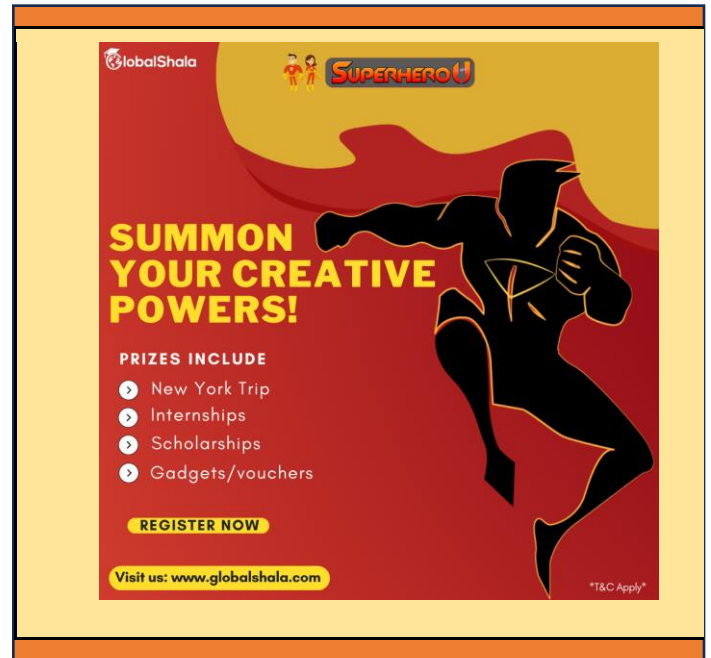


## SUPERHERO U DIGITAL MARKETING CAMPAIGN OPTIMIZATION

***DELIVERABLE DOCUMENTATION***



**TEAM 18**  
*Excelerate internship*

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## Table of Contents

<b>Abstract</b> .....	1
<b>Introduction</b> .....	2
<b>Methodology</b> .....	2
<b>Results and Findings</b> .....	3
<b>Conclusion</b> .....	6
<b>Recommendation</b> .....	6

### Abstract

This project aimed to analyze the performance of 11 Facebook ad campaigns for the Superhero U event. Key metrics such as Cost Per Click (CPC), Cost Per Result (CPR), Click-Through Rate (CTR), Unique Link Clicks (ULC), and Reach were evaluated to assess the effectiveness and cost-efficiency of each campaign. The analysis revealed that Campaigns 8 and 6 performed exceptionally well, offering high engagement at low costs. Campaigns 3 and 10 underperformed with high costs and low engagement, making them candidates for discontinuation. Based on these findings, recommendations were made to discontinue underperforming campaigns and optimize others for better results.

## Introduction

Superhero U ran a series of digital marketing campaigns on Facebook to promote its educational initiatives to students, educators, and principals across various regions. These campaigns were designed to drive traffic to the Superhero U website, increase brand awareness, and generate engagement from target audiences.

The purpose of this project was to evaluate the performance of these campaigns by analyzing key metrics such as **Cost Per Result (CPR)**, **Cost Per Click (CPC)**, **Click-Through Rate (CTR)**, and **Unique Link Clicks (ULC)**. The goal of the analysis was to identify underperforming campaigns, improve cost efficiency, and optimize budget allocation.

**Scope:** The analysis covered 11 distinct campaigns, each targeting different audiences and geographic locations. The data analyzed included information on reach, impressions, click engagement, and costs. Special attention was paid to campaigns that had high costs and low engagement, with the objective of recommending campaigns for discontinuation to cut costs.

By examining these performance metrics, this project aimed to provide actionable insights that would allow Superhero U to maximize its return on investment (ROI) and refine its digital marketing strategy moving forward.

## Methodology

To evaluate the effectiveness of Superhero U's Facebook ad campaigns, a structured approach was used to analyze key performance metrics across 11 campaigns. The following steps and metrics were central to this analysis:

1. **Data Collection:** The data was sourced from Excelerate platform, which provided detailed information on campaign performance. The data included metrics such as **reach**, **impressions**, **clicks**, **unique link clicks (ULC)**, and **amount spent** in Indian Rupees (INR).
2. **Key Metrics Analyzed:** The analysis focused on the following key performance indicators (KPIs):
  - **Cost Per Result (CPR):** The average cost for each unique link click.
  - **Cost Per Click (CPC):** The average cost for each click on the ad, regardless of whether it resulted in a unique link click.
  - **Click-Through Rate (CTR):** The percentage of people who clicked on the ad after viewing it.
  - **Unique Link Clicks (ULC):** The number of unique individuals who clicked on the ad's link.
  - **Reach:** The total number of individuals who saw the ad at least once.
  - **Impressions:** The total number of times the ad was displayed, including repeat views.

### 3. Process:

- Each campaign was analyzed in terms of cost-efficiency and user engagement. Campaigns with the highest **CPR** and **CPC** were flagged for potential discontinuation due to high costs.
- Campaigns with low **ULC**, **reach**, and **impressions** were examined for low engagement.
- A comparison of all campaigns was conducted to identify outliers, focusing on those with both high costs and low engagement.

### 4. Performance Evaluation:

- The campaigns were ranked based on **CPR**, **CPC**, and **CTR** to determine which were delivering the best and worst value for money.
- Campaigns that showed high **CPR** and **CPC**, along with low **ULC**, were deemed underperforming and considered for discontinuation.

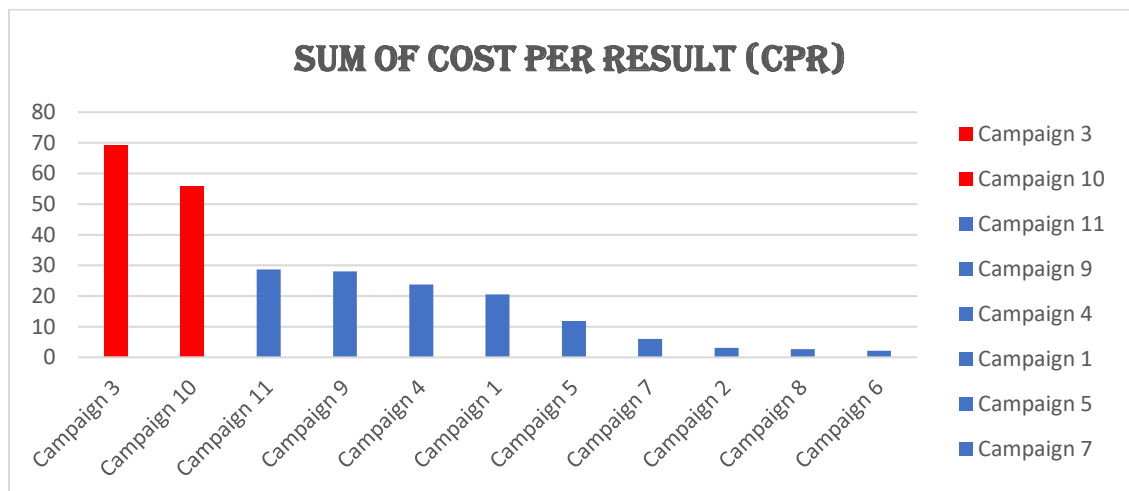
5. **Tools and Software:** Basic spreadsheet tools (such as Excel) was used to calculate metrics, organize data, and visualize the results through tables and charts.

## Results and Findings

The analysis of Superhero U's Facebook ad campaigns provided valuable insights into the performance of each campaign. The focus was on cost-efficiency, engagement, and reach, and the findings revealed significant differences in how the campaigns performed.

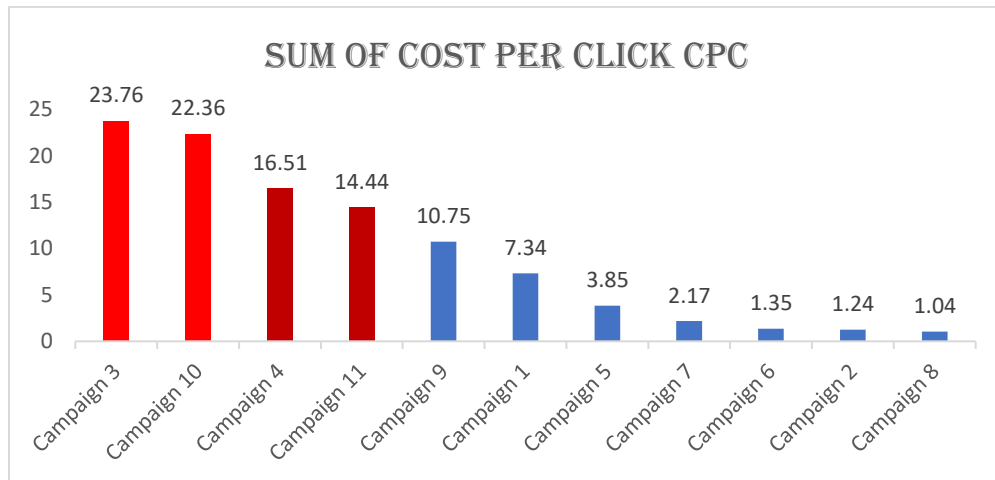
### 1. Cost Per Result (CPR):

- Campaign 3 had the highest CPR at ₹69.32, followed by Campaign 10 at ₹55.95. These campaigns were the least cost-effective in generating unique link clicks.
- In contrast, Campaign 6 had the lowest CPR at ₹2.11, indicating that it was the most cost-efficient in driving engagement.



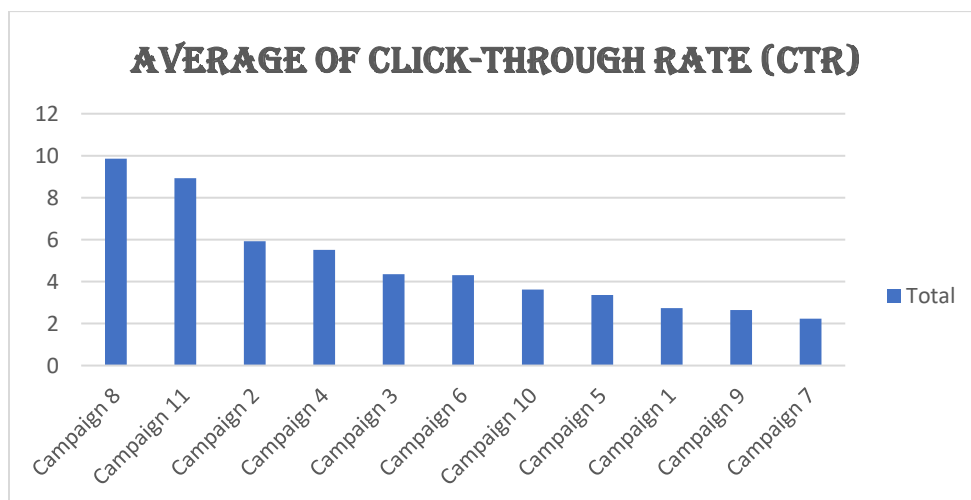
## 2. Cost Per Click (CPC):

- Campaign 3 and Campaign 10 also had the highest CPC, with costs of ₹23.76 and ₹22.36 per click, respectively. This shows that not only were these campaigns expensive in terms of results, but also for each click, making them inefficient.
- Campaign 8 had the lowest CPC at ₹1.04, making it the most affordable campaign for generating clicks.



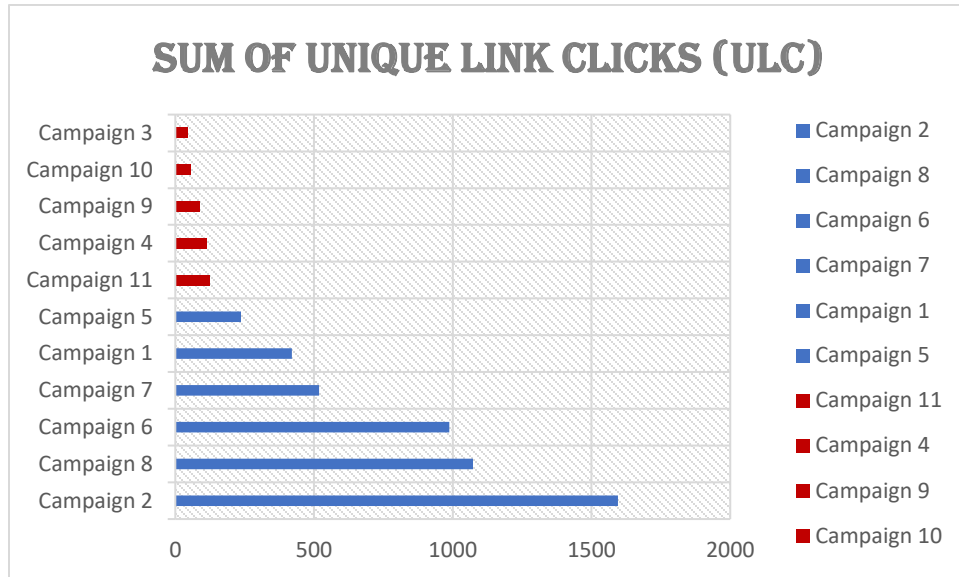
## 3. Click-Through Rate (CTR):

The average CTR across all campaign was 4.81, Campaigns 8 (9.85%) and 11 (8.93%) performed very well above average indicating high engagement. Campaigns 2 and 4 were above average. In contrast, Campaigns 3, 6, 10, 1, 9, and 7 had the lowest CTRs, performing below average, suggesting they were less effective at driving clicks and may need optimization.



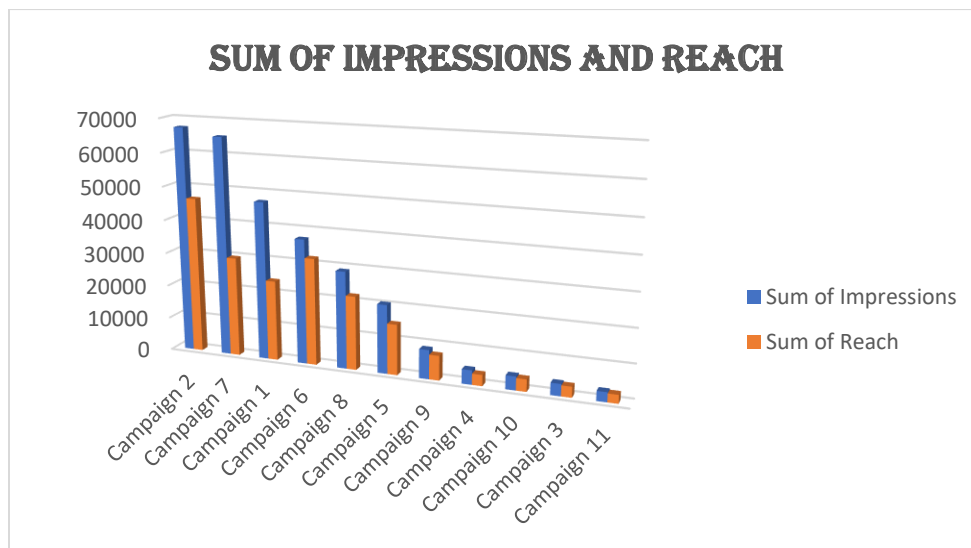
#### 4. Unique Link Clicks (ULC):

- Campaigns 2 and Campaign 8 had the highest number of unique link clicks, showing strong engagement with 1,073 and 1,595 clicks, respectively.
- Campaign 3, 10, 9, 4 and 11 had the lowest ULC, with campaign 3 and 10 having the lowest, with only 44, 57 unique link clicks respectively.



#### 5. Reach and Impressions:

- Campaigns 11, 3, 10, 4 and 9 had the lowest reach and impressions, meaning fewer people were exposed to these ads. these campaigns had low reach indicating poor targeting or ineffective ad content.
- Campaigns 2, 7 and 1 had the highest reach and impression, meaning they were displayed to a larger audience more frequently.



**Key Findings:**

- Campaign 3 (CPC =23.76, CPR= 69.32) had a and Campaign 10 (CPC= 22.36, CPR= 55.95) were the least cost-efficient, with both high CPR and CPC, along with low ULC, making them strong candidates for discontinuation.
- Campaigns 2 and 8 showed high ULC and strong engagement, proving to be successful in reaching their target audience.

**Conclusion**

Based on the analysis of the 11 campaigns for the Superhero U event, the performance of each campaign varied significantly. However, Campaigns 3 and 10, performed poorly, with high costs per result and low engagement and reach. Campaigns 11 and 4 had good engagement but struggled with high costs, requiring optimization to improve their efficiency.

**Recommendation**

Discontinue Campaign 3 and Campaign 10: Both campaigns are highly inefficient, with very high costs per result and low engagement, making them unviable.