Project 5: Run an AdWords Campaign (Part 2)

Campaign Evaluation

Campaign Approach

Description, Marketing Objective & KPI

1. Approach Description –
Course –Free Deep Learning
Country-United Kingdom

- As Deep Learning as a course is only taken after taking up Machine learning ,targeting in not very generic –i.e these ad sets are for a very specific group of people. The Target Audience-industrial engineers, researchers ,mechanical engineers, programmers, coders, developers, data science experts and students who have completed Machine Learning course.

- 2 Ad Groups were created-targeting different stages in a customer journey-1)Awareness   2)Interest
- Different ad group had 2 different ads, with different Headlines and Description
- Keywords for the same ad group are identical-same keywords for targeting the each group of our target audience depending on their customer journey
- Keywords for the 1 st ad group-Awareness are more general and target those who are just new to this field
- Keywords for the 2nd group-interest stage focus on details that people may search for once they know and fully understand deep learning and want to advance their career in the field .

- Daily budget-15 $ per day
- Keyword selection-mixed keywords-long tail ,head keywords ,branded ,non branded with Exact match type and Phrase match

2. Marketing Objective & KPI

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

-To get atleast 10 Sign up s for Free Deep Learning Course by Udacity in the next week with a budget o 75 $
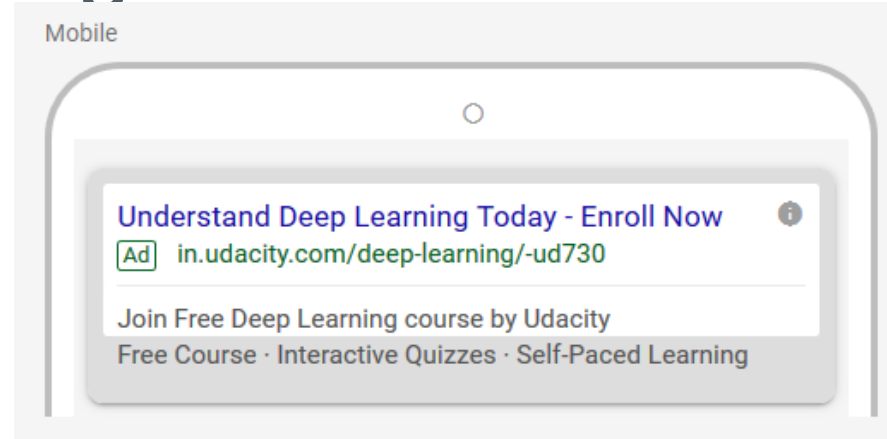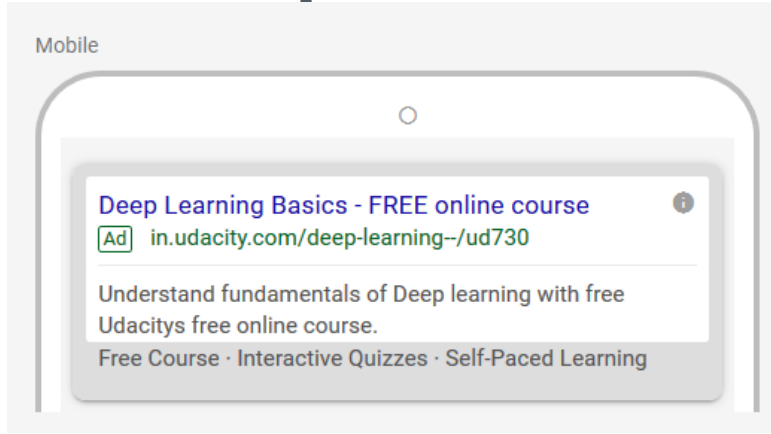
What primary KPI are you going to track in your campaign?

-Number of sign ups

Ad Groups

Ads and Keywords

Ad Group 1-Awareness stage

Mobile

Deep Learning Basics - FREE online course
Ad in.udacity.com/deep-learning--/ud730

Understand fundamentals of Deep learning with free
Udacitys free online course.
Free Course · Interactive Quizzes · Self-Paced Learning

Mobile

Understand Deep Learning Today - Enroll Now
Ad in.udacity.com/deep-learning/-ud730

Join Free Deep Learning course by Udacity
Free Course · Interactive Quizzes · Self-Paced Learning

Keyword List:NEXT PAGE

NOTE-instead of having 2 ad groups having 2 ad sets each i have 4 ad groups

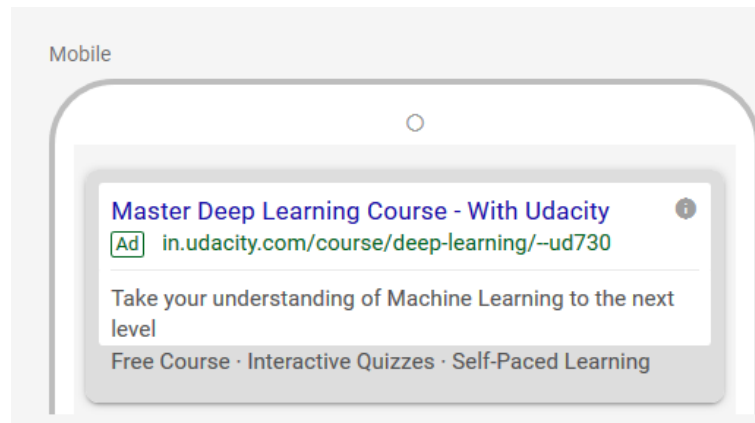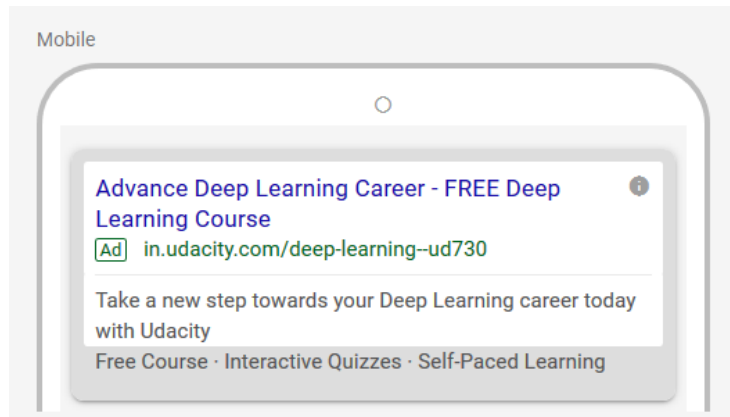Ad group 1 & ad group 2 is awareness and has same keywords

KEYWORD LIST

"Fundamentals of Deep Learning "
"Deep Learning Simplified with udacity "
[Deep learning]
[deep learning career]
engineering courses with udacity
"udacitys deep learning course"
learn image recognition with udacitys free course
Learn about artificial neural networks
[free deep learning online]
"Master algorithm "
image generation for coders start today
[Udacity Machine Learning Engineers]
understand deep learning is impacting our understanding of intelligence
[coders learn deep learning today]
Machine Learning Engineers
[Googles free deep learning]
begginers guide to understand deep learning basics
[basics for deep learning]
Start your machine learning career
special coding blueprint approaches with Udacitys free deep learning course
"Take machine learning to the next level "

AD SET 2-Interest stage

Mobile

Advance Deep Learning Career - FREE Deep Learning Course
Ad   in.udacity.com/deep-learning--ud730

Take a new step towards your Deep Learning career today with Udacity

Free Course · Interactive Quizzes · Self-Paced Learning

Mobile

Master Deep Learning Course - With Udacity
Ad   in.udacity.com/course/deep-learning/--ud730

Take your understanding of Machine Learning to the next level

Free Course · Interactive Quizzes · Self-Paced Learning

Keyword List:NEXT SLIDE
NOTE-instead of having 2 ad groups having 2 ad sets each i have 4 ad groups

Ad group 3 & ad group 4 is interest and has same keywords

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Keyword list

- "after machine learning"
- [Best advance Machine learning online]
- chance for data science experts to enhance knowledge
- [complete your machine learning course]
- "Deep learning in neural networks advance training"
- Deep Learning in Python
- Deep Learning with Tensor Flow
- [Enhance Deep Learning online]
- "how to advance machine learning"
- [Jobs in Machine learning with udacitys deep learning course]
- [Master algorithm with udacity]
- [Mechanical engineers deep learning today]
- "Neural networks and Deep Learning"
- [new career with the Deep Learning Program]
- "Reinforcing deep learning with udacity"
- [Software engineers advance career]
- "test your machine learning skills with udacity"
- [The future of Machine learning]
- [Understand deep learning in detail]

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
Interest	3 $	493	16	3.25%	2.36	0	Na	0	37.69
Interests 2	3 $	553	1	0.18 %	2.43	0	Na	0	2.43
Awareness	3 $	787	5	0.64%	2.05	0	NA	0	10.26
Awareness 2	3 $	1597	18	1.13%	2.83	0	NA	0	50.93
Total		**3430**	**40**	**1.17%**	**2.53**	**0**	**Na**	**0**	**101.31**

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Key Campaign Results (Ads)

Ad	Clicks	CTR	Avg. Cost per Click	Conversions	CR	Cost per Conversion
Ad Group 1, Ad 1-Interest	16	3.25%	2.36	0	NA	NA
Ad Group 1, Ad 2-interest	1	0.18 %	2.43	0	NA	NA
Ad Group 2, Ad 1-Awareness	5	0.64%	2.05	0	NA	NA
Ad Group 2, Ad 2-Awareness	18	1.13%	2.83	0	**NA**	**Na**

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Key Campaign Results (Keywords)

Keyword	Clicks	CTR	Avg. Cost per Click	Conversions	CR	Cost per Conversion
[Deep learning]	10	1.43%	$2.70	0	0	0
Deep Learning with Tensor Flow	3	11.11 %	$1.94	0	0	0
Machine Learning Engineers	8	0.90%	$2.99	0	0	0

Campaign Evaluation

- The Campaign was not successful as we did not have any conversions (which was sign up for the free Deep learning course in 5 days)
- The Campaign got a total of 40 clicks ,however none of the people who were clicking registered for the free course. The Average CPC was 2.57 which is lower than the MAX CPC which was 3 $ but close enough to it .However effort to make the CPC to be lower ,could have helped the campaign. The impressions were 3430 ,a higher number of audience could be targeted which would lead to higher impressions .
- The Awareness ad group did better overall than the interest Ad group as it had higher number of clicks as it had higher number of clicks and keywords chosen were ore generic
- The Keywords that performed better than the rest are [Deep learning],Deep Learning with Tensor Flow,Machine Learning Engineers which were more generic in this case as deep learning as a course is advance course after machine learning.

Recommendations for future campaigns

- As seen both ad groups did not get any conversion, most of the keywords selected were exact match or phrase match and might have been too specific for a course like deep learning and keywords that arent exactly searched for ,hence maybe using broad match could have been better here.
- Most keywords that got clicks had high competition and other keywords could have been used in their place
- Run A/B test for other factors such as headline, body of ad, target audience .
- Use negative keywords which will help to filter words that ensure that the ad does not show up for few words.
- Monitor the campaign and tweak the not performing ad groups.
- Improve the Landing page –clearly give a USP for taking the Deep learning course .
- Optimizes the landing page for mobile device as well.

Appendix

Screenshots for Reference

Ad Groups

		Ad group ↑	Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type	Active
☐	●	Advance deep learning career	Campaign ended	$3.00 (enhanced	–	16	493	3.25%	$2.36	$37.69	Standard	None
☐	●	Enhance deep learning skills	Campaign ended	$3.00 (enhanced	–	1	553	0.18%	$2.43	$2.43	Standard	None
☐	●	Learn deep learning	Campaign ended	$3.00 (enhanced	–	5	787	0.64%	$2.05	$10.26	Standard	None
☐	●	Understand Deep learning	Campaign ended	$3.00 (enhanced	–	18	1,597	1.13%	$2.83	$50.93	Standard	None
		Total: Ad groups				40	3,430	1.17%	$2.53	$101.31		

Ad group status: **All but removed**

Find ad groups

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Ads

		Ad	Status	Ad group	Ad type	Clicks	Impr.	CTR	Avg. CPC
☐	🟢	**Advance Deep Learning Course for FREE** in.udacity.com/deep-learning/ud730 Take the next step for your Deep Learning Career	Campaign ended	Advance deep learning career	Expanded text ad	16	493	3.25%	$2.36
☐	🟢	**Deep Learning Basics FREE online course** in.udacity.com/deep-learning--/ud730 Understand fundamentals of Deep learning with free Udacitys free online course.	Campaign ended	Learn deep learning	Expanded text ad	5	787	0.64%	$2.05
☐	🟢	**Master Deep Learning Course With Udacity** in.udacity.com/deep-learning Take your understanding of Machine Learning to the next level	Campaign ended	Enhance deep learning skills	Expanded text ad	1	553	0.18%	$2.43
☐	🟢	**Understand Deep Learning Today Enroll Now** in.udacity.com/deep-learning/-ud730 Join Free Deep Learning course by Udacity	Campaign ended	Understand Deep learning	Expanded text ad	18	1,597	1.13%	$2.83
		Total: All but removed ads				40	3,430	1.17%	$2.53

Keywords

		Keyword	Status	Max. CPC	Policy details	Final URL	Clicks	Impr.	CTR	Avg. CPC	↓ Cost
☐	⬤										
							40	3,430	1.17%	$2.53	$101.31
☐	🟢	Deep Learning in Python	Campaign ended	$3.00 (enhanced)	Approved	—	13	435	2.99%	$2.45	$31.86
☐	🟢	[Deep learning]	Campaign ended	$3.00 (enhanced)	Approved	—	10	697	1.43%	$2.70	$27.02

Total: All but removed keywords

Keywords

Audiences

Demographics

Settings

Locations