



Recommendation to Discontinue SuperheroU Campaigns

- Data Visualization Internship

Our Team

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About SuperheroU



- ☐ Innovative catalyst in solving real world problems
- ☐ Design of a “Superhero”
- ☐ Creative Thinking
- ☐ Innovation
- ☐ Entrepreneurship

Themes of SuperheroU

These goals can be broadly categorized into 5 themes:



Facebook Advertisements

- Facebook (Now Meta) has robust user's data
- Market Segmentation
- Low cost campaigns for creating awareness and generating leads.
- Engaging audience on Facebook Page (Facebook page is mandatory for creating ads)



Types of Ads



Lead Generation Example

Mi India 15 July at 14:21 · 🌐


I lilac you.
Captured on the Xiaomi 12 Pro | India's only
50MP + 50MP + 50MP Flagship Camera Setup.
#ShotOnXiaomi #TheShowstopper
#EveryShotIsAPerfectShot




332 Likes · 21 comments

Mi India 22 July at 19:53 · 🌐

Thank God It's Friday- and we'll do you one better, meet the only after-party guest you'll be grateful for!
The all-new #XiaomiRobotVacuumMop2Pro is now available for you to pre-order.
Avail now at a special launch price of ₹25,999 only:
bit.ly/RVC2Pro



86 Likes · 10 comments

 Souvik Mandal
MI India is horrible in customer service and instillation support



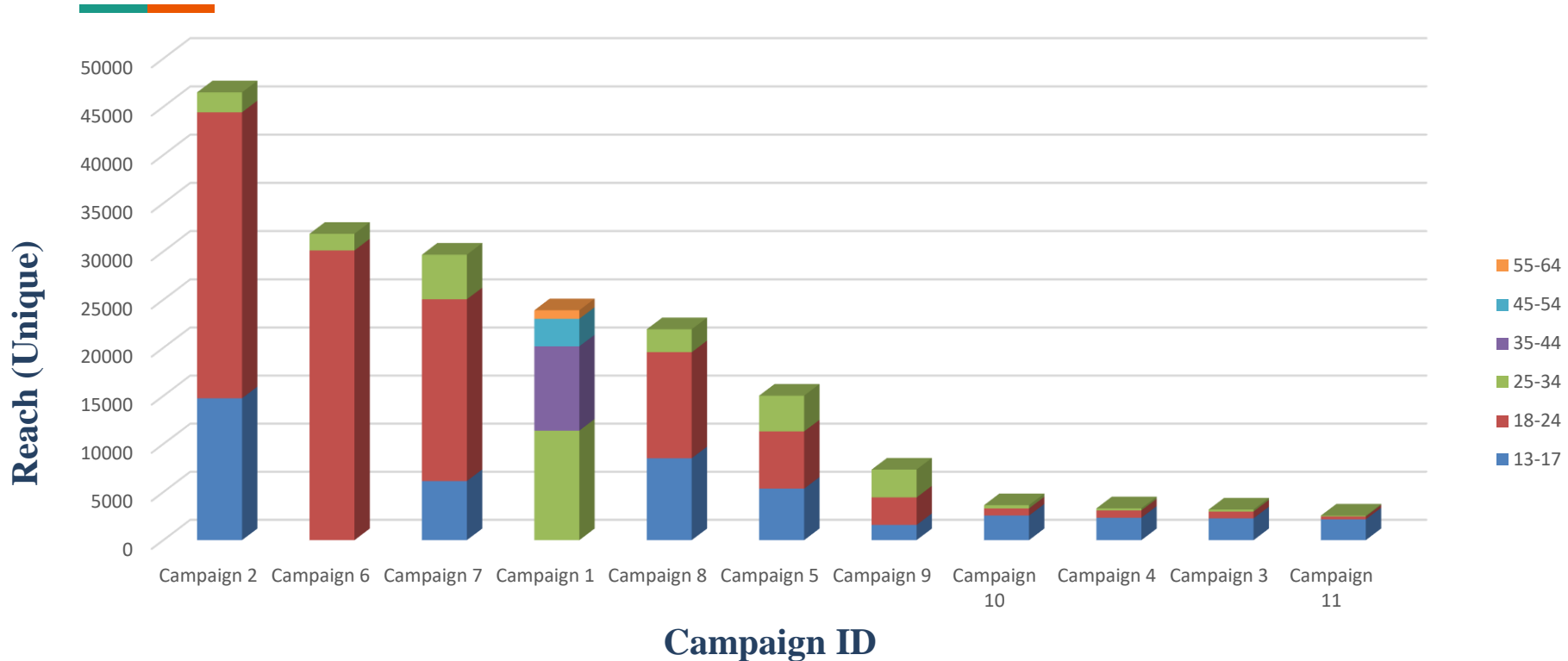
Overview of Superhero U Campaigns

- 11 Ad Campaigns on Facebook
- 13 Countries
- Age groups from 13-17 to 55-64
- Target Audience : Educators, Principals & Students
- Ad Analysis such as Reach, Impressions, Clicks, Cost, etc.

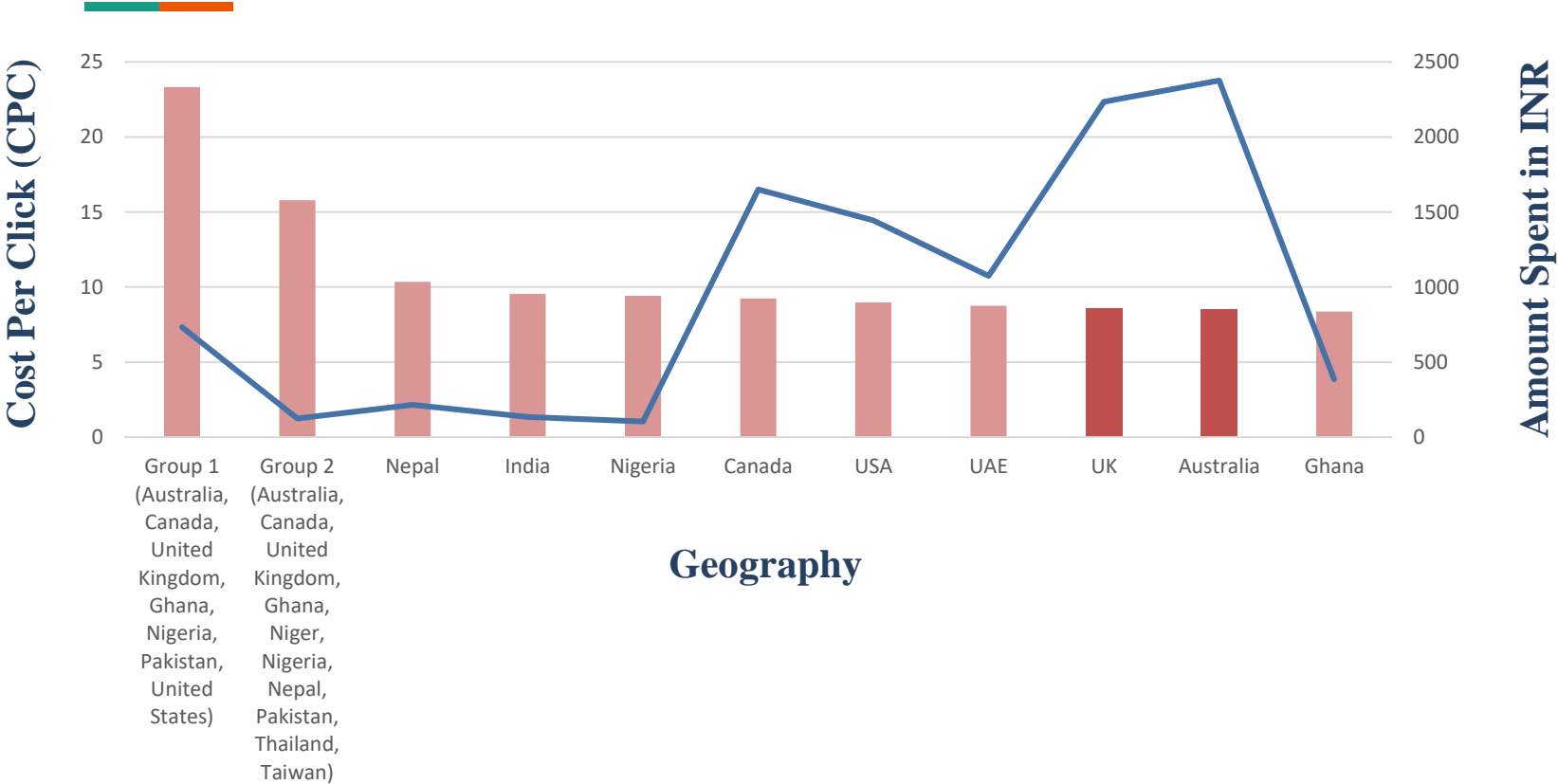


Analysis of Marketing Data

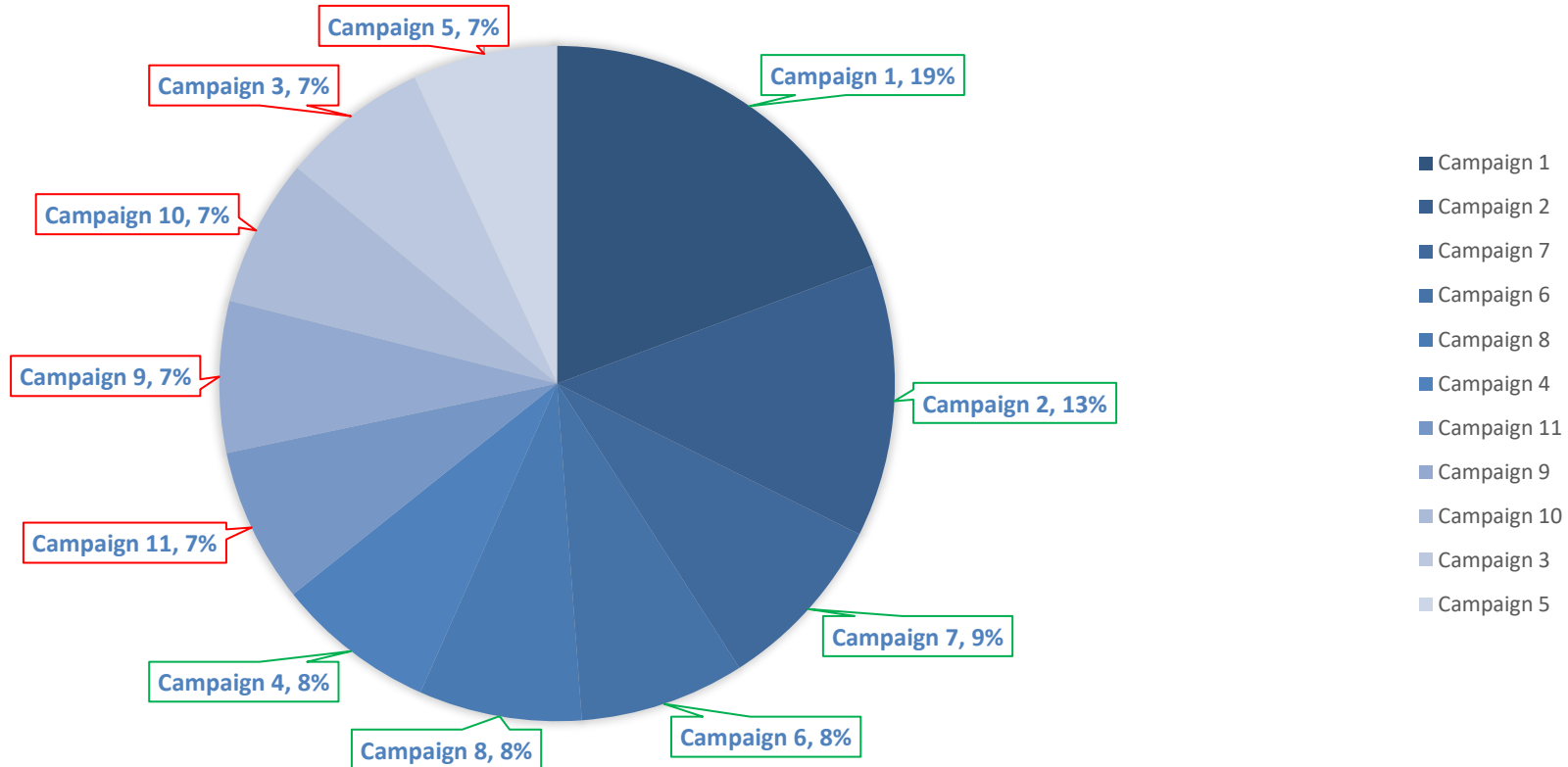
Individual Campaign Reach for Every Age Group



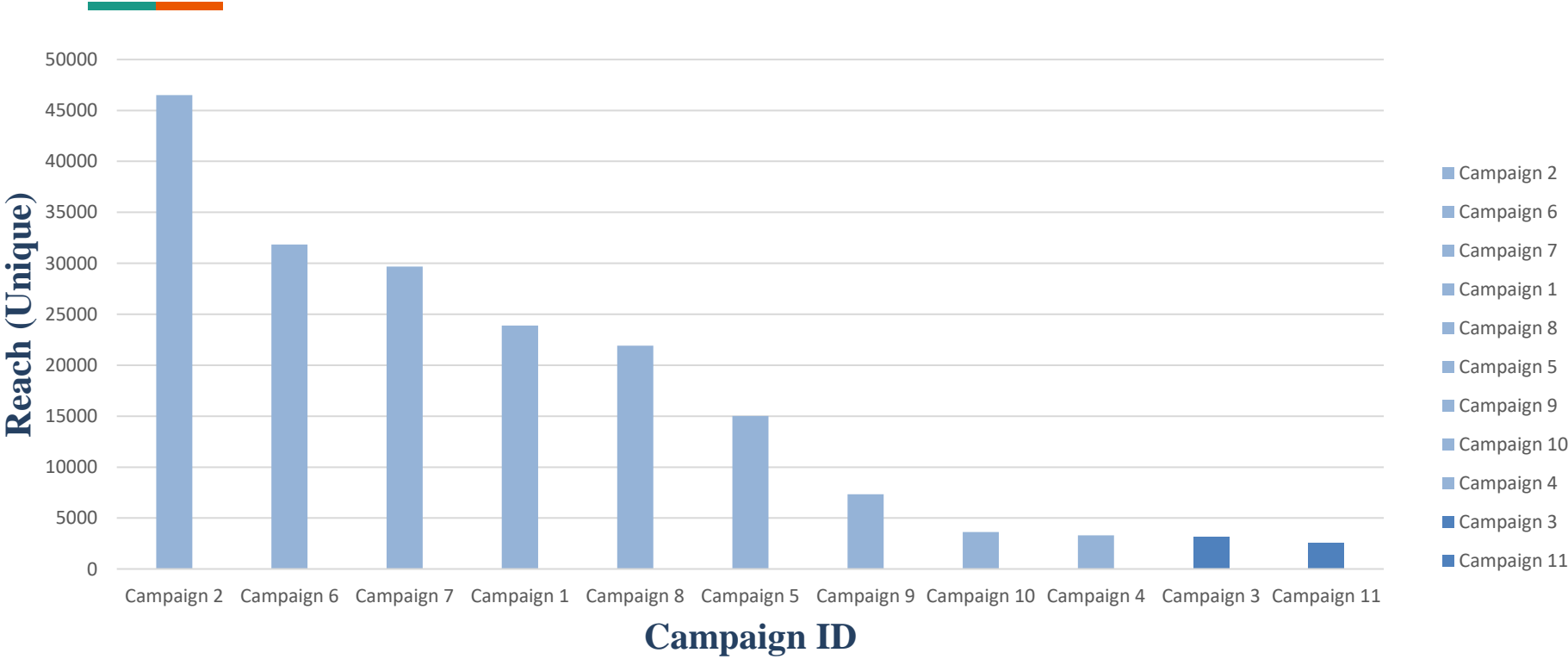
Amount Spent for Every Campaign Location



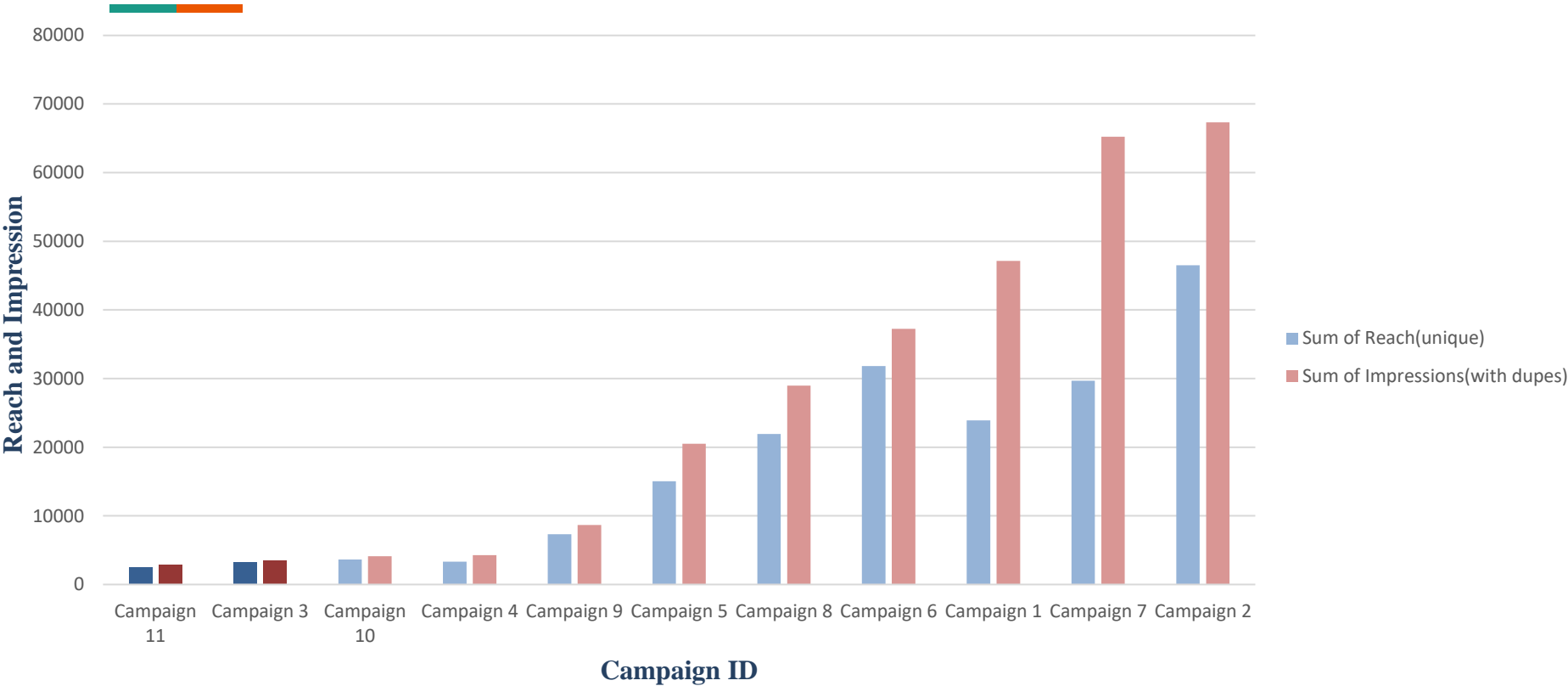
Campaign Cost



Reach of Each Campaign



Reach vs Impression by Campaign ID





Inference

- Campaign 3, 11: Cheaper, but lower reach and impressions
- Campaign 3, 11: cost per click rate is very high
- Campaign 3, 11 : Least Reach and Impressions
- Common Underperformers : Campaign 3 and 11
- Most Frequented Age Group : 18 - 24 years
- Most Expensive Region (Gross Spend) : Nepal



Conclusion

- Discontinuing of Campaigns 3 and 11
- To increase the reach of advertisements we came with a new or emerging idea that is to tie up with colleges and state governments to promote competition



THANK YOU