



Project 6: Evaluate a Display Ad Campaign

Assumptions

Marketing Objective: You are running an advertising campaign with the goal of signing up students for the Digital Marketing Nanodegree

Cost: The cost of the degree is \$999

Profit: For the purpose of this assignment, assume a profit margin of 30%, meaning that Udacity makes \$299 in profit per student that signs up.

Campaigns: We want to aggressively grow the program, but, we want to do it without losing money. We ran two different advertising campaigns. One was a display advertising campaign, one a video advertising campaign.



Formulas:

Conversion Assumption: 0.2% Conversion via Landing page

Calculating #of Sign Ups: Clicks to the landing page $\times 0.002$ = # of Student Sign Ups

Note: Please round to the nearest whole number

CPA: Cost of Campaign/# sign ups = CPA













Note: Please round to the nearest cent

ROI: $[(299 \text{ Profit}) - \text{CPA}] \times \text{\# of Student Sign Ups} = \text{ROI}$

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
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Results: ROI

Key Results returns with a CTR of 0.70% and a low CPC at \$0.44. ROI = \$324 , this campaign returned a positive ROI

Creative	Clicks	Impressions	CTR	Avg CPC
<i>Campaign Results</i>	1973	282,066	0.70%	\$0.44
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$872.51	0.2%	4	\$218.13	\$324

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	Campaign type	Campaign subtype	Clicks	Impr.	CTR	Avg. CPC	Cost
<input type="checkbox"/>	<input checked="" type="radio"/>	<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>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 checked="" type="radio"/>	<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>Preview ad</div></div>	Campaign paused	Display Network only	Drive action	442	65,867	0.67%	\$0.42	\$186.24

Creative A Outperformed Creative B

Creative A had a higher number of clicks (1531) compared to creative B (442), also a higher percentage of CTR (0.71%). Both campaigns had a positive ROI as we did not spend more than the profit margin we assumed earlier for per acquisition. But creative A's ROI was close to double of the ROI of Creative B as of the higher number of clicks achieved by Creative A.

Creative	Clicks	Impressions	CTR	Avg CPC	Cost	Conversion Rate	# of New Students	CPA	ROI +/-
Creative - A	1531	216,199	0.71%	\$0.45	\$686.27	.2%	3	\$228.76	\$210.72
Creative - B	442	65,867	0.67%	\$0.42	\$186.24	.2%	1	\$186.24	\$112.76

Display Image Campaign: Keywords

1	Keyword report (All Time)												
2	Targeting Status	Keyword	Excluded	Campaign	Ad group	Status	Clicks	Impressions	CTR	Avg. CPC	Cost		
3	targeted	marketing careers	FALSE	DMND Display US	Keyword Targeted	campaign paused	14	2998	0.47%	1.68	23.5		
4	targeted	adwords course	FALSE	DMND Display US	Keyword Targeted	campaign paused	0	8	0.00%	0	0		
5	targeted	digital media online course	FALSE	DMND Display US	Keyword Targeted	campaign paused	1	25	4.00%	1.64	1.64		
6	targeted	facebook marketing course	FALSE	DMND Display US	Keyword Targeted	campaign paused	0	4	0.00%	0	0		
7	targeted	digital marketing training	FALSE	DMND Display US	Keyword Targeted	campaign paused	57	8224	0.69%	0.54	30.75		
8	targeted	online marketing course	FALSE	DMND Display US	Keyword Targeted	campaign paused	226	38259	0.59%	0.28	63		
9	targeted	search marketing online course	FALSE	DMND Display US	Keyword Targeted	campaign paused	0	0	0.00%	0	0		
10	targeted	marketing online	FALSE	DMND Display US	Keyword Targeted	campaign paused	236	20750	1.14%	0.5	118.64		
11	targeted	marketing courses	FALSE	DMND Display US	Keyword Targeted	campaign paused	19	1999	0.95%	0.27	5.14		
12	targeted	digital analytics course	FALSE	DMND Display US	Keyword Targeted	campaign paused	0	0	0.00%	0	0		
13	targeted	marketing program	FALSE	DMND Display US	Keyword Targeted	campaign paused	5	1166	0.43%	1.6	8.01		
14	targeted	social media marketing online course	FALSE	DMND Display US	Keyword Targeted	campaign paused	0	14	0.00%	0	0		
15	targeted	digital analytics training	FALSE	DMND Display US	Keyword Targeted	campaign paused	0	0	0.00%	0	0		
16	Total - all experiments	--	--	--	--	--	0	0	0.00%	0	0		

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

	Keyword	Clicks	Impressions	CTR	Avg CPC	Cost
1	<i>Marketing online</i>	236	20750	1.14%	0.5	118.64
2	<i>Marketing courses</i>	19	1999	0.95%	0.27	5.14
3	<i>Digital media online course</i>	1	25	4.00%	1.64%	1.64
4	<i>Digital marketing training</i>	57	8224	0.69%	0.54	30.75
5	<i>Online marketing course</i>	226	38259	0.59%	0.28	63



Suggestions to optimize this campaign

Suggestion 1: I would recommend A/B testing to optimize Ad copy using Creative A as it garnered more clicks than the later.

Suggestion 2: Change the ad creative on Creative B as it is very general , would test with an image that closely relates or rings a bell about digital marketing when seen.

Suggestion 3: The keywords that didn't receive any impression can be paused .



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 [?]	Max. CPV [?]	Ad group type [?]	Impr. [?]	Views [?]	View rate [?]	Cost [?]	Avg. CPV [?]	Clicks [?]	CTR [?]	Avg. CPC [?]
<input type="checkbox"/>		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"/>		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:

Key results returned a CTR of 1.20% and a low CPC at \$0.44. The campaign returned a positive ROI at \$370.40.

Creative	Clicks	Impressions	CTR	Avg CPC
<i>Campaign Results</i>	1892	157,517	1.20%	\$0.44
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$825.61	0.2%	4	\$206.40	\$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 [?]	Video	Impr. [?]	Views [?]	View rate [?]	Avg. CPV [?]	Cost [?]	Clicks [?]	CTR [?]	Avg. CPC [?]
<input type="checkbox"/>	<input checked="" type="radio"/>	Short trailer 	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"/>	Short trailer 2 	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

Video B Outperformed Video A.

Video B had a significantly higher number of clicks(1439) compared to Video A (453). Also it returned a better CTR of 1.39% which resulted in more number of students. Video B also returned a great ROI of \$361.59 while we almost spent more than we made on video A.

Creative	Clicks	Impressions	CTR	Avg CPC	Cost	Conversion Rate	# New Student	CPA	ROI +/-
Campaign A	453	54,312	0.83%	\$0.64	\$290.21	.2%	1	\$290.21	\$8.79
Campaign B	1439	103,205	1.39%	\$0.37	\$535.40	.2%	3	\$178.47	\$361.59

Display Video Campaign: Keywords

1	Keyword	Max. CPV	Campaign	Ad group	Impressions	Views	View rate	Avg. CPV	Cost	Clicks	Avg. CPC	CTR	
2	online marketing video	0.1	DMND Trailer campaign	short trailer DM large keyword list	42440	8168	19.25%	0.03	\$253.23	495	\$0.51	1.17%	
3	ad advertisement	0.1	DMND Trailer campaign	short trailer DM large keyword list	24172	3654	15.12%	0.02	\$85.58	510	\$0.17	2.11%	
4	business training course	0.1	DMND Trailer campaign	short trailer DM education keywords	17437	3491	20.02%	0.03	\$103.43	163	\$0.63	0.93%	
5	digital learning courses	0.1	DMND Trailer campaign	short trailer DM large keyword list	14198	2665	18.77%	0.02	\$64.99	207	\$0.31	1.46%	
6	Digital Marketing	0.1	DMND Trailer campaign	short trailer DM education keywords	13634	2633	19.31%	0.02	\$63.42	63	\$1.01	0.46%	
7	seo	0.1	DMND Trailer campaign	short trailer DM large keyword list	9197	1946	21.16%	0.03	\$48.81	102	\$0.48	1.11%	
8	course digital marketing	0.1	DMND Trailer campaign	short trailer DM education keywords	8726	1765	20.23%	0.03	\$45.50	106	\$0.43	1.21%	
9	social media marketing	0.1	DMND Trailer campaign	short trailer DM education keywords	5579	850	15.24%	0.03	\$24.00	30	\$0.00	0.54%	
10	digital business course	0.1	DMND Trailer campaign	short trailer DM large keyword list	3586	677	18.88%	0.03	\$19.33	42	\$0.46	1.17%	
11	Learn facebook advertising	0.1	DMND Trailer campaign	short trailer DM education keywords	2078	332	15.98%	0.03	\$8.58	30	\$0.29	1.44%	
12	search engine marketing	0.1	DMND Trailer campaign	short trailer DM education keywords	1965	486	24.73%	0.02	\$11.01	9	\$1.22	0.46%	
13	social media training	0.1	DMND Trailer campaign	short trailer DM education keywords	1653	368	22.26%	0.03	\$11.55	6	\$1.93	0.36%	
14	Adwords course	0.1	DMND Trailer campaign	short trailer DM education keywords	1434	333	23.22%	0.03	\$11.54	23	\$0.50	1.60%	
15	google seo	0.1	DMND Trailer campaign	short trailer DM large keyword list	1064	250	23.50%	0.03	\$7.21	6	\$1.20	0.56%	
16	internet marketing	0.1	DMND Trailer campaign	short trailer DM large keyword list	946	223	23.57%	0.03	\$5.82	5	\$1.16	0.53%	
17	online marketing	0.1	DMND Trailer campaign	short trailer DM large keyword list	851	172	20.21%	0.03	\$5.14	10	\$0.51	1.18%	
18	google analytics	0.1	DMND Trailer campaign	short trailer DM large keyword list	709	186	26.23%	0.02	\$4.39	3	\$1.46	0.42%	
19	advertisement google	0.1	DMND Trailer campaign	short trailer DM large keyword list	678	175	25.81%	0.03	\$5.38	7	\$0.77	1.03%	
20	online marketing training	0.1	DMND Trailer campaign	short trailer DM education keywords	387	75	19.38%	0.03	\$1.99	4	\$0.50	1.03%	

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

Key Campaign Results (Keywords)

1. **Five** keywords that I consider most successful based on the results of the campaign is:
 - **Ad advertisement (CPC\$0.17,CTR 2.11%, 510 clicks)**
 - **Online marketing video (CPC\$0.51,CTR 1.17%,495 clicks)**
 - **Course digital marketing(CPC \$0.43, CTR 1.21%, 106 clicks)**
 - **Business training course(CPC \$0.63, CTR 0.93% , 163 clicks)**
 - **Social media marketing (CPC\$0.00, CTR 0.54%, 30 clicks, received clicks at a 0 average cost)**
2. Highlight the best performing keyword from the results. *Why* was this the best performing keyword?

The best performing keyword was **ad advertisement**, it returned with the highest click of all the other keywords (510 clicks) and it also had a significantly lower CPC(\$0.17), also the CTR was better than the other keywords at (2.11%).



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
Social media marketing	30	5579	0.54%	\$0.00	\$24.00	.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?

Suggestion 1: I would recommend pausing the broader and shorter keyword list that did not garner any clicks or less than 5 clicks. Also, the long keywords list is highly recommended.

Suggestion 2: Keywords with high CPC can be paused as the initial cost per click that we are expecting is low.

Suggestion 3: Adding new keywords relating to the well performing keywords that are already existing on the list.

Suggestion 4: A/B testing different video which focuses on the first few seconds in getting the message out clearly.



Part 3: Results, Analysis and Recommendations

Recommendations for future campaigns

- I would choose and use the well performing Ad groups ,ads and keywords based on the result from the campaign, where i would increase the daily budget on creative A for display image campaign and Video B on display video campaign. While for the keywords, i would pause the keywords that never returned any click or had a low click through rate with high cost per click.
- I would set up an A/B test with different videos that emotes different tones but targeted with the same keyword lists.

