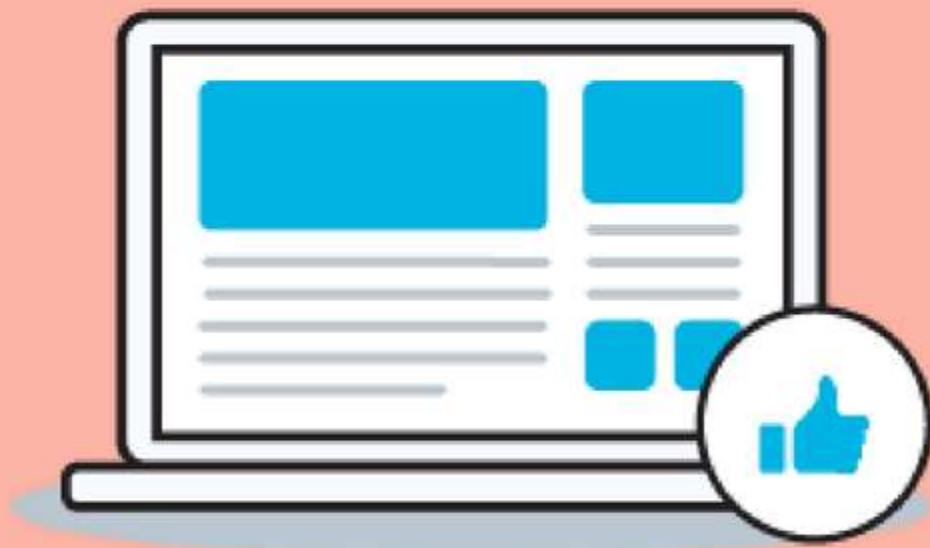


Project 6

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
 $\times 0.002 = \# \text{ of Student Sign Ups}$

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.


	Ad group ↑	Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type	Active bid adj
	Affinity Audience	Campaign ended	\$3.00 (enhanced)	–	1,243	200,957	0.62%	\$0.36	\$448.95	Display	None

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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	\$224.48	+\$149.95

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: AB testing:

Considering that the Ad had 200957 and we got just 1243 clicks. I will try asking the prospective students to take one month free course to see if it will create more clicks.




Suggestion 2: I WILL ALSO TARGET THE AUDIENCE BY DEMOGRAPHICS. This option allows us to reach people who are likely to be the same AGE, GENDER, AND PARENTAL STATUS of the demographic group that we chose.

Suggestion 3: AB TESTING on the creative. We want to know if the pictures affected the Ad performance because the Ad with the picture of the tutor performed worse than the other two with students pictures.

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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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	\$232	+\$67

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...)

Since we have a marketing objective of signing in students and we got just one

Suggestion 1: we should use a very powerful Headline to grab their attention. The headline in this particular Ad is too vague , this could have resulted in the poor performance of the campaign.

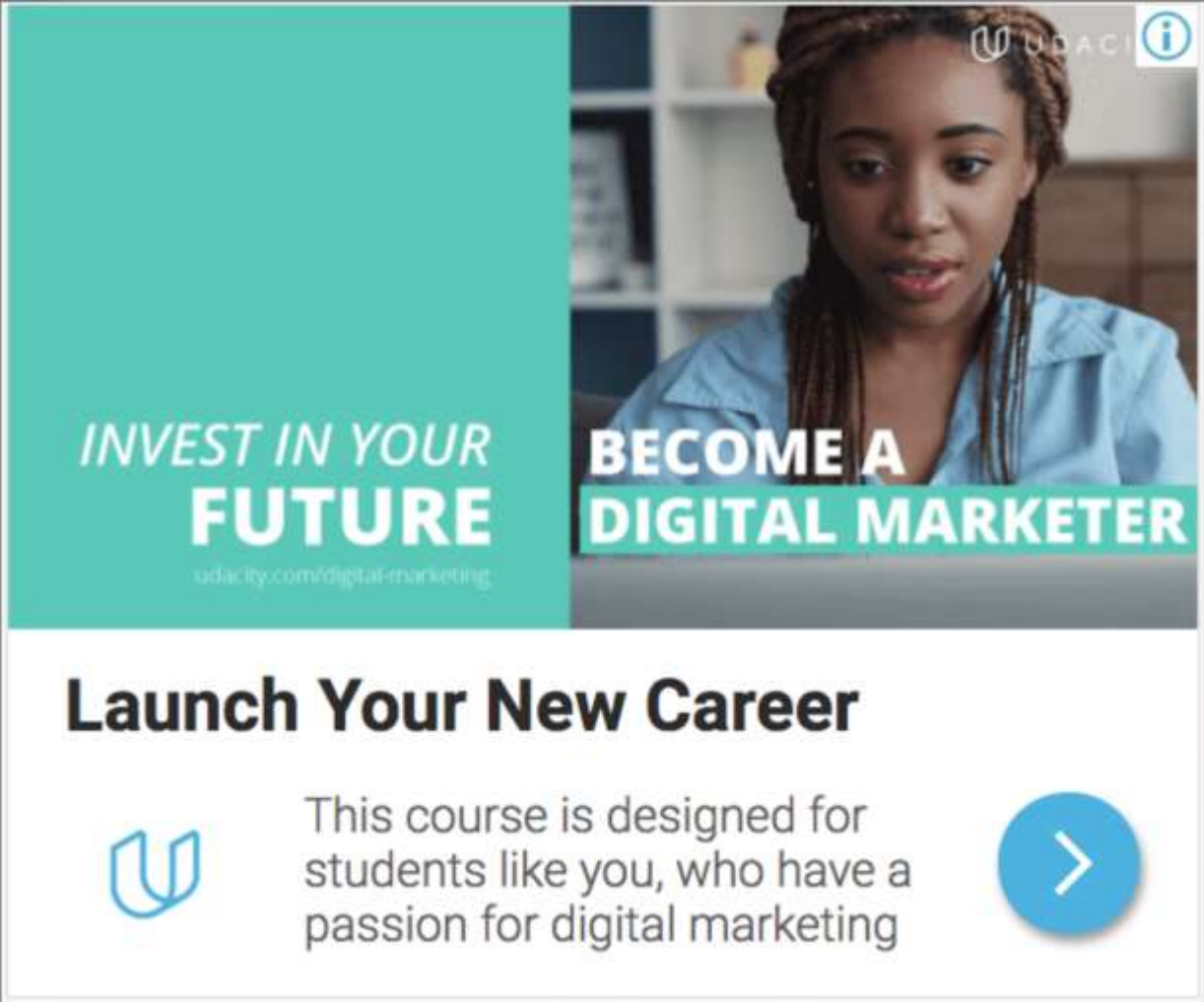
Suggestion 2: i will target matching relevant site content i.e content keywords. Pick words and phrases relevant to my services.

Suggestion 3: i will select specific website and App where the Ad can run. It helps keep content free for users boosting download and while earning easily scalable revenue.

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



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>

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	\$234.50	+\$65

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: different creative/AB testing by changing the color of the Ad copy to purple and see if it will receive as much impression and clicks as Ad1 .

Suggestion 2: different creative/AB testing by changing the picture of a black girl to see if it will perform better.

Suggestion 3: different creative. i will use video Ad because video Ads are more interactive and it will bring more clicks

Which campaign performed the best? Why?

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

The first Ad performed best because it has the highest ROI of (+149.95) and 200957 impression which is higher than the other two Ads

Recommendations for future campaigns

- Would you focus on certain Ad Groups, Ads or Targeting? I will focus on Ad 1 simply because it performed better.
- I will remove the second Ad because of its least performance.
- I will consider the third Ad because, though it had half the impression that Ad one got, [Ad one 2000957] [Ad three 109994] it has a very close CPC [Ad one is 0.36] [Ad 3 is 0.35]
- Would you set up an A/B test, and if so, how would you go about it? I will set up an AB test to know why Ad one performed better than Ad three..I will do creative change AB testing on the pictures because one of the pictures in the Ad doesn't match or are not consistent
- The two Ads were targeted to the same audience.the only variable that is different between the two Ads is the creative itself and there is difference in the performance of the two Ads,hence the reason for the AB testing
- Would you make changes to the landing page, and if so, what kind of changes and why?
- I will change the Ad to video Ad. this is because video Ads are more interactive change the to video Ad . that is because video Ad are more interactive