

# facebook

Campaign and Evaluation

# Marketing Objective & KPI

## 1. Target audience of campaign:

The target audience is based on the customer persona established for Blitz of a college educated male/female marketing executive between the ages of 25-54 living in the U.S.

## 2. Marketing objective:

The marketing objective of the campaign, which had a total lifetime budget of \$125 over 5 days, was to collect the contact information of 5 companies that may be interested in the services offered by Udacity Blitz.

## 3. Primary campaign KPI and why:

The primary KPI tracked was leads generated because the marketing objective was to collect contact information of interested companies.

# Campaign Summary

## 1. Ad set target: (demographics, location, interest, behavior etc.)

The group I targeted with the ad set was a male or female, college educated marketing executive between the ages of 25-54 living in the U.S. with an interest in marketing or a marketing job title.

## 2. Ad Copy and Ad Creatives used:

The original ad copy I wrote was, "Udacity Blitz is your source for 100% Guaranteed fully managed software and marketing solutions." I revised this before starting the campaign to reflect feedback that the ad copy include what is unique about Blitz. The revised ad copy read, "Udacity Blitz is your source for 100% Guaranteed fully managed software and marketing solutions from expert teams free to hire after your project."

## 2. Ad Copy and Ad Creatives used (Continued):

I used the video thumbnail of the female, Udacity VP because it was a well composed shot of a professional female, which I thought would appeal to other professionals.



# Campaign Summary - Changes

## 1. Changes to Ad:

Per the results from July 5th - July 7th (3PM) that a higher percentage of men were being served the ad, I changed the thumbnail from that of the female, Udacity VP to that of a male, Co-Founder, Hendrik Dahlkamp. I thought men would respond more favorably to another man, especially one that is the head of a company as he would represent a customer more similar to them and be seen as a trusted source.



# Campaign Summary - Changes #1

Udacity Blitz is your source for 100%  
Guaranteed, fully managed software and  
marketing solutions from expert teams free to  
hire after your project.



**On Demand App developers  
and Digital Marketers**

[Learn More](#)

# Campaign Summary - Changes #2

## 1. Changes to Ad:

July 8 (9:30AM) - Updated the body of the ad to read, "Where can you get software and marketing pros to build and market your great ideas at a guaranteed fixed price? Try Udacity Blitz." I kept the same thumbnail of the male CEO. As recommended, I only changed one feature per ad, in order to clearly see the results of the change.



# Key Results

## 1. Most important metrics per ad

The most important metrics were the total number and cost of leads collected versus the total amount spent over the life of the campaign. These metrics were followed in importance by gender, age, region, and video engagement.

- The ad produced a reach of 3,496 which resulted in 2 leads over the course of the total 5 days that it ran. The total campaign budget of \$125 brings the average cost of each lead collected to a total of \$62.50. Given the starting conversion value of \$150 per collected lead, minus the cost per lead, the resulting conversion value from the Facebook campaign is \$87.50 per collected lead.



# Key Results

## 1. Most important metrics per ad

- The ad reach for men was approximately 2X greater than for women, which indicates that more men showed an interest in marketing and/or had marketing in their job title. This indicates that future ads should be slanted more toward male marketing managers/execs.
- The target age of the ad was 25-54 and this proved to be an accurate target with the largest reach in the 35-44 range, closely followed by 45-54 and then 25-34.
- The ad may have resonated more with men between 35-44 because it may be that more men in this age range are in decision-making marketing roles at companies. This may be especially true if many of the companies are in the tech sector, which is a factor that would warrant segmentation in a future campaign to determine the validity of that possibility.



# Key Results

- The location target was the U.S. with a reach of over 100 in California, Florida, Georgia, Illinois, New York, North Carolina, and Texas.

The state with the most reach was California at 507 and Texas at 373. These are all states with large metropolitan areas and industry, which is an indication that these are the regions where there will be the largest concentration of companies that may have need of the services that Udacity Blitz provides.

- Video Engagement showed that overall video reach was approximately 3500 people with 900 people watching at least 3 seconds or nearly the total length and close to 300 people watching at least 10 seconds or nearly the total length. The average percentage of the video that people watched was 4.6%.



# Campaign Evaluation

## 1. Campaign performance/success based on marketing objectives.

The campaign performance based on the marketing objective of collecting the contact information of 5 companies over a total of 5 days resulted in 2 leads. Although the marketing objective was to collect an additional 3 leads, based on the total campaign budget of \$125 and the 2 leads collected, the campaign was a success as the average cost per lead generated of \$62.50 was less than the \$150 value of each lead. The 2 leads that were generated amount to a conversion value of \$87.50.



# Campaign Evaluation

## 2. Future campaign approach

If I had additional budget, during the next campaign I would take the following steps

1) Interests - target companies/executives who show an interest in software development as well as marketing in order to increase and diversify overall reach.

2) Demographics - target only men because the ad reach roughly 2X the number of men and both of the leads generated were male.

- Locations - select states with the a larger reach such as California, Florida, New York, North Carolina, and Texas.



# Campaign Evaluation

## 2. Future campaign approach

3) Lifetime - Schedule the ad to run Monday - Friday and not immediately before/after a major holiday such as the Fourth of July or Labor Day as many people take vacations around these holidays and are less susceptible to work-related ads.

4) Ad Creative - Start with the visual image of the male CEO and phrase the copy for the body of the ad in the form of a question as I did with the revised copy in the first campaign. I think phrasing the ad copy in this way more closely mimics the questioning thought process of our potential customer.





# Appendix

Screenshots for Reference

# Campaign Results: Performance



## Charts for Campaign: K90720-Yvonne



Performance



Demographics



Placement

2

Results: Conversions

3,496

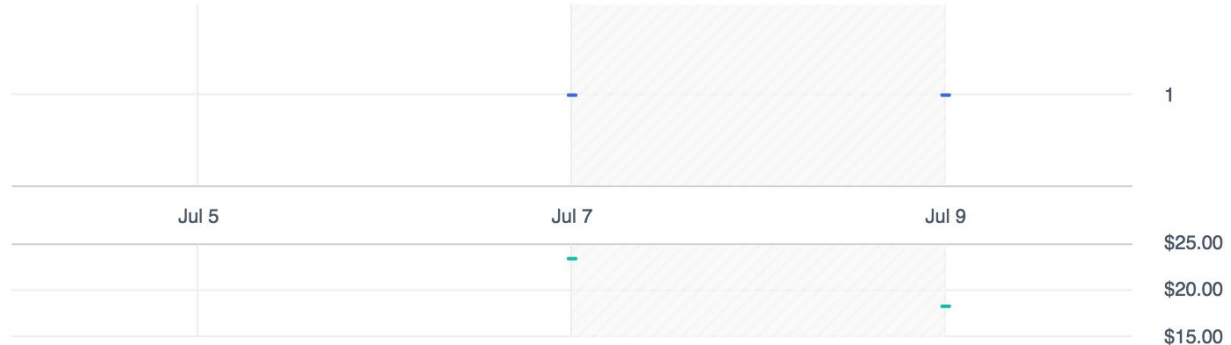
People Reached

\$125.00

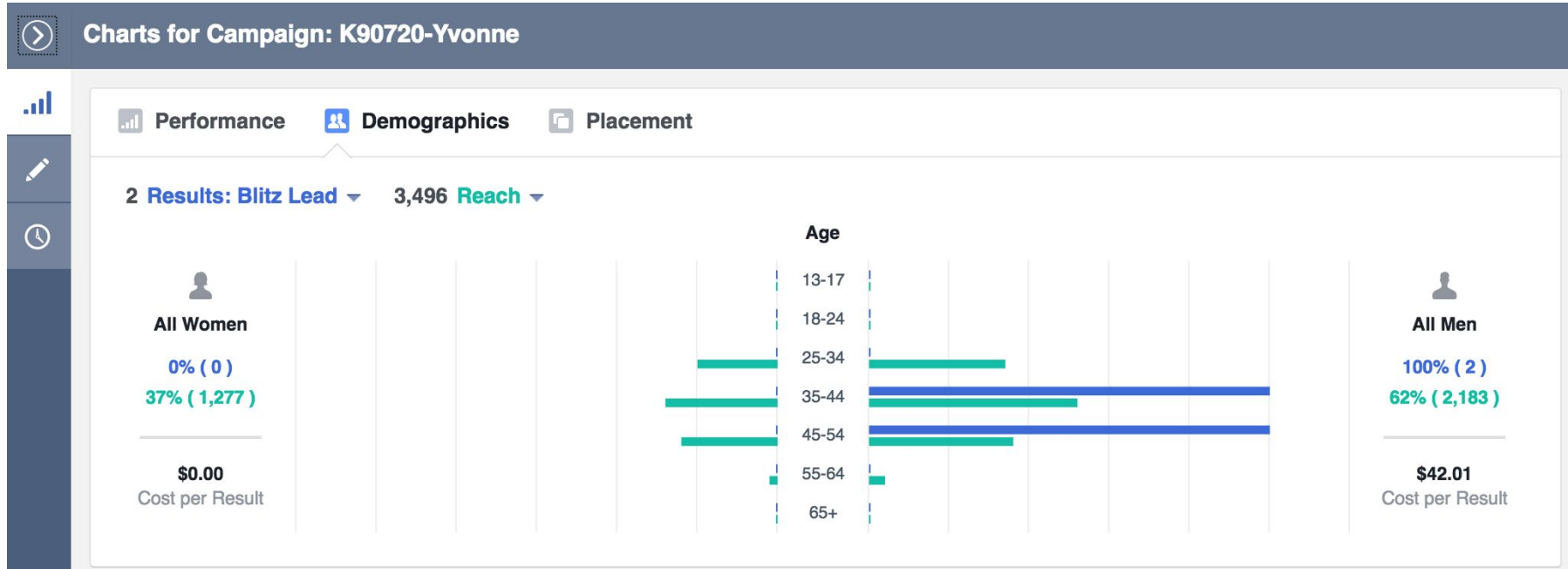
Amount Spent

Custom

2 Results: Blitz Lead \$62.50 Cost per Result 0.05% Result Rate

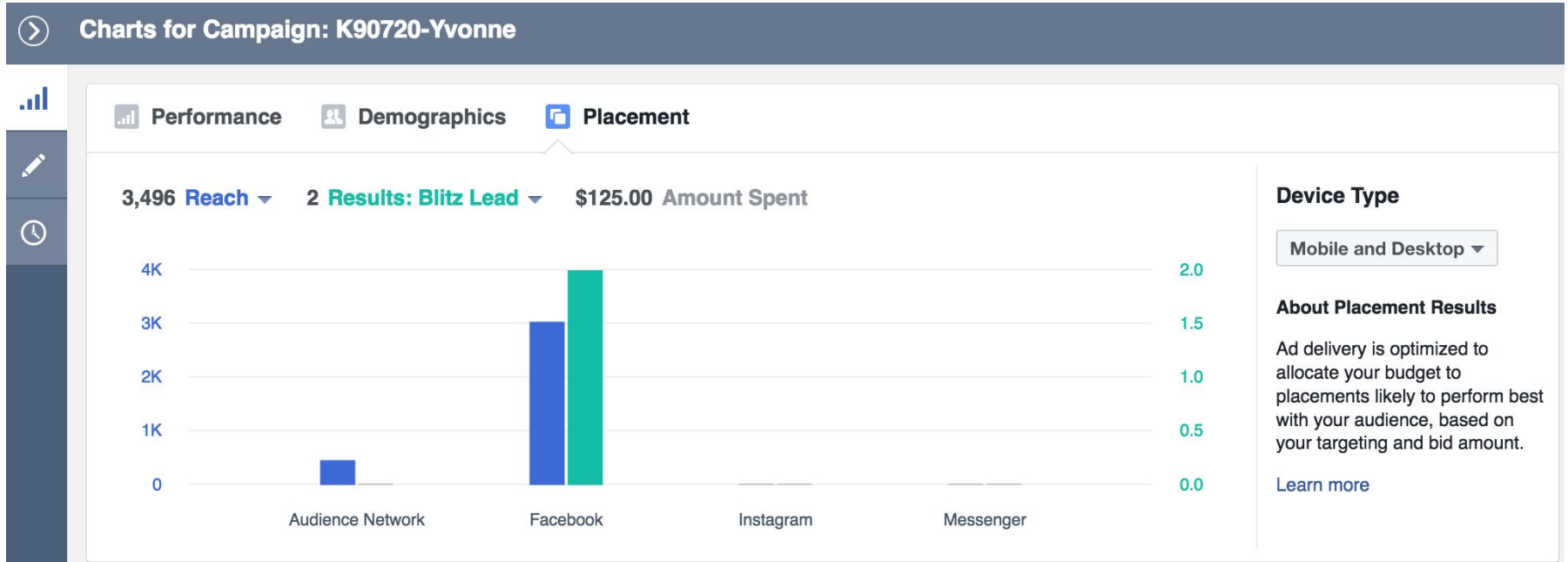


# Campaign Results: Demographics





# Campaign Results: Placement



# Ad Set Data: Performance

Account: Udacity May US

Search

Filters

Lifetime: Jul 5, 2017 – Jul 9, 2017  
Note: Does not include today's data

FILTERS: Campaign Name: K90720-Yvonne x + Save Filter Clear

Account Overview

Campaigns 1 selected x

Ad Sets 1 selected x

Ads 1 selected x

+ Create Ad

Edit

Duplicate Ad...

Preview

Create Rule

More

Columns: Performance

Breakdown

Export

<input checked="" type="checkbox"/>	Ad Name	Delivery	Res...	Reach	C...	Amount Spent	Rel...	Button
<input checked="" type="checkbox"/>	Default name - Conversions	● Not Delivering Ad Set Completed	2 Blitz Lead	3,496	\$62.50 Per Blitz L...	\$125.00	3	
	► Results from 1 Ad		2 Blitz Lead	3,496 People	\$62.50 Per Blitz L...	\$125.00 Total Spent		

# Ad Set Data: Delivery

Account: Udacity May US

Search Filters

Lifetime: Jul 5, 2017 – Jul 9, 2017  
Note: Does not include today's data

FILTERS: Campaign Name contains

Clear

Account Overview

Campaigns 1 selected

Ad Sets 1 selected

Ads 1 selected

+ Create Ad Edit Duplicate Ad... Preview Create Rule More

Columns: Delivery Breakdown Export

	Ad Name	Delivery	Reach	Freq...	Cost per...	Impressi...	CPM (Co...	
<input checked="" type="checkbox"/>	<div><div></div><div>Default name - Conversions</div></div>	<div><div></div><div>Not Delivering</div><div>Ad Set Completed</div></div>	3,496	1.13	\$35.76	3,944	\$31.69	
	▶ Results from 1 Ad ⚠ Loading...		3,496 People	1.13 Per Person	\$35.76 Per 1,000 Pe...	3,944 Total	\$31.69 Per 1,000 Imp...	

# Ad Set Data: Engagement

Account: Udacity May US

Search Filters

Lifetime: Jul 5, 2017 – Jul 9, 2017  
Note: Does not include today's data

FILTERS: Campaign Name contains

Clear

Account Overview


Campaigns 1 selected

Ad Sets 1 selected

Ads 1 selected

+ Create Ad Edit Duplicate Ad... Preview Create Rule More

Columns: Engagement Breakdown Export

	Ad Name	Delivery	People ...	Post Re...	Post Co...	Post Sh...	Link Cli...	Page Li...
<input checked="" type="checkbox"/>	 Default name - Conversions	● Not Delivering Ad Set Completed	858	3	—	1	18	
	▶ Results from 1 Ad ⚠ Loading...		858 People	3 Total	— Total	1 Total	18 Total	

# Ad Set Data: Video (Blitz only)

Account: Udacity May US

Search

Filters

Lifetime: Jul 5, 2017 – Jul 9, 2017  
Note: Does not include today's data

FILTERS: Campaign Name contains

Clear

Account Overview

Campaigns 1 selected

Ad Sets 1 selected

Ads 1 selected

+ Create Ad

Edit

Duplicate Ad...

Preview


Create Rule

More

Columns: Video Engagement

Breakdown

Export

	Ad Name	Delivery	Impress...	3-Seco...	Cost ...	10-Seco...	Cost ...	Reach
<input checked="" type="checkbox"/>	 Default name - Conversions	● Not Delivering Ad Set Completed	3,944	901	\$0.14	296	\$0.42	3,496
	► Results from 1 Ad ⚠ Loading...		3,944 Total	901 Total	\$0.14 Per Action	296 Total	\$0.42 Per Action	3,496 People