Project 6
Evaluate a Display
Campaign

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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 *0.002 = # of Student Sign Ups

Note: Please round to the nearest whole number
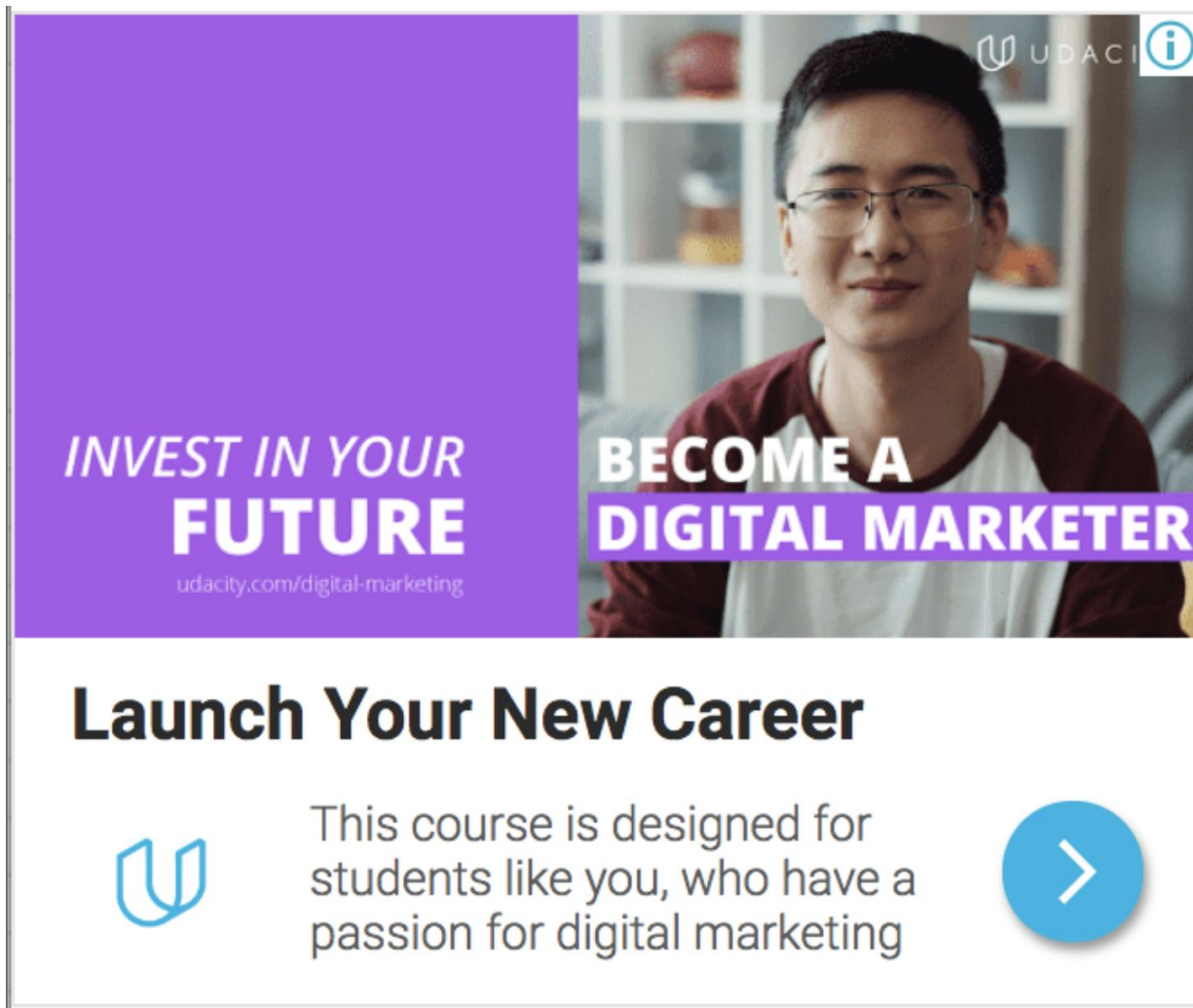
CPA: Cost of Campaign/# sign ups = CPA

Note: Please round to the nearest cent

ROI: [(299 Profit) - CPA] * # of Student Sign Ups = ROI

Part 1

Evaluate a Display

Image Campaign

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

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?: Positive, +$149.04

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	$224.478	+$149.04

How would you optimize this campaign?

Suggestion 1: Target Segmentation

Number of impressions is high but CTR is lower than expected. This could mean that the target audience is too broad, and we need to narrow down the target audience so that the Ad can be shown to more relevant and precise audiences. This will lead to increased CTR.

Suggestion 2: A/B Testing

Different ad creatives (images/videos) can be used for conducting A/B tests. This will help us know which content is performing better, and resulting in more CTR and CR, thus increasing the ROI.

Suggestion 3: Optimize Landing Page

The conversion rate and the number of conversions are low, even though the impressions and the number of clicks are relatively high. This might be due to poor quality of the landing page. Thus, the landing page can be more optimized like in terms of loading speed to get more conversion rate.

Part 2

Evaluate a Display

Image Campaign

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
mpaign ed	$5.00 (enhanced)	--	407	67,833	.6%	$0.57	$231.99	Display

Results: Calculate the ROI

1. What was the overall ROI of the campaign? Was it Positive or Negative?: Positive, +$67.01

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	$231.99	+$67.01

How would you optimize this campaign?

Suggestion 1: Less Text

More written content will turn away the viewer. The image is viewed first in the ad and then the text is read. In this case, I suggest to cut down the text with more visually appealing image.

Suggestion 2: A/B Testing

Different ad creatives (images/videos) can be used for conducting A/B tests. This will help us know which content is performing better, and resulting in more CTR and CR, thus increasing the ROI.
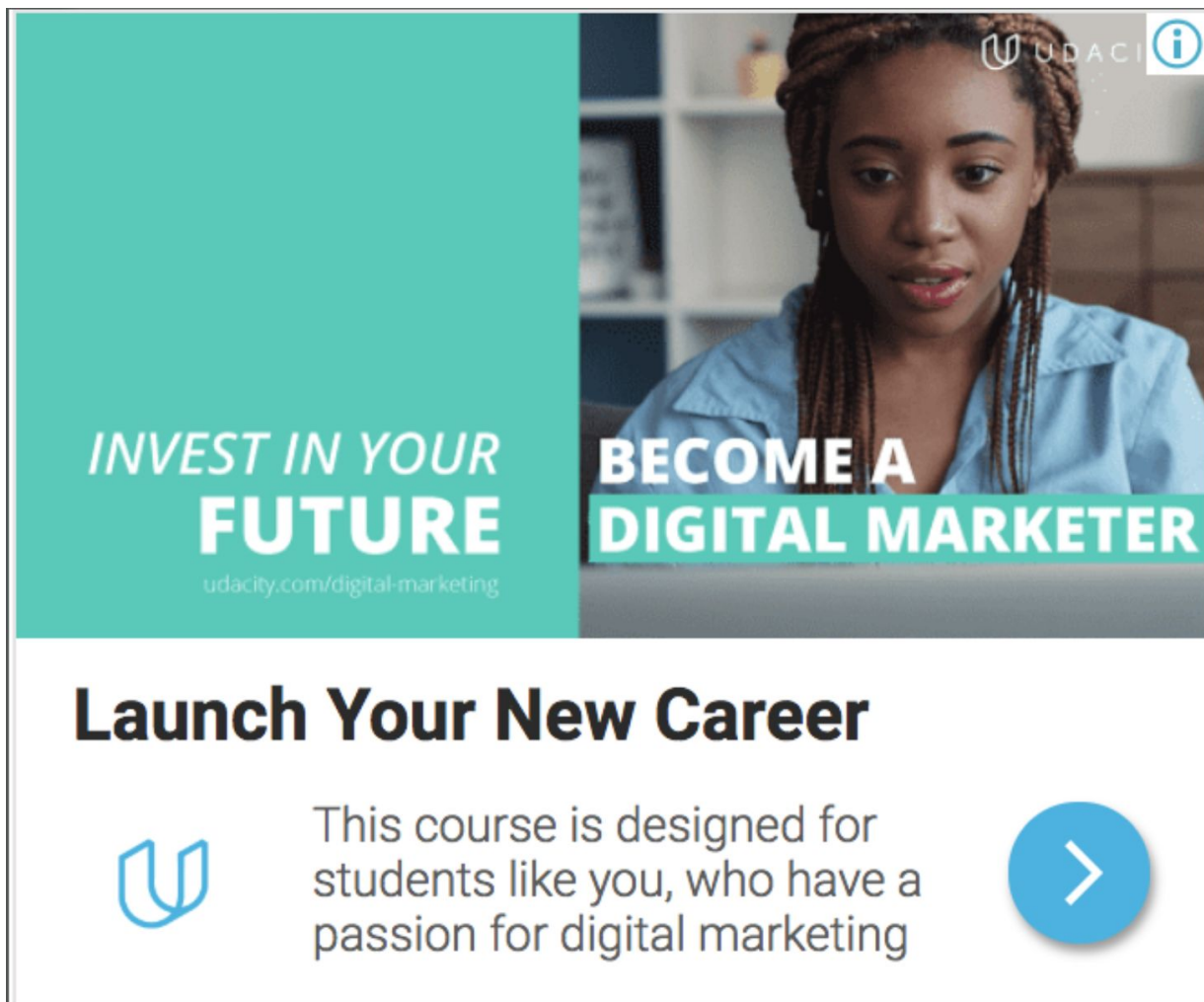
Suggestion 3: More Visible CTA

CTA in a black box does not seem in right feels and looks a bit odd. I will change this to a more recognizable one, like the color can be in connection with the present color code.

Part 3

Evaluate a Display

Image Campaign

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

Results: Calculate the ROI

What was the overall ROI of the campaign? Was it Positive or Negative?: Positive, +$234.5

Creative1	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	$234.5	+$64.50

How would you optimize this campaign?

Suggestion 1: Target Segmentation and Keywords

The CTR is low given the good performance of the ad. This could mean that the target audience for the ad is too broad. This ad can be targeted to keywords like "looking for a job applicable skills", and add more keywords like "+digital +marketing +skills", to match the segmentation..

Suggestion 2: A/B Testing

A/B testing on both Ad color and Ad text to optimize maximised impressions.

Suggestion 3: Keep a proper CTA

This ad does not have a definite CTA button, unlike the other two ads. This can result in a low conversion rate. I suggest to keep CTAs like "Enroll Now" or "More Information".

Part 4

Results, Analysis, and Recommendations

Which campaign performed the best? Why?

According to me, first ad performed the best, because it has the most positive ROI and highest number of sign ups. This is a very important factor for judging the ads.

Recommendations for future campaigns

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

- **Would you focus on certain Ad Groups, Ads or Targeting?**

  No, i will focus on both "General Interest" group and "actively seeking job-related skills" group.

- **Would you change any of your existing Ads or Targeting or add any new ones?**

  All the present 3 ads are targeting the "actively seeking job-related skills" group. I will make one ad to target the "general interest" group.

Recommendations for future campaigns

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

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

  Yes, as mentioned specifically in the three ads' recommendations, i will go for the A/B tests based on the ad text, ad creative and the CTA.

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

  I would like to optimize the landing page, as specified in recommendations of Ad 1.

- Create 3 to 4 ads per group
- Use Responsive ads