Project 5: Run an AdWords Campaign (Part 2)

Campaign Evaluation

Campaign Approach

Description, Marketing Objective & KPI

1. Approach Description

I have been assigned in helping Udacity to reach potential students in United Kingdom get access to free education by running a campaign for Android Basics: Networking course. So for this campaign , i have created Adwords search campaign with 2 Ad groups consisting of 2 Ads each, it will run for 5 days with a daily budget of $15 so the total campaign budget being $75. The two ad groups were targeted at customers who are at Awareness stage and Interest stage on their customer journey. For the Awareness Ad group , i chose keywords to interest people who were looking to see what information is on mobile application, being a developer , and/or what is android. While for the Interest Ad group, keywords used were targeted at people who are interested in taking up an online course in order to learn android development or planning for a career change. On the Awareness Ad group Ad copy , i focused on learning about the basics on android programming while for the Interest stage focused on how one can start building android app by picking up this course.

2. Marketing Objective & KPI

The marketing objective I aim to achieve with my campaign is a 5% Click Through Rate (CTR) in 5 days for each Ad group (Awareness & Interest).

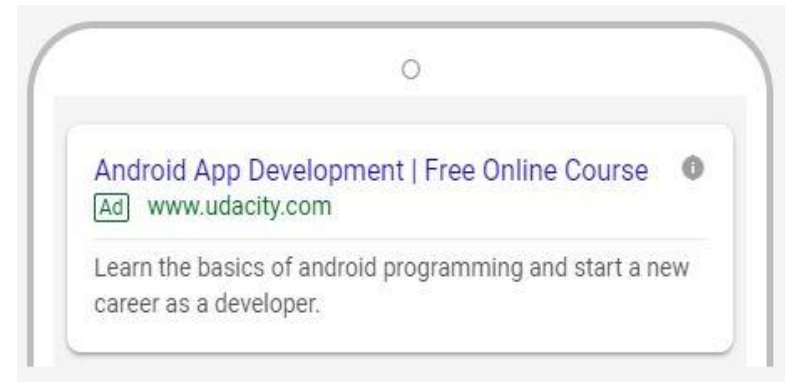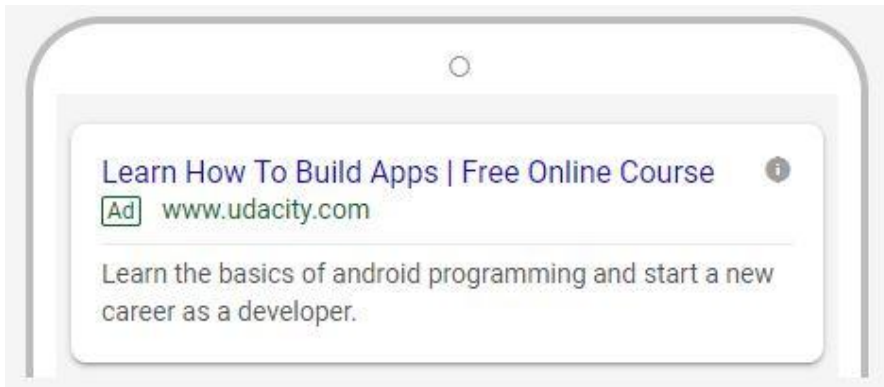The primary KPI i tracking is the click through rate (CTR) .

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Ad Groups

Ads and Keywords

Ad Group #1: Ads & Keyword Lists

Learn How To Build Apps | Free Online Course
Ad www.udacity.com

Learn the basics of android programming and start a new career as a developer.

Android App Development | Free Online Course
Ad www.udacity.com

Learn the basics of android programming and start a new career as a developer.

Keyword List:

android	What is android	How to code	What is a phone app	Online android tutorial
Learn to code	How to make apps	Become a software developer	How to create an android app	Phone application tutorials
Android apps	Mobile app development	Android app development online	What is app development course	Programming languages available
Android tutorial	Android for beginners	Programming courses online	Smartphone application	Where to learn online courses 📢

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Ad Group #2: Ads & Keyword List

Android Development Course | Free by Udacity
Ad   www.udacity.com

Start your android app development education for free and build apps today.

Build Your First App | Free Online Course
Ad   www.udacity.com

Start your android app development education for free and build apps today.

Keyword List:

Online programming course for free	Create app using android studio	Mobile development basics	Android coding tutorial	App development career
What is app development process	Become an android developer	How to build a phone application	Basic programming language for android	Android studio basic app
Udacity app development course	Android application development language	Creating apps for beginners	Udacity nanodegree program	Android studio tutorials for free
Start a new career in mobile development	Basic apps for android phone	Change career path	Udacity android course	Smart phone app tutorial

Campaign Evaluation

Results, Analysis and Recommendations

Key Campaign Results (Campaign & Ad Groups)

Ad Group	Max. CPC Bid	Impr.	Clicks	CTR	Avg. Cost per Click	Conversions	CR	Cost per Conversion	Cost
1:Awareness, Android,UK	US$3.00	2926	72	2.46%	US$0.81	0	0%	US$0	$ 58.35
2:Interest, Andorid, UK	US$3.00	277	10	3.61%	US$1.64	3.00	30%	US$5.46	$ 16.39
Total		**3203**	**82**	**2.56%**	**US$0.91**	**3**	**3.66%**	**US$24.91**	**$ 74.74**

Key Campaign Results (Ads)

Ad	Clicks	CTR	Avg. Cost per Click	Conversions	CR	Cost per Conversion
Ad Group 1, Ad:Android App Development Free Online Course	70	2.58%	US$0.78	0	0%	US$0.00
Ad Group 1, Ad: Learn how to build apps Udacity	2	0.96%	US$1.93	0	0%	US$0.00
Ad Group 2, Ad:Build your first app Free online course	10	3.79%	US$1.64	3.00	30%	US$5.46
Ad Group 2, Ad:Android Development Course Free by Udacity	**0**	**0%**	**---**	0	0%	US$0.00

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Key Campaign Results (Keywords)

The marketing objective I aim to achieve with my campaign is a 5% Click Through Rate (CTR) in 5 days for each Ad group (Awareness & Interest).

Keyword	Clicks	CTR	Avg. Cost per Click	Conversions	CR	Cost per Conversion
Android apps	48	7.07%	US$0.58	0	0%	US$0.00
How to build a phone application	3	4.69%	US$2.13	1.00	33.33%	US$6.39
How to create android app	1	14.29%	US$0.86	0.00	0%	US$0.00

Campaign Evaluation: Overall

- The total cost spent for this campaign was at $74.74, we assumed a conversion value of $60 per new student so the ROI=[60*3]-74.74=**US$105.26.** My campaign resulted in a **positive** ROI.

- My marketing objective was to achieve a 5% CTR without exceeding the max CPC bid for each ad group within 5 days the campaign ran , but my campaign ended with a result of 2.46% CTR for Ad group 1 and 3.61% CTR for Ad group 2 so it is lower than what i have expected.

Campaign Evaluation: Ad Groups & Ads

- Although both my Ad groups didn't achieve the campaign's target KPI (5%), Ad group 2 still had a CTR higher than Ad group 1 which is 3.61% and a lower overall cost. This could have been caused by the word 'free' added to the title.
- Ad 1 of Ad group 2 (Build your first app|Free online course) had the highest CTR (3.79%). Perhaps this is due to the title which indicates that someone could start building their own app by enrolling in this free course. Comparing both ads from Ad group 1 , we can say that people in Awareness stage was more interested in the "free course".

Campaign Evaluation:Keywords

- The following keywords led to some good click through rates(CTR): android (CTR 7.07%/CPC $0.58), how to build a phone application (CTR 4.69%/CPC $2.13), how to create android app (CTR 14.29%/ $0.86).
  - The keywords that performed best on Awareness Ad group were targeted around the general idea of 'android' : android, android apps, what is android, how to make an app. This maybe because people were looking to learn more about the general idea of android rather than enrolling in an actual course.
  - The keywords that performed better on in the Interest Ad group were targeted around how one could build an android application and courses that could teach that: online programing courses for free, how to build a phone application.
  - While for branded keywords, Udacity did not do well at all. An assumption of the brand is not well known in United Kingdom can be made from that.

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Recommendations for future campaigns.

- I would focus more on Ad group 2 (Interest stage) as people that are actually interested in the course would be better to be targeted at.
- I would pause all the keywords that did not receive any clicks.
- For my keyword selection, i would search for and add keywords suggestion based on my better performing keywords.
- The lowest performing ad in the lowest performing ad group would be paused.
- An A/B test will be run for the top performing Ad of my Interest ad group against an ad copy that targets on people interest on getting certified with a course related to android development. I would continue the A/B test until i have better CTR.

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Appendix

Screenshots for Reference

Ad Groups

		Ad group	Status	Default max. CPC	Cost	Clicks	Avg. CPC	Conversions	Cost / conv.	Conv. rate
☐	⬤									
☐	🟢	Ad group 1: Awareness , Android ,UK	Campaign ended	US$3.00 (enhanced	US$58.35	72	US$0.81	0.00	US$0.00	0.00%
☐	🟢	Ad group 2 Interest , Android , UK	Campaign ended	US$3.00 (enhanced	US$16.39	10	US$1.64	3.00	US$5.46	30.00%
		Total: All but re...			US$74.74	82	US$0.91	3.00	US$24.91	3.66%
		Total: Experimen...			US$0.00	0	—	0.00	US$0.00	0.00%
		Total: Campaign			US$74.74	82	US$0.91	3.00	US$24.91	3.66%

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Ads

	●	Ad	Ad group	Status	Ad type	Clicks	↓ Impr.	CTR	Avg. CPC	Cost	Conversions	Conv. rate	Cost / conv.
☐	🟢	Android App Development Free Online Course www.udacity.com Learn the basics of android programming and start a new career…	Ad group 1: Awareness , Android ,UK	Campaig ended	Expanded text ad	70	2,718	2.58%	US$0.78	US$54.49	0.00	0.00%	US$0.00
☐	🟢	Build Your First App Free Online Course www.udacity.com Start your android app development education for free and build apps…	Ad group 2 Interest , Android , UK	Campaig ended	Expanded text ad	10	264	3.79%	US$1.64	US$16.39	3.00	30.00%	US$5.46
☐	🟢	Learn How To Build Apps Udacity www.udacity.com Learn the basics of android programming and start a new career…	Ad group 1: Awareness , Android ,UK	Campaig ended	Expanded text ad	2	208	0.96%	US$1.93	US$3.86	0.00	0.00%	US$0.00
☐	🟢	Android Development Course Free by Udacity www.udacity.com Start your android app development education for free and build apps…	Ad group 2 Interest , Android , UK	Campaig ended	Expanded text ad	0	13	0.00%	—	US$0.00	0.00	0.00%	US$0.00
		Total: All but removed ads				82	3,203	2.56%	US$0.91	US$74.74	3.00	3.66%	US$24.91
		Total: Experiments				0	0	—	—	US$0.00	0.00	0.00%	US$0.00
		Total: Campaign				82	3,203	2.56%	US$0.91	US$74.74	3.00	3.66%	US$24.91

Keywords

		Keyword	Ad group	Status	Max. CPC	Policy details	↓ Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
☐	●													
		Total: All but removed keywords					82	3,203	2.56%	US$0.91	US$74.74	3.00	US$2...	3.66%
☐	●	android apps	Ad group 1: Awareness, Android ,UK	Campaig ended	US$3.00 (enhanced)	Approved	48	679	7.07%	US$0.58	US$27.76	0.00	US$0....	0.00%
☐	●	android	Ad group 1: Awareness, Android ,UK	Campaig ended	US$3.00 (enhanced)	Approved	15	1,327	1.13%	US$1.19	US$17.80	0.00	US$0....	0.00%
☐	●	online programming courses for free	Ad group 2 Interest , Android , UK	Campaig ended	US$3.00 (enhanced)	Approved	7	175	4.00%	US$1.43	US$10.00	2.00	US$5....	28.57%
☐	●	smartphone application	Ad group 1: Awareness, Android ,UK	Campaig ended	US$3.00 (enhanced)	Approved	3	591	0.51%	US$1.22	US$3.66	0.00	US$0....	0.00%
☐	●	how to build a phone application	Ad group 2 Interest , Android , UK	Campaig ended	US$3.00 (enhanced)	Approved	3	64	4.69%	US$2.13	US$6.39	1.00	US$6....	33.33%
☐	●	learn to code	Ad group 1: Awareness, Android ,UK	Campaig ended	US$3.00 (enhanced)	Approved	2	158	1.27%	US$1.08	US$2.17	0.00	US$0....	0.00%
			Ad											