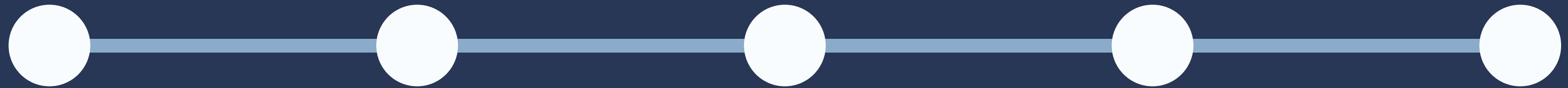


RUN AN ADWORDS CAMPAIGN

PROJECT - 7

ABOUT THE CAMPAIGN



COURSE - TECHNICAL INTERVIEW

LOCATION - INDIA

CAMPAIGN BUDGET - \$50

DAILY BUDGET - \$10

MARKETING OBJECTIVE



The marketing objective is to generate 30 leads by making people enroll in the free course in the month of February (date : 24-28) with a total budget of \$50 and daily budget of \$10.

KEY PERFORMANCE INDICATOR



Number of people enrolled in the free course in 5 days through the Adwords campaign.

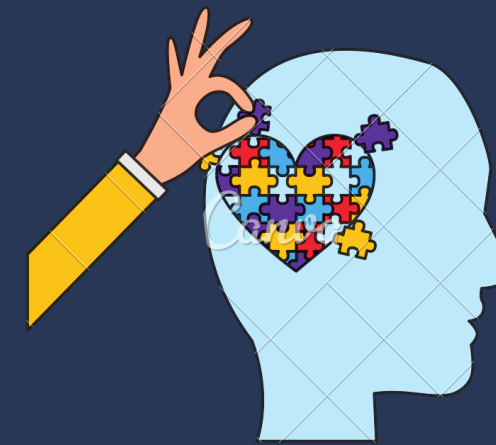
CAMPAIGN APPROACH



I have created two ad groups - Awareness and Interest, both of which consist of two ads. In the awareness stage, the customer is not actively looking for a Technical Interview course, so I have chosen non-branded keywords that are closely related to the course Data Structures and Algorithms in Python such as Data structure definition, search algorithm, python programming jobs and branded keywords such as Udacity courses and Udacity NanoDegrees to spread awareness about the course. In the Interest stage, the customer is actively searching for Technical Interview, so I have chosen short tail keywords such as python programming questions, technical interview questions, online coding practice and long tail keywords such as how to prepare for technical interview and technical questions asked in interview to make potential customers consider enrolling for the course.

AD GROUP 1

AWARENESS



Ad group: Awareness stage

Keywords: "data structure", classification of data structure, searching in data structure and 33 more

 NEW AD

Get ready for your dream job | Techni...

 udacity.com/free_course/intervi...

Taught by industry leaders, this cours...



Step ahead of the competition | Tech...

 udacity.com/free_course/intervi...

Gone are the days of Geek4Geeks. In ...



1

Desktop

Get ready for your dream job | Technical Interview course | Udacity

Ad udacity.com/free_course/interview_prep

Taught by industry leaders, this course would help you to get a step ahead of competition. Review data structures, maps, hashing, graphs, and case studies in algorithms. Join today!

Free online course · 360 degree · Self paced learning · 24/7 mentoring support

[About Udacity](#)

[Career Services](#)

Your ad might not always include all of your text. Some shortening may also occur in some formats. You can make sure that certain text appears in your ad. [Learn more](#)

2

Desktop

Step ahead of the competition | Technical Interview course | Udacity

Ad udacity.com/free_course/interview_prep

Gone are the days of Geek4Geeks. In Udacity, learn interactively from industry leaders. Review common Data structures and Algorithms in Python and practice with Pramp. Join now!

Free online course · 360 degree · Self paced learning · 24/7 mentoring support

[About Udacity](#)

[Career Services](#)

Your ad might not always include all of your text. Some shortening may also occur in some formats. You can make sure that certain text appears in your ad. [Learn more](#)

KEYWORDS

- data structure
- classification of data structure
- searching in data structure
- recursion in data structure
- data structures and algorithms
- tree data structure
- types of trees in data structure
- heap data structure
- advanced data structure
- bubble sort in data structure
- sorting and searching algorithm
- graph definition
- graph theory
- graph data structure
- python data structure
- python hashmap
- binary search complexity
- binary search python
- pattern program in python
- python programming
- python sort
- sorting in data structure
- merge sort python
- types of sorting
- python sort list
- sorting techniques
- hashing in data structure
- hashing algorithm
- hashing techniques
- search algorithm
- python programming jobs
- python jobs
- python developer salary
- udacity python
- udacity free courses
- udacity nanodegree

AD GROUP 2

INTEREST



Ad group: Interest stage

Keywords: data structures and algorithms in python, python online training, python interview questions and 24 more

 NEW AD

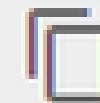
Get ready for Technical Rounds | Dat...
 udacity.com/free_course/intervi...

This course would introduce you to c...



Ace the Technical Interview | Data str...
 udacity.com/free_course/intervi...

Free course. Get ready for anything t...



1

Desktop

Get ready for Technical Rounds | Data structures and Algorithms | Udacity

Ad udacity.com/free_course/interview_prep

This course would introduce you to common data structures and algorithms in Python. Review trees, graphs, searching, sorting, maps, hashing, and case studies in algorithms.

Free online course · 360 degree · Self paced learning · 24/7 mentoring support

[About Udacity](#)

[Career Services](#)

Your ad might not always include all of your text. Some shortening may also occur in some formats. You can make sure that certain text appears in your ad. [Learn more](#)

2

Desktop

Ace the Technical Interview | Data structures and Algorithms | Udacity

Ad udacity.com/free_course/interview_prep

Free course. Get ready for anything the interviewer throws at you in technical rounds. Practice in mocks and get specific recommendations for improvements. Enroll now!

Free online course · 360 degree · Self paced learning · 24/7 mentoring support

[About Udacity](#)

[Career Services](#)

Your ad might not always include all of your text. Some shortening may also occur in some formats. You can make sure that certain text appears in your ad. [Learn more](#)

KEYWORDS

- data structures and algorithms in python
- python online training
- python interview questions
- python practice problems
- python programming questions
- data structure interview questions
- data structure questions
- python coding questions
- coding interview questions
- online coding practice
- technical interview
- technical round
- technical questions
- technical interview questions
- how to prepare for technical interview
- technical questions asked in interview
- technical round interview questions
- technical questions and answers
- computer science interview questions
- algorithm interview questions
- cracking the coding interview
- tree interview questions
- python for data analysis
- knapsack problem
- traveling salesman problem
- learn python programming
- udacity learn programming

KEY CAMPAIGN RESULTS



CAMPAIGN AND AD GROUPS

Ad group	Max CPC	Impressions	Click	CTR	Average CPC	Conversions	CR	Cost/ Conversions	Cost
Awareness	\$3	1013	53	5.23%	\$1.06	6	11.32%	\$9.38	\$56.29
Interest	\$3	691	16	2.32%	\$1.05	2	12.50%	\$8.37	\$16.74
Total		1704	69	4.05%	\$1.06	8	11.59%	\$9.13	\$73.03

ADS

Ad	Clicks	CTR	Average Cost/ Click	Conversions	CR	Cost/ Conversion
Ad group 1 Ad 1	9	2.25%	\$1.13	1	11.11%	\$10.18
Ad group 1 Ad 2	7	2.41%	\$0.94	1	14.29%	\$6.56
Ad group 2 Ad 1	9	4.25%	\$1.47	3	33.33%	\$4.40
Ad group 2 Ad 2	44	5.49%	\$0.98	3	6.82%	\$14.36

KEYWORDS

Keyword	Clicks	CTR	Average Cost/ Click	Conversions	CR	Cost/ Conversion
Python programming	4	1.16%	\$2.26	2	50%	\$4.52
Learn python programming	10	3.34%	\$1.59	2	20%	\$7.95
Coding interview questions	8	6.45%	\$1.11	1	12.5%	\$8.87

EVALUATION

- The campaign was successful and resulted in a positive ROI Ratio = 6.57 (positive). The conversions were lower than expected. The expected conversions were 30. However, the actual conversions were only 8. (CR- 11.59%)
- The average cost per click was \$1.06 that was much lower than the maximum CPC bid of \$3.

Best performers



- Ad group - Interest stage (conversions - 6/8)
- Ad- Ace the technical interview (conversions- 3) and Get ready for technical rounds (conversions- 3).
- Keywords - python programming (awareness), learn python programming (interest) and python interview questions (interest). All had 2 conversions each.

The "interest stage" performed the best because it targeted those who are interested in the technical interview course and are most likely to click on the ad and enroll.

- Also, these keywords performed the best because these are broader than other keywords in the list and thus attracted more potential customers.
- The most competitive keyword is Learn Python programming that resulted in a total cost of \$15.90 and generated 299 impressions.
- The keyword "Python interview questions" performed the best for me for it had a higher conversion rate of 66.67% (conversions- 2, cost - \$ 5.37). It performed best because it targeted those, who were actively searching for the course.

RECOMMENDATIONS

If I had a billion dollars..



In the future, I would focus on ad group 2 - "Interest stage" because it targets more potential customers. Also since the ad "Ace the technical interview" worked best, I would focus on that to target more interested people. Among the keywords, I would avoid those that are broader, lead to more costs and are highly competitive (learn python programming) and would prefer keywords that are more specific with moderate competition and less cost such as python interview questions and coding interview questions.

I would add some more keywords such as python interview hacks, how to excel technical interview and technical interview roadmap. Among existing, I would remove those that were highly specific to data structures and algorithms and perform badly such as recursion in the data structure, hashing techniques, and binary search python.

Since both the ads in the Interest stage group performed good, I would perform an A/B test to determine what attracts customers more apart from keywords such as headline, description or relevance.

In the landing page, I would prefer making changes to the headline, adding the word Technical Interviews and make the headline as Data structures and algorithms in python - A technical interview course. Currently the keyword "tech interview" is not used in the headline which may confuse the people.

AD GROUPS

Find ad groups

FILTER

SEGMENT

COLUMNS

REPORTS

DOWNLOAD

EXPAND

MORE

Ad group status: All but removed Add filter

☐		Ad group	Status	Default max. CPC	Ad group type	Clicks	Impr.	CTR	Avg. CPC	↓ Cost	Conversions	Cost / conv.	Conv. rate
☐		Interest stage	Campaign paused	US\$3.00 (enhanced)	Standard	53	1,013	5.23%	US\$1.06	US\$56.29	6.00	US\$9.38	11.32%
☐		Awareness stage	Campaign paused	US\$3.00 (enhanced)	Standard	16	691	2.32%	US\$1.05	US\$16.74	2.00	US\$8.37	12.50%
Total:						69	1,704	4.05%	US\$1.06	US\$73.03	8.00	US\$9.13	11.59%
Total:						0	0	—	—	—	0.00	—	0.00%
Total:						69	1,704	4.05%	US\$1.06	US\$73.03	8.00	US\$9.13	11.59%

ADS

+ Find keywords FILTERSEGMENTCOLUMNSREPORTSDOWNLOADEXPANDMORE											
Keyword status: All but removed Add filter											
☐	☒	Keyword	Ad group	Status	Max. CPC	Policy details	Final URL	Clicks	↓ Impr.	CTR	Avg. CPC
Total: All but removed keyw... ⓘ								69	1,704	4.05%	US\$1.06
☐	☒	python programming	Awareness stage	Campaign paused	US\$3.00 (enhance)	Approved	—	4	346	1.16%	US\$2.26
☐	☒	learn python programming	Interest stage	Campaign paused	US\$3.00 (enhance)	Approved	—	10	299	3.34%	US\$1.59
☐	☒	coding interview questions	Interest stage	Campaign paused	US\$3.00 (enhance)	Approved	—	8	124	6.45%	US\$1.11
☐	☒	technical questions	Interest stage	Campaign paused	US\$3.00 (enhance)	Approved	—	6	103	5.83%	US\$0.71
☐	☒	technical interview	Interest stage	Campaign paused	US\$3.00 (enhance)	Approved	—	7	91	7.69%	US\$0.73
☐	☒	python jobs	Awareness stage	Campaign paused	US\$3.00 (enhance)	Approved	—	2	78	2.56%	US\$0.44

KEYWORDS

Find keywords FILTER SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE											
Keyword status: All but removed Add filter											
☐		Keyword	Ad group	Status	Max. CPC	Policy details	Final URL	Clicks	↓ Impr.	CTR	Avg. CPC
Total: All but removed keyw...								69	1,704	4.05%	US\$1.06
☐		python programming	Awareness stage	Campaign paused	US\$3.00 (enhance)	Approved	—	4	346	1.16%	US\$2.26
☐		learn python programming	Interest stage	Campaign paused	US\$3.00 (enhance)	Approved	—	10	299	3.34%	US\$1.59
☐		coding interview questions	Interest stage	Campaign paused	US\$3.00 (enhance)	Approved	—	8	124	6.45%	US\$1.11
☐		technical questions	Interest stage	Campaign paused	US\$3.00 (enhance)	Approved	—	6	103	5.83%	US\$0.71
☐		technical interview	Interest stage	Campaign paused	US\$3.00 (enhance)	Approved	—	7	91	7.69%	US\$0.73
☐		python jobs	Awareness stage	Campaign paused	US\$3.00 (enhance)	Approved	—	2	78	2.56%	US\$0.44

THANK YOU

BY : MEGHA JAIN