

# **Proposal:**

## **Optimization of Facebook Ad Campaigns for Superhero U Event**

### **Submitted by:**

0505 SLU DVT Team 9

### **Team members:**

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### **Executive Summary**

The Marketing team ran multiple ad campaigns targeting students, educators, and principals across various geographies. After analyzing the performance metrics, it is evident that some campaigns are highly effective while others are under performing and inefficient in terms of cost and engagement. This proposal recommends discontinuing four under performing campaigns and reallocating their budgets to high-performing ones to maximize ROI and engagement.

# Key Insights

## Campaign-Level Analysis

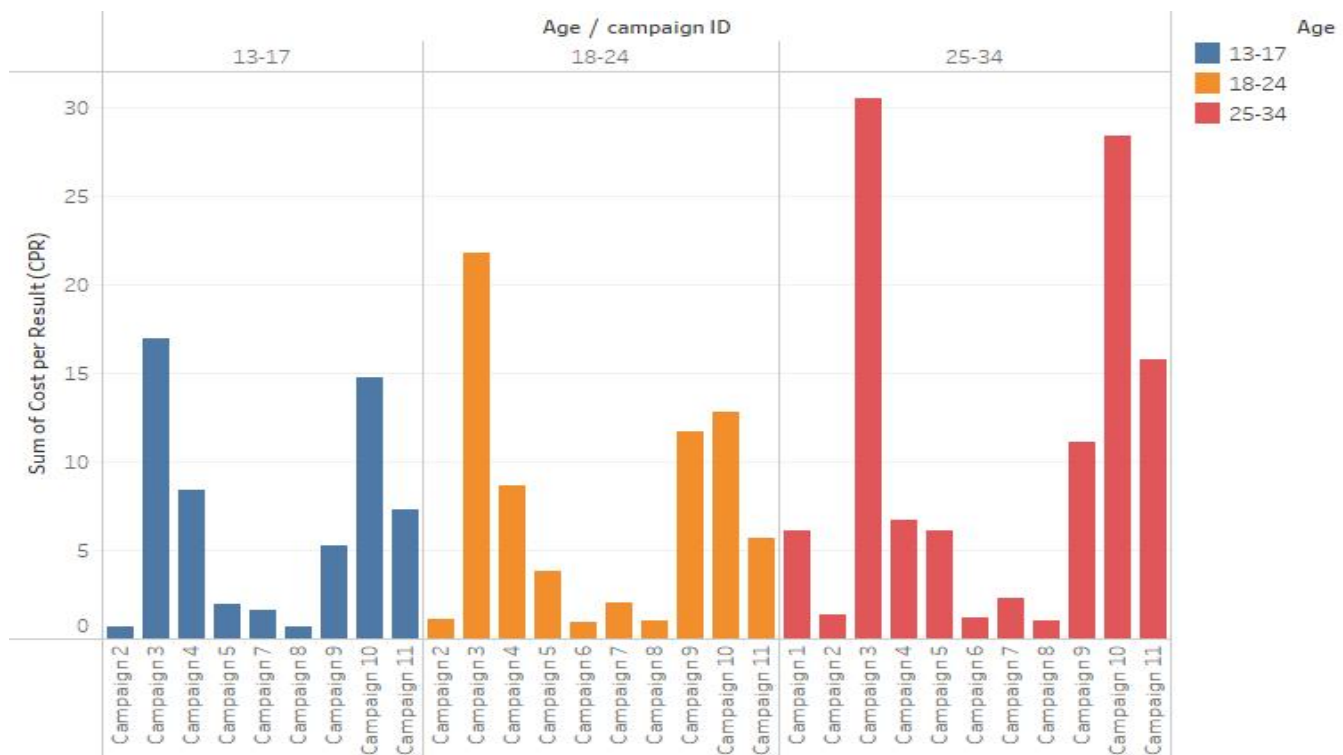
Campaigns	Observations
<b>Campaign 1</b> <b>(SHU_6 - Educators and Principals)</b>	<ul style="list-style-type: none"><li>• Focuses on educators and principals across Group 1 countries.</li><li>• High CPC (\$1.76–\$2.24) and CPR (\$4.11–\$6.07).</li><li>• Low ULC (65–180) and relatively low CTR (2.59%–3.57%).</li><li>• Limited reach (889–11,387).</li></ul>
<b>Campaign 2</b> <b>(SHU3_ - Students Apart from India and US)</b>	<ul style="list-style-type: none"><li>• Targets students aged 13–24 across Group 2 countries.</li><li>• Very efficient CPC (\$0.31–\$0.46) and CPR (\$0.69–\$1.32).</li><li>• High engagement with CTR (3.77%–7.40%) and ULC (435–1,095).</li><li>• Large reach (14,753–29,675).</li></ul>
<b>Campaign 3</b> <b>(SHU_Students - Australia)</b>	<ul style="list-style-type: none"><li>• Targets students in Australia.</li><li>• High CPC (\$5.78–\$10.18) and CPR (\$16.99–\$30.55).</li><li>• Low engagement with CTR (2.33%–7.41%) and ULC (28–46).</li><li>• Small reach (212–2,271).</li></ul>
<b>Campaign 4</b> <b>(SHU_Students - Canada) :</b>	<ul style="list-style-type: none"><li>• Targets students in Canada.</li><li>• Moderate CPC (\$5.23–\$5.67) and CPR (\$6.74–\$8.67).</li><li>• Decent engagement with CTR (3.21%–8.26%) and ULC (63–34).</li><li>• Small reach (218–2,330).</li></ul>
<b>Campaign 5</b> <b>(SHU_Students - Ghana)</b>	<ul style="list-style-type: none"><li>• Targets students in Ghana.</li><li>• Efficient CPC (\$0.99–\$1.53) and CPR (\$1.91–\$6.14).</li><li>• Good engagement with CTR (2.02%–5.98%) and ULC (93–98).</li><li>• Moderate reach (3,717–5,952).</li></ul>
<b>Campaign 6</b> <b>(SHU_Students - India)</b>	<ul style="list-style-type: none"><li>• Targets students in India.</li><li>• Very efficient CPC (\$0.67–\$0.68) and CPR (\$0.96–\$1.15).</li><li>• High engagement with CTR (3.70%–4.91%) and ULC (53–934).</li><li>• Large reach (1,721–30,110).</li></ul>

<b>Campaign 7</b> <b>(SHU_Students - Nepal)</b>	<ul style="list-style-type: none"> <li>• Targets students in Nepal.</li> <li>• Efficient CPC (\$0.65–\$0.77) and CPR (\$1.64–\$2.28).</li> <li>• Good engagement with CTR (1.67%–4.00%) and ULC (83–306).</li> <li>• Large reach (4,623–18,900).</li> </ul>
<b>Campaign 8</b> <b>(SHU_Students - Nigeria)</b>	<ul style="list-style-type: none"> <li>• Targets students in Nigeria.</li> <li>• Very efficient CPC (\$0.29–\$0.39) and CPR (\$0.69–\$1.01).</li> <li>• Extremely high engagement with CTR (7.84%–10.93%) and ULC (117–548).</li> <li>• Large reach (2,386–11,027).</li> </ul>
<b>Campaign 9</b> <b>(SHU_Students - UAE)</b>	<ul style="list-style-type: none"> <li>• Targets students in the UAE.</li> <li>• High CPC (\$2.99–\$4.39) and CPR (\$5.23–\$11.71).</li> <li>• Low engagement with CTR (1.68%–4.03%) and ULC (20–41).</li> <li>• Small reach (1,579–2,892).</li> </ul>
<b>Campaign 10</b> <b>(SHU_Students - UK)</b>	<ul style="list-style-type: none"> <li>• Targets students in the UK.</li> <li>• High CPC (\$6.55–\$8.74) and CPR (\$12.78–\$28.40).</li> <li>• Low engagement with CTR (2.35%–4.97%) and ULC (4–33).</li> <li>• Small reach (338–2,557).</li> </ul>
<b>Campaign 11</b> <b>(SHU_Students - USA)</b>	<ul style="list-style-type: none"> <li>• Targets students in the USA.</li> <li>• Moderate CPC (\$3.70–\$5.49) and CPR (\$5.68–\$15.75).</li> <li>• Decent engagement with CTR (5.11%–12.95%) and ULC (3–95).</li> <li>• Small reach (91–2,159).</li> </ul>

## Recommendations Section

### Suggested discontinuing campaign: (3,10)

We can see that in the vertical axis of campaign 3,10 that these two ad campaigns cost the highest one. No matter which age group we choose (13-17,18-24,25-35) the cost is higher than any other campaigns. By marking it red it is showing high cost, and it should be discontinued to reduce costs.



Sum of Cost per Result (CPR) for each campaign ID broken down by Age. Color shows details about Age. Details are shown for campaign ID. The view is filtered on Age, which keeps 13-17, 18-24 and 25-34.

### Discontinue campaign 3 (UK) and 10(Australia) - here's why

#### 1. Low Clicks Despite Decent Reach:

- Campaigns targeting these regions showed average to high reach, but very low clicks, suggesting the content isn't compelling to that audience.

#### 2. High Cost per Click (CPC):

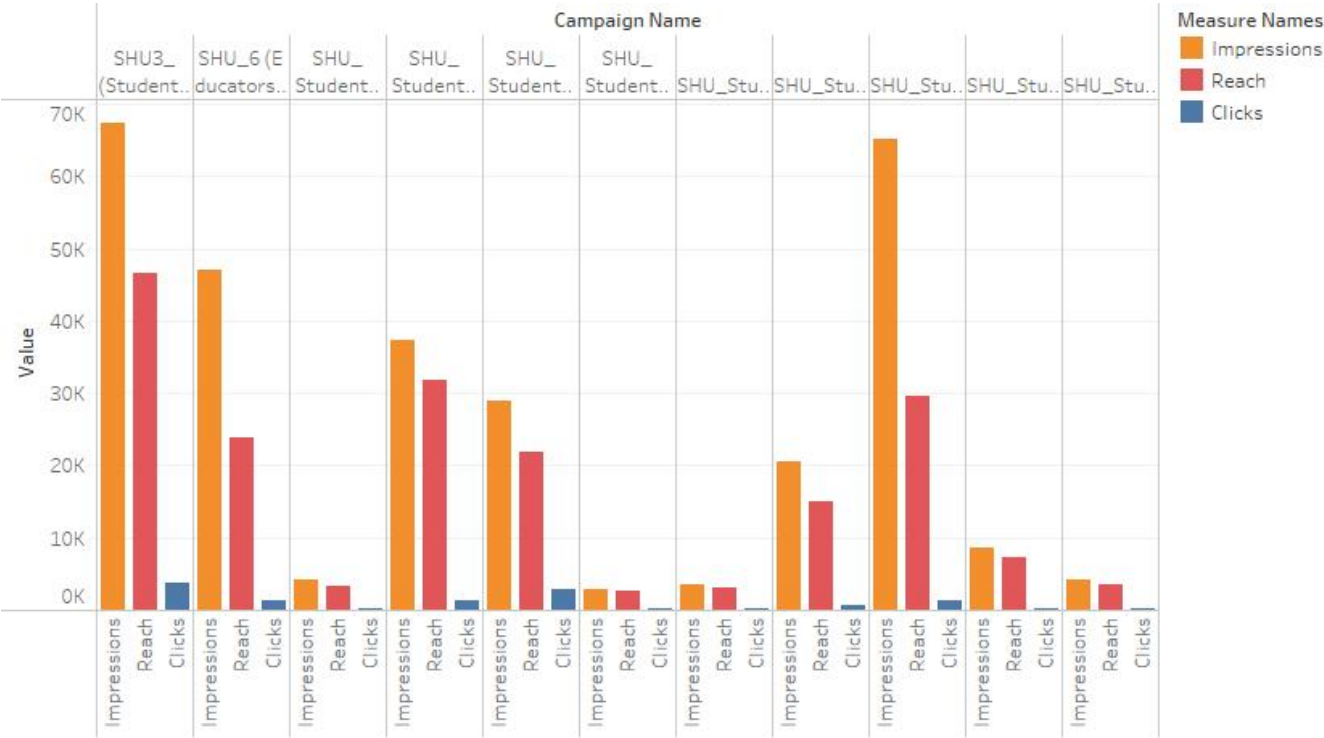
- CPC was higher for these campaigns compared to others. That means paying more for fewer results.

3. Poor CTR (Click-Through Rate):

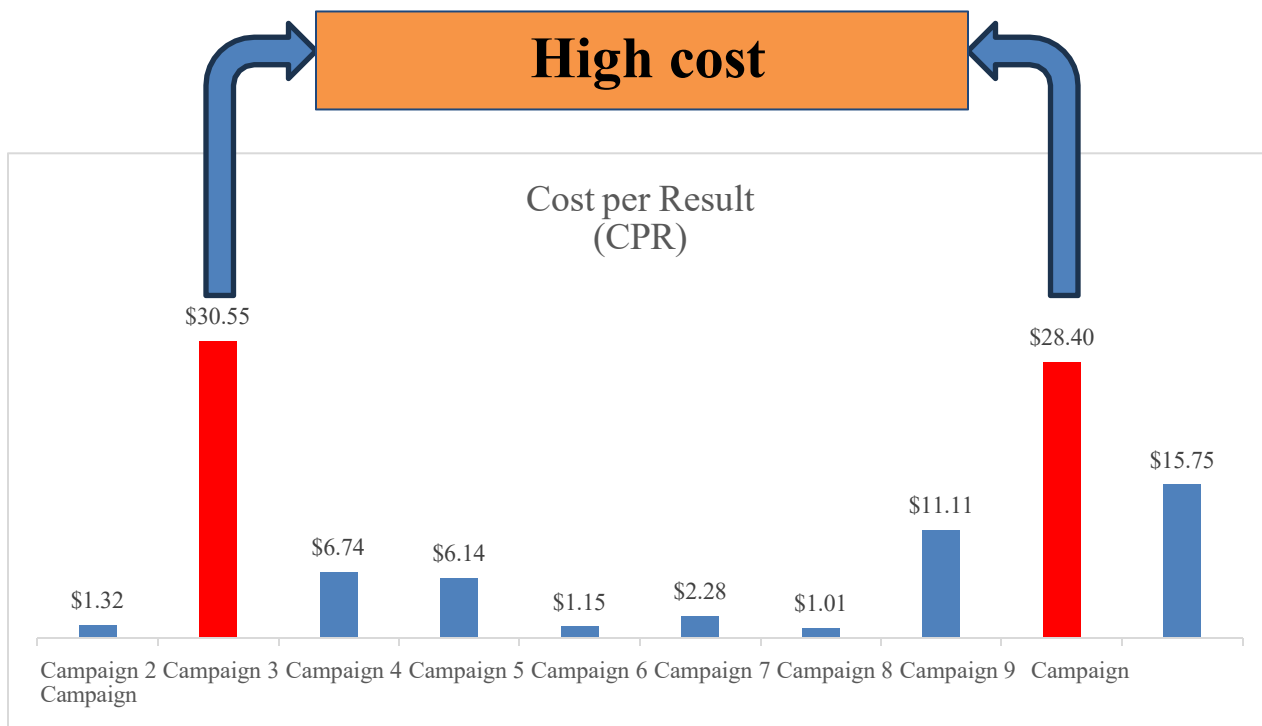
- Even though people saw the ad (impressions), they didn’t engage (low CTR), indicating that either the message isn’t resonating, or the audience targeting is off.

4. Inefficient Spend:

- A noticeable chunk of the budget is going into these campaigns with less return. Redirecting that spending to higher-performing regions or audiences could boost overall campaign efficiency.



Clicks, Impressions and Reach for each Campaign Name. Color shows details about Clicks, Impressions and Reach.



As our main target is the students it also shows that the cost in campaign 3 and 10 is higher than any other campaigns so we should discontinue these campaigns, so they are marked in red to indicate danger (high cost)

## **Next Steps**

### **1. Discontinue Underperforming Campaigns :**

Immediately pause Campaigns 3, and 10 to stop unnecessary spending.

### **2. Reallocate Budget :**

Redistribute the saved budget to high-performing campaigns

### **3. Monitor Performance :**

Track the performance of the reallocated campaigns weekly to ensure continued success.

### **4. Optimize Ad Creatives :**

Test different ad creatives and messaging in high-performing regions to further improve engagement.

### **5. Explore New Audiences :**

Conduct research to identify new geographic or demographic segments that align with the event's goals.

## **Conclusion**

By discontinuing under performing campaigns and reallocating budgets to high-performing ones, the Marketing team can significantly improve the ROI of the Facebook ad campaigns for the Superhero U event. This strategic approach will ensure better engagement, increased reach, and more efficient use of resources.