



## Project 6: Evaluate a Display Ad 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.



# Formulas:

**Conversion Assumption:** 0.2% Conversion via Landing page

**Calculating #of Sign Ups:** Clicks to the landing page  $\times 0.002$  = # of Student Sign Ups  
 $1973 \times 0.002 = 3.946$

*Note: Please round to the nearest whole number*

**CPA:** Cost of Campaign/# sign ups = CPA

*Note: Please round to the nearest cent*

**ROI:**  $[(299 \text{ Profit}) - \text{CPA}] \times \# \text{ of Student Sign Ups} = \text{ROI}$

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# Part 1: Evaluate a Display Image Campaign

# Display Image Campaign: Overall Results



<input type="checkbox"/>	● ↑	Ad group	Status ?	Default Max. CPC ?	Clicks ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	Avg. CPM ?
<input type="checkbox"/>		Keyword Targeted	Campaign paused	\$3.00 (enhanced) ✓	1,973	282,066	0.70%	\$0.44	\$872.51	\$3.09
		Total - all but removed ad groups			1,973	282,066	0.70%	\$0.44	\$872.51	\$3.09
Total - all ad groups					1,973	282,066	0.70%	\$0.44	\$872.51	\$3.09
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# Results: Calculate the ROI

Creative	Clicks	Impressions	CTR	Avg CPC
<i>Campaign Results</i>	1.973	282.066	0.70%	0.44
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$872.51	0.2	4	218	324

- The average cost per click (CPC) was \$0.44, below the 3 dollars we were willing to spend.
- The average click through rate (CTR) of the ads was not so bad (0.70%)
- The ROI was positive, once the number is higher than the CPA.

# Display Image Campaign: Ad Results

<input type="checkbox"/>	●	Ad	Status <span>?</span>	Campaign type <span>?</span>	Campaign subtype	Clicks <span>?</span>	Impr. <span>?</span>	CTR <span>?</span>	Avg. CPC <span>?</span>	Cost <span>?</span>
<input type="checkbox"/>	II	<p>Become a Digital Marketer            Become a Digital Marketer, learn through real-live advertising projects            Learn from the biggest names in the industry, and gain experience with real-live projects            Udacity</p>  <p>Preview ad</p>	Campaign paused	Display Network only	Drive action	1,531	216,199	0.71%	\$0.45	\$686.27
<input type="checkbox"/>	A	<p>Become a Digital Marketer            Become a Digital Marketer, learn through real-live advertising projects            Learn from the biggest names in the industry and gain experience with real-live projects            Udacity</p>  <p>Preview ad</p>	Campaign paused	Display Network only	Drive action	442	65,867	0.67%	\$0.42	\$186.24

B

# Which Ad Group Performed Better?

Creative	Clicks	Impressions	CTR	Avg CPC	Cost	Conversion Rate	# of New Students	CPA	ROI +/-
Creative - A	1531	216.199	0.71%	\$0.45	\$686.27	.2%	3	229	210
Creative - B	442	65.867	0.67%	\$0.43	\$186.24	.2%	1	186	113

- The **creative A** performed better than the creative B, with a higher ROI. The visibility of the creative A was also better than the B, with more impressions and clicks, bigger CTR and reaching more students.



# Display Image Campaign: Keywords

<input type="checkbox"/>		Keyword	Ad group	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost
<input type="checkbox"/>		facebook marketing course	Keyword Targeted	Campaign paused	\$3.00 (enhanced)	0	4	0.00%	\$0.00	\$0.00
<input type="checkbox"/>		digital analytics training	Keyword Targeted	Campaign paused	\$3.00 (enhanced)	0	0	0.00%	\$0.00	\$0.00
<input type="checkbox"/>		digital analytics course	Keyword Targeted	Campaign paused	\$3.00 (enhanced)	0	0	0.00%	\$0.00	\$0.00
<input type="checkbox"/>		social media marketing online course	Keyword Targeted	Campaign paused	\$3.00 (enhanced)	0	14	0.00%	\$0.00	\$0.00
<input type="checkbox"/>		adwords course	Keyword Targeted	Campaign paused	\$3.00 (enhanced)	0	8	0.00%	\$0.00	\$0.00

Full keyword list in separate file [here](#)

# Keywords with the best performance

	Keyword	Clicks	Impressions	CTR	Avg CPC	Cost
1	marketing careers	14	2998	0.47%	1.68	23.5
2	digital marketing training	57	8224	0.69%	0.54	30.75
3	online marketing course	226	38259	0.59%	0.28	63
4	marketing online	236	20750	1.14%	0.5	118.64
5	marketing courses	19	1999	0.95%	0.27	5.14

- The keyword that performed better was **Marketing Online** with a CTR of 1.14%.

# How would you optimize this campaign?

**Suggestion 1:** Pause Keywords with low CTR.

**Suggestion 2:** Try a new image for the Ad B.

**Suggestion 3:** Expand the list of keywords with keywords similar to the best performing keywords.



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## Part 2: Evaluate a Display Video Campaign

# Display Video Campaign: Overall Results



<input type="checkbox"/>	● ↓	Ad group	Status <sup>?</sup>	Max. CPV <sup>?</sup>	Ad group type <sup>?</sup>	Impr. <sup>?</sup>	Views <sup>?</sup>	View rate <sup>?</sup>	Cost <sup>?</sup>	Avg. CPV <sup>?</sup>	Clicks <sup>?</sup>	CTR <sup>?</sup>	Avg. CPC <sup>?</sup>
<input type="checkbox"/>		short trailer DM education keywords	Campaign paused	\$0.10 <input checked="" type="checkbox"/>	In-stream	54,312	10,622	19.56%	\$290.21	\$0.03	453	0.83%	\$0.64
<input type="checkbox"/>		short trailer DM large keyword list	Campaign paused	\$0.10 <input checked="" type="checkbox"/>	In-stream	103,205	19,261	18.66%	\$535.40	\$0.03	1,439	1.39%	\$0.37
		Total - all but removed ad groups				157,517	29,883	18.97%	\$825.61	\$0.03	1,892	1.20%	\$0.44
Total - all ad groups						157,517	29,883	18.97%	\$825.61	\$0.03	1,892	1.20%	\$0.44
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# Results: Calculate the ROI

Creative	Clicks	Impressions	CTR	Avg CPC
<i>Campaign Results</i>	1.892	157.517	1.20%	0.44
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$825.61	0.2	4	\$206	\$372

- The ROI was positive, since the number is higher than the CPA.

# Display Video Campaign: Ad Results

<input type="checkbox"/>	<input type="radio"/>	Ad	Ad group	Status <sup>?</sup>	Video	Impr. <sup>?</sup>	Views <sup>?</sup>	View rate <sup>?</sup>	Avg. CPV <sup>?</sup>	Cost <sup>?</sup>	Clicks <sup>?</sup>	CTR <sup>?</sup>	Avg. CPC <sup>?</sup>
<input type="checkbox"/>	<input checked="" type="radio"/>	<b>Short trailer</b> 	short trailer DM education keywords	Campaign paused	Become a Digital Marketer	54,312	10,622	19.56%	\$0.03	\$290.21	453	0.83%	\$0.64
<input type="checkbox"/>	<input checked="" type="radio"/>	<b>Short trailer 2</b> 	short trailer DM large keyword list	Campaign paused	Become a Digital Marketer	103,205	19,261	18.66%	\$0.03	\$535.40	1,439	1.39%	\$0.37

A

B

Campaign A - Short Keyword List

Campaign B - Large Keyword List

# Which Ad Group Performed Better?

Creative	Clicks	Impressions	CTR	Avg CPC	Cost	Conversion Rate	# New Student	CPA	ROI +/-
Campaign A	453	54.312	0.83%	\$0.64	\$290.21	.2%	1	290	9
Campaign B	1.439	103.205	1.39%	\$0.37	\$535.40	.2%	3	178	363

- The **creative B** performed better than the creative A, with a higher ROI. The ROI of the creative A was negative. Also, the creative B had a better CTR than the creative A.



# Display Video Campaign: Keywords

<input type="checkbox"/>	●	Keywords <sup>?</sup>	Max CPV	Ad group	Status	Impr.	Views <sup>?</sup>	View rate <sup>?</sup>	Avg. CPV <sup>?</sup> ↑	Cost <sup>?</sup>	Clicks <sup>?</sup>	CTR <sup>?</sup>
<input type="checkbox"/>	●	internet marketing program	\$0.10	Video DMDN Launch	Campaign paused	0	0	0.00%	\$0.00	\$0.00	0	0.00%
<input type="checkbox"/>	●	online marketing course	\$0.10	Video DMDN Launch	Campaign paused	1	0	0.00%	\$0.00	\$0.00	0	0.00%
<input type="checkbox"/>	●	web metrics	\$0.10	Video DMDN Launch	Campaign paused	0	0	0.00%	\$0.00	\$0.00	0	0.00%
<input type="checkbox"/>	●	web analysis	\$0.10	Video DMDN Launch	Campaign paused	2	0	0.00%	\$0.00	\$0.00	0	0.00%
<input type="checkbox"/>	●	online marketing strategies	\$0.10	Video DMDN Launch	Campaign paused	0	0	0.00%	\$0.00	\$0.00	0	0.00%

This is an excerpt of the keyword list, the full list is [here](#)

# Key Campaign Results (Keywords)

## 1. Five keywords with most successful

Since the goal of this campaign was to **signing up students for the Digital Marketing Nanodegree**, the **five** keywords that performed better are: ad advertisement, online marketing video, digital learning courses, business training course and course digital marketing, with more clicks and a good view rate.

## 2. Best performing keyword

The best performing keyword was **ad advertisement**, with the best CTR (2.11%), more clicks (510) and a good view rate (15.12%).



Keyword	Clicks	Impressions	CTR	Avg CPC	Cost	Conversion Rate	CPA	# New Students	ROI +/-
ad advertisement	510	24172	2.11%	\$0.17	\$85.58	.2%	\$85.58	1	213.42
online marketing video	495	42440	1.17%	\$0.51	\$253.23	.2%	\$253.23	1	45.77
digital learning courses	207	14198	1.46%	\$0.31	\$64.99	.2%	-	0	0
business training course	163	17437	0.93%	\$0.63	\$103.43	.2%	-	0	0
course digital marketing	106	8726	1.21%	\$0.43	\$45.50	.2%	-	0	0



# How would you optimize this campaign?

**Suggestion 1:** Optimizing the list of keyword, pausing the keywords with high CPC and low CTR.

**Suggestion 2:** Using more keywords similar to the best performing keywords.

**Suggestion 3:** Setting up an A/B test with a different video trailer.



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## Part 3: Results, Analysis and Recommendations

# Results

- **Campaign with the best performance**

Although the two campaigns achieved the same number of students, the Display Video Campaign had the best performance, with a lower CPA and a higher ROI.

	Image Display	Video Display
CPA	218	206
ROI	324	372



# Recommendations for future campaigns

- Since the Video Display Campaign had the best performance, try to use more this channel.
- Add more ad groups.
- Try different creatives (videos) for each ad group.
- Use a large keyword list in all ad groups.
- Add keywords similar to the keywords that performed better.
- Pause keywords with high CPC and low CTR.
- Pause the ad group that doesn't deliver as well.
- Try to improve the landing page.

