Decoding Marketing Campaign Marvels

A Journey Through Performance Analysis

Analyzed by   Group 5

Analyzing campaign data

It is important for optimizing marketing strategies and resource allocation, driving better results and maximizing return on investment.
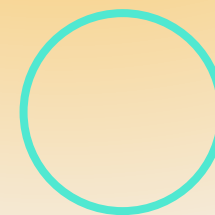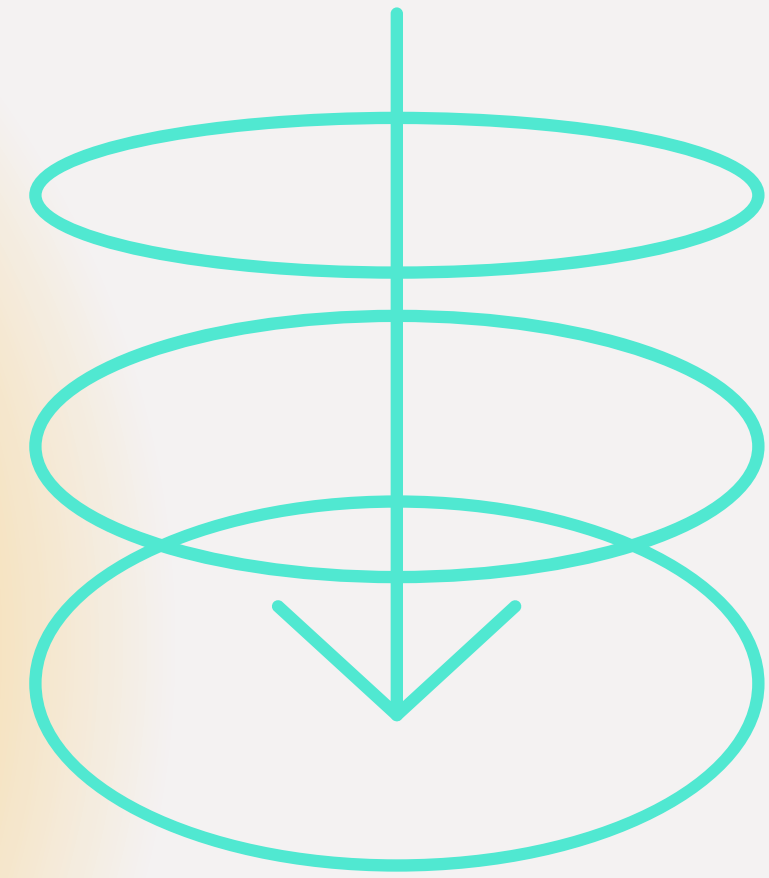
01 - Meet the Team: The Heroes Behind the Scenes

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02 - Getting to Know SuperheroU: A Peek Behind the Cape

Superhero U event is all about the **4Is**.

1. **Imagine** - yourself as social enterpreneur passionate about solving a real-world challenge in a unique and imaginative way.
2. **Innovate** - a Superhero that takes on those challenges and show us what they can do.
3. **Illustrate** - through content, illustration, posters, photo collages, even movies that can tell us about the Superhero's mission to create, innovate, and problem-solve.
4. **Inspire** - creativity in yourself and among your peers.

The competition themes were broadly categorized into **5Ps**.

1. People
2. Peace
3. Prosperity
4. Planet
5. Partnerships

03 - Navigating the Facebook Ad Landscape

What are Facebook ads?

- Online advertising allows businesses to reach the product to a target audience
- We can promote products, services, events, or anything else that a business wants to sell.

Why use Facebook ads?

- To reach a wider audience
- To target your audience
- To measure your results

Types of Facebook ads:

- Image ads
- Video ads
- Carousel ads
- Collection ads
- Lead generation ads

Ways to create effective Facebook ads:

- Use clear and concise ad copy.
- Use high-quality images and videos.
- Target your ads to the right audience.
- Track your results

04 - Brief Explanation of the Metrics Used in the Analysis

- **Campaign ID -** Campaign numbers 1-11 are used to refer quickly to a particular campaign.
- **Audience -** The target audience for the ad. Can be either "students" or "educators and principals".
- **Age -** The age range that the campaigns targeted.
- **Geography -** The Location the ad was served in.
- **Reach -** The number of people who saw the ads at least once.
- **Impressions -** The number of times the ads were on screen.
- **Clicks -** Total number of clicks on the campaign's ads.

- **Unique Clicks -** Total number of (unique) people who clicked on the ad link.
- **Unique Link Clicks (ULC) -** The percentage of times people saw the ad and then clicked on it.
- **Click-Through Rate (CTR) -** CTR = total number of link clicks / total number of impressions
- **Amount Spent in INR -** Total campaign cost in Indian rupee (₹). The average cost of one click on the ad.
- **Cost Per Click (CPC) -** CPC = total amount spent / total number of clicks.
- **Cost per Result (CPR) -** The average cost per "result" from the ads.

05 - Overview of Globalshala's Facebook Ad Campaigns:

- **Campaign 1 (SHU_6):** Targeting educators and principals in Australia, Canada, the United Kingdom, Ghana, Nigeria, Pakistan, and the United States. Audience age range: 25-64.
- **Campaign 2 (SHU_3):** Centered on students in multiple countries except the US and India (Australia, Canada, United Kingdom, Ghana, Niger, Nigeria, Nepal, Pakistan, Thailand, and Taiwan). Audience age range: 13-34.
- **Campaign 3:** Geared towards Australian students aged 13-34.
- **Campaign 4:** Tailored for Canadian students aged 13-34.

- **Campaign 5:** Capturing the attention of Ghanaian students aged 13-34.
- **Campaign 6:** Customized for Indian students aged 18-24.
- **Campaign 7:** Engaging Nepalese students aged 13-34.
- **Campaign 8:** Addressing Nigerian students aged 13-34.
- **Campaign 9:** Reaching out to UAE students aged 13-34.
- **Campaign 10:** Focusing on UK students aged 13-34.
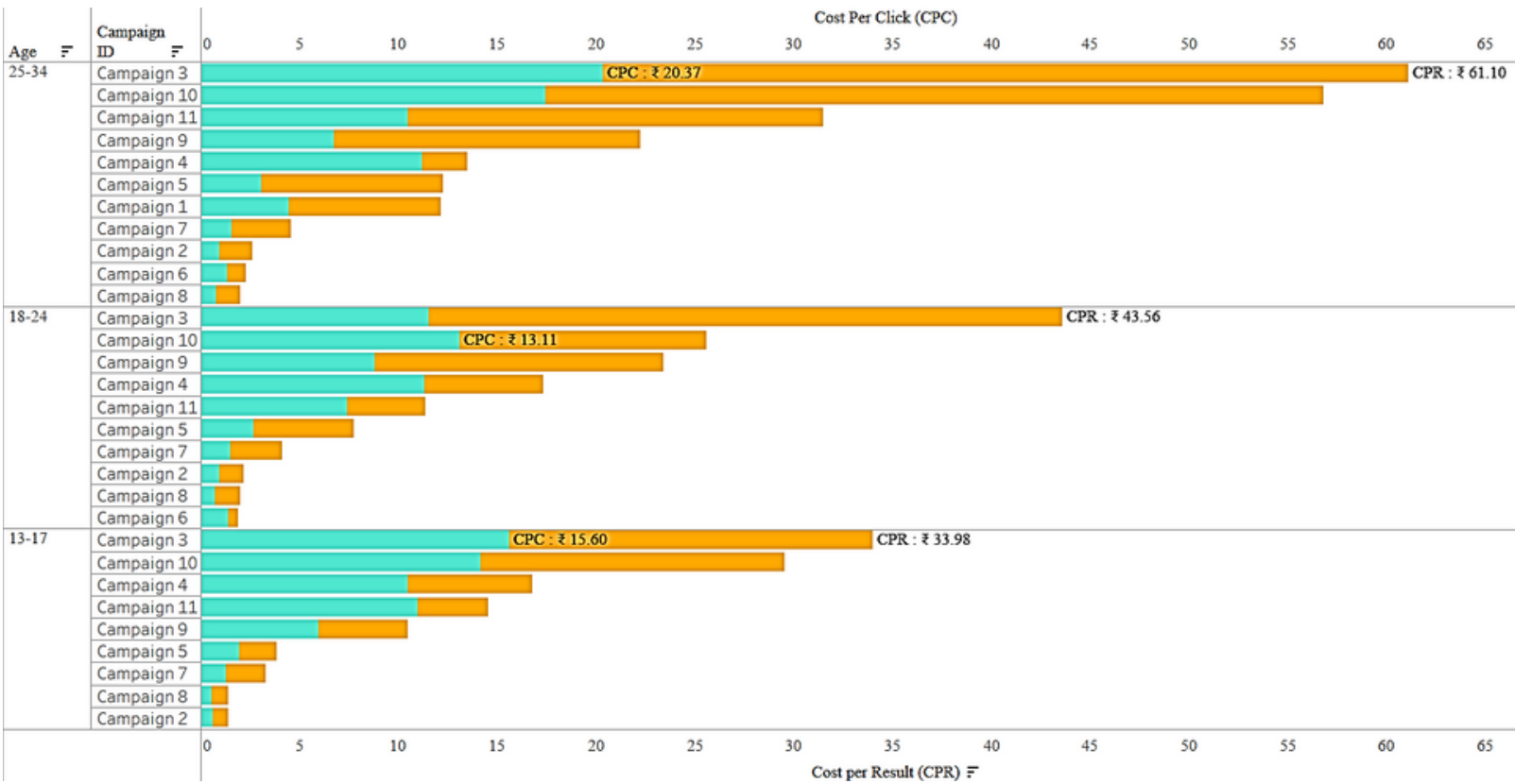- **Campaign 11:** Targeting US students aged 13-34.
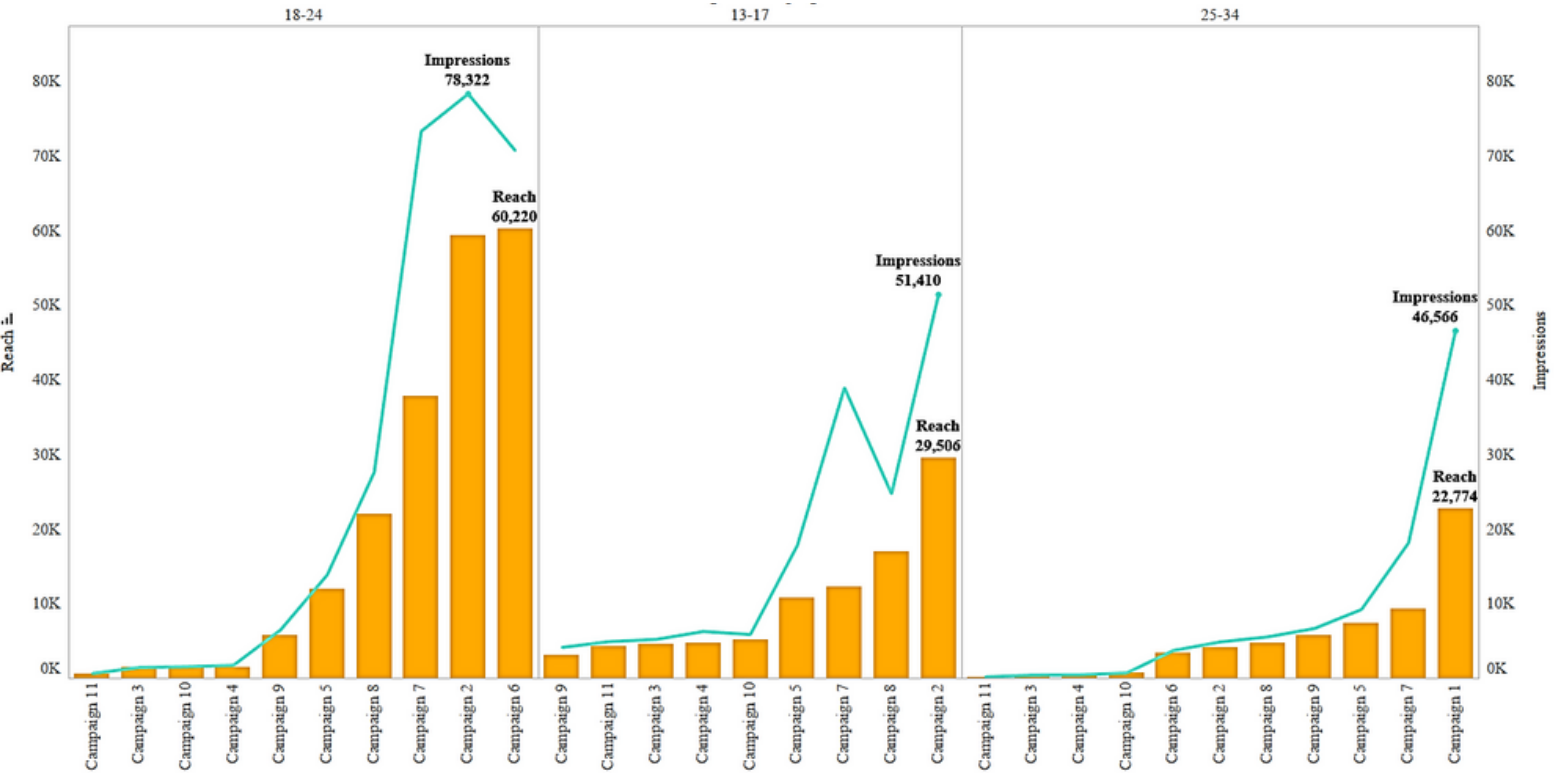
18-24 age group has the **highest reach and impressions**
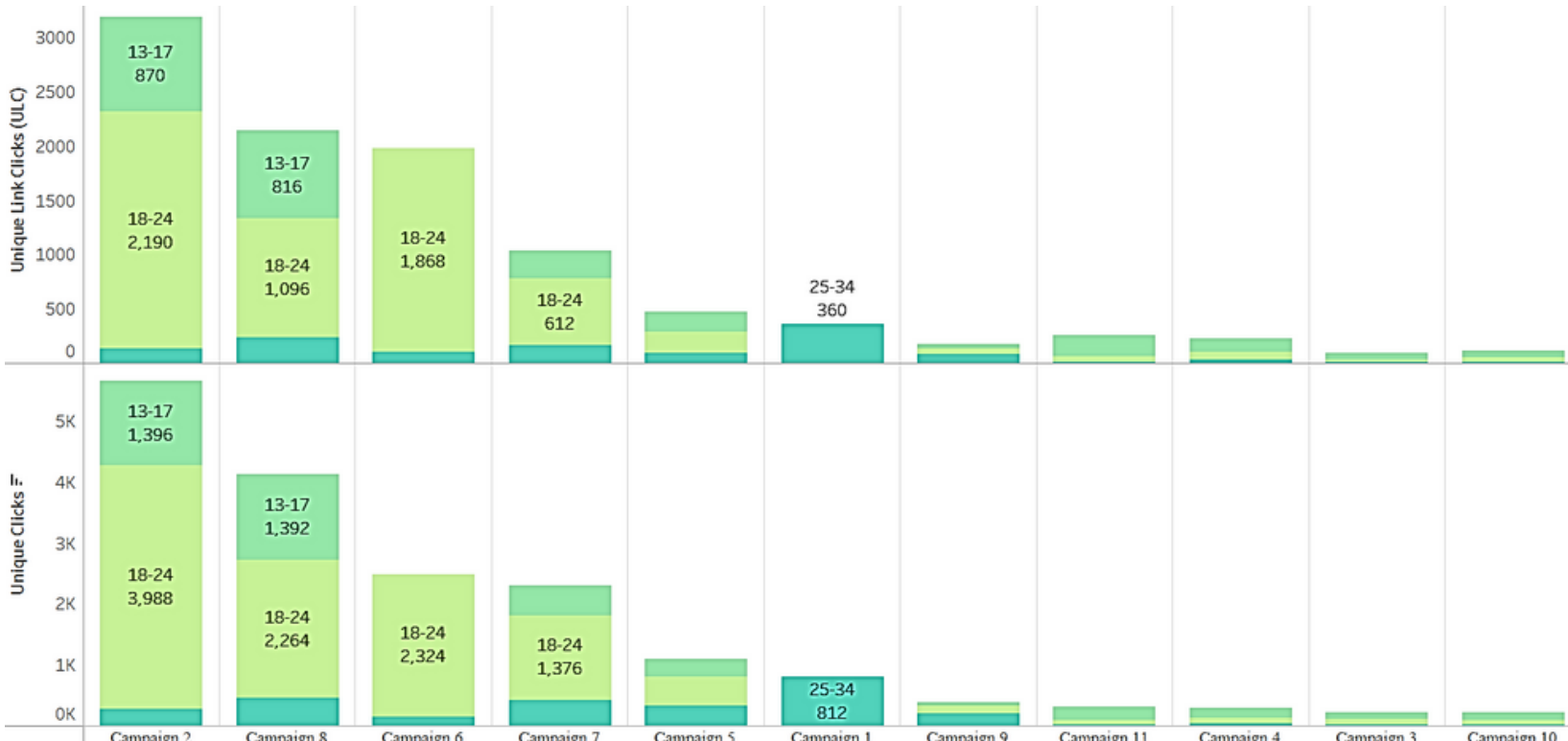
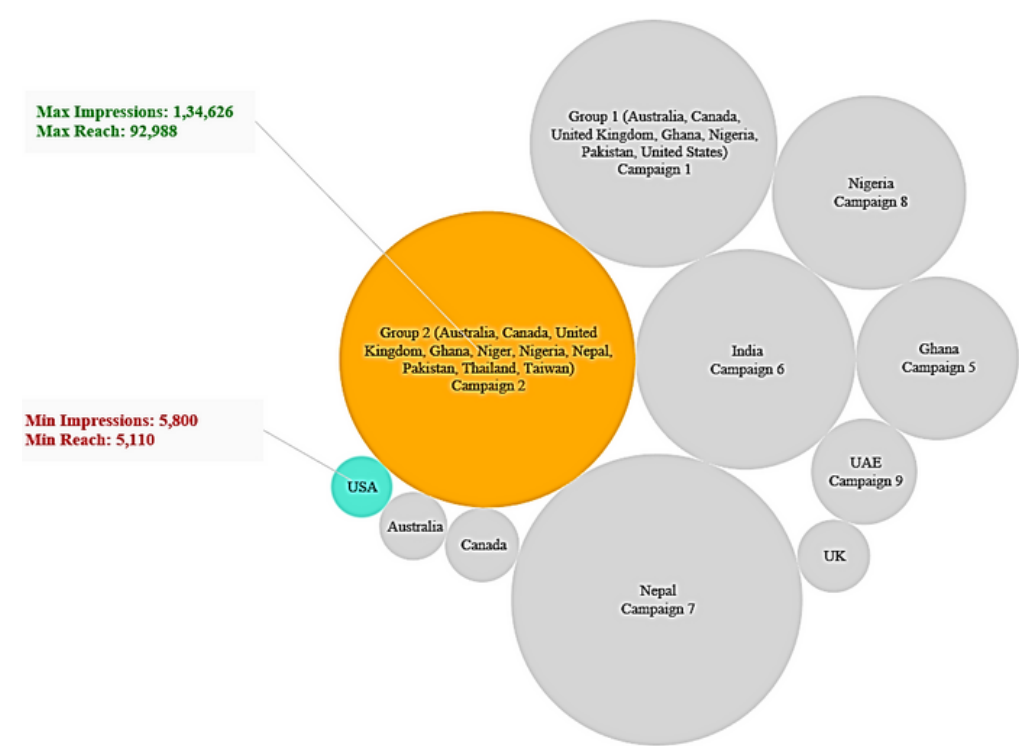Under **18-24** age group, **Campaign 2** has the **highest UCs and ULCs**
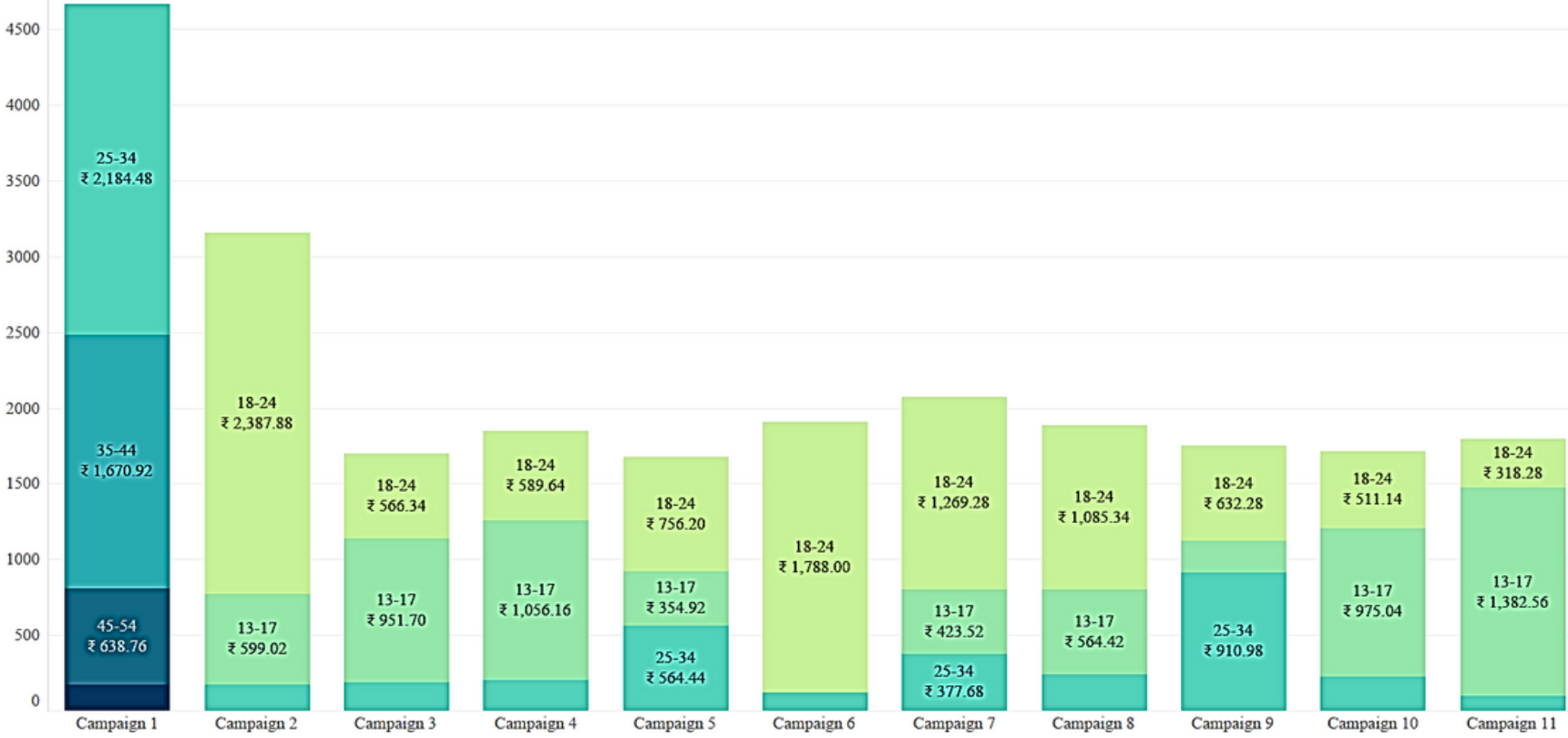
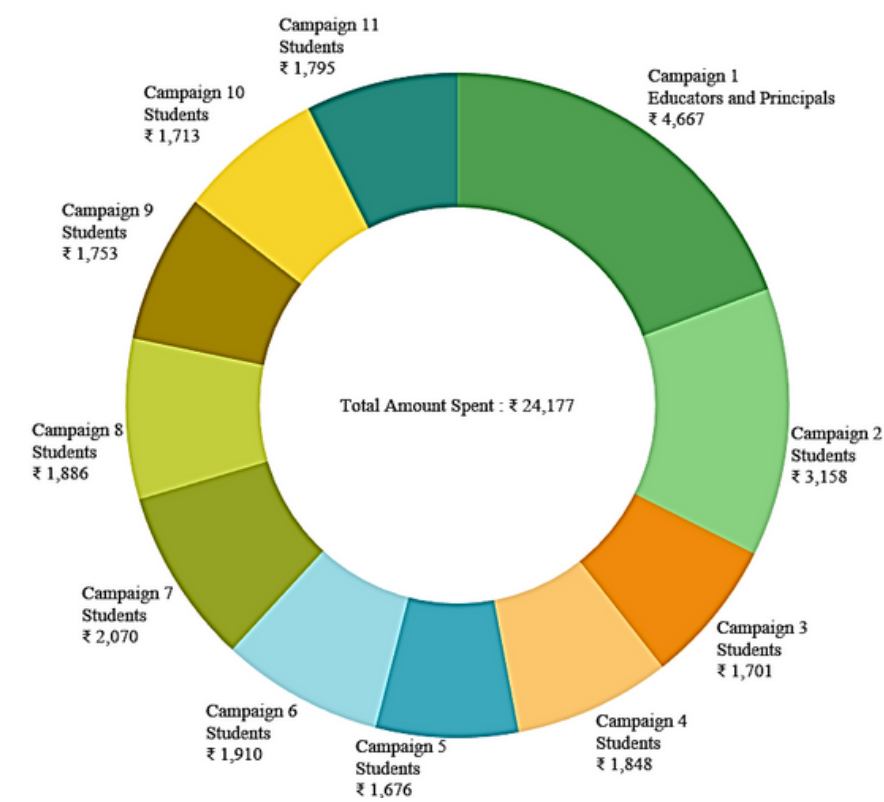**Campaign 1** has the **highest amount spent for all age groups** except for 18-24

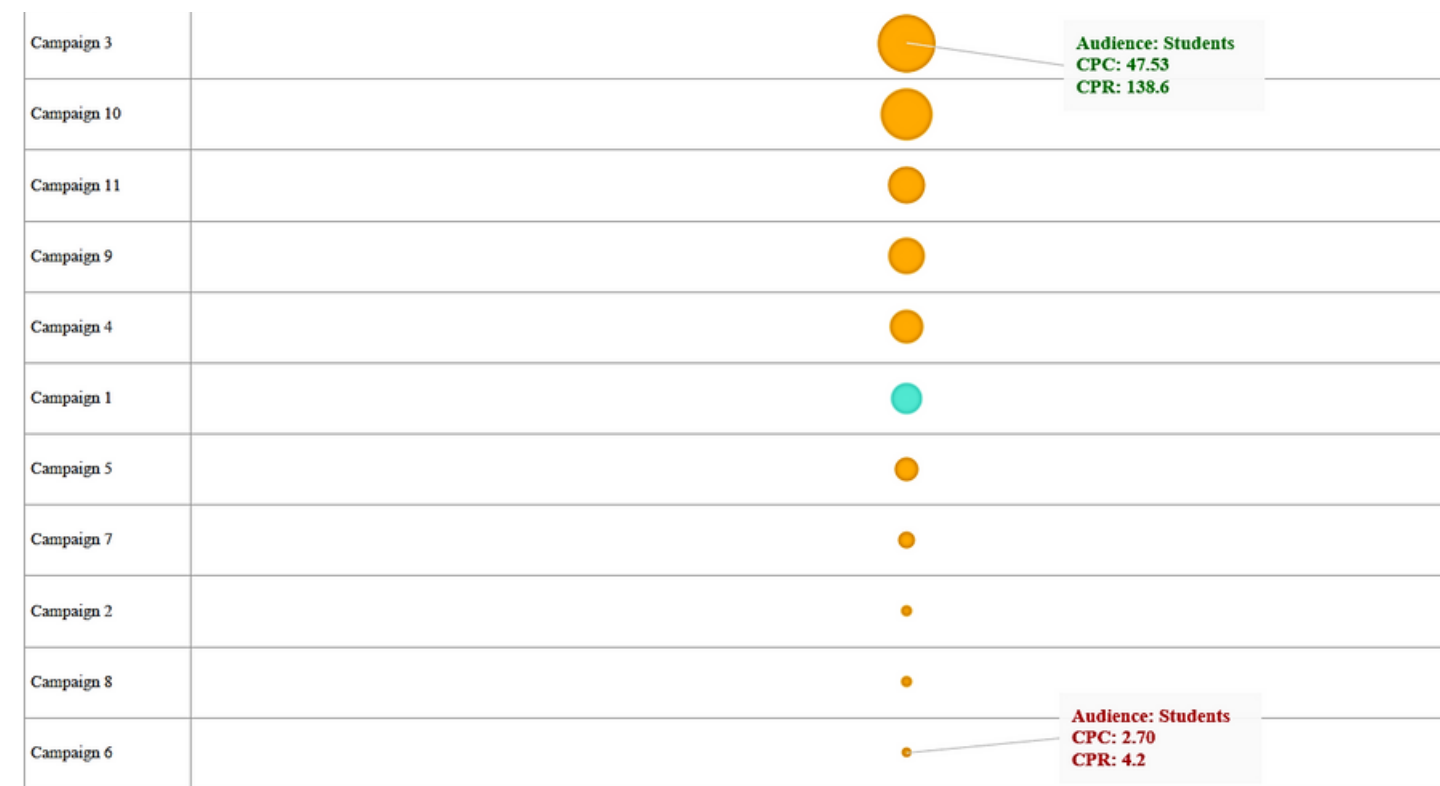**Campaign 3** has the **highest CPC and CPR** under the **age group 25-34**

Max Impressions: 1,34,626
Max Reach: 92,988

Group 1 (Australia, Canada, United Kingdom, Ghana, Nigeria, Pakistan, United States)
Campaign 1

Nigeria
Campaign 8

Group 2 (Australia, Canada, United Kingdom, Ghana, Niger, Nigeria, Nepal, Pakistan, Thailand, Taiwan)
Campaign 2

India
Campaign 6

Ghana
Campaign 5

Min Impressions: 5,800
Min Reach: 5,110

UAE
Campaign 9

USA

Australia

Canada

UK

Nepal
Campaign 7

Group 2 outperforms other campaigns with **max impressions and reach**

Campaign 3
Campaign 10
Campaign 11
Campaign 9
Campaign 4
Campaign 1
Campaign 5
Campaign 7
Campaign 2
Campaign 8
Campaign 6

Audience: Students
CPC: 47.53
CPR: 138.6

Audience: Students
CPC: 2.70
CPR: 4.2

Campaign 3 has the **costliest clicks** and **results** for students

Total Amount Spent : ₹ 24,177

Campaign 11 Students ₹ 1,795
Campaign 10 Students ₹ 1,713
Campaign 9 Students ₹ 1,753
Campaign 8 Students ₹ 1,886
Campaign 7 Students ₹ 2,070
Campaign 6 Students ₹ 1,910
Campaign 5 Students ₹ 1,676
Campaign 4 Students ₹ 1,848
Campaign 3 Students ₹ 1,701
Campaign 2 Students ₹ 3,158
Campaign 1 Educators and Principals ₹ 4,667

Campaign 1 for educators and principals is the **most expensive**

Campaign ID	Geography	Clicks	Unique Clicks	Unique Link Clicks (ULC)
Campaign 2	Group 2 (Australia, Canada, United Kingdom, Ghana, Niger...	7,486	5,666	3,190
Campaign 8	Nigeria	5,530	4,116	2,146
Campaign 6	India	2,800	2,476	1,974
Campaign 7	Nepal	2,840	2,292	1,036
Campaign 1	Group 1 (Australia, Canada, United Kingdom, Ghana, Niger...	2,436	1,934	840
Campaign 5	Ghana	1,296	1,104	474
Campaign 9	UAE	484	388	176
Campaign 11	USA	356	312	252
Campaign 4	Canada	342	292	224
Campaign 10	UK	242	210	114
Campaign 3	Australia	238	218	88

Group 2 has the **highest Clicks, UCs, ULCs** for **Campaign 2**
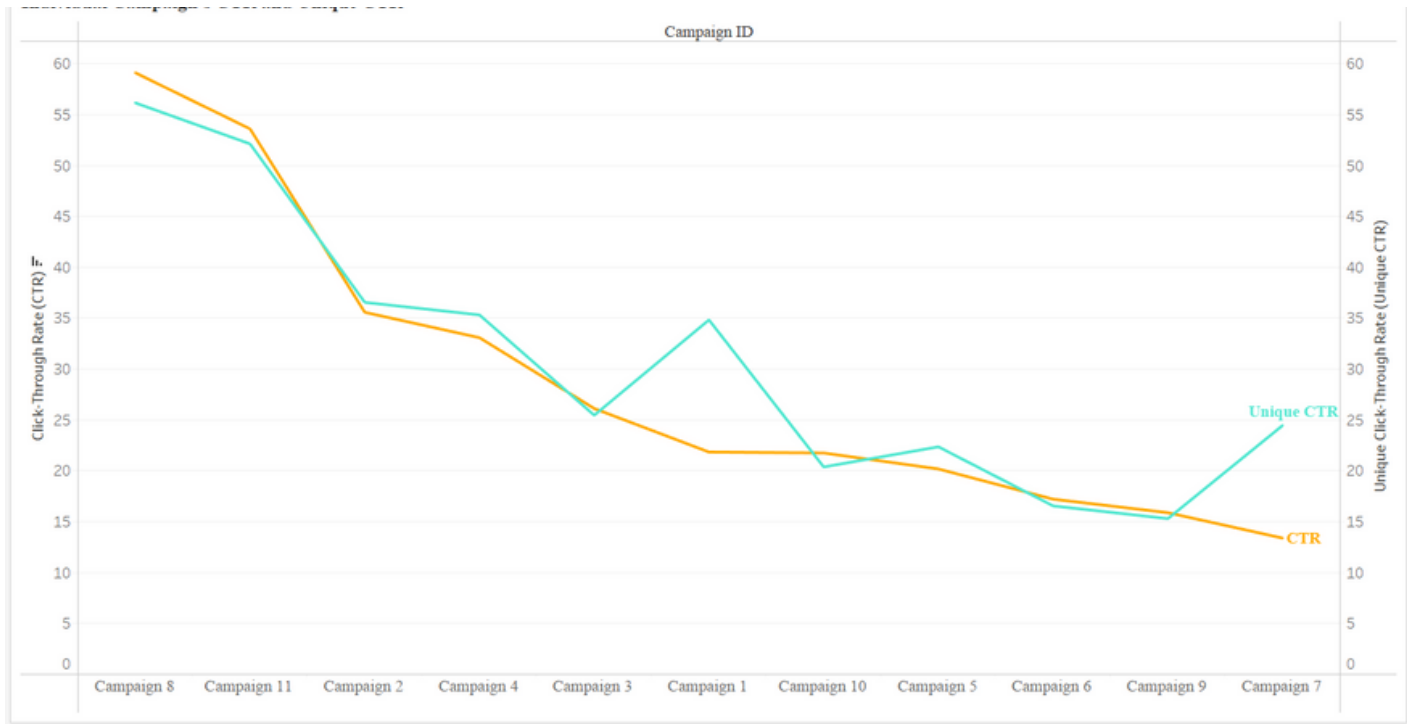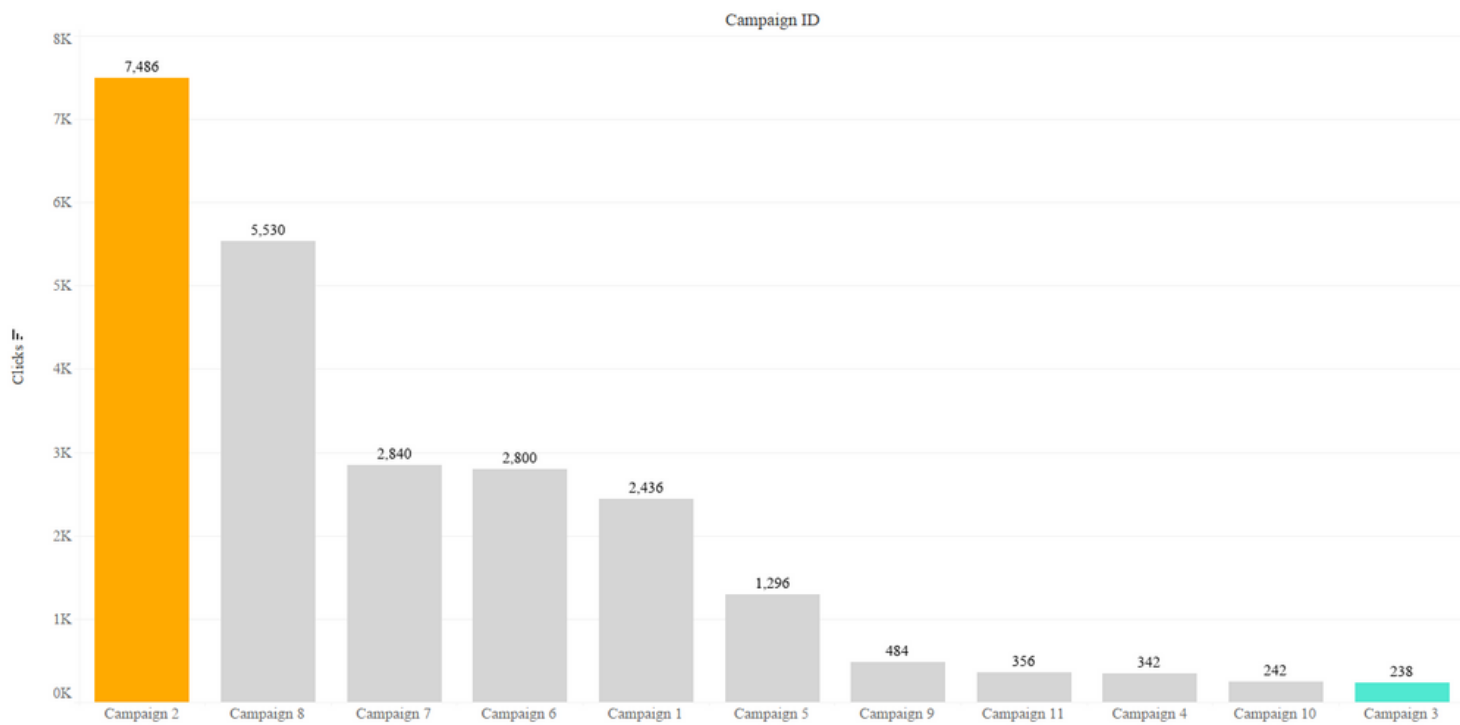
Campaign 8, Campaign 7 have **high and low CTR and Unique CTR** respectively
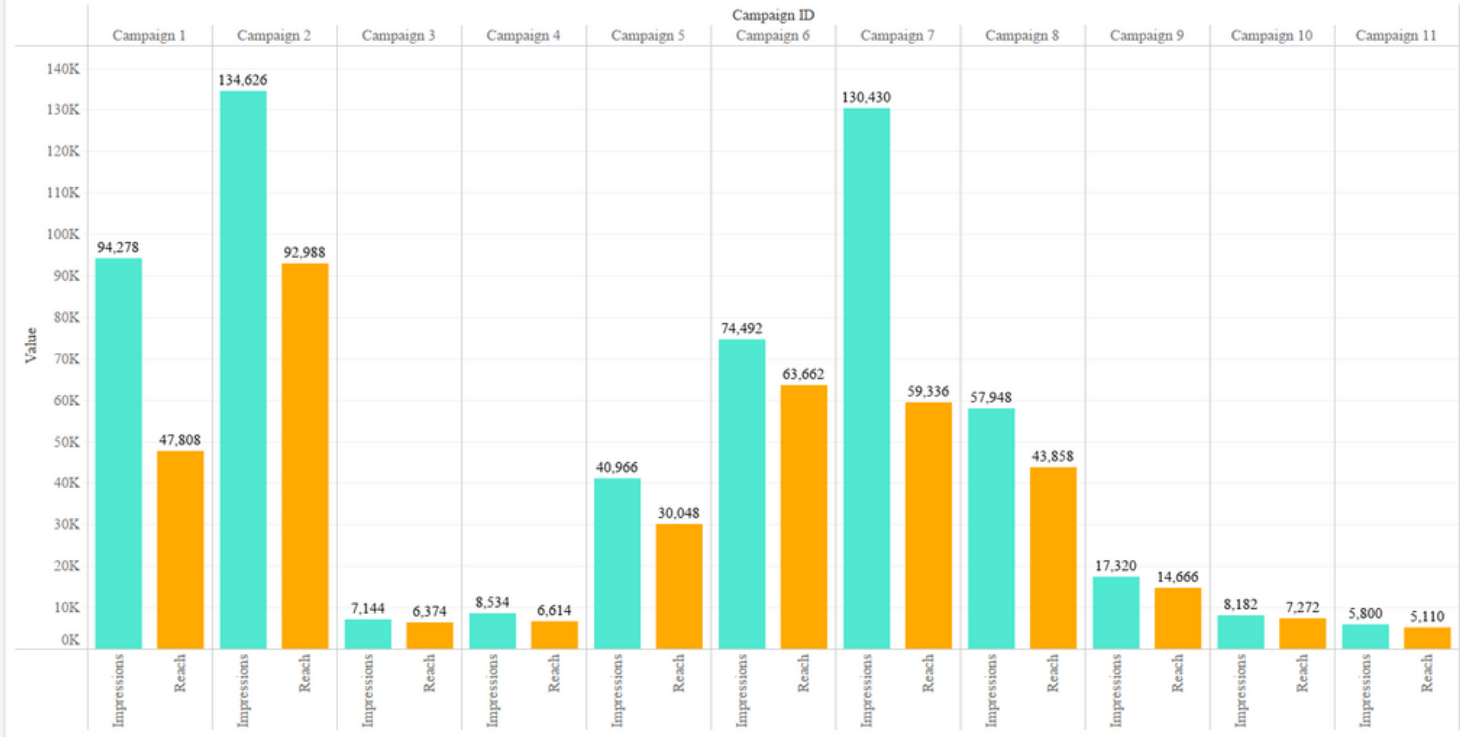
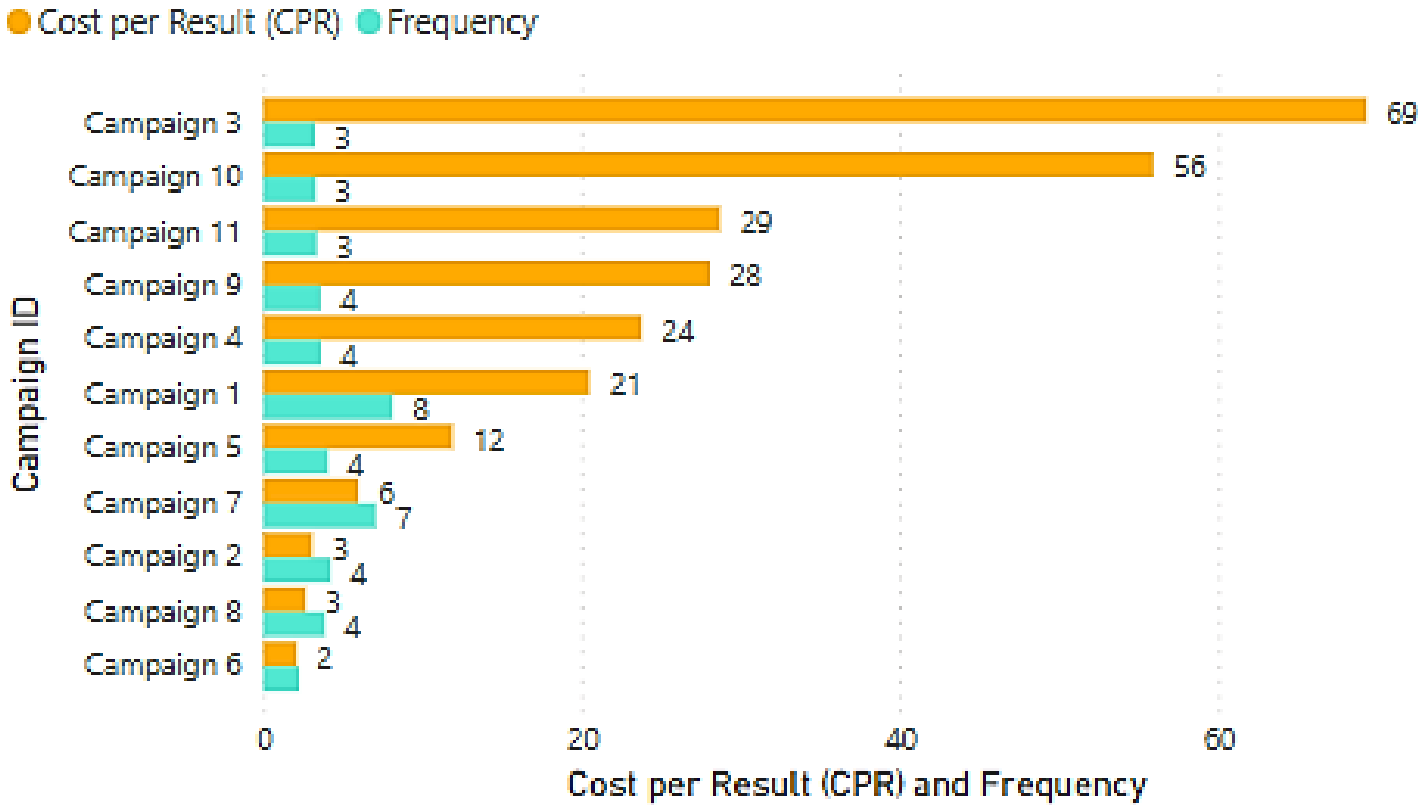**Campaign 2's Reach and Impressions outperform** all the other campaigns
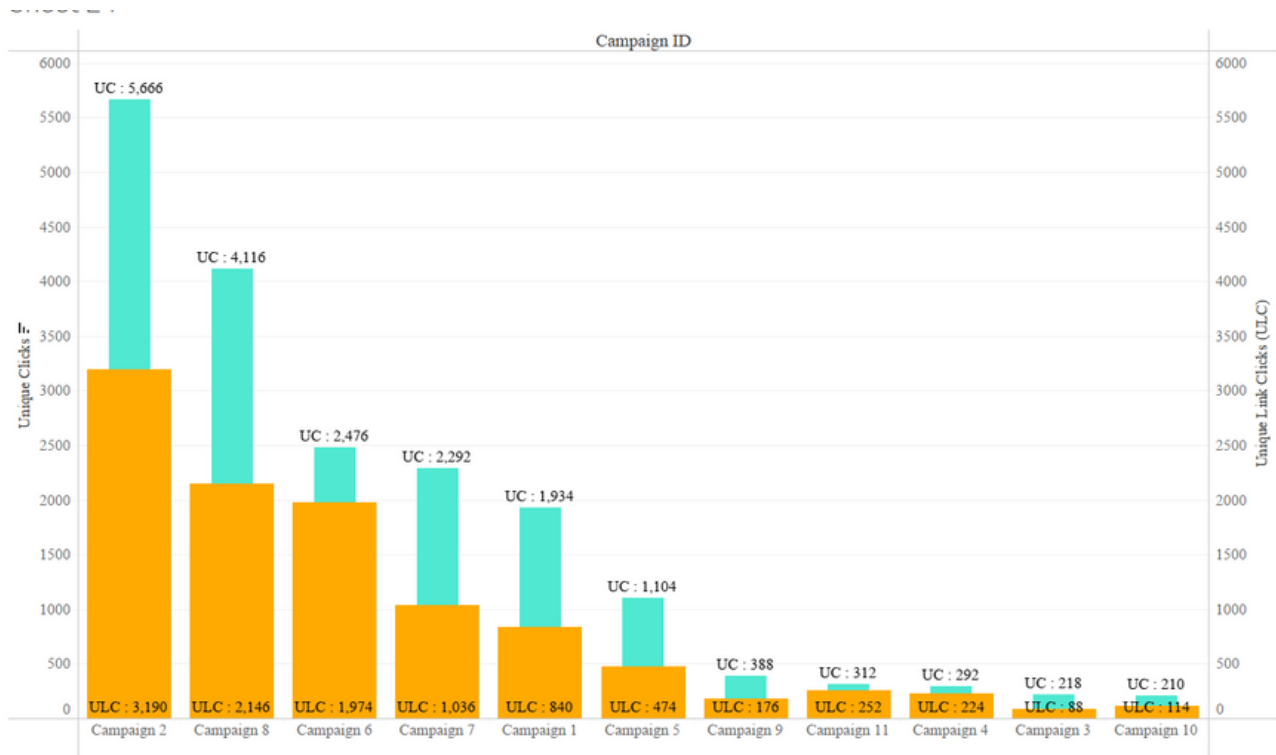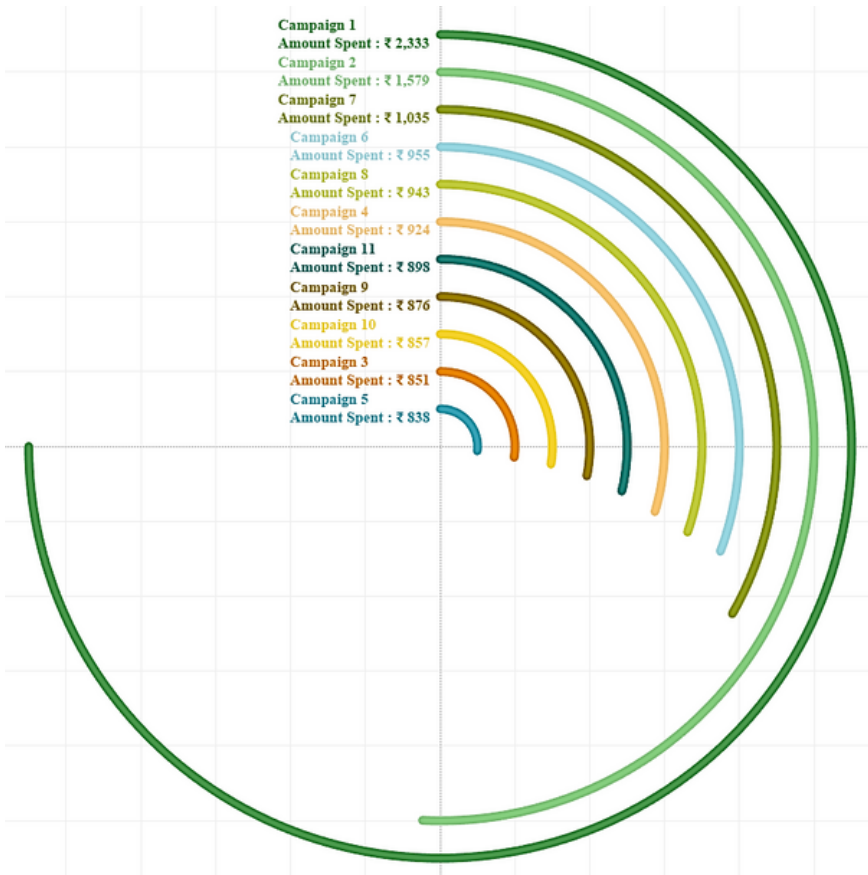

UC and ULC performance is **high** for **Campaign 2**

Most of the **clicks** were contributed by **Campaign 2**

Cost per Result (CPR), and Frequency by Campaign ID

● Cost per Result (CPR) ● Frequency

Campaign ID	CPR	Frequency
Campaign 3	69	3
Campaign 10	56	3
Campaign 11	29	3
Campaign 9	28	4
Campaign 4	24	4
Campaign 1	21	8
Campaign 5	12	4
Campaign 7	6	7
Campaign 2	3	4
Campaign 8	3	4
Campaign 6	2	

Cost per Result (CPR) and Frequency

Campaign 3 has the highest CPR and low frequency

Campaign 1
Amount Spent : ₹ 2,333
Campaign 2
Amount Spent : ₹ 1,579
Campaign 7
Amount Spent : ₹ 1,035
Campaign 6
Amount Spent : ₹ 955
Campaign 8
Amount Spent : ₹ 943
Campaign 4
Amount Spent : ₹ 924
Campaign 11
Amount Spent : ₹ 898
Campaign 9
Amount Spent : ₹ 876
Campaign 10
Amount Spent : ₹ 857
Campaign 3
Amount Spent : ₹ 851
Campaign 5
Amount Spent : ₹ 838

Campaign 1 is the most expensive campaign

● Sum of Cost per Result (CPR) ● Sum of Cost Per Click (CPC)

Not Effective

Campaign ID	CPR	CPC
Campaign 3	69	24
Campaign 10	56	22
Campaign 11	29	14
Campaign 9	28	11
Campaign 4	24	17
Campaign 1	21	7
Campaign 5	12	4
Campaign 7	6	2
Campaign 2	3	1
Campaign 8	3	1
Campaign 6	2	1

Sum of Cost per Result (CPR)...
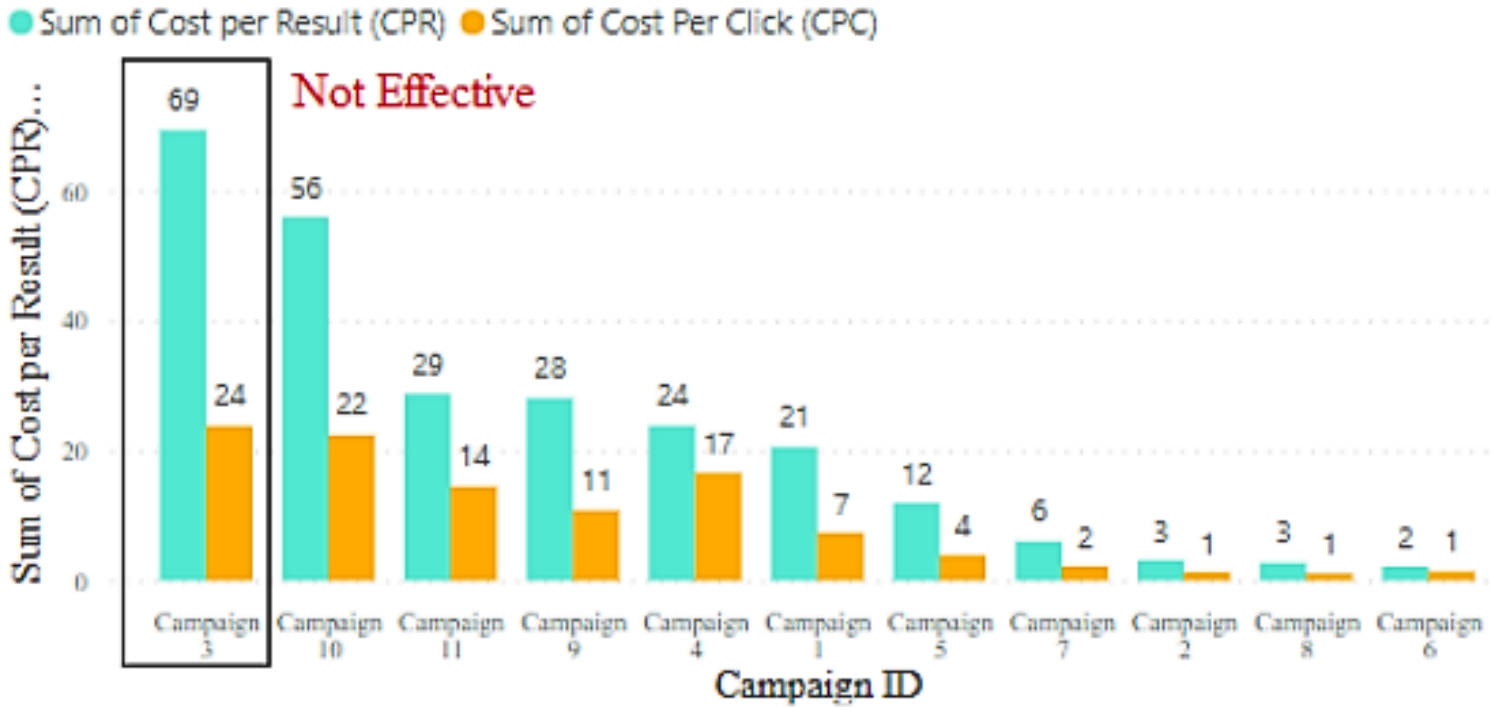
Campaign ID

Highest CPR and CPC made Campaign 3 cost- ineffective.

Sum of Cost Per Click (CPC) Sum of Click-Through Rate (CTR)

Not Effective

Campaign 3's **High CPC** and its **low CTR** make it a poor performer
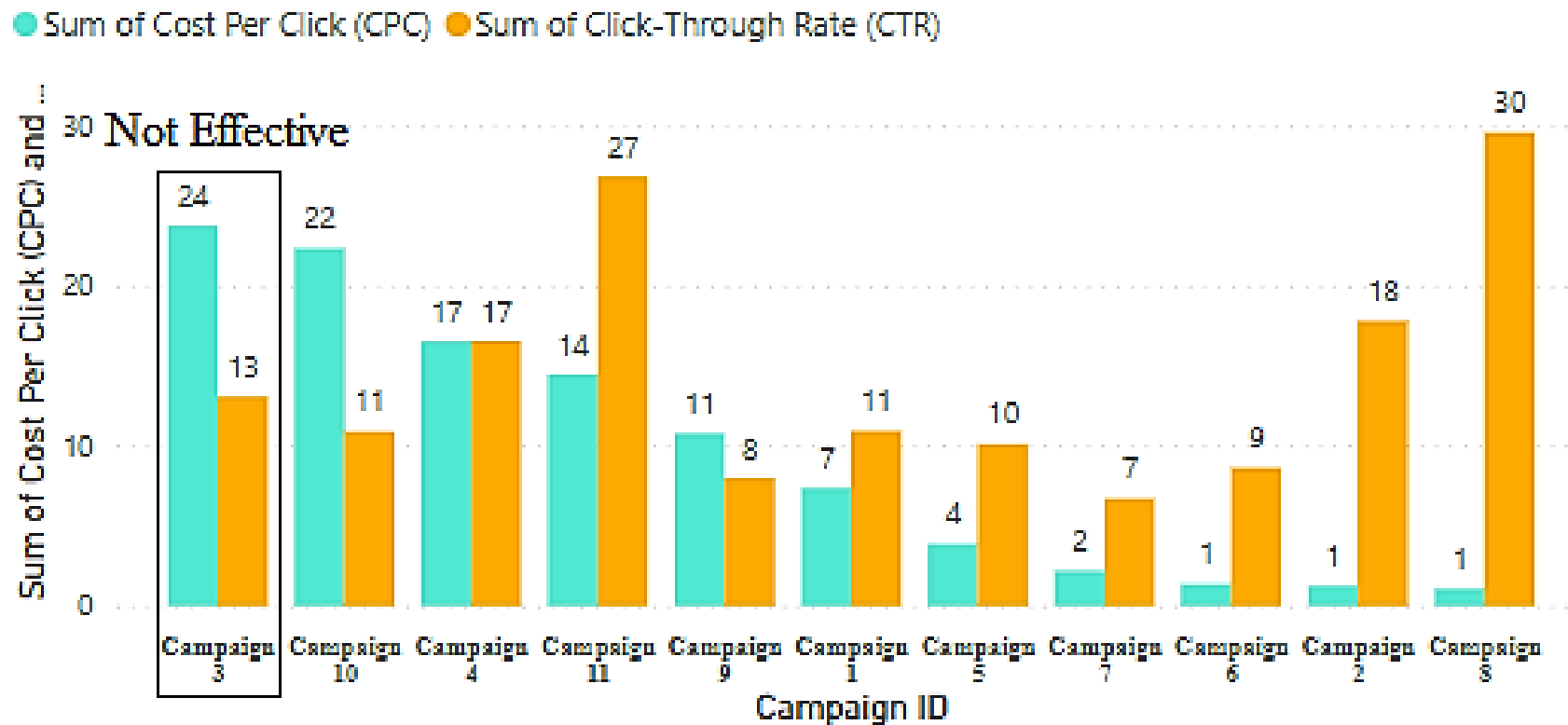
CPR of 69.24(INR) of Campaign 3 is the **highest** among the campaigns

CPR 69.24
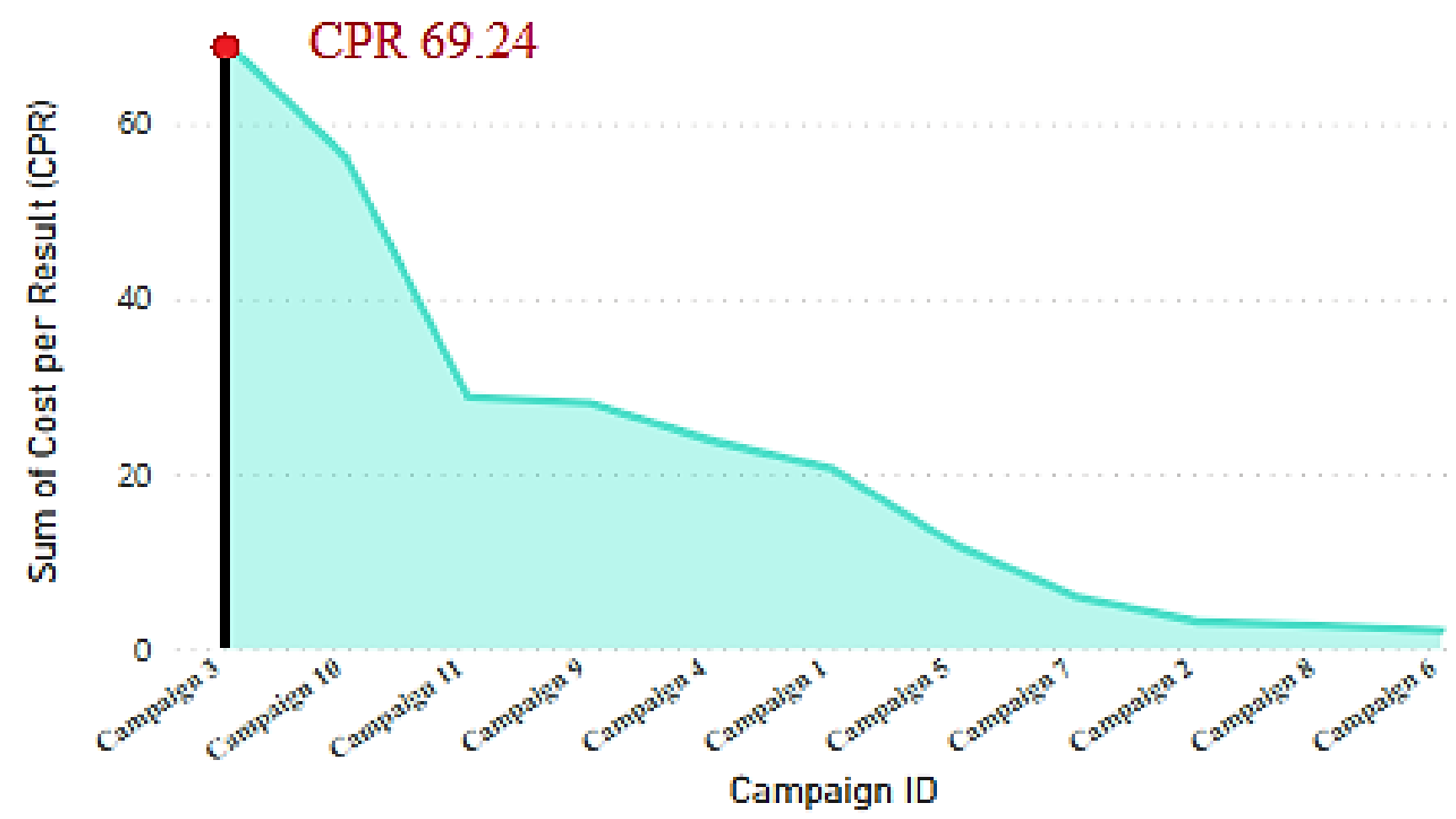
09 - Conclusion

- Through a comprehensive **demographic analysis**, our journey into campaign metrics reveals a clear pattern: **Campaign 3** emerges as the **least-performing** contender. Even in the **18-24 age group**, where **Campaign 2 excels** in **Reach**, **Impressions**, **Clicks**, and **Unique Clicks**, Campaign 3 struggles.

- **Performance analysis** solidifies **Campaign 3's underperformance**, with **lackluster reach**, **Impressions**, **Clicks**, and **Unique Clicks**.

- Turning to **financial scrutiny**, **Campaign 3's weak standing** is confirmed by **high CPR** and **CPC**, accompanied by **meager frequency** and other performance metrics. In contrast, **Campaign 2** shines as a paragon of efficiency, boasting **commendable CPR**, **CPC**, and remarkable performance.

- These findings converge to one resounding conclusion: **Campaign 3 falls short**. We recommend a **rigorous evaluation** or **even discontinuation** of Campaign 3. Such a strategic step could reallocate resources, leading to heightened campaign outcomes, in alignment with our data-backed insights.

Thank you