

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

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

Total
Campaigns
11


Target
Audience
3




Age
Groups
3

Countries
11

Target
Audiences:

-  Students
-  Educators
-  Principals

 Age Groups:

-  13–17 years
-  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
(Australia)

₹14.05
Second Highest CPR
(UK)

43
Unique Link Clicks
(Australia)

₹0.33
Best CPC
(Nigeria)

₹0.96
Best CPR
(India)

1,595
Total ULC
(Global Students)

Performance Leaders vs Underperformers

Top Performers

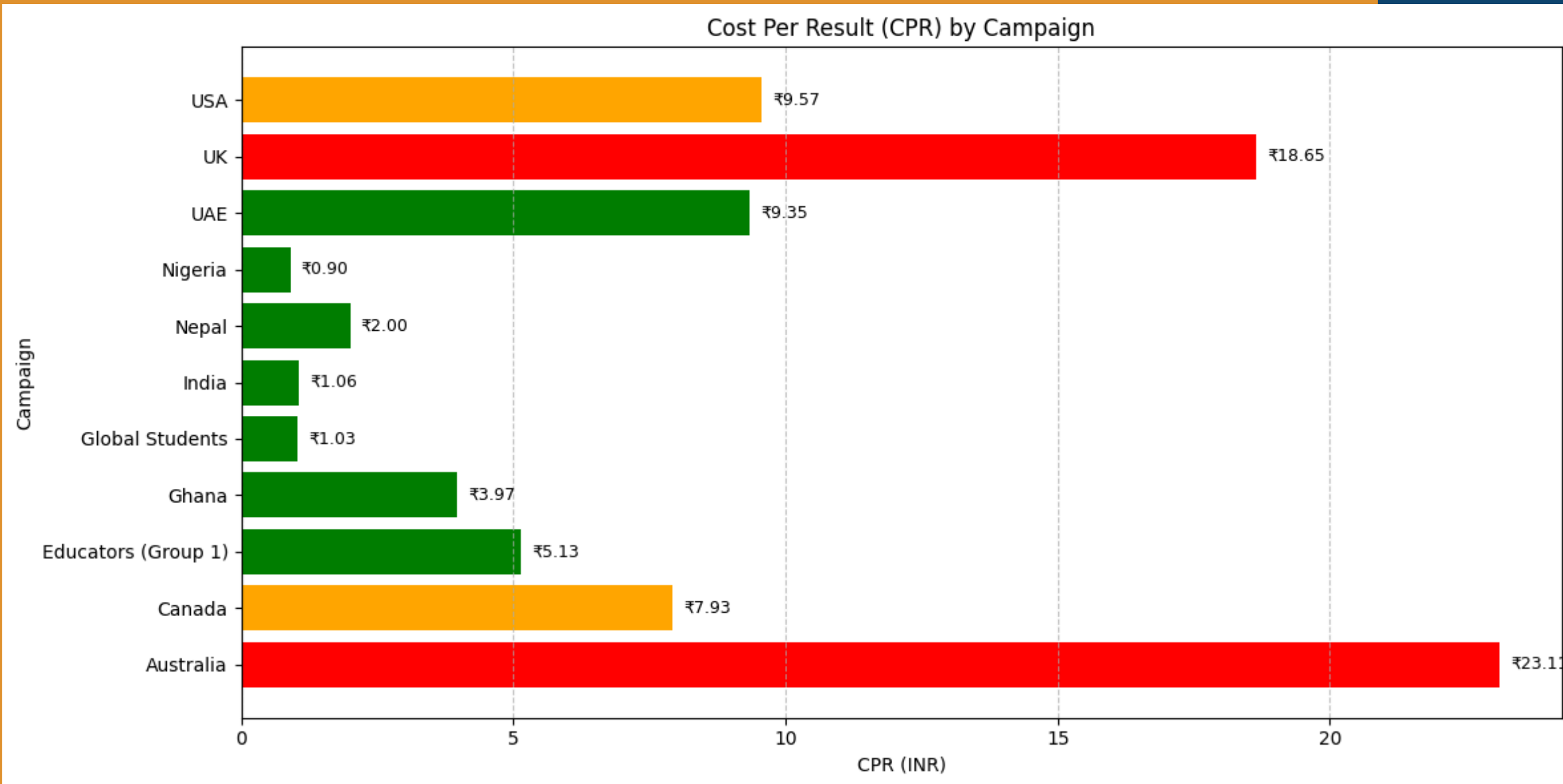
- ✓ Nigeria - High engagement, low costs
- ✓ India - Best reach and CPR
- ✓ Ghana - Strong performance potential

Underperformers

- ✗ Australia - Highest CPR, low engagement
- ✗ UK - Poor reach and high costs
- ⚠ Canada & USA - Moderate performance

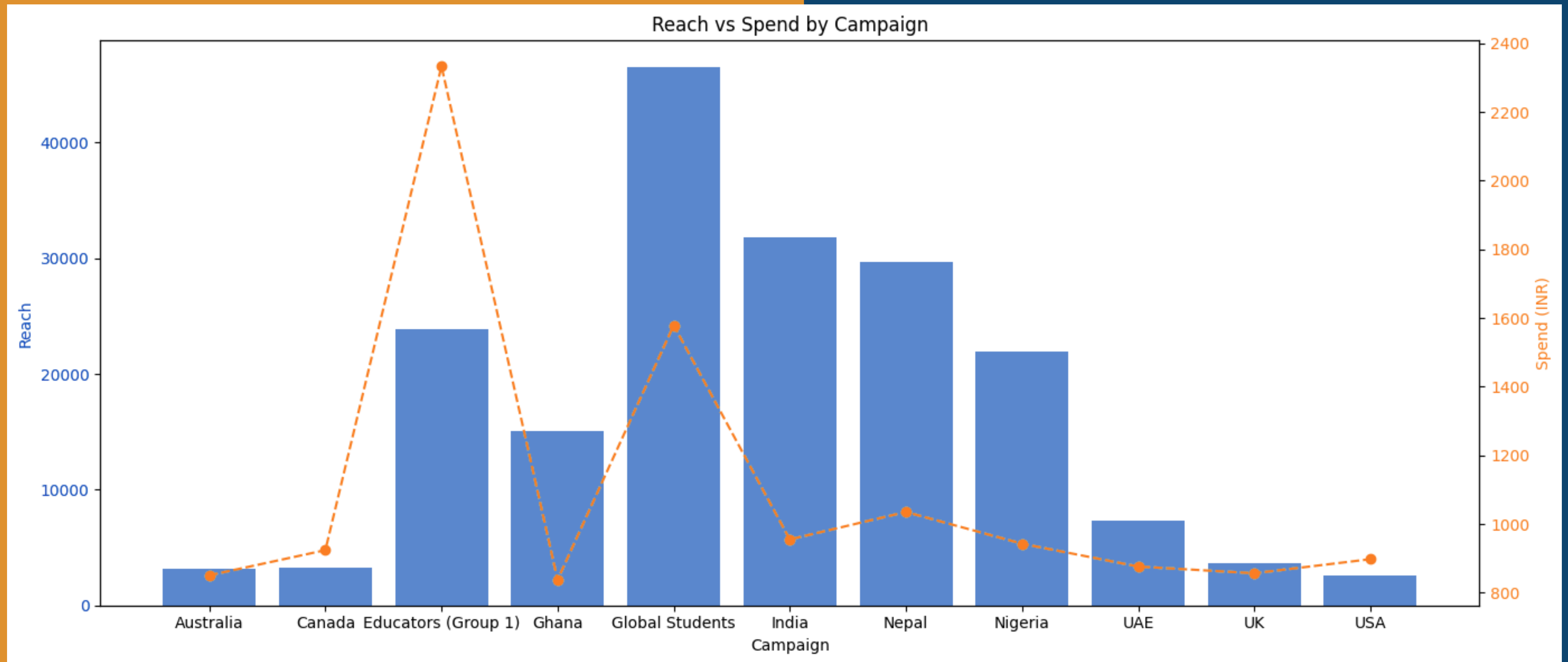


Cost Per Result (CPR) Comparison



- 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



Key Insight: Low reach campaigns (Australia, UK, Canada, USA) have significantly higher costs, indicating inefficient spending.

✗ Why Discontinue These Campaigns?



Low Engagement
Campaigns showing minimal
user interaction despite
significant spend



Inefficient Spend
Budget could be better
allocated to higher-
performing campaigns



High Cost
CPR significantly above
optimal thresholds,
eating into ROI

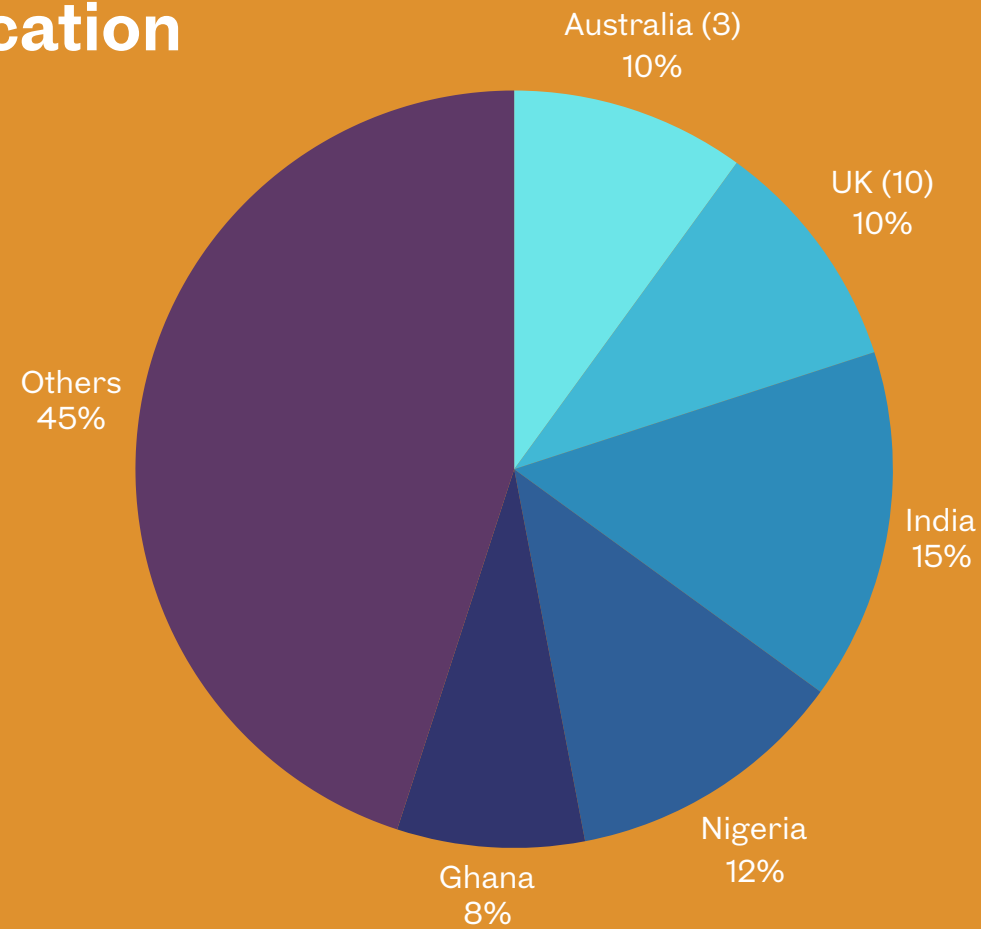


Poor Message Fit
Creative content not
resonating with target
audience

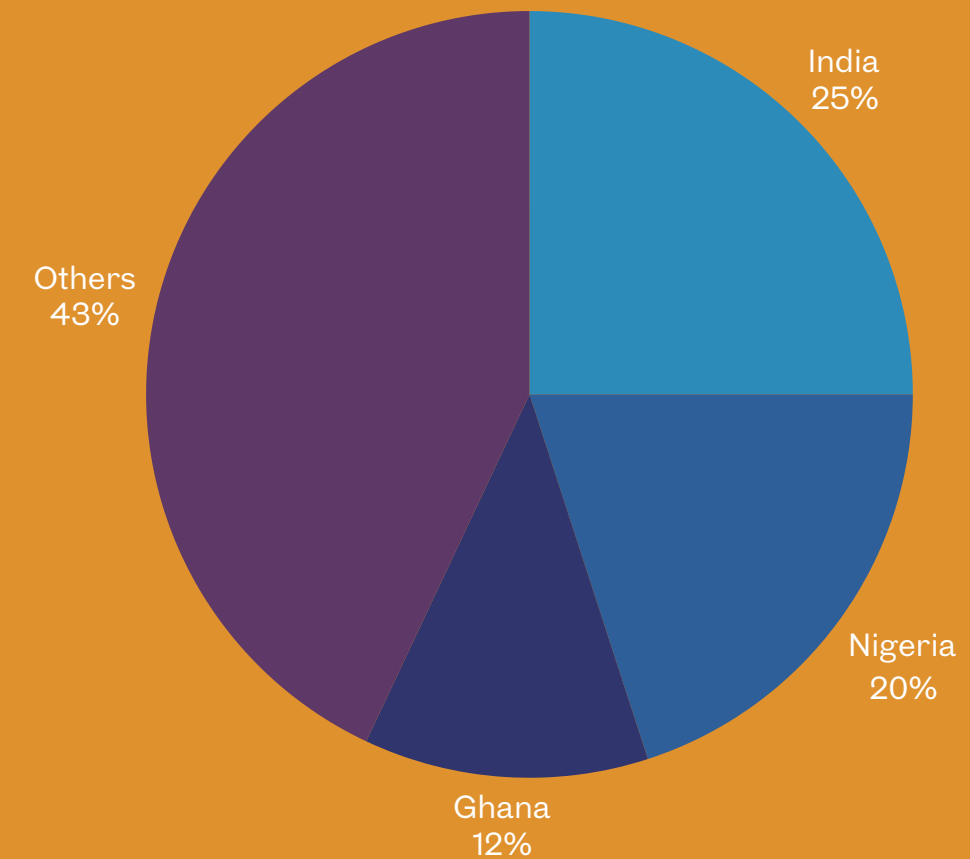


Budget Reallocation Plan

Before Reallocation

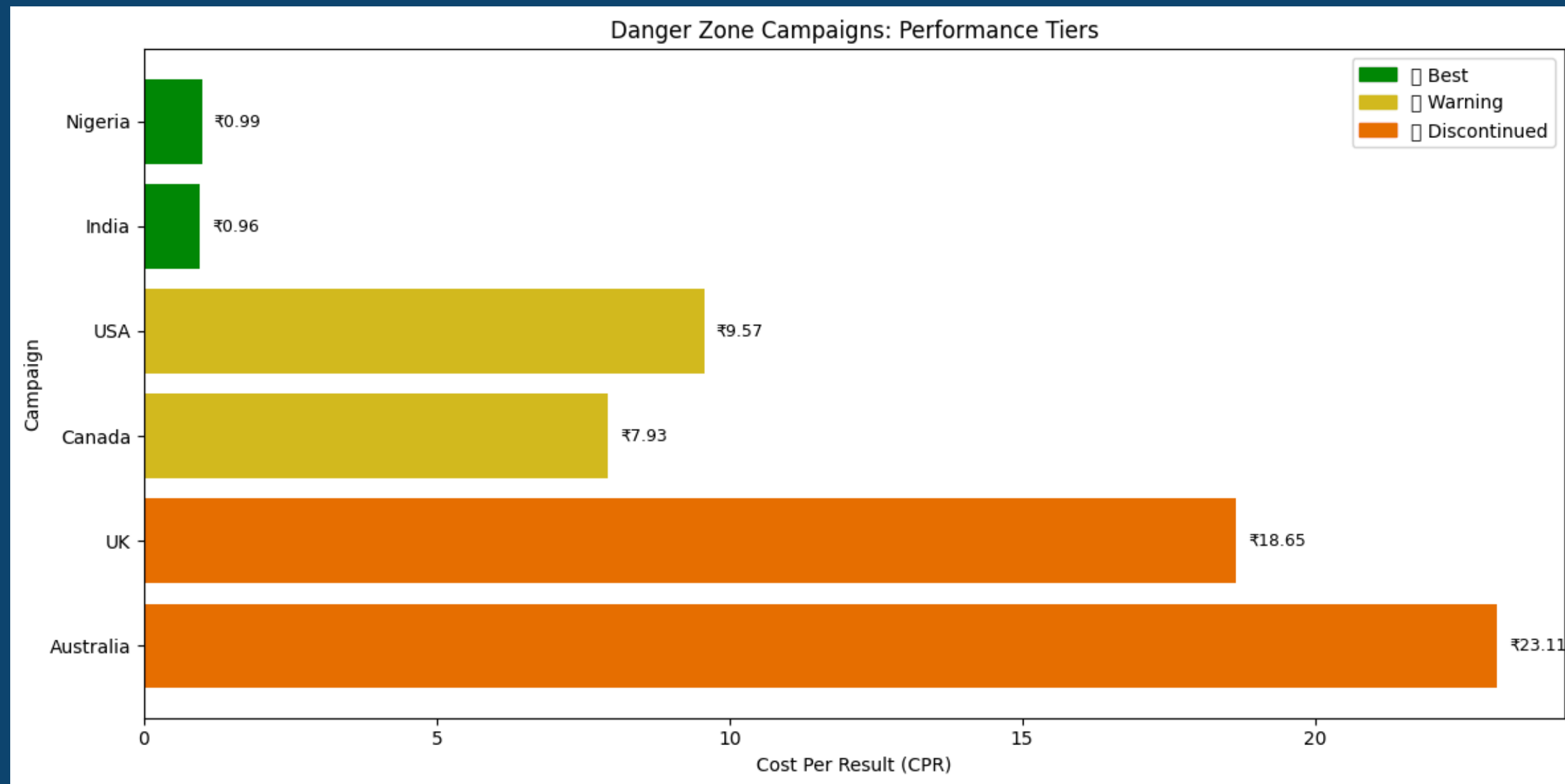


After Reallocation



Campaign	Before (%)	After (%)	Change
Australia (3)	10%	0%	-10%
UK (10)	10%	0%	-10%
India	15%	25%	10%
Nigeria	12%	20%	8%
Ghana	8%	12%	4%
Others	45%	43%	-2%

⚠ Danger Zone Campaigns:



● Best Performers


India & Nigeria:
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

Australia (Campaign 3):
₹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 high-performing markets



Monitor Performance

Weekly tracking of KPIs and budget efficiency



Optimize Creatives

A/B test new ad formats and messaging



Explore New Markets

Research expansion opportunities in promising regions



Campaign Summary - All 11 Campaigns

Campaign	Country	CPR (₹)	Reach	Spend (₹)	Status
SHU_Students (3)	Australia	₹19.78	3,187	₹850.68	DISCONTINUED
SHU_Students (10)	UK	₹14.05	3,636	₹856.67	DISCONTINUED
SHU_Students	USA	₹7.28	2,555	₹897.68	MONITOR
SHU_Students	Canada	₹8.25	3,307	₹923.96	MONITOR
SHU_Students	UAE	₹11.32	-	-	ACTIVE
SHU_Students	Ghana	₹3.53	-	-	OPTIMIZE
SHU_Students	Nepal	₹1.92	-	-	OPTIMIZE
SHU_Students	India	₹0.96	31,831	₹955.21	SCALE UP
SHU_Students	Nigeria	₹0.99	21,929	₹942.78	SCALE UP
SHU3_ (Global)	Students	₹1.09	-	-	ACTIVE
SHU_6	Educators	₹5.55	-	-	ACTIVE



Conclusion

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



*Thank
You*



**ANY
QUESTIONS**



Team 9 – 0505 SLU DVT

