

DATA ANALYSIS OF SUPERHERO U AD CAMPAIGNS

Main Goal : Saving money



TASK FORCE



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SUPERHERO U

What

Competitive event organized by Globalshala

Who

- Entry types :
- Single
 - Team of 4
- Entry categories :
- High school
 - College



Why

resolve a relevant and noteworthy social problem outlined by the SDGs

How

Design a hero in posters, comic strip, video, or video game



More about superhero U



5
KEY THEMES



1432
SUPERHEROES SUBMITTED



88
COUNTRIES REPRESENTED

FACEBOOK ADS

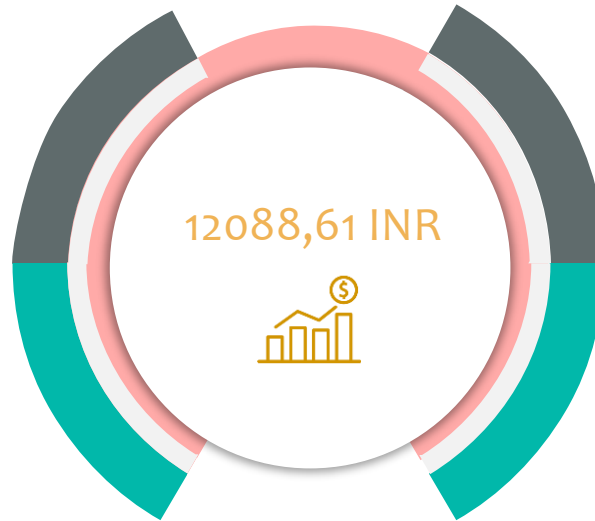
Facebook Ads is the advertising platform of the social network Facebook that aims to promote products and services through publications or ads of text, image or video



Superhero U ad campaigns

11
Campaigns

14
Regions



2
Targets

188868
Reach

KEY ADVERTISING METRICS

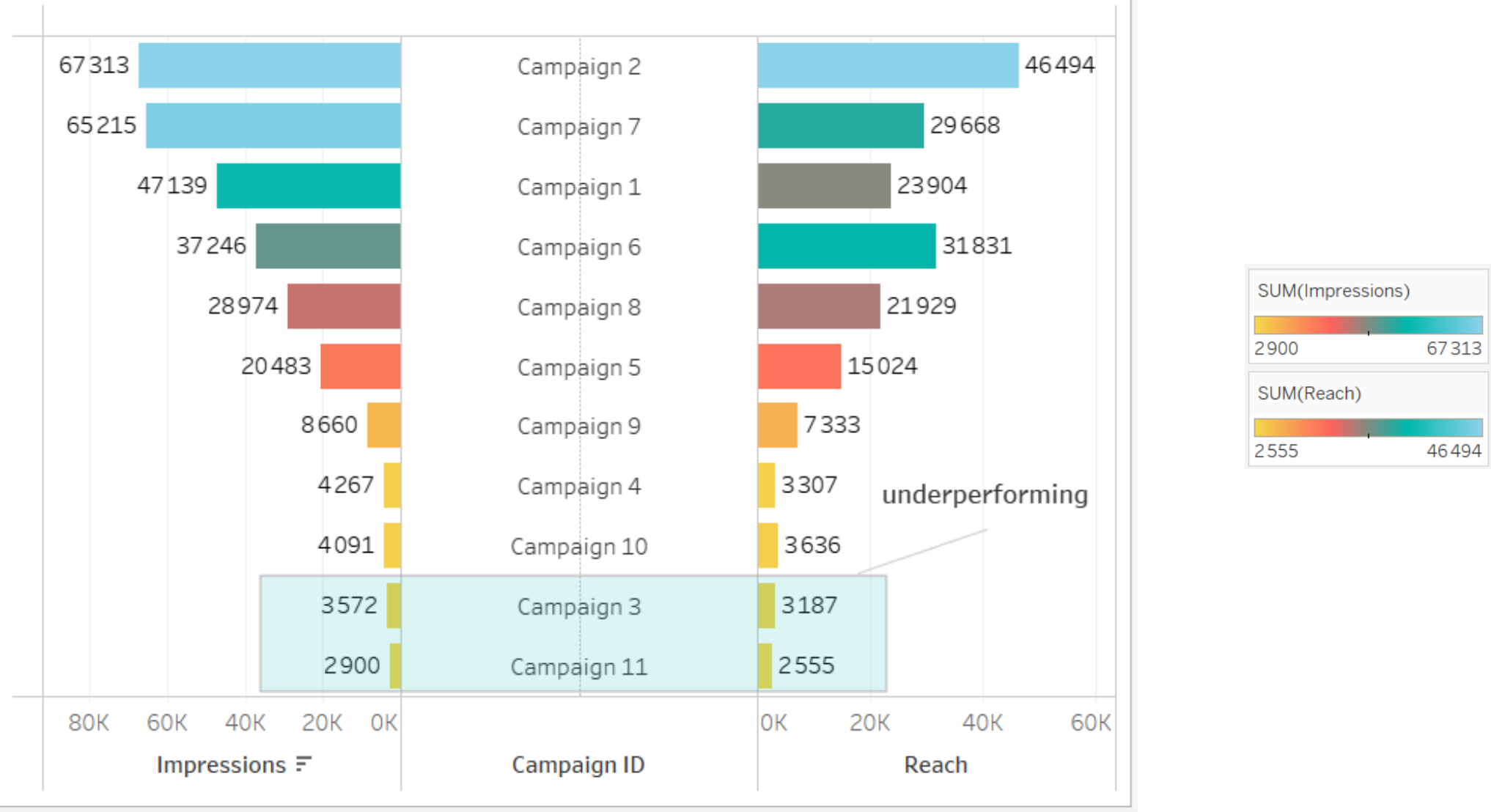


- Reach and Impressions
- Click Through Rate
- Unique Link Clicks
- Amount spent in INR
- Cost per Result

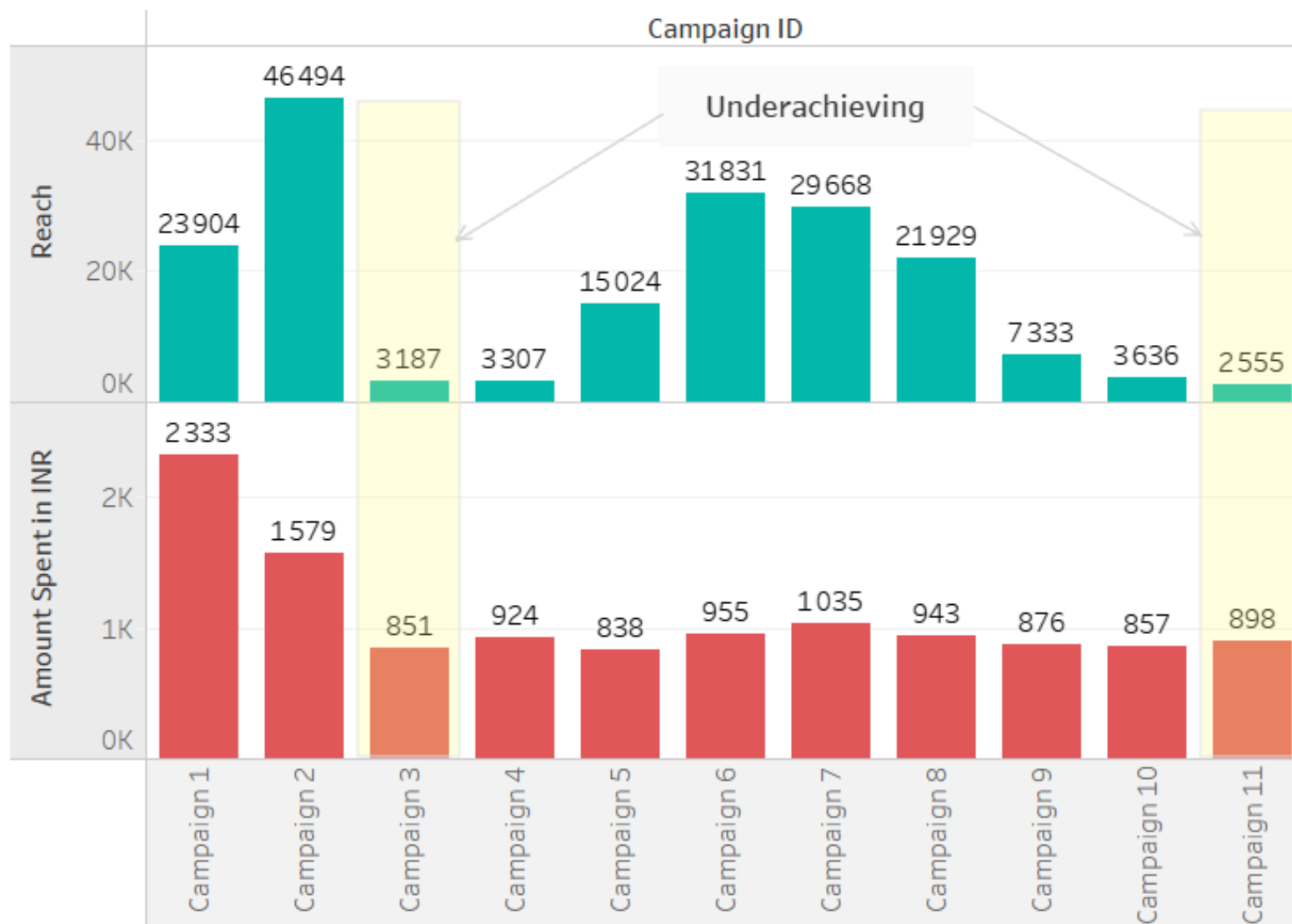
DEMOGRAPHIC REACH

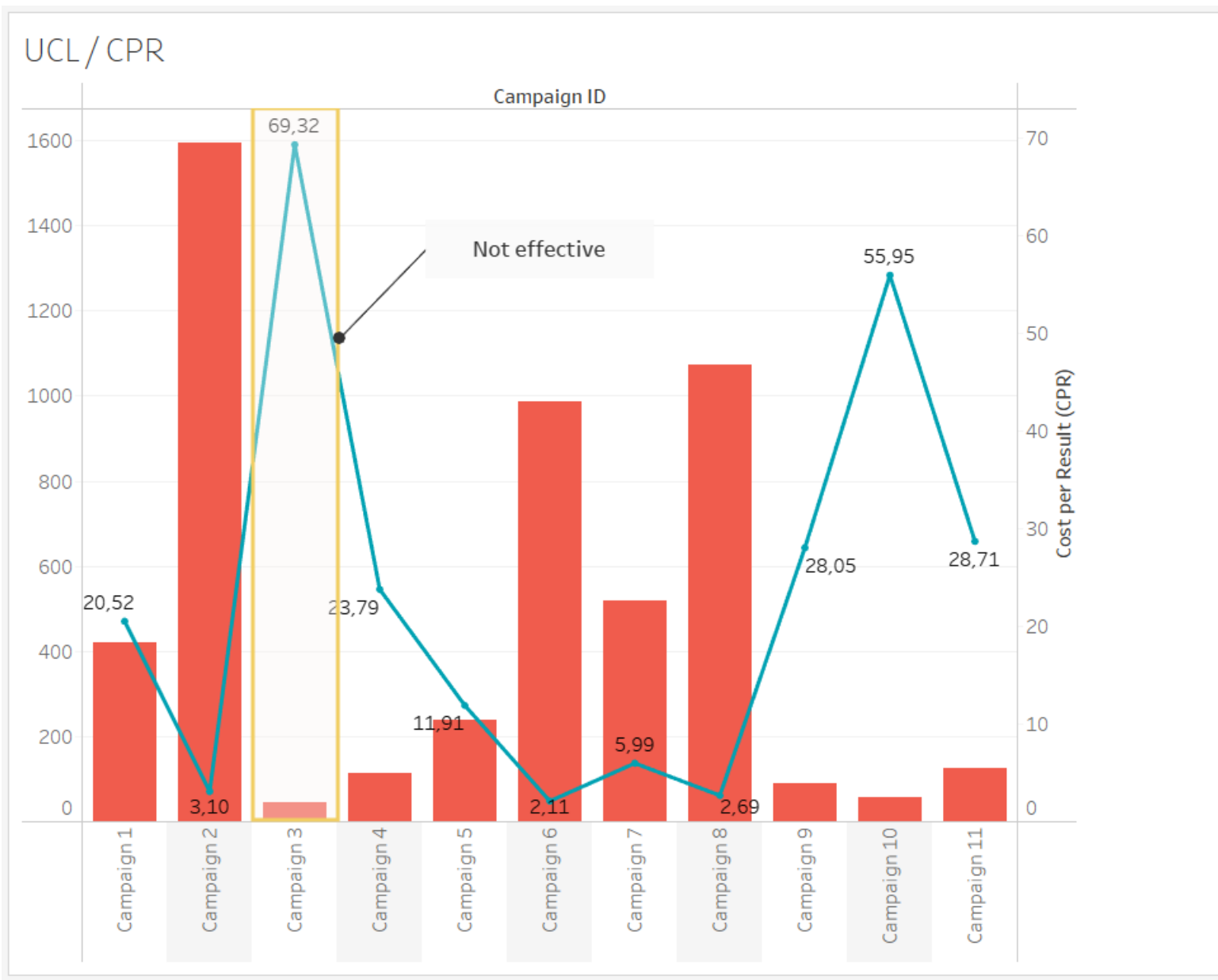


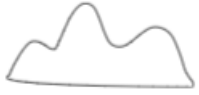
Impressions / Reach



Reach / Amount spent(INR)







CONCLUSION

After visualizing and comparing the results, we came to a conclusion that Campaign 3 is having the lowest number of reach and impressions, while also having a higher amount spent. Therefore, Campaign 3 can be considered for removal due to their low result and cost efficiency.

#3

