you change/add and why?

I would like focus to Ad group awareness who contain ad 2 group 1,2. It's show the best performance than other ad group.

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

Yes, i would like test to A/B test, if i change the headline by number for example " 5 ways become digital marketer", or Why do you want learn digital marketing? " on Google because almost of organic search traffic on the web comes through Google, so it's good place to start and we can find the best.

I would like to know which type of article/headline they want to know between the headline who give the tips or the question, the reader addressing.

EVALUATE A DISPLAY CAMPAIGN



MARKETING OBJECTIVE

You are running an advertising campaign with the goal of signing up students for the Digital Marketing Nanodegree



COST

The cost of the degree is \$999



PROFIT

For the purpose of this assignment, assume a profit margin of 30%, meaning that Udacity makes \$299 in profit per student that signs up.



CAMPAIN

We want to aggressively grow the program, but, we want to do it without losing money.

ASSUMPTIONS

DISPLAY IMAGE CAMPAIGN

OVERALL RESULTS

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



Launch Your New Career



This course is designed for students like you, who have a passion for digital marketing



Find above the overall results of the Display Image Campaign targeting the Affinity Audience.

The Affinity Audience consisted of Business Professionals Social Media Enthusiasts.

RESULTS

CALCULATE THE ROI

Present the results of the overall campaign,
What was the overall ROI of the campaign? Was it +/-?

Creatives	Clicks	Impress ions	CTR	Avg CPC
Campaign Results	1243	200,957	0.62%	\$0.36
Cost	Conversion Rate	#New Student	CPA	ROI +/-
\$448.95	0.2%	2	\$224.478	33.2% \$149.05

OPTIMIZE THIS CAMPAIGN?

SUGGESTION 1

A/B test different creatives (image,color,texts), i prefer choose the man who is sitting in front of the laptop and show the job desk the digital marketer.

SUGGESTION 2

I prefer change the image like a group discussing a marketing campaign project for give the image as digital marketer.

SUGGESTION 3

I prefer give the discount 10-15% if you would like encourage the student to sign up because they will interesting about discount and add clear invitation to join the program therefor they understand about the message.

DISPLAY IMAGE CAMPAIGN

OVERALL RESULTS

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

UDACITY

After graduating, you'll be ready to join a large corporation or a small firm, or even go independent as a freelance digital marketer.

Anke A. | Program Lead, Digital Marketing

Enroll Today >

Launch Your New Career

This course is designed for students like you, who have a passion for digital marketing

Udacity

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

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

RESULTS

CALCULATE THE ROI

Present the results of the overall campaign,

What was the overall ROI of the campaign? Was it +/-?

Creatives	Clicks	Impress ions	CTR	Avg CPC
Campaign Results	407	67,833	.6%	\$0,57
Cost	Conversion Rate	#New Student	CPA	ROI +/-
\$231.99	0,2%	1	\$231 ,99	28,88% \$67.01

OPTIMIZE THIS CAMPAIGN?

SUGGESTION 1

Based from photo, i think is better to change the targeting from student to professionals because the ad don't show student's image. Or if you would like the targeting the student, you have to change the photo and the color.

SUGGESTION 2

Less words. Maybe if we were to remove some text it would be more accessible and they can be focus read the point of the message. For exemple : different quote maybe that is shorter and easier to read quickly.

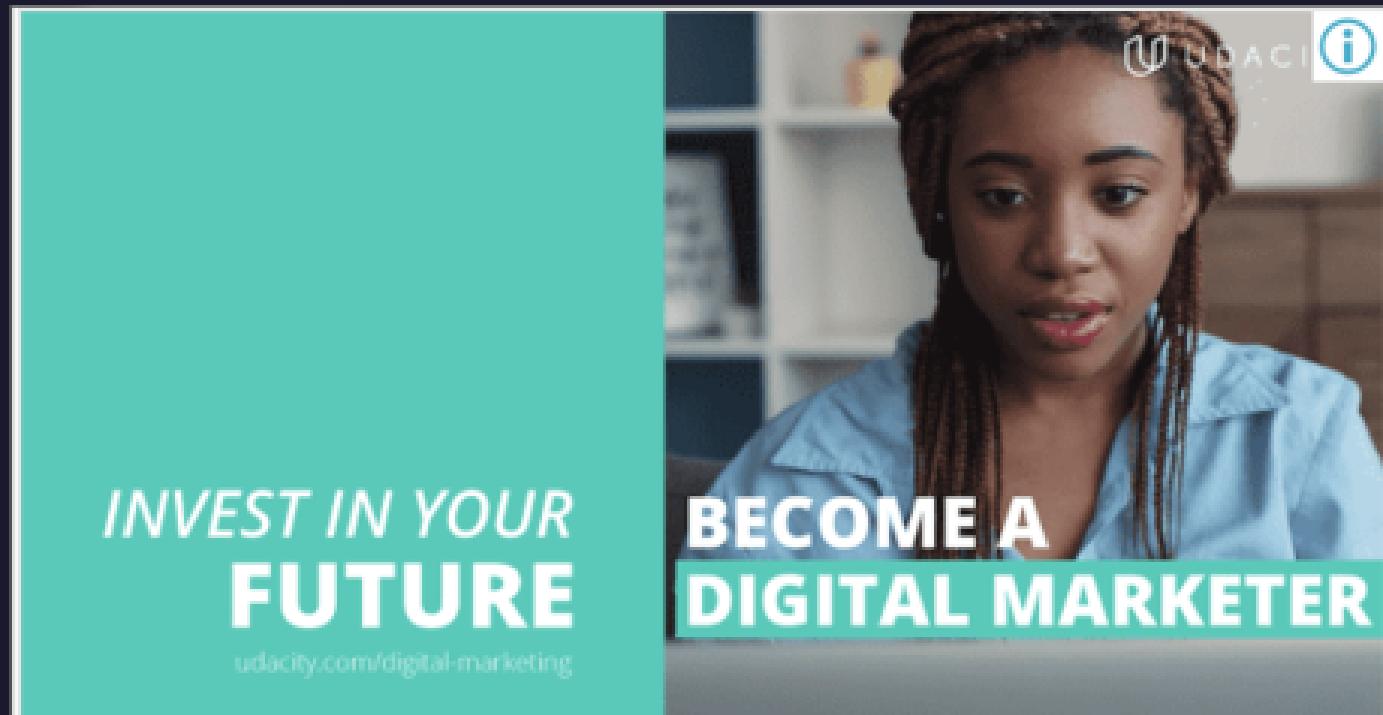
SUGGESTION 3

Different visuals, looks very google ad like and uninteresting and I considered adding the Udacity blue color will draw people in more.

DISPLAY IMAGE CAMPAIGN

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



Launch Your New Career



This course is designed for students like you, who have a passion for digital marketing



Review above the overall results of the Display Image Campaign targeting visitors to the Digital Marketing Nanodegree Program landing page.

RESULTS

CALCULATE THE ROI

Present the results of the overall campaign,

What was the overall ROI of the campaign? Was it +/-?

Creatives	Clicks	Impressions	CTR	Avg CPC
Campaign Results	670	109,994	0.61 %	\$0,35
Cost	Conversion Rate	#New Student	CPA	ROI +/-
\$234.50	0,2%	1	\$234 .50	27,1% \$64.50

OPTIMIZE THIS CAMPAIGN?

SUGGESTION 1

The image don't show clearly the logo UDACITY, i think we can replace with the other color more clearly. And we can do A/B test different color and creatives such as the blue as the principal color Udacity

SUGGESTION 2

I got the low ROI 64. I suggest to take action about unique headline and description and to expand audience through high CPC.

SUGGESTION 3

As the campaign 1, we have made the good design, i would like increase the budget as like the campaign 1 because the design and the message is almost same.

BEST PERFORMANCE CAMPAIGN



Campaign 1 (Affinity Audience) performed the best with ROI 33.20% and 2 conversion. and 0,2%.

Between the 3 of the campaign, they present about the same CTR around 0.62%,0.60%,0.61%, it's meant they attracted the audience with the same rate.

And also, the difference performance between the 3 campaigns are the number of impressions which is the campaign 1 has the most impressions due his targeting or the reach pursued by the audience of the campaign 3 and DMND's partner's Landing's page campaign 2

RECOMMENDATIONS

ADDITIONAL BUDGET

- I would make sure my target group was a little bit bigger but not too broad of a group
- I would work more on the content to be more unique in every Ad to match the targeting and be more recognized. Focus delivery the message like growth career, high income, work flexible and other benefit as digital marketer
- I would work on the content of the landing page and use the right keywords with high CPC to attract the customers , the description of the course should be clear and has the information the customer need to encourage them to enroll the program.

WOULD YOU FOCUS ON CERTAIN AD GROUPS, ADS OR TARGETING?

Yes, i will focus on Ad group and targeting to deploy their current performance by pausing the less performing to Ad group,Ads and

the keywords would increase chance to getting my metric come up with desired via the better performing Ads groups, ads and keywords.

WOULD YOU CHANGE ANY OF YOUR EXISTING ADS OR TARGETING OR ADD ANY NEW ONES?

In turn, is probably due to the type of targeting, i.e. the size of the target audience, or the reach; which would be greatest for all business professionals/social media enthusiasts (campaign 1), followed by visitors of the DMND (campaign 3) and apparently the DMND's partners' Landing Pages (campaign 2).

WOULD YOU SET UP AN A/B TEST, AND IF SO, HOW WOULD YOU GO ABOUT IT?

I would do an A/B Testing to know which Ad has the best results, to make changes to the ones with low results such as campaign#2 performed much less than the other two (when looking at expected, not rounded values), but still ROI positive. Because of the high CPC, there might be keywords that can be paused, that have a high CPC

WOULD YOU MAKE CHANGES TO THE LANDING PAGE, AND IF SO, WHAT KIND OF CHANGES AND WHY?

I prefer to make the content of the landing page more attract adding the image HQ due the target or the video. The description of the course should be clear and short so the audience know what we are offering and they don't take too much time for read.

MARKET WITH EMAIL

...

...

MARKETING OBJECTIVE

OBJECTIVE



By using this email marketing campaign we want to bring in more people interested in joining the Udacity DMND program. The objective is increase the number of subscribes to 300 in 3 months with conversion rate 5%.

KPI



The KPI will be the conversion rate percentage we have by the end of a 3 months period from the email marketing campaign

CONTENT PLAN: EMAIL 1

General	Once the people subscribe their email, this email will guide them to explore Udacity's program
SERIE EMAIL : THANK YOU FOR YOUR INTEREST	
Subject Line 1	Inside : Your Ebook Social Media Advertising Guide
Subject Line 2 (for A/B testing)	Here's the content you requested
Preview Text	Take part in our program
Body	<p>Picture this. You're a newly qualified digital marketing looking for your first job in the field. It starts on you that, with your latest skills, you can work anywhere in any industry. Not uniquely, apart from the digital marketer job title, there are many other titles that you're qualified to apply for. 😊</p> <p>The top industries hiring data analysts right now are:</p> <ul style="list-style-type: none">• Consulting• Insurance• Finance• Education• Advertising & PR <p>You can learn more about the top digital marketing roles. Start learning now.</p> <p>Have a great day, and we very much look forward to hearing from you.</p>
Outro CTA 1	The number of click "download ebook and start learning now"
Outro CTA 2 (for A/B testing)	Click here to get started the program

CONTENT PLAN: EMAIL 2

General	This email will go more in depth about the digital marketing degree specifically and will then be followed by a more in detail email to really bring home the engagement of the program.
SERIE EMAIL : BECOME DIGITAL MARKETER WITH UDACITY	
Subject Line 1	Become Digital Marketer with Udacity
Subject Line 2 (for A/B testing)	Are you Digital Marketer?
Preview Text	How can i become Digital Marketer
Body	<p>Hi there,</p> <p>Are you thinking about becoming a digital marketer? Click or download the attachment below to access your course syllabus, which contains details on the curriculum you'll be learning, frequently asked questions, and more. Our admissions team would love to get to know you and will reach out to learn more about your goals.</p>
Outro CTA 1	The number of click "save \$400 now"
Outro CTA 2 (for A/B testing)	The number of click "Sign up 70% now"

CONTENT PLAN: EMAIL 3

General	The customers who download e-book (email 1) and start now (email 2) but they didn't completed the enrollement in DMND's program. This email for reminded/encourage by creating the special offer for the customer who receive this email.
SERIE EMAIL : DISCOUNT IN DMND	
Subject Line 1	70% Off ! Become the Most Wanted Digital Marketer
Subject Line 2 (for A/B testing)	Digital Marketing Nanodegree
Preview Text	gain the most demand digital marketing
Body	<p>Become the most wanted the digital marketer Hi Leo,</p> <p>How can you become a specialist in digital marketer? The key to making recruiters call is gaining the most in-demand skills on the market and the credentials that help you stand out.</p> <p>This is why we're offer the price on our program's subscription by a huge 70%. Now you can get job-ready with a winning investment in your future and leave behind the perpetual-student oblivion forever.</p>
Outro CTA 1	Take the discount 70% and enroll now
Outro CTA 2 (for A/B testing)	Save \$400 Now



A/B TEST OVERVIEW

A	Subject Line	CTA
Email 1#	Inside : Your Ebook Social Media Advertising Guide	"Start Learning Now"

Yes, i would like test to A/B testing by change the subject and preview subject, because it's allow me to know which campaign get more conversion and use more keyword more attractive for being clicked.

A/B testing allows us to see how our emails are performing, which allows to continue sending those with positive results, and to discontinue those with negative results.

B	Subject Line	CTA
Email 1#	Here's the content you requested	"Get Started"

To do A/B testing for email marketing. I would create two campaigns, splitting my subscriber list in two to use equal division of my list for the campaigns.

This would allow for running different campaigns with similar goals to better understand which one performs better.



*EMAIL CAMPAIGN CALENDAR

Email Name	Planning Phase	Testing Phase	Send Phase	Analyze Phase
Email 1	August 10-11	August 12	August 13	August 16-17
Email 2	August 13-14	August 15	August 16	August 18-19
Email 3	August 17-18	August 19	August 20	Septembre 23-24

Week One					Week Two					Week Three				
M	T	W	T	F	M	T	W	T	F	M	T	W	T	F
				Email 1										
10	11	12	13	14	15	16	17	18	19	20	21	22	23	24

Color Key	Planning Phase	Testing	Send Phase	AnalyzePhase
-----------	----------------	---------	------------	--------------

DRAFT EMAIL

EMAIL 1

Inside : Your Ebook Social Media Advertising Guide

[Edit name](#)

- To
All subscribed contacts in the audience Digitalpreneur. [2 recipients](#)
Your 'To' field is not personalized with merge tags .

- From
rina • kyurei.kim@gmail.com

- Subject
Inside : Your Ebook Social Media Advertising Guide
Preview Text: Take part in our program

- Content



- We automatically add a required Referral badge to your email footer. To remove the badge, [upgrade your account](#).
- A plain-text version of this email will be included automatically. [Edit](#)

[Edit Recipients](#)

[Edit From](#)

[Edit Subject](#)

[Edit Design](#)

EMAIL 2

Become Digital Marketer with Udacity

[Edit name](#)

- To
All subscribed contacts in the audience Digitalpreneur. [2 recipients](#)
Your 'To' field is not personalized with merge tags .

- From
rina • kyurei.kim@gmail.com

- Subject
Become Digital Marketer with Udacity
Preview Text: How can i become Digital Marketer

- Content



- We automatically add a required Referral badge to your email footer. To remove the badge, [upgrade your account](#).
- A plain-text version of this email will be included automatically. [Edit](#)

[Edit Recipients](#)

[Edit From](#)

[Edit Subject](#)

[Edit Design](#)

Discount DMND

[Edit name](#)

- To
All subscribed contacts in the audience Digitalpreneur. [2 recipients](#)
Your 'To' field is not personalized with merge tags .

- From
rina • kyurei.kim@gmail.com

- Subject
70% Off! Become the Most Wanted Digital Marketer
Preview Text: gain the most demand digital marketing

- Content



- We automatically add a required Referral badge to your email footer. To remove the badge, [upgrade your account](#).
- We'll insert a footer in compliance with our [Terms of Use](#).
- A plain-text version of this email will be included automatically. [Edit](#)

EMAIL 3

FINAL EMAIL : 1

[Test] Inside : Your Ebook Social Media Advertising Guide ➤ [Inbox](#)

rina via mcc.mcsv.net
to me ➤

01:30 (7 minutes ago) ⭐ ⓘ ⓘ ⓘ ⓘ ⓘ



Get your free copy of the eBook today!

Learn with 

Thanks for subscribing 😊😊😊

Access the ebook Social Media Advertising Guide

[Download ebook](#)

Picture this. You're a newly qualified digital marketing looking for your first job in the field. It starts on you that, with your latest skills, you can work anywhere any industry. Not uniquely, a part from the digital marketer job title, there are many other titles that you're qualified to apply for. 😎

The top industries hiring data analysts right now are:

- Consulting 🧑‍💻
- Insurance 🧑‍💻
- Finance 📈
- Education 🏫
- Advertising & PR 🌐

You can learn more about the top digital marketing roles. [Start learning now](#)

Have a great day, and we very much look forward to hearing from you.

Cheers
Udacity

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Grow your business with 

FINAL EMAIL : 2

[Test] Become Digital Marketer with Udacity ➤ [Inbox](#)

rina via mcc.mcsv.net
to me ➤

01:33 (7 minutes ago) ⭐ ⓘ ⓘ ⓘ ⓘ ⓘ



Become a Digital Marketer
NANODEGREE PROGRAM

Hi there, 😊😊😊

Are you thinking about becoming a digital marketer? 🤔🤔

Click or download the attachment below to access your course syllabus, which contains details on the curriculum you'll be learning, frequently asked questions, and more. Our admissions team would love to get to know you and will reach out to learn more about your goals.

[Download Syllabus](#)

Well, with Udacity's Nanodegree Program you will get a well rounded education about digital marketing with experts in the field.

If you're curious to keep exploring marketing, use the code UDACITY70 to take 70% off the [Nanodegree Program](#). Go deeper into key marketing skills like SEO, Google Ads, social media marketing and more.

Ready to take the next step? Click [here](#) to get in sign in to our program.

All you need to bring to the table is a computer, an internet connection, and a healthy dose of enthusiasm—we promise to make it flexible, enjoyable, and actually possible. We've got you! 💪

Cheers
Udacity Team 😊

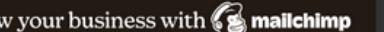
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You can update your preferences or unsubscribe from this list.

Grow your business with 

FINAL EMAIL : 3

[Test] 70% Off! Become the Most Wanted Digital Marketer ➤ [Inbox](#)

rina via mcc.mcsv.net
to me ➤

01:34 (0 minutes ago) ⭐ ⓘ ⓘ ⓘ ⓘ ⓘ

[View this email in your browser](#)



UDACITY

Hi Leo,

Become the most wanted digital marketer 🏆🏆

How can you become a specialist in digital marketing? The key to making recruiters call is **gaining the most in-demand skills** on the market and the credentials that help you stand out.

This is why we're offer the price on our program's subscription by a huge 70%. Now you can get job-ready with a winning investment in your future and leave behind the perpetual-student oblivion forever.

Below are the details:

- For a one-time payment of € 376, you can tap into the digital marketing without quitting your current job
- (the intro course only requires 10-15 hours of your time per week)
- You'll create the first piece of your digital marketing portfolio in only in 3 months whilst using various tools. You don't require any previous marketing skills—we'll teach you from scratch!

[Enroll Now](#)

 **SAVE 70% OFF**

By enroll the [Nanodegree program](#), you'll get to work on real-world use cases and complete skills-based projects that will put a competitive edge on your data toolkit.

So, grab our limited offer today and start gaining the skillset of high achieving digital marketer today!

Cheers
Udacity team

[Facebook](#) [Instagram](#) [Twitter](#) [Email](#)

This email was sent to kyurei.kim@gmail.com
[why did I get this?](#) [unsubscribe from this list](#) [update subscription preferences](#)
UDACITY - 2 Rue D'Artois - Paris 75008 - France



RESULTS

RESULTS EMAIL #1

After you have hit send on the first email of your campaign, you can spend some time analyzing the results.

- Calculate the Open Rate

RESULTS AND ANALYSIS				
Sent	Delivered	Opened	Opened Rate	Bounced
2500	2250	495	22%	225

RESULTS CONTINUED EMAIL #1

Results can be monitored within the first 24 hours of an email send, after a couple days or even after a week.

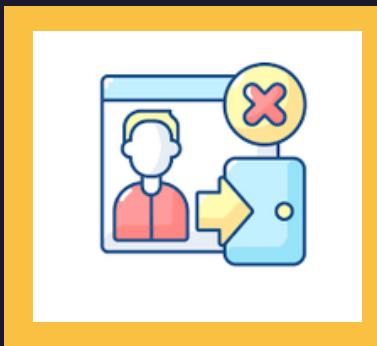
- Calculate the CTR and the Conversion Rate

RESULTS AND ANALYSIS				
Clicked	CTR	Take Action	Conversion	Unsub
180	8%	75	3.3%	30

RECOMMENDATIONS

If we were to assume the results were based off of my first email then I would say the emails should be more detailed because my first email was a broad assumption of interest based off of the ebook sign ups. I definitely have my second and third emails more detailed than the first so I believe having more detail.

Based on results from Email 1, we have 30 customers that unsubscribed, we may conclude:



BOUNCE
RATE

- Bounced rate was 9% which is relatively high.
- But we gathered leads through Facebook campaign, so people might have entered wrong email mistakenly/on purpose.



A/B TESTING



CONVERSION
RATE



UNSUBSCRIBE

- Understanding the importance of A/B testing, I would like change my campaign calendar and give an extra time or testing before sending out email #2 and 3
- For email number two, I would have A/B testing such as a different video produced by Udacity that is on digital marketing and compare the number of views with the one.
- The open rate was rather low for a free ebook - 22% (expected around 40%). So we will try changing the Email heading/ preview in the next campaign.
- CTR of 8% was rather high. We also got 3.3% conversions from Email which objective was merely to create brand awareness, which is good. Expecting Conversion Rate to be higher in the Email 2 which objective is to drive conversions.
- When a user unsubscribes, I must immediately take them off my list. And I would look into is possibly finding out why they are unsubscribing with a short questionnaire on a "unsubscribe" landing page.
- Many email service automatically take them off the list, but it would always be good to make sure just in case. Absolutely need to avoid being flagged as SPAM.

THANK YOU

