

Project 5 - Part 2

Run an AdWords Campaign



Sai Majety



1. Approach Description

My assigned course is **HTML5 Canvas**, and my assigned region is **India**.

For the two ad groups, I divided them into **Awareness** and **Interest** stages in the course.

For the Awareness group, I chose more generic keywords such as 'what is html5 canvas', 'learn html5 animations' etc.

For the Interest group, I chose more branded and related keywords, like 'best html5 canvas courses', 'udacity html5 canvas' etc.

The URL for the course is:

<https://www.udacity.com/course/html5-canvas--ud292>

2. Marketing Objective & KPI

Marketing Objective: Generate 10 leads through sign-ups for the free course within 5 days, with a daily budget of \$10.

KPI: Number of leads generated

Ad Group #1: HTML5 Canvas Awareness Ads

Udacity HTML5 Canvas Course | Learn HTML5 Canvas | Free Introductory Course

udacity.com/html5-canvas/free-course

Interested in HTML5 Canvas? Want to learn more? Join Udacity's free introductory course on HTML5 Canvas starting from today.

HTML5 Canvas Basics | From Pixels to Animation | Free Course from Udacity

udacity.com/html5-canvas/free-course

Free Beginner Course on HTML5 Canvas from Udacity. Learn at your own pace. Join Today!

Keyword List

learn html5 canvas online	what is html5 canvas	html animations	learn html5 animations online
html5 graphics	html graphics	html5 filters	html filters
html5 effects	html effects	how to create html animations	html animations example
html graphics example	html5 animations example	what is html canvas	how to create html graphics
html canvas	html5 canvas	html5 animations	html animations
how to create html filters	html animation tutorial	animation	animations
html canvas demo	html animation demo	html canvas tutorial	html animation example
html	html5	learn html5 online	html5 canvas animation

Ad Group #2: HTML5 Canvas Interest Ads

Learn HTML5 Canvas | Fully 100% Online | From Pixels to Animations

udacity.com/free-course/html5-canvas

Start your HTML5 Canvas Journey with Udacity today! Free introductory course available. Learn HTML5 Canvas from the best! Enroll today.

HTML5 Canvas Course | Boost your HTML5 Knowledge | Learn from the Best

udacity.com/free-course/html5-canvas

Start your HTML5 Canvas Journey with the best! Join Udacity's free introductory course on HTML5 Canvas starting today. 

Keyword List

udacity	udacity india	udacity online courses	udacity courses	free html course	html5 canvas course	udacity html5 course
udacity html5 canvas course	udacity html5 canvas free course	udacity html5 nanodegree	udacity free online animation course	free animation courses	learn html5 online	learn html5 canvas
learn html	udacity animation nanodegree	udacity canvas degree	udacity html nanodegree	html nanodegree	animation nanodegree	udacity graphics nanodegree
learn html graphics	graphics nanodegree	udacity free courses	html canvas free course	html5 canvas free course	top courses for html5 canvas	top courses for html5
top courses for html5 animation	top courses for html5 graphics	best courses for html5 canvas	best courses for html5	best courses for html5 animation	best courses for html5 graphics	top courses for html canvas
top courses for html	top courses for html animation	top courses for html graphics	best courses for html canvas	best courses for html	best courses for html animation	best courses for html graphics

Key Campaign Results

(Campaign & Ad Groups)

Ad Group	Max. CPC Bid	Impr.	Cli cks	CTR	Avg. Cost per Click	Conv.	CR	Cos t per Con v.	Cost
<i>HTML5 Canvas - Awareness</i>	\$3.00	6,003	59	0.98%	\$0.89	0.00	0.00	0.00	\$52.59
<i>HTML5 Canvas - Interest</i>	\$3.00	348	11	3.16%	\$0.81	0.00	0.00	0.00	\$8.95
Total		6,351	70	1.10%	\$0.88	0.00	0.00	0.00	\$61.54

Key Campaign Results (Ads)

Ad	Clicks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.
Ad Group 1, Ad 1	12	0.54%	\$0.75	0.00	0.00%	\$0.00
Ad Group 1, Ad 2	47	1.24%	\$0.93	0.00	0.00%	\$0.00
Ad Group 2, Ad 1	7	2.98%	\$1.03	0.00	0.00	\$0.00
Ad Group 2, Ad 2	4	3.51%	\$0.44	0.00	0.00	\$0.00

Key Campaign Results (Keywords)

Three keywords which I consider most successful based on my marketing objective

Keyword	Clic ks	CTR	Avg. Cost per Click	Conv.	CR	Cost per Conv.
<i>html</i>	13	4.32%	\$1.65	0.00	0.00	\$0.00
<i>learn html</i>	10	5.15%	\$0.88	0.00	0.00	\$0.00
<i>animations</i>	19	0.83%	\$0.51	0.00	0.00	\$0.00

Campaign Evaluation

Evaluate how successful your campaign was, given what your Marketing Objective has been.

- **Did your campaign result in a positive ROI?**
 - My campaign resulted in a negative ROI, as the number of conversions was zero.
- **Was the conversion rate higher or lower than expected?**
 - Conversion rate is 0, which is lower than expected.
- **How much did you have to spend per click? How close did you get to your max. CPC bid?**
 - My average CPC is \$0.89, which is much less than the max CPC of \$3,00.
- **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 2 (HTML Canvas - Interest), Ad 2 of Ad Group 2 (HTML Canvas - Interest) and 'html canvas' keyword led to the highest CTR. Conversion rate is zero in all cases.
- **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?**
 - The short-tail keywords are subject to higher competition in AdWords.
- **Which keywords performed best for you and why might that have been the case?**
 - The keyword 'html canvas' performed the best, because the course deals with HTML5 canvas.





Recommendations for future campaigns

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

- **Would you focus on certain Ad Groups, ads or keywords?**
 - I would have focussed more on Ad Group 2 ('HTML5 Canvas - Interest), as it generated less CTR.
- **Would you change any of your existing ads or keywords or add any new ones?**
 - I would have changed the ad copy for low performing ads, and change the low performing keywords.
 - I will add some exact and phrase type keywords
- **Would you set up an A/B test, and if so, how would you go about it?**
 - A/B Testing is a great way to optimize the marketing campaign. I would like to test the ad copy for A/B testing.
- **Would you make changes to the landing page, and if so, what kind of changes and why?**
 - No, the landing page looks perfect.

Screenshots:

Ad Groups

<input type="checkbox"/> ● Ad group ↓	Default max. CPC	Ad group type	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
<input type="checkbox"/> ● HTML5 Canvas - Interest	\$3.00 (enhanced) 	Standard	11	348	3.16%	\$0.81	\$8.95	0.00	\$0.00	0.00%
<input type="checkbox"/> ● HTML5 Canvas - Awareness	\$3.00 (enhanced) 	Standard	59	6,003	0.98%	\$0.89	\$52.59	0.00	\$0.00	0.00%
Total: All but removed ad gro... 			70	6,351	1.10%	\$0.88	\$61.54	0.00	\$0.00	0.00%
▼ Total: Campaign 			70	6,351	1.10%	\$0.88	\$61.54	0.00	\$0.00	0.00%

Screenshots: Ads

<input type="checkbox"/>	●	Ad	Ad group	Status	Ad type	Clicks	↑ Im	CTR	Avg. CPC	Cost	Conversion	Cost / conv.	Conv. rate
<input type="checkbox"/>	●	HTML5 Canvas Course Boost your HTML5 Knowledge Learn from the Best udacity.com/free-course/html5-canvas Start your HTML5 Canvas Journey with the best! Join Udacity's free introductory course on HTML5 Canvas starting today.	HTML5 Canvas - Interest	Not eligible Campaign paused	Expanded text ad	4	114	3.51%	\$0.44	\$1.75	0.00	\$0.00	0.00%
<input type="checkbox"/>	●	Learn HTML5 Canvas Fully 100% Online From Pixels to Animations udacity.com/free-course/html5-canvas Start your HTML5 Canvas Journey with Udacity today! Free introductory course available. Learn HTML5 Canvas from the best! Enroll today.	HTML5 Canvas - Interest	Not eligible Campaign paused	Expanded text ad	7	234	2.99%	\$1.03	\$7.20	0.00	\$0.00	0.00%
<input type="checkbox"/>	●	Udacity HTML5 Canvas Course Learn HTML5 Canvas Free Introductory Course udacity.com/html5-canvas/free-course Interested in HTML5 Canvas? Want to learn more? Join Udacity's free introductory course on HTML5 Canvas starting from today.	HTML5 Canvas - Awareness	Not eligible Campaign paused	Expanded text ad	12	2,225	0.54%	\$0.75	\$8.97	0.00	\$0.00	0.00%
<input type="checkbox"/>	●	HTML5 Canvas Basics From Pixels to Animation Free Course from Udacity udacity.com/html5-canvas/free-course Free Beginner Course on HTML5 Canvas from Udacity. Learn at your own pace. Join Today!	HTML5 Canvas - Awareness	Not eligible Campaign paused	Expanded text ad	47	3,778	1.24%	\$0.93	\$43.62	0.00	\$0.00	0.00%
Total: All but removed ads ⓘ						70	6,351	1.10%	\$0.88	\$61.54	0.00	\$0.00	0.00%
Total: Campaign ⓘ						70	6,351	1.10%	\$0.88	\$61.54	0.00	\$0.00	0.00%

Screenshots:

Keywords (Most Performing)

<input type="checkbox"/>	<input checked="" type="radio"/>	Keywor	Ad group	Status	Max. CPC	Match type	Policy details	Final URL	Clicks	Impr.	↓ CTR	Avg. CPC	Cost
Total: All but remov...									70	6,351	1.10%	\$0.88	\$61.54
<input type="checkbox"/>	<input checked="" type="radio"/>	html canvas	HTML5 Canvas - Awareness	Campaig paused	\$3.0 (ent)	Broad match	Eligible	—	1	2	50.00%	\$0.92	\$0.92
<input type="checkbox"/>	<input checked="" type="radio"/>	html5	HTML5 Canvas - Awareness	Campaig paused	\$3.0 (ent)	Broad match	Eligible	—	2	13	15.38%	\$1.40	\$2.80
<input type="checkbox"/>	<input checked="" type="radio"/>	learn html	HTML5 Canvas - Interest	Campaig paused	\$3.0 (ent)	Broad match	Eligible	—	10	194	5.15%	\$0.88	\$8.84
<input type="checkbox"/>	<input checked="" type="radio"/>	html	HTML5 Canvas - Awareness	Campaig paused	\$3.0 (ent)	Broad match	Eligible	—	13	301	4.32%	\$1.65	\$21.45
<input type="checkbox"/>	<input checked="" type="radio"/>	free html course	HTML5 Canvas - Interest	Campaig paused	\$3.0 (ent)	Broad match	Eligible	—	1	47	2.13%	\$0.11	\$0.11
<input type="checkbox"/>	<input checked="" type="radio"/>	animations	HTML5 Canvas - Awareness	Campaig paused	\$3.0 (ent)	Broad match	Eligible	—	19	2,302	0.83%	\$0.51	\$9.72