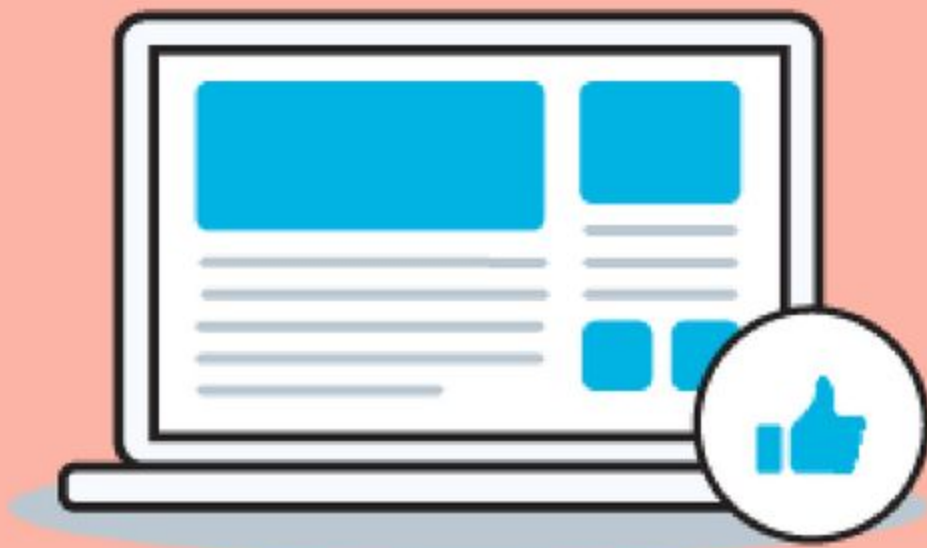


Project 6

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.

Campaigns: We want to aggressively grow the program, but, we want to do it without losing money. We ran two different advertising campaigns. One was a display advertising campaign, one a video advertising campaign.

Formulas:

Conversion Assumption: 0.2% Conversion via Landing page

Calculating #of Sign Ups: Clicks to the landing page
 $\times 0.002 = \# \text{ of Student Sign Ups}$

Note: Please round to the nearest whole number

CPA: Cost of Campaign / # sign ups = CPA

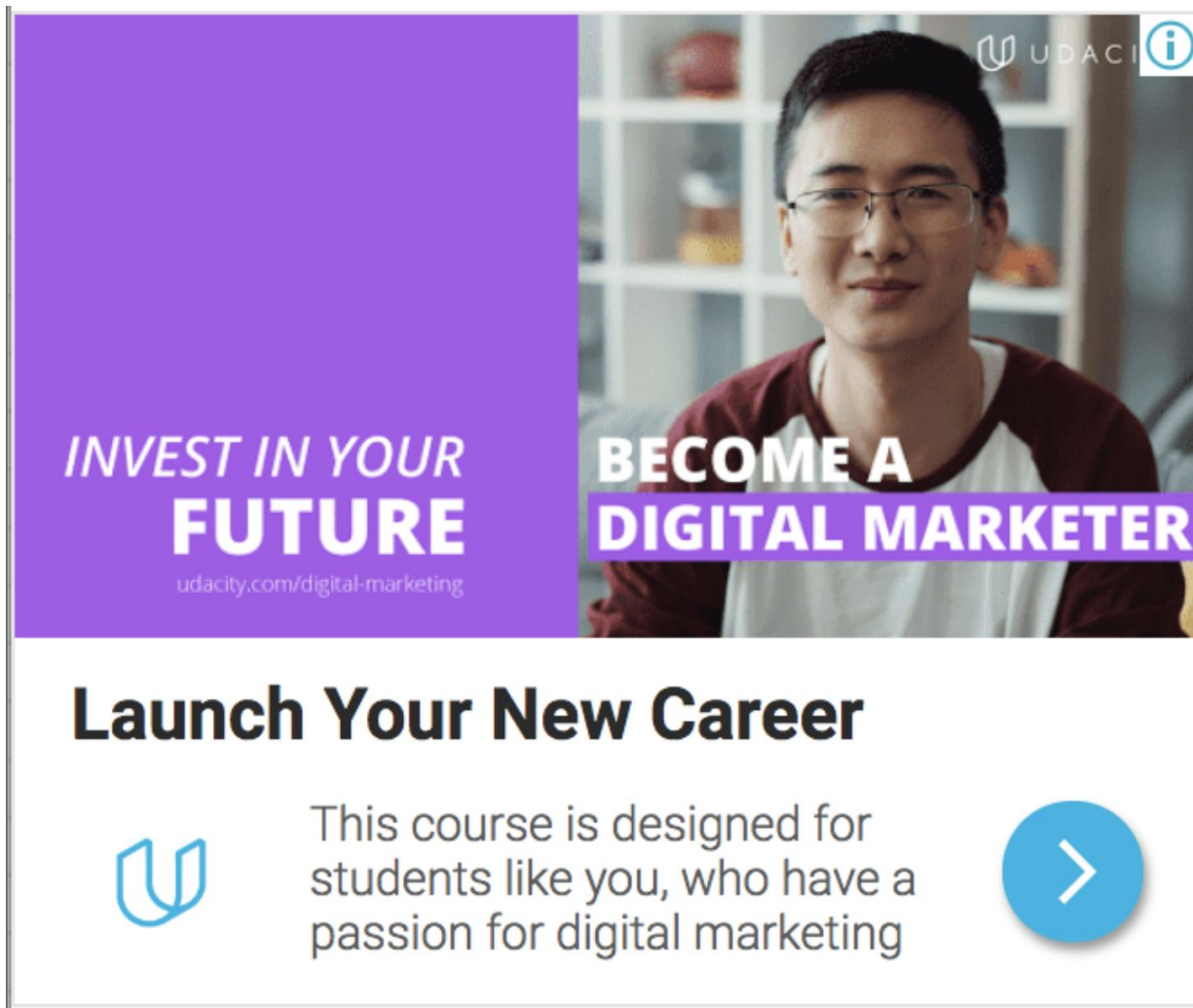
Note: Please round to the nearest cent

ROI: $[(299 \text{ Profit}) - \text{CPA}] \times \# \text{ of Student Sign Ups} = \text{ROI}$

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.

Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC
Campaign ended	\$3.00 (enhanced)	--	1,243	200,957	0.62%	\$0.36



The advertisement features a purple 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 man with glasses and a red shirt, with the text "BECOME A DIGITAL MARKETER" overlaid. The Udacity logo is in the top right corner. Below the image, the text "Launch Your New Career" is displayed, followed by a description of the course and a blue arrow button.

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	1,243	200,957	0.62%	\$0.36
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$448.95	0.2%	2	224	150 (+VE)

How would you optimize this campaign?


My suggestions for this specific campaign would be:

1. Is to perform A/B testing by changing one variant at a time, e.g. Changing the display image and then changing the headline to conclude which ads perform better.
2. I would use a different ad creative, change the images or even insert videos to see my ads performance.
3. I would make changes to my target by: (changing the target location, demographics, age groups, and keywords to evaluate my campaign.) For this campaign, I would pause the keywords with high CPC and add more eco long tail keywords, so the the budget doesn't get used before actually performing the necessary testing.

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.


us	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type
ampaign ed	\$5.00 (enhanced)	—	407	67,833	.6%	\$0.57	\$231.99	Display



After graduating, you'll be ready to join a large corporation or a small firm, or even go independent as a freelance digital marketer.

Anke A. | Program Lead, Digital Marketing


Enroll Today >



Launch Your New Career

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

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	67,833	0.6%	\$0.57
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$231.99	0.2%	1	232	67 (+VE)

How would you optimize this campaign?

Suggestion 1: For this campaign, I would take the time to experiment with different methods, techniques, and content. To get better and different results in making the ad stand out.

Suggestion 2: I will expand the list of keywords with similar ones to the best performing keywords. Once I have a list of keywords that perform great. Breakthrough in the expenditure of the list to the related words.

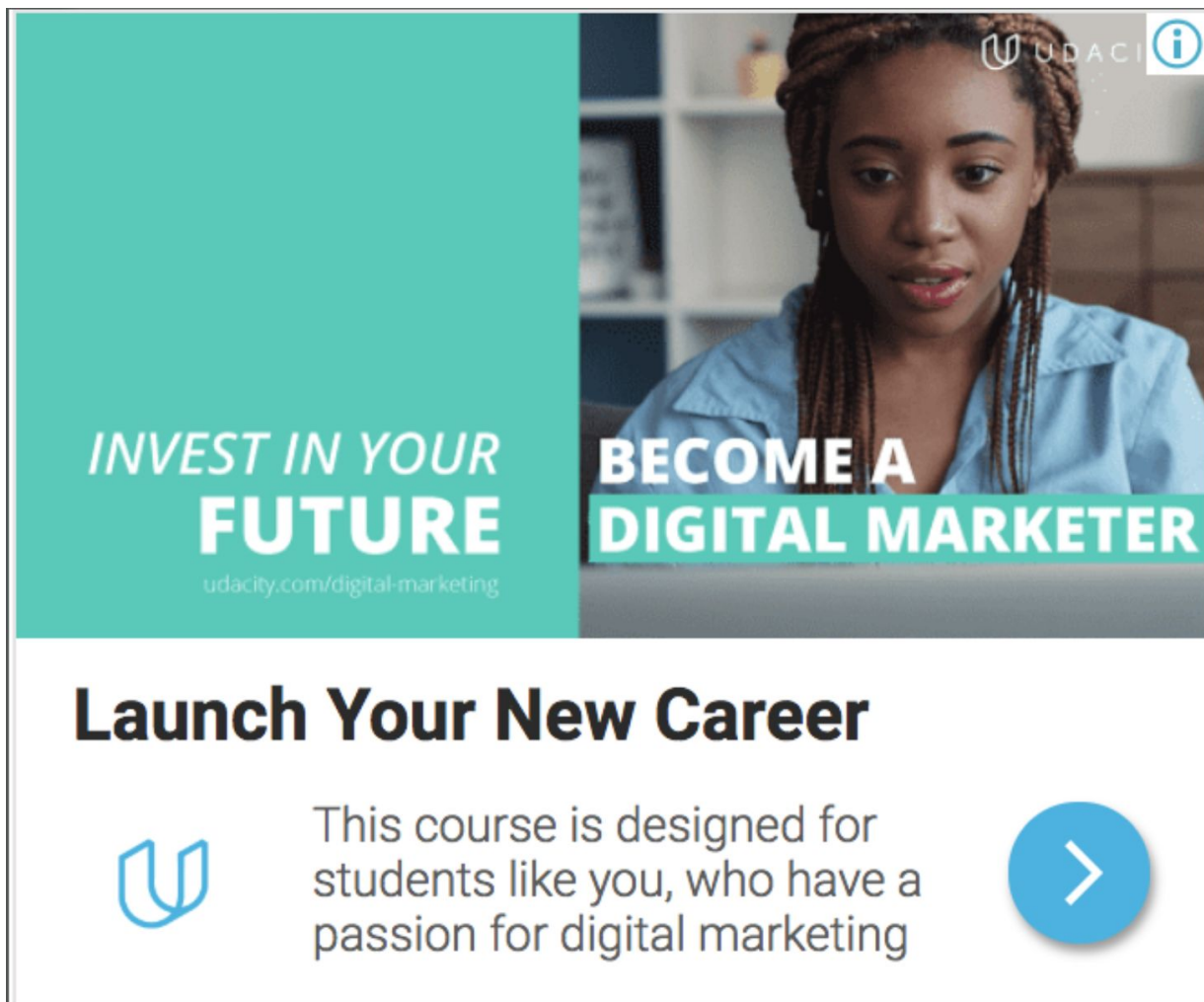
Suggestion 3: I will perform A/B testing on the changes and assess the campaign.

Suggestion 4: I will keep my ads from showing on websites that are not related to the DMND experience.

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. The Udacity logo is in the top right corner. Below the image, the headline "Launch Your New Career" is followed by the text "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 bottom right corner contains the "DIGITAL MARKETING NANODEGREE PROGRAM" logo.

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. What was the overall ROI of the campaign? Was it Positive or Negative?

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	670	109,994	0.61%	\$0.35
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$234.50	0.2%	1	235	65 (+VE)

How would you optimize this campaign?

Suggestion 1: I would create a new ad group with different target locations. This will help to compare and see improvements in the results.

Suggestion 2: I will do A/B testing with a different ad creative to see which attracts more views, results, and eventually lead to more sign ups and impression/clicks.

Suggestion 3: I will pause the keywords with high CPC and add more eco long tail keywords so that the budget doesn't get exhausted quickly.

Which campaign performed the best? Why?

Considering the 3 campaigns below, state which one had the best performance and why.

I believe that this ad-group target audience consists of business professionals and social media enthusiasts who are interested in learning more about digital marketing.

Recommendations for future campaigns

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

- I will perform A/B testing changing parameters one at a time to notice the different combinations to yield better results.
 - Video Creative
 - Target Location
 - Keywords

I would follow up with additional changes to attract more viewers, impressions and clicks resulting in more signups.

- Assuming the landing page is DMND.Udacity.com, I would consider adding some customer reviews to showcase the quality education and content.