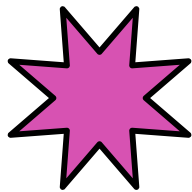
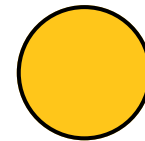


# SUPERHERO U FACEBOOK AD CAMPAIGN ANALYSIS



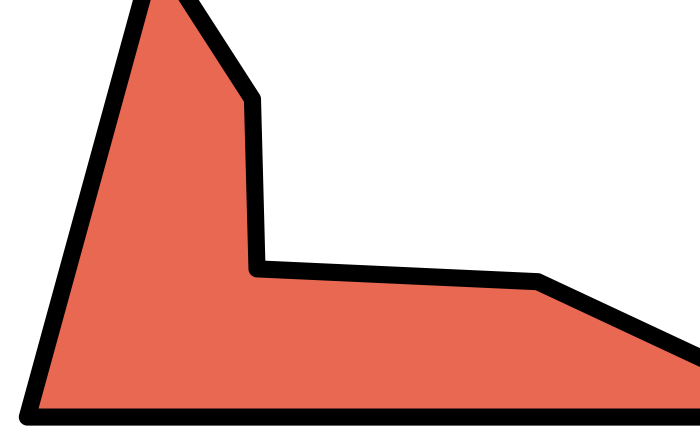
Recommendations for Cost  
Optimization



Presented by: Maryam Farhan, Nahian Tasnim, Nidhi Ranjan, Onyinyechukwu Eze, Poornima  
Anamaneni Sayeeswaran, Riya S, Shriya Singh



# TEAM INTRODUCTION



**Shriya Singh**

Team Lead

**Onyinyechukwu  
Eze**

Project Scribe

**Poornima Anamaneni  
Sayeeswaran**

Project Manager

**Riya S**

Project Scribe

**Nidhi Ranjan**

Project Lead

**Nahian Tasnim**

Project Scribe

**Maryam Farhan**

Project Lead



# OBJECTIVES

## Campaign Analysis

Analyze Facebook ad campaign data to identify at least one campaign for discontinuation.

## Data Visualization

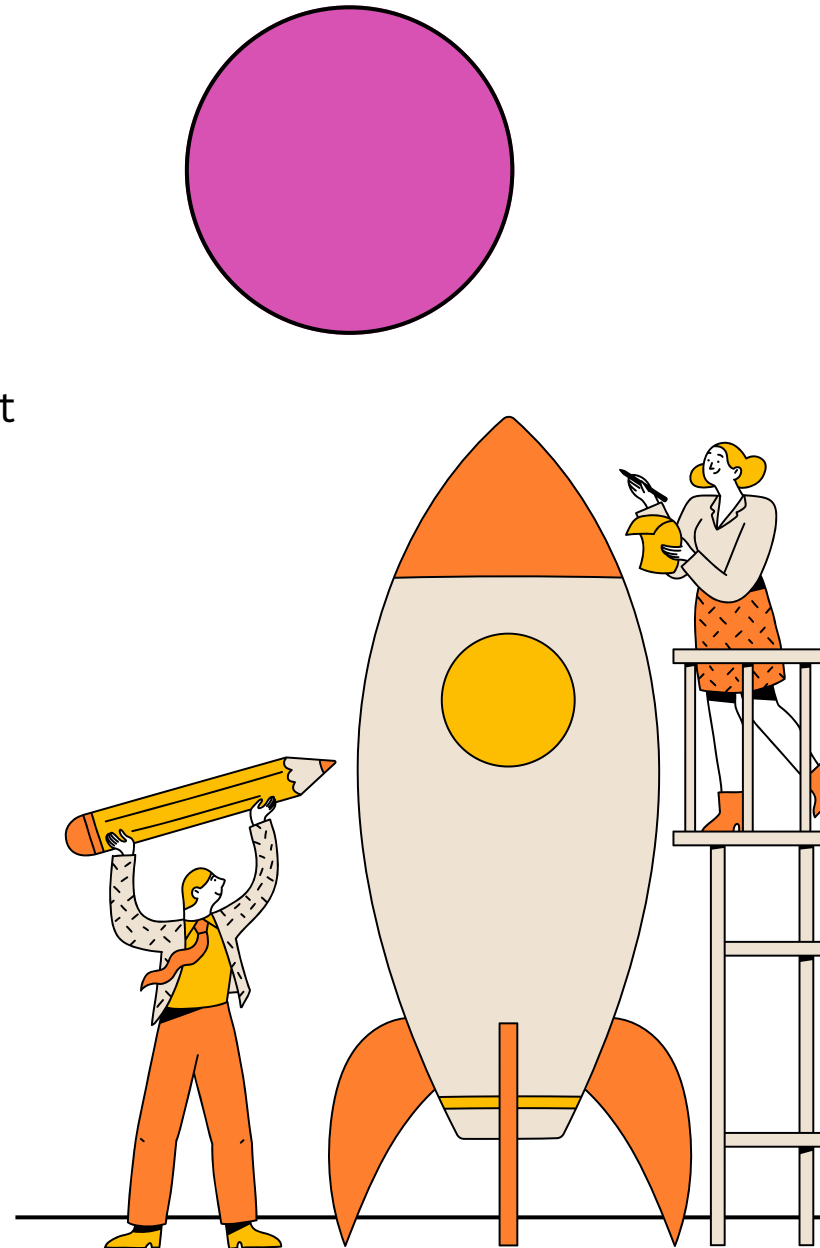
Provide clear, polished visualizations to support our recommendations.

## Presentation Delivery

Deliver a comprehensive and engaging final presentation.

## Optimization Strategy

Suggest actionable steps to enhance future ad campaign effectiveness.



# WHAT IS SUPERHERO U?

- Overview: A global competition by GlobalShala fostering innovation and creativity in youth.
- Mission: Inspired by the UN's mission to promote prosperity and protect the planet.
- Goal: Empower students to solve social issues using their skills and creativity.
- Categories: High school and college students.
- Timeline: August 2020 - April 2021 (Preliminary, Semi-final, Final rounds)



## What are Facebook Ads?

Digital advertisements on Facebook, designed to reach target audiences using data-driven insights.

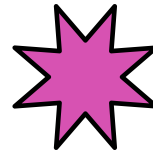
## Why Use Facebook Ads?

Cost-effective, measurable results, and highly targeted marketing.

## Key Metrics

Impressions, Click-Through Rate (CTR), Conversion Rate, and Return on Ad Spend (ROAS).

# UNDERSTANDING FACEBOOK ADS



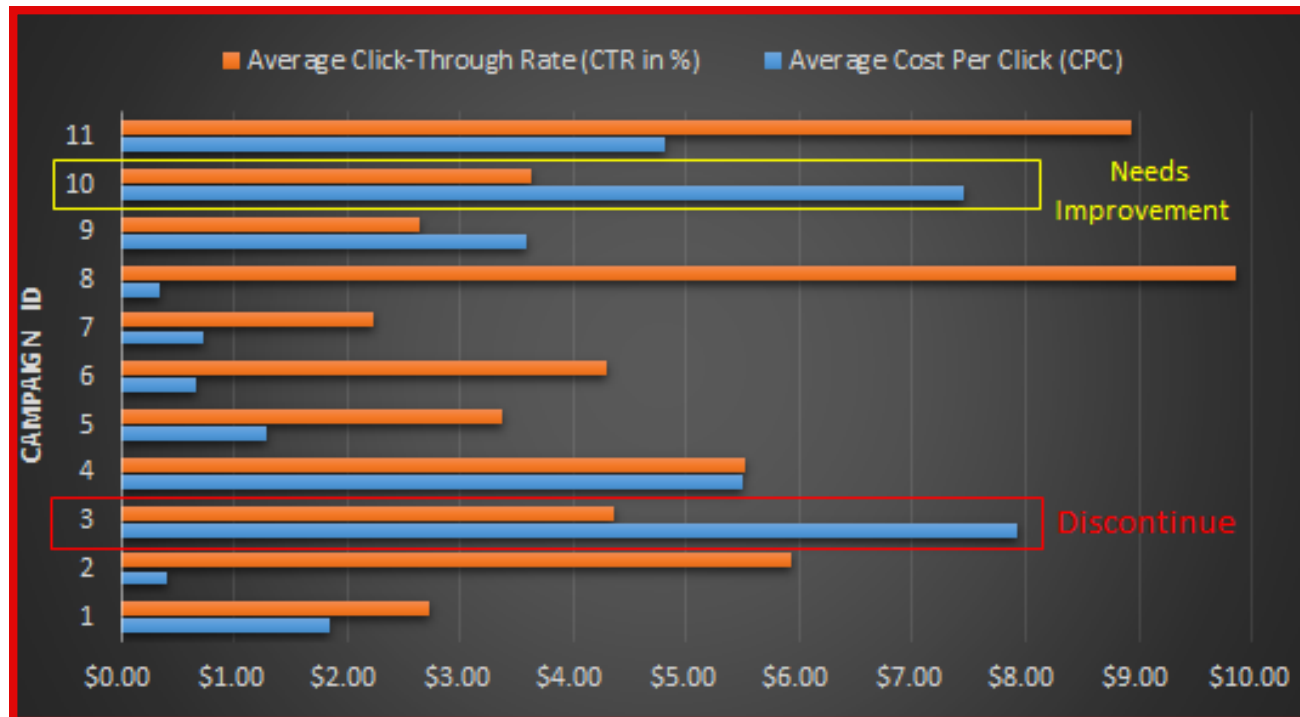
# Recommendation for Campaign Discontinuation

## (CPC VS CTR)

**Bar Chart:** Displays the comparative analysis of Cost per Click(CPC) and Click through Rate(CTR)

**Performance Indicator:** High CPC and low CTR showcase poor audience engagement

- **Campaign 3:** Highest CPC, average CTR (**Discontinue**)
- **Campaign 10:** High CPC, average CTR (**Needs Improvement**)



# Recommendation for Campaign Discontinuation

**Column Chart** : Displays unique clicks across all Campaigns, indicating audience engagement.

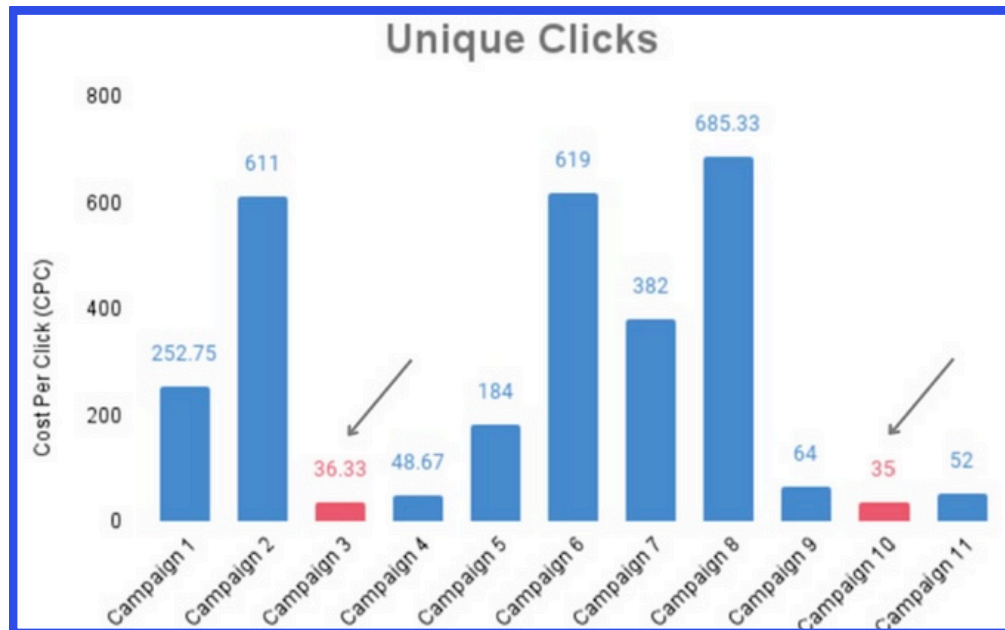
## Last Unique Clicks

**Campaign 3 (SHU\_Students - Australia )** : 36.33 unique clicks.

**Campaign 10 (SHU\_Students - UK )** : 35 Unique Clicks.

## Concerns

Low Unique Clicks for **Campaign 3** and **10** suggest ineffective audience reach.  
Need for optimization or possible discontinuation based on cost efficiency analysis.



# Recommendation for Campaign Discontinuation

## (CTR vs. CPR)

### 1. Overview

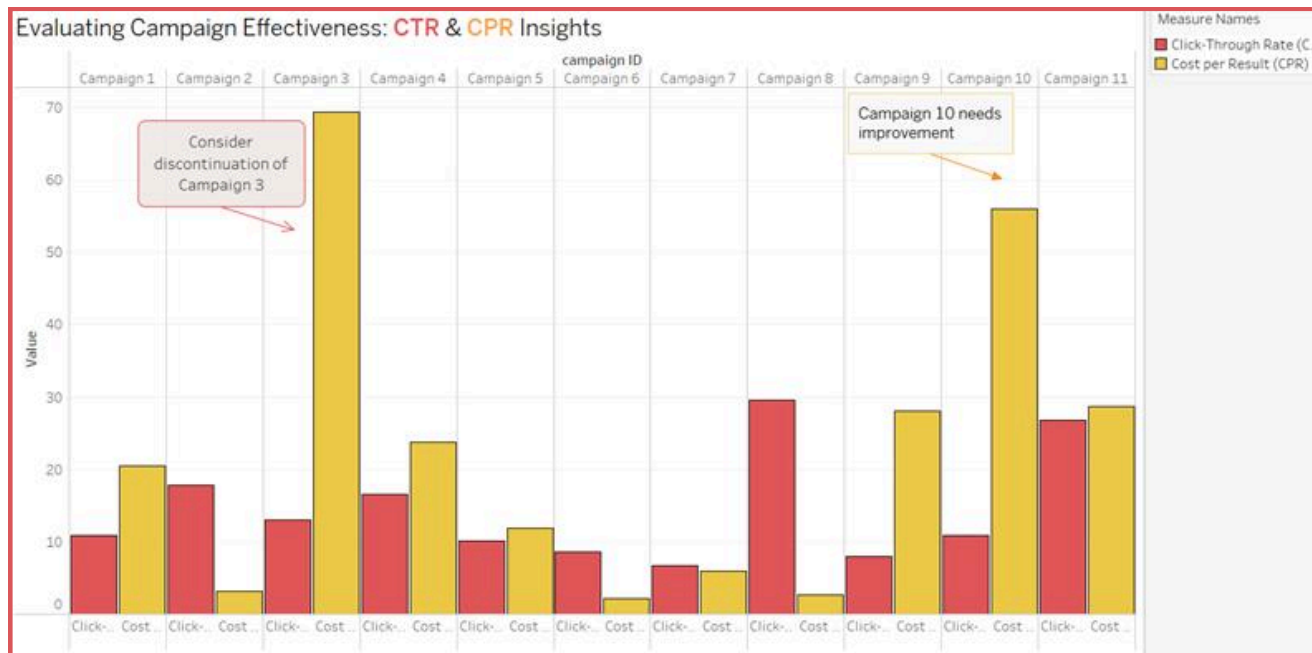
- Bar charts used to compare CPR and CTR across campaigns.
- Identified underperforming and high-potential campaigns.

### 2. Key Findings

- **Campaign 3:** High CPR, low CTR → Consider discontinuation to optimize ad spend.
- **Campaign 10:** Moderate CTR, high CPR → Needs improvement through targeting, ad creatives, or bidding strategy.

### 3. Next Steps

- **Campaign 3:** Assess audience/ad alignment; reallocate budget if needed.
- **Campaign 10:** A/B test creatives, optimize bidding, and improve landing page experience.





# Recommendation for Campaign Discontinuation

## 1. Overview

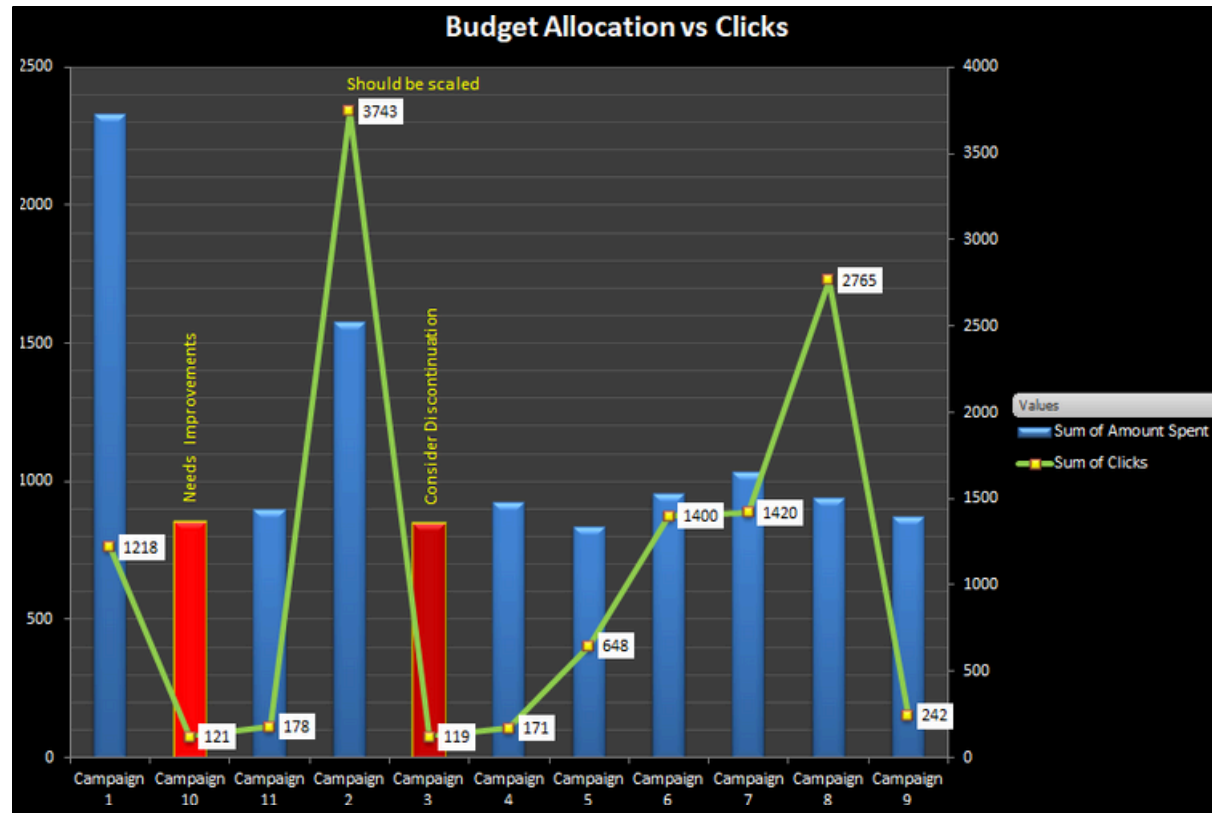
- Combination Chart
- represents the relationship between Budget Allocation (Amount Spent) and Clicks across different Campaign IDs

## 2. Key Findings

- **Campaign 3:** High amount spent, but only 119 clicks
- **Campaign 10:** High spend, only 121 clicks

## 3. Conclusion

- **Campaign 3** and **Campaign 10** exhibit poor performance - high expenditure with very low engagement
- Discontinue or rework Campaign 3 and Campaign 10



# Recommendation for Campaign Discontinuation

## Elevating the campaign ID with the highest click-through rate (CTR)

Best Practice Applied:

Colour Emphasis: High-performing campaigns are highlighted in blue, and low-performing ones in red.

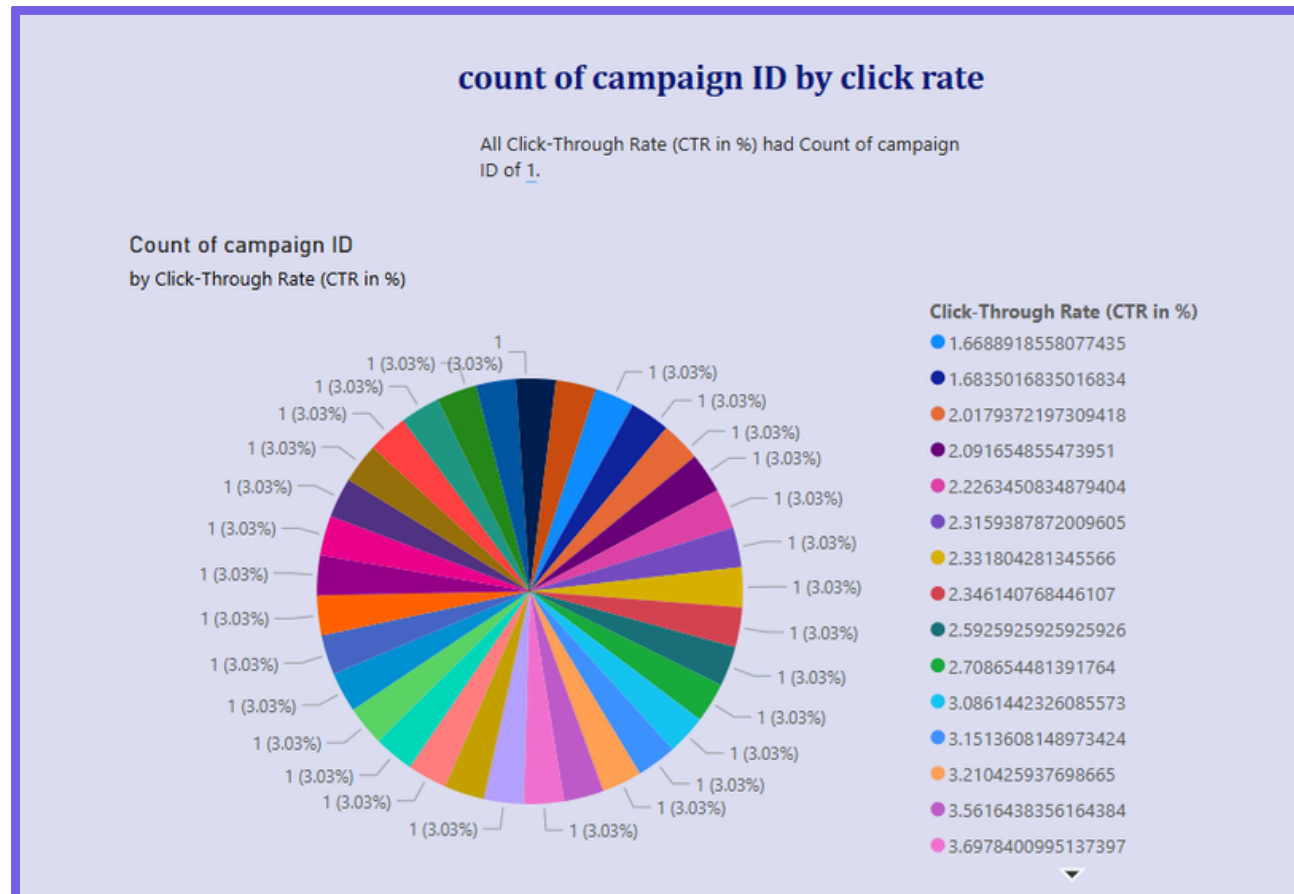
Blue = High CTR, Red = Low CTR.

Annotations: Explain why high-CTR campaigns should have a bigger budget.

Direct Labels: CTR % is displayed.

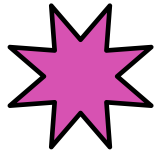
Reference Line: Shows average CTR to provide context

By reallocating the budget to the best-performing campaign, the marketing team can increase ad effectiveness while eliminating low-impact spending





# CONCLUSION



## Campaign 3 Performance

Campaign 3 showed high Cost Per Result (CPR) and low Click-Through Rate (CTR), indicating poor engagement and inefficiency. The high costs suggest that the campaign is not delivering sufficient value relative to its expenses.

## Recommendation for Campaign 3

Due to its underperformance, discontinuation is recommended unless major adjustments can significantly improve efficiency. Reallocating the budget to better-performing campaigns could yield higher returns.

## Campaign 10 Performance

Campaign 10 had moderate CTR but a relatively high CPR, showing that while engagement exists, the cost of achieving results is still high. This suggests room for optimization rather than discontinuation.

## Next Steps for Optimization

To improve Campaign 10, targeting strategies, ad creatives, and bidding approaches should be refined. A/B testing different messages and placements, along with landing page enhancements, can help drive better engagement at a lower cost.