

Project 5:

Evaluate a Google Ads Campaign



1. Campaign Approach

- Udacity has launched a campaign to advertise for the Digital Marketing Nanodegree Program
- The campaign is divided into two [ad groups](#), one targeting customers in the Awareness stage and one targeting customers in the Interest stage
- Each ad group uses responsive search ads, with multiple options for the ad headline and description
- When users click on an ad, they are taken to the [overview page](#) for the Digital Marketing Nanodegree Program, where they can click a button to download the program syllabus. This conversion has an estimated value of \$5.

2. Marketing Objective

- The campaign's marketing objective is to gather at least 200 conversions (syllabus downloads), with a conversion rate of at least 10%

Ad Group #1: Ads

Interest Digital Marketing Ad Group - Ad #1	1	2	3	4	5
Headline	Digital Marketing online course for beginners	Digital Marketing for beginners	Learn to become a Digital Marketer	Digital Marketing online course	Digital Marketing online training
Description	Take your first steps towards becoming a Digital Marketer! Online beginner Digital Marketing course.	Online course on foundations of Digital Marketing taught by industry professionals.	Are you looking for a Digital Marketing course? Look no further: Udacity Digital Marketing class for beginners.	An easy way to learn Digital Marketing: online basic class for future best marketers	
Interest Digital Marketing Ad Group - Ad #2	1	2	3	4	5
Headline	Digital Marketing Basics	Digital Marketing online training	Digital Marketing for beginners	Udacity Digital Marketing Resources	Become a Digital Marketer with Udacity
Description	Digital Marketing Basics Digital Marketing resources from Udacity	See how to become a Digital Marketer	Take Your First Steps towards Becoming a Digital Marketer	Get all the basic knowledge on Digital Marketing that you need	

Data is also available in [this spreadsheet](#)

Ad Group #2: Ads

Awareness Digital Marketing Ad Group - Ad #1	1	2	3	4	5
Headline	Digital Marketing Basics, all you need	Digital Marketing class	Digital Marketing for beginners	Udacity Digital Marketing Resources	Become a Digital Marketer
Description	Digital Marketing resources from Udacity	See what Digital Marketing is for and how to become a Digital Marketer	Take Your First Steps towards Becoming a Digital Marketer	Get all the basic knowledge on Digital Marketing that you need	
Awareness Digital Marketing Ad Group - Ad #2	1	2	3	4	5
Headline	Digital Marketing online course	Digital Marketing for beginners	Learn to become a Digital Marketer online	Digital Marketing online training	Digital Marketing course with Udacity
Description	Take your first steps towards becoming a Digital Marketer! Online beginner Digital Marketing course.	Online course on foundations of Digital Marketing taught by industry professionals.	Are you looking for a Digital Marketing course? Look no further: Udacity Digital Marketing class for beginners.	An easy way to learn Digital Marketing: online basic class for future best marketers	

Data is also available in [this spreadsheet](#)

Ad Group #1: Keywords

Search keyword	Status	Match Type	Campaign	Ad group	Keyword max CPC	Currency
Best website for learning +marketing	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
Coursera digital marketing	Eligible	Phrase	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
Marketing course Udacity	Eligible	Phrase	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
+Digital marketing certificate	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
Best website to learn +digital marketing for free	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
Digital marketing learn online	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
+Digital marketing online training	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
+Digital marketing for +beginners	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
How to +learn +marketing	Low search volume	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
+Udemy +digital marketing	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
+Social media marketing +course	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
+Online marketing +course	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
+Social media marketing classes	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
Free +marketing courses	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
Marketing online course	Eligible	Phrase	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
Digital marketing course online free	Eligible	Phrase	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
+Marketing +online +tutorial	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
+Udacity +Digital Marketing	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
Marketing basics course online free	Low search volume	Phrase	Udacity_DMND	Interest Digital Marketing	\$1.45	USD
+Digital marketing +tutorial basics	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	\$1.45	USD

Data is also available in [this spreadsheet](#)

Ad Group #2: Keywords

Search keyword	Status	Match Type	Campaign	Ad group	Keyword max CPC	Currency
+Digital marketing basic	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
+Social media marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
+Marketing terms	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
+Marketing for +beginners	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
+Online marketing +basics	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
What is digital marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
+Udacity +marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
How to become a +digital marketer	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
How to do social media marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
+Digital marketing online class	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
+How to do marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
Define +Digital marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
How to be a +social media marketer	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
+Digital Marketer	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
+Digital marketing terminology	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
What is marketing used for	Eligible	Phrase	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
+Online marketing for +students	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
+Digital marketing for +students	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
Study +digital marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD
Study +online marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	\$1.45	USD

Data is also available in [this spreadsheet](#)

Key Results (Campaign)

Expand the table below to identify and fill in any campaign-level KPIs/metrics you feel will be relevant to your evaluation of the campaign's performance

Campaign	Cost	Clicks	Impressions	Conversions	CPC	CTR	Cost / Conversion	Conversion Rate
Udacity_DMND	\$1,314.00	2391	111256	221	\$0.55	2.15%	\$5.95	9.24%

Campaign data is also available in [this spreadsheet](#)

To add columns to your table, right-click where you want to add the column and select either "insert column left" or "insert column right"

Key Results (Ad Groups)

Expand the table below to identify and fill in any ad group-level KPIs/metrics you feel will be relevant to your evaluation of the campaign's performance

Ad Group	Cost	Clicks	Impressions	Conversions	CPC	CTR	Cost / Conversion	Conversion Rate
Ad Group 1: <i>Interest Digital Marketing</i>	\$819.05	1553	72497	132	\$0.53	2.14%	\$6.20	8.50%
Ad Group 2: <i>Awareness Digital Marketing</i>	\$494.95	838	38759	89	\$0.59	2.16%	\$5.56	10.62%
Total	\$1,314.00	2391	111256	221	\$0.55	2.15%	\$5.95	9.24%

Key Results (Ads)

Expand the table below to identify and fill in any ad-level KPIs/metrics you feel will be relevant to your evaluation of the campaign's performance

Ad	Cost	Clicks	Impressions	Conversions	CPC	CTR	Cost / Conversion	Conversion Rate
<i>Ad Group 1, Ad 1</i>	\$458.25	991	40163	97	\$0.46	2.47%	\$4.72	9.79%
<i>Ad Group 1, Ad 2</i>	\$360.80	562	32334	36	\$0.64	1.74%	\$10.02	6.41%
<i>Ad Group 2, Ad 1</i>	\$335.60	619	28827	72	\$0.54	2.15%	\$4.66	11.63%
<i>Ad Group 2, Ad 2</i>	\$159.35	219	9932	16	\$0.73	2.20%	\$9.96	7.31%

Key Results (Keywords)

Considering marketing objectives of reaching 200 conversion (downloads), with conversion rate of min 10% and cost of conversion \$5. below are the top 3 keywords with highest performance.

Keyword	Cost	Clicks	Impressions	Conversions	CPC	CTR	Cost / Conversion	Conversion Rate
+Digital marketing certificate	\$23.10	48	894	8	0.48	5.37%	3.08	15.63%
+Social media marketing +course	\$36	66	912	10	0.55	7.24%	\$3.6	15.15%
+Online marketing +course	\$317	534	26639	65	0.59	2.0%	\$4.88	12.17%

Campaign Evaluation

- Include the following information in your answer (you can also review Lesson 6 in the SEM course for some additional guidance):
 - The campaign's return on investment (ROI), including identification of whether the campaign was ROI-positive or ROI-negative
 - $ROI = (\text{total conversion value} - \text{total cost}) / \text{total cost}$

Based on the final numbers the campaign didn't reach all its objectives. It did manage to achieve 221 conversions but at a much higher cost per conversion ($1314 / 221 = \$5.95$) and conversion rate of ($2391 \text{ clicks} / 221 \text{ conversions} = 9.24\%$) below target of 10%

$$\begin{aligned} ROI &= \text{Total conversion value} - \text{Total cost} / \text{Total cost} \\ &= ((221 * 5) - 1314) / 1314 \\ &= -15.9\% \end{aligned}$$

Campaign Evaluation

- Identify and calculate at least three relevant KPIs at the campaign, ad group, ad, and keyword level

Campaign

	A	B	C	D	E	F	G	H	I	J	K	L
1	Campaign	Campaign state	Campaign type	Currency	Cost	Clicks	Impressions	Conversions	CPC	CTR	Cost / Conversion	Conversion Rate
2	Udacity_DMND	Enabled	Search	USD	\$1,314.00	2391	111256	221	\$0.55	2.15%	\$5.95	9.24%
3												

Ad Group

C	D	E	F	G	H	I	J	K	L	M	N
Campaign	Campaign type	Campaign subty	Currency	Cost	Clicks	Impressions	Conversions	CPC	CTR	Cost / Conversion	Conversion Rate
Udacity_DMND	Search	All features	USD	\$819.05	1553	72497	132	\$0.53	2.14%	\$6.20	8.50%
Udacity_DMND	Search	All features	USD	\$494.95	838	38759	89	\$0.59	2.16%	\$5.56	10.62%

Campaign Evaluation

- Identify and calculate at least three relevant KPIs at the campaign, ad group, ad, and keyword level

Ad Level

K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Ad group	Campaign type	Campaign subty	Ad final URL	Ad mobile final U	Currency	Cost	Clicks	Impressions	Conversions	CPC	CTR	Cost / Conversion	Conversion Rate
Interest Digital M	Search	All features	https://www.udaci	--	USD	\$458.25	991	40163	97	\$0.46	2.47%	\$4.72	9.79%
Interest Digital M	Search	All features	https://www.udaci	--	USD	\$360.80	562	32334	36	\$0.64	1.74%	\$10.02	6.41%
Awareness Digita	Search	All features	https://www.udaci	--	USD	\$335.60	619	28827	72	\$0.54	2.15%	\$4.66	11.63%
Awareness Digita	Search	All features	https://www.udaci	--	USD	\$159.35	219	9932	16	\$0.73	2.20%	\$9.96	7.31%

Keyword Level

E	F	G	H	I	J	K	L	M	N	O	P	Q
Ad group	Keyword max CPC	Currency	Cost	Clicks	Impressions	Conversions	Impr. (Abs. Top)	Impr. (Top)	CPC	CTR	Cost / Conversion	Conversion Rate
Interest Digital Marketing	\$1.45 USD		\$317.10	534	26639	65	20.73%	86.83%	0.59	2.00%	\$4.88	12.17%
Awareness Digital Marketing	\$1.45 USD		\$140.70	282	9582	26	44.19%	75.81%	0.50	2.94%	\$5.41	9.22%
Interest Digital Marketing	\$1.45 USD		\$82.50	204	16326	18	26.03%	80.14%	0.40	1.25%	\$4.58	8.82%
Awareness Digital Marketing	\$1.45 USD		\$110.10	78	1872	17	34.72%	72.22%	1.41	4.17%	\$6.48	21.79%
Interest Digital Marketing	\$1.45 USD		\$144.95	220	5982	13	17.50%	75.50%	0.66	3.68%	\$11.15	5.91%
Interest Digital Marketing	\$1.45 USD		\$147.30	222	5934	11	12.10%	80.89%	0.66	3.74%	\$13.39	4.95%
Interest Digital Marketing	\$1.45 USD		\$36.00	66	912	10	9.43%	69.81%	0.55	7.24%	\$3.60	15.15%
Awareness Digital Marketing	\$1.45 USD		\$53.45	93	3288	9	46.15%	83.52%	0.57	2.83%	\$5.94	9.68%
Interest Digital Marketing	\$1.45 USD		\$23.10	48	894	8	16.13%	64.52%	0.48	5.37%	\$3.08	15.63%
Awareness Digital Marketing	\$1.45 USD		\$58.80	60	1476	6	44.26%	90.16%	0.98	4.07%	\$9.80	10.00%
Awareness Digital Marketing	\$1.45 USD		\$33.90	78	3088	6	40.57%	94.34%	0.43	2.53%	\$5.65	7.69%
Awareness Digital Marketing	\$1.45 USD		\$12.85	42	2207	6	33.33%	80.00%	0.31	1.90%	\$2.14	14.29%
Interest Digital Marketing	\$1.45 USD		\$9.90	24	1188	3	36.36%	90.91%	0.41	2.02%	\$3.30	12.50%
Awareness Digital Marketing	\$1.45 USD		\$17.45	37	1126	3	0.00%	0.00%	0.47	3.29%	\$5.82	8.11%
Awareness Digital Marketing	\$1.45 USD		\$14.70	26	2927	3	0.00%	0.00%	0.57	0.89%	\$4.90	11.54%
Awareness Digital Marketing	\$1.45 USD		\$11.50	32	1703	3	0.00%	0.00%	0.36	1.88%	\$3.83	9.38%
Awareness Digital Marketing	\$1.45 USD		\$3.00	13	593	2	0.00%	66.67%	0.23	2.19%	\$1.50	15.38%
Awareness Digital Marketing	\$1.45 USD		\$6.00	13	1912	2	33.33%	80.00%	0.46	0.68%	\$3.00	15.38%
Interest Digital Marketing	\$1.45 USD		\$0.00	6	287	1	0.00%	0.00%	0.00	2.09%	\$0.00	16.67%
Interest Digital Marketing	\$1.45 USD		\$11.70	24	828	1	8.82%	91.18%	0.49	2.90%	\$11.70	4.17%
Interest Digital Marketing	\$1.45 USD		\$0.60	6	240	1	100.00%	100.00%	0.10	2.50%	\$0.60	16.67%
Interest Digital Marketing	\$1.45 USD		\$12.30	24	2106	1	28.57%	57.14%	0.51	1.14%	\$12.30	4.17%
Awareness Digital Marketing	\$1.45 USD		\$1.45	12	1024	1	0.00%	0.00%	0.12	1.17%	\$1.45	8.33%
Awareness Digital Marketing	\$1.45 USD		\$1.25	7	106	1	0.00%	0.00%	0.18	6.60%	\$1.25	14.29%
Awareness Digital Marketing	\$1.45 USD		\$1.45	24	1785	1	0.00%	0.00%	0.06	1.34%	\$1.45	4.17%
Awareness Digital Marketing	\$1.45 USD		\$6.00	12	3040	1	30.23%	86.05%	0.50	0.39%	\$6.00	8.33%
Awareness Digital Marketing	\$1.45 USD		\$4.60	18	1936	1	0.00%	0.00%	0.26	0.93%	\$4.60	5.56%
Awareness Digital Marketing	\$1.45 USD		\$3.00	6	174	1	100.00%	100.00%	0.50	3.45%	\$3.00	16.67%
Interest Digital Marketing	\$1.45 USD		\$6.30	12	236	0	66.67%	100.00%	0.53	5.08%		0.00%

Campaign Evaluation

Evaluate how successful the campaign was, based on the marketing objective

- Based on your KPI calculations, identify which three keywords performed the best, and explain your reasoning for the ones you selected

Considering marketing objectives of reaching 200 conversion (downloads), with conversion rate of min 10% and cost of conversion \$5. below are the top 3 keywords with highest performance.

Keyword	Cost	Clicks	Impressions	Conversions	Cost / Conversion	Conversion Rate
+ <i>Digital marketing certificate</i>	\$23.10	48	894	8	3.08	15.63%
+ <i>Social media marketing course</i>	\$36	66	912	10	\$3.6	15.15%
+ <i>Online marketing course</i>	\$317	534	26639	65	\$4.88	12.17%

Campaign Evaluation

- Based on your KPI calculations, make an inference about which keywords are subject to higher competition in Google Ads. Explain your reasoning and which KPIs you used to make your hypothesis.

'+Social media marketing: because it's using modified broad keyword match type for social meaning it's required to be in the search sentence. Also it has the highest cost per click (\$1.41)

Campaign Evaluation

- An overview statement of how well or not well the campaign performed relative to its marketing objective, supported with evidence

Based on the final numbers the campaign didn't reach all its objectives. It did manage to achieve 221 conversions but at a much higher cost per conversion ($1314 / 221 = \$5.95$) and conversion rate of ($2391 \text{ clicks} / 221 \text{ conversions} = 9.24\%$) below target of 10%

$$\begin{aligned}\text{ROI} &= \text{Total conversion value} - \text{Total cost} / \text{Total cost} \\ &= ((221 * 5) - 1314) / 1314 \\ &= -15.9\%\end{aligned}$$

Recommendations for future campaigns

- Stop using low performing keywords such as “Digital marketing learn online”, “+Digital marketing online training”
- Awareness Ad group performed better than Interest Ad group. Interest Ad group had more impressions, clicks but lower conversion rate and higher CPC. The Ads needs to be optimized as well enhance the quality score for keywords by utilizing a different landing page
- Perform A/B test for interest Ad group to enhance quality score for different aspect of the ads.