GlobalShala

CUTTING COSTS BY HALTING GLOBALSHALA AD CAMPAIGNS

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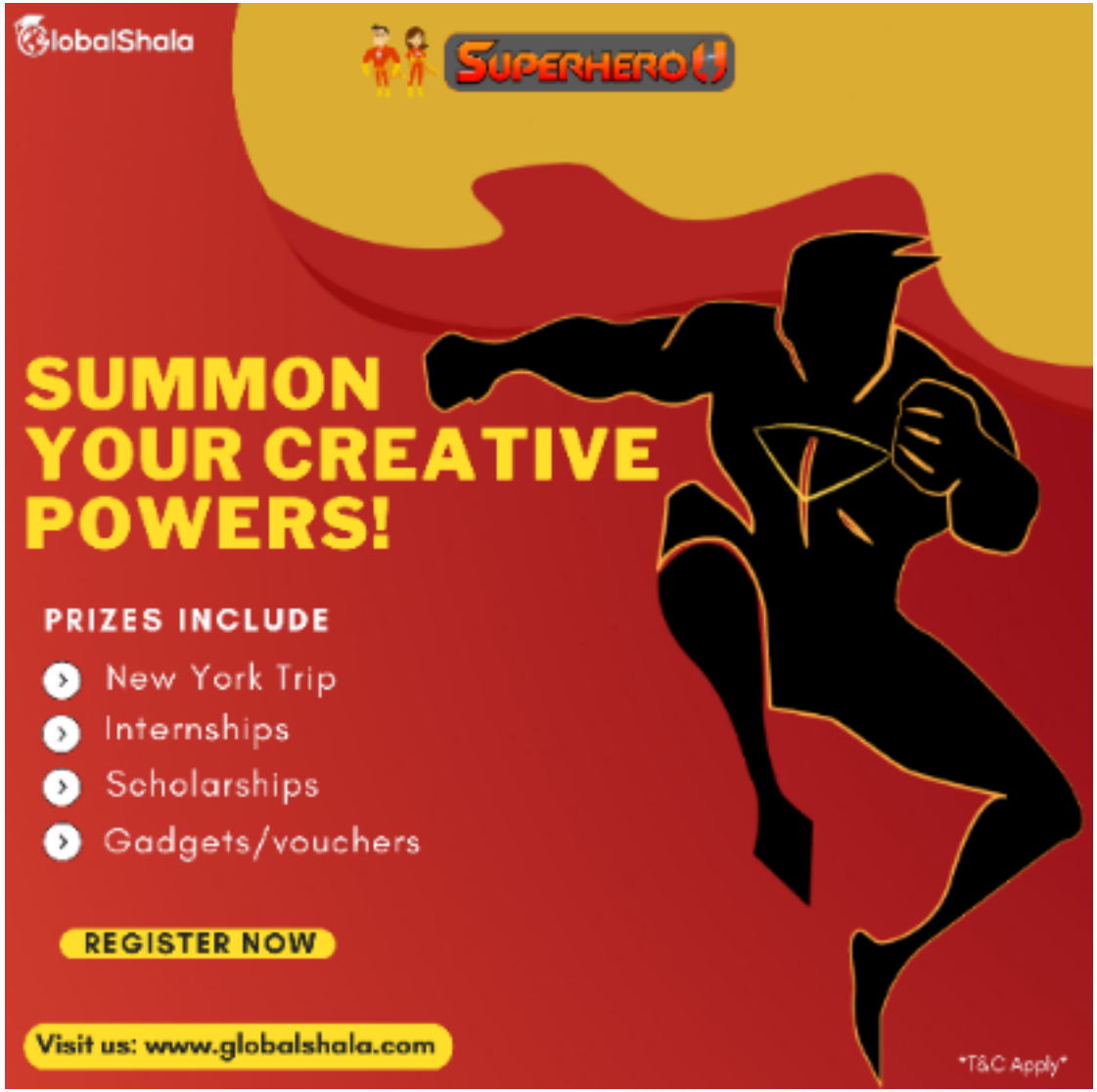
Superhero U Event

Superhero U was an event created by Globalshala that aimed to inspire innovation in young minds, empowering them to use their creativity to solve real-world issues aligned with the UN's SDGs. Open to high school and college students, participants created a ‘Superhero’ to tackle social challenges. The competition spanned three rounds—preliminary, semi-final, and final—from August 2020 to April 2021, showcasing their ingenuity and problem-solving skills.



Facebook Ad

A Facebook ad is a paid online advertisement that businesses use to reach specific audiences on Facebook based on their interests, demographics, and behavior.

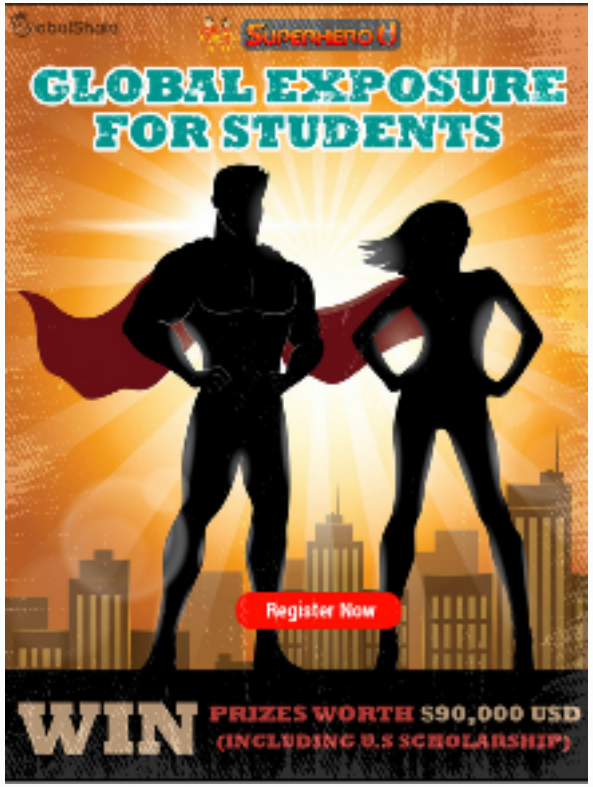
The type of ad that GlobalShala used is a basic image ad, also known as a “Link Click” ad.

These ads have several parts:

1. A profile picture and name that linked to Globalshala's profile page.
2. Descriptive text
3. An image
4. Buttons to like, share and comment

Superhero U Campaign

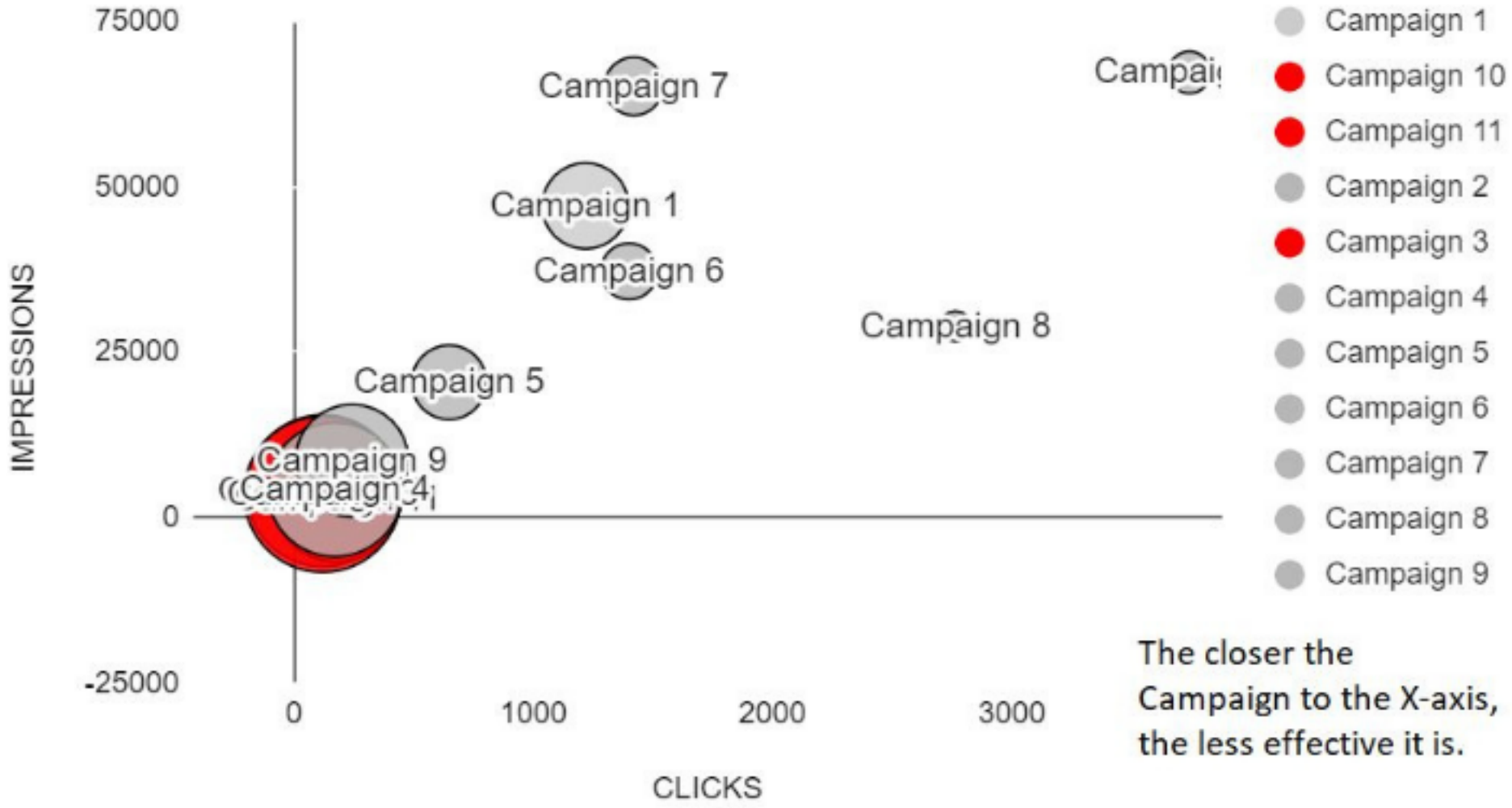
GlobalShala launched 11 campaigns targeting specific countries and in each campaigns, they ran two ads targeting two key groups:
1. Students
2. Educators and principals.



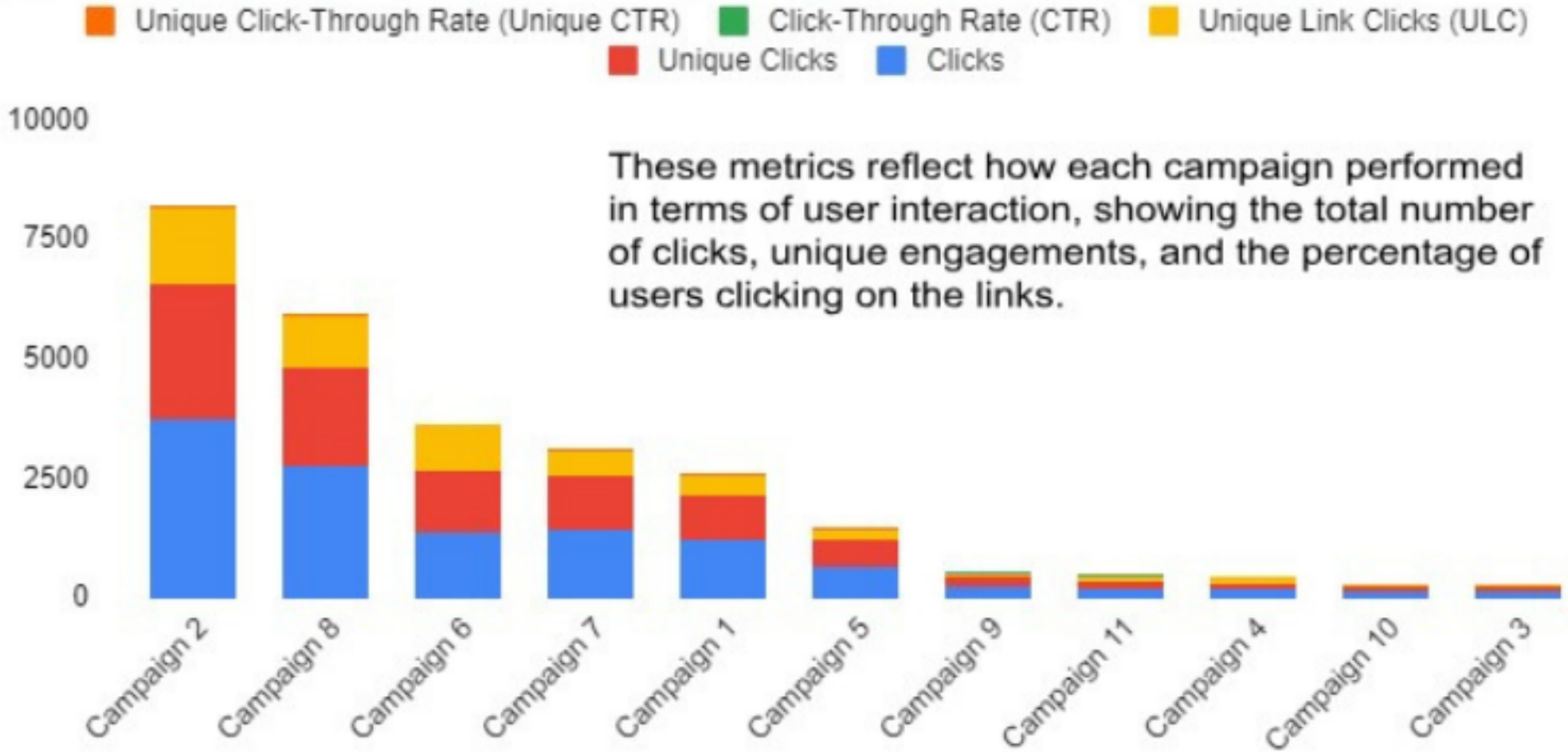
VISUALISATION CHARTS

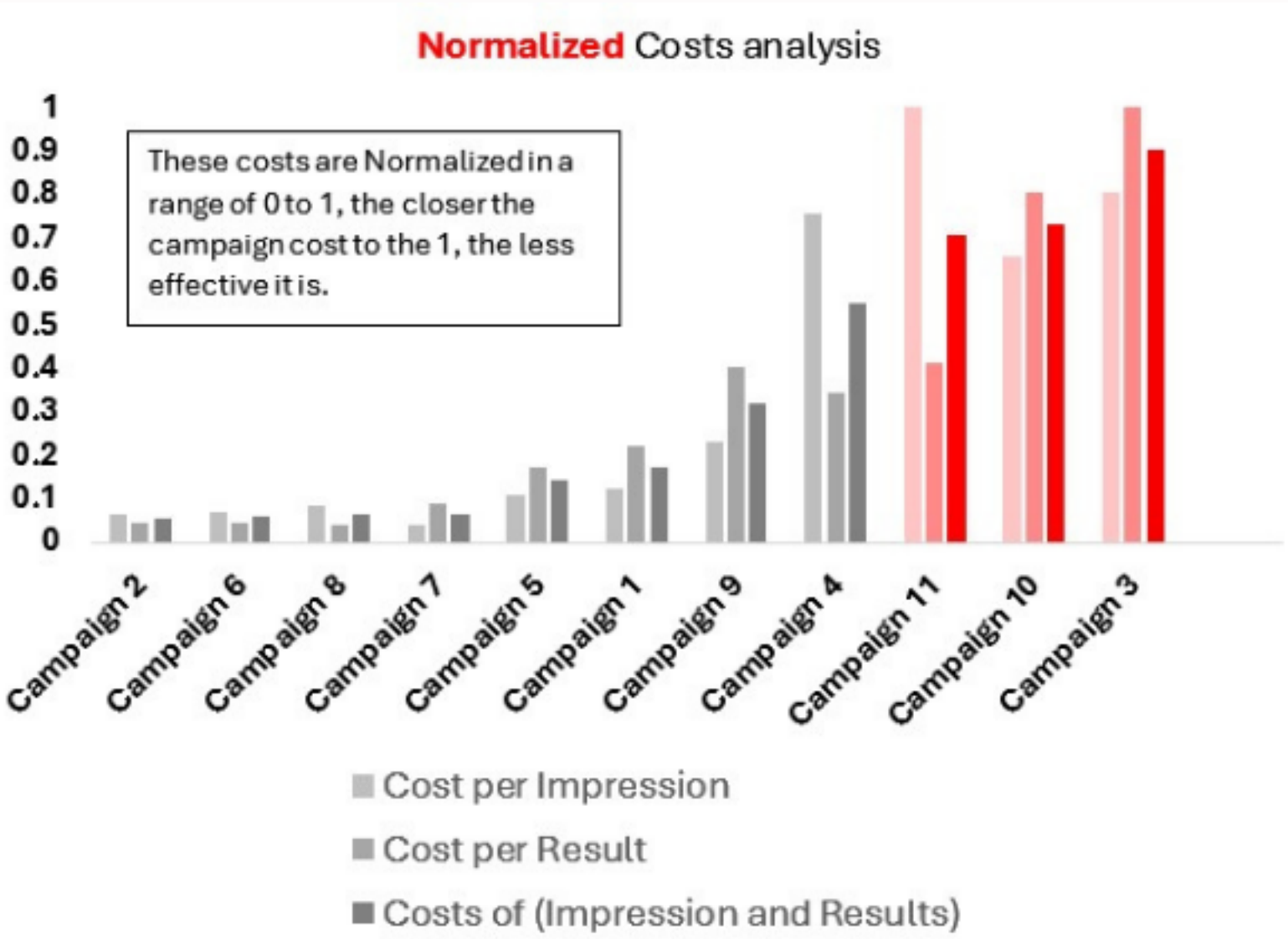
The dataset of the campaign was cleaned, analysed and visualised with various charts by the team. The following visualisation charts compared different KPIs to ascertain
the efficiency of the eleven campaigns and decide which campaigns to discontinue.

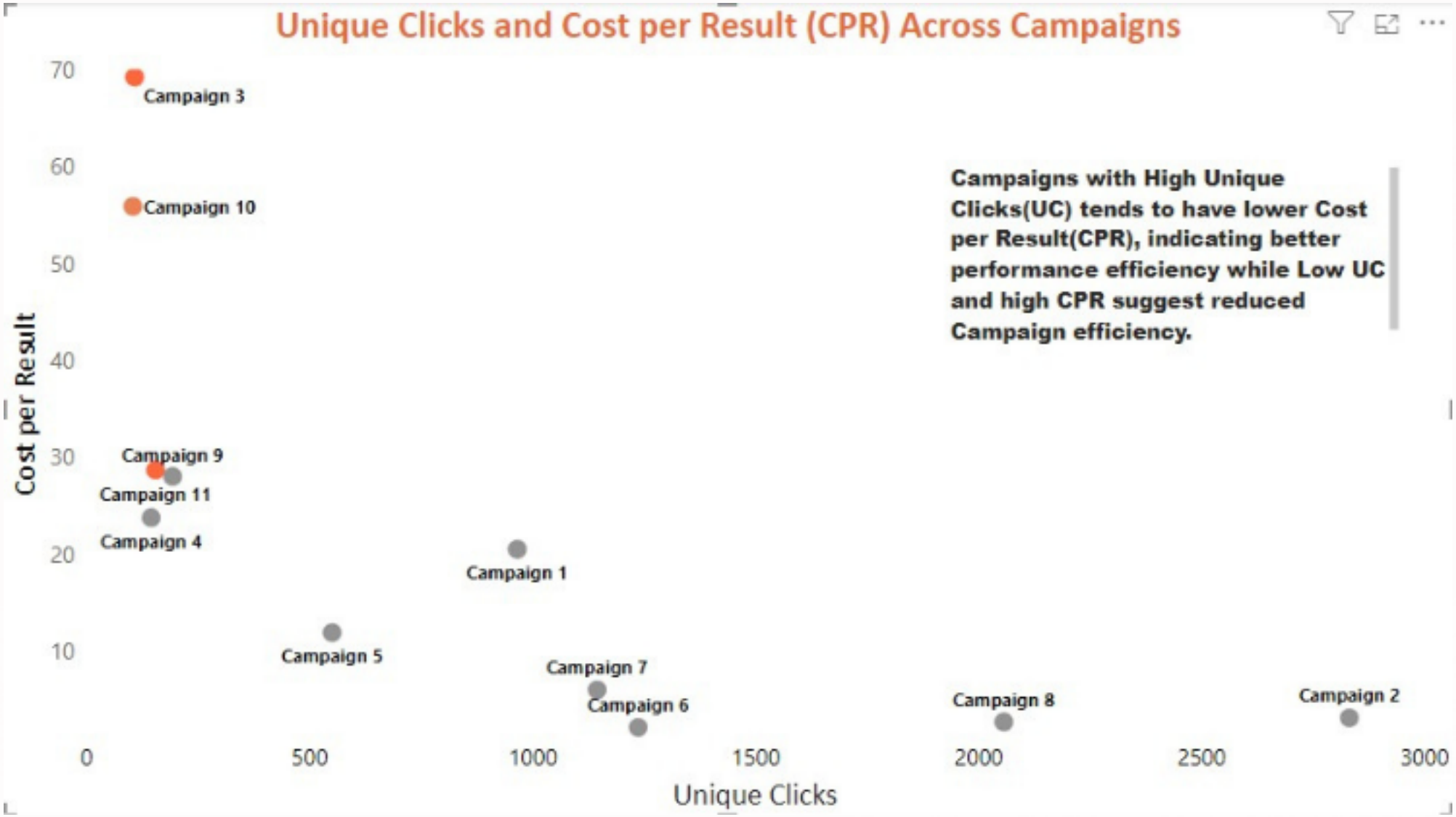
Impressions Vs Clicks (Bubble Chart)



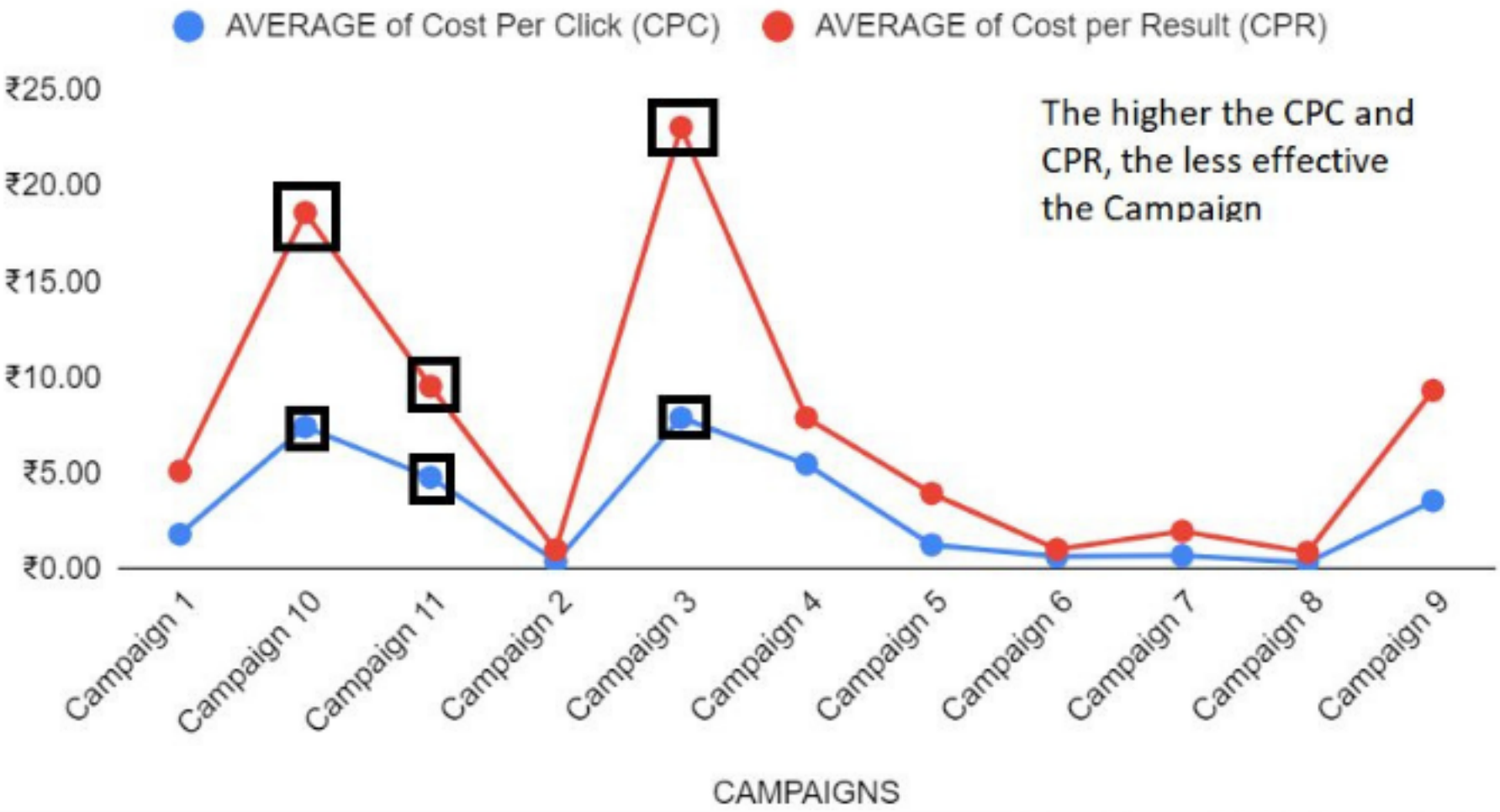
Campaign Performance: Clicks, CTR, and Unique CTR Analysis




Normalized Costs analysis
These costs are Normalized in a range of 0 to 1, the closer the campaign cost to the 1, the less effective it is.
1
0.9
0.8
0.7
0.6
0.5
0.4
0.3
0.2
0.1
0
Campaign 2
Campaign 6
Campaign 8
Campaign 7
Campaign 5
Campaign 1
Campaign 9
Campaign 4
Campaign 11
Campaign 10
Campaign 3
Cost per Impression
Cost per Result
Costs of (Impression and Results)


Unique Clicks and Cost per Result (CPR) Across Campaigns
Campaigns with High Unique Clicks(UC) tends to have lower Cost per Result(CPR), indicating better performance efficiency while Low UC and high CPR suggest reduced Campaign efficiency.
Cost per Result
70
60
50
40
30
20
10
Campaign 3
Campaign 10
Campaign 9
Campaign 11
Campaign 4
Campaign 1
Campaign 5
Campaign 7
Campaign 6
Campaign 8
Campaign 2
0
500
1000
1500
2000
2500
3000
Unique Clicks

CPC and CPR Trends Across Campaigns



CAMPAIGNS TO HALT

Campaign 3

Reasons:
- Lowest reach
- Second worse CTR
- Highest CPC and CPR
- Highest cost per Impression
- Lowest correlation between impressions and clicks

Campaign 10

Reasons:
- Among the lowest in reach
- Among the lowest in CTR and unique CTR
- Second-highest CPC and CPR Second highest Cost per Impression
- Fourth-lowest correlation between impressions and clicks

Campaign 11

Reasons:
- Lowest reach overall
- Among the lowest in CTR and Unique CTR
- High CPC and CPR (third in CPR)
- Third highest Cost per Impression
- Third-lowest correlation between impressions and clicks