Performance of FB Ad Campaigns

And why we should eliminate one Ad Campaign

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Meet The Team

SLU DV 22-03-03 Group 3

- Pabbu Sandeep – Team Lead

- Haris Shahbaz – Team Scribe

- Manish Reddy Seelam

- Reddygari Guru Sai Reddy – Project Manager

- Fehmida Tahir – Project Lead
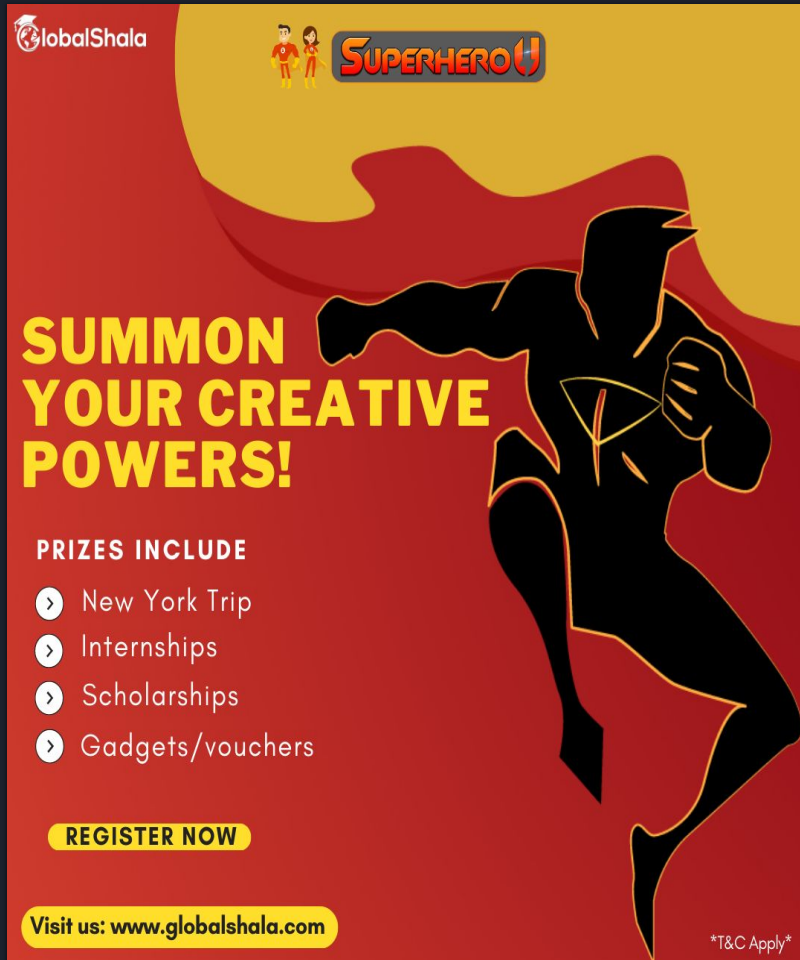
- Barlapudi Naga JayaKrishna

Superhero U Event

- GlobalShala

- Young Minds
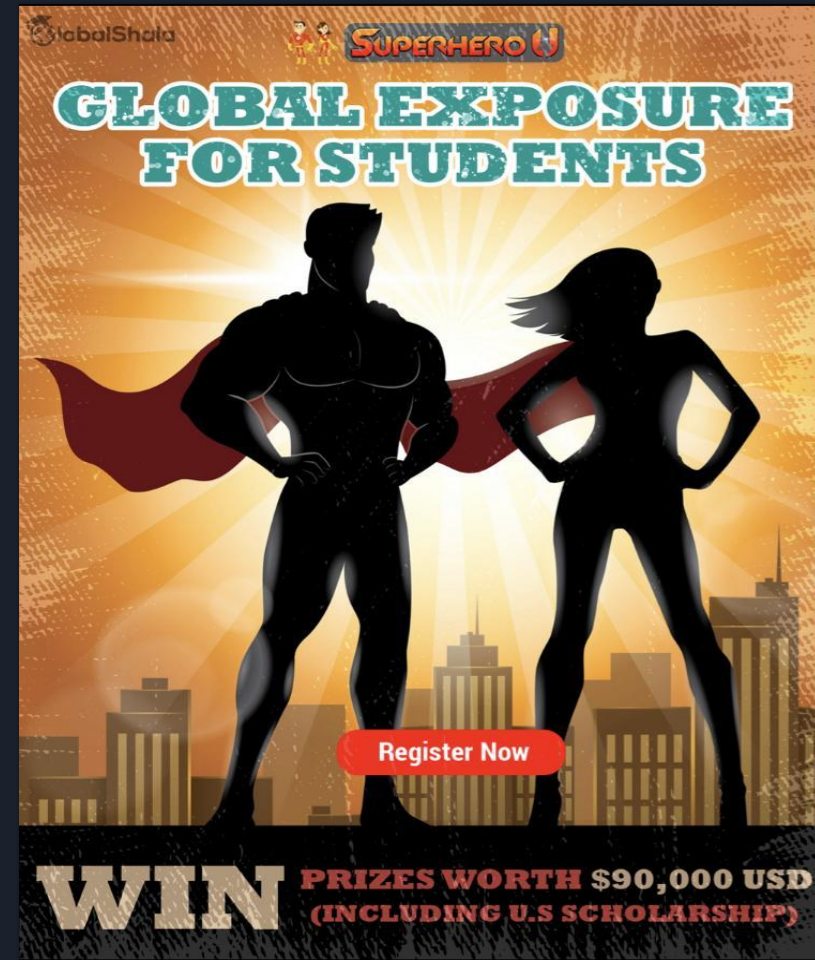
- UN

- Participate

- Rewards

Marketing on FB

- Paid Ads
- Formats
- Target
- Measure Performance
- Analysis Tool
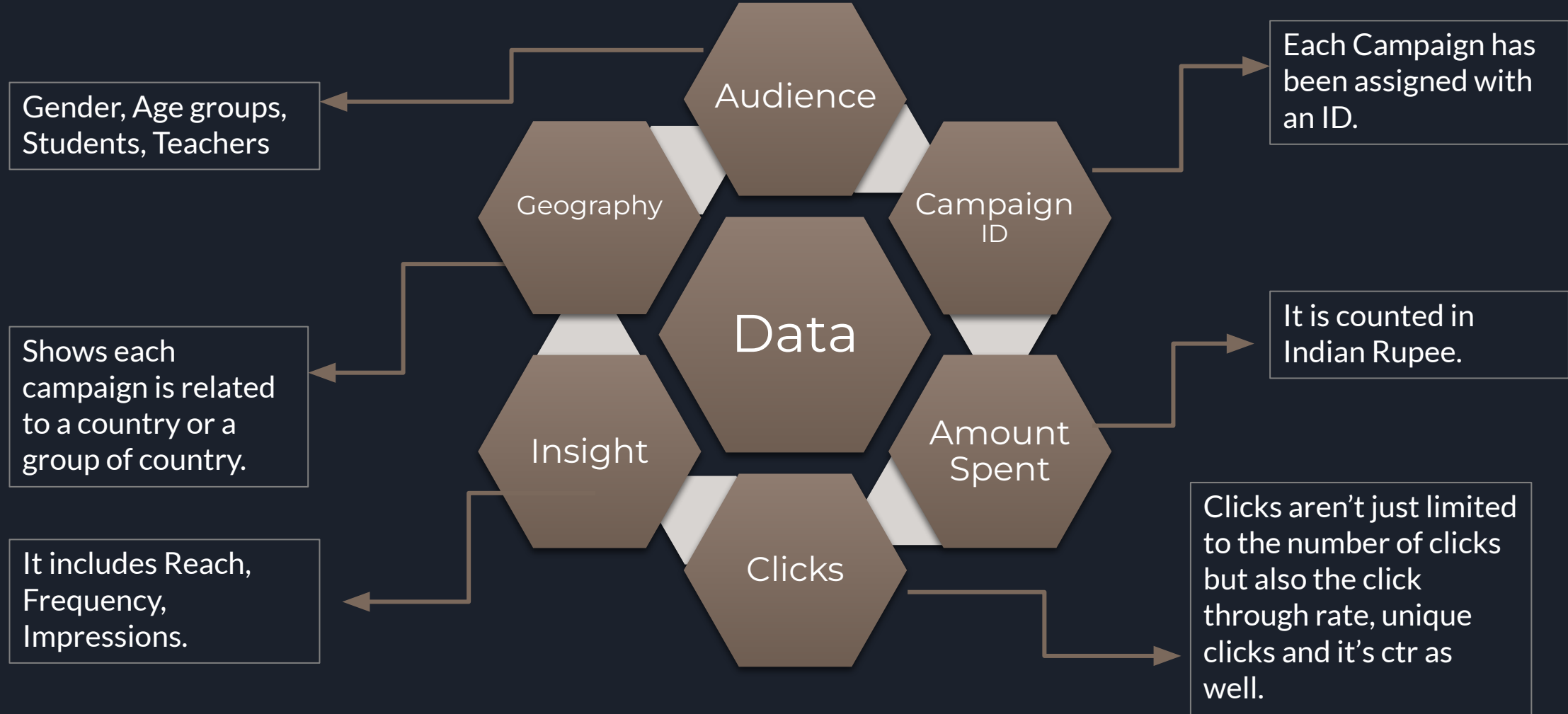
Visuals for Ad Campaigns

For Students

For Teachers

Overview of Dataset

Gender, Age groups, Students, Teachers

Each Campaign has been assigned with an ID.

Audience

Geography

Campaign ID

Data

Shows each campaign is related to a country or a group of country.

It is counted in Indian Rupee.

Insight

Amount Spent

Clicks

It includes Reach, Frequency, Impressions.

Clicks aren't just limited to the number of clicks but also the click through rate, unique clicks and it's ctr as well.
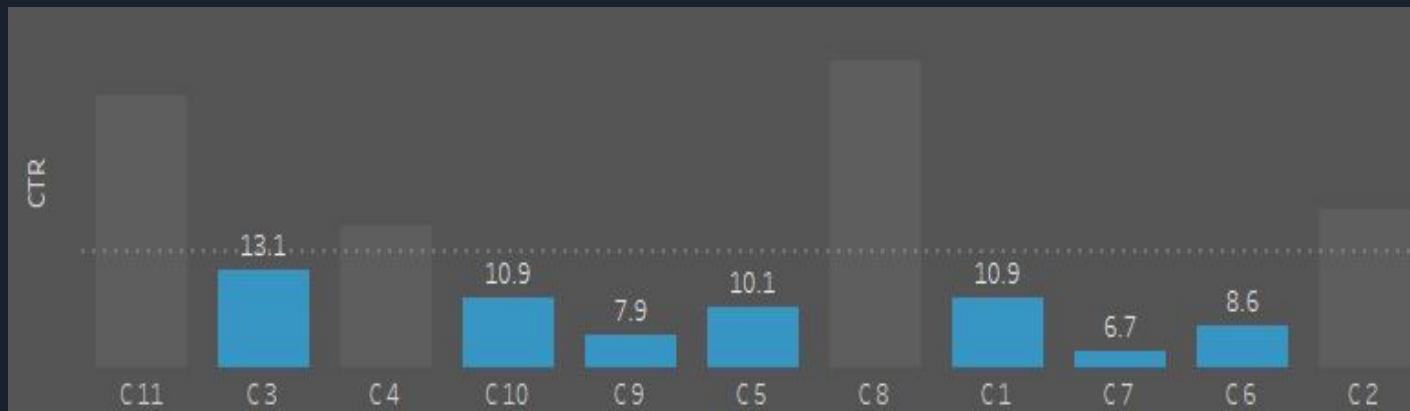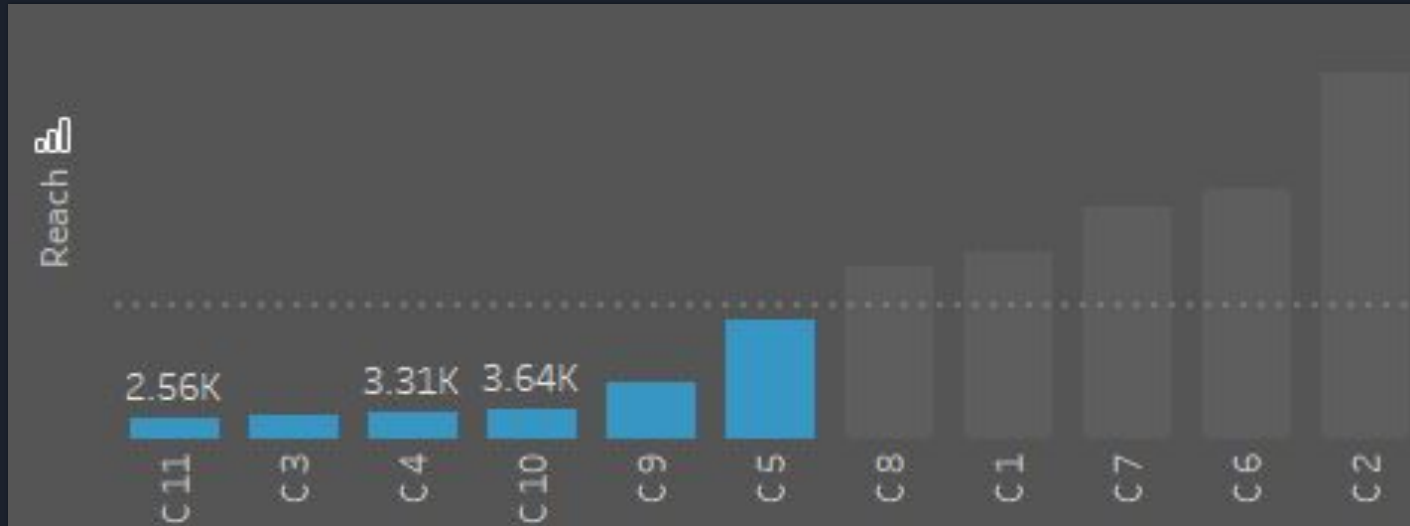
Analyzing Campaign's Performances

Visualizing performances by using bar graphs

Metrics

- Impressions

- Reach

- Frequency

- Click

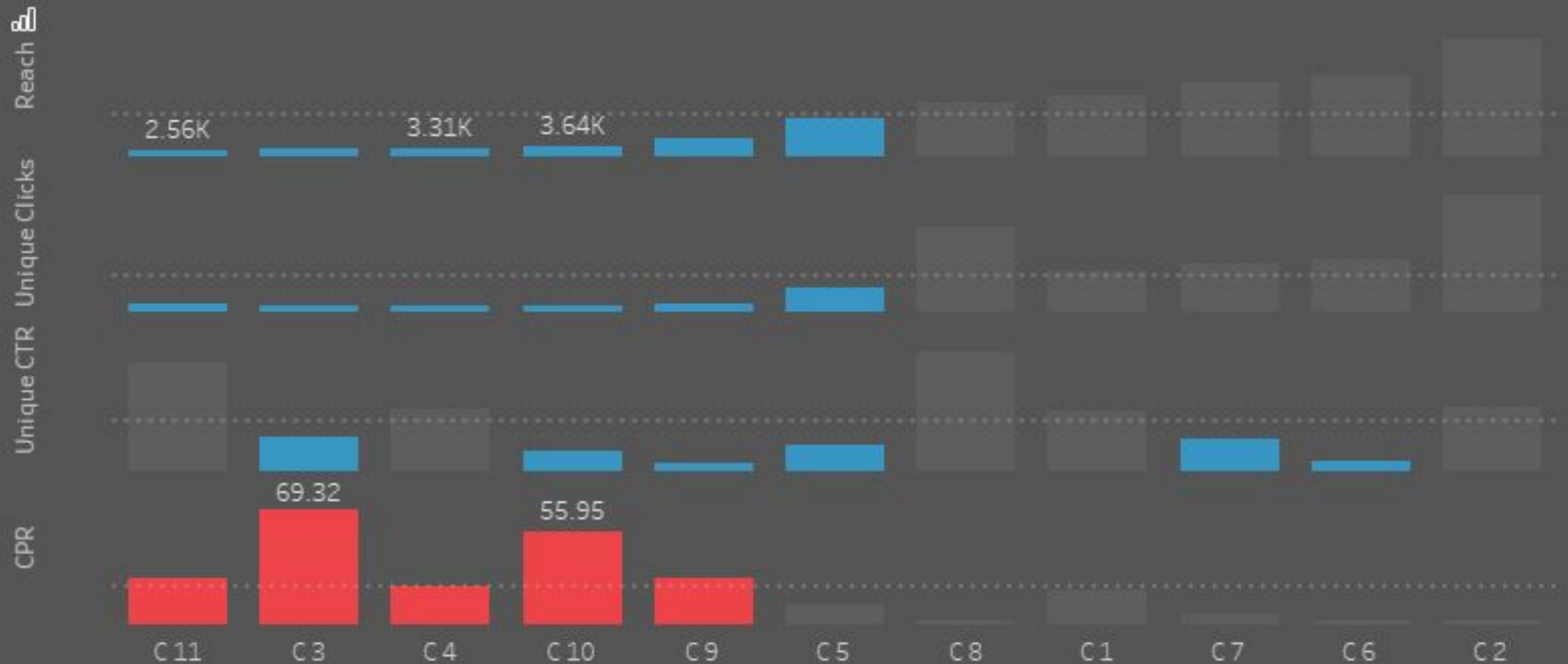- Click Through Rate

- Cost Per Result

Which Metric to Use?

- Blue labeled bars
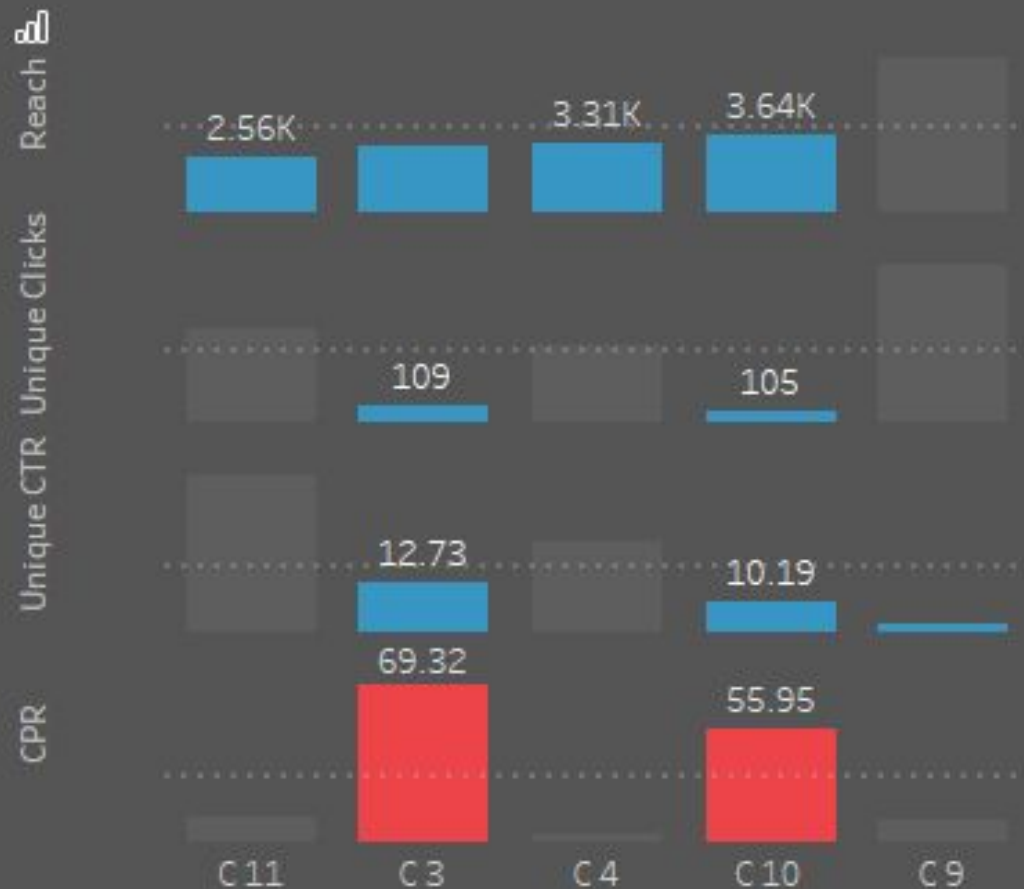
- Campaign 3,4,5,9,10,11.

- One metric can't decide.

Visualizing the performances

Measuring Performances Through 4 Metrics

Bottom 2 Campaigns

Worst Performing Campaigns

Reach

2.56K   3.31K   3.64K

Unique Clicks

109   105

Unique CTR

12.73   10.19

CPR

69.32   55.95

C 11   C 3   C 4   C 10   C 9

Reach : 4 campaigns performing below average

Unique Clicks: Campaign 3 and 10 are way below average

Unique Click Through Rate(CTR) :
Again,C3 and C10 along with C9 are performing poorly.

Cost Per Result (CRP) :
Two campaigns are costing way more than average

Why Campaign 3?

- High Cost

- Costing more than average

- Little result

- Consistent poor performance

Conclusion

- One metric can't decide an Ad's performance

- Focused on Below Average performances

- Time related data wasn't provided

- Campaign 3 and Campaign 10 were consistent in poor performance