

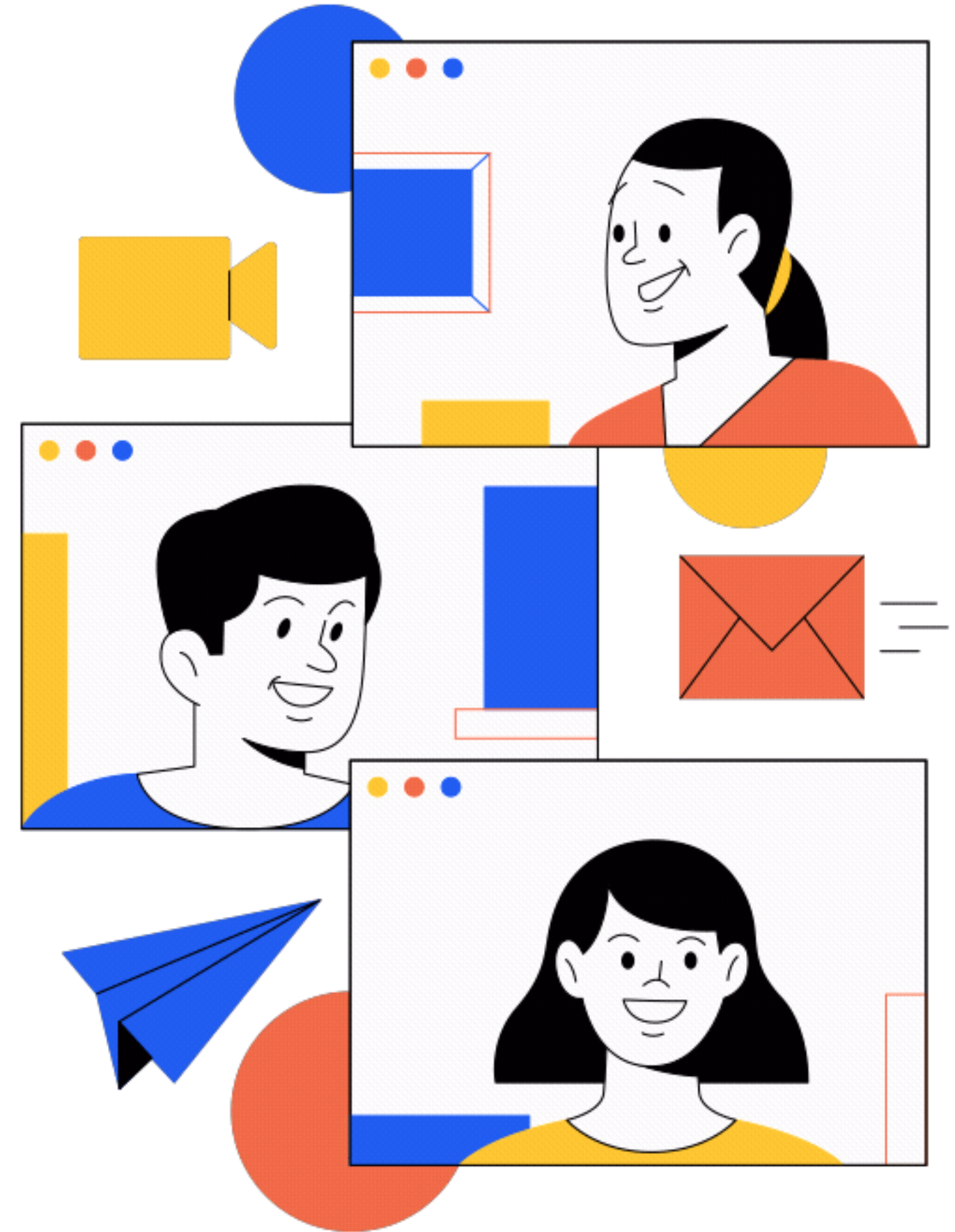
# SUPERHERO U FACEBOOK AD CAMPAIGN ANALYSIS

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SAINT LOUIS  
UNIVERSITY™  
— EST. 1818 —

 **excelerate**





# TEAM

## Leads:

Abhishek Banait

## Project Managers:

Sadnya Kolhe

Sarvesh Maggon

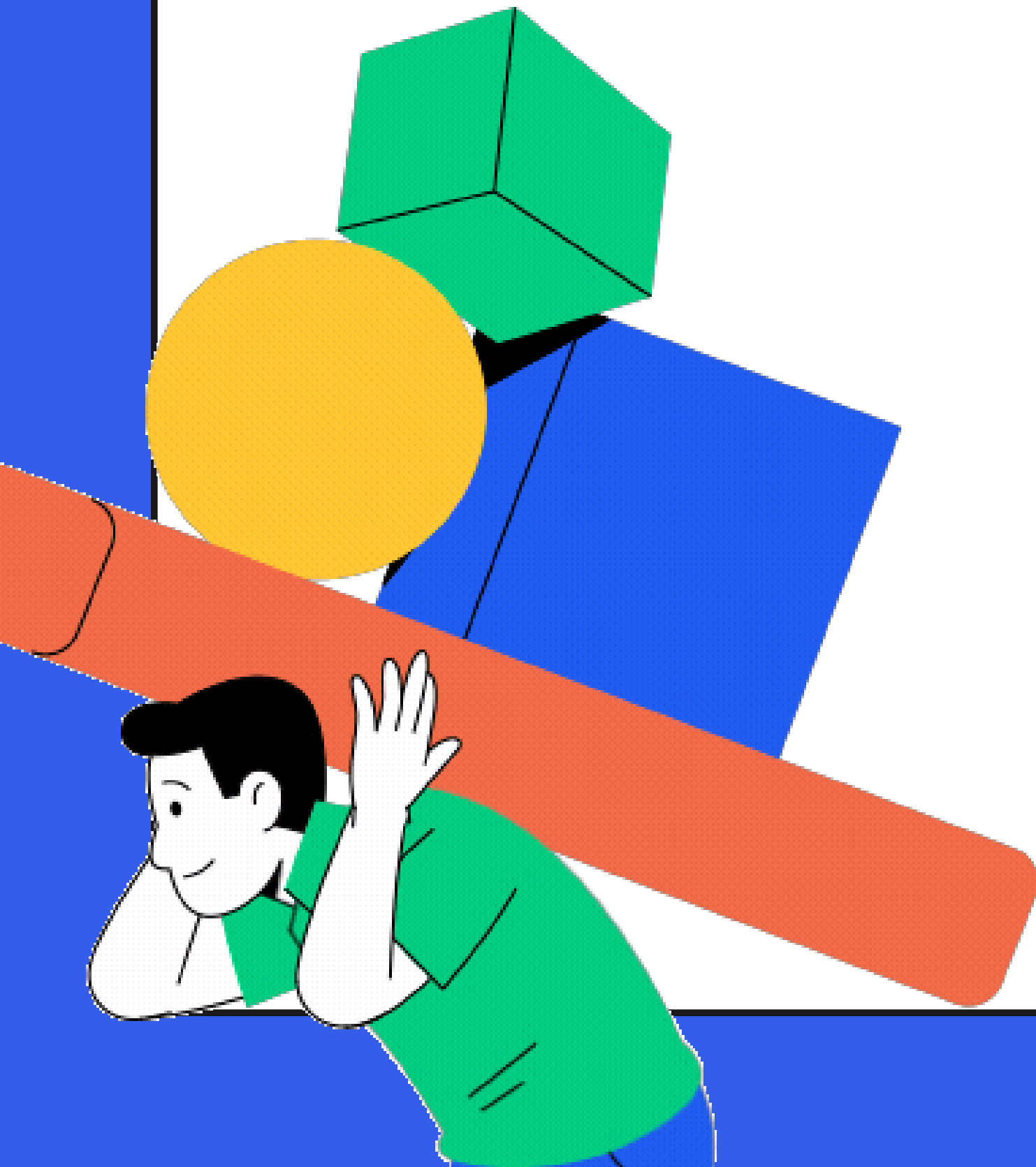
## Project Scribes:

Neel Patel

## Project Lead:

Aditya Somasi

Ayush Parasha



# SUPERHERO U EVENT

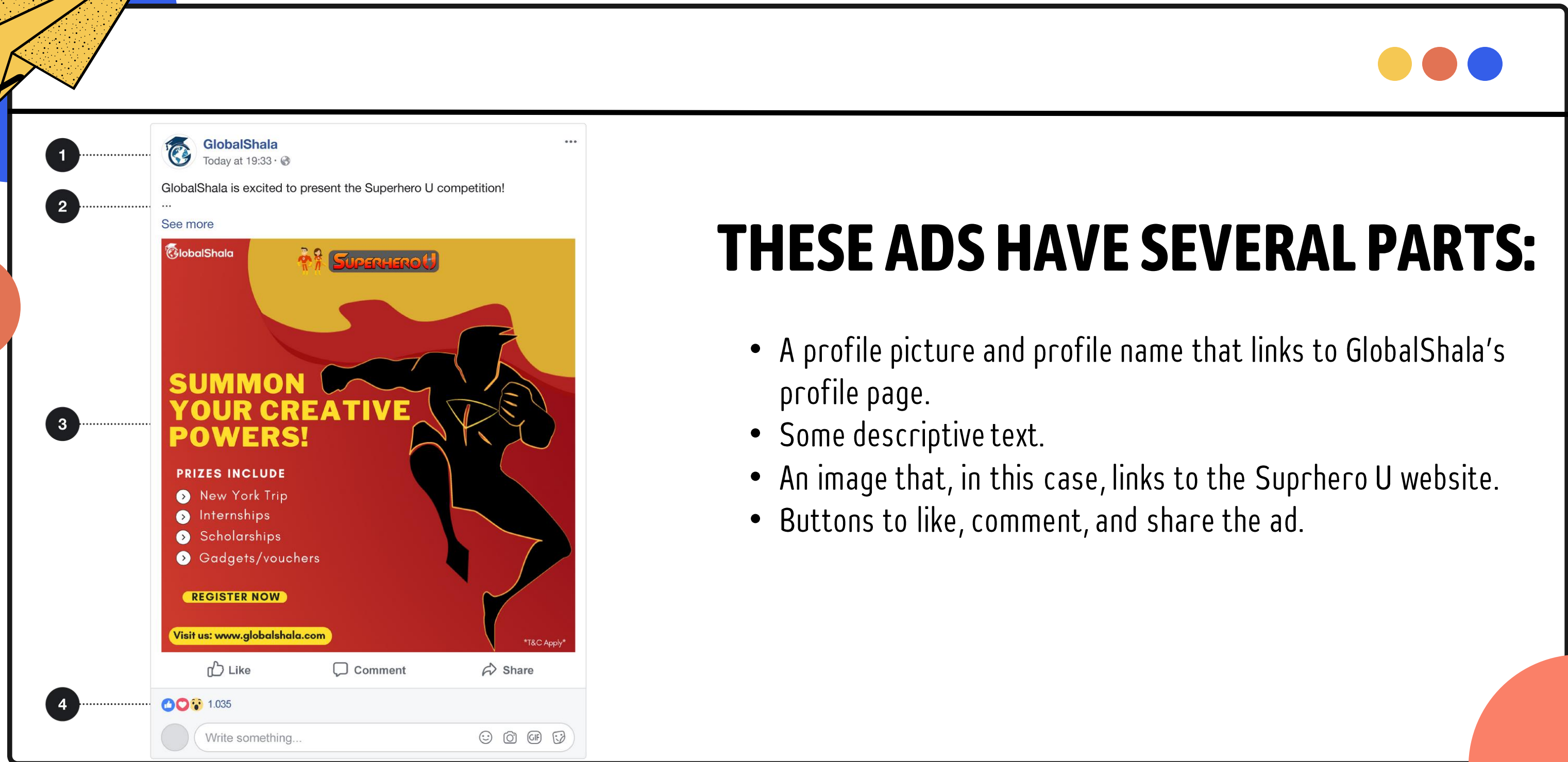
- **Event Goal:** Empower imaginative and fervent young minds to make the best possible use of their skills and creativity.
- **Event Target Audience:** Budding stars who are passionate about solving social problems.
- **Event Format:** A competitive event that was targeted towards providing an encouraging and equal educational opportunity to the budding stars.
- **Event Duration:** Three rounds – preliminary, semi-final and final, starting in August 2020 and culminating in April 2021.
- **Event Key Metrics:** Reach, impressions, click-through rate (CTR), conversion rate, and cost.
- **Event Outcomes:** The event was a success, with over 1000 participants from all over the world. The winning projects were innovative and creative, and they showed the potential of young people to solve some of the world's biggest problems.

# FACEBOOK ADS

## How GlobalShala used Facebook ads to promote the Superhero U event

- Facebook ads are a paid advertisement that appears on Facebook.
- Businesses can use Facebook ads to reach their target audience and promote their products or services.
- GlobalShala used Facebook ads to promote the Superhero U event by targeting young people who were interested in social entrepreneurship.
- The ads were effective in reaching their target audience and generating interest in the event.
- The ads also helped to build brand awareness for GlobalShala.

# FACEBOOK ADS OVERVIEW



**1** GlobalShala  
Today at 19:33 · 🌐

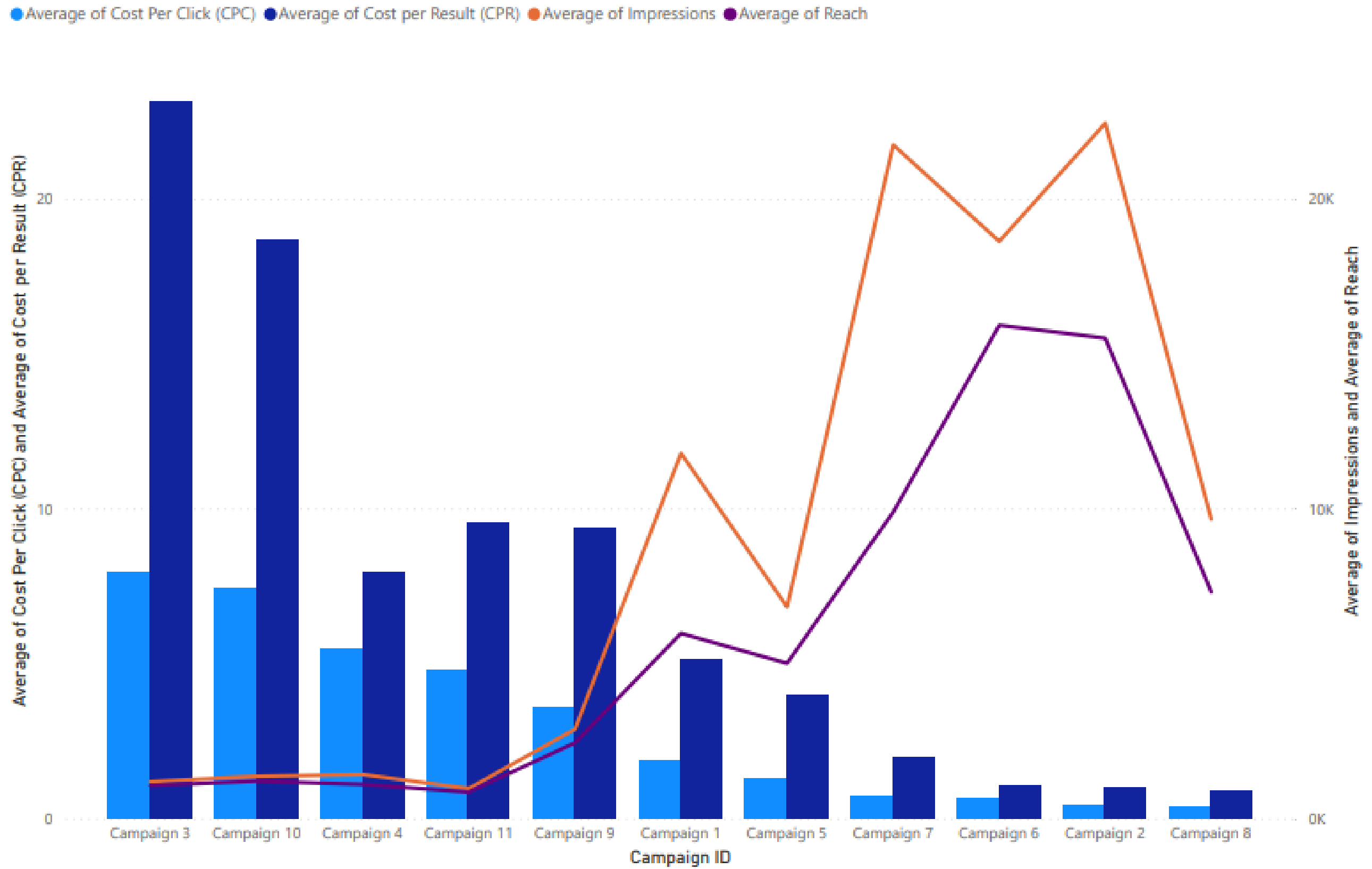
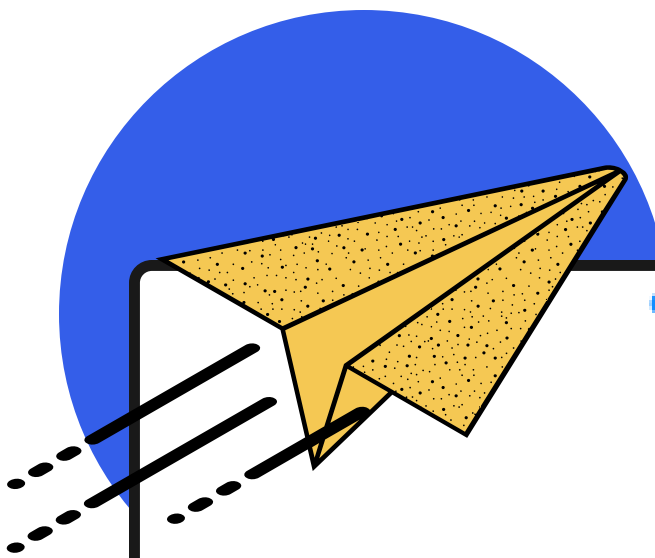
**2** GlobalShala is excited to present the Superhero U competition!  
...  
See more

**3**

**4**

**THESE ADS HAVE SEVERAL PARTS:**

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



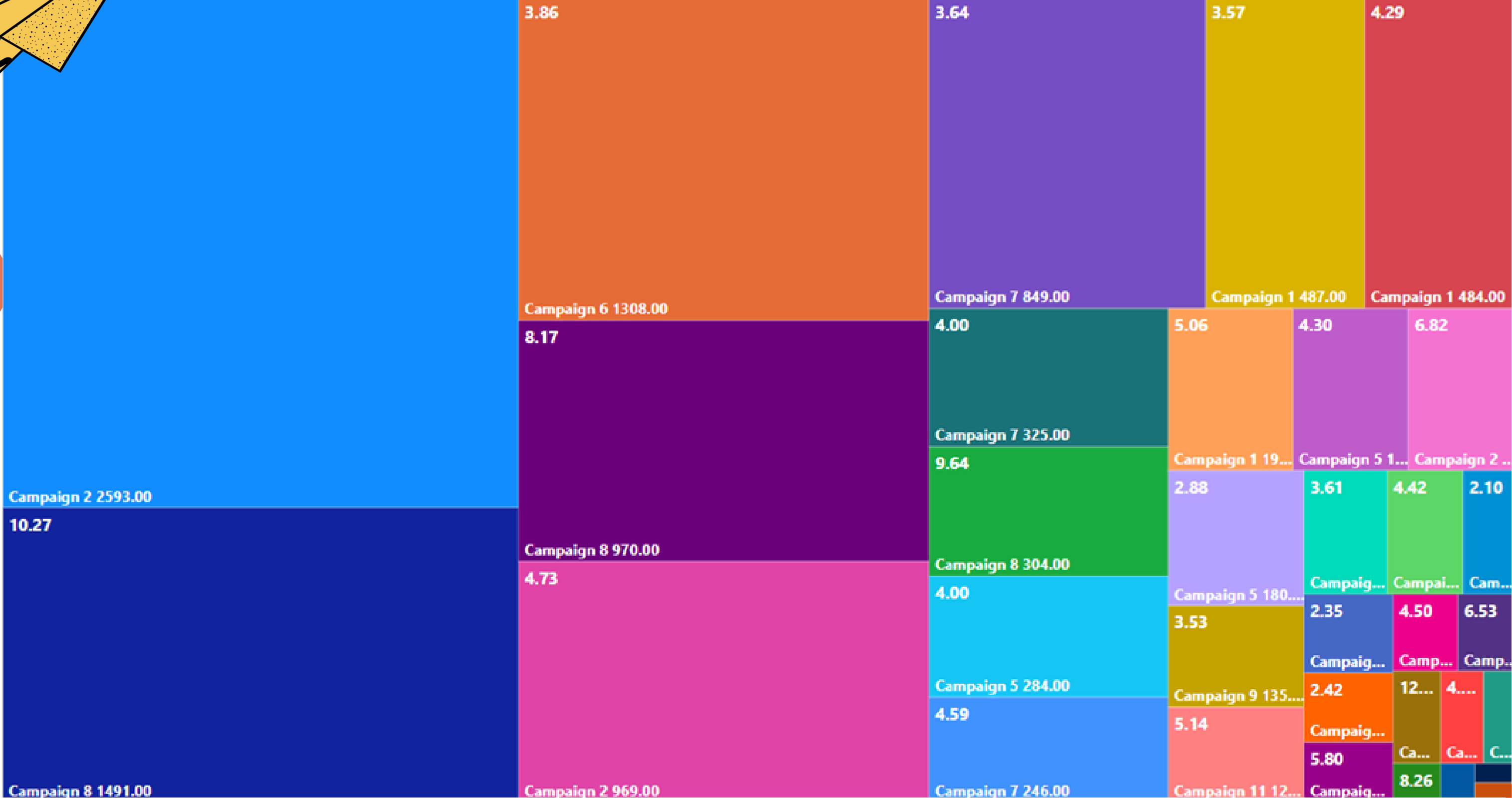
# 3, 4, 10 AND 11 CAMPAIGNS

are having high CPR and CPC but, low impressions and reach.





# HEATMAP ANALYSIS





# HEATMAP ANALYSIS

CAMPAIGN

2

*most effective campaign in terms of getting clicks and generating interest from students. It has the highest number of clicks and the highest UTR rate.*

CAMPAIGN

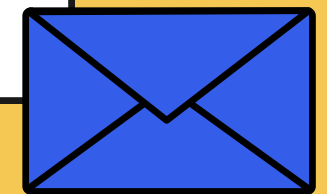
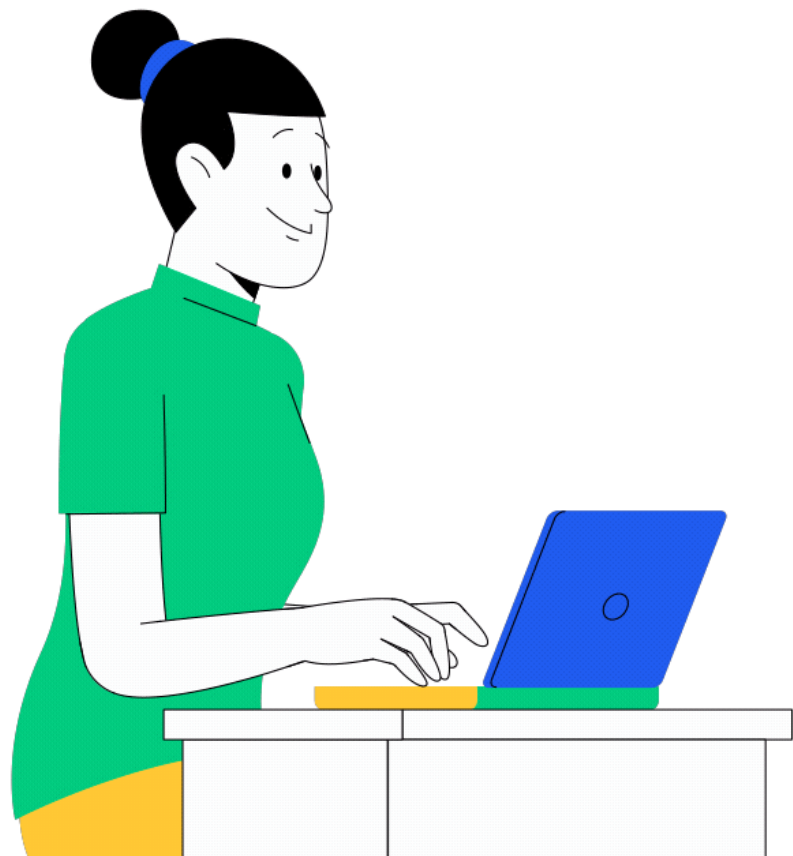
1

*most effective campaign in terms of getting clicks and generating interest from students. It has the highest number of clicks and the highest UTR rate.*

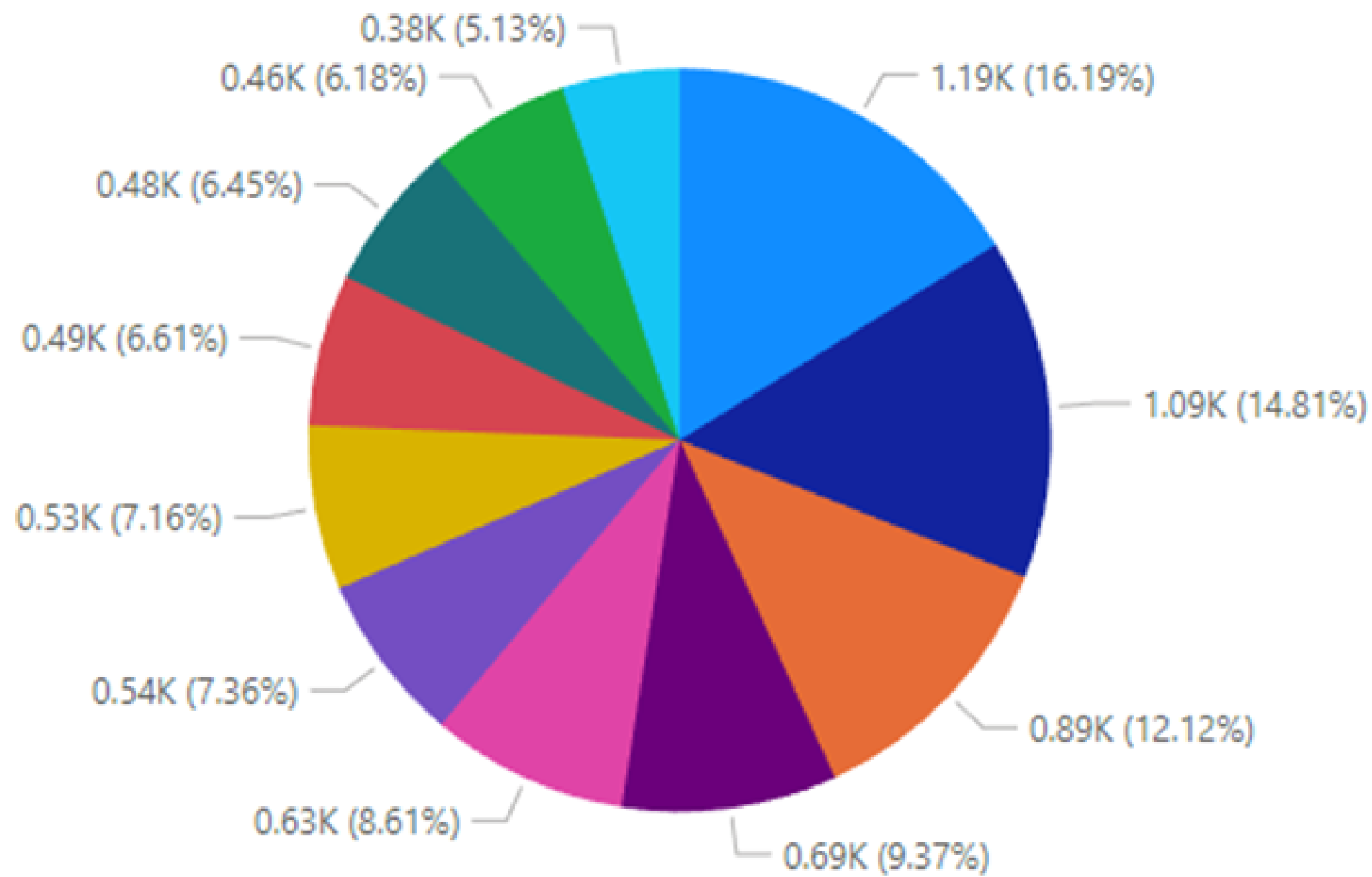
CAMPAIGN

11

*least effective campaign. It has the least number of clicks and the lowest UTR rate.*



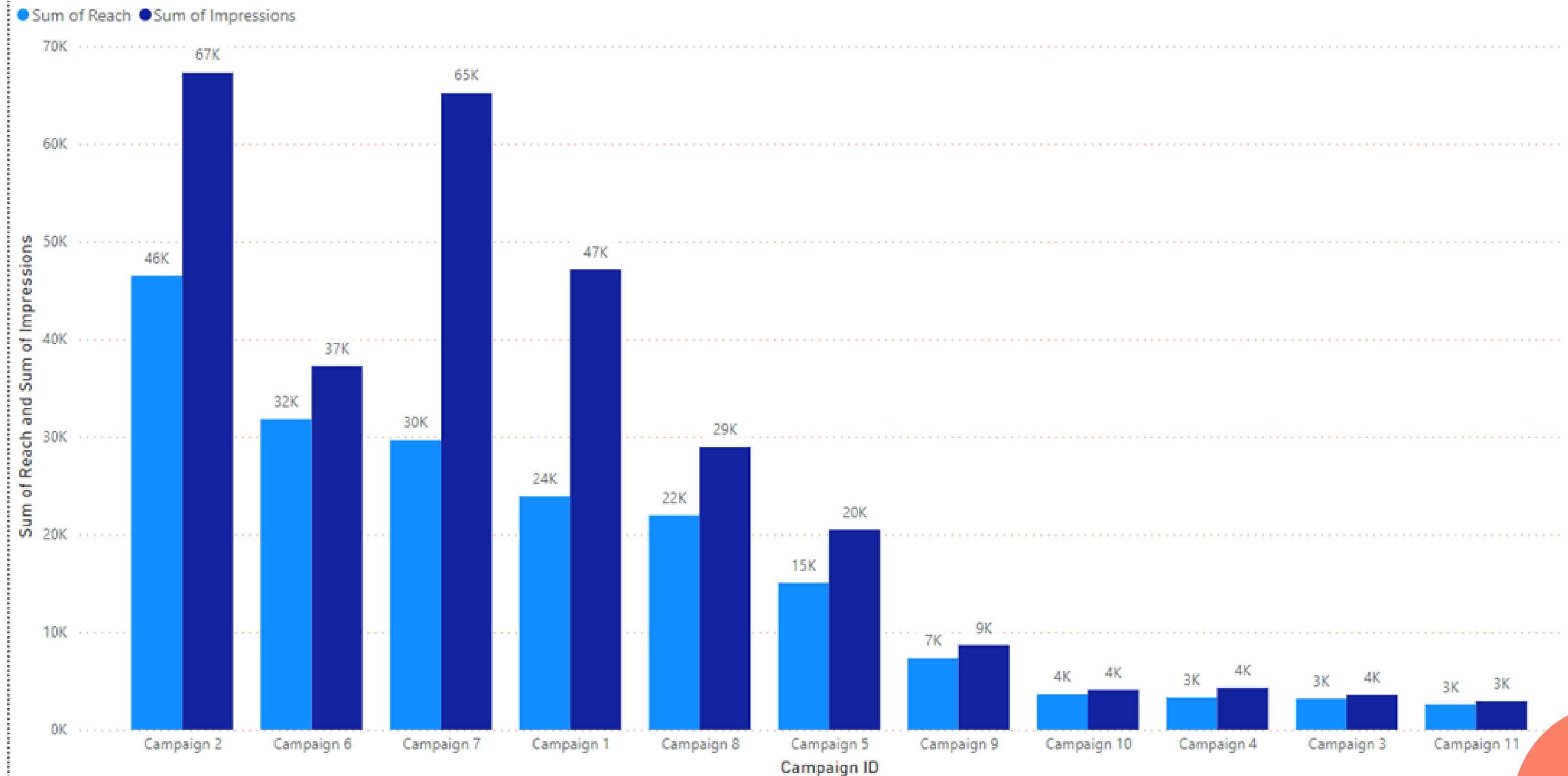
Max of Amount Spent in INR by Campaign and Geography



**Campaign**

- Campaign ID 11
- Campaign ID 10
- Campaign ID 4
- Campaign ID 9
- Campaign ID 5
- Campaign ID 6
- Campaign ID 2
- Campaign ID 8
- Campaign ID 1
- Campaign ID 7
- Campaign ID 3

# GROUP COLUMN CHART ANALYSIS





# ANALYSIS



## Campaign4

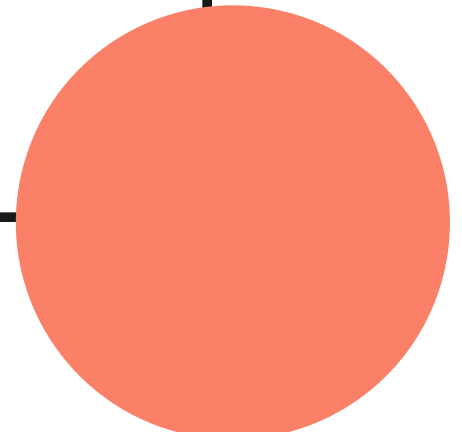
(SHU3\_ (Students Apart from India and US) (Canada)): This campaign spent INR 480 and reached 0.5% of the target audience.

## Campaign3

(SHU3\_ (Students Apart from India and US) (United Kingdom)): This campaign spent INR 330 and reached 0.4% of the target audience.

## Campaign11

(SHU3\_ (Students Apart from India and US) (Nepal)): This campaign spent INR 0.48 and reached 0.04% of the target audience.



# CAMPAIGN 4

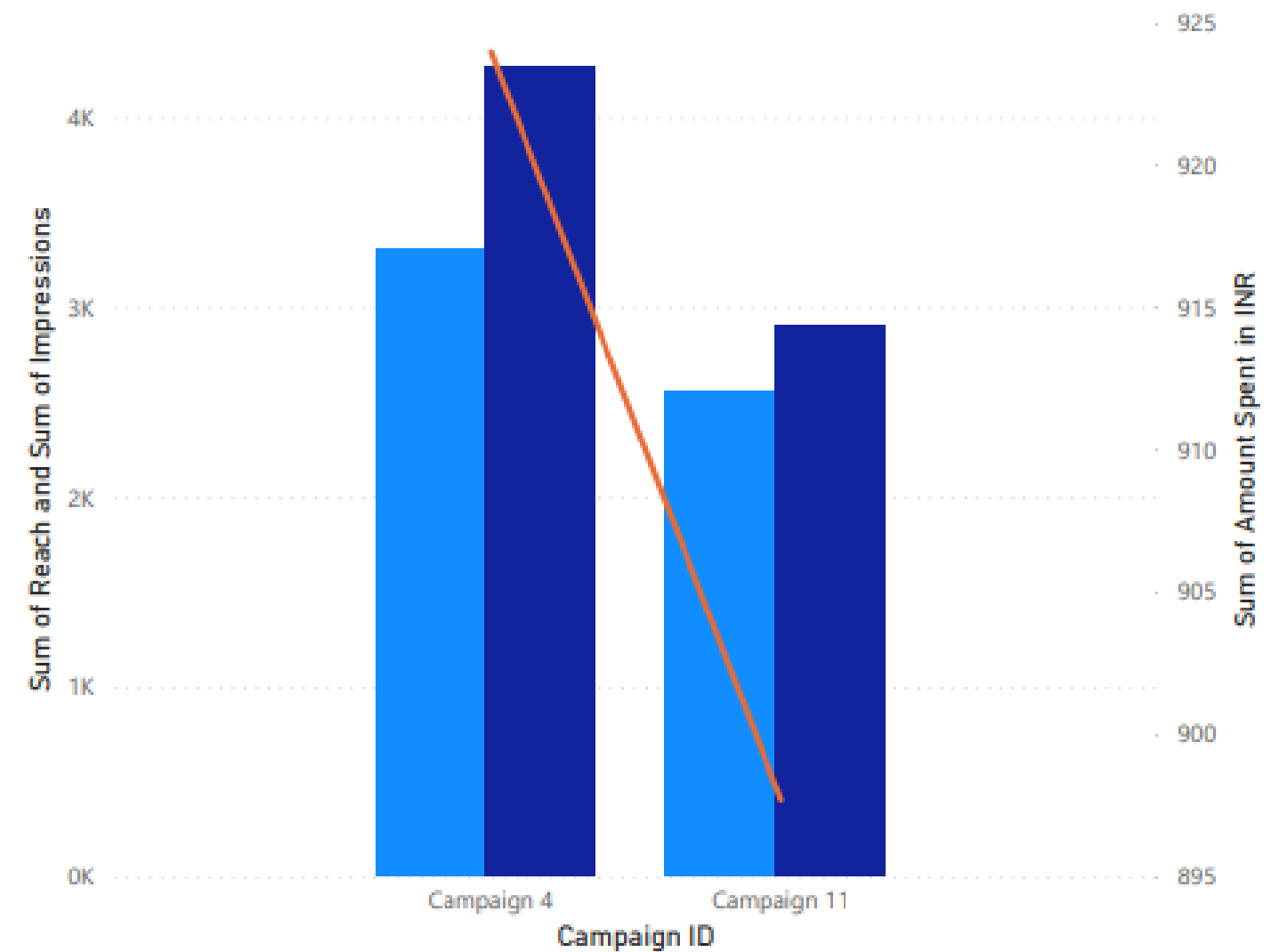
Campaign 4 had 4267 Sum of Impressions, 3307 Sum of Reach, and 923.96, Sum of Amount Spent in INR.

# CAMPAIGN 11

Campaign 11 had 2900 Sum of Impressions, 2555 Sum of Reach, and 897.68 Sum of Amount Spent in INR.

Sum of Reach, Sum of Impressions and Sum of Amount Spent in INR by Campaign ID

● Sum of Reach ● Sum of Impressions ● Sum of Amount Spent in INR

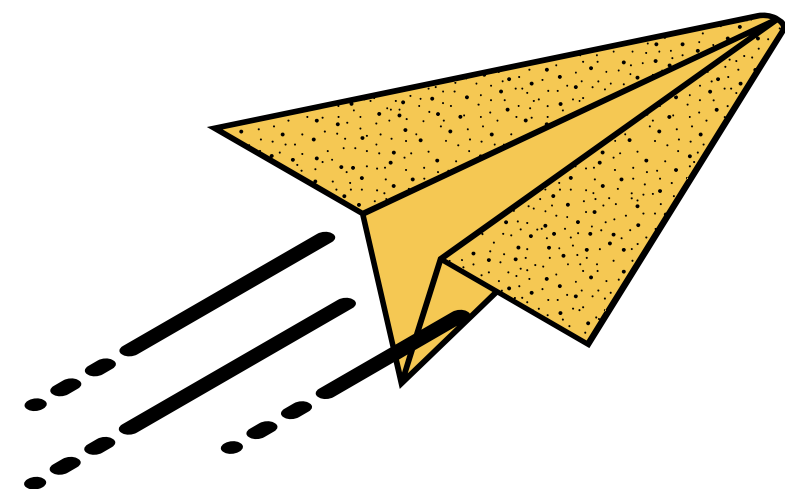


# ANALYSIS

## CAMPAIGN 11

should be  
discontinued

- Campaign 11 has the highest CPC and CPR of all the campaigns. This means that it is the most expensive campaign to run, but it is not reaching very many people.
- Campaign 11 also has the lowest impressions and reach of all the campaigns. This means that it is not being seen by very many people.
- The high CPC and CPR of Campaign 11 suggest that it is not very efficient. This means that the money being spent on this campaign is not being used effectively.
- There is no clear evidence that Campaign 11 is achieving its objectives. The data shows that it is not reaching many people, and it is not clear that it is having any impact on sales or brand awareness.
- Given the high cost and low performance of Campaign 11, it is recommended that it be discontinued. This would free up resources that could be used to fund more effective campaigns.



**THANK  
YOU!**

