

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
 $\times 0.002 = \# \text{ of students sign ups.}$

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

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

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RESULTS: CALCULATE THE ROI

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	1243	200957	0.62%	\$0.36
Cost	Conversion Rate	# New Students	CPA	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

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



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



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RESULTS: CALCULATE THE ROI

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	407	67833	.6%	\$0.57
Cost	Conversion Rate	# New Students	CPA	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 	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

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RESULTS: CALCULATE THE ROI

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	670	109994	.61%	\$0.35
Cost	Conversion Rate	# New Students	CPA	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.

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- 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.