Project 5 - Part 2 Run an AdWords Campaign

Campaign Approach

Description, Marketing

Objective, and KPI

1. Approach Description

In my approach to this project (Website Performance Optimization) and country (United Kingdom). I had researched the country through Moz for keywords and linking domains and ranking keywords. Then differentiated between both ad groups to major between head keywords and tail keywords. Regarding the website optimization and other queries to better the ads.

2. Marketing Objective & KPI

My main marketing objective is to increase conversions (student sign ups) for the website with a budget of $7/day within a timeline of 5 days.

The KPI would be to intensify the amount of student sign ups to the site by a 5% increase for the amount paid $7/day within a 5 day period.

Ad Groups

Ads and Keywords

Keywords Ad Group #1

online e learning websites

website management training courses

online lecture website

top online learning

internet learning sites

training web pages

website management course

web designer education and training

google developer tools

online course application

best course websites

html developer tools

introduction to programming class

introduction to c++ programming

intro to computer programming

web development course outline

site training courses

intro to coding

course platforms

devtools

Ads display Group #1

Edit text ad

Final URL
https://www.udacity.com/course/website-performance-optimization--ud884

Headline 1
Udacity

Headline 2   7 / 30
Performance|Optimization

Headline 3   24 / 30
Website Performance   NEW

Display path ⑦   19 / 30
www.udacity.com / course   / Website PERF
                 6 / 15   12 / 15

Description 1
You'll learn how to optimize website's by diving into details on mobile and desktop.

Description 2   84 / 90
In this short course, you'll learn about the Critical Rendering Path.   NEW

     69 / 90

1 of 2 previews ‹ ›

Mobile

> Udacity | Performance Optimization | Website Performance
> [Ad] www.udacity.com/course/Website_PERF
> You'll learn how to optimize website's by diving into details on mobile and desktop. In this short course, you'll learn about the Critical Rendering Path.

Your ad might not always include all your text. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. Learn more

New text ad

Final URL
https://www.udacity.com/course/website-performance-optimization--ud884

Headline 1
Udacity

Headline 2   7 / 30
Website Optimization

Headline 3   20 / 30
Critical Rendering Path   NEW

Display path ⑦   23 / 30
udacity.com / course   / Website OPT
                6 / 15   11 / 15
Enter fewer characters

Description 1
You'll learn how to optimize website's on mobile and desktop.

Description 2   61 / 90
This course is also a part of our Front-End Web Developer Nanodegree.   NEW

     69 / 90

1 of 2 previews ‹ ›

Mobile

> Udacity | Website Optimization | Critical Rendering Path
> [Ad] www.udacity.com/course/Website_OPT
> You'll learn how to optimize website's on mobile and desktop. This course is also a part of our Front-End Web Developer Nanodegree.

Your ad might not always include all your text. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. Learn more

Keywords Ad Group #2

udacity c++ course

web developer school

learn javascript free online course

best online sites to learn coding

free programming learning websites

learn javascript online course

online javascript bootcamp

c programming classes

learn javascript course

Internet learning sites

html codes website

basic html course

html training classes

html code online

free coding school

online code academy

codeschool free courses

web coding for beginners

c++ code

c language online course

Ads display Group #2

New text ad

Final URL
https://www.udacity.com/course/website-performance-optimization--ud884

Headline 1
Udacity
7 / 30

Headline 2
C++ Course
10 / 30

Headline 3
Online Language   **NEW**
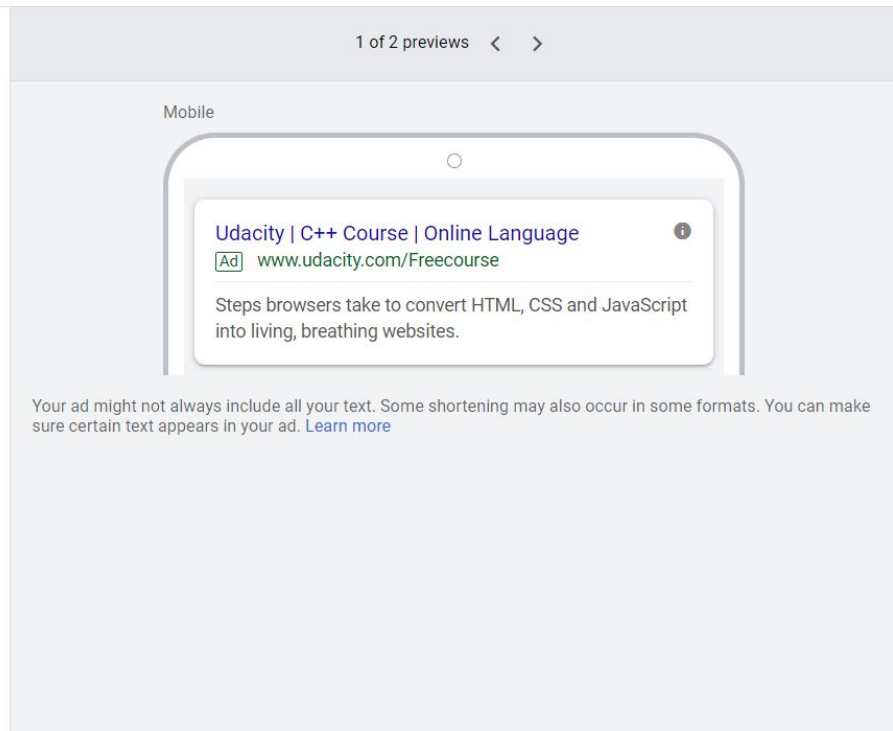15 / 30

Display path ⓘ
udacity.com / Freecourse   / Path 2
           10 / 15   0 / 15
Enter fewer characters

Description 1
Steps browsers take to convert HTML, CSS and JavaScript into living, breathing websites.
88 / 90

Description 2   **NEW**
0 / 90

---

1 of 2 previews ‹ ›

Mobile

Udacity | C++ Course | Online Language   ⓘ
[Ad] www.udacity.com/Freecourse
Steps browsers take to convert HTML, CSS and JavaScript into living, breathing websites.

Your ad might not always include all your text. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. Learn more

---

New text ad

Final URL
https://www.udacity.com/course/website-performance-optimization--ud884

Headline 1
Udacity
7 / 30

Headline 2
Programming Classes
19 / 30

Headline 3
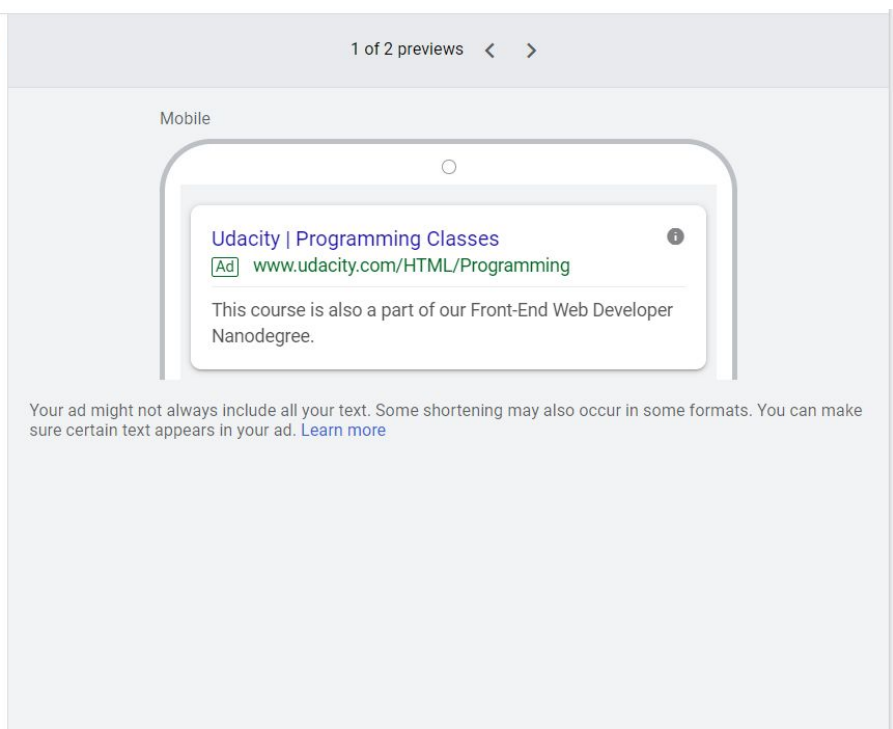| **NEW**
0 / 30

Display path ⓘ
udacity.com / HTML   / Programming
           4 / 15   11 / 15
Enter fewer characters

Description 1
This course is also a part of our Front-End Web Developer Nanodegree.
69 / 90

Description 2   **NEW**
0 / 90

---

1 of 2 previews ‹ ›

Mobile

Udacity | Programming Classes   ⓘ
[Ad] www.udacity.com/HTML/Programming
This course is also a part of our Front-End Web Developer Nanodegree.

Your ad might not always include all your text. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. Learn more

Campaign Evaluation

Results, Analysis and Recommendations

Key Campaign Results
(Campaign & Ad Groups)

Ad Group	Max. CPC Bid	Impr.	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.	Cost
Website Performance Optimization 1(Beginner)	$3.00	132	6	4.55%	$2.41	0	0	0	$14.46
Website Performance Optimization 2(Intermediate)	$3.00	374	18	4.81%	$2.14	0	0	0	$38.44
Total		**506**	**24**	**4.74%**	**$2.20**	**0**	**0**	**0**	**$52.90**

DIGITAL MARKETING
NANODEGREE PROGRAM

Key Campaign Results (Ads)

Present the results of your ads by completing the table below.

Ad	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.
Ad Group 1, Ad 1	4	5.48%	$2.12	0	0	0
Ad Group 1, Ad 2	2	3.39%	$5.99	0	0	0
Ad Group 2, Ad 1	14	5.28%	$2.14	0	0	0
Ad Group 2, Ad 2	4	3.67%	$2.11	0	0	0

Key Campaign Results (Keywords)

Present the three keywords you consider most successful based on your marketing objective.

Keyword	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.
Internet Learning Sites	4	6.56%	$2.05	0	0	0
HTML Codes Website	4	7.84%	$2.13	0	0	0
Top Online Learning	5	7.04%	$2.69	0	0	0

DIGITAL MARKETING
NANODEGREE PROGRAM

Campaign Evaluation

- Main view: The campaign was a success due to the knowledge of what I know now. Some key words were not used, so there is a more seeable view of what to use now. Regarding the conversion rate and conversions to the page it is unclear. But I am still curious about other keywords that could have been used. So that the ad would would have performed with even more impressions and clicks.
- I thinks overall the experience was a good, but in regards to the ROI,I personally think it was positive.
- The conversion rate was 0 so perhaps there was something wrong in the calculations.
- The course was initiated to attract more of an intermediate student in front-end programming. The second ad was mainly focused on that group.
- Like in the previous note, the group that was the main focus were intermediate students, who had a general view of the course.

Recommendations for future campaigns

- I would first like to do more testing perhaps with different keywords to better understand the terrain.
- In regards to ad groups, They would be changed to have a more suitable view on the course being provided.
- A/B testing is a must to cover a more wider range to better understand the client's view in those specific topics.
- A more vivid and wider audience to yield a more distinct target persona.
- Lastly, the landing page could have a more friend looking page to attract a wider audience.

Appendix

Screenshots for

Reference

Ad Groups:

Ad groups

Ad group status: **All but removed** ADD FILTER

SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD COLLAPSE MORE

		Ad group	Status	Default max. CPC	Ad group type	Clicks	Impr.	CTR	Avg. CPC	Cost	↓ Conversions	Cost / conv.	Conv. rate
☐	●	Website Performance Optimization 1(Beginner)	Campaign paused	$3.00	Standard	6	132	4.55%	$2.41	$14.46	0.00	$0.00	0.00%
☐	●	Website Performance Optimization 2(Intermediate)	Campaign paused	$3.00	Standard	18	374	4.81%	$2.14	$38.44	0.00	$0.00	0.00%
		Total: All… ⓘ				24	506	4.74%	$2.20	$52.90	0.00	$0.00	0.00%
∨		Total: Ca… ⓘ				24	506	4.74%	$2.20	$52.90	0.00	$0.00	0.00%

DIGITAL MARKETING
NANODEGREE PROGRAM

Ads:

		Ad	Ad group	Status	Ad type	↓ Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
☐	●	Udacity | Programming Classes www.udacity.com/HTML/Programming This course is also a part of our Front-End Web Developer Nanodegree.	Website Performance Optimization 2(Intermediate)	Campaign paused	Expanded text ad	14	265	5.28%	$2.14	$30.00	0.00	$0.00	0.00%
☐	●	Udacity | Website Optimization | Critical Rendering Path www.udacity.com/course/Website_OPT You'll learn how to optimize website's on mobile and desktop. This course is also a part of our Front-End Web Developer Nanodegree.	Website Performance Optimization 1(Beginner)	Campaign paused	Expanded text ad	4	73	5.48%	$2.12	$8.47	0.00	$0.00	0.00%
☐	●	Udacity | C++ Course | Online Language www.udacity.com/Freecourse Steps browsers take to convert HTML, CSS and JavaScript into living, breathing websites.	Website Performance Optimization 2(Intermediate)	Campaign paused	Expanded text ad	4	109	3.67%	$2.11	$8.44	0.00	$0.00	0.00%
☐	●	Udacity | Performance Optimization | Website Performance www.udacity.com/course/Website_PERF You'll learn how to optimize website's by diving into details on mobile and desktop. In this short course, you'll learn about the Critical Rendering Path.	Website Performance Optimization 1(Beginner)	Campaign paused	Expanded text ad	2	59	3.39%	$3.00	$5.99	0.00	$0.00	0.00%
		Total: All but removed ads ⓘ				24	506	4.74%	$2.20	$52.90	0.00	$0.00	0.00%
	⌄	Total: Campaign ⓘ				24	506	4.74%	$2.20	$52.90	0.00	$0.00	0.00%

Keywords:

These are both keyword groups results for both the ad groups.

245-714-1391 Udacity Connect
muhnddhal@gmail.com

● Enabled   Status: Campaign paused   Type: Standard   Max. CPC: $3.00   More details ⌄

Search Keywords

Custom Jan 20 – 24, 2020 ⌄ < >

Keyword status: **All but removed**   ADD FILTER

		Keyword	Status	Max. CPC	Policy details	Final URL	↓ Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions
☐	●	top online learning	Campaign paused	$3.00 ✉	Eligible	–	5	71	7.04%	$2.69	$13.43	0.00
☐	●	internet learning sites	Campaign paused	$3.00 ✉	Eligible	–	1	16	6.25%	$1.03	$1.03	0.00
☐	●	devtools	Campaign paused	$3.00 ✉	Eligible	–	0	7	0.00%	–	$0.00	0.00
☐	●	google developer tools	Campaign paused	$3.00 ✉	Eligible	–	0	3	0.00%	–	$0.00	0.00
☐	●	html developer tools	Campaign paused	$3.00 ✉	Eligible	–	0	1	0.00%	–	$0.00	0.00
☐	●	web development course outline	Campaign paused	$3.00 ✉	Eligible	–	0	0	–	–	$0.00	0.00

Overview
Recommendations
▸ Ads & extensions
▾ Keywords
Search Keywords
Negative Keywords
Search terms
Auction insights
▸ Audiences
Settings
+ More

245-714-1391 Udacity Connect
muhnddhal@gmail.com

● Enabled   Status: Campaign paused   Type: Standard   Max. CPC: $3.00   More details ⌄

Search Keywords

Custom Jan 20 – 24, 2020 ⌄ < >

Keyword status: **All but removed**   ADD FILTER

		Keyword	Status	Max. CPC	Policy details	Final URL	↓ Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions
☐	●	internet learning sites	Campaign paused	$3.00 ✉	Eligible	–	4	61	6.56%	$2.05	$8.19	0.00
☐	●	html codes website	Campaign paused	$3.00 ✉	Eligible	–	4	51	7.84%	$2.13	$8.50	0.00
☐	●	online code academy	Campaign paused	$3.00 ✉	Eligible	–	3	25	12.00%	$2.71	$8.13	0.00
☐	●	c++code	Campaign paused	$3.00 ✉	Eligible	–	3	99	3.03%	$1.42	$4.26	0.00
☐	●	c programming classes	Campaign paused	$3.00 ✉	Eligible	–	1	15	6.67%	$1.27	$1.27	0.00
☐	●	web coding for beginners	Campaign paused	$3.00 ✉	Eligible	–	1	15	6.67%	$2.91	$2.91	0.00
☐	●	codeschool free courses	Campaign paused	$3.00 ✉	Eligible	–	1	8	12.50%	$2.99	$2.99	0.00
☐	●	free programming learning websites	Campaign paused	$3.00 ✉	Eligible	–	1	20	5.00%	$2.19	$2.19	0.00
☐	●	web developer school	Campaign paused	$3.00 ✉	Eligible	–	0	4	0.00%	–	$0.00	0.00

Overview
Recommendations
▸ Ads & extensions
▾ Keywords
Search Keywords
Negative Keywords
Search terms
Auction insights
▸ Audiences
Settings
+ More