



# Project 5: Run an AdWords Campaign (Part 2)

## Campaign Evaluation



# Campaign Approach

Description, Marketing Objective & KPI

# 1. Approach Description

Since App Development and Data Science are incredibly popular career directions now, I decided to create following Ads Group: Become a Data Analyst and Become an iOS Developer.

The target audience is students and professionals from USA with limited daily budget 15\$.

For each Ad group I created two Ads and changed just one element in each for accurate comparison. For example, for Data Analyst I put “Get hired fast” and “Skyrocket your career” in Headline 2, and for iOS Developer I changed the Descriptions.


The choice of keywords was based on highest ranked requests on Google Trends and Moz Pro. I tried to use most popular words combinations.



# 1.1. Approach Description

## Review your campaign

You're almost done! Review the performance estimates and settings for your campaign.

<b>Daily estimates</b> 	<b>Budget</b>	<b>Campaign Settings</b>
—	\$15.00	Canada, United States Google search and search partners English

## Become a Data Analyst

\$3.00 Bid

data analyst salary | data analyst jobs | data analyst interview questions | data analyst salary san francisco | data analyst vs data scientist | data analyst skills | +14 Additional keywords

Become a Data Analyst - Get hired fast

[www.udacity.com/nanodegree](http://www.udacity.com/nanodegree)

Prepare for a data science career. Learn to use Python, R, SQL, and Tableau



1 of 2

## Become an iOS developer

\$3.00 Bid

ios | ios app maker | developer | app developer | mobile app development | mobile development | +16 Additional keywords

Become an iOS Developer - Build an App for the iPhone

[www.udacity.com/nanodegree/plus](http://www.udacity.com/nanodegree/plus)

Master the Swift programming language and create own portfolio of apps.



1 of 2



## 2. Marketing Objective & KPI

1. What marketing objective do you aim to achieve with your campaign

Ad clicks: 500. Time frame: 5 days. Budget: 15\$ daily

2. What primary KPI are you going to track in your campaign?

Click -through rate





# Ad Groups

Ads and Keywords

# Ad Group #1: Ads & Keyword Lists

## Become a Data Analyst

data analyst salary | data analyst jobs | data analyst interview questions | data analyst salary san francisco | + 16 | [Edit](#)

Become a Data Analyst - Get hired fast

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Prepare for a data science career. Learn to use Python, R, SQL, and Tableau



Become a Data Analyst - Skyrocket your career

[www.udacity.com/nanodegree/plus](http://www.udacity.com/nanodegree/plus)

Prepare for a data science career. Learn to use Python, R, SQL, and Tableau



**Keywords:** data analyst salary, data analyst jobs, data analyst interview questions, data analyst salary san francisco, data analyst vs data scientist, data analyst skills, a data analyst definition, what a data analyst does, what is a data analyst job description, data analyst bay area salary, data analyst courses, data analyst contract jobs, data analyst degree online, data analyst degree programs, data analyst engineer, data analyst experience, data analysis e-learning, data analyst freelance, data analyst google, data analyst facebook.



# Ad Group #2: Ads & Keyword List

Become an iOS developer

ios | ios app maker | developer | app developer | + 18 | [Edit](#)

Become an iOS Developer - Build an App for the  
[www.udacity.com/nanodegree/plus](http://www.udacity.com/nanodegree/plus)  
Master the Swift programming language and  
create own portfolio of apps.



Become an iOS Developer - Build an App for the  
[www.nanodegree/plus](http://www.nanodegree/plus)  
Enroll today, and start building your future in iOS  
development.



**Keywords:** ios, ios app maker, developer, app developer, mobile app development, mobile development, ios developer, ios app, ios app development, iphone app development, apple developer, apple developer account, apple developer program, ios app store, how to make an app, how to develop an app, what does a ios developer do, ios developer apple, ios developer certificate, ios developer account cost, developer tools, ios developer salary.





# Campaign Evaluation

Results, Analysis and Recommendations

# Key Campaign Results (Campaign & Ad Groups)

Present the results of your campaign and ad groups by completing the table below.

Ad Group	Max. CPC Bid	Impr.	Clicks	CTR	Avg. Cost per Click	Conversions	CR	Cost per Conversion	Cost
<i>Become a Data Analyst</i>	\$3	68	0	0.00%	\$0	0	0	0	0
<i>Become an iOS developer</i>	\$3	4416	54	1.22%	\$1.62	0	0	0	\$87.53
<b>Total</b>		<b>4484</b>	<b>52</b>	<b>1.22%</b>	<b>\$1.62</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>\$87.53</b>

# Key Campaign Results (Ads)

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

Ad	Clicks	CTR	Avg. Cost per Click	Conversions	CR	Cost per Conversion
<i>Become a Data Analyst – Get hired fast</i>	0	0%	\$0	0	0%	\$0
<i>Become a Data Analyst – Skyrocket your career</i>	0	0%	\$0	0	0%	\$0
<i>Become an iOS developer – Build an App for the iphone Master the Swift programming.....</i>	3	1.38%	\$0.76	0	0%	\$0
<i>Become an iOS developer – Build an App for the iphone Enroll today and start building your future...</i>	51	1.21%	\$1.67	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	Conversions	CR	Cost per Conversion
<i>how to develo an app</i>	1	8.33%	\$2.86	0	0%	0
<i>how to make an app</i>	2	3.70%	\$2.30	0	0%	0
<i>ios app</i>	14	3.29%	\$1.59	0	0%	0

# Campaign Evaluation

- Did your campaign result in a positive ROI?

Since the Ad Groups did not had any conversions, the ROI is negative.

- Was the conversion rate higher or lower than expected?

The conversion rate was lower than expected as I did not get any conversions with any of my Ads.

- How much did you have to spend per click? How close did you get to your max. CPC bid?

The maximum CPC was \$3 while the average CPC for all campaigns is \$1.62 which is almost half less than the maximum.

# Campaign Evaluation

- Which ad group, ads and keywords led to the highest click through and conversion rates and why might that have been the case?

**Ad group:** Become an iOS developer

**Ads:** Become an iOS Developer. Master the Swift programming language and create own portfolio

**Keywords:** iOS app development, how to develop an app, iOS app store

- 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?

Based on higher CPC would say that highest competition in Adwords would have following keywords: how to develop an app, how to make an app, ios app store.

# Campaign Evaluation

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

Keywords which has highest CTR are how to develop an app, how to make an app, iOS developer. Keywords iOS, iOS app, iOS app store got highest number of clicks and impressions. Both groups performed best as they are short and commonly used in variety of phrase combinations when people are searching on Internet. So, it attracted more traffic to the Ad, however, does not mean that it's a qualitative traffic as it's wide and too general.



# Recommendations for future campaigns

- Would you focus on certain Ad Groups, ads or keywords?

Would focus on keywords like “iOS”, “iOS app” “iOS app store” and create long tail phrases using them. Also would change the name of Ad group “Become a Data Analyst” during the campaign if I would see that it doesn’t get enough impressions.

- Would you change any of your existing ads or keywords or add any new ones?

I would add long tail keywords and remove short ones as they are too popular and thus expensive. Also I would change completely first Ad group (Become an Data Analyst) as it had very low rate f engagement and interest.





# Recommendations for future campaigns

- Would you set up an A/B test, and if so, how would you go about it?

I would set up an A/B test and would use long tail keywords for it as it can drive me traffic which is narrower but more interested in specific search terms. When creating long tail keywords I would put into account most successful short keywords from current Ad. And I would create two Ads for each Ad Group using different keywords and changing the headlines in order to find best match between combination of keywords and headlines.

- Would you make changes to the landing page, and if so, what kind of changes and why?

In my opinion the landing page is created carefully and I would not make any changes. It is all about appropriate words on headlines and keywords.



# Appendix

Screenshots for Reference







# Example: Ad Groups

<div> <div>+ AD GROUP</div> <div>Edit ▾</div> <div>Details ▾</div> <div>Bid strategy ▾</div> <div>Automate ▾</div> <div>Labels ▾</div> </div>															
<input type="checkbox"/>		Ad group	Status <sup>?</sup>	Default Max. CPC <sup>?</sup>	Clicks <sup>?</sup>	Impr. <sup>?</sup>	CTR <sup>?</sup>	Avg. CPC <sup>?</sup>	Cost <sup>?</sup>	Avg. Pos. <sup>?</sup>	Conversions <sup>?</sup>	Cost / conv. <sup>?</sup>	Conv. rate <sup>?</sup>	All conv. <sup>?</sup>	View through conv.
<input type="checkbox"/>		Become a Data Analyst	Campaign ended	\$3.00 (enhanced)	0	68	0.00%	\$0.00	\$0.00	3.1	0.00	\$0.00	0.00%	0.00	
<input type="checkbox"/>		Become an iOS developer	Campaign ended	\$3.00 (enhanced)	54	4,416	1.22%	\$1.62	\$87.53	2.1	0.00	\$0.00	0.00%	0.00	
		Total - all but removed ad groups			54	4,484	1.20%	\$1.62	\$87.53	2.2	0.00	\$0.00	0.00%	0.00	
		Total - all experiments <sup>?</sup>			0	0	0.00%	\$0.00	\$0.00	0.0	0.00	\$0.00	0.00%	0.00	
Total - all ad groups					54	4,484	1.20%	\$1.62	\$87.53	2.2	0.00	\$0.00	0.00%	0.00	
<div>Show rows: 50 ▾   1 - 2 of 2</div>															

# Example: Ads

+ AD ▾		Edit ▾	Automate ▾	More actions... ▾	Labels ▾										
<input type="checkbox"/>	●	Ad	Ad group	Status <sup>?</sup>	Labels <sup>?</sup>	% Served <sup>?</sup>	Campaign type <sup>?</sup>	Campaign subtype	Clicks <sup>?</sup>	Impr. <sup>?</sup>	CTR <sup>?</sup>	Avg. CPC <sup>?</sup>	Cost <sup>?</sup>	Avg. Pos. <sup>?</sup>	Con
<input type="checkbox"/>	● ▾	Become a Data Analyst Get hired fast <a href="http://www.udacity.com/nanodegree">www.udacity.com/nanodegree</a> Prepare for a data science career. Learn to use Python, R, SQL, a...	Become a Data Analyst	Campaign ended	—	1.34%	Search Network only	All features	0	60	0.00%	\$0.00	\$0.00	3.0	
<input type="checkbox"/>	●	Become a Data Analyst Skyrocket your career <a href="http://www.udacity.com/nanodegree/plus">www.udacity.com/nanodegree/plus</a> Prepare for a data science career. Learn to use Python, R, SQL, a...	Become a Data Analyst	Campaign ended	—	0.18%	Search Network only	All features	0	8	0.00%	\$0.00	\$0.00	4.2	
<input type="checkbox"/>	●	Become an iOS Developer Build an App for the iPhone <a href="http://www.udacity.com/nanodegree/plus">www.udacity.com/nanodegree/plus</a> Master the Swift programming language and create own portfol...	Become an iOS developer	🗨 Campaign ended	—	4.86%	Search Network only	All features	3	218	1.38%	\$0.76	\$2.27	2.1	
<input type="checkbox"/>	●	Become an iOS Developer Build an App for the iPhone <a href="http://www.udacity.com/nanodegree/plus">www.udacity.com/nanodegree/plus</a> Enroll today, and start building your future in iOS development.	Become an iOS developer	🗨 Campaign ended	—	93.62%	Search Network only	All features	51	4,198	1.21%	\$1.67	\$85.26	2.2	
		Total - all but removed ads <sup>?</sup>							54	4,484	1.20%	\$1.62	\$87.53	2.2	
		Total - all experiments <sup>?</sup>							0	0	0.00%	\$0.00	\$0.00	0.0	
Total - all campaign									54	4,484	1.20%	\$1.62	\$87.53	2.2	

# Example: Keywords

+ KEYWORDS		Edit ▾	Details ▾	Search terms	Bid strategy ▾	Automate ▾	Labels ▾									
<input type="checkbox"/>	●	Keyword	Ad group	Status ?	Max. CPC ?	Clicks ?	Impr. ? ↓	CTR ?	Avg. CPC ?	Cost ?	Avg. Pos. ?	Conversions ?	Cost / conv. ?	Conv. rate ?	All conv. ?	View-through conv. ?
		Total - all campaign ?				54	4,484	1.20%	\$1.62	\$87.53	2.2	0.00	\$0.00	0.00%	0.00	0
<input type="checkbox"/>	●	ios	Become an iOS developer	 Campaign ended	\$3.00 (enhanced) 	32	3,571	0.90%	\$1.54	\$49.41	2.1	0.00	\$0.00	0.00%	0.00	0
<input type="checkbox"/>	●	ios app	Become an iOS developer	 Campaign ended	\$3.00 (enhanced) 	14	425	3.29%	\$1.59	\$22.23	2.1	0.00	\$0.00	0.00%	0.00	0
<input type="checkbox"/>	●	ios app store	Become an iOS developer	 Campaign ended	\$3.00 (enhanced) 	5	279	1.79%	\$1.69	\$8.44	2.3	0.00	\$0.00	0.00%	0.00	0

