



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

Campaign Evaluation

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

The campaign reached 47 conversions, 56% better than 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.

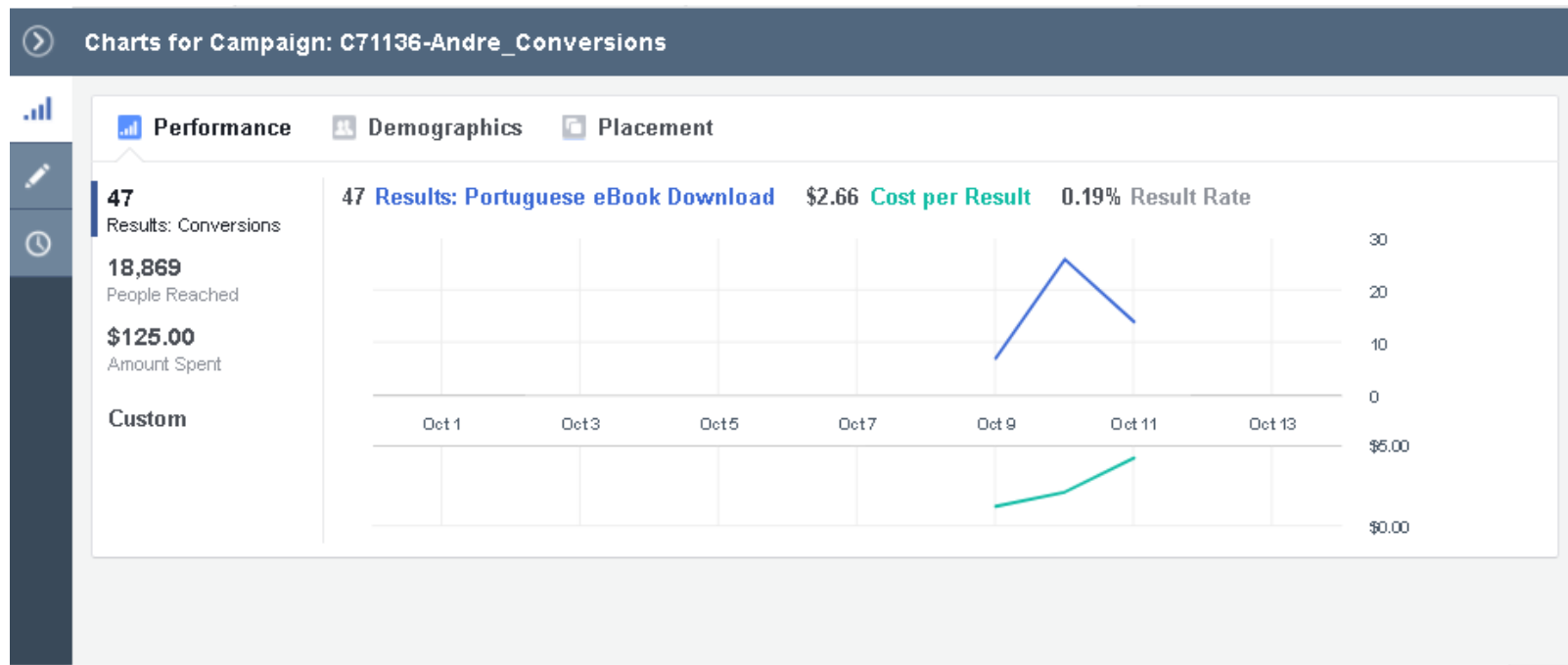




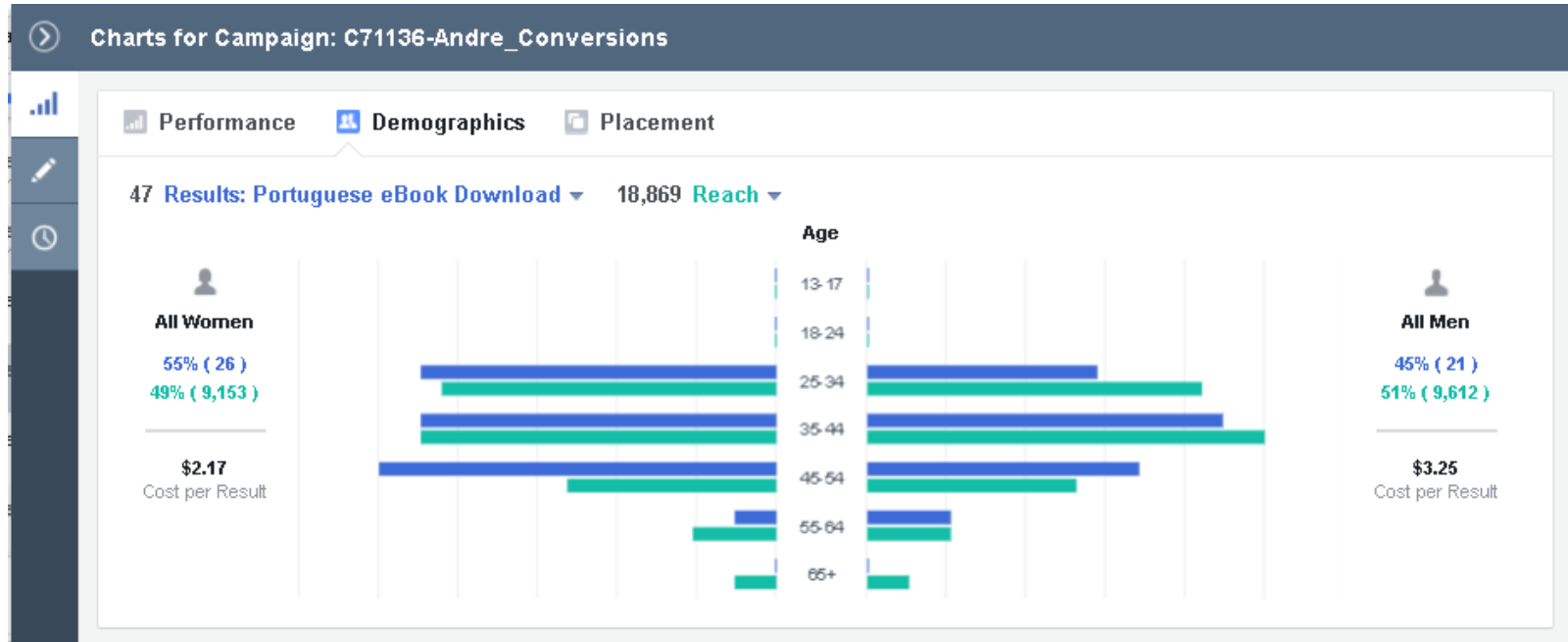
Appendix

Screenshots for Reference

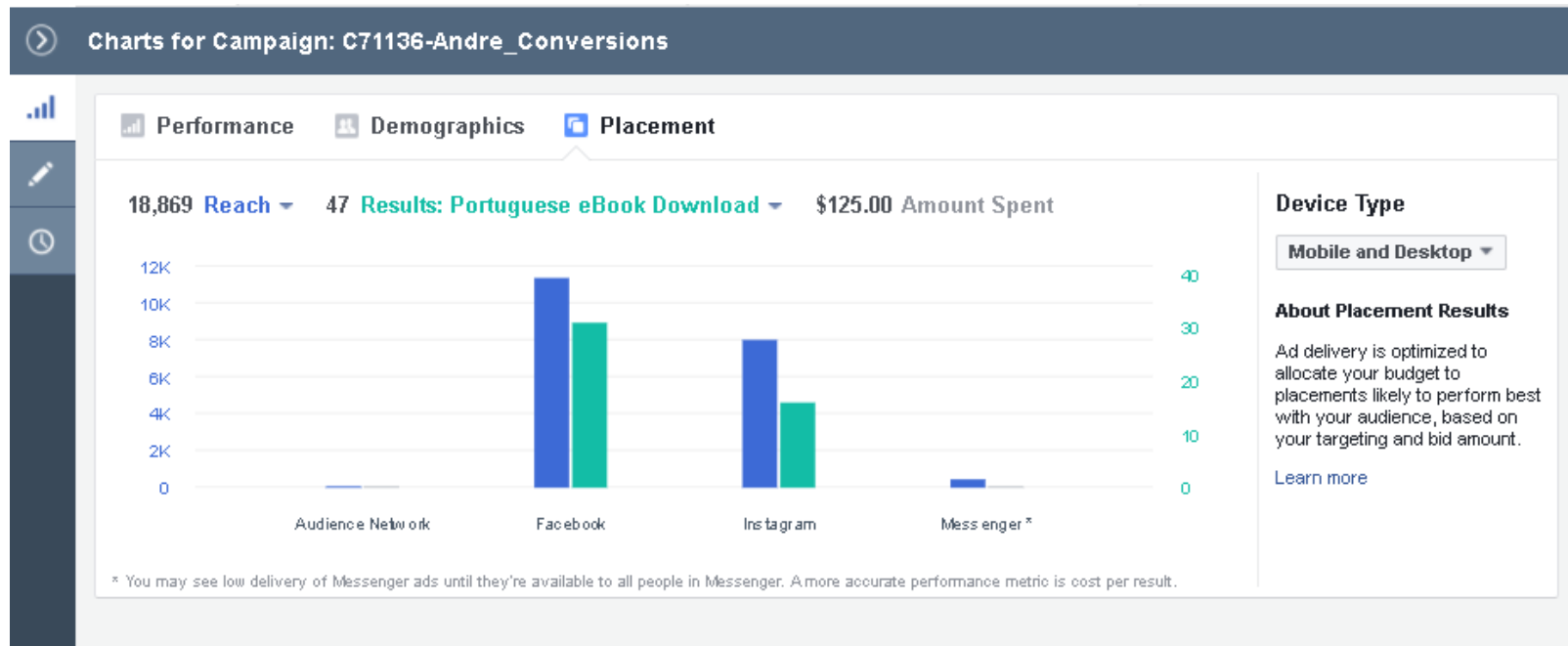
Campaign Results: Performance




Campaign Results: Demographics



Campaign Results: Placement



Ad Set Data: Performance

 Ads Manager

Search business

AC DMND

50

Help

Udacity 1 (1192421680793468)

Create Ad




Account: Udacity 1

Search Filters This month: Oct 1, 2017 – Oct 12, 2017


Account Overview Campaigns 1 selected Ad Sets 1 selected Ads for 1 Ad Set

+ Create Ad Edit Duplicate Ads... Preview Create Rule More

Columns: Performance Breakdown Export

	Ad Name	Delivery	Results	Reach	Cost per ...	Amount Spent	Releva...	Button Clicks	Link Clicks
<input type="checkbox"/>	 Default name - Conversions - Image 2	Not Delivering Ad Set Completed	19 Portuguese eB...	7,527	\$2.67 Per Portuguese...	\$50.70	3	10	
<input type="checkbox"/>	 Default name - Conversions - Image 1	Not Delivering Ad Set Completed	16 Portuguese eB...	7,604	\$2.46 Per Portuguese...	\$39.35	3	18	
<input type="checkbox"/>	 Default name - Conversions - Image 3	Not Delivering Ad Set Completed	12 Portuguese eB...	6,900	\$2.91 Per Portuguese...	\$34.95	3	23	
	Results from 3 ads		47 Portuguese eB...	18,869 People	\$2.66 Per Portuguese...	\$125.00 Total Spent		51	

Ad Set Data: Delivery

 Ads Manager

Search business

AC DMND

50

Help ?

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Create Ad




Account: Udacity 1

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
+ Create Ad Edit Duplicate Ads... Preview Create Rule More *





Columns: Delivery Breakdown Export


	Ad Name	Delivery ⓘ	Reach ⓘ	Frequency ⓘ	Cost per 1,000... ⓘ	Impressions ⓘ	CPM (Cost per... ⓘ	
<input type="checkbox"/>	 Default name - Conversions - Image 2	■ Not Delivering Ad Set Completed	7,527	1.13	\$6.74	8,504	\$5.96	
<input type="checkbox"/>	 Default name - Conversions - Image 1	■ Not Delivering Ad Set Completed	7,604	1.10	\$5.17	8,376	\$4.70	
<input type="checkbox"/>	 Default name - Conversions - Image 3	■ Not Delivering Ad Set Completed	6,900	1.12	\$5.07	7,734	\$4.52	
	▶ Results from 3 ads ⓘ		18,869 People	1.30 Per Person	\$6.62 Per 1,000 People R...	24,614 Total	\$5.08 Per 1,000 Impressions	

Ad Set Data: Engagement


  Ads Manager




Search business 

 DMND    Help


Udacity 1 (1192421680793468) 


Create Ad

 Account: Udacity 1


Search  Filters  This month: Oct 1, 2017 – Oct 12, 2017 

Account Overview

Campaigns 1 selected 

Ad Sets 1 selected 

Ads for 1 Ad Set


+ Create Ad 




Edit












Duplicate Ads...

Preview

Create Rule

More 

Columns: Engagement  Breakdown  Export 

<input type="checkbox"/>	Ad Name	Delivery 	People Taki... 	Post Reacti... 	Post Comm... 	Post Shares 	Link Clicks 	Page Likes 
<input type="checkbox"/>	 Default name - Conversions - Image 2	Not Delivering Ad Set Completed	94	53	—	3	25	17
<input type="checkbox"/>	 Default name - Conversions - Image 1	Not Delivering Ad Set Completed	130	79	—	3	41	18
<input type="checkbox"/>	 Default name - Conversions - Image 3	Not Delivering Ad Set Completed	157	91	—	9	50	21
Results from 3 ads 			353 People	223 Total	— Total	15 Total	116 Total	56 Total



