



Visualizing Data of Superhero U Advertisements

This is our team



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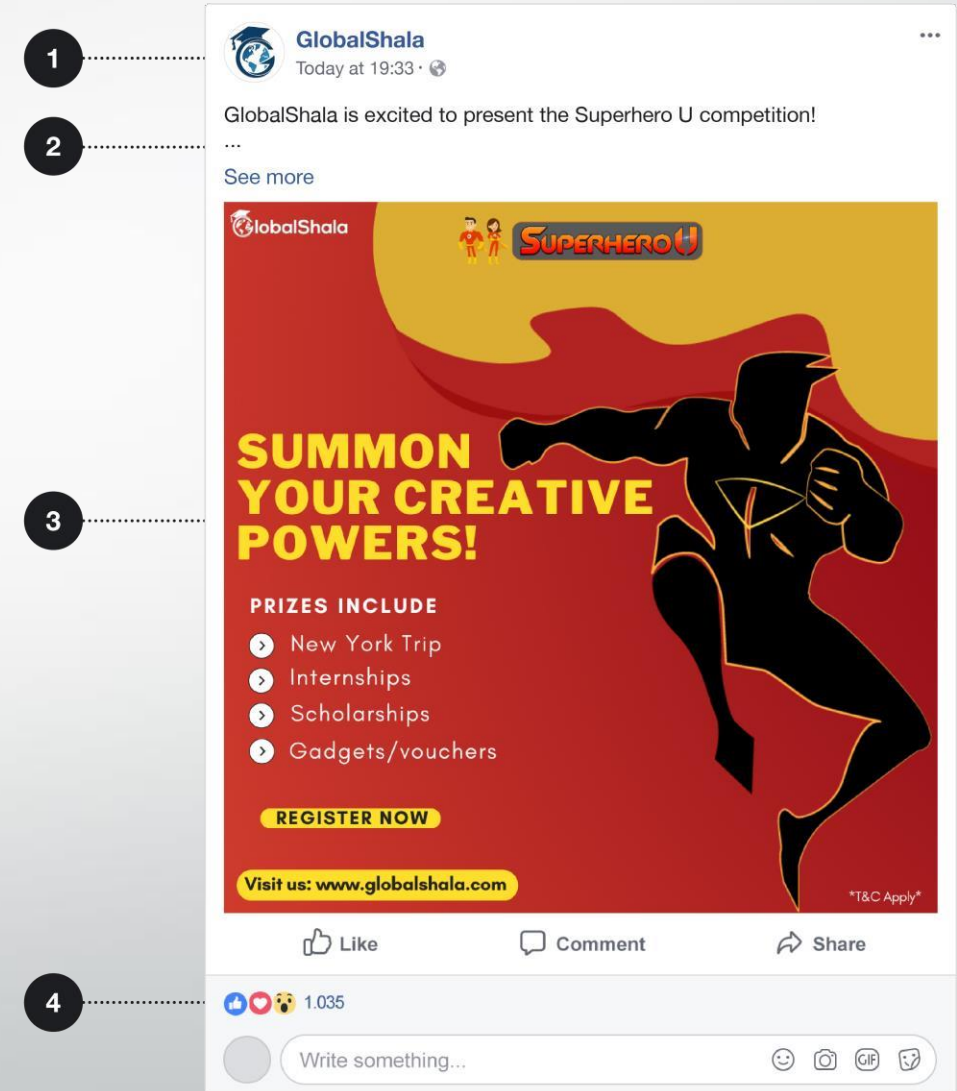
Superhero U

- ❖ Superhero U was an event that aimed to instill innovation and creativity among youth.
- ❖ The competition required participants to invent a 'Superhero' that addressed a relevant social problem outlined by the SDGs.
- ❖ Divided into high school and college categories, the event consisted of three rounds and lasted from August 2020 to April 2021.
- ❖ Superhero U's mission was influenced by the UN's goal to promote prosperity while protecting the planet, and provided equal educational opportunities to budding stars.



These ads have several parts:

- ❖ A profile picture and profile name that links to the EXCELERATE profile page.
- ❖ Some descriptive text.
- ❖ An image that, in this case, links to the Superhero U website.
- ❖ Buttons to like, comment, and share the ad.



Facebook Advertisements

What is Facebook Ads

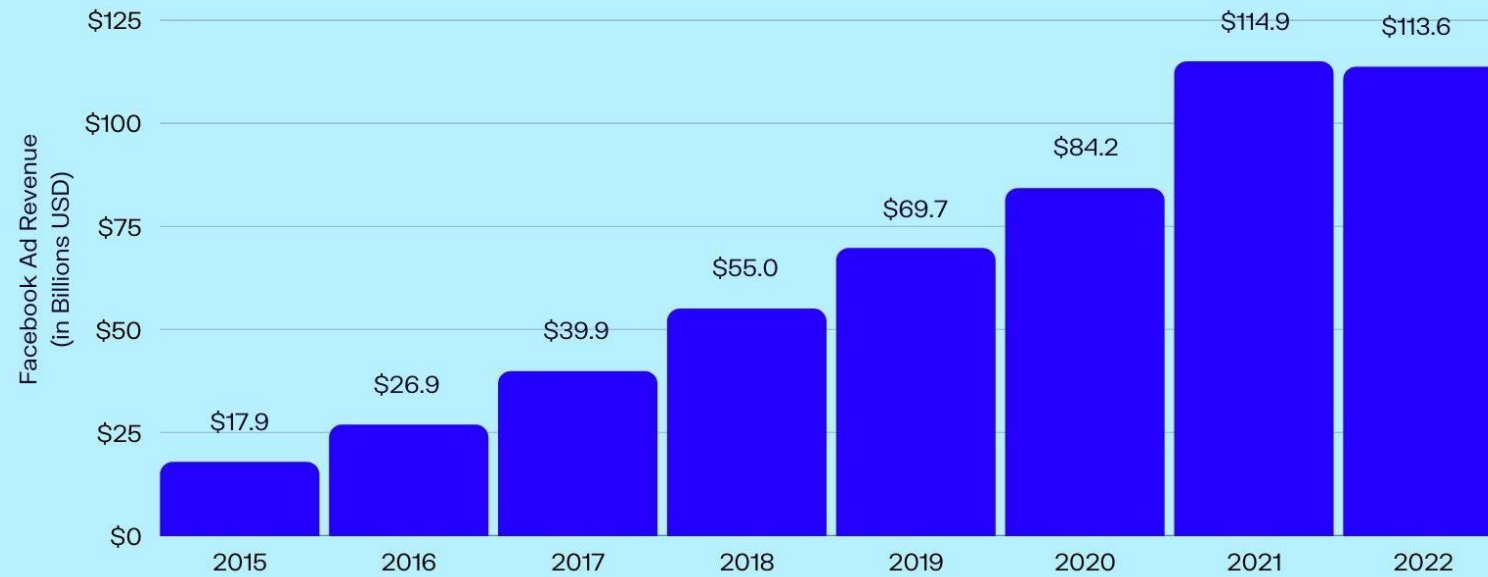
- Facebook Ads are offered by Facebook advertising platform.
- Used to promote products and services through text, images, or videos.
- Widely used by companies due to its large audience and segmentation capabilities.

How Facebook Ads works

- ❖ Facebook Ads is simpler than search engine advertising.
- ❖ Small businesses use it for limited geographical and time promotions.
- ❖ Expert campaign design and monitoring is crucial for effective Facebook Ads marketing.



Facebook Ad Revenue (2015–2022)



Source: Meta

OBERLO

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

Campaign Details-

- ❖ Campaign I'D contains Campaign number from 1-11.
- ❖ It refers the Campaign from different regions.

Demographics-

- ❖ This category mainly consists of audience, age and geography.
- ❖ The target audience can be students or educators and principals.

Ad Insights-

- ❖ Insights are provided by Reach, Impressions and Frequency.
- ❖ Reach is different from Impressions.

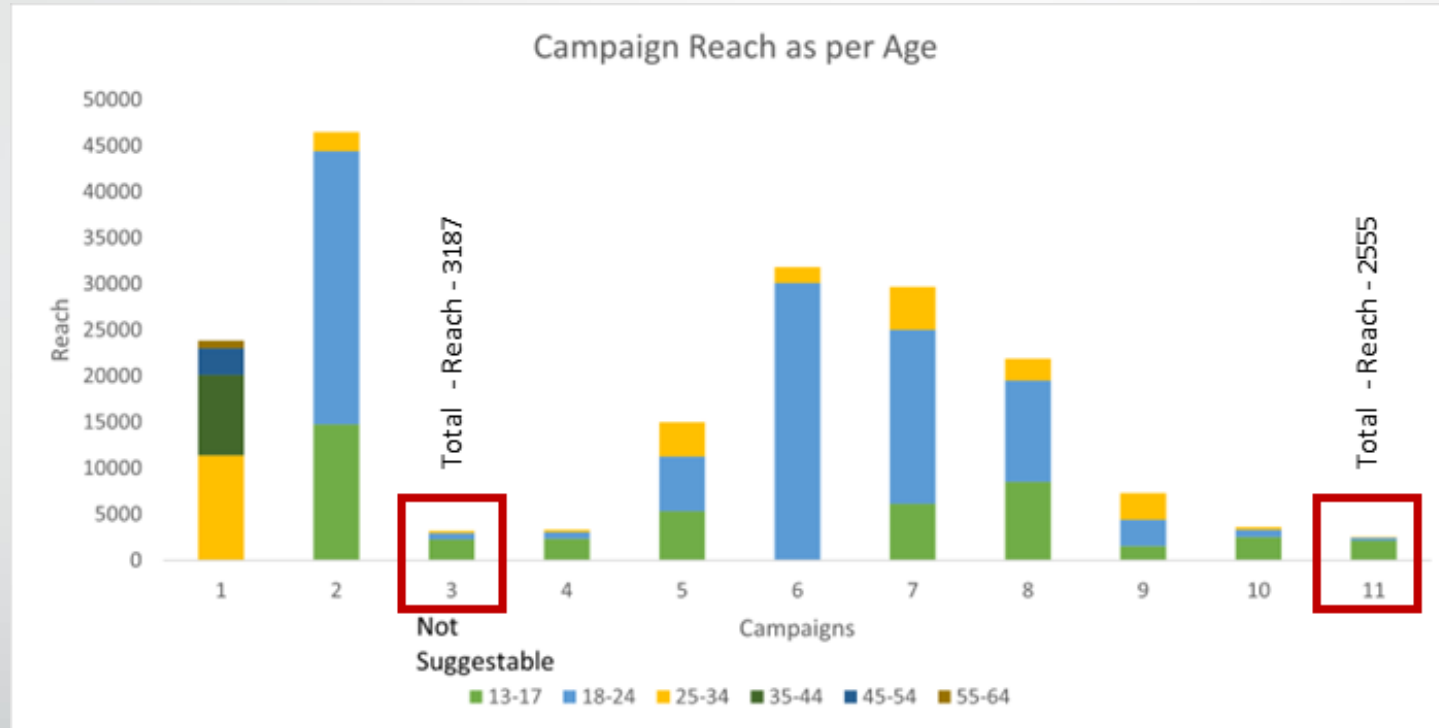
Clicks-

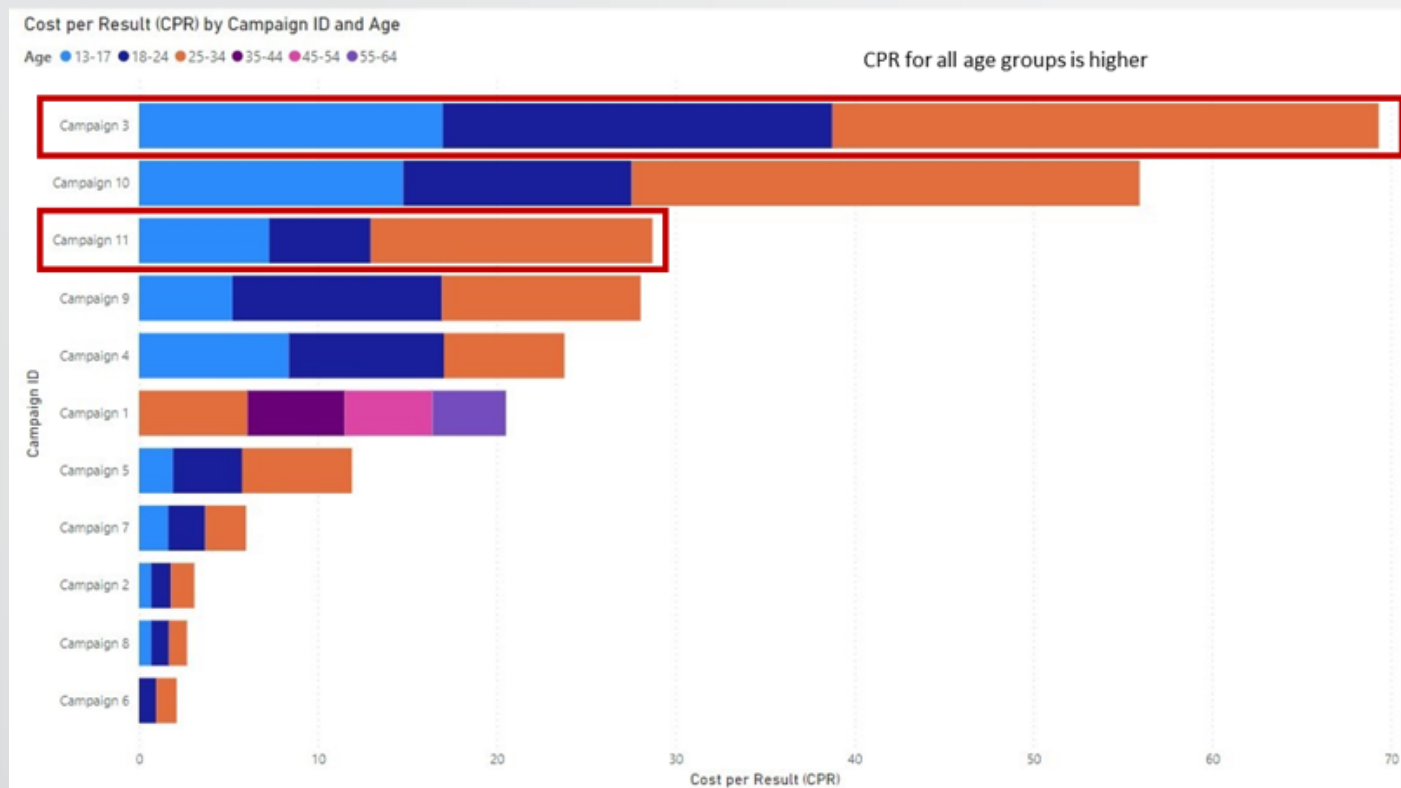
- ❖ Category: Clicks, Unique-clicks and Click-through rate.
- ❖ It can be clicking on link, profile picture, commenting etc.

Costs-

- ❖ This category mainly consists amount spent in INR CPC, CPR.
- ❖ $CPR = (\text{Total Amount Spent}) / (\text{Total number of Results})$.
- ❖ $CPC = \text{Average cost of one click on the ad.}$

Campaigns to be Discontinued





INTERPRETATION:

After analyzing from the above charts, we can say that ad campaign 3 and 5 are less suggestable and can be discontinued as it is not effective for any age group interms of reach to public as well as cost incurred for a person to view and click on the ad link.

Conclusion

- ❖ Ad campaign 3 and 5 has low reach, meaning it is not effectively reaching the target audience.
- ❖ Ad campaign 3 and 5 has the high cost per click among all campaigns, making it more expensive.
- ❖ These ads are not resonating with any age group, as evidenced by consistently low engagement metrics.
- ❖ Ad campaign 3 and 5 may have a lower return on investment compared to other campaigns due to its low effectiveness.



Thank you