

A blurred background image of two people in an office setting. A woman with short blonde hair and glasses, wearing a yellow vest over a patterned top, looks towards a man. The man, wearing a grey shirt, holds a laptop and looks back at her. They appear to be in a meeting or discussion.

# Project 3: Run a Facebook Campaign

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## CAMPAIGN EVALUATION

# Marketing Objective & KPI

1. Who is the target audience of your campaign?

A-Individuals 24-35 years,looking for career advancement/change ,worldwide, interested in Digital marketing .

Target persona has Post Graduate/Graduate degree,3-8 years of work experience and looking at a career progression/change ,targeted individuals who are in marketing/sales/client servicing/advertising/PR.

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

A-To have atleast 100 E book downloads in 5 days with budget of 125 dollars.

1. What primary KPI did you track in your campaign and why?

A-Number of Email ID s obtained after dowloading the Ebook downloaded

# Campaign Summary

1. Who did you target with your Ad Set and how (demographics, location, interest, behavior etc.)?-

In preceding *slide-screenshot*-

*Worldwide-24-35 yrs,2-8years of work experience,sales,marketing,client servicing professionals looking for career advancement or change*

2.What Ad Copy and Ad Creatives did you use?

*In preceding slides*

3.If you made any changes, please describe them.

*No*

# Demographic, Interest, Behaviour

Campaign Name M168168-Malvika

Campaign Objective Conversions

Key Result Custom Conversions

Custom Conversion eBook Download

## AD SET

Ad Set Name Young -Mid aged marketing/client servicing professionals-Age-24-35 years-World wide

Location - Living In: Worldwide

Age: 24 - 35

Exclude Interests: Udacity

People Who Match: Interests: Digital marketing, Account manager or Viral marketing, Education Level: College grad or Master's degree, Job title: Marketing And Public Relations Manager, Marketing Assistant, Sales Account Manager, Senior Sales Executive, Business Development & Marketing Manager, Client Services Manager or Marketing Consultant

Interest expansion: On

Less ▾

Facebook Feeds, Facebook Instant Articles, Facebook Right Column, Instagram Feed, Audience Network

Ad Placement Native, Banner and Interstitial, Audience Network In-Stream Videos, Audience Network Rewarded Videos and Messenger Home



# Ad copy and creative

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# Results-overview

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Search business

Discard Changes Review Draft Items (1)

Save Filter Clear Last 30 days: Nov 30, 2017 – Dec 29, 2017  
Note: Does not include today's data

Account Overview Campaigns 1 selected Ad Sets 1 selected Ads 3 selected

Create Ad Duplicate Edit Create Rule Columns: Performance Breakdown Export

	Ad Name	Delivery	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Relevance Score	Link Clicks
<input checked="" type="checkbox"/>	Ebook - Image 1	<input checked="" type="radio"/> Inactive	27 eBook Download	21,912	27,290	\$0.65 Per eBook Download	\$17.59	12/29/2017	7	249
<input checked="" type="checkbox"/>	Ebook - Image 2	<input checked="" type="radio"/> Not Delivering Ad Set Completed	70 eBook Download	40,533	50,038	\$0.34 Per eBook Download	\$23.89	12/29/2017	6	366
<input checked="" type="checkbox"/>	Ebook - Image 3	<input checked="" type="radio"/> Not Delivering Ad Set Completed	666 eBook Download	94,757	133,922	\$0.13 Per eBook Download	\$83.52	12/29/2017	7	1,332
	» Results from 3 ads		763 eBook Download	136,464 People	211,250 Total	\$0.16 Per eBook Dow...	\$125.00 Total Spent			1,947 Total

# Key Results

1. Present the most important metrics per ad

Most important metrics was number of E book dowloads(763 e books downloaded)

# Campaign Evaluation

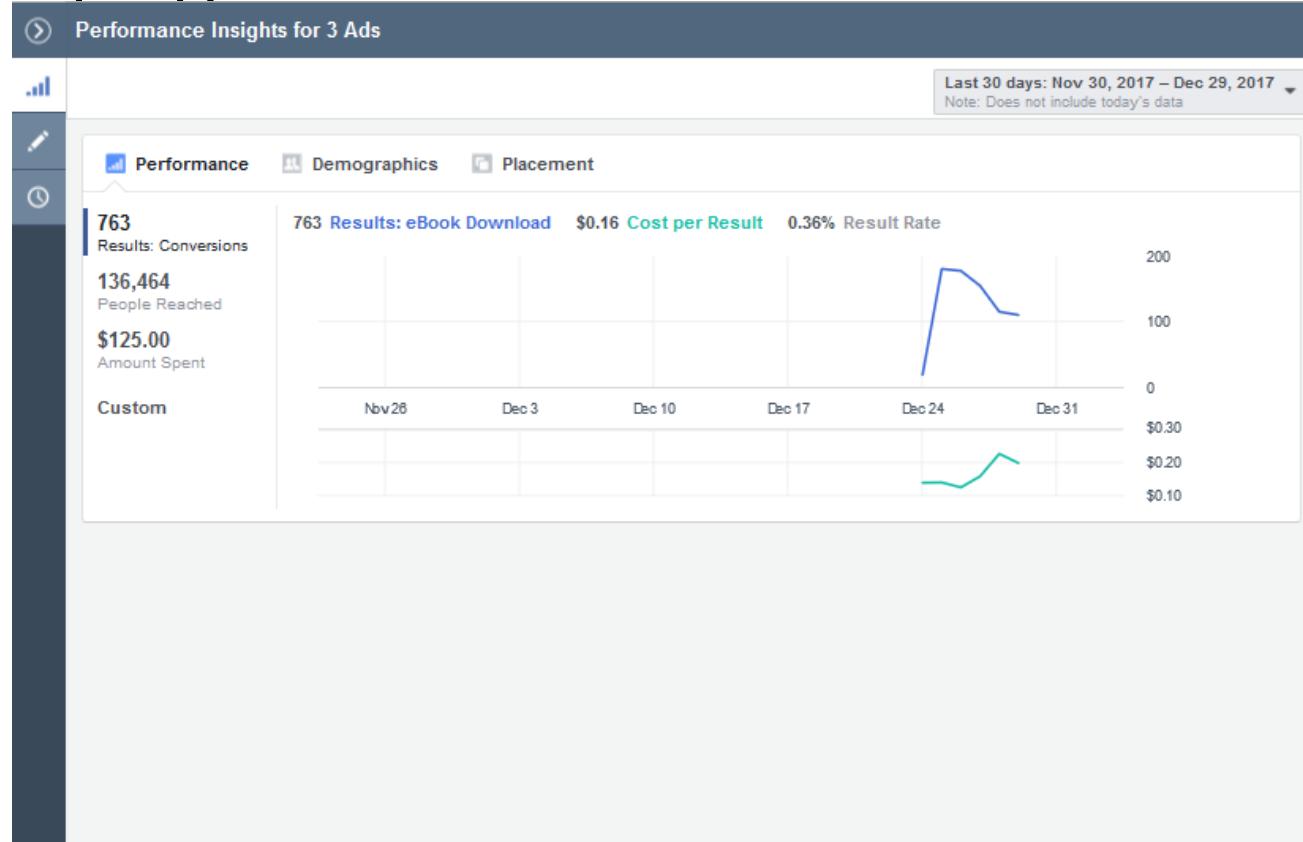
1. Evaluate the success of your campaign, given your marketing objectives.

The campaign was a success as 763 e books downloaded in 5 days with budget of 125 dollars,hence positive ROI

2.If you had additional budget, how would approach your next campaign?

Would run the campaign for longer duration and ensure that the best ad set copy should run only after initial A/B testing.

# Campaign Results: Performance



# Campaign Results: Demographics

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Search ▾ Filters ▾ Campaign Name: malvika +

+ Create Ad Duplicate Edit Create Rule

Ad Name	Delivery
Ebook - Image 1	Inactive
Ebook - Image 2	Not Delivering Ad Set Completed
Ebook - Image 3	Not Delivering Ad Set Completed

Results from 3 ads

Performance Insights for 3 Ads

Last 30 days: Nov 30, 2017 — Dec 29, 2017  
Note: Does not include today's data

Performance Demographics Placement

763 Results: eBook Download 136,464 Reach

All Women 26% ( 196 ) 30% ( 41,435 )

\$0.15 Cost per Result

Age

Age Group	Percentage
13-17	~1%
18-24	~5%
25-34	~35%
35-44	~5%
45-54	~2%
55-64	~1%
65+	~1%

All Men 74% ( 566 ) 69% ( 94,293 )

\$0.17 Cost per Result

# Campaign Results: Placement

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Search business  Search

DMND 99+ Help ?

Campaign Name: malvika +

Search ▾ Filters ▾ 3

Create Ad Duplicate Edit 3 Create Rule

Ad Name Delivery

Ad Name	Delivery
Ebook - Image 1	Inactive
Ebook - Image 2	Not Delivering Ad Set Completed
Ebook - Image 3	Not Delivering Ad Set Completed

Results from 3 ads

Performance Insights for 3 Ads

Last 30 days: Nov 30, 2017 – Dec 29, 2017  
Note: Does not include today's data

Performance Demographics Placement

136,464 Reach ▾ 763 Results: eBook Download ▾ \$125.00 Amount Spent

Device Type: Mobile and Desktop

About Placement Results: Ad delivery is optimized to allocate your budget to placements likely to perform best with your audience, based on your targeting and bid amount.

Learn More

Bar chart showing Reach by Placement:

Placement	Reach
Audience Network	~10K
Facebook	~85K
Instagram	~35K
Messenger *	~5K

\* You may see low delivery of Messenger ads until they're available to all people in Messenger. A more accurate performance metric is cost per result.

# Ad Set Data: Performance

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Discard Changes Review Draft Items (1)

Search Filters Campaign Name: malvika +

Last 30 days: Nov 30, 2017 – Dec 29, 2017  
Note: Does not include today's data

Account Overview Campaigns 1 selected Ad Sets 1 selected Ads 3 selected

Create Ad Duplicate Edit Create Rule Columns: Performance Breakdown Export

Ad Name	Delivery	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Relevance Score	Link Clicks
Ebook - Image 1	Inactive	27 eBook Download	21,912	27,290	\$0.65 Per eBook Download	\$17.59	12/29/2017	7	249
Ebook - Image 2	Not Delivering Ad Set Completed	70 eBook Download	40,533	50,038	\$0.34 Per eBook Download	\$23.89	12/29/2017	6	366
Ebook - Image 3	Not Delivering Ad Set Completed	666 eBook Download	94,757	133,922	\$0.13 Per eBook Download	\$83.52	12/29/2017	7	1,332
Results from 3 ads		763 eBook Download	136,464 People	211,250 Total	\$0.16 Per eBook Dow...	\$125.00 Total Spent			1,947 Total

# Ad Set Data: Delivery

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Discard Changes Review Draft Items (1)

Search Filters Campaign Name: malvika +

Last 30 days: Nov 30, 2017 – Dec 29, 2017  
Note: Does not include today's data

Save Filter Clear

Account Overview Campaigns 1 selected Ad Sets 1 selected Ads 3 selected

+ Create Ad Duplicate Edit Create Rule Columns: Delivery Breakdown Export

	Ad Name	Delivery	Reach	Frequency	Cost per 1,000 People Reached	Impressions	CPM (Cost per 1,000 Impressions)
<input checked="" type="checkbox"/>	Ebook - Image 1	<input checked="" type="radio"/> Inactive	21,912	1.25	\$0.80	27,290	\$0.64
<input checked="" type="checkbox"/>	Ebook - Image 2	<input checked="" type="radio"/> Not Delivering Ad Set Completed	40,533	1.23	\$0.59	50,038	\$0.48
<input checked="" type="checkbox"/>	Ebook - Image 3	<input checked="" type="radio"/> Not Delivering Ad Set Completed	94,757	1.41	\$0.88	133,922	\$0.62
	Results from 3 ads		136,464 People	1.55 Per Person	\$0.82 Per 1,000 People Reached	211,250 Total	\$0.59 Per 1,000 Impressions

# Ad Set Data: Engagement

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Discard Changes    Review Draft Items (1)

Save Filter    Clear    Last 30 days: Nov 30, 2017 – Dec 29, 2017  
Note: Does not include today's data

Account Overview    Campaigns (1 selected)    Ad Sets (1 selected)    Ads (3 selected)

Create Ad    Duplicate    Edit    Create Rule    Columns: Engagement    Breakdown    Export

	Ad Name	Delivery	People Taking Action	Post Reactions	Post Comments	Post Shares	Link Clicks	Page Likes	CPC (Cost per Link Click)
<input checked="" type="checkbox"/>	Ebook - Image 1	<input checked="" type="radio"/> Inactive	922	593	1	6	249	106	\$0.07
<input checked="" type="checkbox"/>	Ebook - Image 2	<input checked="" type="radio"/> Not Delivering Ad Set Completed	1,314	782	1	7	366	211	\$0.07
<input checked="" type="checkbox"/>	Ebook - Image 3	<input checked="" type="radio"/> Not Delivering Ad Set Completed	3,000	1,340	6	51	1,333	628	\$0.06
	Results from 3 ads		4,816 People	2,715 Total	8 Total	64 Total	1,948 Total	945 Total	\$0.06 Per Action