Project 6: Evaluate a Display Ad 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.

Campaigns: We want to aggressively grow the program, but, we want to do it without losing money. We ran two different advertising campaigns. One was a display advertising campaign, one a video advertising campaign.

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

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Part 1: Evaluate a Display Image Campaign

Display Image Campaign: Overall Results

Find below the overall results of the Display Image Campaign

	● ↑	Ad group	Status ?	Default Max. CPC ?	Clicks ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	Avg. CPM ?
☐	II	Keyword Targeted	Campaign paused	$3.00 (enhanced)	1,973	282,066	0.70%	$0.44	$872.51	$3.09
		Total - all but removed ad groups			1,973	282,066	0.70%	$0.44	$872.51	$3.09
		Total - all ad groups			1,973	282,066	0.70%	$0.44	$872.51	$3.09

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Results: Calculate the ROI

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

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	**1973**	**282066**	**0.7%**	**$0.44**
Cost	**Conversion Rate**	**# New Students**	**CPA**	**ROI +/-**
$872.51	**0.2%**	**4**	**$218.13**	**+$323.48**

- *The total cost of the campaign was $872.51. The ad was shown 282066 times, with 1973 users clicking on the ad to land up on the home page. This comes to a Click Thru Rate of 0.7%. Of the 1973 people who landed up on the homepage, assuming a 0.2% conversion rate, we could find the total users who ultimately signed up was 4. The Cost per accusation thus translating to $218.13(Total cost of campaign/ total signups).*
- *The overall ROI is $323.48 – positive.*

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Display Image Campaign: Ad Results

Review the Ad results below of Creative A and B for Display Image Campaign

	●	Ad	Status ?	Campaign type ?	Campaign subtype	Clicks ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ?
☐	II	**Become a Digital Marketer** Become a Digital Marketer, learn through real-live advertising projects Learn from the biggest names in the industry, and gain experience with real-live projects Udacity **A** Preview ad	Campaign paused	Display Network only	Drive action	1,531	216,199	0.71%	$0.45	$686.27
☐	II	**Become a Digital Marketer** Become a Digital Marketer, learn through real-live advertising projects Learn from the biggest names in the industry and gain experience with real-live projects Udacity **B** Preview ad	Campaign paused	Display Network only	Drive action	442	65,867	0.67%	$0.42	$186.24

Which Ad Group Performed Better?

1. Present the results of each ad by completing the table below.

Creative	Clicks	Impressions	CTR	Avg CPC	Cost	Conversion Rate	# of New Students	CPA	ROI +/-
Creative - A	*1531*	*216119*	*0.71%*	*$0.45*	*$686.27*	*.2%*	*3*	*$228.76*	*+210.7*
Creative - B	*442*	*65867*	*0.67%*	*$0.42*	*$186.24*	*.2%*	*1*	*$186.24*	*+112.8*

2. Creative A outperformed Creative B? Why?

As can be seen above, the ROI on Creative – A is much higher than that of Creative – B. So Creative-A performed better.

Display Image Campaign: Keywords
Review the Keyword results for the Display Image Campaign

Keyword	Clicks	Impressions	CTR	Avg. CPC	Cost
marketing online	236	20750	1.14%	0.5	118.6
online marketing course	226	38259	0.59%	0.28	63
digital marketing training	57	8224	0.69%	0.54	30.75
marketing courses	19	1999	0.95%	0.27	5.14
marketing careers	14	2998	0.47%	1.68	23.5

- *The top 5 best performing keywords are highlighted here. The selection is based on the traffic they brought to the website (clicks)*

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How would you optimize this campaign?

Provide at least **three** suggestions to improve this campaign.

Suggestion 1: Pause keywords with high CPC (Eg. marketing careers), so we may be able to generate clicks with cheaper keywords.

Suggestion 2: I will pause the ad that is not performing (Creative – B), and keep the better ad. I will then try to create a better ad than the one that's performing well.

Suggestion 3: Expand the list of keywords with keywords similar to the best performing keywords

Part 2: Evaluate a Display Video Campaign

Display Video Campaign: Overall Results

Review below the overall results of the Display Video Campaign

	● ↓	Ad group	Status ?	Max. CPV ?	Ad group type ?	Impr. ?	Views ?	View rate ?	Cost ?	Avg. CPV ?	Clicks ?	CTR ?	Avg. CPC ?
☐	‖	short trailer DM education keywords	Campaign paused ☑	$0.10	In-stream	54,312	10,622	19.56%	$290.21	$0.03	453	0.83%	$0.64
☐	‖	short trailer DM large keyword list	Campaign paused ☑	$0.10	In-stream	103,205	19,261	18.66%	$535.40	$0.03	1,439	1.39%	$0.37
		Total - all but removed ad groups				157,517	29,883	18.97%	$825.61	$0.03	1,892	1.20%	$0.44
		Total - all ad groups				157,517	29,883	18.97%	$825.61	$0.03	1,892	1.20%	$0.44

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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	1892	157517	1.20%	$0.44

Cost	Conversion Rate	# New Students	CPA	ROI +/-
$825.61	0.2%	4	$206.4	$370.39

- **The total cost of the campaign was $825.61. The ad was shown 157517 times, with 1892 users clicking on the ad to land up on the home page. This comes to a Click Thru Rate of 1.2%. Of the 1892 people who landed up on the homepage, assuming a 0.2% conversion rate, we could find the total users who ultimately signed up was 4. The Cost per accusation thus translating to @206.4 (Total cost of campaign/ total signups).**
- **The overall ROI is $370.39 – positive.**

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Display Video Campaign: Ad Results

Review below the Ad Results of the Display Video Campaign

	●	Ad	Ad group	Status ?	Video	Impr. ?	Views ?	View rate ?	Avg. CPV ?	Cost ?	Clicks ?	CTR ?	Avg. CPC ?
☐	● A	**Short trailer** 0:41	short trailer DM education keywords	Campaign paused	Become a Digital Marketer	54,312	10,622	19.56%	$0.03	$290.21	453	0.83%	$0.64
☐	● B	**Short trailer 2** 0:41	short trailer DM large keyword list	Campaign paused	Become a Digital Marketer	103,205	19,261	18.66%	$0.03	$535.40	1,439	1.39%	$0.37

Campaign A - Short Keyword List

Campaign B - Large Keyword List

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Which Ad Group Performed Better?

1. Present the results of each ad by completing the table below.

Creative	Clicks	Impressions	CTR	Avg CPC	Cost	Conversion Rate	# New Student	CPA	ROI +/-
Campaign A	453	54312	0.83%	$0.64	$290.21	.2%	1	$290.21	+8.79
Campaign B	1439	103205	1.39%	$0.37	$535.40	.2%	3	178.47	+361.59

2. Which ad performed best Video A or Video B? Why?

As can be seen above, the ROI on Campaign B is much higher than that of Campaign A. So Video B performed better

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Display Video Campaign: Keywords

Review the Keyword results for the Display Video Campaign

		Keywords ?	Max CPV	Ad group	Status	Impr.	Views ?	View rate ?	Avg. CPV ↑ ?	Cost ?	Clicks ?	CTR ?
☐	●	internet marketing program	$0.10	Video DMDN Launch	Campaign paused	0	0	0.00%	$0.00	$0.00	0	0.00%
☐	●	online marketing course	$0.10	Video DMDN Launch	Campaign paused	1	0	0.00%	$0.00	$0.00	0	0.00%
☐	●	web metrics	$0.10	Video DMDN Launch	Campaign paused	0	0	0.00%	$0.00	$0.00	0	0.00%
☐	●	web analysis	$0.10	Video DMDN Launch	Campaign paused	2	0	0.00%	$0.00	$0.00	0	0.00%
☐	●	online marketing strategies	$0.10	Video DMDN Launch	Campaign paused	0	0	0.00%	$0.00	$0.00	0	0.00%

This is an excerpt of the keyword list, the full list is here

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Key Campaign Results (Keywords)

1. Present the **five** keywords you consider most successful based on the results of the campaign?

ad advertisement, digital learning courses, online marketing video, course digital marketing, seo

2. Highlight the best performing keyword from the results. *Why* was this the best performing keyword?

'ad advertisement' is the best performing keyword because of its high ROI - $219.4 (CTR (2.11%) and low avg. CPC ($0.17))

Keyword	Clicks	Impressions	CTR	Avg. CPC	Cost	Conversion Rate	CPA	# New Students	ROI
ad advertisement	510	24172	2.11%	$0.17	$85.58	0.20%	$85.58	1.0	$213.42
online marketing video	495	42440	1.17%	$0.51	$253.23	0.20%	$253.23	1.0	$45.77
digital learning courses	207	14198	1.46%	$0.31	$64.99	0.20%	n/a	0.0	-ve
business training course	163	17437	0.93%	$0.63	$103.43	0.20%	n/a	0.0	-ve
course digital marketing	106	8726	1.21%	$0.43	$45.50	0.20%	n/a	0.0	-ve

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How would you optimize this campaign?

Provide at least **three** suggestions to improve this campaign.

Suggestion 1: Pause the adgroup that doesn't deliver as well (Campaign A)

Suggestion 2: Pause keywords with high CPC (Eg: advertising online marketing)

Suggestion 3: Expand the list of keywords with keywords similar to the best performing keywords

Part 3: Results, Analysis and Recommendations

Recommendations for future campaigns

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

- I will focus only on the Ad groups that have high ROI. In this case, I will continue with Display campaign A and Video campaign B.

- I will adjust the keywords to remove low performing keywords, assess it a bit further by pausing high CPC keywords and try to arrive at a list of better performing keywords. I will also ensure adding keywords that include brand, competitor and long tail keywords

- I will further improve the ads by changing the creatives, doing A/B testing to ensure the new creatives are performing better than the existing ones

- Currently we have assumed a conversion of 0.2%. Looking at the landing page of DMND, it follows the best practices including matching the ad messaging, clearly explaining what DMND is and its benefits, setting clear expectations, has a call for action, and has messaging that creates an urgency for conversion (the timer for course signup enrollment). I wouldn't change anything on the landing page.