



# Performance of FB Ad Campaigns

And why we should eliminate one Ad Campaign

# Table of Contents

- ◆ Team Intro
- ◆ GlobalShala –SuperHero U Event
- ◆ Marketing on FB
- ◆ Data Analysis – Find Facebook Ad Campaigns that are costing the company more yet producing little result.
- ◆ Conclusion

# 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

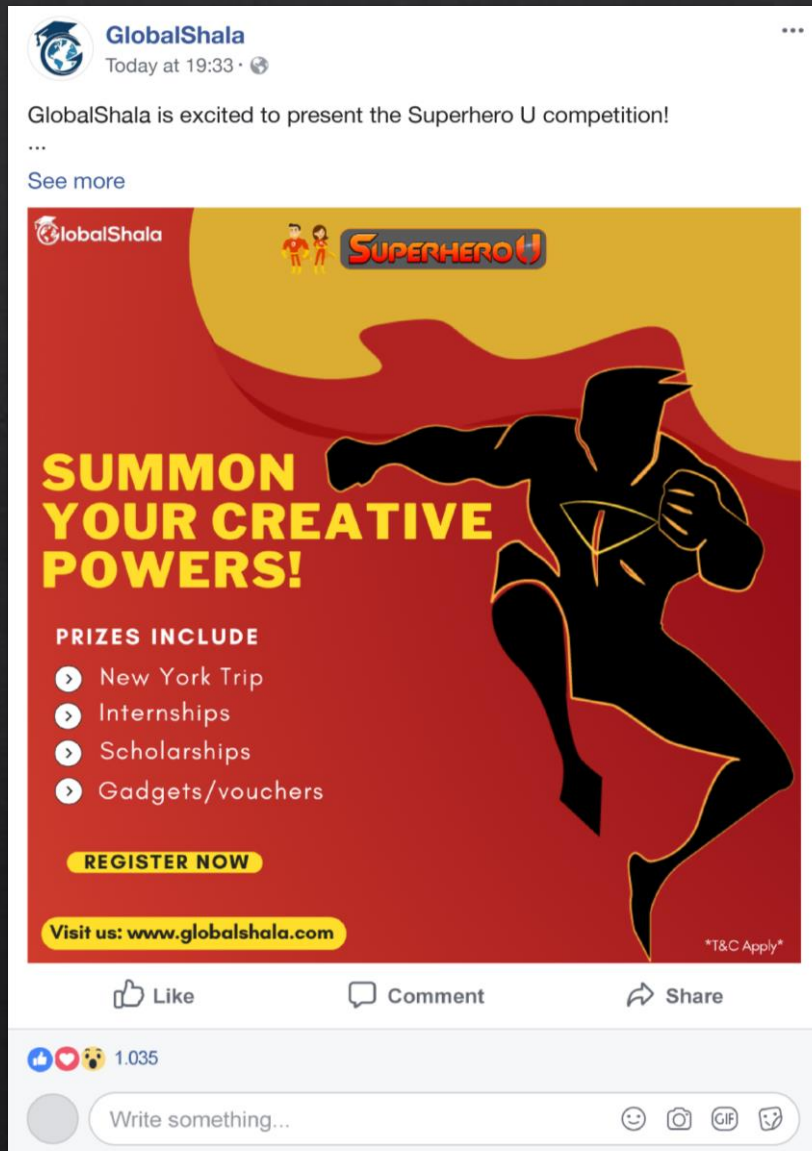
## Superhero U Event



- Organized by GlobalShala
- Brings out the creative talent of young minds
- Inspired by UN goals
- Ways to participate
- Competition rewards

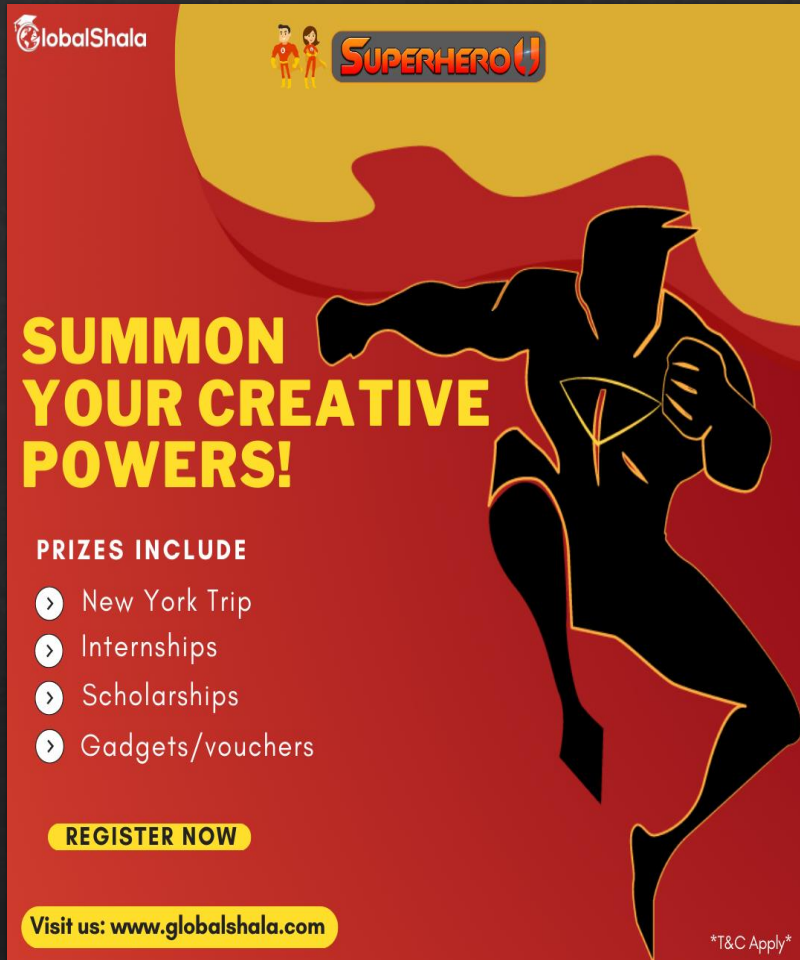


# Marketing on Facebook



- ◇ Paid Ads
- ◇ Formats
- ◇ Target
- ◇ Measure Performance
- ◇ Analysis Tool

# Visuals for Ad Campaigns

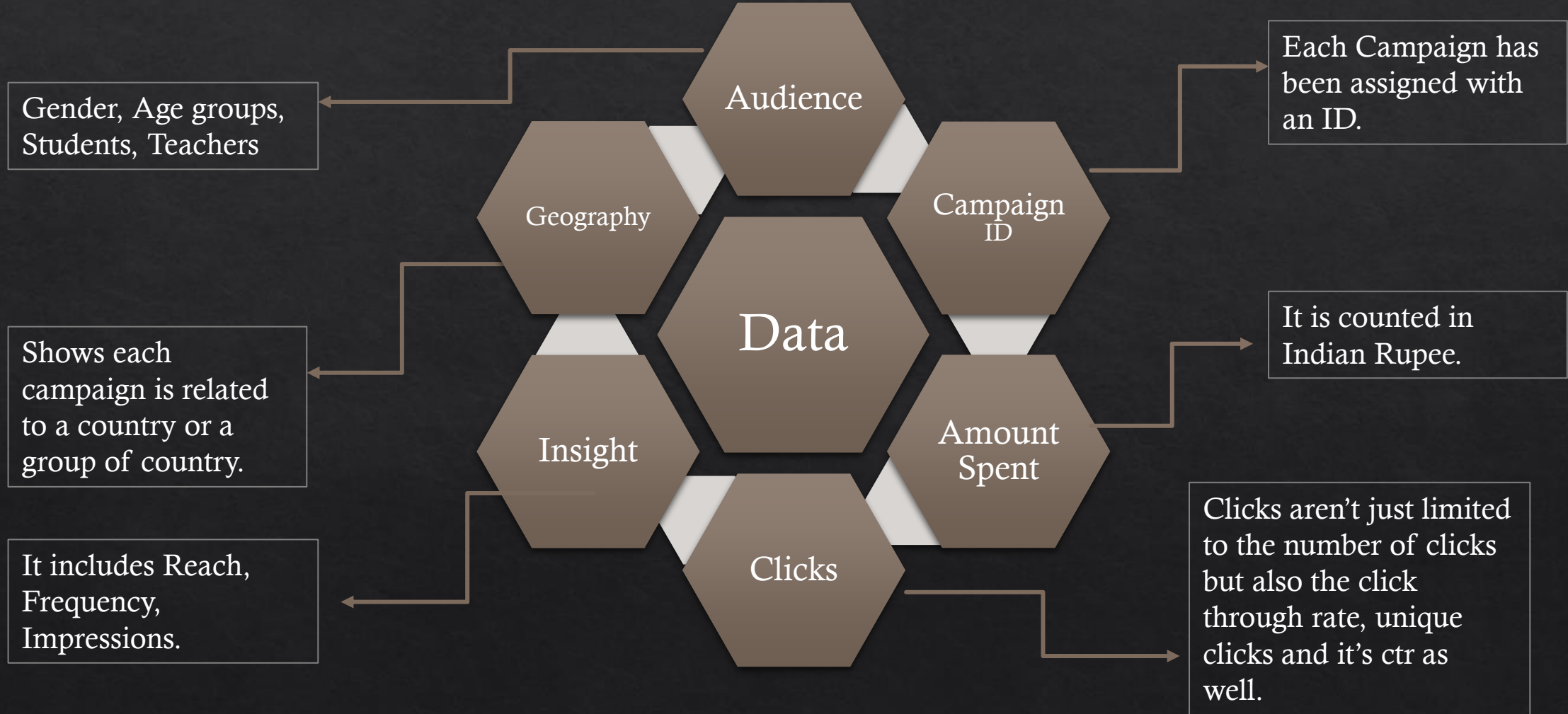


For Students



For Teachers

# Overview of Dataset





# Analyzing Campaign's Performances

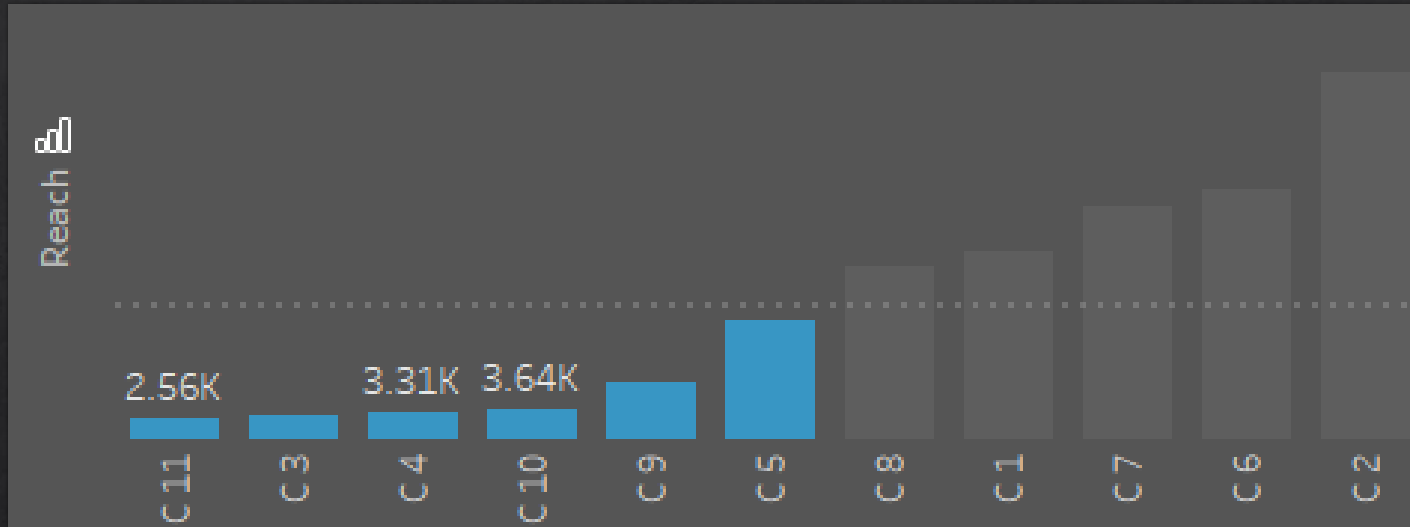
Visualizing performances by using bar graphs



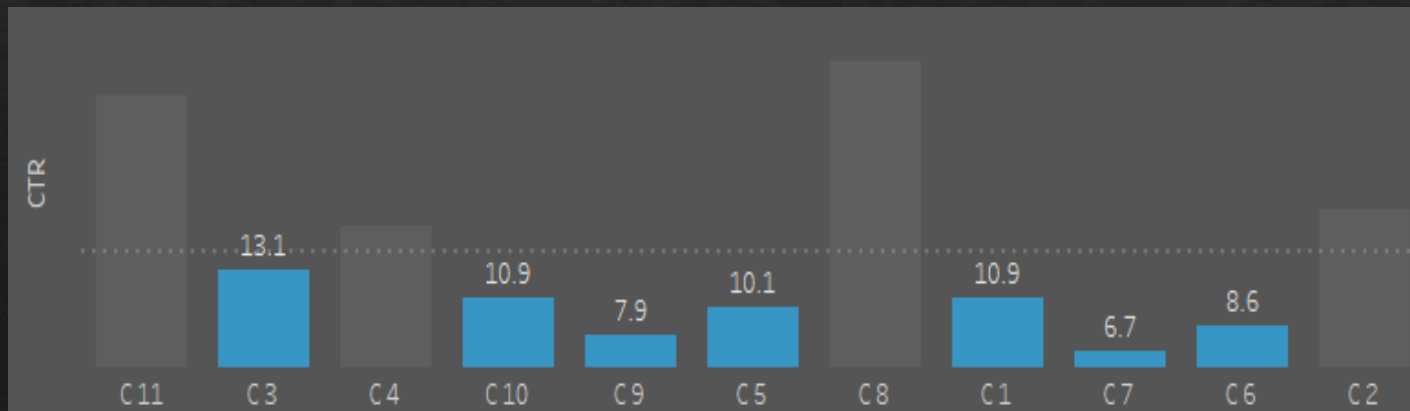
## Metrics

- ◊ Impressions
- ◊ Reach
- ◊ Frequency
- ◊ Click
- ◊ Click Through Rate
- ◊ Cost Per Result

## Performance of Ad Campaigns by Reach Metric

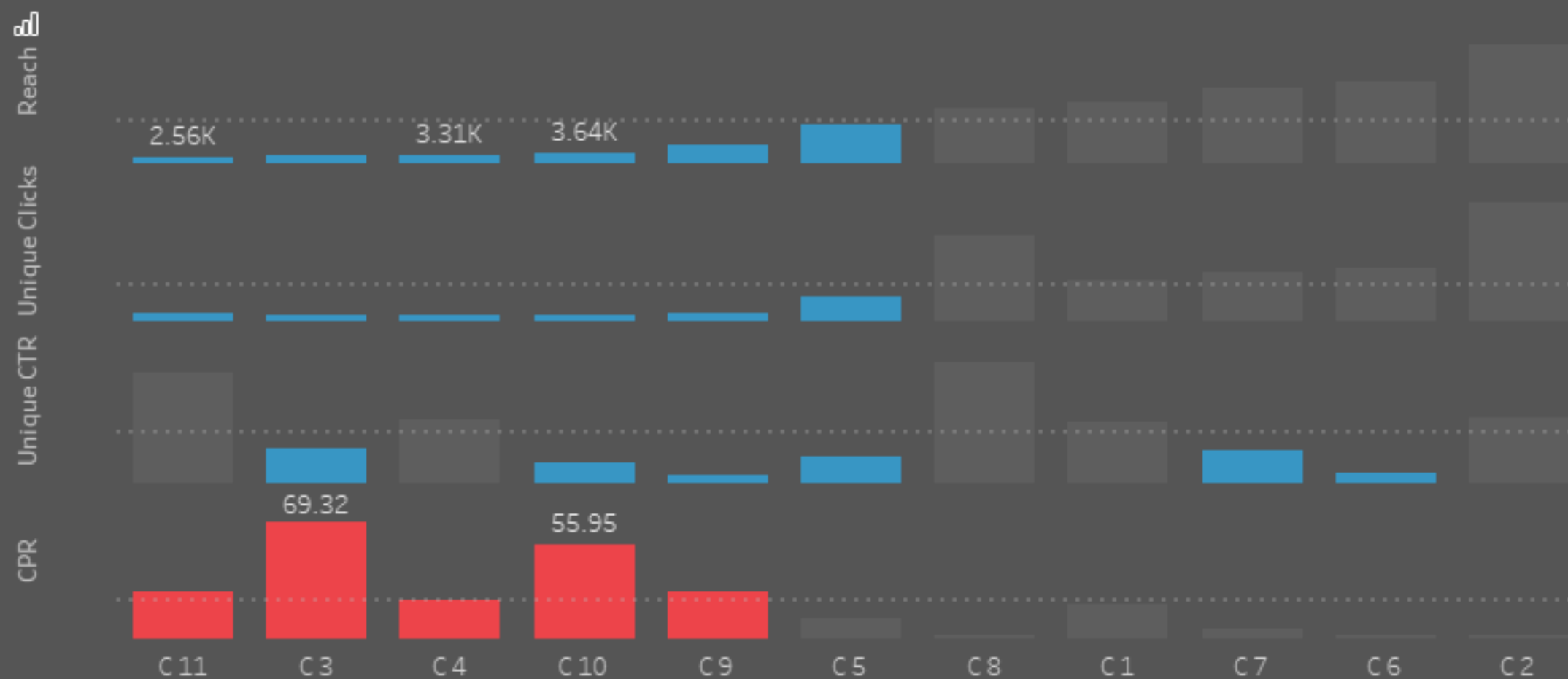


- ◇ Blue labeled bars are performing below than average when compared by Reach Metric.
- ◇ Campaign 3,4,5,9,10,11.
- ◇ One metric can't decide.



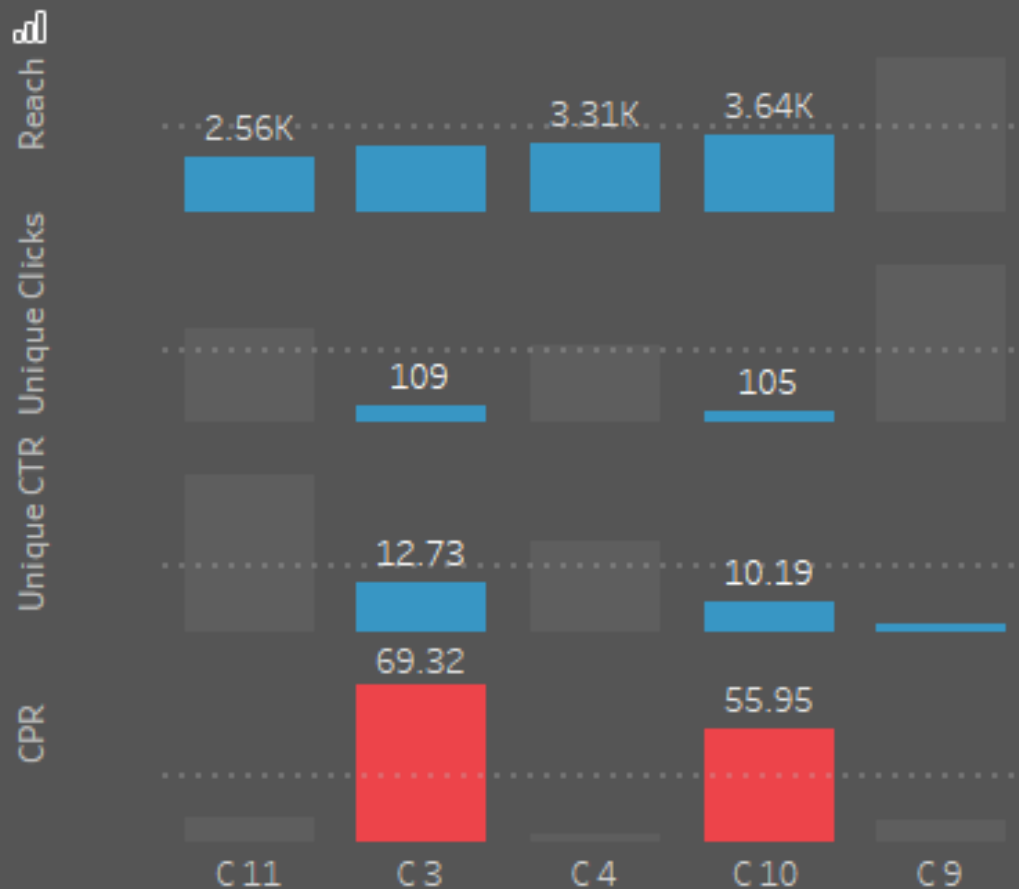
## Visualizing the performances

### Measuring Performances Through 4 Metrics



## Bottom 2 Campaigns

### Worst Performing Campaigns



**Reach** : 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 (CPR)** :

Two campaigns are costing way more than average despite having low Reach, Unique Clicks and CTR.



# Why Campaign 3?

- ◆ Low Reach, Impressions, CTR, Unique CTR, Frequency
- ◆ High Cost
- ◆ Costing way more than average
- ◆ Producing very 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