



## Project 6: Evaluate a Display Ad Campaign



# Part 1: Evaluate a Display Image Campaign

# Display Image Campaign: Overall Results

Find below the overall results of the Display Image Campaign

<input type="checkbox"/>	● ↑	Ad group	Status ?	Default Max. CPC ?	Clicks ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	Avg. CPM ?
<input type="checkbox"/>		Keyword Targeted	Campaign paused	\$3.00 (enhanced) ?	1,973	282,066	0.70%	\$0.44	\$872.51	\$3.09
		Total - all but removed ad groups			1,973	282,066	0.70%	\$0.44	\$872.51	\$3.09
Total - all ad groups					1,973	282,066	0.70%	\$0.44	\$872.51	\$3.09
Show rows: 50 ▼   1 - 1 of 1										



# Results: Calculate the ROI

1. Present the results of the overall campaign by completing the table below.
2. Highlight Key Results
3. What was the overall ROI of the campaign? Was it Positive or Negative?

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	1,973	282,066	0.70%	\$0.44
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$ 872.51	0.2%	4	\$ 218.13	+ R\$ 323.50

# Display Image Campaign: Ad Results

Review the Ad results below of Creative A and B for Display Image Campaign

<input type="checkbox"/>	<input type="radio"/>	Ad	Status <sup>?</sup>	Campaign type <sup>?</sup>	Campaign subtype	Clicks <sup>?</sup>	Impr. <sup>?</sup>	CTR <sup>?</sup>	Avg. CPC <sup>?</sup>	Cost <sup>?</sup>
<input type="checkbox"/>	<input type="radio"/>	<div><div><div>Become a Digital Marketer</div><div>Become a Digital Marketer, learn through real-live advertising projects</div><div>Learn from the biggest names in the industry, and gain experience with real-live projects</div><div>Udacity</div></div><div></div><div>Preview ad</div></div>	Campaign paused	Display Network only	Drive action	1,531	216,199	0.71%	\$0.45	\$686.27
<input type="checkbox"/>	<input type="radio"/>	<div><div><div>Become a Digital Marketer</div><div>Become a Digital Marketer, learn through real-live advertising projects</div><div>Learn from the biggest names in the industry and gain experience with real-live projects</div><div>Udacity</div></div><div></div><div>Preview ad</div></div>	Campaign paused	Display Network only	Drive action	442	65,867	0.67%	\$0.42	\$186.24

# Which Ad Group Performed Better?

1. Present the results of each ad by completing the table below.
2. Creative A outperformed Creative B? Why? Yes. ROI of Creative A is better than B.

Creative	Clicks	Impressions	CTR	Avg CPC	Cost	Conversion Rate	# of New Students	CPA	ROI +/-
Creative - A	1,531	216,199	0.71%	\$ 0.45	\$ 686.27	0.2%	3	\$ 228.76	+\$210.72
Creative - B	442	65,867	0.67%	\$ 0.42	\$ 186.24	0.2%	1	\$ 186.24	+\$112.76

# Display Image Campaign: Keywords

Review the Keyword results for the Display Image Campaign

<input type="checkbox"/>	<input type="radio"/>	Keyword	Ad group	Status <sup>?</sup>	Max. CPC	Clicks <sup>?</sup>	Impr. <sup>?</sup>	CTR <sup>?</sup>	Avg. CPC <sup>?</sup> ↑	Cost <sup>?</sup>
<input type="checkbox"/>	<input checked="" type="radio"/>	facebook marketing course	Keyword Targeted	Campaign paused	\$3.00 (enhanced) 	0	4	0.00%	\$0.00	\$0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	digital analytics training	Keyword Targeted	Campaign paused	\$3.00 (enhanced) 	0	0	0.00%	\$0.00	\$0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	digital analytics course	Keyword Targeted	Campaign paused	\$3.00 (enhanced) 	0	0	0.00%	\$0.00	\$0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	social media marketing online course	Keyword Targeted	Campaign paused	\$3.00 (enhanced) 	0	14	0.00%	\$0.00	\$0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	adwords course	Keyword Targeted	Campaign paused	\$3.00 (enhanced) 	0	8	0.00%	\$0.00	\$0.00

Full keyword list in separate file [here](#)

	Keyword	Clicks	Impressions	CTR	Avg CPC	Cost
1	marketing online	236	20750	1,14%	0,5	118,64
2	online marketing course	226	38259	0,59%	0,28	63
3	digital marketing training	57	8224	0,69%	0,54	30,75
4	marketing courses	19	1999	0,95%	0,27	5,14
5	marketing careers	14	2998	0,47%	1,68	23,5





# How would you optimize this campaign?

Provide at least **three** suggestions to improve this campaign. (Answers might include things like: A/B testing, different creative, adding or removing keywords, etc...)

Suggestion 1: **Pause keywords #5, 6, and 7, due to the high CPC**

Suggestion 2: **Make a different creative in order to increase clicks in keywords with #0 clicks**

Suggestion 3: **Create other Ad Group with two more creatives to best monitor performance**





## Part 2: Evaluate a Display Video Campaign

# Display Video Campaign: Overall Results

Review below the overall results of the Display Video Campaign

<input type="checkbox"/>	● ↓	Ad group	Status <sup>?</sup>	Max. CPV <sup>?</sup>	Ad group type <sup>?</sup>	Impr. <sup>?</sup>	Views <sup>?</sup>	View rate <sup>?</sup>	Cost <sup>?</sup>	Avg. CPV <sup>?</sup>	Clicks <sup>?</sup>	CTR <sup>?</sup>	Avg. CPC <sup>?</sup>
<input type="checkbox"/>	II	short trailer DM education keywords	Campaign paused	\$0.10 <input checked="" type="checkbox"/>	In-stream	54,312	10,622	19.56%	\$290.21	\$0.03	453	0.83%	\$0.64
<input type="checkbox"/>	II	short trailer DM large keyword list	Campaign paused	\$0.10 <input checked="" type="checkbox"/>	In-stream	103,205	19,261	18.66%	\$535.40	\$0.03	1,439	1.39%	\$0.37
		Total - all but removed ad groups				157,517	29,883	18.97%	\$825.61	\$0.03	1,892	1.20%	\$0.44
Total - all ad groups						157,517	29,883	18.97%	\$825.61	\$0.03	1,892	1.20%	\$0.44
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# Results: Calculate the ROI

1. Present the results of the overall campaign by completing the table below.
2. What was the overall ROI of the campaign? Was it Positive or Negative?

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	1,892	157,517	1.2%	\$0.44
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$ 825.61	0.2%	4	\$ 206.4	+ R\$ 370.40

# Display Video Campaign: Ad Results

Review below the Ad Results of the Display Video Campaign

<input type="checkbox"/>	<input type="radio"/>	Ad	Ad group	Status <sup>?</sup>	Video	Impr. <sup>?</sup>	Views <sup>?</sup>	View rate <sup>?</sup>	Avg. CPV <sup>?</sup>	Cost <sup>?</sup>	Clicks <sup>?</sup>	CTR <sup>?</sup>	Avg. CPC <sup>?</sup>
<input type="checkbox"/>	<input checked="" type="radio"/>	<b>Short trailer</b>  0:41	short trailer DM education keywords	Campaign paused	Become a Digital Marketer	54,312	10,622	19.56%	\$0.03	\$290.21	453	0.83%	\$0.64
<input type="checkbox"/>	<input checked="" type="radio"/>	<b>Short trailer 2</b>  0:41	short trailer DM large keyword list	Campaign paused	Become a Digital Marketer	103,205	19,261	18.66%	\$0.03	\$535.40	1,439	1.39%	\$0.37

A

B

**Campaign A** - Short Keyword List

**Campaign B** - Large Keyword List

# Which Ad Group Performed Better?

1. Present the results of each ad by completing the table below.
2. Which ad performed best Video A or Video B? Why? Video B performed best, because ROI is uppermost.

Creative	Clicks	Impressions	CTR	Avg CPC	Cost	Conversion Rate	# New Student	CPA	ROI +/-
Campaign A	453	54,312	0.83%	\$ 0.64	\$ 290.21	0.2%	1	\$ 290.21	+\$8.90
Campaign B	1,439	103,205	1.39%	\$ 0.37	\$ 535.40		3	\$ 178.50	+\$361.50



# Display Video Campaign: Keywords

Review the Keyword results for the Display Video Campaign

<input type="checkbox"/>	●	Keywords <sup>?</sup>	Max CPV	Ad group	Status	Impr.	Views <sup>?</sup>	View rate <sup>?</sup>	Avg. CPV <sup>?</sup> ↑	Cost <sup>?</sup>	Clicks <sup>?</sup>	CTR <sup>?</sup>
<input type="checkbox"/>	●	internet marketing program	\$0.10	Video DMDN Launch	Campaign paused	0	0	0.00%	\$0.00	\$0.00	0	0.00%
<input type="checkbox"/>	●	online marketing course	\$0.10	Video DMDN Launch	Campaign paused	1	0	0.00%	\$0.00	\$0.00	0	0.00%
<input type="checkbox"/>	●	web metrics	\$0.10	Video DMDN Launch	Campaign paused	0	0	0.00%	\$0.00	\$0.00	0	0.00%
<input type="checkbox"/>	●	web analysis	\$0.10	Video DMDN Launch	Campaign paused	2	0	0.00%	\$0.00	\$0.00	0	0.00%
<input type="checkbox"/>	●	online marketing strategies	\$0.10	Video DMDN Launch	Campaign paused	0	0	0.00%	\$0.00	\$0.00	0	0.00%

This is an excerpt of the keyword list, the full list is [here](#)

# Key Campaign Results (Keywords)

1. Present the **five** keywords you consider most successful based on the results of the campaign?
1. Highlight the best performing keyword from the results. *Why* was this the best performing keyword? **Because ROI is the best one between the keyword list.**





Keyword	Clicks	Impressions	CTR	Avg CPC	Cost	Conversion Rate	CPA	# New Students	ROI +/-
ad advertisement	510	24172	2,11%	\$0,17	\$85,58	.2%	\$85,58	1	+\$213,42
online marketing video	495	42440	1,17%	\$0,51	\$253,23	.2%	\$253,23	1	+\$45,77
digital learning courses	207	14198	1,46%	\$0,31	\$64,99	.2%	0	0	0
business training course	163	17437	0,93%	\$0,63	\$103,43	.2%	0	0	0
course digital marketing	106	8726	1,21%	\$0,43	\$45,50	.2%	0	0	0



# How would you optimize this campaign?

Provide at least **three** suggestions to improve this campaign. (Answers might include things like: A/B testing, different creative, adding or removing keywords, etc...)

Suggestion 1: **Remove keywords are not performing well**

Suggestion 2: **Create different ad creatives for both ad groups**

Suggestion 3: **Perform an A/B Testing**



## Part 3: Results, Analysis and Recommendations

# Recommendations for future campaigns

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

- **Evaluating overall campaign success**
- **Evaluating different Ad Groups, setting up A/B test, changing images or texts if necessary**
- **Fine tuning the keyword list, changing or adding new ones**
- **Evaluate the landing page, trying to make it the most responsive possible, and making faster access, like improving image load, javascript and CSS pre-load**