Project 5:

Evaluate a Google Ads Campaign

Campaign Approach

Description and Marketing

Objective

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 Groups

Ads and Keywords

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 digita 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]

Campaign Evaluation

Results, Analysis and Recommendations

Key Results (Campaign)

Campaign	Cost	Clicks	Impressions	Conversions	Conversion Rate	CTR	CPC	CPA
Udacity_DMND	$1,314.00	2391	111256	221	9.24%	2%	$0.55	$5.95

The campaign reached the goal of 200+ conversions, but the Conversion Rate was 9.24% with a **NEGATIVE** ROI of **-15.91%**

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)

Ad Group	Cost	Clicks	Impressions	Conversions	CTR	CPC	CPA
Ad Group 1: *Interest Digital Marketing*	$819.05	1553	72,497	132	2%	$0.53	$6.20
Ad Group 2: *Awareness Digital Marketing*	$494.95	838	38,759	89	2%	$0.59	$5.56
TOTALS	$1,314	2,391	111,256	221	2%	$0.55	$5.95

Key Results (Ads)

Ad	Cost	Clicks	Impressions	Conversions	CTR	CPC	CPA
Ad Group 1, Digital Marketing online course for beginners	$458.25	991	40163	97	2%	$0.46	$4.72
Ad Group 1, Digital Marketing Basics	$360.80	562	32334	36	2%	$0.64	$10.02
Ad Group 2, Digital Marketing Basics, all you need	$335.60	619	28827	72	2%	$0.53	$4.66
Ad Group 2, Digital Marketing online course	$159.35	219	9932	16	2%	$0.73	$9.96

Key Results (Keywords)

Below are the three keywords that were most successful based on the marketing objective. I used the conversion rate with a CPA below $5 as the KPIs for success.

Keyword	Cost	Clicks	Impressions	Conversions	Conversion Rate	CTR	CPC	CPA
+Social media marketing +course	$36.00	66	912	10	15.15%	7%	$0.55	$3.60
+Online marketing +course	$317.10	534	26,639	65	12.17%	2%	$0.59	$4.88
+Digital marketing certificate	$23.10	48	894	8	16.66%	5%	$0.48	$2.89

Campaign Evaluation (p. 1)

The campaign reached the goal of 200+ conversions, but the Conversion Rate was 9.24% with a NEGATIVE ROI of -15.91%

- The campaign did not perform well overall, missing 1 of 2 marketing objectives stated above, and receiving a negative ROI.
- The relevant KPIs I used were CPC, CPA and Conversion Rate.
- I believe the most successful keywords were (in this order):

  1. *+Social media marketing +course*
  2. *+Online marketing +course*
  3. *+Digital marketing certificate*

  - I chose #1 because it had a high conversion rate of 15% and ties for the highest CTR of 7% of keywords with a CPA under $5.
  - I chose #2 and #3 for because they met the KPIs of CR higher than 10% and CPA lower than $5.

Campaign Evaluation (p. 2)

- Based on my calculations of CPC, I believe the most competitive keywords include:
  - *+Social media marketing* - this only had 1,872 impressions, but the highest CPC of $1.41, making it the most competitive. The conversion rate is very high at 22%, but the CPA tops out at $6.48, meaning we are losing money on conversions.
  - *Best website to learn +digital marketing* – this is the 2nd highest CPC ($1.15). There were no conversions here.
  - *+Digital marketing basic* –a high CPC of $0.98, an acceptable conversion rate of 10%, but the CPA is way too high at $9.80.

DIGITAL MARKETING
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Recommendations for future campaigns

- The first thing I would do for a future iteration of this campaign would be to focus on the the highest performing keywords and remove the lowest performing. I would increase ad spend for those keywords to reduce Search Impression IS (budget). Focus on the keywords that bring us the most conversion value.
- I would try out "Maximize Conversions" in Google Ads since we are most focused on this KPI. Since we provide Google with a target CPA, we can likely gain more benefit than overspending on a plethora of underperforming keywords.
- Although it takes time, I might try out a custom split experiment in Google Ads with the top performing ads in Ad Group 1 and Ad Group 2. Google Ads lets you choose the options of cookie-based (recommended) or search-based. Try different iterations of the Headline and Description to see what performs best.
- Take a look at some keywords with a high conversion rate but lower actual number of conversions. These might perform better if given more opportunity.
    - Example: *How to do social media marketing.* This has a conversion rate of 14.3%, only 1 conversion, but it ties for the highest CTR (7%) and one of the lowest CPAs at $1.25.

RECOMMENDATIONS