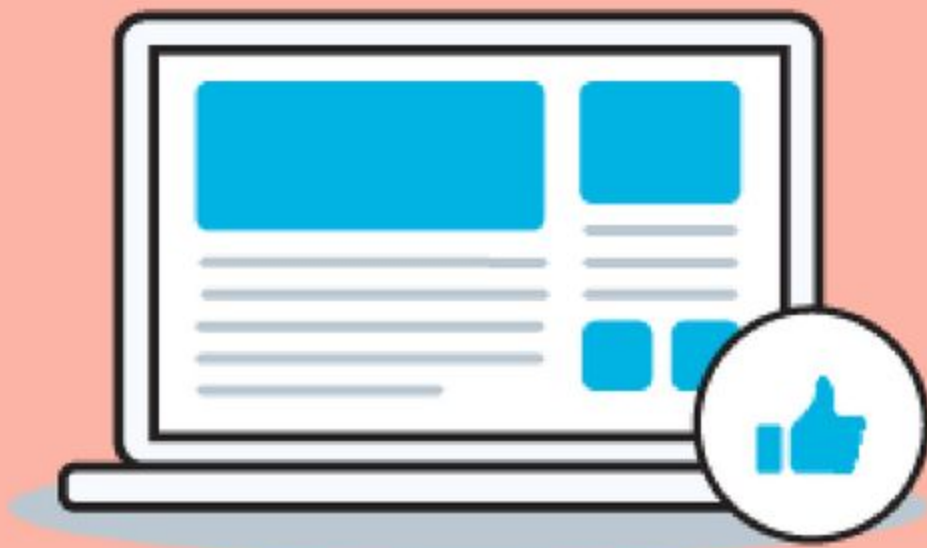


Project 6

Evaluate a Display Campaign



Assumptions

Marketing Objective: You are running an advertising campaign with the goal of signing up students for the Digital Marketing Nanodegree

Cost: The cost of the degree is \$999

Profit: For the purpose of this assignment, assume a profit margin of 30%, meaning that Udacity makes \$299 in profit per student that signs up.

Campaign: We want to aggressively grow the program, but, we want to do it without losing money.

Formulas:

Conversion Assumption: 0.2% Conversion via Landing page

Calculating #of Sign Ups: Clicks to the landing page
*0.002 = # of Student Sign Ups

Note: Please round to the nearest whole number

CPA: Cost of Campaign/# sign ups = CPA

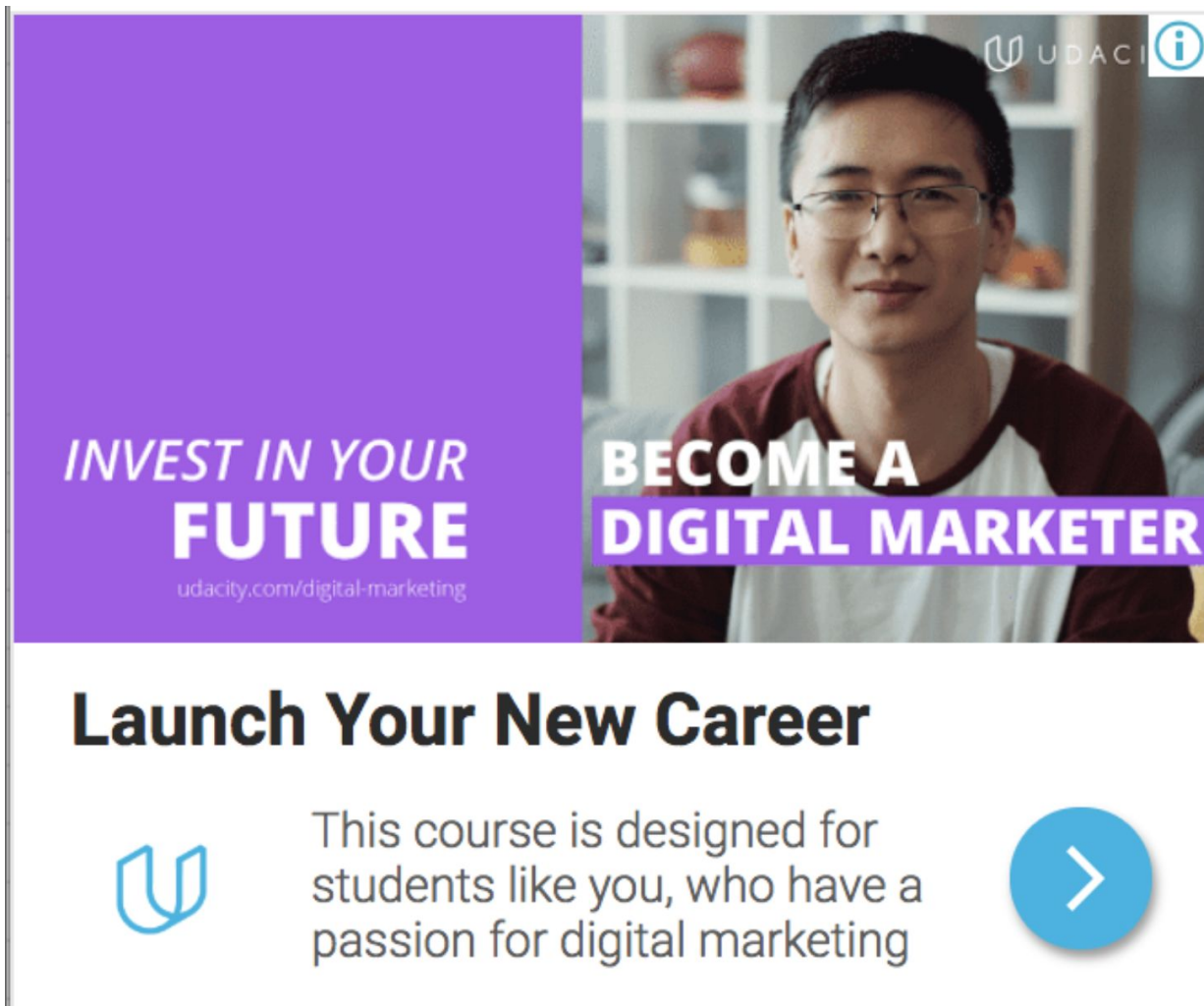
Note: Please round to the nearest cent

ROI: [(299 Profit) - CPA] * # of Student Sign Ups = ROI

Display Image Campaign: Overall Results

Find below the overall results of the Display Image Campaign targeting the Affinity Audience. The Affinity Audience consisted of Business Professionals Social Media Enthusiasts.

<input type="checkbox"/>	<input type="radio"/>	Ad group ↑	Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type	Active bid adj
<input type="checkbox"/>	<input checked="" type="radio"/>	Affinity Audience	Campaign ended	\$3.00 (enhanced)	--	1,243	200,957	0.62%	\$0.36	\$448.95	Display	None






The advertisement features a split design. The left side has a solid purple background with the text "INVEST IN YOUR FUTURE" in white, followed by the URL "udacity.com/digital-marketing". The right side shows a man with glasses and a red and white shirt, with the text "BECOME A DIGITAL MARKETER" overlaid in white on a purple banner. The Udacity logo is in the top right corner of the image. Below the image, the text "Launch Your New Career" is displayed in a large, bold, black font. Underneath this, the Udacity logo is on the left, and the text "This course is designed for students like you, who have a passion for digital marketing" is in the center. On the right, there is a blue circular button with a white right-pointing arrow. In the bottom right corner, the text "DIGITAL MARKETING NANODEGREE PROGRAM" is displayed next to a small speaker icon.

INVEST IN YOUR FUTURE
udacity.com/digital-marketing

BECOME A DIGITAL MARKETER

Launch Your New Career

 This course is designed for students like you, who have a passion for digital marketing 

 **DIGITAL MARKETING**
NANODEGREE PROGRAM

Results:

Calculate the ROI

- 1. Present the results of the overall campaign by completing the table below.
- 2. Highlight Key Results
- 3. What was the overall ROI of the campaign? Was it Positive or Negative?

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	1243	200957	0.62%	\$0.36
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$448.95	0.2%	2	\$224.5	+\$149

How would you optimize this campaign?

Provide at least three suggestions to improve this campaign. (Answers might include things like: A/B testing, different creative, changes to targeting)

Suggestion 1: Diversify the image and conduct an A/B test using a female and male image.


Suggestion 2: Change purple color to a more calm color like turquoise and conduct an A/B test

Suggestion 3: Replace arrow button (ambiguous) with “learn more” button and conduct an A/B test

Display Image Campaign: Site Targeting

Find below the overall results of the Display Image Campaign targeting placements (site targeting). This audience consists of the Digital Marketing partners' landing pages.


Ad group ↑	Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type	Active bid adj
Site Targeting	Campaign ended	\$5.00 (enhanced)	—	407	67,833	.6%	\$0.57	\$231.99	Display	None



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Udacity



Results: Calculate the ROI

1. Present the results of the overall campaign by completing the table below.
2. What was the overall ROI of the campaign? Was it Positive or Negative?

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	407	67833	0.6%	\$0.57
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$231.99	0.2%	1	\$231.99	+67.01

How would you optimize this campaign?

Provide at least three suggestions to improve this campaign. (Answers might include things like: A/B testing, different creative, changes to targeting etc...)

Suggestion 1: Too many CTA, I would remove the “arrow button” and leave “Enrol today” button and conduct A/B testing

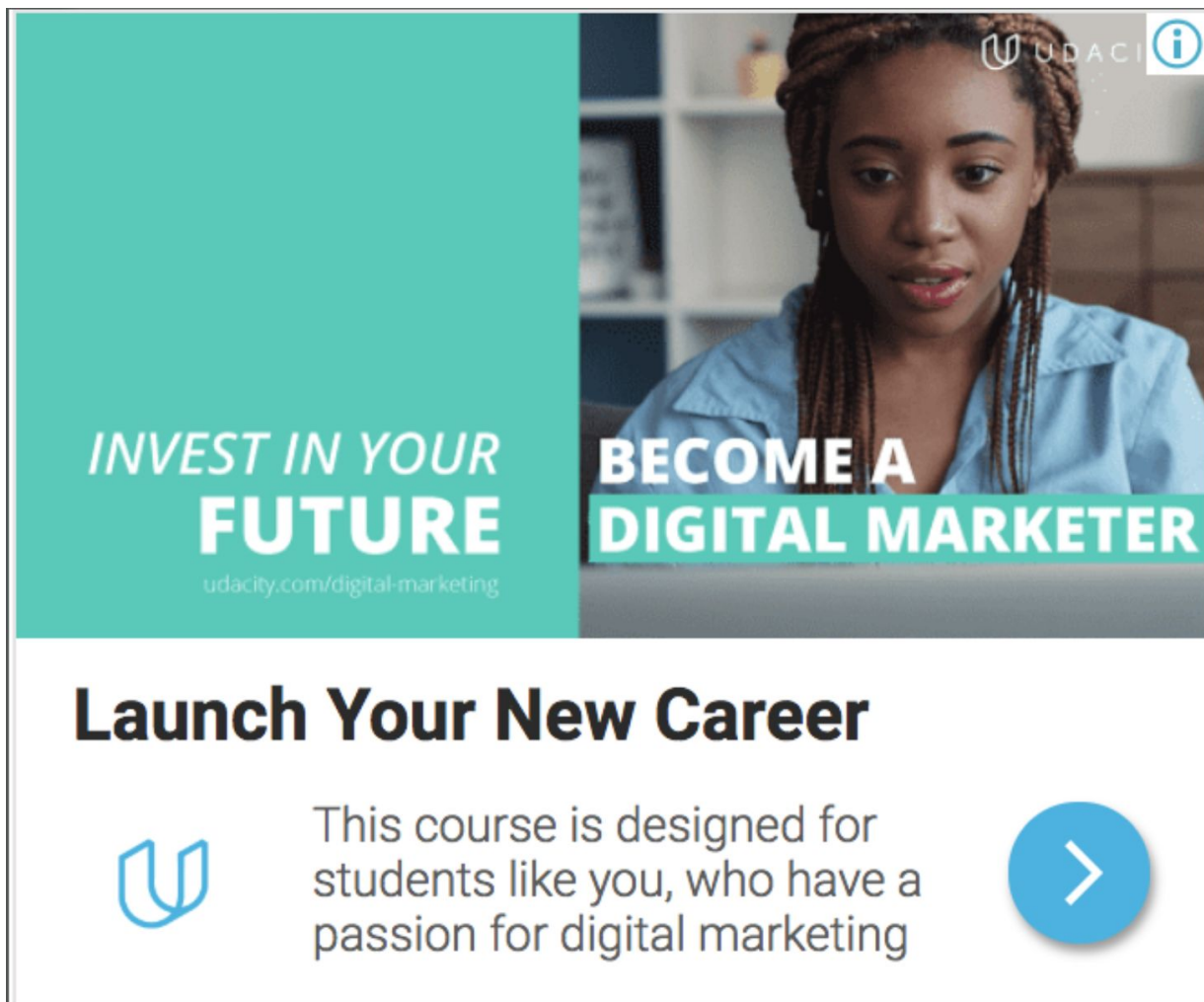
Suggestion 2: Reword and shorten the ad headline and conduct A/B testing

Suggestion 3: Find out where I am losing visitors using analytics tools and eliminate the sites that performed poorly

Display Image Campaign: Overall Results

Review below the overall results of the Display Image Campaign targeting visitors to the Digital Marketing Nanodegree Program landing page

		Ad group 	Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type
		Remarketing	Campaign ended	\$3.00 (enhanced)	--	670	109,994	.61%	\$0.35	\$234.50	Display



The ad features a teal background on the left with the text "INVEST IN YOUR FUTURE" and the URL "udacity.com/digital-marketing". On the right, there is a photo of a woman with braids looking at a laptop, with the text "BECOME A DIGITAL MARKETER" overlaid. Below the photo, the text "Launch Your New Career" is displayed, followed by "This course is designed for students like you, who have a passion for digital marketing". A blue circular button with a white right arrow is on the right. The Udacity logo is in the top right corner, and the Digital Marketing Nanodegree Program logo is in the bottom right corner.

INVEST IN YOUR FUTURE
udacity.com/digital-marketing

BECOME A DIGITAL MARKETER

Launch Your New Career

This course is designed for students like you, who have a passion for digital marketing

DIGITAL MARKETING
NANO DEGREE PROGRAM

Results: Calculate the ROI

1. Present the results of the overall campaign by completing the table below.
2. What was the overall ROI of the campaign? Was it Positive or Negative?

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	670	109994	0.61%	\$0.35
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$234.50	0.2%	1	\$234.5	+64.50

How would you optimize this campaign?

Provide at least three suggestions to improve this campaign. (Answers might include things like: A/B testing, different creative, adding or changes to targeting, etc...)

Suggestion 1: Improve CTA by replacing arrow button with a clear CTA

Suggestion 2: Replace Keyword with a high cost-per-click (CPC)

Suggestion 3: Conduct A/B testing on a wider demographic audience

Which campaign performed the best? Why?

- Considering the 3 campaigns below, state which one had the best performance and why.
 - Ad 1 with Affinity targeted audiences performed better than the rest. With a +ROI of \$149 and over 200k impressions resulted in 2 students signing up for the course.

Recommendations for future campaigns

Imagine you had additional budget, given your campaign evaluation, how would you use it?

- Would you focus on certain Ad Groups, Ads or Targeting?
 - I would put more budget on Affinity Audience (Ad1) as it performed better then increase demographic audience

Recommendations for future campaigns

Imagine you had additional budget, given your campaign evaluation, how would you use it?

- Would you change any of your existing Ads or Targeting or add any new ones?
 - I'd want to add a new group with more audience characteristics, as well as lengthy keywords relating to "online certifications," "digital marketing," and "udacity."

Recommendations for future campaigns

Imagine you had additional budget, given your campaign evaluation, how would you use it?

- Would you set up an A/B test, and if so, how would you go about it?
 - Yes, I would set up different test scenarios where I would feature more calm colors, alter the ad headline and change the CTA button to a more clear button

Recommendations for future campaigns

Imagine you had additional budget, given your campaign evaluation, how would you use it?

- Would you make changes to the landing page, and if so, what kind of changes and why?
 - Yes, The overall conversion rate of 0.2% is not particularly great. I would include extra information on the landing page, such as reviews and testimonials from prior students, and see if we could increase the conversion rate.