



# OPTIMIZING MARKETING SPEND

## SUPERHERO U

### FACEBOOK AD CAMPAIGN ANALYSIS





# OUR TEAM

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- Explanation of Superhero U event.
- Explanation of Facebook Ads.
- Overview of all of the Superhero U Ad campaigns.
- Dashboard.
- Recommendation for discontinuation of Ad campaign.
- Conclusion.



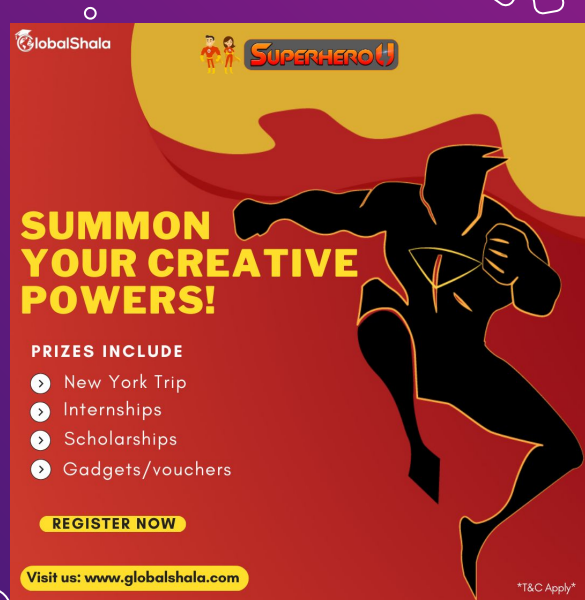


# SUPERHERO U : EMPOWERING YOUTH FOR CHANGE



The Superhero U event is a gimmick themed event by Global Shala.

- Fostering creativity and problem-solving.
- Aligned with UN's mission.
- Youth develop 'Superheroes' for social issues.
- The competition spanned three rounds from August 2020 to April 2021.
- offering equal educational opportunities and inspiring positive impact.





# LEVERAGING FACEBOOK ADS FOR EFFECTIVE MARKETING

- Connect businesses and individuals with online audience.
- Diverse formats including “link Click” Ads.
- Precision in audience targeting.
- Globalshala’s success story: Amplified reach, achieved objectives.





# UNLOCKING BUSINESS POTENTIAL WITH FACEBOOK ADS



- Dynamic platform for effective promotion.
- Utilise profile linking, engaging content, strategic audience segmentation.
- Drive user actions: likes, comments, shares.
- Versatile format, precise metrics for campaign optimization.
- Elevate brand visibility and engagement.





# SUPERHERO U'S STRATEGIC FACEBOOK AD CAMPAIGNS

- Elevated event visibility and engagement.
- Targeted diverse global audiences: students, educators and principals
- Objectives: boost event awareness , drive participation, SDGs alignment.



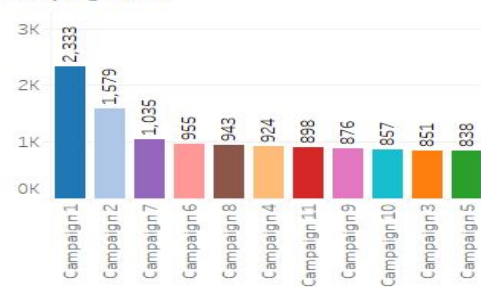




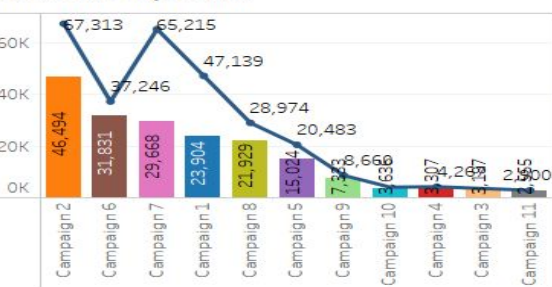
# INSIGHTS DASHBOARD: UNVEILING AT A GLANCE



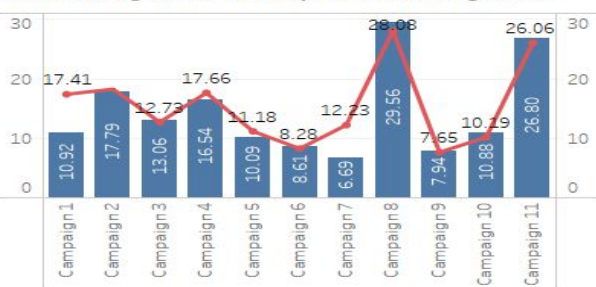
Campaign Cost



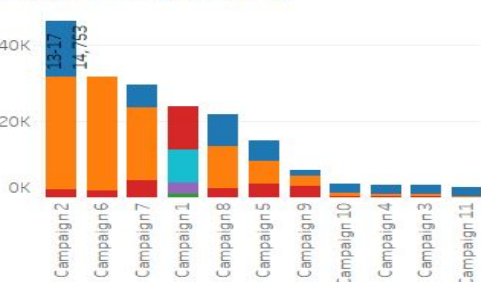
Reach and Impression



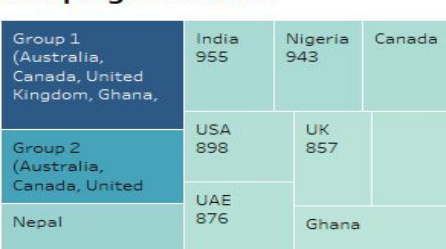
Click Through Rate vs Unique Click Through Rate



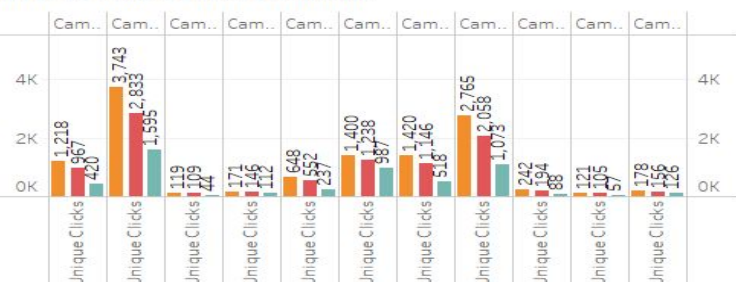
Campaigns vs Age Group



Amount Spent for every Campaign Location



Click vs Unique Click vs Link Click



CLICK HERE:







# INSIGHTFUL CAMPAIGN ASSESSMENT AND PERFORMANCE

Insightful Campaign Assessment and Performance

Methodical evaluation using key metrics

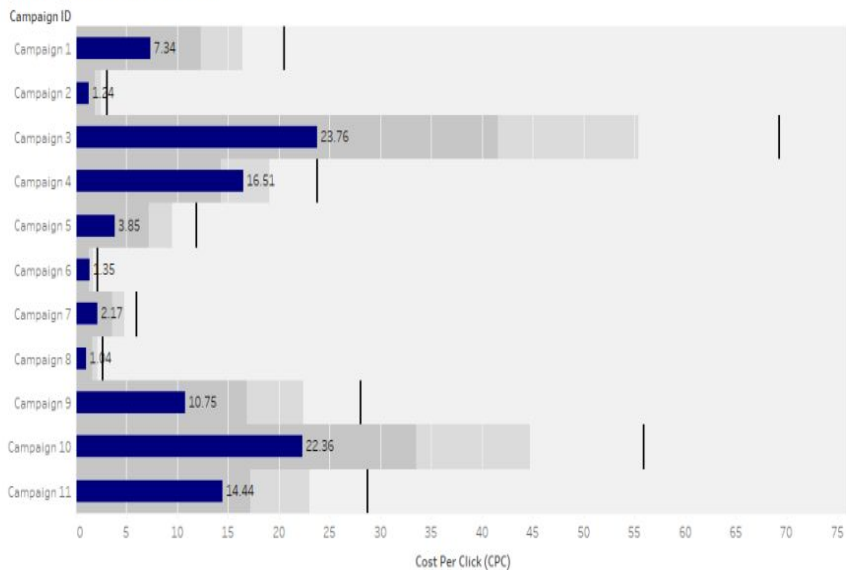
Noteworthy success in Group 2 countries for students aged 18-24

CTR: 6.62%

CPR: 0.46

Contrastingly, campaign 3 for Australian students aged 25-34 underperformed, leading to its exclusion for cost-saving.

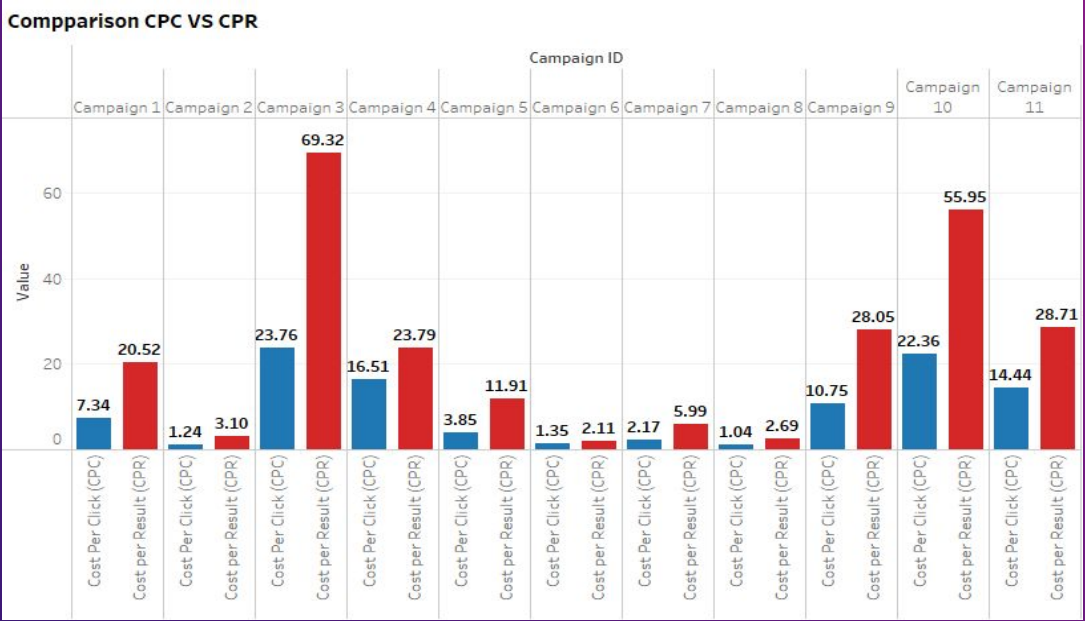
Cost Per Click vs Cost per Result





# STRATEGIC RECOMMENDATION: DISCONTINUATION OF CAMPAIGN<sup>o</sup>

- Campaign Name:  
SHU\_Students(Australia)
- In-depth analysis reveals lower performance metrics
- Suboptimal return on investment indicated
- Recommendation: Discontinue the campaign



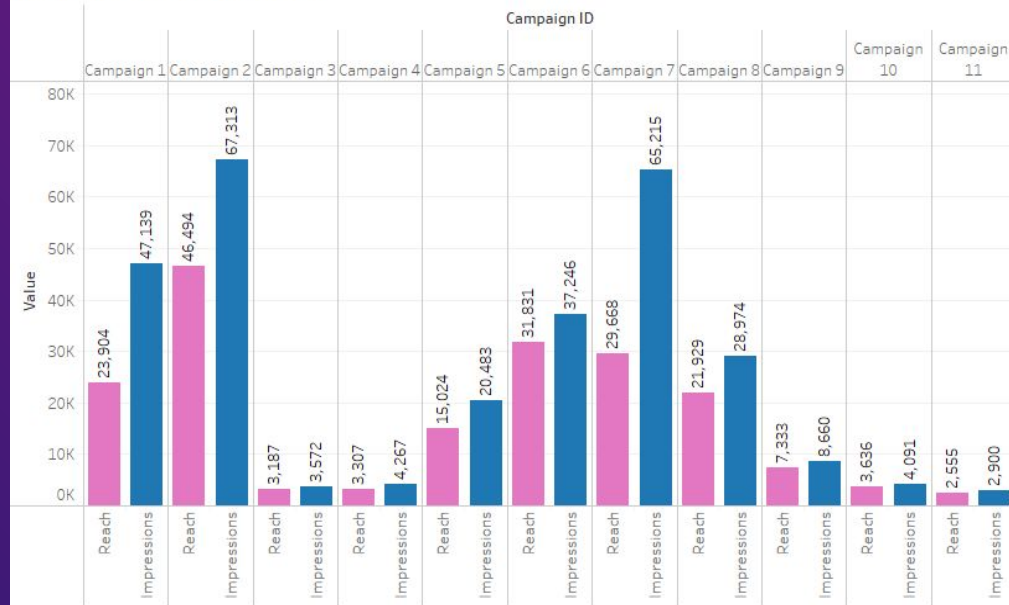


# DATA VISUALIZATIONS STRENGTHEN DISCONTINUATION RECOMMENDATION



- Clear evidence from visualized data
- Unsuccessful engagement across Australian student segments (13-17, 18-24, 25- 34)
- Performance below anticipated levels
- Resource redirection to successful campaigns for optimal impact and cost efficiency.

Comparison of Reach vs Impression

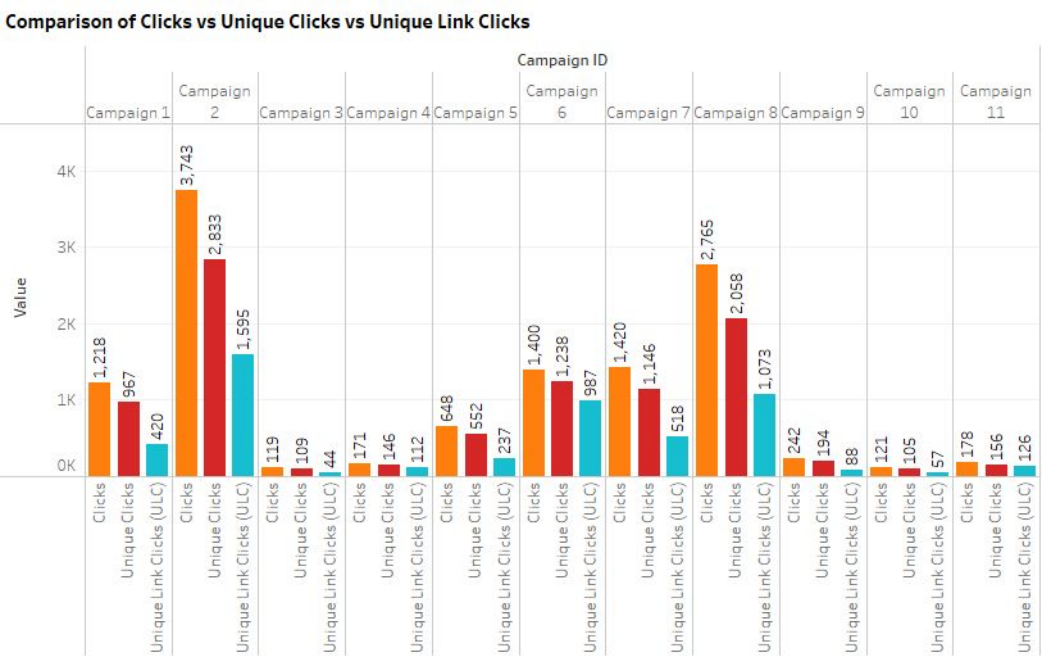




# DATA-DRIVEN EXCELLENCE: ELEVATING SUPERHERO U'S

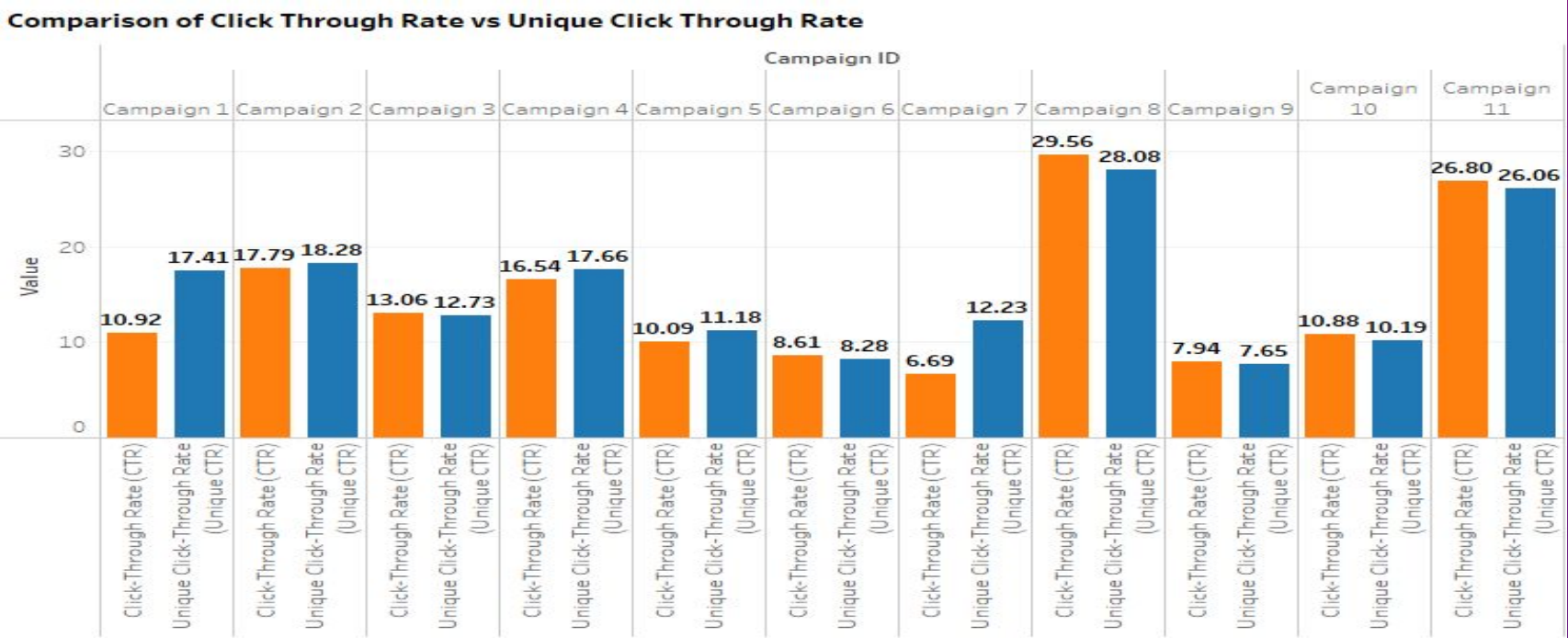


- Marketing team's steadfast dedication.
- Data-powered decision making and campaign optimization.
- Strategic focus and efficiency assured.
- Empowering Superhero U's vision to inspire and nurture youthful innovation.





# APPENDIX





# OPTIMIZING IMPACT: STRATEGIC CAMPAIGN DECISION

In conclusion, the Marketing team emphatically recommends discontinuing 'SHU\_Students(Australia)' Campaign 3. Data-driven insights underline inadequate performance metrics, warranting resource reallocation for optimal impact alignment.

## Conclusion:

- Strategic Discontinuation: 'SHU\_Students(Australia)' Campaign 3.
- Data-Driven Insights: Subpar metrics despite diverse age targeting.
- Resource Optimization: Redirecting for amplified impact.
- Commitment to Excellence: Ensuring campaign alignment for a brighter future.





# DRIVING SUCCESS AND IMPACT: A DATA DRIVEN JOURNEY

Moving forward:

- Applying rigorous analysis to enhance strategies
- Data-driven approach for empowering creativity and inspiring change
- Reaffirming Campaign 3 discontinuation
- Resource reallocation for impactful outreach
- Superhero U's lasting world impact

## Campaign 3 KPIs

Age	Reach	Frequency	Impressions	Clicks	Unique Clicks	Unique Link Clicks (ULC)	Amount Spent in INR	Click-Through Ra..	Unique Click-Through Ra..	Cost Per Click (CPC)	Cost per Result (CPR)
13-17	2,271	1.15	2,616	61	55	28	475.85	2.33	2.42	7.80	16.99
18-24	704	1.04	734	49	46	13	283.17	6.68	6.53	5.78	21.78
25-34	212	1.05	222	9	8	3	91.66	4.05	3.77	10.18	30.55







# THANKS!

DO YOU HAVE ANY  
QUESTIONS?

