



Project 5: Run an AdWords Campaign (Part 2)

Campaign Evaluation



Campaign Approach

Description, Marketing Objective & KPI

1. Approach Description

- The Challenge is advertising the following free course:

Course: Passwordless Login Solutions for iOS

Landing Page: <https://www.udacity.com/course/passwordless-login-solutions-for-ios--ud1028>

Location: Australia

- I've created an Adworks Campaign with two Ad Groups. Each Group has two Ads. For the first Ad Group the idea is create awareness about learning iOS Programming Language, and for the second create interest in Passwordless Login Solutions for iOS Course. I've planned two keyword Lists
- The Ad Group structure is detailed in next slide

1. Approach Description – Ad Group Structure

Ad Group 1: Awareness (learn iOS)		Ad Group 2: Interest (iOS Course)	
Ad 1	Ad 2	Ad 1	Ad 2
URL: https://www.udacity.com/course/passwordless-login-solutions-for-ios-ud1028		URL: https://www.udacity.com/course/passwordless-login-solutions-for-ios-ud1028	
H1: New: iOS Programming Course	H1: New: iOS Developer Course	H1: Free: iOS Programming Course	H1: Free: iOS Developer Course
H2: Free Online Course by Udacity	H2: Free Courses by Udacity	H2: Best Courses by Udacity	H2: Online Courses by Udacity
Path: course/ios_programming	Path: course/ios_developer	Path: course/ios_programming	Path: course/ios_developer
Description: Udacity Brings The Best Course To You. Request Information Today	Description: Udacity Brings The Best Course To You. We'll Make You Learn Today	Description: Apply For Udacity Free Online Courses. Request Information Today	Description: Choose an Udacity Free Online Course. We'll Make You Learn Today

2. Marketing Objective & KPI

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

The Campaign has a marketing objective of generating 50 leads during 5 days

2. What primary KPI are you going to track in your campaign?

The primary KPI for marketing objective will be the number of leads





Ad Groups

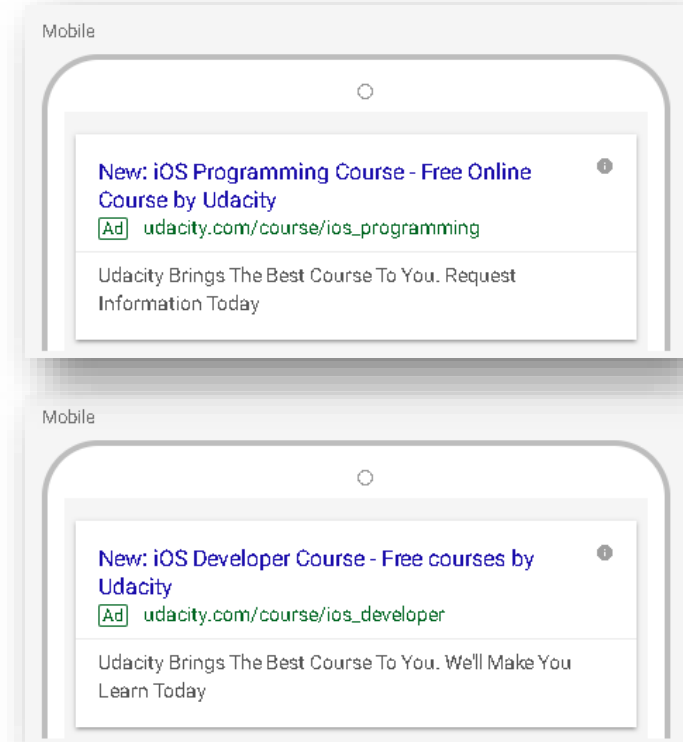
Ads and Keywords

Ad Group #1: Ads & Keyword Lists

Ad Group 1: Awareness (learn iOS)

Keyword List

best online ios learning	learn ios 8
learn to create iphone apps	learn coding on iphone
udacity ios learning	best ios learning resources
online nanodegree ios learning	free online learning courses
free ios learning	with certificates
best way to learn ios	free learning courses for adults
development	best free online learning sites
iphone app development for	learn design for ios
beginners	development
online programming learning	build ios app
sites	best resources to learn ios
iphone free course	development
learning ios ui development	learning ios game
best way to learn ios	programming
programming from scratch	best free online learning



Ad Group #2: Ads & Keyword List

Ad Group 2: Interest (iOS Course)

Keyword List

ios 10 training
learn iphone programming
best courses to study in the world
online ios web learning
free ios online training programs
online app building classes
iphone application development course
learn iphone development
ios developer getting started
ios developer skill set
best ios development

ios developer key
ios 10 developer prerequisites for ios app development
ios developer requirements
ios developer technical skills
professional ios programming with swift
beginning ios app development
nanodegree
iphone app developer needed

Mobile

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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	Conversions	CR	Cost per Conversion	Cost
<i>Interest(iOS course)</i>	\$3.25	97	4	4.12%	\$1.95	0	0.00%	\$0.00	\$7.78
<i>Awareness(learn iOS)</i>	\$3.25	1,128	30	2.66%	\$2.23	0	0.00%	\$0.00	\$66.90
Total		1,225	34	2.79%	\$2.20	0	0.00%	\$0.00	\$74.68

Key Campaign Results (Ads)

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

Ad	Clicks	CTR	Avg. Cost per Click	Conversions	CR	Cost per Conversion
Free: <u>iOS Developer</u> Course Online Courses by Udacity	1	4.35%	\$2.78	0	0.00%	0
Free: <u>iOS Programming</u> Course Best Courses by Udacity	0	0.00%	\$0.00	0	0.00%	0
New: <u>iOS Developer</u> Course Free Courses by Udacity	1	0.91%	\$2.07	0	0.00%	0
New: <u>iOS Programming</u> Course Free Online Course by Udacity	7	3.76%	\$2.05	0	0.00%	0
Total	9	3.76%	\$2.05	0	0.00%	0

The ad copy itself might have led to a higher number of clicks. For instance, the word programming fits more to iOS than developer. If i have had a new opportunity i would replace the word for "development" and perform an A/B test.

Key Campaign Results (Keywords)

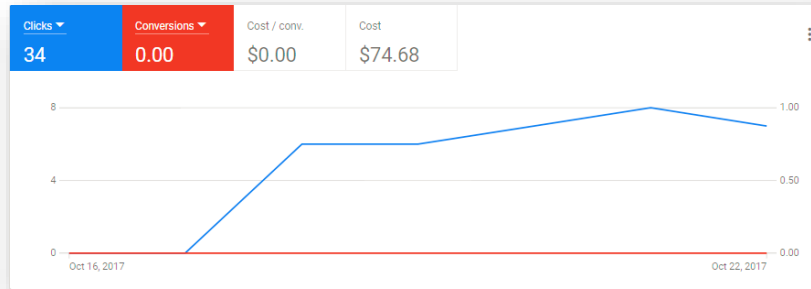
Present the three keywords you consider most successful based on your marketing objective.

Keyword	Clicks	CTR	Avg. Cost per Click	Conversions	Conv. Rate	Cost per Conversion
learn coding on iphone	1	33.33%	\$1.96	\$1.96	0.00	0.00%
learn to create iphone apps	2	22.22%	\$2.73	\$5.45	0.00	0.00%
iphone free course	1	16.67%	\$2.14	\$2.14	0.00	0.00%
online free learning courses with certificate	1	11.11%	\$2.94	\$2.94	0.00	0.00%
ios 10 developer	4	7.02%	\$1.95	\$7.78	0.00	0.00%
best free online learning sites	1	6.67%	\$1.67	\$1.67	0.00	0.00%
free online learning	4	6.56%	\$1.43	\$5.70	0.00	0.00%
online programming learning sites	2	4.76%	\$2.57	\$5.13	0.00	0.00%
free learning courses for adults	1	4.55%	\$3.23	\$3.23	0.00	0.00%

If i would have used negative keywords, it might help lower the CPC because it prevents the ads from showing up on irrelevant terms that can lower the CTR.

Campaign Evaluation

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



- According to the graph, the number of leads was not reached. The conversion rate was lower than expected. We planned to reach 50 leads, but the campaign reached 34 people and no one conversion.
- As a result, the ROI was -\$74,68 (# 0 of conversions * \$60 of profit – \$ 74.68 of amount spent).
- The average cost per click (Avg. CPC) was \$2.20, lower than the Max. CPC bid of \$3.25.

Campaign Evaluation

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

- Ad group #2 led to the highest click through rate (CTR) of 4.12%. Ad #2 of ad group #2 performed best, showing a CTR of 4.35%, higher than the group average. This may occur because users might be interested in the searches covered by the ad group #2 keyword list.
- The keyword *build ios app* from ad group #1 had 10 clicks (29.4% of total clicks), but keyword *ios 10 developer* from ad group #2 had 4 click and led to a CTR of 7.02%, showing us this is probably due to users exact search parameters.
- Generally, if the keyword has the high competition then advertiser has to bid higher and higher to win the high ad position. And hence the keyword CPC will be higher, as shown in ad group #1.
- The keywords that performed best are that shown as with elevated CTR.

Recommendations for future campaigns

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

- I would add new keywords, remove redundant ones and pause poorly performing keywords to reduce wasted spend, use stronger CTAs.
- I would create new ads trying to improve CTR or new ad groups from existing keywords, and perform A/B test on multiple ads.
- I would add ad sitelinks, ad snippets or ad callouts to improve CTR
- I would enhanced CPC using Adwords estimated first bid and negative keywords to refine the traffic.
- Lastly, I would review more regularly the campaign performance.










Appendix

Screenshots for Reference

Example: Ad Groups

<input type="checkbox"/>		Ad group	Status	Default max. CPC	Cost	Clicks	Avg. CPC	Conversions	Cost / conv.	Conv. rate	Conv. value	Conv. value / cost	All conv.
<input type="checkbox"/>		Interest(iOS course)	Campaign ended	\$3.25 (enhanced) 	\$7.78	4	\$1.95	0.00	\$0.00	0.00%	0.00	0.00	0.00
<input type="checkbox"/>		Awareness(learn iOS)	Campaign ended	\$3.25 (enhanced) 	\$66.90	30	\$2.23	0.00	\$0.00	0.00%	0.00	0.00	0.00
Total: Ad groups					\$74.68	34	\$2.20	0.00	\$0.00	0.00%	0.00	0.00	0.00
Total: Campaign					\$74.68	34	\$2.20	0.00	\$0.00	0.00%	0.00	0.00	0.00

Example: Ads

<input type="checkbox"/>		Ad	Status	Ad group	Ad type	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversion:	Cost / conv.	Conv. rate
<input type="checkbox"/>		Free: iOS Developer course Online Courses by Udacity udacity.com/course/ios_developer Choose a Udacity Free Online Course. We'll Make You Learn Today	Campaign ended	Interest(iOS course)	Expanded text ad	1	23	4.35%	\$2.78	\$2.78	0.00	\$0.00	0.00%
<input type="checkbox"/>		Free: iOS Programming Course Best Courses by Udacity udacity.com/course/ios_programming Apply For Udacity Free Online Courses. Request Information Today	Campaign ended	Interest(iOS course)	Expanded text ad	0	4	0.00%	\$0.00	\$0.00	0.00	\$0.00	0.00%
<input type="checkbox"/>		New: iOS Developer Course Free courses by Udacity udacity.com/course/ios_developer Udacity Brings The Best Course To You. We'll Make You Learn Today	Campaign ended	Awareness(learn iOS)	Expanded text ad	1	110	0.91%	\$2.07	\$2.07	0.00	\$0.00	0.00%
<input type="checkbox"/>		New: iOS Programming Course Free Online Course by Udacity udacity.com/course/ios_programming Udacity Brings The Best Course To You. Request Information Today	Campaign ended	Awareness(learn iOS)	Expanded text ad	7	186	3.76%	\$2.05	\$14.33	0.00	\$0.00	0.00%
Total: All but removed ads						9	323	2.79%	\$2.13	\$19.18	0.00	\$0.00	0.00%
Total: Campaign						34	1,225	2.78%	\$2.20	\$74.68	0.00	\$0.00	0.00%



Example: Keywords

<input type="checkbox"/>	<input type="radio"/>	Keyword	Ad group	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
Total: All but removed keywords						34	1,225	2.78%	\$2.20	\$74.68	0.00	\$0.00	0.00%
<input type="checkbox"/>	<input checked="" type="radio"/>	build ios app	Awareness(learn iOS)	Campaign ended	\$3.25 (enhanced)	10	332	3.01%	\$2.10	\$20.97	0.00	\$0.00	0.00%
<input type="checkbox"/>	<input checked="" type="radio"/>	free online learning courses with certificates	Awareness(learn iOS)	Campaign ended	\$3.25 (enhanced)	5	422	1.18%	\$2.53	\$12.64	0.00	\$0.00	0.00%
<input type="checkbox"/>	<input checked="" type="radio"/>	ios 10 developer	Interest(iOS course)	Campaign ended	\$3.25 (enhanced)	4	57	7.02%	\$1.95	\$7.78	0.00	\$0.00	0.00%
<input type="checkbox"/>	<input checked="" type="radio"/>	free online learning	Awareness(learn iOS)	Campaign ended	\$3.25 (enhanced)	4	61	6.56%	\$1.43	\$5.70	0.00	\$0.00	0.00%
<input type="checkbox"/>	<input checked="" type="radio"/>	learn to create iphone apps	Awareness(learn iOS)	Campaign ended	\$3.25 (enhanced)	2	9	22.22%	\$2.73	\$5.45	0.00	\$0.00	0.00%