



Campaign Approach

Description, Marketing Objective & KPI

1. Approach Description

The target personas identified for the course **“Monetize Your Android App with Ads by Google.”** is **young android app developer from India**, seeking ways to enhance his skill set and financial growth. I’ve approached targeting my personas by first looking at the content of the course and asking basic questions to identify an audience of interest. I’ve also conducted some research on the keywords and headline of the course by reading random blogs online to get an insight of people interest in the subject ;after reading their comments... I’ve identified my target personas base on the majority of people engaged in the topic. Then I started looking and comparing Keywords using Google's Keyword Planner and Moz. And finally I structured my campaign accordingly, I created **two ad groups** one for **“making money with apps”** and one for **“monetizing android apps”**, then I assigned each ad group with two ads changing the headlines, description and paths based on the keywords being searched for, to better position the ad and appeal to that specific audience. Also, so that I could track the best performing campaign in each group and adjust my marketing efforts accordingly.



2. Marketing Objective & KPI

1. What marketing objective do you aim to achieve with your campaign?

- The objective is to enroll more students, and to generate **leads** (email addresses).
- With a **maximum of \$15 per lead** (conversion) while maintaining a positive ROI (each enrollment is valued at \$60, we only need 2 lead to generate a positive ROI.).
- expecting an ad to lead **conversion rate of about 20%**.
- **With a maximum CPC bid of \$3.00** (derived from $20\% \times \$15$).
- and **total budget of \$15/day for 5 days, = \$75 Grand Total.**



2. Marketing Objective & KPI

2. What primary KPI are you going to track in your campaign?

- The number of leads,
- The number of impressions and clicks,
- conversion rate,
- top performing keywords, headlines and ads to improve my campaign in the near future.





Ad Groups

Ads and Keywords

Make Money with Ads - Monetize Your App For Free

[\[Ad\] udacity.com/course/Make-Money-app](https://udacity.com/course/Make-Money-app)

Learn how to Make Money and Monetize Your Android App.
Start Free Course Now!

How To Make Money From Apps - Learn From This Free Course

[\[Ad\] udacity.com/course/money_with_apps](https://udacity.com/course/money_with_apps)

Learn To Monetize Your Android App with Ads. Start Free Course Now!

Keyword List: **“making money with apps”**

app by which we can earn money, money making apps for android, making apps for money, money, maker app, apps to make money from, apps where you make money, best android money making apps, best mobile apps to make money, get money through apps, how make money from apps, make money, apps for android, make money mobile apps, make money on an app, make money playing apps, mobile apps to make money, money generating apps, money making apps android, money through apps, new apps to make money, ways to make money apps, ways to make money from apps, ways to make money on apps, ways to make money through apps, ways to make money with apps, which apps make money, cash app android, cash app for android, online money making apps, make money on mobile apps, best money making apps for android, cash for apps android, free apps to make money, free money making apps, real money making apps, top money making apps, mobile apps that make money, apps for making money, best app for money making, make money with mobile apps, make money with free apps, apps for money, money for apps, apps money making, make money on apps, apps that make money, apps that pay, apps to make money, best money making apps, make money apps.



Monetize Your Android App - Make Money with Ads For Free



[Ad www.udacity.com/Course/Monetize_App](https://www.udacity.com/Course/Monetize_App)

Learn How To Monetize Apps. Start Free Course Now!

Monetize Your Android App Free - with Ads



[Ad www.udacity.com/Course/Android_App](https://www.udacity.com/Course/Android_App)

Enhance Your Skill Set Through Innovative Learning. Start Free Course Now!

Keyword List: **"monetizing android apps"**,

mobile app monetization, monetize ads, monetize app, monetize your app, ad monetization, best monetization for apps, android app monetization, monetizing apps through ads, monetize my app, google app monetization, in app monetization, monetize app android, mobile monetization, mobile web monetization, monetise app, monetization of apps, monetization of mobile apps, monetize mobile, advertising monetization, app monetization platform, how to monetize apps android, mobile ad, monetization, monetize mobile website, android monetization, app monetization companies, best app, monetization platform, mobile monetization platform, monetization platform, monetization strategy, monetize android app, monetize app with ads, monetize with ads, monetizing your app, monetize android, how to monetize android app, app monetization, app monetisation, app monetization strategies, app monetization strategy, best way to monetize app, mobile app monetization strategies, monetization strategy for apps, ways to monetize apps, monetize, android game, monetizing an app





Campaign Evaluation

Results, Analysis and Recommendations

Key Campaign Results (Campaign & Ad Groups)

Present the results of your campaign and ad groups by completing the table below.

Ad Group	Max. CPC Bid	Impr.	Clicks	CTR	Avg. Cost per Click	Conversions	CR	Cost per Conversion	Cost
<i>making-money-with-apps</i>	\$3.00	4,681	322	6.88%	\$0.43	10.00	3.11%	\$13.82	\$138.18
<i>monetize-android-app</i>	\$3.00	320	15	4.69%	\$0.51	0.00	0.00%	\$0.00	\$7.62
Total		5,001	337	6.74%	\$0.43	10.00	2.97%	\$14.58	\$145.80



Key Campaign Results (Ads)

Present the results of your ads by completing the table below.

Ad	Clicks	CTR	Avg. Cost per Click	Conversions	CR	Cost per Conversion
<u>making-money-with-apps</u> , Ad 1	142	7.70%	\$0.34	3.00	2.11%	\$15.95
<u>making-money-with-apps</u> , Ad 2	180	6.34%	\$0.50	7.00	3.89%	\$12.90
<u>monetize-android-app</u> , Ad 1	13	4.98%	\$0.55	0.00	0.00%	\$0.00
<u>monetize-android-app</u> , Ad 2	2	3.39%	\$0.22	0.00	0.00%	\$0.00



Key Campaign Results (Keywords)

Present the three keywords you consider most successful based on your marketing objective.

Keyword	Clicks	CTR	Avg. Cost per Click	Conversions	CR	Cost per Conversion
app money maker	31	8.73%	\$0.47	3.00	9.68%	\$4.81
best apps for making money	2	50.00%	\$0.22	1.00	50.00%	\$0.43
make an app and make money	6	3.80%	\$0.65	1.00	16.67%	\$0.65



Campaign Evaluation

- Our ultimate **marketing objective** was to enroll more students, but for this AdWords campaign our objective was to generate **leads** (email addresses)
- We assumed that we can pay a **maximum of \$15 per lead** (conversion) while maintaining a positive ROI
- We expected an ad to lead **conversion rate of about 20%**
- Our **maximum CPC bid** was **\$3.00** (derived from $20\% \times \$15$)
- Our **total budget** was about **75\$ and \$150 max.**

As you can see from the data, our campaign generated a total of 10 leads at a cost of **\$14.58** each. While we can't say anything about the quality of the leads, yet, i.e., how many of them will actually turn into students, based on our assumptions our campaign can be considered successful. Since our **Cost per Lead** of **\$14.58** is less than \$15, our campaign has a positive ROI.

We received 10 conversions out of **337** clicks that our ads have received. 10 divided by 337 leads to a **conversion rate of 2.97%** as AdWords point out. In other words, about 1 in 33 people who visited our landing pages gave us their email address. This is lower to what we had expected (20%).

We received a total of **337 clicks** out of a total of **5,001 impressions**. 337 divided by 5,001 is **6.74%**, which is our **CTR**. The **average cost per click (CPC)** was **\$0.43**, which is below our maximum bid of \$3.00. Since the conversion rate was lower than expected, this gap in cost per click was the main driver of our high cost per lead of **\$14.58** each and thus our cost per lead was less than \$15, resulting in a positive ROI our overall campaign was successful but could have been better with a higher conversion rate.

Recommendations for future campaigns

A few observations: The **'making-money-with-apps'** Ad Group targeting people who look for ways to make money with an app performed better than the one targeting people who search for monetizing apps in all metrics. The conversion rate for the **'making-money-with-apps'** ads was significantly higher, in fact the only ad that generated leads. The **'making-money-with-apps'** Ad Group also got more impressions and as a result more conversions and since Google optimizes our budget based on which Ad Group performs better, it has over time allocated more budget to the **'making-money-with-apps'** Ad Group.

Performing better in our case means a higher conversion rate and since this metric is significantly higher in the **'making-money-with-apps'** Ad Group we can infer that there is more people searching for ways to make money with ads than those searching for monetizing apps. And since we are later on trying to turn the leads into Android Developers students, we might find that those who came through ads targeted at people searching for "making money with apps" will convert at a higher rate than those who were looking for help monetizing apps. In conclusion to improve our future campaigns we'll invest a 100% of our budget into ads like the **'making-money-with-apps'** Ad Group and work on ways to improve our conversion rate to at least 20% by adding and monitoring

performing keywords.





Appendix

Screenshots for Reference

Ad Groups

+ AD GROUP

Edit ▾

Details ▾

Bid strategy ▾

Automate ▾

Labels ▾

<input type="checkbox"/>		Ad group	Status [?]	Default Max. CPC [?]	Clicks [?] ↓	Impr. [?]	CTR [?]	Avg. CPC [?]	Cost [?]	Avg. Pos. [?]	Conversions [?]	Cost / conv. [?]	Conv. rate [?]	All conv. [?]	View-through conv. [?]
<input type="checkbox"/>		making-money-with-apps	Campaign ended	\$3.00 (enhanced)	322	4,681	6.88%	\$0.43	\$138.18	1.6	10.00	\$13.82	3.11%	10.00	0
<input type="checkbox"/>		monetize-android-app	Campaign ended	\$3.00 (enhanced)	15	320	4.69%	\$0.51	\$7.62	1.9	0.00	\$0.00	0.00%	0.00	0
		Total - all but removed ad groups			337	5,001	6.74%	\$0.43	\$145.80	1.7	10.00	\$14.58	2.97%	10.00	0
Total - all ad groups					337	5,001	6.74%	\$0.43	\$145.80	1.7	10.00	\$14.58	2.97%	10.00	0

Show rows: 100 ▾ | 1 - 2 of 2



Ads

Ad	Ad group	Status ?	Labels ?	% Served ?	Campaign type ?	Campaign subtype	Clicks ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	Avg. Pos. ?	Conversions ?	Cost / conv. ?	Conv. rate ?
How To Make Money From Apps Learn From This Free Course udacity.com/course/money_with_apps Learn To Monetize Your Android App with Ads. Start Free Course Now!	making-money-with-apps	Campaign ended	--	36.87%	Search Network only	All features	142	1,844	7.70%	\$0.34	\$47.86	1.6	3.00	\$15.95	2.11%
Make Money with Ads Monetize Your App For Free udacity.com/course/Make-Money-app Learn how to Make Money and Monetize Your Android App. Start Fre...		Campaign ended	--	56.73%	Search Network only	All features	180	2,837	6.34%	\$0.50	\$90.32	1.7	7.00	\$12.90	3.89%
Monetize Your Android App Make Money with Ads For Free www.udacity.com/Course/Monetize_App Learn How To Monetize Apps. Start Free Course Now!	monetize-android-app	Campaign ended	--	5.22%	Search Network only	All features	13	261	4.98%	\$0.55	\$7.19	1.9	0.00	\$0.00	0.00%
Monetize Your Android App Free with Ads www.udacity.com/Course/Android_App Enhance Your Skill Set Through Innovative Learning. Start Free Cours...	monetize-android-app	Campaign ended	--	1.18%	Search Network only	All features	2	59	3.39%	\$0.22	\$0.43	1.9	0.00	\$0.00	0.00%
Total - all but removed ads ?							337	5,001	6.74%	\$0.43	\$145.80	1.7	10.00	\$14.58	2.97%
Total - all campaign							337	5,001	6.74%	\$0.43	\$145.80	1.7	10.00	\$14.58	2.97%

Show rows



Keywords

+ KEYWORDS		Edit ▾	Details ▾	Search terms	Bid strategy ▾	Automate ▾	Labels ▾										
<input type="checkbox"/>		Keyword	Ad group	Status ?	Max. CPC ?	Clicks ? ↓	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	Avg. Pos. ?	Conversions ?	Cost / conv. ?	Conv. rate ?	All conv. ?	View-through conv. ?	Labels ?
		Total - all campaign ?				337	5,001	6.74%	\$0.43	\$145.80	1.7	10.00	\$14.58	2.97%	10.00	0	
<input type="checkbox"/>	●	apps for cash	making-money-with-apps	Campaign ended	\$3.00 (enhanced)	75	977	7.68%	\$0.45	\$33.45	1.6	1.00	\$33.45	1.33%	1.00	0	--
<input type="checkbox"/>	●	make money on mobile apps	making-money-with-apps	Campaign ended	\$3.00 (enhanced)	38	399	9.52%	\$0.13	\$4.98	1.7	1.00	\$4.98	2.63%	1.00	0	--
<input type="checkbox"/>	●	app money maker	making-money-with-apps	Campaign ended	\$3.00 (enhanced)	31	355	8.73%	\$0.47	\$14.44	1.5	3.00	\$4.81	9.68%	3.00	0	--