Project 5: Run an AdWords Campaign (Part 2)

Campaign Evaluation

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: Ads & Keyword Lists

Ad #1

New text ad

Final URL

https://in.udacity.com/course/app-monetization--ud518

Headline 1

How to monetize your apps

25 / 30

Headline 2

Learn from Udacity and Google

29 / 30

Display path

in.udacity.com / Path 1   / Path 2

0 / 15   0 / 15

Description

Learn app monetization strategies through Udacity's FREE App Monetization course

80 / 80

∨ Ad URL options

---

1 of 2 previews < >

Highlight ad

Mobile

○

How to monetize your apps | Learn from Udacity and Google
[Ad] in.udacity.com

Learn app monetization strategies through Udacity's FREE App Monetization course 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 #1: Ads & Keyword Lists

Ad #2

New text ad

Final URL

https://in.udacity.com/course/app-monetization--ud518

Headline 1

App Monetization Strategies

27 / 30

Headline 2

Learn from Google and Udacity

29 / 30

Display path ⑦
in.udacity.com / Path 1   / Path 2

Description   0 / 15   0 / 15

Learn how to develop, implement, and measure your app monetization strategy
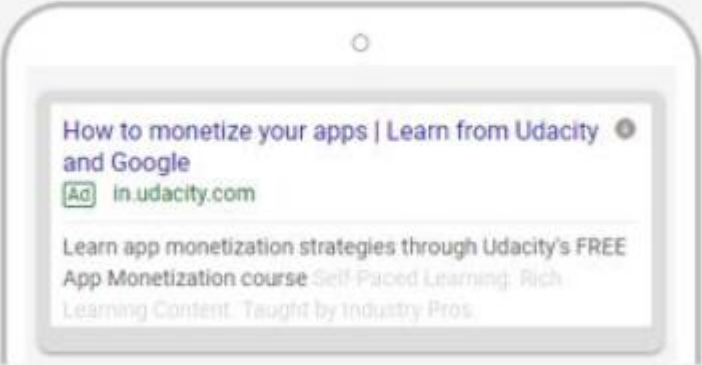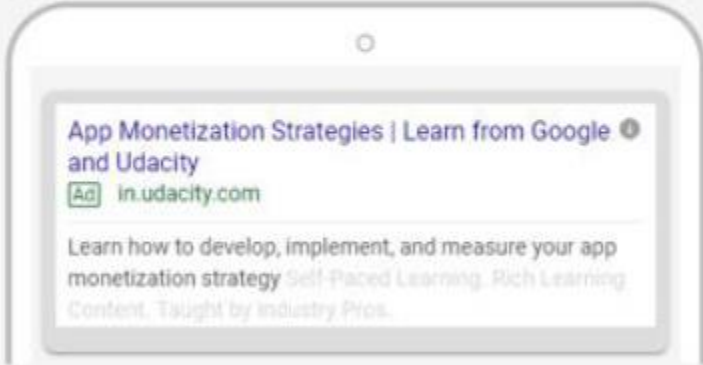
75 / 80

∨ Ad URL options

---

1 of 2 previews ‹ ›

Highlight ad

Mobile

App Monetization Strategies | Learn from Google ⓘ
and Udacity
[Ad] in.udacity.com

Learn how to develop, implement, and measure your app
monetization strategy 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

DIGITAL MARKETING
NANODEGREE PROGRAM

Ad Group #1: Ads & Keyword Lists

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: Ads & Keyword List

Ad #1

New text ad

Final URL

https://in.udacity.com/course/app-monetization--ud518

Headline 1

App Monetization by Google

26 / 30

Headline 2

A free course from Udacity

26 / 30

Display path

in.udacity.com / Path 1   / Path 2

0 / 15   0 / 15

Description

From ecommerce to games, this course covers strategies for monetizing your app.

79 / 80

⌄ Ad URL options

1 of 2 previews ‹ ›

Highlight ad

Mobile

App Monetization by Google | A free course from Udacity

[Ad] in.udacity.com

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

DIGITAL MARKETING
NANODEGREE PROGRAM

Ad Group #2: Ads & Keyword List

Ad #2

New text ad

Final URL

https://in.udacity.com/course/app-monetization--ud518

Headline 1

Udacity App Monetization Class

30 / 30

Headline 2

Free course by Google

21 / 30

Display path

in.udacity.com / Path 1   / Path 2

0 / 15   0 / 15

Description

Your first step towards a new career with the Android Developer Program

71 / 80

∨ Ad URL options

---

1 of 2 previews < >

Highlight ad

Mobile

Udacity App Monetization Class | Free course by Google

[Ad] in.udacity.com

Your first step towards a new career with the Android Developer Program Self-Paced Learning. Rich Learning Content. Taught by Industry Pros.
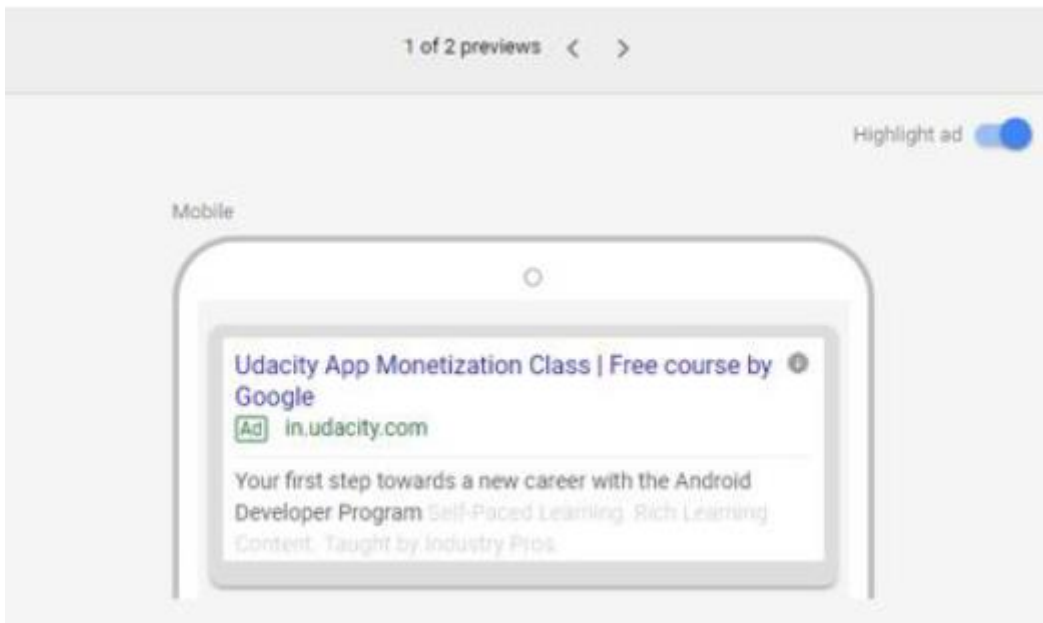
Ad Group #2: Ads & Keyword List

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"

Campaign Evaluation

Results, Analysis and
Recommendations

Key Campaign Results (Campaign & Ad Groups)

Ad Group	Max. CPC Bid	Impr.	Clicks	CTR	Avg. Cost per Click	CR (Assumed to be 0.2%)	Conv.	Cost per Conv.	Cost
Samz Ad group 1 - InterestStage	3	123	3	2.44%	$1.99	0.2%	0	_	$5.96
Samz Ad group 2 - DesireStage	3	244	6	2.46%	$1.40	0.2%	0	_	$8.37
Total		**367**	**9**	**2.45%**	**$1.59**		**0**	_	**$14.33**

Key Campaign Results (Ads)

Ad	Clicks	Impr	CTR	Cost	Avg. Cost Per Click	CR (Assumed to be 0.2%)	Conv.	Cost per Conv.
Samz Ad group 1 - InterestStage, Ad #1	1	6	16.67%	$2.87	$2.87	0.20%	0	-
Samz Ad group 1 - InterestStage, Ad #2	2	117	1.71%	$3.09	$1.55	0.20%	0	-
Samz Ad group 2 - DesireStage, Ad #1	0	41	0.00%	$0.00	-	0.20%	0	-
Samz Ad group 2 - DesireStage, Ad #2	6	203	2.96%	$8.37	$1.40	0.20%	0	-

Key Campaign Results (Keywords)

Keyword	Clicks	Impr	CTR	Cost	Avg. Cost Per Click	CR (Assumed to be 0.2%)	Conv.	Cost per Conv.
Udacity free courses	6	239	2.51%	$8.37	$1.40	0.20%	0	-
mobile app ad revenue	1	15	6.67%	$2.87	$2.87	0.20%	0	-
Building and monetizing apps	1	16	6.25%	$1.15	$1.15	0.20%	0	-

Campaign Evaluation

Evaluate how successful your campaign was, given what your Marketing Objective has been.

- Unfortunately, my campaign was not effective – it resulted in a negative ROI since there were no conversions (I assumed a conversion rate of 0.2% since I didn't have the exact data of how many people who I brought to the site finally enrolled for the free course)
- Though I had data to calculate the CTR, I didn't have the exact data to calculate the conversion rate (since I had chosen Lead genertion as the target, I did not have the data for how many students who clicked the ad and landed on the landing page finally enrolled. The impressions were less than expected though.
- I had to spend in the range of $1 - $3 per click, which came close to the manual CPC bid of $3 that I had set
- The Ad group for the interest stage (Samz Ad group 1 – InterestStage), the ad Samz Ad group 1 - InterestStage, Ad #2, and the Interest stage keywords brought in the maximum clicks and CTR. This could be because the audience is already interested and searching for such courses
- Keywords that are more exact for the audience and use of branded keywords are probably the reasons for some keywords performing better than others

Recommendations for future campaigns

Imagine you had additional budget, how would you use it, given your campaign evaluation?

- I would focus more on high performing ad group (higher CTR and conversion), and optimize its maximum CPC bid value to increase its ad rank.

- I will pause poor performing keywords and ads. I would add more keywords and ads to my interest stage. I will also add a few more long tail keywords with broad and specific keywords

- I will perform a A/B test for my text ads on two elements: Headline and description, which will help me devise better performing ads

- I may add a short video that gives a sneak peek into the course, and probably a video of testimonials from past graduates which will convince more people to enroll.

Appendix

Screenshots for Reference

Ad Groups

		Ad group	Status ↓	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type	Active bid adj
☐	●	Samz Ad group 1 - InterestStage	Campaign ended	$3.00 (enhanced)	--	3	123	2.44%	$1.99	$5.96	Standard	None
☐	●	Samz Ad group 2 - DesireStage	Campaign ended	$3.00 (enhanced)	--	6	244	2.46%	$1.40	$8.37	Standard	None
		Total: All but remove...				9	367	2.45%	$1.59	$14.33		
		Total: Experiments				0	0	—	—	$0.00		
		Total: Campaign				9	367	2.45%	$1.59	$14.33		

DIGITAL MARKETING
NANODEGREE PROGRAM

Ads

		Ad	Ad group	Status	Ad type	Clicks	Impr.	CTR	Avg. CPC	Cost
☐	●	App Monetization Strategies Learn from industry leaders www.udacity.com Learn how to develop, implement, and measure your app monetization strategy	INTEREST	Campaign ended	Expanded text ad	1	6	16.67%	$2.87	$2.87
☐	●	Free class on App Monetization Skyrocket your app earnings www.udacity.com Your first step towards a new career with the Android Developer Program	DESIRE	Campaign ended	Expanded text ad	0	41	0.00%	—	$0.00
☐	●	How to monetize your apps Learn from industry leaders www.udacity.com Learn app monetization strategies through Udacity's FREE App Monetization course	DESIRE	Campaign ended	Expanded text ad	6	203	2.96%	$1.40	$8.37
☐	●	Make money from your apps Take this free online course www.udacity.com From ecommerce to games, this course covers strategies for monetizing your app.	INTEREST	Campaign ended	Expanded text ad	2	117	1.71%	$1.54	$3.09
		Total: Ads				9	367	2.45%	$1.59	$14.33
		Total: Experiments				0	0	—	—	$0.00
		Total: Campaign				9	367	2.45%	$1.59	$14.33

Keywords

		Keyword	Ad group	Status	Max. CPC	Policy details	Final URL	↓ Clicks	Impr.	CTR	Avg. CPC	Cost
☐	●							9	367	2.45%	$1.59	$14.33

Total: All but removed keywords

		Keyword	Ad group	Status	Max. CPC	Policy details	Final URL	Clicks	Impr.	CTR	Avg. CPC	Cost
☐	●	udacity free courses	Samz Ad group 1 - InterestStage	Campaign ended	$3.00 (enhanced)	Approved	–	6	239	2.51%	$1.40	$8.37
☐	●	mobile app ad revenue	Samz Ad group 1 - InterestStage	Campaign ended	$3.00 (enhanced)	Approved	–	1	15	6.67%	$2.87	$2.87
☐	●	Building and monetizing apps	Samz Ad group 2 - DesireStage	Campaign ended	$3.00 (enhanced)	Approved	–	1	16	6.25%	$1.15	$1.15