



Project 5: Run an AdWords Campaign (Part 1)

Campaign Overview

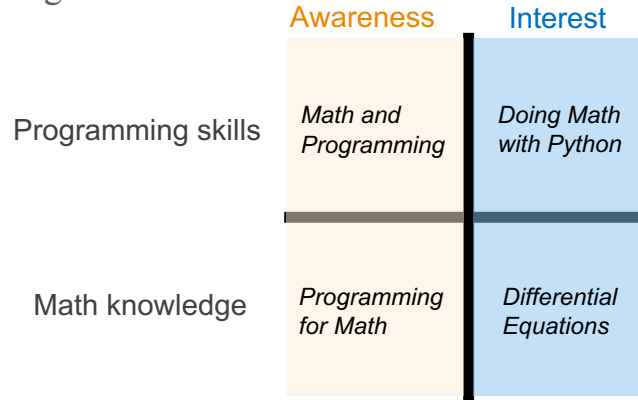


Campaign Approach

Description, Marketing Objective & KPI

1. Approach Description

Differential Equations in Action is the course assignment for this campaign, and the target location is United Kingdom. To gain new enrollment, I first divide prospective students in two ad group: **awareness** and **interest**. Because Differential Equations in Action is an interdisciplinary course that require the use of math and programming, I further divide the prospective students who are already have skills in either programming or math. Below is the diagram of my segmentation with the ad title I used:



Awareness: For awareness ad group, I use broader term such as “programming” and “math” to attract people that might not even thinking about learning differential equations or python languages.

Interest: For interest ad group, I use more specific description such as “Doing Math with Python” or “Differential Equations” that should attract students who already want to learn these subjects.

2. Marketing Objective & KPI

Objective:

To attract prospective students to Udactiy's high-quality free education through enrollment of *Differential Equations in Action* course. The main objective is to gain 10 enrollment with a maximum budget of \$100 and \$15 daily budget over 5 days.

Primary KPI:

The number of enrollment during the campaign span.





Ad Groups

Ads and Keywords

Ad Group #1: Awareness – Differential Equations in Action

Math and Programming - Enroll Our Free Courses

Ad udacity.com/differential/equations

Learn Python programming language to solve real-life math problems!

Programming for Math - Differential Equations Course

Ad udacity.com/differential/equations

Learn Python programming language to solve real-life math problems!

Keyword List:

application of partial differential equation
basic differential equations
diff eq
differential equations videos
differentiation maths
how to do differential equations
intro to differential equations
Online differential equations class
Partial differential equations

Partial differntial equations
Python differential equation
Solving equations website
system of differential equations solver
Use of differential equations
What is partial differntial equation
python differential equation
python ode solver
differential equations python book

solving partial differential equations
in python
software for solving differential equations
math programming language
math for programmers book

Ad Group #2: Interest – Differential Equations in Action

Differential Equations - Free Online Courses

Ad udacity.com/differential/equations

Write Python code to solve differential equations in real-life situations!

Doing Math with Python - Differential Equations Course

Ad udacity.com/differential/equations

Apply your Python skills to differential equations in real-life situations!

Keyword List:

application of partial differential equation
basic differential equations
diff eq
differential equations online course
community college
differential equations videos
differentiation maths
intro to differential equations
multivariable differential equation

numerical methods for partial differential
equations
numerical partial differential equations
numerical partial differential equations
online differential equations class
partial differential equations
partial differential equations
python differential equation
python ode solver

differential equations python book
solving partial differential equations
in python
software for solving differential equations



Appendix

Screenshots for Reference

Campaign Settings

All campaigns > C59904-Younyeong

Overview

Opportunities

Ad groups

Ads & extensions

Landing pages

Keywords

Audiences

Demographics

Settings

Locations

Ad schedule

Devices

Advanced bid adj.

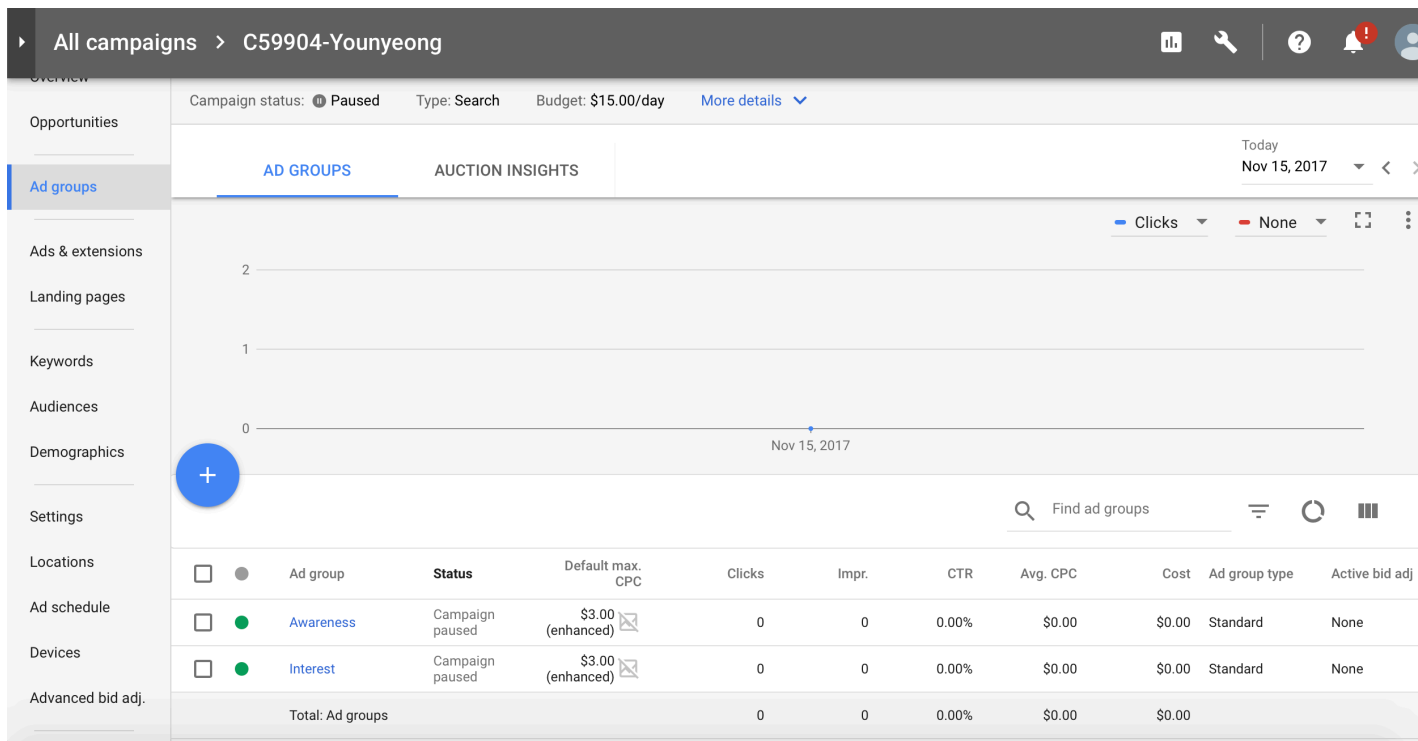
Campaign status: Paused Type: Search Budget: \$15.00/day [More details](#) ▼

Settings

| | | |
|---------------------|--|---|
| Campaign name | C59904-Younyeong | ▼ |
| Campaign status | Paused | ▼ |
| Goal | No goal selected | ▼ |
| Networks | Google Search Network, Search partners | ▼ |
| Locations | United Kingdom (country) | ▼ |
| Languages | English | ▼ |
| Bidding | CPC (enhanced) | ▼ |
| Daily budget | \$15.00/day | ▼ |
| Start and end dates | Start date: November 17, 2017 End date: Not set | ▼ |
| Dynamic Search Ads | Get automated search targeting and customized ad headlines based on your website | ▼ |



Ad Groups



Keywords

All campaigns > C59904-Younyeong

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Campaign status: Paused Type: Search Budget: \$15.00/day [More details](#)

SEARCH KEYWORDS

NEGATIVE KEYWORDS

MORE

Today

Nov 15, 2017

<

>

+

Find keywords

| <input type="checkbox"/> | <input checked="" type="radio"/> | Keyword | Ad group | Status | Max. CPC | Policy details | Final URL | Clicks | Impr. | CTR | Avg. CPC |
|---------------------------------|----------------------------------|--|-----------|-----------------|-------------------|----------------|-----------|--------|-------|-------|----------|
| Total: All but removed keywords | | | | | | | | 0 | 0 | 0.00% | \$0.00 |
| <input type="checkbox"/> | <input checked="" type="radio"/> | differential equations online course community college | Interest | Campaign paused | \$3.00 (enhancer) | Approved | — | 0 | 0 | 0.00% | \$0.00 |
| <input type="checkbox"/> | <input checked="" type="radio"/> | differential equations python book | Awareness | Campaign paused | \$3.00 (enhancer) | Approved | — | 0 | 0 | 0.00% | \$0.00 |
| <input type="checkbox"/> | <input checked="" type="radio"/> | differential equations python book | Interest | Campaign paused | \$3.00 (enhancer) | Approved | — | 0 | 0 | 0.00% | \$0.00 |
| <input type="checkbox"/> | <input checked="" type="radio"/> | differential equations videos | Awareness | Campaign paused | \$3.00 (enhancer) | Approved | — | 0 | 0 | 0.00% | \$0.00 |
| <input type="checkbox"/> | <input checked="" type="radio"/> | differential equations videos | Interest | Campaign paused | \$3.00 (enhancer) | Approved | — | 0 | 0 | 0.00% | \$0.00 |
| <input type="checkbox"/> | <input checked="" type="radio"/> | differentiation math | Awareness | Campaign paused | \$3.00 (enhancer) | Approved | — | 0 | 0 | 0.00% | \$0.00 |



Ads & Extensions

| All campaigns > C59904-Younyeong | | | | | | | | | | |
|----------------------------------|---|---|-----------------|---------------------------|------------------|--------|-------|-------|----------|-------|
| Overview | Campaign status: Paused Type: Search Budget: \$15.00/day More details ▼ | | | | | | | | | |
| Opportunities | Today Nov 15, 2017 ◀ ▶ | | | | | | | | | |
| Ad groups | <div>ADS EXTENSIONS AUTOMATED EXTENSIONS MORE ▼</div> | | | | | | | | | |
| Ads & extensions | <div><div><div>+</div></div><div><div>Find ads</div><div><div>≡</div><div>🔄</div><div>▮▮▮</div><div>⋮</div></div></div></div> | | | | | | | | | |
| Landing pages | <input type="checkbox"/> | ● Ad | Status | Ad group | Ad type | Clicks | Impr. | CTR | Avg. CPC | Co |
| Keywords | <input type="checkbox"/> | ● Differential Equations Free Online Courses udacity.com/differential/equations Write Python code to solve differential equations in real-life situations! | Campaign paused | Interest | Expanded text ad | 0 | 0 | 0.00% | \$0.00 | \$0.0 |
| Audiences | <input type="checkbox"/> | ● Doing Math with Python Differential Equations Course udacity.com/differential/equations Apply your Python skills to differential equations in real-life situations! | Campaign paused | Interest | Expanded text ad | 0 | 0 | 0.00% | \$0.00 | \$0.0 |
| Demographics | <input type="checkbox"/> | ● Math and Programming Enroll Our Free Courses udacity.com/differential/equations Learn Python programming language to solve real-life math problems! | Campaign paused | Awareness | Expanded text ad | 0 | 0 | 0.00% | \$0.00 | \$0.0 |
| Settings | <input type="checkbox"/> | ● Programming for Math Differential Equations Course udacity.com/differential/equations Learn Python programming language to solve real-life math problems! | Campaign paused | Awareness | Expanded text ad | 0 | 0 | 0.00% | \$0.00 | \$0.0 |
| Locations | <input type="checkbox"/> | ● | | | | | | | | |
| Ad schedule | <input type="checkbox"/> | ● | | | | | | | | |
| Devices | <input type="checkbox"/> | ● | | | | | | | | |
| Advanced bid adj. | <input type="checkbox"/> | ● | | | | | | | | |
| Total: All but removed ads | | | | | | 0 | 0 | 0.00% | \$0.00 | \$0.0 |

