



Project 3: Run a Facebook Campaign

CAMPAIGN EVALUATION

Campaign Approach

I have chosen the 'Marketing Challenge #1: Digital Marketing Nanodegree Program' challenge. In this challenge, I need to create a Facebook campaign with an objective to collect email addresses of potential students, who could be interested in taking this course. For this, I need to create and display ads targeting potential students. Clicking on an ad will take the student to the DMND ebook download landing page (<http://dmnd.udacity.com/ebook>), where the student can download an ebook by registering her/his email.

The approach I would be taking is as follows:

- I will base the campaign on the customer persona I had created earlier*
- I will review the marketing objective and plan a campaign to match the objective*
- I will define the primary KPIs I will be tracking*
- I will create adset and ads*
- I will monitor ad performance against these KPIs daily, review and modify the campaign if needed.*

Target Persona

Demographics

- Male, 36 yrs old
- Married, one child
- Works as a midlevel manager in an Indian IT company
- Interested in technology, but job role does not entail much new learning
- Income is around INR 30,000,00 per annum

Hobbies

- Travel, Photography
- Watching movies
- Reading about technology

Sam
'IT MidManager'
Chakravorty



Goals

- Learn some technology and earn credible degrees outside of job
- Turn Freelancer in a few years
- Be able to make time for himself

Needs

- Would like to pick up new skills, at his own pace
- Would like it to be credible
- Would like to get connected to industry for freelancing options

Barriers

- Travels quite a bit, and hence time is premium
- Age/Stage of career – a perception that it may be too late in the career for such kind of a 'hands-on' course
- Does not have too many contacts outside of office, so does not know where to start, how to start

Marketing Objective

What marketing objective did you aim to achieve with your campaign?

I have chosen the 'Marketing Challenge #1: Digital Marketing Nanodegree Program' challenge. The *objective is to collect email addresses of potential students, who could be interested in taking this course. In order to do this, potential students will have to be guided to a landing page (<http://dmnd.udacity.com/ebook>), where prospective students can download a free eBook if they provide their email address.*

Objective: To collect atleast 50 new email addresses of potential students interested in DMND course over a period of 5 days when I will be running the ads.

Budget: Lifetime budget of \$125

Timeframe: 09-June-2018 09:30am to 13-June-2018 21:30pm

KPI

What primary KPI did you track in your campaign and why?

I will be tracking the number of conversions, i.e, the number of emails collected through the campaign because this is the key objective of the campaign.

I will also be tracking ROI and cost of customer acquisition.





Campaign Summary

Campaign Summary

1. Who did you target with your Ad Set and how (demographics, location, interest, behavior etc.)?

I targetted men and women who are in the 28 – 45 age range, based in India, with interests in Digital Marketing, Entrepreneurship, Freelancing.

2. What Ad Copy and Ad Creatives did you use?

For the Ad creatives, I used images of happy Indian professionals in the age range mentioned above interacting with a computer to go along with the Ad Copy that went like: 'Learn to advertise like a pro! Topics hand-picked from the Udacity Digital Marketing Nanodegree Program'

3. If you made any changes, please describe them.

At the end of day 2 of the ad campaign, I reviewed the results to see how they are performing. Based on the review, I tried pausing a high performing ad to see if some of the low performing ones will pick up. Later, I also changed the image of 2 low performing ad units based on the high performing ad.



Ad Images

Ad #1



Learn to advertise like a pro! Topics hand-picked from the Udacity Digital Marketing Nanodegree Program



dmnd.udacity.com
Free Social Media Ad guide [LEARN MORE](#)
A comprehensive overview of th...

32 1 comment 3 shares

Like Comment Share

Ad #2



Learn to advertise like a pro! Topics hand-picked from the Udacity Digital Marketing Nanodegree Program



dmnd.udacity.com
Free Social Media Ad guide [LEARN MORE](#)
A comprehensive overview of th...

4 1 share

Like Comment Share

Ad #3



Learn to advertise like a pro! Topics hand-picked from the Udacity Digital Marketing Nanodegree Program



dmnd.udacity.com
Free Social Media Ad guide [LEARN MORE](#)
A comprehensive overview of th...

4 1 share

Like Comment Share

Ad Images: Continued.

Ad #4



Digital Marketing by Udacity

Sponsored · 🌐



Learn to advertise like a pro! Topics hand-picked from the Udacity Digital Marketing Nanodegree Program



dmnd.udacity.com

Free Social Media Ad guide

A comprehensive overview of th...

LEARN MORE



7

1 share



Like



Comment



Share

Ad #5



Digital Marketing by Udacity

Sponsored · 🌐



Learn to advertise like a pro! Topics hand-picked from the Udacity Digital Marketing Nanodegree Program



dmnd.udacity.com

Free Social Media Ad guide

A comprehensive overview of th...

LEARN MORE



3



Like



Comment



Share

Ad #6



Digital Marketing by Udacity

Sponsored · 🌐



Learn to advertise like a pro! Topics hand-picked from the Udacity Digital Marketing Nanodegree Program



dmnd.udacity.com

Free Social Media Ad guide

A comprehensive overview of th...

LEARN MORE



168

7 comments 9 shares



Like



Comment



Share

Key Results

Present the most important metrics per ad

Campaign	Results (eBook downloads)	Reach	Cost per result	Amount Spent
<i>Ad #1</i>	36	9,856	\$0.51	\$18.27
<i>Ad #2</i>	-	266	-	\$0.38
<i>Ad #3</i>	3	1,132	\$0.52	\$1.57
<i>Ad #4</i>	8	4,032	\$0.75	\$6.03
<i>Ad #5</i>	6	1,855	\$0.44	\$2.62
<i>Ad #6</i>	293	53,634	\$0.33	\$96.13
<i>Overall</i>	346	60,415	\$0.36	\$125

Campaign Evaluation

1. Evaluate the success of your campaign, given your marketing objectives.

a. Which ad performed best?

Ad # 6 performed the best since it had the highest results and a low cost per result.

b. Was your campaign ROI positive? Please use this equation to calculate ROI:

The ROI is: $(\$15 * 346) / \$125 = 41.5$. This is a positive ROI campaign.

Campaign Evaluation: Recommendations

If you had additional budget, how would approach your next campaign?

Following are some ideas that I would implement if I had more budget:

- ***I will do a more segmented targeting (using separate ad creatives and copies for different segments). For example:***
 - ***Since my campaign shows a greater percentage of men were converted, I will try to create different copies for men and women that would resonate better for each group***
 - ***I may also choose to create segmentation based on certain other parameters***
- ***I will choose more interests in the Detailed Targeting section***
- ***I will expand my locations so I can increase my reach***
- ***I will experiment with my CTA (For example: use 'Download now' instead of 'Learn more')***
- ***I would refine the Ad creatives so that some are matching the high performing creative from this campaign. I will use a combination of those, and new images***



Appendix

Screenshots for Reference

Campaign Results: Performance

Facebook Ads Manager interface showing campaign performance for "Udacity 3 US (1301402149895420)".

Performance Summary:

- Results: eBook Download: 346
- People Reached: 60,396
- Amount spent: \$125.00
- Custom

Key Metrics:

- 86 Results: eBook Download
- \$0.35 Cost per result
- 0.35% Result Rate

Performance Chart:

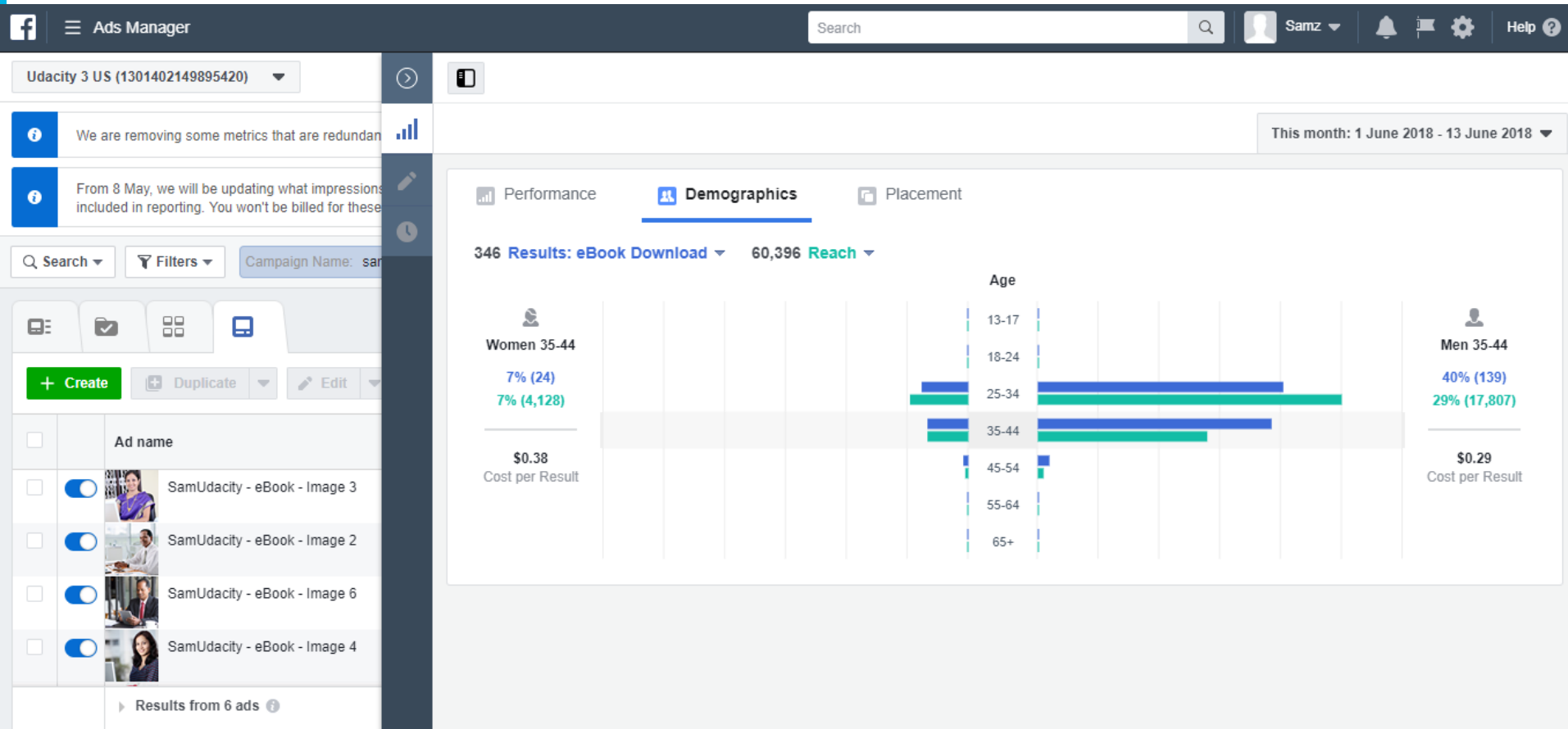
Date	Results: eBook Download	Cost per result
Jun 9	~55	~\$0.35
Jun 10	~75	~\$0.38
Jun 11	~80	~\$0.35
Jun 12	~90	~\$0.35
Jun 13	~65	~\$0.40

Ad List:

- SamUdacity - eBook - Image 3
- SamUdacity - eBook - Image 2
- SamUdacity - eBook - Image 6
- SamUdacity - eBook - Image 4

Results from 6 ads

Campaign Results: Demographics



Campaign Results: Placement

Facebook Ads Manager interface showing Campaign Results for Placement.

Top navigation: Ads Manager, Search, Samz, Help.

Campaign: Udacity 3 US (1301402149895420)

Reporting period: This month: 1 June 2018 - 13 June 2018

Summary: 60,396 Reach, 346 Results: eBook Download, \$1.11 Amount spent

Placement breakdown (Bar chart):

Placement	Reach (Blue)	Results (Green)
Audience Network	~10K	~10
Facebook	~42K	~330
Instagram	~10K	~20
Messenger	~1K	~10

Device type: Mobile and desktop

About placement results: Ad delivery is optimised to allocate your budget to the placements likely to perform best with your audience, based on your targeting and bid amount. [Learn more](#)

Ad list (left sidebar):

Ad name	Status
SamUdacity - eBook - Image 3	On
SamUdacity - eBook - Image 2	On
SamUdacity - eBook - Image 6	On
SamUdacity - eBook - Image 4	On

Results from 6 ads

Ad Set Data: Summary

Facebook Ads Manager interface showing Ad Set Data Summary for campaign "sam".

Account: Udacity 3 US (1301402149895420)

Search: [Search] | User: Samz | Help

Buttons: Discard Drafts, Review and publish

Notifications:

- We are removing some metrics that are redundant or out of date starting in July 2018. [Learn more.](#)
- From 8 May, we will be updating what impressions are included in reporting. We will now report on impressions that occur when Facebook delivers more impressions than you've budgeted for. Previously, these were not included in reporting. You won't be billed for these additional impressions, and have not been billed for them in the past.

Search: [Search] | Filters: [Filters] | Campaign Name: sam X | Save Filter | Clear | This month: 1 June 2018 - 13 June 2018

Account overview | Campaigns (1 selected) | Ad sets (1 selected) | Ads for 1 Ad set

Buttons: + Create, Duplicate, Edit, Rules

Columns: Performance | Breakdown | Export

Ad set name	Delivery	Results	Reach	Impressions	Cost per result	Budget	Amount spent	Ends
IND - 28-45, Manager, Indian IT	Recently Completed	346 eBook Dow...	60,367	97,921	\$0.36 Per eBook Do...	\$125.00 Lifetime	\$125.00	13 June 2018
Results from 1 ad set		346 eBook Dow...	60,367 People	97,921 Total	\$0.36 Per eBook Do...		\$125.00 Total Spent	

Ad Set Data: Performance

Facebook Ads Manager interface showing Ad Set Performance data for the campaign "Udacity 3 US (1301402149895420)".

Account overview | Campaigns (1 selected) | Ad sets (1 selected) | Ads for 1 Ad set

Columns: Performance | Breakdown | Export

Ad name	Results	Reach	Impressions	Cost per result	Amount spent	Ends	Relevanc scor	Link clicks	Website purchases
SamUdacity - eBook - Image 3	36 eBook Dow...	9,856	12,685	\$0.51 Per eBook Do...	\$18.27	13 June 2018	6	147	—
SamUdacity - eBook - Image 2	— eBook Dow...	266	277	— Per eBook Do...	\$0.38	13 June 2018	—	2	—
SamUdacity - eBook - Image 6 View Charts Edit Duplicate	3 eBook Dow...	1,132	1,195	\$0.52 Per eBook Do...	\$1.57	13 June 2018	5	13	—
SamUdacity - eBook - Image 4	8 eBook Dow...	4,032	4,931	\$0.75 Per eBook Do...	\$6.03	13 June 2018	5	69	—
SamUdacity - eBook - Image 1	6 eBook Dow...	1,855	1,969	\$0.44 Per eBook Do...	\$2.62	13 June 2018	5	17	—
SamUdacity - eBook - Image 5	293 eBook Dow...	53,634	76,864	\$0.33 Per eBook Do...	\$96.13	13 June 2018	6	832	—
Results from 6 ads	346 eBook Dow...	60,372 People	97,929 Total	\$0.36 Per eBook Do...	\$125.00 Total Spent			1,080 Total	— Total

Ad Set Data: Delivery

Facebook Ads Manager interface showing Ad Set Data for Delivery. The page displays a list of ad sets under the campaign "Udacity 3 US (1301402149895420)".

Account overview | Campaigns (1 selected) | Ad sets (1 selected) | Ads for 1 Ad set

Columns: Delivery | Breakdown | Export

Ad name	Delivery	Reach	Frequency	Cost per 1,000 people reached	Impressions	CPM (cost per 1,000 impressions)
SamUdacity - eBook - Image 3	● Not delivering Ad set completed	9,856	1.29	\$1.85	12,685	\$1.44
SamUdacity - eBook - Image 2	● Not delivering Ad set completed	266	1.04	\$1.42	277	\$1.37
SamUdacity - eBook - Image 6	● Not delivering Ad set completed	1,132	1.06	\$1.39	1,195	\$1.31
SamUdacity - eBook - Image 4	● Not delivering Ad set completed	4,032	1.22	\$1.49	4,931	\$1.22
SamUdacity - eBook - Image 1	● Not delivering Ad set completed	1,855	1.06	\$1.41	1,969	\$1.33
SamUdacity - eBook - Image 5	● Not delivering Ad set completed	53,634	1.43	\$1.79	76,864	\$1.25
Results from 6 ads		60,372 People	1.62 Per Person	\$2.07 Per 1,000 People Reached	97,929 Total	\$1.28 Per 1,000 Impressions

Ad Set Data: Engagement

Facebook Ads Manager interface showing Ad Set Data for Engagement.

Account: Udacity 3 US (1301402149895420)

Search: [Search] | User: Samz | Help

Filters: Campaign Name: sam X | Save Filter | Clear | This month: 1 June 2018 - 13 June 2018

Account overview | Campaigns (1 selected) | Ad sets (1 selected) | Ads for 1 Ad set

Columns: Engagement | Breakdown | Export

Ad name	Delivery	People taking action	Post reactions	Post comments	Post shares	Link clicks	Page likes	CPC (cost per link click)
SamUdacity - eBook - Image 3	Not delivering Ad set completed	185	24	—	3	147	23	\$0.12
SamUdacity - eBook - Image 2	Not delivering Ad set completed	2	—	—	—	2	—	\$0.19
SamUdacity - eBook - Image 6	Not delivering Ad set completed	16	1	—	1	13	1	\$0.12
SamUdacity - eBook - Image 4	Not delivering Ad set completed	74	2	1	1	69	2	\$0.09
SamUdacity - eBook - Image 1	Not delivering Ad set completed	26	2	—	—	17	5	\$0.15
SamUdacity - eBook - Image 5	Not delivering Ad set completed	982	84	3	9	832	100	\$0.12
Results from 6 ads		1,249 People	113 Total	4 Total	14 Total	1,080 Total	131 Total	\$0.12 Per Action