Project 5:
Evaluate a Google Ads Campaign

Campaign Approach

Description and Marketing

Objective

1. Campaign Approach

- Udacity has launched a campaign to advertise for the Digital Marketing Nanodegree Program
- The campaign is divided into two [ad groups](), one targeting customers in the Awareness stage and one targeting customers in the Interest stage
- Each ad group uses responsive search ads, with multiple options for the ad headline and description
- When users click on an ad, they are taken to the [overview page]() for the Digital Marketing Nanodegree Program, where they can click a button to download the program syllabus. This conversion has an estimated value of $5.

2. Marketing Objective

- The campaign's marketing objective is to gather at least 200 conversions (syllabus downloads), with a conversion rate of at least 10%

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Ad Groups

Ads and Keywords

Ad Group #1: Ads

Interest Digital Marketing Ad Group - Ad #1	1	2	3	4	5
Headline	Digital Marketing online course for beginners	Digital Marketing for beginners	Learn to become a Digital Marketer	Digital Marketing online course	Digital Marketing online training
Description	Take your first steps towards becoming a Digital Marketer! Online beginner Digital Marketing course.	Online course on foundations of Digital Marketing taught by industry professionals.	Are you looking for a Digital Marketing course? Look no further: Udacity Digital Marketing class for beginners.	An easy way to learn Digital Marketing: online basic class for future best marketers	

Interest Digital Marketing Ad Group - Ad #2	1	2	3	4	5
Headline	Digital Marketing Basics	Digital Marketing online training	Digital Marketing for beginners	Udacity Digital Marketing Resources	Become a Digital Marketer with Udacity
Description	Digital Marketing Basics | Digital Marketing resources from Udacity	See how to become a Digital Marketer	Take Your First Steps towards Becoming a Digital Marketer	Get all the basic knowledge on Digital Marketing that you need	

Data is also available in [this spreadsheet](#)

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Ad Group #2: Ads

Awareness Digital Marketing Ad Group - Ad #1	1	2	3	4	5
Headline	Digital Marketing Basics, all you need	Digital Marketing class	Digital Marketing for beginners	Udacity Digital Marketing Resources	Become a Digital Marketer
Description	Digital Marketing resources from Udacity	See what Digital Marketing is for and how to become a Digital Marketer	Take Your First Steps towards Becoming a Digital Marketer	Get all the basic knowledge on Digital Marketing that you need	

Awareness Digital Marketing Ad Group - Ad #2	1	2	3	4	5
Headline	Digital Marketing online course	Digital Marketing for beginners	Learn to become a Digital Marketer online	Digital Marketing online training	Digital Marketing course with Udacity
Description	Take your first steps towards becoming a Digital Marketer! Online beginner Digital Marketing course.	Online course on foundations of Digital Marketing taught by industry professionals.	Are you looking for a Digital Marketing course? Look no further: Udacity Digital Marketing class for beginners.	An easy way to learn Digital Marketing: online basic class for future best marketers	

Data is also available in this spreadsheet

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Ad Group #1: Keywords

Search keyword	Status	Match Type	Campaign	Ad group	Keyword max CPC	Currency
Best website for learning +marketing	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
Coursera digita marketing	Eligible	Phrase	Udacity_DMND	Interest Digital Marketing	$1.45	USD
Marketing course Udacity	Eligible	Phrase	Udacity_DMND	Interest Digital Marketing	$1.45	USD
+Digital marketing certificate	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
Best website to learn +digital marketing for free	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
Digital marketing learn online	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
+Digital marketing online training	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
+Digital marketing for +beginners	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
How to +learn +marketing	Low search volume	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
+Udemy +digital marketing	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
+Social media marketing +course	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
+Online marketing +course	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
+Social media marketing classes	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
Free +marketing courses	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
Marketing online course	Eligible	Phrase	Udacity_DMND	Interest Digital Marketing	$1.45	USD
Digital marketing course online free	Eligible	Phrase	Udacity_DMND	Interest Digital Marketing	$1.45	USD
+Marketing +online +tutorial	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
+Udacity +Digital Marketing	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
Marketing basics course online free	Low search volume	Phrase	Udacity_DMND	Interest Digital Marketing	$1.45	USD
+Digital marketing +tutorial basics	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD

Data is also available in this spreadsheet

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Ad Group #2: Keywords

Search keyword	Status	Match Type	Campaign	Ad group	Keyword max CPC	Currency
+Digital marketing basic	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+Social media marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+Marketing terms	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+Marketing for +beginners	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+Online marketing +basics	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
What is digital marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+Udacity +marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
How to become a +digital marketer	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
How to do social media marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+Digital marketing online class	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+How to do marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
Define +Digital marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
How to be a +social media marketer	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+Digital Marketer	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+Digital marketing terminology	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
What is marketing used for	Eligible	Phrase	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+Online marketing for +students	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+Digital marketing for +students	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
Study +digital marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
Study +online marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD

Data is also available in this spreadsheet

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Campaign Evaluation

Results, Analysis and

Recommendations

Key Results (Campaign)

Expand the table below to identify and fill in any campaign-level KPIs/metrics you feel will be relevant to your evaluation of the campaign's performance

Campaign	Cost	Clicks	Impressions	Conversions	Cost/Click	Conversion rate	Cost/Conversion	Click through rate
Udacity_DMND	$1,314.00	2391	111256	221	1314/2391 = **$0.55**	221/2391= **9.24%**	1314/221=**$5.95**	2391/111256= **2.15%**

Campaign data is also available in this spreadsheet

Key Results (Ad Groups)

Expand the table below to identify and fill in any ad group-level KPIs/metrics you feel will be relevant to your evaluation of the campaign's performance

Ad Group	Cost	Clicks	Impressions	Conversions	Cost/Click	Conversion rate	Cost/Conversion	Click through rate
Ad Group 1: *Interest Digital Marketing*	$819.05	1553	72497	132	**$0.53**	**8.5%**	**$6.20**	**2.14%**
Ad Group 2: *Awareness Digital Marketing*	$494.95	838	38759	89	**$0.59**	**10.62%**	**$5.56**	**2.16%**
Total	$1,314.00	2391	111256	221	**$0.55**	**9.24%**	**$5.95**	**2.15%**

Key Results (Ads)

Expand the table below to identify and fill in any ad-level KPIs/metrics you feel will be relevant to your evaluation of the campaign's performance

Ad	Cost	Clicks	Impressions	Conversions	Cost/Click	Conversion rate	Cost/Conversion	Click through rate
Ad Group 1, Ad 1	$458.25	991	40163	97	**$0.46**	**9.79%**	**$4.72**	**2.47%**
Ad Group 1, Ad 2	$360.80	562	32334	36	**$0.64**	**6.41%**	**$10.02**	**1.74%**
Ad Group 2, Ad 1	$335.60	619	28827	72	**$0.54**	**11.63%**	**$4.66**	**2.15%**
Ad Group 2, Ad 2	$159.35	219	9932	16	**$0.73**	**7.31%**	**$9.96**	**2.20%**

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Key Results (Keywords)

Use the table below to present the three keywords you consider most successful based on the marketing objective (The campaign's marketing objective is to gather at **least 200 conversions** (syllabus downloads), with a **conversion rate of at least 10% and conversion has an estimated value of $5),** and include any metrics you used to determine which keywords performed best

Keyword	Cost	Clicks	Impressions	Conversions	Cost/Click	Conversion rate	Cost/Conversion	Click through rate
+Online marketing +course	$317.1	534	26639	65	$0.59	12.17%	$4.88	2%
+Social media marketing +course	$36.00	66	912	10	$0.55	15.15%	$3.60	7.24%
+Digital marketing certificate	$23.10	48	894	8	$0.48	15.63%	$3.08	5.37%

Campaign Evaluation

Evaluate how successful the campaign was, based on the marketing objective

- The campaign's return on investment (ROI), including identification of whether the campaign was ROI-positive or ROI-negative
  - ROI = (total conversion value - total cost)/total cost
    - = 100*(221*5 - 1314)/1314
    - = **-15.90%**
  - The campaign resulted in a **negative ROI**, it did not reach it's initial objective as it only managed to get **221 successful conversions** with a much higher **cost per conversion of $5.95 at a conversion rate of 9.24% which is less than the initial objective of 10%**

Campaign Evaluation

Evaluate how successful the campaign was, based on the marketing objective

- ○ Identify and calculate at least three relevant KPIs at the campaign, ad group, ad, and keyword level
    - ■ Cost per Click
    - ■ Conversion rate
    - ■ Cost per Conversion
    - ■ Click through rate
    See Slide 10: Key Results (Campaign), Slide 11: Key Results (Ad Groups), Slide 12: Key Results (Ads) and Slide 13: Key Results (Keywords)

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Campaign Evaluation

Evaluate how successful the campaign was, based on the marketing objective

- Based on your KPI calculations, identify which three keywords performed the best, and explain your reasoning for the ones you selected
  - The following keywords were identified as best performing keywords due to their overall conversion rate being above the objective of 10% with total conversion cost of not more than $5

Keyword	Cost	Clicks	Impressions	Conversions	Cost/Click	Conversion rate	Cost/Conversion	Click through rate
+Online marketing +course	$317.1	534	26639	65	$0.59	12.17%	$4.88	2%
+Social media marketing +course	$36.00	66	912	10	$0.55	15.15%	$3.60	7.24%
+Digital marketing certificate	$23.10	48	894	8	$0.48	15.63%	$3.08	5.37%

Campaign Evaluation

Evaluate how successful the campaign was, based on the marketing objective

- Based on your KPI calculations, make an inference about which keywords are subject to higher competition in Google Ads. Explain your reasoning and which KPIs you used to make your hypothesis.
  - *+Social media marketing* is a broad keyword and it's subject to higher competition on Google Ads as it reached the maximum CPC of $1.41

Search keyword	Cost	Clicks	Impressions	Conversions	Impr. (Abs. Top) %	Impr. (Top) %	Cost/Click	Conversion Rate	Cost/Conversion	Click through rate
+Social media marketing	$110.10	78	1872	17	34.72%	72.22%	1.41	21.79	6.48	4.17

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Campaign Evaluation

Evaluate how successful the campaign was, based on the marketing objective

- An overview statement of how well or not well the campaign performed relative to its marketing objective, supported with evidence
  - Based on the calculated ROI which resulted in -15%, this campaign performed poorly relative to the marketing objective of 200 conversions (syllabus downloads), with a conversion rate of at least 10% and conversion cost of at least $5, the evidence can be seen in <u>Slide 14: Campaign Evaluation</u>

Recommendations for future campaigns

Imagine you are tasked with running an improved version of this campaign, with the same marketing objective. What recommendations would you make to improve the campaign, based on your evaluation of its past performance?

- Would you focus on certain ad groups, ads, keywords, or keyword match types? If so, which ones and why?
    - The keywords mentioned in Slide 16: Campaign Evaluation meets the marketing objective and KPI, therefore I would focus more on them. The Awareness Ad group outperformed the Interest Ad group. The Interest Ad group got more impressions and clicks, but a lower conversion rate and a higher CPC. The ads must be optimized, as well as the quality score for keywords raised by using a different landing page.

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Recommendations for future campaigns

Imagine you are tasked with running an improved version of this campaign, with the same marketing objective. What recommendations would you make to improve the campaign, based on your evaluation of its past performance?

- Would you change any of your existing ad headlines or descriptions, or add any new ones? What would you change/add and why?
    - I would focus on improving the landing page, use SEO tools to evaluate and make improvements to make it load faster.

Recommendations for future campaigns

Imagine you are tasked with running an improved version of this campaign, with the same marketing objective. What recommendations would you make to improve the campaign, based on your evaluation of its past performance?

- Would you set up an A/B test, and if so, how would you go about it?
  - In Ad Group #2: Ad 2 of 5 I would add a more detailed description and reword the headline to "Become a Digital Marketer with Udacity"

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