

STOP INEFFECTIVE CAMPAIGN ADS

BY GROUP 6

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TEAM MEMBERS



Project Head : Arjyahi

- Blessing Bassey (Team Lead)
- Folashade Oguntinyinbo
- Loan Nguyen
- Nwoke Ikechukwu Matthew
- Funmilayo Raphael
- Olusola Ajayi
- Uwaila Louisarus Michael
- Chisom Umebosi
- MacReginald Ikonnio
- Harold Henry Tougan

SUPERHERO U EVENT

- Superhero U was a competitive event for **individuals** and **teams**.
- It is targeted at two different audiences, "**interns**" and "**educators and principals**".
- The purpose of this event is to **provide an encouraging and equal educational opportunity to the Participants**.

A promotional poster for the Superhero U event. The background is red with a large yellow sun in the upper right. A black silhouette of a superhero in a dynamic pose is on the right. The text is in yellow and white. At the top left is the GlobalShala logo. At the top center is the "SUPERHERO U" logo with two small superhero figures. The main text reads "SUMMON YOUR CREATIVE POWERS!". Below this, under "PRIZES INCLUDE", is a list of prizes: New York Trip, Internships, Scholarships, and Gadgets/vouchers. At the bottom left is a "REGISTER NOW" button, and below that is the website "Visit us: www.globalshala.com". At the bottom right is the text "*T&C Apply*".

GlobalShala

SUPERHERO U

**SUMMON
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POWERS!**

PRIZES INCLUDE

- > New York Trip
- > Internships
- > Scholarships
- > Gadgets/vouchers

REGISTER NOW

Visit us: www.globalshala.com

T&C Apply

OVERVIEW OF GLOBALSHALA FACEBOOK CAMPAIGN

- Facebook is a **social network** platform that allows users to **connect** with one another and share **photos** and **videos**.
- The campaign run by GlobalShala are **numbered 1-11**.
- The age range of the **target audience** is 13-17, 18-23, 25-34, 35-44, 45-54, and 55-64.





STATEMENT OF THE PROBLEM

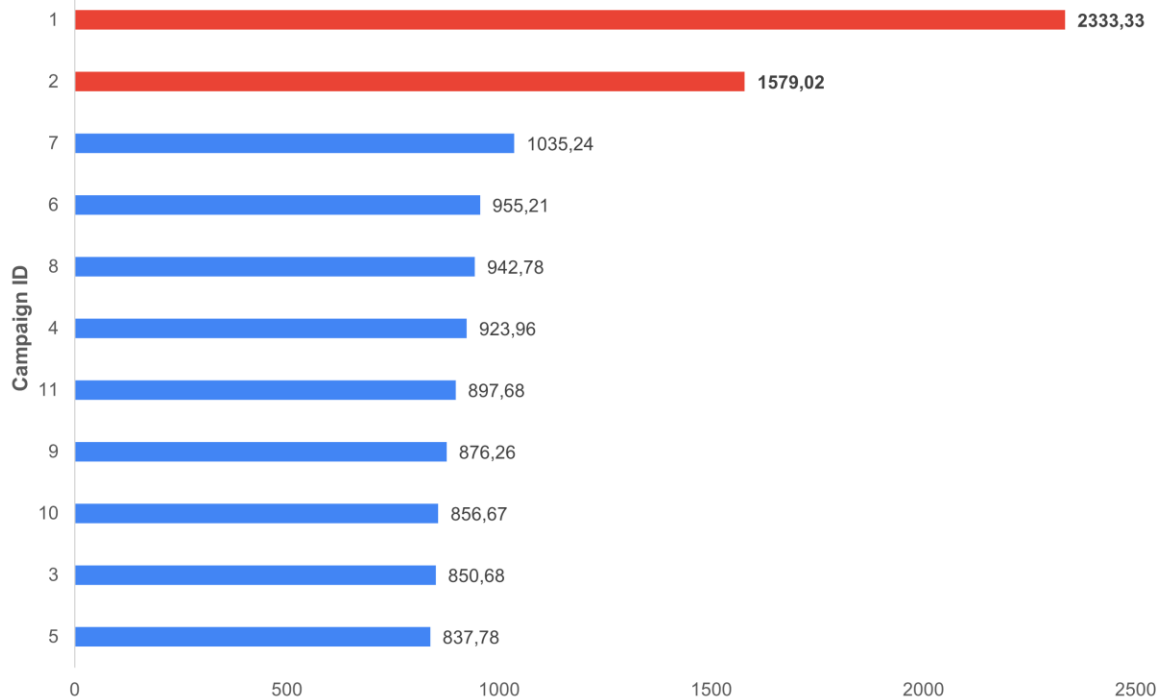
- To determine the campaign Ads that are reaching its **targeted audience** and its **defined goals**, an analysis was carried out.
- This will help identify the campaign that needs to be **discontinued** or **continued** to save money, as GlobalShala prioritizes value for its money.

Which Campaign is ineffective?

CAMPAIGN ANALYSIS

Fig 1: chart depicting campaign ad expenditures on Facebook

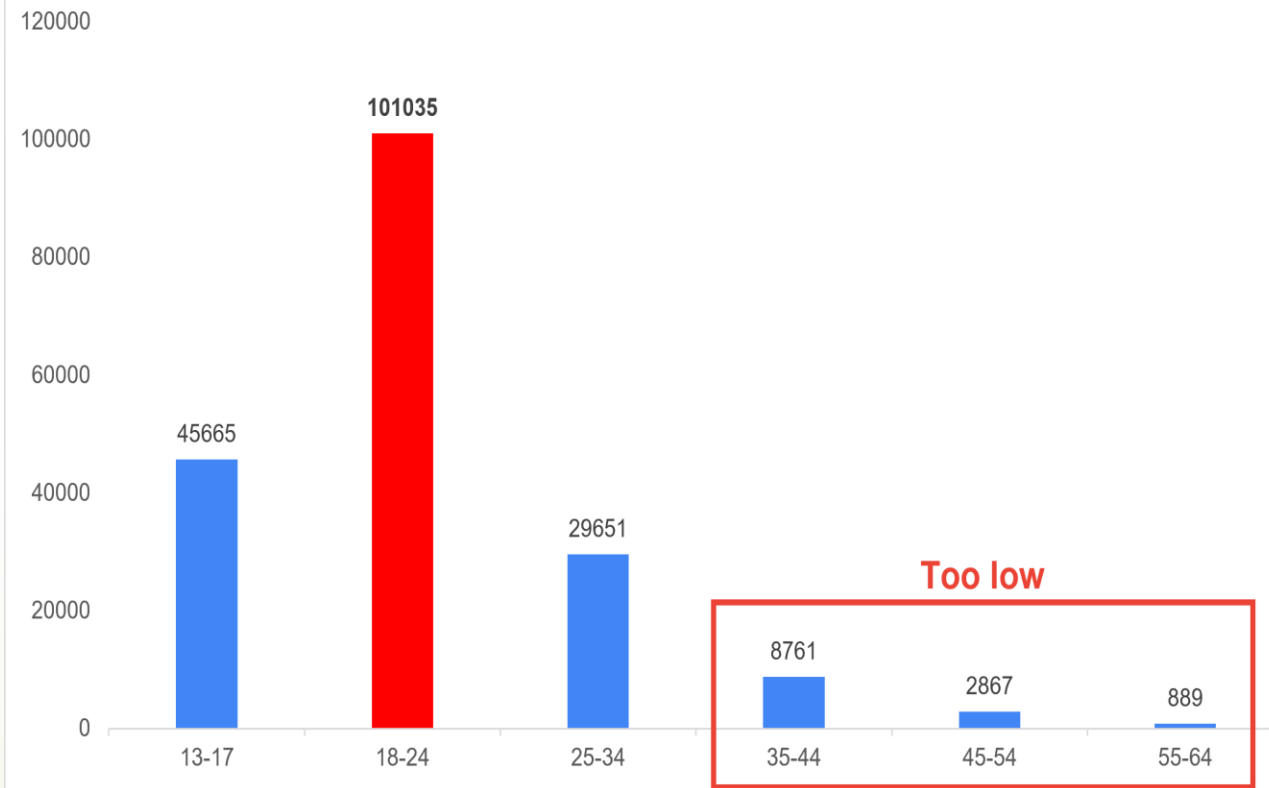
Amount Spent For Campaign (INR)



Campaign 1 costs a lot because the target audience is middle-aged people who rarely use facebook. Meanwhile, *campaign 2* is aimed at a young audience but costs nearly 1.5 times more than the campaign with the same audience.

Fig 2: Chart Illustrating the reach of the campaign across different age groups

Individual campaigns reach age group

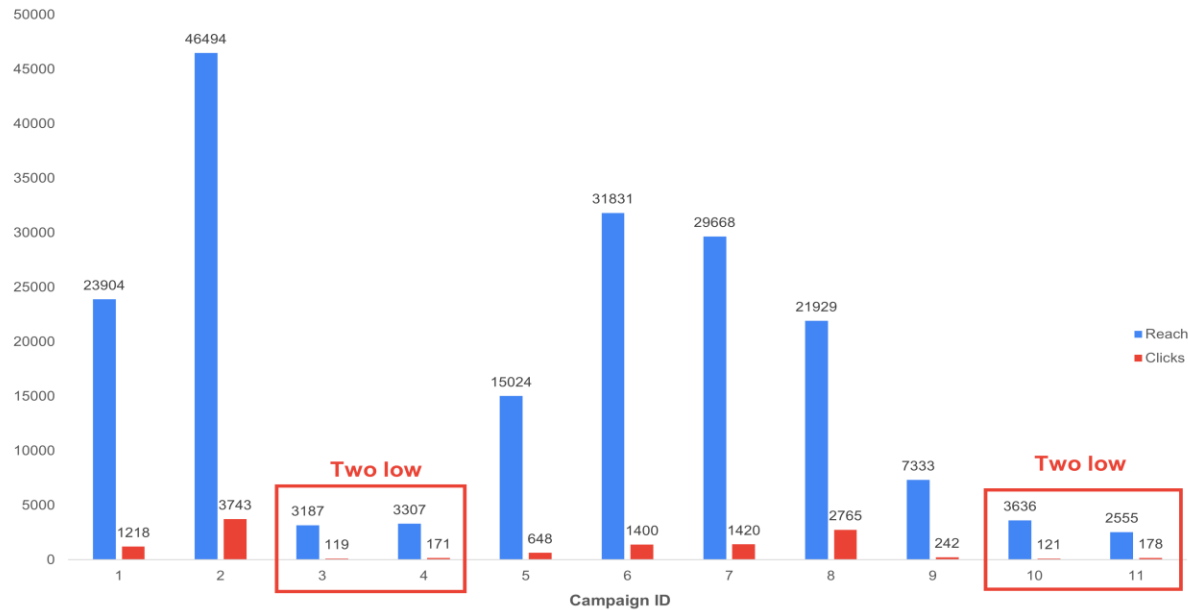


The age group **18-24** has the most reach.

Groups **35-44**, **45-54**, **55-64** have very low reach because there is only 1 campaign targeting these target groups.

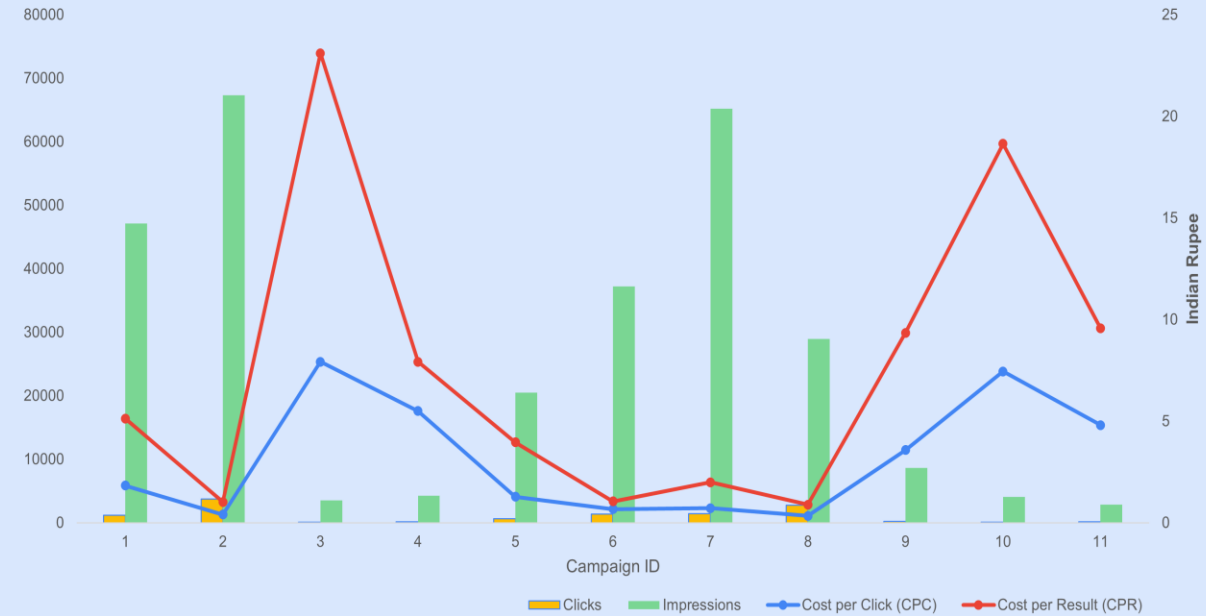
CAMPAIGN ANALYSIS

Campaign Reach And Click



Campaigns 3, 4, 10, 11 have much lower reach and clicks than the remaining campaigns.

Effectiveness of Campaigns



Campaigns 3, 4, 10, 11 have the lowest clicks and impressions but cost the most. Meanwhile, campaigns 2, 6, 8 have the lowest cost but are the campaigns with high clicks and impressions.

CAMPAIGN ANALYSIS

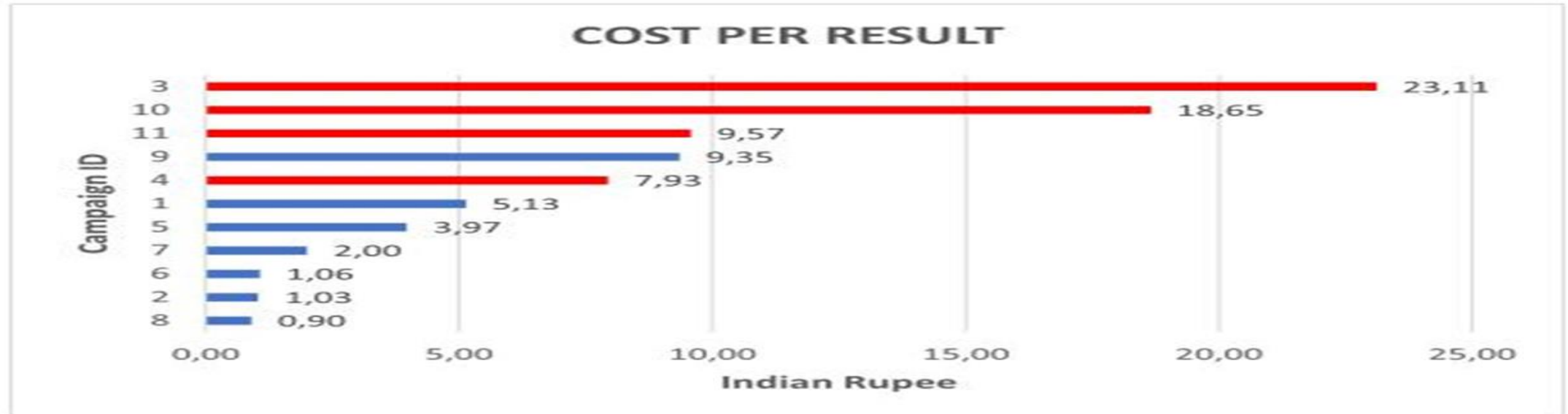


Figure 2. Cost per Result

Based on Figure 1 and Figure 2, we can conclude that Campaign ID 3 and Campaign ID 10 are not effective, the number of people to reach is small, so we should stop campaign 3 and campaign 10 to cut costs.

A red arrow pointing to the right, located at the top left of the slide.

RECOMMENDATIONS

After careful **evaluation** and **analysis**, it has been determined by the team that the continuation of two campaigns(**Campaign 3** and **Campaign 10**) does not aligned with the company **objective**.

Both campaigns are recommended to be **stopped** to better **allocate resources, optimize performance** and adapt to evolving **market** conditions.

Factors such as **underperforming metrics, low engagement** and **audience feedback** have influence this **decision**.

By halting these campaigns, we will focus our effort on more **effective strategies, optimize budget allocation** and ensure **maximum impact** in our **marketing initiatives**.

CONCLUSION

Based on the measured **Facebook Ads metric** in comparison with the **goals** and **objectives** of the company, **Campaigns 3 and 10** are not the kind of campaigns GlobalShala should **invest resources** into. This is based on **facts and figures** gotten and **analyzed** from the Facebook campaign Ads.

