



Project 3: Run a Facebook Campaign

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 downloading the Ebook downloaded



Campaign Summary

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

In preceeding *slide-screenshot-*

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

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

In predceeding 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
Targeting	<p>Location - Living In: Worldwide</p> <p>Age: 24 - 35</p> <p>Exclude: Interests: Udacity</p> <p>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</p> <p>Interest expansion: On</p> <p>Less</p>
Ad Placement	<p>Facebook Feeds, Facebook Instant Articles, Facebook Right Column, Instagram Feed, Audience Network Native, Banner and Interstitial, Audience Network In-Stream Videos, Audience Network Rewarded Videos and Messenger Home</p>



MARKETING

MANPOWER PROGRAM

Ad copy and creative

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Results-overview

Power Editor

Search business

DMND

99+

Help

Udacity 1 (1192421680793468)

Search

Filters

Campaign Name: malvika

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	Inactive	27 eBook Download	21,912	27,290	\$0.65 Per eBook Downlo...	\$17.59	12/29/2017	7	249
<input checked="" type="checkbox"/>	 Ebook - Image 2	Not Delivering Ad Set Completed	70 eBook Download	40,533	50,038	\$0.34 Per eBook Downlo...	\$23.89	12/29/2017	6	366
<input checked="" type="checkbox"/>	 Ebook - Image 3	Not Delivering Ad Set Completed	666 eBook Download	94,757	133,922	\$0.13 Per eBook Downlo...	\$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 downloads(763 e books downloaded)



Campaign Evaluation

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

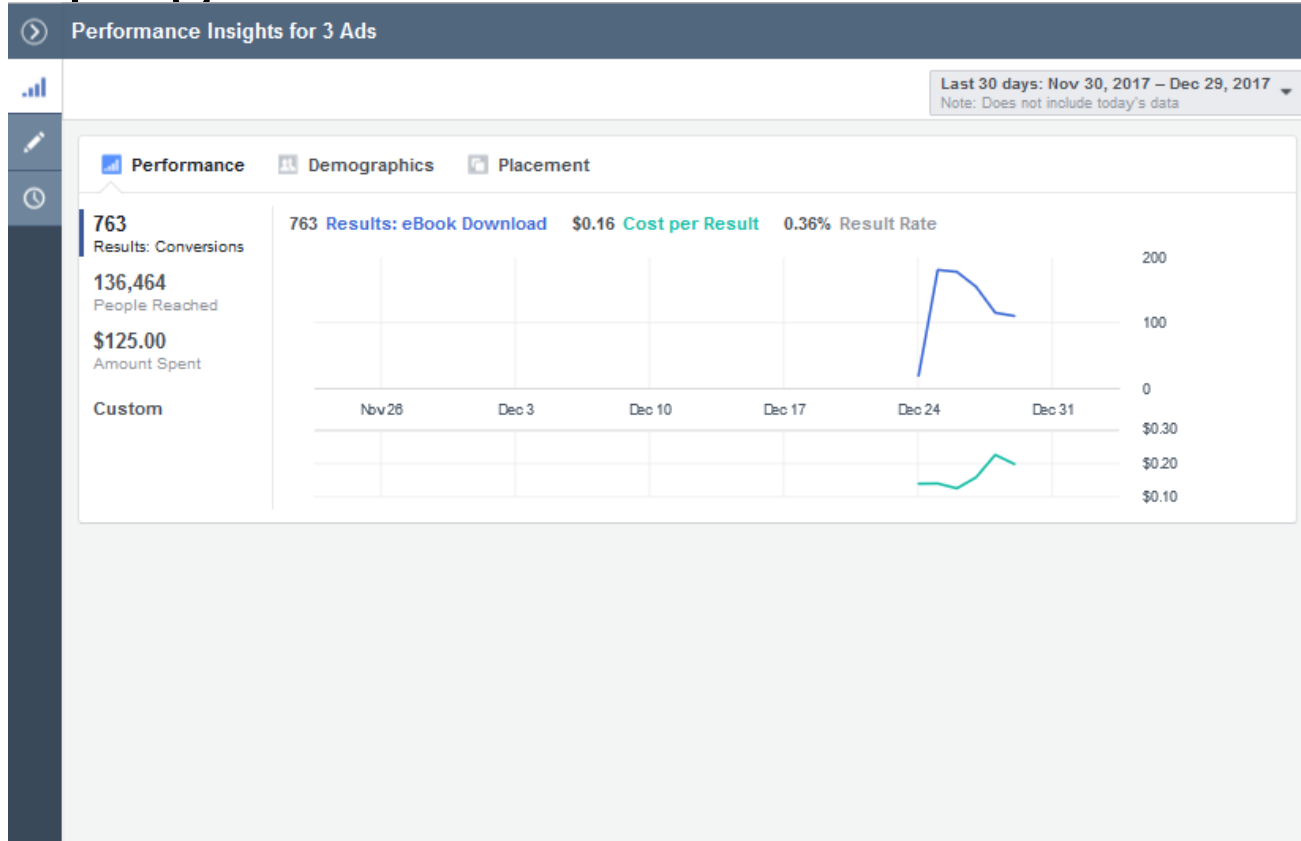
The campaign was a success as 763 e books downloaded in 5 days with budget of 125 dollars,hence positive ROI

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

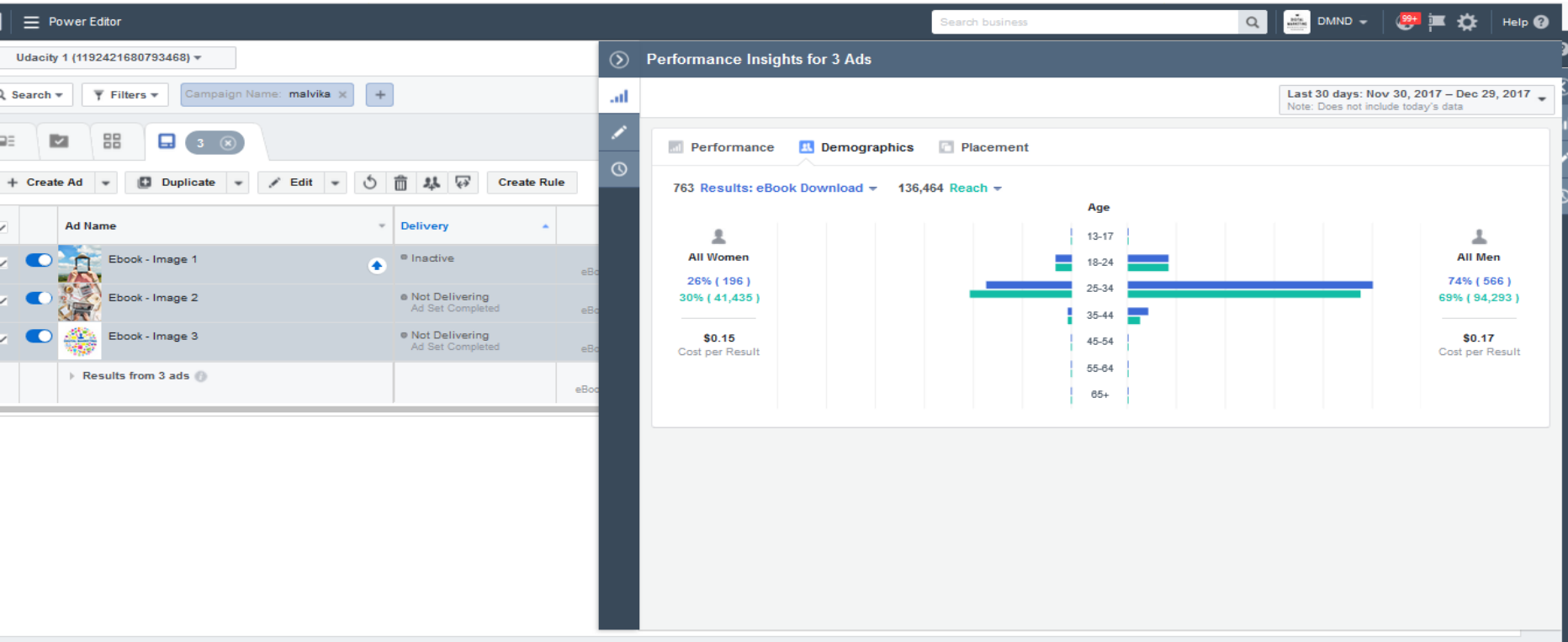
Would run the campaign for longer duration and ensure that the best ad set copy should run only after initial A/B testing.



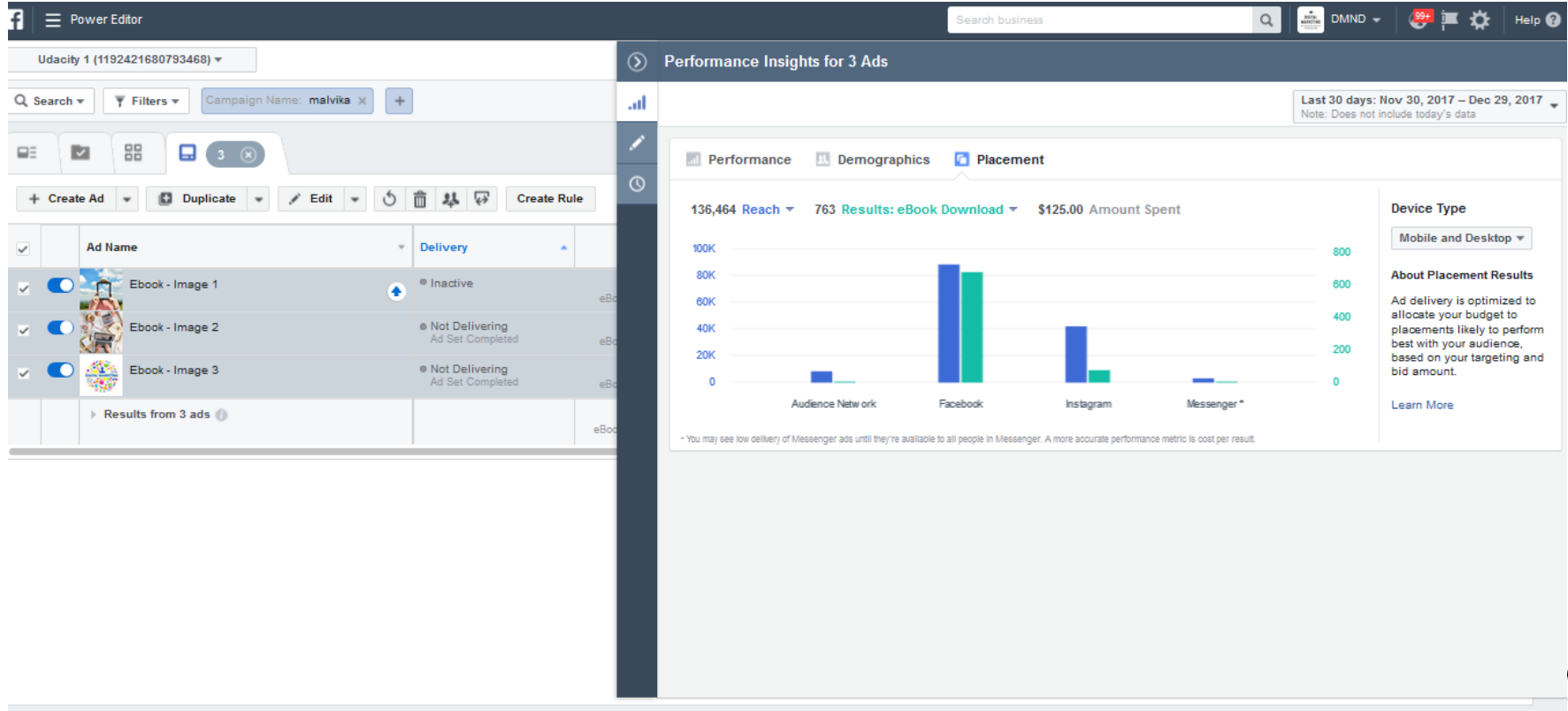
Campaign Results: Performance



Campaign Results: Demographics



Campaign Results: Placement



Ad Set Data: Performance

Power Editor

Search business

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Help

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<input checked="" type="checkbox"/>	 Ebook - Image 1	Inactive	27 eBook Download	21,912	27,290	\$0.65 Per eBook Downlo...	\$17.59	12/29/2017	7	249
<input checked="" type="checkbox"/>	 Ebook - Image 2	Not Delivering Ad Set Completed	70 eBook Download	40,533	50,038	\$0.34 Per eBook Downlo...	\$23.89	12/29/2017	6	366
<input checked="" type="checkbox"/>	 Ebook - Image 3	Not Delivering Ad Set Completed	666 eBook Download	94,757	133,922	\$0.13 Per eBook Downlo...	\$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

Facebook Power Editor interface showing Ad Set Data for Delivery.

Search business:

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Discard Changes | Review Draft Items (1)

Search ▼ | Filters ▼ | Campaign Name: malvika x | 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: Delivery ▼ | Breakdown ▼ | Export

✓	Ad Name	Delivery	Reach	Frequency	Cost per 1,000 People Reached	Impressions	CPM (Cost per 1,000 Impressions)
✓	 Ebook - Image 1	Inactive	21,912	1.25	\$0.80	27,290	\$0.84
✓	 Ebook - Image 2	Not Delivering Ad Set Completed	40,533	1.23	\$0.59	50,038	\$0.48
✓	 Ebook - Image 3	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	\$0.92 Per 1,000 People Reached	211,250 Total	\$0.59 Per 1,000 Impressions

Ad Set Data: Engagement

Power Editor

Search business

DMND

99+

Help

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Discard Changes

Review Draft Items (1)

Search

Filters

Campaign Name: malvika

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	Inactive	922	593	1	6	249	106	\$0.07
<input checked="" type="checkbox"/>	 Ebook - Image 2	Not Delivering Ad Set Completed	1,314	782	1	7	366	211	\$0.07
<input checked="" type="checkbox"/>	 Ebook - Image 3	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