Project 3: Run a Facebook Campaign

CAMPAIGN EVALUATION

Marketing Objective & KPI

1. Who is the target audience of your campaign?

   Portuguese language people interested in learning more about digital marketing.

2. What marketing objective did you aim to achieve with your campaign?

   Collecting contact information of 30 people interested in DMND Corporate Trainings during 5 days.

3. What primary KPI did you track in your campaign and why?

   Number of people interested in DMND Corporate Training .

Campaign Summary

1. Who did you target with your Ad Set and how (demographics, location, interest, behavior etc.)?
   Brazilian and Portuguese people from 30 to 65+ interested in technology and digital marketing.

2. What Ad Copy and Ad Creatives did you use?
   Equip company's teams with the latest skills in Digital Marketing and the headline is Choose the right training. The ad creative shows three images related to digital marketing and the call to action button is to learn more about the training. After clicking, the user that fill in e-mail and contact name goes to the landing page.

3. If you made any changes, please describe them.
   I've reduced the campaign period from 5 to 3 days.

Key Results

1. Present the most important metrics per ad

Ad Image	Results	Reach	CPR	Budget
	19	7,527	$ 2,67	$ 50,73
	16	7,604	$ 2,46	$ 39,36
	12	6,900	$ 2,91	$ 34,92
TOTAL ➔	47	18,869	$ 2,66	$ 125,00

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Campaign Evaluation

1. Evaluate the success of your campaign, given your marketing objectives.

   The campaign reached 47 convertions, 56% better then expected.

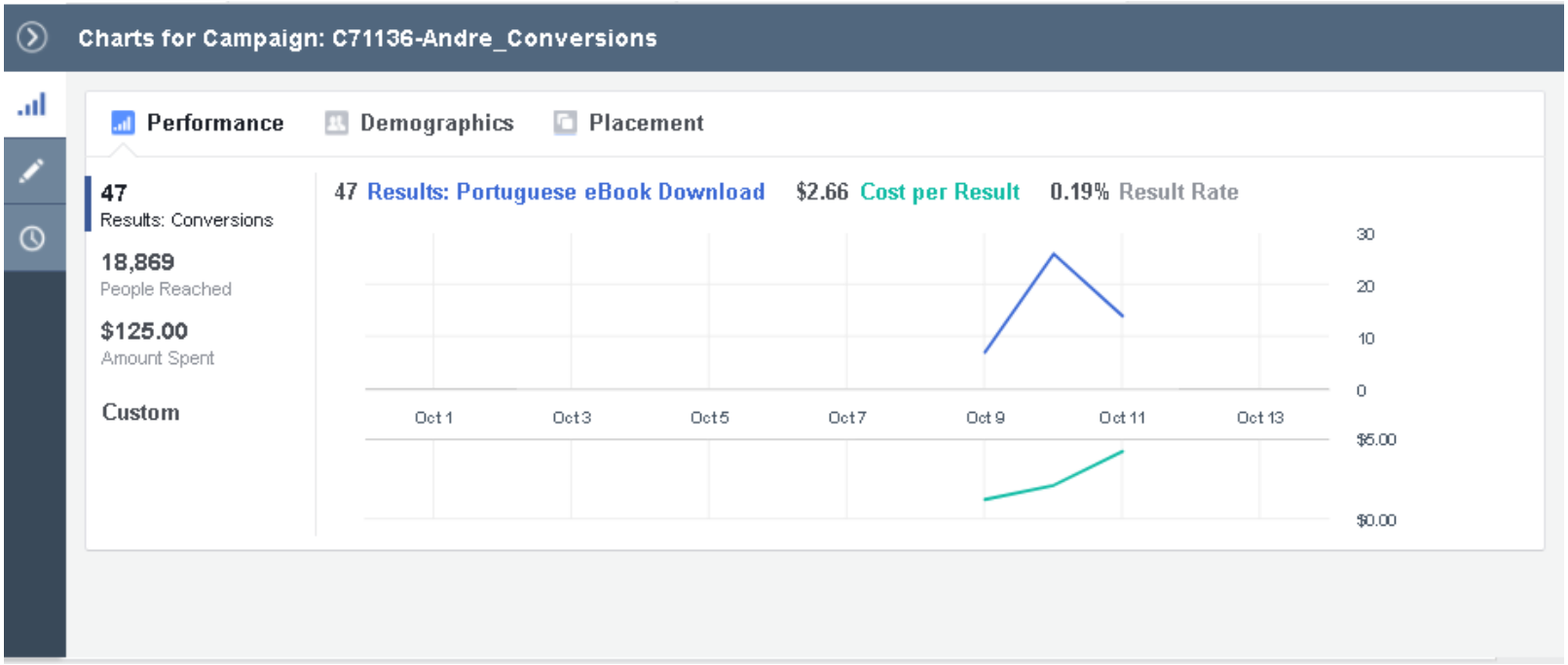
2. If you had additional budget, how would approach your next campaign?

   I would focus only in Brazilian people from age 30 to 54. Even the results per ads was balanced, i would create a different ad set to monitor wich one would perform better.

Appendix

Screenshots for Reference

Campaign Results: Performance



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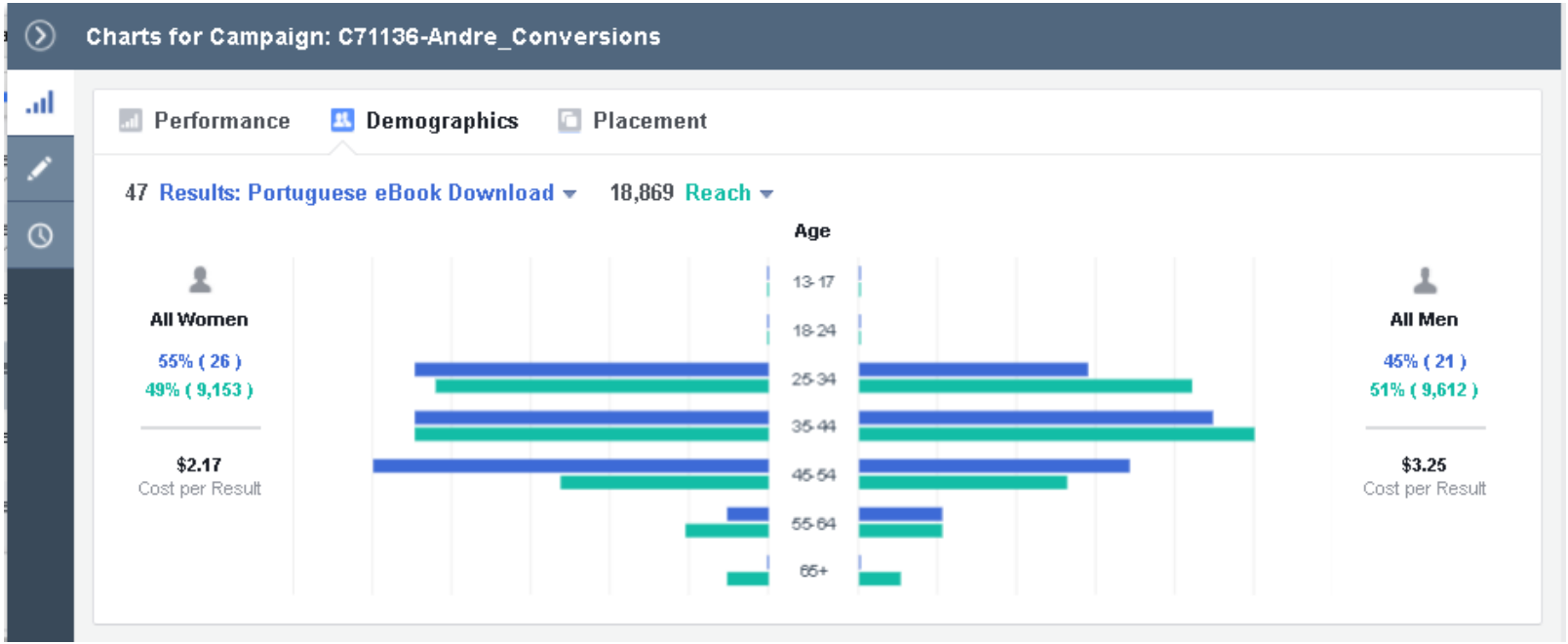
Campaign Results: Demographics



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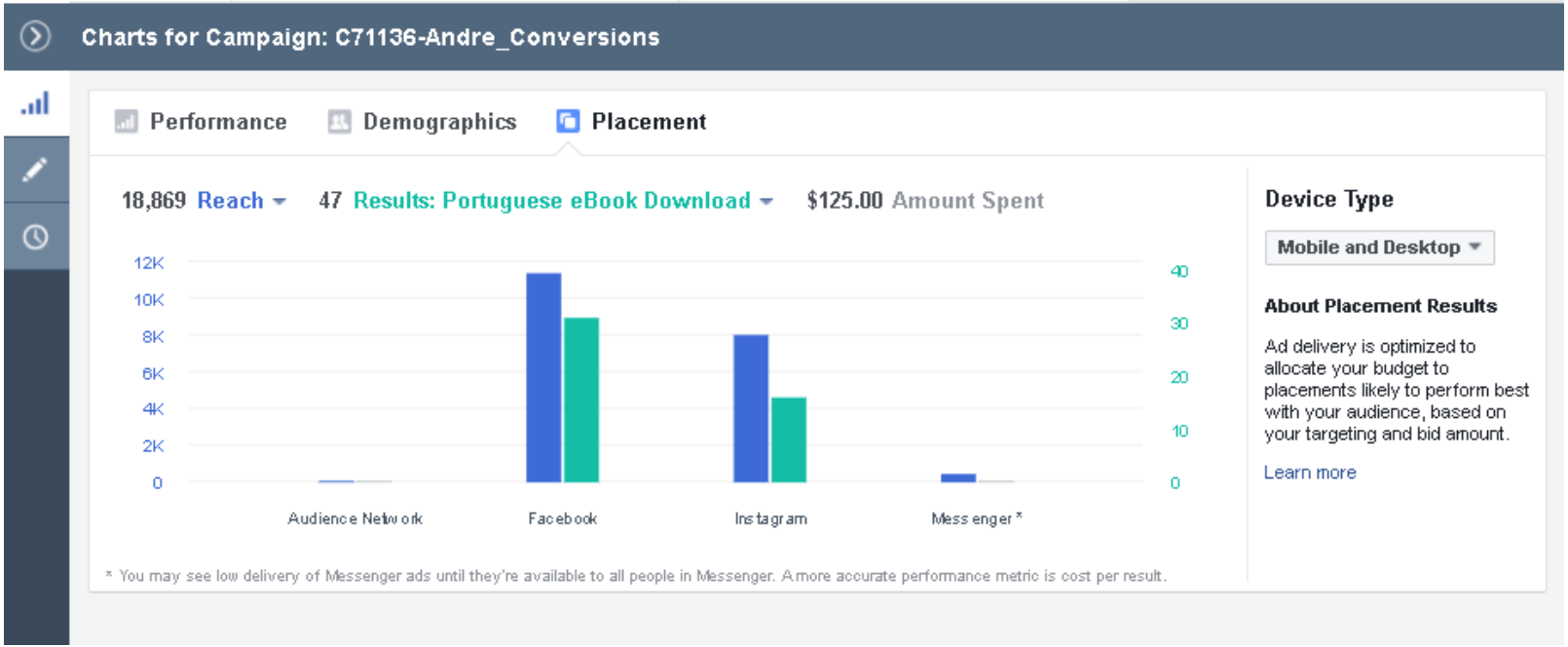
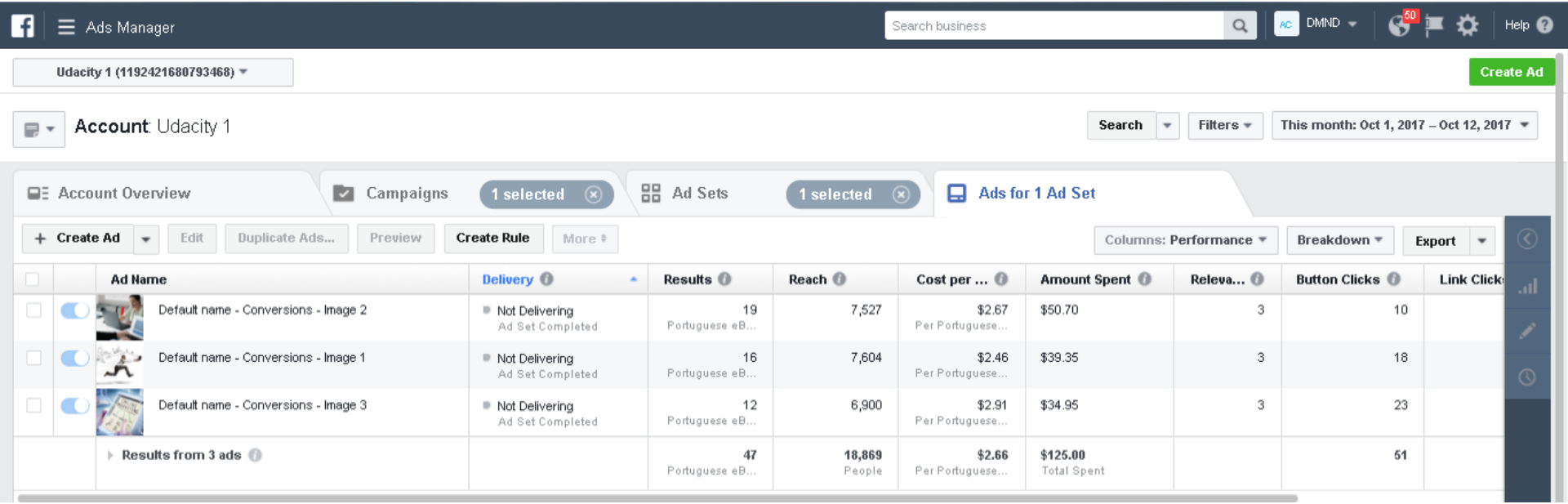
Campaign Results: Placement



Ad Set Data: Performance



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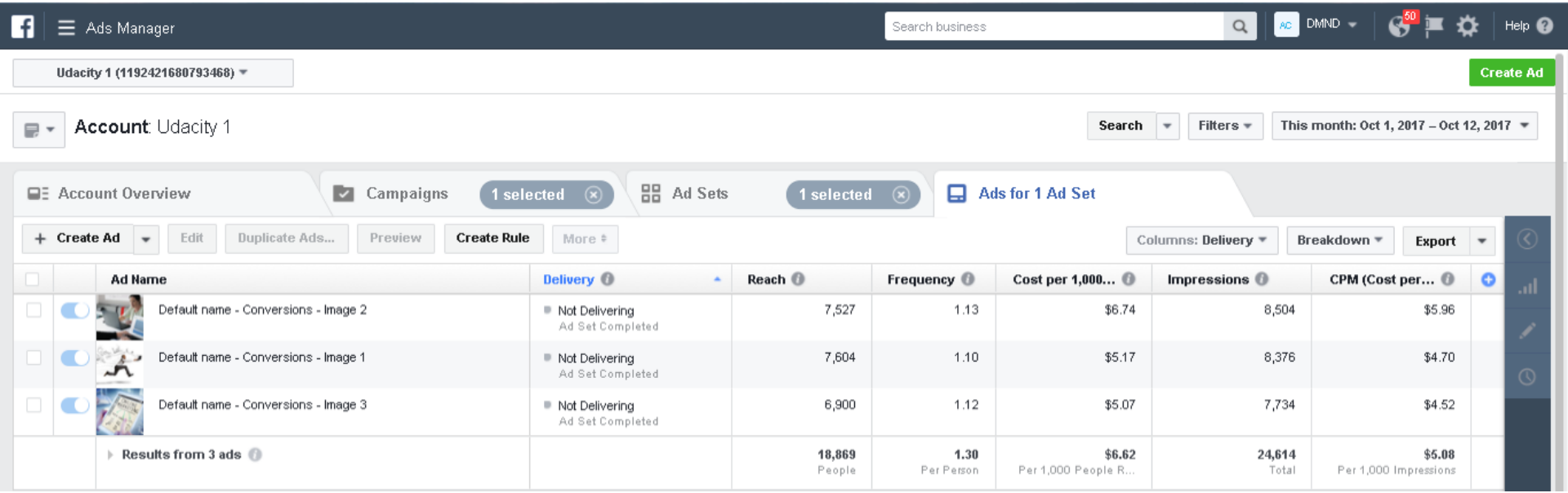
Ad Set Data: Delivery



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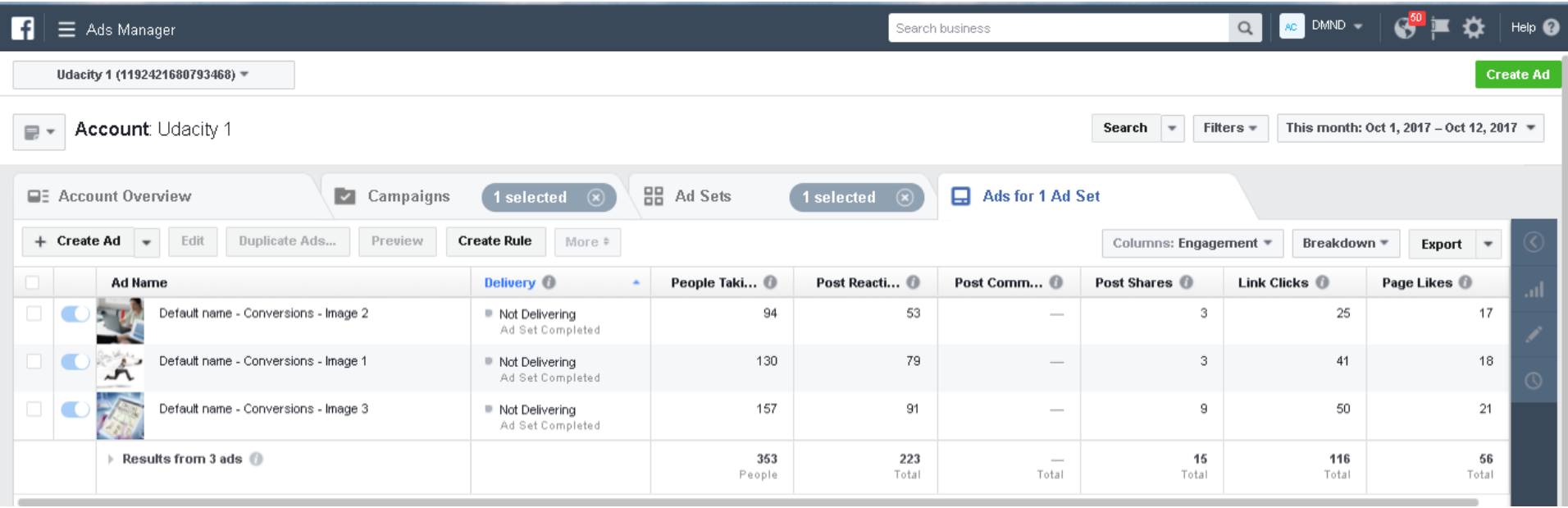
Ad Set Data: Engagement



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