

GlobalShala 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. GlobalShala 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.

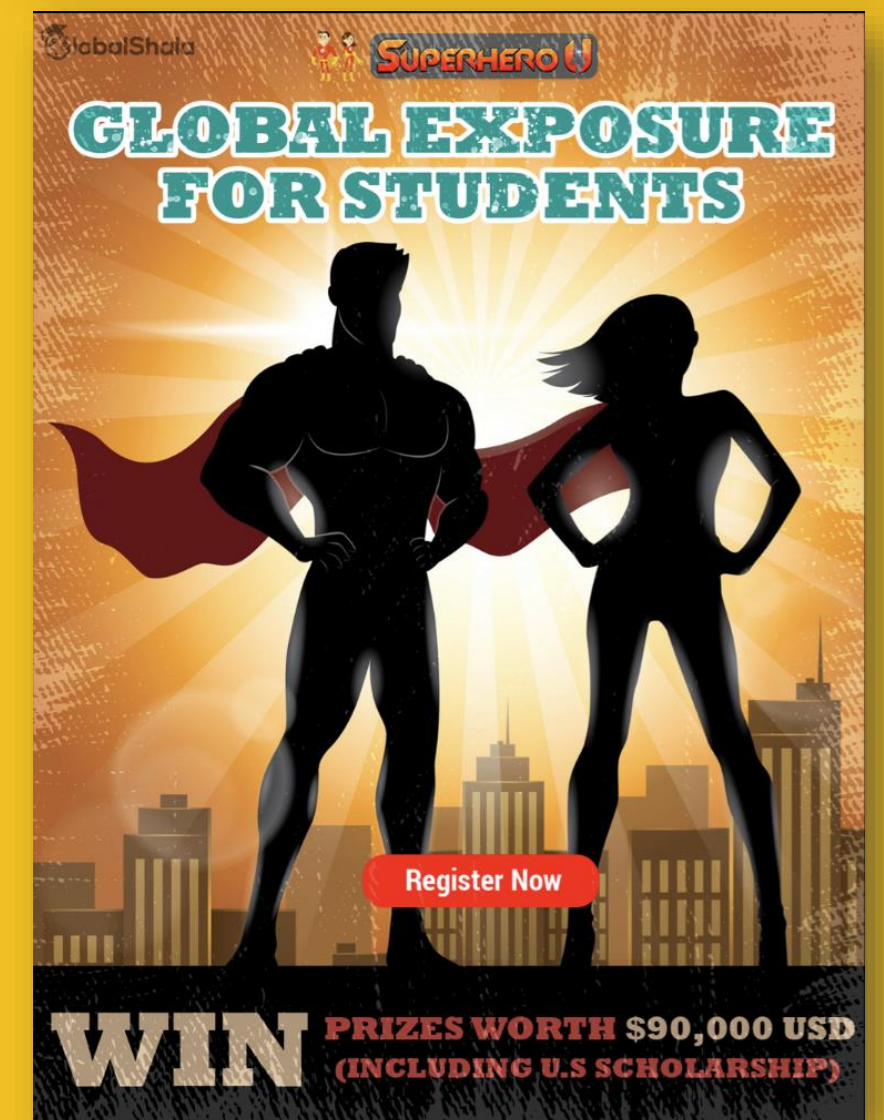
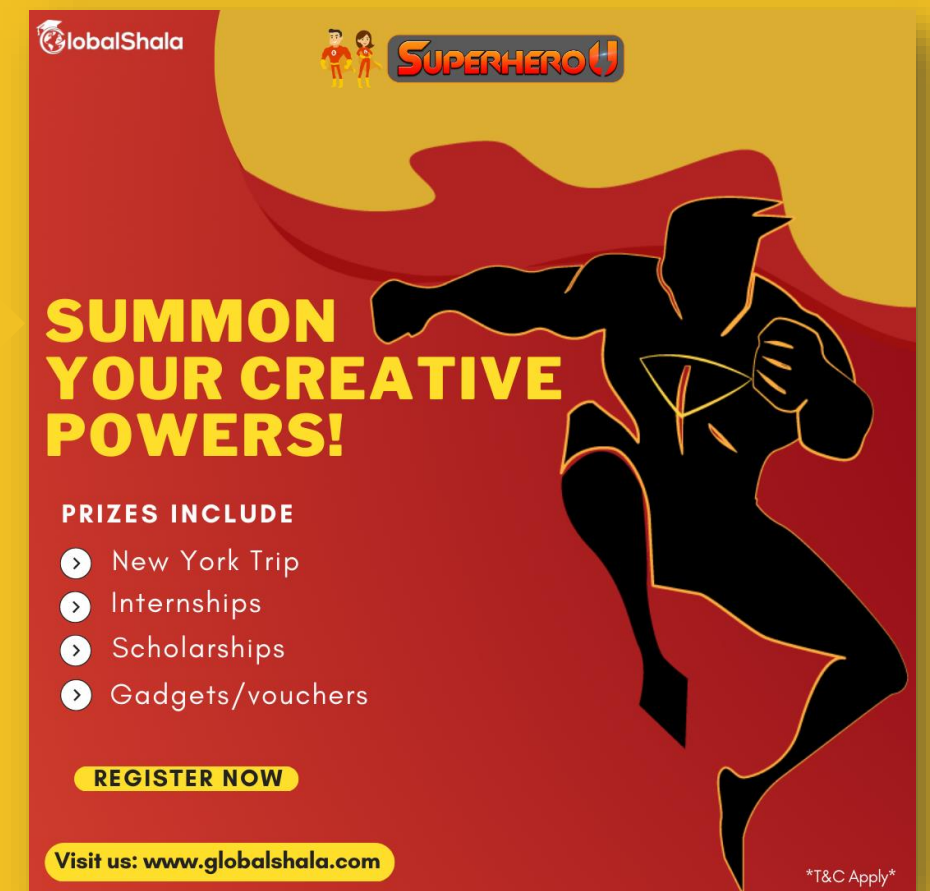


About Superhero U Event

- Superhero U was a global competition by Globalshala 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

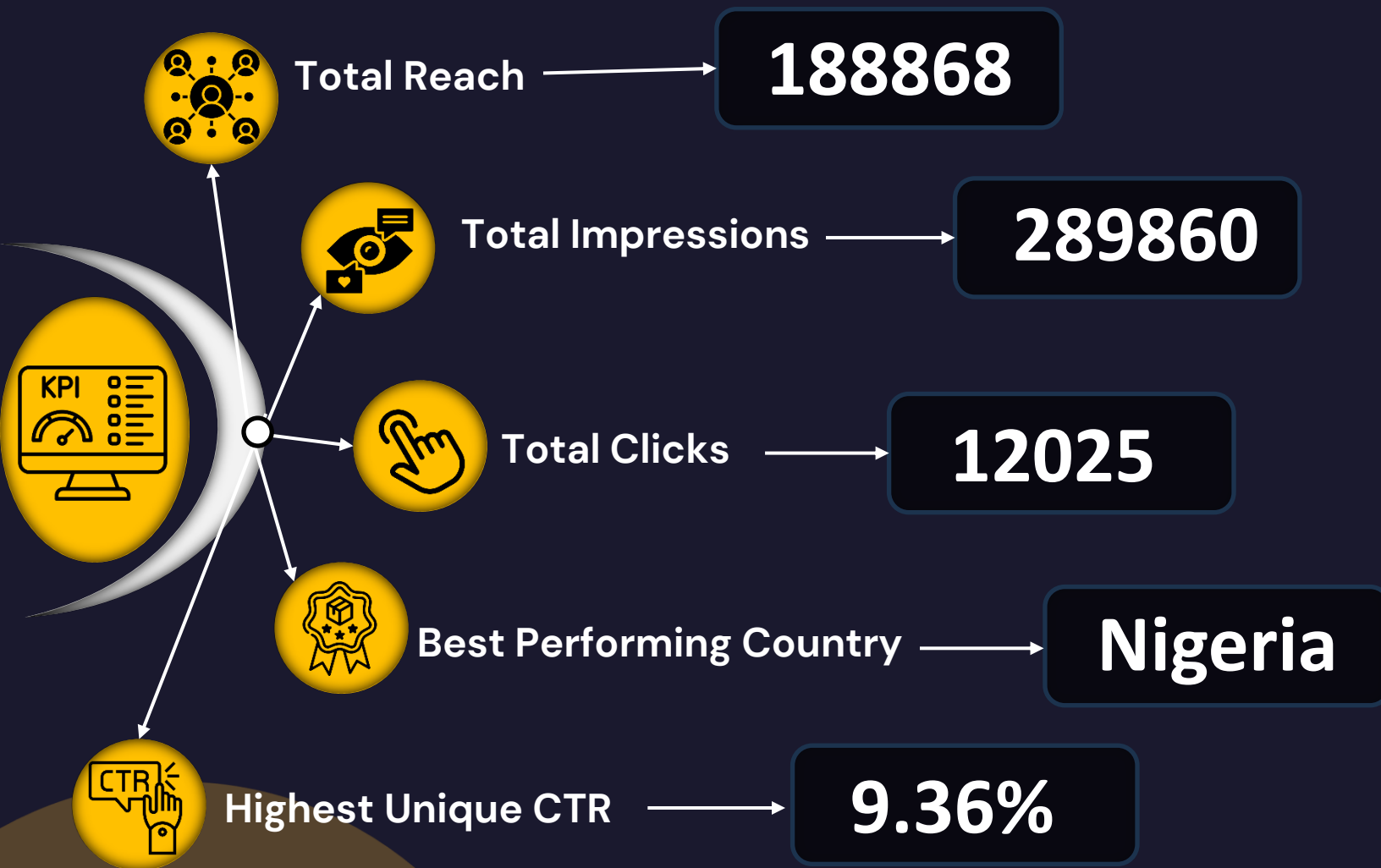
Students



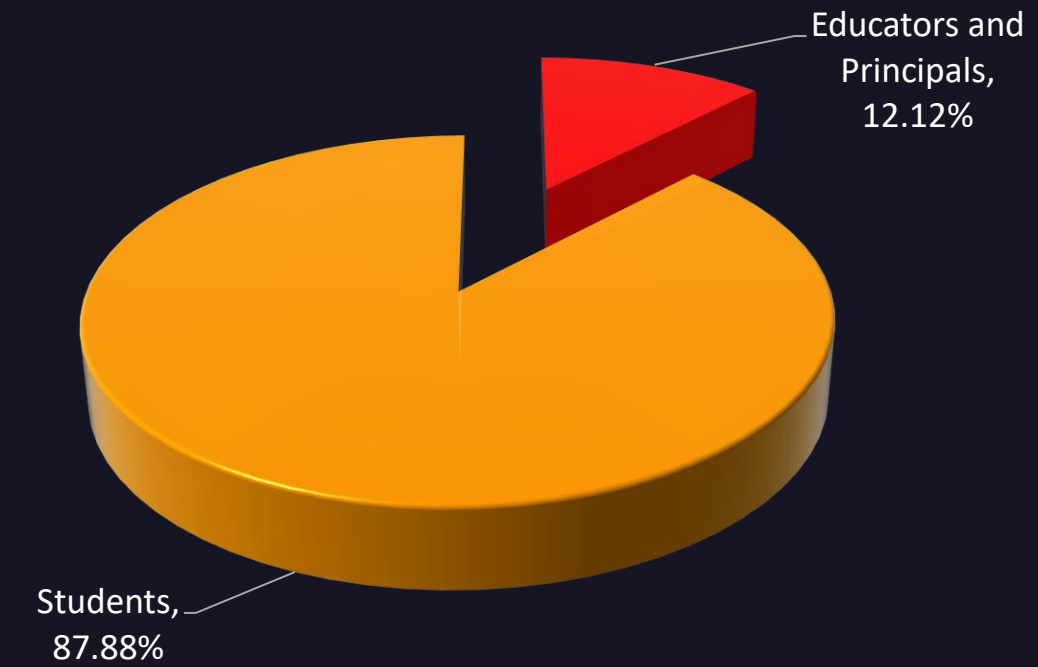
Campaign Overview

| Campaign ID | Campaign Name | Targeted Audience | Targeted Age-Groups | Geography | Observation |
|-------------|--|--------------------------|----------------------------|---|---|
| Campaign 1 | SHU_6 (Educators and Principals) | Educators and Principals | 25-34, 35-44, 45-54, 55-64 | Group 1 (Australia, Canada, United Kingdom, Ghana, Nigeria, Pakistan, United States) | High reach, Low ULC, Low CTR, High CPC, High CPR |
| Campaign 2 | SHU3_ (Students Apart from India and US) | Students | 13-17, 18-24, 25-34 | Group 2 (Australia, Canada, United Kingdom, Ghana, Niger, Nigeria, Nepal, Pakistan, Thailand, Taiwan) | High reach, High ULC, High CTR, Low CPC, Low CPR |
| Campaign 3 | SHU_Students(Australia) | Students | 13-17, 18-24, 25-34 | Australia | Low reach, Low ULC, Low CTR, High CPC, High CPR |
| Campaign 4 | SHU_Students (Canada) | Students | 13-17, 18-24, 25-34 | Canada | Low reach, Low ULC, Moderate CTR, High CPC, High CPR |
| Campaign 5 | SHU_Students(Ghana) | Students | 13-17, 18-24, 25-34 | Ghana | Moderate reach, Low ULC, Low CTR, Low CPC, Decent CPR |
| Campaign 6 | SHU_Students (India) | Students | 18-24, 25-34 | India | High reach, High ULC, Low CTR, Low CPC, Low CPR |
| Campaign 7 | SHU_Students(Nepal) | Students | 13-17, 18-24, 25-34 | Nepal | High reach, Low ULC, Low CTR, Moderate CPC, Low CPR |
| Campaign 8 | SHU_Students (Nigeria) | Students | 13-17, 18-24, 25-34 | Nigeria | High reach, High ULC, High CTR, Low CPC, Low CPR |
| Campaign 9 | SHU_Students(UAE) | Students | 13-17, 18-24, 25-34 | UAE | Low reach, Low ULC, Low CTR, High CPC, High CPR |
| Campaign 10 | SHU_Students(UK) | Students | 13-17, 18-24, 25-34 | UK | Low reach, Low ULC, Low CTR, High CPC, High CPR |
| Campaign 11 | SHU_Students (USA) | Students | 13-17, 18-24, 25-34 | USA | Low reach, Low ULC, High CTR, High CPC, High CPR |

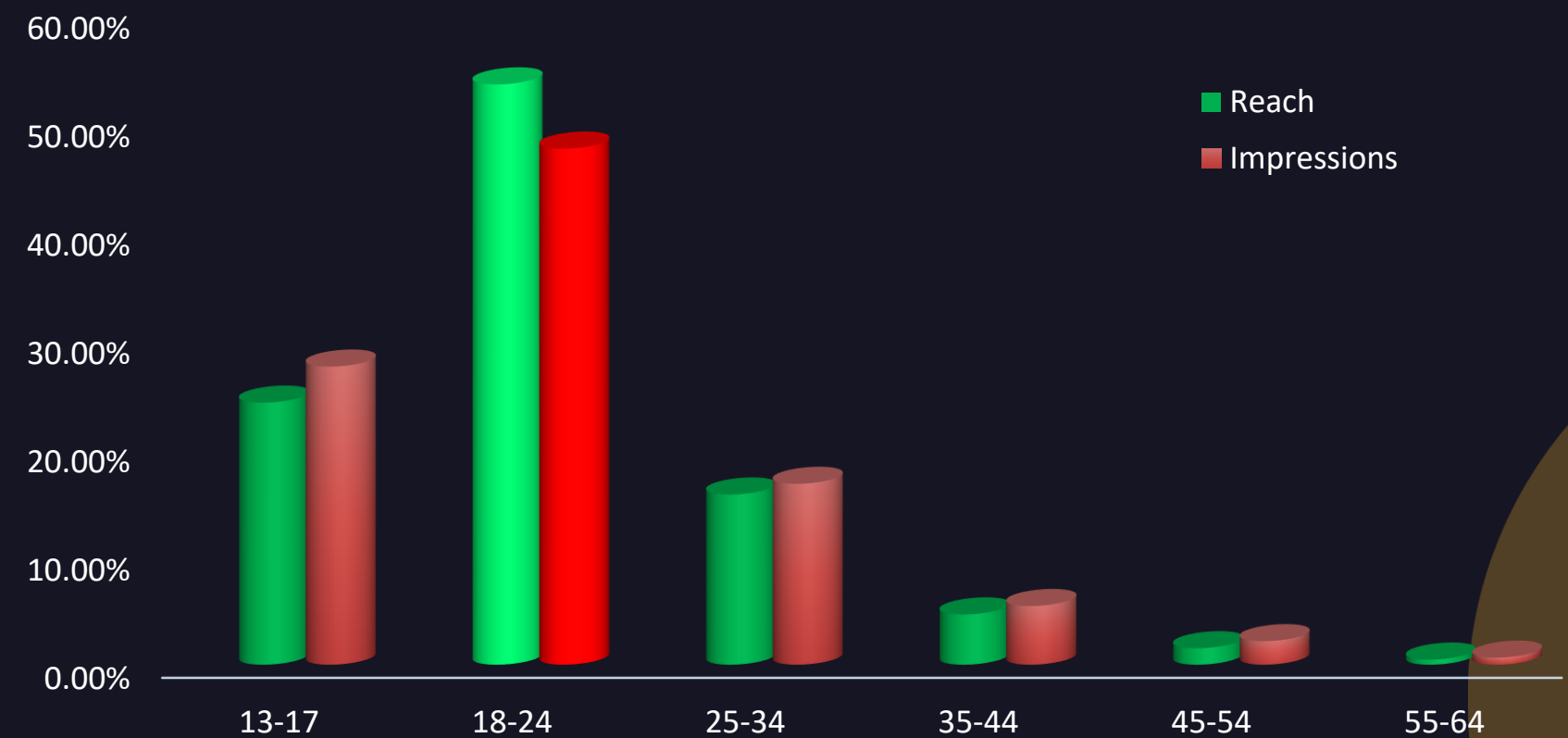
Key Performance Indicator (KPI)



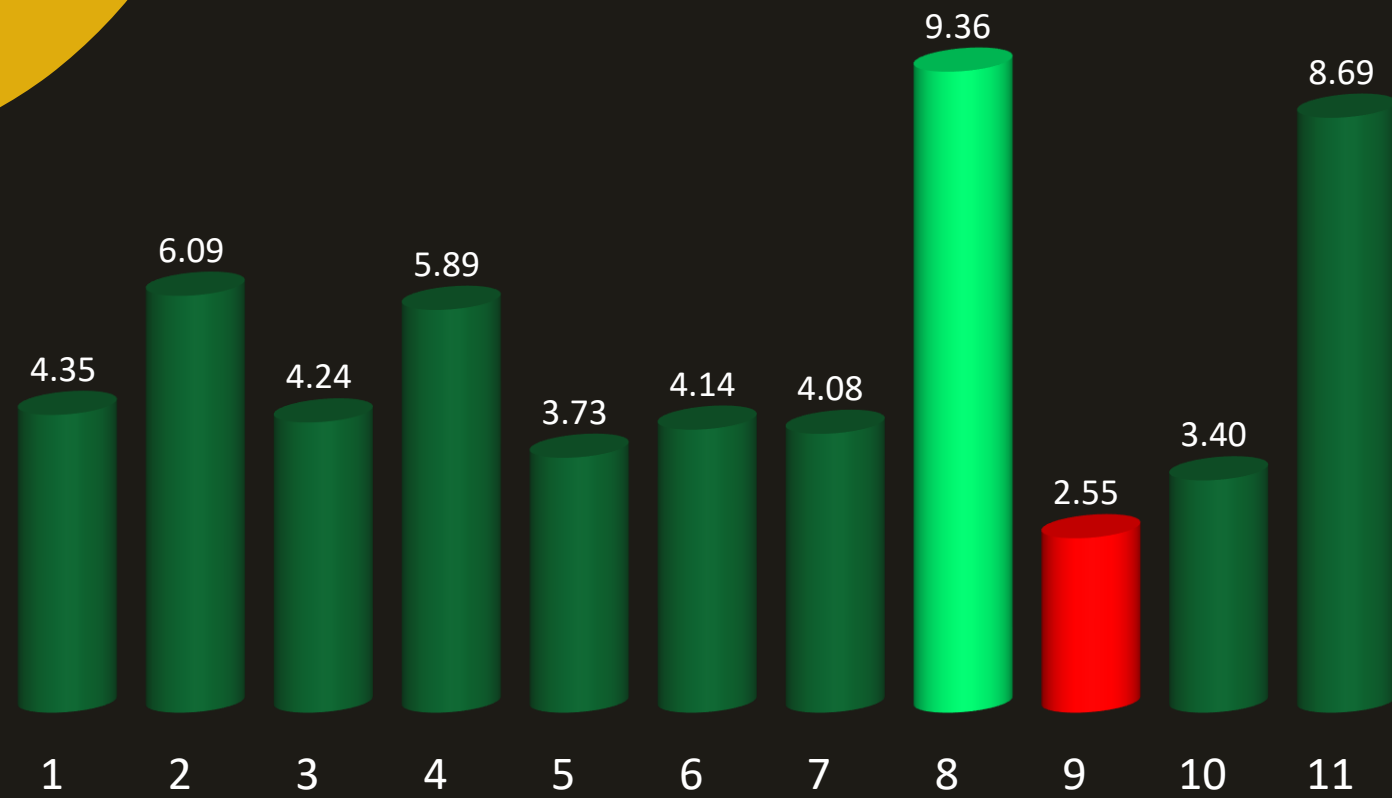
Audience Distribution



Age Distribution By Engagement



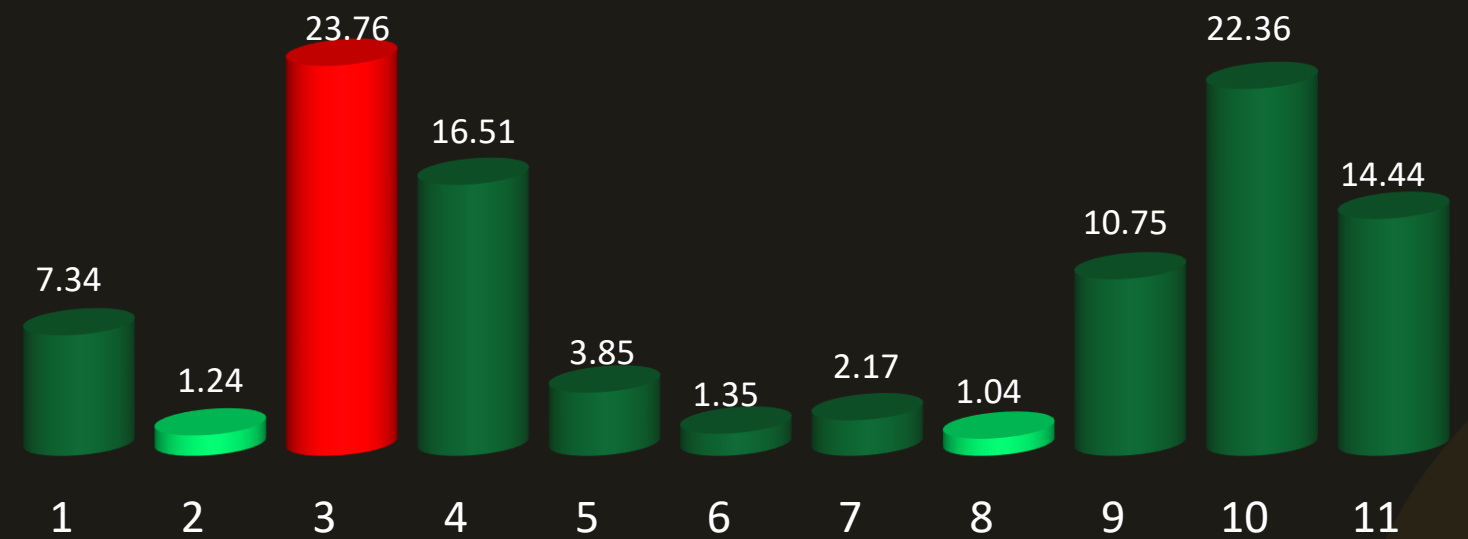
AVERAGE UNIQUE CTR % BY CAMPAIGN ID



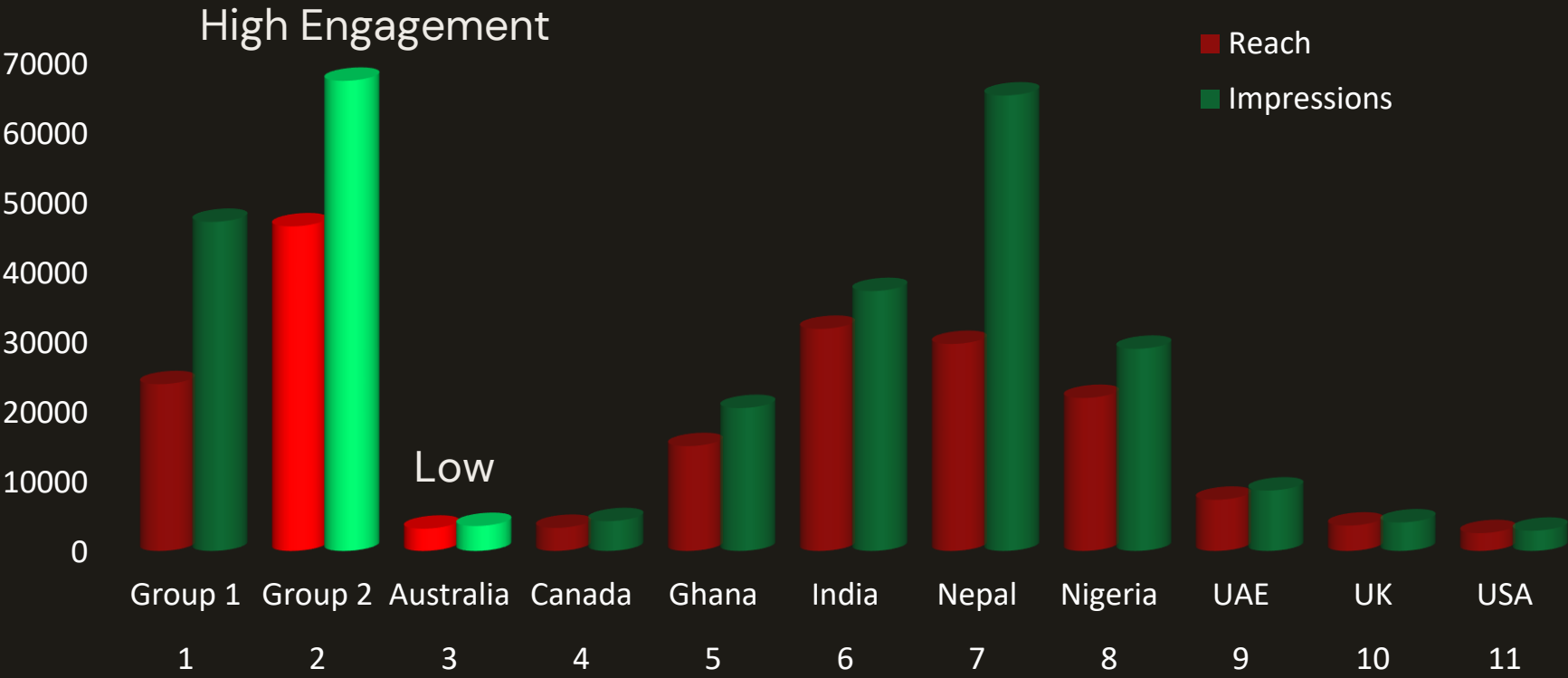
- Campaign 8 has the highest avg unique CTR of 9.36%, showing strong audience interest.
- Campaign 9 has the lowest avg unique CTR of 2.55% indicating poor ad performance.

- Campaign 2 & Campaign 8 have the lowest CPC, suggesting more efficient spending per click.
- Campaign 3 has the highest CPC, showing it's more expensive to drive each click.

COST PER CLICK BY CAMPAIGN ID



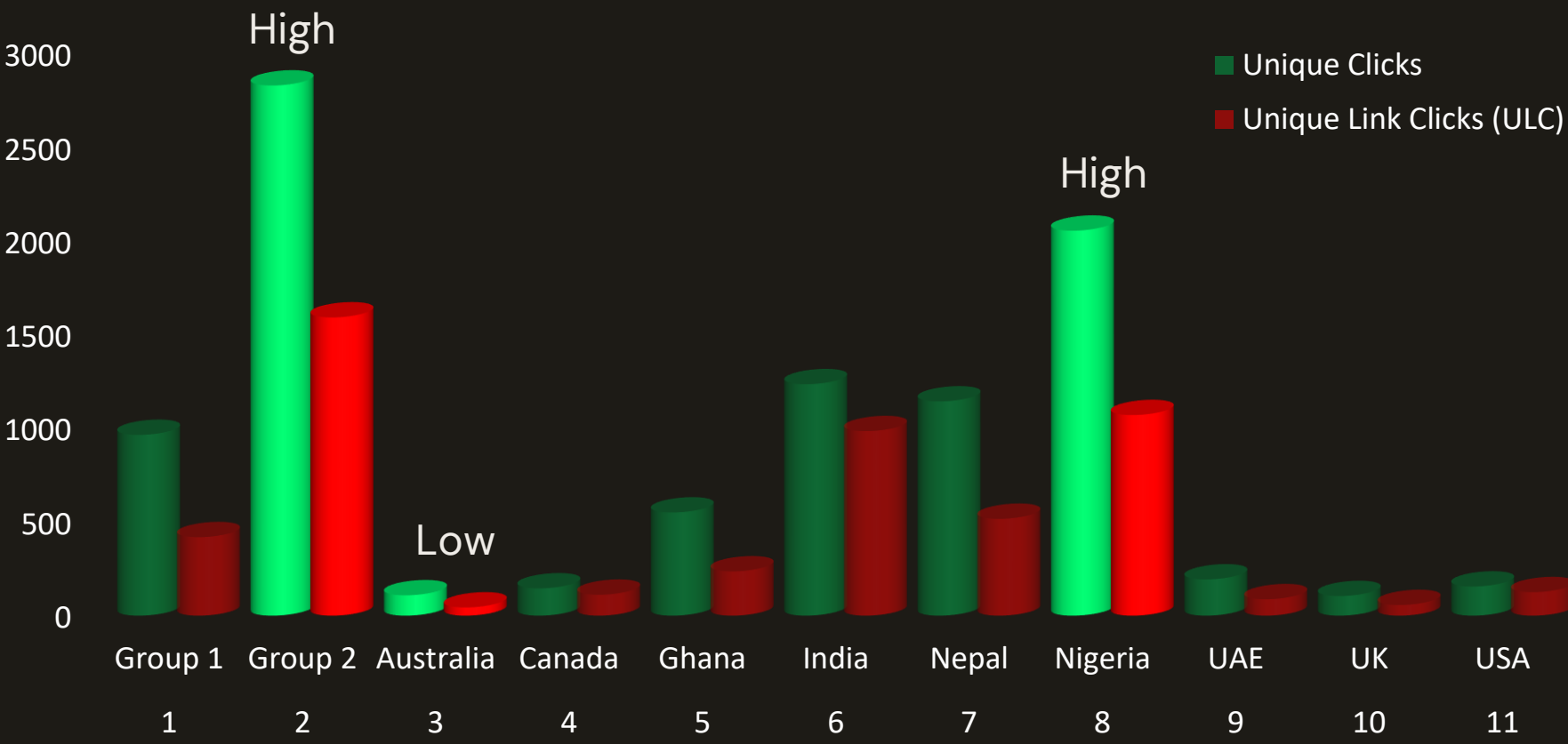
REACH & IMPRESSIONS BY CAMPAIGN ID



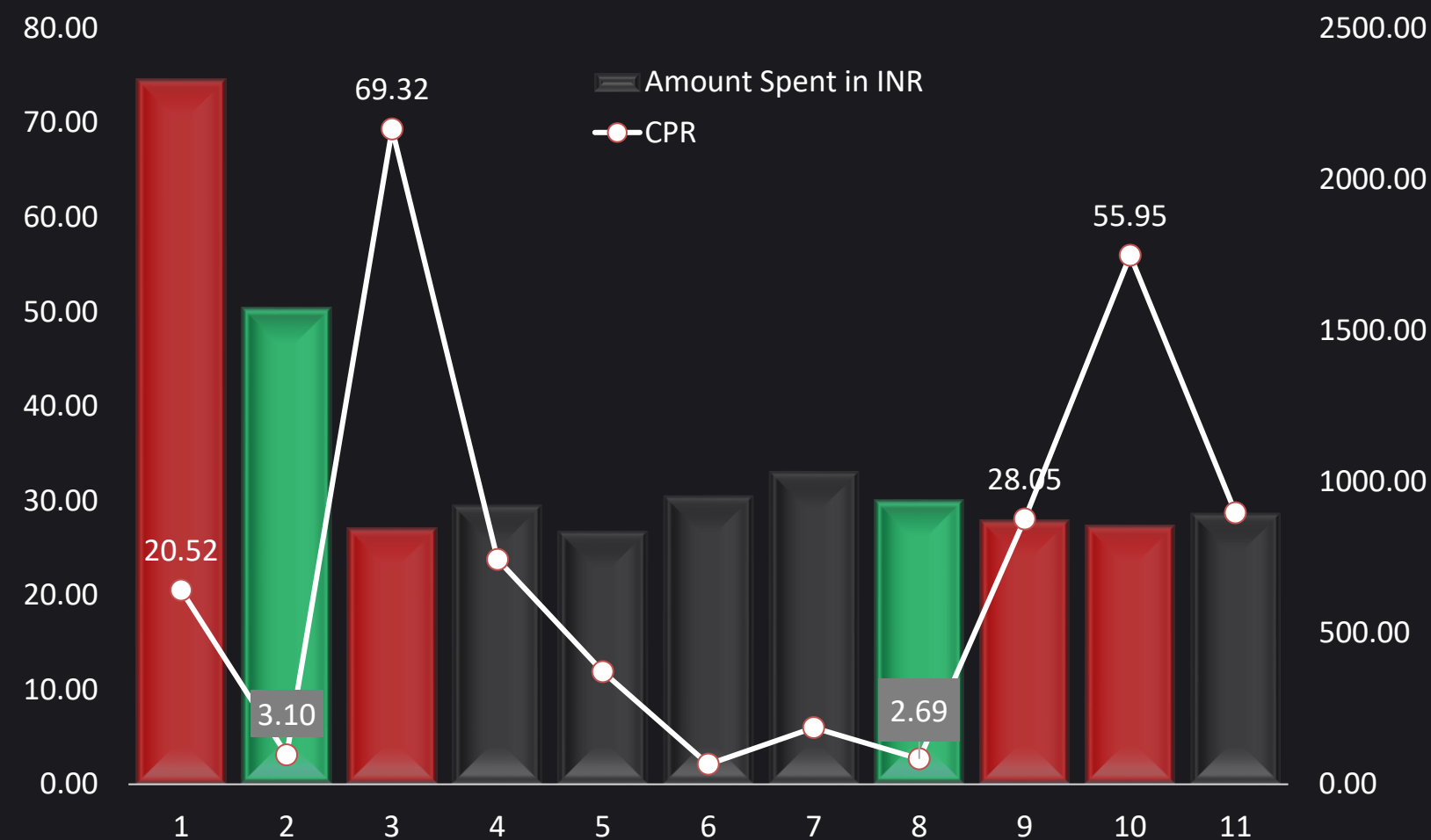
- Campaign 2 shows the highest impressions and reach, means strong visibility.
- Campaign 9 shows low engagement, marking low effectiveness.

- Campaign 3 is underperforming indicating week audience engagement.
- Campaign 2 and 8 performing exceptionally well reflecting strong audience interest and engagement.

UNIQUE CLICKS & ULC BY CAMPAIGN ID



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

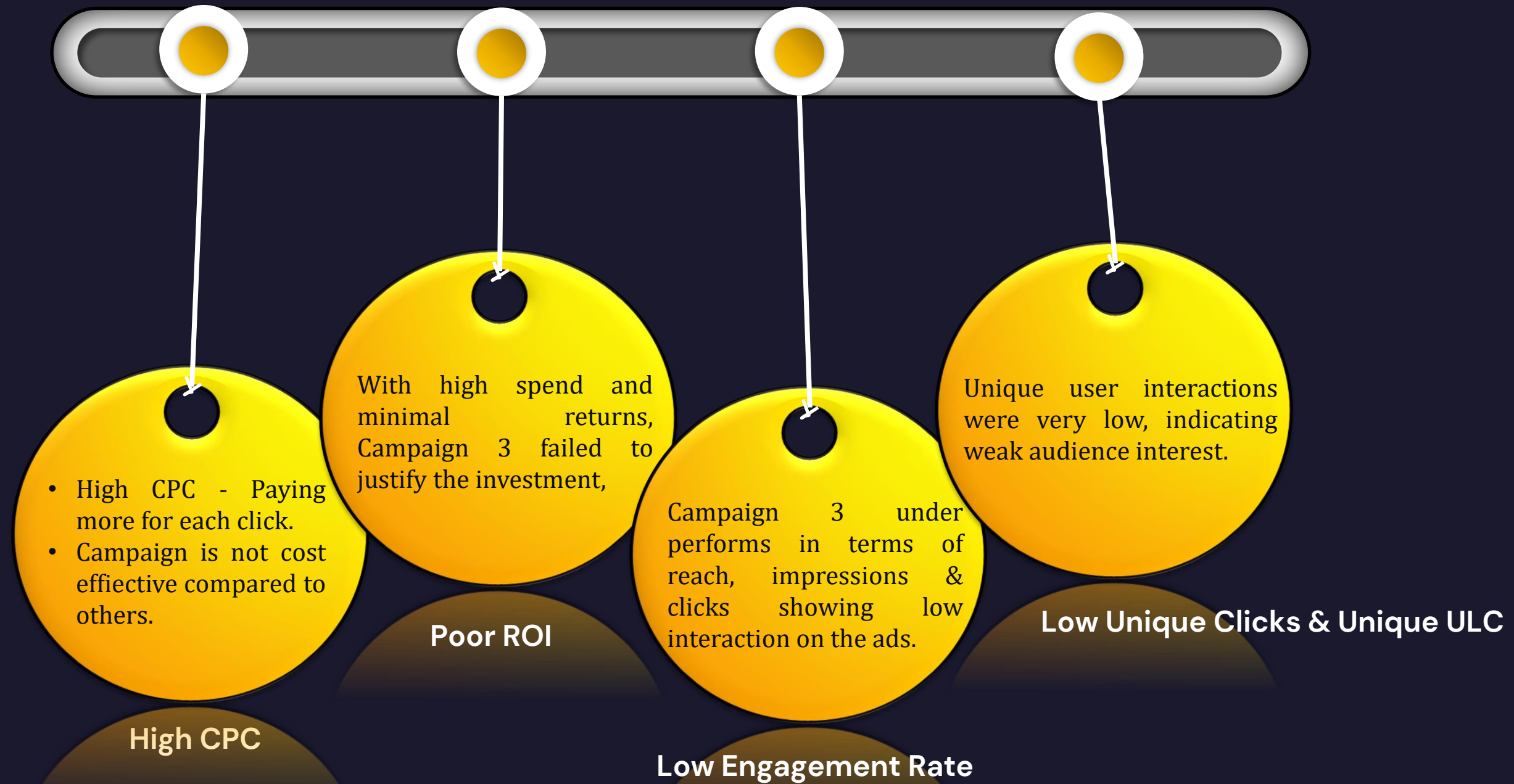


- Campaign 2 and 8 shows that low CPR means better return on investment.
- Campaign 3 shows the highest CPR which means this campaign is not cost-effective.
- We marked campaign 1,9,10 also as red because they also have high CPR.

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 and 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.

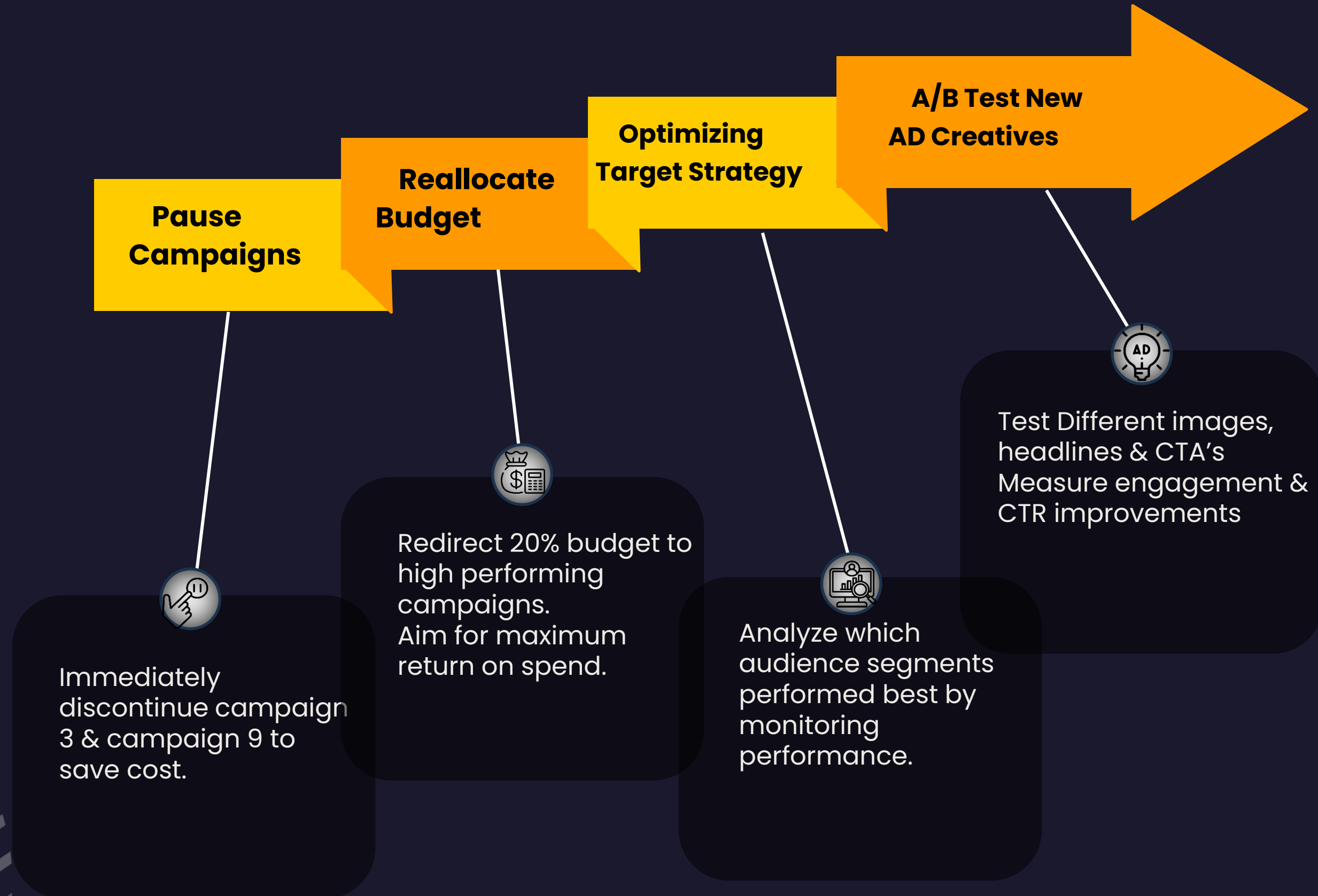
Reason Of Discontinuing Campaign 3



Conclusion

- These metrics shows the campaign is underperforming and not justifying the cost.
- If we discontinue Campaign 3, we can save high cost which can be reallocated to better performing campaigns with 2x CTR and Lower CPC.

Marketing Strategy Action Plan





THANKS FOR WATCHING

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

