

# **DM2004 Online Advertising and Analytics**

## **Assignment**

**Student Name:**

**Date:**

**Student NRIC / FIN No.**

# Campaign Level Activity 1/7



Screenshot and paste below the Campaign Objective Setup as per required in the scenario

What's your campaign objective?

Choose your objective

Select an objective to tailor your experience to the goals and settings that will work best for your campaign

 <b>Sales</b> Drive sales online, in app, by phone or in store	 <b>Leads</b> Get leads and other conversions by encouraging customers to take action	 <b>Website traffic</b> Get the right people to visit your website	 <b>App promotion</b> Get more installs, engagement and pre-registration for your app
 <b>Awareness and consideration</b> Reach a broad audience and build interest in your products or brand	 <b>Local shop visits and promotions</b> Drive visits to local shops, including restaurants and dealerships.	 <b>Create a campaign without guidance</b> You'll choose a campaign next	

# Campaign Level Activity 2/7



Screenshot and paste below the Campaign Type Setting as per required in the Scenario

Select a campaign type

**Search**  
Generate leads on Google Search with text ads

**Demand Gen**  
Drive demand and conversions on YouTube, Google Display Network and more with image and video ads

**Video**  
Generate leads on YouTube with your video ads

**Performance Max**  
Generate leads by reaching the right people wherever they're browsing with ads on Google Search, YouTube, Display and more [See how it works](#)

**Display**  
Reach potential customers across 3 million sites and apps with your creative

**Shopping**  
Promote your products from Merchant Center on Google Search with Shopping ads

# Campaign Level Activity 3/7



Screenshot and paste below the Campaign Goal (**Note: Just provide a dummy Singapore Phone number/Not a real one**)

Select the ways you'd like to reach your goal [?](#)

Website visits

Phone calls

[?](#)

Example: 6123 4567

Shop visits

Lead form submissions

Add lead form on the next step

# Campaign Level Activity 4/7



Screenshot and paste below the Campaign Name as per required in the Scenario

Campaign name

BM\_Search\_Tuition\_SG\_2026

# Campaign Level Activity 5/7



Screenshot and paste below the Bidding Strategy as per required in the scenario

Bidding

Bidding

What do you want to focus on? [?](#)

Set a target cost per action (optional)

Alternative bid strategies like portfolios are available in settings after you create your campaign

Customer acquisition

Only bid for new customers

Your campaign will be limited to only new customers, regardless of your bid strategy

By default, your campaign bids equally for new and existing customers. However, you can configure your customer acquisition settings to optimise for acquiring new customers. [Learn more about customer acquisition](#)



# Campaign Level Activity 6/7

Screenshot and paste below the Campaign Settings (Network: Google Search Network Display Only (Exclude Display) Location: Singapore, Language: English) as per required in the scenario

**Campaign settings**

To reach the right people, start by defining key settings for your campaign

**Networks**

- Google search partners network (recommended)  
Ads can appear near Google search results and on other [Google search partners](#) websites when people search for terms that are relevant to your keywords. Search partners can include hundreds of non-Google websites, parked domains, as well as YouTube and other Google Sites.
- Google Display Network (recommended)  
Ads can appear on relevant sites, videos, and apps across Google (like YouTube) and the Internet when you have leftover Search budget

**Locations**

Select locations for this campaign [?](#)

- All countries and territories
- Singapore
- Enter another location

[Location options](#)

**Languages**

Select the languages that your customers speak. [?](#)

Start typing or select a language

Based on your targeted locations, you may want to add these languages:

- Chinese (simplified)

Add All

English X



# Campaign Level Activity 6/7

Screenshot and paste below the Audience Segment [Parents of Teens (12-17 years)]

Audience segments ^

Select audience segments to add to your campaign. You can create new Your data segments by clicking on **+ New segment** in the Search tab. ?

Search	Browse	
<a href="#">Who they are</a>		Detailed demographics
<input type="checkbox"/> Parents of Primary-Schoolers (5-11 years)		Parental Status > Parents <b>Parents of Teens (12-17 years)</b> <span style="float: right;">×</span>
<input checked="" type="checkbox"/> Parents of Teens (12-17 years)		
Marital Status		▼
Education		▼
Home-ownership Status		▼
Employment		▼

**Targeting setting for this campaign ?**

**Targeting**  
Narrow the reach of your campaign to the selected segments, with the option to adjust the bids

**Observation (recommended)**  
Don't narrow the reach of your campaign, with the option to adjust the bids on the selected segments



# Campaign Level Activity 7/7

Screenshot and paste below the Ad Rotation (Optimize) and More Settings (Start Date: February 28, 2026, Ad Schedule: All Day))

Start and end dates      Start date: 28 February 2026      End date: Not set

 [More settings](#)

Ad rotation	Optimise: Prefer best performing ads
Ad schedule	All day
Campaign URL options	No options set
Page feeds	Add page feeds to your campaign



# Ad Group Level Activity 1/7

Screenshot and paste below the set Ad Group 1 Name as per required in the Scenario

Primary\_Tuition

< 1 of 1 >

Ad groups help you organise your ads around a common theme. For the best results, focus your ads and keywords on one product or service.



# Ad Group Level Activity 2/7

Screenshot and paste below the set Ad Group 1 Keywords and the Campaign Optimization Score

Add details to match your ads to the right searches

**Keywords**

Get keyword suggestions (optional)  
Google Ads can find keywords for you by scanning a web page or seeing what's working for similar products or services

Final URL

Enter products or services to advertise

Enter keywords  
Keywords are words or phrases that are used to match your ads with the terms people are searching for ⓘ

primary tuition singapore  
primary math tuition  
primary science tuition  
tuition centre for primary school  
best primary tuition  
primary tuition near me

**92.8%**

Campaign optimisation score ⓘ

✓

**Weekly estimates**  
Estimates are based on your keywords and daily budget ⓘ

**Primary\_Tuition**

Weekly conv.	Cost/Conv.
13	SGD33.51

**Weekly cost**  
SGD455.77



# Ad Group Level Activity 3/7

Screenshot and paste below the Matching Type of Ad Group 1 Keywords (2 Phrase Match, 2 Exact Match and 1 Broad Match) as per required in the scenario

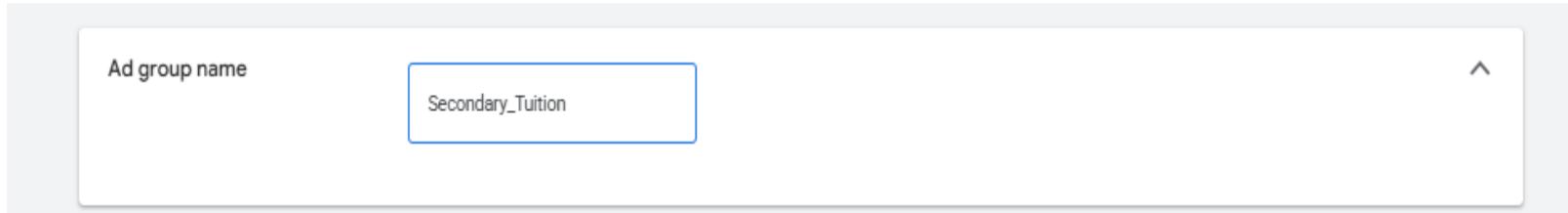
The screenshot shows the Google Ads interface with the 'Keywords' tab selected. The table displays the following data:

Keyword	Match type	Status	Conversions	Cost / con
primary math tuition	Broad match	Not eligible Campaign is pending	0.00	SGD0.00
'primary science tuition'	Phrase match	Not eligible Campaign is pending, Under review	—	
"primary tuition singapore"	Phrase match	Not eligible Campaign is pending, Under review	—	
[best primary tuition]	Exact match	Not eligible Campaign is pending, Under review	—	
[tuition centre for primary school]	Exact match	Not eligible Campaign is pending, Under review	—	
primary tuition near me	Broad match	Not eligible Campaign is pending	0.00	SGD0.00



# Ad Group Level Activity 4/7

Screenshot and paste below the Ad Group 2 Name as per required in the Scenario

A screenshot of a user interface for managing advertising groups. On the left, there is a label "Ad group name". To its right is a text input field containing the text "Secondary\_Tuition", which is highlighted with a thin blue border. In the top right corner of the input field is a small upward-pointing arrow icon.



# Ad Group Level Activity 5/7

Screenshot and paste below the Ad Group 2 Keyword Settings as per required in the Scenario

The screenshot shows the Google Ads interface with the left sidebar expanded. The 'Keywords' section is selected under 'Audiences, keywords and content'. The main area displays a table of keywords for an ad group named 'Secondary\_Tuition'. The table includes columns for Keyword, Match type, and Status. Most keywords have a status of 'Not el' (not eligible) with a 'Camp review' link.

Keyword	Match type	Status
o level tuition centre	Broad match	Not el Camp review
secondary math tuition	Broad match	Not el Camp review
secondary science tuition	Broad match	Not el Camp review
secondary tuition singapore	Broad match	Not el Camp review
best secondary tuition ↕	Broad match ↕	Not el Camp review
secondary tuition near me	Broad match	Not el Camp review



# Ad Group Level Activity 6/7

Screenshot and paste below the Ad Group 2 Negative keywords set-up

The screenshot shows the Google Ads interface with the following details:

- Left Sidebar:** Shows navigation categories like Create, Campaigns, Goals, Tools, Billing, Admin, and Audiences, keywords and content.
- Header:** Google Ads logo, search bar, and a message: "New form of payment required - Your current payment methods can't be charged."
- Top Bar:** Overview, Recommendations, Insights and reports, Campaigns (selected), Goals, Tools, Billing, Admin.
- Campaign Selection:** View (2 filters) dropdown set to All campaigns, Campaign dropdown set to BM\_Search\_Tuition\_SG\_2026, Ad group dropdown set to Secondary\_Tuition.
- Status:** Enabled, Status: Not eligible, Type: Standard, Ad group settings.
- Keywords Tab:** Keywords (selected), Negative keywords, URL inclusions, URL exclusions.
- Negative Keywords Table:**

Negative keyword ↑		Added to
<input type="checkbox"/>	free	BM_Search_Tuition_SG_2026 > Secondary_Tuition
<input type="checkbox"/>	jobs	BM_Search_Tuition_SG_2026 > Secondary_Tuition
<input type="checkbox"/>	pdf	BM_Search_Tuition_SG_2026 > Secondary_Tuition
<input type="checkbox"/>	online course	BM_Search_Tuition_SG_2026 > Secondary_Tuition
<input type="checkbox"/>	tutor salary	BM_Search_Tuition_SG_2026 > Secondary_Tuition



# Ad Group Level Activity 7/7

Screenshot and paste below the Ad Group 1 and Ad Group 2 Lists

The screenshot shows the Google Ads interface. The left sidebar navigation includes: Create, Campaigns (selected), Goals, Tools, Billing, Admin, and various dropdown menus for Insights and reports, Campaigns, Ads, Experiments, Assets, Audiences, keywords and content, and Keywords. The main content area displays the 'Ad groups' section for the campaign 'BM\_Search\_Tuition\_SG\_2026'. Key metrics shown are: Impr. 0 (up 0), Cost SGD0.00 (up SGD0.00), and Com 0. The date range is set to 17 Jan 2026. A filter section at the bottom allows selecting 'Ad group', 'Primary\_Tuition', or 'Secondary\_Tuition'. A large blue '+' button is visible in the center of the chart area.



# Ad Level Activity 1/4

Screenshot and paste below the set Ad Level (Final URL:  
<https://www.brightmind.com>, Call No.: 86571111)

Final URL ② ^

Final URL —  
<https://www.brightmind.com>

This will be used to suggest assets for your ad

Display path ② ^

www.brightmind.com

/  /   
0 / 15 0 / 15

Calls ② ^

Adding a phone number

86571111

Edit



# Ad Level Activity 2/4

Screenshot and paste below the set Ad Level (3 Headlines: 1 Headline with location (Singapore), 1 Headline with benefit, 1 Headline with CTA)

**T Headlines 3/15** ⚭

For optimal ad performance, include these keywords in your headlines

- ✓ [primary math tuition](#)
- [primary tuition near me](#)
- ✓ [primary science tuition](#)

[More ideas >](#)

Primary Tuition Singapore

Required 25 / 30

Improve Math & Science

Required 22 / 30

Enrol Your Child Today



# Ad Level Activity 3/4

Screenshot and paste below the set Ad Level (2 Descriptions: 1 description with value proposition, 1 description with CTA)

< > Add more headlines to increase your chances for better performance

Ad strength Poor

- Add headlines [View ideas](#)
- Include popular keywords [View ideas](#)
- Make headlines unique [View ideas](#)
- Make descriptions unique [View ideas](#)
- Add more sitelinks [View ideas](#)

Headline  
0 / 30 [+ Headline](#)

**Tt** Descriptions 2/4 [View ideas](#) ^

Help your child excel in Math & Science with experienced tutors.  
Required 64 / 90

Small group classes focused on results. Book a free trial today.

# Ad Level Activity 4/4



Screenshot and paste below the set Ad Level Budget of SGD 20.00

### Budget

Decide how much you want to spend.

i Your budget type (daily or campaign total) can't be changed once this campaign has started. You can change your budget amount at any time.

Select budget type

Average daily budget  
Set your average daily budget for this campaign

<input type="radio"/> SGD78.13	▼
<input type="radio"/> SGD65.11 <span>Recommended</span>	▼
<input type="radio"/> SGD52.09	▼

Set custom budget  
Set your average daily budget for this campaign

SGD 20.00

Weekly.conv.	Cost/Conv.
8	SGD17.07
Weekly.cost	SGD140.00

82.2%

Campaign optimisation score ?

Weekly estimates

Estimates are based on your keywords and daily budget ?

Primary\_Tuition

Weekly.conv.	Cost/Conv.
8	SGD17.07
Weekly.cost	SGD140.00