



PROJECT 5

PART-2

RUN AN ADWORDS CAMPAIGN







CAMPAIGN APPROACH DESCRIPTION

For my adwords campaign I have been assigned an A/B Testing Course to generate more email addresses (i.e leads).


Campaign has to run for 5 days with a budget of \$10 per day and the preferred location is India.



Google Adwords is used to set up campaigns in order to reach more potential students who can download a free A/B Testing glossary if they give us their email address. Created two ad groups with an ad and each **ad** group serves different **ad** texts.



Before creating an ad group I have kept the targeted audience in my mind and all the necessary elements required like headlines, paths and description that helped me in making an effective adwords campaign.



In keywords planning I have used Google Keyword Planner to identify and use the relevant keywords and use the relevant keywords as it is a good tool to find out the most trendy keyword list. Also used extensions to raise leads upto 30%.



MARKETING OBJECTIVE

The marketing objective is to generate 20 leads with a budget of \$10 per day with default CPC of \$3.

KEY PERFORMANCE INDICATOR

KPI is to generate number of leads and number of conversions.



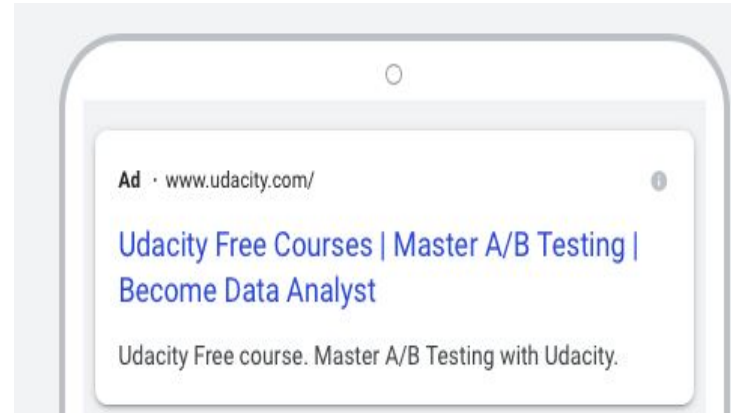
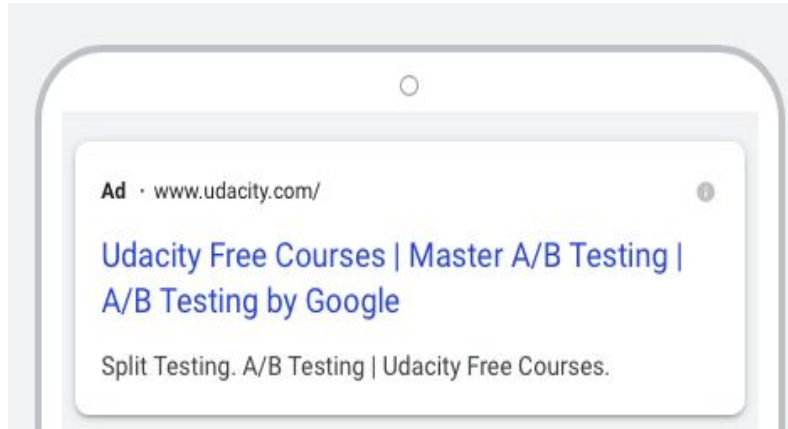


AD GROUPS

ADS AND KEYWORDS



AD GROUP 1





KEYWORD LIST: AWARENESS

Testing

Free Course

Udacity Nanodegree

A/B Testing

Udacity Free Course

Learn A/B Testing

Split Test

A/B Testing Free Course

A/B Test

Split testing



KEYWORD LIST: AWARENESS

Ab split testing

A/B Testing program

Ab split

Adwords test

Google Adwords Testing

Google Free Course

Google split

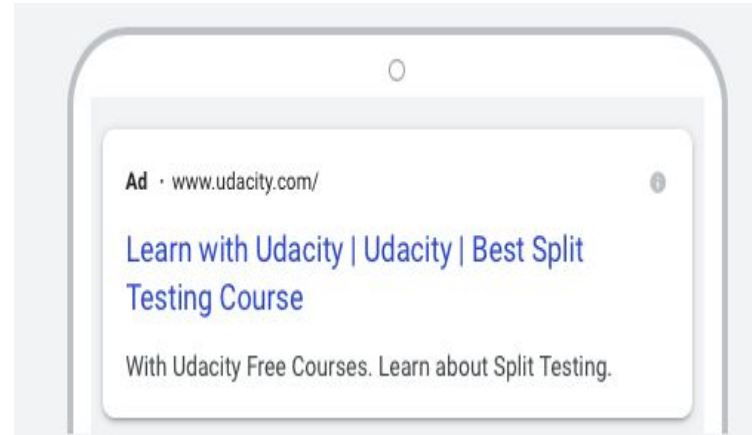
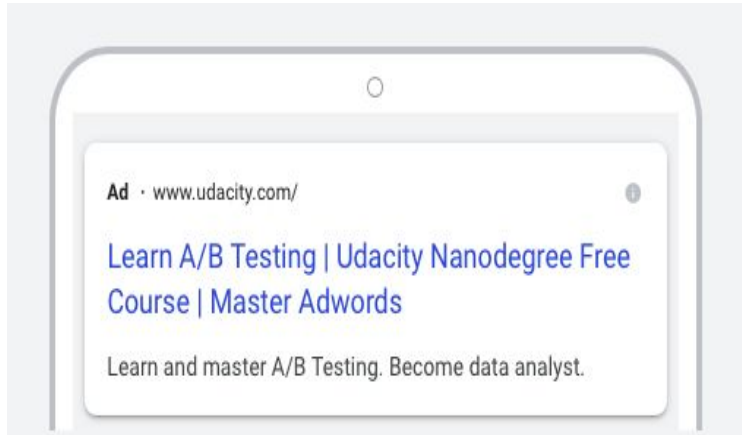
Google test

Testing in google

Testing in google Adwords



AD GROUP 2





KEYWORD LIST: INTEREST

Udacity free courses

Learn A/B Testing

Udacity A/B Testing

What is ab testing

A/B Testing Online training

Learn split testing

Best a/b testing course

Free ab testing course

Free online a/b testing

course by google

Free online google a/b
testing course



KEYWORD LIST: INTEREST

Google a/b testing

How to do A/B Testing

How to do split testing

Learn A/B Testing for
landing pages

Learn A/B testing online

Learn a/b testing with Udacity

Learn google Adwords testing

Learn split testing by Udacity

Learn testing in Adwords

Why A/B Testing is important



CAMPAIGN EVALUATION

RESULTS, ANALYSIS AND RECOMMENDATIONS



CAMPAIGN AND AD GROUPS

| Ad Group | Max. CPC Bid | Impressio n | Clicks | CTR | Avg. Cost per Click | Conversio ns | CR | Cost per Conversion s | Cost |
|--------------------------|-----------------|----------------|--------|-------|------------------------|-----------------|-------|-----------------------------|---------|
| A/B Testing Awareness | \$3.00 | 1247 | 47 | 3.77% | \$1.07 | 0.00 | 0.00% | \$0.00 | \$50.15 |
| A/B Testing Interest | \$3.00 | 1 | 0 | 0.00% | - | 0.00 | 0.00% | \$0.00 | \$0.00 |
| Total | | 1248 | 47 | 3.77% | \$1.07 | 0.00 | 0.00% | \$0.00 | \$50.15 |



ADS

| Ad | Clicks | CTR | Avg. Cost per Click | Conversion | CR | Cost per Conversion |
|-----------------------|--------|-------|---------------------|------------|-------|---------------------|
| A/B Testing Awareness | 47 | 3.78% | \$1.07 | 0.00 | 0.00% | \$0.00 |
| A/B Testing Awareness | 0 | 0.00% | - | 0.00 | 0.00% | \$0.00 |
| A/B Testing Interest | 0 | 0.00% | - | 0.00 | 0.00% | \$0.00 |
| A/B Testing Interest | 0 | - | - | 0.00 | 0.00% | \$0.00 |



KEYWORDS

| Keyword | Clicks | CTR | Avg. Cost per Click | Conversion | CR | Cost per Conversion |
|--------------------|--------|-------|---------------------|------------|-------|---------------------|
| Free Course | 40 | 4.37% | \$1.14 | 0.00 | 0.00% | \$0.00 |
| Testing | 7 | 2.22% | \$0.63 | 0.00 | 0.00% | \$0.00 |
| Udacity Nanodegree | 0 | 0.00% | - | 0.00 | 0.00% | \$0.00 |




CAMPAIGN EVALUATION

- Did your campaign result in a positive ROI?

My Budget was \$10 per day till five days and cost is \$50.15 with no conversion. ROI turned out to be negative as there was no conversion.


- Was the conversion rate higher or lower than expected?
I expected a good conversion rate but there was no conversion.

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


I spent \$3 cost per click and got a Maximum CPC bid of \$1.07.

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

There were more clicks on A/B Testing Awareness ad group but there was no conversion. The non-branded keywords led to the highest click through rate with no conversion.

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- Looking at the cpc and the average positions of your ad groups, can you infer which kind of keywords are subject to higher competition in Adwords?

Looking at the cpc and the average positions of your ad groups, I observed non-branded keywords would have subjected to higher competition in Adwords as non-branded Keywords has more clicks.

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


For me all keywords were the same as there was no conversion, I believe non-branded would have performed better because it got more clicks.



RECOMMENDATIONS FOR FUTURE CAMPAIGN

- Would you focus on certain ad groups, ads or keywords?

I will focus more on ads specifically i.e on its headlines and description.

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

Yes I will work on keywords both branded and non-branded. I got clicks on non-branded keywords but no conversion and I didn't get any click on branded keywords.

- 
- Would you make any changes to the landing page, and if so, what changes would you make?

Landing page is very important, so I would recommend adding more description about the free course and also adding some images as it will reflect more about the course offerings.

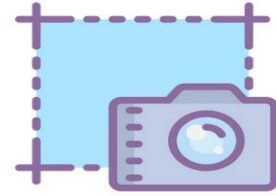
- 
- Would you set up an A/B Test, and if so, how would you go about it?

To set up A/B Test requires two ad groups are required and I have run two ad groups only and both turned out with no conversion so for now I will focus more on Headlines, Descriptions and keywords and won't set up an A/B Test.



APPENDIX

SCREENSHOTS FOR REFERENCE



AD GROUPS

| <input type="checkbox"/> ● Ad group ↑ | Status | Default max. CPC | Ad group type | Clicks | Impr. | CTR | Avg. CPC | Cost | Conversions | Cost / conv. | Conv. rate |
|--------------------------------------------------|----------------------------------------------------|----------------------|---------------|--------|-------|-------|----------|---------|-------------|--------------|------------|
| <input type="checkbox"/> ● A/B Testing Awareness | Not eligible Campaign ended, Campaign paused | \$3.00 (enhanced) | Standard | 47 | 1,247 | 3.77% | \$1.07 | \$50.15 | 0.00 | \$0.00 | 0.00% |
| <input type="checkbox"/> ● A/B Testing Interest | Not eligible Campaign ended, Campaign paused | \$3.00 (enhanced) | Standard | 0 | 1 | 0.00% | — | \$0.00 | 0.00 | \$0.00 | 0.00% |
| Total: ... ? | | | | 47 | 1,248 | 3.77% | \$1.07 | \$50.15 | 0.00 | \$0.00 | 0.00% |
| ▼ Total: ... ? | | | | 47 | 1,248 | 3.77% | \$1.07 | \$50.15 | 0.00 | \$0.00 | 0.00% |

ADS

| <input type="checkbox"/> | <input checked="" type="radio"/> | Ad | Ad group | Status | Ad type | ↓ Clicks | Impr. | CTR | Avg. CPC | Cost | Conversion: |
|--------------------------|----------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|----------------------------------------------------------------------|----------------------|----------|-------|-------|----------|---------|-------------|
| <input type="checkbox"/> | <input checked="" type="radio"/> | Become Data Analyst Master A/B Testing Udacity Free Courses www.udacity.com Udacity Free course. Master A/B Testing with Udacity. View assets details | A/B Testing Awareness | Not eligible Campaign ended, Campaign paused | Responsive search ad | 47 | 1,244 | 3.78% | \$1.07 | \$50.15 | 0.00 |
| <input type="checkbox"/> | <input checked="" type="radio"/> | A/B Testing by Google Udacity Free Courses Master A/B Testing www.udacity.com Split Testing. A/B Testing Udacity Free Courses. View assets details | A/B Testing Awareness | Not eligible Policy (Trademarks in ad text), Poor ad strength, +2 | Responsive search ad | 0 | 3 | 0.00% | — | \$0.00 | 0.00 |
| <input type="checkbox"/> | <input checked="" type="radio"/> | Best Split Testing Course Learn with Udacity Udacity www.udacity.com With Udacity Free Courses. Learn about Split Testing. View assets details | A/B Testing Interest | Not eligible Poor ad strength, Campaign ended, +1 | Responsive search ad | 0 | 1 | 0.00% | — | \$0.00 | 0.00 |
| <input type="checkbox"/> | <input checked="" type="radio"/> | Udacity Nanodegree Free Course Learn A/B Testing Master Adwords www.udacity.com Learn and master A/B Testing. Become data analyst. View assets details | A/B Testing Interest | Not eligible Poor ad strength, Campaign ended, +1 | Responsive search ad | 0 | 0 | — | — | \$0.00 | 0.00 |

ADS

| <input type="checkbox"/> | <input checked="" type="radio"/> | Ad | Status | Ad type | ↓ Clicks | Impr. | CTR | Avg. CPC | Cost | Conversion: | Cost / conv. | Conv. rate |
|--------------------------|----------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|----------------------|----------|-------|-------|----------|---------|-------------|--------------|------------|
| <input type="checkbox"/> | <input checked="" type="radio"/> | Become Data Analyst Master A/B Testing Udacity Free Courses www.udacity.com Udacity Free course. Master A/B Testing with Udacity. View assets details | Not eligible Campaign ended, Campaign paused | Responsive search ad | 47 | 1,244 | 3.78% | \$1.07 | \$50.15 | 0.00 | \$0.00 | 0.00% |
| <input type="checkbox"/> | <input checked="" type="radio"/> | A/B Testing by Google Udacity Free Courses Master A/B Testing www.udacity.com Split Testing. A/B Testing Udacity Free Courses. View assets details | Not eligible Policy (Trademarks in ad text), Poor ad strength, +2 | Responsive search ad | 0 | 3 | 0.00% | — | \$0.00 | 0.00 | \$0.00 | 0.00% |
| <input type="checkbox"/> | <input checked="" type="radio"/> | Best Split Testing Course Learn with Udacity Udacity www.udacity.com With Udacity Free Courses. Learn about Split Testing. View assets details | Not eligible Poor ad strength, Campaign ended, +1 | Responsive search ad | 0 | 1 | 0.00% | — | \$0.00 | 0.00 | \$0.00 | 0.00% |
| <input type="checkbox"/> | <input checked="" type="radio"/> | Udacity Nanodegree Free Course Learn A/B Testing Master Adwords www.udacity.com Learn and master A/B Testing. Become data analyst. View assets details | Not eligible Poor ad strength, Campaign ended, +1 | Responsive search ad | 0 | 0 | — | — | \$0.00 | 0.00 | \$0.00 | 0.00% |

KEYWORDS

| <input type="checkbox"/> <input type="radio"/> Keyword | Ad group | Status | Max. CPC | Match type | Policy details | Final URL | ↓ Clicks | Impr. | CTR |
|---------------------------------------------------------------------------------|---------------------------------------|--------------------|---------------------|-------------|----------------|-----------|----------|-------|-------|
| Total: All but removed keyw... ? | | | | | | | 47 | 1,248 | 3.77% |
| <input type="checkbox"/> <input checked="" type="radio"/> Free Course | A/B Testing Awareness | Campaign paused | \$3.00 (enhance) | Broad match | Eligible | — | 40 | 916 | 4.37% |
| <input type="checkbox"/> <input checked="" type="radio"/> Testing | A/B Testing Awareness | Campaign paused | \$3.00 (enhance) | Broad match | Eligible | — | 7 | 315 | 2.22% |
| <input type="checkbox"/> <input checked="" type="radio"/> Udacity Nanodegree | A/B Testing Awareness | Campaign paused | \$3.00 (enhance) | Broad match | Eligible | — | 0 | 3 | 0.00% |

KEYWORDS

| <input type="checkbox"/> <input checked="" type="radio"/> Keyword | | Match type | Policy details | Final URL | ↓ Clicks | Impr. | CTR | Avg. CPC | Cost | Conversion: | Cost / conv. | Conv. rate |
|------------------------------------------------------------------------------|--|-------------|----------------|-----------|----------|-------|-------|----------|---------|-------------|--------------|------------|
| Total: All but removed keyw... ? | | | | | 47 | 1,248 | 3.77% | \$1.07 | \$50.15 | 0.00 | \$0.00 | 0.00% |
| <input type="checkbox"/> <input checked="" type="radio"/> Free Course | | Broad match | Eligible | — | 40 | 916 | 4.37% | \$1.14 | \$45.75 | 0.00 | \$0.00 | 0.00% |
| <input type="checkbox"/> <input checked="" type="radio"/> Testing | | Broad match | Eligible | — | 7 | 315 | 2.22% | \$0.63 | \$4.40 | 0.00 | \$0.00 | 0.00% |
| <input type="checkbox"/> <input checked="" type="radio"/> Udacity Nanodegree | | Broad match | Eligible | — | 0 | 3 | 0.00% | — | \$0.00 | 0.00 | \$0.00 | 0.00% |