



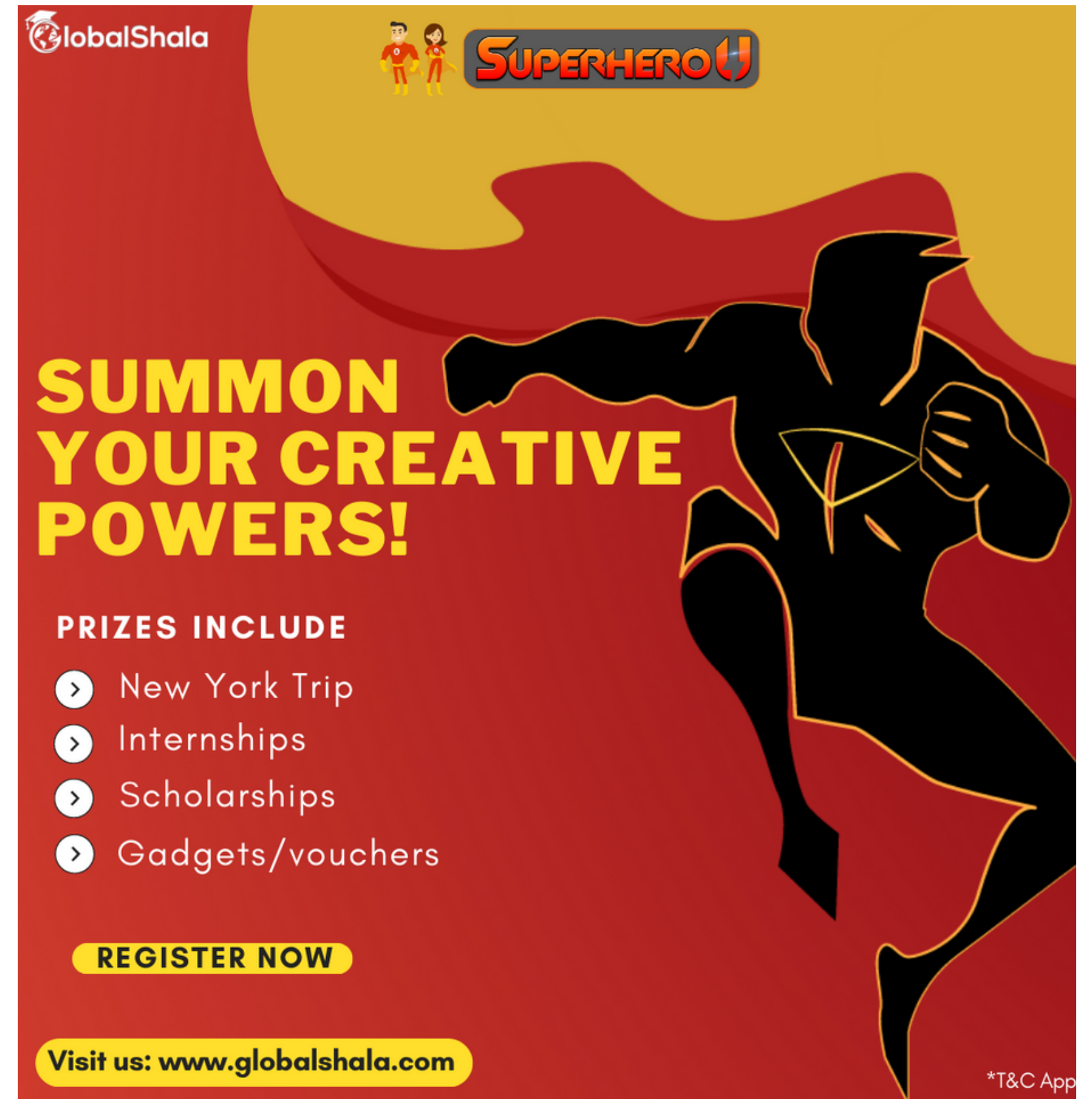
SuperheroU Campaign

Insights and Recommendations



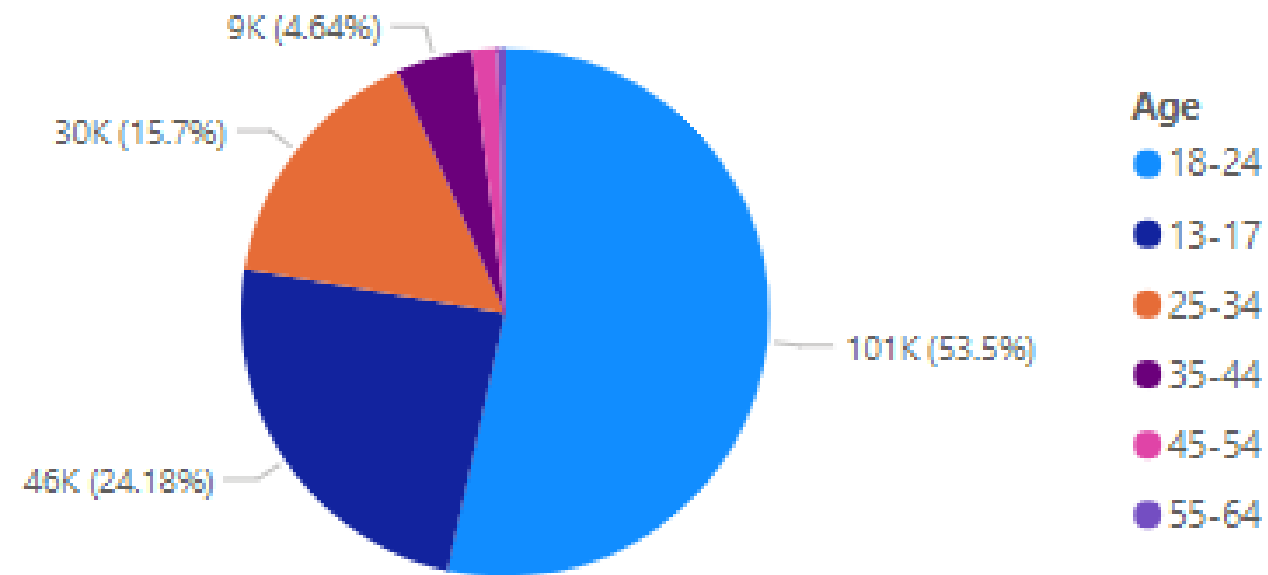
Objective

- Superhero U >- Facebook ad campaign run by Globalshala
- Identify and recommend at least one campaign to discontinue for cost-cutting measures to the Marketing department.
- Mission >- Deploy data analytics and visualization techniques to recommend a campaign to be discontinued.

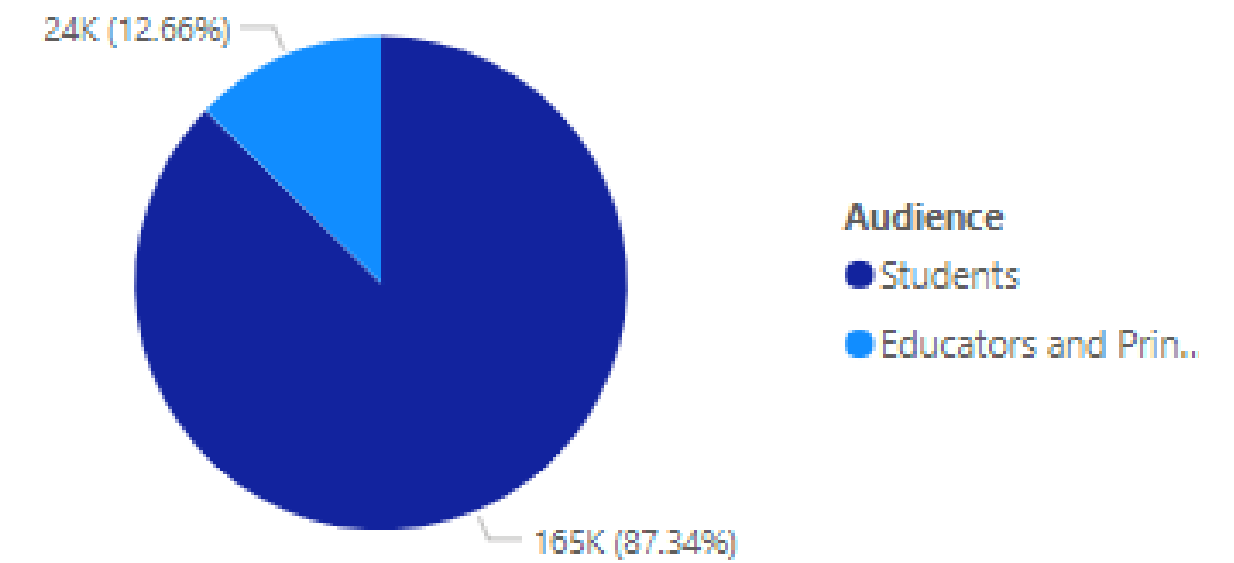


Demographic analysis

Sum of Reach by Age



Sum of Reach by Audience



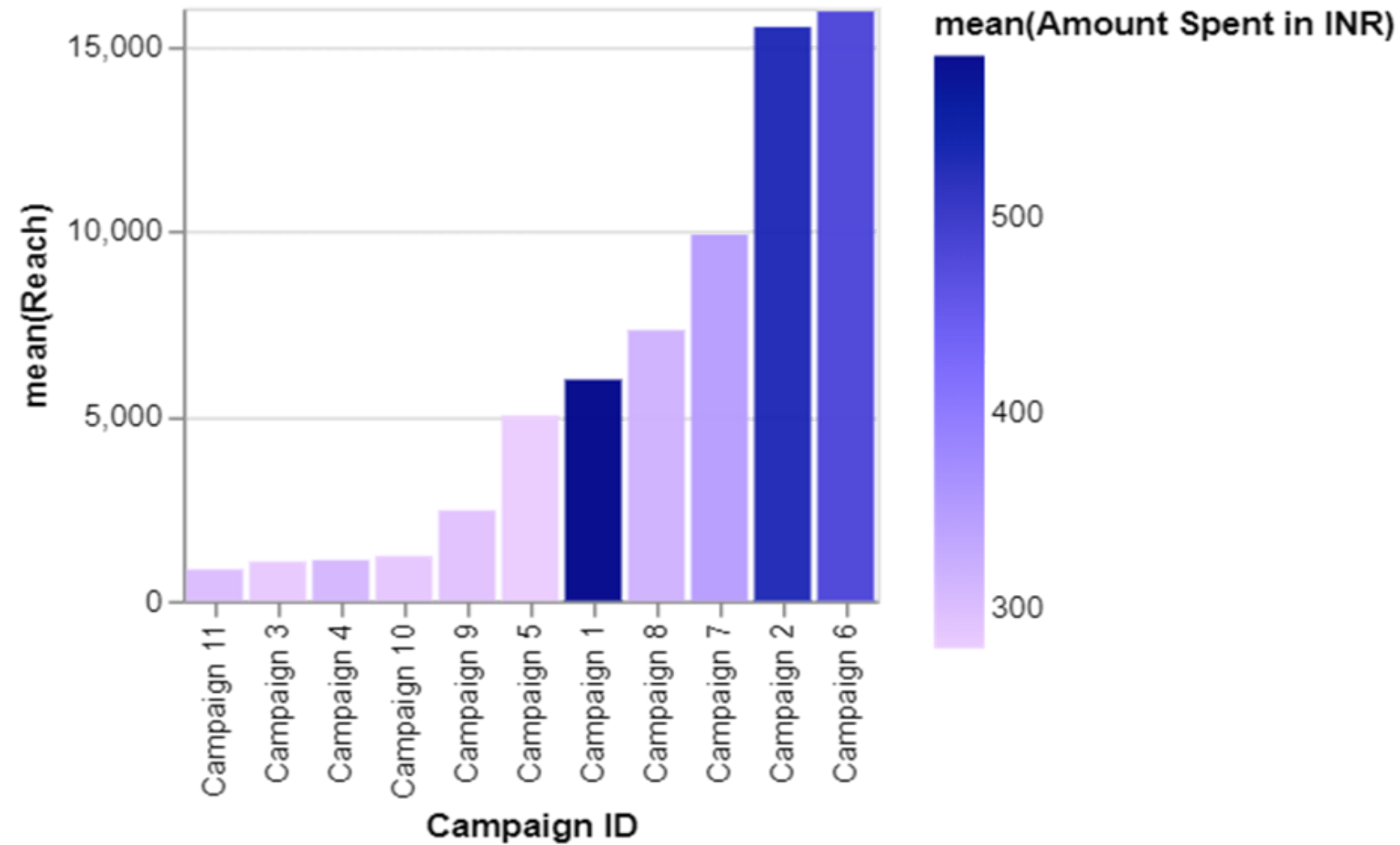
18-24

- 18-24 has the highest reach percentage

Students

- 87.34% reach is from students

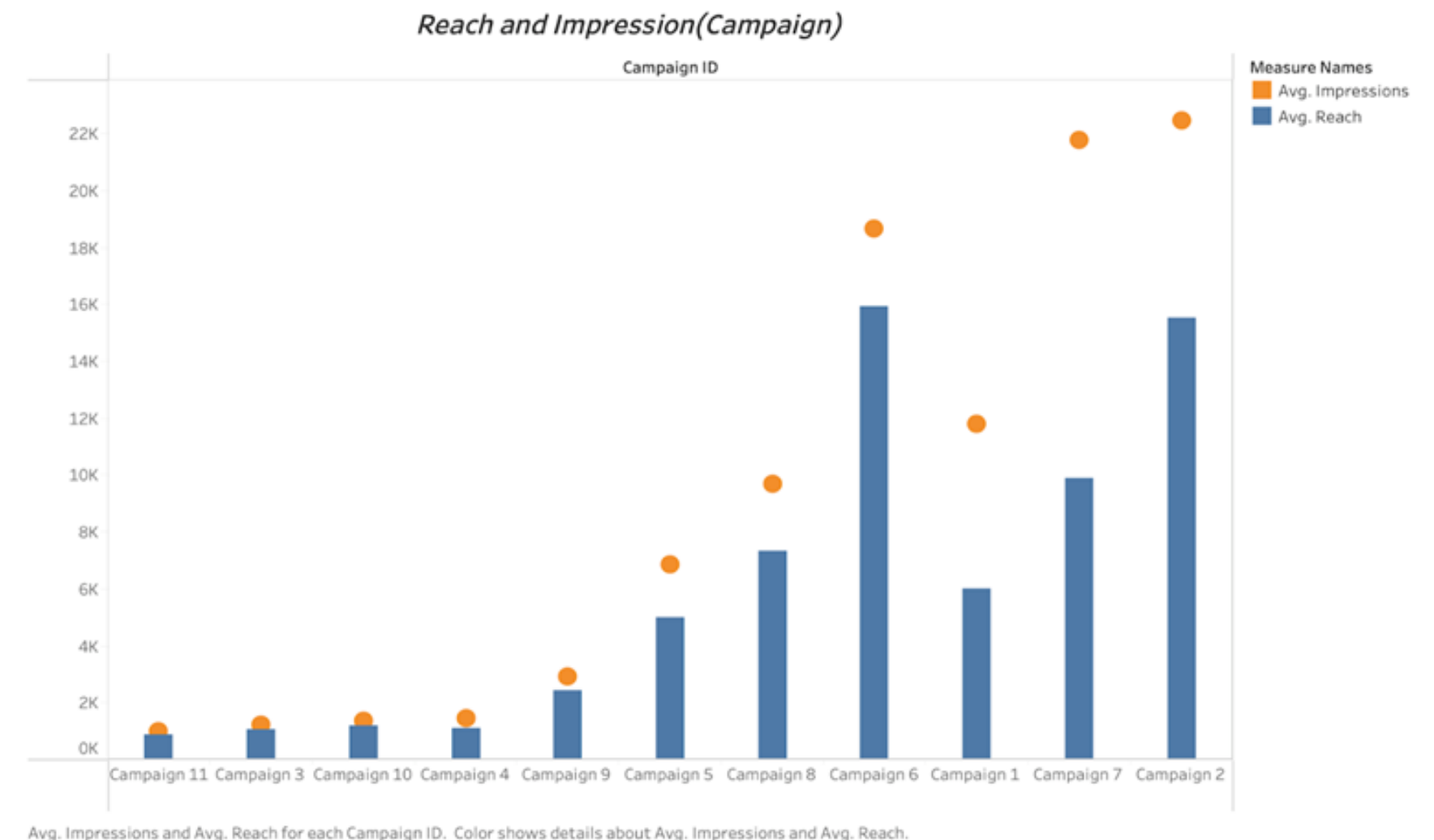
Ad Reach metrics



- Campaigns 11,3 and 4 have the lowest reach(average)
- Campaign 1 >- Highest mean amount spent but moderate reach

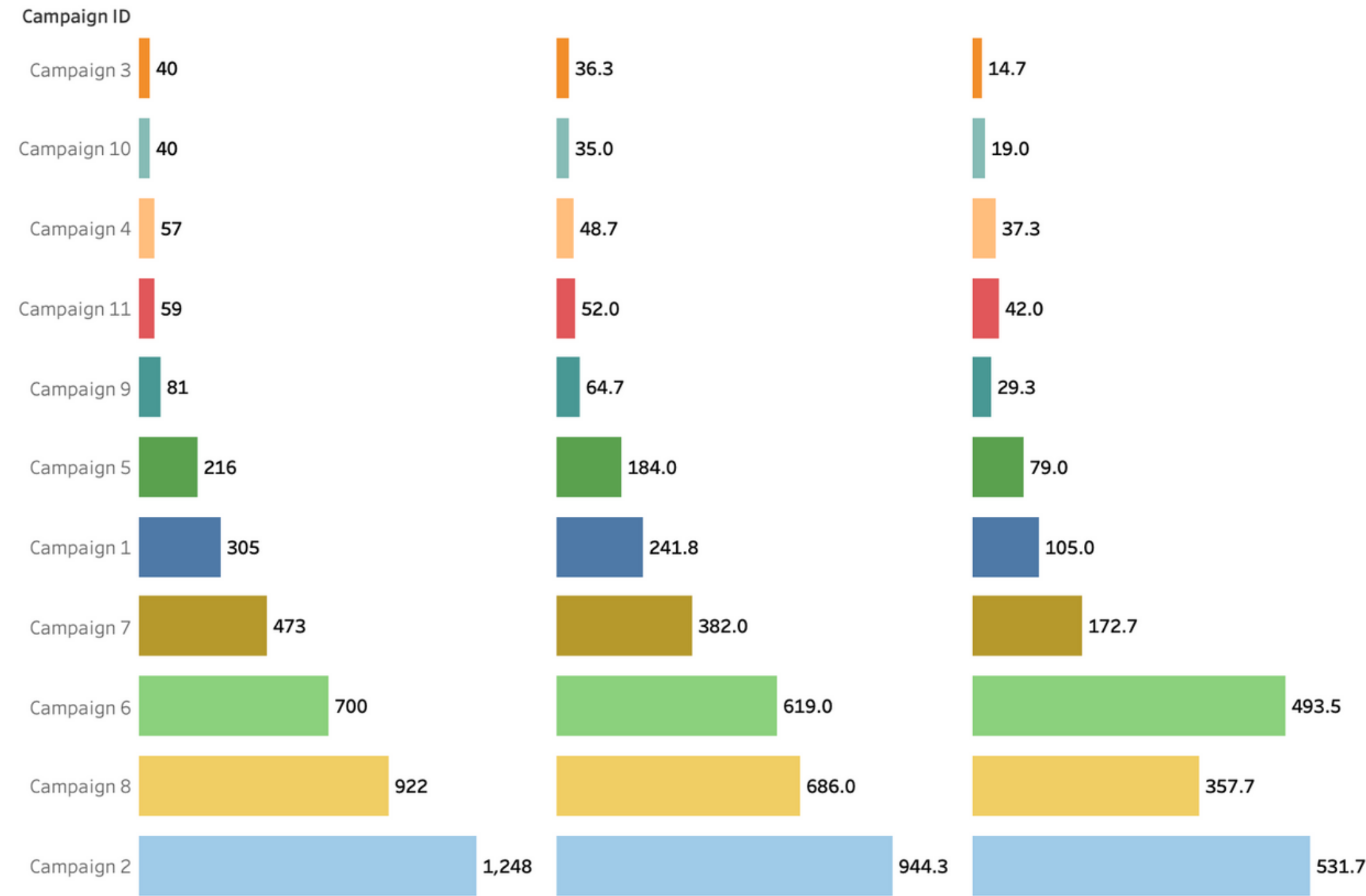
Campaigns 11,3 and 10

- Lowest avg reach and impressions
- Least difference between reach and impressions



Ad Click metrics

Clicks vs Unique Clicks vs Unique Link Clicks



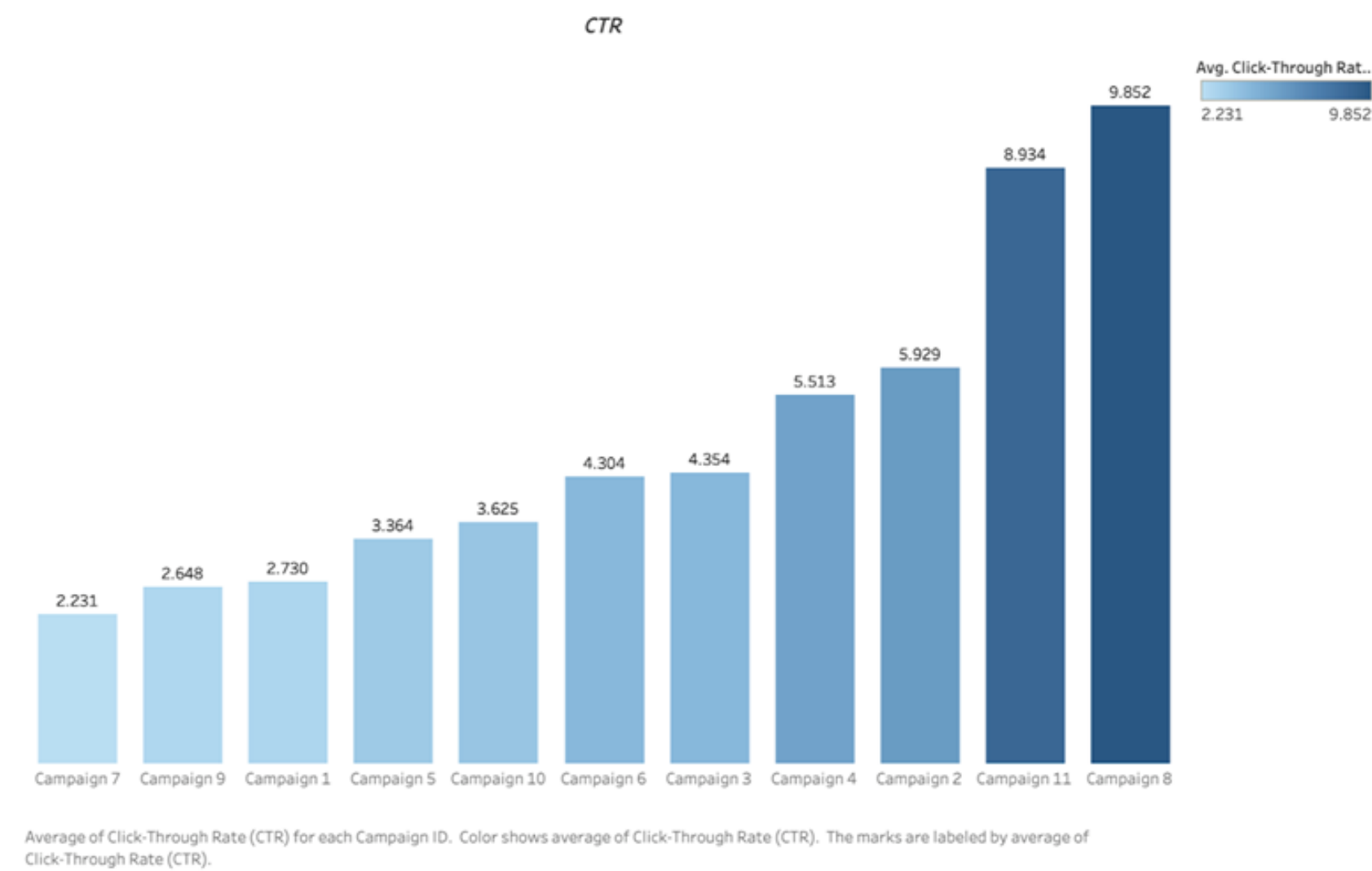
Campaign 3

- Campaign 3 has the least clicks, Unique Clicks, and Unique Link Clicks

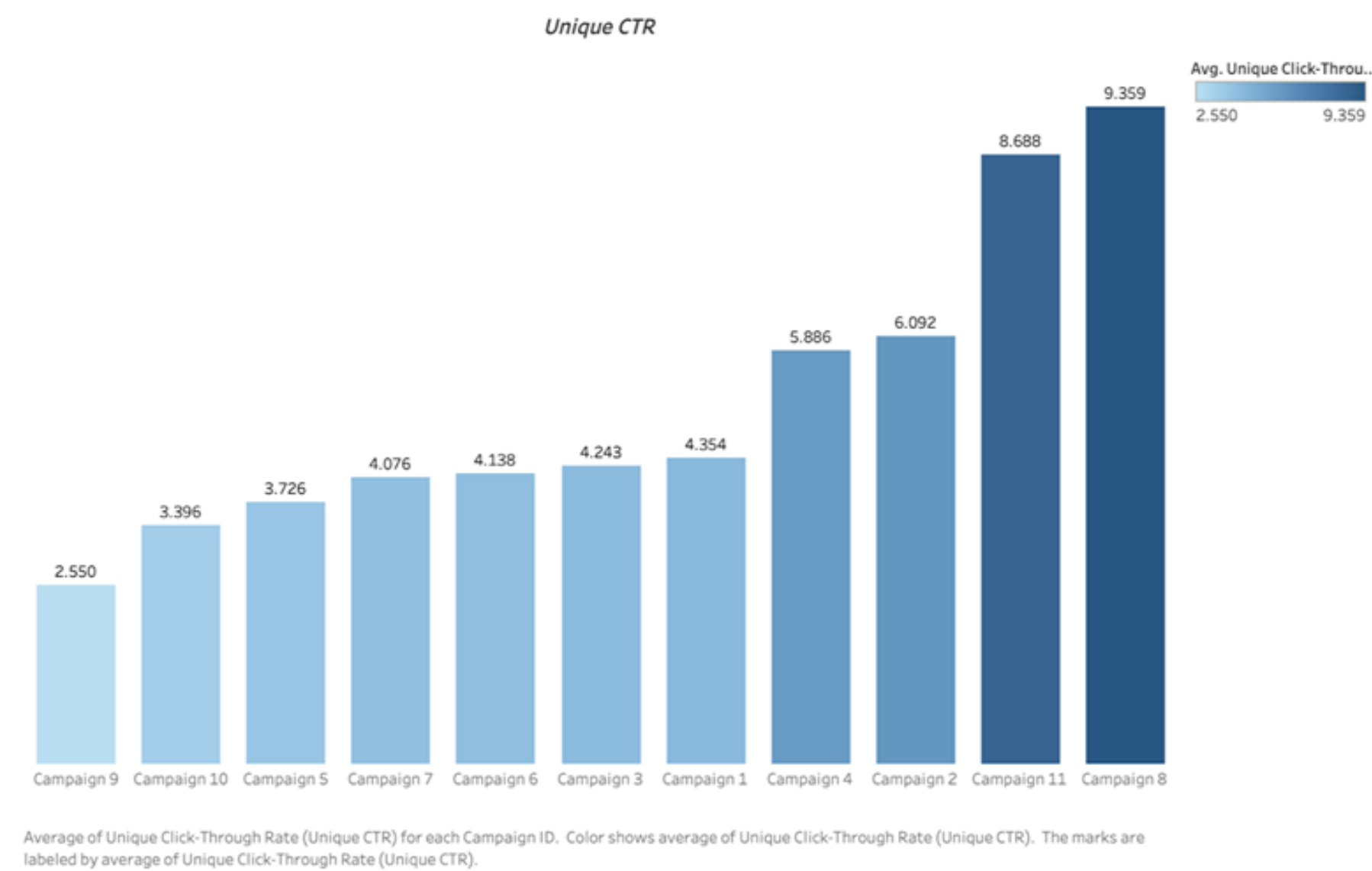
Campaign 2

- Campaign 2 has the highest clicks, Unique Clicks, and Unique Link Clicks

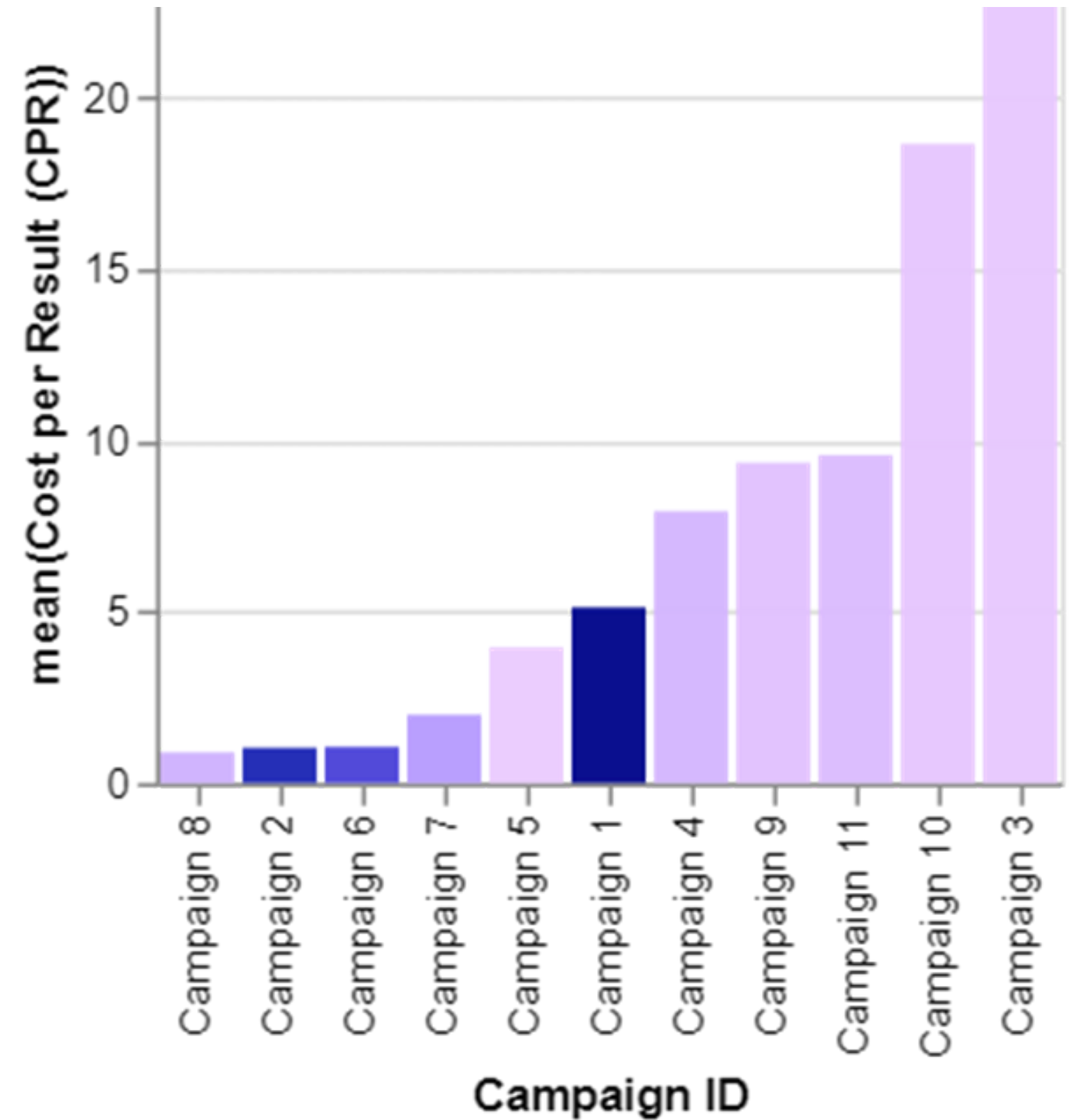
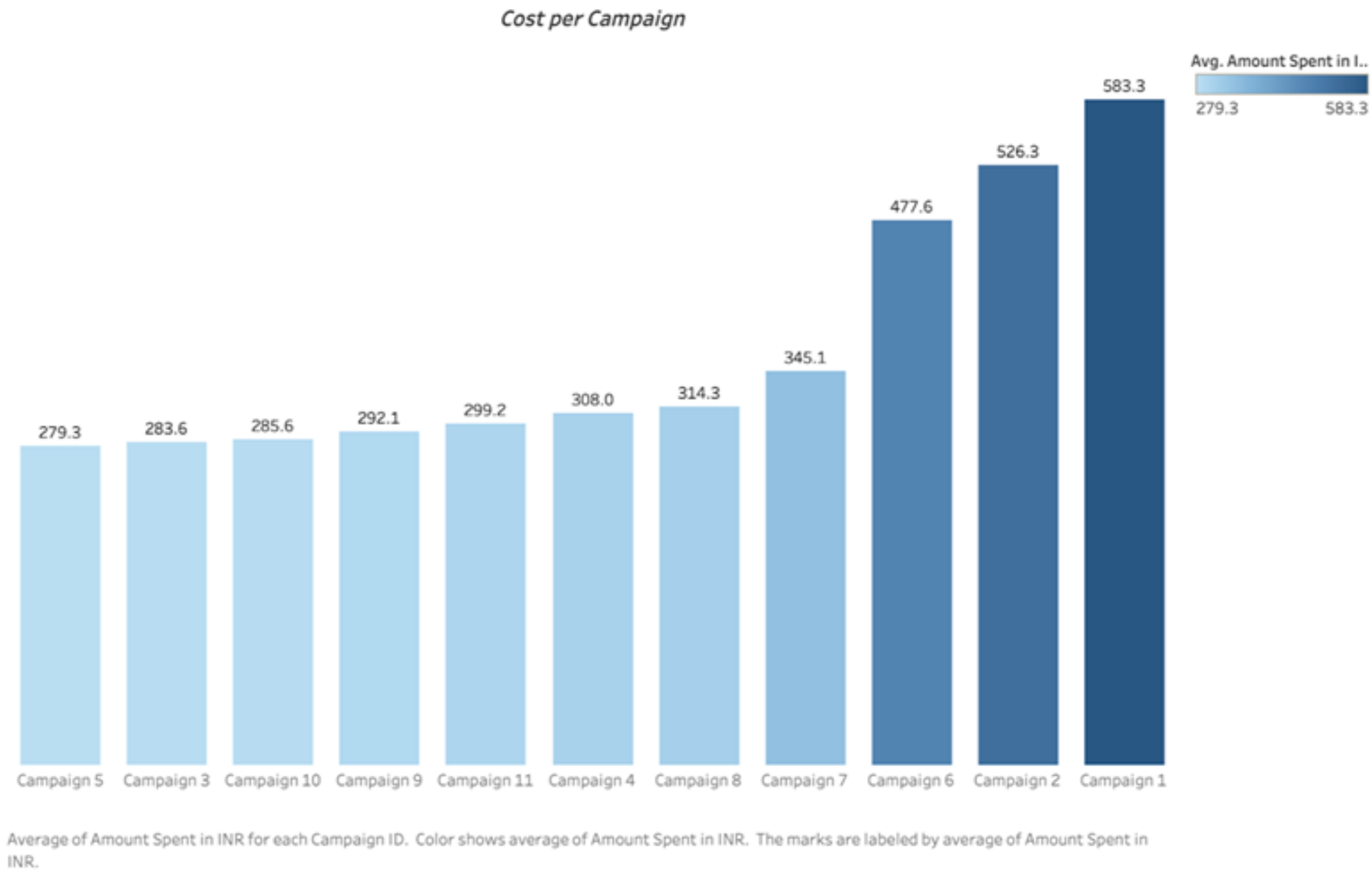
Ad Click metrics



- Campaign 8 has the highest CTR and UCTR with around 9.5
- Campaign 7 has the lowest CTR
- Campaign 9 has the lowest UCTR and the second-lowest CTR

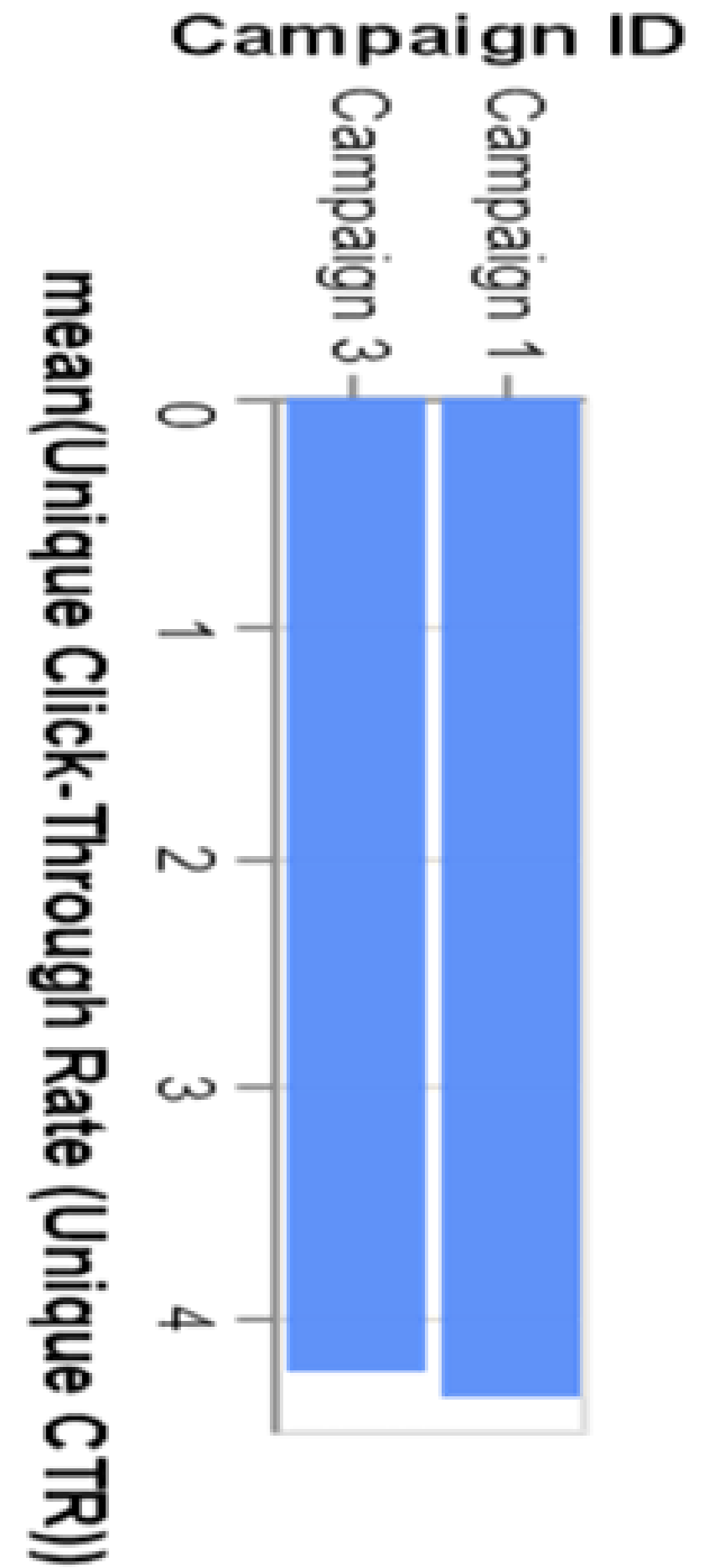
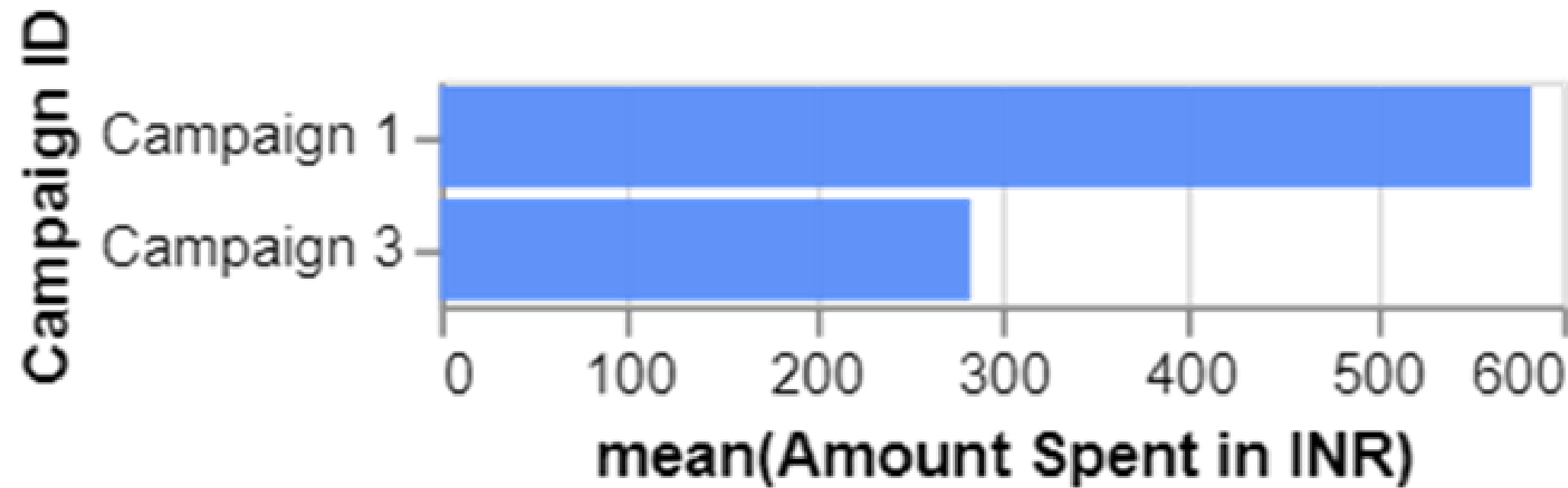
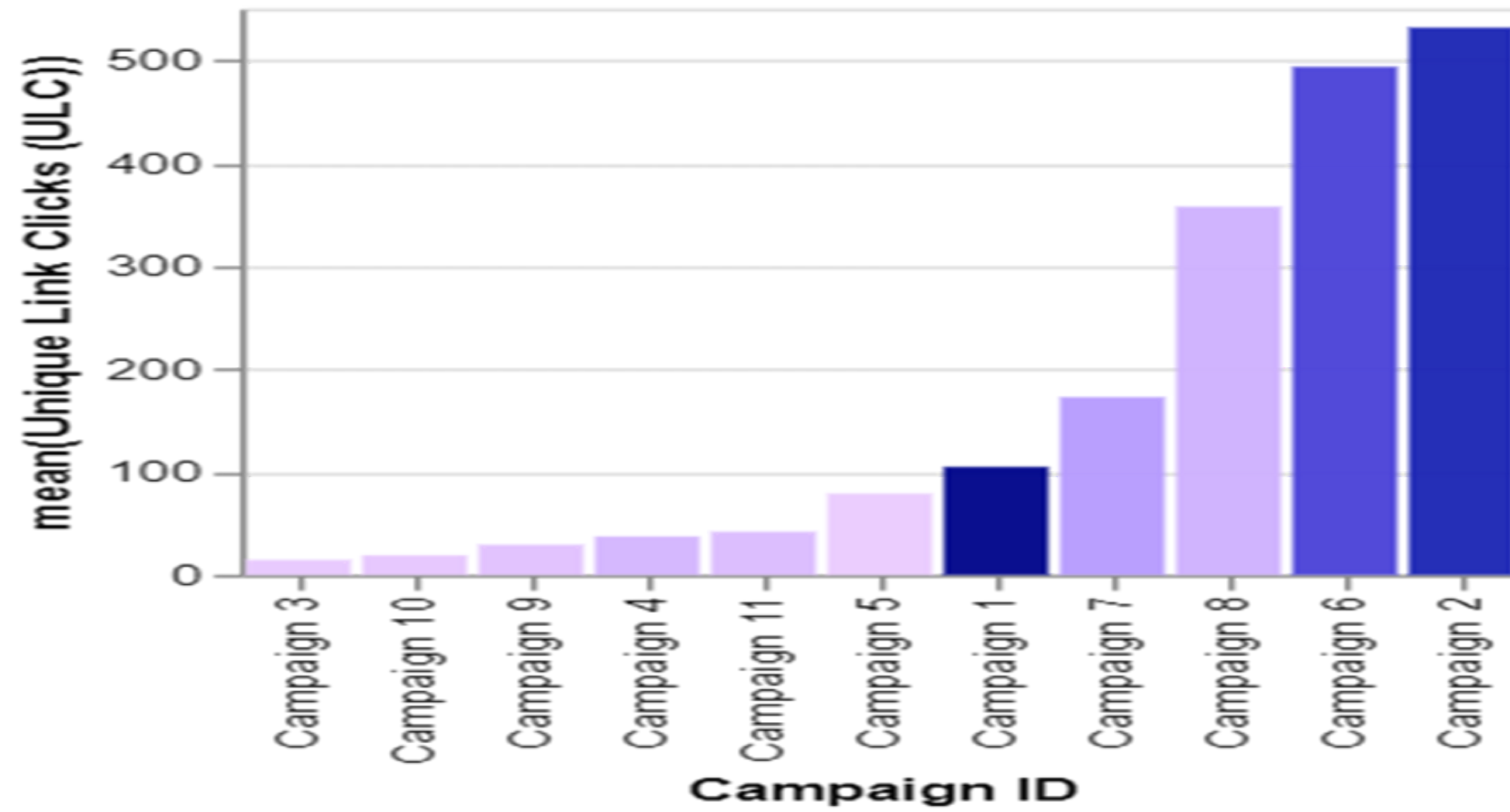


Cost metrics



- Campaign 1: Highest amount spent but moderately high CPR
- Campaign 3: Highest cost per result

Further analysis



Recommendations

Cost cuts	% of cost-saving from total amount spent	% of loss in unique click through rate(Unique CTR)
Discontinue campaign 3	7%	-7.5%
Discontinue campaign 1	19.26%	-10.25%
Discontinue both	26.33%	-17.75%

- Globalshala’s objective is to acquire registrations through link clicks from advertisements
- But with a greater difference in the amount spent between campaign 1 and campaign 3, the results yield is comparatively low.
- Recommended to discontinue campaign 1, if not only campaign 3.
- Discontinuing both campaign 1 and campaign 3 leads to a loss of 17.75% in Unique CTR but saves about 26.33% in marketing costs.