



ADVERTISEMENT CAMPAIGN PERFORMANCE REPORT

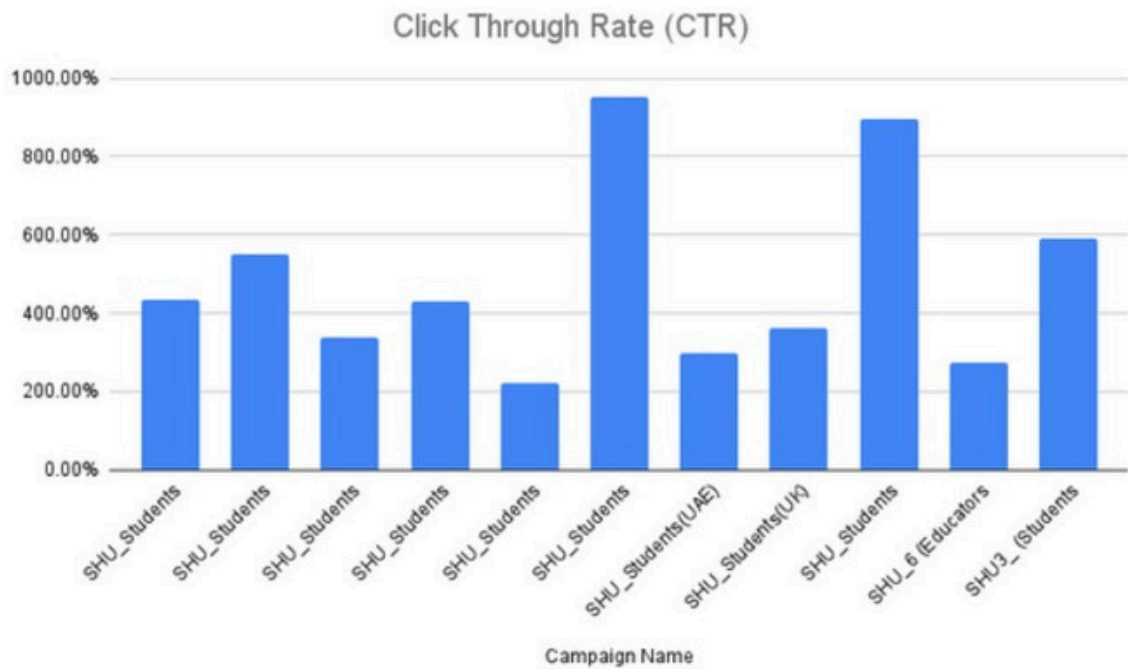
“Evaluating Campaign Effectiveness for GlobalShala.”

INTRODUCTION

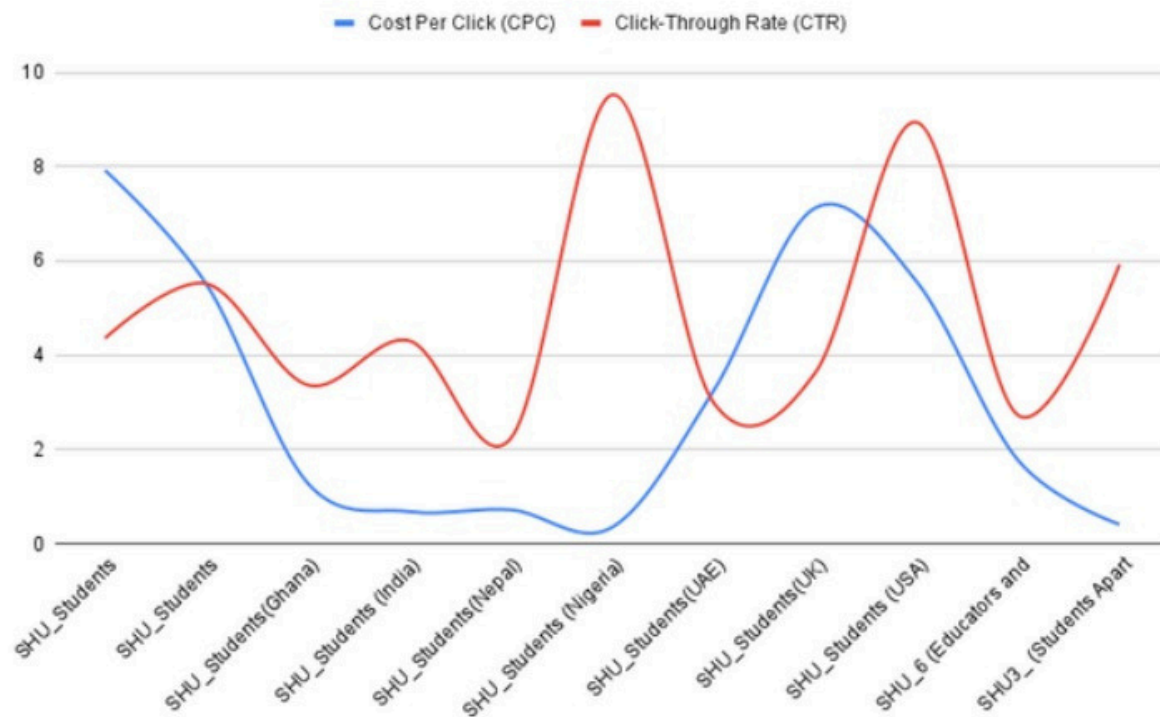
The Purpose of this analysis is to evaluate the performance of various facebook advertising campaigns for the company Globalshala through key metrics and provide a recommendation for discontinuation of underperforming campaigns. The analysis is based on visualizations created using Excel, examining metrics such as Cost Per Click (CPC), Click Through Rate (CTR)



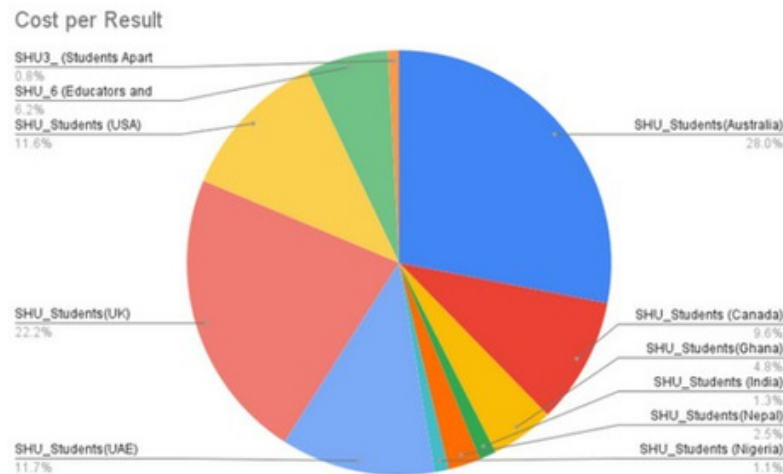
**PRESENTED BY,
TEAM 13**



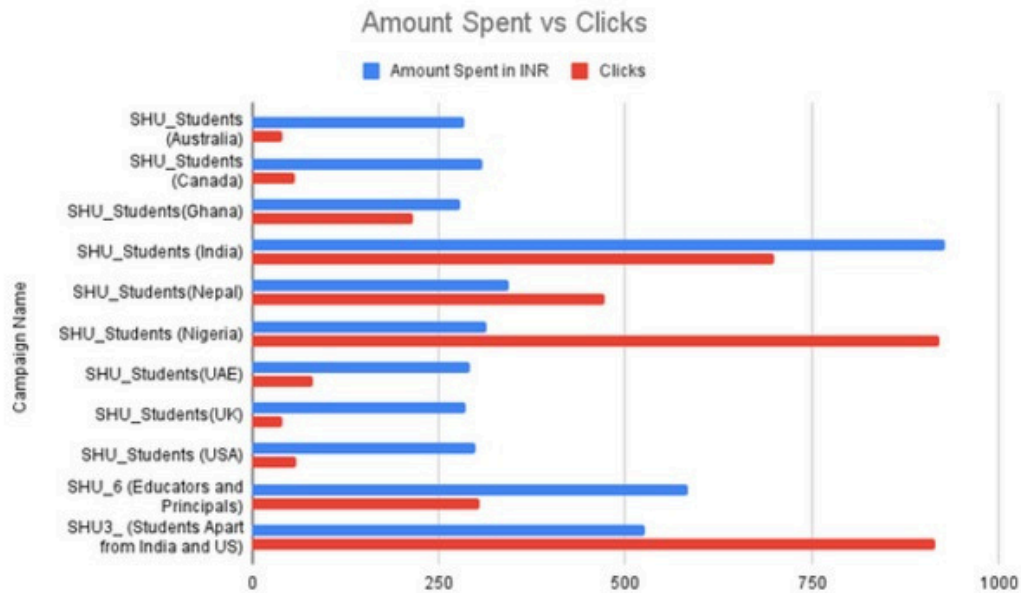
Campaigns with lower CTR indicate less engagement. Based on the above chart, except for **Nigeria** and **USA**, all other campaigns show lower CTR, highlighting the need for improvement.



Ads with a high CPC and a low CTR may not be performing effectively, as they are costing more per click while attracting fewer clicks. From the above line graph, the campaigns **Australia, UAE and UK** fall into this category



The above pie chart highlights the Cost per Result (CPR) across all campaigns. Notably **Australia** and **UK** have the highest CPRs, suggesting these campaigns are less cost-efficient compared to others.



The horizontal bar chart compares the amount spent on ads versus the number of clicks received. The data shows that **Australia, Canada, UAE, UK, and USA** have high amounts spent but relatively fewer clicks. This indicates that these campaigns may not be delivering optimal value for the budget spent

SUMMARY

SHU_Students(Australia):

1. Cost Per Click (CPC): SHU_Students(Australia) stands out with a remarkably high CPC of 7.92 INR, which is significantly higher than other campaigns. This high cost is not supported by engagement metrics.

2. Clicks : The SHU_Students(Australia) recorded only 39.67 clicks, indicating poor engagement despite a reasonable number of impressions(1,190.67).

3. Inefficiency : The Combination of high CPC and low performance clearly demonstrates that the SHU_Students(Australia) is not justifying its budget allocation, making it a prime candidate for discontinuation.

In Comparison to :

SHU_Students (UAE) : Although it has a high CPC of 9.68 INR but it achieved 80.67 clicks, indicating better engagement and a more favourable cost-per-result ratio.

SHU_Students (UK) : It exhibits a high CPC at 18.32 INR with 40.33 clicks. While it shares some characteristics with the SHU_Students(Australia), its performance is not as extreme, suggesting potential for improvement.

CONCLUSION

After analyzing the performance metrics of the ad campaigns, the SHU_Students(Australia) has emerged as a prime candidate for discontinuation due to its high CPC and low enagement. In contrast, campaigns like SHU_Students (UAE) and SHU_Students (UK), while exhibiting some challenges, show potential for improvement and better performance with strategic adjustments rather than immediate discontinuation