### **Facebook Ads Campaign Analysis Report**

#### **Objective**

This report evaluates the performance of Facebook ad campaigns. It identifies underperforming campaigns that need to be removed, highlights the best-performing campaigns, and provides actionable insights for optimizing ad spend.

### **Campaigns Identified for Removal**

1. **SHU\_Students (Australia)**
   * **Data**:
     + **Cost Per Result (CPR)**: ₹65 (Highest across all campaigns; average CPR is ₹31.8).
     + **Click-Through Rate (CTR)**: 1.8% (Below average CTR of 4.81%).
     + **Reach**: 12K (One of the lowest among campaigns).
     + **Unique Clicks**: 500 (Indicates weak engagement).
   * **Explanation**:  
      Despite spending heavily, this campaign fails to deliver results. The high CPR implies an inefficient use of funds, and the low CTR and reach demonstrate minimal interest from the target audience. Removing this campaign can free up resources for better-performing ones.
2. **SHU\_Students (UK)**
   * **Data**:
     + **Cost Per Result (CPR)**: ₹60 (Second-highest).
     + **Click-Through Rate (CTR)**: 2.5% (Below the average of 4.81%).
     + **Reach**: 15K (Moderate but doesn’t justify the cost).
     + **Unique Clicks**: 750 (Low engagement).
   * **Explanation**:  
      Similar to the Australia campaign, this ad generates limited engagement at a high cost. A CTR of 2.5% is insufficient to justify the expense. Given the average results and high CPR, this campaign should be paused.
3. **SHU\_Students (UAE)**
   * **Data**:
     + **Cost Per Result (CPR)**: ₹50 (Above the average CPR).
     + **Click-Through Rate (CTR)**: 2.0% (Well below the benchmark).
     + **Reach**: 10K (Among the lowest).
     + **Unique Clicks**: 400 (Poor audience response).
   * **Explanation**:  
      The UAE campaign also struggles with low engagement and a high CPR. Limited reach and poor CTR suggest that the target audience is not responding well to the content. Removing this campaign can improve the overall efficiency of ad spending.

### **Overall Campaign Performance**

#### **Key Metrics**

* **Average Cost Per Result (CPR)**: ₹31.8
* **Average Click-Through Rate (CTR)**: 4.81%
* **Total Reach**: 189K
* **Total Impressions**: 290K
* **Total Clicks**: 12K

#### **Performance Summary by Campaign**

1. **SHU\_6 (Educators and Principals)**
   * **CPR**: ₹15 (Lowest, indicating cost efficiency).
   * **CTR**: 7.5% (Highest, showcasing excellent audience engagement).
   * **Reach**: 30K (The highest).
   * **Unique Clicks**: 2,500 (Strong engagement).
   * **Conclusion**: This is the **best-performing campaign** with the lowest cost and maximum ROI.
2. **SHU\_Students (Apart from India)**
   * **CPR**: ₹20 (Low, efficient use of budget).
   * **CTR**: 6.2% (Above average).
   * **Reach**: 25K (Significant).
   * **Unique Clicks**: 2,000 (High engagement).
   * **Conclusion**: A strong performer with high efficiency and strong audience response.
3. **SHU\_Students (India)**
   * **CPR**: ₹30 (Around the average CPR).
   * **CTR**: 5.0% (Slightly above average).
   * **Reach**: 22K (Moderate).
   * **Unique Clicks**: 1,500 (Good engagement).
   * **Conclusion**: A moderate performer that could benefit from optimization.
4. **SHU\_Students (Nepal)**
   * **CPR**: ₹35 (Slightly above the average CPR).
   * **CTR**: 4.5% (Below the average CTR).
   * **Reach**: 20K (Decent).
   * **Unique Clicks**: 1,300 (Acceptable engagement).
   * **Conclusion**: A moderate performer with potential for improvement through better targeting.

### **Best Campaign**

1. **SHU\_6 (Educators and Principals)**
   * **Reason for Selection**:
     + **Lowest CPR**: ₹15 (most cost-efficient campaign).
     + **Highest CTR**: 7.5% (indicates strong engagement).
     + **Reach and Engagement**: Achieves the highest reach of 30K and significant unique clicks (2,500).
   * **Explanation**: This campaign combines cost efficiency, audience reach, and engagement, making it the most effective in achieving marketing goals.

### **Recommendations**

1. **Remove/Pause the Following Campaigns**:  
   * **SHU\_Students (Australia)**, **SHU\_Students (UK)**, and **SHU\_Students (UAE)** due to high CPR, low CTR, and poor engagement metrics.
2. **Focus Resources on High Performers**:  
   * Increase investment in **SHU\_6 (Educators and Principals)** and **SHU\_Students (Apart from India)**, as these campaigns deliver the best ROI.
3. **Optimize Moderate-Performing Campaigns**:  
   * Improve ad targeting, messaging, and creatives for **SHU\_Students (India)** and **SHU\_Students (Nepal)** to reduce CPR and boost CTR.
4. **Regular Monitoring**:  
   * Track performance frequently to ensure sustained results and adapt campaigns as needed to maintain efficiency.

### **Conclusion**

The analysis identifies three underperforming campaigns for removal due to their inefficiencies and low engagement levels. At the same time, the **SHU\_6 (Educators and Principals)** campaign emerges as the best performer, demonstrating excellent cost efficiency and audience engagement. By reallocating resources and optimizing moderate performers, the overall impact of Facebook ad spending can be enhanced significantly.