

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 comparation. 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.



2. Marketing Objective & KPI

What marketing objective do you aim to achieve with your campaign?

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



2. Marketing Objective & KPI

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

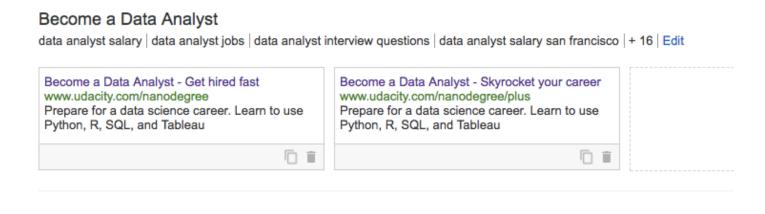
Click-through rate



Ad Groups

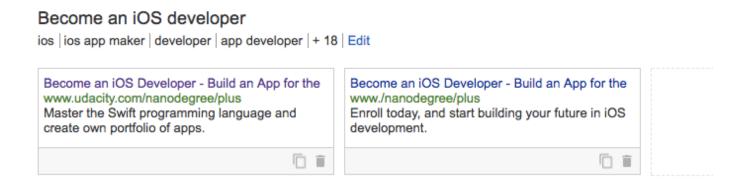
Ads and Keywords

Ad Group #1: Become a Data Analyst



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: Become iOS Developer



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 develope an app, what does a ios developer do, ios developer apple, ios developer certificate, ios developer account cost, developer tools, ios developer salary.

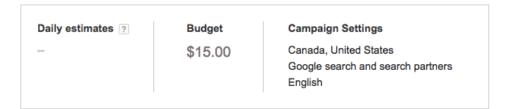
Appendix

Screenshots for Reference

Example: Review your campaign

Review your campaign

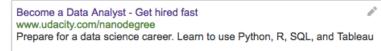
You're almost done! Review the performance estimates and settings for your campaign.



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 an iOS developer

\$3.00 Bid

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

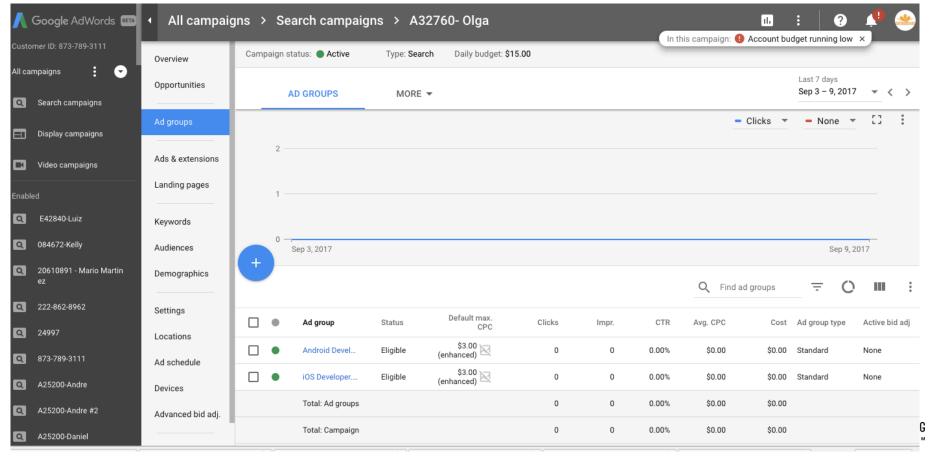
Become an iOS Developer - Build an App for the iPhone www.udacity.com/nanodegree/plus

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





Example: Review your campaign (daily budget)



Example: Campaign Summary

+ AD GROUP		Edit - Details	Bid strate	Bid strategy ▼ Automate ▼		abels 🔻									
	•	Ad group	Status ?	Default Max. CPC ?	Clicks ?	Impr. ?	CTR ?	Avg. CPC	Cost ?	Avg. Pos.	Conversions ?	Cost / conv.	Conv. rate	All conv.	View- through conv. ?
	•	Become a Data Analyst	Campaign paused	\$3.00 (enhanced)	0	0	0.00%	\$0.00	\$0.00	0.0	0.00	\$0.00	0.00%	0.00	0
	•	Become an iOS developer	Campaign paused	\$3.00 (enhanced)	0	0	0.00%	\$0.00	\$0.00	0.0	0.00	\$0.00	0.00%	0.00	0
		Total - all but removed ad groups			0	0	0.00%	\$0.00	\$0.00	0.0	0.00	\$0.00	0.00%	0.00	0
		Total - all experiments			0	0	0.00%	\$0.00	\$0.00	0.0	0.00	\$0.00	0.00%	0.00	0
Total - all ad groups				0	0	0.00%	\$0.00	\$0.00	0.0	0.00	\$0.00	0.00%	0.00	0	

