

GLOBALSHALA SUPERHERO-U CAMPAIGN ANALYSIS AND RECOMMENDATIONS

TEAM 20 REPORT

SUPERHERO U MARKETING CAMPAIGN

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CAMPAIGN DESCRIPTION

Superhero U is a visionary marketing campaign designed to inspire innovation and inventiveness among youth. Its mission is to empower imaginative and passionate young minds to harness their skills and creativity effectively. Drawing inspiration from the UN's vision "to promote prosperity while protecting the planet", Superhero U took the form of a competitive event aimed at fostering equal and encouraging educational opportunities. By blending creativity with a sense of purpose, the campaign sought to nurture future leaders who could drive sustainable progress and impactful change.

FACEBOOK ADS

Facebook Ads enables Global Shala to promote the Superhero U event by targeting specific audiences based on demographics, interests, and behaviors. Through metrics like Reach, CTR, and CPR, the platform provides valuable insights into campaign performance, helping the marketing team optimize costs and engagement for better results.



SUPERHERO U AD CAMPAIGNS OVERVIEW

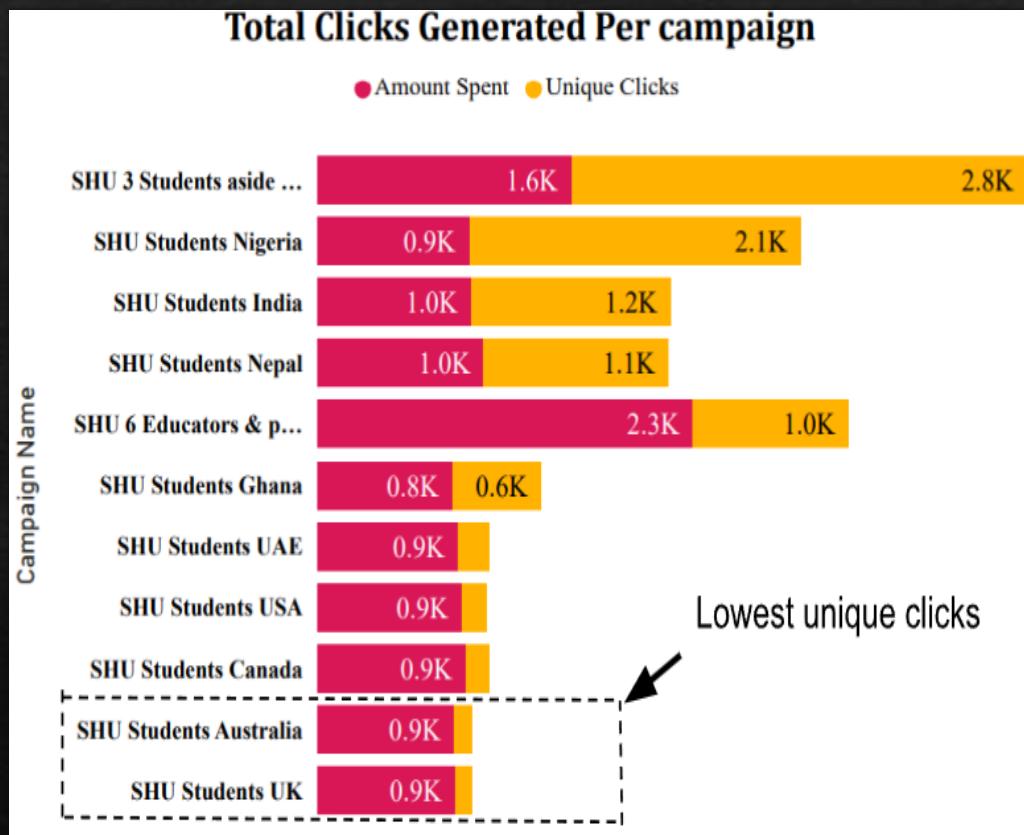
The Superhero U marketing campaigns were strategically designed and executed on Facebook to promote GlobalShala's flagship event across diverse geographies, targeting specific audiences. Eleven campaigns were launched, each tailored to reach either students (ages 13–24) or educators and principals (ages 25–64). These campaigns spanned across multiple regions, which includes USA, UK, UAE, India, Nepal, Ghana, Nigeria, Canada, and Australia, as well as two broader geographical groups.

Key performance metrics such as Reach, Impressions, Clicks, Unique Link Clicks (ULC), Click-Through Rate (CTR), and Cost Per Result (CPR) were closely monitored to evaluate the effectiveness of each campaign. The campaigns varied in audience size and engagement levels, with some generating higher reach and clicks, while others struggled to achieve cost efficiency.

By analyzing these metrics, the marketing team aimed to identify underperforming campaigns for discontinuation, ensuring the most impactful and cost-effective allocation of advertising resources. This data-driven approach highlights Global Shala's commitment to optimizing its marketing strategies for maximum impact.

The Superhero U marketing campaigns on Facebook targeted students and educators/principals across regions, with 11 campaigns tailored to specific audiences. Key metrics such as Reach, CTR, and Cost Per Result (CPR) were analyzed to assess performance. While some campaigns achieved strong engagement, others underperformed, prompting a data-driven evaluation to optimize costs and ensure effective resource allocation.

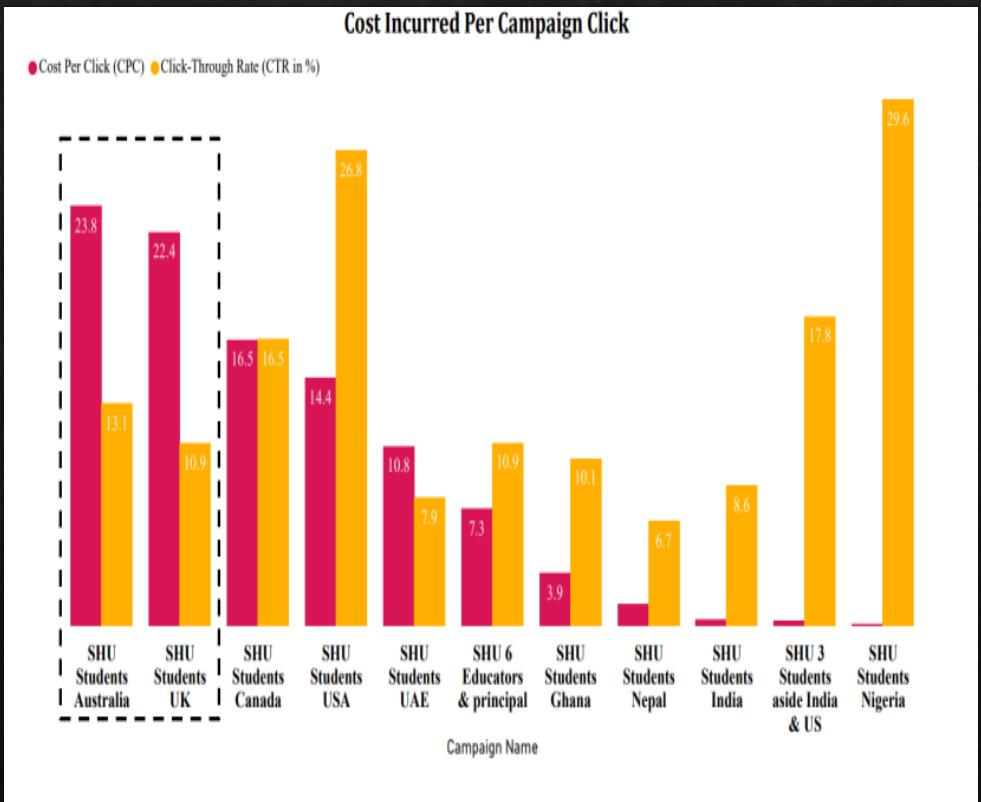
TOTAL CLICKS GENERATED PER CAMPAIGN



Insight:

- ❖ This identify campaigns with high spending but low clicks. From the chats, campaign for Australia has 109 unique clicks , Canada 146 unique clicks, USA 156 unique clicks , and UK 105 unique clicks. We can see from that analysis that Australia and UK has the lowest unique clicks of 109 and 105 respectively.

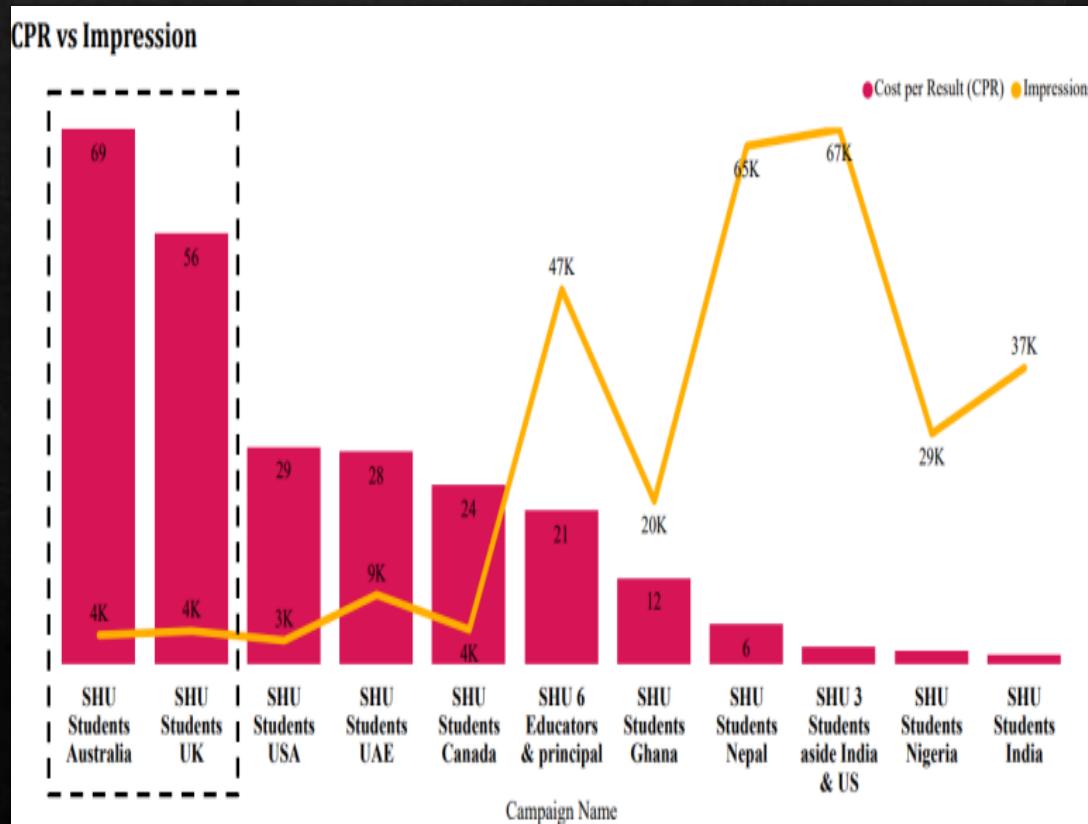
CPC VS CTR RATE



Insight:

- ❖ The Highest CPC of \$23.76 was incurred by SHU_Student (Australia) which in turn generated 13.06% CTR whereas SHU_Student (Nigeria) incurred \$1.04 the lowest CPC yet has the highest CTR of 29.56%.

CPR VS IMPRESSION



Insight:

- ◆ SHU_Students(Australia) and SHU_Students(UK) have the lowest impressions but incur the highest CPR of \$69.32 and \$55.95 respectively.

CONCLUSION

Based on the visuals and insights gained from the marketing campaign analysis, we deduced that; SHU_Students (Australia) and SHU_Students (UK) have the lowest impressions and unique clicks but incur the highest Cost Per Click (**CPC**) and Cost Per Result (**CPR**) thereby generating a low Return On Investment (**ROI**). Hence we conclude that campaign 3 SHU_Students (Australia) and campaign 10 SHU_Students (UK) be discontinued.

RECOMMENDATION

In line with our conclusion, we recommend that **Campaign 3 SHU_Students (Australia)** and **Campaign 10 SHU_Students (UK)** be discontinued, and thus the marketing team can look into:

- ❖ Refining audience targeting using deeper insights into demographics and preferences since, despite significant spending, the engagement metrics such as Clicks and Unique Link Clicks (ULC) remain low, suggesting poor audience interaction.
- ❖ Enhancing ad creatives with engaging visuals and compelling Call To Action's (CTA'S). Seeing the campaigns exhibit high Cost Per Click (CPC) while showing low overall engagement and impressions. The Return On Investment (ROI) for these campaigns does not justify the costs, making it less viable to continue.



**THANK
YOU**