

GLOBALSHALA

MARKET CAMPAIGN AD ANALYSIS

PRESENTATION BY :
TEAM 15 EXCELERATE
INTERNSHIP

Meet the Professional Team



Kimaya
Team Lead



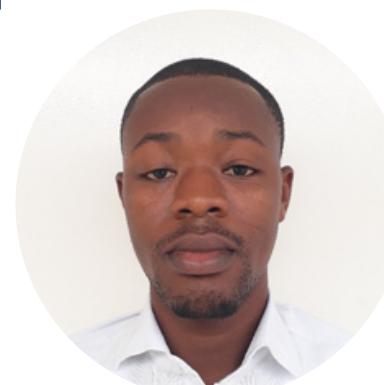
Anita
Project Scribe



Kabeerat
Project Lead



Akshitha
Project Manager



Williams
Project Scribe

Team 15 is composed of:

1. Kimaya Malekar - Team Lead
2. Akshitha Bannan Vojjolla - Project Manager
3. Anita Adams - Project Scribe
4. Kabeerat Balogun - Project Lead
5. Williams Sunday - Project Scribe

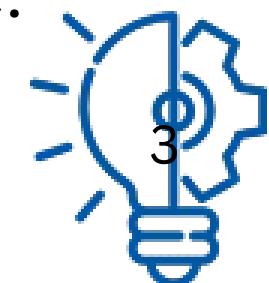


SuperHero U

Event

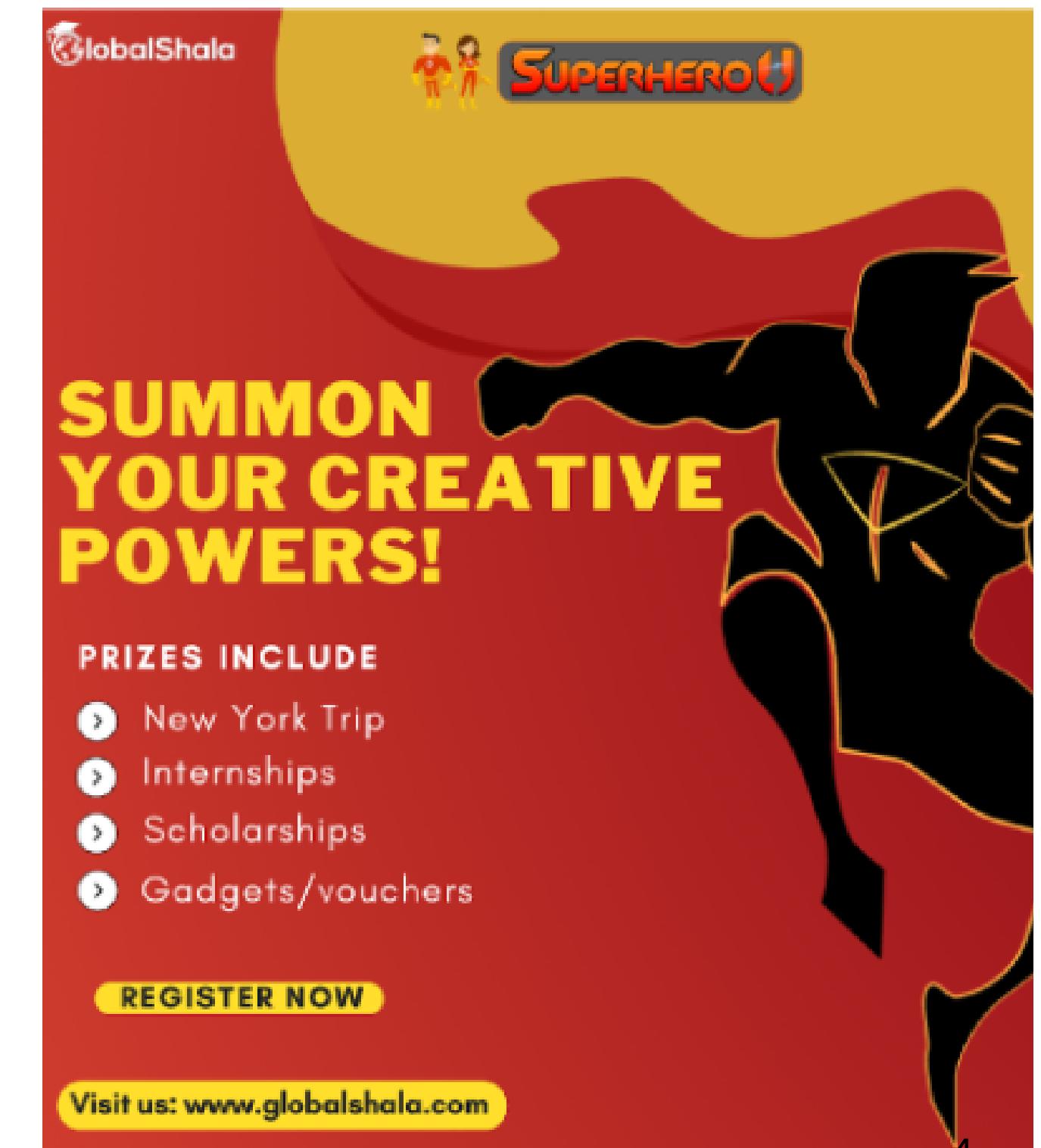


The "Superhero U" competition, launched by edtech venture GlobalShala in 2020, invited individuals to create original superheroes addressing global challenges aligned with the United Nations' Sustainable Development Goals (SDGs). Participants could submit stories, illustrations, photo collages, or movies showcasing their superhero's mission to tackle issues related to People, Prosperity, Planet, Partnerships, and Peace. Superhero U's mission is to Imagine, Innovate, Illustrate and Inspire.



SuperHero U Event

The competition was open to two categories: Junior (up to 18 years) and Senior (18 to 25 years), allowing both individual and group submissions. Winners were awarded prizes totaling \$90,000, including scholarships, internship opportunities, gift cards, and electronic gadgets.



facebook Ads

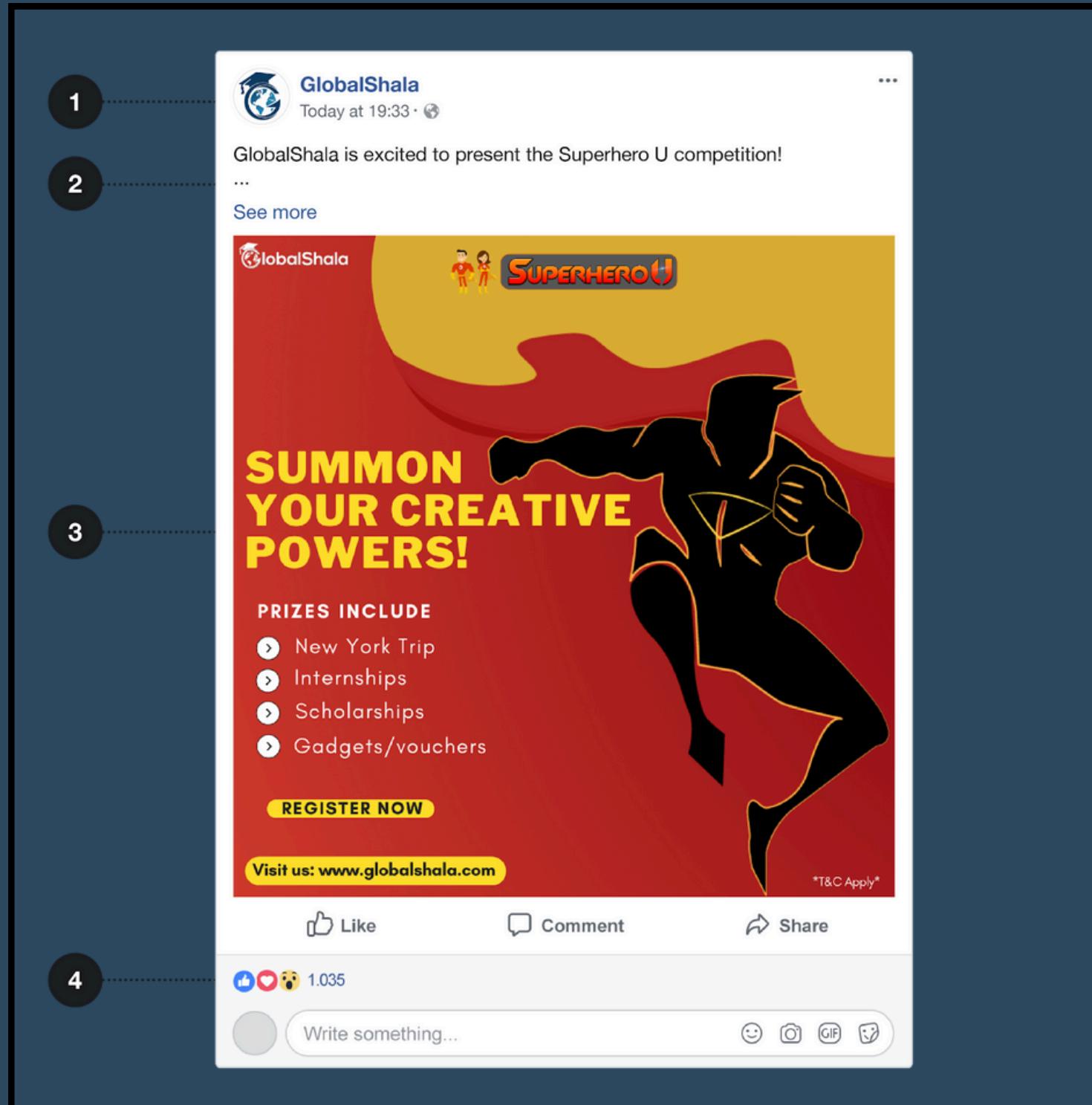
Facebook is a social networking platform that allows users to connect with one another and share text, photos, and videos. Individuals and businesses can create accounts and set up profile pages for free, however, Facebook contains ads that help pay for the service.

Globalshala utilized Facebook ads to launch campaigns about the superhero U event targeted at audiences in different regions, to create more engagement.



Globalshala's FACEBOOK Ad

"Link Click"



Parts of Link Click ad:

1. Profile Picture and Name
2. Descriptive Text
3. Image - links to the website
4. Like, Comment, and Share links

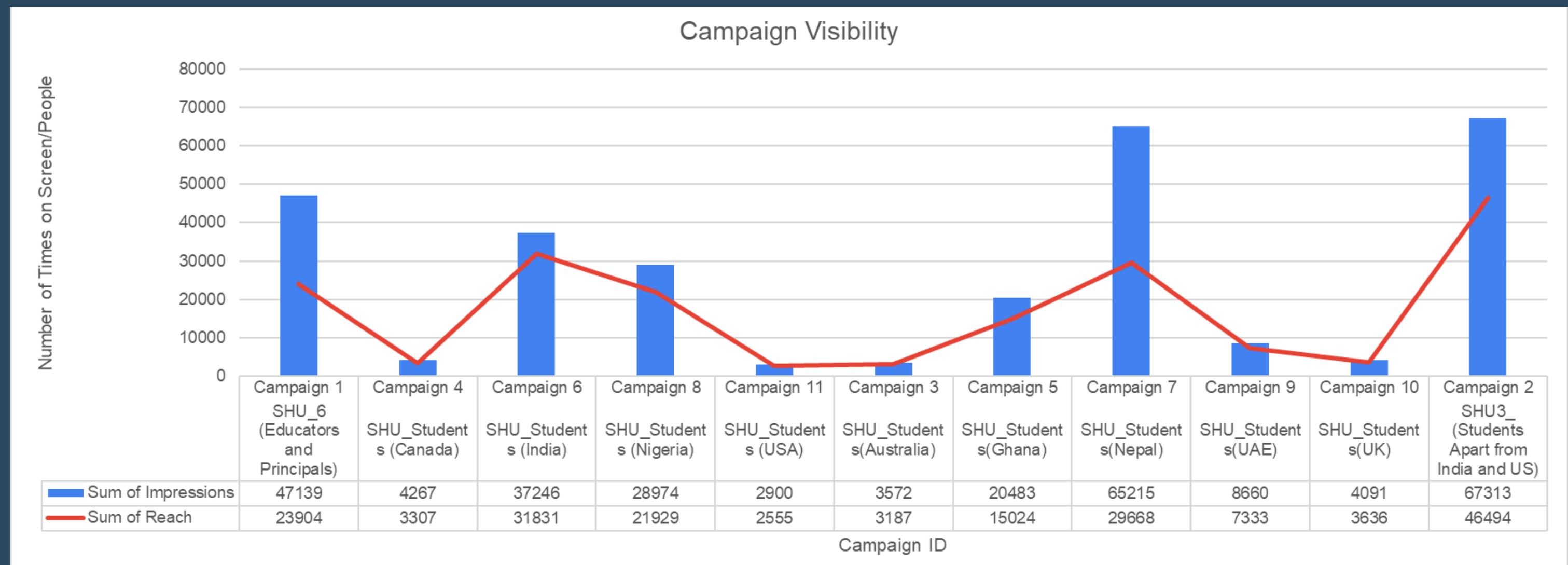
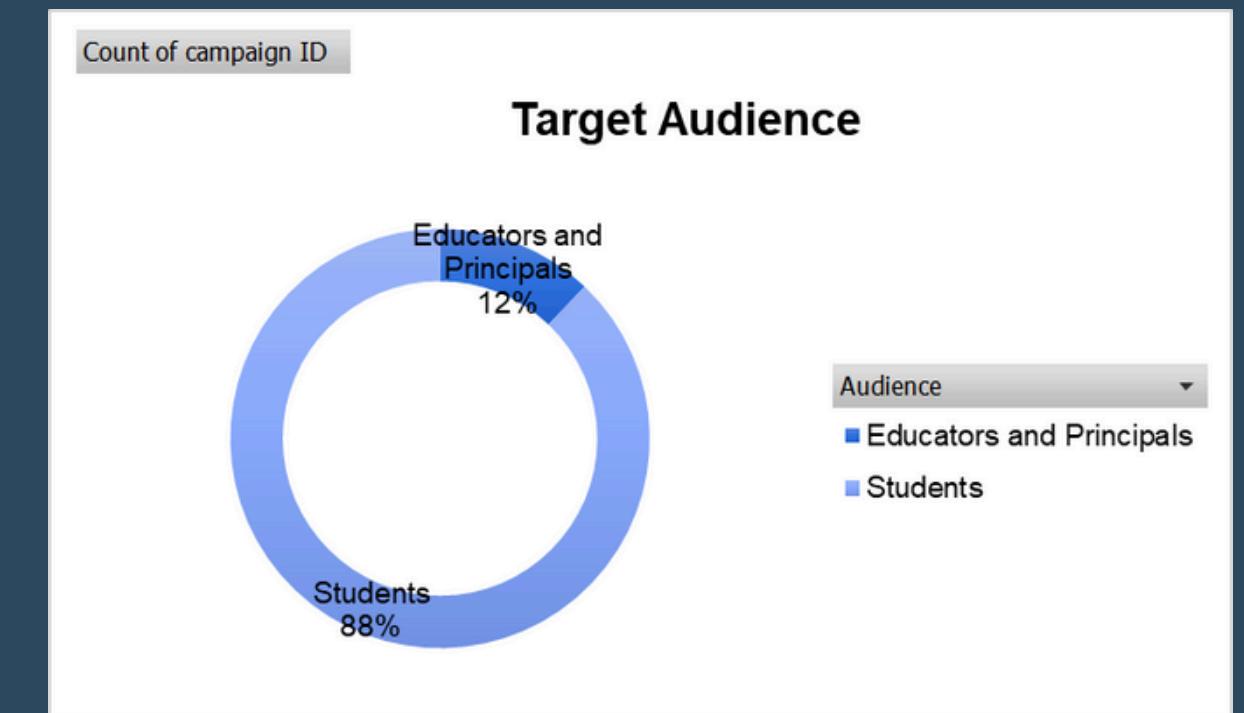
An overview of all of the Superhero U ad campaigns run by the Marketing team

Campaign ID	Campaign Name	Audience	Age Group	Geography	Reach	Impressions	CTR (%)	Amount Spent (INR)	CPR (INR)
Campaign1	SHU_6 (Educators and Principals)	Educators & principals	25–64	Group 1: Australia, UK, etc.	23,904	47,139	5.32	2333.33	₹ 0.10
Campaign2	SHU3_ (Students Apart from India & US)	Students	13–34	Group 2: Australia, UK, etc.	46,494	67,313	6.24	1780.00	₹ 0.04
Campaign3	SHU_Students (India)	Students	18–34	India	31,831	37,246	5.89	1200.00	₹ 0.04
Campaign4	SHU_Students (Nepal)	Students	13–34	Nepal	29,668	65,215	5.45	1450.00	₹ 0.05
Campaign5	SHU_Students (Nigeria)	Students	13–34	Nigeria	21,929	28,974	9.85	1000.00	₹ 0.05
Campaign6	SHU_Students (USA)	Students	13–34	USA	2,555	2,900	8.93	850.00	₹ 0.33
Campaign7	SHU_Students (UK)	Students	13–34	UK	3,636	4,091	7.56	900.00	₹ 0.25
Campaign8	SHU_Students (Canada)	Students	13–34	Canada	3,307	4,267	6.89	880.00	₹ 0.27
Campaign9	SHU_Students (UAE)	Students	13–34	UAE	7,333	8,660	6.12	1050.00	₹ 0.14
Campaign10	SHU_Students (Australia)	Students	13–34	Australia	3,187	3,572	5.97	920.00	₹ 0.29
Campaign11	SHU_Students (Ghana)	Students	13–34	Ghana	15,024	20,483	6.75	1200.00	₹ 0.08

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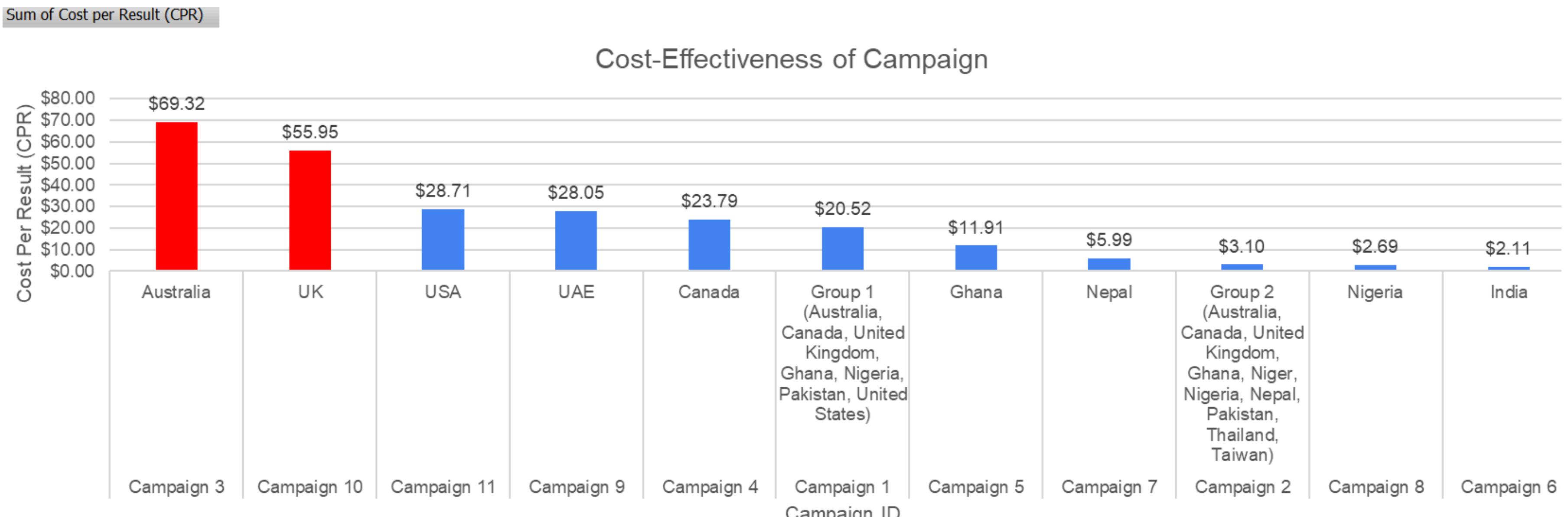
Highlights - Top 2 Leaders

- *Reach:* SHU3_ (46,494) and SHU_Students (India) (31,831)
- *Impression:* SHU3_ (Students Apart from India & US) - 67,313 and SHU_Students (Nepal) - 65,215
- *Cost:* Highest Spend: SHU_6 (Educators and Principals) - ₹2,333.33 and SHU3_ (Students Apart from India & US) - ₹1,579.02



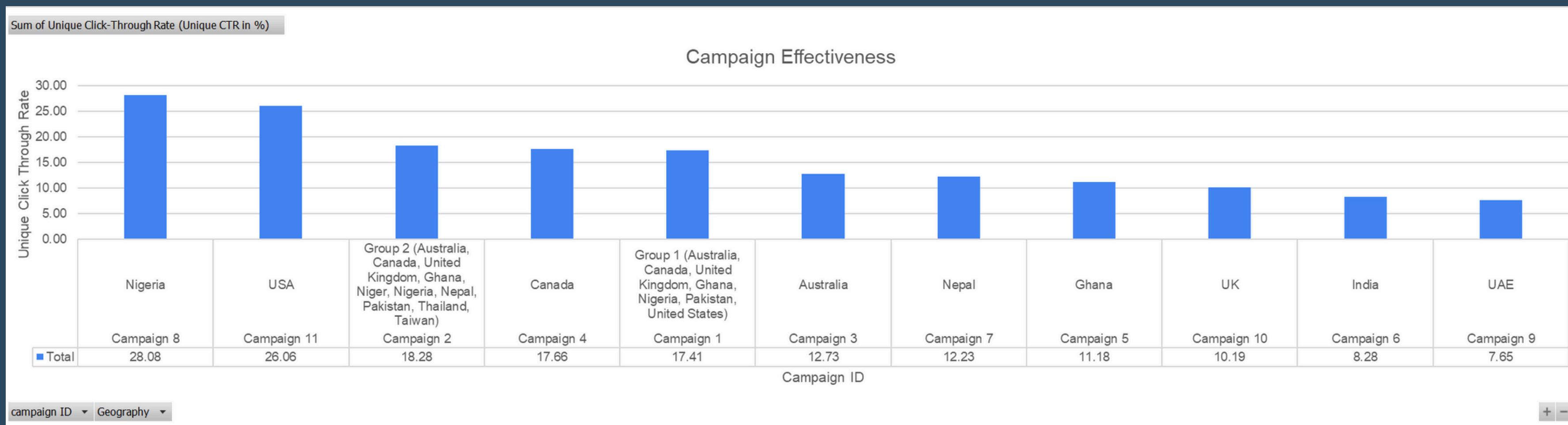
Discontinue what Campaign Ad?

- Analyzed CPR against campaign ads to identify cost-effectiveness (Campaign 5 in India is the most cost-effective).
- Focused on campaigns with the highest CPR for cost-cutting.
- The team recommends discontinuing Campaigns 3 and 10 to optimize expenses.



Discontinue what Campaign AD? contd...

- Analyzed against unique link click through rate (unique CTR)
- Focused on the most effective campaigns resulting in website link click
- Campaigns 3 and 10 (recommended to discontinue) are not even in the top 5 effective campaigns
- Campaign 8 (Nigeria) is the most effective.



Comparison

- Compared Campaigns 3, 10, and 5 based on spend, unique CTR, and CPR.
- Campaign 5 demonstrated higher efficiency with lower spend and better results.

Campaign 3



Campaign 10

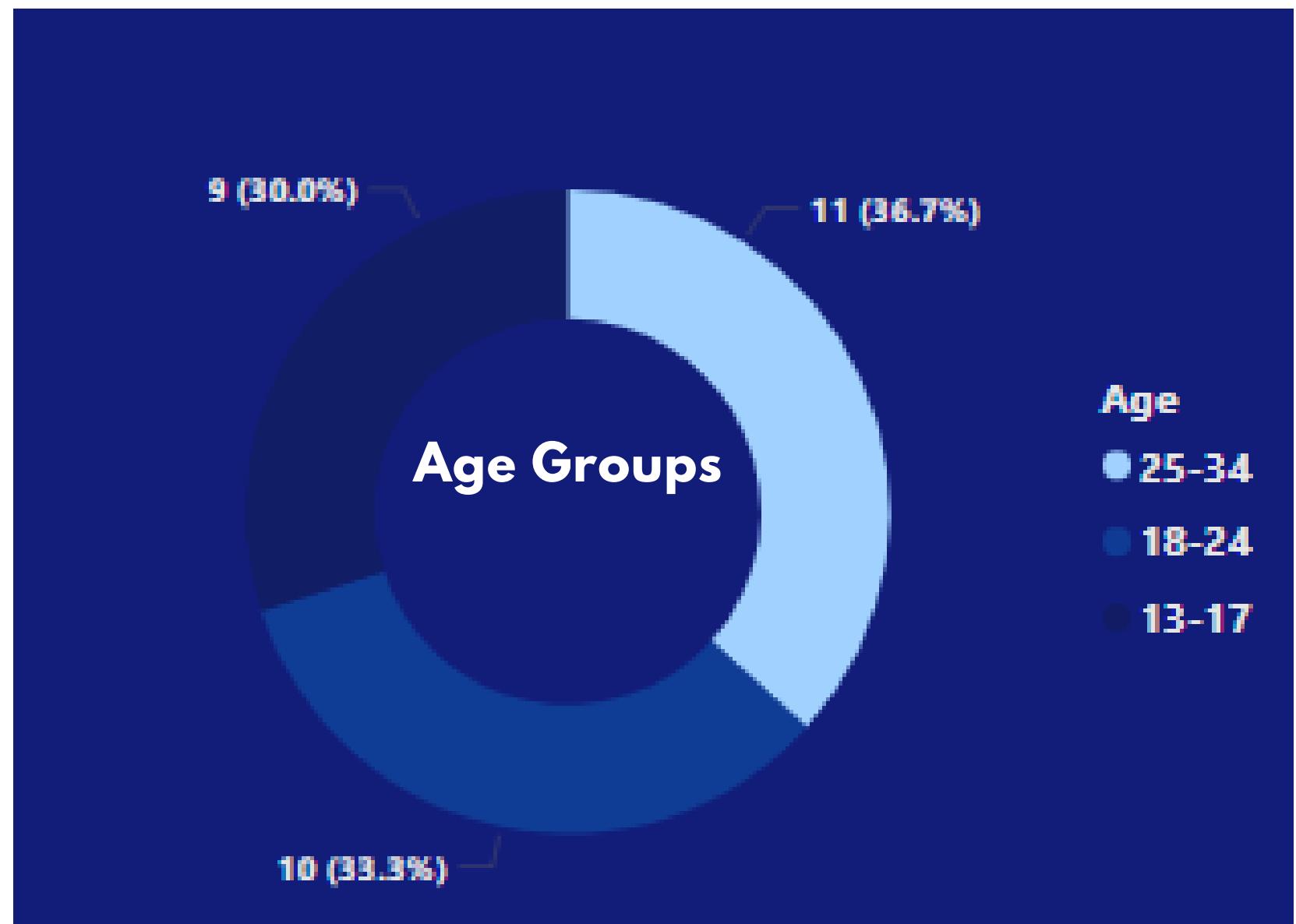


Campaign 5



Demographic

- Top 3 audience age groups: 25-34, 18-24, and 13-17.
- Majority of the audience (25-34) makes up the largest segment.
- Younger audiences (18-24 and 13-17) forms less portions.
- This should guide campaign targeted strategies.



Conclusion

- There are eleven campaigns in total. The least cost-effective campaigns to cease are SHU_Students (Australia)/Campaign 3, and SHU_Students UK/Campaign 10.
- The reason for this is the criteria: cost per result (CPR).
- Campaigns with high CPR are less cost-effective as they require more money to generate results. There is significant disparity between other efforts and campaigns 3&10. Campaigns 3&10 have much greater CPR compared to others.

Thank you!

