

Project 6

Evaluate a Display Campaign



Assumptions

Marketing Objective: You are 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

Note: Please round to the nearest whole number

CPA: Cost of Campaign/# sign ups = CPA

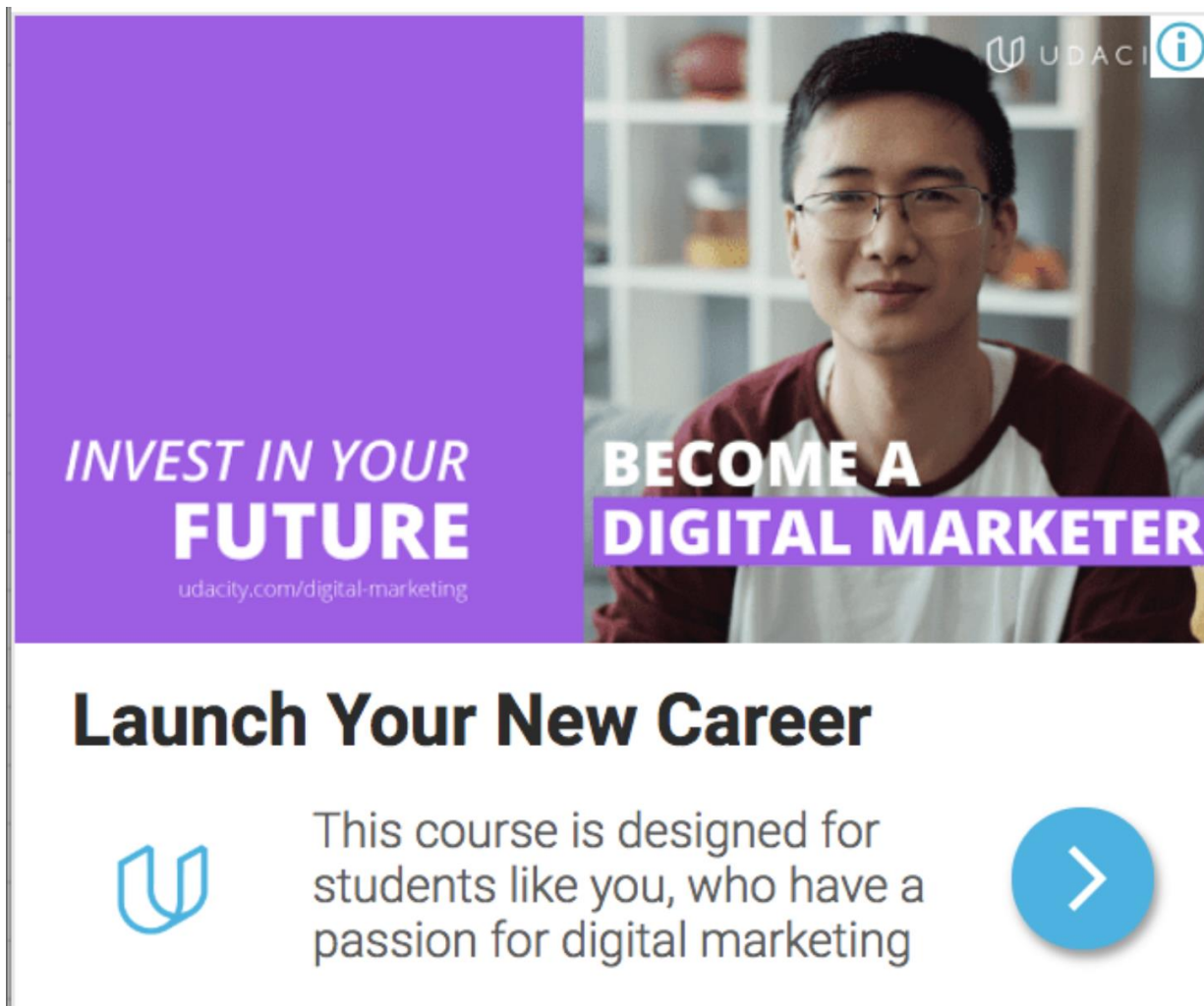
Note: Please round to the nearest cent

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

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 Social Media Enthusiasts.



Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC
Campaign ended	\$3.00 (enhanced)	--	1,243	200,957	0.62%	\$0.36




The advertisement features a purple background on the left with the text "INVEST IN YOUR FUTURE" and the URL "udacity.com/digital-marketing". On the right, there is a photo of a man with glasses, with the text "BECOME A DIGITAL MARKETER" overlaid. The Udacity logo is in the top right corner of the photo area.

Launch Your New Career

This course is designed for students like you, who have a passion for digital marketing





DIGITAL MARKETING
NANODEGREE PROGRAM

Results:

Calculate the ROI

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	1243	200957	0.62%	0.36\$
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$448.95	0.2%	2	\$224.48	+\$149.04 /33.2%

How would you optimize this campaign?

The campaign was overall good as ROI was +ve. However few suggestions can be incorporated.

Suggestion 1: A/B Testing with different AdCopy.



Suggestion 2: Increase Target audience by including working professionals as well mainly young adults.

Suggestion 3: Direct 'call-to-action' addition in the creative would also improve conversions.

Display Image Campaign: Site Targeting

Find below the overall results of the Display Image Campaign targeting placements (site targeting). This audience consists of the Digital Marketing partners' landing pages.


us	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type
ampaign ed	\$5.00 (enhanced)	—	407	67,833	.6%	\$0.57	\$231.99	Display



After graduating, you'll be ready to join a large corporation or a small firm, or even go independent as a freelance digital marketer.

Anke A. | Program Lead, Digital Marketing


Enroll Today >



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Udacity



Results: Calculate the ROI

- 1. Present the results of the overall campaign by completing the table below.
- 2. What was the overall ROI of the campaign? Was it Positive or Negative?

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	407	67833	6%	\$0.57
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$231.99	0.2%	1	\$231.99	+\$67.01 /28.8%

How would you optimize this campaign?

The overall campaign was ROI +ve.

Suggestion 1: A/B Test with different ad copy.

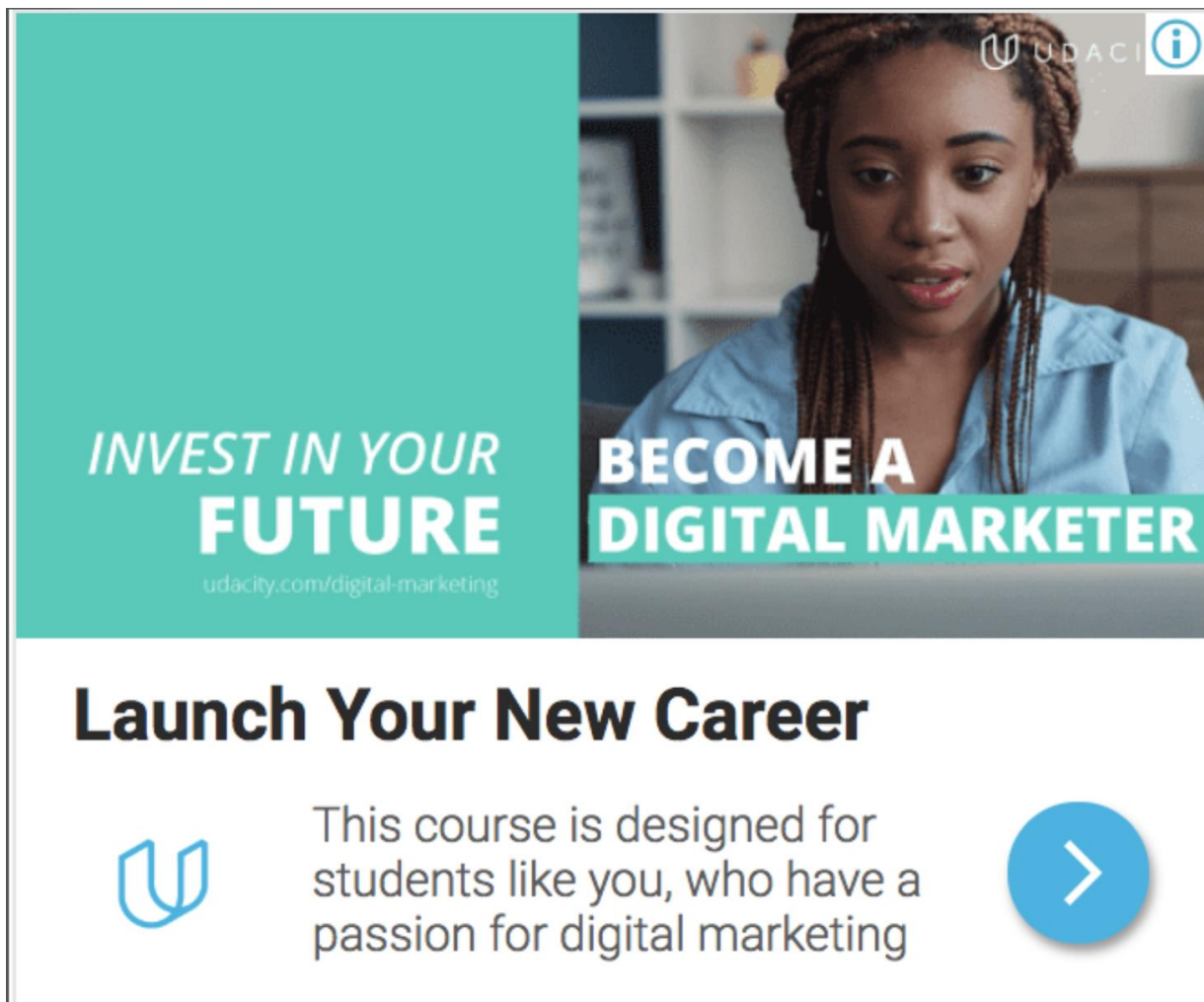
Suggestion 2: A/B test different creatives.

Suggestion 3: Increase Target audience by including working professionals as well mainly young adults.

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



The advertisement is a rectangular banner. The top half features a teal background on the left with the text "INVEST IN YOUR FUTURE" in white, bold, sans-serif font, followed by the URL "udacity.com/digital-marketing" in a smaller font. On the right, there is a photograph of a young Black woman with braids, wearing a light blue button-down shirt, looking directly at the camera. Overlaid on the bottom of the photo is a teal banner with the text "BECOME A DIGITAL MARKETER" in white, bold, sans-serif font. The Udacity logo is in the top right corner of the photo. The bottom half of the ad has a white background. It features the text "Launch Your New Career" in a large, bold, black sans-serif font. Below this, on the left, is the Udacity logo (a stylized 'U' made of two overlapping shapes). To the right of the logo is the text "This course is designed for students like you, who have a passion for digital marketing" in a black sans-serif font. On the far right of this section is a large blue circular button with a white right-pointing arrow. In the bottom right corner of the entire ad, there is a small logo for the "DIGITAL MARKETING NANODEGREE PROGRAM" which includes a small icon of a graduation cap.

INVEST IN YOUR FUTURE
udacity.com/digital-marketing

BECOME A DIGITAL MARKETER

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DIGITAL MARKETING
NANODEGREE PROGRAM

Results: Calculate the ROI

- 1. Present the results of the overall campaign by completing the table below.
- 2. What was the overall ROI of the campaign? Was it Positive or Negative?

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	670	109994	0.61%	0.35\$
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$234.50	0.2%	1	\$234.50\$234.50	+\$64.50/27.5%

How would you optimize this campaign?

The campaign was overall good as ROI was +ve. However few suggestions can be incorporated.

Suggestion 1: A/B Testing with different AdCopy.

Suggestion 2: Increase Target audience by including working professionals as well mainly young adults.

Suggestion 3: Direct 'call-to-action' addition in the creative would also improve conversions.

Which campaign performed the best? Why?

Considering the 3 campaigns below, state which one had the best performance and why.

As per all metrics Campaign1 (Affinity Audience) performed best as this ad has best ROI out of 3. This ad copy has 2 conversions and highest ROI in terms of absolute amount and percentage. Also avg. CPC was also decent for this campaign

Recommendations for future campaigns

1. Campaign-1 performed the best and it has best ROI. Focus should be on this Ad campaign more.

2. Campaign-3 would be also continued as it has generated better results than compared to Campaign-2. Campaign-3 can be improved with adding a direct call to action such as 'Enroll' or 'Learn More' Buttons.

3. Run an A/B test for Campaign 3 with different ad-copy. Change "Launch your New Career" headline to "Land a high Paying Marketing Job".