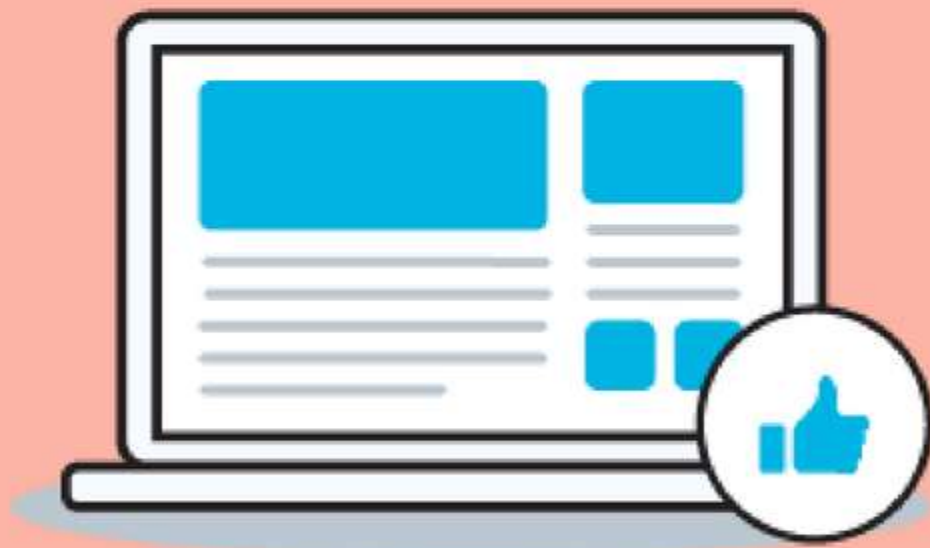


Project 6

Evaluate a Display Campaign



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

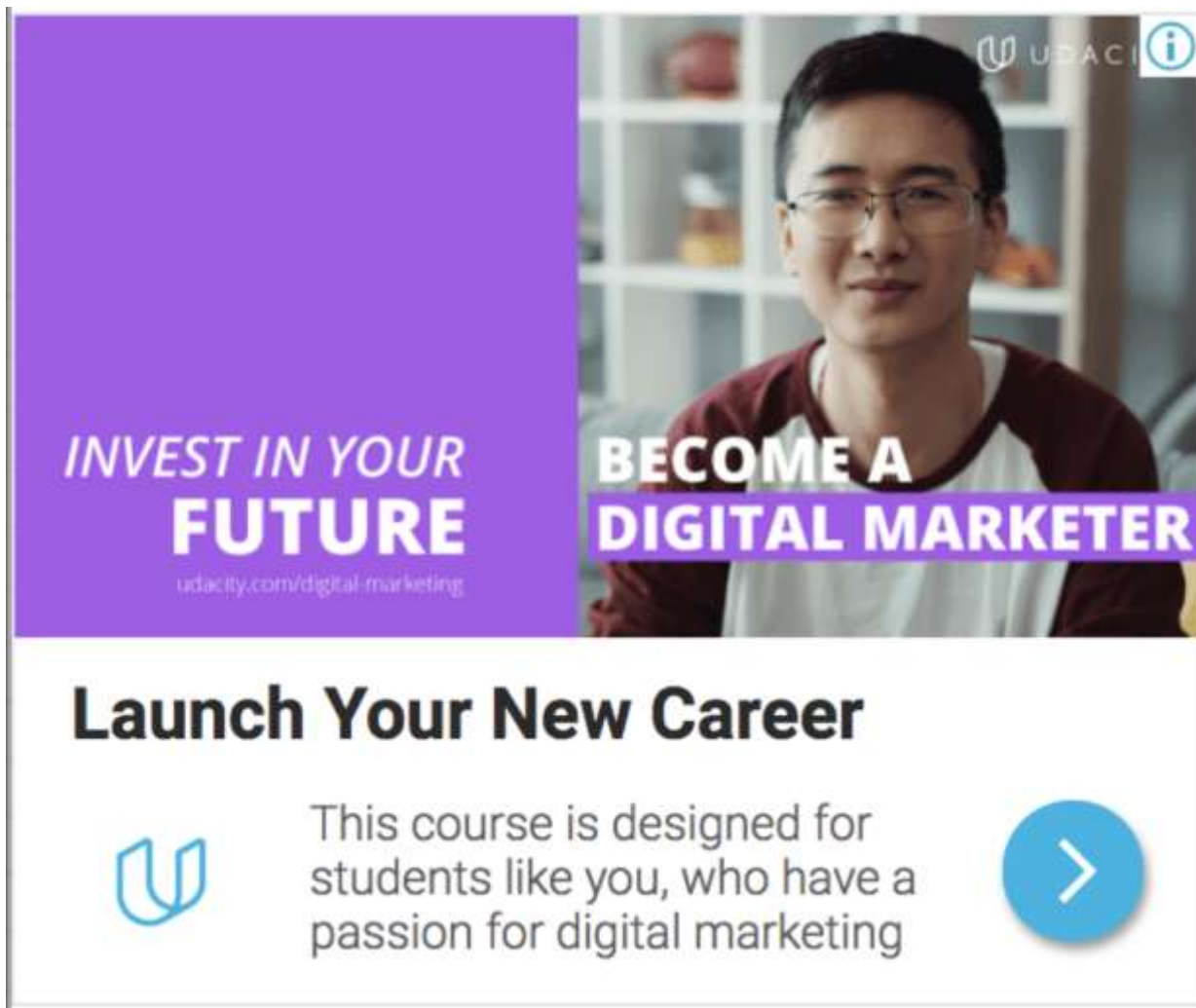
Profit: For the purpose of this assignment, assume a profit margin of 30%, meaning that Udacity makes \$299 in profit per student that signs up.

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.

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



The advertisement features a purple background on the left with the text "INVEST IN YOUR FUTURE" and the URL "udacity.com/digital-marketing". On the right, there is a photo of a man with glasses and a red and white shirt, with the text "BECOME A DIGITAL MARKETER" overlaid. The Udacity logo and an information icon are in the top right corner. Below the image, the text "Launch Your New Career" is displayed. At the bottom, there is a blue Udacity logo, the text "This course is designed for students like you, who have a passion for digital marketing", and a blue circular button with a white right arrow. In the bottom right corner, there is a small logo for the "DIGITAL MARKETING MARKETING PROGRAM".

INVEST IN YOUR FUTURE
udacity.com/digital-marketing

BECOME A DIGITAL MARKETER

Launch Your New Career

This course is designed for students like you, who have a passion for digital marketing

DIGITAL MARKETING MARKETING PROGRAM

Results:

Calculate the ROI

1. Present the results of the overall campaign by completing the table below.
2. Highlight Keys- 1,243 clicks result in a cost of 224.65\$
3. What was the overall ROI of the campaign? Was it Positive or Negative? – Positive \$323.48

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%	=1243*0.002=2 (I have round down the number)	=\$448.95/2 =\$224.65	(299-224.65) *2=148.7

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: I would change the AD Copy which will emphasize why is important for business professionals to have knowledge of digital marketing.




Suggestion 2: I would make an A/B testing with different demographics.

Suggestion 3: I would change the image of the site and I would put an image with a business professional.

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
ampaign ed	\$5.00 (enhanced)	--	407	67,833	.6%	\$0.57	\$231.99	Display



After graduating, you'll be ready to join a large corporation or a small firm, or even go independent as a freelance digital marketer.


Anke A. | Program Lead, Digital Marketing

Enroll Today >

Launch Your New Career

This course is designed for students like you, who have a passion for digital marketing

Udacity



Results: Calculate the ROI

1. Present the results of the overall campaign by completing the table below.
2. Highlight clicks- 473 clicks result in a cost of 231.99\$
3. What was the overall ROI of the campaign?
Positive - 67.01\$

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	407	67,833	0.6%	0.57\$
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$231.99	0.2%	0.814 round up to 1	231.99	67.01\$

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: Performing an A/B testing with the text of the ad and change the text to emphasize the freelance work opportunities which offers digital marketing.

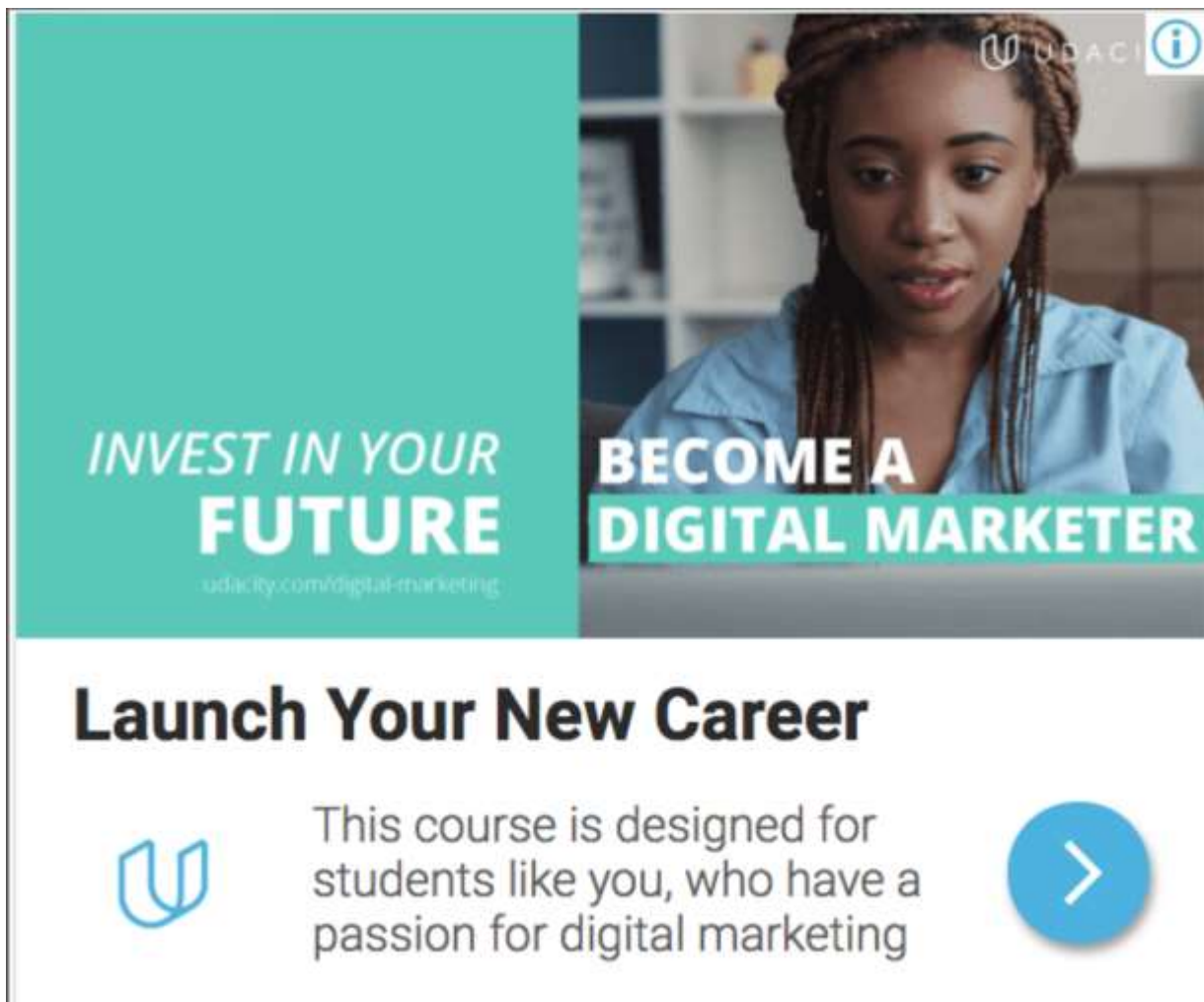
Suggestion 2: Change the demographics by changing the age and make it after 40 years old who can be a target who want to change carrer and work as freelancers.

Suggestion 3: Changing the landing page.

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

<input type="checkbox"/>	<input type="radio"/>	Ad group ↑	Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type
<input type="checkbox"/>	<input checked="" type="radio"/>	Remarketing	Campaign ended	\$3.00 (enhanced)	—	670	109,994	.61%	\$0.35	\$234.50	Display



The advertisement features a teal background on the left with the text "INVEST IN YOUR FUTURE" and the URL "udacity.com/digital-marketing". On the right, there is a video frame showing a woman with braids looking at a laptop, with the text "BECOME A DIGITAL MARKETER" overlaid. Below the video, the text "Launch Your New Career" is displayed, followed by a description: "This course is designed for students like you, who have a passion for digital marketing". A blue circular button with a white right-pointing arrow is located at the bottom right. The Udacity logo is in the top right corner, and the "DIGITAL MARKETING NANODEGREE PROGRAM" logo is in the bottom right corner.

INVEST IN YOUR FUTURE
udacity.com/digital-marketing

BECOME A DIGITAL MARKETER

Launch Your New Career

This course is designed for students like you, who have a passion for digital marketing

DIGITAL MARKETING NANODEGREE PROGRAM

Results: Calculate the ROI

1. Present the results of the overall campaign by completing the table below.
2. Highlight clicks- 607 clicks result in a cost of 234.5\$
3. What was the overall ROI of the campaign? The ROI was positive – 363\$

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	607	109,994	0.61%	\$0.35
Cost	Conversion Rate	# New Students	CPA	ROI +/-
234.5\$	0,2%	1,34 round up to 2	117,5	363\$

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, adding or changes to targeting, etc...)

Suggestion 1: Making an A/B testing by providing a different creative and replace that with a fee reduction.

Suggestion 2: Making an A/B testing with different text which reminds how many days has remind for starting the program in order to enroll.

Suggestion 3: Creating a different landing page which also reminds the days which remain for the program to start.

Which campaign performed the best? Why?

According to the ROI the third advertisement the third campaign has performed better with a ROI of 363%

Recommendations for future campaigns

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

- The campaigns should run for more days in order to have more clear results how they perform. So the first thing will be to run the campaign for more days.
- I would create some more ads. One of them would emphasize the career change opportunity which offers the digital marketing course.
- I would set up for all ads A/B testing in creative and text.
- I would make changes to the landing page of the remarketing group where I would make a small offer as a reduction of fees.