Project 5:
Evaluate a Google Ads Campaign

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Campaign Approach

Description and Marketing

Objective

1. Campaign Approach

- Udacity has launched a campaign to advertise for the Digital Marketing Nanodegree Program
- The campaign is divided into two [ad groups](#), one targeting customers in the Awareness stage and one targeting customers in the Interest stage
- Each ad group uses responsive search ads, with multiple options for the ad headline and description
- When users click on an ad, they are taken to the [overview page](#) for the Digital Marketing Nanodegree Program, where they can click a button to download the program syllabus. This conversion has an estimated value of $5.

2. Marketing Objective

- The campaign's marketing objective is to gather at least 200 conversions (syllabus downloads), with a conversion rate of at least 10%

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Ad Groups

Ads and Keywords

Ad Group #1: Ads

Interest Digital Marketing Ad Group - Ad #1	1	2	3	4	5
Headline	Digital Marketing online course for beginners	Digital Marketing for beginners	Learn to become a Digital Marketer	Digital Marketing online course	Digital Marketing online training
Description	Take your first steps towards becoming a Digital Marketer! Online beginner Digital Marketing course.	Online course on foundations of Digital Marketing taught by industry professionals.	Are you looking for a Digital Marketing course? Look no further: Udacity Digital Marketing class for beginners.	An easy way to learn Digital Marketing: online basic class for future best marketers	

Interest Digital Marketing Ad Group - Ad #2	1	2	3	4	5
Headline	Digital Marketing Basics	Digital Marketing online training	Digital Marketing for beginners	Udacity Digital Marketing Resources	Become a Digital Marketer with Udacity
Description	Digital Marketing Basics | Digital Marketing resources from Udacity	See how to become a Digital Marketer	Take Your First Steps towards Becoming a Digital Marketer	Get all the basic knowledge on Digital Marketing that you need	

Data is also available in this spreadsheet

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Ad Group #2: Ads

Awareness Digital Marketing Ad Group - Ad #1	1	2	3	4	5
Headline	Digital Marketing Basics, all you need	Digital Marketing class	Digital Marketing for beginners	Udacity Digital Marketing Resources	Become a Digital Marketer
Description	Digital Marketing resources from Udacity	See what Digital Marketing is for and how to become a Digital Marketer	Take Your First Steps towards Becoming a Digital Marketer	Get all the basic knowledge on Digital Marketing that you need	

Awareness Digital Marketing Ad Group - Ad #2	1	2	3	4	5
Headline	Digital Marketing online course	Digital Marketing for beginners	Learn to become a Digital Marketer online	Digital Marketing online training	Digital Marketing course with Udacity
Description	Take your first steps towards becoming a Digital Marketer! Online beginner Digital Marketing course.	Online course on foundations of Digital Marketing taught by industry professionals.	Are you looking for a Digital Marketing course? Look no further: Udacity Digital Marketing class for beginners.	An easy way to learn Digital Marketing: online basic class for future best marketers	

Data is also available in this spreadsheet

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Ad Group #1: Keywords

Search keyword	Status	Match Type	Campaign	Ad group	Keyword max CPC	Currency
Best website for learning +marketing	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
Coursera digita marketing	Eligible	Phrase	Udacity_DMND	Interest Digital Marketing	$1.45	USD
Marketing course Udacity	Eligible	Phrase	Udacity_DMND	Interest Digital Marketing	$1.45	USD
+Digital marketing certificate	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
Best website to learn +digital marketing for free	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
Digital marketing learn online	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
+Digital marketing online training	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
+Digital marketing for +beginners	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
How to +learn +marketing	Low search volume	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
+Udemy +digital marketing	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
+Social media marketing +course	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
+Online marketing +course	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
+Social media marketing classes	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
Free +marketing courses	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
Marketing online course	Eligible	Phrase	Udacity_DMND	Interest Digital Marketing	$1.45	USD
Digital marketing course online free	Eligible	Phrase	Udacity_DMND	Interest Digital Marketing	$1.45	USD
+Marketing +online +tutorial	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
+Udacity +Digital Marketing	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
Marketing basics course online free	Low search volume	Phrase	Udacity_DMND	Interest Digital Marketing	$1.45	USD
+Digital marketing +tutorial basics	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD

Data is also available in this spreadsheet

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Ad Group #2: Keywords

Search keyword	Status	Match Type	Campaign	Ad group	Keyword max CPC	Currency
+Digital marketing basic	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+Social media marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+Marketing terms	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+Marketing for +beginners	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+Online marketing +basics	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
What is digital marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+Udacity +marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
How to become a +digital marketer	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
How to do social media marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+Digital marketing online class	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+How to do marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
Define +Digital marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
How to be a +social media marketer	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+Digital Marketer	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+Digital marketing terminology	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
What is marketing used for	Eligible	Phrase	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+Online marketing for +students	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+Digital marketing for +students	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
Study +digital marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
Study +online marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD

Data is also available in this spreadsheet

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Campaign Evaluation

Results, Analysis and
Recommendations

Key Results (Campaign)

Expand the table below to identify and fill in any campaign-level KPIs/metrics you feel will be relevant to your evaluation of the campaign's performance

Ad Group	Cost	Clicks	Impressions	Conversions	CPC	CTR	C/C	CR
Udacity DMND Campaign	$1,314.00	2391	111256	221	$0.55	2.15%	$5.95	9.24%

Campaign data is also available in this spreadsheet

To add columns to your table, right-click where you want to add the column and select either "insert column left" or "insert column right"

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Key Results (Ad Groups)

Expand the table below to identify and fill in any ad group-level KPIs/metrics you feel will be relevant to your evaluation of the campaign's performance

Ad Group	Cost	Clicks	Impressions	Conversions	CPC	CTR	C/C	CR
Ad Group 1: *Interest Digital Marketing*	$819.05	1553	72497	132	$0.53	2.14%	$6.20	8.50%
Ad Group 2: *Awareness Digital Marketing*	$494.95	838	38759	89	$0.59	2.16%	$5.56	10.62%
Total	$1,314.00	2391	111256	221	$0.55	2.15%	$5.95	9.24%

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Key Results (Ads)

Expand the table below to identify and fill in any ad-level KPIs/metrics you feel will be relevant to your evaluation of the campaign's

Ad	Cost	Clicks	Impressions	Conversions	CPC	CTR	C/C	CR
Ad Group 1, Ad 1	$458.25	991	40163	97	$0.46	2.47%	$4.72	9.79%
Ad Group 1, Ad 2	$360.80	562	32334	36	$0.64	1.74%	$10.02	6.41%
Ad Group 2, Ad 1	$335.60	619	28827	72	$0.54	2.15%	$4.66	11.63%
Ad Group 2, Ad 2	$159.35	219	9932	16	$0.73	2.20%	$9.96	7.31%

Key Results (Keywords)

Search keyword	Status	Match Type	Campaign	Ad group	Keyword max CPC	Currency	Cost	Clicks	Impressions	Conversions	CPC	CTR	C/C	CR
+Online marketing +course	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD	$317.10	534	26639	65	$0.59	2.00%	$4.88	12.17%
+Social media marketing +course	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD	$36.00	66	912	10	$0.55	7.24%	$3.60	15.15%
+Digital marketing certificate	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD	$23.10	48	894	8	$0.48	5.37%	$3.08	15.63%

Campaign Evaluation

Evaluate how successful the campaign was, based on the marketing objective

- Feel free to use "bullet points" for your analysis and add as many slides as you need.
- Include the following information in your answer (you can also review Lesson 6 in the SEM course for some additional guidance):
  - The campaign's return on investment (ROI), including identification of whether the campaign was ROI-positive or ROI-negative
    - ROI = (total conversion value - total cost)/total cost
  - Identify and calculate at least three relevant KPIs at the campaign, ad group, ad, and keyword level
  - Based on your KPI calculations, identify which three keywords performed the best, and explain your reasoning for the ones you selected
  - Based on your KPI calculations, make an inference about which keywords are subject to higher competition in Google Ads. Explain your reasoning and which KPIs you used to make your hypothesis.
  - An overview statement of how well or not well the campaign performed relative to its marketing objective, supported with evidence

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Campaign Evaluation

- ROI = (Total conversion value – Total cost) Total Cost= (221*5 - $1, 1314.00)/$1,1314)= $0.16.

   From this calculation, we are able to deduce that the ROI was negative, there was a loss of $0.16.

- **Relevant KPI for Campaign Level**

Campaign	Cost	Clicks	Impressions	Conversions	CPC	CTR	C/C	CR
Udacity_DMND	$1,314.00	2391	111256	221	$0.55	2.15%	$5.95	9.24%

- Cost Per Click (CPC) = Ad cost / number of clicks = $1,314.00/2391 = $0.55

- Cost Through Rate (CTR)= (Number of clicks / Number of Impressions) x 100% = (2391/111256) x 100% = 2.15%

- Cost per Conversion (C/C)= Ad cost / Conversions = $1,314.00/221 = $5.95

- Conversion Rate (CR)= (Conversions / Clicks) x 100% = (221/2391) x 100% = 9.24%

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Relevant KPI For Ad group

Campaign	Cost	Clicks	Impressions	Conversions	CPC	CTR	C/C	CR
Ad Group 1: Interest Digital Marketing	$819.05	1553	72497	132	$0.53	2.14%	$6.20	8.50%
Ad Group 2: Awareness Digital Marketing	$494.95	838	38759	89	$0.59	2.16%	$5.56	10.62%
Total	$1,314.00	2391	111256	221	$0.55	2.15%	$5.95	9.24%

- **Ad group 1**

Cost Per Click (CPC) = Ad cost / number of clicks = $819.05/1553 = **$0.53**

Cost Through Rate (CTR)= (Number of clicks / Number of Impressions) x 100% = (1553/72497) x 100% = **2.14%**

Cost per Conversion (C/C) = Ad cost / Conversions = $819.05/132 = **$6.20**

Conversion Rate (CR)= (Conversions / Clicks) x 100% = (132/1553) x 100% = **8.50%**

- **Ad group 2**

Cost Per Click (CPC) = Ad cost / number of clicks = $494.95/838 = **$0.59**

Cost Through Rate (CTR)= (Number of clicks / Number of Impressions) x 100% = (838/38759) x 100% = **2.16%**

Cost per Conversion (C/C) = Ad cost / Conversions = $494.95/89 = **$5.56**

Conversion Rate (CR)= (Conversions / Clicks) x 100% = (89/838) x 100% = **10.62%**

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Relevant KPI For Ad Level

Campaign	Cost	Clicks	Impressions	Conversions	CPC	CTR	C/C	CR
	$458.25	991	40163	97	$0.46	2.47%	$4.72	9.79%
Ad group 1, Ad 2	$360.80	562	32334	36	$0.64	1.74%	$10.02	6.41%
Ad group 2, Ad 1	$335.60	619	28827	72	$0.54	2.15%	$4.66	11.63%
Ad group 2, Ad 2	$159.35	219	9932	16	$0.73	2.20%	$9.96	7.31%

- **Ad group 1, Ad 1**

Cost Per Click (CPC) = Ad cost / number of clicks = $458.02/991 = **$0.46**

Cost Through Rate (CTR)= (Number of clicks / Number of Impressions) x 100% = (991/40163) x 100% = **2.47%**

Cost per Conversion (C/C) = Ad cost / Conversions = $458.25/97 = **$4.72**

Conversion Rate (CR)= (Conversions / Clicks) x 100% = (97/991) x 100% = **9.79%**

- **Ad group 2, Ad 1**

Cost Per Click (CPC) = Ad cost / number of clicks = $335.80/619 = **$0.54**

Cost Through Rate (CTR)= (Number of clicks / Number of Impressions) x 100% = (619/28827) x 100% = **2.15%**

Cost per Conversion (C/C) = Ad cost / Conversions = $335.80/72 = **$4.66**

Conversion Rate (CR)= (Conversions / Clicks) x 100% = (72/619) x 100% = **11.63%**

- **Ad group 1, Ad 2**

Cost Per Click (CPC) = Ad cost / number of clicks = $360.80/562 = **$0.64**

Cost Through Rate (CTR)= (Number of clicks / Number of Impressions) x 100% = (562/32334) x 100% = **1.74%**

Cost per Conversion (C/C)= Ad cost / Conversions = $360.80/36 = **$10.02**

Conversion Rate (CR)= (Conversions / Clicks) x 100% = (36/562) x 100% = **6.41%**

- **Ad group 2, Ad 2**

Cost Per Click (CPC) = Ad cost / number of clicks = $1,314.00/619 = **$0.54**

Cost Through Rate (CTR)= (Number of clicks / Number of Impressions) x 100% = (219/9932) x 100% = **2.20%**

Cost per Conversion (C/C) = Ad cost / Conversions = $159.35/16 = **$9.96**

Conversion Rate (CR)= (Conversions / Clicks) x 100% = (16/219) x 100% = **7.31%**

Relevant KPI For Best Performing Keywords

Keyword	Cost	Clicks	Impressions	Conversions	Keyword max CPC	CPC	CTR	C/C	CR
+Online marketing +course	$317.10	534	26639	65	1.45	$ 0.59	2.00%	$ 4.88	12.17%
+Social media marketing +course	$36.00	66	912	10	1.45	$ 0.55	7.24%	$ 3.60	15.15%
+Digital marketing certificate	$23.10	48	894	8	1.45	$ 0.48	5.37%	$ 3.08	15.63%

● **Keyword one = +Online marketing +course**

- Cost Per Click (CPC) = Ad cost / number of clicks = $317.10/534 = **$0.59 < than keyword max CPC**

- Cost Through Rate (CTR)= (Number of clicks / Number of Impressions) x 100% = (534/26639) x 100% = **2.0% High CTR**

- Cost per Conversion (C/C)= Ad cost / Conversions = $317.10/65 = **$4.88 < estimated conversion value of $5**

- Conversion Rate (CR)= (Conversions / Clicks) x 100% = (65/534) x 100% = **12.2% > Expected conversion rate of 10%**

Relevant KPI For Best Performing Keywords

- **Keyword Two: +Social media marketing +course**

- Cost Per Click (CPC) = Ad cost / number of clicks = $36.00/66 = **$0.55 < than keyword max CPC**

- Cost Through Rate (CTR)= (Number of clicks / Number of Impressions) x 100% = (66/912) x 100% = **7.2% High CTR**

- Cost per Conversion (C/C)= Ad cost / Conversions = $36.00/66 = **$3.60 < estimated conversion value of $5**

- Conversion Rate (CR)= (Conversions / Clicks) x 100% = (10/66) x 100% = **15.2% > Expected conversion rate of 10%**

- **Keyword Three: +Digital marketing certificate**

- Cost Per Click (CPC) = Ad cost / number of clicks = $23.10/48 = **$0.48 < than keyword max CPC**

- Cost Through Rate (CTR)= (Number of clicks / Number of Impressions) x 100% = (48/894) x 100% = **5% High CTR**

- Cost per Conversion (C/C)= Ad cost / Conversions = $23.10/8 = **$3.08 < estimated conversion value of $5**

- Conversion Rate (CR)= (Conversions / Clicks) x 100% = (8/48) x 100% = **16.7% > Expected conversion rate of 10%**

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Keyword with Higher Competitions

Ad group	Keyword max CPC	Currency	Cost	Clicks	CTR	CPC
Awareness Digital Marketing	$1.45	USD	$110.10	78	4%	$1.41
Interest Digital Marketing	$1.45	USD	$144.95	220	4%	$0.66
Interest Digital Marketing	$1.45	USD	$147.30	222	4%	$0.66
Awareness Digital Marketing	$1.45	USD	$58.80	60	4%	$0.98
Interest Digital Marketing	$1.45	USD	$6.90	6	1%	$1.15

● Keywords being bid on by a lot of advertisers are those with higher competition in google ads, hence, they have very high Cost Per Click.

Overview Statement of the Performance of the Campaign

The objective of this Campaign Marketing is to gather at least 200 conversions (syllabus downloads), with a conversion rate of at least 10%.
The campaign had an estimated conversion value of $5.

Result shows that the campaign had a conversion of 221, incurred a cost per conversation value of $5.95 (expected conversion value of $5), and a conversion rate of 9.24% (<expected conversion rate of 10%). Comparing the campaign results with the campaign objectives, the campaign did not perform well. Hence, I can say, the objectives of this campaign were not fulfilled.

Recommendations for future campaigns

Imagine you are tasked with running an improved version of this campaign, with the same marketing objective. What recommendations would you make to improve the campaign, based on your evaluation of its past performance?

- Provide at least three recommendations
- Feel free to use "bullet points" for your analysis and add as many slides as you need
- The following prompts can help you structure your answer, but feel free to think beyond these as well:
  - Would you focus on certain ad groups, ads, keywords, or keyword match types? If so, which ones and why?
  - Would you change any of your existing ad headlines or descriptions, or add any new ones? What would you change/add and why?
  - Would you change any of your existing keywords or match types, or add any new ones? What would you change/add and why?
  - Would you set up an A/B test, and if so, how would you go about it?

Recommendations

- Ad group 2 (Awareness Digital Marketing) performed far better than ad group one; it had a higher CTR of 2.16% and CR of 10.62%, hence I would allocate more budget to it, as it stands in the position of bringing more traffic to the Udacity website.

- Since Ad group 1 (Interest Digital Marketing) did not yield much result, I would optimize Ad group 1 in order to achieve the campaign objectives. To optimize this campaign, I will create another Ad Variation to match against Ad group 1, by modifying the picture attached or the heading to "Complete Guide to Digital Marketing".

- In order to ascertain the major reason why Ad group 2 was more productive, maybe as a result of the Ad description. I will set up an A/B test on Ad group 2. results from this test will be effected ino improving Ad group 1.