Background:

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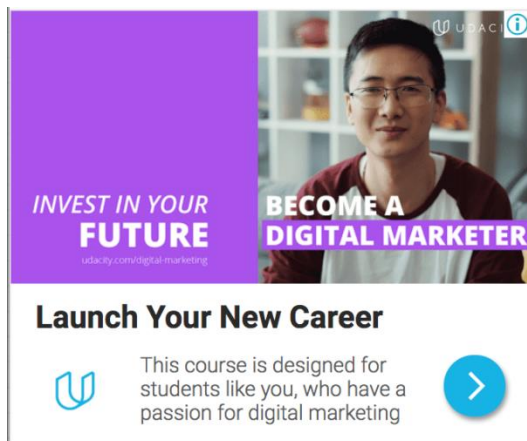ROI: [(299 Profit) - CPA] * # of Student Sign Ups = ROI

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.

		Ad group ↑	Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type	Active bid adj
☐	●		Status	Default max. CPC		Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type	Active bid adj
☐	ⓘ	Affinity Audience	Campaign ended	$3.00 (enhanced)	–	1,243	200,957	0.62%	$0.36	$448.95	Display	None

Results:

Calculate the ROI

1. Present the results of the overall campaign by completing the table below.

CREATIVE	CLICKS	IMPRESSIONS	CTR	Avg CPC
	1,243	2000,957	0.62%	$0.36
COST	Conversion Rate	# New Students	CPA	ROI +/-
$448.95	0.2%	2.0	224	75

2. Highlight Key Results

Assuming a 0.2% Conversion, the cost per every sign up was $224

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

Assuming a $299 profit per student sign up, the campaign showed a positive ROI of $75

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)

Suggestion 1:

It is very difficult to improve such a very structured campaign, I would rather try to improve the conversion rate which seems very low. I would try to incorporate a directed promotion or special discount to students that fulfill specific conditions.

Suggestion 2:

I would review the project's persona to see if the creative matches with it main feature; for instance, the student in the ad seems a little young and maybe out of the acquisitive range.

Suggestion 3:

I believe that the campaign is right targeting people thinking about what career to pursue, but I would suggest and A/B test using different keywords, this time people with other objective in mind, for instance, selling their products on eBay or Amazon.
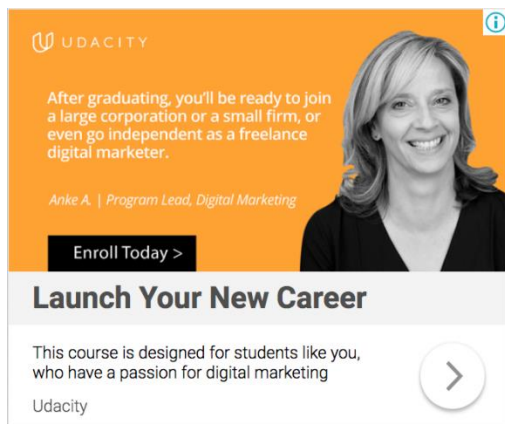
Part 2

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.

	Ad group ↑	Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type	Active bid adj
◑	Site Targeting	Campaign ended	$5.00 (enhanced)	--	407	67,833	.6%	$0.57	$231.99	Display	None

Results: Calculate the ROI

1. Present the results of the overall campaign by completing the table below.

CREATIVE	CLICKS	IMPRESSIONS	CTR	Avg CPC
	407	67.833	0.6%	$0.57
COST	Conversion Rate	# New Students	CPA	ROI +/-
$231.99	0.2%	1	232	67

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

Assuming a $299 profit per student sign up, the campaign showed a positive ROI of $67

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:

Again, this is a very structured and effective campaign, I would focus in to improving the conversion rate. In this case, I would try to incorporate a free 30 days trial to engage undecided students.

Suggestion 2:

I would take a look at the keywords to confirm that not only students are being targeted but also small business owners.

Suggestion 3:

In accord with suggestion 2, I would suggest and A/B test using two different sets of keywords, one set targeting potential marketing professionals and another set targeting small business owners.
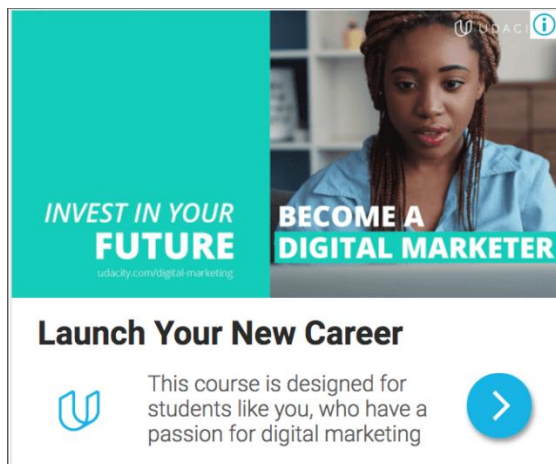
Part 3

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

1. Present the results of the overall campaign by completing the table below.

CREATIVE	CLICKS	IMPRESSIONS	CTR	Avg CPC
	670	109.994	.61%	$0.35
COST	Conversion Rate	# New Students	CPA	ROI +/-
$234.5	0.2%	1	235	64

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

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:

In my attempt to improve conversion rate and considering that this Display Image campaign is focused in remarketing, I would to incorporate a time limit benefit (promotion or free 30 days trial) to bring about a sense of scarcity to undecided potential students.

Suggestion 2:

Since the purpose is remarketing, I wouldn't focus too much in adding new keywords but trying to identify which are the most productive and try not to spread the budget in the others.

Suggestion 3:

In my personal opining, the potential student should display a sense of adventure or confidence (instead of insecurity).

Part 4

Results, Analysis, and Recommendations

Which campaign performed the best? Why

Considering the 3 campaigns below, state which one had the best performance and why.

Although results were not too different, Affinity Audience performed the best. It did not only provide the higher ROI but also received more clicks and the CPC was the second lowest.

Recommendations for future campaigns

Imagine you had additional budget, given your campaign evaluation, how would you use it?

I would focus in the Affinity Audience campaign and probably dismiss the Site Targeting campaign. I would preform an A/B test. As mentioned, I believe that the campaign is right targeting people thinking about what career to pursue, but I would suggest he A/B test to see if is worthwhile to include a larger base of potential students.

To perform the A/B test, I would temporally select a completely different persona (for instance, a small business entrepreneur eager to learn how to sell his products online). Then, I would configure two different sets of keywords, one set targeting potential marketing professionals and another set targeting small business entrepreneurs.

I would also design two different creatives, the second one directed to appeal a maybe older entrepreneur (not so student looking). I would try to match the creatives with the the project's persona; for instance, I would try to match age and acquisitive range. Also, the ad should display a student with a sense of adventure or confidence (not so insecure).

As mentioned before, I would also try to improve on the conversion rate which looks rather low (making the effort of obtaining clicks harder). In this attempt, I would try to incorporate a free 30 days trial to

engage undecided students. I would also to incorporate a time limited benefit to bring about a sense of scarcity to help undecided potential customers.