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# Project 5: Run an AdWords Campaign (Part 2)

## Campaign Evaluation



# Campaign Approach

Description, Marketing Objective & KPI

# My Approach

My AdWords campaign is for this free course:

Course: Front End Frameworks

Landing Page: <https://www.udacity.com/course/front-end-frameworks--ud894>

Location: India

For this assignment, I created two ad groups with each ad group containing two ads. My choice of keywords focused on the technologies of the course, the fact that it is for web development and that it is a free online course. My copy for the ads focused on those strategies as well. The first ad I set-up, I have the url as [www.udacity.com/course](http://www.udacity.com/course). The second ad I set-up, I used [udacity.com/course/web-developer](http://udacity.com/course/web-developer) and [udacity.com/course/web-development](http://udacity.com/course/web-development) as the url. The second ad set is also using more general wording in the ad copy and less on specifics of technologies taught.

# Marketing Objective & KPI

The marketing objective of this AdWords campaign is to showcase a free course at Udacity. These ads will be used to create leads to the free course landing page so potential students can find out more about the course on the webpage.

The primary KPI will be the number of course sign-ups. Ten new students is the goal. The campaign will assume a conversion value of \$60 per new student. The project assumes a conversion rate of 5% so the default bid is \$3. This campaign will run for five days.



# Ad Groups

Ads and Keywords

# Ad Group 1 & Keyword List

New text ad

Final URL  
https://www.udacity.com/course/front-end-frameworks-ud8

Headline 1  
Become a Front End Developer

Headline 2  
Take this free class today

Display path  
www.udacity.com / course / Path 2

Description  
Learn how to build Single Page Applications in various Front End Frameworks!

Ad URL options

DONE CANCEL

New text ad

Final URL  
https://www.udacity.com

Headline 1  
Free online class

Headline 2  
Become a Front End Developer

Display path  
www.udacity.com / course / Path 2

Description  
Learn Backbone, Angular, Ember!

Ad URL options

DONE CANCEL

Keyword List: angularjs tutorial, react js tutorial, online web development courses, css framework, online training courses, online courses app, javascript libraries, learn angular 2, online course websites, front end technologies, website design courses, learn react, learn react js, angular developer, free online certifications, free online web design courses, online web design courses, website development course, angularjs training, angular website, front end developer skills, learn javascript, web designing course, learn angularjs, front end developer

# Ad Group 2 & Keyword List

The image displays two side-by-side screenshots of the Google Ads editor interface, showing the configuration and mobile preview for two different text ads.

**Left Screenshot (Ad 1):**

- Final URL:** <https://www.udacity.com>
- Headline 1:** Free online course
- Headline 2:** Become a web developer
- Display path:** udacity.com / course / web-development
- Description:** Take your first step towards a new career as a Front-End Web Developer
- Mobile Preview:** Shows the ad with headline "Free online course - Become a web developer" and a link to "udacity.com/course/web-development". The description text is truncated to "Take your first step towards a new career as a Front-End Web Developer".

**Right Screenshot (Ad 2):**

- Final URL:** <https://www.udacity.com>
- Headline 1:** Jumpstart your career
- Headline 2:** Free web development class
- Display path:** udacity.com / course / web-developer
- Description:** Become a front end web developer. Take a free course in front end frameworks.
- Mobile Preview:** Shows the ad with headline "Jumpstart your career - Free web development class" and a link to "udacity.com/course/web-developer". The description text is truncated to "Become a front end web developer. Take a free course in front end frameworks."

Keyword List: app design course, javascript course, angularjs training, web development training, free online learning, js frameworks, learn javascript online, web app development, free online it courses, google online courses, html online course, class app, web design classes, web development courses online free, angularjs course, front end frameworks, front end languages, online learning classes, website development course, ui framework, angularjs online training, front end technologies list, online courses app, online training websites, full stack developer course





# Campaign Evaluation

Results, Analysis and Recommendations

# Key Campaign Results (Campaign & Ad Groups)

Ad Group	Max. CPC Bid	Impr.	Clicks	CTR	Avg. Cost per Click	Conversions	CR	Cost per Conversion	Cost
<i>Ad Group 1</i>	\$3	684	27	3.95%	\$0.78	1	3.70%	\$21	\$21
<i>Ad Group 2</i>	\$3	1344	70	5.21%	\$0.56	0	0%	0	\$39
<b>Total</b>		<b>2028</b>	<b>97</b>	<b>4.78%</b>	<b>\$0.62</b>	<b>1</b>	<b>3.70%</b>	<b>\$21</b>	<b>\$60</b>

# Key Campaign Results (Ads)

Ad	Clicks	CTR	Avg. Cost per Click	Conversions	CR	Cost per Conversion
<i>Ad Group 1, Ad 1</i>	5	1.88%	\$0.77	0	0%	\$0
<i>Ad Group 1, Ad 2</i>	22	5.26%	\$0.78	1	4.55%	\$17.13
<i>Ad Group 2, Ad 1</i>	60	5.48%	\$0.54	0	0	0
<i>Ad Group 2, Ad 2</i>	10	4.02%	\$0.69	0	0	0

# Key Campaign Results (Keywords)

Here are the three keywords I consider to be the most successful based on my marketing objective.

Keyword	Clicks	CTR	Avg. Cost per Click	Conversions	CR	Cost per Conversion
<i>online course websites</i>	2	7.14%	\$1.82	1	50%	\$3.64
<i>free online IT classes</i>	27	9.41%	\$0.34	0	0	0
<i>online learning classes</i>	29	4.72%	\$0.48	0	0	0

# Campaign Evaluation

- I feel my campaign result did not have a positive ROI. I only had one conversion which missed my marketing objective of ten new students signing up and a conversion rate of 5%.
- Since I only had one conversion, my conversion rate was much lower than I thought I would have. My campaign ran from January 2nd - January 7th and I did see on Slack that the AdWords pixel for the Udacity DMND account had been inactive (not sure what dates that occurred). Since my only conversion was on January 2nd (the first day of my campaign), my campaign might have been affected by this technical issue.
- My average cost per click for the entire campaign was \$0.62. I maxed out my CPC bid of \$60.

# Campaign Evaluation

- The ad group with the highest click rate contained the phrase "Free online course". In addition, in looking over my keywords that had the highest click rate, "free" and "online learning" had higher clicks than more specific keywords. When setting up the campaign, I thought that more specific keywords that referred to technical skills like "javascript course" would get higher click rates, but with my campaign that was not the case.
- In looking over my results I can't tell which keywords were subject to higher competition in AdWords. Initially I thought that the more generic keywords that did well for me like "free online IT classes" would be more competitive than some of my other keywords.
- The keywords that performed best for me were keywords that were more general as discussed above. Perhaps people that were searching were not really sure what types of classes they wanted to take. It appears they were only seeking information for free online classes. Basically they were "looker" clicks.

# Recommendations for future campaigns

- If I had an additional budget, I would definitely use different keywords. I think I would set-up an A/B test with one being more basic keywords about online learning, free classes etc. and the other with more technical skillset words like Backbone, Angular, Ember and Front End Frameworks.
- Making changes to the landing page might make sense. There is a lot of information on the page and the "start free course" button can get lost. As discussed above, I am also not sure if my low conversion rate was due to the AdWords pixel technical issue or not.



# Appendix

Screenshots for Reference

# Ad Groups

☰ Ad group status: All but removed

<input type="checkbox"/>	●	Ad group ↑	Status	Default max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type	Active bid adj
<input type="checkbox"/>	●	Ad group 1	Campaign ended	\$3.00 (enhanced)	27	684	3.95%	\$0.78	\$21.00	Standard	None
<input type="checkbox"/>	●	Ad group 2	Campaign ended	\$3.00 (enhanced)	70	1,344	5.21%	\$0.56	\$39.00	Standard	None
Total: Ad groups					97	2,028	4.78%	\$0.62	\$60.00		
Total: Campaign					97	2,028	4.78%	\$0.62	\$60.00		

# Ads

<input type="checkbox"/>	●	Ad	Status	Ad group	Ad type	Clicks	↓ Impr.	CTR	Avg. CPC	Cost	Conversions
<input type="checkbox"/>	●	<a href="#">Free online course</a> Become a web developer <a href="https://udacity.com/course/web-development">udacity.com/course/web-development</a> Take your first step towards a new career as a Front-End Web Developer	Campaign ended	Ad group 2	Expanded text ad	60	1,095	5.48%	\$0.54	\$32.14	0.00
<input type="checkbox"/>	●	<a href="#">Free online class</a> Become a Front End Developer <a href="https://www.udacity.com/course">www.udacity.com/course</a> Learn Backbone, Angular, Ember!	Campaign ended	Ad group 1	Expanded text ad	22	418	5.26%	\$0.78	\$17.13	1.00
<input type="checkbox"/>	●	<a href="#">Become a Front End Developer</a> Take this free class today <a href="https://www.udacity.com/course">www.udacity.com/course</a> Learn how to build Single Page Applications in various Front End Frameworks!	Campaign ended	Ad group 1	Expanded text ad	5	266	1.88%	\$0.77	\$3.87	0.00
<input type="checkbox"/>	●	<a href="#">Jumpstart your career</a> Free web development class <a href="https://udacity.com/course/web-developer">udacity.com/course/web-developer</a> Become a front end web developer. Take a free course in front end frameworks.	Campaign ended	Ad group 2	Expanded text ad	10	249	4.02%	\$0.69	\$6.86	0.00
Total: All but removed ads						97	2,028	4.78%	\$0.62	\$60.00	1.00
Total: Campaign						97	2,028	4.78%	\$0.62	\$60.00	1.00

# Keywords

Keyword status: All but removed

<input type="checkbox"/>	<input type="radio"/>	Keyword	Ad group	Status	Max. CPC	Policy details	Final URL	↓ Clicks	Impr.	CTR	Avg. CPC	Cost
Total: All but removed keywords								97	2,028	4.78%	\$0.62	\$60.00
<input checked="" type="checkbox"/>	<input checked="" type="radio"/>	online learning classes	Ad group 2	Campaign ended	\$3.00 (enhance)	Approved	—	29	615	4.72%	\$0.48	\$14.02
<input checked="" type="checkbox"/>	<input checked="" type="radio"/>	free online it courses	Ad group 2	Campaign ended	\$3.00 (enhance)	Approved	—	27	287	9.41%	\$0.34	\$9.22
<input checked="" type="checkbox"/>	<input checked="" type="radio"/>	online course websites	Ad group 1	Campaign ended	\$3.00 (enhance)	Approved	—	2	28	7.14%	\$1.82	\$3.64