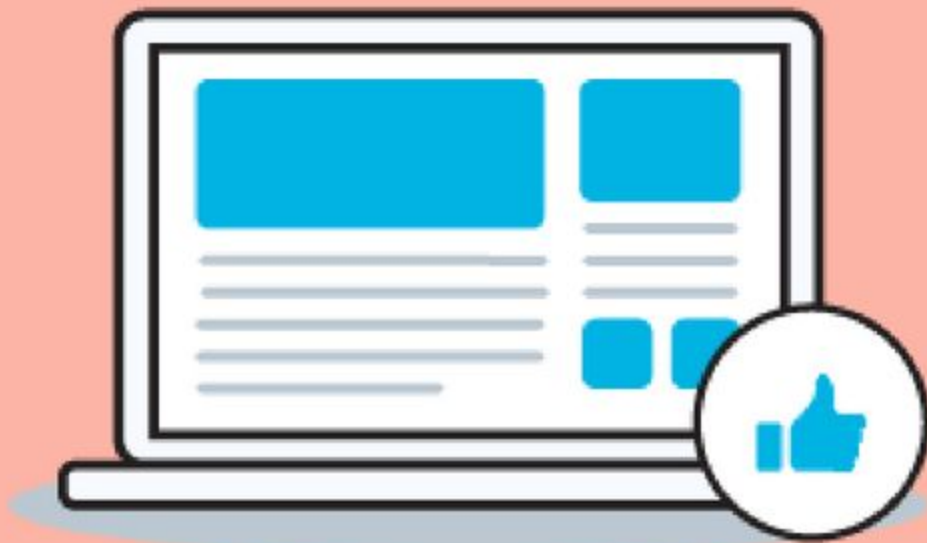# Project 6
Evaluate a Display Campaign

Johnbull Owenvbugie

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.

Campaign: We want to aggressively grow the program, but, we want to do it without losing money.

Formulas:

Conversion Assumption: 0.2% Conversion via Landing page

Calculating #of Sign Ups: Clicks to the landing page *0.002 = # of Student Sign Ups

Note: Please round to the nearest whole number
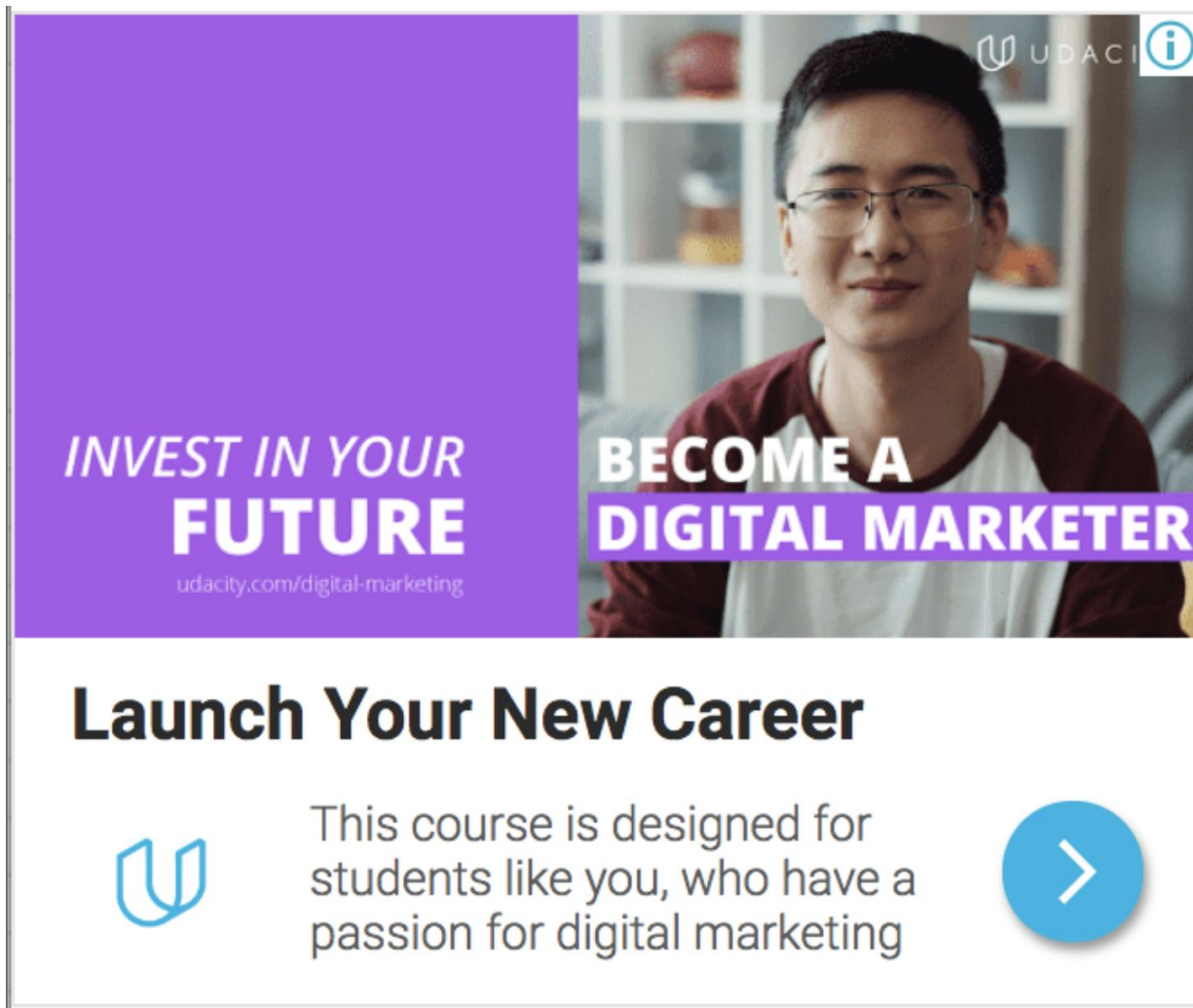
CPA: Cost of Campaign/# sign ups = CPA

Note: Please round to the nearest cent

ROI: [(299 Profit) - CPA] * # of Student Sign Ups = ROI

DIGITAL MARKETING
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Part 1

Evaluate a Display

Image Campaign

Display Image Campaign: Overall Results

Find below the overall results of the Display Image Campaign targeting the Affinity Audience. The Affinity Audience consisted of Business Professionals Social Media Enthusiasts.

Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC
Campaign ended	$3.00 (enhanced)	--	1,243	200,957	0.62%	$0.36

Results:
Calculate the ROI

What was the overall ROI of the campaign? Was it Positive or Negative?

The overall ROI of the campaign was +149.05. Hence the campaign overall ROI was positive

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	1,243	200,957	0.62%	$0.36
Cost	**Conversion Rate**	**# New Students**	**CPA**	**ROI +/-**
$448.95	0.2%	2	$224.48	+ 149.04

How would you optimize this campaign?

Suggestion 1: change of Ad Copy's headline

Business Professionals Social Media Enthusiasts was the target audience of the campaign. The add copy could be, rephrase to "Acquire Industry-demand Skills" that would as this is suitable for those already employed who want to advance in their careers.

Suggestion 2: Change Ad target audience: the targeting audience of the campaign could be expaneded to reach out to more people who are generally interested in digital marketing

Suggestion 3: Conduct A/B testing on weather a change in the Ad copy headline would affect the campaign performance as against the current Ad copy headline

Part 2

Evaluate a Display

Image Campaign

Display Image Campaign:
Site Targeting

Find below the overall results of the Display Image Campaign targeting placements (site targeting). This audience consists of the Digital Marketing partners' landing pages.

us	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type
paign ed	$5.00 (enhanced)	--	407	67,833	.6%	$0.57	$231.99	Display

Results: Calculate the ROI

1. What was the overall ROI of the campaign? Was it Positive or Negative?
   The overall ROI was +$67.01, hence the ROI was positive.

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	407	67833	0.6%	$0.57

Cost	Conversion Rate	# New Students	CPA	ROI +/-
$231.99	0.2%	1	$231.99	+$67.01

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How would you optimize this campaign?

Provide at least three suggestions to improve this campaign. (Answers might include things like: A/B testing, different creative, changes to targeting etc...)

Suggestion 1: change Ad Copy (description)

The Ad copy description might be catchy to students, however it is at odds with the image and long quotation from the expert. Use a student image and change the description to anchored by industry experts

Suggestion 2: Add short text testimonial of one or two previous student who successfully graduated from the program
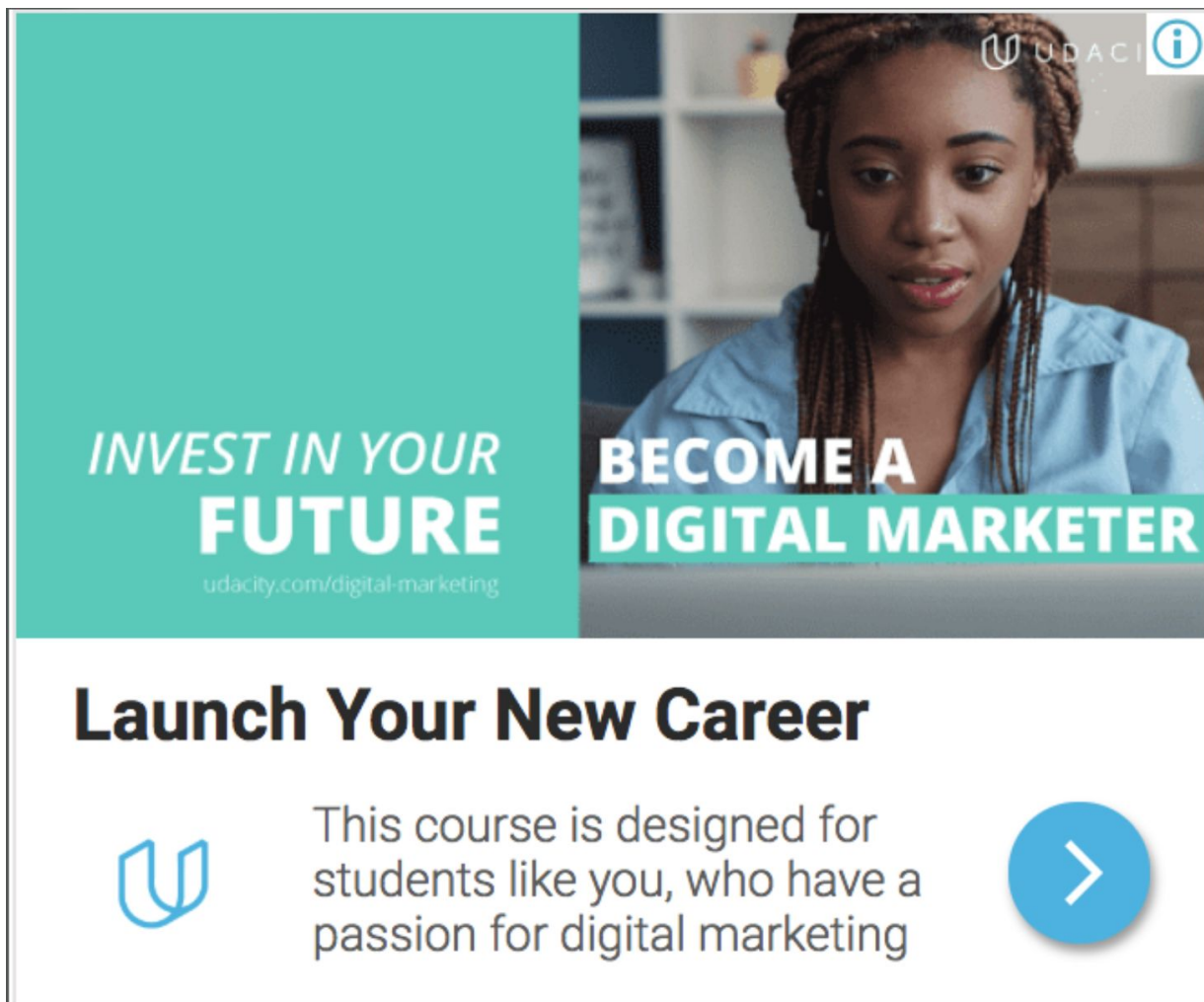
Suggestion 3: Change Ad Copy quotation.

The quotation should be descriptive and concise so that people can quickly go go through them Try using something like Digital marketing, one of the most sort after in-demand skills by every industry.

DIGITAL MARKETING
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Part 3

Evaluate a Display

Image Campaign

Display Image Campaign:
Overall Results

Review below the overall results of the Display Image Campaign targeting visitors to the Digital Marketing Nanodegree Program landing page

		Ad group	Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type
☐	⏸	Remarketing	Campaign ended	$3.00 (enhanced)	--	670	109,994	.61%	$0.35	$234.50	Display

Results: Calculate the ROI

What was the overall ROI of the campaign? Was it Positive or Negative?

The overall ROI of the campaign was +$64.5 hence the campaign was positive.

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	670	109, 994	0.61%	$0.35
Cost	Conversion Rate	# New Students	CPA	ROI +/-
$234.50	0.2%	1	$234.50	+$64.5

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How would you optimize this campaign?

Suggestion 1: Change the Ad copy

Change the ad copy to Register now to become a digital marketer because this Add is focused on consumer in the interest stage, therefore

Suggestion 2: A/B test Ad Creatives

Use an impersonal image , rather than the female image which might be appealing to females only. Using a non-gender specific image can appeal to more4 audience.

Suggestion 3: A/B test colors

To encourage enrollment, include a sign up button with a more brighter colour like red or orange colour

Part 4

Results, Analysis, and Recommendations

Which campaign performed the best? Why?

The best performing campaign among the three campaign was campaign one (Affinity Audience). This is because it had the highest clicks of 1247 as against 407 and 670 for the second and third campaign respectively. It also had the highest of student sign (2) due to the clicks as against (1) of both Ad 2 and 3. Finally its ROI was positive ($149.05) and > than Ad 2 and Ad 3 ROI of $67.01 and $64.5 respectively

Recommendations for future campaigns

- I would focus on a certain Ad campaign (Affinity Audience) because it performed better having the highest ROI, so I would focus the campaign budget on that ad group because a higher and positive ROI translates to more campaign success.

- I would also create new Ads with Ad Creatives showing impersonalized images about digital marketing that all genders can relate to and check how they work in A/B test .

- I would also do A/B test colors and adjust them in the landing page to make a comprehensive smooth change from promotion to product

- I would include call to action like Register now to be a digital marketer in bold and bright colours like Red or orange in the Ad