Project 6
Evaluate a Display Campaign

Assumptions

MARKETING OBJECTIVE: I am 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 *0.002 = # of Student Sign Ups (rounded to the next whole number)

CPA: Cost of Campaign/# sign ups = CPA (rounded to the nearest cent)

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

Part 1

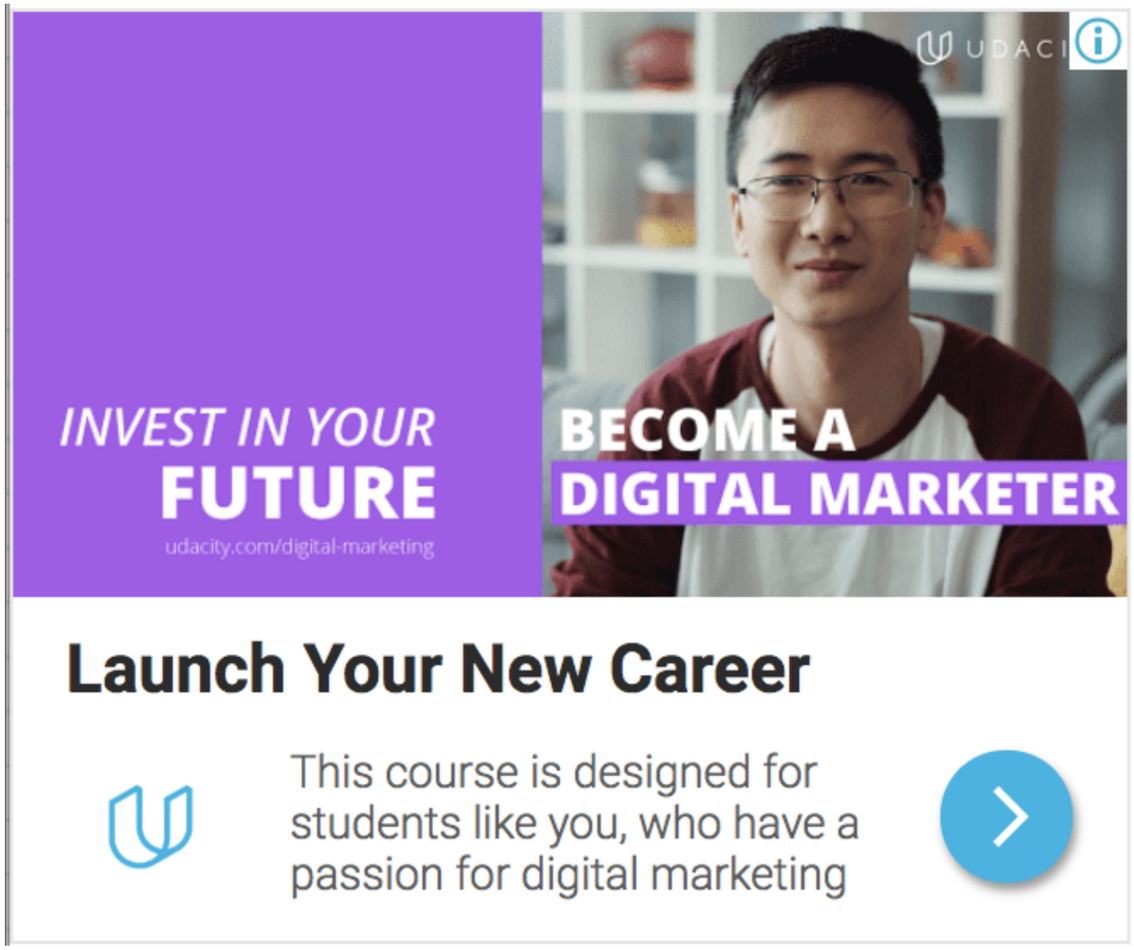
Evaluate a Display

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 and 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



Results: Calculate the ROI

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	$224.48	$149.04

FINDINGS

2 new students signed up during this campaign

The cost per acquisition was $224.48, and the overall ROI was **+ $149.04**

How Would You Optimize This Campaign?

Suggestion 1: Try a different photo with a male AND female to attract a more diverse audience.

Suggestion 2: Highlight ‘Udacity’ for brand recognition.

Suggestion 3: Add highlighted button design with a CTA, such as ‘LEARN MORE’.

Part 2

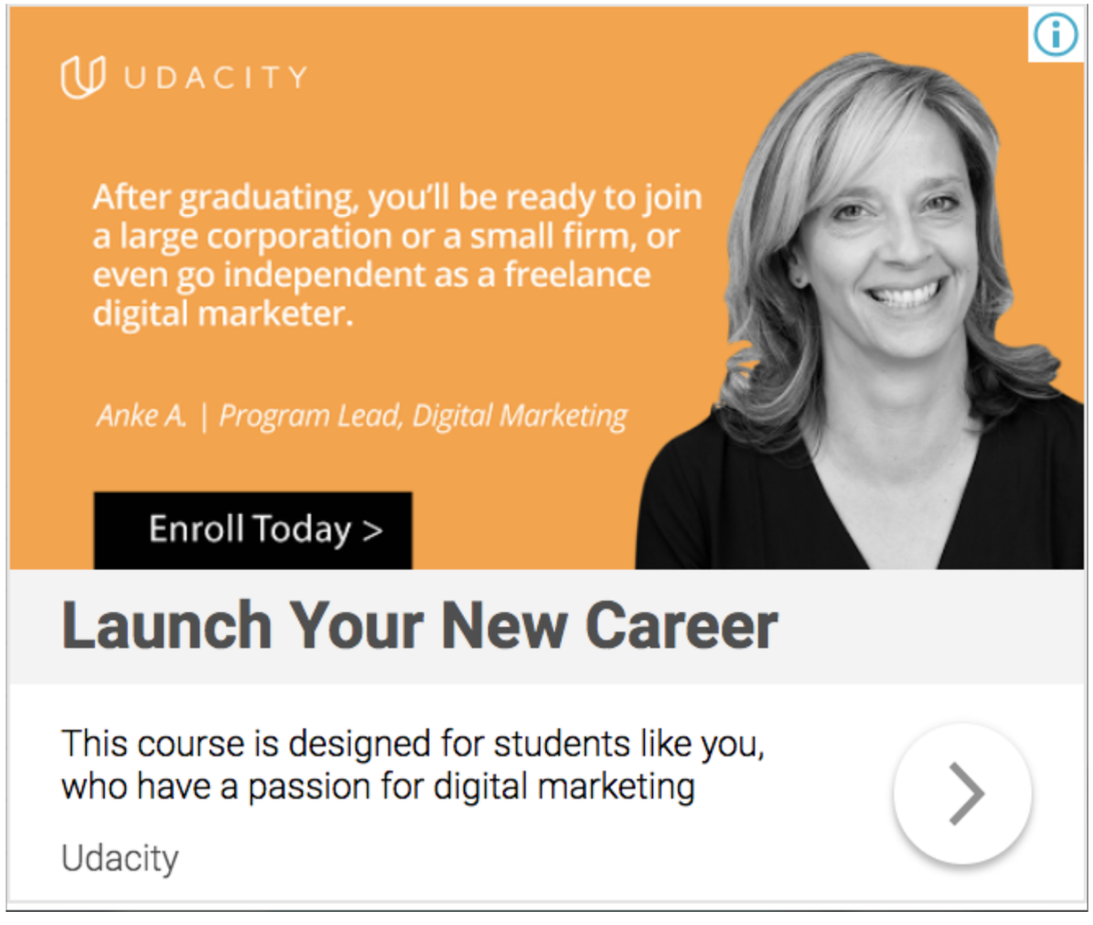
Evaluate a Display

Image Campaign

Display Image Campaign: Site Targeting

Below are 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



Results: Calculate the ROI

FINDINGS

1 new student was signed up during this campaign

The cost per acquisition was $231.99, and the overall ROI was **+ $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 (approx.)	$231.99	$67.01

How Would You Optimize This Campaign?

Suggestion 1: Utilize color and design more effectively. This ad is very bland.

Suggestion 2: Highlight a call to action using a button with design.

Suggestion 3: This ad is the lowest performing with regards to clicks and impressions. Perform A/B testing on demographics to find a wider audience.

Part 3

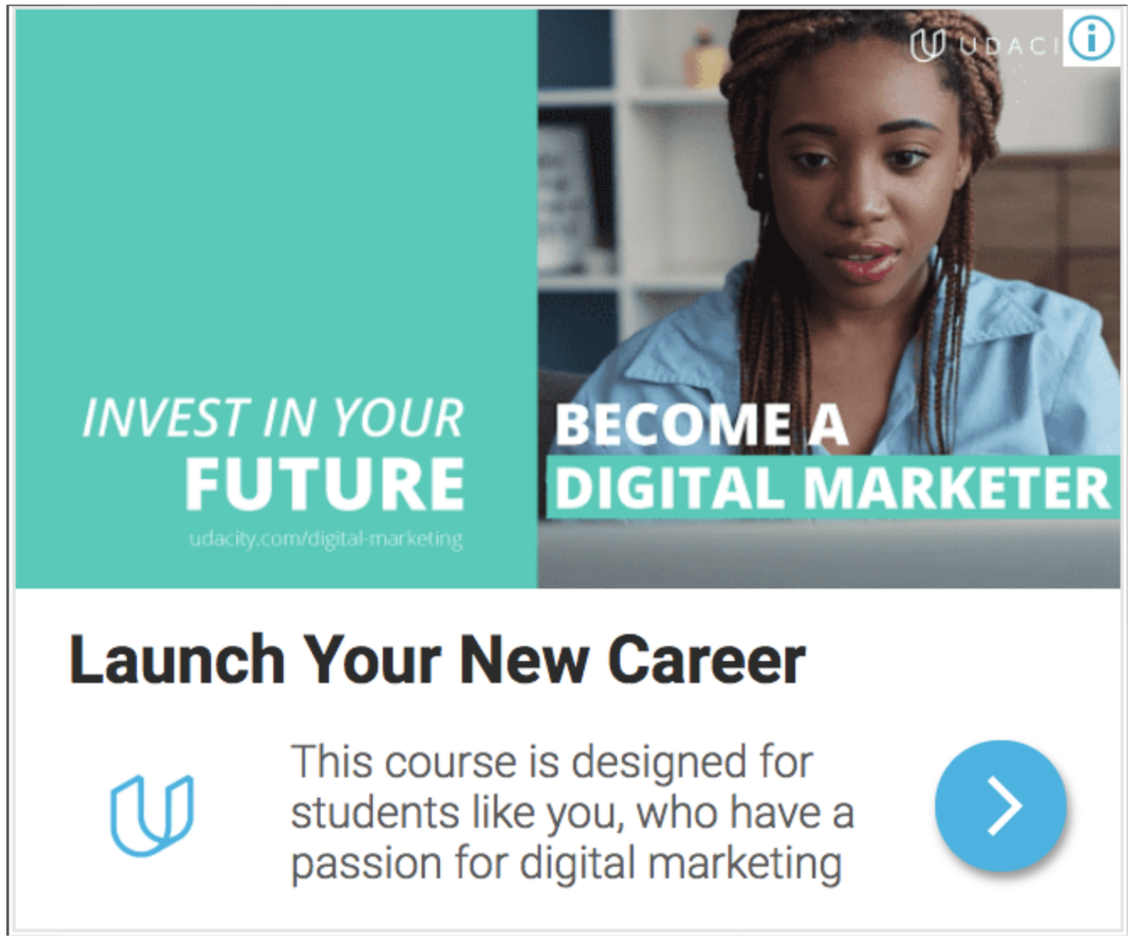
Evaluate a Display

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

FINDINGS

1 new student was signed up during this campaign

The cost per acquisition was $234.50, and the overall ROI was **+ $64.50** – the lowest of the 3 ads

Creative	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 (approx.)	$234.50	$64.50

How Would You Optimize This Campaign?

Suggestion 1: Discuss creating a dynamic ad with creative to catch the eye.

Suggestion 2: Highlight a CTA so the eye is drawn directly where audience should click.

Suggestion 3: Perform A/B testing with verbiage and/or colors.

Part 4

Results, Analysis, and Recommendations

Which Campaign Performed The Best? Why?

The **Affinity Audience** campaign (Campaign 1) performed the best of all the display campaigns we ran.

Campaign 1 had the most impressions (201k), conversions (2) and the lowest CPA of the three campaigns.

The Affinity Audience campaign also had the highest ROI of **+ $149.04**.

There was only a marginal difference in the CTRs across all three campaigns at +/- .02%.

Recommendations For Future Campaigns

Since the first campaign – Affinity Audience – was the most successful, I would try and optimize it further, and pause the other 2 campaigns.

I would review data from Google Analytics to more deeply understand the target audience and the behavior of those who converted and adjust my future campaign.

I would highlight the Udacity name in the display ads, because it is a well known and reputable brand. This could induce clicks.

I would A/B test colors and different creatives of photos with people of different races, ages, etc… to increase diversity. I might also test different CTAs, since the arrow used in the original ad is a bit vague.