Project 6: Evaluate a Display Ad Campaign

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 ?
☐	‖		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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Display Image Campaign: Key Results Overall ROI

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	1,973	282,066	0.70%	$0.44

Cost	Conversion Rate	# New Students	CPA	ROI +/-
$872.51	0.002%	4	$218.12	$323.52

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Display Image Campaign: Key Results Overall ROI

The overall ROI of the campaign was positive. As already established, the cost of the Digital Marketing Nanodegree is $999 and Udacity makes $299 for each student that signs up, a profit of 30% per student. The total cost of the campaign was $872.51 with a cost per acquisition (CPA) of $218.12 and the campaign resulted in 4 new sign ups, which led to a positive total ROI of $323.52. The campaign also achieved a CTR of 0.70% over 282,066 impressions, and a low CPC of $0.44.

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 ?
☐	∥	**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 Preview ad	Campaign paused	Display Network only	Drive action	1,531	216,199	0.71%	$0.45	$686.27
☐	∥	**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 Preview ad	Campaign paused	Display Network only	Drive action	442	65,867	0.67%	$0.42	$186.24

Display Image Campaign: Ad Group Results Table

Creative	Clicks	Impressions	CTR	Avg CPC	Cost	Conversion Rate	# of New Students	CPA	ROI +/-
Creative - A	1,531	216,199	0.71%	$0.45	$686.27	**0.002%**	3	$228.75	$210.75
Creative - B	442	65,867	0.67%	$0.42	$186.24	**0.002%**	1	$186.24	$112.76

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Display Image Campaign: Ad Group Results

The display ad campaign consisted of 2 identical ads except for the image used in each. Creative A featured two professional co-workers, a male and female, holding a tablet and having a discussion. Creative B pictured a desk with a smartphone, headphones, a cup, and laptop keyboard.

As the table comparing Creative A and Creative B shows, Creative A outperformed Creative B. Creative A received 216,199 impressions, a CTR of 0.71%, and a CPC of $0.45. Creative B received 65, 867 impressions, a CTR of 0.67%, and a CPC of $0.42.

Display Image Campaign: Ad Group Results (Continued)

Total spending for Creative A was $686.27 and it generated 3 new students at a CPA of $228.75 each for a negative ROI of $210.75. Total spending for Creative B was $186.24 and it resulted in 1 new student at a CPA of $186.24 for that 1 student, a negative ROI of $112.76.

While Creative B had a lower CPC rate of $0.42 vs. $0.45 for Creative A, the higher number of clicks for Creative A (1,531 vs. 442) and higher CTR rate led to a conversion rate over 3 times that of Creative B.

Display Image Campaign: Keywords

	●	Keyword	Ad group	Status ?	Max. CPC	Clicks ?	Impr. ?	CTR ?	Avg. CPC ? ↑	Cost ?
☐	●	facebook marketing course	Keyword Targeted	Campaign paused	$3.00 (enhanced)	0	4	0.00%	$0.00	$0.00
☐	●	digital analytics training	Keyword Targeted	Campaign paused	$3.00 (enhanced)	0	0	0.00%	$0.00	$0.00
☐	●	digital analytics course	Keyword Targeted	Campaign paused	$3.00 (enhanced)	0	0	0.00%	$0.00	$0.00
☐	●	social media marketing online course	Keyword Targeted	Campaign paused	$3.00 (enhanced)	0	14	0.00%	$0.00	$0.00
☐	●	adwords course	Keyword Targeted	Campaign paused	$3.00 (enhanced)	0	8	0.00%	$0.00	$0.00

Full keyword list in separate file here

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Display Image Campaign: Keyword Results Table

	Keyword	Clicks	Impressions	CTR	Avg CPC	Cost
1	Marketing Online	236	20750	1.14%	0.5	$118.64
2	Online Marketing Course	226	38259	0.59%	0.28	$63
3	Digital Marketing Training	57	8224	0.69%	0.54	$30.75
4	Marketing Courses	19	1999	0.95%	0.27	$5.14
5	Marketing Careers	14	2998	0.47%	1.68	$23.50

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Display Image Campaign: Keyword Results

There were 2 keywords on the display image campaign keywords list that clearly received a higher number of clicks than any of the others: *Marketing Online*, which received 236 clicks and *Online Marketing Course*, which was close behind with 226 clicks. Although *Marketing Online* generated fewer impressions at 20,750, it had a higher CTR of 1.14%, whereas *Online Marketing Course* had a higher number of impressions at 38,259 but a lower CTR of 0.59%.

Display Image Campaign: Keyword Results (Continued)

Since CPC for *Marketing Online* was $0.50 and total cost was $118.64, almost twice as much than CPC for *Online Marketing Course* which was $0.28 with a total cost of $63, I would continue to use both of these keywords because they each present an advantage. One had a higher CTR but was more expensive; the other had a lower CTR rate but cost less. They are both generating a high number of clicks, CTR, and impressions.

Display Image Campaign: Keyword Results (Continued)

The keyword *Digital Marketing Training* is another keyword that performed well with 57 clicks out of 8224 impressions and a CTR of 0.69%, a CPC of $0.54 and total cost of $30.75.

Marketing Courses had the highest performing CTR on the keyword list with 19 clicks for a 0.95% CTR despite a lower impression rate of 1,999. The CPC was $0.27 and total cost was $5.14. This keyword shows great potential and is one that I would focus on in future campaigns.

Marketing Careers is another keyword that I would look at as it performed relatively well with 14 clicks over 2,998 impressions for a CTR of 0.47%. It did have a higher CPC of $1.68 but overall cost was relatively low at $23.50.

Display Image Campaign: Optimization

One step I would take to optimize the campaign would be to vary the creative. The image of the 2 co-workers in Creative A performed better than the image of the smartphone and keyboard featured in Creative B. I deduce that people interested in learning about digital marketing and searching for a course online, responded to the more personal situation of 2 people working together and discussing digital marketing compared to a collection of inanimate objects.

Display Image Campaign: Optimization (Continued)

It makes sense to try different variations of this creative but keeping it to 2 people so that the ad would not appear cluttered for mobile versions. I would also still show a male/female pair but change the ethnicities of the pair. For example, you could have a Black female/White male, Asian man/White woman, etc. This would allow for customizing the ad to specific countries or markets. I think this is especially relevant because with an online course, you will get people signing up from around the world even if the course is only taught in English. It makes sense to show people that represent the global perspective of online education and digital marketing.

Display Image Campaign: Optimization (Continued)

The campaign can also be optimized by A/B testing the description of the 2 ads. Utilizing the results of how the keywords performed, my recommendation is to take the 2 keywords that delivered the highest number of impressions, clicks, and CTR--*marketing online* and *online marketing course*--and incorporate each one into the description of an ad. Since people searching for these 2 keywords are already generating the most traffic for the current ads, A/B testing for each of these keywords, targets the ad even further and should provide additional insight into search behavior and which one of the keywords generates the best response in a comparison test.

Display Image Campaign: Optimization (Continued)

The keyword list can also be fine-tuned to improve the campaign. I would remove the lowest performing keywords, *Digital Analytics Training*, *Search Marketing Online Course*, and *Digital Analytics Course*, which all received zero clicks and impressions. Other low-performing keywords to consider removing are *Social Media Marketing Online Course* (zero clicks, 14 impressions), *Adwords Course* (zero clicks, 8 impressions), *Facebook Marketing Course* (zero clicks, 4 impressions.) It may be that these keywords are too specific and that people are searching more broadly for digital marketing training that covers the whole field and includes Adwords, social media, and Facebook marketing.

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Display Image Campaign: Optimization (Continued)

Conversely, per the keyword results, there are some high-performing keywords such as *Marketing Online*, *Online Marketing Course*, *Digital Marketing Training,* and *Marketing Training*, which can be expanded upon to create and add new keywords that can potentially enhance the campaign.

New/Additional Keywords:
Marketing online - digital marketing online course, marketing online course
Online marketing course - online marketing class, online marketing program
Digital marketing training - digital marketing class
Marketing courses - marketing courses online
Marketing careers - digital marketing careers
Marketing program - digital marketing program

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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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Display Video Campaign: Overall Results ROI

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	1,892	157,517	1.20%	$0.44

Cost	Conversion Rate	# New Students	CPA	ROI +/-
$825.61	0.002%	4	$206.40	$370.40

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Display Video Campaign: Key Results Overall ROI

The overall ROI of the display video campaign was positive. As previously noted, the cost of the Digital Marketing Nanodegree is $999 and Udacity makes $299 for each student that signs up, a profit of 30% per student. The campaign achieved 157,517 impressions, 1,892 clicks, and a CTR of 1.20%. The campaign also received 29, 883 views, a view rate of 18.97%, and a CPV of $0.03. The total cost of the campaign was $825.61 with a CPC of $0.44. The CPA was $206.40 with a total of 4 new student sign ups which resulted in a positive ROI of $370.40.

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

Display Video Campaign: Results Table

Creative	Clicks	Impressions	CTR	Avg CPC	Cost	Conversion Rate	# New Student	CPA	ROI +/-
Campaign A	453	54,312	0.83%	$0.64	$290.21	**0.002%**	1	$290.21	$8.79
Campaign B	1,439	103,205	1.39%	$0.37	$535.40	**0.002%**	3	$178.46	$361.62

Display Video Campaign: Ad Group Results

The results of the display video campaign indicate that Video B performed better than Video A across all metrics. Video B received a higher number of impressions 103.205 vs. 54,312 for Video A. This produced a higher number of clicks, CTR, and a higher number of conversions--3 total--compared to only 1 for Video A. Video B also generated a lower CPC of $0.37 and CPA of $178.46 for a negative ROI of $361.62 as opposed to Video B with a CPC of $0.64 and a CPA of $290.21 for a total ROI of only $8.79.

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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Display Video Campaign: Key Results (Keywords)

Keyword	Clicks	Impressions	CTR	Avg CPC	Cost	Conversion Rate	CPA	# New Students	ROI +/-
Ad Advertisement	510	24172	2.11%	$0.17	$85.58	**0.002%**	$85.58	1	$213.42
Online Marketing Video	495	42440	1.17%	$0.51	$253.23	**0.002%**	$253.23	1	$45.77
Digital Learning Courses	207	14198	1.46%	$0.31	$64.99	**0.002%**	0.00	0.00	-$64.99
Learn Facebook Advertising	30	2078	1.44%	$0.29	$8.58	**0.002%**	0.00	0.00	-$8.58
Course Digital Marketing	106	8726	1.21%	$0.43	$45.50	**0.002%**	0.00	0.00	-$45.50

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Display Video Campaign: Key Results (Keywords)

The five keywords that appear to be the most successful based on the results of the campaign are *Ad Advertisement, Online Marketing Video, Digital Learning Courses, Learn Facebook Advertising, and Course Digital Marketing* all outlined in the key results chart. These five keywords received a combination of higher number of clicks and CTR, combined with low CPC rates.

Display Video Campaign: Key Results (Keywords)

The best performing keyword from the results was *Ad Advertisement*. In a comparison between *Ad Advertisement* and the next best performing keyword, *Online Marketing Video*, the numbers tell the story. *Ad Advertisement* had the highest number of clicks with 510 compared to 495 clicks. Although it had a lower number of impressions with 24,172 vs. 42,440, the higher number of clicks relative to impressions resulted in a higher CTR of 2.11% vs. 1.17% and a lower CPC of $0.17 vs. $0.51. The CPA was $85.58 and the number of conversions was 1 new student. *Online Marketing Video* also generated 1 new student, but the CPA was essentially 3 times more at $253.23. Finally total ROI for Ad Advertisement was $213.42.

Display Video Campaign: Optimization

To optimize the video campaign I would perform an A/B test by creating a thumbnail with different text that focuses on digital marketing terms rather than the companies that Udacity is partnering with for the nanodegree program in order to see if that has an effect on the CTR and number of conversions. The new thumbnail would eliminate Facebook, Google, Hootsuite, etc. and instead feature digital marketing topics students learn in the course: Social Media Advertising, SEO, SEM, Display Advertising, and Email Marketing.

Display Video Campaign: Optimization (Continued)

Another way to enhance the campaign is to remove keywords which performed poorly and received no traffic. There are a large number of these keywords on the long keyword list that can be removed. Overall, the keyword list can be refined to consist of the highest performing keywords from the education keywords list and the long keyword list.

The length of the video is another factor that can be adjusted to potentially improve the campaign. I recommend experimenting with shorter versions of the video starting with a 30 second and then a 15 second version.

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Part 3: Results, Analysis and Recommendations

Recommendations for future campaigns

- Continue with both the display image and display video campaigns as both resulted in the same number of new signups .
- Focus on the ads that clearly performed better in both the display image and display video campaign.
- Optimize the display image campaign by concentrating on the creative for Ad A, which featured 2 professionals. Further refine that ad by customizing it for regional markets and varying the pair of professionals represented.

Recommendations for future campaigns

- Conduct A/B testing of the display image campaign by changing the description of the 2 ads to see if that will increase the CTR and lead to more sign ups. Utilize the keyword results and take the 2 keywords that delivered the highest number of impressions, clicks, and CTR--*marketing online* and *online marketing course*--and A/B test each one in the description of an ad.
- The keyword list used in the display image campaign can also be further targeted by removing the lowest performing keywords and expanding on the list of highest performing keywords.

Recommendations for future campaigns

- The keyword list for the display video campaign can be enhanced by taking the highest performing keywords from both ads to create one targeted list of the best keywords.
- To further improve the display video campaign perform an A/B test of the thumbnail creative that uses digital marketing terms such as SEO, and SEM instead of the course partners such as Facebook and Google.
- Create even shorter length versions of the display video ad to test whether shorter 30 and 15 second videos will improve the CTR.