Global-Shala Marketing

OPTIMIZING
FACEBOOK AD CAMPAIGNS

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About
Facebook Ads

Facebook is a widely used social media platform that allows businesses to run targeted ads. **Global-Shala** used **"Link Click" images ads** on Facebook to promote the **Superhero U** event. These ads appeared in users feeds with:

- "An Image and link to the Superhero U site"
- "Text description"
- "Like, comment and share buttons"
- "GlobalShala's profile details"

Ads were customized for two audiences: **Students** and **Educators/Principals** across multiple countries.

Facebook collected data like **Reach, Impressions, Clicks, CTR, CPC, CPR** etc, which helped analyze each campaign's performance.
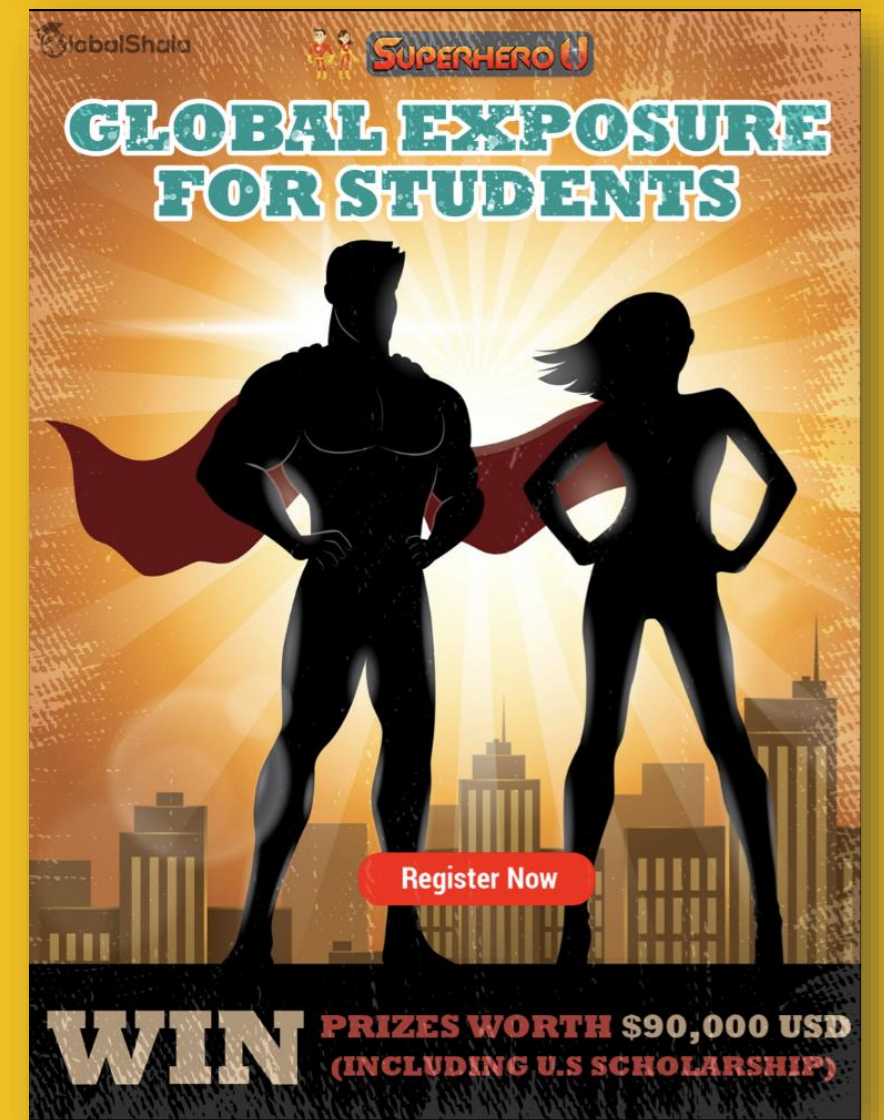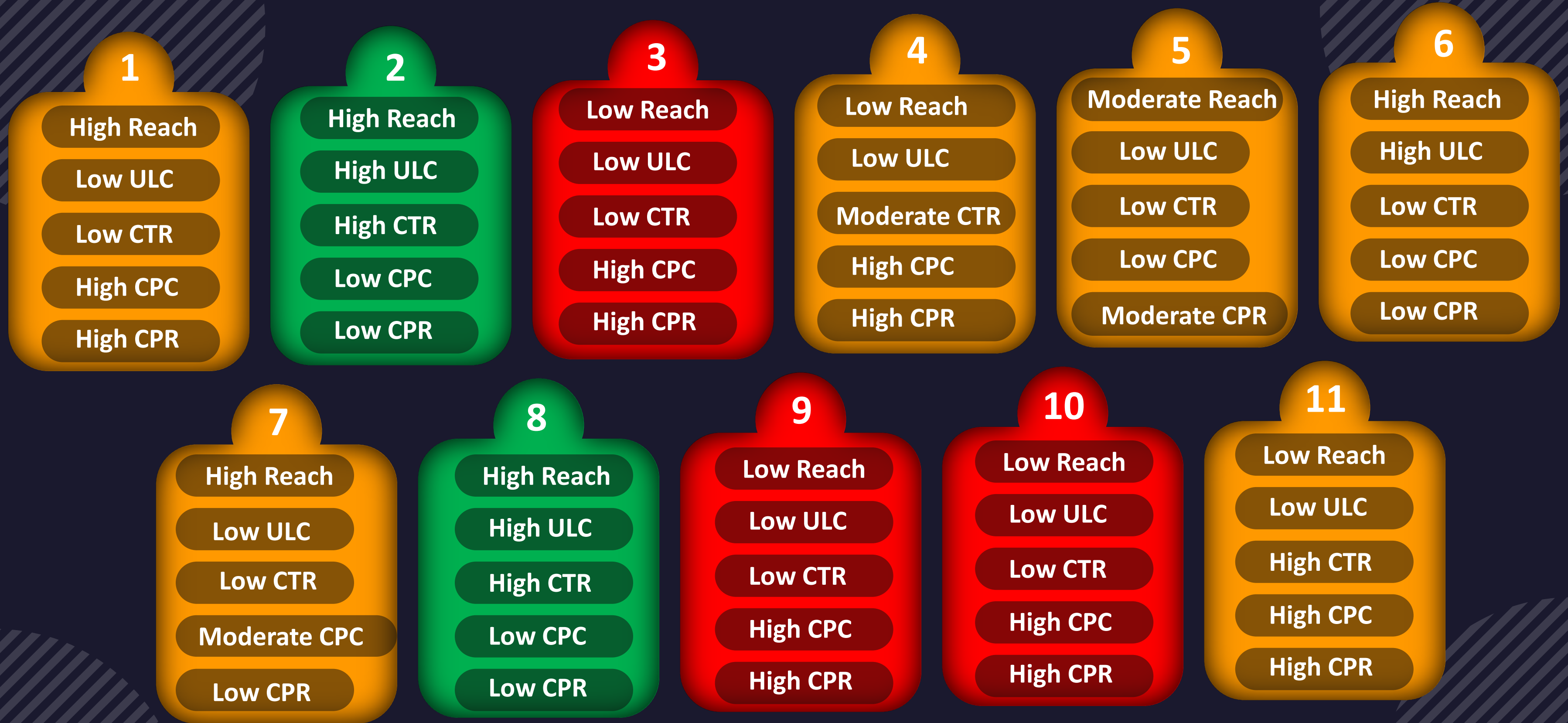
About
Superhero U Event

- **Superhero U** was a global competition by **Global-Shala** aimed at empowering young minds to solve real world problems through creativity and innovation .

- Inspired by the **UN's Sustainable Development Goals**, participants were challenged to design a fictional superhero to address a pressing social issue.
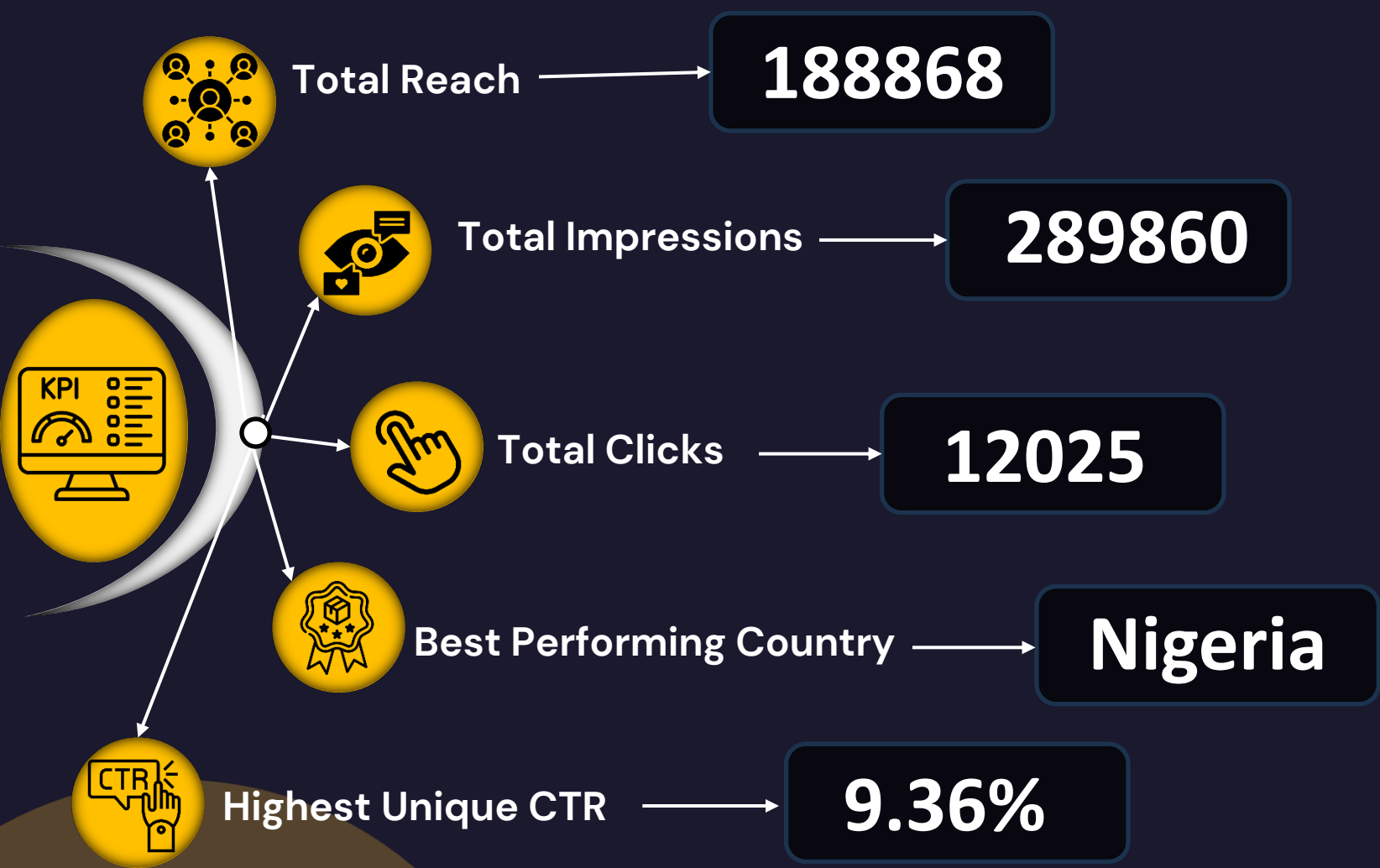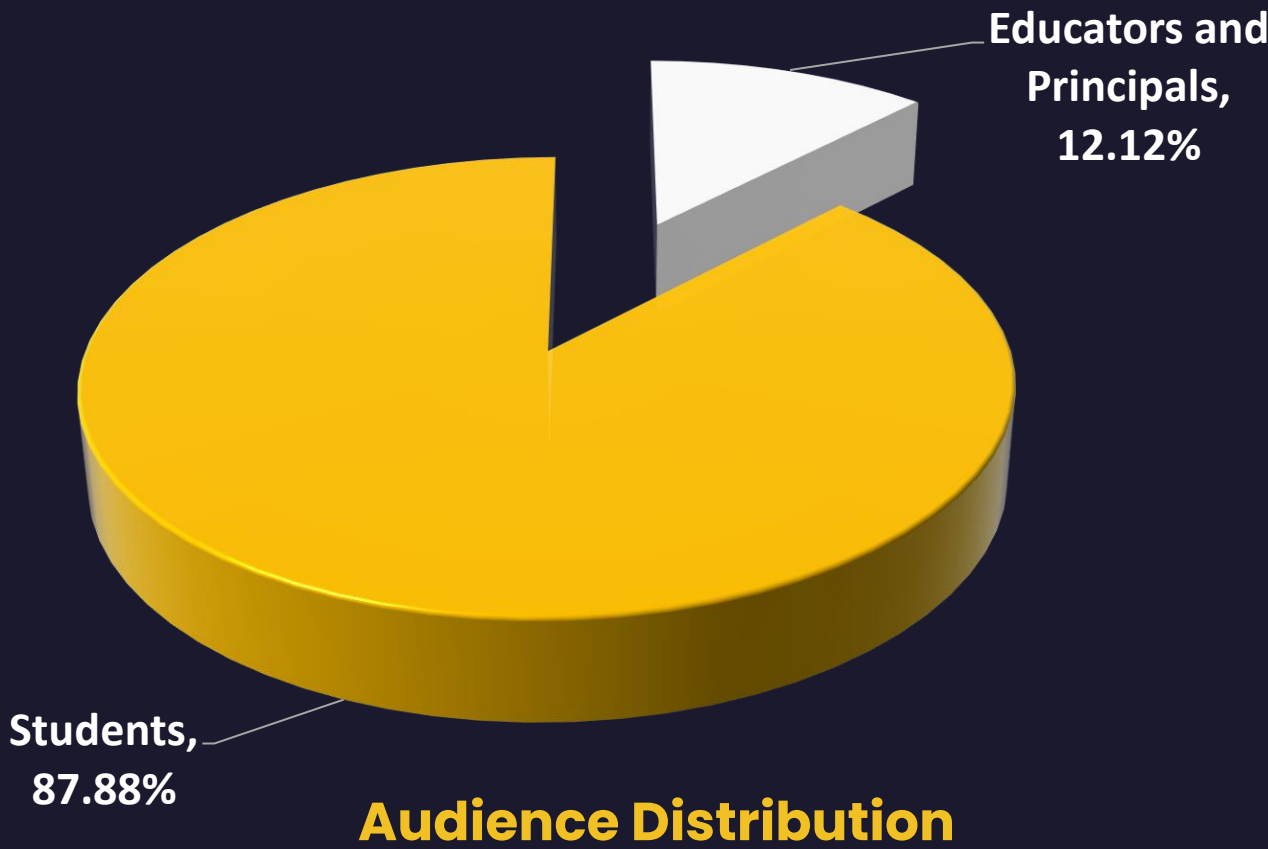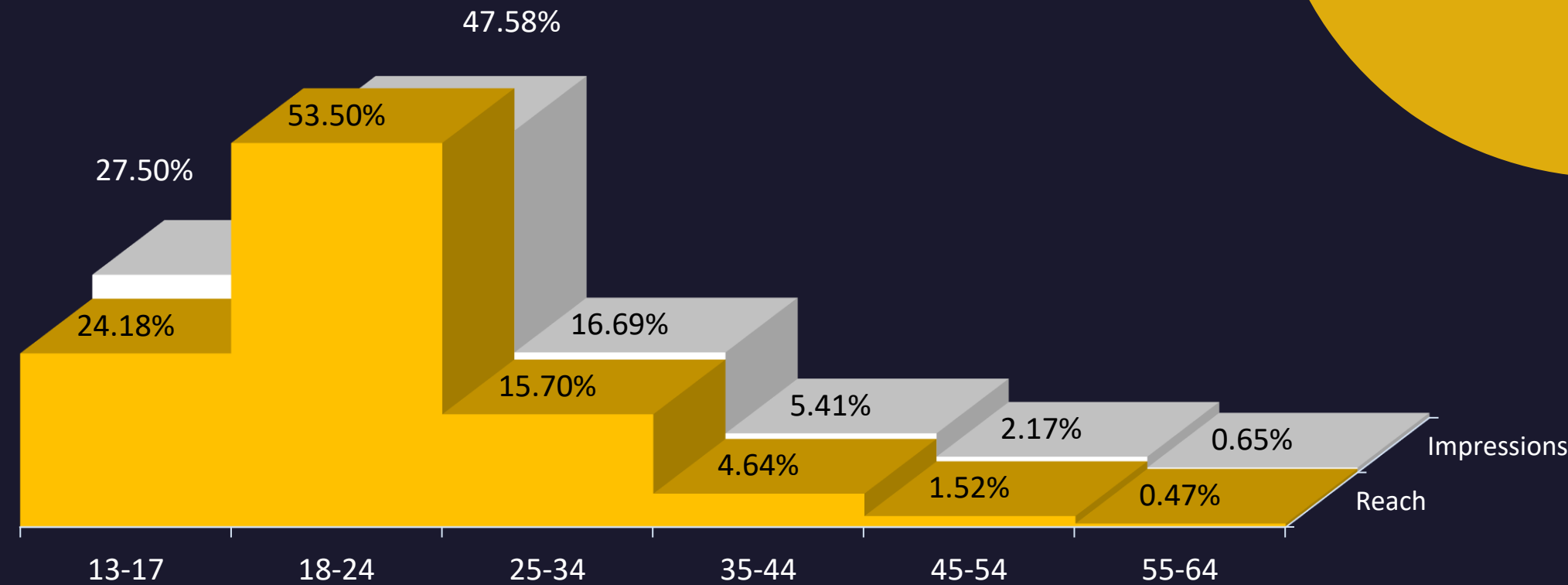
Educators/Principals

Students

Campaign Overview

1
- High Reach
- Low ULC
- Low CTR
- High CPC
- High CPR

2
- High Reach
- High ULC
- High CTR
- Low CPC
- Low CPR

3
- Low Reach
- Low ULC
- Low CTR
- High CPC
- High CPR

4
- Low Reach
- Low ULC
- Moderate CTR
- High CPC
- High CPR

5
- Moderate Reach
- Low ULC
- Low CTR
- Low CPC
- Moderate CPR

6
- High Reach
- High ULC
- Low CTR
- Low CPC
- Low CPR

7
- High Reach
- Low ULC
- Low CTR
- Moderate CPC
- Low CPR

8
- High Reach
- High ULC
- High CTR
- Low CPC
- Low CPR

9
- Low Reach
- Low ULC
- Low CTR
- High CPC
- High CPR

10
- Low Reach
- Low ULC
- Low CTR
- High CPC
- High CPR

11
- Low Reach
- Low ULC
- High CTR
- High CPC
- High CPR

🔴 Danger Zone Campaign   🟢 Best Performing Campaign

Key Performance Indicator

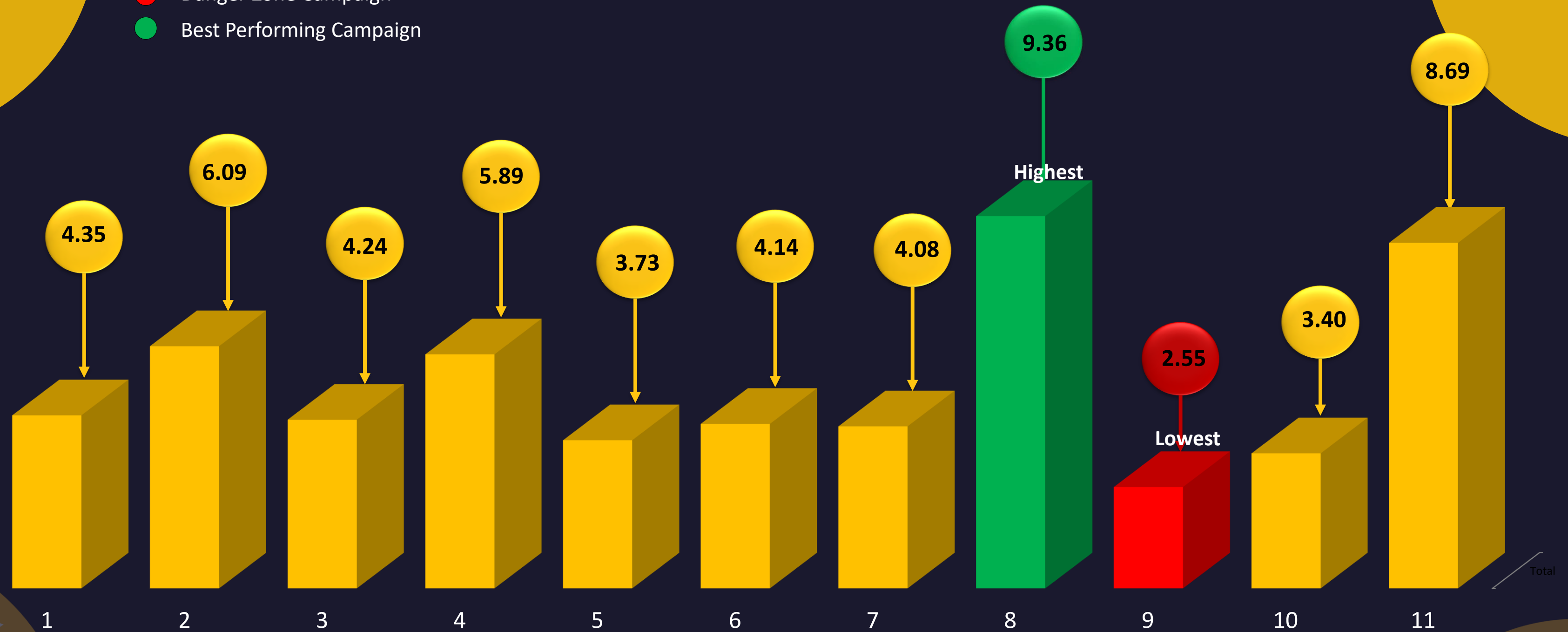**Total Reach** → 188868

Total Impressions → 289860

Total Clicks → 12025

Best Performing Country → Nigeria

Highest Unique CTR → 9.36%

Age Distribution By Engagement

Age	Impressions	Reach
13-17	27.50%	24.18%
18-24	53.50%	47.58%
25-34	16.69%	15.70%
35-44	5.41%	4.64%
45-54	2.17%	1.52%
55-64	0.65%	0.47%

Audience Distribution

Educators and Principals, 12.12%

Students, 87.88%

REACH & IMPRESSIONS BY CAMPAIGN ID

- ● Danger Zone Campaign
- ● Best Performing Campaign
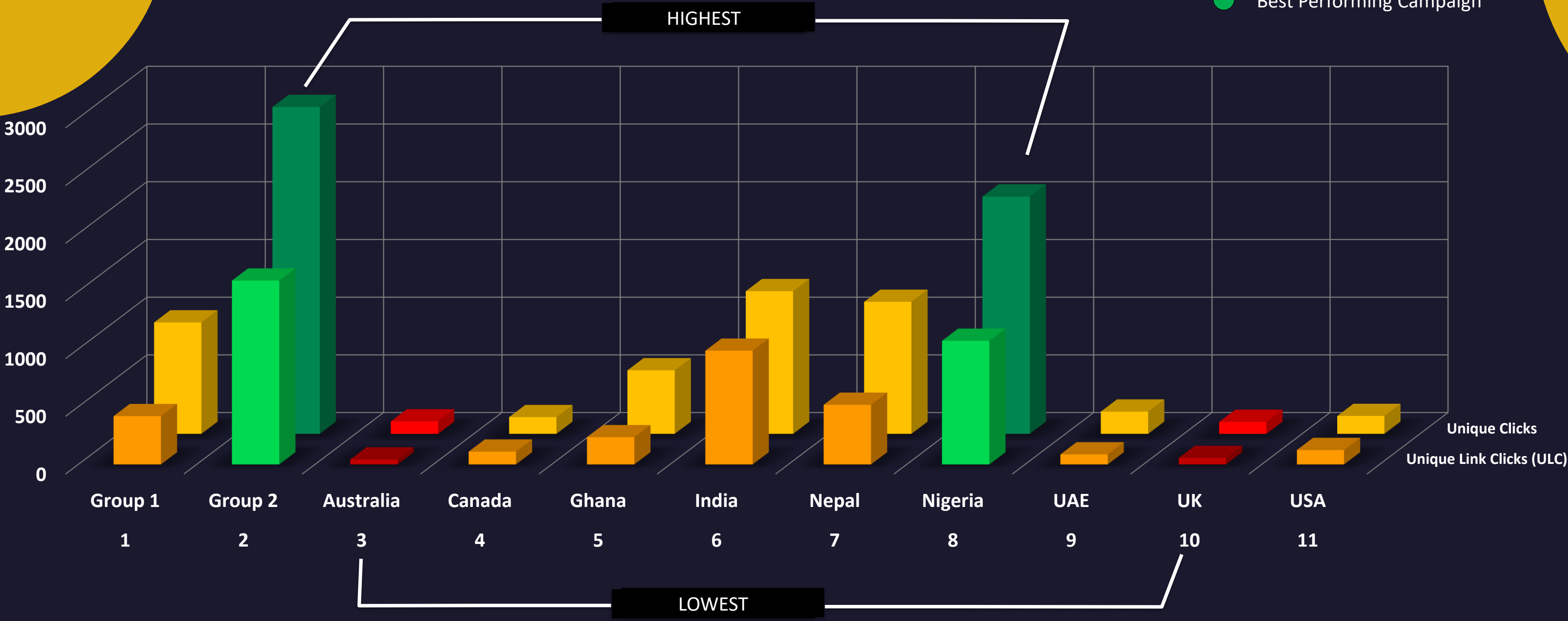
HIGH ENGAGEMENT

LOW ENGAGEMENT

Impressions

Reach

	Group 1	Group 2	Australia	Canada	Ghana	India	Nepal	Nigeria	UAE	UK	USA
	1	2	3	4	5	6	7	8	9	10	11

70000
60000
50000
40000
30000
20000
10000
0

- • **Campaign 2** shows the **highest impressions** & **reach** , means strong visibility.
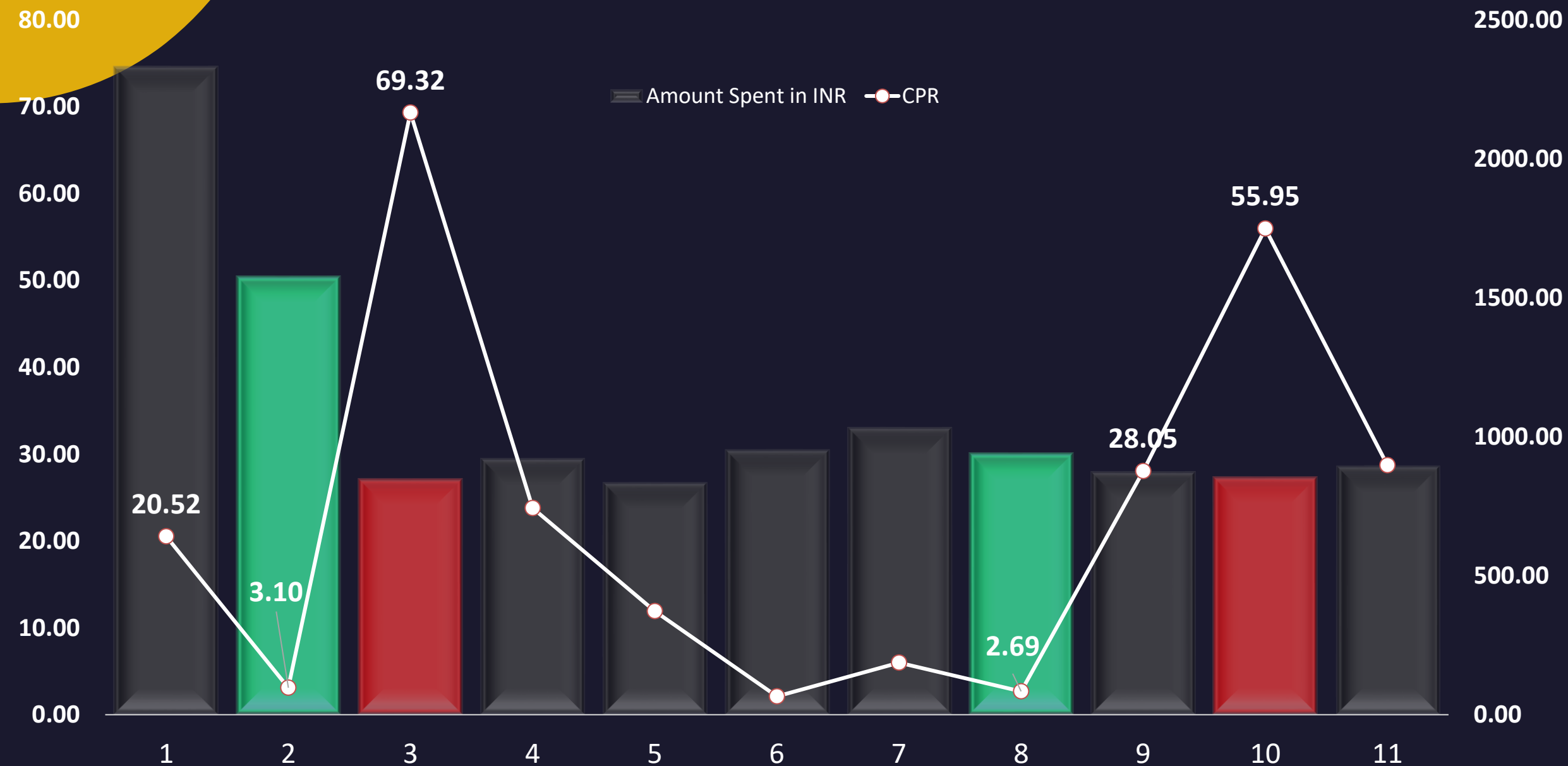- • **Campaign 3** shows **low engagement** , marking low effectiveness.

AMOUNT SPENT Vs COST PER RESULT (CPR) BY CAMPAIGN ID

Legend: Amount Spent in INR — CPR

CPR data points:
- Campaign 1: 20.52
- Campaign 2: 3.10
- Campaign 3: 69.32
- Campaign 8: 2.69
- Campaign 9: 28.05
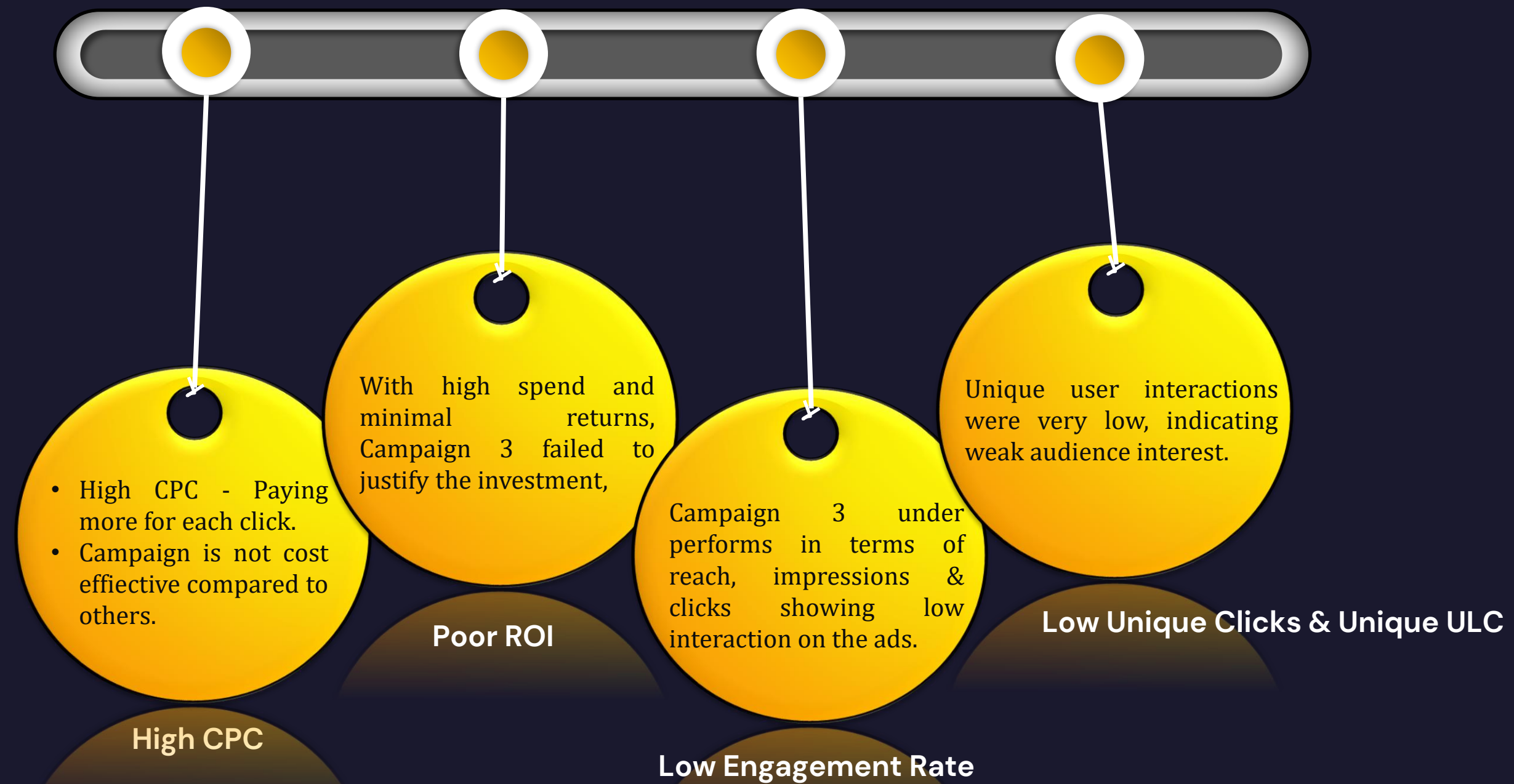- Campaign 10: 55.95

- **Campaign 2 & 8** shows that low CPR means better return on investment.

- **Campaign 3** shows the highest CPR which means this campaign is not cost-effective.

- We marked **Campaign 1,9,10** also as red because they also have high CPR.

Recommendation

- Discontinue **Campaign 3** due to high CPC & poor performance in terms of engagement. Continuing this campaign is not cost effective and lowers overall ROI.

- The data clearly highlights **Campaign 8** & **2** as the standout performers and **Campaign 3** as the weakest link. By reallocating resources and addressing funnel inefficiencies, the team can significantly improve ROI.
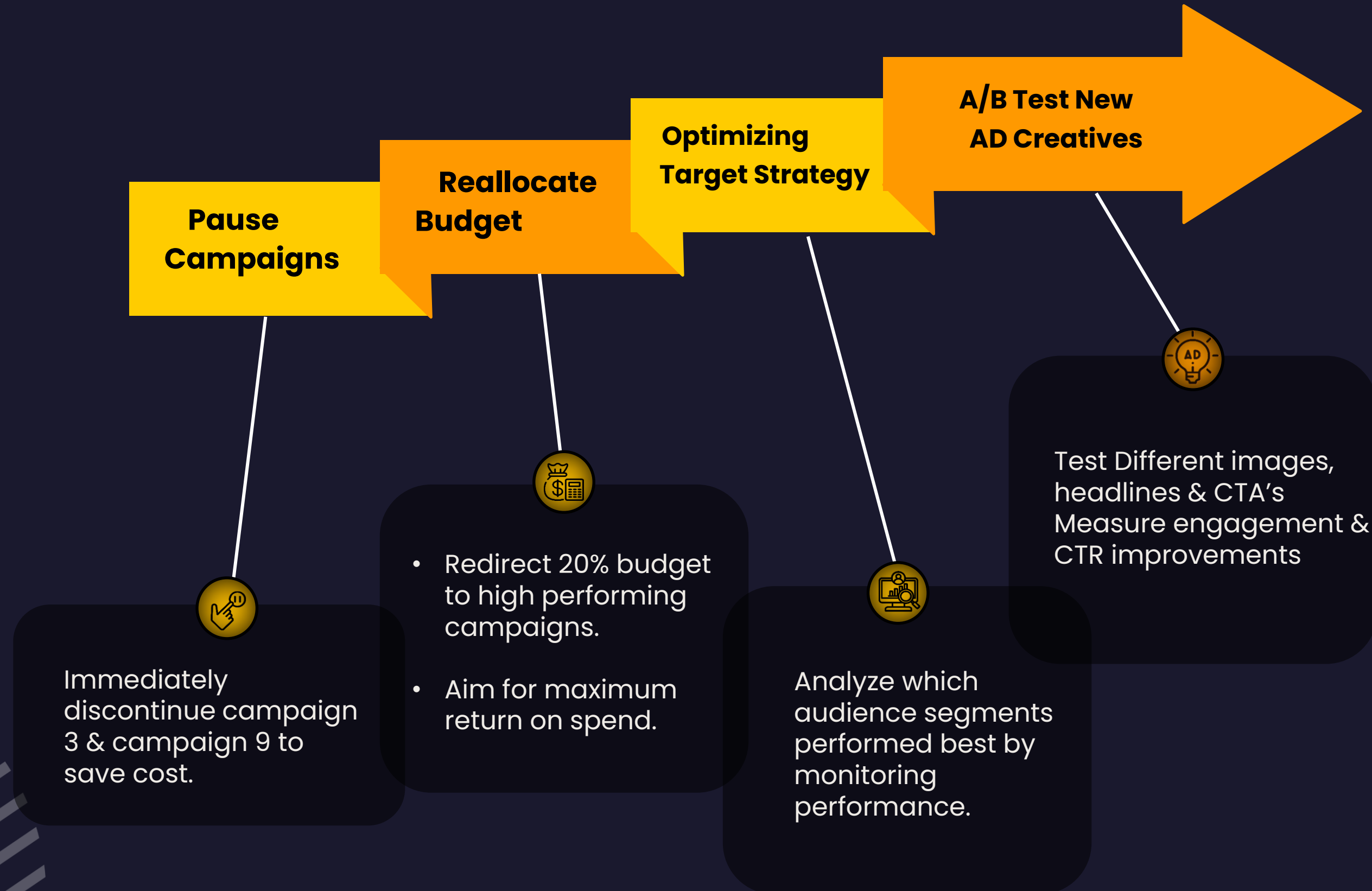
Marketing Strategy Action Plan

Pause Campaigns

Immediately discontinue campaign 3 & campaign 9 to save cost.

Reallocate Budget

- Redirect 20% budget to high performing campaigns.
- Aim for maximum return on spend.

Optimizing Target Strategy

Analyze which audience segments performed best by monitoring performance.

A/B Test New AD Creatives

Test Different images, headlines & CTA's Measure engagement & CTR improvements

THANKS
FOR WATCHING

We appreciate your time and attention.
If you have any questions, we'd be happy to answer them now.