PROJECT 6

EVALUATE A DISPLAY CAMPAIGN



MARKETING OBJECTIVES

The Marketing Objective of display advertising campaign is to make students sign up for the Digital Marketing Nanodegree Program.

COST

The cost of the Nanodegree is \$999.



PROFIT

Assumed profit margin is 30% that means Udacity makes \$299 in profit per student that signs up.

FORMULAS

Conversion Assumptions: 0.2% Conversion via landing page.

Calculating #of sign ups: Clicks to the landing page *0.002= # of students sign ups.

Note: Rounded to the nearest whole number.

CPA: Cost of campaign/# sign ups = CPA

ROI: [(299 Profit) - CPA] * # of student sign ups = ROI

PART 1

Evaluate a Display Image Campaign



DISPLAY IMAGE CAMPAIGN: OVERALL RESULTS

0	Ad group ↑	Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type	Active bid adj
0	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



RESULTS: CALCULATE THE ROI

Creative	Clicks	Impressions	CTR	Avg CPC	
Campaign Results	1243	200957 0.62%		\$0.36	
Cost	Conversion Rate	# New Students	СРА	ROI +/-	
\$448.95	0.2%	2	224.48	+\$149.04	

HOW WOULD YOU OPTIMIZE THIS CAMPAIGN?

Suggestions:

- 1) A/B Test is the best way to optimise the campaigns and get better results so it is a good option.
- 2) I would suggest using a different ad image that better describes what the ad is all about.
- 3) Targeting more college students who have more interest in Digital Marketing.

PART 2

Evaluate a Display Image Campaign



DISPLAY IMAGE CAMPAIGN: SITE TARGETING

0	Ad group 1	Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type	Active bid adj	
0	Site Targeting	Campaign ended	\$5.00 (enhanced)		407	67,833	.6%	\$0.57	\$231.99	Display	None	



Launch Your New Career

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

Udacity



RESULTS: CALCULATE THE ROI

Creative	Clicks	Impressions	CTR	Avg CPC	
Campaign Results	407	67833	.6%	\$0.57	
Cost	Conversion Rate	# New Students	СРА	ROI+/-	
\$231.99	0.2%	1	231.99	+\$67.01	

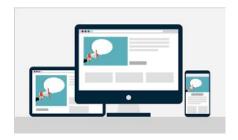
HOW WOULD YOU OPTIMIZE THIS CAMPAIGN?

Suggestions:

- 1)A/B Test is the best way to optimise the campaigns and get better results so it is a good option and works on keywords to help in optimising.
- 2) In this campaign there is good work on description but there is no headline so I would suggest adding a headline.
- 3) Targeting more people who are looking for their change in career or jobs.

PART 3

Evaluate a Display Image Campaign



DISPLAY IMAGE CAMPAIGN: OVERALL RESULTS

	Ad group 1	Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type
0	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



RESULTS: CALCULATE THE ROI

Creative	Clicks	Impressions	CTR	Avg CPC	
Campaign Results	670	109994	.61%	\$0.35	
Cost	Conversion Rate	# New Students	СРА	ROI +/-	
\$234.50	0.2%	1	234.50	+\$64.5	

HOW WOULD YOU OPTIMIZE THIS CAMPAIGN?

Suggestions:

- 1) I would change to run the A/B test, such as color, audience, creative, image, CTA etc.
- 2) It should have a more attractive description that turns more sign ups, in this display ad it is very simple.
- 3) Targeting more college students who have more interest in Digital Marketing.

PART 4

Results, Analysis and Recommendations







WHICH CAMPAIGN PERFORMED THE BEST? WHY?

The campaign that performed best is first reason being it has achieved CTR 0.62% which is more than the other two campaigns, average CPC of \$0.36 and with positive highest ROI i.e \$149.04.

RECOMMENDATIONS FOR FUTURE CAMPAIGNS



 I would focus more on the last two display campaigns to make more sign ups as it has only #1 sign ups each.

 I would focus more on existing ads and make certain changes to make it more appealing.

- A/B Test is the best way to optimise the campaigns and get better results. So I would recommend setting up A/B Test.
- Landing Page is very important as it takes potential customers to the action page. So I would recommend adding more appealing headlines and images in the display ads.