

# Superhero U

## AD Campaign Analysis

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# **INTRODUCTION**

Advertising campaigns are a crucial element in reaching and engaging target audiences effectively. To promote its SuperheroU Program aimed at students and educators, Globalshala launched a series of Facebook ad campaigns across multiple regions. These campaigns were designed to increase program awareness and drive meaningful engagement among teenagers, a key demographic for the initiative.

However, with the dynamic nature of social media platforms and evolving audience behavior, it is vital to evaluate the performance of these campaigns to ensure resources are utilized effectively. This report aims to systematically analyze the campaigns across various performance metrics—such as reach, frequency, clicks, Cost Per Click (CPC), and Cost Per Result (CPR)—to identify strengths, weaknesses, and opportunities for improvement.

Through data-driven insights and visualizations, the report seeks to uncover underperforming campaigns, understand the factors contributing to their inefficiencies, and recommend actionable strategies. Ultimately, the goal is to optimize the campaign strategy, maximize impact, and align efforts with audience preferences and platform trends.

## **METHODOLOGY**

This report was prepared as a collaborative effort by the team, with each member contributing their insights and analyses based on key metrics. The methodology employed a systematic approach to evaluate the performance of **Globalshala's** Facebook campaigns for the SuperheroU Program.

### Data Analysis Tools

To ensure a robust and comprehensive evaluation, the team utilized the following tools:

- Power BI: For creating dynamic visualizations, such as bar charts, bubble charts, pie charts, and heatmaps, to analyze metrics like reach, frequency, clicks, and cost distribution.
- Python: For in-depth data processing and advanced analysis, including calculations of performance metrics such as Cost Per Click (CPC) and Cost Per Result (CPR).

### Metrics Evaluated

The campaigns were analyzed across a range of performance indicators, including:

- Reach: To measure the visibility of each campaign among the target audience.
- Frequency: To assess the average number of times an ad was shown to a unique user.
- Cost Per Click (CPC) and Cost Per Result (CPR): To determine the cost-efficiency of each campaign.
- Clicks and Unique Link Clicks: To evaluate audience engagement and interaction with the campaigns.
- Cost Distribution: To analyze the proportion of the total budget allocated to each campaign.

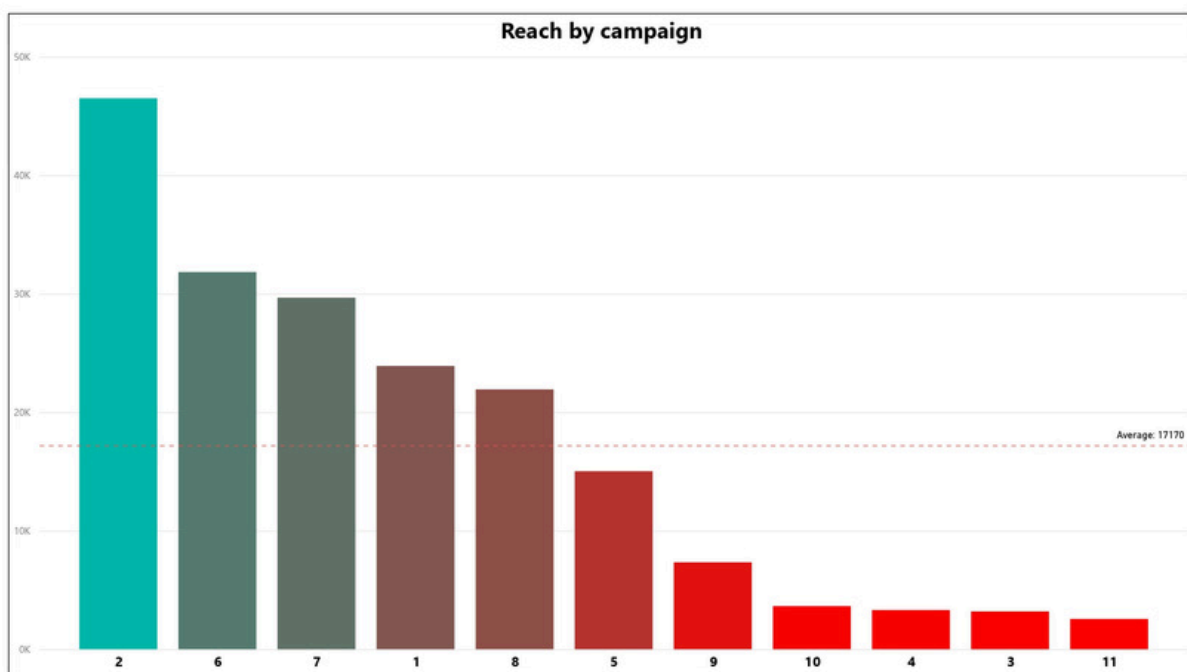
### Collaborative Approach

Each team member analyzed specific metrics or visualizations and shared their findings, which were then synthesized into a cohesive report. The visualizations created in Power BI were critical in identifying trends, patterns, and outliers in the data. Python scripts were used to calculate and validate key performance metrics, ensuring accuracy and consistency in the analysis.

## ANALYSIS & FINDINGS

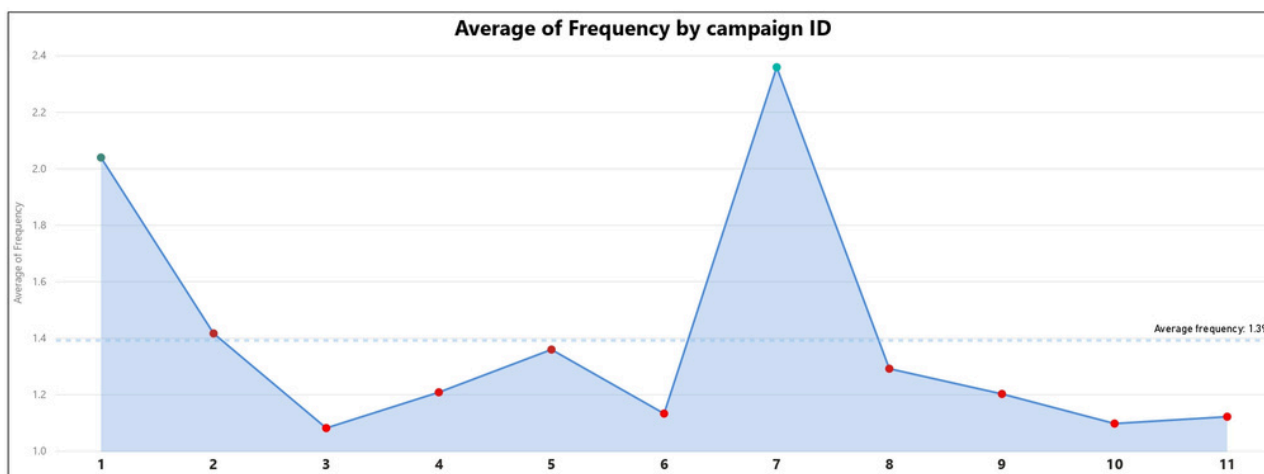
The performance of **Globalshala's** Facebook campaigns was evaluated using key metrics such as reach, frequency, clicks, Cost Per Click (CPC), Cost Per Result (CPR), and cost distribution. These metrics provided a comprehensive view of each campaign's effectiveness in achieving visibility, engagement, and cost-efficiency. Visualizations created using Power BI and Python offered deeper insights into campaign performance, highlighting both strengths and weaknesses. This section delves into the analysis of these metrics:

### Reach Analysis



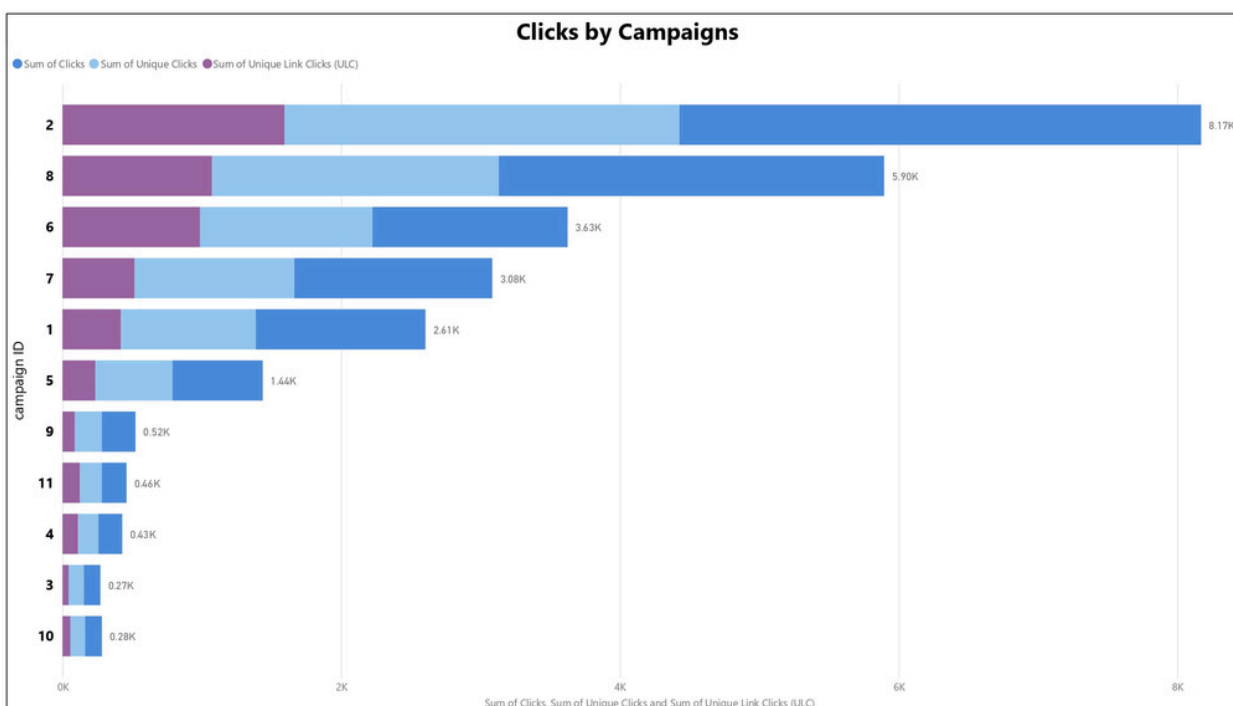
The visualization compares the reach of the campaigns, showing how many unique individuals each campaign reached. Campaigns 3, 4, 10, and 11 had reach values significantly below the average of 17,170. This low reach indicates these campaigns were not successful in attracting a broad audience. Such poor performance could stem from weak ad design, less compelling messaging, or targeting parameters that didn't align well with the desired audience. Low reach limits the overall impact of a campaign, making these campaigns less valuable in achieving broad brand visibility or awareness for Globalshala.

## Frequency Analysis



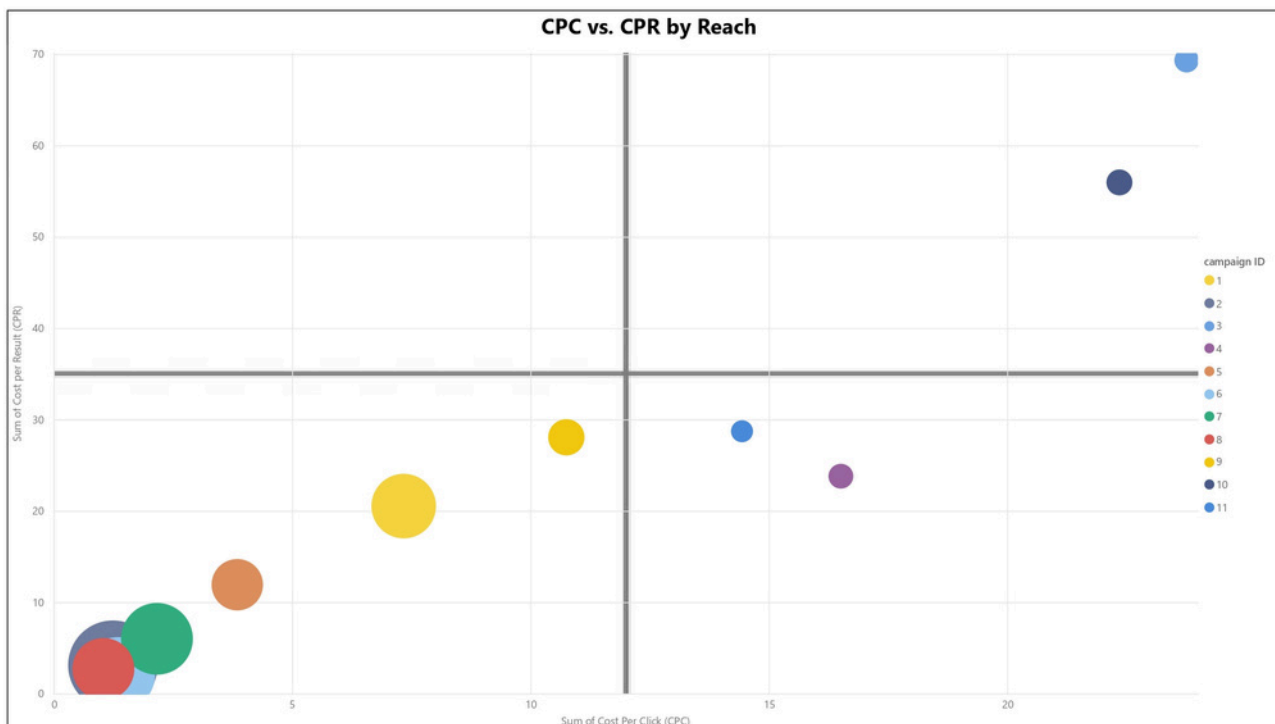
The frequency visualization shows the average number of times an individual saw an ad within each campaign. Interestingly, while campaigns 3, 4, 10, and 11 had low reach, they also had relatively high average frequencies compared to the overall average of 1.39. This suggests that the ads from these campaigns were shown repeatedly to a small, limited audience.

## Clicks, Unique Clicks and Unique Link Clicks



The visualization comparing clicks across campaigns underscores the lack of engagement in campaigns 3, 4, 10, and 11. These campaigns recorded fewer than 500 clicks, far below the thousands achieved by top-performing campaigns such as 2 and 8.

## CPC vs. CPR



### Top-Right Quadrant (High CPC, High CPR):

Campaigns in this quadrant are the least efficient, as they require high costs both for clicks and results. Campaigns 3 and 10 fall into this quadrant, demonstrating poor performance overall. These campaigns incur high expenses without delivering satisfactory returns, making them clear candidates for discontinuation.

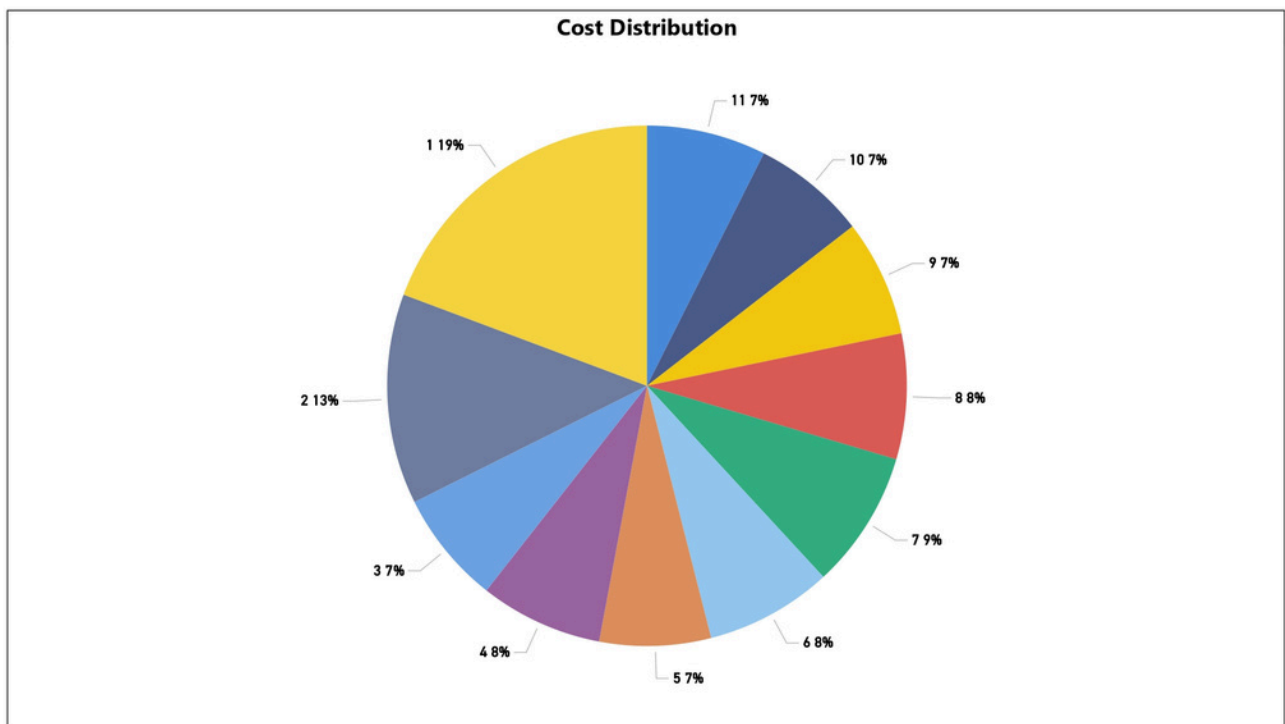
### Bottom-Right Quadrant (High CPC, Low CPR):

Campaigns here have a high cost per click but manage to keep the cost per result relatively low. This suggests some ability to convert clicks into results but at an inefficient click acquisition cost. Campaigns 4 and 11 fall into this quadrant. Their placement indicates that while these campaigns achieve results, they are too expensive to maintain due to high CPC values. This inefficiency makes them less competitive and viable compared to better-performing campaigns.

### Bottom-Left Quadrant (Low CPC, Low CPR):

This is the ideal quadrant, where campaigns achieve low costs per click and result, maximizing cost efficiency. High-performing campaigns like 2, 6 and 8 fall here, demonstrating their ability to effectively attract clicks and convert them at minimal cost.

## Cost Distribution



The cost distribution pie chart provides another perspective on resource allocation. Campaigns 3, 4, 10, and 11 consumed an average 7% of the total budget, yet comparatively, their performance metrics (reach, clicks, and results) were among the lowest. This imbalance between spending and output reflects ineffective budget utilization. In contrast, campaigns like 2 and 8 used their budgets more efficiently, yielding significantly higher engagement and reach. The disproportionate spending on underperforming campaigns further supports the recommendation to discontinue these campaigns and redirect resources to those with better ROI.

## Conclusion

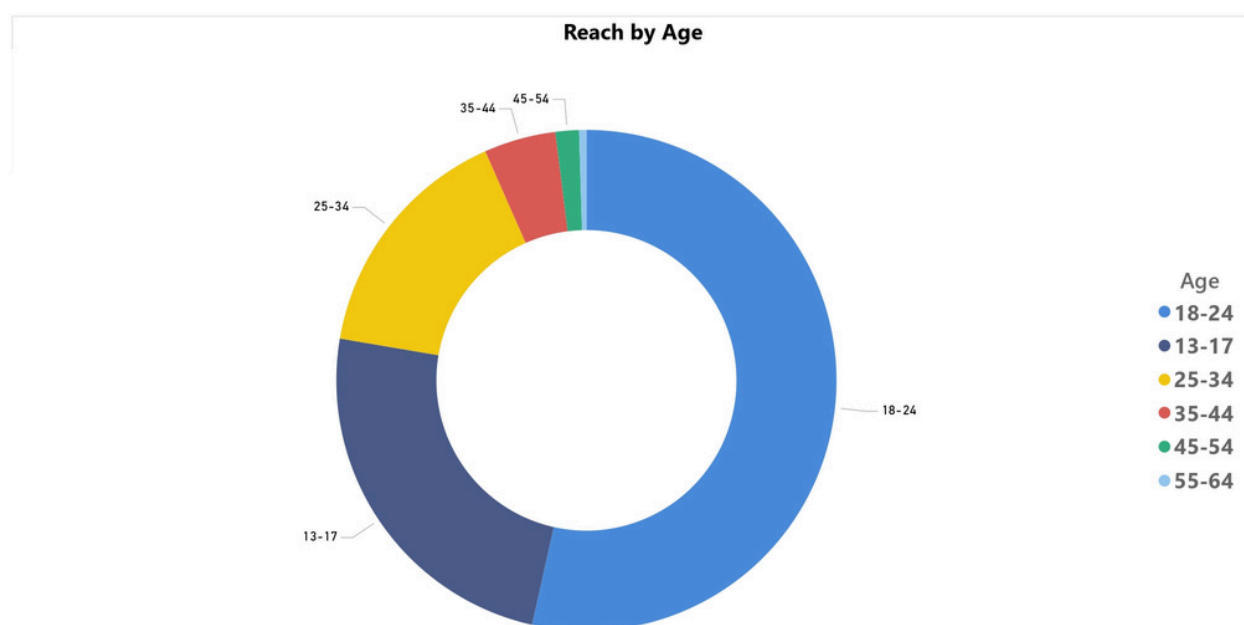
The analysis of Globalshala's Facebook campaigns revealed a stark contrast in performance across key metrics such as reach, frequency, clicks, and cost-efficiency. While campaigns like 2, 8, and 6 demonstrated strong engagement, high reach, and cost-effectiveness, others, including 3, 4, 10, and 11, consistently underperformed. These underperforming campaigns exhibited low reach, poor engagement, and high costs relative to their results, highlighting inefficiencies in their execution.



## IN-DEPTH ANALYSIS

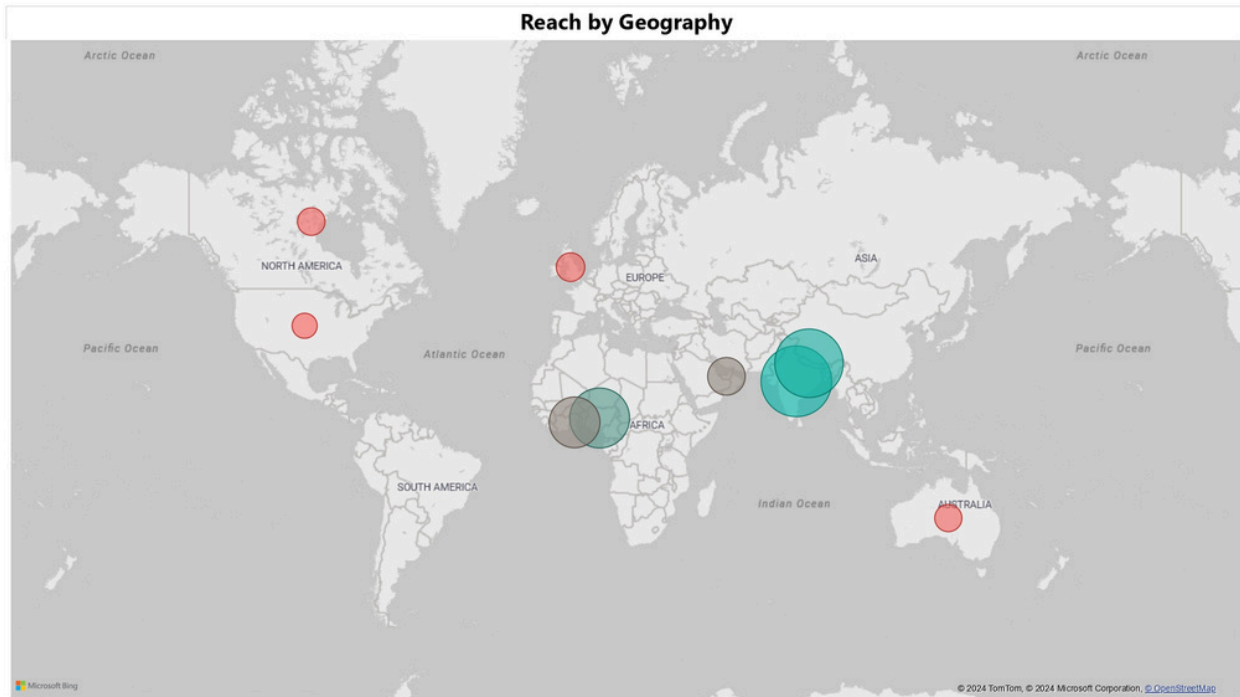
While the initial analysis highlighted underperforming campaigns based on reach, frequency, clicks, and cost-efficiency metrics, a deeper investigation was necessary to understand the underlying factors contributing to these results. This deeper dive involved analyzing reach by age group and reach by geography, offering valuable insights into audience engagement patterns and platform relevance.

### Audience analysis



The visualization of reach by age group revealed that the campaigns struggled to effectively engage their intended audience of teenage students, who represent a significant portion of the target demographic for the SuperheroU Program. While audiences aged 18-24 years showed relatively better engagement in regions like India, Nepal, and Nigeria, the campaigns failed to reach younger teenagers effectively. This aligns with the broader trend of teenagers moving away from Facebook to alternative platforms like Instagram and TikTok, highlighting a potential misalignment between the platform and the preferences of the key demographic.

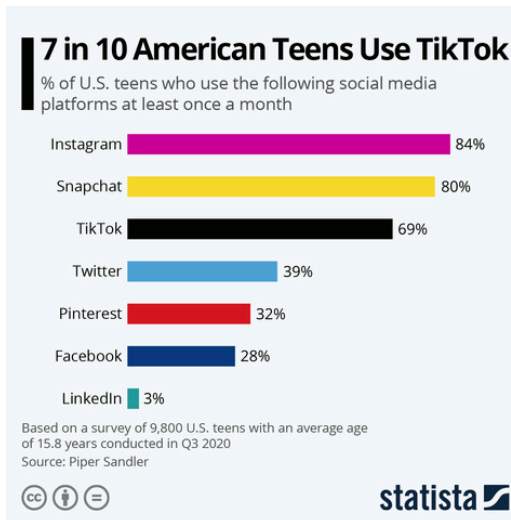
## Geographical Analysis



A geographical analysis reveals that campaigns targeting developed countries like the UK, USA, Canada, and Australia had the lowest reach. This aligns with global trends indicating that teenagers in these countries have migrated away from Facebook to other social media platforms. The choice of platform and content in these campaigns may not have aligned with the preferences and behaviors of their intended audience, further contributing to their low performance. This insight is critical for refining future campaigns, emphasizing the need to focus on regions where Facebook remains popular with the target age group.

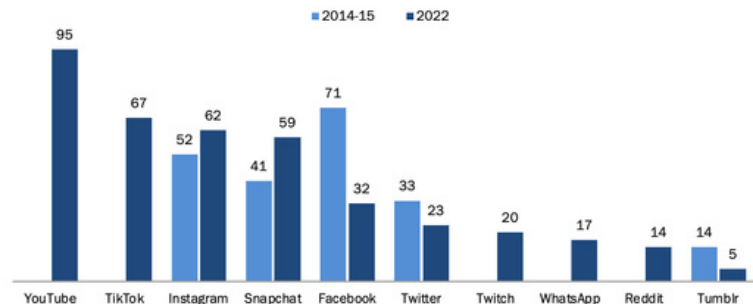
By combining these visualizations, the analysis demonstrates that campaigns 3, 4, 10, and 11 suffered from a combination of poor targeting, inefficient cost allocation, and mismatched audience-platform dynamics. These findings provide clear evidence to support their discontinuation, with recommendations to reallocate resources toward more promising strategies.

## Further Research



**Majority of teens use YouTube, TikTok, Instagram, Snapchat; share of teens who use Facebook dropped sharply from 2014-15 to now**

% of U.S. teens who say they ever use each of the following apps or sites



Note: Teens refer to those ages 13 to 17. Those who did not give an answer or gave other responses are not shown. The 2014-15 survey did not ask about YouTube, WhatsApp, Twitch and Reddit. TikTok debuted globally in 2018.

Source: Survey conducted April 14-May 4, 2022.

"Teens, Social Media and Technology 2022"

PEW RESEARCH CENTER

### Decline in Facebook Usage Among Teens

Both articles show a clear decline in Facebook's popularity among teenagers in developed countries. The Statista chart reveals that only 28% of U.S. teens use Facebook at least once a month, far behind platforms like Instagram (84%), Snapchat (80%), and TikTok (69%). Similarly, the Pew Research data indicates a sharp drop in Facebook usage from 71% in 2014-15 to just 32% in 2022. These trends align perfectly with your geographical analysis, which identified developed countries such as the USA, UK, Canada, and Australia as having low campaign reach. This decline indicates that targeting teens in these regions through Facebook ads is no longer effective, as they have shifted to other platforms.

### Implications for Campaign Strategy

The data provides a clear direction for improving campaign performance. Since teenagers in developed countries have largely moved on from Facebook, reallocating resources to platforms like Instagram, Snapchat, and TikTok would ensure greater reach and engagement. These platforms align with the preferences of your primary audience and could lead to more effective campaigns. In summary, these external statistics validate our findings and emphasize the need for Globalshala to adapt its social media strategy to target platforms that resonate with its intended demographic.

## **RECOMMENDATION**

Based on the detailed analysis of the performance metrics and deeper investigation into audience behavior, the following recommendations are made to optimize Globalshala's advertising strategy for the SuperheroU Program:

### **Discontinue Campaigns 3, 4, 10, and 11:**

- Key Finding: Campaigns targeting regions such as the USA, UK, Canada, and Australia (Campaigns 3, 4, 10, and 11) underperformed significantly in terms of reach, engagement, and cost-efficiency. This aligns with findings from Pew Research Center and Statista, which report a marked decline in Facebook usage among teenagers in developed countries. These platforms are now more popular among older demographics, with younger users shifting to platforms like Instagram, TikTok, and Snapchat.

### **Consider Alternative Platforms for Developed Nations:**

- Key Finding: The decline of Facebook's popularity among teenagers in developed countries requires a shift in platform strategy.
- Action: For future campaigns targeting developed nations (USA, UK, Canada, Australia), Instagram, TikTok, and Snapchat should be prioritized, as these platforms are more aligned with teenage users' preferences. In fact, a Statista report suggests that Instagram and TikTok have seen consistent growth in teen user engagement, with TikTok leading the way in engagement and content consumption.

By discontinuing underperforming campaigns and reallocating resources to more effective platforms, Globalshala can maximize the impact of its advertising budget. The shift away from Facebook among teenage students in developed countries is a critical factor that should inform future campaign strategies. Leveraging platforms that align with the preferences of younger users will ensure the SuperheroU Program continues to engage its target audience effectively.

## **CONCLUSION**

This report provided a comprehensive analysis of Globalshala's Facebook ad campaigns for the SuperheroU Program, focusing on key performance metrics such as reach, frequency, clicks, CPC, CPR, and cost distribution. Through the use of data visualizations and in-depth analysis, we identified **Campaigns 3, 4, 10, and 11** as underperforming, with low reach and engagement despite substantial investment.

A deeper investigation revealed that the underperformance of these campaigns could be attributed to a shift in platform preferences among teenagers, particularly in developed nations such as the USA, UK, Canada, and Australia. As supported by findings from Pew Research Center and Statista, Facebook's declining popularity among younger users in these regions further emphasized the need for strategic adjustments.

Based on these insights, we recommend discontinuing the aforementioned campaigns and reallocating resources to campaigns targeting regions where Facebook remains popular, such as India, Nepal, and Nigeria, while also exploring alternative platforms like Instagram and TikTok for future campaigns in developed nations. By aligning advertising strategies with platform preferences and audience behavior, Globalshala can optimize its resources, improve campaign effectiveness, and ensure continued success in reaching its target demographic.

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