Run an Adwords Campaign

Run an AdWords Campaign (Part 1)

Campaign Overview

APPROACH

- Project assigned :Visualizing Algebra targeted in India for Google AdWords Campaign and the preferred language is English
- https://www.udacity.com/course/visualizing-algebra--ma006
- Daily budget is 10$ and cost per bid is $3
- Based on the customer journey the campaign is divided into four ad groups
- Awareness Stage
- Interest Stage

AD GROUPS

- **Awareness:** In this stage the customer is unware of your brand and what do you do and he knows nothing. We need to target our product "Visualizing Algebra" course to our customers. I used Google Keyword planer and Moz Keyword Planner for Keyword research and created a lost of keywords for the online course

- **Interest Stage:** In this stage we need to target our brand "Udacity" and focus on IT professionals who are interested in pursing "Business Analyst Nanodegree" and let them know that they can Visualizing Algebra is available for free and then the course extension leads to a business analyst

MARKETING OBJECTIVE

To create awareness about Udacity's Business Analyst Nanodegree Program by introducing a free online course called "visualizing algebra" and acquire 5 potential students who are interested in this course with a budget of $50 which will run for 5 days

KPI:

Number of enrolments made for visualizing algebra campaign in 5 days

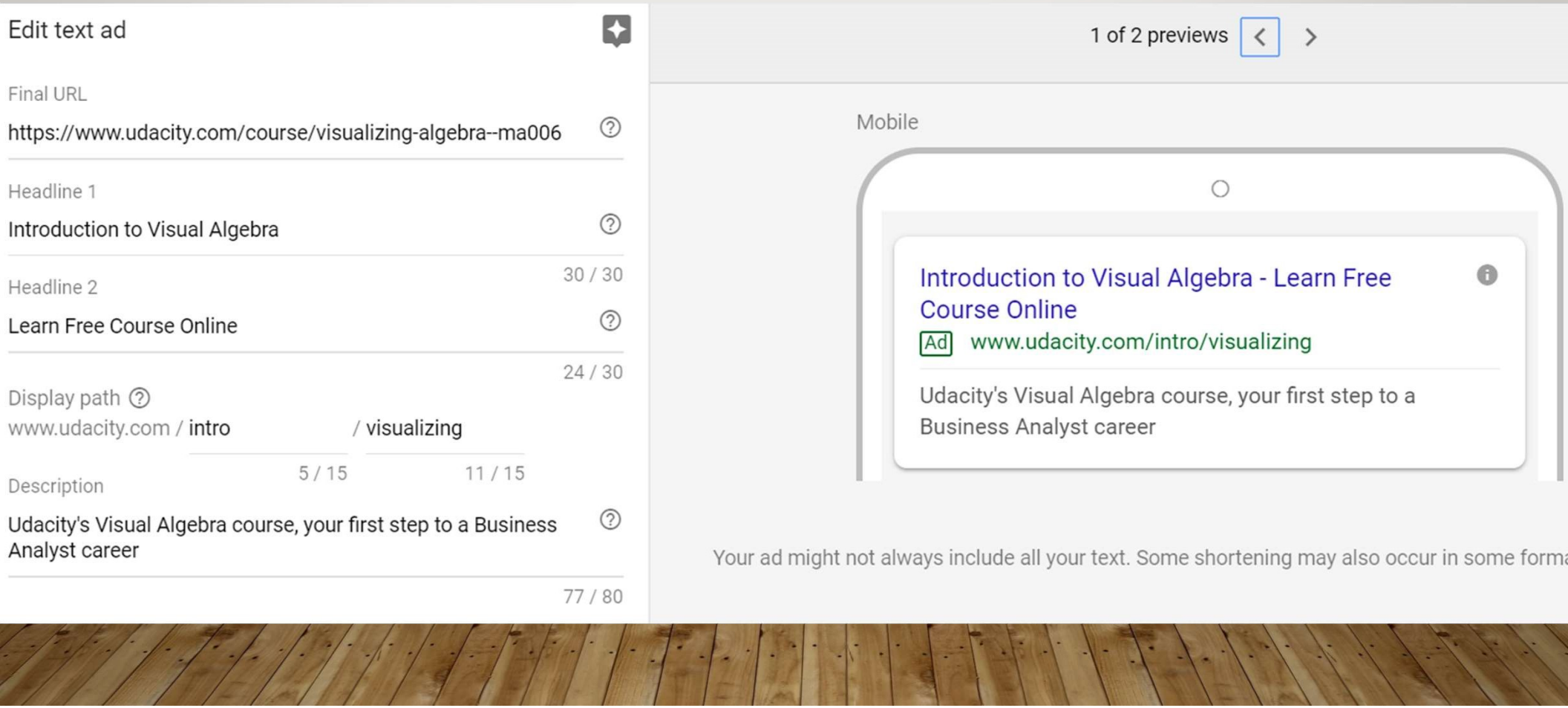
AD GROUP #1: ADS

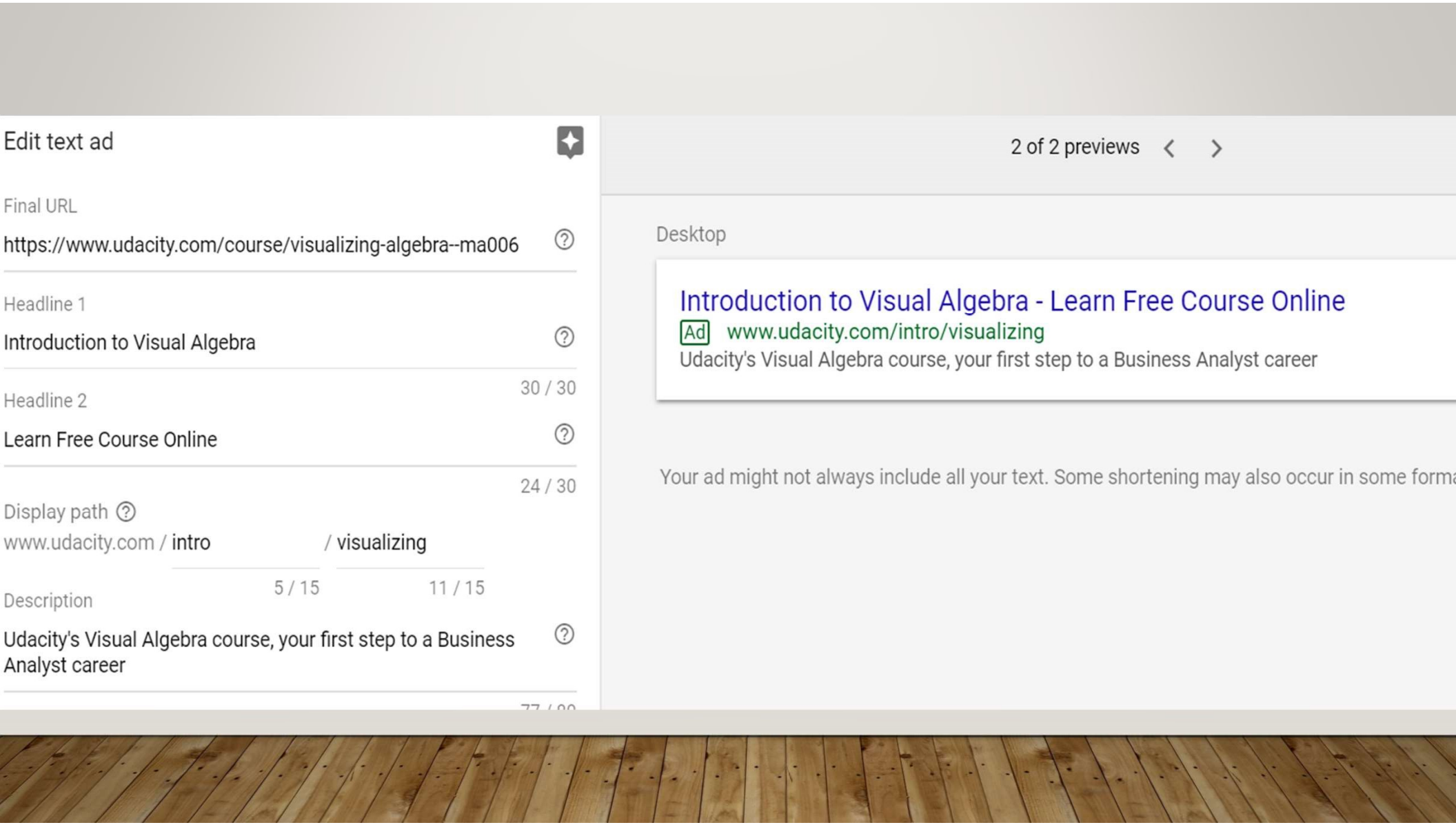
Awareness:

Ad group: Awareness algebra

Keywords: Algebra, linear and differential equations, geometry, linear programming, functional analysis, vector calculus, pattern recognition, analytic geometry, algebraic equations, online algebra course, visualization tools, data visualization examples, correlation, derivative, +differentiation, exponentiation, Variable, axis of symmetry of a parabola, conditional inequality, consistent system of equations, Graph of an Equation, quadratic equation, Symmetric across the Origin, Vertical Reflection

AWARENESS ALGEBRA



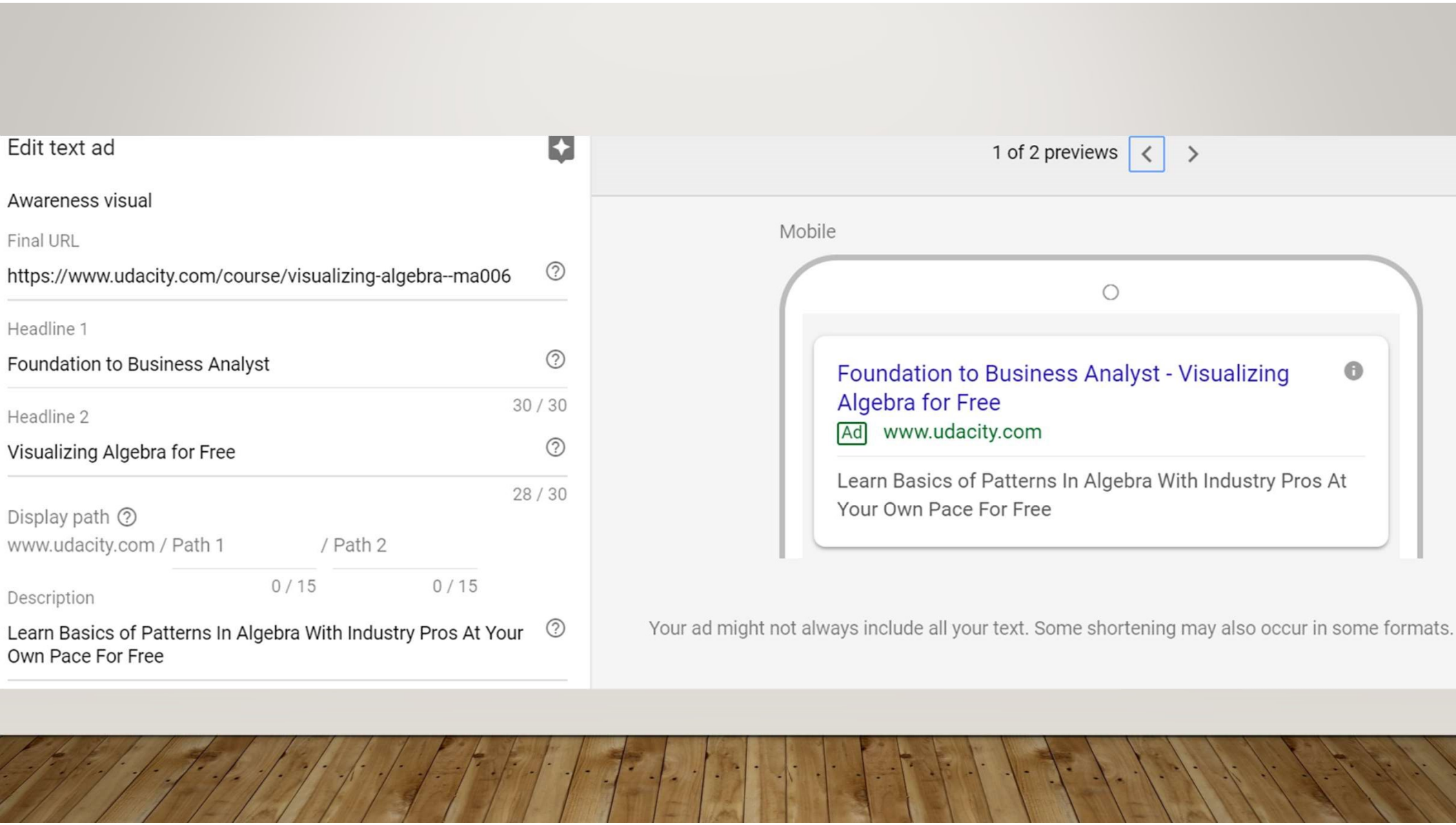

Edit text ad
Final URL
https://www.udacity.com/course/visualizing-algebra--ma006
Headline 1
Introduction to Visual Algebra
30 / 30
Headline 2
Learn Free Course Online
24 / 30
Display path
www.udacity.com / intro / visualizing
5 / 15
11 / 15
Description
Udacity's Visual Algebra course, your first step to a Business Analyst career
2 of 2 previews
Desktop
Introduction to Visual Algebra - Learn Free Course Online
Ad www.udacity.com/intro/visualizing
Udacity's Visual Algebra course, your first step to a Business Analyst career
Your ad might not always include all your text. Some shortening may also occur in some forma

AD GROUP

Awareness Visual

Keywords:

free maths courses, learn algebra online free, combinatorial optimization, algebra positive and negative rules, inequality algebra rules, real time visualization software, math operations word problems, algebra for visual learners, trick math word problems, math visualization toolkit, linear algebra study guide, finding the nth term, patterns and algebra, Exponents and Polynomials, Quadratic Equations, Inverses, Exponentials, and Logarithms


Edit text ad
Awareness visual
Final URL
https://www.udacity.com/course/visualizing-algebra--ma006
Headline 1
Foundation to Business Analyst
30 / 30
Headline 2
Visualizing Algebra for Free
28 / 30
Display path
www.udacity.com / Path 1 / Path 2
0 / 15
0 / 15
Description
Learn Basics of Patterns In Algebra With Industry Pros At Your Own Pace For Free
1 of 2 previews
Mobile
Foundation to Business Analyst - Visualizing Algebra for Free
Ad www.udacity.com
Learn Basics of Patterns In Algebra With Industry Pros At Your Own Pace For Free
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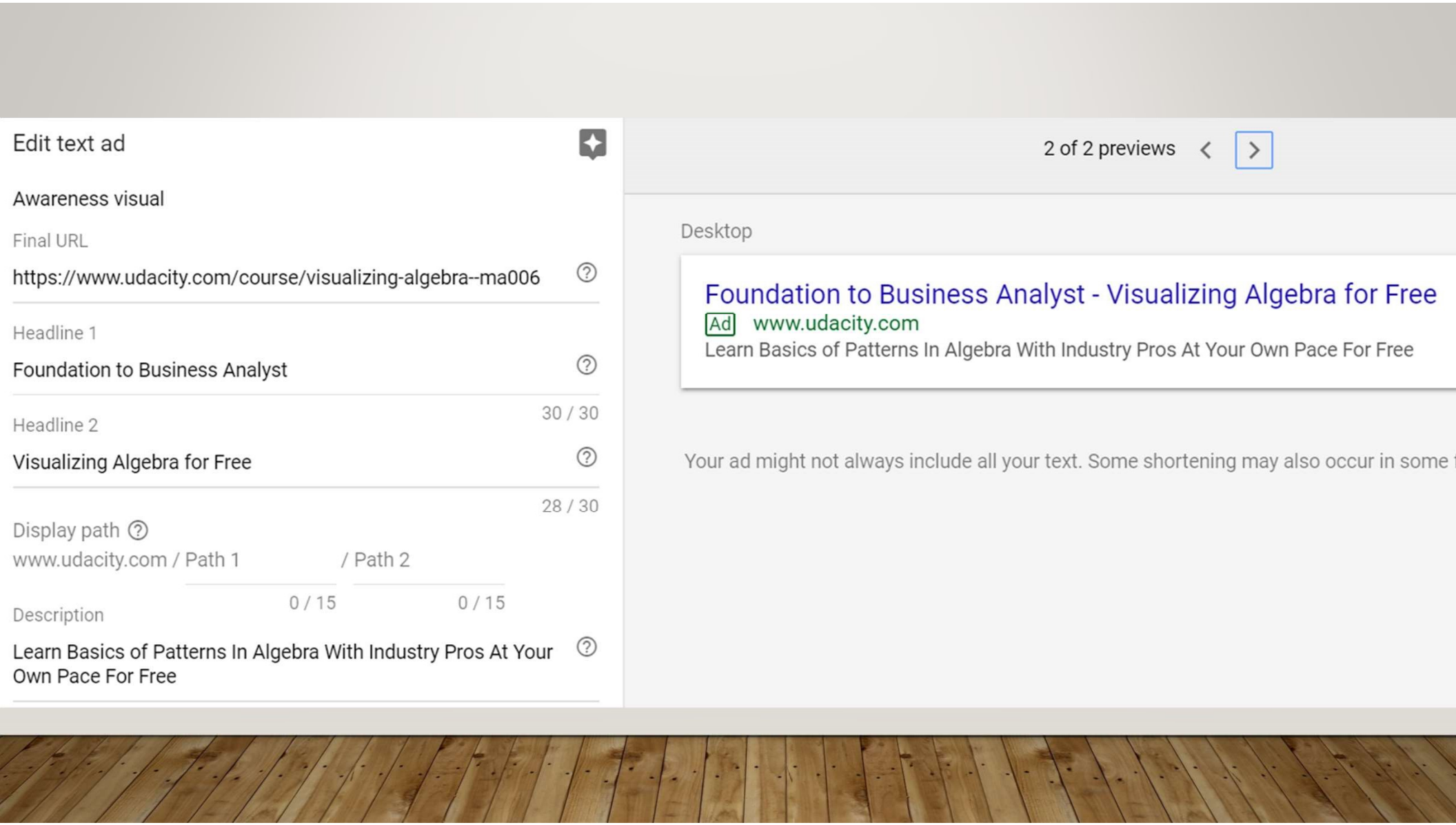
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AD GROUP #2: ADS & KEYWORD LIST

Interest

Ad group : Interest al

Keywords: using patterns to generate algebraic expressions, what is linear transformation in linear algebra, basic algebra mathematical concepts, elementary algebra combinatorial optimization, algebra data visualization examples, differential equations homological algebra, matrix algebra online algebra course, matrix algebra visualization tools, math background for machine learning, interactive information visualization toolkit, the basic rules of algebra, linear algebra quick review

New text ad

Final URL

https://www.udacity.com/course/visualizing-algebra--ma006

Headline 1

Udacity's Visualizing Algebra

29 / 30

Headline 2

Enhance Your Skills for Free

28 / 30

Display path

www.udacity.com / visualizing / algebra

11 / 15 7 / 15

Description

Learn how to apply mathematical reasoning and developing language with Udacity

78 / 80

Ad URL options

1 of 2 previews

Mobile

Udacity's Visualizing Algebra - Enhance Your Skills for Free

Ad www.udacity.com/visualizing/algebra

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DONE CANCEL

2 of 2 previews

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Udacity's Visualizing Algebra - Enhance Your Skills for Free

Ad www.udacity.com/visualizing/algebra

Learn how to apply mathematical reasoning and developing language with Udacity

Your ad might not always include all your text. Some shortening may also occur in some formats. Learn more

AD GROUP

Interest vl

Keywords: Visualizing Algebra, learn mathematics from basic to advance, intermediate algebra with applications and visualization, visualizing reading strategy worksheet, visualizing and verbalizing training videos, how to better understand math word problems, 3d visualization software open source, how to visualize math, visual representation ideas, vector linear algebra, mathematical notation, knot theory, partial differential equations, harmonic analysis, feynman diagrams, parameterizing

New text ad

Final URL

https://www.udacity.com/course/visualizing-algebra--ma006

Headline 1

Visualizing Algebra Course

26 / 30

Headline 2

Boost your resume with Udacity

30 / 30

Display path

www.udacity.com / interest / algebra

8 / 15 7 / 15

Description

Learn how to create, analyze patterns and improve skills in modeling problems

77 / 80

Ad URL options

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REVIEW

Congratulations! Your campaign is ready.

Review your summary

Dec 19, 2017 - Dec 25, 2017

India

English

Campaign budget
$10.00/day

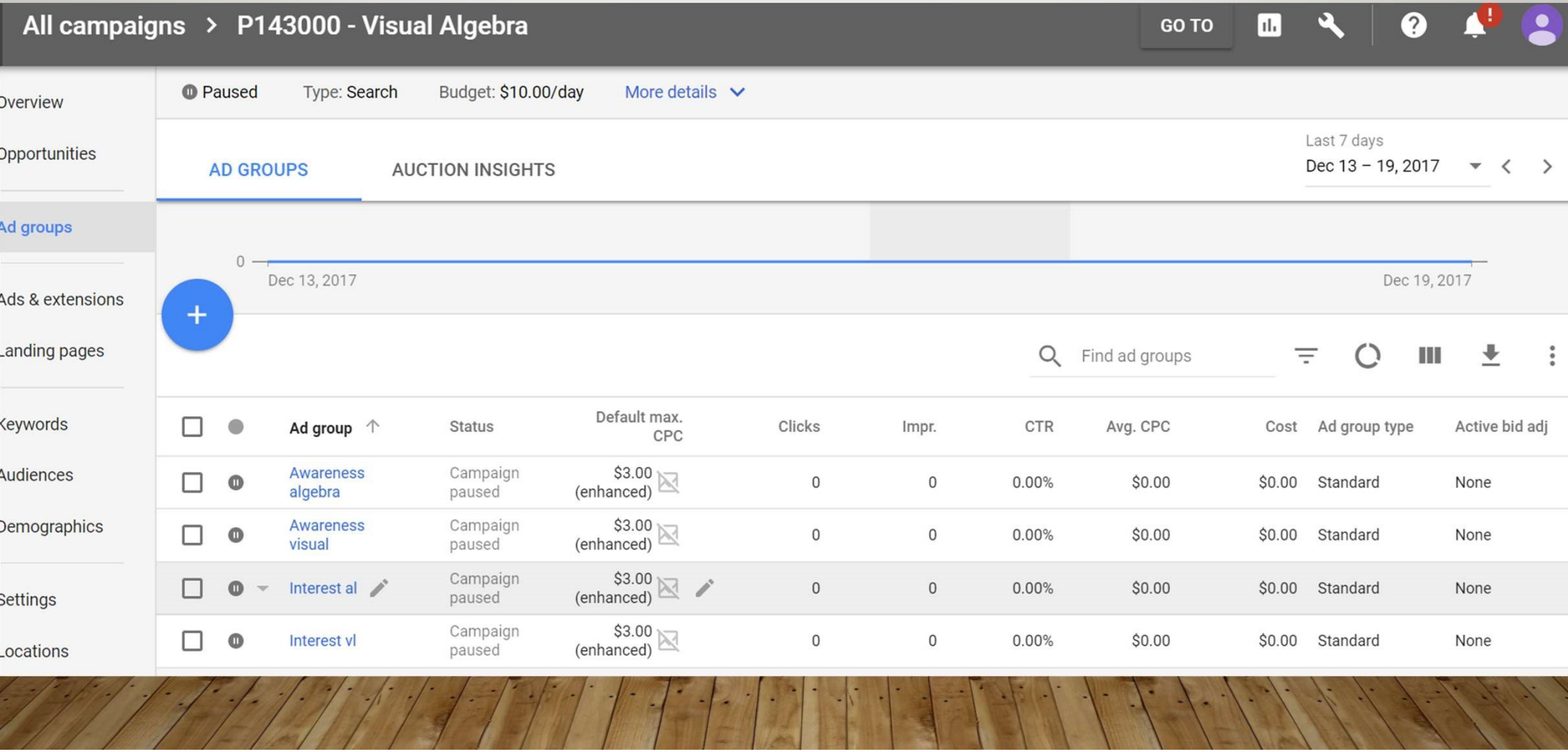
Campaign goal
Leads

Bid strategy
CPC (enhanced)

4 Ad Groups 74 Keywords 4 Ads

CONTINUE TO CAMPAIGN

CAMPAIGN SUMMARY



Ad group	Status	Default max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type	Active bid adj
Awareness algebra	Campaign paused	$3.00 (enhanced)	0	0	0.00%	$0.00	$0.00	Standard	None
Awareness visual	Campaign paused	$3.00 (enhanced)	0	0	0.00%	$0.00	$0.00	Standard	None
Interest al	Campaign paused	$3.00 (enhanced)	0	0	0.00%	$0.00	$0.00	Standard	None
Interest vl	Campaign paused	$3.00 (enhanced)	0	0	0.00%	$0.00	$0.00	Standard	None

Extension type: **All**

	Extension	Added to	Level	Status	Clicks
	Callout extension				
☐	100% Free - Join Today !	P143000 - Visua...	Ad group	Under review	0
☐	100% Free - Join Today !	P143000 - Visua...	Ad group	Under review	0
☐	100% Free - Join Today !	P143000 - Visua...	Ad group	Under review	0
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Campaign Approach

Description, Marketing Objective & KPI

APPROACH DESCRIPTION

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KPI:

Number of enrolments made for visualizing algebra campaign in 5 days

Ad Groups

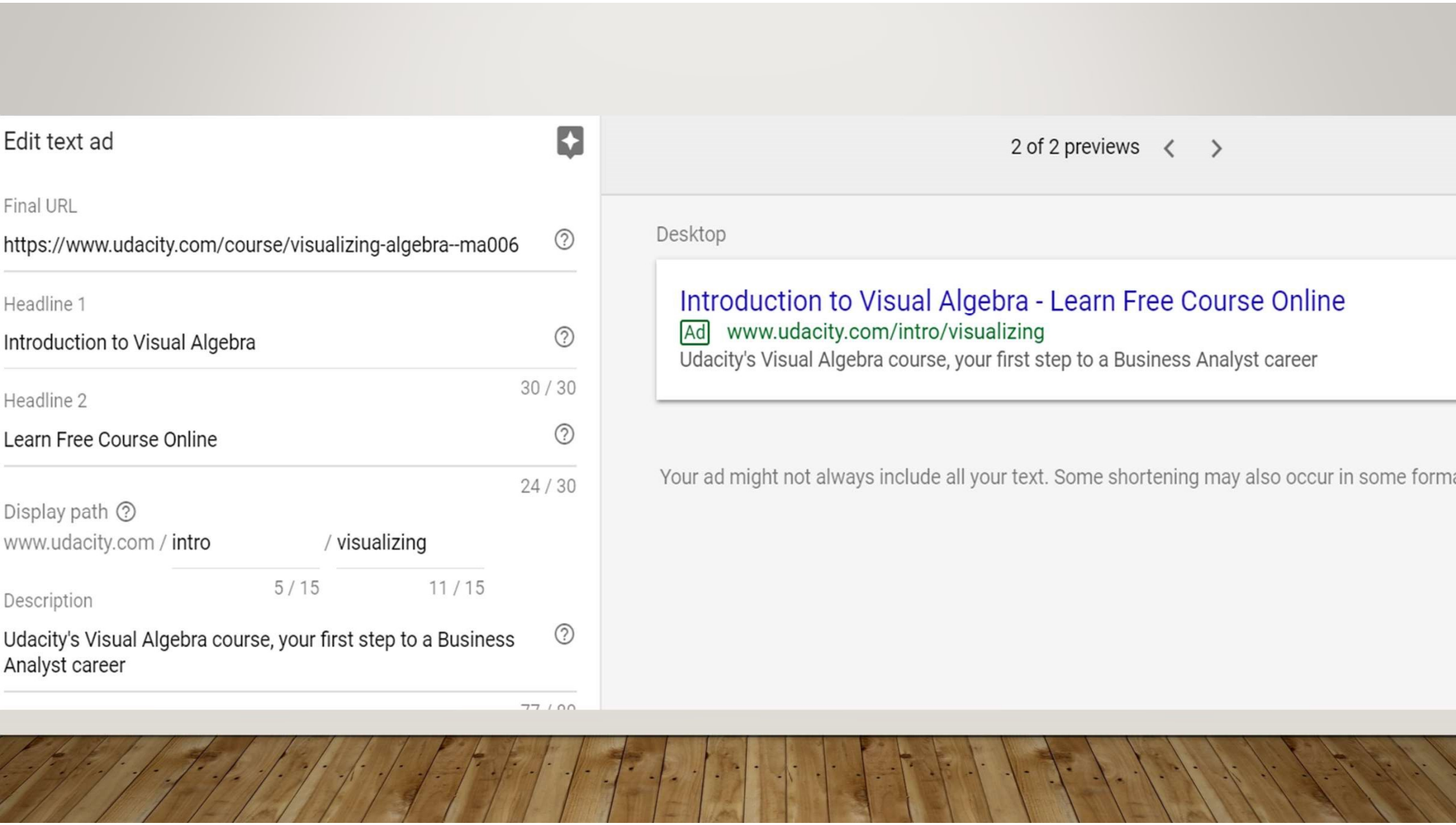
Ads and Keywords

Ad Group #1: Ads & Keyword Lists

Ad group: Awareness algebra

Keywords:

Algebra, linear and differential equations, geometry, linear programming, functional analysis, vector calculus, pattern recognition, analytic geometry, algebraic equations, online algebra course, visualization tools, data visualization examples, correlation, derivative, +differentiation, exponentiation, Variable, axis of symmetry of a parabola, conditional inequality, consistent system of equations, Graph of an Equation, quadratic equation, Symmetric across the Origin, Vertical Reflection


Edit text ad
Final URL
https://www.udacity.com/course/visualizing-algebra--ma006
Headline 1
Introduction to Visual Algebra
30 / 30
Headline 2
Learn Free Course Online
24 / 30
Display path
www.udacity.com / intro / visualizing
5 / 15
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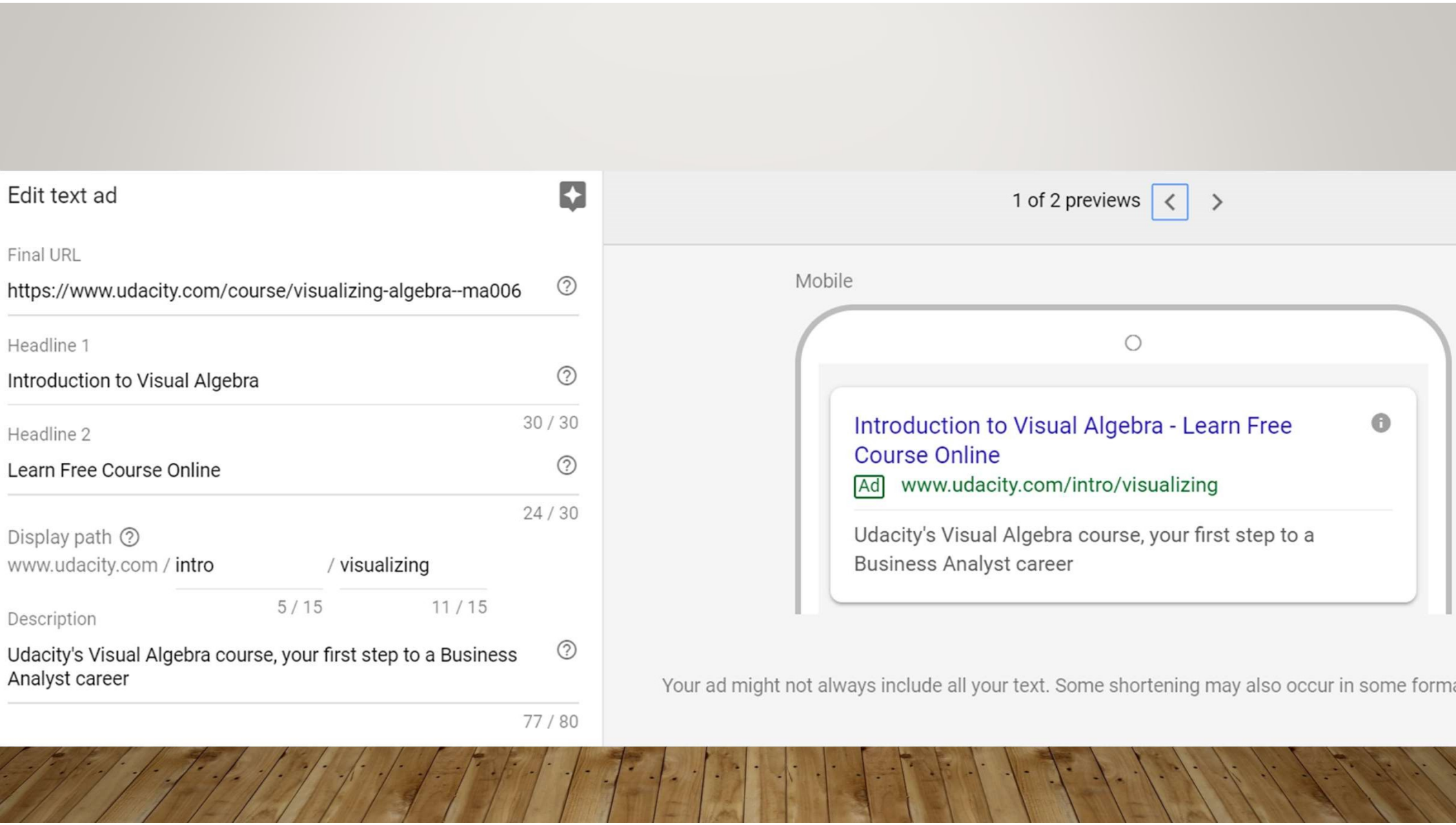
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Introduction to Visual Algebra - Learn Free Course Online
Ad www.udacity.com/intro/visualizing
Udacity's Visual Algebra course, your first step to a Business Analyst career
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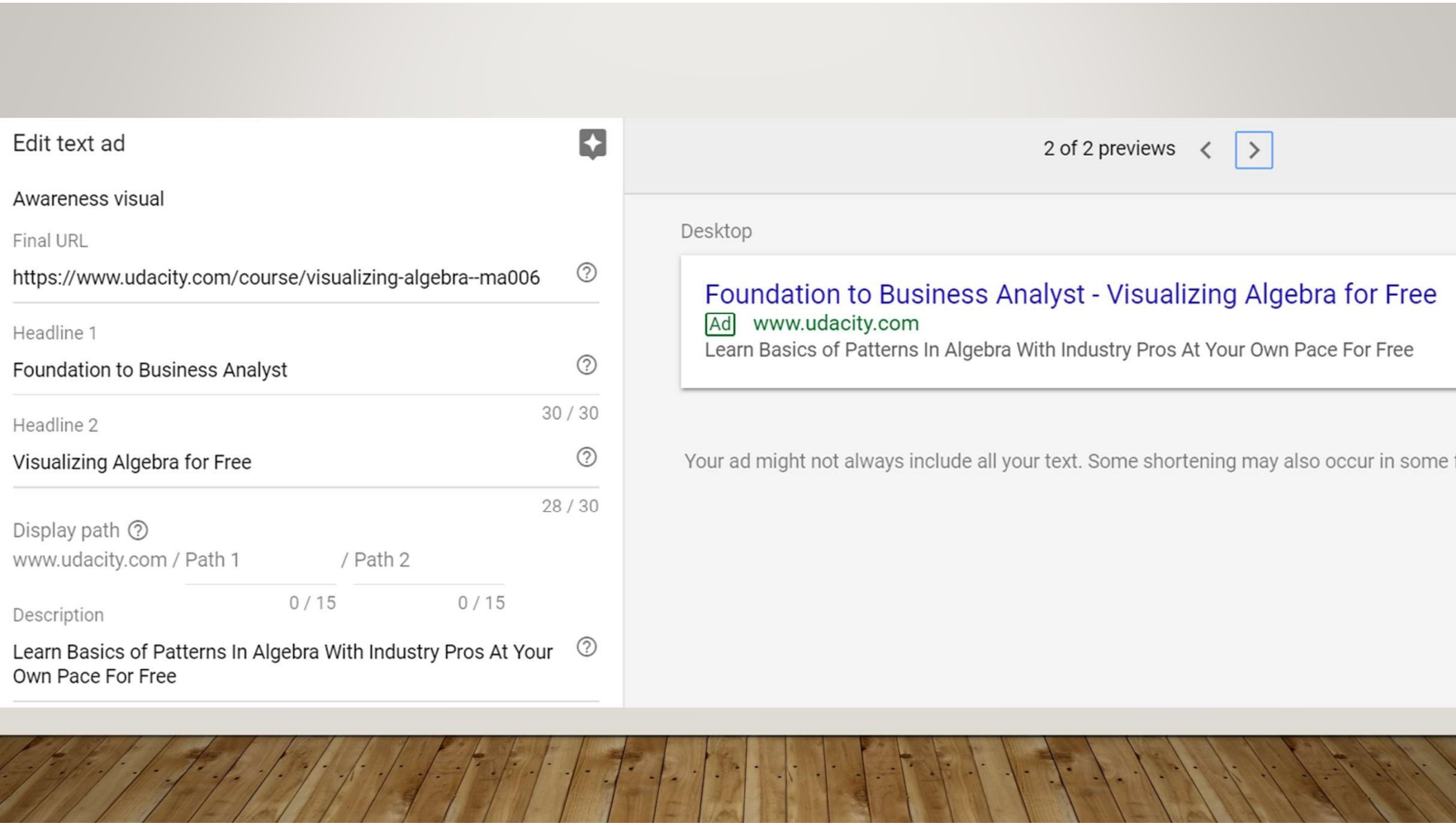
Awareness Visual

Keywords:
free maths courses, learn algebra online free, combinatorial optimization, algebra positive and negative rules, inequality algebra rules, real time visualization software, math operations word problems, algebra for visual learners, trick math word problems, math visualization toolkit, linear algebra study guide, finding the nth term, patterns and algebra, Exponents and Polynomials, Quadratic Equations, Inverses, Exponentials, and Logarithms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Awareness visual
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30 / 30
Headline 2
Visualizing Algebra for Free
28 / 30
Display path
www.udacity.com / Path 1 / Path 2
0 / 15
0 / 15
Description
Learn Basics of Patterns In Algebra With Industry Pros At Your Own Pace For Free
2 of 2 previews
Desktop
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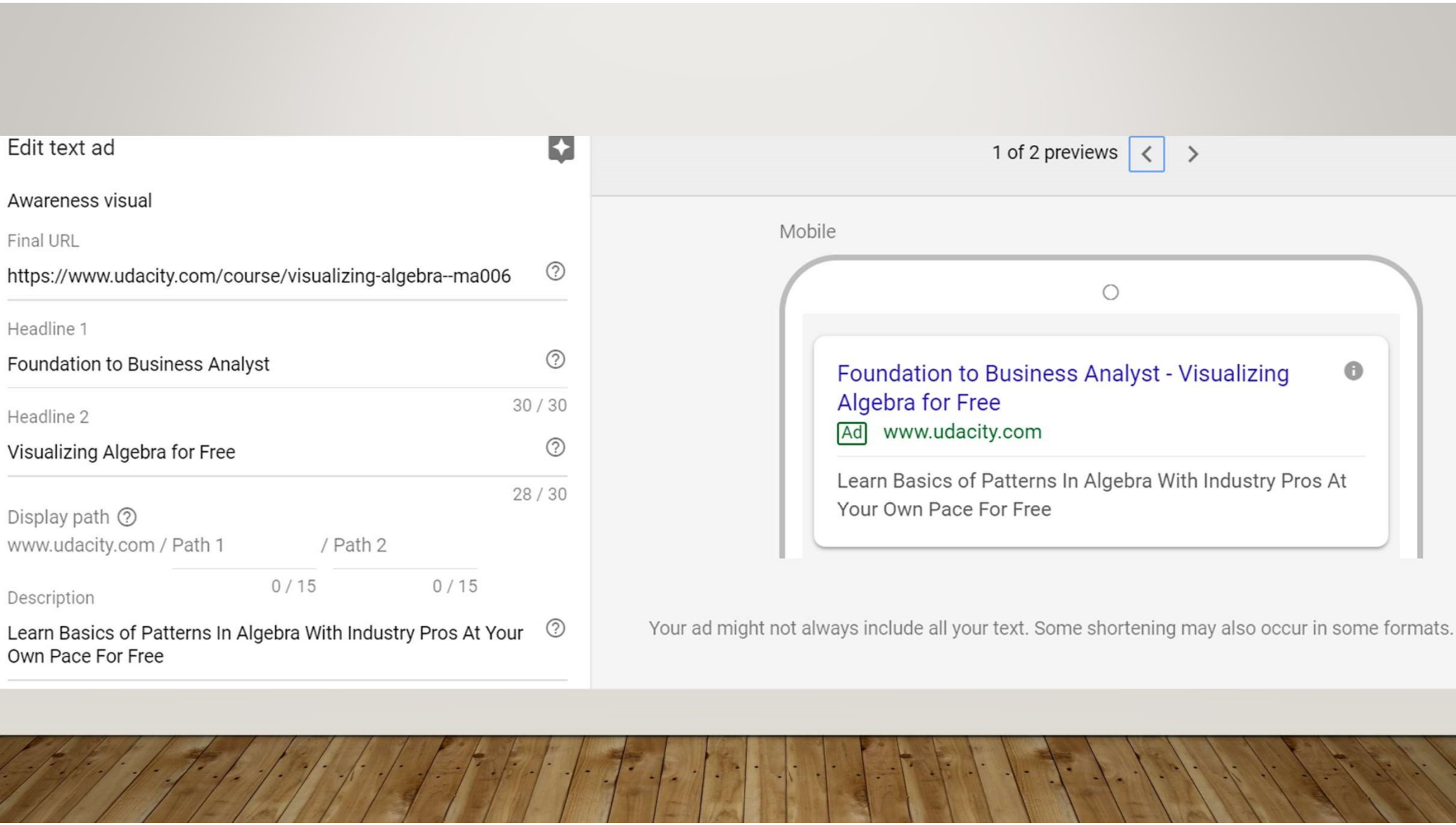
Edit text ad
Awareness visual
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Headline 1
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0 / 15
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Foundation to Business Analyst - Visualizing Algebra for Free
Ad www.udacity.com
Learn Basics of Patterns In Algebra With Industry Pros At Your Own Pace For Free
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Interest

Ad group : Interest al

Keywords:

using patterns to generate algebraic expressions, what is linear transformation in linear algebra, basic algebra mathematical concepts, elementary algebra combinatorial optimization, algebra data visualization examples, differential equations homological algebra, matrix algebra online algebra course, matrix algebra visualization tools, math background for machine learning, interactive information visualization toolkit, the basic rules of algebra, linear algebra quick review

New text ad

Final URL

https://www.udacity.com/course/visualizing-algebra--ma006

Headline 1

Udacity's Visualizing Algebra

29 / 30

Headline 2

Enhance Your Skills for Free

28 / 30

Display path

www.udacity.com / visualizing / algebra

11 / 15 7 / 15

Description

Learn how to apply mathematical reasoning and developing language with Udacity

78 / 80

Ad URL options

1 of 2 previews

Mobile

Udacity's Visualizing Algebra - Enhance Your Skills for Free

Ad www.udacity.com/visualizing/algebra

Learn how to apply mathematical reasoning and developing language with Udacity

Your ad might not always include all your text. Some shortening may also occur in some formats. Learn mor

New text ad

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78 / 80

Ad URL options

DONE CANCEL

2 of 2 previews

Desktop

Udacity's Visualizing Algebra - Enhance Your Skills for Free

Ad www.udacity.com/visualizing/algebra

Learn how to apply mathematical reasoning and developing language with Udacity

Your ad might not always include all your text. Some shortening may also occur in some formats. Learn more

Interest vl

Keywords:

Visualizing Algebra, learn mathematics from basic to advance, intermediate algebra with applications and visualization, visualizing reading strategy worksheet, visualizing and verbalizing training videos, how to better understand math word problems, 3d visualization software open source, how to visualize math, visual representation ideas, vector linear algebra, mathematical notation, knot theory, partial differential equations, harmonic analysis, parameterizing

New text ad

Final URL

https://www.udacity.com/course/visualizing-algebra--ma006

Headline 1

Visualizing Algebra Course

26 / 30

Headline 2

Boost your resume with Udacity

30 / 30

Display path

www.udacity.com / interest / algebra

8 / 15 7 / 15

Description

Learn how to create, analyze patterns and improve skills in modeling problems

77 / 80

Ad URL options

1 of 2 previews

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Visualizing Algebra Course - Boost your resume with Udacity

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Campaign Evaluation

Results, Analysis and Recommendations

KEY CAMPAIGN RESULTS (ADS)

Ad	Max.CPC bid	Clicks	CTR	Avg. Cost per Click	Conversions	CR	Cost per Conversion
Awareness Algebra	3	227	5.05%	$0.27	1	0.44%	$60.56
Awareness visual	3	40	6.71%	$0.48	0	0	0
Interest al	3	86	8.28%	$0.27	0	0	0
Interest vl	3	0	0.0%	$0.00	0	0	0
Total		353	20.04	$1.02	1	0.44%	$60.56

KEY CAMPAIGN RESULTS (KEYWORDS)

Ad	Keyword	Clicks	CTR	Avg. cost per click	Conversions	CR	Cost per Conversion
Awareness Algebra	Algebra	87	6.82%	$0.14	0	0	0
Interest al	Equation	72	7.89%	$0.29	0	0	0
Awareness Algebra	Algebraic equations	43	8.88%	$0.16	0	0	0
Awareness visual	Free math courses	17	5.35%	$0.64	0	0	0

CAMPAIGN EVALUATION

- The performance of the campaign resulted in negative
- The conversion rate is lower than expected
- The max. CPC is $3.00 and the average CPC is $0.27
- The Awareness algebra ad group has the highest conversions and conversion rate
- We should take note of the keywords which had highest competition, and what category of keywords they belong to. Usually it will greatly help us optimize the keywords selection and our budget allocation.

- "Algebra" keyword in awareness algebra has the highest number of clicks among all the other keywords
- Equation and algebra have the highest CTR and are best performed keywords for the target audience
- Algebra is the specific keyword for the course visual algebra and hence it has the highest clicks
- The keyword average CPC more than $2.00 is "Differential equations"

RECOMMENDATIONS FOR FUTURE CAMPAIGNS

- Observing the performance of the keywords results in negative ROI.
- Keywords which are performance is poor should be paused and new keywords should be added as per the performance
- A/B testing the important to select the specific keywords and hence the testing is conducted on headline and description

Appendix

Screenshots

AD GROUPS

Ad group status: **All**

	Ad group	Status	Default max. CPC	Cost	Clicks	Avg. CPC	Conversions	Cost / conv.	Conv. rate	Conv. value	Conv. value / cost	All conv.
☐	Awareness algebra	Campaign paused	$3.00 (enhanced	$60.56	227	$0.27	1.00	$60.56	0.44%	0.00	0.00	1.00
☐	Awareness visual	Campaign paused	$3.00 (enhanced	$19.03	40	$0.48	0.00	$0.00	0.00%	0.00	0.00	0.00
☐	Interest al	Campaign paused	$3.00 (enhanced	$23.23	86	$0.27	0.00	$0.00	0.00%	0.00	0.00	0.00
☐	Interest vl	Campaign paused	$3.00 (enhanced	$0.00	0	$0.00	0.00	$0.00	0.00%	0.00	0.00	0.00

☐	●	Equation	Interest al	Campaign paused	$3.00 (enhance	Approved	–			72	913	7.89%	$0.29
☐	●	Algebra	Awareness algebra	Campaign paused	$3.00 (enhance	Approved	–			87	1,275	6.82%	$0.14
☐	●	vector	Awareness algebra	Campaign paused	$3.00 (enhance	Approved	–			17	597	2.85%	$0.67
☐	●	free math courses	Awareness visual	Campaign paused	$3.00 (enhance	Approved	–			17	318	5.35%	$0.64
☐	●	algebraic equations	43	484	8.88%	$0.16	$6.96	0.00	0.00	$0.00	0.00	0.00%	0.00	0.00

ADS

Ad status: **All but removed**

		Ad	Status	Ad group	Ad type	Clicks	Impr.	CTR	Avg. CPC	Cost
☐	●	Foundation to Business Analyst Visualizing Algebra for Free www.udacity.com Learn Basics of Patterns In Algebra With Industry Pros At Your Own Pace For FREE	Campaign ended	Awareness visual	Expanded text ad	4	89	4.49%	$0.28	$1.11
☐	●	Introduction to Visual Algebra Learn Free Course Online www.udacity.com/intro/visualizing Udacity's Visual Algebra course, your first step to a Business Analyst career	Campaign ended	Awareness algebra	Expanded text ad	103	1,675	6.15%	$0.19	$19.64

☐	●	Visualizing Algebra Boost your resume with Udacity www.udacity.com/interest/algebra Learn how to create, analyze patterns and improve skills in modeling problems	Campaign ended	Interest al	Expanded text ad	44	479	9.19%	$0.17	$7.40
☐	●	Visualizing Algebra Course Boost your resume with Udacity www.udacity.com/interest/algebra Learn how to create, analyze patterns and improve skills in modeling problems	Campaign ended	Awareness visual	Expanded text ad	18	263	6.84%	$0.50	$9.01

KEYWORDS

Keyword status: **All but removed**

		Keyword	Status	Max. CPC	Policy details	Final URL	Clicks	Impr.	CTR	Avg. CPC	Cost
☐	●	derivative	Campaign ended	$3.00 (enhanced)	Approved	–	3	89	3.37%	$0.14	$0.42
☐	●	correlation	Campaign ended	$3.00 (enhanced)	Approved	–	2	65	3.08%	$0.09	$0.18
☐	●	linear programming	Campaign ended	$3.00 (enhanced)	Approved	–	0	19	0.00%	$0.00	$0.00