



Project 5: Run an AdWords Campaign (Part 1)

Campaign Overview



Campaign Approach

Description, Marketing Objective &
KPI

1. Approach Description

- *I have chosen the project 'Option 1: Help Udacity democratize education worldwide'*
- *In this project I will be setting up a search campaign using Google Adwords to try and bring more students from the **United Kingdom** to the landing page for the Udacity **App Monetization course** (<https://in.udacity.com/course/app-monetization--ud518>).*
- *I will run the ads for **5 days**. The **total campaign budget will be \$75** with a **daily budget of \$15**. I intent to get at least **25 signups to the course**.*
- *I will target people who are in the Interest and Desire state of their customer journeys.*
- *I will 2 Ad groups, 1 each for the potential candidates in the Interest and the Desire stages. For each of the ad groups, I will create 2 ads matching the stage of the customer journey.*
- *I will use the appropriate keywords including a mix of Generic terms, Brand terms, Related terms and Competitor terms.*

2. Marketing Objective & KPI

1. What marketing objective do you aim to achieve with your campaign?

Ans: The 'big picture' objective is to help Udacity democratize education worldwide. Specifically, through my campaign, I intent to collect at least 25 signups from interested students in the United Kingdom to Udacity's App Monetization course by running the campaign for 5 days with a total budget of \$75, and a daily budget of \$15.

2. What primary KPI are you going to track in your campaign?


Ans: The primary KPI I will be tracking is the conversions, i.e: the number of signups to Udacity's App Monetization course





Ad Groups


Ads and Keywords


Ad Group #1: Ad #1


New text ad 

Final URL 
<https://in.udacity.com/course/app-monetization-ud518>

Headline 1 
How to monetize your apps

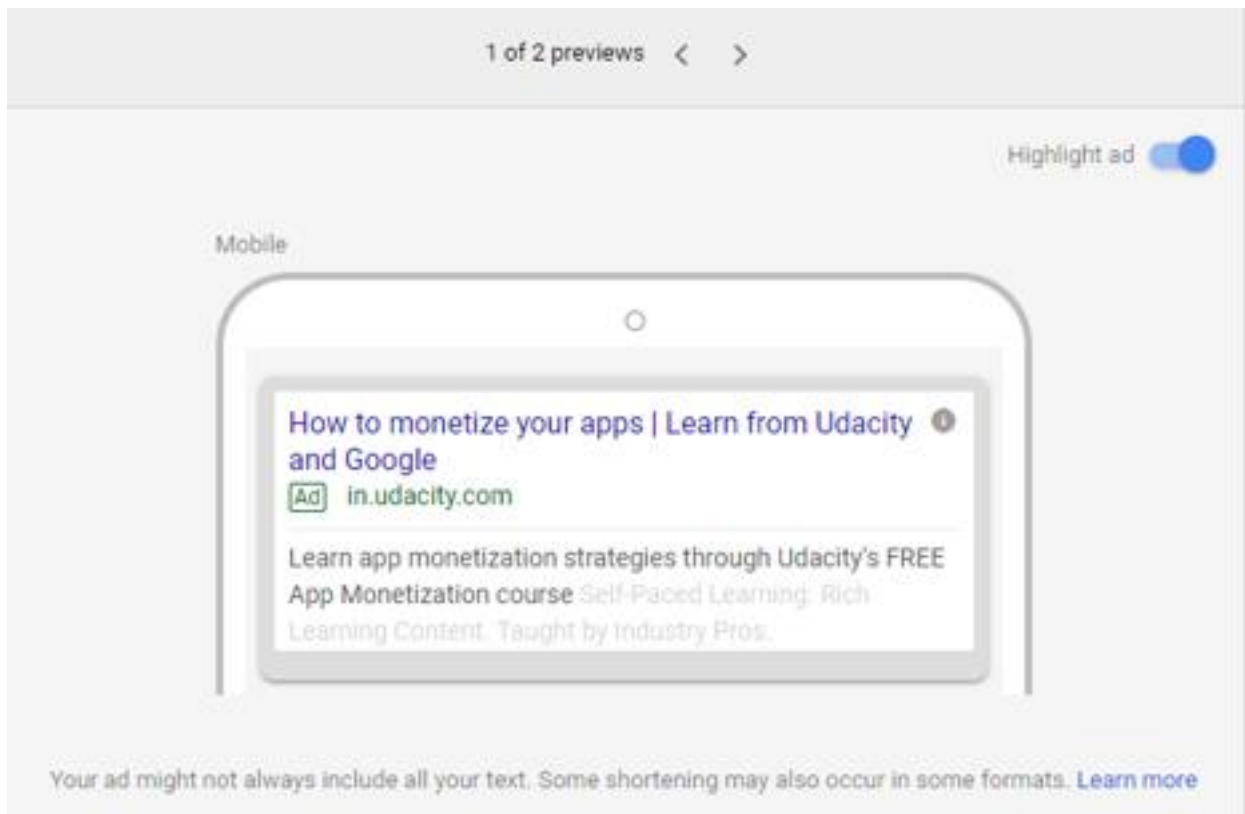
Headline 2 25 / 30 
Learn from Udacity and Google

Display path 
in.udacity.com / Path 1 / Path 2

Description 0 / 15 0 / 15 
Learn app monetization strategies through Udacity's FREE App Monetization course

80 / 80

▼ Ad URL options



Ad Group #1: Ad #2

New text ad +

Final URL ?
<https://in.udacity.com/course/app-monetization-ud518>

Headline 1 ?
App Monetization Strategies

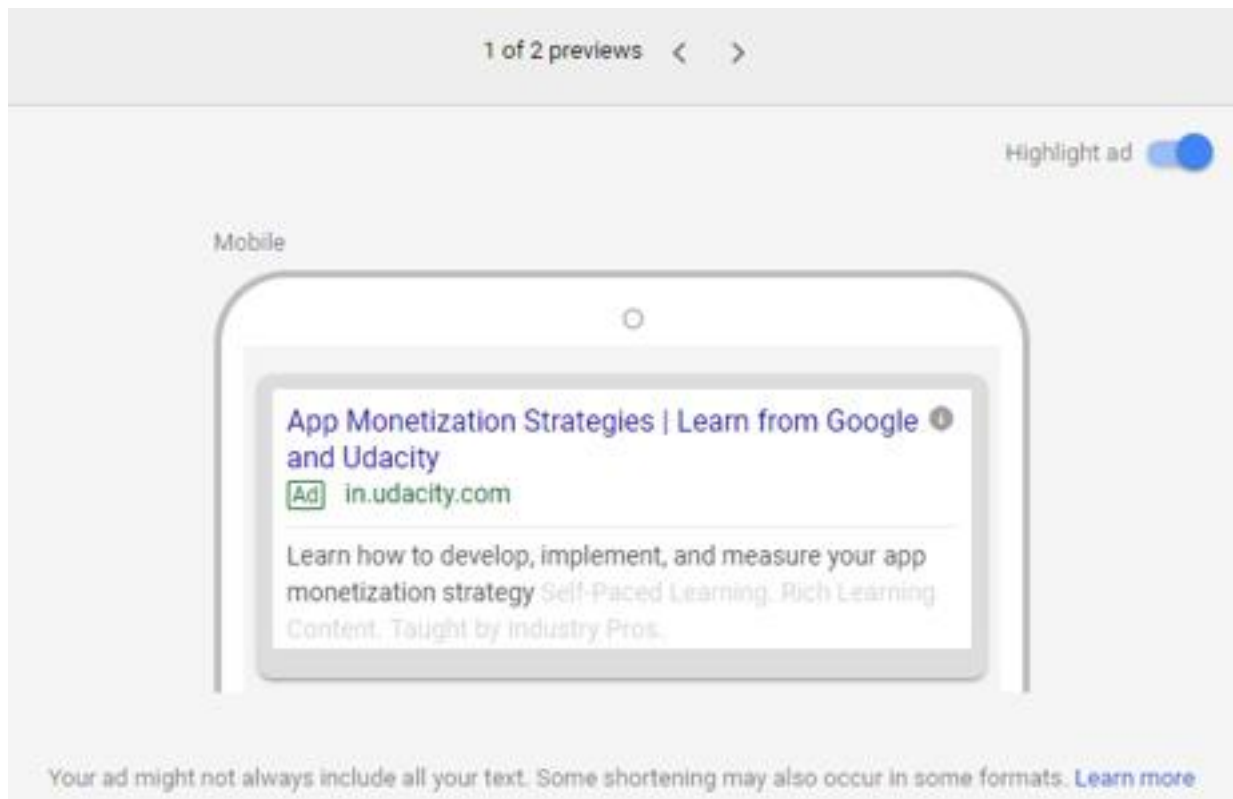
Headline 2 27 / 30 ?
Learn from Google and Udacity

Display path ? 29 / 30
in.udacity.com / Path 1 / Path 2

Description 0 / 15 0 / 15 ?
Learn how to develop, implement, and measure your app monetization strategy

75 / 80

Ad URL options



Ad Group #1: Keyword List

Keyword List:

udacity uk

"Monetizing apps"

"learn how to monetize apps"

[learn how to monetize apps]

"ways to effectively monetize apps"

"Google App Monetization strategies"

Android app monetization

ios app monetization

monitizing apps (Spelling mistake intentional)

"monetize android apps"

"monetizing ios apps"

"monetizing apps"

"courses offered by google"

"android app ad revenue"

"mobile app ad revenue"

"how to monetize your game"


"how to monetize your mobile app"


"how to earn money from android apps"


udemy courses


"how to monetize a game"


Ad Group #2: Ad #1


New text ad 

Final URL 
<https://in.udacity.com/course/app-monetization--ud518>

Headline 1 
App Monetization by Google

Headline 2 26 / 30 
A free course from Udacity

Display path  26 / 30
in.udacity.com / Path 1 / Path 2

Description 0 / 15 0 / 15 
From ecommerce to games, this course covers strategies for monetizing your app.

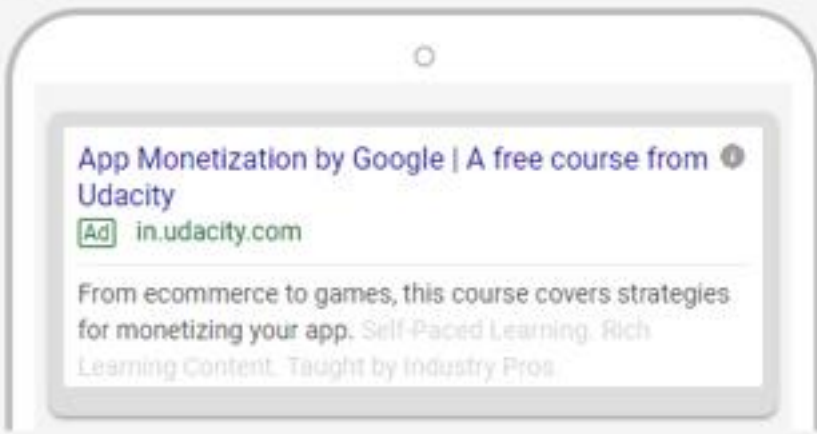
79 / 80

▼ Ad URL options

1 of 2 previews < >

Highlight ad


Mobile





The preview shows a mobile device screen with an ad. The ad text is: "App Monetization by Google | A free course from Udacity" (with a help icon), "Ad in.udacity.com", and "From ecommerce to games, this course covers strategies for monetizing your app. Self-Paced Learning. Rich Learning Content. Taught by Industry Pros".


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


Ad Group #2: Ad #2


New text ad 

Final URL 
<https://in.udacity.com/course/app-monetization-ud518>

Headline 1 
Udacity App Monetization Class

Headline 2 30 / 30 
Free course by Google

Display path 
in.udacity.com / Path 1 / Path 2

Description 0 / 15 0 / 15 
Your first step towards a new career with the Android Developer Program

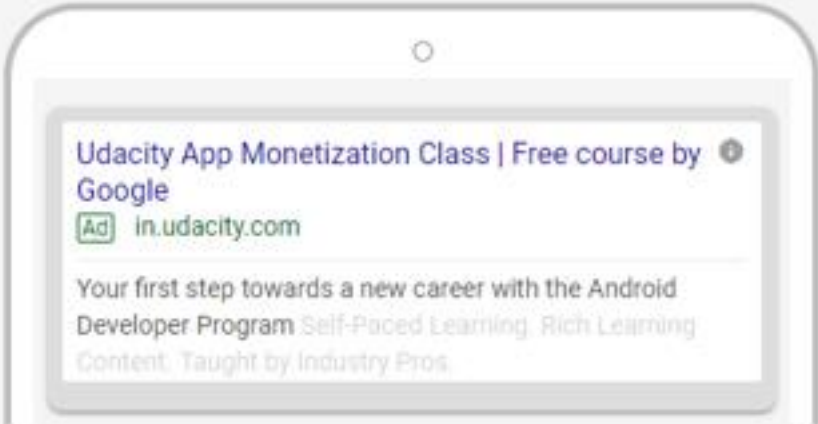
71 / 80

▼ Ad URL options


1 of 2 previews < >

Highlight ad

Mobile



The preview shows a mobile device screen with the following ad content:

- Headline: **Udacity App Monetization Class | Free course by Google** 
- Text: **Ad** in.udacity.com
- Description: **Your first step towards a new career with the Android Developer Program** Self-Paced Learning Rich Learning Content. Taught by Industry Pros

Ad Group #2: Keyword List

Keyword List:

Google App Monetization strategies course

Udacity App Monetization strategies course

Udacity free online courses

Udacity App Monetization nanodegree

“Best app monetization methods”

”Learn app monetization techniques”

“Free udacity courses”

Admob ad monetization

“learn how to display ads in apps”

“Top app monetization online courses”

udacity app monetization

google app monetization

“Learn ios app monetization”

“Learn android app monetization”

“skills for app monetization jobs”

“learn how to make money from apps”

“app monetization for dummies”

“How to monetize your mobile app”

“How to monetize a free app”

“Building and monetizing apps”



Appendix

Screenshots for Reference

Campaign Summary

Campaign Summary

Google AdWords

Udacity DMND
Customer ID: 873-789-3111

All campaigns > samkum7Jan18

GO TO [] [?]

Overview: Enabled Status: Pending Type: Search Budget: \$15.00/day [More details](#)

Recommendations

Settings

Ad groups	Campaign name	samkum7Jan18
Ads & extensions	Campaign status	Enabled
Landing pages	Goal	Leads
Keywords	Networks	Google Search Network, Search partners
Audiences	Locations	United Kingdom (country)
Demographics	Languages	English
Settings	Budget	\$15.00/day
Locations	Bidding	CPC (enhanced)
Ad schedule	Start and end dates	Start date: June 13, 2018 End date: June 17, 2018
Devices	Dynamic Search Ads	Get automated search targeting and customized ad headlines based on your website
Advanced bid adj.	Ad rotation	Optimize: Prefer best performing ads
Change history	Location options	Targeted: People in, or who show interest in, your ... Excluded: People in, or who show interest in, your...
Drafts & experiments	Campaign URL options	No options set
	IP exclusions	No exclusions set

Ad Group Summary

Google AdWords

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All campaigns > samkum7Jan18

GO TO [] [?] []

Overview: Enabled Status: Pending Type: Search Budget: \$15.00/day [More details](#)

Recommendations

AD GROUPS AUCTION INSIGHTS

Last 7 days
Jun 2 - 8, 2018

AD GROUPS

Jun 2, 2018 Jun 8, 2018

Find ad groups

Ad group status: **All but removed**

<input type="checkbox"/>	<input type="radio"/>	Ad group ↑	Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type	Active bid
<input type="checkbox"/>	<input checked="" type="radio"/>	Samz Ad group 1 - InterestStage	Campaign pending	\$3.00 (enhanced)	--	0	0	--	--	\$0.00	Standard	None
<input type="checkbox"/>	<input checked="" type="radio"/>	Samz Ad group 2 - DesireStage	Campaign pending	\$3.00 (enhanced)	--	0	0	--	--	\$0.00	Standard	None
Total: All but remove...						0	0	--	--	\$0.00		
Total: Experiments						0	0	--	--	\$0.00		
Total: Campaign						0	0	--	--	\$0.00		

Reporting is not real-time. Time zone for all dates and times: (GMT-07:00) Pacific Time. [Learn more](#)
Some inventory may be provided through third party intermediaries.
You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.

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Campaign Summary

Campaign Review

The screenshot displays the Google AdWords 'New campaign' creation interface. It shows two ad groups: 'Samz Ad group 1 - InterestStage' and 'Samz Ad group 2 - DesireStage'. Each ad group contains two ad creatives with titles and descriptions related to app monetization. The interface includes progress indicators for 'Select campaign settings', 'Set up ad groups', 'Create ads', and 'Review settings'. Below the ad creatives, the browser address bar shows the URL: https://adwords.google.com/aw/overview?campaignid=1430601042&ocid=201513514&_c=7574743386&authuser=0&_u=3056064479. The bottom section shows the 'Overview' page for the campaign 'samkum7Jan18', which is paused. Campaign details include: Type: Search, Budget: \$15.00/day, Campaign goal: Leads, Bid strategy: CPC (enhanced), Dates: Jun 13, 2018 - Jun 17, 2018, All day, Location: United Kingdom, Language: English. Ad groups listed are 'Samz Ad group 1 - InterestStage' and 'Samz Ad group 2 - DesireStage'. The interface also shows a sidebar with navigation options and a footer with system information.

Ad group: Samz Ad group 1 - InterestStage
Keywords: ways to effectively monetize apps, Google App Monetization strategies, monetizing ios apps and 17 more

Ad group: Samz Ad group 2 - DesireStage
Keywords: Best app monetization methods, Learn app monetization techniques, Free udacity courses and 17 more

Campaign Overview: samkum7Jan18
Status: Paused | Type: Search | Budget: \$15.00/day | Campaign goal: Leads | Bid strategy: CPC (enhanced)
Dates: Jun 13, 2018 - Jun 17, 2018 | All day | Location: United Kingdom | Language: English

Ad group	Type	Max. CPC	Keywords	Ad extensions
Samz Ad group 1 - InterestStage	Standard	\$3.00 (enhanced)	Android app monetization, Google App Monetization strategies, Monetizing apps + 16 more	None
Samz Ad group 2 - DesireStage	Standard	\$3.00 (enhanced)	Admob ad monetization, Best app monetization methods + 18 more	None

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