



Project 5: Run an AdWords Campaign (Part 2)

Campaign Evaluation

Campaign Approach

Description, Marketing Objective & KPI

1. Approach Description

This campaign is about the free course of **Material Design for Android Developers** and the location is **United Kingdom**.

The campaign was built to reach developers who wants to know more about Material Design and developers who have the interest to do a course for learn more deeply Material Design. Therefore, we create two Ad Groups: Awareness and Interest.

- In the **Awareness Ad Group**, the keywords chosen convey the thoughts of those who don't know much about a subject, such as "overview", "what is", "how to make", "define", "fundamentals" and "guidelines".
- In the **Interest Ad Group**, the keywords chosen convey the thoughts of those who already have an interest in taking a course, such as "course", "certificate", "elearning", "training" and "academy".



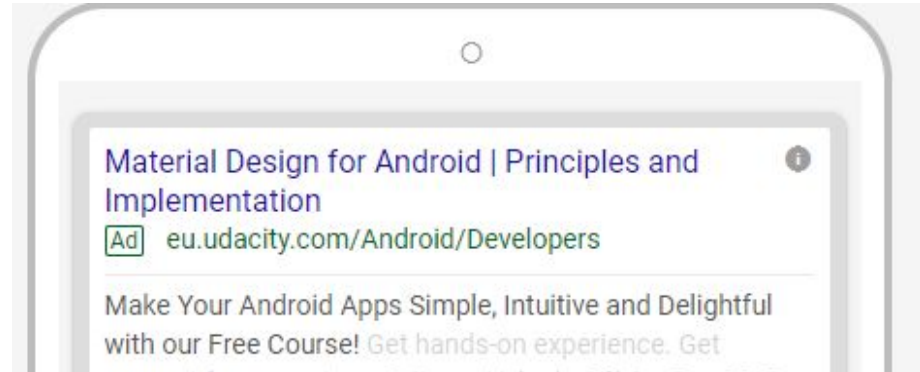
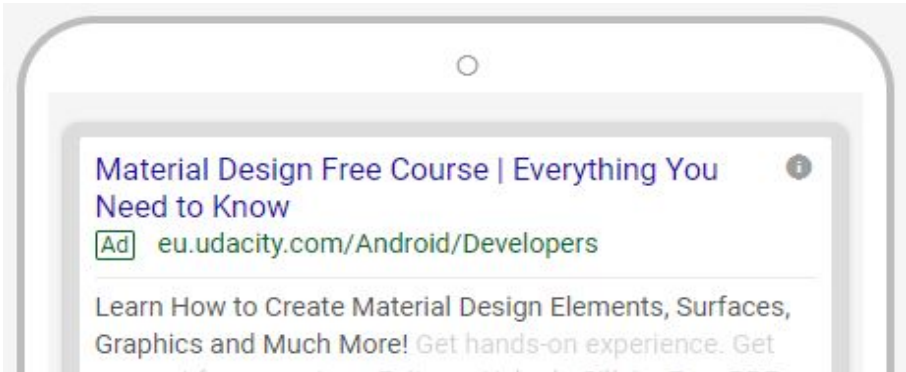
2. Marketing Objective & KPI

1. The Marketing Objective of this campaign is to achieve leads of potential students from United Kingdom for the *Become a Professional React Developer Nanodegree Program* between May 13th and May 18th with a budget of US\$ 75.00.
2. The KPI of this campaign is the number of email address got from prospective students from United Kingdom between May 13th and May 18th with a budget of US\$ 75.00.

Ad Groups

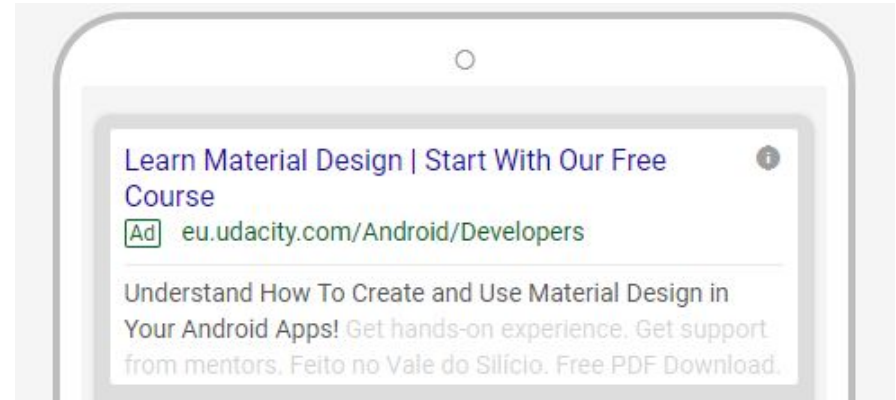
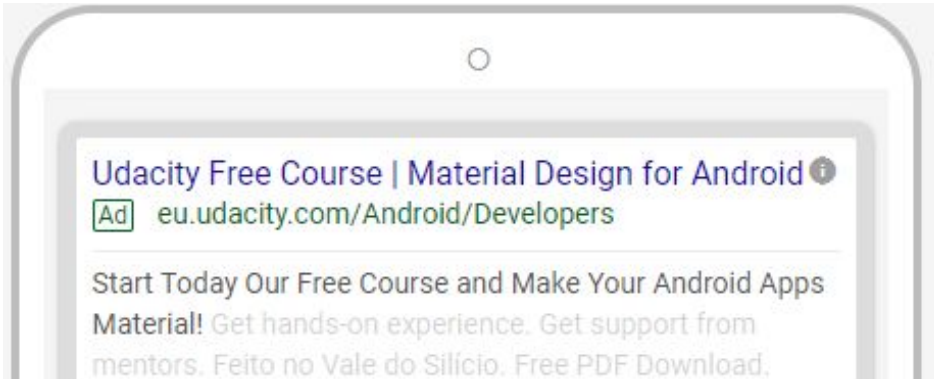
Ads and Keywords

Ad Group #1: Awareness (Material Design Android Developers)



Keyword List: how to make android design, material design overview, how to be android developer, android app layout, what is material design, how to learn material design, google material guidelines, material design for android developers, android design fundamentals, how to create material design elements, how to make android apps material, material design define, material design website examples, google design app, how to make android design material, android material color, android user interface design, material design layout, google design tool, beautiful android app design, material design what is

Ad Group #2: Interest (Material Design Android Developers)



Keyword List: material design elearning, material design certificate, course android developers, android developers certificate, material design course, material design online, android developers training, material design academy, android developers elearning, android design fundamentals course, course constraint layout android, meaningful motion android course, adaptive design android elearning, material design android developers course, android apps material training, android material design course, android developers course, material design training, course manual design android app

Campaign Evaluation

Results, Analysis and Recommendations

Key Campaign Results (Campaign & Ad Groups)

Ad Group	Max. CPC Bid	Impr.	Clicks	CTR	Avg. Cost per Click	Conversions	CR	Cost per Conversion	Cost
<i>Awareness (Material Design Android Developers)</i>	\$3	2.272	41	1.80%	US\$ 1.74	3	7,32%	US\$23.75	US\$71.25
<i>Interest (Material Design Android Developers)</i>	\$3	1.265	10	0.79%	US\$ 1.87	0	0	US\$0	US\$18.74
Total		3.537	51	1.44%	US\$ 1.76	3	5.88%	US\$30	US\$ 89.99



Key Campaign Results (Ads)

Ad	Clicks	CTR	Avg. Cost per Click	Conversions	CR	Cost per Conversion
<i>Ad Group 1, Ad 1</i>	35	2.77%	US\$ 1.76	1	2,86%	US\$ 61.65
<i>Ad Group 1, Ad 2</i>	6	0.60%	US\$ 1.60	2	33,33%	US\$ 4.80
<i>Ad Group 2, Ad 1</i>	1	0.17%	US\$ 2.03	-	0	US\$ 0
<i>Ad Group 2, Ad 2</i>	9	1.37%	US\$ 1.86	-	0	US\$ 0



Key Campaign Results (Keywords)

Keyword	Clicks	CTR	Avg. Cost per Click	Conversions	CR	Cost per Conversion
<i>Material design website examples</i>	4	2.78%	US\$ 1.59	1	25%	US\$ 6.36
<i>How to be android developer</i>	11	1.81%	US\$ 1.92	1	9.09%	US\$ 21.13
<i>Google design app</i>	3	1,69%	US\$ 1.87	1	33.33%	US\$ 5.60

Campaign Evaluation

- Since our Marketing Objective was to achieve leads for the potential students from United Kingdom for the Become a Professional React Developer Nanodegree Program, we can consider that our ROI was positive, with 3 conversions of US\$ 30 each.
- The conversion rate (5.8%) was good, but lower than expected.
- The average CPC was US\$ 1.76, lower than the max. CPC bid (US\$ 3).
- The best ad group was 'Awareness', with a CTR of 1.80% and CR of 7.32%.
- The best ad was the second one of the 'Awareness' Ad Group: Material Design Free Course - Everything you need to know. Although the CTR was lower than the ad 1, the CR was good (33.33%) .
- The best keywords, in order per higher CR, were: Google design app (33.33%), Material design website examples (25%) and How to be android developer (9.09%).
- The keywords with high competition were 'Material Design Course', with a CPC of US\$ 2.44; 'Course Android Developers' (US\$ 2.35); and 'What Is Material Design' (US\$ 2.21).
- I think that the keyword that performed better was 'Google Design App', with 3 clicks and 1 conversion.

Recommendations for future campaigns



- Focus on the 'Awareness' ad group, since the 'Interest' ad group did not perform well.
- Focus on the keywords with the best performance.
- Pause keywords with high CPC and low CTR.
- Add keywords similar to the keywords that performed better.
- Add more ads in the 'Awareness' ad group.



Appendix

Screenshots for Reference

Example: Ad Groups

<input type="checkbox"/>	<input type="radio"/>	Ad group	Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	↓ Cost	Ad group type	Active bid adj.	Cost / conv.	Conv. rate	Conversions
<input type="checkbox"/>	<input checked="" type="radio"/>	Awareness (Material Design Android Developers)	Campaign paused	US\$3.00 (enhanced) 	—	41	2,272	1.80%	US\$1.74	US\$71.25	Standard	None	US\$23.75	7.32%	3.00
<input type="checkbox"/>	<input checked="" type="radio"/>	Interest (Material Design Android Developers)	Campaign paused	US\$3.00 (enhanced) 	—	10	1,265	0.79%	US\$1.87	US\$18.74	Standard	None	US\$0.00	0.00%	0.00
Total: All but removed ad groups						51	3,537	1.44%	US\$1.76	US\$89.99					
Total: Experiments						0	0	—	—	US\$0.00					
Total: Campaign						51	3,537	1.44%	US\$1.76	US\$89.99					

Example: Ads

<input type="checkbox"/>		Ad ↑	Ad group	Status	Ad type	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Conv. rate	Cost / conv.
<input type="checkbox"/>		Learn Material Design Start With Our Free Course eu.udacity.com/Android/Developers Understand How To Create and Use Material Design in Your Android Apps!	Interest (Material Design Android Developers)	Campaign paused	Expanded text ad	1	606	0.17%	US\$2.03	US\$2.03	0.00	0.00%	US\$0.00
<input type="checkbox"/>		Material Design for Android Principles and Implementation eu.udacity.com/Android/Developers Make Your Android Apps Simple, Intuitive and Delightful with our Free Course!	Awareness (Material Design Android Developers)	Campaign paused	Expanded text ad	35	1,264	2.77%	US\$1.76	US\$61.65	1.00	2.86%	US\$61.65
<input type="checkbox"/>		Material Design Free Course Everything You Need to Know eu.udacity.com/Android/Developers Learn How to Create Material Design Elements, Surfaces, Graphics and Much...	Awareness (Material Design Android Developers)	Campaign paused	Expanded text ad	6	1,008	0.60%	US\$1.60	US\$9.60	2.00	33.33%	US\$4.80
<input type="checkbox"/>		Udacity Free Course Material Design for Android eu.udacity.com/Android/Developers Start Today Our Free Course and Make Your Android Apps Material!	Interest (Material Design Android Developers)	Campaign paused	Expanded text ad	9	659	1.37%	US\$1.86	US\$16.71	0.00	0.00%	US\$0.00
Total: All but removed ads						51	3,537	1.44%	US\$1.76	US\$89.99	3.00	5.88%	US\$30.00
Total: Experiments						0	0	—	—	US\$0.00	0.00	0.00%	US\$0.00
Total: Campaign						51	3,537	1.44%	US\$1.76	US\$89.99	3.00	5.88%	US\$30.00



Example: Keywords

<input type="checkbox"/>	<input checked="" type="checkbox"/>	material design website examples	Awareness (Material Design Android Developers)	Campaign paused	US\$3.00 (enhance)	<input checked="" type="checkbox"/>	Approved	—	4	144	2.78%	US\$1.59	US\$6.36	US\$6.36	1.00	25.00%
<input type="checkbox"/>	<input checked="" type="checkbox"/>	how to be android developer	Awareness (Material Design Android Developers)	Campaign paused	US\$3.00 (enhance)	<input checked="" type="checkbox"/>	Approved	—	11	609	1.81%	US\$1.92	US\$21.13	US\$21.13	1.00	9.09%
<input type="checkbox"/>	<input checked="" type="checkbox"/>	google design app	Awareness (Material Design Android Developers)	Campaign paused	US\$3.00 (enhance)	<input checked="" type="checkbox"/>	Approved	—	3	177	1.69%	US\$1.87	US\$5.60	US\$5.60	1.00	33.33%