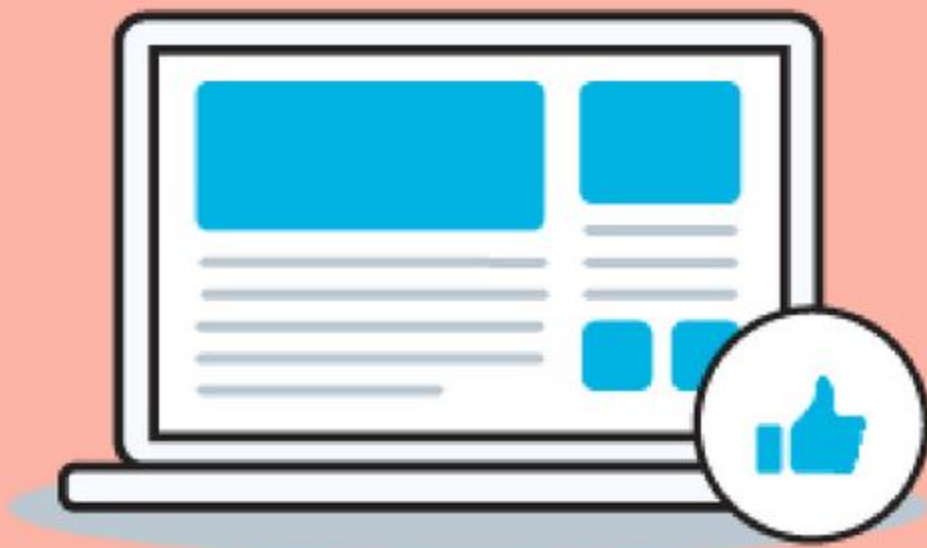# Project 6
Evaluate a Display Campaign

Project Summary

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Summary: In this project, I **evaluated three Display Image Campaigns** run by Udacity, **calculated ROI** for each of them and **provided recommendations** to optimize them.

Results: The best performing campaign was the campaign targeting the Affinity Audience. It had the largest number of clicks (1243 vs 407 for the second and 670 for the third campaign) which translated into larger number of student's sign-ups (2 vs 1 and 1). Its ROI was positive and higher than other campaigns (33% vs 29% and 27.5%).

Details on slides that follow:

1. Assumptions & Formulas for reference
2. Results, Performance Evaluation and Recommendations for:
    a. Campaign 1 - Affinity Audience
    b. Campaign 2 - Site Targeting
    c. Campaign 3 - Retargeting
3. Final Conclusions on the best campaign
4. Recommendations for future campaigns

Assumptions

Marketing Objective: You are running an advertising campaign with the goal of signing up students for the Digital Marketing Nanodegree

Cost: The cost of the degree is $999

Profit: For the purpose of this assignment, assume a profit margin of 30%, meaning that Udacity makes $299 in profit per student that signs up.

Campaigns: We want to aggressively grow the program, but, we want to do it without losing money. We ran two different advertising campaigns. One was a display advertising campaign, one a video advertising campaign.

Formulas:

Conversion Assumption: 0.2% Conversion via Landing page

Calculating #of Sign Ups: Clicks to the landing page *0.002 = # of Student Sign Ups

Note: rounded to the nearest whole number

CPA: Cost of Campaign/# sign ups = CPA

Note: rounded to the nearest cent

ROI: [(299 Profit) - CPA] * # of Student Sign Ups = ROI

Part 1

Evaluate a Display

Image Campaign

Display Image Campaign:
Overall Results

Find below the overall results of the Display Image Campaign targeting the Affinity Audience. The Affinity Audience consisted of Business Professionals Social Media Enthusiasts.

Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC
Campaign ended	$3.00 (enhanced)	--	1,243	200,957	0.62%	$0.36

Results:
Calculate the ROI

Campaign had positive ROI of $149.05

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	1,243	200,957	0.62%	$0.36
Cost	Conversion Rate	# New Students	CPA	ROI +/-
$448.95	0.2%	2	$224.48	+$149.05

How would you optimize this campaign?

Suggestion 1: change of Ad Copy's headline

The campaign was targeted at "Business Professionals Social Media Enthusiasts". Even though these could include working professionals, the Ad Copy appealed to people that want to "Launch a New Career". Alternatively, rephrase the headline as "Get In-demand Skills" or similar that would better suit for those already employed who are not considering career transitioning.

Suggestion 2: narrow targeting group at Ad Group level

Ad Copy shows a male student which might be not appealing for female students. Try narrowing demographics to age and gender as shown in the Ad Creative (18-24 age and male)
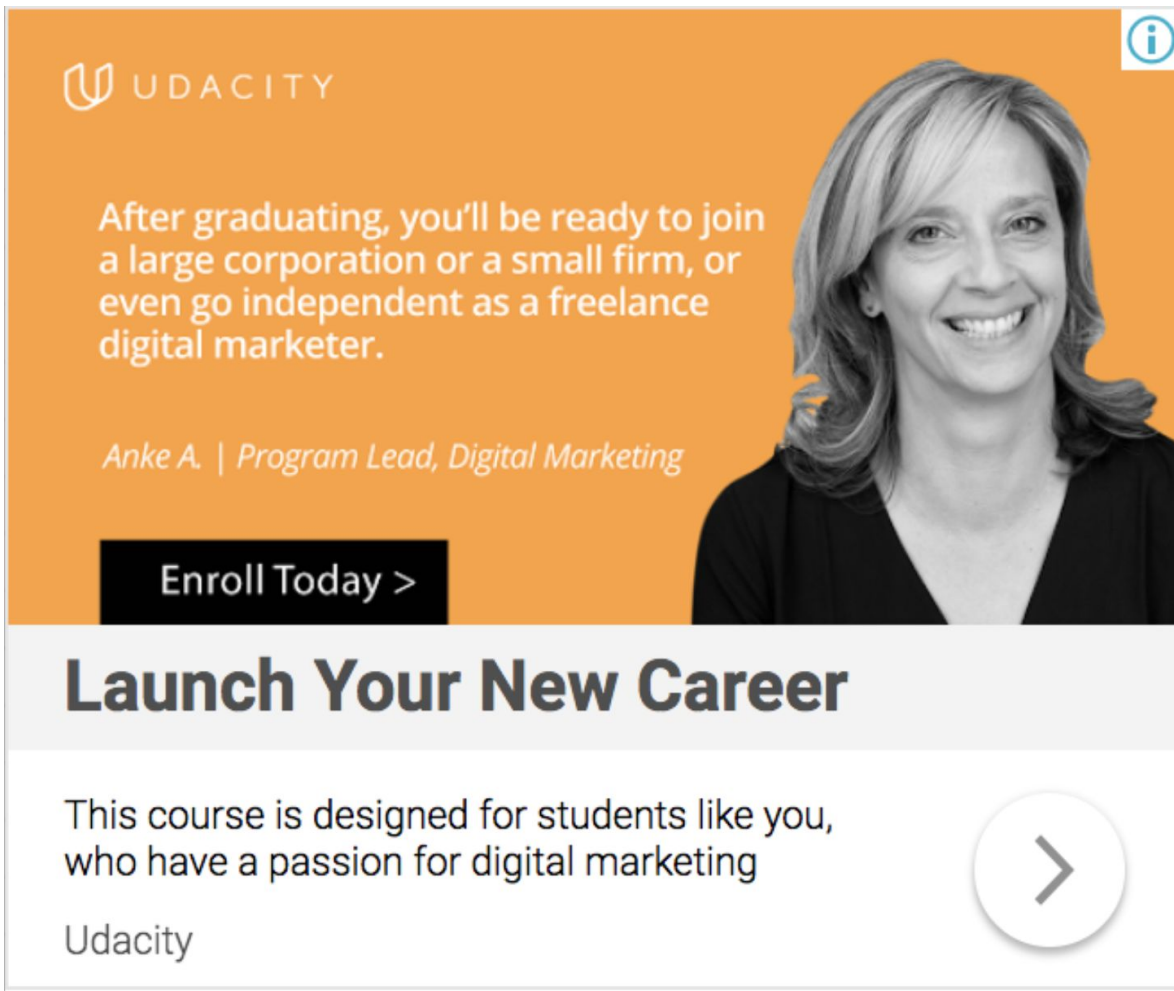
Suggestion 3: change Affinity Audience

Try targeting other audience than "Business Professionals Social Media Enthusiasts", maybe with broader interests in "Digital Marketing" and in-market status "Employment".

Part 2

Evaluate a Display

Image Campaign

Display Image Campaign:
Site Targeting

Find below the overall results of the Display Image Campaign targeting placements (site targeting). This audience consists of the Digital Marketing partners' landing pages.

us	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type
mpaign ed	$5.00 (enhanced)	--	407	67,833	.6%	$0.57	$231.99	Display

Results: Calculate the ROI

Campaign had positive, but relatively low ROI of $67.01

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	407	67833	0.6%	$0.57

Cost	Conversion Rate	# New Students	CPA	ROI +/-
$231.99	0.2%	1	$231.99	+$67.01

How would you optimize this campaign?

Suggestion 1: change Ad Copy (quotation)

The quotation is really long and takes up a lot of space. Try shorten it so that it can be skimmed through within 1 sec. Maybe try some statistics about the job market in digital marketing instead.

Suggestion 2: A/B test colors

The combination of orange and grey/black colors is although attention grabbing, but might not be appealing to a lot of people. Try calmer colors that are aligned with the landing page.
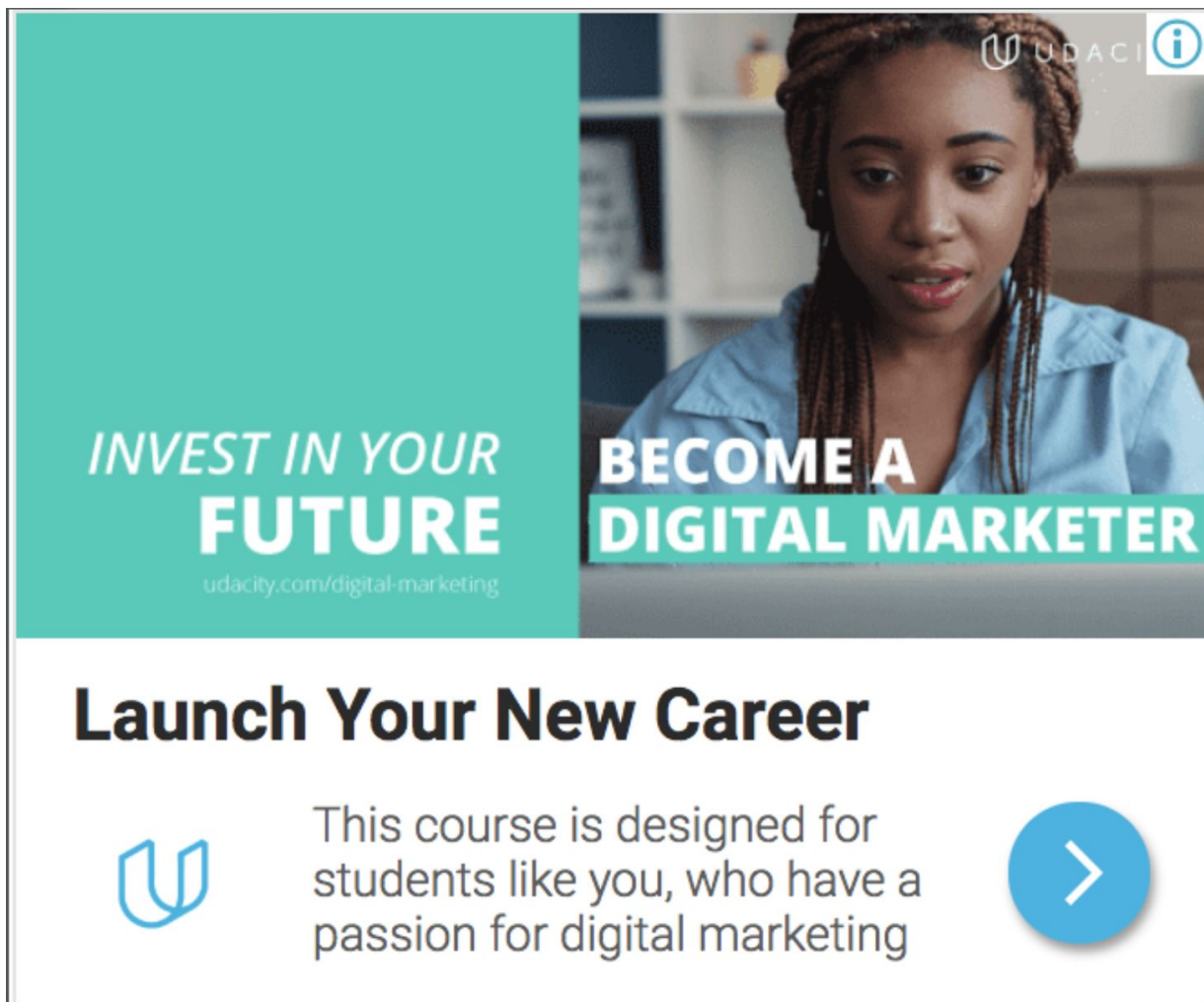
Suggestion 3: change Ad Copy (description)

Appealing to students in the description part of Ad Copy is at odds with the image and long quotation from the expert. To make it more aligned, try changing the description to include something like "Taught by industry professionals".

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Part 3

Evaluate a Display

Image Campaign

Display Image Campaign: Overall Results

Review below the overall results of the Display Image Campaign targeting visitors to the Digital Marketing Nanodegree Program landing page

		Ad group ↑	Status	Default max. CPC	Ad rotation	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type
☐	⏸	Remarketing	Campaign ended	$3.00 (enhanced)	--	670	109,994	.61%	$0.35	$234.50	Display

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Results: Calculate the ROI

Campaign had positive, but relatively low ROI of $64.50

Creative	Clicks	Impressions	CTR	Avg CPC
Campaign Results	670	109994	0.61%	$0.35

Cost	Conversion Rate	# New Students	CPA	ROI +/-
$234.50	0.2%	1	$234.50	+$64.50

How would you optimize this campaign?

Suggestion 1: change Ad Copy

Because this is remarketing campaign, we know that user is aware of the program and therefore are further down the customer journey. Yet the Ad Copy is better suited for awareness stage. Try including call to action for this audience - "Enroll today to become a Digital Marketer".

Suggestion 2: A/B test Ad Creatives

Try impersonalized image as alternative to an image of female student that might appeal to larger audience.

Suggestion 3: A/B test colors

The combination of green and light blue colors might not encourage for enrollment. Maybe try different color scheme that is associated with action - red/orange/etc.

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Part 4

Results, Analysis, and

Recommendations

Which campaign performed the best? Why?

The best performing campaign among the three presented above was the **campaign targeting the Affinity Audience**. It had the largest number of clicks (1243 vs 407 for the second and 670 for the third campaign) which translated into larger number of student's sign-ups (2 vs 1 and 1). Its ROI was positive and twice as much as ROI of other campaigns ($149.05 vs $67.02 and $64.50).

Recommendations for future campaigns

Imagine you had additional budget, given your campaign evaluation, how would you use it?

- Because the first campaign with Affinity Audience performed the best, I would try to optimize it further and stop/pause other campaigns
- Beyond implementing the suggestions formulated for this campaign on slide 7 (changing Ad Copy headline, narrowing targeting group, changing Affinity Audience), I would also A/B test colors and align them with the landing page to create a holistic approach and smooth transition from ad to product.
- I would also create new Ads with Ad Creatives that do not show people (impersonalized images about digital marketing) and check how they work in A/B test
- I would also check data from Google Analytics to understand my target audience better especially those that converted from my ads and try to base my future ads on this information.

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