

GLOBALSHALA

MARKET CAMPAIGN AD ANALYSIS

**PRESENTATION BY :
TEAM 15 EXCELERATE
INTERNSHIP**

Meet the Team

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



Kimaya
Team Lead



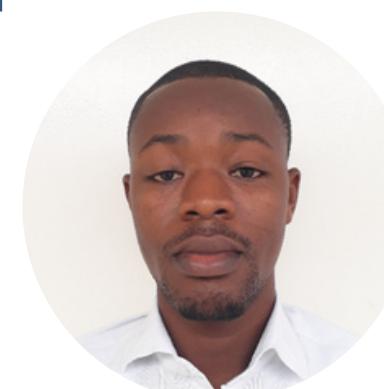
Anita
Project Scribe



Kabeerat
Project Lead



Akshitha
Project Manager



Williams
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

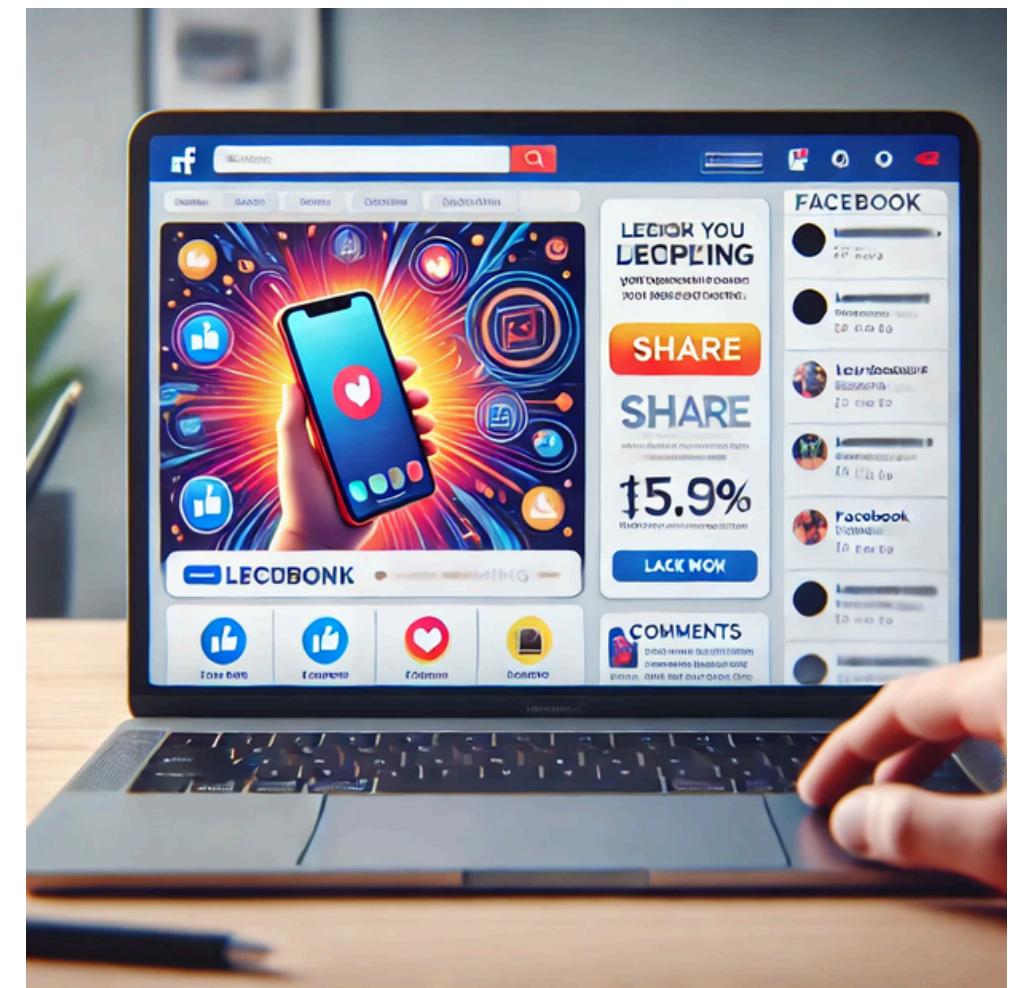
The competition was open to two categories: Junior (up to 18 years) and Senior (18 to 25 years), allowing both individual and group submissions. Winners were awarded prizes totaling \$90,000, including scholarships, internship opportunities, gift cards, and electronic gadgets.



facebook Ads

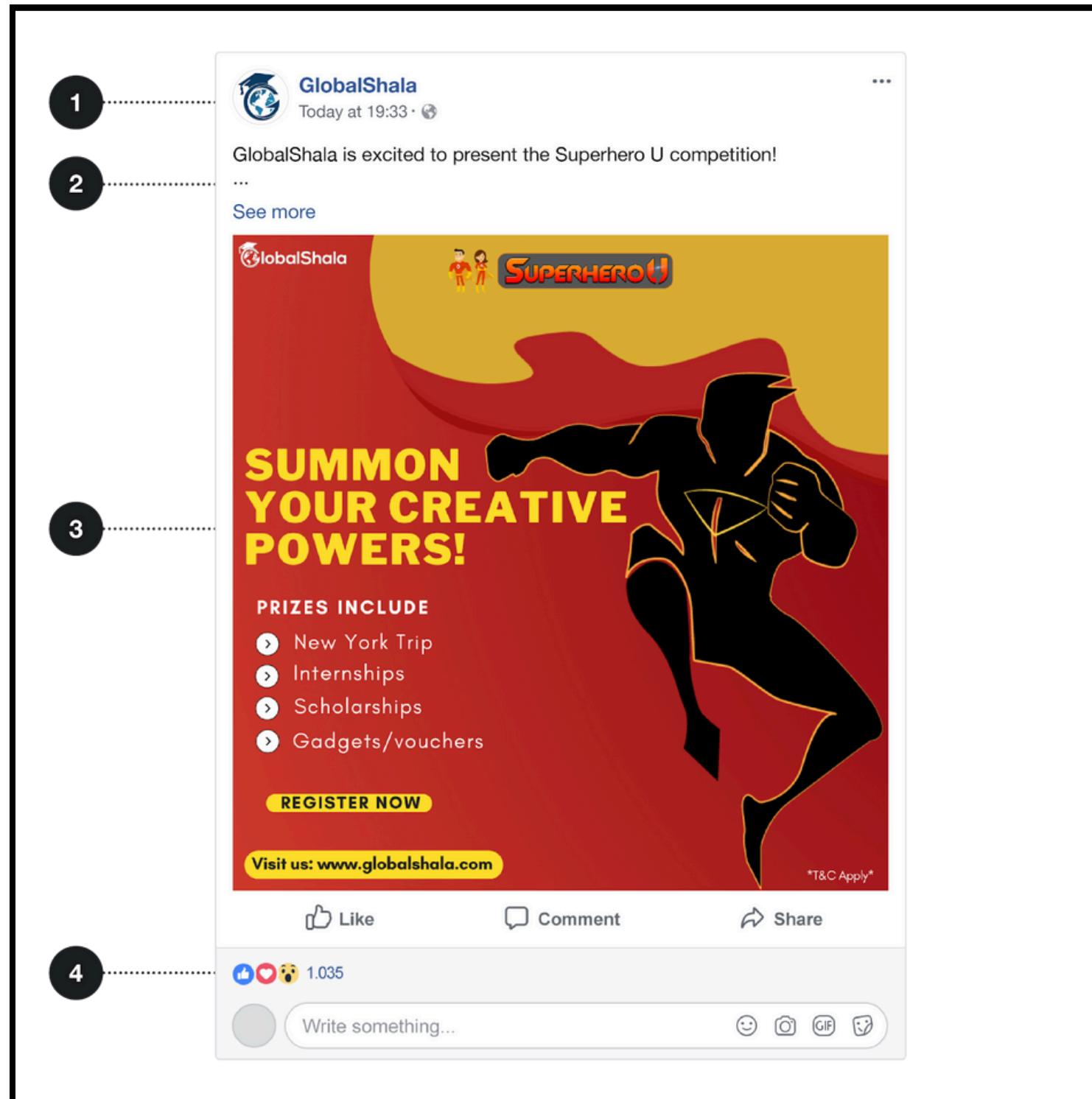
Facebook is a social networking platform that allows users to connect with one another and share text, photos, and videos. Individuals and businesses can create accounts and set up profile pages for free, however, Facebook contains ads that help pay for the service.

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:

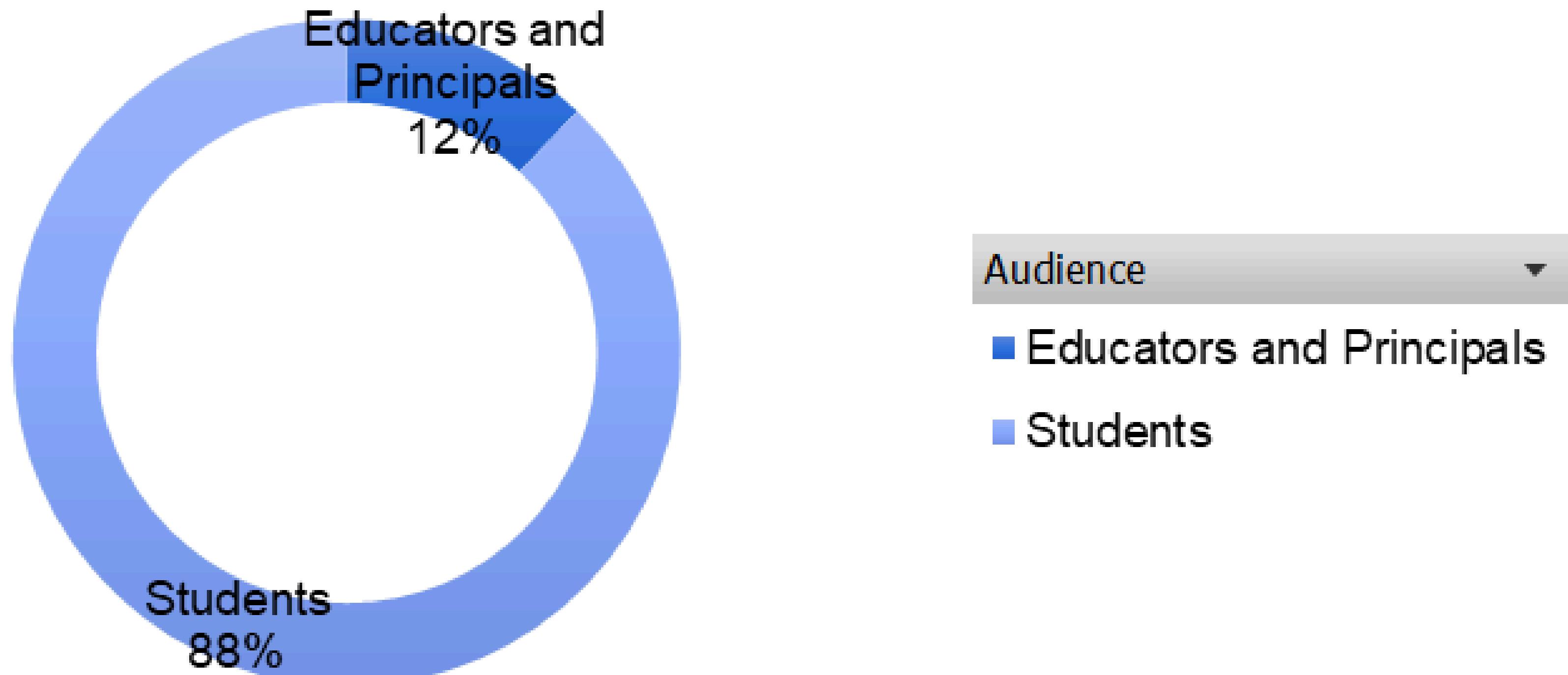
1. Profile Picture and Name
2. Descriptive Text
3. Image - links to the website
4. Like, Comment, and Share links

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

Campaign ID	Campaign Name	Age group	Geography	Reach	Impressions	Clicks	Amount spent in INR	Average CPC(INR)	Average CPR(INR)
Campaign 1	SHU_6 (Educators and Principals)	25-64	Group1:Australia, UK etc.	23,904	47,139	1,218	₹ 2,333.33	1.84	5.13
Campaign 2	SHU3_ (Students Apart from India and US)	13-34	Group2:Australia, UK etc.	46,494	67,313	3,743	₹ 1,597.02	0.41	1.03
Campaign 3	SHU_Students (Australia)	18-34	India	3,187	3,572	119	₹ 850.68	7.92	23.11
Campaign 4	SHU_Students (Canada)	13-34	Nepal	3,307	4,267	171	₹ 923.96	5.50	7.93
Campaign 5	SHU_Students (Ghana)	13-34	Nigeria	15,024	20,483	648	₹ 837.78	1.28	3.97
Campaign 6	SHU_Students (India)	13-34	USA	31,831	37,246	1,400	₹ 955.21	0.68	1.05
Campaign 7	SHU_Students (Nepal)	13-34	UK	29,668	65,215	1,420	₹ 1,035.24	0.72	2.00
Campaign 8	SHU_Students (Nigeria)	13-34	Canada	21,929	28,974	2,765	₹ 942.78	0.35	0.90
Campaign 9	SHU_Students (UAE)	13-34	UAE	7,333	8,660	242	₹ 876.26	3.58	9.35
Campaign 10	SHU_Students (UK)	13-34	Australia	3,636	4,091	121	₹ 856.67	7.45	18.65
Campaign 11	SHU_Students (USA)	13-34	Ghana	2,555	2,900	178	₹ 897.68	4.81	9.57

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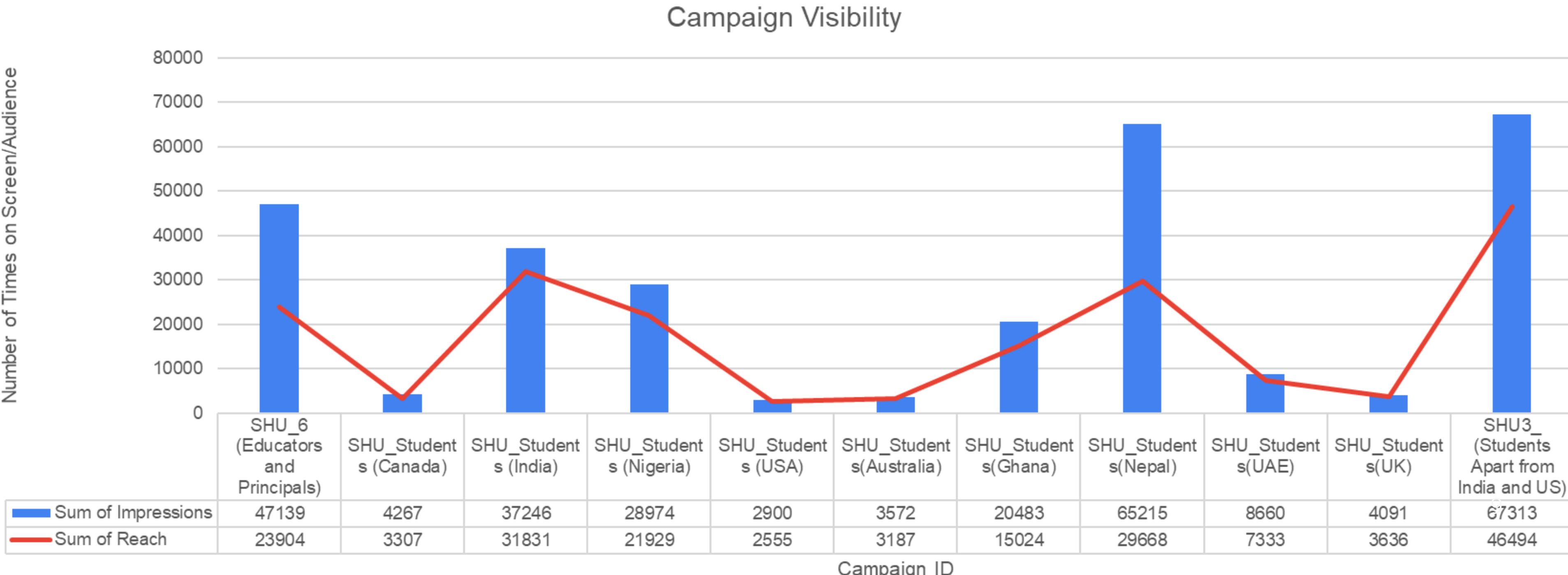
Target Audience



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

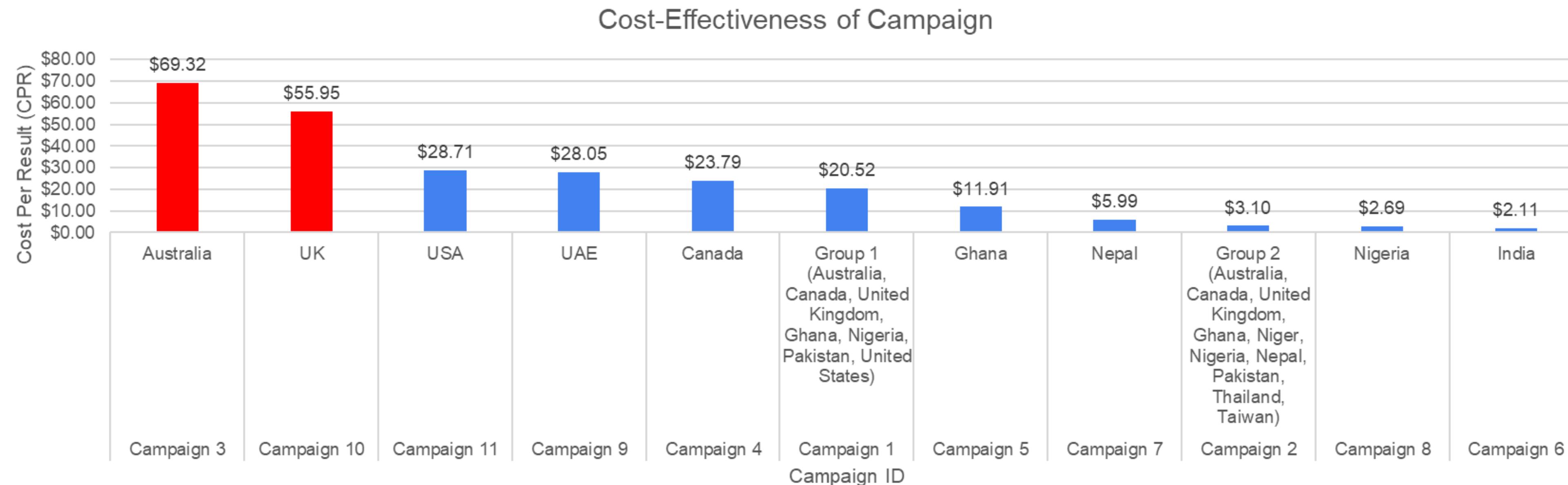
Highlights - Top 2 Leaders

- *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 6 in India is the most cost-effective).
- The team recommends discontinuing Campaigns 3 and 10 to optimize expenses.



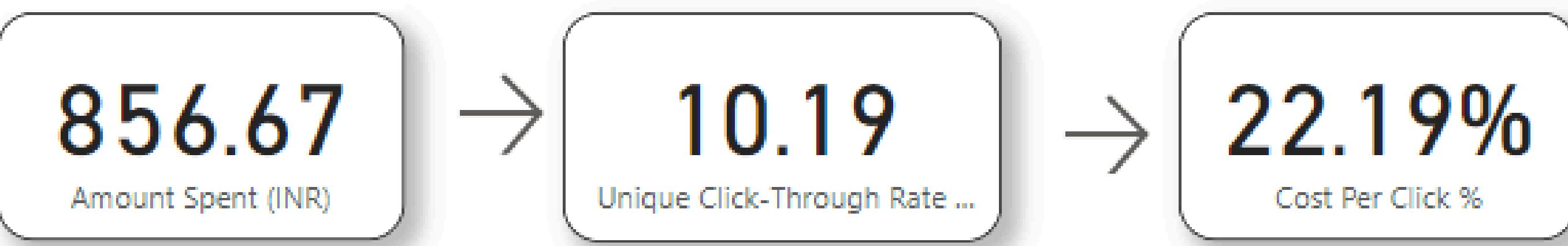
Comparison

- 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



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.
- Recommendation: More resources could be allocated to the LEAST COSTLY but MOST EFFECTIVE campaigns (e.g. SHU_Students (Nigeria)/Campaign 5).

Thank you!

