

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

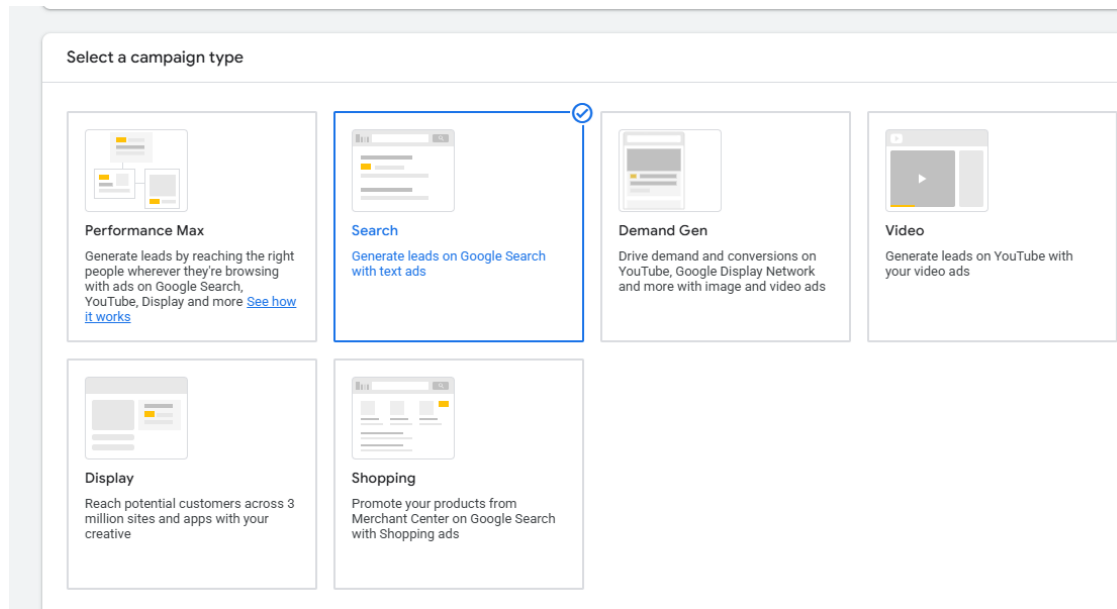
Select an objective to tailor your experience to the goals and settings that will work best for your campaign

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

Campaign Level Activity 2/7



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



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? ?

Conversions

☐ 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

English ✕

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

Chinese (simplified)

[Add All](#)

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. ?

SearchBrowse

1 selectedClear all

← Who they are

Detailed demographics

☐ Parents of Primary-Schoolers (5-11 years)

☒ Parents of Teens (12-17 years)

Marital Status

Education

Home-ownership Status

Employment

Parental Status > Parents

Parents of Teens (12-17 years)

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



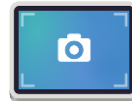
Screenshot and paste below the set Ad Group 1 Name as per required in the Scenario

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

Google Ads Search for a page or campaign

< 1 / 2 > ⓘ New form of payment required - Your current payment methods can't be charged.

Overview

Recommendations

Insights and reports

Campaigns

Campaigns

Ad groups

Ads

Experiments

Assets

Audiences, keywords and content

Keywords

Audiences

Locations

Keywords

Ad group: Primary_Tuition

Keyword status: Enabled, Paused Add filter

<input type="checkbox"/>	Keyword	Match type	Status	Conversions	Cost / con
<input type="checkbox"/>	primary math tuition	Broad match	Not eligible Campaign is pending	0.00	SGD0.0
<input type="checkbox"/>	"primary science tuition"	Phrase match	Not eligible Campaign is pending, Under review	—	
<input type="checkbox"/>	"primary tuition singapore"	Phrase match	Not eligible Campaign is pending, Under review	—	
<input type="checkbox"/>	[best primary tuition]	Exact match	Not eligible Campaign is pending, Under review	—	
<input type="checkbox"/>	[tuition centre for primary school]	Exact match	Not eligible Campaign is pending, Under review	—	
<input type="checkbox"/>	primary tuition near me	Broad match	Not eligible Campaign is pending	0.00	SGD0.0

Ad Group Level Activity 4/7



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

Ad group name

Secondary_Tuition



Ad Group Level Activity 5/7



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

Google Ads interface showing the 'Keywords' section for an ad group named 'Secondary_Tuition'. The interface includes a left sidebar with navigation options like Overview, Recommendations, Insights and reports, Campaigns, Goals, Tools, Billing, and Admin. The main content area shows a table of keywords with columns for Keyword, Match type, and Status. The status for all keywords is 'Not eligible for campaign review'.

Keyword	Match type	Status
o level tuition centre	Broad match	Not eligible for campaign review
secondary math tuition	Broad match	Not eligible for campaign review
secondary science tuition	Broad match	Not eligible for campaign review
secondary tuition singapore	Broad match	Not eligible for campaign review
best secondary tuition	Broad match	Not eligible for campaign review
secondary tuition near me	Broad match	Not eligible for campaign review

Ad Group Level Activity 6/7



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

Google Ads interface showing the Ad Group Level Activity for the campaign "BM Search Tuition SG 2026" and Ad Group "Secondary_Tuition".

Overview: View (2 filters) | Campaign: BM Search Tuition SG 2026 | Ad group: Secondary_Tuition

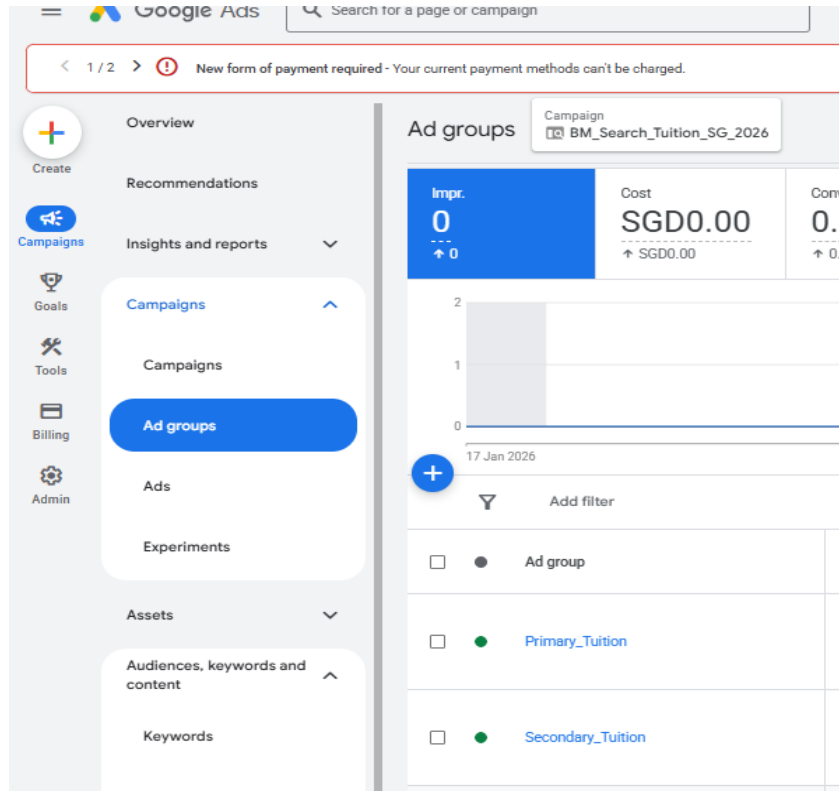
Keywords: Negative keywords

Keywords	Added to
<input type="checkbox"/> Negative keyword ↑	
<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



Ad Level Activity 1/4



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

Final URL ?

Final URL

https://www.brightmind.com

This will be used to suggest assets for your ad

Display path ?

www.brightmind.com


/ /

0 / 15 0 / 15

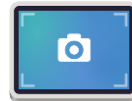
Calls ?

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)

Tt 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.

82.2%

Campaign optimisation score [?]

Weekly estimates

Estimates are based on your keywords and daily budget [?]

Primary_Tuition

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

Budget

Decide how much you want to spend.

Select budget type

☒ Average daily budget
Set your average daily budget for this campaign

- ☐ SGD78.13
- ☐ SGD65.11 **Recommended**
- ☐ SGD52.09

☒ Set custom budget

Set your average daily budget for this campaign

SGD 20.00

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