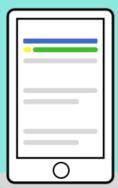# Project 5:
Evaluate a Google Ads Campaign

Campaign Approach

Description and Marketing

Objective

1. Campaign Approach

- Udacity has launched a campaign to advertise for the Digital Marketing Nanodegree Program
- The campaign is divided into two [ad groups](), one targeting customers in the Awareness stage and one targeting customers in the Interest stage
- Each ad group uses responsive search ads, with multiple options for the ad headline and description
- When users click on an ad, they are taken to the [overview page]() for the Digital Marketing Nanodegree Program, where they can click a button to download the program syllabus. This conversion has an estimated value of $5.

2. Marketing Objective

- The campaign's marketing objective is to gather at least 200 conversions (syllabus downloads), with a conversion rate of at least 10%

Ad Groups

Ads and Keywords

Ad Group #1: Ads

Interest Digital Marketing Ad Group - Ad #1	1	2	3	4	5
Headline	Digital Marketing online course for beginners	Digital Marketing for beginners	Learn to become a Digital Marketer	Digital Marketing online course	Digital Marketing online training
Description	Take your first steps towards becoming a Digital Marketer! Online beginner Digital Marketing course.	Online course on foundations of Digital Marketing taught by industry professionals.	Are you looking for a Digital Marketing course? Look no further: Udacity Digital Marketing class for beginners.	An easy way to learn Digital Marketing: online basic class for future best marketers	

Interest Digital Marketing Ad Group - Ad #2	1	2	3	4	5
Headline	Digital Marketing Basics	Digital Marketing online training	Digital Marketing for beginners	Udacity Digital Marketing Resources	Become a Digital Marketer with Udacity
Description	Digital Marketing Basics | Digital Marketing resources from Udacity	See how to become a Digital Marketer	Take Your First Steps towards Becoming a Digital Marketer	Get all the basic knowledge on Digital Marketing that you need	

Data is also available in this spreadsheet

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Ad Group #2: Ads

Awareness Digital Marketing Ad Group - Ad #1	1	2	3	4	5
Headline	Digital Marketing Basics, all you need	Digital Marketing class	Digital Marketing for beginners	Udacity Digital Marketing Resources	Become a Digital Marketer
Description	Digital Marketing resources from Udacity	See what Digital Marketing is for and how to become a Digital Marketer	Take Your First Steps towards Becoming a Digital Marketer	Get all the basic knowledge on Digital Marketing that you need	

Awareness Digital Marketing Ad Group - Ad #2	1	2	3	4	5
Headline	Digital Marketing online course	Digital Marketing for beginners	Learn to become a Digital Marketer online	Digital Marketing online training	Digital Marketing course with Udacity
Description	Take your first steps towards becoming a Digital Marketer! Online beginner Digital Marketing course.	Online course on foundations of Digital Marketing taught by industry professionals.	Are you looking for a Digital Marketing course? Look no further: Udacity Digital Marketing class for beginners.	An easy way to learn Digital Marketing: online basic class for future best marketers	

Data is also available in this spreadsheet

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Ad Group #1: Keywords

Search keyword	Status	Match Type	Campaign	Ad group	Keyword max CPC	Currency
Best website for learning +marketing	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
Coursera digita marketing	Eligible	Phrase	Udacity_DMND	Interest Digital Marketing	$1.45	USD
Marketing course Udacity	Eligible	Phrase	Udacity_DMND	Interest Digital Marketing	$1.45	USD
+Digital marketing certificate	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
Best website to learn +digital marketing for free	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
Digital marketing learn online	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
+Digital marketing online training	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
+Digital marketing for +beginners	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
How to +learn +marketing	Low search volume	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
+Udemy +digital marketing	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
+Social media marketing +course	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
+Online marketing +course	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
+Social media marketing classes	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
Free +marketing courses	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
Marketing online course	Eligible	Phrase	Udacity_DMND	Interest Digital Marketing	$1.45	USD
Digital marketing course online free	Eligible	Phrase	Udacity_DMND	Interest Digital Marketing	$1.45	USD
+Marketing +online +tutorial	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
+Udacity +Digital Marketing	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD
Marketing basics course online free	Low search volume	Phrase	Udacity_DMND	Interest Digital Marketing	$1.45	USD
+Digital marketing +tutorial basics	Eligible	Broad	Udacity_DMND	Interest Digital Marketing	$1.45	USD

Data is also available in this spreadsheet

Ad Group #2: Keywords

Search keyword	Status	Match Type	Campaign	Ad group	Keyword max CPC	Currency
+Digital marketing basic	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+Social media marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+Marketing terms	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+Marketing for +beginners	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+Online marketing +basics	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
What is digital marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+Udacity +marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
How to become a +digital marketer	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
How to do social media marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+Digital marketing online class	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+How to do marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
Define +Digital marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
How to be a +social media marketer	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+Digital Marketer	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+Digital marketing terminology	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
What is marketing used for	Eligible	Phrase	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+Online marketing for +students	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
+Digital marketing for +students	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
Study +digital marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD
Study +online marketing	Eligible	Broad	Udacity_DMND	Awareness Digital Marketing	$1.45	USD

Data is also available in this spreadsheet

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Campaign Evaluation

Results, Analysis and

Recommendations

Key Results (Campaign)

Expand the table below to identify and fill in any campaign-level KPIs/metrics you feel will be relevant to your evaluation of the campaign's performance

Campaign	Cost	Clicks	Impressions	Conversions	Conversion rate	Click through rate	Cost per click
Udacity_DMND	$1,314.00	2391	111256	221	221/2391= 9.2	2391/111256 = 2.14	1314/2391 = .549

Campaign data is also available in this spreadsheet

To add columns to your table, right-click where you want to add the column and select either "insert column left" or "insert column right"

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Key Results (Ad Groups)

Expand the table below to identify and fill in any ad group-level KPIs/metrics you feel will be relevant to your evaluation of the campaign's performance

Ad Group	Cost	Clicks	Impressions	Conversions	Conversion rate	Click through rate	Cost per click
Ad Group 1: *Interest Digital Marketing*	$819.05	1553	72497	132	132/1553= 8.49	1553/72497 = 2.14	819.05/1553= .527
Ad Group 2: *Awareness Digital Marketing*	$494.95	838	38759	89	89/838= 10.6	838/38759= 2.16	494.95/838= .5906
Total	$1,314.00	2391	111256	221	221/2391= 9.24	2391/111256= 2.14	1314/2391= .549

Key Results (Ads)

Expand the table below to identify and fill in any ad-level KPIs/metrics you feel will be relevant to your evaluation of the campaign's performance

Ad	Cost	Clicks	Impressions	Conversions	Conversion rate	Click through rate	Cost per click
Ad Group 1, Ad 1	$458.25	991	40163	97	9.76	2.467445161	$.46
Ad Group 1, Ad 2	$360.80	562	32334	36	6.40	1.738108493	$.64
Ad Group 2, Ad 1	$335.60	619	28827	72	11.63	2.147292469	$.54
Ad Group 2, Ad 2	$159.35	219	9932	16	7.30	2.204993959	$.72

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Key Results (Keywords)

Use the table below to present the three keywords you consider most successful based on the marketing objective, and include any metrics you used to determine which keywords performed best

Keyword	Cost	Clicks	Impressions	Conversions	Conversion rate	Click through rate	Cost per click
'+Online marketing +course	317.10	534	26639	65	0.121722846	0.020045798	$.488
+Social media marketing +course	36	66	912	10	.1515	.072	.55
+Digital marketing certificate	32.10	48	894	8	.156	.053	.48

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Campaign Evaluation

Evaluate how successful the campaign was, based on the marketing objective

- Feel free to use "bullet points" for your analysis and add as many slides as you need.
- Include the following information in your answer (you can also review Lesson 6 in the SEM course for some additional guidance):
  - The campaign's return on investment (ROI), including identification of whether the campaign was ROI-positive or ROI-negative
    - ROI = (total conversion value - total cost)/total cost
  - Identify and calculate at least three relevant KPIs at the campaign, ad group, ad, and keyword level
  - Based on your KPI calculations, identify which three keywords performed the best, and explain your reasoning for the ones you selected
  - Based on your KPI calculations, make an inference about which keywords are subject to higher competition in Google Ads. Explain your reasoning and which KPIs you used to make your hypothesis.
  - An overview statement of how well or not well the campaign performed relative to its marketing objective, supported with evidence

Campaign evaluation

- Campaign ROI = (221*5-1314)/1314= **-0.159056317**
- Campaign ROI is negative
- Campaign achieved the goal of 200 conversions
- Failed to have .10 conversion rate as the conversion rate is 9.5
- Best keywords are

- +Online marketing +course
- +Marketing terms
- +Social media marketing classes

- I chose those keywords because they have the highest conversion and that is the goal of this marketing campaign.
- Highest competition keywords are 1-**+Social media marketing** (cpc 1.41) 2- **Best website to learn +digital marketing for free** (cpc 1.15) 3- **+Digital marketing basic** (cpc .98)
- Campaign got 200 conversions as mentioned before and that is good but this alone won't make it achieve the goal because the goal was 200 conversions and 10% conversion rate and the conversion rate of it is 9.5%

Recommendations for future campaigns

Imagine you are tasked with running an improved version of this campaign, with the same marketing objective. What recommendations would you make to improve the campaign, based on your evaluation of its past performance?

- Provide at least three recommendations
- Feel free to use "bullet points" for your analysis and add as many slides as you need
- The following prompts can help you structure your answer, but feel free to think beyond these as well:
  - Would you focus on certain ad groups, ads, keywords, or keyword match types? If so, which ones and why?
  - Would you change any of your existing ad headlines or descriptions, or add any new ones? What would you change/add and why?
  - Would you change any of your existing keywords or match types, or add any new ones? What would you change/add and why?
  - Would you set up an A/B test, and if so, how would you go about it?

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Recommendations

- I would focus on ad number one from group one as it has the highest conversion and high conversion rate (97 conversions and cr 9.7) and the first ad of the second group (conversions 72 and cr 11.6)
- I would add a new headline (" online marketing course and social media marketing classes) this headline because I used the highest conversion keywords
- I would add a description (online digital marketing course for newbies taught by industry experts from udacity.com reserve your spot now) this way we add a sense of urgency so that they go and buy now
- I would make an a/b test with the new description and headlinie and see how it will work , the a/b test will start with only the headline see the results then change the description and check the results)