Project 5 - Part 2 Run an AdWords Campaign

Campaign Approach

Description, Marketing

Objective, and KPI

1. Approach Description

- Course: Front End Frameworks
- Country: India

I used to increase site traffic and make awareness about front end framework free course, so I used all google tools and keywords to target really interested people about this course, I did 2 Ad groups every one has 2 ads
With the suitable keywords after using MOZ research like: Front end, Front end framework, Front end developers … etc.
After all of this I reached +90 clicks and more than 3K impressions, and still increasing.

2. Marketing Objective & KPI

1. What marketing objective do you aim to achieve with your campaign?

- To enroll more students and get 50 learner for the course

1. What primary KPI are you going to track in your campaign?
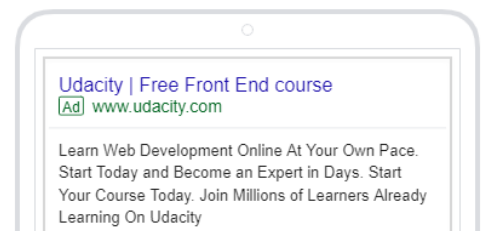
- The number of enrolled people

Ad Groups

Ads and Keywords

Ad Group #1:
Ads & Keyword Lists

Keywords:

front end
front end developer

what is front end web development
front-end design
what is front end
back-end
front end definition

front end meaning in programming
front end loader
front end alignment
front end estimation
front end vs back end
front end alignment cost
front end developer salary

front end alignment near me
front end system
front end business

frontend and backend meaning
frontend or front-end
front end infrastructure

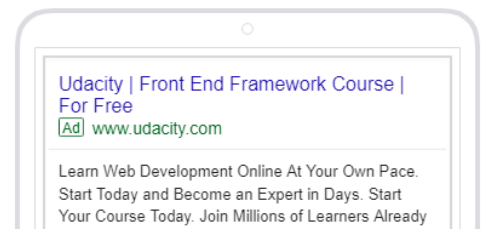front end meaning in project

Most-shown ads

Udacity | Free Front End course
[Ad] www.udacity.com
Learn Web Development Online At Your Own Pace.
Start Today and Become an Expert in Days. Start
Your Course Today. Join Millions of Learners Already
Learning On Udacity

Ad	Impressions	Clicks ▼	CTR ▼
● Enabled	1,579	57	3.61%

ALL ADS ›   ‹ 1 / 2 ›

Most-shown ads

Udacity | Front End Framework Course |
For Free
[Ad] www.udacity.com
Learn Web Development Online At Your Own Pace.
Start Today and Become an Expert in Days. Start
Your Course Today. Join Millions of Learners Already

Ad	Impressions	Clicks ▼	CTR ▼
● Enabled	898	16	1.78%

ALL ADS ›   ‹ 2 / 2 ›
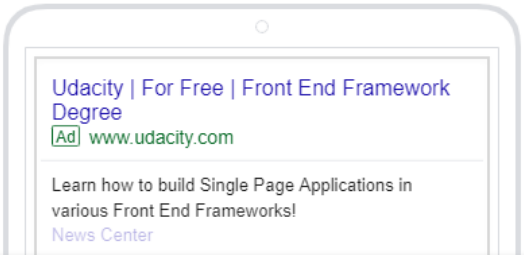
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Ad Group #2:
Ads & Keyword List

Keywords:

front end development tools
back end
backend software
java front end
front-end languages
back end programming
front end of website
front end developer job
description
backend system
front end ratio
front end solutions
software front end
front end solution
front end rounding
front end audio
define front end
front end examples
front end interface
frontend and backend
example
front end job meaning
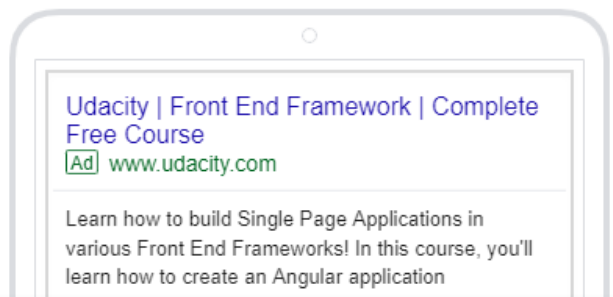what is the front end

Most-shown ads

Udacity | For Free | Front End Framework Degree
[Ad] www.udacity.com

Learn how to build Single Page Applications in various Front End Frameworks!
News Center

Ad	Impressions	Clicks ▼	CTR ▼
● Enabled	328	4	1.22%

ALL ADS ›   ‹ 2 / 2 ›

Most-shown ads

Udacity | Front End Framework | Complete Free Course
[Ad] www.udacity.com

Learn how to build Single Page Applications in various Front End Frameworks! In this course, you'll learn how to create an Angular application

Ad	Impressions	Clicks ▼	CTR ▼
● Enabled	810	15	1.85%

ALL ADS ›   ‹ 1 / 2 ›

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Campaign Evaluation

Results, Analysis and Recommendations

Key Campaign Results
(Campaign & Ad Groups)

Present the results of your campaign and ad groups by completing the table below.

Ad Group	Max. CPC Bid	Impr.	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.	Cost
AdGroup1	0.5	2477	73	2.95 %	0.22	0.00	0.00	0.00	16.02
AdGroup2	0.5	1138	19	1.67 %	0.37	0.00	0.00	0.00	7.11
Total	**1.00**	**3615**	**92**	**2.54**	**0.25**	**0.00**	**0.00**	**0.00**	**23.13**

Key Campaign Results (Ads)

Present the results of your ads by completing the table below.

Ad	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.
Ad Group 1, Ad 1	57	3.61	0.20	0	0	0
Ad Group 1, Ad 2	16	1.78	0.28	0	0	0
Ad Group 2, Ad 1	15	1.85	0.28	0	0	0
Ad Group 2, Ad 2	**4**	**1.22**	**0.71**	**0**	**0**	**0**

Key Campaign Results (Keywords)

Present the three keywords you consider most successful based on your marketing objective.

Keyword	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.
Front End	22	4.30	0.27	0	0	0
Front End developer	20	2.67	0.29	0	0	0
What is front end web development?	11	6.63	0.18	0	0	0

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Campaign Evaluation

Evaluate how successful your campaign was, given what your Marketing Objective has been.

- As you can see from the data, our campaign generated a total of 92 clicks at a cost of $23.16 Since our **Cost per click** of $0.25, our campaign has a negative ROI because no conversions yet.

- I spent 0.25$ per click and the max CPC bid 0.5

- Ad group 1 is the best, (Ad group 1 Ad 1) is the highest clicks and the best keywords is (front end, front end developer). I think the case is because this ad group is SMART and related to the course.

- Looking at the clicks with keywords we will define that (front end is the highest keyword with 22 clicks and front end developer with 20 clicks because its specific and related to the core of the course.

- Finally our campaign is successfully completed with good rate of CPC but negative ROI.

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Recommendations for future campaigns

Imagine you had additional budget, how would you use it, given your campaign evaluation?

- We will focus on Ad group 1 because it achieved what expected and has a low CPC.

- We need to change the ad group 2 or recreate a new ad group with new keywords related to the core of the course.

- We need to improve landing page to be tested and be speed, optimized and compatible with mobile or laptop

Appendix

Screenshots for

Reference

Ad Groups

		Ad group	Status	Ad group type	↓ Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
☐	●	Ad group 1	Eligible	Standard	73	2,477	2.95%	$0.22	$16.02	0.00	$0.00	0.00%
☐	●	Ad group 2	Eligible	Standard	19	1,138	1.67%	$0.37	$7.11	0.00	$0.00	0.00%
		Total: … ⑦			92	3,615	2.54%	$0.25	$23.13	0.00	$0.00	0.00%
	⌄	Total: … ⑦			92	3,615	2.54%	$0.25	$23.13	0.00	$0.00	0.00%

1 - 2 of 2

Ads

		Ad	Status	Ad type	Clicks	↓ Impr.	CTR	Avg. CPC	Cost	Conversions	Co...
☐	● ▾	**Udacity | Free Front End course** www.udacity.com Learn Web Development Online At Your Own Pace. Start Today and Become an Expert in Days. Start Your Course Today. Join Millions of Learners Already Learning…	Approved	Expanded text ad	57	1,579	3.61%	$0.20	$11.47	0.00	$0
☐	●	**Udacity | Front End Framework Course | For Free** www.udacity.com Learn Web Development Online At Your Own Pace. Start Today and Become an Expert in Days. Start Your Course Today. Join Millions of Learners Already Learning…	Approved	Expanded text ad	16	898	1.78%	$0.28	$4.55	0.00	$0
☐	●	**Udacity | Front End Framework | Complete Free Course** www.udacity.com Learn how to build Single Page Applications in various Front End Frameworks! In this course, you'll learn how to create an Angular application	Approved	Expanded text ad	15	810	1.85%	$0.28	$4.27	0.00	$0
☐	●	**Udacity | For Free | Front End Framework Degree** www.udacity.com Learn how to build Single Page Applications in various Front End Frameworks!	Approved	Expanded text ad	4	328	1.22%	$0.71	$2.83	0.00	$0
		Total: All but removed ads ⑦			92	3,615	2.54%	$0.25	$23.13	0.00	$0

Keywords

		Keyword	Status	Match type	Policy details	Final URL	↓ Clicks	Impr.	CTR	Avg. CPC	Cost	Co
☐	●											
		Total: All but removed keyw... ⑦					81	2,783	2.91%	$0.27	$22.08	
☐	●	front end	Campaign ended	Broad match	Eligible	—	22	512	4.30%	$0.27	$5.90	
☐	●	front end developer	Campaign ended	Broad match	Eligible	—	20	749	2.67%	$0.29	$5.76	
☐	●	what is front end web development	Campaign ended	Broad match	Eligible	—	11	166	6.63%	$0.18	$1.99	
☐	●	front-end design	Campaign ended	Broad match	Eligible	—	7	152	4.61%	$0.15	$1.06	
☐	●	what is front end	Campaign ended	Broad match	Eligible	—	6	145	4.14%	$0.10	$0.57	