

Reviewing Superhero U Facebook Ad Campaigns

Performance Insights and Strategic recommendations

Our Team

TEAM 6A

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Team responsible for campaign analysis and recommendations

About Superhero U

Annual event promoting superhero culture and community engagement

Targets- students, fans, and local families

Uses Facebook Ads for event promotion

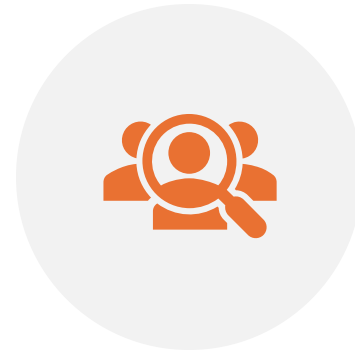
Budgets/vouchers





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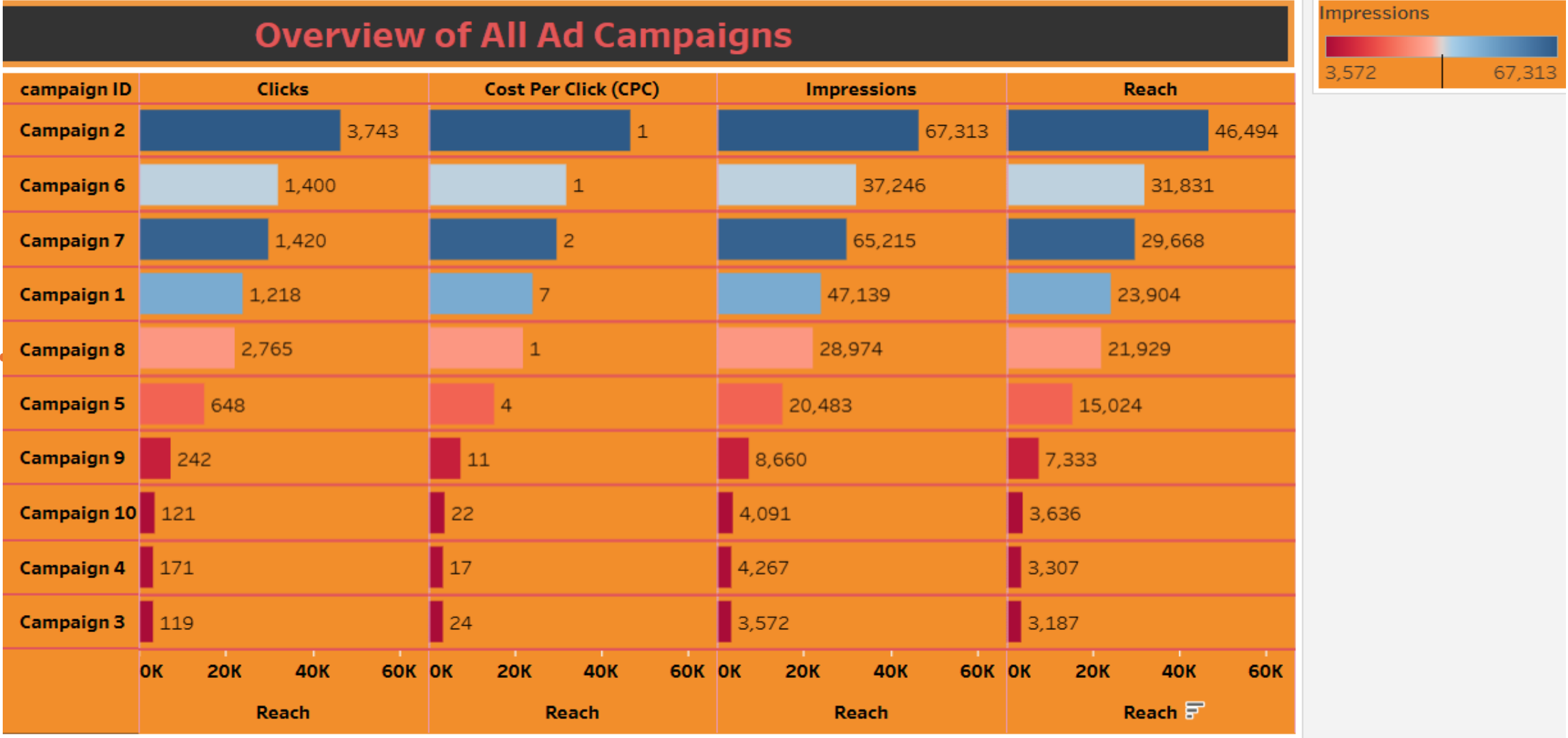
Overview of Facebook Ads



**USED FOR TARGETING AUDIENCES
BASED ON LOCATION, INTERESTS,
AND DEMOGRAPHICS**



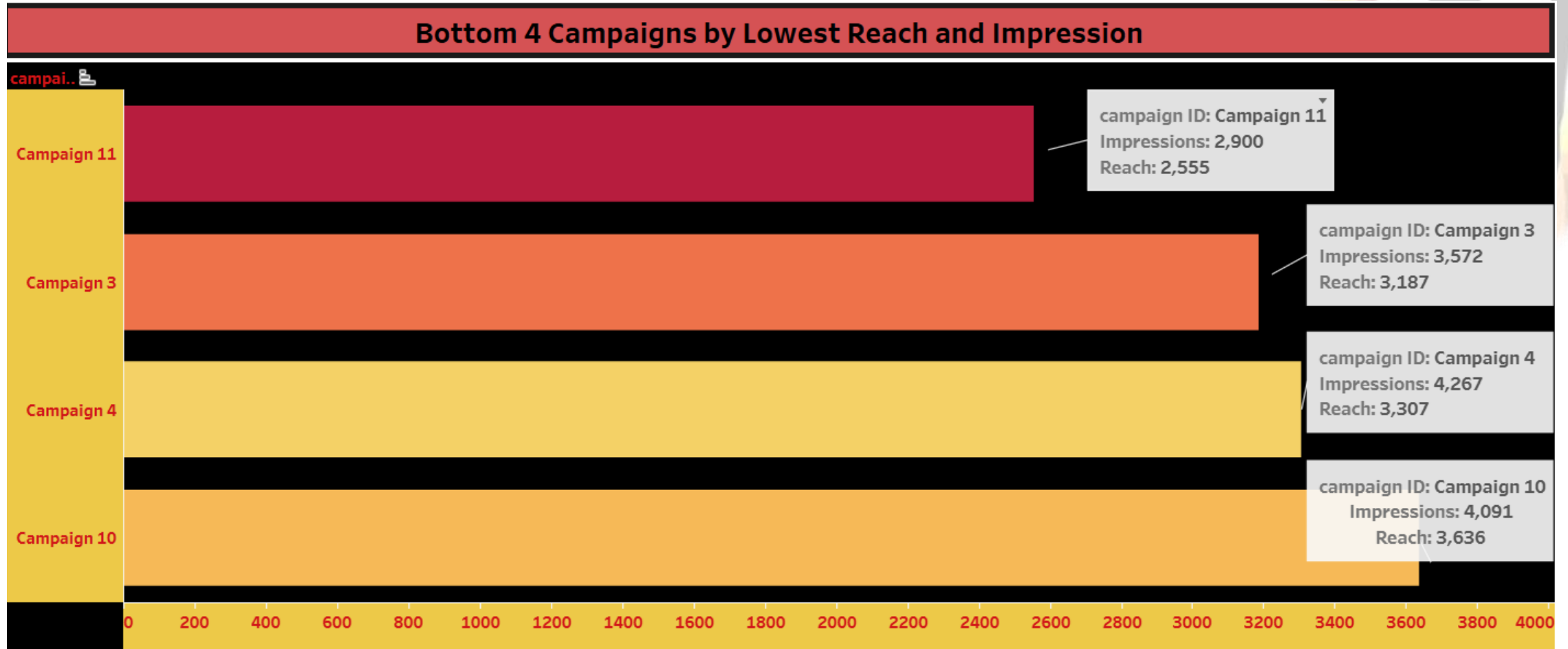
**KEY METRICS: REACH,
IMPRESSIONS, CLICKS, COST PER
RESULT (CPR)**



- Multiple campaigns were run to maximize event visibility and attendance.
- Wide variation in performance—some campaigns significantly underperform.

Lowest Reach and Impressions

- These campaigns had the least audience exposure.
- Low visibility correlates with under-investment in targeting.



Lowest Cost-Per Click Campaigns

High CPC

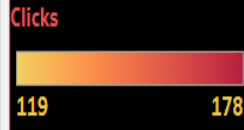
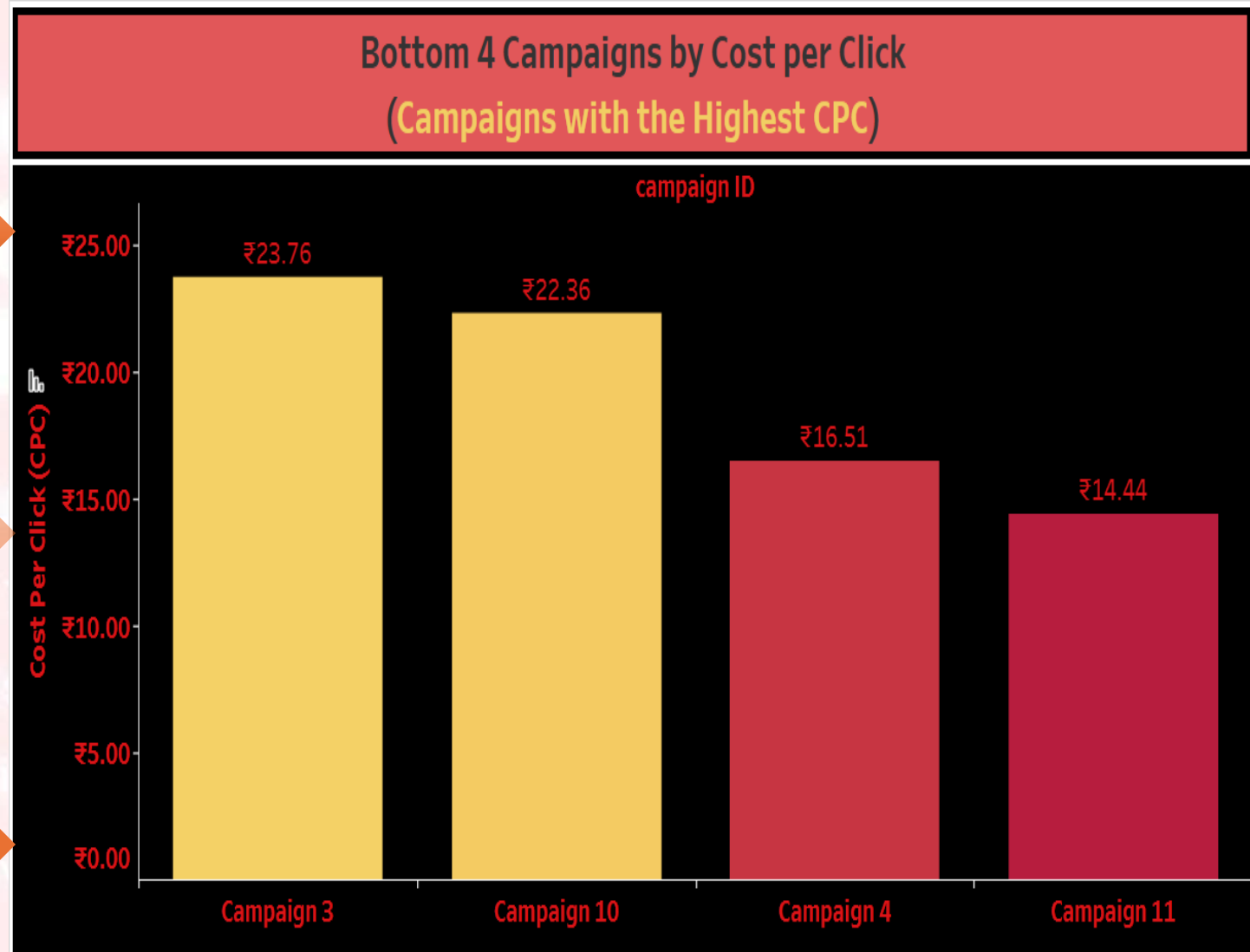
Low ROI

Ineffective
Targeting

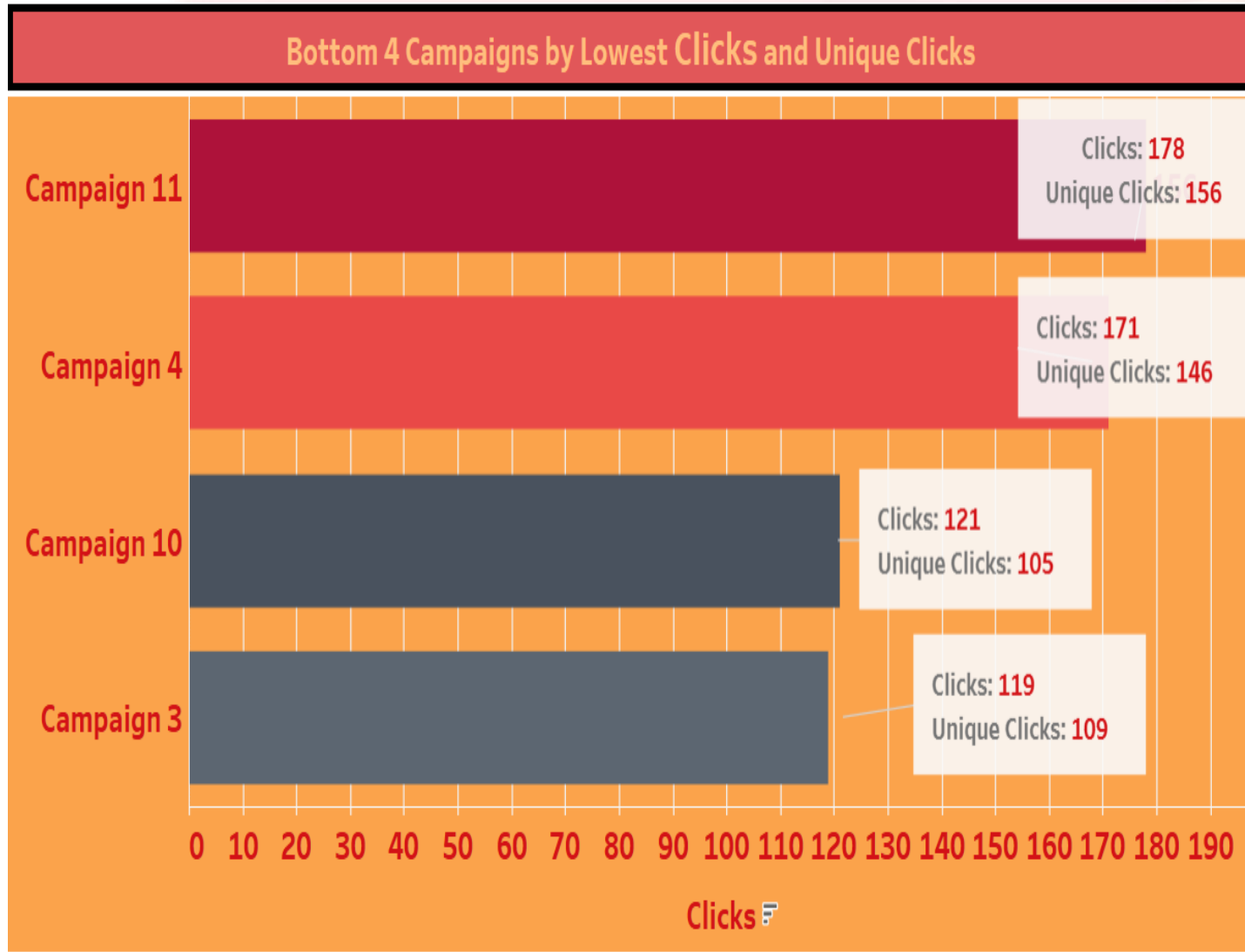
Budget
Drain

Reallocation

Improve Cost
Efficiency



Lowest Click and Unique Clicks



Unique Clicks

105

- Low engagement indicates campaigns may not be resonating with the audience.
- Weak ad messaging or targeting.
- Unique clicks measure new user interest versus repeat clicks.

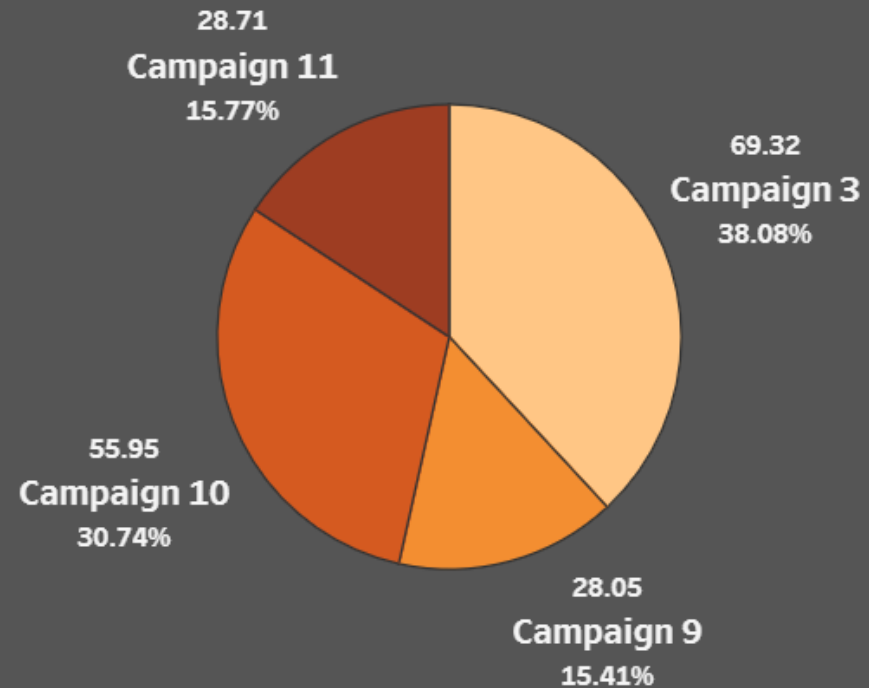
High Cost Per Result (CPR) Contribution

Campaigns 3 and 10 are responsible for nearly 70% of the total CPR cost

High CPR indicates less cost-effectiveness

Low performance relative to cost

Bottom 4 Campaigns with the Highest Cost per Result — Showing Each Campaign's Share of Inefficiency.



Conclusion & Recommendations

Discontinue these four campaigns

- Campaign 3, Campaign 10, Campaign 9, Campaign 11

Rationale

- They have the **highest CPR** and **draining budget** with **low returns**.

Next Steps

- Reallocate savings into **top-performing campaigns** to yield **High ROI**
- Campaign 2 , Campaign 6, Campaign 7, Campaign 1

By removing the least efficient ads and reinvesting in proven performers, we can see improvement in overall Cost per Result within one campaign cycle.

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- Internships
- Scholarships
- Gadgets/vouchers

Questions?