



Udacity DMND Program

Google Ads Campaign

Campaign Approach | Marketing Objective

Udacity DMND Program

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.

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 | Keywords

Udacity DMND Program

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	

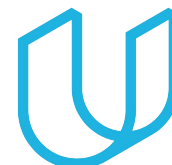
[Full campaign data and analysis](#)



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	

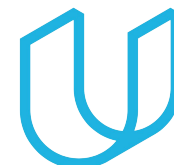
[Full campaign data and analysis](#)



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

[Full campaign data and analysis](#)



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

[Full campaign data and analysis](#)



Campaign Results | Analytics

Udacity DMND Program

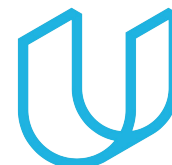
Key Results (Campaign)

Campaign	Cost	Clicks	Impressions	Conversions	CTR	CPC	Conversion Rate	CPA (Syllabus)
Udacity_DMND	\$1,314.00	2,391	111,256	221	2.15%	\$0.55	9.24%	\$5.95

The overall campaign had mixed results when compared to our marketing objectives. In terms of conversions towards downloading a syllabus from the landing page directed by the ad, the campaign met this objective by creating 221 conversions compared to the goal of 200.

In terms of conversion rate, the campaign only achieved a rate of 9.24% compared to the goal of 10.00%. While the CTR was slightly below the [2020 industry average](#), the campaign still generated enough traction to meet our conversion goal. Further optimization within the Ad Groups level would aid in the improvement of the campaign towards meeting the conversion rate goal.

[Full campaign data and analysis](#)



Key Results (Ad Groups)

Ad Group	Cost	Clicks	Impressions	Conversions	CTR	CPC	Conversion Rate	CPA (Syllabus)
Ad Group 1: <i>Interest DMND</i>	\$819.05	1,553	72,497	132	2.14%	\$0.53	8.50%	\$6.20
Ad Group 2: <i>Awareness DMND</i>	\$494.95	838	38,759	89	2.16%	\$0.59	10.62%	\$5.56
Total	\$1,314.00	2391	111256	221	2.15%	\$0.55	9.24%	\$5.95

At the Ad Groups level, it can be noted that Ad Group 1 (our interest level target audience) generated more clicks, more impressions, and more conversions than Ad Group 2 (awareness level target audience).

While at a high level of evaluation this data set seems to point to towards better performance from Ad Group 1, it is important to note that Ad Group 2 actually met our marketing objective in terms of conversion rate (10.62%) and had a 10.37% lower CPA than Ad Group 1.

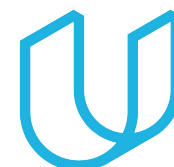
For this reason, further examination is needed to improve upon targeting users who are in the awareness stage as there could be optimized ROI within this group.



Key Results (Ads)

Ad	Cost	Clicks	Impressions	Conversions	CTR	CPC	Conversion Rate	CPA (Syllabus)
<i>Ad Group 1, Ad 1</i>	\$458.25	991	40163	97	2.47%	\$0.46	9.79%	\$4.72
<i>Ad Group 1, Ad 2</i>	\$360.80	562	32334	36	1.74%	\$0.64	6.41%	\$10.02
<i>Ad Group 2, Ad 1</i>	\$335.60	619	28827	72	2.15%	\$0.54	11.63%	\$4.66
<i>Ad Group 2, Ad 2</i>	\$159.35	219	9932	16	2.20%	\$0.73	7.31%	\$9.96

In regards to the specific Ads, both Ad Groups' Ad 2 under performed. Conversion rates for both of these ads were well below the desired 10% and the CPA was concerningly high compared to our conversion value of \$5.00. Focus and attention should be placed immediately on either improving these ads through better headline and description copy, or removal of these ads all together, as no further change will lead to negative results towards ROI.



Key Results (Keywords)

Keyword	Cost	Clicks	Impressions	Conversions	CTR	CPC	Conversion Rate	CPA (Syllabus)
+online marketing +course	\$317.10	534	26,639	65	2.00%	\$0.59	12.17%	\$4.88
+marketing terms	\$140.70	282	9,582	26	2.94%	\$0.50	9.22%	\$5.41
+social media marketing classes	\$82.50	204	16,326	18	1.25%	\$0.40	8.82%	\$4.58

At a less granular level, the best performing keywords in terms of conversions were:

- +Online marketing +course (65 conversions)
- +Marketing terms (26 conversions)
- +Social media marketing classes (18 conversions)
- +Social media marketing (17 conversions)
- +Digital marketing online training (13 conversions)

+Online marketing +course was excluded as best performing due to its high CPA of \$6.48. Although it did have the highest conversion rate of 21.79%, it is part of the segment of keywords that is driving up our overall CPA.

Similarly, +digital marketing online training was excluded as well due to high CPA of \$11.15, and a low conversion rate of 5.91%





Campaign Evaluation

Udacity DMND Program

Campaign Evaluation

- The campaign generated 221 conversions with \$1,314 in total ad spend. This equates to a conversion cost of \$5.95. With a conversion value set at \$5.00 in our campaign approach, this creates a ROI of -\$0.16 ultimately making this campaign ROI-negative. Careful evaluation must be taken at the Ad Group and Keyword level to reduce the negative impact of these efforts.
- Click through rate (CTR), cost per click (CPC), conversion rate, and cost per action/conversion were calculated as relevant KPIs for the campaign, ad group, ad, and keyword levels. [Full campaign data and analysis](#)
- The best three performing keywords were chosen on the basis of number of conversions, the cost associated with these conversions, the conversion rate. When looking at these metrics, each keyword was weighed on performance towards meeting the marketing objectives of achieving 200 conversions, contributing to a campaign conversion rate of 10%, and the effect on campaign ROI by staying at or around \$5.00. For these reasons, the best performing keywords were
 - +online marketing course
 - +marketing terms
 - +social media marketing classes



Campaign Evaluation

- A few keywords within the target list are hypothesized to be highly competitive within Google Ads as noted by their attributed CPC.
 - +social media marketing (CPC of \$1.41)
 - Best website to learn +digital marketing for free (CPC of \$1.15)
 - +digital marketing basic (CPC of \$0.98)
- Examination of these keywords and their relevance/ contributions to the campaign can be further diagnosed. For example, +social media marketing has the highest CPC, and a CPA above our target goal of \$5.00, however it did achieve a 21.79% conversion rate. While the goal is to drive the campaign to become ROI positive, this keyword might be one to keep an eye on despite its higher cost.
- Overall the Udacity_DMND campaign had mixed results, with plenty of room for improvement. As mentioned, the campaign met conversion objective by creating 221 conversions compared to the goal of 200. However, in terms of conversion rate, the campaign only achieved a rate of 9.24% compared to the goal of 10.00%. The true concern lies within the overall ROI, which currently equates to a loss of \$0.16 per conversion.



Campaign Recommendations

Udacity DMND Program

Future Recommendations

#1: Increase budget allocated towards Ad Group #2 (Awareness) while eliminating each Ad Groups' respective Ad #2.

- Ad Group #2 performed better in terms of conversion rate, showing that our audience that is in this stage of their consumer journey are eager to learn more about opportunities available to educate themselves and saw our rubric as a potential answers to their questions.
- By re-allocating the budget to Ad Group #2, we can reach more users that are in the awareness stage and convert at a higher rate with a lower CPA of \$5.56 as compared to \$6.20 for Ad Group #1.
- In regards to specific ads within each Ad Group, both groups saw an underperforming Ad #2. These Ads are not only converting at a lower than desired rate, however are also costing Udacity well over the conversion value of \$5.00, ultimately contributing to the campaign being ROI negative.
 - AdGroup#1 Ad #2 has a conversion rate of 6.41% and a CPA of \$10.02
 - AdGroup#2 Ad #2 has a conversion rate of 7.31% and a CPA of \$9.96



Future Recommendations

#2: Keyword review

- At the keyword level, some high cost/ low reward keywords were examined. It is advised to remove these keywords to open up spending for high performing keywords.
 - Digital marketing learn online has a CPC of \$0.66, a conversion rate of 4.95% and a CPA of \$13.39, while attributing 11 conversions.
 - +Digital marketing online training has a CPC of \$0.66, a conversion rate of 5.91% and a CPA of \$11.15, while attributing 13 conversions
 - +Digital marketing +tutorial basics has a CPC of \$0.51, a conversion rate of 4.17% and a CPA of \$12.30, while attributing 1 conversion.
- In addition to keyword list scrubbing advised above, it is also recommended to look at a few opportunities for keywords that have not been targeted. Through the use of Google Keyword Planner, the following keywords have been identified as suggested targets.
 - Jobs +digital marketing (low competition and 1K-10K monthly searches)
 - Fundamentals +digital marketing (medium competition 1K-10K monthly searches)



Future Recommendations

#3: Conduct A/B Testing through use of Google Experiments

- Utilizing Standard Text Ads, create multiple Ad Copies to best determine which will perform better and optimize ROI.
- To do this, start by determining how the fair test will be conducted by changing one variable at a time. It is recommended for Udacity to first keep descriptions the same and change the headline.

	Awareness Ad A	Awareness Ad B
Headline	Become a Digital Marketer	Learn to become a Digital Marketer online
Description	Take your first steps towards becoming a Digital Marketer! Online beginner Digital Marketing course.	Take your first steps towards becoming a Digital Marketer! Online beginner Digital Marketing course.

- Run test for set period of time, and once this test is completed, we can take the results and utilized the better performing headline and now test the description.
- Analyze CTR to help drive up Quality Score.
- Place major emphasis on conversion rate, allowing Udacity to see things through a user's point a view. Ensure that the ad matches content to the search.

