



# GlobalShala – Superhero U Event

MARKETING TEAM DATA ANALYSIS

# Project Team



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Together, we're committed to delivering an impactful and engaging event!

# Superhero U

Superhero U is a global competition inspired by the United Nations mission to protect the world while driving progress. Participants are encouraged to use their skills and creativity to address societal challenges outlined in the Sustainable Development Goals (SDGs). Open to high school and college students, the competition consists of three rounds: preliminary rounds, semifinals, and finals, from August 2020 to April 2021.

## Campaign Details:

The Facebook campaigns targeted two specific audiences:

- Students
- Educators and Principals

# Cont...

The ads featured:

- A profile picture and profile name linked to GlobalShala's profile page.
- Descriptive text about the Superhero U event.
- An image linking to the Superhero U website.
- Buttons to like, comment, and share the ad.

Key Metrics:

- Geographic Location: Areas where the ads were published.
- Impressions: The average number of times the ads were seen.
- Total Cost (INR): The total cost of the campaign in Indian Rupees.
- Cost per Click: The average cost of a unique click on the ad.



# Facebook Ads

Facebook is a social networking platform that allows users to connect with one another and share text, photos, and videos. Individuals and businesses can create accounts and set up profile pages for free, however, Facebook contains ads that help pay for the service. This allows businesses, such as GlobalShala, to pay for Facebook ad campaigns.

The type of ad that GlobalShala uses is a basic image ad, also known as a “Link Click” ad.

These ads have several parts:

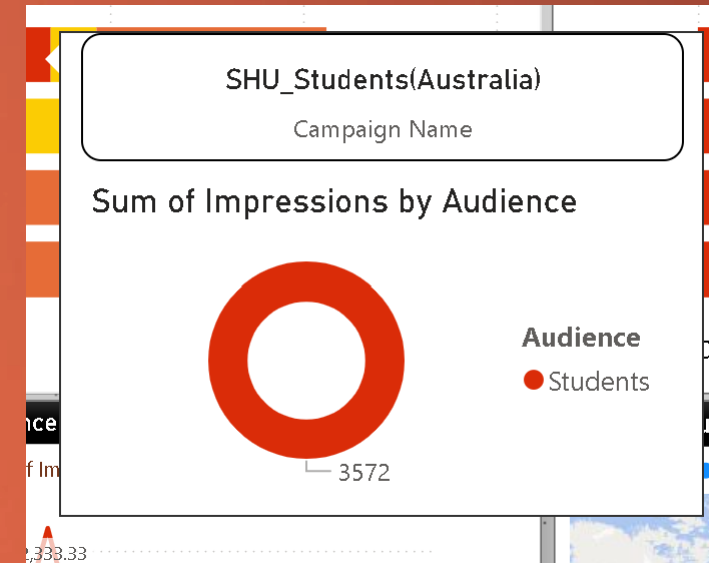
- A profile picture and profile name that links to GlobalShala’s profile page.
- Some descriptive text.
- An image that, in this case, links to the Superhero U website.
- Buttons to like, comment, and share the ad.

GlobalShala placed ads targeting two different audiences, “students” and “educators and principals.”



# Campaign Analysis : Recommendations for Discontinuing

IDENTIFYING UNDERPERFORMING CAMPAIGNS TO REDUCE MARKETING COSTS.



IF WE HOVER THE COLUMN IT SHOWS CAMPAIGN NAME & AUDIENCE

# Performance Overview of Campaigns

- **Campaign 3**
  - High Cost Per Click (CPC) : \$ 23.76
  - High Cost Per Result (CPR) : \$69.33
- **Campaign 10**
  - High Cost Per Click (CPC) : \$ 22.36
  - High Cost Per Result (CPR) : \$55.95



Top 4 CPR of Campaigns



# Cont...

- **Campaign 3**
  - Low Clicks : 119 clicks (Lowest Performing Campaign)
  - Poor ROI : High Spent with minimal engagement.
- **Campaign 10**
  - Low Clicks : 121 clicks (second lowest)
  - Underperforming metrics compared to other campaigns.



Bottom 4 Performance Campaigns

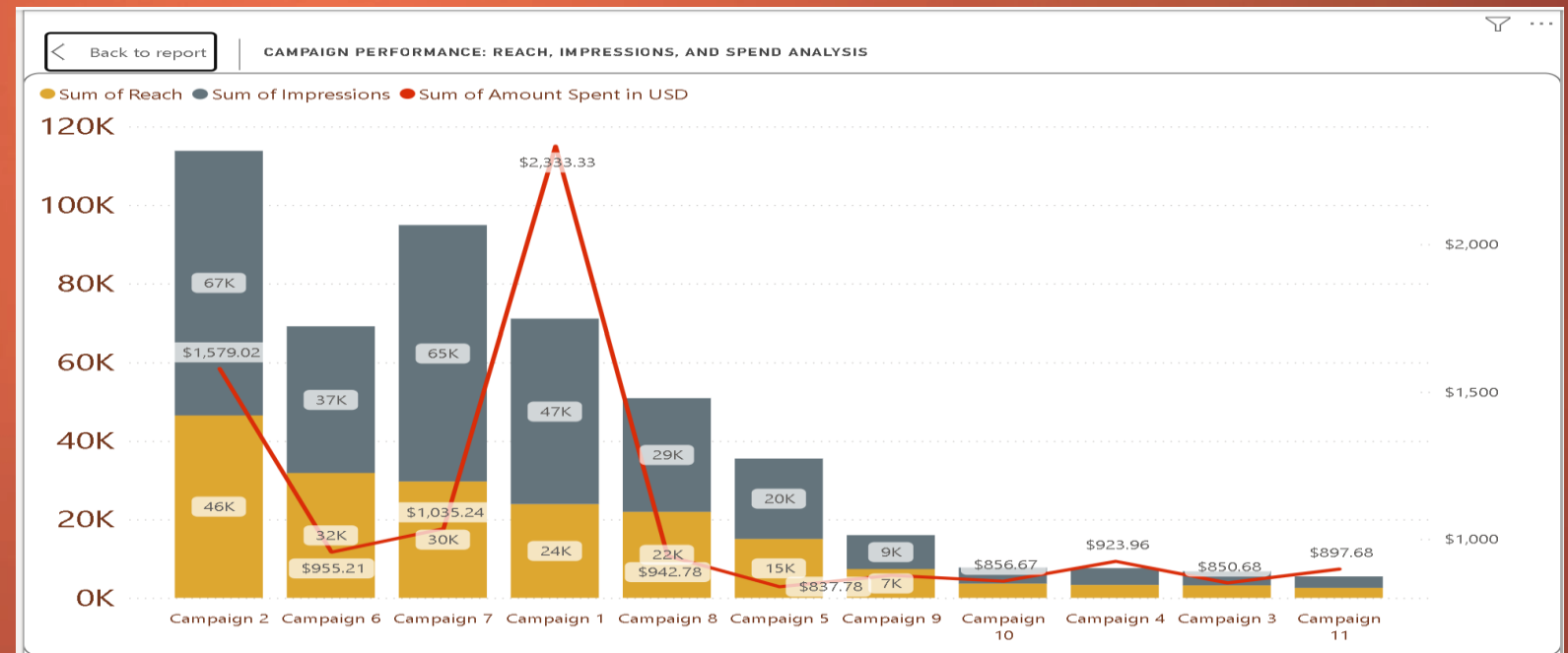
# Recommendations for Cost Optimization

Campaigns to Discontinue :

- **Campaign 3** : Low Clicks (119), High CPC : \$23.76, CPR : \$69.33
- **Campaign 10** : Second Lowest Clicks (121), High CPC : \$22.36, CPR : \$55.95

Rationale :

- Minimal Engagement
- High Costs



Reach, Impressions, Spent Analysis



THANK YOU