

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

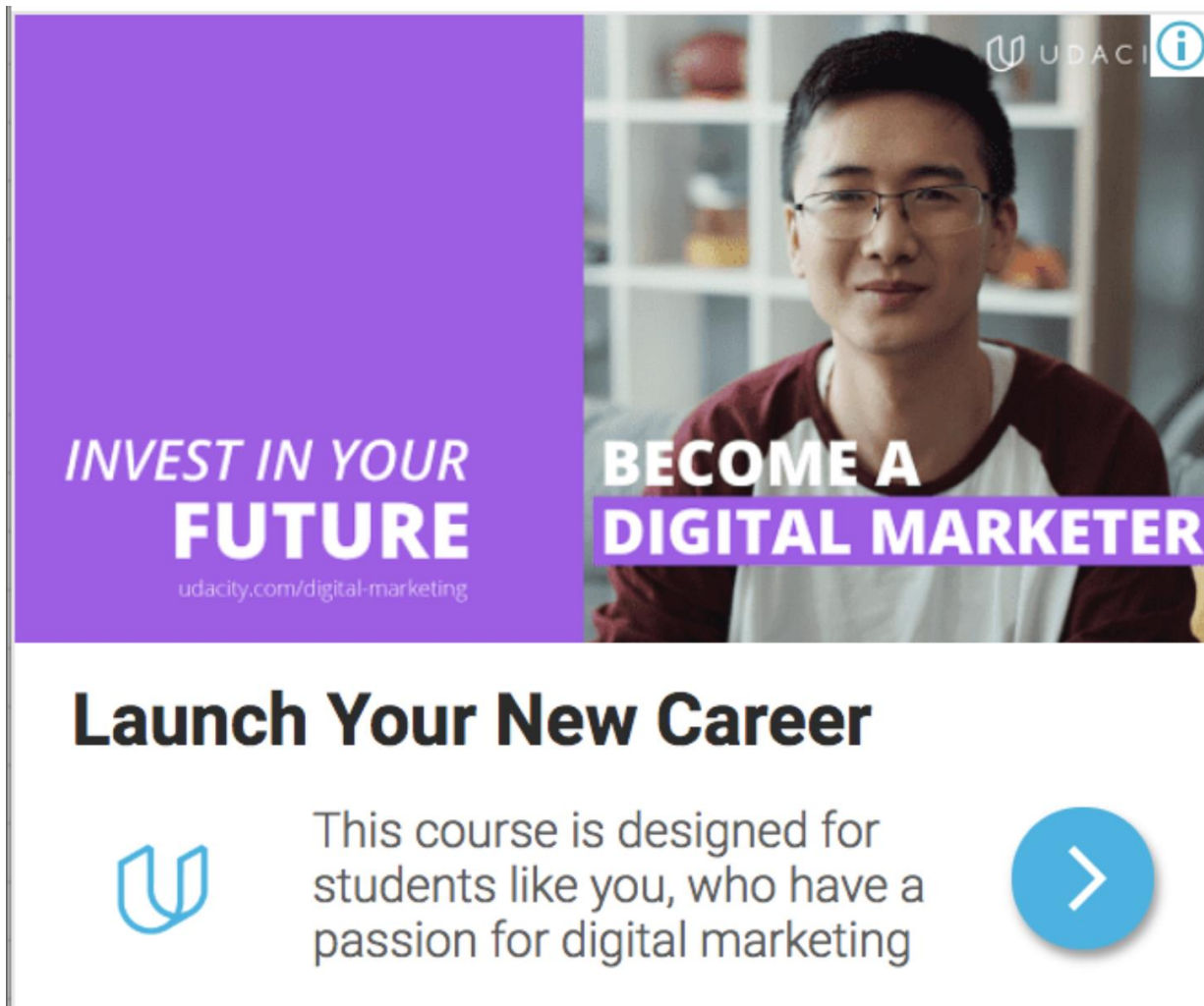
Note: Please round to the nearest cent

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



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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. 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	1243	200957	0.62%	\$0.36
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$448.95	0.2%	2	224	+150

How would you optimize this campaign?

Provide at least three suggestions to improve this campaign. (Answers might include things like A/B testing, different creative, and changes to targeting)

Suggestion 1: add a text button and write on it “enroll now”

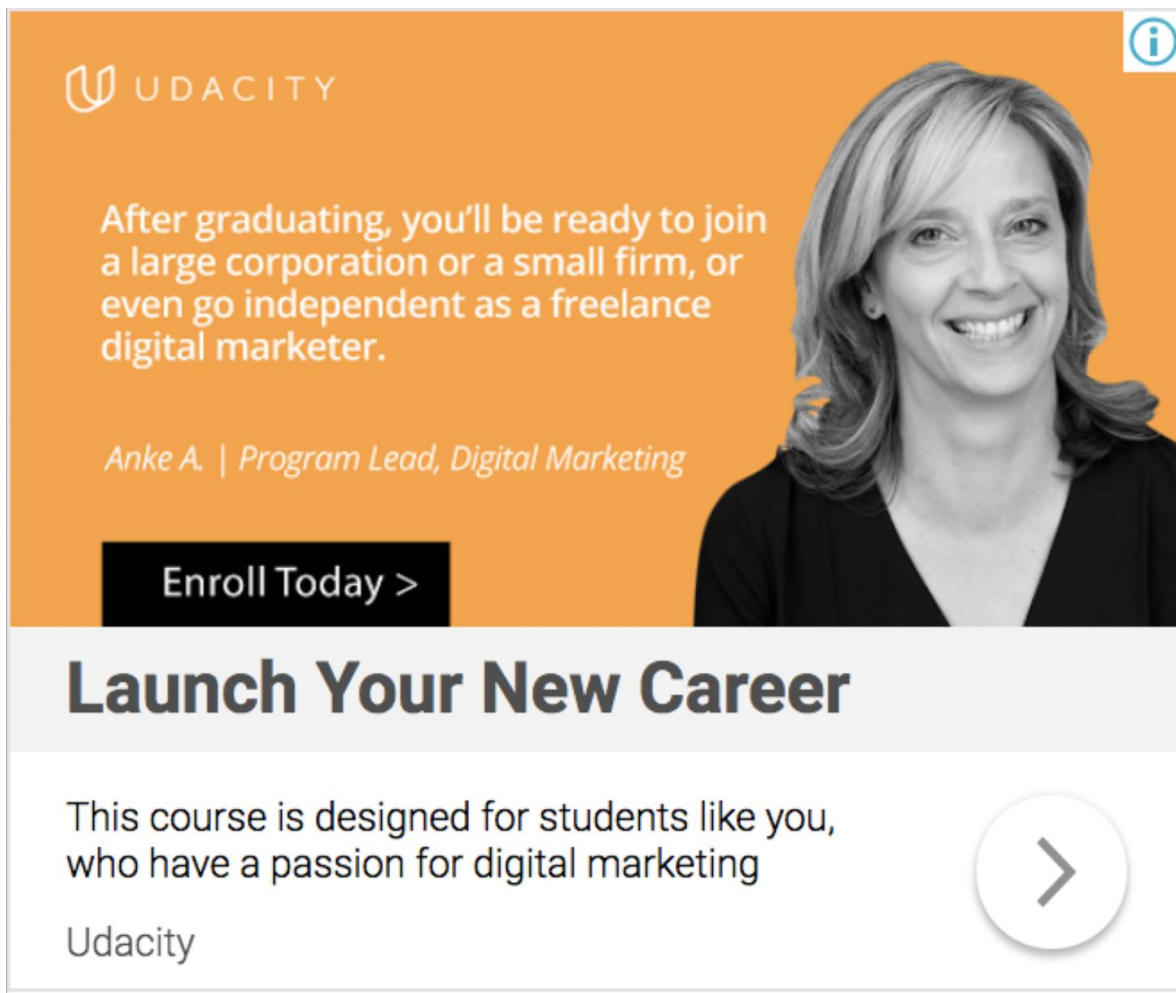
Suggestion 2: change the description to “ this course is designed by industry experts for you to learn all the needed skills to land your first job”

Suggestion 3: make the URL bold and increase the font size

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.

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



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DIGITAL MARKETING
NANO DEGREE 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	407	67833	0.6%	\$0.57
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$231.99	0.2%	1	231.99	+67

How would you optimize this campaign?

Provide at least three suggestions to improve this campaign. (Answers might include things like: A/B testing, different creative, changes to targeting etc...)

Suggestion 1: change the creative background to blue

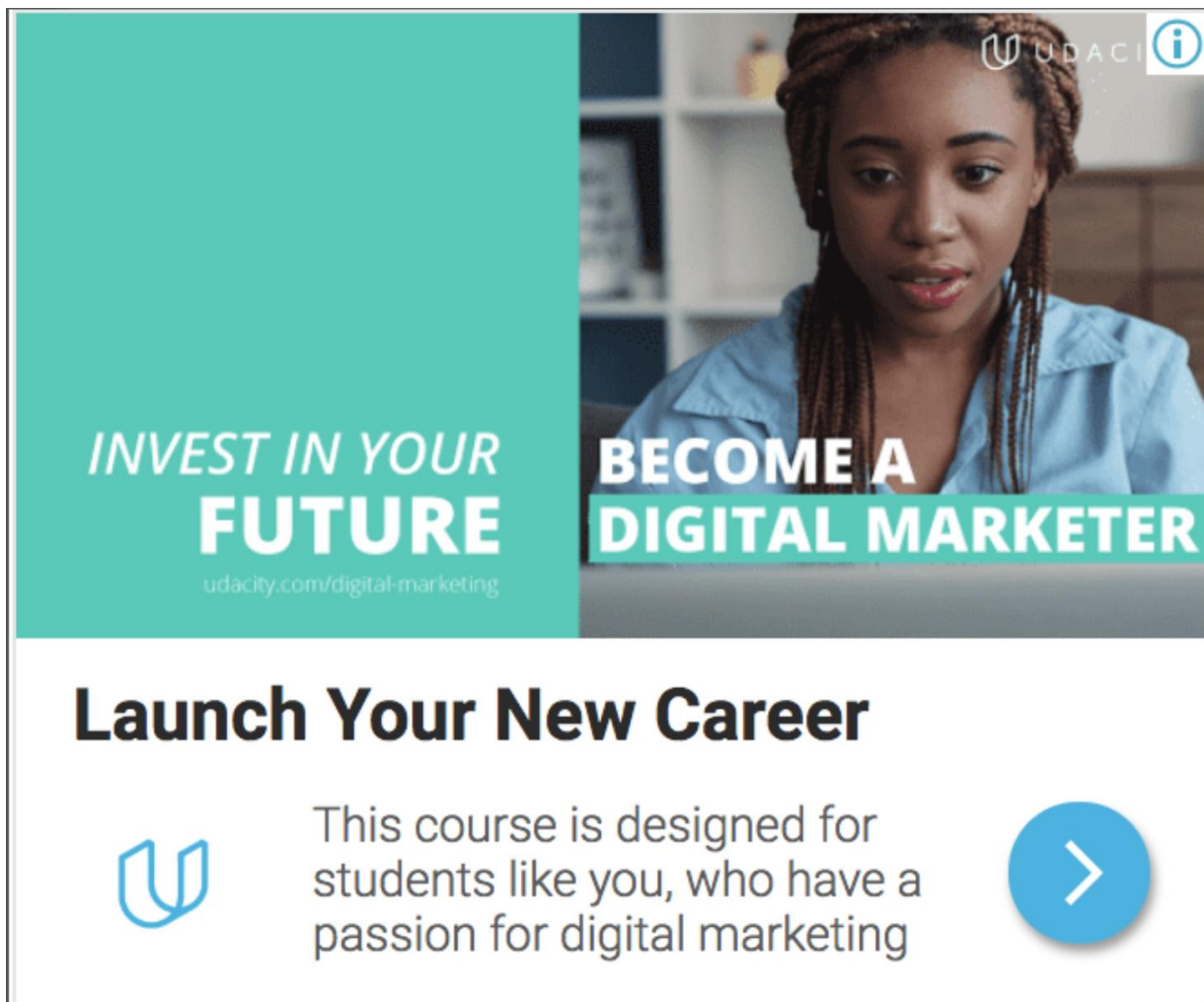
Suggestion 2: change “ enroll today “ to bold

Suggestion 3: change the creative text to “ be job ready after this course or launch your freelancing journey “

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



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DIGITAL MARKETING
NANO DEGREE 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	.61%	\$.35
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$234.50	0.2%	1	234.50	+64.5

How would you optimize this campaign?

Provide at least three suggestions to improve this campaign. (Answers might include things like A/B testing, different creative, adding or changes to targeting, etc...)

Suggestion 1: change the text from “become a digital marketer” to “ land your first digital marketing job “

Suggestion 2: change “ invest in your future “ to “ take your income to the next level “

Suggestion 3: change the description text to “ learn all needed digital marketing skills used by professional freelancers and marketing executives “

Which campaign performed the best? Why?

The best campaign is the first one because of the following :

- Highest clicks/traffic 1243 clicks
- Highest number of new students 2 students
- Highest ROI +150
- Highest impressions 200957
- Highest click-through rate .62%

Recommendations for future campaigns

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

- You may use “bullet points” for your analysis and may add as many slides as needed
- The following prompts can help you structure your answer:
 - Would you focus on certain Ad Groups, Ads or Targeting?
 - Would you change any of your existing Ads or Targeting or add any new ones?
 - Would you set up an A/B test, and if so, how would you go about it?
 - Would you make changes to the landing page, and if so, what kind of changes and why?

Recommendations

- Focus on the targeting of business professionals and media Enthusiasts
- Set up an A/B test , changing just one variable which I will add a call to action button that says “ enroll now “
- Change the ad description to **“this course is designed by industry experts for you to learn all the needed skills to land your first job”**

This change is because the main description said “ this course is designed for passionate students like you “ and most of the course takers don’t really care about the passion of other people what they care about is will this course help them get a job or not that’s why I said learn all the needed skill to land your first job. Some people wanna know if their teachers are legit or if it’s just a scam from some newbies who don’t know anything about the industry that’s why I said this course is taught by industry experts