

Analysis of Ad Campaign Performance in Globalshala's SuperHero U Event

Presented by: Group 2



Team Members

1. Nitesha Paatil
2. Arjyahi Bhattacharya
3. Vinit Agarwal
4. Manpreet kaur
5. Omkar Datta Sowri
6. Roshini Sayyaparaju
7. Anushka Borole
8. Vidhita Sabale
9. Mrunali Dhaske
10. Ashish Sivaiah
11. Harsha Priya



Introduction- Superhero U Event

- It is an event organized by GlobalShala, an organization dedicated to empowering young people and fostering their personal growth and development
- It brings together young changemakers from diverse backgrounds and provides them with opportunities to enhance their skills, network, and gain valuable knowledge
- The aim is to tackle the 5 P's of Sustainable Development Goals (SDG) that is **People, Prosperity, Planet, Partnerships, and Peace**



Introduction- Superhero U Event

- It also features a series of workshops, panel discussions, and interactive sessions conducted by experts and professionals in various fields
- In addition, Superhero U harnesses the creative superpowers to help achieve the United Nations' 17 sustainable development goals and create a better, more sustainable future for all
- It also encourages collaborative problem-solving and offers participants the chance to work on real-world challenges through team activities and projects



Objectives

- **Analysing** the marketing data of **Globalshala's SuperHero U** event which has several ad campaigns
- **Recommending** to the finance team a campaign performing inaccurately to be discontinued

Tools Used:

- **Tableau:** It is basically a data visualization tool which provides pictorial and graphical representations of data.



- **Microsoft Excel:** Microsoft Excel is the industry leading spreadsheet software program, a powerful data visualization and analysis tool.



Facebook Ads

- An advertising platform of the **social network** Facebook and **aims to promote** products and services through publications or ads of text, image or video.
- **Empowers** businesses like **Globalshala** to precisely **target** their audience, optimize ad spend, and measure campaign success

facebook Ads

A screenshot of a Facebook post from the page 'GlobalShala'. The post is dated 'Today at 19:33' and includes a globe icon. The text of the post says 'GlobalShala is excited to present the Superhero U competition!' followed by '...' and a 'See more' link. The main image is a promotional graphic for 'SUPERHERO U' with a red and yellow background. It features a black silhouette of a superhero in a dynamic pose. The text on the image includes 'SUMMON YOUR CREATIVE POWERS!' in large yellow letters, a list of prizes (New York Trip, Internships, Scholarships, Gadgets/vouchers), a 'REGISTER NOW' button, and a website link 'www.globalshala.com'. Below the image are interaction buttons for 'Like', 'Comment', and 'Share'. At the bottom of the post, there are reaction icons (thumbs up, heart, wow, sad face) with a count of '1.035', and a text input field with the placeholder 'Write something...'. Four numbered callouts (1, 2, 3, 4) are placed to the left of the post, pointing to the profile picture, the text, the image, and the reaction bar respectively.

1

2

3

4

Overview of the Superhero U ad campaigns

- Total **11 campaigns** are conducted by the marketing team in this event
- Audience consists of **Educators, Students and Principals** with age groups **13-17, 18-24, 25-34, 35-44, 45-54, 55-64**.
- **Geography** of the ad served in all around the world is divided into **2 groups** respectively
- **Group1:** (Australia, Canada, United Kingdom, Ghana, Nigeria, Pakistan, United States)
- **Group2:** (Australia, Canada, United Kingdom, Ghana, Niger, Nigeria, Nepal, Pakistan, Thailand, Taiwan)

Metrics for Analysing Marketing Performance



- **Reach:** The number of people who saw your ads at least once. Reach is different from impressions, which may include multiple views of your ads by the same people.
- **Impressions:** The number of times your ads were on screen.
- **Clicks:** Total number of clicks on a campaign's ads. This can include clicking on the link, clicking on profile or profile picture and to expand the ad image to full screen, commenting, sharing and post reaction (likes or loves).
- **Unique Clicks:** Total number of (unique) people who clicked on the ad link.

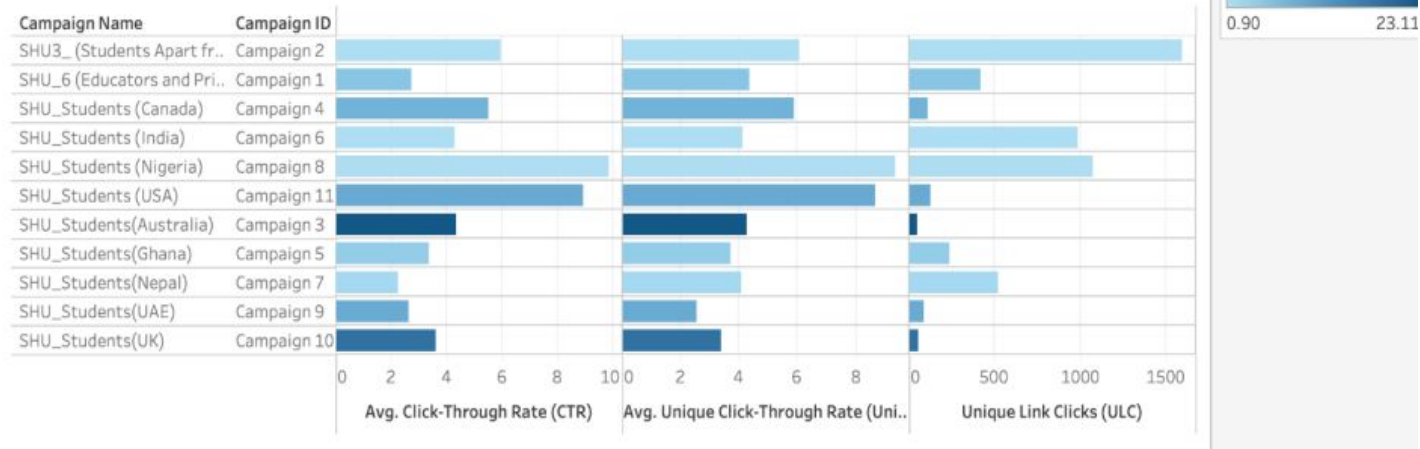
Metrics for Analysing Marketing Performance



- **Unique Link Clicks:** The percentage of times people saw the ad and then clicked on it. This can help you determine how effective an ad is at getting people to your website.
- **Click-through Rate (CTR):** $\text{total number of link clicks} / \text{total number of impressions}$.
- **Unique Click-Through Rate (Unique CTR):** $\text{total number of unique link clicks} / \text{total number of impressions}$.
- **Cost Per Click (CPC):** $\text{total amount spent} / \text{total number of clicks}$
- **Cost Per Result (CPR):** $\text{total amount spent} / \text{total number of results (unique link-clicks)}$

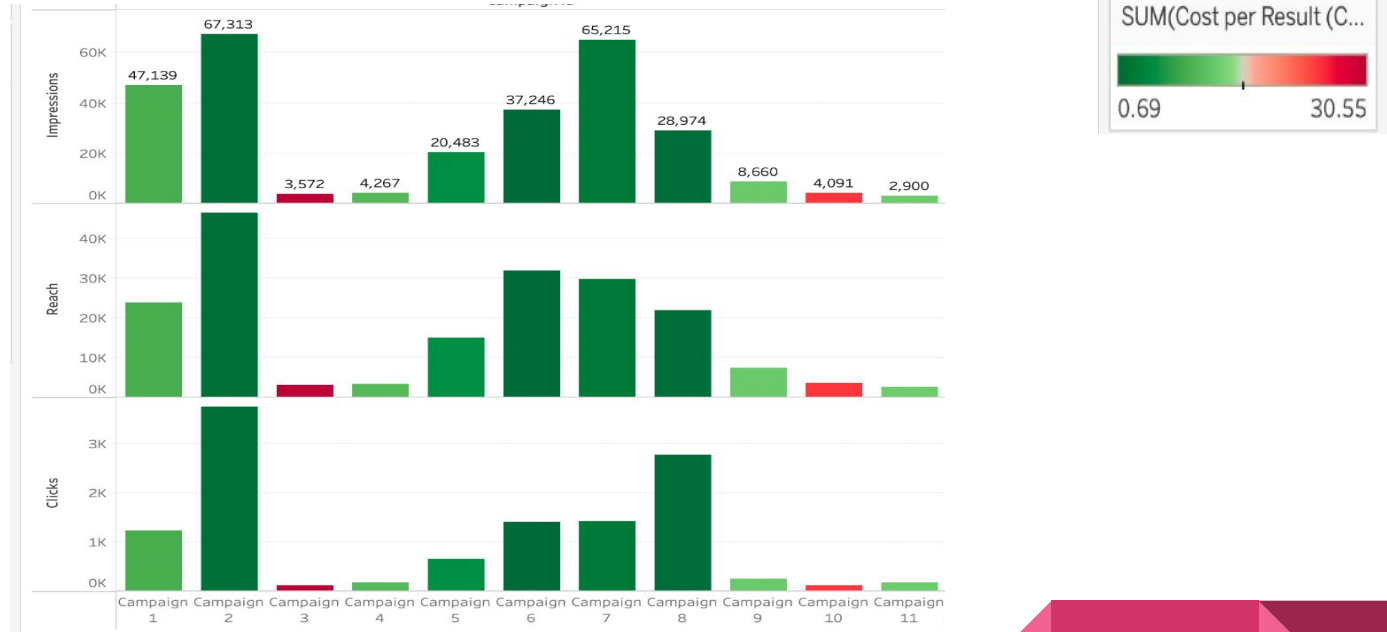
Analysis of Campaigns

Sheet 1



- **Average Click Through Rates, Average Unique Click Through Rates and Unique Link Clicks** are visualized in the chart
- **Campaign 3 and Campaign 10** have high cost per result

Analysis of Campaigns



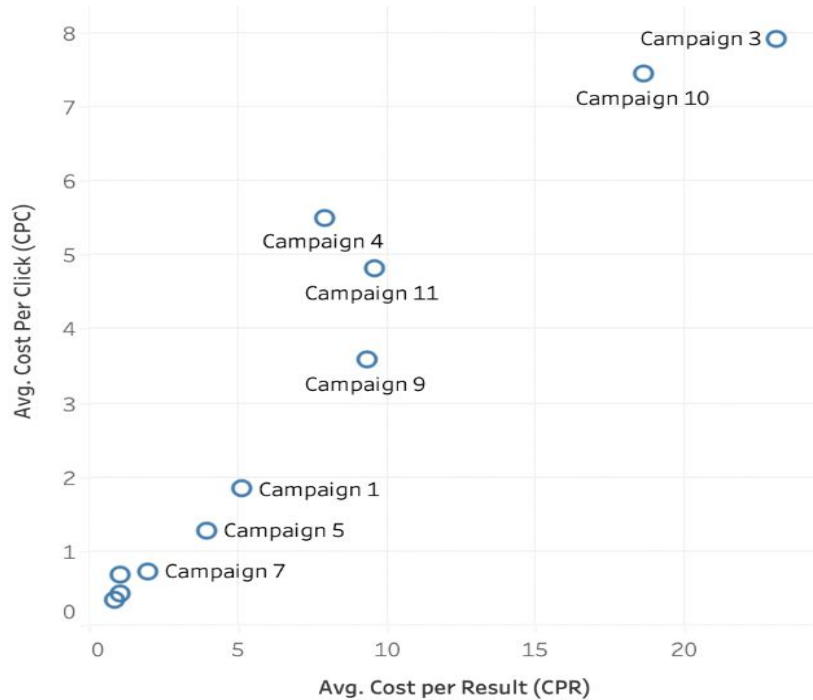
Analysis of Impressions, Reach and Clicks of different campaigns

Analysis of Campaigns

Campaign ID	Age					
	13-17	18-24	25-34	35-44	45-54	55-64
Campaign 1			6.07	5.43	4.91	4.11
Campaign 2	0.69	1.09	1.32			
Campaign 3	16.99	21.78	30.55			
Campaign 4	8.38	8.67	6.74			
Campaign 5	1.91	3.86	6.14			
Campaign 6		0.96	1.15			
Campaign 7	1.64	2.07	2.28			
Campaign 8	0.69	0.99	1.01			
Campaign 9	5.23	11.71	11.11			
Campaign 10	14.77	12.78	28.40			
Campaign 11	7.28	5.68	15.75			

Analysis of people from different age groups from Campaign 1-11.

Conclusion



- **Campaign 3's Cost Per Result and Cost Per Click** are significantly **higher** compared to other campaigns
- It is recommended to **discontinue campaign 3** to mitigate excessive expenses and allocate resources more efficiently

Thank you!