



AdWords

Campaign Evaluation

Campaign Approach

Description, Marketing Objective & KPI

Approach Description

The course I am marketing on Google is the Introduction to Virtual Reality free course and the target market is Canada. In designing the two ads I structured each ad to focus on a different feature of the course. The first focuses on the introductory nature of the class and the second on what you learn in the class. I also made the headlines and descriptions clearly indicative of the service being offered. And, I created a URL that matched the wording of the ad, so online searchers would not be confused by a URL that differed from the ad.

Based on the landing page copy, for example, “free course,” “introduction to virtual reality,” and “become a VR developer,” I developed a list of keywords that matched the content of the site and potential search terms. I expanded my keyword list based on suggestions from Adwords of similar keywords that had a high number of monthly searches on Google. I also chose keywords relevant to the aspect of the course highlighted in each ad.



Approach Description (Continued)

To write the ad copy I built on the website content, the keywords list, the facets of the course I am marketing, and copy that would entice searchers to click on the ad. I used keywords related to the site and that would most entice searchers to click on the ad. Finally, I kept the ad copy clear and made sure it matches the content on the web page to prevent people from clicking away.



Marketing Objective & KPI

1. Campaign Marketing Objective

The marketing objective of the campaign is to run 2 ad groups made up of 2 ads each in the Canadian market for an overall total budget of \$100, at \$15 per day, and at a CPC rate of \$3 for a total of 5 days. The goal is to get 10 people to sign up for the free introduction to virtual reality course.

2. Campaign Primary KPIs

The primary KPIs of the campaign are the total number of conversions, which is the total number of people in Canada that sign up for the free class over the 5 days of the campaign and the total CPC for each conversion.



Ad Groups

Ads and Keywords

Ad #1

Preview ? Mobile | Desktop

Free Virtual Reality Intro - Beginner VR Course

Ad udacity.com/free-course/virtual-reality

Learn the basics of VR development and become a VR developer

Preview ? Mobile | Desktop

Learn VR Programming - Free Beginner Course

Ad udacity.com/free-course/virtual-reality

Gain basic skills in VR development and become a VR developer

Keyword List - Ad Group #1

Introduction to virtual reality

virtual reality introduction

Virtual reality intro

Virtual reality intro class

Virtual reality intro course

Virtual reality class

Virtual reality course

Virtual reality beginner class

Virtual reality beginner course

Free virtual reality class

Free virtual reality course

Learn virtual reality

Learn VR technology

Learn virtual reality programming

Become a VR developer

VR developer

VR course

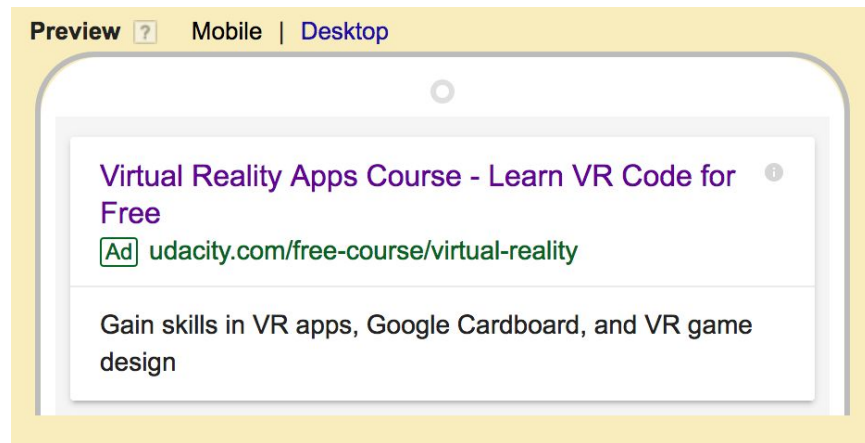
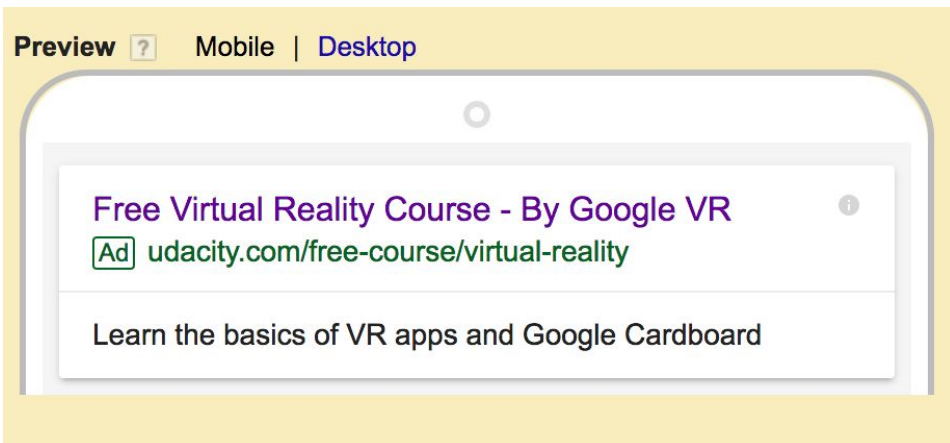
Virtual reality online course

Virtual reality programming

VR programming



Ad #2



Ad #2: Revised

The trademarked word “Google” prevented the original ads from being served and had to be eliminated from the ads.

Preview ? Mobile | Desktop

Virtual Reality Apps Course - Learn VR Code for Free ⓘ

[Ad] udacity.com/free-course/virtual-reality

Gain skills in VR apps - Cardboard apps - VR development VR technology

Preview ? Mobile | Desktop

Free Virtual Reality Course - Create a VR Application ⓘ

[Ad] udacity.com/free-course/virtual-reality

Learn the basics of VR apps and Cardboard VR apps

Keyword List - Ad Group #2

VR code

VR coding

VR development

Google cardboard

Google cardboard app

Google cardboard VR

Google VR cardboard

Cardboard app

Cardboard vr apps

Cardboard VR

Virtual reality apps

VR apps

VR application

VR applications

Unity platform

Programming for virtual reality

VR game programming

Game design

VR design

VR game design



Campaign Evaluation

Results, Analysis and Recommendations

Key Campaign Results (Campaign & Ad Groups)

Present the results of your campaign and ad groups by completing the table below.

Ad Group	Max. CPC Bid	Impr.	Clicks	CTR	Avg. Cost per Click	Conversions	CR	Cost per Conversion	Cost
<i>Free VR Intro Course #1</i>	\$3.00	530	16	3.02%	\$2.17	2.00	12.50%	\$17.34	\$34.69
<i>Free VR Apps Course #2</i>	\$3.00	1,675	22	1.31%	\$1.83	1.0	4.55%	\$40.16	\$40.16
Total		2,205	38	1.72%	\$1.97	3.00	7.89%	\$24.95	\$74.85

Key Campaign Results (Ads)

Present the results of your ads by completing the table below.

Ad	Clicks	CTR	Avg. Cost per Click	Conversions	CR	Cost per Conversion
<i>Ad Group 1, Ad 1</i>	15	3.01%	\$2.26	2.00	13.33%	\$16.93
<i>Ad Group 1, Ad 2</i>	1	3.23%	\$0.83	0.00	0.00%	\$0.00
<i>Ad Group 2, Ad 1</i>	15	1.86%	\$1.70%	1.00	6.67%	\$25.45
<i>Ad Group 2, Ad 2</i>	7	0.81%	\$2.10	0.00	0.00%	\$0.00

Key Campaign Results (Keywords)

Present the three keywords you consider most successful based on your marketing objective.

Keyword	Clicks	CTR	Avg. Cost per Click	Conversions	CR	Cost per Conversion
<i>VR Course</i>	4	11.43%	\$2.19	2.00	50.00%	\$4.38
<i>Cardboard App</i>	3	2.50%	\$2.14	1.00	33.33%	\$6.41
<i>VR Development</i>	6	6.67%	\$1.07	0.00	0.00%	\$0.00

Campaign Evaluation

Campaign Return on Investment (ROI)

The campaign was based on a conversion value of \$60 per new student and a projected conversion rate of 5%. A maximum budget of \$100 and \$15 daily budget was set to run over 5 days with a default bid of \$3.00 Cost per Click (CPC.)

The conversion rate of 7.89% was above the 5% target and the CPC of \$1.97 was lower than the maximum CPC of \$3.00. However, because the campaign generated only 3 conversions, this resulted in a CPA of \$24.95, which was above the daily maximum of \$15.

The campaign did result in a positive ROI as the total cost of the campaign was \$74.85 and the ROI was \$105.15.



Campaign Evaluation (Continued)

Campaign Cost Per Click

The Cost per Click was \$1.97, which was approximately \$1.00 less than the set default bid of \$3.00. While the CPC being lower than the default bid was a positive factor, overall the campaign only generated 38 clicks out of 2,205 impressions for a click-through-rate of 1.72%. The goal would be to further lower the CPC. In order to achieve a lower CPC, impressions have to increase which will result in a higher CTR and thus more conversions and a lower CPA.



Campaign Evaluation (Continued)

Ad Group Position

The 2 ad groups, focused on different features of the free virtual reality class: Ad Group 1 highlighted the introductory nature of the class and Ad Group 2 the content taught in the class. The average position for both ad groups was 1.5.

Ad Group 1 had a lower number of impressions but both a higher CTR of 3.02% and CPC of \$2.17 compared to a CTR of 1.31% and a CPC of \$1.83, which leads one to infer that overall there was more competition for the education keywords in group 1 vs. the class content keywords in group 2.



Campaign Evaluation (Continued)

Ad Group Performance

Ad Group 1 led to the highest click through and conversion rates even though it had less clicks than Ad Group 2. Group 1 had the ad and keywords that performed the best according to those metrics.

In both ad groups there was one ad that clearly outperformed the other. In Ad Group 1, ad 1 with the headline, “Free Virtual Reality Intro - Beginner VR Course,” and description, “Learn the basics of VR development and become a VR developer” received the most clicks (15) and impressions (499) compared to ad 2 with the headline, “Learn VR Programming - Free Beginner Course,” and description, “Gain basic skills in VR development and become a VR developer” with 1 click and 31 impressions.



Campaign Evaluation (Continued)

Ad Group Performance

The reason that ad group 1 performed better may be that people looking for a virtual reality course are not familiar with the programs and software related to virtual reality and responded more to this ad group's focus on the beginner/introductory aspect of the course.

The keyword list for this ad also targeted education. Again, it's likely that people searching for a course will use education/learning based keywords to search as opposed to specific terms related to virtual reality that they may not be aware of since they are beginners seeking to learn about the topic.



Campaign Evaluation (Continued)

Keyword Performance

The keywords that performed the best in the campaign were *VR Course* from the introductory keyword list created for ad group 1 and *Cardboard App* and *VR Development*, both from the course content keyword list for ad group 2.

VR Course resulted in a high CTR of 11.43% and 2 conversions from 4 clicks and 35 impressions. This high CTR rate relative to the low number of impressions and the fact that 2 of those people signed up for the free class suggests that the people searching for this keyword are motivated searchers in the desire and action stages of the customer journey.



Campaign Evaluation (Continued)

Keyword Performance

In terms of the marketing objective of getting people to sign up for the free class at a CPC of \$3.00 or below, *Cardboard App* from the content keyword list did result in 1 conversion at a CPC of \$2.14 and CPA of \$6.41 for that keyword. The issue is increasing clicks (3) and impressions (120) for a higher CTR rate than the 2.50% that was achieved over the course of the campaign for this keyword.

VR Development, also from the content keyword list, with a 6.67% CTR and low CPC of \$1.07 CPC shows strong potential even though it did not result in a conversion. The high CTR and low CPC is an indication that people searching for this term are motivated and there is a much lower CPC, which can result in a higher positive return on investment if this keyword is used with a properly optimized ad that results in more impressions and clicks.



Recommendations for future campaigns

Ad Groups

- Based on the performance of the ad groups, I recommend that the focus be put on Ad Group 1, which emphasized the introductory aspect of the free virtual reality class. This ad group had a CTR rate (3.02%) that was basically 2 times higher than Ad Group 2 (1.31%) despite a rate of impressions that conversely was almost 2 times lower. Finally, Ad Group 1 also delivered 2 conversions vs. only 1 conversion for Ad Group 2.
- In terms of the ads, Ad 1 in Ad Group 1 delivered the most clicks (15) and impressions (499), a CTR of 3.01% and CPC of \$2.26. This was also the ad within that ad group that resulted in 2 new sign ups. That being the case, clicks and impressions need to increase in order to achieve a higher CTR and higher number of conversions.



Recommendations for future campaigns

Ads

- I would create different versions of Ad 1 which highlights the fact that it is an introductory course in virtual reality. That factor needs to remain an emphasis in the various iterations of the ad.
- Different versions of the ad would need to be A/B tested to narrow down the ad text and keywords which are the most effective in generating impressions, driving traffic, and CTR, at a cost-effective CPC in order to increase the number of conversions at a lower CPA. This would lower the overall cost of the campaign and increase positive ROI.



Recommendations for future campaigns

Keywords

- Refine the two keyword lists by eliminating from each list the phrases that returned negative results across the board and produced zero clicks and impressions.
- Combine the highest performing keywords from the two lists to create one targeted list that has terms that focus on the introductory nature of the course and the content.
- Use the targeted keyword list to make changes to the landing page that reflect these keywords that have a high rate of impressions and a high CTR.



Recommendations for future campaigns

A/B Testing of Ads

- Hone and refine the ads by conducting A/B tests of the ads based on Ad 1 from Ad Group 1, which focused on the beginning aspect of the course.
- Use the new targeted keyword list in each of the A/B tests to ensure ensure that only 1 element at a time is varied. The headline or description would vary but the keyword list would remain the same.
- Pair and test different versions of the high impression/high CTR keywords in the ads to see which pairings do better.



Recommendations for future campaigns

A/B Testing of Ads

- An example of an ad with a high impression/high CTR keyword pairing:

Virtual Reality Introduction - Free VR Course

Learn the basics of VR apps and Cardboard Apps

Virtual Reality Introduction - Free VR Course

Learn the basics of Virtual Reality Apps and Game Design

- *Virtual Reality Introduction* and *VR Course* have a high CTR
- *VR Apps*, *Cardboard Apps*, *Virtual Reality Apps*, and *Game Design* have a high rate of impressions



Recommendations for future campaigns

A/B Testing of Ads

- A/B testing these keyword pairings by varying the description will demonstrate which terms deliver the highest number of impressions and clicks. Gathering these metrics will in turn lead to creating a targeted ad that will deliver a higher rate of conversions at a lower CPA for an increased positive ROI.



Recommendations for future campaigns

Landing Page Changes

- Update the landing page to Incorporate keywords related to learning virtual reality that return a higher rate of impressions, receive a greater number of clicks, and generate a higher CTR.
- These high performing keywords are the same ones highlighted previously in the keyword recommendations. Among the high impression keywords are *VR Apps*, *Virtual Reality Apps*, *Cardboard Apps*, and *Game Design*, none of which are currently included on the landing page. The high impression keyword *VR Developer* does appear on the landing page 6 times. The page should be updated in a similar fashion to include the additional keywords noted.
- The recommendation is the same for the keywords with a high CTR, which include *Virtual Reality Introduction*, *VR Course*, and *Virtual Reality Online Course*.



Recommendations for future campaigns

Segmentation

- A look at the cities that did deliver a conversion, showed that those signups did not come from the large, urban tech centers of Toronto, Vancouver, Calgary, Montreal, and Ottawa. Instead, two of the cities, Fredericton, New Brunswick and Vernon, British Columbia have a population under 100,000 with 56,224 and 58,584 respectively. The third signup occurred in Hamilton, Ontario with a significantly larger population of 536,917.
- There aren't enough signups to infer which cities would be best to target, but the information from this campaign indicates the smaller cities should not be discounted in future campaigns. According to Wikipedia, Fredericton "contains a growing IT and commercial sector."



Appendix

Screenshots for Reference

Ad Groups Screenshot

+ AD GROUP		Edit ▾	Details ▾	Bid strategy ▾	Automate ▾	Labels ▾									
<input type="checkbox"/>	<div></div>	Ad group	Status ? ▾	Default Max. CPC ?	Clicks ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	Avg. Pos. ?	Conversions ?	Cost / conv. ?	Conv. rate ?	All conv. ?	View-through conv. ?
<input type="checkbox"/>	<div></div>	Free VR Intro Course #1	Campaign ended	\$3.00 (enhanced) 	16	530	3.02%	\$2.17	\$34.69	1.5	2.00	\$17.34	12.50%	2.00	0
<input type="checkbox"/>	<div></div>	Free VR Apps Course #2	Campaign ended	\$3.00 (enhanced) 	22	1,675	1.31%	\$1.83	\$40.16	1.5	1.00	\$40.16	4.55%	1.00	0
		Total - all but removed ad groups			38	2,205	1.72%	\$1.97	\$74.85	1.5	3.00	\$24.95	7.89%	3.00	0
		Total - all experiments ?			0	0	0.00%	\$0.00	\$0.00	0.0	0.00	\$0.00	0.00%	0.00	0
Total - all ad groups					38	2,205	1.72%	\$1.97	\$74.85	1.5	3.00	\$24.95	7.89%	3.00	0
Show rows: <div>50 ▾</div> 1 - 2 of 2															

Ads Screenshot

Monday, August 21, 2017

Friday, August 25, 2017

+ AD ▾		Edit ▾		Automate ▾		More actions... ▾		Labels ▾													
<input type="checkbox"/>	<input type="radio"/>	Ad	↑	Ad group	Status [?]	Labels [?]	% Served [?]	Campaign type [?]	Campaign subtype	Clicks [?]	Impr. [?]	CTR [?]	Avg. CPC [?]	Cost [?]	Avg. Pos. [?]	Conversions [?]	Cost / conv. [?]	Conv. rate [?]	All conv. [?]	View-through conv. [?]	
<input type="checkbox"/>	<input checked="" type="radio"/>	Free Virtual Reality Intro Beginner VR Course udacity.com/free-course/virtual-reality Learn the basics of VR development and become a VR developer		Free VR Intro Course #1	Campaign ended	--	22.63%	Search Network only	All features	15	499	3.01%	\$2.26	\$33.86	1.5	2.00	\$16.93	13.33%	2.00	0	
<input type="checkbox"/>	<input checked="" type="radio"/>	Learn VR Programming Free Beginner Course udacity.com/free-course/virtual-reality Gain basic skills in VR development and become a VR developer		Free VR Intro Course #1	Campaign ended	--	1.41%	Search Network only	All features	1	31	3.23%	\$0.83	\$0.83	1.5	0.00	\$0.00	0.00%	0.00	0	
<input type="checkbox"/>	<input checked="" type="radio"/>	Virtual Reality Apps Course Learn VR Code for Free udacity.com/free-course/virtual-reality Gain skills in VR apps - Cardboard apps - VR development VR technology		Free VR Apps Course #2	Campaign ended	--	36.60%	Search Network only	All features	15	807	1.86%	\$1.70	\$25.45	1.3	1.00	\$25.45	6.67%	1.00	0	
<input type="checkbox"/>	<input checked="" type="radio"/>	Free Virtual Reality Course Create a VR Application udacity.com/free-course/virtual-reality Learn the basics of VR apps and Cardboard VR apps		Free VR Apps Course #2	Campaign ended	--	39.23%	Search Network only	All features	7	865	0.81%	\$2.10	\$14.71	1.7	0.00	\$0.00	0.00%	0.00	0	
		Total - all removed ads								0	3	0.00%	\$0.00	\$0.00	1.0	0.00	\$0.00	0.00%	0.00	0	
		Total - all but removed ads [?]								38	2,202	1.73%	\$1.97	\$74.85	1.5	3.00	\$24.95	7.89%	3.00	0	
		Total - all experiments [?]								0	0	0.00%	\$0.00	\$0.00	0.0	0.00	\$0.00	0.00%	0.00	0	
Total - all campaign											38	2,205	1.72%	\$1.97	\$74.85	1.5	3.00	\$24.95	7.89%	3.00	0



Keywords Screenshot

+ KEYWORDS		Edit ▾	Details ▾	Search terms	Bid strategy ▾	Automate ▾	Labels ▾										
<input type="checkbox"/>	●	Keyword	Ad group	Status ?	Max. CPC ?	Clicks ↓ ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	Avg. Pos. ?	Conversions ?	Cost / conv. ?	Conv. rate ?	All conv. ?	View-through conv. ?	Labels ?
		Total - all campaign ?				38	2,205	1.72%	\$1.97	\$74.85	1.5	3.00	\$24.95	7.89%	3.00	0	
<input type="checkbox"/>	●	VR apps	Free VR Apps Course #2	Campaign ended	\$3.00 (enhanced) ✓	12	597	2.01%	\$1.94	\$23.25	1.3	0.00	\$0.00	0.00%	0.00	0	--
<input type="checkbox"/>	●	VR developer	Free VR Intro Course #1	Campaign ended	\$3.00 (enhanced) ✓	6	228	2.63%	\$2.25	\$13.51	1.7	0.00	\$0.00	0.00%	0.00	0	--
<input type="checkbox"/>	●	VR course	Free VR Intro Course #1	Campaign ended	\$3.00 (enhanced) ✓	4	35	11.43%	\$2.19	\$8.77	1.3	2.00	\$4.38	50.00%	2.00	0	--
<input type="checkbox"/>	●	Game design	Free VR Apps Course #2	Campaign ended	\$3.00 (enhanced) ✓	3	248	1.21%	\$1.71	\$5.14	2.3	0.00	\$0.00	0.00%	0.00	0	--
<input type="checkbox"/>	●	Cardboard app	Free VR Apps Course #2	Campaign ended	\$3.00 (enhanced) ✓	3	120	2.50%	\$2.14	\$6.41	1.4	1.00	\$6.41	33.33%	1.00	0	--
<input type="checkbox"/>	●	Virtual reality apps	Free VR Apps Course #2	Campaign ended	\$3.00 (enhanced) ✓	3	228	1.32%	\$1.43	\$4.29	1.5	0.00	\$0.00	0.00%	0.00	0	--

