

# DMND



UDACITY



# **Campaign Approach Description**

## **Marketing Objective & KPI**

## 1. Approach Description

- To create awareness of the free Intro to HTML and CSS course of udacity Nanodegree. The Google ads will be made exclusive to users who reside within the United Kingdom. Users who click on the ad will be brought to a landing page where they can sign up for the HTML and CSS course.
- I created two ad groups and made two ads for each group as required. Ad group #1 and Ad group #2 , to having two groups for potential customers at different parts of the customer journey. I chose keywords that related directly to those users might use to search for answers in how to learn web programming . keywords such as "html and css tutorial" "web developing for beginner " . Keywords such as these are believed to be best for converting potential customers into customers.
- Course: Intro to HTML and CSS .
- Country: United Kingdom



## 2. Marketing Objective & KPI

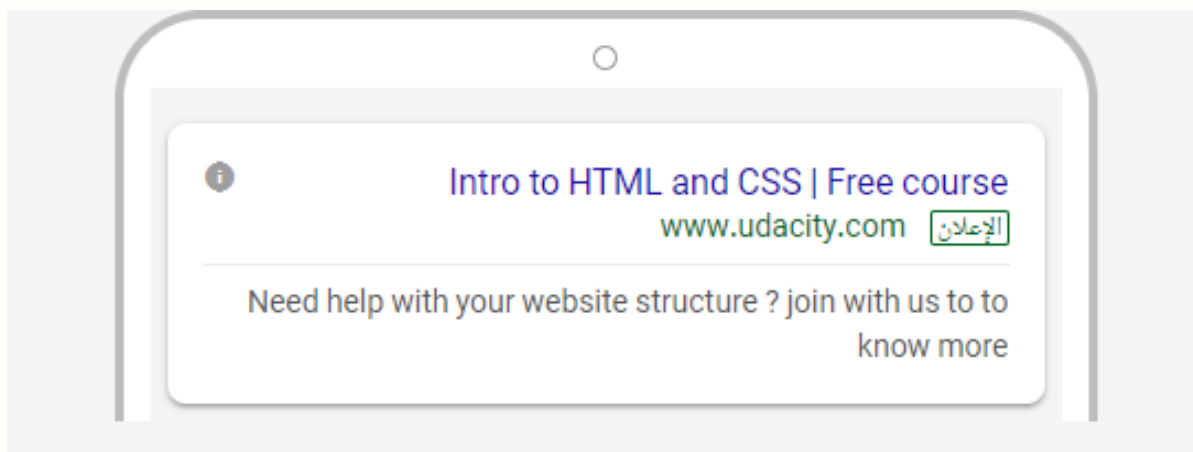
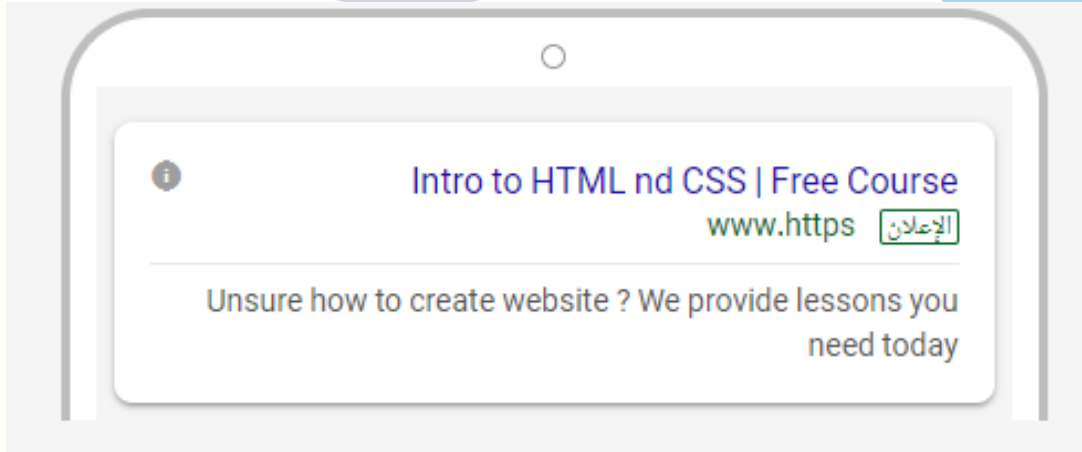
Objective: Convert 50 potential customers by having them enroll in the intro to html and css course starting December 5 and ending on December 10 with daily budget 15\$ .

KPI: The number of people enrolling in the intro to html and css course .



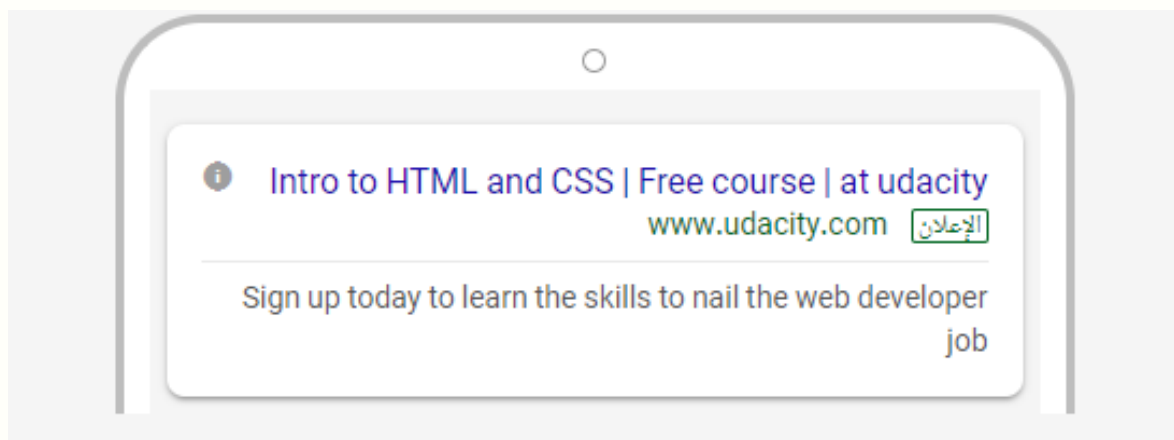
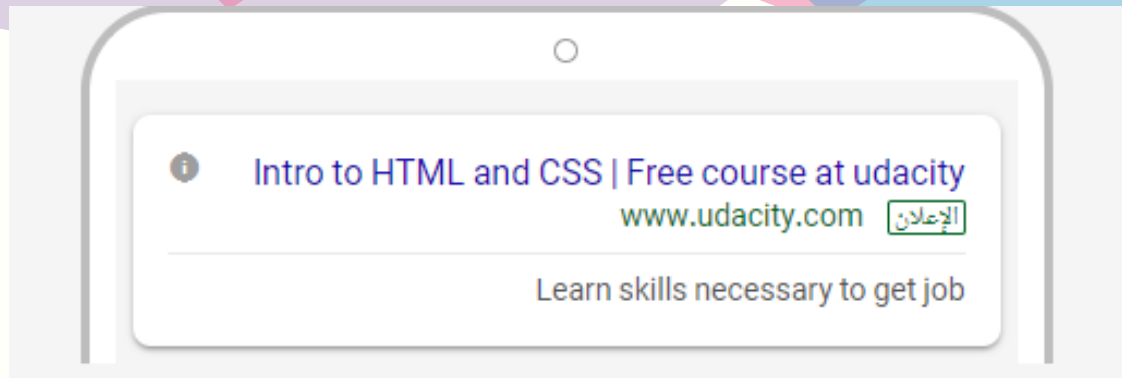
# **Ad Groups Ads and Keywords**

## Ad Group #1



Web software developer , best way to learn  
html and css , css coding tutorial , table class  
css , web developing ,web developer job ,  
HTML,CSS , front end course , css training ,  
html and css free lessons .

## Ad Group #2



Udacity , html and css free tutorial , CSS ,  
web developer job , HTML,CSS front end job ,  
front end online course , web developer  
freelancer .



# **Appendix Screenshots for Reference**



# Campaign Summary

\*There is a problem the screen shot appear in arabic language so i will explain what is written .

إستراتيجية عروض الأسعار  
الحصول على أكبر عدد ممكن من النقرات

ميزانية الحملة  
US\$ 15.00/اليوم

3 ديسمبر 2018 - لا يوجد تاريخ انتهاء

المملكة المتحدة

هدف الحملة  
العملاء المحتملون

الإنجليزية

معدل الإحالات الناجحة	تكلفة الإحالة الناجحة	الإحالات الناجحة	التكلفة	متوسط تكلفة النقرة	نسبة النقر إلى الظهور	مرات الظهور	النقرات	نوع المجموعة الإعلانية	التكلفة القصى التلقائية للنقرة	الحالة	المجموعة الإعلانية	<input type="checkbox"/>
0.00%	US\$ 0.00	0.00	US\$ 0.00	—	—	0	0	قياسي	تلقائي: US\$ 2.25	مؤجل	Ad group #1	<input checked="" type="checkbox"/>
0.00%	US\$ 0.00	0.00	US\$ 1.12	US\$ 1.12	33.33%	3	1	قياسي	تلقائي: US\$ 2.25	مؤجل	Ad group #2	<input checked="" type="checkbox"/>

Star date : dec 5 , 2018 End : dec 10 , 2018 .

Active: all day .

Location : United kingdom .

Languages : English .

Campaign goals : No goals selected .



# **Campaign Evaluation Results, Analysis and Recommendations**

# Key Campaign Results (Campaign & Ad Groups)

Ad group	Max.cpc bid	Imper	Clicks	CTR	Avg.cost per click	Conversions	CR	CPC	Cost
Ad #1	\$0.46	19	1	5.26%	\$2.04	0	0.00%	0	\$2.04
Ad #2	\$0.46	578	20	3.46%	\$1.45	0	0.00%	0	\$29.07
Total		597	21	3.52%	\$1.48	0	0.00%	0	\$31.11

# Key Campaign Results (Ads)

Ad	Clicks	CTR	Avg.cost per click	Conversions	CR	Cost per Conversions
Ad #1	14	4.14%	\$1.44	0	0.00%	\$0.00
Ad #1	6	2.50%	\$1.49	0	0.00%	\$0.00
Ad #2	1	6.67%	\$2.04	0	0.00%	\$0.00
Ad #2	0	0.00%	–	0	0.00%	\$0.00

# Key Campaign Results (Keywords)

keywords	Clicks	CTR	Avg.cost per click	Conversions	CR	Cost per Conversions
HTML	17	4.86%	\$1.38	0	0.00%	\$0.00
CSS	2	1.67%	\$1.67	0	0.00%	\$0.00
Web software developer	1	12.50%	\$2.04	0	0.00%	\$0.00
Web developing	1	1.92%	–	0	0.00%	\$0.00

# Campaign Evaluation

Positive ROI? Given life time budget for my project was \$75 and the total campaign cost went up to \$31.11.

$$\text{ROI} = [(\$60 \times \text{No. of Conversions}) - \text{Total cost of the campaign}] / \text{Cost of campaign}$$

$$= [(\$60 \times 0) - 31.11 / 75.00]$$

$$= -31.11 / 75.00$$

$$= 0.41 \text{ negative}$$
 . I need to take keywords into consideration and use more efficient keywords and remove all the keywords that cost a lot. So that it will help me to achieve a big ROI.

My conversion rate is presumed to be lower than expected as there were only 21 clicks, and the goal was to have 50 conversions, which is not possible from this many clicks.

The most ever paid for a click was \$2.19 for the keyword “web developing” though there was only one click for this keyword. However, if looking at the three most clicked keywords, the highest cost per click was \$2.04 and the lowest was \$1.38 .



## Campaign Evaluation

The "Ad group #2" had the highest click through rate while the keyword "HTML" . from the "Ad group #1 " had the most clicks and the first ad for the "Ad group #2" ad group had the most clicks as well.

Looking at the cost per click and the average position of your ad groups, can you infer which kind of keywords are subject to higher competition in AdWords?

Which keywords performed best for you and why might that have been the case?

## Recommendations for future campaigns

I would focus on the keyword "html" and embed it with other keywords HTML from the "Ad #2" ad group which has most clicks.

I would focus on the second ad with simple keywords they produced 14 and 6 clicks out of 21 clicks.

I would revoke most of the keywords from both ad groups and only leave the top 3 performing ones as they produced 17 of the 21 clicks.

I would set up an A/B test by switching the second ads from both ad groups and see if they would perform better in the other ad group.

I would not change anything about the landing page as I feel it was suitable and good enough to provide the information necessary for the potential consumer to make a decision in whether or not to enroll in the html and css course.



# Ad Groups

معدل الإحالات الناجحة	تكلفة الإحالة الناجحة	الإحالات الناجحة	التكلفة	متوسط تكلفة النقرة	نسبة النقر إلى الظهور	مرات الظهور	النقرات	نوع المجموعة الإعلانية	التكلفة القصى التفاضلية للنقرة	الحالة ↓	المجموعة الإعلانية	<input type="checkbox"/>
0.00%	US\$ 0.00	0.00	US\$ 2.04	US\$ 2.04	5.26%	19	1	قياسي	تلفاقي: US\$ 0.45	مؤجل	Ad group #1	<input checked="" type="checkbox"/>
0.00%	US\$ 0.00	0.00	US\$ 29.07	US\$ 1.45	3.46%	578	20	قياسي	تلفاقي: US\$ 0.45	مؤجل	Ad group #2	<input checked="" type="checkbox"/>
0.00%	US\$ 0.00	0.00	US\$ 31.11	US\$ 1.48	3.52%	597	21				الإجمالي: ... ②	
0.00%	US\$ 0.00	0.00	US\$ 31.11	US\$ 1.48	3.52%	597	21				الإجمالي: ... ②	

# Ads

معدل الإحالات الناجحة	تكلفة الإحالة الناجحة	الإحالات الناجحة	التكلفة	متوسط تكلفة النقرة	نسبة النقر إلى الظهور	مرات الظهور	عدد النقرات	نوع الإعلان	الحالة	المجموعة الإعلانية	إعلان 
0.00%	US\$ 0.00	0.00	US\$ 20.11	US\$ 1.44	4.14%	338	14	إعلان نصي موقع	مقبولة	Ad group #2	 
0.00%	US\$ 0.00	0.00	US\$ 8.96	US\$ 1.49	2.50%	240	6	إعلان نصي موقع	مقبولة	Ad group #2	 
0.00%	US\$ 0.00	0.00	US\$ 2.04	US\$ 2.04	6.67%	15	1	إعلان نصي موقع	مقبولة	Ad group #1	 
0.00%	US\$ 0.00	0.00	US\$ 0.00	—	0.00%	4	0	إعلان نصي موقع	مقبولة	Ad group #1	 
0.00%	US\$ 0.00	0.00	US\$ 31.11	US\$ 1.48	3.52%	597	21			الإجمالي: جميع الإعلانات إلا التي تمت إزالتها 	
0.00%	US\$ 0.00	0.00	US\$ 31.11	US\$ 1.48	3.52%	597	21			الإجمالي: حملة 	

# Keywords

معدل الإحالات الناجحة	تكلفة الإحالة الناجحة	الإحالات الناجحة	التكلفة	متوسط تكلفة الفترة	نسبة التحويل إلى الظهور	مرات الظهور	عدد النقرات	رابط عنوان URL النهائي	تفاصيل السياسة	التكلفة القصوى للنقرة	الحالة	المجموعة الإعلانية	الكلمة الرئيسية	● □
0.00%	US\$ 0.00	0.00	US\$ 23.54	US\$ 1.38	4.86%	350	17	—	مقبولة	تلقائي: US\$ 0.45	مؤجلة	Ad group #2	HTML	● □
0.00%	US\$ 0.00	0.00	US\$ 3.34	US\$ 1.67	1.67%	120	2	—	مقبولة	تلقائي: US\$ 0.45	مؤجلة	Ad group #2	CSS	● □
0.00%	US\$ 0.00	0.00	US\$ 2.04	US\$ 2.04	12.50%	8	1	—	مقبولة	تلقائي: US\$ 0.45	مؤجلة	Ad group #1	web software developer	● □
0.00%	US\$ 0.00	0.00	US\$ 2.19	US\$ 2.19	1.92%	52	1	—	مقبولة	تلقائي: US\$ 0.45	نادراً ما يتم عرضها (نقاط الجودة منخفضة)	Ad group #2	web developing	● □
0.00%	US\$ 0.00	0.00	US\$ 0.00	—	—	0	0	—	مقبولة	تلقائي: US\$ 0.45	مؤجلة	Ad group #1	best way to learn html css	● □
0.00%	US\$ 0.00	0.00	US\$ 0.00	—	0.00%	11	0	—	مقبولة	تلقائي: US\$ 0.45	مؤجلة	Ad group #1	css coding tutorial	● □
0.00%	US\$ 0.00	0.00	US\$ 0.00	—	—	0	0	—	مقبولة	تلقائي: US\$ 0.45	مؤجلة	Ad group #1	table class css	● □
0.00%	US\$ 0.00	0.00	US\$ 0.00	—	0.00%	49	0	—	مقبولة	تلقائي: US\$ 0.45	مؤجلة	Ad group #2	web developer job	● □
0.00%	US\$ 0.00	0.00	US\$ 0.00	—	0.00%	4	0	—	مقبولة	تلقائي: US\$ 0.45	مؤجلة	Ad group #2	front end course	● □
0.00%	US\$ 0.00	0.00	US\$ 0.00	—	0.00%	2	0	✎	مقبولة	تلقائي: US\$ 0.45	مؤجلة	Ad group #2	Udacity	● □
0.00%	US\$ 0.00	0.00	US\$ 0.00	—	0.00%	1	0	—	مقبولة	تلقائي: US\$ 0.45	مؤجلة	Ad group #2	html and css free tutorial	● □
0.00%	US\$ 0.00	0.00	US\$ 31.11	US\$ 1.48	3.52%	597	21						الإجمالي: 5.	②