

GLOBALSHALA MARKETING

# Optimizing Facebook Ad Campaigns:

INSIGHTS AND RECOMMENDATIONS FOR SUPERHERO U EVENT

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## What is Superhero U?

- An educational event by GlobalShala designed to inspire students of all ages toward exciting and impactful careers in Science, Technology, Engineering, and Mathematics (STEM).
- Superhero U includes engaging workshops, insightful expert sessions from industry leaders, and interactive learning modules that make STEM accessible and fun.

## Overview of All Campaigns

<u>A multi-faceted advertising effort was launched, targeting diverse audiences across numerous geographies to maximize the reach and impact of the Superhero U event.</u>



Total
Campaigns
11

Target
Audience
3

Age Groups 3

Countries 11



Target
Audiences:

- **Students**
- **Educators**
- Principals

- Age Groups:
- 13–17 years
- **7** 18–24 years
- **25–34** years

**Target Countries:** 

India UK Nigeria Ghana

Australia UAE Canada Pakistan

Nepal USA Thailand



## Key Metrics at a Glance

₹19.78 **Highest CPR** (Campaign 3 **Australia**)

₹14.05 **Second Highest CPR** (Campaign 10 UK)

43 **Unique Link Clicks** (Campaign 3 Australia)

₹0.33 **Best CPC** (Campaign 8 Nigeria)

₹0.96 **Best CPR** (Campaign 6 India)

1,595 **Total ULC** (Campaign 2 **Global Students**)

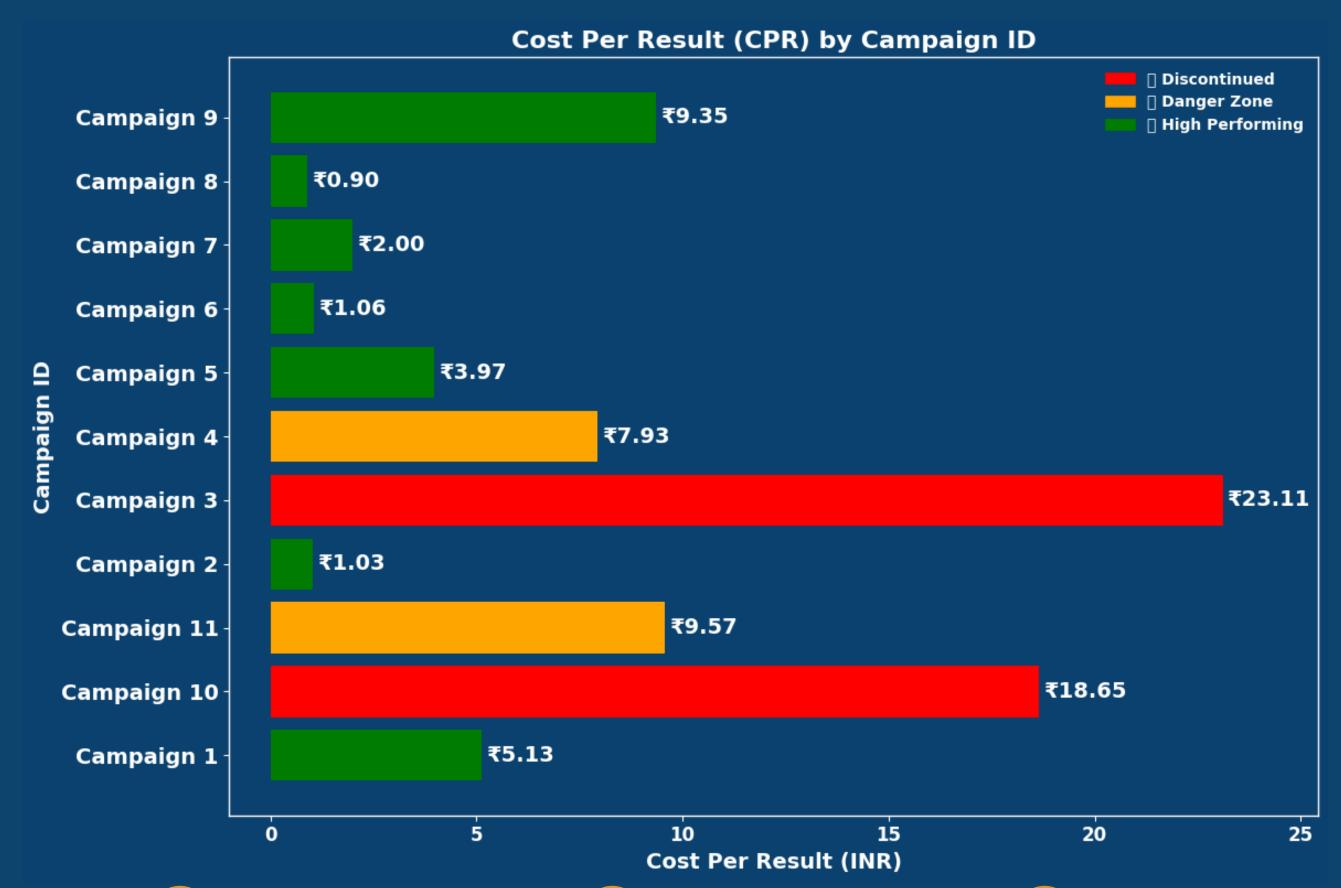
#### Performance Leaders vs Underperformers

#### **Top Performers**

- **✓** Campaign 8 Nigeria High engagement, low costs
- Campaign 6 India Best reach and CPR
- Campaign 5 Ghana Strong performance potential

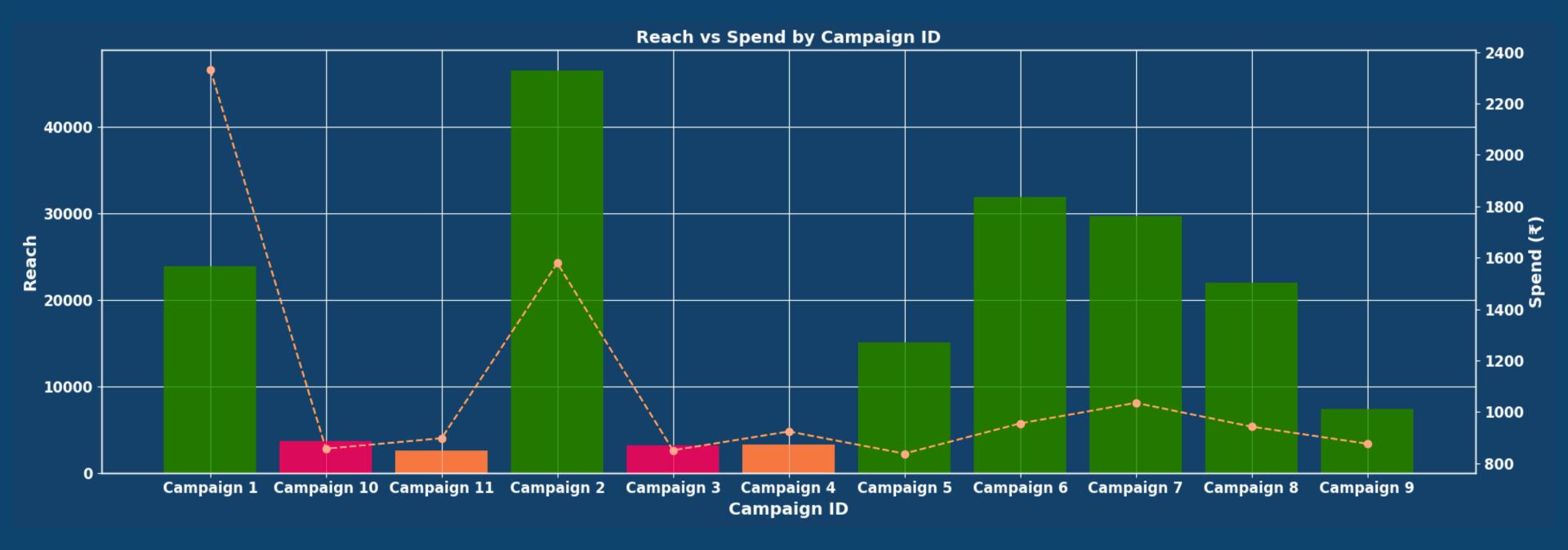
- **X** Underperformers
- O Campaign 3 Australia Highest CPR, low engagement
- O Campaign 10 UK Poor reach and high costs
- **1** Campaign 4 (Canada) & Campaign 11 (USA) **Moderate performance**

## Cost Per Result (CPR) Comparison



- This chart illustrates the Cost Per Result (CPR) in INR for each campaign.
- Lower CPR values indicate higher efficiency.
- Campaigns for **Australia and the UK** show significantly higher CPRs, indicating poor performance in these regions.

## Reach vs. Amount Spent



Campaigns 3 (Australia), 10 (UK), 4 (Canada), and 11 (USA) show low reach despite moderate to high spending. This indicates inefficient ad performance and poor return on investment.

## X Why Discontinue These Campaigns?



Low Engagement
Campaigns showing minimal
user interaction despite
significant spend



High Cost
CPR significantly above optimal thresholds,
eating into ROI



Inefficient Spend
Budget could be better
allocated to higherperforming campaigns



Poor Message Fit
Creative content not
resonating with target
audience







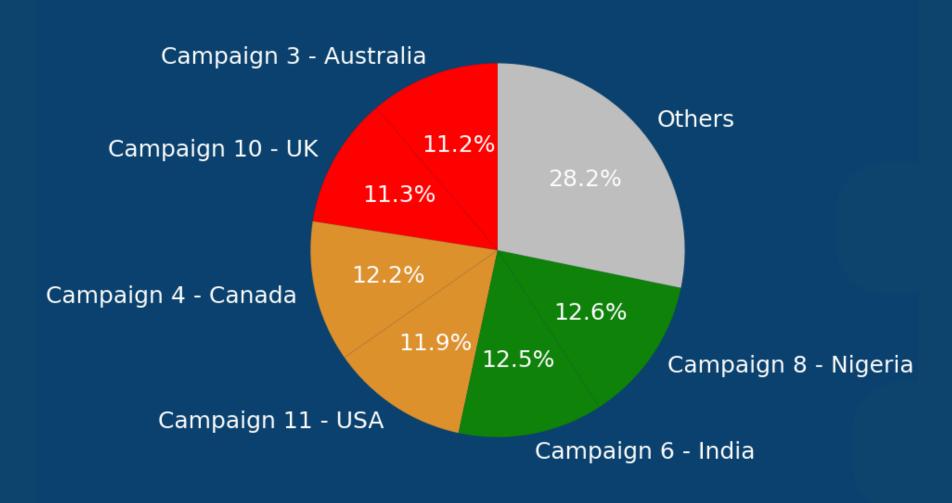


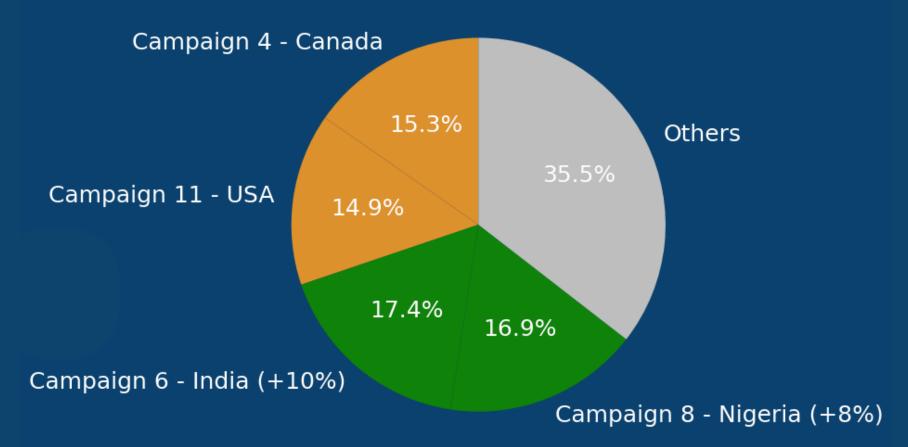
### **Budget Reallocation Plan**



#### **Before Reallocation**

#### **After Reallocation**



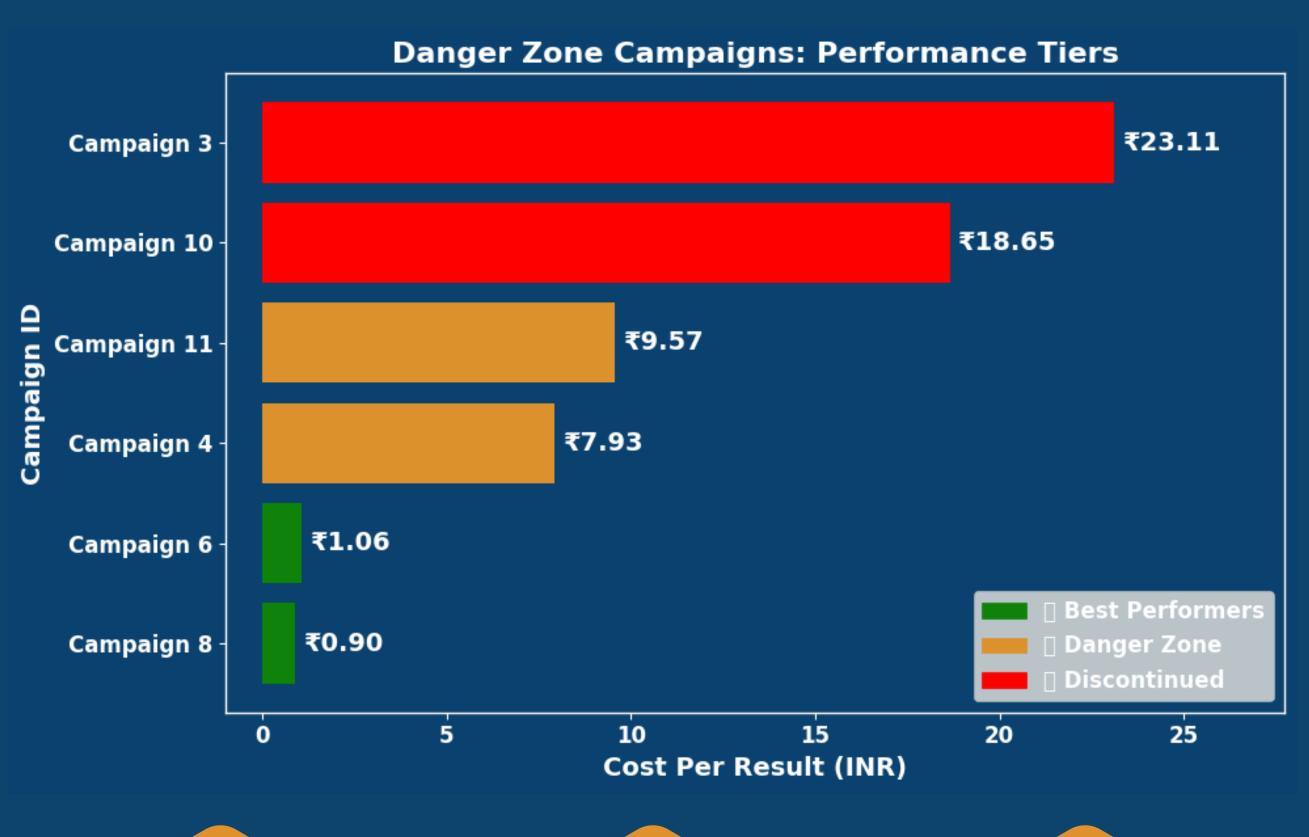




Campaign	Before (%)	After (%)	Change
Campaign 3 (Australia)	10%	0%	-10%
Campaign 10 (UK)	10%	0%	-10%
Campaign 6 (India)	15%	25%	10%
Campaign 8 (Nigeria)	12%	20%	8%



## Danger Zone Campaigns:



Best Performers

India (Campaign 6) & Nigeria (Campaign 8):

Excellent CPR, high engagement, cost-effective

Warning Zone

#### Canada (Campaign 4):

Moderate CPR, decent CTR, but concerning low reach

#### USA (Campaign 11):

Inconsistent results with high CPC variations

Discontinued

<u>Australia (Campaign 3):</u>

₹19.78 CPR - Extremely high cost per result

#### UK (Campaign 10):

₹14.05 CPR - Second highest cost, poor performance





"To succeed, we must eliminate inefficiencies and focus our resources on high-performing campaigns. This strategic shift is vital for driving engagement and maximizing our budget's impact."

- SUPERHERO U STRATEGY TEAM





## Next Steps & Action Plan





#### Pause Campaigns

Immediately discontinue Australia (3) & UK (10) campaigns



## Reallocate Budget

Redirect
20% budget
to highperforming
markets



#### Monitor Performance

Weekly
tracking of
KPIs and
budget
efficiency



#### Optimize Creatives

A/B test
new ad
formats
and
messaging



## ExploreNewMarkets

Research
expansion
opportunities
in promising
regions

## <u>Campaign Summary - All 11 Campaigns</u>

Campaign ID	Country	CPR (₹)	Reach	Spend (₹)	Status
Campaign 3	Australia	₹19.78	3,187	₹850.68	DISCONTINUED
Campaign 10	UK	₹14.05	3,636	₹856.67	DISCONTINUED
Campaign 11	USA	₹7.28	2,555	₹897.68	MONITOR
Campaign 4	Canada	₹8.25	3,307	₹923.96	MONITOR
Campaign 9	UAE	₹11.32	_	_	ACTIVE
Campaign 5	Ghana	₹3.53	_	_	OPTIMIZE
Campaign 7	Nepal	₹1.92	_	_	OPTIMIZE
Campaign 6	India	₹0.96	31,831	₹955.21	SCALE UP
Campaign 8	Nigeria	₹0.99	21,929	₹942.78	SCALE UP
Campaign 2	Global Students	₹1.09	_	_	ACTIVE
Campaign 1	Educators	₹5.55	_	_	ACTIVE



#### **Key Takeaway:**

By discontinuing underperforming campaigns and reallocating resources strategically, the marketing team can significantly improve ROI, increase reach, and ensure better engagement for the Superhero U event.

#### **©** Expected Impact:

- More efficient advertising spend
- Better overall campaign outcomes
- Improved audience targeting
- Enhanced ROI for Superhero U event

#### **Expected Outcomes**

↑ 40%
ROI Improvement

↑ 60% Engagement Rate ↓ 50% Average CPR



ANY QUESTIONS



Team 9 – 0505 SLU DVT