Superhero U Facebook Ads Campaign Analysis Report

Introduction:

In today's digital landscape, understanding the effectiveness of our Facebook ad campaigns is crucial to optimizing our advertising strategy. This report aims to provide a comprehensive analysis of our recent campaigns to identify less effective ones. By analyzing key metrics such as Click-Through Rate (CTR) and Cost per Result, we can make informed decisions to enhance campaign performance and maximize our return on investment.

Data Overview:

We gathered campaign data spanning the last quarter, encompassing multiple ad sets and targeting options. The dataset includes essential information like campaign ID, campaign name, audience details, reach, impressions, clicks, amount spent, and more. This analysis focuses on identifying patterns and trends within this data to uncover campaigns that may require adjustments for improved outcomes.

Methodology:

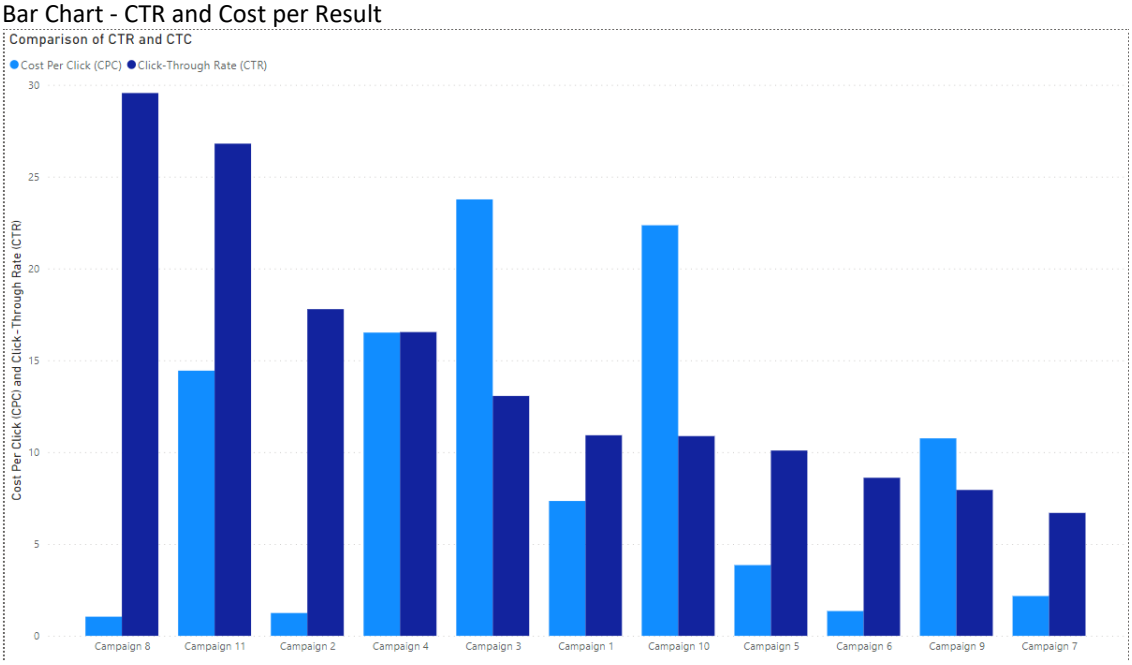
Our approach involves a multi-step process, combining data cleaning, understanding metric calculation, segmentation, and data visualization. We carefully curated and analyzed the dataset, overviewing important calculated metrics such as CTR and Cost per Result. We then employed segmentation techniques to group campaigns based on audience characteristics, enabling us to uncover insights that might be obscured in the aggregate data. Finally, we utilized various data visualization techniques to present our findings in a clear and actionable manner.

Results:

Comparative Analysis by metrics

We compared campaigns based on their Click-Through Rate (CTR) and Cost per Result. The following chart highlights this comparison:

Bar Chart - CTR and Cost per Result



From the chart, it's evident that campaigns such as 3, 10, and 9 exhibit low CTR and high Cost per Result, indicating potential under performance.

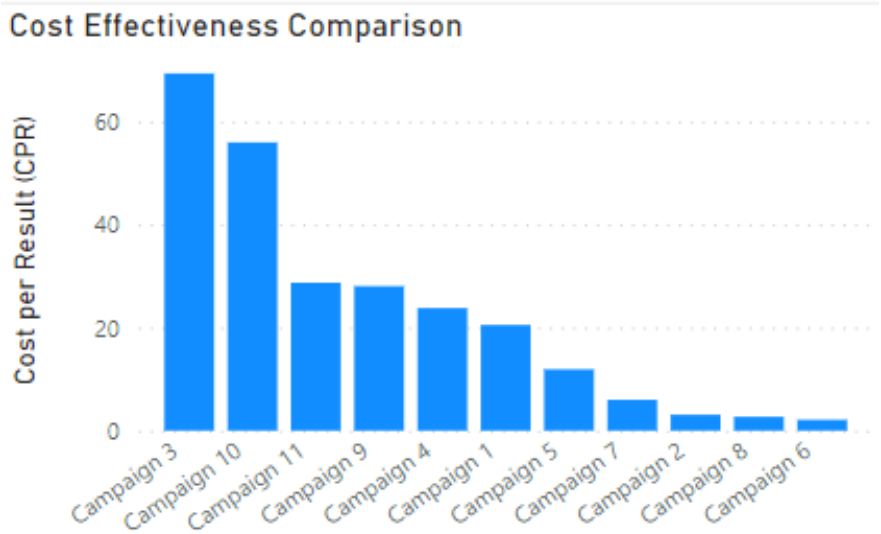
Segment Performance Analysis

In the next step, we segmented campaigns based on audience demographics and geography. The map below illustrates the CTR across different audience segments:

Highlighted segments with lower performance, help to identify 'Educators an Principals" audience groups are less responsive. (As this audience segments had only 1 campaign). Also region wise India is less targeted area among all campaigns as compared to others.

Cost-effectiveness Comparison:

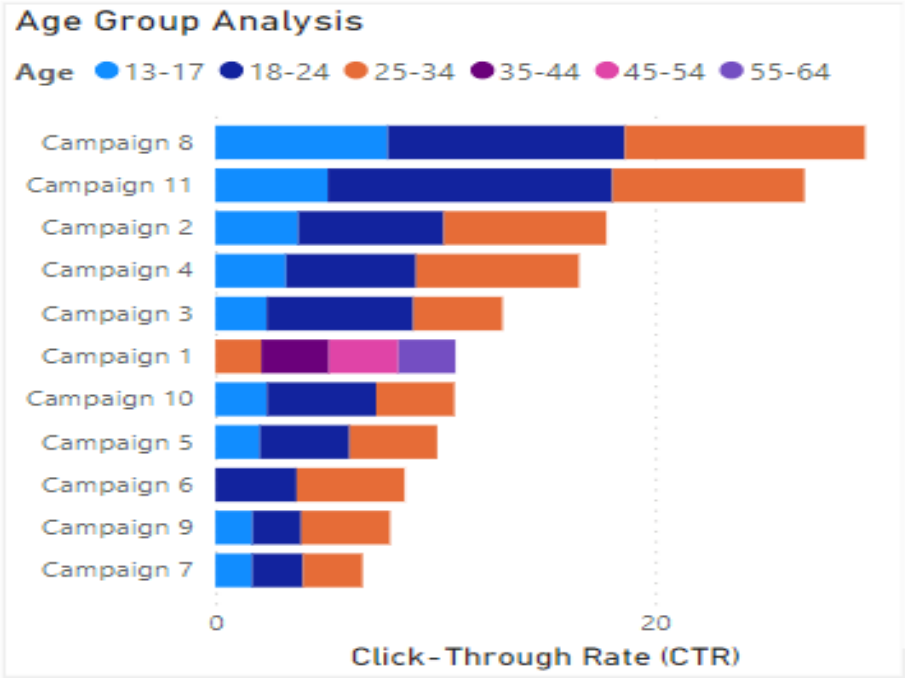
A bar chart comparing the Cost Per Result for each campaign type as showing below to Identify campaigns with high costs and low results, which may indicate less effective targeting or ad design.



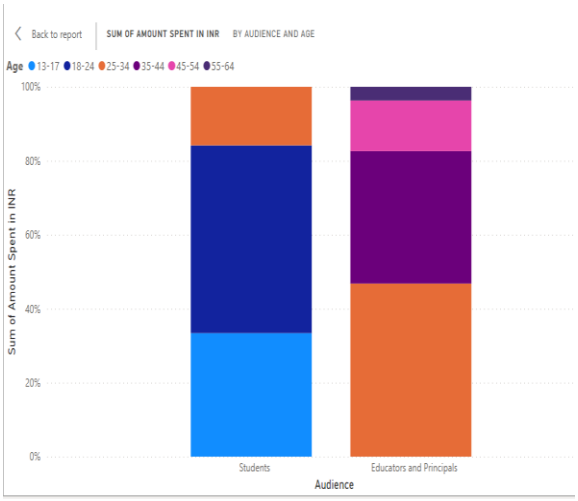
Above chart represents that campaigns such as 3, 10, 11 and 9 are had high Cost per Result as compared to other campaigns.

Age Group Analysis:

Created a segmented bar chart displaying CTR for different age groups within each campaign as below:



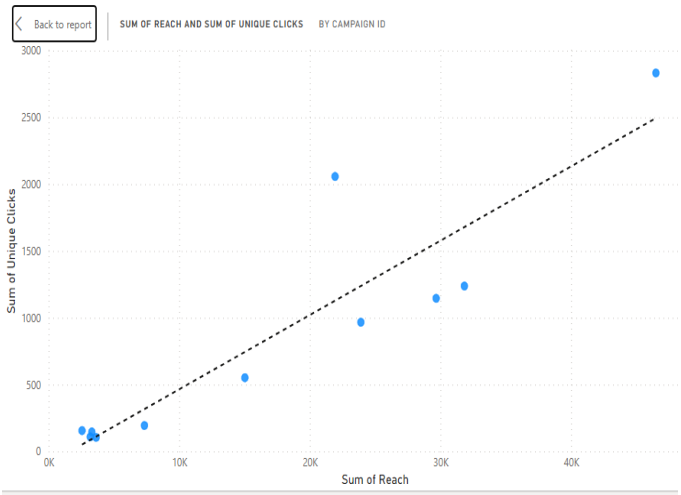
Spotted campaigns 7, 9, 6 5 and 10 had overall low CTR as compared to other campaigns. But across all age groups, group 13-17 have low engagement, suggesting the need for improved ad content.



Graph showing percentage of amount spent of on both audience that is student and educator and principal. On students age group 13-17 inr 3258 , 18-24 inr 4952 and age group 25-34 inr 1544 is spent. While on educators and principal of age group 25-34 inr 2332 is spent, age group35-44 inr 835, age group 45-54 inr 319, and age group 55-64 inr 86 is spent.

Link Click Analysis:

Created a line chart with Reach on the x-axis and Unique Link Clicks on the y-axis as shown below:



The comparisons of sum of people reaching to ad and sum of ULC gives us effectiveness order of ad campaign 2 8 6 7 1 5 9 11 4 10 3 .

Campaigns no. 3,10,4 and 11with a high number of reach but low Unique Link Clicks, indicating poor conversion from Reach.

Performance vs. Spending Analysis:

Created column chart with engagement metrics (e.g., clicks, CTR) against the amount spent on campaigns to Identify campaigns with high budgets but poor performance, helping to allocate resources more efficiently.
Below chart identify campaigns with low engagement despite high spending.

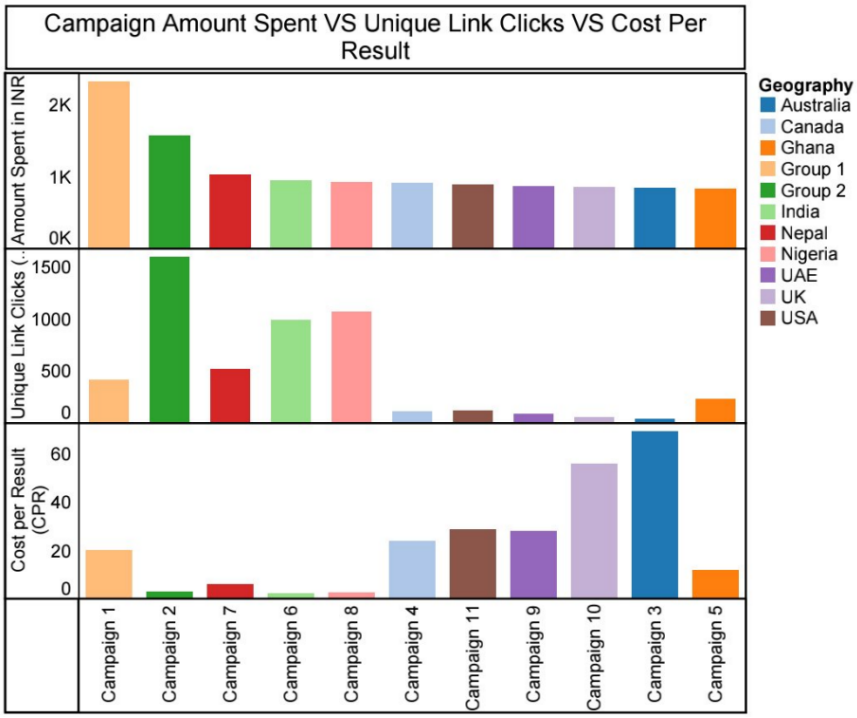


Chart shows campaign 3, 10, 11, and 9 have high CPR

Discussion:

The results of our analysis reveal several noteworthy insights. Comparative analysis unveiled campaigns 3, 10 and 9 with notably lower CTR and higher Cost per Result, raising concerns about their effectiveness. Moreover, the segment analysis highlighted a specific audience segment ("Educator and Principals") that consistently yields subpar CTR. Such findings underscore the importance of granular analysis to identify areas for optimization.

Recommendations:

Building upon our analysis, we recommend the following actions to enhance campaign performance:
Reevaluate Low-Performing Campaigns: Consider pausing or revisiting campaigns like campaign no 3,10,11 and 9 with low CTR and high Cost per Result. Analyze ad creatives, targeting parameters, and messaging to improve engagement.

Segment Optimization: Focus on refining campaigns aimed at the "Educators and Principals" segment. Tailor ad content and adjust targeting to better resonate with this audience, potentially increasing CTR.

Conclusion:

In conclusion, this comprehensive analysis of our Superhero U Facebook ad campaigns has shed light on less effective campaigns no. 3,10,11 and 9 and provided actionable insights for optimization. By leveraging data-driven decision-making, we can strategically reallocate resources, enhance ad creatives, and refine audience targeting to maximize the impact of our advertising efforts. Continuous monitoring and iterative improvements are key to staying ahead in our dynamic digital landscape.

In conclusion, our analysis identified campaigns 3,10,11 and 9 with potential under-performance based on key metrics such as CTR, CPC, and cost per result.