

The background features a light gray base with various geometric elements. A large, irregular shape in the center is composed of a light green triangle and a light blue trapezoid. In the top-left corner, there are several thin, parallel gray lines. The top-right and bottom-left corners contain clusters of semi-circles in red, teal, dark blue, and orange. A large, thin gray arc is visible in the bottom-right corner.

REVIEWING SUPERHERO U AD CAMPAIGNS

WHY WE SHOULD DISCONTINUE AD CAMPAIGN

TEAM

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SUPERHERO U EVENT



**SUMMON
YOUR CREATIVE
POWERS!**

PRIZES INCLUDE

- ▶ New York Trip
- ▶ Internships
- ▶ Scholarships
- ▶ Gadgets/vouchers

REGISTER NOW

Visit us: www.globalshala.com

T&C Apply





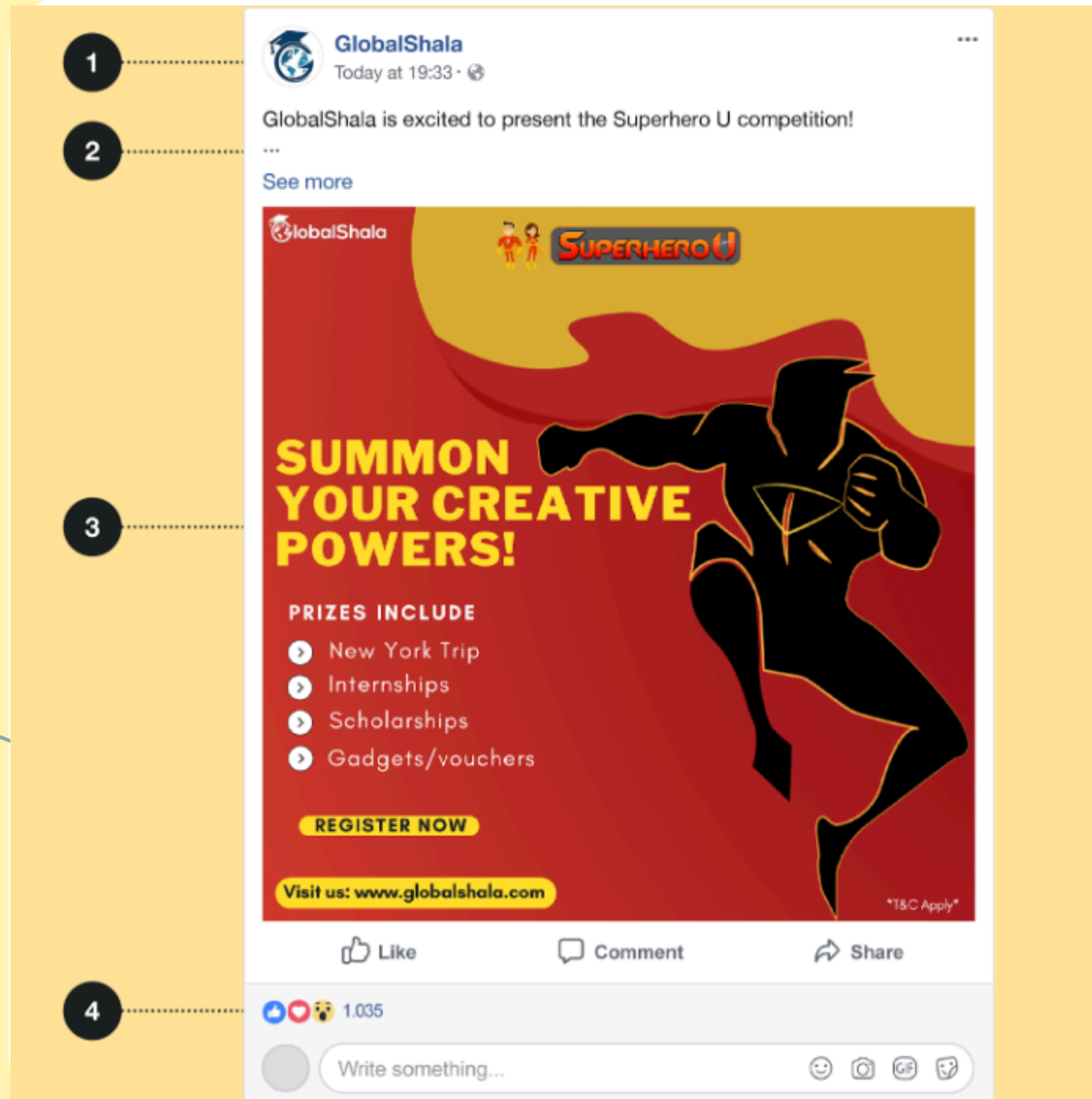
**GLOBAL EXPOSURE
FOR STUDENTS**



Register Now

**WIN PRIZES WORTH \$90,000 USD
(INCLUDING U.S SCHOLARSHIP)**

FACEBOOK ADS



01 - A PROFILE PICTURE AND PROFILE NAME THAT LINKS TO GLOBALSHALA'S PROFILE PAGE

02 - SOME DESCRIPTIVE TEXT.

03 - AN IMAGE THAT, IN THIS CASE, LINKS TO THE SUPERHERO U WEBSITE.

04 - BUTTONS TO LIKE, COMMENT, AND SHARE THE AD.

PROBLEM

The Superhero U event has several ad campaigns and we need to discontinue one or more in order to save money

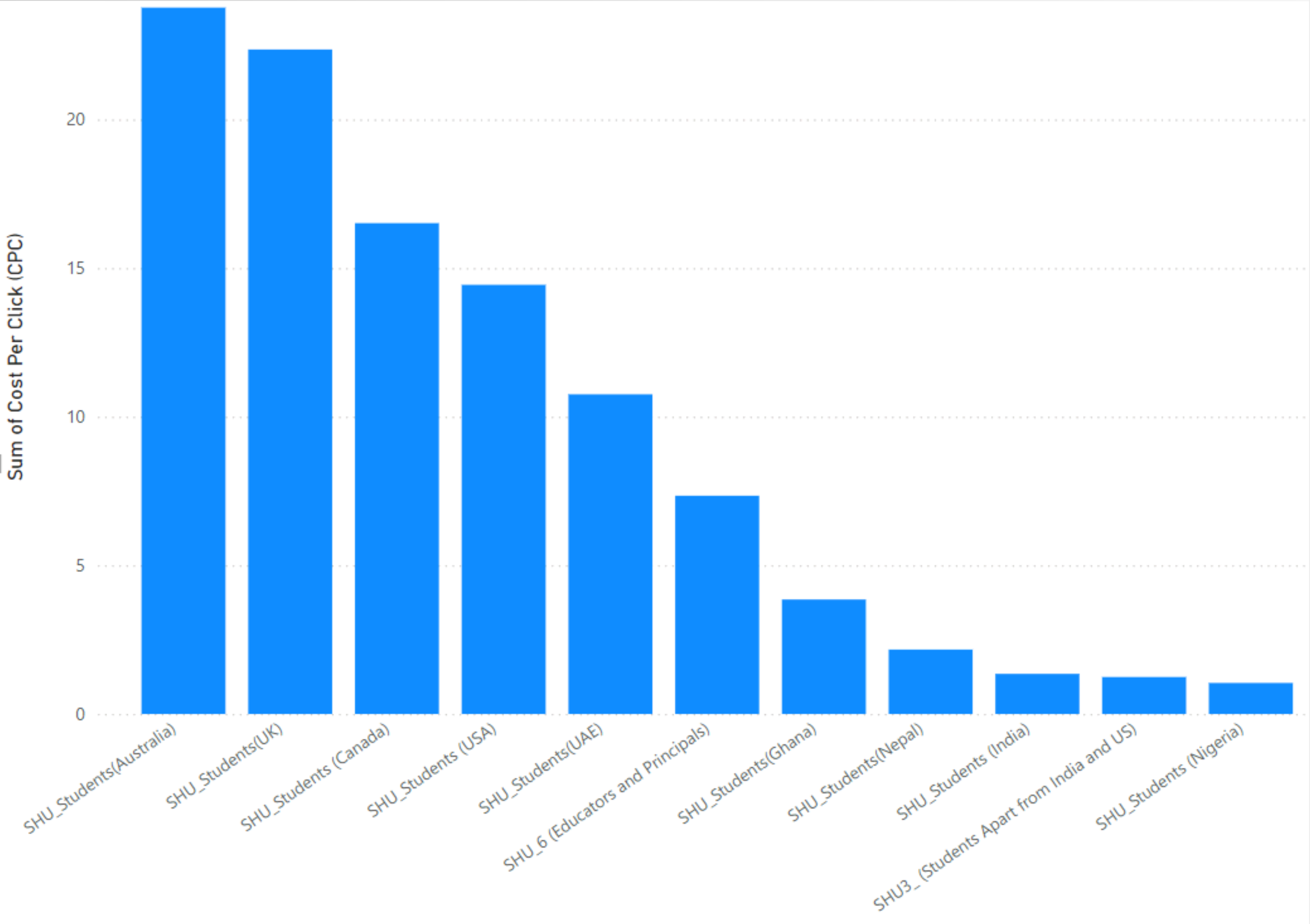
SOLUTION

The ad campaigns are costing too much money so we need to discontinue one or more campaigns

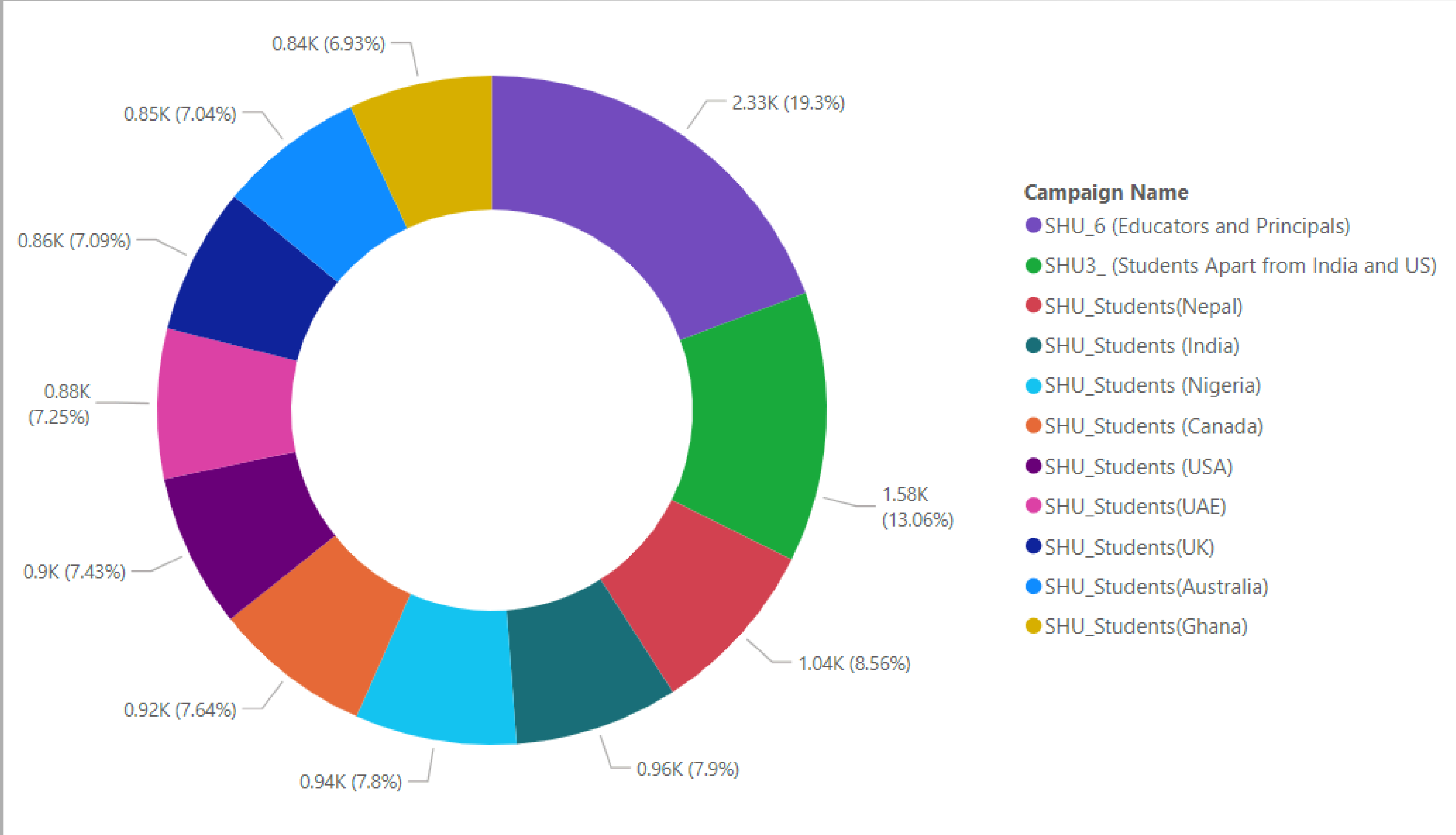
CAMPAIGN OVERVIEW

- 1 SHU_6 (EDUCATORS AND PRINCIPALS)
- 2 SHU3_ (STUDENTS APART FROM INDIA AND US)
- 3 SHU_STUDENTS(AUSTRALIA)
- 4 SHU_STUDENTS (CANADA)
- 5 SHU_STUDENTS(GHANA)
- 6 SHU_STUDENTS (INDIA)
- 7 SHU_STUDENTS(NEPAL)
- 8 SHU_STUDENTS (NIGERIA)
- 9 SHU_STUDENTS(UAE)
- 10 SHU_STUDENTS(UK)
- 11 SHU_STUDENTS (USA)

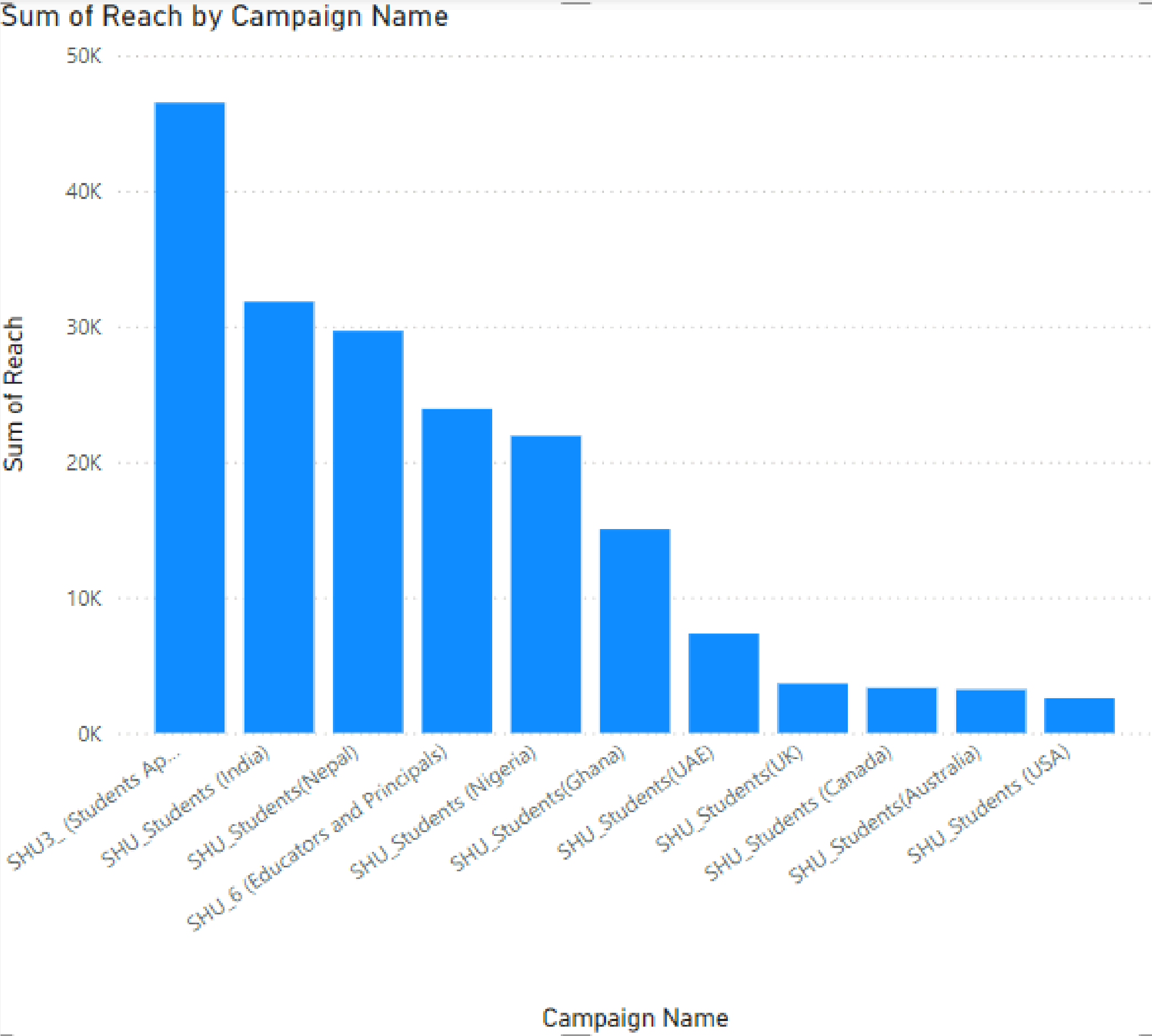
SUM OF COST PER CLICK IN USD OF EACH CAMPAIGN



AMOUNT SPENT IN USD FOR EACH CAMPAIGN

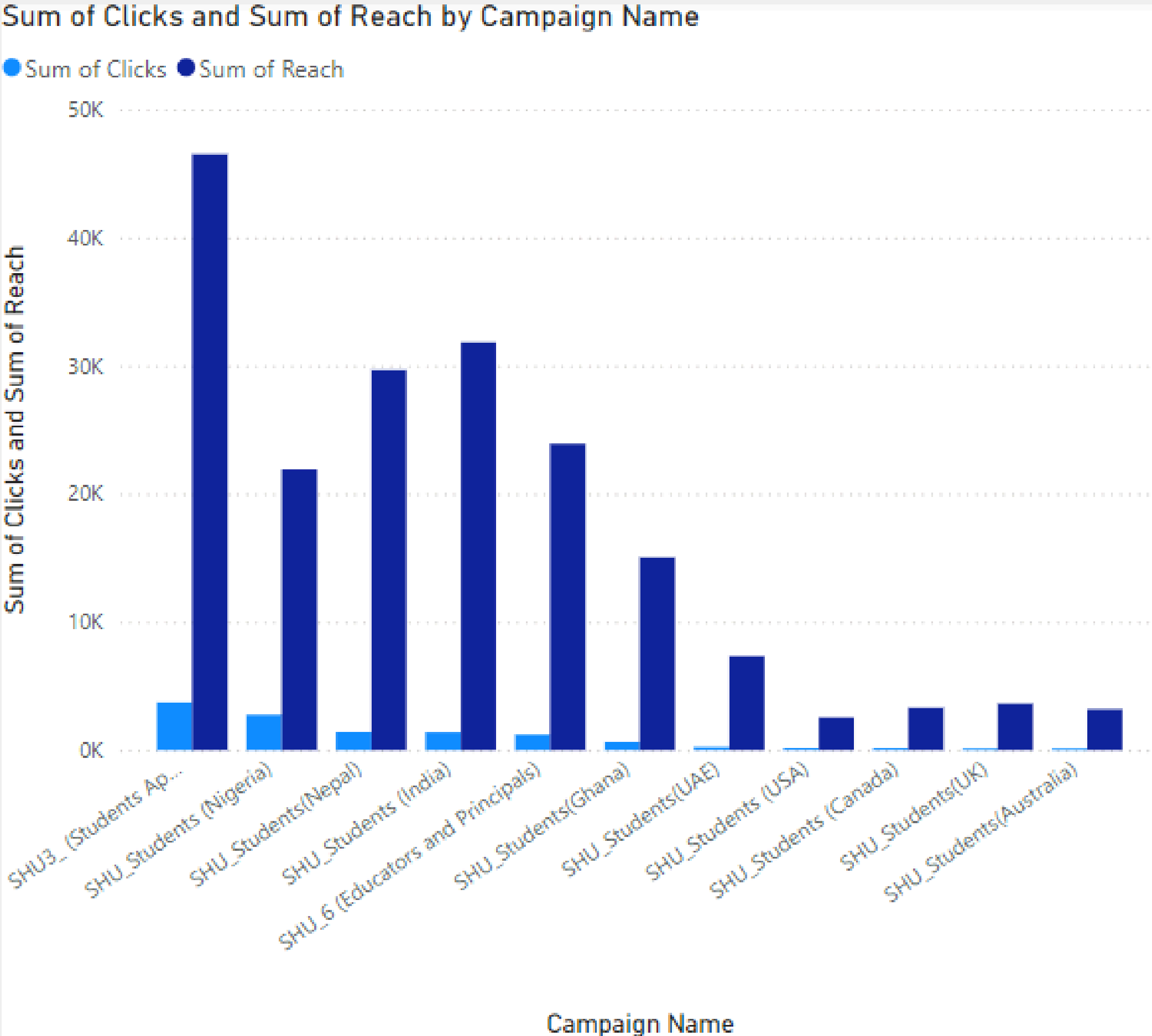


CAMPAIGN DISCONTINUATION RECOMMENDATION



Here from the visual 1 we can see that the campaign **SHU3_ (Students Apart from India and US)** has the highest reach and the campaign **SHU_Students (USA)** has the lowest reach

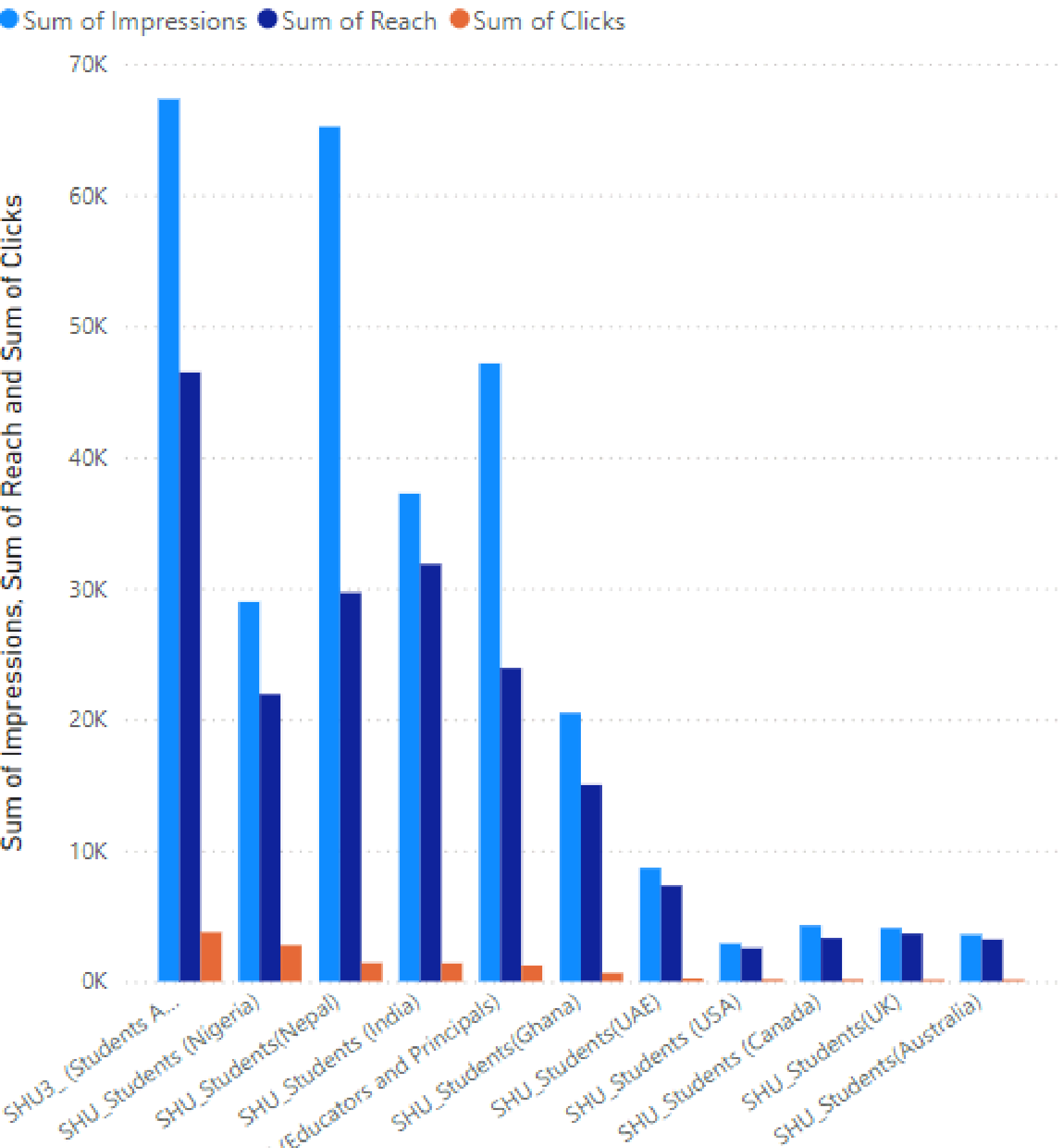
CAMPAIGN DISCONTINUATION RECOMMENDATION



But here from the visual 2 we can see that even though the campaign **SHU_Students (USA)** had the lowest reach it still has a greater number of clicks than the campaign **SHU_Students (Australia)**.

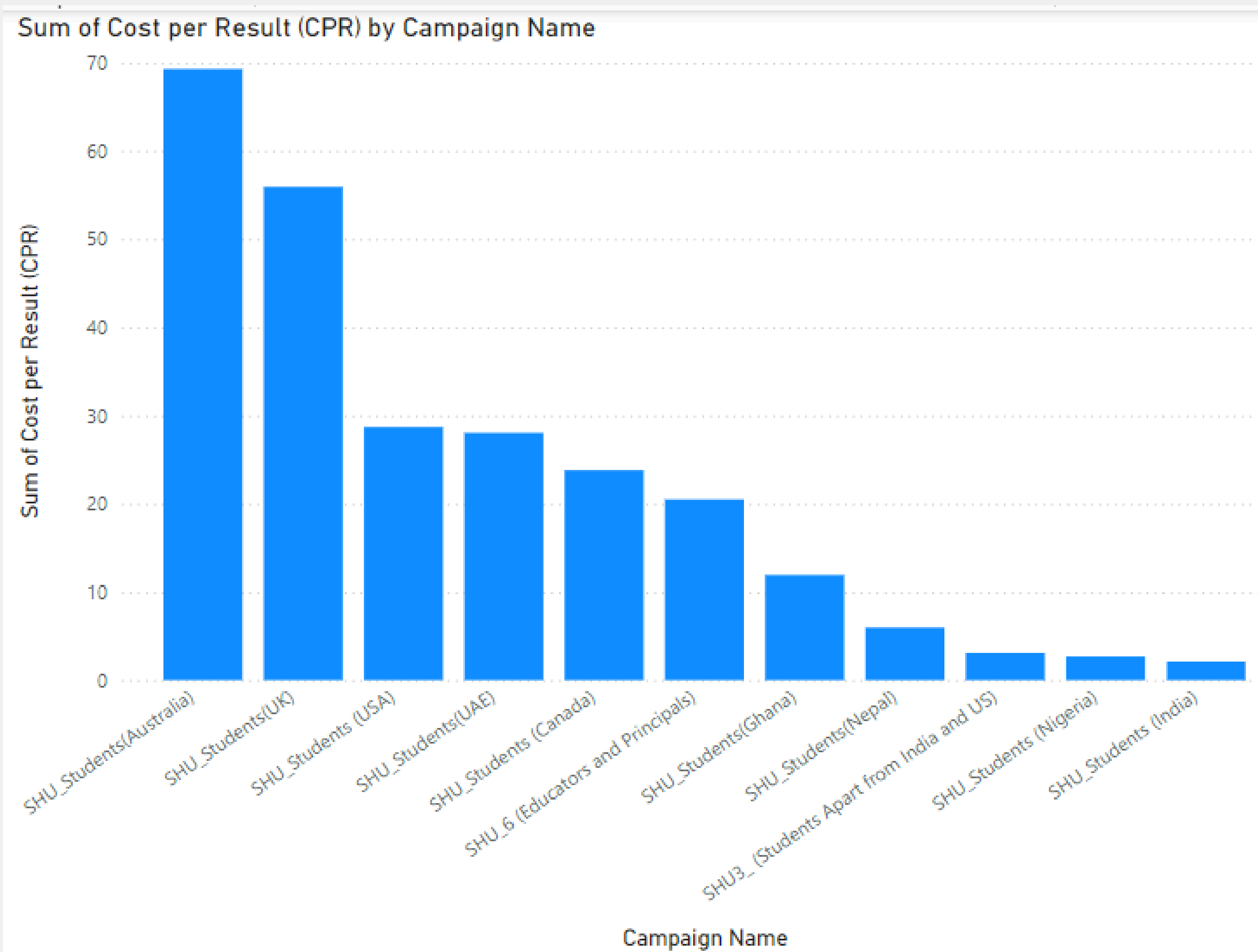
CAMPAIGN DISCONTINUATION RECOMMENDATION

Sum of Impressions, Sum of Reach and Sum of Clicks by Campaign Name

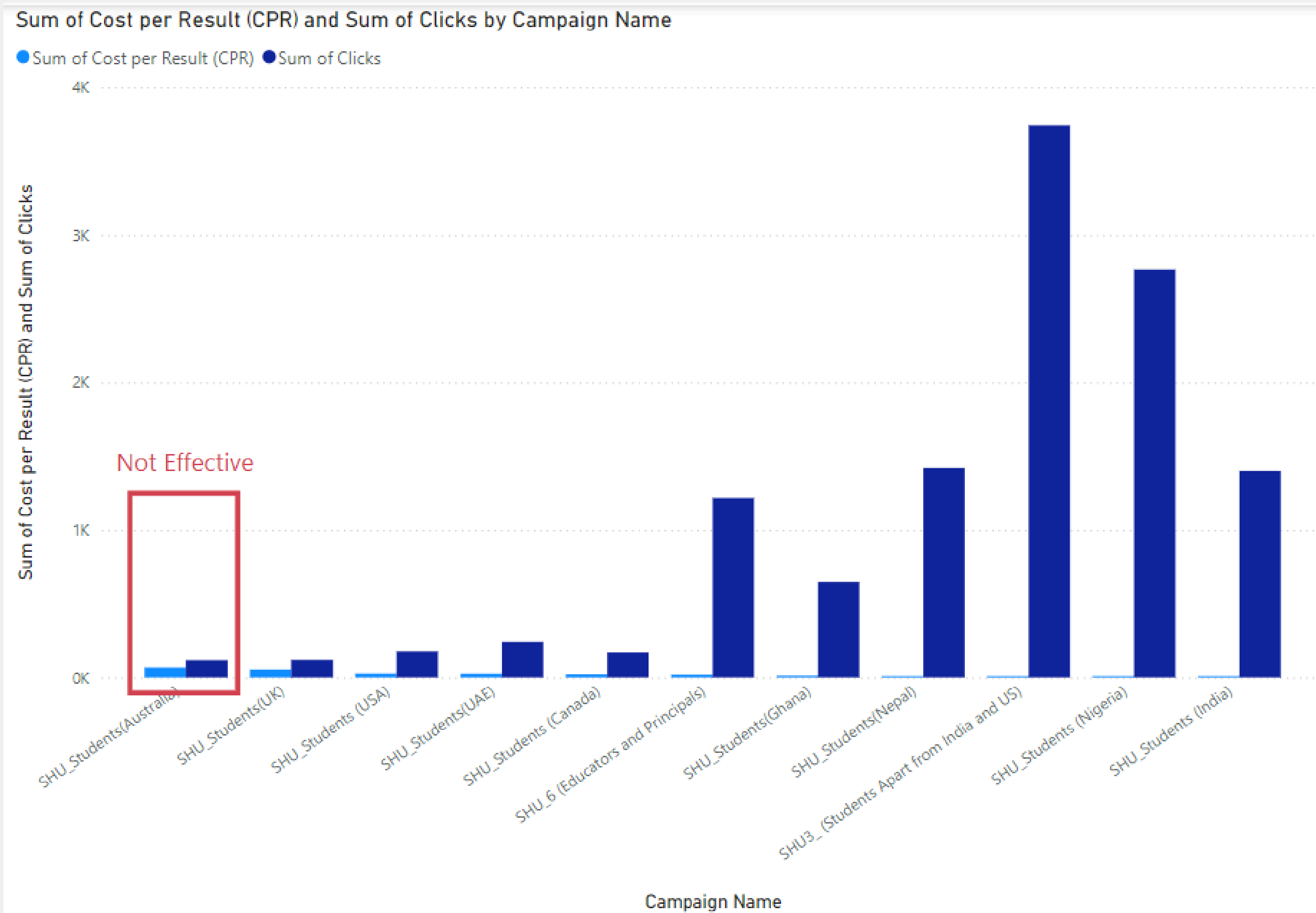


In fact, our visual 3 also depicts the same thing that even though the campaign **SHU_Students (USA)** had the lowest reach and impressions than the campaign **SHU_Students (Australia)** but it still has a greater number of ad clicks than **SHU_Students (Australia)** campaign.

CAMPAIGN DISCONTINUATION RECOMMENDATION

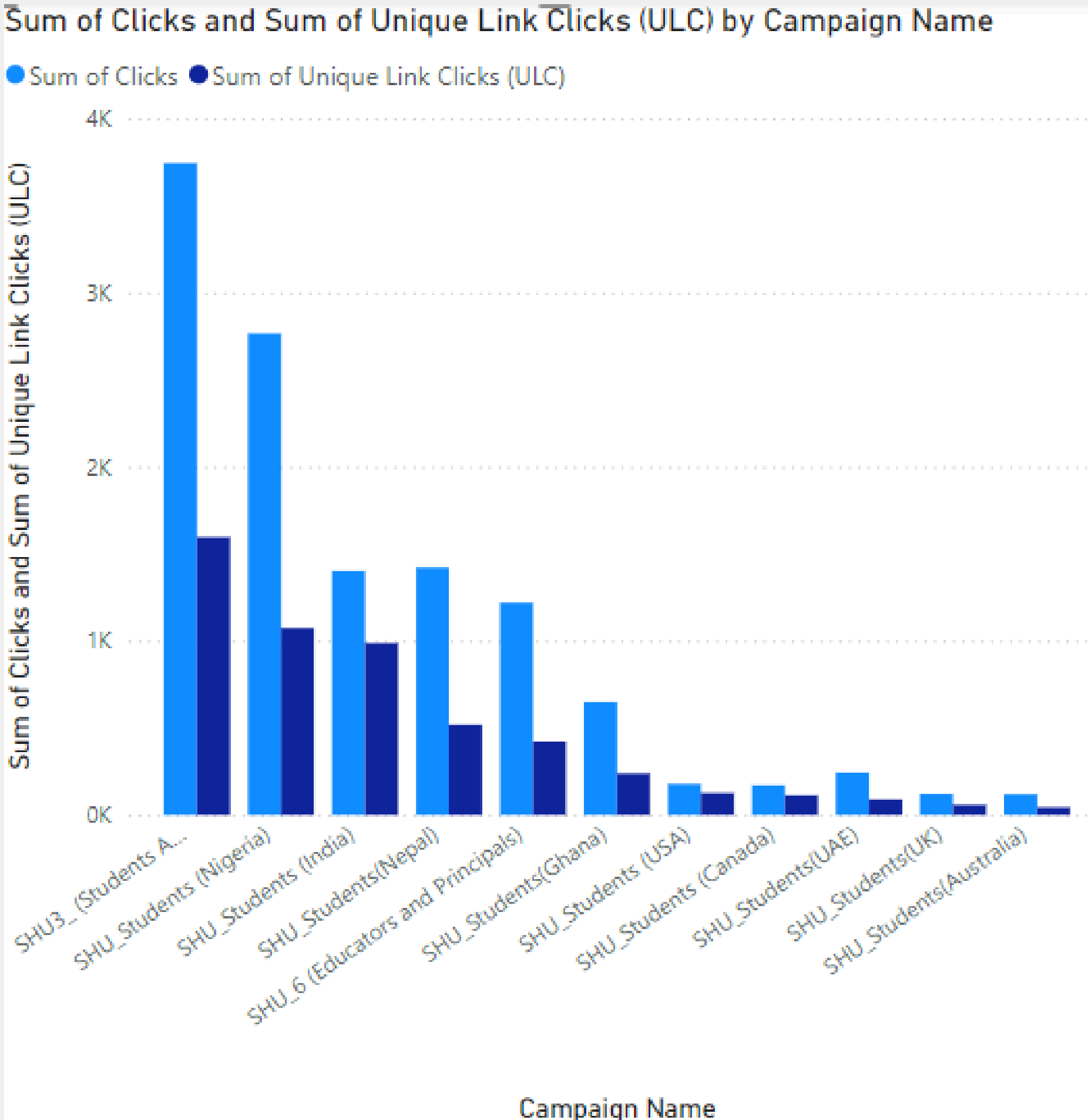


Here visual 4 shows us the cost per result by each campaign in USD. So according to the visual **SHU_Students (Australia)** campaign has the highest cost per result which makes it very less cost-effective campaign and the **SHU_Students (India)** campaign has the lowest cost per result which makes it the most cost-effective campaign.



From visual 5 we can see that **SHU_Students (Australia)** campaign has the highest cost per result and has the lowest number of clicks which makes it least efficient and least cost effective.

CAMPAIGN DISCONTINUATION RECOMMENDATION



Visual 6 shows us that **SHU_Students (Australia)** campaign has a smaller number of clicks and a smaller number of unique link clicks both together which makes it least effective campaign.

CAMPAIGN DISCONTINUATION RECOMMENDATION

So according to our observations through the visualization of each campaigns data we recommend the discontinuation of **SHU_Students (Australia)** campaign as it is least cost effective and have smaller number of clicks and unique link clicks among all the campaigns.

CONCLUSION

So, our team would like to recommend you discontinue the **SHU_Students (Australia)** campaign.

The background features four decorative geometric patterns in the corners. The top-left corner has a series of parallel diagonal lines in a light blue-grey color. The top-right corner contains a cluster of overlapping semi-circles in yellow, red, teal, and dark blue. The bottom-left corner also features a cluster of overlapping semi-circles in red, teal, and dark blue. The bottom-right corner has a series of parallel diagonal lines in a light blue-grey color, mirroring the top-left pattern.

THANK YOU