



UDACITY

Udacity DMND Program

Display Ads Report

Assumptions/ Calculations

Marketing Objective: The marketing objective of the campaign is to increase the number of students signing up for the Digital Marketing Nanodegree by 2 sign ups over the course of 3 weeks.

Revenue: \$999 per new student sign up

Profit Margin: 30%

Profit: \$299 per new student sign up.

Campaign Goals: The campaigns are structured to aggressively grow the program while being strategic with ad spend, ultimately optimizing ROI.

Conversion Assumption: 0.2% conversion via landing page

Calculating New Student Sign Ups:

of clicks to the landing page * 0.002 = # of new students sign ups (rounded whole)

Cost Per Acquisition (CPA):

Cost of Campaign / # of new student sign ups = CPA

Return on Investment (ROI):

[(Profit) - CPA] * # of new student sign ups = ROI



Display Campaign: Affinity Audience

Udacity DMND Program

Display Image Campaign: Affinity Audiences

The Affinity Audience consisted of Business Professionals + Social Media Enthusiasts.

INVEST IN YOUR FUTURE
udacity.com/digital-marketing

BECOME A DIGITAL MARKETER

Launch Your New Career

This course is designed for students like you, who have a passion for digital marketing

<input type="checkbox"/>	<input checked="" type="radio"/> Ad group ↑	Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type	Active bid adj
<input type="checkbox"/>	<input checked="" type="radio"/> Affinity Audience	Campaign ended	\$3.00 (enhanced)	--	1,243	200,957	0.62%	\$0.36	\$448.95	Display	None



Results:

Campaign	Clicks	Impressions	CTR	Avg CPC
DMND Affinity Audience: Business Professionals + Social Media Enthusiasts	1,243	200,957	0.62%	\$0.36
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$448.95	0.20%	2	\$224.48	\$149.05

The Affinity Audience campaign targeting Business Professionals and Social Media Enthusiasts achieved the most number of clicks (1,243), impressions (200,957) and had the highest CTR (0.62%). The campaign also had the second lowest average CPC (\$0.36).

The Affinity Audience campaign generated the most number of new students (approximately 2) with the lowest CPA (\$224.48) and the highest ROI (\$149.05). The campaign being ROI positive is in line with our campaign goals, and our overall marketing objective.



Campaign Recommendations:

While the Affinity Audience campaign resulted in an ROI Positive action, there is still room for optimization.

Suggestion 1: While the Affinity Audiences “Business Professionals” and “Social Media Enthusiasts” did narrow down the scope, more proper targeting could be achieved through in market categories.

- /education/post secondary education/business education
- /employment/sales & marketing jobs
- /business services/advertising & marketing services

Targeting in this manner could provide an audience that is more in tune with the offering, thus increasing the CTR associated with the campaign.

Suggestion 2: Keeping in mind the target persona that the campaign is intended to reach, research and analyzation of demographics should be reflected in the ad creative. Changing the image to match ethnicity and age of our target persona would allow for a more relatable display ad, and more enticing to take action. Color scheme of ad should also reflect the Udacity brand. The purple should be replaced with light blue, black or white.

Suggestion 3: The creative copy in the headline, description and the ad creative should be adjusted to not distract the user from the message. “Become a Digital Marketer” and “Launch your New Career” resonate well, however “Invest in Your Future” does not directly call the user to action and should be removed/ replaced with dynamic Udacity logo.

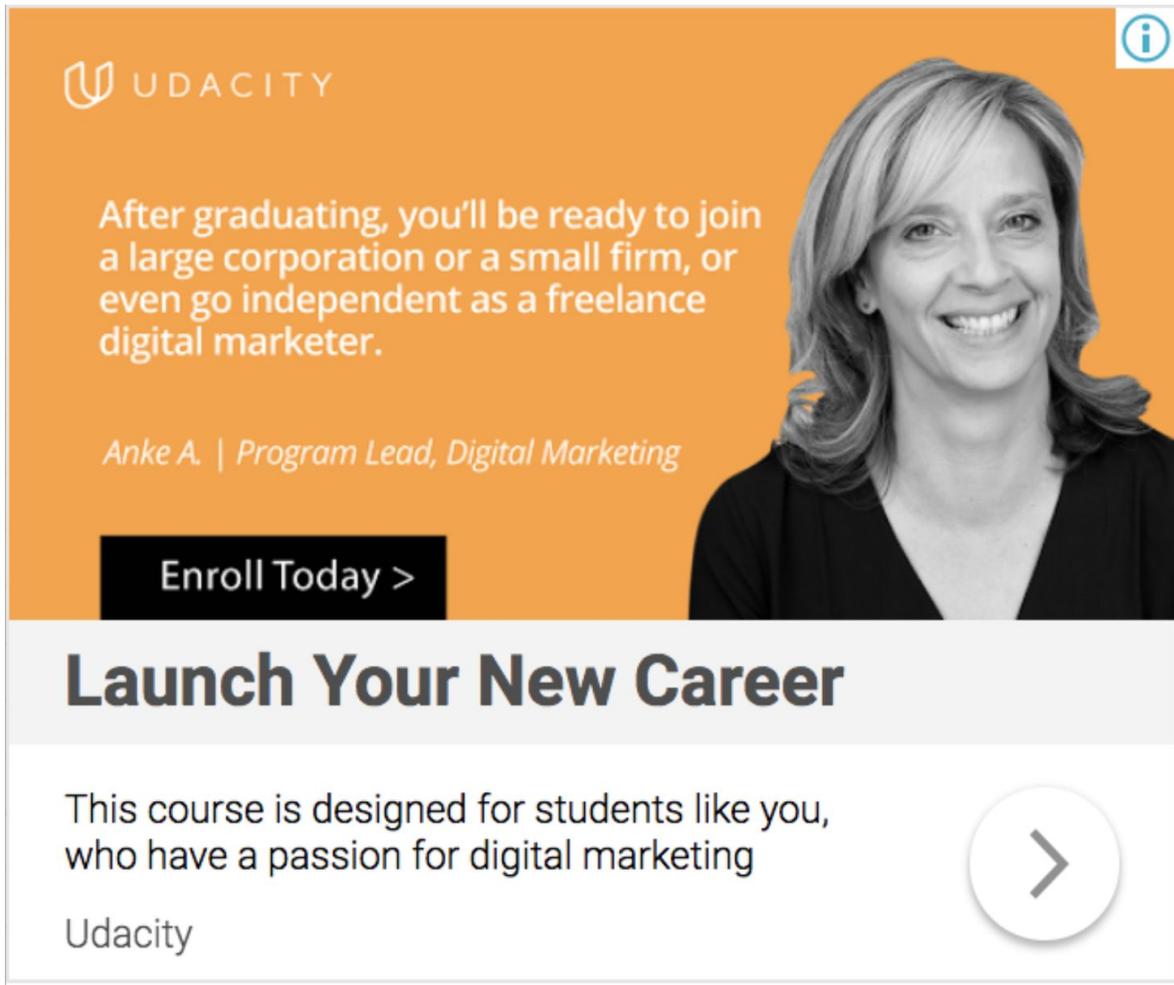


Display Campaign: Site Targeting

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Display Image Campaign: Site Targeting

Audience consists of users targeted for visiting the DMND partners' landing pages.



The advertisement features an orange background with the Udacity logo in the top left. A woman, Anke A., is shown on the right side, smiling. The text reads: "After graduating, you'll be ready to join a large corporation or a small firm, or even go independent as a freelance digital marketer." Below this, it says "Anke A. | Program Lead, Digital Marketing" and "Enroll Today >". At the bottom, there is a white banner with the text "Launch Your New Career", "This course is designed for students like you, who have a passion for digital marketing", and the Udacity logo. A large right-pointing arrow is also present in the bottom right corner of the banner.

Ad group ↑	Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type	Active bid adj
Site Targeting	Campaign ended	\$5.00 (enhanced)	–	407	67,833	.6%	\$0.57	\$231.99	Display	None



Results:

Campaign	Clicks	Impressions	CTR	Avg CPC
DMND Site Targeting: DMND Partner Sites	407	67,833	0.60%	\$0.57
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$231.99	0.20%	1	\$231.99	\$67.01

The Site Targeting campaign targeting DMND Partner Sites achieved the least number of clicks (407), impressions (67,833) and had the lowest CTR (0.60%). Furthermore, this campaign had a considerably higher average CPC (\$0.57) compared to the other two campaigns.

The Site Targeting campaign generated approximately 1 new student with the second highest CPA (\$231.99) and the second lowest ROI (\$67.01). The campaign being ROI positive is in line with our campaign goals, and our overall marketing objective.



Campaign Recommendations:

While the Site Targeting campaign resulted in an ROI Positive action, there is still room for optimization.

Suggestion 1: The users are early in their consumer journey and are just now learning about the offering through a partner site. Having a call to action of “Enroll Now” is most likely a bit too forward and users are going to be hesitant to click on something that they don’t know much about. Changing the CTA to read “Learn More” might resonate better.

Suggestion 2: Similarly to the Affinity Campaign, it is important to keep in mind the target persona that the campaign is intended to reach. The instructor ad creative does not represent our audience. And should be replaced with a student that matches the ethnicity and age of our target persona. Color scheme of ad should also reflect the Udacity brand. The purple should be replaced with light blue, black or white.

Suggestion 3: The testimonials could be presented in video form or in a rich media manner. This would allow for the users to become more engaged with the message and continue to draw the attention from the partner site towards the DMND landing page.

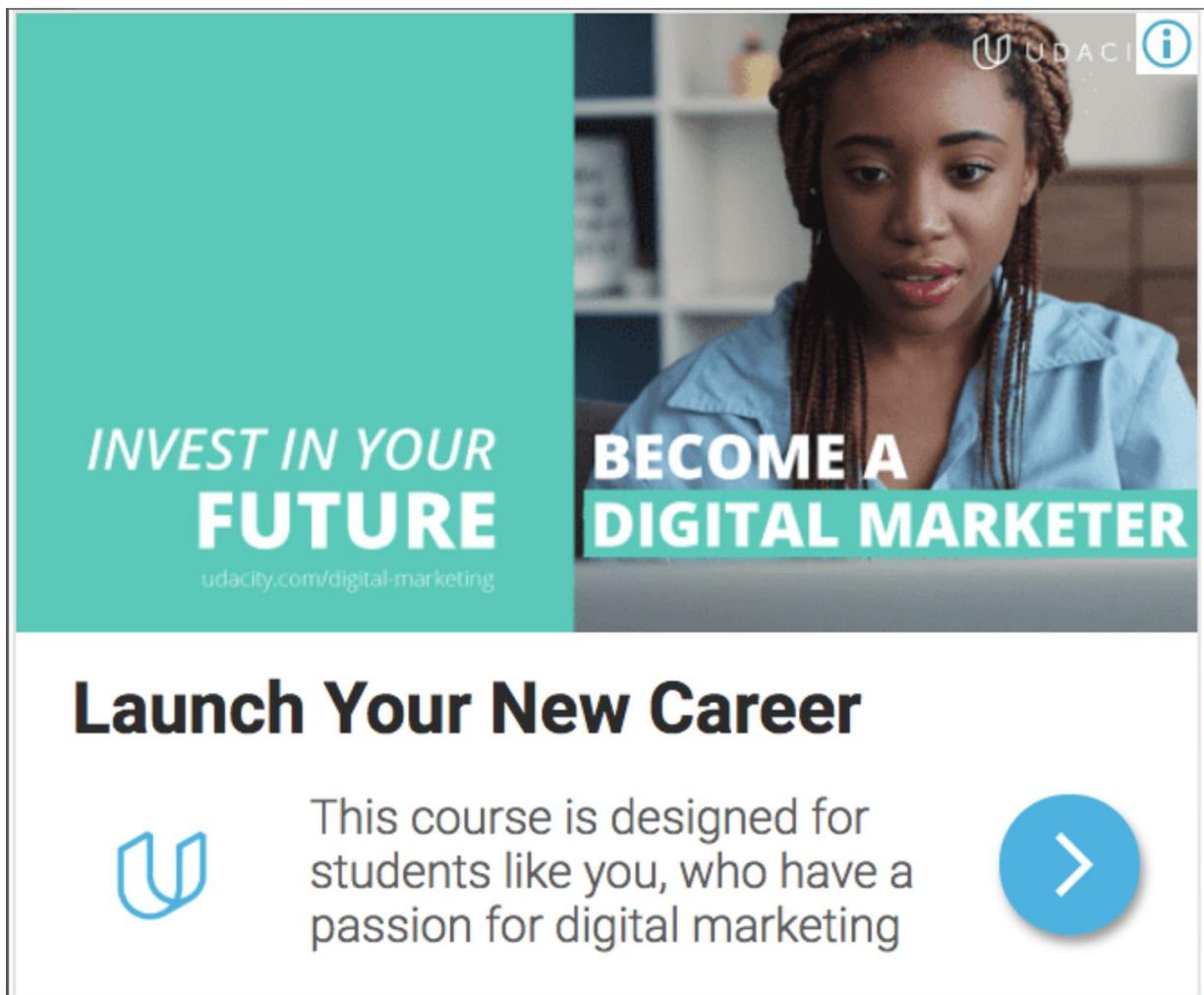


Display Campaign: Retargeting

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Display Image Campaign: Retargeting

Campaign set to retarget returning visitors to the DMND landing page that did not originally convert.



<input type="checkbox"/>	<input type="radio"/>	Ad group ↑	Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type
<input type="checkbox"/>	<input checked="" type="radio"/>	Remarketing	Campaign ended	\$3.00 (enhanced)	--	670	109,994	.61%	\$0.35	\$234.50	Display



Results:

Campaign	Clicks	Impressions	CTR	Avg CPC
DMND Retargeting: DMND Page Returning Visitors (non-convert)	670	109,994	0.61%	\$0.35
Cost	Conversion Rate	# New Students	CPA	ROI +/-
\$234.50	0.20%	1	\$234.50	\$64.50

The Retargeting campaign targeting returning visitors to the DMND Page achieved the second most number of clicks (670), impressions (109,994) and had the second highest CTR (0.61%). This campaign also has the lowest average CPC (\$0.35).

The Retargeting campaign generated approximately 1 new student with the highest CPA (\$231.99) and the lowest ROI (\$67.01). The campaign being ROI positive is in line with our campaign goals, and our overall marketing objective.



Campaign Recommendations:

While the Retargeting campaign resulted in an ROI Positive action, there is still room for optimization.

Suggestion 1: Highlight promotional content offering. Since these users are aware of the service provided but chose not to convert, enticing them by offering an exclusive discount could increase conversion.

Suggestion 2: Ad creative could be A/B tested between target persona student (as currently shown) and a business professional that matches the target personas demographics. This subtle change in ad creative could encourage sign ups by showing the potential product of investing in their future.



Color scheme of ad should also reflect the Udacity brand. The purple should be replaced with light blue, black or white.

Suggestion 3: The creative copy in the description can be edited to better move the user through their journey. They already are aware of the course and that it is designed for students like them.

"Invest in your future and enroll in the Digital Marketing Nanodegree Program today."



Analysis | Recommendations

Udacity DMND Program

Comparative Analysis:

Campaign	Clicks	Impressions	CTR	Avg CPC	Cost	Conversion Rate	# New Students	CPA	ROI
Affinity	1243	200,957	0.62%	\$ 0.36	\$ 448.95	0.20%	2	\$ 224.48	\$ 149.05
Site Targeting	407	67,833	0.60%	\$ 0.57	\$ 231.99	0.20%	1	\$ 231.99	\$ 67.01
Retargeting	670	109,994	0.61%	\$ 0.35	\$ 234.50	0.20%	1	\$ 234.50	\$ 64.50

Keeping in mind our marketing objective of increasing enrollment by 2 new student sign ups per campaign, the only campaign that met this objective is the Affinity Audience Campaign.

In comparison, the Affinity Audience Campaign also performed the best in terms of clicks, impressions, CTR, conversions, CPA and ROI.

In terms of CPC, the affinity audience slightly underperformed comparatively to the Retargeting campaign, however the CPC was well under the industry benchmark of \$0.47 noted by [WordStream in 2021](#)

Overall, the Affinity Audience campaign performed and should be further tested for optimization.



Recommendations for future campaigns

- Shift/ blend focus from solely utilizing affinity groups towards the inclusion of in-market categories. This will allow for better segmentation and the ability to provide more relevant ads. Some in-market categories to consider include Advertising & Marketing Services, SEO & SEM Services, Sales & Marketing Jobs.
- To improve the results achieved from the Retargeting Campaign, provide financial incentive that would cause this group to continue their journey towards conversion.
- For each campaign, A/B Tests could be set up with a singular focus, Starting with the ad creative. Since this is a strong differentiator when it comes to Display, finding the images that resonate the most with our audience is critical towards driving conversions.
- No changes to landing page at this time as it currently is highlighting promotion, timeliness and provides enough content to move from awareness to interest as well as interest to action.

